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電子公文

醒吾技術學院 函

地址：新北市林口區粉寮路1段101號
聯絡人：秘書室國際事務組 李國豪
電子信箱：091058@mail.hwc.edu.tw
聯絡電話：02-26015310分機1117
傳真電話：02-26016594

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密等及解密條件或保密期限：

附件：2011連鎖加盟國際學術峰會邀請函（5288-2011SUMMIT_INVITATION.DOC，共1個電子檔案）

主旨：寄發本校與北京師範大學珠海分校特許經營學院及台灣服務業聯盟主辦之「2011連鎖加盟國際學術峰會邀請函」，請查收。

說明：

- 一、本校與北京師範大學珠海分校特許經營學院及台灣服務業聯盟擬於2011年11月10與11號主辦2011連鎖加盟國際學術峰會。
- 二、敬邀貴校對此領域學有專精或期待有深入了解之師生同仁，一同報名參與。
- 三、相關資訊將隨時更新於 <http://ditb.hwc.edu.tw/ifs2011/>

正本：國內各公私立大專院校

副本：本校各學群與系科

100/08/15
10:14:02

校長 周添城

擬：
一、文上傳公告周知。
二、陳閱後文存查。

教授黃尹輝嚴

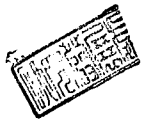
決代
行爲

專員王淑娟

教授黃尹輝嚴



研究發展處





2011 International Franchise Summit

Invitation

After two tremendously successful events in Zhuhai in 2006 & 2008, we would like to invite you to attend 2011 Franchise International Summit during November 10-11, 2011 in Taipei, Taiwan. As our event grows in scope and scale, this conference will be organized jointly by the Franchise Management School of Beijing Normal University at Zhuhai, Hsing-Wu Institute of Technology of Taipei and Taiwan Coalition of Service Industries.

Given the rapid economic growth and maturing service industry in China, there is an ever increasing demand for franchise management education and expertise. As such, this year's conference theme revolves around **"Leveraging Taiwan as the Franchise Springboard into China"**. Some companies that successfully adopted this strategy include KFC, McDonald's, Seven-Eleven, Starbuck and etc.

Welcome to 2011 Franchise International Summit-an event where you will experience:

- Participation by senior franchising scholars and executives from Asia and around the world
- Insights from respected academics on recent market trends, research results, service strategy and operations models
- Case studies on successful experiences by leading companies
- Optional tour package for company site and location visits

Attached are outline of this year's program and related information for your reference. Please reserve your spot at your earliest convenience and we look forward to seeing you at the 2011 Franchise International Summit in Taipei.

2011 Franchise International Summit

Leveraging Taiwan as the Franchise Springboard into China



Time : November 10-11, 2011

Place : Taipei, Taiwan

Organizer : Franchise Management School, Beijing Normal University, Zhuhai

Hsing-Wu Institute of Technology, Taipei

Taiwan Coalition of Services Industries

Fee : U.S. \$100 per person per day (including: conference material,
Transportation and Meals)

Program : ◎ **Current Market Update** :

(Including China, U.S., Australia, Japan, Malaysia,...etc..)

◎ **Topic I** : Human Resource, Education and Training under
Globalization and Different Culture Environment

◎ **Topic II** : Globalize Your Brand by Franchising

◎ **Topic III** : Capital and Risk Management in Franchising

◎ **Special Presentation** : Current Legal Aspects of Franchising in
China

(The Summit will be Organized into Panel Discussions and
Academic Presentations about Following Areas : Restaurants
and Hotels, Department Stores, Convenience Stores, Personal
Services)



* "Details and the Latest News about the Summit will be Updated ASAP
on the Website <http://ditb.hwc.edu.tw/ifs2011/> " *

Contact :

Miss Louisa, Su
Deputy Secretary General
Taiwan Coalition of Service Industries
TEL : 886-2-2701-2671 #225
E-mail : louisa@roccooc.tw

Miss Wilma, Lee
Specialist
Taiwan Coalition of Service Industries
TEL : 886-2-2701-2671 #232
E-mail : wilma@roccooc.tw

Dr. Kuo-hao, Lee
Department of International Trade and Business
Director of International Affairs
Hsing Wu Institute of Technology
Tel : 886-2-2601-5310 # 1117 1680
E-mail : 091058@mail.hwc.edu.tw

