

Ngong Ping 360 昂坪360

“Ngong Ping 360 is a dynamic tourist experience that combines a stunning cable car journey with an impressive culturally themed village. We are providing an enjoyable experience, and a journey of enlightenment to all visitors.” says Andrew Chan, Sales & Distribution Manager at Ngong Ping 360 Limited.

Speaking to 39 students from Raimondi College at Ngong Ping 360 on March 25, as part of the Business-Schools Partnership Programme organized by the Chamber, Chan also introduced Ngong Ping 360’s marketing strategies to students.

“Marketing is how to plan and analyze the development of products so that they reach your target customers. We developed the Sky-Land-Sea Adventure at Ngong Ping 360 to attract our target customers,

as it showed them the blues and greens of Lantau, a different side of Hong Kong.” he explained.

Gordon So, Duty Manager, then explained the operation of the cable car system to the students. “Throughout this 5.7km bi-cable system, there are over 40,000 sensor signals generated from the automatic monitoring system per hour to ensure safety and reliability of the Ngong Ping 360 Cable Car.”

During the question and answer session, students asked where the company gets its inspiration from for developing new marketing strategies. “In Ngong Ping 360, we treasure the opinion of our staff. Like the idea of the crystal cabins originated from our staff. We always try to put all creative ideas into practice,” answered Chan.

After the presentation, students were treated to a free ride to enjoy the spectacular view of Lantau Island and see in action the safety mechanisms that So had explained to them. The visit ended at Ngong Ping Village.

This is the first time that Ngong Ping 360 Limited has participated in the Business-Schools Partnership Programme, and the visit aimed to give students more insight into the corporate world. ✨



Students' Views 學生評價



“Before this visit, I thought Ngong Ping 360 was just the cable car. Now I realize it is a means to enjoy Lantau's natural beauty and cultural heritage.”

— Chan Po Man

「我一直以為昂坪360只是普通的纜車，但現在我明白到它亦可讓遊人觀賞大嶼山的自然美景和歷史文物。」

——陳寶文

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“As students, we learn from teachers and books, but this programme allowed us to learn how the corporate world thinks.”

— Chung Cheuk Wing

「身為學生，我們的知識來自老師和課本，但這個計劃讓我們了解到商業世界的運作。」

——鍾卓穎



昂

坪360有限公司銷售及拓展經理陳慶華表示：「昂坪360結合了景緻怡人的纜車之旅和匯聚文化特色的昂坪市集，讓遊人充分體驗大嶼山的動感魅力。我們致力為所有遊客帶來一次愉快、有趣的身心啟迪之旅。」

透過總商會的「商校交流計劃」，陳先生在3月25日向到訪昂坪360的39位高主教書院學生，介紹公司的市場營銷策略。

他解釋：「市場營銷講求產品發展的策劃與分析，藉以接觸目標客戶。我們推出了『360海陸空全日通』，向遊客展現香港這個石屎森林以外的自然美態，從而吸引目標顧客。」

其後，當值經理蘇永波向學生講解纜

車系統的運作。「這套雙纜索系統全長5.7公里，沿途設有自動監察系統，每小時發放超過四萬個感應訊號，以確保纜車的安全和可靠性。」

在問答環節中，有學生問到該公司從何啟發出新的市場營銷策略。陳先生答道：「公司珍視員工的意見，就像水晶車廂這個意念，便是源自員工的構思。我們致力實踐每個可行的建議。」

簡介過後，一眾學生有機會免費體驗纜車之旅，欣賞大嶼山的壯麗景色，並親身了解蘇先生較早前所解釋的安全機制如何運作。活動最後於昂坪市集解散。

今次是昂坪360首次參與「商校交流計劃」，是次考察活動旨在讓學生加深對商業世界的了解。✿



“I was pleased to see this tourist attraction in Hong Kong, and was amazed by the spectacular view of Lantau from the cable car. I think it is important that we are aware of our environment in order to preserve its natural beauty.”

— Mak Chun Him Anson

「很高興能夠暢遊這個本港旅遊勝地，從纜車上飽覽大嶼山的壯麗景緻，實在令人心曠神怡。我們必須提高環保意識，竭力保存這裡的自然美景。」

——麥晉謙

Business-School Partnership Programme Activities 「商校交流計劃」活動

AECOM

Twenty-nine students from Holy Family Canossian College visited AECOM on March 28 to learn about how architects plan, design and build projects, one of which was the new Kai Tak Cruise Terminal Park. 29位嘉諾撒聖家書院學生於3月28日參觀國際建築工程顧問公司AECOM，了解建築師如何規劃、設計和興建項目。新落成的啟德郵輪碼頭公園，便是該公司的項目之一。

Kwun Tong Magistrates' Courts

觀塘裁判法院

Szeto Wai Sun, Partner of Sun Lawyers, brought students from Chan Shu Kui Memorial School to visit the Kwun Tong Magistrates' Courts on April 9. He explained to the students the layout structure of the courtroom and accompanied students to hear a real court case.

司徒維新律師行合夥人司徒維新於4月9日帶領陳樹渠紀念中學的學生，參觀觀塘裁判法院。他向學生解釋法庭的結構布局，並陪同他們旁聽一宗真實的聆訊。