



Shirley Yuen is CEO of the Hong Kong General Chamber of Commerce
Send your views to ceo@chamber.org.hk
香港總商會總裁 袁莎妮，電郵：ceo@chamber.org.hk

CEO Comments 總裁之見

On the Road to the GBA

With the opening of the Hong Kong-Zhuhai-Macao Bridge and the Express Rail Link, the Greater Bay Area (GBA) initiative is now very much a reality for Hong Kong businesses. The faster connectivity these new links provide – in addition to the broader infrastructure development across the GBA – will facilitate the flow of people, goods and capital in the region, and also create a much bigger consumer market.

And it is becoming clear that the business community in Hong Kong and across the GBA is not just aware of these emerging opportunities, but is already taking action.

In the Chamber's second survey on the GBA conducted with KPMG and HSBC, a resounding majority of respondents – 70% – said that they expect the GBA to have a positive effect on their businesses in the next few years. And they are already taking action, with 57% of respondents saying that they have a strategic plan for the GBA in place, or are in the process of drawing one up.

While this enthusiasm is encouraging, some members have told us that they would like more information about the GBA before they invest or expand their operations in the region. This is an area where the Chamber can help.

Since 2015, our China Committee has arranged visits to all of the cities in the GBA (some more than once), letting members see for themselves the changes on the ground. We have had great feedback from participants on these popular missions. The rapid transformation of formerly industrial areas, the creation of pleasant urban centres and the rapidly emerging high-tech industries are just some of the elements that have impressed our members.

We will continue the programme this month with a visit to Zhuhai. Not only will members get the chance to meet officials and businesspeople in the city, but they will also get to travel via the new bridge and experience first-hand the much shorter travelling time.

We have also been busy organizing events at the Chamber to keep members informed on the latest GBA developments. Recent roundtables and seminars have included topics like the changes to income tax laws and the opportunities emerging in the leisure and culture sector, for example.

The opening up of Mainland China four decades ago has provided huge opportunities for Hong Kong companies. With the development of the GBA, we can further leverage our strengths to do business across southern China. HKGCC is here to help our members make the most of the many opportunities that are emerging. 🌸

走進大灣區

港 珠澳大橋和廣深港高速鐵路相繼開通，對香港企業來說，大灣區倡議基本上活現眼前。大灣區內廣泛的基建發展，加上這些新的交通連繫加快了各市的互聯互通，將可促進區內人口、貨物和資本的流通，並創造更大的消費市場。

顯然，香港以至整個大灣區的商界不僅關注到這些新興機遇，而且已經有所行動。

在總商會、畢馬威和匯豐銀行聯合進行的第二次大灣區調查中，絕大多數受訪者（70%）預期大灣區在未來數年會為他們的業務帶來正面影響。他們亦已採取行動，當中57%的受訪者表示已經或正在制訂大灣區戰略計劃。

儘管這種積極的態度令人鼓舞，但有會員亦向我們表示，他們希望在區內進行投資或擴充業務前，能夠掌握更多有關大灣區的資訊。總商會正可在這方面相助一把。

自2015年以來，我們的中國委員會率團考察了大灣區內所有城市（部分更多於一次），讓會員親身體驗各地的變遷。參加者均高度評價這些大受歡迎的考察團。舊工業區的迅速轉型、舒適宜人的市中心建設，以及迅速冒起的高新科技產業，只是其中一些令會員讚嘆不已的發展。

我們將於本月繼續舉辦考察團，帶領會員訪問珠海。此行，會員除了有機會拜會市內的官員和商家，還可使用新大橋，親身體驗交通時間大大縮短所帶來的便利。

本會亦忙於籌辦不同的活動，讓會員緊貼大灣區的最新發展。最近舉行的午餐會和研討會內容，便涵蓋個人所得稅改革和休閒文化業的新興商機等主題。

40年前，中國內地開放，為港企帶來了龐大的機遇。隨著大灣區日益發展，我們可進一步發揮自身優勢，在華南各地拓展業務。總商會樂意協助會員充分善用不斷湧現的種種機遇！🌸