

CEO'S REPORT

總裁報告



The Chamber's Business Summit took on a new format in 2016. 本會的商業高峰會去年改以新形式舉行。

2008年對於香港、中國內地及各國商界，都是極具挑戰的一年。天災、金融海嘯和愈來愈多的新法規，佔據了本年報章的頭條。內地在農曆新年發生雪災，本會即時撥款捐助，年中發生四川大地震，本會支援緊急救災工作。我們也游說香港及內地政府，讓企業有更多時間適應不斷變化的法規，並向中小企提供協助，應對迅速惡化的營商環境。

2008年第四季，金融海嘯衝擊全球經濟，使多國陷入衰退，不少企業被迫裁員或結業。年內的經濟環境卻提供了獨有時機，讓本會向會員提供優良服務。

為促進會員、本會職員、秘書處及理事會之間的互動交流，本人引入了全新形式的新會員簡介會，會員可與本會高級職員互相溝通。同樣，我們舉辦的會員酒會等聯誼活動，以及午餐會的討論環節，都比以前更互動。我們擴大了市場推廣的範疇，以促進會員關係，又加強本會的通訊管理，與會員活動緊密連接。

政策倡議

政策倡議是本會的主力工作之一。我們定期進行研究及會員意見調查，了解各行各業的關注。部分工作仍在進行，例如就CEPA新補充協議調查會員意見，我們每年亦就施政報告及財政預算案提交建議，本會向政府提交的意見書中，專家及各地區委員會也出謀獻策，貢獻良多。

The year under review was an extremely challenging one for businesses in Hong Kong, Mainland China and internationally. Natural disasters, the financial tsunami and creeping regulations were in the headlines throughout the year. The Chamber responded to the tragic natural disasters in the Mainland by making donations to help relief efforts in the wake of the ice storms during Chinese New Year, and later in the year to emergency relief work following the devastating earthquake in Sichuan. We lobbied governments here in Hong Kong and in the Mainland to give businesses time to adjust to changing regulations, and to provide assistance to SMEs badly hit by the rapidly deteriorating business environment.

The financial tsunami that hit the global economy in the fourth quarter of 2008 plunged many countries into recession, and forced many companies to lay off staff or close their doors. The year under review has provided a unique opportunity for the Chamber to demonstrate to members the value of our services.

To facilitate interaction between members, staff, the secretariat and General Committee, I have put in place a new format for our new member briefings, so that members can interact with senior staff and each other. Similarly, our networking functions, such as member cocktails, and even luncheon discussions, are much more interactive. We have expanded our marketing scope to enhance our relationship with members, and strengthened our contact management system to allow us to keep in closer touch with our members' activities in the Chamber.

Business Advocacy

The Chamber's advocacy role is one of our greatest strengths. We regularly undertake research and collect views from members on their concerns relating to their particular fields of

1. The Chamber welcomed 71 delegations from the Mainland in 2008.
2008年，本會接待了71個內地代表團。

2. The Chamber organized a study mission to Taipei just three days after direct flights were reestablished across the Taiwan Strait.
在兩岸重新通航的三天後，本會已率先組團赴台北訪問。



business. Some of these exercises are ongoing, such as collating what members want to be included in further liberalization of CEPA, as well as our annual Policy Address and Budget submissions. Our specialist and geographical committees also make substantial contributions to our submissions to government.

The year under review was a particularly busy one regarding changes to business regulations on the Mainland. A host of new laws relating to labour, tax and the processing trade all came into play at the same time. Our committees, Legislative Council Representative the Honourable Jeffrey Lam and the Chamber leadership made representations to the Hong Kong and Mainland governments with suggestions on measures that could be taken to ease the transition and to give companies more time to adjust to the new polices.

We were similarly busy studying the Chamber's proper response to government's initiatives to introduce legislation on minimum wage and competition law. We also delivered submissions in respect to major consultation exercises such as healthcare reform. Through our committee structure, we established working groups to analyse and gauge members' views and concerns about these changes, and submitted our positions to government.

2008 marked the fifth year of CEPA's implementation and saw the release of a number of significant measures. The Chamber organized roundtable luncheons and a working mission to Guangdong to help members explore new opportunities created by the new CEPA revisions. We also organized functions to bring members up to date on preparations for the 12th Five Year Plan, which seeks further integration between Hong Kong and the

去年本會工作繁多，內地不時調整營商法規，一連串有關勞工、稅務及加工貿易的新法同時出台。有見及此，本會各委員會、立法會代表林健鋒議員及總商會領導層已向香港及內地政府建議，提出放寬有關過渡期，讓企業有較長時間適應新政策。

此外，政府建議引入法定最低工資及競爭法，本會亦忙於研究，並提出恰當回應。政府舉行醫療改革等大型諮詢活動時，本會提交了意見書。我們在委員會之下成立了多個工作小組，分析形勢和匯集會員意見，向政府表達本會的立場。

2008年是CEPA實施的第五年，年內也推出了多項重要措施。本會舉辦了一連串午餐會及一次廣東工作訪問團，協助會員探索CEPA新補充協議帶來的機遇。本會舉辦多項活動，讓會員緊貼「十二五」規劃的最新進展，了解這個推動中港兩地進一步融合的計劃。為回應「十二五」規劃，本會的中國委員會成立了專責小組，聯同國家發展和改革委員會及本會會員發表意見。



3. Members visited Hong Kong Design Centre and Gold Peak's design centre to explore how companies can use innovation and design to grow their business.
會員參觀香港設計中心及金山工業設計中心，了解企業如何利用創新和設計促進業務發展。

4-5. Site visits, such as to CLP's 'Sky Woodland,' and impoverished areas in Sham Shui Po, enabled members to gain some unique perspectives.
參觀中電「空中樹林」及深水埗貧民區等實地考察活動，讓會員得到獨特的體會。



本會轄下各委員會一直推動我們的政策及倡議工作。2008年，本會於一年一度的商業高峰會，訂出發展藍圖，從而提升本會及香港的競爭力。今次活動碩果纍纍，令人欣喜，為總商會未來的工作方向提供了清晰的指引。我們把會上所得的意見歸納成本會工作重點，我稱之為「15棵聖誕樹」，我們即將就這些「聖誕樹」展開工作計劃。

商業及支援服務

「15棵聖誕樹」有助本會重新界定會員商業服務的形式及範疇。年內，本會提供了各類支援服務，包括貿易文件簽發、員工培訓、資訊及市場推廣服務。

對於需要個人化服務的會員來說，總商會的全資附屬機構「總商會服務有限公司」，去年以其技能和專業知識，協助會員成功舉辦各類活動。同樣，我們的培訓及場地租借服務，為會員提供了度身訂造的優質服務，滿足他們的個別需要。

本會員工數目維持穩定，但由於精簡內部運作，提高了秘書處的生產力。從我概述的本年活動花絮，以及本年報所載的其他詳細報告，可見2008年的確是總商會非常繁忙而又豐饒的一年。

Mainland. In response, the Chamber formed a subgroup under the China Committee to work with the National Development and Reform Commission and members to submit our views.

The Chamber's committees generally drive our policy and advocacy work forward. In 2008, the Chamber used our Annual Hong Kong Business Summit to develop a blueprint for what the Chamber, and Hong Kong, in general, needs to do to hone our competitiveness. I am pleased to report that this exercise proved to be extremely fruitful, and has produced a clear blueprint that will form the basis of the Chamber's priorities in the coming years. We have drawn on the findings of the summit to produce what I like to call the Chamber's 15 Christmas Trees, or our priorities. Members will start to see our initiatives relating to these Christmas Trees being rolled out in the months and years ahead.

Business & Support Services

The Christmas Trees will help to redefine the shape and scope of business services that the Chamber offers to members. For the year under review, the Chamber provided a wide range of trade documentation, staff training, information and marketing services.

For members who required personalized services, our subsidiary, Chamber Services Limited, used their skill and expertise to help members successfully organize a wide range of events. Similarly, our training and venue rental services offered members the right mix of customized, quality services to suit their individual needs.

We have streamlined the internal operations of the Chamber while holding the headcount constant. This has led to an increase in productivity of the Chamber secretariat. As you can



see from my brief snapshot of the year's activities – and more detailed reports elsewhere in this report – 2008 was a very busy and productive year for your Chamber.

Business Connect

China continues to be a key locomotive driving our economy forward. As such, the Mainland played a central theme in the advocacy, programmes and connect functions of the Chamber. We organized five study missions to the Mainland during the year under review, as well as welcomed a total of 71 delegations from around the country. Members, particularly members of the China Committee, made good use of these opportunities to broaden their contacts and knowledge of doing business in the Mainland.

A very significant development in 2008 was the establishment of direct links between the Mainland and Taiwan. Just three days after the first historic flight across the Taiwan Strait, the Chamber led a study mission to Taiwan to explore what opportunities and challenges the closer cross-strait relations would have on Hong Kong.

Locally, the Chamber continued to organized its diverse range of roundtable luncheons, seminars, forums with government officials and cocktails to allow members to keep up to date on a wide range of topics and regulations that impact their businesses. Our 'Meet the Minister' and 'Meet the Under-Secretary' closed-door forums continue to be very popular among members. During the year under review, senior officials who spoke to members included: Food and Health Secretary York Chow; Environment Secretary Edward Yau; Civil Service Secretary Denise Yue; Transport and Housing Secretary Eva Cheng; Commerce & Economic Development Secretary Rita Lau; and Education Under-secretary Kenneth Chen.

商務聯繫

中國繼續是推動香港經濟增長的主要動力，因此本會在政策倡議、會員活動及商務聯繫這幾方面的工作重點仍是內地事務。本會年內組織了5個內地考察團，並接待了合共71個來自國內不同地區的代表團。會員（特別是中國委員會的成員）都善用這些機會，拓展他們在內地的人脈，加深了對內地營商環境的認識。

2008年的一項重要發展，是兩岸正式實施「大三通」。在兩岸歷史性通航的三天後，本會已率先組團赴台灣考察，探索兩岸緊密關係為香港帶來的挑戰和機遇。

本地方面，總商會舉辦各式各樣的小型午餐會、研討會、政府官員論壇及聯誼酒會，就會員息息相關的議題和法規提供最新資訊。我們的「與局長會面」及「與副局長會面」閉門論壇，繼續深受會員歡迎。年內，應邀出席論壇與會員對話的高官包括食物及衛生局局長周一嶽、環境局局長邱騰華、公務員事務局局長俞宗怡、運輸及房屋局局長鄭汝樺、商務及經濟發展局局長劉吳惠蘭，以及教育局副局長陳維安。



The Chamber organized five study missions to the Mainland during the year under review. 本會年內組織了5個內地考察團。

本會發展

我們努力不懈，確保您——我們的會員——滿意和欣賞本會的活動、服務和資訊。我們繼續擴展活動和服務，讓您享受更多，但絕不增加成本。儘管我們去年曾經考慮增收會費，但最終決定維持過去11年的收費水平。我們堅信總商會提供全城最物有所值的服務，其中一個原因來自我們的委員會成員，他們全是業界精英，每年為本會投入大量寶貴時間和精力，應該向他們深深致敬。本會亦有幸擁有充滿幹勁的專業秘書處團隊，為各位竭誠服務。

總商會痛失摯友

本會於2008年失去一位摯友，令人悲痛。總商會工商政策副總裁陳偉群博士不幸中風逝世，終年50歲。過去18年來，陳博士一直盡心效力總商會，令本會成為全港最優秀的商界組織。他熱愛藝術、文化、教育和環保工作，對本港商界以外的範疇同樣影響深遠。雖然陳博士已經辭世，但其成就將獲後人永遠懷念。

Corporate Development

Ensuring that you, our members, remain satisfied and value the events, services and information that we provide is a never-ending endeavour. We continue to expand our range of programmes and services, whilst seeking ways to better serve you at no extra cost. Our membership dues, which we did consider raising last year, have remained frozen for the past 11 years. We sincerely believe we offer the best value in town. Part of this is due to the excellent calibre of people who serve on our committees. They invest considerable time and energy in the Chamber every year and deserve our deepest gratitude. The Chamber is also fortunate to be served by a team of energetic and professional secretariat staff.

The Chamber lost a dear friend

Very sadly, the Chamber lost a dear friend in 2008. The Chamber's Senior Director for Business Policy Dr WK Chan died tragically of a stroke at the age of 50. WK's contributions over the 18 years that he served here have contributed to making the Chamber the finest business organization in Hong Kong. His love of the arts, culture, education and environment, among his many other passions, also had a significant impact on the non-business side of Hong Kong. He is sadly missed, but will be fondly remembered.

Dr John Fleming, Chief Scientist for The Gallup Organization, shared case studies on how companies use HumanSigma to improve employee-customer engagement. 蓋洛普諮詢有限公司首席科學家 John Fleming 博士分享企業利用「人本西格瑪」改善僱員與顧客關係的個案研究。



Chamber Support for Green Hong Kong

In support of 'Green Hong Kong,' the Chamber initiated a number of projects during the year under review to improve efficiency within the office as well as to reduce the Chamber's environmental footprint.

In early 2008, the Chamber implemented Phase II of 'Project Clean Air,' recommended in the Clean Air Charter, and was pleased to qualify for the scheme's certification programme (Clean Air Charter Certification of Compliance). The number of fluorescent tubes in the office were reduced to cut down energy consumption, and old office equipment was also replaced with more energy efficient models. As a result, electricity consumption for the second half of 2008 fell by 11.1% compared to the same period in 2007. All office staff are also more environmentally conscious after implementing a series of "good environmental practices" in 2008.

Alex Fong
CEO

本會支持「綠色香港」活動

為支持「綠色香港」活動，本會去年進行了多項內部改善工程，以提高工作效率和減少業務對環境的影響。

2008年初，本會根據《清新空氣約章》的承諾，展開了「清新空氣計劃」的第二階段，更喜獲審核認證（清新空氣約章合格證書）。年內，本會除了減少辦公室的光管數目來節省能源外，舊的辦公室設備也換成更節能的型號。結果，2008下半年的用電量較2007年同期下跌11.1%。本會於2008年推出了一系列「良好環境實務指引」，提高了所有員工的環保意識。



總裁
方志偉



Dr Andrew Thomson (left), CEO, Business Environment Council, presented HKGCC CEO Alex Fong with a Clean Air Charter Certificate of Compliance.
商界環保協會行政總裁譚安德博士（左）向香港總商會總裁方志偉頒發《清新空氣約章》合格證書。