

財團法人中華民國對外貿易發展協會 函

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受文者：台灣醫療暨生技器材工業同業公會

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主旨：為邀請派員參加國際展覽認證CEM課程，請查照。
說明：

- 一、國際展覽認證CEM(Certified in Exhibition Management)旨在提升展覽人才之專業知識、實作能力與管理技能，為國際展覽產業最負盛名之認證。CEM訓練課程包含展覽行銷、策略規劃及展覽銷售等主題，目前美國、加拿大、泰國、新加坡、巴西及阿拉伯聯合大公國等全球20餘國，共有逾3,000位CEM專業人士，參加CEM課程即可加入此專業跨國社群。
- 二、為促進臺灣會展產業與國際接軌，提升企業之專業形象與競爭能力，經濟部國際貿易局與本會自101年引進CEM認證在臺辦理，已協助195位學員取得CEM認證，本(108)年度CEM認證課程收費標準及開課時程如附件。
- 三、經濟部「輔導業者辦理新展作業須知」之審查基準於加分項目設有「申請單位僱用具CEM認證之員工」1項，展覽主辦單位若計劃申請新展補助，可派員參加CEM認證，以增強人力資源之專業實力與申請補助之優勢。

正本：展覽公司及展覽相關機構
副本：

財團法人中華民國對外貿易發展協會

CEM CERTIFICATION PROGRAMME

game-changer

[geym-cheyn-er]

noun

a person or thing that dramatically changes the course, strategy, character, etc., of something:

Hiring CEMs has been a **game changer** for running our trade show efficiently.

3,000+ active CEMs



around the world

Requirements:

- New candidates must have three (3) years of full-time experience in the exhibitions and events industry.
- Candidates may choose any nine (9) out of the twelve (12) courses offered to complete the CEM Learning Program. Each course has a corresponding examination that must be taken and passed within 90 days of the course date.
- Candidates have three (3) years in which to complete all nine (9) courses and exams.

2019 CEM Program in Taiwan

Date	Domain	Instructor	Location
3/30	Strategic Planning and Management	Steven Hacker	Taipei
3/31	Event Operations	Bruce Lemmon	Taipei
4/13	Housing and Registration Management	Cookie Walner	Taipei
4/14	Security, Risk and Crisis Management	Charlotte Pearson	Taipei
5/25	Finance, Budgeting and Contracts	Pei-Ying Chang	Taipei
5/26	Event Marketing	Nancy Milani	Taipei
6/1	Exhibition and Event Sales Fundamentals	Alfredo Lomas	Taichung
6/15	Floor Plan	James Letchworth	Taipei
6/16	Selecting Service Contractors	Ryan Lovell	Taipei
6/29	Conference and Meeting Management	Donna Johnson	Taipei
6/30	Facilities and Site Selection	Chien Pei Chen	Taipei

Registration:

<https://mice.iti.org.tw/>

NTD 3,000
Per Course

Package 1
11 courses for
NTD 25,000

Package 2
9 courses for
NTD 22,000

Package 3
6 courses for
NTD 16,000

Package 4
3 courses for
NTD 8,500



Organized by BOFT / TAITRA Program by IAEE

Contact Lillian Lai at yunchulai@taitra.org.tw for more information.