

## Image Improvement Taskforce

1. **New Task Force**  
LECA has established a new taskforce comprising representatives from LECA's members to work together for the improvement of the image of Lift and Escalator industry. It is called Image Improvement Taskforce (IITF).
2. On 13 Dec 2011, IITF visited EMSD and conducted an interview with Mr WS Chui, the Chief Engineer and Mr. TC Tai, the Senior Engineer.



In the interview, EMSD shared their view on the image of the lift industry. EMSD also suggested various actions for LECA to consider such as to enhance the social ranking of our workforce and to take more involvements in the lift and escalator promotion activities.

3. On 4 Jan 2012, IITF visited the VTC and conducted an interview with the Chief Instructor, Mr. WK Ng and other instructors including Mr. Charles Wong.



In the interview, LECA came to understand more about the labour supply status and the VTC education policy. LECA would review the collected information for further building up a better trade.

4. On 24 Feb 2012, IITF visited Development Bureau and met Mr. Enoch Lam, the Deputy Secretary (Works), Mr. Jimmy Chan, the Principal Assistant Secretary (Works), and Mr. Jacky Wu the Assistant Secretary (Works Policies).



During the visit, LECA raised the concern for the industry and shared their views with the government officers. After exchange of ideas, there would be various follow-up actions from LECA to enhance the image of the industry.