



2024週年管理研討會

Annual
Management
Conference 2024

人工智能時代下的 企業管理

Enterprise Management in the Era
of Artificial Intelligence



日期：
Date

2024年9月6日
6th September, 2024 (星期五 Friday)

時間：
Time

14:30-17:30

地點：
Venue

澳門旅遊塔會展娛樂中心
三樓禧宴廳
Level 3 Banquet Hall
Macau Tower



歡迎辭 WELCOME MESSAGE



崔世昌先生
澳門管理專業協會會長

Mr. Chui Sai Cheong
President of Macau Management Association

隨着數字化及智能化的全面普及，人工智能技術的應用已滲入我們生活的方方面面。而在企業運營及管理中，人工智能技術亦廣泛被採用，以提高工作效率、降低運作成本，以及提升數據管理與分析的準確率等。

澳門特區政府正加大力度推進高新技術產業的發展，並鼓勵傳統產業轉型升級，我們正好把握時機，整合資源，靈活應用人工智能技術，優化企業管理與決策，更好地推動業務發展及拓展市場。

為此，今年的研討會以“人工智能時代下的企業管理”為主題，並十分榮幸地邀請到相關專家學者以及行業精英作為主講嘉賓，從不同視角分享其真知灼見，共同探討人工智能在企業管理當中的應用與影響。

With the full popularization of digitalization and intelligence technologies, the application of AI has penetrated into every aspect of our lives. AI technologies are also widely adopted in enterprise operations and management to improve work efficiency, reduce operational costs, and enhance the accuracy of data management and analysis.

The Macao SAR Government is stepping up its efforts to promote the development of high-tech industries and encourage the transformation and upgrading of traditional industries. We are well positioned to seize the opportunity, integrate resources, and flexibly apply AI technologies to optimize corporate management and decision-making, so as to better drive business development and market expansion.

Hence, this year's conference is themed "Enterprise Management in the Era of Artificial Intelligence". We are honored to have invited renowned experts and scholars and industry elites as our speakers to share their insights from different perspectives, and explore the application and impacts of AI in enterprise management.



簡介 INTRODUCTION

智能時代的來臨對眾多行業都帶來了深遠的影響，人工智能技術的急速發展不但令勞動生產力以及數據精準率得到了幾何級的提升，亦最大程度地降低了企業的決策週期和運營成本，讓企業能更好地規劃及分配資源，以達至效益最大化。

近年，澳門特區政府在推動科技創新及高新技術產業發展的同時，亦積極鼓勵本地企業數字化轉型升級，持續循各個途徑協助提高中小企的綜合競爭力，實現可持續發展。人工智能技術的應用與普及能幫助企業管理走向智慧化，助力企業實現業務戰略目標。

今年研討會的主題為“人工智能時代下的企業管理”，我們非常榮幸邀請到相關專家學者擔任講者嘉賓，聚首一堂，共同探討及分享人工智能在企業管理方面的應用和實踐經驗。藉此研討會的契機，期望能為本澳企業的升級轉型及發展方向帶來啟發，並加快智慧化轉型步伐，務求在日漸激烈的區域競爭中突破重圍，繼續邁步向前。

The advent of the smart era has had a far-reaching impact on many industries. The rapid development of AI technology has not only boosted the productivity and data accuracy dramatically, but also minimized the decision-making cycle and the operating costs for enabling them to better plan and allocate resources to maximize their revenues.

In recent years, while promoting the technological innovation and the development of high-tech industries, the Macao SAR Government has also been actively encouraging the digital transformation and upgrading of local enterprises, and has continued to assist SMEs in improving their overall competitiveness and achieving the sustainable development through various channels. The application and popularization of AI technology could help enterprises to be more intellectualize in their management and achieve their strategic business goals.

This year's Conference will focus on the theme of "Enterprise Management in the Era of Artificial Intelligence". We are honored to have invited renowned experts and scholars and industry elites as our speakers and to explore and share the application and practical experience of artificial intelligence in enterprise management. Taking the opportunity, we hope to inspire the upgrading and transformation of local enterprises and accelerate the pace of intelligent transformation, in order to break through the increasingly fierce regional competition and continue to move forward in the future.



講者 SPEAKERS



樂天罡黨委書記
江門五邑大學

Professor Tiangang Luan,
Chancellor of Wuyi University
Jiangmen

演講主題Topic:

數位化管理與高品質生態環境建設

Digital Management and High-quality Environment Construction

樂天罡現任五邑大學黨委書記，是二級教授及博士生導師。樂教授入選教育部新世紀優秀人才支持計劃，廣東省高等學校珠江學者特聘教授，科技部創新人才推進計劃重點領域創新團隊負責人，國家高層次人才科技創新領軍人才，獲得國家傑出青年科學基金資助。

Professor Tiangang Luan, doctoral supervisor, is the Chancellor of Wuyi University. He has been selected for the Ministry of Education's New Century Outstanding Talents Support Programme, the Pearl River Scholars Distinguished Professor of Guangdong Higher Education Institutions, the leader of the innovation team in key areas of the Ministry of Science and Technology's Innovative Talents Promotion Programme, Leading Talents in Science and Technology Innovation of the National High-level Talents Programme, and has received funding from the National Fund for Outstanding Young People in Science.



楊志新副教授
澳門大學科技學院

Associate Professor Zhixin Yang,
Faculty of Science and Technology,
University of Macau

演講主題Topic:

企業設備資源的智能化管理

Intelligent Management of Corporate Equipment Resources

楊志新教授是澳門大學珠海澳大科技研究院副院長、澳門大學科技學院機電工程系副教授、澳門科協常務副理事長，澳門特區政府經濟發展委員會委員、澳門生產力暨科技轉移中心電子及資訊委員會委員，於香港科技大學獲博士學位。其主要研究方向為設備安全與健康管理、智慧型機器人技術、城市公共安全監控。楊教授發表高水準SCI期刊論文100餘篇，所承擔的科研項目得到國家科技部、澳門科學技術發展基金、及珠海市的重點項目資助，並獲得國際學術獎項。其長期致力於推動科技創新和成果轉化，榮獲首屆《全國創新爭先獎》和廣東省科技進步一等獎。

Prof. Yang is the Vice President of the Technology Research Institute of University of Macau, Associate Professor of the Department of Electromechanical Engineering of the Faculty of Science and Technology of the University of Macau, Standing Council Vice-Chairman of the Association for Promotion of Science and Technology of Macau, Member of the Economic Development Council of Macao SAR, and Member of the e-Committee of CPTT. He obtained his PhD at Hong Kong University of Science and Technology. His main research interests include the equipment safety and health management, intelligent robotics, and the urban public safety monitoring. Prof. Yang has published more than 100 papers in SCI journals, and his research projects have been funded by the Ministry of Science and Technology of the PRC, the Science and Technology Development Fund of Macao SAR, and fundings for priority projects in Zhuhai, and have won the international academic awards. His long-term commitment to promoting scientific and technological innovation and the transformation of achievements has won him the first National Innovation and Pioneering Award and the First Class Award for Scientific and Technological Progress in Guangdong Province.



吳世偉先生
華為雲亞太區CTO

Mr. Wu Shiwei,
CTO of APAC Region,
HUAWEI CLOUD

演講主題Topic:

雲原生時代的雲技術應用新征程

The New Cloud Adoption Journey in Cloud Native Era

吳世偉先生是華為雲亞太區CTO，主要職責包括領導區域和各個國家的解決方案架構師團隊，利用華為雲的技術和解決方案，克服重點項目中遇到的技術挑戰，並且推動研發團隊進一步增強華為雲產品和服務的競爭力。同時，在技術和解決方案層面積極發展合作夥伴生態，保障華為雲的快速成長。

As CTO of Huawei Cloud, APAC, Mr. Wu's priority is to lead the CTO Office architect team to discover the key challenges in cloud native transformation journey; explore the skill and organization readiness and advise on solutions to close gaps and achieve ultimate result. Meanwhile he is also responsible to work with ecosystem partners to deliver end to end solutions, which is a key success factor in enterprise digital transformation field such as digital banking, digital government etc.



程序表 RUNDOWN

| 時間 Time | 事項 Items | |
|-------------|--------------------|--|
| 14:00-14:30 | 入場登記 | Registration |
| 14:30-14:33 | 致歡迎辭 | Welcome Remarks |
| 14:34-14:42 | 致送紀念品及大合照 | Souvenirs Presentation and Group Photo |
| 14:43-15:33 | 樂天罡黨委書記 江門五邑大學 | Professor Tiangang Luan Chancellor of Wuyi University Jiangmen |
| 15:34-15:48 | 小休 | Refreshment Break |
| 15:49-16:39 | 楊志新副教授 澳門大學科技學院 | Associate Professor Zhixin Yang Faculty of Science and Technology, University of Macau |
| 16:40-17:30 | 吳世偉先生 華為雲亞太區CTO | Mr. Wu Shiwei CTO of APAC Region, HUAWEI CLOUD |
| 17:30 | 研討會結束 | End of Conference |

*於線上同步直播 Live Broadcast Online



報名費 REGISTRATION FEE

| 澳門管理專業協會會員 MMA Member | 非會員 Non-Member |
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For enquiries, please contact Ms. Ivy Lei or Mr. Jerry Wong at 8296 0718/8296 0709

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澳門管理專業協會 Macau Management Association

傳真 Fax: (853) 2832 3267

網址 Website: www.mma.org.mo

電郵 E-mail: mma@macau.ctm.net

地址: 澳門新口岸上海街一百七十五號中華總商會大廈九樓

Address: Rua de Xangai 175, Edif. ACM, 9 Andar, Macau

電話 Tel: (853) 2832 3233

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