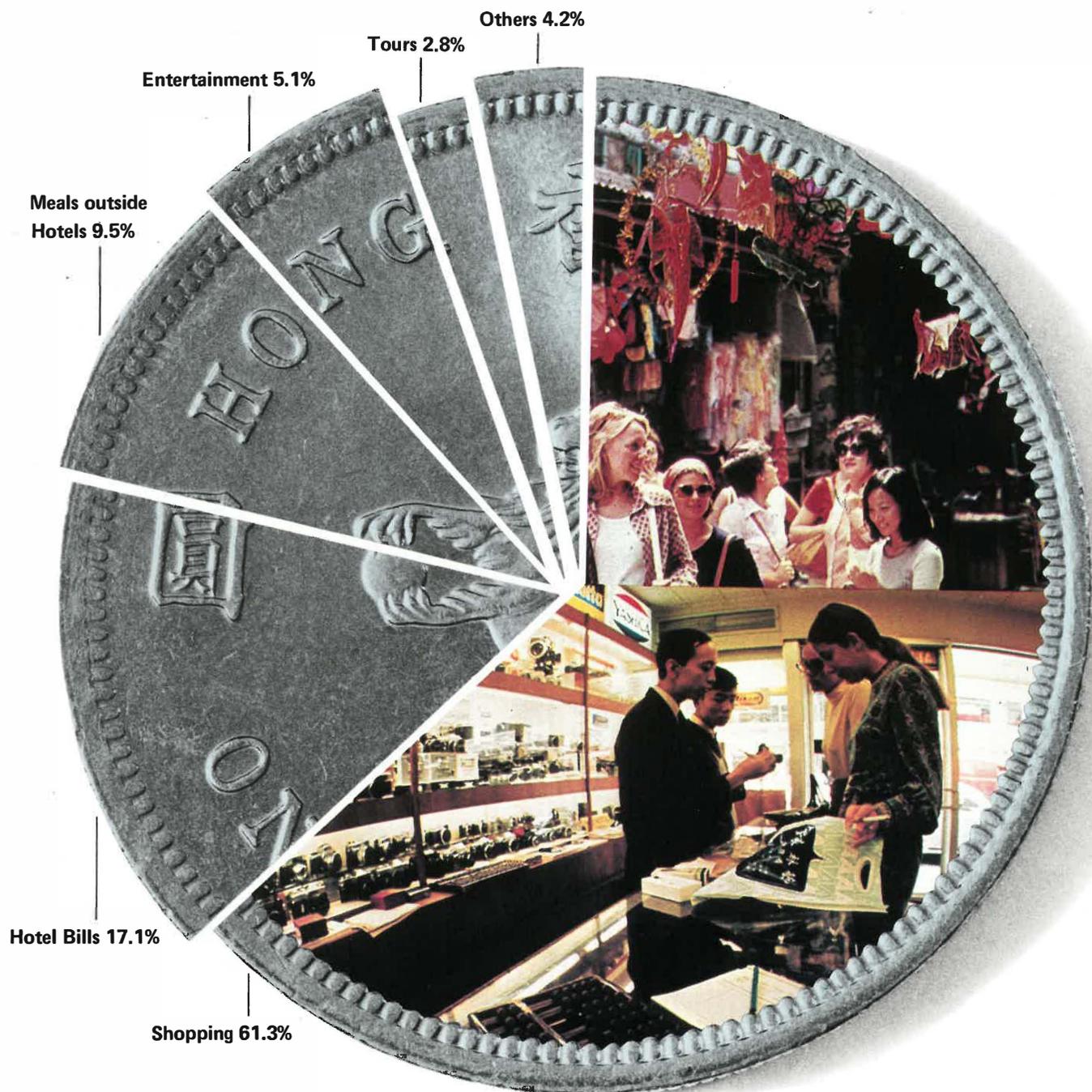


The Bulletin

Magazine of The Hong Kong General Chamber of Commerce

香港總商會工商月刊



Tourists – who needs them? 香港需要遊客？

October, 1978
一九七八年十月號



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J D McGregor, OBE, ISO

Editorial Board

J D McGregor, OBE, ISO

Harry Garlick

Francis Tsang

Anthony Tam

Annie Yuen-Yau Lee

Production

Li York Ling

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電話：五-二三七一七七

主席：雷勵祖

副主席：紐璧堅

執行董事：麥理覺

編輯部：麥理覺

葛立科

曾子修

譚國榮

李源柔

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The Hong Kong Tourist Association

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Director's Viewpoint

Tourism— China, Hong Kong and the Ground Floor

THE interest shown by the People's Republic of China in recent months in the development of modern hotel facilities has, in my view, quite substantial implications for Hong Kong. Quite apart from the obvious possibilities for direct joint venture hotel building and management developments of one kind or another, an intriguing aspect of the Chinese interest is the fact that Hong Kong has virtually all of the experience that China will need in future. Hotels need not mean tourists but most hotels are used worldwide to accommodate the massive and increasing tourist traffic.

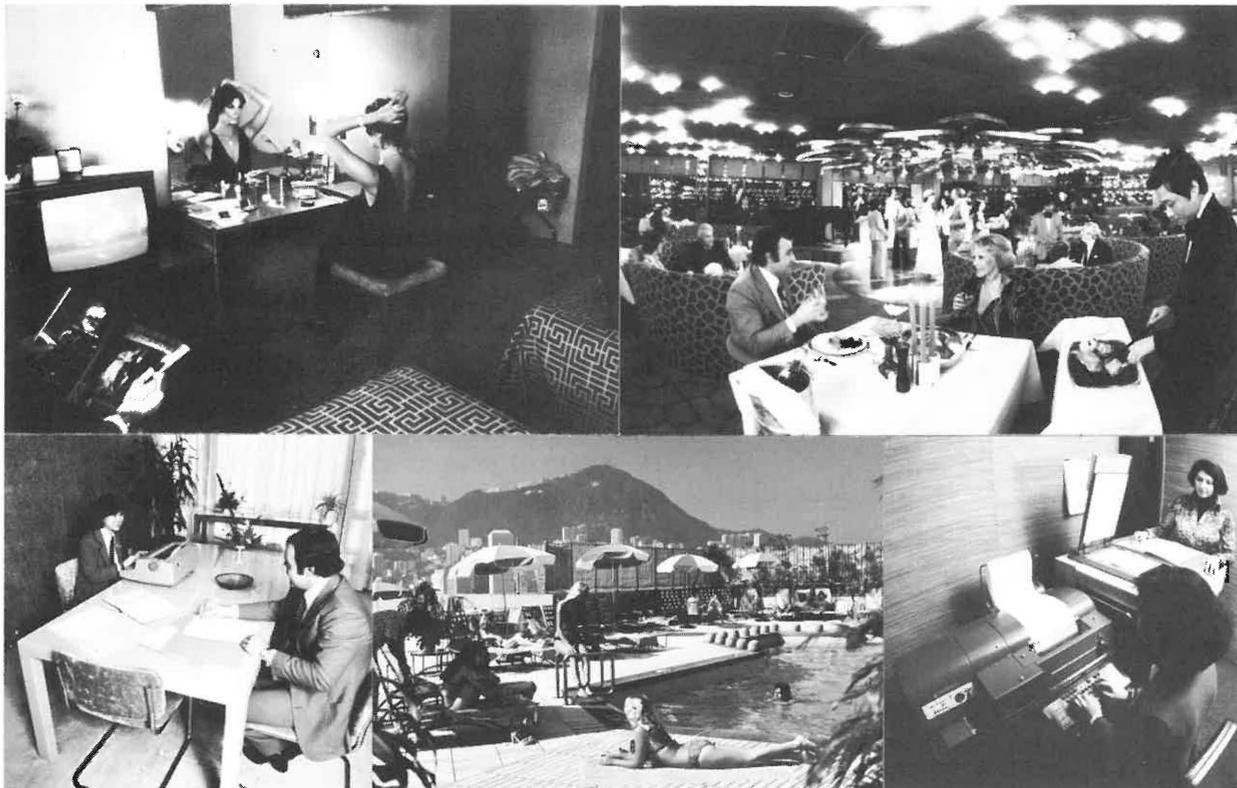
Tourism (pure tourism, that is, and not study tours or commerce linked tours) has already expanded substantially in China. The Chinese authorities, like those in most other countries which have a great deal to offer the tourist, are already preparing the way for a substantial further increase in tourist and visitor traffic. This will need not only hotels and the thousand and one modern support systems that go with well managed hotels but also significant changes in the pattern of movement of foreign visitors to and in China. Large groups must be moved quickly, comfortably and safely over large distances, housed and fed well and encouraged to come again, not only as friends of China but as satisfied travellers who have seen much and want to see more.

The enormous task in establishing a modern and efficient tourism industry in China (always assuming that the Chinese authorities intend to do so) will take many years and will require close co-ordination with expert sources of advice and mutually advantageous cooperation. Hong Kong has a vital role to play in this process, I am sure.

And why not, given the importance of tourism in Hong Kong and the long and mainly efficient development of the industry here. Our main article is devoted to the tourism industry and whilst the figures and facts are impressive, I am personally more interested in the future potential and in the now exciting possibilities of adding a new dimension to Hong Kong tourism with the development of fast sea and air connections between Hong Kong and China. It is perhaps appropriate therefore that a large Chamber organised group of senior executives of member companies will be touring China from early November. We are going basically to see for ourselves a little of China's history, some of her present developments and achievements and to gain an impression of the future course of trade and industry. In regard to the future of tourism in China, however, I am sure we shall all see opportunities for further strengthening of the already helpful links between Hong Kong and China. And remember, the Chinese tourism industry is presently only at the ground floor level.

But to get back to Hong Kong, it can be said with certainty that the Hong Kong tourism industry can only expand. We shall need more hotels, continually better service in them (although we are already very well considered around the world in this respect), better systems of training hotel and tourist related staff and workers, better and bigger promotions, closer liaison with tourist generating agencies around the world and more highly automated handling systems to deal with the extra millions certain to come here annually in the decade ahead. Airport procedures, taxi and bus clearances from the Airport, tourist shops civility and service, special TV and radio programmes for tourists at appropriate times (in Japanese might be handy) and the construction of new tourist attractions all need constant attention. And that is what they are getting!

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Tourists— who needs them?

Hong Kong, for a start. Last year we earned \$4,050 million from our tourist trade, and over the years our earnings have steadily increased.

But so has our spending, not only on travel out of Hong Kong, but on other forms of 'invisibles'. And with a widening trade deficit, our overall foreign earnings surplus must now be close to break-even. The tourist dollar is more important than ever.

A story much related on cocktail party circuits a short while ago, concerns a group of Japanese tourists waiting in the lobby of one of the hotels adjacent to Star Ferry. Their guide had laid down his banner — the inevitable rallying signal for all Japanese tourists — while he discussed a point with the front desk. A mischievous local resident spotted the banner, picked it up and held it aloft, walking towards the hotel door as he did so. The Japanese party followed him. He walked across the Star Ferry concourse, onto a waiting ferry, and allowed the tourists to seat themselves. He then put down the banner, ran ashore and watched the party of Japanese disappear guideless, towards Hong Kong island.

This apocryphal event probably never took place. But the story illustrates an underlying attitude towards tourists — do we want them or are they merely a nuisance in highly crowded Hong Kong?

In London, a city that lately has become an even bigger tourist attraction than Hong Kong, resentment against the tourist reached a new peak this summer. Mr. John Osborne, a British playwright noted for the vehemence of his opinions, launched a “be-rude-to-the-tourist” campaign. Television screens and newspaper correspondence columns quickly took up the topic. It was apparent that many agreed with Mr. Osborne’s point of view.

In Hong Kong, by contrast, the emphasis is on being nice to the tourist. True, a few complaints reach the Hong Kong Tourist Association about “rude” local people. Where these complaints seem justified — and often they arise simply because of misunderstandings in the hustle and bustle of Hong Kong life — it is probably because the culprit is by temperament equally rude to *all* his fellow citizens.

The most obvious argument in favour of promoting Hong Kong as a centre for tourism is of course economic. Sooner or later in Hong Kong, most things come down to a matter of dollars and cents, and so it is with tourism. Hong Kong runs with a deficit on its balance of visible trade. Because of its need to import most necessities, it must therefore rely on invisible earnings to balance the books. Of these invisibles, tourism is an important component, possibly the most important. The argument is simple.

But does this argument stand up to scrutiny? Well, for a start, it is hard to establish meaningful figures. Although tourism is itself well covered statistically — probably better than anywhere else in the world — earnings from tourism are only one component in the mix of invisible earnings.

A comprehensive figure would have to take into account the in-flow and out-flow of earnings from activities such as shipping, insurance and banking. Sometimes, for reasons of commercial reluctance, these are difficult to establish. More

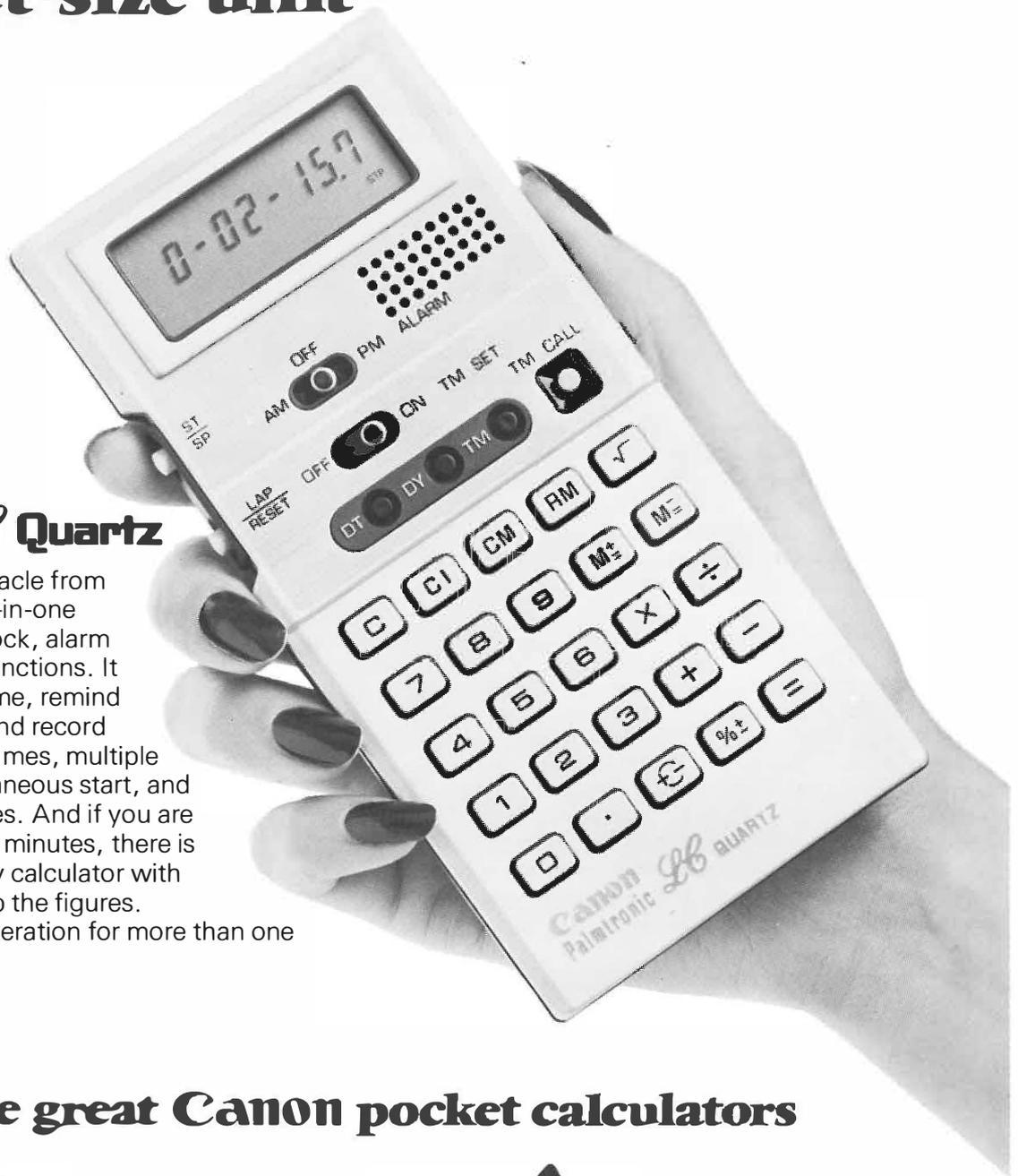


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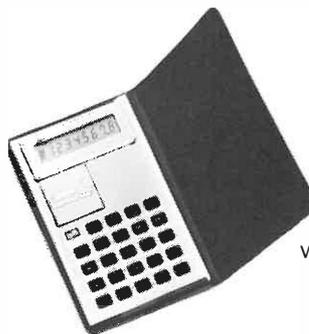


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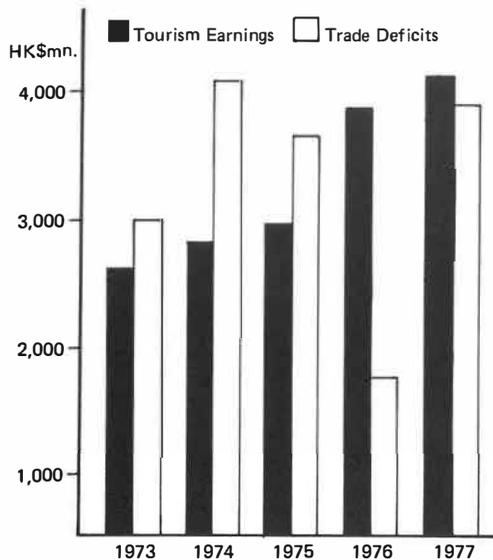
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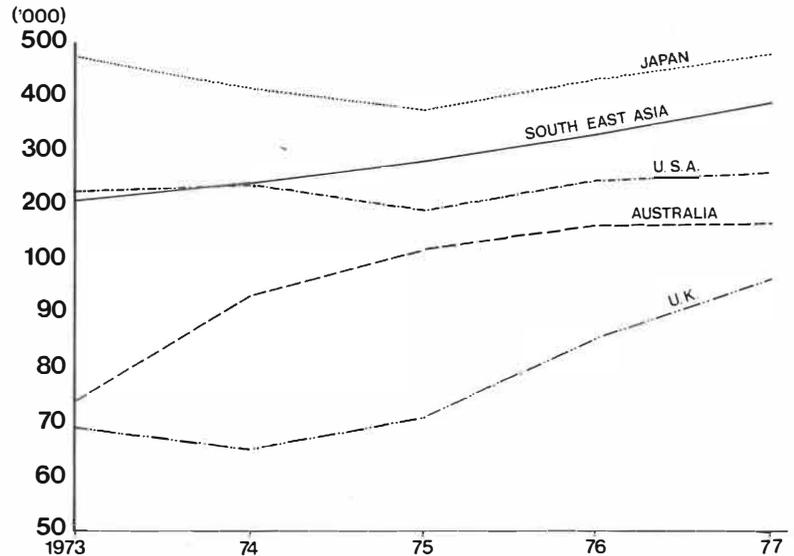
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Tourism Earnings & Trade Deficits 1976 - 1977



Visitors from Major Countries 1973 - 1977



importantly perhaps, transactions relating to in-flows and out-flows of capital are not made public.

The 'Current Services' account is normally defined to include travel, transportation, military services, investment income, personal remittances and various other items. Statistics are available mainly for the first three of these, and they suggest a trend towards a declining surplus. (As pointed out later in this article, Hong Kong people spent some HK\$3,489 million overseas last year, against earnings from tourism at HK\$4,050 million.)

Speculation is even more rampant concerning movements of capital — both long and short term and including 'hot money'. Statistics are available for overseas investment in Hong Kong industry, but not for Hong Kong investment in overseas industry. Many believe that the balance sheet here is not in Hong Kong's favour.

The flow of short term capital is notoriously difficult to chart, and is influenced by a variety of factors, some of which are political.

At present, as a result of variety of factors including a weakening of the Hong Kong dollar, Hong Kong's visible deficit is widening. At the same time, the recent amendment to the Inland Revenue Ordinance taxing some offshore transactions has not improved Hong Kong's reputation overseas as a financial centre; while problems in the textile industry, one of Hong Kong's more capital intensive industries, are causing some industrialist to search for other uses for their capital — such uses may well call for overseas remittances. Hong Kong's own estimated expenditure on overseas travel is growing at a very rapid rate. (Up 173 per cent over the last 5 years.)

In short, it looks at present as though our overall surplus may be closer to break even than is sometimes imagined. In these circumstances, the tourist dollar is something we cannot do without.

Apart from these considerations, the fact is that Hong Kong already has a sizeable investment in tourism, and this investment means jobs and a livelihood for our people. Tourism is referred to as Hong Kong's 'second industry after manufacturing'. While this slogan may depend somewhat on definitions, it does nonetheless indicate that much hardship, both in boardrooms and for approximately 100,000 workers, directly or indirectly involved in the

trade, would result should Hong Kong suddenly lose its appeal to tourists.

Fortunately, all the indications are that the trend is to the contrary. In terms of foreign exchange, the tourism industry came third after garments and electronics, injecting over \$4,050 million into the local economy last year.

The local tourism industry has enjoyed many advantages, and it has grown spectacularly over the past two decades. In 1958, a year after the Hong Kong Tourist Association was founded, 103,055 people visited Hong Kong; last year, the number increased to 1,750,000. It is expected that close to two million will test our tourist services this year.

The anticipated growth is not without justification. The construction of significant projects such as the oceanarium, the planetarium and the cultural complex will undoubtedly attract tourists. The construction of new access roads to beauty spots in the New Territories helps. The building of major hotels, for instance the 750-room New World Centre which is due to open before the end of the year, will be able to accommodate more visitors, thereby partially solving the problem of inadequate lodging facilities.

The problem of room shortages was recently considered by the Executive Director of the Hong Kong Hotel Association, Mr. W. E. Collard. 'Tight situations occur only for comparatively short periods of the year. Not all hotels are full all the time, and for most of the year more than adequate space is available,' he said.

At present, what really matters to the hotel industry is the number of days visitors are staying. To this end, people in the industry are paying much attention on the Convention business, and Hong Kong is gaining a foothold. During 1977, the Tourist Association estimated that nearly 35,000 visitors came to Hong Kong primarily to attend some 70 regional and international conferences and trade shows.

There is generally a strong link between trade and tourism. It is interesting to note that the list of countries of origin of many incoming visitors coincides closely with the list of major trading partners. About 332,000 of our 1.7 million visitors come on business of one sort or another.

HKTA and HKHA marketing staff, therefore, are trying to seek out, particularly in Europe and the USA, organisations interested in off-shore conferences, or even corporate meetings. People attending these functions tend to stay



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longer, and spend more in hotels on food and beverage, as most of them are expense account, rather than budget, travellers.

Many in the trade have realised the regional significance of tourism, and it is notable that some hotels established in Hong Kong in recent years are linked with, or part of, world wide groups.



Mr. Robert Hamel, General Manager of the Sheraton-Hong Kong Hotel and Vice-President of the Sheraton Hotels in the Pacific says *the hotel industry in the region is healthy and average occupancies are running high*, rising to a peak in April/May, and October/November each year. 'These are the four busiest months, which coincide with festivals, the Canton Fair and other such events. These things create pressure on hotel rooms in Southeast Asia,' he said.

The Sheraton Corporation, with headquarters in Boston, operates more than 400 hotels and inns throughout the world, and in Southeast Asia, in Hong Kong, Indonesia, Japan, Philippines and Thailand, providing accommodation world-wide to over 17 million guests annually.

Mr. Hamel said his group's hotel interests have expanded over the years to meet market demand, and Hong Kong is still the key point of Southeast Asia. 'Touristically speaking, they all are great destinations, but Hong Kong has always been an exotic destination. With the opening of tourism in China, I believe it'll become more so,' Mr. Hamel added.

Commenting on the industry's future development, Mr. Hamel said holiday resort complexes such as those being built in Lantau will be well utilized as Hong Kong has many natural resort areas, but he is doubtful whether 'economy class' hotels are practicable in view of the high land costs involved.

Mr. Hamel confirmed that the hotel industry goes hand in hand with trade. 'Hong Kong's peak tourist periods are similar to commercial activity peaks', he said, adding that the industry is able to keep pace with the economic growth of Hong Kong.

While the Hong Kong Tourist Association agrees with Mr. Hamel that the tourism industry is embarking on a period of sustained growth, the Association's Chairman,

Mr. David Newbigging who is also Vice-Chairman of the Chamber, warned that the extent to which it can benefit from this growth will depend more than ever on 'the skill with which we can develop the product, the availability of land at the right price for these developments, and our marketing expertise.'

Mr. Newbigging said the rising cost of land must be a concern to all in the industry, as it forces up rents and overheads, and dissuades investors from developing property for recreation and leisure activities, because these usually have a slower return on capital outlay than other forms of investment.

'When the decision is made to build a new hotel, for example, developers tend to think only of first class hotels, when we also need more budget class accommodation.'

With a building boom in progress, prime sites in Central can fetch about \$13,000 per sq ft at auction, and in Tsim Sha Tsui, about \$7,000 per sq ft. For a high rise commercial building, the ratio of land to construction costs works out at about 10 to three, as well as bringing a quicker return than hotels. The construction cost of a hotel at current prices, taking the sites sold recently in east Tsim Sha Tsui, could be as much as the land value itself.

The solution at present appears to be a compromise between a hotel and other related facilities development. A prominent hotel industry executive remarks: 'It's noticeable that no one builds just a hotel anymore. It must be a joint hotel and commercial project.'

If the current land boom continues, Hong Kong could see a tightening of the accommodation position in two or three years time. At present, prices in Hong Kong's hotels — many of which come into the luxury category — compare favourably with those of other world tourism centres. Hotels such as the Mandarin and Peninsula report full bookings for much of the year and this in part must arise partly because of their favourable prices.

If the situation grows tighter — and indications are that it well might — Hong Kong could find itself in the position of present-day Zurich or Paris — cities in which the ordinary traveller spends as little time as possible. Arrive as late as possible — draw a deep breath when you ask for the bill — then rush for the airport bus, seems to be the policy of visitors to these centres. This would kill the objective of the longer stay, towards which the HKTA is working.

The Hong Kong Tourist Association Chairman also points out that courtesy, service and competitive prices should be considered while the industry is enjoying boom days. 'Boom time is also a time of rapid expansion with a corresponding employment of inexperienced and untrained staff. For these reasons, we place great importance on the year-long Courtesy Campaign that we have started this year, stressing the need to inform ourselves about the wants and needs of our visitors so that we can give them a better service,' he said.

The Tourist Association has started seminars to enhance the knowledge and standards of conduct of tourist guides. A spokesman for the Association said, 'Tourist guides are essential to the industry, particularly because they are the ones who come into such close contact with our visitors. However, there is no legislation governing the status of tourist guides. Therefore our Association has, so far, only been able to control the quality of tourist guides affiliated to us.'

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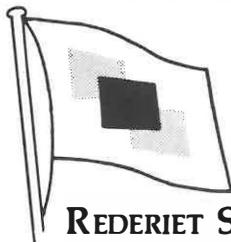
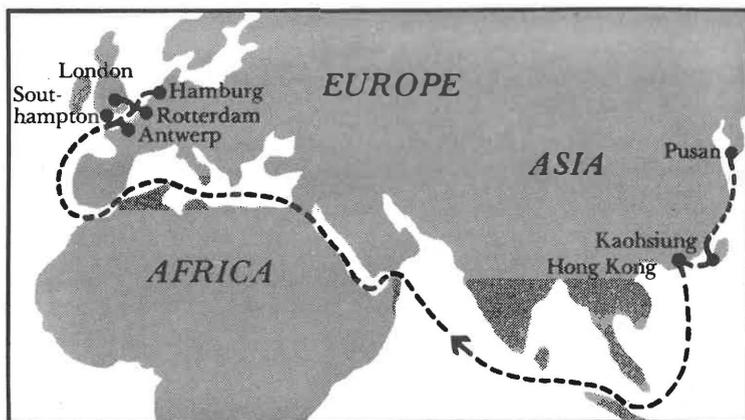
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training. Hotel industry executives complain of a rapid turnover of staff, and of the complacent attitude of employees. This could be the industry's number one headache at present, and is a problem familiar to manufacturers.

'You train staff and they become technically more proficient, but at the same time their attitude to the job deteriorates,' complains one leading hotel manager with many years in the business. 'They know that in current conditions they can always get a job up the road. In the past most staff were happy to work in the industry and had loyalty to management and to the guest. But today, once a man is fully trained his attitudes change. He knows he is in demand by your competitors, so why should he bother?' As a result many hotels tend to poach staff, rather than go to the trouble of training someone who will probably leave anyway.

The responsibility for training must be jointly shared between Government and the industry, as is the case in other industries, and is the policy fostered by the Hong Kong Training Council.

An official of the Council told *The Bulletin* that the Government has already accepted proposals to set up training boards in the commercial field, including the Hotel, Tourism and Catering Board. The official said training programmes will be offered as soon as the boards are formed.

There are of course the private sector training facilities, for example, those offered by the Kwun Tong Vocational Training Centre, but this is limited to a graduate output of some 300 per year, and is insufficient to meet the growing demands of the industry.

Another advantage that the local tourism industry may gradually be losing is its attraction as a shopping paradise, which contributed over 61.3 per cent of the total tourist dollars spent last year, some \$622 million. This favourable situation has been hampered by rising prices across the entire spectrum of products. For the past few years, tourists are finding that prices of some goods in Hong Kong are no longer cheaper than other places.

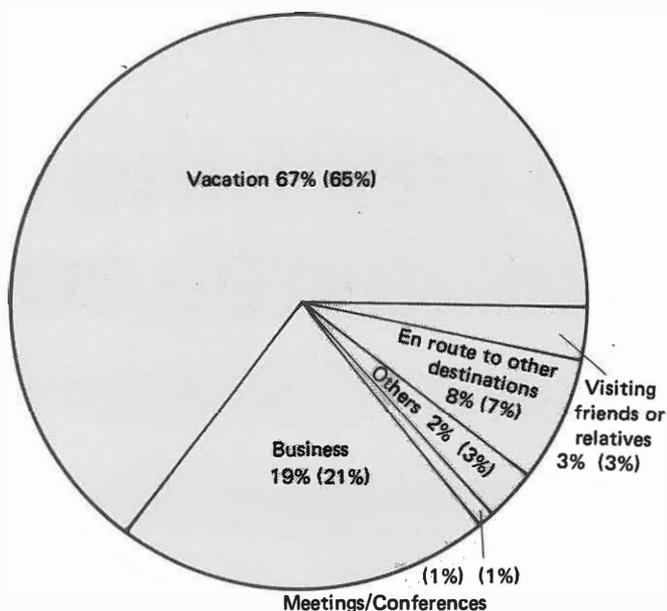
"These are disconcerting trends which should make us pause and ponder and solutions have to be found if Hong Kong is to maintain its present pre-eminent position as a tourist shopping centre," the Chairman of the HKTA Tourist Shopowners Committee, Mr. Bob Harilela said. Currently, the Association is planning to conduct a survey to examine the sale prices of branded goods in Hong Kong and Singapore and other competing centres. "This will help us find out whether the price rises are merely reflective of the inflationary trend, or otherwise," Mr. Harilela added.

Although the individual shopkeeper can play his part by attempting to keep prices competitive, some of the factors that govern the 'shoppers paradise' image are outside the control of Hong Kong itself. Just as Hong Kong's export trade will in part be governed by price movements over which the individual trader has no control, so the strength of the Hong Kong dollar relative to other currencies will determine what the tourist can afford to spend here.

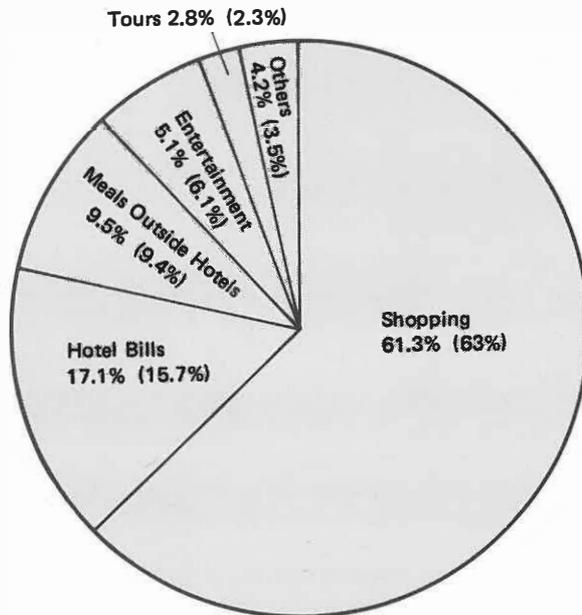
It is noticeable that over the years US visitors have tended to become more price conscious when shopping in Hong Kong. Many complain that Hong Kong is no longer the bargain it was. Europeans, on the other hand, whose rate of inflation has been steeper than that experienced in America, still find Hong Kong reasonably cheap.

Compensating for these hopefully temporary problems, the HKTA sees many plus factors working in the industry's favour.

Visitor Arrivals By Purpose of Visit 1976 & 1977



How the Visitors Dollar Was Spent 1976 & 1977



The recent apparent changes in China's travel policy has brought a substantial number of visitors to Hong Kong who have had to spend at least three working days here for visa purposes on their way to China. Since the start of this year, the number of tours to China has more than doubled. The initial once-a-week tour to Canton was increased to twice weekly after the Spring Canton Trade Fair, and after the Autumn Trade Fair, a third weekly departure will commence. In addition, there are the Kweilin/Nanking and the Peking Tours, usually departing weekly.

(Continued on Page 13)

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(Continued from Page 11)

The China Travel Service is planning to appoint more local travel agents to sell its increasingly-popular tours to foreigners. With the recent addition of Jardine Matheson and Company Limited, the number of appointed agents now totals 11.

Mr. Brian Smith, General Manager of one of the appointed agents, Travel Advisers Ltd., told *The Bulletin* the potential for China travel is growing. 'Since the beginning of the year, we have received nearly 600 enquiries from visitors in the United States and Europe, many of whom wanted to go to China via Hong Kong,' Mr. Smith said. 'These groups of travellers will benefit us particularly if they come in the low-travel-season.'

Mr. Smith however said that China should improve its travel infrastructure, build more hotel rooms, and train better tourist guides if it plans to expand tourism.

When speaking of the Hong Kong tourism industry, one must consider Hong Kong as part of the Southeast Asian region. As in trade, Hong Kong is both a competitor and a partner of adjacent territories such as Singapore, Malaysia, the Philippines and so forth — not to mention Japan.

Much of the promotion of tourism concentrates not on the individual tourist, but on the trade — the travel agents and carriers who plan tours and schedules. A travel agent putting together a package aimed at the vacationer is unlikely to restrict himself to only one stop over. A more likely package would include, say, Japan, Hong Kong, Singapore and perhaps Bali.

'Overall promotion of the region can be of benefit to us' a travel agent executive said, 'If more people are travelling, the airport, the ground handling, the hotels, and everything that is concerned with the industry must pull their socks up. And by having more travellers, the people in the industry will get more money in their kitty to improve the infrastructure. The spin-off must be tremendous.'

An HKTA executive said 'It is true that other countries in the region have been developing into very competitive tourist destinations. However, more sophisticated competition is of benefit to everyone concerned. Most long-haul travellers are interested in visiting more than one destination, when they come Southeast Asia, therefore, more visitors to neighbouring countries means more visitors for Hong Kong. We have so far been the leading destination in the region, and intend to stay ahead.'

Another aspect of the regional link can be found in the growing affluence of local developing countries themselves. As per capita disposable incomes grow, it is natural for some of these dollars to find their way into the travel market. The development of this phenomenon can be seen clearly in Europe. As incomes rose during the late 'fifties and early 'sixties, British, Scandinavian and German workers travelled south in summer for the sun of Spain, Italy or Mediterranean France. The same people now venture further afield to perhaps Greece, North Africa, the Canary Islands, or the eastern Mediterranean.

As incomes are considerably lower in Southeast Asia than in Europe, the phenomenon has not yet developed on the same scale here, but it is already emerging. Many of the group visits from Japan are packages put together for the lower income vacationer. And increasing numbers of visitors are arriving from countries such as Taiwan, Thailand and Malaysia. The Region is presently Hong Kong's fastest growing market.

With competition hotting up all over Southeast Asia, the

Tourist Association will do everything possible to help maintain Hong Kong as the top tourist attraction of the region. Its Executive Director, Mr. John Pain says *the new emphasis on travel to neighbouring countries and the rapid improvement of their facilities can only benefit Hong Kong* as long as we can provide a complementary service which will continue to attract a fair share of the market.



Looking ahead, Mr. Pain said, 'We are constantly seeking new means of attracting visitors and, year by year, this becomes a more specialised and more sophisticated process. The special interest tours, sales incentives, conferences and commercial exhibitions, scientific and technical symposia are some examples of the new market segments for which Hong Kong is increasingly able to cater.'

'We believe we should aim to maintain a balanced industry with strength in many markets, and with attractions for different segments of these markets, if we are to optimise tourism's contribution to Hong Kong's economy.'

It is important to realise that Hong Kong is not only on the receiving end of tourism, but is in itself the starting point for much overseas travel. This largely arises out of the isolated nature of the territory, and because pressure on resources — education is the obvious example — is greater than in some other countries. Hong Kong people are great travellers not simply for vacational reasons, but more frequently for business or educational purposes. Once again the analogy with trade is apt — Hong Kong imports as well as exports.

In 1976, according to Government estimates, Hong Kong residents, including students overseas, spent some \$2,620 million overseas. This figure increased sharply — by over 30 per cent — to \$3,489 million in 1977. The narrowing gap between what we earn and what we spend is in itself a convincing argument for the continued promotion of Hong Kong as a tourist centre. So next time you meet a tourist — smile! ■

GEC Keeps Pace With Economic Growth

The latest addition to the Chamber's General Committee is John Weedon, Managing Director of the General Electric Company of Hong Kong Ltd. Mr. Weedon, born in 1929 and educated at Reading Blue Coat School and Birmingham Central Technical College, was appointed to his present position in 1969.

Following training at GEC Heavy Engineering Works he was commissioned in the Royal Air Force in 1952 and saw service as a pilot during his National Service. Since then, Mr. Weedon has served extensively in GEC establishments in Southeast Asia. In 1962, he took management studies at Ashridge College. Mr. Weedon answered questions put to him by *The Bulletin*.

General Electric is a large, British-based, international company. Could you say something about the companies' range of activities in Hong Kong? Is your business here expanding or contracting?

Before I answer your two questions I think I should describe briefly what the GEC Group now is and what it does, so that you have some idea of how GEC Hong Kong fits into the overall picture of the group.

The late '60's saw those remarkable mergers between English Electric, Associated Electrical Industries and GEC, creating the base from which the present GEC Group has sprung and multiplied and resulting in what is now Britain's largest electrical and electronic company. The company's activities range from nuclear power and space programmes to consumer goods. It provides employment for about 200,000 people worldwide and its turnover last year amounted to some 21,000 million.

In Hong Kong we tend to mirror the activities of the parent units and are organised into six trading and three contract divisions, with some 20 departments operating within the divisional structure.

We began in Hong Kong in 1949, having started our first office in Shanghai around 1911. Today we employ about 460 people in trading and contract work and provide a wide range of goods and services, from street lighting and traffic signalling to generating plant, lifts and escalators and comprehensive electrical and mechanical contracts services.

Hong Kong has grown at a tremendous pace in recent years and we have expanded with it. We are currently involved in work for the Mass Transit Railway and are supplying plant for KESCO's new power station near Castle Peak.

The involvement of GEC (Hong Kong) in the MTR project takes several forms. The Company is the sub-contractor for the installation and com-



missioning of all high voltage and DC switch gear and interconnecting cables. It is the main contractor for the station and tunnel auxiliaries and sub-contractor for the depot workshops and their equipment.

GEC (Hong Kong) represents GEC Traction and Metro-Cammell who are supplying the rolling stock, and GEC Rectifiers who are supplying the HV and DC electrical equipment.

The Company is also a member of a group of five British companies who between them co-ordinate a large part of the electrical and mechanical work on the MTR. This group is led jointly by Metro-Cammell and GEC Traction.

What are your personal feelings about the present situation in Hong Kong? Are there any particular problems which might lie ahead?

I never cease to be amazed at the capacity of Hong Kong to buck trends elsewhere. It has a tremendously organised survival kit, in the sense that it copes so swiftly with situation and events. People want to and do work extremely hard. Having said this, what are my personal views about the current situation?

Being a trader myself, I know little of the vocabulary of the economist.

Terms like *equilibrium*, *marginal utility*, *cost push* or *sellers' inflation* are somewhat academic to me. Rapid growth has taken place in most sectors of the market over the past two years, despite trends elsewhere in the world, including a tendency towards the imposition of quota and other types of constraint. Some of the growth is inflation-based, but in real terms it is there.

Some people talk of an overheated economy and a large trade deficit as problems which should be dealt with. This may be so, and I agree with those who have said that there are real risks if speculative activities take a strong grip. But being a particularly free type of economy — free, that is, from the sort of interference and fine tuning which goes on in other countries — there is an inbuilt corrective device in Hong Kong; the market place itself should ultimately get the balance reasonably right.

Obviously the Government has to elbow a few ribs from time to time to ensure that things in general face in the right direction. And it is wise to heed the friendly advice which people like Philip Haddon-Cave have to offer. But it is the minimum interference from the Government which allows Hong Kong to be what it is, plus, of course, the tremendous capacity to seize opportunities as they arise.

Problems? Labour shortages are pushing wages up rapidly and this has led to real problems in some sectors. This shortage is also leaving some of our industries exposed and this is not good, particularly for those who help to generate Hong Kong's wealth through exports.

On the other hand, the decline in the relative value of the Hong Kong Dollar has helped a little in keeping us competitive.

Consumer spending is high and this means higher imports and possible problems in our trade balance sheet. I suppose this could be remedied a little by a reduction in credit made available,

but it is a much more complex issue than simply that.

High wages mean we price ourselves out of certain types of industry in export terms. This has been recognised and diversification has to be pursued vigorously, particularly with regard to the engineering-based industries.

If I had to say which single problem sticks out as demanding a solution I think I would select the problem of too rapid wage increases which, coupled with no real signs of an improvement in world trade in the short term, could present Hong Kong with export difficulties. But I must reiterate that Hong Kong is a free economy and in the end a free economy deals with its problems rapidly and surgically.

As an engineer yourself and a member of the local CBI Scholarships Selection Board how would you regard the standard of technical training in Hong Kong and the quality of local engineering graduates?

Broadly sound. I think the universities and the technical institutes turn out good graduates. But it is vital for any engineer to receive sound long-term practical training and as a company we take on increasing numbers of gradu-

ates to fill our needs for future engineers and engineer managers. It is important, therefore, that the academic institutions ensure that the content of their studies has an ultimate relevance to the needs of Hong Kong. This is, I think, in the main achieved.

Training overseas is also open to graduates and a spell in industry in Britain, for example, not only broadens a graduate's engineering base, but also widens his knowledge of how other countries work. This can only be of benefit to Hong Kong.

I have noticed recently that a higher proportion of graduates appears to be returning after receiving training abroad than was the case before. What the reasons for this are I am not clear, but to have trained engineers with overseas experience being available in growing numbers of Hong Kong can produce nothing but good.

Organisations such as the Mass Transit Railway Corporation, China Light & Power and Hong Kong Electric are operating plant and equipment of growing complexity. They have requirements for good articulate engineers to take on the responsibilities that go with such duties. The same applies to other industries which are expanding into higher technology fields.

How do you view the Chamber's role in Hong Kong's development and what are your feelings on being elected to the General Committee?

The Chamber exists to advise and help its members and to lobby to get its views heard by those who need to know. There is no question that the Chamber will continue to carry out this role effectively and well, as it has done in the past. The Chamber can offer general advice and comment on Government policies in the pipeline and detailed comment on specialised subjects. Continuous dialogue between organisations like the Chamber and the Government is important in ensuring that a proper understanding of relative attitudes and objectives is reached.

I think one of the Chamber's greatest contributions in the future will probably lie in the area of industrial diversification, where it can offer some pretty robust views, I should think.

As for my feelings, I am pleased to have been asked to join the General Committee, but having looked at the names on the Committee and having seen what experience and talents they represent, I can only hope that I will be able to keep up with the pack in whatever small contribution I am able to make. //

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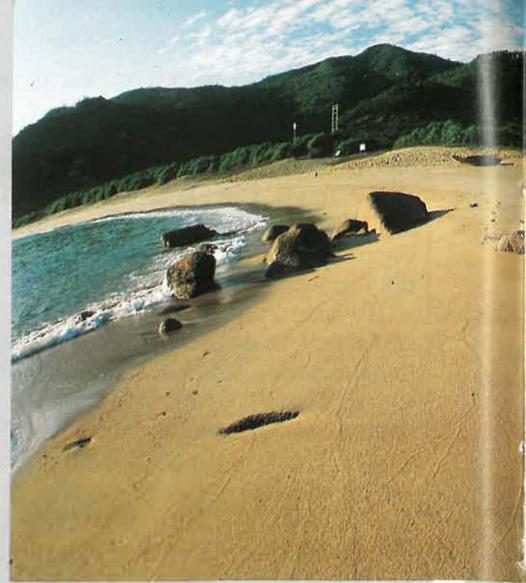
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D



C

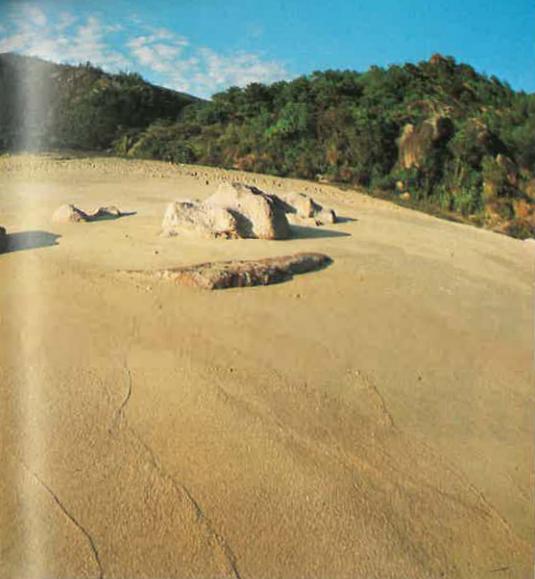


B



A

VISITORS



G



E



F

香港風光多姿采

香港不單只是「購物天堂」。增建新設施（包括新酒店）及發展新界和離島新觀光區域，是今日香港旅遊業的兩大發展。

香港會議中心成立（圖C）帶來了一批新的商業遊客。而海洋公園（圖B）則吸引着各類遊客前來參觀。訪港遊客可以享受新界的大自然郊區美麗景色（圖A），或乘船到離島區參觀會景（圖E）。或者，甚至可以自駕遊艇出海漫遊（圖F），抵岸欣賞廣闊的美麗海灘（圖D）。遊客如果只打算在港作短暫的逗留，就必定要乘搭山頂纜車（圖G），眺望一下全港的山風景色。

There's more behind the symbol than meets the eye.

Hutchison Whampoa Limited is one of Hong Kong's largest companies with assets of over US\$669 million. Our activities not only touch every aspect of Hong Kong's economy, but beyond, covering South East Asia, the UK and Australia. Through our subsidiaries, we have trading and investment links throughout the commercial world. Today, our operations are diverse. Our main activities cover nearly every aspect of import and export; ship repair and conversion; consumer and engineering products; real estate and manufacturing. The Group currently employs over 10,000 people. Their job performance, creative management thinking and specialized skills form one of our principal resources. At Hutchison Whampoa, the future lies in our resources and in the people who develop them.



Banking Sub-committee



This is the third in a series of articles on the work of the Hong Kong Trade Facilitation Committee. It is written by Mr. John Bond. Mr Bond works for the Hongkong and Shanghai Banking Corporation and is Chairman of the Banking Sub-Committee and representative of the Exchange Banks' Association on the Main Committee

Trade Facilitation work may seem an arcane world; but in fact, it may affect most of us, whether in the private or public sector. We all want to see form-filing kept to a minimum – except the printers – and to transmit information accurately and speedily.

Hong Kong's dependence on trade is axiomatic and Trade Facilitation has an important role to play in containing costs and keeping the public abreast of international developments which influence paperwork in trade.

The Banking Sub-Committee is one of the three specialist sub-committees formed to handle subjects which require particular expertise. The committee's work is concentrated on:—

- Standardising bank forms used in trade including the exporters' collection letter to his banker, the documentary credit and performance bonds.
- Ensuring that data-processing within banks recognises international codes such as the I.S.O. Currency Codes. The next coding system will probably be for ship's names.
- Discussing trade documents which affect banks and their customers, the common short form liner waybill and the shipping guarantee being recent examples.

Currently our Committee is working on the design of a standard shipping guarantee which will include a limitation on value and period of liability, and similar efforts are being made by the Collections Committee of the Council on International Banking in New York. We believe this to be an important modification to redress the risk imposed on importers.

The mainspring of banking Trade Facilitation is the International Chamber of Commerce Banking Commission (based in Paris) which produced the Uniform Customs and Practice for Documentary Credits, perhaps the best advertisement for trade facilitation there is.

The Chairman of the Commission, Bernard Wheble, is the driving force behind this and other Uniform Rules which have made life easier for importers, exporters and their bankers throughout the world.

The Hong Kong committee has regular contacts with these international bodies thus ensuring we are in touch with their work and we have a voice in discussions when necessary.

Our prime function, however, is to promote the interests of the Hong Kong trading community whilst ensuring that the Government receives the information it requires. To this end, we meet monthly to combat with the collection of irrelevant information, non-standard forms and any incipient bureaucracy.

You could call it a "Method Study" on international trade data and documents. It is seldom in the spotlight but it is worthwhile. //

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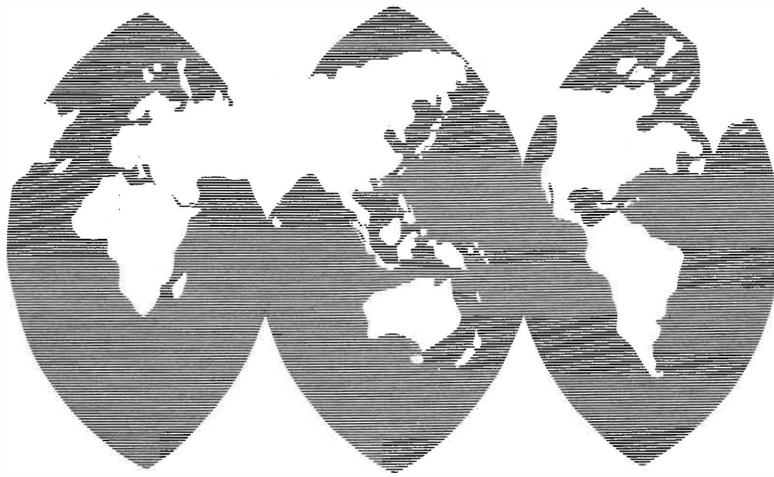
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The Chamber Worldwide

Nigeria Plans to Review Import Regulations

The Nigerian Commissioner, Mr. J. Afolabi told the Chamber that his Government would review the import regulations when the budget for the next financial year is introduced.

The Commissioner said his country was experiencing a general recession and its main revenue, from oil, fell from N6,400 million to N5,200 million last year because of sluggish demand from industrialised nations.

Mr. Afolabi said the Nigerian Government had introduced a number of measures to cut down the drainage on its foreign reserves and had devised an objective and realistic energy policy.

China Tours

As many members will know, the Chamber is organising two groups of members to participate in a businessman's tour of China between November 4 and 15. Places in both groups have been fully allocated, but if the visits are a success, and the Chinese authorities agree, the Chamber hopes to organise further visits.

Apart from the Chamber groups, several local travel agents can assist members wishing to visit China. For instance, The Travel Advisers Ltd. has informed the Chamber of a number of tours to China between now and the end of the year.

A 4-day Canton tour costing \$950

per person departs every Tuesdays and Saturdays, and a 10-day Canton/Kweilin/Naking package tour costing \$2,150 departs every Sunday.

For reservation, contact Peninsula Hotel Lobby, Kowloon, Tel: 3-673121, or 1105 Swire House, Hong Kong, Tel: 5-225181.

Argentina Lifts Trade Restrictions

In a meeting with the Chamber's Central and South America Area Committee on September 5, the Trade Commissioner for Argentina, Mr. Juan B. Flaim, said watches, electronics and high-fashion garments are all marketable products in his country.

Argentina has recently lifted all



At a meeting with the Africa Area Committee on September 21, the Nigerian Commissioner, Mr. J. Afolabi (middle), told the Chamber that his Government would review its import regulations next April. Looking on were Mr. J.A. Olowu, Third Secretary, Nigerian Commission (left), Mr. J.F. Holmes, Chairman of the Committee.

The Chamber Worldwide

import restrictions, and thus presents good selling opportunities for Chamber members.

The Commissioner pointed out, however, that as most Argentinians are still unaware of Hong Kong's political and economic situation, a greater publicity effort was needed if Hong Kong was to achieve a correct image.

Mr. Flaim said his country has set up a Trade Commission in Hong Kong to promote trade and to assist local businessmen who are interested in trading with Argentina.

Better Trade Relations with Austria

The recently concluded agreement between Austria and Hong Kong, which provided for adequate surveillance of export performance in a range of textile items, should improve trade relations between the two countries,



The Trade Commissioner of Argentina, Mr. Juan B. Flaim (left), with the Chairman of the Central and South America Area Committee, Mr. G.B. Mahbubani and Chamber's Trade Division Manager, Mr. Ernest Leong (right); Mr. Flaim advised committee members of the improved trading opportunities in his country.

according to the Austrian Trade Commissioner, Mr. Wilfried Ferch.

At a recent meeting with the Chamber's East Europe Area Committee, Mr. Ferch said Vienna has

served as an ideal meeting place for Comecon and the West. He estimated that over 11 per cent of Austrian foreign trade was done with Eastern European countries last year. ■



*News, Events, Information
From Within and Around
The Chamber*

Chamber News

New Members

The following 15 companies joined the Chamber during September.

Aswani Al-Shirawi Co. (HK) Ltd.
Beneton (HK) Co. Ltd.
Chan & Shiu Co. Ltd.
Computervision (H.K.) Ltd.
Continental Can International Corporation

Hang Fung Alliance Co. Ltd.
Hollywood Brassieres Fashion Garments Mfy. Ltd.
Kin Hing Shipping & Enterprises Co. Ltd.
Kwan Ying Garment Manufacturing Ltd.
Man Fung Investments Ltd.
Motoresia International Ltd.
Rings & Rings Trader
Tobacco Exporters International (HK) Ltd.
Triforte Trading Ltd.
Uchida Yoko (HK) Ltd.

Promotion in Japan Bears Fruit

A Japanese company, Uchida Yoko Co. Ltd., has established a subsidiary company in Hong Kong, following the Chamber's industrial promotion work in Japan during 1976 and 1977. The company imports office furniture and supplies, printing machines, computer accessories and storage systems.

The Chamber's Director, Mr. J.D. McGregor said although the initial operation had taken quite some time to develop and is still relatively small-



The Uchida Yoko Co. Ltd. held an exhibition at City Hall on September 27 and 28. The President of the Co., Mr. Takashi Hisata, said at the opening ceremony, Japan will provide Hong Kong and other countries with highly developed technology and industrial knowledge. The Chamber's Director, Mr. J.D. McGregor, was guest of honour at the opening ceremony.

scale, he was pleased that the Chamber had been able to assist the company in establishing business in Hong Kong. "The company is a substantial manufacturer in Japan and would be looking closely at the opportunities here for production," Mr. McGregor said.

The General Manager of Uchida Yoko (HK) Ltd., Mr. Ryuji Yamane, said after an initial period of assessment of local production and marketing facilities, his company was convinced that there is a substantial market overseas for high quality office supplies.

Bits & Pieces

Sri Lanka Investment Seminar

A seminar on Investment in Sri Lanka, co-sponsored by the Greater Colombo Economic Commission and the Hongkong Bank Group, will be held on November 14 at the Hilton Hotel.

The Director-General and senior members of the Commission will speak on topics including Free Enterprise in Sri Lanka, the present Economic, Social and Political Climate, Labour Policy and Infra-Structure Facilities and Incentives for Investors. Leading foreign businessmen will also participate.

Interested members are invited to

contact Mr. W. J. Champion, P.O. Box 64, Hong Kong, for information.

New Products and Services Exhibition

Members are invited to attend an exhibition introducing new products and services which will be held at the Kowloon Canton Railway Convention Complex from November 8 to 11.

The exhibition, called Asian Business Expo/Hong Kong, is sponsored by the Sing Tao Newspapers Ltd., the South China Morning Post Ltd., and the Asian Business and Industry Magazine.

At the same time, there will be a conference programme introducing recent developments in business operation and management such as the use of microcomputers and micrographics, and techniques in market research. The conferences will be held at the Hyatt Hotel from 9.30 to 11.00 a.m. daily. Enquiries concerning the conference should be addressed to ISCM Ltd., Room 704, Blissful Building, 247, Des Voeux Road, Central, Hong Kong, Tel: 5-430462.

Courses

Computer Audit Training Course

The Hong Kong Productivity Centre has organised a computer audit training

course for auditors, accountants and business executives from September 26 to November 21.

The course, which provides a basic knowledge in the applications of computer-based accounting systems, is held at the Centre's head office at Sincere Building in Central.

Mr. D.N.G. Sherick, a Chartered Accountant and a senior lecturer at the Hong Kong Polytechnic will explain how the computer may be used as an auditing tool and in management information systems.

Enquiries to: The Hong Kong Productivity Centre, Sincere Building, 21st Floor, 173, Des Voeux Road, Central, Hong Kong, Tel: 5-443181 Ext. 28.

Publications

Swiss Export Directory Published

The Swiss Office for the Development of Trade has recently published a Swiss Export Directory that provides detailed and updated information of the services and products exported by 7,000 Swiss firms.

Copies of the Directory may be obtained from the Swiss Consulate General in Hong Kong, 403 Shell House, 24, Queen's Road, Central, Hong Kong, at \$220 each. ■

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執行董事 麥理覺專欄

旅遊業一

中國、香港及發展基礎

本人認為中國建設現代化酒店的計劃，將對香港的發展有實際深遠的影響。香港除極可能與中國簽訂合作興建酒店及管理權的協議外，亦為中國的學習對象；香港所有的先進經驗都很值得中國借鑑，並且符合它們未來發展的需要。雖然，酒店一詞不一定與遊客有直接聯繫，但今日世界各國的酒店，絕大多數都是做遊客生意。

近年來，中國遊業（指純粹旅遊事業，不計考察及商業旅行）已有頗大發展。正如其他有新奇事物、名勝古蹟可供遊客觀光的國家一樣，中國官方亦有意採取開放政策，大力發展旅遊。然而，單是增建酒店、配備現代化設施、健全的酒店管理制度並未足夠，還需要的是改善外國人士訪問中國的行程安排。大組旅遊團的訪問行程必須有舒適、安全、妥捷的安排，和良好的食宿服務。這樣，才可以吸引滿意的遊客再次光臨——舊地重遊或遊覽更多中國名勝古蹟。

發展中國旅遊業的艱巨工作必須經過悠長時間始能有成效。同時，亦需要與專業顧問保持密切聯繫及互惠合作。本人敢肯定，在中國旅遊業的發展過程中，香港必定會扮演重要的角色。

從一九五七年至今，香港旅遊業已漸趨成熟及有長足的發展。本期「工商月刊」的專題是香港旅遊業。雖然，目前旅遊業的蓬勃發展及收益數字都甚為可觀，但本人對旅遊業的未來發展潛力更感關注。香港與中國間開辦民航、飛翔船服務如獲批准，將為香港旅遊業增添一面新的發展。由本會組織的中國旅遊團將於十一月初訪問中國，該團代表全部為會員公司的高級行政人員。此次訪問基本上是遊覽中國名勝古蹟、若干現代化發展及建設。此外，我們亦希望能藉着訪問對中國工商業的未來發展及趨勢有一個概念。至於中國旅遊業的展望，本人相信港中關係將因此而有進一步的穩定發展。讀者不要忘記，目前中國旅遊業僅處於初步的發展階段。

香港旅遊業必會繼續蓬勃發展。我們將需要更多酒店，提高對遊客的服務精神和態度，改善酒店、旅遊服務職員的訓練制度，作龐大的宣傳，與世界各地旅行社保持密切聯絡，安排更自動化的處理系統來應付未來十年間遊客激增的情況。此外，機場出入境手續、機場的士及巴士交通設備、遊客商店、禮儀與服務、在適當時間安排電視及電台特備節目供遊客觀賞（例如日語節目）、發展新旅遊區來吸引遊客等，都是我們必須經常注意的。

現時，香港旅遊協會、酒店業聯會、與旅遊事務有連系的政府部門、專做遊客生意的商店及服務機構，皆在致力增進它們的知識、服務和彼此間的聯繫。鑒於旅遊業對目前及未來香港經濟的重要性，他們必須保持緊密合作，繼續為旅遊業的進一步發展而努力。

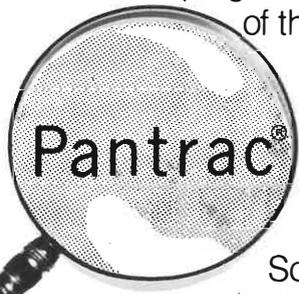
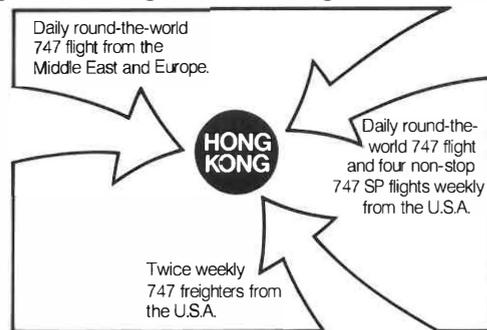




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香港需要遊客？

去年，香港旅遊業之收入達四十億五千萬元，而在過去十年間，旅遊業的收益一直保持穩定增長。但另一方面，香港的開支——不單只是出國旅行消費，其他“無形”開支亦同告增加。鑒於本港貿易逆差日漸擴增，以海外總收入的盈餘來彌補貿易上逆差，已接近不盈不虧的平衡點。由此可見，遊客的消費對香港經濟之貢獻實在功不可沒。

不久以前，傳有一個關於對待遊客的惡作劇故事。大班日本遊客正在天星碼頭附近一間酒店的大堂內等候，他們的導遊領隊放下了隊旗，正與酒店接待處職員談論一些事。一個惡作劇的居民看見隊旗就立即將它拿起，高舉着步向大門；於是那班日本遊客就跟隨着他。他橫過了天星碼頭，乘搭渡海輪，日本遊客又跟着他上了小輪。到岸時，他就一手放下了隊旗飛跑上岸，剩下那班日本遊客無所適從地面向着香港島。

這個不足憑信的事件雖可能根本從未發生過，但它卻展示了對待遊客的態度問題。在香港人煙稠密的都市中，我們需要遊客？抑或他們只是我們生活上的一種滋擾？

近年來，倫敦亦成爲了一個旅遊中心，每年前往該處觀光的人士比香港還甚。由於遊客日益增多，滋擾居民的生活，今夏當地對遊客所產生的不滿情緒更爲強烈。向以意見激烈著名的英國劇作家柯士邦，發起了“對遊客無禮”運動。電視及報章論壇亦有紛紛談論這個問題，一般輿論多贊同柯氏的意見。

香港的情況恰正相反，我們一向都重視對待遊客的禮貌。香港旅遊協會很少接到有關本地人對遊客無禮的投訴，即使有亦大多因生活習慣不同而引起誤會。

就經濟觀點而言，香港成爲旅遊中心可以爲本港帶來龐大的收益。香港大多數的生活必需品都要靠外國輸入，這使本港有形貿易平衡出現逆差，故此，要使國際收支平衡，就只有依賴無形的收益來彌補貿易逆差。而旅遊業的收入無疑就是最重要的無形收益。

但要找出具體的統計數字並不容易，因爲旅遊業收益只是本港無形總收益的其中一項而已。綜合數字包括了船務、保險及銀行等業務的收益和支出。有時基於商業保密關係，這些數字甚難確定。而更重要的是，與資金出入有關的交易，通常都不會發表。

“流動服務賬”一般包括旅遊、運輸、兵役、投資收入、私人匯款及其他項目。有統計數字可供參加的只包括前三項，而數字顯示來自這三個項目的盈餘均有下降的趨勢。（正如本文後部份指出，去年香港人出國旅行的消費約爲三十四億八千九百萬元，而相對的旅遊業收益爲四十億五千萬元。（表1）

資金流動方面——包括長綫、短綫資金及熱綫在內，投機活動更爲熾熱。目前，只有外商投資香港工業有統計數字可供參考，而本港的海外投資則沒有統計。一般相信此資產負債表顯示香港不會享有盈餘。

目前，由於多種因素影響（包括港元疲弱），香港的有形貿易逆差日漸擴大。同時，修訂稅務條例（涉及部份海外交易課稅的問題）並未有提高香港作爲金融中心的海外聲譽。另一方面，香港紡織業面臨的困難，卻使不少工業家轉向海外謀求其他資金發展——這些都需要海外匯寄。一般估計香港出國旅行的開支正在急劇增長，（過去五年間共增加百分之一百七十三）。

總言之，目前情況顯示總體盈餘可能更接近不盈不虧平衡點。遊客的消費實爲本港不可缺少的經濟收益來源。

香港在旅遊業已作出了龐大的投資，而這些投資亦爲本港人提供了就業機會和生計。旅遊業被稱爲香港的第二大工業，僅次於製造業。雖然，這個宣傳口號可能需要視乎定義，但它卻明顯指出一點：倘若香港突然喪失吸引遊客的潛力，則必然會引致很多人失業，造成生活困難。

幸而所有迹象都顯示香港旅遊業的前景欣欣向榮。以外匯收入計，旅遊業是成衣及電子業之後的第三大工業，去年爲本港帶來逾四十億六千萬元的收益。

本港旅遊業在過去二十年間不斷蓬勃發展。在一九五八年，香港旅遊協會

表1
旅遊業收益與貿易逆差比較

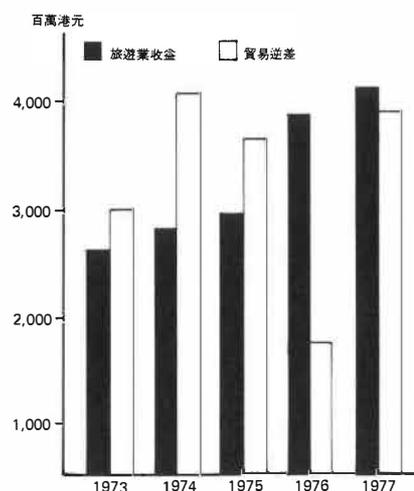
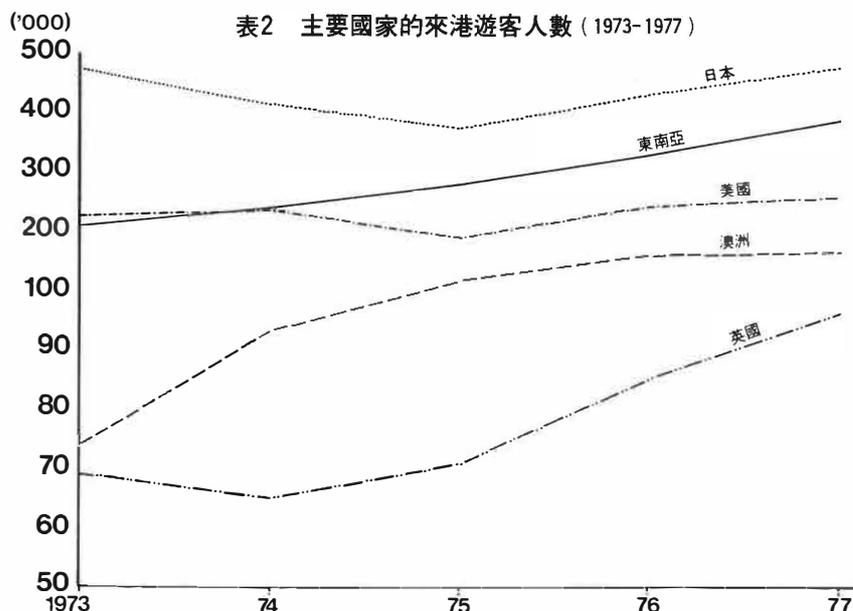


表2 主要國家的來港遊客人數 (1973-1977)



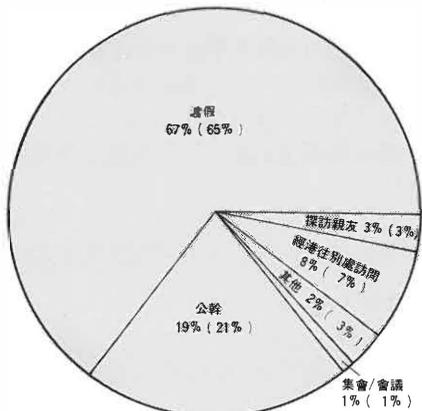
剛告成立一年之時，本港的遊客只有十萬三千零五十五人。去年，本港遊客人數增至一百七十五萬人。估計今年遊客總數將逼近二百萬大關。(表2)

此項估計並非沒有根據。大規模的建設計劃如海洋水族館、太空展覽館、文娛中心等必定會吸引更多遊客。建設新道路系統方便遊客觀光新界的大自然郊區美麗景色，亦會促進旅遊發展。建設新酒店，例如快於本年底開幕的新世界中心(共有酒店房間七百五十個)，將可容納更多遊客，解決遊客住宿供應不足的部份問題。

最近，香港酒店業聯會執行董事科拉特先生，曾考慮過酒店房間短缺的問題。他指出：「只在旺季期間，酒店房間才出現不敷供應的情況。並非所有酒店都是長年客滿；一年大部份時間內，通常都有足夠的房間可供租用。」

目前，對酒店業有實際關係的是遊客租住房間的時間長短問題。為着爭取更多住客，酒店業人士大都將注意力集中在集會業務上，而香港的集會業務正在逐漸取得發展的據點。香港旅協估計一九七七年間，約有三萬五千名遊客，專程來港參加東南亞及國際性會議，及貿易展覽(參閱表3)。

表3
到港遊客訪問目的(一九七六及七七年)



一般而言，貿易與旅遊業之間有着強烈的連繫。在一百七十萬名遊客當中，約有三十三萬二千名是來港作“公幹”的。

因此，香港旅遊協會、酒店業聯會的業務推廣部職員，皆在試圖查探有興趣參加海外會議或團體會議的歐美機構。來港參加會議的遊客，逗留時間比一般遊客為長，而且，他們在酒店的飲食開支亦較大，因為他們大多數是出開支賬，不像有預計的遊客那般精打細算。

酒店業人士大多已認識到旅遊業在東南亞的重要性。本港近年來開設的酒店有部份都是與國際性酒店機構有聯繫

，或為它們直屬的地區酒店。

香港喜來登酒店總經理，及喜來登酒店太平洋區副總裁漢麥爾先生表示：東南亞區酒店業的業務甚穩健，平均租用率亦頗高，每年四、五月及十、十一月是最旺盛的季節。他又稱：「這四個旺季月份恰好與節日、廣州交易會等大型活動的時間相合。這些盛會使區內的酒店房間出現不敷的現象。」



漢麥爾先生

喜來登酒店集團總公司設在波士頓，其屬下四百多間酒店及旅館遍設世界各地。單在東南亞、香港、印尼、日本、菲律賓及泰國方面，該集團每年所招待住客人數已逾一千七百萬名。

漢氏稱：多年來該集團一直不斷擴展酒店業務，以適應市場需求，而香港仍是東南亞之旅遊中心。他又補充說：「雖然其他東南亞國家亦為遊客的主要目的地，但香港則是最具吸引力的旅遊目的地。相信中國採取旅遊開放政策，將使來港的遊客激增。」

談及酒店業的未來發展，漢氏表示：鑒於新界及離島擁有很多大自然美麗郊區，香港大可興建與大嶼山同類型式之假日別墅。但目前地價高漲，卻使他懷疑建設大眾化經濟酒店的計劃是否可行。

漢氏確認酒店業與貿易是携手並進的。他說：「香港遊客最多的時期與商業最興旺的時期大致相同。」他又表示：酒店業有實力可與香港經濟發展齊步前進。

一方面，香港旅遊協會雖同意漢氏的見解——旅遊業步進持續穩定發展的階段，但旅協理事會主席紐壁堅先生(紐氏亦為本會副主席)卻又勸籲提高警覺：旅遊業發展對香港經濟的貢獻將端視「我們如何推廣各種旅遊設施，發展旅遊區的土地供應及有效的市場促進策略而定。」

紐氏指出：本港地價日漲是各行工

業所必須顧慮的問題，高地價迫使租金及成本增長，勢必令地產投資者對獲利較慢的旅遊業投資發展裹足不前。「當地產商決定投資興建新酒店時，他們似乎只會考慮提供第一流酒店，但我們亦同樣需要大眾化的酒店，以容納更多有預計的遊客。」

地產業日趨蓬勃，中區地王售地拍賣價每方呎高達一萬三千元，而尖沙咀區則約為每方呎七千元。至於高層商業樓宇，地價與建築成本的比例約為十比三左右，其獲利還本率亦較酒店為迅速。時價計，一間酒店的建築成本可能與地價本身看齊，以尖沙咀東部最近售賣的一幅地價為例，情形正是如此。

目前，折衷的解決辦法似是將酒店及其他有關設備綜合發展。一位知名的酒店業高級行政人員稱：「現時，地產商一般都不會考慮建設獨立式的酒店，通常必定是酒店與商業樓宇組合的發展計劃。」

倘若地價高漲的趨勢持續，再過兩三年間，香港可能出現酒店房間供應緊絀的情況。目前，香港酒店的租金價目——其中很多被列入豪華酒店之列——與世界其他旅遊中心比較，並不算太昂貴。據報文華、半島酒店房間的租用率，每年都有大部份時份達到百分之一百；這當然是與租金價目不大昂貴有關。但若然緊絀情況加劇，則香港可能會陷入蘇黎世或巴黎今日所處的情況——因為當地酒店租金太貴，旅客通常都盡可能作最短暫的逗留。上述情況必會破壞香港旅協致力推廣的目標——延長遊客的逗留時間。

香港旅遊協會主席亦指出：在旅遊業蓬勃發展中，我們亦應顧及禮貌、服務及旅遊費用的問題。目前旅遊事業發展迅速，旅遊從業員人數亦相應增加，但他們卻以未受訓練和缺乏經驗者居多。因此，我們十分重視今年初發起為期一年的「禮貌運動」，強調旅遊業各層人士對禮貌及服務精神之注意。香港旅協現已開始舉辦研討、座談會，希望藉此提高導遊人員的知識及服務水準。該會一位發言人稱：「導遊員對旅遊事業十分重要，尤其因為他們與遊客之間有密切接觸。然而，香港並無立例規定導遊員的身份地位。目前，本會只能管制屬下的導遊員質素。」

非單只是導遊員需要更佳訓練。酒店業行政級亦常投訴關於人事變動頻密，及雇員的自滿態度。這可能是該行業感到頭痛的第一大問題，但同時亦是製造商經常面對的熟悉問題。

一位老經驗的酒店經理投訴說：「我們給予職員受訓的機會，使他們增進旅遊酒店業的知識，及認識各種新技術。但訓練後，他們的工作態度就會日漸低劣，今日酒店業高度競爭的情況，造成了他們好高騖遠，不能安份的心理。以往，酒店業職員大都有敬業樂業和良好的服務精神。但今日的情況則大有改變；同業間競爭造成了互相拉兵挖將的局面。」

正如其他行業一樣，人材訓練的責任必須由政府及酒店旅遊業內人士共同承擔。這是香港訓練局鼓勵推廣的政策。

香港訓練局一位官員向本刊記者表示：港府已接納了為商界（包括酒店、旅遊及酒樓業等）各行業設立訓練委員會的建議。他又稱：一旦訓練委員會成立後，當局就會立即開設訓練課程。

私立機構方面亦有舉辦訓練課程，例如觀塘職業訓練中心的酒店經營、旅遊訓練課程就是其中一例。但該中心每年受訓畢業的人數僅為三百人左右，並未足應未該行業目前的需求。

香港「購物天堂」之美譽現正面臨嚴重的挑戰。去年，商店購物消費佔遊客總開支百分六十一點三以上，約為六億二千二百萬元（參閱表4）。損害香港「購物天堂」美譽的主要原因是產品價格普遍提高。近年來，遊客已開始發覺香港若干貨物的售價並不比其他地方低廉。

香港旅協遊客商店東主委員會主席赫里拉先生稱：「目前為難的形勢是可慮的。如要保持香港「購物天堂」的美譽，就必須謀求有效的解決辦法。」現時，香港旅協正在計劃進行一項調查研究，檢討香港、新加坡及其他競爭地區貨物售價，以作一比較。他又補充說：「此項調查可協助我們找出物價上升是

否只是通貨膨脹使然，或有別的因素影響。」

雖然，遊客商店本身可以試圖維持價格的競爭力，但若干影响「購物天堂」美譽的因素是非香港本身可能掌握的。正如香港出口貿易部份是受價格變動影响一樣（這是個別商人所不能控制的）。因此，港元相對其他貨幣的強弱走勢將決定遊客的消費能力。

雖則有上述可慮的問題存在，但另一方面，香港旅遊協會亦提出了多個利好因素，足以助長旅遊業有更蓬勃的發展。

最近中國採取開放旅遊政策，使香港遊客的人數激增。到中國大陸的遊客，需在港逗留至少三日，辦理入境簽證手續。自今年初以來，訪問中國的旅遊團數目大為增加。

中國旅行社現正計劃委任更多本港旅遊代理，向外國人宣傳日益受歡迎的中國旅遊團。怡和有限公司最近加入成為中旅的認可代理之一，現時，中國旅行社委任的認可代理共十一個。

世界旅遊社（代理之一）總經理史密夫先生向本刊表示：中國旅遊的潛力正在日漸增長。「自年初以來，我們接獲歐美遊客的諮詢幾達六百宗，他們很多都想經由香港進入中國大陸。」然而，史氏又指出：倘若中國計劃發展旅遊，就必須改善旅遊設備，增建酒店房間和訓練服務佳的導遊員。

談及香港旅遊業，我們必須把香港視為東南亞區的一部份。正如在貿易上一樣，香港是隣近地區（如新加坡、馬來西亞、菲律賓等，日本除外）的競爭對象和夥伴。

促進旅遊業的主力並不集中在個別遊客身上，而是在旅遊業內人士本身一負責組團及策劃行程的旅遊代理及承運商。

一位旅遊代理行政人員說：「東南亞區各國紛紛計劃發展旅遊業可能會帶來利益。如果遊客增加，機場、酒店及旅遊業有關的其他設施，都必須加劇發展。此外，業內人士亦能賺取更多資金來改善旅遊設備。」

香港旅遊協會一位行政人員又稱：「東南亞其他國家亦正在發展旅遊業，成為本港之強大競爭市場。但高度競爭是對各方面都有良好影响的。遠道的遊客來東南亞，當然想遊覽多幾個國家的風光，因此，隣國的遊客增加亦即是說香港遊客人數同樣有增加。香港目前是東南亞之旅遊中心，並有意繼續保持此一地位。」

另一個有地區性連繫的因素是區內發展中國家日趨富裕。當個人的收入增加時，其中一部份金錢就可能流入旅遊市場。

日本訪港的旅行團有很多是為較低收入階層的人士而舉辦。此外，來自台灣、泰國及馬來西亞的遊客亦不斷增加。東南亞是目前香港增長最快速的旅遊市場。

鑒於東南亞區競爭加劇，旅遊協會將盡可能協助保持「香港是東南亞旅遊中心」之領先地位。旅協總幹事潘恩指出：只要我們能提供補充性的服務，繼續維持對遊客的吸引力及旅遊市場的佔有率，相信隣近地區積極發展旅遊及改善設備應會助長香港旅遊業的發展。

展望未來，潘恩表示：「多年來，我們不斷謀求吸引遊客的方法。專門性訪問團、貿易團、會議及商業性展覽及科技研討會，將是今後香港旅遊市場的主要發展新環節。」



潘恩先生

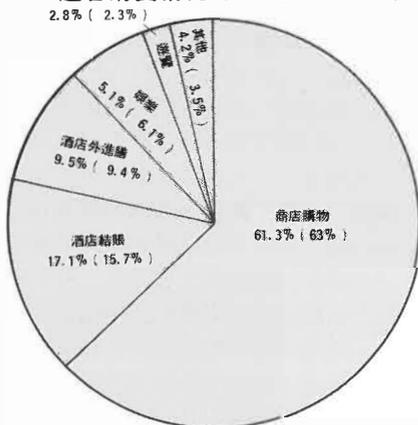
他稱為使旅遊業對香港經濟作出更大貢獻，故旅遊業應保持均衡之發展，即維持設多市場之實力，而同時又吸引各國不同階層之市場。

我們必須認識到：香港旅遊業並非只是有收益的一面，香港本身亦有很多人出國旅行。香港人出國旅行的原因非單只是渡假，其中一大部份亦是為着業務上或出國深造的需要。以貿易作為比擬是最恰當不過——香港入口遊客，同時亦出口遊客。

據政府統計：一九七六年，香港居民（包括海外消費約達廿六億二千萬港元。而一九七七年間，此數字急劇上升——增幅逾百分之三十一——達至三十四億八千九百萬港元。海外收入與開支之間的差幅縮減是令人信服的論據，顯示出香港實有需要繼續促進旅遊業，維持旅遊中心的地位。因此，當你下次遇見遊客時，應向他們作微笑歡迎。 ■

表4

遊客消費情況（一九七六及七七年）



英國通用電器與經濟發展齊步前進



英國通用電器（香港）有限公司董事經理韋頓先生接受本刊訪問。韋氏最近加入本會理事會。

韋頓先生於一九二九年出生，在雷登軍校及伯明罕中央理工學院接受教育。韋氏於一九六九年獲委派現任職位，即英國通用電器（香港）有限公司之董事經理。

早年，韋氏曾在英國通用電器重工程部門受訓。後於一九五二年，奉召入英國皇家空軍服務，做過空軍少尉。其後，韋氏曾被派往東南亞多處分行任職。一九六二年間，韋氏一度進入阿斯歷學院攻讀管理學課程。

□ 英國通用電器是一間大規模的國際性集團。閣下可否略述一下貴公司在香港的各種業務情況？貴公司在港的業務是正在擴展抑或收縮呢？

■ 在未答覆閣下提出的兩個問題之前，本人想先略述一下英國通用電器集團的組織和業務性質，使閣下對香港分公司的成立背景能有一個概括的觀念。

英國電力、聯合電氣工業與英國通用電器三大公司，於六十年代後期宣佈合併，組成了英國通用電器集團。合併後，英國通用電器的業務突飛猛進，成為今日英國規模最大的電氣及電子公司。本公司的業務範圍極廣泛，由核子能、太空計劃工程以至消費物品，無所不有。集團屬下的僱員人數達二十萬人之多，去年總營業額約為二百一十億港元。

香港英國通用電器是於一九四九年成立，所經營業務與母公司大致相同。今日，本港分行僱有約四百六十名職員，辦理貿易及承包工程。我們所提供的電器及工程服務種類繁多，包括街燈、交通指示燈、發電機房、電梯、升降機、綜合電器及機械工程合約等。

近年來，香港的發展突飛猛進，我們亦與之齊步前進，業務日益擴展。目前，本公司參與發展的大工程有地下鐵路系統。此外，我們亦為KESCO在青山附近新興建的發電站供應廠房設備。在發展地鐵工程方面，本公司負責裝置高電壓器、直流電開關齒輪及電纜連接的轉包合約工程。此外，亦為地鐵車站、隧道附屬裝備的主要承包商，及車站工場儀器的轉包商。

□ 閣下對現時香港的經濟情況有何觀感？展望將來，又是否會有潛在的問題出現？

■ 本港居民工作勤懇、頭腦靈活及對環境變化迅速適應，是香港日趨繁榮的主要因素。過去兩年來，世界多個國家雖有採用配額及其他貿易限制措施的趨勢，但香港並未受嚴重影響，

大多數行業的市場仍能保持增長。

有人認為經濟發展過於激烈及外貿逆差龐大，是必須應付的兩大問題，我也有同感。對於投機風氣熾熱危害經濟基礎的論調，本人更表贊同。但香港是一個自由經濟社會，有着內在的經濟調整機能；因此，不論市情變化如何，始終還是會回復正常合理的平衡狀態。

問題方面，香港工源短缺造成了工資暴升的現象。不少工業因成本增加而發生經營困難。這個問題對香港主要出口收益工業的打擊尤大。

另一方面，港元匯率指數下跌則略有助於維持港貨的競爭地位。

消費者開支龐大亦即顯示入口增加，及貿易平衡呈現入超問題的可能性。或者，收緊信貸是其中的一個補救方法，但此問題的性質並不簡單。

工資成本高只會抬高產品價格。目前，本港若干工業正因產品價格高昂而削減了出口銷路。有鑒於此，港府及工商界人士均在大力促進「工業多元化」，尤其積極發展以工程為主的工業。

本人認為工資暴升是香港急需解決的一大問題，因為在工資成本高漲及貿易無實際增長的情況下，香港出口業務必會產生困難。但本人必須重申一點：就是香港是自由經濟港，而自由經濟體制終能自動剖析和應付內在發生的困難。

□ 身為工程師，及英國工業聯會獎學金的本港遴選委員會成員；閣下認為香港的工業技術訓練水準，和工程學系畢業生的質素如何？

■ 一般來說，香港兩間大學和工業學院工程科畢業生的資質都不錯，但任何剛畢業的工程師都必須接受長期職業實習訓練。最近，香港英國通用電器增聘了不少工程系畢業生，準備將他們訓練成為職業工程師及工程部經理，以配合公司未來的人手需要。因此，工程學課程內容必須切合香港社會的要求，使能培育出有用的工程學

人才。我認為這個目標大致上經已達到。

香港工程科畢業生亦可申請到海外受訓。前往英國接受工業實習訓練期間，學員不單只可以增廣工程學的知識和經驗，同時，亦可認識到外國的工作情況。這些必然會對香港的工業發展有幫助。

目前，地下鐵路工程公司、中華電力、港燈等機構的廠房設備及機械操作都非常複雜，必需要有資深的工程師來承担此職責和重任。同樣地，其

他朝向高級科技發展的工業亦有此需要。

□ 閣下認為本會在促進香港工商業發展方面能產生有效作用嗎？閣下對獲選為本會理事有何感想？

■ 貴會的宗旨是為會員提供諮詢及協助服務，同時，亦盡量代表屬下會員的利益。毫無疑問，香港總商會將繼續維持一貫的宗旨，代表會員提出關於港府政策的一般性意見，此外，對於專門性的問題，亦盡量提供詳盡的

意見。政府與工商組織（如貴會）保持聯絡溝通非常重要，因為這樣可確保雙方在意見上有恰當的了解，同時亦可實踐計劃的目標。

本人認為香港總商會今後所會作出最大的一個貢獻，將在工業多元化工作方面。

說到個人的感想，我很高興加入了香港總商會理事會。各位理事的經驗和才能都令我十分尊敬，我希望能與他們一起，合力為貴會作出貢獻。



香港貿易簡化委員會屬下

銀行事務小組委員會的工作概略



約翰·邦德為香港貿易簡化委員會銀行事務小組委會主席，現任職於香港上海滙豐銀行，亦為外滙銀行公會理事會代表。

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表面看來，貿易簡化工作似乎十分奧秘，但實際上，此項工作對個人及公私機構都可能產生直接影響。一般人都希望盡量簡化編寫文件的工作——除了印刷商以外——並且希望能迅速和正確地將資料傳遞。

香港經濟有賴工商業的發展，因此，貿易簡化工作在控制成本，及使大眾與貿易文件處理程序的國際性發展並進方面，都產生着重要作用。

銀行事務小組委員會乃香港貿易簡化委員會屬下三個專門小組委會之一，（各個專組分別負責處理需要專門技能的工作）。該委員會的主要工作範圍包括：

（一）統一與貿易有關的銀行文件格式，使能達致標準化的目標。這些文件包括出口商向銀行提交的收賬信、跟單信用証及履行保証。

（二）確保銀行內部的資料處理系統參照和採用國際電碼標準，（例如國際標準組織的貨幣電碼）。編定電碼系統的下一個目標將為輪號。

（三）探討一切牽涉銀行及其客戶的貿易文件，例如普通簡式班航運貨單及裝運保單等。

目前，銀行事務小組委員會正在進行設計一份標準裝運保單的工作，其中

將包括貨值限額及承擔責任的限期。紐約方面的國際銀行業理事會屬下單據託收委員會，亦正在積極推行同樣的工作。銀行小組委員會相信此項工作對調整入口商所承擔的風險極為重要。

國際商會銀行事務委員會（總辦事處設在巴黎），是推行銀行事務貿易簡化工作的主要國際機構。由國際商會出版的「跟單信用証統一處理規則」，可算是該會鼓吹貿易簡化的一個明証。

國際商會銀行事務委員會主席韋勃爾，是編定「跟單信用証統一處理規則」及其他統一貿易規則的主要負責人。這些刊物對世界各地的出入口商及銀行家幫助很大，是國際商業的實用手冊。

香港貿易簡化委員會經常與這些國際性組織保持聯絡，因此，本港能與國際貿易簡化工作並駕齊驅。此外，在必要時，香港亦能在國際性的貿易簡化事務討論中取得發言權。

然而，香港貿易簡化委員會屬下銀行事務小組的主要職務是促進香港工商界的利益，同時，亦要確保港府方面接獲有關的必需資料，以求達到此一目標。銀行事務小組每月召開的目的，是要避免蒐集不相干資料和不符合標準文件格式。

這項工作可說是對國際貿易資料及文件進行“方法研究”。此工作雖然甚少受到廣大人士的注意，但卻是一項極有意義和價值的工作。//

本會與世界市場

尼日利亞檢討入口限制條例

尼日利亞駐港專員亞富納比先生向本會透露：當新財政年度預算案正式採用時，尼國政府將對現有的入口限制條例進行檢討，他表示尼國曾一度面臨經濟衰退，由於工業國的需求呆滯影響，去年該國的主要石油收益由六十四億奈拉（尼國貨幣單位）降至五十二億奈拉。他又稱：尼國已實行了多項措施，以圖削減外匯儲備的消耗，並且，已制定了一項客觀而實際的能源政策。

港奧貿易關係改善

據奧地利商務專員韋服柱先生指出：奧港最近達成的貿易協議，應會改善兩國之間的貿易關係。韋氏在會晤本會

西歐區貿易委員會時又稱：維也納一直為經濟互助委員會與西方國家集會的理想地點。他估計去年奧地利與東歐各國之間的貿易額超過貿易總值百分之十一。

阿根廷撤銷貿易限制

阿根廷商務專員弗利蘭先生於九月五日，應邀出席本會中南美洲區貿易委員會會議。弗氏在席上稱：港製手錶、電子產品及時髦服裝等皆可在阿根廷拓展出口市場。阿根廷政府最近放寬了入口限制，給予港商一個推銷產品的好機會。

弗氏表示：阿根廷政府在香港開設商務專員公署的目的是促進貿易，及向有意與阿根廷互通貿易的港商提供協助。

中國旅遊團

本會現正籌組兩個旅遊團訪問中國。兩團的參加人數經已滿額，行期定為十一月四日至十五日。此次訪問成績如滿意，而中國官方又同意的話，本會將考慮再次組團訪問中國。

除本會組團外，若干本港旅行社亦有計劃組織旅遊團訪問中國，例如世界旅行社將在本年內舉辦幾個中國旅遊團。各團費用不一，有廣州四日遊九百五十港元，逢星期二及星期六出發。廣州—桂林—南京十日遊二千一百五十港元，逢星期日出發。

詳情請詢世界旅行社，（地址：九龍半島酒店，電話：3-673121，或香港太古大廈1105室，電話：5-225181）。

簡報滙編

本會簡訊

歡迎新會員

本刊歡迎十五間公司於九月份加入本會，成為香港總商會會員。（新會員公司名單詳列本期英文版）。

促進日本工業投資已見成效

繼本會於七六/七七年間在日本展開工業投資促進活動以來，現時已有一間日本公司——內田洋行來港開設附屬公司。該公司銷售的主要產品為寫字樓

傢具及用品、印刷機、電腦附件及資料貯藏系統。

工商消息

斯里蘭加投資研討會

大科倫坡經濟貿易局和滙豐銀行集團將於十一月十四日，假座希爾頓酒店，聯合舉辦「斯里蘭加投資研討會」。主講者是該局理事長和高級會員，他們將就斯里蘭加自由企業，目前經濟、社會與政治狀況，鼓勵投資的勞工政策及社會基礎結構（如教育、運輸、通訊等

設施）等主題，發表演辭。此外，具領導地位的外國工商界人士亦將參加該研討會。

查詢詳情，請與湛彼恩先生（Mr. Champion）聯絡，地址：香港郵政信箱64號。

新產品與服務展覽會

新產品與服務展覽會將於十一月八日至十一日，假座紅磡火車站大廈的展覽中心舉行，該展覽會乃由星島報業有限公司、南華早報有限公司及亞洲工商雜誌社聯合舉辦。主辦人亦將於展覽期間，假凱悅酒店舉行一連串座談會，介紹工商業經營及管理的最新發展。

查詢詳情，請聯絡：LSCMLtd. 香港德輔道中247號德祐大廈704室，電話：5-430462。

瑞士出口指南

瑞士貿易發展局最近出版的「瑞士出口指南」，內容豐富，載備七千間主要瑞士公司的最近綜合性資料，其中包括業務狀況及出口產品名目。

上述指南在瑞士總領事館有售；每本售價為二百二十元。洽購地址：香港皇后大道中廿四號，亞細亞行四〇三室。



內田洋行於九月廿七日及廿八日在大會堂舉行展覽會。在揭幕禮致辭中，該公司總裁久田孝先生稱：日本可向香港及其他國家供應高級科技及工業知識。

本會執行董事麥理覺、助理董事（工業部）馮若婷，亦有出席上述展覽會。

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