



Business Risk Management

商業風險管理

SME Forum

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Chairman

The Institute of Crisis and Risk Management

商業風險評估專業協會

New Insights New Opportunities

Date : 3 December 2010 (Friday)

Venue : Hong Kong Convention and
Exhibition Centre



Professional Qualification, Certification, and Accreditation 培育與標準

- Certified Risk Planner
核准風險評估策劃師
- Certified Crisis Consultant
核准危機管理顧問
- Certified Continuity Professional
核准企業營運審察員
- Certified Professional Mediator
核准專業調解員



Trend: 世界經濟的發展趨勢－表面現象

不確定性所造成的風

WTO/全球化



Globalization

虛擬組織



Virtual
Organizations

知識經濟



Knowledge
Management

信息数字化
高速公路



Internet
Highways

電子商務



E-business

原材料供應



Raw Materials

貨幣政策



Currency Policy

合併與收購



M&As

Global Market:

New Rules for a New Type of Business. . .

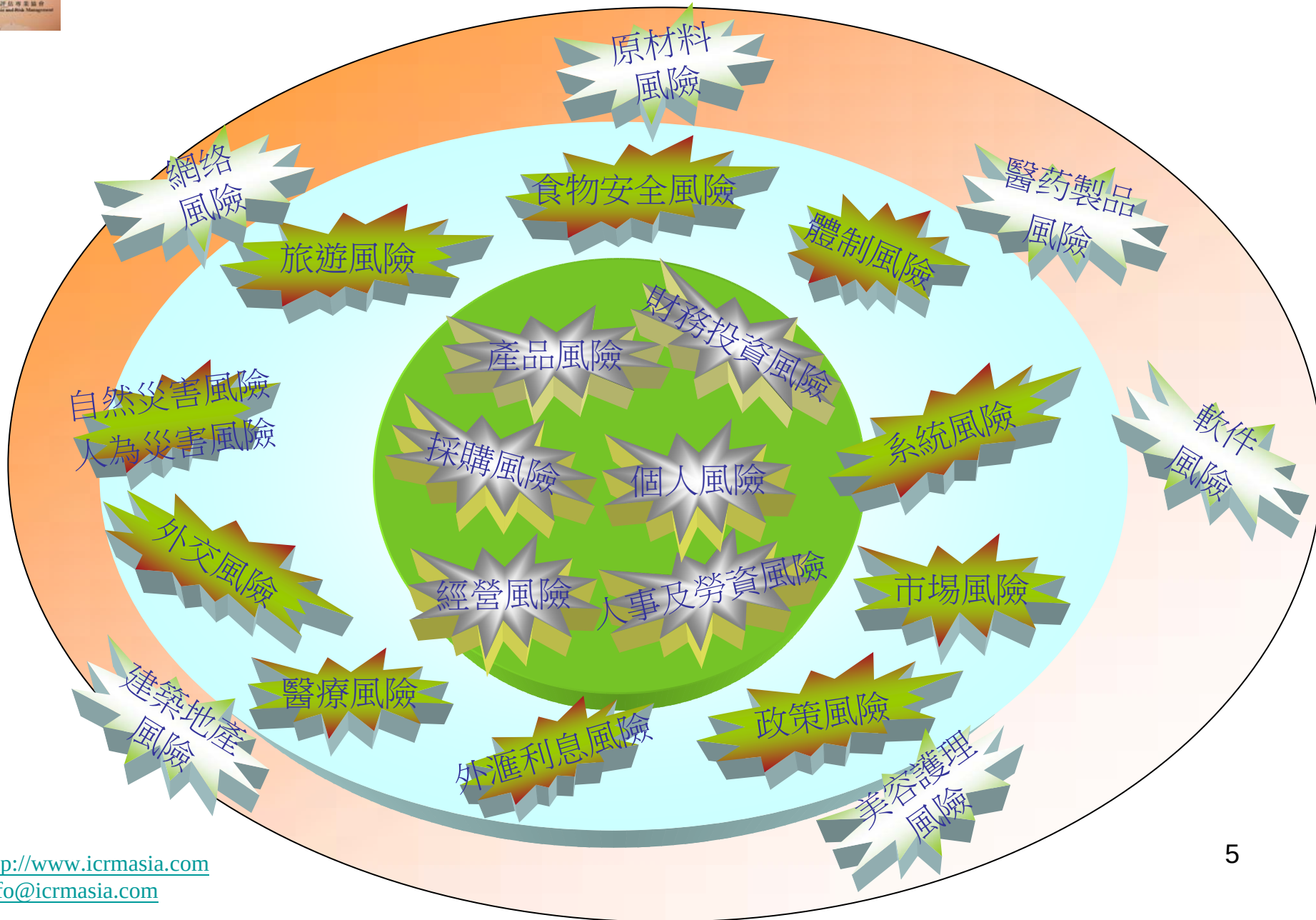


中小型企業面臨的挑戰 **Challenges**

- 資金來資積累
Capital
- 資源短缺
Resource and Support
- 人力資源及信息
Human Resources
- 組織架構
Organizational Structure
- 人材培育及發展
Learning & Development
- 企業根基及發展
Organization Development
- 產品服務設計
Brand / Design

- 創新科技資訊研究
Technology & Innovation
- 信貸保證
Credit Guarantee
- 市場推廣
Markets
- 商標權與設計
Ownership and Registration
- 行政及管理
Management and Administration
- 核心競爭能力
Competitive advantage
- 戰略定位
Strategic Positioning

商業風險因素





Risk

- 不確定性或是某種損傷發生的可能性

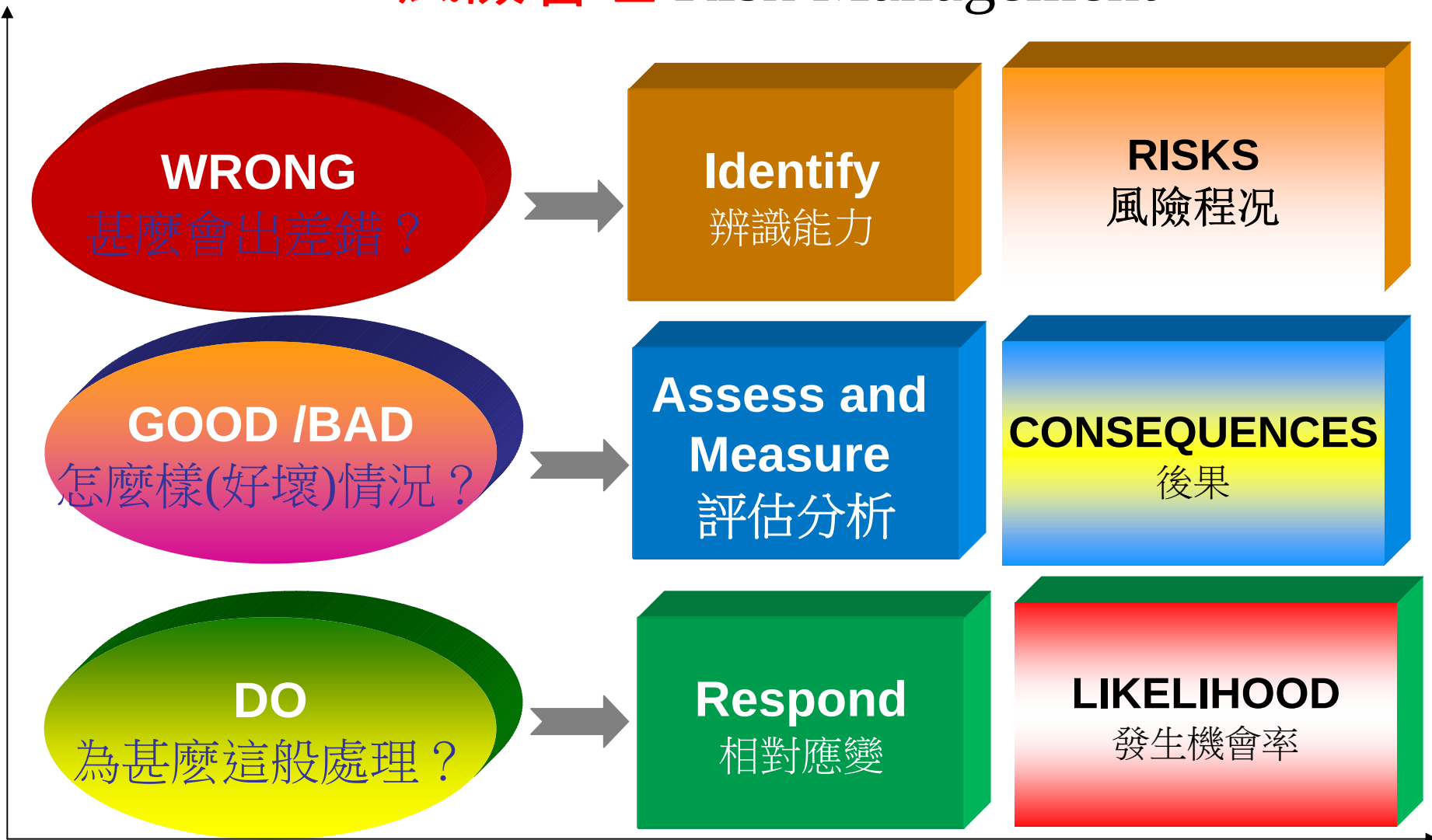
Challenges?

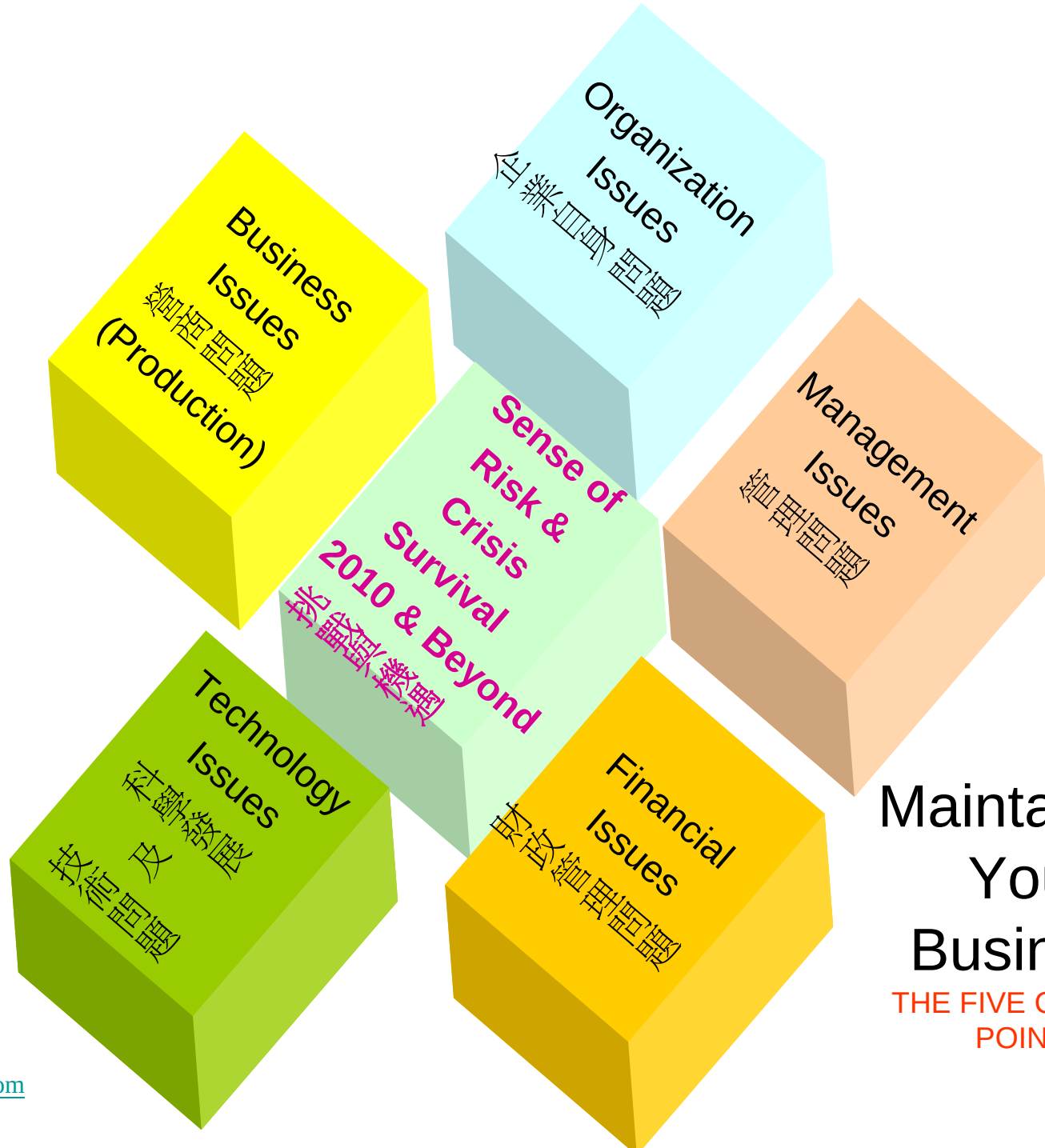
Uncertainty

Opportunities!!!



風險管理 Risk Management



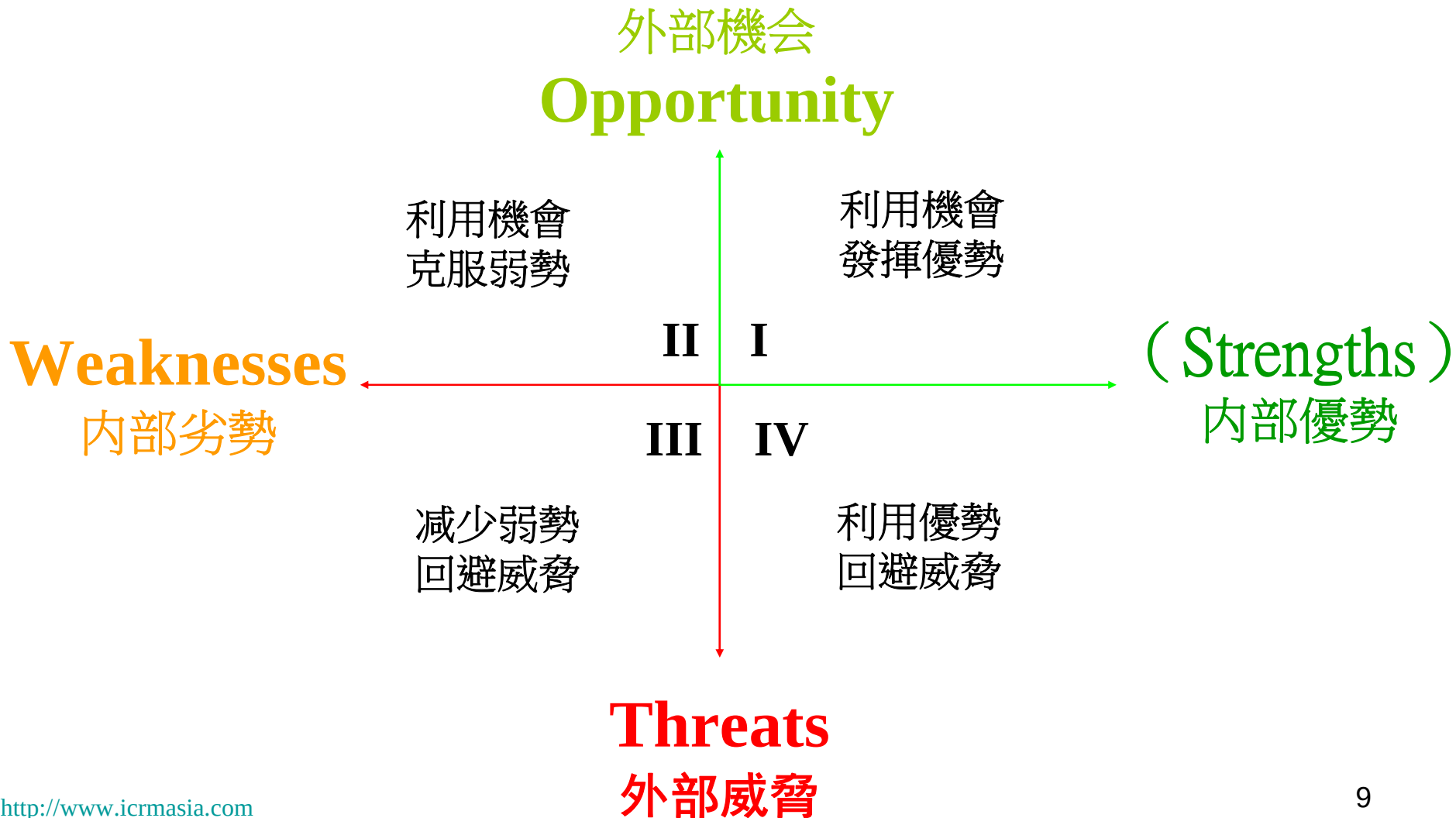


Maintaining Your Business

THE FIVE CRITICAL
POINTS

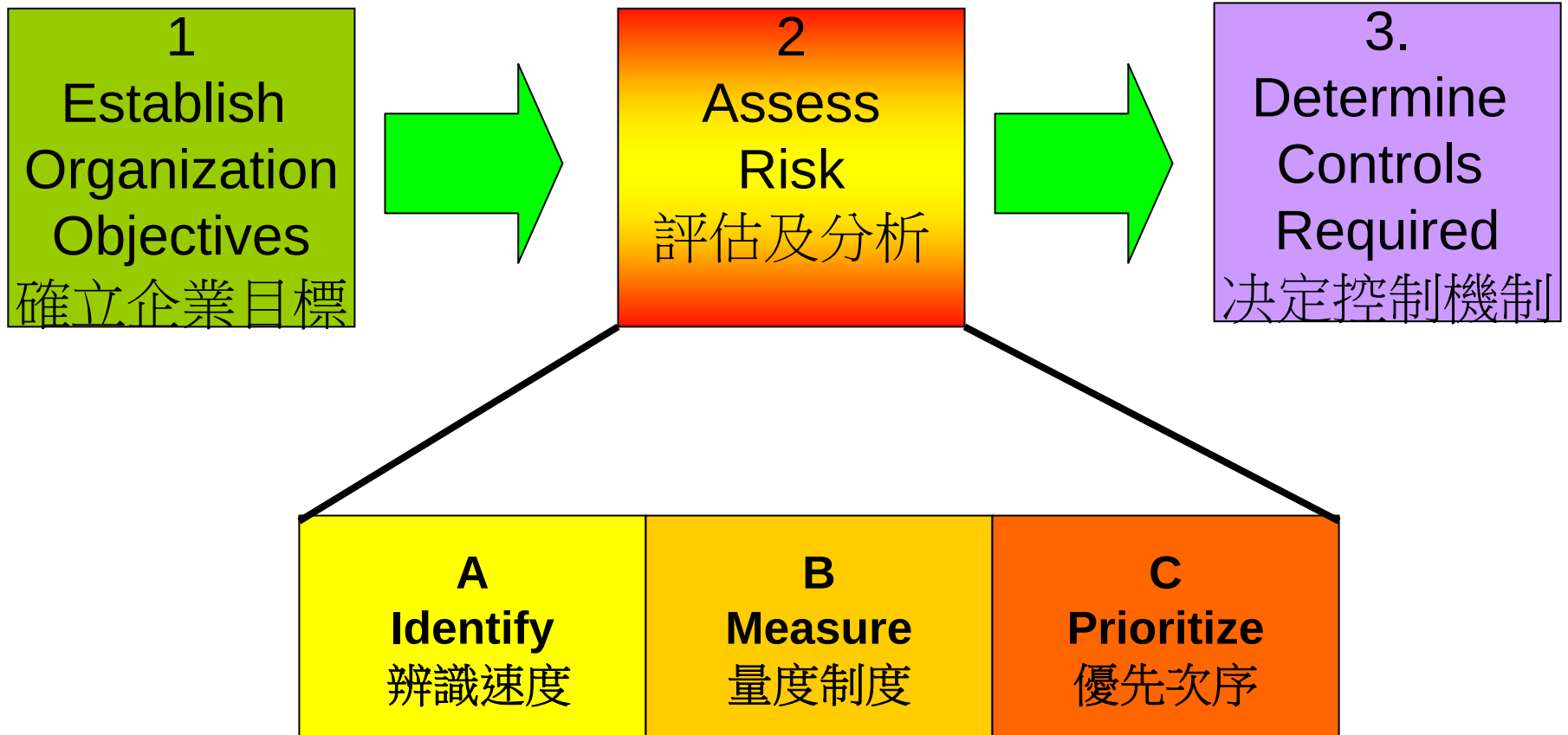


企業商貿剖析 Business Diagnosis





風險評估RM Analysis





風險決議 Risk Resolution

- 避免風險
Avoid
- 轉移風險
Transfer
- 減少風險
Reduce
- 分散風險
Spread

- 集中風險
Conglomerate
- 控制風險
Control
- 承擔風險
Accept



危机管理...成功商業風險管理

- 危机管理
Crisis Management
- 緊急應變管理
Emergency / Contingency Management
- 商貿延續
Business Continuity Management
- 災難復修管理
Disaster Recovery Management

谢谢！

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Q & A Session

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