

# SwissCham Beijing Human Resources and Retention Achieving Return on Investment (ROI) for Training: Use of ISO 10015 Quality Standard for Results

**March 7, 2007**  
**11:30am – 14:00pm**  
**Function Room 3F, [Kerry Centre Hotel](#)**

**Address:**  
**No. 1 Guanghua Road,**  
**Chaoyang District,**  
**Beijing, 100020,**  
**China**

**Members: RMB 250**  
**Non-members: RMB 350**

In China's competitive HR market, companies need to be strategic in managing and sustaining its talent pool and human resources. These could be achieved either through smart acquisition or developed through workplace learning and on-going training investments.

Training is a must for retention of talents in China. Training is also necessary to sustain employees' core competencies. Training in large companies often amounts to 2-3% of the total pay roll. It is an important investment in a company's business capability and at the same time it is a very inadequately evaluated investment. Estimates of experts suggest that in reality, only 20% of all training on a sustained basis is effective.

This presentation illustrates how companies can be more effective in building their human capital through training and how training can be better aligned with the business objectives and strategies.

#### **Speaker:**

**Dr. Lichia Saner-Yiu**, President, [Academy for Quality in Training and Education \(AdeQuaTE®\)](#), Geneva

The speaker will illustrate how to leverage existing training investment and how to achieve better results through the deployment of the ISO 10015 standard. This standard helps companies standardize their training process and streamline the complexities of the human capital management function.

#### **Program:**

11:30am-12:00pm Registration (30')  
12:00pm-12:05pm Introduction (5')  
12:05pm-12:45pm Lunch (40')  
12:45pm-13:15pm Speeches (30')  
13:15pm-14:00pm Q & A (45')

**For reservation or if you have any questions, [e-mail](#) or call us at +86 (10) 6432 2020.**

**GENERAL CONDITIONS OF SALE: We will confirm your registration by e-mail. Our confirmation e-mail is the proof of your registration. CANCELLATION POLICY: You are liable for 100% of the registration fee in case your cancellation is received less than 24 hours before the event. Your registration implies acceptance of these General Conditions of Sale.**

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