



Students Visit Exxon Mobil 學生參觀埃克森美孚公司

Thirty-eight students from MKMCF Ma Chan Duen Hey Memorial College visited Exxon Mobil's Tsing Yi Terminal on 17 March to gain a better understanding of the energy sector. The students were given an overview of the business and terminal operations of Exxon Mobil Hong Kong as well as a first-hand look at daily operations and career opportunities at the terminal. They then toured the terminal and its systems and facilities, including a truck loading rack, LPG cylinder filling shed, barge loading and outside tank area, to see first-hand how the facility operates.



38名就讀馬錦明慈善基金馬陳端喜紀念中學的學生於3月17日參觀埃克森美孚香港有限公司（Exxon Mobil Hong Kong）青衣油庫，深入了解能源業的發展。埃克森美孚向學生簡介公司及油庫的日常運作及工作機會，並帶領學生參觀油庫系統及設施，包括缸車台、石油氣入樽台、駁船落油、大碼頭及燃油儲存區域，讓他們親身了解設施的運作。

NEC IT Solutions 日本電氣香港有限公司

A group of students from Munsang College visited Citybus Depot, organized by NEC Hong Kong Ltd, on 6 April. The students learned about NEC's company background and its Fleet Management Solution – Automatic “Bus Stop Announcement System,” designed by NEC for Citybus. Two NEC staff, one from IT and another from HR, shared with students their career paths and gave advice.

Commenting on the trip, students Cheng Ka Hei Phoebe and Chui Chun Yee said they learned a lot about the attributes that ICT companies look for in employees. Whether to study computing in univer-

sity is not the most important issue, as they understood the importance of equipping themselves with more workplace and communications skills to increase employability.

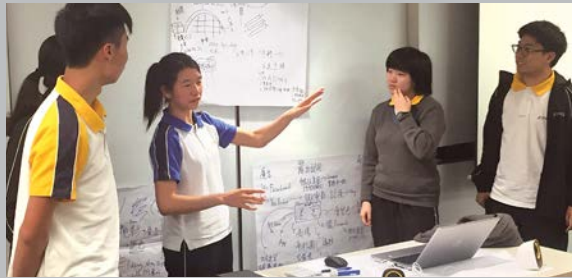
民生書院學生於4月6日參觀城巴車廠。活動由日本電氣香港有限公司舉辦，讓學生了解企業背景以及公司設計的巴士報站系統。兩名資訊科技部及人力資源部的員工亦與學生分享職場經驗，提供建議。

學生鄭嘉熙及崔臻怡於參觀後表示，明白到科技企業對員工所需條件的要求——在大學修讀電子計算學與否並非要點，只有充分裝備個人的工作及溝通技巧，才能提升就業能力。

Learning Marketing Strategy from Philips Lighting 從飛利浦照明學習營銷策略

Twenty students from Stewards Pooi Kei College visited Philips Lighting Hong Kong Limited on 3 April, where they learned about Philips Lighting's innovative lighting technology as well as its products. The students were asked to try and develop marketing campaigns for products, which they then presented. The winning team won Disney luminaires, one of the company's products.

“Besides lighting technology, I learned about business and marketing strategies on this visit. From our group work designing a marketing campaign, we realized the importance of reaching targeted customers by using the appropriate media. To catch the attention of teenagers and middle-class families, new media channels, such as YouTube and Facebook, are more effective than traditional advertisements on television and newspapers,” said student Zita Mak.



香港神託會培基書院的20名學生於4月3日參觀飛利浦照明香港有限公司，了解公司的創新照明技術及產品。學生獲邀為產品構思市場推廣計劃，並作出匯報，勝出隊伍贏得公司旗下產品之一的迪士尼系列燈具。

學生麥茜兒說：「是次參觀除了讓我深入了解照明技術，更增加了我對商業及營銷策略的認識。在設計市場推廣計劃的過程中，我們意識到必須利用合適的媒體以接觸目標客戶。相比傳統的電視及報章廣告，運用新媒體如YouTube和Facebook，可更有效地吸引青少年及中產家庭的關注。」



Student Ambassadors Programme 學生大使計劃

Student ambassadors in the Business School Partnership Programme gained practical etiquette insights as well as dos and don'ts for job interviews from Chamber member Bernice Lee, a certified etiquette consultant and interview coach, in an exclusive workshop on 5 April. Lee held the complimentary workshop, which concluded with mock practice interviews, for the students to help prepare them for future interviews.

現職為認證禮儀顧問及面試教練的總商會會員Bernice Lee，於4月5日特為參與商校交流計劃的學生大使主持工作坊，面授實用禮儀及工作面試宜忌事項。這場工作坊以模擬面試訓練作結，讓學生為未來的面試作好準備。

