



Dear Sirs/Madams,

CPD Talk: Brand Management with Herbal Tea Cultural Value

以涼茶文化為本的品牌管理

The Council of Hong Kong Professional Associations (COPA) is organising a CPD talk on the above topic. You and members of your institution are cordially invited to attend it. Details of the talk are as follows:

- Date:** 11 June 2013 (Tuesday)
Time: 19:30 – 21:30
Venue: Rooms 107 & 108, Hong Kong College of Technology (Causeway Bay Campus), 1st Floor, 412 Hennessy Road, Causeway Bay, Hong Kong
Speaker: Dr. Szeto Wing Fu (司徒永富博士)
(For the biography of Dr. Szeto, please refer to the appendix)
Contents: Herbal Tea is a Chinese traditional health regimen. Popularizing Chinese herbal tea to our daily life, transforming it into a modernized commercial brand and elaborating to be a culture and brand management philosophy, breakthrough innovations and persistent corporate missions are indispensable.
Language: Cantonese (supplemented with English)
Admission: Free (registration required)
CPD Hours: Two hours

We would appreciate it if you and members of your institution could fill in and return the attached reply slip on or before **6 June 2013** for registration. Should you have any queries, please feel free to contact Ms. Teresa SONG at 2270 5603.

Yours faithfully,

Dr. Lobo Fung

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