



## How Chinese Suppliers Manage Their Large Customers

Programme Code: S110620S

The seminar will focus on exploring how Chinese suppliers win contracts and manage large international customers. The speaker will share his view on the main challenge faced by Chinese suppliers and whether this challenge is associated with a specific strategy. The following specific questions will also be discussed.

- What emphasis do Chinese suppliers place on the use of different performance measures?
- Do suppliers that align their measures with the largest customer perform better?
- Do suppliers with customers for a longer period use different performance measures?
- Do Chinese suppliers manage customers from different countries differently?
- Do Chinese suppliers that have specific strategy for their largest customer have different performance measures?
- With regard to risk assessment – how Chinese suppliers are managing the key challenges associated with rising material and labour costs?

**Date** Monday, 20 June 2011

**Time** 6:30 p.m. – 9:30 p.m.

**Venue** Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.

**Format** Seminar

**Language** English

**Fee** HK\$430 for HKICPA member or student; and IA/ HKIAAT's member or student  
HK\$420 for online enrolment  
HK\$700 for non-member

**Objectives** To discuss how Chinese suppliers manage their large customers with materials based on over 200 face to face interviews with Chinese suppliers during the past 12 months. The seminar will focus on the following learning competencies:

- Performance measurement
- Strategy and alignment of performance measurement
- Customer relationship management
- Risk assessment

**Speaker** **Prof. Neale O'Connor**, Associate Professor, School of Business, The University of Hong Kong

**Participants** Accountants who want to understand more about the sales function of a firm and develop their strategic decision making skills

**Competency** Management Accounting, Control and Performance Evaluation

**Rating** Intermediate Level (Please refer to the [Institute's online CPD Learning Resource Centre](#))

**CPD hours** 3

