



# Marketing Forum

*Date : 31 January 2008 (Thursday)*

*Time : 5:00-7:00pm*

*Venue : MB G06 (Main Building)*

*Language : Cantonese*

**TWO ILP Units**

*(Intellectual Development Area)*

Part 1

Speech Title:

***Food Glorious Food!***

***Establishing a Western Restaurant Brand in Mainland China***



*By Our Distinguished Speaker*

***Ms Lau Lee Fong, Rosa***

*Senior General Manager*

*The Spaghetti House Restaurants Limited*

Ms. Lau Lee Fong, Rosa is currently the Senior General Manager (Specialty Restaurants) of the Cafe de Coral Holdings Limited. She is responsible for development and management of two restaurant brands in Hong Kong, including The Spaghetti House (plus its operation in South China) and Oliver's Super Sandwiches, along with the related overseas franchise development. She holds a Master Degree in Business Administration from the University of East Asia, Macau and a Master of Science in Hotel & Tourism Management from The Hong Kong Polytechnic University.

Part 2

***Experience sharing with business executives and Alumni***

**1993 Marketing Graduate**

Sandra Chan  
Marketing Manager



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**1994 Marketing Graduate**

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*Light Refreshment will be served*  
***ALL Lingnan Students are welcome***



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