

Seminar on
“Jewellery Manufacturing Quality Assurance Benchmarks”
「優質珠寶製造基準」研討會

Date 日期 : 8/3/2014 (Saturday 星期六)
Time 時間 : 11:30am – 12:30pm
Venue 地點 : Meeting Room S226-7, L2, HKCEC 香港會議展覽中心 2 樓會議室 S226-7
Speakers 講者 : Mr Mark Mann, GIA Global Director of Jewelry Manufacturing Arts
GIA 美國寶石研究院珠寶製造藝術 (JMA) 全球理事 Mark Mann 先生
Language 語言 : English (simultaneous interpretation in Putonghua will be provided)
英語 (附設普通話即時傳譯服務)
Remarks 備註 : Free Admission 免費入場

Programme 程序表

11am – 11:30am	Guest Registration 登記
11:30am – 12:15pm	GIA Jewellery Manufacturing Quality Assurance Benchmarks GIA 美國寶石研究院的優質珠寶製造基準 <i>Speakers 講者:</i> Mr Mark Mann, GIA Global Director of Jewelry Manufacturing Arts, USA GIA 美國寶石研究院珠寶製造藝術 (JMA) 全球理事 Mark Mann 先生
12:15pm – 12:30pm	Q & A Session 問答時段

as of 30 Jan 2014

*The Organiser reserves the rights to change the programme without prior notice.

主辦機構保留對節目調動及更改之權利而不作另行通知。

Biography of Speakers 講者簡介



Mr Mark B. Mann is director of Global Jewelry Manufacturing Arts (JMA) at Gemological Institute of America (GIA). Mann's responsibilities are planning, developing, implementing and evaluating the Institute's global JMA education programs. He collaborates with GIA's domestic and international teaching faculty to improve and/or customize programs to suit local markets and serve new target audiences.

Mann has more than 40 years of experience working in jewelry retail, production manufacturing and jewelry manufacturing education environments. Prior to joining GIA, he was director of product engineering for a global diamond jewelry firm, where he was responsible for ensuring jewelry quality and performance and developing a certified service center program. He was also formerly the director of professional

certification and trade programs at Jewelers of America, where he facilitated the development of certification programs for jewelry manufacturing, sales and management at the retail level. During his tenure, he authored numerous trade and technical articles and was a frequent industry speaker.

Presentation abstract:

Quality assurance is not a new concept, though there are inconsistencies in the means of evaluating and determining the quality of a given jewelry piece. This presentation explores ways to utilize quality assurance benchmarks and enhance communication throughout the industry. Through the application of quality assurance benchmarks the manufactured product can be evaluated and therefore held to expectations.

The presentation will let you :

1. Recognize the long term benefits of quality assurance for the manufacturer, retailer and consumer.
2. Understand the value of explicit communication between providers at each stage of manufacturing through delivery to consumers.
3. Support the importance of evaluation through systematic quality benchmarks to achieve the finest manufactured product, sustain brand and achieve the best margins for all.

馬克先生擔任 GIA 美國寶石研究院珠寶製造藝術 (JMA) 全球理事一職，負責規劃、開發、實施和評估研究所全球的珠寶製造藝術 (JMA) 教育課程計畫。與 GIA 本部和其他國際分部師資團隊共同合作，致力於提升和/或制定適應當地市場及服務新客戶群眾的課程。

馬克先生在珠寶零售、生產製造和珠寶製作教育領域擁有超過 40 年的豐富經驗。在加入 GIA 之前，他任職於一家國際性的鑽石公司，擔任產品管理總監一職，負責確保首飾的品質和性能，並開發了一

個品質認證服務中心方案。他也曾是美國珠寶商協會的專業認證和貿易計畫總監，當時他促進了珠寶製造、珠寶在零售層面的銷售和管理的認證計畫的開發。在他任職期間，他撰寫了大量的專業和技術文章，並其頻繁地對外發表演說。

演講摘要：

雖然每個人對於一件珠寶品質的評估和判定的想法可能並不一致，然而品質保證並非是一個新概念。本演講將探討如何充分利用品質保證標準，來提升整個行業的訊息溝通。通過對於品質保證基準的應用可以對於產品進行評估並達到期望。

您將學習到：

- 1、瞭解品質保證對於製造商、零售商和消費者的長遠利益。
- 2、理解商品從製造商的每個生產流程到轉送到顧客手上之順暢溝通的價值。
- 3、支持通過系統化的品質基準以達到最好的製造產品的重要性，維持品牌，實現最佳的利潤。