

MOU signed with San Qin Brand Development and Promotion Centre of Shaan Xi Province

Joining Hands to Promote the Development of Brand Building in Shaanxi Province

On 18 June 2020, HKQAA signed a Memorandum of Understanding (MOU) with the San Qin Brand Development and Promotion Centre of Shaan Xi Province. Our aim is to utilise the advantages of both parties to jointly promote the establishment of service standardization system of Shaanxi social organizations and foster the high-quality brand image. In light of the pandemic, the MOU signing event was held via video conference.

The MOU was signed by Dr Michael Lam, CEO of HKQAA (middle, bottom right photo), and Mr Li Juncheng, Director of the San Qin Brand Development and Promotion Centre of Shaan Xi Province (right 2, bottom left photo). Mr Li and Mr P C Chan, Deputy CEO of HKQAA (left 1, bottom right photo) introduced the organisations' history, core business and development directions. The parties spoke about their visions and expectations for further exchange and cooperation.



The MOU will utilise the resources of both parties to foster exchanges and development of brand building in Shaanxi province.

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