

四月 APR 2006

工商月刊

the Bulletin

HKGGC: THE VOICE OF BUSINESS IN HONG KONG 香港總商會：商界之聲

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總商會慶祝創會 145 周年



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Talking Points

議論縱橫

Members' Standpoint

會員傳聲 | 02

Chairman's Desk

主席之言 | 6

Legco Viewpoint

立法會視窗 | 10

CEO Comments

總裁之見 | 14

Cover Story

封面故事

Celebrating Our 145th Anniversary

總商會慶祝創會 145 周年 | 18

Economic Insights

經濟透視

The 1860s Economy

1860 年代經濟面貌 | 26

Hong Kong Included in 11th Five-Year Program for the First Time

中國「十一五」規劃

首次涉及香港 | 30

Special Reports

專題報導

Meet Stephen Ng

吳天海專訪 | 34

Young Hongkongers eBaying

Their Way into International Trade

香港年輕人在 eBay 尋國際商機 | 46

Good Eating

分甘同味

A Taste of Russia

俄羅斯風情 | 70

In Review

活動重溫

Saudi Women Break into Business

沙地女性踏足商界 | 54

Connecting With Our Harbour

認識我們的海港 | 66

What's Next

未來動向

Events

活動預告 | 76

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Hong Kong General Chamber of Commerce
香港總商會 1861

Celebrating Our 145th Anniversary



Members' standpoint 會員傳聲

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Good Citizen Award

I recently received the Chamber's booklet detailing the history of the Good Citizen Award over the years and I must congratulate you on producing such an interesting and attractive little publication. It is important to note that the Chamber has been the sole sponsor of the award for the past 32 years.

I was lucky enough to be among the officiating guests in the early days of the awards during presentation ceremonies, and I recall that those who took part felt proud and privileged to be associated with this very meaningful event. All HKGCC members can rightly feel proud to be associated with this community award which recognizes Hong Kong as one of the safest cities not only within Asia, but around the world.

By way of appreciation and support, I am making a small donation to the award and hope my fellow members will do the same to ensure its continuation. I wish the Chamber every success in its fund-raising efforts and look forward to seeing this award honour Hong Kong's Good Citizens for more years to come.

Hilton Cheong-Leen
Managing Director
H Cheong-Leen & Co (HK) Ltd



好市民獎

最近收到總商會寄來精美的「好市民獎」介紹冊，內裏圖文並茂地闡述獎項起源和歷史，非常有趣，也從中得知過去32年，這獎勵計劃一直由總商會獨力贊助。

早年本人曾有幸擔任「好市民獎」頒獎禮的主禮嘉賓，猶記得在場參與之所有人士均感與有榮焉。「好市民獎勵計劃」協助香港成為全亞洲以至全球治安最佳城市之一，意義重大。多年來總商會全力支持計劃，值得所有會員引以為榮。

因此，本人僅盡一點綿力，捐款支持「好市民獎」，誠盼其他會友亦慷慨解囊，讓計劃得以延續。在此謹祝總商會今次籌款運動成功，並希望「好市民獎」繼續長存，日後嘉許更多見義勇為的好市民。

張達貿易(香港)有限公司
執行董事
張有興

工商月刊

the Bulletin

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市場熱賣的搜尋廣告，為中小企作直接推廣及準確地吸納準目標客戶的首選。據 Google 的最新市場調查結果，百分之九十香港網民使用電子郵件，及約百分之六十使用搜尋引擎查詢或購買產品及服務。

什麼是搜尋廣告？

搜尋廣告是透過嶄新的「點選制」技術及平台，為廣告客戶提供一個效益及投資回報更高的網上推廣方案，直接及準確地吸納目標市場，引領準買家點擊您的網站。

這個嶄新的網上推廣方案，運作模式以目標準買家為主導，只要當網民使用「關鍵字」查閱所需的產品或服務而點擊廣告，才被計算為一個點擊。

而一般「關鍵字」搜尋廣告亦分為「有保證」及「只競投」二項。當然「有保證」收費模式更會提高廣告投資回報。

中小企選擇能提供專人管理的「有保證」搜尋廣告方案才屬明智。否則使用「只競投」的模式會容易失預算，廣告費用往往因「關鍵字」的每日競投價格變動而需付較高費用。



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電訊盈科指南有限公司於去年初開始，提供一系列迎合中小企需要的搜尋廣告方案，更於本年初加入 Google 搜尋廣告網絡，現為全港唯一提供雙重點擊保證及同時擁有 Google 及雅虎的授權代理商。

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保證

「度身訂造」搜尋套餐 - 專為B2C或零售客戶或作短期宣傳推廣的廣告客戶而設 根據廣告客戶的需要，加上目標市場、用戶習慣、預算費用、及市場走勢等，為廣告客戶提供一個「度身訂造」的廣告方案及管理，並安排其廣告出現於搜尋結果頁之主要位置。

「定位曝光」- 專為進取及著重品牌推廣的廣告客戶而設 保證客戶的廣告可出現於雅虎香港之搜尋結果前五或七位。



電訊盈科指南的搜尋廣告平台包括 Google 及雅虎搜尋廣告網絡，覆蓋香港、海外及國內。

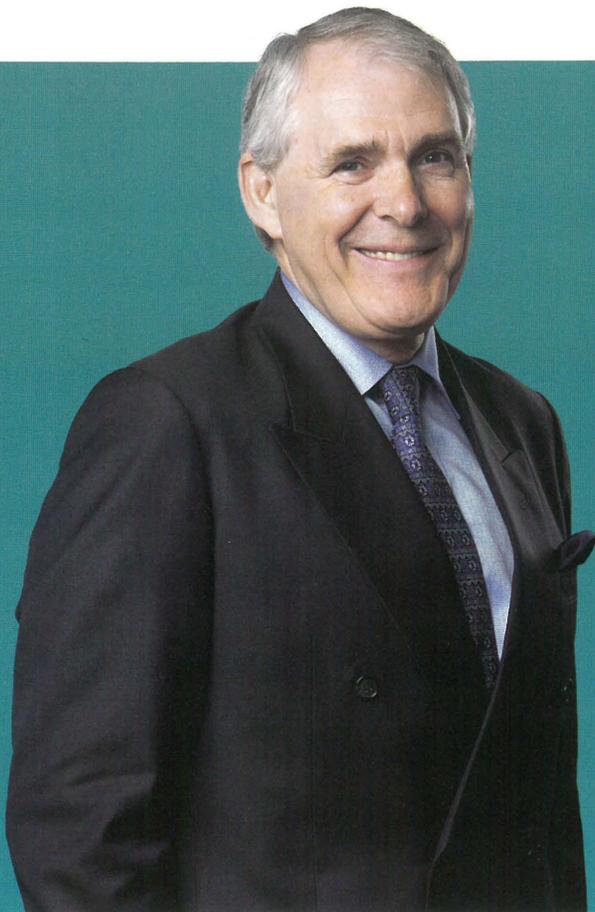


電訊盈科指南的搜尋廣告服務有六大優點

- 1 全面服務** 包括為客戶揀選相關及合適的關鍵字，撰寫標題與描述及提供有關宣傳活動管理等。
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- 3 報告及管理** 廣告客戶可透過網上客戶專區，下載過往每月點擊報告。並且可與網上廣告管理中心聯絡，修改廣告的關鍵字或內容，快捷方便。
- 4 可靠品牌** 電訊盈科指南有限公司擔任Google及雅虎搜尋廣告服務的香港授權代理商，亦是最強本地分類搜尋網上廣告平台。
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 - 評估及修改廣告方案以達致最高效益回報
 - 提供每月點擊報告，讓廣告客戶更清楚每一個搜尋廣告的成效
- 6 口碑好** 嘉利膠袋製品廠的負責人鄭先生亦採用電訊盈科指南的網上廣告。他稱：
「網上黃頁廣告對我們公司的業務發展幫助極大，為我們公司帶來70%電話查詢，其中有50%最終還達成交易，使我們的營業額增加了50%。透過網上黃頁，我們公司曝光機會大大提高，我們的客戶亦可進一步了解我們的優質產品及服務。」

有關其他網上黃頁搜尋廣告資料：

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Chairman's desk 主席之言

David Eldon 艾爾敦

The Talent We Need

Over recent years the SAR Government has adopted, with varying degrees of success, a number of policies to increase the availability of qualified talent in our labour pool. In most cases these were reactive measures, designed to address specific needs, and included the Entry of Mainland Professionals Pilot Scheme, the Admission Scheme for Mainland Talents and Professionals and the Supplementary Labour Scheme.

None went quite far enough in a bid to inject a new entrepreneurialism into Hong Kong, and a fresh approach was needed. We now have one, after a fashion.

The new point system for permitting people from outside Hong Kong to come here and look for work is a decisive, albeit small, step in the right direction. While your Chamber welcomes this positive initiative as a means of facilitating job hunting for those who have the ambition to try their luck in our city, it does lack a pro-active element.

Let's be clear about what we face: the competition for top talent has never eased, and as the region continues its rise out of the 1997-98 Asian Financial Crisis and subsequent depression, more opportunities are arising for the best people in the world. The astonishing success of the Pearl and Yangtze river deltas has only added to the demand for top talent, and most particularly the skills we develop here in Hong Kong.

香港的人才需要

While there may be some soft spots in the economy in the next year or two, the longer term trend is most certainly going to see an ever rising need for general managers, accountants, technicians, traders and executives. We need to do more than relax our immigration laws. We need to take a pro-active approach to managing our labour pool.

To ensure that Hong Kong has the skills required to match our ambitions, we need to go and find those who can fill in the gaps in our labour force; not wait for them to find us. Our officials in charge of attracting trade and investment need to add talent to that priority list. Despite some of its current and we hope temporary drawbacks, actively promoting Hong Kong as a place to live, work and study is a task that needs to go beyond recruiting corporations to establish offices in our city.

Some observers have suggested that Hong Kong is too “closed minded” to fully accept a more open immigration policy, although for a world-class business and financial centre that may be too harsh. Others point to the attractions of a career on the Mainland – for both our own people and for potential migrants from elsewhere in China – as a long-term challenge. We as a community need to face these issues, and soon.

The anti-racial discrimination legislation being considered by LegCo is certainly long overdue and needs to be brought into law as soon as possible. While the draft does not cover recent arrivals from the Mainland, we do need to acknowledge that fresh migrants may face a difficult time here. It was argued, and quite successfully, that the alternative to including recent arrivals in the draft law is education. We accept that argument, but cannot understand why such education has to await the passage of the anti-discrimination law. Let’s get on with it.

Finally, we need to pay more attention to our own ability to grow talent. Our tertiary education system has seen only a very modest rise in the number of students enrolled in first degree programmes over the last three years, despite improved access for non-local students. More worrying is the actual decline in enrolment in sciences, engineering and technology and business and management studies. Our universities need to aggressively recruit – not just passively admit – students from abroad. It is disturbing that enrolment in all disciplines except medicine declined in 2004-05.

We have to move beyond ad hoc “schemes” and take a holistic approach to improving the pool of people available to work in our city. Programmes that target specific skills from a specific source, such as IT and financial services professionals from the Mainland of China, will only ever fill specific niches. We have a very broad need, and we need broad solutions. ❀

近年特區政府透過不同政策，設法吸引更多合適人才來港工作。有關措施多數針對個別行業或範疇的人才需要，成效不一。已推出的計劃包括「輸入內地專才試驗計劃」、「輸入內地人才計劃」和「補充勞工計劃」。

然而，這些計劃為香港帶來的優秀新血不多，當局的政策有需要定出新方向。在這裏，我們有個粗略的構思。

港府擬推行計分制，讓外地人才來港求職，此舉取向正確，有助外地人才來港找尋就業機會，本會對此表示歡迎，但認為當局措施仍未夠進取和積極。

讓我們先瞭解當前形勢：香港一直需要爭取優秀人才，隨著亞洲走出 1997-98 年的金融風暴陰霾，也跨過了其後的逆景，如今亞洲為世界各地的頂尖人才提供了大量事業良機。迅速崛起的珠三角和長三角地區尤其需要大量人才，更會設法羅致來自香港的優秀專才。

“

We have to move beyond ad hoc “schemes” and take a holistic approach to improving the pool of people available to work in our city.

要提升香港的人力資源素質，我們需有全盤的藍圖和方向，不能只靠推出治標不治本的「計劃」。

”

儘管未來一兩年經濟或會有不明朗因素，但長遠而言，市場對管理、會計、技術、貿易及行政人才的需求依然會持續增加。因此，我們不只要放寬入境法例，更要積極善管香港的人力資源。

香港有不少發展抱負和大計，與其守株待兔，倒不如主動出擊，羅致適當人才來填補人力斷層。港府的招商官員除了致力吸引貿易和投資，也要著重招攬外地出色人才。儘管香港現時（希望只是暫時性）受到一些問題困擾，我們應大力對外宣傳，推廣香港不單是企業設立辦事處的理想地點，更適合各地人士在這裏居住、就業和進修。

有觀察者指香港雖然是世界級商貿金融中心，但態度過於「保守」，未能全面接受較開放的入境政策。也有人認為香港未來要與內地爭奪人才，因為內地的事業機會對香港以至內地各省市人才都有一定吸引力。相信香港社會很快便要面對這些挑戰。

立法會考慮反種族歧視立法已久，必須盡快落實。雖然有關法例之草案未有涵蓋內地來港的新移民，他們在港遇到的困難不容忽視。要減少新移民受歧視，有建議以教育取代立法，對此本會亦贊同，但不明白為何要待法例通過後始推行教育，有關工作實宜盡快展開。

最後，我們須多注重發展本地人才。過去 3 年，香港專上學院學士學位課程雖已增收外地學生，但整體收生人數只見微升。科學、工程、科技和商業管理科目的實際收生人數下跌更是令人憂慮。本港大學不應被動等待外地學生報讀，而要積極招攬他們入讀。在 2004-05 學年，所有科目的收生率都下降，只有醫科例外，情況令人擔憂。

要提升香港的人力資源素質，我們需有全盤的藍圖和方向，不能只靠推出治標不治本的「計劃」。針對資訊科技及金融業專才短缺而於內地輸入人才，僅能滿足局部需要，然而香港的人才需求廣泛，一套長遠周全的方案才是對策。✿

艾爾敦為香港總商會主席。

0% FAT



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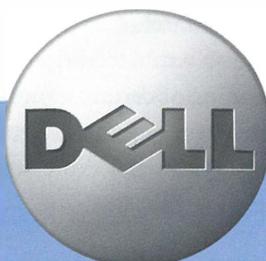
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Legco viewpoint 立法會視窗

Jeffrey Lam 林健鋒

Steady Hand on the Tiller

The Financial Secretary's Budget is a major annual undertaking for the government. The views of different political parties and the general public's expectations, together with the business climate, all need to be taken into consideration when drawing up the economic blueprint for Hong Kong. With a healthy economy, both the public and political parties called on the government to "return wealth to the people." However, the government needs to manage public finances prudently, and ensure that expenditure remains within the limits of its revenue. Even if the Financial Secretary wants to "leave the wealth in the hands of the people," it may not be the best move for Hong Kong.

Soon after delivering his 2006/07 Budget address on February 22, the Financial Secretary was busy attending post-budget forums and luncheons organized by business organizations, doing media interviews and talking to students to get the government's financial management philosophy across to the public. Throughout March, I scrutinized the proposed expenditures laid out in the Budget. I also wrote to various government departments to get a better understanding of certain issues, such as plans to strengthen our competitiveness, support offered to SMEs and steps to reduce air pollution, etc. At the end of March, I expressed my views on the Budget and voted for the Appropriation Bill 2006.

貫徹審慎理財， 鞏固根基

The “11th 5-year Program,” passed by the National People’s Congress and National Committee of the Chinese People’s Political Consultative Conference last month, mentioned positioning Hong Kong as a financial, trade and navigation hub. The idea runs in tandem with the Budget, which positions Hong Kong as the gateway for Mainland enterprises’ “going out” strategies on the back of our sound financial services. I also support proposals laid out in the Budget proposal to expand renminbi business services here and enhance the cost effectiveness of our ports.

Related issues, such as the Hong Kong/Macau/Zhuhai Bridge and cruise terminal construction plans, were discussed in Legco long ago. These infrastructure projects will facilitate the development of our trade, logistics and tourism industries, which in turn will create new jobs. Therefore, I urge the government to quickly resolve any outstanding decisions.

Although the economy is the healthiest that it has been for many years, SMEs in general have not felt the benefits. Many small companies are still having difficulties because of external factors impacting their businesses. The latest Budget mentioned little about supporting SMEs. Last year, the government increased funding for SMEs to market themselves and develop new products and talent, in addition to lowering the assumed default rate of the SME Loan Guarantee Scheme. These measures are scheduled to end next year, but I hope that government will consider SME’s current difficulties and extend the schemes.

Another issue which has long concerned the business community involves increasingly more regulations being put on businesses. The slow pace at which efforts to streamline licence application procedures is progressing is also worrying. The government needs to accelerate its streamlining plans, but be mindful to avoid avoiding more red tape when trying to improve systems.

The Financial Secretary joked that two unavoidable things in life are death and paying taxes. Ironically, SMEs look forward to paying taxes, as it means they will have had a profitable year. They also welcome government policies aimed at improving the business environment.

I was pleased to see that in the current Budget, the government will be able to restore fiscal balance three years ahead of schedule. The Financial Secretary has accomplished this by sticking to his prudent approach of managing Hong Kong’s finances. He is still cautious regarding our fragile and hard-earned surplus and highly aware of our unhealthy financial structure, which is why he didn’t lower tax rates as many people had hoped for. As Hong Kong’s public financial controller, I think such a pragmatic and prudent approach is the best strategy.

In the meantime, the government should focus on addressing key issues, such as solidifying our financial reserve, improving the general business environment, creating more jobs as well as enhancing education and training. ✿

If you have any views or comments, please send them to me directly at, jefflam@fowind.com.hk, or visit my Website at www.jeffreyklam.com

Jeffrey Lam is the Chamber’s Legco Representative.

每年的財政預算案，都是政府一年一度的大工程。財政司司長唐英年花盡心思，為香港長遠經濟規劃出大藍圖的同時，又要兼顧政黨、市民對預算案的期望，在兩者之間作出平衡，殊不容易。今年經濟好轉，市民、政黨都希望財爺「還富於民」，但在量入為出、力求收支平衡的理財大原則下，財爺即使想「藏富於民」，現在恐怕也不是好時機。

唐司長在2月22日宣讀2006至2007年度的《財政預算案》之後，便馬不停蹄，四出奔走出席各大商會舉辦的論壇、接受傳媒訪問，又與青年、學生對話，聽取意見，解釋預算案和未來經濟發展和預測，為要大家明白政府的理財哲學。我在整個三月份也在埋頭苦幹的研究和審議各項預算建議和開支，並向各政府部門發出書面問題，包括經濟發展、如何提升香港競爭力、扶助中小企方法、改善空氣質素等。在三月底，我亦就預算案發言，並就2006年撥款條例草案投下支持的一票。

“

The government needs to manage public finances prudently, and ensure that expenditure remains within the limits of its revenue.

政府需要量入為出、力求收支平衡。

”

人大、政協兩會在落實國家第十一個五年規劃藍圖時，提到要將香港發展定位為金融、貿易和航運中心，這正正與新一份財政預算案不謀而合。財政預算案提到要憑著本港金融服務業的優勢，做到作為內地企業「走出去」的最佳平台，亦要擴大人民幣業務，提高港口成本效益等，我都是支持的。

事實上，立法會早已討論過有關港珠澳大橋、郵輪碼頭等計劃，因為這有助強化香港的貿易、物流及旅遊業，亦能提供更多就業機會。我促請政府當機立斷，加快步伐，把懸而未決的工程，從速上馬，以發揮強政勵治的本色。

此外，經濟雖然好轉，但中小企普遍仍然未能受惠。他們主要受到外圍因素影響，艱苦經營，財政預算案中有關支援中小企的篇幅亦不多。去年政府曾增加撥款予推廣基金和發展支援基金，及調低中小企信貸保證計劃的假設壞帳率，這些措施將於明年屆滿，希望政府關顧他們的需要，繼續撥款支持。至於業界一直努力爭取政府「拆牆鬆綁」，簡化發牌制度方面，也討論多時，有需要

把研究速度加快，並且不要另行築起新牆，令政策變得架床疊屋。唐司長曾笑言，人生中有兩件事必然會發生，就是死亡和交稅。依我說，中小企就希望有兩件事必然會發生，就是政府締造良好的營商環境和交稅了，因為要交稅，代表公司經營理想有盈餘。

今年財政預算案中，令我最欣慰的，是政府節流成功，提早三年減赤。減赤，肯定是財政司首要任務，如今成功減赤，財爺也沒有輕率，依然立場堅定的審慎理財，對「脆弱」的盈餘、不健康的結構性現象，步步為營，因而沒有應各方要求大幅減稅。這種穩陣取向，我認為是作為政府大掌櫃的應有態度。

目前，政府最重要做的，是穩健財政儲備、提升香港整體的營商環境、創造更多就業機會、加強優質教育和培訓，從根基著手，才是治本之道。✿

歡迎您把意見和看法直接寄給我：電郵 jefflam@fowind.com.hk 或進入本人網頁：
www.jeffreyklam.com

林健鋒為香港總商會立法會代表。



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CEO comments

總裁之見

Dr Eden Woon 翁以登博士

Last Message from the CEO

Almost exactly nine years after I came to the Hong Kong General Chamber of Commerce, on April 30, I will be leaving the post of CEO of the Chamber. I leave this job filled with gratitude, towards the supportive members, towards my wonderful staff past and present, and towards all the Chairmen and General Committee members who gave me wise guidance. During these years, my friends often have told me how great my job is, and they are right.

I cannot help but reminisce about the first days I spent at the Chamber in May of 1997. That was a time of great prosperity for Hong Kong, but anxiety about the impending July 1st Handover. I remember telling a skeptical foreign television host that “Yes, some Hong Kong people are concerned, but it does not mean their hair is on fire!” when looking ahead to life after the Handover. It turns out that almost none of the concerns some people had about transitioning to Chinese sovereignty took place, but what people were not concerned about at that time – namely the economy – did set our hair on fire shortly after the summer of 1997.

From that point on, the Chamber performed some very different tasks than in previous years. We had to help members survive the Asian Financial Crisis, rebuild Hong Kong’s self-confidence in subsequent years, participate in the discussion on restructuring the Hong Kong economy, advocate for closer economic integration between Hong Kong and China, and act as a constructive voice in the sometimes bitter debate over governance and more representational government, while all along modernizing ourselves and providing top notch programs and information and assistance to members.

總裁離任之言

As I look back, I would say that, among the many positive things the Chamber did during my tenure, there are two things which impressed me the most: The first is the Chamber's work on the Closer Economic Partnership Arrangement (CEPA); and the second is the Chamber's role during SARS, a singly most depressing time for Hong Kong in recent memory.

On the first, with widespread knowledge and acceptance of CEPA today, it may be easy to forget that it was our Chamber who first raised, back in January 2000, the idea of a Free Trade Agreement between Hong Kong, a WTO member, and China, a future WTO member. Subsequent lobbying by the Chamber of this proposal with the SAR Government and with the Central Government, punctuated by persistent promotion by us in the media, ended in the satisfying result of seeing CEPA born in December 2001 and concluded in June 2003. Much of CEPA's content has come from our members. CEPA, as a key element of the growing economic integration between the Mainland and Hong Kong, has contributed to the restructuring of our businesses in a very different economy now from that of 1997.

On the second, the Chamber's international connections became extremely useful during the spring of 2003, when we wrote to hundreds of our contacts in international media, and political and business circles to dismiss rumors about Hong Kong under the siege of SARS. We organized large Chamber missions to Guangzhou and Shanghai during the height of SARS to show that business must go on as usual. We helped members cope with the scourge in their business, and we made major inputs to the government on recovery. Finally, we were very active in community campaigns battling the disease both physically and mentally at a time of low morale and high anxiety in Hong Kong. We like to think that the Chamber played a part in helping to get a very resilient Hong Kong through that depressed period in an upward trajectory.

As I depart, I recall the many good times with our members during the past nine years: the chats in the luncheons and receptions, the discussions over drinks and dinners, the conversations on trade missions and outings, or the satisfying work with members on issues dear to our heart. But, as Chairman Mao said: "There is no banquet that does not end eventually." So despite having a very meaningful job at the Chamber, I have decided to move on to a different challenge. An extremely qualified new CEO with new ideas and new ways of looking at things will arrive later this summer to take the Chamber to new heights. With your support and under the strong Chamber leadership, I am confident in the future of the Chamber, and I wish all of you good luck and prosperity in the years to come! Thank you and good-bye, but I am sure our paths will cross again in the future. ✿

Dr Eden Woon is CEO of the Hong Kong General Chamber of Commerce.

我在1997年4月30日加盟香港總商會，那差不多是9年前的事。此際，我快要離開總商會總裁之崗位，在此我必須感謝會員和同事們一直以來的支持，與及各屆主席和理事的寶貴意見和指導。這些年來，我在總商會的工作饒有意義而且豐富多采，教我的朋友們欣羨不已。

回想在1997年5月，我剛加入總商會不久，其時香港一片繁榮興旺，但面對將要來臨的七一政權回歸，社會上存有憂慮。猶記得當時遇過一位外國電視台主持人，他對回歸後的香港社會民生頗存疑慮，我對他說：「不錯，部分香港市民有點憂慮，但大家並非太緊張。」結果在主權回歸中國之後，大家憂慮的許多情況都沒有發生，反而是在1997年夏季過後，大家被不曾料到的經濟逆轉弄得很緊張。

自那時起，總商會須比以往扮演更多不同角色。經過亞洲金融風暴一役，我們要扶助會員克服困境，渡過時艱；也積極參與各界討論和提出建議，協助重建香港經濟和信心。此外，本會倡議香港與內地加深經濟融合，並當各界於管治及加強政府代表性等問題上爭拗不休時，提出具建設性的意見。與此同時，我們一直與時並進，致力為會員提供優質服務、訊息和支援。

在我任職期間，總商會有不少實際的工作和表現，而其中令我印象最深刻的有二：一是本會就「更緊密經貿關係安排」(CEPA)而進行之工作，另一是我們於沙士期間全力提供支援，伴香港過渡近年最艱難的一段逆景。

時至今天，CEPA已廣為人識，然而大家並不一定記得，香港與中國內地建立自由貿易協議的構思，最初是由本會於2000年1月提出的。當時香港已是世貿成員，而中國尚未加入世貿。其後總商會向香港和中央政府積極遊說，並持續透過傳媒宣傳推介，最後我們樂見CEPA在2001年12月誕生，並於2003年6月正式達成及簽署，協議中不少內容均源於會員的提議。CEPA的推行，既是香港與內地加深經濟融合的關鍵，也有助香港商業變化和轉型，適應1997年後出現的嶄新經濟局面。

在2003年春季沙士疫潮期間，本會的國際聯繫網絡大派用場。我們致函數以百計有往來的外地傳媒、政商界組織和人士，闢除不利香港的謠言。當時本會更無懼疫情嚴峻，率領大型考察團赴廣州和上海，以示在疫情之下，香港商務依然運作無間。此外，我們提供支援，助會員紓解營商困難，也向港府提出不少建議，以助加快本港復甦。本會還鼎力支持社會各界發起的運動，振奮港人士氣和鼓勵齊心抗災。我們認為透過這些行動，扶助香港走過逆景，回復活力。其後香港於沙士陰霾過後不久，即重拾動力，市面再度繁榮，我們都感到非常欣慰。

離別在即，回首過去9年，曾在無數午餐會、酒會、宴會以至外訪團及其他活動場合中與會友歡聚暢談及懇摯交流。期間也與不少會員合作無間，一起為商界關注的事宜出謀出力。這些美好的時刻和片段，均仍然歷歷在目。然而，正如毛主席說：「天下無不散之筵席」，儘管在總商會的職務饒有意義，我選擇了繼續前行，迎接另一個新挑戰。新總裁將於今年夏季上任，其豐富資歷有助總商會帶來新的意念和方向。而總商會得到各位鼎力支持，加上領導層的出色管理，前途一定無可限量。最後謹祝大家未來事事順遂，業務興隆。他日有緣再會，謝謝各位。✿

翁以登博士為香港總商會總裁。

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On May 29, 1861, 62 business people – representing 51 merchant houses, five banks and six individuals – got together at the Hong Kong Club and founded the Hong Kong General Chamber of Commerce.

1861年5月29日，香港總商會於香港會所正式成立，創會會員共有62位，包括51家商行、5家銀行及6位個人會員。



By Dr W. K. Chan

From the beginning, the Chamber was a very international business organisation. As the Chamber's own record testifies, the Chamber membership was open to "all mercantile firms and persons engaged or interested in the commerce or shipping of China."

The biggest national group of members was the British, but they numbered less than half with just 26. Other founding members consisted of Parsee (Persian Indian), American, German, Indian, Danish, Jewish, and French merchants. There were no Chinese members because the local Chinese merchant community was not yet developed, but once the latter was well established, the Chinese began to be involved from 1880.

The first chairman of the Chamber was Alexander Perceval, a partner of Jardine Matheson & Co. from 1852 to 1864. The vice chairman, William Walkinshaw, was a partner of Turner & Co. Together with seven other members – Charles Murray, John Gibb, Warren Delano, R.M. Reddie, Pestonjee Dhunjeebhoy, Woldemar Nissen and W. Parkin – they formed the first General Committee of the Chamber.

It is noteworthy that the first General Committee consisted of an American (Warren Delano of Russell & Co.), a Parsee (Pestonjee Dhunjeebhoy), and a German (Woldemar Nissen of Siemssen & Co.)

This international character has remained throughout the Chamber's history. According

總商會慶祝創會 145 周年

陳偉群博士

to the Chamber's own reports, in the first Annual General Meeting after World War II held in April 1947, Chairman R.D. Gillespie "took the opportunity of dispelling the doubts, which seemed to exist in some quarters, as to membership of the Chamber being open to firms other than British as this was an international Chamber and membership was open to all firms of standing in the colony of whatever nationality."

Today the Chamber's membership consists of companies from 49 countries from around the world.

The voice of business

The name "Hong Kong General Chamber of Commerce" was formally proposed by John D. Gibb of Gibb Livingston & Co. and adopted by members of the Chamber in its second General Meeting held on June 14, 1861.

The object of the Chamber, as spelled out by the founders was as follows:

"That the object of the Chamber shall be to watch over and protect the general interests of commerce, to collect information on all matters of interest to the mercantile community, and to use every means in its power for the removal of evils, the redress of grievances, and the promotion of the common good; to communicate with authorities and others thereupon to form a code of practice whereby the transaction of business may be simplified and facilitated; to receive references, and to arbitrate between disputants, the decision in such references to be recorded for future guidance."

To paraphrase it in today's language, the Chamber was to be the voice of business, to promote, represent and safeguard the interests of the Hong Kong business community. That is indeed what the Chamber has been doing to this date.

At the General Meeting held in May 1863 the Chairman, James Macandrew, emphasised that the General Committee "were always anxious to ascertain the views of members on such topics of mercantile interest as might come before them, and it would tend greatly to strengthen their hands, and frequently prove of general public service if members would occasionally at all events initiate the action to be taken by, and suggest subjects for, the consideration of the Committee."

This was indeed adhered to by successive General Committees which, today, is supported by 25 special interest committees within the Chamber.

Government officials nowadays are used to receiving "statements" and "position papers" from the Chamber on issues affecting the commercial well-being of the business community.

In the old days these were known as "petitions" and "memorials;" they were commonplace and ranged in subject from the Chinese Maritime Customs Service to transit dues, exemption certificates, coast trade, post office regulations, etc. And the Chamber proved to be an effective voice.

In 1863, for instance, a bill intended to give the Post Office the right to compel vessels to carry mail without compensation and to detain and search vessels on account of contraband letters was strongly resisted by the Chamber, which succeeded in burying the bill. Another example shows how in 1872 the Chamber urged the government to take steps to arrange for the proper lighting of the approaches to the harbour.



Then, just as now, the Chamber not only spoke on trade policies and commercial operations, but also sought to promote, in the broader context, an environment conducive to trade and commerce. At its inception, for example, the Chamber called for adequate trade statistics to be developed; it pushed for the necessity of trade statistics again in 1917 and is still promoting the same today.

A part of the community, a witness of the times

At the Chamber's inauguration in 1861 the annual subscription fee was HK\$100 for firms and HK\$50 for individuals. At that time a box at the theatre cost HK\$20, chair coolies took ¢25 to hire, ¢10 bought one pound of steaks or one dozen eggs. The Chamber's first secretary, J.C. Baldwin, received a salary of HK\$125 per month.

The inaugural general meeting of the Chamber was held in the Hong Kong Club. The government then provided a room at the Court House for the Chamber to conduct its day-to-day business until June 30, 1862, when the Chamber moved to privately rented premises.

Since then the Chamber's office has moved several times, from the City Hall to St George's Building and Swire House, among others. In 1984, the Chamber purchased permanent accommodation at United Centre in Admiralty, which now houses the Chamber's headquarters.

In March 1926, the General Meeting was attended by the then Governor, Sir Reginald Stubbs. In recent years, it has become almost a tradition for the Governor, and after 1997, the Chief Executive, to attend the first meeting of the General Committee after the Annual General Meeting.

At a special General Meeting held on January 2, 1884, at City Hall, Thomas Jackson, chief manager of the Hongkong Bank, was elected the first Chamber Legco representative, and the Chamber became the first "functional constituency" in Hong Kong's law making body.

Ad Persona

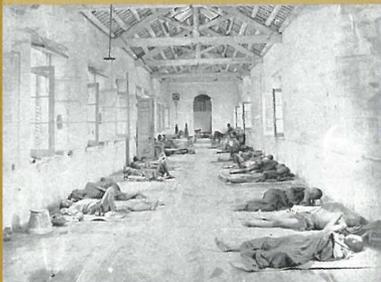
An organisation is what its members are. Indeed, throughout its 145-year history the Chamber has been given its character, its flesh and blood, by the many remarkable people who together built the Chamber into what it is today.

One of the longest serving chairman of the Chamber was Phineas Ryrie, who was Chamber chairman for 12 years between 1867 and 1889.

Mr Ryrie arrived in Hong Kong in 1851 to join Turner & Co. He took an active role in the early years of the Chamber and became chairman in 1867. In the same year he was appointed a member of the Legislative Council. Although not then as a representative of the Chamber – the Chamber not having been formally given a Legco seat until 1884 – he was recognised as a champion of the interests of the business community.

Mr Ryrie was also renowned for promoting freedom of speech in Legco and under his chairmanship, the press was first admitted into the Chamber's Annual General Meeting. A socially conscious businessman, he was a

COMMERCE MILESTONES



Public Records Office

1894

Chamber joined the fight against the great plague epidemic.

爆發鼠疫，本會參與對抗疫潮。

1920

Founded the Hong Kong Shipowners' Association.

香港船東會成立。

1923

The government designated HKGCC as the issuing body for Certificates of Origin in Hong Kong.

政府指定總商會為香港的產地來源證簽發機構。

1926

Governor Sir Reginald Stubbs attended the first General Committee Meeting after the Annual General meeting, a tradition which stands to this day.

港督司徒拔 (Reginald Stubbs) 爵士出席會員周年大會後首個理事會會議，此例後來成為傳統，一直沿襲至今。

1947

The first Annual General Meeting after World War II was held.

二次世界大戰後首次舉行會員周年大會。



J B Kite became Chamber Secretary, and held the post for a record 28 years.

祈德 (J B Kite) 出任本會秘書達 28 年，是本會任期最長的秘書。

1949

The Chamber took up the role of public relations activities for Hong Kong's export development.



本會肩負起香港出口業發展的公關角色。

1951

The Chamber set up an Evening School to provide commercial training to employees of member firms.

本會開辦夜校課程，為會員公司的員工提供商業培訓。

1961

Four Chinese community leaders were invited to join the Chamber General Committee, namely, Sir Sik-nin Chau, R C Lee, Fung Hon Chu and T Y Wong.

四位華人商界領袖獲邀出任本會理事，包括周錫年爵士、利銘澤、馮漢柱及王統元。

1963

Chamber membership surpassed the 1,000 mark.

總商會會員數目突破 1,000。



1966

Hong Kong Trade Development Council established on the Chamber's recommendation, and took over the responsibility of Hong Kong trade promotion abroad.

本會建議之香港貿易發展局成立，肩負起向海外推廣香港貿易之角色。

1971

Oceanic Cotton Mills Ltd became the Chamber's 2000th member.

海外紡織有限公司成為本會第 2,000 個會員。

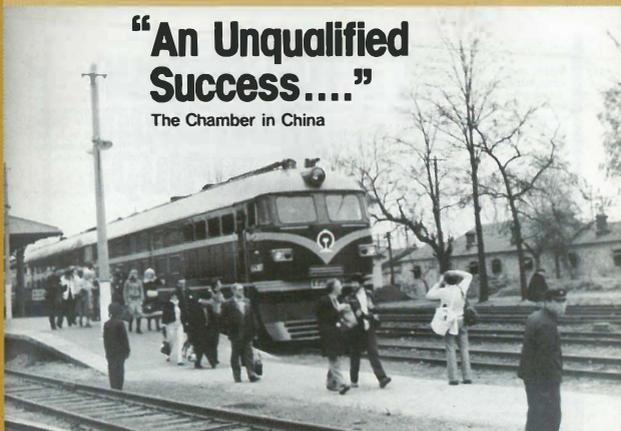
香港總商會發展里程碑



1973

Chamber accepted the government's invitation to administer the Good Citizen Award.

本會應邀與政府合辦「好市民獎」。



1978

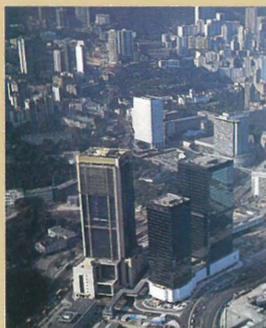
Chairman Nigel Rigg led a 50-member delegation to Beijing, the first Chamber delegation to China.

本會首次出訪中國，主席雷勵祖率領 50 人代表團赴北京。

1981

Computerised membership record-keeping system.

會員資料記錄電腦化。



1984

Permanent offices purchased at United Centre in Admiralty to house the Chamber's headquarters.

總商會購下金鐘統一中心現址作為總部。

Jack Tang of Soco Textiles became the first ethnic Chinese Chairman of the Chamber.

南海紡織的唐驥千成為本會首位華人主席。



1989

Chamber founded the Hong Kong Article Numbering Association (HKANA).

本會創立香港貨品編碼協會。



1991

Chairman Vincent Lo led the first General Committee mission to China, which began the annual Chairman-led Beijing visits.

主席羅康瑞帶領首個理事會訪問團赴北京，此行成為先例，其後本會每年都由主席率領代表團訪京。



1992

Dr Lily Chiang became the first woman to be elected to the General Committee.

蔣麗莉博士成為首位當選的女理事。

Hong Kong's new Governor Chris Patten accepted the Chamber's invitation to outline his policies at a Chamber luncheon, which later developed into the annual post-Policy Address luncheon.

新任港督彭定康應邀於本會午餐會闡釋其施政方針，後來商界跟從此例，每年都舉行《施政報告》後午餐會。

Chamber membership broke the 3,000 barrier.

本會會員數目突破 3,000。

1994

Chamber membership broke the 4,000 mark.

本會會員數目突破4,000。



1997

Dr Eden Woon became the first ethnic Chinese Director of the Chamber.

翁以登博士成為本會首位華人總裁。

1999

Founded the Business Coalition on the Environment.

創立香港商界環保大聯盟。

2000

Chamber proposed the idea of a Free Trade Agreement between Hong Kong and the Mainland, which later became CEPA.

本會提出香港與內地建立自由貿易協議的構想，其後發展成CEPA。



HKGCC
Hong Kong General Chamber of Commerce
香港總商會 1861

2001

Chamber unveiled its new logomark in its 140th anniversary year to replace the chop logo based on a design done in 1861.

本會140周年誌慶，年內推出新會徽，取代以1861年圖章設計為藍本的舊會徽。

2003

HKGCC drew on all of its resources in the spring of 2003 to help companies deal with the SARS crisis.



In May it proposed to government a three-phased plan to help Hong Kong rebound from the crisis, and supported a special "Business After SARS" variety TV show at the Chek Lap Kok Airport.

總商會在春季悉力協助企業應付沙士危機，其後於5月向政府提議一個三階段計劃，以重振香港經濟和信心，並支持在赤鱘角機場舉行的「經濟再高飛」綜藝晚會。

2004

First historic shipment entered China tariff free under CEPA. The goods, by HKGCC member Wing Li Holdings, were also covered by a Chamber CO. This CD was part of the original consignment.



首批藉CEPA獲享零關稅的貨物輸入內地，本會會員榮利集團憑著本會簽發的原產地證書進行付運，這張光碟是當時付運貨品之一。



2005

The Chamber lobbied delegates during the World Trade Organization's 6th Ministerial Conference in Hong Kong, which helped clinch the Hong Kong Declaration.

於世貿第6次部長級會議在香港舉行期間，本會協助游說各地談判代表，並樂見《香港宣言》最終達成。

2006

The Chamber uses its 145th Anniversary Dinner to raise funds for the Good Citizen Award to ensure its continuation.

本會145周年會慶晚宴同時為「好市民獎」籌款，以延續這獎勵計劃。

leader in the protest against licensed gambling in 1868 and spearheaded a Chamber submission to government to that effect.

The longest serving Chamber representative on the Legislative Council was Thomas Whitehead of Standard Chartered Bank who held that office from 1890 to 1902.

The first ethnic Chinese elected chairman of the Chamber was Jack Tang of Soco Textiles. He was elected to the General Committee in 1980, and became chairman in 1984. He was also the first chairman of the Chamber to visit Beijing in that capacity, in June 1984, and held discussions with the late Deng Xiaoping on the future of Hong Kong.

The effort of the chairmen and General Committee in steering the Chamber has been supported and complemented by a remarkably stable secretariat which, for the past 100 years, has changed hands only five times.

By the turn of the last century the secretarial work was undertaken by Lowe Bingham and Matthews – the predecessor of Price Waterhouse – which served for 23 years as secretary.

In 1924, M F Key became secretary and he held that position for 23 years until the early years after World War II. He was followed by J B Kite who became secretary in 1947 for a record 28 years. By the time his successor, Jimmy McGregor, took over in 1975 the designation had changed to director. After 13 years as director Mr McGregor was succeeded by Brigadier Ian Christie in 1988, who retired from the Chamber in 1997 when Dr Eden Woon took over as the first ethnic Chinese director of the Chamber.

The contribution of these and many other able people of the Chamber is perhaps best summed up by Governor Sir Robert Black's tribute in 1961, on the occasion of the Chamber's 100th Anniversary.

Sir Robert described the Chamber as being made up of people who "Work both for the promotion of integrity in business transactions and for the promotion of the common good through expansion and development of our



economic life, which, in bringing prosperity to Hong Kong, will assist in improving the circumstances of all who live here."

An international Chamber with Chinese characteristics

Recognising the increasingly established nature of the Chinese merchant community, in the 1879 General Meeting presided by William Keswick of Jardine Matheson, a motion was proposed by W.H. Forbes and seconded by Mr Arnhold, that Messrs Lee Sing, Lee Tak-cheong, and Ching Sing-yeong be elected members of the Chamber.

Accordingly, in 1880, three Chinese firms, namely, the Sun Yee Hong, the Lai Hing Hong, and the Tak On Bank, were elected as the first Chinese members of the Chamber.

The Chinese members quickly took on an active role in the Chamber's affairs. This was exemplified by the General Meeting of 1881 when Ho Amei of the On-Tai Insurance Company made a speech proposing that the Chamber address the issue of restrictions on emigration to Honolulu, which was seconded and adopted accordingly.

At the time when Jack Tang was chairman, out of the 20 General Committee members, nine were Chinese: Stephen Cheong, Lydia Dunn, Daniel Koo, S H Sung, H C Tang, Dennis Ting, C H Tung and Allen Lee, who became the second Chinese national to chair the Chamber in 1988.

Today, the Chamber is as a business organisation what Hong Kong is as a city: international, with Chinese characteristics. 🌸

Dr W K Chan is the Chamber's Senior Director for Business Policy and Chamber historian.



創會之初，總商會已屬一間國際性的商務機構，正如總商會的檔案文獻所載，「任何經商或從事中國船務的商行和個人，以及有意經營此等行業的人士」，皆可成為本會會員。

會員中以英國會員佔最多，但仍不足半數，只有 26 位，其他創會會員包括來自帕西（波斯的印度人）、美國、德國、印度、丹麥、猶太及法國的商行。當時，本地華人商界尚未成形，故總商會並沒有華人會員。直至 1880 年，隨華人商界的興起，始有華人加入。

本會首屆主席是於 1852 至 64 年出任怡和洋行合夥人的波斯富 (Alexander Perceval)，首屆副主席為端納公司合夥人沃金簫 (William Walkinshaw)，其餘 7 位理事會成員包括默里 (Charles Murray)、吉布 (John Gibb)、德拉諾 (Warren Delano)、雷迪 (R M Reddie)、Pestonjee Dhunjeebhoy、尼森 (Woldemar Nissen) 及帕金 (W Parkin)。首屆理事會就此組成。

值得一提的是，首屆理事會的成員包括 1 位美國人 (其昌洋行德拉諾)、帕西人 (Pestonjee Dhunjeebhoy) 和德國人 (Siemssen & Co 的尼森)。

總商會的國際特色一直保留。根據本會的檔案資料，在 1947 年 4 月二次大戰後首個會員周年大會中，主席吉萊斯皮 (R D Gillespie) 表示：「藉此機會消除可能存在於某些商界團體的疑慮，申明總商會秉承國際化的傳統，歡迎本地所有商行加入，無分國籍，亦不只限於英資洋行。」

今天，總商會的會員包括全球 49 個國家的公司，理事會成員有中國人 (香港或內地)、英國人、美國人、印度人和荷蘭人。

商界之聲

1861 年 6 月 14 日，仁記洋行的吉布在第 2 屆會員周年大會上正式提出把本會命名「香港總商會」，其建議獲會員採納。

創會會員所宣示的商會宗旨如下：

「總商會的宗旨是監察及捍衛商界權益；收集與商貿界有關的訊息；在賦予的權限內竭盡所能，消除弊病、處理申訴、造福社群；與政府及其他有關人士溝通，制訂守則，簡化商貿程序，以利營商；接受投訴，仲裁糾紛，並記錄有關裁決，以供日後參考。」

套用今日的說法，總商會充當商界之聲，致力促進、代表及捍衛香港工商界的權益。這亦是總商會時至今日的服務宗旨。

在 1863 年 5 月的會員周年大會上，主席麥克安德魯 (James Macandrew) 強調，理事會「渴望會員能向他們表達有關商業權益的意見。唯有會員踴躍參與，提供意見，理事會才能以此為依據，改善及提升總商會的服務。」

其後的理事會一直緊守上述原則，如今，總商會已設有 25 個代表不同界別的專責委員會。

今天，政府官員經常收取總商會為爭取商界權益而發表的「聲明」和「立場書」。

這相等於舊日的「陳情書」和「請願錄」，本會早已習以為常，針對的題目廣泛，例如中國海關服務、過境稅、豁免證、海岸貿易、郵政規例等等；而總商會的意見，往往發揮巨大果效。

舉例說，1863 年，郵政署動議提出條例草案，容許該署有權強令船隻義務載運郵件及合法扣押和搜查懷疑走私郵件的船隻，本會對此表示強烈反對，結果草案被擱置。1872 年，本會促請政府採取措施，逐步為海港通道安排充足的照明裝置。

一如既往，本會除了就貿易政策、商業運作等提呈意見外，更致力改善整體的貿易和商業環境。例如成立之初，本會呼籲發展準確的貿易數據系統；1917 年，本會再度鼓吹貿易統計數字的重要，而這工作迄今仍從無間斷。

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融入社群 見證歷史

總商會於 1861 年創立時的公司會員年費為 100 元，個人會員年費為 50 元。其時，劇院廂房的票價為 20 元，轎夫租金為 2 毫半，1 磅牛扒或 1 打雞蛋值 1 毫。本會首位秘書鮑德溫 (J C Baldwin) 的月薪為 125 元。

本會首屆會員周年大會於香港會所舉行，隨後政府提供高等法院大廈一所房間，供本會處理日常業務，直至 1862 年 6 月 30 日，本會才遷往全新租用的辦事處。

後來，總商會辦事處數度喬遷，會址包括大會堂、聖佐治大廈、太古大廈及其他商廈。1984 年，總商會買下金鐘統一中心現址，作為總部。

1926 年 3 月，當時的港督司徒拔 (Reginald Stubbs) 爵士出席會員大會。自此，港督於本會會員周年大會後出席首個理事會會議，已成為傳統習慣；1997 年後，這習慣由行政長官繼續保持。

1884 年 1 月 2 日，總商會於大會堂舉行特別會員大會，滙豐銀行總經理杰克遜 (Thomas Jackson) 當選首屆總商會立法局代表，本會遂成為委派代表加入香港立法機關的第一個「功能界別」。

人物誌

一個團體的發展歷程，跟會員的取向往往分不開。事實上，自 145 年前創會至今，本會能建立崇高的形象和地位，全是不少才俊共同努力的成果。

賴里 (Phineas Ryrie) 在 1867 至 89 年的 12 年間出任本會主席，是歷屆主席中任期最長的一位。

他於 1851 年來港加盟端納公司，並在本會創立初年，積極參與會務。1867 年，他開始擔任本會主席，並獲委任為立法局議員。儘管他並非總商會的立法局代表 (本會在 1884 年才正式擁有立法局議席)，但卻被外界公認為捍衛商界權益的忠實夥伴。

賴里出任立法局議員期間，因提倡言論自由而聲名鵲起；在他的領導下，新聞界亦首次獲准採訪本會的會員周年大會。此外，他亦關心社會，曾在 1868 年牽頭反對領牌開賭的制度，並就此事向港府提呈立場書。

渣打銀行的懷特克德 (Thomas Whitehead) 在 1890 至 1902 年間擔任立法局議員，為本會任期最長的立法局代表。

本會首位華人主席是南海紡織的唐驥千。他於 1980 年當選理事，並於 1984 年出任主席。1984 年 6 月，他訪問北京，與國家領導人鄧小平商討香港前途問題，成為本會首位正式出訪內地的主席。

本會歷屆主席及理事能順利開展工作，實有賴穩妥可靠的秘書處支援服務。過去百年間，本會僅轉換秘書五次。

自 20 世紀初，羅兵威會計師事務所 (即現時羅兵威永道會計師事務所) 獲本會委聘執行秘書職務達 23 年。

1924 年，凱爾 (M F Key) 出任本會秘書，共歷 23 載，直至二次大戰結束後，才由祈德 (J B Kite) 於 1947 年接任。祈德任本會秘書達 28 年，是本會任期最長的秘書。1975 年，麥理覺 (Jimmy McGregor) 接掌其職，並把職銜改為總裁。麥氏任本會總裁 13 年後，由祈仕德 (Brigadier Ian Christie) 於 1988 年接任；1997 年，祈氏榮休，由翁以登博士接替，成為總商會首位華人總裁。

1961 年，港督柏立基 (Robert Black) 爵士出席本會百週年紀念活動時指出，總商會內「人才濟濟，除致力倡導商業操守外，更積極發展及促進本港經濟，造福社群，為香港帶來繁榮之餘，亦有助改善本港市民的生活條件。」

具有中國特色的國際商會

鑑於商界中的華人團體逐漸成形，會員福布斯 (W H Forbes) 遂於 1879 年，在怡和洋行威廉·凱瑟克 (William Keswick) 主持的會員大會中動議推舉李昇、李德昌和鄭星揚為總商會會員，並由阿恩霍爾德 (Arnhold) 附議。隨後在 1880 年，三間華人商號——禮興金山行、生源公白行和德安銀號成為總商會首批華資會員機構。

華人會員馬上積極投入總商會會務，佐證之一，是安泰保險公司何亞美於 1881 年會員大會中提議總商會就移居檀香山的移民限制作出回應，建議隨即獲得支持和採納。

唐驥千出任主席期間，20 位理事中，華人佔 9 位，分別為張鑑泉、鄧蓮如、古勝祥、宋常康、唐翔千、丁鶴壽、董建華和李鵬飛。李鵬飛於 1988 年成為本會第 2 位華人主席。

如今，作為一個商界組織，總商會活現香港都市的獨特之處——國際化，亦揉合中國特色。✿

陳偉群博士為本會工商政策副總裁，亦是研究本會歷史的專家。

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The 1860s Economy

1860年代經濟面貌

By David O'Rear 歐大衛

As HKGCC celebrates its 145th anniversary this year, our Chief Economist has been digging deep into the archives to find out what life was like in Hong Kong when the Chamber was conceived

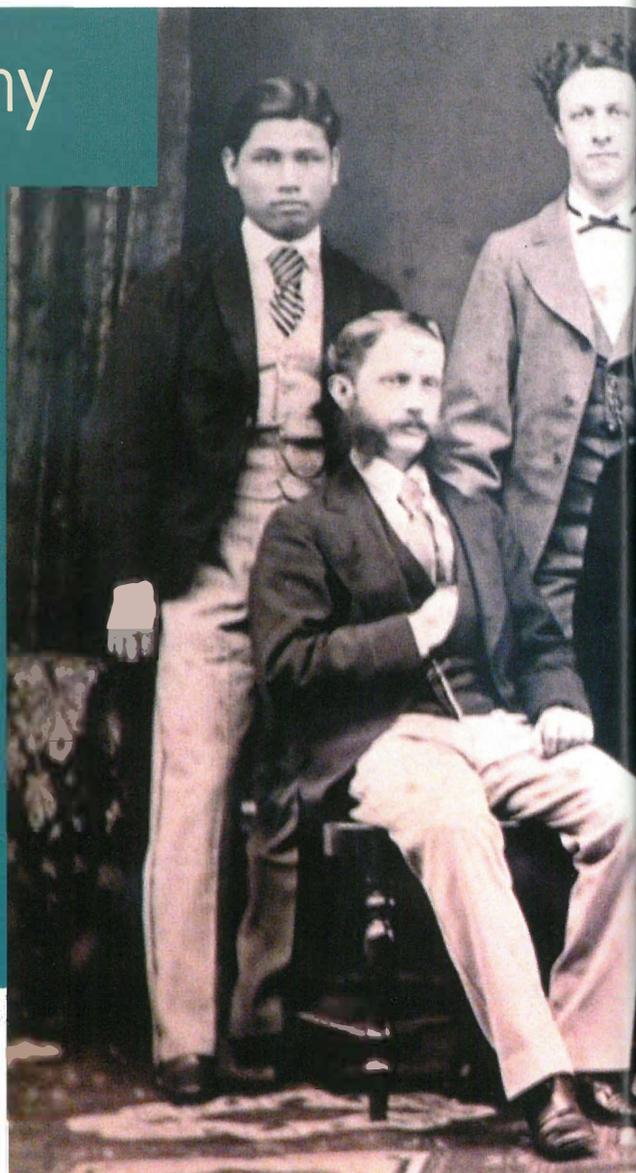
香港總商會今年 145 周年誌慶，今期本會首席經濟師特別翻查昔日資料，以瞭解創會當年的社會面貌。

When the Chamber was founded in 1861 (and as is the case today), the major businesses were trade and finance. Rapid developments in technology were reducing barriers to commerce. The lower cost of goods was the cause of great concern about the imbalance in trade between China and the Western economies. Nothing much seems to have changed.

Statistics are hard to come by for the early years, and for the most part the result of combing newspapers and business records and compiling a modestly representative set of figures. Prices and other money related matters also suffer from the lack of a single currency. Still, the data are interesting, if not rigorous.

PEOPLE Hong Kong had a census population of just under 120,000 and had been growing at an astonishing 12% per annum for some 15 years. The pace slowed to a more manageable 5.7% a year in 1861-65.

TRADE Shipping grew at a steady clip in the Chamber's first five years, with the number of ships arriving each year increasing 7.9% (to 2,239 in 1865) and tonnage up 4.1% p.a., to just over a million tons a year.



INCOMES Wages were modest by today's standards. A carpenter in early 1860s Hong Kong made £2.30 a month, which was sufficient to buy 10 pounds of beef, 10 pounds of pork, 30 pounds of rice, two litres of beer and still have something left over for rent.

BUDGETS Government finances deteriorated during the Chamber's first half-decade, turning from a surplus equal to 13.8% of revenues in 1860 to a 22.3% deficit in 1866 and then back to a strong surplus toward the end of the decade. The deficits were the result of larger increases in spending (+13.3% p.a. in 1861-65) than revenue (+22.0%), and were brought under control only with a 22% cut in expenditure during the late 1860s depression.

MONEY The caveat on statistics particularly applies to money. Interest rates on U.S. commercial paper rose from an average of 5.3% in 1862 to 9.7% by the end of the decade. Conversely, in Britain the discount rate fell by half between 1861 and 1862 (to 2.5% and then



Melchers & Co Hong Kong staff in the 1860s. The company is one of HKGCC's oldest members, having joined way back in 1869.

美最時的香港僱員合照，攝於1860年代。該公司於1869年加入總商會，是最早期的會員之一。

MEL GERS

nearly tripled over the next two years before falling to the decade's low of 1.9% in 1868. Either, both or neither of these trends in the price of money may have influenced Hong Kong's economy during the decade.

Globalization

One of the common characteristics between the mid-19th century and the current day was the enormous decline in the price of moving things around. Today, e-mail and air cargo are driving down the cost of global trade, but it isn't for the first time. Between 1840 and 1910, the price of international shipping fell 65%.

Moreover, late 19th century trade in Asia was much more liberal than it was across the Atlantic. The combination of steam-powered shipping and the opening of the Suez Canal sparked a trade boom that persisted through the end of the century.

One of the consequences was that prices in Britain and Asia began to converge, and Asian economies

became more dependent on exports. At the time, there was also great concern that Asian wages of only 20-45% of the prevailing rates in Britain would result in a "race to the bottom." Sound familiar?

Elsewhere, 1861 saw technology supersede the Pony Express as telegraph lines expanded across America. In London, James Maxwell and Thomas Sutton exhibited the first colour photographic reproduction (of a Scottish flag) while in Germany, Johann Reis demonstrated a telephone. Pierre Michaux invented the "boneshaker," better known as a pedal-powered bicycle. Henri Mouhot published his discovery of Angkor Wat and Charles Dickens his novel *Great Expectations*. Like the Hong Kong General Chamber of Commerce, Yale locks, elevator safety breaks and other useful things we take for granted today have their roots in that year. ❀

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總商會於 1861 年創立，當年香港經濟與現時一樣，都是以貿易和金融為主。那年代出現許多科技新發明，有助促進商業發展。與此同時，西方國家關注低成本中國貨品造成貿易失衡，問題與今天大致相同。

早年的統計數字難求，主要利用從報章和商業記錄而來的資料，編製成較具代表性的數據。由於當年缺乏單一貨幣，物價和其他有關貨幣的資料頗混亂。然而，即使當年的數據並非完全準確，依然頗有意思。

人口 早期香港人口不足 12 萬，其後在大概 15 年間按年增幅 12% 迅速增長，及至 1861 - 65 年間增長始放緩至每年 5.7%。

貿易 在本會創立首 5 年，船務穩步發展，抵港船隻數目每年增加 7.9% (至 1865 年達 2,239 艘)，載貨量每年上升 4.1% 至過百萬噸。

收入 以今天的標準看，當年工資不高。在 1860 年代初的香港，一個木匠每月收入 2.30 英鎊，可買 10 磅牛肉、10 磅豬肉、30 磅米、2 公升啤酒，之後還有餘錢繳租。

財政預算 在創會後頭 5 年，政府財政轉壞，1860 年政府盈餘相當於其收入 13.8%，但到 1866 年卻轉盈為虧，錄得 22.3% 的赤字，直至臨近 1860 年代末，政府才再錄得可觀盈餘。開支大增 (1861 - 65 年間每年增加 13.3%)，以收入不敷支 (收入增長 22.0%) 是造成赤字的原因。在 1860 年代末經濟不景，政府遂削減 22% 開支，財赤問題才受控。

貨幣 貨幣數據方面，美國商業票據利率從 1862 年的平均 5.3% 升至 1860 年代末的 9.7%。相反，英國貼現率則在 1861 - 62 年間下跌 5 成至 2.5%，繼而在其後 2 年升近 3 倍，再於 1868 年跌至 1.9% 的低位。這些貨幣價格走勢有否影響 1860 年代的香港經濟，卻未能確定。

全球化

19 世紀中葉與現今世界有一個共通點，就是運費大幅下降。現今電郵和空運使全球貿易成本不斷降低，在 1840 至 1910 年間，國際船運價格跌了 65%。

在 19 世紀後期，亞洲貿易遠比西方容易。其時蒸汽船的出現加上蘇伊士運河建成，令貿易持續蓬勃發展。

英國和亞洲的價格因此結下關係，亞洲地區變得更依賴出口。當時亞洲工資只是英國一般工資的 20 至 45%，這情況令不少人憂慮競爭之下英國工資會被拉低。聽來是否似曾相識？

在 1861 年，在各國出現的新事物包括：電報網擴展至美洲各地，逐漸取代快馬郵遞；倫敦的詹姆斯·麥克斯韋 (James Maxwell) 和托馬斯·薩頓 (Thomas Sutton) 展示了全球首張彩色複印照片 (那是一張蘇格蘭旗的照片)；德國的賴斯 (Johann Reis) 發明第一部電話；法國的皮耶·米肖 (Pierre Michaux) 發明了腳踏式自行車；法國考古學家亨利·穆奧 (Henri Mouhot) 發現了吳哥窟；英國查理士狄更斯的巨著《孤星淚》(Great Expectations) 面世；還有今天我們視為極平常的耶爾鎖 (Yale locks) 和電梯安全斷路器等，也是在當年首次出現。✿

歐大衛為香港總商會首席經濟師，
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Hong Kong Included in 11th Five-Year 中國「十一五」規劃首次涉及香港

By Ruby Zhu 朱丹



China's National People's Congress (NPC) last month passed the "11th Five-Year Program for National Economic and Social Development (2006-2010)." The latest blueprint for growth differs remarkably from previous ones as the country's leaders believe that after adopting a market economy for over 20 years, it is now time for the nation to define its own strategic vision. Instead of laying out specific growth targets, as with past five-year plans, the NPC has drafted a course for the macro economy to follow. Another deviation from past plans is that a scientific approach has been taken for development, humanitarian issues as well as nationwide prosperity and wealth. The NPC also aims to adjust its present economic growth pattern, which is over-reliant on investment and resources at the cost of the

environment, into an economy driven by technology, innovation and skilled labour.

Hong Kong's inclusion

The annual 10-day session of China's parliament also included Hong Kong for the first time, a move that captured considerable attention here. Chapter 43 of the 5-year plan calls for strengthening cooperation with Hong Kong, as well as supporting Hong Kong to further develop financial, shipping, tourism and information services to maintain its position as an international financial, trade and shipping hub.

Although no details were given as to how this will be accomplished, the answers may lie in events already in motion, such as the Hong Kong/Macau/Zhuhai

Program for the First Time

Bridge, or the next phase of CEPA, which might include further liberalization of renminbi services. Undoubtedly, the 11th 5-year plan will help to enhance Hong Kong's role in national economic development, and bring more opportunities for Hong Kong firms.

The support, however, does not mean that Beijing plans to interfere in the SAR's economy. Hong Kong remains an independent economy based on the "Big market, Small Government" principle, while the Mainland is emphasizing "Strong Government." This confines economic cooperation on both sides of the border mainly to infrastructure projects. But that should not stop Hong Kong businesses from taking a proactive interest in Hong Kong-Mainland economic integration.

New opportunities and challenges

The NPC is usually seen as a body that formally endorses decisions made by the leaders, but this year there appears to have been more debate and willingness to address some of the problems inherent in its breakneck economic growth.

The migration of Hong Kong manufacturers to the Mainland in the 1980s, lured by cheap land and

labour costs, led to the rapid industrialization of the PRD. These advantages, however, are now waning amidst higher costs and rising protectionism from key markets. This year's plan calls for greater innovation in the manufacturing sector. Mainland companies struggling to keep up with the changing economic landscape need to tap into Hong Kong's international business savvy to help them move towards high value-added production.

Development of support industries, such as financial and logistics services, has also been deemed essential for the country to move up the value chain. China's service sector accounts for 41% of its GDP. However, most of these businesses are general services – a far cry from Hong Kong's professional services which account for 90% of our GDP.

Mainland enterprises traditionally try to meet all of their service requirements in-house – from logistics to catering and even kindergarten. Today, businesses are coming to realize that they need to outsource certain functions to enhance their competitiveness. Hong Kong service providers can facilitate this change. CEPA

Group's
 "The efforts of the Group made in seeking new development projects have brought to fruition."
 2004/05 Annual Report, HSI Listed Company
were fruitful



上月閉幕的全國人民代表大會通過了新的五年規劃 (2006-2010)。以五年為單位進行國家建設的「五年計劃」模式起源於前蘇聯。今次將「計劃」首次改為「規劃」，主要是因為中國推行市場經濟體制 20 多年，對宏觀經濟的發展遠景著重戰略性和方向性，而不像早期的五年計劃，連鋼鐵產量增加多少都有具體數字。「十一五」規劃強調「科學的發展觀」，「以人為本」及「共同富裕」，希望在下一個五年裏，經濟增長的方式能由現時過度依賴資金、資源和環境的投入，轉為依靠技術創新和勞動力素質的提升。

首次涉及香港

中國的經濟發展對香港有重大影響，然而最引起港人注意的是中央政府首次在五年規劃中涉及香港。在規劃的第 43 條提到要加強兩地合作，支持香港發展金融、航運、旅遊、資訊等服務業，保持香港作為國際金融、貿易、航運等中心的地

provides preferential treatment to Hong Kong service providers in 26 service sectors – areas which SMEs will find useful to enter the Mainland market.

Regional economic cooperation is another issue that the NPC addressed for the first time. Fierce competition among provinces has spurred China's economic development for the past 20 years, but also created many man-made barriers. As a result, regional protectionism is rampant among local governments who tend to manage their jurisdictions with little regard to directives from Beijing. This makes it extremely difficult for the government to balance regional differences – one of China's greatest worries. Now that the issue has been openly addressed, local governments should start to remove trade barriers and cooperate more readily with other regions. This will make it easier for investors to enter China, and remove the current ambiguity about varying regional practices and regulations. However, the Pan-PRD was not covered in the five-year plan, because the Pan-PRD strategy is developed by local governments, not the Central Government.

Although the NPC did not disclose how it plans to implement these new objectives, it did set clear targets for economic development. For example, it put GDP per capita at US\$1,600 to \$1,700 by 2010, while average annual GDP growth was put at 7% to 8%. At the same time, it aims to slash energy consumption per unit of GDP by 20%, and urbanization will climb to 47%. ❀

Ruby Zhu is the Chamber's Senior China Economist. She can be reached at ruby@chamber.org.hk

位。正如前所說，規劃只是宏觀和方向性的，中央政府具體將怎樣支持香港的金融、航運、旅遊等行業，也許在今後的基建安排 (近期的港澳珠大橋?)，或下一階段的 CEPA (人民幣業務的進一步開放?) 得到體現。無疑「十一五」規劃提升了香港在全國經濟發展中的地位，也為港商帶來更多商機。

中央政府對香港的支持並不會改變香港現行的經濟制度。香港仍然是一個獨立的經濟體系，並且奉行「大市場，小政府」原則，內地則是「強勢政府」，兩地的制度差異決定了特區政府在與內地的經濟合作中的角色有限，主要體現在基礎設施的合作。香港的商界就更需要主動參與與內地的經濟融合，了解內地的發展方向，既促進兩地經濟的發展，也為自己發掘商機，避免背離發展主流而遭淘汰。

新的機遇與挑戰

全國人大會議向來之作用，是正式通過領導者之決策，但今年大會較以往更積極討論中國經濟高速增長所引發的部分問題。

「十一五」規劃提倡製造業的自主創新。香港的傳統製造業北移，促進了珠三角的工業化，但傳統製造業過於依賴低成本的土地和勞動力資源，在對外貿易摩擦頻生，資源成本上升的情況下面臨轉型。相信內地的生產商都已感受到壓力。依賴香港對國際市場的了解，轉向高附加值產品的生產是轉型的最佳途徑。

「十一五」規劃要求發展金融物流等現代服務業。內地服務業佔 GDP 的比重在調整之後雖然達到 41%，但仍然偏重生活服務，與香港經濟佔 90% 都是服務業並且著重商業服務有較大差距。在傳統的計劃經濟體制下，許多的企業都是自己包辦所有的相關服務，從物流服務到員工膳食甚至幼稚園都是企業自己承擔，既缺乏規模效益，也缺乏競爭。現在內地的企業及機構都逐步將服務業都外判，但起點較低，而且過去對生產性服務的重視不夠，已成為製造業發展的瓶頸。CEPA 在 26 個行業為香港的服務行業提供了優惠措施，特別是中小企業可以借助 CEPA 進入內地市場。這是香港服務業的優勢，在下一個五年將有更大的發展空間。

區域經濟合作也是首次進入五年規劃。中國在過往的 20 多年裏，地區之間的競爭十分激烈，一方面推動經濟發展，另一方面製造了很多人為的障礙。地方保護主義盛行，各自為政，優勢不能互補，也難以解決中國目前面臨的其中一個最嚴重問題——巨大的地區差異。因此重視區域經濟發展將消除貿易障礙，實現優勢互補，對於港商來說，將帶來一個更友善的投資環境，不再為「各處鄉村各處例」而頭痛。但泛珠三角並未提及，也許因為泛珠三角的策略本身不是來源於中央政府。

「十一五」規劃雖然並無實質的項目計劃，但對經濟發展的目標卻十分清楚：2010 年人均 GDP 將達到 1600-1700 美元左右，年均 GDP 增長維持 7-8%，單位 GDP 能耗下降 20%，城市化水平達到 47% 等等，相信這些數字能幫助港商估計未來五年的市場變化，以制定相應的策略。❀

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Meet Stephen Ng 吳天海專訪

If you are counting down the days to the World Cup, the Wharf Group's Stephen Ng says we can look forward to unprecedented coverage on Cable TV. *The Bulletin* Editor Malcolm Ainsworth chatted with Mr Ng recently about his work, personal life and, of course, football

Question: You've been with Wharf for most of your working life, haven't you ever been tempted to work for a different company?

Stephen Ng: The temptations could never match the satisfaction I have found working for the Wharf Group. Given the diverse portfolio of the group, I have been posted to look after various fields of operation. These opportunities have not only widened my experience, but also enabled me to progress upwards within the organisation. I have found working in the Wharf Group both challenging and rewarding.

Q: You oversee a very diverse portfolio of businesses, how do you manage it?

SN: With a lot of support from my highly motivated colleagues. That is what modern day management is about, and I am most thankful that my colleagues have been very, very helpful.

Q: Wharf's flagship properties, Harbour City and Times Square, are two of Hong Kong's trendiest shopping malls, what is the secret of their success?

SN: One big open 'secret' is our top-notch shopping mall management team, one of the best in Hong Kong and possibly Asia.

Q: Hong Kong retailers are enjoying some of the best sales they've seen in many years, thanks to the strong economy and Mainland visitors. Do you think shop takings will continue to grow, or level off?

SN: If we are talking about the total market, we would not be too surprised if the growth rate were to slow down a bit after the boom in the last couple of years. More Mainland cities are opening up to Hong Kong for sure, but it is still not clear how their spending power would compare to visitors from top-tier cities. Having said that, we are still optimistic because the Hong Kong Tourism Board is expecting tourist arrival to grow at 16% this year. Besides, in our specific case, I have full confidence in our shopping mall management expertise.

Q: People are talking about how HDTV is going to change the TV world, is that one of the cards you have up your sleeve for i-CABLE to win a new segment of subscribers?

SN: While our broadcasting system and network are fully capable of carrying HDTV, our business team is assessing its business viability. I'm sure HDTV will come, the question remains: how soon? But I think the key to our success, as well as for other operators, is content. Content differentiation, i.e., unique programming, is what attracts customers. We will not have any business if we do not provide programmes that are different from and better than the competition. Customers do not buy your service because of your technology, but rather that they could find what they like to see on your service.

Q: Can we watch unprecedented coverage of the World Cup on i-Cable this year? Who do you fancy to win?

SN: Definitely. For the second time in a row, CABLE TV is the official broadcaster of the FIFA World Cup in Hong Kong and we will be covering this most important tournament on the soccer calendar comprehensively from all angles, in unprecedented depth and breadth. It would be very nice if England could lift her second championship after an absence of 40 years since 1966.

Q: What are your top-three concerns regarding Hong Kong?

SN: First, the loss of the "can-do" spirit. Second, the depressing state of the environment. And third, unnecessary government interference to market forces.

Q: Which businessperson do you most admire?

SN: The late Chairman of the Wharf Group, Sir YK Pao. I admire him most for his shrewd business acumen – in particular his vision, i.e. being able to see coming what nobody else came close to seeing. I had the privilege of working for him in a junior position when he ran the largest independent tanker fleet in the world to help put Hong Kong on the shipping map. His strategic vision to subsequently sell down his fleet ahead of a total collapse of the world market and to re-invest his capital to take over Wharf is legendary.

Q: What is your greatest ambition?

SN: My ambitions are my company's ambitions. I have no personal ambitions.

Q: Do you have any regrets in life?

SN: Too many to even remember. One of them was that I never learned to play a musical instrument ever. My greatest personal 'ambition' is therefore to learn to play the piano on my retirement. ✨

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世界盃決賽周的日子已越來越近，九龍倉集團的吳天海表示有線電視會全面直播今屆世界盃賽事。本刊總編輯麥爾康最近專誠訪問吳天海，與他談工作、個人生活，當然更少不了足球。

問：你服務九龍倉集團多年，有否感到轉工的誘惑？

答：為九倉集團工作所帶來的滿足感，是外間其他引誘都無法比得的。集團業務十分多元化，我曾獲派管理不同範疇的業務，不單豐富我的經驗，還多次帶來晉升機會。在九倉集團的工作富有挑戰性，而且獲益良多。

問：九倉業務多元化，你有什麼管理之道？

答：有賴一班勤奮積極的同事一直以來處處幫忙，現代管理學亦經常強調這點，我非常感激他們的支持。

問：九倉會的旗艦物業海港城和時代廣場已成為全港最時尚的購物商場，箇中成功秘訣是甚麼？

答：人所皆知，我們的「秘訣」是擁有一支非常出色的商場管理隊伍，其質素在香港甚至亞洲都數一數二。

問：由於經濟好轉和內地旅客激增，香港零售業出現了多年罕見之強勁市道，你認為情況會繼續向好抑或開始平穩下來？

答：從整體市場看，近年市道表現極佳，即使其後出現增長放緩亦不足為奇。未來肯定會有更多內地城市讓居民透過「自由行」來港，但他們的消費能力如何，仍有待了解。不過，香港旅遊發展局預計今年訪港旅客人次將增長 16%，所以我們仍感樂觀，而且我對集團最善長的商場管理充滿信心。

問：人們說高解像電視將改變電視行業的面貌，有線寬頻會否推出高解像電視服務來爭取新客戶？

答：我們的廣播系統和網絡已能完全支援高解像電視服務，集團的商務組正在評估有關的商業發展可行性。我深信高解

像電視的年代必會來臨，要考慮的只是時機問題。但我認為無論對我們還是其他經營商，節目內容才是成功關鍵。唯有與別不同的節目內容，才能吸引客戶。若我們的節目不比其對手更特別和優勝，便難以爭取客戶。客戶們看重的是節目內容，而並非高超的科技。

問：今年有線電視會否全面直播世界盃賽事？你希望由哪支球隊奪標？

答：當然會，繼上屆賽事後，有線電視今屆再度成為「世界盃」大會指定的香港電視台，我們將以全方位、多頻道、多角度的嶄新方式，全面直播這項世界足球壇最高盛事。英格蘭自從 40 年前 (1966 年) 奪標後，一直與冠軍無緣，希望它有機會重登冠軍寶座。

問：你認為香港目前最迫切的三個問題是甚麼？

答：第一是港人的鬥志減弱，第二是本港環境質素每況愈下，第三是政府對市場的不必要干預。

問：你最欣賞哪位商界人士？

答：九龍倉集團已故主席包玉剛爵士。他的精明商業頭腦最令我折服，他深具遠見，每每洞悉先機。我曾有幸為包爵士工作，雖然當時我不過是位小職員。那時他正營運全球最大的獨立油輪隊伍，助香港於國際航運業打響名堂。後來包爵士在世界航運市場大衰退前賣掉旗下船隊，把資金收購了九龍倉，其眼光獨到和當機立斷被傳為佳話。

問：你最大的抱負是甚麼？

答：公司的抱負便是我的抱負，我沒有特別的個人抱負。

問：人生中有否令你遺憾的事？

答：多得記不起了，憾事之一是從未學過彈奏樂器，希望於退休後學習彈奏鋼琴，這可算是我個人最大的「抱負」。

尋寶

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Employee Assistance Program (EAP) 僱員支援服務

Conscientious Enterprises.....Dedicated Employees 關懷企業.....積極僱員

In the recent years, occupational health researches indicate that stress and interpersonal problems have significant influences on the poor work performance and attendance for employees in Hong Kong. Employees are now recognized as important asset to the companies for enhancing competition and turnover. The trend of management is now shifted from task-oriented to people-oriented. Numerous enterprises value the importance of emotional well-being of the employees by providing psychological services through Employee Assistance Program (EAP).

近年的職業健康研究指出，壓力及人際關係問題顯著地與香港在職人士的工作表現欠佳和出席率有著密切的關係。隨著商業社會意識到員工是公司的重要資產及有助提昇競爭力和盈利，管理的方式也開始由以“盈利為大前題”進展為“以人為本”。不少企業重視員工的心理健康，透過僱員支援服務為員工提供全面的支援。

Enhance the level of morale and loyalty of employees
提昇員工士氣及歸屬感

Decrease absenteeism, turnover and workplace conflicts
減少曠工、員工流失及工作間發生的衝突

Enhance communications between the company and employees
增進公司與員工間之溝通

Assist the company to utilize the full potential of its workforce
協助公司充分發揮員工的潛能

Reduce work-related accidents and injuries
減少與工作有關的意外和受傷

Enhance the productivity of employees and the company
提昇員工及公司的生產力

Enrich the level of job satisfaction of employees
增進員工對工作的滿足感



CPCNet

A CITIC Pacific Company

"Using our technology packages, Hong Kong and foreign companies setting up in the Mainland can concentrate on doing their business and not have to worry about their networks," says Stephen Ho, CEO of CPCNet.

CPCNet 行政總裁何偉中說：「在內地經營的香港和外資公司只要採用我們的技術方案，便毋須再擔心網絡安全問題，可專心發展業務。」

Recent disclosures of confidential information highlight just how easy it is for electronic data to fall into the wrong hands. "The chance of this kind of thing happening is far higher than many people believe," Stephen Ho, CEO of CPCNet Hong Kong, explained. "People are trying to break into companies' networks all the time for one reason or another, so there is a real threat not just from lax management of data, but also from external forces."

One of the many worries facing bosses who are having to manage several offices or factories in various locations is how can they ensure a secure and reliable link from their headquarters in Central to branch offices in the Mainland, around Asia and even around the world? How much would that cost? Would it be more cost effective to outsource or safer to build your own network? Would it be expandable?

A number of technologies have been around for some time now, with Multi Protocol Label Switching (MPLS) being one of the most popular

choices. This technology standard enables secure and efficient transmission of data, voice and video applications more cheaply than a traditional private network connection.

"MPLS is the technology that drives our TrueConnect virtual private network (VPN) service, and it is the first MPLS VPN available in Greater China," Mr Ho said. "One of the greatest concerns of multinationals going into China is ensuring that they have 100% security and connectivity for their business operations."

CPCNet, a subsidiary of Citic Pacific, offers various packages based on its Connect backbone, ranging from an Express package, which offers multiple client sites over existing Internet connections, to its top-of-the-line Premium package.

TrueConnect Express uses CPCNet's MPLS IP backbone to allow users to manage their IP VPN services. This may involve optimizing your system to suit different business applications, such as email, Intranet, Enterprise Resources Planning (ERP) and VoIP, etc. MPLS makes this possible by applying labels to packets running through the network.

近期出現的機密資料外泄事件顯示，電子數據很容易被他人取得。CPCNet Hong Kong 行政總裁何偉中解釋：「發生這類事情的機會，比一般人想像的高許多。各種各樣的人會為著不同原因設法入侵公司網絡，所以企業除了要有嚴密的數據管理系統，也要防範來自外界的威脅。」

CPCNet Hong Kong Limited

2001

www.CPCNet.com

Users can give priority labels on individual data packets running across a shared network infrastructure. Mr Ho calls this Class-of-Service (CoS) and predefined Quality of Service (QoS). For some companies, having this level of control allows them to prioritize data flows to guarantee smooth transmission of time-critical data such as during voice or video conferencing.

To guarantee security and quality, the company has a “One Region, One Network” solution through self-managed points-of-presence (POPs) in Hong Kong, major cities in the Mainland, as well as Taipei, Tokyo, Singapore, Europe and the U.S.

“We have concentrations of POPs in Guangdong Province, which is where most Hong Kong companies are based, and in Shanghai and Beijing, but we don’t have them in Mongolia and places like that because it is not yet cost effective to have them where there are lower concentrations of businesses,” he explained.

With the implementation of CEPA and encouragement by Hong Kong and Mainland governments to boost their business in the Mainland, demand for hassle-free and cost effective data communications has been growing exponentially, Mr Ho said.

CEPA has made it easier than ever for Hong Kong businesses to set up operations in the Mainland, and with China further opening up to honour its WTO obligations, the tide of businesses looking for such solutions will continue to grow.

“There is something of a misconception among businesses that achieving reliable and secure communications in the Mainland is difficult and expensive,” Mr Ho said. “The reality is that Internet technologies have eliminated the need for expensive international leased lines. Even so, some people still prefer to use these, like some people still use IDD. CPCNet’s TrueConnect is a virtual private network service offering secure connection at a very affordable price.”

一些企業要同時管理設於不同地點的多家辦事處或廠房，故最關心如何在總部與內地、亞洲甚至世界各地的分辦事處之間建立安全可靠的連繫，也會比較外判服務或自建網絡，何者更具成本效益及安全可靠，還會考慮網絡日後能否再擴展。

多項技術已推出市場一段時間，其中多協議標籤交換技術 (MPLS) 是最受歡迎的選擇之一。這技術標準能安全有效地傳送數據、話音和視像應用，費用亦較傳統專用網絡連接更便宜。

何氏說：「我們以 MPLS 驅動 TrueConnect 虛擬專用網絡服務，TrueConnect 也是大中華區首個利用 MPLS 建立的虛擬專用網絡。進軍中國的跨國企業都關注如何為業務運作提供百分百安全穩妥的網絡聯繫。」

中信泰富集團附屬公司 CPCNet 提供以 Connect 網絡骨幹為基礎的不同方案，包括透過現有互聯網連接提供多個客戶接入點的 Express 方案，以及最佳的 Premium 方案。

TrueConnect Express 採用 CPCNet 的 MPLS IP 骨幹，讓用戶管理他們的 IP 虛擬專用網絡服務。用戶可能要優化系統以配合不同的商業應用，如電郵、內聯網、企業資源規劃、互聯網語音通話 (VoIP) 等。MPLS 可向通過網絡的數據包加上標籤，因此客戶可挑選特定資料，安排優先次序在共用網絡基礎設施傳送。何氏稱之為不同服務級別 (CoS) 和預先設定的服務水平保證 (QoS)。此服務可讓企業安排好數據傳輸的優先次序，確保話音和視像會議等不能延遲的數據資料能順利傳送。

為保證安全和質素，CPCNet 透過其位於香港、內地主要城市、台北、東京、新加坡、歐洲和美國的網絡據點，提供「跨地區、一網絡」服務。

何氏說：「我們在許多香港企業駐守的廣東省、上海和北京均設有大量網絡據點，但在蒙古等偏遠地區則沒有，因為當地企業密度低，欠缺成本效益。」

他表示隨著 CEPA 實施，加上中港政府均鼓勵內地商務發展，市場對優質兼具有成本效益的數據通訊需求激增。

CEPA 有助香港企業於內地設立業務，中國亦進一步開放以履行其入世承諾，故企業對數據通訊方案的需求會不斷增長。

何氏續說：「很多企業都誤以為在內地要得到安全可靠的通訊服務，既困難又昂貴。事實上，在互聯網技術出現後，企業已毋須使用昂貴的國際專線，雖然我知道有些人仍然選用專線和 IDD 服務。CPCNet 的 TrueConnect 虛擬專用網絡服務不單安全穩妥，而且價格相宜。」

公司：CPCNet Hong Kong Limited

入會年份：2001 年

網址：www.CPCNet.com



Personalized Branding Strategy in a Consumer-centric Universe

By Iven Kwan

KRT - YOMIURI SHIMBUN

Today, branding is about cohesion and consistency across the flat world of marketing communications. Changes in brand positioning are sputtering reactions to market shifts. The branding process is mainly reactive, based on what the competition is doing.

But the reality is, the market of today is not the market of tomorrow. Something will change. It is believed that, in a few years, business intelligence (BI) will help turn brand strategy into a real-time process, guided by forward-facing intelligence. In the future, brand positioning will be laser guided by BI and change proactively. Brand personality will be a dynamic and interpersonal experience. Imagine a brand personality driven by intelligence, one that would learn about your interests and be responsive to you. In this capacity, a company can be a solutions provider and deepen the customer relationship over time.

The analytic marketer, a hybrid “go-to super-user,” will help steward the evolution of the marketing process towards a deeper understanding of the customer and market relations. The art of

marketing will be in the way marketers understand intelligently and respectfully managing customers, ensuring interaction at the right time, the right way, with the right message, will develop a longer-term and more profitable one-to-one relationship.

A 360° view of customers

The key is the quality of information. Marketing is clearly becoming more analytical, more data based. A commoditized market will push business intelligence up-market in terms of deeper analysis and accurate information.

A consistent view of each customer’s behavior is critical for identifying the most valuable customers in one-to-one branding strategy. Unfortunately, many companies find that customer data is scattered across the enterprise. It is impossible to have a 360-degree view of customers when data from sales, marketing, service, operations and finance are all stored in different places.

It was found that organizations often lack the analytics necessary to exploit operational customer

Fuji Xerox speeds service for

DPEX WORLDWIDE

採富士施樂文件管理方案 速遞服務效率更上層樓

DPEX Worldwide Express specializes in moving urgent documents and small parcels to over 180 countries and territories worldwide and has thousands of export and import shipments daily. Each shipment bears a detailed consignment note, not only for audit purposes, but as a reference point for customer enquiries. However their internal processes were becoming error prone, unable to keep pace with company growth and commitment to higher quality services.

After evaluating four vendors, DPEX Worldwide Express chose Fuji Xerox to manage this huge amount of paperwork. One of the key reasons was its ability to link easily to the company's existing IT systems to enable the quick retrieval of document images.

The solution includes the digital multifunction Document Centre 900 with Document WorkBench Adepro software. The solution combines a network printer, a network scanner, and a multifunction copier (90 pages per min.) and offers five intelligent services to support efficient inter office collaboration:

- **Document Flow** – automates scanning, image processing and document distribution.
- **Device Management** – enhances the administration of multifunction devices.
- **Security** – prevents unauthorised access to documents.
- **Customisation** – tailored to individual work styles enhancing efficiency.
- **Mobility** – manage devices and print documents via a web browser.

"Now we can simultaneously scan images at high speed, read barcodes, capture related information and automatically assign file names – none of which we could do before," said Donald Tay, Managing Director at DPEX Worldwide Express. "Our manpower resources are also better deployed now that we have dispensed with our manual processes, and we are saving valuable time and operating costs."



DPEX Worldwide Express (DPEX) 為客戶把急件和小型包裹送往全球超過180個國家及地區，每天進出的付運訂單數以千計。每項送件皆附設詳盡的運送資料，一方面供查帳之用，一方面作為回應客戶查詢的參考資料。然而，過往的內部流程涉及大量繁瑣和易出錯的人手操作，因而未能全面配合公司發展及實現提供最優質服務的目標。

DPEX評估過4家供應商的解決方案後，決定選用富士施樂的文件管理方案，主要原因是其解決方案能輕易連接DPEX現有的資訊科技系統，確保文件影像能迅速檢索。

富士施樂解決方案以 Document Centre 900 數碼多功能文件處理系統配合 Document WorkBench Adepro 軟件，包括一部網絡打印機、網絡掃描器和多功能影印機 (每分鐘90頁)，並提供 5 大類智能服務，以支援高效率的辦公室內部協作：

- **文件流程** — 把掃描、影像處理和文件分發工序自動化
- **設備管理** — 加強多功能設備的管理
- **保安** — 防止文件被非法存取
- **定制** — 可因應用戶的個人工作方式進行定制，有助提升業務運作效率
- **流動性高** — 利用網頁瀏覽器管理設備及列印文件。

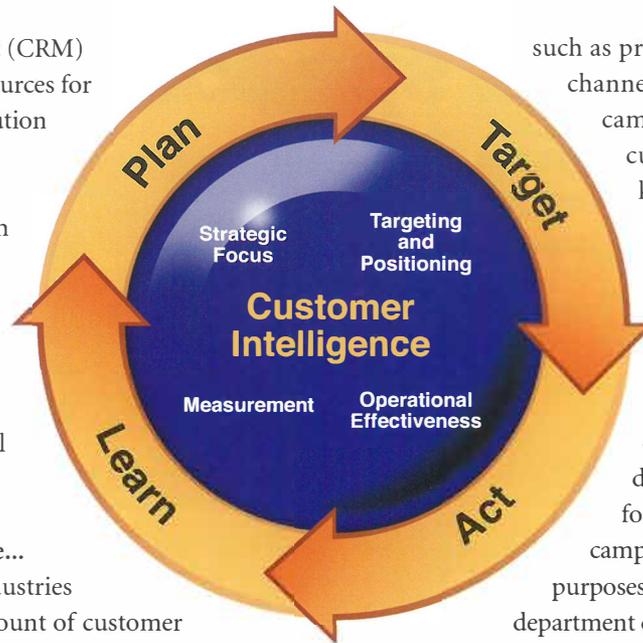
DPEX Worldwide Express 董事總經理鄭俊興說：「我們現在可以同步處理不同工作，包括以高速掃描影像、閱讀條碼、擷取相關資訊及自動編配檔案名稱。公司亦能充分善用本身的人力資源，取締效率欠佳的手作程序，從而節省寶貴的時間和營運成本。」

Fuji Xerox Customer Attention Centre 富士施樂客戶專線：
2513-2513

relationship management (CRM) systems and other data sources for better targeting and execution of marketing campaigns. When it is unclear which customers to target, which offers to make, or even how to respond quickly to changes in customer behavior, efforts to reach customers and improve customer profitability will fall flat.

A local bank's experience...

Banking is one of the industries which has the largest amount of customer data and required deeper analysis for one-to-one branding strategy. For example, a leading locally-incorporated bank in Hong Kong has made use of analytical technology in its CRM system in recent years. This helps manage the bank's individual customer relationship in order to strengthen its brand image and sales. The customer-centric information is actually generated from in-depth analysis of customer data,



such as product and service mix, channel usage pattern and campaign responses of customers, which are the key inputs for branding strategy formulation.

The Retail Marketing Department at the bank looked for a more targeted marketing campaign with pre-determined response rates for all of its marketing campaigns for benchmarking purposes. To achieve this, the department deployed SAS®

Enterprise Miner, a data mining and analytic tool, which can streamline all the entire data mining process from data access to model assessment that generates actionable analytical information.

Overall, the bank got over five times improvement in campaign response with the implementation of the system. Given the encouraging results, instead of tactical one-off campaigns, a series of cross-selling initiatives based on individual customer's needs and aspirations have also been rolled out.

With the help of advanced data mining and analytics tool, the bank is able to deliver more personalized services to its account holders and what mix of products and services are required to satisfy their demands and maintain customers' loyalty. Through cross-selling, the bank's brand and products have also reached out to customers of other banks.

Better planning, more opportunity

In the past, companies put things on sale to drive traffic. They knew they were going to reduce the price, but they didn't know how much to reduce the price so it would be more likely to sell and at the same time maximize the profit. This is an enormous computational problem that nobody can do in his or her head. Nowadays, by applying customer intelligence solution, companies can fully manage customer data and gain a greater understanding of consumer motivations for customer segmentation, retention and cross-selling. At the same time, companies can define better promotion and one-to-one branding strategy. ✨

Iven Kwan is Principal for the Enterprise Intelligence Platform, Greater China, SAS Institute Ltd.



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Wharf T&T Offers Compelling Integrated Voice and Data Solution to Corporations

It is a key trend that Hong Kong employees have to travel frequently and high mobility is no doubt a key characteristic of today's business models. From users' level, executives face difficulties in working outside their workplaces without the ease of connecting the company network. From corporations' level, it is always too costly, time consuming and troublesome to manage and deal with different service providers providing different services, such as voice and data communications.

Integration of voice and data communications on the same platform with one service provider is an excellent news for both corporations and end users.

Wharf T&T's SUPERTONE services is a good example of such integration. For instance, an executive who forgets to bring with him the phone list or to inform his boss his itinerary will not be in trouble as SUPERTONE services enables him to access his personal directory of contact information and make phone calls as if using his personal phone at office. It also allows him to screen and route his phone calls to pre-defined numbers, say important calls to his mobile number, while unimportant calls to his office phone voice box, whenever and wherever he is. With SUPERTONE



Wharf T&T SUPERTONE services, complemented by Cisco IP phones, provide unbeatable level of converged communications features beyond conventional voice systems.

九倉電訊 SUPERTONE 服務配合思科 IP 電話，為客戶帶來傳統電話系統無可比擬的綜合通訊功能。

九倉電訊為企業提供優質的綜合企業方案

香港企業的僱員出外公幹商談業務已成為現今主流。對經常出外的工作者而言，最大困難就是不能與公司網絡保持不間斷連繫。對企業而言，話音及數據傳輸服務若由不同的供應商提供服務，在管理方面實在浪費不少人力、時間及金錢。

服務供應商能同時提供綜合話音及數據通訊服務，確為用家及企業莫大的喜訊。

九倉電訊的 SUPERTONE 服務正是綜合電訊方案的最佳例子。企業客戶員工忘記了隨身攜帶電話簿或通知上司自己的行程時也可透過 SUPERTONE 服務隨時閱覽個人聯絡資料庫的通訊資料，猶如置身辦公室使用直線電

services, no expected calls will be missed and unwanted called are filtered away. Corporate staff with a PC on hand are connected to their company's network at all time. Moreover, the executive is now able to make or receive IDD calls via PC through internet anytime anywhere in the world.

SUPERTONE services, empowered by top notch Cisco IP telephony system with a rich line-up of telephony features, offers personalized and converged telephony and broadband services that help customers to improve productivity, mobility and efficiency.

Riding on Wharf T&T's robust telecommunications infrastructure and maximizing the potential of SUPERTONE services supported by NGN, corporations can enjoy significant cost saving on wiring and network administration and end-users can soothe all their worries regarding connection. It is no doubt a compelling option for corporations of all tiers and all industries.

話。用戶也可靈活管理來電，如過濾及轉駁來電至特定的電話號碼。總括而言，行政人員若有手提電腦在手，便可隨時隨地連接公司網絡及利用電腦連接互聯網撥發或接收國際長途電話。

SUPERTONE 服務由卓越的思科「互聯網協定電話系統」支援，提供一系列多元化的話音功能，其個人化及融合話音與寬頻的服務有助客戶提升生產力、流動性及效率。

配合九倉電訊先進的網絡基礎建設，SUPERTONE服務除了為客戶提供一系列靈活而多元化的服務外，更減省企業在電話線路及網絡管理方面的開支及掃除用者對未能時刻連接網絡的憂慮，實是企業的最佳選擇。

客戶主導個人化品牌策略

關福地

市場傳訊業界普遍認為品牌策略需要貫徹，不能輕易更改。品牌定位的變化往往是在無可奈何的情況下，為回應競爭對手而作出的行動。

然而世事常變，今天的市場與明天的市場並不一樣。憑藉具前瞻性的商業智能 (Business Intelligence) 方案，相信在未來數年，品牌策略的制定將會是一個實時的過程。日後，品牌定位可在商業智能的引導下迅速地因應情況作出轉變，品牌策略將會更具彈性，並更能切合客戶的需要。試想想，企業若可不斷更新品牌策略以配合個人興趣和需要，將可循序漸進地深化與客戶的關係。

市場推廣的藝術在於企業能透徹了解客戶和審慎回應個別的需求，在適當時間以適當的方式與客戶溝通並傳遞合適的訊息，這樣便可與每位客戶建立長久而獨有的關係。

360度全方位認識顧客

毫無疑問，市場推廣將會更重視數據和分析，數據的質素更是成功關鍵。

持續檢視每位客戶的習慣，對於辨別出具潛在價值的客戶以推行個人化品牌策略是非常重要的。可惜，很多企業發現客戶數據儲存在於不同地方，遍佈於銷售、市場、服務、營運和財務等多個部門，根本無法全面掌握客戶資料。

很多企業往往因欠缺分析工具而無法利用取自客戶關係管理系統或其他來源的數據，以鎖定客戶群和執行市場推廣計劃。當企業搞不清目標客戶是誰、該提供什麼優惠和該如何迅速回應客戶的行為變化，便無法接觸有潛質的客戶及改善收入。

本地銀行實例體現分析效能

銀行業是其中一個擁有大量客戶數據，和需要深入分析來制定個人化品牌策略的行業。以本地一間主要銀行為例，近年

將智能分析技術應用於客戶關係管理系統，改善了客戶關係，從而強化了品牌形象及提高銷售額。客戶為本的資訊是透過深入分析數據而來的，例如產品與服務的銷售、渠道運作情況、客戶對推廣計劃的反應等，這些資料都是制定品牌策略的重要元素。

該銀行的零售市場部需要針對性的市場推廣計劃，並憑藉預測結果功能作為指標。該部門採用了數據挖掘分析工具 SAS® Enterprise Miner，簡化由數據存取到挖掘數據編製不同結果以提供具實用價值的分析資訊之整個程序。

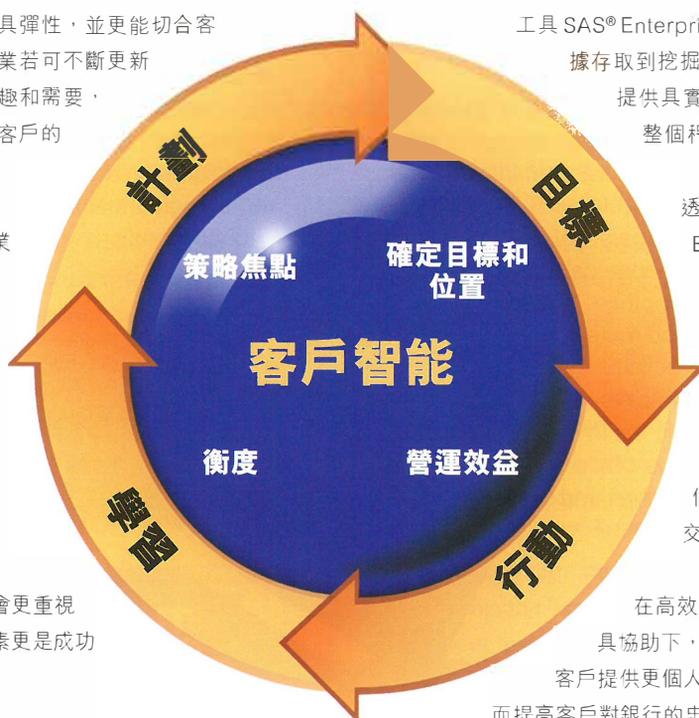
透過採用 SAS® Enterprise Miner，該銀行的推廣計劃的成績提升了五倍。除了一般策略性推廣計劃外，該銀行亦運用 SAS® Enterprise Miner 制定了一些針對個別客戶需要和期望的交叉銷售方案。

在高效的數據挖掘和分析工具協助下，該銀行能夠向其戶口客戶提供更個人化的產品與服務，從而提高客戶對銀行的忠誠度。透過交叉銷售，該銀行亦已將其品牌及產品推廣至新的客戶群。

計劃越好，機會越多

以往不少企業會透過減價促銷，卻不知要減多少才可同時促銷及賺取最多利潤。現今的智能方案為企業找到答案，例如透過 SAS® Enterprise Miner，企業便可完全掌握客戶數據和了解客戶行為，從而進行客戶群分類、管理客戶關係和進行交叉銷售。與此同時，企業更可制訂較佳的推廣計劃和個人化品牌策略。✿

關福地為 SAS Institute Ltd. 大中華區首席顧問。





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Listening to Kerry Wong (right) talk about the virtues of eBay, it is easy to understand why the company has practically become an acronym for online trading. Its 181 million active users collectively trade over US\$100 million in merchandise every day – the majority of them being individuals using the system to make a bit of money on the side.

“Some users have gone a step further and given up their day job to focus full-time on their online business,” she explains. The Managing Director for eBay Hong Kong says many university students and hobbyists start out selling off their old stuff or collectibles online and their first taste of international commerce usually whets their appetites for more.

Young Hongkongers eBaying Their Way into International Trade

香港年輕人在 eBay 尋國際商機

“We had one university student who sold off his collection of old cameras online, and by the time he graduated, he had a full-time online business dealing in old cameras,” she says.

Perhaps the chance of turning an idea into a successful business with very little risk or cost – or business skills for that matter – is eBay’s greatest appeal.

“The beauty of eBay is that it allows anyone with a computer to buy or sell goods locally or to anywhere in the world,” Ms Wong enthused. “The most expensive thing we’ve sold was a private jet, while at the other end of the scale we have things like Hello Kitty attachments for your mobile phone. So just about anyone with something to sell can do it.”

Besides students and enterprising housewives setting up shop on eBay, Ms Wong says some SMEs are also coming round to the idea of using the system to boost their traditional way of trading. In January 2004, a local trading company selling consumer electronics tried posting some of its goods on eBay, a venture which has since added 160,000 customers to its worldwide client list and today accounts for around 30% of its total turnover, she says.

However, with millions of individuals selling similar items, what is the secret for success?

“I don’t think there is one formula for success. Self motivation and drive are important. People who are successful on eBay tend to be university students and hobbyists, people who tend to know their product and market well,” she explains. “I think that holds true for traditional businesses – you have to know your products and who your customers are.”

In addition, eBay tools available to sellers help them tweak keyword lists to give them a higher chance of

getting a hit in searches. Other factors like good photos of products and more descriptive captions all contribute to raising a seller’s chances of a sale, she adds.

Paperwork

For hobbyists selling off part of their collections, or occasional sellers, the taxman probably will not hunt them down. But Ms Wong recommends that anyone who plans to turn their online transactions into a feasible business study local customs and tax regulations – all provided on eBay sites.

“We don’t police users. Like any business, you have to have good bookkeeping to track your sales, inventory, etc, so users have to be responsible for their business,” Ms Wong says.

Hong Kong eBay, which was launched in late 2003, is a market unto itself in that the demands and appeal differ from overseas markets. Moreover, Hong Kong sellers are also legendary for seeking out overseas markets, with some now looking to do so on eBay. Hong Kong is also unique in that unlike overseas eBay sites, which require sellers to pay a “listing fee,” the Hong Kong site is free. Ms Wong is hoping this will tempt more would-be Hong Kong entrepreneurs to dip their toes into e-commerce using the Hong Kong site and later into international trading via overseas eBay sites, such as eBay.com (the U.S.) or eBay.co.uk (the U.K.), etc, to enjoy the global eBay platform.

“I don’t think it is a challenge at all for anyone to sell things online using eBay. There may be a few things they need to get their head around which are different from offline ways of doing business, but we are best in class. This is what we do. We provide all the tools and assistance that anyone could need,” she says. “You don’t even have to be very Internet savvy. If you can use a computer, you can sell online to anywhere in the world.” ❀

eBay 現為國際上最具代表性的網上交易平台，擁有 1.81 億名活躍用戶，每天貨品交易總額超過 1 億美元。要瞭解 eBay 的成功之道，不妨細聽香港 eBay 常務董事黃朱寶燕介紹 eBay 的各種優點。

eBay 大多數賣家都旨在透過網上交易賺取外快，幫補收入，黃氏解釋：「有些用戶甚至放棄本身工作，全職投身網上商貿。」她表示，不少大學生和各類愛好者初時只嘗試於網上放售二手貨或收藏品，試過成功賣出物品後，他們對網上買賣的興趣亦越來越大。

她說：「曾有一名大學生成功於網上賣出珍藏的古董相機，畢業後，他決定全力發展網上買賣古董相機的生意。」

eBay 最引人之處，也許是能把構思變成一盤成功的生意，而當中涉及的風險或成本又不高，也毋需應用複雜的商業技巧。

黃氏說：「eBay 的優點是任何人只需一部電腦，便可與本地或世界各地的買家進行交易，簡單方便。至於於 eBay 賣出最貴的貨品是一架私人飛機，但亦有無數如 Hello Kitty 手機裝飾等一般貨品，所以貨品無論平貴，都可以在 eBay 放售。」

她續說，eBay 的用戶並不限於學生和已建立網鋪的家庭主婦，有些中小企更懂得利用 eBay 來增進生意。在 2004 年 1 月，本港一家賣電子消費品的貿易公司嘗試於 eBay 貼出部分貨品的資料，結果為它帶來 160,000 名來自世界各地的新客戶，從 eBay 而來的生意佔其營業總額約三成。

然而，在 eBay 出售同類貨品的賣家往往數以百萬計，如何才能突圍而出？

她說：「我並不認為世上有必勝的方程式，個人的拼勁和動力很重要。不少成功的 eBay 賣家是大學生及各類愛好者，他們對所售的產品及市場都有充分認識，我相信這點對一般商業亦同樣重要，營商者都必須瞭解本身的產品和市場。」

eBay 還提供工具，助用戶透過關鍵字，提高貨品被買家找到之機會。另外，吸引的照片和詳細的說明均有助提高產品售出的機會。

網上業務管理

偶爾於網上出售一些個人藏品和物品的用戶大概不會被稅局窮追猛打，然而，若是計劃發展網上業務者，黃氏建議他們先瞭解各地海關及稅務規例，詳情可於 eBay 網站內找到。

她說：「我們不會監管用戶，但和任何商業一樣，用戶有責任管理自己的生意，例如妥善記錄銷貨和存貨資料。」

於 2003 年尾推出的香港 eBay 網站具有本地特色，有別於其他外國 eBay 網站。香港商人一向善於拓展海外商貿，如今他們可透過 eBay 進軍國際市場。香港 eBay 還有一個全球獨有之優點，便是賣家放售貨品完全免費。黃氏解釋這旨在吸引有興趣發展電子商貿的港人先從香港 eBay 網站起步，其後再透過美國 eBay.com 主網或英國 eBay.co.uk 等外國 eBay 網站拓展全球性的電子商貿。

她說：「我相信任何人都能輕易透過 eBay 出售物品，只須特別留意當中與一般商業有分別的一些地方。論服務，我們是最一流的，我們提供一切所需工具和協助，你毋需精通網絡知識，只要有一部電腦，已能於網上與世界各地的買家交易。」

Group's
 "The efforts of the Group made in seeking new development projects have brought to fruition."
 2004/05 Annual Report, HSI Listed Company
 were fruitful





Zhang Zhou (seated 2nd from left), Vice Chairman of CCPIT, was hosted to a dinner by Dr Lily Chiang (centre), Chamber Deputy Chairman, on March 1. Chamber CEO Dr Eden Woon (left), and Alan Wong (right), Chamber China Committee Vice Chairman, also attended the dinner.

本會常務副主席蔣麗莉博士(前排·中)於3月1日晚設宴款待中國國際貿易促進委員會副主席張舟(前排·左二),當晚出席者還有本會總裁翁以登博士(前排·左)和中國委員會副主席黃照明(前排·右)。

Asia

Hiroiyuki Abe, Director of the City of Osaka, Shanghai Office, met Eva Chow, International Business Director at the Chamber on February 15 to explore ways to promote closer economic ties between Osaka and Hong Kong.

Shunsuke Inamori, Senior Corporate Advisor of Ajinomoto Co Inc., led a 15-member delegation to Hong Kong under the banner of the International Friendship Exchange Council on February 15. Chamber General Committee member Manohar Chugh and Vice Chairman of the Asia/Africa Committee K L Tam welcomed the visitors.

Kazumasa Iwata, Deputy Governor of the Bank of Japan, called on the Chamber on February 20. Mr Iwata met with Chamber Chairman David Eldon who updated him on the current economic climate in Hong Kong.

Ilnkovan Kolandavelu, Consul General of Malaysia, paid a courtesy call on the Chamber on February 20 and was received by Chamber Chairman David Eldon. The two discussed recent developments in Malaysia and Hong Kong, and explored future opportunities for possible mutual cooperation.

Don Mercer, Chairman of Australian Institute of

Company Directors, Australia, called on the Chamber on March 2 and was received by Eva Chow, International Business Director.

Praphad Phodhivorakhun, Chairman of the Federation of Thai Industries, met with Dr W K Chan, Senior Director for Business Policy, on March 7. The two discussed developments in Hong Kong, especially in the areas of renewable energy, waste-to-energy management, SMEs, and logistics development.

Tiolina Pangaribuan, Head of the Board of Promotion & Investment (BPI), Provincial Government of Riau Province, Indonesia, led a

delegation to Hong Kong and called on the Chamber on March 13. K L Tam, Vice Chairman of the Asia/Africa Committee, received the delegation and discussed investment and business opportunities in Riau for Hong Kong companies.

Peter Baxter, First Assistant Secretary, North Asia Division Department of Foreign Affairs and Trade in Canberra, visited the Chamber on March 17, and discussed with HKGCC's Chief Economist David O'Rear economic and political developments.

Americas

An 11-member delegation from California visited the Chamber on March 2 and met with Chamber CEO Dr Eden Woon, who explained recent developments in the business environment in Hong Kong.

China

David Lie, HKGCC China Committee Chairman, and **Wang Luyen**, Vice Chairman, represented the Chamber at the Beijing Chinese Overseas Friendship Association's "Thank You Dinner" held in Hong Kong on February 20.

A meeting with a delegation from the Pan-PRD General Coordination Offices was organized by the Constitutional Affairs Bureau of the HKSAR on February 20. Chamber CEO Dr Eden Woon was invited to give a speech at the event, and exchange ideas with other members in the delegation.

Dr Lily Chiang, Chamber Deputy Chairman, represented the Chamber at a Spring Dinner organized by the Liaison Office of the Central People's Government in the HKSAR on February 28.



Hu Guo Cai, Former Director General of Economic

Affairs Department of the Liaison Office of the Central People's Government in the HKSAR, and Wang Binxin, the new Director General, called on the Chamber on March 1. The Chamber's Deputy Chairman Dr Lily Chiang and CEO Dr Eden Woon met the guests and discussed future cooperation between the two organizations.

K K Yeung, Chamber Vice Chairman and Dr Eden Woon, Chamber CEO, represented HKGCC at a Spring Dinner Reception titled "Further Cooperation for Future Prosperity" on March 2. The event was organized by the CCPIT office in Hong Kong and the CCPIT Guangzhou Sub-Council.

Busy week welcoming visitors

The Chamber welcomed dozens of visitors from the Mainland during the past month who were looking to expand business ties with Hong Kong companies. Members interested in establishing contact with these visitors can contact wendylo@chamber.org.hk. Among the VIP visitors were:

Liang Bo, Deputy Director-General of Department of Foreign Trade and Economic Cooperation of Shandong Province.

Chai Zhongda, Deputy Secretary General of Tianjin Municipal People's Government.

Zuo Jun, Deputy Secretary General of the People's Government of Ningxia Hui Autonomous Region.

Lan Peng, Vice Secretary General of Xi'an City.

You Lantian, Director General of Department of United Front Work of CPC Beijing Municipal Committee.

Ye Wencheng, Executive Secretary General of Anhui Provincial Committee of CPC.

Zhang Geng, Director of Binjiang District of Hangzhou City.

Ye Shuang Yu, Vice Governor of Fujian Province.

Zhao Jiyao, Vice Secretary, The Chinese Communist Party Jiangmen Committee.

HK-Taipei Business Cooperation Committee

Kan Chak Yuen, Taiwan Government Economic Consultant, shared with members at the Chamber's February 23 roundtable luncheon his research, analysis and opinion of how a three-direct-links trade policy is likely to impact Hong Kong's economy.

Europe

Stephen Aldridge, Acting Director, Prime Minister's Strategy Unit, U.K., visited the Chamber on February 16 and met with Chamber Chief Economist David O'Rear. The two discussed the latest financial and economic developments in Hong Kong.

Matthew Conway, Director of Trade Policy (Operations), Department of Trade and Industry, U.K., visited the Chamber on February 22 and met with Chamber Director of International Business Eva Chow.

A delegation from the Czech Republic visited the Chamber on February 24 and met with Chamber CEO Dr Eden Woon. The delegation was briefed on the role of the Chamber and also the latest economic environment in Hong Kong.

A Croatian delegation visited the Chamber on February 27 and met with Chamber CEO Dr Eden Woon. During the meeting, the delegation discussed what activities the Chamber recommended for their business delegation which will visit Hong Kong in October.

A business-matching meeting with a delegation from Poland took place at the Chamber on February 28. Members interested in establishing contacts with Polish businesses can email annie@chamber.org.hk for more information.

A 19-member delegation from Hungary visited the Chamber on March 15 and met with Chamber Digital, Information and Telecommunications Committee Vice Chairman Eric Chin, who briefed the

HKGCC Chairman David Eldon hosted a farewell breakfast meeting together with other members of the General Committee on February 17 for Yang Wenchang,

Commissioner of the Ministry of Foreign Affairs of China in the HKSAR. The Chairman thanked the Commissioner for his impressive achievements during his posting in Hong Kong and the friendship and good relationship that he has helped to reinforce between the two organizations.

本會主席艾爾敦和其他理事於2月17日舉行早餐會，以送別中國外交部駐香港特區特派員公署特派員楊文昌。艾爾敦主席讚揚楊氏任內之貢獻，並感謝他協助促進雙方友好關係。





Luncheon with the Financial Secretary

The Financial Secretary, the Honourable Henry Tang, discussed the details of his 2006-2007 Budget at a Hong Kong business community post-Budget luncheon on March 2.

財政司司長午餐會

財政司司長唐英年於3月2日出席香港商界午餐會，談2006至2007年度財政預算案內容。

delegates on developments affecting the IT industry in Hong Kong.

Israeli Consul General Dan Ben-Eliezer visited the Chamber on March 15 and met with Chamber CEO Dr Eden Woon to discuss way of enhancing business relationships between Israel and Hong Kong.

Russian Interest Group
Pavel Kuznetsov, Regional Representative, The Chamber of Commerce and Industry of the Russian Federation, visited the Chamber on February 21 and met with Chairman of the Russian Interest Group Peter Gordon. During the meeting, the two discussed how they could enhance cooperation between the two chambers.

Environment
The third meeting of the "Better Environment Expert Group," an informal gathering of a few environmental experts to discuss air pollution, took place on March 8. The group will provide input into the Chamber's Clean Air project.

Environmental consultant ERM, commissioned by the Chamber and Business Coalition on the Environment, has submitted a set of "quick guidelines" to implement the Chamber's Clean Air Charter. The guidelines are now being considered by the Chamber and BCE, and will be promulgated to Charter signatories soon.

Service Industries
The Digital Information and Telecommunications Committee discussed at its March 7 meeting the International Telecom Union conference being planned for the end of the year. The committee also considered the Chamber's draft response to government proposals on legislating against spamming.

Howard Tsang, Partner, Wilkinson & Grist, Beijing, China, explained at the Chamber's roundtable luncheon on March 10 how being a "well-known" brand in the Mainland gives them greater protection. 🌸

亞洲
大阪國際經濟上海事務所所長安部博之於2月15日與本會國際商務總監周紫樺會面，雙方研究如何加強大阪與香港的經貿聯繫。

味の素株式會社特別顧問稻森俊介以國際親善協會名義，於2月15日率領15人代表團訪港，由本會理事文路祝和亞洲及非洲委員會副主席譚廣濂接待。

日本銀行副行長 Kazumasa Iwata 於2月20日到訪，由本會主席艾爾敦接見並向他講解香港現時經濟環境。

馬來西亞領事館總領事伊嵐哥嚮於2月20日到訪，由本會主席艾爾敦接見，雙方討論港馬兩地近期發展及探討未來合作機會。

澳洲公司董事學會主席 Don Mercer 於3月2日到訪，由本會國際商務總監周紫樺接待。

泰國工業聯盟主席 Praphad Phodhivorakun 3月7日與本會工商政策副總裁陳偉群博士會面，討論香港於可再生能源、廢物轉化能源管理、中小型企業、物流等方面的發展。

印尼廖內省政府投資及推廣局局長 Tiolina Pangaribuan 3月

13日率領訪港代表團到訪，由亞洲及非洲委員會副主席譚廣濂接見，雙方共談廖內省給予港商的投資機會。

坎培拉外交事務及貿易部第一助理秘書長(北亞) Peter Baxter 於3月17日到訪，與本會首席經濟師歐大衛討論經濟及政治發展。

美洲
來自加州的11人代表團於3月2日到訪，由本會總裁翁以登博士接見並向他們講解香港營商環境最新發展。

中國
北京海外聯誼會2月20日在香港舉行「答謝宴會」，本會中國委員會主席李大壯和副主席王祿閣代表本會出席。

香港特區政制事務局2月20日為泛珠三角區域合作日常辦公室代表訪港團安排會議，本會總裁翁以登博士應邀於會上演說，並與團員交流意見。

中央人民政府駐香港特區聯絡辦公室於2月28日舉行新春晚宴，本會常務副主席蔣麗莉博士代表本會出席。

中央人民政府前駐香港特區聯絡辦公室經濟部部長胡國財和新任部長王丙辛於3月1日到

訪，與本會常務副主席蔣麗莉博士和總裁翁以登博士會面，一起討論雙方未來合作。

中國貿促會駐港辦事處和廣州分會於3月2日舉行「攜手合作·再創輝煌」新春聯誼會，本會副主席楊國琦和本會總裁翁以登博士代表本會出席。

訪客紛至

上月本會接待了不少內地訪客，他們均有意與港企業拓展商貿關係。會員如欲聯繫他們，請聯絡本會(電郵：wendylo@chamber.org.hk)。近期到訪的內地官員包括：

山東省外經貿廳副廳長**梁波**

天津市政府副秘書長**柴中達**

寧夏回族自治區政府辦公廳主任兼副秘書長**左軍**

西安市人民政府副秘書長**蘭鵬**

中共北京市委統戰部部長**尤蘭田**

中共安徽省委副秘書長**葉文成**

杭州市濱江區區長**張耕**

福建省副省長**葉雙瑜**

中共江門市委副書記**趙基耀**



香港—台北經貿合作委員會

台灣大陸委員會經濟顧問**簡澤源**

於2月23日蒞臨本會小型午餐會，探討及分析兩岸三通貿易政策對香港經濟可能帶來之影響。

歐洲

英國首相策略組署理總監**Stephen Aldridge**於2月16日到訪，與本會首席經濟師歐大衛會面並討論香港最新財經發展。

英國貿易及工業部貿易政策(營運)主任**Matthew Conway**於2月22日到訪，由本會國際商務總監周紫樺接待。

捷克共和國代表團於2月24日到訪，由本會總裁翁以登博士接見並向團員簡介本會角色和香港近期經濟環境。

克羅地亞代表團於2月27日到訪，與本會總裁翁以登博士會面，並就該國10月份來港的

商務代表團行程活動徵詢本會意見。

本會於2月28日為一個波蘭代表團舉辦**商貿配對會**，有興趣與波蘭商企建立聯繫的會員，可聯絡本會(電郵：annie@chamber.org.hk)查詢詳情。

匈牙利 19 人代表團於3月15日到訪，由本會數碼、資訊及電訊委員會副主席錢樹楷接見並介紹與香港資訊科技業有關之發展。

以色列總領事館駐港澳總領事本·埃利澤於3月15日到訪，與本會總裁翁以登博士討論如何加強以色列與香港的商貿關係。

俄羅斯小組

俄羅斯聯邦工商會駐亞洲代表處首席代表**庫茲涅佐夫·帕維爾**於2月21日到訪，與本會俄羅斯小組主席戈登會面，雙方討論如何加強合作。

環境

由數名環保專家組成的「**改善環境專家小組**」(Better Environment Expert Group)於3月8日舉行第3次非正式會

議，討論空氣污染問題。小組將對本會的「**清新空氣計劃**」提供建議。

本會和香港商界環保大聯盟委聘的香港環境資源管理顧問有限公司已為《**清新空氣約章**》制訂一套「**簡單指引**」，以助企業實行有關的環保措施。本會和環保大聯盟正研究指引內容，稍後會向已簽署約章的企業發佈。

服務業

數碼、資訊及電訊委員會於3月7日開會，討論將於今年底舉行的國際電訊聯盟會議，與及本會對當局建議立法禁止濫發電郵的草擬回應。



在本會3月10日小型午餐會，**高露雲**律師行北京代表處合夥人**曾效良**解釋內地的「**馳名**」商標如何給予企業更大保障。

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Saudi Women Break into Business

沙地女性踏足商界



Chamber Deputy Chairman Dr Lily Chiang introduces Princess Loulwah Al-Faisal Bin Abdulaziz, who led a delegation of Saudi businesswomen to the Chamber on March 8 to promote trade and investment.

本會常務副主席蔣麗莉博士介紹 Loulwah Al-Faisal Bin Abdulaziz 公主，她率領沙地商界女性代表團於3月8日到訪總商會，推廣貿易和投資。

A 26-member delegation of Saudi Arabian women led by five Saudi princesses visited the Chamber on World Women's Day, March 8, to promote trade and investment between Hong Kong and their country.

The visit was unusual not simply due to the fact that there were five Saudi princesses among the delegation, but the fact that it took place at all. Only a few years ago, Saudi women were banned from taking up jobs in most fields in the country, let alone travelling overseas to promote trade and investment.

The change is being driven in part by the kingdom's rapidly growing population. For years, oil-rich Saudi Arabia did not have to worry about unemployment. But now that the population is growing rapidly, the wealth is being spread thinner. The government realizes it needs to act to create jobs for Saudi youths, and that Saudi women should play a role in this development.

The highest government body in the kingdom, the Council of Ministers, issued a nine-point plan urging the creation of more job opportunities for women. The plan has lifted a ban that traditionally kept women from taking up jobs in most fields in the country. And its ministers are paying more than lip service.

In November last year, two Saudi businesswomen were elected in the kingdom's first ballot in which women were allowed to stand. Lama al-Suleiman and Nashwa Taher were among 12 successful candidates voted onto the board of Jeddah's Chamber of Commerce and Industry.

Lama al-Suleiman was among the women delegates, led by Princess Loulwah Al-Faisal Bin Abdulaziz, who were eager to explain that Saudi Arabia's drive to create greater opportunities for women in the country were achieving significant results.

5位沙地阿拉伯公主率領26人沙地女性代表團於3月8日婦女節到訪總商會，以促進香港與沙地阿拉伯的投資和商貿交流。

是次沙地代表團到訪，實在非常難得，一來團員包括5名尊貴的沙地公主，二來沙地阿拉伯政府一向禁止當地女性從事國內大部分行業，更別說出國推廣投資貿易，這情況直至幾年前才開始轉變。

人口迅速增長，是促使沙地政府改變政策的原因之一。沙地阿拉伯盛產石油，向來沒有失業問題，但近年國家人口激增，分薄財富，遂令當局意識到要採取行動，為沙地青年創造就業機會，沙地女性也應參與締造轉變。

沙地最高政府機關——部長理事會已公佈一項九點方案，鼓勵為女性提供更多就業機會，並已取消傳統禁令，讓女性踏足更多行業，政府部長們亦坐言而行，絕非空談。

去年11月，沙地首次准許女性參選，角逐吉達工商會理事會12個議席，結果2名沙地商界女性——Lama al-Suleiman和Nashwa Taher通過投票當選。

是次沙地女性代表團由Loulwah Al-Faisal Bin Abdulaziz公主帶領，Lama al-Suleiman亦同行，她們熱切講解沙地現時積極為當地女性創造更多機會，成果豐碩。

Many women are choosing to establish their own businesses instead of staying at home. Some are moving into international commerce, others education to train up Saudi Arabia's very young population, and others into services, she said. Another delegate explained that there is a great need for training women in many areas in the country.

"I've just hired a Chinese beautician to work in my spa in Riyadh," one of the delegates explained. "I, and other Saudi women, would love to be able to hire a Saudi masseuse, or develop and produce our own line of skin and beauty products, but we can't. Now we have to import everything – people, products, equipment, etc – because at the moment we don't have the skills to do it ourselves. That is why we have come to Hong Kong to seek partners," she said. 🌸

For more information on the delegation or doing business in Saudi Arabia, members can contact Annie Ho, at annie@chamber.org.hk



目前許多沙地女性選擇發展個人事業，有些進軍國際商業，有些投身教育界，以培育沙地年青一代，也有些加入服務行業。其中一名團員表示，該國很多行業都需要培訓更多女性從業員。

另一名團員解釋：「我在利雅得的水療中心最近聘請了一名中國美容師。其實我們都想僱用沙地女按摩師，或在本地發展及生產美容產品，可惜無法成事，因為現時我們缺乏所需技能，必須從外地輸入人才、產品和設備，所以我們要來港物色合作夥伴。」🌸

如欲瞭解代表團或沙地阿拉伯營商詳情，請與何倩雯聯絡，電郵：annie@chamber.org.hk。

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Hong Kong General Chamber of Commerce
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Celebrating Our 145th Anniversary

Asian Economic Outlook: Tough and Tougher? 亞洲經濟前路坎坷？

"If China continues to grow as fast as it has been it will be a disaster waiting to happen in a couple of years," Dr Walker warned.

韋博士預測：「若中國經濟繼續高速增長，幾年內將會有嚴重的問題浮現。」



China and Asia's exports will start to slow down in the second half of 2006 and land with a bump in 2007 as the U.S. and European economies teeter on recession, says Dr Jim Walker, Chief Economist of CLSA Ltd.

He forecasts the U.S. economy will slide into recessionary growth of just 1.3% in 2007 as a result of the Fed tinkering with its monetary policies to lift its funds' rate yield.

"The yield curve is pointing to a 2007 slow down but current indicators, including inflation, suggest more rate rises are needed," he said. "It has always been the case that within 12-18 months of a yield curve conversion, the U.S. has been in recession, so we think that is probably likely again this time."

As a result, he also predicts China's GDP growth will slip from the 10% posted last year to at least 7% and possibly as low as 5% this year, and further decline to as low as 3% in 2007, he told members at the Chamber's March 6 roundtable luncheon.

But China's woes will not entirely be due to falling demand in the U.S. and European markets if his prediction comes true. His depressing 3% forecast is based on the falling profitability of businesses in China, due to high commodity prices and low efficiency rates.

"When input prices rise but output prices go down, manufacturers get squeezed very rapidly and that is when it becomes very difficult for Mainland manufacturers to maintain profits," he explained. "That is why



Exports to U.S. Expected to Remain Brisk

After listening to a less-than-cheery forecast at the Chamber's roundtable luncheon on March 6 that the world's economic dynamos, China and the United States, would start skidding down the slippery slope towards recession, another luncheon the following day predicted quite a different scenario.

Xavier Farcot, Head of Risk & Claims Department, Greater China, Coface, said "business should remain brisk in 2006 and payment behaviour of American companies will be generally good."

Speaking on "Market Overview of the U.S. & Latin America in 2006," Mr Farcot said the increase in public spending, linked to hurricane reconstruction and the mid-term elections, should largely offset the persistent rise in interest rates. He also predicts that the U.S. export boom will continue, buoyed by robust economic conditions in Europe and Japan. U.S. exports should also get another boost towards the end of the year as the budgetary deficit is likely to return to the fore and contribute to both weakening the dollar and boosting the competitiveness of American products.

"Household consumption will also continue to show strong growth, but it will nevertheless suffer a dip as a result of the rise in savings rates – caused by the slowdown in the property market," Mr Farcot said.

investment into China is down; because people are getting more worried about the business climate in China."

Another problem is that everyone only focuses on the size of growth in China, rather than the quality.

"Everyone in Hong Kong only cares about the quantity of China's economic growth, not the quality, which is very worrying. If you look at the Indian story, they are doing as well as they are because they are more concerned about quality," he said.

While China has been growing rapidly, heavy industries, inefficient use of energy and resources means it often uses twice as many resources to make the same products as in the West. An additional side effect to that is

the rapid degeneration of the environment in the country.

"If China continues to grow as fast as it has been it will be a disaster waiting to happen in a couple of years," Dr Walker warned.

It could be argued that China will face social unrest if it cannot sustain its economic drive to lift its people out of poverty, but some peasants are already expressing their dissatisfaction. Their complaints are not based on jealousy of the haves, but at local governments who steal land off them to build more factories or developments without properly compensating them.

Officially, there were 87,000 protests relating to such malpractice in China last year, "and if this continues, there are major possibilities for serious civil unrest," he warned. ❀

預料美國出口表現仍佳

雖然本會3月6日一場午餐會之講者預測，中國和美國這兩大經濟火車頭之增長將呈現倒退，但在翌日另一場午餐會之講者卻提出不同看法。

科法斯集團香港分行副總經理方邇國於「2006年美國和拉丁美洲市場概覽」午餐會上表示：「今年商貿市道應仍然暢旺，美國企業的付款表現將大致良好。」



他說：「颶風後的重建工程和中期選舉令美國公共開支增加，應可大大抵消利率不斷上升的影響。」並預料歐洲和日本經濟表現理想，將繼續帶動美國出口向好。此外，他認為美國預算赤字仍會受關注，將令美元減弱，美國產品的競爭力得以增強，有助刺激下半年美國出口。

他續說：「家庭消費增長依然可觀，但會略為回落，因為樓市放緩令儲蓄率上升。」

里昂證券有限公司首席經濟師韋卓思博士於3月6日本會小型午餐會中表示，由於歐美面臨經濟倒退，中國和亞洲出口將於2006年下半年開始放緩，甚至會於2007年硬著陸。

韋博士預測，由於美國聯儲局藉貨幣政策調高聯邦基金利率孳息，至2007年，美國經濟增長將退減至只有1.3%。

他說：「從孳息曲線看，美國經濟將於2007年放緩，但目前包括通脹在內的經濟指標皆顯示美國有需要進一步加息。過去，當孳息曲線出現調整，美國通常會於12至18個月內出現經濟衰退，我們相信今次亦不例外。」

因此，他預料中國本地生產總值增長將由去年的10%，下滑至今年的7%，甚至5%，2007年更會低至3%。

韋博士預料中國經濟增長下滑，並非全因歐美市場需求縮減所致。他認為商品價格上漲加上營運效率欠佳，將削弱內地企業的盈利能力，故預測內地增長有可能大幅降至3%。

他解釋：「面對成本上升，但售價下跌，內地製造商經營壓力沉重，難以維持利潤。內地營商環境愈來愈多隱憂，以致外來投資漸減少。」

另一問題是，所有人看中國經濟增長都只重量不重質。

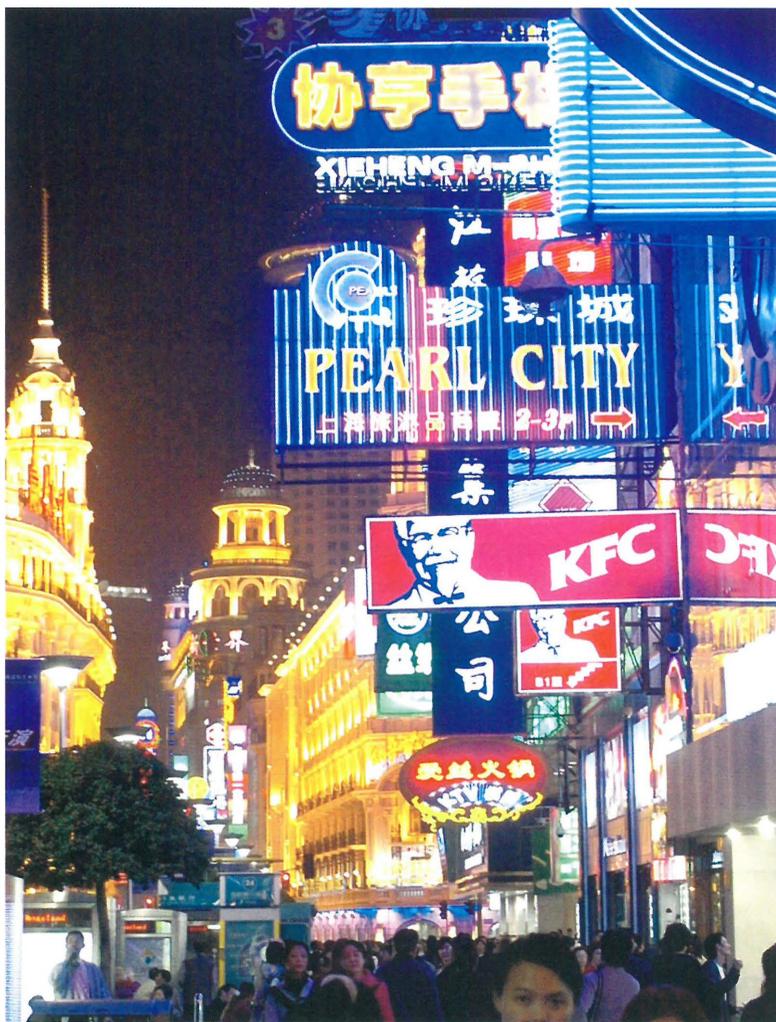
韋博士說：「在香港，大家只關心中國經濟增幅，卻忽略經濟發展之質素，這令人非常擔心。反觀印度，其經濟增長理想，並更著重經濟發展之質素。」

雖然中國持續迅猛增長，但其重工業未能善用能源和資源，所以即使製造相同產品，中國往往要比西方國家耗用多一倍資源，其環境問題亦急劇惡化。

韋博士預測：「若中國經濟繼續高速增長，幾年內將會有嚴重的問題浮現。」

有人認為，中國需維持經濟增長，以幫助人民脫貧，否則會引致社會不安。然而，有些農民已發出不滿聲音，他們並非妒忌別人的財富，而是不滿土地被地方政府收取來增建工廠或發展，卻沒有對他們提供適當賠償。

他指出，根據官方數字，去年民間不滿地方政府處事不當而提出的抗議有87,000宗，若問題持續下去，很可能引起社會動亂。



KRT - SHERRI LAROSE



投票第一步 登記要做好！

The first step to vote, register now!



截止登記日期
Deadline for registration **16-5-2006**

截止更改地址及登記資料日期
Deadline for updating address and registration particulars **29-6-2006**

如果你未登記為選民

請盡快登記，以便在立法會和區議會選舉中投票。
如果你合資格在今年十二月進行的選舉委員會界別分組選舉中投票，亦必須先登記為投票人，屆時才可以投票。

If you have yet to be registered as an elector

Please get registered quickly, so that you may vote in **Legislative Council and District Council elections**.

If you are eligible to vote in the **Election Committee subsector elections** to be held in December this year, you also need to register as a voter before you can vote at the elections.

如果你已登記為選民

地址或登記資料如有更改，亦請盡快通知選舉事務處，以免錯失投票機會。

If you are a registered elector

Please report to the Registration and Electoral Office any change in your address or other registration particulars. Otherwise, your eligibility to vote may be affected.

有關表格可在選民登記網址下載，或向選舉事務處及各區民政事務處索取。

Relevant forms are available from the Registration and Electoral Office and District Offices. The forms may also be downloaded from the voter registration website.



Green Companies Try to Make a Difference

It is heartening to see that many businesses in Hong Kong have taken the initiative to reduce their companies' impact on the environment. Their commendable efforts in environmental management were recognized at the 2005 Hong Kong Eco-Business Awards Presentation Ceremony held March 2.

"Protecting the environment requires partnership of the public, the business sector and the government," Dr Sarah Liao, Secretary for the Environment, Transport and Works, said at the awards. "With the commitment of the business sector as evidenced from the presence of so many award winning companies today, we see a

promising future for a more environmentally friendly and sustainable Hong Kong."

Since its launch in 1999, the 2005 awards marked the second time that the Green SME Award, which encourages SMEs to adopt environmental measures and develop green culture in their workplaces, was up for grabs. This year, one Grand Award and four Gold Awards were presented to five SMEs for their impressive performance. Other categories were the Green Construction Contractor Award, and the Green Property Management Awards (Private and Public Housing), in addition to the Wastewi\$e Logo, which is awarded to companies in recognition of their efforts to minimize waste and maximize recycling in their businesses. ❁

2005 Hong Kong Eco-Business Awards 香港環保企業獎

Awards Presentation Ceremony 頒獎典禮



Gold Award Winners of the 2005 Hong Kong Eco-Business Awards pose for a group photo with the officiating guests at a presentation ceremony on March 2. 在3月2日舉行的「2005香港環保企業獎」頒獎典禮上，金獎的頒獎代表與主禮嘉賓合照。

環保企業獲表揚

目前香港許多企業已自發採取措施，以減低企業營運對環境造成的影響。於3月2日舉行的「2005香港環保企業獎」頒獎典禮，正是表揚在環境管理方面表現卓越的工商企業。

環境運輸及工務局局長廖秀冬博士於頒獎禮上表示：「保護環境有賴市民、商界和政府攜手合作。今年有多家公司獲獎，足見商界致力推行環保，以締造更美好環境，及實現可持續發展的目標。」

設立於1999年的「香港環保企業獎」，至今二度頒發「環保中小企業獎」，以鼓勵中小企在業務上實施環保措施，藉以培養辦公室的綠色文化。今年有1家企業獲頒榮譽金獎，並有4家企業獲得金獎。「香港環保企業獎」的其他獎項類別還有「環保建築承建商獎」及「環保物業管理獎」（私營及公營房屋）。另外，「明智減廢計劃」頒獎典禮亦於當天同場舉行，目的是表揚積極減少廢物及循環再造的機構。

Green SME Award 環保中小型企業獎

Grand Award 榮譽金獎

Kyoei Denki (HK) Ltd. 協榮電氣(香港)有限公司

Gold Award 金獎

BioCycle (Hong Kong) Limited 生機源(香港)有限公司

Gold Award 金獎

Hong Kong Landfill Restoration Group Limited 香港進益工程有限公司

Gold Award 金獎

K. Wah Construction Products Ltd. 嘉華建築材料有限公司

Gold Award 金獎

Objective Solutions Ltd. 達成系統有限公司

Green Construction Contractor Award 環保建築承建商獎

Grand Award 榮譽金獎

Gammon Construction Limited

(HY/2001/16 Route 8 – Nam Wan Tunnel and West Tsing Yi Viaduct)

金門建築有限公司 (HY/2001/16 八號幹線 — 南灣隧道及青衣西高架道)

Gold Award 金獎

Chun Wo Construction & Engineering Company Limited

(HY/2004/09: Improvement to San Tin Interchange, Yuen Long)

俊和建築工程有限公司 (新田交匯處改善工程 — 合約編號 HY/2004/09)

Gold Award 金獎

Gammon Construction Limited

(Design and Build of Improvement to Castle Peak Road Between Ka Loon Tsuen and Siu Lam)

金門建築有限公司 (嘉龍村至小欖之間的青山公路改善工程)

Gold Award 金獎

Maeda-Hitachi-Yokogawa-Hsin Chong Joint Venture

(Stonecutters Bridge (Contract No. HY/2002/26))

前田一日立一橫河一新昌聯營—昂船洲大橋 (合約編號：HY/2002/26)

Gold Award 金獎

Yau Lee Construction Co., Ltd.

(Redevelopment of Kwai Chung Flatted Factory (Contract No. 20040031))

有利建築 (葵涌工廠重建地盤 (合約編號：20040031))

Green Property Management Award (Private Housing)

環保物業管理獎 (私營房屋)

Grand Award 榮譽金獎

Kai Shing Management Services Limited (Castello)

啟勝管理服務有限公司 (帝堡城)

Gold Award 金獎

Hong Yip Service Co. Ltd. (BeneVille) 康業服務有限公司 (聚康山莊)

Gold Award 金獎

Kai Shing Management Services Ltd (Villa by the Park)

啟勝管理服務有限公司 (朗庭園)

Gold Award 金獎

Les Saisons (Management) Limited (Les Saisons)

逸濤灣管理有限公司 (逸濤灣)

Green Property Management Award (Public Housing)

環保物業管理獎 (公營房屋)

Grand Award 榮譽金獎

Hong Kong Housing Society (Lai Tak Tsuen) 香港房屋協會 (勵德邨)

Gold Award 金獎

Hong Kong Housing Authority (Lek Yuen Estate) 香港房屋委員會 (瀝源邨)

Gold Award 金獎

Hong Kong Housing Society (Ma Tau Wai Estate) 香港房屋協會 (馬頭圍邨)

Gold Award 金獎

Hong Kong Housing Authority (Tin Yuet Estate) 香港房屋委員會 (天悅邨)

In Review

Cheers! The Americas

美洲酒會



活動



America's Committee Chairman Steve Wong hosted a cocktail reception at Hong Kong Club on March 23 in honour of Consuls General and Commercial Consuls of countries of The Americas in Hong Kong. Consuls General from nine countries attended the event, and took the opportunity to chat with members and answer their questions about trade and investment in their respective countries. ❁



美洲委員會主席黃兆輝主持3月23日假香港會所舉行的酒會，招待美洲各國駐港總領事和商務參贊。出席酒會的美洲9國總領事與會員暢談交流，並解答他們對當地貿易投資的疑問。 ❁



Quality HealthCare

Employee Assistance Program



Quality HealthCare Holistic Health Centre was established in May 2005 to promote and prevent mental health, and most importantly, to provide treatment for those struggling with emotional and psychological issues. Employee Assistance Program (EAP) is one of their core services, providing counseling, consultations, and training to corporations. To give employers a better understanding of the services available, we recently interviewed the personnel of Quality HealthCare Holistic Health Centre.

E: *Employee Assistance Program is relatively new to the community. Please tell us more about it.*

QH: Our EAP is a confidential counseling, assessment and referral program designed for companies to help staff manage work and life problems. Just as health insurance is designed to address your physical well being, the EAP of a company is designed to address the emotional and mental well being of the employees, in some cases their dependants, as well as to help the employees manage work/life problems and achieve a healthy work/life balance. Other services under the EAP are:

- ✓ 24-hour telephone hotline
- ✓ Consultation
- ✓ Crisis intervention
- ✓ Training

E: *The EAP sounds like a comprehensive program. What are the benefits of joining it?*

QH: The emotional well-being can definitely influence the productivity and work performance of employees. Through counseling and training, we work at promoting mental health, increasing morale and productivity, enhancing communication among employees, boosting greater job satisfaction, and retaining employees, etc.

E: *Some corporations have organized training for employees already. What is the reason for training to be included in EAP?*

QH: EAP incorporates training to enhance the well-being and to develop more positive attributes of the employees. That, in turn, could empower the productivity and overall morale of the employees. There is also a precautionary function.

E: *As mentioned earlier, EAP has counseling services. Who are the counselors? Are they qualified?*

QH: Our in-house counselors are professionally qualified with extensive knowledge and experience in assessment, treatment, and training. They are Registered Psychologists and Counselors with Master Degree in counseling or related disciplines.

E: *Since there are a variety of services that EAP encompasses, how can the employers monitor the services?*

QH: Our staff will form an alliance with the employer to monitor and manage the services together. Regular meetings and monthly statistics will provide a clear picture for the employer to understand how the services are being operated and used. Note that only the operational statistics will be presented to the employer; **CONFIDENTIALITY** remains strictly kept. The information mentioned in counseling will not be released without written permission except in certain circumstances.

E: *Does your centre provide any other services besides EAP?*

QH: We also provide **Counseling and Psychotherapy** (individual, couple and group), **Psychological Assessment** (intellectual, behavioral, personality, etc), **Training for Individuals**, and **Family Services** (parenting, children workshop, counseling, etc).

Quality HealthCare Holistic Health Centre is dedicated to provide quality and professional EAP and psychological services to the community. If you are interested to know more about these services, please call 29752388 for further details.



Kate Tong, Counselor, Quality HealthCare Holistic Health Centre

| MA (Adler School, IL, USA) | BA (Specialized Honors, York U, CAN) |

| Associate Member of American Psychology Association | Professional Member of American Counseling Association |

Rising Like a Phoenix

香港工商業獎：火鳳凰重生

2005 香港工商業獎
HONG KONG AWARDS
FOR INDUSTRIES

活動重溫



Like a phoenix rising out of the flames, the 2005 Hong Kong Awards for Industries was “reborn” at a prize presentation gala dinner on February 27. HKSAR Chief Executive Donald Tsang was among the 1,000 guests who applauded the creativity and innovation shown in creating a spectacular evening fitting of the most prestigious award for business in Hong Kong.

The Hong Kong General Chamber of Commerce was invited by the award’s committee to organize the presentation ceremony, with the assistance of its service arm Chamber Services Limited. No stranger to organizing world-class events, Chamber Services Limited decided to use fire to symbolically forge the zhi-bi logo, and to signify its rebirth out of the flames.

Although the Hong Kong Awards for Industries was officially launched in 2005, it is in fact a combination of the former

Hong Kong Awards for Industry, and the Hong Kong Awards for Services. The latter was launched by the Chamber’s Hong Kong Coalition of Service Industries (HKCSI) in 1997. Now championed by the HKSAR Government, the merger has made the event the most prestigious award for business in Hong Kong.

The consolidated awards scheme continues to recognize the outstanding achievements of Hong Kong enterprises and organizations in seven award categories, namely: Consumer Product Design; Machinery and Equipment Design; Customer Service; Environmental Performance; Innovation and Creativity; Productivity and Quality; and Technological Achievement.

“Industries and commerce are pillars of Hong Kong’s economy and are key to our development,” the Chief Executive said in his address. “The long-term prosperity of



Winners of the 2005 Hong Kong Awards for Industries pose with their awards with officiating guests.

「2005 香港工商業獎」得獎機構代表手持獎座與主禮嘉賓合照。



在 2 月 27 日舉行的「2005 香港工商業獎」頒獎禮晚宴上，大會借鳳凰於火燄中重生的傳說來比喻「香港工商業獎」。

香港工商業獎籌委會邀請本會籌備是次頒獎禮。本會旗下擅長籌辦國際級項目的總商會服務有限公司別出心裁，透過火燄燃燒香港工商業獎的「珠璧」標誌，象徵這個獎項如火鳳凰般重生。蒞臨當晚盛會的香港特區行政長官曾蔭權和一千名賓客，均讚賞這個非常創新和饒富意義的意念，令當天晚會增色不少。

於 2005 年始正式成立的「香港工商業獎」，其實是由以前的「香港工業獎」和「香港服務業獎」合併而成，其中「香港服業獎」是由本會香港服務業聯盟在 1997 年創辦。合併後的「香港工商業獎」由香港特區政府牽頭，是本港商界最具權威性的重要獎項。

「香港工商業獎」繼續表揚香港企業和機構的卓越成就，並設有 7 個獎項類別，分別為消費產品設計、機器及設備設計、顧客服務、環保成就、創意、生產力及品質和科技成就。

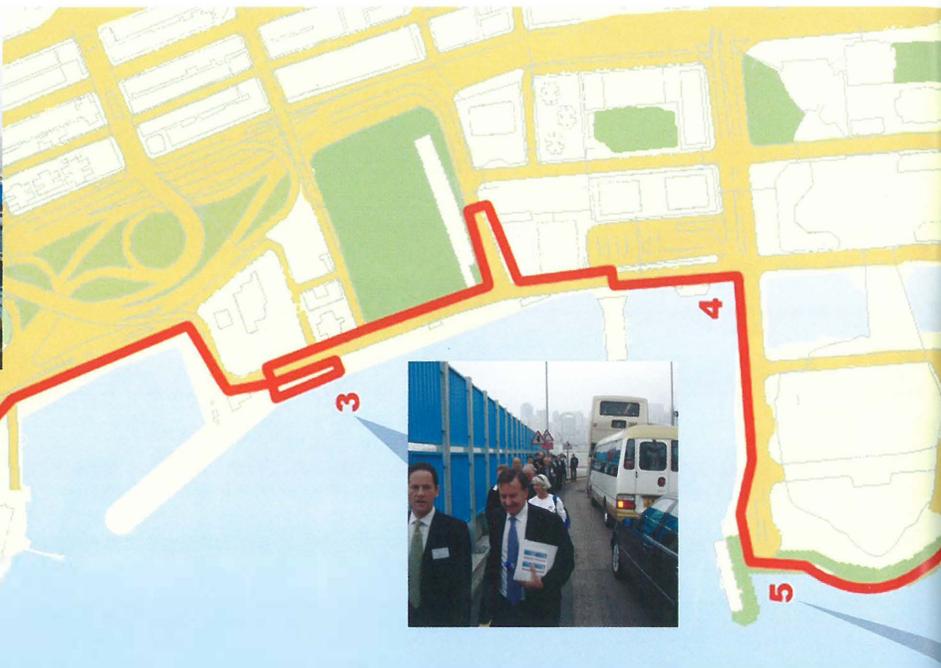
行政長官曾蔭權於典禮中致辭時說：「工商業是香港的經濟支柱，對推動香港發展至為重要。香港要長期保持繁榮，有賴工商各業上下一心，努力不懈，為顧客提供優質產品及服務。」

總商會負責主辦的「創意」組獎項有 4 家機構獲獎，分別是金至尊、住好 D 有限公司、八達通卡有限公司及運動醫學醫生有限公司，而中華電力有限公司和 New Digital Noise Ltd 則獲發優異證書。

Hong Kong lies in the hard work and dedication of all industries. Through their concerted effort and pursuit of excellence, quality products and services are provided to customers and progress made for Hong Kong.”

For the Innovation and Creativity category, which was organized by the Chamber, four winners were awarded, including 3D-GOLD, G.O.D. Ltd, Octopus Cards Limited, and Sports Physicians Limited. CLP Power Hong Kong Limited and New Digital Noise Ltd were granted certificates of merit. ❀





Connecting With Our Harbour

Victoria Harbour is Hong Kong's most precious asset, but how well do we really know our harbourfront?

Fifty people from a diverse range of backgrounds, ranging from factory owners to town planners, made their way to the Royal Hong Kong Yacht Club (point 1 on our map) early one February morning. They were the first Harbour Walk participants, all anxious to seek answers to questions raised in the Chamber's ongoing monthly "Harbour Roundtable Series." The walks, organized by HKGCC and the Harbour Business Forum, also allow the business community to examine the real state of the harbourfront, and hopefully act as a catalyst for ideas for future dialogue.

Inge Strompf-Jepsen and Alan Lau welcomed the group to the Royal Hong Kong Yacht Club. After a brisk breakfast, they introduced the history of the harbour and the yacht club's historical role in promoting water-based activities. Inge pointed out that Hong Kong needs a diverse range of activities to serve the community's interests, whilst preserving the cultural heritage of the harbour.

Steve Townsend of the HOK Planning Group then led members to the edge of the Causeway Bay Typhoon Shelter (2) and

asked: "What makes a 'World-class City'?" Looking at cities around Asia, the common thread usually involves a world-class waterfront. Victoria Park has the potential to be an important piece in Hong Kong's great waterfront puzzle."

Ongoing public consultations have produced innovative and rule-bending visions that connect the park with the heart of the city – The Harbour – and improve Causeway Bay's contribution to making Hong Kong's waterfront truly world-class.

Leaving the shelter behind, the group headed for the Wanchai cargo handling area (3), made famous by the anti-WTO protesters' clashes with the police, and less so for also housing a sewage works. There is no pavement here, so the group had to squeeze themselves between double decker buses and a three-meter high steel balustrade to where a government worker unlocked the gates for our visit. Fred Brown, a transport expert from MVA Hong Kong Ltd, then presented his overview of the tremendous impact that the transport plans from Central to Causeway Bay will have on the harbourfront and outlined various alternatives.



The group was then forced to take a diversion inland to bypass a public swimming pool, substations and more pavement-less roads to arrive at HKCEC (4), where Sarah Monks, Director of communications for the Trade Development Council, explained the plans for the extension. The renovation will add 19,400 sq meters of additional exhibition space for Hong Kong inside the waterfront landmark.

At the tip of HKCEC's peninsular (5), Roger Nissim, Manager at Sun Hung Kai Properties, gave a rousing call for the drawing up of long-term plan for the waterfront. He suggested a pedestrian/cycle track should run along the waterfront on Hong Kong Island from Sai Wan Ho to Kennedy Town, and on Kowloon side from Lei Yue Mun to Tsim Sha Tsui. Now that the frontage of both the north and southern shores of Victoria Harbour can be safely drawn, he argues now is the time to clearly define plans for these areas. He added that a dedicated, independent body, such as a Harbour Body or Agency funded by government, be set up to ensure such ideas can be implemented.

With this call-to-action in mind, the group then walked along the current waterfront pathways which meandered around vent

buildings, shafts, and a sewage screening plant. Christine Loh of Civic Exchange, standing outside the reclamation site in front of Tamar (6), reminded the group that "What is going to be built on the Central Reclamation is crucial. Our vision for New Central provides more green areas and quality open public spaces."

Christine pointed out there is currently no allocation out of the \$29 billion annual public works budget for harbourfront enhancement. She advocates that the public's opinions, aspirations and visions need to be taken into account in drawing up a brief for the areas. Options also need to be explored not based solely on monetary considerations, but also on the value generated for the community, environment and the economy.

From Tamar, the group headed for the Hong Kong Planning & Infrastructure Exhibition Gallery in City Hall (7), where Phyllis Li, Chief Town Planner of the Planning Department, gave an overview of major development projects along the Central and Wan Chai harbourfront. Examining a large scale model of the future harbourfront, and an aerial photo of the



認識我們的海港

維多利亞港是香港最珍貴的資源，但我們對海港兩岸又認識多少？

在2月某天清晨，香港總商會與海港商界論壇合辦的「維港行」首次起步。50位不同界別人士齊集於起步點香港遊艇會(地圖上1號位置)，當中包括廠家和城市規劃師。他們都盼望透過此行，有助討論和瞭解在總商會「海港系列」講座中提出的問題。「維港行」活動旨在讓商界瞭解海港兩岸實況，以啟發意念和構想，有助日後就維港兩岸發展進行實質和有建設性的討論。

司徒焯潔和劉國霖在香港遊艇會歡迎一眾參加者到臨。早餐過後，二人開始介紹海港歷史，以及遊艇會多年來推廣水上活動之工作。司徒焯潔指出，香港一方面要提供多元化的活動以滿足市民需要，另一方面亦要保存海港的文化遺產。

其後霍克規劃設計組湯建城帶領團員到銅鑼灣避風塘(2)岸邊並說：「一個世界級都會具有那些條件？環顧亞洲各大城市，它們多數擁有規劃一流的世界級海濱。維多利亞公園具有潛力，可成為本港海傍發展大計中關鍵的一部分。」

現正進行的公眾諮詢引起社會各界提出許多打破規範的創新構思，其中有建議把維園與市中心的海港連接，進一步發揮銅鑼灣的潛力，協助發展具世界級水準的優良海濱區。

離開避風塘後，團隊一行前往灣仔貨物起卸區(3)，眾所周知，那是早前反世貿示威者與警方起衝突

之地點，但鮮有人知道該處設有污水處理系統。由於該區一帶沒有行人道，團員唯有在多架雙層巴士與一幅3米高鋼鐵圍欄之間穿過，並要由政府工人打開閘門始能入內參觀。在起卸區內，弘達香港有限公司的交通運輸專家包賢發簡述中環至銅鑼灣的交通規劃對海傍可產生的重大影響，並提出值得考慮的其他方案。

離開起卸區後，團員必需繞過公共泳池、變電站和幾條不設行人道的馬路，才到達香港的海傍地標——香港會議展覽中心(4)，香港貿易發展局傳播總監 Sarah Monks 在此向團員講解會展的擴建計劃，預料會為香港額外增加19,400平方米的展覽場地。

在會展前端(5)的金紫荊廣場，新鴻基地產發展部經理李森積極呼籲為海傍發展擬定長遠計劃，並提議沿海傍興建行人／單車徑，港島由西灣河延展至堅尼地城，九龍則由鯉魚門伸展至尖沙咀。李氏認為既然維港南北兩岸的海岸線已定，現在是時候詳細規劃海港兩岸之用途和發展。他更建議由政府撥款設立獨立機構，專責海港事宜及確保落實推行有關計劃。

其後團員沿著現有的海傍小徑走，繞過通風建築、槽井和污水過濾廠。面對添馬艦(6)對出的填海地皮，思匯政策研究所的陸恭蕙說：「中環填海區的用途事關重要，我們希望這片新的用地未來可為市民提供更多優質綠化區和露天場地。」



她指當局預算全年動用 290 億元於公共工程項目，但當中未有計劃撥款來改善海傍一帶的環境。她認為規劃海傍地帶發展時，必需考慮市民大眾的意見、構思和期望，及全盤考慮計劃對社會、環境和經濟的價值和影響，不應只一味以金錢掛帥。

團員從添馬艦步往大會堂的香港規劃及基建展覽館 (7)，在那裏規劃署總城市規劃師李志苗簡介中環和灣仔海傍的主要發展項目。團員於館內參觀未來海港發展之模型和展示了是次「維港行」路線的高空拍攝照片。眾人根據剛才於海傍之實地觀察及體驗，一起討論現時政府提出的海傍發展建議。

行程最後一站是大會堂 (8)，那裏正好面向即將清拆的皇后碼頭 (9)。霍克國際的黃思達總結今次活動時指出，中環的未來發展規劃，關係到香港能否保持於亞洲之卓越地位，和能否成為真正的世界級都會。

他認為落實和推行海港發展計劃固然重要，但在這之前，先要靠市民、政府和相關人士一起構思、討論及合作，務求各界對海港發展大計達成共識，願景一致。

所有參加者都很喜歡是次行程，並發現個人心目中對海傍之印象與現實有頗大出入，更意識到原來自己對不同海港發展方案所知甚少。在未來數月，我們將組團前往海傍其他地區探索，歡迎您與我們同行！✿

route just walked, the group discussed the current government proposals in the context of the experience they had just taken around the existing harbourfront.

The walk finished at City Hall (8), facing the soon to be demolished Queens Pier (9), where Sylvester Wong of HOK wrapped up the morning with the proposition that what we plan for Central will affect Hong Kong's pre-eminence in Asia and its standing as a "World City."

He argues that this will be dependent not just on what plan is eventually created and implemented for the harbourfront. It will also rely on the creative, sometimes "debative," but always collaborative process by which we, the community, the administration and all stakeholders of our harbour, come to a shared vision for the entire Harbour.

All participants thoroughly enjoyed the walk and were surprised at how much their image of the waterfront differs from reality, as well as how little they knew about all the plans for the area. There will be further walks to explore other sections of the harbour in the coming months, so come and join us! ✿

A Taste of Russia

俄羅斯風情

By Gerry Ma 馬桂榕



Sharing a table full of Russian dishes with friends and family is a great way to experience a taste of Russia in Hong Kong.
 吃俄羅斯菜，勝在夠熱鬧，齊齊分享，更覺開心。

English and Scottish dishes provided the first taste of Western food for many early Chinese settlers in Hong Kong, but few people know that Russian specialties like borstch soup, cold meats and even deep-fried chicken rolls have been served in Hong Kong for decades. Few authentic Russian restaurants exist in town, but those that do try to create a little corner of Moscow in Hong Kong provide good food, a great atmosphere and even let you sip vodka in sub-zero temperatures.

— Gerry Ma

香港人熟識的羅宋湯、什肉拼盤、紅酒燴牛肉、串燒牛柳、燴牛腩、炸牛油雞卷、俄國牛柳絲等，都可在香港地道西餐廳吃到，而早年傳入香港的第一代西餐，原來都源自俄羅斯。在香港，真正的俄羅斯餐廳不多，既然食物味道易接受，營造的氣氛又熱鬧，甚至在寒溫下喝伏特加的滋味也可嚐到，那管菜式夠不夠正宗，就來體驗一下俄羅斯風情吧！

— 馬桂榕

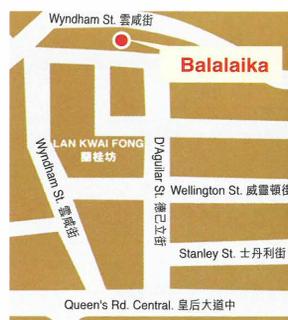
Whenever I'm planning a birthday get-together or a special evening out with friends, I always suggest we go somewhere that provides good food – but also something out of the ordinary. Trying a new restaurant that serves unfamiliar cuisine may not be to everyone's liking, so the safest choice would be to try something "different," yet vaguely familiar.

The Russian restaurant "Balalaika" fits perfectly into this category. Located at the top of Lan Kwai Fong, it even has a traditional Russian folk band that entertains customers in the evenings.

I've hosted many parties here and both the food and entertainment promise a memorable night out. We usually begin with a sampling of starters, such as their platter of mixed cold meats, which go down well with a bottle of Beloe Egrestoe sparkling wine, or cranberry juice. Another tasty starter is marinated herring salad. If you prefer a hot starter, try the Russian spinach dumplings topped with deep-fried shrimps. The dumplings are very similar to dumplings eaten in northern China. Stewed mushrooms with sour cream, and Russian pancakes filled with minced pork & onions, spinach & chicken, or smoked salmon are also worth a try.

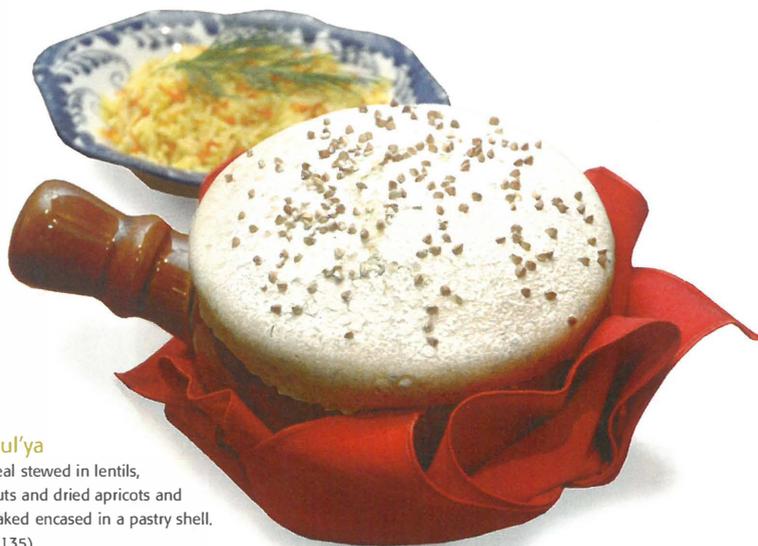
When it comes to soup, borstch is my favourite, and I usually add a dollop of sour cream to give it a rich, smooth taste. Russia's harsh winters are maybe why people there love hearty soups. Balalaika also serves mixed green vegetable soup, spicy soup with smoked meat and olives, sturgeon soup, and even chicken minestrone. And what goes better with soup than freshly baked bread? Most Russian breads tend to look alike, but each is filled with a different stuffing, such as minced

Georgian Shashlik
Beef marinated in wine, onion, coriander and lemon. (\$155)
吉魯吉亞式牛肉串燒 (\$155)



Balalaika
Mezz Floor, LKF Tower
33 Wyndham Street,
Central, Hong Kong
香港中環雲咸街33號
LKF Tower 閣樓
3579 2929





Gul'ya

Veal stewed in lentils, nuts and dried apricots and baked encased in a pastry shell. (\$135)

蘭度豆腐仁杏脯燴牛仔面類 (\$135)

pork, cabbage and carrots, salmon and onions, mushrooms, or cinnamon and apple. These little bread rolls cost just HK\$8 each and are freshly baked upon ordering.

Main courses served here are not very big, so I suggest that you order several different dishes and share them among friends. Two that you mustn't miss are their flaming skewered meats, and tasty hotpots – both Russian specialities. For skewered meats, you can choose from seafood, lamb, pig's knuckle, pork ribs, chicken marinated in herbs, or swordfish in lemon sauce, among others. My favourite is Georgian Shashlik – beef marinated in wine, onion, coriander and lemon. You can also choose from nine different sauces to go with your chosen meat. When serving these skewers at your table, the waiter switches off the lights, pours vodka over the hanging skewer and sets it alight. Everyone in the restaurant then claps and cheers as it is quite a sight.

Borstch

A rich, hearty soup – which I'm told originates from Moscow – made with vegetables and ox tail. (\$55)

莫斯科牛尾羅宋湯 (\$55)



Smoked Cold-cut Platter

Smoked ham and sausages are particularly good with a touch of spicy sauce. (\$80)

煙燻香辣什肉拼盤 (\$80)

Another Balalaika speciality is baked beef hotpot encased in a pastry shell. When the pastry lid is cut open, the aroma of stewed beef and freshly baked bread fills the air. Other meaty choices include: stewed veal and lentils, nuts and dried apricots; stewed sea bass; stewed bolete (a type of mushroom) with mixed vegetables; and stewed ox tongue with sour cream – all of which go perfectly with rice.

The restaurant has a warm, jovial atmosphere, complete with a Russian folk band who invite customers to sing, dance or play along with them to light-hearted Russian ballads – guaranteed to make sure everyone has a memorable night.

If you are longing to feel Jack Frost nipping at your toes, you might fancy a venture into the "ice room." This is actually a vodka bar, and is quite an experience. Wrapped in a warm fur coat, you can sample a variety of vodka and mixers. Vodka from Russia, Sweden, Belgium, Finland, U.K. as well as fruit-flavoured vodka makes the restaurant exceptionally busy after 11 o'clock every night, as many people out for a good time go here especially for the vodka.

The Russian dishes served at Balalaika are prepared to appeal to the tastes of Hong Kong people – so even kids tend to like them. Together with their reasonable prices and fun atmosphere, the restaurant is not just suitable for parties with friends, but also with family. If you think Moscow is too far away to visit, Balalaika may be just the place to show you what you are missing. 🌸

每逢有朋友生日或聚會，總想找個富特色的地方，既有氣氛，也不拘束，吃吃喝喝，不亦樂乎。有特色的地方自然會提供特別的菜式，但太地道的菜式未必容易討好，尤其在多人的聚會，最理想是點選人人都喜歡的菜式。

「Balalaika」可能是個很好的選擇，賣的是俄羅斯菜。俄羅斯聯邦從前是一個神秘的鐵幕國家，歷史悠久，俄羅斯的飲食文化早已傳入鄰近東南面的中國，早年的香港西餐因而深受影響，所以對香港人來說，俄羅斯菜的口味並不陌生。Balalaika 是香港少數的俄羅斯餐廳之一，不但地方裝飾別具一格，在營造氣氛上也花了一番心思。每晚都有俄羅斯人駐場表演歌舞，與眾同樂。為讓客人感受在冰天雪地享用伏特加的滋味，餐廳更特別設計了一個大冰房，內裏設有冰屋酒吧，喝一口濃烈的伏特加，外冷內熱，彷彿置身莫斯科。

品嚐俄羅斯菜由頭盆開始，可先來個什肉拼盤，煙燻的香腸配火腿，

正是佐酒美食。不妨試

試俄羅斯有汽酒

(Beloe Egrestoe Sparkling)，不喝酒的可來杯俄羅斯特飲

Cranberry Juice，非

常開胃。開胃餐當然要

配以前菜，「古法醃喜靈魚

甜菜沙律」就極之開胃，喜靈

魚的醃法還頗特別。凍頭盤以外，也可

點些熱頭盤，「俄式菠菜餃子伴炸蝦」非常吸引，

手造的菠菜餃與中國北方餃子頗相似。「酸忌廉燴鮮

蘑菇」也很開胃，「俄式班戟」亦值得推介，餡料可

選洋葱免治豬肉、菠菜雞肉或煙三文魚。



若有興致，不妨跑進特別設計的玻璃冰房，穿上備用的厚皮草，感

覺有如置身冰天雪地的莫斯科

科，再來一口濃烈的伏特

加，那種突然的外冷內熱感

覺，非常特別。當然，你也可

選擇坐在吧檯前，慢慢品嚐不

同的伏特加，這裏的伏特加選擇

多達幾十種，來自不同地區，包括俄羅斯、

瑞典、比利時、芬蘭、英國等，還有不同果味的伏特

加，如蘋果、桃、檸檬、草莓味等。原來每晚 11 時

後，吧檯的生意特別好，很多人專程前來品嚐各式伏

特加，氣氛異常熱鬧。

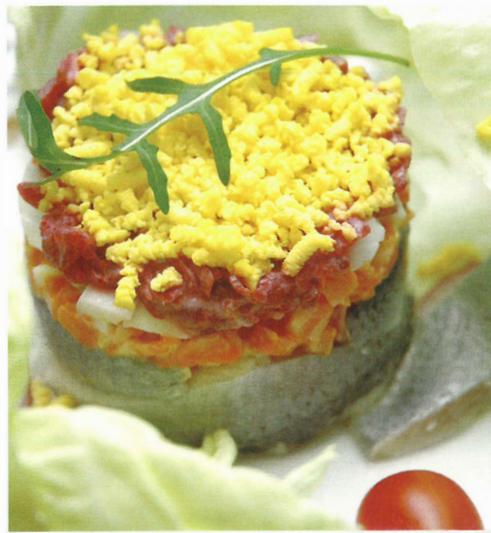
別緻的裝飾、熱鬧的氣氛，加上經改良的俄羅斯菜

式，更能迎合港人口味，連小朋友也會喜歡，收費亦

非常合理，除朋友聚會外，「Balalaika」也是舉行家庭

派對的好地方。雖然未能即時跑往老遠的莫斯科，

也可先來體驗一下俄羅斯風情吧。✿



Piroshki – Stuffed Russian bread rolls

Choose from a variety of fillings – minced pork, mushrooms, cabbage & carrots, salmon & onion, and cinnamon & apple. (\$8 each)

俄式麵包

有 5 種不同選擇：免治豬肉、蘑菇、甘筍椰菜、洋葱三文魚及玉桂蘋果 (\$8/個)

Vareniki

Russian spinach dumplings with deep-fried shrimps. (\$60)

俄式菠菜餃子伴炸蝦 (\$60)

Marinated herring salad

A traditional Russian dish. (\$65)

古法醃喜靈魚甜菜沙律 (\$65)

吃過頭盆及喝過熱湯，就輪到主菜，每款菜的份量不會太大，人多時更可由多點幾款一齊分享。點選主菜時一定要點串燒及熱鍋類，因為兩者皆是俄羅斯菜的特色。串燒的選擇非常多，有海鮮、羊架、脆皮豬手、豬肋骨、香草春雞、檸檬鱈魚，但很多時我都有選「吉魯吉亞式牛柳串燒」。吃串燒時可選不同的醬汁，選擇多達 9 款，不同肉類配不同醬汁，拌以薯菜就更

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Committee Meetings

20 APR

Economic Policy
Committee Meeting

21 APR

Retail and Distribution
Committee Meeting

26 APR

CSI Financial Services
Committee Meeting

26 APR

Legal Committee Meeting

2 MAY

Real Estate & Infrastructure
Committee Meeting

9 MAY

Taxation Committee Meeting

15 MAY

Chairman's Committee Meeting

22 MAY

General Committee Meeting

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Russian Interest Group

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Mr Peter Gordon

戈登先生

Good Citizen Award Fund Update

「好市民獎基金」籌款最新消息

HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

Celebrating Our 145th Anniversary

Donations have been coming in steadily for the Good Citizen Award Fund ever since the fund-raising drive was launched at the end of February. The Hong Kong General Chamber of Commerce would like to sincerely thank all those members who have already generously contributed to the fund, and encourage those who have not yet done so to make a donation by filling out the following cash donation form today.

「好市民獎基金」籌款運動於2月底展開以來，善款數字一直穩步上揚。香港總商會謹此衷心感謝會員的慷慨支持，也鼓勵尚未捐款的會員立即行動，只須填妥以下表格並寄回本會便可。

We gratefully acknowledge the following companies and individuals who have already committed support for the HKGCC 145th Anniversary Dinner, which is fully booked, and the Good Citizen Award Fund:

總商會 145 周年晚宴 (訂座已額滿) 及「好市民獎」得到下列公司和人士熱心支持，特此鳴謝。

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And additional cash donations from other members.

(As of April 3, 2006)

We truly thank you for your support

I / we would like to support the Good Citizen Award Fund with a cash donation of HK\$ _____
(Donation receipt will be issued. Cash donations of HK\$100 or above are tax deductible.)

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Contact Person (Dr / Mr / Ms) _____

Title _____ Tel _____

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Name to be acknowledged (in print) _____

Thanks, we do not need any acknowledgement for our support.

Please send your completed form together with your cheque to:
The Hong Kong General Chamber of Commerce – Ms Joe Cheng, Programs Officer
(Address: 22/F United Centre, 95 Queensway, Hong Kong. Fax: 2527-9843)

Please make your cheque payable to "The Hong Kong General Chamber of Commerce – Good Citizen Award" and mark "GCA" on the back of the cheque.

Enquiries: Ms Joe Cheng (Tel 2823-1255 / Email joe@chamber.org.hk)

Ms Maggie Fung (Tel 2823-1209 / Email maggie@chamber.org.hk)

Events

活動預告

Training

19 APR

Training: Telephone English Training (Cantonese)

20 APR

Training: Practical HR Workshop Series: Module I – Job Analysis & Job Description Design

24 APR – 17 JUL

Training: Mandarin Speaking Group for “EXPATRIATES” (Intensive Course) [Fully Booked]

25 APR

Hong Kong Company Law – Shareholder’s, Director’s – Rights & Duties (Cantonese)

培訓課程: 香港公司法 – 股東與董事的責任和權力 (廣東話)

26 APR

Training: Effective Time Management (Cantonese)

26 APR

Training: How to Avoid Potential Lawsuits in Business Correspondence? (Cantonese)

26 APR

Training: 360° Communication at the Workplace (Cantonese)

培訓課程: 360° 工作溝通 (廣東話)

27 APR

Training: Practical HR Workshop Series: Module II – “Hiring New Staff – Secrets of Successful Interviewing” (Cantonese with English Manual)

4 MAY

Training: Practical HR Workshop Series: Module III – “Employee Motivation” (Cantonese with English Manual)

Roundtable Luncheon

19 APR

Government at Work Series: Roundtable Luncheon on “Avian Flu and Regulation of the Poultry Trade”

20 APR

Government at Work Series: Roundtable Luncheon on “Immigration Policies for Foreign Nationals & Mainland Residents”

28 APR

Vietnam – Latest Developments and Business Opportunities for Hong Kong (Putongua)
越南最新發展情況及越港合作機遇 (普通話)

Business Matching

11 MAY

Meeting with European Trade Commissioners from Belgium, Czech Republic, Denmark, Finland, France, Greece, Poland, Russia, Sweden and Turkey

AGM

25 APR

Annual General Meeting & 145th Anniversary Dinner (in support of the Good Citizen Award Fund)

Networking Functions

27 APR

Chamber Happy Hour

23 MAY

Chamber Member Lunch Chat

Chamber Site-seeing

27 APR

Study Tour to 3D-GOLD

Online Bits

網上新知

www.chamber.org.hk/bulletin

Bird’s-eye View

The latest Hong Kong Guide 2006 Photomap Edition was released last month by the government’s Assistant Director of Lands Man Wing-kan. New features in the guide include bus stop locations and ferry information, photos of declared monuments, a feature article on three heritage trails, and a 3D image of Shouson Hill and Wong Nai Chung that can be viewed with the complimentary pair of 3D-glasses. The new edition comprises 146 pages each of photomaps and large-scale conventional line maps. Readers can have a bird’s-eye view of the landscape from the photomap and then obtain detailed geographic information from the conventional map. *The Bulletin* is impressed by the guide, not because of the photos, but how the satellite was able to photograph Hong Kong on the very rare days that smog didn’t blanket the city.

[More>> at iBulletin](#)

影像地圖 一目了然

新版《香港街》影像地圖版上月公開發售。地政總署助理署長文榮根指出，新版加入了巴士站位置和渡輪服務資料、法定古蹟和文物徑的圖文並茂介紹。冊內還有壽臣山和黃泥涌的立體影像，並隨書附送立體眼鏡書籤，讓讀者細賞。全書 146 頁影像地圖均配以相應的傳統線條地圖，形成一圖一像，互相對照。讀者可從影像地圖細賞地貌，然後在繼頁的傳統地圖上查悉詳細地理資料。本刊對地圖冊留下深刻印象，因為香港近年經常被煙霧籠罩，冊中清晰的衛星照片實在難能可貴。

詳情載於《工商月刊》網頁



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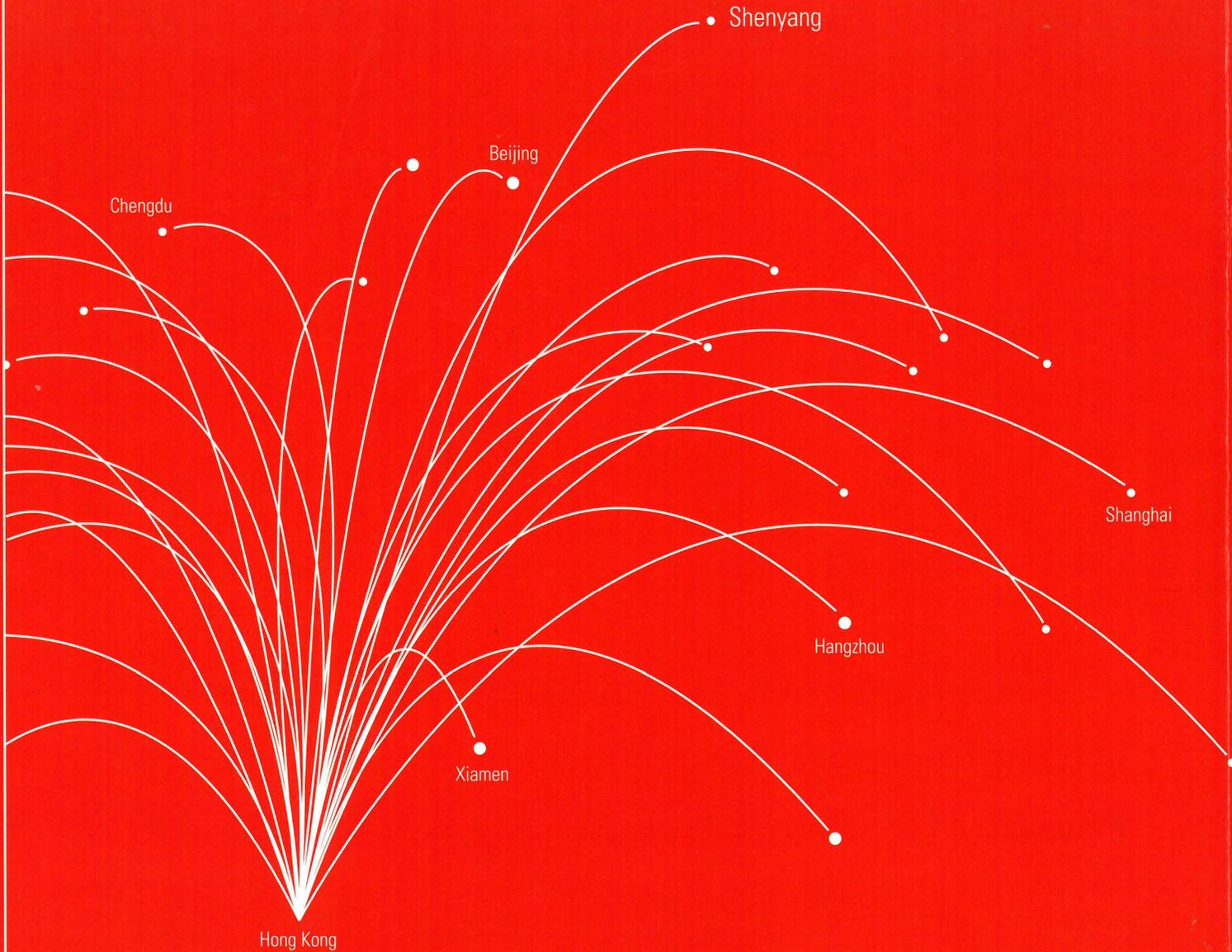
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Hong Kong – Shenyang flight schedule:

Departing from	Schedule	Flight nos.	Departure Time	Arrival Time
Hong Kong	Every Tue, Thu and Sat	KA920*	10:40	15:55
Shenyang	Every Tue, Thu and Sat	KA921*	16:40	21:55

* Flight stops over in Dalian. Flight schedule is subject to change without prior notice.



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