



HONG KONG QUALITY MANAGEMENT  
ASSOCIATION  
香港品質管理協會

## WEEKEND SEMINAR

**Service Quality Series-Managing Knowledge for Service Quality**

### INTRODUCTION:

**This is the first of weekend seminar in this Service Quality Series on the managing critical knowledge in providing quality service. Case of Red Cross will be delivered to illustrate the implementation of Knowledge Management in an NGO to achieve performance excellence. HKQMA Register Quality Manager program graduate will present his project.**

### DATE:

30 May 2015 (Saturday)

### TIME:

1000 –1300 hrs

1300 –1430 hrs (Free Chinese Dim Sum Lunch - sponsored by the HKQMA)

**CPD: Each Participant will be awarded attendance certificate**

### FEES (INCLUDING LUNCH):

**\$200 for HKQMA and Supporting Organizations Members**

**\$300 for Non-Members**

### PLACE:

**LIFELONG COLLEGE (國力書院)**

Lecture Theater, 7/F., Good Harvest Commercial Building, 515-517

Nathan Road, Yaumatei, Kowloon. (MTR Exit B1)

(九龍油麻地彌敦道 515-517 號好收成商業大廈 7 樓演講廳)

### Topics (Cantonese with English Presentation Materials):

**1): Managing Knowledge for Service Quality**

(Speaker: Dr. Victor Leung of HKQMA)

**2): The Knowledge Management of Hong Kong Red Cross**

(Speaker: Mr. Justin Tse of Red Cross)

**3): RQM Project Presentation "A Road-map to Customer Satisfaction" - An Empirical Study of ISO printing in China."**

(Speaker: Mr. Anthony Lam of Hallmark Cards (HK) Limited)

### Profile of Speakers:

#### DR VICTOR LEUNG

Dr. Victor Leung, one of the Directors of HKQMA and the Secretary and Exco Member of Hong Kong Knowledge Management Development Centre, has many years' experience teaching and practicing KM.

#### MR JUSTIN TSE

Quality Management Manager of Red Cross in Hong Kong. Mr. Tse obtained his MSc degree in Knowledge Management (Distinction) from the Hong Kong Polytechnic University in 2008. He served as the Knowledge Management Officer in the Hong Kong Police Force from 2008. He joined the Hong Kong Red Cross (HKRC) in 2011 as Quality Management Manager and led the knowledge management project in the past 4 years. The HKRC is granted the Hong Kong Most Admired Knowledge Enterprise Award 2014.

#### MR ANTHONY LAM

Anthony holds a MBA in e-Commerce from the University of Ballarat, Australia and is working on DBA at the CityU, Hong Kong with the research area of Supply Chain Quality. He is also a Registered and Certified Quality Manager in Hong Kong, China and New Zealand, Certified Six Sigma Black Belt, Registered Lean Sigma Black Belt, Certified Lean Manager, Certified Supply Chain Manager, Chartered Scientist, and an Accredited Packaging Professional.

### Supporting Organizations:



**SSI 六式碼學會**



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