



筑东西文化融合的桥梁，建企业管理精英的殿堂

To Bridge China and the West To Drive Your Professional Growth in Business

《行政人员企业管理商务沟通课程》重文化交流体验 “Management Communication Programme” Emphasizes Cross-cultural Encounters



自 2005 年以来，国家开发银行与亚太工商研究所合作安排了四批约 130 名业务骨干和企业管理人员前往香港中文大学参加为期四周的《行政人员企业管理商务沟通课程》。为了全方位的提高学员的企业管理和商务沟通，以及加深跨文化体验，本年度课程安排国内学员跟国际培训班的海外学员和金融界行政人员一起上课及聚餐。各种研讨会和论坛的内容包括商务沟通、跨文化企业管理、经济学和财务管理及全球经济发展等专业知识。课程皆由香港中文大学教授、金融机构的专家以及优秀企业代表采用全英语交互式授课。更安排学员到不同的金融机构参观。同时为遵循学以致用宗旨，要求学员准备毕业论文，并在培训课程结束前作个别发表。培训结束后学员一致表示收获很大，良好沟通技巧有助跨文化管理，而和外籍学员上课，英语水平都提高了。

APIB held its annual month-long Management Communication Programme for the China Development Bank (CDB) at the CUHK campus in April. 130 CDB executives have participated in the programmes since 2005. Cross-cultural encounters, joint sessions and luncheons with graduate students and business executives from various regions offered participants with rich experiences. Workshops on business communication, seminars on finance, cross-cultural management and global economy were conducted by the CUHK faculty and finance experts. Visits to financial institutions were also arranged. Participants gained knowledge and insights on cross-cultural management in finance industry and greatly enhanced their communication skills by participating in interactive learning guided by faculty facilitators.





以中国营商为主题的国际交流课程

Doing Business in China: The Theme of Residential Programme at the CUHK



亚太工商研究所每年都和多所海外院校的工商管理硕士课程举办以中国营商为主题的国际交流课程。课程不仅为外国行政人员提供从中国文化背景出发研习工商管理的机会，并加入探讨新兴经济和跨文化交流的元素。借着我们的全球合作伙伴网络，部分课程更安排与国内学员一起上课、参加各种活动，让双方亲身感受跨文化交流。课程透过讲课、小组活动、公司参观及聚餐等进行。课程安排学员到中国进行公司访谈，跟内地企业家及管理人员交流，丰富经验。此外还安排了精彩的文化活动。学员都认为课程不但给予他们深刻的文化体验，更对营商管理观点有新的理解。

Every year, APIB hosts numerous international study programmes at the CUHK for universities around the world. The programmes comprise seminars, group presentations, company visits, luncheons and China trip. A China trip allows participants interact with entrepreneurs and executives operating business in China. Cultural immersion activities are also arranged. Participants value the cultural experience and new perspectives they gained on business management. It provides overseas executives with excellent opportunities to study business management in context of Chinese culture and values that help them understand the impacts of emerging economies. Our extensive network of global partners makes different delegations to participate in joint lectures and activities possible.