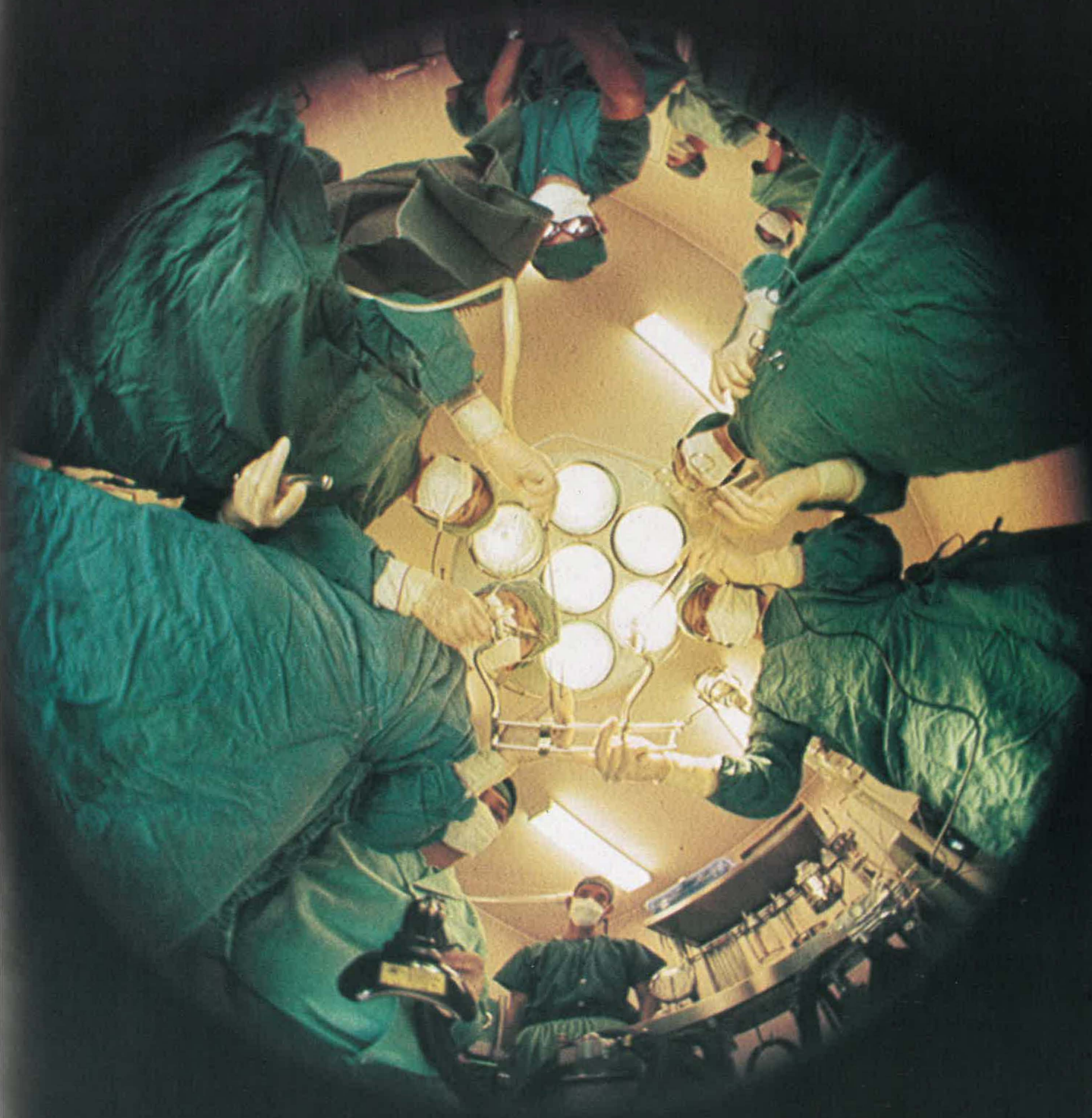


August, 1980
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A Hong Kong General Chamber of Commerce Magazine 香港總商會月刊



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Chairman: Hon D K Newbigging, JP Vice-Chairman: J L Marden, CBE, MA, JP

Director: J D McGregor, OBE, ISO Acting Director during August: Harry Garlick

Editorial Board: J D McGregor, OBE, ISO Harry Garlick Linda To KK Leung

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編輯部：麥理覺 葛立科

陶家慧 梁廣權 李源柔

美術製作：李若稜

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China – Continuing Co-operation

The Chamber's Industry Division, under Assistant Director Cecilia Fung, has a continuing involvement with developments in China. Alexander Au, Assistant Manager, is employed full time on assisting member companies, and many others, including foreign firms, with information on China and Chinese organisations. He arranges contacts where appropriate and helps to organise arrangements for visiting groups of Chinese officials. The Chamber has played host to several such groups in recent months.

In June and July this year the Industry Division assisted two member companies separately to arrange **factory visits for groups** of officials from China. The first was a four-member mission from an electronics factory located in Ningxia, an autonomous region near Inner Mongolia. The group visited six factories in Hong Kong to study production methods, management techniques and marketing strategies. The Ningxia factory employs about 1000 workers and has been producing military electronics. It is now planning to make consumer and industrial electronic items also.

It is interesting to record that this particular group was in Hong Kong mainly for study and training, and officials were aware that their rather remote location made it difficult to attract Hong Kong investment into compensation trading agreements and joint ventures. Nevertheless, they pointed out that several such agreements have already been concluded including one with a Japanese company. Interested companies are invited to contact Ms. Cecilia Fung or Alexander Au.

The second group consisted of six officials from Xinhui County, about 120 kilometres from Hong Kong and near Macao. The group were briefed in the Chamber by the Director and Industry Division staff. They expressed themselves pleased with the results of their tour. During the past two years or so, Xinhui County has been able to negotiate a number of compensation trading agreements with Hong Kong and Macao companies in the light industry field. Recently, the County authorities acquired two small vessels which now regularly ply



This page summarises for members' information recent activities of the Chamber. These are extracts from the Director's monthly reports issued to General and other committee members.

between Xinhui and Hong Kong, ensuring quick and direct delivery in both directions. Again, companies interested in this area should contact Ms. Cecilia Fung or Alexander Au. Incidentally, the group extended an invitation to Chamber staff to visit Xinhui County. The Director will try to arrange this at a suitable time.

Hong Kong Association – Up, Up and Away

How many senior executives of our member companies have heard of the Hong Kong Association? And how many who have heard of it know what it does? The Director of the Chamber, Jimmy McGregor is currently the Hon. Secretary of the Hong Kong Branch of the Association. Sir Y. K. Kan is currently the Chairman of the Hong Kong Branch Committee, and in London, John Swire is Chairman of the British Committee of the Association. Both Committees enjoy a highly prestigious membership and the full membership of both Branches reads like a Who's Who of Hong Kong business and industry.

The Association is a private sector organisation based in London and strongly supported from Hong Kong whose function is to promote Hong Kong's image, aspirations, interests and performance in Britain and to seek by all means at its disposal to increase British goodwill for Hong Kong and British understanding of our problems,

our trade, industrial and economic achievements and the potential we have for British trade and industry.

These objectives are pursued in a typically restrained British fashion through private and personal contacts, judicious placing of information and friendly discussion with British decision makers.

The London office of the Association is managed by Brigadier General Gil Hickey and a small staff. The Association's Committee members maintain regular contact with British Government and private sector counterparts. Much is achieved without publicity or public argument and in a friendly and cooperative environment.

Hong Kong critics are also courted in order to correct any obvious misunderstanding and improve real knowledge of Hong Kong.

Running an office of this kind in the British capital cannot be done cheaply and the annual fees and contributions from members in Britain and Hong Kong represent the main source of income for this essential organisation. In fact, Committee members in London spend a good deal of their own money supporting the activities of the Association.

Sir Y.K. Kan and Jimmy McGregor, supported by the Chinese Manufacturers' Association and the Federation of Hong Kong Industries recently launched a major recruitment drive to add members to the Hong Kong Branch strength. This has been phenomenally successful adding over 230 new members to the previous 150 members to bring membership up to nearly 400 members. This very pleasing result will be followed by an enhanced programme in Hong Kong in which it is hoped that top level speakers will address local members. Certainly the expanded membership augurs well for Anglo – Hong Kong goodwill and cooperation in future.

Any member who would like fuller information on any of the matters reported above is invited to contact the Director's PA, Miss Louise Wong at 5-237177 Ext. 30.

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Can we sell more to Japan?

If so, how?

by T.L. Tsim

T. L. Tsim is the Assistant Director for Trade of the Chamber. He is also a member of the Trade Development Working Committee of the Hongkong/Japan Business Co-operation Committee.



In the first five months of this year, Hong Kong's external trade statistics show that Hong Kong's domestic exports to Japan have dropped by 12% compared to the same period last year. While at the same time Japanese imports into Hong Kong continued to soar by a hefty 34%.

During this period, Hong Kong's exports to its major markets all registered impressive gains and Hong Kong's overall domestic exports to the rest of the world recorded an increase of 33.1%. Domestic exports to the United States, for instance, went up by 33%, to West Germany 28%, and to China by an astounding 369%. Even exports to the United Kingdom edged upward by 16% amid talks of a serious recession in that country. Hong Kong's trade with Japan, however, is conspicuous by its steadily falling export performance and an ever-growing import figure (See insert on page 6). Hong Kong, being a free port and a free market economy, is of course not overly worried by rising Japanese imports which comprise, among other things, raw materials, semi-manufactures and capital equipment which constitute the sort of goods which Hong Kong needs and uses to produce the export items which we sell. And also we know of course that some of these Japanese imports into Hong Kong are finding their way across the border into Guangdong Province and beyond so that in a very real sense Hong Kong has been importing not just for its own people and its own industry but for relatives and factories in Guangdong.

But business leaders and Government in Hong Kong are concerned about falling domestic exports to Japan in 1980 after an impressive gain of 43% for 1979. What is particularly worrying is that the falling trend has occurred in spite of the establishment of the

Third joint meeting of the Hong Kong-Japan and Japan-Hong Kong business cooperation committees: Accompanied by the leader of the Japanese delegation Mr. K. Yasui, Sir Y. K. Kan, leader of the Hong Kong delegation made a keynote speech at the opening session attended by the Japanese delegation (picture 2) and the Hong Kong delegation (picture 3).

top level Hong Kong/Japan Business Co-operation Committees in both territories charged specifically with the task of redressing some of that imbalance in the trade between Hong Kong and Japan.

In February 1979 when the Hong Kong Committee was set up after two top level visits to Japan headed by the Governor and Sir Y. K. Kan, the trade imbalance between Hong Kong and Japan expressed as a ratio between Hong Kong's domestic exports to Japan and Japanese imports into Hong Kong was 1:7.3. In other words, in money terms, the value of Japanese imports was 7.3 times that of our own exports to that country.

At the end of May 1980, fifteen months later, and after many seminars, exhibitions and visiting missions, and a good deal of effort on both sides, that ratio has worsened to 1:11.12. The trade figures for the first five months of this year show that Hong Kong has exported \$865.31 million worth of domestic exports to Japan compared to \$9628.77 million worth of Japanese imports into Hong Kong.

Many reasons have been put forward to try and explain why Hong Kong's export performance in the Japanese market has slipped while other countries, noticeably Taiwan and South Korea, have gained. Some of these reasons are of course attributable to Japan and these are well known. One reason is the cumbersome distribution system whereby imported goods have to go through a host of wholesalers and retailers before they reach the consumer by which time the selling price would have put on several layers of commission and the product is rendered non-competitive against locally-produced goods or cheaper varieties from South Korea and Taiwan. Another is the language problem which places the Hong Kong businessmen at a distinct disadvantage vis-a-vis his South Korean or Taiwanese counterpart.

The short duration of the Japanese selling seasons is also often cited as a serious handicap. Because there are 4 distinct seasons in Japan of roughly equal duration, this has meant a short selling time for each. Whereas in Europe the selling time for woollen and other warm clothing may be six to

HONG KONG TRADE WITH JAPAN JANUARY - MAY 1980

	VALUE (HK\$M)	% INCREASE/DECREASE OVER 1979 (Jan.-May)
Total Trade with Japan	11,403.08	+22
Imports from Japan	9,628.77	+34
Domestic Exports to Japan	865.31	-12
Re-exports to Japan	909.00	-22
Total Exports	1,774.31	-17
Balance of Trade	7,854.46 (in Japan's favour)	+55

IMPORT	EXPORTS	RE-EXPORTS
18.2% Textile yarn, fabrics and made-up articles	25.6% Clothing	41.5% Non-metallic mineral manufactures
15.4% Photographic apparatus, equipment and supplies and optical goods, n.e.s.; watches and clocks	16.0% Miscellaneous manufactured articles	
13.0% Electrical machinery, apparatus and appliances; electrical parts	13.0% Photographic apparatus, equipment and supplies and optical goods; watches and clocks	12.0% Crude animal and vegetable materials
11.6% Telecommunications and sound recording and reproducing apparatus and equipment	11.6% Fish & other marine products	11.7% Fish and other marine products
11.4% Road vehicles	11.3% Metalliferous ores and metal scrap	11.0% Textile yarn, fabrics and made-up articles
8.6% Iron and steel	5.5% Manufactures of metal	8.4% Electrical machinery, apparatus and appliances, and electrical parts
5.7% Miscellaneous manufactured articles	5.5% Textile yarn, fabrics and made-up articles	6.0% Photographic apparatus, equipment & supplies & optical goods; watches & clocks
14.5% Others	11.3% Others	9.3% Others

nine months, in Japan it is really only three months and no more. The result of this is that most Japanese importers are unable to purchase in large quantities. It also means they have to be very strict on delivery times and deadlines. And this makes it difficult for exporters to take advantage of cheap shipping rates which in turn are all reflected in higher costs and lower profit margin.

Add to that the problem of very strict import specifications and product standards imposed by the Japanese importers and the discrimination with respect to seven product items under the Generalised System of Preferences (see insert on page 7 for details) that Hong Kong has to contend with and the picture which emerges is not exactly encouraging.

Increasingly, too, as Hong Kong products move up-market and production costs mount, Hong Kong exports now face the danger of falling between two stools. On the one hand, we can no longer compete with the cheaper products of South Korea and Taiwan in price and on the other we fare rather poorly against the prestigious brand-name products of Western Europe and the United States in consumer appeal.

Also, in this middle ground, we run into direct and very strong competition with Japan's own product lines. And, as most people know, there are not many things we can sell to Japan which the Japanese do not produce themselves.

Because the production costs in Japan are not quite as high as those prevailing in Western European countries and the United States, Hong Kong produced goods do not enjoy the same price advantage in Japan as they do in these other markets. For instance, as a Japanese chain store importer pointed out, a pair of Hong Kong manufactured jeans can sell at up to 5 times the f.o.b. price in North America or Europe, but in Japan that same pair of jeans can only sell at 3 times the f.o.b. price if it is to compete successfully against Japan's own manufactures.

What this means is that the profit margin will be extremely tight. Which is why the Japanese buyer in Hong Kong is known to strike very hard bargains. Which is also why we now

come to an important element of the problem that is really partly attributable to Hong Kong which is that most Hong Kong manufacturers and exporters have not shown a great deal of enthusiasm in selling to Japan. Their natural preference, it seems, is for the American and European markets where the profit margin is higher, the selling season longer and from where the orders tend to be for larger quantities. Many local manufacturers are

not particularly eager to do business with Japanese buyers because they find them more demanding and less generous than buyers from other countries.

For as long as there is this disinclination in the minds of our manufacturers and exporters about doing business with the Japanese, this state of affairs will continue. In fact, this apparently nonchalant attitude has prompted one Japanese importer to ask whether

The Japanese Generalised System of Preferences Hong Kong Exceptions List since 1974

The following product items produced in Hong Kong do not enjoy the benefits of the Generalised Scheme of Preferences operated by the Japanese Government:

This action discriminates against Hong Kong in favour of a number of our competitors including South Korea and Taiwan.

Japanese Tariff Item No.	Description
42.02	Travel goods
64.02-1-2 (1)	Leather footwear and footwear with outer soles of leather
67.02	Artificial flowers, foliage or fruits
70.19	Glass beads, imitation pearls.
71.12	Articles of jewellery of precious metal
71.16	Imitation jewellery
97.03	Toys, excluding dolls

The reason given by Japan in 1973 for the exclusion of over 90 items from the approved Hong Kong List was that Hong Kong's strong competitiveness might affect adversely competing Japanese industries, and that the Hong Kong Exceptions List compared favourably with those applied by other GSP donor countries at that time e.g. UK and the EEC.

Following continual pressure from the Hong Kong Government, the GSP Exceptions List was gradually reduced by the Japanese authorities from 96 items to the above seven. According to Japanese import statistics, Hong Kong's share of the Japanese import market in respect of the 7 items has declined from 25.7% in 1972 to 12.2% in 1979. In the meantime, Japanese global imports of the 7 items increased by 456% during the same period.

Statistics further show that Taiwan, being a beneficiary, has been able to increase its share from 5.9% to 7% of the Japanese import market in respect of the 7 items during 1972-1979; while Korea, also being a beneficiary, has been able to increase its share from 4.9% to 6.5% during the period.

The following brochures published by The Japan External Trade Organisation (JETRO) may be of interest to manufacturers and exporters who wish to sell to Japan:

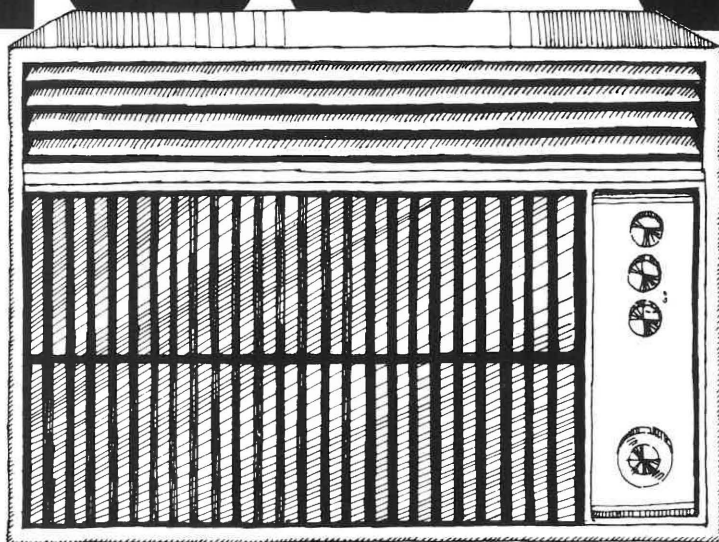
- Japan As An Export Market
- The Japanese Consumer
- Projects on Import Promotion Activities
- Keys to Success in the Japanese Market

The JETRO Office in Hong Kong is at:

Japan Trade Centre, H.K.
1910-1915 Hutchison House
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Hong Kong manufacturers, as distinct from the Hongkong/Japan Business Co-operation Committee and the Hong Kong Government, are really that interested in the Japanese market.

Trade organisations such as the Hong Kong General Chamber of Commerce, the Chinese Manufacturers' Association of Hong Kong, the Federation of Hong Kong Industries and the Trade Development Council have mounted successive trade and industry promotion missions to Japan in the last few years but the result of their labour has tended to fluctuate from year to year. This suggests that a firm and expanding market in Japan for Hong Kong manufactured products has not yet been established. Most of our missions are very well planned and quite well attended. There is very little to fault the organisation of these promotions. But in terms of actual orders, the results we had hoped for have not been forthcoming. Clearly, the problem is not one of promotion. The problem may be the product and the price.

Feedback from the Japanese side after these promotional exercises suggest that for goods of the desired quality the Hong Kong price is too high. One Japanese importer claimed that he could purchase a product from Taiwan at 40% below the asking price for an almost identical Hong Kong product. Also, many Japanese importers have indicated that they are interested in some of the high fashion garments and high quality products Hong Kong produces for export to Europe and the U.S., but not at the prices our manufacturers are asking.

Developments within the year may change that situation somewhat. The onset of a serious and probably prolonged recession in the United States and Western Europe, in particular the United Kingdom, will mean that orders from some of our bigger markets may not hold up all that well in the next twelve months. And manufacturers and exporters who had not been overly keen about the Japanese market at the beginning of the year because of low profitability may now wish to reconsider their position.

Also, because in Hong Kong there is today an abundance of relatively cheap labour as a result of the massive legal and illegal immigration from

across the border, wage levels in the manufacturing industries have remained fairly stable in the last twelve months. And this low labour cost maintained over a period of months, if not years, will most certainly help our competitive position vis-a-vis other developing countries.

Lastly, the political situation in South Korea will probably act as a disincentive, at least for some time, to Japanese companies which wish to set up production facilities overseas. Hong Kong with its renewed supply of

labour and its proximity to China may again become an attractive repository of Japanese industrial investment. And, as a Japanese member of the Hongkong/Japan Business Co-operation Committee points out, in their experience, where Japanese investments go, increased exports to Japan will follow.

Hong Kong, it seems, must pin its best hope of selling more to Japan on attracting more Japanese industrial investment into this territory. ■

"Impressions of Hong Kong"

by Keigo Yamada, Senior Managing Director of Ito Yoka Do who visited Hong Kong in March 1980 as a member of the Japan Chain Store Mission.

Taken from

Nihon Seni Shimbun (Japan Textiles Daily)

March 31, 1980

"At the meetings in Hong Kong, I directly asked what is the reason their export to Japan is 1/6 of exports to America and EEC and accounts for only four per cent of the total export. They replied, 'I do not know'. They said most of the reasons are at the Japanese side, as I expected.

I do not know how much the opinions of Hong Kong exporters are reflected in the remarks of those officials. They first of all repeat that very abstract and old opinion that the Japanese distribution system is complicated.

This may be the easiest and non-harmful excuse to complain of the slack export to Japan. I often mention examples of South Korea and Taiwan and explain how they have conquered the 'complicated distribution channel', how they have developed suitable products for the Japanese market, how they have met the challenge of smaller lot orders compared with those from the United States, and improved their testing standards to meet the Japanese quality requirements.

In fact, when we started to import products, Hong Kong products were far superior to those of South Korea and Taiwan. However, in the past 10 years, Hong Kong exports to Japan decreased to one-fifth that of South Korea and one-fourth of Taiwan's export to Japan."

"We visited two product testing centres. Perhaps, the Hong Kong authorities wanted to say: 'Please feel assured of our products since we conduct such product tests'. However, the testing facilities are of a scope as that owned by a single company in Japan. When I asked what they would do with the requirements of the importing country, the Japanese Standard, they only replied that the Hong Kong Standards are at the international level. It is a problem that they do not think of the standards required by importing countries. They were surprised when I explained that Japanese buyers have been sending their own staff abroad to check the products ordered."

"The Hong Kong products have been very much improved during these ten years. However, they are for low income people buying in American stores. It should be understood that the quality level of Japanese stores is higher than Americans and Japan herself is the maker. Hong Kong products are not competitive in price with South Korea and Taiwan and the middle-class products are not suitable for the Japanese market. They subcontract and manufacture brand products of America and Europe. However, such products cannot be exported to Japan. They may have to manufacture very characteristic products, not labour-oriented products but something like modifications of American and European high-fashion products. They must also be prepared to handle orders of small lots and visit the Japanese market themselves. Otherwise, you cannot expect further development."

First Quantity – Now Quality



Since its introduction by the Federation of Hong Kong Industries in July 1978, the "Seal of Approval Scheme" for quality products has gained wide popularity among manufacturers and consumers. Currently over 230 models and sizes of products have been awarded the licence to use the HKQ-mark. To secure further success, the FHKI is launching a promotion campaign on the Scheme in order to create a bigger awareness of the Scheme in local and overseas markets. This article, which explains the establishment and function of the Scheme, is contributed by the FHKI.

The Hong Kong Quality Mark, simply known as the HKQ-mark, is often regarded as the only means to identify good quality products made in Hong Kong.

Two manufacturers which were recently licensed to use the mark through the Seal of Approval Scheme were Chiap Hua Clocks and Watches Co. Ltd. and Melitta Electric (Hong Kong) Ltd.

Chiap Hua got the approval mark for its "Equity" wall quartz clocks and "Elite" butane gas disposable cigarette lighters.

"The trend of producing high quality goods is essential to Hong Kong's continued growth in export and makes our merchandise more competitive in the world market," commented Mr. A. F. Graveson, the marketing manager.

As the approval mark stands for good quality standards, he said the scheme will encourage more manufacturers to seek and upgrade the quality standard of their goods by obtaining the HKQ-mark.

Melitta Electric received the quality stamp on its filter drip coffee maker. Its factory manager Mr. Frederick Chow said the scheme is "absolutely necessary" for Hong Kong products to gain international quality recognition. He also pointed out the HKQ-mark would help to boost overseas sales by increasing consumer consciousness about the significance of the HKQ-mark.

The concept of giving recognition to quality products was formed in the early 1960's by the Hon. Sir Sze-Yuen Chung, the then Chairman of the Federation. In that decade, which saw the end of the "Empire-made" label which had the unsavoury reputation of being used for cheap products only, the growing quality consciousness of manufacturers in the face of rising competition gave impetus to the need to encourage and recognise products of better quality.

In 1967, rising costs and competition foreboded the imperative need to move up-market for Hong Kong manufacturers. Neighbouring Southeast Asian countries were assuming the earlier role of Hong Kong in producing at the lower end of the market. An early framework was constructed to give recognition to products which satisfied basic specifications. Known as the Hong Kong Quality Certification Scheme, it was devised to encourage manufacturers to raise the general level of Hong Kong products through the attraction of achieving product identity in major markets with a quality mark.

By the next decade, industry was acutely feeling the pressure of competition and there was a move towards higher value-added, more sophisticated and better quality products.

Legal sanction for the Seal of Approval Scheme was finally obtained in July 1978 and in January 1979 it came into operation.

Modelled after well known certification schemes of the U.S. Underwriters Laboratories (U.L.), Canadian Standards Association (C.S.A.) and the British "Kitemark", the HKQ-mark took off quite rapidly.

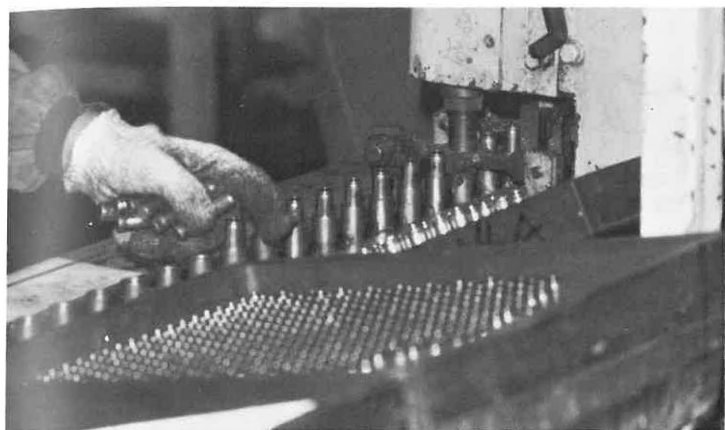
During the short period since the establishment of the Scheme, 16 licences have been granted covering some 230 models/sizes of products which, together, amount to not less than \$20 million in terms of value. The products currently licensed, though mostly in the electrical field, covers a wide range of products from small dry batteries to domestic appliances and from electrical accessories to engineering products such as water cooling towers.

The HKQ-mark Scheme is based on a system of product testing and continuing factory inspection. Tests and inspection are conducted in accordance with internationally recognised standards or specifications to ensure a uniform quality standard for local products. The Scheme is especially useful in eliminating the fluctuating standards existing in the industries.

To apply for the HKQ-mark, a manufacturer needs to submit a product sample for testing by the Hong Kong Standards & Testing Centre. This will be followed by a visit to the factory by quality control inspectors who will assess the product on location in connection with its in-plant quality control system. Providing that both the product test and plant assessment are satisfactory, a licence for the use of the HKQ-mark will be issued.

The continued right to use the HKQ-mark will depend on the satisfactory maintenance of product quality and quality control which will be monitored regularly by the Hong Kong Standards & Testing Centre.

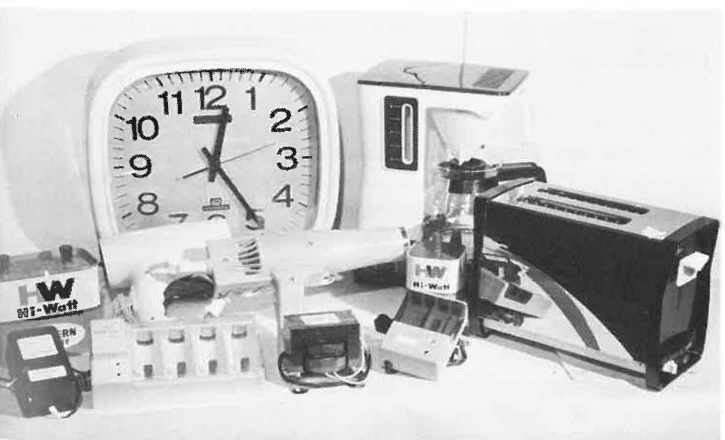
For products that have already obtained recognised overseas approval from organisations such as the British Standards Institute (BSI), British Electrotechnical Approvals Board (BEAB), Canadian Standards Association (CSA), International Wool Secretariat (IWS), the Underwriters Laboratories (UL) of the United States, the Underwriters Laboratories of Canada (ULC), Verband Deutsche



Quality control is necessary to maintain a high quality standard. Hi-watt batteries of Mindex Battery Works Ltd. are going through final testing before packing.



"Elite" brand disposable cigarette lighter, a product of Chiap Hua Clocks & Watches Ltd., has recently been awarded the HKQ-mark. Picture shows a hydrostatic test being done on the lighter before assembly.



As seen above, many electrical household products have obtained the use of HKQ-mark.

Electrotechniker (VDE) of West Germany, etc., the application procedures can be simplified.

As we enter the 1980's, Hong Kong's greatest strength will lie in its ability to produce quality consumer products. One advantage is the characteristic of the Hong Kong manufacturers' adaptability to changing environments. Manufacturers should try to suit their production pattern to the diversifying and developing economy.

The list of manufacturers and their products which have been licensed to use the HKQ-mark are as follows:—

MANUFACTURER	PRODUCTS
Mindex Battery Works Ltd.	Carbon-Zinc Dry Batteries
Weatherite Industries Ltd.	Room Airconditioners and WCSP Series of Water Cooled Console Type Airconditioners
Airline Mechanical Co. Ltd.	Transformers and Adaptors
Y. S. Industries	Decoration Lighting Sets
Fook Sing Electric Bulbs Factory Ltd.	Decoration Lighting Sets
New Fan Manufactory Ltd.	Electric Ceiling Fans
Union Ngok Kee Electrical Mfg. Ltd.	Electric Ceiling Fans
Chi Lik Metal & Plastic Mfg. Co. Ltd.	Automatic Bread-toasters, Hair Styling Sets, Hair Dryers
Melitta Electric (H.K.) Ltd.	Electric Drip Filter Coffee Makers
Nam Hing Metal Manufactory	Printed Circuit Boards
Ryowo Engineering Co. Ltd.	Fibreglass Reinforced Polyester Casing Water Cooling Towers
Chiap Hua Clocks & Watches Ltd.	Butane Gas Disposable Lighters, Wall Clocks
Wing Tat Electric Mfg. Co.	Electric Ceiling Fans

There seems little doubt that this Scheme will continue to encourage Hong Kong manufacturers and exporters to recognise the sales value of high standards supported by a well-known mark of approval. ■

Licensing - A shot in the arm to upgrade Hong Kong's technology

by K.K. Leung

The fact that Hong Kong's economy has insufficient resources to support a large scale research and development programme of its own makes it necessary to adopt and adapt technology from developed countries overseas. Technology transfer through international subcontracting and foreign investment is the major and established channel through which Hong Kong has acquired more advanced technology. These two methods are viewed as essential prerequisites for the maintenance of Hong Kong's competitive position in the world market.

Amid the intensified call for new technology to diversify our industry, industrialists are looking into an additional method of technology transfer — licensing. Little known outside the industrial and business community in Hong Kong, the concept of licensing is simply defined as the transference of knowledge from one company to another on agreed commercial terms.

To promote licensing technology and know-how, the local chapter of the Licensing Executives Society (LES) was set up in August last year, when 18 business executives formally established the Hong Kong chapter. Currently, the membership has expanded to more than 35.

The local chapter adheres to the professional objectives established by the first LES, which was founded in the United States in 1965. LES is an international, business-oriented, professional society of individuals involved in the transfer of technology and intellectual or industrial property rights, including patents, and trademarks, through licensing. It is a non-profit making organization which encourages the highest possible standards among these individuals.

LES has about 3,000 members worldwide, who are concerned with the transfer of technology and industrial and intellectual property as part of their day-to-day work. They consist of a cross-section of representatives from major international and local businesses, industries and governments, academic and scientific bodies, and international organizations dealing with licensing opportunities. The society is not an association of corporations, but rather an association of individuals concerned with licensing.

The organization assists its members in improving their skills and techniques in licensing through self-education combined with the conduct of special studies and research, sponsorship of educational meetings, publication of statistics, reports and articles, and exchange of ideas related to domestic and foreign licensing.

LES activities include an informative meeting in every chapter country each year. Two international meetings, sponsored by LES International in London and the affiliated members, are held every year in Africa, Europe or Asia. Member societies are now based in the U.K., Scandinavia, France, Italy, Switzerland, the U.S., Mexico, Spain, Australia, Korea, Japan, Argentina, Iran, Germany and the Benelux countries.



Mr. John D. Barker, President of Licensing Executives Society (Hong Kong) Limited.

The Bulletin thought this an appropriate time to interview the President of the LES (HongKong), Mr. John Barker, to seek his views on the functions, work and future interests of the society.

Mr. Barker, managing director of Hutchison China Trade Holdings Ltd., is experienced in the field of technology transfer, especially in licensing, as he was involved in establishing the LES in England and the LES in Australia.

What is the role of the LES in Hong Kong?

Basically the society performs two roles. Firstly, it will assist local manufacturing industry to upgrade their technical and industrial capabilities through imported technological expertise and manpower. Secondly, it will act as a catalyst to achieve the same objectives in China, especially in relation to China's modernization programme.

Is it timely to set up the LES in Hong Kong at the moment?

Yes, it is timely and, in a way, seems to be overdue. This is because Japan has been upgrading its industrial and manufacturing base since the 1950s, Korea since the early 1960s,

and Taiwan since the early 1970s. Hong Kong as well has been diversifying and trading up its base, but at a rather slower rate without sufficient coordination between the government, industrialists, and trade and industry organizations. Also, our trading-up efforts tend to emphasize light industry making consumer-oriented products.

It is necessary to import and buy in more advanced technology from abroad if Hong Kong is to maintain and strengthen its manufacturing base. Should we be hesitant to do so, keen competition from Taiwan, South Korea and other neighbouring countries will drive us out of the market within 10 years' time.

Another key reason for the setup of the LES here is that it is generally believed Hong Kong will play an important role in China's economic development. One way of doing this is by transferring our expertise and skill in technology and management to China. So, on the one hand, we are importing technology from abroad, and, on the other hand, Hong Kong is exporting technology to China. It is a two-way traffic and has mutual benefits.

Do you see a growing trend in transferring our technology to China?

Yes, I see an increasing number of local labour-intensive industries moving across to China, such as processing and assembling shoes, clothing apparel, handbags, and electronics parts and components. I believe the trend will continue if China is determined to follow its modernization programme.

At present, many of Hong Kong's industries have limited capabilities, producing low-quality, down-market goods. These industries are looking to China because of low labour costs, but so far only simple manufacturing processes are being transferred there. There is a growing awareness here that our industries must be upgraded, and that Hong Kong must look to other countries to produce its low-technology goods so that it can concentrate on upgrading its manufacturing base. China provides an obvious solution to this problem. For example, some years ago, Japan produced black-and-white television sets itself. Now, with more lucrative and technologically more demanding colour TV set production on stream, Japan is making its black-and-white units in Taiwan and elsewhere.

It is pleasing to see a growing trend in the export of technology from Hong Kong to China, but people here are a bit worried about the lack of legal protection in China on patents, registered designs, trademarks, etc. Do you think this is an obstacle in the transfer of technology to China?

With the establishment of LES in Hong Kong, we hope to encourage the interchange of ideas in technology transfer. We have already held discussions with leading Chinese officials in the PRC, and wish to work closely with them to develop patent and commercial laws which are at present not in force in that country. However, I've heard that China will set up a patent office soon in Peking, and has started

training people in this field in Tokyo, London, and Washington.

In view of the fact that Hong Kong is an open economy and sees an imminent need to upgrade its manufacturing and industrial capabilities, there should exist in Hong Kong a good potential for buying in technology. Do you agree, Mr. Barker?

Yes, I agree and the potential is enormous both in Hong Kong and in China. Royalties on production would be given in return for the acquisition of improved production skills, capacity and quality. These royalties are often not paid until the first item is sold off the production line, so licensees need not outlay a large sum of money in advance to acquire these skills.

These technological "packages", which are prepared in written form, can include everything from local and international training to technical equipment and maintenance. Even a marketing plan designed to sell an increased volume of better quality goods coming off the production line can be included. The usual method of payment for this type of package is the payment by the licensee of an agreed percentage calculated on the invoice value of the goods coming off the production line. Licensees are protected by the relevant patents which cover the technology for varying periods. In some cases, a down payment is made to secure exclusive access to new technology.

To the firm providing the technical knowhow, a licensing operation of this type represents no more of a credit risk than those to which a trading company is exposed every-day. In this exchange of knowledge, it is fair to assume that the receiving company will benefit substantially. Certain objectives are set at the outset to attain these benefits.

Would you please cite some examples in which a company can benefit by the purchase of a technological package?

One example I can think of is that in the mid-60s a Japanese company decided to introduce a new drink throughout Asia. This drink was specially designed with compact plastic container and foil cap to appeal to consumers buying from street refreshment stalls. Consumers were to drink straight from the bottle. The company encountered a packaging problem, however. How to remove that foil cap from the bottle without leaving sharp, ragged edges. The first process used involved the fushion of the aluminium foil cap to the plastic bottle by a process similar to ironing. The results? Ragged edges. It was not until a British firm devised a special process, called Lectraseal, that the drink company was able to go into production and went on to record the success it enjoys today.

For those who have been around long enough to remember the days when milk was delivered to the door in returnable glass bottles, here is another example of how improved production methods can reduce costs and upgrade produc-

The Hong Kong Management Association
1980 Annual Conference

Living With Inflation

on: Friday, 19 September 1980
at: 9.00 am - 5.00 pm
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tion. At one time, glass bottles were thick. They were made this way for a very good reason. On the production line, when the bottles were continually in contact with one another, the glass was weakened by friction. Glass bottles at that time were worth, at most, eight trips. Then a new process was introduced. The thickness of the glass was reduced by 60 percent, and a chemical called titanium was sprayed on the outside of the glass. Production costs dropped dramatically because of the reduced amount of glass material required, and the life of the bottle increased from eight to fourteen trips. To make the new production method even more viable, freight charges were less due to the reduced weight of the bottles.

Now, in places other than Hong Kong, "one trip" glass containers are used as it has been found some consumers prefer to drink from a glass container rather than a metal container. The almighty can has not yet won!

For companies which are interested in acquiring technology through licensing, they should identify their needs, consider the technical practicability of transferring that technology to their factories, and then, if they are sure they know what they want, set about trying to attract it.

What and how does the LES do to arouse the interest in the transfer of technology through licensing?

To arouse the interest, the society mainly resorts to education and persuasion. We constantly invite LES members and industrialists to listen to and learn from specific cases before and after acquisition of know-how through licensing. We attempt to emphasize the advantages of licensing technology now on a voluntary basis, instead of being forced to do so at a later date when competition from neighbouring countries works against us. "Shape up or get out" is one of our slogans in promoting licensing technology. To promote the concept of licensing, the society after its inaugural meeting in March held a seminar three months later on "Licensing and its role in technology transfer for Hong Kong Industry." In September, it will organize a two-day conference at the Hilton Hotel, with the theme "Prospects for profits in licensing opportunities and challenges in Hong Kong and the People's Republic of China." Officials from China will be invited to speak on the topic.

By organizing such meetings, the LES hopes to provide a forum to assist a company to capitalize on its assets by including intangibles, such as technological knowhow.

In a company's financial statement, its tangible assets are usually laid out clearly for the benefit of its shareholders. What might not be available, however, is a statement of the intangible assets owned by that company. Those intangibles will include knowhow and technology capability. This bank of technology will often include improvements in the production lines or a simple idea which when developed and implemented, can sometimes result in substantial

savings in terms of actual costs incurred. We are concerned in effect with the identification or recognition of what makes the company, the production lines or a product a success. Every time you see those words "Made under license", you can rest assured that somewhere, sometime a package has been created from seemingly random knowledge, experience and an inventive capability!

What are the difficulties in promoting the concept of licensing technology in Hong Kong?

In the transfer of technology in Hong Kong, licensing is a relatively new concept as local industrialists tend to be more familiar with the channels of international sub-contracting and joint ventures. As compared with sub-contracting and joint ventures, licensing technology is a more time-consuming process before it bears fruits, because the licensee usually has to master the technology and to take care of product development, marketing and sales.

Very often, industrialists do not understand the profitable elements of acquiring technology through licensing, and what technology is suitable for them to acquire in order to fit their own requirements. Even if they are willing to enter into a licensing agreement, they may end up in not knowing how to apply it properly, or they may find that their workers are not thoroughly trained to use the new technology.

It is generally advisable to select a technology in which the firm has already had proven success rather than one which may seem more advanced, but which may not be successful. The choice will be influenced not only by the proven and field tested expertise of the firm, but also by the size of the market, competition and export possibilities, raw materials costs, size and skills of labour force, government regulations and so forth.

However, established technologies have the advantage of being more widely used and more fully understood. They have probably been adapted to a variety of situations or applications which can save the time and expense of modifications. Licensing proven technology should also be considered as this is often quicker and cheaper than going through the time-consuming and costly exercise of research and development.

The formation of the LES in Hong Kong comes at an appropriate time to be able to help industry with information, advice and professional assistance, in view of the increasing need to upgrade qualities and move up market. Local factories interested in licensing will be able to receive good factual information, on the do's and don'ts of licensing agreements. This will help to prevent unsuccessful and unprofitable licensing agreements and encourage successful technology marriages. As Mr. Barker concluded, "The success of the LES will be a reflection of the success of the industry in Hong Kong."

Economic strength depends upon a healthy society

by Graham Jenkins

SUCCESSIVE post-war generations of young people in Hongkong have grown taller, stronger and mentally more capable. How much that happy phenomenon has contributed to those spectacular annual economic growth rates we almost monotonously record is immeasurable. Suffice to say the progressively improving health factor in Hongkong's economic performance is no accident. The wealth in gross domestic product our workers have generated for investors has also improved their own social conditions. Our capacity for hard work and enterprise is also, in no small measure, related to the post-war work of our Medical and Health Department. Graham Jenkins has been taking a close look at the performance of this Department and its current policies. His report:

CRITICS of our Medical and Health Services are never hard to find. Recently they have ranged from the Department's own nurses and dispensers with an axe to grind for more pay to some doctors on the University teaching staff of Queen Mary Hospital whose professional consciences have led them to demand a better ratio of nurse-to-patient care for desperately sick children.

The public reads and listens to these exposes and is often left genuinely concerned about dark hints at potentially dangerous slip-ups with drugs and allegations of possible avertible mortality.

That concern is not always completely dispelled when our embattled Medical and Health Department is seen to take its critics in its own pragmatic stride.

It labels, of course, some criticism as irresponsible. Other complaints are slotted into a public debate category as inevitable manifestations of our community's ever-escalating expectations.

These quick-fire exchanges that make headlines are not, in themselves, a bad thing for Hongkong. They keep our Medical and Health Department and the rest of our Government on their toes. And they serve as frequent reminders that, though our Medical and Health Services usually perform quite satisfactorily, the public does want to see constant improvements.

But what those exchanges seldom seem to do is to provide a balance between what our Medical and Health Department has achieved, what services it is providing and what improvements it is accomplishing annually within the limits of financial constraints.

None of this is much consolation to say, a Government doctor, who having been given the latest equipment to deal with acute heart cases then

complains he hasn't really enough space to operate it with ease. Having got equipment worth \$2 million he then wants \$10 million more to be spent on building extensions. Such development, of course, where justified, are going to take time as well as money. So does the training of more and more nurses and doctors and the acquisition of the latest equipment. Inevitably, there must be priorities.

To get criticism into real perspective one has to remember that for most of its history Hongkong has had a notorious reputation for lack of sanitation and disregard for the health of its people. Even less than 50 years ago the expression "Go to Hong!" in many parts of the British Commonwealth was a relatively polite way of saying "Drop dead!" Hongkong was much more than a "White Man's grave."

The fight to control infectious diseases was, indeed, begun long before World War II. But it was only after World

War II that the battle was tackled in an organised, determined and sustained way. As a result, diseases like diphtheria, smallpox, plague, malaria, cholera, poliomyelitis, measles and the scourge of tuberculosis were eventually brought under control and save eliminated altogether.

Dr S.F. Lam, deputy director (medical) of our Medical and Health Services Department who usually responds to criticism aimed at his Department on television, on Open Line and in our newspapers, says: "Tuberculosis has always been a scourge. It is still a scourge though we have controlled it down to 30 percent of what it used to be.

"Tuberculosis is one of those diseases, like leprosy, of poverty. The better the social conditions, the better the environment, the better the food, the lower the incidence. The discovery of new drugs also has had a lot to do with our present, very good record."

Dr Lam recalls that once in Britain and



Antenatal care is provided free at 39 family health services clinics run by the Medical and Health Department.

Post natal care is also provided to the female population.

Women may also seek family planning advice there at HK\$1 per visit.



Health visitors from the Medical and Health Department visit the mother after her delivery to check on the baby's progress and advise her on how to look after him.

Mothers are advised to bring babies to the infant care sessions at any of the 38 Maternal and Child Care centres where babies are regularly examined.

A comprehensive observational scheme, introduced in May, 1978 provides free regular check-ups to children from birth to the age of five. This scheme is to ensure that all congenital or acquired abnormalities of a child are discovered and remedial action taken as early as possible.



Immunisation against childhood diseases is provided free for the new born to five-years old. This protects babies from infectious diseases such as tuberculosis, poliomyelitis, measles, diphtheria and tetanus.

When they grow up they can again obtain at schools or clinics immunisation treatment against cholera, smallpox and typhoid.

Girls between the age of 11 and 14 are also given rubella vaccines.

elsewhere tuberculosis victims lay literally for years in big TB hospitals, especially those who had the disease in their bones or joints.

Now, in Hongkong, as elsewhere, most tuberculosis patients are treated with the latest drugs on an ambulatory regime — sent home with their medicine and told to use separate eating utensils and not to sleep close to others until the slow healing process is completed. Only cases that would infect next-of-kin are usually hospitalised.

Prevention is, of course, better than cure. Now almost 100 percent of our new born infants get BCG vaccinations and tuberculosis is already rare among

our children.

Cholera is another scourge Hongkong has controlled. There hasn't been a case for three years and the last one was imported. Hongkong does not have classic cholera but the less virulent *el tor* is endemic in our soil. Thus we always have some carriers which makes personal hygiene extremely important, particularly in summer. Restaurant workers are regularly being examined to see whether they may be carriers. Where carriers don't respond to treatment they are excluded from restaurant jobs.

Happily today there are no cases of bubonic plague. But we do have the species of rat on which plague-infested

fleas live. Plague is endemic in Vietnam and the fleas that kill the rats there then attack human beings, which is why we keep Vietnamese refugees in their boats for a week at Western Anchorage looking for incubating cases. And why health inspectors daily comb our dead rats establishing a "flea index."

Gastro-enteric complaints are still with us. But most of our people don't suffer from them because the Chinese don't like cold food. They like their food fresh and piping hot which eliminates gastro-enteritis.

Dr Lam agrees with the Urban Council's decision making it mandatory for factory canteens to have a licence because that makes the canteens accountable for the food they serve and the standards of hygiene they maintain.

Perhaps the Medical and Health Services' most spectacular success in our post-war fight against infectious diseases has been with poliomyelitis. We haven't had an acute case for nearly seven years. Yet every summer in the 1960s we had over 300 acute cases causing paralysis and death in children and some adults. Then, Hongkong started an immunisation campaign using Sabin vaccine, for which Dr Sabin was awarded a Nobel Prize.

"We had a very good response from our Chinese mothers because they knew how debilitating and crippling the aftermath of poliomyelitis could be," says Dr Lam. "We achieved a 98 percent immunisation rate. Only some children on boats and in some remote places were not immunised.

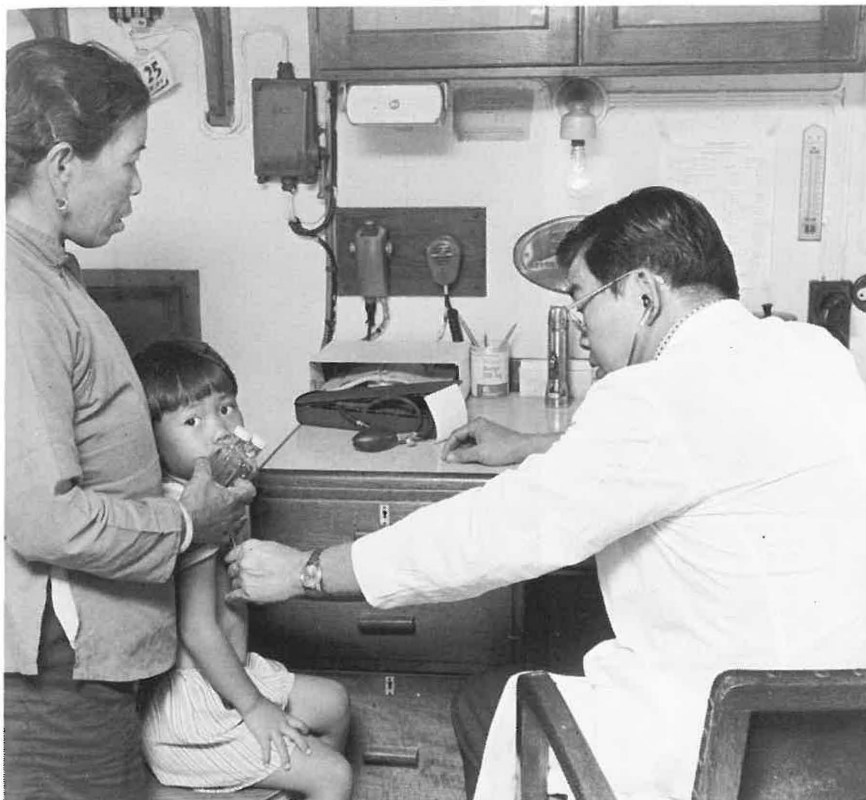
"The result is we have completely eradicated acute poliomyelitis. In fact, we cannot now even find an acute case to teach our medical students. All we are doing is treating old cases, the youngest of which is now eight or nine years old."

One result of this has been that the Duchess of Kent Children's Hospital at Sandy Bay has dropped the word orthopaedic from its name and besides caring for tuberculosis bone and joint cases and poliomyelitis is now accepting cerebral palsy and congenital deformities. The hospital has an international reputation as a centre of excellence for treating one particular condition of the spine and for its



Using a bellboy is one way of getting somebody to phone you back at the office.

available on your old pagers and the new ones could prove as big a boon to your organization's efficiency as the telephone itself.



The Medical and Health Department makes use of two "floating clinics", two vessels christened the Chee Wan (Merciful Cloud) and the Chee Hong (Merciful Voyage) to provide free medical services for inhabitants in remote areas and isolated islands. Each vessel measures about 500 feet long. On it there is a consultation room with a dispensary attached to it. A medical team consisting of a medical officer, a nurse, an assistant to register patients and a crew of seven. The vessels set out on a fixed itinerary to visit the islands at regular intervals during this week. They deal with about 1,500 patients per month.

pioneering work in verifying the ravages of orthopaedic diseases on young children. It is also noteworthy that all surgical and other treatment at this fine hospital is completely free to the patients.

The post-war fight to control our infectious diseases has suffered even recent set-backs however. Small peaks have appeared on the graphs plotting the incidence of tuberculosis, malaria and venereal diseases that have for years shown a downward trend. The peaks are attributed to the influx of Vietnamese boat people and illegal immigrants from China.

Dr Lam is confident the peaks are transient and will be eliminated as the population stabilises but admits that might well depend upon something beyond his Department's control, namely the continued diminution of the dual influx. We import more than inflation and smuggle more than narcotics.

Dr Lam explains that the best laid plans to improve our population's

health can easily go haywire when the influx hits up to 250,000 in a year. He defends his Department in handling of the Vietnamese refugees.

"Suddenly we were landed with 60,000 of these unfortunate people," he says. "Admittedly the conditions at Kowloon docks were very crowded. But, in the circumstances, what else could we do when we had to cope with so many so quickly?"

"We had to keep them in one place until we could examine them, process them and then decant them to the various camps. We did the best we could. There may have been a few isolated instances where a case was missed or not given the amount of medical care it should have received. But, by and large, those who needed care were well treated.

"A large number of refugee children were suffering from malnutrition and from diseases to which they responded badly. We found they needed more potent drugs than we would have used on our own Hongkong children.

"At the height of our problem these Vietnamese children were occupying 50 percent of our beds at Princess Margaret Hospital and a smaller percentage at Queen Elizabeth Hospital.

Dr Lam praises the Caritas Medical Centre which responded to his Department's appeal and set up a whole new acute paediatric unit of 80 beds virtually overnight.

Despite recent setbacks the fight to control infectious diseases has more than paid off. Our people are on average living 10 years longer than they did before World War II. Before that war the expectancy of life for a male was only 50 and a female 60. Now it's 60 and 70 — and our people are still growing older and older.

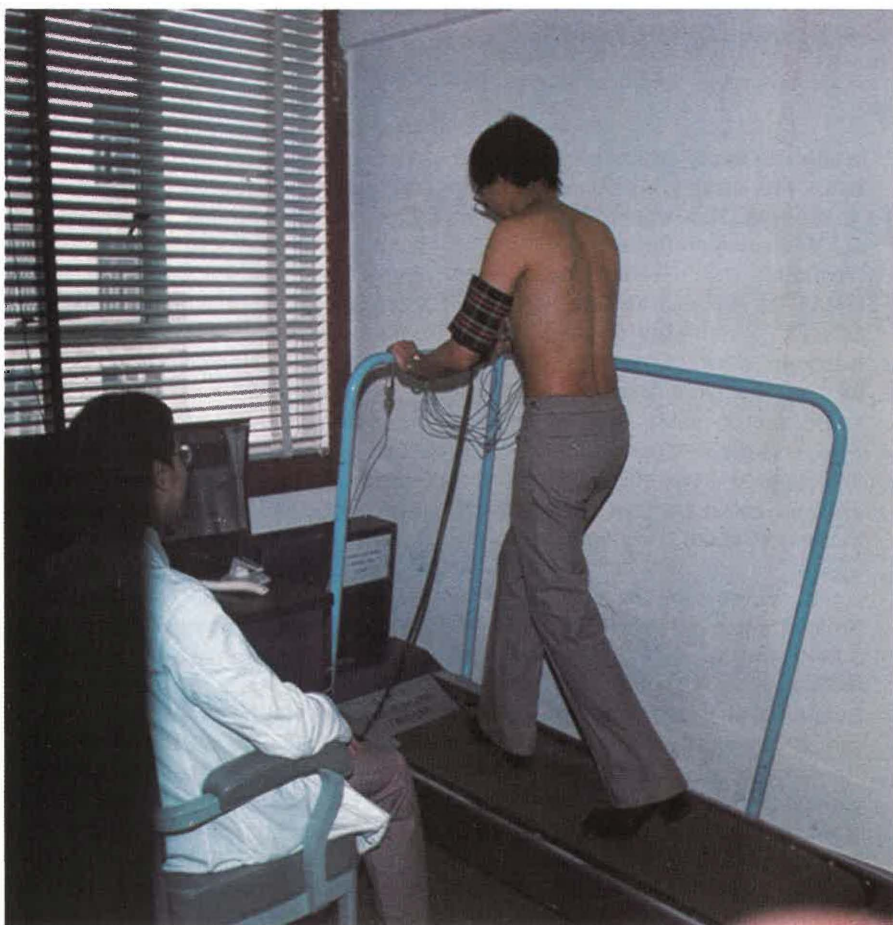
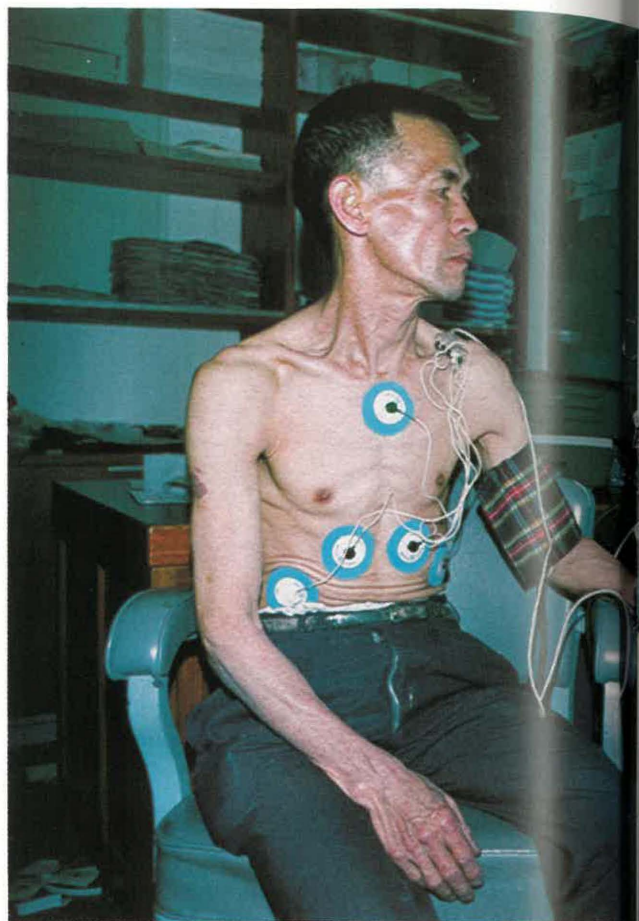
Besides, our children are growing healthier and healthier. They are taller, stronger and, Dr Lam also believes, their mental capacity is greater than it used to be. We are as near to being a developed society from a health point of view as one could define it.

"Now, as in developed countries, our main causes of death are cancers, heart diseases and accidents. And we are getting a larger and larger population of senior citizens," Dr Lam says.

Moreover, these new health problems are just as evenly spread across the New Territories, with its new towns, as they are in places like Causeway Bay or Yaumati. That evenness has for long been anticipated and recognised and that is why our Medical and Health Department has for some years now been embarking on a policy of regionalising facilities to bring the same acute services to the emergency heart case in Yuen Long as a similar case on Hongkong Island would enjoy.

"Our scheme divides the whole of Hongkong into five regions," Dr Lam explains. "At the moment Hongkong Island is one region. Kowloon is divided at Nathan Road into two regions and so is the New Territories split into east and west regions.

"In each of these regions we will have one, or may be two, main hospitals, called regional hospitals. Each regional hospital will have all the facilities for the most sophisticated investigations and for treatment of even exotic diseases, such as the uncommon anaemias. Each will also have the best surgical and obstetric facilities that money can buy.





Those who have heart trouble need not fear they cannot get the most modern treatment in Hong Kong. Our pictures were taken in the Internal Medicine Department of the University of Hongkong at the Queen Mary Hospital where 80 emergency cases are handled weekly in the cardiology section. They are referred to the University doctors from all over Hongkong and other parts of Southeast Asia. The Internal Medicine Department under Professor David Todd has three functions: to serve, to teach and to research. Top centre: Invasive cardiac catheterisation in progress which enables doctors to see inside the patient's heart. Top Left: The equipment on which the coronary angiogram is read like a movie from invasive catheterisation. Top Right: \$2 million worth of the world's latest echocardiogram equipment used in non-invasive assessments of heart conditions. It produces two-dimensional moving pictures by bouncing sound waves off the patient. Bottom left: An exercise test and a monitoring readout. Bottom centre: Patients in intensive care of the Internal Medicine Department.



Though there are some 20,000 hospital beds or 4.4 beds per thousand population in Hong Kong, the congested condition in the general wards of major government hospitals as shown in the picture is not uncommon due to a heavy demand for medical facilities. Quite often, temporary beds are set up in the wards to accommodate patients.

The congestion has been greatly eased with the introduction of the regionalisation scheme of medical facilities under which the less acute cases are transferred to district hospitals.

The cost to patients of staying in a Government hospital, including medical consultation and treatment is HK\$5 per day, probably the cheapest such service in the world.



Shatin Hospital, the regional hospital in the eastern part of the New Territories, will provide 1,400 beds for the 700,000 population in that district when completed in late 1982.

It will also be the second teaching hospital in Hong Kong and will provide clinical training for 300 medical students. It consists of a main block, a specialist clinic block and a clinical science block.

The hospital will offer a full range of general and specialist services, including out-patient and casualty treatment and care of patients before and after hospitalisation.

The hospital's total building cost will be over \$400 million, excluding the cost of medical equipment and furniture, and is partly financed by the Asian Development Bank.



South Kwai Chung Hospital, Hong Kong's second mental hospital will be completed in late 1980 as an extension to the Princess Margaret Hospital Complex.

STATEMENT OF EXPENDITURE FROM 1974/75 TO 1980/81

	Medical and Health Dept.	Medical Subventions
1974/75	\$356,734,127	\$168,934,962
1975/76	\$387,434,036	\$167,025,229
1976/77	\$449,748,296	\$187,193,402
1977/78	\$500,669,323	\$239,791,565
1978/79	\$578,943,581	\$283,604,825
1979/80	\$689,151,822	\$341,354,229
1980/81 (Estimates)	\$827,751,000	\$444,515,000

(All figures in HK\$)

"These regional hospitals will be supported in each region by a number of acute or sub-acute district hospitals with fewer beds but the quality of medical care and the doctors and staff will be the same standard as in the regional hospitals. The district hospitals will deal with the commoner diseases and transfer exotic cases to the regional hospitals for purely economic reasons. We'll have a district hospital of about 600 beds for every population concentration of about 250,000 or more."

Dr Lam says the regionalisation scheme follows experience in and practice now being followed in Britain. He thinks the days of the huge hospitals of more than 1,400 beds are not exactly over but are drifting away.

"Our Queen Elizabeth Hospital has about 1,900 beds and Castle Peak over 2,000. These figures are rather unmanageable. Hospitals of 600 to 1,400 create better *esprit de corps* among the professional and paramedical staffs and the doctor-patient relationship is much better."

Dr Lam says our Government is simultaneously building more regional and district hospitals to complete the regionalisation plan of the Medical and Health Department. And it is upgrading from sub-acute to acute some existing district hospitals as well as expanding their bed capacity.

The Queen Mary Hospital is the regional hospital for Hongkong Island. But another is seen to be needed in the eastern part of the Island. This will be at Shauiwan and have 1,400 beds.

But Hongkong Island is relatively well served on a population basis compared with Kowloon and the New Territories. So the Shauiwan regional hospital is not likely to be ready before the latter part of the 1980s.

However, the Queen Mary Hospital is one of our ultimately two university teaching hospitals and therefore entitled to the fullest possible facilities. That is why it will have an annex and an extension before Shauiwan opens to maintain a high standard of medical teaching and thus a high quality of medical service everywhere. Two regional hospitals exist in Kowloon, Queen Elizabeth Hospital serving west Kowloon from Hunghom and Kwong Wah Hospital serving east Kowloon. A new 1,400 bed east

Kowloon regional hospital is to be built on a hill overlooking Jordan Valley to serve the rapidly increasing population of the Clearwater Bay Road area and a 600-bed extension will be added to the now 580-bed existing United Christian Hospital to serve Kwun Tong. The Haven of Hope Hospital at Junk Bay will probably also be upgraded to a 600-bed acute district hospital, dependent upon the development of Junk Bay into a new town of 350,000 people.

In the western New Territories the existing regional hospital is the Princess Margaret hospital of 1,400 beds serving the Kwaichung area. The Yan Chai hospital at Tsuen Wan is also to be upgraded to an acute district hospital to serve the rapidly growing population in that part of the region.

Another 1,400 bed regional hospital at Tuen Mun will be ready by 1984-5. In the same western region to meet the needs of that new industrial town. And the Fanling Hospital is to be upgraded with emergency facilities to meet the needs of the Sheung Shui-Fanling district. At Yuen Long the Pok Oi district hospital is also to be provided with more facilities so that it can admit acute cases.

In the eastern region of the New Territories the 1,400-bed Shatin regional hospital will be ready by 1983 when it will also begin teaching the first clinical students from the new Faculty of Medicine at the Chinese University that begins enrolling next year. Its output is expected eventually to be about 100 qualified doctors a year from a teaching staff that at least at first will be largely expatriate to establish a reputation and a high standard.

Soon after Shatin regional hospital opens it is not expected it will be able to cope with the needs of Taipo as well as Shatin. The Medical and Health Department therefore plans to build a 1,000 to 1,200-bed acute district hospital at Taipo.

Dr Lam says he is confident these big plans for efficiently regionalising our medical and health services that, of course, embrace outpatients' clinics and specialised services, will provide the quality of medical care for our people they would like to have, provided Hongkong doesn't get another deluge of refugees and illegals.

"Like all social services we cannot

stand still," he says. "Even if we provide the best we still have to provide more. First we must provide for human needs then we must provide for human ambition and meet our people's expectations. As standards of life improve our people will expect more and more."

The remarkable thing about this philosophy is that Hongkong apparently intends to continue to meet its people's expectations with a non-contributory National Health Service, a scheme that Dr Lam describes as "the best medical buy in the world."

The outpatient fee at Government clinics is only \$3 a visit though the outpatient may go home with more than \$15 worth of medicine. And the hospital fee is only \$5 a day and, like the outpatient fee, may be written off if a patient cannot afford it.

Besides, the services now being recognised, are available to anybody and everybody though not all take advantage of them. Even a tourist is entitled to emergency services if he breaks his leg or falls ill. And nobody asks for his insurance card nor enquires about his credit rating.

Even perhaps more remarkable the regionalisation of our Medical and Health Services ties into a wider Government regionalisation plan of its other services. And the establishment of district boards that will give elected representatives from a universal franchise a say in establishing local development priorities.

That, in turn, may someday help reduce another threat to the health of our community — the rat pack syndrome, common to all big cities where crowded environments create psychiatric problems.

Dispersing our people to new towns with less crowded environments and regionalising amenities, as well as our medical and health services, could help reduce the tensions in our busy crowded lives — even reduce the traffic on Repulse Bay Road on hot summer Sunday afternoons.

The ubiquitous slogan we might then be hearing with irritating monotony would not be "Put your litter in a bin" but something like, "Swim in your own housing estate swimming pool! — Why risk your health at Repulse Bay beach?" Come to think of it, that slogan could be used right now.



From Hong Kong to London. More

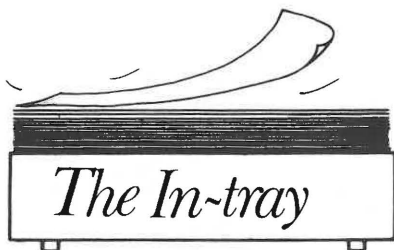


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The In-tray

New members

The following companies joined the Chamber during July:—

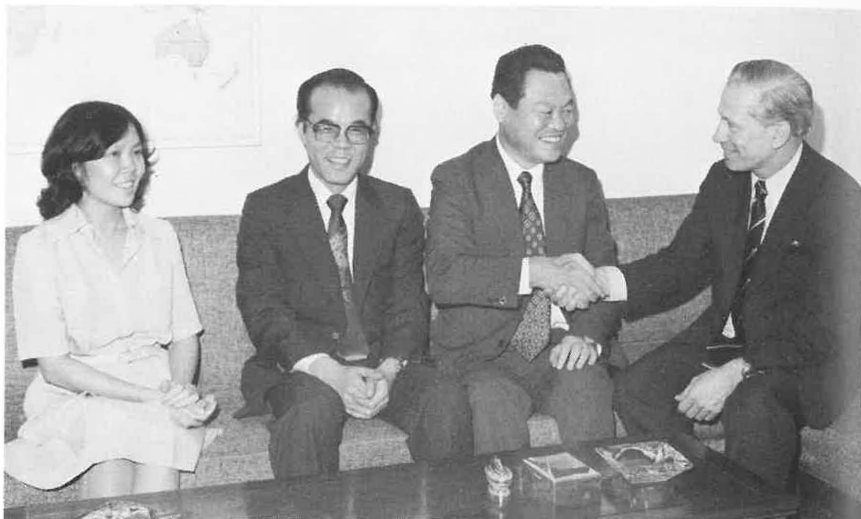
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Deep Diamond Company Ltd.
Elders Hong Kong Ltd.
Edwin & Company
Elgi International Trading Co.
Fodak Clocks & Watches Manufactory
G.S.R. Trading Co. Ltd.
Golden Lily Co. Ltd.
Haiford Fashion Knits Ltd.
Hasia Trading Ltd.
Henritex Development Co. Ltd.
H.K. Hip Shing Products & Industrial Co. Ltd.
K.W. Au Yeung & Co.
Kaly Industrial Co. Ltd.
Kwans' New World Trading Co. Ltd.
LiSy Trading Company
Peninsula Industries
Powell Management Services Ltd.
Sum Lam Development Co. Ltd.
Tung Ming Trading Co. Ltd.
United (H.K.) Enterprises
Universal Embroidery Factory
Wise Progress Enterprises Ltd.
Yung Mao Chemicals Co. Ltd.

Chamber's committee members appointed to Public Service Commission

The Governor, Sir Murray MacLehose, has appointed Dr. Victor Fung Kwok-King and Mr. P.A.L. Vine as new members of the Public Service Commission.

Dr. Fung is a member of the North America Area Committee of the Chamber and managing director of Li and Fung (Trading) Ltd. He is very active in community service and is at present a member of the Social Security Appeals Board, the Hong Kong Export Credit Insurance Corporation Advisory Board, and the Executive Committee of the Hong Kong Management Association. Mr. Vine, a prominent figure in

Welcome . . . and Good-bye



The Japan External Trade Organization (Jetro) recently appointed Mr. Yoshiaki Kuwamura as the new director general of the Jetro in Hong Kong. He succeeds Mr. Mitsuru Fukukita who is returning to Japan to take up a new post of Jetro in Tokyo. Picture shows the Chamber's Director saying farewell to Mr. Fukukita (second from right), whilst his successor and Miss Cecilia Fung, the Chamber's Assistant Director for Industry, look on.



The Director of the Auckland Chamber of Commerce Mr. Tony Mortiboy was in Hong Kong last month to study the operation of the General Chamber. He was welcomed by Jimmy McGregor when he called at the Chamber.

business and legal circles, is chairman of the Chartered Bank Hong Kong Trustee Ltd. He is a director of several public and private companies and is presently chairman of the Legal Committee of the Chamber.

Survey on Hong Kong — China cooperation

Owing to increasing activities by member companies in joint ventures, compensation trading agreements, sub-contracting and other form of industrial processing with China, the Chamber is conducting a survey on its members presently involved in such activities.

It is hoped that the survey will provide more specific information than is available at present on these ventures. Companies are rather reticent about the success or otherwise of their functions in China, but the Chamber hopes to learn something about problems and their solution as well as successful operations.

The survey is also intended to assist the Chamber in providing good support services for prospective joint venture companies requiring information and contacts. It is not intended to publish the results of the survey, nor to release any information on individual projects.

Technology and equipment fair to be held in Guangzhou

An exhibition to introduce advanced technology and promote trade and technology exchange with China will be held in Guangzhou from 20th November to 4th December.

Sponsored by the Guangzhou Bureau for the Exchange of Technology, the fair will focus on four areas: light industrial equipment and instrument, printing and packaging, mini-computers and electronics, and building and hotel supply.

For further information, please contact the exhibition organizer in Hong Kong — Great Sincere Technology Exchange Co. Ltd., 5-457087.

Hong Kong to hold Asian Productivity Congress

About 400 persons concerned with productivity and development are expected to participate in the second Asian Productivity Congress to be held in Hong Kong from 27th to 30th October, 1980. The function, which

marked the 20th anniversary of Asian Productivity Organization, is jointly organized by the Organization and the Hong Kong Productivity Centre.

The theme of the Congress is "New Dimensions of Productivity and Development Strategies for the 1980s." The Congress will consist of plenary paper presentations and group discussions in committees.

The Hon. Sir S. Y. Chung will deliver the keynote address on "Productivity Dimensions and Directions for the 1980s in the Developing Economics of Asia."

Rapid growth in Japan's semiconductor industry

The fast growing Japanese semiconductor industry invested more than ¥105 billion (HK\$2.34 billion) in new production facilities and equipment in fiscal year 1979, more than double the industry's capital expenditures in fiscal 1978.

These figures were revealed in the 270-page report, titled "The Japanese Semiconductor Industry 1980" and prepared by BA Asia Ltd., Hong Kong-based merchant banking subsidiary of the Bank of America.

According to the report, 1979 was a record year for the Japanese semiconductor industry and prospects appear favourable for continued growth. It pointed out that semiconductor imports into Japan last year rose 63 percent to ¥88 billion (HK\$1.96 billion), which was due to increased domestic demand and favourable exchange rates. America accounted for about 65 percent of the total imports in yen terms.

Despite substantial imports, the study finds that Japanese producers recorded impressive exports in 1979 as well. The value of integrated circuits sold abroad amounted to ¥84 billion (HK\$1.87 billion) which represented 22 percent of Japan's total semiconductor production last year.

The study features a summary of 1978-79 industry activities and projections for the current year. It includes an authoritative list of semiconductor equipment suppliers as well as agents for foreign producers. In addition, users will find data on semiconductor sales, and unit production by device type.

The report is available in Asia for the equivalent of US\$490 from BA Asia Ltd., Hong Kong.

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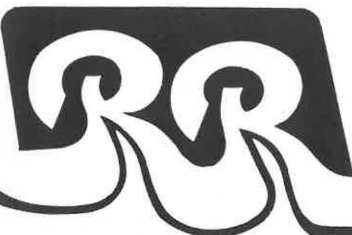
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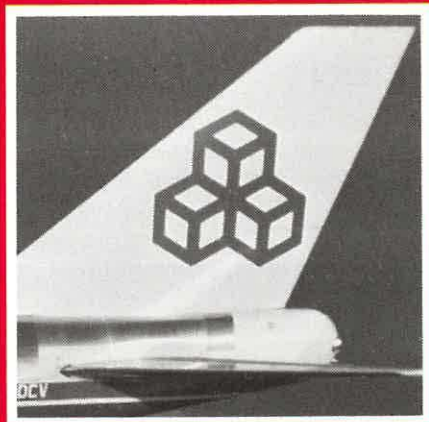
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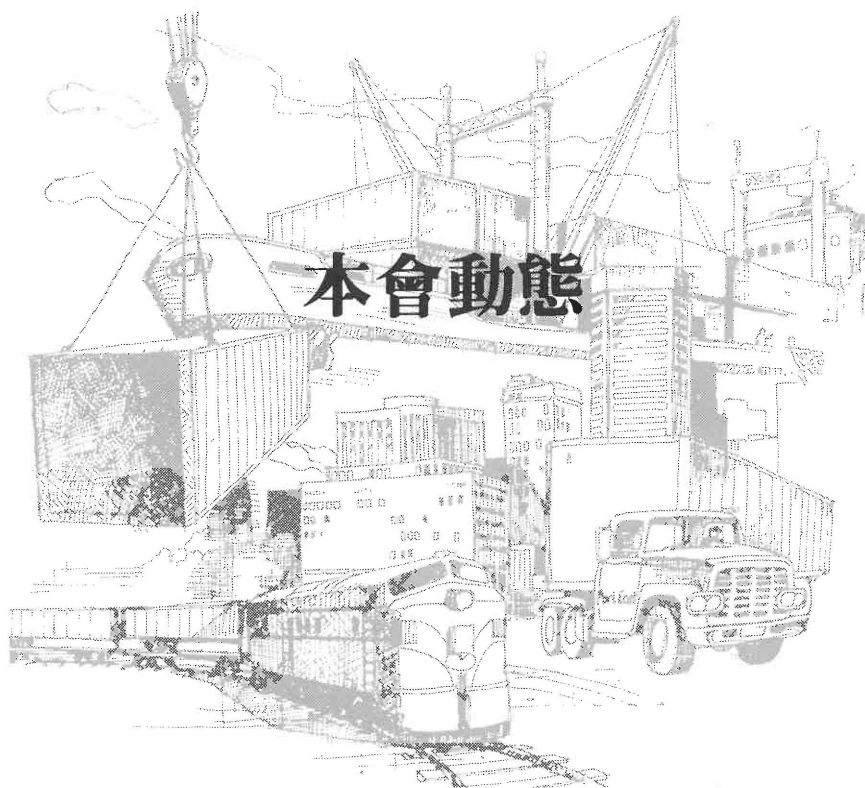
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本文內容乃摘錄自執行董事向理事會及其他工作委員會發表之每月報告。

中港經濟合作持續發展

由助理董事馮若婷主持的工業部繼續參與中國的發展。副經理區永祥專責協助會員及其他公司（包括外國公司），提供有關中國及國內機構的資料。除安排適當人士會晤外，他亦為訪港中國官方代表團安排訪問程序。近月來，本會已款待了數個中國訪問團。

今年六七月間，本會分別協助了兩間會員公司，為訪港中國官員安排工廠參觀事宜。其中一個四人工業團是來自寧夏一間電子廠。（寧夏是接近內蒙古的一個自治區）。該團共參觀了六間香港工廠，考察本地生產方法，管理技術及推銷策略。寧夏工廠僱有約一千名工人，主要生產軍事電子產品，它現正計劃擴充生產，兼製消費及工業電子產品。

寧夏工業團訪港的主要目的是為考察和訓練，該廠負責人認識到寧夏地點偏僻，吸引港商在當地從事補償貿易及聯營企業投資，較為困難。然而，他們又指出，目前已有若干外商達成協議，在當地投資設廠，其中

一項是與一日本公司達成。會員如有興趣在寧夏投資生產，請與馮若婷或區永祥聯絡。

另一團是由新會縣六名官員組成，新會接近澳門，與香港相距一百二十公里。該團蒞臨本會訪問，由執行董事及工業部職員向他們簡介香港經濟情況。他們表示對這次訪問成績感到滿意。過去兩年來，新會縣已與港澳商人達成了多項輕工補償貿易協議。最近，該縣行政單位獲得兩艘小輪，定期往返香港及新會，確保雙邊貨運直接快捷。凡有興趣在新會縣投資的公司，亦請與馮若婷或區永祥聯絡。該團邀請本會職員訪問新會縣，執行董事表示會在適當時候安排訪問。

香港中英工商協會

有多少會員公司高級行政人員聽說過「香港中英工商協會」這個名字？有多少人士真正認識這個組織的工作？本會執行董事麥理覺是香港中英工商協會（香港分會）的名譽秘書，簡悅強爵士是現任香港分會委員會主席，施懷亞是倫敦總會委員會主席。

港英兩個委員會皆是由多位知名人士組成，委員會名單有如香港工商界的名人錄。

香港中英工商協會是一個私營的組織，總會設於倫敦。其宗旨是促進香港在英國的形象、抱負、利益和表現，並且盡量加強港英之友好關係，提高英國對香港問題、工商業與經濟業績及香港市場潛力的認識。上述工作目的是通過與英國決策人士保持私人聯繫，消息交流及友善討論進行。

香港中英工商協會倫敦總會會務，是由希格祺及一個職員小組負責。倫敦委員會經常與英國政府及私人工商組織保持聯絡。該會的工作成效一般并不受注意，是在友好合作的環境下實踐。倫敦總會亦企求獲得香港的評論，以更正雙方的誤解及提高英方對香港的真正認識。

在英國首都開辦這類機構的經費必然昂貴，倫敦總會及香港分會會員繳納的會費及捐款，就是這個機構的主要收入來源，（用作推行會務的經費）。事實上，倫敦委員會成員亦有私下解囊協助推展會務。

主席簡悅強爵士及名譽秘書麥理覺，在中華廠商會及香港工業總會支持下，展開了一次大規模的徵求會員運動，增添會員以加強香港分會的實力。此項運動推行極之成功，直至目前，新會員人數超逾二百三十名，而會員總數則已接近四百名。該會將為會員安排活動，希望能邀請到高層人士向香港會員發表演講。

會員欲知有關以上各項報導之詳情，請與董事助理黃麗華小姐聯絡，電話：五—二三七一七七，內線三十。

如何使港貨在日本市場 獲得更佳出路

根據今年首五個月貿易數字顯示：香港對日本的出口貿易較去年同期下降百分之十二，但同期間，本港從日本輸入的產品則繼續迅速增長百分之卅四。

在此期間，本港產品對全世界的出口貿易均高度成功，增幅達百分之三十三點一。舉例而言，本港對美國、西德及中國市場的出口總值分別增加百分之卅三、百分之廿八及百分之三百六十九，甚至對經濟衰退的英國市場出口亦因增加百分之十六。然而，港日貿易却因出口續減，入口續增的反常現象引起注意。（參閱附表一）

作為一個自由港及自由市場，香港當然不會因日貨進口續增而感到過度困擾。日本供應本港所需的原料、半製成品及資本財貨（如機器）。這些進口貨有部份是經港轉輸國內廣東省地區的。因此，實質上言，香港除為供應港人及本身工業的需要外，亦為廣東省的親戚及工廠輸入日本貨。

港府及本港商界領袖對八〇年港貨對日本出口增長下降甚感關注，（七九年該出口曾紀錄得百分之四十三的可觀增長）。令人尤感困惑的是，雖則港日雙方已成立了港日貿易合作委員會，但港貨輸日仍出現減退趨勢。該委員會的工作目的是鼓勵推廣港日經濟合作，平衡兩地貿易逆差。

繼由港督及簡悅強爵士率領的兩個高層代表團訪日後，貿易合作委員會於去年二月分別在日本及香港設立。當時，港日貿易逆差比例為一比七點三，換言之，以貨幣計，日貨輸港總值是本港對日出口的七點三倍。

十五個月後，即八〇年五月底，經過連串的研討會、展覽、貿易團訪問活動及雙方的推展努力，雙邊貿易逆差比例却擴大至一比十一點十二。今年首五個月的貿易數字顯示：香港對日本的出口價值達八億六千五百三十一萬元，而同期從日本輸入本港的產品價值則為九十六億二千八百七十七萬元。

對於港貨在其他市場（尤指台灣及南韓）的銷路普遍增長，惟在日本市場銷路不佳的情況，各界人士曾提出多個原因去試作解釋。有些妨碍貿易增長的問題當然是出自日本方面，這些都是衆所周知的。日本批銷制度複雜是其中一個難題。外國入口貨經過衆多的批發零售商，才達到消費者。消費者在購物時所付出的零售價往往已包括了多重佣金

，因此，與本地貨及來自南韓與台灣的廉價貨比較，港貨就顯得失去競爭能力。再者，與南韓及台灣的出口商相對，語言問題亦使港商處於明顯不利的地位。

日本銷售季節短亦常被視為一個嚴重的貿易妨碍。日本四季分明，意味每季貨品都只有一個短的銷售期。在歐洲，毛衣及其他禦寒衣物的銷售期可能長達六至九個月，但在日本，這類貨品的

附表一

香港對外貿易統計 一九八〇年一月至五月

美國對港入口	+47%	英國對港入口	+29%
香港對美出口	+33%	香港對英出口	+16%
日本對港入口	+34%	西德對港入口	+15%
香港對日出口	-12%	港對西德出口	+28%
中國對港入口	+51%		
香港對華出口	+369%		

附表二

日本普及特惠制 未被列入特惠制之香港商品類目（一九七四年起）

下列香港貨品輸日未獲日本政府給予最優惠待遇。本港若干貿易競爭對手（包括南韓及台灣）受到這個優惠待遇。

日本關稅項目編號

42.02
64.02 - 1 - 2 (1)
67.02
70.19
71.12
71.16
97.03

項目說明

旅行用品
皮鞋
人造花果盆景
玻璃珠粒及人造珍珠
金銀首飾
人造首飾
玩具（不包括洋娃娃）

一九七三年日本對九十多項港貨入口不給予優惠待遇所提出的理由，是香港的強大競爭力可能對日本國內工業構成競爭威脅。而且，與其他實施普及特惠制國家（如英國及歐洲共市）所列的例外項目比較，以上名單已算較寬。在港府極力促請下，日本政府已將未列入普及特惠制的港貨品種由九十六項減至以上的七項。

據日本入口統計數字顯示，在七二至七九年間，上述七項港貨在日本進口市場的佔有率由百分之廿五點七降至百分之十二點二。而同期間，日本此七項貨品的全球進口增加百分之四百五十六。

貿易統計數字又顯示，在七二至七九年間，台灣（受惠國）上述七項產品在日本進口市場的佔有率由百分之五點九增至百分之七。而同期間，南韓（受惠國）方面的市場佔有率則由百分之四點九增至百分之六點五。

有意進軍日本市場的製造及出口商，或會對下列由日本貿易振興會出版的小冊子感興趣：

①日本一作為出口市場

③入口促進活動計劃

②日本消費者

④進軍日本市場之成功秘訣

香港日本貿易振興會辦事處地址如下：

香港中區夏愨道和記大廈1910-1915室

電話：5-264067-70

5-227795

銷售期就僅有三個月。因此，大多數日本入口商都無法作大量訂購，而且他們對交貨期限的要求亦必須嚴格。另一方面，出口商則不能利用低運費，因而間接提高了他們的成本和減低利潤。

此外，入口貿易制度複雜，日本入口商對產品水準要求嚴格及本港有七類商品未列入日本政府普及特惠制（詳情參閱附表二）等限制，對港貨在日本市場的銷路亦造成障礙。

鑒於港產品繼續向高級市場發展，生產成本提高，本港出口現正面臨兩頭落空的危機。一方面，我們已不能再與南韓及台灣的低價貨維持價格競爭，另一方面，港產品與吸引消費者的歐美名廠貨競爭的表現亦不佳。

再者，我們又與日本貨產生直接和強烈競爭。正如一般所知，我們能向日本推銷當地沒有生產的貨品種類不多。

由於日本的生產成本比歐美方面略低，港貨在日本并未享有如其他市場一般的價格優勢。舉例而言，正如某日本連鎖店的入口商指出，在歐美市場，一條港製牛仔褲的售價可以標高至相當於離岸價的五倍，但在日本市場，如要與當地的廠商成功競爭，同一條港製牛仔褲就只能以相當於離岸價三倍的價格出售。

換言之，利潤將會極之緊縮，日本買家之所以能在本港極力壓價，亦因此故。另一方面，大多數本港製造及出口商未有重視日本市場亦應對港貨輸日業績不佳負部份責任。他們往往偏重歐美市場，因為這兩個市場帶來的利潤較高、銷售季節較長、訂單數量一般亦較大。很多港商與日本買家做生意態度不熱切，是因為他們的要求較高，且出價未如其他市場買家一般大方。

只要港製造商及出口商心目中仍有不願，現時港貨對日本出口業績不佳的情況必將持續。事實上，鑒於這個冷淡態度與港日貿易合作委員會及政府的態度相對，某日本入口商曾提問港製造商是否真正對日本市場感到興趣。

工商組織如香港總商會、中華廠商會、香港工業總會及貿易發展局，在過去數年已組織了多個貿易及工業促進團成功訪問日本，但它們促銷活動的結果却因年而異，這現象顯示港貨尚未在日本市場奠定穩固基礎。本會大多數的貿易團都策劃周詳，參加踴躍。這些訪問團在籌組方面極少出錯，但就實際訂單

而言，我們期望的續單交易却未見如期湧至。顯然，問題並不在於促進，而可能在於產品及價格。

從推行促進活動獲得日本方面的反應顯示，品質滿意的港貨一般售價過高。某日本入口商指稱，他可以比港貨售價低百分之四十的價格向台灣訂購同一產品。再者，很多日本入口商亦表示，他們對香港去銷歐美市場的高級時裝及其他高級產品感到興趣，但對本港製造商的定價却不感興趣。

年內的發展可能會使情況略有改變。美國及西歐國家（尤其英國）呈現嚴重及可能延長的經濟衰退，顯示在未來十二個月間，來自若干主要市場的訂單或不會維持理想。年初時，因利潤低而對日本市場態度冷淡的製造和出口商，現在可能會對市況作重新考慮。

此外，由於來自中國的合法及非法

移民大增，今日香港備有大量較廉價的勞工，而過去一年製造業的工資水平亦頗為穩定。低勞工成本若能持續一個時期，則必可提高本港與其他發展中國家相對的競爭能力。

最後，南韓的政治局勢亦可能對有意在外地投資設廠的日本公司起抑制作用。香港在獲得新工源及接近中國的有利因素刺激下，可能再度成為對日本工業投資具吸引力的一個地點。而且，正如港日貿易合作委員會一位日方委員指出，以他們的經驗，日本一旦在某地區從事投資，該地區對日本的出口貿易就會增加。看來，香港必須把拓展日本市場寄望於吸引更多日商來港從事工業投資。

詹德隆是本會貿易部助理董事，他亦為港日貿易合作委員會之貿易發展工作小組的委員之一。

一位日本買家就港貨及港商態度……提出的幾點意見

節錄自「談香港觀感」

作者 什一 3-力堂（株式會社）高級董事經理山田先生，他是八〇年三月訪港日本連鎖店採購代表團團員之一。

引自「日本紡織新聞日報」(Japanese Textile Daily)

一九八〇年三月卅一日

日本紡織新聞日報

「與香港商界人士會談間，我直率地問他們，為何香港對日本的出口只相當於對美國及歐洲共市的六分之一，而且僅佔香港出口總值的百分之四。他們回答說「不知道」。如我所料，他們稱貿易障礙主要是在日本方面。

我不知道他們的談話能反映多少香港出口商的意見。他們首先一再提出日本的批銷制度複雜，這可能是抗議港貨輸日成績不佳一個最容易和無妨的藉口。我常以南韓及台灣為例，解釋這兩個國家如何克服「複雜的批銷制度」，如何推廣適合日本市場的產品，如何應付少額訂單的要求及如何改進他們的產品檢定標準，以符合日本市場的品質需求。

其實，在我們開始進口貿易時，港貨的品質遠較南韓及台灣產品優越。但過去十年間，香港對日本的出口却下降至相當於南韓對日本出口的五分之一，和台灣對日本出口的四分之一。

我們參觀過兩間產品檢定中心。或者，香港當局會這樣說，「對本港產品，你們盡可放心，因為我們設有中心進行品質檢定。」但這些檢定設備僅相當於日本個別公司擁有的規模。當我問及他們如何處理入口國家的品質要求時，他們只回答港貨品質符合國際標準。他們不考慮到入口國家對產品的品質要求，是一個問題。對於日本買家派員出國檢查訂貨標準的做法，他們皆感詫異。

過去十年港貨的品質已大為改善。然而，在美國商店購買港貨的是低入息階層。應知道日本商店的品質有比美國更高者，而日本本身就是製造商。港貨與南韓及台灣競爭已失去價格優勢，而中價貨則不適合日本市場。港商分包及製造歐美牌子的貨品，但這些貨品不能輸往日本。他們可能要設法製造一些別具特色的產品——非側重勞工的產品，而是略似歐美高級時裝產品的改裝式樣。此外，港商亦應準備承接少額訂單，和親自訪問日本市場。否則，就不能期望港對日的出口貿易會有進一步的發展。」

香港優質產品 標誌計劃



自七八年七月香港工業總會推行「香港優質產品標誌計劃」以來，該標誌大受廠商及消費者讚譽歡迎。目前，已有二百三十多項產品的樣式及尺寸，獲頒發使用「香港優質產品標誌」執照。為取得進一步成就，香港工業總會現正為該計劃展開宣傳活動，以提高本港及海外市場對「香港優質產品標誌」的認識。本文是由香港工業總會供稿，簡介「香港優質產品標誌計劃」的成立和目的。

「香港優質產品標誌」，英文簡稱HKQ-Mark，是審定優質港製產品的惟一標誌。

兩家新近獲准使用優質產品標誌的廠商是捷和鐘錶廠有限公司及美樂家電業有限公司。捷和公司獲准使用優質產品標誌的產品分別是「天秤牌」石英體掛牆鐘及「依麗牌」打火機。

捷和鐘錶廠有限公司市場經理祈維新先生說：「香港現正致力於製造高質產品，這趨勢對香港經濟的持續興旺，以及使港貨能在世界市場上保持高度競爭能力等方面，都是十分重要的。」

祈維新先生指出，在現階段來說，優質產品的「Q」字標誌是惟一可以鑑定優質港製產品的方法。他強調說，推行「香港優質產品標誌計劃」，更可鼓勵製造商提高他們產品的水準，以期獲得承認，可使用優質產品的「Q」字標誌。

美樂家電業有限公司生產的咖啡壺，獲頒發優質產品「Q」字標誌。該公司的廠務經理周秉漢先生認為，以標誌的方式表示認可產品的品質，「絕對必要」。

他認為，從產品符合某國家標準及國際標準而言，頒發這種標誌的意義就更形重大，因為，隨着消費者對香港優質產品「Q」字標誌的認識日益深刻，必定有助於促進本港產品在海外市場的銷售。

關於對本港產品的品質給予認可的計劃，是由前工業總會主席鍾士元爵士在一九六〇年代初構想出來的。在那個年代，貼有「帝國製造」標籤的低價貨已因品質低劣而聲名狼藉，再也沒有市場；世界市場競爭日趨激烈，也喚起工業界對產品品質的注意，並促使廠商認識到，香港必須轉而生產更優質的產品。

一九七六年，由於產品成本的上漲和東南亞地區鄰近國家的強烈競爭，本港廠商感到有迫切需要生產高級產品，在市場推銷；該等東南亞國家數年前還祇是處於與香港相類似的生產較低質產品的狀態。制訂「香港優質產品標誌計劃」的最初構想，是對符合基本規格的產品給予認可。制訂該計劃，是希望藉着「優質產品標誌」在主要海外市場確立本港產品的品質形象，從而鼓勵本港廠商提高產品品質水準。

到了七十年代，工業界深感競爭的壓力日重，因而轉向於生產更高增值、更精進和更高品質產品方面來。

「香港優質產品標誌計劃」終於在一九七八年七月獲法定認可，並在一九七九年一月付諸實行。

「香港優質產品標誌計劃」是參考國際上著名的產品審定計劃，例如美國保險業組織（UL）、加拿大標準協會（CSA）的產品審定計劃和英國的「風箏標誌」計劃而制定的，並已迅速推行。

該項計劃自推行以來，短短期間內，已發出十六份使用「香港優質產品標誌」執照，涉及產品的樣式和尺寸達三百三十項，以產品價值計不少於二千萬元。現時獲頒發使用「香港優質產品標誌」的產品雖然主要是電器產品，但品種極廣，從小小的乾電池到家用的電器設備，從電器小零件到諸如冷卻水塔之類的工程產品都有。

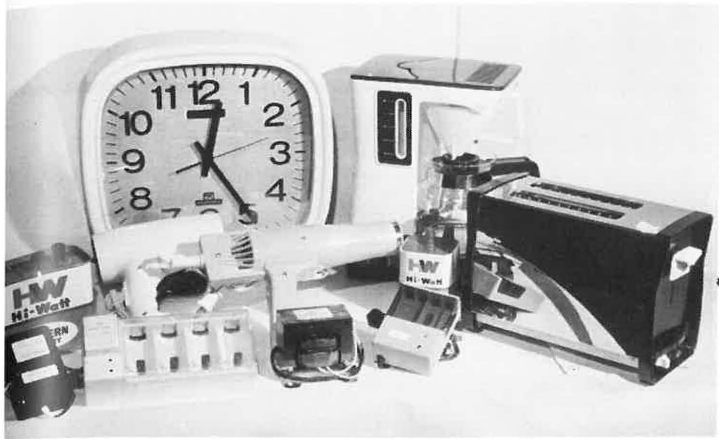
產品獲頒發執照前，必須經過檢定，獲發執照後，還須經常接受檢查。檢定和檢查都是以國際認可的標準或規格進行的，以保證本港產品符合劃一的品質標準。該項計劃特別有利於消除目前本港工業界存在的產品標準參差的現象。

申請使用「香港優質產品標誌」執照的廠商，必須將產品樣品提交香港標準及檢定中心加以檢定，然後，該中心將派出品質管制檢查員到工廠查視，評估廠內的生產能力及品質管制制度。如評估結果令人滿意，可發給使用「香港優質產品標誌」（「Q」字標誌）的執照。

頒發執照後，香港標準及檢定中心還會派員對該產品的品質及其品質管制制度作經常檢查，如該產品的品質能保持令人滿意的水平，廠商可保有使用優質產品「Q」字標誌的權利。

凡已獲得英國標準協會（BSI）、英國家用電器審核局（BEAB）、加拿大標準協會（CSA）、國際羊毛局（IWS）、美國保險業組織（UL）、加拿大保險業組織（CUL）、德國電機工程師協會（VDE）等國際標準機構認可的產品，申請使用「香港優質產品標誌」的手續可以簡化。

一九八〇年代的香港工業產品，無論內銷或出口，均側重精良質高。目前，本港同鄰近國家競爭市場，最大本錢就是本港製造商製造優質消費品的能力。本港製造商素以應變能力強見稱，現在本港的經濟向多元化發



現時獲頒發使用「香港優質產品標誌」的產品主要是家庭電器用品。

展，他們應該發揮他們的應變能力，因應經濟發展方向，隨時調整生產方式。

領有可使用「香港優質產品標誌」執照的廠號及產品一覽表：

廠 號	產 品
明達電池廠有限公司	乾電池 (12款)
惠風工業有限公司	室內空氣調節機
	水冷式座地冷氣機
雅士電業有限公司	變壓器
	接合器
耀昇實業有限公司	燈飾

福星電池廠有限公司
新風電器製造廠有限公司
友聯岳記電器製造廠有限公司

志力五金塑膠製品廠有限公司

美樂家電業 (香港) 有限公司

南興五金製造廠
菱和工程有限公司

捷和鐘錶廠有限公司

永達電器製造廠有限公司

燈飾
電動吊扇
電動吊扇

(i) 捲髮器
(ii) 電風筒
(iii) 自動麵包烘爐
咖啡壺

印刷電路版
玻璃纖維聚脂加固冷却
水塔
(i) 用完即棄打火機
(ii) 石英掛牆鐘
電動吊扇

此項計劃必將繼續促進香港廠家及出口商對優質標誌銷售價值的認識。

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特許專業人員協會

特許——提高香港技術知識

由於香港經濟本身資源缺乏，未能支持大規模的研究發展計劃，它必需引用外國的先進技術知識。通過國際分包及海外投資的技術轉移，是香港吸取先進技術的主要確立途徑。這兩個方法被視為維持香港在世界市場競爭地位的必需先決條件。

在提倡新技術發展工業多元化的呼籲聲中，工業界人士現正謀求技術轉移的新方法——特許。對外界人士而言，特許製造是個較新的概念。簡言之，就是公司與公司之間通過商務協議轉移技術知識。

為着促進特許技術和知識，特許專業人員協會（香港分會）已於去年八月，由十八個商業行政人員組織成立，目前該會擁有會員人數已逾三十五名。

特許專業人員協會（香港分會）堅持國際特許專業人員協會的工作宗旨。國際特許專業人員協會最先乃於一九六五年在美國成立。該會是個專門從事國與國間技術、知識擁有權及工業產權（包括專利權及註冊商標）交流工作的國際性學會組織。它是鼓勵這些特許專員達到最高技術服務水準的非牟利機構。

特許專業人員協會擁有會員逾三千人，分佈世界各地，會員均從事科技與工業技術引進，處理科技知識產權等業務。他們包括有各大國際及本地實業界代表，各行業之科學家、技師、政府官員及國際團體人員等。因此，該會并非一個機構會員的組織，而是由參與特許工作專業人員組成的團體。

特許專業人員協會通過多種方法，協助工業特許技術上的進展和訓練。這些方法包括自修、舉辦特別研究、教育性會議、提供統計資料、報告及交換與國際特許有關的意見。

該會的活動包括每年在各分會國主辦一個增進知識的會議。每年由倫敦國際特許專業人員協會及附屬會員主辦的兩個國際會議亦輪流在非洲、歐洲及亞洲舉行。該會屬下分會，遍佈歐美及亞洲，其中包括英國、斯堪的納維亞、法國、意大利、瑞士、美國、墨西哥、西班牙、澳洲、韓國、

日本、阿根廷、伊朗、德國及比、荷、盧三國。

本刊今期特別訪問了特許專業人員協會（香港分會）主席包凱嘉先生，請他就該會的職務、工作及未來發展計劃發表意見。

包氏是和記中國貿易有限公司董事經理。由於他曾參與特許專業人員協會英國及澳洲分會的成立工作，他對技術轉移（尤其特許方面）擁有豐富經驗。



特許專業人員協會主席包凱嘉先生

◆本刊記者問

◆包氏答

◆特許專業人員協會（香港分會）的會務工作是什麼？

◆特許專業人員協會（香港分會）擔任的會務工作有二：其一是協助本港廠商，透過輸入外國技術專才及人力方法，提高技術和工業發展力量，其次是發揮「催化」作用，在中國發揮同樣的功能，尤其是對其四個現代化計劃作出貢獻。

◆在此間成立特許專業人員協會（香港分會）是否正合時宜？

◆是的，正合時宜。而且從某方面來說，似乎早該成立。這是因為日本、韓國及台灣已分別由五十、六十及七十年代開始積極提高工業製造技術。雖然，香港亦在致力促進工業多元化，及提高技術基礎，但進

展却頗緩慢。政府、工業界及工商組織之間的統籌工作未夠協調。再者，本港的促進主力亦有偏重輕工業及消費產品的趨勢。

若要維持及加強香港製造業的基礎，就必需從外國引進及購入更先進的科技。倘若我們對此事仍猶疑不決，在未來十年間，台灣、南韓及其他鄰國的劇烈競爭，將迫使我們失掉市場。

在本港成立特許專業人員協會的另一個基本原因，是一般相信，在中國的經濟發展中，香港將擔任重要角色。其中一個作用是將我們技術及管理的專才及技能轉移給中國。因此，一方面，我們引進外國科技，另一方面，香港亦向中國輸出科技。這種科技交流可以帶來互惠利益。

◆你認為本港向中國轉移技術會有增長的趨勢嗎？

◆會的。本港勞工密集工業正在日漸轉向國內發展。這些行業包括加工及裝配皮鞋、衣服、手袋、電子配件及零件等。我相信，若中國堅決繼續推行四個現代化計劃，這個趨勢必將持續。目前，本港有多種工業的生產能力有限，只能製造粗劣的下價貨品。很多本港廠商為了貪圖工資低廉而轉向中國投資。然而，目前轉向當地發展的，僅有簡單的加工業而已。本港人士越來越認識到工業升級的重要性，香港必須借助其他國家製造其低級技術產品，以便集中提高自己的生產能力。在這個問題上，中國顯然可以提供解決辦法。舉例而言，若干年前，日本是在本國製造黑白電視機的，現在，日本騰出本國的生產設備，在台灣及其他地區設立黑白電視機製造廠，便是為了製造具有更大市場，而且需要極高技術水準的彩色電視機。

◆香港向中國輸出的技術增加是個可喜的趨勢，但中國對專利權、註冊設計商標等未有提供法律保障，却引起港商的顧慮。你認為這會阻碍港中的技術轉移嗎？

◆特許專業人員協會在香港成立分會

後，本會人員均希望能夠鼓勵這個觀念的交流。我們已與中華人民共和國領導人員進行討論，并希望與他們密切合作，促使中國早日制訂目前尚未實行的專利及商業法例。我聽說中國不久將在北京開設專利權辦事處，并已派員前往東京、倫敦及華盛頓接受這方面的訓練。

◆鑑於香港是個經濟自由開放地區，并體會到有迫切需要提高製造和工業發展力量，本港在購入技術方面應有龐大潛力，你同意嗎？

◆我同意。香港及中國兩地在購入技術方面，均有深厚的潛力。廠商只須付出生產專利費，便可換取改善了的生產技術，無論質與量皆可提高，而且這些專利費用通常是待至生產商品出廠發售後才繳付，所以獲得特許生產權的廠商毋須預先作出龐大的資本投資來購買這些生產技術。這類技術「籃」乃以書面形式擬制，通常包括一切由本地以至海外的技術設備及維修訓練，甚至是為求增加出廠的優秀產品銷量的市場推銷計劃在內。這種技術「籃」的付款方法是由接受及提供技術的機構雙方議定，通常是按生產商品的發票價值定出一個百分率。獲技術轉移的機構會受到有關的專利保障。對於提供技術知識的機構而言，這種授予特權生產的作業方式，較之貿易公司所承擔的信貨風險，也不見得會多一點。接受技術知識的機構在這種情況下，自然可以獲得具體的利益，但在開始時，必須訂明目標，以獲得這些好處。

◆你可否舉一些實例，說明從購入技術知識所可以獲得的利益？

◆我想到的一個實例是在六十年代中期，一間日本公司計劃在亞洲推出一種新飲品。這種飲品設計特別，採用堅實的塑膠樽及箔蓋包裝，其本意是讓消費者可以原樽飲用。但該公司却遇到了一個包裝問題——開樽時，如何使樽口不留有參差之痕。其後，某英國公司設計了一種特別包裝方法，稱「**Lectraseal**」，該飲品公司才能投入生產，繼而享有今日的成就。

另一個通過技術特許權改善生產方法、減低成本及使生產升級的例子是關於牛奶瓶的。以前的牛奶瓶是用厚身玻璃製造的，因為奶瓶持續碰擦會使玻璃削薄。當時，奶瓶的壽命價值至多只能維持八程，後來推出了一個新製造法——將奶瓶的厚度減低百分之六十，在玻璃外層噴上一種叫做「鈦」的化學物。由於所需的玻璃原料減少，和奶瓶的壽命由八程增加至十四程，生產成本大幅下降。使新生產方法更可行的，是運費亦因奶瓶重量下降而減低。

有興趣通過特許取得新技術的公司，應先鑑定它們的需要，考慮技術轉移的可行性。倘使它們明確知道所需，就可以着手嘗試引進。

◆特許專業人員協會將以什麼方法去引起工商界對特許技術轉移的興趣？

◆本會主要是採取教育和說服的方法來引起興趣。我們經常邀請本會會員及工業界人士參加講座，聽取透過特許方法輸入外國技術知識前後的具體例子。現在，我們正自覺地試圖強調特許技術的利益，以免日後在鄰國競爭加劇時，迫切實行。「提高技術否則將被淘汰」，就是我們推廣特許技術的一個口號，為着推廣「特許」的概念，本會在舉行開幕會議後三個月，已舉辦過「特許及技術轉移對香港工業作用」研討會。本會又訂於九月假希爾頓酒店舉行一個兩日會議，討論香港和中華人民共和國從事特許製造的機會及利潤展望。屆時，中國官員將應邀就論題發表演講。

通過這些會議，特許專業人員協會希望提供一個論壇，由受過訓練而且經驗豐富的專業人士提出建議，協助一間公司將其資產，包括技術知識之類的無形資產，變作資本來加以適當運用。

公司財務報告一般只列明有形資產，至於無形資產則未有列明。這些無形資產包括知識及技術力量。技術通常包括改進生產線或一個可以減低成本的簡單概念。事實上

，我們所關注的是要鑑定或認定促使公司、生產線或產品成功的技術因素，每當你看到「特許製造」的字樣，你可以肯定該商品就是在技術知識，經驗及創新力量的特許協議下產生出來的。

◆在本港推廣「特許技術」概念有什麼困難？

◆就本港的技術轉移來說，特許是個較新的概念，一般廠商對國際分包及聯營企業的方式較為熟悉。與分包及聯營企業的方式比較，特許技術是個較費時的過程，因為接受特許權的公司通常需要在掌握技術、處理產品發展及市場推銷後，始能收特許技術的成效。

很多時，廠商都不明白獲取特許技術的利潤要素，和什麼技術適合他們的需要。儘管他們有意達成特許協議，他們最終亦可能不懂得如何去恰當應用，或發現他們的工人尚未能全面把握使用新技術的方法。

因此，一般來說，在選擇技術方面，公司宜選擇一些已証實成功，而非那些較先進但未必成功的技術。選擇不單只受公司的專門知識水平影响，同時亦受到市場規模、競爭、出口機會、原料成本、勞動力人數與技能及政府條例等因素影响。

確立的技術有獲普遍使用及全面認識的優點。它們對多種用途的適應力，可以節省調整的時間和費用。此外，亦應考慮被証實有成效的特許技術，因為這些技術通常無需經過費時及昂貴的研究發展過程，就能實踐較快較廉的效果。

鑒於香港亟需提高產品質素，拓展高級市場，特許專業人員協會（香港分會）的成立正合時宜。它可為工業發展提供資料、諮詢服務及專業協助。對特許製造有興趣的本港廠商，將可獲得有關應做與不應做特許協議的真實資料。這將有助於阻止失敗及無益的特許協議，和鼓勵成功的技術結合。包凱嘉總結表示：「特許專業人員協會的成就，將是香港工業成就的反映。」

經濟堅穩需依賴健康社會

香港戰後成長的年青一代一般身材較高、體格強壯和智能較高。這個使人欣悅的現象，對每年本港的可觀經濟增長貢獻多少，無法衡量，但足以說健康持續改善的因素，在香港經濟業績佔有絕對重要的地位。工人為投資者帶來的總產值財富，亦同時改善了他們的社會環境。港人勞動及企業發展能力，與醫務衛生處戰後的工作成效有很大關係。曾競時在本文中探討了這個政府部門的服務及現行政策。

香港醫療衛生服務經常受到各方批評。最近，這些評論並涉及到政府護士與配藥員向當局要求提高薪酬，及瑪麗醫院港大醫學教授提出應改善護士對兒童病者照顧人數的比例。

市民對配錯藥及涉嫌因診斷錯誤導致病人無辜死亡的報導，無不感到震驚和關注。

醫務衛生處以從容態度對付非議，並未能消除市民的疑慮。該處指稱若干評論是不負責任的，其他投訴則被視為本港社會期望日高所引起的一個無可避免現象。

這些成為頭條新聞的猛烈抨擊，本身對香港並沒有害。它們可使醫務衛生處及其他政府部門提高警覺，此外，它們亦可作為一種提示——提醒當局，醫療衛生服務一般雖尚稱滿意，但市民仍希望服務會有進一步的改善。

另一方面，這些批評却未對醫務衛生處的工作成效，現有服務及在財政開支受限制下作出的各項改善，給予公平的看待。

擴建醫院需要時間和資金，訓練醫生護士、添置新醫療設備亦同樣需要時間和資金。

要正確鑒定這些評論，我們必須記得一點，就是歷史上，香港曾因環境衛生惡劣、市民健康受到忽視，而弄得聲名狼藉。

香港推行控制傳染病散播的工作，早在第二次世界大戰之前就開始。但僅在戰後，當局才真正積極地採取預防措施。結果，白喉、天花、鼠疫、瘧疾、霍亂、小兒麻痺症、麻疹、結核病一類的傳染病終於受到控制，有些甚至完全絕跡。

醫務衛生處副處長藍新福醫生，經常就電視報章論壇發表針對該處的評論，提出答辯。他稱：「結核病向來都是一個病患。雖然，現時本港的

結核病已受到控制，（發病率僅為以往的百分三十），但它仍是一個可能危害生命的病患。」

「正如麻瘋病一樣，結核是與貧窮相連的病症。社會情況、環境及食物越佳，結核的發病率就會越低。當然，新藥物的發明對維持目前本港的良好紀錄，亦有一定的幫助。」

藍醫生回想當年，英國及其他地方的結核病患者，（尤其那些骨骼及關節結核病者），均需在結核病院長期留醫。今日，香港及其他地方的結核病者，都可以採用非臥床式的攝生法治理——接受最新藥物治療，在家休養，指定與家人分床及隔開飲食器皿，直至醫療過程完畢為止。通常只在可能傳染最近親屬的情況下，病者才需要入院治療。

預防當然勝於治療。目前，幾乎百分之百的初生嬰兒都接種卡介苗，因此，本港兒童染結核病的為數極少。

霍亂是另一個已受香港控制的病患。過去三年，香港已沒有霍亂病症發生，最近一次是由外地傳入的。香港雖沒有傳統的霍亂症，但el tor却是本港地方性的流行病。由於帶菌者經常存在，個人衛生（尤其是夏日的個人衛生）顯得極為重要。醫務衛生處人員經常為酒樓職工進行檢驗，以查看他們當中是否有帶菌者。倘帶菌者治療無效，他們就要被撤銷酒樓的工作。

幸而，淋巴腺鼠疫在香港已絕跡。但本港仍有蚤菌寄生的鼠種。鼠疫是越南的地方性流行病，蚤菌在殺害老鼠後會繼續侵害人類。正因如此，當局把船艇越南難民留在西面檢疫碇泊區一個星期，以探測可有潛伏的病症。

月前香港仍有腸胃炎病症，但由於中國人不大喜歡冷食，本港腸胃炎的患者較少。他們喜歡吃新鮮滾熱的食物，這種飲食習慣可以排除患腸胃



醫務衛生處屬下三十九間家庭健康服務中心，為孕婦免費提供產前及產後檢查服務。此外，婦女亦可以一元費用獲得家庭計劃指導。



醫務衛生處人員探訪產婦，檢查初生嬰兒健康及指導照顧嬰兒方法。母親應帶嬰兒到母嬰健康院接受定期檢查。

炎的可能性。

藍醫生贊成市政局實行規定工廠食堂需領牌照的做法，因為這樣，食堂就需對它們供應的食物及環境衛生負責。

消除小兒麻痺症，大概是本港醫務衛生處戰後在控制傳染病方面的最大成就。近七年來，香港已沒有急性小兒麻痺症發生。六十年代，每個夏天幾乎都有三百多宗引致兒童及若干成人癱瘓及死亡的急性小兒麻痺症發生。其後，當局推行了一項免疫計劃。

藍醫生稱：「中國人母親對免疫計劃的反應極之良好，因為她們知道患小兒麻痺症所可能引致的衰弱和殘廢後果。」他又稱：「本港的免疫率已達到百分之九十八，目前只有部份艇戶及偏僻地區的兒童尚未免疫。」

「結果，我們杜絕了所有急性的小兒麻痺症。事實上，我們甚至不能找到一宗急性小兒麻痺症去作授課之用。目前，我們只治療舊病症，最年輕的患者為八至九歲。」

急性小兒麻痺症消除的其中一個結果，是使大口環根德公爵夫人兒童醫院的名字除去「骨科」兩字。現時，該院除照顧患有骨骼、關節結核病及小兒麻痺症的兒童外，亦醫治大腦癱瘓及先天異態的病症。該院被國際享譽為最佳的兒童骨科治療中心。此外，值得注意的是該院的手術及其他醫療服務全部免費。

然而，本港戰後積極推行的控制傳染病運動，在近期却遭遇挫折。年

來，結核、瘧疾及性病的發病率已呈現下降趨勢。但最近，這個趨勢又突告回升。上述傳染病症復增，主要是因越南難民及來自中國的非法入境者大批湧港所致。

藍醫生相信這個復增趨勢只屬暫時性，且會隨人口穩定漸告消失。但另一方面，他又承認，難民及大陸移民湧港的問題，實非醫務衛生處所能控制的影响因素。

他稱：「滯港的越南難民人數約達六萬名。誠然，政府船塢臨時收容中心的居住環境十分擠迫，但試問我們還有什麼其他辦法去立即應付這批難民呢？」

「難民初到港時，當局先把他們集中在臨時收容中心，經過體格檢查，防疫注射及在人民入境事務處職員為他們辦妥編名單的初步手續後，才被遷往各難民營。醫務衛生處的工作人員已盡了最大的努力。或者間中可能會有孤立的疏忽事件，使病者未有接受適當的治療，但大體上言，需要照顧的患病難民均受到營中醫療站的適當治療。」

「很多難民兒童都患有營養不良及一些容易感染的疾病。我們發現他們需要比一般效力更强的藥物去治療。」

「這些難民兒童現時住用了瑪嘉烈醫院一半的病床。在依利沙伯醫院就診的難民兒童人數較少。」

藍醫生讚揚天主教明愛醫院響應該處的呼籲，在極短時間內開設了一個新兒科病組，設有病床八十張。

雖則近期遭受挫折，當局控制傳染病的運動已得到報償。今日港人的生命平均較第二次世界大戰前長了十年。戰前，男子及女子的估計壽命分別為五十及六十歲，而現在則分別為六十及七十歲。

再者，本港兒童亦長得越來越健康。他們一般的身材較高，體格強壯。藍醫生相信，他們的智能亦普遍較高。就市民一般健康水準而言，我們足以和世界先進國家媲美。

藍醫生稱：「正如其他先進國家一樣，在今日香港，癌症、心臟病和意外是導致死亡的主要原因。」

這些新的健康問題均佈本港各區——由新界、新市鎮以至銅鑼灣及油麻地區都有。當局早已預料和認識到這個均佈情況，因此，若干年來醫務衛生處已着手推行一項醫療服務分區計劃，使元朗區的急性心臟病患者能接受到與港島區同樣的治理。」

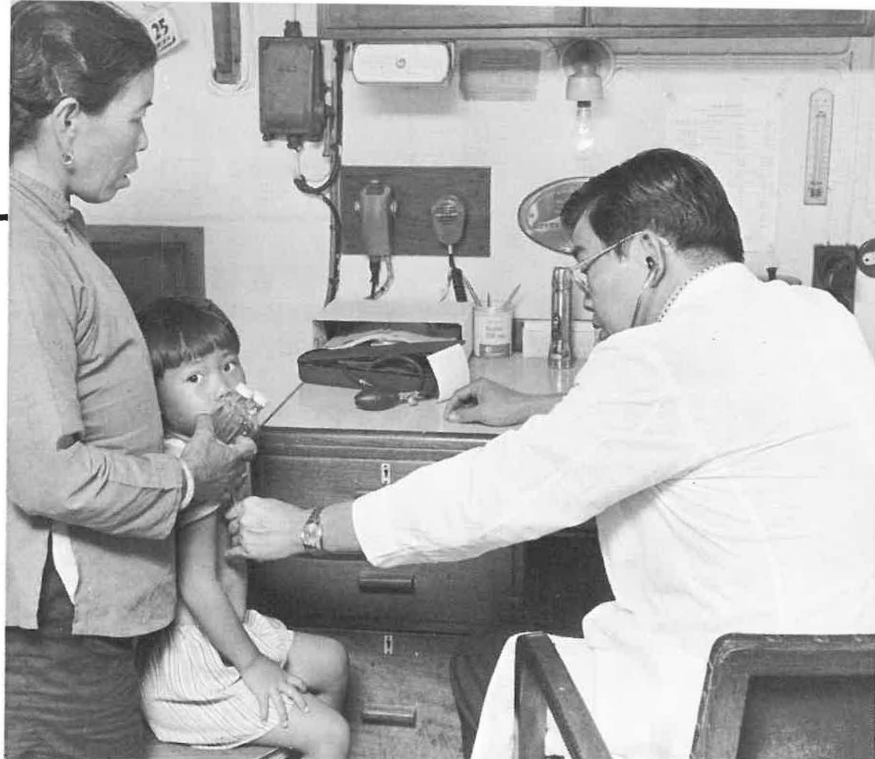
藍醫生解釋說：「分區制度把香港分為五個區域。目前，港島是一個區域，九龍以彌敦道為界分成東西兩區，新界亦分為東西兩區。」

「每一區域將有一間或兩間的主要醫院（稱為區域醫院），院內設有充份的設備及人員，可治理需要高程度專科照顧的病人，並將設有最完善的外科及產科設備。」

「除區域醫院外，每區亦會設有若干規模較少的地區醫院，設備及醫務人員水準與區域醫院相同，提供基本醫院服務，包括緊急設施，處理可在該種程度上治療的急症病人。地區醫院將治理較普通的疾病，奇難病症調往區域醫院治療（純為經濟理由）。我們計劃在各主要人口聚居地區（廿五萬人或以上），開設一間地區醫院，病床數目約六百張。」

藍醫生表示，分區制度是仿效英國的做法。他認為，設有超過一千四百張病床的巨型醫院已有不合時宜的趨勢。

「依利沙伯醫院設有病床約一千九百張，青山醫院設有病床超過二千張。這些都是頗難駕馭的數字。病床數目在六百至一千四百之間的醫院工



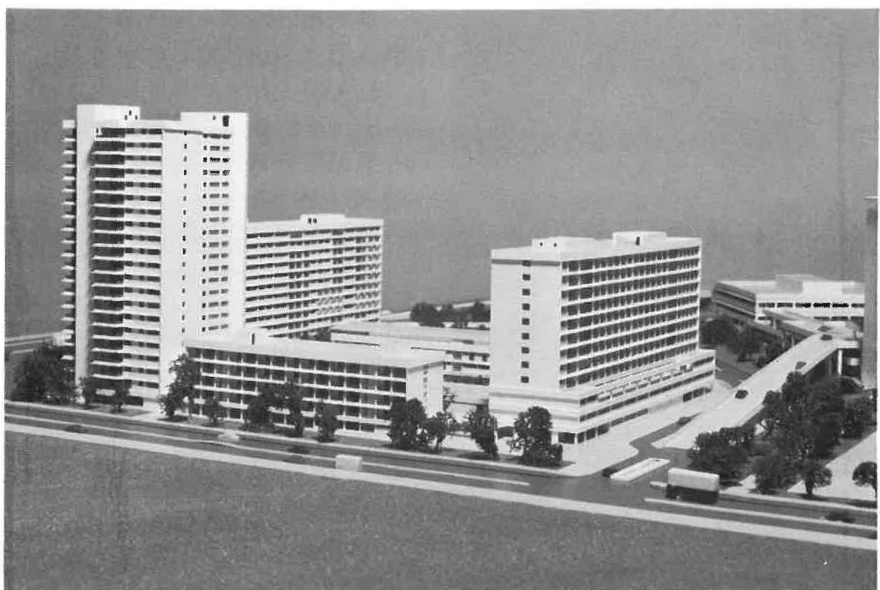
作環境，較容易培養專業醫生、護士與醫療輔助人員的集體精神，而醫生與病人的關係亦比較良好。」

他稱，政府現正同時興建更多區域及地區醫院，以完成醫務衛生處的分區制度。此外，當局亦為現有的地區醫院擴充急症設施及病床。

瑪麗醫院是港島的區域醫院。港島東區將需要另一間醫院，當局計劃在筲箕灣區興建新醫院，設有病床一千四百張，以應需要。

按人口計算，港島的醫療服務較九龍及新界區為佳，因此，筲箕灣醫院將不會在一九八〇年代後期以前落成。然而，鑒於瑪麗醫院乃本港兩間教學醫院的其中一間，它擁有最完善設備的權利，因此，它將在筲箕灣醫院落成啓用前完成新翼擴建工程，以使醫療教學及各區醫療服務能保持高度的水準。

九龍現有兩間區域醫院——⊙為東九龍服務的依利沙伯醫院，⊙為西九龍服務的廣華醫院。政府計劃在佐敦谷興建一座設有一千四百張病床的東九龍醫院，以應付清水灣道一帶人口不斷增加的需求。此外，現有五百八十張病床的基督教聯合醫院亦將進行擴建，增設病床六百張，以應觀塘區的醫療服務需求。位於將軍澳的靈實肺病療養院亦將擴建成為一間六百張病床的地區醫院，但此項計劃需視



（上圖）：醫務衛生處利用「慈雲」及「慈航」號兩艘船隻，作為「水上診療所」，為離島及偏僻地區的居民提供免費醫療服務。每月治理病人約一千五百名。

每艘船長五十呎，設有診症室及配藥間。醫療隊包括醫生、護士、登記助理員各一名及七個工作人員。

（中圖）：南葵涌醫院將於八〇年底落成，作為香港第二間的精神病院。

（下圖）：沙田醫院是新界東部的區域醫院，將於八二年底落成。

乎將軍澳卅五萬人口的新市鎮發展而定。

瑪嘉烈醫院設有病床一千四百張，是新界西部的區域醫院，為葵涌區提供醫療服務。位於荃灣的仁濟醫院亦將擴建為一間地區醫院，為該區迅速發展的人口提供服務。

現時，政府亦在屯門新市鎮籌設醫院一間，有病床一千四百張。此醫院可望於一九八四至八五年間完成，并將成為新界西部的主要區域醫院。粉嶺醫院亦將添置緊急設施，以應上水及粉嶺區市民的需要。元朗博愛地區醫院亦將擴充設備，使能治理急症病人。

位於新界東部的沙田醫院，預料於一九八三年即可落成啓用。此醫院共有病床一千四百張，落成後除可作為新界東部的區域醫院外，并可供香港中文大學新開辦的醫學院作授課用。中大醫學院將於明年招收新生修讀臨床前課程，預期將來每年訓練醫生

一百名。

預料沙田醫院將不能應付大埔及沙田區市民的需求。因此，醫務衛生處亦計劃在大埔興建一間地區醫院，可提供病床一千至一千二百張。

藍醫生相信，假如本港不再出現另一次難民及非法移民潮，推行醫療服務分區制度（包括門診及專科服務），可確保病床及醫療設備獲得善用，服務符合市民需要。

他稱：「正如所有社會服務一樣，我們決不能停頓下來。儘管我們已提供了最完善的服務，我們仍需作進一步的改善。首先，要提供人們的需要，然後，我們必須達到他們的抱負目標，滿足他們的期望。隨着生活水準改善，人們的期望亦越來越高。」

值得注意的是，香港顯然有意繼續本着國家健康服務的宗旨，滿足市民的期望。藍醫生把此項服務制度形容為「世界上最合算的醫療交易」。市民在政府診所接受門診治療，（包

括藥物、X光檢驗和化驗等在內），每次收費三元。政府醫院普通科病房每日收費五元，正如門診費一樣，如病人確實無法付出住院費，亦可獲豁免繳交。

此外，雖則并非人人都利用分區醫療服務，但任何人士都可以享用。即使是遊客——倘使他跌傷或突然病發，亦可以接受本港醫院的急症服務。沒有人會要求他呈出保險咭或調查他的信用。

更值得注意的是，本港醫療服務分區制度與政府其他更廣泛的服務分區制度互相配合。成立區議會制度，由每區居民推選的地區行政議員，將可就地區事務及發展計劃代表民衆表意見。

把人口分散至環境比較寬敞的新市鎮，康樂設備及醫療服務推行分區制度，對緩和都市繁忙緊張的生活——甚至對夏天週日下午淺水灣道的交通擠迫情況，將有幫助。



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簡報滙編

歡迎新會員

本刊歡迎廿六間公司於七月份加入本會，成為香港總商會會員。（新會員名單詳刊本期英文版）。

本會委員獲委任公務員叙用會委員

港督麥理浩爵士經委任馮國經博士及范培德先生為公務員叙用委員會新委員。

馮博士為本會北美洲地區貿易委員會委員，及利豐貿易有限公司總經理。他極其積極為社會服務，現任多個委員會委員，包括社會保障上訴委員會、香港出口保險信託局諮詢委員會及香港管理專業執行委員會等。

范培德是商界及法律界知名人士，并為渣打銀行香港信託有限公司主席。范氏目前出任多間公用及私人公司董事，及本會法律委員會主席。

廣州舉行科技儀器展覽

今年十一月二十日至十二月四日，廣州將舉行一個由廣州市科技交流館與大誠科技促進有限公司聯合舉辦的「科技儀器展覽」，目的為加強國內外的科技交流，及促進貿易發展。

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亞洲生產力會議

由亞洲生產力組織與香港生產力促進中心聯合舉辦的第二屆亞洲生產力會議，定於一九八〇年十月廿七日至三十日在本港舉行。該會議的特色將會是亞洲生產力組織成立二十週年，主題是「八〇年代生產力之新動向及發展策略」，其中包括專題演講及委員會小組討論。

鍾士元爵士將以「八〇年代亞洲發展中經濟之生產力新動向」為題，發表主要講話。會議期間，鍾氏及其他知名人士將獲亞洲生產力組織頒發

歡迎……再見



日本貿易振興會最近宣佈委任桑村溫章先生為香港日本貿易振興會所長，接替福北充先生的職務。福北充將調返日本，出任該會東京諮詢處負責人一職。圖示：本會執行董事與福北充（右二）道別，旁者為本會助理董事馮若婷及桑村溫章先生。



奧克蘭商會會長摩狄博先生於上月來港考察本會業務。圖示：本會執行董事麥理覺歡迎摩狄博先生蒞臨本會訪問。

「亞洲生產力獎」，以表揚他們對促進生產力活動的貢獻。

日本半導體工業增長迅速

增長迅速的日本半導體工業，在一九七九年財政年度內共斥資廿三億四千萬港元，投資於新生產設施及裝備上，為數比該工業之七八年財政年度資本開銷增加逾倍。

上述數字，見於美銀亞洲有限公司最新出版之研究刊物——「一九八〇年日本半導體工業」，該書長達二百七十頁，題材廣泛，是由美國銀行屬下，設於香港之商人銀行機構編撰而成。

據該項報告指出，一九七九年是日本半導體工業創新紀錄的一年，而展望前途亦有利於繼續增長。該報告書又表示，半導體入口在一九七九年亦有極佳的表現，以價值計上升了百

分之六十三，達十九億六千萬港元。這個強勢發展的成因，是由於國內需求增加和匯率有利之故。據說，整個入口市場被美資機構控制了百分之六十五。

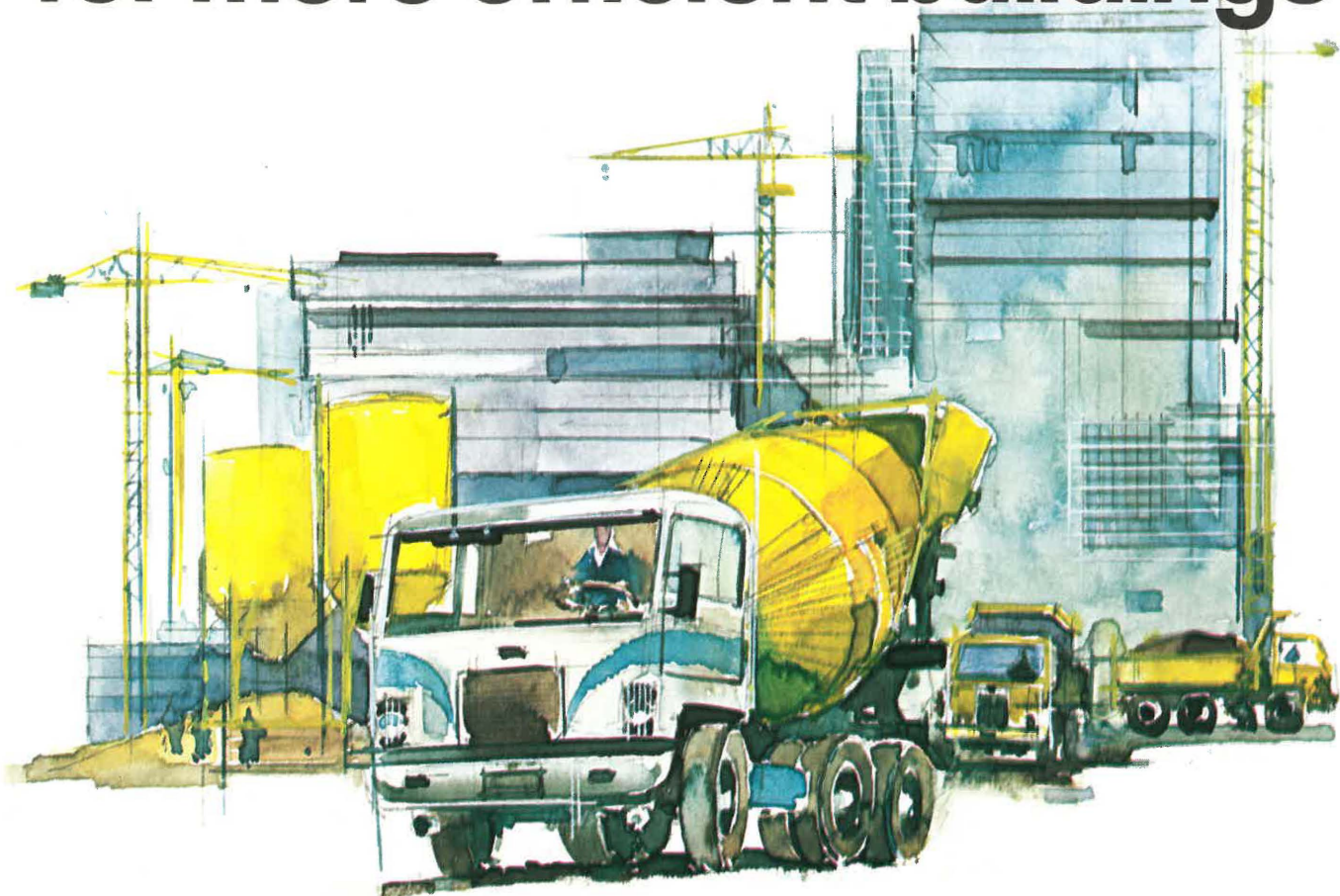
除了入口大幅增加外，該項研究又發現，日本廠家在七九年的出口業務也有可觀成就。是年度外銷之集成電路共值十八億七千萬港元，佔日本去年半導體總產量百分之廿二。

這份新研究報告的特色，是附錄了資料詳盡的七八／七九年該工業活動的摘要，以及本年度之展望。書中又包括一份權威性的半導體設備供應商和外國廠商名單。此外又載有關於半導體銷售的新資料，按組件類別單位產量，以及日本半導體工業著名廠家的詳細資料。

該報告書現已在美銀亞洲有限公司發售，售價每本四百九十美元。

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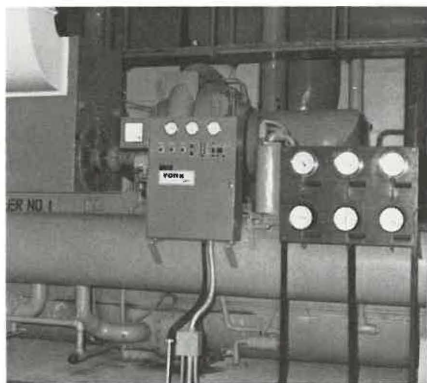
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In the world it means a group of specialists in many activities.

In Hong Kong it means shipping, insurance, automobiles and buses, office machinery, food and drink, watches, sail-making, and much much more — including finding international markets for practically everything made in Hong Kong.

It means a better standard of life for the people of Hong Kong.

It means Inchcape.

Inchcape