

## SME Seminar

### “Staying Resilient Series – Human Capital: Recruiting Employees”

The business environment for SMEs is rather difficult at the moment. To help SMEs develop strategies in this adversity, the Support and Consultation Centre for SMEs of the Trade and Industry Department, together with the Hong Kong SME Development Federation Limited and the Innovative Entrepreneur Association, is running the “Staying Resilient Series” seminars. With chapters on “CEO Talk”, “Finance”, “Operation” and “Human Capital”, this seminar series seeks to introduce new concepts and positive thinking that address the needs of SMEs in different aspects, with a view to motivating SMEs to stay resilient and overcome challenges. In respect of human capital, SMEs are facing various difficulties including attracting and retaining talents amidst competition for talents in the field, and motivating employees for higher productivity under resource constraints. This seminar, being the second section of the chapter on “Human Capital”, will discuss how SMEs can recruit suitable employees effectively starting from the point of interview.

#### Details

**Date:** 6 December 2016 (Tue)  
**Time:** 3:00 – 5:00 p.m.  
**Venue:** Support and Consultation Centre for SMEs  
of the Trade and Industry Department (SUCCESS)  
Units 15-18, 23/F, Standard Chartered Tower, Millennium City 1,  
388 Kwun Tong Road, Kowloon  
(MTR Ngau Tau Kok Station Exit A / MTR Kwun Tong Station Exit A2)  
**Language:** Cantonese  
**Topic:** **Recruiting Employees**

- Where to identify employees
- Understanding enterprise’s needs in terms of employee types
- Illustrating enterprise’s uniqueness and employees’ career prospect
- Find the right talent through interview

**Speaker :** **Ms Dorothy Wong, Founder and Corporate Trainer, ICC Limited**  
*(Dorothy has extensive experience in corporate training. She has conducted various training courses for many organisations and enterprises, and was awarded the “Distinguished Trainer” by the Hong Kong Management Association in 2015.)*

#### Registration

Interested persons are welcome to participate in this seminar. Admission is free.

Please visit **SUCCESS Website** ([www.success.tid.gov.hk](http://www.success.tid.gov.hk)) for online registration, or fill in the registration form below and fax it to **2391 7375**. The deadline for registration is **2 December 2016 (Fri)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 161206V)		<b>Registration Form</b>		<b>*compulsory</b>	
Name*: (Mr / Mrs / Miss) _____		Age*: <input type="checkbox"/> <20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 31-40		<input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> >60	
Email*: _____		Tel*: _____		Fax: _____	
Address: _____					
Company: _____					
Status*: <input type="checkbox"/> Business Owner (Year Established: ____; No. of Employees: ____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant					
<input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: ____) <input type="checkbox"/> Academic <input type="checkbox"/> Others					
Industry*: <input type="checkbox"/> Import/Export Trade <input type="checkbox"/> Wholesale and Retail <input type="checkbox"/> Restaurants and Hotels					
<input type="checkbox"/> Financing, Insurance and Real Estate <input type="checkbox"/> Business Services <input type="checkbox"/> Community, Social and Personal Services					
<input type="checkbox"/> Manufacturing <input type="checkbox"/> Transport, Storage and Communications <input type="checkbox"/> Construction <input type="checkbox"/> Media <input type="checkbox"/> Others					
SUCCESS Membership and Disclosure* I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department (“SUCCESS”). <input type="checkbox"/> Yes <input type="checkbox"/> No					
I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. <input type="checkbox"/> Yes <input type="checkbox"/> No					
I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity <input type="checkbox"/> Yes <input type="checkbox"/> No					

Personal data provided by participants will be used for registration of the above activity and to receive information from SUCCESS. If you do not wish to receive such information further, please email SUCCESS at [success\\_seminars@tid.gov.hk](mailto:success_seminars@tid.gov.hk) or send fax to 2391 7375 to inform SUCCESS. Please mark “Cancel Subscription” and provide the relevant email address or fax number.

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