



Technical Visit to Foshan Coca Cola Plant and Cultural Visit to Foshan Ceramics Museum

考察佛山可口可樂廠及佛山陶瓷工藝文化

19 – 20 January 2018

考察現代生產技術和中華文化工匠精神發展

You are cordially invited to join a two-day technical visit that will allow us to investigate both the technological and traditional approaches to production. The first part is a tour of the Coca Cola Foshan Plant, and second part is a visit to Foshan Ceramics Museum (南風古灶). This visit, which combines the technical knowledge of beverage bottling operations and cultural understanding of ceramic workmanship and artisan spirit, will be an exciting and memorable event to participants.

Foshan, situated in the southern side of Guangzhou, has an urban population of more than 7 million people. The city's history began in the days of dynastic China. It is most well-known as the home of Chinese Kung-fu, a major sect of southern Chinese martial art. Ceramics art also has a long history.

In 1978, the economic reform policy of China began to attract foreign enterprises to re-enter the vast markets in China. In 1979, Coca-Cola became one of the first international companies to re-establish her food and beverage business in China. In 2014, Coca Cola celebrated its 35 years of operation in China under the reform policy. So far, Coca Cola has 43 plants, 10 brands, and more than 50 flavours of different beverages to serve the vast population of China.

The Coca Cola Foshan Plant was built in November 2009 and began operation in January 2011. The Plant has introduced the first set of world-class bottling system for production in Guangdong Province. The Plant continues to expand, with the vision for food quality, safety system and quality culture of 2020. This visit provides participants a good opportunity to investigate the modern bottling lines of this world-renowned enterprise.

南風古灶 Foshan Ceramics Museum is in the famous ceramic capital of Shi Wan (石灣). It is the world's biggest ceramics museum of human characters. We can appreciate and inquire about its long history of cultural heritage and workmanship.

This is a learning, observational and experience-sharing tour. Participants will acquire personal knowledge through two-way communication with management and quality personnel of modern technology-intensive operations, and with old-style artisans of ceramic work about their workmanship and work ethos.

Target participants:

- ✓ Quality professionals interested in both hard and soft factors of production and management
- ✓ Executives responsible for quality and operational excellence
- ✓ Managers exploring management excellence and perfection

Registration and Liability Disclaimer Forms are on Page 4.



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Schedule (tentative and subject to decision of HKSQ):

Date	Location	Detail of activity
19 Jan Morning	Meeting Place: exit of the Futian Border (福田口岸). Time: 9:00am	- Take a coach from Futian to Foshan Travel time is about 2 hours 30 minutes. - Lunch in downtown Foshan
19 Jan Afternoon	Coca Cola Plant Time: 2:30pm	- Introduction by Plant manager - Tour the bottling lines - Discuss the plant's quality assurance system, continuous improvement process, employee motivation, and social responsibility scheme.
19 Jan Night	Foshan downtown	- Transfer to the hotel in Foshan - Dinner and night tour to 嶺南天地.
20 Jan Morning	Ceramics Museum 南風古灶	Tour the Ceramics Museum to appreciate its cultural items, and understand the history of artisan spirit in Southern China. Inquire about the soft power of culture. Lunch in town.
20 Jan Afternoon	石灣博物館	Tour the 石灣博物館 Museum and compare its exhibits with their counterparts in the Ceramics Museum. The tour will end before 5:00pm; a coach will transfer participants to Futian where the 2-day program will end.

Don't Miss the Chance. Apply Now!

Date: 19 - 20 January 2018

Deadline for Application: **3rd January 2018**

Number of participants: 30 (maximum)

Language: Putonghua, Cantonese and/or English

Program Fee: HK\$600 per person for HKSQ members

HK\$700 per person for ASQ members

HK\$1,200 per person for others

Payment Remarks:

1. Payment of program fee is non-refundable unless the application is unsuccessful or the program is cancelled by the organizer.
2. The program fee is based on double-room hotel accommodation; a surcharge of HK\$380 per person will apply for single-room accommodation.



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Remarks:

- (a) Places are limited and will be on first-come-first-served basis.
- (b) The completed Registration Form should be accompanied either by a crossed cheque of the appropriate amount made payable to “**The Hong Kong Society for Quality Limited**” or an ATM transfer slip to Hang Seng Bank Account 786-035329-883, and mailed to HKSQ, P.O. Box 84375, Hunghom Bay Post Office, Kowloon on or before 3rd Jan 2108. **Places can be reserved by sending fax to HKSQ at 3522 4128, while payment has to be sent to HKSQ within 3 days.**
- (c) Successful applicants will be informed by email on or before 8 January 2018.
- (d) For enquiry, please contact Mr. Ng at 9042 2815 or Mr. Lai at 6181 5272, or via e-mail to hksq1986@gmail.com
- (e) Participants are reminded to bring valid travel documents and cover themselves with valid travel insurance before departure
- (f) HKSQ reserves the right to cancel the mission when there is insufficient demand; in such case, the registration fees paid will be returned to applicants.
- (g) HKSQ reserves the right to change the details in the program of the Mission,
- (h) Program fee includes two-way transportation between Futian (福田口岸) and Foshan, admission to 南風古灶, hotel accommodation (double-room occupancy), a breakfast, two lunches, and a dinner.
- (i) Program fee does not include insurance and other expenses not mentioned in viii above.
- (j) A surcharge of HK\$380 per person will apply for single-room hotel accommodation.

