



# RESONANCE 共鳴



## News

### Connect to CPI through its revamped website, Facebook and LinkedIn

CPI is happy to announce that its website has been revamped with a new look. You can now choose between the English and Chinese sites, both with newly added movie clips and photos from the latest activities.

And have you joined our CPI groups on Facebook and LinkedIn yet? Dedicated pages have been set up on these two popular networking sites. Show to your friends and business associates your affiliation with CPI, the world's leading qualification program in the Testing, Inspection and Certification Industry.



## News

### Total Number of CPI Members Grows to Over 600, Composing of Practitioners from 17 Countries

The total number of CPI members has grown to 608 as of Nov 08, 2010. They come from countries around the globe, including China, India, Vietnam, Bangladesh, Indonesia, Taiwan, Malaysia, Thailand, the Philippines, Sri Lanka, Cambodia, South Korea, Japan, Pakistan, Singapore, France and the United Kingdom. Of the 608 Registered Members, 279 have completed the certification process and received recognition from CPI and City & Guilds, the world's leading provider of vocational qualifications for over 100 years.

Ms. Sofia Lin, Manager of Membership Services of CPI, said, "These figures are very encouraging. We expect the numbers to grow continuously as more people will see the value of becoming a CPI Member. CPI membership is the key to worldwide recognition of one's skills and strengths through a well-established qualification program."

With more training programs becoming available in the next few months, it is expected that the membership number will further increase.

## Message from the Chairman

Dear all,

I am very much delighted to see the rapid development and great achievements of CPI during the six months' time since its establishment in the UK in May 2010.



We have held successful launch events in Hong Kong, Shenzhen, Shanghai and India. The number of CPI members has grown exponentially over the months, outnumbering 600 and composing of practitioners from 17 countries around the globe at the beginning of November. Currently, there are a total of 38 CPI approved trainers, located across the continents of Asia, Europe, North and South America. Two training programs, namely the "CPI Certified CSR Auditor and Lead Auditor Training Program" and "CPI Certified Quality Engineer – Garment Inspection Training Program" have been launched in China and India respectively. The new "CPI Certified TGI Environmental Auditor Training Program" will be rolled out next month, with other new programs to follow. Moreover, we have our website revamped, adding new functions and a Chinese language option.

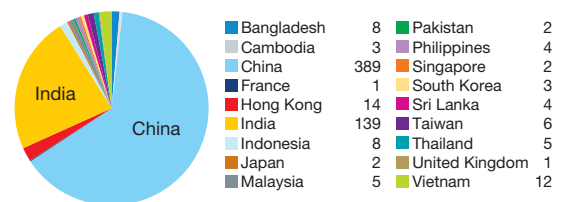
Now, we are publishing RESONANCE, a quarterly newsletter which contains CPI news, photos, insights and tips for our members. We hope the readers of this newsletter will resonate with success and continuous improvements, making bigger leaps in their careers with the forces from CPI. We will continue to provide the best for our members and bring the industry to a new height by qualifying people with confidence.

Thank you all for your support to CPI and being part of the CPI community.

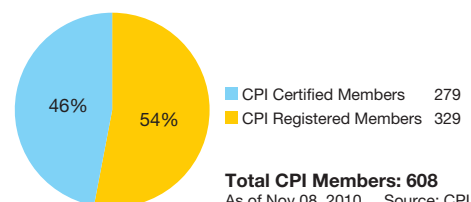
Yours Sincerely,

William Quilindo  
Chairman of CPI

CPI Members Distribution Chart



Qualification Statuses of all CPI Members



Total CPI Members: 608  
As of Nov 08, 2010 Source: CPI website

# Photo Highlights

June 7, 2010  
British Consulate-General, Hong Kong

## Hong Kong Launch Event



- 1 John McGee, Head of International Operations, City & Guilds
- 2 David Horlock, Vice President, Global Inspection and Auditing, Intertek Consumer Goods
- 3 William receives "City & Guilds Accredited Centre Approval Plaque" from John

- 4 Ada Fung, graduate of the first CPI public class (middle), receives certificate of "CPI Certified CSR Auditor" from John and Albert Yeung, Managing Director of CPI (right)
- 5 Everyone toasts to the success of CPI
- 6 7 8 9 VIP Guests

July 31, 2010  
Novotel Bauhinia Hotel, Shenzhen, China

## CPI Seminar cum The First Certificate Conferring Ceremony



- 1 A full house of guests
- 2 CPI Top Student of the Season, Yi Jing
- 3 CPI Certified Auditors with the CPI Committee Members and City & Guilds Representatives

- 4 5 6 Congratulations to the newly certified auditors!

# Photo Highlights

September 8, 2010  
Hotel Trident, Gurgaon, Haryana, India

## India Launch Event



- 1 The lighting of the lamp signifies "lighting the lamp of knowledge" during the CPI unveiling ceremony in India
- 2 William gives an opening speech at the ceremony
- 3 All guests are keen to learn more about CPI
- 4 Intertek Knowledge Center in India is now officially a CPI certified training center
- 5 William, Sanjay Gulati, Managing Director of Modelama (middle) and Dilip Gianchandani, Regional Director, India & Bangladesh, Intertek Consumer Goods (right)
- 6 Our big group in India

September 16, 2010  
Shanghai Jiao Tong University, Shanghai, China

## Shanghai Launch Event



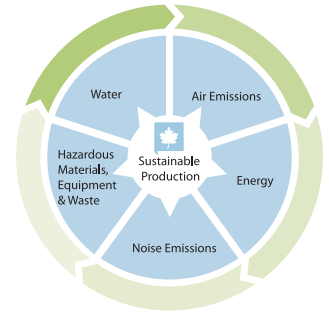
- 1 Some hundred of guests attend the event
- 2 Qinghong Kong, Chairman of Shanghai Jiao Tong University Education
- 3 Thomas Tang, General Manager of Auditing Division, North East China, Intertek Consumer Goods receives the center approval plaque for Intertek Knowledge Center in Shanghai from John
- 4 3, 2, 1, Cheers!
- 5 All the best!
- 6 Certificates are conferred to the newly certified auditors
- 7 8 VIP Guests
- 9 Buffet Lunch for all at Shanghai Jiao Tong University

# Course and Event Calendar

## "CPI Certified TGI Environmental Auditor" Training Program

**NEW**

This 5-day training program equips participants with the skill sets, capabilities and up-to-date intelligence on environmental issues, practices and effective performance management. It offers a comprehensive solution to environmental performance management and reducing operational costs for suppliers. It also helps consumer brands and retailers in choosing "environmental-friendly" suppliers in a hassle-free way.



The TGI assessment toolkit, consisting of 8 individual assessment modules, helps suppliers in evaluating, benchmarking and monitoring environment performance, as well as identifying areas for improvement.

### Upcoming Classes

Dec 20-24 **Shenzhen**  
Jan 10-14 **Shanghai**

Program Fee:  
**RMB 13,800**

## "CPI Certified CSR Auditor and Lead Auditor" Training Program

This 5-day training program provides a systematic and holistic approach to managing social compliance audit.



**City & Guilds**  
Accredited

**"The Program equips compliance practitioners to fulfill the requirements set by many international brands. The lessons are fun and useful. I highly recommend it!"**

Raymond Tse, CPI Certified Auditor, QAQC Supervisor of a HK Trading Company

### Upcoming Classes

Nov 22-26 **Tianjin**  
Nov 29-Dec 3 **Dongguan**  
Dec 6-10 **Shenzhen, Shanghai**  
Dec 20-24 **Dongguan, Qingdao**  
Jan 10-14 **France**

Program Fee:  
**RMB 9,800**  
(China)  
**EUR 1,490**  
(France)

## "CPI Certified Quality Engineer – Garment Inspection" Training Program

This 3-day training program equips participants with the necessary competence and knowledge in conducting independent quality inspections against predefined requirements in the garment industry.



**City & Guilds**  
Accredited

**"Highly recommended for those who intend to seek a career in the quality domain."**

Prakash Nair, CPI Certified Quality Engineer, General Manager - QA of a leading India Export House

### Upcoming Classes

Nov 11-13 **Mumbai**  
Nov 24-26 **Gurgaon**  
Dec 27-29 **Bangalore**

Program Fee:  
**INR 12,000 + Taxes**

### November 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26*	27
28	29	30				

### December 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### January 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

TGI Auditor

CSR Auditor

QE – Garment Inspection

\* CPI Seminar cum The Second Certificate Conferring Ceremony

Note: This course and event schedule is subject to change

**Intertek** Knowledge Center

**CPI** Approved Training Provider  
CPITP-001

**China**  
**South China**  
Ms. Wendy Zheng  
+86 755-26020707  
wendy.zheng@intertek.com

**India**  
Mr. Ranjit Sasi  
+91 80 4021 3790 / +91 90086 88955  
mktg.india@intertek.com

**East China**  
Ms. Sunny Sun  
+86 21-61815387  
sunny.l.sun@intertek.com

**France**  
Mr. Laurent Lebarq  
+33-6-66641192  
laurent.lebarq@intertek.com

**North China**  
Ms. Ivy Jiang  
+86 532-85022234  
ivy.jiang@intertek.com

Renowned recruitment agency Robert Walters has high expectation in the hiring activities for local mid to senior level quality management professionals in China in the coming months. Professionals with proficiency in the English language, strong leadership skills and especially those with overseas exposure are highly sought after candidates. According to ManpowerIndia.net, there is a great demand for supply chain management these days and there are many job opportunities in areas such as quality management and vendor quality assurance. We are going to look at what a QA manager does and what attributes he or she should have.

Permanent Salary Per Annum of Quality Professionals in Shanghai, China	
Supplier Quality Manager (5+ yrs' exp)	RMB 250 – 450K
Quality Manager (5+ yrs' exp)	RMB 250 – 450K
Supplier Quality Engineer	RMB 150 – 300K
Quality Supervisor (5+ yrs' exp)	RMB 100 – 350K

Source: Robert Walters Salary Survey 2010

## What a QA manager does?

- Planning, prioritization of all the test-related tasks
- Writing the test strategies
- Reviewing the test plans
- Code reviewing
- Delegating...
- Having people judgment skills to hire the right people
- Writing performance review

## What makes a good QA Manager?

- Effective communication
- Developing people
- Bringing out creativity in others
- Motivating people
- Team building
- Enabling changes
- Making good decisions



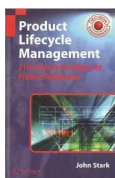
# Brush Up Your Skills

## Product Lifecycle Management: 21st century Paradigm for Product Realisation

by John Stark

Publisher: Springer (1st Edition)

Have you heard of Product Lifecycle Management (PLM)? This book introduces this new paradigm and explains its importance from both the business and technical viewpoints. It contains different examples and explains how world-class engineering and manufacturing companies are implementing PLM successfully. This book is a must for all product manufacturing companies of the 21st Century!



## E-Mail: A Write It Well Guide

by Janis Fisher Chan Publisher: Write It Well (Updated Edition)

Do you write emails at work? Are you writing them well enough? This user-friendly book is filled with guidelines, tips and tools to teach you how to write a professional email well in today's fast-paced and competitive business environment. It includes questions and exercises. There is even a section on using instant messaging and handheld devices. This book is useful to anyone who communicates in the "digital way".



Intertek is the first employer to adopt CPI. Mr. David Horlock, Vice President, Global Inspection and Auditing, Intertek Consumer Goods, said during the CPI Launch Event in Hong Kong, "As the world's largest CSR monitoring firm, we affect the well being of over a hundred million workers in thousands of factories around the world. We see it as our responsibility to take a leadership role in adopting a more disciplined and vigorous training and qualification process. CPI provides what we need in qualifying people and equipping them with the competence to rise to the challenges created by the increasingly stringent rules and requirements. We hope to earn a higher level of trust and confidence from our clients through this internationally recognized qualification scheme."

Intertek has committed CPI certifications to all 1,700 global quality practitioners performing training, audits and inspection services for the consumer products sector. It also shows recognition to CPI qualifications by giving preference to job applicants with CPI qualifications. See below for two recent recruitment ads from Intertek South China.

Post date: Nov 9, 2010  
 Position: CSR Auditor  
 Working location: Shenzhen  
 Requirements:  
 • University graduates majoring in environment engineering/ engineering or related disciplines  
 • Holders of CPI Certificate have an added advantage

Post date: Nov 9, 2010  
 Position: Inspector – Hardgoods  
 Working location: Shantou  
 Requirements:  
 • Good English and excellent communication skills  
 • Preference will be given to holders of CPI Certificates  
 • Hard working and willing to travel

If you are interested in the jobs, please send your resume to [recruit.sz@intertek.com](mailto:recruit.sz@intertek.com) or visit [www.intertek.com.cn](http://www.intertek.com.cn) for more openings.

## About Intertek

Intertek (ITRK.L) is a leading provider of quality and safety solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace. Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and over 26,000 people in more than 100 countries around the world.

## Intertek's iPhone® and iPad™ apps for Consumer Goods Compliance Professionals



There are some cool apps which enable consumer goods testing, inspection and compliance professionals to have instant access to key industry information wherever they are. Intertek has launched the Textile Compliance Guide EU app and US CPSIA app on the online Apple® App Store. The Textile Compliance Guide EU app covers major aspects of textiles, from fibers, yarns and fabrics through to finished products. The US CPSIA app contains the content of the Act by section and in full text, supplemented with frequently asked questions about compliance and safety testing requirements.

Hurry up and get these free handy tools on your iPhone® or iPad™ now! To download the apps, please go to the online Apple® App Store and search by Intertek or visit Intertek's mini-site for mobile digital device applications: <http://bekm.intertek.com/mobile>.



In recent years, consumers in developed countries are voting with their wallets on what ideologies they support. Last year, UK sales of fair trade goods reach £800 million. As Jeremy Hobbs, Executive Director of Oxfam International points out, "'Sustainable, green and ethical' is rapidly becoming the default position, not the unique selling proposition." There are numerous social and environmental issues for supply chain business to address if they are to become 'Sustainable, green and ethical', in addition to the quality and safety issues on which regulatory bodies all over the world have set up more stringent rules. As a result, quality management and compliance work are in great demand in countries where factories abound. Buyers and suppliers are doing more compliance audits. Yet, there are still discrepancies in complying with the laws and the real picture in many workplaces. (See table below for an example)

Country/Region	% Sites failing to pay the local minimum wage 2007/8 for work undertaken in standard time
China	73%
Eastern Europe	57%
South Asia	36%
UK and Republic of Ireland	25%
South East Asia	14%
<b>Overall</b>	<b>49%</b>

Source: Ethical trade consultancy Impacct Ltd. (2009)

Reliance on audits alone will not put a full stop to non-compliance; however, audits can bring both social and business benefits when they are carried out wisely. Workers have a more effective voice in audits and improvement actions. Fewer, better quality audits reduce cost and risk in the supply chain. This is a win-win situation for both business and workers.

*Further Reading: Better jobs in better supply chains, Briefings for Business No.5, Oxfam International (2010)*

## Social benefit

Workers have a more effective voice in audits and improvement actions

## Business benefit

Fewer, better quality audits reduce cost and risk in the supply chain

To this end, business must do better audits, establish baselines and monitor change. They should put more resources into training their compliance and quality management personnel, and hiring only the qualified practitioners in the field. All these measures will benefit the business in the long run by minimizing risks and answering to the growing demand of the consumers.

## Case study

### Improving standards: a supplier's perspective in India

"When we first introduced to our customers' expectations after an audit in 2006 we were worried it would make us less competitive as our wages bill increased 20%. As wages account for a fifth of our product costs, this meant our overall product costs increased 4%. But we found productivity and profitability increased significantly. The changes made us feel better about running our company and staff turnover is now almost zero. We prefer the term 'social engagement' to 'social compliance' as the changes engaged us as people not just as a business."

Anil Kariwala, director of Calcutta-based Kariwala Industries supplying jute bags to European and US supermarkets.

Source: Traidcraft and CIPS (2009)

## Do You Know?

Companies are offering special arrangements for staff who would like to attend CPI training programs. An example: Some factories in India are providing interest-free loans to their QA teams to attend our certified courses and training days are counted as working days. Employers give recognition to this world-class qualification program and CPI qualifications will definitely be an added advantage during promotion consideration, salary reviews and performance appraisals.

Submit an article of "24 Hours at Work" describing the day-to-day tasks you handle at your post with your membership number and contact information. You will receive a special gift if your case gets published.

Should you have any comments or suggestions for RESONANCE, please write to [newsletter@compliancepractitioners.com](mailto:newsletter@compliancepractitioners.com)

## Do You Know?

CPI has specially produced 100% handmade silk ties and scarves for our certified members. If you want to get either one, stay tuned for local events and you may receive one upon attending the event.



Valid Until: 31 Jan 2011

- o This coupon may be used once only by any number of persons at the same time.
- o This coupon cannot be used in conjunction with other promotional offers.
- o Please indicate the use of this coupon at the time of enrolment.
- o Photocopy of this coupon is not acceptable.
- o CPI reserves the right to change the terms and conditions of this offer without prior notice.
- o CPI reserves the right of final decision in the event of any dispute.

**10% off**  
any CPI Certified  
Training Programs

