

**Specification of Competency Standards**  
**for the Arboriculture & Horticulture Industry**  
**Unit of Competency**

Functional Area - Arboriculture and Horticulture Project Administration and Management

Title	Introduce new techniques and technologies
Code	109045L6
Range	This unit of competency is applicable to managers who are engaged in technical development duties in arboricultural and horticultural organisations. Practitioners should be capable of grasping the latest technical and technological development of the industry to introduce new techniques and technologies to the organisation that meet its operational needs and development goals, with a view to improving the business quality.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge related to introducing new techniques and technologies</p> <ul style="list-style-type: none"> <li>• Grasp the latest technical and technological development of the industry</li> <li>• Understand the market demand and development trends of the industry</li> <li>• Understand the development potential of the new techniques or technologies</li> <li>• Master marketing channels and promotion methods</li> <li>• Comprehend the operational needs and affordability of the organisation</li> <li>• Comprehend the laws and guidelines related to patents</li> </ul> <p>2. Introduce new techniques and technologies</p> <ul style="list-style-type: none"> <li>• Look for various new techniques and technologies of the industry around the world</li> <li>• Analyse the research reports of the relevant techniques and technologies to estimate their potential for development</li> <li>• Introduce new techniques and technologies of the industry to the organisation in accordance with the operational needs of the organisation to promote business development</li> <li>• Formulate development plans for the introduction of new techniques and technologies by computing the affordability of the organisation</li> <li>• Plan for the marketing and promotion measures of the new techniques and technologies</li> <li>• Assess the actual returns that will be brought to the organisation by the new techniques and technologies</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Popularise new high-quality techniques and technologies to enhance the overall development level of the industry</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to look for new techniques and technologies that meet the development needs of the organisation to support its business development;</li> <li>• Able to assess the affordability of the organisation and room for development of the new techniques, so as to compute the potential returns that will be brought to the organisation by the new techniques; and</li> <li>• Able to plan for the promotion of the new techniques and technologies to increase their acceptance and market share.</li> </ul>
Remark	