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August 2022

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工商月刊

bulletin

**PREPARING FOR
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Getting Ready to Reopen

With travel restrictions gradually easing, companies are raring to get back to business



為重新開放做好準備

隨著旅遊限制逐步放寬，企業熱切期待業務重回正軌

新任行政長官李家超上月正式就任後，隨即宣布暫緩航班熔断機制，消除了往來香港的一大障礙，而其他限制措施亦已於今年早前逐步放寬。

我們希望這些利好勢頭將會持續下去，讓香港回復常態，充分發揮作為國際樞紐的優勢。為此，企業應為業務重回正軌做好準備，迎向光明未來。

不過，若然缺乏全面對外開放的時間表，企業實在難以作出規劃。因此，本會將繼續向政府查詢詳情，為重振香港做足準備。這對中小企尤其重要，因為他們資源有限，未能在限制放寬前預先作出投資或增聘人手。

然而我們相信，香港在撤銷防疫限制措施後，社會很快會回復正常運作。

我們對前景充滿信心，其中一大原因是香港作為商業中心的獨特地位無可比擬，尤其是毗鄰的大灣區帶來的巨大優勢。

香港作為通往內地的橋樑，一直吸引不少國際企業進駐，而隨着

大灣區不斷發展，這個門戶角色亦更形重要。大灣區不但是先進製造和高科技研發的沃土，區內中產階級和富裕人口亦迅速增長，市場發展潛力龐大。

世界各地企業如有意進軍大灣區以至中國市場，香港將繼續協助他們打開營商之門。

待本港撤銷隔離檢疫限制後，我們需要急起直追，以趕上國際步伐，畢竟大多數國家早已解除防疫限制多時。為此，當務之急是要讓國際社會知道香港復常。

憑藉總商會會員的廣博知識和精闢見解，當香港重新對外開放後，我們可充分利用這個有利條件，與政府攜手合作，向世界說好香港故事。

我們希望恢復通關安排得以落實，以便着手為業務復常籌謀部署。我們亦熱切期待商家和遊客重臨香江。

When the new Chief Executive John Lee took office last month, one of his first acts was to abolish the flight-suspension mechanism, which had been one of the biggest hurdles to travel in and out of Hong Kong. This was on top of the gradual loosening of other measures over the course of 2022 so far.

We hope these positive developments will continue and allow Hong Kong to get back to full steam as a global hub. Businesses will need to ensure that they are ready for relaunch when normal operations finally return.

However, it is difficult for businesses to make plans when we don't know when a full reopening will happen. Therefore, we will continue to ask the Government for more information about timescales, so we can better prepare for relaunch. This is particularly important for smaller companies that do not have the resources to invest or increase headcount before the restrictions are eased.

But we believe that once Hong Kong removes its Covid restrictions, we will quickly get back to business.

One of the main reasons we can be confident is because Hong Kong is a unique commercial hub, with benefits that cannot be replicated anywhere else. In particular, we have the enormous advantage of the Greater Bay Area (GBA) right on our doorstep.

Many international businesses come to Hong Kong because

of our role as a bridge to the Mainland. The development of the GBA makes this even more important. Not only does the region offer advanced manufacturing and high-tech R&D, it also has a rapidly growing population of middle-class and wealthy individuals, creating a lucrative potential market.

For global businesses that want to access the huge opportunities in the GBA, and the wider Chinese market, Hong Kong will continue to be the gateway.

When the quarantine restrictions are eventually dropped, we acknowledge that Hong Kong will have some catching up to do as most other economies eliminated Covid restrictions some time ago. As such, a priority will be ensuring that the world knows that Hong Kong is back in business.

Among our Chamber membership, we have a deep and broad range of knowledge, insights and expertise. So once the city reopens, we are well positioned to work with the Government to tell the Hong Kong story to the rest of the world.

We await the green light on reopening, so we can start making plans for operations to return to normal, and look forward to welcoming businesspeople and tourists back to the city.

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Hong Kong General Chamber of Commerce
香港總商會 1861

The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861.
自1861年起，香港總商會一直代表香港商界，致力捍衛企業的權益。



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

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



Helping Hong Kong Rise to the Next Level

Improvements to the current tax, talent and travel policies will enable us to build on the foundation of “one country, two systems” for a bright future ahead



同氣連枝 再創高峰

完善現行稅制、人才及旅遊政策將有助香港在「一國兩制」的基礎上建設光明未來

國家主席習近平上月親臨香港出席香港回歸 25 周年慶典，期間發表重要講話，表達對特首李家超及新班子的期望。

我認為習主席的講話堅定了各界對「一國兩制」的信心，是香港未來五年穩步向前發展的指路明燈，有利新政府務實有為，與社會各界同氣連枝，聚精會神謀發展。

習主席強調「一國兩制」是好制度，沒有任何理由改變，必須長期堅持。他的講話一錘定音，給香港派了「定心丸」，增強港人及國際社會對「一國兩制」行穩致遠的信心。本地、內地及海外投資者今後再無後顧之憂，只要依法守規，香港將繼續是一個機遇無限的樂土。

事實上，回歸 25 年來，中央政府全力支持香港長期保持獨特地位和優勢，維護自由、開放、規範的營商環境，這些有利因素鞏固了本港作為國際金融、航運和貿易中心的地位。

由於香港國際金融中心的金漆招牌得來不易，要繼續發揮我們「背靠祖國，聯通世界」的獨特優勢，穩固法律基建和金

融體系，提供公平競爭、透明度高的營商環境必不可少。為此，新政府必須居安思危，做好三方面的工作。

第一，提升香港稅制的競爭力，以吸引人才、企業及資金落戶；第二，全面檢討人才政策，度身訂造疫後重振經濟的人才庫；第三，盡快恢復與內地「點對點」免檢疫通關，恢復與海外人員正常往來。

對於海外抵港人士的檢疫安排，目前仍有優化空間。我建議入境港人於酒店隔離三或四天，餘下日子「點對點」往返住所和工作地點；當局亦可容許家居條件許可的人士進行家居隔離。

新政府上場後沒有政治蜜月期，展現出事不避難、迎難而上的精神。透過團結一切可團結的力量，調動一切可調動的積極因素，政府定可切實排解民生憂難，做到「民有所呼，我有所應」，並構建一個更穩定的營商環境。

我深信，只要新政府聚焦發展經濟，加快推動產業多元化，香港在疫後再創高峰將指日可待。

In his landmark speech at the ceremony to mark 25 years since the establishment of the Hong Kong SAR, President Xi Jinping set out his expectations for the new Administration under Chief Executive John Lee.

In my opinion, while strengthening confidence in the “one country, two systems” arrangement, President Xi’s remarks also provided direction for Hong Kong’s steady progress in the next five years. This is conducive to the new Government’s pragmatic approach to uniting all members of the community and promoting economic development.

President Xi emphasised that “one country, two systems” has proven to be an effective system that must be adhered to over the long run, and there is no reason to change it. The speech has boosted confidence among Hong Kong people and the international community in the steadfast implementation of this unique and successful arrangement. Local, Mainland and overseas investors can now be reassured that the ample opportunities available in Hong Kong will continue, as long as they abide by the law.

In fact, over the past 25 years, the Central Government has given full support to Hong Kong in maintaining its distinct position and advantages, as well as sustaining a free, open and rule-based business environment. These factors have consolidated our status as a global financial, transportation and trade centre.

To maintain our hard-earned reputation as an international financial hub, Hong Kong must continue to leverage this support from the Mainland while engaging with the world, enhance our legal infrastructure and financial system, as well as ensure a transparent and

level playing field. To this end, the new Administration should prepare for a rainy day by prioritising three areas.

First, the competitiveness of our tax regime should be enhanced to attract talent, businesses and capital to Hong Kong. Second, a comprehensive review of policies should be conducted to build a talent pool tailored for our post-pandemic economic recovery. Third, quarantine-free point-to-point travel with the Mainland, and the normal flow of people from around the world, should be resumed as soon as possible.

There is also room for improvement in the current quarantine arrangements for inbound travellers. I suggest that Hong Kong residents returning from overseas be put under hotel quarantine for the first three or four days, and then be allowed to travel point-to-point between their home and place of work for the remaining days; Hong Kong residents may undergo isolation and quarantine at home if they fulfill relevant requirements.

Since taking office, the new Government has enjoyed no political honeymoon: it has stepped straight up to start addressing the challenges, and has not avoided difficult tasks. By uniting all forces and mobilizing all positive factors wherever possible, the Government can take concrete steps to respond to people’s calls, address livelihood issues and create a more stable business environment.

I believe that – with focused efforts on economic development and industrial diversification – a brighter future is within reach for Hong Kong in the post-pandemic era.

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* 如以上資料與BUD網頁公布有差異，應以BUD網頁公布為準。

* The Phase 3 of enhancement has rolled out with the geographical scope to be further extended to Kuwait and the United Arab Emirates. For details, please visit the BUD website.

* If the information above is different from that released by the BUD website, the latter shall prevail.



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Connecting the Generations

Building bridges between the business community and Hong Kong's young people is an important and rewarding part of our work



連繫不同世代

協助商界與本港青年建立聯繫是總商會的重要工作之一，意義重大

政府近日完成架構重組，其中一項主要變動是將民政事務局改組為民政及青年事務局，另設文化體育及旅遊局專責相關範疇，反映本港青年議題備受重視。

總商會歡迎政府着力推動本地青年發展。今日的莘莘學子是明日的商界領袖和創業家，因此鼓勵學生積極學習、發揮潛能，將令整個社會受惠。

多年來，我們都很樂意為促進本港青年發展出一分力。本會的旗艦項目「商校交流計劃」已有 20 多年歷史，期間一直為中學生提供不同的機會，包括參觀企業設施，以及與不同崗位的員工交流，讓他們一探商業世界的幕後運作。

透過「商校交流計劃」，學生可參與各式各樣的活動，從中認識不同就業出路、企業運作，甚至一些從未接觸過的行業。我們帶領學生走出校園，體驗職場運作，從而擴闊眼界，了解廣泛的發展機會，而這亦有助不同世代之間建立互信。

除了「商校交流計劃」，我們近年亦積極舉辦其他學生活動，包括推出「商業案例競賽」和「完美求職計劃」等大專生

賽事，以及籌辦和響應為學生和應屆畢業生而設的實習計劃。

我們很高興看到參與各項計劃的學生充滿熱誠，本會的會員公司亦踴躍支持這些項目，包括為活動提供贊助和出任評審、主持講座、擔任導師及安排實習職位，熱心協助我們與本地青年搭建橋樑。

此外，為進一步促進會員公司與學生的連繫交流，我們現正開發網上平台，便利企業向學生和畢業生提供實習機會、見習生計劃和畢業生職位。在就業市場緊張的情況下，該平台亦有助會員公司吸納本港最優秀的青年人才。

我謹感謝一眾會員對各項學生活動的鼎力支持，尤其是過去數年面對種種變數和限制，贊助公司需改以網上形式舉行講座和活動，確保計劃在疫情下仍能繼續進行。

我們現正制定下一學年的活動計劃，希望屆時能恢復舉辦更多實體活動。如貴公司有意參與任何學生項目，請即聯絡我們，本會熱切期待各位的支持。

One of the key developments in the recent Government restructure was the creation of the Home and Youth Affairs Bureau, from the former Home Affairs Bureau. Culture, sports and tourism have moved to their own department, while the change in name demonstrates the shift towards a greater focus on Hong Kong's young people.

HKGCC welcomes this renewed emphasis on the city's youth. Today's schoolchildren and university students are tomorrow's business leaders and entrepreneurs, so it benefits the whole city if they are encouraged to grow and learn, and to fulfil their potential.

The Chamber is pleased to have played a role over the years in encouraging the development of the city's young people. For more than 20 years, the Business-School Partnership (BSP) Programme has been a fixture on the HKGCC calendar, giving high-school students the opportunity to visit businesses, meet staff in different roles, and see what goes on behind the scenes.

The various BSP activities introduce the students to careers, companies and even sectors that they may not have known about otherwise. By providing this connection with the business world, we can open their eyes to the many opportunities available, and also help to build trust between the different generations.

Besides our flagship BSP Programme, we have also been ramping up our other student activities in the past few years, adding a number of competitions for students in third-level education such as our Business Case Competition and the Pitch

Perfect Programme. We have also organized and supported internship schemes for students and recent graduates.

We have been delighted to see not only the enthusiasm of the student participants, but also the commitment of our members who have supported these projects. From sponsoring and judging competitions to giving talks and mentoring, and offering internships, HKGCC members have really stepped up to help us build bridges with the city's youth.

In fact, to facilitate the interest among members in connecting with students, we are currently developing an online portal where businesses can post internships, trainee schemes and graduate jobs. This platform will also help our member companies to attract the brightest and most proactive young people in Hong Kong to work for them amid a tight job market.

I'd like to thank all of our members that have supported our student activities, particularly amid the uncertainty and restrictions of the past few years. By hosting online talks and other events, the sponsor companies have ensured that these programmes have been able to continue even amid the pandemic.

We are now planning our schedule for the new academic year, when we hope we will be able to resume more in-person activities. If you are interested in participating in any of our student programmes, please do get in touch: we would be delighted to have your support.

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採納 《消除性傾向歧視僱傭實務守則》 共建無歧視工作間

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on the Ground of Sexual Orientation Create a Discrimination-Free Workplace*

《守則》由香港特別行政區政府編製，旨在協助僱傭雙方自我規管，以消除僱傭範疇中的歧視措施和行為，並促進人人無分性傾向而享有平等的就業機會。

The Code, issued by the Government of the Hong Kong Special Administrative Region, is to facilitate self-regulation on the part of employers and employees in eliminating discriminatory practices in employment. It seeks to promote equal employment opportunities among all persons - irrespective of their sexual orientation.

《守則》的建議包括 Recommendations of the Code include:

- 所有僱員都有權根據他們的能力、職級、年資和經驗而獲得相稱的晉升、調職或培訓等機會
All employees are entitled to the opportunities for promotion, posting or training (etc.) commensurate with their ability, rank, seniority and experience
- 確保僱員不會因為本身的性傾向而遭受處分或解僱
Ensure that employees' sexual orientation is not a ground for disciplinary action or dismissal
- 制訂一套內部申訴程序，以處理機構內有關歧視、騷擾或中傷的投訴
Establish internal grievance procedures to deal with complaints concerning discrimination, harassment, or vilification within their organisations
- 定期監察平等機會政策的實施情況，確保政策得以切實執行
Monitor policy regularly to ensure that it is working in practice

劃一甄選準則 Consistent selection criteria

- 僱主應該就僱傭範疇內的各個環節，包括招聘、晉升、調職、培訓、解僱、裁員，以及就僱傭條款和條件方面，採用一套劃一甄選準則

It is recommended that employers apply consistent selection criteria for all aspects of employment, including recruitment, promotion, transfer, training, dismissal and redundancy as well as terms and conditions of employment

- 劃一甄選準則不應提及性傾向，而只應與工作有實質關係

Such criteria should not make reference to sexual orientation and should be specifically related to the job

《守則》全文可於以下網址下載：

The full text of the Code can be downloaded in the following link:

中文：https://www.cmab.gov.hk/tc/issues/code_of_practice.htm

English: https://www.cmab.gov.hk/en/issues/code_of_practice.htm



《守則》網頁
Website of the Code

如貴機構希望為促進不同性傾向人士的平等就業機會出一分力，請承諾遵從《守則》所建議的良好常規。有興趣成為支持採納《守則》的機構可致電2810 3205或電郵至gisou@cmab.gov.hk。

If your organisation wishes to play a role in promoting equal employment opportunities on the ground of sexual orientation, please pledge to follow the good practices recommended in the Code. Organisations interested in becoming a supporting organisation can call 2810 3205 or send an email to gisou@cmab.gov.hk.



Let's Switch to a Low-Carbon Future 減碳商贏 創變未來

The CLP RCx Charter Programme has been popular with customers since it was launched last year. In view of the overwhelming response, we are launching the advanced training course for energy management team with basic RCx knowledge to further upgrade their skills and help businesses achieve low-carbon transformation in a cost-effective way.

中電於去年首度推出「重新校驗約章計劃」，其培訓課程深受客戶歡迎。因應需求，我們推出進階培訓課程，專為已有重新校驗基礎知識的能源管理人員而設，以進一步協助工商機構實現減碳「商」贏。

Advanced Training Course 進階培訓課程

More
comprehensive
更全面

More
professional
更專業

More
competitive
更具競爭力

Features of the course 課程特色

- A two-day in-depth theoretical and practical training together with on-site evaluation
2天研習配合實地考察，理論與實踐兼備，深入透徹
- Comprehensive coverage of technical skills and knowledge, including data analysis, system diagnosis, measurement and verification
全面掌握專門技術知識，涵蓋數據分析以至系統診斷、測量和驗證等
- Qualification as RCx Professional for participants who successfully complete the training course and pass an assessment
完成課程並通過審核的學員可獲「重新校驗專家」的認可資歷



Pledge

訂立節能目標

CLP encourages your organisation to participate in the programme and meet robust energy-saving targets by actively adopting green practices in your operations.

中電鼓勵機構參與計劃、訂立節能目標，並積極在營運中實踐節能減碳措施。



Equip

專業培訓增值

CLP provides a 2-day professional training course for your team to enhance their advanced RCx knowledge and skills.

參與機構的能源管理人員可接受中電安排的2天專業培訓課程，以掌握更多重新校驗領域的相關知識和技術。



Implement

實踐節能減碳

After completing the training course, you can apply to the CLP Eco Building Fund for help implementing RCx projects to achieve your business's energy-saving targets.

完成培訓後，參與機構更可善用「綠適樓宇基金」資助，於其樓宇實行重新校驗方案，持續優化大廈的能源效益，並達至節能目標。

Enquiry Now 立即查詢



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RCxCharter@clp.com.hk



www.clp.com.hk/energy_audit



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CLP Eco Building Fund Give Buildings a Green Makeover

中電「綠適樓宇基金」 推動樓宇節能升級 促進可持續發展



Subsidy ceiling 資助額最高可達

HK\$500,000*

Buildings consume around 90% of the electricity used in Hong Kong. Improving the energy efficiency of buildings not only helps lower consumption and costs, but also makes Hong Kong a greener city. The CLP Eco Building Fund subsidises energy-saving improvement works in communal areas of shopping malls, residential, commercial and industrial buildings. These include the replacement of air conditioning and lighting, retro-commissioning projects, and the installation of smart technology for higher energy efficiency and cost savings.

樓宇用電量佔全港總用電量達九成，因此改善建築物的能源效益，既可節能減開支，更有助推動香港成為更環保的城市。中電「綠適樓宇基金」資助商場、屋苑及工商業樓宇，為其公用地方進行節能改善工程，包括更換空調及照明系統、進行重新校驗項目和安裝智能設備，以提升能源效益及節省開支。

Key benefits 重點優勢

Retro-commissioning works

重新校驗工程

Up to 高達 **100%** Subsidies 資助

Energy-saving improvement works

節能改善工程

Up to 高達 **50%** Subsidies 資助

Reduce your building's operating and energy costs

減低樓宇的營運及能源開支



Subsidy ceiling increased to HK\$500,000* for chiller replacement projects meeting the following two conditions.
凡同時符合以下兩項條件的冷水機更換工程，資助額最高可達500,000港元*。



Condition 條件 I

Project completion date is within the same year after approval
項目須於獲得批核後的同一年內完成

OR 或

Advanced before year of completion
項目早於預計完工年份完成



Condition 條件 II

New Chiller equipped with Variable Speed Drive (VSD)
新冷水機配備變速器

OR 或

With a Coefficient of Performance value of 10% better than that stipulated in the prevailing Building Energy Code
新冷水機的能效系數較現行《建築物能源效益守則》所規定的要求高10%

For those projects which only meet one of the above conditions will receive a subsidy of up to HK\$400,000.
若工程項目只符合上述其中一項條件，則可獲最高40萬港元資助。



www.clp.com.hk/EcoBuildingFund



clpecobldgfund@clp.com.hk

* Terms and conditions apply.
Please refer to CLP website for more details.

* 須受有關條款及細則約束，詳情請參閱中電網頁。

Preparing for Relaunch

Even amid the continuing uncertainty, Hong Kong is gearing up to bounce back to business when borders reopen



為重振香港做好準備

儘管前景持續不明朗，香港現正為重開邊境籌謀部署，迎向復蘇

With the gradual easing of Covid restrictions, Hong Kong is edging its way back to normality. While exactly when further opening will take place remains unclear, businesses and organizations have been toiling to keep the wheels oiled so we are ready for relaunch.

The Hong Kong economy contracted 4% year-on-year in the first quarter amid the fifth wave.

Financial Secretary Paul Chan Mo-po said Hong Kong could be on the brink of a technical recession, as exports and investments remained sluggish. Our closed borders mean that results for the second quarter are likely to be similarly grim reading.

Attracting businesses to Hong Kong while we enforce tough Covid-related restrictions will remain difficult. Perhaps surprisingly, companies

from around the world have continued to launch in Hong Kong, albeit at lower levels than before the pandemic.

Invest Hong Kong focuses on "classic foreign direct investment," explained Director General Stephen Phillips – that is, attracting businesses with a physical presence that generate jobs in the city.

"In 2019 we helped 487 companies expand or set up in Hong Kong," he said. "In 2021, the number was 333. This is a pattern that we have seen globally, as Covid hit FDI very significantly around the world."

Despite the drop in new businesses opening amid Covid, the total number of Mainland and international companies in the city has stayed consistent in recent years, at more than 9,000



in 2021. And start-ups have seen remarkable growth, reaching 3,755, an increase of 12%.

"So there is reason to be cautiously optimistic that investment is still stable, despite the challenges," Phillips said.

"We haven't stopped talking about Hong Kong and getting our messages out there," he added.

With restrictions easing around the world, the team has been ramping up in-person activity. Phillips himself travelled to the Middle East and Europe recently, and will be heading to Australia soon.

While the reopening of Hong Kong's borders will help attract more businesses, Phillips cautioned that

the fragility of the global economy could have an impact on FDI. But ultimately, he remains upbeat on the city's future.

"Existing and prospective investors know that Hong Kong's fundamentals – including our geographic positioning and 'one country, two systems' – remain robust."

Waiting game for businesses

While we wait for reopening to restore normality, the ongoing restrictions are "just a nightmare" for businesses, said Allan Zeman, Chairman of Lan Kwai Fong Holdings. Best known for its property development business, the company

is active in a number of sectors including marketing, film and tourism. In Hong Kong, Zeman's property tenants include bars, restaurants and nightclubs, so he is attuned to the particular difficulties that these businesses have been facing.

"Covid has really had a huge drag on the nightlife business economy," he said. "The restrictions, and the on-again, off-again measures, have put businesses under a lot of pressure, and many have gone bankrupt."

A recent requirement that customers must take an RAT test has further hit the sector. "It is a tragedy for the bars and clubs, which were already following very stringent rules."

精明知識產權策略 業務升級增值秘訣

關於知識產權管理人員計劃

知識產權署推出「知識產權管理人員計劃」，旨在協助香港企業(特別是中小企業)建立知識產權方面的人力資源，以把握知識產權貿易所帶來的機遇。

為了配合企業發展的需要，計劃的「升級版」將提供涵蓋範圍更廣、內容更深入的多個知識產權培訓課程，讓企業的知識產權管理人員按本身工作及長遠發展的需要，更有系統地增加專業知識和技能。企業亦可透過創新和知識產權使用提升競爭力，創造更大的經濟效益。

參加知識產權培訓課程

- ▶ 完成培訓課程者可獲發修習證書乙張(合辦課程除外)
- ▶ 課程概覽及報名詳情：www.ip.gov.hk/ipmtip

基本課程100系列

課程編號	課程名稱	課程時間(天)
IP 101	知識產權基礎課程	2
IP 102	內地的知識產權管理與保護	2
IP 103	香港的知識產權註冊及申請程序	1

參加計劃

- ▶ 所有在香港註冊的企業均可參加計劃，費用全免
- ▶ 企業須委任一名管理階層的員工擔任內部「知識產權管理人員」，負責監督知識產權資產的規範、管理、使用及商品化情況
- ▶ 企業可獲得優先資格和特價優惠讓其員工報讀培訓課程，以及最新的知識產權資訊
- ▶ 企業可免費參加「IP 204：知識產權管理人員實務工作坊」及獲贈實務指南乙本
- ▶ 「知識產權管理人員」完成100系列的任何一個課程後，企業可獲得計劃的參加證書乙張
- ▶ 企業可以特價優惠報名參加「亞洲知識產權營商論壇」
- ▶ 立即登記：www.ip.gov.hk/ipms

進階課程200系列

課程編號	課程名稱	課程時間(天)
IP 201	知識資本組合管理課程	1
IP 202	知識產權商品化管理及策略	2
IP 203	技術轉移管理及策略	2
IP 204	知識產權管理人員實務工作坊	0.5

註：1.所有報讀進階課程200系列的人士，必須先完成IP 101：知識產權基礎課程。2.知識產權署保留更改課程內容及安排的最終決定權。3.課程內容及安排以網頁公布的資料為準。

免費知識產權諮詢服務

知識產權署在香港律師會的支援下，為香港中小企業提供一對一的免費知識產權諮詢服務，藉此協助他們加深對知識產權的認識和制訂有效的知識產權管理及商品化策略。

香港律師會的執業律師(顧問)會提供30分鐘的諮詢面談服務。諮詢範圍涵蓋：

- ✓ 知識產權註冊
- ✓ 知識產權管理
- ✓ 知識產權授權
- ✓ 知識產權盡職調查

立即申請：www.ip.gov.hk/ipcs

*凡在香港從事製造業而聘用少於100名僱員，或從事非製造業而聘用少於50名僱員的公司，均被界定為中小企業(資料來源：工業貿易署)。只有中小企業獲提供是項免費知識產權諮詢服務。凡屬律師事務所及提供知識產權諮詢或其他專業服務的機構所提出的申請，概不接受。



Airport for the Future

Central to Hong Kong's success as a global city has long been our world-class airport. The pandemic had a devastating impact on arrivals, but the easing of travel restrictions this year has spurred a revival.

Vivian Cheung, Executive Director, Airport Operations, Airport Authority Hong Kong (AAHK), said the airport had handled 94,000 passengers in March and 295,000 in June – still far below the 6.3 million passengers in June 2019 before the pandemic, but a step in the right direction.

She noted that, with fewer travellers than usual, Hong Kong International Airport (HKIA) had used the opportunity to carry out improvements.

"AAHK has made use of the period with lower passenger flow to upgrade facilities, including enhancing retail and dining areas," she said, with a new food court, wider mix of shops and a children's play area.

These are in addition to the huge redevelopments that are taking place at the airport, including facilities to enable seamless connections with the rest of the Greater Bay Area (GBA).

"The key to making it hassle-free for GBA travellers is to enable them to board their flights at HKIA without having to go through Hong Kong's immigration and customs procedures," Cheung explained.

Already, passengers travelling to the airport via high-speed ferry from nine sea ports in the GBA can transfer directly to their flights. In future, travellers arriving via the Hong Kong-Zhuhai-Macao Bridge will enjoy a similar procedure.

These developments are part of the plans for HKIA to evolve into an "Airport City" – a destination in its own right.

"We expect these developments to create strong synergy and transform HKIA into a regional hub for entertainment, consumer events and business services, as well as a MICE event destination," Cheung said.

The Government is considering a colour-coded app that would restrict the movement of Covid patients and other high-risk people. In theory, other rules could then be relaxed. However, Zeman said, businesses cannot plan ahead without more concrete guidelines.

A broader issue for Hong Kong is the impact on our reputation as a global and cosmopolitan city.

"We are the laggard in opening up, and that gives the West the opportunity to say that Hong Kong has changed and has lost some of its freedom," Zeman said.

"We will have to fight to get our reputation back. The quicker we can show the world that we can reduce the quarantine or eliminate it, the quicker we can get back to business again."

In the longer term, however, Zeman is optimistic. He noted that President Xi Jinping during his recent visit had underlined the importance of Hong Kong's unique attributes, our role as an international financial centre, and the success of "one country, two systems." This speech helped reassure the business community about the city's status as a global hub.

"I do believe that, once the border restrictions are released, Hong Kong's strength will come back very quickly," Zeman said. "It has happened in the past and there is no reason to think it won't happen again."

Tourism and trade

The travel sector has undoubtedly been hard hit by the pandemic, businesses and the economy

have been battered by prolonged restrictions. Business is unlikely to improve until quarantine requirements end.

"Seven days in a hotel is a disincentive for any type of visitor," said YK Pang, Chairman of the Hong Kong Tourism Board (HKTb).

With so few arrivals in the past few years, HKTb has redirected its efforts towards local activities.

"We have organized staycations and local tours to keep the sector going and to keep people in the industry employed," Pang said.

Around 200,000 people are directly employed in tourism, with a further 600,000 in related sectors.

HKTb has continued to promote Hong Kong overseas, including using KOLs and social media, to keep people's appetite whetted while waiting for the doors to open, he added.

"One of these is a Japanese family who live in Hong Kong and have a business here. So they are speaking to a Japanese audience about their social and cultural life in Hong Kong."

Pang noted that Hong Kong is

traditionally a popular destination for MICE travellers – meetings, incentives, conferences and events. "The MICE segment is a very important part of our tourism ecosystem," he said. "So when travel resumes, one of the things we will prioritise is people on MICE visits."

Pang is confident that these events will return to the city due to our unique advantages, in particular our connections to the Mainland.

"One of the things that we market to potential organizers of



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conferences, fairs and exhibitions is that if you come for a conference or meeting in Hong Kong, you can then go to the Greater Bay Area."

Just over the border are high-tech innovators, light industry, and a huge concentration of wealth, while Shanghai and other cities are only a short flight away, he added. "This network makes a trip to Hong Kong much more productive than other cities in the region."

Organizing major trade shows is an important part of the remit of the Hong Kong Trade Development Council (HKTDC). Peter Lam, Chairman of the HKTDC, explained how they have been running their programme amid the many challenges.

"By using virtual and hybrid platforms, the HKTDC has continued to hold our flagship trade shows and conferences these past few years, despite the pandemic," he said.

For example, the Asia Summit on Global Health last November saw 1,000 people attending at the HKCEC, and an additional 20,000 virtual attendees from more than 50 countries and regions around the world.

The TDC has also continued to serve specific product areas and sectors with online events, business matching and sourcing assistance.

Lam noted that Asian economies had remained relatively stable, compared to some other parts of the world, while huge opportunities continue to emerge in the Mainland and ASEAN. Meanwhile, Hong Kong is encouraging the development of



emerging sectors as well as our pillar industries. All of these factors will be in our favour when we do reopen.

"To attract businesses back, I think we should redefine Hong Kong's strengths by articulating how our traditional sectors such as finance, trade and logistics can synergise with newer sectors such as tech and innovation, medical and healthcare, and creative industries, thereby creating new opportunities," he said.

We should also reassert Hong Kong's strong fundamentals, including our stable legal and financial system,

a clean, safe living environment, excellent healthcare and education, and a cosmopolitan community, he added.

With the relaxation of some restrictions recently, Lam is hopeful of more clarity on reopening that will ultimately hasten the city's revival.

"In fact, as international travel and quarantine requirements are becoming less strict, we have seen more overseas businesses enquiring about coming to Hong Kong for our conferences such as the Belt and Road Summit," Lam said.

RESHAPE. RETHINK. RESET.

APAC
Technical and Vocational
Education Forum

Education New Zealand, Te Pūkenga – New Zealand Institute of Skills and Technology, and Skills Consulting Group invite you to be part of the 2022 APAC TVET Forum, an immersive virtual conference. Registrations are open.

Wherever we live in the world, a thriving future is what we all want. That is why governments, industries and educators alike are working together to upskill and reskill workforces as they adapt to accelerated change and ensure strong working futures.

With a top-notch line-up of speakers and networking sessions, topics across the two-day event include:

- Global community
- Leading to make a difference
- Collaborative cultures
- Skills for tomorrow
- Reimagining work
- Fostering inclusivity
- Prioritising sustainability

Attendees will hear from senior government officials, major companies, international organisations, and TVET sector leaders from around the APAC region.

Contact us to find out more

Mr. Jim So 蘇孝忠

Regional Development Manager, Asia 亞洲區業務發展經理

+852 92533376 | jimso@skillsconsultinggroup.co.nz | www.skillsconsultinggroup.co.nz

新西蘭國立理工學院、Education New Zealand及 Skills Consulting Group誠邀您以網上直播形式參與2022年亞太區職業技能教育和培訓論壇 (2022 APAC TVET)。現正接受報名。

不論身處世界哪個角落，我們同樣渴望擁抱繁榮的未來。為了因應社會變遷，締造更好的工作環境，各國政府、不同行業和培訓機構攜手推動勞動力的技能提升和在職培訓。

為期兩日的網上論壇邀請了不同領域的專家和行業領袖，並設有對談環節，主題包括：

- 全球社區
- 引領變革
- 共通文化
- 前膽性技能
- 重新規劃
- 促進社會包容
- 推動可持續發展

本次論壇將由亞太區各地的政府官員、大型企業、國際組織及職業技能教育與培訓機構代表，針對本次主題深入分析及見解。

14th & 15th September
Registrations open

隨着防疫限制措施逐步放寬，香港正穩步邁向復常。目前雖未有進一步開放的清晰時間表，但一眾企業和機構已整裝待發，為重啟經濟做足準備。

受第五波疫情影響，香港經濟在第一季按年收縮4%。財政司司長陳茂波表示，香港的出口和投資仍然低迷，或已處於技術衰退的邊緣。鑒於邊境持續關閉，第二季表現很可能同樣黯淡。

嚴格的防疫限制措施持續實施，要吸引企業來港營商實在不容易。儘管前來香港開設業務的公司數目較疫情前少，世界各地仍有不少企業進駐香港。

投資推廣署署長傅仲森表示，該署專注引進「傳統外來直接投資」，即鼓勵企業在港設立據點，為市場創造職位。

「我們於2019年合共協助487家公司在香港設立或拓展業務，在2021年減少至333家。鑒於疫情嚴重打擊全球外資活動，世界各地均出現類似的趨勢。」

儘管在疫情期間新成立的公司數目下跌，香港的內地和跨國企業總數近年維持穩定，在2021年共有超過9,000家；初創企業數目則錄得顯著增長，按年增加12%至3,755家。

「因此，我們有理由保持審慎樂觀，即使面對重重挑戰，相信投資水平仍能維持穩定。」傅仲森說。

他補充：「我們一直致力對外宣傳香港的優勢。」

隨着各地陸續放寬限制，投資推廣署團隊已積極復辦實體活動。傅仲森最近分別前往中東和歐洲，並將於短期內出訪澳洲。

他提醒，香港恢復通關有助吸引更多企業，但環球經濟疲軟或會影響外資流入。不過，他對香港前景抱持樂觀態度。

「現有和潛在投資者了解到香港的基礎仍然穩固，包括優越地理位置和『一國兩制』。」



企業翹首以待

蘭桂坊集團主席盛智文表示，在等待通關復常之際，限制措施持續實施，對企業來說「就像一場惡夢」。

除了最廣為人知的房地產開發業務，該公司還活躍於市場營銷、電影和旅遊等不同行業。盛智文在香港管理的商舖租戶包括酒吧、餐廳和夜總會，因此他充分了解這些企業面對的難關。

他說：「疫情大大打擊夜生活經濟。時寬時緊的限制措施令企業飽受壓力，當中不少已宣告破產。」

最近一項規定要求顧客必須進行快速抗原測試，令業界雪上加霜。「酒吧和夜店已一直遵守嚴格的規定，進一步收緊措施令這些企業苦不堪言。」

政府現正考慮推出「紅黃碼」制度，以限制確診和高風險人士出行。理論上，新制度實施後即可放寬其他限制，但盛

智文指出，目前尚未有具體指引，企業無法及早籌謀。

此外，香港作為國際都會的聲譽亦已受損。

盛智文解釋：「我們對外開放的進度落後於人，西方可能會借機指出香港已經改變，而且失去了部分自由。」

「我們需要努力重建聲譽，愈快向世界證明香港能降低或撤銷隔離檢疫要求，我們便愈快回復正常。」

長遠而言，盛智文對前景感到樂觀。他指出，習近平主席最近訪港期間發表重要講話，凸顯了香港的獨特優勢、作為國際金融中心的角色，以及「一國兩制」成功實踐，亦有助增強商界對本港作為環球樞紐的信心。

「我相信，待邊境限制撤銷後，香港將在短時間內恢復活力，重拾升軌。」盛智文續道：「我們過往曾多次走出逆境，這一次也不例外。」

旅遊與貿易

無疑，旅遊業一直飽受疫情衝擊，曠日持久的限制措施對企業和經濟構成沉重的壓力。除非隔離檢疫規定得以解除，否則業務難望好轉。

香港旅遊發展局（旅發局）主席彭耀佳表示：「七天酒店檢疫期確實令旅客卻步。」

過去數年訪港旅客寥寥無幾，旅發局遂集中精力推動本地旅遊活動。

「我們舉辦酒店渡假和本地遊活動，以助業界維持運作和保住人手。」彭耀佳

說。全港約有20萬人直接受僱於旅遊業，另有60萬受聘於相關行業。

他續道，旅發局等待香港恢復對外開放之際，繼續透過網紅（KOL）和社交媒體等方式向海外推廣香港，維持旅客對香港的興趣。

「在這些KOL之中，有居港經商的日籍家庭與日本人分享他們在香港的社交文化體驗。」

彭耀佳指出，香港向來是熱門的會議、展覽與獎勵旅遊目的地。「會展業是本港旅遊生態系統的重要一環，因此待旅

遊重啟後，我們其中一個首要任務便是吸引旅客來港參與會展活動。」

憑藉香港的獨特優勢，尤其是與內地的聯繫，彭耀佳有信心這些活動會再度來港舉辦。

「我們以打入大灣區市場作招徠，吸引業者來港舉行會議和展覽。」

他續道，創科、輕工業和大量財富近在毗鄰，距離上海和其他城市亦只是短短的航程。「與區內其他城市相比，這個完善的網絡配套令香港能發揮更大的業務效益。」

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未來機場

香港的國際城市地位一直建基於我們的世界級機場。疫情重挫入境旅遊業，惟旅遊限制於今年逐步放寬，帶動入境人數回升。

香港機場管理局（機管局）機場運行執行總監張李佳蕙表示，機場客運量在3月和6月分別為94,000和295,000人次，仍然遠低於疫情前在2019年6月時的630萬人次水平，但已朝正確的方向邁出一步。

她指出，旅客較往常減少，香港國際機場正好藉機進行改善工程。

她說：「機管局利用客流較少的這段期間提升設施，例如優化零售和餐飲區域。」新引入的設施包括美食廣場、更多元化的商店及兒童遊樂區。

此外，機場亦正展開其他大型重建項目，包括推出設施促進與其他大灣區城市的無縫連接。

「要為大灣區旅客創造安心無憂的出行體驗，關鍵在於免除他們辦理香港的出入境和清關手續，可以在香港機場直接登機。」張李佳蕙解釋。

現時，在大灣區九個口岸乘搭快船前往機場的中轉旅客已可



直接轉機，日後經港珠澳大橋抵港的旅客將享有類似的手續安排。

這些發展是香港機場推進「機場城市」發展計劃的一部分。

張李佳蕙補充：「我們期望這些發展能發揮強大的協同效應，打造香港機場成為地區娛樂、購物和商業服務樞紐，以及會展活動目的地。」

籌辦大型貿易展是香港貿易發展局（貿發局）的核心職能。貿發局主席林建岳闡述局方如何在充滿挑戰的環境下營辦活動。

他說：「過去數年，貿發局在疫情下仍繼續以網上及線上線下同步的形式舉辦旗艦貿易展覽和會議。」

例如，去年11月假會展舉行的「亞洲醫療健康高峰論壇」吸引了1,000人到場支持，另有20,000名來自50多個國家和地區的參加者以線上形式參會。

貿發局亦持續為特定產品領域和行業舉

辦網上活動、進行商業配對及提供採購支援。

林建岳指出，相比世界其他地區，亞洲經濟體保持相對穩定，其中內地和東盟市場的機遇源源不絕，加上香港正鼓勵新興和支柱產業發展，種種因素皆有利香港在通關後的復常進展。

「要吸引企業回流，我們應重新界定自身的優勢，向外展示本地的金融、貿易和物流等傳統行業能夠與創科、醫療保健、創意等新興產業發揮協同效益，從而開創新機遇。」他說。

他認為，我們亦應重申香港擁有穩固的根基，包括穩健的法律和金融體系、清潔安全的生活環境、優質的醫療和教育服務，以及多元社會。

隨着近期部分限制措施得到放寬，林建岳期望當局提供更清晰的通關方向，以加快本港的復蘇步伐。

「事實上，隨着國際旅遊和隔離檢疫要求日漸放寬，愈來愈多海外企業向我們查詢來港參與『一帶一路高峰論壇』等會議的詳情。」林建岳說。

Upskilling & reskilling with Dr. Margarita Pavlova

“Driving Growth” – a Skills Consulting Group feature series

With the working landscape changing more rapidly than ever before, organisations are making the biggest strides forward by taking both a future-focused and pragmatic approach. Bringing together industry, education and government, APAC Skills Forum showcases leaders across the region to share insights that translate to impact. Here, meet Dr. Margarita Pavlova, Director UNEVOC-UNEVOC Centre at the Education University of Hong Kong.

As an academic, I am excited about innovation relating to greening industries and the ways teaching can help set the future up for sustainable, thriving economies. But for many organisations and workplace trainers,

the concept of green skills is new and the availability of quality training programs is an issue.

The main reason for upskilling and reskilling within the context of greening economies is the introduction of greener technologies, and new industries such as green construction and electric vehicles. But the dynamic pace of change presents a challenge. In many countries, there is still a need to align policies on greening of economies to policies on green skills.

I'm actively involved in leading change in this growing sector, identifying how we integrate green principles with on-the-job training. I regularly speak around the world on this topic, including at APAC

TVET 2021, where I joined other leaders from around the world to identify effective approaches to the organisational development of green skills.

Innovative solutions are needed to raise employers' awareness that generic green skills that are based on values are required for all employees. The future of training programmes like VET include stackable training, so that it can be flexible and meet the needs of individuals; also so that it can be recognised, accredited and then accepted by employers. When industry associations monitor developments and future trends, they can ensure that information about occupations in demand is well known.

與Dr. Margarita Pavlova暢談技能提升和技能重塑的重要性 「促進成長」— Skills Consulting Group 特輯

面對工作環境發生前所未有的劇變，各大企業和機構致力採取既具前瞻性又務實的對策以推動業務發展。透過連繫業界、培訓機構和政府等不同持份者，亞太區技能論壇 (APAC Skills Forum) 邀請不同地區企業領袖分享專業分析及見解。我們有幸邀請到香港教育大學聯合國教科文組織國際職業技術教育培訓中心 (UNEVOC-UNEVOC Centre) 總監 Dr. Margarita Pavlova 女士與我們暢談職能發展的重要性。

作為一名學者，我專注於綠色創新及有效促進可持續發展及帶動經濟的在職培訓研究，對於許多企業和在職培訓機

構而言，綠色技能是一種全新概念，對於能否對此提供優質的培訓課程亦充滿大量疑惑。

全球各地的政府均積極推動綠色經濟發展，同樣希望引進最新的綠色科技和促進綠色新興工業發展如綠色建造業和電動車生產等，但是科技發展一日千里，許多國家從綠色經濟至綠色技能方面的政策仍有待協調，因此更需要對此進行技能提升和技能重塑。

為了推動綠色技能培訓，我致力尋求結合綠色發展宗旨和高效在職培訓的方法。我定期就這個主題在世界各地進行

演講，包括在2021年的亞太區職業技能教育和培訓論壇 (APAC TVET Forum) 上與各國企業領袖討論如何促進綠色技能的發展。

企業需要創新的培訓方法以提升員工的環保意識，以希望全體員工可在工作及生活層面上擁抱綠色價值觀和技能，當中的例子包括職業訓練局提供的分層式培訓課程，引入資歷架構模式，為有需要的人士提供課程彈性及確保相關學歷獲得足夠認可，當業界在分析未來發展趨勢時，也可充分掌握相關職能的詳細訊息。

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Gains from Reshoring to be Illusory

生產線回流的利處只是幻象

Pushback against globalization is politically popular in some regions, but would increase costs and reduce efficiency for businesses

反全球化在一些地區成為普遍的政治取態，但這種趨勢會令企業成本上升和效率下降

While global trade dates back many centuries, the late 19th and early 20th centuries saw rapid developments in the links between the world's economies and cultures thanks to the development of railways and shipping across the world.

But globalization as we know it today really took off following a number of seminal developments in more recent memory – in particular, the end of Cold War following the collapse of the Soviet Union in 1991 and China's accession to the World Trade Organisation (WTO) in 2001. As a result, international trade flourished: expressed as a percentage of global GDP, it rose from 37% in 1990 to 61% in 2008, before edging down to 52% in 2020.

Thanks to the establishment of highly integrated supply chains and just-in-time manufacturing systems, multinationals were able to produce and assemble components across multiple markets and time zones. For instance, Apple Inc, the California-based technology giant, produces its best-selling devices by relying on a complex network involving suppliers in more than 50 jurisdictions. This operating model improves production efficiency by allowing

industries to capitalize on the intrinsic strengths of a certain locality. It also offers the advantage of lower costs by tapping into the vast pools of cheap labour available in markets like China and Mexico. As a result, consumers around the world have reaped the twin benefits of lower prices and higher product standards over the past decades.

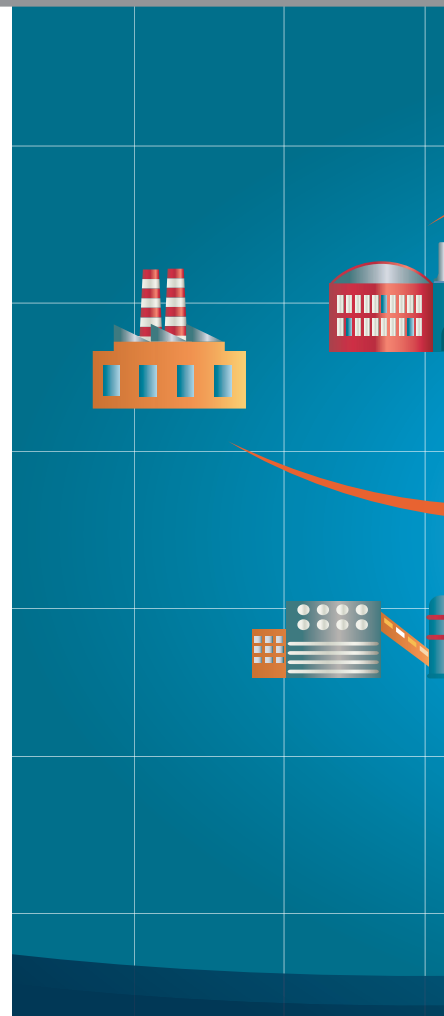
But while globalization has delivered many benefits, it has also come under increasing scrutiny amid concerns over perceived downsides such as widening inequality, impact on the environment, and deteriorating labour standards. The pushback against globalization has been exacerbated by Covid-19 and geopolitical developments that include the war in Ukraine, which have triggered a major rethink of the global supply chain as we know it.

From a national security perspective, governments have become increasingly drawn to the idea of “onshoring” to enhance self-sufficiency, particularly in the production of strategic and critical supplies. More recently, and as a result of growing geopolitical tensions, the notion of “friend-shoring,” which is defined as moving production lines away

from markets with different ideologies to like-minded jurisdictions, has begun to gain currency.

Although there is some justification for friend-shoring, the costs of doing so far outweigh the benefits. As a matter of fact, markets with deeply integrated global value chains (GVCs) have recovered more quickly from Covid-19, according to a World Bank report published recently.

This is due to the effect of a recovering economy in one part of the world ‘spreading’ to other markets through such GVCs. In that regard, well-functioning GVCs foster resilience as opposed to being a source of vulnerability.





For proponents of onshoring, nearshoring and friend-shoring, the key premise is to minimise or eradicate production hiccups, a consideration that trumps other mundane but important factors such as a market's comparative advantages. But, as we noted earlier, such assertions are flawed, based on the findings of the previously mentioned World Bank report.

In addition, the idea of "reshoring" and "friend-shoring" is regressive and risks intensifying geopolitical tensions, and could lead to a fragmentation of the global economy. A WTO study published shortly after the Russia-Ukraine conflict began

estimated that if the global economy were to decouple into "Western" and "Eastern" blocs, nearly 5% in output, the equivalent of more than US\$4 trillion, would be lost.

Instead of inward-looking measures, governments should address supply chain vulnerabilities by further easing impediments to trade flows by improving border procedures to expedite the release of goods.

Enhancements to the existing rules-based trading system are also needed to ensure that the trade in critical supplies can continue uninterrupted even in times of crisis like the Covid pandemic. Only then will the desired outcomes of resilience, efficiency,

affordability and security be achieved.

Over the past 20 years, more than one billion people have been lifted out of extreme poverty due to the practice of open trade and international cooperation. Although globalization is not without its shortcomings, policymakers should resist populism and protectionism, in the name of promoting resilience, by upholding trade linkages that have been carefully constructed over the past decades.

Failure to do so would translate into less competition, reduced efficiency, higher costs, diminished innovation and ultimately a lower standard of living for all.

國際貿易的起源可追溯至多個世紀之前，受惠於鐵路和航運的發展，在19世紀末至20世紀初，世界各地之間的經濟和文化聯繫迅速構建起來。

近數十年全球經歷了一些重大發展，尤其是冷戰於蘇聯在1991年倒台後結束及中國於2001年加入世界貿易組織（世貿組織），全球化真正起飛，帶動國際貿易蓬勃發展——從1990年到2008年期間，國際貿易佔全球GDP的比率由37%上升至61%，其後才回落至2020年的52%。

跨國企業透過建立高度整合的供應鏈和及時生產系統，得以在不同市場和

地區生產和組裝零件。以總部位於加州的科技巨擘蘋果公司為例，它依賴遍及50多個地區的複雜供應商網絡，生產其暢銷的電子裝置。

這種營運模式既可讓企業利用特定地區的產業優勢提高生產效率，還能借助中國和墨西哥等市場提供的大量廉價勞動力，以降低生產成本。因此，世界各地的消費者在過去數十年能以較低的價格享有更優質的產品。

儘管全球化帶來眾多好處，但其被視為衍生的弊端亦日漸惹起關注，例如擴大貧富差距、影響環境和降低勞工標準。新冠病毒疫情及烏克蘭戰爭等

地緣政治發展，令反全球化的呼聲更見高漲，也引發了對全球供應鏈運作方式的反思。

從國家安全的角度來看，各國政府日益傾向把生產線移回當地，尤其是戰略和重要物資的生產，藉此變得較以往自給自足。最近地緣政治緊張局勢升，「友岸外判」——即把生產線遷離與本身意識形態相悖的市場，轉移到理念一致的夥伴地區——開始受到討論。

友岸外判雖有可取之處，但涉及的代價卻遠高於其帶來的效益。事實上，世界銀行最近發表的一份報告顯示，

工傷要呈報 盡責老闆做得到 Be a responsible employer and report work accidents



僱主如沒有合理辯解而逾期或未有向勞工處處長呈報僱員工傷事件，或作出或提供虛假或具誤導性的陳述或資料，可被檢控，一經定罪，最高可被判罰款五萬元。

Any employer who, without reasonable excuse, delays or fails to give notice of an accident or makes or furnishes any false or misleading statement or information to the Commissioner for Labour is liable to prosecution and, upon conviction, to a maximum fine of \$50,000.

《僱員補償條例》規定，僱主在工傷意外發生或僱員患上該條例指明的職業病後，不論該意外或職業病是否引起任何支付補償的法律責任，僱主必須向勞工處呈報。工傷意外或職業病個案須於14天內呈報，死亡個案須於7天內呈報。

The Employees' Compensation Ordinance provides that an employer must notify the Labour Department of any accident or prescribed occupational disease, irrespective of whether the accident or the occupational disease gives rise to any liability to pay compensation. Work injury or occupational disease cases should be reported in 14 days' time while the fatal cases in 7 days' time.



勞工處

Labour Department



深度融入全球價值鏈的市場能更快從疫情中復蘇。

這是由於某一地區的經濟復蘇效應通過全球價值鏈「蔓延」至其他市場。由此可見，運作良好的供應鏈總的來說有助提升經濟韌力。

另一方面，支持把生產線移回當地、近岸外判和友岸外判的人士認為，這些模式能夠減少甚至消除生產過程中的障礙——這個因素對他們來說似乎凌駕於其他看似平凡但重要的考量，例如市場相對優勢。不過如前所述，根據世界銀行報告，支持這種主張的論點站不住腳。

再者，「回岸生產」和「友岸外判」是倒退的做法，更有可能令地緣政治局勢進一步升溫，導致全球經濟分化。世貿組織在俄烏衝突爆發後不久發表的一份研究報告估算，若然全球經濟分裂成東西兩大集團，將會損失近 5% 的經濟產出，相當於超過 4 萬億美元。

與其採取封閉性的內向型措施，各國政府不如透過改善邊境程序，加快貨物放行，以進一步消除貿易障礙，加強供應鏈韌性。

現時以規則為基礎的貿易體系亦要加以完善，確保重要物資貿易在危急時期（例如疫情期間）仍然能夠保持暢

通無阻，從而在韌性、效率、可負擔性及安全之間取得最佳平衡。

過去 20 年，受惠於開放貿易和國際合作，全球超過 10 億人口脫離赤貧。全球化縱有其弊處，但政策制定者不應以提升供應鏈韌性為藉口，走向民粹主義和保護主義，破壞過去數十年建立的貿易聯繫。

否則，後果將會是競爭減少、效率降低、成本上升及創新受阻，最終只會導致整體生活水平下降。

風雨安排早溝通 返工放工更輕鬆

Make prior work arrangements in times of typhoons and rainstorms

Benefit employers and employees

僱主應盡早與
僱員訂明有關惡劣天氣下的工作安排，
包括上班、下班、復工及在家工作等。僱主應體諒
僱員情況和顧及其安全，並作情理兼備
及彈性的處理。

Employers should
work out with employees as early as possible
the work arrangements in times of adverse weather
conditions, including reporting for duty, release from work,
resumption of work and work from home, etc. Employers
should be considerate and flexible with regard to the
needs and safety of employees.

颱風及暴雨情況下工作守則

Code of Practice in Times of
Typhoons and Rainstorms

例如熱帶氣旋、暴雨警告或超強颱風後的「極端情況」等。在「極端情況」存在期間，除已協定上班的必要人員外，僱員在八號熱帶氣旋警告信號取消後的兩小時應留在原來地點，而非啟程上班，並留意政府的公布。

Such as tropical cyclone, rainstorm warnings or "extreme conditions" after Super Typhoons, etc. When "extreme conditions" exist, except for essential staff with agreement to be on duty, employees are advised to stay in the place they are currently in for two hours after cancellation of Tropical Cyclone Warning Signal No. 8 instead of heading for work and stay alert to Government announcement.



中文版
Chinese version



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Considering the Impact of e-HKD

探討數碼港元的影響

HKGCC has responded to the HKMA's Discussion Paper on introducing a digital Hong Kong dollar. An abridged version of our comments is below; you can read the full version on our website or app
總商會已就金管局引入數碼港元的討論文件作出回應，內容節錄如下，全文可瀏覽本會網站或應用程式

The Hong Kong Monetary Authority (HKMA) recently released a Discussion Paper: "e-HKD: A Policy and Design Perspective." In the Chamber's response, we recognize the need to consider introducing a digital Hong Kong dollar, and welcome measures that could add value to the city's role as an international financial hub.

At the same time, it should be recognized that retail central bank digital currencies are still at an early stage of development, so careful consideration should be given to the introduction of an e-HKD to optimise its benefits while minimising risks.

Do you agree that e-HKD can bring potential benefits?

We agree that e-HKD offers a host of advantages as described in the Discussion Paper, namely:

- improving the availability and usability of central bank money
- positioning for challenges of new forms of money

- supporting innovation and meeting future payment needs in a digital economy
- improving resilience and efficiency of the payment system
- reinforcing the transmission of monetary policy

An e-HKD would also be useful in addressing money-laundering activities by enhancing transparency in transactions, as well as promoting healthy competition in the digital payments space. It would also save costs that are incurred in the storage and distribution of paper notes.

An e-HKD could also help reinforce Hong Kong's standing as a smart city and promote tourism by providing users with an alternative to traditional payments.

However, as noted in the Discussion Paper, the benefits arising from e-HKD are less obvious in the case of mitigating credit risk for commercial entities and promoting financial inclusion. This is due to



factors including the city's mature payment ecosystem, a robust Deposit Protection Scheme, and continued demand for physical cash.

How do you see the demand for e-HKD as a means of payment? What other design features would promote the use of e-HKD?

As there is already a variety of cash and non-cash payment solutions available in Hong Kong, there may be less incentive for the public and businesses to adopt e-HKD. As such, e-HKD should offer a more compelling value proposition and distinct benefits such as convenient usage, reduction or removal of transaction costs and flexibility with adoption.

Other features that could enhance the attractiveness of e-HKD as a payment option include exchangeability and usability in cross-border transactions.



competition with
existing payment
services such as
electronic wallets.

What are the challenges that could be brought by e-HKD?

We agree with the potential challenges mentioned in the Discussion Paper that e-HKD might pose to financial stability, bank funding, and the role of banks as intermediaries. Widespread adoption of the e-HKD in Hong Kong may also be difficult given the convenience attached to existing cash and digital payment offerings.

Although we note that it is not the intention of the HKMA to substitute existing payment options with e-HKD, there is a risk of unintended

How can e-HKD assist in the detection of illicit activities while preserving user privacy?

Hong Kong has a robust anti-money laundering and counter terrorist financing regulatory framework. Should the functionality of e-HKD be expanded to include the combat of illicit activities while also maintaining user privacy, consideration could be given to a tiered approach to regulating payments. This could be similar to that stipulated under the Stored Value Facility License where low value transactions are exempted from KYC/AML measures.

Adopting a mechanism whereby transactions conducted with e-HKD do not go through third-party payment providers would also help to protect users' data privacy.

What types of financial institutions should be responsible for distributing e-HKD?

We suggest that all licensed financial institutions be eligible for distributing e-HKD, as e-wallet services provided by such authorized institutions would better safeguard the interests of users. We also suggest that in the interest of maintaining a level playing field, there should be consistency in functionalities with the e-HKD wallet across all participating financial institutions. A standardised approach would also avoid user confusion.

Are there more design considerations that could be included in the e-HKD study?

As Hong Kong already has a mature payment infrastructure, we suggest capitalising on this by integrating e-HKD into existing digital payment applications. In particular, consideration could be given to integrating e-HKD into the Faster Payment System, which provides extensive support to local inter-bank electronic transactions.

How can the private sector contribute to the e-HKD journey?

We believe that public-private sector collaboration is crucial for driving the successful development of e-HKD, with the private sector contributing to the innovation and delivery of the digital currency. We further suggest that attention be given to enhancing the interoperability of e-HKD with existing payment models based on consultations with operators of stored value facilities.

總商會就香港金融管理局（金管局）最近發表的《從政策及設計角度看「數碼港元」》討論文件作出回應，指出香港需要考慮引入「數碼港元」，並歡迎當局採取措施為本港作為國際金融樞紐的角色增值。

不過值得注意的是，零售層面的央行數碼貨幣發展仍處於起步階段，因此當局宜仔細研究數碼港元在設計上的考量，以提升其效益及減低風險。

您是否同意數碼港元可帶來潛在效益？

我們認同討論文件所述數碼港元具備以下多個優點：

- 提高央行貨幣的供給度和可使用度
- 部署應對新型貨幣帶來的挑戰
- 推動數碼經濟的創新和滿足未來支付的需要
- 提升支付系統的穩健程度和效率
- 加強貨幣政策的傳導

數碼港元亦透過提高交易透明度，有助打擊洗錢活動、促進電子支付市場良性競爭，以及減省儲存和分發紙幣的成本。

數碼港元為用家提供傳統以外的支付選項，亦有助鞏固香港作為智慧城市的地位，並促進旅遊業發展。

不過，正如討論文件指出，香港擁有發展成熟的支付生態系統和穩健的「存款保障計劃」，加上市場對實物現金有持續需求，這些因素導致數碼港元在減低商業實體信用風險和促進普及金融方面的效益不太顯著。

您對數碼港元作為支付工具的需求有何看法？還有甚麼其他設計特點可促進數碼港元的使用？

由於香港已有各式各樣的現金和非現金支付方案，市民和企業對採用數碼



港元的意欲可能較低。因此，數碼港元應提升其價值定位，以及提供獨有的好處，例如方便易用、減免交易成本及應用靈活性。

要增加數碼港元作為支付選項的吸引力，還可考慮提高其在跨境交易的可兌換性及應用。

數碼港元帶來哪些挑戰？

我們認同討論文件所言，數碼港元或會對金融穩定、銀行資金和銀行作為中介人的角色構成潛在挑戰。鑒於現有的現金和電子支付工具方便易用，數碼港元要在香港廣泛應用可能有一定難度。

我們明瞭，金管局推出數碼港元的本意並非要取代現有的支付方式，但數碼港元可能會在無意間加劇電子錢包等現有支付服務市場的競爭。

數碼港元如何協助偵測不法活動，同時又能保障用戶私隱？

香港有穩健的監管架構打擊洗錢和恐怖分子資金籌集。數碼港元的功能若然擴大至涵蓋打擊不法活動和保障用戶私隱，宜考慮採取支付監管分級制度，即類似儲值支付工具牌照的規定，訂明低額交易可獲豁免納入「認識你的客戶」／打擊洗錢措施的適用範圍。

設立機制確保數碼港元交易無需經第三方支付供應商進行，亦有助保障用戶的資料私隱。

哪些類型的金融機構應該負責分發數碼港元？

由於持牌金融機構提供的電子錢包服務能更有效保障用戶的權益，我們建議這類認可的機構均可分發數碼港元。為維持公平的市場競爭環境，我們認為所有參與金融機構提供的電子港元錢包應在功能上保持一致，標準化可避免用戶感到混淆。

數碼港元的研究是否需要納入更多設計上的考慮因素？

香港的支付基建已臻成熟，在此利好條件下，我們建議把數碼港元融入現有的數碼支付應用程式，尤其是快速支付系統「轉數快」，以廣泛支援本地跨行電子交易。

私營部門可如何為數碼港元的設計作出貢獻？

我們認為，私營部門有助推動數碼貨幣的創新和交付，因此公私營合作對成功發展數碼港元至關重要。我們建議在諮詢儲值支付工具營運商的意見基礎上，可考慮加強數碼港元與現行支付模式的互用性。

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- **License**
- **Qualification**
- **Other Company Particulars**

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Beyond Survival for SMEs

Improving customer experience and embracing digital innovation can help smaller companies to ramp up business even amid disruption to normal operations

The fifth Covid wave in Hong Kong earlier this year brought unprecedented challenges to small and medium-sized enterprises (SMEs), but signs of recovery have started to emerge. A survey of SMEs in Hong Kong, conducted by CPA Australia in April, found that 57% of respondents expected their revenue to stay at a normal level or even grow in the months ahead.

While the relaxing of social-distancing restrictions has undoubtedly eased some of the burdens SMEs are facing, there is another factor contributing to the optimistic outlook – investment in innovation.

According to the same survey, the pandemic has pushed local SMEs to become more creative in their business models. Over half of the surveyed businesses said that they generated more than 10% of revenue through e-commerce in 2021 – the highest figure since 2017.

In other words, transforming the need to stay afloat during the pandemic into drivers of innovation can help SMEs not just survive but thrive.

Embracing innovation in times of crisis

Innovation has become synonymous with the tech industry in recent years but its central ideas are more relevant to SMEs than ever. At its

core, the concept simply means using creativity to improve in three areas: products and services, business model and customer experience.

The effects of the pandemic will be felt for years to come. Nonetheless, there is no better time to innovate than in periods of crisis. According to a report by McKinsey in 2020, companies that prioritise innovation in times of crisis outperform their competitors by 30% during the recovery.

While radical shifts in consumer behaviour and market needs are pushing SMEs to the brink, these factors are also key dynamics that allow disruptive products, business models and customer experiences to emerge. For instance, the e-commerce boom spurred by the pandemic has offered an excellent gateway for SMEs to reach new markets and a wider consumer base by adopting digital technologies.

It has also challenged businesses to create new customer experiences as they now need to cater to more diverse needs and preferences from all around the world.

Here are three tips for SME owners who are looking to transform survival into innovation.

Listen to your customers

Starting the process of innovation can seem daunting, especially

for SME owners who are already strapped for time and resources. But it's important to remember that investing huge sums in R&D is not the only way to kick-start the innovation journey.

Not all businesses need to come up with ground-breaking products and services to succeed. To ensure that new offerings bring extra value to consumers, SMEs can turn to one resource they all have free access to – customer feedback. According to a survey of consumers, 90% of respondents said that "listening to customers" is the best way for companies to drive innovation.

In addition, paying closer attention to peers and joining trade networks can help business owners find new sources of inspiration to improve their products and services.

Build a digital-first business model

Establishing an innovative business model does not require rebuilding your business from scratch. For traditional brick-and-mortar stores, simply expanding sales channels into the digital world can create new revenue streams.

Setting up a social media account and building an online presence is a fast and low-cost way for SMEs to generate sales through e-commerce. In a recent PayPal survey, 41%



中小企疫境自強

面對業務運作受阻，提升客戶體驗和應用數碼創新科技將有助中小企開創商機

of Hong Kong SME respondents said social media was their most important channel for stimulating growth during the pandemic.

Not only can e-commerce generate growth in the domestic market, but it can also help SMEs access overseas markets through cross-border trade. A survey in the United States by Alibaba, released earlier this year, found that 39% of SMEs with digital sales channels were confident that their exports would grow in 2022, compared to just 13% of those who only use offline channels.

Going global is no longer an option, but a driver of growth and a key priority for SMEs.

Create customer-centric experiences

Building trust with customers is the cornerstone of success for every SME. When it comes to e-commerce, providing a seamless user experience can go a long way in enhancing brand loyalty and increasing bottom-line results. For example: two-thirds of consumers are willing to pay more for a great user experience when shopping online, according to research by Yottaa.

Optimising the payment process is one of the best ways to enhance the user experience. Innovation in this area means making the process more intuitive by reducing the number of

steps involved, offering payment options that consumers prefer, and simply reducing load time. Research by the Baymard Institute found that close to one in five consumers abandoned their shopping cart during checkout because the process was too complicated or taking too long.

The good news is that even incremental improvements can lead to a significant reduction in cart abandonment and increase conversion. For instance, speed improvement of as little as 0.1 seconds can increase conversion rates by an average of 8% and the order value by an average of 9%, according to the Deloitte report "Milliseconds Make Millions."

Looking ahead

The first half of 2022 has been tough for SMEs in Hong Kong, but there is no reason to lose hope. The pandemic has provided fertile ground for breakthroughs in the market. Therefore, it is critical that business owners use this time to explore new ideas and prepare for the future.

By paying closer attention to consumers, investing in e-commerce channels and minimising friction in the user experience, SMEs can go beyond short-term survival and start building a solid foundation for long-term growth and success.



香港於年初爆發第五波疫情，為中小企帶來空前挑戰，惟目前市場已呈復蘇跡象。澳洲會計師公會曾在四月進行的一項調查顯示，57%受訪的香港中小企預期未來數月的收益將維持穩定或有所增加。

放寬社交距離限制無疑減輕了中小企的負擔。除此之外，投資於業務創新亦是利好前景的另一因素。

根據調查結果，疫情促使本地中小企尋求業務模式上的創新。逾半受訪企業表示，2021年有超過一成收益來自電子商貿，比例為2017年以來最高。

換言之，將疫情下的求存心態轉化為創新動力，不但有助中小企站穩陣腳，更可望再上層樓。

逆境中求創新

近年，創新一詞與科技行業劃上等號，但其核心理念與所有中小企息息相關。創新是指利用創意來提升三大範疇——產品和服務、業務模式及客戶體驗的表現。

疫情影響將延續至未來數年，不過危機正是創新的最佳時機。麥肯錫在2020年發表的報告指出，企業在危機時期注重創新，在復蘇期間的業績將較競爭對手高出三成。

消費者行為和市場需求大幅轉變，一方面令中小企瀕臨倒閉的邊緣，另一方面卻促成顛覆性產品、業務模式和客戶體驗的誕生。舉例說，疫情下的電子商貿趨勢為中小企提供良機，透過數碼科技進軍新市場及擴大客戶群。

這一趨勢亦驅使企業打造全新顧客體驗，以迎合全球各地客戶的不同需要和喜好。

要把求存的心態轉化為創新的動力，中小企可參考以下三項建議：

聆聽客戶意見

開展創新的過程往往令人卻步，對於缺乏時間和資源的中小企尤甚。但要記

The e-commerce boom spurred by the pandemic has offered an excellent gateway for SMEs to reach new markets and a wider consumer base by adopting digital technologies.

疫情下的電子商貿趨勢為中小企提供良機，透過數碼科技進軍新市場及擴大客戶群。

住，在研發領域投放巨額資源，並不是展開創新之旅的唯一方式。

企業要取得成功，未必要有嶄新破格的產品和服務。要確保新產品能為消費者創優增值，中小企不妨從客戶的反饋入手，而這種資源不費分毫。一項消費者調查結果顯示，有九成受訪者認為「聆聽客戶意見」是企業推動創新的不二法門。

留意行業動向和加入貿易網絡亦有助企業尋找新的靈感來源，從而改良產品和服務。

建立數碼驅動的商業模式

要建立創新的業務模式，無需由零開始重組公司業務。例如，傳統的實體店舖只需把銷售渠道擴展至網上平台，便可開拓新收入來源。

開設社交媒體帳戶及建立網上業務是中小企利用電商促銷的快捷途徑，而且成本低廉。根據PayPal最新一項調查，41%的受訪本港中小企表示社交媒體是在疫情期間刺激業務增長最重要的渠道。

電子商貿不但能促進本地業務增長，還可協助中小企進行跨境貿易，拓展海外市場。阿里巴巴於今年年初在美國進行的一項研究發現，39%設有數碼銷售渠道的中小企有信心2022年的出口會有所增長，只利用線下銷售渠道的公司的有關比率則僅為13%。

對中小企來說，進軍國際不再是一種選擇，而是推動業務增長的動力，亦是優先要務。

創造以客為本的體驗

與客戶建立信任是中小企成功的基石。就電子商貿而言，無縫的用戶體驗能大大提升顧客對品牌的忠誠度和盈利能力。舉例說，Yottaa一項研究結果顯示，三分之二的受訪消費者表示網購時願意多付點錢，以享受更佳的購物體驗。

完善支付流程是提升用戶體驗的最佳方法之一。革新付款程序，具體來說就是減少所涉步驟、提供客戶偏好採用的付款方式，以及縮短頁面載入時間，令支付流程更簡便。Baymard Institute一項研究結果發現，近五分之一的受訪消費者在網購付款時曾因手續過於繁複或需時甚久而放棄下單。

可幸一小步的改善也能大幅減少購物車棄單率和提高轉換率。例如，德勤的「毫秒成就百萬」（Milliseconds Make Millions）報告指出，即使載入速度只加快0.1秒，已可令轉換率和訂單金額分別提高8%和9%。

展望

香港中小企在2022年上半年舉步維艱，但無需為此氣餒。疫情為市場帶來突破的契機，企業務必把握時機求新求變，為未來籌謀部署。

透過緊貼消費趨勢、投資電商渠道及避免不快的用戶體驗，中小企將可克服短暫的時艱，更可为長遠發展和成功奠定穩固的基礎。



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Top Choice for Chicken 炸雞首選

Innovation in menus, service and operations helps KFC to keep its customers coming back for more

創新的食品、服務和營運模式有助 KFC 吸引食客再三光顧

KFC may be one of the world's biggest and best-known fast-food chains, but it never stops innovating to ensure it remains among the top choices for fried chicken and more.

"We aspire to be the chicken leader, and we are passionate about satisfying our customers' every chicken craving," said Karen Chan, General Manager of KFC Hong Kong and Macao.

Jardine Restaurant Group (JRG) has been managing the KFC operations in Hong Kong and Macao since 2013, which now has around 90 restaurants across the two cities.

To cater to local palates, KFC has infused its menu with Asian flavours, so Hong Kong diners can feast on dishes like Chicken a la King Rice and Egg Tart as well as classic Western-style items like Flava Crava Chicken and the Zinger Burger. Hong Kong and Macao is also the first KFC

market to serve roast chicken to its customers.

Besides regularly updating its menu, KFC also actively seeks to innovate its operations. So KFC had already been investing in new ways to serve customers when the arrival of Covid-19 triggered a shift away from dine-in services.

"In recent years, we have been stepping up our digital transformation efforts," Chan explained. "This provided a strong foundation for us to quickly shift to takeaway and delivery, so as to continue to create value for our customers as the pandemic hit."

To meet the continuing demand for takeaway and delivery, KFC launched a new mobile app this year with an enhanced click-and-collect and delivery-ordering experience. It also unveiled its first smart food lockers where customers can pick up their online orders – creating a completely contactless process with minimal waiting



time. A delivery management system has also been introduced, with an auto-dispatch function that can organize and schedule orders more efficiently.

The company has also invested in technology that improves life for its staff. For example, it introduced robotic arms in some of its kitchen

operations that can pick up fried chicken from the fryers. This invention helps to reduce the employees' workload while improving workplace safety.

"As the saying goes, take care of your people and they will take care of your customers," Chan said. "In fact, it has been down to the

KFC 大概是全球規模最大、最家傳戶曉的其中一家連鎖快餐店。憑藉對創新的不懈追求，該餐廳一直是炸雞愛好者的首選之一。

香港及澳門 KFC 總經理陳君樂表示：「我們希望成為炸雞美食的佼佼者，致力滿足食客對不同口味的追求。」

怡和餐飲集團自 2013 年起管理 KFC 在香港和澳門的業務運作，



agility and devotion of our colleagues that we have been able to continue to serve our neighbourhoods during these challenging times.”

To help the company coordinate its move towards more eco-friendly practices, the company recently established a Group Sustainability function. In

現時在兩地設有約 90 家分店。為迎合本地口味，KFC 為餐單注入亞洲風味，炮製出家鄉雞皇飯、經典葡撻等多款滋味美食，以及狂惹香燒雞、5 星巴辣雞腿包等經典西式食品。港澳兩地亦是 KFC 率先推出燒雞系列的市場。

KFC 除了定期引入新菜式，還積極尋求革新運作模式。因此，在堂食服務需求因疫情來襲而銳

fact, KFC was the first fast-food chain in Hong Kong to abandon plastic straws and cup lids, and it is continuing to seek alternatives to plastic for other types of packaging.

Social inclusion is also important to KFC, and the company has worked with non-profit organizations to create employment opportunities for different social groups including people with physical or intellectual disabilities.

As Hong Kong starts to prepare for a post-Covid environment, companies can benefit from sharing experiences and information. Chan said she hoped that membership of the Chamber could help to boost the KFC brand, and enable the exchange of ideas with the broader business community.

“We are delighted to have the opportunity to connect with like-minded people and businesses in the Chamber,” she said.

減之前，KFC 已投資開發新的服務方式。

陳君樂解釋：「近年，我們一直加快數碼轉型步伐，為業務重心迅速轉向外賣速遞服務奠定了穩固根基，讓餐廳在疫情衝擊下仍能繼續為顧客創優增值。」

為應付外賣和速遞服務的持續需求，KFC 今年推出了全新的 click-and-collect 流動應用程式，讓食客享受更優質的手機點餐、外賣自取和外送體驗。該公司還首度推出快取智能櫃服務，方便顧客於網上下單後自助取餐，既可締造全程零接觸的服務體驗，亦大大縮短了候餐時間。此外，KFC 亦引入外送管理系統，其自動配送功能有助提升訂單處理編排方面的效率。

該公司還投放資源研發科技，以改善員工的工作環境。舉例說，一些分店的廚房裝設了機械臂，協助員工從油炸鍋取出炸好的雞件；這項發明不但減輕了僱員的工作量，亦能提升工作場所的安全。

「常言道：『善待員工就是善待顧客』。」陳君樂續道：「全賴員工靈活應變、熱誠投入，我們才能克服現在的艱難時期，繼續服務社區。」

該公司最近成立了可持續發展部門，協調公司邁向更環保的作業方式。事實上，KFC 是全港首間棄用塑膠飲管和杯蓋的連鎖快餐店，而且正不斷為各種塑膠包裝物色替代品。

KFC 亦重視建設共融社會。因此，該公司與多間非牟利機構合作，為肢體或智力殘障人士等不同社群提供就業機會。

隨着香港開始為疫後新常態做好準備，企業之間互換資訊和經驗，定可從中獲益。陳君樂希望加入總商會有助 KFC 提升品牌形象，亦可與廣大商界人士分享交流。

她說：「我們很高興有機會在總商會與志同道合的人士和企業聯繫交流。」



Company 公司名稱：Birdland (Hong Kong) Ltd
(KFC Hong Kong and Macao)

HKGCC Membership No. 總商會會員編號：HKB0595

Established 創辦年份：1997

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Director



More than 100 Chamber members and guests joined a China Committee networking event to celebrate the 25th anniversary of the Hong Kong SAR on 15 July, immediately after the regular meeting of the committee.

Liu Yajun, Deputy Director-General of Economic Affairs Department and Head of Commercial Office, Liaison Office of the Central People's Government in the HKSAR, addressed attendees, and took the opportunity to share his vision on the future development of the country and the role of Hong Kong.

Liu discussed the potential for increasing trade and cooperation between Hong Kong and the Mainland, and remarked that Chamber members already understand the growing opportunities.



Algernon Yau, the new Secretary for Commerce and Economic Development, also joined the networking event as officiating guest. Over 20 representatives from different provinces and cities in the Mainland attended the event to mingle and exchange views with members.





在 7 月 15 日的中國委員會例會後，逾 100 名總商會會員和嘉賓參與交流會，一同慶祝香港特區成立 25 周年。

期間，中聯辦經濟部副部長兼貿易處負責人劉亞軍分享對國家未來發展和香港角色的展望。

劉亞軍討論香港與內地擴大貿易及合作的潛力，又指出總商會會員已明瞭箇中的龐大機遇。

本會亦邀得新任商務及經濟發展局局長丘應樺擔任主禮嘉賓，另有 20 多名來自內地不同省市的代表出席，與會員歡聚聯誼、交流意見。





Following President Xi Jinping's visit to the city to celebrate the 25th anniversary of the establishment of the Hong Kong SAR, the Chamber and other business organizations teamed up to organize a seminar on 7 July to discuss Xi's speech and its guidance for the business community. The Chamber's Deputy Vice Chairman Agnes Chan was one of the speakers at the event.

At the seminar, Dr Tan Tieniu, Deputy Director of the Central Government's Liaison Office in the HKSAR, gave attendees an in-depth understanding of the Central Government's requirements and expectations for Hong Kong's future, with reference to Xi's speech. He also discussed how the business community in Hong Kong can access the opportunities brought by the nation's development.

國家主席習近平來港慶祝香港特區成立 25 周年後，總商會聯同其他商業組織於 7 月 7 日合辦座談會，探討習主席的講話及其對商界的指導作用，總商會常務副主席陳瑞娟擔任其中一位講者。

會上，中聯辦副主任譚鐵牛博士深入剖析習主席的講話內容、中央政府對香港未來的要求和期望，並討論香港商界如何把握國家發展帶來的機遇。



Gregory So, Deputy Committee Director, and Raymond Yip, Hong Kong Chief Representative, Consultative Committee on Guangdong-Hong Kong Co-operation (Guangzhou Nansha) attended the China Committee meeting on 15 July, where they discussed the current policies of the Nansha district in Guangzhou and its role as a gateway to the Greater Bay Area.

At the same meeting, Eric Fok was re-elected as Chairman of the Committee, and SH Chan, Felix Lee and Edmond Yew were re-elected as Vice Chairmen.

廣州南沙粵港合作諮詢委員會副主任委員蘇錦樑及港方首席代表葉澤恩出席 7 月 15 日的中國委員會會議，講解廣州南沙區的最新政策，以及南沙作為大灣區門戶的角色。

會上，霍啟山獲選連任委員會主席，陳紹雄、李家聰及姚逸明獲選連任副主席。



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Hong Kong - A city of integrity and level playing field

香港 - 廉潔之都 營商優勢

With persistent efforts of the Independent Commission Against Corruption (ICAC) and the enduring support from the business community in cultivating an ethical business culture, Hong Kong is widely recognised as one of the cleanest places to do business today.

廉政公署（廉署）一直致力推動本港的誠信營商文化。經過多年來的堅持不懈及與商界的共同努力，香港已被公認為全球最廉潔營商城市之一。

A city of integrity 廉潔之都

- The corruption trend as reflected by the report statistics of the ICAC remains steady and under firm control. In recent years, around 2,500 corruption complaints were received each year.
近年廉署每年接獲約 2,500 宗貪污投訴，顯示貪污情況持續平穩及受控。
- [The ICAC Annual Survey 2021](#) revealed that corruption is uncommon in Hong Kong and the public is highly intolerant of corruption.
廉署的2021年周年民意調查結果顯示貪污在香港並不普遍，而市民亦絕不容忍貪污。

ICAC ANNUAL SURVEY 2021 2021年廉署周年民意調查



97.3%

97.3% of the respondents considered that keeping Hong Kong corruption-free was important to the overall development of the city.

97.3%的受訪者認為保持社會廉潔對香港整體發展重要。



98.3%

Over 98% of the respondents had not encountered corruption personally in the past 12 months.

超過98%的受訪者在過去一年內沒有親身遇過貪污。



0.7
SCORE 分

On a 0 to 10 rating scale, of which 0 represents zero tolerance and 10 total tolerance of corruption, the mean score was 0.7.

以0分（完全不可以容忍貪污）至10分（完全可以容忍貪污）的評分方法量度，受訪者對貪污的容忍度平均分為0.7分。

A clean business environment 公平廉潔的營商環境

Hong Kong is renowned for its open, clean and business-friendly environment. International surveys consistently rank Hong Kong as one of the cleanest cities in the world.

香港以開放、廉潔及營商友善的環境享譽國際，在多項國際調查中持續被評為全球最廉潔的城市之一。



- 12th least corrupt place among 180 countries/territories and one of the top performers in the Asia-Pacific Region - [Corruption Perceptions Index 2021](#), Transparency International
廉潔程度在全球180個國家/地區中排名第12位，並獲評為亞太區最好表現地區之一 - 透明國際「2021年清廉指數」
- 19th out of 139 countries/territories for its overall rule of law performance and the 9th under the factor of “absence of corruption” - [Rule of Law Index 2021](#), World Justice Project
整體法治水平在139個國家/地區中排名第19位，而在「消除貪污」方面則排第9位 - 世界正義工程「2021年法治指數」
- 5th most competitive among 63 economies and the 13th under “bribery and corruption do not exist” - [World Competitiveness Yearbook 2022](#), International Institute for Management Development
在全球63個經濟體中獲評為第5最具競爭力的地方，「行賄和貪污不存在」指標則排名第13位 - 國際管理發展學院「2022年世界競爭力年報」
- 15th and 18th out of 209 countries/territories, the second highest in Asia, respectively under the dimension of “Control of Corruption” and “Rule of Law” - [Worldwide Governance Indicators 2021](#), The World Bank
在「控制貪污」和「法治」方面於209個國家/地區中分別名列第15和18位，位列亞洲區第2名 - 世界銀行「2021年世界管治指標」
- 3rd cleanest place in Asia among 14 Asian regions - [Perceptions of Corruption in Asia, the US and Australia in 2022](#), Political and Economic Risk Consultancy
廉潔程度在14個亞洲地區中排名第3位 - 政經風險顧問公司「2022年亞洲、美國及澳洲貪污觀感」

ICAC - Your Partner for Integrity 廉政公署 - 你的誠信營商伙伴

To enable Hong Kong to maintain its competitive edge, the ICAC will remain steadfast in upholding probity and safeguarding its clean business environment through law enforcement, systemic prevention and community education.

The Hong Kong Business Ethics Development Centre (HKBEDC) of the ICAC provides customised and free corruption prevention and education services to help businesses manage corruption risks and build an ethical workforce.

廉署會繼續透過執法、預防及教育，堅定不移地維護香港的廉潔文化及公平的營商環境，以保持香港的競爭優勢。

廉署轄下的香港商業道德發展中心提供度身訂造及免費的防貪及教育服務，協助商業機構管理貪污風險及建立誠信文化。



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Americas Committee 美洲委員會

Exploring Opportunities with Quebec 探索魁北克機遇

Anthony Cote, Acting Director of the Quebec Office in Hong Kong, and his colleague Commercial Officer Florence Lin visited the Chamber on 29 June, where they were received by the Chamber's Business Policy Director Simon Ngan and PR & Programs Director Malcolm Ainsworth.

Cote explained that, since earlier this year, the Quebec Office in Hong Kong has shifted its priority away from attracting immigrants to the Canadian city, to focus more on exploring the business opportunities for Quebec in Asia. Key areas of interest include green building, leisure industry, consumer goods, agricultural products and IT solutions. Both sides discussed some of the ways they could collaborate in the future, including meetings, webinars, business matching and missions, that would be mutually beneficial for Quebec businesses and Chamber members.

魁北克政府駐香港辦事處代處長高迪及商務官員林曉婷於6月29日到訪，由總商會工商政策總監顏偉業和公共關係及項目總監麥爾康接待。

高迪解釋，魁北克政府駐香港辦事處自年初起已把工作焦點從吸引移民到該市定居，轉移到探索亞洲的商機，重點領域包括綠色建築、休閒產業、商品、農產品和資訊科技方案。雙方討論未來合作方式，例如舉辦會議、網上研討會、商業配對和考察活動，這些活動對魁北克企業和總商會會員皆有裨益。

Asia & Africa Committee 亞洲及非洲委員會



Indonesia-Hong Kong Business Trends 印尼—香港商業趨勢

A high-level panel of speakers discussed Indonesia-Hong Kong business trends and plans for relaunch after the pandemic, at a webinar on 22 June.

Sultan B Najamudin, Deputy Speaker of the House of Regional Representatives of Indonesia; Edward Yau, Hong Kong Secretary for Commerce and Economic Development; and Ricky Suhendar, Consul General of Indonesia, talked about the close ties between the two regions, exemplified by Hong Kong's position as Indonesia's second largest source of foreign direct investment since 2021.

The Regional Comprehensive and Economic Partnership (RCEP), signed almost two years ago, is a major trade agreement that will benefit many ASEAN economies including Indonesia. In his keynote speech, Aries Indanarto from Indonesia's Ministry of Investment, said that RCEP would play an instrumental role in enhancing regional connectivity. He encouraged members to look into opportunities in Indonesia in renewable energy, labour-intensive manufacturing, digital economy and marine economy.

In the panel discussion that followed, speakers from Hong Kong and Indonesia discussed the latest trends in trade, infrastructure, e-commerce and logistics. They also shared their experiences of the differences in business culture between the regions.

Eric Fok, Chairman of the Chamber's China Committee, discussed Hong Kong's unique role as a platform connecting ASEAN countries like Indonesia with the rapidly developing Greater Bay Area. Brian Chan, Vice President of INACHAM, said culture and religion played a big role in Indonesia's business environment, and advised investors from Hong Kong to build a local team in the country to better navigate the cultural differences.

HKGCC co-organized this webinar with the Indonesian Diaspora Network-China, Idepreneurs Indonesia, and the Chinese Indonesian Association (INTI).

在 6 月 22 日舉行的網上研討會，多名專家探討印尼與香港的商業趨勢及疫後復蘇計劃。

印尼人民代表會議副議長 Sultan B Najamudin、時任香港特區商務及經濟發展局局長邱騰華和印尼總領事 Ricky Suhendar 指出兩地聯繫緊密，而香港自 2021 年起更成為印尼的第二大外來直接投資來源地。

約兩年前簽署的《區域全面經濟夥伴關係協定》將為印尼等眾多東盟經濟體帶來裨益。印尼投資部代表 Aries Indanarto 發表主題演講時表示，這項重要貿易協議將促進區域聯通。他鼓勵會員探索印尼的可再生能源、勞工密集製造業、數碼經濟和海洋經濟機遇。

在隨後的小組討論環節，來自香港和印尼的講者討論貿易、基建、電子商貿和物流的最新趨勢，並就兩地商業文化差異分享個人經驗。

總商會中國委員會主席霍啟山表示，香港擔當獨特的平台角色，連繫印尼等東盟國家與發展迅速的大灣區。香港印度尼西亞商會副會長陳栢林指出，文化與宗教對印尼的營商環境有着重要的影響，並建議香港投資者在該國建立以當地人為主的團隊，以妥善處理文化差異問題。

是次活動由總商會、印度尼西亞僑胞（中國）聯合總會、Idepreneurs Indonesia 和印尼華裔總會合辦。



Korean Networking Lunch

韓式午餐交流會

HKGCC teamed up with the Korean Chamber of Commerce in Hong Kong (KOCHAM) and the Chinese General Chamber of Commerce (CGCC) to host a joint networking Korean lunch on 19 July. Asia & Africa Committee Chairman Jonathan Lamport, KOCHAM Chairman Jeong Ju Na, and CGCC External Affairs Committee Chairman Derrick Yip welcomed guests and thanked Deputy Consul-General of Korea Park Kyongsig for also joining the event. Members had a great time making new connections while learning about the latest business developments in Korea.

總商會聯同香港韓人商工會

（KOCHAM）和香港中華總商會於 7 月 19 日舉辦韓式午餐交流會。亞洲及非洲委員會主席林偉全、KOCHAM 會長羅正柱和香港中華總商會對外事務委員會主席葉少明歡迎一眾來賓，並感謝韓國駐港副總領事 Park Kyongsig 出席。是次活動讓會員建立新聯繫，以及了解韓國的最新商業發展。



COMMITTEE CHAIRMEN

委員會主席



Americas Committee
美洲委員會
Mr Evaristo Trevino Berlanga



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



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



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



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



Economic Policy Committee
經濟政策委員會
Mr Jim Taylor
戴樂生先生



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



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



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



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



Legal Committee
法律委員會
Mr Nick Chan
陳曉峰先生

Fostering Ties with Japan 加強與日本聯繫

Toshiaki Wakabayashi, Deputy Director General of the Japan External Trade Organization (JETRO), and Yamazaki Yusuke, Director of JETRO's Business Development Department, visited the Chamber on 27 June to meet with Chamber PR & Programs Director Malcolm Ainsworth. During the meeting, they discussed various ways to cooperate and promote business between Japan and Hong Kong.

Wakabayashi said many restaurants in Japan were interested in expanding into Hong Kong through franchising and joint ventures, and would be happy to meet potential Hong Kong partners. He added that, apart from the food and beverage industry, Japan's healthcare and elderly products sector was highly mature and developed. As both regions face the issue of population ageing, he said there were opportunities for Hong Kong to introduce Japanese products and technology to the local market. Both sides agreed to cooperate closely and organize events and business missions once social restrictions are eased.

日本貿易振興機構香港事務所次長若林利昭和業務發展部主管 Yamazaki Yusuke 在 6 月 27 日到訪，由總商會公共關係及項目總監麥爾康接待，雙方商討如何合力推動兩地商貿往來。

若林表示，不少日本餐廳有意以特許經營和合營企業的形式進軍香港，並希望與潛在香港合作夥伴會面。他補充，除了餐飲業之外，日本的醫療保健和長者用品行業亦已發展成熟。鑒於兩地同樣面對人口老化的挑戰，他認為香港企業可考慮為本地市場引入日本產品和技術。雙方同意待社交距離限制放寬後緊密合作，舉辦各類活動和商務考察團。

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

Cheney Cheng and Nick Wong, Managing Partners at Altive, spoke at a webinar on 23 June where they introduced the concept of blockchain and discussed its potential for transforming the future of business. The speakers cast light on the outlook for blockchain in areas such as regulatory development and institutional adoption, as well as its role in decentralized finance and digital payments. They also touched on business opportunities arising from Web 3.0, including non-fungible tokens, better known as NFTs, and decentralized autonomous organizations (DAOs).

在 6 月 23 日的網上研討會，安投管理合夥人鄭其森和王浩然介紹區塊鏈概念，並講解這種技術如何革新未來商業運作，以及區塊鏈在規管、機構應用、分布式金融和電子支付等領域的發展前景。兩位講者還探討網絡 3.0、非同質化代幣 (NFT) 和分布式自治組織 (DAO) 開創的商機。



Economic Policy Committee 經濟政策委員會



Simon Booker and Roy Chan, both partners at PwC Hong Kong, and their colleague, manager Kathy Hong, spoke at a committee meeting on 30 June on the role of vocational and professional education and training (VPET) in Hong Kong. At the same meeting, Jim Taylor was elected Chairman while Benson Luk was returned as Vice Chairman.

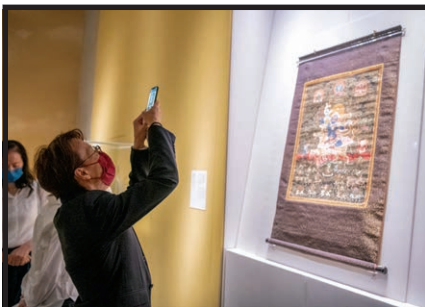
羅兵咸永道合夥人布樂家、陳國輝及經理 Kathy Hong 出席 6 月 30 日的委員會會議，討論香港的職業專才教育發展。會上，戴樂生當選主席，陸瀚民獲選連任副主席。

Europe Committee 歐洲委員會

Cheers! Europe 為歐洲乾杯！

Members from the Europe Committee enjoyed an evening of networking over drinks on 7 July at our Happy Hour, co-organized with the European Chamber of Commerce in Hong Kong. With the easing of social-distancing restrictions, we look forward to more networking events in the future to help members meet and make new connections in person.

總商會歐洲委員會與香港歐洲商務協會於 7 月 7 日合辦歡樂時光酒會，會員藉機歡談暢聚，品嚐美酒小吃。隨着社交限制放寬，委員會冀日後舉辦更多實體聯誼活動，讓會員拓展聯繫。



Visit to Palace Museum 參觀故宮文化博物館

The Chamber's LegCo representative Jeffrey Lam organized a visit to the Hong Kong Palace Museum for a group of members on 18 July. Betty Fung, CEO of West Kowloon Cultural District Authority, welcomed the group before their tour of the thematic and special exhibitions. Hundreds of priceless treasures are on display in the newly opened museum, some of which have not been seen by the public before.

總商會立法會代表林健鋒於7月18日率領本會會員參觀新開幕的香港故宮文化博物館，由西九文化區管理局行政總裁馮淑儀接待。會員一行其後參觀多個特色主題展館，觀賞館內展出的數百件珍貴文物，部分藏品更從未對外公開展出。



Telling the Story of a Resurgent Hong Kong 香港重振旗鼓的故事

Edward Stokes, photographer and founder of The Photographic Heritage Foundation, gave members of the Europe Committee a guided tour of "Recovery, Resilience, Resurgence: Thirty Years of Hong Kong Photographs, 1940s - 1970s" at the Asia Society on 30 June. This fascinating exhibition shows life in the city through the eyes of three pioneering photographers: Hedda Morrison, Lee Fook Chee and Brian Brake. The photographs they took show Hong Kong during some very challenging times for the city as well as the true-grit determination of its people, which shaped Hong Kong's world-renowned entrepreneurial and can-do spirit.

歷史遺珍攝影基金會創始人及攝影師艾思滔在6月30日帶領歐洲委員會的會員導賞於亞洲協會香港中心舉行的「復甦生息、逆中求存、重振旗鼓：香港風致三十年—1940至1970年代」歷史照片展覽。是次展覽展出由著名攝影師 Hedda Morrison、李福志和 Brian Brake 執鏡的珍貴照片，追溯昔日香港的城市生活面貌。三位攝影師透過鏡頭展現香港戰後的艱難日子，反映當時平民百姓堅毅不拔的意志，成就出香港舉世知名的企業家精神和勤奮拚勁。



COMMITTEE CHAIRMEN 委員會主席



Manpower Committee
人力委員會
Mr CK Lee
李志強先生



Membership Committee
會員關係委員會
Ms Agnes Chan
陳瑞娟女士



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



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



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



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



Taxation Committee
稅務委員會
Mr Wayne Lau
劉穎先生



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



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



Young Executives Club
卓青社
Ms Olivia Kung
龔海欣女士



Algernon Yau Visits the Chamber 丘應樺到訪總商會

Algernon Yau, Hong Kong's new Secretary for Commerce and Economic Development, and Under Secretary Bernard Chan visited the Chamber on 11 July to discuss ideas on how best to revitalize the city's economy. The Chamber's LegCo Representative Jeffrey Lam hosted the meeting, at which General Committee members had a candid exchange on the challenges facing the economy, not least easing travel restrictions, and how best to resolve these issues.

新任商務及經濟發展局局長丘應樺及副局長陳百里在 7 月 11 日到訪，探討重振本港經濟的良方。會議由總商會立法會代表林健鋒主持，多名理事坦誠討論本地經濟面對的挑戰和對策，包括放寬旅遊限制。



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

Clara Chiu, Founder and CEO at QReg Advisory, shared the latest regulatory developments affecting virtual assets in the Asia Pacific and beyond at a committee meeting on 17 June. She was joined by Matthew Cheung, Chief Strategy Officer at Hong Kong Virtual Asset Exchange, who spoke on the opportunities and prospects of crypto staking as an alternative to crypto mining.

Also at the meeting, Harrison Ho was returned as Chairman while Simon Chan and Angel Ng were elected Vice Chairmen.

在 6 月 17 日的委員會會議，前矚顧問公司創始人及首席執行官趙嘉麗講解影響亞太區及其他地區虛擬資產的最新規管發展。香港虛擬資產交易所首席策略總監 Matthew Cheung 亦有與會，探討以質押加密貨幣替代挖礦的機遇和前景。

會上，何樂生獲選連任主席，陳細明和伍燕儀獲選副主席。



IP-Backed Financing Working Group 知識產權融資工作小組

Members of the working group met on 15 July to discuss refinements to a research project comparing the IP regulatory landscape in the United States, the European Union, Mainland China and Hong Kong. They also discussed taking forward an initiative to pilot an IP-backed financing case in Hong Kong. Members also held a post-event review of the IP-backed financing webinar on 24 May, and discussed initiatives to further the working group's objective of enhancing Hong Kong's standing as an IP hub.

工作小組成員於 7 月 15 日召開會議，討論如何完善一項比較美國、歐盟、內地和香港知識產權規管環境的研究項目，以及在香港開展知識產權融資個案先導計劃。成員亦為 5 月 24 日的知識產權融資網上研討會進行跟進檢討，並探討工作小組如何進一步加強香港作為知識產權樞紐的地位。

Industry & Technology Committee 工業及科技委員會

Benjamin Mok, Deputy Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area, spoke at a meeting of the Industry & Technology Committee on 14 July. He shared the latest updates affecting the industrial sector in Hong Kong under the 14th Five-Year Plan and Qianhai Plan, and also discussed the opportunities for advanced manufacturing in the GBA.



粵港澳大灣區發展副專員莫君虞出席 7 月 14 日的委員會會議，分享「十四五」規劃和前海方案下最新發展對香港工業發展有何影響，並討論大灣區的先進製造機遇。

Legal Committee 法律委員會

Thomas Tsang, Deputy Director of Intellectual Property, spoke at a committee meeting on 27 June on the Government's plans to enhance Hong Kong's copyright regime through the Copyright (Amendment) Bill 2022, which was undergoing scrutiny in the Legislative Council.

At the same meeting, Nick Chan was elected Chairman while Kenneth Ng and Gillian Meller were returned as Vice Chairmen.

知識產權署副署長曾志深出席 6 月 27 日的委員會會議，講解政府透過《2022 年版權（修訂）條例草案》加強本港版權制度的計劃，立法會現正就草案進行審議。

會上，陳曉峰當選主席，伍成業及馬琳獲選連任副主席。



Shipping & Transport Committee 船務及運輸委員會

Vivian Cheung, Executive Director, Airport Operations of the Airport Authority, briefed members on the latest developments at Hong Kong International Airport (HKIA) during a visit on 22 June. She explained how HKIA is evolving from a "city airport" to an "airport city," the centrepiece of which will be SKYCITY. This will be one of the largest commercial developments in Hong Kong when completed, with retail, food and beverage, and entertainment facilities, as well as hotels and offices.

委員會在 6 月 22 日舉辦實地考察團，香港機場管理局機場運行執行總監張李佳蕙向會員講解香港國際機場的最新發展。機場正逐步由「城市機場」轉型為「機場城市」，其中一個重點項目為 SKYCITY 航天城，結合零售、餐飲和娛樂設施，亦設有酒店和辦公大樓，落成後將成為全港最大型的商業發展項目之一。



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



HKTDC Design Gallery is an online cross-border store from the Hong Kong Trade Development Council on JD.com International. At the SME Committee meeting on 24 June, Wanny Hui, Manager, Design Gallery, HKTDC, introduced the online store and explained how it can help local business to enter the Mainland market in a cost-effective and convenient way, while helping to enhance their brand and grow sales.

At the same meeting, Norman Yeung was re-elected as Committee Chairman, and Angela Lee and Thomas Su were re-elected as Vice Chairmen.

香港貿易發展局設計廊經理許敏儀出席 6 月 24 日的委員會會議，介紹貿發局於京東國際開設的「香港 · 設計廊」跨境電商網店，並講解網店如何協助港企以更具成本效益及便捷的方式進軍內地市場，同時提升品牌形象和銷售額。

會上，楊敏健獲選連任主席，李慧賢及蘇裕康連任副主席。

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

Congratulations to SME Committee members Terence Lau and Elsie Yung, whose companies – Richform Holdings and Elsyung Consulting respectively – received the Junzi (SME) Award at the 11th Junzi Corporation Award Presentation Ceremony on 28 June. The Awards, organized by the Hang Seng University of Hong Kong, honour outstanding Hong Kong businesses according to the five Junzi virtues of benevolence, rightness, propriety, wisdom and trustworthiness. HKGCC was one of the supporting organizations of the event.



第 11 屆君子企業頒獎典禮於 6 月 28 日舉行，恭喜委員會成員劉駿楷和翁慧雯所屬的公司——富安集團有限公司和 Elsyung Consulting 分別榮獲君子企業獎（中小企）。君子企業大獎由香港恒生大學主辦，以表揚具君子風範的本地企業，弘揚「仁、義、禮、智、信」商業道德理念。總商會為活動支持機構之一。



SME Committee Chairman Norman Yeung and Vice Chairman Thomas Su were among the members who joined the committee's visit to the ICAC Open Day on 16 July. Participants enjoyed a guided tour of ICAC facilities including the exhibition hall, mock video interview rooms, the identification parade suite and firearms display.

Members also had the opportunity to speak to Anna Lam, Executive Director of the Hong Kong Business Ethics Development Centre at ICAC, about the latest corruption and malpractice risks affecting businesses. She also updated members on the ICAC's ongoing work to promote integrity and good working practices at all companies.

中小型企業委員會主席楊敏健、副主席蘇裕康聯同多名成員於 7 月 16 日參與廉政公署開放日暨交流會。一行在廉署專員帶領下參觀各項設施，包括展覽廳、模擬錄影會面室、列隊認人室及槍械設備。

成員亦與廉政公署香港商業道德發展中心總幹事林淑儀交流意見，討論商界的最新貪污和不當行為風險。她還向成員介紹廉署持續促進商業誠信和良好實務的工作。



Top Award for GC Member

Congratulations to HKGCC General Committee Member Peter Lam, who was awarded the Grand Bauhinia Medal last month in recognition of his contributions to Hong Kong's trade, business and tourism development.

Dr Lam is Chairman of Lai Sun Garment (International) Ltd, which has been a member of HKGCC since 1950. He has been Chairman of the Hong Kong Trade Development Council since 2019, and before that served as Chairman of the Hong Kong Tourism Board for six years.



本會理事獲授勳銜

恭賀總商會理事林建岳上月獲頒授大紫荊勳章，以表彰他對香港商貿和旅遊發展作出的貢獻。

林博士為麗新製衣國際有限公司主席，該公司自 1950 年起加入總商會。林博士自 2019 年起出任香港貿易發展局主席，此前六年擔任香港旅遊發展局主席。



The changing global regulatory environment means that SMEs may soon need to provide more information about their ESG activity. At our hybrid event on 13 July, three speakers from ESG Matters – Founder Dr Glenn

Frommer, Technical Director James Choi and Lavin Yeung, Head of Business Development and Marketing – shared their insights on the latest developments in the global ESG space and how small businesses can take the first steps. They explained that SMEs can start by monitoring their energy use, offer training on sustainability to employees, and collect data on their staff diversity and well-being.

全球規管環境瞬息萬變，中小企未來或須披露更多環境、社會及管治（ESG）資料。在 7 月 13 日的線上線下同步活動，益思智創辦人馮悟文博士、技術總監蔡培深及業務發展和市場行銷部主管楊婉雯分析全球 ESG 領域的最新發展，並講解中小企該從何入手。三名講者解釋，中小企可先監察能源使用情況，為員工安排有關可持續發展的培訓，以及收集員工多元化和身心健康數據。



Thomas Shik, Chief Economist, Head of Economic Research Global Markets, Hang Seng Bank, shared his insights on the macroeconomic outlook at a seminar on 7 July. He said that although he feared the global economy was facing a new downturn due to the lingering pandemic and geopolitical issues, he expected that domestic demand and government policies would help to boost Hong Kong's economy in the second half of 2022.

At the same event, Jason Chak, Senior Vice President, Global Liquidity and Cash Management, Hang Seng Bank, shared some suggestions on cross-border trade banking solutions for Hong Kong businesses.

恒生銀行環球資本市場經濟研究部主管兼首席經濟師薛俊昇出席 7 月 7 日的研討會，展望宏觀經濟前景。他表示疫情持續未退及地緣政治問題恐令全球經濟再陷衰退，但本地需求及政府政策可望在 2022 年下半年帶動香港經濟增長。

同場的恒生銀行高級副總裁—環球資金管理翟文俊講解為港企而設的跨境貿易銀行方案。



Talent Development 人才發展



Introduction to NFT Marketing NFT營銷入門

Advanced technology means that anyone today can mint, possess and even create their own digital assets in the form of an NFT, or non-fungible token. But what are NFTs, and how can businesses use them for marketing?

At a workshop on 6 July, Daryl Choy, Chief Marketing Officer of Tricor Services, shared with participants the blockchain mechanism and the core marketing principles for NFTs. He also emphasized the importance for e-commerce businesses to understand blockchain and how they can explore new opportunities in the Metaverse.

科技發展一日千里，如今任何人都能鑄造、擁有甚至創作自己的非同質化代幣（NFT）數碼資產。然而，何謂 NFT？企業如何運用 NFT 進行營銷？

在 7 月 6 日的工作坊，卓佳集團香港首席市場總監蔡伯偉向參加者講解區塊鏈機制和 NFT 的核心營銷原則。他還強調電子商貿企業有必要了解區塊鏈的運作，以及探討如何在元宇宙探索新機遇。

Strengths-based Selling 發揮強項銷售術

Tracy Ho, Executive Communication Coach at Frame & Fame Personal Branding, delivered a workshop on 21 June that explored how everyone can tap into their innate talents to close more deals and improve their sales performance. She also explained the CliftonStrengths principles, which help people understand their own personal traits and skills better, and how they can use this knowledge for business benefits.

Frame & Fame 行政溝通教練何翠怡主持 6 月 21 日的工作坊，探討銷售人員如何發掘內在潛能，爭取銷售佳績。她還講解克利夫頓優勢（CliftonStrengths）理論，有助參加者進一步了解自己的個性和技能，以及如何藉此提升業績。



Young Executives Club 卓青社



A group of YEC members visited the Swire Archive Center in Quarry Bay on 23 June, which is located on the site of the former Taikoo Sugar Refinery. Bonnie Sze, Head of Swire Archives (HK), led the visitors on a journey through the company's 200-year history. The historical items in the Archive Center show the transformation of Swire over the years, and its growth across businesses including shipping, sugar manufacturing, soft drinks, aviation and property development. Sze also explained how the company had worked to collect, archive and store the various heritage items.

卓青社會員於 6 月 23 日參觀位於鰂魚涌前太古煉糖廠舊址的太古歷史檔案中心。太古集團香港歷史檔案服務部主管施清帶領會員探索太古 200 年的發展史。檔案中心展示了太古歷年在港的多元業務發展，包括航運、煉糖、汽水、航空和物業發展。施清亦分享了該公司在收集和儲存歷史文物方面的工作心得。





At the YEC Executive Committee meeting on 6 July, Co-Chairmen Elsa Wong and Eric Fok reported on the various activities that the club had organized over the past year. Also at the meeting, Olivia Kung was elected as new Chairman, Jacky Cheung and Victor Lam were re-elected as Vice Chairmen, while Kingsley Fong and Manfred Lau were newly elected as Vice Chairmen.

卓青社行政委員會於 7 月 6 日召開會議，聯席主席黃玉娟和霍啟山匯報卓青社在過去一年舉辦的各項活動進展。會上，龔海欣當選新任主席，張卓賢和林凱章獲選連任副主席，方敬軒和劉樺曄則當選副主席。

New YEC Chairman Olivia Kung represented the Chamber at a seminar on 19 July organized by the Chinese General Chamber of Commerce to celebrate the 25th Anniversary of the Hong Kong SAR. At the event, a number of LegCo members and local youth leaders shared their experience and insights. Attendees also shared their various perspectives on the plans and expectations for youth development in the city, and discussed some of the opportunities for Hong Kong's young people.

卓青社新任主席龔海欣於 7 月 19 日代表總商會出席由香港中華總商會舉辦的「慶祝香港特別行政區成立 25 周年研討會」。會上，多名立法會議員和本地青年領袖分享個人經歷和見解，並從不同角度探討本港青年發展的計劃和期望，以及本地青年享有的新機遇。

YEC Co-Chairman Eric Fok attended an event on 5 July to jointly celebrate the 25th Anniversary of the Establishment of the Hong Kong SAR and the 30th Anniversary of the Foundation of the Democratic Alliance for the Betterment and Progress of Hong Kong (DAB).

卓青社聯席主席霍啟山於 7 月 5 日出席「慶祝香港特別行政區成立二十五周年暨民建聯三十周年會慶酒會」。

Should Hong Kong Worry About Inflation Contagion?

全球通脹會否蔓延香港？

Economists discuss the potential impact on Asia of soaring inflation rates in the U.S. and Europe

經濟學家探討歐美通脹飆升對亞洲的潛在影響



Inflation in the United States and Europe has been rocketing recently, but it is unlikely to take off to the same extent in Asian economies, according to the expert speakers at our hybrid event on 19 July.

However, Hong Kong will probably see some increase in inflation, and the upcoming interest rate rises by the U.S. Fed will also have an impact.

Louis Kuijs, Chief Economist for Asia Pacific at S&P Global Ratings, said that economies from the U.S. and Europe to the Asia Pacific were

holding up well, despite a slowdown in trade, and modest growth is expected to continue.

However, inflation is the main concern, having soared recently to 8.6% in the Eurozone and over 9% in the U.S. and the United Kingdom.

"The inflation was probably kick-started by energy and commodity increases, but it is the increase in core inflation that is worrying central bankers so much," he said.

Core inflation is the figure when commodities and food – which are more volatile – are removed. Core inflation this year has reached around 6% in the U.S. and 4% in Europe, but has remained negligible in Japan.

"More than 80% of Japan's economy is driven by domestic service companies and it is very hard to get wage increases, so Japan is not seeing energy and food price increases," he explained.

Kuijs noted that high energy prices had been around for some time, but did not trigger the inflation that we are seeing today. "It is really a story of core inflation," he said. During the

Covid pandemic, the U.S. and many European economies rolled out large-scale support for businesses and households, which helped drive consumer spending.

"In the U.S., an already quite heated economy was getting a lot of help on the demand side," he explained. "Firms started to pass on cost increases, and staff have been expecting pay increases."

Asian governments largely did not respond in the same way. "One reason APEC doesn't have overheated economies is because fiscal policy was more restrained during the pandemic," Kuijs said.

However, central banks across Asia Pacific are facing domestic inflationary pressure, as well as the impact of U.S. interest rates rising. Ultimately, he expects that central banks across the region will raise interest rates, but not as much as the U.S.

Wei Liao, Senior Vice President and China Economist at PIMCO, then shared her insights on China's economic landscape and the inflation issue. She said that,



contrary to some media reports, the Mainland's supply chains have continued to perform largely as normal in recent months, even amid Covid-related pressures.

"The market has often overreacted," she said. "For example, markets were worried when Shanghai shut down, but exports held up very well, even during the lockdown."

A bigger concern is China's relatively low growth, and the impact on demand for commodities.

"The Central Government has rolled out fiscal stimulus to support infrastructure. But the property market is weak, which is commodity-intensive," Liao said.

On the topic of property sector woes that have hit the headlines recently, she said that the proportion of troubled projects is actually quite small, so won't affect

the broader economy. Chinese households have high levels of savings and are unlikely to stop paying mortgages on a significant scale.

However, investors should be aware of the impact of the "regulatory storm" that the Mainland has seen recently. "This is not only in the property sector but also affecting tech and education," she said. "It has had a negative impact on household incomes and has also affected perception."

On a more positive note, Liao added that policymakers in China have more "bullets" to deal with any economic downturn, compared to other major economies. "They started tightening monetary policy in the second half of 2020, so there is a lot of room to ease if they want to."

Going forward, Liao noted two key issues to watch out for in China. The first is if another wave of the pandemic arrives, requiring large-scale lockdowns. The second is the possibility of falling demand for exports if there is a recession in the U.S. and globally.

Turning to Hong Kong, the speakers agreed that while the city's inflation rate may rise from its current low levels (1.3% in May), it is unlikely to increase dramatically in the near future.

"Hong Kong is definitely facing pressure from the global price increases," Kuijs said. "However, we are not seeing very high wage increases."

The Hong Kong dollar is also strong, compared to economies that provide Hong Kong with products, he added, so it is hard to see inflation rising too much.

近期美國和歐洲通脹不斷升溫，不過專家表示亞洲的通脹幅度將較為溫和。

然而，香港通脹預期有所上升，美聯儲即將加息亦有影響。

在本會於 7 月 19 日舉行的線上線下同步活動，標普全球評級亞太區首席經濟師 Louis Kuijs 指出，美國、歐洲以至亞太區即使面對貿易放緩，經濟表現依然維持穩健，和增長可望持續。

不過，歐元區通脹率最近急升至 8.6%，英美兩國更已升破 9%，情況令人關注。

他說：「通脹大概由能源和大宗商品價格上揚引發，但核心通脹上升才是引起各國央行憂慮的主因。」

今年美國和歐洲的核心通脹率（即剔除波動較大的能源及食品價格後的數字）已分別達到約 6% 和 4%，但日本的增幅仍然甚微。

他解釋：「日本經濟超過八成由國內服務企業推動，加上僱員難以獲得加薪，因此日本的能源和食品價格未有上漲。」

Kuijs 指出，能源價格高企已持續一段時間，但未有引發當前的通脹問題。「因此，目前的情況無疑是核心通脹。」在疫情期間，美國和歐洲多國為企業和家庭推出大規模援助計劃，導致消費開支增加。

他解釋：「美國經濟本已相當熾熱，需求方更進一步提供助力。企業開始將成本升幅轉嫁消費者，員工亦預期將獲得加薪。」

亞洲多國政府的反應卻不一樣。「亞太經合組織成員國在疫情期間採取較保守的財政政策，因此並無出現經濟過熱的現象。」

不過，亞太區央行現正面臨本地通脹壓力及美國加息的影響。他預期區內央行最終將會加息，惟幅度不及美國。

隨後，品浩高級副總經理及中國經濟師廖薇剖析中國經濟形勢和通脹問題。她表示，有別於部分傳媒報導，內地供應鏈在疫情壓力下近月仍大致運作正常。

「市場往往反應過度。舉例說，上海封城引起市場擔憂，但出口表現在封控期間仍然保持堅韌。」她說。

更值得關注的是中國增長相對較慢，令大宗商品的需求受到影響。

廖薇說：「中央政府已推出財政刺激措施支持基建發展，惟大宗商品密集的房地產市場表現疲弱。」

談及近期登上新聞頭條的房地產危機，她表示有問題的項目比例其實甚低，不會對整體經濟造成影響。此外，中國家庭的儲蓄率高企，大規模停止償還按揭貸款的機會不大。

不過，投資者應注意最近在內地掀起的「監管風暴」。她說：「除了房地產，科技和教育行業亦受到影響，導致家庭收入減少和損害對外形象。」

廖薇補充，從正面看，中國政策制定者比其他主要經濟體擁有更多應對經濟下行的「彈藥」。「中國在 2020



年下半年開始收緊貨幣政策，因此有充足的放寬空間。」

展望未來，廖薇指出中國有兩大議題需要注意。首先，倘爆發新一波疫情，中國可能會實施大規模封城。第二，假如美國以至全球陷入衰退，出口需求或會下跌。

香港方面，講者認同本港通脹率或會從現時的低水平（5 月份為 1.3%）上升，但短期內大幅上升的機會不大。

「全球物價上漲無疑令香港受壓，不過工資增幅不算高。」Kuijs 說。

他補充，與向香港供貨的經濟體相比，港元處於強勢，亦有助遏抑通脹。



Cheers to the Return of Happy Hour Networking! 歡樂時光聚會再度舉辦！



The Chamber's Europe Committee teamed up with the European Chamber of Commerce for Happy Hour cocktails on 7 July – the first Happy Hour event that the committee

has organized this year. As social restrictions have eased, members greatly enjoyed the opportunity to catch up and network over drinks and canapes. Europe Committee Chairman Davide De Rosa and European Chamber of Commerce Board Member Stratos Pourzitakis shared the hosting duties at this relaxing evening.



隨着社交限制放寬，總商會歐洲委員會與香港歐洲商務協會於7月7日合辦歡樂時光酒會，會員藉機歡談暢聚，品嘗美酒小吃。是次活動為歐洲委員會今年首次舉辦的歡樂時光聚會，由主席戴偉德及香港歐洲商務協會董事 Stratos Pourzitakis 主持。



ESG for SMEs

中小企實踐環境、社會及管治目標

Smaller businesses should start to prepare now as regulations on environmental standards are enacted around the world

世界各地陸續實施環境標準規定，中小企業應着手為此做好準備

Reporting on ESG – environmental, social and governance – criteria may be viewed by SMEs as a burden, as it creates more work for businesses that have limited resources.

However, as three speakers from ESG Matters explained at our 13 July event, all companies will likely need to follow ESG guidelines in the near future. SMEs should start planning now so they are prepared for tighter regulations and a more sustainable future.

Currently, only listed companies in Hong Kong are required to submit their ESG records on a yearly basis, but these big corporates must also pay attention to the ESG practices of the other businesses they deal with.

“Many SMEs are part of the supply chain, and they supply goods and services to large companies,” said Technical Director James Choi. “In the near future, they will need to comply with the same requirements.”

This provides challenges for smaller businesses, but also opportunities for those that get ahead of the competition on ESG practices.

Lavin Yeung, Head of Business Development and Marketing, said having clear ESG policies in place can deliver other benefits, such as attracting customers who are concerned about sustainability. It can also help small businesses access funds.

“Banks are more willing to support this marketing shift and invest in companies concerned with ESG,” she said. “They are also more willing to lend money to develop green products and services.”

For many SMEs, however, it may be difficult to know where to start. Yeung suggested that business owners could check out the guidelines provided by Hong Kong Exchanges and Clearing (HKEX). They can also read the ESG reports of listed companies that are available on their websites.

While there is no standard approach to integrating ESG, Yeung recommended a few key stages. First, businesses should dedicate a cross-functional team, as ESG is a very broad topic.

“Banks are more willing to support this marketing shift and invest in companies concerned with ESG.”

– Lavin Yeung, Head of Business Development and Marketing of ESG Matters

「銀行更積極支持這種營銷趨勢，更樂意投資於重視ESG的企業。」

——楊婉雯 益思智業務發展和市場行銷部主管



環境、社會及管治 (ESG) 表現匯報令資源有限的企業工作量增加，往往被中小企視為一項負擔。

然而，三位來自益思智的講者在 7 月 13 日出席本會活動時解釋，在不久的將來，所有企業可能都要遵守 ESG 指引。中小企應著手為更嚴格的規管做好準備，迎向可持續發展的未來。

現時只有在香港上市的公司必須每年提交 ESG 報告，但這些大企業集團亦要留意與其有業務往來的公司的 ESG 表現。

技術總監蔡培深表示：「不少中小企為大企業供應貨品和服務，是供應鏈的一部分，他們在不久將來亦須遵守相同規定。」

對中小企來說，這既帶來挑戰，也為 ESG 表現出眾的公司創造機遇。

業務發展和市場行銷部主管楊婉雯指出，制定清晰的 ESG 政策還有其他好處，例如吸引注重可持續發展的客戶，以及協助中小企融資。

她說：「銀行更積極支持這種營銷趨勢，更樂意投資於重視 ESG 的企業，也更願意批出用於研發綠色產品及服務的貸款。」

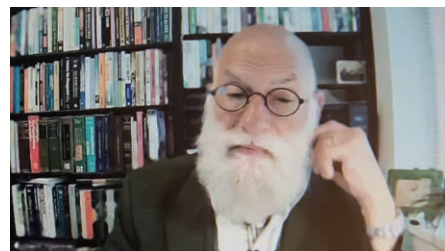
不過，許多中小企往往不知從何入手。楊婉雯建議企業東主查看香港交易及結算所（港交所）提供的指引，亦可參閱上市公司載於官方網站的 ESG 報告。



楊婉雯表示，引入 ESG 並無標準方法，建議分若干重要階段推出。首先，由於 ESG 涉及的層面甚廣，企業宜成立跨職能團隊專責處理。

她解釋：「即使公司規模細小，也要確保全體員工了解 ESG 要求。提供培訓除了能讓僱員掌握各項重要議題，亦有助管理層制定合適的政策。」

此外，客戶和供應商的需要因地而異，企業要對此有所了解。



「中小企要踏出第一步，最容易的做法是收集公司的能耗數據，並將之轉換為碳排放量。」

——馮悟文博士 益思智創辦人

「新規例將會接踵而來，客戶可能要符合不同的國際規定，企業或許因需要不時修改協議和指引。」她說。

了解競爭對手不但能助企業茁壯成長，還可提供靈感的泉源。一些中小企業包括初創公司在網上發布公司的 ESG 報告和可持續發展活動。

楊婉雯表示，要實踐 ESG「社會」目標，企業可收集員工福利方面的數據，包括薪酬水平、培訓時數，以及促進工作與生活平衡的政策。

蔡培深其後講解如何借助科技收集和匯報 ESG 活動。他指出，不少公司已採用數碼平台處理會計和僱員年假事宜，而方法是自行設計或採用市場上現成的 ESG 平台，益思智因應港交所披露要求而設計的平台「ESG Dashboard」就是一例。

蔡培深補充，虛擬實境等技術亦可用於員工培訓等範疇。

他解釋：「ESG 報告須呈報僱員培訓時數。虛擬實境技術讓培訓活動得以有效地透過遙距方式進行。」

益思智創辦人馮悟文博士總結道，新例實施在即，中小企務必立即行動，而非呆等。他又指出，中國內地和歐洲聯盟已設立 ESG 分類標準，美國亦緊隨其後。

對中小企來說，ESG 匯報看似艱鉅複雜，但總有應對方法。

馮悟文說：「中小企要踏出第一步，最容易的做法是收集公司的能耗數據，並將之轉換為碳排放量。」另一個簡單直接的方法是收集社會數據，例如人才多元化、公司提供的培訓課程數量和家庭支援等政策。

他續稱，在 ESG 的社會層面作出投資和改善工作環境還有另一個好處，就是減少員工流失率，從而減省招聘成本。



Rediscovering Hong Kong's Recovery, Resilience and Resurgence

重新探索香港：
復甦生息、逆中求存、重振旗鼓



Members had an exclusive tour by Edward Stokes, founder of The Photographic Heritage Foundation, of a fascinating exhibition of photos showing Hong Kong's Recovery, Resilience and Resurgence from the 1940s to '70s, at the Asia Society.

Organized by the Europe Committee on 30 June, the specially selected photos taken by Hedda Morrison, Lee Fook Chee, and Brian Brake allowed members to see life in Hong Kong through the eyes of these three pioneering photographers. The photographs they took show Hong Kong during some very challenging times for the city as well as the true-grit spirit of its people which shaped Hong Kong's world-renowned entrepreneurial and can-do spirit. Due to huge interest, the exhibition has been extended until 30 September.

歐洲委員會於6月30日率領會員前往亞洲協會，參觀「復甦生息、逆中求存、重振旗鼓：香港風致三十年—1940至1970年代」歷史照片展覽。

在歷史遺珍攝影基金會創始人艾思滔的導賞下，會員欣賞了由Hedda Morrison、李福志和Brian Brake三位攝影大師執鏡的多幅精選作品，一窺昔日香港的生活面貌。這些珍貴的歷史照片見證這座城市過去歷經的艱苦歲月，充分體現港人堅毅不屈的意志，成就出香港舉世公認的企業家精神和勤奮拼勁。由於活動反應熱烈，展期將延長至9月30日。



The background of the entire page is a high-angle, aerial photograph of a busy port. Numerous colorful shipping containers are stacked in neat rows, and several large blue gantry cranes are positioned along the waterfront. Overlaid on this image are several white circular icons: an airplane, a cloud, a truck, a forklift, a warehouse, and a Wi-Fi symbol.

專業商貿文件簽發及認證服務 *Professional Trade Certification & Facilitation Services*

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Issuing the most COs in Hong Kong

商事證明

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The key to document credibility & legitimacy

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一站式完成商會加簽
及領事認證

Consulate Endorsement Facilitation

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78個國家及地區

ATA Carnet

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前往廣東

Self-drive to Guangdong Province

Drive your private car across the border



Ready for Take-off

機場蓄勢起飛

Members check out the latest developments at Hong Kong International Airport as the site transforms into a multipurpose travel and leisure hub
香港國際機場轉型為多用途旅遊和休閒樞紐，會員透過實地考察了解最新發展

Members enjoyed the opportunity to see the latest developments at Hong Kong International Airport on 22 June, on a visit organized by our Shipping & Transport Committee.

Vivian Cheung, Executive Director, Airport Operations at the Airport Authority, hosted the Chamber visitors and explained how the site is transforming into a fully fledged "airport city" destination. Among the major developments is SKYCITY, which will include a wide range of retail, food and entertainment facilities as well as hotels and offices. It will be one of the biggest commercial developments in Hong Kong when it is completed.

The visitors also heard the latest news on the third runway, which was gearing up to receive its first flights, as well as technology updates and plans to strengthen connectivity with the rest of the Greater Bay Area.

With a stable Covid situation, the Chamber has been able to arrange more in-person events and site visits recently, which are proving popular. In addition, our members are very interested in all the latest airport developments, so this visit was heavily oversubscribed. We hope to be able to organize another trip soon.





總商會船務及運輸委員會在 6 月 22 日率團參觀香港國際機場，視察機場的最新發展。

香港機場管理局機場運行執行總監張李佳蕙向會員講解機場如何轉型為包羅萬有的「機場城市」。其中一個重點項目為 SKYCITY 航天城，結合零售、餐飲和娛樂等多元化設施，亦設有酒店和辦公大樓，落成後將成為本港其中一個最大的商業發展項目。

團員亦聽取第三跑道的最新進展，跑道現正為首批航班升降做好準備，同時積極提升技術，以及計劃與其他大灣區城市加強聯通。

隨著疫情緩和，本會最近舉辦了更多實體活動和廣受歡迎的實地考察團。此外，有見會員對機場的發展動向深感興趣，報名人數遠超名額，我們希望在短期內安排會員再訪機場。





Treasure Trove of History 歷史寶庫

A group of members enjoyed a visit to the Hong Kong Palace Museum on 18 July, organized by the Chamber's LegCo Representative Jeffrey Lam. Betty Fung, CEO of the West Kowloon Cultural District Authority, welcomed the group before their tour of the thematic and special exhibitions.

Hundreds of priceless treasures are on display in the newly opened museum, including items on loan from the Palace Museum in Beijing as well as artefacts that have never been seen by the public before.



總商會立法會代表林健鋒於7月18日率領本會會員參觀新開幕的香港故宮文化博物館，由西九文化區管理局行政總裁馮程淑儀接待。

會員一行其後參觀多個特色主題展館，觀賞館內展出的數百件珍貴文物，包括北京故宮博物院的外借藏品，以及從未對外公開展出的珍品。



FOR LEASE

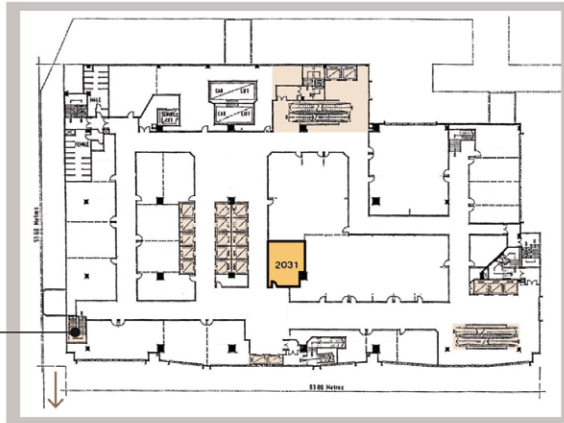
Shop 2031, 2/F, United Centre, 95 Queensway, Hong Kong



OVERVIEW



Staircase leading to Pacific Place pedestrian bridge



- Located in the heart of Admiralty with convenient transportation
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Dynamic Careers in Accounting 會計業出路廣泛

Students learn about the
wide variety of options
available within the
accountancy profession
學生了解會計專業的廣泛
就業機會

一些中學生可能會認為會計工作單調乏味，但信聯集團行政總裁曹志光解釋，會計涉及不同業務範疇，是一份既富趣味又有意義的工作。

曹志光出席總商會「商校交流計劃」活動，與聖羅撒書院修讀企業、會計與財務學的中五學生對談交流。

他解釋，會計不但是一門有趣的專業，而且市場對會計人才需求殷切，機遇處處。

曹志光表示：「會計及公司秘書服務為各行各業不可或缺的專業服務。」

相比其他地區和國家，在香港開設私人有限公司的要求較低，故這類服務對港企尤其重要。

曹志光指出，成立一家公司——包括開立公司銀行帳戶、選定股東和取得公司

註冊地址——只需幾個工作天，而當中每個步驟都需要會計服務。

香港企業林林總總，會計專才可選擇投身各行各業的中小型家族企業以至跨國集團，就業出路廣泛多元。

會計業前路廣闊，但要入行還需付出多年的努力。在大學修讀會計學能讓學生掌握基本知識和技能，但這亦只是邁向會計或企業管治與合規事業的第一步。

要晉身會計師或公司秘書，累積工作經驗固然重要，但先決條件是通過一系列的註冊會計師考試。本地認證機構包括香港會計師公會（HKICPA）及香港公司治理公會。

取得執業資格不代表一勞永逸，會計師必須持續進修才能延續專業。曹志光解釋，所有 HKICPA 會員均須符合持續

專業發展（CPD）要求，方能延續註冊執業會計師資格。參與各類 CPD 活動，亦有助執業者緊貼瞬息萬變的商業環境，並且能向僱主和客戶證明自身的專業實力。

在問答環節，有學生問及會計業不斷演變，業者可如何保持競爭力。曹志光解釋，行業發展生生不息，法例變動、科技進步等情況十分常見，而這些因素都會對會計實務造成影響，因此會計師要時刻掌握最新動向和趨勢。

曹志光又指出，從事會計工作所得的經驗和技能，亦有利日後在各方面的專業發展，有助開拓會計師和公司秘書以外廣闊的就業出路。

Some high-school students may think that a job in accounting would be tedious and repetitive. But as Alex Cho, CEO of Sino Corporate Services explained, it is a dynamic and rewarding career that gives exposure to a variety of areas of business operation.

Cho was speaking to a group of Form 5 students who are studying business, accounting and financial studies at St. Rose of Lima's College, as part of the Chamber's Business School Partnership Programme.

He explained that not only is accountancy an interesting profession, it is also one that will always be in high demand, with plenty of opportunities available.

"Accounting and company secretarial services are considered professional services," Cho said. "These services are essential to all businesses across all industries."

This is especially the case in Hong Kong, as the requirements for establishing a private limited company here are lower compared to other regions and countries.

Cho explained that setting up a company – including opening a corporate bank account, determining the shareholders and obtaining a registered office address – can be done in just a few working days. And all of these businesses will need accounting services.

The huge variety of companies in Hong Kong means that

accountancy professionals can choose to work in a range of business environments, from small family firms to multinational corporations, and across all sectors.

But while there are plenty of opportunities available in

“The experience and skills gained in accounting would be useful in various ways in the professional world.”

「從事會計工作所得的經驗和技能，亦有利日後在各方面的專業發展。」



accountancy, pursuing a career in this area still takes years of effort. Studying accounting at university provides students with fundamental knowledge and skills, but this is just the first step to a career in accounting or corporate governance and compliance.

To advance as an accountant or company secretary, individuals are required to pass a series of examinations before becoming a certified public accountant (CPA), although work experience also counts towards receiving this qualification. Local certification authorities include the Hong Kong Institute of Certified Public Accountants (HKICPA) and the Hong Kong Chartered Governance Institute.

Once you have become a CPA, continuing education is necessary to retain your

status. Cho explained that all HKICPA members are required to fulfil continual professional development (CPD) requirements to retain their registration as a CPA. Different types of CPD activities also help practitioners to stay up to date with the evolving

business environment, and also serve to assure employers and clients of the accountant's professional competence.

During the Q&A session, the students discussed with Cho how practitioners can stay competitive in such a dynamic industry. He explained that new developments are emerging all the time, such as changes in legislation and technology advances. These all affect accounting practices, so accountants need to keep abreast of all the latest changes and trends.

In conclusion, Cho told the students that the experience and skills gained in accounting would also be useful in various ways in the professional world, opening up diverse career pathways besides accountant and company secretary.

WHAT'S ON 最新動

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

COMMITTEE MEETINGS

Check with secretariat for details

ENVIRONMENT & SUSTAINABILITY

Latest developments on establishing global sustainability standards for financial markets.

Aug 3 4:00 pm

SHIPPING & TRANSPORT

Update on cargo-related projects at HKIA including Dongguan Logistics Park and the Three-Runway System.

Aug 19 10:30 am

DIGITAL, INFORMATION & TELECOMMUNICATIONS

Cybersecurity trends and potential challenges in the Metaverse.

Aug 23 4:00 pm

MEET THE CHAMBER'S NEW CHAIRMAN

Betty Yuen

Group Director of CLP Holdings Ltd

Aug 25 6:00 - 7:30 pm



POLICY ADDRESS: CHAMBER FOCUS GROUP DISCUSSION : SESSION 3 (ENGLISH)

Aug 5 3:00 - 4:30 pm

SESSION 4 (CANTONESE)

Aug 9 10:00 - 11:30 am

WEBINARS (Visit website for full details and to register)



AN INTERNATIONAL STANDARDS APPROACH TO IMPROVING INFORMATION GOVERNANCE

Aug 10 3:30 - 4:30 pm



OECD GLOBE RULES: WHAT SHOULD HONG KONG'S REAL ESTATE INDUSTRY EXPECT FROM THE NEW GLOBAL MINIMUM TAX REGIME?

Aug 11 10:00 - 11:30 am



MEETING GREEN OBJECTIVES – MEASURING AND REDUCING SUPPLY CHAINS' CARBON FOOTPRINT

Aug 24 11:00 am - 12:30 pm

SITE VISITS

WEST KOWLOON NEIGHBOURHOOD EXPERIENCE VISIT

From the traditional communities of Yau Ma Tei and Jordan to the brand new museums, West Kowloon is a diverse district that is now part of the Tourism Board's Neighbourhood Programme.

Aug 12 2:30 - 5:00 pm

VISIT TO JOCKEY CLUB SMART AGEING HUB

Gerontechnology – tech to help elderly people – is increasingly important as our society ages. Learn about the latest developments in the field on our visit to the Smart Ageing Hub, part of Hong Kong PolyU.

Aug 19 3:00 - 4:00 pm

VISIT TO VITARGENT AT HKSTP

Vitargent is a biotechnology company that specializes in testing products to make sure they don't contain harmful chemicals. Learn more on our visit to their facilities, and meet some other start-ups based at HKSTP.

Aug 25 2:15 - 5:00 pm



TRAINING & SEMINARS (Check website for details)



Finance with Web 3.0

Aug 2 9:30 am - 12:00 nn



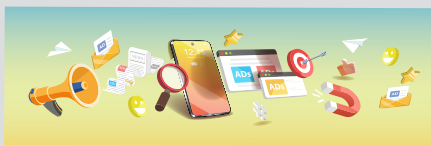
Resilience

Aug 3 9:30 am - 12:00 nn



Legal Impacts and Recent Development of European Union GDPR and Hong Kong PDPO

Aug 4 9:30 am - 5:00 pm



E-commerce Marketing from Zero to One

Aug 4 2:30 - 5:30 pm



Art of Negotiation & Delivering the Bad News

Aug 9 9:30 am - 12:30 pm



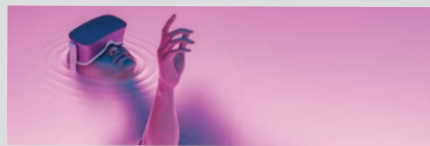
Lawful and Reasonable Dismissal of Extremely Difficult, Troublesome and Underperforming Employees Through the Lens of Case Law

Aug 12 9:30 am - 5:30 pm



Child-Parent First Aid Pioneer Workshop

Aug 15 2:00 - 6:00 pm



Metaverse and NFTs 101

Aug 16 9:30 am - 12:00 nn



Country Briefing Series: A Close Look at Nigeria

Aug 16 & 30 12:30 - 2:00 pm



Art of Storytelling in Business Presentations

Aug 17 10:30 - 11:45 am



How to Reduce the Tax Risk and the Accounts Receivable Risk while Striving for Profit in Mainland China

Aug 18 3:00 - 5:30 pm



Effective Negotiating

Aug 19 9:30 am - 5:30 pm



Change Management

Aug 23 9:30 am - 12:30 pm



Excellent Emails

Aug 26 2:00 - 6:00 pm



Event Marketing and Management – A New Way to Promote your Business and Convert Event Attendees into Clients

Aug 31 2:30 - 5:30 pm



TRAINING & DEVELOPMENT

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get **30% OFF** course fees



Excellent Emails 打造出色電郵

Learn how to fine-tune the tone of your writing to meet the needs of different audiences, subjects and contexts.

If you've ever been concerned about inadvertently offending your audience in emails or other correspondence, then this is the workshop for you.

This workshop will look at:

- The do's and don'ts of email writing
- How relationship, subject and context affect tone
- Language which can be used to manipulate tone – writing on sensitive issues
- Cultural considerations such as politeness vs formality, and practicality vs 'fluff'

學習以合適的語調來迎合不同對象、主題或背景的需要。

假如你曾擔心撰寫電郵或信件時不經意地冒犯了對方，不妨參加本工作坊。

是次工作坊將探討：

- 電郵寫作的注意事項
- 關係、主題和背景如何影響語調
- 可用以操控語調的語言——敏感議題的寫作技巧
- 文化考量，如禮貌與禮節、務實與吹噓之別

Trainers : Richard Charles
 導師 : Richard Charles
 Date : 26 August 2022
 日期 : 2022年8月26日
 Time : 2:00 – 6:00 p.m.
 時間 : 下午2時至6時
 Venue : HKGCC Theatre, 22/F United Centre
 地點 : 金鐘統一中心22樓香港總商會演講廳
 Language : English
 語言 : 英語
 Fees : Member \$950 / Non-member \$1,150
 費用 : 會員\$950 / 非會員\$1,150



Richard Charles,
Business Writing Consultant,
Connect Communication
Richard Charles
Connect Communication
商務寫作顧問

Effective Negotiating

Join this interactive workshop to hone your negotiating skills, learn how to ask the right questions, hold your ground where it matters, and collaborate to create a workable outcome for both sides.

During this workshop, participants will:

- Apply a process for planning and conducting negotiations
- Practise negotiation skills through exercises and role-play
- Develop awareness of their personal negotiating style
- Explore common negotiating tactics and how to respond to them

Target Audience:

- Managers and executives who wish to develop their business negotiating skills

Trainer : Anthony Brophy
 導師 : Anthony Brophy
 Date : 19 August 2022
 日期 : 2022年8月19日
 Time : 9:30 a.m. – 5:30 p.m.
 時間 : 上午9時30分至5時30分
 Venue : HKGCC Theatre, 22/F United Centre
 地點 : 金鐘統一中心22樓香港總商會演講廳
 Language : English
 語言 : 英語
 Fees : Member \$2,880 / Non-member \$3,880
 費用 : 會員\$2,880 / 非會員\$3,880

有效談判

參加本互動工作坊，鍛鍊個人談判技能，學習如何提出正確的問題，並在關鍵時刻堅持立場，與對方合作達成共識。

課程目的：

- 掌握規劃和進行談判的技巧
- 通過角色扮演演練談判技巧
- 建立個人談判風格
- 了解常見的談判策略及回應方法

對象：

- 希望提升商業談判技能的管理及行政人員

Anthony Brophy,
Principal Consultant,
HR Solutions
Anthony Brophy
HR Solutions首席顧問



Event Marketing and Management – A New Way to Promote Your Business 活動營銷與管理——推廣業務新法門

This workshop will help you create successful events from planning, promotion and management to converting attendees into clients..

Workshop outline:

- Strengthen event marketing concepts
- The importance of proper event planning
- Develop the appropriate marketing strategies
- Skills to ensure events run smoothly and keep attendees happy
- How to turn attendees into clients

Who should attend:

- Management who plan and manage business strategy
- Staff involved in event planning, branding and promotion

本工作坊將有助學員掌握舉辦活動的訣竅，從策劃、推廣、管理活動，以至把參加者變成客戶，逐步邁向成功。

課程綱要：

- 加強活動營銷概念
- 適當地策劃活動的重要性
- 制定合適的營銷策略
- 提升活動流暢度及參加者投入度的技巧
- 如何將參加者變成客戶

對象：

- 負責規劃及管理商業策略的主管人員
- 從事活動策劃、品牌管理及推廣的相關人員



Daryl Choy,
Chief Marketing Officer,
Tricor Services Ltd
蔡伯偉
卓佳集團香港首席市場總監

Trainer : Daryl Choy
 導師 : 蔡伯偉
 Date : 31 August 2022
 日期 : 2022年8月31日
 Time : 2:30 – 5:30 p.m.
 時間 : 下午2時30分至5時30分
 Venue : HKGCC Theatre, 22/F United Centre
 地點 : 金鐘統一中心22樓香港總商會演講廳
 Language : Cantonese
 語言 : 廣東話
 Fees : Member \$850 / Non-member \$1,050
 費用 : 會員\$850 / 非會員\$1,050

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of Commerce
22/F United Centre, 95 Queensway, Hong Kong
(Admiralty MTR Station, Exit D)

☎ 2823-1228

✉ venuerental@chamber.org.hk



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