

## Local News Express

### UPCOMING EVENTS

The following 3 events are  
Free for CMA Members

#### **An Introduction to Business Strategy Workshop** Wednesday, 21 March 2012, 6:30pm to 9:30pm

A workshop on Business Strategy will be conducted on Wednesday, 21 March 2012 at the CMA Australia Hong Kong Office. Dr Jag Kundi, CMA (Aust), FCPA (Aust), ACMA (UK), will introduce a number of useful management models including:



- Ansoff's Product / Market Grid
- Competitive Analysis: Porter's Five Forces
- The BCG Matrix
- SWOT Analysis
- Blue Ocean Strategy
- The Value Chain

Fees:

HK\$150 Students / Members (**full amount will be sponsored** by CMA Australia)  
HK\$200 Non CMA Members (Early bird offer—**free of charge before 16 March 2012**)

Registration:

Please email you full name and phone number to [info@cmaaustralia.org](mailto:info@cmaaustralia.org) or contact Ms Shirley Yu at 2574 1555 to reserve a seat.

#### **Free Seminar on Killer CV for Senior Executives**

Tuesday, 27 March 2012, 6:30pm to 8:00pm



A free seminar on tips to prepare a Killer CV for Senior Executives will be conducted on Tuesday, 27 March 2012 at the CMA Australia Hong Kong office.

Ms Zoe Wong, former HR Director of Henderson Land and Properties Ltd, will share her hiring experience with participants as well as what it takes for a Killer CV .

Registration:

Please email you full name and phone number to [info@cmaaustralia.org](mailto:info@cmaaustralia.org) or contact Ms Shirley Yu at 2574 1555 to reserve a seat.

#### **Networking Event - An Evening of Whisky Tasting- Friday, 30 March 2012**

Friday, 30 March 2012, 7:00pm to 8:30pm

A guided session of understanding the heritage, significance and taste appreciation of Blended Scotch Whiskies & American Whiskeys will be held on Friday, 30 March 2012 at the CMA Australia Hong Kong office.



Mr Stephen Mack, a renowned wine & spirit educator and speaker will host this Whisky Tasting Event. Stephen will lead you to understand more about whisky through six tastings with two typical brands in this unique evening.

Fees:

HK\$250 Students / Members (**full amount will be sponsored** by CMA Australia)  
HK\$300 Non CMA Members (cheque payment should be made payable to "CMA Australia")

Registration:

Please email you full name and phone number to [info@cmaaustralia.org](mailto:info@cmaaustralia.org) or contact Ms Shirley Yu at 2574 1555 to reserve a seat.

## CONDUCTED / ATTENDED EVENTS

### Wine Event on 17 February 2012

CMA Australia members have attended a Wine Event co-organized by Ascent Partners and REF Financial Press Limited on 17 February 2012.

Some photos of our members, participants and organizers are included below:



### Mediation Skills Seminar on 24 February 2012

A free seminar on Mediation Skills was conducted successfully at CMA Australia Hong Kong office on 24 February 2012. Our guest speakers Mr Simon Cheung, an accredited Mediator, and Mr Jacky Lai, a barrister and accredited Mediator, have introduced the basic concepts and importance of Mediation to the participants.

Some photos of our participants and guest speakers are included below:



## CMA AUSTRALIA FAST FACTS

### How Much Do You Know About Us?

The Hong Kong Office has recruited over 200 new students/ members in 2011. Let's take a closer look of our membership breakdown:

