

7 July 2010

**PolyU/MPI Global Certificate in Meetings and Business Events II Programme  
Supported by Tourism Commission in Hong Kong**

Supported by the Tourism Commission in Hong Kong, the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) and the Meeting Professionals International (MPI) are pleased to announce the forthcoming Global Certificate in Meetings and Business Events II (GCMBE II) Programme which will take place on the PolyU campus from 9 to 13 August 2010.

Jointly organised by SHTM and MPI, and with the support of the Tourism Commission, the GCMBE II provides meeting and business event professionals with learning and development opportunities that focus on meeting and business events operations. The GCMBE II credential benefits experienced meeting, convention and event planners, exhibition organisers, exhibition support services managers, MICE venue sales managers, MICE venue convention/conference service managers, special event organisers and government tourism professionals.

Upon successful attendance and completion of assessment, participants will be awarded the GCMBE II certificated by MPI.

Applications are now accepted and should be submitted on or before 15 July 2010. Registration will be confirmed on a first-come-first-served basis. For enquiries, please contact Ms Flora Ng (tel) +852 3400-2635 (e-mail) [hmfn@polyu.edu.hk](mailto:hmfn@polyu.edu.hk).

“As one of the leading hospitality and tourism schools in the world, the SHTM is mindful of the need to provide executive education for those responsible for the planning, organising and hosting of meetings and conventions,” said Dr David Jones, Associate Professor of the School. “We look forward to closer partnership with the Tourism Commission and MPI in fostering MICE education and training in Hong Kong as well as in the region,” he said.

PolyU’s School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is designated by United Nations World Tourism Organisation as one of its global Education and Training Centres.

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