

**FOR IMMEDIATE RELEASE**

## **MOU Signed between Hong Kong Quality Assurance Agency and Shaanxi Province Quality and Technology Supervision Bureau**

*(17 October 2016, Hong Kong) The Shaanxi-Hong Kong Branding and Quality Forum was successfully held at Marco Polo Hongkong Hotel today. A Memorandum of Understanding (MOU) was signed between Hong Kong Quality Assurance Agency (HKQAA) and Shaanxi Province Quality and Technology Supervision Bureau (Shaanxi QTS) to jointly facilitate the industrial and economic development in both Hong Kong and Shaanxi.*

### **Support from Government and Industry**

The MOU was signed by Dr Michael Lam, Chief Executive Officer of HKQAA, and Mr Qiao Jun, Director of Shaanxi QTS. Witnesses at the signing ceremony included Mr Zhang Xiaoning, Deputy Secretary-General of the People's Government of Shaanxi Province; Mr Xue Hua, President of China Council for the Promotion of International Trade, Shaanxi Sub-Council; Mr Li Wei, Deputy Minister of the Shaanxi Provincial Committee Propaganda Department; Mr Kan Kaipei, Deputy Director-General of Shaanxi Province Foreign Affairs (Overseas Chinese) Office; and Mr Jing Quiquan, Assistant Counsel of the Department of Commerce of Shaanxi Province. Witnesses from HKQAA were its Chairman, Ir Dr Hon. Lo Wai Kwok; Deputy Chairman, Ir C. S. Ho; Governing Council members, Ir Edmund Leung and Mr Johnny Yeung; and Chief Operating Officer, Mr P. C. Chan. Senior government officials and corporate representatives from both regions also attended this special event. Business leaders shared their insights on the future development of the regions during the forum.

### **Utilising Complementary Advantages to Foster Economic Development**

Hong Kong is not only an international financial centre, but also a trade hub for brands around the world, in the words of Mr Zhang Xiaoning. The Hong Kong Government highly values the role of conformity assessments and has enjoyed significant success in brand building and quality management. By utilising their respective advantages, HKQAA and Shaanxi QTS can jointly preserve and extend the success of Shaanxi-Guangdong-Hong Kong-Macao Economic Cooperation.

Under the framework of the Belt and Road Initiative, the relationship between Shaanxi and Hong Kong will be much closer. Ir Dr. Hon. Lo Wai Kwok said that the strategic partnership between the two organisations can foster cooperation in four key areas: quality certification, assessment, training and branding. The partnership will stimulate the development of regional industries and promote professional practices to improve business performance and enhance the publicity of Shaanxi and Hong Kong brands, and will support the Belt and Road Initiative.

With the support of various sectors, it is believed that the cooperation will bring synergistic effects and showcase the importance of conformity assessment services in promoting economic development and creating a sustainable future for businesses and society in Hong Kong and Shaanxi.



MOU Signing Ceremony



Mr Zhang Xiaoning, Deputy Secretary General of the People's Government of Shaanxi Province, delivering the opening address



Ir Dr. Hon. Lo Wai Kwok, Chairman of HKQAA, gives a speech at the forum



Dr Michael Lam, Chief Executive Officer of HKQAA,  
gives the vote of thanks

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**For enquiries, please contact:**

Hong Kong Quality Assurance Agency – Corporate Communications Unit  
Mr. Eastro Mak / Ms. Bonnie Po  
Tel: 2202 9569 / 2202 9303  
E-mail: eastro.mak@hkqaa.org / bonnie.po@hkqaa.org

**HKQAA Background**

Hong Kong Quality Assurance Agency (HKQAA) is a non-profit organisation established by Hong Kong Government in 1989. As one of the leading conformity organisations in the Asia-Pacific region, HKQAA is committed to providing certification and assessment services. Through knowledge sharing and technology transfer, HKQAA helps enterprises enhance management performance and competitiveness. Apart from introducing world-class management systems to Hong Kong, HKQAA has also developed a wide range of innovative services to cope with increasingly diversified market demands and the growing need for sustainable development, bringing benefits to the community. Please visit <http://www.hkqaa.org> for further information.