

REPORT ON THE MICEMAN WORKSHOP
22 November 2007
New Annex, Central Government Offices
Hong Kong

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CHAPTER 1

INTRODUCTION – BACKGROUND OF THE MICE MAN WORKSHOP

Hong Kong has developed into a well-known destination for MICE (Meetings, Incentive Travels, Conventions, and Exhibitions) events. MICE is the locomotive of tourism, retail, logistics, and professional support services. It brings in high-yield visitors and raises the international profile of Hong Kong. With our professional and quality services, strategic location as the gateway city of Mainland China and strong network of Chinese and international buyers, Hong Kong has won the Best MICE City Award in 2008 Industry Awards¹.

2. In his 2007-08 Policy Address, the Chief Executive of the Hong Kong Special Administrative Region said,

“To meet intensified regional competition, we will enhance the appeal of Hong Kong as an international convention, exhibition and tourism capital. The Government will work more closely with the convention and exhibition, tourism and hotel industries to improve our competitive edge by seeking to host more mega international events. In parallel, we will actively work with various sectors to promote exhibition and convention tourism, and provide participants and tourist with more quality facilities, services and entertainment. We will also ensure a continuous supply of world-class professionals to support the rapid development of relevant industries.”

3. In response to the Chief Executive’s Policy Address 2007-08, a cross-sector Steering Committee on MICE² was formed. Chaired by the Financial Secretary, the Steering Committee held its first meeting on 12 October 2007. A main task of the Steering Committee is to conduct a comprehensive review of and formulate relevant strategies for the MICE market in Hong Kong. In consultation with the Steering Committee, we have identified the following four major areas to improve our MICE market –

¹ Organised by *CEI Asia Pacific Magazine*. *CEI Asia Pacific* is the region's leading title for the convention, exhibition and incentive travel industry. It provides latest news of the industry, covers corporate meetings and incentive events, conferences and exhibitions and conducts case studies of regional events. The magazine is distributed monthly and has the highest circulation among magazines in same sector.

² The Steering Committee comprises representatives from the Government, the tertiary and training institutes, and the Hong Kong Tourism Board, as well as leading players in the convention and exhibition, tourism and hotel industries.

- (a) stepping up marketing efforts;
- (b) enhancing infrastructure and facilities;
- (c) revitalising the Hong Kong brand; and
- (d) retaining and nurturing talent.

4. Following up the recommendations of the Steering Committee, the Tourism Commission (TC) of the Commerce and Economic Development Bureau organised the first-ever MICEMan Workshop (the Workshop) on 22 November 2007 to provide a platform for leading professionals from the MICE and related tourism sectors, representatives of tertiary and training institutes, the Hong Kong Tourism Board (HKTB) and government bureaux/departments to exchange views on issues relating to the human resources development of Hong Kong's MICE market. Issues discussed included the major challenges in human resources development faced by the MICE and related tourism sectors, the provision of training courses at various levels to meet the evolving needs of these sectors, and the strategies in recruiting and retaining local and overseas talent to support long-term development of these sectors.

CHAPTER 2

THE MICEMAN WORKSHOP

5. The Workshop was kicked-off by the Secretary for Commerce and Economic Development, Mr Frederick Ma. Mr Ma delivered a keynote speech a copy of which is at Annex A. 82 market professionals from 47 MICE event organisers, travel agents, hotels, food and beverage conglomerates, together with representatives from tertiary and training institutes, HKTB and relevant Government bureaux/departments, participated in the three-hour workshop. A full list of the participating organisations is at Annex B and a programme of the Workshop is at Annex C.



Mr Frederick Ma, Secretary for Commerce and Economic Development, delivers a keynote speech

I. Plenary session

6. Four guest speakers were invited to speak on different topics to facilitate discussion at the Workshop. A gist of their remarks are recapitulated below.

Speaker 1: Ms Helen Chan, Assistant Director (Visa & Policies), Immigration Department, Government of HKSAR

7. Ms Helen Chan introduced the current immigration policies on entry of professionals, and outlined new measures for non-local students to stay in Hong Kong for 12 months and take up jobs after graduation. Facing serious labour shortage, the MICE sector would benefit from the relaxed policy under which more high calibre candidates could be recruited.



Ms Helen Chan outlines government policies on admission of non-local talents

Speaker 2: Dr Karin Weber, Assistant Professor in the School of Hotel and Tourism Management, the Hong Kong Polytechnic University;

Speaker 3: Dr K K Lo, Executive Director, Vocational Training Council (VTC); Deputy Executive Director (Policy & Development), VTC

8. Dr Karin Weber and Dr K K Lo shared their insights on training MICE talents in tertiary institutes. Both of them pointed out that Hong Kong had very few MICE specialised programmes and that awareness of the growing MICE sector remained limited. Student enrolment in MICE-related courses in the tertiary institutes was relatively low. According to Dr Lo, of the 3,559 VTC graduates from all tourism-related programmes in the 2007/2008 academic year, only 60 were from MICE-related programmes. Dr Karin Weber said that some overseas universities such as University of Nevada in Las Vegas, USA, offered

degree programmes specialising in MICE tourism and suggested that tertiary institutions in Hong Kong should set up similar programmes.



Dr Karin Weber (left) and Dr K K Lo (right) share information on MICE education in Hong Kong

Speaker 4: Mr Dane Cheng, General Manager of Cathay Pacific Airways and Chairman of the Travel & Tourism Education Programme

9. Mr Dane Cheng gave an overview of the candidature of the subject “Travel and Tourism” at secondary school certificate level. He pointed out that 5 096 students had taken the subject “Travel and Tourism” in the Hong Kong Certificate of Education Examination (HKCEE) in 2007, and that the number had doubled over the past ten years. This notwithstanding, about 50% to 60% of them failed in this subject every year. He stressed that both MICE and the whole tourism industry needed high quality candidates. Mr Cheng noted that the examination papers of Travel and Tourism might be too difficult for secondary school students. This might hinder cultivation of students’ interest in this subject, and deter them from pursuing a career in the tourism and MICE sectors. Thus, relevant government bureaux should review the curriculum and examine the reasons for the high failing rate.



Mr Dane Cheng gives an overview on “Travel and Tourism” curriculum

(With the speakers’ consent, a copy of their powerpoint slides is attached at **Annex D.**)

II. Group Discussion

10. Participants were divided into seven groups with a well mix of professionals from different sectors to promote fruitful exchange of views. They were invited to discuss the challenges faced by the MICE industry in recruiting and retaining talent; and to recommend directions to meet these challenges. They were also presented with a background note, at **Annex E**, on an overview of the various MICE-related courses offered by tertiary and training institutes funded fully and partially by the Government, as well as some other self-financing institutes. This note is not meant to be exhaustive as there are other private organisations which offer MICE-and tourism-related courses on an ad-hoc and short term basis.

Challenges faced by the MICE industry

11. Participants had an interactive discussion on the challenges in recruiting and retaining talent currently faced by the MICE sector. They identified several major challenges faced by the MICE sector, specifically –

- (a) manpower shortage and high staff turnover rate;
- (b) insufficient public awareness of the MICE sector and career;
- (c) a mismatch of MICE courses with market needs; and
- (d) inadequate language competence of trainees currently in the MICE sector.

Manpower shortage and high staff turnover rate

12. Participants noted that various policies and schemes have been implemented by the Government to attract qualified talents and professionals to work in Hong Kong to meet local manpower needs and enhance Hong Kong's competitiveness in the global market. However, participants generally noted a shortage of manpower and a high staff turnover rate within the MICE sector. For the exhibition sector, the gap was at the supervisory and middle management level, whilst in convention planning and logistics coordination, acute shortfall of employees was found at the frontline and junior levels. The tight manpower supply was particularly felt during the peak seasons of MICE events in Hong Kong, i.e. March to June, and September to January.

13. The high staff turnover rate might be due to the relatively unattractive remuneration package offered by the MICE sector vis-à-vis other servicing sectors, such as banking and finance. Besides, neighbouring destinations (e.g. Guangzhou, Macao and Singapore) were offering remuneration packages 30-50% higher than those in Hong Kong, and faster promotion paths. For instance, new-entry trainees only needed two to three years to get promoted to the management level in those destinations. There was a low retention rate amongst MICE event organisers. This was probably induced by the tedious job nature at the entry rank, as new-entry trainees were expected to go through the whole process of event organisation and related logistical work before managing client accounts individually. Very often, younger new-entry trainees could not stand the pressure.

14. Participants also noticed that experienced MICE professionals had a tendency to leave the sector after acquiring sufficient work experience, job knowledge and market contacts. The drainage of talent was high.

Low awareness and recognition of MICE industry

15. Participants felt that public awareness and recognition of the MICE sector was relatively low, as compared with other tourism and related sectors, such as hotels, travel agents and airlines. Although MICE was an evolving sector in recent years, it received limited recognition from teachers, parents, school leavers and the public. It appeared that the MICE sector did not offer a clear and promising career path for school leavers. Job seekers might also have been drawn to other industries with which they were more familiar.

Mismatch of MICE courses with market needs

16. Participants noted that our tertiary and training institutes offer various relevant programmes and courses at different levels, such as degree, sub-degree, and diploma levels. These programmes and courses would help equip potential employees with the necessary education and basic training for the MICE and tourism-related sectors. However, some industry practitioners pointed out that some of these MICE-related courses offered by tertiary and training institutes in Hong Kong were not able to meet the practical needs of the workplace. Training was focused more on theoretical aspects. Besides, the content of these courses only had limited coverage of the latest trend of the MICE market. This might be attributed to the lack of hands-on experience on the trainers' part, and the lack of MICE experts willing to spare their time to share experience with students. Some participants observed that instructors at tertiary and training institutes teaching tourism curriculum might not be specialised in teaching MICE courses. Thus, the MICE contents in the curriculum might have been overlooked.

Inadequate language proficiency

17. Some participants observed that in spite of the general satisfactory academic performance of the school leavers, the language proficiency in English and Putonghua of their entry level trainees was less than satisfactory. Participants were concerned that this would affect the quality of service and hinder the career advancement of these trainees, who might lose out to our neighbouring competitors in the long run.

Areas for Further Improvement

18. Workshop participants noted that both the Government and the tertiary and training institutes had been putting in efforts to develop human resources for the MICE sector. These were however not adequate to meet the above challenges. They made a number of proposals in the following directions to augment existing efforts –

- (a) the MICE sector should offer more attractive incentives to the employees. Such incentives might include better training and advancement opportunities;
- (b) to step up promotion of the MICE career in schools and the public;
- (c) to offer industry-specific training for teachers, students and current MICE employees; and
- (d) to implement policies that support human resources development of the MICE sector.

More incentives to attract talents

19. Some participants proposed that employers should provide more attractive incentives such as training, exposure and advancement opportunities for trainees and professionals in the MICE sector. In the face of keen competition from other servicing sectors in Hong Kong and neighbouring destinations, participants considered that more promising career path was needed to attract high calibre talent and retain experienced staff.

Stepping up promotion of the MICE career

20. Participants considered that it was important to promote the MICE career in schools and the public to enhance their awareness of the MICE career and its potential. Representatives from the tertiary and training institutes proposed that they invite more industry leaders to give lectures and career talks for students in secondary schools and tertiary institutions to introduce the career of MICE practitioners and daily operation of the MICE sector. Trade familiarisation visits for students and teachers would be useful for the latter to obtain on-site knowledge.

21. Higher public recognition would help create a professional image for the MICE sector. This would in turn trigger interest of school leavers and university graduates in joining the MICE sector. In this regard, some participants proposed that MICE professionals might consider establishing a trade organisation to enhance credibility of and public

awareness in the MICE sector.

Industry-specific training for trainers

22. Participants believed that industry-specific training for teachers, students and current MICE professionals would help upgrade labour supply in the sector. In this regard, some participants proposed that “train-the-trainer” programmes should be introduced. Besides, the MICE sector should also provide more internship opportunities for students of tertiary and training institutes to enhance their exposure to the practical job environment. Such internships could range from a few weeks to a few months to suit the design of curriculum of individual tertiary and training institutes.

23. Some participants also proposed that tertiary and training institutes should consider offering exchange programmes or joint courses with overseas tertiary and training institutes which provided MICE programmes to allow students to have exposure to the global development of MICE tourism.

24. To enhance the service quality of existing MICE practitioners, participants considered that employers should provide more on-the-job training for staff. In this regard, participants noted that the Employees Retraining Scheme and the Skills Upgrading Scheme could be appropriate conduits to organise tailor-made short-term courses for MICE employees and those job-seekers who were interested in pursuing a career in MICE but might not have the necessary qualifications.

25. To upgrade the language proficiency of MICE professionals, some participants proposed that short-term business language training courses should also be organised for new-entry trainees as well as employees of the sector.

26. Some participants also suggested that companies might consider the possibility of training and employing released offenders who could provide lower-skilled and logistics support for large scale MICE events and during peak seasons.

Facilitation by Government

27. In view of the above challenges, participants considered that one of the solutions was to increase the supply of talents. In this regard, while noting the various schemes that attract talents from overseas and the

Mainland were in place, participants supported the proposed arrangement that would further relax restrictions on non-local students from the Mainland and overseas seeking employment in Hong Kong after graduation. Participants also proposed that the Government should allocate more resources to tertiary and training institutes for MICE education, and review the curriculum of the subject “Travel and Tourism” at the HKCEE level in view of the introduction of “3+3+4” education system.



Participants discuss human resources development in MICE sector



Participants in their discussion

Chapter 3

POST-WORKSHOP SURVEY

28. The TC, in consultation with concerned Government bureaux/departments, has been following up with relevant recommendations made by Workshop participants. To further gauge their views, we conducted a post-Workshop survey in December 2007. A copy of the questionnaire is at **Annex F**. About 20% of the Workshop participants responded to the questionnaire. In general, all but one respondents were of the view that the Workshop on 22 November 2007 was very effective. All respondents expressed that they would like to attend the second Workshop when TC organises one in the future. The following seeks to recapitulate the survey findings.

Question (1) of the survey: To enhance the qualifications of MICE practitioners, what courses should be incorporated in the curriculum of universities and training institutes? Please also state the length of such courses.

29. Respondents opined that courses offered by tertiary and training institutes should have different foci. The duration of courses offered by tertiary institutions at undergraduate or above level was usually longer and aimed at training staff at the management level. Examples of courses suggested include MICE Management, Travel Management, Risk Management and Communication Studies. Courses offered by training institutes at certificate and diploma level should target at training operational and supporting staff. Examples of such courses include Logistics, Stage Building, Catering, Customer Services, and Sound, Light and Audio Visual. Respondents again pointed out that English and Putonghua enhancement courses should be incorporated in both tertiary and training institutes.

Question (2) of the survey: What short and ad-hoc courses should be offered under the expanded Employees Retraining Scheme?

30. Respondents commented that courses focusing on the practical operation of the MICE sector should be provided under the expanded Employees Retraining Scheme with shorter duration and at more flexible hours. Examples included MICE Booth Design and Operations, Stage Building, Audio-visual Operation, Language and Communication, Catering and Computing. These courses would allow more opportunities for “refresher” training for incumbents and also for elementary level training

for new entrants of the MICE sector.

Question (3) of the survey: What Government assistance could be provided for the MICE sector?

31. Respondents' comments on this question could be classified into five categories –

- (a) Policy Support - The Government should establish a blueprint on MICE market development, set up a dedicated MICE team to coordinate the market development and its training needs, relax visa requirement for MICE event participants from overseas, facilitate cooperation between HKTDB and the Hong Kong Trade Development Council (HKTDC) in market promotion, and enhance cooperation between the MICE sector and the education institutes in training MICE talent;
- (b) Hardware Development - The Government should consider developing and promoting new tourist attractions for MICE event participants and their accompanying family members, and facilitating construction of the third convention centre to accommodate more large scale and prestigious MICE events;
- (c) Education – A more comprehensive policy should be in place to strengthen students' language skills. Subsidy might be provided for students enrolled in MICE courses;
- (d) Research and Development - A manpower survey should be conducted by the Government to help assess the training needs and opportunities of the MICE sector;
- (e) Financial Support - The Government should consider granting the MICE event organisers tax concession and assisting the sector to bid for more internationally recognised events; and
- (f) Branding - The Government should facilitate organisation of field trips to competing overseas or neighbouring cities for MICE traders, publication of a directory of market players in the MICE sector, such as MICE event organisers, travel agents, venue operators, hotels, etc, and organisation of a MICEMan Workshop twice a year. This would help promote the professional image of the MICE sector.

CHAPTER 4

ACTION PLAN

32. The TC will undertake /have undertaken the following tasks, with input from relevant Government bureaux/departments/agencies –

- (a) *A manpower survey to provide input to the planning of tourism and MICE academic programmes (target timeframe: 2008)*

TC will conduct a manpower survey in 2008 to help assess more accurately the training needs of the MICE sector and the opportunities available in tertiary and training institutes. The survey will target at MICE event organisers, hotel operators, convention and exhibition venue operators, travel agents, tertiary and training institutes, airlines, HKTB and Government bureaux. We shall share the findings with the tertiary and training institutes to facilitate their course planning and curriculum design for the MICE and related tourism curriculum³.

- (b) *Employees Retraining Scheme (ERS) to offer new courses for the MICE sector (target timeframe: from 2008 onwards)*

TC has relayed to the Labour and Welfare Bureau and the Employees Retraining Board the recommendation by Workshop participants and findings of the questionnaire survey on the new courses that may be offered under the ERS for incumbent and prospective MICE professionals. These proposed new courses are on –

- MICE booth design and operations;
- Stage Building;
- Audio Visual Operation;
- Language and Communication;
- Catering; and
- Computing

³ In this regard, TC notes that the tertiary institutes funded by the University Grants Committee are autonomous statutory bodies governed by their respective ordinances. They enjoy autonomy in their academic planning and curriculum development.

In relation to this, we are pleased to note that the Employees Retraining Board (ERB) will launch a vocational training course on Exhibition Stand Building in the second quarter of 2008. For 2008-09, the ERB plans to offer training programmes in MICE Project Assistant and Travel Consultant. Other training programmes relevant to the MICE industry including Stage Building, Events Management, Logistics, Catering are also included in the course plan for 2008-09. These courses will be of shorter durations comparing to those full time programmes offered at tertiary institutions and their extension arms (ranging from 160 hours to a maximum of 300 hours) and employment oriented. ERB will also offer placement service for these course participants who would be referred to relevant openings in the sector.

We believe that participation of the industries is important to ensure wide recognition of the courses offered. In this regard, we note that the ERB plans to set up a Tourism Industry-based Consultative Network (ICN). Under the Tourism ICN, it is planned that a MICE Industry Advisory Group will be set up which will be made up of industry representatives who have insights into and commitment in the development of the industry and its manpower, including employers, professionals, employees and training institutions.

In future, the ERB will provide skills upgrading courses on a part-time basis to help employees enhance their value in their industries. It also intends to strengthen the provision of tailor-made courses catering for the needs of different sectors including MICE.

TC will continue to provide input to the ERB on the MICE sector's comments and feedback, and act as a bridge between the sector and the ERB.

(c) *Visa relaxation policy (target timeframe: ongoing)*

TC has been in close liaison with the Security Bureau (SB) and Education Bureau (EDB) on implementation of visa relaxation policy to attract and retain overseas and Mainland talent to work in Hong Kong.

The Government has announced changes to the Quality

Migrant Admission Scheme in January 2008 to cast a wider net for quality migrants. The existing upper age limit of 50 has been lifted so that applicants aged 51 or above are now eligible. The marking scheme has been adjusted so that younger degree holders (in particular those between 18 and 24) have a better chance to meet the minimum passing mark for further assessment. Furthermore, the Government will relax the immigration policy to allow non-local students to stay in Hong Kong for 12 months after graduation and seek employment.

TC will continue to relay industry feedback on the various policies and improvement measures to SB and seek further relaxation of the immigration policy, as appropriate, to help entice more talents for the MICE sector to be retained in Hong Kong.

- (d) *Creating a database of MICE event organisers and industry leaders (target timeframe: 1st quarter of 2008 and ongoing)*

The TC has set up, in January 2008, a database of MICE event organisers and industry leaders who are willing to offer trade familiarisation visits for students on MICE courses; and give career talks and “guest lectures” for these students. As at the date of publishing this Report, there are a total of 11 organisations and 12 speaker-volunteers listed on TC’s website at www.tourism.gov.hk. The TC has passed the information to the tertiary and training institutes for reference and will continue to update the database and share the information with tertiary and training institutes on a regular basis. We welcome more practitioners from the trade to join this voluntary service by emailing to tcenq@cedb.gov.hk.

- (e) *The review of secondary curriculum of “Travel and Tourism” as part of the “3+3+4” education reform (target timeframe: 2009)*

TC has relayed the recommendations by the Workshop participants to the EDB. The EDB has already reviewed the curriculum of “Travel and Tourism”. The new senior secondary Tourism and Hospitality Studies curriculum, to be taught in September 2009 for the first batch of secondary 4 students in the new education system, encompasses the updated content of Travel and Tourism in secondary 4 and 5

levels and a new module on hospitality. The subject aims to enable students to acquire comprehensive understanding of the tourism and hospitality industry, including personal qualities and attitudes that are valued by the industry. In addition, there are courses on Events Planning and Operation, Hospitality Services in Practice, Hotel Operation, etc, which will introduce to students the requirements, standards, and workplace environment of the related trades. These would provide students with early exposure of possible study pathways and work opportunities that help them make informed decisions about future study and career.

TC will continue to monitor and relay market feedback on the reform of the education system to the Education Bureau; and seek industry's support to widen the exposure of secondary students who pursue Tourism and Hospitality Studies.

- (f) *Strengthening coordination of MICE promotion efforts by various organisations, including overseas Economic and Trade Offices (ETOs), HKTDC, HKTB and Invest Hong Kong*

The TC has been working closely with ETOs, InvestHK, HKTB, HKTDC, other Government bureaux/departments, professional organisations, and event organisers, etc to drive attendance for confirmed MICE events and secure the host of others. We have prepared a "Hit List" of confirmed MICE events and a "Bid List" of events that are in the bidding process, and will keep these under regular review so as to better coordinate and amplify the synergy of these organisations and Government departments. We will report to the Steering Committee on MICE on progress made in this regard.

Vote of Thanks

33. TC wishes to thank all the participants of the Workshop which is the first-ever get-together of industry leaders in the MICE and related tourism sectors, representatives of the tertiary and training institutes and Government bureaux/departments/agencies to discuss human resources development issues pertaining to the MICE and tourism-related sectors. We would also like to thank the respondents of the December 2007 questionnaire who gave us valuable comments after the Workshop. The

comments and advice given at the Workshop and through the questionnaire survey are most valuable to our follow up work. We will upload the content of this Report onto TC's website and present this Report to the Steering Committee on MICE in March 2008.



The Commissioner for Tourism, Miss Au King-chi, concludes the Workshop

**Tourism Commission
Commerce and Economic Development Bureau
February 2008**

**SCED's speech at Workshop on Human Resources Development for
MICE and related-Tourism sectors (MICEMan Workshop)**

Distinguished guests, ladies and gentlemen,

I am delighted to be here today to join you at this MICEMan Workshop. This is the first-ever platform which brings together trainers, employers and policy makers to exchange views on human resources issues faced by our MICE industries. The training of new talent; retraining of those who are already on the job; and ways of attracting and retaining quality talent, both local and overseas, are all important for the further development of our MICE market.

The MICE sector has contributed significantly to our economy over the years, both in terms of income and employment generated. Because of all these economic benefits, the international and regional competition in the MICE industry has become increasingly intense. To stay ahead of competition, ensuring supply of quality human resources remains a key to success. We need to build on our existing pool of local and international talent, and work hand-in-hand with the training institutes, universities and employers in the field to bridge any gaps in our labour market.

To target this, I have a few questions in mind and hope that with your contribution today, we will have a clearer picture in mapping our way forward. First, are we producing the right and enough graduates to meet market needs and to respond to keen regional competition in the MICE industry? Second, what are the major challenges faced by the MICE industry in attracting, recruiting and retaining talent? Third, how can we enlarge our pool of talent, both from the local and overseas markets?

I believe the best way to get answers to these questions is through direct face-to-face interaction. We hope today's workshop will provide a forum for us to achieve this goal.

Ladies and gentlemen, we are now living in a world that is vastly more resilient, open and fast changing than ever before. To better serve our MICE industry, we need to ensure that our graduates can meet the requirements of the industry, and our existing MICE and tourism workforce is equipped to meet new challenges.

As mentioned by the Chief Executive in his Policy Address, it is necessary for the industry and the Government to think creatively and work together to enlarge our pool of human talent, in order to ensure adequate supply of quality talent to meet market needs. Today, we bring together not only key participants from the MICE industry, but also colleagues from the tourism, security, education and manpower policy fronts. I am sure your views would help give us inspiration as to how we may adjust our relevant policies to remove any bottlenecks for the industry to recruit the right talent, from local and overseas, for providing effective services to our MICE clients.

Lastly, I would like to thank our panel speakers today. They are Dr Karin Weber, Dr KK Lo, Mr Dane Cheng, and colleague from the Immigration Department, Ms Helen Chan. I would, of course, need to thank all of you once again for taking time to share with us your experience, wisdom and insight on human resources development for MICE and related tourism sectors. I look forward to your active participation to make the Workshop a rewarding event. No doubt the workshop would help shed light on our policy focus on MICE human resources in future.

Thank you.

22 November, 2007

Participating Organisations

Agility Fairs & Events Logistics Limited
Asia World-Expo Management Ltd
Cathay Pacific Airways
China Promotion Ltd
China Travel Service (HK) Ltd
Chinese Cuisine Training Institute
CIEC Exhibition Company (Hong Kong) Limited
CMP Asia Limited
Hong Kong Association of Registered Tour Co-ordinators
Hong Kong Association of Travel Agents Ltd.
Hong Kong Convention and Exhibition Centre (Management) Ltd.
Hong Kong Disneyland
Hong Kong Institute of Vocational Education
Hong Kong Tourism Board
Hong Kong Trade Development Council
Hong Kong Travel and Tourism Training Centre Ltd
Hongkong Japanese Tour Operators Association Limited (HJTOA)
Hospitality Industry Training and Development Centre
Island Shangri-la Hong Kong
Lan Kwai Fong Entertainments
Hon Howard Young, Member of the Legislative Council
Luk Kwok Hotel
Marco Polo Hotels Ltd
Ngong Ping 360 Limited
Northwest Airlines
Ocean Park Corporation
Pak Shing Travel Co Ltd
PC Tours & Travel

School of Continuing and Professional Studies, The Chinese University of Hong Kong

School of Professional and Continuing Education, the University of Hong Kong

Standford Hotels International Ltd

Swire Travel Ltd

The Chinese University of Hong Kong, School of Hotel & Tourism Management

The City University of Hong Kong

The Federation of Hong Kong Hotel Owners

The Hong Kong Jockey Club

The Hong Kong Polytechnic University, School of Hotel & Tourism Management

The Kowloon Hotel

The Open University of Hong Kong

The Travel & Tourism Education Programme (HK) Ltd

TKS Exhibition Services Ltd

Travel Industry Council of Hong Kong

Vocational Training Council

West Villa Group

Government Bureaux/Departments

Commerce and Economic Development Bureau

Education Bureau

Immigration Department

Invest HongKong

Tourism Commission

University Grants Committee Secretariat

會議展覽及獎勵旅遊業
人力資源發展工作坊

**Workshop on Human Resources Development for
MICE and related Tourism sectors
(MICEMan Workshop)**

二零零七年十一月二十二日(星期四)

22 November 2007 (Thursday)

- 2:10 p.m. 來賓登記就座 Registration
- 2:30 p.m. - 商務及經濟發展局局長馬時亨先生致歡迎辭
2:35 p.m. Opening remarks by the Hon. Frederick S MA, JP, Secretary for
Commerce & Economic Development
- 2:35 p.m. - 商務及經濟發展局局長馬時亨先生致送紀念品
2:40 p.m. Presentation of souvenirs by the Hon. Frederick S MA, JP,
Secretary for Commerce & Economic Development
- 2:45 p.m. - 專題講者作演講 -
3:05 p.m. Speeches by Panel speakers -
1. 職業訓練局署理執行幹事勞虔基博士
Dr K. K. LO, Acting Executive Director, Vocational Training
Council
 2. 旅遊及旅遊業課程主席程鼎一先生
Mr Dane CHENG, Chairman, The Travel and Tourism
Education Programme

3. Dr Karin WEBER, Assistant Professor, The Hong Kong Polytechnic University
4. 入境事務處助理處長（簽證及政策）陳詠梅女士
Ms Helen CHAN, Assistant Director (Visa & Policies),
Immigration Department

- 3:10 p.m. - 分組討論 + 問答環節
4:25 p.m. Group Discussion + Question and Answer Session
- 4:25 p.m. - 茶點 Tea Break
4:45 pm
- 4:45 p.m. - 小組主持人進行簡報
5:20 p.m. Presentation by moderators
- 5:20 p.m. - 旅遊事務專員區璟智女士作總結
5:25 p.m. Concluding remarks by Miss AU King-chi, JP,
Commissioner for Tourism
- 5:30 p.m. 工作坊結束 End of Workshop

* * *

Annex D

Powerpoint presentation of Ms Helen Chan, Assistant Director (Visa & Policies), Immigration Department of HKSAR

Admission of Non-local Professionals & Talent

By Ms. Helen Chan, Assistant Director
Immigration Department

Hong Kong SAR Government
Immigration Department

• Overview

- Existing channels to admit non-local professionals & talent
- Arrangements to be introduced to retain non-local graduates

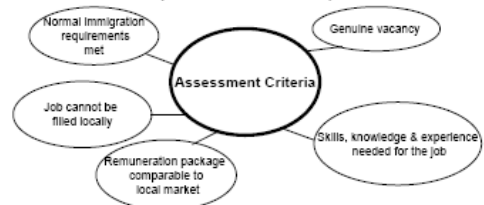
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• Existing channels to admit non-local professionals & talent

- General Employment Policy (GEP)
- Admission Scheme for Mainland Talents and Professionals (ASMP)
- Quality Migrant Admission Scheme (QMAS)

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• Assessment Criteria for Employment as Professionals (GEP and ASMP)



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• Overseas Chinese

- Open to overseas Chinese nationals holding PRC passport &
 - Having obtained overseas permanent residence; or
 - Having been residing overseas for at least 1 year immediately before submission of application
- May apply to enter the HKSAR under the arrangement of GEP



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• Entry Arrangement for Successful Applicant under ASMP

- Should apply to the Public Security Bureau Office in the Mainland for
 - Exit-entry Permit for Travelling to and from Hong Kong and Macau (EETP)
 - Relevant exit endorsement



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• **Quality Migrant Admission Scheme (QMAS)**

- Launched in 2006
- Facilitate entry for residence of highly skilled or talented persons
- Successful applicants not required to secure an offer of local employment before entry to the HKSAR
- Quota-based: 1 000 (for the 1st year); non sector-specific



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• **Entry of Dependants**

- Spouses and unmarried dependent children under the age of 18 may be admitted to join sponsors
- Dependants allowed to take up employment



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• **Subsequent Extensions**

- GEP and ASMTP
 - Normally follow 2-2-3 years pattern or in accordance with duration of employment contract (whichever is shorter)
- QMAS
 - Further extensions (2-2-3 years pattern) granted if evidence demonstrates that applicant:
 - has settled in the HKSAR; and
 - has made contribution to the HKSAR, such as engaging in a graduate, specialist or senior level gainful employment or establishing a business of a reasonable size



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• **Eligibility for Right of Abode**

- Upon completion of not less than 7 years continuous ordinary residence



**Arrangements to be
Introduced to Retain
Non-local Graduates**

• **Non-local Fresh Graduates**

- Non-local fresh graduates will be granted 12 months' stay
- Free to take up any employment
- Further extension of stay subject to
 - Having a job at a level commonly taken up by degree holders
 - Remuneration package is at market level



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Immigration Department**

• **Non-local Graduates Return to Work in the HKSAR**

- Non-local graduates may return to the HKSAR to take up employment if
 - Prospective job is at a level commonly taken up by degree holders
 - Remuneration package is set at market level
- Successful applicant will be granted an initial stay of 12 months
- Subsequent extension of stay will be granted if they continue their employment in the HKSAR



END

Thank You

Powerpoint presentation of Dr Karin Weber, Assistant Professor in the School of Hotel and Tourism Management, Hong Kong Polytechnic University

Continuous Education/Training Needs for the MICE Industry
 Dr. Karin Weber
 School of Hotel & Tourism Management
 Hong Kong Polytechnic University

Tertiary MICE Education

- Course Offerings focusing on MICE by Tertiary Institutions relatively recent
 - USA – University of Nevada, Las Vegas
 - UK – Leeds Metropolitan University
 - Australia –Southern Cross University

HKPU – MICE Education & Training

- Started in 2001 with two subjects (UG & G level)
- Degree Programs
 - BSc (Hotel)/BSc (Tourism)
 - MSc
 - PhD
- Executive Training Programs

HKPU – MICE Education & Training

<p><u>Undergraduate Level</u></p> <ul style="list-style-type: none"> • Focus Area <ul style="list-style-type: none"> – Meeting Management – Exhibition Management – Events Tourism – Convention Venue Management • Internship Component – HKCEC, ICC, individual hotels 	<p><u>Graduate Level</u></p> <ul style="list-style-type: none"> • MSc – Specialization <ul style="list-style-type: none"> – Convention Tourism – Meeting & Exhibition Management – Special Projects in Event Management – Quality Services Management • PhD
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Executive training programs on ad-hoc basis

Trends in Global MICE Education

- Rather than only offering MICE subject specialization within general tourism/hotel degree programs dedicated degree programs in MICE are developed in key destinations
 - University of Nevada, Las Vegas – US, Singapore
 - University of Queensland – Australia
 - Hallym University – Korea
 - Potential impact on competitive position of destination
- Hong Kong – constraints on such program developments

Key Priorities in MICE HR Development

- Industry-Specific Education
 - Meet demand for qualified/trained professionals
- Career Paths and Opportunities
 - Develop expertise/encourage retention
- Accreditation and Code of Ethics
 - Ensure professional standards

Key Priorities in MICE HR Development

- Career Paths and Opportunities
 - Need to understand careers of C&E Industry Professionals
 - On-line Survey - <http://shtm.smiling.hk/>
 - Career History
 - Career Motivations
 - Career Decisions
 - Career Satisfaction/Commitment

Q & A

MICEMan Workshop
Background information on MICE and Tourism-related courses

Tertiary and Training Institutes in Hong Kong

1. The Chinese University of Hong Kong (fully-funded by the Government)

◆ Degree

◇ B.B.A – Hotel and Tourism Management

- “Convention, Exhibition and Event Management” is one of the major elective courses

For details, please visit <http://www.cuhk.edu.hk>.

2. The Hong Kong Polytechnic University (fully-funded by the Government)

◆ Degree

◇ BA (Hons) Hotel, Catering & Tourism Management

◇ BSc (Hons) Hotel Management

◇ BSc (Hons) Tourism Management

- “Convention and Exhibition Management” is one of the Focus Areas of Study

◆ Higher Diploma/ Diploma

◇ HD Hotel Management

◇ HD Tourism Management

For details, please visit <http://www.polyu.edu.hk>.

3. Vocational Training Council (VTC) (partially-funded by the Government)

- ◆ VTC runs both well over 200 pre-employment and in-service education and training programmes at different levels. There are mainly three operating units offering courses related to the

hospitality industry at five different campuses and centres —

- ✧ The Hotel, Service and Tourism Studies Departments of the Hong Kong Institute of Vocational Education (IVE)—at Chai Wan campus, Haking Wong (Sham Shui Po) campus and Tsing Yi campus
- ✧ The Hospitality Industry Training and Development Centre (HITDC)—at Pokfulam and Kowloon Bay
- ✧ The Chinese Cuisine Training Institute (CCTI)—at Pokfulam and Kowloon Bay

- ◆ IVE mainly produces Higher Diploma and diploma graduates for junior supervisory positions in the hospitality industry; whereas HITDC and CCTI produce certificate graduates for the frontline and operative positions. Pre-employment courses cover Theme park, MICE (Meeting, Incentive, Convention and Exhibition) and Exhibition and Leisure, Events and Club Operations.

- ◆ Examples of MICE-related courses: Higher Diploma in Business Promotion and Event Management; Higher Diploma in Theme Park and MICE Tourism; and Higher Diploma in MICE Planning and Technology

- ◆ Training places of shorter duration are offered for in-service personnel to upgrade their knowledge and skills, covering Hospitality, Catering and Tourism Management and Supervisory Hospitality Operations

For details, please visit VTC's website at www.vtc.edu.hk.

4. School of Professional and Continuing Education, the University of Hong Kong (HKU, SPACE)

- ◆ Examples of MICE-related course: Higher Diploma in Tourism and Events Management; Advanced Diploma in M.I.C.E. and Event Management; Short Course on Events Operation; and Short Course on Event and Entertainment Operations Management

For details, please visit HKU SPACE's website at <http://hkuspace.hku.hk>.

5. School of Continuing and Professional Studies, the Chinese University of Hong Kong (CUHK, SCS)

- ◆ Examples of MICE-related courses: Advanced Diploma Programme in Event Management; and General course: Hospitality, Tourism and Service Management; Event and MICE Management

For details, please visit CUHK SCS's website at <http://www.scs.cuhk.edu.hk>.

6. School of Professional Education and Executive Development, Hong Kong Polytechnic University (PolyU, SPEED)

- ◆ Degree
 - ◇ Bachelor of Arts in Travel Industry Management
 - "Convention and Exhibition Management" is one of the elective courses

For details, please visit PolyU SPEED's website at <http://www.speed.polyu.edu.hk>.

7. School of Continuing and Professional Education, City University of Hong Kong (CityU, SCOPE)

- ◆ Degree
 - ◇ BA Hospitality and Service Management

- ◆ Diploma
 - ◇ Diploma in Hospitality Management

For details, please visit CityU SCOPE's website at <http://www.scope.cityu.edu>.

8. Hong Kong Travel and Tourism Training Centre Ltd.

- ◆ Examples of MICE-related courses: Higher Diploma in Travel & Tourism Management, Convention and Exhibition Management; and Certificate in Incentive Travel and Meeting Management

For details, please visit HKTT's website at <http://www.hktt.com.hk>.

**MICEMan Workshop
Post-Workshop Questionnaire**

To: Miss Theresa Yu
Tourism Commission
Tel: 2810 3620
Fax: 2801 4458
Email: theresayu@cedb.gov.hk

1. To enhance the qualifications of MICE practitioners, what courses should be incorporated in the curriculum of universities and training institutes? Please also state the length of such courses.

2. What short and ad-hoc courses should be offered under the expanded Employees Retraining Scheme?

3. In your opinion, what government assistance could be provided for the MICE industry?

4. Would you be interested to be a guest speaker at one of the training institutes to introduce your sector/industry to students?

Yes No

5. If you are holding any MICE events in future, would you be willing to allow familiarisation visits by students and faculty members to facilitate their better understanding of the MICE events and the work environment?

Yes No

6. Please state the degree of effectiveness of the MICEMan workshop held on 22 November 2007.

Very effective Effective Neutral Ineffective

Very ineffective

7. Will you attend the 2nd MICEMan workshop if we are to organise one?

Yes No

Thank you for completing the questionnaire.

Name : _____

Position : _____

Organisation : _____

Tel No/Email : _____

Date : _____

Tourism Commission
November 2007