

工商月刊

# BULLETIN

HKGCC: THE VOICE OF BUSINESS IN HONG KONG

OCTOBER 2017

## WHERE THE WORLD COMES TO DO BUSINESS 匯聚全球企業

KEEPING OUR  
DOORS OPEN  
繼續開放門戶

FIRST  
CONFESSION  
首次自白

Lord Chris Patten  
reflects on his career  
彭定康男爵  
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BUSINESS  
REGULATION  
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Is Hong Kong less  
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## 繼續開放 香港門戶

香港一直被譽為全球最熱情好客的城市之一。這個美譽實可歸功於本港無可比擬、高度自由流動的資金、貨物和人口。

然而，流動性高不代表沒有邊境管制。設立邊境管制乃基於許多原因，除了海關、出入境和檢疫的考慮，香港作為國際社會負責任的一員，也須履行其國際義務。這些措施一般不會影響旅客入境香港之便。目前，約170個國家的國民可免簽證來港旅遊或經商。

撇除其他商業考慮，入境便利亦是香港支柱產業——旅遊業健康發展的關鍵元素。香港旅遊發展局公布的7月份訪港旅客按月統計數字，充分說明入境手續對旅遊業或會造成非預期的連鎖效應。印度旅客於2017年首七個月按年減少逾20%。儘管印度國民獲准免簽證訪港逗留達14天，但自今年1月起，他們須於網上申請及成功辦妥預辦入境登記才能訪港。因此，有關跌幅未必純屬巧合。同樣地，現在是否應該重新檢討對內地旅客實施的限制呢？當全球各地都歡迎他們到訪，何以香港卻把他們拒諸門外呢？

對香港企業而言，如需接待一些須於來港前取得簽證的客戶，解決相關的問題是一項挑戰。聽聞有個案拖延甚久，因而導致申請人最終放棄申請，取消來港行程。很多人實在無法等候一個不確定的結果，因此唯有在最後一刻取消或改變旅遊計劃。在有關入境安排下，不同國家的國民均曾面對同樣的遭遇。

我們有時會陷入尋求「對等」待遇的困局。例如，當印度旅客受到上述待遇時，香港市民打算前往印度旅遊亦會面對同樣的待遇。我認同，對等待遇當然最為理想。但在貨物流動方面，我們卻不會經常堅持達至對等，對嗎？

對於政府計劃逐步擴大香港的避免雙重徵稅協定網絡，我們需進行適當的盡職審查和成本效益分析，再決定拓展哪些市場，以促進雙向貿易和交流。當中涉及一些重要議題需要小心處理，尤其是若干司法管轄區處於「一帶一路」戰略的涵蓋範圍。不過，這些問題並非嚴重得無法克服，以至作為維持現狀的藉口，而維持現狀就等於香港不再歡迎旅客到訪。

因此，特區政府應深入探討有關問題，防患於未然。要解決問題，我們必須保持警覺和果斷，特別是我們現正全力趕上「一帶一路」列車，而銀行開戶困難的經驗便是有用的說明。假如我們普遍予人的印象是不再打開方便營商之門，令香港作為好客商業之都這個得來不易的品牌形象受到損害，我們實在無法承擔後果。✿

## Keeping Hong Kong's Door Open

Hong Kong has long enjoyed the reputation as one of the most welcoming cities in the world. Underpinning this is the high degree of freedom of movement in money, goods and people that is for the most part unparalleled.

High porosity does not however mean the absence of border controls, which exist for many reasons. Other than Customs, Immigration and Quarantine (CIQ) considerations, there are also international obligations that Hong Kong has to uphold as a responsible member of the global community. These do not, by and large, detract from visitors' ability to enjoy ease of entry to Hong Kong. To date, nationals from about 170 countries can enter Hong Kong without a visa for tourism or business.

Other business considerations aside, unencumbered access is also a critical element to the health of tourism, a pillar industry, in Hong Kong. An illustrative example of the unintended knock-on effects that immigration formalities may have on tourism is in the HKTB's monthly statistics for visitor arrivals in July. Year-on-year, travelers from India dropped by more than 20% for the first seven months in 2017. Although Indian nationals are allowed to visit Hong Kong visa free for up to 14 days, they are since this past January required to apply for and successfully complete pre-arrival registration online before they can do so. The decline may therefore not be entirely coincidental. Likewise, is it time to revisit the restrictions imposed on Mainland visitors? Why should Hong Kong be out of bounds for them when they are welcomed all over the world?

For Hong Kong businesses, the challenge is in overcoming issues associated with hosting clients who are required to obtain a visa before coming to town. There have been anecdotal accounts of protracted processing periods that would, more often than not, result in the applicant giving up on the application and deciding to skip Hong Kong instead. Many simply could not afford to wait for an uncertain outcome only to have to cancel or amend travel plans at the eleventh hour. Although the countries concerned do vary, the experience is the same.

We may sometimes be trapped in our pursuit of "reciprocal" treatment. For example, the treatment of Indian visitors mentioned above is mirrored in India's treatment of Hong Kong residents who wish to travel to India. I agree it would be ideal if reciprocity can be achieved. Having said that, we do not always insist on reciprocity for the movement of goods, do we?

As with the Government's programme of gradually expanding Hong Kong's network of double taxation agreements, we will have to conduct proper due diligence and cost-benefit analysis to determine which markets to tap into for the purpose of promoting two-way trade and exchanges. There are material issues that can sometimes take on quite a delicate flavor especially in the context of certain jurisdictions that fall within the scope of the Belt and Road Initiative. However, these are not insurmountable as to serve as a pretext for maintaining the status quo, which is akin to removing the welcome mat from Hong Kong's door.

The Government should therefore look into the issue with the objective of nipping these hiccups in the bud before they get out of hand. Vigilance and decisiveness are important in addressing the issue, particularly at a time when we are working full steam to get on the Belt and Road train, if the experience of difficulties in opening bank accounts is of any useful indication. Hong Kong cannot afford the damage to its hard-earned brand as a welcoming business city if the perception that we no longer open our door for business were allowed to gain currency. ✿

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receive is far larger than many  
countries, including Japan, Italy  
and even the U.K.

旅遊業一直是香港的支柱產業  
之一。雖然我們只是一個城市，  
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Reaching Out to the World  
連繫全球

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HKGCC

Hong Kong General Chamber of Commerce  
香港總商會1861

## The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing  
and safeguarding the interests of business in Hong Kong since 1861.  
從1861年開始，香港總商會一直代表商界及捍衛它們的利益。

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# Implications of the BRICS Summit

At the BRICS Summit held in Xiamen last month, leaders of various countries had in-depth discussions on ways to strengthen economic partnerships, promote “BRICS Plus” more effectively, improve global economic governance and enhance cooperation between the BRICS countries and emerging markets

As the world's largest developing economy, China is keen to foster innovation and technology, and in recent years its development model has offered some valuable lessons for Hong Kong. The HKSAR Government needs to come up with a forward-looking policy that will attract foreign investment and enhance Hong Kong's overall competitiveness.

According to data from the Ministry of Commerce, in the 10 years since its inception, BRICS's share in the world economy rose from 12% to 23% and as a whole it contributed to about half of the world's economic growth. It is worth noting that the Mainland has achieved remarkable results in promoting the development of innovation and technology and the upgrading and transformation of its industries. In particular, Shenzhen, known as China's Silicon Valley, has witnessed an average annual GDP growth rate of nearly 10% since 2010.

In contrast, the development of Hong Kong's innovation and technology industry is lagging behind. For example, Hong Kong's total spending on research and development (R&D) accounts for just 0.73% of GDP, lower than that of Shenzhen's 4%. To catch up with neighbouring economies, the Government needs to roll out various measures quickly, such as offering tax concessions for expenses in scientific research and introducing group loss relief and loss carry-back arrangements.

Innovation and technology development requires complementary policies in areas such as resource allocation, talent cultivation, immigration and education. If we are to attract investment and talent, holistic planning and comprehensive support are crucial in such development. The Government also has to be innovative and flexible in addressing the two key challenges – talent and land. Preferential measures such as tax incentives should also be considered to attract overseas investment and foster the growth of local SMEs and start-ups.

Chief Executive Carrie Lam Cheng Yuet-ngor revealed that the Government was engaged in preliminary discussions with the Central Government on another major economic and trade agreement on top of the Closer Economic Partnership Arrangement (CEPA). The new agreement aims to further strengthen cooperation in areas such as finance, raising capital, infrastructure, trade and investment. In addition to actively taking part in the development of the nation, Hong Kong also needs to enhance its own advantages by facilitating advances in technology to drive the development of a smart city and a sustainable economy. 🌸

# 金磚國家首腦峰會的啟示

金磚國家首腦峰會上月初在福建廈門舉行。會上，各國領袖就如何深化夥伴關係、更有效推動「金磚+」概念、促成金磚國家與更多新興市場合作，以及完善全球經濟治理作出深入討論。內地作為全球最大的發展中經濟體，近年銳意推動創新科技發展，其發展模式值得香港借鏡。特區政府必須推行具前瞻性的政策，吸引外資在香港落戶，提升整體競爭力。

國家商務部的數據顯示，金磚機制成立10年間，成員國經濟佔全球經濟的比重從12%升至23%，對世界經濟增長的貢獻率高達一半。值得關注的是，內地在推動創新科技發展及產業升級轉型的成效顯著，其中有「中國矽谷」之稱的深圳，自2010年起其生產總值年均增長近10%。

反觀香港，我們的創新科技產業發展滯後，創新與科技研發支出僅佔GDP的0.73%，遠較深圳的4%為低。特區政府必須急起直追，給予本地企業科研開支退稅，並研究引入「集團虧損寬免」及「本年虧損轉回」安排，鼓勵研發。

當然，發展創科是環環相扣，政府從資源投放、人才培育，以至吸引外資和人才的移民及教育安排等，都必須有通盤計劃及配套。政府應以創新的思維，在人才、土地等多方面靈活處理，並以稅務優惠等措施吸引外資及推動本地中小企和初創企業發展。

特首林鄭月娥透露，正與中央就新的經貿協議進行初步商討，並形容有關協議是繼《內地與港澳更緊密經貿關係安排》後的另一項重要協議，將進一步加強金融、融資、基建、貿易及投資等領域合作。除了積極融入國家發展，香港亦需延續自身的優勢，利用科技轉型推動智慧城市發展，促進經濟的可持續發展。🌸





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CEO Comments 總裁之見

# The Chamber at Your Service

As a trusted intermediary between Government and business, the Chamber has been providing a multitude of services and programmes to support trade and development for over 156 years. Like other service providers, we have to be vigilant about staying relevant and in ensuring that we keep abreast of changes in the evolving marketplace. However, for an organisation that provides such a diverse range of services as the Chamber, it can be easy for some of our services to fall under the radar.

Take our certification services for example. We are the largest issuer of Certificates of Origin (CO) in Hong Kong, and also the exclusive issuer of ATA Carnets. For the uninitiated, ATA Carnets is the equivalent of a travel passport for goods that are sent overseas for a defined period before being returned to their place of origin without being subjected to import taxes and duties in the process. In recent years, the Carnet system forms part of the documents required by the Chinese Customs for private car owners to drive their cars from Hong Kong in Guangdong Province. So if you are thinking of driving your own car across the border for business or some rest and recreation, we can certainly help.

Our certification services are also valued for facilitating trade especially in regions such as the Middle East and South America, where Chamber chopped documents make dealings with consulates easier and faster. We are the only recognised body for which such trade documents are accepted by some consulates in Hong Kong. To help promote trust and confidence in the Chamber-issued documents, we are the only CO issuer that provides online authentication services for clients, their overseas buyers and authorities to verify the veracity of certificates we issue. More often than not, the possession of a Chamber issued or certified document can make a real difference in determining whether or not shipments are able to proceed through local customs with minimal fuss.

The wheels of commerce are not only confined to the movement of goods. It also involves the flow of people, which the Chamber can facilitate in business travel through its endorsement services. Although experiences may vary, user feedback has generally been positive for those relying on the Chamber chop to apply for visas.

For fast, convenient and courteous service, please visit any of our seven branch offices across Hong Kong. We also provide the most comprehensive online services in town.

As a trusted and credible intermediary, the Chamber also provides a platform for members to do business with each other. One example of this is the "Membership Benefits" Programme featuring more than 60 special offers each month. Through this service, members can win market share and gain exposure by providing one-of-a-kind offers and goodies to other Chamber members. Best of all, the listing service is provided free of charge exclusively for members.

Last but by no means least, please consider the Chamber when thinking of where to hold important meetings, such as client briefings, company seminars or annual general meetings. Since the completion of a major refurbishment in 2016, we can now offer meeting space of up to 2,770 sq. ft. We are conveniently located above the Admiralty MTR Station and within walking distance of major hotels and Pacific Place. 🌸

## 總商會為您服務

# 香

港總商會作為政府和商界之間一個可靠的中介機構，過去156年來一直提供各式各樣的服務和項目，推動本港貿易和經濟發

展。一如其他服務供應商，我們時刻保持警覺，與時並進，確保緊貼瞬息萬變的市場環境。然而，總商會提供的服務之多，實在很容易令人忽略某些服務。

以簽證服務為例，我們是全港最大的產地來源證簽發機構，也是簽發暫准進口證的唯一機構。暫准進口證相等於旅遊護照，讓貨品得以運送到海外一段指定時間，然後運回原產地，而毋須繳付任何進口稅及關稅。近年，中國海關規定私家車車主駕車從香港前往廣東省時，須出示暫准進口證。因此，如果您想駕車跨境公幹或消閒玩樂，我們絕對樂意提供協助。

本會簽證服務的另一作用，是方便貿易，特別是中東和南美等地區，只要有總商會蓋印的文件，便可令交易更便捷。我們是唯一獲若干駐港領事館認可簽發此類貿易文件的機構。為了提高用戶對總商會簽發的文件的信任和信心，我們是本港所有產地來源證簽發機構中的唯一一家機構，會為客戶、他們的海外買家及有關當局提供網上認證服務，以核實我們簽發的證書的真確性。此外，貨物能否在最少阻滯的情況下通過當地海關，只要你持有總商會發出或認證的文件，便可體會到箇中的真正分別。

商貿巨輪不限於貨物流動，還關乎人員流動。總商會在這方面可以透過加簽服務，促進及便利商務旅遊。雖然每個人的經驗各有不同，但藉着總商會蓋印申請簽證的用戶，普遍都作出正面反饋。

如欲享用快捷、便利和殷勤的服務，歡迎蒞臨本會遍布全港的七個簽證辦事處。我們亦提供城中最全面的網上服務。

總商會作為值得信賴及可靠的中介機構，亦為會員提供平台，讓彼此建立業務聯繫。例如我們的「會員優惠」計劃，每月均推出逾60項優惠。透過這項服務，會員可以向總商會其他會員提供獨家折扣和優惠，從而贏取市場佔有率及增加曝光率。這項服務更是免費的會員宣傳平台，刊登及推廣他們的產品和服務。

最後，當物色舉行重要會議的場地，例如客戶簡報會、公司研討會、周年大會時，請不妨考慮總商會。我們自2016年完成大規模翻新後，現時提供廣達2,770平方呎的會議場地，而且位處金鐘地鐵站上蓋，與一些大型酒店和太古廣場只是咫尺之遙，盡享便利。🌸



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# Reaching Out to the World

As the global economic centre of gravity is swinging in Asia's direction, businesses around the world are eager to grab onto its coattails

隨著全球經濟重心東移亞洲，  
各地企業都渴望分一杯羹

**T**he world's economic centre of gravity is shifting to Asia, and China is at the heart of the change. The discussion is nothing new, but not everyone is willing to accept the adjustment. Henry Kissinger, one of the United States' most respected statesmen, said at a conference in September with China's Vice Premier Liu Yandong that Washington needs to acknowledge the shift.

Some may argue that the change is simply the pendulum swinging back to Asia. McKinsey analysts mapped in their famous report how the global economic centre of gravity has shifted over two millennia, and note that it took about 100 years from 1820 to 1913, for the economic centre of gravity to swing from Asia to Europe. After the Second World War, it shifted to the West, where it remained until the turn of the millennium, when, the report says, it swept back to Asia in just a decade.

The report links the major shift in the global economy to the trend of urbanization, noting that rapidly growing economies always have rapidly growing cities. By 2025, the report predicts, two-thirds of the world's economic growth will come from a group of 600 cities – 440 of them in developing countries.

According to the World Bank's latest edition of Global Economic Prospects, seven of the ten fastest growing economies in the world are in Asia – and that does not include China, which finished in the rankings in sixteenth place!

Many businesses around the world are eager to make sure they do not miss out on the boom taking place in Asia. Many see China's Belt & Road Initiative as a game-changer and the Eurasian infrastructure investment plan is among the first questions that incoming delegations from around the world to the Chamber always ask.

This year, there has been a marked increase in the number of delegations coming to the Chamber, many of whom are looking to expand two-way trade and investment, and also raise awareness among businesses operating in this part of the world.

Many see Hong Kong as the ideal hub from where they can not only tap into the Mainland market, but also around the region. In September, the Chamber co-organized several significant forums with incoming delegations, most notably with Chile, Brazil, Japan and



A large crowd of diverse people, seen from an aerial perspective, is arranged to form the shape of a world map. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right. The people are of various ages, ethnicities, and are wearing colorful clothing. The title '連繫全球' is overlaid on the top left of the map.

# 連繫全球

Austria, who were eager to expand trade and investment ties with Hong Kong.

## Putting Chile on Hong Kong's map

Chile is also undergoing its own economic miracle. The country has grown from being one of the most protectionist and poorest countries in Latin America, into one of the most open and largest recipients of foreign direct investment in the world.

The former President of Chile, Eduardo Frei Ruiz-Tagle, led a high-level delegation to Hong Kong and spoke at the Chamber as part of the first Chile Week in Hong Kong.

Today, the country remains committed to free trade, and has inked over 20 free trade agreements (FTA) with major economies around the world, in addition to a handful of preferential trade agreements. This September marked the fifth anniversary of the signing of its FTA with Hong Kong. The agreement, which for the most part slipped under many people's radar, has helped HKSAR-Chile bilateral trade grown at an average rate of 9% annually.

Former President Frei said that by engaging with the world, Chile has earned investors' trust and now has the

best credit rating among all countries in Latin America. In terms of foreign direct investment, Chile is outperformed only by economic powerhouse Brazil. In the 2017 Economic Freedom Index, Chile was ranked second in the region, after first-place Canada, but ahead of third-place USA.

Frei, who spoke at the Chamber's seminar on 6 September as part of activities marking the first Chile Week in Hong Kong, said for three years in a row Chile Week in Mainland China has helped trade and investment between the two nations to thrive.

"We have come to Hong Kong because it is important to have a presence in Asia, and Hong Kong is at its heart. Last year, we completed FTAs with more countries in Asia, and our next agreement will be with Indonesia," he said.

Chile ranks as Hong Kong's third largest trading partner with Latin America. Since 2012, bilateral trade between Chile and Hong Kong has been growing at a



very impressive rate, averaging 9% annually. To further expand investment flows and strengthen economic and trade ties, at the end of last year, the two governments signed an Investment Agreement.

“This extra level of security and legal certainty will encourage more investments between our two economies,” Chamber Chairman Stephen Ng said in his opening remarks at the seminar. “We hope that through this first Chile Week in Hong Kong, we will have a clearer understanding of the many opportunities that Hong Kong businesses should be aware of in Chile, and how we can use the country as a bridge into Latin America. Mainland China sees Chile as a crucial trade and investment partner, and in President Xi’s own words, its ‘gateway to Latin America.’ I believe Hong Kong businesses can use Chile’s political, legal and economic stability to capture more opportunities in the region.”

Frei believes Hong Kong businesses can benefit from Chile’s extensive FTA networks, as Japan is doing. “Investment from Japan was quite low until a few years ago, when companies started investing in a wide range of industries, and today Japan’s FDI stock in Chile is around US\$30 billion,” he said.

Chile’s Vice Minister of Trade Paulina Nazal, also speaking at the seminar, said Mainland companies are attracted to Chile because of its zero tariff under its networks of FTAs.

Louis Chan, Economist for HKTDC, said the growing popularity of Chile’s wines, fruit, seafood and other produce regularly consumed in Hong Kong is seen clearly in trade statistics. “With our bilateral trade with Chile reaching US\$1.5 billion last year, over the past two



“We can’t keep growing our economy only by exporting raw commodities,” said the former President of Chile, Eduardo Frei Ruiz-Tagle. “We need to move up the value chain.”

智利前總統Eduardo Frei Ruiz-Tagle解釋：「我們不能單靠出口原材料商品來維持經濟增長。我們要走高增值路線。」

decades, Hong Kong has evolved from a net exporter to Chile to a net importer from Chile,” he said.

While exports of food, raw materials and metals are growing, the country is looking to move up the value chain, which it hopes to achieve by encouraging more high-tech businesses to establish factories to export their products to its FTA partners.

“We can’t keep growing our economy only by exporting raw commodities,” said Frei. “We need to move up the value chain.”

### Digging out opportunities

Mining is Chile’s key industry, and Mainland China has been actively investing in the sector, as well as Japanese and Korean firms. With the mining sector accounting for 8% of the country’s economy, Minister of Mining Aurora Williams is bullish that more companies will also process raw materials in the country to move up the value chain.

She said mining companies are planning to invest about US\$65 billion in Chile over the next 10 years. About 90% of investments will be in copper, which has long been a driver of the Chilean economy.

The minister said Chile also has the potential to become a major player in renewable energy and she expects more investments to focus on the production of lithium, which is currently experiencing a boom due in part to its use in the burgeoning electric car batteries business. The Mainland’s new energy technology company BYD signed a trade agreement earlier this year with Enel Chile in Santiago for electric vehicle development in Chile.

Minister of Mining Aurora Williams is bullish that more companies will also process raw materials in the country to move up the value chain. 礦業部部長Aurora Williams看好會有更多公司在當地進行原材料加工，邁向高增值發展。



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Chile has an estimated 37% of the world's lithium reserves, so more and more companies, from Apple to Zanussi, are increasingly dependent on lithium.

### Japan wooing Hong Kong investors

A delegation from Japan's Kansai Region – Kyoto, Osaka, Nara, Hyogo, Wakayama, Shiga, and Fukui, – which is the area most popular among Hong Kong visitors to Japan, flew into Japan for a special seminar organized by HKGCC and JETRO on 7 September to discuss opportunities that the country's booming tourism sector is creating.

The weak yen has made Japan very affordable in recent years, but as speakers pointed out, the rising disposable income of people across Asia is driving interest among the growing middle-classes in the Mainland, Korea, India and Southeast Asia.

Takeshi Kitamura, Japan Hotel Appraisal Company Limited, told the full house that hotel occupancy rates in the Kansai Region and now in the 90+% range, which was unheard of a few years ago.

Osaka's Kansai International Airport received 6.09 million visitors in 2016, compared to Narita Airport which received 6.8 million visitors. "So the Kansai Region is really booming, and in 2016, the top four sources of visitors to Japan were from Mainland China, Korea, Taiwan, and fourth place Hong Kong. They accounted for more than 50% of the total," he said.

Thailand, Malaysia, Singapore and the Philippines were also among the top-10 source of visitors to Japan, which he expects will continue to grow as these visitors' countries expand. However, he said the supply of hotel rooms is not keeping up with demand, and the problem is being compounded by the more and more traditional Japanese hotels, or Ryokans, closing down as they find it difficult to compete with modern hotels.

In an attempt to ease the tight hotel room supply, this summer the Japanese government approved legislation that legalizes Airbnb and others like it in the

Chile's Vice Minister of Trade Paulina Nazal, also speaking at the seminar, said Mainland companies are attracted to Chile because of its zero tariff under its networks of FTAs.

另一位講者——智利商業部副部長Paulina Nazal表示，智利對內地企業的吸引之處，在於其自貿協定網絡下的零關稅待遇。



country. Home-owners will be able to let out their property to paying guests for up to 180 days per year. They are subject to registering with local authorities who, in turn, have license to implement their own restrictions.

While welcome by independent travellers, hotel operators worry it will impact their business. One Hong Kong-based hotel operator at the seminar said Airbnb will be like a death sentence for smaller hotels in Japan.

Other operators, such as EGL Tours, decided to invest in its own hotel to better cater to its tour groups and feels the shared economy will open up new destinations previously inaccessible to independent travellers. The company decided to build its own hotel, Osaka Hinode Hotel, following the Chamber's seminar on tourism opportunities in Japan last year. The hotel is scheduled to open at the end of this year and will provide 350 hotel rooms for its tour groups. ❀

"I believe Hong Kong businesses can use Chile's political, legal and economic stability to capture more opportunities in the region," said Chamber Chairman Stephen Ng.

總商會主席吳天海指出：「我認為香港企業可利用智利的政治、法律和經濟穩定性，開拓該區的更多機遇。」







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Working flexitime can assist employees in balancing their work and family responsibilities. It can also help employers build up a devoted team of staff and enhance the competitiveness of the enterprise.







## 全

球經濟重心向亞洲轉移，中國正處於轉變的核心。這些討論已非新調，但不是人人都願意接受有關調整。美國其中一位最受推崇的政治家Henry Kissinger在9月與中國國務院副總理劉延東會面時表示，華府需正視這個趨勢。

有人可能認為，有關轉變純粹是經濟鐘擺逐漸回到亞洲而已。麥健時分析員發表了一份著名的報告，說明全球經濟重心在二千年來的轉移趨勢，當中指出全球經濟重心在1820至1913年約100年期間，一直從亞洲逐漸西移到歐洲，並於第二次世界大戰後轉移到西方，直到踏入千禧年後的短短十年內再次東移亞洲。

該報告把全球經濟大轉移與城市化的趨勢連繫起來，指出急速增長的經濟體往往有急速增長的城市。報告又預測到2025年，全球經濟增長有三分之二將來自600個城市，當中有440個位於發展中國家。

根據世界銀行最新發表的《全球經濟展望》報告，在全球十大增長最快的經濟體中，有七個位於亞洲，但不包括排行第16位的中國！

全球不少企業皆希望確保自己不會錯失亞洲經濟暢旺帶來的機遇。很多人都認為中國的「一帶一路」戰略將改變全球格局，因此歐亞基建投資計劃，便成了訪問總商會的海外代表團時常問及的主要問題之一。

今年，到訪總商會的海外代表團明顯增多，當中有許多都希望擴展雙向貿易和投資，並增加亞洲企業對他們本國市場的認識。

Takeshi Kitamura, Japan Hotel Appraisal Company Limited, told the full house that hotel occupancy rates in the Kansai Region and now in the 90+% range, which was unheard of a few years ago.

Japan Hotel Appraisal Company Limited的Takeshi Kitamura向會員表示，關西的酒店入住率現已達到90+%，這情況在數年前根本從未聽聞。

很多企業視香港為理想的樞紐，以拓展內地和亞洲市場。本會於9月與來自智利、巴西、日本和奧地利等地區的代表團合辦了數個重要論壇，他們都渴望加強與香港的貿易投資聯繫。

### 智利立足香港市場

智利亦正創造其經濟奇蹟。該國已由拉丁美洲其中一個保護主義最嚴重、最貧窮的國家，迅速發展為全球其中一個最開放、最大的外國直接投資接收國。

智利前總統Eduardo Frei Ruiz-Tagle率領高層代表團訪港，並為總商會擔任演講嘉賓，作為首度在香港舉行的「智利周」活動之一。

現在，智利仍奉行自由貿易，並與世界各地的主要經濟體簽署了超過20項自由貿易協定（自貿協定）和若干優惠貿易協定。今年9月標誌著智利與香港簽署自貿協定五周年。該協定雖未有受到廣泛注視，卻有效帶動香港特區與智利的雙邊貿易，錄得9%的年均增長。

智利前總統Eduardo Frei Ruiz-Tagle表示，透過積極接觸各地市場，智利已贏得投資者的信任，目前在所有拉美國家中更擁有最高的信貸評級。外國直接投資方面，智利僅遜於經濟火車頭巴西。在2017年公布的「經濟自由指數」中，智利於區內排行第二，僅次榜首的加拿大，領先第三位的美國。

Frei為本會9月6日的研討會擔任演講嘉賓。是次活動乃「智利周」活動之一，「智利周」今年首度在香港舉行。會上，他說在中國內地舉行的「智利周」已連續三年促進兩國的貿易投資蓬勃發展。

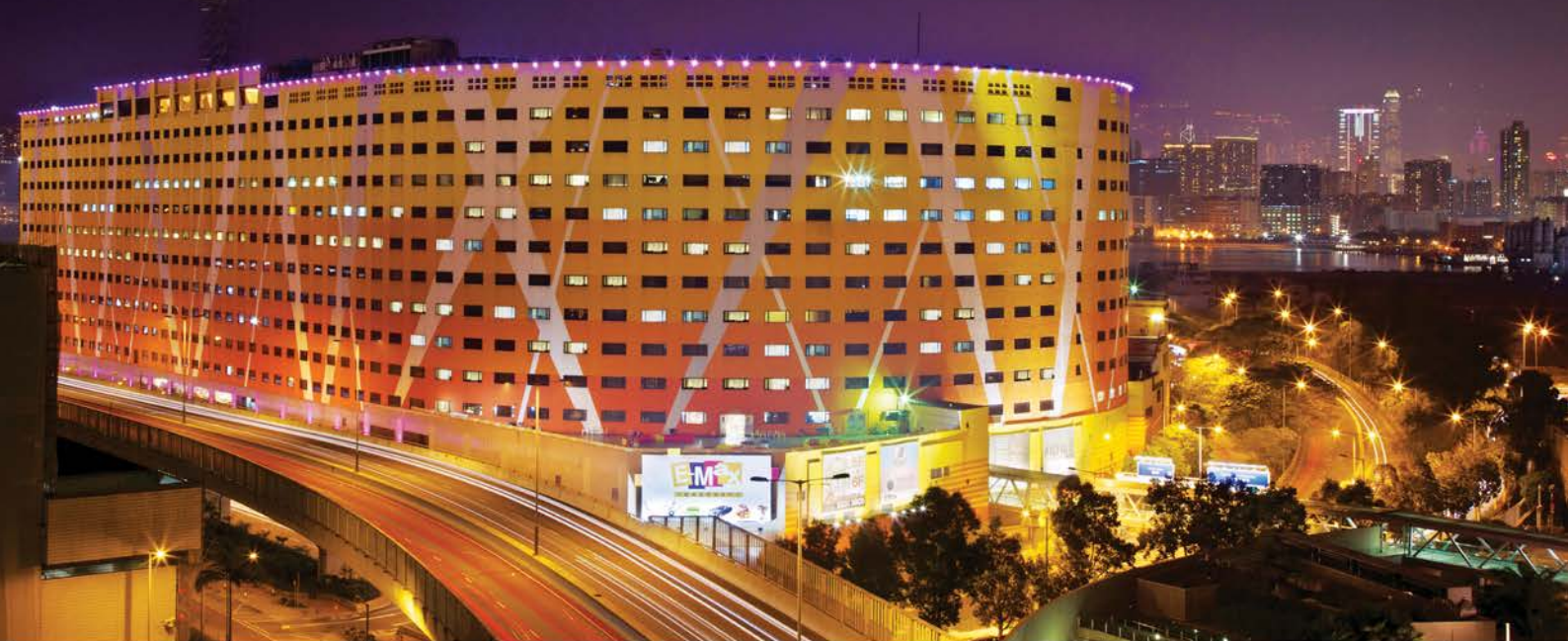
他說：「我們進軍香港，因為在亞洲建立據點十分重要，而香港正是其心臟。去年，我們與更多的亞洲國家達成自貿協定，印尼將會是下一項協定的夥伴。」

智利是香港在拉丁美洲區的第三大貿易夥伴。自2012年以來，智利與香港的雙邊貿易一直以驚人的速度增長，年均增長達到9%。為進一步擴充投資和加強經貿連繫，兩地政府於去年底簽署投資協定。

總商會主席吳天海於開幕致辭時指出：「這一重額外的保障和法律明確性，將進一步鼓勵兩個經濟體之間的投資。」他又說：「我們希望透過是次在港舉辦的首個『智利周』，讓香港企業更清楚了解智利所提供的眾多商機，並利用當地作為連接拉丁美洲的橋樑。」



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中國內地視智利為重要的貿易投資夥伴，正如習近平主席形容，智利是通往拉丁美洲的門戶。我認為香港企業可利用智利的政治、法律和經濟穩定性，開拓該區的更多機遇。」

Frei相信，港企可受惠於智利廣泛的自貿協定網絡，情況就跟日本一樣。他說：「過往，來自日本的投資一直偏低，直到數年前，企業才開始投資於廣泛行業。目前，日本在智利的海外直接投資約為300億美元。」

另一位講者——智利商業部副部長Paulina Nazal表示，智利對內地企業的吸引之處，在於其自貿協定網絡下的零關稅待遇。

香港貿發局經濟師陳永健表示，港人經常選購智利的葡萄酒、水果、海鮮和其他產品，其受歡迎程度可見於貿易統計數字。他說：「去年，香港與智利的雙邊貿易達15億美元。對於智利而言，香港在過去20年已由淨出口地演變為淨進口地。」

正當食品、原材料和金屬的出口不斷增長，智利亦尋求走高增值路線，希望透過鼓勵更多高科技企業設廠，再把產品出口到其自貿協定的夥伴國。

Frei解釋：「我們不能單靠出口原材料商品來維持經濟增長。我們要走高增值路線。」

## 發掘機遇

採礦是智利的重要產業，中國內地、日本和韓國企業亦正積極投資礦業。礦業佔該國經濟比重達8%，礦業部部長Aurora Williams看好會有更多公司在當地進行原材料加工，邁向高增值發展。

她指出，礦業公司計劃在未來十年於智利投資約650億美元，當中約90%將投放於銅礦業，因為銅礦長久以來一直是智利的經濟動力。

部長又指，智利有潛力成為可再生能源市場的主要參與者，預期將有更多投資集中於鋰生產。鑒於電動汽車電池業走勢暢旺，對鋰的需求龐大，帶動鋰業急速增長。內地新能源技術公司比亞迪於年初，在聖地亞哥與Enel Chile簽署一項貿易協議，在智利發展電動車業務。

智利佔全球鋰蘊藏量估計達37%，而愈來愈多公司——從Apple到金章牌（Zanussi）——日漸依賴鋰的供應。

## 日本吸引香港投資

日本的關西地區最受訪日的香港旅客歡迎，來自該區（包括京都、大阪、奈良市、兵庫縣、和歌山、滋賀縣和福井）的代表團於9月7日遠道而來，出席總商會與日本貿易振興機構合辦的研討會，討論日本蓬勃的旅遊業所創造的商機。

近年日元走弱，令遊日變得甚為相宜。多位講者指出，亞洲人的可動用收入不斷增加，亦令內地、韓國、印度和東南亞日漸冒起的中產階層對遊日更感興趣。

Japan Hotel Appraisal Company Limited的Takeshi Kitamura向會員表示，關西的酒店入住率現已達到90+%，這情況在數年前根本從未聽聞。

大阪的關西國際機場在2016年接待609萬名旅客，東京的成田機場則接待680萬名旅客。他說：「可見關西的旅遊業發展蓬勃。2016年，訪日旅客的四大來源分別是中國內地、韓國、台灣，以及第四位的香港，共佔超過50%。」

泰國、馬來西亞、新加坡和菲律賓亦是十大訪日旅客來源。隨著這些國家的國內經濟不斷增長，他預期訪日人數將持續上升。然而，他指出酒店客房供不應求，而愈來愈多傳統日式酒店或旅館因難以與現代化的酒店競爭而結業，更令問題進一步加劇。

為紓緩酒店客房供應緊張的情況，日本政府今夏通過立法，令Airbnb和國內其他同類民宿合法化，允許房東於一年內出租個人物業不超過180天。他們須向所屬的地區政府登記，而當局亦獲准施加各自的限制。

新措施雖然受到個人旅客的歡迎，惟酒店營運商卻憂慮生意會受到影響。會上，其中一家香港酒店營運商表示，對日本較小型的酒店來說，Airbnb合法化猶如判處他們死刑。

其他營運商如東瀛遊，決定投資自建酒店，以更妥善滿足其旅行團的需要。該公司參加總商會去年舉辦的日本旅遊業機遇研討會後，認為共享經濟的模式將有助開拓個人遊旅客過往未能踏足的景點，遂決定自建酒店——大阪逸之彩酒店。該酒店預料將於本年底開業，為遊客提供350間酒店客房。



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# More Cash Registers Signing

**H**ong Kong's retail sector finally has something to cheer about after facing years of steady declining sales. Moderate growth in the inbound tourism sector in the past few months has also caused retail sales to pick up as well (see *Chart 1*). However, lingering uncertainties include the U.S. Federal Reserve's (Fed) potential moves to reduce its balance sheet later this month, which could cause the USD and hence HKD to strengthen, which might make Hong Kong less attractive to tourists. Such uncertainties would consequently impact the retail market.

## Visitor arrivals on the rise

Visitor arrivals increased 1.2% in the three months up to July and 2.4% YoY during the first seven months of the year. In our view, the modest increase after a steady decline is possibly a result of the negativity of the changes made to the Individual Visit Endorsements for permanent residents of Shenzhen wearing off, which had been weighing down the retail business since it came into effect in April 2015.

Stronger inbound tourism numbers is also in part due to the shifting travelling patterns of Mainland visitors. According to China National Tourism Administration, outbound Chinese tourists reached 62 million in the first half of 2017, representing a year-on-year increase of 5.1%. Given lingering tensions between the Mainland and a few popular tourist destinations, mainly Korea and Taiwan, the number of Mainland tourists visiting those destinations declined dramatically (see *Chart 2*).<sup>[1]</sup> This has helped Hong Kong re-establish itself as a favourite destination for Mainland visitors.

These trends have paved ways for Hong Kong, which received an estimated 46% of total outbound tourists from Mainland China in 2016 to benefit from more incoming visitors. Given the existing geopolitical tensions and a favourable comparable base in the second half, incoming visitor growth could accelerate in the near term.

## Risks remain

In spite of the cautiously optimistic outlook for inbound tourism, some risks remain for retailers and other tourism related industries. For instance, despite achieving a higher average occupancy rate (from 83.7% in 1H2016 to 87.3% in 1H2017), the simple average achieved hotel room rate in the first half had dropped

2.3% YoY for the accommodation sector. Therefore, it remains to be seen whether tourism related sectors have already bottomed out.

Another key risk is the potential impact of the uncertainty associated with the tapering of the U.S. Federal Reserve (Fed). While the actual impact of the Fed's decision to taper its balance sheet remains uncertain, the FOMC declared that it would begin implementing a balance sheet normalization programme this year in the post-meeting communiqué.<sup>[2]</sup> Although Fed Chair Yellen previously said that it would involve slowly reducing the reinvestment of principal payments received from the securities in its portfolio,<sup>[3]</sup> any decision or rhetoric by the Fed to accelerate efforts to shrink the balance sheet could agitate financial markets. Noting that the performance of the Hang Seng Index is highly correlated with Hong Kong's GDP and consumption growth patterns,<sup>[4]</sup> any turbulence would drag the improving GDP and consumption growth down (see *Chart 3*).

The next rate hike by the U.S. Fed is not expected to come before December, if not in 2018. However, with the strong job market in the U.S., the Fed could adopt a more hawkish plan. If this happens, it would lead to strengths of USD and HKD, which will also hurt the price competitiveness of Hong Kong's inbound tourism.

In short, the retail sector has seen a steady ringing of its cash registers, and risks associated with the sector appear to be in check. From a numerical perspective, the positives outweigh the negatives for the near future. 🌸

Chart 1 圖一



Source: CEIC data  
資料來源：CEIC數據



# 零售市道向好

面對多年來銷售量持續下滑，香港零售業終於有好轉的跡象。入境旅遊業在過去數月溫和增長，帶動零售業銷貨額上揚（見圖一）。然而，持續的不明朗因素，包括美國聯邦儲備局（聯儲局）可能於本月稍後縮減資產負債表規模，或令美元和港元走強，削弱香港的旅遊吸引力。這些不明朗因素將對零售市場造成影響。

## 入境旅客增加

訪港旅客人數在截至7月止的三個月內上升1.2%，並於年內首七個月期間按年上升2.4%。我們認為，持續的跌勢後錄得輕微的增幅，可能是深圳戶籍居民「個人遊」簽注政策調整的不利影響有所減退的結果；該措施自2015年4月生效以來，一直拖累零售業務。

入境旅遊數字上升，亦與內地遊客外遊模式轉變有關。根據中國國家旅遊局的數據，出境中國遊客於2017年上半年達到6,200萬人，按年增加5.1%。鑒於內地與若干熱門旅遊勝地（主要為韓國和台灣）的關係持續緊張，到訪該等目的地的內地遊客人數驟減（見圖二）<sup>1</sup>。這有助香港重建其在內地旅客眼中理想目的地的地位。

香港於2016年接待了中國內地出境旅客總數約46%；這些趨勢更為香港鋪路，以受惠於入境旅客的增長。觀乎當前地緣政治關係緊張，加上下半年利好的比較基數，訪港旅客增長或於短期內加速。

## 風險猶在

儘管入境旅遊業前景審慎樂觀，但零售商和其他旅遊相關行業仍需面對若干風險。例如，雖然酒店業的平均入住率有所上升（由2016年上半年的83.7%上升至2017年上半年的87.3%），但上半年的實際平均房租卻按年下跌2.3%。因此，旅遊相關行業是否已走出谷底，仍有待觀察。

另一個主要風險為聯儲局緊縮措施所帶來的不明朗性之潛在影響。聯儲局決定縮減資產負債表的實際影響仍未明朗之際，美國聯邦公開市場委員會在會後公報宣稱將「在今年啟動資產負債表正常化計劃」<sup>2</sup>。雖然聯儲局主席耶倫曾提及計劃將逐步減少對聯儲局持有的到期證券本金進行再投資<sup>3</sup>，不過聯儲局為求加快縮表步伐而作出的任何決定或言論，或會觸動金融市場。鑒於恆生指數表現與香港GDP和消費增長走勢息息相關<sup>4</sup>，任何動蕩不穩均有可能拖低正在改善的GDP和消費增長（見圖三）。

預料美國聯儲局下次加息將不會早於12月，甚至要到2018年。不過，鑒於美國就業市場強勁，聯儲局可能採取更強硬的方案。倘有此情況，將帶動美元及港元走強，但同時亦會損害香港入境旅遊業的價格競爭力。

簡言之，零售業表現穩定回升，業界的相關風險似乎受到抑制。在數值上，短期內正數多於負數。✿

[1] In the first seven months of 2017, the numbers of visitors visiting Taiwan and Korea have declined by 37.7% and 46.5% YoY respectively. 2017年首七個月，台灣和韓國的入境旅客人數分別按年下跌37.7%和46.5%。

[2] Transcript of Chair Yellen's Press Conference (14 June 2017) 聯儲局主席耶倫記者會謄本（2017年6月14日）

[3] The Fed has set an initial cap for the reduction of reinvestment at US\$10 billion (i.e. a \$6 billion initial cap was set for Treasury securities, a \$4 billion initial cap for mortgage-backed securities). The limit will steadily increase by US\$10 billion every quarter and eventually reach US\$50 billion (i.e. a \$30 billion initial cap was set for Treasury securities, a \$20 billion initial cap for mortgage-backed securities) per month in a year's time. 聯儲局將減少再投資額的初始上限設為100億美元（即國庫證券的初始上限為60億美元，按揭證券的初始上限為40億美元）。這限額將按季度逐步增加100億美元，一年後達至每月500億美元（即國庫證券的初始上限為300億美元，按揭證券的初始上限為200億美元）。

[4] Over the past 20 years, the correlation coefficients between quarterly HSI performance and GDP/Household Consumption growth – with the former leading the latter by one quarter – were 0.79 and 0.69 respectively. 過去20年，恆生指數季度表現與GDP / 家庭消費增長的關連系數（前者比後者快一個季度）分別為0.79及0.69。

Chart 2 圖二

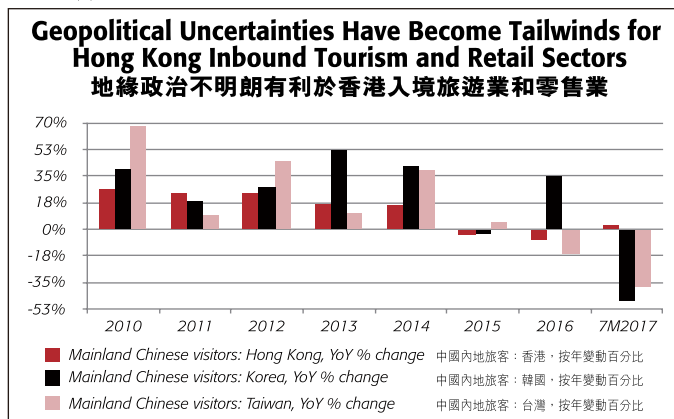
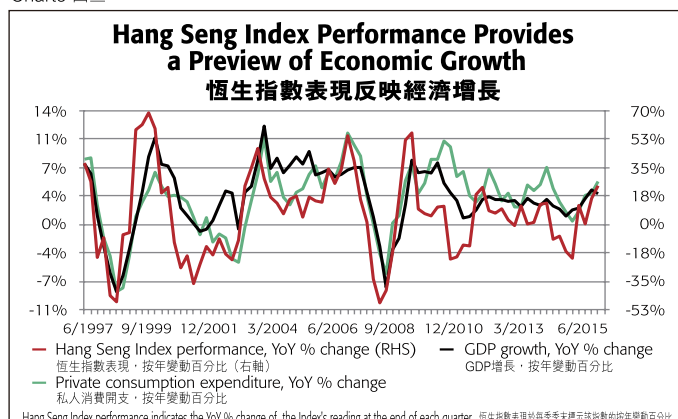


Chart3 圖三



# Chamber Presents Wish List for Upcoming Policy Address

## 總商會提呈《施政報告》建議書

**H**KGCC has urged HKSAR Chief Executive Carrie Lam Cheng Yuet-ngor to make rebuilding Hong Kong's international competitiveness a top priority in her maiden Policy Address on 11 October. In its submission to the Government on 6 September, the Chamber stressed that improving legislation, tax competitiveness, talent supply and better utilization of the Greater Bay Area (GBA) initiative were four crucial areas that the Administration should focus on.

HKGCC Chairman Stephen Ng pointed out that there has been a marked increase in legislation in recent years, often in response to public demand.

"We are particularly concerned about the cumulative effects of increasing legislation, which, if allowed to continue, could have grave implications on Hong Kong's hard-won and cherished reputation as a premier business hub," he said. "Overzealous and far-reaching regulations inhibit normal business activities, deter innovation, drive up costs, and make Hong Kong a less desirable place to do business in the region."

The Chamber has been calling on the Government to adopt thorough Regulatory Impact Assessments (RIA) into the law-making process. Although the pre-existing "Be the Smart Regulator" Programme is supposed to ensure Hong Kong maintains a light regulatory touch, in reality it falls far short compared to other RIA programmes implemented overseas.

"We would like to see the Government adopt the principles and some of the pre-conditions as provided in the U.K.'s Legislative and Regulatory Reform Act 2006, in addition to making it mandatory that the revised programme be applicable to every policy intervention," said Ng.

The Chamber has also called for a structural review of the Government to improve cross-departmental communication and effectiveness in the delivery of public services. "The notion of joined-up government has been a mantra of the Chief Executive when she was Chief Secretary of Administration. We would like to see better

coordination amongst the various government agencies in serving the general and business communities going forward," said Ng.

### Tax competitiveness

On tax competitiveness, Ng said the Chamber is concerned that the newly established Tax Policy Unit (TPU) is under resourced and lacks direction to achieve its objectives. The Chamber urges the Government to allocate more resources to the unit, provide it with a clear direction, and involve more stakeholders from the private sector and tax professions to contribute ideas.

In addition, the Chamber suggests that the Government gives serious consideration to other more optimal means of returning budget surpluses to the economy. "Although the tendency to invest in new or the upkeep of existing infrastructure and welfare – including education – are worthwhile undertakings, we feel that the domestic economy would reap greater benefits by reducing the tax burden on the middle class and businesses. In the case of the former, the economic dividends accruable would be increased consumption while for the latter this would translate into investment growth," said Ng.

Chamber CEO Shirley Yuen added: "We are pleased that the Government is finally moving ahead with a two-tiered profits tax arrangement, which the Chamber first proposed almost 10 years ago. We look forward to assisting the Government in bringing this into effect as quickly as possible. We also hope the Government can reduce the statutory time limit for tax reassessment from six to three years, and treating a loss statement as a taxable assessment so that taxpayers can object to the Inland Revenue Department's decisions in loss cases."

"There is a compelling need to review our tax regime and find ways of restoring our attractiveness. These proposals, in addition to allowing loss carry-back, would go a long way towards reversing Hong Kong's dwindling comparative advantage as a low tax jurisdiction," added Yuen.



## Greater Bay Area

To realize the full potential of the GBA initiative, the Chamber suggests the Government set up a GBA Office to formulate proposals, strategies and policy directions to define Hong Kong's involvement and role in the area. Such an office would facilitate better utilization and deployment of resources, especially in major infrastructure investments and collaboration. This would enhance the overall capability and capacity of the whole GBA. For example, better airspace coordination among the GBA airports could improve airport capacity, route efficiency and flight safety.

To optimize people flow, the Chamber proposes adopting a visa system, similar to the APEC Business Travel Card Scheme, to allow selected categories of GBA residents to enter Hong Kong for work and business purposes without restriction. This could be tried out in a pilot scheme at the Lok Ma Chau Loop before deciding on implementing it throughout the GBA.

Allowing the flow of talent will help alleviate some of Hong Kong's talent shortages. However, to overcome our looming human capital challenge and shrinking labour

force, the Chamber recommends that the Government adopt a two-prong approach to fill the labour gap within and without the domestic market. To coordinate this, a dedicated agency should be set up to oversee Hong Kong's future human capital needs.

To grow talent domestically, quality and affordable English-based education needs to be made available, and better terms and remuneration need to be provided for teachers. The Chamber also proposes improving working conditions, offering flexible work arrangements, and providing training for women and older workers to help tap this pool of latent talent.

"We also hope the Government can remove professional barriers, optimize immigration arrangements to attract international talent, and relax labour importation requirements to help cope with our labour shortages," said Ng. 🌸

The full submission can be read on the Chamber's app and website



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# 總

商會促請香港特區行政長官林鄭月娥在將於10月11日發表的首份《施政報告》中，把重振香港的競爭力列為首要工作。總商會於9月6日向政府提呈的建議書中，強調改善立法、稅務競爭力、人力供應和善用大灣區概念，是政府應集中處理的四大範疇。

總商會主席吳天海指出，近年立法顯著增加，而這往往是為了回應公眾需求。

他說：「我們尤其關注立法規管日增所帶來的累積影響，這個趨勢若持續下去，或會嚴重損害香港作為主要商業樞紐這個得來不易的美名。」他續稱：「過度進取、影響深遠的規管妨礙正常的商業活動、窒礙創新、推高成本，以及減低香港作為區內營商據點的吸引力。」

總商會一直敦促政府在立法過程中進行全面的規管影響評估。事實上，儘管當局早已推出「精明規管」計劃，以確保香港維持最低程度的規管，惟這個機制遠遜於其他地區實施的規管影響評估計劃。

吳天海表示：「我們期望政府採用英國《立法及規管改革法2006》所訂的原則和部分先決條件，並強制所有政策干預措施採用經修訂的計劃。」

本會亦提倡政府檢討架構，務求在提供公共服務的層面上，改善跨部門的溝通和效率。他解釋：「行政長官出任政務司司長時，已不時提出政府一體化的概念。我們希望不同政府機構之間能有更好的協調，繼續為市民和商界服務。」

### 稅務競爭力

稅務競爭力方面，吳天海表示總商會關注到新成立的稅務政策組（政策組）資源不足，而且缺乏方向，有礙其達成目標。本會力促政府向政策組增撥資源、訂立清晰的方向，並鼓勵更多商界和稅務界的持份者參與，集思廣益。

此外，本會建議政府慎重考慮其他更佳的途徑，把財政盈餘投放到經濟中。吳天海說：「雖然投資全新或維持現有的基建和福利（包括教育）亦值得鼓勵，但我們認為減輕中產和商界的稅務負擔，將可為本地經濟帶來更大的裨益。對中產來說，減稅所帶來的經濟收益會轉化為消費增長，而對商界而言，則會轉化為投資增長。」

總商會總裁袁莎妮說：「我們樂見政府終於採納本會約十年前首次提出的雙層利得稅制，並期待協助政府盡快推行這項安排。我們亦期望當局可將補加評稅的法定追溯時限由六年縮短至三年，並把虧損視為應課稅款，讓納稅人可就虧損個案，對稅務局的決定提出反對。」

她補充：「當務之急是檢討我們的稅制，並設法令香港回復吸引力。此外，我們建議引入本年虧損轉回安排。鑒於香港作為低稅率稅務管轄區的相對優勢日漸減弱，這些措施將有助扭轉劣勢。」

### 大灣區

為充分發揮大灣區概念的潛力，總商會建議政府設立大灣區辦公室，以制訂方案、策略和政策方針，界定香港在大灣區發展中的參與角色。辦公室將促進資源的更有效分配和利用，尤其是重大的基建投資和合作，以提升大灣區的整體能力。例如改善大灣區機場之間的空域協調，可令機場容量、航線效率和飛行安全同時提升。

為促進人口流動，本會建議當局推出類似亞太經合組織商務旅遊證計劃的簽證制度，容許特定類別的大灣區居民不受限制來港工作和營商。簽證制度可先在落馬洲河套地區試行，然後再決定是否擴展至整個大灣區。

人才流通有助紓緩本港人才短缺的問題。要克服香港面臨的人力資本挑戰和勞動力萎縮問題，本會建議政府雙管齊下，在本地市場內外尋找填補勞動力缺口的方案。為此，當局應設立專責的機構，審視香港未來的人力資本需要。

要培育本地人才，則需以可負擔的成本提供優質的英語為本教育，同時改善教師的聘用條件和薪酬。我們亦建議改善工作環境、提供彈性工作安排，並為婦女和較年長的員工提供培訓，以吸納這些潛在的人力資源。

吳天海補充：「我們亦期望政府消除專業資格障礙、優化移民政策，以吸引國際人才，並放寬勞工輸入要求，以應付勞工短缺問題。」

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<b>2017</b>		<b>2018</b>	
13-16 Oct	HKTDC Hong Kong Electronics Fair (Autumn Edition)* electronicAsia*	19-22 Mar	HKTDC Hong Kong International Film & TV Market (FILMART) #
26-29 Oct	Eco Expo Asia – International Trade Fair on Environmental Protection	21 Mar	MarketingPulse
	HKTDC Hong Kong International Outdoor and Tech Light Expo	6-9 Apr	HKTDC Hong Kong International Lighting Fair (Spring Edition)*
27-30 Oct	HKTDC Hong Kong International Lighting Fair (Autumn Edition)*	13-16 Apr	HKTDC Hong Kong Electronics Fair (Spring Edition)* HKTDC International ICT Expo
8-10 Nov	HKTDC Hong Kong Optical Fair*	20-23 Apr	HKTDC Hong Kong Houseware Fair* HKTDC Hong Kong International Home Textiles and Furnishings Fair
9-11 Nov	HKTDC Hong Kong International Wine & Spirits Fair	27-30 Apr	HKTDC Hong Kong Gifts & Premium Fair* Hong Kong International Printing & Packaging Fair
23-24 Nov	Asian Logistics and Maritime Conference	7-9 May	HKTDC Hong Kong International Medical Devices and Supplies Fair
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7-8 Dec	Business of IP Asia Forum	18-24 Jul	HKTDC Hong Kong Book Fair
7-9 Dec	DesignInspire	20-24 Jul	HKTDC Hong Kong Sports and Leisure Expo
<b>2018</b>		Aug	International Conference of the Modernization of Chinese Medicine & Health Products
8-9 Jan	Asian Licensing Conference	16-18 Aug	HKTDC Hong Kong International Tea Fair
8-10 Jan	HKTDC Hong Kong International Licensing Show	16-20 Aug	HKTDC Food Expo HKTDC Home Delights Expo HKTDC Beauty & Wellness Expo
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15-16 Jan	Asian Financial Forum	Sept	CENTRESTAGE
15-18 Jan	HKTDC Hong Kong Fashion Week for Fall/Winter*	Sept	Belt and Road Summit
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# Business Regulation: Is Hong Kong Less Interventionist Than Singapore?

商業規管：  
香港的干預比  
新加坡少？

Traditionally, Hong Kong has prided itself on its free market philosophy and light-touch approach to regulation. Phrases such as “big market, small government,” and “positive non-interventionism” have been used to describe the Hong Kong approach. Singapore, on the other hand, has usually been regarded as more interventionist.

However, recent events call into question whether these traditional descriptions – some might say stereotypes – are still valid. Two examples in particular come to mind: the divergent competition laws of the two jurisdictions, and their divergent approaches to regulating.

## Divergent competition laws

Last month, the Hong Kong Competition Commission rejected the application by container shipping lines



for approval of information exchange arrangements (so-called “voluntary discussion agreements”) under the Competition Ordinance. The commission was not convinced that these agreements produced efficiencies which were beneficial to the economy. And yet, just last year, the Singapore Competition Commission had concluded (after a detailed consultancy study) that arrangements between shipping lines generally “enable the connectivity of Singapore’s container port with consequent broader benefits to the Singapore economy, and facilitate cost savings for the liners from resultant economies of scale”. No explanation was given by the Hong Kong commission of why it had taken a radically different approach from its counterpart in Singapore.

If questioned, the Hong Kong commission might say that it is just applying the letter of Hong Kong’s Competition Ordinance, which it is legally obliged to do. Fair argument. But therein lies another problem. Hong Kong’s competition law is much more stringent than Singapore’s, in several important respects.

Above all, Singapore’s competition law applies only to commercial arrangements between competitors (so-called “horizontal agreements”). It does not apply to agreements between suppliers and their customers (“vertical agreements”). Vertical arrangements vastly outnumber horizontal arrangements in the market place: a business cannot survive without arrangements with suppliers and customers, whereas arrangements between competitors are much less prevalent. So the exclusion of



carried out before any new regulation is introduced. This is an issue in which it will continue to engage with the new Administration.

In Singapore, although formal RIAs for new legislation or regulations are not compulsory (apart from for major initiatives) they are encouraged. Their Civil Service College runs a course for actual and prospective public servants on how to do RIAs. The objectives of the course are to teach attendees to:

- Understand the key analytical steps in RIA;
- Recognise the need to consider alternative regulatory and non-regulatory options;
- Use alternative methods to gather evidence on potential costs and benefits of; regulation;
- Appreciate alternative institutional structures for adopting a structured approach in developing new regulations.

Even where RIAs are not carried out, the potential policy impact of proposed new regulation is carefully evaluated in the light of feedback from stakeholders before it is introduced.

As regards existing laws and regulations, in Hong Kong there appears to be no systematic process for removing unnecessary red tape, i.e. rules and regulations which no longer serve any useful purpose and impose unnecessary costs and burdens on businesses. This is in spite of such a process being stated as a policy objective in the Government's "Be the Smart Regulator Initiative" which was launched as long ago as 1997. Again this is an issue the Chamber will be taking up with the new Administration.

In Singapore, by contrast, regulations enforced by public sector agencies have to be reviewed every three to five years to ensure their continued effectiveness.

### Conclusion

This article does not argue that Singapore's approach to regulation is always better than Hong Kong's. To take competition law again as an example, some might argue that in Hong Kong, the fact that only a court can determine a business's liability, not the commission itself (as in Singapore), is much more consistent with the rule of law, for which Hong Kong is renowned. What this article does argue is that Hong Kong should look carefully at its close competitor's approach to regulation, and learn about whether a similar approach might be suitable for Hong Kong. We hope that Hong Kong's new Chief Executive may have gained some useful insights into Singapore's regulatory processes on her recent visit there, given that one of her stated manifesto objectives is to streamline Hong Kong's government. ✿

vertical arrangements represents a huge reduction in the compliance burden and costs for businesses.

By contrast, the appeals by this Chamber for a similar exclusion in Hong Kong's Ordinance were rejected, for reasons which are unclear. Businesses in Hong Kong therefore have to worry about whether their arrangements with suppliers and customers comply with the Competition Ordinance, unlike their counterparts in Singapore.

Admittedly, Hong Kong's competition law does not apply to mergers (outside the telecommunications sector) whereas Singapore's does. But this exclusion has always been regarded by the commission as an anomaly (compared with other jurisdictions) which needs to be addressed, and indeed the commission is due to report on this matter as part of a general review of the Competition Ordinance as early as next year. So the days of the mergers exclusion may be numbered.

### Divergent approaches to regulating

As this Chamber has pointed in the past, Hong Kong often introduces new laws and regulations without a full prior assessment of whether the benefits outweigh the costs, which can lead to poorly-targeted regulation, and unintended adverse consequences. Often the desire to emulate overseas jurisdictions appears to be the primary motivating factor, rather than the impact of the regulation on Hong Kong. The Chamber has long-advocated that a proper regulatory impact assessment (RIA) be

香港素以自由市場和最低程度規管的原則引以為榮。「大市場、小政府」和「積極不干預」等語句一直用以形容香港的規管模式。另一邊廂，新加坡一向被視為干預程度較大的國家。

然而，近日的事件令人質疑這些傳統的描述——有人稱之為典型描述——是否仍然適用。其中有兩個例子尤其使人關注：兩個司法管轄區競爭法的差別，以及兩地規管方式的不同。

### 競爭法各有不同

上月，香港競爭事務委員會拒絕船運公司就《競爭條例》下資料交換協議（所謂的「自願討論協議」）所提出的申請。競委會不認為此等協議能夠提升經濟效率。不過，新加坡競爭局卻於去年得出結論（經過詳細的顧問研究），認為船公司之間的安排整體上可「讓新加坡貨櫃碼頭為當地帶來更廣泛的經濟效益，而其所產生的規模經濟亦有助船公司節省成本。」香港競委會並沒解釋為何採取與新加坡對口單位截然不同的處理方式。

### 規管方式各異

總商會曾指出，香港引入新法規前，往往未有全面評估其效益是否大於成本，以致規管目標不明確，並產生意想不到的不良後果。很多時，立法的主要推動因素似乎是想仿效海外地區，而不是規管本身對香港的影響。長久以來，本會都提倡政府在引入任何新法規之前，應進行適當的規管影響評估，就此我們將繼續與新政府溝通。

在新加坡，當地雖未有強制要求就新法規進行正式的規管影響評估（主要政策措施除外），但政府鼓勵這個做法。當地的公共服務學院為現職和準公務員開辦了一個課程，教授如何進行規管影響評估，旨在讓學員：

- 了解規管影響評估所涉及的主要分析步驟；
- 意識到有需要考慮其他規管和非規管方案；
- 運用其他方法，就規管的潛在成本效益收集證據；
- 認識其他體制結構，以便在制訂新法規時，採用結構化的模式。

Hong Kong should look carefully at its close competitor's approach to regulation, and learn about whether a similar approach might be suitable for Hong Kong.

香港應深入研究其直接競爭對手的規管方式，並探討類似的方式是否適合香港。

倘受到質疑，香港競委會可能會指他們在法律上有責任根據香港《競爭條例》作出有關決定。這是合理的解釋，但亦帶出另一問題：在若干重要範疇上，香港的競爭法比新加坡嚴厲得多。

首先，新加坡競爭法只適用於競爭對手之間的商業安排（所謂的「橫向協議」），而不適用於供應商與顧客之間的協議（「縱向協議」）。在市場上，縱向安排遠比橫向安排多：企業假如沒有與供應商和顧客之間訂立安排，便無法生存；競爭對手之間的安排則沒有那麼普遍。因此，豁免縱向安排可大大減少企業的合規負擔和營運成本。

相反，本會提出在香港的條例下賦予類似豁免的建議，卻不知何故遭到否決。因此，有別於新加坡的同業，香港企業要為自己與供應商和顧客之間的安排是否符合《競爭條例》而費心。

誠然，本港的競爭法不適用於合併（電訊業除外），做法與新加坡不同。然而，競委會一直認為這項豁免違反常理（相比其他司法管轄區），需要加以處理。事實上，競委會最快於明年就此提交報告，作為《競爭條例》全面檢討的一部分。因此，合併豁免被撤銷的日子可能不遠了。

即使沒有對擬議的法規進行規管影響評估，在引入新規管前，也得根據持份者的意見，仔細評估其潛在的政策影響。

至於現行的法例和規管，儘管政府早於1997年已推出「精明規管」計劃，旨在建立系統化的程序，以取消不必要的繁文縟節（即不再有實際作用，且為企業帶來不必要的成本和負擔的規例），惟香港在這方面似乎仍有不足。總商會亦會就此與政府進行討論。

反之在新加坡，由公營機構執行的法例須每三至五年進行檢討，確保它們持續發揮效用。

### 總結

本文並非要說明新加坡的規管方式比香港更勝一籌。再以競爭法為例，在香港，只有法庭而非競委會（新加坡的情況）能夠裁定企業的責任，有人可能認為這個安排更符合法治精神，而香港一直以此而享負盛名。本文要說明的是，香港應深入研究其直接競爭對手的規管方式，並探討類似的方式是否適合香港。由於新任香港特首的政綱之一是精簡政府程序，我們希望她能夠藉著最近出訪新加坡之行，加深對當地規管程序的理解。✿



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# “The Happiest Five Years of



The last Governor of Hong Kong Lord Chris Patten spoke to a full house at the Chamber's Distinguished Speakers Series on 20 September about his new book, "First Confession: A Sort of Memoir" in which he covers a diverse range of topics, from growing up in an Irish Catholic family in London to becoming Chairman of the Conservative Party, European Commissioner, Chancellor of Oxford University, and even advisor to the Pope

末代港督彭定康男爵出席本會9月20日的「特邀嘉賓系列」講座，全場座無虛席。會上，他談及他的新書《首次自白：某種回憶錄》，內容涵蓋廣泛，由在倫敦一個愛爾蘭天主教家庭長大，到後來成為保守黨主席、歐盟委員會成員、牛津大學校監，以至教宗顧問等的生涯轉變

For a man who has lived such a diverse and fascinating life as Lord Chris Patten, saying the five years that he spent in Hong Kong were the happiest and most meaningful years of his life speaks volumes for his passion and love for Hong Kong.

"When I say it was the happiest five years of my life it is absolutely true. I am delighted to be back and take any opportunity to talk about the city that I love as much as my own," he said.

In his latest book, "First Confession: A Sort of Memoir," he reflects on his life, and the changes he has helped to shape and witnessed. Speaking at the Chamber's Distinguished Speakers Series on 20 September, where there was standing room only, he began his talk by raising the notion of identity.

In today's world, we seem to be increasingly labelling people, whether by political affiliation, race or religious creed. But Patten argues that "it is impossible to talk about identity as if it was that simple and straight forward."

He pointed out that the white supremacists in Charlottesville had written blood and soil on their banners, completely ignorant to the fact that their forefathers were immigrants, or that America went to war to fight such Nazi sentiments. "The idea that you can define identity as a race is preposterous," he said.

He lamented about the anti-immigration sentiment being spawned by ignorance around the world, and



# My Life” 我人生中最快樂的五年

pointed out that immigration and the free flow of people and ideas have helped build today's greatest cities and economies – from New York to London to Paris and even Hong Kong – into the envy of the world.

London's international flavour makes it very distinctive from other cities in the U.K., which is reflected in everything from education to the vote on whether to stay or leave the EU, where there was a huge majority to stay in London, and a majority in the rest of the country to leave.

Patten said he himself has refugee roots. His great grandfather was born in Ireland at the time of the great famine and made his way to England to find food. Born in Lancashire northwest England, were many Irish migrants gravitated to find work in the booming cotton mills of the time, Patten said his parents would be amazed to see that their child had become the Chancellor of Oxford.

“I am an example of social mobility. I became interested in politics when I was a student visiting America, where I got involved in an American political campaign. I then went into politics in the U.K. and had a series of jobs that introduced me to a lot of identities,” he said.

He worked in Northern Ireland, where people used to talk about being split on religious grounds. He was European commissioner in the Balkans, where Muslims caught in the middle of the fight between Croats were murdered in industrial quantities.

“When I came here as Governor, I felt I was dealing with another identity in politics. In Singapore, Lee Kuan Yew told me what to do. He said you must not go beyond the Basic Law and behave as a new prime minister would start with a clear agenda,” said Patten. “Then he changed his mind, and argued there was a difference between Asian views and those of the rest of the world on civil liberties and democracy, as Asians were more interested in making money.”

Patten said he never really believed that, and even considered it insulting to Hong Kong. He said discussions in Hong Kong in recent years about the city's future economic and political development are keenly debated, which he feels is a healthy development that should not be confused as being an argument.

“What I do worry about today, however, is that identity politics has emerged, like jihadist terrorism which has nothing to do with Islam. I worry about growing nationalism around the world, not least in Europe and in my own country with Brexit” he said. “We also

see a manifestation of this nationalism with President Trump, saying things like making America great again; as if America wasn't already great.”

He added that growing nationalism is threatening international cooperation which has made the world a better and safer place than ever before. However, the countries that preached about the benefits of open trade and cooperation, and benefited the most from it, are now the countries that are turning their backs on it to “protect” themselves from competition.

On Hong Kong's sense of identity, or lack of it, Patten said it is absolutely clear that you can be a Chinese patriot and believe very strongly that the values that Hong Kong represents to the world are ones to which you are greatly attached.

“I think there should be no contradiction about having a sense of Hongkongness and being Chinese. You don't have to give up being proud of Hong Kong to be proud of China,” he said. “I also think that people in Hong Kong have a sense of citizenship that is much stronger than any other city in Asia.”

Another concern he has, contrary to popular belief, is that the internet or social media have made it more difficult to communicate rather than easier. He argued that people increasingly communicate with only those who agree with their own views.

“You create networks with people who agree with your prejudices. So instead of going beyond or discussing prejudices, you get locked into them, because people can keep in touch with others who share the same prejudices,” he said. ❀





彭定康男爵經歷過豐盛多彩、充實有趣的人生，但他仍認為在香港生活的五年，是他人生中最快樂及最有意義的日子，足以道出他對香港的熱情和熱愛。

他說：「我說這是我人生中最快樂的五年，絕對千真萬確。很高興這次回來有機會談談這個令我深深著迷的城市。」

彭定康在其新作《首次自白：某種回憶錄》中，反思他的一生，以及他曾協助塑造和見證的轉變。在總商會9月20日的「特邀嘉賓系列」講座上，他以身份的概念為演說揭開序幕。

在現今世界，我們似乎日益把人標籤化，無論是政治派別、種族或宗教信仰。但彭定康卻認為：「要討論身份，絕非一件簡單、能一語道破的事。」

他指出，夏洛茨維爾的白人至上主義者在橫額上寫上「血與土」，完全漠視他們的祖先也是移民，又或美國為對抗納粹主義而開戰的事實。他表示：「以種族界定身份是荒謬的。」

他慨嘆無知在全球各地衍生的反移民情緒，並指出移民、人口和思想自由流動，協助構建當今最偉大的城市和經濟體——由紐約至倫敦、巴黎甚至香港，讓全球稱羨。

倫敦獨有的國際特色使其從英國其他城市脫穎而出，這可從教育制度以至英國脫歐的公投意向等各方面反映出來：倫敦有絕大多數人選擇留在歐盟，其餘地區的人民則大多選擇退出。

彭定康透露自己也有難民的根。他的曾祖父出生於愛爾蘭的大飢荒時代，後遷往英格蘭找尋食物。彭定康於英格蘭西北部的蘭開夏郡出生，當時有許多愛爾蘭移民遷往當地，在發展

蓬勃的棉紡廠尋找工作。他說，若父母看到自己的孩子竟成了牛津大學的校監，定會大為驚訝。

他說：「我就是社會流動的實例。我求學時曾到訪美國，期間參與一場美國政治運動，激發了我對政治的興趣。之後，我便開始涉足英國政治，並出任連串崗位，賦予我許多身份。」

彭定康曾在北愛爾蘭工作，當地人常以宗教為由討論分裂。他曾擔任巴爾幹半島的歐盟委員會成員，當地的穆斯林在克羅地亞人之間的戰鬥中慘遭大屠殺。

他憶述：「我來港出任總督時，覺得自己是在處理政治上的另一個身份。在新加坡，李光耀曾告訴我要做甚麼。他說你絕不可超越基本法的框架，以及要表現得像一個新總理般，開展一個清晰的議程。他其後改變主意，認為亞洲人與其他角落的人對公民自由和民主的看法存在差異，因為亞洲人較有興趣賺錢。」

彭定康表示從未認真相信這個說法，甚至視之為侮辱香港。他說，香港近年就本地未來經濟及政治發展的討論鬧得沸沸揚揚，是健康的發展，不應與爭吵混為一談。

他說：「我今天憂慮的，是身份政治的冒起，就像聖戰恐怖主義與伊斯蘭毫無關係。我擔心全球各地的民族主義不斷升溫，這個趨勢不僅見於歐洲，以及我的家鄉——英國脫歐，我們亦看到美國總統特朗普對這種民族主義的體現方式，揚言要讓美國再次強大起來，彷彿美國不夠強大。」

他補充道，國際合作令世界變得更美好、更安全，但民族主義不斷升溫，正對國際合作構成前所未有的威脅。一些國家曾宣揚貿易開放與合作的好處，而且從中受惠最多，惟他們如今卻背棄了這個原則，以期「保護」自己，免受競爭影響。

就香港市民擁有或缺乏身份認同感方面，彭定康表示，你既可以是中國愛國者，亦可深切認同香港向世界所展示的價值，這一點清楚不過。

他說：「我覺得對香港的認同感與作為中國人兩者之間並沒有矛盾。你可以以中國為榮而無需放棄以香港為榮。」他續稱：「我同時認為，香港人的公民意識比亞洲任何城市都要強。」

彭定康的另一個關注是互聯網或社交媒體令溝通變得更難而非更易，這有別於普遍的觀念。他認為人們如今日漸傾向只與意見相投的人溝通。

他說：「你與認同你偏見的人自成一角，因為持有相同偏見的人可互相聯繫，結果你與他們困在一起，最終無法超越偏見或就此展開討論。」



Following his talk, Patten took the time to chat with members and sign his new book for all members who attended the event.

彭定康於演講完畢後，抽空與會員暢談，並為所有出席活動的會員簽署新書。





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Tourism has long been one of Hong Kong's pillar industries, and considering we are only a city, it is amazing to think that the number of visitors we receive is far larger than many countries, including Japan, Italy and even the U.K.

Hongkongers also love to travel, with the number of trips overseas (excluding Macao and Mainland China) forecast to grow by an average of 3% annual to reach 6.8 million trips by 2021, according to MasterCard's "The Future of Outbound Travel" survey.

Despite being a thriving industry, it is also very competitive and prone to sudden swings. With more low-cost carriers taking off, coupled with the shared economy, such as Airbnb, travel operators – from airlines to hotel operators to travel agents – have never faced more challenges. Those companies that have succeeded, how-

it achieve visitor arrival targets, including recently legalizing Airbnb and other sharing economy rentals.

While the golden tourism routes in Japan are now very tourist friendly, off-the-beaten-track destinations are hard to access for independent travellers, which is where EGL Tours fills the gap. It also has developed unique experience tours, such as food tasting, marathon and even overseas wedding services, to tempt even seasoned travellers to Japan.

With room shortages in main Japanese cities, particularly the most popular city among Hong Kong tourists, Osaka, EGL Tours decided to invest in its own hotel, Osaka Hinode Hotel, following the Chamber's seminar on tourism opportunities in Japan last year. The hotel is scheduled to open by the end of the year and will provide 350 hotel rooms for tourists.



It was difficult for us to always find good hotel rooms for our tourist groups, therefore, we decided to invest in our own hotel.

我們很難每次都為旅行團覓得優質的酒店客房，  
遂決定投資興建自家酒店，配備遊客所需的種種設施。



ever, have tempted more entrepreneurs to jump on the bandwagon, as its global prospects are hard to resist.

EGL Tours, which has been a household name in Hong Kong since its establishment in 1987, has managed to carve out a sizable slice of the tourism business, particularly in Japan, a destination in which it specializes.

Chairman and Executive Director of EGL Holdings Company Limited, Ensan Yuen, said low-cost carriers (LLC) and online platforms have posed big challenges to the traditional travel agency. However, "We are players in the same field, rather than enemies, so should find ways to work together," he told members at the Chamber's Entrepreneur Series Talk on 1 September.

Yuen added that he constantly embraces change and diversity in his business to cope with the ever-changing environment. This has the happy side-effect of also injecting innovation into his company.

One market that the company has had massive success in is Japan, despite in the past few years becoming very independent-traveller friendly. The Japanese Government is aggressively promoting tourism and sees independent travellers as a vital component in helping

"It was difficult for us to always find good hotel rooms for our tourist groups, therefore, we decided to invest in our own hotel, which is equipped with all the facilities that tourists' would expect," said Yuen.

Despite 20,000 new hotel rooms coming onto the market next year, Yuen is confident that this is still insufficient to meet demand in Japan.

Yuen said a key element in EGL Tours success is its frontline staff. "The frontline staff are the people who speak directly with customers and best know their needs and aspirations, which is why we treasure their contributions to our company."

Besides praising staff, he also offers financial support for staff continuing their education. Since 2006, EGL Tours has supported over 60 tourist guides furthering their education by studying in Japan, most of whom returned to work at the company after their studies.

In addition to a supportive company culture, Yuen adheres to five core values for his business: service from the heart, positive thinking, teamwork; excellent service; and constant innovation. ✿





## For the Love of Travel 愛上旅遊

**旅**遊業一直是香港的支柱產業之一。雖然我們只是一個城市，但接待的旅客人數已遠超許多國家，包括日本、意大利甚至英國，實在驚人。

香港人亦熱愛旅遊。根據萬事達卡公布的《外遊前景》調查報告，預計到 2021 年港人外遊（不包括澳門和中國內地）的次數按年平均增長 3%，達到 680 萬次。

儘管這個行業興旺蓬勃，競爭卻非常激烈，且易受突如其來的變動影響。隨著愈來愈多廉價航空公司投入服務，加上共享經濟模式如民宿預訂網站 Airbnb 的興起，旅遊營運商——由航空公司、酒店到旅行社——均面對前所未有的挑戰。然而，觀乎部分公司能夠闖出成績，加上全球旅遊業前景可觀，促使更多企業家投入這股熱潮。

東瀛遊自 1987 年成立以來，一直是本港一個家喻戶曉的品牌，在旅遊業市場佔有相當份額，尤其是其專門經營的日本市場。

東瀛遊控股有限公司主席兼執行董事袁文英於總商會 9 月 1 日的「企業家系列」講座上向會員表示，廉航和網上平台為傳統旅行社帶來很大挑戰，但他說：「我們是同行，不是敵人，因此應該尋找方式，攜手合作。」

袁文英又指，他不斷迎接轉變，尋求業務多元化，以應對瞬息萬變的環境。這同時亦產生積極的效果，為公司注入創新元素。

儘管日本近年已成為一個十分便利個人遊旅客的目的地，惟該公司在日本市場的成績仍然有目共睹。日本政府積極推廣旅遊業，並視個人遊旅客為協助實現訪日旅客人數目標的重要一環，相關措施包括近日把 Airbnb 和其他共享經濟租賃服務合法化。

現時，日本一些黃金旅遊路線的交通已十分便利，但個人遊

旅客仍難以到訪一些偏僻的目的地，而東瀛遊正好填補這個缺口。該公司亦已開發一些特色體驗旅行團，例如美食團、馬拉松長跑以至海外婚禮服務等，連訪日常客也趨之若鶩。

有見日本各大城市的客房短缺，尤見於最受香港遊客歡迎的大阪，東瀛遊於去年參與總商會舉辦的日本旅遊業機遇研討會後，便決定投資自建酒店，名為大阪逸之彩酒店。該酒店預料將於本年底開業，為遊客提供 350 間客房。

袁文英說：「我們很難每次都為旅行團覓得優質的酒店客房，遂決定投資興建自家酒店，配備遊客所需的種種設施。」

雖然未來一年會有 2 萬間新客房投入服務，但他相信這仍不足以滿足日本市場的需求。

他表示，東瀛遊賴以成功的主要因素之一是其前線員工。他說：「前線員工直接與客人接觸，最清楚知道他們的需要和期望，因此我們很重視他們對公司的貢獻。」

除了表揚員工，他亦在財政上支持員工進修增值。自 2006 年以來，東瀛遊資助超過 60 位領隊和導遊到日本深造，大部分學成後都選擇留任。

給予支持和鼓勵已成為一套公司文化。除此之外，袁文英在業務方面也堅守五個核心價值：由心服務、正面思維、團隊精神、卓越服務及不斷創新。✿

Members can listen to Yuen's presentation  
on the Chamber's app or website.

會員可登入總商會應用程式或網站重溫袁文英的演說。



# Intertek Hong Kong – Ensuring Quality and Peace of Mind

## 全方位質量保證

Intertek unveiled its new brand to the world in March 2017, redefining traditional testing and certification services as “Total Quality. Assured.” With more than 130 years of history, Intertek is one of the world’s largest testing and certification companies, with more than 1,000 laboratories and offices in over 100 countries, and with over 42,000 employees. Intertek entered the Hong Kong market in 1973, at a time when most of its business was related to providing testing services for textiles, the economy’s pillar industry. Since then, the company has seen major expansion in its business scope to include toys, electronics, food, and other product segments.

The new brand identity concept was inspired by one of the group’s founders, Thomas Edison, who over 100 years ago established a lamp testing centre which enabled him to patent the incandescent light bulb and subsequently became ETL (Electrical Testing Laboratories). The logo of ETL has been used ever since. The inspiration for Intertek’s new brand design thus dates from the historic moment when Edison invented the light bulb.

The dot above letter “i” in the new Intertek logo implies inspiration and innovation, which is the brightest and most prominent element. The yellow tone used in the new logo is also inspired by a light bulb and the warm glow of the sun, says Intertek’s North East Asia Chief Executive Christina S.M. Law.

### From managing money to managing business

Law, who has a financial background, joined Intertek 28 years ago. She says the highlight of her career was when she helped the group successfully list on the London stock market in 2002, when she was Chief Financial Officer, Global Consumer Goods. She continued to rise through the ranks in the company to become the Chief Executive for Northeast Asia.

“The biggest difference between financial management and business management is that the former is more about flexibly deploying funds and financial operations in line with the direction of the company,” Law says. “Managing business development is about formulating the company’s future direction and strategy, and leading the team to climb over mountains, which requires more in-depth and long-term vision.”

She is no stranger to challenges, having taken up this senior role when the company was facing a num-

ber of difficulties, and steering it back on track through transformation and innovation, which she attributes to strong team work and cohesion.

“I am grateful for the trust the company has placed in me, because this gives me the freedom to plan and execute my ideas and read the thoughts and needs of my team,” she says. “However, as a leader, I must make decisive decisions however difficult they may be.”

### Reaching new heights through innovation and self-improvement

As the company celebrates its 45<sup>th</sup> anniversary in Hong Kong, Law says they have to keep a close eye on the market and encourage colleagues to use their expertise and insights to develop innovative ideas in order to maintain a competitive advantage in a very dynamic and competitive marketplace.

“Innovation is important for a company’s development. Through continuously broadening our service scope and optimizing our operations and services, we can provide a full range of quality assurance services that make our customers feel at ease and thus treat us as a partner,” she says.

The company also takes the initiative to use its professional knowledge and technical expertise to help customers solve problems they may be encountering, and even foresee problems, and makes recommendations to help their customers avoid them.

### Nurturing talent

Staff training is not only essential for a testing and certification company, but also necessary for delivering professional service beyond customers’ expectations. Although colleges and universities’ testing and certification courses help to inject new blood into this industry, Law thinks that young professionals must understand different areas of specialization more clearly, which in itself will help them develop a rewarding career path in the industry. To enable them to achieve this, she set up a three-year New Generation Leadership Programme in the company a number of years ago for the purposes of developing staff with potential into outstanding professionals. To date, 100 Next Generation Leaders have been trained up from the initial 20 staff.

“For people in this sector, we can see that the testing





and certification industry is not just about being stuck in a laboratory replicating tests. It is a challenging and promising career,” Law says.

To further establish its talent pool, Intertek has now launched its Alpha Leadership Programme, which provides tailor-made training for its management teams and nurtures them into future senior management leaders.

Law says she believes that a leading professional testing and certification institution must continue to innovate and keep reaching for new heights, and that her experience accumulated from different positions within the company puts her in an ideal position to formulate long-term strategies and develop strategic direction. 🌸

Company: Intertek Testing Services Hong Kong Ltd

公司名稱：天祥公證行有限公司

HKGCC Membership No. 總商會會員編號：HKI0048

Established 創辦年份：1973

Website 網站：http://www.intertek.com

天祥集團在2017年3月向全球發布全新品牌形象，為傳統檢測和認證服務重新定義為“Total Quality. Assured”。天祥集團擁有超過130年歷史，是全球最具規模的消費品測試、檢驗和認證機構之一，亦是國際權威的第三方公證行。天祥自1973年起駐足香港，初期為香港經濟支柱的紡織業提供測試服務，40多年來已擴展業務範圍至玩具、電子產品及食品等。

全新品牌標誌的概念是受集團的創始人之一愛迪生所啟發。早於100多年前，愛迪生發明了燈泡，並創立ETL（Electrical Testing Laboratories），而ETL標誌亦沿用至今。Intertek新品牌的設計靈感正是來自愛迪生發明燈泡的歷史性時刻。Intertek標誌中的英文字母“i”字上面的圓點寓意啟發與創新，所以這一點亦是新標誌最光亮、最突出的元素。品牌金黃色調的設計靈感同樣來自燈泡：金黃色不但是照明顏色，亦令人聯想起太陽，是一個溫暖、可靠的色調。整個充滿活力的新品牌形象代表著天祥致力創新，並為客戶提供全方位質量保證（Total Quality Assurance）服務的理念。

天祥集團在100多個國家擁有超過1,000個實驗室和辦公室，僱用逾42,000名員工。東北亞區首席執行官羅秀梅認為，一間領先及專業的檢測認證機構，必須不斷創新和突破，而自己在擔任不同崗位時所累積的經驗，有助她制定公司長遠發展的方向，帶領團隊，開創新領域。

### 由財務至商務管理的職業生涯

羅秀梅是財務出身，加入天祥28年。在職業生涯中令她最有滿足感的一件事，莫過於在2002年，她作為Chief Financial Officer（Global Consumer Goods）參與集團在英國的上市計劃，最終協助集團成功上市。其後，羅秀梅亦曾兼任該公司的Chief Information Officer（Global Consumer Goods），在2013年初更被委任為香港區 / 韓國總裁至現任東北亞區首席執行官，從此踏上商務管理之路。

「管理財務與經營商務發展的最大分別，在於財務管理較傾向執行者的角色，配合公司發展方向去靈活調配資金及理財營運。」羅秀梅憶述當時的挑戰：「管理商務發展則要策劃公司未來的方向和帶領團隊攀過一座又一座高山，視野必須更深入和長遠。」時值公司業務面對市場挑戰，羅秀梅接手後透過改革、突破及創新，與團隊一起努力、上下齊心，令公司業務重現佳績。

「我感恩得到公司的信任，給予我很大的發展空間。在團隊中，可能因為我是一位女士，比較容易感受到同事們的想法及需要。」羅秀梅笑言：「不過，作為一個領導者，我必須果斷地作出決策，不能太溫柔。我亦很珍惜與團隊共同迎接新挑戰、共度時艱，令業務發光發熱的過程，羅馬不是一朝建成。」

### 只有創新自強才能保持領先

立足香港的天祥公證行將於明年邁進45周年。羅秀梅表示，公司需要掌握市場脈搏，鼓勵同事提出創新思維，才能保持競爭優勢。她說：「創新是公司這幾年發展的重要方針。我們透過不停檢討和優化，提供超越檢測和認證的全方位的質量保證服務，讓客戶覺得安心及視天祥為合作夥伴。」因此，公司重視客戶關係，主動運用專業知識，幫助客人解決問題，甚至預先洞悉他們將會遇到的問題，並提出建議。

### 培育人才

一間檢測認證公司能令員工懂得為客戶著想和提供專業意見，超越客人的期望，必須投放資源培訓人才。雖然已有大專院校開設檢測認證科，協助行內培訓新血，但羅秀梅認為必需讓年青從業員更全面地了解這個行業的專業範疇和晉升階梯。她多年前在公司開設了一個為期三年的新世代管理課程（Next Generation Leadership Programme），主力培訓公司具潛質的同事，希望藉此培訓更多優秀的員工。該課程由起初的20人，累積到至今已培訓達100名Next Generation Leaders。

羅秀梅說：「以不少Intertek的同事為例，可見檢測和認證行業並不是困在實驗室反覆地進行測試的刻板工作，而是富有挑戰性及前景的職業。」Intertek在培訓人才上最近更上一層樓，推出為管理隊伍度身訂做的Alpha高級管理課程（Alpha Leadership Programme），深入培訓有卓越表現的管理隊伍成為公司的未來核心。🌸

### Driving Perfection 駕馭完美

Joseph Lau knows a thing or two about cars. Having worked in the automobile sector for over 25 years, the Managing Director of BMW Concessionaires for Hong Kong and Macao is as passionate about the industry as the day he first started working.

Lau also serves as the Vice Chairman of the Motor Traders' Association of Hong Kong, and is proud to be fighting in the association's corner to cultivate a healthy business environment for operators.

He works as a liaison between the Government, other stakeholders and the automobile industry to articu-

late ideas and concerns. He also brings in advanced technologies suited to the automobile sector and supporting services in Hong Kong.

He is quick to point out the "JOY is BMW" campaign, which focuses on showing how BMW's cars and its customer-first service mentality naturally adds to owners' joy of driving. He is also proud of BMW's brand experiences and culture, such as the BMW i Runners' Team, which participates in the SCHK Marathon, as well as the Next BMW Designer automobile design competition, which captures the imagination of the BMW com-

munity in Hong Kong.

BMW Concessionaires (HK) Ltd joined the Chamber in 1998, and Lau said he is impressed by the Chamber's excellent networking platform, not just among local businesses, but also regional and international business leaders.

"Through the Chamber, our company can reach out to a much bigger business community and benefit from the insights of collective intelligence," said Lau. He also values the Chamber's hard work to enhance Hong Kong's business environment and facilitate growth for various industries. 🌸



每次談起車，劉家輝都眉飛色舞。他投身汽車業逾25年，對行業的每個環節都有深入及精闢的見解。劉先生除了是寶馬汽車（香港）有限公司香港及澳門董事總經理，亦是香港汽車商會副主席，爭取為營運商孕育健康的經營環境。

他充當政府、其他持份者及汽車業之間的橋樑，負責傳達意見及關注。此外，他亦為本港汽車業引入合適的先進技術和支援服務。

劉先生市場觸覺敏銳，率先提出「BMW之悅」理念，以突顯BMW的汽車及顧客至上的理念，增加車主駕駛的樂

趣。他亦為BMW的豐富品牌體驗及文化感到自豪，例如BMW i Runners團隊參加渣打香港馬拉松比賽、舉辦「The Next BMW Designer」汽車設計比賽，發掘大眾對BMW的無窮創意。

寶馬汽車（香港）有限公司於1998年加入總商會。劉家輝說，總商會與本地企業，以至地區和國際企業領袖間組成的絕佳網絡，讓他印象尤深。

他說：「公司可透過總商會擴大商界網絡，集思廣益，獲益良多。」對於總商會致力改善香港營商環境及推動各行各業的增長，他深表肯定。 🌸

Company: BMW Concessionaires (HK) Ltd

公司名稱：寶馬汽車（香港）有限公司

HKGCC Membership No. 總商會會員編號：HKB0268

Established 創辦年份：1968

Website 網站：www.bmwhk.com



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### Sweet Dreams 祝君好夢

**W**e tend to take sleep for granted, but the quality of sleep can profoundly affect how we feel and function, as anyone who has not had a good night's sleep can attest to. As one of the leading names in the bedding industry, Simmons' mission is to improve the quality of sleep for everyone.

"We are committed to developing superior products for our customers," said Vicko Tam, Director and General Manager of Simmons Bedding & Furniture (HK) Limited.

Tam joined the company in 2006 and he knows the industry inside out. But he hasn't always been in bedding, having over 30 years of work experience in a wide range of sectors, from auditing to trading to construction and equity fund management. He joined Simmons to take up a senior management role in the company's operations side, covering Hong Kong, Macao and Mainland China.

**睡**眠是人生的重要課題，睡眠質素更會大大影響我們的心情和動力，不相信？問問失眠的人吧。蓆夢思作為領先的床上用品品牌之一，旨在改善每個人的睡眠質素。

蓆夢思床褥傢具（香港）有限公司董事及總經理談讓佳表示：「我們致力為顧客開發優質產品。」

談先生於2006年加入蓆夢思，對床上用品業瞭如指掌。另外，他還有逾30年從事



To expand and strengthen its business networks, Simmons joined the Chamber in 1996. Since then, the company has built up new connections with multinational corporations as well as local and international business leaders across a broad spectrum of industries.

"HKGCC is a resourceful and professionally run organization that provides companies with a wide scope of services, from documentation, workshops and staff training, to informative seminars, advertising services

and venue rental. We are glad that Simmons has made good use of the Chamber's platforms to grow our business over the years," said Tam.

Besides taking care the quality of sleep of its customers, Simmons also contributes to the community, as its staff volunteer to support different social welfare organizations and charities. It actively participates in various CSR activities, such as visiting the elderly in cooperation with Sheng Kung Hui. The company is also a corporate member of the WWF to support environmental conservation. 🌿

其他行業的廣泛工作經驗，包括審計、貿易、建造及股票基金管理。他加盟蓆夢思擔任高級管理層，主管公司於香港、澳門及中國內地的運作。

蓆夢思於1996年加入總商會，以擴展及鞏固業務網絡。自此，公司便與各行各業的跨國企業、本

地及國際商業巨頭建立聯繫。

談讓佳說：「總商會是個資源充沛的專業機構，為公司提供多元化的服務，由商事證明、工作坊及僱員培訓，以至資訊性講座、廣告服務及場地租借，包羅萬有。我們很高興，蓆夢思在過去多年得以充分運用總商會的平台拓展業務。」

除了關心顧客的睡眠質素，蓆夢思的員工亦會自發支持不同社福機構及慈善團體，為社會作出貢獻。公司踴躍參與各種企業社會責任活動，例如與聖公會聯手探訪長者。蓆夢思亦是世界自然基金會的公司會員，為環保出一分力。🌿

Company: Simmons Bedding & Furniture (HK) Limited

公司名稱：蓆夢思床褥傢具（香港）有限公司

HKGCC Membership No. 總商會會員編號：HKS0565

Established 創辦年份：1988

Website 網站：simmons.hk



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# Hong Kong SMEs need alternative solutions to **Cash Flow Challenges**

## 嶄新支付方案 助中小企走出現金流困局



Maintaining a healthy cash flow has become the biggest challenge facing businesses since the global financial crisis. Small and medium-sized enterprises (SMEs) have been hardest hit, but credit provided by alternative payment solutions can go a long way towards meeting their short term cash flow needs.

Hong Kong SMEs are struggling to maintain enough cash flow to maintain their businesses, making it difficult, if not impossible to focus on other priorities like expansion or product development.

"The tight lending environment will continue for the foreseeable future. This is probably the new normal for at least the next two to three years. SMEs are no longer able to get unsecured debt, so they put it on their balance sheet, and that has a really big impact on their debt ratios and other

performance issues," said Professor Raymond So Wai-man, Dean of the School of Continuing Education at the Hong Kong Baptist University and former member of the Hong Kong government's Small and Medium Enterprise Committee.

Hong Kong is one of the world's most dynamic SME markets, with highly competitive businesses, but SMEs here have not escaped the global cash flow crisis.

"The government has offered solutions to help SMEs to free up cash flow, such as financial aid to startups and tax rebates, but these efforts require time before they have an impact," Prof So said.

### Unique Challenges

"Hong Kong SMEs are unique because they rely so heavily on trade with Mainland China,

自從早年出現環球金融危機，銀行開始收緊信貸後，現金流不足便成為不少企業的最大難題，當中尤以中小企為甚。要走出困局，解決短期流動資金緊絀，大家可考慮選用嶄新的支付方案。

環顧全球的中小企市場，香港是最蓬勃的地區，本港中小企極具競爭力，但仍受到環球資金危機的影響，難以尋找借貸方案，以維持足夠現金流擴展市場或開發產品。

香港浸會大學持續教育學院院長暨前香港特區政府中小型企業委員會委員蘇偉文表示：「可見將來，借貸環境仍然審慎，也許成為未來兩至三年的新常態。中小企難以獲得免抵押貸款，必須將借貸反映於資產負債表上，令貸款比率上升，同時影響其他表現。」

蘇教授認為：「雖然政府推出一些協助中小企增加現金流的方案，例如初創企業貸款及其他稅務優惠等，但申請需時，未必能解決燃眉之急。」

### 業務上獨有的挑戰

美國運通副總裁兼環球商業支付業務部香港及



where suppliers have very tight payment terms," said Stephen Pendergast, Vice President and General Manager of Global Commercial Payments for Hong Kong and Taiwan at American Express. "SMEs need financing solutions which are flexible and efficient."

American Express commissioned East & Partners to conduct a survey of Hong Kong business and their payment practices. The survey showed that Hong Kong SMEs' top three standard payment terms to Mainland China suppliers are deposit on order, cash on delivery and settle using cheque or cash with 30 days payment term, resulting in far more payment pressure than experienced by middle-market businesses and corporates. The survey also found that seasonality is a major concern for a significant majority of SMEs as 78.1 percent experience a change in their trading cash flows.

The Hong Kong government has proposed tax concessions to help SMEs cope with the challenging conditions, but Prof So said companies must take the initiative and seek out additional solutions in order to remain competitive during these challenging times.

"In Hong Kong there's been a tradition to go to the bank when you have any kind of treasury issue to resolve. There has been the concept that any credit card transaction means additional charges and that you'll pay high interest rate on the credit. But that's not the reality, and many SMEs are not aware of the alternatives available to them," said Prof So. "The rise of fintech allows SMEs to look for other ways to free up their cash flow. There are alternatives they can look for in the market other than traditional banking – such as corporate credit facilities."

Some commercial payment solutions come linked with credit instruments. This makes the payment process faster and more transparent, which enhances cash flow, while the credit function can help solve short-term funding challenges. Alternative

## Hong Kong SME's Top Three Standard Payment Terms 香港中小企業首三位最常用的付款方法

1

Deposit on order

匯款

2

Cash on delivery

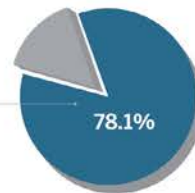
貨到時以現金交收

3

Cheque/Cash with 30 days payment term

30天內以支票或現金付款

SMEs impacted by seasonal cash flow challenge  
受季節性現金流影響的中小企



forms of credit are also often more flexible than traditional bank credit, which better matches today's constantly shifting business environment.

"We're not an SME's first line of funding, but we are a good option for their secondary needs. We're one solution that an SME can add to their toolbox," said Mr Pendergast. "Our payment solutions come with up to 51 credit-free days, and you can tailor billing cycles to match your needs."

"Our payment solutions come with up to 51 credit-free days, and you can tailor billing cycles to match your needs."

「我們提供長達51天免息還款期，您更可按需要自訂月結單截數日，確保有足夠現金流。」



Stephen Pendergast,  
Vice President and General Manager of Global  
Commercial Payments for Hong Kong and Taiwan  
at American Express

彭德豐先生  
美國運通副總裁兼環球商業支付業務部  
香港及台灣區總經理

台灣區總經理彭德豐先生(Mr. Stephen Pendergast)認為：「香港中小企在業務上面對獨有的挑戰，因他們十分依賴與國內公司進行商貿活動，而供應商的收款期卻很短，因此一個具靈活彈性及高效益的財務方案對中小企十分重要。」

美國運通早前委託East & Partners進行一項調查，以了解香港企業的付款習慣，結果顯示中小企跨境支付予國內供應商時，首三位最常用的方法依次序為匯款、貨到時以現金交收及30天內以支票或現金付款。對比中型市場的業務及企業，這些方法令中小企面對龐大的現金流壓力。調查報告亦指出，淡季與旺季對中小企的影響甚大，佔78.1%的公司表示現金流在這種情況下會出現極大差距。

面對如此局面，香港政府曾提議減免稅項以協助中小企，但蘇教授認為本地公司應該主動尋找其他支付方案，於借貸環境緊縮時保持競爭力：「香港人習慣到銀行處理財務事宜，他們認為信用卡交易必會引致額外收費及需支付高昂利息。事實上，很多中小企也不知道有其他更理想的支付方案可供選擇。而近年金融科技的冒起，有利中小企在傳統銀行貸款以外，尋找其他公司信貸產品，以增加現金流。」

有些與信貸產品掛勾的商務支付方案，令支付過程更快及更具透明度，而且可改善公司現金流情況，解決短期資金緊絀的問題。這些另類的信貸，較傳統銀行貸款更具靈活彈性，切合現今不斷轉變的商業環境。

彭德豐先生指出：「中小企需要貸款時，我們並非他們的首選，但卻可為他們提供一個選擇，作為後備支付方案。我們提供長達51天免息還款期，您更可按需要自訂月結單截數日，確保有足夠現金流。」

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# Mexican with a Twist

## 不一樣的墨西哥風味

The Chamber's staff writer **Lafee Lo** discovers some unusual dishes, from Mexican Scotch eggs and Mexican Toast

可見識過墨西哥式蘇格蘭蛋和墨西哥吐司？本刊記者**勞嘉儀**為我們發掘城中獨特的菜式

**G**ood Mexican food can be hard to find in Hong Kong, and trying out new restaurants can be very hit and miss. The very un-Mexican sounding Brickhouse, a late night Mexican restaurant and bar hidden away down an alley in Lan Kwai Fong, is known for its unique Mexican cuisine and funky vibes. Edgy graffiti covers the walls to create a grungy yet comfortable atmosphere. The small backyard outdoor area houses oil drums repurposed as bar tables, while the indoor tables and lively cocktail bar provide cozy seating for good conversations and exciting drinks.

**在**香港品嚐墨西哥美食已不容易，走訪新餐廳賞鮮更講求運氣。Brickhouse餐廳酒吧的位置毫不顯眼，坐落蘭桂坊後巷中，餐廳的名字驟聽起來不著一點墨西哥的痕跡，卻以特色的墨西哥菜及氣氛聞名。牆上的塗鴉看來略帶髒亂，卻出奇地營造出舒適的氛圍。餐廳外是露天小花園，以重新髹漆的油桶作吧檯；室內的餐桌和雞尾酒吧則愜意怡人，適合把酒聊天。

### Hamachi Ceviche 醃油甘魚

Hamachi (or amberjack) Ceviche gets a boost from finger lime juice and a jalapeno vinaigrette, mixed with green tomatoes and red onions, to titillate your palate. The freshness of the fish is accentuated with tangy cherry tomatoes while tortilla chips add a crunch to the dish. Altogether a surprisingly exciting and memorable plate of flavors and textures.

以手指香檬汁及jalapeno辣椒油醋汁，再加入青蕃茄及紅蔥頭，讓這道醃油甘魚的味道昇華，刺激你的味蕾。車厘茄味道香濃，亦讓魚的鮮味得以提升；玉米脆片則增加口感。所有食材合起來，造就了一道充滿刺激口味和質感、讓人既驚喜又難忘的菜式。



### Taco Platter 墨西哥捲餅拼盤

Tacos are always a crowd pleaser, so you cannot really go wrong with a mouth-watering taco platter. The carefully prepared tacos are filled with a variety of ingredients of your choice, including fish, prawn, pork, beef or chicken, and the essential complements. It is hard to stop eating these little beauties.

墨西哥捲餅一向深受食客歡迎，相信這個拼盤一定不會令你失望。捲餅的餡料選擇繁多，包括魚、蝦、豬肉、牛肉或雞肉，還有配料，經過悉心炮製後，小巧精緻的成品保證讓你吃個不停。







Born and raised in Hong Kong, Chef Russell Doctrove studied in the U.K. and worked at Gordon Ramsay's Michelin-starred restaurant in London before returning to the city. Prior to becoming the executive chef of several acclaimed restaurants in town, he worked as junior sous chef at Amber and the Mandarin Landmark. As a devout practitioner of simple cooking, he insists on creating simple and honest dishes with the freshest ingredients. Committed to designing creative seasonal menus which aim to offer a distinctive dining experience for diners, Doctrove likes to draw on food blogs and travel to draw inspiration for his menu.

Russell Doctrove於香港出生成長，後赴英國求學，曾於Gordon Ramsay位於倫敦的米芝蓮餐廳工作。回港後，他在置地文華東方酒店的Amber餐廳擔任初級助理主廚，其後成為城中數家享負盛名的餐廳的行政總廚。Doctrove秉持簡約烹調宗旨，以最新鮮的食材入饌，炮製出樸素卻真摯的菜式。他尤愛透過美食專欄及到處旅遊吸收靈感，以設計別具新意的時令餐單，為顧客呈上不一樣的用餐體驗。



### Brickhouse

G/F, 20A D'Aguilar Street, Lan Kwai Fong, Central  
中環蘭桂坊德己立街20A號地下  
(852) 2810 0560



### Mexican Toast 墨西哥吐司

This original sopaipilla-inspired dessert is the perfect way to wrap up a spicy Mexican meal. The refreshing sourness of the raspberry jam and smoothness of the whipped cream is an interesting twist on strawberries and ice-cream. The toasted sandwich also has a touch of chilly to surprise your taste buds.

這道靈感來自sopaipilla（油炸甜麵團）的原創甜點，為這頓火辣的墨西哥盛餐畫上完美句號。清新微酸的紅桑子醬和軟滑的奶油，蓋在草莓和冰淇淋上，讓這道吐司更添冰涼清爽的口感，為你的味蕾送上驚喜。



### Fresh Mozzarella 鮮水牛奶酪

Generous portions of fresh mozzarella, served with green salsa and green tomatoes, with a sprinkling of spring onions and twist of black pepper, mix acidic and peppery flavours with the smooth creamy mozzarella.

新鮮的水牛奶酪份量十足，伴以綠莎莎醬和青蕃茄，再灑上香蔥和少量黑椒，在幼滑的口感中融合了陣陣酸味和黑椒風味。

### Dos Mole Polloe 墨西哥辣朱古力醬烤雞

Hailed as the national dish of Mexico, this lip smacking chicken mole is slow cooked for hours in a secret sauce to produce an extremely tender chicken dish that just falls apart and leaves your palate bathing in a lingering mild spiciness.

鮮雞以秘製醬汁慢煮數小時，肉質保持鬆軟嫩滑，更滲出陣陣的辛辣感，難怪被譽為墨西哥的「國菜」。



### Mexican Scotch Egg 墨西哥式蘇格蘭蛋

It sounds surprisingly logical! Sausage meat, bacon and breadcrumbs coat the soft boiled egg and runny yolk to create a strong contrast of textures that make you want to order more. The gentle sourness of the homemade jalapeno marmalade cuts the oil and richness of the Mexican Scotch egg to nicely round off this dish.

入口竟然如此美好！肉碎、煙肉和麵包糠覆裹著流心蛋黃的水煮蛋，外脆內軟，口感的強烈對比簡直讓人欲罷不能。微酸的自家製jalapeno辣椒醬消除油膩感外，亦讓這道蘇格蘭蛋的濃郁味道點到即止。





David Ip, General Manager, QS Search Ltd  
彩皓集團有限公司總經理葉青陽

# Advertising Trends in Mainland China

The Chinese Government has been promoting domestic consumption to drive the economy, which has turned the Mainland's advertising industry into a boom market. According to the "2017-2021 Advertising Industry Investment Analysis and Forecast Report in China" published by CIConsulting, China has now surpassed Japan to become the world's second largest advertising country after the United States. As a thriving super power, China's advertising industry definitely warrants our attention. With big data supporting China's mainstream advertising campaigns, native advertisements and scenario advertising are also opening new opportunities for advertisers.

## Big data enhances accuracy of ads

Big data has become a crucial component in the advertising industry. Digital media and wireless technologies deliver accurate and interactive marketing. But scenario advertising achieves very effective multiplier effects through targeted advertising on specific regions and audiences. Consequently, it is a core growth area for the advertising industry.

Recognizing the changing trends, traditional advertising companies have begun to partner with corporates to leverage big data and allow them to expand brand strategies while raising delivery accuracy to target audiences. Today, as we are just embarking on the era of big data, there will undoubtedly be further transformation of China's advertising industry.

## Native advertisements influences users' decisions

There are an estimated 614 million Chinese online news users, and native ads provide an ideal means to

gently integrate informative ad content into users' news-reading experience, increasing a positive real-time impact on users' impression. iResearch's data show that the growth rate of native ads rose 115.9% in 2016. Advertisers have correspondingly been demanding for both brand exposure and ad impact, which shows that this ad format will usher in an explosive evolution, breaking RMB 100 billion of ad revenue in 2019.

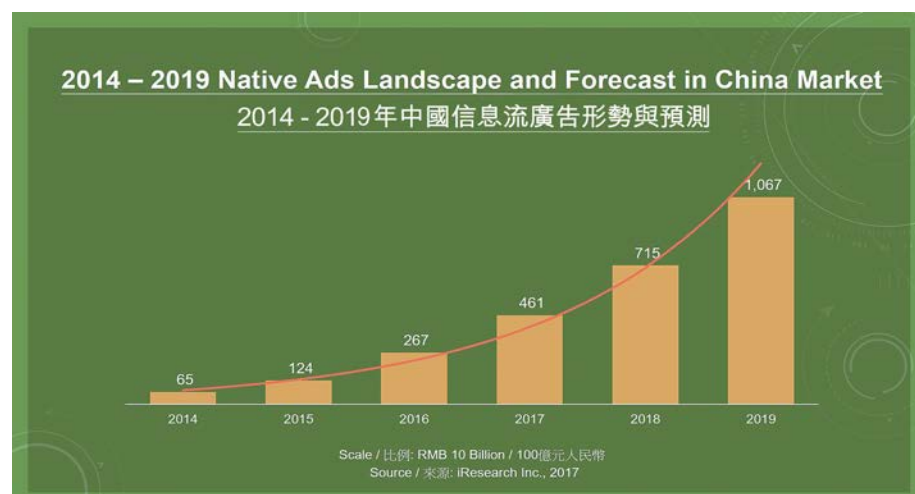
## Cross-platform data-mining with scenario advertising

Additionally, scenario advertising can provide thorough cross-screen data and interoperable scenarios that cover various points in time. Immense data-mining gives comprehensive insights to advertisers, covering netizens' basic attributes, such as their daily interests, purchasing tendency, online behavior, etc., It truly reflects users' needs and gives advertisers 360-degree vision.

## All-inclusive platform in the AI era

Corporations in the Mainland are currently compete aggressively to build their own scenario advertising models. A lot of mobile brands have established intelligent hardware and built in a variety of operating functions into their handsets. Similarly, e-commerce businesses are also constructing payment-friendly scenarios to improve their overall services and user experiences. Another example is 360 apps, which message users via SMS to top up their mobile when it detects phone data is running out. This advertising message is appreciated by users so such messages feel less intrusive and are easier to be accept.

More marketing tools are emerging in the digital world and opening up more opportunities for companies to communicate their messages more effectively to their target audience. With the support of big data, 360 will continue integrating the best elements into search and display advertising and establish an all-inclusive platform in the AI era. 🌸





# 中國內地廣告市場趨勢

由於中國政府近年持續推動國內消費，內地的廣告業也同時進入了活躍期。根據中國投資資訊網發布的《2017-2021年中國廣告業投資分析及前景預測報告》，美國、中國和日本繼續保持世界前三的廣告市場地位，中國更已超越日本，登上全球第二位。作為新興的廣告大國，中國市場的發展趨勢絕對值得我們進行深入的分析。目前國內的主流廣告借助互聯網大數據的支持，依托信息流為載體，營造場景化模式，推動廣告業邁步向前。

## 大數據增廣告投放準確度

大數據已成為廣告業的主流趨勢，像精準傳播、互動營銷這種依托數碼媒體和無線終端技術的新型傳播模式，場景分發通過對地區、人群進行精準宣傳，達到事半功倍的效果，成為廣告業的重要增長點。

近年，傳統廣告公司也開始走上變革的道路，借助大數據與品牌合作，精準地重新制訂和調整品牌策略。在傳播渠道上，他們同樣利用大數據突出自己的優勢，獲得廣告資源，從而達到超精準的推送水平。由此可見，大數據時代正在影響和改變當下中國的廣告業。

## 信息流廣告更有效影響用戶決策

中國擁有6.14億的網上新聞用戶規模。信息流廣告可在不影響用戶固有的服務體驗下，與資訊內容互相融合，把廣告投放與

用戶需求連接起來，實時影響用戶決策。艾瑞諮詢的數據顯示，2016年的信息流廣告規模增速高達115.9%，廣告商對於品牌曝光率和廣告效用的需求同時提升，意味著信息流廣告將迎來爆發性的增長，在2019年的廣告收入更將突破1,000億人民幣。

## 場景化廣告有助達致跨平台數據互通

場景化廣告可通過立體化生活場景，覆蓋各個時間點，利用海量數據深度挖掘，做到跨平台數據互通，對用戶進行全面洞察，形成精細的標籤體系，涵蓋基礎屬性、日常興趣、購買傾向、網上行為等，真正實現360度的全面畫像，更準確地捕捉用戶意願和需求。

## 人工智能時代下「全場景，智能化」

目前，內地各大公司爭先構建自己的場景模式，很多手機品牌在建立智能硬件的同時，也不忘構建一個用戶能對該手機進行各種操作的場景。同時，電子商務公司也不斷構建支付場景，以完善自己的整體服務和用戶體驗。例如，應用程式「360手機衛士」在流量不足時，會通過短信提醒用戶購買流量包。這種流量包的場景構建非常自然，讓用戶更容易接受。

新興推廣方式層出不窮，為公司開拓更多機遇，跟目標客戶進行更有效溝通。「360」程式通過把搜尋廣告與展示廣告融合，依托大數據，建立立體化的場景，構築起人工智能時代下的「全場景，智能化」的互聯網營銷平台。✿



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Chamber Chairman Stephen Ng was the guest of honour at a conference promoting Hong Kong-Sichuan Cooperation Under the Belt and Road Initiative, hosted by the Sichuan Provincial Government on 22 August.

Governor of the People's Government of Sichuan Province Yin Li, and Director-General of Sichuan Development and Reform Commission Fan Bo, expressed their appreciation for Hong Kong's sincere support for the rescue and reconstruction works after an earthquake devastated Jiuzhai Valley in August. Speaking at a conference promoting Hong Kong-Sichuan Cooperation Under the Belt and Road Initiative, Yin also introduced Sichuan's economic development and its role in connecting Belt and Road regions and areas connected by the Changjiang River.

總商會主席吳天海於8月22日擔任「川港澳合作周·走進香港暨『一帶一路』國際合作四川推介會」的主禮嘉賓。該活動由四川省政府舉辦。

四川省人民政府省長尹力及四川省發展和改革委員會主任范波感謝香港全力支持8月份九寨溝地震的救災和重建工

作。在「川港澳合作周·走進香港暨『一帶一路』國際合作四川推介會」上，尹省長亦介紹四川的經濟發展，以及其在「一帶一路」地區及長江地區的連繫角色。



Lu Xiaofeng, Deputy Mayor of Zhuhai, hosted a conference promoting Zhuhai's Investment Environment and the First China-Latin America and the Caribbean International Exposition (CLAC Expo) on 25 August in Hong Kong. Stephen Ng, Chamber Chairman, represented the Chamber at the conference. The first CLAC Expo will take place in Zhuhai from 9 to 11 November.

珠海副市長盧曉鳳於8月25日在香港舉行會議，推廣「珠海投資環境暨首屆中國—拉美國際博覽會推介會」(CLAC Expo)。總商會主席吳天海代表本會出席會議。首屆CLAC Expo將於11月9至11日假珠海舉行。

Nature Yang, Vice Chairman, Industry & Technology Committee, attended the opening ceremony of an exhibition showcasing Hong Kong's achievements over the past 20 years since its return to the motherland. He also attended a dinner celebrating the 20th Anniversary of the Establishment of the HKSAR on 25 August in Guangzhou. Both the exhibition and dinner was hosted by Matthew Cheung Kin-chung, Chief Secretary for Administration.

工業及科技委員會副主席楊自然於8月25日赴廣州出席「香港回歸祖國二十周年成就展」的開幕儀式及「慶祝香港特別行政區成立二十周年晚宴」。兩個活動皆由政務司司長張建宗主持。

Chamber Chairman Stephen Ng, Deputy Chairman Aron Harilela, LegCo Representative Jeffrey Lam and CEO Shirley Yuen met Tan Tieniu, the new Deputy Director, Liaison Office of the Central People's Government in the HKSAR at a joint chambers luncheon on 1 September.



總商會主席吳天海、常務副主席夏雅朗、立法會代表林健鋒及總裁袁莎妮於9月1日的商會聯席午餐會上，與新任中聯辦副主任譚鐵牛會面。





Forty delegates from the CEO Study Group of Guangdong Enterprises visited the Chamber on 31 August to learn how we operate and to build networks. Petrina Tam, China Committee Vice Chairman, welcomed the visitors and explained the Chamber's operations.

廣東省企業總裁創新研習班一行共40位代表於8月31日到訪總商會，了解本會的運作，並與本會建立網絡。中國委員會副主席譚唐毓麗歡迎一眾訪客，並講解總商會的運作。

Lu Zhongyuan, former Vice Minister of the Development Research Centre of the State Council, led a research delegation to the Chamber on 7 September to gather Hong Kong professionals' views on Hong Kong's status and role in the development of the Greater Bay Area. Chamber Chairman Stephen Ng, together with the China and Financial & Treasury Services committees received the delegation.

國務院發展研究中心副主任盧中原於9月7日率領研究代表團到訪，就香港在大灣區發展中的地位和角色，收集香港專業人士的意見。總商會主席吳天海聯同中國委員會和金融及財資服務委員會的委員，接待一眾團員。



Edmond Yue, General Committee Member, represented the Chamber to attend a cocktail reception Celebrating the 20th Anniversary of the Establishment of the HKSAR, hosted by Patrick Nip, Secretary for Constitutional and Mainland Affairs in Shenzhen on 8 September.

總商會理事余國賢於9月8日代表本會出席由政制及內地事務局局長聶德權在深圳舉辦的「慶祝香港特別行政區成立二十周年酒會」。

Wu Shangwei, Deputy Director, Guangzhou Municipal Commission of Commerce, and his colleagues visited the Chamber on 13 September to introduce the new city planning of Guangzhou under "Made in China 2025" and "IAB" (Information Technology, Artificial Intelligence and Bio-pharmaceuticals) to members. Petrina Tam, China Committee Vice Chairman, and members welcomed and shared their views with the visitors.



廣州市商務委員會副主任吳尚偉及其隨員於9月13日到訪，介紹廣州在「中國製造2025」試點示範城市及「IAB計劃」（新一代資訊技術、人工智慧、生物醫藥）下的新城市規劃。中國委員會副主席譚唐毓麗和委員歡迎一眾訪客，互相分享看法。

Dodo Kwong, Operations and Product Manager of Qihoo 360 International Advertising Unit, QS Search Limited, spoke at a Chamber roundtable on 13 September. She said global marketers are seeking innovative ways to upsell their products and services through Native Ads – a new type of advertisement strategy that places ads in users' news feeds and allows companies to get commercial messages across without being too obnoxious.



彩皓集團有限公司 360海外廣告部營運及產品經理鄭嘉穎於本會9月13日的午餐會上表示，全球營銷商正尋求創新的方式，透過原生廣告向上促銷公司的產品和服務。原生廣告是嶄新的廣告策略，把廣告內容融入用戶的最新訊息中，方便企業傳遞商業訊息。



Stephen Ng, Chamber Chairman, represented the Chamber to attend a reception celebrating the 68th National Day of The People's Republic of China, organized by the Business and Industrial Community of Hong Kong on 21 September. The Chamber was one of the organisers of the event.

總商會主席吳天海於9月21日代表總商會出席「香港工商界同胞慶祝中華人民共和國成立68週年國慶酒會」。總商會是活動的主辦機構之一。

The China International Fair for Investment and Trade took place in Xiamen from 17 to 18 September. Members attended the opening ceremony and visited the booths. CIFIT is currently Mainland China's only international investment promotion event aimed at facilitating bilateral investment. It is also the largest global investment event approved by the Global Association of the Exhibition industry.

中國國際投資貿易洽談會（投洽會）於9月17至18日假廈門舉行。會員出席開幕式，並參觀多個展銷攤位。投洽會是中國內地目前唯一的國際投資推廣活動，亦是獲國際展覽業協會認可的最大型國際投資活動，旨在促進雙邊投資。



Joyce Ho, Deputy Secretary for Constitutional and Mainland Affairs, briefed members at the China Committee's meeting on 18 September about the her bureau's latest efforts to promote closer economic ties and cooperation with the Mainland, in particular, the Greater Bay Area. After the meeting, Committee Chairman PC Yu hosted a lunch at his office in Yue Hua for committee members.

香港特區政府政制及內地事務局副秘書長何珏珊出席中國委員會9月18日的會議，向委員概述該局的最新工作，並重點介紹有關推動香港與粵港澳大灣區更緊密經濟聯繫和合作的工作。會後，委員會主席余鵬春於其裕華辦公室設宴款待一眾委員。





# OXFAM TRAILWALKER

17-19 November 2017

Support the Chamber Team in  
Oxfam Trailwalker 2017!



HKGCC will again take on the OXFAM Trailwalker challenge this year under the **Team No. "0155"**! Representing the Chamber, the team will run the 100km MacLehose Trail within a 48-hour time limit on 17-19 November 2017.

Last year, our team completed the Trailwalker within 27 hours, and raised over HK\$80,000 for Oxfam. The Chamber Young Executives Club will again support the event to engage members and contribute to the community. As members of the Chamber, *you may support us in a number of ways:*

• **Lend a helping hand – Join as a Support Team Member!**

Members need to be available between 17-19 November to deliver supplies to different locations supporting the team.

**Deadline: 1 September 2017**

• **Share your bit – Sponsor the Teams!**

Your donation of any amount can help support the team and raise fund for Oxfam.

\*Oxfam will issue receipts for tax deduction if donations exceed HK\$100.

**Deadline: 30 November 2017**

• **Market your company – Be a Campaign Sponsor!**

At HK\$5,000 or above, your company will be acknowledged in the pre/post event coverages in the Chamber Bulletin magazine, the Chamber website, and social media platforms.

**Deadline: 30 September 2017**

**ACT NOW!**

- Complete the form and return to us (email: vera@chamber.org.hk)
- Invite friends and colleagues to support this CSR initiative!

**Campaign Sponsors:**



亞洲聯合基建控股有限公司  
ASIA ALLIED INFRASTRUCTURE HOLDINGS LIMITED

NEC

## Donation Form

Company

HKGCC Membership No.

I will sign up for:

☐ Support team member

☐ Donation HK\$

☐ Campaign Sponsor

Name of Donor/Supporter

Position

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Address:

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### (DONATION OF ANY AMOUNT IN HK DOLLARS) PAYMENT BY

☐ Cheque: HK\$ \_\_\_\_\_ (payable to The Hong Kong General Chamber of Commerce)  
Please mark N171117KF on the back and post to Ms Karen Fung, HKGCC, 22/F United Centre, 95 Queensway, Hong Kong.

☐ Cash Deposit/Transfer to HSBC A/C: 500-166897-838  
(please fax the payment slip to 2821-9580 or email vera@chamber.org.hk)

Learn more about the Young Executives Club on facebook: <https://www.facebook.com/hkgccyec/>  
For enquiries, please feel free to call Vera So at 2823 1280 or email vera@chamber.org.hk.

### Americas Committee 美洲委員會



#### Chile: Country of Opportunities 智利：機遇之國

The Chamber hosted a seminar on 6 September with the former President of Chile Eduardo Frei Ruiz-Tagle, who discussed the growing trade and investment between Chile and Hong Kong following the signing of the Free Trade Agreement exactly five years ago to the day. Chamber Chairman Stephen Ng delivered the welcome remarks and emphasized Chile's role as the gateway to Latin America. Minister of Mining Aurora Williams, and Vice Minister of Trade Paulina Nazal, together with other Chilean experts also spoke at the seminar, which was the highest public-private level delegation to ever visit Hong Kong.

智利前總統Eduardo Frei Ruiz-Tagle於總商會9月6日的「智利：機遇之國」研討會上，討論智利與香港自五年前簽訂自由貿易協定以來，貿易投資關係日益緊密。總商會主席吳天海在會上致歡迎辭，強調智利作為進入拉丁美洲的門戶之角色。智利礦業部部長Aurora Williams、商業部副部長 Paulina Nazal及其他智利專家亦於會上發言。是次代表團為智利歷來最高規格的公私營部門訪港團。

Americas Committee Chairman Thomas Wong and Vice Chairman Kelvin Wong represented the Chamber at a breakfast meeting hosted by former President of Chile Eduardo Frei Ruiz-Tagle on 5 September. Frei, and representatives of Chilean organizations and businesses explained what opportunities the country offers to Hong Kong businesses as it develops into one of Latin America's leading economies.

美洲委員會主席黃華榮及副主席黃志強於9月5日代表本會出席由智利前總統

Eduardo Frei Ruiz-Tagle主持的早餐會。Frei及智利機構和公司代表講解該國作為拉丁美洲的領先經濟體之一，可為港企提供的機遇。



#### Hong Kong High on Dallas' Radar

A 13-member delegation from The Greater Dallas Asian American Chamber of Commerce, led by its President Ken Tse, visited the Chamber on 12 September to meet with members. Americas Committee Chairman Thomas Wong, Vice Chairmen Gary Ahuja and Kelvin Wong, together with members, welcomed the visitors. Both sides expressed hope for further strengthening ties with Dallas, establishing inter-chamber ties and developing opportunities under the Belt & Road initiative.

#### 達拉斯重視香港市場

The Greater Dallas Asian American Chamber of Commerce總裁Ken Tse於9月12日率領13人代表團到訪本會，由美洲委員會主席黃華榮、兩位副主席加利和黃志強，以及委員接待。雙方期望日後與達拉斯加強聯繫、建立商會間聯繫，並在「一帶一路」戰略下開展商機。



## Establishing Florida-Hong Kong Ties 香港與佛羅里達建立聯繫

John Diep, Director of International Trade Development, Enterprise Florida, called on the Chamber on 5 September, where he was welcomed by the Chamber's Director of Public Relations and Programs Malcolm Ainsworth. Diep explained his organization would bring a delegation from the state to Hong Kong in mid-2018 and hoped the Chamber could provide a platform for companies on both sides to establish connections.

Enterprise Florida國際貿易發展總監John Diep於9月5日到訪總商會，由本會公共關係及項目總監麥爾康接待。Diep提及該機構將於2018年年中率團由美國訪港，期望本會屆時能為兩地公司提供平台，建立連繫。



## Raising Awareness of Costa Rica 哥斯達黎加嶄露頭角

哥斯達黎加出口促進局局長Alvaro Piedra及亞洲商業總監José Pablo Rodríguez於9月7日到訪本會，討論哥斯達黎加與香港（尤其食品業）的合作，以及就潛在機遇提供最新資訊。二人由美洲委員會主席黃華樂接待。



Alvaro Piedra, Director General of Export Promotion Agency of Costa Rica (PROCOTER) and Commercial Director of Asia José Pablo Rodríguez visited the Chamber on 7 September to discuss collaboration and provide updates on possible opportunities between Costa Rica and Hong Kong, especially in the foods sector. Americas Committee Chairman Thomas Wong welcomed the visitors.

## Brazilian Ports Advantages 巴西港口優勢

The Chamber, the Consulate General of Brazil in Hong Kong and ApexBrasil co-organised the "Opportunities for Investments in Brazilian Ports" seminar on 14 September with the support of the Brazilian Ministry of Foreign Affairs. The goal of the event was to update Hong Kong businesses on the investment opportunities in Brazilian ports and to attract local investors for public and private projects in the country. Americas Committee Chairman Thomas Wong, in his welcome remarks at the event, said Hong Kong's port expertise ranks among the top in the world, and has a lot to contribute to the efficiency of Brazilian ports.

總商會、巴西駐港總領事館及巴西出口投資促進局於9月14日合辦「巴西港口投資機遇」研討會，獲巴西外交部支持。研討會旨在向港企提供有關巴西港口投資機遇的最新資訊，以吸引本地投資者注資當地的公私營項目。美洲委員會主席黃華樂致歡迎辭時表示，香港港口排名世界前列，有助大力促進巴西港口效率。

## Committee Chairmen 委員會主席



### Americas Committee

美洲委員會

Mr Thomas Wa Sun Wong

黃華樂先生



### Asia/Africa Committee

亞洲/非洲委員會

Mr Behzad Mirzaei

苗澤文先生



### China Committee

中國委員會

Mr P C Yu

余鵬春先生



### HKCSI – Executive Committee

香港服務業聯盟 — 執行委員會

Dr Mark C Michelson

麥高誠博士



### Digital, Information & Telecommunications Committee

數碼、資訊及電訊委員會

Dr Eric Chin

錢樹楷博士



### Economic Policy Committee

經濟政策委員會

Mr Peter Churchouse

卓百德先生



### Environment & Sustainability Committee

環境及可持續發展委員會

Dr Jeanne Chi Yun Ng

吳芷茵博士



### Europe Committee

歐洲委員會

Mr Stephen Weatherseed

韋大象先生



### Financial & Treasury Services Committee

金融及財資服務委員會

Mr George S K Leung

梁兆基先生



### Industry & Technology Committee

工業及科技委員會

Mr Emil Chen On Yu

于健安先生



### Committee Chairmen Discuss Priorities

Chamber Chairman Stephen Ng hosted luncheons last month for new and outgoing chairmen of the Chamber's committees to exchange views with members of the Chairman's Committee on their current work, issues and future plans for their respective areas.



### 委員會主席討論未來要務

總商會主席吳天海上月設宴款待多個委員會的新任和卸任主席，就委員會相關範疇的現有工作、議題和未來計劃，與主席委員會的成員交流意見。

## Americas Committee 美洲委員會

Jim Cunningham, Chief Commercial Consul of the USA Consulate for Hong Kong and Macao, hosted a Partners' Cocktail Reception at his home on 13 September for organizations that are working closely with the Consulate to help expand trade and investment flows. The Chamber's Director for PR and Events Malcolm Ainsworth attended the event and discussed ways that U.S. firms might be able to leverage their expertise in technologies as part of Hong Kong's hopes to develop into a smart city.

美國駐香港及澳門商務領事Jim Cunningham於9月13日在其府第主持酒會，招待與領事館有緊密合作關係、協助拓展貿易和投資的機構。總商會公共關係及項目總監麥爾康出席酒會，討論美國公司可利用本身的科技知識，推動香港發展成智慧城市。



A high-level ports and infrastructure delegation from Brazil, led by Bruno Graça Simões, Vice Consul of the Consulate General of Brazil, visited the Chamber on 15 September where they were welcomed by Americas Committee Chairman Thomas Wong, Vice Chairmen Gary Ahuja and Kelvin Wong. The delegates were eager to learn more about the role of Hong Kong under the "one country, two systems" policy. Both sides expressed hope for more efficient information exchange and closer collaboration in the future.

巴西駐港總領事館副領事Bruno Graça Simões率領由巴西港口和基建業組成的高層代表團，於9月15日訪問本會，由美洲委員會主席黃華樂、兩位副主席加利和黃志強接待。訪問團希望更深入地了解香港在「一國兩制」政策下的角色。雙方期望日後能達至更有效的資訊交流及更緊密合作。



## Asia & Africa Committee 亞洲及非洲委員會

### Invest Japan Seminar 2017 投資日本研討會2017

Over 100 businesspeople attended a special seminar organized by HKGCC and JETRO, our third joint investment seminar, on 7 September to discuss opportunities that the country's booming tourism sector is creating. Speaking to a full house, guest speakers flew in from the Kansai Region – Kyoto, Osaka, Nara, Hyogo, Wakayama, Shiga, and Fukui, – which is the area most popular among Hong Kong visitors to Japan. The market is booming, and with hotel occupancy rates in the 90+% range, demand is expected to continue to be high. The seminar was followed by a networking reception and business matching meeting where guests could talk directly to speakers and experts. Members interested in learning more can contact the Chamber for details.

逾100名商界人士於9月7日出席由總商會和日本貿易振興機構舉辦的第三屆「投資日本研討會2017」，探討該國蓬勃的旅遊業所創造的商機。多位演講嘉賓專程由深受香港遊客歡迎的關西區遠道而來，包括京都、大阪、奈良、兵庫、和歌山、滋賀和福井。日本旅遊業興盛，酒店入住率達九成以上，預料需求會持續高企。研討會後設有聯誼酒會和商業配對環節，來賓可與一眾講者和專家直接交流。會員如有興趣了解詳情，歡迎聯絡本會。



Joseph Buccheri, Managing Director of Impex Lawyers & Advisors, visited the Chamber on 13 September where he met with the Chamber's Director of Public Relations and Programs Malcolm Ainsworth. Buccheri explained that there was a general lack of understanding among Australian businesses on the advantages that Hong Kong provides when entering the Mainland market. Many Australian business that had tried to go directly into the Mainland market had had their fingers burned, so he hopes to help Australian companies connect with suitable partners in Hong Kong to develop the Mainland and Asian markets.

盈溥律師顧問事務所董事總經理Joseph Buccheri於9月13日到訪總商會，與本會公共關係及項目總監麥爾康會面。Buccheri指出，澳洲企業進軍內地市場時，普遍對香港提供的優勢缺乏了解。很多企業都嘗試直接進入國內市場，這往往招致虧損。因此，他希望協助澳洲企業與本港合適的企業建立夥伴關係，從而發展內地及亞洲市場。



**Legal Committee**  
法律委員會  
Ms Fiona Loughrey  
羅嘉莉女士



**Manpower Committee**  
人力委員會  
Mr Albert Wong  
王舜義先生



**Membership Committee**  
會員關係委員會  
Dr Aron H Harilela  
夏雅朗博士



**Real Estate & Infrastructure Committee**  
地產及基建委員會  
Mr Douglas Woo  
吳宗權先生



**Retail & Tourism Committee**  
零售及旅遊委員會  
Mr Frank Lee  
李敬天先生



**Shipping & Transport Committee**  
船務及運輸委員會  
Mr John Anthony Miller  
苗學禮先生



**Small & Medium Enterprises Committee**  
中小型企業委員會  
Mr Roy Ng  
伍俊達先生



**Taxation Committee**  
稅務委員會  
Ms Grace Tang  
鄧卓敏女士



**Taiwan Interest Group**  
台灣小組  
Mr Stanley Hui  
許漢忠先生



**Women Executives Club**  
卓妍社  
Ms Jennifer Chan  
陳佩君女士



**Young Executives Club**  
卓青社  
Mr Eric Fok  
霍啟山先生



### Asia & Africa Committee 亞洲及非洲委員會



**Asia Pacific, African and Middle Eastern  
Consuls General Cocktail Reception**  
亞太、非洲及中東地區駐港總領事酒會

Over 100 members enjoyed a productive evening on 27 September talking with over 24 Consuls General and country representatives from the Asia-Pacific, African and Middle Eastern regions. Asia & Africa Committee Chairman Behzad Mirzaei welcomed all the members and guests while Chairman Stephen Ng toasted to strengthening connections and business between Hong Kong and the regions.

逾100名會員與來自亞太、非洲及中東地區的逾24位駐港總領事於9月27日的酒會上暢談交流，度過愉快又充實的晚上。亞洲及非洲委員會主席苗澤文歡迎一眾會員及來賓，主席吳天海亦舉杯祝酒，祈願香港與上述地區能加強業務聯繫。



#### Tottori Looks for Business Partners

Johji Taniguchi, Chairman of Japan's Tottori Federation of Small Business Associations and his delegation visited the Chamber on 21 September and met with Asia & Africa Committee Chairman Behzad Mirzaei and members. Taniguchi introduced the wide variety of agricultural produce that Tottori produces, and its huge potential of being an up-and-coming tourism destination. Members also established useful connections for future collaboration with the delegates.

#### 鳥取縣尋求業務夥伴

日本鳥取縣中小企業團體中央會會長谷口讓二率領代表團於9月21日到訪本會，與亞洲及非洲委員會主席苗澤文和委員會面。谷口讓二向眾人介紹鳥取縣出產的多種農產品，以及講解該縣將成為下一個旅遊熱點的巨大潛力。眾委員亦與代表團建立聯繫，為未來合作打好基礎。

#### Reinforcing HK-Japan Collaboration 加強港日合作

Hiroe Makiyama, Director-General, International Bureau, the Democratic Party, Japan visited the Chamber on 15 September where she was welcomed by Asia & Africa Committee Chairman Behzad Mirzaei, and Vice Chairman Andrew Wells. Besides discussing Hong Kong's economic and political environment, they also discussed business opportunities between Hong Kong and Japan in tourism and F&B industries, as well as technology.

日本民主黨國際部總幹事Hiroe Makiyama於9月15日到訪本會，由亞洲及非洲委員會主席苗澤文以及副主席華賢仕接待。雙方討論香港的經濟及政治環境，以及香港與日本之間在旅遊、飲食和科技領域的商機。



Bahrain Economic Development Board's Managing Director Simon Galpin, and Hong Kong Director Cheryl Wilson, called on the Chamber on 15 September, where they were welcomed by Chamber CEO Shirley Yuen. Both sides discussed key areas of economic development in Bahrain and how the Chamber could help members learn more about this nation in the Arabian Gulf.

巴林經濟發展委員會董事總經理Simon Galpin及香港辦事處董事Cheryl Wilson於9月15日到訪總商會，由總裁袁莎妮接待。雙方探討巴林經濟發展的主要範疇，以及總商會可如何增進會員對這個阿拉伯海灣國家的認識。



## Digital, Information & Telecommunications Committee 數碼、資訊及電訊委員會

The Chamber submitted its views to support the Government's proposal on the reallocation of the 3.4 - 3.7 GHz band from fixed satellite service to mobile service on 7 September.

The Chamber believes that such an arrangement could facilitate the adoption of 5G services in Hong Kong and our development as a smart city, foster the Internet of Things initiatives and achieve parity in mobile service standards with Mainland China and other jurisdictions.

本會於9月7日提交意見書，支持政府有關把3.4-3.7吉赫頻帶由固定衛星服務重新編配予流動服務的建議。總商會認為有關安排可促進5G服務在香港的應用，加快本港發展成為智慧城市、推進物聯網的發展，以及在流動服務標準上與中國內地和其他司法管轄區看齊。

Allen Yeung, Government Chief Information Officer, shared with members the OGCIO's agenda for championing the development of the ICT industries, e-government and smart city initiatives in Hong Kong at DIT's Committee meeting on 13 September.

政府資訊科技總監楊德斌於委員會9月13日的會議上，向委員講解政府資訊科技總監辦公室支持香港資訊及通訊科技業、電子政府及智慧城市發展的進程。



## Economic Policy Committee 經濟政策委員會



Dr Meikei Leong, Chief Technology Officer of Hong Kong Applied Science and Technology Research Institute Company Limited, briefed members about the development of innovation and technology in Hong Kong on 8 September. He shared his insight on the development of Fintech in Hong Kong and said that Hong Kong has laid a solid foundation for future development.

香港應用科技研究院有限公司首席科技總監楊美基博士於9月8日向委員講解創新科技在香港的發展，並分享對本港發展金融科技的見解。他表示，香港已為未來發展奠下穩固的基礎。

The Chamber submitted to the Government its recommendations for the 2017-18 Policy Address on 5 September. The key messages were on enhancing and full implementation of regulatory impact assessments, improving tax competitiveness and talent supply, and leveraging the Greater Bay Area initiative.

本會於9月5日向政府提交2017-18年度《施政報告》建議書，主要內容圍繞完善及全面推行規管影響評估、提高稅務競爭力、增加人才供應，以及充分利用大灣區規劃的機遇。

## Environment & Sustainability Committee 環境及可持續發展委員會



Steve Wong, Vice Chairman of Environment & Sustainability Committee, led a delegation to Mira Place on 13 September to learn how green technologies and facilities can reduce energy consumption.

環境及可持續發展委員會副主席黃兆輝於9月13日率團到美麗華廣場考察，了解綠色科技及設施如何減少能耗。

Joseph Law, Senior Director – Planning & Development of CLP Power Hong Kong Limited, spoke to members at the Environment & Sustainability Committee's meeting on 29 September about the New Scheme of Control Agreement.

中華電力有限公司策劃及發展總監羅嘉進於環境及可持續發展委員會9月29日的會議上，向委員講解新《管制計劃協議》。

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### Europe Committee 歐洲委員會



#### Building Ties with Murcia 與西班牙莫夕亞建立聯繫

Europe Committee Chairman Stephen Weatherseed and members welcomed a Spanish delegation led by Miguel Martínez Bernal, Presidents of the Chamber of Commerce of Cartagena; Juan Francisco Gómez Romera, President of the Chamber of Commerce of Lorca; Pedro Díaz Martínez, Vice President of the Chamber of Commerce of Murcia; Fernando Muñoz Naranjo, Chief Trade Officer, Trade Commission of Consulate General of Spain in Hong Kong on 8 September. The delegation showcased opportunities in Murcia, especially in the hotel sector, and explained what incentives are offered to entrepreneurs.

歐洲委員會主席韋大象及委員於9月8日接待由卡塔赫納商會總裁Miguel Martínez Bernal、洛爾卡商會總裁Juan Francisco Gómez Romera、莫夕亞商會副總裁Pedro Díaz Martínez及西班牙駐香港總領事館貿易委員會首席貿易官Fernando Muñoz Naranjo率領的西班牙代表團。訪港團展示莫夕亞酒店業的商機，並闡述當地可為企業提供的誘因。

#### Strengthen Collaboration with Austria Federal Economic Chamber 與奧地利聯邦商會加強合作

A delegation from The Austria Federal Economic Chamber called on the Chamber on 12 September. The meeting was jointly hosted by Europe Committee Chairman Stephen Weatherseed and Franz Roessler, Austrian Trade Commissioner and Consul for Hong Kong, Macao and South China. The Austrian delegation, mainly in the IT sector, and members introduced their businesses and what areas of cooperation they were interested in before having a fruitful exchange about business opportunities in Hong Kong and Austria over lunch.

奧地利聯邦商會代表團於9月12日到訪本會，由奧地利商務專員兼香港、澳門及華南領事Franz Roessler和歐洲委員會主席韋大象共同主持會議。會上，主要來自奧地利資訊科技界的代表團及委員分別講解各自的業務及有意合作的範疇。其後，雙方於午餐期間互相交流香港和奧地利的商機。



Dr Péter Garai, Trade Commissioner, Consulate General of Hungary, called on the Chamber on 29 August, where he was welcomed by Malcolm Ainsworth, Director for Public Relations and Programs. Garai informed the Chamber that a delegation from the biggest Hungarian chamber, the Hungarian Chamber of Commerce and Industry, was planning to lead a business delegation to Hong Kong in early December. The two sides discussed potential areas for cooperation and how HKGCC could arrange meetings that would be mutually beneficial for members of both chambers.

匈牙利領事館商務專員Péter Garai博士於8月29日訪問本會，由公共關係及項目總監麥爾康接待。Garai告知本會，匈牙利最大規模的商會匈牙利工商會計劃於12月上旬率領商務代表團訪港。雙方討論潛在合作範疇，以及總商會的會議安排，以惠及兩個商會的會員。

### Financial & Treasury Services Committee 金融及財資服務委員會

The Chamber made a submission on the consultations on the New Board Concept Paper and Review of the Growth Enterprise Market and Main Board Listing Rules to Hong Kong Exchanges and Clearing Limited on 18 August. The Chamber expressed support for the proposals for attracting more companies to list in Hong Kong.

總商會於8月18日就設立創新板框架諮詢文件和創業版及主板上市條例檢討，向香港交易及結算所有限公司提交建議書，對有關建議有助吸引更多企業來港上市表示支持。

Jennifer Zeng, Partner and Co-head of Financial Services Practice of Greater China at Bain & Company, spoke at a Chamber roundtable luncheon on 11 September. She shared with members findings from a recently released China Private Wealth Report conducted jointly with China Merchants Bank.

貝恩公司香港合夥人兼大中華區金融服務業聯席主席曾麗春於總商會9月11日的午餐會上，分享近日與招商銀行合作進行的《中國私人財富報告》結果。





## Industry & Technology Committee

### 工業及科技委員會

Dr Andy McMahon, Provost Professor of Keck School of Medicine at the University of Southern California, spoke at the Chamber's roundtable luncheon on 15 September about the latest technological developments in regenerative medicine in the United States, and opportunities in this blooming market.

南加州大學Keck醫學院Andy McMahon副校長教授出席本會9月15日的午餐會，分享再生醫學在美國的最新技術發展，以及在這蓬勃市場的機遇。



Emil Yu, Chairman of the Industry & Technology Committee, attended the Final Judging Panel meeting of the "2017 Hong Kong Awards for Industries: Innovation and Creativity" to present the nomination of the Award finalists on 28 September.

工業及科技委員會主席于健安於9月28日出席「2017香港工商業獎：創意」的最終評審委員會會議，提交候選企業的提名名單。

## Talent Development

### 人才發展

Sandy Lu, Chinese Lawyer and Legal Manager of Alpha & Leader Law Firm, spoke at the Chamber on 21 September about the implementation of contracts in China. Lu advised members on how they can protect their rights and risks involved in implementing contracts, and provided relevant case studies.

廣東安華理達律師事務所律師盧蔚儀出席總商會9月21日的講座，講解在中國執行合同的事宜。她就如何在執行合同的過程中保障自身權利，以及當中所涉的風險提供建議，並引述相關案例以供參考。

With a "problem" of mounting fiscal reserves, Hong Kong's Financial Secretary Paul Chan shared with members at our Town Hall Forum on 25 September some of the challenges he faces in ensuring the money is well spent to bring about the maximum benefit.

面對龐大財政儲備的「問題」，財政司司長陳茂波在本會9月25日的「議事論壇」上，與會員分享他在確保財政儲備用得其所、力求發揮最大效益時遇到的挑戰。



Secretary for Justice Rimsky Yuen spoke at the Chamber's Town Hall Forum on 1 September on a wide range of topics, from the rule of law to the co-location arrangement for the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link.

律政司司長袁國強於總商會9月1日的議事論壇上討論廣泛議題，包括法治以至廣深港高鐵香港段的一地兩檢安排等。



With a heavy demand on public medical resources, our hospitals will face increasing challenges as we age. Hospital Authority's Chairman Prof John Leong Chi-yan shared with members at our Town Hall Forum on 31 August how the Hospital Authority aims to tackle these issues, along with integrating medical and social support for elderly.

鑒於公共醫療資源的市場需求龐大，本地醫院所面對的挑戰將隨著人口老化而日益增加。醫院管理局主席梁智仁教授於本會8月31日的議事論壇上，與會員分享醫管局如何致力應對這些問題，以及整合為長者所提供的醫療及社會支援。



## Legal Committee 法律委員會



Dr Jimmy Ma, Member of Liberty Chambers, former Legal Adviser of the Legislative Council Secretariat and Counsel to the Legislature, spoke at the committee's meeting on 12 September about the Government's co-location proposal to create a "Mainland Port Area" within the West Kowloon Terminus.

Liberty大律師事務所成員、前立法會秘書處及立法會法律顧問馬耀添博士於委員會9月12日的會議上，講解政府在一地兩檢安排下於西九總站設「內地口岸區」的建議。

### Manpower Committee 人力委員會

Aaron McEwan, Advisory Leader of HR Practice, CEB, spoke on the future of work at a Chamber seminar on 21 September. He explained the driving forces shaping the transformation of jobs and their potential implications for HR practitioners. McEwan said technological advancements have driven the growing trend of reinvention of workforce strategies.



CEB人力資源顧問主管Aaron McEwan在總商會9月21日的研討會上，介紹未來的工作模式。他講解工種轉型的推動力，以及其對人力資源從業員的潛在影響。他表示，科技進步促使重整勞動力策略的趨勢上升。

Elaine Mak, Principal Assistant Secretary, Education Bureau, briefed members at the Manpower Committee meeting on 22 September on the Government's HK\$3.6 billion fund to develop new education measures as well as other initiatives in higher education to nurture local talent.

教育局首席助理秘書長麥子濤於委員會9月22日的會議上，簡介政府將撥款36億港元，以開發新教育措施和其他高等教育計劃，培育本地人才。



### Retail & Tourism Committee 零售及旅遊委員會

Some 76% of consumers interact with a brand or product digitally before going into a store to make a purchase, Andy Yee, Director of Public Policy and Government Relations, Visa Hong Kong, Macao and Taiwan, said at the Chamber's roundtable luncheon 14 September. He also introduced new payment services, such as RFID wristbands used at Disneyland, and online payment apps, and how the retail sector can benefit from these technologies.



Visa公共政策及政府關係總監（香港、澳門及台灣地區）余浩基於總商會9月14日的午餐會上，指出約76%的顧客於實體店購物前，會以數碼方式接觸品牌或產品。他亦介紹了最新的支付服務，例如迪士尼樂園採用的RFID智能手帶及網上支付應用程式，以及零售業可如何受惠於這些科技。

The Retail & Tourism Committee and the Hong Kong Tourism Board (HKTb) jointly organised an exclusive tour of Old Town Central on 29 September. Committee Chairman, Frank Lee and Vice Chairman Joseph Leung, HKTb's Deputy Executive Director Becky Ip joined the tour with members to rediscover local history, arts, food and unique culture in Hong Kong's oldest and most archetypal district.

零售及旅遊委員會和香港旅遊發展局（旅發局）於9月29日合辦「舊城中環」導賞團。委員會主席李敬天及副主席梁啟誠、旅發局副總幹事葉貞德與委員一同參與導賞團，在香港最古老、最具原始特色的地區，重新發掘本土歷史、藝術、美食和獨有文化。



The Retail & Tourism Committee held its meeting at Dragon Wind, Disney Explorers Lodge, on 19 September, at which Disney's Vice President for Public Affairs Linda Choy briefed members on the resort's future development plans. Members later had an exclusive tour of the hotel, which opened in April 2017.

零售及旅遊委員會於9月19日假迪士尼探索家度假酒店雲龍軒舉行會議。會上，香港迪士尼度假區公共事務副總裁蔡少綿向委員簡介度假園區的未來發展計劃。委員其後獲邀參觀酒店。該酒店於今年4月開幕。

Retail & Tourism Committee Chairman Frank Lee joined the Marvel Leadership 3K Run at the Hong Kong Disneyland Resort on 17 September.

零售及旅遊委員會主席李敬天參加香港迪士尼度假區於9月17日舉辦的「Marvel Leadership 3K」路跑項目。





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### Shipping & Transport Committee

#### 船務及運輸委員會

James Lei, Acting Director, ASTRI, spoke at a Chamber roundtable on 12 September about how blockchain could streamline trade finance, lower transaction costs and increase transparency of trade transactions.

香港應用科技研究院署理總監雷志斌於總商會9月12日的午餐會上，闡釋區塊鏈如何簡化貿易融資、降低交易成本及提高貿易成交的透明度。



Maisie Cheng, Director of the Marine Department, updated members on recent developments relating to Hong Kong's maritime industry, while Philip Ho, COO of OnePort Limited, briefed members on the "Electronic Release Order" (eRO), which is a new e-platform to improve import efficiency and reduce document handling costs, during the committee's meeting on 14 September.

海事處處長鄭美施於委員會9月14日的會議上，向委員介紹香港航運業的最新發展。會上，一路通有限公司營運總監何漢傑亦講解「電子放行令」這個全新電子平台如何提高進口效率和減省文書處理成本。

### SME Committee 中小型企業委員會

Billy Wong, Principal Economist for Greater China, HKTDC, briefed members on the development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) at the committee's meeting on 15 September. He also shared his view on what the GBA development means to SMEs and how they can capture opportunities in the region.

香港貿發局大中華區首席經濟師黃醒彪於委員會9月15日的會議上，簡介粵港澳大灣區（大灣區）的發展，並探討大灣區發展對中小企的影響，以及中小企可如何把握區內的機遇。



### 好市民獎頒獎典禮2017第1期 Good Citizen Award Presentation Ceremony 2017 Phase I

SME Committee Chairman Roy Ng was the officiating guest of the Good Citizen Award 2017 on 20 September. The Chamber has been funding the awards since The Good Citizen Award scheme was introduced in 1973. The objectives of the scheme are to encourage the public to report crime to the Police.



中小型企業委員會主席伍俊達為9月20日舉行的「好市民獎2017」擔任主禮嘉賓。自好市民獎勵計劃於1973年推出以來，總商會一直獨家贊助該計劃。計劃旨在鼓勵市民向警方舉報罪行。

### Taxation Committee 稅務委員會



At the Taxation Committee meeting on 5 September, Alice Lau, Permanent Secretary for Financial Services and the Treasury (Treasury), and Brian Chiu, Deputy Commissioner of Inland Revenue Department, briefed members on the consultation conclusions on measures to counter base erosion and profit shifting (BEPS) in Hong Kong

在稅務委員會9月5日的會議上，財經事務及庫務局常任秘書長（庫務）劉炎及稅務局副局長趙國傑概述有關打擊本港侵蝕稅基及轉移利潤（BEPS）措施的諮詢結果。

The Chamber submitted its views on a consultation on Potential Tax Treaty Partners for Hong Kong on 18 August. In the submission, the Chamber called on the Government to pursue negotiations with jurisdictions that fall within the scope of the Belt and Road Initiative, to further enhance Hong Kong's role as a "super connector" between Mainland China and economies in Asia, Europe and Africa.

總商會於8月18日就香港的潛在稅務協定夥伴諮詢提交意見書，促請政府與「一帶一路」沿線的稅務管轄區展開談判，以進一步鞏固香港作為中國內地與亞洲、歐洲和非洲經濟體之間的「超級連繫人」角色。



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### Women Executives Club 卓妍社



Around 20 members from the Women Executives Club visited JaneClare's laboratory on 31 August, where Angela Lee, Founder of the brand, shared her story on how her passion for discovering all-natural skincare products drove her develop her own skincare brand. She later gave members a guided tour of the laboratory and provided some useful tips and advice on skincare.

卓妍社約20名會員於8月31日到訪JaneClare的實驗室。品牌創辦人李慧賢分享個人故事，道出她對發掘全天然護膚產品的熱愛，促使她決定開發自家的護膚品牌。其後，她安排會員導賞實驗室，並提供實用的護膚訣竅和建議。

Jennifer Chan was re-elected as Chairman of WEC, while May Lam, Carol Wing and Lydia Tsui were elected as a Vice Chairmen at its executive committee meeting on 4 September.

在9月4日的行政委員會會議上，陳佩君獲選連任卓妍社主席，林慧賢、榮明珠及徐影慈獲選為副主席。

WEC's leadership met with the French Chamber on 7 September to discuss a joint event in March next year under the HeforShe UN Women Solidarity Movement for Gender Equality.

卓妍社領導層於9月7日與法國商會會面，討論於明年3月合辦活動，以響應聯合國婦女署為爭取性別平等展開的「他為她」行動。

### Young Executives Club 卓青社



Malcolm Kay, Superintendent of Stamford American School Hong Kong, Winnie Young, Head of STEAM International Kindergarten, and International Academy, Ruth Benny, Head Girl of Top Schools, and Nicola Lewis, Consultant of Top Schools, spoke at a YEC parents' session on 13 September about STEM education, differences between bilingual, local and international schools, as well as key factors that parents have to consider when choosing the right school for their children.

史丹福美國國際學校香港校長Malcolm Kay、STEAM國際幼稚園及STEAM International Academy校監楊婉儀、Top School總領袖Ruth Benny及顧問Nicola Lewis出席9月13日的卓青社家長講座，介紹STEM教育，並講解雙語、本地和國際學校的差異，以及父母為子女選擇合適學校時須考慮的關鍵因素。

The Young Executives Club Executive Committee held its meeting on 24 August, at which Eric Fok was elected Chairman, while Elsa Wong, Samuel Tsang and Olivia Kung were elected Vice Chairmen.

卓青社於8月24日舉行會議。會上，霍啟山當選主席，黃玉娟、曾昭武和龔海欣當選副主席。

Three young entrepreneurs, Edwin Wong, CEO of Cloudbreakr, Fiona Lau, Founder & Chief Operating Officer of SHOPLINE, and Quinn Lai, Founder & Director of EONIQ, shared their insights about the development of e-commerce and influencer marketing at the YEC Network & Learn session on 30 August.

三名年輕企業家——Cloudbreakr總裁王江源、SHOPLINE創始人兼營運長劉煦怡及EONIQ品牌創始人黎鈞國，於卓青社8月30日的Network & Learn活動中，分享各自對電子商務和網絡紅人營銷策略的見解。



YEC Chairman Eric Fok and Vice Chairman Samuel Tsang represented the Chamber to attend a focus group meeting organized by the Commission on Youth on 7 September to exchange views about youth policies and development.

卓青社主席霍啟山和副主席曾昭武於9月7日代表總商會出席由青年事務委員會舉辦的專題小組會議，就青年政策及發展交流意見。



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## Forty Citizens Commended for Helping 四十名協助警方滅罪的市民獲嘉許

**F**orty citizens who helped the Police fight crime were commended at the Good Citizen Award (GCA) Presentation Ceremony on September 20.

Speaking at the presentation ceremony, Director of Personnel and Training of Police Li Kin-fai, pointed out that law and order remained stable in Hong Kong in the first half of 2017. A total of 28,309 crime cases were recorded, representing a decrease of 1,233 cases over the same period last

year, and a record-low level since 1979. He attributed the decline to the concerted efforts of the Police and the community.

Roy Ng, Chairman of the Chamber's SME Committee, said Hong Kong is one of the safest and most law-abiding cities in the world, which is a positive factor for companies to set up here, as well as for talent to move to Hong Kong with their family. Consequently, HKGCC believes the GCA is a very meaningful award, not least because it also celebrates the civic actions of Hong Kong's brave citizens, and will continue to be a proud sponsor of the event.

Li took the opportunity to thank HKGCC for sponsoring this meaningful programme since its inception in 1973, which encourages members of the public to report crime and stand up for justice. He also thanked the Fight Crime Committee and District Fight Crime Committee members for their contributions in maintaining law and order.







## Police Fight Crime

Good Citizen Award contributed to lowest crime rate in Hong Kong since 1979

好市民獎助本港罪案率創下1979年以來的新低

He believed that members of the public are willing to join hands with the Police to fight against crime and uphold the rule of law, making Hong Kong one of the safest and most stable societies in the world.

With the help of the awardees, more than 30 persons were arrested for a variety of offences including robbery, theft, wounding, outraging public decency and criminal damage.

The youngest awardee of the ceremony was Lee Chu-fung, aged 14. He witnessed a man stealing the wallet of a woman in the street in July this year. After alerting the woman, Lee made a report to the Police and followed the man until the Police arrived. The man was later convicted of theft and sentenced to eight months' imprisonment.

Presented twice a year, the award is organised by the Police Public Relations Branch and sponsored by the Hong Kong General Chamber of Commerce. Each of the awardees received a certificate and a cheque for \$3,000. More than 4,000 persons have been commended over the years. 🌸

40名協助警方撲滅罪行的市民於9月20日在「好市民獎頒獎典禮」上獲表揚。

警務處人事及訓練處處長李建輝在典禮上表示，2017年上半年香港的治安情況持續平穩，整體罪案有28,309宗，較去年同期減少1,233宗，以上半年計整體罪案數字是自1979年以來的新低，這有賴警隊同事和社會大眾的同心協力。

總商會中小型企業委員會主席伍俊達指出，香港是全球最安全 and 最守法的城市之一，這是促使企業在港設立業務，以及吸引人才舉家來港的正面因素。因此，總商會認為「好市民獎」是一個饒富意義的獎項，能夠表揚香港市民的英勇行為，並很榮幸能夠繼續贊助這項活動。

李建輝感謝香港總商會自1973年起一直支持這項有意義的活動，鼓勵市民向警方舉報罪行、挺身作證，將罪犯繩之於法。他亦感謝撲滅罪行委員會及分區撲滅罪行委員會為維持治安所作出的貢獻。

他深信市民均樂意與警務人員互相配合，協助打擊罪案、維護法紀，使香港繼續成為世界上其中一個最安全和穩定的社會。

透過各得獎者的協助，警方拘捕了逾30名分別涉及行劫、盜竊、傷人、有違公眾體統及刑事毀壞等案件的人。

是次最年輕的得獎者是現年14歲的李柱鋒。他於今年7月在街頭目睹一名男子偷去女事主的銀包，遂通知女事主並報警，又尾隨該名男子直到警員趕到現場。該名男子其後因盜竊罪成，被判處監禁八個月。

「好市民獎」由警察公共關係科主辦，香港總商會贊助，每年頒獎兩次，每名得獎者可獲頒發獎狀和獎金3,000元。至今已有超過4,000名市民獲獎。🌸



# Get Ready for the Payments Revolution

The number of contactless Visa cards issued in Hong Kong has now surpassed 4 million. Yet going forward, the mainstream payment system in future will be mobile payments, said Andy Yee, Director of Public Policy and Government Relations, Visa Hong Kong, Macao and Taiwan.

Speaking at the Chamber's 14 September roundtable luncheon, he said there are three key trends driving payment systems.

First is the impact of innovation & technology. Second, customer experiences, because they have high expectations and want speed. Third, the internet will continue to connect more people and integrate into our daily lives, such as the internet of things, he said.

He also introduced new payment services that are being installed in various cities around the world. RFID wristbands, for example, are being used in Disneyland in the U.S. for all transactions and hotel check-in inside the park. Visa Check-in allows card holders to conduct all their online transactions in any country with a single account.

Yee said there is a lot of room to improve e-payment services in Hong Kong and we are lagging behind countries like Japan and Thailand where people can pay for their taxis using mobile payments. 🌸

## 為支付革命作準備

Visa公共政策及政府關係總監（香港、澳門及台灣地區）余浩基表示，在香港發出的非接觸式Visa卡現已超過400萬張。展望未來，流動支付服務將成為支付系統的主流。

他在總商會9月14日的午餐會上，講解推動支付系統發展的三大趨勢。

第一是創新和科技帶來的影響。第二是客户經驗，因為他們有很高期望和追求速度。第三，互聯網將繼續把更多人連繫起來，並融入我們的日常生活，發展成為物聯網。

余浩基亦介紹世界各地不同城市提供的嶄新支付服務。舉例說，美國迪士尼已採用射頻識別（RFID）手環，讓顧客在園區內進行各項交易，並在酒店辦理入住手續。Visa Check-in讓持卡人只需一個戶口，便可在任何國家進行網上交易。

他表示，香港的電子支付服務仍有大量改善空間。在日本和泰國，乘客已經可以利用流動支付系統繳付的士車資，而我們已經比這些國家落後。🌸







## Sailing for a Good Cause 為慈善起航

The Chamber's Young Executives Club (YEC) and friends sailed around the waters of southern Hong Kong on 23 September to raise money for the Chamber's OXFAM Trailwalker Team (Team No. 0155). While enjoying the sea breeze and sunshine on a yacht sponsored by Ascent Partners Group Limited, they also made new friends over some cold beers sponsored by Carlsberg!

YEC Chairman Eric Fok, Vice Chairmen Elsa Wong and Samuel Tsang, and the group made a brief stop at Lamma Island to explore the local shops and pubs before sailing back to Central.

If you wish to make a donation in support of the Chamber Oxfam Trailwalker team, please visit [www.chamber.org.hk/trailwalker/](http://www.chamber.org.hk/trailwalker/)

總商會卓青社的會員帶同朋友於9月23日早上登上遊艇，一起欣賞港島南區的沿岸風光，為總商會的「樂施毅行者」隊伍（隊伍編號：0155）籌款。是次活動由艾升集團有限公司贊助。在夏日的陽光和徐徐的海風下，會員一邊結識新朋友，一邊享用由嘉士伯贊助的冰凍啤酒，暑氣全消！

卓青社主席霍啟山、兩位副主席黃玉娟和曾昭武聯同一眾會員於南丫島登岸，探索島上的特色商店和酒吧，然後折返中環。

如閣下希望捐款支持總商會「樂施毅行者」隊伍，請瀏覽：[www.chamber.org.hk/trailwalker/](http://www.chamber.org.hk/trailwalker/)







## 'Staycation' Promises to Recharge Hongkongers' Batteries

Disney Explorers Lodge, a 750-room theme hotel that opened at Hong Kong Disneyland on 30 April this year, offers worn out Hong Kong residents a 'staycation,' where they can have an exotic adventure and relaxing vacation, devoid of the usual stress associated with travelling overseas.

But what is a staycation? Members of the Chamber's Retail & Tourism Committee held their meeting

at the hotel on 19 September to find out. Hong Kong Disneyland Resort's Vice President for Public Affairs Linda Choy briefed members about the resort and its future development plans, which will feature Marvel and Frozen themes.

After their meeting, members were shown around Disney Explorers Lodge and discovered how the garden, hotel lobby and hotel rooms have been designed true to its motto "*ad explorare et somniare*" (to explore and dream).

Four lush gardens frame the four wings of the seven-story hotel. The gardens, themed after the cultures of Asia, South America, Africa and Oceania, have been named after Disney and Pixar animated films. Each hotel room, from its design to costumes to music, tells a story of exploration.

Members said Disney Explorers Lodge adds an interesting addition to Hong Kong's MICE business, as it creates a unique experience for visitors.✿







## 「宅度假」 為香港人充電

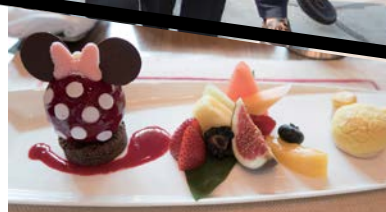
**迪**士尼探索家度假酒店於今年 4 月 30 日開幕，設有 750 間客房，為勞累的香港人提供一個「宅度假」好去處，讓他們盡情享受充滿異國冒險風情、又可以真正放鬆的假期，免卻外遊的舟車勞頓。

但何謂「宅度假」？總商會零售及旅遊委員會的委員於 9 月 19 日在該酒店開會，體驗一番。香港迪士尼度假區公共事務副總裁蔡少綿向委員簡介度假園區和未來的發展計劃，包括會引入「Marvel」漫畫英雄和「冰雪奇緣」主題景點。

會後，委員應邀參觀迪士尼探索家度假酒店，實地考察花園、酒店大堂和酒店客房的設計，以實踐「ad explorare et somnare」（勇於探索，開創夢想）的座右銘。

七層高的酒店共分四翼，各有一個翠綠花園，分別以亞洲、南美洲、非洲和大洋洲的文化為主題，並以迪士尼電影和彼思動畫電影命名。每間客房由設計、服裝到音樂，都別具探險氣息。

委員表示，迪士尼探索家度假酒店為訪客締造獨特的體驗，為香港的會議展覽及獎勵旅遊業增添吸引力。✿







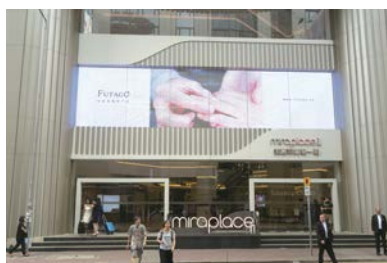
## Mira Optimizes Energy Conservation 美麗華優化節能

Hong Kong is known the world over as a shopping paradise with endless malls around the city that always seem to be open. With long operating hours, energy conservation plays a critical part in their operations and development.

Mira Place in Tsim Sha Tsui has managed to significantly reduce its electricity consumption without compromising quality of services in business, thanks to green technologies and facilities that are incorporated into its design. To learn more about its operations and conservation efforts, Professor Steve Wong, Vice Chairman of the Environment & Sustainability Committee, led a 30-member delegation to the Mira on 13 September.

Mira Place is owned and operated under the Miramar Group. It is composed of 500,000 sq ft in two shopping malls, 700,000 sq ft of office space and a five-star hotel. The group retrofitted the air conditioning system with a water-cooled chiller plant and an oil-free chiller to optimize energy efficiency, as well as installed energy saving technology as part of the hotel's chiller plant to further enhance the efficiency of the air conditioning system.

Glass walls at Mira Place 1 fully utilize natural lighting, as well as a transparent LED screen. These features, along with the upgrading of its building management system have helped the group reduce its energy consumption by 43.6% in 2016 compared to 2012, a saving of 21 million kWh







of electricity, which is equivalent to 12,000 tons of CO<sub>2</sub> emission.

Buildings use about 90% of Hong Kong's total electricity consumption, and shopping malls' long opening hours, and air conditioning and lighting demands contribute to that large figure. The Miramar Group won the "Gold Award" in the Property Management - Industrial & Commercial Category of the CLP GREENPLUS Award in 2016, as well as other green awards and certificates for the Mira Place 1 & Tower A.

Wong said he was impressed by the green corporate culture of the Miramar Group, which invested in improving its operations and enhancing energy efficiency, while at the same time giving people a more comfortable shopping environment. "People's awareness of sustainable development is increasing and some of the innovative features in Mira Place are inspiring," he said. ❀



香港「購物天堂」的美譽享譽全球，城中有數之不盡、晝夜無間的購物商場。正因營業時間之長，節約能源成為營運和發展購物商場至關重要的一環。

尖沙咀美麗華廣場成功把綠色科技和設施融入設計之中，能夠維持業務的服務質素外，亦大幅減少耗電量。為深入了解該商場的營運和節能措施，本會環境及可持續發展委員會副主席黃兆輝教授，於9月13日率領30名會員到美麗華廣場考察。

美麗華廣場由美麗華集團擁有及經營。廣場由兩期商場（零售面積逾50萬平方呎）、甲級寫字樓（樓面面積逾70萬平方呎）及一家五星級酒店組成。集團為提高能源效益，於空調系統加裝水冷式製冷機和無油製冷機，並安裝節能科技，作為酒店製冷機組的一部分，進一步提高空調系統的效益。美麗華廣場一期的落地玻璃充分利用自然光，以及透明的LED螢幕。結合這些特點，加上大廈管理系統升級，皆有助該集團於2016年減省43.6%的耗電量，即比2012年節省了2,100萬度電，相等於12,000噸二氧化碳排放量。

建築物佔全港總耗電量約九成，而購物商場的營業時間長，加上空調和燈光需求，佔去了其中的一大部分。美麗華集團於2016年奪得中電「環保節能機構」嘉許計劃中物業管理一工商業組別金獎，而美麗華廣場一期和甲級寫字樓亦奪得其他環保相關獎項及證書。

黃兆輝表示，美麗華集團採用綠色企業文化，投放資源改善營運和提升能源效益，同時給予顧客一個更舒適的購物環境，讓他印象尤深。他說：「大眾對可持續發展的意識日漸提高，美麗華廣場引入的一些創新特色令人鼓舞。」 ❀







## Wine Heaven

Over 130 wine aficionados and novices looking to enrich their understanding of wine, swirled, sniffed, sipped, slurped and sampled some amazing wines at our “Autumn Wine Tasting Soiree” on 12 September. Six members cracked open some of their best bottles from over 30 wineries for participants to sample side by side the different nuances of their wines. A special thanks must go to members Golden Vintage, House of Connoisseur, Meiburg Wine Media, Natural Food & Beverages, The Flying Winemaker and The Wine House for providing the wines and also gave tips on pairing wines, which ranged from abalone to century eggs. Thanks also go to Kung Kai Hong for providing the wine glasses, and Pacific Economic Centre Ltd for supplying Turkish dried fruits and nuts. 🌸

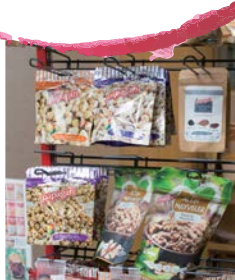




## 美酒天堂

逾

130名葡萄酒愛好者和品酒新丁於9月12日的「迎秋品酒會」上，品嚐來自世界各地的優質美酒——搖杯觀色、聞香、品嚐、回味，增進他們對品酒的認識。六家會員公司精選超過30個酒莊悉心釀製的佳釀，供參加者逐一細味當中的細微差別。特此鳴謝我們的會員公司金釀國際有限公司、House of Connoisseur、美酒文化有限公司、Natural Food & Beverages、The Flying Winemaker及The Wine House，除了供應美酒，還分享醇酒美饌的搭配訣竅，如皮蛋以至鮑魚等美食。另外，我們亦鳴謝公啟行提供酒杯，以及亞太經貿中心有限公司供應土耳其乾果和果仁。✿





“I have always been obsessed by the perception that when a woman approaches 40, she will wilt and will do anything to avoid this fate,” said Angela Lee, Founder of JaneClare.

Lee shares the same dream of retaining her youthful looks that every woman harbours, the only difference is that she started a business to help turn her dream into reality.

Members of the Women Executives Club visited JaneClare – a local skincare brand – on 31 August to learn about latest developments in skincare. Lee shared her entrepreneurial story and how she decided to leave behind a prominent legal career to develop her own brand of quality skincare products, JaneClare.

“From a very young age I have always been obsessed with skincare and never stopped trying different ways to care for my skin. I tried putting cucumber, egg white and even cold chicken soup on my face to see if it would help my skin,” she laughed. “That fed my passion to create quality skin care products made from natural ingredients, incorporating Chinese medicine, made under a high-quality local beauty brand.”

Lee had had an illustrious legal career in Baker & McKenzie for over 30 years when she decided to throw in the towel and work fulltime on developing her brand, which she launched in 2002. She invested a lot in research and development, which resulted in her products receiving international acclaim over the years.

Lee also gave members a guided tour of her laboratory and explained about some of the harmful chemical ingredients commonly found in many skincare products, such as sodium lauryl sulphate (SLS), propylene glycol and artificial preservatives.

JaneClare's beauty consultant also provided some useful advice about daily skincare maintenance. Her top three tips were: avoid washing your face in the shower with warm water, because this enlarges your pores; always massage when applying skincare products; and use only products that contains natural ingredients. Three lucky members won skincare prizes in a lucky draw at the end of the tour. ❀

## Ancient Skin Remedies 古漢方護膚療法



JaneClare創辦人李慧賢說：「我一直深信，女性邁入40歲就會開始衰老，會用盡方法避免歲月洗禮。」

保持青春是每位女性的夢想，李慧賢亦不例外。唯一不同的是，李慧賢為此創業，實現夢想。

卓妍社會員於8月31日參觀本地護膚品牌JaneClare，了解護膚業的最新發展。李慧賢分享她的創業故事，道出當年為何毅然放棄大好的法律事業，開發個人的優質護膚品牌。

「我自小便熱愛護膚，不斷嘗試各式各樣的護膚方法，曾經試過用青瓜、蛋白、甚至凍雞湯敷面，希望藉此改善皮膚質素。」李慧賢笑言：「這激發我創辦一個優質的本地美容品牌，

致力開發以中草藥和天然成分結合而成的優質護膚產品。」

李慧賢曾服務貝克麥堅時律師事務所超過30年，在法律界成就卓越。2002年，她毅然決定全情投入發展自己的品牌。由於品牌在研發方面投放了大量資源，故旗下產品多年來一直贏得國際好評。

李慧賢亦帶領會員參觀實驗室，講解時下許多護膚產品中所含的一些有害化學成分，包括十二烷基硫酸鈉（SLS）、丙二醇和人造防腐劑。

JaneClare的美容顧問亦提供一些實用的日常護膚建議，包括三大保養貼士：避免洗澡時以熱水洗臉，因為此舉會擴大毛孔；使用護膚產品時要按摩皮膚；只採用含天然成分的產品。❀





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# Mark Your Diary



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23 Oct

Townhall Forum  
with CS Matthew  
Cheung



27 Oct

Townhall Forum  
with Patrick Nip,  
Secretary for  
Constitutional and  
Mainland Affairs



## What's On Listings (Our events in October)

For further details and a complete  
listing of all our events, visit us online



### OCTOBER

09

FinTech Working Group Meeting

Workshop: Presentation Pitfalls and Fixes

10

Workshop: Instructional Design for Professional  
Trainers

Europe Committee R/T: Europe's Economic  
Outlook for 2018

11

Seminar: EU General Data Protection  
Regulation (GDPR) – How are Hong Kong  
Companies Impacted?

12

Training: How to Build Client Loyalty

DIT Committee R/T: The Future of Cross-border  
Payments

HKGCC YEC x HKCEA Youth Committee:  
Cocktail Evening @BMW 7 Series Studio

13

HKCSI Executive Committee Meeting

SME Committee Visit to PMQ

Joint dinner with the Hong Kong Japanese  
Chamber of Commerce & Industry

16

Country Briefing Series R/T: Canada's Leading  
Technology and Innovation Sector

17

DIT Committee R/T: Quantification and Mitigation  
of Cyber Risks

18

Training: Managing Statutory Rights and Benefits  
for Part-time and Fixed-term Contract Staff  
Lawfully

Workshop: How to Effectively Enhance the Quality  
of Your Sustainability Report?

19

"Speak Up!" Workshop

Entrepreneur Series R/T: Baby Kingdom

Seminar: Resolution of Corporate Debts and  
Contract Disputes in China: Latest Trends in Legal  
Recovery

20

China Committee R/T: GBA Research by PWC

23

R/T: Before the Third Runway: Persevering through  
Challenges

Townhall Forum with CS Matthew Cheung



YEC Team in  
Oxfam  
Trailwalker

17 Nov



New Members  
Welcoming  
Reception

28 Nov





30 Oct

Townhall Forum  
with Edward Yau,  
Secretary for  
Commerce and  
Economic  
Development



31 Oct

CE Business  
Community  
Luncheon



31 Oct

Townhall  
Forum with  
Michael Wong,  
Secretary for  
Development



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## OCTOBER-NOVEMBER

Oct

24

Delegation to Jiangsu (Yangzhou, Taizhou and Huaian)

Americas Committee Meeting

25

Training: Think on Your Feet

Industry & Technology Committee Meeting

Industry & Technology Committee Dinner hosted  
by Emil Yu

26

CEO Manpower Conference

SME Committee R/T: Hong Kong Authorized  
Economic Operators Programme and the Latest  
Trend of International Supply Chain Security

27

Townhall Forum with Mr Patrick Nip, Secretary for  
Constitutional and Mainland Affairs

30

China Committee R/T: 粵港澳大灣區規劃的視野來  
看廣州的發展與未來

Townhall Forum with Edward Yau, Secretary for  
Commerce and Economic Development

31

CE Business Community Luncheon

Seminar: Competition Law: Avoiding the Risks,  
and Exploiting the Opportunities

Real Estate & Infrastructure Committee Meeting

Townhall Forum with Michael Wong, Secretary for  
Development

Nov

1

Workshop: 1-Minute Networking

China Committee R/T: GBA Research by KPMG

2

WEC Cross Generation Sharing Happy Hour

3

Media Training Workshop 1: How to Win Good  
Publicity

Media Training Workshop 2 : Art of What To Say  
& How To Say It



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## How to be Strategic?

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- Outline:**
1. What is strategy?
  2. Strategic management behaviours
  3. The 4-level approach to strategy
  4. Implementing strategies

本為期一天的工作坊專為大小企業、公共和私營機構的管理人員而設，助學員掌握實用的工具及方法，以制訂更具策略的方案。

- 內容：**
1. 何謂策略？
  2. 策略管理行為
  3. 四個層次的策略方案
  4. 實踐策略

Trainer : David Lambert  
導師 : David Lambert  
Date : 6 November 2017  
日期 : 2017年11月6日  
Time : 9:30 a.m. — 5:30 p.m.  
時間 : 上午9時30分至下午5時30分  
Venue : HKGCC Theatre, 22/F United Centre  
地點 : 金鐘統一中心22樓香港總商會演講廳  
Language : English  
語言 : 英語  
Fees : Member \$2,780 / Non-member \$3,780 (lunch not included)  
費用 : 會員 \$2,780 / 非會員 \$3,780 (不包午膳)



David Lambert, co-author of Financial Times bestseller, *Smarter Selling: How to grow sales by building trusted relationships*.

David Lambert  
《金融時報》暢銷書《智慧行銷：精準銷售新策略》的合著者

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**對象：**高級行政人員、經理和資深職員

#### 目標：

- 迅速、清晰地構建想法
- 知會、影響和說服客戶
- 在壓力下處理棘手問題

Trainer : Anthony Brophy  
導師 : Anthony Brophy  
Date : 25 October 2017  
日期 : 2017年10月25日  
Time : 9:15 a.m. — 5:30 p.m.  
時間 : 上午9時15分至下午5時30分  
Venue : HKGCC Theatre, 22/F United Centre  
地點 : 金鐘統一中心22樓香港總商會演講廳  
Language : English  
語言 : 英語  
Fees : Member \$3,880 / Non-member \$4,880 (lunch not included)

\* Workshop fee includes a comprehensive workbook valued at HKD1,170. )

費用 : 會員 \$3,880 / 非會員 \$4,880 (不包午膳)  
費用包括綜合作業本乙冊 (價值港幣1,170元)。



Anthony Brophy, Managing Director of H. R. Solutions

Anthony Brophy  
H. R. Solutions 董事總經理

## 1-Minute Networking

### 一分鐘建立人脈網絡

After this workshop, participants will:

- Have greater confidence, poise and presence when presenting themselves at professional mixers and other social settings
- Have better skills in networking protocols to project a positive image of both themselves and their firm
- Conduct themselves in a professional yet relaxed, natural way in business-social situations

透過本工作坊，學員將：

- 在商業活動和其他社交場合中，展現更大的自信、風度和影響力
- 提升社交禮儀的技巧，為自己和公司建立正面的形象
- 在商業社交環境中，表現從容自若而又不失專業

Trainer : Patrick Eng  
導師 : Patrick Eng  
Date : 1 November 2017  
日期 : 2017年11月1日  
Time : 9:15 a.m. — 11:45 a.m.  
時間 : 上午9時15分至11時45分  
Venue : HKGCC Theatre, 22/F United Centre  
地點 : 金鐘統一中心22樓香港總商會演講廳  
Language : English  
語言 : 英語  
Fees : Member \$680 / Non-member \$880 (includes morning refreshments)  
費用 : 會員 \$680 / 非會員 \$880 (包早點)



Patrick Eng, Executive Consultant of CONNECT Communication

Patrick Eng  
CONNECT Communication 行政顧問



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- 
- **Guest Speaker**
    - Dr. Mark Lee, Asia Pacific Institute for Strategy
  - **Date Option**
    - Nov 13, 10:00-12:30, HKCEC, English
    - Nov 15, 3:00 – 5:30, Hong Kong Cyberport, Cantonese
    - Dec 13, 10:00-12:30, HKCEC, Mandarin
  - **Registration**
    - Email your business card and your preferred session to [event@apifs.org](mailto:event@apifs.org)
  - **Inquiry** 39701839 or [www.ExecutiveStudyGroup.org](http://www.ExecutiveStudyGroup.org)