



Asia Pacific  
Customer  
Service  
Consortium

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**For Immediately Release**

## **BEST PRACTICE STUDY TOUR OF RETAILING, F&B AND SERVICES COMPANIES: HONG KONG 2005**

Hong Kong, 8 March 2005 – Spearheaded by the Singapore Tourism Board (STB) and organized by the Asia Pacific Customer Service Consortium (APCSC), the Best Practice Study Tour of Retailing, F&B and Service Companies: Hong Kong 2005 will be held in Hong Kong from 10 to 12 March 2005 with the participation of seven Hong Kong companies that have made outstanding contributions to the tourism industry through their service excellence, innovation and commitment for creating unique customer experience for tourists.

The study tour facilitated by Dr Prem Shamdasani of National University of Singapore's School of Business aims to enrich Singapore-based executives' understanding of the strategies and services required to effectively deliver a strong and differentiated value proposition in retail, food and beverage and services industries by sharing experiences and learn from the Hong Kong's companies.

The following Hong Kong companies will be sharing their success and contribution to the tourism industry in Hong Kong with twenty-five delegates from Singapore's retail, F&B and services companies:

- Bossini
- Chow Tai Fook Jewellery Co Ltd
- Giordano International Ltd
- Hong Kong Seibu
- Lane Crawford (HK) Ltd.
- Madam Tussauds Hong Kong
- Tao Heung Holdings Ltd

Mr Jeffrey Ong, Director Service Quality of the Singapore Tourism Board said 'Hong Kong's service standards have risen markedly in the last ten years and many Singaporeans who have been to Hong Kong return with glowing accounts of the excellent service they received. We are here to learn from some of Hong Kong's leading organizations on what they have done to transform the service culture in their organisations and ultimately in Hong Kong.'

Mr. Jason Chu, Chairman of APCSC commented, "Hong Kong's retail sector and overall tourism have grown tremendously under the CEPA with China. This booming tourism has created business opportunities for Asia Pacific, and Hong Kong serves rightfully for the Best Practice Study Tour. APCSC welcomes the delegates from Singapore and wishes successful knowledge sharing and experience learning for all participating companies between Hong Kong and Singapore."

### **About the Singapore Tourism Board (STB)**

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore's key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate and market Singapore as a memorable destination through the proliferation of the destination brand "Uniquely Singapore".

### **About Asia Pacific Customer Service Consortium [www.apcsc.com](http://www.apcsc.com)**

Asia Pacific Customer Service Consortium (APCSC) is founded with the belief of "Excellent Customer Relationship is the only way to Sharpen your Competitive Edge !" The goal of the Consortium is to promote service quality and customer relationship excellence in international cities across Asia Pacific Region and to recognize and reward companies, business units, teams, and individuals that have contributed to the success of both their customers and the organizations that they serve. APCSC jointly offers the most recognized global certifications for Call Center, Help Desk and Customer Service Management with global education partners and international membership organizations to set World-Wide Standards.

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## 零售、飲食和服務業最佳服務之道交流團：香港 2005

香港，2005 年 3 月 8 日 – 由新加坡旅遊局(Singapore Tourism Board)主持、亞太顧客服務協會協辦的「零售、飲食和服務業的最佳服務之道交流團：香港 2005」於 2005 年 3 月 10 日至 3 月 12 日在港舉行，今次活動得到香港七大企業共同參與。他們均致力提供優質、革新、給顧客獨特感受的服務，對香港旅遊業貢獻良多。

交流團由 NUS School of Business Dr Prem Shamdasani 帶領，希望藉著分享經驗，加深新加坡企業的領導層在服務策略上的認識，了解如何在零售、飲食、服務業中有效率地為顧客提供一個有份量、有價值的服務。

下列香港公司將和二十五位來自新加坡零售、飲食、服務業的參加者分享他們成功的經驗以及對旅遊業作出的貢獻：

- 堡獅龍
- 周大福珠寶金行有限公司
- 佐丹奴國際有限公司
- 香港西武
- 連卡佛
- 香港杜莎夫人蠟像館
- 稻香集團有限公司

新加坡旅遊局服務品質部總監 (Director Service Quality), Mr. Jeffrey Ong 說：「過去十年，香港的服務質素不斷提升，很多到過香港旅遊的新加坡人對所體驗的服務都有高度評價。今次交流，我們是要學習香港的領導公司如何轉變公司文化，並推廣至整個香港。」

亞太顧客服務協會主席，朱剛岑先生表示：「在 CEPA 的帶動下，香港的零售業以致整個旅遊界都有驚人增長。旅遊業發展蓬勃為亞太區帶來的無限商機，給考察團的舉辦造就了大好時機。亞太顧客服務協會衷心歡迎來自新加坡的代表，並謹祝香港和新加坡公司能夠藉此機會互相分享知識、彼此學習。」

### 新加坡旅遊局

新加坡旅遊局乃協助推動旅遊業經濟發展的政府機構，以建立第一流的旅遊業為使命，讓旅遊業成為新加坡經濟發展的主要動力之一。為了推廣新加坡的獨有特色，展現新加坡帶給旅客的精彩體驗，新加坡旅遊局推出了旅遊品牌 "Uniquely Singapore" 。

### 亞太顧客服務協會(APCSC) [www.apcsc.com](http://www.apcsc.com)

亞太顧客服務協會(APCSC)成立的信念在於「優質的客戶關係是增強競爭力的唯一方法！」，協會的目標是在亞太區推廣優質顧客關係及服務質量，致力表彰各機構和客服人才對客戶服務與企業所作出的雙贏貢獻。亞太顧客服務協會提供全球性認證證書培訓課程，範圍包括客戶服務、技術支援和客戶關係管理等，所有證書課程均根據國際客戶服務標準。如有興趣認識亞太顧客服務協會，請到[www.apcsc.com](http://www.apcsc.com) 網頁瀏覽。

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