

# **Construction Industry Council**

## **Publicity Materials for Amalgamation of CIC and CITA**

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### **(I) Purpose**

- This paper seeks approval of artworks for the posters and newspaper advertisements for publicizing the amalgamation of CIC and CITA on 1 January 2008.

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## (II) Introduction

- The plan for publicizing the amalgamation of CIC and CITA was approved at the 6th CIC meeting held on 15 November 2007.

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## (III) Advertisement and Poster

- The publicity plan includes –
  - Production of A1 size (594 x 841 mm) posters for displaying on construction sites, premises of industry organizations, training institutions and business partners of CITA
  - Production of 990 x 1,500 mm posters for displaying in MTR stations
  - Placing of quarter page newspaper advertisement in Chinese and English language newspapers in December 2007 and January 2008
  - Placing advertisement in periodicals of industry organizations
  - Pamphlet advising industry stakeholders of the amalgamation
- The publication/distribution schedule is shown on the following page.

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## *Publication/Distribution Schedule*

<b>Media/Materials</b>	<b>Publication/Distribution Date</b>	<b>Artwork</b>
Oriental Daily Ming Pao SCMP	28 December 2007 (Friday)	Annex A
Sing Tao Headline Daily Standard	8 January 2008 (Tuesday)	Annex B
Periodicals of HKIE, HKIA, HKIS, HKCA and HKFEMC	January 2008	Annex B
Posters in MTR stations (20 free advertising spaces)	January 2008	Annex B
A1 size poster	January 2008	Annex B
A4 size pamphlet	January 2008	Annex B

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## **(IV) Advice Sought**

- Members are requested to endorse the artworks at Annexes A and B.

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**ADVICE PLEASE**

# 會局合併 效益提升

## Creating Synergy

「建造業議會」與「建造業訓練局」

2008年1月1日合併

CONSTRUCTION INDUSTRY COUNCIL (CIC) AND  
CONSTRUCTION INDUSTRY TRAINING AUTHORITY (CITA)  
TO AMALGAMATE ON 1 JANUARY 2008

在議會轄下成立「建造業訓練委員會」繼續建造業訓練局的工作  
THE CONSTRUCTION INDUSTRY TRAINING BOARD (CITB)  
TO BE FORMED UNDER CIC WILL CONTINUE THE WORK OF CITA

建造業訓練委員會將會透過「建造業議會訓練學院」  
繼續提供訓練及工藝測試服務

CITB will continue to provide training and trade testing services  
through the Construction Industry Council Training Academy (CICTA)

業界徵款的徵收率及徵收機制保持不變

Rate of construction industry levy and collection mechanism will remain unchanged

議會將繼續工人註冊處的運作

CIC will continue to operate Workers Registration Offices

已發出的訓練及工藝測試證書繼續有效

Training and trade testing certificates already issued will remain valid



查詢電話：**2870 0310**  
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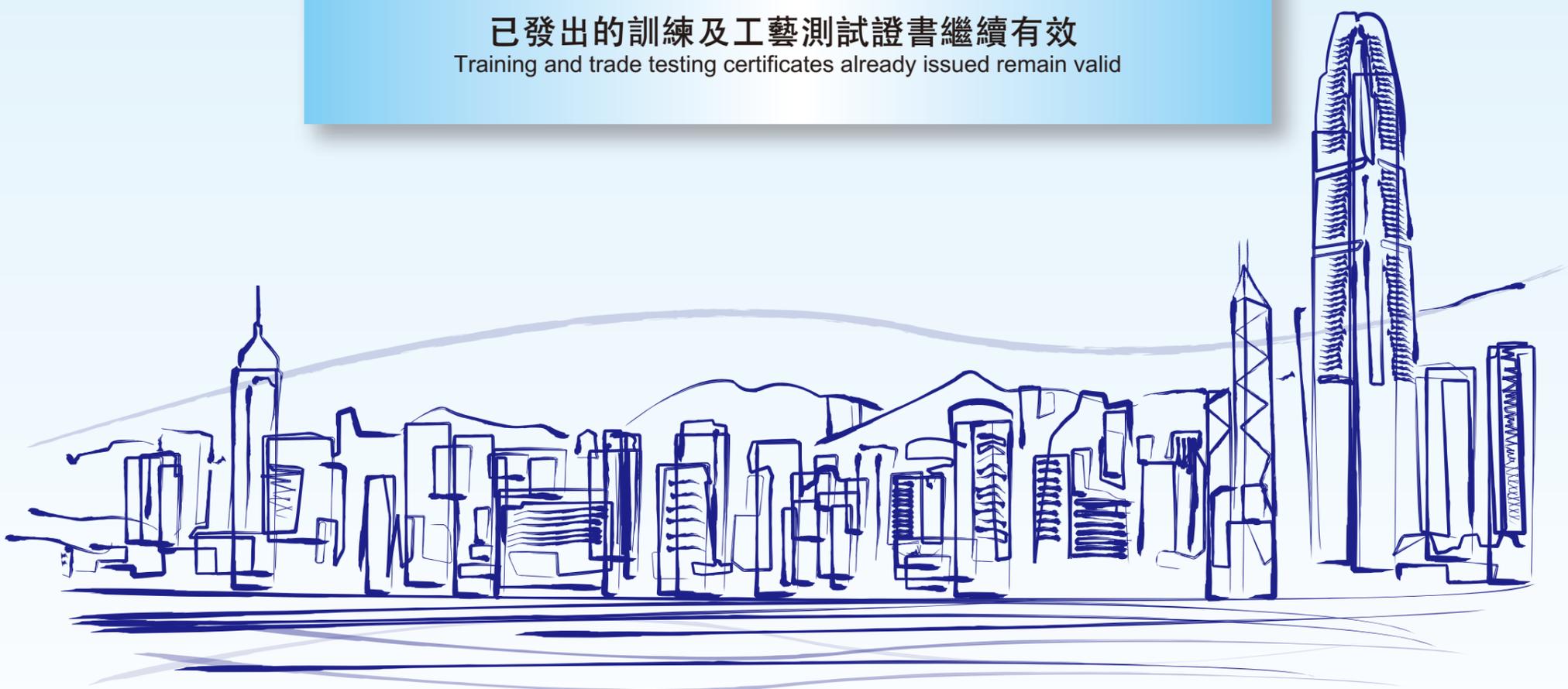
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