



THE HONG KONG GENERAL CHAMBER OF COMMERCE

BULLETIN

A VISIT FROM WESTMINSTER





IN THE FAR EAST & BEYOND

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THE HONG KONG
GENERAL CHAMBER
OF COMMERCE

MARCH, 1969

The Bulletin

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Our cover picture for this issue shows Mr. C. A. Chodwyck-Heoley, O.B.E., T.D., leader of the City of Westminster Chamber of Commerce Trade Mission, presenting a plaque bearing the Westminster Chamber's coat-of-arms to the Hon. Michael Herries, O.B.E., M.C., Chairman of the Hong Kong General Chamber of Commerce. In return, Mr. Herries presented to Mr. Chodwyck-Healey for the Westminster Chamber a Hong Kong made permanent calendar mounted on an onyx base.

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The changing methods of the Trade Development Council was described by its Executive Director, Mr. Jack Cater when he spoke at a recent Rotary Club luncheon. Because of the importance of the T.D.C. to members, we reproduce his speech in this issue.

THE ROLE OF THE T.D.C.

"Trade is almost as old as man himself, and from the earliest days there has been one form or another of trade: trade was the main impetus behind most of the early explorations and later, national economies became dependent upon it, just as today our own economy is dependent upon trade.

"Indeed, possibly more than any other territory in the world, Hong Kong owes its livelihood to trade and as a community the people of Hong Kong are probably more conscious of trade than anyone else in the world.

"We have the everyday example of this: in Hong Kong the English Language papers, for example, devote more space to business news than to any other topic; and it is true to say that among the more successful locally produced magazines are those dealing solely with economics and commerce.

"I am sure this genuine interest in trade and industry is responsible for much of our success; we even take a perverse delight in telling each other how hard we work!

Role and Function

"Success, and I mean the success of Hong Kong in thriving as an industrial force, is an intangible cypher which could be lost overnight. It is in this area of image; of keeping Hong Kong's potential as a source of trade before the eyes of overseas entrepreneurs, that lies the work of the Trade Development Council.

"Our role and functions have been analysed and dissected so often that at times we can almost smell the anaesthetic in the air, but don't think me ungrateful for the constant flow of advice we receive — this is a healthy operation which can only result in good for Hong Kong.

"Basically we at the Trade

Development Council are, as the name implies, concerned with trade promotion and if we do the job well we can help maintain our present high rate of exports and imports — I emphasise imports because although the economy of Hong Kong is primarily an industrial one, without the supply of raw materials this would be non-existent. Unfortunately, the importance of our purchases from overseas is frequently lost by the more glamorous aura surrounding overseas promotions.

"And what exactly is trade promotion?

"In theory, it is a part of the whole aspect of marketing, an unfortunate modern word which, at times, holds sinister connotations: we tend to think of marketing as the Hidden Persuaders, the Waste-Makers — the host of books written about this subject.

"Marketing is of course merely the process by which the demand-situation for goods and services is anticipated and enlarged and satisfied through the conception, production, promotion, exchange and physical distribution of such goods and services. Or, to simplify, marketing can be usefully summarised by the three words . . . Identify — Anticipate — Satisfy. The basic axiom of selling is to know what, and how you have to sell, where it can be sold, and who will buy it.

"Selling" Hong Kong

"With the aid of our own research facilities, the experience



Mr. Jack Cater.

of the Overseas Trade Relations Division of the Commerce and Industry Department and the on-the-spot advice of our representatives overseas, we are continuously trying to establish these criteria.

"But before going on to the actual subject of "selling" Hong Kong — and I mean selling in every sense of the word, let us take a closer look at ourselves.

"The Hong Kong economy has been likened, rather aptly in many ways, to a corporate enterprise with employment in millions and industrial division in the hundreds. Hong Kong is by necessity, a process or value — added economy almost entirely devoid of natural resources, deriving its comparative advantage in world markets solely from its indigenous entrepreneurial talent, combined with the skill, efficiency and relative cost of its labour inputs: domestic demand is limited numerically to such an extent that it can only marginally support the range of production, and Hong Kong's status as a free port carries with it the implication that international competition starts not at territorial boundaries but at the factory gates.

"In many respects this has been our salvation, for were it not for this intense competition we should not be in the position we are today. Complacency is a word which has no place in the make-up of Hong Kong.

"Indeed, it was this feeling

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CREDIT INFORMATION BUREAU

Such has been the success of the Credit Information Bureau Scheme instituted by the Chamber that it has been decided to extend to other trades.

The Scheme when first instituted last year only covered the provision trades. In order to give members a better understanding of the extended Scheme, Mr. C. Tsang, Secretary of the Working Committee, gave a Demonstration on the Scheme last month at the City Hall. It was well attended by over 120 members of the Chamber.

The purpose of the Scheme, it was explained, was to run a Credit Information Bureau for merchants by providing credit information on various customers to enable credit managers

to exercise effective credit control over their debtors.

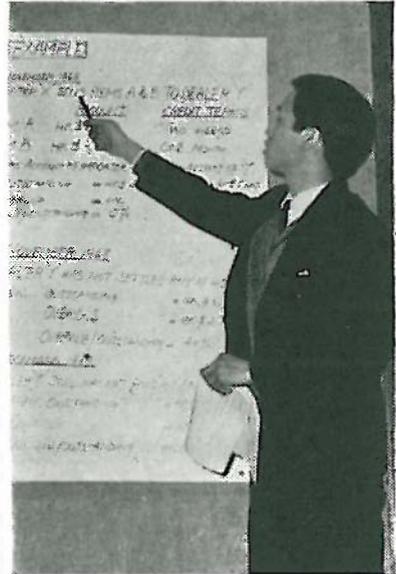
A total number of 22 business firms have already participated in this Scheme. The success of the Scheme depends much on trust, co-operation and genuine support from the management of participating firms.

Mr. Tsang pointed out that the Chamber comes in only to act as the co-ordinator and produce from data submitted by participants Consolidated Monthly Statements covering debtors. The Statements issued to participants by the Chamber will contain factual information and figures but will give no credit ratings. All information and papers issued by the Chamber will be confidential and strictly for private circulation within the group of participants only.

He further went on to explain how the Scheme works. Participants will be asked to fill in data return cards which will be processed by the Chamber to compile a consolidated statement.

The Demonstration was well received by Chamber members who showed great interest in the project and sensible and constructive questions were raised on the operation of the Scheme.

However, they all agreed that the Scheme, as it is at present, is the simplest that one can get. The amount of work participants have to do is cut to the minimum and they do not have to throw in extra efforts when they



Mr. C. Tsang, Secretary of the Working Committee, is seen explaining the workings of the Credit Information to members of the Chamber at the City Hall.



A section of the 120 members of the Chamber who attended the Demonstration at City Hall.

become participants of the Scheme.

A questionnaire was distributed to those who attended the Demonstration and so far the Chamber has received more than 50 replies indicating their interest in the subject. If you are interested in the Scheme please complete the form below and mail it to:—

**Mr. C. Tsang,
Hong Kong General Chamber of Commerce,
Union House, 9th floor,
Hong Kong.**

We are interested in the Credit Information Bureau Scheme.

Name of Representative

Firm
(please print)

Address

Telephone



The Chamber hosted a luncheon in honour of the second group of businessmen from Britain who were here on a trip sponsored jointly by BOAC and the Trade Development Council. Picture shows Mr. G.M.B. Salmon, Vice Chairman (left) and Mr. J.B. Kite, Secretary of the Chamber (second from left), welcoming members of the group.

Manufacturers, Watch Out!

Speaking at a meeting of the Hongkong Management Association, Mr. K. C. B. Mackenzie, Managing Director of British Homes Stores, Ltd., of London, warned Hongkong manufacturers to be wary of buyers who wanted cheap goods and were not concerned with quality.

These buyers were doing Hongkong irreparable harm, he said.

In his talk on "What exporters and manufacturers should know about future trends in retail distribution," he said there was no need for manufacturers to make inferior goods and could quite easily have refused the order.

They should not be too quick to accept the first order that came along, he said, but should find out how successful the retailers were in their business.

He also suggested Hongkong manufacturers should do more market research. They then should go overseas to the large healthy and progressive retailers and take their business to them, instead of waiting for the retailers to come to Hongkong.

On the future of the retailing trade, Mr. Mackenzie said

retailers would have to find ways of selling their goods cheaper, so as to remain in business. One way is by developing a range of low-priced quality goods. Discount stores, too, were becoming widespread and had a great potential, Mr. Mackenzie said. These stores could reduce the price by ten to 20 per cent and this reduction was far more



Mr. Griffiths is seen receiving members of the mission to the Chamber Boardroom with Mr. C. Tsang looking on.

effective in areas where the retail price was known. He thought discount stores would come to Hongkong eventually but would not appear until they had become more popular in other parts of the world.

Chamber Moves Its Kowloon Office

Applicants are informed that the Chamber has moved its Kowloon office to Room 632, Star House, 6th floor, Harbour Centre, 3 Salisbury Road, Kowloon.

Trade Mark Research

A group of eight Japanese delegates led by Mr. Shigeo Yasui has been in Hong Kong on a Trade Mark Research Mission. While in Hong Kong, they called on the Chamber for discussion on the administrative aspects of trade mark protection.

Mr. A.C.C. Stewart, Assistant Secretary of the Chamber in charge of Certification explained to them that the Chamber would not issue Certificates of Origin covering merchandise with trade marks possibly infringing established marks. However, the Chamber would not be in a position to detect any possible copying of foreign designs when issuing Certificates of Origin.

Mr. R. T. Griffiths, Assistant Secretary of the Chamber went on to explain to mission members briefly the Registered Designs Act and the Design Copyright Act in the United Kingdom.

H.K. Trade Statistics

Hong Kong trade statistics for the years of 1964 to 1968 analysed from the published figures of the Census and Statistics Department are now available to members. These include H.K. Overall Trade, H.K. trade with U.K., U.S.A., Canada, West Germany, Sweden, Norway, Denmark, Switzerland, Belgium/Luxemburg, Italy, China, Japan, Australia, Netherlands, New Zealand, South Africa, France, Austria, Portugal, Finland, Spain, Singapore, Indonesia, Taiwan, Philippines, Republic of Korea, India, Thailand, Pakistan, Malaysia, Dominican Republic, Chile, Peru, Algeria, Ghana, Nigeria, Kenya, Argentina, Haiti, Tanzania, Sudan, Kuwait, Lebanon, Saudi Arabia, Aden, Brunei, Libya, Zambia, Panama, Mexico, Venezuela, Colombia, Nicaragua, Ecuador, Costa Rica, Guatemala, Uganda, Greece, U.S.S.R., Bulgaria, Czechoslovakia, East Germany, Hungary, Poland, Rumania, Brazil, Guyana, Chile, El Salvador, Honduras, Jamaica, Trinidad & Tobago, Bahrein, Cyprus, Iran, Iraq, Israel, Jordan, Muscat & Oman, Qatar, Syria, Trucial Sheikdoms, Afghanistan, Burma, Cambodia, Ceylon, Laos, South Vietnam, Angola, Cameroon Republic, Egypt, Ethiopia, Ivory Coast, Liberia, Malagasy Republic, Malawi, Mauritius, Mozambique, Senegal, Sierra Leone and Fiji.

"Quality Control"

A training course on "Quality Control" is now being offered by the Hong Kong Productivity Centre.

This course is designed to discuss the functions and objectives of Quality Control Systems and modern control methods available.

There will be 32 one-hour sessions with 2 half-day factory visits on problems pertaining to Quality Control which will be given in Chinese, starting from March 24 to June 2, 1969.

The Role of the TDC

—Contd.

which led to the very necessary formation of a Trade Development Council.

"Although our role has been defined in definite terms, exactly how does one go about the job of trade promotion? The question is rhetorical because the answer is basically simple.

"We return to the original definition of marketing — Identify — Anticipate — Satisfy.

Identification

"In the first instance we identify Hong Kong. We attempt to create an image which we know to be true and we do this by publicising our true value overseas. The image we project is not one which relies upon sympathy — telling the world we have four million people in less than four hundred square miles and please buy our goods to keep us alive etc., etc., — but one of pride born of certainty that we can produce quality goods that are competitive with, and better than, those produced anywhere else in the world.

"And we attempt to achieve this by our overseas activities, our publications (a sample of some of these have been circulated for your information) and by our representation overseas.

"Anticipation takes on a different meaning. We attempt, through research, to anticipate the best markets for our products. For example, seventy per cent of our exports to West Germany are composed of textiles, a completely wrong proportion considering the range and availability of our other products. So we attempt to anticipate the correct type of trade fairs to enter, so that we can accelerate the trade in other goods which research shows should have a better share of the market.

"Finally, to satisfy. Again we deviate from the original meaning of the word. To us, satisfy does not merely mean satiating consumer demand, but satisfying our buyers that they are receiving the products they really want at a price and quality which will not detract from our name.

"These may seem noble ambi-

tions in the highly competitive world in which we live, but they are very necessary ones. Like the never-ending endeavour to improve industrial productivity, trade promotion must be a continuing commitment in the ruthless struggle of international commerce.

"I should, however, like to go more deeply into our work of promoting Hong Kong trade.

"At first, by perforce of our infancy, our approach was rather an ad hoc one. We tended to select the best general trade fairs and then, if our participation was successful, follow this up, say in twelve months' time, with either a selling mission, or an invitation for buyers to come to Hong Kong.

Changed Policy

"I don't feel this was a mistake by any means. We not only learned a great deal, we made our impact felt. Now the policy has changed slightly. We feel we have now reached the stage where more specialisation is required.

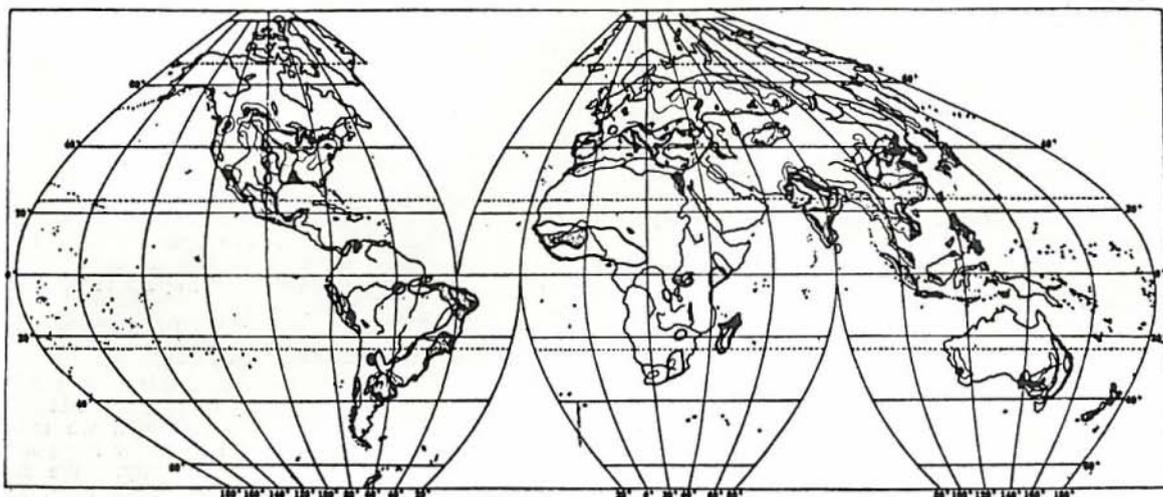
"Indeed, as I said earlier, it is essential we get beyond this over-emphasis on our textile exports.

"In establishing the Council's approach to these overseas promotions, it is considered that one of the best ways and most positive services we can provide is to assist as many capable Hong Kong firms as possible to go into various overseas markets and sell. It is felt that this is the way to breakdown the "wait and see" attitude that for so long has kept many Hong Kong firms in the defensive position of selling production in the aggressively competitive local market.

"However, it is important to view this policy as a longterm project and the actual business done during the short duration of a fair or mission is intended to be more a means of obtaining a desirable bonus and a positive lead in to future trade than as an end in itself. This is particularly important for the smaller manufacturers or exporters — and these make up the majority of firms going abroad on Council missions.

"This then is what lies ahead of us — a concentration on specialised fairs, for the promotion of a wide range of our products, an intensification within our best markets and a step towards more investigation into our developing markets."

Economic Report: World Round Up



Central America GUATEMALA

The estimated budget for 1969 is US\$198 million, approximately the same amount as the original budget proposed for 1968 and later reduced by \$20 million because of the pressure on the balance of payments. Of the total predicted budget, \$131 million is for ordinary expenditure and \$67 million is for capital development.

Guatemala has not been receiving the same amount of foreign aid and loans as formerly, which went such a long way to improve the rate of development of the country. However, aid is still strickling in.

Guatemala's foreign exchange reserves have fallen steadily from US\$65.7 million at the end of July to \$46.2 million at the end of October, due in part to higher prices paid for imports as well as an increased volume of imports.

The temporary import licensing system which went into effect on June 7, 1968 has been revoked with effect from November 8. However, with effect also from November 8, 1968, the protocol to the General Treaty of Central American Integration came into operation. It creates an economic stabiliza-

tion tax of 30 per cent of the import duty payable on most goods entering from outside the Central American Common Market. This surcharge did not apply to goods shipped to Guatemala before October 31 and cleared before December 15.

Hong Kong's domestic exports to Guatemala increased by 12 per cent during the first eleven months of 1968, from HK\$2.42 million to \$2.72 million. The chief products exported have been electric torches and bulbs, plastic toys, metal domestic utensils and clothing. Our re-exports are negligible at \$230,000, but our imports have shot up by 217 per cent, from \$4.14 million to \$13.13 million. They consist largely of raw cotton.

Middle East SUDAN

The price paid for long-staple cotton has risen by more than 10 per cent since January 1968. The cause of this rise is due to a world shortage of long-staple at a time when there is a glut of short and medium-staple cotton. Sudan, the world's second largest producer of long-staple, has benefited from the price rise. It has offered its largest crop plus carry-over from previous years at some of

the best prices it has received for some time.

In spite of this, the country's foreign exchange reserves have declined to their lowest level since records have been kept: US\$41.1 million at the end of October 1968. No trade figures are available to show how great the visible deficit has been but clearly the country has had difficulty in financing its imports. There is the suggestion that, given the past successful year for crops, the government should have pulled the country out of the stagnation which it has suffered for the past four years. As there has been no noticeable increase in consumption, it seems almost certain that the difficulties have arisen from government spending and lack of financial control. For example, the budget for 1969, which should have been tabled on June 30, 1968, had not appeared by the end of December. The import surcharge imposed as an emergency measure in 1966 at a rate of 5 per cent, was increased to 8 per cent in July and to 10 per cent in the autumn.

Hong Kong's domestic exports during the first eleven months of 1968 increased by 262 per cent, from HK\$1.5 million in 1967 to \$5.43 million because of the Sudanese relaxation of im-

Contd. on P.12

MEET THE HAPPIEST BOY IN TOWN

Who can be more happy than Philip Au Yeung (19) a young man who hopes to click in Hong Kong's competitive fashion world as a designer? And he has good cause for being so too. He has won the most coveted prize in the Fashion Design Competition sponsored by the Chamber in conjunction with the "Ready-to-Wear" Festival — a two year scholarship at the New York Fashion Institute of Technology.

The mere mention of the name New York rings in his ears. For he has longed to go there; only that he has been rejected. In fact, before he joined the competition, he has applied for admission to the Los Angeles Art Centre. But his application has been turned down for various reasons. His hope to go to the States died down at that instant.

Miraculously, this hope of his resurges and dawns upon this frustrated young man again. He is now being offered a scholarship to study fashion design by the Chamber.

On learning this news, he jumped for joy. For at last, he has his wish come true. Fashion designing has always been his interest since he was seven when he started sketching fashion designs. He used to make paper dolls and dresses for his sisters, and pester his mother to buy him fashion magazines so he could sketch the models and their clothes.

Today the paper dolls have become real-life models, for now he sketches for Hall Ludlow, an Australian designer, as well as for Lane Crawford. But his road to fame has not been smooth. He knows it is a difficult road to tread on, but he is determined to succeed in it. He remembered when he first decided to become a fashion designer, he met with considerable opposition from his parents. But they surrendered when they realized there was nothing they could do about it, as Philip being adamant on his decision. And so on he treads, following the path he has paved for himself.

Now, he is studying at the Hong Kong Technical College reading Industrial and Commercial Design. But as he says this is not the line he is interested in so he just dreams his way through lectures. And it is in one of his lectures when he



Philip is seen supervising the making up of his design.

started dreaming that he got the inspiration for sketching this winning entry. All in all he has submitted three entries for the competition, all sketched during his lectures at the Technical College. Under the encouragement of his art teacher, Mr. J.C. Hadfield, he posted the designs and joined the competition. Unexpectedly, he was chosen winner among 250 odd entries.

His parents, amazed at their

son's achievement, are happy and proud. They are willing to send their son to the States to fulfil his wish and have him committed to the bond assigned by the Chamber.

Tall and lean — he stands 6 ft. 1 in. — Philip designs most of his own clothes, favouring the Nehru look and Pierre Cardin. He goes for bold psychedelic colours, stunning his friends with

Contd. on P.13



Mr. Philip Au Yeung at work.



Opposite top

The Hon. Michael Herries, O.B.E., M.C., Chairman of the Chamber (left), is seen presenting the first prize award to Mr. Philip Au Yeung (centre) with Miss Anna Maria Wong modelling the costume made from the winning design.

Extreme left

The white beaded jump suit of the costume modelled by Miss Wong.

On this page

The three entries submitted to the Competition by Philip, with the top left being the prize winner.

Economic Report- contd.
 port restrictions during the year. Our single largest export in 1968 has been footwear though exports of enamel frits continued in importance.

LIBYA

Since May 1, 1968, Libya has levied a surtax amounting to 5 per cent of the normal Customs duty on goods imported in Libya. The proceeds of this surtax have been used for the benefit of the municipalities. With effect from August 25, 1968, an additional surtax has been levied at the rate of 5 per cent of the normal duty. These rates are calculated on the duty and not on the c.i.f. value of the imported goods. In 1968, Hong Kong exported HK\$35 million of goods to Libya.

South America

PERU

There was a large increase in exports from Peru in October due almost entirely to larger shipments of copper, silver and fishmeal. There has been a substantial trade surplus for the first ten months compared with the corresponding period in 1967 because of the increase in the cost of foreign exchange, the 10 per cent surcharge and a considerable increase in exports, minerals in particular.

The exchange rate remained steady during November at S/44140/70 per US\$1.00. Total credit in Peru expanded slightly between October 15 and November 15. During the same period, total commercial and savings bank deposits also showed some increase.

Hong Kong's exports to Peru during the first nine months of 1968 have decreased by 49.3 per cent, compared with the same period in 1967, from HK\$5.04 million to \$2.56 million. Our re-exports have also shown a decline of 34.1 per cent, from \$2.23 million to \$1.47 million at the end of September, 1968. Our imports have decreased by 28 per cent from \$250,000 to \$180,000.

BOLIVIA

During the three-month period, September—November, money was in short supply. Banks were hard pressed to

meet routine credit demands and there has been a marked drop in bank deposits.

The net foreign exchange reserves of a bank remained steady throughout this period at US\$30 million sufficient to cover about three months of imports. The Peso Boliviano was sold to commercial banks at the long-standing rate of \$b11.885 = US\$1.00. The overall increase in the cost-of-living index for the year 1968 should be approximately 6 per cent.

Bolivia was offered a stand-by credit of US\$100 million over the next five years, and a bank announced it had programmed from US\$80-106 million in loans to Bolivia over the same period.

It has been agreed to establish export quotas for tin producing countries up to the end of 1968 in order to maintain tin prices. The quota will effectively cut production by 5 per cent. Although tin prices in November, the quota has had an adverse effect on the income of small and medium tin producers.

For the first nine months of 1968, Hong Kong exported to Bolivia HK\$1.28 million, compared with \$1.11 million for the same period last year. We re-exported \$190 million worth of goods compared with \$100 million worth at the end of September 1967.

Venezuela

The outlook for the Venezuela's economy in 1969 is tied to the petroleum industry. This industry alone accounts for over 90 per cent of foreign exchange earnings and for over 60 per cent of the government's ordinary revenue. However, oil production in 1969 is unlikely to increase by more than 3 per cent. Because of the government's extreme dependence on petroleum for its income, its policy has been to encourage other industries. Two new desulphurization plants are being built and a substantial expansion is due in the aluminium, iron and steel industries. These new plants are expected to come into production in 1970.

Since the imposition of higher rates of duty on Hong Kong's plasticware on September 18, 1968, Hong Kong's exports have decreased from HK\$5.72 million in September to \$2.99 million in December. In the period July to

September almost 50 per cent of the total of Hong Kong's domestic exports to Venezuela consisted of plastic goods. The bulge in this trade appears to have been abnormally created due to forewarning in Venezuela that the tariff was to be raised, but Venezuelan merchants normally increase their imports in the late summer in preparation for the Christmas trade. Hong Kong's exports for the year totalled \$38,208,739, an increase of almost \$8 million over 1967.

Africa

TUNISIA

Tunisia's real GNP rose by 7 per cent last year because of improved crops after two years of drought. The better 1968 crop also contributed to some improvement in the balance of payments. Lower imports of food cut the trade deficit to US\$51 million in the first nine months of 1968, compared with \$83 million 1967, allowing the foreign exchange reserves to rise from \$21.4 million at the end of March 1968 to \$41.7 million at the end of October.

Tunisia has traditionally relied on a large inflow of capital to finance its trade deficits. The country will continue to be dependent on the receipt of substantial foreign funds to cover its rising import bill and to provide needed capital, but increased earnings from petroleum, mineral exports and tourism should strengthen the balance of payments.

UGANDA

With effect from January 30, 1969, Uganda banned all imports of cotton textiles from outside East Africa. Also banned are textiles made from other materials with a landed value of less than 2 shillings 6 pence (sterling) per square yard. The ban is meant to protect the market for locally-produced textiles.

It has been announced on October 4, 1968 that all companies operating in the country would be required to Africanize all posts presently held by non-citizens within five years. But Uganda has few sufficiently skilled people that it will be well nigh impossible for Africans to take over all of the posts now held by Europeans and other

non-Africans within such a short space of time.

Uganda has drawn up a White Paper to introduce legislation for a Trade Licensing Act but no one can predict when such an act may be passed or implemented.

The tea industry has been expanding rapidly during the past two years. Output in 1968 reached a record high of 33.5 million lbs., about 35 per cent more than the output in 1967. Export earnings in 1968 are expected to amount to US\$14.7 million, the equivalent to 7 per cent of total exports. It is currently estimated that tea production will reach 50 million pounds by 1972. Tea may join coffee, sugar and cotton as Uganda's principal exports.

The coffee crop in 1968 has been very large, possibly as much as 100,000 tons above the allotted coffee quota of 134,000 tons. The size of the cotton crop, however, has been rather small this year, but the price is up by 10 per cent which should improve the outlook for this year's crop.

The measures which the government instituted late in 1967 to defiate imports have had effect. For the first six months of 1968, Uganda imported US\$59,592,400 of goods compared with \$66,035,200 during the same period of 1967. Exports during the period rose from \$96,941,600 to \$104,333,600. This improvement in the balance of trade should place the balance of payments in surplus for the first six months.

Hong Kong's exports to Uganda have increased by 34 per cent during the first 11 months of 1968 from HK\$3.22 million to \$4.31 million in 1968. Our principal exports have been clothing, cotton fabrics, shopping bags and aluminium domestic utensils. Raw cotton represents 99 per cent of our imports from this market.

KENYA

With effect from last November, Kenya has required that the following items be imported under specific import licences: batteries and cells for torches and for transistor radios, transistor radios, plastic and textile footwear, brooms and brushes, mops, and paint rollers. Also with effect from last November, Kenya has lifted the former requirement that the following items be imported under speci-

fic import licence: bed sheets, bedspreads and table cloths, pressure stoves, clothing accessories of textile fabrics, not knitted or crocheted (handkerchiefs, shawls, scarves, mufflers, ties or cravats, collars, corsets, suspenders and brassieres.)

With effect from January 1, 1969, Kenya has issued a new Trade Licensing Act which is intended to help Africans to own their own businesses, particularly in country districts. Its effect will be to squeeze out those Indian and Pakistan businessmen who continue to hold British passports. Already, three thousand non-citizen shop-owners have been warned to expect notices to quit their businesses early in this year. Seven hundred thirty traders have actually received notices to terminate their businesses during the next four months.

Non-citizen traders in Nairobi and other large towns will be restricted because long lists of specified goods which only citizens will be able to sell has been issued. These measures are expected to reduce the number of Asian traders in Kenya by about one-third.

Legislation throughout East Africa making compulsory the conversion to the metric system is expected to be passed soon. It will provide among other things for the compulsory packaging of goods in rational metric units. The conversion of traders' weighing and measuring apparatus was to have begun in Nairobi on January 1.

A bank in Kenya reported that at the end of August it held US\$82.9 million in foreign exchange, a rise of \$3.5 million over the previous month. The reserves of the bank are the largest single factor in the total reserves of Kenya. The bank's exchange is sufficient to cover more than three months of imports.

While Hong Kong's imports from Kenya during the first ten months of 1968 have fallen by almost 50 per cent, largely because of a great drop in our imports of raw cotton, our exports have increased by 81 per cent from HK\$15.67 million to \$28.29 million at the end of October 1968. Our exports in 1968 should easily top the record year of 1966 when they reached \$29.95 million. Hong Kong's principal exports are clothing, cotton fabrics and plastic toys and dolls.

To Promote Trade with Indonesia

A representative organisation aimed at promoting Hong Kong-Indonesian trade has been formed in Hong Kong. Known as The Indonesian Business Promotion (HK) Ltd., the organisation aims at improving the presently depleted trade volume between Hong Kong and Indonesia.

Mr Sobana of Bank Negara Indonesia, Hong Kong, was elected Chairman of the organisation with Mr. Moeahamed Hussan, of Srikandi Hair Products Corporation Ltd., Hong Kong, as Vice Chairman.

Mr. Hussan, with wide trading interests in Hong Kong, said that through the newly formed organisation, it was hoped to improve the "present imbalance in trade volume between Hong Kong and Indonesia."

One of the immediate important objectives of the organisation was to help remove present difficulties encountered by bona fide trading firms in Hong Kong for entering into normal trading transactions with counterparts in Indonesia.

"We know there is a great potential in Indonesia for enhanced trade dealing for Hong Kong traders and it shall be our endeavour to work towards facilitating the normal growth and flow of this potential," explained Mr. Hussan.

Meet the Happiest Boy in Town — Contd.

his choice of pink, orange and lime green. He designs himself tabular trousers in wild colours and satin shirts for discotheques in shocking pink with masses of frills.

Like other teenagers, he loves pop music. He is a great fan of the Beatles. He is no lover of classical music, he thinks classical music makes one feel sleepy. Mischievous at times, Philip has his own philosophy of life. He prizes beauty above everything. He loves to see girls dressed beautifully. It's an enjoyment for the eyes, he said. That's why he hopes to be a fashion designer, to design beautiful dresses for girls of Hong Kong.

Let's hope this young talent of ours will come back after two years in New York beautifying the lovely girls of Hong Kong.

Hong Kong Garment Exports to Sweden Restrained

The Director of Commerce and Industry, Mr. T. D. Sorby, has announced that following consultations in Geneva between representatives of the Hong Kong and Swedish Governments, Hong Kong has decided to restrain exports to Sweden of knitted woollen sweaters, jumpers and cardigans for men and boys and of anoraks and similar jackets of synthetic fibre materials for women and girls.

Mr. Sorby recalled that in May and June last year lengthy consultations about Hong Kong's garment exports to Sweden had been held in Stockholm, London and Hong Kong.

The Hong Kong Government had been satisfied that the level of exports of certain garments was causing difficulties for the Swedish industry.

Hong Kong had therefore taken action to limit exports of certain cotton garments and of women's and girls' wool and acrylic knitwear and of men's and boys' anoraks.

At the same time a number of

other items on which Hong Kong believed that restraint was not justified were placed under Export Authorisation schemes.

In December last the Swedish Government asked for further consultations on three of these items, that is to say, men's and boys' woollen sweaters and the like, women's and girls' synthetic fibre anoraks and polyester/cotton dress shirts.

The issue of export authorisations for these three items was suspended on December 20 pending consultations with Sweden.

Mr. Sorby explained that the difficulties which the Swedish garment industry had experienced with women's knitwear and which had become apparent last summer, had continued and had extended to the men's sector.

"Having been satisfied that the increased volume of exports from Hong Kong in 1968 had contributed significantly to these difficulties, we had decided to extend the restraint on women's knitwear to cover exports of men's and boys' for the same period, that is, up to June 30, 1969," Mr. Sorby said.

The restraint limits have been combined to give maximum

flexibility to the trade, he added.

In the case of anoraks the Swedish Government had produced figures to show the effect on Swedish production rapidly-increasing imports, principally from Hong Kong.

It has also become apparent that there is not much difference between men's and women's anoraks in colour, style or size.

Accordingly, the new restraint limit for the women's anoraks has been combined with the existing limit for men's anoraks.

But, in the case of polyester/cotton shirts, the Hong Kong representatives argued that the figures did not show that Hong Kong's exports were injuring the Swedish industry, and the Swedish Government withdrew their request.

Control arrangements for the newly restrained items will be announced as soon as possible.

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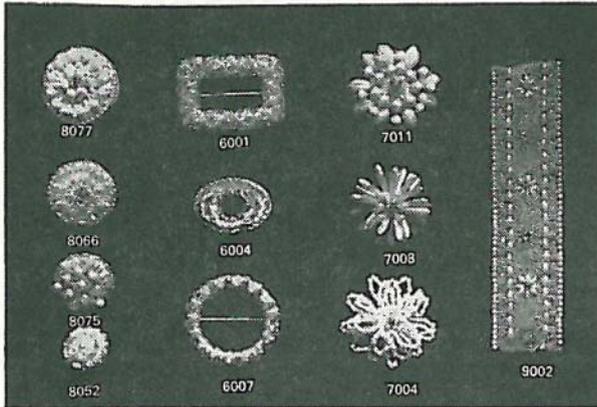
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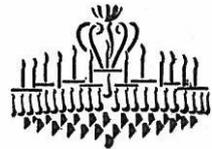
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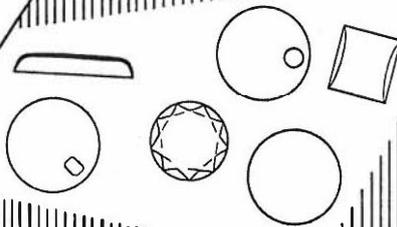
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英貿易團訪港本港

英國韋斯明斯達貿易團一行十六人，於本年三月九日至十五日訪問本港。

該貿易團為表示香港與英國有密切商業關係，由團長希利於三月十二日，在一簡單儀式中向香港總商會主席夏里士先生致送一塊紀念牌匾。

為向韋斯明斯達貿易團表示謝意，夏氏亦回送一具案頭日曆與希利。希氏表示十分愉快，他稱此次為其貿易團首次訪港，目的在為彼等產品搜集有關本港市場的第一手資料，與及調查市場的趨勢和探詢本地入口商的特殊需求。

16

連達在本會會議室一次聚會稱：「香港廠商需要多研究意大利市場的需求，便可增加對意大利的出口。吾人歡迎香港派遣貿易代表團到意大利訪問，並且願意盡力協助完成此舉。」

馬連達亦為意大利國會議員，他稱：雖然現時的雙邊貿易，顯示出意大利領先，但是意大利仍渴望有更多機會與香港貿易。

去年本港對意大利的輸出，價值在五至六千萬美元之間，意大利入口總值則為一億五千萬元。

此廿八人代表團，係由意大利海外貿易部贊助。今次從東京飛港作三日停留，在留港期間彼等曾訪問本會，與本會會員討論有關貿易問題。

馬連達謂意大利願與香港交換技術知識。他稱他希望代表團此行能與香港建立良好貿易關係，他繼稱：「意國輸出許多日用品、傢俬和機器到香港。」

本港

貿易統計分析發表

本港一九六四年至一九六八年的貿易統計分析，已由統計處發表，各會員可到本會索閱。

比項統計分析，包括本港對外全部貿易，計英國、美國、加拿大、西德、瑞典、挪威、丹麥、瑞士、比利時、盧森堡、意大利、中國大陸、日本、澳洲、荷蘭、紐西蘭、南非、法國、奧地利、葡萄牙、芬蘭、西班牙、星加坡、印尼、台灣、菲律賓、韓國、印度、泰國、巴基斯坦、馬來西亞、多明尼加、智利、秘魯、阿爾及利亞、海地、尼日利亞、法尼亞、阿根廷、海地、坦桑尼亞、蘇丹、西貢等。

一個設計家的成長

簡介時裝設計比賽獲獎人

有誰能比希望成為香港時裝設計家的歐陽雄君（十九歲）更快樂呢？他很有理由作此希望。他曾贏取本會在「時裝節」中舉辦的時裝設計比賽首獎，獲得前赴美國紐約時裝學院進修兩年的獎學金。

他對紐約很嚮往，因他一直想到訪美國，只是曾被拒絕而已。事實上，在參加比賽之前，他曾申請往「洛杉磯工藝中心」進修，但因某些原因而失敗。於是，他到美國的希望便成泡影。

不過，這個希望又突然復甦，因他現在獲得本會獎學金到美國進修時裝設計。

當他獲此消息時，雀躍萬分。因他的願望終於成為事實。自他七歲時繪畫時裝圖樣起，他一直對時裝設計發生興趣。他很多時為妹妹做紙公仔和衣服，並且求媽媽購買時裝雜誌，使他能夠繪出模特的兒和他們的服飾。

現在，紙公仔已變為真的模特兒。因他現在為一間本港公司設計圖樣。他獲此成功，並非毫無困難的。他知道這是一條難途，但他仍決心要達到成功。他記得當他首次決定做一個時裝設計家時，遭到父母極力反對。但當他們知道無力說服他的堅強意志時，惟有向他讓步。從此，他踏上成功之途。

英商警告本港廠家應多作市場研究

在香港科學管理協會一次敘會中，倫敦「英國家庭用品有限公司」的總經理麥敬時先生警告本港廠家要留意那些只要平貨，不理會品質的買家。

他稱：此等買家正使香港蒙受無可挽救的損害。在其「出口商及廠商對將來零售業趨勢所應知事項」的演講中，他稱廠家無須製造劣貨，並且可以拒絕該等訂單。

他以為廠家不應太快捷接受買客第一宗訂單，他應事先明瞭該買客的零售商業狀況。他建議香港廠家應多作市場研究工作，且應往海外將生意直接交給那些有健全規模和有進展的零售商去做，不要等待彼等來港。

關於零售事業的將來，麥氏稱零售商為繼續營業關係，將要尋求以較平價格出售其貨品的辦法。其中一法是設置廉價貨品。折扣貨品亦漸受歡迎，並有銷售潛力。此等折扣貨品可能減價百分之十至二十，而這種減價方式，在許多地方都比標明零售價的方式更為有效。他認為雖然折扣貨品的方式終會在香港實行，但此當在其他地方受更多歡迎之後。

目前，他在「香港工業專門學院」修讀工商設計，但他對此科不大感興趣，上課時多作夢遊。可是，就在一次夢遊中，他得到此次獲獎作品的设计靈感。在此次比賽中，他全部送出三份參加作品，都是在「工專」上課時設計的。由於他的美術導師哈菲爾先生的鼓勵，他將作品寄出參加此次比賽。出乎他意料之外，在芸芸二百五十件參加作品中，竟獲選首名。他父母對他的成就，除感驚異外，並表示欣慰和驕傲。他們又表示願意讓他往美國完成他的志願和實踐他和本會的約定。

像其他青年一樣，他喜愛流行音樂歌星。但對古典音樂毫無興趣，他以為古典音樂令人懶懶欲睡。我們希望這位年青的天才在紐約肄業兩年後，返回本港美化香港迷人的少女。

會訊

中文摘要

本港三類成衣 限制輸往瑞典

工商管理處處長蘇弼先生宣稱：香港與瑞典政府代表在日內瓦會談後，決定限制對瑞典輸出以下各種成衣：一為男仕及男童針織各種羊毛衫；一為女裝及女童裝人造纖維短外衣及防風衣。

結果。

香港政府對某些成衣出口使瑞典工業遭遇困難一事，甚表同情。

因此香港實行限制其等棉製衣服，女裝及女童裝羊毛和人工纖維織品，與及男士和男童防風衣之輸出。

同時，其他一些本港認為受不合理限制的類目亦由「出口授權」計劃管制。

去年十二月，瑞典政府要求進一步討論下列三類成衣出口問題。此三類目即男仕及男童之羊毛衫類，女裝及女童裝人造纖維防風衣和短外衣，與及棉人造纖維衣恤。

在與瑞典討論期間，即由去年十二月二十日開始暫停發該三類成衣的

出口授權書。

蘇氏解釋謂：瑞典製衣業在女裝編織品項目中所遭遇的困難在去年夏季尤為顯著。現仍繼續，且已擴伸至男裝衣物方面。

蘇氏稱：「吾人由於同情瑞典因香港一九六八年輸出的增加而受到重大打擊，經已決定不僅限制女裝織品，而且也包括男仕及男童織品在內，為期至一九六九年六月三十日。」

蘇氏繼續稱：此等限制之合併，在使該行業有較多伸縮性。

關於防風衣一項，瑞典政府舉出數字以闡明其在迅速增加之進口（主要來自香港）的影響。

明顯的是，男裝與女裝的防風衣，在色澤、款式及大小方面，並無多大分別。

所以，對女裝短外衣的新限制，便與對男裝短外衣的舊限制合併。

不過，關於棉人造纖維恤衫方面，因香港代表力謂數字，並未顯示出香港該類出口對瑞典有關行業有所打擊，所以瑞典政府收回此項限制的要求。

至於對新限制衣服類目的管理安排，將會儘快公佈。

尼商業促進公司在港成立

本港一間目的在促進香港和印尼貿易而具有代表性的機構，經已成立。它就是「印尼商業促進有限公司」（香港）。

其目標希望改進目前正在低陷中的港印貿易。

香港「印尼銀行」的代表蘇班那先生被選為該機構的主席，而「利根地髮品有限公司」的穆罕默德、胡辛

先生則獲選為副主席。

該機構目前的一項工作目標，就是協助與印尼貿易的香港商行，解除困難，使與印尼有關商行回復正常貿易。

「信用諮詢處計劃」擴展至其他行業

由於本會所成立立的「信用諮詢處計劃」之成功，現已決定將之推廣至其他行業。

去年定此計劃時，祇限於食品業。為使會員更明瞭該擴展計劃，工作委員會秘書會錫權上月在大會堂會作解釋，蒞臨聆聽之會員逾一百二十人。

據解釋，此計劃之目標在為商界人士設立一信用諮詢處，供應一切有關買客的信用諮詢資料，使主管信用的人員能執行有效的信用管理。

至目前為止，已有卅四間商行參加此計劃。然此計劃之成功，有賴於參加商行管理階層之信任、合作和熱誠支持。

會氏指出，本會，根據參加商行所供應的數字資料，發表有關各負責人之「每月綜合報告」。此發給參加者之報告將包括事實與統計資料，但

易。

胡辛解釋稱：「吾人知道港商在印尼有潛力增進貿易，吾人必須盡力協助此潛力之正常發展。」

該次解釋，大受本會會員歡迎。彼等對此計劃甚感興趣，並且發問許多有關進行該計劃的建設性問題。

彼等意見一致地認為該計劃是目前最簡化的。參加者的工作已被減至最少，而當彼等成為該計劃的成員時，又不需要額外工作。

參加聆聽該次解釋者都獲發給一份詢問表。截至目前為止，本會收到六十封回函，均表示對此發生興趣。倘閣下對該計劃有興趣者，請將後列表格填好寄「香港於仁大廈十樓香港總商會錫權收」。

「吾人對「信用諮詢處計劃」甚感興趣」

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THE HONG KONG GENERAL CHAMBER OF COMMERCE

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New Zealand

The New Zealand Government has made some changes in its Customs Tariff which came into effect on 1st January, 1969. The following items are of interest to Hong Kong:—

New Zealand Tariff Item No.	Description	Ad Valorem Rate of Duty		H.K.'s Domestic Exports to New Zealand	
		(Preferential)		1967 (HK\$)	1968 (HK\$)
		Old	New		
58.10.00	Embroidery, in the piece, in strips or in motifs	22½ %	19½ %	50,408	42,241
90.05.01	Binoculars	22½ %	19½ %	126,315	158,619
90.07.14	Other photographic cameras	15%	12%	84,286	233,205
91.04.09	Clocks, other than electric	15%	12%	472,122	246,765
98.15.01	Vacuum flasks and any other vacuum vessels, complete with cases	20%	16%	126,706	576,111

(Mr. T. H. Chau, Tel. No. H-431233)

Malaysia

The Malaysian Tariff Advisory Board is to hold a series of public inquiries in early March to consider the appropriate rates of duty in Malaysia on a number of items, including the following which is of interest to Hong Kong:—

Description	H.K.'s domestic exports to Malaysia
	1968 (HK\$)
Bed linen	151,820

Persons or companies who wish to give evidence concerning the above commodity are requested to notify the Tariff Advisory Board, Hwa-Li Building, 63/65 Jalan Ampang, Kuala Lumpur, of their intention as soon as possible. They will then be supplied with 'Notes for the Guidance of Witnesses' to assist them in the preparation of their evidence. Nine typewritten copies of evidence must reach the Tariff Advisory Board not later than 10th February, 1969.

(Mr. M. P. C. Chan, Tel. No. H-453939)

Libya

Since 1st May, 1968, the Government of Libya has been levying a surtax equivalent to 5 per cent of the normal Customs duty on goods imported into Libya, the proceeds being used for the benefit of the municipalities.

A recent Decree announced the imposition of an additional surtax, to take effect from 25th August, 1968, which is also calculated as 5 per cent of the normal duty.

It should be noted that the above rates are calculated on the duty and not on the c.i.f. value of the imported goods. In 1967 and 1968 Hong Kong's domestic exports to Libya were valued at HK\$18.2 and HK\$35 million respectively.

(Mr. A. S. N. Cheung, Tel. No. H-247316)

Kenya

With effect from 13th November 1968 the following items, of interest to Hong Kong, have been **added** to the schedule of goods for which import licences are required:—

Kenya Tariff No.	Description	Hong Kong's domestic exports to Kenya (HK\$ '000)	
		1967	1968
729 121	Batteries and cells for flashlights (torches) and transistor radios	18.9	7.7
851 010	Footwear and slippers with soles and uppers of rubber or plastic materials	58	45
851 092	Textile footwear and slippers with soles of any description	37	96
899 249	Brooms and brushes, n.e.s., mops, paint rollers, etc. ..	106	85

In addition, transistor radios have also been placed under specific licencing control since 27th November, 1968. Hong Kong's domestic exports of this item to Kenya in 1967 and 1968 were valued at HK\$19,692 and HK\$25,200 respectively.

With effect from 13th November, 1968, a number of items have been **removed** from the schedule of goods for which import licences are required. Of these items, the following are of interest to Hong Kong:—

Kenya Tariff No.	Description	Hong Kong's domestic exports to Kenya (HK\$ '000)	
		1967	1968
65691	Bed sheets, bedspreads, table cloths	18.3	8.2
69711	Pressure stoves	59.5	158.1
	(kerosene stoves)		
84120	Clothing accessories of textile fabrics, not knitted or crocheted (handkerchiefs, shawls, scarves, mufflers, ties or cravats, collars, corsets, suspenders, brasieres)	258.6	655.5

(Mr. A. S. N. Cheung, Tel. No. H-247316)

Spain

In the State Gazette of January 23rd, the Spanish authorities published details of the global quotas for the year 1969. The following items are of interest to Hong Kong:—

Quota No.	Description	Annual Value (Pesetas)	Method of calling	H.K.'s Domestic Exports to Spain in 1968
22	Manufactures of artificial plastic materials, of cellulose esters and of artificial resins	49,500,000	Six-monthly	HK\$ '000 34
31	Ready-made clothings	22,000,000	"	215
34	Imitation jewellery	9,350,000	"	165
39	Aluminium manufactures	12,100,000	"	34
48	Television and radio receivers	33,000,000	"	882
57	Toys, games and articles for recreation	33,550,000	Yearly	219

(Mr. C. S. Chan, Tel. H-241246)

TENDERS

Hong Kong

Tenders are invited for the following:—

Tender

Reference	Subject
PT/159/68	Supply of disposable Ball Point Pens
PT/160/68	Supply of Electric Fans
PT/161/68	Supply of Steel Card Index Cabinet and Vertical Filing Cabinet
PT/162/68	Purchase from the Hong Kong Government of Railway Turntable, Switches, Crossings and Track
PT/163/68	Purchase from the Hong Kong Government of Confiscated Watches and Watch Straps

Tender forms and further details are available from the Procurement Division, Stores Department, Oil Street and the Public Enquiry Centres, Kowloon and Hong Kong.

MEMBERSHIP

Change of Address

Chun Kwong (Glory) Plastic Co. 97 Catchick Street, Kennedy Town, Hong Kong.

(Formerly 12 Davis Street)
S. & W. Corporation Ltd.
Room 733 Star House No. 3
Salisbury Road, Kowloon.
(Formerly Chung Nam House 9/F)

R. V. Kewalsons Duke Wellington House, 6th floor, 14-24 Wellington Street, Hong Kong.
(Formerly 45 Pottinger St.)

Hongkong Mercantile Industries Ltd. Rm. 509-510 Realty Bldg. 71 Des Voeux Road C, Hong Kong.
(Formerly 1204 Manning House).

Polex (Import & Export) Ltd. Room 916 Star House, Salisbury Road, Kowloon.

(Formerly 502 Mary Bldg.)
Star Industrial Corp. Room 733 Star House, No. 3 Salisbury Road Kowloon.

(Formerly Chung Nam House, 9/F)

TRADE FAIRS

U.S.A. The World Trade Week will be held in Los Angeles, California from 18th to 24th May 1969. Interested members contact the World Trade Week

Committee, Los Angeles Area Chamber of Commerce, Post Office Box 3696, Terminal Annex, Los Angeles, California 90054.

NETHERLANDS. A list of Royal Netherlands Industries Fair 1969 is at Chamber for interested members to read.

British Trade Fair Calendar 1969

March 5/16

March 11/22

March 11/29

April 21/26

April 22/30

April 22/30

June 23/27

June 23/27

August 30/September 7

August 30/September 4
September 6/11

September 9/12

September 9/20

September 15/19

October 6/11

October 16/25

November 11/22

January 6/15

February 23/27

February 23/27

March 3/21

April 14/25

April 27/May 1

May 11/15

May 18/22

June 22/26

September 8/11

September 14/18

October 12/16

October 19/24

November 10/21

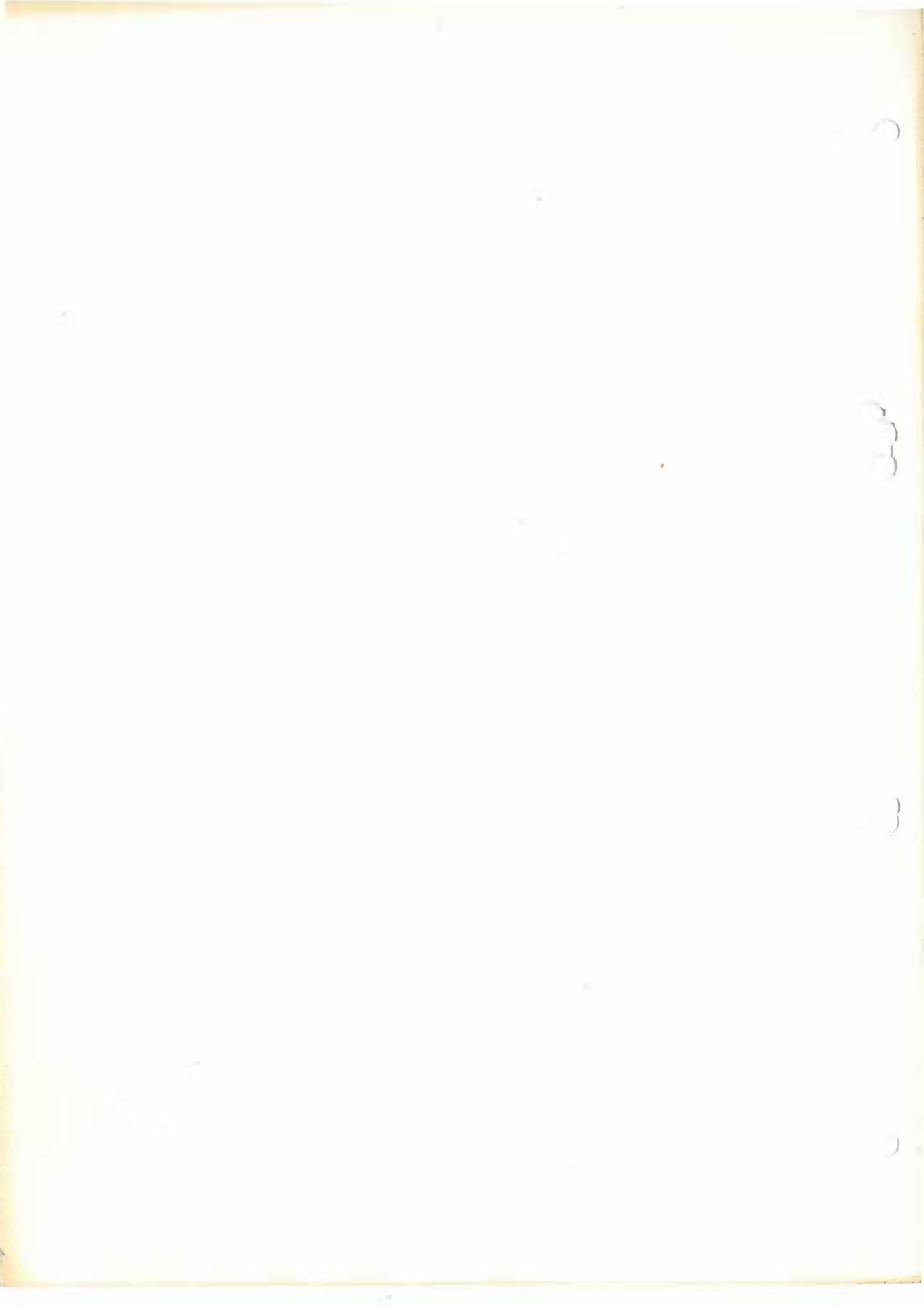
April 21/29

July 13/24

August 13/22

October 14/23

- British Industrial Exhibition, Sao Paulo.
- Scotland's Food Exhibition
- Brighter Homes Exhibition
- International Coin-Operated Laundry, Dry Cleaning & Allied Trades Exhibition.
- London International Engineering & Marine Exhibition and the International Welding Exhibition.
- International Chemical and Petroleum Engineering Exhibition
- The Preservation & Packaging of Food Exhibition and Congress
- International Container Services & Equipment Exhibition
- Irish International Food & Drink Fair
- Shop Equipment Show
- International Bakers and Confectioners Exhibition
- The Northern Floor Coverings Fair
- Food, Cookery & Catering Exhibition
- The International Watch & Jewellery Trade Fair
- International Construction Equipment Exhibition and Conference
- International Trade Fair 1969
- The Twelfth Do-it-Yourself Exhibition
- International Hotel & Catering Exhibition
- International Men's & Boys' Wear
- International Carpet Linoleum & Floor Coverings Fair
- Brighter Homes Exhibition
- Scotland's Food Exhibition
- Catering Trade Fair
- Packprint '70. International Packaging and Printing Exhibition
- Northern Reprographic Exhibition
- International Packaging Exhibition
- Northern Floor Coverings Fair
- Irish Packaging Exhibition
- International Dairy Equipment Exhibition
- Building Trades Exhibition
- The Thirteenth Do-it-Yourself Exhibition
- London International Engineering and Marine Exhibition and the International Welding Exhibition
- Ipex 81 — International Printing Machinery and Allied Trades Exhibition
- International Trade Fair
- Machine Tool Exhibition

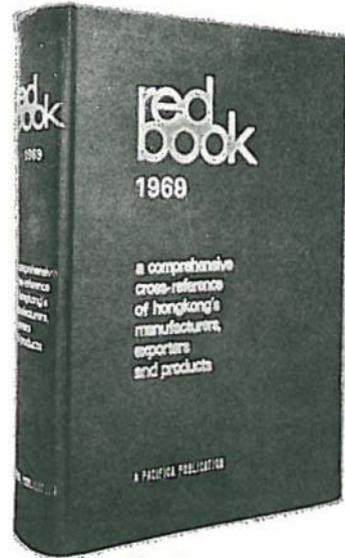


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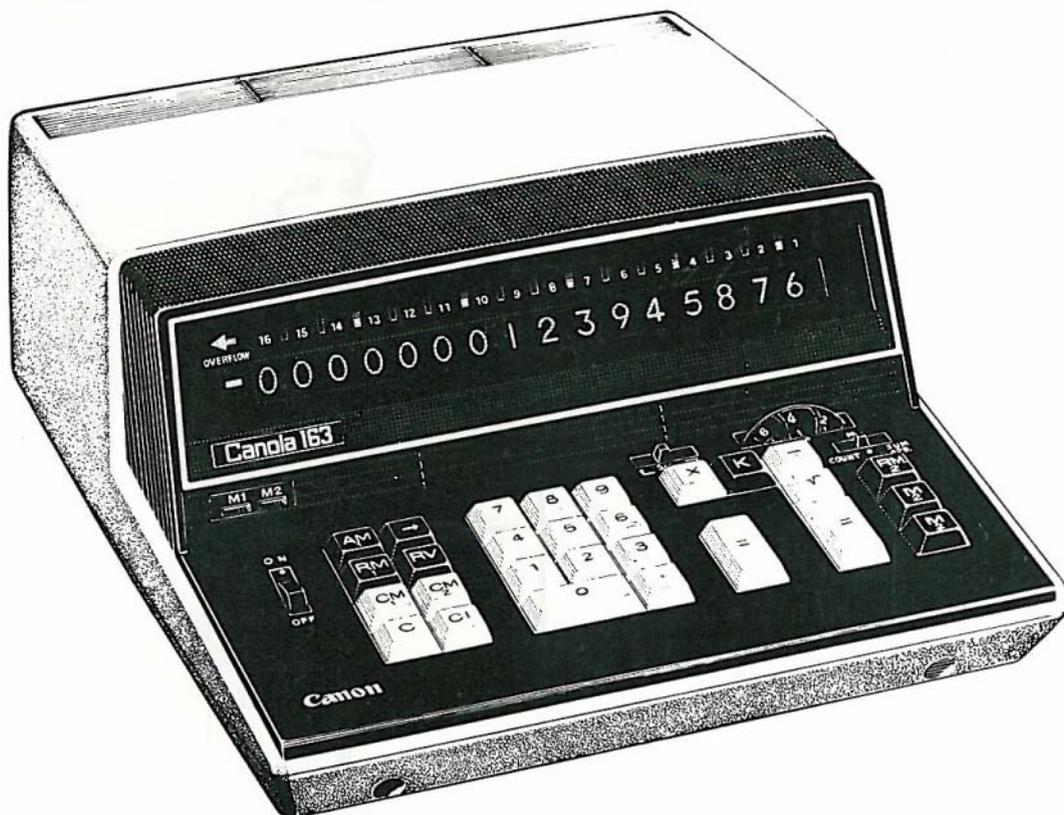
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Overhead & Floorspace	1,700.-
Supplies	300.-
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Total 10 Years' Cost	110,000.-

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