



Programme Schedule

Day	1	2	3	4	5
9:00am ~ 10:30am	Introduction of MTR	Customer Service (I)	Asset Management (I)	Re-Investing in Railway Assets	BrownField Project Management
Tea Break					
10:45am ~ 12:00pm	Safety Management (I)	Customer Service (II)	Asset Management (II)	Non-Fare Revenue	New Extension Management
Lunch					
1:15pm ~ 2:30pm	Safety Management (II)	Service Reliability (II)	Asset Management (III)	Transit Oriented Development	MTR Development in Mainland China
Tea Break					
2:45pm ~ 5:00pm	Service Reliability (I)	Service Reliability (III) Site Visit - OCC and Station (end at 7:00pm)	Site Visit to Depot	Site Visit - Integrated Station + Property Development	Discussion with Senior Executive Graduation Ceremony
Dinner			Official Dinner		

Delivery Mode: Lectures and Cases Sharing, Discussion with Senior Executive and Site-visit

Intake Schedule and Programme Fees:

Refer to the Enrollment Form for details

Programme Enquiry:

For programme enquiries, please contact Ms. Ng at slng@mtr.com.hk or call (852) 25203453.



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 Hung Hom Centre Kowloon Bay Depot Centre Tai Wai Depot Centre Pat Heung Depot Centre
 MTR Headquarters Building Citylink Centre Manhattan Place Centre

Railway Executive Programme (REP)



Overview

As one of the globally recognised industry leaders, MTR Corporation has been the trusted advisor of various railway companies and projects around the world. Based on our track record of success, the MTR Academy is taking one step further to offer tailor-made training programmes for executives and management.

The Railway Executive Programme (REP) is uniquely designed to provide a holistic development experience on excellence in railway operations for senior executives of railway operators and authorities worldwide. Participants can learn MTR's management philosophy, approaches, processes and knowledge for attaining success in railway operation and customer satisfaction through interacting with seasoned MTR executives and senior managers.

The Programme is designed to cover the core topics that are crucial for driving safety, customer experience excellence, service reliability, non-fare revenue and cost effective. A series of presentations, case reviews and interactive discussions under these topics are facilitated by corresponding MTR's senior managers with relevant in-depth experience and knowledge.

Objectives

The Programme aims to

- Provide a holistic development experience on excellence in railway operations
- Broaden your perspective and horizon, and become stimulated in initiating changes within your organisation to raise service quality and operational excellence
- Facilitate interaction and networking with other motivated executives from around the world

Who should attend

Executives and senior managers of railway operators and authorities

Topics

- Safety Management
- Customer Service Excellence
- Service Reliability
- Asset Management
- Non-fare Revenue Generation
- Brownfield Project Management
- Transit Oriented Development
- New Extension Management
- MTR Development in Mainland China

Language

English

Venue

Hong Kong

Duration

5 days

What will you learn from each module?

Introduction of MTR

MTR's business model, governance framework, organization structure, operation overview, Rail Gen 2.0 and global business growth strategy.

Safety Management (I & II)

The philosophy and governance of MTR's safety management system; approach of driving safety excellence globally; and management of risk systematically and proactively to improving safety performance.

Service Reliability (I, II & III)

How MTR pursues railway service reliability by operations planning and management, performance monitoring, stakeholders communication and incident handling, etc. Case studies will be discussed.

Customer Service (I & II)

MTR's customer service aspiration and customer experience management model. Our approach from defining, designing, implementing to measuring. How we build a customer-centric culture.

Implementation of Asset Management in MTR, its governance structure, processes correlating asset management and continuous service reliability improvement, and long term planning. MTR's new development on "Foresighted Asset Management Strategy FAST 2030+"

Asset Management (I, II & III)

MTR's strategy in re-investing in railway assets and its implementation through well articulated processes and tools. Case studies will be discussed.

Re-investing in Railway Assets

Strategy and mix of commercial facilities and non-fare businesses in MTR stations. Opportunities and Challenges. Insights for design and planning of stations.

Non-Fare Revenue

How our Rail plus Property Model captures land value created and transfers it back to railway operation. Case study of how to integrate property development with station to achieve social and economic benefits to the public, government and MTR.

Transit Oriented Development

Site Visit - OCC and Station

Effective management of the Operations Control Centre for the entire heavy rail network during peak hours and incidents. Crowd control and platform management at peak of the peak.

Site Visit to Depot

Organisation and operation of a highly utilised depot with capability from first line maintenance to vehicle and equipment overhaul.

Site Visit - Integrated Station + Property Development

Best in class "Rail plus Property" project at Kowloon Station Development that exemplified Transit Oriented Development implementation with physical and functional integration of railway, office, shopping and residential.

BrownField Project Management

How MTR manages challenges of a brownfield project on a live railway system, and be able to maintain a reliable railway service while major asset replacement works are implemented in the network. Two brownfield projects will be discussed.

MTR Development in Mainland China

New Extension Management

Operations insights and involvement on the planning and management framework for the whole project life cycle of new extension projects leading to successful opening of new extension.

Discussion with Senior Executive

How MTR expands its business, manages and delivers quality service in the Mainland of China.

A panel discussion with senior MTR Executives who will share their personal experience and insights. Time will be set aside for Question and Answer.