

Corporate Development  
本會發展







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Membership forms the heart of the Hong Kong General Chamber of Commerce, so it is important that members are kept up to date on the work that the Chamber does on their behalf, and of the services that we put at their disposal.

會員是本會的核心力量，故我們致力為會員提供最新消息和資訊，讓他們了解本會工作之餘，也可認識我們所提供的會員服務。



The Chamber expanded its Membership Benefits Program in 2007, and organized cocktails as well as golf outings for members.  
本會去年擴大了「會員優惠計劃」，並為會員舉辦酒會及高爾夫球活動。



## Membership

Considerable effort was devoted to expanding membership recruitment and retention during the year under review.

Regarding the recruitment of new members, the Chamber's Member-Get-Member Contest continues to be a useful tool in encouraging existing members to introduce their contacts to the advantages of being a member of the Hong Kong General Chamber of Commerce. Despite rising costs, and the buoyant economy, the Chamber decided against raising membership dues, which have been frozen at \$4,000 for the past decade.

The Membership Benefits Program continues to be well received by members, both those looking to take advantage of the discounts, as well as the merchant partners who are using the program to promote their products and services. Offers range from discounts for travel, food and beverages, to retail, professional services, health & beauty, and office

## 會員事務

本會年內在會員招募及續會工作上不遺餘力。會員招募方面，我們的「會員推薦計劃」繼續是一種有效途徑，鼓勵現有會員向他們的商業夥伴推介加入總商會的好處和福利。儘管經濟暢旺導致成本壓力不斷上升，惟本會仍決定不增加會費，令會費在過往10年一直維持在每年4,000元的水平。

「會員優惠計劃」繼續廣受會員歡迎。透過這個計劃，會員不僅享有購物折扣優惠，夥伴商戶也可藉此推廣其產品及服務。有關計劃提供的折扣優惠涵蓋旅遊、飲食、零售、專業服務、健康及美容，以至辦公室產品及服務等。由於會員反應熱烈，故參與計劃的夥伴商戶亦由2006年的60家，增加至2007年近80家。

needs. The positive feedback from members has resulted in participating merchant partners increasing from 60 in 2006 to almost 80 in 2007.

To build a sense of camaraderie among members, the Membership team revamped Chamber Happy Hour in 2007, which took place at different locations in Lan Kwai Fong, and each event was hosted by two General Committee members.

## Media relations

To help promote the Chamber and our work among the wider community, the Chamber maintained close connections with senior editors and reporters from popular print and broadcast media. The Chairman, CEO, Chief Economist and Senior Director for Business Policy all contributed to various articles presenting our views based on input from members. In addition, the Chamber issued 15 press releases in 2007 to make our views known.

為增強會員之間的聯繫，會員事務小組於2007年改變了本會「歡樂時光」聚會的活動形式。有別於以往的安排，現時每次聚會都會於蘭桂坊的不同地點進行，並由本會的兩位理事擔任主持。

## 傳媒關係

為向社會各界推廣本會及相關的會務工作，我們一直與各大傳媒的編輯高層及記者保持緊密聯繫。年內，本會主席、總裁、經濟師及工商政策副總裁亦以會員意見為基礎，於不同報章及刊物發表文章，以表達本會對各項議題的看法。此外，本會於2007年共發布15篇新聞稿表達意見。



The Bulletin continues to introduce new columns for members' interest. 《工商月刊》繼續因應會員所需而推出新的欄目。



Members who are unable to attend one of our functions can download a podcast of the event, and increasingly watch a video of the talk on our Website. 會員如未能出席本會活動，可於本會網站下載網播，重溫有關活動的錄音或錄影內容。

## The Bulletin

The Bulletin continued to provide an important role in disseminating Chamber information and positions to members and the public. It also provided a useful platform for members to market themselves by publishing articles in their area of expertise, or introduce their business through the member profile section in the magazine. Members contributed their time and expertise to write articles, and special thanks must go to the magazine's restaurant critic Gerry Ma, who sacrifices considerable time every month to write the restaurant feature. Advertising income from the magazine remained very healthy for the year under review due to the hard work of the advertising representative and the buoyant economy.

### 《工商月刊》

年內，本會繼續透過《工商月刊》向會員及大眾發放資訊及表達意見，有關刊物不僅是本會傳遞訊息的重要渠道，亦為會員提供實用的推廣平台，讓他們發表專業文章，或透過「會員巡禮」一欄介紹公司業務。本會感謝會員在百忙中抽空為月刊撰文，與讀者分享專業見解。此外，本會亦須特別鳴謝該刊「分甘同味」專欄作者馬桂榕，每月撥冗撰文推介食肆。受惠於經濟暢旺，以及有賴廣告代表的努力，《工商月刊》去年的廣告收入維持穩健。

## Website

The Chamber's Website continues to grow in strength, both in terms of its popularity and depth of information and services offered in the site. The number of page views for the site in 2007 increased by 10% over 2006's total to reach just over 2.2 million per month. In addition to providing timely and useful business information, the site also serves as a useful marketing and research tool for members.

The Chamber updated the capacity of its servers during the year under review to improve reliability and to accommodate the increasing use of multimedia made available to members. In addition to allowing members to download audio podcasts from all of our roundtable luncheons and seminars, we began a trial run of video shooting events, which members can watch online. This service has been well received and will be gradually expanded in 2008.

### 本會網站

我們的網站年內繼續提供豐富的資訊和服務，並獲得會員的廣泛支持。本會網頁的瀏覽次數在2007年增加至每月達220萬次以上，較2006年的總數上升一成。我們的網站除了提供適時的實用商業資訊之餘，更是會員的一種實用商業工具。

本會去年更提升了伺服器的容量，藉此改善其可靠性，以配合會員對多媒體使用日漸增加的需求。目前，本會網站除了可讓會員下載所有小型午餐會及研討會的錄音網播外，我們亦以試驗性質推出視像項目，讓會員可於網上收看有關活動。由於這項服務推出後一直深受會員歡迎，故本會將於2008年逐步擴展有關服務。