



澳門管理專業協會  
Macau Management Association

“Better  
MANAGEMENT  
for better future”

卓越管理 締造未來

T

電話 TEL  
(853) 2832 3233

F

傳真 FAX  
(853) 2832 3267

E

電郵 EMAIL  
mma@macau.ctm.net

W

網址 WEBSITE  
www.mma.org.mo

A

地址 ADDRESS  
澳門新口岸上海街一百七十五號中華總商會大廈九樓  
RUA DE XANGAI 175, EDIF. ACM, 9 ANDAR, MACAU

MMA QR CODE



Macau Management Association ANNUAL REPORT 澳門管理專業協會 年度報告 2021



澳門管理專業協會  
Macau Management Association

# MMA

ANNUAL REPORT 年度報告  
2021



2021



澳門管理專業協會  
Macau Management Association

# 目錄

CONTENT

**01** 會長的話  
MESSAGE FROM THE PRESIDENT

**03** 組織簡介  
ORGANIZATION INTRODUCTION

**04** 組織架構  
ORGANIZATIONAL STRUCTURE AND SERVICES

**11** 教育服務  
ACADEMIC SERVICES

**37** 管理服務  
MANAGEMENT SERVICES

**45** 會員服務  
MEMBERSHIP SERVICES

**54** 出版刊物  
PUBLICATION

**56** 聯繫  
LIAISON





## 會長的話



回望二零二一年，新冠疫情仍無情肆虐，然而在國家的帶領下，澳門的防控工作不斷完善，新冠疫苗為疫情結束迎來曙光，經濟更有復甦跡象。在橫琴粵澳深度合作區全面展開建設的同時，澳門特區政府在 12 月中公佈的《澳門特別行政區經濟和社會發展第二個五年規劃（2021-2025 年）》為社會指出未來前進方向，澳門即將迎來新一輪的發展機遇。新時代的藍圖已經繪就，在國家的支持下，在特區政府的領導下，澳門定能緊抓契機、捕捉風口，在經濟社會可持續發展上取得嶄新突破。

澳門管理專業協會向來以推動管理學在澳門的發展為己任，多年來堅守初心，致力培育專業管理人才，為各行業提供與時俱進、多元全面的管理培訓及課程，以配合社會對應用型管理專才的需求，並與特區政府部門、企業和社團密切合作，開展多項活動，從而提升社會的總體競爭力。

二零二一年，我們恪守崗位，積極開展多項工作，助力澳門社會面對未來機遇及挑戰。我們與勞工局合辦“設施管理師（高級技師）考證課程”，共同推動本地設施管理行業發展及完善相關專業人才的專業資歷及制度。此外，本會屬下的澳門管理學院與大灣區高校保持緊密聯繫，為合作推進大灣區高校教育打下穩固根基，並藉著於年底加盟的“灣區西岸科教聯盟”進一步發展與區內其他高校的交流與合作。受疫情影響而延期的二零一九年度世界管理挑戰賽國際總決賽，於今年以線上形式順利進行，澳門隊在面對疫情和激烈競爭的雙重壓力下仍不負眾望，勇奪世界冠軍殊榮。另外，為加深了解國家的偉大成就，我們組織全體職員參觀“全民國家安全教育展”及“慶祝中國共產黨成立一百周年大型主題圖片展”，弘揚愛國愛澳精神。隨著時代進步及形勢發展，我們必定繼續發揮自身優勢和作用，為促進本地經濟、恢復社會發展而不懈努力。

過去一年，有幸得到各政府部門、澳門基金會、各位會員、友好機構及團體的鼎力相助，本會的會務得以穩步提升、碩果累累。面對百年未有之大變局和百年不遇之大疫情，我們將繼續以務實且堅定的態度，立根固本，著眼長遠，為社會的和諧發展作出貢獻。

崔世昌  
會長

## MESSAGE FROM THE PRESIDENT

Looking back at 2021, the COVID-19 epidemic was still rampant, yet under the leadership of the Country, along with the continuous enhancement and perfection of pandemic prevention measures, vaccination brings hope to the world and brings life back to normal, and our economy will see a steady recovery. While the construction of the Guangdong-Macao In-Depth Cooperation Zone in Hengqin implemented, the Macao SAR Government published the second Five-Year Plan for Economic and Social Development (2021-2025), offering a clear path for the city's development and providing Macao significant development opportunities. The blueprint for new era has been formulated, with the strong national support and the leadership of the SAR Government, Macao will surely be able to seize new opportunities and make breakthroughs in sustainable economic and social development.

Since its inception, Macau Management Association (MMA) has been dedicating on promoting the principles and practices of modern management in Macao. We are committed to provide up-to-date and comprehensive management service and courses, with the aim of cultivating management professionals to meet the needs of the society. MMA has cooperated with the SAR Government departments, enterprises and associations in order to improve the overall competitiveness of the society.

In 2021, with the commitment and devotion of MMA, we had actively carried out numerous projects to facilitate the Macao society in embracing the opportunities and challenges ahead. MMA and The Labour Affairs Bureau co-organized the "Facility Management Vocational Qualification Program" to join hands for the promotion on the development of facility management and perfected the professional qualification and system of relative professions. Moreover, Macau Institute of Management (MIM), the academic arm of MMA, had been working closely with the higher institutions in the Greater Bay Area, consolidating a foundation for the further cooperation in promoting higher education in the Greater Bay Area, as well

as to further communicating with higher institutions through the engagement of the "Alliance for Technology, Innovation and Talent Development in Western GBA", which MIM had joined at the end of the year. In addition, the Global Management Challenge International Final 2019 had been postponed affected by the pandemic and was conducted virtually online this year. Under the pressure of challenges brought about by the pandemic and the intense competition, Macao team crowned the honor of World Championship. Furthermore, MMA had organized tours for its staff to the "National Security Education Exhibition" and the "100<sup>th</sup> Anniversary of the Founding of the CPC Photo Exhibition" so as to strengthen the notion of patriotic and love of China and Macao spirit. In the consistent evolving situation, we will fully leverage our advantages to devote in the promotion of socio-economic development and recovery of Macao.

In the past year, we are grateful for the extensive support rendered by the respective SAR Government departments, Macao Foundation, our members and fellow associations which contribute to the success we have achieved today. Looking ahead, we will continue to pragmatically make contribution in maintaining social harmony and stability with unflinching determination.

Chui Sai Cheong  
President



## 組織簡介

### ORGANIZATION INTRODUCTION

#### 澳門管理專業協會 MACAU MANAGEMENT ASSOCIATION

為回應社會對具素質的管理人及先進的管理方法有迫切需求，在三十三位來自本澳不同管理範疇的專業人士共同的努力和帶領下，澳門管理專業協會（下稱“本會”）於1984年10月正式成立，是一個非牟利的組織並以推動現代管理學的理論和實踐為建會目的。

自成立以來，本會致力為本澳社會服務，舉辦與管理學有關的活動及培訓課程。協會會務在所有成員的無私奉獻和共同努力下，一直與時俱進，持續發展。本會於2004年榮獲澳門特區政府頒授“專業功績勳章”，此乃對本會長期以來致力推動本地管理專業發展所作貢獻的肯定。

In response to the aspiration community needs of quality managerial personnel and access advanced management practices, with the concerted efforts and under the guidance of a group of 33 personalities connected to different fields of management in Macao, the Macau Management Association (MMA) was formally constituted in October 1984. The Association is a registered not-for-profit making organization and has as its main objectives the promotion of the principles and practices of modern management.

Since its establishment, MMA has been serving the Macao community by organizing activities and training programs in all aspects of management. With the dedication of all members, MMA has been moving with the times by achieving a sustainable future. In recognition of the long-year devotion on promoting local management professions, MMA was awarded the “Medal of Merit-Professions” by the Macao SAR Government in 2004.

#### 澳門管理學院 MACAU INSTITUTE OF MANAGEMENT

澳門管理學院（下稱“本院”）於1988年創辦，是澳門管理專業協會屬下專責高等教育服務機構，旨在為在職人士提供進修機會，同時提升商界的管理水準，引入管理新思維。

本院於2000年7月獲澳門特別行政區政府批准，正式升格為一所高等院校，為本澳各行各業提供更全面的管理、會計及設施管理課程，以致力培育工商界人才為目標。

Established in 1988, Macau Institute of Management (MIM) is the academic arm of Macau Management Association with its aim to meet diverse education needs of working adults to attain professional and academic qualifications and enhance the standard of business management.

In July 2000, MIM was approved by the Macao SAR Government to be upgraded as a Higher Educational Institution. MMA strives to provide management, accounting and facility management programmes and to cultivate talents in commercial and business fields in Macao.

## 組織架構 ORGANIZATIONAL STRUCTURE AND SERVICES



# MMA組織架構及功能

MMA Organizational Structure and Services



## ◆ 第十九屆理監事就職晚宴 ◆ The Inauguration Dinner of 19<sup>th</sup> Council 15. 11. 2021



## 澳門管理專業協會第十九屆（2021-2023） 會員大會、監事會及理事會名單

LIST OF BOARD MEMBERS FOR THE 19<sup>th</sup> COUNCIL (2021-2023)  
GENERAL ASSEMBLY, SUPERVISORY BOARD & COUNCIL

### 名譽會長 Honorary President

廖澤雲 Mr. Liu Chak Wan

### 會員大會 General Assembly

會長	President	崔世昌	Mr. Chui Sai Cheong
副會長	Vice-President	林金城 黃如楷 梁華權 霍慧芬 鄧君明 謝思訓	Mr. Peter Lam Mr. Eddie Wong Mr. Bernie Leong Ms. Winnie Fok Mr. Jose Tang Mr. Paul Tse

### 監事會 Supervisory Board

監事長	Chairman	徐偉坤	Mr. Jackson Tsui
副監事長	Vice-Chairman	李佳鳴 歐偉時	Ms. Amber, Jiaming Li Mr. Carlos Cid Álvares
監事	Member	甘沛霖 李展鴻 黃景禧 黃浩彪 鍾國榮 蘇展航	Mr. Fernando Kam Lopez Mr. Alex Li Mr. Vong Keng Hei Mr. Vong Hou Piu Mr. Chong Coc Veng Mr. Su Zhan Hang

## 理事會 Council

理事長	Chairman	劉永誠	Mr. Lau Veng Seng, Tommy
副理事長 (兼名譽秘書長 & Honorary Secretary General)	Vice-Chairman	黃顯輝	Mr. Vong Hin Fai
(兼名譽司庫 & Honorary Treasurer)		包敬熹 陳澤武 莫志偉 吳皆妍 何小敏 鄭堅立 廖啟承	Mr. Raymond Bao Mr. Chan Chak Mo Mr. Alex Mok Ms. Catherine Ng Ms. Simone Ho Mr. Cheang Kin Lap Keegan Mr. Liu Cai Seng
理事	Member	潘志輝 安棟樑 陳曉平 陳錦聯 羅安達 歐陽耀光 潘福禧 王譯博 馬志達 關施敏 黃中原 譚繼祖 覃伯德 李藻森 黃若禮 黃慶添 林家偉 李秀雯 李柱坤 潘樂祺 何偉業 關小冰 李傑志 高錦輝 黃立峰 譚立武 陳虹 崔天佑 陳倩雯 陳偉成	Dr. Antonio Jose Felix Pontes Eng. Joao Manuel Costa Antunes Mr. Chan Hio Peng Mr. Felix Chan Eng. Lourenco Antonio do Rosario Mr. Au leong lu Kong Mr. Poon Fuk Hei, Vandy Ms. Karen Wang Mr. Joao Ma Ms. Isabel Celeste Jorge Mr. Wong Chung Yuen Mr. Alan Tam Kai Cho Mr. Chum Pak Tak Mr. Lei C. S. Sam Mr. Alan Wong Mr. Frederick Wong Mr. Carlos Lam Ms. Doris Lei Mr. Chu Kwan Li Mr. Lock Kee, Rocky Poon Mr. Ho Wai Ip Ms. Nacky Kuan Mr. Lei Kit Chi Mr. Kou Kam Fai Mr. Vong Lap Fong Mr. Tam Lap Mou Ms. Chan Hong Mr. Chui Derek Tinyol Ms. Chan Sin Man Mr. Raymond Chan

## 顧問委員會 Advisory Board

主席	Chairman	譚伯源	Mr. Tam Pak Yuen
副主席	Vice-Chairman	黃國勝	Mr. Vong Kok Seng
委員	Member	楊俊文 陳永棋 左立基 盧景昭 孟仕達 馬秀立 廖僖芸 戴明揚 馬浩賓 楊道匡 李向玉	Dr. Eric Tsun Man Yeung Mr. Chan Wing Kee Dr. Nuno Maria Rogue Jorge Mr. Lo King Chiu Mr. Jose Mesquita Mr. Ma Sao Lap Mr. Liu Hei Wan Mr. Jose Manuel de Oliveira Rodrigues Dr. Albano Martins Mr. leong Tou Hong Mr. Lei Heong lok

## 澳門管理學院校董會 Macau Institute of Management (MIM) Board of Directors

顧問	Advisor	黃如楷 謝思訓	Mr. Eddie Wong Mr. Paul Tse
主席	President	莫志偉	Mr. Alex Mok
副主席	Vice-President	鄭堅立	Mr. Cheang Kin Lap Keegan
司庫	Treasurer	陳澤武	Mr. Chan Chak Mo
委員	Member	劉永誠 鄧君明 霍慧芬 黃顯輝 吳皆妍 廖啟承 高錦輝 何偉業	Mr. Lau Veng Seng, Tommy Mr. Jose Tang Ms. Winnie Fok Mr. Vong Hin Fai Ms. Catherine Ng Mr. Liu Cai Seng Mr. Kou Kam Fai Mr. Ho Wai Ip
專業人士	Professional	梁華權	Mr. Bernie Leong
具聲望的人士	Recognized Individual	徐偉坤	Mr. Jackson Tsui
公認傑出的人士	Prestigious Individual	陳虹	Ms. Chan Hong



## 澳門管理學院校董會

### Macau Institute of Management (MIM) Board of Directors

學術及教學委員會代表	Representative of the Academic and Teaching Committee	包敬熹	Mr. Raymond Bao
管理及行政委員會代表	Representative of the Management and Administrative Committee	何小敏	Ms. Simone Ho
宗旨屬高教範疇的團體代表	Representative of a Higher Education Association	尹一橋	Ms. Van Iat Kio
院長	President	唐繼宗	Mr. Tong Kai Chung
教學人員及研究人員代表	Academic Representative	張慧儀	Ms. Rachel Cheung (管院代表MIM Representative)

## 學術委員會

### Academic Committee

顧問	Advisor	鄧君明 黃中原	Mr. Jose Tang Mr. Wong Chung Yuen
主席	Chairman	包敬熹	Mr. Raymond Bao
副主席	Vice-Chairman	陳倩雯 杜琪新	Ms. Chan Sin Man Mr. Tou Kei San, Sam
委員	Member	馮富麗 覃伯德 周嘉進 余昇 黃景禧	Ms. Fung Fu Lai Mr. Chum Pak Tak Mr. Chao Ka Chon Mr. U Seng Mr. Vong Keng Hei

## 活動及傳訊委員會

### Events & Communications Committee

顧問	Advisor	何小敏	Ms. Simone Ho
主席	Chairman	黃慶添	Mr. Frederick Wong
副主席	Vice-Chairman	薛碧嫻 黃若禮	Ms. Pat Sit Mr. Alan Wong
委員	Member	鮑家玉 李柱坤 潘樂祺 郭凱琳	Ms. Margaret Bou Mr. Chu Kwan Li Mr. Lock Kee, Rocky Poon Ms. Iwin Kuok

## 編輯委員會

### Editorial Committee

顧問	Advisor	吳皆妍	Ms. Catherine Ng
主席	Chairman	李藻森	Mr. Lei C. S. Sam
副主席	Vice-Chairman	梁文雁 黎志偉	Ms. Helena Leong Mr. Roger Lai
委員	Member	盧孟睿 陳婉屏 陳慧敏 林佩玉	Ms. Sara Lou Ms. Viana Chan Ms. Kital Chan Ms. Jodie Lam

## 人力資源工作者俱樂部

### Human Resources Professionals Club

顧問	Advisor	廖啟承	Mr. Liu Cai Seng
主席	Chairman	鄭堅立	Mr. Cheang Kin Lap Keegan
副主席	Vice-Chairman	區華安 劉嘉蕊	Mr. Au Va On Ms. Claudia Lau
委員	Member	顧美琪 李健平 洪冰	Ms. Bonny Ku Mr. Lei Kin Peng Mr. Benjamin Hong

## 年青行政人員俱樂部

### Young Managers' Club

顧問	Advisor	譚繼祖 馬志達	Mr. Alan Tam Kai Cho Mr. Joao Ma
主席	Chairman	覃伯德	Mr. Chum Pak Tak
副主席	Vice-Chairman	李秀雯 何偉業	Ms. Doris Lei Mr. Ho Wai Ip
秘書	Secretary	何華	Mr. Joe Ho
委員	Member	何影儀 周兆偉 馮文安 崔柏釗 潘耀榮 李仲誠	Ms. Linda Ho Mr. Alberto Chau Mr. Martin Fong Mr. Albert Chui Mr. Irwin Poon Mr. Lei Chong Seng



## 澳門管理學院

MACAU INSTITUTE OF MANAGEMENT

本院向來以培育管理專才為己任，致力為在職人士提供教育及持續進修服務，開辦學士學位課程及專業文憑課程，上課時間及課程編排靈活彈性，以多元化的課程充分迎合學生不同的學習興趣和需要，廣受各界歡迎。

MIM specializes in cultivating management talents by providing education and continuing learning service for working adults. We provide degree programmes and diploma programmes with flexible schedules and study schemes. Our diversified courses meet the interests and needs of students, which is widely welcomed.

## 本院提供之課程：

Programmes Provided by MIM:

### 學位課程

DEGREE PROGRAMME

#### 1. 碩士學位課程（18 個月）

Master of Business Administration (18 months)

與美國夏威夷夏曼納德大學合作開辦“商業管理碩士學位課程”。  
課程採用彈性學習模式（70% 網上學習，輔以 30% 面授課）

Cooperate with Chaminade University of Honolulu.

Flexible learning mode (70% online study and 30% face to face lecture)

#### 2. 工商管理學士學位課程（4 年制，融合式學習），共分以下 5 個專業：

Bachelor of Business Administration (4 years Blended Learning) with 5 Professional Streams:

- |           |                                     |
|-----------|-------------------------------------|
| ◆ 會計學     | Major in Accountancy                |
| ◆ 銀行與財務管理 | Major in Banking and Finance        |
| ◆ 設施管理    | Major in Facility Management        |
| ◆ 人力資源管理  | Major in Human Resources Management |
| ◆ 管理學     | Major in Management                 |

本院工商管理學士學位（會計學專業）課程於 2019 年 4 月榮獲特許公認會計師公會（The Association of Chartered Certified Accountants, ACCA）授予 4 年學制入學的工商管理學士會計學專業畢業生（2019 年 1 月 1 日至 2023 年 12 月 31 日期間畢業生）九科免考（此屬最高豁免科目數量）。

In April 2019, The Association of Chartered Certified Accountants (ACCA) granted exemption for students from the Bachelor of Business Administration (Accounting) programme at MIM. Accounting graduates (Date of graduation between January 1, 2019 and December 31, 2023) will have nine papers (the maximum number) exemption from ACCA.



## 文憑課程 DIPLOMA PROGRAMME

### 1. 工商管理副學士文憑課程（2 年制，融合式學習），共分以下 5 個專業：

Associate of Business Administration Diploma Programmes (2 years Blended Learning), with 5 Professional Streams:

- |           |                                     |
|-----------|-------------------------------------|
| ◆ 會計      | Major in Accountancy                |
| ◆ 銀行與財務管理 | Major in Banking and Finance        |
| ◆ 設施管理    | Major in Facility Management        |
| ◆ 人力資源管理  | Major in Human Resources Management |
| ◆ 管理學     | Major in Management                 |

### 2. 5 個專業文憑課程（1 年制，融合式學習）：

Five Professional Diploma Programmes (1 year Blended Learning):

- |           |                                     |
|-----------|-------------------------------------|
| ◆ 會計      | Major in Accountancy                |
| ◆ 銀行與財務管理 | Major in Banking and Finance        |
| ◆ 設施管理    | Major in Facility Management        |
| ◆ 人力資源管理  | Major in Human Resources Management |
| ◆ 管理學     | Major in Management                 |

## 持續進修課程 CONTINUING EDUCATION PROGRAMME

- |            |  |
|------------|--|
| ◆ 專業課題工作坊  | Professional Workshop                    |
| ◆ 證書課程與博雅班 | Certificate Programme and Leisure Course |

## 畢業生 GRADUATES

從 2001 年開始，本院累計學位課程畢業生共 1,970 位，2020/2021 學年畢業生共 107 位，當中包括工商管理學士學位課程、工商管理副學士文憑課程及專業文憑課程。

Since 2001, MIM have accumulated a total of 1,970 graduates. For 2020/2021, we have a total of 107 graduates, including graduates from Bachelor of Business Administration Degree Programme, Associate of Business Administration Diploma Programme and Professional Diploma Programme.



## 2020/2021 學年畢業典禮暨獎學金頒發儀式

### 2020/2021 MIM GRADUATION & SCHOLARSHIP PRESENTATION CEREMONY

本院 2020/2021 學年畢業典禮暨獎學金頒發儀式於 12 月 18 日假澳門科學館舉行，邀請到中央人民政府駐澳門特別行政區聯絡辦公室教育部高校處處長李勇先先生及教育及青年發展局副局長丁少雄先生擔任主禮嘉賓。

今屆共有 107 位畢業生獲頒授“工商管理學士學位課程”、“工商管理副學士文憑課程”及“專業文憑課程”證書。畢業典禮當日亦邀請到 17 間獎 / 助學金贊助機構出席並頒發獎學金予 37 位同學。

MIM 2020/2021 Graduation & Scholarship Presentation Ceremony was held at the Macao Science Center on December 18. We honorably had Mr. Li Yongxian, Director of the University Office under the Education and Youth Affairs Development of Liaison Office of the Central People's Government in the Macao SAR and Mr. Teng Sio Hong, the Deputy Director of Education and Youth Development Bureau.

107 graduates were awarded from Bachelor of Business Administration Degree Programme, Associate of Business Administration Diploma Programme and Professional Diploma Programme. Representatives of 17 sponsoring organizations were also invited to present the scholarship to 37 students.

## 管院獎 / 助學金計劃 MIM FINANCIAL AWARD SYSTEM

在本澳各機構的慷慨資助下，本院於 2001 年成功創立獎 / 助學金計劃，從而獎勵成績優異的學生及幫助經濟有困難但志繼續深造的人士，讓他們得以完成學位課程。從 2001 年至今共有 740 位成績優異的學生獲得獎學金，138 位經濟困難的學生獲頒助學金。過往至今曾參與機構共有 30 間，總贊助金額超過澳門幣 480 萬元。

With the generous sponsorship from local organizations, MIM has successfully established our Financial Award System in 2001. The system is to award students who have outstanding academic performance and to support those students who have financial difficulties. Since 2001, we have already gained the support of 30 organizations to sponsor a total of MOP 4,800,000 to our Financial Award System. There are 740 students have received scholarship and 138 students have received grants.

### 2021 年度獎/助學金計劃的項目及機構包括（按字母順序排列）：

Sponsors for 2021 Financial Award System (In alphabetical order)

- |  |  |
|--|--|
| 1. 嘉明洋行有限公司<br>Agencia Comercial Carmen (Import & Export) Lda.         | 9. 澳門霍英東基金會<br>Fundação Henry Fok                                      |
| 2. 積臣洋行有限公司<br>Agencia Comercial Jackson Lda.                          | 10. 金山發展有限公司<br>Golden Crown Development Ltd.                          |
| 3. 大西洋銀行<br>Banco Nacional Ultramarino, S.A.                           | 11. 劉豪世紀紀念獎學金<br>Lau Hou Sai Memorial Scholarship                      |
| 4. 中國銀行澳門分行<br>Bank of China Macau Branch                              | 12. 澳門基金會<br>Macao Foundation  |
| 5. 崔德勝紀念基金<br>Chui Tak Seng Foundation                                 | 13. 信興製衣廠有限公司<br>Son Hing Garment Factory Ltd.                         |
| 6. 大益建築置業有限公司<br>Cia De Construção e Investimento Predial Tai Iec Lda. | 14. 香港上海滙豐銀行有限公司<br>The Hongkong and Shanghai Banking Corporation Ltd. |
| 7. 澳門電力股份有限公司<br>Companhia de Electricidade de Macau - CEM, S.A.       | 15. 鉅高百利有限公司<br>The Nekoberri House Limited                            |
| 8. 黃如楷建築設計有限公司<br>Eddie Wong & Associates Ltd.                         | 16. 澳門新福利公共汽車有限公司<br>Transmac - Transportes Urbanos de Macau, S.A.R.L. |
|  | 17. 威尼斯人澳門股份有限公司<br>Venetian Cotai Limited                             |



## 中聯辦到訪管院

THE LIAISON OFFICE OF THE CENTRAL PEOPLE'S GOVERNMENT VISITED MIM

中央人民政府駐澳門特別行政區聯絡辦公室時任副主任羅永綱先生、教育部部長徐婷女士及副部長洪波先生、教育部高校處處長李勇先生於 1 月 13 日到訪本院參觀及座談，與本院領導層交流學院工作及發展方向，本院校董會時任顧問兼本會會長崔世昌先生、本院校董會委員兼本會理事長劉永誠先生、本院校董會時任副主席兼本會副理事長莫志偉先生及本院院長唐繼宗教授均有出席。

在本院領導層的陪同下，中聯辦一行參觀了學院的各項設施。座談期間，羅永綱時任副主任對本院的工作及其對澳門社會的貢獻作出充分的肯定，並鼓勵學院繼續推動本澳管理專業的教育事業，把握好粵港澳大灣區的發展機遇。

A delegation from the Liaison Office of the Central People's Government in the Macao SAR, led by Mr. Luo Yonggang, the then Deputy Director, visited MIM on January 13. Ms. Xu Ting, Director of the Education and Youth Affairs Development; Mr. Hong Bo, Deputy Director of the Education and Youth Affairs Development; Mr. Li Yongxian, Director of the University Office under the Education and Youth Affairs Development also attended. The delegation was warmly welcomed by Mr. Chui Sai Cheong, the then Advisor of MIM Board of Directors and President of MMA; Mr. Tommy Lau, Member of MIM Board of Directors and Council Chairman of MMA; Mr. Alex Mok, the then Vice-President of MIM Board of Directors and Council Vice-Chairman of MMA and Prof. Samuel Tong, President of MIM.

Accompanied by MIM management, the delegation visited the facilities in MIM. During the meeting, Mr. Luo Yonggang expressed his acknowledge on the work of MIM and its contribution to the Macao society. He encouraged MIM to continue to promote programmes in management field in Macao and grasp the development opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area.



## 管院與管協訪粵促大灣區高校合作

MIM AND MMA DELEGATION VISITED GBA UNIVERSITIES TO STRENGTHEN COLLABORATION

本院院長唐繼宗教授於 4 月 15 日至 17 日期間，偕同本會項目經理陸美紅女士、會務活動及傳訊部經理諸禕女士、本院粵港澳大灣區課程顧問方潤成先生以及辦公室主任廖淑華女士先後拜訪江門五邑大學及廣東外語外貿大學，受到兩間高校領導的熱情接待。

本院與五邑大學於 2019 年簽定了合作協議，共同培養大灣區設施兼經濟管理學院院長管理專業人才，雙方長期保持緊密的合作與聯繫。五邑大學黨委書記張焜博士、副校長董超俊先生、校長助理兼經濟管理學院院長王鵬先生等出席了是次座談。會面期間，雙方介紹與檢視了現行合作項目之進展情況，以及就推進下一階段兩校合作展開討論及交流。

及後，拜訪團到訪廣東外語外貿大學，並獲副校長焦方太先生及商學院院長朱文忠先生等人的熱情接待。會晤期間，雙方代表介紹了各自的重點辦學內容，並就兩校未來合作規劃進行深入探討。

此外，在訪粵期間一行人還到訪廣州粵澳青創科技有限公司，並參加了在廣州舉辦的 2021 年第四屆企業行政峰會，當天唐繼宗教授於峰會上向逾 500 位與會的內地知名企業代表發表主題演講。

Led by Prof. Samuel Tong, President of MIM, a delegation from MIM and MMA visited Wuyi University and Guangdong University of Foreign Studies during April 15-17. Ms. Rain Lok, Project Manager of Training & Consultancy of MMA; Ms. Trista Chu, Manager of Membership, Events & Communications of MMA; Mr. Michael Fang, Program Advisor (Greater Bay Area) of MIM and Ms. Winnie Lio, Administrative Officer of Academic Affairs of MIM also attended. The delegation received warm receptions from the managements of the two universities.

MIM and Wuyi University signed the Collaboration Agreement in 2019, targeted to cultivate professionals in facilities management in the Greater Bay Area. The delegation was warmly received by Dr. Zhang Kun, Party Secretary of Wuyi University, Mr. Dong Chaojun, Vice-Principal of Wuyi University and Mr. Wang Peng, Principal Assistant and President of School of Economics and Management of Wuyi University. During the meeting, both parties introduced and reviewed the progress of the current cooperation projects, they also had an in-depth discussion regarding future cooperation.

The delegation visited Guangdong University of Foreign Studies (GDUFS) as well and they were warmly welcomed by Mr. Jiao Fangtai, Vice-Principal of GDUFS and Mr. Zhu Wenzhong, Dean of School of Business of GDUFS. During the meeting, both parties introduced their academic programs and comprehensively discussed about their future cooperation.

The delegation also visited Guangzhou Guangdong-Macao Youth Entrepreneurs Technology Co., Ltd. and joined the 4<sup>th</sup> Enterprise Administration Summit, in which Prof. Samuel Tong deliver a delightful speech to over 500 representatives from well-known enterprises in Mainland China.





## 五邑大學訪管院深化合作

DELEGATION FROM WUYI UNIVERSITY VISITED MIM



江門五邑大學校長張運華博士及該校港澳台事務時任辦公室主任鄧寶林先生於 4 月 28 日到訪本院，受到本院校董會時任副主席莫志偉先生、院長唐繼宗教授、本會時任助理秘書長林佩玉女士以及本院辦公室主任廖淑華女士的熱情接待。

座談期間，雙方一致肯定及認同過往開辦課程的成效，並就深化交流機制及下一階段的合作內容交換意見。此外，雙方亦就各自專業學科領域的合作拓展和運行機制展開探討。

本院與江門五邑大學於2019年簽訂了合作協議，其中“設施管理專業模塊人才培養方案”為雙方開展的合作項目，旨在培養設施管理人才，自項目開辦以來，院校雙方長期保持緊密的合作與聯繫。

Dr. Zhang Yunhua, President of Wuyi University and Mr. Deng Baolin, the then Director of Hong Kong, Macao and Taiwan Affairs Office of Wuyi University visited MIM on April 28. The delegation was warmly received by Mr. Alex Mok, the then Vice-President of MIM Board of Directors; Prof. Samuel Tong, President of MIM; Ms. Jodie Lam, the then Assistant Secretary General of MMA and Ms. Winnie Lio, Administrative Officer of Academic Affairs of MIM.

During the visit, both parties discussed the cooperation in the past projects, and highly affirmed the results of the cooperation. Both parties also had in-depth discussions on expanding the collaboration to other areas, so as to fully utilize the advantages of both sides and exchanged views on collaboration in future.

MIM and Wuyi University had established close cooperation since 2019 and signed the “Collaboration Agreement of Facility Management Professional Module Talent Training Project”, aiming to cultivate professionals in facilities management.

## 教育局訪管院交流高校發展

DELEGATION FROM DSEDJ VISITED MIM

教育及青年發展局時任局長老柏生先生於5月14日，率領該局時任副局長龔志明先生、副局長丁少雄先生及阮佩賢女士等管理層一行到訪本院進行交流，受到本院校董會委員及本會理事長劉永誠先生、本院校董會時任副主席及本會副理事長莫志偉先生、本院校董會委員及本會副理事長兼名譽秘書長黃顯輝先生、本院院長唐繼宗教授及本會時任助理秘書長林佩玉女士的熱情接待。

座談會上，雙方就高等教育素質評鑑制度及私立高等院校發展方向等方面進行深入交流與探討。時任局長老柏生先生對本院的辦學理念及其對澳門社會作出的努力表示充分的肯定，他鼓勵學院繼續推動本澳管理專業的教育事業，並把握好粵港澳大灣區的發展機遇。

Led by Mr. Lou Pak Sang, the then Director of Education and Youth Development Bureau (DSEDJ), a delegation from DSEDJ visited Macau Institute of Management (MIM) on May 14. Mr. Kong Chi Meng, the then Deputy Director of DSEDJ, Mr. Teng Sio Hong and Ms. Iun Pui Iun, Deputy Directors of DSEDJ also attended. The delegation was warmly welcomed by Mr. Tommy Lau, Member of MIM Board of Directors and Council Chairman of MMA; Mr. Alex Mok, the then Vice-President of MIM Board of Directors and Council Vice-Chairman of MMA; Mr. Vong Hin Fai, Member of MIM Board of Directors and Vice-Chairman & Honorary Secretary General of MMA; Prof. Samuel Tong, President of MIM and Ms. Jodie Lam, the then Assistant Secretary General of MMA.

During the symposium, both parties had an in-depth discussion regarding the higher education quality evaluation system and the development of the private higher education institutions. Mr. Lou Pak Sang fully affirmed and recognized the vision of MIM and its contributions to the society. He encouraged MIM to continue to promote the education of professional management in Macao and grasp the opportunities in the Greater Bay Area.





## 管院加盟灣區西岸科教聯盟

MIM JOINS THE ALLIANCE FOR TECHNOLOGY, INNOVATION, AND TALENT DEVELOPMENT IN THE WESTERN GUANGDONG-HONG KONG-MACAO GREATER BAY AREA



本院於12月22日正式加盟粵港澳大灣區西岸科技創新和人才培養合作聯盟（簡稱“西岸科教聯盟”）。西岸科教聯盟以“促科創、育人才、聯西岸、建灣區”為理念，充分挖掘、發揮、整合西岸的科技和教育資源，協同創新、深化合作，共同提升大灣區西岸科技創新和人才培養水準，助力大灣區區域協調發展。

本院院長唐繼宗教授於同日獲邀出席西岸科教聯盟年會暨校長論壇。本院將堅守辦學精神，發揮辦學特色，根

據聯盟宗旨，助力推進及深化大灣區西岸科技和人才培養的交流合作，攜手打造大灣區西岸科技創新中心和人才培養基地。

MIM officially joined the Alliance for Technology, Innovation, and Talent Development in the Western Guangdong-Hong Kong-Macao Greater Bay Area on December 22. The vision of the Alliance is to promote collaboration in science and education in the Western Greater Bay Area.

Prof. Samuel Tong, President of MIM, was invited to attend the annual meeting of the Alliance and the Presidents Forum. MIM will deepen the cooperation in science and technology exchanges as well as talent cultivation in the Western Greater Bay Area.

## 管院與創孵中心簽署戰略合作意向備忘

A MEMORANDUM OF STRATEGIC COOPERATION BETWEEN MACAU INSTITUTE OF MANAGEMENT AND MACAU YOUNG ENTREPRENEUR INCUBATION CENTER

為促進澳門產業適度多元發展，澳門特區政府致力推動轉型創新，據此，本院與澳門青年創業孵化中心於8月共同簽署關於共同推動創新創業者發展的戰略合作意向備忘，雙方建立合作夥伴關係，多方面提升創業者的管理技能，共同推動澳門創新創業發展。

In line with the Macao SAR government's efforts to promote the moderately diversified development of Macao's industries, MIM and Macau Young Entrepreneur Incubation Center signed a memorandum on August for strategic cooperation to jointly promote the development of innovative entrepreneurs. The two parties will establish a partnership to improve the management skills of entrepreneurs in various aspects, and jointly promote the development of innovation and entrepreneurship in Macao.

## 管院2021/2022學年開學禮

MIM 2021/2022 ACADEMIC YEAR OPENING CEREMONY

本院2021/2022學年開學禮於9月3日以線上直播形式進行，由本院院長唐繼宗教授主持。唐繼宗教授致辭歡迎全體新生加入，並勉勵學生學以致用，將來協助澳門融入國家的發展規劃，善用國家給予澳門特區“一國兩制”的制度優勢，把握粵港澳大灣區的發展機遇，共同建設澳門社會，成為一個對家庭有承擔及對社會有貢獻的人才。

The opening ceremony of 2021/2022 academic year of MIM was held on September 3 in the form of live streaming. The ceremony was hosted by Prof. Samuel Tong, President of MIM, who welcomed all freshmen with enlightening speech. He encouraged students to make good use of what they have learned. By taking the advantage of “One Country, Two Systems” of Macao, students will be able to grasp the opportunities in the Guangdong-Hong Kong-Macao Greater Bay Area, make contribution to the Macao social, and become a responsible talent to family and society.

## 2021 內地與澳門高等教育展

MAINLAND CHINA AND MACAO HIGHER EDUCATION EXPO 2021

本院於10月22至24日參與了由澳門教育及青年發展局組織的“2021內地與澳門高等教育展”(線上展)。展覽詳細地提供了有關澳門和內地大學的資訊，讓澳門的學生，尤其是即將畢業的中學生，對未來的學習方向能有更清晰的思路，同時亦對本院的課程有更深入的了解與認識。

MIM participated in the Mainland China and Macao Higher Education Exhibition 2021 organized by Education and Youth Development Bureau. It was an online exhibition held on October 22-24. The exhibition provided detailed information about universities in Macao and Mainland China. Macao student, especially high school graduating students, would have a clearer idea to design their study plan ahead and have more understanding in MIM programme.



## 管院與美國夏曼納德大學 合作培育國際企管專才

### THE OPENING CEREMONY OF THE MASTER OF BUSINESS ADMINISTRATION

本院與美國夏曼納德大學合辦的第四屆商業管理碩士學位課程開學儀式於11月27日假本院演講室舉行，邀請到教育及青年發展局局長代表高等教育廳廳長許嘉路先生、本院校董會委員兼本會理事長劉永誠先生、本院校董會主席兼本會副理事長莫志偉先生、本院校董會副主席兼本會副理事長鄭堅立先生以及本院院長唐繼宗教授等嘉賓出席。

本課程獲美國西部高校聯盟（WASC）及美國國際大學商業教育聯合會（IACBE）認證，同時獲得澳門特區與美國認可，為本澳有志終身學習、提升自我的人士提供一個全英文授課、具國際學術水平與彈性學習模式的特色課程。此外，了解到這次疫情影響到部份有志入讀同學的收入穩定性，因此，學院為有需要的同學特設助學金及免息貸款計劃，以盡本院的社會責任。

Co-organized by MIM and Chaminade University of Honolulu (CUH), the Opening Ceremony of the 4<sup>th</sup> Master of Business Administration Program was held on November 27 at MIM Seminar Room. Mr. Carlos Roberto Xavier, the representative of Director of Education and Youth Development Bureau; Mr. Tommy Lau, Member of MIM Board of Directors and Council Chairman of MMA; Mr. Alex Mok, President of MIM Board of Directors and Council Vice-Chairman of MMA; Mr. Keegan Cheang, Vice-President of MIM Board of Directors and Council Vice-Chairman of MMA and Prof. Samuel Tong, President of MIM were invited to attend the Opening Ceremony.

This program was accredited by Western Association of Schools and Colleges (WASC), International Accreditation Council for Business Education (IACBE), Macao SAR and the United States. For those who want to achieve lifelong learning and self-improvement, flexible learning with international academic level are provided. Taking the social responsibility, MIM has set up a scholarship and interest-free loan scheme for students in need.



## 專業課題工作坊

### THEMATIC WORKSHOPS

為了讓管理人獲取更多更新的管理專業知識及技能，本院提供各專業課題的工作坊，參加者主要來自本澳多間公私營機構，本年參與人數共42人。

With the aim to introduce updated management knowledge and skills to local managers, MIM organized various thematic workshops with different topics. A total of 42 participants from public and private organizations attended our workshops.



◆以上工作坊由澳門基金會資助。  
The workshops above were sponsored by Macao Foundation.



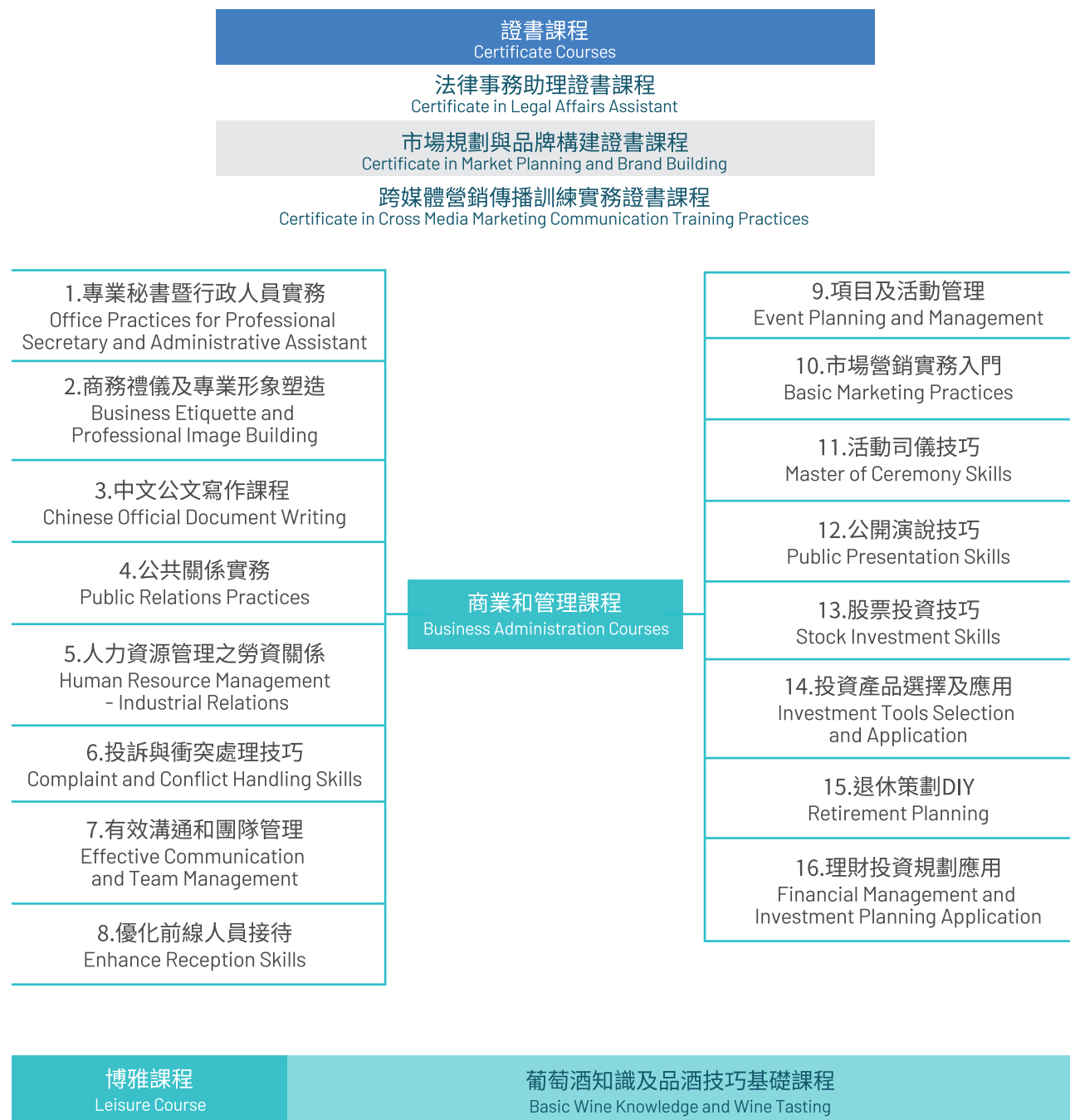


## 證書與持續進修課程

### PROFESSIONAL CERTIFICATE PROGRAMS

本院根據不同專業領域的需要，舉辦了各類專業範疇課程，為行政管理人員提供獲取專業資格或專業知識的機會，提升其競爭力和工作效益。同時，本院亦提供各類博雅班，以推動澳門市民終身學習的風氣。

In response to the training needs of different professions, MIM organized professional programs with an aim to advance the skills and knowledge of all participants. Meanwhile, a variety of leisure courses were provided to encourage lifelong learning and enhance quality of life for Macao citizens.



## 管院“法律事務助理證書課程”證書頒發儀式

### MIM CERTIFICATE-AWARDING CEREMONY OF “CERTIFICATE COURSE OF LEGAL AFFAIRS ASSISTANT”

本院於 4 月 29 日假本院演講室舉辦第一期“法律事務助理證書課程”證書頒發儀式，出席嘉賓包括本會理事長劉永誠先生、本會副理事長兼本院校董會時任副主席莫志偉先生、本會副理事長鄭堅立先生、本會時任助理秘書長林佩玉女士及本院院長唐繼宗教授。

本院一直秉持培育管理人才為宗旨，適時提供多元化多維度的培訓課程，以配合澳門特區的社會發展和需要。為此，本院首辦第一期“法律事務助理證書課程”，並邀請四位本地優秀的青年律師擔任課程導師，包括黃偉境律師、黃景禧律師、鄭德法律師及黃倩琪律師，課程以實務為導向，為計劃從事或正在從事法律事務的學員，教授法律事務助理員應具備的專業實務知識和行業實況等，以提升學員們的職場競爭力和多元發展能力。

Organized by MIM, the Certificate-Awarding Ceremony of “Certificate Course of Legal Affairs Assistant” was held on April 29. Mr. Tommy Lau, Council Chairman of MMA; Mr. Alex Mok, Council Vice-Chairman of MMA and the then Vice-President of Board of Directors of MIM; Mr. Keegan Cheang, Council Vice-Chairman of MMA; Ms. Jodie Lam, the then Assistant Secretary General of MMA and Prof. Samuel Tong, President of MIM attended the ceremony.

MIM has been committed to cultivate management talents and provide diversified training courses in order to keep abreast of the social development. Therefore, MIM conducted the first “Certificate Course of Legal Affairs Assistant”. Mr. Wong Wai King, Mr. Vong Keng Hei, Mr. Cheang Tak Fat and Ms. Wong Sin Kei, the four outstanding local young lawyers were invited to be the trainers. During the course, students were able to learn professional practical knowledge and get to know the industry reality, so as to enhance their competitiveness and diversified ability.





## 為建築師及工程師而設的持續進修計劃培訓

### CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) WORKSHOPS FOR ARCHITECTS AND ENGINEERS

為協助本澳註冊的建築師及工程師在提升專業知識和技術水平的同時又能獲得相應規定的持續進修認可時數，本院特別邀請資深的業界導師舉辦了下列不同主題的工作坊：

In order to upgrade the professional knowledge and skills of Macao registered architects and engineers as well as obtaining the required CPD training hours, MIM invited experienced speakers to deliver the following workshops:

工作坊主題 Workshop Topics	1. 招標過程及審批程序 Bidding Procedures and Approval Process
	2. 建築工程成本計劃與執行 Cost Planning and Execution for Construction Projects
	3. 建築垃圾的可持續管理 Sustainable Management of Construction Waste

## 與本澳業界合辦培訓課程

### TRAINING PROGRAMS CO-ORGANIZED WITH DIFFERENT ENTITIES

本院今年繼續與本澳不同業界合辦特定行業的在職培訓，提升行內人員質素。培訓形式設有體驗式學習、工作坊、課程、講座、交流活動等。

MIM has continuously cooperated with different industries in Macao to organize variously tailor-made and target-oriented training. The training programs include experiential learning, workshops, courses, seminars, study visits, etc.

#### 1. 與澳門餐飲業聯合商會合辦“2021年度澳門餐飲業在職培訓計劃”

“Food and Beverage (FNB) Training Program 2021” Jointly Organized with the United Association of Food and Beverage Merchants of Macao (UAFBMM)

本院連續21年在澳門特別行政區政府旅遊局的資助下，與澳門餐飲業聯合商會合作舉辦不同類型的培訓課程，從而提升餐飲從業員的專業程度及服務水平，當中包括不同主題的培訓課程及餐飲業專題講座。本年度受惠從業員達81人。

Supported by the funding of Macao Government Tourism Office, MIM, together with UAFBMM, organized the 21<sup>st</sup> intake of FNB training program to the local workforce. The training program included various courses and thematic seminars in order to enhance the knowledge and upgrade the service quality of the participants. A total of 81 participants benefited from the program.



課程名稱 Topics	1. 餐飲業服務英語初階 Basic English for Food and Beverage
	2. 餐飲場所處理投訴及衝突技巧 Handling of Complaints and Conflicts in Food and Beverages Workplace
	3. 星級顧客服務 Superior Quality of Customer Services
	4. 後疫情時代：善用網絡平台推銷及爆單 Post-Pandemic Era: For Better Implementation of Product Promotion via Online Platform
	5. 團隊建設之正面思維及團隊合作 Team Building: Positive Thinking and Teamwork
	6. 餐飲業界智慧餐飲經營實戰講座 Seminar: Smart Catering Operation in Food and Beverage Industry

#### “2021年度澳門餐飲業在職培訓計劃”新聞發佈會 Press Conference of “FNB Training Program 2021”

由本院與澳門餐飲業聯合商會合辦，澳門特別行政區政府旅遊局資助的“2021年度澳門餐飲業在職培訓計劃”於7月6日假本院演講室舉辦新聞發佈會，出席嘉賓包括本會理事長劉永誠先生、本會校董會時任副主席兼本會副理事長莫志偉先生、本會副理事長鄭堅立先生、本會理事李柱坤先生及李傑志先生、本院院長唐繼宗教授、澳門餐飲業聯合商會理事長李汝榮先生及副理事長羅錦焜先生。

考慮到疫情的影響以及智慧餐飲的發展趨勢，今屆計劃特意增加相關的培訓，務求令餐飲業員工能得到適當的培訓，提升專業及服務水平。



Jointly Organized by Macau Institute of Management (MIM) and the United Association of Food and Beverage Merchants of Macao (UAFBMM), sponsored by Macao Government Tourism Office, the press conference of “FNB Training Program 2021” was held on July 6 in MIM seminar room. Mr. Tommy Lau, Council Chairman of MMA; Mr. Alex Mok, the then Vice-President of MIM Board of Directors and Council Vice-Chairman of MMA; Mr. Keegan Cheang, Council Vice-Chairman of MMA; Mr. Chu Kwan Li and Mr. Lei Kit Chi, Council Members of MMA; Prof. Samuel Tong, President of MIM; Mr. Kenneth Lei, Council Chairman of UAFBMM, and Mr. Lo Kam Kuan, Council Vice-Chairman of UAFBMM were attended the press conference.

Due to the pandemic situation and development of smart catering, there will be courses and seminars on related topics. The program allows F&B employees to have suitable and timely training so as to enrich their knowledge and increase the service standard.



## 2. 與銀河娛樂集團合辦“銀娛青少年成就計劃 2020-2021”

"GEG Youth Achievement Program 2020-2021" Co-Organized with Galaxy Entertainment Group

由本會及銀河娛樂集團合辦，“銀娛青少年成就計劃”自2011年至今已舉辦至第十屆，本屆共吸引超過500名18至29歲澳門青少年參與。此計劃秉承“自我認識”、“關懷社會”、“事業發展”三大理念。第十屆成就計劃以“事業發展”為主題，加入國情元素及新穎的體驗式學習，助其認識自我，邁向事業目標，從而實踐“超越自我，成就非凡”。第十屆活動除了增設“大學路演”的招募渠道，還舉辦了大灣區考察團，增強澳門青年融入大灣區的信心。

第十屆銀娛青少年成就計劃頒獎典禮暨第十一屆開幕禮於12月15日假澳門銀河悅榕莊宴會廳舉行，藉此表揚學員於過去一年的傑出表現及啟動新一屆“成就計劃”。出席嘉賓包括勞工事務局職業培訓廳廳長張瑋女士、教育及青年發展局學生廳廳長陳旭偉先生、中央人民政府駐澳門特別行政區聯絡辦公室經濟部助理趙速先生、本會理事長劉永誠先生、副理事長兼名譽司庫包敬熹先生、副理事長莫志偉先生、何小敏女士、鄭堅立先生、銀娛董事程裕昇先生、人力資源及行政集團董事呂慧玲女士、首席運營總監—澳門祁嘉杰先生等。

The "GEG Youth Achievement Program" has jointly organized by Macau Management Association and Galaxy Entertainment Group since 2011. The program has come to the 10<sup>th</sup> edition and attracted over 500 local youth between the ages of 18 to 29. The program is centered on three key elements: "Self Awareness", "Community Care" and "Career Development". The 10<sup>th</sup> edition of the program is themed on "Career Development", including elements of national knowledge and innovative experiential learning to help them understand themselves in order to move towards their career goals, thus realizing "Reach Out, Reach Beyond". In addition to the new recruitment channel of "University Roadshow", the 10<sup>th</sup> edition of the program also included a study tour to the Greater Bay Area, which boosted their confidence to integrate into the Greater Bay Area.

The 10<sup>th</sup> Award Presentation Ceremony and the 11<sup>th</sup> Opening Ceremony of GEG Youth Achievement Program (YAP) were held on December 15 at Banyan Tree Macau to recognize the outstanding performance of the participants and welcome the new intake. Ms. Cheung Wai, Head of the Vocational Training Department of the Labor Affairs Bureau; Mr. Chan Lok Wai, Head of the Department of Students of the Education and Youth Development Bureau; Mr. Zhao Su, Assistant to the Economic Affairs Department of the Liaison Office of the Central People's Government in the Macau SAR; Mr. Tommy Lau, Council Chairman of MMA; Mr. Raymond Bao, Council Vice-Chairman and Honorary Treasurer of MMA; Mr. Alex Mok, Ms. Simone Ho and Mr. Keegan Cheang, Council Vice-Chairmen of MMA; Mr. Philip Cheng, Director of GEG; Ms. Eileen Lui, Group Director of Human Resources and Administration of GEG; Mr. Kevin Kelley, Chief Operating Officer – Macau of GEG attended the ceremony.



### 活動及實地考察 Activities and Field Trips

1.事業導向工作坊：財富自由  
Workshop: Financial Freedom

10.大灣區考察系列：橫琴青年創業考察  
YAP GBA Field Trip : Hengqin Youth Entrepreneurship Tour

2.社交聚會系列：品酒知識及社交禮儀  
Social Activity: Wine tasting & Social Etiquette

11.事業導向工作坊：商務禮儀及形象指導  
Workshop: Business Etiquette and Image Consultant

3.事業導向工作坊：投資達人  
Workshop: Investment Expert

12.GEG管理高層職場分享會  
GEG x YAP Online Career Talk : GEG Senior Management Sharing Session

4.社交聚會系列：西式社交午餐  
Social Activity: Table Manner

13.終極任務簡介及聯歡聚餐  
Final Project Briefing and Gathering Lunch

5.事業導向工作坊：職場高效匯報技巧  
Workshop: Effective Reporting Skills in Workplace

14.終極任務比賽攻略：內容指引篇  
Workshop: Proposal Writing

6.社交聚會系列：新年會員聚會暨事業發展分享會BBQ聯歡  
Social Activity: New Year BBQ Gathering

15.終極任務比賽攻略：演講指引篇  
Workshop: Presentation Skills

7.事業導向工作坊：如何撰寫成功的創業計劃書  
Workshop: How to Write a Successful Business Proposal

16.終極任務比賽  
Final Project Competition

8.職場實戰系列：人脈資產管理講座  
Seminar: Social Network Asset Management

17.四格漫畫創作比賽  
Comic Competition

9.事業導向工作坊：職場人際溝通技巧  
Workshop: Interpersonal Communication Skills in Workplace

18.第十屆銀娛青少年成就計劃頒獎典禮暨第十一屆開幕禮  
10<sup>th</sup> YAP Award Presentation and the 11<sup>th</sup> YAP Launch Ceremony





3. 與澳門特別行政區政府勞工事務局合辦設施管理師考證課程  
"Facility Management Vocational Qualification Program" Jointly Organized with the Labour Affairs Bureau of Macao SAR Government

本會持續與澳門特別行政區政府勞工事務局合辦設施管理師考證課程，本年度開辦“設施管理師（高級）考證課程”及“設施管理師（高級技師）考證課程”，課程合共 149 名學員參與，內容涵蓋設施管理導論、營運與維護、科技、溝通、領導和戰略、財務和業務及項目管理等，學員可藉課程有系統地掌握設施管理範疇的專業知識。

MMA has continuously offered the Facility Management training and certificate program which is jointly organized with The Labour Affairs Bureau of Macao SAR Government to the local workforce. In 2021, the Facility Management Vocational Qualification Course (Level III) and Facility Management Vocational Qualification Course (Level I) had been launched with a total of 149 enrollments. The program aims to provide students with a foundation of theoretical knowledge necessary for application in the real practice of the facility management industry.

課程名稱 Topic	學員人數 Enrollments
1.設施管理師（高級）考證課程（共4班） Facility Management Vocational Qualification Program (Level III) (4 classes)	114
2.設施管理師（高級技師）考證課程（共1班） Facility Management Vocational Qualification Program (Level I) (1 class)	35



企業內部培訓課程  
IN-HOUSE TRAINING PROGRAMS

本院亦致力為澳門各大公私營機構籌辦內部培訓，以切合各機構的實際工作需要。本年度為16個機構提供56個課程，合共90班。

The in-house training programs are customized to cope with the needs of different public or private organizations and their employees. This year, MIM provided a total of 56 programs for 15 organizations with a total of 90 classes.

機構名稱 Organization	培訓課程名稱 Topic
行政公職局 SAFP	英文電郵書寫技巧 English Email Writing Skills
行政公職局 SAFP	英語會話課程－行政範疇 English Conversation Course - Administrative Category Workshop: Investment Expert
行政公職局 SAFP	問題分析與解決技巧 Problem Analysis and Solving Skills
行政公職局 SAFP	督導管理技巧 Supervision and Management Skills
行政公職局 SAFP	時間管理 Time Management
行政公職局 SAFP	前線服務人員培訓計劃－接待技巧課程 (必修班) Frontliner Training Program - Reception Skills (Essential Course)
行政公職局 SAFP	前線服務人員培訓計劃－接待技巧課程 (深化班) Frontliner Training Program - Reception Skills (Advance Course)
行政公職局 SAFP	危機管理導論 Introduction of Crisis Management
行政公職局 SAFP	決策技巧 Decision Making Skills
行政公職局 SAFP	人力資源管理及規劃 Human Resource Management and Planning
行政公職局 SAFP	策略與創意思維 Strategic and Creative Thinking
行政公職局 SAFP	流程優化 Process Optimization
澳門貿易投資促進局 IPIIM	時間管理 Time Management
市政署 IAM	督導管理技巧 Supervision and Management Skills
市政署 IAM	解決問題和決策技巧 Problem Solving and Decision Making Skills



市政署 IAM	有效溝通及影響技巧 Effective Communication and Influence Skills
市政署 IAM	工作上的情緒智商 Emotional Intelligence at Work
市政署 IAM	時間管理及工作優次設定 Time Management and Work Priority Setting
市政署 IAM	前線人員化解衝突及危機應變 Frontliners Conflicts Solution and Crises Response
市政署 IAM	基準式培訓課程：澳門特區的現況與發展 Essential Training: Current Macao Situation and Development
市政署 IAM	基準式培訓課程：使命感成就卓越團隊 Essential Training: Achieving an Excellent Team
市政署 IAM	正向思維 Positive Thinking
市政署 IAM	公共關係及傳媒應對策略 Response Strategy to Public Relations and Media
市政署 IAM	人際溝通與衝突管理技巧 Interpersonal Communication and Conflict Management
市政署 IAM	績效管理 Performance Management
市政署 IAM	變革管理 Reform Management
市政署 IAM	前線執法人員有效溝通技巧 Effective Communication Skills for Frontline Law Enforcement Officers
市政署 IAM	中文傳意寫作（宣傳及公關寫作） Chinese Communication Writing (Publicity and PR Writing)
市政署 IAM	處理公眾投訴技巧 Handling Public Complaints Skills
市政署 IAM	壓力及情緒管理 Stress and Emotional Management
市政署 IAM	晉級課程：自我發展及團隊 Advancement Course: Self-development and Team Performance
市政署 IAM	社交技巧與禮儀 Social Techniques and Etiquette
市政署 IAM	“讚賞式”領導術 "Appreciative" Leadership
澳門特別行政區政府旅遊局 MGTO	旅遊業網絡營銷攻略 Digital Marketing Strategy in Tourism Industry
澳門特別行政區政府旅遊局 MGTO	如何利用網絡宣傳餐飲產品 How to Promote Catering Products by Using Internet
澳門懲教管理局 MCSB	獄警人員培訓課程 — 常用普通話會話培訓班 Prison Guards Training Course – Common Mandarin Conversation Training

澳門懲教管理局 MCSB	獄警人員培訓課程 — 常用英語會話培訓班 Prison Guards Training Course – Common English Conversation Training
澳門特別行政區政府體育局 DESPTO	前線工作人員建立正向思維工作坊 Workshop: Positive Thinking for Frontliners
教育及青年發展局 DSEDJ	通過掌握會計及財務資訊提高教育機構的管理績效 Improve The Management Performance of Educational Institutions By Mastering Accounting and Financial Information
教育及青年發展局 DSEDJ	財務管理概述、內部監控、資產管理 Overview, Internal Control, Asset Management of Financial Management
教育及青年發展局 DSEDJ	財務報表分析、現金流 Financial Statement Analysis, Cash Flow
鏡湖醫院 Kiang Wu Hospital	職場簡報技巧與口才培訓工作坊 Workshop: Workplace Presentation Skills and Eloquence Training
鏡湖醫院 Kiang Wu Hospital	有效溝通及影響技巧 Effective Communication and Influence Skills
鏡湖醫院 Kiang Wu Hospital	前線人員化解衝突及危機應變 Frontliners Conflicts Solution and Crises Response
澳門電力股份有限公司 CEM	中文公文寫作與實務技巧 Chinese Writing and Practical Skills
大西洋銀行 BNU Bank	成交心理術及商業溝通技巧 Closing Psychology and Business Communication Skills
大豐銀行 Tai Fung Bank	團隊建設 Team Building
大豐銀行 Tai Fung Bank	優質客戶服務技巧工作坊 Potential Customer Service Skills Workshop
大豐銀行 Tai Fung Bank	問題分析與解決技巧工作坊 Problem Analysis and Solving Skills Workshop
澳門大學 University of Macau	財務管理的概念及實務 Practical Concepts of Financial Management
澳門大學 University of Macau	專業秘書暨行政人員實務 Professional Secretarial and Administrative Practice
微辣 Manner	領導及管理技巧 Leadership and Management Skills
澳門積極健身 JK Fitbox	客戶關係及行銷技巧工作坊 Customer Relations and Marketing Skills Workshop
澳門特別行政區會計師專業委員會 PCA	線上培訓 - 澳門破產法律制度 Online Training - Macao Bankruptcy Legal System
澳門特別行政區會計師專業委員會 PCA	線上培訓 - 澳門民事訴訟法簡介 Online Training - Introduction to Macao Civil Procedure Law
澳門自來水有限公司 Macau Water	員工綜合發展計劃 Integrated Development Program



## 管院專題講座： 新時代科技特點及行業轉型的概念思維

MIM SEMINAR: TECHNOLOGICAL CHARACTERISTICS UNDER  
NEW ERA AND NEW THINKING ON CAREER TRANSFORMATION

由本院及本院商業管理碩士學位課程校友合辦，“新時代科技特點及行業轉型的概念思維”專題講座於1月23日假本院演講室舉行，本院院長唐繼宗教授及高級教務主任張慧儀副教授獲邀出席。是次講座邀請到小紅書（澳門）市場營銷總監何樂然女士及微辣文化執行董事姜偉靖先生擔任講者嘉賓。

講者嘉賓向參加者講解受疫情影響下，消費行為和市場結構的改變，以及如何改變企業主和管理層的舊有觀念，善用新技術和營銷工具應用，迎接數字經濟時代的來臨。

Co-organized by MIM and MIM MBA alumnus, a seminar themed “Technological Characteristics under New Era and New Thinking on Career Transformation” was held on January 23. Prof. Samuel Tong, President of MIM and Dr. Rachel Cheung, Senior Academic Officer of MIM attended the seminar. Ms. Beany Ho, Marketing and Sales Director of Xiaohongshu, Macao and Mr. William Keong, Executive Director of Manner Production Limited were invited to be the speakers.

The seminar provided a chance for participants to understand the changes in consumer behavior and market structure under the pandemic, and the necessity to change outdated management perspectives in order to survive in the digital economy era.



## 管院專題講座： 澳門現代金融業發展趨勢與事業探索

MIM SEMINAR: DEVELOPMENT TREND & CAREER PROSPECT  
OF MODERN FINANCIAL INDUSTRY IN MACAO

由本院及澳門金融管理局合辦，“澳門現代金融業發展趨勢與事業探索”專題講座於11月12日假本院演講室舉行。本院院長唐繼宗教授及金管局統計及研究廳總監梁文雁女士獲邀出席，吸引約30名本院師生參與。

是次講座邀請到5位講者嘉賓，分別是金管局研究及統計廳助理經濟研究員陳永泉先生、金融發展廳助理主任陳淑儀女士、中國銀行澳門分行個人金融與渠道管理部總監陳艷茹女士、資產負債部副總經理梁銘坤先生、中國工商銀行（澳門）風險管理部總經理李俊耀博士及大西洋銀行個人銀行業務主管陳懷亮先生。

期間，講者概述了澳門金融業的整體情況，分享其相關工作的實務經驗，亦鼓勵學生考取專業資格。雙方將會加強合作，致力為澳門培育更多人才。



Co-organized by MIM and Monetary Authority of Macao (AMCM), the seminar themed “Development Trend & Career Prospect of Modern Financial Industry in Macao” was held on November 12 at MIM Seminar Room. Prof. Samuel Tong, President of MIM and Ms. Helena Leong, Director of the Research and Statistics Department of AMCM were invited. The Seminar attracted 30 students and lecturers to participate.

Mr. Chan Weng Chun, Assistant Economic Researcher of the Research and Statistics Department of AMCA; Ms. Chan Sok I, Assistant Director of Financial Development Department of AMCM; Ms. Phoebe Chan, Director of Compliance and Internal Control Department of Bank of China Macau Branch; Mr. Daniel Leong, Deputy General Manager of Asset and Liability Management Department of BOC Macau; Dr. Wilfred Lee, General Manager of Risk Management Department of Industrial and Commercial Bank of China (Macau) Limited and Mr. Francisco Chan, Head of Personal Banking Division of Banco Nacional Ultramarino S.A. were invited to be the speakers.

During the Seminar, speakers overviewed the current situation of finance industry in Macao and shared their practical experience in their respected fields. They also encouraged students to obtain professional qualifications. In the future, MIM and AMCM will strengthen their cooperation and strive to nurture more local talents.



## 管院2021年度講座

MIM ANNUAL SEMINAR 2021



由本院主辦、澳門基金會資助，本院年度講座於12月17日假本院演講室舉行，主題為“後疫情時期旅客出遊行為變化與應對策略 – 從設施管理的視角探索”，邀請到本院院長唐繼宗教授、金沙中國有限公司資產管理副總裁吳子成先生以及本院高級講師兼國際設施管理協會（IFMA）設施管理師考證課程導師冼道明先生擔任講者嘉賓。

講座中，嘉賓講者分享了有關後疫情時期旅客出遊行為及訪澳旅客消費行為變化趨勢，並通過實際案例分享在後疫情時期設施管理經理應如何為綜合旅遊企業提升回報，從專業視角介紹有關最新抗疫技術在設施管理層面的應用。

此外，本院於2019年起與江門五邑大學合作開展“設施管理專業模塊人才培養計劃”，是次講座延伸至大灣區，利用線上直播方式，讓五邑大學的師生亦能參與其中。

Organized by MIM, sponsored by Macao Foundation, MIM Annual Seminar was held on December 17 at MIM seminar room, themed “From the Perspective of Facilities Management - Changes of Tourists Behavior and Respective Strategies in Post-Pandemic Era”. Prof. Samuel Tong, President of MIM, Mr. Gordon Ng, Vice-President of Asset Management, Sands China Ltd and Mr. Nelson Sin, lecturer of MIM were invited to be the guest speakers.

During the seminar, the speakers shared the changes in the trend of tourists' behavior and consumption behavior in Macao during the epidemic period. Moreover, they shared real cases about how facilities managers in integrated tourism businesses increase the profit in post-epidemic period as well as introducing the latest anti-epidemic technology in the perspective of Facilities Management.

MIM has been collaborating with Wuyi University to develop the “Facility Management Talent Training Program” Since 2019. To benefit the teachers and students of Wuyi University, the seminar was also made available online to them via live streaming.

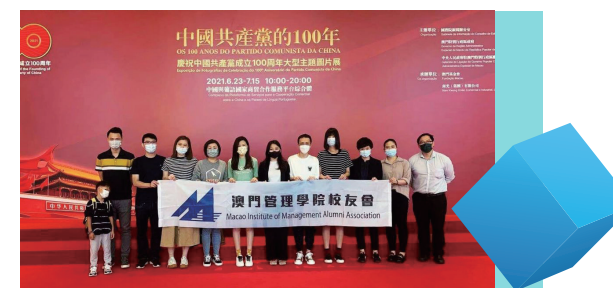
## 校友會

MIM ALUMNI ASSOCIATION

澳門管理學院校友會於2016年正式成立，以促進本院與校友間的聯繫及加強校友間的交流為宗旨，共同推進母校的發展。2021年，校友會成功舉辦以下活動：

MIMAA (MIM Alumni Association) was established in 2016. It aims to provide a good communication channel between MIM and its alumni so to build a well-knit network among MIM alumni, and to contribute to future development of their alma mater. During 2021, they have successfully organized and participated in the following activities:

日期 Date	活動名稱Events
5月 May	參觀司法警察學校 Visit to the Judiciary Police School
7月 July	參觀建黨百年圖片展 Visit to “100 <sup>th</sup> Anniversary of the Founding of the CPC” Photo Exhibition



## 學生會

STUDENT UNION

澳門管理學院學生會於2002年成立，創辦目的是為了促進及提升本地與鄰近地區相關機構之學術文化交流，加強學生與校方之間的聯繫，舉辦及參與學術研討會及其它文化、康樂及社會活動，加強學生之間的關係，建立團隊精神。學生會的成員均為在職人士，需要兼顧工作、家庭及學業，但他們也積極籌備及參與各項活動。2021年，學生會成功舉辦如下活動：



MIM Student Union was established in 2002. It aims to strengthen the bond between MIM and her students, as well as organize seminars and other activities to enhance the relationship among students so as to build up a better team spirit. Most of the members are working adults who have to take care of their jobs, families and studies, nonetheless they are still very keen on organizing and attending events and activities. During 2021, they have successfully organized and participated in the following activities:



日期 Date	活動名稱Events
5月 May	參觀全民國家安全教育展 Visit to National Security Education Exhibition
7月 July	參觀建黨百年圖片展 Visit to “100 <sup>th</sup> Anniversary of the Founding of the CPC” Photo Exhibition





## 管理服務 MANAGEMENT SERVICES

### 專題講座

#### THEMATIC SEMINARS

為推動管理學實踐及應用，在澳門基金會資助下，本會於2021年舉辦了不同專題的大型研討會及講座，包括：

Sponsored by Macao Foundation, MMA organized a number of seminars and talks in 2021 to disseminate the most updated management knowledge:

- ◆ 管協週年管理研討會 2021 – 媒體時代下傳統企業的策略轉型  
MMA Annual Management Conference 2021: “The Strategic Transformation of Traditional Enterprises in the New Media Era”
- ◆ “‘央積金’ 資產管理策略” 講座  
Seminar: Asset management strategy of “Non-mandatory Central Provident Fund”
- ◆ “行政人員必備的網路安全知識” 專題講座  
Seminar: Effective Cyber Security Management for Executives





# 管協週年管理研討會2021

MMA ANNUAL MANAGEMENT CONFERENCE 2021



由本會主辦、澳門基金會資助的2021週年管理研討會“新媒體時代下傳統企業的戰略轉型”於11月19日假澳門美高梅舉行。出席的嘉賓分別有中聯辦經濟部處長朱耘先生、本會理事長劉永誠先生、副會長梁華權先生、鄧君明先生、副理事長兼名譽秘書長黃顯輝先生、副理事長莫志偉先生、鄭堅立先生等。我們有幸邀請到澳門華聯茶葉公司總經理曾佐威先生、澳門直播協會理事長戴顯揚先生及澳門宏臻網絡傳媒有限公司市場銷售總監何樂然女士擔任講者嘉賓，並就本澳傳統企業在高度數字化的發展下該如何轉型及尋找新定位的主題作出深入探討及交流。研討會當天吸引了近百名來自不同企業的管理人士參加。



Organized by MMA, sponsored by Macao Foundation, the Annual Management Conference 2021 was held on November 19 at MGM Macao, theming “The Strategic Transformation of Traditional Enterprises in the New Media Era”. In attendance were Mr. Zhu Yun, Director of the Economic Affairs Department of the Liaison Office of the Central People’s Government in the Macao SAR; Mr. Tommy Lau, Council Chairman of MMA; Mr. Bernie Leong, Mr. Jose Tang, Vice-Presidents of MMA; Mr. Vong Hin Fai, Council Vice-Chairman and Honorary Secretary General of MMA; Mr. Alex Mok and Mr. Keegan Cheang, Council Vice-Chairmen of MMA, etc.

Mr. Chang Cho Vai, General Manager of Casa de Chá Va Luen; Mr. Jose Chan Rodrigues, Director General of Macau Live Streaming Association; Ms. Beany Ho, Marketing Director of Be Perfect Internet Media Macau Limitada were invited to discuss and exchange their ideas on how do traditional enterprises overcome legacy obstacles and transform themselves as well as adopt emerging technologies using new media platforms in order to enhance economic efficiencies. Nearly a hundred of participants from various industries such as banking, finance, hospitality, government departments and public services attended the conference.

## 傑出講者嘉賓： Prominent Guest Speakers:

- ◆ 曾佐威先生  
澳門華聯茶葉公司總經理  
Mr. Chang Cho Vai  
General Manager of Casa de Chá Va Luen
- ◆ 戴顯揚先生  
澳門直播協會理事長  
Mr. Jose Chan Rodrigues  
Director General of Macau Live Streaming Association
- ◆ 何樂然女士  
澳門宏臻網絡傳媒有限公司市場銷售總監  
Ms. Beany Ho  
Marketing Director of Be Perfect Internet Media Macau Ltd.



# 世界管理挑戰賽

GLOBAL MANAGEMENT CHALLENGE

“世界管理挑戰賽”於 1980 年起源於歐洲，本會於 1996 年引入至澳門，是一項全球性的線上策略性管理比賽，並為一年一度的國際賽事。這項世界性比賽旨在於全球範圍內提高現代化企業管理水準及促進各國企業管理技術的規範化。隊伍於線上管理一家已上市的虛擬公司，以獲取最佳投資表現為目標。國際上有不少院校已將其作為培養工商管理碩士的教材，許多大型企業亦將其作為選拔、培訓、考核和評估企業管理人員的重要工具。至今全球已有超過三十七個國家和地區參賽，包括：

Started in Europe in 1980, introduced to Macao by MMA in 1996, Global Management Challenge (GMC) is today's largest worldwide on-line strategy and management annual competition. GMC aims to improve modern corporate management standards, promote normalization and standardization of corporate management techniques across countries. Teams are required to manage a stock listed company, making decisions for 5 financial quarters, aiming to achieve the best investment performance. Many education institutions have used this competition as a teaching tool in foster Master of Business Administration, and many large corporations also use it as an important tool for selecting, training, assessing and evaluating corporate managers. Nowadays, there are over 37 countries/regions participating in GMC. They are:

歐洲： Europe:	捷克共和國、愛沙尼亞、希臘、意大利、拉脫維亞、立陶宛、波蘭、葡萄牙、羅馬尼亞、俄羅斯、斯洛伐克、西班牙 Czech Republic, Estonia, Greece, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Russia, Slovak Republic, Spain
大洋洲： Oceania:	澳洲、新西蘭 Australia, New Zealand
美洲： America:	巴西、哥倫比亞、厄瓜多爾、墨西哥、巴拿馬、秘魯 Brazil, Colombia, Ecuador, Mexico, Panama, Peru
非洲： Africa:	安哥拉、貝南、喀麥隆、科特迪瓦、肯雅、莫桑比克、尼日利亞、塞內加爾、多哥 Angola, Benin, Cameroon, Ivory Coast, Kenya, Mozambique, Nigeria, Senegal, Togo
亞洲： Asia:	印度、澳門特別行政區、中國、新加坡 India, Macao SAR, People’s Republic of China, Singapore
中東： Middle East:	科威特、卡塔爾、沙特阿拉伯、阿拉伯聯合酋長國 Kuwait, Qatar, Saudi Arabia, United Arab Emirates





本年度澳門區共有 110 隊參賽隊伍，當中包括 102 隊學生隊及 8 隊企業隊。他們主要來自澳門大學、澳門科技大學、澳門城市大學、澳門旅遊學院、澳門理工學院、聖若瑟大學、中國銀行澳門分行、大豐銀行、澳門電力股份有限公司、金沙中國有限公司等。

受新型冠狀病毒肺炎影響，原定於 2020 年 5 月於葡萄牙舉行的“2019 年度世界管理挑戰賽國際總決賽”延期至 2021 年 7 月於線上舉行。澳門代表隊在 16 支國家隊伍中脫穎而出，奪得該年度世管賽國際賽冠軍，也是澳門繼 2007 及 2016 年度世管賽國際總決賽獲勝後再下一城，第三次摘取桂冠。

而“2020 年度世界管理挑戰賽國際總決賽”於 2021 年 9 月於俄羅斯下諾夫哥羅德州舉行；同樣由於新冠肺炎疫情關係，澳門代表隊未能親赴俄羅斯出賽，只能於線上參與競賽，最終奪得該屆世管賽國際賽第六名。

There were total of 110 teams participated in this year's competition, with 102 student teams and 8 corporate teams. They are mostly from University of Macau, Macau University of Science and Technology, City University of Macau, Macao Institute for Tourism Studies, Macao Polytechnic Institute, University of Saint Joseph, Bank of China Macau Branch, Tai Fung Bank Limited, Companhia de Electricidade de Macau - CEM, S.A., Sands China Ltd., etc.

The International Final of Global Management Challenge 2019 which was initially scheduled to be held in Portugal in May 2020, had been moved to online in July 2021 due to the outbreak of the pandemic. Macao team excelled among 16 global teams and claimed the honor of World Championship and this is Macao's 3<sup>rd</sup> World Champion title after the ones at the 2007 and 2016 editions.

The GMC 2020 International Final was hosted in the city of Nizhny Novgorod in Russia in September 2021. Due to the pandemic, the Macao representing team could only participate online instead of present in Russia, and eventually took home the World 6<sup>th</sup> Place in the competition.

活動名稱		舉辦日期
1	“2020 年世界管理挑戰賽”澳門區總決賽頒獎晚宴 Global Management Challenge Regional Final Prize Presentation Dinner 2020	20/01/2021
2	“2019 年世界管理挑戰賽”國際總決賽（線上） Global Management Challenge 2019 International Final (Online)	19-27/07/2021
3	“2020 年世界管理挑戰賽”國際總決賽 – 俄羅斯 Global Management Challenge 2020 International Final, Russia	27-29/09/2021
4	“2021 年世界管理挑戰賽 - 澳門區”共收到 110 隊來自學界及工商界人士報名參加 110 Teams Registered in the Global Management Challenge 2021 (Macao)	8/10/2021
5	“2021 年澳門區世界管理挑戰賽”第一回合淘汰賽 Global Management Challenge 2021 (Macao) – First Round Elimination	22/10/2021
6	“2021 年澳門區世界管理挑戰賽”第二回合淘汰賽 Global Management Challenge 2021 (Macao) – Second Round Elimination	01/12/2021
7	“2021 年世界管理挑戰賽”澳門區總決賽 Global Management Challenge 2021 – Macao Regional Final	19/02/2022
8	“2021 年世界管理挑戰賽”澳門區總決賽頒獎晚宴 Global Management Challenge Regional Final Prize Presentation Dinner 2021	04/03/2022

特別鳴謝是次澳門區賽事贊助商：  
SPECIAL THANKS TO THE FOLLOWING SPONSORS OF GMC MACAO REGION:

◆ 冠名贊助：  
Title Sponsor: 中國銀行 澳門分行  
BANK OF CHINA MACAU BRANCH

◆ 贊助機構：  
Sponsors: AOMELCO 新濠, 金山發展有限公司 GOLDEN CROWN DEVELOPMENT LIMITED, 澳電 CEM, 銀河娛樂集團 Galaxy Entertainment Group, MGM 美高梅

金沙中國 Sands China Ltd., 永利酒店 CARE, 澳門金融管理局 AUTORIDADE MONETÁRIA DE MACAU, CTM 澳門電訊, BNU 大西洋銀行

◆ 協辦機構：  
Special Cooperation: 澳門日報 MACAO DAILY NEWS, TDM 澳廣視, 力報, 商訊 BUSINESS INTELLIGENCE, 澳門管理雜誌 MACAU MANAGER



## 與中國銀行澳門分行簽署“中國銀行盃”世界管理挑戰賽合作協議

AGREEMENT SIGNING CEREMONY BETWEEN MACAU MANAGEMENT ASSOCIATION AND BANK OF CHINA MACAU BRANCH

本會與中國銀行澳門分行於9月17日假中國銀行大廈舉辦“中國銀行盃”世界管理挑戰賽－澳門區合作協議簽署儀式。在本會理事長劉永誠先生及中銀澳門副行長陳曉平先生的見證下，本會副理事長莫志偉先生與中銀澳門分行資深業務總監陳榮達先生代表雙方簽署新一期合作協議，出席嘉賓有本會副理事長何小敏女士、鄭堅立先生、中銀澳門分行業務顧問劉偉麟先生、營業中心總經理王金思先生等。



本會自90年代開始承辦世管賽澳門區賽事，經過逾30多年不斷更新、完善和推廣，參加者既有各大專院校學生，也有商界精英。為進一步推動世管賽在澳發展，為各行業培育更多管理專才，中國銀行澳門分行自2012年起已連續9年冠名贊助世管賽澳門區賽事，為青年創造投資知識和管理技能的實踐平台，支持管理人才培養。

Macau Management Association and Bank of China Macau Branch signed a Collaboration Agreement on “Bank of China Trophy – Global Management Challenge” on September 17 at Bank of China Building. Under the witnesses of Mr. Tommy Lau, Council Chairman of MMA and Mr. Chan Hio Peng, Deputy General Manager of BOC Macau, the agreement was signed between Mr. Alex Mok, Council Vice-Chairman of MMA and Mr. Chan Weng Tat, Managing Director of BOC Macau. Ms. Simone Ho, Mr. Cheang Kin Lap Keegan, Council Vice-Chairmen of MMA; Mr. Lau Wai Lon, Banking Business Consultant of BOC Macau; Mr. Wong Kam Si, General Manager of Banking Center of BOC Macau attended the ceremony.

Being the organizer of GMC Macao Region since the 90<sup>th</sup> Century, the game was being modified, refined and promoted over the years and participants cover students from various higher institutions as well as business elites. In order to further promote the development of GMC locally and nurturing management talents for various fields, BOC Macau has been the title sponsor of GMC Macao Region since 2012 for 9 consecutive years, which provide a platform for the youth to put into practice in terms of their investment knowledge and management techniques.

## 顧問服務

CONSULTANCY SERVICES

為使企業能面對各種挑戰及達至其營運目標，使用顧問服務是其中一項直接、低成本及高效益之方法。有見及此，本會將通過深入瞭解機構現在的營運狀況及發展目標，從其專業顧問資料庫內提供最合適之顧問，為個別行業釐定工作程序守則、規範，以提供策略性改善建議及解決問題之有效方案。

In addition to training courses, MMA also provides Consultancy Services aiming to assist organizations in solving their management problems. Based on the current business operating situation and clients' development goals, our consultancy team offers a series of well-considered suggestions which may include operational guidelines and industry good practices, business process reengineering, refined marketing strategies and suitable staff development programs.

### 本年度提供的顧問服務包括：

Key Consultancy Services in 2021 Include:



- ◆ 2021 年澳門市民就業流動性調查研究  
(由澳門基金會資助)  
Survey on Labor Mobility of Macao Citizens 2021  
(Sponsored by Macao Foundation)
- ◆ 為澳門特別行政區政府環境保護局提供公共部門及機構能源效益評估計劃－第七階段工作服務  
Energy Performance Evaluation for Workplace of Public Sectors and Institutions – 7<sup>th</sup> Phase





# 會員服務

## MEMBERSHIP SERVICES



本會對於推動管理學的發展一向不遺餘力，社會各界對管理資訊的需求和重視程度亦與日俱增。2021年度本會會籍共435個，人數共549人。

Following the increasing demand of management training in Macao, more organizations are interested in becoming MMA members over the years. In 2021, we had 435 registered members (549 individuals).

### ◆ 各會籍數目詳情見下表：

Statistics of membership 2021 is listed in the following table:

類別 Categories	2021年會籍 No. of Members in 2021
特邀會員 Charter Member	35 (98人/persons)
團體會員 Corporate Member	51 (102人/ persons)
名譽會員 Life Member	29
個人會員 Full Member	71
普通會員 Associate Member	249
總數 Total	435 (549人/persons)



## 三十七週年會員大會暨 第十九屆理監事就職晚宴

MMA ANNUAL GENERAL MEETING &  
INAUGURATION DINNER OF THE 19<sup>TH</sup> COUNCIL

本會於11月15日假旅遊塔會展娛樂中心舉行週年會員大會暨第十九屆理監事就職晚宴。會員大會由本會會長崔世昌先生主持，理事長劉永誠先生、監事長徐偉坤先生、副理事長兼名譽秘書長黃顯輝先生以及畢馬威會計師事務所核數師楊麗娟女士，分別就會務、監事會意見書、財務及審計作報告，所有議程得到全體出席會員的一致表決通過。

大會其後選出第十九屆會員大會及理監事會成員，並宣佈由會長崔世昌先生、理事長劉永誠先生及監事長徐偉坤先生續任各領導職務，同場亦舉行新一屆理監事就職晚宴，出席嘉賓有管協名譽會長廖澤雲先生，副會長林金城先生、黃如楷先生、梁華權先生、鄧君明先生等。

MMA Annual General Meeting & Inauguration Dinner of the 19<sup>th</sup> Council was successfully held on November 15 at Macau Tower Convention & Entertainment Center. The meeting was hosted by Mr. Chui Sai Cheong, President of MMA. Mr. Tommy Lau, Council Chairman of MMA; Mr. Jackson Tsui, Chairman of MMA Supervisory Board; Mr. Vong Hin Fai, Vice-Chairman & Honorary Secretary General of MMA; Ms. Selina leong, Honorary Auditor from KPMG reported the Council report, opinions from the Supervisory Board, statement of accounts and opinions from auditor respectively.

The Management Board of 19<sup>th</sup> Council was being elected during the meeting. Mr. Chui Sai Cheong, President of MMA; Mr. Tommy Lau, Council Chairman of MMA; Mr. Jackson Tsui, Chairman of MMA Supervisory Board will continue to assume the leadership positions. The Inauguration Dinner was held after the meeting. Mr. Liu Chak Wan, Honorary President of MMA, Mr. Peter Lam, Mr. Eddie Wong, Mr. Bernie Leong, Mr. Jose Tang, Vice-Presidents of MMA attended the dinner.



## 參觀國家教育展及主題展

VISIT THE NATIONAL EXHIBITIONS



本會理事長劉永誠先生、副理事長兼名譽秘書長黃顯輝先生、副理事長莫志偉先生及何小敏女士率領本會職員，於5月14日及7月2日分別參觀由澳門特別行政區政府與中央駐澳聯絡辦公室聯合主辦的“全民國家安全教育展”，以及由中華人民共和國國務院新聞辦公室、澳門特別行政區政府和中央人民政府駐澳門特別行政區聯絡辦公室聯合主辦的“中國共產黨的100年 — 慶祝中國共產黨成立100周年大型主題圖片展”。

透過觀展，本會職員深入了解到國家安全制度體系的最新進展，藉此提高居民維護國家安全的意識及愛國愛澳精神，同時增進了國情知識及對祖國的歸屬感，加深對中國共產黨偉大成就的了解。

Led by Mr. Tommy Lau, Council Chairman of MMA; Mr. Vong Hin Fai, Council Vice-Chairman & Honorary Secretary General of MMA; Mr. Alex Mok and Ms. Simone Ho, Council Vice-Chairmen of MMA, MMA staff visited the “National Security Education Exhibition” jointly organized by Macao SAR Government and the Liaison Office of the Central People’s Government in the Macao SAR, and the “100<sup>th</sup> Anniversary of the Founding of the CPC Photo Exhibition” jointly organized by the State Council Information Office of the People’s Republic of China, the Macao SAR Government, and the Liaison Office of the Central People’s Government in the Macao SAR on May 14 and July 2 respectively.

The exhibitions allowed MMA staff to learn more about the latest progress in enhancing the national security system, so as to bolster public awareness of safeguarding national security and promote the notion of patriotism in Macao. The group also deepened their understanding of the century-long history of the CPC, enabling colleagues to strengthen their national knowledge and identity and to gain a deeper understanding of important milestones accomplished by the CPC.





# 人力資源工作者俱樂部

HUMAN RESOURCES PROFESSIONALS CLUB



本會屬下的人力資源工作者俱樂部由2005年成立至今已擁有近200名會員，成員來自各個政府部門、工商社團及從事人力資源工作之人士，每年不定期舉辦人力資源交流及專題講座等活動。2021年度俱樂部舉辦之活動如下：

Established by MMA in 2005, HR Professionals Club has recruited nearly 200 members who are currently HR practitioners from different government departments, public institutions and private enterprises. In 2021, the following activities were organized:



月份 Month	活動項目 Event
11月 November	專題講座：“後疫情時代－勞資關係知多D” HR Seminar: Post-Pandemic Era – Raising Awareness on Labor Relations

• 以上活動由澳門基金會資助。  
The activity above was sponsored by Macao Foundation.

# 年青行政人員俱樂部

YOUNG MANAGERS' CLUB

本會屬下的年青行政人員俱樂部成立於1996年，以本澳年青行政人員為對象，積極推動管理學的理論及應用，同時為年青會員提供相互交流的平台，助其擴展專業知識並提升專業技能。2021年共舉辦了三項活動，詳情如下：

The Young Managers' Club (YMC) is one of the MMA special interest groups established in 1996. The club promotes the principle and practices of management in Macao. YMC has been organizing different activities specially designed for the young executive members to develop their professional knowledge. In 2021, we had organized the following activities:

月份 Month	活動項目 Events
6月 June	專題分享會：善用數位轉型，優化客戶體驗 (由澳門基金會資助) Sharing Session: Optimize Customer Experience through Digital Transformation (sponsored by Macao Foundation)
11月 - 12月 November - December	工銀企管精英培訓計劃 YMC - ICBC Enterprise Management Elite Training Program
12月 December	商務社交禮儀工作坊 (由澳門基金會資助) Business Etiquette Workshop (sponsored by Macao Foundation)





## 2021工銀企管精英培訓計劃

### ICBC ENTERPRISE MANAGEMENT ELITE TRAINING PROGRAM

本會屬下年青行政人員俱樂部主辦、中國工商銀行（澳門）股份有限公司獨家冠名贊助之“年青行政人員俱樂部-2021工銀企管精英培訓計劃”於11月20日開課，培訓主要由兩大部分組成，包括主題式課堂學習及大灣區企業考察拜訪，吸引了來自不同行業的本澳年青中層管理人員參加。是次培訓計劃旨在重點提升中層管理人員的決斷力、決策技巧及風險管理能力，同時學員亦可藉此機會與其他行業的管理人相互交流、分享經驗。

學員於12月10至11日前往珠海橫琴進行企業考察拜訪，參觀了大橫琴 & BEEPLUS產業中心及橫琴粵澳深度合作區展示廳，透過是次參訪更深入地了解該產業中心的營運及管理模式，同時進一步加強對橫琴粵澳深度合作區的認識，期望日後更好地融入國家發展大局。

培訓計劃結業典禮於12月11日假澳門皇都酒店舉行，本會理事長劉永誠先生、理事兼年青行政人員俱樂部主席覃伯德先生、時任助理秘書長林佩玉女士、工銀澳門金融機構部總經理黃偉女士出席了是次典禮，並向學員頒發結業證書。



Organized by MMA Young Managers' Club (YMC), solely title sponsored by Industrial and Commercial Bank of China (Macau) Limited, the "YMC - ICBC Management Elite Training Programme 2021" started on November 20, which consisted of two major parts, including theme-based classroom learning and corporation visit to the Greater Bay Area. It attracted managers from different industries to participate. This programme aimed to increase the decisiveness, decision-making skill and risk management of middle managements. Participants were able to share their experience with each other during the programme.

The participants had a corporation visit in Hengqin, Zhuhai during December 10-11. They visited Da Hengqin & BEEPLUS Industrial Center and Exhibition Hall of Hengqin Guangdong-Macao In-Depth Cooperation Zone. Participants were able to have a deeper understanding in Hengqin Guangdong-Macao In-Depth Cooperation Zone, in order to better integrate into the national development in the future.

The closing ceremony of the programme had held on December 11 at Hotel Royal Macau. Mr. Tommy Lau, Council Chairman of MMA; Mr. Anthony Chum, Council Member of MMA and Chairman of YMC; Ms. Jodie Lam, the then Assistant Secretary General of MMA and Ms. Huang Wei, General Manager of Financial Institutions Department of ICBC were invited to attend the ceremony and presented the certificates to participants.

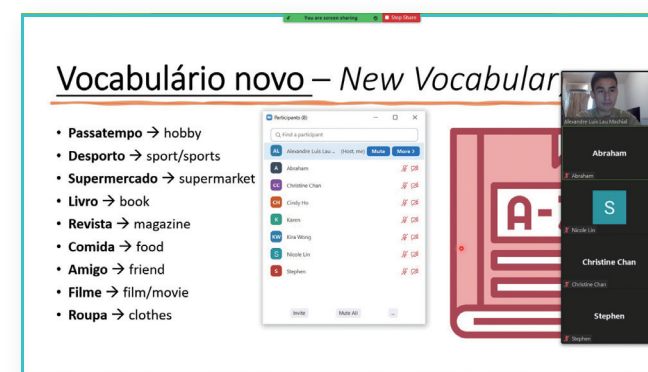
## 語言俱樂部

### LANGUAGE CLUB



本會屬下的語言俱樂部成立於2004年，旨在營造一個舒適及無拘無束的環境，讓會員及學院學生輕鬆使用外語交談，從而推動不同語言的普及和應用。俱樂部不定期舉行聚會，由專業葡語導師教授，在短期葡語課程中帶領學員學習日常葡語用語及交流。2021年舉辦了以下活動：

To promote the practice of foreign languages, MMA established Language Club in 2004 as a service for free for our members. This club aims to create a platform for members to enhance language ability through gatherings and by encouraging members to listen and speak in foreign languages in a relaxing environment. We had invited a native Portuguese-speaking tutor as the host of the short-term Portuguese courses in 2021, guiding our members to learn daily Portuguese through interaction and the following course was being organized:



月份 Month	活動項目 Events
7月31日 July 31	葡語入門課程 (面授) Portuguese Course - Introductory Level
10月- 12月 October - December	葡語入門課程 (線上) (受疫情影響，課程延期至10月以線上形式進行) Portuguese Course - Introductory Level (Online) (Due to the pandemic, the course was being re-arranged and conducted online)

• 以上活動由澳門基金會資助。  
The above activities were sponsored by Macao Foundation.



## 圖書館

### LIBRARY

本年度圖書館進行優化工程，以全新面貌為學生及會員繼續提供管理專業的相關資源，為鼓勵學生在課餘時間閱讀，更於學生活動室增設書架，擺放各類雜誌及書籍。近年借書率不斷提升，成績理想，其中以學位課程學生借閱圖書數目較多。

未來一年，圖書館館藏會繼續逐步更新，館內資源將更易流通。由於每年都會增加館藏，故此每年12月會繼續進行盤點工作，註銷一定數量的舊書，並重新部署書籍位置。另外，將定期更新圖書館網頁，以便更有效地傳遞館訊，加快與圖書館使用者的聯繫與溝通。



The library has been refurnished this year, in order to provide professional management resources to students and members in better environment. Also we have made our reading materials more accessible, in the hope of promoting a good habit of reading among our students. In recent years, there is an increasing number of borrowers and the majority of them are degree program students.

In the upcoming year, we aim to bring in more variety of books and simplify the online borrowing process. A library auditing will be held on December every year, some damaged or post-dated reading materials will be relocated or donated for better use.

## 出版刊物 PUBLICATION



## 《澳門管理人雜誌》

MACAU MANAGER MAGAZINE

由本會出版、澳門基金會資助的中文季刊《澳門管理人雜誌》已踏入第22個年頭。多年來我們秉持著創刊理念，與澳門特別行政區政府一起成長；聚焦全城熱點，為讀者帶來最新的管理資訊，並從管理學的角度探討不同的社會經濟民生問題。我們不斷追求革新，力求內容豐富多元化，每期雜誌的內容均緊貼澳門的社會動態，深入探討時下熱門話題，為廣大讀者提供一本優質的管理資訊雜誌。在2021年，我們出版了第85至88期：

Sponsored by Macao Foundation, published quarterly, Macau Manager Magazine has celebrated her 22<sup>nd</sup> Anniversary in 2021. Over the past years, we continued to strengthen ourselves in order to keep up with the development of Macao. In the years ahead, we will strive to pursue our mission - introduce the latest management information to our readers; investigate different social trends from the management point of view. We believe that Macau Manager will continue her direction to be the most informative and inspiring management magazine in Macao. In 2021, we have published a total of 4 issues including No. 85, 86, 87 and 88.



聯繫  
LIAISON



# 對外聯繫

LIAISON

本會積極參與國際性交流活動，期望藉此將鄰近國家和地區的最新管理資訊帶到本澳，以讓更多管理人受惠。

We believe in learning by exchanging. MMA has been actively participated in international exchange activities, hoping to make use of each opportunity to exchange management knowledge with neighboring regions and countries.

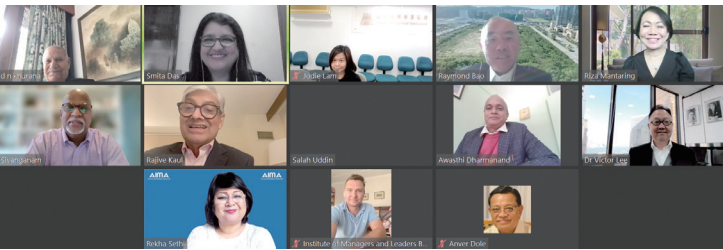
## 參與亞洲管理專業組織聯會理事會會議

AAMO COUNCIL MEETINGS



本會分別於1月、4月及11月參與了亞洲管理專業組織聯會（AAMO）於線上舉行的理事會會議，與會成員分別來自澳洲、香港、印度、澳門、馬來西亞、尼泊爾、紐西蘭、巴基斯坦、菲律賓及斯里蘭卡的管理專業組織。

MMA attended three Council Meetings of Asian Association of Management Organisations (AAMO) in January, April and November online via Zoom. Attendees were from Management Associations of Australia, Hong Kong, India, Macao, Malaysia, Nepal, New Zealand, Pakistan, Philippines and Sri Lanka.



## 主辦亞洲管理挑戰賽

ASIAN MANAGEMENT GAME 2021

由本會主辦、澳門基金會資助的亞洲管理挑戰賽已於7月結束。冠軍由印度企業隊奪得，而巴基斯坦及香港企業隊分別獲得第2和第3名。參加是次賽事的國家及地區包括香港、印度、澳門及巴基斯坦。

Sponsored by Macao Foundation, MMA had organized the Asian Management Game as one of the AAMO activities which was completed in July. The Champion went to India corporate team, the 1<sup>st</sup> Runner-up and the 2<sup>nd</sup> Runner-up went to Pakistan and Hong Kong corporate teams respectively. The game had attracted competitors from Hong Kong, India, Macao and Pakistan.



## 澳門管理專業協會年度報告2021

Macau Management Association Annual Report 2021

出版：	澳門管理專業協會 澳門新口岸上海街一百七十五號中華總商會大廈九樓
Publisher:	Macau Management Association Rua de Xangai 175, Edif. ACM, 9 andar, Macau
編輯：	澳門管理專業協會
Editor:	Macau Management Association
設計及印刷：	南舍設計有限公司
Design & Printing:	WayNand Design
印數：	350本
Print Run:	350 copies
出版日期：	2022年7月
Date of Publication:	July 2022

©版權所有，不得翻印。  
Copyright © Macau Management Association all rights reserved





**澳門管理專業協會**  
**Macau Management Association**