

Regional Consultation on
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Paper Submitted by

Vincent U,

Manager of Research and Information Division,

Macao Trade and Investment Promotion Institute (IPIM)

1. INTRODUCTION

By outlining the missions and services of the Macao Trade and Investment Promotion Institute (IPIM), this paper introduces a series of promotional measures including the Macao Business Support Centre (MBSC), Macao Trade & Invest Kiosk and the “M in M” (Made in Macao) promotional campaign initiated by the Macao business community.

In addition, the working relationship between the TPO (IPIM) and Standard Body (Macau Productivity and Technology Transfer Centre, CPTTM) in Macao SAR is also highlighted.

To be in line with the trend of launching various branding programmes by TPOs, NSBs, branding authorities and business associations throughout Asia, this paper suggests joining forces of branding by TPO and quality management / quality standards organisations, thus enhancing the export competitiveness in the global market.

2. THE ROLE, STRUCTURE AND SCOPE OF THE ORGANISATION

Macao Trade and Investment Promotion Institute (IPIM) is the official trade

promotion department of the Macao Special Administrative Region (MSAR) Government, IPIM is dedicated to promoting Macao's external trade as well as strengthening economic and trade relations between the MSAR and the rest of the world.

IPIM's main responsibilities are as follows:

- To introduce local investment environment and opportunities to potential investors, and provide "One-Stop Service": information enquiries – project assessment – company registration assistance provided by IPIM's notary – guidance on administrative procedures concerned with licence applications – project follow-ups – assistance in the implementation of projects.
- To provide trade, economic, statistical, general information and market analysis to assist clients in exploring the market and the development of their businesses.
- To organise, co-organise exhibitions and other promotional events locally, to participate in such events held outside Macao and to sponsor local enterprises' participation in such events, as a way to create trade opportunities.
- To organise local economic delegations and seek business opportunities, welcome delegations visiting Macao, in order to create channels for exchanges and co-operation.
- Responsible for the issuing of licences, providing technical assistance and the supervision of non-financial offshore institutions. To promote local offshore development with various activities.
- To assess applications for residency submitted by investors, company managers and professionals.
- Editing and publishing of trade and economic magazines to promote Macao's business environment.

Organisation Chart of IPIM

Besides the conventional promotional measures of TPOs, IPIM has initiated two innovative services to local and overseas business communities, namely: Macao Business Support Centre (MBSC) and the Macao Trade & Invest Kiosk (Kiosk) which aim at creating export opportunities and enhancing exports.

- MBSC provides multi-dimensional business support as offered by other TPOs' business support centres. However, MBSC also acts as a "service platform in a business platform (Macao)" by providing exchanges and co-operation opportunities for enterprises through its extensive network of international trade organisations, TPO representative offices and business associations. Fifteen business associations/organisations/institutions and representative offices from regions around the globe are established in MBSC, providing exchanges and co-operation opportunities for enterprises. By establishing this extensive network, MBSC provides match-making opportunities to link up local enterprises with overseas markets, and cope with the role of Macao as a business service platform.

- The Macao Trade and Invest Kiosk is an interactive electronic trade and investment information media aimed to serve the local and overseas entrepreneurs and business visitors. The Kiosk is equipped with built-in computer and two screens, displays trade and investment information and promotional materials. Local and overseas entrepreneurs can enjoy a wide variety of information services by visiting the Kiosk. More importantly, local enterprises (especially small and medium-sized enterprises) can take advantage of this brand new and efficient channel for promotions, to showcase their products and services in this well-established Kiosk network (located in major convention and exhibition venues; airport and ferry terminal) with relatively lower costs.

3. CLOSE WORKING RELATIONSHIP BETWEEN IPIM AND CPTTM

IPIM is a Government department, while the Macau Productivity and Technology Transfer Centre (CPTTM) is a non-profit organisation jointly established by the Government and the private sector. The mission of CPTTM is to support enterprises to effectively utilize new conceptual thinking, information and resources in order to increase the value-addedness of their products or services. In the area of quality management, CPTTM has launched a series of programmes, namely, Subsidy for Certification to International Management System Standards, Quality Activities (Seminars and Training Courses), Quality Management Information, Quality Club, etc.

With the common goal of enhancing the competitiveness of local enterprises in the global market, IPIM and CPTTM have been working partners and maintained close collaboration for years. They joint hands in a series of activities and programmes covering trade promotion, international management system standards and quality management. For example, during the Macao International Trade and Investment Fair (MIF) which is the largest annual trade fair of Macao, IPIM and CPTTM teamed up with the European Union Business Information Programme (EUBIP) and other related entities in organising seminar and business-matching session aimed to further facilitate the trade and investment co-operation between EU and Macao. In addition, IPIM representative are member of a CPTTM sub-working committee.

There are no substantial constraints faced by the organisation in terms of linking up with the TPO and SB counterparts in Macao. However, the two organisations may maximize the synergy through further co-ordination and even more efficient allocation of resources.

4. THE POTENTIAL AREA FOR CLOSER PARTNERSHP

In recent years, branding is emerging as an important booster in the area of export promotion. TPOs and business communities launched a series of branding programmes in various places in Asia Pacific region, while a number of branding organisations were also established.

In Macao, in order to evolve itself from dependence on OEM production, the Macao business community launched the “M in M” branding programme in mid-2009. A series of promotional campaign were initiated with the collaboration of TPOs and trade events in Macao, Mainland China and other regions.

For the branding programmes in Macao or other places, TPOs and Standard Bodies may commit themselves to initiate some effective steps to accomplish the synergy. For example, applying quality enhancement plan or quality standard procedure into the branding programmes, upgrading the quality and image of local products, thus assisting the establishment of local branding.

5. CONCLUSION

The functions and relationship of the TPO (IPIM) and Standard Body (Macao Productivity and Technology Transfer Centre, CPTTM) in Macao was illustrated in this paper.

Regarding the potential future relationship between TPO and Standard Body, this paper suggests to team up the TPOs, NSBs, branding authorities and business associations in the branding programmes, thus further enhancing the branding strengths of the economic entity.