

【Press Release】

FOR IMMEDIATE RELEASE

HKQAA Macau Branch Grand Opening Cocktail Reception

(18 July, 2017, Macau) The HKQAA Macau Branch Grand Opening Cocktail Reception was successfully held at Four Seasons Hotel Macao, Cotai Strip today. Dr Shuen Ka Hung, on behalf of the Secretariat for Economy and Finance, the Macau Government (Secretário para a Economia e Finanças, Governo da Região Administrativa Especial de Macau), officiated at the ceremony. Ms Leong On Kei, Macau Legislative Assembly (Assembleia Legislativa) member, Mr Mak Soi Kun, Macau Legislative Assembly member and HKQAA Governing Council member, and Ms Maria Helena de Senna Fernandes, Director of the Macao Government Tourist Office (Directora dos Serviços de Turismo) also participated in the ribbon cutting ceremony.

Nurture Talents to Optimise Macau's Advantages

The 13th National Five-Year Plan, the Belt and Road Initiative, and the Five-Year Development Plan of the Macau Special Administrative Region aims to foster Macau's industrial diversification and closer collaboration with Hong Kong, in order to improve the region's competitiveness in the international market. Hong Kong Quality Assurance Agency (HKQAA) has announced the opening of its Macau Branch to collaborate with local industry to optimise the business advantages of Macau, nurture talents and strengthen regional cooperation, in line with Government policies.

Dr Michael Lam, Chief Executive Officer of HKQAA, said, "HKQAA strives to train more professionals for Macau's industries, as well as facilitate the regional exchange of knowledge and experience. We are also dedicated to maximising the role of conformity assessment services in enhancing industry development and achieving management excellence. By introducing advanced international management systems and providing certification and verification services, we help local industry improve management performance and utilise its competitive edge. These services also encourage systematic energy and carbon management, which align with the Government's policy on environmental protection."

Promote Management Excellence and Sustainable Development

Over the years, HKQAA has developed various services to cope with market needs and in response to the social development of Macau. For example, we developed the Good Property Management Services Certification Scheme to assist property management companies to assess and improve service performance. Since 2014, HKQAA has provided technical support to the Quality Tourism Services Accreditation Scheme of the Macao Government Tourism Office, which aims at enhancing the service management of the food, beverage and travel agency industries.

In addition, HKQAA has worked closely with corporations and professional organisations in Macau. We have organised seminars on various topics, and invited industry leaders and experts to share their knowledge and experiences in order to

promote good practices, environmental protection and social responsibility. We have also encouraged the public and private sectors to create value and contribute to society.

Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA, said, “We believe that opening the Macau branch will further facilitate cooperation between the HKQAA, the Macau Government, industry and the community. I hope, in the near future, we can develop a closer relationship with different sectors, and jointly support the development of local enterprises, society and economy.”



Dr Shuen Ka Hung, on behalf of the Secretariat for Economy and Finance, the Macau Government (Left 4), Ms Leong On Kei, Macau Legislative Assembly member (Left 2), Mr Mak Soi Kun, Macau Legislative Assembly member and HKQAA Governing Council member (Right 2), Ms Maria Helena de Senna Fernandes, Director of the Macao Government Tourist Office (Right 3), Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA (Right 4), Ir C. S. Ho, Deputy Chairman of HKQAA (Left 3), Ir Prof Peter Mok, Honorary Chairman of HKQAA (Left 1), and Dr Michael Lam, Chief Executive Officer of HKQAA (Right 1) participated in the ribbon cutting ceremony.



Ir Dr Hon. Lo Wai Kwok, Chairman of HKQAA (Right) conveyed thanks to the officiating guest - Dr Shuen Ka Hung, on behalf of Secretariat for Economy and Finance, the Macau Government (Left).



Dr Michael Lam, Chief Executive Officer of HKQAA, delivered a speech at the cocktail reception.



HKQAA Governing Council members and guests made a toast during the ceremony.

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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.