

the Bulletin

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



Chamber Mission to Beijing 香港總商會訪京行



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Voice of Business

商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861.

從 1861 年開始，香港總商會一直代表商界及捍衛它們的利益。

Talking Points

議論縱橫

Members' Standpoint

會員傳聲 | 02

Chairman's Desk

主席之言 | 06

Legco Viewpoint

立法會視窗 | 10

CEO Comments

總裁之見 | 14

Cover Story

封面故事

Chamber Mission to Beijing

香港總商會訪京行 | 18

Economic Insights

經濟透視

Price Fixing, But at What Level?

固定價格，應在什麼水平？ | 24

CEPA Strides Out

CEPA 踏出新的第一步 | 28

Special Reports

專題報導

Thinking Big

廣闊遠大的視野 | 32

Your Business HELPLINE

您的商務支援熱線 | 36

Good Eating

分甘同味

Enjoy Simplicity

清雅美膳 樂在其中 | 74

In Review

活動重溫

Luncheon with the Chief Executive

行政長官午餐會 | 52

Delta Restructuring Brings

HK Challenges

珠三角重整對香港帶來挑戰 | 56

In Search of Lee Kum Kee's Secret

李錦記成功秘訣 | 68

What's Next

未來動向

Events

活動預告 | 80

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Hong Kong General Chamber of Commerce
香港總商會

Members' standpoint 會員傳聲

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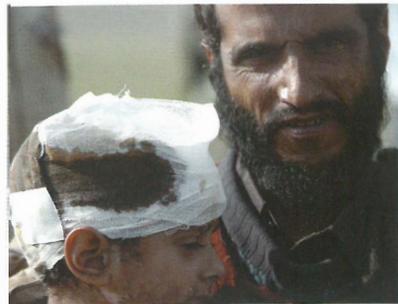
Pakistan Earthquake Relief Donation

The Consulate General of Pakistan, on behalf of the Government and people of Pakistan, gratefully acknowledge your concern about the human suffering in Pakistan and a donation of HK\$100,000.

We respect the spirit, deep affection and support your organization has shown towards the victims of colossal destruction brought by the earthquake of an unprecedented magnitude in that region.

There are over 3 million people under the open sky looking desperately for some shelter, so is the Government of Pakistan looking desperately for aid, especially tentage and cash to provide bare minimum relief to the effectees. Your contribution will go down as a long-remember relief to the effectees.

Tariq Shafi Chak
Consul General
Consulate General of the Islamic Republic of Pakistan
in Hong Kong



巴基斯坦地震賑災

巴基斯坦總領事館謹代表巴基斯坦政府和人民，深切感謝貴會關心巴基斯坦地震災情，並捐出10萬港元善款賑災。

是次地震非常強烈，對巴基斯坦帶來嚴重破壞。貴會發揮樂助精神，主動關心和賑濟區內災民，值得推崇和尊敬。

目前，逾三百萬名痛失家園的巴基斯坦人民殷切獲得棲身之所，巴基斯坦政府亦懇切請求各國援助，災區尤其需要帳篷和資金，為災民提供最基本的物資。貴會的善款善行，災區人民都會銘記在心。

巴基斯坦伊斯蘭共和國駐港總領事館
總領事
Tariq Shafi Chak

工商月刊

the Bulletin

HKGCC: The Voice of Business in Hong Kong 香港總商會：商界之聲

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思緯調查顯示黃頁使用率 激增42%至每日7萬人次



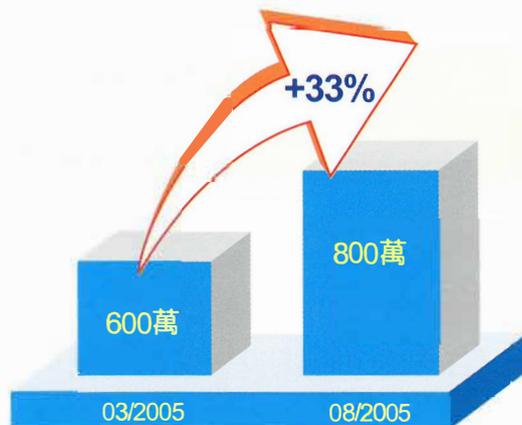
國際市研報告顯示 黃頁使用率大幅上升

國際權威思緯市場資訊有限公司(Synovate Ltd.)報告顯示，黃頁的全年總使用人次大幅增加42%至2,870萬，即每日平均逾7萬人次，而由黃頁促成的總交易額更達278億港元。另一方面，廣告客戶亦願意投放更多廣告費，05年9月平均廣告費比去年上升約10%，再次證明黃頁是聯繫買賣雙方的重要橋樑。在商業的宣傳策略上，要投資有道，爭取最高回報，黃頁獨一無二的目標廣告媒體，當然是您的不二之選。



消費市場

- 全年使用人次激增43%至2,070萬，即平均每日逾50,000人次使用
- 由黃頁促成的全年交易次數達850萬，即全年交易金額達85億元
(以平均最小交易金額\$1,000計算)



商業市場

- 全年使用人次激增33%至800萬，即平均每日逾21,000家公司使用
- 由黃頁促成的全年交易次數達193萬，即全年交易金額達193億元
(以平均最小交易金額\$10,000計算)

全年總交易次數逾1,000萬，全賴近年積極改革成功

1,800行業分類資料最新最全面，全港最強多媒體目標廣告平台

世界天天在轉，香港的生活模式和工商業狀況都變個不停。由以往所謂的72行，今天香港已經有1,800個行業：由一般的開鎖搬運，常用的化工紙類及塑膠產品，最新的私房菜或能源節約工程，以至最冷門的太空科技與異味控制服務等應有盡有，幾乎所有商業及家居的產品與服務，均可在黃頁中找到。

不斷創新，搜尋更快更易

印刷精美的黃頁，不但資料齊全，內容豐富，分類方式更加精益求精，例如近年中文版已加插了「分類隔頁」，分類井井有條，一目了然，用家搜尋資料倍感得心應手。



揚威國際，成為世界黃頁中的名牌

香港黃頁憑著力臻完美的精神，多年來在國際間屢獲殊榮。本年度更連奪三項大獎：



•《黃頁分類2005》二度勇奪國際印刷業大獎「金墨獎」



•《黃頁消費分類2005》榮膺亞洲指南出版商協會的「最佳封面設計大獎」及「最佳廣告設計大獎」



1,500萬元推廣，黃頁百寶箱處處可見

黃頁今年投資超過1,500萬元宣傳及推廣費，於全港各區全天候重點宣傳，積極激發用戶使用量及提升廣告商的投資回報：

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- 全港200個巴士站燈箱廣告



• 人氣熱點銅鑼灣及尖沙咀的「黃頁百寶箱」巨型立體巴士站廣告



• 穿梭港九新界的100個巴士車身廣告

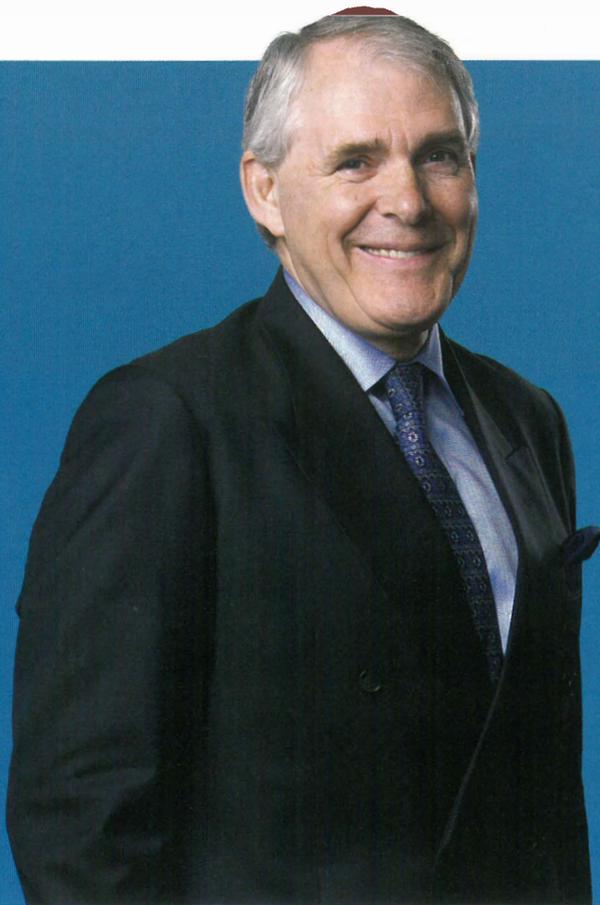


• 各項大型公關推廣活動

黃頁用戶全是準買家

黃頁的全年使用人次屢創高峰，成績有目共睹，而其獨有的全面覆蓋性，其他媒體更加無法比擬。使用黃頁的，都是準買家。如此高成本效率的廣告平台，只此一家。





Chairman's desk 主席之言

David Eldon 艾爾敦

CE's Policy Address – The Right Emphases at the Right Time

Chief Executive Donald Tsang Yam-kuen's first Policy Address touched on most of the key issues your Chamber identified as critical to ensuring Hong Kong's continued success, prosperity and competitiveness.

Overall, the Chamber supports the measures highlighted in the CE's speech. From our perspective, however, and equally as important is the emphasis placed on improving governance and relations with the Legislative Council and communication with the community. We are pleased to note that the Chief Executive recognized this and devoted two-thirds of his Policy Address to these tasks. It has been frustrating in recent years to see good policy choices derailed through poor political strategy and planning, and we look forward to the benefits that should accrue when more attention is paid to proactively getting things done. The expansion of the Executive Council and the Strategic Commission should bring more diverse views into the government and facilitate the eventual passage of needed legislation to maintain our economic competitiveness, although care must be taken to ensure that the larger mechanism does not become unwieldy and therefore less effective.

On the specific issues identified by the CE, many of the proposals mirrored those we advocated in our consultation with government this year. The proposed relaxation of visa restrictions on people wishing to come to

特首施政報告 適時適當

Hong Kong to seek work is the first step toward a more pro-active point-based immigration system. Free “flow” of people, capital, and information constitute Hong Kong’s advantages.

Improving coordination and cooperation with Mainland jurisdictions through expanding the number of SAR Government offices in two more cities will facilitate business and provide additional services for Hong Kong visitors to the Mainland. We would hope that even after these offices are put under the authority of the Constitutional Affairs Bureau they would continue to primarily focus on facilitating trade and furthering economic relations. And, site visits by SAR food hygiene officers to Guangdong production facilities is the sort of approach needed to ensure our health and safety. We hope their reports will be open and informative.

Cross-boundary inspections are an excellent, though sensitive, idea, and one that we would hope might be expanded into other fields. The two that come to mind immediately are factory and power plant emissions research and a much more intensive effort to expand cooperation in the identification and control of infectious diseases.

While we are on the environment, I should add that the CE specifically mentioned your Chamber’s Clean Air Charter as an example of concerted efforts within the community that can provide what he called “substantial impetus to clean air initiatives.” Mr Tsang also directed the government to lead by example through reductions in electricity usage, utilization of ultra-low sulphur diesel and getting government drivers to switch off their engines whenever possible. These are small steps compared to the magnitude of our air pollution problems, but it is vitally important that we in Hong Kong are seen to be doing everything that is within our power to reduce pollution – including those businesses operating elsewhere outside Hong Kong that might not currently meet acceptable standards. We should be setting an example that might persuade our neighbours to pay greater attention to their own emissions.

The progress made in the third round of CEPA discussions includes duty-free status for Hong Kong-made goods adhering to negotiable rules of origin, 23 new measures to open up services sector investment opportunities in the Mainland, and broader access to the SAR for Mainland tourists. We are particularly pleased that the CE highlighted further liberalization of renminbi bank business, even if it currently does not go as far as we would like. The smooth, steady progress toward eliminating barriers to Hong Kong people doing business on the Mainland and solidifying our financial centre role is certainly welcome.

Overall, the business community should be quite satisfied with the direction in which our government is heading and the emphases laid out for the future. As individual initiatives come up for consultation in the next year or so, you can be assured that your Chamber will be studying the details and weighing in with our advice, hopefully seen as continuing to be objective and balanced, especially on issues where we have varying degrees of reservation – such as minimum wage law or competition law. **B**

David Eldon is Chairman of the Hong Kong General Chamber of Commerce.

總商會認為對香港持續成功、繁榮和保持競爭力至關重要的議題，大部份均在行政長官曾蔭權首份施政報告中提及了。

本會整體上支持特首在報告中提及的施政措施，亦認為報告中強調的提升管治、改善與立法會關係以及加強與社區溝通均為要務。我們喜見特首深明此道，而報告內也以三分二之篇幅闡述有關工作。近年，有見一些本來出色的政策決策，被不良的政治謀略及規劃拖垮，令人沮喪。如今當局更專注地主動解決問題，希望能漸見成效。擴大行政會議和策發會將把更多不同意見帶入政府，有助順利通過所需的立法，以維持本港的經濟競爭力。不過，政府必須確保擴大後之架構不會變得冗贅和低效。

在其他議題上，政府提出的多項建議，和本會今年與政府磋商時表達的看法一致。政府考慮對有意來港工作的人才放寬入境規限，朝建立一個更積極進取的計分制入境系統，邁出了第一步。讓人才、資金和資訊自由進出，是香港的優勢。

“ Free ‘flow’ of people, capital, and information constitute Hong Kong’s advantages.

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為加強與內地的協調和合作，於兩個內地城市增設特區政府辦事處，將便利營商，也能為前往內地的香港市民提供更多支援服務。我們希望駐內地各辦事處歸政制事務局管理後，其便利營商和促進經貿關係的首要角色能保持。另外，特區政府將派員視察廣東的供港飼養場，有助保障本港市民的健康和安全，我們更希望有關報告會公開和提供詳盡資料。

跨境檢驗雖然話題敏感，卻是出色的構思，我們還希望將之擴展至其他領域，例如，可應用於研究工廠和發電廠排放，或再下一城，擴大兩地於識別及控制傳染病方面的工作。

提到環境，特首於報告中特別以本會的「清新空氣約章」為例，說明「民間共同努力，可以有力地推動淨化空氣的工作」。曾先生亦指示政府帶頭減少用電，使用超低硫柴油，和指引政府車輛司機盡可能停車時關掉引擎。對於本港的空氣污染問題，以上種種措施可能是杯水車薪，但重要的是看到全港市民都盡己所能，設法減少污染。在香港境外有業務，而環保表現也許尚未達標的商家也應加入此行列，樹立榜樣，影響鄰近地區，使它們也加強注意排放水平。

關於 CEPA 第三階段的磋商，進展包括根據可磋商的原產地規則，給予全部港產貨品零關稅優惠；透過 23 項新措施，開放內地服務領域的投資機會；並增加開放內地市民來港旅遊。我們尤其高興特首在報告中提到擴大人民幣業務，儘管目前之開放程度與業界期望仍有距離，我們歡迎以平穩而漸進的方式，逐一化解港商的內地營商困難，及強化香港的金融中心角色。

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商界應大致滿意政府定下的未來施政路向和重點。有關各項政策的諮詢，會於明年左右展開，屆時本會將深入研究，對各項議題，包括我們有所保留的最低工資或競爭法議題，繼續發表客觀、持平的意見。B

艾爾敦為香港總商會主席。



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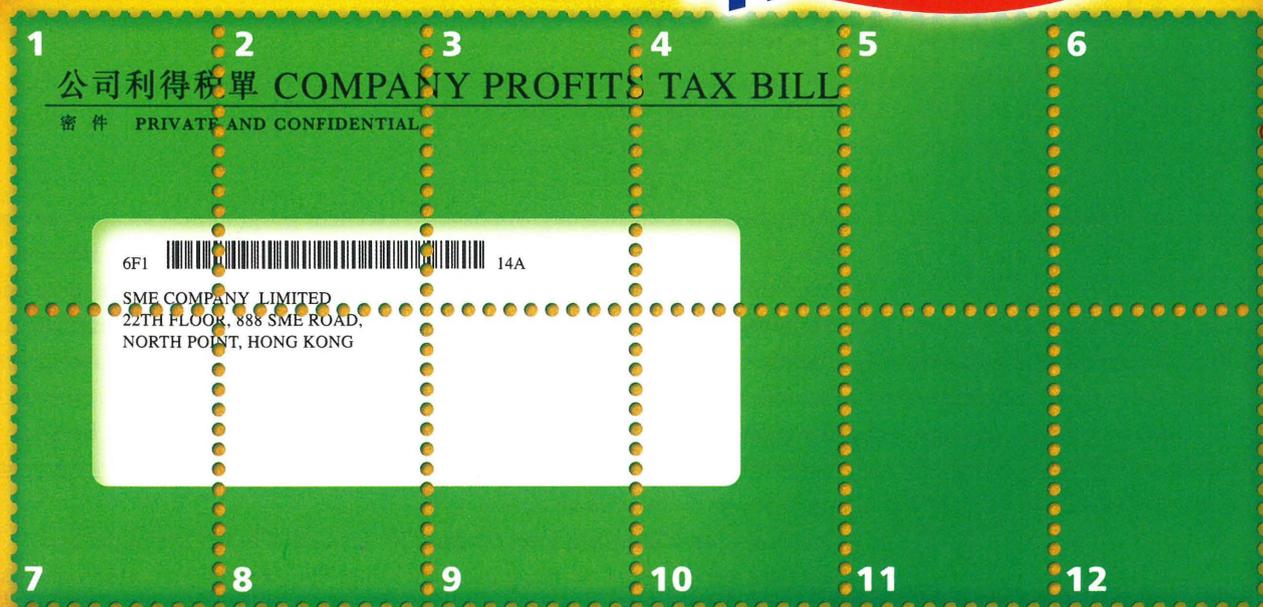
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Legco viewpoint 立法會視窗

Jeffrey Lam 林健鋒

Working Together for a Brighter Hong Kong

Hong Kong is a blessed city. We have an excellent geographical location and are the proverbial East-West melting pot. We have a mature and comprehensive legislative system that facilitates trade and business, and we offer the space and opportunities for talented people from all walks of life to prove themselves. As mentioned in the Chief Executive's Policy Address last month, the government is considering introducing a new admissions scheme to attract more talented people from the Mainland and overseas. I strongly support the idea, because deepening our human resources pool will enhance Hong Kong's development.

I received some inquiries recently from professionals in the Mainland and overseas asking about working in Hong Kong. They are talented professionals looking to further their careers in Hong Kong, and although they are interested in making the move, they say that they need to consider several issues before doing so. Their careful planning is due, in part, to stories of professionals leaving Hong Kong after failing to assimilate into the environment here. Therefore, I believe if talented people who meet specific eligibility criteria will be allowed to stay in Hong Kong for a certain period without securing an offer

共建更美好香港

of employment beforehand, this will be a practical way to attract more talent and capital. During their stay, they can adapt to the way of life and environment here, and then decide whether or not they want to develop their career in Hong Kong.

The inflow of talent from other regions will bring new knowledge, ideas and inspiration, and also create more opportunities and jobs in other sectors. I believe that clean air is a crucial factor influencing people's decision on coming to Hong Kong. When investors decide where to put their money, air quality is always an important factor. Just imagine what a pleasure it would be to live and work in a city with blue sky and white clouds.

The Hong Kong business sector has been championing the clean air drive – an issue that affects everyone. Therefore, the Clean Air Charter recently initiated by HKGCC has won support from Guangdong and Hong Kong governments. I have signed the charter and I encourage you to do likewise. However, the efforts of the business community alone are not enough to solve this issue. I hope that the government will launch other campaigns calling on all Hong Kong residents to unite in working together for cleaner air. For example, to reduce vehicle emissions, drivers are reminded to check their vehicles regularly and switch off their engine while parked. Moreover, the government will also introduce a new measure to control black-smoke emissions by vehicles through remote sensing equipment. I also look forward hearing more suggestions to the government from the public. Such a territory-wide effort will hopefully make our sky clear once again.

Hong Kong's working environment is also known for its hustle and bustle, and those of us who work every day spend about one third of our time in the office. To help ease employees' work-related pressure and emotional tension, many companies have set up a gym, a multi-function staff room with a massage chair, or organize health talks and hobby classes, and provide childcare service for female employees.

In fact, most Hong Kong employers have a strong social conscience and always take employees' wellbeing into account. However, this is by no means a call for legislating a minimum wage and maximum working hours. As we all know, employees are the most valuable asset and an important partner in any company. Productivity will be highest when employees enjoy their work. Moreover, a healthy working environment is also a key part in building of a harmonious society.**B**

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.

香港是一塊福地。香港的地理位置優越，融合著中西文化，亦有完善的司法制度，有利營商環境，是各界精英大展拳腳的好地方。行政長官曾蔭權先生在其剛發表的施政報告中提到，會考慮推出新入境計劃，吸引更多內地和海外人才來港發展，我對此是大力支持的，相信可以把香港的潛力盡展，令香港加倍地靈人傑。

有內地和海外人士向我查詢，關於來港工作的情况。他們有專業知識和才幹，想來港幹一番事業。可是，縱使躍躍欲試，但要考慮的因素十分多，尤其是過去有專才來港後因未能適應而離港，令他們思前想後的時間更長。因此，我相信如果容許符合特定資格的人才，在毋須獲得僱主聘用之下，來港居住一定時間，作為「適應期」，才決定是否來港作長遠發展，會是一個招攬人才和資金的良策。

“

I hope that the government will launch other campaigns calling on all Hong Kong residents to unite in working together for cleaner air.

我希望政府會有新計劃，發動全港市民共同參與，為締造清新空氣環境再下一城。

”

新知識會帶來新思維，所以外地人才來港，可以令各行各業有更多發展空間，創造就業機會。要讓外地人才適應香港的環境，我認為清新空氣是十分重要。空氣質素好與壞，向來是投資者選擇投資地點的主要考慮因素之一。試想像一個藍天白雲的地方，可以令人精神抖擻，做起事來都會特別起勁。

我們商界一直都倡議改善空氣質素，而且是人人有責的。因此早前香港總商會便發起「清新空氣約章」，並得到粵港兩地政府支持。我公司亦已簽署約章，並希望大家一同參與。但單靠商界的工作是不足夠的，我希望政府會有新計劃，發動全港市民共同參與，為締造清新空氣環境再下一城。例如呼籲駕駛者要多檢查汽車引擎狀況，確保不要噴黑煙；停車等候時應該謹記關掉引擎，避免噴出廢氣；盡快落實使用路邊遙測設備和功率機來測試車輛廢氣排放。我亦希望市民可以多提意見給政府，集思廣益，全城參與，眾志成城，大家便能呼吸到清新的空氣。

此外，香港是國際上出名生活節奏急促的城市，上班族每天有大約三分一時間在辦公室。為幫助僱員舒緩沉重的工作壓力，消除情緒問題，愈來愈多公司設立不同的支援服務，好像設立健身室、綜合用途室，提供健身器材、按摩椅，又或者舉辦一些健康講座、興趣班等，及為在職婦女提供托兒服務。

事實上，本港的僱主都是有社會良心的，處處為僱員福祉著想，不是立例強加最低工資、最高工時規定所能達致的。大家都知道，員工是公司最重要的資產、最寶貴的合作夥伴。僱員做得開心，生產效率才會高。而且，別忘記，和諧的辦公環境，是構建和諧社會的重要一環啊！ B

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

Chamber and Social Responsibility

One of the particularly annoying things I read in the Hong Kong newspapers is the caricature of businesses as being “heartless,” or of the Chamber – just because we represent the business community – as “not caring” about the community. These are very inaccurate descriptions since many companies are extremely sensitive about their treatment of employees and their responsibility to society. The Chamber takes positions which it believes maintains economic prosperity, but it believes strongly that this can only be accomplished in a harmonious society. In fact, corporate social responsibility, just like corporate governance, or awareness of good environment practices, is very much a part of many companies’ culture today. Such inaccurate caricatures are usually done in a polarizing manner and illustrate a lack of understanding of the “heart” of an overwhelming majority of the business community.

Therefore, it is particularly heartening to learn that the Chamber has just been nominated by a local award scheme as a “Caring Organisation.” This is a recognition of what the Chamber has done for the community, as well as what it does for its own employees.

總商會與 社會責任

On the former, let me just highlight a few things we have done and are doing for Hong Kong and, in some cases, beyond:

- The Chamber has been the sponsor of the Good Citizen Award since 1973, providing prizes for average citizens who helped the police in crime prevention. This award is given twice each year by the Hong Kong Police, with funding from the Chamber.
- The Chamber, together with the Association of English Medium Secondary Schools, has organized the Business-School Partnership Program for over five years, helping local high school students understand the important use of English in their future careers. Till now, up to 50 of our member companies participate in this program.
- In 2002, the Chamber launched together with five other major local business organizations the “One Company One Job Campaign” to encourage each member company to voluntarily provide at least one 12-month trainee position to a new college graduate or higher diploma recipient. In just a few months, over 2,700 jobs were created.
- During SARS in 2003, the Chamber tirelessly wrote to business contacts, sister associations, and newspapers all over the world explaining the real situation in Hong Kong. We also participated in, and donated to, the “Operation Unite” campaign in Hong Kong to rally Hong Kong people together to fight against this dreaded disease at a time of great difficulty for the city.
- The Chamber donates generously, and we also urge members to do so, for disaster relief. We gave a donation to the flood relief disaster in China a few years ago, and we gave a donation to the Pakistan earthquake victims just a few weeks ago. When the historic tsunami hit Asia last year, the Chamber immediately donated 1 million dollars on behalf of members to the Red Cross and urged our members and staff to also donate to the relief effort.
- Now we are engaged with the Business Coalition on the Environment in the Clean Air Project, which includes urging our members to sign on to a Clean Air Charter, organizing a Clean Air Day on November 20, and coordinating research and information and publicity regarding Clean Air to the business community.

The above are just some of the “corporate social responsibility” actions the Chamber has been doing, and will continue to do and improve on. So yes, we are protecting the interests of our members, but we do so as a caring corporate citizen ourselves. **B**

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

每當我看見香港報章批評商界「沒有良心」或總商會(因本會代表商界)不關心社會，都會特別不開心。因為這些報導不盡不實，本港許多公司都很關心員工待遇，也重視本身的社會責任。總商會支持維持本港經濟繁榮，但我們深信社會和諧，才能經濟興旺。企業的社會責任，就像企業管治或良好的環境管理意識一樣，已融入許多公司的企業文化之中。那些不實的膚淺報導，通常都立場偏頗，也明顯不了解絕大部分商界是如何「有良心」。

因此，當知道總商會剛於本地一項嘉許計劃中，獲提名為「同心展關懷」的機構，我們分外感到欣慰，亦證明本會關懷社會、關懷員工的努力和工作受到認同。

提到關懷社會，讓我簡述本會關心香港社會，甚至其他地區人民的一些例子：

一 自1973年起，本會一直贊助「好市民獎勵計劃」，表揚協助警方打擊罪犯的市民。這獎項由香港警務處主辦，總商會贊助，每年舉辦兩次。

“ The Chamber is protecting the interests of our members, but we do so as a caring corporate citizen ourselves.

總商會致力維護會員權益，
同時也積極履行企業公民的責任，關懷社會。

”

一 總商會與香港英文中學聯合會合辦「職業英語合作計劃」超過5年，旨在提供機會，讓本港中學生瞭解掌握英語對其日後事業發展的重要。迄今參予計劃的會員公司達50間。

一 總商會於2002年與本地五大商會聯手發起「一間公司一份工」計劃，呼籲會員公司義務提供至少一個為期12個月的見習職位，予大專或高級文憑的新畢業學生。這運動成功於當年數月內開創了2,700多個職位。

一 2003年「沙士」爆發期間，總商會透過其連繫網，不斷向世界各地的商界、友好組織和傳媒解釋香港實況。本會也參與和捐款予「心連心•全城抗炎大行動」，與社會共渡時艱，支持全港市民對抗疫症。

一 本會不時慷慨賑濟世界各地發生的不幸災難，也積極呼籲會員捐款賑災。數年前，我們捐款救助中國水災，數週前我們也捐款賑濟巴基斯坦地震的災民。去年發生南亞世紀海嘯災難，本會亦即時代表會員捐出一百萬予紅十字會，並鼓勵會員和職員也慷慨解囊，捐助受災地區。

一 最近，我們與香港商界環保大聯盟一同策動「清新空氣計劃」，包括呼籲會員簽署「清新空氣約章」、舉辦11月20日的「清新空氣日」、統籌研究計劃、編製資料以及進行連串宣傳活動，向商界帶出「清新空氣」的訊息。

上述只是本會履行「企業社會責任」的部分例子，我們會繼續努力，並希望做得更好。本會致力維護會員權益，同時也積極履行企業公民的責任，關懷社會。 **B**

翁以登博士為香港總商會總裁。

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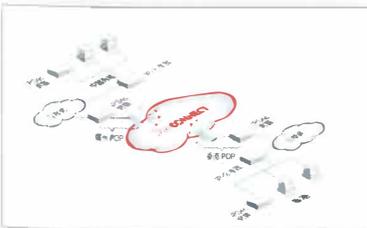


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Members of the Chamber delegation pose for a group photo with Vice Premier Zeng Peiyan (centre).
副總理曾培炎(中)與總商會代表團成員合照。



Chamber Mission to Beijing

The Chamber's recent 40-member high-level business delegation to Beijing discovered that wheels are in motion to ensure the Mainland's economic boom continues unabated

一行40人的總商會高層代表團最近赴北京訪問得知內地已展開工作，以確保經濟高速發展的列車前行不斷。

China's economy has grown by an average of 9.5% a year over the past 20 years and it isn't expected to slow down any time soon. Despite energy supply concerns earlier this year and spiraling real estate prices, China's Vice Premier expects the economy to grow by 9% in 2005.

Zeng Peiyan, Vice Premier of the State Council, told the Chamber's high-level business delegation to the capital at the end of September that tension over the supply of oil, power and coal have eased by some degree, and that spiraling real-estate prices have gradually been reined in.

He also said the government's 11th five-year plan, which comes into effect at the start of next year, will focus on rounded and coordinated development across the whole

country. The plan will focus on science, strengthening creativity and innovation, upgrading human resources, and promoting social harmony.

Mr Zeng told the Chamber's 40-member delegation, led by HKGCC Chairman David Eldon, that he was equally optimistic on the prospects of Hong Kong's economy. CEPA has opened up a wide range of opportunities for businesses, which will be further expanded when CEPA III comes into effect at the start of next year.

Starting in 2006, all Hong Kong made products entering the Mainland will enjoy zero-tariff treatment, Wei Jianguo, Vice Minister of Commerce, told members. Additional liberalization measures to be

香港總商會訪京行



Commercial Bank of China, and that the introduction of strategic investors will help reform the state-owned banks.

Discussions on expanding renminbi services in Hong Kong are ongoing between the People's Bank of China and the Hong Kong Monetary Authority, but she pointed out that as Hong Kong is a completely open market, while China's capital account has yet to be opened, the expansion of renminbi services will not be easy.

included in CEPA III were announced in late October.

FDI into China dipped 1.03% in the first eight months of the year, compared to the same period last year, but Mr Wei said FDI fluctuations over short periods were perfectly normal. He acknowledged that China's neighbours are aggressively trying to attract foreign investors by offering attractive FDI incentives, but he doesn't believe that China has lost its appeal to investors.

Banking reforms

Wu Xiaoling, Deputy Governor of People's Bank of China, told members that the Central Bank has completed its injection of capital into Bank of China, China Construction Bank and Industrial and

When asked if China was considering adjusting its interest rate, Ms Wu said that given the Consumer Price Index's growth in recent months was less than 2% – below the Central Bank's expectations of 4% for this year – the government would maintain its current monetary policy.

Che Yingxin, Assistant Chairman of China Banking Regulatory Commission (CBRC), said the injection of capital into China's big four state-owned banks has brought down the rate of non-performing loans to 5%.

Another issue that is being tackled is that of incidents of bank executives in the Mainland running away with money from their local branches. Mr Che said that CBRC had requested banks strengthen their monitoring procedures, and that the commission had

conducted three extensive inspection exercises and put in place 13 new regulatory measures within the past two years to combat the issue.

Olympic potential

Sports related businesses in the U.S. contribute 2% the United States' GDP, 1.5% in Japan yet only 0.2% in China. As such, Wang Wei, Executive Vice President & Secretary General of Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG), believes the sector has enormous potential for growth in the Mainland, and that the Beijing Olympics will facilitate the development of the sports industry in China.

Construction of 31 competition venues for the Olympics are currently underway in China, and work on an additional 11 venues will also begin soon. Mr Wang said BOCOG has to ensure that competition venues can be transformed into useful facilities after the Olympics, such as university stadiums, community sports and entertainment facilities.

During their stay in Beijing, the delegation experienced serious traffic jams in the capital, which could disrupt the smooth running of the Olympics. On asking Mr Wang about gridlock, he said efforts are being made to improve the flow of traffic in Beijing, and that

traffic control measures will be implemented during the Olympic period.

Traffic bottlenecks at border crossings into Hong Kong are also expected to ease with the opening of the Western Corridor soon, Chen Zuoer, Deputy Director of Hong Kong Macao Office of the State Council of the PRC, told members during their meeting. Regarding the Hong Kong/Macau/Zhuhai Bridge, he said the landing points had been decided, but that details on environmental issues and border crossings still needed to be worked out.

The Deputy Director said that cooperation between HKSAR and China is improving, and cited the rapid response of governments in both areas to the recent food scares. The Ministry of Agriculture and customs departments have strict measures in place to ensure the quality of produce exported to Hong Kong, he added.

Huang Jiefu, Vice Minister of Ministry of Health, said his ministry has also set up communication mechanisms between Hong Kong and the Mainland to deal with any breakout of infectious diseases. He said there was no need to be overly concerned at the moment about infectious diseases like bird flu, as no human-to-human transmission case has been reported so far. **B**



HKGCC Chairman David Eldon meets with Zeng Peiyan, Vice Premier of the State Council. 香港總商會主席艾爾敦與國務院副總理曾培炎會面。

Join the Clean Air Day



Clean air is a vital asset for any international city. However, Hong Kong's deteriorating air quality has led to great concern among the public. We will therefore launch the **Clean Air Charter** and the **Care-for-Air Guideline** on November 20. Let's protect the air we share by participating in the Clean Air Day!

- Date** : November 20 (Sunday), 2 pm to 5 pm
- Venue** : Lower Piazza, Hong Kong Science Museum
2 Science Museum Road, Tsim Sha Tsui East
- Program** : 2:00 Exhibition / Funky Dance
2:30 Performance by the Hong Kong Children's Choir
Clean Air Day Launching Ceremony
Guest of Honour: Dr Sarah Liao, Secretary for the Environment, Transport and Works
3:00 Children Drama / Game Booths

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Services Department

過去 20 年，中國經濟每年平均增長 9.5%，預料短期內都不會放緩。儘管今年初內地面臨能源供應短缺問題，房地產價格亦不斷攀升，中國副總理仍預期中國今年經濟增長將達 9%。

香港總商會主席艾爾敦於 9 月底率領一行 40 人的總商會高層訪問團赴北京。國務院副總理曾培炎接見團員時表示，油電煤運的緊張情況有所緩解，對房價的控制也逐步見效。

曾總理並說，政府的第 11 個 5 年計劃將於明年初實行，要求科學及全面協調地發展，增強自主創新能力，加大人力資源的投入，及推進社會的和諧。

他對香港經濟前景同樣樂觀，他表示 CEPA 為港商帶來各種各樣機會，當 CEPA 第 3 階段於明年初實施，機遇將更多。

商務部副部長魏建國對團員表示，從 2006 年起，內地將對所有產於香港的產品實行零關稅，相信 10 月底就會公佈納入 CEPA 第 3 階段的更多開放措施。

今年首 8 個月中中國的外商直接投資 (FDI) 較去年同期下降 1.03%，但魏部長表示短時間內 FDI 數目的上落絕對正常。他承認，周邊國家正採取十分進取的招商政策來吸引外資，但相信中國對外資的吸引力仍然存在。

銀行業改革

人民銀行副行長吳曉靈告訴團員，央行已對中國銀行、中國建設銀行及中國工商銀行完成注資，引入戰略投資者，將國有銀行進行改造。

人民銀行與香港金融管理局正在商討擴展香港人民幣業務的範圍，但吳行長指出，香港是一個完全開放的市場，而中國的資本帳還未開放，因此擴展人民幣業務並不簡易。

當會員問到中國是否正考慮調整利率，吳行長說，由於今年央行預計的消費物價指數升幅為 4%，但



近幾個月指數升幅都不超過 2%，因此政府將繼續保持目前的貨幣政策。

銀監會主席助理車迎新表示，通過對四大國有銀行注資，令這些銀行的不良貸款率下降到 5%。

關於內地不時發生銀行職員卷款外逃的事件，車氏指當局正著手處理。他說銀監會已要求銀行加強監管，在 2 年內銀監會就此進行了 3 次大規模的檢查，提出了 13 個方面的監管措施。

奧運潛力

運動行業佔國家生產總值的比率，美國為 2%，日本為 1.5%，而中國僅為 0.2%。因此，奧組委執行副主席兼秘書長王偉相信中國的運動行業有很大潛力，北京奧運會將為中國運動行業的發展留下寶貴的遺產。

31 個比賽場地的建設正在進行，還即將增加 11 個新的比賽場地。王氏表示，奧組委要確保這些比賽場地在奧運會結束之後可以轉作其他用途，如大學的體育館，社區的康體設施等。

在代表團訪問北京期間，北京的交通阻塞十分嚴重，故擔心北京的交通情況會影響奧運會的順利進行。王氏表示北京正積極改善路面情況，在奧運會期間會實行交通管制。

國務院港澳辦常務副主任陳佐洱與會員見面時表示，西部通道即將通車，料有助緩解香港口岸的擠迫情況。關於港珠澳大橋的進展，他表示落腳點已定，但還有很多細節諸如環保、口岸檢驗等需要商定。

陳主任認為兩地的合作愈來愈好，例如近期的食品問題，兩地政府就迅速作出回應。農業部、海關等亦都制定了嚴格措施，以保證輸港產品的質量。

中國衛生部副部長黃潔夫表示，內地與香港亦已建立疾病通報機制，以應付傳染疾病爆發。他說大家不需要對禽流感等傳染疾病過於擔心，中國還未見出現人傳人個案。B



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Price Fixing, But at What Level?

固定價格，應在什麼水平？

By David O'Rear

歐大衛



If something unfortunate appears to be unavoidable, at least try to minimize the damage

如不幸的事看來無法避免，那至少，盡量把其害處減至最少。

We've recently been hearing more about two issues that may seem unrelated, but are in fact different sides of the same coin: competition law and minimum wage. A competition law is aimed at preventing price fixing and other forms of collusion, whereas a minimum wage is a fixed price.

I won't go into the enormous care with which the government is examining competition laws in other countries, or the promises to ensure that the results do not comprise interference in market forces or cause excessive litigation. One may wonder why such caution is not present in the discussion of fixing wages, but that is a topic for another day. Today, the issue is price fixing.

From an economic perspective, price fixing is a perversion, a denial of market forces, a refusal to allow price information to determine levels of supply and demand. Where prices are fixed, they are almost by definition the wrong prices. After all, what bureaucrat, legislator or (gasp!) economist can define the right price better than a market? Add in the fact that fixed prices are sticky ones – they don't get changed every day, or even every month – and over a very short amount of time those fixed prices will become further and further divorced from reality.

You may gather by now that I'm no fan of price fixing, but I do have a basic principle that if something unfortunate appears to be unavoidable,

KRT - KIRK LYTLE

Hong Kong, the comparison isn't too far off. There are enough countries in the sample size that any anomalies should get ironed out, and few people would argue that we should set a minimum wage based on pay in Shenzhen or Guangzhou.

OECD standards

My survey of 15 wealthy countries reveals a very wide range of numbers, from small economies and populations to large and from modest to high GDP per capita figures. Run the numbers through the statistical blender and we find that the average minimum wage is 20-25% of GDP per capita. The three graphs show the numbers.

Why compare minimum wage rates to GDP per capita? First, because both reflect local markets. Second, because both figures are in local currency terms, there are no distortions from misaligned exchange rates. In the graphs, I've used U.S. dollars because the comparison is across country lines, but the percentage figure, which is the crux of the argument, is not dependent on exchange rates. Finally, one may logically expect that the wealthier an economy is, the higher its minimum wage.

Certainly, there are some oddities such as the 50% to 65% of GDP per capita one finds in Australia, New Zealand and the U.K., but those are balanced by the very low (single digit) rates in Belgium, Greece, Portugal, The Netherlands and Luxembourg. Note that half of the countries have low figures and half high figures. On a simple average basis the ratio is 23.7%, and on a weighted average (taking into account large economies or populations) it is 20.9%.

On that basis, which is to say taking the assumption that the relationship between a minimum wage and GDP per capita should be broadly consistent, what should Hong Kong's minimum wage – if any – be?

Advocates of a minimum wage won't like the answer, as it is little more than half the \$4,500 to \$5,500 being bandied about without justification. For Hong Kong, 20.9% of GDP per capita is \$3,265 and 23.7% is \$3,705. Which, as it happens, is pretty close to the rates paid to foreign domestic helpers. In other words, Hong Kong's wage system isn't broke. **B**

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at least try to minimize the damage. I say unfortunate because the act of defining a minimum wage rate is no different than defining which segments of society are legally allowed to work, and which are not. After all, if a worker is currently unable to provide sufficient value to his or her employer to justify a higher income, legislating an income level will do nothing to change the value proposition. More likely, it will change the employee's job prospects, for the worse.

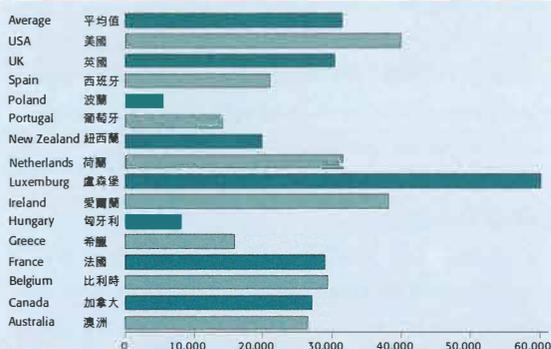
Don't fix what isn't broke

So, what would be an appropriate minimum wage? Economists argue that there isn't any, but if you must have one it should be the rate at which demand clears out supply. In labour, clearing the market can be measured by the unemployment rate. If unemployment drops too far, wages start to rise. The latest figure for Hong Kong was 5.5%, and given the very fast increase in our labour force, the "price" of labour is about right.

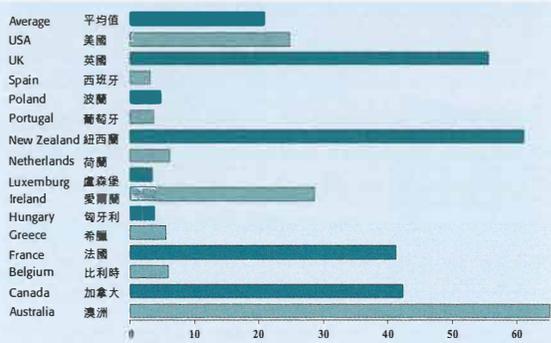
I recently heard it argued that Hong Kong already has a minimum wage, and that it is the one paid through Comprehensive Social Security Assistance (CSSA). If the job one is offered pays less than CSSA, the job won't be filled. CSSA for a family of four is about \$9,800 a month, or \$4,900 per adult, or \$25 an hour.

How does that rate, or the \$5,500 figure that is most commonly mentioned in newspaper articles, compare with minimum wages rates elsewhere in the world? The data I've been able to collect is largely for OECD economies, but since those tend to be around the same level of income per person as

GDP per Capita in 15 Economies (US\$/yr) 15個經濟體的人均本地生產總值比較 (美元/每年)



Minimum Wage / GDP per Capita (%) 最低工資 / 人均本地生產總值 (%)



最近，人們多了談論兩個看似互不相干的話題——競爭法和最低工資，其實兩者正是一個硬幣的兩面。競爭法旨在避免價格固定和其他形式的勾結，最低工資則是一種價格固定。

我不擬在此深入探討政府正在研究的外國競爭法例，或者確保不干預市場力量或引起大量訴訟的承諾。不過，坊間關於固定工資的討論，卻並沒有考慮這些因素，倒令人感到奇怪。然而，這些是題外話，今次要談的是固定價格。

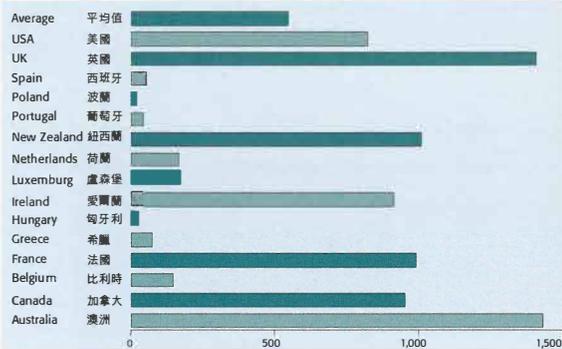
從經濟角度看，固定價格扭曲和否定市場力量，不讓價格反映市場供求。每當固定價格，幾乎都會定錯。始終，無論是官員、立法議員或經濟師，有誰比市場更能準確定價？再者，價格固定後不會每日、每月更改，因此，固定的價格很快便會脫離現實。

你可能会以為我反對固定價格，但我的基本原則是，如不幸的事看來無法避免，那至少，盡量把其害處減至最少。我說不幸，是因為規定最低工資，等於限定了社會上哪些人才可以合法工作。一名工人，按其目前工作能力，未能說服僱主付更高工資，那立法規定入息水平也無法改變這事實，甚至，有可能令他的工作前景更壞。

不要自找麻煩

那麼，合適的最低工資應是多少？經濟師們認為不應訂立最低工資，若硬要定一個，那價格須確保人力市場上供求平衡。失業率是人力市場的溫度計，如失業率跌得多，工資便開始上升。香港的最新失業率是5.5%，鑑於本地勞工人口增長得很快，目前人工「價格」大概處於正常水平。

Minimum Wage in 15 Economies (US\$/mo) 15個經濟體的最低工資比較(美元/每月)



我最近聽到，有人認為香港已經有一個最低工資，那便是綜合社會保障援助（綜援）金額。若某職位的工資低於綜援，就不會有人做。4人家庭的綜援金額約為每月9,800元，成人則每月4,900元，或每小時25元。

綜援金額或報章常提及的5,500元，與全球其他地區的最低工資比較，情況會怎樣？我收集到的數據大多來自經濟合作發展組織成員國，那些地區的個人入息與香港相若，比較起來相差不太遠，由於調查中國家的數目多，也減少了異常現象。此外，沒有多少人會認為，我們應按深圳或廣州工資標準來釐定本港最低工資。

經合組織的標準

調查中的15個富裕國家有大有小，各國人口和人均本地生產總值等數據都不同。經過一輪統計，得出平均最低工資為人均本地生產總值的20-25%，文中3個圖顯示了有關數字。

為何把最低工資與人均本地生產總值拉上關係？第一，兩者皆能反映當地市場；第二，因為兩者皆按當地貨幣計算，不會被匯率差異而扭曲。由於涉及多個國家，故圖中統一以美元為單位，但那關鍵之比率，卻並非按匯率計算出來的。理論上，愈富裕的經濟體，其最低工資愈高。

當然，當中有較極端的例子，如澳洲、紐西蘭和英國的最低工資佔人均本地生產總值50%至65%，但它們亦被比利時、希臘、葡萄牙、荷蘭和盧森堡的極低單位數比率所拉平。留意高比率和低比率的國家各佔一半，簡單的平均比率為23.7%，加權平均（計入經濟體或人口大小）比率則為20.9%。

按上述基準，即假設最低工資與人均本地生產總值基本上有關係，香港如果有最低工資，應該是多少？

力倡實行最低工資者不會喜歡這個答案：按本地生產總值的20.9%計算，香港的最低工資會是3,265元，若按23.7%計算，則為3,705元——即只及現時坊間議論紛紛但欠缺理據支持的4,500至5,500元的一半多一點，也湊巧與外籍家庭傭工的薪金很接近。換言之，香港現時的工資並不算壞。B



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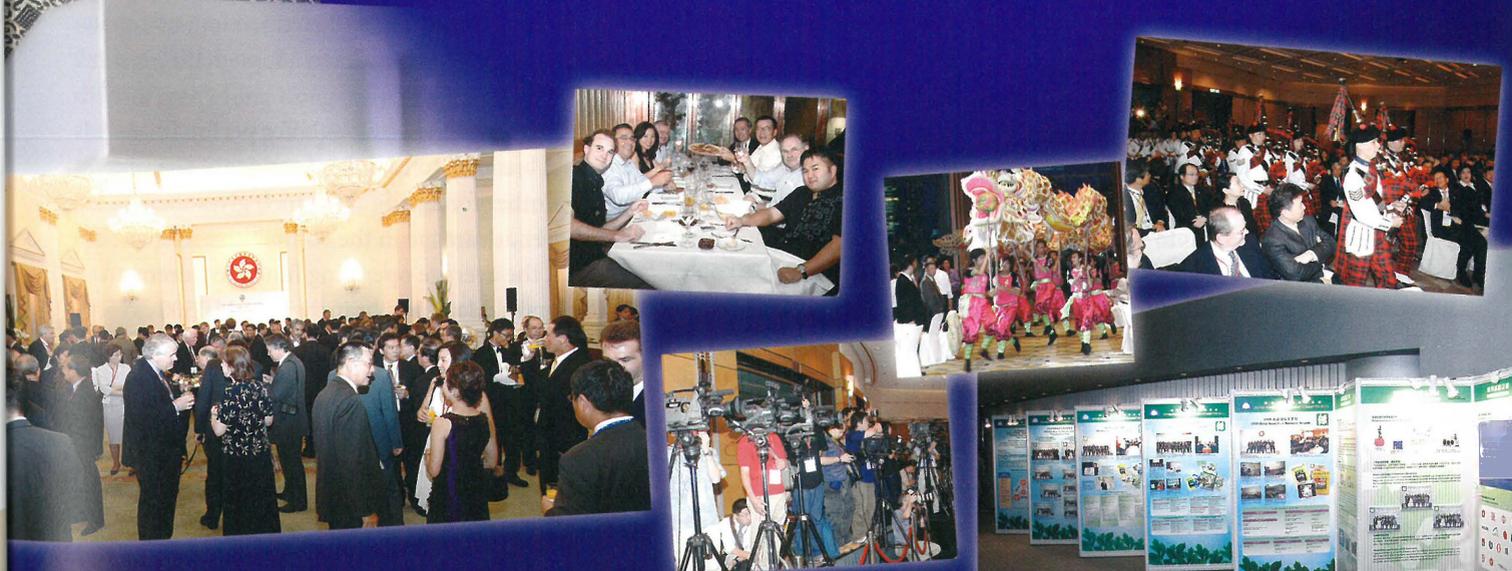
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Financial Secretary Henry Tang (left) and Vice Minister of Commerce Liao Xiaoqi sign the legal text of CEPA III on October 18. The Hong Kong Special Administrative Region Government and the Central People's Government reached an agreement on the liberalisation measures under the third phase of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA III).

香港特別行政區政府與中央人民政府在10月18日就《內地與香港關於建立更緊密經貿關係的安排》(CEPA第三階段)的開放措施達成協議。同日，財政司司長唐英年(左)與國家商務部副部長廖曉琪簽署CEPA第三階段的法律文本。



CEPA Strides Out

By Ruby Zhu 朱丹

The signing of CEPA III on October 18 widened the contents of the Closer Economic Partnership Arrangement, as many in the business community had expected. We believe that CEPA III, which provides further progress in liberalizing the Mainland market over CEPA II, will be welcomed by businesses.

Trade in Goods

Under the new arrangement, all Hong Kong products exported to the Mainland will enjoy tariff free treatment upon meeting CEPA rules of origin (ROO). The Mainland and Hong Kong governments will hold ROO discussions twice a year, which will provide further flexibility to manufacturers. Watches under Hong Kong brand names are no longer subject to the value-added requirement as long as they are assembled and tested in Hong Kong. This will encourage Hong Kong companies to switch their mode of production from OEM and ODM to OBM. Developing their own brands will also increase their competitiveness.

Trade in Services

As a service economy, trade in services has been our main concern. Under CEPA III, 23 liberalization measures in 10 service areas have been introduced to further open the Mainland market to Hong Kong companies. We are also delighted to see that the Chamber's recommendations on the liberalization of banking, construction and engineering sectors in its CEPA III wish list have been adopted.

Hong Kong banks will start to offer personal renminbi business to Mainland residents one year ahead of other foreign banks, which gives them a first-mover advantage in the competitive market. In addition, the average operating funds requirement for the banks' Mainland branches is RMB500 million, while the requirement for operating fund of individual branches is not less than RMB300 million. This will offer greater flexibility to banks' capital flow. Earlier, some banks re-registered in Hong Kong in order to make use of CEPA. Now it seems they made a wise move.

CEPA 踏出新的第一步



For Hong Kong enterprises providing construction, engineering and planning services in the Mainland, the performance of enterprises in Hong Kong is taken into account in assessing the qualification of the enterprises in the Mainland. As such, it will be easier for Hong Kong enterprises to obtain the A-grade qualification, helping them win contracts for higher-level projects.

Breakthroughs have been achieved in legal services sector too. In the past, Hong Kong lawyers who wanted to practise in the Mainland were prohibited from simultaneously practising in Hong Kong. This discouraged Hong Kong lawyers from practising in the Mainland even if they had secured the relevant qualification. Now, it is believed that many lawyers are allowed to practise in both areas, which will speed up the development of their Mainland business.

The business scope of individually owned stores has been expanded from retailing under CEPA I to food and beverage services, hair dressing services and beauty salon services under CEPA II. Most recently, it has been further expanded to import and export of goods and technologies, photography and photographic processing services, and repair and

maintenance of motor vehicles and motorcycles under CEPA III. Besides providing opportunities for Hong Kong residents to start their own business in the Mainland, this allows enterprises, who do not wish to invest too much, to reduce their risk by starting up as an individually owned store.

Yet to reap more fruits

Undoubtedly, businesses welcome the progress made in liberalizing various sectors under CEPA, but from the number of Hong Kong companies applying for Hong Kong Service Supplier Certificates (HKSS), which is about 1,000, it seems that the liberalization of trade in services under CEPA has not produced the desired results. This is partly because most large companies had already entered the Mainland before the signing of CEPA, and CEPA mainly provides opportunities for small and middle-sized enterprises (SMEs) to access the Mainland market. Since the risk that SMEs can bear is limited and not all of them are able to expand into the Mainland market, the number of HKSS applications is growing slowly.

Another reason is that local governments, particularly administrations in secondary cities, do not provide as much support for service suppliers as those provided for the manufacturers. Usually, manufacturers in industrial zones can enjoy comprehensive support and facilities, and applications are centrally administered. Application procedures for service suppliers on the other hand are relatively complicated and involve different departments. This creates difficulties for SMEs and discourages them from developing business in the Mainland.

It is disappointing that few additions were added to the area of trade and investment facilitation under CEPA III. If trade and investment in the Mainland could be further facilitated, this would encourage more Hong Kong enterprises to take advantage of CEPA. China's investment environment will take time to change, but the process could be expedited if further progress can be made in trade and investment facilitation in the next phase of CEPA. **B**

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Financial Secretary Henry Tang and Vice Minister of Commerce Liao Xiaoqi shake hands after the signing ceremony of CEPA III.
財政司司長唐英年與國家商務部副部長廖曉淇於 CEPA 第三階段簽署儀式後握手。



正如商界一直期待那樣，CEPA 又增添了新內容，CEPA 第三階段協議於 10 月 18 日簽署。我們認為，第三階段的內容比第二階段在開放內地市場方面有更實質的進展，更受業界的歡迎。

貨物貿易

在新的安排下，香港產品如果希望出口內地，都將獲得零關稅的待遇，只是需要申請該產品的原產地規則。兩地政府每年分兩次討論有關產品的原產地規則，增加了生產商的彈性。對於有香港品牌的鐘錶，不再有從價百分比的要求，在香港裝嵌，檢測即可，這將鼓勵港商的生產方式由原設備製造 (OEM)、原設計製造 (ODM) 轉向原品牌製造 (OBM)，自創品牌，提升港商的競爭力。

服務貿易

香港作為一個服務型經濟，服務貿易一向是我們關注的重點。CEPA 第三階段在 10 個行業新增了 23 個措施對港商進一步開放內地市場。我們很高興看到，總商會在 CEPA 第三階段的願望清單裡關於銀行，建築工程等行業的開放措施建議都被採納。

香港的銀行將比其他外資銀行提早一年開始內地居民的個人人民幣業務，這讓港資銀行在競爭激烈的銀行服務中早著先機。而且，銀行的多間分行營運資金只要平均為 5 億人民幣，單家分行的資金不低於 3 億人民幣即可，為銀行的資金流動增加了彈性。早前有銀行為了利用 CEPA，重新在港註冊，現在看來，的確是明智之舉。

對在內地提供建築工程及規劃服務的香港企業，他們在香港的業績可作為在內地申請企業資質的依據，這樣，香港的企業將更容易獲得甲級資質，承接更多高標準的項目。

法律服務也有新的突破。以前要求北上執業的律師必須放棄在香港的律師執照，令即使考取了內地律師資格的香港律師

也不敢貿然北上，現在相信許多律師都可兩邊來回提供服務，加速拓展內地業務。

個體工商戶的業務範圍，由 CEPA 第一階段的零售擴展到第二階段的餐飲、美髮美容等生活服務行業，繼而進展到第三階段的貨物、技術進出口，攝影擴印，機動車輛的維修與保養。這除了為港人在內地創業提供機會，也讓不打算一次做過多投資的企業，以個體工商戶的方式逐步展開業務，減低風險。

CEPA 成效待彰顯

無疑 CEPA 的開放措施每年都有新的進展，倍受業界歡迎。但從申請香港服務提供者證明書 (HKSS) 的香港公司數目來看 (約 1,000 間)，CEPA 的服務貿易開放似乎仍未達到它應有的效果。這部分因為大的公司在 CEPA 簽署前多已進入內地，而 CEPA 主要為中小企業進入內地市場提供機會。中小企業可承擔的風險有限，並非全部都有能力開拓內地市場，因此我們看到申請 HKSS 的公司數量在慢慢上升。

另一方面就是地方政府，特別是二線城市為服務企業提供的配套服務遠不如為製造業提供的服務那麼有效率。通常製造商落戶在工業園區，所有配套設施都很周全並且集中管理，但服務業的申請手續相對麻煩，而且分散在不同部門，給中小企業增添困難，也減少了他們北上的動機。

較遺憾的是投資貿易便利化的部分，今次沒有增加太多的內容。如果內地的投資貿易更為便利化，相信將吸引更多香港企業利用 CEPA 的優勢。但整個內地投資環境的轉變是逐步的，如果 CEPA 下一階段在投資貿易便利化方面有更多進展的話，勢必進一步推動這種轉變。B

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Hong Kong enterprises need to change, vitalize and grow to seize growth opportunities in the Mainland
By Timothy Cheung

香港企業必須「創新、飛躍、登峰」，把握機遇與中國共成長 張烈生

Hong Kong enterprises are increasingly seeing China as their major source of growth. CEPA has helped many of them expand to capture China's demand. However, they are finding it challenging to replicate their Hong Kong success because of China's unique environment and the scale of the business opportunity. Many of the issues are expected to persist unless Hong Kong enterprises make radical changes or seek assistance to address these concerns.

It is clear from our work with clients that while China represents a huge growth opportunity, companies will not succeed if they simply seek to transplant their existing strategies and business models into this high growth environment.

This view is reconfirmed by the research findings from the "Hong Kong Enterprises – Grow with and into China" study, independently conducted and managed by the Assessment & Training Centre of The Chinese University of Hong Kong (CUHK). It is one of the first publicly-released research studies of such a scale and nature prior to CEPA III which is slated for implementation in early 2006.

The study was conducted from March to July this year in two phases – focus groups and quantitative survey – among local enterprises to understand their top market concerns, business issues and opportunities. Of the 525 enterprises which participated in the study, all have between 50-999 employees and the majority already have a presence in China or have plans to enter the market in the next few years.

The study shows that Hong Kong enterprises are bullish about the growth opportunities in China. Regardless of whether those surveyed had a presence in China or not, business expansion opportunities and China's market size are the top two attractions.

Thinking Big 廣闊遠大的視野

Some 62% of the companies surveyed have already set up operations in China and over 80% plan to increase their investment in China significantly over the next two years. However, among those with operations in China, many have not fully captured the business opportunities and potential benefits of operating there.

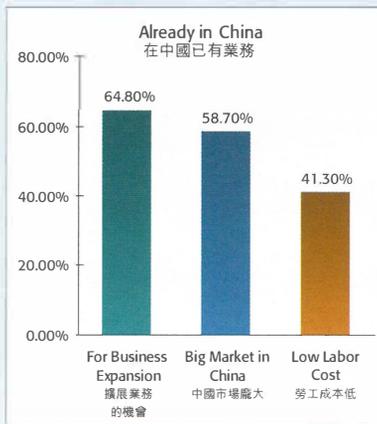
A number of internal and external issues are preventing these companies from replicating their Hong Kong success in China. Enterprises planning to set up operations in China in the near or medium term share similar concerns as their counterparts who have already established operations in China. These issues include: business environment, operation, and management.

For example, about 54% of companies already in China find that most competition is coming from local companies, while around 53% of companies planning to enter China find it most difficult to deal with the government. Companies already in China need more reliable business information and intelligence (35%), while those planning to enter China are looking for better operational control (50%). Over 46% of companies operating in China cite different management culture as a critical cross-border management challenge.

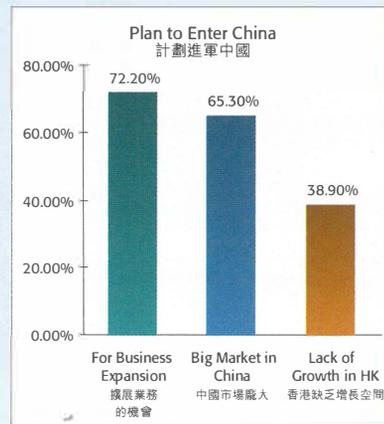
Furthermore, Hong Kong's competitive advantages, such as better market access to China, will gradually diminish as China continues to open up to other countries. The market is open to major disruption through innovation. Foreign enterprises and local Chinese firms, such as Lianhua Supermarket Holdings, Haier Mobile, Sinotrans Limited and Kingdee, are all well known for their quick and bold approach leveraging technology and new innovations for business advantage.

Business expansion and China's market size are top 2 attractions 兩大吸引力：擴展業務的機會及中國市場龐大

Top 3 Attractions for Entering into China
吸引企業進軍中國的3大因素



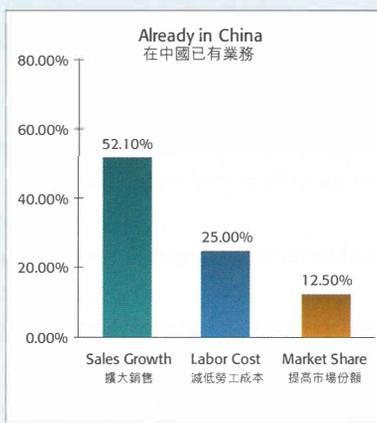
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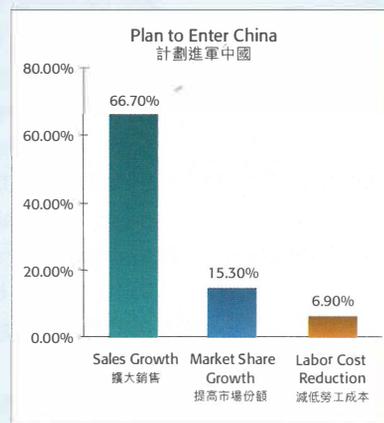
N = 80 (受訪企業數目)

No. 1 Business Goal: Sales Growth, Sales Growth, Sales Growth 首要業務目標：擴大銷售

Top 3 Business Goals
3大業務目標



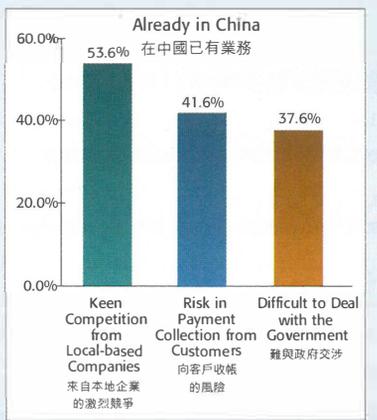
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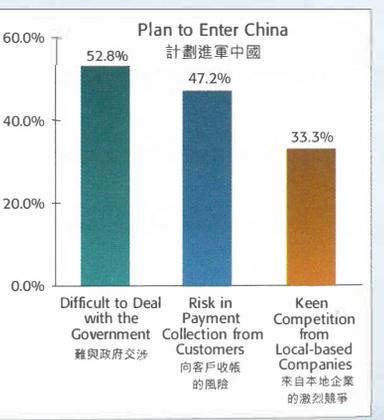
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Top 3 market concerns: Payments collection, growing local competition, and better linkage to China Government 市場方面的3大關注：收帳、本地競爭加劇、與中國政府改善關係

Environmental Considerations
環境方面的考慮



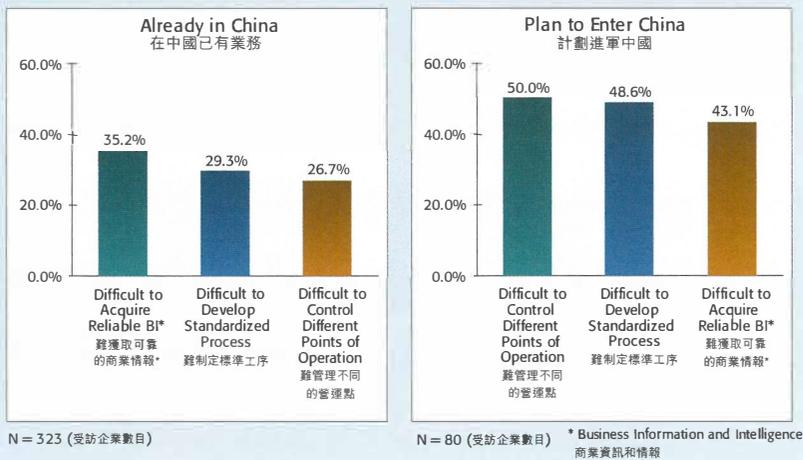
N = 323 (受訪企業數目)



N = 80 (受訪企業數目)

Top 3 Operations focus : business intelligence, standardized process, and operational control 營運方面的3大關注：商業情報、標準工序及營運管理

Operational Considerations 營運方面的考慮



So how should Hong Kong enterprises pursue their expansion plans with and into China?

Gone are the days when doing business in China means “guanxi.” Hong Kong enterprises now need to rely on sound planning and excellent execution. In particular, we believe that enterprises operating and planning to set up operations in China need to critically review the industry and market environment, understand possible scenarios in their industry, and then identify their competitive positioning and the expansion path most appropriate to them. They need to tackle management and control issues by ensuring a more easily manageable, resilient and transparent operational environment.

Organizations will achieve this transparent operational environment by establishing: standardized business processes; common and objective performance management metrics; transparent reporting and review systems; and effective use of technology to provide the business infrastructure required to manage speedy growth.

In particular, people and skills are key issues for companies expanding into China. Hong Kong enterprises should examine the value proposition of their targeted potential employees and develop explicit policies, processes and systems to invest in high performers. Companies need to implement an appropriate human capital development program to build up technical, management and leadership skills, as well as to nurture the organization’s culture and value system.

香港企業愈來愈重視中國市場帶來的發展空間。「更緊密經貿關係安排」(CEPA) 的設立，的確有助很多香港企業進入中國市場，但內地自有其獨特的營商環境，加上市場規模之巨遠超於港商的認知，曾在香港成功的業務模式，並不能整套搬到內地去。除非香港企業進行大刀闊斧的改革或尋求適切的協助，否則在可見未來，這些因素仍將是香港企業的首要關注議題。

我們與客戶的合作經驗清楚說明，儘管中國擁有龐大的業務擴展機會，企業若只將現有策略及業務模式直接套用於中國這片高增長之地，是很難成功的。

這些觀點和香港中文大學的「香港企業——與中國共成長」研究結果不謀而合。研究計劃由香港中文大學(中大)評估及培訓中心獨立進行及管理，是2006年初公佈的CEPA第三階段前，首個在香港公開發表的同類大型研究項目。

該研究項目在今年3月至7月分兩期進行。研究採取專題座談小組與問卷調查兩種方法，旨在瞭解本地企業最關注的市場、營商問題及商機。參與此項研究的企業共有525家，其僱員人數均介乎50至999名，大部分已經在內地設有業務，或計劃未來數年內進入內地市場。

研究顯示，香港企業對在中國市場發展的機會，普遍持積極樂觀態度。無論受訪機構在內地已開設業務與否，它們同樣將「擴展業務的機會」與「中國市場規模」列為最具吸引力的兩大因素，62%受訪機構已在內地開設業務，超過8成更打算未來兩年大幅增加在內地的投資額。可是，很多已開設內地業務的機構，仍未能充分把握中國商機及全面發揮在內地營運的潛力。

To conclude, Hong Kong enterprises have to grow into or with China should they want to attain business growth – a view validated by the CUHK study. It is imperative that Hong Kong companies pursue their expansion plans with and into China quickly in face of the increasing competition from Chinese local companies and MNCs. They must identify the market opportunity and develop the right China strategy, drive innovation and technology to achieve vitality and develop their core competencies to sustain growth.

All in all, Hong Kong enterprises need to think BIG and act FAST. B

Timothy Cheung is General Manager, IBM China/Hong Kong Limited.

這些企業受到多項內外因素影響，很難將在香港成功的業務模式搬到內地去。未進入中國但計劃於中短期內在大陸開設業務的企業，與已經設有內地業務的香港企業，同樣把營商環境、營運、管理等列為關注議題。

例如，約 54% 已設有中國業務的企業認為，主要競爭壓力源自本地企業；而約 53% 有意進軍中國市場者感到，與政府交涉是最棘手的問題。已進入內地市場的企業，需要更可靠的商業資訊及情報 (35%)；有意進入中國市場者，則希望建立更佳的營運監控制度 (50%)。此外，超過 46% 在內地設有業務的企業都把管理文化上的差異，列為跨境管理的重大挑戰。

香港企業目前進入中國市場，仍較外資企業享有近水樓台之利，但隨著中國繼續對外開放，這方面的優勢將會逐漸減弱。市場上隨時可能出現創新之舉，觸發新一輪市場動盪，而中國的外資與本地企業如聯華超市控股、海爾移動、中國外運股份有限公司及金蝶軟件等，素以大膽借助科技力量及推陳出新的速度，為本身締造業務優勢而見稱。

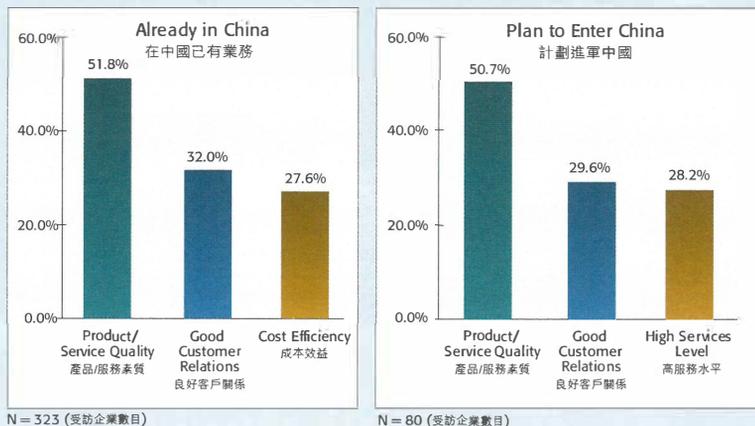
面對競爭激烈的環境，香港企業應如何拓展內地市場？

今時今日，在中國經商不能重彈「關係」這調子；香港企業現需要依靠完善的策劃及卓越的執行能力。我們尤其相信，在中國經營及有意在中國開展業務的企業，須敏銳地檢視行業與市場環境，設想行業可能出現的多種情況，及認清競爭優勢和對企業本身最適合的擴展途徑。他們需要建立更易管理、更具彈性及更高透明度的營運環境，以應付管理和監控問題。

企業可透過以下途徑建立更高透明度的營運環境，從而抵消研究中提及有關經營中國業務需面對的風險因素，包括：將業務流程標準化；確立標準及客觀的績效管理規則；建立高透明度的報告和檢討制度；以及有效運用科技以提供可應付快速增長的業務基建。

Top 2 success factors: product/service quality & customer relationship 2大成功因素：產品/服務素質及客戶關係

Key Success Factor
成功關鍵



此外，人材和技能對正擴展中國業務的企業而言是兩大關鍵。香港企業需對有潛質的僱員加以重視，並要設立明確的政策、工序與制度，對工作表現優秀者予以肯定及投資。企業需推行合適的人力資源發展計劃，以建立技術、管理及領導人才，以及孕育機構的文化及價值體系。

中大研究報告亦引證了一重要觀點：若香港企業要擴展業務，他們須積極爭取在中國市場發展的機會，與中國共成長。面對競爭激烈的環境，包括內地公司及跨國企業，香港企業更須加快速度，儘快開展中國業務。此外，他們要認清市場機遇所在，制訂適切的內地業務策略；推動革新，善用科技，保持機構的活力；以及發展核心優勢，維持業務增長。

總括而言，香港企業需要具備更廣闊遠大的視野，更果斷迅速地行動。 **B**

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This is just one of the dozens of questions that come through the Chamber's HELPLINE: 2121-2211 every day. All members can make use of the free service whenever they have a query about any aspect of business either in Hong Kong, Mainland China or around the world.

"Our HELPLINE staff take the calls from members, and because the questions can be very specialised, we will have a senior member of the Chamber staff who specialises in that field talk with the member," explains Rita Tsang, the Chamber's Senior Manager for Membership. "For example, if a call is about economic projections, we can have our economist

talk to the member, or if a company has a problem with regulations in China we can have our China manager talk to them. In case the Chamber cannot directly answer the question, we will use our contacts to find an answer or suitable person for the member to talk to."

Members sometimes run into difficulties in Mainland China. In such cases, the Chamber can use its contacts in the Mainland through the "Hong Kong-Mainland Joint Business Liaison Committee" (which the Chamber is the Secretariat) to find someone who can help with the problem.

The Chamber's extensive overseas contacts, in addition to Memorandums of Understanding with dozens of countries and trading areas overseas are put to good use in helping to solve members' problems, from visas to trade disputes to government regulations.

"We may not know the answer to every question, but we do know someone who is in a position to provide assistance to help members solve their problem," she said. "I'd just like to add that all members can make free use of our HELPLINE 2121-2211 and all questions are treated in the strictest confidence." **B**

"If a member calls about economic projections, we can have our economist talk to the member, or if a company has a problem with regulations in China we can have our China manager talk to them," says Ms Tsang.

曾詠怡表示：「若會員問關於經濟預測，可由本會經濟師答覆；若企業問關於內地規例，本會的中國事務經理可以幫忙解答。」

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問：我打算參加一個在杜拜舉行的鐘錶首飾貿易展，我想知道，怎樣能夠把貨板帶入該國而無需繳付進口關稅？

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這只是總商會支援熱線 2121-2211 每天解答的眾多問題之一。所有會員皆可利用這項免費服務，查詢香港、內地或世界各地的任何營商問題。

總商會會員事務高級經理曾詠怡解釋：「本會的支援熱線有專人接聽會員來電，遇上高度專門的問題，我們會轉介予專責該方面的高級職員解答。例如，若會員問關於經濟預測，可由本會經濟師答覆；若企業問關於內地規例，本會的中國事務經理可以幫忙解答。遇到本會未能解答的問題，我們會透過本會聯繫和網絡尋找答案，或轉介予適合的人士答覆。」

會員在內地營商，有時會碰到困難，總商會可透過「香港—內地商會聯席會」（由本會擔任秘書處），利用內地的聯繫尋找適當人士幫忙。

總商會還善用其廣大的海外聯繫網，及與海外多國和貿易區簽訂的「合作協議備忘錄」，協助會員化解簽證、貿易糾紛、政府規例等問題。

她說：「我們未必能解答每個問題，但卻認識和知道誰能協助解困。我想補充，所有會員都可免費使用本會的支援熱線 2121-2211，而且所有查詢都會絕對保密。」 B

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HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

CHARLES & COLVARD
Fine Moissanite Jewelry

Seeing 'Stars' 美神萊閃爍耀目



Robert S. Bob Thomas, President, Chairman & CEO of Charles & Colvard, shows off a moissanite ring.

詩思主席兼行政總裁郭偉思展示一枚美神萊指環。

Moissanite is the jewel of choice among many of today's stars of Hollywood. Brooke Shields, Minnie Driver, Vivica A Fox and Destiny's Child are a few of the stars who find they sparkle a little brighter when they wear their moissanite jewellery.

"A diamond means love, but moissanite means looking good," says Robert S. Bob Thomas, President, Chairman & CEO of Charles & Colvard, the North Carolina company which manufactures the jewel.

Moissanite is a synthetic jewel that looks like a diamond. It has more fire, brilliance and lustre than a diamond and is harder than, sapphires, rubies and emeralds. "But it is not a diamond and we don't want people to think it is a diamond," he says.

Unsurprisingly, it confused jewellers and customers when it was unveiled in the United States in the summer of 1998. "Initially, people were confused

about what it is and what the implications of moissanite were to the existing jewellery business," Mr Thomas explained. "It looks like a diamond, and that has been one of the greatest challenges to overcome. I think people are attracted to it because it looks like a diamond, but I don't believe they buy it because they think it is a diamond."

Retailers are proving him correct, as shoppers are reacting to it as a whole new jewellery category and it hasn't cannibalised any of their existing business.

"The diamond people were very concerned, and the diamondaires are still somewhat cautious. We don't know how this will play out. Our experience to date shows we do not cost diamondaires sales at the cash counter. A diamond is a symbol of love and affection, it has been for many many years. We are promoting moissanite as a self-reward for women. I think we will all hopefully get along well," he said.

Moissanite was first discovered in 1893 by Nobel prizewinner Dr Henri Moissan. After taking samples from the "Meteor Crater" in the Arizona desert, he discovered natural silicon carbide crystals. He, along with other scientists the world over, toiled for decades to reproduce the crystals in a lab. In the late 1980s, a North Carolina company named CREE succeeded in developing a proprietary process for producing large single crystals of moissanite. After working with Charles & Colvard, they refined the process and unveiled their first commercial gemstone in 1998.



Besides jewellery, silicon carbide has tremendous potential in electronic applications, such as light-emitting diodes (LEDs), which was the original intention for commercialising silicon carbide. CREE will continue working on developing the electronics side, while Charles & Colvard will focus on the gem business.

Rapid growth

Since moissanite debuted in the United States seven years ago, Charles & Colvard has rapidly expanded globally and seen its turnover grow in excess of 100% annually. This enviable position has, however, put pressure on the company to boost its supply.

Moissanite crystals are grown in a lab in the United States, which must then be cut into smaller gems, sorted and then shipped to gem cutters around the world for faceting.

"The faceting step is very labour intensive and might be one of the factors that can slow our growth. One person can only cut and polish about 10-12 stones per day, so we are always looking for skilled people who can do this," Mr Thomas explained.

His target market is successful women who like beautiful things. He is not positioning moissanite to compete with other jewellery, but rather luxury fashion products; things that women buy for themselves to make themselves look better and feel good.

Mr Thomas says he has had conversations with well-known luxury brands about them incorporating moissanite into their designs, but he believes general awareness of the gem needs to be considerably higher before they can use it in their products.

Market research done by his company earlier this year showed that consumers market awareness of moissanite was just 4%. "So that gives us enormous potential for growth," he says.

He set up a Hong Kong subsidiary in 2000 to spearhead the firm's expansion into Asia, which is headed by Ellen Lau, Managing Director for Asia, Charles & Colvard (HK) Ltd. Educating consumers takes time, but Ms Lau said she is taking on this challenge by first educating traders so that they clearly recognise the differences between moissanite and diamonds.

"Moissanite is not a diamond substitute, and I think successful women in Hong Kong and the Mainland now understand this and buy themselves some moissanite fine jewellery to treat themselves," she said. "Women think a diamond should be something given as a present, but moissanite is 'affordable luxury' that women can buy themselves if they want to look and feel good."

Charles & Colvard is spending its money wisely as it expands into other markets around the region and has been very successful in Taiwan. Mr Thomas says his biggest challenge now is to keep all his Asian distributors focused on unifying the moissanite market and message.

"The overriding thing is we are trying to raise appreciation for a whole new category of jewellery, and that it is not a threat to existing jewellery," says Mr Thomas. "Once we get the message across that it is a synthetic gem, with unique properties, then things will really take off. This is an exciting time and I think we are just at the start of the game." **B**



Company:	Charles & Colvard (HK) Ltd	公司:	詩思(香港)有限公司
Established:	2000	成立年份:	2000年
Year joined HKGCC:	2004	入會年份:	2004年
Web site:	www.charlesandcolvard.com	網址:	www.charlesandcolvard.com



Charles & Colvard distributors pose for a group photo at their recent 10th anniversary party. 在最近舉行的詩思 10 週年派對上，分銷商一起合照。

現今不少荷里活影星開始選戴美神萊寶石。波姬小絲、美妮哉花、維慧嘉霍士、Destiny's Child 等一眾明星發現，配戴美神萊珠寶的效果更閃耀奪目。

美國北卡羅來納州 Charles & Colvard 詩思公司是美神萊寶石的生產商，公司主席兼行政總裁郭偉忠說：「鑽石令人聯想到愛，美神萊則令人聯想到美。」

美神萊是一種合成寶石，外表與鑽石相似，但比鑽石更具光澤、火彩和明亮，質地也比藍寶石、紅寶石和祖母綠寶石更堅硬，但他強調：「美神萊不是鑽石，我們亦不想人們以為它是鑽石。」

一如所料，1998 年夏季，當美神萊於美國首度推出時，珠寶商及顧客都感到困惑。郭氏解釋：「初期人們不清楚美神萊是什麼，對珠寶行業會帶來什麼影響？它看似鑽石，那是它的魅力，也是必須克服的重大挑戰之一。但我相信購買美神萊的顧客不會把它當做鑽石。」

零售結果印證了郭氏的想法。消費者把美神萊視為一種新寶石，故並沒有奪去其他寶石的現有市場。

他說：「鑽石行內人士非常關注，鑽石商們亦態度審慎，不知道這氣氛何時才會淡化。根據我們一路以來的經驗，美神萊並沒有奪去鑽石商的生意。長久以來，鑽石是愛和深情的象徵。如今，我們把美神萊推廣為女士們送給自己的獎勵，希望兩者可以在市場上並存，各得其所。」

美神萊由諾貝爾化學獎得主亨利·莫埃桑博士於 1893 年最先發現。他在亞利桑那沙漠的隕石碎片中發現天然的碳化矽物質，之後數十年一直孜孜不倦，與不同國家的科學家於實驗室研究複製這種晶石。至 80 年代後期，美國北卡羅來納州一家名為「CREE」的公司成功開發合成體積較大美神萊晶石的專利科技。後來該公司與「詩思」合作，經過技術改良，在 1998 年，美神萊寶石終於面世。

碳化矽除了可作珠寶業用途，在電子業也有重大應用（例如發光二極體），而後者更是商業開發碳化矽的原本目的。因此，CREE 將繼續開發碳化矽在電子業的應用，而「詩思」則專注發展其寶石業務。

迅速增長

美神萊 7 年前於美國推出以來，「詩思」的全球業務迅速擴展，每年營業額增幅超過 100%，令人欣羨。然而，這對公司帶來增加供應的壓力。

美神萊晶石是美國實驗室內合成的產品，需切割成較小的晶石，經過分類，始運往世界各地，由技師進行切割。

郭氏解釋：「切割工序完全依賴人手，這可能是拖慢供應增長的原因之一。每名技師每天只能切割及打磨約 10 至 12 顆寶石，所以我們常要物色熟練技師。」

他們的目標顧客是事業成功又鍾愛美麗飾物的女士。在市場定位方面，他們不擬與其他寶石產品競爭。美神萊是華麗的時尚產品，女士們可自己購買，令自己外表漂亮，心裡滿足。

郭氏表示，他與一些知名高檔品牌的負責人談過，把美神萊用於它們的設計中，他相信這要待市場普遍意識更高時才能實現。

公司今年早前進行的市場調查顯示，市場上認識美神萊的消費者只有 4%，他說：「所以我們的增長空間極大。」

郭氏 2000 年成立分公司—詩思（香港）有限公司，由董事總經理（亞太區）劉月容掌管，以發展亞洲業務。劉氏認為教育消費者始終需要時間，因此她採取的策略是先教育業內人士，讓他們清楚認識美神萊與鑽石的分別。

她說：「美神萊並非鑽石的替代品，我相信如今中港兩地事業有成的女士們也明白這點，她們購買美神萊珠寶來獎勵自己。女士們一般認為，鑽石應該由別人送，而美神萊是『可以負擔的奢華』，買來令自己外表漂亮，心裡滿足。」

「詩思」正進軍區內其他市場，並已成功登陸台灣。郭氏表示，現時最大挑戰，是如何令亞洲分銷商保持專注，統合美神萊的市場和訊息。

郭氏說：「目前要務，是設法令大家欣賞這種新的寶石，並知道它不會對其他寶石行業構成威脅。當人們普遍認識美神萊是一種獨特的合成寶石，便能真正帶起一股潮流。目前的一切令人振奮，但相信遊戲才剛開始。」 B



HKGCC

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Draw date: Chamber New Year Cocktail, January 19, 2006 at the Hong Kong Club.

抽獎日期：2006年1月19日（假香港會所舉行的香港總商會新年聯歡酒會中進行）

For inquiries, call Angela Lam at 2823-1236 or email membership@chamber.org.hk

查詢詳情，請聯絡林學修小姐（電話：2823-1236；電郵：membership@chamber.org.hk）

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35/26/21ppm (Colour)
- Output Resolution
1200 x 1200dpi



To Yo Travel Agency enhances efficiency with Fuji Xerox Document Management Solution

富士施樂文件管理方案 大幅提升東洋旅行社工作效率

Background

To Yo Travel Agency, founded in 1984, specializes in organizing inbound tours for Japanese tourists. In 2001/2002 it received more tourists than any other agency in Hong Kong and now owns 50 tour buses and operates branch offices in Tokyo, Osaka, Fukuoka, Singapore and Thailand.

Challenges

To Yo's General Manager Mr. Simon Cheng (right) said their businesses now faces increasing challenges resulting from more travel regulations and higher service expectations from tourists and to meet this challenge is committed to raising productivity and strengthening services to respond quicker to inquiries.



客戶簡介

東洋旅行社於 1984 年成立，專營日本旅客本地遊業務，2001和2002年更成為全港接待日本旅客最多的旅行社。現時東洋在香港擁有 50 部觀光巴士，分公司遍及東京、大阪、福岡、新加坡及泰國。

"Document Centre C" series speeds up document flow

Previously, To Yo's Japan branch would fax information to Hong Kong starting a complex process of two-way fax confirmation of travel arrangements. After observing efficiency gains by the Japan office when they tried Fuji Xerox's latest "Document Centre" multi-functional system the Hong Kong office followed.

Fuji Xerox's "Document Centre C" series is designed with a number of efficiency enhancing features:

- **Multi-functional digital system** – all in one fax, copying, printing, scanning and email functions.
- **e-document** – The "DocuWorks" document management software can integrate files in different formats, helping reduce paper usage.
- **Categorization intelligence** – "Document Centre C" series running on "CentreWare Flow Services" software automatically sifts out spam faxes, delivers faxes from Japan to the right categories, turns them into e-documents in DocuWorks or Acrobat formats for follow-up by relevant employees.
- **"Colour On Demand"** – Colour printing/photocopying function can output colour documents up to A3 size, produce colourful banners and posters, or make booklets with the automatic binding function.

Mr Cheng was impressed by the smooth implementation of the Fuji Xerox document management solution, the ease of use by employees and its excellent performance. He said, "Fuji Xerox's 'Document Centre C' series can fully meet our needs. It helps raise our office work efficiency, now we can provide better service to our customers. As a travel agency serving Japanese tourists in Hong Kong, and also one of the first in the industry turning to e-document solution, we highly recommend Fuji Xerox."

挑戰

東洋旅行社總經理鄭養球(右圖)表示，近年日本旅客要求越來越嚴格，加上當地各種旅客保障條例日增，為業務不斷帶來新挑戰。因此，東洋一直銳意提升生產力，加強客戶服務，更快回應海外查詢。

Document Centre C 系列使文件流程更流暢

過去，日本辦事處集中旅客資料後，會傳真至香港辦事處跟進。及後，員工亦需要經過多重步驟，多次傳送及接收文件，以確認房間及餐飲，工作極欠效率。2004年，東洋旅行社日本辦事處率先採用富士施樂最新款Document Centre彩色功能設備，工作效率大為提升，香港總部知悉後立即研究採用這個方案。

富士施樂 Document Centre C 系列的引進，扭轉欠缺效率的局面，其優點包括：

- 多功能數碼系統 — 一機整合了傳真、影印、列印、掃描及電郵多重功能。
- 文件電子化 — 卓越電子文件方案，透過可以將各種不同格式檔案合而為一的DocuWorks電子辦公室軟件，協助企業實現無紙辦公室。
- 智慧分類 — Document Centre C系列配合CentreWare Flow Services軟件可自動過濾垃圾傳真，將日本送來的傳真自動分類，轉成DocuWorks或Acrobat電子文件，讓各相關同事立即跟進，加速文件處理流程。
- 按需彩色列印/影印 "Colour On Demand" — 可輸出 A3 大小的彩色文件，並能自動釘裝製作小冊子，方便企業隨時自製各種彩色橫額或海報，不假外求。

經驗總結

鄭氏指出，富士施樂電子文件方案部署順利，設備發揮良好，同事十分適應，公司上下對方案都很滿意。「富士施樂 Document Centre C系列完全達到我們的要求，提升辦公室工作效率，為客戶提供更稱心的服務。作為全港首家採用電子文件方案的日本旅客本地遊專家，我們推薦富士施樂。」

富士施樂客戶專線：
2513-2513



Chamber Member Lunch Chat

Dr YS Cheung, Senior Director for Operations at the Chamber, hosted an informal luncheon with 10 members on October 25 to explain a little about how the Chamber works, with particular emphasis on how members can make the best use of the Chamber Website.

「會員午餐暢談」聚會

總商會營運副總裁張耀成博士於10月25日與10名會員作非正式午餐聚會，淺談總商會運作，並告訴會員如何善用總商會網站。

Americas

Chilean Consul General **Fernando Perez** visited the Chamber on September 30 and met with Chamber CEO Dr Eden Woon to introduce his successor Miguel Poklepovic, who took over his post on October 10.

Ralph Gazitua, CEO and President of Miami Free Zone, U.S., visited the Chamber on October 13 to discuss ways to strengthen relations between Miami Free Zone and HKGCC.

Asia/Africa



Saeed Hamad Ali Al Junaibi, Consul General of

United Arab Emirates, spoke at the Chamber's September 26 roundtable luncheon on business opportunities for Hong Kong companies in the UAE and the Middle East.

Dr Lynne Williams, Deputy Secretary-Business Support, State Government of Victoria, Australia, called on the Chamber on

September 28 and was welcomed by Eva Chow, Director of International Business. Ms Chow briefed Dr Williams on the Chamber's role in serving SMEs in Hong Kong, as well as the business environment here.

The Consul General of Bangladesh A.F.M. **Gousal Azam Sarker** paid a courtesy call on the Chamber on September 28 and was received by Chamber CEO, Dr Eden Woon, who briefed the Consul

General on the work of the Chamber and its role in promoting bilateral trade between Bangladesh and Hong Kong.

The Consul General of Kazakhstan **Usen A Suleimenov** called on the Chamber on September 30 to update HKGCC on the latest development of Kazakhstan.

China

Zhang Xiangchen, Vice Director of the Department of WTO affairs, Ministry of Commerce, PRC, called on the Chamber on September 27 to discuss ways and means that Hong Kong enterprises could give their input on the Hong Kong Government's trade policies.

Zhang Jie, Director, Trade Group, Commercial Office of Economic Affairs Department, Liaison office of the Central People's Government in the HKSAR, explained at a Chamber seminar on September 28 the "Implementation details of tender for textile products quantity allowed for export."

Huang Huahua, Guangdong Governor, **Tang Binqun**, Guangdong Deputy Governor and their delegation met with the business community on September 29 in Hong Kong to discuss ways to promote and facilitate Guangdong-Hong Kong economic & trade cooperation.



IBM executives shared at the Chamber's October 3 roundtable luncheon the findings of a recent research study, "Hong Kong Enterprises – Grow with and into China" – sponsored by IBM and independently conducted by the Chinese University of Hong Kong.

Europe

Karin Lind-Mörnsten, Deputy Managing Director, Jönköping Chamber of Commerce, Sweden, visited the Chamber on September 13 to learn more about how HKGCC operates and to discuss possible ways to strengthen relations between the two organizations.

Erik Edholm, Founding Partner and Head of Portfolio Management of RAM Rational Asset Management AB, Stockholm, Sweden, visited the Chamber on September 15 and met with Chamber Economist David O'Rear to learn more about the corporate culture of Hong Kong and the Mainland.

An 11-member of the Commission for Economic Affairs of the French Senate visited the Chamber on September 20. Chamber Economist David O'Rear

welcomed the visitors who were especially interested in learning about China's WTO position, as well as the role of HKGCC.

Stefan Matz, Project Director of Hamburg Business Development Corporation (HWF), Germany, visited the Chamber on September 26 to discuss strengthening relations between HWF and HKGCC.

John McFall, MP (Labour) and Chairman, Parliamentary Treasury Select Committee, and Lord Anderson of Swansea, U.K., visited the Chamber on September 27 and met with Chamber CEO Dr Eden Woon. The visitors were keen to hear about any changes in Hong Kong post 1997.

A six-member delegation from the Irish Parliament visited the Chamber on October 7 to discuss the latest financial and economic developments in Hong Kong. The visitors were especially interested in changes in Hong Kong following the handover in 1997.

DIT

Representatives from the cable industry, content providers, the legal profession, operators of public venues and the Hong Kong Government



discussed at a joint chambers seminar on October 3 the issue of TV piracy in Hong Kong. Speakers outlined the existing regime and examined how it compares to other jurisdictions.

Environment

Some 123 signatures had been collected for the Clean Air Charter, as of October 15, which was specifically mentioned by the Chief Executive Donald Tsang in his Policy Address.

Preparatory work for the public Clean Air Day, a major program of the Project CLEAN AIR, is now in full swing. The event will take place on November 20 at the public square of the Museum of Science.

WTO

The Chamber has completed registration as an accredited NGO for the WTO Ministerial Conference. The Chamber's representatives are, respectively, Dr Eden Woon, Charlotte Chow and Ruby Zhu, while Nick Brooke, Marshall Byres and WK Chan will be accredited under the name of HKCSI.

The Chamber's Senior Director for Business Policy Dr WK Chan represented HKCSI on the Global Services Coalition mission to Geneva on September 27-28 and took part in a series of meetings with WTO negotiators on the services negotiations

under the Doha Round. The HKCSI participation was sponsored by Cathay Pacific. After the meetings the GSC issued a statement calling for progress of the services talks. GSC representatives also agreed to coordinate a program of action during the ministerial.

Service industries

Fong Ngai of the Home Affairs Bureau met with the HKCSI Creative Industries Working Group on September 21 to discuss the government's scheme for an Art Village in Shek Kip Mei.

The Professional Services Committee met on October 4 to discuss export credit insurance for services, as well as the future agenda and direction for the committee.

David Dodwell gave a presentation on his research at an informal meeting with the HKCSI, Economic Policy Committee and Transport/Shipping Committee on October 5 to discuss the competitiveness of Hong Kong as an aviation center. The SCMP's Russell Barling acted as commentator.

On October 6 an informal lunch meeting was held with Cherry Tse, Secretary of the Poverty Commission, to discuss the economic aspect of the commission's work and its promotion of "social enterprises" to help the poor. **B**

美洲

智利駐香港總領事館總領事佩雷斯於9月30日到訪，與本會總裁翁以登博士會面，並介紹於10月10日接任其職的薄明高。

美國邁阿密自由區行政總裁兼主席 Ralph Gazitua 於10月13日到訪，與本會討論如何加強雙方關係。

亞洲 / 非洲

阿拉伯聯合酋長國總領事 Saeed Hamad Ali Al Junaidi 於9月26日本會小型午餐會談阿聯酋和中東給港商提供的商機。

澳洲維多利亞州政府副秘書長(商務支持)琳恩·威廉斯博士於9月28日到訪，負責接待的本會國際商務總監周紫樺向威廉斯博士介紹本港營商環境，以及總商會如何服務本地中小企。

孟加拉總領事 A. F. M. Gousal Azam Sarker 9月28日到訪，由本會總裁翁以登博士接待。翁博士向總領事介紹總商會工作，及本會在促進兩地雙邊貿易上扮演的角色。

哈薩克斯坦共和國總領事奧森·蘇萊曼諾夫於9月30日到訪，向本會介紹該國最新發展。

中國

中國商務部世界貿易組織副司長張向晨於9月27日到訪，與本會討論香港企業對港府貿易政策提供意見的方法。

中央人民政府駐香港特區聯絡辦公室經濟部處長張傑於9月28日本會研討會講解「紡織品出口許可數量招標實施」詳情。

廣東省省長黃華華、副省長湯炳權及率領之代表團於9月29日與香港商界會面，探討促進粵港經貿合作的方法。

IBM 最近贊助香港中文大學獨立進行「香港企業——與中國

Business Matching Meeting
A business delegation from Slovak Chamber of Commerce and Industry Regional Chamber Trnava, Slovakia, visited the Chamber on October 21 and met with members for a business matching session. The delegates were looking for business partners in raw materials, metal & chemical products, equipment and machinery, and household goods. For more details on how the Chamber can help with your business matching needs, please contact Annie Ho at 2823 1248.



商貿配對會

斯洛伐克工商會的泰拿華地區商會代表團於10月21日到訪，並與會員會面作商貿配對，以物色原料、金屬及化學產品、設備及機器和家居用品的商業夥伴。如欲瞭解本會的商貿配對服務詳情，請與何倩雯聯絡(電話：2823 1248)。

共成長」研究，IBM 行政人員於10月3日本會小型午餐會與會員分享研究結果。

歐洲

瑞典 Jönköping 商會副常務董事 Karin Lind-Mörnsten 於9月13日到訪，以瞭解本會運作及商討如何加強彼此關係。

瑞典斯德哥爾摩 RAM Rational Asset Management AB 創辦人兼投資組合管理主管 Erik Edholm 9月15日到訪，與本會經濟師歐大衛會面，以瞭解香港和內地的企業文化。

法國參議院經濟事務委員會

11人代表團於9月20日到訪，由本會經濟師歐大衛接待，團員特別有興趣瞭解中國的世貿地位和總商會的角色。

德國 Hamburg Business Development Corporation 項目總監 Stefan Matz 9月26日到訪，與本會討論加強雙方關係。

英國國會議員兼財政部特別委員會主席 John McFall 及斯旺西的 Lord Anderson 於9月27日到訪，與本會總裁翁以登博士會面，以瞭解97年後香港的變化。

愛爾蘭國會6人代表團10月7日到訪，與本會討論香港近期的金融和經濟發展，團員尤其有興趣瞭解97年回歸後香港的轉變。

數碼、資訊及電訊

有線電視業界人士、內容供應商、法律專家、公眾場所經營者及香港政府代表於10月3日商會聯席研討會一起討論香港的電視盜版問題。會上講者簡介現行制度，並與其他地區作比較。

環境

截至10月15日為止，行政長官曾蔭權在其施政報告中曾特別提及的「清新空氣約章」，已收到約123份已簽署的承諾書。

「清新空氣計劃」之重點——「清新空氣日」的籌備工作進行得如火如荼，這活動將於11月20日假科學館公眾廣場舉行。

世貿

本會已完成世貿部長級會議的非政府組織登記手續。將出席會議的本會代表包括翁以登博士、周育珍和朱丹，另外蒲祿祺、白敏思和陳偉群博士將以香港服務業聯盟代表的身份出席會議。

本會工商政策副總裁陳偉群博士於9月27至28日以香港服務業聯盟代表的身份參加國際服務業聯盟的日內瓦訪問團，並與世貿談判代表一同參加有關多哈回合服務業談判的連串會議。香港服務業聯盟此行獲國泰航空贊助。會後，國際服務業聯盟發表一項聲明，呼籲推動服務業談判的進展。此外，聯盟代表已同意在部長級會議期間統籌連串活動。

服務業

民政事務局代表方毅於9月21日與香港服務業聯盟轄下創意工業工作小組會面，商討政府計劃發展的石硤尾藝術村。

專業服務委員會於10月4日開會討論服務業的出口信用保險、以及委員會的未來工作和方針。

杜大衛於10月5日與香港服務業聯盟、經濟政策委員會及運輸/船務委員會舉行非正式會議，討論香港作為航空中心的競爭力，杜氏還在會上發表其研究報告。南華早報代表 Russell Barling 擔任會議評論員。

本會10月6日與扶貧委員會秘書長謝凌潔貞進行非正式午餐會議，討論該委員會在經濟方面的工作，及其推廣的「社會企業」扶貧計劃。B

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Q&A with AIG CEO Martin Sullivan

Martin J Sullivan was elected President and CEO of American International Group (AIG) in March 2005 to become the third CEO in the group's 86-year history. As AIG opened its new regional headquarters in Hong Kong, Mr Sullivan spoke at a Chamber Distinguished Speaker Series luncheon on October 7 about the importance of insurance and financial services to the growth of China, the Asia Pacific, and the world economy. Following are excerpts from the question and answer session following his speech.

Question: What do you see as the biggest challenge you face in doing business in China?

Martin Sullivan: For us, gaining distribution to our customers. We have eight full licences, 100% owned licences in our life business and three for our general business, including a sub-branch. So for us, the challenge really is to further that distribution and take the product out to the entire customer base.

Q: Can you give us some background to how the apparent upturn in disasters is affecting the insurance industry and how will that affect our premiums?

MS: We are seeing some movement in rates in North America on property, energy on- and off-shore, and in the marine sectors. Those increases have been felt in the London market as well. It will take time for the losses to evolve through the industry, and I am not sure there will be any significant price increase in other parts of the world, probably until year-end when people know what their reinsurance protection is going to cost them and what sort of capacity is available. I think the real issue is that everybody has been very focused on hurricanes and everybody will be relieved when the hurricane season ends. But let me just remind you that earthquakes are not seasonal, and unfortunately as we have seen in London and Bali, unfortunate terrorist attacks can happen at any time.

AIG 行政總裁蘇禮文答問錄

Q: There has been a lot in the news about a possible avian flu pandemic. How does AIG look at that?

MS: We are very focused on it. We are looking at the potential impact of the avian flu to our employees, our customers and our shareholders. I was pleased to see the U.S. Government was meeting to look at potential action that they can take. This is something that AIG takes very seriously. We obviously want to protect our employees and make sure our customers are safe, and – obviously being the number-one life insurer in many parts of the world – a significant outbreak would leave our shareholders' capital exposed. We take prevention as the key forward, but the world has to work as one to find that solution.

Q: In 20 years' time, do you think local or multinational companies will be your biggest competitors in China?

MS: We take all competition seriously, whether it is local or from multinational companies. What I can tell you is we see Asia as a real opportunity. We have been successful here and we believe we can be even more successful. Competition comes in any business. What differentiates us is our expertise in the region, and the vast product range that we bring.

Q: Do you think China will bend the rules again to grant AIG wholly-owned status for its branch offices in China or will you be seeking to expand through joint ventures?

MS: Obviously I cannot speak for the Chinese authorities, but obviously we would like to expand our branch operations on a wholly-owned basis. We are in constant dialog with the insurance regulator and I hope to visit with them very soon in Beijing. That is our strategy at the present moment. Strategies always get reviewed in different environments, but at the present moment we are very happy with our 100% owned position in China, but we are in constant dialog with the authorities.

Q: What would AIG like to see come out of the WTO talks?

MS: When we look at our insurance business around the world, what we would like to see is level playing field in every country around the world where there are open markets that we can come in and provide consumers with a choice of product that respond to their needs. **B**



Town Hall Forum with York Chow

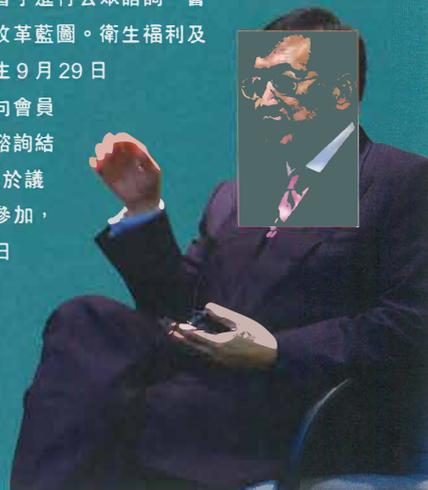
Despite workplace stress, air pollution, and unhealthy lifestyles, Hong Kong has one of the highest life expectancy rates in the world, with men expected to live to 78.6 years old and women 84.6 years. This is due in no small part to our excellent healthcare system. But as people are living longer, the strain on financing Hong Kong's healthcare system grows more acute by the month.

To address the problem, Hong Kong is embarking on a public consultation exercise in an attempt to map out some reform proposals on its future health care system, Secretary for Health, Welfare and Food, Dr York Chow, told members at a closed-door Chamber Town Hall Forum on September 29. The findings of the consultation are expected to be announced in November. As the talk was off the record, *The Bulletin* cannot report on Dr Chow's talk.

周一嶽現身議事論壇

儘管港人面對工作壓力、空氣污染，生活方式亦有欠健康，香港是全球人均壽命最長的地區之一，男性平均壽命為78.6歲，女性為84.6歲。在這背後，本港出色的醫療體系居功不少。然而，隨著人均壽命愈來愈長，本港面對的醫療融資壓力亦趨增。

針對這問題，當局正著手進行公眾諮詢，嘗試勾畫未來醫療體制改革藍圖。衛生福利及食物局局長周一嶽醫生9月29日出席本會議事論壇，向會員講解有關詳情。公眾諮詢結果料於11月公布。由於議事論壇講座僅供會員參加，本刊未能詳細披露當日講座內容。



蘇禮文於2005年3月獲選為美國國際集團(AIG)總裁暨行政總裁，成為集團86年歷史上第3任行政總裁。最近，AIG在香港設立新區域總部，蘇氏於10月7日本會「特邀貴賓演說系列午餐會」中談保險和金融服務對中國、亞太區以至全球經濟增長的重要。以下是演說後的問答環節內容精華。

問：你認為在中國營商面對的最大挑戰是甚麼？

答：對我們來說，是擴展客戶銷售網。我們全資擁有8張壽險牌照，其中3張適用於經營一般業務，其中包括一家支行。因此，我們的真正挑戰是擴大銷售網，讓整個客戶層接觸我們的產品。

問：最近災難數目明顯回升，可否講一下這對保險業和保費會有何影響？

答：我們察覺到北美的物業、陸上和離岸能源及海運的保費率有些變動，在倫敦市場，有關保費升幅已見。災難損失對保險業的影響逐漸才會浮現，而我不清楚全球其他地區的保費會否大幅增加，也許要到年底，人們才會知道再保險的保費數目和承保範圍。我認為真正問題，是大家都非常關注颶風，當風季結束，大家便鬆一口氣。但我想提醒大家，地震是無分季節的，而且倫敦和峇里的事件已不幸證明，恐怖襲擊可隨時發生。

問：近期許多報導指禽流感有可能大規模爆發，AIG有什麼看法？

答：我們對此非常關心，並正研究禽流感對僱員、客戶和股東的潛在影響。我喜見美國政府開會研究可採取的

行動。AIG很認真看待這問題，我們希望保障僱員和客戶安全，作為全球第一大壽險公司，禽流感大規模爆發可能令股東資金蒙受風險。未來，我們主要做好預防，但全球必須共覓對策。

問：在未來20年內，本地或跨國公司會否是你們在中國的最大競爭對手？

答：我們認真對待所有競爭，對手是本地或跨國公司都一樣。我可以告訴你，在亞洲我們有大好機遇。以往，我們在這裡很成功，也相信可以再下一城。任何行業皆存在競爭，我們的優勢是具有地區專長，及產品多元化。

問：你認為中國會否再次破例，讓AIG以全資形式在內地經營分行辦事處？你會否嘗試透過合資企業擴展業務？

答：當然，我不能代中國當局發言，不過我們確希望以全資形式擴充分行業務。我們與保險業監管機關保持溝通，我盼很快可以赴北京拜訪他們。這是我們目前的策略，但我們會因時制宜。現時我們很滿意獲准於內地全資經營，但仍會與當局保持溝通。

問：對於世貿談判，AIG期望有甚麼結果？

答：我們的保險業務遍佈全球，因此我們希望在市場開放的所有國家，都有公平的競爭環境，好讓我們參與其中，並為消費者提供所需的產品選擇。 **B**

Chamber Happy Hour at Pacific Bar

「歡樂時光」在 Pacific Bar

In Review

活動重溫



Members chatted, networked and possibly even got a few business leads at the Chamber's Happy Hour at Pacific Bar on October 27. General Committee members Michael Berchtold and Andrew Yuen were the official hosts for the evening. We are alternating our Happy Hour location monthly between Hong Kong Brew House and the Conrad Hotel. For November, we will be at Hong Kong Brew House in LKF. Happy Hour runs from 6-8 p.m. and no registration is necessary, just walk in. See you there. B



最近一次總商會「歡樂時光」聚會剛於10月27日假 Pacific Bar 舉行，聚會中會員們暢談甚歡，並藉此交流業界最新動態。白德邁和袁耀全兩位理事當晚亦蒞臨與會友共聚。「歡樂時光」會輪流於 Hong Kong

Brew House 和港麗酒店舉行。11月份「歡樂時光」將於蘭桂坊 Hong Kong Brew House 舉行，聚會時間為晚上6時至8時，無需預先報名，誠邀你光臨一聚！B



In Review Luncheon with the Chief Executive



活動重溫

Almost 1,700 leading figures in the Hong Kong business community filled the Grand Hall at the Hong Kong Convention and Exhibition Centre on October 17 to hear the Chief Executive Donald Tsang elaborate further on his first Policy Address. Following are excerpts from the question and answer session following his speech. For the full Q&A and text of his speech, visit [iBulletin, www.chamber.org.hk/bulletin](http://iBulletin.www.chamber.org.hk/bulletin).

Question: The community as a whole agrees with you on the need for a cruise terminal, new government offices, LegCo offices, cultural venues and public parks around our harbour. But the fact that we only have 600 hectares left, are you confident that we are, under the current plans, putting all these developments in the right place? Second, we have all agreed that we are no longer going to reclaim, is it right to put the OZPs (Outline Zoning Plans) that have been developed in the eighties into effect, or should we review them and reduce the intensity of the developments around our harbour or should we leave the problem for the new roads required to our children?

Chief Executive: These issues can be debated continuously. But the important thing is that once we have debated these

issues and decided on a course of action then we must do something about it. And not continue to engage in arguments, particularly when a town plan has been made after a long process of consultation we have more or less set on what we are going to do, at least in Central and the harbour areas. I agree with you that there are very few pieces left. But the plans are being very rigorously prepared and I do believe we have a reasonable plan. But unless you have very good reasons for overturning them and if you want to then there are avenues for doing so, through the town planning process. But otherwise we have to be careful every time we turn around and say we want to have a look at it again, and another look at it again and before too long you see land has been lying idle, doing nothing for 10 years. The piece of land outside in West Kowloon for cultural district was left idle without doing anything on it for 11 years. The piece of land at Tamar having been used for carparking, occasional circuses and now temporary exhibition centre and fairs for quite a number of years, is right in the heart of our city. I think let's consider carefully that when we have a plan let's work at it. Be very careful not to upset too many things, particularly if you're going to have very tall buildings, let's be very careful about the design. If you're going to upset the ridge



行政長官午餐會

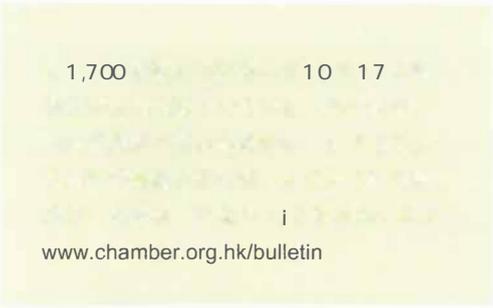
and if you can't see the ridge of the mountains and so on, let's be careful to avoid that also. But let's do it sensibly. This is the mood of the city. There seems to be a very strong anti-development course at the moment. This is the very time when development is needed. I think a balance must be struck somewhere, but I agree with you the whole harbour area is being looked at and every sub-project that we are not undertaking along harbour-side is being debated and I am sure the right decisions are being taken.

Question: The Hong Kong SAR Government accepted in 2001 that there is a need to introduce legislation to prohibit any act of racial discrimination. Now four years have passed and the bill still has not been passed. Can I ask you the reason for the delay?

Chief Executive: This has been quite a controversial issue in the past. All I am saying is, we are now putting a piece of legislation in LegCo in the current session. I want to say in this session, in my term it will be there. We have to work out carefully the terms, particular wording and so on. I have said in my Policy Address this will be put across and we are going to do so. We intend to introduce something in the Legislative Council in the current sittings.

Question: London's air pollution problem was solved by the introduction, within a fairly short time, of strict laws against it, strictly enforced. Would you please tell us what you are going to do about this continual problem of air pollution in Hong Kong?

Chief Executive: We introduced strict laws in Hong Kong. We are enforcing strict laws in Hong Kong. We are even looking at the fundamental issue of power generation and forcing power plants to comply with very high standards. Unfortunately that is not enough because the air here that we inherit travels without boundaries – it just flows from one place to another. The question is how we will be able to co-operate with our Guangdong partners in this regard. I addressed this issue in great detail in the Policy Address. We have got a plan. By 2010 we have got to reduce the emission level to a certain fixed level, and some of them by 60% and some by 40% and so on each of these emissions. I think that's a good plan that will bring us back to the air quality of the eighties and early nineties. But the important thing is how that will be enforced. For that reason, we have detection centres to monitor the emission from different parts of the Pearl River Delta. There are three to be established in Hong Kong and 13 on the Mainland, in the Pearl River Delta. This



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coming winter we are going to give real-time, day-to-day reports on the emission level and pollution level in each of these 16 monitoring centres. That will give the population of Hong Kong and Guangdong information on how bad or good it is or whether it is improving or deteriorating. I believe this will generate enormous pressure on the government here and the governments on the Mainland to take corrective action as soon as the information is available. We have a good plan and we are processing it but this whole thing takes a bit of time and the origin of some of the emissions is not necessarily all in Hong Kong. We have done quite a bit, as you

know, about changing our taxi fleet into LPG and we are tackling the power plants. As far as Hong Kong is concerned I think we have done what we can as an advanced economy, but we have to do a bit more as far as air is concerned on the Mainland and that is through the co-operation strategy which I have just outlined and said quite clearly in the Policy Address.

Convener: Maybe you should also sign up with the chamber's Clean Air Charter.

Chief Executive: That's another thing. I am very happy about that. That's a voluntary scheme, a very important scheme because I



水平，香港會設立3個監測點，內地會設立13個。從今年冬季開始，16個監測中心會每日提供排放和污染水平的即時數據，讓粵港居民知悉空氣素質情況，有否改善，抑或惡化了。我相信，一旦有了這些資料，中港政府都會受到巨大壓力，有必要盡快採取改善行動。我們有良好的計劃，並正在進行，但整個問題需時解決，而且某些污染亦未必源自香港。大家都知道，我們做了些工作，包括令本港的士改用石油氣，並正在處理電廠的問題。作為先進城市，我認為香港已盡了本分，但在空氣污染問題上，我們仍須與內地多合作，這點我剛才已提及，並已在施政報告中說得很清楚。

召集人：或許你都應該簽署總商會的「清新空氣約章」。

答：那是另一件事，我樂於見到這項重要的自發參與運動，因為我相信珠三角的工廠，許多是今天在

座各位所擁有的，你們的工廠排出的污氣愈少，珠三角和香港的空氣素質就會愈好。

問：關於擴闊稅基，我們談論了差不多60年，但今次施政報告並無提及。關於如何支付我們現有的優質公共服務，不知是否要再多談60年？

答：我沒有忘記擴闊稅基，大家應該記得是誰最先提出這個題目，是一名財政司司長，是曾蔭權。其實，當時我還成立了專責小組研究這個議題。施政報告並無提及，因為這並不屬於施政報告範疇，而是屬於財政預算案的範疇，我們必須有分工。這題目我們沒有忘記，並會繼續探討。最重要是如何具體推行。我相信，財政司司長唐英年會在明年初發表的財政預算案中詳談這個問題。我可以告訴你，有關工作仍在繼續。 **B**

believe the bulk of the manufacturing capability in the Pearl River Delta is owned by people around this community, in this very room. The less you guys emit in your factories the cleaner the air, not only in the Pearl River Delta but here as well.

Question: For about 60 years we have been talking about how to broaden the tax base, but that wasn't mentioned in the Policy Address, and I wonder if we are going to talk another 60 years on how we are going to pay for the wonderful services that we have available in Hong Kong.

Chief Executive: I have not forgotten broadening the tax base. You must remember

who raised that subject in the first place. One Financial Secretary raised it and it was Donald Tsang, if you remember. In fact he started a task force to look at that very issue. The fact that it was not mentioned in the Policy Address because it is not a matter for the Policy Address as such. It's a matter for the Financial Secretary's Budget speech. There must be a division of labour here. That is not forgotten, we continue to pursue it. The important thing is how exactly to implement it. I'm sure Henry Tang is going to say a lot more about this in his coming Budget speech early next year. I can tell you work on it goes on. **B**



Fourth regional conference attended by more than 500 government and business leaders highlights new opportunities opening in western areas, with voices mixed on city's traditional service role

逾 500 名政商界領袖出席第四屆珠三角地區會議，探討區內西部出現的新機遇，並就香港傳統上扮演的服務供應者角色表達不同看法。

The Pearl River Delta's prospects remain bright as a result of the economic restructuring in Guangdong and the delta's western areas that will create new opportunities, but also challenges, for Hong Kong, delegates told a conference.

More than 500 business executives and Hong Kong and Guangdong government leaders were at the Fourth Pearl River Delta Conference organised by the Hong Kong General Chamber of Commerce and the South China Morning Post.

Guangdong Government Secretary General Xie Pengfei told the gathering the province as a whole was expected to record gross

Delta Restructuring Brings HK Challenges

珠三角重整對香港帶來挑戰

By Leu Siew Ying 劉欣



domestic product growth of 9% to 10% in the 11th five-year development plan that begins next year.

“But I estimate that we will exceed that forecast because Guangdong is just entering into a stage of growth led by heavy industries, so the growth rate will gather speed and the period of growth will be stretched out,” Mr Xie said in the Garden Hotel in Guangzhou.

As for the delta, he predicted it would exceed the 17% average annual growth rate charted in the past 25 years. Victor Fung Kwok-king, Chairman of the Greater Pearl River Delta Business Council, said in his keynote address that as a result of Guangdong's economic

The director of the Hong Kong Economic and Trade Office in Guangdong has urged investors to adopt a fresh attitude and strive to better communicate with the mainland government.

Peter Leung Pak-yan said many local companies had not changed their attitude since first investing in Guangdong more than 20 years ago.

“We should change our way of looking at things from a Hong Kong perspective to one of mutual interests. We should consider things from a mutually beneficial standpoint,” he said. “If companies change lingo and say how these measures affect the economy and how many people are losing their jobs, then the government will pay attention and communication will be effective.”

Mr Leung also recommended that businesspeople make an effort to gain a thorough understanding of the prospects, risks and likely returns on investments, while seeking support from chambers of commerce.

“Don't fight a lonely battle. The chambers have an important role to play ... the government will not get involved with the problems of an individual company, but if the companies go through a chamber, the government will be willing to talk,” he said.

香港特區政府駐粵經濟貿易辦事處主任梁百忍籲投資者改變態度，設法與內地政府加強溝通。

他指許多本地公司的態度，仍與 20 多年前剛開始投資於廣東省時一樣。

梁氏說：「我們應改變態度，看事情，不要只顧港方利益，應懂得考慮彼此的關切，從互惠互利的角度出發。若企業能改變態度，向政府反映政策措施對經濟、就業的影響，政府自會關注，這樣的溝通方能奏效。」

梁氏也建議商人宜設法深入瞭解投資前景、風險及可能回報，同時向商會尋求支援。

他解釋：「不要孤軍作戰，商會的角色很重要……政府不會處理個別公司遇到的問題，但若企業透過商會作出反映，政府會願意瞭解當中情況。」

restructuring, it would produce petrochemical products so Hong Kong enterprises could source their raw materials locally.

“This not only strengthens Hong Kong and local enterprises’ contacts, but also provides a ready market for petrochemical manufacturers,” he said.

Guangdong’s fast growth is unleashing problems of energy and labour shortages, but

Mr Fung said the business community had confidence in the provincial government to resolve these short-term problems speedily.

When transport projects to link Hong Kong and the eastern delta with the west bank are completed, development in the latter would surge ahead, creating new opportunities for Hong Kong, with fresh demands for the city’s logistics, trade and financial services, he said.

Hong Kong’s export-processing and light-manufacturing industries could also find a new low-cost production base that would sharpen their competitive edge, he said.

Mr Xie said industries moving to the delta’s west should take into account its location and traditional industrial base of cities such as Zhuhai, Jiangmen and Zhaoqing.

Zhou Zhaosen, Chief Representative of Jardine Matheson (China), said Hong Kong enterprises interested in the delta’s west should be not simply looking to transplant the labour-intensive industries that made the east delta cities prosperous.

“There are already many companies producing Chinese-branded products like in Shunde, so I feel that Hong Kong companies should bear this in mind. These industries want to export and they need legal, accounting and a whole series of intermediary services,” he said.

But Mr Fung warned that the delta’s west bank will develop its own transport and logistics services, competing with Hong Kong. Experts say that with all its sophisticated hardware, Guangdong still lags far behind international standards in providing services to industry.

“In logistics, it will take [the Mainland] 40 years to catch up with the rest of the world whereas Hong Kong’s logistics services is already as good as Japan’s,” said Goto Taiki, Director and Vice President of Nikkon Logistics China.

Other speakers included Guangzhou Vice Mayor Su Zequn, Zhuhai Deputy Secretary General Li Ying, and Hong Kong Secretary of Constitutional Affairs Stephen Lam Sui-lung. **B**

Three-city Bridge Link Reaches Final Stage

By Neil Gough

Hong Kong Highways Department Director Mak Chai-kwong said inter-government studies of the mammoth 49km bridge that would link Hong Kong, Macau and Zhuhai had reached the final stages.

The three regional governments are examining the final feasibility studies for the multibillion-dollar project after having finally reached a consensus on alignment of the route and landing points of the bridge.

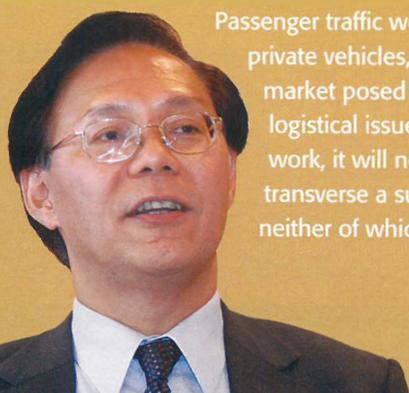
At a panel discussion on infrastructure in the Pearl River Delta, Mr Mak said that after each government completed its review, the final feasibility study would be sent to the Central Government for approval. While declining to set a timetable for when plans would be sent to Beijing, Mr Mak said: “Progress on this is by no means slow. In fact, I would say progress has been excellent.”

He said that during the past 14 months, the Hong Kong Government had commissioned some 30 topical studies on issues including the impact on the environment and Chinese white dolphins. Mr Mak is part of the co-ordinating group of government representatives that has set plans for the bridge’s route. In May, it began considering 10 alignment options, and narrowed them down to the one contained in the final study.

In the plans, the bridge would head due west from Lantau Island and veer southwest after passing the Qingzhou Channel, roughly the halfway point.

Questioning the possibility of including a railway line along the bridge, MTR Corp Chief Design Manager Malcolm Gibson said it was imperative to decide the intended market.

Passenger traffic would most likely gravitate towards buses or private vehicles, Mr Gibson said. Targeting the freight market posed challenges for a rail system because of logistical issues in transshipment. For freight rail to work, it will need to be integrated with a port and transverse a substantially dense cluster of factories, neither of which is the case with these plans.



會上講者指出，鑑於廣東省實行經濟重整，加上珠三角西部出現新機遇，珠三角前景依然向好，但香港將因此面臨挑戰。

逾 500 名港粵政商界要人出席香港總商會與南華早報合辦的第四屆珠江三角洲會議。

廣東省人民政府副秘書長謝鵬飛於會上表示，在明年開始的第 11 個 5 年發展計劃裡，廣東省整體料會錄得 9-10% 的本地生產總值增長。

在廣州花園酒店的會場內，謝氏說：「但我預料增幅將超過預期水平，因為重工業剛把廣東省帶進一個增長階段，故增幅將加快，增長期也會延長。」

他預料珠三角的增長速度會超過過去 25 年錄得的 17% 平均年增幅。大珠三角商務委員會主席馮國經於其主題演說中提到，廣東省因經濟重整而生產石化產品，讓香港企業可於本區採購原材料。

他說：「這不僅加強香港與區內企業接觸，也為石化產品製造商提供現成市場。」

廣東省急速增長，引發能源和勞工短缺問題，但馮氏稱商界有信心省政府很快便能化解這些短期問題。

他表示，當連接香港、珠三角東部與西岸的交通項目完成，西部的發展將突飛猛進，為香港帶來新機遇，對香港的物流、貿易和金融服務帶來新需求。

香港的出口加工及輕工業也會找到新的低成本生產基地，增強它們的競爭優勢。

謝氏說遷入珠三角西部的廠商應考慮那裡的位置，以及傳統工業城市如珠海、江門和肇慶。

怡和(中國)首席代表周肇森認為，勞工密集式工業令珠三角東部城市興旺，但有意進軍珠三角西部的港商，不應只著眼於在西部發展勞工密集式工業。

周氏說：「在西部，例如在順德，已有許多生產中國品牌產品的企業，港商應緊記這點。當地廠商需要出口，他們需要法律、會計及一系列中介服務。」

然而，馮氏指珠三角西岸將發展本身的交通及物流服務，與香港競爭。專家認為廣州雖備有完善硬體設施，但提供予工業之服務仍遠落後於國際水平。

日本捆包運輸倉庫株式會社部長及副總裁後藤大輝說：「物流方面，內地需要再過 40 年才能趕上世界水平，反觀香港，其物流服務現已媲美日本。」

會上其他講者包括廣州市副市長蘇澤群、珠海市人民政府副秘書長李英及香港特區政制事務局局長林瑞麟。B

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港珠澳大橋計劃步入最後階段

高力

香港路政署署長麥齊光表示，港珠澳三地政府就 49 公里長超級大橋項目進行的研究已進入最後階段。

大橋造價料以數十億元計，三地政府就大橋走線及落腳點達成共識後，現正審閱項目的最終可行性研究。

麥氏在關於珠三角基建的專題研討會中表示，最終可行性研究經三地政府審閱後，會呈交中央政府審批。他拒絕為大橋計劃何時呈上北京設下時間表，但說：「進度並不慢，事實上，我認為進展很理想。」

他說過去 14 個月，香港政府委託進行 30 多項研究，其中包括探討大橋興建對環境及中華白海豚的影響。麥氏是負責規劃大橋線路的政府代表協調小組成員之一。小組在 5 月開始考慮 10 個走線方案，最後選出一個放入最後研究內。

計劃中大橋以大嶼山為起點，朝西而行，經過港澳之間的水道後，約在中途位置轉向西南。

被問及大橋附設鐵路的可能性，地鐵有限公司總設計經理紀彥琛說必需考慮擬服務的市場。

紀氏表示，客運交通大可能以巴士或私家車輛為主。若以貨運市場為對象，建造鐵路系統有一定挑戰，因會涉及物流轉運問題。貨運鐵路需配合港口，及途經大片密集工廠區，然而兩者均不在計劃之內。

Experts Air Ideas on How to Control Pollution

專家建議：如何管制污染

By Denise Tsang 曾佩儀



A view of the skyline on a day of heavy air pollution in Beijing.
北京空氣很壞的一天，視野朦朧。

Suggestions on electricity generation and transport planning have been raised to help clear the Pearl River Delta's murky sky.

Power experts and business leaders at a regional conference highlighted much-needed steps to improve the hinterland's air quality as economic growth powers on. Based on what they called geographical concepts of "one country, one sky," they said resolving "the joint problem [required] joint efforts."

CLP Power Managing Director Betty Yuen So Siu-mai said the utility – which supplies electricity to Kowloon, the New Territories, Lantau and Guangdong – took a two-pronged strategy of reducing emissions at its Tuen Mun power plant and investing in renewable-energy projects.

"Improving the region's air quality relies on closer co-operation of all parties," Ms Yuen told the energy and environment panel.

Describing the region's air-pollution level as "unbearable," Li Zisen, Chief Engineer of Guangdong's Environmental Protection Bureau, said the pollution came largely from power generation and the increasing volume of road transport.

He said Guangdong was determined to fight air pollution, with a commitment to reduce pollutants such as sulphur dioxide by 40% by 2010.

Ms Yuen said CLP had a policy of maintaining its fuel mix in an equal proportion, with one-third each coming

from coal, gas and nuclear sources. However, its coal use rose to about 40% last year as a result of dwindling gas supplies from Hainan.

“The fuel mix has helped us stabilise tariffs and minimise the impact on the environment,” she said.

Ms Yuen said CLP's two Shandong wind-power projects, with a combined capacity of 46.5 megawatts, would be commissioned in the next few months, while its Huaiji hydro project was serving Guangdong well.

But James Graham, Convenor of the Hong Kong Business Coalition on the Environment and Chief Executive of Jardine Engineering Corp, said wind power was not the only answer to a clearer sky.

“A wind-power project takes time to build, but it will help,” he said. “Even if we build a windmill on top of every peak of Hong Kong, it might be able to satisfy 2.5 per cent of our energy consumption. Therefore, wind is part of the answer, not the total.”

He called on a united effort by Hong Kong manufacturers, whose factories were scattered around the Pearl River Delta, to reduce environmental destruction.

From the transport perspective, MTR Corporation Chief Design Manager Malcolm Gibson recommended adding a rail track to the proposed 36km bridge project linking Hong Kong, Zhuhai and Macau, to reduce emissions from vehicles.

However, the governments of the three cities have dumped the rail link from the project, estimated to cost \$29.5 billion.

“It will yield economic and environmental benefits even though it requires large investment and long return periods,” he said. B

Courtesy of the South China Morning Post

Transport to Drive Guangzhou

By Chow Chung-yan

Guangzhou is aiming to become one of the Mainland's top three centres of car manufacturing and a chief transport hub for the Pearl River Delta, say the city's economic planning officials.

The city produced 400,000 vehicles a year, and by 2008 that figure would top 1 million, Economic Director Ping Xinguang said.

The value of industrial output of the city had reached more than 570 billion yuan, up almost 20% year on year, he said. Heavy industry and logistics were leading the growth.

“Guangzhou will continue to focus on developing our heavy industry and logistics business. These will become the pillars of our economy,” Mr Ping told the conference.

Raymond Sun, Deputy Director of the Guangzhou Bureau of Foreign Trade and Economic Co-operation, said the city's logistic industry had also expanded rapidly.

The passenger and goods flow at the new Baiyuan Airport had increased by more than 20% since opening last year, Mr Sun said.

The officials said Hong Kong would benefit from Guangzhou's rapid development and both sides could avoid unhealthy competition through better co-ordination.

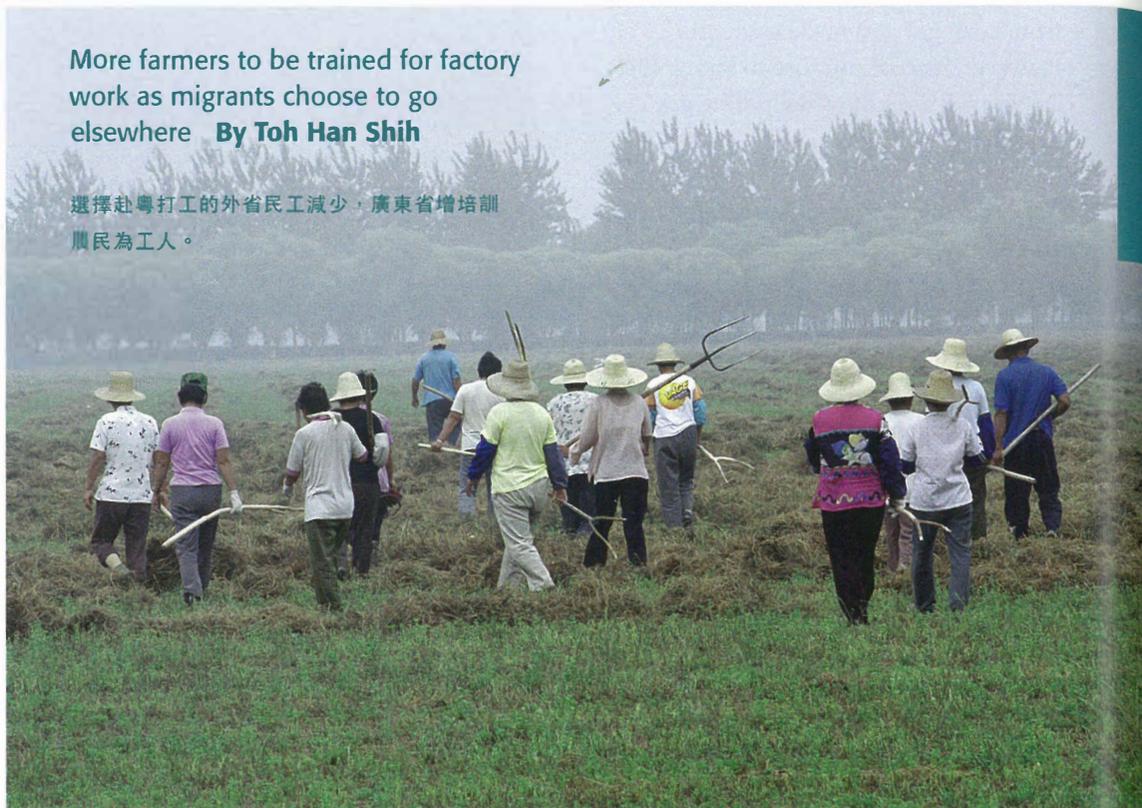
“The concentration of airports in the Pearl River Delta is actually as high as in the United States or Europe,” said Guangdong Airport Management Corporation Vice President Zhang Kejian.

“While Baiyuan Airport is growing fast, airports in Hong Kong and Shenzhen are also doing extremely well.”



More farmers to be trained for factory work as migrants choose to go elsewhere **By Toh Han Shih**

選擇赴粵打工的外省民工減少，廣東省增培訓農民為工人。



專家提出發電及運輸規劃建議，冀改善煙霧籠罩的珠三角空氣素質。

電力行業專家及企業領袖於地區會議上指出，區內急需採取行動以改善經濟高速發展所帶來的內陸空氣問題。基於他們稱為「同一家國，同一天空」的地理概念，他們認為共同面對的問題需合力解決。

中華電力為九龍、新界、大嶼山及廣東供電，該公司常務董事阮蘇少滬表示中電的策略有兩方面：減低其屯門電廠的排放及投資於可再生能源項目。

阮女士於能源及環境專題研討會中表示：「改善區內空氣素質有賴各界緊密合作。」

廣東省環境保護局總工程師李子森形容區內空氣污染程度「難以容忍」，並指污染主要來自發電及道路交通日增。

他說廣東省決心對付空氣污染問題，並致力於2010年前把二氧化硫等污染物減少40%。

阮女士稱中電政策一直維持燃料組合多元化，煤、燃氣和核能各佔公司發電燃料三分之一。然而，由於海南的燃氣供應量減少，中電去年的煤用量增加約40%。

她說：「燃料組合多元化有助我們穩定電價，及盡量減低對環境的影響。」

阮女士表示，中電於山東的兩個風能項目總容量達46.5兆瓦，將於未來數月投產，而其懷集水力發電項目供電予廣東的情況理想。

香港商界環保大聯盟召集人及怡和機器有限公司行政總裁關正仕卻認為風能並非改善空氣污染的唯一對策。

他說：「風能項目興建需時，但也有幫助。即使我們在香港每個山頭建風車，產生的能源僅及全港用量的2.5%，所以，採用風能是方案之一，但並非全部。」

他呼籲在珠三角各地設廠的香港廠商合力推行環保，減少對環境的破壞。

交通方面，地鐵有限公司總設計經理紀彥琛建議於計劃興建的36公里港珠澳大橋上加建鐵路，以減少汽車廢氣。

然而，港珠澳三地政府已在計劃中剔除鐵路一環，大橋項目料耗資295億元。

紀氏說：「雖然建鐵路會涉及龐大投資，回報期也長，但會帶來經濟及環保效益。」 **B**

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James Graham, Convenor of the Hong Kong Business Coalition on the Environment, called on a united effort by Hong Kong manufacturers, whose factories were scattered around the Pearl River Delta, to reduce environmental destruction.

香港商界環保大聯盟召集人關正仕呼籲在珠三角各地設廠的香港廠商合力推行環保，減少對環境的破壞。

Guangdong Tackles Labour Shortage

廣東省設法解決勞工荒

The labour shortage in the Pearl River Delta is driving the Guangdong government to recruit local farmers to work in factories which have long relied on migrant workers from other provinces.

From this year until 2011, the Guangdong Government plans to train 5 million local farmers to work in factories in the province, Fang Chaogui, Director General of Guangdong's Department of Labour and Social Security, said at the Pearl River Delta Conference.

Although the Guangdong Government has been training farmers to work in factories for some years, it will ramp up the number to 800,000 this year from 300,000 last year.

"We are accelerating our training programmes this year, so we can use more local people in our factories," Mr Fang said. The training would be offered free of charge, he added.

Guangdong's reliance on migrant labour was the highest on the Mainland, double that of Jiangsu and four times more than Zhejiang, the two other major manufacturing provinces, said Mr Fang.

Guangdong is now short of 1.8 million workers, according to Mr Fang's estimates. He said if factories in Guangdong offered more high-skilled and better paying jobs, local farmers would be more willing to work in them.

"We hope labour-intensive factories will move to other provinces. Guangdong wants to restructure its economy and workforce, and reduce its dependence on labour-intensive industries," said the department head.

As the labour shortage forces up pay, such factories would find it unprofitable to stay in the province, he added.

The Guangdong Government's plan to train its residents to work in its factories makes sense economically, said Edith Scott, of the Hong Kong consultancy Enright, Scott & Associates.

"The Pearl River Delta is moving up the value-added ladder. It will be restructuring its economy. This can be an opportunity for primary sector workers [such as farmers] to upgrade," she said.

One reason for the Pearl River Delta's labour shortage is workers from inland provinces are increasingly preferring to work in other regions, like the Yangtze River Delta, said Cheng Yiu-tong, of the Hong Kong Federation of Trade Unions.

Mr Cheng cited a telling statistic: while Sichuan Province exported a total of 800,000 workers to other provinces last year, only 50,000 of them chose to work in Guangdong. "Guangdong is losing its attractiveness," said Mr Cheng, pointing out that wages have not kept pace with the rising cost of living.

The province also does not have a good reputation for decent working conditions, he added. A poll by the Shenzhen Government had found that 40% of factories surveyed did not pay workers on time. "This can create social instability," said Mr Cheng.

Two cities in the Pearl River Delta – Jiangmen and Zhuhai – are following Guangdong's lead in training local workers.

"We can tackle the labour shortage by expanding our training programmes. We are constructing more technical schools. We want our factories to be more skilled," said Jiangmen Vice Mayor He Xiansong. **B**

Courtesy of the South China Morning Post



KREI PHOTOGRAPH BY RUCKY WONG



廣東省工廠向來依賴外省民工，但目前珠江三角洲出現勞工荒，粵政府不得不招攬本地農民到工廠工作。

廣東省勞動和社會保障廳廳長方潮貴在珠三角會議上表示，從今年到2011年，粵政府計劃培訓5百萬名本地農民到省內工廠工作。

粵政府推行這種培訓已有好幾年，今年更加大力度，把培訓人數由去年的30萬人大增至80萬人。

方廳長說：「我們會加快推行今年的培訓計劃，好讓省內工廠能僱用更多本地人。」他補充，培訓課程都是免費的。

他說廣東省對外來民工的依賴程度為全國最高，比其他兩大製造業省份——江蘇省和浙江省分別高出1倍和4倍。

方廳長估計，現時廣東省缺乏180萬名工人，若省內工廠能提供更多高技術且工資較佳的職位，當地農民會較樂意到工廠工作。

他說：「我們希望勞工密集型工廠會遷往其他省份，廣東省欲重整其經濟和人力，並減少依賴勞工密集型工業。」

他續說，由於勞工短缺導致工資上升，需要大量勞工的廠商會發現留駐廣東省無利可圖。

香港顧問公司Enright, Scott & Associates代表伊迪芙·司各特認為，從經濟角度看，粵政府培訓當地居民到工廠工作，是明智之舉。

她解釋：「珠三角正朝增值方向發展，並會重整經濟，為農民這類基層勞工提供職業提升的機會。」

香港工會聯合會代表鄭耀棠表示，愈來愈多外省工人選擇到長江三角洲等地區工作，是造成珠三角勞工短缺的原因之一。

鄭氏舉出數據說明：去年四川省共有80萬名工人出外打工，其中只有5萬人選擇到廣東省工作。他指廣東省正逐漸喪失吸引力，當地工資追不上持續上升的生活成本。

他又說，屢聞廣東省工作環境欠佳，深圳市政府一項調查更發現，4成受訪工廠並沒有按時支薪。他說：「這會造成社會不穩。」

另外兩個珠三角城市——江門和珠海正效法廣東省政府，培訓本地工人。

江門副市長何羨松表示：「我們透過擴大培訓計劃來應付勞工荒。我們正增建技術學校，希望本地工廠朝高技術方向發展。」 B

運輸業帶動廣州經濟

周松欣

廣州經濟規劃官員表示，該市目標，是晉身內地3大汽車製造中心，以及成為珠三角的主要運輸中心。



廣州市經濟貿易委員會主任平欣光表示，廣州每年生產40萬台汽車，到2008年，汽車產量將突破100萬台。

他說，廣州的工業產值已超過人民幣5,700億元，較上年同期上升近20%，增長主要由重工業和物流業帶動。

平氏於會上說：「廣州會繼續集中發展重工業和物流業，兩者將成為廣州的經濟支柱。」

廣州市對外貿易經濟合作局副局長孫雷指出，廣州物流業發展亦一日千里。

孫氏指出，新白雲機場自去年啟用以來，客運和貨運已增加超過2成。

廣州官員皆認為，香港可受惠於廣州的高速發展，透過加強協調，兩地可避免惡性競爭。

廣東省機場管理集團公司副總裁張克儉說：「事實上，珠三角的機場密度及得上歐美。」

他續說：「白雲機場增長迅速，香港和深圳的機場也表現出色。」

2006 Chamber Diary

2006年
香港總商會
日記簿

This management diary is an ideal gift for yourself and your clients. Designed to match the Chamber's corporate colours, this diary comes in Chamber red with a flowing grey spine. It is packed with essential information for doing business in the Mainland and Hong Kong, including important telephone numbers – government offices, consulates, airlines, hotels and banks in Hong Kong – as well as a world weather guide, international airports, IDD codes, conversion guide, international time zones and international holidays, among other details. It also includes beautiful full-page colour photos of Chamber events and scenery in Hong Kong.

香港總商會行政人員日記簿設計精美，送禮自奉兩皆宜。日記簿貫徹採用總商會專用色彩，以棗紅簿面配搭銀灰弧形書脊，典雅大方。內附中港營商重要資訊，包括香港各大政府機構、領事館、航空公司、酒店及銀行的主要電話號碼，並印有世界氣溫表、國際機場簡寫、國際直撥區號、換算表、國際時區、全球各地假期等詳細資料；此外，亦附

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Digital Hong Kong

數碼香港



Past government initiatives to jumpstart the “e” economy have met with varying degrees of success, ranging from “huge failures,” as one member of the audience at a Chamber roundtable last month put it, to “interesting initiatives,” as another described the efforts.

But that could all change as the government embarks on a new initiative to bring public IT services inline with those offered in the private sector. At the Chamber’s Government at Work Series roundtable on October 13, Howard Dickson, Government Chief Information Officer, explained the government’s new direction and latest development on IT outsourcing and related partnerships with the local industry. He believes the government needs to take more notice of electronic services that private businesses are offering to their customers in order to improve the efficiency of public services, as well as reduce costs.

Part of this plan will be to farm out the hardware services, such as data centres and PC maintenance, which he likens to utility services. This will free up civil servants to focus on providing services – not keeping the hardware running smoothly.

“New” electronic services launched by the government have tended to be extra services on top of existing ones. He hopes to launch

completely new products and services to encourage more people to use them.

“We really need to look at changing the transaction experience; we need more citizen interaction,” he explained. “We need to get people using e-government as a way to conduct transactions which is the trend in the private sector.”

To find out what services the public wants and needs, his office has gone out to ask the man on the street his views, rather than hiring a gaggle of IT consultants as in the past. The consultation process should be completed by the end of November.

Mr Dickson said opportunities for businesses to get involved with this new e-initiative do exist, but that in the interests of transparency, all contracts must first go through a tender process. In response to a member’s question on whether or not his office would be willing to look at IT solutions they submit, he said, “just talk to me.”

“But I must say I’m very impressed by the number of people who can provide us with solutions when we haven’t yet figured out what the problem is,” he said. “So make sure you list out what the problems are if you plan to send us a solution to them.” B

"We need to get people using e-government," says Mr Dickson.

戴氏說：「我們要令市民適應使用電子政府服務。」

過去，政府推行電子化的措施成效不一，在總商會上月舉行的一個講座中，有會員認為有關措施「非常失敗」，另一會員則形容為「頗有意思」。

然而，情況可能會完全改變，因為政府將開展新計劃，旨在令政府的資訊科技服務與商界一致。政府資訊科技總監戴營新出席總商會 10 月 13 日「政府運作系列」講座，闡釋政府的資訊科技外判方針和最新發展，以及與本港業界的有關合作。他認為，政府需多留意現時商界為客戶提供的電子服務，以提升政府服務的效率及減低成本。

計劃內容包括將硬件服務外判，如數據中心和個人電腦保養，戴氏把它們比作公用服務。此舉可騰出公務員人手，專注於提供服務，而非照顧硬件運作。

政府推出的「新」電子服務，主要是現有服務以外的額外服務。戴氏希望推出全新產品和服務，以鼓勵更多人使用。

他說：「我們需要研究改變交易模式，與市民加強互動。我們要令市民適應電子政府的交易運作，電子交易在商界已成趨勢。」

為瞭解市民的服務需要，他們沒有像以往那樣聘來一班資訊科技顧問，反而進行公眾調查，諮詢期會於 11 月底結束。

戴氏表示，企業有許多機會參與新的電子化計劃，但為保持透明度，所有合約均須通過投標程序。講座上，一名會員問戴氏的部門會否考慮其公司提交的資訊科技方案，戴氏回答：「跟我談吧。」

他續說：「我留意到，雖然我們還未確定問題所在，但不少人已說可以提供解決方案。因此，若你打算向我們提交解決方案，請緊記同時把問題列出來。」 **B**

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In Search of Lee Kum Kee's Secret 李錦記成功秘訣



Members examine a giant wooden vat which Lee Kum Kee used to use for fermenting shrimp paste.

會員細看李錦記昔日用來發酵蝦醬的大木桶。

活動重溫



Hong Kong, despite the fact that it costs three times as much as competing brands.

To discover the secret behind its internationally

Open any kitchen cabinet and you will find half a dozen bottles of condiments, many of which will be the Lee Kum Kee brand. The company has developed over 200 sauces and condiments since it was established in 1888.

Oyster sauces, soy sauces, chili sauces, stir-fry sauces and exotic gourmet sauces are just a few of its popular lines. But its classic product, Premium Oyster Sauce, remains its top seller and a favourite among many families in

know sauces, the Chamber organized a visit to Lee Kum Kee's production plant on October 14. Lee Kum Kee's founder, Lee Kam-sheung, accidentally discovered oyster sauce one day when he was cooking oyster soup. He left the pot boiling on the stove and forgot about it. After some time, a strong aroma drifted from the kitchen and he went in to investigate. He lifted the lid off the pot and discovered a thick brown sauce had formed from the overcooked oysters. He found that the dark liquid residue tasted delicious and inspired him to pioneer the production of oyster-flavored sauce.

Mission leader Cliff Chan (right) presents Linda Ho with a small memento as a token of thanks for showing Chamber members around the factory.

團長陳作基(右)致送紀念品予何婉霞, 感謝她為會員介紹廠內設施。





Today, Lee Kum Kee's sauces are sold in over 80 countries and, surprising, its main market is not Mainland China.

"Our largest market is the U.S.," Linda Ho, General Manager of Sales and Marketing, told members. "Some 60% of our sales there are to the catering sector. China is our second largest market, with most of our sales being concentrated in southern China at the moment. Hong Kong is a relatively small market."

To promote its appeal overseas, Lee Kum Kee has a strong marketing campaign because "the educational process is most important when we enter a foreign market. We put a great deal of effort into introducing Chinese cooking to Westerners, not just through demonstrations during food fairs, but also by sponsoring and training cooks in catering schools," Ms Ho explained. **B**



Member Victor Kwan beats the drum to announce oyster sauce is served!
會員關澤銘擊鼓宣佈蠔油已經上桌！



Carmen Lang (left) explains how the company's products undergo extensive trials in the test kitchen.
梁佳文講解產品如何在實驗廚房接受全面測試。

一般家庭的廚房裡，總有多樽調味品，而當中大部分都是李錦記的出品。李錦記自1888年成立以來，已推出逾200種醬料和調味品，包括蠔油、豉油、辣椒醬、爆炒醬料和特式美食醬等，均很受歡迎。該公司的經典產品——舊裝特級蠔油，售價雖比其他牌子貴3倍，但依然最暢銷，是香港家庭常用的調味品。

為瞭解馳譽國際的李錦記醬料成功秘訣，總商會於10月14日率團參觀李錦記的生產廠房。李錦記創辦人李錦裳，原來是在無意中創出蠔油：有一次他煮蠔湯，把鍋子放在爐上後卻忘了，直至廚房飄出濃烈的香味才醒覺。他掀起鍋蓋，發現煮溶的蠔變成了厚稠的啡色醬，一嚐之下發現很美味，令他萌起生產蠔油的念頭。

時至今日，李錦記醬料行銷逾80個國家和地區，令人意外的是，其最大市場並非中國。

李錦記營銷及市場總經理何婉儀告訴會員：「我們的最大市場是美國，而當地6成銷售來自飲食業；第二大市場是中國，目前華南區佔最多，相對地香港是個小市場。」

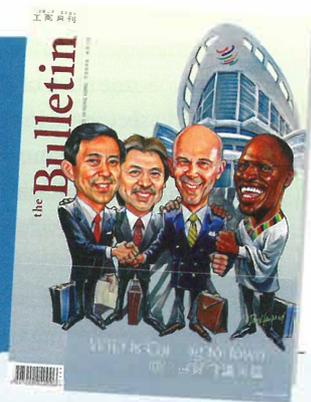
為拓展海外市場，李錦記有強大的市場推廣計劃，何女士解釋：「進軍外國市場，教育和灌輸最重要。我們積極向外國人推介中式烹調，不單在食品展上做示範，還贊助及培訓廚藝學校的學員。」 B



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Where There's Muck ... 廢物堆裡尋商機

KRF PHOTOGRAPH BY MIKE SEGAR

We all know that Hong Kong's landfills will soon be full. We all know that we should recycle more and reduce the amount of waste we produce. Yet we all continue to produce an average of 850kgs of municipal solid waste every year. Why are we all so indifferent?

"Part of the problem is that we've done too good of a job of hiding garbage," says Raymond Fan, Deputy Director, Environmental Protection Department. "You put your garbage outside your door every night and it just disappears; you never see it again. So few people have any idea about how much garbage they actually produce."

At the current rate, one of our three landfills will be overflowing in three years, while the other two will be full in 10 years' time. Drastic measures are needed to deal with this looming crisis. "Explaining to people

rationally and citing research is a waste of time, as only 5% of the population will understand or listen. I, personally, have become intoxicated by all the rational academic debates. Perhaps an over-the-top campaign is what is needed to really make people sit up and pay attention," suggests James Tam, Director & General Manager, Swire SITA Waste Services Ltd.

The amount of garbage produced at talks, seminars, public consultations, academic research ... where experts chew over the issue has shortened landfills' life further and added another pinch of salt to the public's indifference. But a seminar at the Chamber on October 5 was a little different, because speakers examined the old adage, "where there's muck there's brass," in looking at business opportunities in recycling and called it the "circular economy."



The appearance of colour-coded “recycle” bins at housing estates for us to separate our paper, aluminium cans and plastic bottles out of our general solid waste looks like a positive move to raise our recovery rate of waste up from 40%. But much of this recyclable material continues to be dumped in landfills – save from the bits that scavengers manage to “steal” and sell to recycling agents – as the bins are mainly for public education, not for recycling what is in them.

This appears to be a crying shame, it is the chicken and egg problem. Without enough recyclable waste to process, setting up a business to recycle plastic bottles, for example, is doomed to failure – what materials are recovered for recycling now are exported across the border. Prof Francis Lui from the Hong Kong University of Science and Technology, also speaking at the seminar, said he believes recycling businesses in Hong Kong are viable, but profits would be slim. However, both he and Mr Tam point out that to make such a “circular economy” viable, there needs to be real demand. “Is there a real demand for recycled materials? From a business side, this needs to be noted. If there is no demand, then it is impossible to make it a successful business venture,” says Mr Tam.

Prof Lui estimates that a viable “circular economy” would contribute HK\$6.2 billion, or 0.5% of our GDP, to the local economy annually. To kick start the concept, the government is planning to open a recycle park. He recommends that government grant companies long leases and possibly initial subsidies to start the ball rolling. Subsidies run the risk, however, of making it more difficult for new businesses to enter the industry and compete with existing players.

Persuading the public to recycle more could be easily achieved though introducing a garbage charge, which is part of life in many other countries. “Once you put a value to something, people sit up and pay attention,” says Mr Fan. He likened a garbage charge to the sewage charge that was introduced in Hong Kong five years ago. The public screamed for a while, but now they are more careful about the amount of water they use.

Businesses have long operated in much the same way. There is no incentive to reduce the amount of waste they produce, so why should they bother to invest in new systems or technologies?

Mr Tam says old attitudes will take time to change. “It is like energy-efficient light bulbs,” he explains. “These have been around for a long time but people are only now starting to install them because they need to reduce their energy costs to keep their profits up.”

Unfortunately, Hong Kong’s landfills won’t wait for attitudes to change. In the meantime, the government is looking at allocating more resources to develop its “Eco Park,” which is hoped will slow the filling of our landfills. It is also looking at building incinerators, with the possibility of using waste to produce energy.

Mr Fan says there are dozens of well-tested models in use in cities around the world that we can use to help alleviate our garbage problem. Now that time has almost run out, we need to pick one. **B**



我們都知道，香港的堆填區快要填滿；我們也知道，應多循環再造，減少產生廢物。然而，每年，我們依然每人平均產生 850 公斤都市固體廢物，大家為何對廢物問題坐視不理？

環境保護署副署長范偉明說：「原因之一，是我們把垃圾隱藏得太好。每晚，只要把垃圾放在門外，不一會兒它便會消失，所以很少人意識到自己究竟製造了多少垃圾。」



按現時速度，本港 3 個堆填區中，一個快要於 3 年內填滿，其餘 2 個亦將於 10 年內填滿。問題已迫在眉睫，必需嚴加正視和處理。太古昇達廢料處理有限公司董事總經理譚炳昌表示：「向人們理性解釋及引述研究結果實在浪費時間，只有 5% 的市民會明白或聽從。我個人已聽得太多理性學術辯論，或許真要辦一項特別的大型運動，才能令市民認真正視這問題。」

這邊廂，當專家們透過各式講座、研討會、公眾諮詢會、學術研究等來分析廢物問題，那邊廂堆填區的壽命正一天一天縮短，但市民對問題依然漠不關心。然而，總商會 10 月 5 日的研討會卻有點不一樣，因為講者從「要致富別怕髒」這句古老格言，探討「循環經濟」，亦即循環再造衍生的商機。

現時在屋苑放置不同顏色的廢物回收箱，鼓勵市民把廢紙、鋁罐及膠樽與一般固體廢物分開，看來是一項積極措施，有助令廢物回收率提高至 40% 以上，但大部分回收的可循環物料卻繼續被棄置於堆填區（除了少部分被拾荒者檢出及售予循環再造商），因為這些回收箱的主要作用是教育公眾，而非真正把收集之廢物循環再造。

這看來很丟臉，實際卻是雞與雞蛋的問題。即使沒有足夠的可循環廢料可加工，建立一門循環再造生意，例如專做塑膠瓶循環，也未必註定失敗，因為現今循環再造業可採用內地輸出的回收物料。會上香港科技大學雷鼎鳴教授亦表示，他相信香港的循環再造工業可行，但利潤微薄。雷教授和譚氏均指出，「循環經濟」是否行得通，視乎有否真實需求。譚氏說：「循環再造後的物料，是否真有市場需求？從商業角度，這點必須考慮。沒有需求，這門生意亦沒法成功。」

雷教授估計「循環經濟」若可行，每年會對本地經濟進帳 62 億港元，相當於本地生產總值 0.5%。為配合這意念之推出，政府正計劃建環保園。他建議政府給予企業長期租約，及考慮提供初期資助，以推動行業發展。然而，給予資助亦有可能令新企業更難入行，與行內現有企業競爭。

本港可仿效其他國家推出垃圾處理費，此舉較易令市民養成循環習慣。范氏說：「當你一提到錢，人們自會提起精神留意。」他說垃圾費就好比 5 年前推出的污水處理費，人們反對了一會，但現在大家已學會謹慎用水。

商界一直的運作方式亦大致一樣。若減廢對他們沒有好處，他們為何要投資引入新系統和科技？

譚氏認為舊態度需時改變，他解釋：「就像慳電燈泡，推出市面已很久，但近來才較多被採用，因為商人需要降低能源成本，以保持利潤增長。」

不幸是香港的堆填區將等不及人們態度轉變。現時政府正研究調撥更多資源發展「環保園」，冀拖慢堆填區飽和的速度，也考慮興建焚化爐，探索利用廢物產生能源的可能性。

范氏說，全球多個城市均有經良好測試的模式可供香港借鑑採用，以幫助改善本地的垃圾問題。由於廢物處理問題已迫在眉睫，我們必須盡快作出決策。 **B**

Steamed crab claw with wax gourd

The wax gourd is first steamed until it is almost done, then the crab claw is placed on top and steamed until just done. The wax gourd absorbs the superior stock and is delicious.

(\$130 per head)

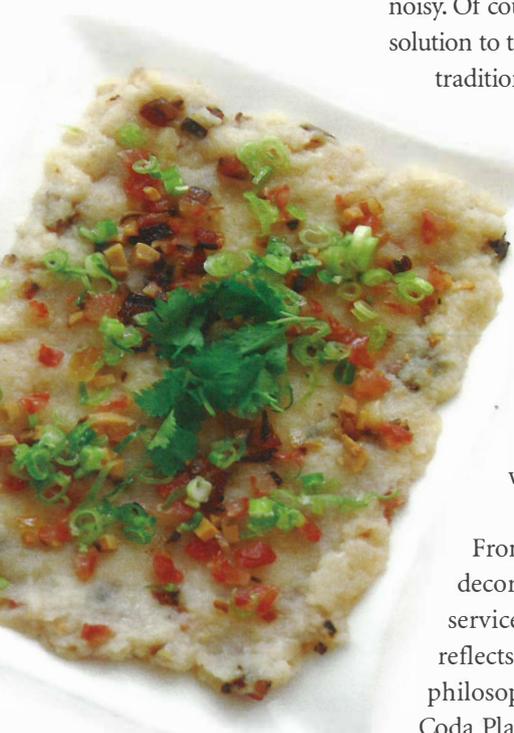
白玉蟹鉗

生拆蟹鉗放在預先已蒸至七、八成熟的冬瓜面上再蒸，冬瓜選取中間最嫩部分，冬瓜盡吸上湯精華，吃時倍覺清新鮮味。(\$130 / 位)



Steamed lotus rhizome pudding – The dish looks a like turnip pudding, but is made with lotus roots, mixed with dried shrimps and cured meat – simple and tasty.

順德蒸蓮藕餅 看似蘿蔔糕，蓮藕混以蝦米、臘味粒，簡單又好味。



Most lovers of Cantonese cuisine are getting tired of the oily, MSG laced dishes served in most Cantonese restaurants. People today want healthy and natural food. Those who enjoy simple and light fare may also wish Cantonese restaurants were not always so crowded and noisy. Of course cooking at home is the simple solution to these problems, but some traditional dishes are often too

complicated to cook at home. So when it comes to eating out at a nice, cozy

Cantonese restaurant, the choices are few and far between. Fortunately, the owner of “The Folks,” facing the same dilemma, found a good chef and opened her own restaurant to share with others who love quality Cantonese cuisine.

From the menu, location and decoration, to the environment and service, everything about The Folks reflects its simple and natural philosophy. Located on the 22nd floor of Coda Plaza on the corner of Garden and



Seafood platter with superior stock – Geoduck clams from Canada, local lobster and abalone from Australia are skillfully sliced. The waiters will then simmer your selection in stock. Served with bean sprouts and fried bread sticks. (\$3,200/12 persons, \$1,700/6 persons)
高湯海鮮拼盆 加拿大象拔蚌、本地龍蝦、澳洲新鮮鮑片，配以銀芽及油條，上車時即灌以高湯灼熟，新鮮可口，回味無窮。(\$3,200 / 12 位，\$1,700 / 6 位)

Macdonnell roads, few people know it exists, even though it opened over a year ago. With its cozy, elegant décor and spectacular views overlooking the Hong Kong Zoological and Botanical Gardens, and Central beyond, its patrons feel they are dining in a sky garden.

I often like to lunch with my family here on holidays and enjoy the dim sum, which although are limited, each dish – from its shrimp dumplings, shao mai, and steamed

Enjoy Simplicity

清雅美膳 樂在其中

By Gerry Ma 馬桂榕

Good Cantonese cuisine doesn't have to be oily, it can be light and fresh. A restaurant's décor can be simple and elegant, and the service can be caring instead of flattering. Expensive dishes can be fresh and light, and not simply heaps of abalone and shark's fin. And last, but by no means least, quality meals need not be over-the-top banquets, they can be simple affairs made with the best quality ingredients.

— Gerry Ma

粵菜不一定油膩，可以很清淡；地方不一定金碧輝煌，可以優雅脫俗；菜式不一定金雕玉砌，可以簡單自然；服務毋需阿諛奉承，只需體貼入微；高貴名菜不一定餐餐鮑參翅肚，可以是清清淡淡；不一定大排筵席，也可淺嚼細嚙。一切就是來得這麼自然、簡單。

— 馬桂榕

Crispy dough knots

Very crispy and a traditional dim sum loved by the young and old.

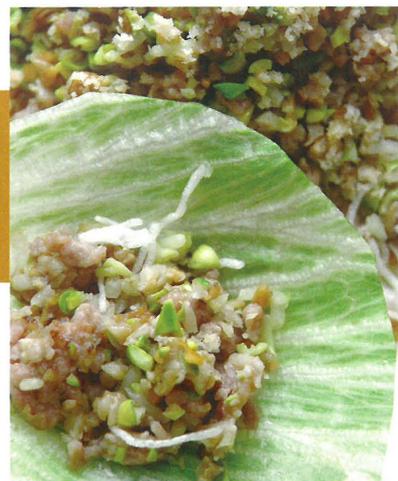
脆皮蛋散 鬆化無比，老一代的食品，新一代所追求。

vermicelli rolls to beef balls – is top quality. Their barbecue pork sweet buns are very popular, and so is the pig's knuckle in ginger vinegar with the ladies. My favourites are crispy deep-fried dough knots and its traditional dim sum, which is hard to find of such quality. You should also try their noodle dishes, such as pan fried noodle with shredded pork.

Even the tea served at The Folks is top quality. My personal favourite is "Shou Mei" tea, but I also like the "Ginseng Oolong" tea they recommend. On holidays, the place is full of families, but as the tables are reasonably spread out, it doesn't get too

noisy or crowded. After lunch, I also like to take a stroll through the Hong Kong Zoological and Botanical Gardens with my mother.

Their main chef, Fung Lik-man, served his apprenticeship under a number of famous chefs. With almost 20 years of experience, he has worked at the famous "Fook Lam Moon" and was the main chef at "Tak Wing," which is where I first met him. As I am very fond of his cooking, I tend to dine wherever he works. He is an expert in braised, stewed, and stir-fried dishes, and also in handling complicated dishes like soups, abalone and fragrant chicken. I am especially fond of his stuffed



Fried dried oysters with minced meat

Giant dried oysters are finely chopped and pan-fried with bean sprouts, minced meat, Chinese celery, coriander, Chinese mushroom and ginger dices, resulting in a crispy mix which you wrap in lettuce.

(\$200/regular dish)

炒蠔鼓鬆 選用生曬大金蠔，配以多種材料，包括大豆芽、肉鬆、唐芹菜粒、芫茜、冬菇及薑粒等，配以生菜，令口感更豐富。(\$200/例牌)



The Folks

22/F, Coda Plaza,
51 Garden Road,
Central, Hong Kong

樂意居

香港中環花園道51號
科達中心22樓

2186 6383



Bamboo fungus and bird's nest rolls

Only the best part of the big white bamboo fungus is used in this dish, which is steamed with Jinhua ham and quality bird's nest stuffing in superior stock. (\$220/piece)

竹筴燕窩卷

選用粗壯、白身竹筴，只取其中間最嫩部分，釀入金華火腿絲及燕窩燕絲，用上等高湯泡製而成。(\$220 / 條，每份 2 條)

Shrimp dumplings – Traditionally prepared, the pastry is thin, and the proportion of shrimp to diced bamboo shoots is just right.

蝦餃 保持傳統做法，皮薄，蝦肉與筍粒的比例適中，吃時配以少許辣醬，更能帶出鮮味。



crab shell and braised fish maw. He also likes experimenting with new dishes, the most recent being steamed crab claws with wax gourd, steamed Napoleon wrasse and vegetables, bamboo fungus and bird's nest rolls and seafood platter poached in superior stock, to satisfy the palates of discriminating diners.

For the crab claws with wax gourd, he uses large crabs weighing 1.5-2 catties, and only the best part of the wax gourd, which he steams with ginger until it is almost cooked, and then places the de-shelled crab claws on top and continues steaming until it is done al dente. The dish is served with superior stock and ham sauce. The juicy wax gourd has a slight ginger flavour, and the freshness of the fleshy crab meat is indescribable.

Talking of freshness, don't miss their steamed Napoleon wrasse and vegetables in stock. The giant wrasse is common, but small wrasse weighing slightly more than 1 catty are rarely caught and as such are expensive. They only use seasonal vegetables, for example, spinach in autumn and bean leaves in winter, with this dish. Of course, a great deal of skill is needed

to steam the wrasse so that it is cooked to perfection, and other fish on the menu – leopard coral grouper, tiger grouper and speckled grouper – but the key ingredient in all of his dishes is the superior stock, which is cooked with dried scallops, sea whelks, chicken and pork for 7-8 hours, and is completely MSG free. It is freshly prepared daily, and is never saved in the fridge overnight.

The seafood platter is another dish cooked in superior stock.

Comprised of fresh geoduck clams from Canada, local lobster and abalone from Australia, the key to this dish's success lies in slicing the seafood. You make your selection and then the waiters simmer the

seafood in the stock. I noticed that they place abalone on the top, under which is lobster, geoduck, bean sprouts and fried bread sticks. In this order, diners' taste buds start with a light taste which becomes gradually stronger. The portions are small but enough for you to appreciate the freshness of the seafood.

Another specialty is bamboo fungus and bird's nest rolls. They only use the best part of big white bamboo fungus which is slightly boiled,

► **Smoked soy sauce chicken**

Fat chickens are smoked using a combination of tea, brown sugar, rice, and a few other secret ingredients to create a unique taste (\$320/each)

豉油鹽雞 揀選 2 斤半黃油雞，用上等茶葉、片糖、米等釀成，醃味不太濃，豉油豉油正是精粹所在。(\$320 / 隻)





and then steamed with Jinhua ham and quality bird's nest stuffing. It seems easy to cook, but the timing is critical.

Those who love traditional Cantonese cuisine are sure to enjoy the fried dried oysters with minced meat. The giant dried oysters are finely chopped, then pan-fried with bean sprouts, minced meat, Chinese celery, coriander, Chinese mushrooms and ginger to create a tasty crispy mix which is served on lettuce leaves. In addition to its signature crispy fried chicken, The Folks' smoked soy sauce chicken is also a popular choice. They use only fat chickens, weighing around 2.5 catties, and marinate them in their secret soy sauce mix. They have also created a fried smoked chicken, which I am eager to try, and lotus rhizome pudding (vegetarian option is also available), which is a traditional dish that I have loved since I was a young boy.

For banquets or large group gatherings, their roast suckling pig always goes down well. They choose lean suckling pigs weighing about 17 kg. Of course the crispy skin is

wonderful, but don't miss the meat which is delicious dipped in their special marinade.

As The Folks is not very big, it takes care of individual customers. The restaurant can also provide catering services upon request. Chef and manager are good partners as they worked together for more than 10 years at "Fook Lam Moon." Although The Folks targets upper-end diners, you won't feel any pressure here as they serve all customers alike in the same caring and friendly manner. With its cozy environment, light and quality dishes, eating at The Folks is truly an enjoyable experience. **B**



Napoleon wrasse and vegetables in stock

Small Napoleon wrasse weighing slightly more than 1 catty are hard to find. Cooked in a stock made with dried scallops, sea whelks, chicken, pork and absolutely MSG free, (\$1,350/dish)

上湯時菜浸蘇眉

約一斤重的蘇眉雞難求，極有魚味，湯底用瑤柱、螺頭、老雞、上肉熬足8小時，絕無味精，即日煲即日用。(每份約\$1,350)

Fried glutinous rice balls

The stuffing is made from red bean paste with cashew nuts, 竹香軟菓

豆沙混以腰果粒，不知還以為是花生粒。

The Folks has a comfortable environment and great views. 「樂意居」地方優雅，窗戶特多，自然光線充足，高踞臨下，中環一帶景色，一覽無遺。



很多人都喜歡吃粵菜，卻被一般粵菜較油膩所嚇怕。越來越多人追求吃得健康，崇尚自然，出外吃飯，最怕味精太多，在家用膳當然較易控制，少油少鹽無味精，選料新鮮，令人放心。然而，有些傳統菜式材料複雜，做法獨特，專業大廚也須累積多年經驗才懂泡製，在家裡較難弄出來。崇尚菜式清淡簡單的，也會要求食肆環境優雅自然，太熱鬧的反而不習慣。

市面上能符合這些要求的酒家飯店真不多，這等高要求顧客的口味也不是一般大廚能輕易達到，所以好店更難求。但世上無難事，只怕有心人。愛吃的人卻不獨食，多愛與人分享，正因如此，對食物要求高又追求清淡自然的老板，不但覓得好大廚，更開店與人分享。

從菜式設計、選址到裝修、環境和服務，都是來得優雅自然，跟食店的名字「樂意居」非常配合。由於甚麼都低調，從不大肆宣傳，極少接受訪問，所以開業年多也少被留意。

「樂意居」位於半山花園道近麥當勞道，店面地方不大，由於在22樓高層，店內三面都是大大的窗戶，自然光線充足，從窗戶向外望，中環及半山的風景盡入眼簾，遠景有中銀大廈、花旗銀行大廈、長江中心、滙豐銀行，近景有動植物公園、香港公園、禮賓府等，每次在這裡吃飯都有一種豁然開朗的感覺，如置身空中花園一樣。

我最喜愛假日時與家人來這裡飲茶吃點心，點心的款式不算多，也不花巧，但選料絕對上乘，無論蝦餃、燒賣、腸粉或牛肉等，一吃就知與眾不同。菠蘿叉燒包是這裡的熱賣點心，有時更有豬腳薑醋，女士們特

別喜愛。每次我必點脆皮蛋散及竹香軟菓，這兩款懷舊點心並非每間食店都可以做得好。點心以外，這裡的麵點水準也極高，肉絲煎麵值得一試。

美味的點心必須配以名茶，這裡選用的都是上等茶葉，平常愛喝壽眉茶的我，來到這裡也喜愛他們推薦的「人參烏龍」。假日在這裡的客人大多是一家大小，有老有少，特別感受到家庭樂的氣氛。雖然座位有限，但擺放不擠，所以只覺熱鬧，而不覺嘈吵。我特別喜歡午飯後陪伴母親過過相連的行人天橋，往動植物公園散步。

晚上在這裡吃飯又是另一番感受。往窗外望，中環與九龍尖沙咀的夜景盡在眼前。由於地方不大，房間只有兩間，但我反而較喜歡坐大廳，利用屏風靈活間格，無論2人或4人，也有獨立空間，私隱度極高。若要筵開幾席，可安排在樓上的獨立大廳。這裡的大廚「民哥」師承多位名廚，入行近20年，曾在多間名店如「福臨門」工作，過往更是「德榮」的主廚，無論炆、燉、扣、炒都是他的拿手好戲，所以做魚翅、扣鮑魚、炸子雞一定難不到他，水準極之穩定，我尤愛他做的釀蟹蓋和扣花膠。由於他的根基功夫好，加上樂於鑽研，雖然年紀輕輕，卻能做出傳統古法粵菜，近期更做出多款迎合高要求的清新菜式，包括「白玉蟹拑」、「上湯時菜浸蘇眉」、「竹笙燕窩卷」及「高湯海鮮拼盆」。

「白玉蟹拑」選用大肉蟹(重斤半至2斤)，冬瓜只取中間最嫩部分，貪其無根，有根也挑出來。冬瓜先蒸至七、八成熟，然後吸乾水，將生拆蟹拑放在冬瓜面



Barbecue pork sweet buns
A very popular dim sum.
菠蘿叉燒餐包
新鮮熱辣，熱賣點心之一。

Roast suckling pig

Lean suckling pigs, weighing about 17 kg, are perfectly cooked so that the crispy skin is not oily. Don't miss the meat which tastes exceptional dipped in their special marinade. (\$600/each, must order in advance)

乳豬 17公斤重，專揀較瘦身的，皮脆而不肥膩。吃皮以外，用手撕連肉帶骨吃，更能嚐到醬料滲入骨裡的滋味。(\$600/隻，須預訂)



蒸熟，跟著上高湯，加入火腿汁，吃時倍覺清新。冬瓜吸滿高湯，帶有少少薑味，尤惹好感，肉蟹拑啖啖肉，那種鮮味，無法形容。



Shredded turnip pastry

This dish is comparable to those in traditional Shanghaiese restaurants, and is less oily.

蘿蔔絲酥餅

比上海老店的絕不遜色，少了一分油膩，更添好感。

級數和成本都最高的高湯，所以菜式特別鮮味，不靠味精，更能達致少鹽效果。

論清新脫俗，用料新鮮，非「上湯時蔬浸蘇眉」莫屬。大蘇眉吃得多，重一斤多少許的蘇眉卻較少有，所以來貨價錢較貴。蔬菜不時不食，秋天用菠菜，冬天可用豆苗。這道菜的靈魂正是那個上湯，上湯跟一般酒家的有所不同，湯底用瑤柱、螺頭、老雞、上肉，熬上7至8小時，絕無味精，每天即做即用，不隔夜。當然浸魚也有獨到功夫，不然蘇眉也會被糟蹋。蘇眉以外，也可選東星、老虎斑或瓜子斑，悉隨尊便。

高湯菜式另一選擇是「高湯海鮮拼盆」，用料包括加拿大象拔蚌、本地龍蝦及澳洲新鮮鮑片，配以銀芽及油條。這道菜最關鍵就是刀功，厚薄適中，上菜時才灌以高湯灼熟。我留意到分配也極有技巧，銀芽及油條放在碗底，鮑片放在最頂層，然後是龍蝦，其後是象拔蚌。吃時宜跟隨上而下的次序，味道由淡至濃，口感由薄至厚，份量不多，最能感受到少吃多滋味的妙處。

「竹筍燕窩卷」是另一道選料上乘，做法細緻的菜式。竹筍選用粗身、白身的，只用中間最嫩部分，配以金華火腿絲，並只用燕窩盞，貪其一絲絲的口感。先將竹筍飛水，然後將燕窩絲和火腿絲釀入蒸成。做法看似簡單，但時間掌握最為關鍵。這幾道菜式非常清淡，除用料新鮮外，靈魂就是那道高湯。一般食店都按菜價高低而分別配以高湯、上湯或濃湯，但「樂意居」一律只用

喜愛古法菜式的一定會喜歡這裡的「炒蠔豉鬆」。選用生曬大金蠔，配料包括大豆芽、肉鬆、唐芹菜粒、芫茜、冬菇及薑粒，所以口感特別豐富，格外爽口。這裡的招牌菜是炸子雞，近期熱賣尚有豉油釀雞，全選用重2斤半至2斤10兩的黃油雞，鹵水豉油正是竅門所在。最新的炸釀雞我還未試吃，不知是否先醃後炸呢？更有我自小愛吃的蒸蓮藕餅，看似蒸蘿蔔糕，另有素蓮藕餅可選擇。

假若多人吃飯或宴請客人，這裡的乳豬一定不會令你失望。乳豬約重17公斤，精選較瘦身的，不單皮脆，特製的醬料亦令乳豬的內殼非常入味，所以除吃乳豬皮外，更應手撕來吃，肉連骨一起吃的感受，特別有滋味。

這裡的菜式，名堂絕不花巧，但每樣水準都極高。大廚「民哥」早在德樂工作時我已認識，我特別喜愛他的廚藝，所以凡是坐陣的店子，我必定光顧。由於「樂意居」的地方不大，更能照顧客人的個別喜好。若有需要，更可安排上門到會。大廚和經理「娟姐」都出身於老牌名店「福臨門」，兩人合作十多年，非常有默契。雖然「樂意居」走高檔路線，但在這裡吃飯全無壓力，無論是大排筵席，或只是點些麵點小菜，態度都是殷勤親切。舒適的環境配合清淡的菜式，令食客樂在其中。B

Events

活動預告

Training

17 NOV

Training: The Trilogy of Environmental Management & Communication: Module I – “From Issue to Crisis, from Crisis to Opportunity” (Cantonese & English)

18 NOV

Advanced Communications
Training: Performing at Your Best – UNDER PRESSURE

22 NOV

Training: How to be a Mentoring Manager? (Cantonese)

24 NOV

Training: The Trilogy of Environmental Management & Communication: Module II – “Getting it Right from the Start” (Cantonese & English)

28 NOV

Training: Tax arrangement for foreign enterprises and their staff in the Mainland (Putonghua)
外資企業及員工的稅項問題 (普通話)

1 DEC

Training: The Trilogy of Environmental Management & Communication: Module II – “Turning it into Sustainable Value – Walk Your Words & Get Them Known” (Cantonese & English)

5 DEC

Training Course: Listing and M&A in the Mainland – Accounting and financial planning (Cantonese)
培訓課程：在內地收購、合併及企業上市應注意的問題 — 財務會計 (廣東話)

Events

活動預告

Training

6 DEC

Training: Service Excellence for Everyone! (Cantonese)

6 DEC

Training: Developing Managers (Cantonese)

5 DEC

Training Course: Listing and M&A in the Mainland – Accounting and financial planning (Cantonese)

培訓課程：在內地收購、合併及企業上市應注意的問題 — 財務會計 (廣東話)

6 DEC

Training Course: Listing and M&A in the Mainland – Taxation (Cantonese)

培訓課程：在內地收購、合併及企業上市應注意的問題 — 稅務 (廣東話)

7 DEC

Training Course: Important aspects of the law of contract in the PRC (Cantonese/Putonghua)

培訓課程：內地「合同法」的重要事項 (廣東話/普通話)

8 DEC

Training Course: Employment related legal issues encountered by foreign owned enterprises in the PRC (Cantonese/Putonghua)

培訓課程：外資企業在國內常遇到的勞動法律問題 (廣東話/普通話)

Study Missions

20 NOV

Clean Air Day

14 – 16 DEC

Mission to PRD Cities – Foshan & Jiangmen

Subscription Luncheons

17 NOV

Distinguished Speaker Series Luncheon with Tim Pawlenty, Governor of the State of Minnesota

18 NOV

Special Luncheon with Arnold Schwarzenegger, Governor of the State of California

Conferences

28 – 29 NOV

Beijing – Hong Kong Economic Symposium (Beijing)

2 DEC

The 12th Annual Hong Kong Business Summit “Heading into 2006: Hong Kong and the WTO”

Networking Functions

24 NOV

Chamber Happy Hour

28 NOV

Chamber Member Lunch Chat

7 DEC

Golf Outing

Committee Meetings

24 NOV

General Committee Meeting

30 NOV

Legal Committee Meeting

6 DEC

DIT Committee Meeting

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- 逾 1.28 億人購買衣服 / 配飾 / 鞋履；
- 逾 1.12 億人付款下載音樂及 / 或購買鐳射唱碟；
- 逾 1.06 億人購買電子器材 (包括照相機等)；
- 近 9,800 萬人購買電腦硬件；及
- 逾 8,600 萬人預訂酒店及 / 或旅行團。

詳情載於《工商月刊》網頁



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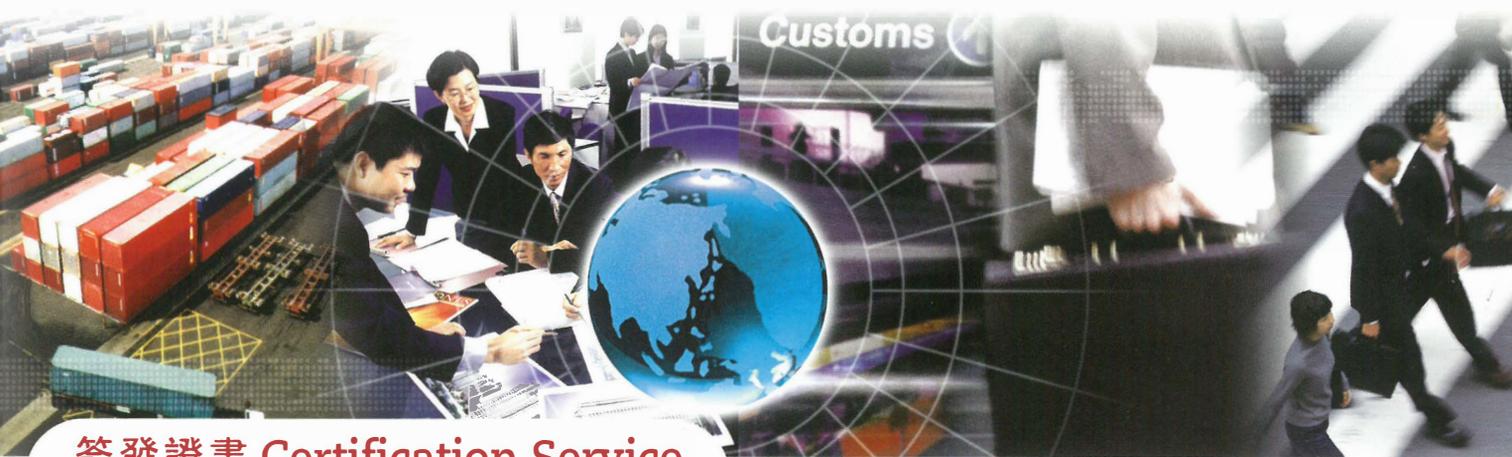
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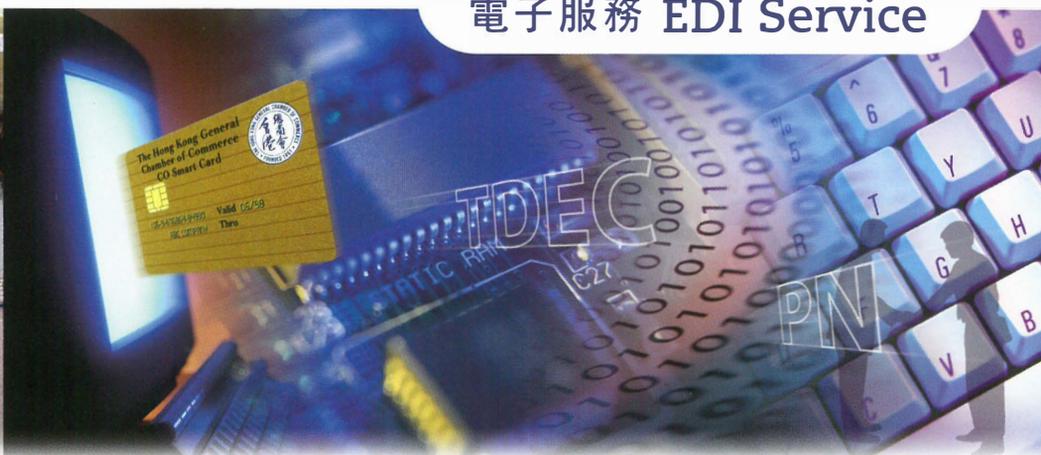
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