



Department of Geography  
The University of Hong Kong  
Pokfulam Road Hong Kong

香港大學地理系  
香港薄扶林道  
Head's Office (852) 2859-2835  
General Office (852) 2859-2836  
Executive Officer (852) 2859-7030



Dr. J. J. Wang BA(People's China); MPhil(HK); PhD(Tor); FCILT  
Head of Department 王緝憲副教授 系主任

Fax (852) 2559-8994  
Website <http://geog.hku.hk>

Organized by the Department of Geography  
MATPP Seminar

By

**Dr Peter Fong**

*Fellow, Judge Business School, University of Cambridge, U.K.,  
Research Associate, Faculty of Education, The University of Hong Kong*

On

***Using Strategy Maps to Achieve Corporate Goals in Transport  
Companies: the Cases of MTRC and HWL***

*Time: 7:00-8:00 p.m., Friday, 11<sup>th</sup> March, 2011*

*Venue: Room 222, Hui Oi Chow Science Building, HKU*

**About the Speaker**

Dr Fong received his M.U.P. and Ph. D in Urban and Transport Planning from New York University. He also holds advisory and visiting Professorships of several major universities in Mainland China, such as Tsinghua University, Tongji University, Renmin University, and Tianjin University. He is a Registered Professional Planner (RPP), FHKIP, MPIA, and MCILT. He was formerly Director of EMBA and Executive Programmes, Faculty of Business and Economics, Associate Professor of Department of Urban Planning & Urban Design, HKU; Professor and Executive Vice President of Asia International Open University (Macau); Visiting Scholar of Massachusetts Institute of Technology; Consultant of the World Bank. Dr Fong won the Gusi Peace Prize Award, an award for great achievers of the world, in Manila, the Philippines in 2004 for his exemplary achievements in education administration and urban development.

**Seminar Abstract**

Many companies are facing keen competitions in the globalized business environment. Transport and logistics firms are of no exception. How to be successful in the new decade is what these organizations are looking for. This seminar will discuss how some companies use the Balanced Scorecard and Strategy Maps to help them achieve their corporate goals. Two successful corporations- HWL and MTRC will be used as examples to illustrate how their goals are being accomplished.