

## **How Chinese Suppliers Manage Their Large Customers**

**Programme Code: S110620S** 

The seminar will focus on exploring how Chinese suppliers win contracts and manage large international customers. The speaker will share his view on the main challenge faced by Chinese suppliers and whether this challenge is associated with a specific strategy. The following specific questions will also be discussed.

- What emphasis do Chinese suppliers place on the use of different performance measures?
- Do suppliers that align their measures with the largest customer perform better?
- Do suppliers with customers for a longer period use different performance measures?
- Do Chinese suppliers manage customers from different countries differently?
- Do Chinese suppliers that have specific strategy for their largest customer have different performance measures?
- With regard to risk assessment how Chinese suppliers are managing the key challenges associated with rising material and labour costs?

Date Monday, 20 June 2011

Time 6:30 p.m. – 9:30 p.m.

**Venue** Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House,

213 Queen's Road East, Wanchai, Hong Kong.

Format Seminar

Language English

Fee HK\$430 for HKICPA member or student; and IA/ HKIAAT's member or student

HK\$420 for online enrolment HK\$700 for non-member

**Objectives** 

To discuss how Chinese suppliers manage their large customers with materials based on over 200 face to face interviews with Chinese suppliers during the past 12 months. The seminar will focus on the following learning competencies:

- Performance measurement
- Strategy and alignment of performance measurement
- Customer relationship management
- Risk assessment

Speaker Prof. Neale O'Connor, Associate Professor, School of Business, The University of Hong

Kong

Participants Accountants who want to understand more about the sales function of a firm and develop

their strategic decision making skills

**Competency** Management Accounting, Control and Performance Evaluation

Rating Intermediate Level (Please refer to the Institute's online CPD Learning Resource Centre)

CPD hours 3

## HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

## CPD ENROLMENT FORM (For Support Programme)

Finance & Operations Department, Hong Kong Institute of CPAs, 37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

To confirm your CPD booking, just log on to "MyCPA" at http://www.hkicpa.org.hk

Please click here for online enrolment (for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381

e-mail: finance@hkicpa.org.hk

: 2893 9853

Course Information Enquiry: 2287 7386

e-mail:cpd@hkicpa.org.hk

FOR OFFICE USE

## Deadline: 7 working days before the date of the programme

Full Name of Participant(s)

No.	No.	Status (1)	(Block Letters)	Compa	iny		Sys	tem <sup>(2)</sup>	Code			(HK\$)				
1																
2																
3																
4																
5																
							•		T	otal	(HK\$	5)				
The The Cont	Institute's d	erves the ecision is	enrolment form 10	enjoyment of more members in this event.  olment form 10 working days before the event.  Fax No.: E-mail:												
☐ Cheque (payable to "Hong Kong Institute of Certified Public Accountants")																
Cheque No.:					Bank:											
	Visa / Mast	er Credit (	Card	Card Number :												
	irdholder's N lease print)	lame :	Card Expiry Date (month/year) :													
Date :				Cardholder's Signature :												
				FOR OFFICE USE												
			Auth. Code No.			На	Handled by				Date					
Note	Notes: 1. Membership Status: NP = Non-Practising, P = Practising, IA = International Affiliate, S = Student, HKIAAT = HKIAAT Student or Member, GAA = GAA Passport holder, NM = Non-Member.															

- in this column to indicate you wish to register by Computerized Ticketing System. Instead of a ticket you will receive a confirmation receipt by post. Details of the system can be found at <a href="http://www.hkicpa.org.hk/membership/cpd/ticket.php">http://www.hkicpa.org.hk/membership/cpd/ticket.php</a>.
- All applications are on a first-come-first-served basis. In the event of over-subscription, priority will be given to members and students of HKICPA.
- 4 Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute. Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
- 5
- Successful applicants will receive admission ticket or confirmation notice (for those who opt for Computerised Ticketing System) at least 3 working days before the 6 event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
- NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a 7. substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
- All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is 8. hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
- 9 The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances.
- 10 All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled.

Please fill in the following label CLEARLY for mailing of admission ticket:

Name :	Name :
Company :	Company :
Address :	Address :