



Established in 2002, Milton Exhibits Group (Milton Exhibit) is an integrated technical and services provider for event, exhibition, permanent exhibit and environment. In 2010, the company has further expanded its business to digital marketing, offering more quality solutions to both local and international organizers and corporate clients, serving their marketing needs. Headquartered in Hong Kong, Milton Exhibits currently employs more than 200 employees at its 9 offices strategically located in Beijing, Dalian, Guangzhou, Macau, Shanghai, Shenzhen, Singapore and Taipei.

The Milton Exhibits Group's business philosophy is centered on our mission in understanding customer needs, offering innovative and inventive ideas to acuminated our competition edge, cultivate staff engagement, and be a socially responsible company.

Leadership

The conference, event and exhibition industry is a highly competitive market. To manage such a challenging business operation successfully can only be achieved through the leadership of a strong management team, sharing a common belief and goal.

The Milton Exhibits management team is committed in continuously enhancing the quality of its services. The Group's vision, set of values, business strategy and corporate culture are clearly communicated to staff, customers and business partners so as to ensure that both the individual employee and the company is align and geared towards the Group's mission.

Milton Exhibits is committed to the promotion and practice of corporate social responsibility. Due to our commitment in volunteering, giving, caring for the employee and caring for the environment, we have been awarded as the "Caring Company" by the Hong Kong Council of Social Service in the year 2010/2011.

Strategic Planning

Strategy planning plays a pivotal role in our Group. The strategy development process would involve a constant review of our market analysis, our resources, industry insights and customers' feedback.

Report Summary

(Special Award for SMEs Recipient)

報告摘要

(中小型企业特别奖得主)

Provided by Milton Exhibits Group
本報告摘要由名唐展覽集團提供

名唐展覽集團（名唐展覽）成立於二零零二年，一直致力為客戶提供綜合性的方案，以迎合其於展覽及活動所需，尤其於展覽、長期性展品、活動及主題性環境方面。名唐展覽去年成功開拓電子市場商務產業，利用網上推廣平台，為本地及海外的主辦單位和企業客戶提供更完備的服務方案，助他們達成其市場推廣目標。名唐展覽集團建基於香港，現時聘有二百名員工，服務網絡遍及北京、大連、廣州、澳門、上海、深圳、新加坡及台灣。

名唐展覽堅守公司理念：以消費者需求為導向、為客戶提供具建設性和具創意的概念以提升其競爭力、重視員工的栽培，及成為一家實踐企業社會責任的公司。

領導才能

會議展覽及活動行業的競爭激烈。董事會是企業管治的核心，集團的管理團隊具有一個共同的信念和目標，帶領公司上下各員工成功地在如此具挑戰性的環境下運作。為不斷提升服務質素，名唐展覽的管理團隊對服務質素的要求極為嚴謹。集團透過不同渠道向工作團隊、顧客和商業夥伴推廣本集團的願景、核心價值、營商策略及企業文化，使集團各員工對服務水平的要求目標一致。

名唐展覽對推廣和實行企業社會責任十分重視。憑藉集團過往積極推廣和參加各項義工服務、籌款活動，及對員工及社會的關懷，我們獲香港社會服務聯會嘉許，成為二零一零/二零一一年度的「商界展關



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The management team evaluates the Group's strategy regularly as it sets the blueprint of the company's development plan.

Identified insights and information are being shared with the relevant committees who would then further derived appropriate action plans to tackle particular problems or opportunities that may occur. The derived strategy and plans are further deployed to all staff through our annual Group Conference, Marketing Meeting, monthly management and team meetings.

Customer Focus

For our customers, agility, speed, creativity, determination, accountability and quality are the chief success factors by which they are measured. Hence, Milton Exhibits has implemented a series of customer-focused measures to upkeep the high customers' satisfaction level:

- A job completion form for immediate customers' feedback
- An irregular on-line customer survey for efficient monitoring and tracking of comments from customers
- Debriefing meeting with customer is scheduled for mega to larger size event and project
- Regular individual review session with customers would facilitate discussions and idea exchange

Measurement, Analysis, and Knowledge Management

Milton Exhibits implements various programmes and activities to strive for continuous improvements to reinforce a quality service and production culture. Each department and business unit set relevant targets and performance benchmarks for each identified area, with results regularly monitored by management team. A mid-year performance review is also in place so that individual unit could crystallize activities and identify priorities and actions in meeting their targets and goals.

We recognize well established information technology (IT) plan and structure offers new opportunity for business growth. The Group is therefore committed to providing a responsive and effective IT

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策略性規劃

名唐展覽的策略性規劃均通過嚴格部署與全面性的分析，其中必須對集團的資源、行業動向和客戶意見作定期回顧等。管理團隊對集團的策略作出適當的評估以及規劃，作為集團日後制訂發展計劃的藍圖。

分析出來的指標和資訊與相關小組分享，並轉化為關鍵績效指標。制訂出的策略和計劃將進一步透過年度的集團會議、市場推廣會議、每月的管理層會議和部門會議，與員工分享。

客戶焦點

對於我們的客戶，服務商必須具備迅速回應客戶需求、具創意、責任感及時刻提升高質素服務的條件，以回應瞬息萬變的市場要求。因此，名唐展覽推行了一系列提高客戶滿意度的措施：

- 項目完工後之服務質素意見調查，讓客戶能即時對本集團的服務提供寶貴的意見
- 透過不定期網上意見調查，有效率地審視和追蹤客戶對集團的其他意見
- 一些大型的項目和專案服務，我們會安排檢討會議與客戶跟進服務的細節
- 與客戶保持長期和緊密的溝通，促進與客戶對集團的意見交流

評估、分析和知識管理

名唐展覽實施各項評估和分析，力臻至善，以加強集團的優質服務和生產文化。



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administration to facilitate efficient work environment for all staff. To fulfill the rapid changing business environment and meeting the increasing reliability and security needs, we have a well-defined IT management plan for the next 3 years.

Workforce Focus

At Milton Exhibits, we believe our major resources are our people. We believe that hiring the best people will lead to the company's prosperity and growth. A careful screening process is conducted at recruitment stage as good working attitudes, commitment to service quality and good industry knowledge are the keys in retaining our customers.

Our Human Capital Department also introduces various measures and activities in retaining the best staff by reviewing individual career development plan through implementation of the bi-yearly staff performance appraisal; devoting resources to staff development and training; rewarding employees through incentive trips, rewards and recreation programmes.

Workplace health and safety are also important workforce focus, in especially when employees are working onsite for different projects and events. These are monitored through regular safety training and supervision conducted by qualified safety officer during the project or event period.

Process Management

Process management is the essence to the delivery of quality and satisfactory delivery of product and services to our clients. To ensure consistent service quality, Milton Exhibits has clearly defined and well documented operation procedures. All processes are documented according to the company's standard operating procedures. For mega and larger scale project when the job is more complex, a more detailed process and management plan are being implemented.

To ensure every project are completed on time efficiently, safely and with quality, a detailed risk management and precaution plan will

management team to regularly review the group's departments and business units' targets and performance, also every half year with departments for mid-term evaluation, to ensure each unit keeps alertness, towards their service indicators and targets.

We are aware that perfect IT technology plan and structure are closely related to business development. Therefore, the group is committed to providing a responsive and effective IT technology management, providing a high efficient work environment for all employees. To meet the瞬息万变的营商环境,以及日趋重要的可靠性和安全性,集团为未来三年订下了一个完善的资讯科技计划。

工作團隊焦點

名唐展覽一直堅信以人為本的理念。我們深信傑出的人才直接影響集團的業務發展。在招聘過程中,我們依從嚴格的甄選程序,從而尋找合適的人才。正面積極的工作態度、處事嚴謹及擁有豐富的專業知識等,都是一些不可或缺的重要元素。具備高服務質素和持有行業專業知識的員工是保留客戶的重要因素。

人力資本部透過不同的方案和計劃,協助名唐展覽組織一隊專業而強大的隊伍。當中的方案包括每半年一次的績效評估、充足的資源分配給予員工持續進修的機會、表現出色的員工獲額外津貼、分紅、以及部門旅遊活動等。

我們同樣重視職場的工作安全及健康環境。為確保員工在展覽或活動場地工作時保持安全及健康環境的意識,我們安排合資格的安全督導員為員工提供定期的安全培訓課程。



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also be prepared. Individual team will identify key risks on all areas and to activate respective controls to mitigate any risk occurrence.

Results

Since our establishment, the Group has continuously observed a healthy growth in terms of size, sales volume and turnover. Milton Exhibits has grown from a company of few staff to nowadays a group consisting of 200 professional employees located at its nine offices based in the Greater China region as well as it recently established office in Singapore.

Milton Exhibits is proud to continue to experience a steady growth amid the financial tsunami in 2008. This outstanding result is geared towards our concerted efforts, led by our management team, on collectively developing focused strategies on customer, quality, measure and knowledge management, workforce and process management.

程序管理

程序管理是提供高質產品及服務的重要一環。為確保穩定的服務水平，名唐展覽擁有一套清晰的程序管理流程方案。各個程序都根據公司的標準有條不紊地記錄下來。在管理大型項目或展覽時，我們更會量身訂制一套更詳盡的流程和管理計劃。

為確保每個項目能在有限的時間內安全及順利完成，我們均會為每個項目作詳細的風險評估及設置一套合適的危機管理計劃，以保持名唐集團一貫高質量的服務及產品水準。各團隊更會預先檢測所有存在的風險，準備相關的應對方案，確保將風險減至最低。

業績

名唐展覽成立至今，不論其公司規模、銷售額及營業額，均錄得顯著的增長。集團由最初的數名員工發展至現時擁有二百名員工，主要分佈在大中華，及擴展至最新成立於新加坡的九個辦事處。

名唐展覽在二零零八年的金融海嘯期間仍錄得持續的增長，集團上下均引以為傲。這驕人的成績實有賴集團的管理層出色的領導，以及集團的所有員工上下一心，在客戶焦點；質量監控；評估、分析和知識管理；人力資源，以至程序管理上，共同努力下所取得的成果。