



# LEARNING IN STYLE

## 培育創意 | 人材的搖籃

Macau Productivity and Technology Transfer Center helps educate and encourage those interested in the fashion industry  
澳門生產力暨科技轉移中心致力培育時裝界英才

It can be challenging to excel and succeed in fashion design in tiny Macao. However, the government has been vigorously promoting the creative industry in recent years by offering a wide range of courses to residents. Founded in 1996, the Macau Productivity and Technology Transfer Center (CPTTM) is a non-profit organisation jointly established by the government and the private sector with the aim to support local enterprises to effectively utilise new conceptual thinking, information and resources in order to increase the added value of its products or services.

In addition to boosting competitiveness and encouraging the development of emerging industries, CPTTM is also committed to training employed professionals. It is particularly supportive of the design industry, striving to provide a platform for those interested in new ventures.

雖然澳門是彈丸之地，但要在設計行業中發光發熱的確不易。慶幸的是，近年政府與公營機構大力推動創意產業，並提供各類有關課程予本澳人士進修。1996年成立的澳門生產力暨科技轉移中心屬於澳門政府及民間合辦的非牟利組織，矢志協助澳門工商企業有效地利用思維、意念、資訊及資源來增加產品和服務的附加值，改善現有企業的競爭力，鼓勵及支持發展新興工業，同時致力培訓現職人士。中心尤其希望扶持設計行業，為有興趣於業界發展的人士建立一個完善的平台。

### 國際級水準 提升學員競爭力

作為一所與政府合作的非牟利機構，澳門生產力暨科技轉移中心在課程設計及中心設備規劃上均符合國際標準。時裝及形象創意部高級經理關治平表示：「雖然澳門有不少持續學習的機構，但卻沒有一家能與我們的規模相比擬。以『時尚及創意課程』為例，單以課程分類來看，就已包含個人及形象設計、時裝設計、時裝描繪、布料設計等課程，細緻如針織服裝製作或採購營銷及管理課程，均一應俱全。中心去年設180個時尚創意課程，全達到國際標準規模，足見其認受性之高。」

關治平補充說，澳門以往的服裝製作多以加工為主，但此經營手法已日漸式微，不少廠商開始建立自己的品牌，而在這趨勢最初冒起之時，廠商往往需要外邀專員來負責設計。在中心多年的努力下，澳門現時已有本地的設計師了，可說是在創意和設計方面的一大躍進。

CPTTM displays an award-winning creation from the 2011 WorldSkills Competition, which remains a source of pride for tutors at the centre.

廚窗內正展示2011年世界職業技能競賽中獲獎作品，這份光榮至今仍令中心導師們甚感欣慰。



Above: CPTTM provides a variety of equipment for students to use.

上：中心內設有多款機器予學員使用。

### World-class training

As a non-profit organisation in co-operation with the government, CPTTM conforms to international standards in its curriculum design and facilities planning. Victoria Kuan, senior manager of the Creative Fashion and Image Department, says: "Although there are many organisations in Macao that provide continuous education, CPTTM is the one that runs in the biggest scope. Taking our fashion and creative courses as an example, they already encompass a wide range of modules such as personal image design, fashion design and production, marketing and sales, down to minor subjects like knitwear manufacturing, merchandising and management.

"CPTTM has become highly recognised for having offered more than 180 courses of fashion and creativity courses that meet the international standards over the past year."

According to Kuan, the majority of apparel production in Macao in the past used to be garment processing, but this model became obsolete and many manufacturers established their own brands. When this trend first emerged, manufacturers often

由創立至今，中心一直努力不懈地推動教學，能親身見證學員成長，一眾導師亦倍感欣慰。

### 帶領學員走向世界

為培育下一代，澳門生產力暨科技轉移中心與眾多辦學機構合作。除了與教育暨青年局合辦暑期班外，中心亦舉辦不同範疇的文憑課程，以培養年輕一輩對設計及創意工業的興趣，並協助在職人士提升技能。為了提升教學質素，關治平更廣邀業界精英一同交流切磋。「我會定期與時裝及形象委員會、零售及美容業界人士等開會，緊貼業界資訊。透過與亞洲服裝聯盟、香港知專設計學院等機構交流，亦可取得更多國際潮流資訊。此外，中心亦提供各類緊貼行業所需的支援服務，包括顏色及潮流指標，以及多種參考書籍，讓學員多認識國際性的資訊。」

為了讓學員踏上國際舞台，澳門生產力暨科技轉移中心更會帶領學員參與業界國際比賽，例如在2011年參加世界職業技能競賽時，澳門代表在流行時裝技術環節便歷史性獲得全球第二名。中心亦有參加政府大力支持的「孵化計劃」，讓學員有機會親嘗設計、起版、生產、計價以至製作書刊等整個時裝製作過程，亦可踏足香港時裝節的舞台，走人生第一次的台步。這些難得的經驗為澳門一群矢志於時裝發展的人士提供了「門常開」的渠道，亦為澳門的未來打好優良的根基。

“Its fashion and creativity courses meet the international standards. 去年開設的時尚創意課程均達國際標準規模。”

Kong Design Institute, we can gain more information about international trends.

"Furthermore, CPTTM also offers all kinds of support services to keep our students on track, such as the latest garment-making software, Pantone, colour and trend forecasting, as well as a wide range of reference books to provide students access to global information."

To help students step onto the international stage, CPTTM gives them the opportunity to participate in various competitions, such as the WorldSkills Competition in 2011, where representatives from Macao made history by finishing as first runner-up in the Fashion Technology category. There's also the Design Incubator Project, where participants get to try their hand at the fashion production process, from design and manufacturing to production management and sales. Students also have the chance to make their runway debut at Hong Kong Fashion Week. Such opportunities ensure that the door is always open for those who are set on a career in fashion, thereby helping to set a good foundation for the future of Macao.

needed to recruit professionals from abroad to handle the design. But after many years of effort by CPTTM, Macao has taken a big step in the design and creative industry by nurturing its own designers.

Since its inception, CPTTM has been working tirelessly to promote education, and teachers feel rewarded when witnessing the growth of their students.

### Leading students into the industry

To build the next generation of design talent, CPTTM has established partnerships with a number of educational institutions. Apart from co-organising summer courses with the Education and Youth Affairs Bureau, CPTTM also offers diploma courses in different fields to cultivate young people's interest in the design and creative industry, and improve the skills of currently employed professionals.

To enhance the quality of teaching, CPTTM invites industry experts to come in as part of an academic exchange. Kuan says: "I periodically hold meetings with the fashion and image committee and representatives from the retail and cosmetics sectors in order to keep abreast of industry news. By exchanging ideas with organisations like Asian Fashion Federation and Hong



Left: Victoria Kuan, senior manager of the Creative Fashion and Image Department at Macao Productivity and Technology Transfer Center

左：澳門生產力暨科技轉移中心時裝及形象創意部高級經理關治平

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