

工商月刊 BULLETIN

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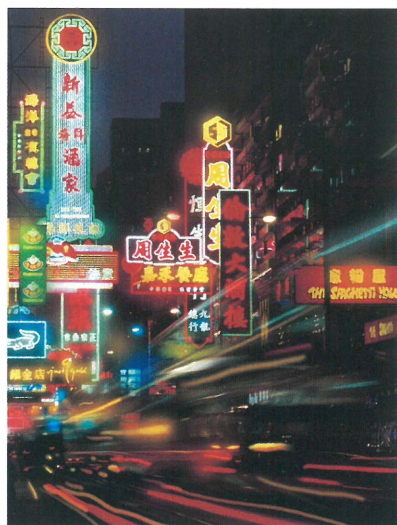
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HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

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Letters to the Chamber 讀者來鴻

The Bulletin welcomes letters from Chamber members, but reserves the right to edit any material supplied.

Opinions expressed in Letters to the Chamber does not necessarily imply endorsement by the Chamber.

《工商月刊》歡迎本會會員來函，惟本刊保留編輯權。以下內容，純為讀者意見，不代表本會立場。來函請交：

Letters should be sent to: The Editor, The Bulletin, The Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, HK. Fax: 2527-9843. Email: malcolm@chamber.org.hk



Mission to Tibet

I would like to thank the HKGCC for organising such an enjoyable trip to Tibet last month. Both my wife and I fully enjoyed the official and leisure programmes. We were most impressed by the unique culture and the fabulous scenery that we saw in this western highland of the Mainland. We now can appreciate the imaginary reality of James Hilton's novel, *Lost Horizon*, which could have partly described what Shangri-la can offer as paradise on Earth.

The weather and other factors presented a lot of challenges to our itinerary. We were most fortunate to have your able team to turn out the best possible arrangement for members. In fact, we were totally impressed by the efficient shift to the "later" flight to Chengdu when the scheduled flight was crippled at its original destination. How the HKGCC girls could swap luggage between the flights, dragging some 14 suitcases full of Tibetan herbal medicines, tonics, river stones, and frozen and dried yak meat under the tight surveillance of the Lhasa Airport security personnel is something we can only admire.

Alfred W K Chan, Managing Director
The Hong Kong and China Gas Company Limited

西藏之行

我與內子上月參加總商會的西藏訪問團，行程緊湊，包括多項官式和消閒活動，教人樂而忘返，故特函向貴會致謝。西藏地處中國西部高原，民風獨特，景色秀美，我們深表讚嘆。詹姆斯·希爾頓在其名著《失去的地平線》中虛構的世界天堂——香格里拉，仿如活現眼前。

天氣和其他因素雖令行程有點阻滯，幸得貴會悉心安排，不但能因應原定班機延誤而迅速安排另一航機飛往成都，貴會女職員更顯英姿，竟能在拉薩機場保安協助下，把14箱滿載西藏草藥、藥酒、河石及急凍和乾牦牛肉的行李，從一架飛機搬至另一架，盡心盡力，值得敬佩。

香港中華煤氣有限公司
常務董事 陳永堅

Members concur with the idea that culture is an important engine for economic growth

I regularly enjoy reading *The Bulletin* magazine which keeps me apprised of the various activities of the Hong Kong General Chamber of Commerce. I am writing to compliment you on bringing out such a fine magazine, especially, the issue of June 2002 which contains several interesting features that are both informative and interesting.

Dr Hari N Harilela GBS, OBE, JP
Harilela's

May I commend you on the cover story in your June issue of *The Bulletin* on culture in the Hong Kong SAR. I fully subscribe to your theme that culture can be an important engine of economic growth, apart from it being a vital ingredient of Hong Kong's world-city status.

The Chamber deserves credit for its initiative in stimulating a sustained arts and cultural vision for Hong Kong.

Hilton Cheong-leen
Managing Director

H. Cheong-Leen & Co (Hong Kong) Ltd

會員贊同文化能驅動香港經濟增長

我經常閱讀《工商月刊》，從中得悉香港總商會持續舉辦的多元化活動。《工商月刊》質素卓越，2002年6月號更登載了多篇既富趣味，內容亦豐富的專題文章，特來函表示讚賞。

夏利萊集團
夏利萊博士

I read with great interest the June cover story of the Hong Kong General Chamber of Commerce magazine, *The Bulletin*, and whole-heartedly agree that the government should be doing more to promote and nurture arts and culture in Hong Kong.

But as Charles Landry points out in the Q&A section of the magazine, the cultural sector must also do its part in making clearly defined objectives and as Mr Landry says, "create a mapping document – the evidence" so that government, businesses and citizens at large will take their efforts more seriously.

Frank Chow
Chairman, Longking Co, Ltd

欣閱《工商月刊》六月號關於香港特區文化發展的封面故事。我完全同意文化能驅動經濟增長，亦是構成香港國際都會地位的主要元素。

總商會倡議香港推動藝術和文化，值得稱讚。

張連貿易(香港)有限公司
董事總經理
張有興

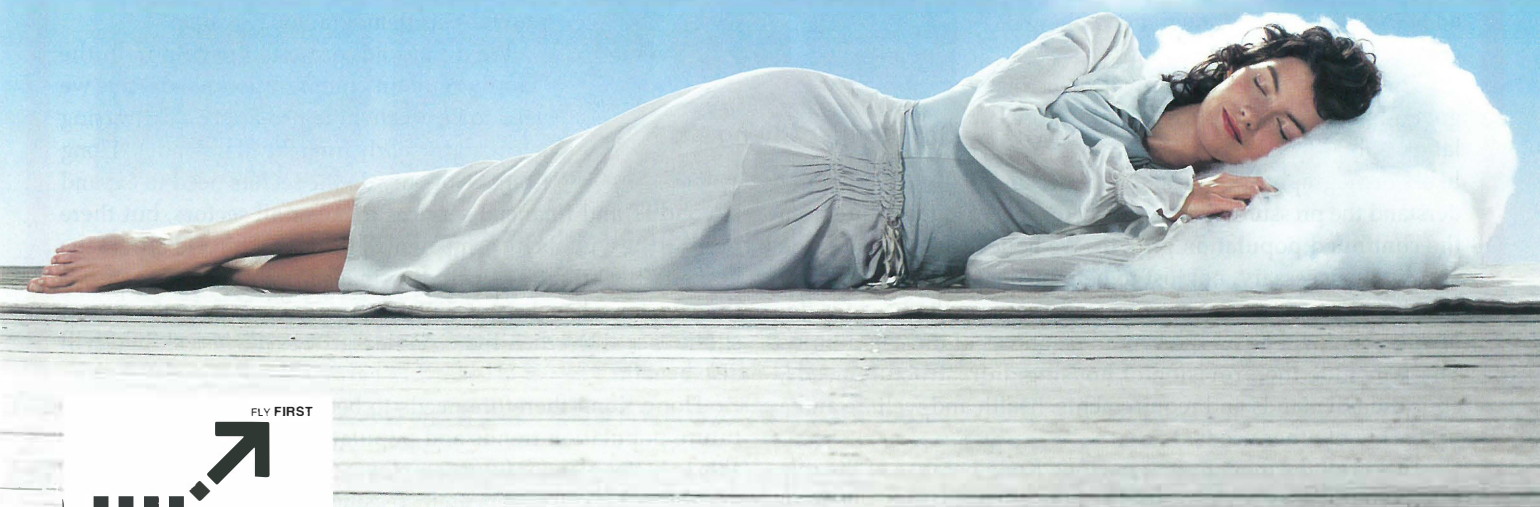
我十分贊同《工商月刊》六月號封面故事的主旨，政府應更著力推廣和培育香港的藝術和文化。

查理士·林澤在「與君一席話」中指出，文化界必須釐訂清晰的目標。正如林澤所言：「勾劃發展藍圖，提供憑證」，促使政府、商界和市民更加重視文藝。

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Comprehensive review of HK SAR's population policy vital

Increased unemployment in the Hong Kong SAR is just one symptom of population and workforce growth at a time of economic difficulty. Others include increased social welfare payments, pressures on education and health services, town planning and the provision of all sorts of services, and concerns about the future composition of the population.

Short term, the unemployment problem, now almost 260,000 people or almost 8 per cent of the workforce, can be tackled by various means, including the "One Company One Job Campaign" recently launched by your Chamber and five other business associations in the SAR which, though is not a "job creation" scheme, ameliorates the situation a bit for new graduates. Others include better training and re-training, improved job matching, continued wage restraint and the like.

However, in the longer term, ensuring full employment for Hong Kong's growing population and workforce will require faster economic growth, improvements in education and, importantly, ensuring the skill levels of the population to better match the new jobs becoming available in the community. With an ageing population and declining birth rate, a comprehensive population policy – not an ad hoc or "knee jerk" immigration policy – is critically needed in Hong Kong.

This is why the Chamber welcomes the government's proposal to establish a Population Policy Task Force to assess the SAR's likely demographic profile and to better understand the pressures that are likely to emerge in the future from the continued population growth. We believe such a review is absolutely necessary, not just to help business and government determine employment prospects, but assess the broader demands there will be on the overall resources of the community. These include the provision of housing, infrastructure needs, education demands and requirements, health and welfare and a vast array of other needs.

This is all the more urgent in Hong Kong because of the role immigration plays in the overall growth of population. Planning for future social needs is, therefore, a far more complex matter of assessing birth rates year-by-year and arranging for the provision of services accordingly over time. Because immigration involves accommodating a growth in the population involving people of varying ages with differing skill levels and therefore different demands, planning becomes far more difficult and, perhaps, more immediate.

Latest figures show Hong Kong's mid-year population was 6.77, million, up 0.7 per cent on a year ago, a little lower than the annual average growth of just under 1 per cent that has become the norm in recent years. Net immigration of 34,900 provided the bulk of the increase with natural increase (births minus deaths) 13,400 adding to the total increase of 48,300. The continued growth of the population by 50,000-to-60,000 a year, a lot of it due to the arrival of one-way permit holders from the Mainland, has different implications for our society depending on the make-up of the bulk of the increase accounted for by immigrants, especially those from Mainland China.



Christopher Cheng 鄭維志

Furthermore, a detailed review of population policy would not only give government and business a better idea of the pressures that are likely to emerge from this substantially inward migration of people, but those that might also emerge from continued emigration. As the above numbers indicate, this is still running at some 10,000-to-15,000 people a year. Fitting jobs to people and people to jobs – as well as being able to fill any skill gaps that might emerge by attracting future migrants with the right talents – first requires a good idea of the people and the skills that will be available in the future. A population review should aim to provide this demographic roadmap.


We do not advocate tampering with the "family reunion" immigration needs, but we need to be much more pro-active in attracting talent, particularly from the Mainland, to Hong Kong. Not only do the sectors need to expand

beyond IT and financial services to cover all sectors, but there needs to be a publicity campaign all through China to attract the best and the brightest – including investors and entrepreneurs – to come down here to contribute to the economy. Even the unions should see that when the economy grows, the less skilled will also benefit.

Hong Kong therefore needs to better understand its likely future population trends and population make-up if it is to be able to better plan for future employment – as well as all the other demands that come from an increasing population. Implications on social welfare should also be part of this study, including whether social services and welfare payment can be modified to be "portable," or social services be provided inside the Mainland for persons eligible for Hong Kong right-of-abode. Both actions can ease the pressure on domicile in Hong Kong.

Therefore, your Chamber strongly supports the proposed review of population policy.

B



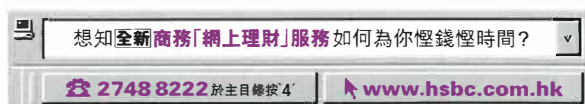
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全面檢討人口政策



港經濟正處低潮，但人口和勞工卻仍不斷遞增，導致失業情況日益嚴重。連帶而來的衝擊，包括社會福利開支增加；教育和醫護服務、城市規劃和各種服務的供應受壓，本港未來的人口結構也備受關注。

短期失業問題(現有近26萬人失業，佔勞動人口近8%)可以多種不同方法解決，總商會近日聯同本地其他五大商會發起的「一間公司一份工」計劃，正是其一。雖然這不是一項旨在「創造職位」的計劃，但至少可稍為紓緩應屆畢業生面對的就業困難。其他對策包括提供更完善的培訓和再培訓、改善職位配對、繼續抑制工資增長等。

然而，長遠來說，若要本港與日俱增的人口和勞工全部就業，我們必須加快經濟增長步伐、提高教育水平，更重要的是，確保人口的技术水平與未來市場提供的新職位融合。隨著人口老化和出生率持續下降，香港當前的急務是制定一套全面的人口政策，而非短期或「機械」化的入境政策。

因此，總商會歡迎政府成立人口政策專責小組的建議。該小組將負責評估特區的未來人口分佈，並更瞭解人口持續增長可能帶來的問題。我們認為此類檢討勢在必行，它不但有助企業和政府確定就業前景，更可藉此評估社會各項資源的廣泛需求，包括房屋供應、基建需要、教育需求、醫療福利等等。

由於移民對香港整體人口增長舉足輕重，故全面的人口政策檢討已迫在眉睫。面對當前環境，規劃未來社會需要已變成一項更加複雜的工作，單單評估每年的出生率及安排提供相應服務已不能滿足實際需求。移民帶動人口增長，惟來港人士年齡不一，技術水平各異，需求亦各有不同，因此規劃變得更加困難，甚至刻不容緩。

最新人口統計數字顯示，截至今年上半年香港人口為677萬，與去年比較增長0.7%，略低於近年每年約1%的平均增長率。增長主要來自為數34,900名移民，加上自然增長(出生人數減死亡人數)13,400人，令人口合共增加48,300人。持單程證的內地人士來港，是每年人口持續增加五至六萬的主因，但這對社會的影響不能一概而論，須視乎移民的結構而定，尤其是中國內地移民。

再者，政府深入檢討人口政策，不但能讓官商兩界更加瞭解大量移民湧入對本港構成的壓力，還可更準確預計港人移民海外可能造成的影響。統計數字亦顯示，目前每年仍約有10,000至15,000名港人移民外地。要做到「人」與「工」相配，並吸引合適人才來港，以填補技術人才的不足，我們實應先評估未來人力的技術的供應。人口政策檢討正能為此勾劃藍圖。

我們不主張削減移民來港「家庭團聚」的需要，但我們必須更積極引進人才，尤其是內地人才。我們需將輸入專才的行業界別擴大至各行各業，不再局限於資訊科技和金融服務業，還要在全中國宣傳，以吸引最優秀的人才包括投資者和企業家來港，為本港經濟貢獻力量。事實上，工會亦應明白，當經濟蓬勃發展，技術水平較低的人士同樣可以得益。

香港若要更好地規劃未來就業前景，和人口增長所產生的其他種種需求，就必須加深對未來人口趨勢和人口結構的認識。此外，人口變化對社會福利的影響亦應納入研究範圍，包括能否將社會服務和福利轉移為「可攜」模式，或在內地向有居港權人士提供社會服務。這些措施有助減輕香港的住屋負擔。本會全力支持政府建議檢討人口政策。 **B**

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Finding ways to address Hong Kong's current challenges

The Hon James Tien, the Chamber's Legco Rep, shares his views on how Hong Kong can best tackle pressing issues affecting the economy

A recent survey to gauge consumer confidence shows that Hong Kong consumers' outlook for the second half of this year is the lowest among the 13 countries and regions/areas in the Asia-Pacific region surveyed. The results, while highlighting the public's pessimism towards Hong Kong's economic outlook, also reflect the need for the territory to overcome a number of challenges.

In the short term, these include adverse economic conditions, continuing deflation and rising unemployment. And in the long run, it is necessary to enhance the quality of Hong Kong's population to help the territory thrive in the knowledge economy. Given that 50 per cent of Hong Kong residents only received up to form-three secondary education, the outlook does not look too rosy.

Faced with these challenges, various sectors in Hong Kong have proposed possible solutions. Discussions about Hong Kong's population policy and the "One Company One Job Campaign" have aroused widespread interest in the community.

Recently, Chief Secretary for Administration Donald Tsang met Legislative Councillors to listen to their opinions about the population policy in a bid to work out a proposal for submission to the Central Government by the end of this year.

ADMISSION OF PROFESSIONALS AND INVESTORS

In fact, as early as June this year, the Legislative Council unanimously passed a motion that I had previously raised, which urged the government to formulate a population policy as soon as possible. I put forward three proposals, including discussing with the Central Government ways to re-examine the quota and approval procedure of one-way permit holders, attracting investors – including those from the Mainland – to invest and settle in Hong Kong, and recruiting professionals across the board.

I reiterated the above points when I met with Mr Tsang. Under the existing one-way permit scheme, 60 out of the daily quota of 150 are allocated to Mainlanders seeking right of abode in Hong Kong for family reunions. I think this quota should be maintained. For the remaining quota of 90, I believe the SAR administration should discuss with the Central Government how the assessment criteria of the Mainland's "point scale system" can allow Hong Kong to have more say on who is allowed to settle in the territory. I am sure Hong Kong can attract more Mainlanders who would be able to make a living on their own and make a direct contribution to Hong Kong.

I also proposed setting up another point scale system to allow 50 Mainland and overseas professionals and investors to settle in Hong Kong per day. In the past, Hong Kong did not do enough to attract

Mainland investors. For example, the proposed investors' immigration scheme has yet to be finalised and only 420 Mainlanders have been granted permits to work here under the schemes on admission of Mainland professionals and talent which respectively started two years ago. Such lukewarm interest must be due to the sector-specific restrictions of the schemes and the rule that Mainlanders are not allowed to come with their families.

As I have reiterated many times, when the whole world is jockeying for talent and funds, Hong Kong should abandon its "goal keeping" attitude. Fears that people from overseas might take locals' jobs are unjustified. Instead, the administration should be organising promotional drives and relaxing restrictions to attract talent and foreign capital to Hong Kong. I believe such efforts would drive the local economy forward and in doing so create employment opportunities.

COMMITMENT TO SOCIETY

On job creation, I must mention the "One Company One Job Campaign," spearheaded by the Chamber and five other local business associations in late July. The goal of the campaign is to call on member companies to provide at least one 12-month trainee position to fresh university or college graduates paying a salary of no less than HK\$6,000 a month. The campaign aims to help these graduates gain valuable work experience and at the same time ease the current unemployment problem.

However, rather than commending the business sector's support of the community, some labour unions have criticised the campaign because they say it gives employers an opportunity to "suppress wages" by hiring university graduates as low-paid workers.

I have refuted such criticisms earlier. The campaign targets not only university graduates, but also associate degree and higher diploma holders. The HK\$6,000 monthly salary is just a minimum salary – actual wages will be determined based on individual candidates' abilities and demand and supply in the job market. Obviously, there is no grounds for saying the campaign aims to "suppress wages."

More importantly, many of these trainee vacancies are additional positions in companies, which does put some burden on participating companies, particularly SMEs. If a higher minimum salary were to be set, it would just discourage companies from participating in the campaign. And this would defeat the whole objective of the campaign, which is to provide young people with valuable, hands-on work experience.

If you have any comments or proposals on my views, please send them to me directly at, Legislative Council Building, 8 Jackson Road, Central, Hong Kong. Or email me at tpc@jamestien.com. Tel. 2500 1013, Fax 2368 5292. B

共謀對策 面對挑戰

總商會立法會代表田北俊議員發表他對香港應如何解決迫切經濟問題的意見

據

最近一項調查，港人對下半年的消費信心是13個亞太地區中最低的，顯示市民對香港的經濟前景不感樂觀。誠然，這個調查結果距離事實不遠，因為本港經濟不論在短、中或長期，都要面對很大挑戰。

短期而言，多個數據均顯示經濟情況不妙，除了通縮已由五月的-3.1%惡化至六月的-3.3%之外，失業率亦已升至7.8%。中、長期方面，香港要面對知識型經濟的發展，有提高人口素質的需要。目前有50%的人口屬中三或以下教育程度，故情況並不理想。

在這個背景下，社會各界都正謀求對策，而有關人口政策和「一間公司一份工」計劃的討論，可算是近來較受關注的。

最近，政務司司長曾蔭權便分別約見立法會議員，就人口政策聽取意見，以期於今年年底前擬定方案向中央提交。

須全面引入專才和投資者

其實，早於今年六月，立法會已一致通過我的動議，促請政府盡快制訂人口政策。我當時主要提出三方面建議，包括與中央商討重新檢討單程證的配額和審批、吸引世界各地包括內地的投資者來港投資定居，以及全面引入專才。

故此，當我與曾司長會面的時候，也重申了以上各點。關於單程證的安排，我認為目前每日150個名額中，60個屬居權證人士，是照顧到家庭團聚並符合基本法規定，應予以保留。至於其餘90個名額，特區政府則應與中央商討，重訂內地「打分制」的準則及加強香港的參與，藉此讓更多具獨立能力或可以為香港帶來直接貢獻的人士來港。

此外，在單程證名額以外，我建議另設一計分制度，以每日50個名額吸納內地和海外的專才和投資者來港定居。特別在吸引內地

人士方面，香港過往顯然做得不夠，不但投資定居計劃落實無期，而且輸入內地專才和優才的計劃，運作兩年亦只有420人獲批，反應冷淡實與該等計劃的行業限制、不准帶同家人來港等規定有關。

正如我多番指出，正當全世界都正積極吸納人才和外資的時候，香港應改變向來的「守龍門」心態，即只被動地接收申請並嚴格審批，恐怕別人來搶飯碗。政府應採取主動，積極宣傳，放寬過苛的規限，以吸引人才和資金到來。這樣才能增強經濟動力，創造就業機會。

對社會承擔的一點心意

談到創造就業機會，就不得不提由六大商會（包括香港總商會在內）倡議的「一間公司一份工」計劃。該計劃是號召各商會會員增設至少一個見習職位，以至少6,000港元月薪聘請本地應屆大學、大專及預科生實習一年，讓他們累積工作經驗之餘，也可舒緩失業問題。

這個計劃可說是工商界對社會承擔的一點心意。對於有工會人士指計劃會讓僱主乘機「聯手壓價」，以低薪聘用大學生當廉價勞工，我早前已公開反駁。

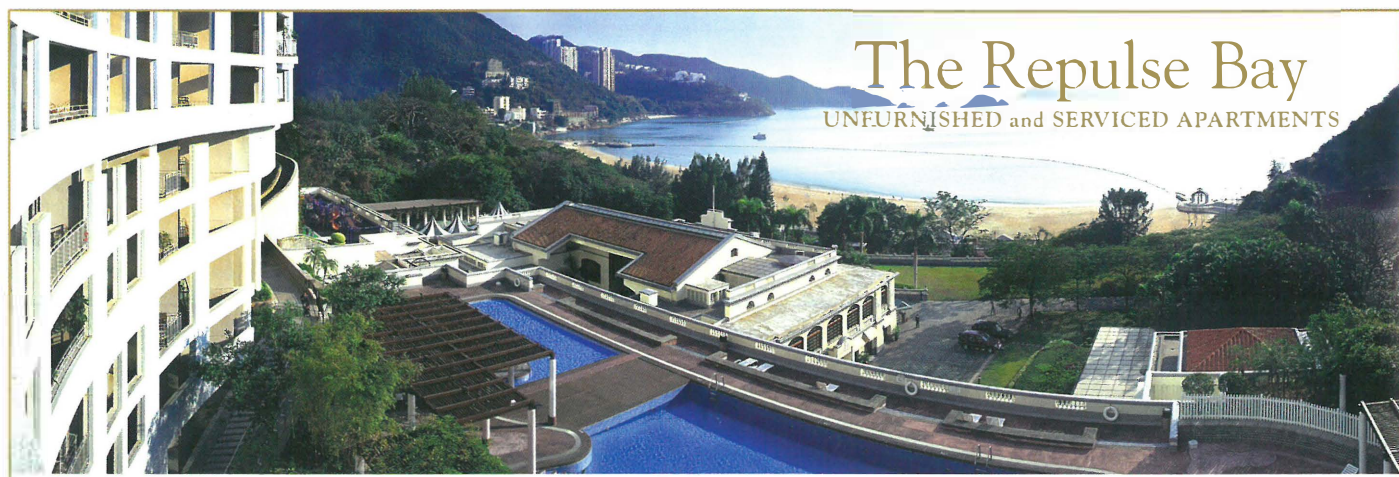
其實，計劃的對象不單是大學生，還包括具副學士、高級文憑及中七等不同程度的人士，6,000港元月薪只是下限，實際薪酬必會按照應徵者的能力和市場供求而定，根本沒有所謂「聯手壓價」。

更重要的是，這些見習空缺大多是額外開設的職位，對很多公司特別是中小企來說，已經是加重了負擔。若薪金下限訂得過高，只會令更多公司卻步，損害一眾年輕人的實習機會。

如您對本人的意見有任何評論或建議，歡迎直接向我反映。通訊地址：中環皇后大道中8號立法會大樓；電郵：tpc@jamestien.com；電話：2500 1013；傳真：2368 5292。




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 PENINSULA PROPERTIES

Chamber initiates 'One Company One Job Campaign'

A few weeks ago, your Chamber, along with five other major business associations, began the "One Company One Job Campaign." The goal of the programme is to call on our member companies to each hire at least one new college graduate/higher diploma holder. The motivation for doing so is because the unemployment rate is alarmingly high now in Hong Kong, which presents great difficulties for new graduates to find their "first job." The programme, which is being coordinated by the Labor Department, is designed to provide these graduates with 12 months' experience on a salary paying at least HK\$6,000 a month. Hopefully, the economy will recover next year and armed with new skills these graduates of 2002 will be able to find a permanent job in 2003.

No one is naive enough to think that this campaign will solve Hong Kong's unemployment problem. That will only happen when the restructuring of Hong Kong's economy is complete and when the economy, in general, recovers. Neither will the campaign solve the unemployment problem of unskilled, middle-age workers. That can be addressed only through re-training and through a better economic environment. But the campaign will help boost Hong Kong's confidence, and give a chance to the young men and women who were unfortunate enough to graduate this summer, at a time when unemployment is at a record high.



Dr Eden Woon 翁以登博士

So far, the response from Chamber members has been overwhelming, especially among the many SMEs who have expressed their interest in participating in the campaign. By August 22, 217 companies had offered 744 vacancies for this program. Even many non-members have called us with vacancies. This has been very heart-warming. Obviously, this is not a "charity" campaign, but it is moving to see so many companies realize the dire straits that many graduates find themselves in. By supporting this programme, companies are not only making a valuable contribution to Hong Kong, but also getting a chance to groom their own future employees. Criticisms that this campaign suppresses wages or that companies will use it to get rid their current workers who are higher-paid than the new graduates are sensational and groundless. Many of the companies that are offering vacancies are paying more than HK\$6,000 dollars a month, and since there is no subsidy or "benefits" for companies from this programme whatsoever, no company needs to "use" this campaign to restructure its workforce.

If your company is able contribute to this campaign, please contact us to offer a vacancy in your company. (Contact: Karen Fung at karen@chamber.org.hk or at 2823 1240.) Or you can use the form inserted into this issue of The Bulletin (a soft copy of which can be downloaded from the Chamber's Web site, www.chamber.org.hk.) Together, we can give just a little bit of assistance to Hong Kong's young graduates.

發起「一間公司一份工」計劃

數星期前，總商會聯同本地其他五間大型商會發起「一間公司一份工」計劃，號召各會員公司聘用至少一名大專或高級文憑應屆畢業生。目前本港失業率高企，應屆畢業生在尋找「第一份工」時面對重重困難。這項計劃旨在讓他們累積12個月的工作經驗，從中學習新技能，月薪由6,000港元起，期望本港經濟於明年好轉，他們便可找到工作。計劃正由勞工處統籌。

誠然，單靠這項計劃並不能解決本港的失業問題。惟本港經濟完成轉型及全面復甦，這個問題方可迎刃而解。此計劃也無法解決非技術中年勞工的就業問題，因為再培訓和經濟環境好轉才是關鍵所在。不過，計劃將可增強港人信心，並可在當今失業率屢創新高之際，給應屆畢業生帶來就業機會。

計劃推出以來，本會會員反應熱烈，不少中小企會員亦紛紛響應。截至8月22日，已有217間公司安排了744個職位空缺；許

多非會員也聯絡本會，表示支持，這實在令人振奮。雖然此計劃非屬「慈善」性質，卻能得到眾多公司襄助，幫助應屆畢業生過度時艱，本會甚覺難能可貴。透過支持這項計劃，公司不但能對香港作出寶貴貢獻，還可為未來培訓員工做好準備。有言論指斥這項計劃意圖壓抑工資，公司亦或許會藉此裁退薪酬較高的現有員工。然而，這些批評絕對是言過其實及毫無根據的。事實上，很多參與計劃的公司均把月薪訂於6,000港元以上，它們亦不會獲得任何津貼或「好處」。所以，它們根本毋須「利用」計劃重組人手。

貴公司若願意為計劃出一分力，請聯絡本會，提供空缺詳情(聯絡人：馮嘉寶，電郵：karen@chamber.org.hk；電話：2823 1240)，或填妥今期《工商月刊》隨附表格式(亦可於本會網站www.chamber.org.hk下載)後交回本會。本會盼望您們踴躍支持，攜手為本港年青一代締造就業前景。



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What's in a name?



品牌顯威力

Branding offers companies the chance to differentiate themselves from the crowd and move up the value chain, yet many Hong Kong firms continue to resist the idea, writes **SIMON NGAN**

Despite the fact that owning a brand often means commanding greater customer loyalty and premium pricing, few companies in Hong Kong have embraced branding as a key strategic business tool.

Worries about intellectual property violations, becoming overly dependent on a brand and the high cost of advertising are among the main reason why companies shy away from branding.

However, a 1997 report entitled "Made by Hong Kong" points out that manufacturers dependent on OEM business "capture relatively little of the final price of the goods, remain at the beck and call of the buyer, and face competition from other OEM companies who threaten to take the business away."

The problem with the OEM business is that a lot of companies can manufacture the same goods, so the deciding factor over which company wins the contract is usually price, says Debora Chatwin, managing director for Enterprise IG.

"Hong Kong companies looking to hang on to their competitive advantage should find ways to differentiate themselves by continuously innovating, leveraging on knowledge and creating a strong brand name," she said.

A typical Hong Kong company selling generic products could achieve this by making a "name" for itself and then turn this into a strong, legally protected trademark.

"The essence of branding is in delivering something unique – it has a unique promise – to the customer. When you don't have a unique proposition, anybody can compete with you. Anyone can say I have a similar product but I can do it a little cheaper. For Hong Kong which is not the cheapest place to manufacture, companies have to think of finding ways to compete other than price because in the long run they will lose," says Wander Meijer, managing director for Taylor Nelson Sofres.

But this is easier said than done. In the Reader's Digest 2002 SuperBrands Survey,

out of the 68 brands from six Asian markets that consumers voted for, only three Hong Kong brands made the list. The main reason, explains Mr Meijer, is that it takes a long time for brands to gain acceptance.

"If you look at the truly global brands, most of these originate from the U.S. There are a number of brands from Europe, some from Japan but just a few coming from Hong Kong or other Asian countries. The reason for this is that you can only build a strong brand when you have a marketing strategy. In marketing you make your products different from other people's products. You put a label on it. You get a distinctive position. In America they started (with marketing) earlier than in Asia and that's why they have an advantage over the rest of the world," he said.

Another determinant is the long-term commitment needed to build a successful brand. That is why any branding initiative "begins with an enlightened CEO or MD who has a goal and vision in terms of deciding what his/her brand stands for and how it is positioned in the market," says Ms Chatwin.

"Although it is becoming more difficult to compete with existing brands, for Hong Kong brands it is only a matter of time because in future they will be there," says Meijer.

Of course there is always the matter of money. "If you have no money you can't do branding," says Dickson Ho, TDC assistant chief economist.

Because brand potency is rooted in association, product promotion must put the brand in consumers' minds and touch

upon things that consumers like or admire.

Such conditioning costs a lot of money, particularly for advertising. This is especially the case in the communication of brand values, which although may offer

China Paint Manufacturing Co 中華製漆

“The reach of Hong Kong broadcast commercials means that our products are also exposed to consumers in Guangdong. As a result, people are likely to opt for our range of branded products because they are perceived to be well established in Hong Kong.

— Hester Tang, China Paint Manufacturing Co (1946)

香港的電視和電台廣告威力驚人，連廣東省消費者也能藉此認識我們的產品。我們的一系列品牌商品在香港家傳戶曉，是大多數消費者的首選。

— 中華製漆(一九四六) 鄧惠芬

Mutual Prosper Company 群興公司

“Our brand refers to high pressure decorative laminates for interior decoration purposes and semi-finished products of tops and doors. We treat our decorative laminates as “fashion”.... “German Tops” is well-known and accepted in the market as a high quality and design-oriented product.

— Peter Young, Mutual Prosper Company

我們的品牌商品是室內裝飾用的高壓防火膠板，亦可裝設於櫥櫃、門等半製成品。我們講究「潮流」……「德國板」以質優、設計創新，廣為市場接受，深入人心。

— 群興 楊樹銘

one basic promise have to be localised to suit local cultures.

In addition, companies also have to conduct frequent market research to track

品牌建立能助企業突圍而出，不斷增值，但不少港商仍拒採用這種營銷手法 顏偉業



司擁有品牌，一般來說多能加強和保持對客戶的吸引力，亦可增添商品或服務在訂價上的優勢，可是，以品牌建立作

為主要營銷策略的港商，至今仍是區區之數。

它們不見熱衷建立品牌，也許是擔心知識產權會被侵犯、變得過於依賴品牌，或廣告費用高昂。

1997年發表的《香港製造》研究報告指出，專門從事原配件生產的製造商「不僅未能干涉產品的售價，還要順從買家的意見，並面對同類廠商搶奪生意的威脅。」

Enterprise IG董事總經理威韻詩稱，大部分原配件製造商的产品均類同，所以致勝之道往往在於訂價的高低。

她說：「港商如要保持競爭力，實須力求創新、善用專業知識及推展強大的品牌攻勢。」

銷售非專利產品的港商可自設品牌，繼而加以推廣及將之註冊成為商標，既受法律保障，也能壯大公司聲勢。

模範市場研究社董事總經理麥宏達說：「品牌策略的成功關鍵，在於能否創造獨特的事物，給予顧客獨特的保證。不能別樹一幟，就要面臨競爭。在相類的產品中，價錢稍平的自然能夠取勝。香港的生產成本不輕，企業須在價格之外另謀競爭計

策，否則長遠來說會輸給對手。」

不過，實際推行起來並不容易。《讀者文摘》於2002年進行「超級品牌」調查，受訪者在六個亞洲市場中選出68個品牌，只有三個香港品牌榜上有名。麥氏解釋，品牌須假以時日，才可為市場接納。

他說：「環顧今天世界馳名的品牌，大多源自美國，有些來自歐洲和日本，但始自香港或其他亞洲國家的甚少。這緣於要有市場推廣策略配合，方可建立有力的品牌。利用市場推廣賦予產品不凡的形象，再結合品牌，就能造就特別的市場定位。市場推廣在美國的歷史相對亞洲久遠，故能稱冠全球。」

威韻詩表示，公司有否長遠的承擔，全力建構成功的品牌，亦為決勝要素之一。大多品牌策略的推出，均「標榜一名高瞻遠矚的行政總裁或常務董事，銳意建立品牌及在市場佔據位置的決心。」

麥氏說：「與市場上現存品牌競爭固然日益困難，但對香港品牌來說，這只是時間問題，假以時日必有所成。」

香港貿易發展局助理首席經濟師何達權稱：「不過，這也關涉成本的問題。沒有足夠的資金，要建立品牌，實在談何容易？」

品牌的威力根源於能令消費者產生聯想，故商品的宣傳須著重把品牌植入客戶的腦海之中，並能觸動他們的喜好或欣羨情緒。

這項工作所費不菲，廣告方面尤需大量資本。即使在推廣品牌的價值時，每每只是把一個給予客戶的基本承諾本地化，以配合不同地區的文化，但亦需要頗大筆的金錢。

另外，企業亦需不時進行市場研究，以評估品牌推廣的成效。由此可知，市場推廣和宣傳著實需斥資不少，企業為此多

Eu Yan Sang (HK) 香港余仁生

“Our brandname is synonymous with quality and our two main products, Bak Foong Pill and Bo Ying Compound, have long established a reputation among Chinese communities overseas.

— Wong Suet Ying, Eu Yan Sang (HK)

我們的品牌就是質素保證。在海外華人心目中，白鳳丸和保嬰丹這兩大產品早已享負盛譽。

— 香港余仁生 黃雪英

Four Seas Mercantile Holdings 四海集團

“To promote Maid brand's profile, our strategies employed include positioning the product image for their higher quality at a premium price... (and) using TV commercials in Hong Kong to reach consumers in China to increase brand awareness. This reinforces Chinese consumers' confidence in the quality of our brand by appealing to their belief that foreign products are superior.

— Ellis Man, Four Seas Mercantile Holdings

為提高「金妹」牌產品的知名度，我們採用了多項策略，包括建立品牌的形象，即消費者能以稍高價錢獲享更佳質素……並借助香港的電視廣告爭取國內消費者支持。我們針對華人消費者「外國產品往往勝人一籌」的心態，增強他們對本公司品牌的信心。

— 四海集團 文永祥

how well their brands are doing. As a result, the requisite for large budgets in marketing and advertising serves as a high barrier of entry to ward off competitors.

This does not mean that smaller companies with limited budgets are completely out of the branding picture. As Mr Meijer points out, “It is also important how and where you spend your money.”

Companies have a wide array of media channels – from the Internet to conventional print advertisements – to choose from. Nevertheless, the reality is that small

businesses have little money to spare and will have little choice but to specialise.

“Even if you are a small or mid-sized company you can still build a brand but this will be for a niche market and this will have to be small. There are companies we have never heard of but in very specific markets they may be very well known,” says Mr Meijer.

In many cases, well-known Hong Kong products sold overseas have a narrow consumer base confined largely to the local Chinese or Asian community.

“Such a strategy may serve as a useful starting point and may even be successful but this is by definition quite limiting because you restrict yourself to only a certain ethnic group,” says Mr Meijer.

There is also the risk that this ethnicity element fritters away as your initial target group blends into the culture of the country in which they live.”

That is why the TDC is focussing its promotional efforts over the next two to three years on China where such products as garments and shoes with a Made-in-

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Hongkong label enjoy strong market acceptance.

“Such an approach takes full advantage of the geographical and cultural proximity that we enjoy with China,” says Mr Ho. However, he warns Hong Kong

they have no problem receiving TV signals from Hong Kong.”

This also makes selling to China on a branded basis less costly unlike other markets where vast sums are needed. To promote Hong Kong brands and designs overseas, the TDC regularly organises exhibitions and tradeshow and also engages in market-specific publicity campaigns.

But what of the idea of developing an overall brand identity for Hong Kong which financially strapped non-branded companies can then harness as their own brand of sorts?

There are inherent risks to this approach says Mr Meijer. “Let’s say you give this Hong Kong label to all eligible products. You are a watch manufacturer who is doing very well. There is a major scandal in the garment industry, which also has the Made by Hong Kong mark. Your brand will also be affected as will your positioning and your product. So this is a very dangerous positioning. When you want to do successful branding you can only do so when you control your own brand. So I would say you can use the overall Hong Kong brand as a kind of quality guarantee because Hong Kong enjoys a good image (in

the quality of the products it makes). Made in Hong Kong is therefore a quality stamp but this cannot be applied to a whole range of products because every product has a different market positioning. As well, companies would still have to add something to their products to distinguish themselves.

“Although everyone gains from common branding no one is able to set themselves apart,” says Mr Meijer, which goes back to the fundamental benefit of branding.

未能借助品牌方略，參與市場競爭。

然而，財力有限的較小型公司並非全然不能利用品牌。麥氏指出：「問題癥結在於資金是否用得其所。」

現有的傳播渠道種類繁多，由互聯網至傳統的印刷廣告皆備，企業可從中挑選。不過，現實情況是小型企業資金有限，只好把資源集中，選用某種途徑。

麥氏說：「儘管是中小型公司，仍可建立自己的品牌，但必須針對小規模的專門產品市場。有些公司只聞名於某些專門市場，普羅大眾卻對之感到陌生。」

例如，一些在香港街知巷聞的商品遠銷海外，但銷售對象仍限於以當地華人或亞洲人為主。

麥氏稱：「如此策略只可作為起步點，雖有望成功，但效能始終不彰。企業不應將銷售網局限於某種族人士。」

「銷售對象如有所規限，風險會隨之而來，當原先的對象群融入所在地的生活文化，種族元素的成效便會逐漸減褪。」

貿發局正部署於未來兩至三年，在中國大力宣傳廣為內地市場接受的港產商品，包括成衣和鞋履。

何氏說：「冀能充分借助香港與中國密切的地緣和文化關係。」但他強調，港商切忌輕率試圖在內地建立品牌。

「公司未有本身的品牌，便妄圖打入中國市場，必會障礙重重。相反，企業應先在港設立品牌，然後探索在內地的商機。原因是內地衡量品牌成功與否的準則，是品牌在原創地的成績。廣東省內消費者能隨時收看香港電視，這一點尤須注意。」

但由此亦帶出另一真相，在內地推售品牌商品所需成本較其他市場為少。貿發局向海外宣傳香港品牌和設計，須定期舉辦貿易展銷會，同時針對個別市場進行推廣。

為所有港商發展一個綜合品牌標籤，對一些因財力有限而未能建立品牌的公司，無疑有利，但亦有弊端。

恰如麥氏所言，這個取向亦隱含風險。「所有港製產品皆加上『香港製造』的標誌，如果你是一個業績超卓的製錶商，會有可能因製衣業的一些不利消息而有損聲譽，你的品牌、定位和產品均會受到影響。品牌能否成功建立，端視企業對品牌的控制。香港產品以質量稱著，我建議港商利用『香港製造』標誌，作為質量的保證。不過，仍不可以偏概全，每項產品均須擁有獨特的市場定位，企業應別出心裁，令產品脫穎而出。」

麥氏總結道：「統一品牌雖能惠及所有港商，但卻無助於突顯商品的特色。」

Garden Company 嘉頓公司

“Customers overseas tend to prefer products that are made in Hong Kong and these are typically 20 per cent higher in price than those made in China. To cater to this demand, about 90 per cent of our products that are destined for export are manufactured at our Hong Kong plant.

— Chris Ho, Garden Company

港製產品往往較受海外客戶歡迎，而本地產品一般較在中國製造的貴兩成。為迎合這種需求，我們約九成出口產品都是在香港廠房生產。

— 嘉頓 何永佳

Tung Fong Hung Foods 東方紅食品

“We differentiate ourselves by consistently offering high-quality service and products throughout our sales outlets. This means that whether you shop at a store in Canada, China or Hong Kong you can expect the same level of attention and care be it pre- or after-sales service.

— Nelson Wong, Tung Fong Hung Foods

東方紅的取勝之道，在於透過旗下門市不斷提供卓越的產品和服務。換句話說，不論您惠顧加拿大、中國或香港的分店，均可享有殷勤周到的售前和售後服務。

— 東方紅食品 黃堅成

companies against attempting to build brands in China from scratch.

“Obviously, if a company wishing to enter the Chinese market has no brand of its own to speak of in the first place it will find the going more difficult. What it should do is develop a brand here in Hong Kong before exploring opportunities in China. This is because often brand appeal in China is dictated by how successful it is in its home market. This is especially true for consumers in Guangdong where

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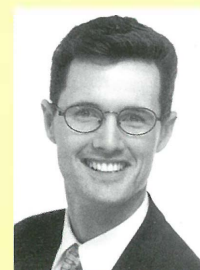
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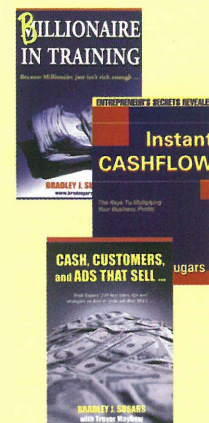
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SAR's merchandise trade turning the corner?

Hong Kong's July trade figures showed a big improvement in export growth of 9.8 per cent, but this better performance will need to continue if the second half of the year is to make up for a weak opening six months, writes IAN PERKIN

Hong Kong's merchandise exports will have to outperform in the face of weakening demand in the second half of this year if overall external trade for the full 12 months is to do much better than last year's overall performance.

The continued significant decline in orders-on-hand held by domestic manufacturers does not bode well for domestic exports in the second six months after slumping dramatically in the opening half of the year.

Moreover, as far as re-exports are concerned, while there was some improvement over the opening six months of the current year, Hong Kong has not gained as much as might have been expected from the improvement in Mainland trade.

As the first half of the year closed, there were some efforts from official sources to paint a relatively positive picture of the external trade performance to date, but to do so, they really had to press the point.

For example, in a bid to put the best possible spin on the SAR's external trade performance in the opening six months, an unnamed government spokesman noted that exports had risen in June, after easing off in May.

What the spokesman failed to mention was that the 8 per cent rise in exports in June to \$124.9 billion came off an extraordinarily weak June figure last year. Virtually all of the annual increase was, in fact, due to the bad figure a year ago.

Last year, Hong Kong had May exports of \$128.2 billion. These slumped to \$115.6 billion in June and then rebounded to \$133.4

billion in July. It can be seen, therefore, that June was an oddly weak month for external trade.

This year, however, the SAR's export performance has been far steadier, with \$124 billion worth of goods exported in March, \$123.1 billion in April, \$125.9 billion in May and, then, \$124.9 billion in June.

Furthermore, exports will have to pick up substantially in the final six months of the year if the SAR is to do better than last year because overall exports in the second half of 2001 averaged \$128.5 billion a month, with four months over \$133 billion.

Looked at over the whole opening six months of the current year, the SAR's export performance was not all that encouraging, with total exports down 1.6 per cent for the six months to \$699.2 billion from \$710.8 billion.

Re-exports were actually up 0.2 per cent to \$638.0 billion from \$636.5 billion, but domestic exports slumped 17.7 per cent to a mere \$61.2 billion from \$74.4 billion, accounting for only 8.8 per cent of the total – down from 10.5 per cent in 2001.

Merchandise imports were also lower by 4.2 per cent for the half year at \$736.6 billion from \$769.0 billion in 2001, producing a deficit in the trade in goods of \$37.3 billion, down from \$58.2 billion the opening half of last year.

If there was any light at the end of the tunnel it was that exports did better in the second quarter than they did in the first, with total exports up 5.3 per cent and imports up 0.4 per cent.

But, again, this was partially due to the average lower base of comparison in 2001.

While the continued decline in domes-

tic exports, both overall and as a share of total exports, was to be expected, the relatively weak state of re-export trade in the first six months of the year was disappointing given China's fairly robust performance.

In years gone by, the increase in Mainland trade would have translated almost automatically into Hong Kong re-exports, but with greater port capacity on the Mainland and increased transshipment trade this is no longer the case.

Thus while the Mainland's total exports increased 14.1 per cent to US\$142.1 billion in the opening six months of the year, Hong Kong's total re-export trade (from all sources) increased only 0.2 per cent to the equivalent of US\$81.8 billion.

Furthermore, Guangdong's total exports increased 20.9 per cent to US\$52.18 billion in the first half of the year, but Hong Kong appeared to gain little from this substantial increase.

For the first half of 2002, Hong Kong recorded increases in the value of re-exports of goods to the Republic of Korea (up 14.1 per cent), Singapore (7.2 per cent higher), the Mainland (up 7.1 per cent) and Canada (up 2.7 per cent).

However, decreases were registered in the value of re-exports of goods to Japan (down 11.3 per cent), Germany (off 11.2 per cent), Taiwan (down 7.7 per cent), the U.K. (off 6.2 per cent), the US (off 4.4 per cent) and Holland (down 0.7 per cent). **B**

Ian K Perkin is the Chief Economist of the Chamber. He can be reached at perkin@chamber.org.hk





特區商品貿易 擺脫低迷？

七月份本港貿易數字顯示出口揚升9.8%，但可觀增長必須持續，才有望扭轉上半年出口的弱勢 冼柏堅

儘管外國對本港商品的需求持續疲弱，但本港若要爭取今年整體外貿表現優於去年，下半年的出口必須取得更佳成績。

不過，今年上半年本港出口急劇下跌，本港製造商的手頭訂單持續銳減，預期下半年本地出口前景有欠樂觀。

再者，雖然轉口在今年首六個月有所增加，香港藉內地貿易增長所得的益處卻較預期遜色。

官方曾發表言論，試圖較正面地評論年初至今的外貿表現。為達此目的，這些言論必須避重就輕。

例如，政府發言人指出，出口雖於五月放緩，卻已於六月回升，試圖利用這番話為特區外貿塑造較美好的前景。

不過，該發言人並無提及本年六月出口錄得8%升幅(增至1,249億港元)，其實是由於去年六月出口異常疲弱所致。

去年五月，香港出口貨值為1,282億港元，六月跌至1,156億港元，繼於七月回升至1,334億港元。由此看來，六月份的外貿表現格外疲弱。

特區今年的出口表現則穩定得多，三月份的出口商品貨值為1,240億港元，四月及五月分別為1,231億港元及1,259億港元，六月則為1,249億港元。

此外，由於2001年下半年的每月平均整體出口貨值為1,285億港元，其中四個月更超過1,330億港元，故特區若要取得較去年更佳表現，餘下六個月的出口必須大幅增加。

回顧今年頭六個月，特區的出口表現不算理想，期內出口總額由7,108億港元下跌至6,992億港元，跌幅為1.6%。

轉口實際上升0.2%，由6,365億港元增

至6,380億港元，但本地出口則大跌17.7%，由744億港元銳減至只有612億港元，僅佔出口總額8.8%，2001年則佔10.5%。

商品進口亦自2001年上半年的7,690億港元下降至今年同期7,366億港元，跌幅為4.2%。商品貿易逆差收窄，由去年上半年的582億港元減至373億港元。

令人稍感安慰的是，第二季的出口表現勝過第一季，出口及進口總額分別上升5.3%及0.4%。然而，這同樣是源於2001年的比較基數平均較低。

無論就整體及佔出口總額的比重而言，本地出口持續下跌已是意料之內。惟令人失望的是，儘管中國經濟表現相當強勁，本港今年首六個月的轉口貿易卻甚為疲弱。

近年，內地貿易愈益蓬勃，本已令香港轉口直接受惠，但隨著內地港口吞吐量擴大及轉口貿易增加，情況已起了變化。

因此，雖然今年首六個月的內地出口總額遞升14.1%至1,421億美元，香港的轉口貿易總額(來自所有渠道)僅微增0.2%至818億美元。

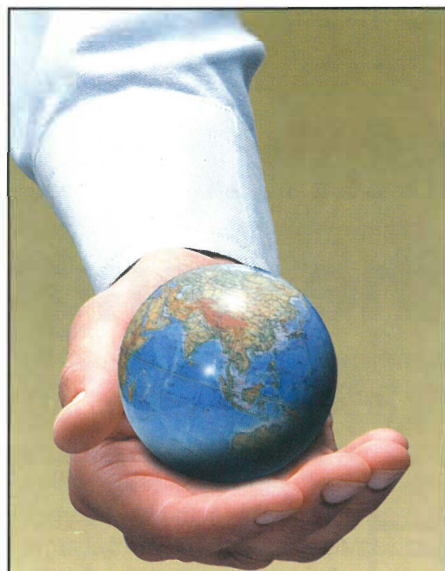
今年上半年的廣東省出口總額亦銳升20.9%至521.8億美元，惟香港看來無甚得益。

2002年上半年，本港輸往以下目的地的商品轉口貨值錄得升幅：韓國(14.1%)、新加坡(7.2%)、內地(7.1%)和加拿大(2.7%)。

可是，輸往以下目的地的商品轉口貨值錄得跌幅：日本(11.3%)、德國(11.2%)、台灣(7.7%)、英國(6.2%)、美國(4.4%)和荷蘭(0.7%)。

B

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Mainland Franchising – the Hong Kong role

By NEAL STENDER, ZHAO YONG & MIAO JIANWEN

Hong Kong companies are well positioned to benefit from a surge of Mainland franchising likely to result from a series of Mainland legal reforms. Recent changes affecting trademarks and technology imports will soon be followed by the Mainland's first comprehensive regulations on franchising. Even so, foreign franchisers in the Mainland market will continue to encounter certain difficulties.

Master franchisee opportunities for Hong Kong companies will be increased the most by the changes, but opportunities will also increase for Hong Kong companies to franchise their own systems on the Mainland and to establish Mainland subsidiaries to act as franchisees.

A foreign company planning to franchise to Mainland foreign-invested enterprises ("FIEs") will find that Hong Kong companies are useful investors in such FIEs, not only because of their experience bridging languages and cultures but also because Hong Kong law facilitates contribution of intangible assets to FIE registered capital.

A foreign company beginning to franchise directly to domestically-owned

Mainland franchisees must put brand names and proprietary information at relatively high risk during a relatively long start-up stage. A Hong Kong company, whether or not it acts a master franchisee for the Mainland, can arrange a fast and low-risk trial run in Hong Kong, after which a move into the Mainland entails less risk, a shorter start-up stage, and a higher likelihood of success.

MAINLAND LEGAL REFORMS

Mainland legal changes are removing many of the restrictions and uncertainty that previously constrained the structure and growth of Mainland franchising.

The PRC Trademark Law amendments that took effect on December 1, 2001, encourage franchising by means of (a) certain rights for prior users of unregistered trademarks (softening the previously strict "first-to-file" principle); (b) a prohibition against registration applications by representatives without authorisation from their principals; (c) registrability of three-dimensional objects; (d) increased protections against registration of trademarks that imitate well-known trademarks; and (e) stronger anti-infringement remedies.

"Technology imports," which include key elements of a cross-border franchise agreement, were deregulated with effect on January 1, 2002, under the new "Regulations for Technology Import and Export Administration", which provide for (a) no need for government approval to import most technologies; (b) no limit on the duration or percentage of royalties; and (c) no restriction on a franchiser's right to prohibit a franchisee's continued usage of proprietary information after the franchise agreement expires.

The Mainland franchising regulations now under review by the PRC State Council and expected to be promulgated in late 2002 are intended to eliminate the confusion that has prevailed in areas such as information disclosure to franchisees, franchise advertising and the registration and validity of franchise agreements.

CONTINUING LEGAL ISSUES

By 2003, Mainland regulations are expected to require several registrations, and certain disclosures to franchisees. Registration of technology import agreements (applicable only to cross-border agreements) is generally done at the local level (where



特許經營在內地的發展與港商的角色

史敬德、趙勇、繆劍文

隨著中國進行連串法制改革，特許經營在內地似有乘時而興的跡象，港商將能藉此得益。中國最近修訂了有關商標和技術進口的法規，緊隨而來的將是內地首次制定的全套特許經營法例。然而，即使如此，已進入內地市場的外國特許經營商仍須面對一定困難。

港商擔任特許經營代理的機會料將隨上述法規修訂而大增，與此同時，港商以特許經營方式把本身業務引入內地，及在內地成立附屬公司擔當加盟商的機會亦將增加。

有意把特許經營引進內地外商投資企業（「外資企業」）的外國公司，將不難發現透過香港企業進行投資的好處，因港商在與內地的語言和文化聯繫上富有經驗，同時香港法律亦利便企業把無形資產轉為外資企業的註冊資本。

由於外國公司在內地開展特許經營所需的開業期往往較在香港長，它們若甫開始便直接把業務帶進內地的加盟商，便須在品牌和專有技術方面面對較高的風險。反之，不論港商擔當特許經營代理與否，港商均能在香港快速試營，繼後才進軍內地，好處包括風險較低、減省在內地的開業時間及成功機會較高。

內地法制改革

內地修訂法制的目的，在於清除過往阻礙特許經營在內地發展的大部分限制和不明朗因素。

2001年12月1日起實施的經修正《中華人民共和國商標法》，從多方面有利特許經營在內地茁長，包括（一）賦予未註冊商標使用人若干權利（淡化原先嚴格執行的「申請在先」原則）；（二）禁止代理人在未經委託人授權申請註冊；（三）提升三維標誌的可註冊性；（四）加強對馳名商標的保護，防止抄襲，及（五）增加反侵補救辦法。

2002年1月1日，「技術進口」按照新的《中華人民共和國技術進出口管理條例》予以放寬，當中涵括跨境特許經營協議的多個主要元素。在新條例下，（一）大多技術無需政府批准，已可進口；（二）關於專營權有效期和特許權使用費比重的規限予以撤銷，及（三）特許經營商禁止加盟商於特許經營協

議到期後繼續使用專有技術的權利，有關限制亦已免除。

中國國務院正審議內地的特許經營法例，料於2002年底前頒佈。這套法規旨在消除以往涉及特許經營商向加盟商披露資訊、特許經營廣告，以及特許經營協議登記和法律效力等的混亂情況。

尚存法律問題

2003年之前，內地法規料將要求特許經營商進行多項登記，並向加盟商披露多方面的資訊。技術進口協議（只適用於跨境協議）基本上僅須在地區層面註冊（上海已迅速推行有關手續，北京和其他地區稍遲一步）。商標許可（涵蓋跨境和本土）應先提交國家商標局登記，再於所在地區的工商機關註冊。特許經營協議及相關文件的註冊手續，將於新的特許經營法規頒佈時一併釐定。新的特許經營法規亦料會要求特許經營商向加盟商披露過往的業績。

不過，儘管《中華人民共和國商標法》已予修訂，內地對未註冊商標的保護仍較在普通法下少，故盡早提交原創商標及其中文版本的註冊申請依然重要。此外，企業還須盡量就相關產品和服務提交申請，原因是除了特別認許的「馳名」商標以外，內地給予已註冊商品和服務以外物品的保護較少。

經修訂的技術管理條例雖從上述各方面有利特許經營的發展，卻增加了若干合約條款法律效力的不明朗程度。這些條款旨在（一）要求加盟商購買「非必需」的技術、原材料、產品、設備或服務；（二）限制加盟商改進特許經營商提供的技術或限制加盟商使用所改進的技術；（三）限制加盟商從其他來源獲得與特許經營商提供的技術類似的技術或與其競爭的技術，或（四）「不合理地」限制加盟商購買原材料、零部件、產品或設備的渠道或來源，以及加盟商產品的生產數量、品種或銷售價格；或加盟商利用進口的技術生產產品的出口渠道。外國特許經營商因此須在實施嚴格的限制，與該等限制有可能被發現為無效的風險之間求取平衡。

外資企業加盟商

內地迄今尚未就特許經營訂定法律基

準，促使不少外國特許經營商全盤擁有和控制內地的加盟商，以合資或外商獨資（均屬「外資企業」）方式經營。

但是，外資企業的營運模式欠缺靈活，並不適宜充當加盟商。由於外資企業的註冊資本需獲政府批核，及符合嚴謹的負債權益比率規定，故資本一般訂於高水平。開業期後無需應用的資本不能外調，以配合政府就企業須在宣佈盈利前「填補」虧損訂立的要求。典型的外資企業亦須按控股人的股權比例分派股息和清盤收益，故個別投資者應得的回報或應負的風險不能更改。

外資企業中的合作經營企業（「合作企業」）卻容許更改有關回報和風險，資本結構亦較具彈性，但成本不菲。外國投資者能獲取與其投資額不相稱的營運收益，還可提早撤回合作企業的註冊資本，惟須事先承諾在既定經營期終結時，把其在合作企業中所持的全部資產權益撥歸內地合作夥伴。

外資企業法規中有一項寬容的條款，就是允許無形資產（包括特許經營系統中多項主要元素）佔據多達兩成的外資企業註冊資本。美國的特許經營商經常受限於美國稅務法例中有關限制，本港在這方面的稅務條例卻較為寬鬆。

香港是內地市場的跳板

長遠來說，港商固然能為業務增值，而對於欲打入內地市場的外國特許經營商，香港的角色尤為重要。香港法庭可靠度高，兼且願意執行美國的法庭裁決，令外國特許經營商倍感安心。這方面的可靠性，加上在香港訂立合約的自由度亦高，美國特許經營商因而可透過他們慣用的美國式協議減省成本和不明朗因素。可是，他們若與內地夥伴訂定合約，這個取向也許不恰當，且具風險。

鑑於香港與內地文化和其他方面甚為接近，若在香港試辦業務及把業務模式本地化，便能較快及較有把握地把業務移入內地主要城市。已翻譯成中文並在香港試行的商標可於披露予內地準加盟商前，一併在中國商標局申請註冊。基於業務模式已在香港試營，在港業務亦或許能為在內地投資籌集資金，所以企業較容易將現金和其他資源投入在內地的業務發展。在特許經營領域，港商因此能合理地聲稱，要在內地成功開展業務，最便捷的途徑非香港莫屬。 **B**

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Shanghai has acted promptly to facilitate procedures while Beijing and other localities have been slower to do so). Registrations of trademark licenses (both cross-border and domestic) are submitted first at the national Trademark Office and then to the local administration of industry and commerce. The procedures for registration of franchise agreements and perhaps of related documents will be determined when the new franchising regulations are promulgated. The new franchising regulations are also likely to require disclosure to franchisees of a franchise system's track record.

Despite the PRC Trademark Law amendments, Mainland protections for unregistered trademarks remain narrower than under the common law, so it remains important to submit registration applications

other sources technology similar to or competitive with that of the franchiser; or (d) to "unreasonably" restrict the franchisee's channels or sources of purchasing raw materials, spare parts, products or equipment, the quantity, types or selling prices of the franchisee's products, or the franchisee's export channels of the products produced using the imported technology. The foreign franchiser must balance between its desire for aggressive restrictions against the risk that such restrictions will be found invalid.

FIE FRANCHISEES

Until now, the lack of a legal basis for pure franchising encouraged many foreign franchisers to take ownership and control of each Mainland franchisee, as an equity joint venture or wholly foreign owned enterprise (each an "FIE").

But the inflexible structure of an FIE is not well suited to acting as a franchisee. FIE registered capital is typically set at a high level because of the need to obtain government approval and to comply with restrictive debt-equity ratios. Capital no longer needed after the start-up stage is often locked up in an FIE because of a requirement to "make up" previous losses before declaring a profit. A typical FIE must also allocate dividends and liquidation proceeds

to its owners according to their percentage of ownership, with no opportunity to vary the return or risk of different investors.

The special type of FIE known as a "co-operative joint venture" ("CJV") enables variation of return and risk, and flexibility of capital structure, but at high cost. Foreign investors can receive a disproportionate percentage of operating profits and can make early withdrawals of registered capital from a CJV, but only in return for committing in advance to surrender 100 per cent ownership of the CJV's assets to the Mainland partner at the end of a fixed term of operation.

One generous provision of FIE regulations permits up to 20 per cent of an FIE's registered capital to be contributed in the form of intangible assets (including many major elements of franchise systems). U.S. franchisers, however, are often de-

terred from such contributions by U.S. tax law. Hong Kong tax law has fewer deterrents for such contributions by Hong Kong companies.

THE HONG KONG ROUTE TO THE MAINLAND MARKET

While Hong Kong companies can add value over the long term, their role is particularly important when a foreign franchiser is first seeking to enter the Mainland market. Foreign franchisers can take great comfort from the reliability of the Hong Kong courts, including their willingness to enforce U.S. court judgements. This reliability, along with Hong Kong's broad freedom of contract, permits U.S. franchisers to reduce costs and uncertainty by using their customary U.S. agreements, an approach that would be inappropriate and dangerous when contracting with Mainland parties.

Business methods localised through experience in Hong Kong can be transferred more quickly and with more confidence into key Mainland cities due to their shared Chinese culture and other similarities. Trademarks translated into Chinese and tested in Hong Kong can be included in registration applications to the PRC Trademark Office before being disclosed to potential Mainland franchisees. Cash and other resources can be committed more easily to Mainland development on the basis of confidence gained from the Hong Kong trial run, and the Hong Kong operation may generate cash for investment in the Mainland.

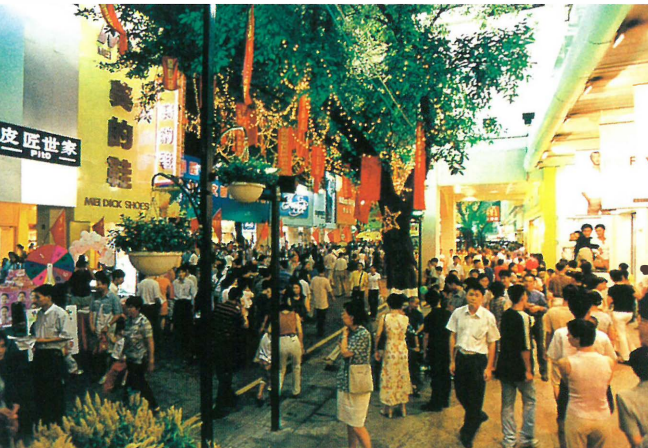
In the franchising field, Hong Kong companies can rightfully claim that the fastest route to success in the Mainland market runs through Hong Kong. B

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as early as possible for each original trademark and each Chinese language version. It is useful to submit applications for the greatest possible number of products and services because, except for specially recognised "well-known" trademarks, there is little protection outside the product and service classes in which registrations are obtained.

The new technology regulations, aside from making the helpful changes discussed above, also create greater uncertainty than before about the validity of contract provisions that attempt (a) to require the franchisee to purchase "unnecessary" technology, raw materials, products, equipment or services; (b) to restrict the franchisee from improving the technology that the franchiser provides or restricting the franchisee from using the improved technology; (c) to restrict the franchisee from acquiring from



Why did China stop selling state-owned shares?

Stock markets in Shanghai and Shenzhen remain bearish even after the State Council announced in June a stop to the sale of state-controlled shares in listed companies, writes **RUBY ZHU**

Every month, the Chamber's Assistant Economist, Ruby Zhu, will share her insights in *The Bulletin* on current issues affecting China's economy. Ms Zhu holds a Ph.D. from Hong Kong University. She has done extensive studies on the economies of Hong Kong and the Mainland. She can be reached at ruby@chamber.org.hk.

The Shanghai and Shenzhen stock exchanges have played an increasingly important role in China's economic development over the last decade. Since their establishment in 1990 and 1991, respectively, the number of companies listed on the exchanges has increased from 53 to 1,134 today. Their market capitalisation rose from RMB1,608.8 billion in 1992 to RMB4,809.1 billion in 2000.

Despite their strong start, both the Shenzhen and Shanghai indices have plunged by about 30 per cent since June last year.

The tumble was sparked on June 14 last year after the "Provisional Rules on State Share Reduction for Raising Social Security Funds" were announced. Section 5 of the rules required that companies going for initial public offering sell 10 per cent of their state shares to public inves-

中國為何停止減持國有股？

儘管國務院於六月宣佈停止出售上市公司的國有股，上海和深圳股市依然淡靜 朱丹

由本月起，本會副經濟師朱丹將於《工商月刊》深入剖析影響中國經濟的當前問題。朱丹持有香港大學博士學位，對本港和內地經濟進行廣泛研究。電郵：ruby@chamber.org.hk。

中國股票市場在內地經濟發展中扮演愈來愈重要的角色。上海和深圳證券交易所分別於1990和1991年創立迄今，上市公司數目已由53家增至現今1,134家，股票市值也由1992年16,088億元人民幣升至2000年48,091億元人民幣。但自去年六月起，深滬股市均大幅下跌了30%左右。

去年6月14日，中國有關部委頒佈「減持國有股籌集社會保障資金管理暫行辦法」，其中第五條要求在新股發行中須有10%的國有股發行，定價為新股的發行價。

該辦法一經提出，證券市場反應強烈，深滬股市大幅下挫。10月22日，中國證監會宣佈暫時停止「辦法」中第五條規定，同時廣泛徵求各界意見，研究新的國有股減持方案。

今年一月，國務院發展研究中心發佈新的國有股減持方案。方案的要點是，用一部分非流通股向全體投資者公開競價發售。此方案令疲弱的市場雪上加霜。雖然證監會再三強調這只是研究方案，並不是結論，仍無法消除股市的恐慌情緒。國有股減持的陰影仍舊籠罩中國股市的上空。

直至今年六月，中國國務院決定，除企業海外發行上市外，對國內上市公司停止執行「減持國有股籌集社會保障資金管理暫行辦法」中關於利用證券市場減持國有股的規定，且不再推出具體實施辦法。消息一經宣佈，深滬股市均錄得超過9%的升幅，成交量亦大幅上揚。

為何國有股減持政策的變動對股市影響如此之巨？讓我們看看國有股減持的前因後果。

減持國有股的主因是籌集社保資金，在中短期內成為社保資金的主要來源。世界銀行於1997年估計，社保負債相當於中國本地生產總值46至69%。如果單純只為籌集資金，那麼問題就容易解決，對市場的影響也不大。

但是，中國股市的一個隱患是公眾流通

股只佔一間上市公司全部股份的35%，65%為非流通股，屬於國有股(37%)及法人股(28%，其中19%為國有法人股)。這意味由國有股主導的董事會及管理層可以罔顧公共持股者的利益。此外，在成熟的股票市場，沒有法人股不可流通的認知慣性。

中國若要解決股票市場的股權分割問題，完善市場功能，消除「一股獨大」對上市公司治理結構的不利影響，國有股流通就是一項長期而且艱巨的工作。從市場反應看，中國年輕的股市還無法擔此重任。

鑑於內地股市今年六月曾兩度跌破重要支持位，股市面臨十分嚴峻的考驗，國務院遂決定全面停止國有股減持的工作，以消除國有股減持的不明朗因素，藉此恢復投資者信心。

中央政府明白股票市場是為上市國有企業籌集資金的重要渠道，也是經濟的晴雨表。但自去年六月以來，由於股市受國有股減持問題的困擾，其功能已大大削弱，市場成交量萎縮，融資能力明顯下降。證券市場的低迷局面十分不利經濟發展。停止減持國有股將為股市注入活力，以帶動經濟的發展。

國有股減持問題亦嚴重影響市民的入市意欲。中國的儲蓄率已達本地生產總值40%，而儲蓄利率也一降再降，目前已低至0.72%，但流入股市的資金仍十分有限。

內地銀行超常的呆壞帳比例令銀行借貸謹慎，以致銀行嚴重「水浸」，資金苦無出路。停止減持國有股將刺激資金流向股市，降低銀行的存貸差，收一箭雙雕之效。

另據官方解釋，目前的社會保障資金通過國家財政撥款和企業海外上市時上繳，已具相當規模。近期社會保障資金基本平衡，每年需補充的現金量不大，故不必通過股市減持套現來籌集資金，而是劃撥部分國有股給社保資金。但這部分國有股不能減持套現，有需要時亦不能通過分紅或向戰略投資者協議轉讓等方式來籌集充實。

利劍總是雙刃的。一方面，停止減持國

有股可以紓緩股市資金短缺和銀行存款的壓力；另一方面，即使社保資金真的可以維持平衡，65%非流通股導致的股權分割問題卻繼續擱置。

政府今年六月發佈的消息真的令國有股減持的陰霾一掃而空嗎？依筆者看，國有股的減持只是暫時停頓，這是中國股市無法迴避的問題。股價總是反映預期，長期而言，國有資本終將撤離市場。

它就像股市上空懸著的達摩克利斯之劍，不知何時出鞘。這也是為何停止減持



國有股的利好消息公佈之後，中國股市經過一輪輕微反彈，又回復沈寂，距離去年六月的高位仍有25%的折讓。

眾所周知，中國股市自誕生起，就以「政策市」著稱。任何政策變動都對股市影響巨大。當然，任何股市都受國家或地區財經政策影響，但像中國股市這樣，漲也政策，跌也政策，就在在顯示政府對市場干預過度。

隨著中國加入世貿，政府用行政手段對股票市場的干預應當愈來愈少，政策的突發性、隱蔽性及不連續性也應逐步改善。投資者期待一個更健康的股市，希望下次重提國有股減持的時候，中央政府已有一套周詳並被投資者接納的方案。 **B**

tors at the same price as they are listed on the stock market.

This caused both the Shenzhen and Shanghai's indices to tumble. On October 22, China Securities Regulatory Commission announced Section 5 of the rules would be suspended while a new proposal for reducing state shares was worked out.

In January this year, the Development Research Center of the State Council unveiled a new proposal. The revision allows non-tradable shares of listed state-owned companies to be sold to public investors at a fair trading price. Even though the commission reiterated that this was merely a proposal, it failed to wipe out panic sentiment in the stock market as the issue of state-owned shares was still up in the air.

In June this year, the State Council announced a halt to the sale of state-owned shares – excluding enterprises seeking listing overseas. It also decided not to launch any further specific rules. Shortly after the announcement, Shenzhen and Shanghai's indices shot up more than 9 per cent and turnover of both stock exchanges surged.

But why did changes to the government's policy of selling shares of state-owned companies have such an impact on the market?

The plan to sell shares of state-owned companies was to fund the sovereign's growing pension liabilities. In 1997, the World Bank estimated that pension debts accounted for 46 to 69 per cent of China's annual GDP. However, selling shares to raise money from the stock markets would easily raise the necessary funds, because, according to Mainland officials, only a small amount of money was needed to balance the pension funds.

The hidden danger, however, is that only 35 per cent of shares issued by listed companies on China's stock markets are in circulation. The remaining 65 per cent are non-tradable, comprising 37 per cent of state shares and 28 per cent of "Legal Person Shares" (of which 19 per cent are State-owned Legal Person Shares). The fact that two-thirds of state-owned shares are not traded, but held by the government or by government-controlled institutions, suggests that company's board of directors and management of listed companies can ignore the interests of public shareholders. In addition, legal person

shares, in the world's stock markets, can be circulated and freely traded on the market.

If China wants to solve its equity division problem in its stock exchanges, improve their performance, eliminate the adverse impact of single stocks and improve the governance of listed companies, state shares need to go into circulation. However, past experiences have shown that China's stock exchanges are not yet mature enough to undergo such a restructuring.

China's stock market dropped below its key psychological level of about 1,500 twice in June this year. The crash of the stock markets forced the State Council to halt the State-Share Reduction Plan to eliminate market uncertainties and restore investor confidence.

The Central Government realised the stock market is an important channel for listed state-owned enterprises to raise capital as well as a barometer of the Mainland economy. However, the State-Share Reduction Plan greatly diminished this role and also reduced stock turnover. It also understands that a poorly performing stock market could hold back economic growth, so halting the plan to invigorate the stock market and boost the economy would seem to make sense.

The issue has also diminished the public's interest in investing. The savings rate in China is almost 40 per cent of the country's GDP, and to encourage citizens to invest, interest rates for savings accounts at banks are now as low as 0.72 per cent. This, however, has failed to get more money flowing into the stock markets, and much of the public's savings continue to be badly allocated to a growing volume of non-performing loans.

Still, Chinese banks, flooded with an ever rising tide of bad and doubtful debts has made them more cautious about lending, which in turn has resulted in more non-performing capital getting stuck in banks' vaults. The State Council is banking on stimulating capital back into the stock exchanges by stopping the sale of state-owned shares, which it also hopes will lower the deposit-loans ratio of banks.

According to Chinese officials, the government and enterprises listing overseas have managed to basically keep pension funds balanced. Rather cashing in on state

shares to raise funds, the government could allocate some of their shares to keep its pension fund balanced. Even so, these state shares are still non-tradable, and cannot be used to raise funds via issuing bonus shares or transferring the shares to strategic investors when required.

But this is a double-edged sword. Halting the sale of state-owned shares might be able to ease the shortage of capital in the stock exchanges by encouraging savers not to keep their money in bank deposits. But on the other hand, even though the Mainland government claims its social security funds remain balanced, the equity division problem caused by 65 per cent of state-owned shares being non-tradable remains unsolved.

Has the government's announcement in June this year swept away the issue of the State-Owned Share Reduction Plan for good? In this writer's opinion, the plan has just been suspended. China's stock markets will inevitably have to deal with the issue sooner or later. Share prices always reflect market expectations and state-owned capital will eventually be withdrawn from the market over the long term.

With the sword of Damocles hanging over the stock market, investors worry when it will fall. This might explain why the Shanghai and Shenzhen bourses – after enjoying a 9 per cent jump on news that the sale of state-owned shares would cease – remain 25 per cent lower than at their peak in June last year.

China's stock markets have been called "policy markets" since their inception, because any changes in policies have a significant impact upon them. Certainly, all stock markets are affected to some degree by economic policies, but not to the extent of China's stock markets, where government policies basically dictate the rise or fall of the stock market, which can only imply excessive government intervention.

Now that China is in the WTO, government intervention in the stock markets should be gradually rolled back to improve their predictability, transparency and continuity. Investors are expecting a healthier market and it is hoped that the Central Government will have a comprehensive and acceptable plan in hand when the issue of state-owned share reduction plan comes around again. B

Journey to the Top of the world

「勇闖顛峰」西藏行

Members explore investment opportunities in tourism, environmental protection, traditional Tibetan medicines and organic agricultural produce during the Chamber's recent study mission to the 'roof of the world,'

writes **FRANCES HUANG**

A 40-member Chamber delegation completed an eight-day study mission to Tibet on August 3. The delegates, led by Annie Wu, managing director, Hong Kong Beijing Air Catering Ltd, met with Tibet Autonomous Region Party Secretary Guo Jinlong, Standing Deputy Party Secretary Re Di, TAR Chairman Lie Que and Vice Chairman Xu Mingyang. The visit was arranged by the United Front Department of the Central Government and also included officials from that office and the Central Liaison Office in Hong Kong.

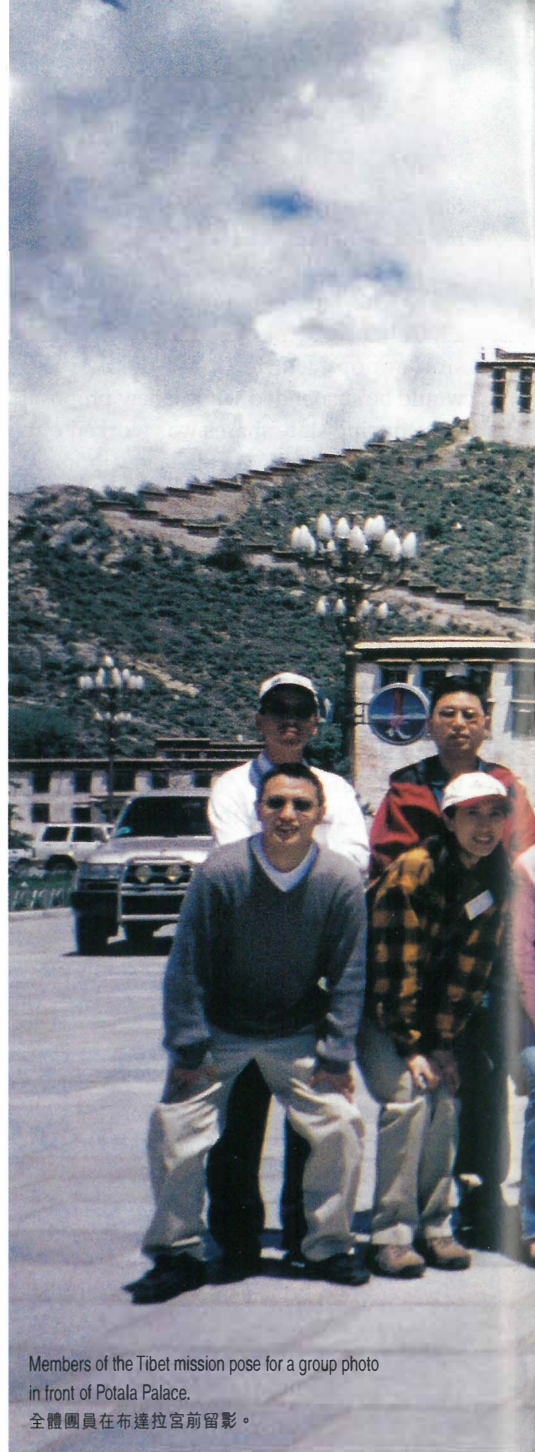
During an investment briefing for members of the mission, Vice Chairman Xu Mingyang and other officials from major trade-related departments outlined the investment climate in Tibet. Members said they were impressed by the frankness of the officials who didn't try to gloss-over the area's harsh natural environment, remoteness and limited infrastructure.

Tibet's GDP reached RMB 11.7 billion in 2000, and its industrial output reached RMB 1.8 billion, according to the officials.

Between 1995 and 2000, the average economic growth rate was 10.7 per cent, while its exports reached US\$100 million in 2000.

Regarding investment incentives, the officials told delegates that investors from Hong Kong, Macau and Taiwan setting up businesses in Tibet enjoy a tax rate of 10 per cent. Enterprises engaged in infrastructure projects, development of farming, forestry and animal husbandry, etc, are exempt from paying tax for the first six years of operation. Moreover, many industries falling under the government's "encouraged investments" category can use land for free – subject to government approval.

However, officials told the Chamber delegation that the return on investment



Members of the Tibet mission pose for a group photo in front of Potala Palace.
全體團員在布達拉宮前留影。



Tibet Autonomous Region Standing Deputy Party Secretary Re Di (centre) proposes a toast with the Chamber delegation leader Annie Wu (left), and Chamber Director Dr Eden Woon at a welcome dinner.
西藏自治區常務副書記熱地(中)在歡迎晚宴上與訪問團團長伍淑清(左)和總商會總裁翁以登博士敬酒。



黃芳 報道，總商會訪問團踏足「世界之顛」，
探索旅遊、環保、傳統藏藥和綠色食品的投資機會

總

商會一行 40 人西藏訪問團於 8 月 3 日完成八天行程返港。團員在團長香港北京航空食品有限公司常務董事伍淑清率領下，會晤西藏自治區書記郭金龍、常務書記熱地、自治區主席列確和副主席徐明陽。是次訪問獲中央統戰部協助安排，並邀得該部與香港中聯辦的官員擔任隨團顧問。

在投資簡報會上，自治區副主席徐明陽及其他主要經貿官員向團員簡介西藏的投資環境。官員坦誠陳述，無意美化該地環境艱苦、地點偏遠和基建匱乏等美中不足之處，給團員留下深刻印象。

據官員們介紹，2000 年西藏本地生產總值為 117 億元人民幣，工業生產值達 18 億元人民幣。1995 至 2000 年間，年均經濟

增長率 10.7%，2000 年的出口總值為一億美元。

投資優惠方面，官員向團員表示，香港、澳門和台灣投資者在該地開設業務，可享 10% 的所得稅稅率。參與基建項目、農林和畜牧業開發的公司於開業後首六年內不用課稅。此外，不少列入政府「鼓勵類投資」的產業更有機會獲政府核准，免費使用土地。

官員指出，對比內地其他地方，在西藏投資的回本期一般較長，這與在西藏投資的性質有關。不過，他們強調旅遊、環保、傳統藏藥和綠色食品的發展潛力甚為優厚。

西藏官員致力學習香港的營商技巧，以協助開發當地經濟，並讓西藏企業走上

國際水平，團員對此表示讚賞。

本會於行程中特別安排一個以「中國入世後的香港與西藏」為題的半天研討班，共有約 100 名當地經貿官員及企業代表參與，反映他們對發展當地經濟充滿熱誠。香港企業資產及股權交易有限公司龐維仁、羅賓信顧問有限公司羅賓信和梁素娟律師行梁素娟先後為研討班講說。

代表團亦參觀了西藏多個著名景點，加深認識該地極富神秘色彩的歷史和文化，當中包括東南部的林芝。林芝風光如畫，足可與世界上風景最秀麗的地方媲美。

B

查詢西藏資料，請聯絡黃芳，電話：2823 1299；電郵：frances@chamber.org.hk。



團員參觀藥廠，瞭解藏藥的研製過程。

Members tour the Pharmaceutical Factory of Tibetan Medicine of the Tibet Autonomous Region.

Members tour a handicraft factory that produces traditional Tibetan rugs and tapestries.

團員參觀手工藝品廠，觀看工人製作西藏傳統地毯和刺繡。



in Tibet generally takes longer than in other parts of China. This is, in part, due to the nature of investments usually made in Tibet, but they were confident that opportunities in tourism, environmental protection, traditional Tibetan medicines and organic agricultural produce offer real potential.

Members were also impressed by the official's efforts to tap Hong Kong's skills to help develop Tibet's economy and to bring Tibetan enterprises up to international standards.

Their enthusiasm was reflected during a half-day seminar organized during the mission by the Chamber entitled, "Hong Kong and Tibet after China Enters WTO."

Around 100 local officials and businessmen attended the seminar, at which Louis Pong from Hong Kong Enterprise Exchange Ltd, Ian Robinson from Robinson Management Ltd, and Susan Liang from Susan Liang & Co, Solicitors, were the keynote speakers.

The Chamber delegation also had the opportunity to visit some of Tibet's renowned tourist sites to learn more about the region's fascinating history and culture, including Nyingchi in southeastern Tibet, which boasts some of the most enchanting scenery in the world.

For more information on Tibet, members can contact Frances Huang, at 2823 1299, or email frances@chamber.org.hk.

Enchanting Tibet 西藏美景

到西藏遊覽的人士均不期然會為當地景色著迷，讚頌大自然的神奇力量，能塑造如此巧奪天工的醉人勝景。14歲本港學生林子翔最近與父親一同參加總商會的西藏之行，被林芝的如畫風光深深吸引

西藏林芝的自然風光別具一格，景色比拉薩的還迷人得多。

由拉薩前往林芝，沿路有數之不盡的高山，山上長有茂盛的草木，遠觀像一幅綠色的地毯鋪在山上。間中會看到一群群的牛、綿羊和馬，牠們有的在吃草，有的在嬉戲，有的在享受大自然。這兒沒有社會壓力，沒有物質引誘，這裏有清新的空氣、良辰美景和恬靜的心靈。

這幾天的陽光特別好，把山崗上的草照耀得分外翠綠，把地上的泥土照耀得有點金黃，平原上的青草倒影在水中。疲倦的旅客如在車上睡著了而錯過如此美景，真是一件憾事。

車停泊在米拉山上，這裡海拔5,020米。從這裡往下看，是層層的綠蔭，往前看，峰巒疊嶂，氣勢雄壯，其中一個山峰上還鋪了白皚皚的雪，屹立在山群中，看來神氣得很。

經過六小時車程，我們到達林芝。車子把我們送到林芝賓館，吃過午飯，天還是亮，我們又出發。車子走在一條崎嶇的路上，過了不久，駛進一個村莊，路的兩旁是一座座藏式平房，小綿羊三五成群在草原上吃草，車笛聲把剛想過路的小豬群嚇得狼狽地走回路旁，村莊裏還有十多頭牛，間中也會看到馬兒在平原上奔馳。

車子在一道普通的藏式木門前停下來，通過那門，眼前所見的是一顆樹葉豐盛的千年老桑樹，粗粗的樹幹，足足要13個人才能把它環抱。

離開千年大樹，車子把我們帶到更遠、更空曠、更美的地方。這裏好像有一種生命力在不斷擴展，在眼前的是一條河水急速翻騰的河流，在河的中央有一塊一塊肥沃的泥土，泥土上有花、草、樹、鴨和馬。小心觀察，發現河水有兩個源頭。來自不同源頭的河水帶著兩個不同的經歷流到這裏匯合，它們互相傾訴自己的故事，在交談的過程中結成好友，一起奔向大海。面對這兒壯麗的景緻，心裏不禁說了一句「不枉此行」。此行中唯一令人失望的，相信是旅程須隨飛機離開西藏而終結。

西藏之旅，畢生難忘。



The Chamber holds a half-day seminar entitled, "Hong Kong and Tibet After China Enters WTO," to introduce international business practices to Mainland officials and businessmen in Tibet.

訪問團舉辦一個以「中國入世後的香港與西藏」為題的半天研討班，向西藏內地官員和商界講解國際化商務運作。



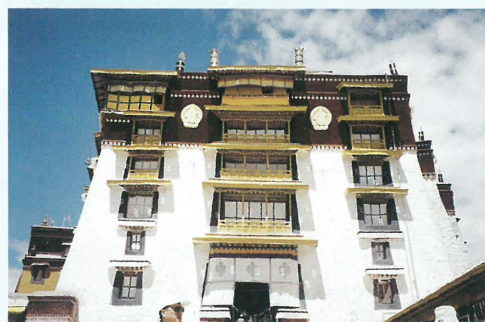
PATRICK TSUI

*Those who travel to Tibet cannot help but fall under its magical spell. Immersed in its breathtaking scenery, visitors who have witnessed the splendor of Mother Nature feel truly blessed. Following is the story of **ANTHONY LAM**, a 14-year-old Hong Kong student who accompanied his father on the Chamber's recent trip to Tibet*

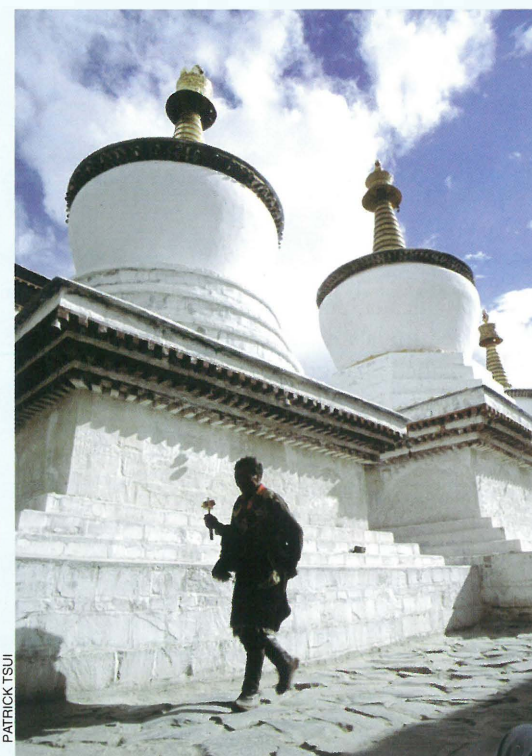


When people think of Tibet, they immediately think of the Potala Palace and its surrounding majestic mountains. But these world-famous sights are not the real jewel of Tibet. Its magnificent natural scenery, especially in the area called Nyingchi, which is famous for its dense primeval forest, plateau lakes, high mountains and deep fertile valleys, touches the soul of all who are lucky enough to see it.

On our journey from Lhasa to Nyingchi, we saw lush greenery covering long mountain ranges like an emerald carpet. Occasionally, we saw yaks, sheep and horses eating the lush grass, playing in the fields or otherwise just enjoying the



PATRICK TSUI



PATRICK TSUI



Yamzhoyum Lake is one of Tibet's three holy lakes. 羊卓雍湖是西藏三大聖湖之一。

wilderness. Immersed in the true treasure of Mother Nature, all social pressures and material temptations from back home seemed to disappear, as fresh air, enchanting scenery and serenity filled our minds.

Even the sunlight seemed to be more brilliant during those few days, as it struck little patches of green on the mountain peaks and it even seemed to make the yellow soil roads look like gold. The canvas of green was reflected on the calm waters of mountain lakes that we passed by. I felt a little sorry for my fellow travellers who, tired from the altitude, missed many of these enchanting sights as they slept through most of the journey.

We stopped at Mount Milha, which is 5,020 meters above sea level. Looking out at the view from its peak, mountain peaks seemed to break through a green. One of the peaks was capped with silver snow, which enhanced the wonderful picture of nature's bounty which people have often called Shangri-la.

Six hours after leaving Lhasa, we arrived at our destination, Nyingchi. After lunch, we boarded a coach to tour the surrounding scenery. Our coach bumped along a rugged mountain road and soon entered a village. Colourful Tibetan houses lined both sides of the village street, while little lambs ate their fill of the

lush grass brimming over from the green land onto the dirt road. A blast on the coach horn scared them off the road out of harm's way. In the village, we saw at least 10 yaks also enjoying the greenery, and sometimes horses galloping in the fields.

The coach stopped by a traditional Tibetan entrance way, behind which stood a huge mulberry tree over 2,600 years old. Its trunk was so large that it took 13 people linking hands to ring its thick trunk.

Afterwards, we visited an even more remote, and even more beautiful spot full of vitality. From a nearby hillside, we watched a fast flowing river. Randomly scattered in the river were large fertile islands on which flowers, grass and trees had taken root, and ducks and horses had made them their home. I learned that the river originated from two sources. It seems that the two streams had their own route and got acquainted with each other during their journey to the sea. This marvelous scene only reinforced my conclusion that this trip to Tibet was a worthwhile and fruitfully rewarding journey. The only disappointment that I felt in Tibet was when our plane took off from Lhasa Airport, because that meant my trip to Tibet was finally over.

Tibet I will never forget you!



A view of a snow-capped mountain from Mount Milha.
從米拉山望到的雪山。

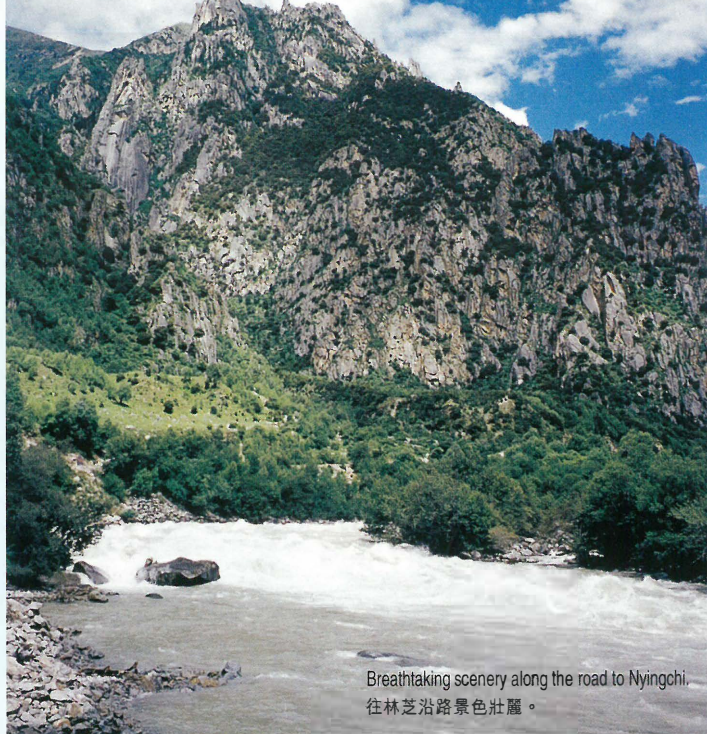
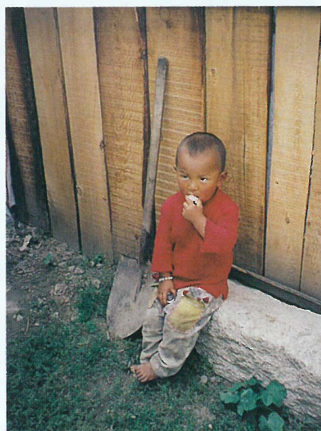




Tibetan women greet tourists at the summit of Mount Milha, which is almost 5,000 meters above sea level.



在海拔約5,000米的米拉山頂上，西藏婦女向遊客問候。



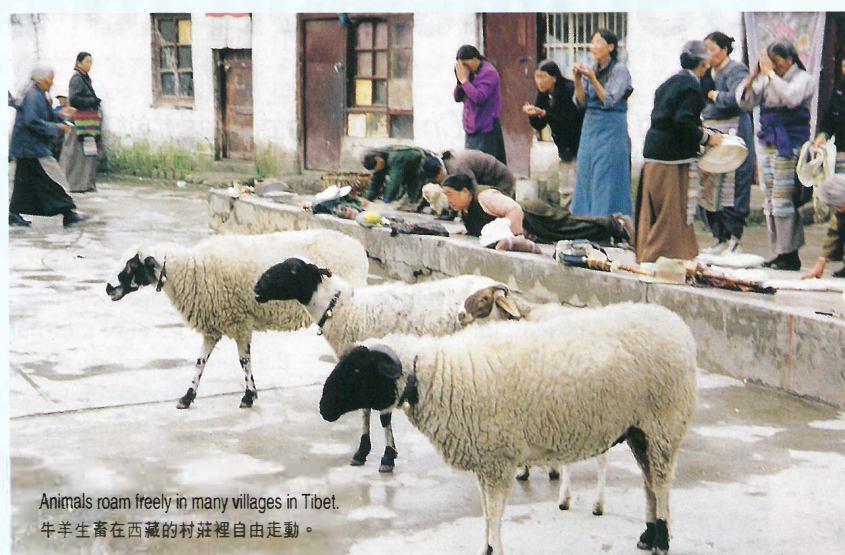
Breathtaking scenery along the road to Nyingchi, 往林芝沿路景色壯麗。



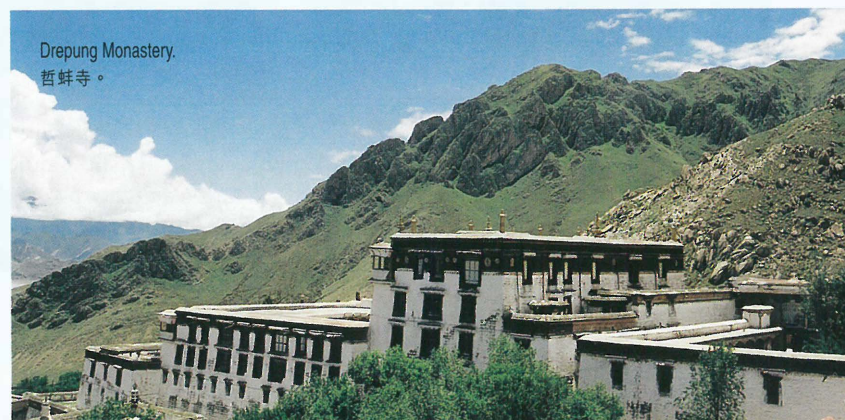
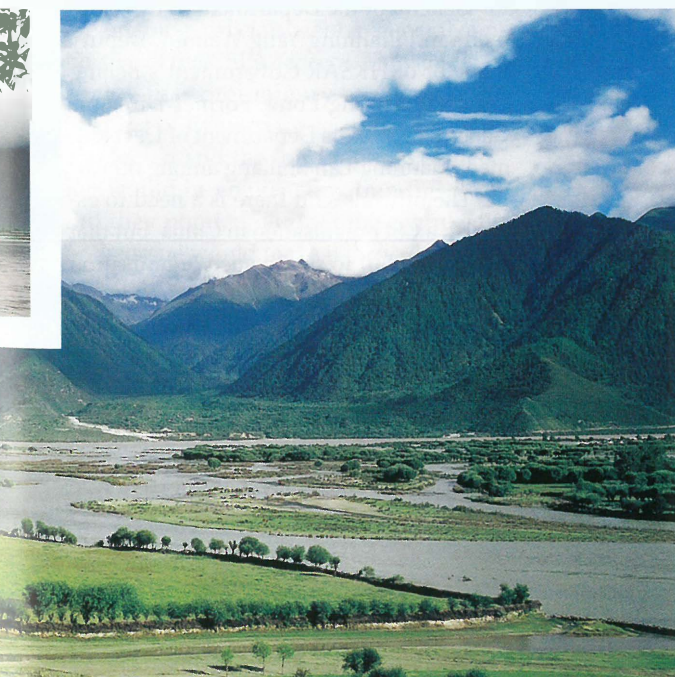
Roads in Tibet pass through spectacular scenery. 西藏公路兩旁風光無限。



Monks at Drepung Monastery. 哲蚌寺的僧侶。



Animals roam freely in many villages in Tibet. 牛羊生畜在西藏的村莊裡自由走動。



Drepung Monastery. 哲蚌寺。



1 MOFTEC officials from four divisions headed by Wang Liaoping, director-general of the Department of Taiwan, Hong Kong and Macau Affairs (2nd from left).
外經貿部台港澳司司長王遼平(左二)統領四個分部的官員。



2 HKCSI Chairman Stanley Ko (left) meets Vice Minister of China's State Development Planning Commission Wang Yang.
香港服務業聯盟主席高鑑泉(左)拜會中國國家發展計劃委員會副主任汪洋。

3 HKCSI hosts a banquet for Mainland officials. Pictured from left to right are SDPC Director-General of the Department of Development and Planning Yang Weimin, Mr Ko, SDPC's Former Director-General Lan Shiliang, and HKCSI Vice Chairman Anthony Griffiths.
香港服務業聯盟設宴款待內地官員。圖左至右為國家計委發展規劃司司長楊偉民、高主席、國家計委發展規劃司司長藍世良及香港服務業聯盟副主席祈雅理。



CSI mission to Beijing

Mainland officials tell Chamber delegates that development of the services industries across China is now a key priority of the State Council, writes **THINEX SHEK**

Service industries in China have now surpassed manufacturing to become the most important sector in the country's economic development, Mainland officials told members of the Chamber's Hong Kong Coalition of Service Industries (CSI) mission to Beijing from July 16-17.

Led by HKCSI Chairman Stanley Ko, and Vice Chairmen Anthony Griffiths and K C Kwok, Vice Minister of China's State Development Planning Commission Wang Yang told the 12-member delegation that the development of the tertiary sector in China was now a key issue of the State Council.

A recurrent theme highlighted by officials from different ministries and departments that the 12-member delegation visited was the liberalisation of service industries.

Chinese officials acknowledged the importance of service industries for the national economy, because they not only help raise the economic performance of the country, but also offer huge employment opportunities.

China is planning to diversify into various sectors of service industries, a drive which will be pushed in both coastal and inland cities. Hong Kong's experiences in developing its service industries will be a valuable resource for China to learn from, officials told the delegates. But they warned that Hong Kong companies interested in participating in the development should have a long-term commitment, and not be looking just to make a quick profit.

During a dinner banquet hosted by CSI for the Mainland officials, courtesy of Anthony Griffiths, delegates had the opportunity

to frankly discuss various issues with senior officials. These included SDPC Director-General of the Department of Development and Planning Yang Weimin, Deputy Director of HKSAR Government's Beijing Office Tam Wing Pong, Former Director-General of SPDC's Department of Development Planning Lan Shiliang among others.

The officials said there is a need to establish a CSI organisation in China, but that it was difficult to set up such organisation overnight because certain protocol will have to be followed and that the establishment of a China CSI would need the support of a state leader. HKCSI expressed it is willing to assist China form a national CSI organisation by sharing its experiences, and also offered to play a supportive role in the 2003 World Services Congress.

香港服務業聯盟訪京

內地官員向團員表示，在全中國發展服務業是國務院現時的重點工作 **石平倂**



總 商會轄下香港服務業聯盟於7月16至17日訪問北京。期間，內地官員向代表團成員表示，中國服務業現已領先製造業，成為國家經濟發展中最重要的行業。

全團12人由香港服務業聯盟主席高鑑泉、副主席祈雅理和郭國全率領。中國國家發展計劃委員會副主任汪洋與代表團會面時指出，中國服務業的發展是國務院目前的重要議題。

代表團在訪京行程中拜訪了不同部委，有關官員均特別向代表團提出服務業開放這項議題。中國官員承認，服務業對國家經濟發展舉足輕重，它不但有助提升國家的經濟表現，也能提供大量就業機會。

中國正計劃拓展多個服務業界別，而沿海和內地城市將全力配合。官員向團員表示，中國可借鏡香港發展服務業的經驗，從中得益。然而，他們強調，有志參與發展的香港公司應有長遠承擔，不應只顧賺快錢。

祈雅理與香港服務業聯盟設晚宴款待內地官員，席間代表團與多名高級官員坦誠

地討論了多個議題。這些官員包括國家計委發展規劃司司長楊偉民、香港特區政府駐北京辦事處副主任譚榮邦及國家計委發展規劃司前司長藍世良等。

官員指出，中國有需要成立服務業聯盟，但這並非一朝一夕的事，因有若干協議須予遵守，而成立此類組織亦需要國家領導人支持。香港服務業聯盟表示樂意分享經驗，協助中國組成國家服務業聯盟，及支持舉辦2003年世界服務業大會。

雖然「內地與香港更緊密經貿關係安排」中關於服務業的磋商仍在進行，但「安排」這個概念普遍獲得官員支持。官員向代表團稱，內地正就五個服務行業的開放進行初步研究，而「安排」的第三回高層會議將於今年內召開。官員指出，由於這個議題頗為複雜，故難以提早將市場開放予香港。然而，儘管「安排」的服務業磋商面對重重困難，雙方對達成共識仍然充滿信心。

石平倂為總商會工商政策部經理，電郵：thinex@chamber.org.hk。

Although negotiations on services under the "Mainland/Hong Kong Closer Economic Partnership Arrangement" (CEPA), are ongoing, officials were in general supportive of the CEPA concept. They told delegates that preliminary studies on the opening of five service sectors were being conducted and the third high-level meeting would be convened within this year. But they pointed out that the complexity of the issue would make it difficult to give early liberalisation to Hong Kong. However, despite the difficulties of CEPA's services negotiations, there is a strong will on both sides to reach consensus. **B**

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Director-General of the Department of Trade and Market, State Economic and Trade Commission Huang Hai (right) meets Mr Ko. 國家經濟貿易委員會貿易市場局局長黃海(右)與高主席會面。



Chamber tours airport cargo handling facilities

Members visit Hactl and AFFC to see firsthand the strengths and potential hindrances of the development of the air cargo industry in Hong Kong

Over 6,000 tonnes of cargo pass through Hong Kong International Airport every day, making it the busiest air cargo facility in the world, second only to Memphis, USA.

Last year, 2,099,605 tonnes of cargo passed through Hong Kong International Airport. The bulk of that passed through Hong Kong Air Cargo Terminals Limited (Hactl), a US\$1 billion facility dubbed SuperTerminal 1, Hactl Managing Director Anthony Wong told members during a Chamber study tour of the facility on July 31.

The six-level terminal has a maximum capacity of 3.5 million tonnes of air cargo per annum, a mark that he expects the facility will hit by 2012 or beyond.

To increase efficiency and security, while at the same time reduce costs, Mr Wong said Hactl has invested heavily in automating cargo handling systems – CSS, BSS and BCDS. The Container Storage System (CSS) allows units and pallets to be transferred from the tarmac straight into one of 3,500 storage positions. The Box Storage System (BSS) provides 10,000 storage positions for bulk cargo awaiting import, export and transshipment. And the Bulk Cargo Distribution System (BCDS) is a sushi-bar style conveyor loop system that moves cargo between floors and workstations within the terminal building. Fully automated, cargo within these systems can be either incoming or outgoing.

With most of the cargo passing through Hactl originating in southern China, it would seem to make sense for exporters to fly their goods

out of Guangzhou or Shenzhen airports. But Mr Wong pointed out that the Mainland's airports have a limited international network. Even if international carriers manage to negotiate cargo rights with China, "the airlines would be more interested in flying to Beijing and Shanghai. Hong Kong covers the Pearl River Delta so it wouldn't make sense [for them to fly to airports in southern China]," he said.

Last year, the airports in Shenzhen, Guangzhou and Macau handled about 9,500 tonnes, 51,500 tonnes and 76,000 tonnes of air cargo respectively, representing a combined total of about 7 per cent of the cargo throughput of HKIA. (Zhuhai Airport does not have any international flights.)

But Mr Wong said he is not discounting the PRD airports entirely. Hactl has set up a SuperLink China Direct service, which provides a one-stop-shop service for air cargo into China through its wholly-owned subsidiary, Haxis. The subsidiary also provides chartered truck services to cities in Guangdong Province.

"A customer's air cargo can arrive in Hong Kong and within four hours be on a flight to other major cities in China," he said.

HKIA has also extended its connectivity with the PRD to enlarge its catchment area of cargo coming out of the PRD. In March 2001, its marine cargo terminal on the airport island opened, connecting the airport with 20 ports in the PRD.

In the afternoon, members looked around Sun Hung Kai Super Logistics Limited Airport Freight Forwarding Centre (AFFC), where companies rent out cargo bays for their own use. **B**



▲ The Bulk Cargo Distribution System is a sushi-bar style conveyor loop system that moves cargo between floors and workstations within SuperTerminal 1.
散貨分送系統是儼如壽司吧的散貨環迴輸送系統，貫通超級一號貨站各層和工作站。



▲ A cargo plane being unloaded.
貨機卸貨情形。



▶ The fully-automated Container Storage System has 3,500 storage positions.
全自動的航空貨箱貯存系統設有 3,500 個貯存位置。

參觀機場貨運設施

會員參觀香港空運貨站和機場空運中心，親身瞭解本港航空貨運業的發展優勢和隱伏障礙

香港國際機場每日處理 6,000 噸以上貨物，論空中貨運的繁忙程度，緊貼居全球首位的美國孟菲斯機場。去年，香港國際機場的貨物處理量為 2,099,605 噸，其中大部分經由香港空運貨站耗資 10 億美元興建的超級一號貨站處理。香港空運貨站常務董事黃思豪於 7 月 31 日向到訪的本會會員講解上述情況。

黃氏預計，2012 年或以後，樓高六層的超級一號貨站每年可處理多達 350 萬噸貨物。

黃氏說，為提升運作效率、安全程度和減省成本，香港空運貨站投放了大量資本，裝設全自動操作系統，包括航空貨箱貯存系統、散貨貯貨箱貯存系統和散貨分送系統。前者把貨箱直接從停機坪傳送到貯存位置，貯存位置總數 3,500 個。散貨貯貨箱貯存系統提供 10,000 個散貨貯存位置，貯存等候進、出或轉口的散貨。後者是儼如壽司吧的散貨環迴輸送系統，接連貨站各層和工作站。這三個系統均全面自動化，貨物可藉此進出貨站。

經香港空運貨站處理的貨物多源自華南，出口商直接從廣州或深圳機場出口貨物，看來合情合理。但黃氏指出，內地機場的國際

空運網絡尚未發展完備。他表示，儘管國際貨運公司成功與中國談妥貨運權，「相信航空公司仍會較有興趣飛往北京和上海等地。香港的航空範圍覆蓋珠江三角洲，它們根本毋須逕自飛赴華南地區。」

深圳、廣州和澳門等城市的機場，去年的貨物處理量分別為 9,500、51,500 和 76,000 噸，總數等同香港國際機場貨運量約 7% (珠海機場並無提供國際航班)。

黃氏稱，他無意貶低珠三角內的機場。香港空運貨站已透過全資附屬公司—香港空運服務設立「超級中國幹線」，提供直通中國的一站式聯運服務。香港空運服務亦提供接通廣東省內城市的專車貨運服務。

他說：「顧客的貨物能於飛抵本港後四小時內，由專車運往中國其他主要城市。」

香港空運貨站亦已擴展珠三角的貨運服務範圍，以強化區內的聯繫。2001 年 3 月，其位於機場島的海運碼頭投入服務，連接機場與珠三角內 20 個港口。

會員還於當日下午參觀新鴻基物流控股的機場空運中心，該中心供應貨物貯存和起卸設施給企業租用。



▶ Hact Managing Director Anthony Wong (left) explains the company's operations.
香港空運貨站常務董事黃思豪(左)解說貨站的運作。



▼ Inside AFCC's security surveillance room. 機場空運中心的保安監察室。

Hong Kong: The 'Switzerland' of Asia

HKSAR should position itself as the "Switzerland" of the Asia-Pacific region, Professor Wang Zhan, director general, Shanghai Municipal Government Development Centre, told members at the Chamber's roundtable luncheon on August 8.

Switzerland's Zurich, Geneva and Lausanne are all international cities. They are also among the most expensive cities in Europe, yet the value-added services that they provide enable their economies to do well.

Hong Kong is an international city, and is also among the most expensive cities in Asia. Like Switzerland, its international status and the services that it offers have enabled Hong Kong to become a unique trading and dialogue platform in the immediate region, and between the region and the rest of the world. No other

city in the region can offer what Hong Kong can, he said.

However, Prof Wang warns that Hong Kong must upgrade its workforce and improve its economy of scale. He also suggested Hong Kong integrate with Macau, Zhuhai and Shenzhen to serve as a pilot "Mainland-Hong Kong free economic zone."

"Concurrent re-structuring of the four places would be much easier than Hong Kong trying to go it alone," he said. "Economic integration of the Pearl River Delta is the way forward for Hong Kong; it is moving in the right direction, although a bit late. In future, Hong Kong and Shanghai may even move forward hand in hand to develop their common hinterland when both economies further expand."

Regarding the economic development of Shanghai, especially now that China has become a WTO member, Prof Wang said,



Hong Kong can learn a lesson or two from Switzerland, says Prof Wang.

王教授說：香港可以瑞士為學習對象。

leasing out land, developing its financial markets and huge sums of foreign investment are the three key components that have helped Shanghai's economy skyrocket. Shanghai, whose GDP has reached US\$45 billion, has been able to achieve double-digit growth in recent years.

Since China embarked on its "opening-door" policy two decades ago, Shanghai has gone through a number of stages and has now entered the fifth stage, which will utilise foreign investment to expand the services sector, while consolidating its industrial base.

"That's why manufacturing industries still occupy 48 per cent of Shanghai's GDP, whereas the services and agricultural sectors account for 51 per cent and 1 per cent respectively," he said.

Moreover, Shanghai is also working hard to beef up its land, air and sea transportation infrastructure to push forward integration of the Yangtze River Delta, as the time is ripe to develop the Mainland market as a whole now that China is in the WTO.

Commenting on the relationship between Hong Kong and Shanghai, Prof Wang described the two cities as sisters linked by fortune. He dismissed claims that Shanghai has been trying to outpace Hong Kong since its early days of economic development. The problems confronting the two economies in no way stem from the competition between them, he stressed.

All economies, including Hong Kong, undergo structural changes as they develop. He expressed optimism that the SAR will be able to ride out the current economic difficulties because it possesses much more favourable conditions than Shanghai did in the 1980s, which has now successfully transformed itself into a business hub for China. **B**

Health

The business of sports

Fostering a sporting spirit within a company can help develop a broad range of business skills within employees, and at the same time bring substantial benefits to firms, Ellen Wong, communications and sponsorship manager of the Royal Hong Kong Yacht Club, told members at the Chamber's August 2 roundtable luncheon.

From a HR management point of view, Ms Wong said that getting staff to take up sports can enhance leadership and cooperation among employees, along with their ability to manage crisis and formulate competitive strategies.

"In races, yachtsmen need to foresee and manage adverse and unexpected situations, such as sudden changes in the wind direction and wave movement," she said. "They steer the boat on the right course and so that it will perform at its optimum level in order to win."

In the business world, enterprises and workers alike similarly have to confront challenges and uncertainties, especially during hard times. Staying competitive will

only be possible if they are able to react swiftly with appropriate strategies.

At the luncheon, Li Kai-khai, head coach of the South China Athletic Association, also shared his views on the benefits of cultivating a sporting spirit among staff. He likened employees to muscles. "The stronger they are, the better they work."

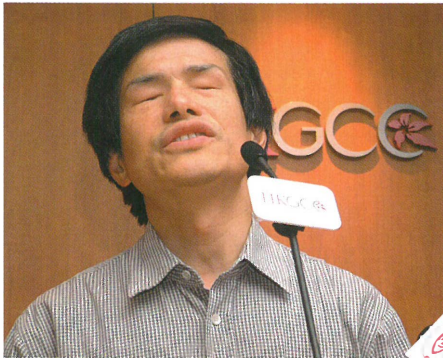
To prove his point, he said a study conducted by Purdue University, USA, showed regular exercise helped improve people's ability to make complex decisions by as much as 70 per cent, while the overall fitness level of those participating in the study rose by 22 per cent.

Another survey by the Dallas-Texas Police Department revealed that 29 per cent fewer employees took sick leave after the department started an exercise programme.

"The benefits of exercise include making fewer mental errors, improved efficiency and concentration at work, as well as stronger morale within the company," he concluded.

Corporate Responsibility Making free trade fair

The old adage of, "While the rich get richer, the poor get poorer," has never rung truer than today. "We are living in a world of unprecedented wealth, but we are seeing widening gaps between the rich and poor that used to be unimaginable," Chong Chan-yau, executive director, Oxfam Hong Kong, told members at the Chamber's



About 128 million people could be lifted out of poverty if Africa, Latin America and poor parts of Asia were allowed to increase their share of global commerce by just 1 per cent, says Mr Chong. 莊氏說，非洲、拉丁美洲和亞洲貧窮地區只要能增加1%的全球貿易佔有率，就可讓1.28億人脫貧。

August 13 roundtable luncheon on globalisation and corporate responsibility.

The World Bank estimates that 1.8 billion people are living below the poverty line of just US\$1 per day, while an estimated 800 million people are living on the edge of starvation. These figures are all the more horrifying when you consider that Oxfam calculates 128 million people could be lifted out of poverty if Africa, Latin America and poor parts of Asia were allowed to increase their share of global commerce by just 1 per cent.

Developed countries are devising rigid rules and double standards to exploit the world's poorest nations to line their own pockets. But Mr Chong said he is not against globalization. "Trade can be an engine for development – but this is the challenge. Because in pursuit of wealth and profits, in the unregulated private sector, trade can destroy the environment, it can exploit labor, it can subdue community interest, and it can promote social injustice," he said.

Oxfam estimates that about 97 per cent of income generated by international trade benefits developed nations, leaving just 3 per cent for poor nations.

And he is not talking just about manu-

factured products. Rich nations, especially the U.S. and in Europe, pay out an estimated US\$1 billion a day in subsidies to their farmers, while at the same time they are urging developing nations to slash support to their farmers so that they will be able to compete in a "free-market economy." The result is overproduction by the developed world, driving prices down to levels at which poorer farmers cannot compete.

As a major player in global trade, Hong Kong is in a position, as are other developed trade areas in the world, to narrow the gap between the rich and the poor, if not for their sake, but for their own.

Mr Chong said that besides human nature instinctively not wishing to tolerate an increasingly divided world, sustainability of the current trade protectionism mechanisms is simply not sustainable.

"It is a source of danger, stability and conflict. A world in which only a few can prosper, is a world that cannot be sustained," he said. "I believe that if corporations, as a power for change and development, can accept corporate responsibility as part of their core business mission, we will see better world and be able to make globalization serve the people."

B

CHAMBER THEATRE FACELIFT COMPLETE

Members who regularly attend roundtable luncheons at the Chamber will probably have noticed that we have refurbished our main theatre.

"The new look provides a brighter and more comfortable atmosphere," said Chamber Assistant Director Dr Y S Cheung, who oversaw the refurbishment. "Members seem to like the new beige and brown carpet, maple panel walls, and matching beige vertical blinds, but I think it is our new audio/visual equipment which has been most welcomed."

With only one projector screen hanging in the middle of the wall in the past, it was often difficult for members sitting at the back of the room to clearly see speakers' slide presentations. To solve this problem, the Chamber raised the ceiling and installed two new projector screens.

"Now that the screens are higher, and with one on the left and right-hand side of the wall, members sitting at the back can quite comfortably see the PowerPoint presentations, videos, or whatever the speaker is showing," he said. "This is important because just about every day a roundtable luncheon, seminar, business-matching meeting, or cocktail function is held in the theatre and we want to make sure members attending these events are getting the best value for their money."



總商會演講廳 一新會員耳目

經常參加總商會小型午餐會的會員，或已察覺本會演講廳經過翻新，且增添了一些設施。

總商會助理總裁張耀成博士監督演講廳的翻新工程，他表示：「演講廳環境變得更加明亮和舒適。米啡色的地毯、楓木幕牆與色調相配的米色窗簾，均受會員歡迎。他們尤其喜愛新增的視聽設備。」

過往，由於演講廳只有一個投影屏幕掛於主牆中央，後座的參加者因而經常看不清講者的幻燈片資料簡介。總商會遂把天花升高，並改裝兩個新屏幕。

張博士說：「現時，屏幕的高度已經提升，並分置左右兩方，後座的會員可舒適地觀看幻燈片、錄影帶或其他資料。本會不時在演講廳舉辦小型午餐會、研討會、商務選配會議或酒會，我們必須確保本會會員服務物超所值。」

香港：亞洲的「瑞士」

上海市人民政府發展研究中心主任王戰教授於8月8日本會小型午餐會中向會員表示，香港應定位為亞太區的「瑞士」。

瑞士的蘇黎世、日內瓦和洛桑等城市均扮演國際角色。它們的營商成本之高，在歐洲名列前茅，但它們所提供的增值服務能驅動經濟不斷向前。

香港是國際都會，亦是亞洲區內成本最高的城市之一。一如瑞士，本港亦具備國際地位和提供優秀的增值服務。王教授認為，香港可望成為區內，以至亞洲與世界其他地區之間獨特的貿易和對話平台。除了香港，區內沒有其他城市可充當這個角色。

不過，王教授勸籲香港須提升人力和經濟規模。他建議香港與澳門、珠海和深圳進行整合，作為「中港自由貿易區」的試點。

他說：「四個城市聯合調整較香港獨自調整容易得多。珠江三角洲經濟整合是香港的出路；這條路走對了，雖遲了一點。當港滬經濟進一步擴展，更可攜手發展兩地的共同腹地。」

談及上海特別是入世後的經濟發展，王教授稱，土地批租、開發金融市場和大量利用外資，是上海經濟騰飛的關鍵。近年，上海經濟以雙位數字增長，本地生產總值已逾450億美元。

中國於20年前實施改革開放政策以來，上海在利用外資方面經歷了多個階段，現已進入第五階段，重點在發展服務業，但亦同時鞏固工業基礎。

他說，目前，製造業仍佔本地生產總值48%，服務業和農業則各佔51%和1%。

此外，上海亦致力改進海陸空運輸設施，推動長江三角洲整合。中國入世後，全面開發內地市場的時機已經成熟。

港滬關係方面，王教授形容兩地為姊妹市，非常有緣分。他反駁上海自發展經濟開始便力圖超越香港的言論，並強調雙方在發展中碰到的問題與兩者的競爭無關。

任何經濟體系包括香港均會在發展進程中經歷結構轉型。然而，王教授樂觀地表示，香港定能從目前的經濟困阻中走出來，因為香港所擁有的條件較上海於八十年代的條件優越，而上海已成功轉型為中國的商業中心。

企業責任
自由貿易要公平

「富者愈富、貧者愈貧」這句俗語來形容現今社會，實在貼切不過。香港樂施會行政總裁莊陳有在8月13日小型午餐會上論述全球化下的企業責任時表示：「我們正活在空前富裕的世界，但貧富懸殊愈益嚴重，卻是我們從來想像不到的。」

世界銀行估計，現有18億人生活在貧窮線下，每天收入只有一美元，瀕臨飢荒邊緣的亦估計有八億人。然而，樂施會的推算數字更令人震驚。該會指出，非洲、拉丁美洲和亞洲貧窮地區只要能增加1%的全球貿易佔有率，就可讓1.28億人脫貧。

發達國家不斷研訂苛刻條款和雙重標準，藉剝削全球最貧窮的國家滿足私利。但莊氏並不反對全球化，他說：「貿易可以推動發展，但這亦是挑戰。不受監管的私營機構紛紛利用貿易尋求財富和利益，貿易卻可破壞環境、剝削勞工、壓制社區權益及助長不公平的社會現象。」

樂施會估計，國際貿易帶來的收益中，約97%落入發達國家之手，貧窮國家只能分享到3%。

他表示，製造業產品只是問題的冰山一角。富裕國家尤其是美國和歐洲，每天給予農民的補貼估計高達十億美元，但卻同時促請發展中國家削減對農民的資助，好使他們在「自由市場經濟」中競爭。此舉導致發達國家農產量過剩，令產品價格降低，貧農生計不保。

香港在全球貿易的角色舉足輕重，無論為公為私，都應跟世界其他貿易發達地區一樣，努力拉近貧富差距。

莊氏稱，我們固然不願見到世界日益分裂，現存的貿易壁壘也理應撤除。

他說：「那是危險、動亂和衝突的根源。一個只有少數人能發達的世界，是一個無法維持下去的世界。我深信，企業作為改革和發展的火車頭，若能以企業責任為核心使命，我們的世界將會更加美好，人人皆可藉全球化而得益。」

健康 體育與商業

香港遊艇會傳訊經理王愛倫於8月2日小型午餐會上表示，在公司內建立體育精神，不僅能助僱員發展種種商業技能，亦可為業務帶來惠益。

王女士從人力資源管理角度闡釋，鼓勵員工參與體育運動，能提升他們的領導才能、團隊合作，以及風險管理和制定競爭策略的能力。

她說：「在比賽之中，遊艇運動員須預計和處理突如其來的不利情況，如風向和海浪的突然改變。他們要掌握船的航道，盡量發揮船的性能，朝向目標，方可取勝。」

在商業社會，企業和僱員同樣需要面對考驗和不明朗因素，逆境之中，險阻更多。要保持競爭力，端視他們能否採行適當策略，迅速應變。

午餐會上，南華體育會總教練李啟淦亦與會員分享培養體育精神的好處。他把員工比喻為肌肉，「肌肉愈強壯，性能愈好。」



Mental skills learnt on the playing field can be used in the office, says Ms Wong.

王愛倫稱，運動能提升人際技巧，有利事業發展。

為證明他的觀點正確，他提出美國普渡大學的一項研究結果，顯示當受訪者的整體健康水平因經常運動上升22%，他們制定重大決策的能力相繼提升多達70%。

達拉斯一德州警局的一項調查則顯示，該局推行體育計劃以後，員工告假次數下降29%。

他總結道：「運動裨益還包括減少錯誤、提升工作效率、專注力及員工士氣。」

One Company One Job 「一間公司一份工」 Campaign 計劃

Spearheaded by six major local business chambers and backed by the Labour Department, the One Company One Job Campaign encourages companies to provide at least one 12-month trainee position at a minimum of \$6,000 per month to new college graduates or higher diploma recipients. The campaign aims to give new graduates valuable work experience to enhance their job prospects.

Companies wishing to participate in the campaign should fill in the necessary form which is inserted into this issue of *The Bulletin* and fax or mail the completed form to the Human Resources Division of the Chamber. We will then forward it to the Labour Department immediately who will post the vacancy information for applicants to apply directly to you.

由本地六間主要商會發起並獲得勞工處支持的「一間公司一份工」計劃，旨在鼓勵公司提供至少一個為期 12 個月的見習職位，予大專或高級文憑應屆畢業生，月薪為 6,000 港元起。此計劃的目的是讓應屆畢業生汲取寶貴的工作經驗，以增加他們的就業機會。

欲參加此計劃的公司請填妥本刊夾附的表格，然後傳真或電郵至本會人力資源部，以便即時轉交勞工處。勞工處會張貼有關空缺資料，供申請人直接向閣下申請。

For enquires on the campaign and application procedures, call Karen Fung at 2823 1240, or email kfung@chamber.org.hk, or visit the Chamber's Web site at www.chamber.org.hk. For enquiries concerning labour related regulations and job specific arrangements, contact the Manager Job Vacancy Processing Centre, Labour Department at 2503 3377.

查詢計劃詳情和申請手續，請聯絡馮嘉寶（電話：2823 1240）或電郵至 kfung@chamber.org.hk，亦可瀏覽本會網站 www.chamber.org.hk。查詢勞工條例和特別工作安排，請聯絡勞工處職位空缺處理中心經理（電話：2503 3377）。

HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

Thank You! 謝謝您!

「一間公司一份工」計劃的支持者 supporters of the One Company One Job Campaign



The campaign, which will run until December 31, 2002, is expected to attract many more companies in addition to the ones listed below. Will your company be among them?

The Chamber would like to thank all the companies that have given their support to the One Company One Job Campaign by providing one or more vacancies to new graduates. Since the Chamber, along with five other major business associations, began the campaign in early August, hundreds of companies have offered vacancies through their respective business organisations. Through the Chamber alone, a total of 217 companies have called to offer 744 vacancies. Their support of the campaign and their contribution to help the plight of Hong Kong's new graduates is truly commendable. In the coming months, *The Bulletin* will publish the names of the companies that have called to offer vacancies through the Chamber. Following are the 217 companies that have called HKGCC, as of August 22, to offer vacancies. For more information, visit the Chamber's Web site, www.chamber.org.hk/ocoj

這項計劃將推行至2002年12月31日，至今已獲得下列公司支持，預期陸續有來。貴公司會否成為其中一分子呢？

本會謹此衷心感謝所有支持「一間公司一份工」計劃的公司，他們將為應屆畢業生提供至少一個職位空缺。自總商會聯同本地其他五大商會於八月初發起此計劃以來，已有數百間公司透過所屬商會提供有關空缺。單是本會，便已接獲217間公司來電響應，合共提供744個職位空缺。他們鼎力支持這項計劃，幫助本港應屆畢業生過度時艱，實在值得讚賞。未來數月，《工商月刊》將陸續刊登透過本會參與計劃的公司名錄。迄8月22日止已允諾支持的217間公司如下。查詢詳情，請瀏覽本會網頁 www.chamber.org.hk/ocoj。

3K Individual Strategic Consultant
Adsale People Ltd
AEL Asia Express (HK) Ltd
AG Wilkinson & Associates
Albert Tsang Jewelry Design Ltd
Alfa Goal Limited
Alice and Law Co Ltd
Allen & Overy (Hong Kong) Limited
American Appraisal Hongkong Limited
American International Assurance Co Ltd
AMS Trustees (HK) Limited
Any Tours Enterprises Ltd
Armitage Technologies Limited
Baker & McKenzie
Bank of China (Hong Kong) Limited
BASF China Limited
Bisbon Ltd
Broadway-Nassau Investments Limited
Bun Kee (International) Limited
California Red Limited
Capital Publishing Ltd
Cathay Pacific Airways Ltd

Centaline (China) Property Consultants Ltd
Chang Yuang Resources Ltd
Cheung Kong (Holdings) Limited
Cheung Kong Center Property Management Limited
Cheung Kong Infrastructure Holdings Limited
Chevalier Group
Chiaphua Components Limited
China Harbour Engineering Co (Group)
China Patent Agent (Hong Kong) Limited
CITIC Ka Wah Bank Limited
CITIC Pacific Limited
City Garden Hotel
Citybase Property Management Ltd
Citybus Limited
CK Life Sciences Limited
CLP Power Hong Kong Limited
Computershare Hong Kong Investor Services Limited
Concord Trading Development Co
Consumer Search Hong Kong Ltd
Dah Sing Bank Limited

Dah Sing Insurance Co Ltd
Desk Top Limited
Dunwell Industrial (Holdings) Ltd
East Arts Jewelry Manufactory Ltd
East Asia Heller Ltd
Eastern Gotech (HK) Ltd
Eastern Worldwide Company Limited
Elite Property Advisors Limited
E-Park Parking Management Ltd
Euro Suisse International Ltd
Ever Peak Development Ltd
Fairbairn Catley Low & Kong
Farrington American Express Travel Services Ltd
Flynt International Forwarders Ltd
Fong's National Engineering Co Ltd
Fong's Steels Supplies Company Limited
Frankie Dominion (Holdings) Ltd
Fuji Photo Products Co Ltd
Futurekids Computer Learning Centre
Gammon Skanska Limited
Global e-Business Services Ltd

Gokal International Ltd
 Gold Coast Yacht and Country Club Ltd
 Golden Computer Technology (HK) Co Ltd
 Goldjoy Travel Ltd
 Goldman Sachs (Asia) L.L.C.
 Goodwell Property Management Ltd
 Grand Stanford Inter-Continental Hong Kong
 Great Eagle Hotel
 Halcrow China Ltd
 Hang Seng Bank Limited
 Hang Tai Industrial (HK) Ltd
 Harbour View International House
 Harilela's/Harilela (George) Ltd
 Henderson (China) Investment Co Ltd
 High Den Enterprises Limited
 HN Jewelry (Asia) Limited
 Holiday Inn Golden Mile Hong Kong
 Hong Kong Cathay Hotel
 Hong Kong Dragon Airlines Limited
 Hong Kong Sales (Knitwear) Ltd
 Hongkong Electric Holdings Limited
 Hongkong United Dockyards Ltd
 Hopo-Bright Furniture Group
 (Hong Kong) Limited
 Horwath Hong Kong Group Limited
 Horwath Management Services Limited
 Hotel Inter-Continental Hong Kong
 Hotel Miramar
 HSBC Insurance Brokers (Asia-Pacific) Ltd
 Industrial and Commercial Bank of China
 (Asia) Limited
 J Roger Preston Ltd
 Jackel International (Asia) Ltd
 Jetmax Limited
 Jillian, Lingerie on Wyndham
 Jiwa International Limited
 Johnson Matthey Hong Kong Ltd
 Jones Lang LaSalle Limited
 JW Marriott Hotel HK
 Kai King International Ltd
 Kai Shing Management Services Ltd
 Kai Wing Insurance Broker Co Ltd
 Karstadt Quelle (Far East) & Co
 KBC Bank NV
 Kuehne & Nagel Limited
 Kwok's Winty Manufacturing Ltd
 Lawman (Far East) Ltd
 Leader Construction Company Limited
 Lefèvre Pelletier & associés
 Li & Fung (Trading) Limited
 Lynns Concepts Ltd

Man Sang Jewellery Co Ltd
 Marido Industrial Co Ltd
 Marketa International Limited
 Marlow International Limited
 Mattel Asia Pacific Sourcing Limited
 Meiton Ltd
 Mekim Limited
 Meyer Aluminium Limited
 Monforts Fong's Textile Machinery
 Company Limited
 Mouchel Asia Limited
 MTR Corporation Limited
 Multi Vision Systems and Networks Ltd
 NAP Acoustics (Far East) Limited
 Neon King Ltd
 New World Telephone Limited
 Nisha Electronic Industries Ltd
 Nissho Iwai Hong Kong Corporation Ltd
 Omnitech Group Limited
 On Kun Hong Ltd
 Orient Overseas Container Line Ltd
 Pacific Finance (Hong Kong) Limited
 Pacific Hawk (HK) Ltd
 Pacific Supernet Ltd
 Pan Telecom Ltd
 Panalpina China Ltd
 Quote Power International Limited
 Regal Airport Hotel
 Regal Kaitak Hotel
 Regal Riverside Hotel
 Regent Publishing Services Limited
 Richemont Asia Pacific Limited
 Richwap Company Limited
 Ronald Lu & Partners (HK) Ltd
 Rosedale on the Park
 Ryoden Group
 Sankyu Air (HK) Ltd
 Score Building Materials Limited
 Scott Wilson Limited
 SE Technology Limited
 Sheraton Hong Kong Hotel & Towers
 Shun Tak – China Travel Ship
 Management Limited
 Shun Tak Group of Companies / Shun Tak
 Property Management Ltd
 Shun Tak Group of Companies / Shun Tak
 Travel Services Ltd
 SME Finance Limited
 SMEloan Hong Kong Limited
 Snatt Far East Limited
 Society of Genesis

Solomon Systech Limited
 South China Printing Company Limited
 South Pacific Hotel
 SRT Architects Ltd
 St Sara Fashion Company Limited
 Standard Chartered Bank
 Star Cruises (HK) Ltd
 Sun Hing Shipping Company Ltd
 Sun Hung Kai Real Estate Agency Limited
 Swire Coca-Cola HK Ltd
 Techwise Circuits Company Limited
 The Dairy Farm Company
 The Excelsior, Hong Kong
 The Great Eagle Development and Project
 Management Limited
 The Hong Kong General Chamber
 of Commerce
 The Hong Kong Jockey Club
 The Hongkong & Shanghai Banking
 Corporation Ltd
 The Jardine Engineering Corporation, Limited
 The Park Lane
 The Professional Quality Control System Ltd
 The Ritz-Carlton Hong Kong
 The Royal Pacific Hotel & Towers
 The Wharf (Holdings) Ltd
 Tong Sek Kee
 Top Repute Co Ltd
 Townland Consultants Ltd
 Transward Ltd
 U-Freight Limited
 Urban Property Management Limited
 USI Holdings Limited
 UTI (HK) Limited
 VF Asia Ltd
 Vigers Hong Kong Limited
 Vinci Park Services Hong Kong Limited
 Wall Street Institute
 Wallok Engineering Co Ltd
 Well Truth Ltd
 Wheelock & Co Ltd
 Wing Tai Corporation Ltd
 WLS Holdings Limited
 Wong Lam Leung & Kwok CPA Limited
 Y & Fung Garment Co Ltd
 Yau Lee Construction Co Ltd
 Yeanley Cheong Company Limited
 Yee Lee Industrial Chemical Ltd
 Yek Tak International Holdings Ltd

Total vacancies as of August 22 744

Say hello to the new **Membership Coordinators**

Twelve Membership Coordinators have been elected by members of selected HKGCC committees to build a stronger link between their committees and the Chamber's membership department to boost promotion of events and communication affecting membership recruitment, retention, and member benefits.

Membership Coordinators will also encourage members of their respective committees to participate in various membership campaigns, such as the Member-get-Member Contest, which will run until November 15. With special incentives and attractive prizes, we hope that more members will participate in the campaign to help bring more companies into the Chamber family as well as win themselves some great prizes in the year-end draw.

新任會員統籌籲請行動

總商會多個專責委員會合共選出12名會員統籌，全力加強各委員會與會員事務組的聯繫，以促進會員招募、續會和會員權益等方面的推廣及溝通。

會員統籌將鼓勵其所屬委員會的會員，參與各式各樣的會員活動，例如將推行至11月15日的「會員推薦計劃」。我們希望透過特別優惠和豐富禮品，吸引更多會員參加這項計劃，以助招攬更多公司加入總商會大家庭，會員本身更有機會於年終舉行的抽獎中贏取巨獎。

“ Each member can bring a non-member to a luncheon talk for free so that they can experience and build up their understanding of the Chamber and expand their business network.

每名會員均可帶同一名非會員免費參加小型午餐會一次，讓他們加深對本會的認識，同時擴闊業務網絡。



Eric Chin 錢樹楷
e-Committee 委員會

“ I hope you will join me in expressing our pride in becoming a HKGCC member. May I ask you to do the following right now:

1. Pick up the telephone and call at least 10 of your clients or contacts;
2. Send an email to targeted people in your address book;
3. Proudly introduce them to the HKGCC.

我以身為總商會會員感到自豪，並想跟您一起用行動證明。我希望您馬上採取以下行動：

1. 致電至少10名客戶或同業友好；
2. 發電郵給通訊錄內擬推薦的人士；
3. 向他們大力推介總商會。



Yvonne Law 羅盛慕嫻
China Committee
中國委員會

“ I would like to encourage members to invite their friends and acquaintances to join in some Chamber events so that they can learn for themselves how they can benefit from being a member of the Hong Kong General Chamber of Commerce. This will show them how the Chamber's business assistance, information and other services can boost their business.

我會鼓勵會員邀請友好參加本會一些活動，讓他們親自瞭解加入香港總商會的益處，以及總商會商業支援、資訊和其他服務能怎樣幫助他們拓展業務。



Landy Lau 劉雅君
Americas Committee
美洲委員會

“ SME members should go out and talk to their contacts to convince them that the Chamber has been doing a lot of work to help SMEs doing business in Hong Kong and improve their ability to compete in this business environment – and that's why they should also join.

中小企會員應親自游說同業友好，向他們講解本會如何努力協助中小企在港營商，及提升他們在當前營商環境下的競爭力，使他們相信加入本會是明智之舉。



Joe Tam 譚耀祖
SME Committee
中小型企業委員會

“ Not only does membership mean building camaraderie and strengthening communication amongst the Hong Kong business community and government bodies, but it also means a cornucopia of resources and business opportunities in Hong Kong and beyond.

會員制度不但能助加強香港商界與政府機構的聯繫和溝通，還能給香港和其他地區帶來大量資源和商機。



Roy Ng 伍俊達
Retail and Distribution Committee
零售及分發委員會

“ Our Chamber Member Get Member Contest will not only build a stronger membership for the Chamber, but also a greater resource for members to draw from.

我們的「會員推薦計劃」不但可加強本會會員陣容，還可為會員帶來更大支援。



” **David Lie 李大壯**
China Committee
中國委員會

“ The best way to recruit new members is to attend as many Chamber and WEC events as we can, bring a friend or business associate every time and show them how they can benefit from the HKGCC. Follow up by inviting them to become a member.

招攬新會員的最有效方法，莫如多參加本會和卓妍社活動。每次帶同朋友或同僚出席，向他們展示加入總商會的裨益，繼而邀請他們成為會員。



Loretta Ng 吳煒珊
Membership Committee
會員關係委員會

“ The best way to bring new people into the Chamber is simply to ask them. Most people have reservations about joining an organisation where they know nobody there, but once they know they will see even one or a couple of familiar faces they are much more comfortable attending their first meeting.

招募新會員的最佳方法就是親自邀請。很多人對加入一個完全陌生的組織有所保留，但若他們知道屆時會見到熟人，那麼參加首次聚會時便會安心得多。



Michael Lintern-Smith 史密夫
Europe Committee
歐洲委員會

“ Take a few minutes every day to scan your business card holders for people who would constitute prospective Chamber members and drop them a line using the very user-friendly membership kit. 每天花幾分鐘翻翻您的名片盒，看看哪些人有需要加入總商會，然後寄上商會會員須知介紹。



” **Paul Clerc-Renaud 祁浩能**
Europe Committee
歐洲委員會

“ We should call on all companies operating in Hong Kong to rally in support of the Chamber, by joining as a member, in promoting trade, and in working with the government to create a better environment in which to do business.

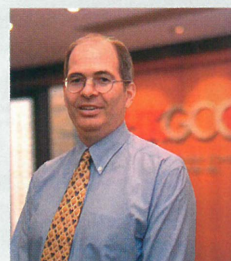
我們應號召所有香港公司加入本會會員行列，一起支持本會推廣貿易，並跟政府合作締造更佳營商環境。



KL Tam 譚廣濂
Asia / Africa Committee
亞洲及非洲委員會

“ I would like to invite my friends and business associates to participate in Chamber events so that they can see how their business can benefit from the services and information provided by the Chamber.

我會邀請親友和同事參加總商會活動，讓他們明瞭本會提供的服務和資訊能為其業務帶來助益。



Richard Morse 莫雅斯
Environment Committee
環境委員會

“ The economic downturn is perhaps the main reason why membership in various industries, sectors and associations has shrunk in recent years. Maintaining membership has been no simple task and recruiting new members is even more challenging in this economic climate. Perhaps, members who have extensive social connections or public recognition can lend their support to introducing the Chamber to their business associates.

經濟不景是各行各業、各商各界、各會各所會員萎縮的主因。要保持會員不流失已非易事，何況增加人數！總商會中有名望、有分量的人士只需略為向對外表態，作小小的呼囑，相信對招募會員必定有很大的幫助和效應。



Lawence Fung 馮元光
Asia / Africa Committee
亞洲及非洲委員會

香港總商會榮獲香港特區政府授權簽發各類產地來源證。

我們轄下的六個簽證辦事處遍及港九，為客戶提供快捷方便的服務。

The **HKGCC** is authorized by the Government of the HKSAR to issue

a full range of Certificates of Origin. Quality and prompt services are

available from six conveniently located CO offices.

簽發證書

Certification Service

- 產地來源轉口證
Certificate of Origin - Re-export
- 產地來源證－非過境或轉運貨物
Certificate of Origin - Non-transit / Transshipment
- 商業文件及發票加簽
Endorsement of commercial documents and invoices
- 特惠稅制表格甲
GSP Forms A
- 臨時入口免稅特許證
ATA Carnets

電子服務

EDI Service

- 香港產地來源證
Certificate of Hong Kong Origin
- 產地來源加工證
Certificate of Hong Kong Origin - Processing
- 進出口報關
Import & Export Declarations (TDEC)
- 紡織品出口許可證
Restrained Textiles Export Licence (RTEL)
- 生產通知書
Production Notification (PN)

網址 Homepage : www.chamber.org.hk

* 會員可獲折扣優惠。
Members enjoy special rate.

辦公時間 Office Hours

星期一至五 Monday to Friday:

9:00a.m. - 5:30p.m.

星期六 Saturday:

9:00a.m. - 12:00p.m.

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Quality HealthCare Asia

Brian O'Connor remembers the day that Quality HealthCare Asia was founded like it was yesterday. "That was the week of the handover," the entrepreneur recollected, "and for five days and nights it just never stopped raining."

The rain only added to the gloom and uncertainty that hung over Hong Kong at the time, which grew as the Asian financial crisis started to bite. But Mr O'Connor said he never for one minute doubted his decision to his postpone retirement to found Quality HealthCare. He got the idea in 1996 after discovering that the healthcare market in Hong Kong was incredibly fragmented. If he could somehow corporatise and consolidate the industry, he would be able to create a vast healthcare provider network practically overnight.

"Because the other thing that struck me was that not only were there a lot of indi-

vidual practitioners, but also a lot of dentists and physiotherapists. No one group offered every service, yet that is the way the world has gone," he said. "People want one-stop shops."

Healthcare services had been consolidated in many countries, but for some reason the sector in Hong Kong had ignored the trend. Part of the reason was perhaps due to the long-standing traditions within the health industry, and any attempt to change the status quo would inevitably run into opposition. The industry was also doing relatively well, so if everything was fine, why try to fix it?

"But everything was not fine," Mr O'Connor said. Corporations wanted their employees to be offered a wide range of services and coverage, and they wanted a single point of contact with a company offering the healthcare package. "They were fed up of having to deal with different individuals for different needs," he said.

He was able to get his dream off the ground during the week of the handover after striking a deal to buy Ultronics International Holdings Limited, a listed medical company selling ultrasound equipment. The company's name was then changed to Quality HealthCare in January 1998. The takeover allowed him to tap the capital markets and raise the profile of Quality HealthCare by becoming the first-ever listed healthcare provider on the Stock Exchange of Hong Kong.

In 1998 Mr O'Connor bought Drs Anderson & Partners to enable Quality HealthCare to expand its network of clinics. Founded in 1868, the takeover of the oldest medical practice in Hong Kong by a non-doctor caused unrest within the practice.

Mr O'Connor and his partners went to the doctors and convinced them that if they went after the bigger accounts, they would

be able to capture a substantial part of the healthcare business, and at the same time offer their clients a wider range of services. To do that, however, would require substantial investments in their back-office operations to deal with corporate accounts, the insurance companies and all the paperwork associated with that.

The doctors did not know how to do that, nor did they really want to do it and they especially did not want to invest the money. Realising that commercial circumstances were sooner or later going to force them to do that, they agreed the work with Quality HealthCare.

"I was able to persuade the medical practices and the doctors not so much to sell out, but rather to sell in," he said.

The doctors were in, but they insisted that Quality HealthCare did not make the same mistakes as those made by healthcare providers in the United States, which was that executives of healthcare services interfered with the doctor-patient relationship to try and maximise profits. Mr O'Connor willingly agreed.

"We set up our Medical Standards and Compliance Committee, made up entirely of doctors – none of our management are on that committee and as far as I am concerned never will be. They run all the practices and decide on the hiring and firing of doctors, and are completely in charge of the doctor-patient relationship."

With all the necessary elements now in place, Mr O'Connor set about expanding Quality HealthCare's network. The company created a listed company, ehealthcareasia (EHA), in 2000 to develop a software system to drive forward Quality HealthCare and expand its infrastructure. After spending a significant amount of money trying to make that work, the dot-com bubble burst and Quality HealthCare decided to stop all cash outflow from the company. It also slashed its workforce from 260 at its peak to 27, most of whom worked at its branches in Singapore, Taiwan and Australia. The drastic cuts saved the company and by December last year it had achieved cash-break even.



Quality HealthCare Chairman Brian O'Connor said the company will continue to expand the range of services that it provides to its clients.

卓健主席歐康納表示，公司會不斷擴大服務範圍，以配合客戶不同的需要。

卓健亞洲



他們若擴大生意規模，便可望提高市場佔有率，並能為客戶帶來更全面的服務。但是，與此同時，他們亦需為後勤作業投放大量資金，以處理與企業客戶、保險公司的關係和一切文書工作。

150,000 名合約病人而來的文書工作。歐氏說，有企業欲收購 EHA，洽談尚在進行中。

軟件經測試和改良後，已能全面運作，有望幫助卓健大展拳腳。公司轄下診所不但能利用軟件加快病人登記手續，還可查看個別病人藉醫護計劃享有的不同權益。醫生更可從電腦屏幕知道正在輪候的病人及他們的病歷。

卓健亦銳意實行業務多元化，陸續增設眼和皮膚激光治療及防止衰老的療程。歐氏說：「很多顧客要求我們增設這些服務，乃因卓健信譽昭著。」

縱使保險公司不承保上述醫療服務，歐氏認為，愈來愈多人有興趣使用可靠的服務，他們願意自行繳付費用。

他說：「已接受眼激光治療的人不計其數，我們會於兩個月內正式推出這項新服務。」

卓健基本上已實踐抱負，供應廣泛的醫護服務，涵括中醫藥到即將面世的眼激光手術，但它的前路何往？

歐氏稱，隨著保險產品相繼投入市場，加上醫護服務私營化的趨勢，商機必然存在。內地醫護制度改革比香港走前一步，故他亦覬覦這個市場。

他說：「人們的要求愈來愈高，亦願意花錢。卓健正部署把香港一站式的醫護服務帶入中國，相信不出六個月，你便會聽到卓健已在內地立足的消息。」

歐康納形容卓健亞洲創立時的情景至今仍歷歷在目。他回想道：「卓健恰好成立於香港回歸那週，及後連續五天香港日以繼夜地不停下雨。」

天雨連連，每每令當時的港人倍添愁緒，亞洲金融危機之後，港人更益感前路陰暗。不過，歐康納卻明顯較為樂觀，對自己為創辦卓健而延遲退休的決心，從沒半點懷疑。1996年，歐康納有感香港的醫護市場異常零散，萌生創業念頭。他堅信，若能把公司化和業務整合的理念引入這門行業，應能迅速創立一個龐大的醫護服務網絡。

歐氏說：「當年，香港醫護市場有一個奇特的現象，眾多醫生、牙醫和物理治療師各自執業，互不關涉，並無提供綜合服務的醫療組織。要知道人們需要一站式服務，這是大勢所趨。」

那個時候，不少國家的醫護服務已經整合，但基於某些原因，香港卻未能順應潮流。這可能是緣於本港醫護界具深厚傳統，任何欲改變現狀的行動多會遭到反對。況且，業界運作良好，為何要嘗試變革呢？

歐氏反駁道：「實況卻非如此。企業希望僱員獲得周全的服務和保障，故一站式的綜合醫護服務最切合所需，因企業無需大費周章，到處為員工張羅。」

就在香港回歸那一週，他收購了專售超音波醫療設備的上市公司—Ultronics國際集團，開始落實他的理想，並於1998年1月把集團更名卓健。透過是次收購，卓健成為在香港聯合交易所上市的首家醫護服務供應商，不僅成功涉足資本市場，亦能打響名堂。

1998年，歐氏繼而收購晏打臣醫生醫務所，將該集團旗下診所併入卓健的網絡。晏打臣集團創立於1868年，是本港歷史最悠久的醫療組織。集團由非醫生出身的歐氏購得，引起業界哄動。

歐康納與夥伴親自拜訪執業醫生，游說

醫生多不懂箇中之道，有些不樂意做，甚至不想投資。然而，他們明白商業環境的變遷迫使他們遲早需要變革，遂同意與卓健合作。

歐氏說：「我說服了醫護專業人員和醫生加入，合力開拓業務，毋須因環境改變而冒被淘汰的風險。」

不少醫生加入卓健，但他們堅持卓健不可重蹈美國醫護供應商的覆轍，要求行政人員不可為營利而干預醫生與病人的關係。歐康納應允。

他說：「卓健特別成立醫療標準及守則委員會，會員全為醫生，管理層不能參與，即使我亦不可以。委員會全權負責醫護服務、醫生的聘任和醫生與病人的關係。」

當一切就緒，歐氏遂著手擴展卓健的網絡，2000年成立上市公司ehealthcareasia (EHA)。該公司專注開發軟件系統，旨在拓展卓健的業務和基礎設施。可惜，在投入了大量資本之後，科網泡沫爆破，卓健馬上停止資金外流，並將員工數目由高峰期的260人減至27人，當中不少是駐於新加坡、台灣和澳洲的員工。厲行節約拯救了公司，去年十二月公司已能回復收支平衡。

他說：「多年來，我累積了一點營商心得，就是切忌過於執著某一項決定，亦不可做死硬派，或不承認錯誤。若然如此，後果堪虞。你反應暫退一步，細意評估現狀。」

卓健現已應用EHA為其母公司開發的軟件系統，幫助公司和醫生處理每月隨



“One of the things I’ve learned in business over many years, is that if you make a decision you have to be very careful not to be so wedded to that, so hung up in it; whether from an ego point of view or you don’t want to admit a mistake was made or whatever. That is the most disastrous thing you can do,” he said. “You have got to sit back and think where is the real world?”

The software system that EHA developed for its parent company has been brought into Quality HealthCare, and now helps the company and its doctors manage the paperwork that the 150,000 patent consultations generate every month. Mr O’Connor said he has received interest to buy EHA and is in discussions to sell it.

After some teething problems, the software is now up and running. Besides speeding up the checking-in process at clinics, it also allows clinics to see instantly what treatments a patient is entitled to under their company’s healthcare plan, which differ from employee to employee. The doctor can also see on his monitor who the next patient is, and have their medical records on screen.

The company is also continually expanding its range of services and treatments that it offers to its clients, and is now planning to offer eye and skin laser treatments, as well as anti-ageing treatments. “We have received a lot of requests from our customers that they want QHC to offer some of these services because they trust our name,” he said.

Although insurance companies will not cover such treatments, Mr O’Connor said with the increasing number of people interested in undergoing such treatments with a name they can trust, people would be willing to pay for it themselves.

“Many thousands of people have had eye surgery done, and we will start to offer this service within two months,” he said.



MEMBER ASSISTANCE SCORECARD

服務回響

Galleon Industrial Ltd

Galleon joined the Chamber 30 years ago. The company was founded by two brothers, Antonio Young and William Young, who are both very active Chamber members. The brothers make valuable contributions to the Chamber's European and Americas committees, and they also regularly attended seminars and meet with incoming delegations. They also participate in outgoing missions and joined the Chamber's first mission to South Africa in 1989, which helped expand their business. They said another member who was on that trip also met a business partner and they maintain a good business relationship to this day. They also appreciate the Chamber's efforts to reflect their views to the HKSAR Government that more should be done to help reduce operation costs of local traders to make Hong Kong more competitive.

Company: Galleon Industrial Ltd
Year Joined HKGCC: 1972
Business Nature: Manufacturing, trading
Tel: 2723 4181
Fax: 2369 1007

加利安實業有限公司

加利安由楊壽仁和楊康裔昆仲創立，30年前加入總商會，兄弟二人均熱衷參與本會活動，對歐洲和美洲等委員會貢獻尤多，亦經常參加研討會和會晤到訪代表團。楊氏兄弟還參加外訪考察團活動，包括1989年本會首辦的南非訪問團，給拓展公司業務帶來助益。他們知道，另有團員在訪問期間物色到一位商業夥伴，迄今雙方仍往來不絕。楊氏兄弟亦感謝總商會致力向港府反映他們的意見，希望政府能推行更多措施，幫助本地貿易商降低經營成本，從而增強香港的競爭力。

公司：加利安實業有限公司
入會年份：1972
業務性質：製造、貿易
電話：2723 4181
傳真：2369 1007

With QHC having basically achieved its mission of offering a broad range of medical services, with everything from Chinese medicine to soon-to-be eye laser surgery, where does it plan to go from here?

Mr O’Connor said he believes significant additional business opportunities exist in the additional insurance products coming onto the market, and the privatisation of the

health care services. He is also looking at the Mainland market where healthcare reforms are moving much faster than in Hong Kong.

“People are demanding better service and are willing to pay for it,” he said. “We plan to replicate in China the one-stop-shop that has been created in Hong Kong, and within the next six months, I think you can expect to hear us say we are in China.” **B**

Company: Quality HealthCare Asia Ltd
Business: Healthcare services
Year joined HKGCC: 1999
Tel: 2598 9133
Fax: 2824 0308
email: mail@qha.com.hk

公司：卓健亞洲有限公司
業務：醫護服務
入會年份：1999
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The Hong Kong General Chamber of Commerce

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General Committee

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Americas

Mr H Y HUNG

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Mr K K YEUNG

Taxation

Mr Kaushal TIKKU

HK Coalition of Service Industries

Executive Committee

Mr Stanley KO

Financial Services

Mr David RUAN

Information Services

Mrs Cindy CHENG

Professional Services

Mr Ian ROBINSON

Real Estate Services

Mr Nicholas BROOKE

Travel/Tourism

Mr James LU

AMERICAS

Fourteen members of the **National Committee on U.S.-China Relations** visited the Chamber on July 25, where they were met by Dr Eden Woon, Chamber director. The delegates, all of whom are teachers, were in Hong Kong to participate in this year's Fulbright-Hays Summer Seminar. They were particularly interested in how the "one country two systems" principle works in Hong Kong.

ASIA/AFRICA

Barrie Cook, chairman of the Chamber's Asia / Africa Committee, vice chairman Manohar Chugh, and Dr Eden Woon, Chamber director, attended a luncheon with The Hon Rafidah Aziz, minister of international trade and industry of Malaysia on July 23. Mrs Aziz spoke about the latest investment environment and business opportunities in Malaysia. HKGCC was one of the co-organisers of the luncheon.

EUROPE

David Ting, head of the European Commission, spoke at the Chamber's July 22 luncheon about the changing shape of the European Union and the impact that new member countries into the group will have on Europe as a whole.



CHINA

Chamber Director Dr Eden Woon met with a delegation from Buji County, Guangdong Province, on July 15. The delegation, comprised of Buji companies, was organised by the Buji Chamber of Commerce.

A 25-member delegation from Huadu District, Guangzhou, called on the Chamber on July 26. The delegation was led by Huang Shuiji, general secretary, Huadu District, and Chen Guo, district magistrate. Mr Chen said the value of the district's exports in the first half of this year rose 57 per cent over the same period last year, and that its top-three industries are the automobile, leather products and jewellery sectors.

Tang Long, vice secretary general, Beijing Municipal Government, visited the Chamber

on July 31 to discuss the upcoming Beijing and Hong Kong Economic Cooperation Forum. Dr WK Chan, assistant director of the Chamber's Business Policy division, welcomed Mr Tang and his delegation to the Chamber, and the two shared their ideas on the forum, which will be held in Hong Kong in late October.

Gu Jie, deputy chief, MOFTEC Xiamen Office and Chen Conghui, vice mayor of Xiamen, led a delegation comprised of members of the organising committee of the 6th CIFIT to the Chamber on August 5. Chamber director Dr Eden Woon briefed the delegation about the Chamber's planned mission to Xiamen for the CIFIT.

Xiang Bin, deputy director general, Department of Exchange and Cooperation, Hong Kong and Macau Affairs Office, called on the Chamber on August 12 to discuss with HKGCC director Dr Eden Woon economic development issues in Hong Kong. They also exchanged ideas on the CEPA consultation between the Central and the HKSAR governments.

Chamber 總商會

HKCSI

The HKCSI study group on Hong Kong-Pearl River Delta Integration held another brainstorming meeting on July 22. Seven members also participated in a one-day trip to Guangzhou, which was hosted by Pearl River Hang Cheong Real Estate Consultants, and conducted a whirlwind tour of select service industries including wholesale distribution, retail, franchise and real estate agency. A round-up brainstorming meeting was held on August 9.

SME

Dr W K Chan, assistant director of Business Policy, and Charlotte Chow, senior manager, of the Chamber, on July 23 met representatives of the Hong Kong Productivity Council, led by Vincent Li, to discuss the 4th SME Award, which will be jointly organised by the Chamber and HKPC.

太平洋地區經濟理事會討論 執行委員會報告書

太平洋地區經濟理事會董事會於8月8至9日在港開會，討論執行委員會的報告書及理事會未來工作重點，合共26名來自12個成員國的代表出席。會上，董事會通過開設新的成員組別，並成立特別委員會研究如何與太平洋經濟合作理事會加強合作。



PBEC DISCUSSES IMPLEMENTATION COMMITTEE REPORT

The Board of Directors of the Pacific Basin Economic Council met in Hong Kong on August 8-9 to discuss its Implementation Committee Report and the future focus of PBEC. The meeting was attended by 26 representatives from 12 member economies. At the meeting, a new category of membership was approved and an ad hoc committee was formed to look into further cooperation with PECC.

美洲

美中關係全國委員會14名成員於7月25日到訪，由本會總裁翁以登博士接待。代表團成員皆為教師，來港旨在參加本年度的Fullbright-Hays夏季研討會，團員對香港如何實踐「一國兩制」原則尤感興趣。

in Action 動態

亞洲及非洲

本會亞洲及非洲委員會主席高保利、副主席文路祝和本會總裁翁以登博士於7月23日與馬來西亞國際貿易及工業部部長拉菲達共進午餐。拉氏在會上闡述馬來西亞最新投資環境和商機。本會為午餐會的協辦機構之一。

歐洲

歐盟委員會駐香港與澳門辦事處主任丁國煒於7月22日小型午餐會中，講述歐盟的轉變及新成員國加入對歐洲的影響。

中國

廣州市花都區25人代表團於7月26日到訪。代表團由花都區區委書記黃水記和區政府區長陳國率領。陳氏指出，該區今年上半年出口貨值較去年同期上升57%，目前三大工業為汽車、皮革產品及珠寶。



本會總裁翁以登博士於7月15日與廣東省布吉鎮代表團會面。代表團由布吉商會組成，團員為當地企業。

北京市政府副秘書長唐龍於7月31日到訪，就十月底於香港舉行的北京－香港經濟合作論壇進行討論。本會工商政策部助理總裁陳偉群博士接待唐氏和代表團，雙方就論壇交流意見。

外經貿部投洽會組委會主任顧傑和廈門副市長陳聰輝，於8月5日率領包涵第六屆中國投資貿易洽談會組委會成員的代表團到訪。本會總裁翁以登博士向代表團簡述本會籌組考察團參與洽談會的最新進展。

國務院港澳事務辦公室交流司副司長向斌於8月12日到訪，與本會總裁翁以登博士商討本港經濟發展事宜。雙方亦就「內地與香港更緊密經貿關係安排」的磋商交流意見。

香港服務業聯盟

香港服務業聯盟香港與珠三角整合研究小組於7月22日召開會議。此外，七名成員應邀參加由珠江恒昌房地產顧問有限公司主辦的廣州一天遊，考察當地的重點服務行業，包括批發分銷、零售、特許經營和房地產代理。小組繼於8月9日開會歸納和總結所得意見。

中小型企业

本會工商政策部助理總裁陳偉群博士和高級經理周育珍於7月23日與李啟倫率領的香港生產力促進局代表會面，商討第四屆香港中小企業獎的籌備工作。該獎將由本會與香港生產力促進局合辦。

香港總商會

委員會
主席

理事會
諮議會
鄭維志

美洲委員會
洪克有

亞洲及非洲委員會
高保利

中國委員會
許漢忠

總商會海外講者團
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e-委員會
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經濟政策委員會
梁兆基

環境委員會
關正仕

歐洲委員會
萬大衛

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會員關係委員會
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金融服務委員會
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鄭韓菊芳

專業服務委員會
羅實信

地產服務委員會
蒲祿祺

旅遊委員會
呂尚懷

EYE SPY IN TIBET 西藏訪問團花絮



Members of the Chamber's delegation to Tibet are presented with "hada" upon their arrival in Lhasa.

西藏自治區政府在訪問團剛到達拉薩時，為團員安排獻「哈達」儀式。



Norbulingka Summer Palace.
羅布林卡夏宮。



TAR Standing Deputy Party Secretary Re Di (right) proposes a toast with delegation leader Annie Wu.

西藏自治區常務副書記熱地(右)向訪問團團長伍淑清敬酒。



The TAR Government hosts a farewell dinner for delegates.
西藏自治區政府為訪問團安排了隆重的告別晚宴。



Members explore the inner courtyard of Potala Palace.



TAR Party Secretary Guo Jinlong (right) and Chamber Director Dr Edén Woon exchange souvenirs after the dinner.
西藏自治區黨委書記郭金龍(右)與總商會總裁翁以登博士在晚宴後互贈紀念品。



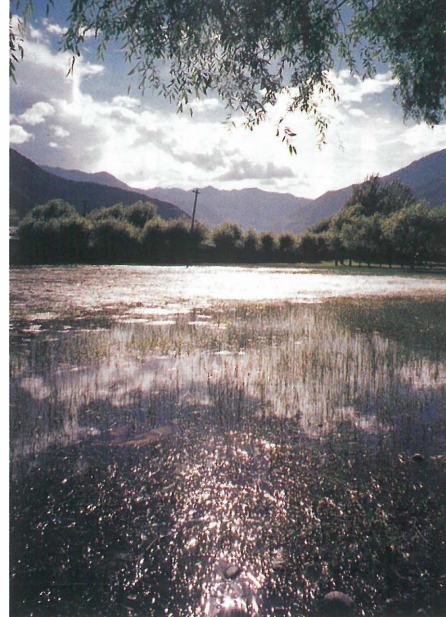
團員欣賞布達拉宮內一個景區。



Tibetan children sell cheese to tourists at the summit of Mount Milha, which is almost 5,000 meters above sea level.
在海拔約5,000米的米拉山頂上賣奶酪的藏族孩子。



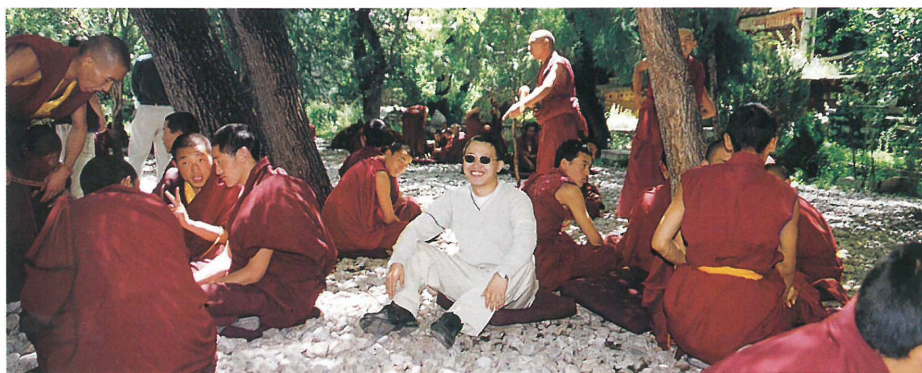
Delegates pose for a souvenir photo on yaks at Mount Kamala.
團員在崗巴拉山興致勃勃地騎牦牛。



One of Tibet's many beautiful sights. 西藏美景之一。



(L-R) Zhang Xiaoli, chief representative, CCPIT Hong Kong Representative Office, Dr Eden Woon, Chamber director, mission delegate Dominic Yin, and Tang Wei, deputy head, Commercial Office, Economic Affairs Department, Liaison Office of the Central People's Government in the HKSAR, pose for a photo at Yamzhoyam Lake.
(左至右)貿促會駐香港代表處首席代表章曉立、本會總裁翁以登博士、訪問團團員尹德川與中聯辦經濟部副部長唐煒在羊卓雍湖畔合影留念。



A delegate listens to a sutra debate at Drepung Monastery. 團員饒有興趣地觀看哲蚌寺的辯經情景。



Delegates picnic on the bank of Yarlung Zangbo River. 團員們在雅魯藏布江邊野餐。



Members tour a Tibetan pharmaceutical factory. 團員參觀藏藥廠。



More than 100 Mainland officials and businessmen in Tibet take part in a half-day seminar held by the Chamber.
總商會舉辦的半天培訓班吸引了百多名當地官員和企業人員參加。

UPCOMING EVENTS

11 September

Hong Kong – Economic Forum
港台經貿論壇

13 September

Breakfast Meeting with Thai Consul
General, Sihasak Phuangkerkeow

16 September

Roundtable Luncheon: "A World City with
a Blue Sky"

2002 Venture Capital / Private Equity
Partnership Conference – "Riding the
Dragon"

Discussion, Promoting Local Community
Economy
推動本土經濟齊獻計座談會

17 September

WEC Anniversary Cocktail

Joint Luncheon with Hong Kong Japanese
Chamber of Commerce and Industry

Training: Offshore Companies & Offshore
Bank Accounts – Latest Developments
(Cantonese)

19 September

Meeting with Industry Canada Delegation

Roundtable Luncheon: "Industry &
Technology: The Way Ahead"
工業與科技：發展前瞻

Seminar: "Tax Planning – A Moving Target?"

20 September

Seminar: Customs regulations in the
Mainland
外商如何避免觸犯國內海關法規及觸犯後
的責任承擔、權利與保障

23 September

Roundtable Luncheon: "Powering your
Logistics Operations with Information
Technology"

24 September

Seminar: Profiting from the Trieste-Hong
Kong-China Advantage in Logistics and
Sea Transport Seminar and Dinner (By
invitation only)

Training: Build Strong Brands • Make More
Cash (Cantonese)
「創名牌 • 取現款」

24 September ~ 21 January

Training: Mandarin Speaking Group for
Expatriates (Beginners) (Mandarin &
English)

26 September

WEC Lingerie Show

27 September

Dinner Club "秋高氣爽總商會聯歡晚宴"
(Cantonese)

Training: Secrets to Become Competent
Managers & Corporate Leaders
(Cantonese)

27 September ~ 20 December

Training: Mandarin Speaking Group for
Managers (Basic) (Mandarin)
行政人員普通話基礎班

30 September

Business Luncheon with U.S. Delegation

4 October

Training: Jump-Starting Your Business
(English & Cantonese)

Training: Crafting Marketing Strategies
(English & Cantonese)

7 October

Training: Policy on Export Value-Added
Tax Refund and Its Impact on Foreign
Enterprises
最新中國稅務退稅制度

Training: Customer Service on the Phone
(Cantonese)

8 October

The Power of Communication Forum

Asia / Africa Committee Cocktail Reception
in Honour of Asia-Pacific & Africa Consuls
General

Training: How to Set Up Foreign Trade
Companies in PRC
如何在國內設立外商貿易公司

9 October

Training: Individual Income Tax in PRC
如何申報在中國的個人所得稅

10 October

Distinguished Speakers Series Luncheon
with Samsung Electronics CEO Jong-Yong
Yun

Training: HR Series – Job Analysis and
Job Description Design (Cantonese)

Training: Setting Up Business in China via
Foreign Representing Offices in PRC
如何運用外國駐華機構開展中國營商業務

15 October

Training: Getting the Best Results from
Your Working Team (Cantonese)

23 October

Roundtable Luncheon: "How Mobile and
Wireless Technology can Help Enhance
Your Productivity"

COMMITTEE MEETINGS

13 September

Asia / Africa Committee Breakfast
Meeting

16 September

Environment Committee Meeting

18 September

China Committee Meeting
e-Committee Meeting

19 September

Industry & Technology Committee
Meeting

20 September

SME Committee Meeting

24 September

Americas Committee Meeting

26 September

Legal Committee Meeting
Taxation Committee Meeting

3 October

Retail and Distribution Committee
Meeting

Regular committee meetings open to respective
committee members only, unless otherwise specified

MARK YOUR DIARY

16 September

2002 Venture Capital / Private
Equity Partnership Conference –
"Riding the Dragon"

10 October

Distinguished Speakers Series
Luncheon with Samsung Electronics
CEO Jong-Yong Yun

5 November

China Business Conference 2002

11 November

Symposium on Best Practices in
Customer Services

21 ~ 22 November

Taipei Mission and Joint Meeting
Between Hong Kong-Taipei
Economic Cooperation Committee
and China Taipei-Hong Kong
Economic Cooperation Committee
台北訪問團暨香港—台北經貿合作委員
會及中華台北—香港經貿合作委員會聯
席會議

27 November

The 9th Annual Hong Kong Business
Summit

1 December

Study mission to Shanghai and
Zhejiang Province

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