

# Corporate Development

本會發展



Membership forms the heart of the Hong Kong General Chamber of Commerce. During the year under review the Chamber strengthened its services and programme range to better serve members.

會員一直是總商會的核心力量。本會年內增加了服務和活動種類，致力改善會員服務。

# Membership

## 會員事務

The Chamber introduced new membership retention and recruitment strategies in 2008, in addition to expanding its Membership Benefits Programme.

除了擴充現有的「會員優惠計劃」外，本會也在2008年制訂了全新的策略來保留及招募會員。

1-2. Around 400 members joined the Chamber's Christmas Cocktail at Hong Kong Club on December 2. 本會於12月2日假香港會所舉行聖誕聯歡酒會，吸引約400位會員參加。



3-4. The Chamber's Happy Hour provides an ideal opportunity for members to network and relax. 本會的「歡樂時光」聚會為會員提供聯誼交流的良機。

本會在2008年制訂了明確的策略來保留及招募會員，務求強化本會會籍，吸引會員續會。為了招募新會員和提供更優質服務，本會年內也推出了不少切合會員需要及針對性的方案。我們的員工推薦計劃就是一個有效途徑，鼓勵員工向客戶推廣加入總商會的好處。

為加強會員之間的聯繫，本會去年舉辦了多項社交聯誼活動。由本會理事主持的每季一次「歡樂時光」聚會及其他酒會活動，繼續深受會員歡迎。

「會員優惠計劃」繼續為會員提供一個推廣產品和服務的平台，而會員也可尊享獨家的折扣或優惠。

金融海嘯已蔓延全球，引發空前的經濟亂局，影響各行各業。我們透過多個委員會和各種服務，一直全力協助會員（特別是中小企）渡過經濟危機。因此，本會決定不增收會費，而本會會費在過去11年一直維持每年4,000元水平，讓會員可在這艱難時期繼續受惠於我們的服務。

To expand our membership, the Chamber laid out a well-defined retention and recruitment strategy in 2008 that enhanced the value and sustainability of membership. Targeted and customized solutions were introduced to recruit new members and to enhance members' overall experience. A member recruitment drive by staff was also identified as being an effective tool to introduce their business contacts to the benefits of joining the Chamber.

To strengthen camaraderie among members, a number of fellowship and social networking programmes were organized during the year under review. The quarterly Chamber Happy Hour, hosted by General Committee members, continues to be well received by members, as do other cocktail evenings.

The Membership Benefits Programme continues to provide a platform for member merchant partners to promote their products and services, while members can benefit from exclusive discounts or privileges.

The financial tsunami has spread globally and unleashed unprecedented economic turmoil on all industries. Through our various committees and services, we have been doing what we can to help our members, particularly SMEs, survive the economic storm. As such, the Chamber decided against raising membership dues, which have been frozen at \$4,000 per annum for 11 years, so that during these tough times members will continue to benefit from membership.



Members visited Cathay City to learn what it takes to become one of the world's leading airlines.  
會員參觀國泰城，了解這家全球領先航空公司的運作。



## Media relations

Maintaining good relations with members of the media is essential to ensure that Chamber positions are clearly and accurately made known to the wider community. To share their expertise with other members and the media, Chamber leaders conducted interviews and wrote articles for the local, Mainland and international media.

## The Bulletin

The Chamber also uses its monthly magazine, The Bulletin, to disseminate information and our positions to members and the public. To enhance the readability of the magazine, its contents and scope have been expanded and refined to include a more diverse editorial mix. Advertising income from the magazine remained healthy for the year under review, despite registering a slight decline on the record year in 2007.

## Chamber web site

The Chamber's web site remains a popular portal for members to get information, and for the Chamber to promote its services and views. The number of page views for the site in 2008 increased by 8% over 2007's total to reach just over 2.3 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. In July, the web site was revamped with a new look, features and contents. All our events are video recorded and available to members on our web site, so that members who are unable to attend the luncheon in person, can now watch a high quality video of the event after they login to e-Club.

## 傳媒關係

要確保總商會的立場得以清晰和準確地向大眾表達，就必須維持良好的傳媒關係。為了與其他會員和傳媒分享專業意見，本會管理層去年不但接受本地、內地及國際傳媒的訪問，還在報章撰文發表意見。

## 《工商月刊》

本會也透過每月出版的官方刊物《工商月刊》，向會員和公眾發放資訊和表達立場。為了提高月刊的可讀性，我們去年增加和改善了月刊的內容和涵蓋範疇，以輯錄更廣泛題材。《工商月刊》年內的廣告收入較2007年微跌，但仍維持財政穩健。

## 本會網站

本會的網站繼續是廣受會員歡迎的資訊平台，也是本會推廣服務和發表意見的渠道。本會網頁的瀏覽次數在2008年增加至每月達230萬次以上，較2007年的總數上升8%。我們的網站除了提供適時及有用的商業資訊外，也是會員的實用市場推廣及搜尋工具。去年7月，本會網站更以全新面貌提供更多豐富內容。我們亦會錄影所有活動，然後上傳到e訊站，讓未能出席的會員都可登入網站觀看高質素的錄像。



The contents and scope of The Bulletin have been expanded to include a more diverse editorial mix. 本會去年增加和改善了《工商月刊》的內容和涵蓋範疇，以輯錄更廣泛題材。

The Membership Benefits Programme provides a platform for members to promote their products and services. 「會員優惠計劃」為會員提供一個推廣產品和服務的平台。

