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February 2022

HKGCC: The Voice of Business in Hong Kong

# bulletin

工商月刊

TALKING  
BUSINESS WITH  
JEFFREY LAM

與林健鋒  
談商界發展



HK\$30 RMB25



**HKGCC**

Hong Kong General Chamber of Commerce  
香港總商會 1861

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# FOR LEASE

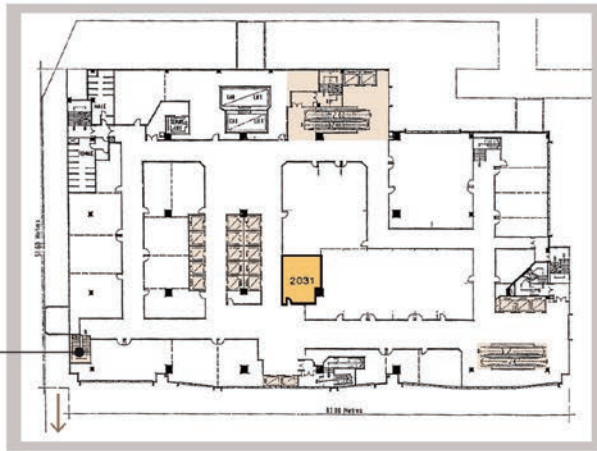
Shop 2031, 2/F, United Centre, 95 Queensway, Hong Kong



## OVERVIEW



Staircase leading to Pacific Place pedestrian bridge



- Located in the heart of Admiralty with convenient transportation
- Approximately 1,022 sq. ft. (Gross)
- 1 minute walk from Exit D of Admiralty MTR station
- Central air-conditioning
- Direct landlord, no commission paid





## Budget for Uncertain Times

HKGCC submission to the Financial Secretary considers how we can boost Hong Kong's long-term competitiveness as well as immediate measures to help businesses



### 應對動盪時勢 做好財政預算

總商會已向財政司司長提呈建議，其中包括提升香港長遠競爭力的方案，並呼籲推出措施以解企業燃眉之急

新冠病毒疫情變化莫測，香港自去年夏季以來維持的零本地感染紀錄近日斷纜，實在令人失望。

Omicron 變種病毒的出現，令抗疫復蘇之路更崎嶇難行，亦令企業繼續飽受不明朗因素困擾。因此，我們熱切期待財政司司長在即將發表的《財政預算案》提出對策。

總商會早前歸納了會員意見後，已向政府提交一系列的建議，包括支援企業應對當前困境的適切措施，以及維持香港長遠競爭力的方案。

儘管香港經濟已於 2021 年走出低谷，但各行各業復蘇步伐不一，零售和旅遊業仍然大受影響。因此，我們希望政府能夠針對這些重要產業推出紓困措施。

去年夏季推出的電子消費券計劃大舉成功，帶動市民的消費意欲之餘，亦有助提振本地經濟。倘防疫抗疫限制措施需要持續實施，加推新一輪電子消費券計劃，將可帶來莫大的經濟裨益。我們還建議政府參考新加坡的成功經驗，推出專為旅遊景點而設的消費券，鼓勵市民遊覽本地景點。

我們亦期望政府加大力度協助小企業把握數碼新機遇，從而改善公司營運效率，同時提升服務質素，吸引更多顧客。

中小企業方面，政府在過去兩年推出了各式各樣的支援計劃，對企業給予實質的支持。隨着經濟日漸重回正軌，我們建議當局應逐步撤回相關計劃，而避免貿然煞停支援措施。

長遠而言，國際稅務環境正在轉變。根據經合組織公布的打擊侵蝕稅基及轉移利潤稅務改革框架方案（BEPS 2.0），全球最低稅率（約 15%）及多項數碼經濟徵稅措施將於未來數年生效。儘管這些變動主要對大型跨國企業造成影響，惟香港亦難免間接受到牽連，尤其是香港的公司稅制簡單而且稅率低，既為企業創造有利的營商環境，亦為我們帶來一大競爭優勢。

要維持競爭力，我們提倡成立專責辦事處，積極與全球各地的持份者聯繫溝通，以推廣香港作為國際金融和貿易樞紐的種種優勢。此外，由於薪俸稅將不受 BEPS 方案影響，故可視為保持本港競爭優勢的重要領域，藉以吸引世界各地的優秀人才來港。

這個農曆新年在反覆動盪之中到臨，今年的節慶活動又要回復簡單低調。不過，我們仍然盼望虎年將迎來一番新氣象，前景漸趨光明。

The Covid-19 situation continues to evolve rapidly and Hong Kong's first outbreak of local infections since the summer is a disappointing setback. Omicron continues to complicate the path out of Covid and prolong uncertainty for businesses. So we are keen to see what policies the Financial Secretary will unveil in his upcoming Budget Address.

After consulting our members, we submitted proposals to the Government how we believe they can best help businesses amid the current upheaval, as well as suggestions to preserve the city's competitiveness in the longer term.

While Hong Kong's economy bounced back in 2021, recovery has been uneven, with the retail and tourism sectors continuing to be the hardest hit. So we would welcome targeted measures for these key industries.

The electronic consumption vouchers released last summer were a great success, spreading some feel-good sentiment among consumers while boosting our local economy. If Covid-related restrictions continue, another round of these e-vouchers would be very helpful. A related suggestion proposes vouchers specifically for tourist sites: this approach has been used successfully in Singapore to encourage citizens to visit local attractions.

We would also like to see more assistance for the city's smaller businesses to make the most of new digital opportunities. This will improve their operational efficiency while also making

their services more attractive to customers.

For SMEs, the various support programmes the Government has unveiled in the past two years have been invaluable and we suggest that these schemes be tapered gradually, rather than abruptly stopped as the economy gets back to normal.

Taking a longer view, the global tax landscape is shifting. The OECD's BEPS tax framework will introduce a global minimum tax rate of around 15% in the next few years, as well as measures on taxing the digital economy. Although these changes will mainly impact large multinationals, they will also indirectly affect the whole city, especially when Hong Kong's low and simple corporate tax regime has long been one of the key advantages of our business-friendly environment.

To remain competitive, we suggest setting up a dedicated office to engage with global stakeholders to promote Hong Kong's many advantages as an international finance and trade hub. Salary tax is an area where we can keep our competitive edge, particularly in attracting high-level talent from around the world, as it is not affected by BEPS.

This Chinese New Year is arriving amid considerable uncertainty, and our festivities will be low-key once again this year. But we hope that the new lunar calendar will bring some much-needed cheer and hopefully brighter prospects as the Year of the Tiger progresses.

**Peter Wong**  
王冬勝  
chairman@chamber.org.hk



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工商月刊  
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The Chamber is apolitical.  
Any advertisement of a political nature does not necessarily imply endorsement by the Chamber

Published By:  
The Hong Kong General Chamber of Commerce  
22/F United Centre, 95 Queensway, Hong Kong  
Tel: 2529 9229 Fax: 2527 9843  
[www.chamber.org.hk](http://www.chamber.org.hk)

Printed By: OMAC Production House Ltd  
21/F Kiu Yin Commercial Building,  
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本會並非政治組織，任何帶有政治意味的廣告均不代表本會立場。

出版：香港總商會  
香港金鐘道統一中心廿二樓  
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## Feb 2022

The opinions expressed in articles in The Bulletin are those of the individual authors and do not necessarily reflect the views of HKGCC.

《工商月刊》刊載的文章內容乃個別作者意見，並不反映香港總商會立場。

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**HKGCC**

Hong Kong General Chamber of Commerce  
香港總商會 1861

Serving Hong Kong for 160 Years  
服務香港 160 載

### The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861.

自1861年起，香港總商會一直代表香港商界，致力捍衛企業的權益。





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《工商月刊》今與昔



Readers may have noticed that *The Bulletin* has started arriving in new eco-friendly envelopes. This packaging is made from plant-based materials including soy, wheat, corn and others. So, besides being re-usable and water-resistant, the packaging is also 100% compostable, conforming to the latest strict E.U. standards. We thank members for your continued support as we try to reduce our environmental impact at the Chamber.

各位讀者或已留意到《工商月刊》改以全新的環保信封寄發。這封信封以植物原料製成，成分包括大豆、小麥和粟米等。因此，新包裝除了可重用和防水，更為百分百可分解，符合嚴格的最新歐盟標準。總商會一直致力減少對環境的影響，感謝各位會員一如既往的支持。





## Helping Members Resume Cross-border Business

The Chamber's pre-registration platform will allow members to visit the Mainland without the need for quarantine when border reopens



### 協助會員恢復跨境業務

總商會的預先登記平台讓會員可在恢復通關後免檢疫進入內地

**Omicron 變種病毒來襲，令香港的前景再次蒙上陰霾。執筆之時，本地確診個案數目維持在較低水平，我們希望疫情能夠早日受控，令生活回復正常。**

現今世界瞬息萬變，面對反覆動盪的市場形勢，總商會繼續着力改善本地營商環境，維持香港的競爭力。

本會最近便與工業貿易署合作，協助政府推進與中國內地恢復通關的計劃。會員可登入總商會網站，預先辦理第一階段免檢疫往來香港與內地的登記。

預先登記手續快捷簡便，申請人只需填寫一份電子表格，並提供公司在中港兩地的業務資料。我們很高興能為會員提供這項服務，好讓他們能儘快往返內地，視察當地的辦公室和設施，親身與員工會面。

從商界角度來看，恢復通關是社會回復常態的關鍵一步。內地對香港經濟的重要性無容置疑：自 1980 年代起，內地一直是香港最主要的貿易夥伴，而香港亦是內地外來投資的主要

來源。因此，當會員向我們反映恢復通關是他們的首要關注，這亦是意料中事。

疫情亦令不少公司擱置在大灣區的發展計劃。然而，廣東各地機遇處處，我們實在不願坐失良機，讓機會繼續隨時間溜走。

香港作為國際商業樞紐，固然希望下一步能與全球各地恢復往來。香港在過去兩年大部分時間都實施嚴厲的防疫措施，有效遏止了新冠病毒傳播；然而，我們仍期盼酒店隔離檢疫期得以縮短，以促進國際旅遊。

我們曾經渴望邊境早日重開，惟 Omicron 變種病毒卻為通關帶來變數。不過，隨著預先登記程序啟動，邊境一旦重開，系統即可投入服務。

踏入虎年，我謹祝各位會員新年快樂！當 Omicron 病毒的威脅解除後，我們將為會員籌備更多實體活動。請密切留意本會網站公布的最新活動消息，誠盼能早日與諸位見面。

Uncertainty once again prevails in Hong Kong as the Omicron variant has arrived in the city. At the time of writing, local case numbers remain relatively low, and we hope the situation will soon be under control so that life can get back to normal.

Amid the ongoing turmoil, the Chamber is continuing to work to improve the landscape for local businesses and to maintain the city's competitiveness in a rapidly changing world.

Among our recent work, we have been cooperating with the Department of Trade and Industry on plans to reopen the border with Mainland China. On the Chamber's website, members can pre-register for the first phase of the resumption of quarantine-free travel between Hong Kong and the Mainland.

The pre-registration process involves completing a straightforward online form for applicants to provide details of their businesses here and in the Mainland. We are very pleased to be able to provide this service that will enable our members to visit their offices, facilities and staff as soon as possible.

From a business perspective, reopening the border is the most crucial step towards normality. The importance of the Mainland to Hong Kong's economy cannot be overstated: it has been our biggest trading partner since the 1980s, and Hong Kong is also the biggest external investor in the Mainland. So it is no surprise that Chamber members have

told us that the border re-opening is their top priority.

The pandemic has also put many companies' Greater Bay Area plans on hold. With so many opportunities emerging across Guangdong Province, we do not want to run the risk of missing out as more and more time passes.

Of course, as a global business hub, we also want to see a reopening with the rest of the world, and we hope that this will follow quickly. Hong Kong's strict measures have been successful in keeping Covid at bay for much of the past two years, but we would particularly like to see a reduction in the long hotel quarantine requirement to facilitate international travel.

We had all hoped that the border reopening would have taken place sooner, but the Omicron variant has created a new hurdle. However, the pre-registration process means that the system will be ready to go once we get the green light for reopening.

As we are now entering the Year of the Tiger, I'd like to take this opportunity to wish all of our members a happy new year. We will be working on organizing more in-person events for members once the Omicron threat has been resolved. Please check our website for the latest updates on all of our events, and we hope to see many of you soon.

**George Leung**  
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# Talking Business with Jeffrey Lam 與林健鋒談商界發展

The Chamber's LegCo Representative the Honourable Jeffrey Lam speaks to *Bulletin* Editor Helen Sloan about helping companies cope with Covid, future opportunities, and his long experience serving the business community in Hong Kong

總商會立法會代表林健鋒議員接受《工商月刊》編輯宋海倫專訪，分享如何協助企業應對疫情、未來機遇，以及長年服務香港商界的經驗

***Bulletin: Congratulations on your re-election as HKGCC's LegCo representative. You are the longest-serving LegCo rep in the Chamber's history. What do you consider your greatest achievement?***

**Jeffrey Lam:** First of all, I'd like to say that I am honoured to have been elected again to represent members of the Hong Kong General Chamber of Commerce in the Legislative Council, and humbled by members' support. The Chamber represents so many sectors, from finance to food and beverage to trade, so I am grateful for members' vote of confidence. Over the past 17 years, I've had many opportunities to help the business community. I was first elected shortly

after the SARS epidemic, and even though I was new to LegCo, I was able to pass on concrete suggestions to the Government, under Tung Chee-hwa at that time, to help Chamber members and the business community.

Then a few years later we were hit by the 2008 financial tsunami, which devastated many businesses of all sizes. I made a number of proposals including starting a loan guarantee for SMEs so that companies could get money from the banks. The Government's own research at the time found that 20% of businesses would fail without support. I visited the then CE Donald Tsang at Government House and said that now was the time to take action.





I told him: 'If you give a man oxygen while he is still breathing he can recover – if he is no longer breathing, it is too late. We need to help businesses with a guarantee so that banks will lend to them now.'

That is how the HK\$100 billion SME Guarantee Scheme came about, which has a default rate of less than 1%. Through this action, the Government saved many Hong Kong businesses from folding.

***B: Hong Kong survived these crises, but many businesses are now again on the brink of folding due to the pandemic. What have you been able to do to help the business community during this exceptional time?***

JL: I have been working to help not just businesses, but the whole Hong Kong community. In the early days of the pandemic, I saw media reports of people lining up for hours to buy masks at hugely inflated prices, as they were almost impossible to get hold of at that time. So I made a commitment that I would have masks for the people of Hong Kong within 30 days. I put a team together from among my contacts and friends to make the machines as well as provide the materials – I am an industrialist so I know how to make things happen. After 30 days we were producing masks and sold them for under HK\$2.

As we all know, the pandemic has been a very difficult time for virtually all businesses. I suggested a number of measures to the Government,

including the Principal Payment Holiday Scheme. This was adopted and has been renewed a number of times. It has greatly relieved the burden on businesses, easing their cash-flow challenges due to the interruption to normal operations.

***B: What will be your key focus in the next few months to help Hong Kong businesses?***

JL: I've been lobbying on the re-opening of the border with the Mainland. This is the top priority right now, as it is the most important step to enable the business environment in Hong Kong to recover. Why do people and businesses come to Hong Kong? It is because of our accessibility and connectivity to the Mainland, with the Greater Bay Area as the best connection point.

Although there have been some local Covid cases in Hong Kong and

**Under One Country, Two Systems, we have full support from Beijing for Hong Kong companies to go into the GBA, and the Chamber has been very active in helping members to access the GBA opportunities.**

Guangdong Province recently, I don't believe these will derail the reopening process. When the experts visited Hong Kong, they were satisfied with our measures to prevent the spread of Covid. Reopening the border is a key common goal, so we hope to see it happen soon. I believe that the border reopening process will also be the beginning of the path back to normality.

***B: Besides the removal of travel restrictions, what other issues are businesses struggling with and how can they be addressed?***

JL: I believe reducing or removing unnecessary administrative burdens and procedures would go a long way towards improving the business environment. These are not only time-consuming but also have compliance costs, which is a particular problem for smaller companies. I have

# 法定產假由10個星期延長至14個星期

## Extension of Statutory Maternity Leave from 10 Weeks to 14 Weeks



- ✓ 根據《2020年僱傭（修訂）條例》（《修訂條例》），合資格女性僱員於2020年12月11日或之後分娩可享有14個星期的產假。

According to the Employment (Amendment) Ordinance 2020 (Amendment Ordinance), eligible female employees whose confinement occurs on or after 11 December 2020 are entitled to 14 weeks' maternity leave (ML).

- ✓ 重點：

Key Features:

《修訂條例》延長《僱傭條例》（第57章）下的產假四個星期，讓合資格僱員在緊接10個星期的產假之後連續放取；並維持以現時法定產假薪酬的比率（即僱員每日平均工資的五分之四），計算就延長產假須支付的法定產假薪酬，以每名僱員80,000元為上限。

The Amendment Ordinance extends ML under the Employment Ordinance (Cap. 57) by four weeks, which should be taken by the employee continuously after the 10 weeks' ML, if so entitled. The current statutory rate of maternity leave pay (MLP) (i.e. four-fifths of the employee's average daily wages) is maintained for calculating the additional MLP payable in respect of the extension of the ML, **subject to a cap of \$80,000 per employee.**

- ✓ 僱主須在正常糧期支付《修訂條例》下的新增四個星期產假薪酬（即第11個至第14個星期），之後僱主可透過報銷形式向政府申領發還該筆已支付的產假薪酬，詳情請參閱勞工處編製有關「發還產假薪酬計劃」的資料。

Employers are required to pay the additional four weeks' MLP (i.e. 11<sup>th</sup> to 14<sup>th</sup> week) under the Amendment Ordinance on the normal pay day. Afterwards, **employers may apply to the Government for reimbursement of such MLP paid.** For details, please refer to the relevant information of the Reimbursement of Maternity Leave Pay Scheme published by the Labour Department.





also urged the Government to speed up the supply of land, as the shortage of land and the associated high costs is a major burden to businesses.

After the pandemic, we will be able to get back on track with the Greater Bay Area and Belt and Road initiatives. But some SMEs have asked me, how can they participate in these projects? Under One Country, Two Systems, we have full support from Beijing for Hong Kong companies to go into the GBA, and the Chamber has been very active in helping members to access the GBA opportunities.

The Belt and Road openings are not so obvious for SMEs. But once the infrastructure is in place, then smaller companies can make their move. We are already seeing this happening in Vietnam, where Hong Kong companies have increasingly been investing in recent years. I expect to see this trend in other Belt and Road countries as the initiative progresses.

***B: Hong Kong is facing increasing competition as a global hub. What can we do to ensure we keep our status as a world-class business city?***

**JL:** Hong Kong is rightly known for its professional business and financial services, and the One Country, Two Systems is crucial in maintaining our role as one of the world's leading financial hubs. We are the most important offshore RMB centre and in recent years we have also seen the successful launch of the various "connect" programmes that enable cross-border investment in stocks,





bonds and other wealth management products.

To really benefit from our connection with the Mainland, we still need to improve the flow of money, people, logistics and information. For example, I will continue to lobby to reduce the restrictions on transferring money. Currently, if you want to buy a flat just across the border, the daily limits mean that you have to transfer the funds in stages.

Besides financial services, Hong Kong offers many advantages as a headquarters for global companies, which are well known, from protection of intellectual property rights and a transparent legal system to our low corporate taxes and business savvy workforce. We also have excellent high-tech talent, but I think we need more policies to attract technology professionals from around the world, and to promote our innovative industries.

***B: There have been concerns about a brain drain from Hong Kong. What is your view? How can this be reversed?***

**JL:** There has always been a steady ebb and flow of talent in and out of Hong Kong, but the pandemic is currently affecting the inward flow. We also saw a similar trend before 1997, but as we know, many people soon returned and Hong Kong continued to attract some of the world's leading talent.

However, we cannot afford to be complacent. The global competition for talent is fierce and for Hong Kong

to compete, we need to ensure that the city is a comfortable place to live, work and play for locals and overseas talent. A key concern is we need to provide more affordable housing. Even though salaries in Hong Kong are globally competitive, the cost of renting or buying a home is still very high.

We also need to continue to expand the infrastructure, such as making sure there are enough international school places, as well as recreational facilities to allow people from all walks of society to relax outside work.

***B: This is the first LegCo term since the electoral changes introduced last year. What impact have the changes had?***

**JL:** Three years ago we saw chaotic scenes inside and outside LegCo, which caused tremendous damage to the ability of staff as well as lawmakers to carry out their work.

Now, with the National Security Law and the principle of 'patriots governing Hong Kong' in place, I think LegCo will run more smoothly. Previously, we wasted a lot of time because of filibustering, disruptions and theatrics in LegCo we could hardly get anything done.

Now we can make progress. Last month, for example, the Chief Executive discussed proposed changes to the Government structure, which I support. For example, the Transport and Housing Bureau is now too big for one person



## 在「一國兩制」下，北京政府全力支持香港企業進軍大灣區，而總商會亦一直積極協助會員把握區內商機。

to handle, and they are very different in nature. I support anything which makes the Government more efficient and removes bottlenecks.

We have a lot to do in the coming years: once we finally see off the Covid threat, we will need to ensure that businesses of all sizes are ready for the new norms of the post-pandemic era. We must also continue to improve Hong Kong's business environment and ensure that we stay competitive in a rapidly changing world. We must deepen our ties with the Mainland while also promoting Hong Kong around the world as a fantastic place to do business.

As the new LegCo term gets under way, I will continue to cooperate closely with fellow Chamber members and ensure that the concerns of the business community are heard by the Government. Together, I believe we can build a better Hong Kong for the business community, and for all citizens.

**問：恭喜您連任總商會立法會代表，成為本會歷來任期最長的立法會代表。您認為自己最大的成就是甚麼？**

答：首先，我很榮幸能夠再度當選連任，在立法會為總商會會員發聲，這全賴各位會員的支持。總商會代表金融、餐飲及貿易等廣泛行業的意見，因此我衷心感謝會員對本人投下信心的一票。

過去17年來，我曾多次有幸為商界伸出援手。我在沙士一疫後不久首次當選，隨即向當時由董建華領導的政府提出具體建議，支援總商會會員和香港商界。

其後，2008年爆發金融海嘯，對大小企業造成嚴重打擊。我就此提出多項建議，包括為中小企推出融資擔保計劃，協助企業取得銀行貸款。當時的政府調查顯示，若然缺乏支援措施，有兩成企業會面臨倒閉。我曾到禮賓府會見時任特首曾蔭權，促請政府即時採取行動。

我跟他說：「在病人一息尚存時提供氧氣，仍有機會挽回一命，但到氣絕身亡便已太遲。我們要為企業提供擔保，使銀行願意向企業貸款。」

這就是1,000億港元「中小企融資擔保計劃」的由來，計劃的壞賬率低於1%。政府透過這項措施，成功避免出現企業倒閉潮。

**問：香港曾經歷種種危機，但不少企業在疫情下再次瀕臨結業。在這個非常時期，您如何向商界施以援手？**

答：除了支援企業，我亦致力扶助香港社會。在疫情爆發初期，香港市面一罩難求，我從新聞得知市民需要苦候多時，才能以高價購得口罩。有見及此，我承諾在30天內為香港市民供應口罩，並與業務夥伴和朋友組成團隊，合力搜羅口罩生產設備和原材料——我本身是一名工業家，了解如何建立生產線。我們成功在30天後開始投產，並以每個低於兩元的價格出售。

眾所周知，疫情令許多企業陷入困境。我向政府提出了多項措施，包括「還息不還本」計劃，這項安排最終獲當局採納，更多次獲延期，有助企業解決因正常運作受阻而導致的現金周轉問題，大大紓緩資金壓力。

**問：在支援港企方面，您在未來數月的工作焦點是甚麼？**

答：我一直在爭取與內地通關。此乃當務之急，亦是讓香港營商環境重回正軌的關鍵一步。商家和企業為何來港？因為我們與內地互聯互通，而大灣區正是最佳的切入點。

儘管最近香港和廣東省分別出現零星本地感染個案，但我認為這不會影響通關進度。專家訪港時亦對我們的防疫抗疫措施表示滿意。通關為重要的共同目標，我們希望能儘快成事。此外，通關能令我們開始回復正常生活。

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**問：除了撤銷旅遊限制，企業還面對甚麼問題？有何對策？**

答：我認為減省不必要的行政程序能大大改善營商環境，因為這些程序既費時，又產生合規成本，對小企業尤其不利。此外，鑒於土地短缺及由此衍生的高昂成本對企業造成重大負擔，我已促請政府加快土地供應。

待疫情消退後，大灣區和「一帶一路」倡議下的項目將能重回正軌。但有中小企問我，他們可如何參與這些建設？在「一國兩制」下，北京政府全力支持香港企業進軍大灣區，而總商會亦一直積極協助會員把握區內商機。

「一帶一路」倡議為中小企帶來的機遇不甚明顯。然而，待相關的基建設施落成啟用後，小企業即可大展拳腳。越南正是一個好例子，近年投資當地的港企與日俱增。隨着倡議持續推進，我預期其他「一帶一路」參與國家亦會出現這個趨勢。

**問：作為國際樞紐，香港面對的競爭愈趨激烈。要維持世界級商業都會的地位，我們可以做些甚麼？**

答：香港以專業的商業和金融服務聞名，而「一國兩制」對維持本港作為全球領先金融樞紐之一的地位至關重要。香港是最重要的離岸人民幣業務中心，而近年先後成功推出的多個「聯通」項目，亦允許股票、債券和其他財富管理產品的跨境投資。

香港若要切實受惠於與內地的聯繫，就要持續改善資金、人員、物流和資訊的流通。舉例說，我會繼續促請當局放寬匯款限制。根據現時的每日上限，港人要在內地置業的話，只好分階段轉移資金。

除了金融服務，香港作為國際企業總部的選址，還坐擁眾多優勢，包括知識產權受到保障、透明的法律制度、利得稅稅率低和商業專才。我們亦不乏優秀的高科技人才，但我認為有必要制定更多政策，以吸引世界各地的技術專才來港，並推廣本地的創新產業。

**問：香港的人才外流問題一直令人關注。您對此有何看法？這個趨勢如何能夠逆轉？**

答：人才流入和流出香港的數字一直維持穩定，但當前的疫情正影響人才流入。在1997年之前，本港也曾出現類似的趨勢，但許多人離開不久便回流，而香港亦繼續吸引世界各地的頂尖人才。

不過，我們不能安於現狀。全球競爭奪人才，而香港要與其他地區競爭，就要為本地和海外人才創造舒適的生活、工作和遊樂環境。當中涉及一個重要問題，就是要提供更多經濟實惠的住房。即使香港的工資能夠媲美美國水平，但租住或置業成本仍然甚高。

我們亦要繼續擴展基建設施，確保提供足夠的國際學校學額及休閒設施，讓市民大眾在工餘時放鬆身心。

**問：這是去年完善選舉制度後的首屆立法會，有關改革有何意義？**

答：三年前，立法會內外一片混亂，嚴重妨礙職員和議員處理公務。

如今隨着港區國安法和「愛國者治港」原則得以落實，我認為立法會的運作將會更加順暢。過往，立法會亂象頻生，拉布、干擾等行為令我們虛耗了不少時間，無法開展任何工作。

現在，我們的工作能夠取得進展。例如，行政長官上月與我們商討重組政府架構方案，我對此表示支持。比如說，現時運輸及房屋局的架構過大，單憑一人之力實在難以應付，而兩個所涉範疇亦在性質上互不相干。任何有助提升政府效率和消除瓶頸的建議，我都會全力支持。

今後幾年要做的事很多：一旦新冠病毒威脅得以消除，我們就得確保大大小小企業都已準備就緒，迎向疫後的新常態。我們亦須繼續改善香港的商業環境，維持我們在瞬息萬變世界的競爭力。我們必須深化與內地的聯繫，同時向外推廣香港作為營商之都的形象。

隨着新一屆立法會任期展開，我將繼續與總商會會員保持緊密合作，致力向政府傳達商界的聲音。我深信只要我們同心協力，定可為商界和全港市民建設更美好的香港。

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# Outlook for the New Lunar Year

## 農曆新年展望

Inflation, debt and the winding down of extraordinary policy measures are among the factors that will influence global economies in the Year of the Tiger  
通脹、債務和救市措施陸續退場，是影響虎年環球經濟表現的因素

### Our best wishes to all members for a prosperous and productive Year of the Tiger!

After a strong global economic recovery last year, it is likely growth will continue although with some moderation in 2022. According to the Economic Outlook from the World Bank published in January, global GDP growth is expected to ease to 4.1% this year from 5.5% in 2021.

This column will look at a few of the key issues that are likely to influence the outlook for global markets in the Tiger year ahead.

### Covid pandemic

As the world enters into the third year of the pandemic there is gradual – albeit grudging – acceptance of the “new normal” that takes into consideration the presence of Covid. (At the time of writing, the highly transmissible Omicron variant had begun to spread in Hong Kong, forcing the government to tighten social distancing rules for the first time in almost a year.)

Before the emergence of the latest variant, the Chamber had forecast Hong Kong's economy to grow by 2.8% in 2022. It is premature to predict whether Omicron will significantly hurt the city's economic outlook, but it is certainly a major cause of concern.

On a positive note, initial findings suggest that the effects of Omicron are less virulent than previous variants. Meanwhile, businesses are using technology adoption and operational adaptation to adjust to an environment characterised by the fits and starts of lockdowns.

However, not all business models lend themselves to remote operations. This is the case in service sectors such as food and beverage, which are likely to be especially affected if stringent social-distancing rules should continue into Chinese New Year, when consumption is at its highest.

Needless to say, SMEs are especially vulnerable to another wave of the pandemic, mainly because of the lack of access to financing and the fact that many have already depleted a significant portion of their reserves in order to survive.





## Inflation

A running joke in the economics profession goes like this: If you put 10 economists in a room, you'll get 11 opinions. Even though Federal Reserve Chair Jerome Powell has already ditched the term "transitory" for describing the higher price levels observed in the United States during the past year, the debate on whether the current inflation is transitory continues.

This is an important issue because the viability of the massive borrowing and spending programmes by governments around the world is dependent almost

entirely on the thesis of a drawn-out period of low interest rates and low inflation.

While inflationary pressure may have already peaked, or may ease soon, it is likely to stay above pre-pandemic levels for a while longer. As the bite of lingering inflation begins to sink in, companies that had initially absorbed additional costs – from energy, transportation and raw materials – out of fear of losing price-sensitive consumers, will eventually pass on these price rises if there is no abatement soon.

Another reason for a likely prolonged period of inflation is the phenomenon of supply chain disruption. More importantly, the coronavirus will continue to manifest itself in new strains through further mutations unless existing inequities in access to vaccines are addressed quickly and effectively. The pursuit of a zero-Covid strategy in Mainland China and Hong Kong means factories and ports could be closed for weeks, should there be any new outbreaks.

## Policy normalisation

Since the onset of the pandemic, major economies have flooded their markets with unprecedented amounts of money through a combination of easy fiscal and monetary policies. While these extraordinary measures were deemed necessary to counter the effects of Covid, they have contributed to high inflation in major economies and had the effect of pushing up prices across virtually all asset classes, further widening the gulf between the haves and the have-nots.

Furthermore, massive liquidity injections into the financial market are no longer a priority after two years of the pandemic, as cheap money can hardly be the right medicine for more pressing economic issues such as supply chain disruption and inflation.

In the U.S., the Fed's bond-buying programme, known as "quantitative easing" or QE, is being wound down and will come to a halt by the end of the first quarter of 2022. At the same time, three interest rate hikes in 2022 are expected according to the so-called "dot plot" graphic of rate projections published in December.

There are always questions on whether the Fed will follow through on its plans, but a return to a neutral monetary policy appears inevitable and is unlikely to be derailed by the emergence of Omicron and other new strains of Covid-19.



It is perhaps noteworthy that a number of central banks have already embarked on the tightening cycle by raising interest rates. This comes at a time when fiscal policies in many economies have become less expansive compared to a year earlier, notwithstanding recent developments with Omicron, which has cast a pall over economic prospects.

## Global debt

If global debt levels were already a cause of consternation before the pandemic, the latest figures will likely be a source of anguish and despair for those who care about these matters.

According to data from the International Monetary Fund, global debt rose by 28 percentage points in 2020 to 256% of GDP, representing the largest increase in one single year since World War II. A more hawkish stance by the Federal Reserve would therefore be bad news for governments, corporations and households that have accumulated a large amount of dollar-denominated debt since the pandemic.

The good news – depending on your perspective – is that borrowing by governments accounted for slightly more than half of the increase, suggesting that central banks around the world may be precluded from tightening too fast, too aggressively.

Keeping inflation stable remains a key mandate for central banks but the pandemic has blurred the lines between monetary and fiscal policy considerably, with such economic costs being transferred from governments' balance sheets to that of central banks.



## 謹祝各位會員虎年生意興隆、事事順遂！

全球經濟經過去年強勁復蘇後，2022 年有望繼續錄得增長，儘管步伐似乎將會有所放緩。世界銀行在 1 月發表經濟展望報告，預測全球經濟增長將由 2021 年的 5.5% 下降至今年的 4.1%。

本文將探討在虎年有機會影響環球市場前景的一些主要因素。

## 新冠病毒疫情

疫情爆發至今踏入第三年，部份國家逐漸無奈接受與病毒共存的「新常態」。（執筆之時，傳播能力極強的 Omicron 變種病毒開始在本港蔓延，迫使政府近一年來首次收緊社交距離措施。）

在最新的變種病毒出現之前，總商會預計 2022 年本港經濟增長為 2.8%。現時要預測 Omicron 會否對本港經濟前景構成重大影響言之尚早，但可以肯定的是其發展將不容忽視。

從正面看，一些初步研究顯示 Omicron 的殺傷力不及先前的其他變種。另外，企業利用數碼科技及調整營運模式，有助他們應對因為封鎖措施時寬時緊而導致反覆無常的經營環境。

然而，並非所有商業活動都適合遙距運作。以服務業當中的餐飲業為例，若然嚴格的

社交距離規定延長實施至農曆新年的消費高峰期，所受的影響將會巨大。

毫無疑問，中小企在新一波疫情下首當其衝，除了是因為他們一般較難取得融資外，當中不少為求在疫下維持經營已耗用大量儲備。

## 通脹

關於經濟學有一則笑話：若 10 位經濟學家聚首，會出現 11 種不同意見。儘管聯儲局主席鮑威爾不再以「過渡性」一詞解說過去一年美國物價上漲的現象，當前的通脹屬性仍備受爭議。

這事關重大，因為各國政府之所以能大規模借貸和推出巨額財政措施，很大程度基於低利率及低通脹環境將會持續一段長時間的預期假設。

雖然通脹可能已見頂或在短期內降溫，但在未來一段時間似乎仍會高於疫情前的水平。為免流失對價格敏感的消費者，企業最初會願意承擔能源、運輸和原材料的額外成本，但隨著持續通脹的影響浮現，而情況在短期內未見改善，價格升幅最終將轉嫁消費者。

供應鏈受干擾是通脹持續的另一原因。更重要的是，除非疫苗分配不均等問題得以迅速有效地解決，否則病毒將不斷變異並產生新的變種；而若然不幸爆發新一波疫情，在內

地和香港的「清零」政策下，廠房和港口或被迫關閉長達數星期。

### 政策正常化

自疫情爆發以來，主要經濟體相繼採取寬鬆的財政和貨幣政策，導致大量資金湧入市場。儘管這些非常措施被視為應對疫情影響的必要手段，卻同時推高主要經濟體的通脹及幾乎所有資產類別的價格，進一步擴大貧富差距。

此外，疫情持續至今兩年後，低息資金並非解決供應鏈受阻和通脹等較迫切經濟問題的良方，因此向金融市場大舉注資已不再是當務之急。

美國聯儲局正縮減量化寬鬆政策下的買債規模，預計將於 2022 年第一季末之前結束相

關計劃。與此同時，去年 12 月發布的利率走勢「點陣圖」推算 2022 年將加息三次。

市場對聯儲局最終會否按照原定計劃的步伐調整息口向來存疑，不過在未來回歸中性貨幣政策似乎勢在必行，Omicron 或其他變種病毒的出現相信亦難以改變大方向。

值得一提的是，近期 Omicron 變種病毒肆虐雖令經濟前景蒙上陰霾，惟部分央行已陸續收緊貨幣政策，向上調整息率；同時多個經濟體的擴張性財政政策亦已較一年前有所收緊。

### 全球債務

如果疫情前的全球債務水平已足以讓人驚訝，那麼最新數字不免會令關注情況的大家感到難以置信。

國際貨幣基金組織的數據顯示，全球債務水平在 2020 年上升 28 個百分點，達到相當於全球經濟總量的 256%，為二次大戰後的最大單年升幅。因此，對那些自疫情以來累積了大量美元計價債務的政府、企業和家庭來說，聯儲局轉鷹無疑是個壞消息。

好消息（視乎觀點與角度）是政府借貸佔債務增幅略多於一半，意味各國央行將盡可能避免急進地收緊銀根。

維持通脹穩定仍然是央行的重点工作，但應對疫情所付出的經濟代價亦由政府轉移至央行的資產負債表，令貨幣和財務政策之間的界線變得模糊。



賽馬會躍動啟航計劃  
JOCKEY CLUB GOLDEN AGE JOURNEY PROJECT

樂職一族 360  
HAPPY MAKER 360

Funded by The Hong Kong Jockey Club Charities Trust, HRCA has launched in 2019, the three-year Jockey Club Golden Age Journey Project - Happy Maker 360, which provides young-old re-employment support and career advisory service.

## HAPPY-RETIRED CHARITY ACTION LIMITED (HRCA)

- An approved charitable organization set up in 2015
- One of our mission is to match employers and the golden-aged 45+ population and encourage young-old employment
- We strongly believe that the wealth of experience and expertise accumulated by the golden-agers will benefit employers in many ways



JOB MATCHING &  
TALENT SEARCH SERVICES

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- ✓ experience the benefits of our dedicated one-stop solution

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  - Recruitment consultation

#### TARGET CANDIDATES



### CONTACT US

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🌐 [www.happy-retired.org](http://www.happy-retired.org)  
☎ 2833 6755 / 6686 5812

Funded by:  
 The Hong Kong Jockey Club Charities Trust

Organized by:  
 HRCA  
Happy Retired Charity Action Limited



# Cooperating with the Competition Commission 與競爭事務委員會合作

If a business has broken competition rules there are several paths available to avoid expensive Tribunal proceedings

企業倘違反競爭規例，可循不同途徑避免於審裁處進行所費不菲的訴訟程序

**For a business that has contravened the Competition Ordinance (whether inadvertently or intentionally), litigation against it by the Competition Commission in the Competition Tribunal is invariably a long, protracted and expensive process.**

However, there are a number of ways to avoid such proceedings, which this article summarises.

On 25 November last year, the Commission announced that it had reached a deal with three businesses – which it found to have engaged in a cartel – not to take full proceedings against them or their officers in the Tribunal, provided that they:

- admitted the contravention;
- agreed to pay penalties (of an amount lower than what the Commission would normally have sought);
- paid the Commission's costs to date; and
- enhanced their competition law compliance programmes.

The agreement would be put to the Tribunal for its endorsement by way of a "consent order."

This was the first case to be resolved under the Commission's Cooperation and Settlement Policy, which was introduced in 2019 for cartels –

which are agreements between competing businesses whereby they fix prices, share markets, rig bids or limit output.

If you find that your business is involved in a cartel, you may also be able to avoid not only proceedings in the Tribunal, but also any financial penalties, if you are the first member of the cartel to report it to the Commission. This is the Commission's so-called Leniency Policy.

Although cartels are generally considered to be the most egregious type of anti-competitive conduct, there are degrees of



culpability even within this category which the Commission is prepared to recognise. For parties who are considered less blameworthy, the Commission might be prepared to issue an “infringement notice” under the Ordinance, instead of taking proceedings in the Tribunal.

This has happened so far in two cases. In 2020, the Commission issued an infringement notice against an IT services company for discussing pricing intentions with a competitor about a proposed contract bid. And in February last year, the Commission issued infringement notices against six

hotel groups and a tour counter operator for facilitating a price-fixing agreement between two competing travel service providers.

In both cases the businesses concerned were required to admit the contravention, and put in place more effective compliance programmes, in return for the Commission not taking action in the Tribunal.

What about non-cartel conduct that may contravene the Ordinance? In the case of agreements between competitors which fall into this category, the Commission may be prepared to accept commitments from the parties concerned to change their agreements to address the Commission’s concerns, without requiring them to admit any contravention.

This happened in two cases in 2020. In the first case, three online travel agents agreed to remove price parity clauses (otherwise known as “most-favoured nation” or MFN clauses) in their agreements with hotels, which obliged the hotels not to offer more favourable terms to other retail channels.

In the second, the Commission accepted commitments from the members of a group of Hong Kong container terminal operators to cap their prices and maintain service levels for certain services, in return for not taking further action regarding an alliance between them.

Another tool that the Commission has at its disposal to deal with non-cartel agreements is the Warning Notice. Under this process, the Commission will not take proceedings to the Tribunal unless it has first issued a Warning Notice. This gives the parties concerned the opportunity to rectify their agreement within a certain period.

So far, no Warning Notices have been issued, although this may be because the Commission (and the parties involved) prefer to deal with the concerns through commitments.

This leaves the Competition Ordinance’s prohibition against abuse of substantial market power – the so-called Second Conduct Rule (SCR). In December 2020, the Commission announced that it had brought its first, and so far only, action under SCR before the Competition Tribunal, against a supplier of industrial gases. It remains to be seen whether, in any future SCR cases, the Commission may be prepared to accept commitments from the business concerned in lieu of Tribunal proceedings.

With this array of tools available to avoid proceedings in the Tribunal, it is vital that businesses obtain prompt legal advice, if and when they receive an unwelcome “knock on the door” or enquiry letter from the Commission.





**企業不論無意或有意違反《競爭條例》，亦有可能面臨競爭事務委員會（競委會）向競爭事務審裁處（審裁處）提起訴訟，過程既費時又耗財。**

不過，本文將概述如何透過不同的方式避免法律程序。

競委會在去年 11 月 25 日宣布與三家參與合謀行為的公司達成協議，只要涉案公司遵循下列要求，則競委會不會向審裁處提訴追究涉案公司或其僱員：

- 承認違反行為守則；
- 同意繳付罰款，金額低於競委會一般建議的水平；
- 支付競委會的調查費用；及
- 加強各自的競爭法合規計劃。

合作協議將提交審裁處以申請「同意令」。

此為首宗根據競委會《合作及和解政策》全面解決的案件。有關政策在 2019 年推出，適用於競爭對手之間從事合謀定價、瓜分市場、圍標或限制產量的合謀行為。

根據競委會的《寬待政策》，如企業率先向競委會舉報其有份參與的合謀行

為，除了可避免在審裁處進行的法律程序，還可獲豁免罰款。

合謀行為一般被視為最嚴重的反競爭行為，惟競委會將從中區分罪責程度，或會根據條例向罪責較輕的涉事方發出「違章通知書」，而非入稟審裁處。

至今共有兩宗個案以此方式處理。競委會在 2020 年向一家資訊科技服務公司發出違章通知書，因其被指與競爭對手商討合約投標的報價意向。去年 2 月，競委會向六個酒店集團及一家旅遊營辦商發出違章通知書，原因為促成兩家互為競爭對手的旅遊服務供應商之間的合謀定價安排。

在兩宗案件中，涉案的公司須承認違反條例，並採取更有效的合規措施，以替代競委會向審裁處提訴。

可能違反條例的非合謀行為應如何處理？倘競爭對手之間訂立不屬合謀的協議，競委會或會接納涉事各方為釋除競委會的疑慮而承諾修改協議內容，而無需承認任何違反行為。

這可見於 2020 年的兩宗個案。在首宗個案中，三家網上旅行社承諾從各自與酒店訂立的合約中刪除平價條款（又稱

「最惠國待遇」條款），而有關條款規定酒店不得向其他零售渠道提供更優惠的條件。

在第二宗個案中，競爭會接受香港貨櫃碼頭營運商聯盟成員作出的承諾，內容包括為若干服務的收費水平設定上限及維持服務水平，競委會不會就各成員之間組成聯盟採取進一步行動。

競委會處理非合謀協議的另一方式是發出告誡通知。根據有關程序，競委會入稟審裁處前須事先發出告誡通知，要求涉事各方在限期內修訂協議。

競委會至今未曾發出任何告誡通知，可能是由於競委會（及涉事各方）傾向透過作出承諾來釋除疑慮。

《競爭條例》下的「第二行為守則」禁止濫用相當程度的市場權勢。2020 年 12 月，競委會宣布向一家工業氣體供應商展開法律程序，首次（也是迄今唯一一次）就違反第二行為守則的案件入稟審裁處。至於競委會未來會否就第二行為守則案件接受涉案公司的承諾，以替代審裁處的法律程序，則仍有待觀察。

倘競委會發出查詢信件或登門調查，企業應儘快諮詢法律意見，善用可避免面臨審裁處法律程序的各種途徑。





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# Keeping Hong Kong's Competitive Edge

## 維持香港競爭優勢

We have submitted our Budget proposals on measures to help businesses through the current Covid uncertainty while also preparing the city for a changing global tax environment. Below is an abridged version of our submission; you can read the full text on the Chamber's website

我們已向政府提呈財政預算建議，當中提出一系列措施，協助企業應對疫情下的不明朗前景，並為國際稅務環境轉變做好準備。以下為建議書的節錄內容，全文可瀏覽總商會網站

**Like the rest of the world, Hong Kong continues to deal with the impact of the Covid-19 pandemic. At the same time, a global minimum tax initiative put forward by the OECD may impact the city's competitiveness as an international business hub. Our recommendations to the Financial Secretary therefore focus on these areas, as well as other key issues that affect Hong Kong's attractiveness as a place to work, live and do business.**

### Pandemic Relief

**Enhance government support programmes:** The emergence of Omicron has underscored the vulnerability of certain pockets of the economy, such as the travel, tourism and retail sectors. We suggest targeted support be provided to businesses affected by the recent tightening of social-distancing measures. Consideration should also be given to extending such support to businesses that are indirectly affected, such as suppliers and musicians.

### Short term measures

**Loss carry-back (LCB):** We reiterate the call we made last year for the introduction of LCB to help businesses, especially SMEs, to recover on a solid footing from the losses incurred due to Covid-19.

**One-time 100% tax reduction for profits tax, salaries tax and tax under personal assessment for the year of assessment 2021/22.** We suggest that a similar reduction be given in all cases, subject to a ceiling of HK\$20,000.

**Consumption voucher:** The initiative, which began in August, has contributed immensely to supporting the domestic economy. Another round of vouchers would help local businesses, especially the retail and hospitality sectors, which have been hardest hit by the pandemic.

**Gradual tapering of relief programmes:** We welcome the government's decision in October to extend support schemes relating to export credit and the conference and exhibition sector. We suggest

that other short-term government support schemes be reviewed periodically and, where appropriate, rolled back incrementally.

### Prepare for BEPS 2.0

The adoption of a comprehensive agreement on 8 October 2021 on an Inclusive Framework on BEPS 2.0 represents a material and historic change to the taxation landscape. The following are the Chamber's recommendations on this issue.

### Reinvesting additional revenues

Consideration should be given by the government to a planned and systemic approach to reallocating the additional revenues raised as a result of the implementation of BEPS 2.0.

**Recommendations:** Consistent with the shift towards a global minimum tax rate of 15% as provided under Pillar 2 of BEPS 2.0, we suggest that a similar adjustment be made locally.



To provide a balanced approach to the taxation of this group of taxpayers, consideration should be given to providing group relief on tax losses incurred as and when Pillar 2 is implemented.

Efforts should also be made to identify and address policy inefficiencies and bottlenecks to ensure Hong Kong lives up to its reputation as a business-friendly city through the adoption of Regulatory Impact Assessments.

### Promoting Hong Kong

Competition across jurisdictions in a post-BEPS 2.0 landscape will be fought on non-taxation merits. Resources should be allocated to communicating Hong Kong's advantages as an international finance and trade centre. Singapore has been proactively engaging stakeholders across the business spectrum through its Economic Development Board (EDB) to engage with and maintain interest from international businesses.

**Recommendations:** The government should look into setting up a dedicated office as a matter of urgency to ensure Hong Kong does not run the risk of a permanent loss of business. We would therefore suggest that the equivalent of Singapore's EDB be established to assume responsibility for such tasks.

### Judicious implementation

The Pillar 2 rules are anticipated to be brought into law in 2022 and take effect in 2023. In addition, the Undertaxed Payments Rule (UTPR) is expected to be implemented in 2024. In Hong Kong, for the authorities to collect tax from subsidiaries of MNEs under Pillar 2, a Domestic Minimum Tax (DMT) would be required. The Government had asserted that DMT regulations would mirror that for group tax, namely, these would all be set at 15% to align with OECD requirements.

**Recommendations:** We suggest that the DMT should not be rolled

out before the introduction of UTPR in 2024. This would allow Hong Kong to observe the approach in other jurisdictions and learn from their experiences.

### Exiting the EU's Grey List

In October 2021, the European Union added Hong Kong to its Grey List, due to concerns over the non-taxation of certain offshore passive income. The government intends to amend Hong Kong's tax legislation by the end of 2022, to enable the city to be removed from the Grey List.

Within the local business community, there are concerns about the government's approach to dealing with Hong Kong's longstanding source principle. More clarity is required on the status of the offshore regime, and on dividends as well as royalty and interest incomes.

As it appears the crux of the issue concerns double non-taxation, if a business was able to demonstrate that it had paid withholding tax



overseas, this should be adequate in meeting the condition that tax payment has been made.

**Recommendations:** Clarity on whether dividends fall under the meaning of passive income is important because this income type is more prevalent compared to royalties and interests. Dividends are usually subject to tax at source and, as such, should not be taxed again.

### Enlarge Hong Kong's Tax Treaty Network

The number of double taxation treaties (DTAs) Hong Kong has entered into has remained mostly unchanged over the last 12-month period. Increasing Hong Kong's DTAs is important if we wish to attract more businesses to set up regional headquarters here.

**Recommendations:** The government should set specific targets on the number of DTAs to be achieved over a predetermined period – we suggest a number between 20 and 30 within a five-year period.

### Promote Maritime Businesses

In her Policy Address, the Chief Executive suggested that the government would introduce tax concessions to attract more shipping businesses. Our proposals to achieve this are:

- Expand Hong Kong's treaty network
- Extend profits tax concessions to shipping-related services

- Provide fiscal measures to encourage "green shipping"
- Introduce fiscal incentives for maritime businesses operating in Hong Kong and the Greater Bay Area

### Support the Retail and Tourism Sectors

Although conditions in the retail and tourism sectors have improved in recent months, the outlook continues to be fraught with uncertainty as a result of the continuing restrictions on cross-border travel. Our recommendations are:

#### Economic and policy support

- Launch a scheme similar to the SingapoRediscover Voucher Scheme to stimulate spending on local tourism in Hong Kong
- Allow foreign labour to be imported to take up specialist or lower end positions
- Lower the threshold for the Convention and Exhibition Industry Scheme, which is currently only applicable to large-scale events

#### Business Digitization

- Encourage e-payment providers to reduce fees payable by merchants
- Support digitization in the retail and tourism industries
- Simplify the application process for government funding for the adoption of technological upgrades

#### Eco-tourism

- Promote the development of eco-tourism by promoting lesser-known places in Hong Kong

### Synergies with the Greater Bay Area (GBA)

- Explore prospects for multi-city GBA tours that include Hong Kong, including cruise ship itineraries

### Sustain the Logistics Sector

As a pillar industry and key contributor to GDP and employment in Hong Kong, the logistics sector plays a critical role in our economic well-being. Our recommendations to maintain the sector include:

**Labour** – Policy support is needed to help the sector recruit labour and enable the importation of foreign workers.





**Land** – There is currently an acute shortage of warehouse space for the logistics sector. It is therefore recommended that adequate supply of land be designated for commercial storage purposes.

**GBA** – To facilitate the movement of goods within the region, we suggest implementing policies that support cargo movement via the Hong Kong-Macao-Zhuhai bridge.

**Green Logistics** – In addition to the “greening” of private vehicles, efforts should also be made to do the same for commercial vehicles such as trucks and vans. We suggest providing incentives for industrial and warehouse owners to install a charging network and other electrification provisions.

### Compete for Global Talent

As with other economies, Hong Kong is facing an ageing labour force and worker shortages.

**Recommendations:** We suggest introducing a programme similar to the United States’ H-1B, a non-immigrant visa that allows foreign workers to live and work in the country for up to six years, after which they can apply for a green card.

We also suggest reviewing the salaries tax to identify ways to enhance Hong Kong’s attractiveness as a place to work. In contrast to the limitations imposed by BEPS 2.0 on corporate taxation, this is a policy area where the government can still exercise full fiscal control.

In addition, more resources should be allocated to the Labour and Housing Departments to broadcast grassroots employment opportunities in local districts.

### Leverage on Public Private Partnerships (PPP)

As noted by the World Bank, delivering infrastructure projects is challenging for the public sector. The government should be open to involving the private sector in projects such as the Lantau Tomorrow Vision and the Northern Metropolis Development Strategy, to allocate risk and optimize project delivery in a cost-effective manner.

### Position Hong Kong as a centre for IP-backed financing

Intellectual Property (IP) such as patents, trademarks and copyright are assuming greater importance as companies increasingly recognize the importance of innovation. The emergence of IP-backed debt financing provides an attractive and low-cost alternative for IP-rich companies to monetise their intangible assets.

**Recommendations:** We suggest that the government review the current IP laws to create a legal environment that is conducive to the conduct of IP-backed debt financing.

It should also support start-ups and early-stage companies in commercialising their products or services, and nurture local talent through university programmes that include courses on IP-related issues.



香港與世界各地一樣，繼續全力應對疫情帶來的挑戰。與此同時，經合組織制訂的全球最低稅率方案可能會削弱香港作為國際商業樞紐的競爭力。有見及此，我們向財政司司長提呈的建議集中探討這些範疇，以及損害香港作為宜居宜業宜商之都吸引力的重要議題。

### 抗疫紓困措施

**加強政府支援措施：**Omicron變種病毒的出現，令旅遊觀光、零售等行業再度受挫。我們建議政府針對近日受收緊社交距離措施影響的企業提供紓困措施，並考慮擴大適用範圍，以涵蓋供應商、音樂人等間接受影響的行業。

### 短期措施

**虧損轉回：**我們重申去年提出的建議，引入虧損轉回安排，以協助在疫情下虧損累累的企業（尤其是中小企）重整旗鼓。

**一次性寬減2021/22課稅年度百分之百的利得稅、薪俸稅及個人入息課稅：**我們建議向所有個案作出寬減，以20,000港元為上限。

**消費券計劃：**自8月起推行的計劃大大提振本地經濟，若推出新一輪消費券計劃，本地企業（尤其是疫情下首當其衝的零售和酒店業）將能從中受惠。

**逐步撤回紓困措施：**我們歡迎政府在10月宣布延長有關出口信用和會議展覽業的支援計劃，並建議當局定期檢討其他短期援助計劃，可在適當時候逐步撤回。

### 為打擊侵蝕稅基及轉移利潤（BEPS）2.0方案做好準備

就BEPS 2.0方案包容性框架制定的全面協議於2021年10月8日簽署落實，為稅務環境帶來重大的歷史性變革。以下為總商會就此提出的建議。

### 再投資額外收入

政府應考慮有計劃、有系統地重新分配因實施BEPS 2.0方案而獲得的額外收入。

**建議：**BEPS 2.0方案第二支柱將全球最低稅率定為15%，我們建議香港作出相應調整。當局應對此類納稅人採取平衡的稅務安排，考慮就第二支柱實施後產生的稅項虧損，向集團提供寬免。

此外，規管影響評估有助識別和處理政策失效或瓶頸問題，以維護香港作為營商之都的美譽。

### 推廣香港

BEPS 2.0方案實施後，地區之間的競爭將轉向稅務以外的優勢。因此，政府應調配資源推廣香港作為國際金融和貿易中心的優勢。新加坡透過經濟發展局積極與商界聯繫，與國際企業接觸，以提升他們的投資興趣。

**建議：**政府的當務之急是設立專責辦事處，以免香港面臨企業永久撤出的風險。因此，我們建議成立類似新加坡經濟發展局的機構，專責處理此等工作。

### 審慎執行

預期第二支柱規則將於2022年立法，並於2023年生效，而「徵稅不足支出原則」預期將於2024年實施。香港當局根據第二支柱向跨國集團子公司徵稅時，須符合本地最低稅率要求。政府聲言本地最低稅率規定將與集團稅一致，即一律定為15%，以符合經合組織的要求。

**建議：**我們倡待「徵稅不足支出原則」於2024年生效後才推行本地最低稅率，好讓香港參考其他地區的做法，從經驗中學習。

### 剔出歐盟的稅務灰名單

歐洲聯盟關注香港不就若干離岸被動收入徵稅的情況，遂於2021年10月將香港列入稅務灰名單。就此，政府計劃於今年底前修訂香港的稅務法例，爭取歐盟將香港從稅務灰名單中剔除。

本地商界關注政府會否改變香港沿用多年的地域來源徵稅原則。當局須進一步



釐清離岸稅制、股息、特許權使用費和利息收入的徵稅準則。

問題癥結在於雙重不徵稅的情況，倘企業能證明其已於海外繳付預扣稅，應足以符合已繳稅的條件。

**建議：**股息較特許權使用費和利息更為普遍，因此釐清此類收入來源是否屬於被動收入至關重要。香港一般按地域來源原則對股息徵稅，故不應重複徵稅。

### 擴大香港的稅務協定網絡

過去12個月，香港已簽訂的雙重課稅協定數量大致維持不變。要吸引更多企業來港設立地區總部，拓展本港的雙重課稅協定網絡十分重要。

**建議：**政府應就擬簽訂的避免雙重課稅協定數目訂立具體目標和時間表。我們建議當局可於五年內簽訂20至30項協定。

### 推動海運業務

行政長官在《施政報告》提出政府將推行稅務優惠，以吸引更多航運企業進駐。為實現這一目標，本會建議：



- 拓展香港的協定網絡
- 擴大利得稅優惠至涵蓋航運相關服務
- 提供財政措施，鼓勵「綠色航運」
- 向香港和大灣區的航運公司提供財務誘因

### 支援零售及旅遊業

本港零售和旅遊業近月漸見起色，惟跨境旅遊限制持續，前景仍未明朗。我們建議：

#### 經濟和政策支援

- 推出類似「重新探索新加坡消費券」的計劃，刺激香港的本地旅遊消費
- 允許輸入外地勞工，以填補專業或較低技術職位的空缺
- 降低「會議展覽業資助計劃」的申請門檻。該計劃現時只適用於大型活動

#### 企業數碼轉型

- 鼓勵電子支付服務供應商下調商戶手續費
- 支援零售和旅遊業進行數碼轉型

- 簡化政府技術升級資助計劃的申請程序

#### 生態旅遊

- 推廣香港較鮮為人知的景點，從而推動生態旅遊發展

#### 促進大灣區協同發展

- 探索開辦包括香港在內的大灣區「一程多站」郵輪等旅遊行程的可能性

### 物流業持續發展

作為香港的支柱產業，物流業既為本地經濟提供動力，亦為就業市場創造大量機遇，對本港經濟發展舉足輕重。為促進行業持續發展，我們建議：

**勞工**—政府須從政策上協助業界招聘人手，並允許輸入外勞以填補職位空缺。

**土地**—現時物流倉儲空間嚴重不足，因此我們建議政府預留充足的土地作商業倉儲用途。

**大灣區**—為促進區內貨物流通，我們建議落實促進貨物經港珠澳大橋進出的政策。

**綠色物流**—除了推廣環保私家車，政府也應鼓勵貨車和輕型貨車等商用車輛加入「綠色運輸」行列。我們建議為業界和倉庫營運商提供誘因，以鼓勵他們裝設充電網絡和其他電氣化設施。

### 競逐全球人才

跟其他經濟體一樣，香港受到勞動人口老化及勞工短缺問題困擾。

**建議：**我們提倡引入類似美國的H-1B非移民簽證計劃，容許外國員工在當地生活和工作，並可在六年簽證期滿後申請綠卡。

我們亦建議檢討薪俸稅，以設法提升香港作為就業地點的吸引力。與BEPS 2.0對企業稅施加限制相比，政府仍可透過這一政策範疇進行全面的財務控制。

此外，政府宜向勞工處和房屋署投放更多資源，在全港各區發布基層就業資訊。

### 善用公私營合作模式

世界銀行指出，公營部門發展和經營基建項目困難重重。政府建設「明日大嶼願景」、《北部都會區發展策略》等項目時，宜考慮邀請私營界別參與，以分散風險，並以符合成本效益的方式完善項目執行管理。

### 發展香港成為知識產權融資中心

隨着企業日益意識到創新的重要性，專利、商標和版權等知識產權愈來愈受到重視。知識產權債務融資的興起，讓擁有大量知識產權的公司能夠以低成本將無形資產變現。

**建議：**我們提倡政府檢討現行的知識產權法例，創造有利知識產權債務融資的法律環境。

此外，政府應支持初創和新進企業把產品或服務商業化，並通過開辦知識產權相關的大學課程，培育本地人才。



The background of the entire page is a high-angle, aerial photograph of a busy port. Numerous colorful shipping containers are stacked in neat rows, and several large blue gantry cranes are visible, some with yellow lifting mechanisms. The water of the harbor is visible at the bottom. Overlaid on this image are several white circular icons: an airplane, a cloud, a warehouse, a forklift, a truck, and a Wi-Fi signal, all representing different aspects of trade and logistics.

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駕駛你的私家車  
前往廣東

## Self-drive to Guangdong Province

Drive your private car across the border





# Welcome to the Water Tiger 喜迎水虎

What will the new lunar year bring for Hong Kong's economy and markets, and what can we learn from past Tiger years?

農曆新年將為本港經濟和市場帶來何種景象？昔日虎年對我們有何啟示？

**Chinese astrologers have been considering the prospects for investors in Hong Kong as the new year gets under way on 1 February. We asked our feng sui masters what they expect to see in the Year of the Tiger.**

## Economic Outlook

This is the first year in the cycle of Wood-Fire dominance, which means more turbulence ahead for investors. Stock markets are unlikely to climb much overall during the course of the year, and could take a dive in the early months before recovering later. However, this might provide the opportunity to buy stocks at a good price, whether you are aiming to hold for the long term or sell once they have recovered some ground. Whatever your strategies, the uncertainty ahead means that investors should keep a cool head and not be impetuous or expect huge gains.

Wood is by far the strongest of the five elements this

year, so astrologers expect that sectors related to wood products will perform the best, including textiles and herbal medicine as well as furniture and logging. Water element sectors like retail, transport and finance are also expected to do reasonably well. The weakest element in the year ahead is Metal, so perhaps stay away from investing in this area.

Real estate prices are not likely to plummet, but they won't soar either, so potential purchasers should take their time and not allow themselves to be rushed into making a decision. Property owners should also be aware that in this year, Triple Conflicts fall in the north, so it is better to avoid having construction or interior design work done on north-facing areas of the building.

## Tiger Years Gone By

The previous Year of the Tiger, in 2010, saw a new addition to Hong Kong's skyline with the completion of the

ICC – the city's tallest skyscraper and, at that time, the fourth-tallest building in the world. After the shock of the Global Financial Crash a few years earlier, Hong Kong's economy rebounded strongly in 2010 and enjoyed buoyant GDP growth of 6.5%.

The new airport at Chek Lap Kok opened in June 1998, and since then it has become one of the world's busiest airports for cargo and passengers. It has also regularly been ranked as one of the best airports in the world, and has played a key role in securing Hong Kong's reputation as an international hub and global city.

In April 1986, an accident at the Chernobyl Nuclear Power Plant (in present-day Ukraine, then in Soviet Russia), was the most serious nuclear disaster in history, and contaminated countries across Europe.

The Independent Commission Against Corruption was founded in 1974, and over

the next few years carried out a successful programme to get rid of corruption in the police force. This reform helped paved the way for Hong Kong to become known as an extremely transparent and safe city and place to do business.

September 1962 saw the arrival of Typhoon Wanda, one of the most powerful tropical storms ever to hit Hong Kong. At least 130 people were killed, with dozens more missing and 72,000 left homeless. Hundreds of boats were sunk or damaged,



新年伊始，中國占星學家預測香港的投資前景，風水大師亦為我們解構虎年運程。

### 經濟前景

今年開始進入木火之年，投資環境更反覆不定。股市年內難望大升，或於年初急挫後反彈，不失為趁低入市的好時機。面對不明朗局勢，無論長線或短線投資，都宜步步為營，切勿輕急冒進或指望賺取可觀回報。

今年五行以「木」獨旺，玄學家預料成衣、中藥、傢具和木材等屬木行業的表現最為亮眼。屬水行業如零售、運輸和金融，亦可望有不俗表現。屬金行業流年最弱，應避免投資相關領域。

房地產價格不會大起大跌，故準買家不宜倉促入市。此外，流年三煞位在正北，業主須格外留神，不宜於樓宇北方動土或在室內北位進行裝修工程。

### 昔日虎年

上一次虎年為2010年，全港最高的摩天大廈——環球貿易廣場竣工，成為香港天際線的新地標，當年更是全球第四高大樓。在2007年爆發全球金融危機後，香港經濟在2010年強勁反彈，GDP增長達6.5%。

赤鱗角新機場在1998年6月啟用，自此成為全球最繁忙的貨運和客運機場之一，亦屢次躋身全球最佳機場之列，對維持香港作為國際樞紐和世界都會的地位至關重要。

1986年4月，前蘇聯（今為烏克蘭）切爾諾貝爾核電廠發生史上最嚴重的核事故，污染波及歐洲各地。

廉政公署於1974年成立，及後幾年成功打擊警隊貪污。這項改革有助推動香港成為高度透明、安全穩定的營商之都。

1962年9月，颱風溫黛襲港，是香港歷來最具破壞力的熱帶氣旋之一，造成最少130人身亡和數十人失蹤，72,000人無家可歸，另有數百艘船舶沉沒或損毀，新界農田的稻米和其他作物亦被海水淹沒。

韓戰於1950年爆發，北韓軍隊入侵南韓，促使美國派兵支援。此前12年，各國衝突持續升溫，成為全球關注焦點，第二次世界大戰一觸即發。1938年，中日戰爭愈演愈烈，另一邊廂，德國入侵奧地利，同時加劇對猶太人的迫害。

### 肖虎運程

肖虎今年犯太歲，不利人緣感情，身體亦易有損傷或出現小毛病，以年青者尤甚。已屆退休年齡的人士應多加注重健康。中年人士則易生鬱結焦躁情緒。從正面看，犯太歲或意味生活出現重大轉變，例如轉工、搬遷、嫁娶或添丁。

while the influx of sea water destroyed rice and other crops in the New Territories.

The Korean War began in 1950 when North Korean forces entered South Korea and the United States sent their military to help the defence. Twelve years earlier, war was a concern globally as the conflicts that would develop into World War Two were simmering. In 1938, the Sino-Japanese War was intensifying while at the same time, Germany invaded Austria and increased its attacks on Jewish people.

### Personal Tiger Forecast

Tigers are offending the presiding god this year, which can mean relationship upheaval or minor injuries and illnesses, especially for younger Tigers. Those who have reached retirement age should take particular care of their health this year. Meanwhile, middle-aged people born in the Year of the Tiger are more likely to feel generally gloomy and restless. But on a more positive note, offending the presiding god can also simply mean changes to your life, which could be a new job, a new home, a marriage or growing family.





Tiger

## Personal Forecasts for the Year of the Tiger

### 虎年生肖運程

(1926, 1938, 1950, 1962, 1974, 1986, 1998, 2010, 2022)

**Very warm, loving. Independent-minded. Pays scant regard to others when pursuing fun and freedom.**

熱情澎湃、細心周到。意志堅定、不惜一切追尋快樂自由。

Some Tigers could see wedding bells or new babies this year, having been blessed by the powerful relationship star last year. Generally speaking, it will be a year of upheaval and Tigers should be particularly careful to avoid accidents. They will have to find their own path without any help from lucky stars, so it might not be a good time to make any big career decisions. Despite this uncertainty, the year ahead is set to be a good one for wealth.

肖虎者去年獲桃花星「紅鸞」拱照，今年有望嫁娶或添丁。今年整體上變動較多，宜格外小心，慎防意外。由於屬虎缺乏吉星相助，需自謀出路，故應避免在事業上作出重大變動，惟流年財運亨通。



Horse

(1930, 1942, 1954, 1966, 1978, 1990, 2002, 2014)

**Confident and proud, but prone to erratic behaviour. Heart is in right place. Can be flighty and emotional.**

自信驕傲、難以捉摸。心性善良。反覆無常、情緒多變。

Single people born in the Year of the Horse will not have good love luck this year. On the other hand, relationships with senior people – at work, in your family and beyond – will thrive. So it's a great time to focus your energies on climbing the career ladder or forming new business partnerships and growing your social capital. The lucky star of Wealth, Jin Gui, will help you grow your savings this year too.

屬馬的單身人士今年感情方面比較穩定，在職場和家庭與長輩相處融洽，故不妨集中精力發展事業，或積極結交生意夥伴，累積社會資本。財帛吉星「金匱」亦有助生財。



Rabbit

(1927, 1939, 1951, 1963, 1975, 1987, 1999, 2011)

**Very sensitive soul. Discreet but quietly ambitious. Self-indulgent.**

敏感脆弱。謹慎低調而又雄心萬丈。任性放縱。

With Xian Chi, the star of temporary relationships, shining on Rabbits this year, it is a great time for networking and making new contacts, as people will invariably find you likeable and attractive. It is better not to plan too far ahead though, as longer term plans may fall through. There will be more benefits if you just go with the flow. There is also good wealth luck predicted, whether you're an entrepreneur or an employee.

肖兔今年「咸池」星動，人緣甚佳、易得好感，可把握良機擴展人脈網絡，惟規劃不宜過於長遠，因最後未必成事，順其自然更好。從商人士和上班一族同樣財運大旺。



Goat

(1931, 1943, 1955, 1967, 1979, 1991, 2003, 2015)

**Sensitive, creative and multi-talented. Eccentric. Has much fortitude. Loves to be loved, hates to be pushed.**

多愁善感、創意十足、多才多藝。特立獨行。堅毅不屈。享受被愛，討厭壓迫。

The influence of Xiao Hao, the star of minor financial loss, could be a worry. But people born in the Year of the Goat can neutralise this threat by spending money on something that they had been planning already – such as home renovations or a big family celebration. This year will be a time of hard work without any major financial payoff or career boost, but you will also enjoy good relationships with colleagues and contacts.

肖羊者受「小耗」影響，易有小破財，宜花費於早已計劃的事項上，如翻新家居或慶祝家庭喜事，以應破財之象。今年工作忙個不休，雖未能令收入或事業有所進帳，但能與同事和業務夥伴和睦共處。



## 龍 Dragon

(1928, 1940, 1952, 1964, 1976, 1988, 2000, 2012)

**Charismatic and colourful. Wants to be centre of attention. Very arrogant, lucky and successful.**

魅力非凡、豐盛多彩。渴望成為焦點。高傲、幸運、成功。

This is likely to be a busy year for Dragons with a heavier workload than usual, and you may find yourself simply treading water in career terms. But the hard work will pay off by helping extend your network and building your good reputation for the longer term. Health issues should not be a significant problem this year, but be careful that the extra workload doesn't lead to bad eating and sleeping habits.

屬龍流年較為奔波勞碌，工作比往常繁重，事業發展或會停滯不前，惟努力必有回報，長遠而言有助拓展人脈，建立名聲。今年健康問題不大，但辛勤工作之餘亦要保持良好的飲食和睡眠習慣。



## 蛇 Snake

(1929, 1941, 1953, 1965, 1977, 1989, 2001, 2013)

**High moral principles, mostly when applied to others. Sophisticated and charming. More than meets the eye.**

恪守道德、待人以嚴。老於世故、富有魅力。深沉內斂。

Snakes are in conflict with the presiding god this year. This will not directly cause major upsets but you should be prepared for minor inconveniences and problems to arise throughout the year, such as losing possessions. This year is probably not the best time to make decisions like changing jobs or starting a new business, as stability will protect you from any malign influences. Make sure you keep up good communication with family and colleagues to avoid any misunderstandings.

肖蛇者今年與太歲相刑，雖不會招致重大挫折，但難免遇到阻滯或不順，例如遺失財物。今年不是轉工或創業的好時機，宜安守本份，免招是非。務必與家人和同事保持良好溝通，免生誤會。



## 猴 Monkey

(1932, 1944, 1956, 1968, 1980, 1992, 2004, 2016)

**Wily and cunning. Ignores regimented rules. Free spirit. Loves movement and change. Can be rather selfish.**

足智多謀、抗拒規範、追求自由、好動求變。較為自我中心。

A year of flux could be ahead for Monkeys, who are under the influence of both the Tian Ma mobility star and are in conflict with the presiding god. So it's a good time to watch out for new job or business opportunities, or even changing career completely. Making such a move will not translate into wealth success immediately, but will lay the ground for the future. This year could also mean the beginning or end of a significant romantic relationship.

屬猴今年沖太歲，加上「天馬」星動，意味流年變動較多，故宜物色新工作和業務機遇，甚或考慮轉行。這些變化雖未能即時得財，卻可為未來奠定基礎。今年亦有可能開展或結束重要的感情關係。



## 雞 Rooster

(1933, 1945, 1957, 1969, 1981, 1993, 2005, 2017)

**Brave and enthusiastic. Notoriously picky. Highly intelligent. Rarely has wool pulled over its eyes.**

勇敢、熱情。吹毛求疵。聰穎精明、鮮少受騙。

Time for Roosters to take the foot off the pedal. This is a transitional time – they will not have to worry about conflict with other people, but also they won't have particular good luck in networking or impressing their superiors at work. Health and personal relationships will also remain uneventful. So it won't do any harm to relax and build on the friendships developed in the previous year, and use the opportunity to make some longer term plans.

肖雞是時候放慢腳步。今年為過渡期，不必擔心人事爭拗，但實際應酬或爭取上司賞識未必順利。健康和人緣亦會維持平穩，故宜放鬆心情，繼續發展去年建立的友誼，並把握機會訂立長遠計劃。





(1934, 1946, 1958, 1970, 1982, 1994, 2006, 2018)

**Honest, loyal, sincere. Believes in justice for all. Fights for principles. Sometimes bad tempered, self-righteous.**

忠誠正直、信守公義、堅守原則。偶爾易怒、自以為是。

This will be a better year than the last one for people born in the Year of the Dog, although the first few months will still have some negative influences lingering. So you should still be careful not to make the wrong impression, but your luck in relationships will improve as the year goes on. This will probably be a year of hard work for steady income, but if you have overseas business contacts or partners, they are the most likely source for business success.

肖狗去年的負面影響將延續至年初，其後漸入佳景，故宜小心避免給人留下壞印象，人緣在年內漸見暢旺。今年又為辛苦得財之年，海外生意夥伴將能提供正面助力。



(1947, 1959, 1971, 1983, 1995, 2007, 2019)

**Kind and thoughtful. Sincere and honourable. Self-sacrificing and altruistic. Occasional fits of wilfulness and rage.**

善解人意。誠懇正直。無私奉獻。偶爾倔強任性。

This will be a stable year for Pigs in terms of lifestyle, personal and business relations, and career. However, this reliable work ethic and steady pace will make a good impression on colleagues and contacts. This could pay off for employed people as they may get rewarded with a promotion. Younger people in particular should watch out for any internal opportunities and take action to put themselves forward, to make sure they don't miss out.

肖豬今年無論在生活、人際和業務關係及事業方面均維持穩定。可靠的職業操守和穩定的節奏能給同事或工作夥伴留下良好印象，故打工一族有望升遷。較年輕的屬豬者宜多加留意公司內部的機會，積極行動，以免錯失良機。



(1936, 1948, 1960, 1972, 1984, 1996, 2008, 2020)

**Essentially charming. Compassionate. Renowned for thrift and love of family. Rather superficial at times.**

富有魅力、同情慈悲。節儉愛家、有時流於膚淺。

There may be some degree of travel in store for those born in the Year of the Rat. This could simply mean travelling a lot within Hong Kong, or moving home or office. There may be a promotion ahead, but you will have to be proactive about seizing such opportunities and demonstrating your worth, as they won't fall in your lap. Business owners should be more cautious and weigh up the pros and cons of new ventures.

肖鼠今年較為奔波，雖未必能夠外遊，但亦可在本地四處走走，或意味家居或寫字樓喬遷。若然主動把握機會、證明自身價值，則有機會升職。從商人士應審慎權衡開展新業務的利弊。



(1925, 1937, 1949, 1961, 1973, 1985, 1997, 2009, 2021)

**Calm, patient, studied character. Takes things slow, steady pace. Is rather dictatorial but very industrious.**

冷靜自若、富有耐性、深思熟慮、循序漸進。較為專橫，惟勤奮可加。

After a tough time last year, this will be a much brighter year for those born in the Year of the Ox, as they will be blessed by the Hong Luan star of relationships. You can relax and enjoy the positive environment and happy workplace of the year ahead. Or you can seize the opportunities to build your network for career and business development in the future. You will also enjoy improved health, but watch out for the impact of stress on your lifestyle.

屬牛去年諸事不順，今年則有「紅鸞」桃花星入命，運氣不俗，故不妨放鬆心情，享受當下，投入和諧的工作氣氛，或積極擴闊人脈，以助未來事業和業務發展。健康方面亦有改善，惟應注意減壓，以免對生活造成影響。

# 你確實認識你在香港的生意夥伴嗎？



## 《實名企業認證》

有助境外企業快速及輕鬆地驗證香港夥伴公司，是否已經合法註冊及經營實質業務

### 我們核證

- 商業登記證
- 公司主要董事
- 營運地址
- 業務性質
- 營業額
- 就業規模
- 公司銀行賬戶
- 報稅表
- 商標
- 許可證
- 資格
- 其他公司資料

香港總商會始創於 1861 年，在香港簽發最多產地來源證，亦是唯一簽發暫准進口證的擔保機構。本會一直為香港公司提供商貿文件認證服務，經我們認證的文件，均獲世界各地的貿易商、投資者、海關、領事館和銀行的認可。

### 我們建立信任

**HKGCC**

Hong Kong General Chamber of Commerce  
香港總商會 1861

(852) 2395 5515

cert@chamber.org.hk

cert.chamber.org.hk





# Digital Opportunities

## 數碼機遇

INITSOC's expert staff and use of data help its clients get their marketing right in Hong Kong and across the Greater Bay Area  
INITSOC 的專家團隊運用數據，為客戶打造面向香港以至整個大灣區的最佳營銷策略

**INITSOC Ltd was established in 2014 with the aim of harnessing data to provide businesses with better information and ultimately to change the digital marketing landscape.**

"We believe that marketing cannot be precise and effective without the use of data intelligence and marketing insights," said Director Carlton Liem.

With a team of experts and years of experience in digital marketing in both Mainland China and Hong Kong, INITSOC has helped local and international companies enter the Mainland market.

Competition in the digital marketing sector can be fierce. With so many firms competing on the same playing field, it can be a challenge to stand out and set yourself apart from the competition. INITSOC, however, has set its sights beyond the Hong Kong market.

"As the Greater Bay Area is one of the key development schemes for the Government, the integration of Hong Kong and Macao together with other nearby cities creates

tremendous opportunities in digital marketing for different businesses," said Liem.

But while the GBA has provided new markets and new opportunities, there are also challenges, as cross-border digital marketing requires adapting to the knowledge and mindsets of the customers in a different region.

"It is necessary for Hong Kong's digital marketing sector to transform and adapt," Liem said.

Fortunately, as Liem explained, INITSOC has a head start in the GBA market, as its diverse team already has years of experience in both Hong Kong and Mainland China. This means

that its staff have had first-hand insights into the different business models and social media cultures in the two regions.

For example, this expertise came in handy during INITSOC's project with the Hong Kong-based firm Hang Lung Properties. Amid the Covid-19 travel restrictions,

INITSOC worked with the property firm to establish a cross-border e-shop in Mainland China.

The project used a combination of tech platforms such as WeChat as a payment gateway between the two regions, and livestreaming platforms with KOLs to advertise their beauty and lifestyle products. The initiative reached more than 3.5 million people, boosting online sales and meeting consumption demand in the Mainland.

Liem said that INITSOC's expansion ambitions are one of the reasons why it joined HKGCC, to meet representatives from the Chamber's diverse network of companies from various sectors. "We would like to explore and get more connected with the market, and pursue more business opportunities with the members."

Looking to the future, INITSOC aims to support local and international companies that plan to enter the GBA, through digital marketing and social media initiatives. It is currently focusing on strategies for when the pandemic eases and travel resumes.

"Now, we are working with our clients to prepare for post-Covid activities and leverage the expected surging demand once the border reopens," Liem said.





**引力數碼有限公司 (INITSOC) 於 2014 年成立，致力運用數據協助企業掌握具體資訊，從而革新數碼營銷環境。**

董事 Carlton Liem 表示：「我們相信，精準到位的營銷離不開數據智能的運用和專業的營銷研究分析。」

INITSOC 立足中國內地和香港多年，數碼營銷經驗豐富，加上專家團隊助陣，協助不少本地和國際企業進軍內地市場。

數碼營銷行業競爭熾熱，市場參與者眾，要在云云競爭對手突出絕不容易，惟 INITSOC 卻把目光放到香港以外的市場。

「鑒於大灣區是政府的重點發展計劃之一，香港和澳門與區內其他鄰近城市融合，能為不同企業開創龐大的數碼營銷商機。」Liem 說。

不過，跨境數碼營銷需因應不同地區客戶

的知識和觀念作出調整，因此大灣區除了帶來新市場、新機遇，也為企業帶來了新挑戰。

Liem 指出：「香港的數碼營銷業必須進行調整和革新。」

他解釋，可幸 INITSOC 的多元化團隊在中港兩地累積了多年的經驗，親身體驗了兩地不同的營運模式和社交媒體文化，協助公司在大湾区市場早著先機。

舉例說，在旅遊限制實施下，INITSOC 聯同香港地產發展商恒隆地產開設跨境網店，瞄準中國內地的消費市場，團隊的專業知識正好派上用場。

該跨境網店以微信等多個技術平台作為支付網關，又邀請關鍵意見領袖 (KOL) 透過直播平台推廣美容和生活產品，至今吸引超過 350 萬人關注，既增加網上銷售額，亦滿足了內地消費者的需求。

Liem 表示，INITSOC 為擴充業務而加入總商會，希望藉其廣大的商業網絡，接觸各行各業的代表。「我們期望探索市場，掌握行業動向，與會員一同發掘更多商機。」

展望未來，INITSOC 致力透過數碼營銷和社交媒體策略，協助本地和國際企業進軍大灣區。該公司目前專注於制定疫情緩和及重啟旅遊後的營銷策略。

「我們現正與客戶攜手籌劃疫後活動，冀把握通關後需求激增帶來的機遇。」

Liem 說。

Company : **InitSOC Ltd**

公司名稱：引力數碼有限公司

HKGCC Membership No. 總商會會員編號：HKI0373

Established 創辦年份：2014

Website 網站：www.initSOC.com



## New Members

## 新會員



### Adyen Hong Kong Ltd

Mr Kai TANG  
Head of Hong Kong  
[www.adyen.com](http://www.adyen.com)



### Commonwealth Chamber of Commerce Ltd

聯邦商會有限公司

Mr Andrew WELLS  
Secretary, General  
[www.commonwealthchamberhk.com](http://www.commonwealthchamberhk.com)



### Altive Ltd

Mr Hardy LIU 廖展鵬先生  
Managing Partner  
[www.altive.com/](http://www.altive.com/)



### Crédit Industriel et Commercial 法國工商銀行

Mr Clement BRUMEAUX  
Director  
[www.cic.com.sg](http://www.cic.com.sg)



### AOGB Professional Services Group Ltd 滙益國際專業服務集團有限公司

Mr Harry CS HO 何俊成先生  
Managing Director  
[www.aogb.com](http://www.aogb.com)



### Futu Securities International (Hong Kong) Ltd

富途證券國際(香港)有限公司  
Mr Dennis WU  
Senior Partner  
[www.futuie.com](http://www.futuie.com)



### Carousell Ltd

Ms Sze Nga NG 伍詩雅女士  
Marketing Manager  
[www.carousell.com.hk](http://www.carousell.com.hk)



### GBA Partners Ltd

Mr William Edward BARKSHIRE  
Managing Partner



### Claymont Brands HK Ltd

Mr Ivan J ECHEVERRIA  
Owner  
[www.claymontbrands.hk](http://www.claymontbrands.hk)



### Good and Goodies International Ltd

Mr Joon Hyuk LEE  
Director  
[www.goodandgoodies.com](http://www.goodandgoodies.com)



ENQUIRIES  
Ms Sharon Chung  
Tel: (852) 2823 1203  
Email: [membership@chamber.org.hk](mailto:membership@chamber.org.hk)



#### Gurkhas Group (G3S) Holdings Ltd

Mr Prakash PUN  
Chairman  
[www.gurkhasgroup.com](http://www.gurkhasgroup.com)



#### Natixis Investment Managers Hong Kong Ltd

法盛投資管理香港有限公司  
Mr Herman Ho Ming CHAN 陳鎬銘先生  
Head of Institutional Sales, Hong Kong & Macau  
[im.natixis.com.hk/](http://im.natixis.com.hk/)



#### Hong Kong Express Airways Ltd

香港快運航空有限公司  
Ms Mandy Kit Man NG 吳潔文女士  
CEO  
[www.hkexpress.com/en-hk/](http://www.hkexpress.com/en-hk/)



#### PizzaExpress (Hong Kong) Ltd

Mr Sampson CHEN  
Regional Director  
[www.pizzaexpress.com.hk](http://www.pizzaexpress.com.hk)



#### Howse Williams 何韋律師行

Mr Brian HO  
Partner  
[www.howsewilliams.com](http://www.howsewilliams.com)



#### Sino Vantage Asia Ltd 益華亞洲有限公司

Mr Herve LEROUX  
Director  
[www.sinovantagewines.com](http://www.sinovantagewines.com)



#### Leighton Contractors (Asia) Ltd 禮頓建築(亞洲)有限公司

Mr Colman Chiu Ching WONG 王朝正先生  
General Manager  
[www.leightonasia.com](http://www.leightonasia.com)



#### WeValue Advisory Ltd

Mr Kenny LUI  
Managing Director  
[www.wevalue.com.hk](http://www.wevalue.com.hk)



#### Minitab HK Ltd

Ms Abbie WONG  
Senior Area Marketing Manager  
[www.minitab.com](http://www.minitab.com)



#### Zwei Development Ltd 貳發展有限公司

Mr Joe TSUI 徐步雲先生  
Founder



# Innovation to Solve Industry Hurdles

## 創新方案克服行業挑戰

ParticleX helps start-ups that are developing solutions to address specific business challenges and prepare for ESG changes

ParticleX 協助初創企業開發方案應對營商挑戰，並為環境、社會及管治變化做好準備

**Many start-ups have great ideas, but transforming these into market-ready products takes financing, and a lot more besides. That is where ParticleX comes in: a tech-based start-up investor and innovation enabler.**

ParticleX focuses on start-ups that employ AI, blockchain, data analytics, robotics and IoT to address a particular industry problem, and also in finding solutions to ESG issues. Since late 2017, it has invested in 39 start-ups.

"Combining network, capital and research resources, we accelerate the pace of innovative technology and help early-stage startups to win cross-border opportunities," said the company's CXO Mingles Tsoi.

Start-ups often begin with an impressive product or service, and may even have a decent business plan, but ultimately fail because they underestimate the issue of cash flow. Tsoi explained that ParticleX focuses on start-ups that have sustainable business models and a unique value proposition as well as a realistic go-to-market plan.



"Our investment decisions are made with consideration of those who are able to prove a strong commitment and vision as technopreneurship, that are excelling in technological development and with a clear vision of their industry's future landscape," Tsoi said.

ParticleX's team have backgrounds in a broad range of disciplines including investment, business development, serial entrepreneur, as well as tech-savvy scientists and researchers. This enables the company to conduct a thorough and systemic screening process to identify the strengths and

weaknesses of start-ups they are interested in working with.

Tsoi believes that start-ups and big corporates can work together for mutual benefit. Start-ups can create solutions that drive efficiency at larger companies, and also find innovative ways to raise the quality of services at big businesses to improve customer engagement.

"With a multidisciplinary matching approach, we aim to bridge the gap between start-ups and corporates, as well as angel investors and government incubators," said Tsoi.

Joining the Chamber has given ParticleX more opportunities in this area, by expanding the company's network of contacts from a wide variety of backgrounds. And it also gives them a say in the evolution of the high-tech landscape in Hong Kong. "By becoming a member, we also hope to be in a better position to ensure policymakers take our interests into account," said Tsoi.

Besides investing in promising start-ups, the company also has a broader mission

不少初創企業都滿有創新點子，但將意念轉化為產品需要資金和多方面的支援，科技初創企業投資者及創新推手 ParticleX 正好提供助力。

ParticleX 專門投資應用人工智能、區塊鏈、數據分析、機械人和物聯網技術解決行業難題，以及為環境、社會及管治（ESG）議題尋找方案的初創企業。自 2017 年底成立至今，該公司已對 39 家初創企業作出投資。

公司首席探索官蔡明都表示：「我們結合網絡、資金和研究資源，加快創科發展步

公司能對初創企業進行全面及系統性的審查，了解潛在合作對象的優勢和弱點。

蔡明都認為初創企業能與大集團攜手合作、互惠互利。初創企業能為大型公司開發創新方案，提升大企業的營運效率和服務質素，從而改善客戶體驗。

他表示：「我們利用跨領域配對方式，旨在充當初創公司與企業集團、天使投資者和政府孵化器之間的橋樑。」

加入總商會讓 ParticleX 有更多機會與各行各業的會員建立聯繫，並就香港高科技產業的發展表達意見。「我們希望透過加

**“With a multidisciplinary matching approach, we aim to bridge the gap between start-ups and corporates, as well as angel investors and government incubators.”**

**「我們利用跨領域配對方式，旨在充當初創公司與企業集團、天使投資者和政府孵化器之間的橋樑。」**

**Mingles Tsoi, CXO, ParticleX**  
**ParticleX 首席探索官 蔡明都**



to encourage innovation. Since 2020, ParticleX PropTech Global Challenge aims to connect global start-ups with innovative solutions to the real-world challenges in the property sector, and integrating the ESG issues in the operation.

Looking ahead, Tsoi is pursuing some areas that might emerge from changing consumer behaviour brought about by the pandemic. Start-ups specialising in price comparison may come to the fore, he said, as consumers are becoming more price-sensitive due to the economic uncertainties while also doing more online shopping. Companies that focus on testing and food technology could also be a good choice as businesses and customers increasingly focus on hygiene and safety.

伐，並協助處於起步階段的初創企業把握跨境機遇。」

初創企業起步時每每有一些令人印象深刻的產品或服務，甚至有周全的業務計劃，惟因低估現金流問題而失敗告終。蔡明都解釋，ParticleX 專注於投資具可持續業務模式、獨特價值定位和務實市場營銷計劃的初創企業。

他說：「我們作出投資決定時，會考慮投資對象是否全情投入創業、具備科技企業家的遠見、在技術發展方面表現突出，以及清晰了解行業的未來路向。」

ParticleX 的團隊成員來自廣泛背景，包括投資和業務拓展專家、連續創業家，以及精通先進科技的科學家和研究人員，讓

入總商會，確保政策制定者充分考慮我們的權益。」蔡明都說。

除了投資於前景可期的初創企業，該公司亦以鼓勵創新為己任。ParticleX PropTech Global Challenge 自 2020 年起舉辦，旨在聯繫全球初創企業，合力為房地產業面對的實際挑戰尋求創新解決方案，並把 ESG 議題融入業務流程。

展望未來，蔡明都正探索一些由疫情下消費者行為轉變帶動的新興領域。他說，經濟不明朗令消費者轉向網上購物，對價格更為敏感，因此一些專門格價的初創企業或能脫穎而出。此外，企業和顧客日益注重衛生安全，檢測和食品科技企業亦不失為投資良機。



**ParticleX**

Company 公司名稱：**Particle Accelerator Ltd (ParticleX)**  
HKGCC Membership No. 總商會會員編號：HKP0634  
Established 創辦年份：2017  
Website 網站：<https://www.particlex.com>



Eric Fok, China Committee Chairman, represented the Chamber at the Ceremony in Celebration of the 30<sup>th</sup> Anniversary of the Hong Kong Chinese Enterprises Association on 20 December.

中國委員會主席霍啟山於12月20日代表總商會出席「植根香港 同心同行」香港中國企業協會成立30周年慶典。

David Wang, Chief China Economist at Credit Suisse, spoke at the China Committee meeting on 13 January about China's economic outlook for 2022.

瑞士信貸中國首席經濟學家王一出席中國委員會1月13日的會議，剖析2022年中國經濟前景。



Since October 2021, offshore bonds issued by Chinese property developers have been experiencing a wave of defaults. Wilson Yan and Alan Xu, Equity Partners at Zhong Lun Law Firm, discussed the disposal and settlement of Chinese offshore property bonds after default at a seminar on 7 January. They also identified some cost-effective solutions for bond investors to recover financial losses.

Yan pointed out that some developers had delayed and resisted making post-default bond settlements. In such cases, bondholders were advised to transfer defaulted bonds at a low price, so as to minimize losses. Xu also explained the procedures of bond transfer and debt restructuring, as well as the advantages and disadvantages of the various ways of dealing with post-default bonds.

2021年10月以來，中國地產開發商發行的離岸債券出現多宗違約個案。在1月7日的研討會，中倫律師事務所合夥人閻明誠及徐建輝探討中國離岸房地產債券違約後的處理與解決程序，並介紹有助債券投資者以符合成本效益的方式追討財務損失的不同方案。

閻律師表示，部分開發商在違約後拖延及抗拒執行程序，故債券持有人宜考慮以低價轉讓違約債券，以減輕損失。徐律師亦講解債券轉讓及債務重組的程序，並分析各種違約債券處理方式的利弊。



Jihong Chen and Wilson Yan, Advisors of Gold Partners Holdings Ltd, spoke at a seminar on 12 January about the impact

of China's new Personal Information Protection Law on virtual banks and online brokers. They also discussed the regulatory obligations of the new law, which came into force on 1 November 2021.

中國《個人信息保護法》已於2021年11月1日生效。高柏資本控股集團顧問律師陳際紅和閻明誠出席1月12日的研討會，講解新法的規範及對虛擬銀行和網上券商的影響。



## GBA Working Group 大灣區工作小組

The Greater Bay Area Youth Employment Scheme (GBAYES) Impact Assessment Study, jointly conducted by HKGCC and MWYO, a think tank focused on youth issues, was launched last September. On 20 January, the Stage 1 Impact Assessment Report of the study was released.

The study will last for two years, and aims to assess the effectiveness of GBAYES and to provide policy recommendations on ways the scheme can be further enhanced. GBAYES was launched by the Government in early 2021 to give young Hong Kong graduates the opportunity to work in the Mainland GBA cities. Many of the Chamber's member companies are supporting the scheme by providing roles in their GBA offices.

總商會與MWYO青年辦公室合作進行的「大灣區青年就業計劃」（計劃）追蹤性成效評估研究已於去年9月展開，而首階段的研究報告亦已於1月20日發布。

為期兩年的研究旨在評估計劃的成效，從而提供持續完善計劃的政策建議。政府在2021年初推出大灣區青年就業計劃，讓香港畢業生有機會到內地大灣區城市就業。總商會不少會員公司亦積極響應計劃，紛紛提供大灣區辦事處的職位。

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## Americas Committee 美洲委員會

### 加強與巴西聯繫

巴西駐港總領事馬一諾聯同兩位領事 Ivan Carlo Padre Seixas 和 Rafael Rodrigues Paulino 於 1 月 11 日到總商會作禮節性拜訪，由本會總裁梁兆基和美洲委員會主席 Evaristo Trevino Berlanga 接待。

總領事介紹巴西推動疫後經濟復蘇的方案，以及當地從農業到工業等多元產業，並討論巴西與香港的雙邊貿易發展。他又指出，巴西在財政激勵措施的帶動下，加上全國 67% 人口已接種疫苗，當地經濟於 2021 年增長 4.5%。會上，雙方還就兩地商機和潛在合作領域互換意見。

總領事在漫長的事業生涯中，一直表現出色。1970 年代，他在 22 歲時首次被派駐海外，地點正是香港。



## Asia & Africa Committee 亞洲及非洲委員會



### 擴大與南非聯繫

南非駐香港署理總領事 Shari Small 於 12 月 15 日到總商會作禮節性拜訪，與本會總裁梁兆基和亞洲及非洲委員會主席林偉全會面。

Small 表示，南非向以黃金、礦物和寶石等初級商品聞名，但其實當地經濟發展趨向多元，金融、法律、通訊、能源和運輸等先進產業亦臻完善。她解釋，南非在林業、創科等領域與中資企業緊密合作，例如平方公里陣列射電望遠鏡（SKA）項目。SKA 項目由 14 個國家（包括中國和南非）聯手參與，旨在於南非和澳洲西部建造全球規模最大的射電望遠鏡。

會上，雙方同意保持密切合作，以助總商會會員掌握南非的最新動向和商機。

### Expanding Ties with South Africa

Shari Small, Acting Consul General of South Africa in Hong Kong, paid a courtesy visit to the Chamber on 15 December where she met CEO George Leung and Asia & Africa Committee Chairman Jonathan Lamport.

Small said that South Africa was traditionally known for its primary commodities such as gold, minerals and gems. However, as she explained, the country actually has a diverse economy with advanced sectors such as financial, legal, communications, energy and transport. She also explained that South Africa was working closely with Chinese enterprises in sectors such as forestry and technology and innovation, including the Square Kilometre Array (SKA) project. China and South Africa are two of the 14 main countries involved in the SKA project, which is an international effort to build the world's largest radio telescope. South Africa and Western Australia are the two locations that will co-host the telescope.

During the meeting, both sides agreed to cooperate closely to keep Chamber members up-to-date with information about South Africa and its business opportunities.

## Enhancing Brazil-Hong Kong Connections

Ambassador Manuel Innocencio de Lacerda Santos Jr, Consul General of Brazil in Hong Kong, accompanied by Consuls Ivan Carlo Padre Seixas and Rafael Rodrigues Paulino, had a courtesy meeting at the Chamber on 11 January where they were welcomed by Chamber CEO George Leung and Americas Committee Chairman Evaristo Trevino Berlanga.

The Consul General gave a presentation about Brazil, where he shared the country's plans for its post-pandemic economic recovery. He also introduced Brazil's diversified industries, which range from agricultural to industrial, and discussed the development of bilateral trade between Brazil and Hong Kong. Brazil's economy grew 4.5% in 2021, thanks to the fiscal stimulus measures and a 67% vaccine coverage rate, he added. Both sides also exchanged views on business opportunities and potential areas for future cooperation.

The Consul General has had a long and distinguished career and his first posting at the age of 22 was to Hong Kong in the 1970s.

## Europe Committee 歐洲委員會

### Discussing Israel's Tech Success

Amir Lati, recently appointed Consul General of the State of Israel in Hong Kong and Macao, paid a courtesy visit to the Chamber on 12 January. He was welcomed by the Chamber's CEO George Leung, Europe Committee Chairman Davide de Rosa and PR & Programs Director Malcolm Ainsworth.

They discussed the latest Covid-19 impacts on business communities in both regions including the current travel restrictions. Lati said that Israel was known as a start-up nation, and was now rapidly transforming into a scale-up nation following a very fruitful 2021 for the technology sector. He explained that the country's tech industry had attracted an unprecedented US\$26 billion in capital, and that the sectors that had attracted the most investment were IT including fintech, cyber security, data protection, cloud computing and healthcare.

While attracting capital was not a problem, Lati said that the Israeli tech industry was suffering from a shortage of skilled IT workers. However, the country is taking action to address this shortfall and aims to increase the proportion of IT professionals from 10% to 15% of the workforce in the coming five years.

During the discussion, both sides shared their optimism about future collaboration opportunities, particularly the potential for Israeli business in the Greater Bay Area. Lati also said he looked forward to bringing Chamber members to Israel to foster business ties once Covid-19 restrictions are lifted.



## COMMITTEE CHAIRMEN 委員會主席



Americas Committee  
美洲委員會  
Mr Evaristo Trevino Berlanga



Asia & Africa Committee  
亞洲及非洲委員會  
Mr Jonathan Lamport  
林偉全先生



China Committee  
中國委員會  
Mr Eric Fok  
霍啟山先生



HKCSI – Executive Committee  
香港服務業聯盟 — 執行委員會  
Ms Veronica Lockyer  
駱凱燕女士



Digital, Information & Telecommunications Committee  
數碼、資訊及電訊委員會  
Ms Jennifer Yuen Chun Tan  
陳婉真女士



Economic Policy Committee  
經濟政策委員會  
Mr John Anthony Miller  
苗學禮先生



Environment & Sustainability Committee  
環境及可持續發展委員會  
Mr Wilson Kwong  
鄭永銓先生



Europe Committee  
歐洲委員會  
Mr Davide De Rosa  
戴偉德先生



Financial & Treasury Services Committee  
金融及財資服務委員會  
Mr Harrison Ho  
何樂生先生



Industry & Technology Committee  
工業及科技委員會  
Mr Victor Lam  
林凱章先生



Legal Committee  
法律委員會  
Ms Agnes Tan  
陳國萍女士



## Europe Committee 歐洲委員會



### 探討以色列的科技成就

最近履新的以色列駐港澳總領事藍天銘於 1 月 12 日到總商會作禮節性拜訪，由本會總裁梁兆基、歐洲委員會主席戴偉德和公共關係及項目總監麥爾康接待。

雙方探討新冠病毒疫情和現行旅遊限制對兩地商界的影響。藍天銘表示，去年以色列科技業蓬勃發展，吸引了高達 260 億美元的資金流入，當中又以金融科技、網絡安全、數據保障、雲端運算和醫療保健等資訊科技領域最受投資者青睞，令素有「創業之國」之稱的以色列急速發展為「創大業之國」。

藍天銘指出，儘管以色列科技企業不難招商引資，卻面對資訊科技專才短缺問題。不過，該國正着手解決這個問題，力求於未來五年將全國資訊科技專才佔勞動人口的比例從 10% 提高至 15%。

會上，雙方都對合作前景感到樂觀，尤其是以國企業在大灣區的發展潛力。藍天銘還期盼待防疫限制措施撤銷後，帶領總商會會員考察以色列，加強兩地商務聯繫。

## HKCSI-Executive Committee 香港服務業聯盟—執行委員會

Sixty-seven members of the World Trade Organisation (WTO), including Hong Kong, have recently reached a deal on services domestic regulation. At a HKCSI Executive Committee meeting on 11 January, Libera Cheng and Lavita Chan, respectively Assistant Director-General (Multilateral Trade) and Principal Trade Officer from the Trade and Industry Department, briefed members on this latest development and how service providers in Hong Kong and other signatories could benefit from the doing away of red tape in trade in services.



包括香港在內的 67 個世界貿易組織成員最近就服務業本地法規守則達成協議。在 1 月 11 日的會議，工業貿易署助理署長（多邊貿易部）鄭青文和首席貿易主任陳慕盈講解相關最新發展，並探討香港和其他締約成員的服務供應商如何受惠於服務貿易精簡程序。

## Real Estate & Infrastructure Committee 地產及基建委員會



The use of 5G technology has become more widespread in recent years as the government has begun to embrace the technology to facilitate the transformation of Hong Kong into a smart city. At a Real Estate & Infrastructure Committee meeting on 7 January, Henry Wong and Daniel Leung, respectively Head of Wireless Strategic Development at HKT and the Head of Business Markets at SmarTone, discussed the benefits and characteristics of 5G technology, its development, as well as application in the local property sector. They also spoke on the wide-ranging applications of 5G in areas including transportation, property management and security.

隨著政府利用 5G 技術推動香港的智慧城市轉型，5G 技術應用近年愈趨普及。在 1 月 7 日的會議，香港電訊無線業務策略及核心網絡主管黃錦恆和數碼通商業市場部總管梁文 講解 5G 技術的好處、特性和發展，以及其於本地房地產業的應用。兩位講者還談及 5G 技術在運輸、物業管理和保安等領域的廣泛應用。

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

Lofai Lo, Director and General Manager of HK Television Entertainment Company (ViuTV), shared his insights into the creation of the popular homegrown boy band Mirror at a seminar on 16 December. He discussed the challenges encountered and the key factors to the band's success, as well as measures that the public and private sectors could consider to revive Cantopop culture in Hong Kong.

香港電視娛樂有限公司 (ViuTV) 董事兼總經理魯庭暉出席 12 月 16 日的研討會，分享創立本地人氣男團 Mirror 的過程、箇中的挑戰和團隊的成功之道，並提出公私營機構重振本土流行文化的方法。



## Small & Medium Enterprises Committee 中小型企業委員會

Norman Yeung, Chairman of the SME Committee, attended the press conference to launch Project e-GUARD on 30 December on behalf of HKGCC. The project is organized by the Cyber Security and Technology Crime Bureau of the Hong Kong Police Force, with the University of the Hong Kong and associations representing SMEs, to help stop cyber crimes that target smaller businesses in the city. As part of Project e-GUARD, a suspicious email detection system, called V@nguard, was officially launched on 10 January. This free software is currently available on Linux operating systems.

中小型企業委員會主席楊敏健代表總商會出席 12 月 30 日舉行的 e-GUARD 打擊電郵騙案項目記者招待會。該項目由香港警務處網絡安全及科技罪案調查科聯同香港大學和多個中小企組織共同推廣，旨在打擊本港針對中小企的網絡罪案。e-GUARD 項目的可疑電郵偵測系統 V@nguard 在 1 月 10

日正式推出，這套免費軟件目前適用於 Linux 作業系統。



## COMMITTEE CHAIRMEN 委員會主席



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人力委員會  
Mr CK Lee  
李志強先生



**Membership Committee**  
會員關係委員會  
Mr Leland Sun  
孫立勳先生



**Real Estate & Infrastructure Committee**  
地產及基建委員會  
Mr Eric Ma  
馬紹祥先生



**Retail & Tourism Committee**  
零售及旅遊委員會  
Ms Nikki Ng  
黃敏華女士



**Shipping & Transport Committee**  
船務及運輸委員會  
Mr Kenneth Bell  
鮑健偉先生



**Small & Medium Enterprises Committee**  
中小型企業委員會  
Mr Norman Yeung  
楊敏健先生



**Taxation Committee**  
稅務委員會  
Ms Alice Leung  
梁愛麗女士



**Taiwan Interest Group**  
台灣小組  
Mr P C Yu  
余鵬春先生



**Women Executives Club**  
卓妍社  
Ms Nikki Ng  
黃敏華女士



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



**Ms Elsa Wong**  
黃玉娟女士



## Small & Medium Enterprises Committee 中小型企業委員會

The Trade and Industry Department's Small and Medium Enterprises Committee organized a seminar on 7 January on some of the support and information available from the Government to help local SMEs to access the Greater Bay Area markets. The speakers introduced the GoGBA One-Stop Platform from HKTDC and its WeChat mini programme, and shared with members some success stories of businesses that have already expanded from Hong Kong into the GBA.

工業貿易署轄下的中小型企業委員會於 1 月 7 日舉行座談會，講解政府協助香港中小企進軍大灣區的支援服務和資訊。講者向會員介紹了香港貿發局推出的 GoGBA「灣區經貿通」一站式平台及微信小程序，並分享港企在大灣區擴展業務的成功經驗。

## Talent Development 人才發展



For many managers, mindset is just as important as skillset in their team members, but traditional corporate training methods can have limited impact on mindset transformation.

At a seminar on 2 December, Andrew Ma, Founder and Co-owner of Chorev Consulting, introduced the Growth Mindset research by Dr Carol Dweck and discussed how it can be used by businesses in Hong Kong. This approach can be applied in different formats, including microlearning, small group coaching and flipped learning. Ma also shared a number of real-life case studies from different industries that had successfully used the Growth Mindset approach.

不少管理人員認為團隊成員的思維與他們的技能同樣重要，但傳統的企業培訓方法未必能改變員工的思維。

在 12 月 2 日的研討會，高宏國際顧問創辦人及共有人馬文藻博士介紹 Carol Dweck 博士提出的「成長思維」概念，以及港企如何透過微學習、小組輔導和翻轉學習等形式促進成長思維發展。馬博士還分享了多個真實案例，講解各行各業如何應用成長思維。

Video consumption has increased dramatically since the beginning of the pandemic. Knowing how to maximise the opportunities available on major video platforms should now be a fundamental part of every company's marketing plan.

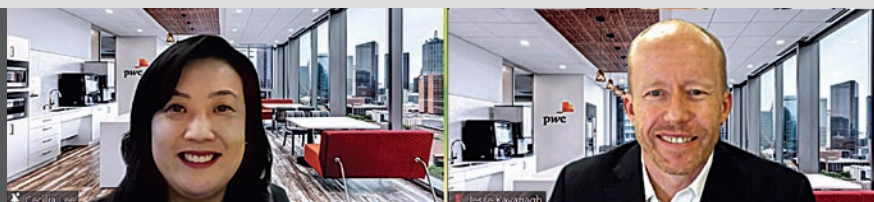
At a seminar on 3 December, Francesco Bonafine, Co-Founder and Managing Director of Digital Nomads Hong Kong, gave attendees a comprehensive overview of the most effective advertising formats and strategies, with a focus on lead generation and sales. Topics included how to craft memorable videos, identify the right audiences and measure your campaign results accurately. He also discussed the most effective strategies for direct-response YouTube campaigns.

影片瀏覽量自疫情爆發以來飆升，因此了解如何把握各大影片平台的機遇，是企業制定營銷策略的重要一環。

在 12 月 3 日的研討會，Digital Nomads Hong Kong 共同創辦人及董事總經理 Francesco Bonafine 詳細介紹有效開發潛在客戶和增加銷售的廣告形式和策略，內容包括如何製作令人印象深刻的影片、識別目標觀眾和準確評估廣告成效。他亦分享了運用 YouTube 直接回應式廣告的最佳策略。

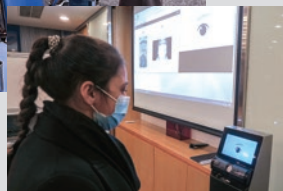
## Taxation Committee 稅務委員會

Two separate developments in the global tax landscape – the new two-pillar international corporate tax framework known as BEPS 2.0 and the inclusion of Hong Kong on the E.U.'s watchlist on tax cooperation – will have an impact on Hong Kong and businesses that currently benefit from the city's low and simple corporate tax. At a webinar on 18 January, Jesse Kavanagh and Cecilia Lee, respectively Tax & Business Advisory Services Partner and Transfer Pricing Partner from PwC Hong Kong, discussed how these developments could potentially affect the tax compliance and planning process for businesses. They also explained the impact of these changes on Hong Kong's operating environment.



全球稅務環境的兩項發展將對香港和目前受惠於本港簡單低稅制的企業造成影響，分別為打擊侵蝕稅基及轉移利潤（BEPS）2.0 方案的雙支柱國際企業稅務合作框架，以及歐盟將香港列入稅務合作事宜觀察名單。羅兵咸永道香港稅務及商務諮詢服務合夥人 Jesse Kavanagh 和轉讓定價合夥人李筱筠出席 1 月 18 日的網上研討會，探討上述發展對企業稅務合規和規劃程序的潛在影響，並講解有關變動對香港營商環境的影響。

## Young Executives Club 卓青社



由卓青社策劃的「完美求職計劃」第二階段正式展開，參賽學生獲安排與配對企業進行參觀活動。學生在12月分別參觀了其士集團、蘭桂坊集團、萬信電子科技、港鐵公司和日本電氣香港有限公司，國泰航空及宏亞按揭證券有限公司的考察活動則在農曆新年後舉行。

During Stage 2 of the Pitch Perfect Programme organized by YEC, participating students visited the company they have been assigned to as part of the programme. In December, the students visited Chevalier Group, Lan Kwai Fong Group, Megasoft Ltd, MTR Corporation Ltd and NEC Hong Kong Ltd, while the visits to Cathay Pacific Airways and Pan Asian Mortgage Company Ltd will take place after Chinese New Year.



## Obituary

### Hilton Cheong-Leen

Hilton Cheong-Leen, one of the Chamber's most long-serving members, passed away on 4 January. He was 99.

Hilton set up his business, H Cheong-Leen & Co, in 1945. The company initially focused on importing luxury watches before expanding to trade other goods including furniture and accessories. He joined HKGCC in 1946 and remained an active member until recently, attending many of our meetings and other events. He was also the honorary life president of the Hong Kong Watch Manufacturers Association.

Besides his business interests, Hilton had a long career in public service. He was a member of the Legislative Council as well as the Urban Council, where he was the first Chinese person to serve as Chairman. He is perhaps best remembered for his efforts in the 1970s to improve education in the city, and successfully campaigned for the Government to provide funding for free schooling for all children.

The Chamber is grateful to Hilton for his many years of support and he will be greatly missed by the business community. May he rest in peace.



## 訃告

### 張有興

張有興為總商會年資最長的會員之一，他在1月4日與世長辭，享年99歲。

張有興在1945年創辦張連貿易有限公司，最初主力進口名貴腕錶，後來業務擴展至傢具和裝飾等商品貿易。他在1946年加入總商會以來，一直積極參與會務，包括出席會議和各類活動。他亦為香港表廠商會永遠名譽會長。

商務以外，張有興亦長期熱心參與公職，曾任立法局議員，也是市政局首位華人主席。他最廣為人知的功績要數在1970年代致力改善本地教育，並成功促請政府資助所有學童接受免費教育。

總商會衷心感謝張有興多年來對本會的支持，商界將深切懷念他。願他安息。





# Stopping Email Scammers

## 打擊電郵騙案

New software can help SMEs to protect themselves from cyber attacks  
全新軟件有助保障中小企免受網絡攻擊

**SMEs are prime targets for cyber criminals, but a new, free software from the Hong Kong Police Force can help to stop the scams.**

Launched on 10 January, V@nguard is part of the e-GUARD project, developed jointly by the Cybersecurity and Technology Crime Bureau, the University of Hong Kong and a number of organizations that support SMEs including HKGCC.

V@nguard aims to detect suspicious emails, which are

used by criminals to persuade employees to transfer money. Such scams caused more than HK\$1.4 billion in losses to businesses in Hong Kong last year, with around 70% of the victims being SMEs.

At the launch ceremony, Chief Inspector Zhang Weihao said that the amount of money lost by individual businesses can be as much as HK\$100 million.

"Such a loss can be fatal to SMEs," he said. "In terms of reputation, there is no way to

calculate the loss."

Norman Yeung, Chairman of the Chamber's SME Committee, said that email scams were a major concern for local companies.

"Fake emails are hard to spot, and businesses receive so many emails every day that it is difficult to check the sender's information for each one," he said.

Scammers are becoming increasingly sophisticated, and often their fake emails are very convincing. V@nguard

works by filtering emails and will notify users of risks from unknown senders.

"Unlike large companies, many SMEs do not have their own IT departments," Yeung said. "So we not only encounter problems such as email scams and ransomware, but we also don't have the resources to fix the problem quickly."

This free and effective software for SMEs is therefore a very helpful tool, particularly given the increase in remote working since the pandemic, he added.

中小企是網絡騙徒的主要目標，為此香港警務處開發的全新免費軟件，有助打擊網絡騙案。

V@nguard 系統在 1 月 10 日正式推出，為 e-GUARD 打擊電郵騙案項目的一部分，由網絡安全及科技罪案調查科聯同香港大學和總商會等多個支援中小企的機構共同研發。

V@nguard 旨在識別騙徒為誘使員工匯款而發出的可疑電郵。此類騙案去年在香港造成超過 14 億港元的商業損失，其中約七成受害者為中小企。

總督察張偉豪在記者會上表示，個別公司損失的金額高達 1 億港元。

「金錢損失對中小企可說是致命傷害，而聲譽損失更是無法估量。」他說。

總商會中小型企業委員會主席楊敏健指出，電郵騙案為本地企業的一大關注。

他解釋：「假冒電郵難以分辨，加上企業每天收發大量電郵，難以逐一檢查寄件者的資料。」

騙徒的犯罪手法日趨精密，假冒電郵往往幾可亂真。V@nguard 代為篩選電郵，一旦收到來自不



“Fake emails are hard to spot, and businesses receive so many emails every day that it is difficult to check the sender’s information for each one.”

— Norman Yeung,  
Chairman, SME Committee

「假冒電郵難以分辨，加上企業每天收發大量電郵，難以逐一檢查寄件者的資料。」

——總商會中小型企業委員會主席  
楊敏健

明寄件者的可疑電郵，系統會即時提示用戶。

楊敏健說：「有別於大型企業，許多中小企沒有資訊科技部門，不幸遇上電郵騙案或勒索軟件等問題時，便會因為缺乏資源而難以迅速應對。」

他補充，遙距工作自疫情爆發以來成為大勢所趨，這項免費又有效的工具對中小企來說尤其實用。

Currently, V@nguard only operates on email servers running on the Linux operating system. It is available for free download via [https://cyberdefender.hk/security\\_tools/](https://cyberdefender.hk/security_tools/)

V@nguard 目前只適用於 Linux 作業系統運行的電郵伺服器，可在 [https://cyberdefender.hk/security\\_tools/](https://cyberdefender.hk/security_tools/) 免費下載



# 預防電郵騙案 Prevent Email Scams

## 偵測可疑電郵 Identify Suspicious Emails

軟件下載

主辦單位

合作機構

注意  
這是首次接收到的電郵地址。  
請查閱發件人姓名。  
查閱該信發件人所附有的超連結。  
附件或銀行帳戶資料。  
如有疑問，請尋求技術人員的支援。



# Taste of Corporate Life

## 職場初體驗

Students taking part in the Pitch Perfect Programme enjoyed behind-the-scenes company visits to learn more about the working world  
完美求職計劃的參加學生到訪企業，體驗職場日常，深入了解商業運作

The Pitch Perfect Programme organized by the Chamber's Young Executives Club entered its second stage in December, when the participating students had the opportunity to visit the company they have been assigned to as part of the programme. Visits to five of the corporate sponsors – Chevalier Group, Lan Kwai Fong Group, Megasoft Ltd, MTR Corporation Ltd and NEC Hong Kong Ltd – took place in December, followed by Cathay Pacific Airways and Pan Asian Mortgage Company Ltd after Chinese New Year.

These visits gave students a better understanding of how the corporate world operates, as well as specific industry insights into their allocated company. At NEC, for example, they met the NEC Social Robot, which is helping to care for the elderly, while at MTR Corporation they went behind the scenes at the Operations Control Centre in Tsing Yi.

The visits will also help the students prepare for the later stages of the competition, where they will be interviewed for a hypothetical job by their corporate sponsor.







總商會卓青社舉辦的「完美求職計劃」在12月展開第二階段的活動，學生有機會參觀獲編配的公司：分別在12月到訪五家贊助公司——其士集團、蘭桂坊集團、萬信電子科技有限公司、香港鐵路有限公司及日本電氣香港有限公司，其後於農曆新年後考察國泰航空公司及宏亞按揭證券有限公司。

透過這些企業考察活動，學生可進一步了解商業世界的實際運作，同時掌握特定行業的最新動向。

例如在參觀日本電氣期間，學生接觸到專為關顧長者需要而開發的 NEC 社交機械人；在港鐵公司，他們則有機會一睹青衣車務控制中心的幕後運作。

這些活動亦有助學生裝備自己，迎接稍後階段的比賽，包括與贊助企業進行模擬求職面試。







Due to the ongoing coronavirus health threat, many of our events are now taking place online. Please check our website or app for the latest status of scheduled events.

## COMMITTEE MEETINGS

Check with secretariat for details

## SHIPPING & TRANSPORT

Update on the Airport Authority's community-based air cargo data platform

Feb 15 10:30 am

## FINANCIAL & TREASURY SERVICES

Discussion on the listings regime for SPACs at HKEX

Feb 28 4:00 pm

## WEBINARS (Visit website for full details and to register)



### NEW TAX CONTROVERSY ISSUES ARISING FROM DIGITAL ECONOMY: HOW SHOULD BUSINESSES COPE

Feb 8 3:00 - 4:30 pm



### INVESTING IN THE REAL ESTATE MARKET IN APAC

Feb 10 2:00 - 5:00 pm



### DEMYSTIFYING THE METAVERSE

Feb 10 3:00 - 4:00 pm



### DECODING CHINA'S PERSONAL INFORMATION PROTECTION LAW

Feb 17 3:30 - 4:45 pm



### PREPARING FOR TAXATION CHANGES IN THE DIGITAL ECONOMY DURING THE 14<sup>TH</sup> FIVE-YEAR PLAN PERIOD

Feb 18 11:00 am - 12:15 pm



### USMCA TRADE DEAL: OPPORTUNITIES AND IMPACT

Feb 22 8:30 - 9:30 am

## TRAINING & SEMINARS (Check website for details)



### Organic Traffic (SEO) 101

Feb 16 9:30 am - 12:30 pm

### Talent Management in the Post-pandemic Era

Feb 22 9:30 am - 12:30 pm



## SITE VISITS



### VISIT TO KADOORIE FARM AND BOTANIC GARDEN

Kadoorie Farm and Botanic Garden (KFBG) is on a mission to bring back homes for a wide range of species that have lost their natural habitats due to centuries of deforestation. Learn more on our visit.

Feb 18 2:30 - 5:00 pm



### WEST KOWLOON NEIGHBOURHOOD EXPERIENCE VISIT

The Chamber has organised a tour to walk members through the district's rich heritage and vibrant street life in and around Yau Ma Tei and Jordan.

Feb 18 2:30 - 5:00 pm

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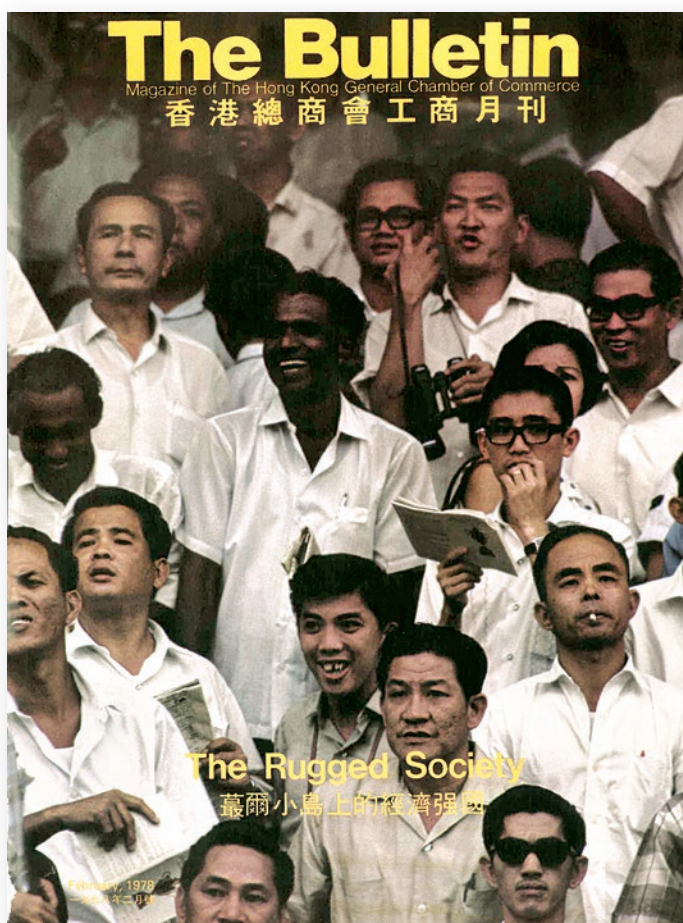
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# The Bulletin Through the Years

## 《工商月刊》今與昔



This year your Chamber celebrates its 160<sup>th</sup> anniversary, so we thought it would be interesting to look back at past *Bulletins* and key events in Hong Kong's history.

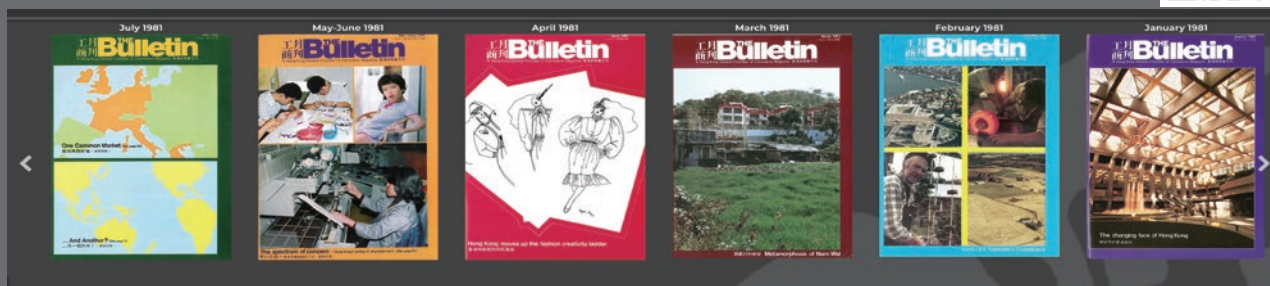
In February 1978 we took an in-depth look at Singapore's economy, comparing the similarities and differences with Hong Kong. The phrase "rugged society" had been coined by Prime Minister Lee Kuan Yew in the 1960s to encourage the development of a disciplined and united community of Singaporeans.

總商會今年慶祝創會160周年，讓我們回顧一下昔日的《工商月刊》，重溫香港的歷史大事。

1978年2月，我們深入探討新加坡經濟，比較與香港的異同。1960年代，時任新加坡總理李光耀提出構建「刻苦耐勞的社會」，鼓勵國民培養自律團結的素質。

### Bulletin Back Issues Archive 《工商月刊》資料庫

Read past *Bulletin* issues back to 1966 in the Chamber Archives on our website  
登入總商會網站，重溫本會自1966年起出版的《工商月刊》





新年快樂

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2022

YEAR OF THE TIGER

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# TRAINING & DEVELOPMENT

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## Talent Management in the Post-pandemic Era 疫後人才管理策略

Highly engaged companies enjoy 300% more profit growth than their competitors, according to the Corporate Leadership Council. To sustain a highly engaged workforce, companies need to have a coherent talent management strategy for longer-term learning and development of professionals.

By the end of the workshop, participants will be able to:

- Grasp the market practices in acquiring and identifying talent
- Learn the critical factors in establishing a talent development framework
- Master a holistic approach to talent management

Corporate Leadership Council的調查顯示，員工投入度較高的企業的利潤增長較競爭對手高300%。為提高員工投入度，企業應制定有系統的人才管理策略，促進專業人才的長期進修與發展。

完成本工作坊後，參加者將能夠：

- 認識招攬和識別人才的常見方法
- 了解建立人才發展框架的關鍵因素
- 掌握人才管理的全面策略

Trainer : Selina Kam  
導師：金志穎  
Date : 22 February 2022  
日期：2022年2月22日  
Time : 9:30 a.m. – 12:30 p.m.  
時間：上午9時30分至下午12時30分  
Venue : This workshop will take place online via Zoom  
地點：本工作坊將透過Zoom於網上進行  
Language : Cantonese  
語言：廣東話  
Fees : Member \$850 / Non-member \$1,050  
費用：會員\$850 / 非會員\$1,050



Selina Kam,  
Senior Talent Development Consultant  
金志穎  
資深人才發展顧問

## EDM Marketing 101

Email is one of the oldest online technologies, and one of the most profitable. However, there is a downside to EDM marketing – emails can easily be rejected. This session will help you re-think your email marketing strategy and focus on the most up-to-date tactics and techniques.

Takeaways:

- Email marketing basics, and important KPIs to monitor
- Learn about customer experience and targeting in a mobile-centric world
- Acquire more opt-in emails with effective data gathering
- Use data-driven techniques to improve open rates

Trainer : Vishwas Thakkar  
導師：Vishwas Thakkar  
Date : 23 February 2022  
日期：2022年2月23日  
Time : 9:30 a.m. – 12:30 p.m.  
時間：上午9時30分至下午12時30分  
Venue : This workshop will take place online via Zoom  
地點：本工作坊將透過Zoom於網上進行  
Language : English  
語言：英語  
Fees : Member \$850 / Non-member \$1,050  
費用：會員\$850 / 非會員\$1,050

## 電郵營銷101

電子郵件不僅是歷史最悠久的網絡技術之一，還具備首屈一指的盈利能力。然而，電郵營銷的缺點在於電郵經常被拒收。本工作坊將幫助參加者重新思考電郵營銷策略，並集中探討最新策略和技術。

要點：

- 電郵營銷基礎知識和須監測的關鍵績效指標
- 了解流動通訊時代的客戶體驗和定位
- 有效收集數據，擴大許可式電郵推廣名單
- 應用數據驅動技術以提高電郵開啟率

Vishwas Thakkar,  
Founder and Head  
of Digital Strategy,  
Concinnity Ltd  
Vishwas Thakkar  
Concinnity Ltd 創辦人  
及數碼營銷策略主管



## Dealing with Difficult People 處理棘手人際問題的技巧

Many people may come across "emotional vampires" during the course of their career. This workshop will help you understand why some people are difficult, and how to manage them with confidence and assertiveness, getting your job done more easily. Anyone who needs to interact with people at the workplace should join this workshop.

Content:

1. Four options to solving people problems
2. Six major types of difficult people
3. Different behavioural types and responses
4. Effective assertive techniques

在每個人的事業旅途上，難免遇到形形色色的人，要處理各種人際問題。本工作坊將助你了解為何一些人會特別難相處，以及如何自信和果斷地應對，令工作事半功倍。本工作坊適合需要在工作上與人互動的人士參與。

內容：

1. 處理人際問題的四個方法
2. 六種性格難相處的人
3. 不同行為類型及反應
4. 有效提升自信的技巧

Trainer : Tony Ngo  
導師：吳家騰  
Date : 25 February 2022  
日期：2022年2月25日  
Time : 9:30 a.m. – 12:00 p.m.  
時間：上午9時30分至下午12時  
Venue : This workshop will take place online via Zoom  
地點：本工作坊將透過Zoom於網上進行  
Language : Cantonese  
語言：廣東話  
Fees : Member \$750 / Non-member \$950  
費用：會員\$750 / 非會員\$950



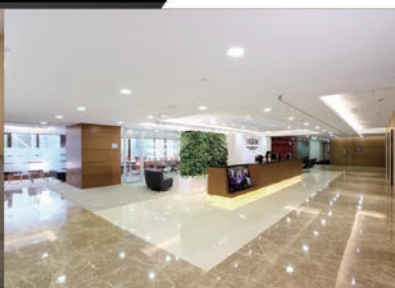
Tony Ngo,  
Partner, Connect Communication  
吳家騰  
Connect Communication  
合夥人

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