

ITP



LINK

The Newsletter for Members of

the Institute of Training Professionals

## Training Requirements for Mainland Companies

Sam Ying, *FITP*

Last year, the Hong Kong financial market has been most successful for the raising of corporate funds. The volume of funds raised was even bigger than those in other major financial centres such as New York and London. It has been the aim of the Hong Kong government to position Hong Kong as the financial centre of Asia. As a result, Hong Kong has attracted a number of major mainland companies coming to Hong Kong for public listing at its stock exchange. This has set a model for many ambitious and growing mainland companies to come to Hong Kong to expand into the global market through setting up branch operations here. The setting of an operation in Hong Kong is a logical means to tap the international market as foreign companies may have better confidence dealing with Hong Kong companies.

For the mainland companies that wish to operate in Hong Kong, and even for those who are new comers to Hong Kong, they are faced with an important issue of knowing about how to manage their business effectively here. The mainland managers, after having a preliminary field study, or perhaps attending a short business orientation training programme, would quickly realize that there is a gap, and could be a big one, between mainland business operations and Hong Kong business operations. Those who are serious about

expanding their operations to Hong Kong would be looking for ways to narrow the gap. The quick mean is by way of training, or by hiring those who possess these skills to work for them. These may cover areas such as:

- 1 A full understanding of the business environment and systems in Hong Kong.
- 2 The ways to establish an international business network through setting up business operations in Hong Kong.
- 3 The way of running business in Hong Kong, including an understanding of the Hong Kong business laws, bribery law, and employment and accounting practices.
- 4 The corporate image of the companies and the professional image of their key staff.
- 5 The ways to re-structure their company, including management systems, accounting and reporting procedures.
- 6 The ways of raising funds, and more importantly, how to re-structure and streamline their company operations in order to meet banker, investor or listing requirements.
- 7 The ways Hong Kong companies are being run and managed, in particular, the cultural differences between Hong Kong and the mainland.
- 8 The fundamentals of business languages, in



Beyond Free Coffee and Donuts – Marketing Training and Development (BFC&D) by Sophie Oberstein helps the trainer develop themselves into a Training Marketer through maximizing their training appeal and designing and writing marketing campaigns which work. Oberstein contends that BFC&D is not about “butts on seats” but about using “marketing to understand what motivates people and organisations to invest in developments and to set the stage to convert motivation into action.”

The book comes in the form of a workbook with easy to use exercises. Although the exercises can inhibit smooth reading it proves to be a useful tool kit if the reader approaches it as a training programme in itself. BFC&D also looks at issues from the point of view of the internal as well as the external trainer. As a training consultant, I found it useful to look at the sections dedicated to the internal trainer to understand the challenges faced by my business contacts better. Motivation is a strong thread in this book and we start with addressing our own motivation through the learners, the organisations and the buyers.

Section two of the book moves on to examining

marketing nuts and bolts. Those of you with a sound marketing background may find this a little simplistic, those of you less familiar with marketing are sure to benefit. Personally, I found the section on formatting like a graphic designer rather basic. Very few people are able to produce good graphics, however wonderful the software to hand. I would suggest glossing over this section to have an understanding of graphics when speaking to a professional designer. After all, there are plenty of good inexpensive designers here in Hong Kong.

Finally BFC&D takes us through a couple of marketing campaign case studies to consolidate what has been covered in the book. On the whole this book will help you improve your training company’s profits if you are a consultant and enhance your leverage if you are an internal trainer.

To me, the section I found most useful was at the beginning of the book where I analysed my own competencies. I found few surprises on my strengths and weaknesses. However, I did find that my computer proficiency is lacking. Does anyone out there have a great IT course they want to market to me?

Title: Beyond Free Coffee and Donuts – Marketing Training and development  
Author: Sophie Oberstein  
Publisher: ASTD Press  
Year: 2003  
Price: \$38 US

Rachel Hodson, MITP, who owns Paradigm Training has been conducting communication skills training in Hong Kong, Macau and China since 1987. To find out more about her company go to: [www.paradigm.hk](http://www.paradigm.hk) , email: [Rachel@paradigm.hk](mailto:Rachel@paradigm.hk), telephone: 2214 9575

## Joint ITP / PMA Visit to the Hong Kong Wetland Park

### An Introduction of its Volunteer Training Programme

By Angela Lee, *AMITP*

The Institute had organized a Continuous Development activity on 24 February 2007: -a visit to the Hong Kong Wetland Park in Tin Shui Wai. According to the Lunar Calendar, the day was supposed to be the birthday of all human beings on earth. To celebrate this festive day, a total of 19 participants, including six guest-participants from the People Management Association chose to enrich themselves through learning more about the Volunteer Training Programme of the Wetland Park.

Participants arrived at the Park around 9:45am, and were immediately greeted by Ms. Carrie Ma, the Education Manager, and Mr. Sam Cheung, Supervisor in-charge of the Volunteer Training Programme at their Workstation, a seminar room just adjacent to the Park's main entrance.

Mr. Cheung gave us a detailed introduction about the background and the development of the Park. It was one of the Millennium Projects of the HKSAR Government in 2000. With a budget of HK\$500 millions, this 61-hectare Park is about three times the size of the Victoria Park in Causeway Bay. After 5 years of development, it was officially opened to the public in May 2006. There are three important objectives for building the Park, namely: -

- 1) For the development of tourism;
- 2) For the preservation of ecosystems of the area; and
- 3) For the provision of environmental education to the general public.

On the basis of these Park objectives, the mission of the Volunteer Programme is to recruit volunteers from the community who are committed to convey **GREEN** concepts to every visitor to the Park. The motto for the volunteers

is 'Conservation of Wetland Starts with Me'!

Anyone who has reached the age of eight can apply as a volunteer. Since 2002, when the first stage of the Park's construction work had commenced, more than 900 volunteer-applications had been received. For the new applicants, the Park's Training Team will arrange a briefing session for them and invite them to offer 12 hours of service in different site areas, such as tree-planting and grass removal. This will let them experience the hardship as well as the happy side of being volunteers in the Park. After this initial orientation, they will be officially admitted as the Park's Volunteers to receive more advanced training for sharpening their professional skills and knowledge. Volunteers can select a specific field for upgrading their knowledge. For example, if a volunteer wants to be an Eco Tour Guide, he or she must know and be able to speak professionally on 30 species of plants in the Park.

Usually, the turnover rate of volunteers is high at this early stage of orientation. Strictly speaking, this 12-hour service also serves as a test on the volunteer's commitment. At the present moment, there are about 200 officially recognized volunteers offering steady services in the Park. Among these 200 official volunteers, the more experienced volunteers, especially those who have been working as tour guides, will be invited to serve as trainers for conducting training to the new comers. Since there are only four full-time staff members in the Park's Training Team, there is a long waiting list of over 2000 applicants waiting to attend the orientation sessions. It is expected that each group of a hundred new volunteers will be selected to attend briefing sessions held twice a month.



At the end of the detailed briefing given by the staff of the Park, Mr. Alfred Ho, the ITP's first Vice-Chairman, was invited by the Park's Training Team to deliver a short presentation on Adult Training and how it relates to the organizational effectiveness. Some experience sharing followed.

After the briefing and experience sharing session,

Mr. Sam Cheung spent another two hours with us touring around the Park, highlighting the various wetland plant and bird species as we went along. We would like to thank Mr. Cheung for his time and hospitality for making this visit most enjoyable and educational.



*Mr. Fred Kwan, Chairman, and Dr. Denny Chow, General Manager, of ITP presented a souvenir to Mr. Sam Cheung.*



*A volunteer demonstrated his story-telling skills.*

**You can find more photos at the Photo Gallery of ITP Website!!!**

***ITP LINK Editor : Sunny Chan***

**培訓專業學會**

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## MEMBERS OPINION SURVEY

To help us serve you better, please complete the following questionnaire.

### Are you a member of ITP?

(    )    Yes

(    )    No (go to Question 3)

### 1. How many years have you joined ITP?

(    )    2.1 Less than 1 Year

(    )    2.2 1 to 3 Years

(    )    2.3 4 to 6 Years

(    )    2.4 6 to 10 years

(    )    2.5 More than 10 years

### 2. What are the attractions for you to join ITP? (Please rate the importance below.)

	Lowest					Highest	
3.1 Reasonable Admission Fee	1	2	3	4	5	6	7
3.2 Reasonable Annual Membership Fee	1	2	3	4	5	6	7
3.3 Networking with those in the field	1	2	3	4	5	6	7
3.4 Acquisition of new knowledge	1	2	3	4	5	6	7
3.5 Professional Activities	1	2	3	4	5	6	7
3.6 Recognition	1	2	3	4	5	6	7
3.7 Others (Please specify: _____)	1	2	3	4	5	6	7

### 3. What activities you are mostly interested? (Please rate the importance below.)

	Lowest					Highest	
3.1 Seminar	1	2	3	4	5	6	7
3.2 Training Practices course	1	2	3	4	5	6	7
3.3 Company Visit	1	2	3	4	5	6	7
3.4 Study Tour to China or Macau	1	2	3	4	5	6	7
3.5 Social Gathering (Please specify: _____)	1	2	3	4	5	6	7
3.6 Others (Please specify: _____)	1	2	3	4	5	6	7

### 4. Any other comments:

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PLEASE RETURN THIS TO:

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Thank you!