

# ***Project Impact Asia***

**27, 28 & 29 November 2002, The Sheraton Hotel, Hong Kong**

<http://www.iir.com.hk/track/?trackid=091002BH401eIKDWZW>

**15 % Discount for members of IEEE Hong Kong Section Engineering Management Society Chapter!!**

**This conference qualifies for both PMI PDU & APM CPD!**

Good Morning!

New challenges confront organisations every day. In private industry worldwide markets demand faster turnarounds, smarter solutions and higher value. In the public sector, heightened accountability and shrinking budgets call for high-quality products and services at low cost.

The science of project management has evolved considerably over the past 20 years. Organisations worldwide have discovered that project management is an ideal way to bring order to an otherwise demanding environment where technology, competition and global markets require new ways to approach new challenges. Today project management is a professional discipline that is effective for any size project, and size company, in any industry.

It has one of the highest ROIs of any organisational improvement initiative; and its value lies in its link to business strategy and maintaining a competitive advantage. For instance:

- ✓ Reducing costs by 10%
- ✓ Increasing customer satisfaction by 30%
- ✓ Increasing revenue by 20%
- ✓ Managing risk
- ✓ Shortening your project schedule
- ✓ Developing high performance teams

**Today, organisations do their work through projects. Lots of them.**

This International Summit is expected to bring many of Greater China's decision makers and implementers of government, public and private projects at many different levels; investors; specialists and scholars. Delegates and speakers will have the chance to explore the latest research developments and successful experience, to seek feasible approaches to common challenges, and to explore the possibilities of international cooperation in project management.

## **Project Management in China**

An integrated Project Management approach is becoming increasingly crucial to the future success of many of the regions Key Projects. Construction, logistics, IT and government projects are being designed and launched every year and many of them will be of vital and lasting importance and will have significant effects on the national economy. In China – significant projects involving billions of dollars of investment from various sectors are underway, and this is your chance to:

- Hear from the project managers of China's flagship projects – past and present
- Benefit for the lessons learnt by those involved in Hong Kong's project successes and failures
- Explore the possibilities of international co-operation in project management
- Understand the financing considerations behind the region's projects – large and small
- Create a PM culture within your organisation and bring projects in on time and on budget
- Overcome the complexities and challenges of joint-venturing on projects in China

Projects are at the core of your business' evolution and growth. Implementing or changing information systems, engineering plans, training initiatives, launching and rolling out new products or a number of other initiatives may all be taking place simultaneously. And they are all critically important to your organisation's success. **All business and market sectors need to understand how to effectively manage projects** – If

- You are responsible for just one project or several
- You are currently tackling tool selection
- You are charged with product development initiative
- You need to jumpstart your project team communications
- You are managing large or small scale projects in China
- You want to streamline the project planning process

- your ultimate goal is to improve your company's project management process across your organisation for **IMPACT!**

IIR is proud to present Project Impact Asia, our flagship event for Greater China's project executives. We are confident that your participation in the conference will be productive and beneficial, and look forward to welcoming you in November. For more information, please contact:

**Terry Lee by Tel: +852 2531 6181, Fax: +852 2586 1999, or click <http://www.iir.com.hk/track/?trackid=091002BH401eIKDWZW>**

Sincerely,



Sally Nelson  
Conference Director – Project Impact

**PS: This conference qualifies for up to 12 hours PMI PDU and up to 12 hours APM CPS where relevant to an individual's development needs.**