

Press Release

3rd June 2011

Placing Humanity as the Core Focus of Employee Training **Crown Motors is Honoured with ERB Manpower Developer Award**

We at Crown Motors Limited (CML) have long been renowned for policies that support our employees' comprehensive personal and professional growth. Now our efforts have been recognized by winning the ERB Manpower Developer Award for putting "Humanity as the Core" for our corporate culture development.

The ERB Manpower Developer Award Scheme, launched by Employees Retraining Board, is Hong Kong's first formal industry recognition initiative that focuses on employee training and development. This year, CML is officially accredited as a Manpower Developer in recognition of its outstanding performance in five aspects of human resources development. These include: Leading a Learning Culture, Resources Planning, Training & Development System, Performance Management, and Corporate Social Responsibility in Manpower Development.

From top to bottom CML promotes a strong learning culture where senior managers actively participate in employee training activities to help guide staff on their new journey towards personal development. Moreover, dedicated training is also provided through the sharing of knowledge, work skills, industry know-how, occupational safety and health procedures and other aspects.

In addition to on-the-job training, employees can also gain valuable work experience by personal experience sharing with senior members of the company, job-specific seminars and workshops, all designed to improve skills and knowledge.

At the same time, CML has proactively initiated corporate social responsibility in manpower training, which provides job opportunities for young people who are interested in the automotive industry. These include management trainee programmes, as well as employing fresh graduates from local universities and technical institutes.



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Moreover, CML also hosts various seminars and activities to share industry knowledge with the public, and we participate in manpower training programmes at local universities, acting as mentors to guide students.

CML is indeed honoured to receive this most recent manpower development award, and we will continue with efforts to provide comprehensive training programmes for local talents.

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Photo Caption:

Mr. Patrick S Lee (Left), Managing Director of Crown Motors Limited, received the Manpower Developer Award from Mr. Matthew Cheung Kin-chung, Secretary for Labour and Welfare of the Hong Kong Government.