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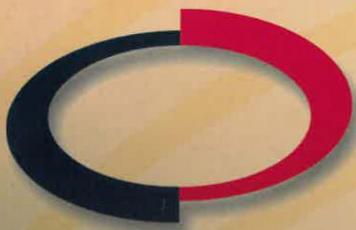
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Letters to the Chamber 讀者來鴻

The Bulletin welcomes letters from Chamber members, but reserves the right to edit any material supplied. Opinions expressed in Letters to the Chamber does not necessarily imply endorsement by the Chamber. 《工商月刊》歡迎本會會員來函，惟本刊保留編輯權。以下內容，純為讀者意見，不代表本會立場。來函請交：Letters should be sent to: **The Editor, The Bulletin, The Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, HK. Fax: 2527-9843. Email: malcolm@chamber.org.hk**



English is important for a world-class city, but so are good manners

I really enjoyed reading the article by Simon Ngan on the English-language standards in Hong Kong. This was the first time that I came across *The Bulletin*, which I got through making an enquiry at the Chamber about joining the organisation.

I totally agree with your comments that "English is taught like a dead language, and that it is being studied because it will be tested on." I was brought up in the U.K. and so I have very little experience of the education system in Hong Kong. But I have observed that young children are being stretched too much by their parents. They have to take up extra tutorials and other classes outside their school subjects and that leaves no time for creative thinking. They also have very little leisure time to watch English-speaking television channels or listen to the English radio stations which are an important part of improving efficiency in English.

I also agree with you about improving English to get a competitive advantage in business, but I would like to add a little bit more to that. Improving English-language standards is an important part of promoting Hong Kong as a world-class city. But it is also the other things Hong Kong lacks, such as courtesy, friendliness, openness and personal ethics, that are equally crucial in building a world-class city. I believe the government is aware of this as it is running TV ads with politicians pretending to be sales assistants, and stressing the importance of providing polite service. But what about Hong Kong individuals, do they want to change too?

*Anna Chang
Regional Licensing Manager
New Transducers Limited*

良好英語和親切態度 同樣重要

本人到訪 貴會查詢入會事宜，首次得閱《工商月刊》(註：本年七月號)。我十分欣賞顏偉業圍繞香港英語水平撰寫的文章。

我完全同意文中評論——「香港學生視英語僅為考試科目之一，老師亦視英語為死的語言來施教」。我在英國長大，對香港的教育制度認識不多，但據我觀察所得，很多小朋友均被家長壓迫過甚，既要上補習班，也要進修校外課程，故根本沒有時間去思考創新。他們亦甚少有空餘時間觀看英語電視節目，或收聽英語電台，但其實這些是改善英語的有效途徑。

我亦同意顏先生所說，提升英語水平是確立商業競爭優勢的先決條件，但我想稍微補充。要推廣香港國際都會的地位，提高英語水平不容有失。然而，香港亦缺少了其他東西，諸如誠懇、友善、開放和個人道德操守。這些元素對建立國際都會地位同樣重要。我相信，政府已意識到這方面的缺失，在電視播放廣告，由政府扮演售貨員強調好客之道的重要。香港市民又想想有所改變？

*New Transducers Ltd
區域牌照事務經理
曾秀鳳*

Con men target trading companies

I write to inform your members of a deception case that occurred in July. A local trading company was approached by a man who claimed to represent a Mainland investor. This man lured this company into believing that the Mainland investor was in possession of tens of millions of dollars and was looking for a reliable company in Hong Kong to invest for him.

The man further invited a high-ranking representative – the victim – of this company to meet the Mainland investor in a repu-

table hotel the next day. On attending this meeting, the victim was told that the investor was busy and suggested they have lunch first. In the restaurant, the victim was introduced to three or four unknown men. After the meal, one of them suggested they play a card game, "Sap Sam Cheung," to kill time. It was during this card game that the victim was cheated out of HK\$640,000. Afterwards, the Mainland investor never contacted him.

Judging from this case, it appears that this group of criminals is targeting local trading companies. If your members come across a similar incident, they should contact me at 2859 8561 as soon as possible.

*Tang Wai-keung
Officer-in-charge
Regional Crime Unit 1A
Hong Kong Island*

騙徒專門詐騙貿易公司

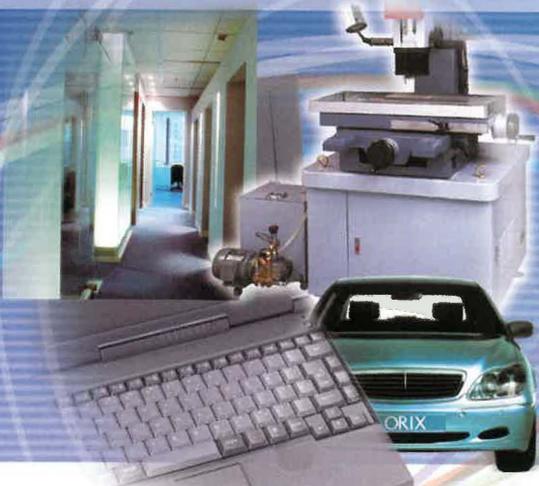
是次來函，特意告知 貴會會員一樁詐騙案。案件於七月發生，一名詭稱是內地投資商人代表的男子與一家本地貿易公司接洽，誘騙公司誤信他代表的投資商人擁有資本數千萬，正在港物色一家可信賴的公司投資發展。

這名男子進一步邀請該公司的高層代表(受害人)於翌日在一間高級酒店會晤那位內地投資商人。雙方見面時，該名男子告知受害人，投資商人忙於公務，建議先行共進午餐。在餐廳內，受害人在該名男子的介紹下，認識另外三至四人。午膳後，其中一人建議玩「十三張」消磨時間，過程中受害人被騙去640,000港元，事後，沒有內地投資商人聯絡受害人。

就案件判斷，這班騙徒專以本地貿易公司為詭騙對象，若 貴會會員遇有類似情況，請從速致電 2859 8561。

*港島總區刑事總部
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1A 隊主管
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Policy Address provides a chance to boost confidence

This year's Policy Address by the Chief Executive to the Legislative Council on October 10 is an important one for Hong Kong. First, it is the fifth and final address by Tung Chee-hwa in his historic first term as the first SAR Chief Executive. Second, and perhaps of more immediate significance, it offers an opportunity to instil greater confidence in the local economy at a time of global economic fragility.

It is for this reason that I have, on behalf of Chamber members, taken a relatively upbeat tone in the Chamber's traditional letter to the Chief Executive ahead of the address. At the same time, the letter offers what we believe are some constructive suggestions on the economy and how things might be improved for business and the community as a whole.

The suggestions contained in the letter emerged from consultations within the Chamber committee system and cover a wide range of issues from the state of the economy to greater government accountability, and from education and training to the development of the SAR's information technology and e-business sectors.

The letter's theme, Shaping Asia's World City in a Difficult Global Environment, picks up on the government's new initiative to promote Hong Kong as the international city of the Asian region and recognises the difficult economic circumstances that are currently unsettling world markets. But it also attempts to take a positive approach.

We usually do not publicise the contents of this annual letter to the Chief Executive, but to give members an idea of its tone, I quote this brief excerpt:

"All of us at the Chamber appreciate the achievements of your Administration in the four years since the return of sovereignty to China. Economically, it has not been an easy time for the Hong Kong SAR, with many challenges stemming from the impact of the Asian financial crisis and its aftermath and, now, a broader slow down in the global economy to contend with. Despite this, we remain confident in the future progress and prosperity of the SAR."

I might add the final sentence of this quotation is very much my personal view as well. This is not to deny that the Hong Kong SAR faces difficulties in the short-term, which I am pleased to see that the government is now more willing to discuss openly. I believe the administration now realises that by arming the public with the facts, they will be able to judge for themselves the true state of the economy instead of just relying on the stream of negative news coming out of the media. Reports on rising unemployment, a slowing economy, and the questioning of Hong Kong's future role in the post-WTO China era, among others, have made

people feel very pessimistic about our future. But with better world growth and the further opening of the Mainland – and some confident words from the Chief Executive next month – I believe that we will be able to rise to the challenge and find our way through our present problems.

ASSESSING HONG KONG'S TAX OPTIONS

The public release of the report of the Advisory Committee on New Broad-based Taxes for Hong Kong is welcome, if not timely in the economic sense. Fortunately, the Financial Secretary, Anthony Leung, has moved quickly to reassure all of us that there will be no new taxes – or increases in existing taxes for that matter – while the economy is experiencing an economic slow down.

This means the report can be actively discussed during the current weaker economic climate, without raising concerns that new taxes may be imminent and adversely effect economic confidence. Released on August 6, the report merely canvasses a range of options for the SAR that include both increasing existing taxes and possibly introducing new ones should the government's revenue situation require a boost.

Still awaited is the report from the government's internal Task Force on its likely future revenue needs. It is this report, expected to be issued before year's end, that will give everyone a better idea of how urgent the government's revenue needs might be in the medium-term and whether any new taxes are needed or not.

Through good planning, the Chamber already has a good idea of members' views on many of the tax options laid out in the report. In two surveys, one completed in the middle of last year and another in April this year, it has collected detailed information on members' views. This will be enormously valuable in assisting the discussions that will take place between now and the final preparation of the submission to the Advisory Committee.

As for the report itself, the tax alternatives it puts forward involve a choice of four options for increases in existing taxes and nine options for new taxes. I do not want to pre-judge them ahead of the Chamber's study of all the issues, but many – judging by the responses received in our two surveys – are likely to be rejected out of hand by the local community.

As for the Chamber, it is now discussing the report in its committee system. At the end of this discussion phase, the Chamber will be in a position to make a submission to the Advisory Committee on its report before the deadline of October 6 this year. Members can be assured their views will be accurately and forcefully reflected in the Chamber's ultimate submission to the Advisory Committee on new taxes for Hong Kong. **B**



Christopher Cheng 鄭維志



HKAAT 會計人材的表現 令僱主喜出望外!

香港專業會計員協會

- 由香港會計師公會支持及協助下於1988年8月成立。
- 宗旨為促進初級及中層會計人材之培訓，並頒授專業會計員資格。
- 香港專業會計員(HKAT)資格：具備廣泛的會計及商業知識，可根據各行業特性及需要，擔任不同類別的會計職位，如核數統籌、財經分析及策劃、財務管理及稅務諮詢等工作。
- 認可會計文員證書：具備初級簿記及會計軟件技術知識，能以電腦化會計系統處理公司賬目，執行日常各項會計工作。
- 本會資格考核嚴格，獲香港政府、各會計專業團體及教育機構所認可。
- 根據市場調查研究顯示*，擁有本會認可資格的专业會計人員因普遍質素優良，深受香港僱主及人事顧問公司歡迎與認同。

專業資格 信心保證

香港專業會計人員的知識及工作能力卓越，所以建議僱主於招聘會計人材時，優先錄用具本會資格的人士：

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此外，更鼓勵僱主讓僱員透過自修或兼讀形式，考取本會的會計資格，從而提高僱員會計專業能力，對 貴公司或僱員都有莫大裨益。

*歡迎蒞臨或致電本會查詢進一步資料：香港專業會計員協會香港灣仔告士打道77-79號華比富通大廈17樓A室
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藉施政報告 增強信心

今 年10月10日行政長官在立法會會議上發表的《施政報告》，對香港的意義尤為重大。它是董建華擔任香港特區行政長官以來發表的第五份，亦為首屆任內最後一份《施政報告》。同時，也許更形逼切的是，面對全球經濟低迷，港府希望能藉此機會提高各界對香港經濟的信心。

為此，我在本會每年《施政報告》發表前致送行政長官的函件中，表達了較為樂觀的看法。我們在信中提出了一些改善經濟，以及商業和社會整體狀況的建議。

這些建議來自本會委員會的諮詢工作，涵蓋眾多事項，包括經濟現況、政府問責性的提高、教育、培訓，以至特區資訊科技和電子商務的發展。

信函以「在環球經濟逆境中躋身亞洲國際都會」為題，旨在配合港府致力推廣香港為亞洲國際都會的新計劃，並且體認世界各地市場的經濟窘局，此外，亦希望以積極的態度正視這問題。

通常我們不會公開致函行政長官的內容，為令會員知其精神，我摘取其中一段文字：

「對閣下於回歸後四年來取得的成績，本會全人深表讚賞。從經濟角度而言，期內香港並非順遂，亞洲金融危機爆發及其後的影響，以至目前全球經濟普遍放緩，均為本港帶來許多挑戰。縱然如此，我們仍對特區的未來發展和經濟繁榮充滿信心。」

我想補充，這引述的末句確實足以表達本人的心聲。無可否認，香港特區於短期內正面臨種種困難，但本人樂見政府已較前願意公開討論。我相信，港府已認識到向市民公開資料，讓他們自行判斷本港的經濟實況，可避免他們過於依賴傳媒的報道，為負面消息所影響。失業情況不斷惡化、經濟發展步伐緩慢，以及對香港在中國入世後所擔當的角色存疑等報道，已使港人對本港前景感到悲觀。不過，隨全球經濟好轉、中國進一步開放，以及行政長官將於下月發表的鼓舞說話，相信我們定能勇敢迎接挑戰，解決目前面對的眾多難題。

評估改善稅制建議

縱使就本港經濟狀況來說，稅基廣闊的新稅項事宜諮詢委員會的報告不合時宜，但本會仍表歡迎。財政司司長梁錦松其後迅速向市民保證，本港經濟正呈弱勢，不會在此時加稅或開徵新稅項。

這表示，只要不會勾起市民對開徵新稅的憂慮，或對經濟信心構成負面影響，在目前經濟不景期間，報告仍可予積極討論。諮詢委員會於8月6日發表的報告，重點是就政府改善收入的目的，向特區提供一系列的稅制改革建議，包括加稅或開徵新稅項。

此外，我們正期待港府年底前公佈其內部工作小組就未來收入需要所制訂的報告。這份報告可讓大眾更瞭解政府於中期須增加收入的逼切程度，以及是否需要開徵新稅。

經過周詳的策劃，本會早已透過兩項調查，徵集會員對報告中多項稅制改動建議的意見。兩項調查分別於去年中期和今年四月完成，已匯集了會員詳盡的見解，對本會從現在起至擬備意見書予諮詢委員會期間進行的研究，非常有用。

報告所釐列的稅項建議涵括四個加稅和九個開徵新稅選項。我不欲在本會研究有關事宜前下判斷，但據兩項調查的回應推斷，上述大部份建議均會為市民所拒。

各專責委員會現正商討這份報告，本會將按研討所得，於10月6日諮詢限期前向諮詢委員會提呈立場書。我們保證，立場書將準確有力地反映會員的意見。

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- Mr Mike Moore, Director General, WTO
- Mr Zeng Peiyan, Minister, State Development, Planning Commission, PRC

Confirmed Speakers and Delegates

- Mr Antony Leung, Financial Secretary, HKSAR
- Mr Minoru Makihara, Chairman, Mitsubishi Corp.
- Mr Dean O'Hare, Chairman, the Chubb Corp.
- Mr Andrew Buxton, Chairman, European Services Forum
- Dr Victor Fung, Chairman, Airport Authority Hong Kong
- State Development Planning Commission, PRC
- Ministry of Information Industry, PRC
- and many others

www.chamber.org.hk/wsc

Surveys on broadening tax base and total smoking ban

The government recently released a number of consultation papers containing proposals for broadening the tax system and expanding statutory no-smoking areas. As these initiatives are expected to impact business practices, they have aroused wide public concern. To seek Chamber members' views and to reflect their opinions to the government, I conducted two surveys recently.

The Advisory Committee, commissioned last year by the government to study the feasibility of broadening the tax base, last month issued its report. Of the 13 tax reform options, the most remarkable is that the committee supports introducing a consumption tax. They estimated that the government would net over HK\$18 billion annually in additional tax revenue if a consumption tax rate of 3 per cent were levied on retail prices. They also suggest a land and sea departure tax of HK\$18 per passenger, which would bring in additional tax receipts of HK\$0.9 billion each year. Lastly, HK\$2.6 billion could be collected annually if the profits tax rate were raised by 1 per cent.

GENERAL OPPOSITION TO CONSUMPTION TAX

However, based on members surveyed, of the 315 respondents, 266, or 84 per cent of members object to introducing a consumption tax. Only 46, just 15 per cent, said they feel it is acceptable (see Chart 1). The number of respondents who oppose or agree to the proposed land and sea departure tax is approximately the same (see Chart 2). A total of 217 members, 69 per cent, reject the idea of raising the profits tax rate by 1 per cent (see Chart 3).

Given that Hong Kong's economy has yet to fully recover and the outlook is less than rosy, many people feel the introduction of the consumption tax will deliver a heavy blow to the slowing market and discourage tourists from visiting Hong Kong. The MPF scheme has already increased most firms' financial burden, and such a tax would again raise operating costs, which will in turn undermine our competitiveness.

In fact, I share this view. Though Hong Kong's tax base is narrow, I oppose charging new taxes or increasing tax rates at the

present time. The government must instead adopt active measures to "cut expenditure" by, among other ways, reducing the civil service payroll. In recent months, public sectors, including the Trade Development Council and the Hong Kong Tourism Board, have implemented plans for adding value to their resources, and restructuring and streamlining their manpower. These are unquestionably efforts that other government departments and public organizations should follow.



James Tien 田北俊

should be identified as long-term targets. A timetable for prohibiting smoking in these areas should be set after reviewing the ban in restaurants.

Lastly, I would like to extend my sincerest thanks to members for their invaluable opinions that I will put forth to the government.

STEP-BY-STEP APPROACH TO EXPAND NO-SMOKING AREAS

With respect to expanding no-smoking areas, a total of 397, or 91 per cent of the 440 respondents agree that smoking should be prohibited in all indoor workplaces. Only 8 per cent oppose such a ban (see Chart 4). As for enforcing a smoking ban in all restaurants, 333, or 75 per cent of members agree to such a ban while 23 per cent do not (see Chart 5).

These views show that, to a large extent, the private sector welcomes a smoking ban in all workplaces and restaurants. But some operators, especially the catering industry, think a complete ban on the latter should be implemented step by step.

As such, I recommended the government grant a grace period to all restaurants to enable both operators and customers to adapt to the new requirements. Bars, karaokes, bathhouses, nightclubs and mahjong places, however,

Do you agree to a 3% general consumption tax?
是否同意徵收3%消費稅?

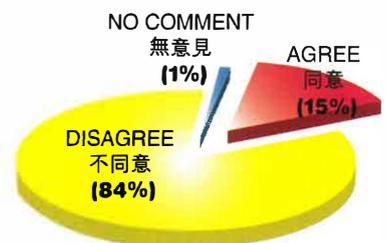


CHART 1 圖一

諮詢會員對徵稅及禁煙問題的意見

政府近月發表了多份諮詢文件，其中一些建議例如擴闊稅基、擴大禁煙區等，不但引起社會廣泛關注，更直接影響工商企業的經營。為了收集總商會各會員的意見以便向政府反映，我早前便進行了兩次問卷調查，以下是有關調查的概況。

去年受政府委託研究擴闊稅基的一個委員會，上月公佈了對13個方案的分析。當中較矚目的是，該會似乎傾向支持開徵消費稅，並估計若消費稅率為3%，政府每年額外稅收就超過180億元。此外，該會也估計若對每次離境徵稅18元，額外稅收為9億元；至於每調高1%利得稅率，稅收則多26億元。

同業多反對消費稅

然而，從我收集的問卷回覆中看，同業們對上述方案並不完全認同。在暫時收到的315個回覆中，有多達266個即84%是反對徵收3%消費稅的，贊成的只有46個，即15%（見圖一）；而贊成和反對18元離境稅的被訪者數目則相若（見圖二）；至於調高1%利得稅率，有217個即69%是反對的（見圖三）。

同業們的意見普遍認為目前經濟環境仍未好轉，前景也不明朗，若此時開徵影響深遠的消費稅，必定會對本已疲弱的市道造成打擊，並會減少遊客來港消費。而且強積金計劃已令很多企業負擔沉重，如再加上消費稅，肯定會大大加重營商成本，削弱競爭力。

其實，我也認同大家的看法。雖然本港稅基的確甚為狹窄，但我並不同意此時開徵消費稅或加稅，反而政府應先積極「節流」，設法減低支出，例如過高的公務員薪津開支等。近月一些公營機構如貿易發展局、旅遊發展局、康體局等都紛紛落實資源增值，重整架構及減省人手，實在是一個好現象，希望其他政府部門和公營機構盡快效法。

擴大禁煙區宜逐步實行

至於另一個影響企業經營的建議—擴大禁煙區，在440個問卷回覆中，有397個即九成被訪者贊成在室內工作間全面禁煙，只有8%反對（見圖四）。在酒樓食肆方面，也有333個即75%贊成全面禁煙，23%則反對（見圖五）。

從得來的意見可知，基於二手煙危害健康的緣故，同業們普遍贊成在室內工作間和酒樓食肆全面禁煙。然而，也有同業特別是飲食業人士考慮到各類場所的不同性質，以及對生意的影響，尤其是在目前經濟不景的情況下，認為禁煙宜分階段進行。而我也覺得這個看法是可以接受的。

所以我建議政府在有關法例實施前，向所有食肆給予一段寬限期，讓經營者和顧客適應；至於酒吧、卡拉OK、浴室、夜總會及麻雀館等，則列為長遠推展禁煙區的目標場所，待觀察和檢討食肆全面禁煙的實際情況後，再決定有關時間表。

最後，我謹此向各位同業表示衷心感謝，因為大家的寶貴意見使我能集思廣益，有助我向政府反映。期望日後各位同業繼續踴躍表達意見，讓政府和社會人士更為了解我們工商界的觀點。

Do you agree to a total ban on smoking in indoor workplaces?
是否贊成在室內工作間全面禁煙？

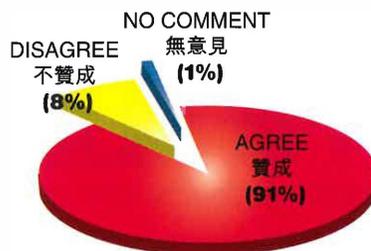


CHART 4 圖四

Do you agree to an \$18 land and sea departures tax?
是否同意徵收\$18海陸離境稅？



CHART 2 圖二

Do you support raising the profits tax rate by an additional 1%?
如果將利得稅率調高1%，你會否支持？



CHART 3 圖三

Do you agree to a total ban on smoking in restaurants?
是否贊成在酒樓食肆全面禁煙？

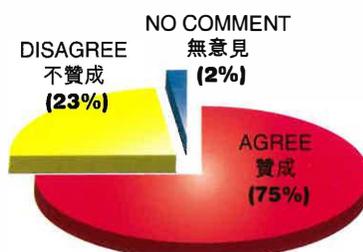


CHART 5 圖五

若您有任何意見，歡迎向我反映。通訊地址是中環民臣道8號立法會大樓。（電郵：tpc@jamestien.com 電話：2500 1013 傳真：2368 5292）

Chamber establishes Women Executives Club

Women executives in Hong Kong businesses form a powerful and influential group. In fact, women executives have also always been active participants and contributors to the Hong Kong General Chamber of Commerce. Several of our special purpose committees have women as chairpersons, and Dr Lily Chiang is a vice chairman of the General Committee. And at every Chamber event, you will see many, many women participants. However, the women executives never had their own "club" in the Chamber, where they could discuss issues of concern to them, where they can discuss mutual interests, and where they can engage in activities more to the liking of women.

We are rectifying this situation. On September 12, the Chamber Women Executives Club – called the Chamber WEC – will be inaugurated with a meeting and a cocktail reception at the Mandarin Oriental Hotel. Since we sent out notices that the



Dr Eden Woon 翁以登博士

Chamber would like to set up such a club, the response has been overwhelming. Over 500 Chamber women executives have expressed interest in joining this club. There are those who would like to listen more to women speakers or leaders. Some have indicated they want to learn more about women's issues. Others are particularly interested in health matters. Some others want to go on leisure tours and engage in charity activities. The club will try to cater to this variety of interests. It also can provide camaraderie and networking opportunities.

The WEC will be led and run by the women themselves. The leadership, the workers, and the direction will be selected on September 12. We have to acknowledge two individuals who saw the need for such a club for some time: our Chairman Christopher Cheng, who headed a membership task force a year ago, and our former Membership Committee Chairperson Fanny Lai. The Chamber has high hopes for the success of this club.

為女會員成立新組織

商界女性在香港社會已是聲勢浩大、甚具影響力的一群。她們不但是本會的活躍份子，亦為本會帶來不少貢獻。本會轄下多個專責委員會的主席職務，均由女士充當，蔣麗莉博士亦為本會理事會副主席。在每個總商會活動場合，女士雲集，可見一斑。然而，她們在總商會尚未有屬於自己的「會社」，可藉此暢談共同關注和感興趣的事項，一同參與女性喜歡的活動。

有見及此，我們特意成立總商會女行政人員組織，定名為「女士會」，並定於9月12日，假文華東方酒店舉行首次會議暨成立酒會。事前，我們已向會員寄發有關會社成立的通知，反應非常熱

烈，逾500位女會員已表示有興趣加入。她們期望日後能聽到更多女講者或商界領袖發表演說，此外，亦表達了不同的意願，當中有些對健康問題尤感興趣，有些則希望參與消閒旅遊及公益慈善活動。女士會將盡力籌辦多元化的活動，滿足女士各式各樣的需求。當然，會友也可藉這些機會增進彼此溝通，聯繫情誼。

女士會將由女會友親自領導。主席、委員以至工作綱領將於9月12日定出。女士會得以成立，我們實須向兩位洞悉此需要的人士表示謝意，他們分別是去年曾執掌會員關係工作小組的本會主席鄭維志及會員關係委員會前主席黎葉寶萍。本會極有信心，女士會的會務定能蒸蒸日上。

Call Daisy Lo at 2823 1262, or email: daisy@chamber.org.hk if you want to join or to know more about WEC.
閣下若有意加入女士會，或查詢詳情，請聯絡盧淑賢，電話：2823 1262，電郵：daisy@chamber.org.hk。

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Carry on shipping

China's WTO entry is expected to divert some container traffic away from Hong Kong, but is unlikely to make the territory lose its title as Asia's largest shipping centre

By **SIMON NGAN**

Opinions are divided on the impact that China's entry into the WTO will have on Hong Kong's cargo business. Some think that as China opens up its market and conforms to international trading standards, freight passing through the SAR may slow to a trickle as shippers find it easier and less expensive to just head straight for the Mainland.

"I expect more direct traffic in and out of Chinese ports as import tariffs are lowered," said Terence Sit, president of Jardine Shipping Services.

Although some anticipate the dispersal of international business to other Chinese cities and ports to chip away at Hong Kong's role as a shipping centre, this is something that will not happen overnight. For sure, a trade boom after China joins the WTO will no doubt boost the amount of cargo handled at Chinese ports.

Port trade has increased 25 per cent an-

nually on average in previous years and Shanghai, China's busiest port, handled approximately 5.6 million TEUs last year, an improvement of more than 30 per cent over 1999. Closer to home, Shenzhen's ports recorded a 13.6 per cent rise in business last year as more shippers moved goods through its facilities. Lower port costs are a major factor and it is cheaper to truck a consignment from a factory in the Pearl River Delta to Shenzhen than all the way to Hong Kong. Financial savings aside, rapid improvement in facilities at Yantian, Shekou and Chi Wan has also contributed to attracting shippers as has the improvement of transport systems serving the terminals.

But compared to Hong Kong, the physical and financial infrastructure that we have here does not yet exist in China.

"I guess we all agree that Hong Kong container terminals will face challenges over the

cheaper costs offered by major ports in China. However, there is still some catch up work for the Mainland operators to do in terms of the technology sophistication, well-established infrastructure, know-how and the reliability Hong Kong Terminals are able to offer," said a spokesman for OOCL.

Although Chinese ports offer some attraction for shippers, Hong Kong still retains a number of competitive advantages. For starters, Hong Kong can offer shorter transit times. This is because ships calling at Chinese ports need to call at Hong Kong also to fill their holds to capacity. The result is that while it might take a container 15 days to reach Los Angeles from Shenzhen, it only takes 13 from Hong Kong. The almost complete lack of customs clearance formalities at Hong Kong, which only require that a trade declaration be made 14 days after the shipment has shipped out also remains attractive to shippers.

Another bugbear of sending goods through China's ports is the tangle of procedural and documentation red-tape associated with China's trade policies and tax systems. Delays caused by these coupled with a much smaller sailing schedule compared to Hong Kong's is incongruent with the growing trend for supply-chain lead times to become shorter. Depending on what is shipped, such delays can easily offset any cost advantage that sending a product through a port in China may bring.

In addition, China's ports may not be able to cope with the anticipated increase in throughput that will come with WTO accession. Some of the busier ports are operating at or near capacity and urgently need expanding. Most cannot handle larger vessels and lack Hong Kong in efficiency.

Despite some changes in container traffic, the consensus is that the post-WTO pie will become large enough to continue fuelling growth at Hong Kong's ports.

According to a study published by a leading American investment bank, China's total trade would double to US\$600 billion by 2005 from US\$324 billion in 1998. The study estimates that by 2005 China's accession to WTO would boost China's annual imports by US\$105 to US\$115 billion, with US\$65 billion coming from the lowering of tariffs, US\$20-US\$30 billion from the removal of non-tariff barriers, and a final US\$20 billion from the expansion of foreign investment in China. Exports are expected to increase to 650



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航運業勇往直前

香港的貨櫃運輸量預期將隨中國入世減縮，但相信不致令本港亞洲最大航運中心的地位受損 **顏偉業**

中國加入世貿對香港貨運業的打擊，意見紛紜，有同業認為隨著中國市場大門敞得更開，並符合國際貿易準則，經香港處理的貨運量將慢慢萎縮，因為付貨人已能將貨物直接經內地處理，而且更為快捷和廉宜。

怡和航運服務主席薛力求表示：「我預計，中國進口關稅下降，直接進出內地港口的貨物數量將與日俱增。」

縱使部份業界預測轉向中國其他城市和港口的國際商務日益增加，將令香港航運中心的角色受損，但顯然這不能在一時之間發生。然而，可以肯定，預期於中國成為世貿會員國後湧現的繁榮景象，將促使中國港口的貨物處理量不斷提升。

過去數年，在中國最繁忙的港口上海，港口貿易平均每年增長 25%；單於去年，已處理約 560 萬個標準貨櫃，比對 1999 年躍升了三成多。接近香港的深圳港，由於越來越多貨主使用該地設施運送貨品，去年的營業額錄得 13.6% 升幅。港口費用較低是首要原因，而位處珠江三角洲的工廠把貨物直接託運至深圳，能減輕成本負擔，亦在考慮因素之列。不過，即使不計金錢節省，鹽田、蛇口和赤灣的設施急速發展，使貨櫃運輸系統得以改善，亦是吸引貨主的關鍵。

然而，相對香港，內地仍欠缺一些實體和金融基建。

東方海外貨櫃航運發言人說：「據我估計，業界同意國內主要港口收費較平，會對香港貨櫃碼頭帶來挑戰。不過，香港貨櫃碼頭擁有先進科技、完善的基建、超卓技術和可堪信賴等優點，內地經營商在這些方面均須急起直追。」

雖然國內港口對付貨人無疑十分吸引，但香港仍穩守相當優勢。對於新的經營商，香港能減省運送時間。從國內港口接載貨物出口的船隻，需要到本港加裝貨物，以合符貨運量要求，結果是由深圳運送貨櫃至洛杉磯需時 15 天，但由香港出發則只要 13 天。此外，在香港差不多無須辦理清關手續，只需於貨物起運 14 天前進行貿易報關，故對付貨人來說，仍具吸引力。

經內地港口運貨的另一棘手問題，是中國貿易政策和徵稅系統所牽涉的繁文縟節。由繁複手續所引致的延誤，加上比對香港而言較小的貨運量，使內地港口未能迎合減省供應鏈週期的趨勢。對於某種貨物，這些延誤足以抵銷利用中國港口運貨在成本上所帶來的好處。

同時，國內港口亦未必能配合中國入世後貨物吞吐量的預測增長。部份最繁忙港口的吞吐量已接近或達到飽和，擴展急不

- 700 million tonnes and container volumes are predicted to be in excess of 40 million TEU by 2005 compared to 15 million in 1999.

Based on the 40 per cent share that Hong Kong now has in China's total foreign trade, it stands to benefit to the tune of US\$240 billion. And most of this business will continue to flow from the more than 184,000 enterprises involving Hong Kong interests registered in the Mainland, particularly Guangdong.

In anticipation of the projected increase in cargo flows, Hong Kong and Shenzhen ports are all embarking on major expansions of container facilities most of which will be completed by 2003/04.

“Together, they will handle the significant growth of container traffic in the South China region, the world's largest manufacturing centre for consumer goods. Shenzhen ports will gain more traffic due to proximity with manufacturing areas, but Hong Kong will still enjoy growth in container traffic as the need for facilities will remain high,” Mr Sit said.

Meanwhile, shipping companies in Hong Kong are taking advantage of this head-start to implement value-added strategies to retain customer loyalty, such as the adoption of information technology programmes, and offering one-stop total service for customers in the management of the supply chain process.

“Today's customer is demanding real-time shipment visibility, and the ability to manage their shipment proactively and focus on problematic exceptions, increasing productivity, easy management of information flow, integration with customer business processes and ... to access shipments among all carriers online,” said OOCL's spokesman. **B**

Projected growth of the Mainland's Container ports ('0000 TEU)

內地貨櫃港增長預測 ('0000 20 呎長的標準貨櫃單位)

	2000	2001	(+%)	2002	(+%)	2003	(+%)	2004	(+%)	2005	(+%)
Dalian 大連	101	120	18.8%	150	25.0%	190	26.7%	240	26.3%	300	25.0%
Tianjin 天津	171	200	17.0%	236	18.0%	278	17.8%	328	18.0%	387	18.0%
Qingdao 青島	210	260	23.8%	340	30.8%	440	29.4%	570	29.5%	740	29.8%
Shanghai 上海	561	660	17.6%	760	15.2%	850	11.8%	950	11.8%	1050	10.5%
Ningbo 寧波	90	120	33.3%	155	29.2%	200	29.0%	260	30.0%	340	30.8%
Xiamen 廈門	109	130	19.3%	160	23.1%	190	18.8%	230	21.1%	270	17.4%
Fuzhou 福州	46	57	23.9%	68	19.3%	82	20.6%	98	19.5%	115	17.3%
Shenzhen 深圳	399	450	12.8%	500	11.1%	550	10.0%	600	9.1%	650	8.3%
Total 總計	1687	1997	18.4%	2369	18.6%	2780	17.3%	3276	17.8%	3852	17.6%

SOURCE: RESPECTIVE PORT AUTHORITIES 資料來源：個別港口部門



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Air express cargo companies expand their Mainland network

Air express cargo companies are expanding their networks in the Mainland to ready themselves for the rise in business that China's entry into the WTO is expected to bring.

As a major manufacturing base for many industries and being the world's fastest growing economy, courier companies say they will play a critical role in connecting Chinese businesses to the world and contributing to the Mainland's economic development.

UPS will expand its branded operations from 21 cities to 40 cities this year, while three new representative offices will be set up in Qingdao, Shenzhen and Xiamen.

Likewise, DHL-Sinotrans Express Ltd. (DHL-Sinotrans), a joint venture between DHL Worldwide Express and the China National Foreign Trade Transportation (Group) Corporation, is preparing for China's imminent entry to the WTO and the ensuing trade surge with the opening of its Pudong Airport Gateway in Shanghai, China.

The new RMB 20 million gateway further boosts DHL-Sinotrans' shipment handling capabilities in the eastern region of the country. Of its existing gateways in Beijing, Shanghai, Guangzhou and Shenzhen, the



UPS will set up three new representative offices in Qingdao, Shenzhen and Xiamen. 聯合包裹將於青島、深圳和廈門設立代辦處。

Pudong project is the largest and most advanced built by DHL-Sinotrans.

DHL-Sinotrans plans to invest over US\$9 million this year to expand its network to 39 stations by year end.

"The increasing development of globalisation and trade volumes will mean a greater level of service will be required of international air express companies," said Marc Duale, chief operating officer of DHL Asia Pacific. "With new facilities such as the Pudong Airport Gateway, we will be able to improve our service to customers and meet their demand for shorter customs clearance and ship-

ment handling times, and enhanced reliability, security and work efficiency of the whole shipment process."

These benefits will be achieved by linking directly with the customs and excise department via Electronic Data Interchange (EDI), as well as the operation of a customs bonded warehouse, advanced material handling conveyor system, and automatic shipment sorting equipment. The maximum shipment processing capacity at the new 6,100 sq. meter center will be enhanced from 3,000 pieces per hour to 10,000 pieces, and the maximum shipment processing tonnage will reach 50 tons per hour.

UPS also believes a borderless marketplace demands creative and seamless delivery solutions.

Richard Loi, Managing Director UPS Hong Kong explains: "UPS always aims at providing our customers with a total solution. While UPS Capital provides financial support, we have also set up UPS Logistics Group, another subsidiary assisting customers in Supply Chain Management (SCM). Together with UPS express delivery service, we provide solutions to the physical flow of goods, the flow of information, and finally the flow of funds to facilitate global trade." B

航運業...

容緩。很多未能處理較大型船隻，而處理貨物的效率亦不及香港。

縱使貨櫃運輸情況出現改變，業界共識入世後中國航運市場的龐大潛力，足以驅動香港港口的發展。

根據一家美國領先投資銀行的研究顯示，中國總貿易額將由1998年的3,240億美元倍增至2005年的6,000億美元。研究估計，迄2005年，中國加入世貿將使全國每年進口值增加1,050至1,150億美元，其中650億美元增加歸因於關稅下調，200至300億美元得自非關稅貿易壁壘的撤銷，另200億美元增長乃鑑於中國外來投資的急劇

增長。至於出口量，預計會增加6.5至7億噸，貨櫃運輸量則由1999年1,500萬個標準貨櫃，提升至2005年逾4,000萬個。

基於目前香港佔中國外貿的四成，相信能帶來2,400億美元進賬。此外，由於超過184,000家在內地尤其是廣東註冊的企業均有港商參與，航運業的發展可謂持續無間。

鑑於香港和深圳港口對貨運量的樂觀增長預測，它們正著手大力擴充貨櫃設施，大部份將於2003至04年間落成啟用。

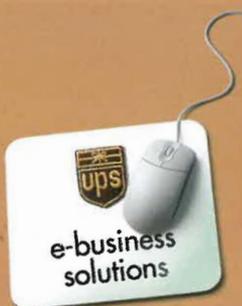
薛力求說：「香港與深圳將合力應付全球最大消費品製造中心華南區域的強勁貨櫃運輸增長。深圳港口基於鄰近生產

地，貨櫃運輸量將提升。而香港因市場對其貨櫃設施的需求仍然殷切，這方面的運輸量亦會增加。」

有見於這勢頭，香港航運公司已積極採取主動，實施增值策略，如應用資訊科技及在供應鏈管理上，為客戶提供一站式周全服務，以增強客戶對公司的歸屬感。

東方海外貨櫃航運發言人指出：「現今的顧客不但要求我們擁有實時航運監督、強大貨運管理及應付風險的能力，更需要增加生產力、簡易的資訊流程管理、公司與客戶運作的整合，以至在網上隨時處理各船隻的貨物。」 B

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空運速遞公司在內地大展拳腳

空

運速遞公司正向內地拓展業務網絡，準備迎接預期於中國入世後湧現的商機。

空運速遞公司表示，中國是不少工商業務的生產基地，經濟發展，全球最速。所以，他們正肩負中國與世界貿易接軌的鵲橋角色，協力推動內地經濟發展。

聯合包裹運送服務公司便於今年內，將旗下在內地的速遞業務網絡由 21 個城市，擴展至 40 個，並於青島、深圳和廈門設立代表辦事處。

同樣，DHL Worldwide Express 與中國對外貿易運輸集團共同合資成立的中外運敦豪公司，亦正磨拳擦掌，準備迎接中國即將入世，以及隨著公司在上海新開設浦東機場轉運中心所帶來的蓬勃貿易發展機會。

新轉運中心投資額達 2,000 萬人民幣，將大大提升中外運敦豪公司在中國東部地區的貨件處理量，與現時設於北京、上海、廣州和深圳的轉運中心相比，為該公司旗下最具規模、設備最先進的發展項目。

中外運敦豪公司計劃投資 900 萬美元，於年內擴充業務網絡，增加服務據點至全國 39 個城市。

敦豪亞太區營運總監杜禮文表示：「在全球化和貿易活動加劇發展的帶動下，國際空運速遞公司的服務需求亦相應提升。所以，公司希望借助浦東轉運中心這類新增設備，進一步改善客戶服務，包括

縮短清關和處貨時間、提高運送過程的可靠性、保安和效率，全然滿足客戶的要求。」

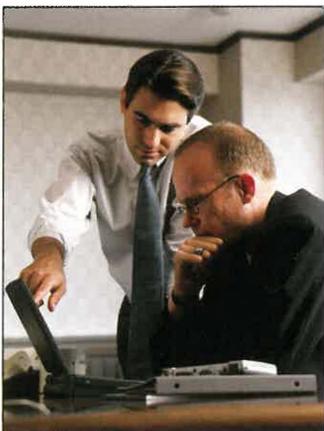
公司除透過電子數據聯通服務，直接接駁海關外，又設置保稅倉庫、先進的貨件處理輸送系統、自動分件設施。新服務中心佔地 6,100 平方米，每小時處理貨件數量，由原來 3,000 件增至 10,000 件，每小時最高可處理 50 噸貨件。

聯合包裹運送服務公司認為，無遠弗屆的空運網絡需要創新和完善的運送服務。

聯合包裹運送服務公司香港區行政總裁黎松江稱：「UPS 一向致力為客戶提供完善的解決方案。除了專責財務支援的 UPS Capital 外，公司亦成立了 UPS Logistics Group，在供應鏈管理方面為客戶提供協助。UPS 的速遞服務為客戶在貿易流程中處理貨物、資訊與資金，有助促進全球貿易的發展。」



DHL-Sinotrans' new RMB 20 million gateway at Pudong Airport, Shanghai. 設於上海浦東機場的中外運敦豪新轉運中心，價值 2,000 萬人民幣。



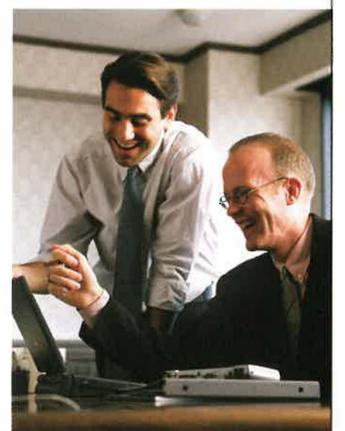
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HKGCC

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香港總商會 1861

Singapore - The housing board has approved a new avant-garde design style for a residential development slated to be built in the Changi area by the end of 2005.

Combining a creative flair with a pragmatic approach, architects Perry

buyers are encouraged to start signing up for a chance to purchase the luxurious apartments as the first 1,000 buyers are entitled to receive a free exclusive limited edition key chain. So far, 500 people have already signed up. Says

Manchester - exactly one week after advertising executive Bruce Philips captured world attention with the success of their new brand campaign for DHL, they scored big with another for Carberry & Co, a U.S.-based manufacturer of quality handicrafts.

Founder and professor of psycho-

Josiah Carberry, who approved the winning campaign could not contain his delight with the concepts presented. "I'm crying tears of joy," he gushed. Witnesses say he almost fainted from happiness at the press conference launch of the new campaign.

Simply entitled "Treble and



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Living in the



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‘M-World’

Wireless services offer huge potential, but many problems need to be overcome, not least convincing consumers to pay for living in a m-world



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The key challenges for wireless applications in the region include the lack of software to support local languages, lack of a user-friendly interface, slow access speeds, lack of useful content, high call rates and time-based billing methods, according to IDC Asia/Pacific.

Although the introduction of WAP services came at a time when the cellular market was enjoying explosive growth in terms of subscriber base, it saw limited success and has been the subject of much frustration and disappointment among users.

The future of WAP will very much depend on the availability and variety of access devices, applications and infrastructure networks, not to mention the 3G licence outcome. The emergence of Internet-enabled access devices such as PDAs with wireless data/voice connections, mobile phones supporting WAP and NTT imode phones will drive the demand for wireless Internet/data services.

But persuading customers to pay for such services is going to be a tough nut to crack. By 2005, Forrester Research predicts mobile payment services will account for about 0.5 per cent of consumer spending. The report names unwilling consumers, incomplete services, and insufficient technologies for the slow acceptance.

“While online and brick-and-mortar retailers believe that mobile payment will account for 10 per cent of their transaction value in three years, Forrester believes this is actually at least a decade away,” said Michelle de Lussanet, analyst at Forrester. “Three barriers will limit the penetration of mobile payment for the next five years: consumers aren’t ready to change their payment behaviour; providers will continue to resist collaborating on full-featured services; and easy-to-use, cheap, secure, and standardised technology will take years to roll out.”

Panellists at Businessweek’s e.biz Forum held in Hong Kong on August 21, raised similar concerns.

For anyone who’s followed the progress of the World Wide Web, this isn’t really a surprise as the wreckage from failed payment solutions litter the Internet. Also, consumers don’t trust a mobile payment system and have historically resisted attempts to change their payment habits.

Bruce Mansfield, Visa’s head of m-commerce, said at the e.biz Forum that user authentication and which parties would bear the credit risk for large purchases made with mobile devices are probably the biggest issues for the company.

Another problem will be advertising services to consumers without creating a tidal wave of mobile “spam.”

“This new medium of advertising sounds exciting, but companies must look at this from a customer’s point of view or they risk seriously damaging their brand and customer relations,” said Catherine Nichols, analyst for GartnerG2.

She expects mobile phone users will



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Watch a preview of a movie you are interested in before you book and pay for it, through your 3G mobile device.

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活在

「流動的世界」

無線通訊服務大有可為，但仍荊棘滿途，至少要說服消費者樂意採用收費服務

亞太區 IDC 表示，在區內發展無線通訊服務的最大障礙，包括缺乏支援本地語言的軟件和使用簡易的界面、傳輸速度慢、內容不合、通訊收費高昂，以及按時間計算的收費方式。

蜂窩式通訊市場盛極一時，使用人數不斷攀升，無線應用系統規約(WAP)服務乘時而生，但發展卻見呆滯，用戶間亦瀰漫著不滿和失望情緒。

WAP 的前景除取決於第三代流動通訊的發牌結果外，亦視乎應用設備、系統和基建網絡的供應和演進。互聯網通訊器材的誕生將帶動無線互聯網 / 數據服務的需求，此類器材包括具備無線數據和話音傳送功能的個人數碼助理(PDA)設備、支援 WAP 的流動電話，以及 NTT 移動電話。

然而，要說服消費者採用收費服務，則仿如敲開硬果殼般困難。Forrester 研究所預測，迄 2005 年，流動收費服務的總值只會佔消費者整體支出的 0.5%，報告列舉接納程度低迷的因素，計有消費者不願掏腰包、服務不夠全面、技術不敷應用等。

Forrester 分析師盧桑納表示：「互聯網和傳統零售商均相信，流動收費服務的價值將於三年內達到交易總值的 10%，但本公司預期要達致這目標，需時至少 10 年。三項因素會窒礙流動收費服務於未來五年的發展，首先，消費者仍未做好準備，改變其消費模式；其次，供應商繼續未能提供周全的服務；再者，簡便、價廉、安全和標準科技的開發需時多年。」

《商業週刊》8 月 21 日在香港舉行商業論壇，講者亦表達了相同的關注。

互聯網上充斥著失敗的收費服務方案，熟識網絡發展的人對此絕不會感到驚訝。原因始終是消費者不信任流動繳費系統，而長久以來亦抗拒嘗試改變其消費習慣。

Visa 流動商務主管曼斯菲爾德在論壇中說，企業最關注的問題是用戶認證，以及由誰人承擔大筆交易的信用風險。

另一問題是如何能向消費者宣傳服務，而不會產生大量流動垃圾。

GartnerG2 分析師尼科爾斯說：「嶄新的網上廣告手法固然有趣，但企業須從消費者角度著眼，否則可能嚴重破壞其品牌形象和客戶關係。」

她預期，由於有些公司急欲搶佔這創新的流動市場推廣途徑，甘冒網上廣告過早萎縮的風險，流動電話用戶定將收到更多雜亂而乏味的廣告訊息。消費者定然會大力反對，消費者團體將積極展開行動，以保護消費者權益。因此，流動網絡經營商和廣告業組織須合力為流動廣告訂定準則。

利用話音將訊息輸入流動器材可省卻很多勞力，話音科技不斷改進，預期能順其自然成為這類裝置的強力傳輸媒體。

亞太區 IDC 產品經理 Gary Hong 指出，不管 WAP 的缺點，在亞洲國家中，韓國的 WAP 服務用戶人數最多，因為只有這市場可提供 64Kbps 傳輸速度的 WAP 服務。

香港和台灣市場的流動通訊服務十分普及，但 WAP 的整體滲透率卻仍偏低。隨 GPRS 基建和手機的推出，預期 WAP 的使用率會大幅提升。事實上，由於短訊服務面世，區內市場對無線數據服務的需求已日趨殷切。

他說：「基於目前亞太區無線通訊基建和服務的供應情況，區內使用無線系統的比率將不斷提高。至於第三代流動通訊的未來發展，鑑於歐洲的經驗和第二代半流動應用科技的前景，區內業界仍持保守態度。」



Using a mobile device instead of an ATM card to withdraw cash from an ATM.

透過流動裝置從自動櫃員機提款，而無須使用自動櫃員卡。



Paying for goods with a mobile phone. 使用流動電話繳費購物。



ERICSSON

The power of m-commerce

M-commerce has 'unbundled' the traditional commerce process and created new business opportunities and models that never before existed **By SASSUAN LEE**

E-COMMERCE VS. M-COMMERCE

The burst of the dot-com bubble has created much scepticism about the viability and potential of online businesses and e-commerce. Although the actual take-up rate of e-commerce in Asia might be considered slow, m-commerce, which rides on the same "network economy" concept, is actually a completely different breed of digital commerce.

Being able to bring "commerce" not just to Internet users' desktop but to everyone's pockets, even when on the move, m-commerce will be able to capture the high mobility and personal nature of Asian business.

In the wireless world, service providers are able to build closer customer relationships and more personalised service. Just imagine having a big store with a big sign next to a busy highway, compared to sending out a highly-trained account executive to visit individual customers to provide highly personal and customised service 24 hours a day, seven days a week.

WHERE IS THE MONEY?

The true power of m-commerce comes from the unique core attributes of mobile applications:

- Convenience — anytime, impulse needs
- Mobility — anywhere
- Relevancy — timely, location-based & personalised information
- Contactual — push capability, alert, active vs. passive, high attention

These attributes combine the information-oriented and sales-oriented communication strategies — which are often considered to be at the opposite ends of the traditional media — into a single new media — the "m-channel."

We can breakdown the traditional commerce process into four parts: 1. getting customers' attention; 2. presenting goods and services for customers to choose; 3. getting customers to pay; and 4. fulfilling the purchase order. Internet "unbundled" traditional commerce and created online commerce, allowing merchants to promote and show their products to customers, and in turn allowing customers to pay for purchases online and then have them delivered either online (ie. software, MP3) or offline, physical location (ie. books, CDs).

M-commerce "unbundled" the traditional commerce process even more and it has created new business opportunities and models that never before existed.

LIVING IN THE M-WORLD ...

experience a surge in spamming and indiscriminate advertising from some companies rushing to exploit the new mobile marketing channel, which risks deflating the market for mobile advertising before it has even begun.

Consumers will harden against it, and consumer groups will begin an active campaign to protect mobile users. Therefore, mobile network operators and advertising industry groups must work together to define best practice for mobile advertising.

While inputting anything but speech into mobile devices is a labour, speech technology, as it improves, is expected to become a very natural and powerful interface for these devices.

Gary Hong, product manager at JDC Asia/Pacific, said despite its shortcomings, among the Asian countries, Korea has the largest base of WAP service subscribers as it is the only market in the region enjoying access speeds of 64Kbps.

Although Hong Kong and Taiwan enjoy high mobile penetration, overall WAP penetration in Asia remains low. With the availability



For example, in the near future, customers can opt to receive promotional messages via short message services (SMS) on mobile devices from one of their favourite shops when in the area to be alerted to a promotion so that they can drop by to browse around the shops. If they want to buy something, customers can activate their digital wallet on their mobile phones, choose his preferred payment card or the one which gives highest discount to pay at the cashier.

This is only one of many examples. With new technologies such as 3G, location-based Bluetooth, the deployment of new mobile applications will only be limited by our creativity.

While the "anytime, anywhere" convenient nature of m-commerce has created a perfect platform for "impulse purchase" models, the emphasis and demand on highly personalised and relevant information restricts service providers to only give what the customer wants

of GPRS infrastructure and handsets, the take-up rate of WAP is expected to increase drastically. In fact, the region has begun to see increasing demand for wireless data services as operators launch SMS-based services.

"Asia Pacific will continue to account for an increasing proportion of wireless applications, in view of its current wireless communications infrastructure implementations and service deployments. Where 3G is concerned, the region remains conservative in the light of the European experience and the prospects of 2.5G service deployments in the medium term," he said. **B**



NOKIA

流動商貿的威力

流動商貿使傳統商業起了根本變化，創造前所未有的商機和營運模式 李尚信

when they want it in the way they prefer. The customer will have the greatest power in the new value chain.

These success drivers of the future will clearly be business-oriented, but the real key to m-commerce profitability will be the ability to understand customers' wants and needs. The future winners will need to excel in using sophisticated customer insights to build valuable, long-term customer relationships. Innovative offerings, well-executed partnerships, and highly flexible system enablers must be supported by outstanding customer management capabilities. If businesses know their customers well, the mobile device will be an extremely powerful and effective communication channel to reach their customers.

THE TRUE "Clicks & Mortar"

From a customer's point of view, most online businesses have only created "click or mortar" models, which ask their customers to go to either their physical store or Web site. Only in the new business processes created in mobile commerce can customers experience the real "clicks and mortar," permitting interaction in the physical environment with wireless devices in hand, thereby connecting the virtual world on the Internet, anytime, anywhere. The convergence has already begun.

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電子商貿與流動電子商貿

互 聯網泡沫爆破，難免令人對網上商業和電子商務的發展和能力產生疑慮。在亞洲，雖然電子商務的使用率仍然偏低，同樣源於「網絡經濟」概念的流動商貿卻帶來全新的數碼商機。

流動商貿不但能將「商務」帶至互聯網用戶的桌面電腦，更可引進每個人的衣袋，隨身攜帶。這種強大的功能足以迎合亞洲商業社會高度流動和個人化的特質。

在無線世界，服務供應商可更有效率地建立更密切的顧客關係，並提供更切合個人需要的服務。試問一間在繁忙公路旁矗立偌大招牌的大型商店，以及公司派遣訓練有素的客務員年中無間地往訪客戶，為客戶提供度身訂訂的高度個人化服務，哪個佔優？

流動商機

流動商貿的真正威力來自流動應用系統的獨特優異性能：

- 方便 — 隨時隨地滿足需求
- 流動 — 使用無遠弗屆
- 合用 — 適時、不同網點可提供不同的個人化服務

密切 — 互動、機靈、主動、周到

這些特質能結合以資訊和營銷為導向的通訊策略，衍生出嶄新的單一媒體 — 「流動渠道」，與傳統的媒介大相逕庭。

傳統的商业流程可分為四部份：一、吸引顧客注意；二、讓顧客挑選貨品和服務；三、要求顧客付款；四、執行購貨訂單。互聯網徹底改變了傳統商業，創造網際商貿，讓商戶在網上向顧客推銷和展示產品，顧客在網上繳款購買。貨物可在網上下載(如軟件、MP3)或實地交收(如書籍、光碟)。

流動商務更進一步使商業流程起了根本變化，締造前所未有的商機和營運模式。

舉例來說，在不久將來，顧客已可選擇透過流動設備接收心愛店舖的簡短宣傳訊息，從而逕往選購貨品。顧客若想購物，亦可即時啟動流動電話的數碼錢包，揀選喜愛的信用卡，或能提供最高折扣的一張付款。

這只是眾多例子之一。隨著第三代流動通訊及以地域為基礎藍芽等科技的發展，新流動應用系統的使用理應無孔不入，惟一規限可能只是我們的創造力。

流動商貿可「隨時隨地」進行的方便性能，無疑已為「即時購物」的消費模式建構了理想平台。基於顧客對高度個人化、關切資訊服務的強調和需求，供應商只可按顧客選擇的方式，提供顧客需要的服務。在新的價值鏈中，顧客將擁有更強大的力量，是最終的服務「創造者」。

無可否認，驅動未來發展的能源須與商業息息相關，但流動商貿賺取盈利的竅訣在於明瞭顧客的需求和期望。要成為贏家，定須對顧客有充分理解，藉此與客戶建立長遠而具價值的關係。創新的產品或服務、管理妥善的夥伴關係，以及高度靈活的系統，均須卓越的客戶管理能力配合，以發揮最佳效益。企業對客戶需要瞭如指掌，流動設備便能擔當精進有效通訊渠道的角色，接觸顧客。

「虛實並濟」的真諦

從顧客的角度，大部份網際企業只創造了「虛擬或實質」的營運模式，要求顧客到訪其門市或網站。只有藉著流動商務創建的新商業流程，客戶才能領會「虛實並濟」的真諦，透過手上的無線設備互相接觸，隨時隨地在互聯網上把現實世界和虛擬世界聯繫起來。兩者的融合現已開始。

李尚信專注於電子商務與流動商務的策略研究和應用系統設計，主領多項亞洲創新科技計劃，聯絡電郵是

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COVER STORY



Nokia 3G Terminal Concept III (left 左) and IV (right 右)



Nokia 9290 Communicator



Siemens Writsphome (above 上) and Multimobile (right 右)



Making sense of mobile applications

By **ERIC NG & SELINA IP**

Mobile commerce means many things to many people. Some think of m-coupons, short message service, games, mobile-dating, logistics management, sales force automation, field service, even GPS tracking.

To add to the complexity, there are so many standards and technologies: WAP, WML, HTML, GPRS, GSM, 3G, CDMA, w-CDMA, EDGE, SMS, UDDI — it is little wonder that consumers get a bit dazed.

For businesses thinking of implementing m-commerce strategies, the maze of different devices, protocols, networks, systems, and applications can be similarly overwhelming.

With new technology, devices and applications being introduced daily — each with its own merits and limitations — options abound. However, a company entering the m-commerce race to serve customers without clearly determining what it wants to achieve runs the risk of starting a marathon without a finishing line.

The key to drafting and implementing a successful mobile solution strategy lies in striking a balance between organisational efficiency, suitability, ease of use, and return on investment. Companies must understand clearly both the business objectives and the technological realities of its environment.

Typical business objectives that can be achieved using mobile applications include increasing revenue, increasing productivity and effectiveness, shortening the operation cycle, improving customer satisfaction, reducing costs, and establishing a competitive position.

An example of a business objective can be improving sales operation efficiency, as

measured by reducing the order-to-delivery cycle. This is a tangible, measurable outcome that allows management to evaluate a return on investment (ROI) on a technical solution.

To select the right solution, you need to map your company's workflow to focus on high-impact areas.

In the flowchart example, mobile technology eliminates the need to send queries back and forth between the company and the customer which slows the completion of an order. By giving the salesperson the ability to check inventory, generate an official quotation and get the customer's signature all in one visit, mobile technology not only reduces the cycle time, but also improves customer satisfaction.

With respect to back-end operation, when the salesperson inputs the completed order through mobile devices directly into the company system, it frees administration from having to key in the sales order again, and removes any chance of typing errors.

EVALUATE SOLUTIONS AND TRADE-OFFS

The cost of packaged applications range from US\$50,000 to US\$500,000. The business objectives of the project and the process mapping will help decide what type of solution to adopt, but we advise our clients take a value-based return-on-investment approach. We assess the incremental value, revenue, benefits and savings made possible by the solution or application to justify the investments required.

In the flowchart example (right), the ability to place an order and review product information delivers the most impact in achieving the objective of "reducing order-to-delivery cycle." Other features, such as customer database and sales leads management may

become "nice-to-have" functions, but could be foregone when balanced against the investment budget.

The flexibility to support different devices also has an impact on the total solution costs and usability. For example, our company's "Mobile Sales" application supports both WAP phones and PDAs. Both devices have access to the same functions that are also accessible by Web browsers. A WAP phone costs about HK\$1,500, a PDA with card phone about HK\$5,000-8,000. If the most important goal is for the salesperson to check inventory, then a WAP phone serves the purpose well at a lower device cost. If the salesperson needs to input an order on the mobile device, then the PDA is more appropriate.

THE COMPLETE VIEW

More often than not, businesses need a multi-channel approach — combining Web browser, PDA, WAP phone, fax and even voice access — and the need to have a solution that allows various departments to have an integrated view of the process.

Ultimately, in an enterprise environment, applications do not exist on a standalone basis. The mobile application has to be integrated into existing enterprise systems. Your solution provider should have the necessary experience in enterprise back-end system for you to fully leverage and mobilise the organisation with new technology. Only by adopting a complete view of the organisation can technology solutions help achieve business results. B

Eric Ng & Selina Ip are senior management at PNM Solutions Ltd, a solutions provider that specializes in multi-channel enterprise solutions. They can be emailed at marketing@pnmsolutions.com

Motorola 3G Concept Models — Shared Knowledge (left) and The Video Phone (below)



Motorola V-Series 100

Ericsson R520 with Communicam MCA-10



Ericsson's Concept Bluetooth devices



善用流動應用科技

吳家興、葉樹芊

流動商務五花八門，不同的人有不同的理解，它涵蓋的事物極為廣泛，可以是網上購物優惠券、短訊服務、電子遊戲、網上邀約、物流管理、營銷自動化、維修服務支援，以至環球貨運追蹤。

而更為繁複的是其涉及眾多的標準和技術，包括WAP、WML、HTML、GPRS、

GSM、3G、CDMA、w-CDMA、EDGE、SMS、UDDI等，確實使消費者眼花撩亂。

此外，林林總總的設備、協約、網絡、系統和應用軟件，亦教有意推展流動商務策略的企業不知如何入手。

科技、設備和應用系統日新月異，各有利弊和限制，但卻可予人琳瑯的選擇。然而，若企業拓展流動商務前，未能清晰釐定目標，則極有可能儼如展開一場沒有終點的馬拉松賽跑，迷惘失據。

成功擬訂和實行流動方案的關鍵，在於平衡機構的運作效率、適合程度、使用簡便和投資回報等多項元素。公司除須清楚瞭解本身的營運目標外，亦要對所處環境的技術應用瞭如指掌。

流動應用系統可促進企業實現各種經營目標，典型例子包括增加公司收入、提升生產力和效益、縮短作業週期、改善客戶服務、減省成本和確立有利競爭地位。

例如，藉縮減訂貨至運送的時間，改進營銷效率。這類成果通常可予實際量度，讓管理層能評定技術方案的投資回報。

要揀選正確的方案，企業在規劃作業流程時，須側重影響深遠的項目。

附列的流程圖顯示，流動科技可減省公司與顧客間來往的諮詢程序，加快落單時間。銷售員可於檢查存貨後，發出正式報價，迅速取得客戶簽署，這不但能減省營銷時間，亦可使客戶更稱心滿意。

至於後勤運作，售貨員使用流動設備把備妥的訂單直接輸入公司系統，營運部無須重複此工序，免卻打印錯誤。

評估方案和設定項目首選重點

市場現有的應用系統價格介乎5萬至50萬美元。公司可按照商業目標和程序規劃，選擇合適的方案，但我們建議客戶以價值為量度投資回報的依據。我們根據方案或應用系統可帶來的價值、收入和利益增加及成本減省，鑑定所需的投資。

在流程圖(左)中，落單和檢訂產品資料的能力，對達成「縮短訂貨至運送週期」這一目標最具影響。其他功能，如客戶數據庫和銷售資料管理，可列為「選項」，如投資預算不敷應用，可以省卻。

應用系統對各類裝置的支援彈性，能影響方案的整體成本和使用度。舉例而言，本公司的Mobile Sales應用系統適用於無線應用系統規約(WAP)電話和個人數碼助理(PDA)設備。兩款裝置與網頁瀏覽器的功能相同。WAP電話售價約1,500港元，附連插卡電話的PDA設備售價由5,000至8,000港元不等。因此，如首要目的是讓售貨員檢查存貨量，售價較廉的WAP電話即可滿足要求。如售貨員需利用流動裝置輸入訂貨資料，PDA則較為適合。客戶可因應不同需要選取合適的裝置，令靈活度大大提升。

多渠道方案切合營運需要

企業通常需要多渠道模式，結合網頁瀏覽器、PDA、WAP電話、傳真以至語音傳遞等功能，並要求一個可讓各部門同時綜觀整體運作流程的方案。

無疑，在企業環境，應用系統不會獨立使用。流動應用系統須與公司現有系統整合。方案供應商須對企業後勤系統富有經驗，讓閣下能在機構內全面運用新科技。只有對公司結構有全盤理解，科技方案才有助達成營運目標。

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Workflow – Processing Sales Order 銷貨流程

Current order process 現行訂貨程序



Mobile-enabled process 流動系統訂貨程序



Budget hit by weaker economy in fiscal first quarter

By Ian Perkin

Just three months into the 2001-02 fiscal year, the Hong Kong SAR Government's Budget was already in trouble as the economic slowdown bit deeply into revenues and expenditure continued to grow at a fairly rapid pace.

Although it is early days yet, it already appears that the government is facing a far bigger annual Budget deficit than the HK\$2.97 billion forecast in the Budget documents issued back in March this year – unless it takes an axe to its expenditures.

The poor figures for the quarter, which are likely to continue for much of this calendar year are sure to keep the whole issue of the government's budgetary situation, and the need or otherwise for new taxes, high on the public agenda.

Although Financial Secretary Antony Leung has ruled out the prospect of new or higher taxes during a time of economic weakness, the continuing pressures on the Budget revenue situation will make the public debate all the more relevant.

Figures issued at the end of July, covering the opening three months of the fiscal year, from April 1 to June 30, showed that the overall slower pace of economic growth had adversely affected revenues and, perhaps, caused spending to increase.

The overall Budget deficit for the first quarter of the fiscal year was more than HK\$22.9 billion. That's up almost HK\$7.4 billion, or 47.5 per cent, on the same period of 2000-2001, when the economy was in the early stages of last year's short-lived recovery.

The detailed government figures showed that revenues for quarter came in at only HK\$31.89 billion. That's down HK\$5.15

billion, or 13.9 per cent, on the same period last year, and a direct result of the slowing pace of economic expansion.

Expenditure for the quarter, on the other hand, came in at HK\$54.83 billion, to record a rise of HK\$2.23 billion, or 4.2 per cent, over the same three months last year.

As the government pointed out in its statement accompanying the figures, a large deficit in the opening months of the year is not unusual.

This is because the biggest share of tax receipts always comes in the final months of the fiscal year when salaries and profits taxes are paid.

However, with the local economy continuing to slow, the large deficit in the opening quarter of the year is likely to be of concern to the government.

The government has already cut its expected growth rate for the year to 3 per cent from the original 4 per cent expected at Budget time.

The Financial Secretary has also hinted that there might also have to be another revision to the expected growth rate.

He is not the only one expecting that further slow down. In the past few weeks a whole string of private sector forecasters have reduced their expected growth rates for the Hong Kong SAR.

The Hong Kong and Shanghai Bank dropped its expected real GDP growth to 1.8 per cent and its local stable-mate, the Hang Seng Bank, reduced its forecast to 2 per cent real growth.

Coming in at the low end was the Economist Intelligence Unit (EIU) at 0.7 per cent.

Slower growth is likely to mean lower-



than-expected revenues to the government and committed expenditures will be difficult to rein-in as the year progresses. Taken together, these factors can only mean a larger than expected deficit for the full year.

Looking at the overall revenue outlook it is hard to see when any increase can come from for the rest of the year, barring a dramatic, and completely unlikely, spurt in the domestic economy.

As the government's recent land sale showed, demand for property is lacklustre meaning that there is little prospect of land premium revenue coming to the rescue. Taxes on property are also likely to be flat.

Although there is a year's delay in profits tax receipts (payments in the current year relate to last year's profits) there is unlikely to be much additional revenue from this source.

Salaries have also been flat suggesting only a modest, if any, increase in taxes from this source, while job growth is also likely to be weak meaning that there will be few new salaries tax payers coming into the tax net.

Furthermore, weak markets mean that government earnings on its fiscal reserves may not show much growth and the revenue from the second issue of MTR Corporation shares as part of its overall privatisation will be under pressure.

Ian K Perkin is the Chamber's Chief Economist.

財政狀況受首季疲弱經濟拖累

洗柏堅

政收入持續受壓，公開的探討更形逼切。

政府於七月底公佈本財政年度首季(4月1日至6月30日)的財務狀況，數據顯示經濟整體增長緩慢，對政府收入構成負面影響，可能導致開支上升。

本年第一季度的整體赤字逾229億港元，比對去年同期經濟初現短暫復甦跡象時，上升近74億港元，增幅達47.5%。

詳盡的數據報告同時顯示，季度內政府整體收入只有318.9億港元，相比去年同期下降51.5億港元，減幅達13.9%，這是經濟增長放緩的直接後果。

至於季內的開支為548.3億港元，與去年同期比較，上升22.3億港元，升幅4.2%。

政府在報告中亦表示，財政年度初期出現較大赤字屬於正常。

原因是薪俸稅和利得稅等主要稅收通常於財政年度的後期收取。然而，若本地經濟持續放緩，本年首季度的龐大赤字理應備受政府關注。

政府較早時已重新修訂全年的經濟增長預測，由原本財政預算案所列的4%下調至3%。

財政司司長梁錦松亦透露，經濟增長預測可能會再度修訂。

但預期經濟進一步放緩的，不獨是梁錦松一人，多間私營公司亦於過去數週，相繼調低香港經濟增長率的預測。

匯豐銀行下調本地生產總值的實質增長預測為1.8%，其本地長久業務夥伴恆生銀行亦把預測的實質增長率降至2%。

而最低的預測增長率，則是《經濟學人》信息部發表的0.7%。

經濟增長放緩，意指政府的收入低於預期，而開支則難以節約。這些因素集結起來，表示政府全年須負擔高於預期的財赤。

從政府整體收入的前景看來，除非本地經濟突然奇蹟地出現戲劇性的躍升，否則，難以看到在本年度往後階段，政府收入會有所增加。

政府最近一次賣地，反映了物業市道蕭條，故要靠賣地收入來幫補庫房進賬，似乎希望不大。物業稅的收入相信也只保持平穩。

縱然利得稅遲收一年(經營者根據上年度的盈利在今年繳稅)，相信這方面也不會帶來大量的額外收入。

薪酬維持一貫水平，這表示薪俸稅的收入若然有所增加，升幅也屬溫和。而且，就業增長率轉軟，加入交稅行列的新受僱人士亦見有限。

此外，市道不景，政府財政儲備的進賬難見顯著的上升，亦為地鐵私營化計劃中第二次出售股份的收入表現帶來壓力。

洗柏堅是本會首席經濟師。

經

濟放緩致使香港特區政府收入嚴重削減，但開支卻持續急速增加，導致政府的財政狀況在2001至02財政年度第一季內，面對困難。

雖言之尚早，但政府面對的全年財赤，可能會遠超今年三月財政預算案中的29.7億港元赤字預測。要解決困局，非大幅削減開支不可。

季內強差人意的表現看來仍會持續至年底，政府的收支和開徵新稅項，勢必成為輿論的焦點。

雖然財政司司長梁錦松已排除在經濟低迷時，開徵新稅和加稅的可能性。然而，財



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Face to Face

with Timothy Fok



TIMOTHY FOK RECENTLY BECAME THE FIRST HONG KONG PERSON TO SIT ON THE INTERNATIONAL OLYMPIC COMMITTEE. *Bulletin* Editor Malcolm Ainsworth caught up with the energetic Mr Fok last month and discussed everything from his football career to how Hong Kong businesses can capitalise on the Beijing Olympics. Following are excerpts from that interview.

I believe some people call you a football fanatic. Is that a fair description?

I do love sports, but I guess Hong Kong is designed for commerce so it is difficult for businessmen to speak about sports. I guess I take every occasion to talk about sports, and that it is very much an integral part of everyday life.

Few people in Hong Kong seem to play or even talk about sports. Why do you think that is?

With Hong Kong being a very practical place, I think we have to look at the education system. In many ways, it is almost thought that sports has become something of a distraction to children's studies. But sports goes beyond just a good physique; it is also the other qualities, like leadership and playing by the rules that stay with you throughout your life and they are very much part of character building.

Distraction? By the parents, teachers, society at large?

I think Hong Kong is still a traditional society. Today there is tremendous academic pressure on children from their parents to achieve good examination results. I always say in many ways that sports is an essential part of that education.

But many schools in Hong Kong don't even have a school yard for kids to play in. Without basic facilities, how can children here benefit from sports?

There are now more than 500 schools in Hong Kong. Basically, less than 10 elite schools have good facilities. Look at the international schools. They do much better because they teach sports as part of the curriculum. So you have 10 elite schools and the international schools [that have good facilities], while most other schools have just one broken basketball court. So how would a young person in Hong

與君一席話

霍震霆

霍震霆率先代表香港成為國際奧運委員會成員，本刊編輯麥爾康上月訪問了這位朝氣勃勃的男士，暢談其足球事業，以至香港企業如何能把握北京奧運的契機，下文為節錄內容。

我知道有些人稱你為足球迷，你認為這描述恰當嗎？

我喜愛運動，但我想香港向來著重營商，鮮有人談論體育。我會抓緊每個談論體育的機會，因為它是日常生活中不可或缺的一部份。

香港玩運動或討論這課題的人不多，為何會這樣？

港人重實際，我認為要看看本港的教育制度。很多人以為做運動會令學童分心，妨礙學業。然而，運動的目的並非純為建立強健的體魄，它也有其他益處，如培養領導才能和遵守紀律，對奠定品格十分重要。

分心？這是歸因於家長、老師，還是社會？

香港仍是傳統的社會，現今家長給予子女沉重的學習壓力，要求他們爭取好成績。但我始終認為，運動是構成全人教育的重要元素。

可是，香港有很多學校仍未有供孩子遊玩的操場。基本設施匱乏，兒童又如何能獲益呢？

目前，本港有超過 500 間學校，但基本上，只有 10 間以下名校擁有優良設施。譬如國際學校，它們在這方面做得較好，原因是這些學校將體育列入課程。只有 10 間名校加上國際學校(有完善設施)，其他大多僅有一個破舊的籃球場。試問香港的青年人怎會愛上運動？香港天氣炎熱，容易令人出汗，兒童有沒有地方更衣呢？又或在運動後來一個花灑浴？這些是基本需求，亦是使兒童自豪和認同的先決條件，不過，在目下瞬息萬變的環境，如何做得到？

Kong love to play? Hong Kong is hot so you get sweaty, but do they have changing rooms? Or can they take a shower after playing? These are the things that matter. These things also identify, and build up a sense of pride in children, but how can you do that in a makeshift environment?

Has the dismantling of the Urban Council dealt a serious blow to sports in Hong Kong?

Not really. I think the Urban Council invested resources in sports, especially in facilities, but in many ways they have been inadequate. Now the Leisure and Cultural Services Department has filled the vacuum, and I think the highest authority has decided to allocate more resources to sports. The government does spend a lot of money on sports, but what we would like to see is the resources reaching the end users, other than just the athletes.

Do you think the private sector in Hong Kong should invest more in sports?

I think this is the future. Sports today is reliant on meaningful volunteers. But everything in sports needs tremendous resources: we need people who do it for a passion, we also need the input of the government and the education department, but ultimately it would be like the West, that is our goal.

Will Hong Kong be bidding again for the Asian Games next time around? What lessons have been learned from the last bid?

Frankly, a lot of things have changed since then. Of course, ultimately we would like to be like the West in that it has developed a tremendous sports culture – this is the model we look at. But beyond that, just look around us. All those competing cities have worked very hard and realise that to project an international image they have to improve. They are building very modern sports facilities and placing tremendous emphasis on sports and building up a sports culture. Like Singapore, it is now their new renaissance.

Do you think the Beijing Olympics will attract more money to be injected into sports in Hong Kong?

I think the Beijing Olympics will be a catalyst. I think it will help galvanise our people and make them proud and make them identify with sports. I think in the U.S. it is part of their entertainment, and entertainment is one of the largest, if not the largest industry. And I think the whole high-tech revolution, civic pride and stadium building spree and telecommunications development is spurred on by the public's fascination by sports now. Hopefully that will be a catalyst for Hong Kong.

What chances do Hong Kong businesses have of contributing to the Beijing Olympics?

I think we should not forget that those games are the Beijing Games, not the Hong Kong Games. Rather than demand, rather we should offer co-operation with the capital in every way we think feasible. I think if the PRC and the Beijing Games organiser can maybe feel that Hong Kong can help by hosting – I don't know, by even considering participating – we will be honoured and duty bound to contribute our best. Finally, I think the games belong to the Olympic movement, and I think we have to honour the Olympic spirit. **B**

市政局的解體是否對本港體育構成嚴重衝擊?

並不盡然。市政局在運動資源，特別是設施方面，已投入不少資金，但很多方面仍不足夠，現時，由康樂及文化事務署填補空隙。我想最高當局已決定編配更多資源予體育工作。政府確已為運動調撥許多金錢，但我們期待的是不但運動員能享用這些資源，一般市民大眾亦可受惠。

本地私營機構應為體育投資更多嗎?

這是我們的盼望。現今的體育界依賴竭誠的義務工作者。固然，每個運動環節均需巨大的資源，包括熱心人士，以及政府和教育局的參與，但最終還是希望像西方國家，我們以此為目標。

香港會否再接再厲，再度申辦亞運？我們從上次競逐汲取了甚麼經驗？

坦白來說，申辦亞運後，很多事物經已改變。我們當然期望能一如西方，建立穩固的體育風氣。這是我們渴望的模式，但除此之外，試環顧毗鄰的競爭城市。它們明瞭要建立國際形象，便須不斷求進，所以它們都努力不懈，興建現代化的體育設施、大力推動體育活動，務求建立一股體育文化。新加坡便正開啟另一次文藝復興。

北京奧運能否吸引更多資金投入本港的體育活動？

北京奧運可起催化作用，激勵市民參與，使他們感到自豪和認同體育活動。在美國，運動屬於娛樂，而娛樂在該國縱使不是最大的行業，也位於前列。現時，新科技革命、民族自豪感、興建體育館的風尚，以及電訊業的發展，正隨國民對體育熱情的增加而不斷遞進，希望也能帶動香港的體育發展。

香港商界對北京奧運可有甚麼貢獻？

不要忘記奧運會是在北京而非香港舉行。香港當然須盡力配合，在任何可行方面與首都合作。若中國及北京奧運主辦機構認為香港可參與，甚或協助舉辦其中項目，我們理應感到光榮，定必全力以赴。這是奧運會，我們要發揮奧運精神。 **B**



HKGCC scores high marks in survey

Members rate the Chamber highly in a recent survey, but the chairman and director vow improvements

OVERALL RANKING HIGH

Hong Kong General Chamber of Commerce ranks highly among all trade associations in Hong Kong, a recent survey of Chamber members showed.

Of the 326 respondents, 71 per cent of members ranked HKGCC as above average, with 30 per cent of those calling the Chamber the best trade association in Hong Kong.

"The result is quite encouraging," HKGCC Chairman Christopher Cheng said. "Thirty per cent ranked HKGCC as the best trade association here, while 41 per cent ranked us in the upper quarter. We are still not satisfied though, and I have asked our director and his staff to look in detail at suggestions in the responses to improve ourselves and score even better next time!"

Those polled regarded the secretariat, including CO staff, highly both in their professionalism and service attitude. Members also expressed strong satisfaction with the General Committee, with 93 per cent of respondents calling its leadership very good or good. However, 25 per cent of respondents said they would like to see the general membership's contacts with the General Committee members increase.

SPECIFIC BUSINESS ASSISTANCE SOUGHT

One area where respondents said the Chamber could do better was in offering specific business problem-solving assistance. Members said that in general they were satisfied with the Chamber's work in representation, with the level of satisfaction as high as 93 per cent, but they would like the Chamber to provide more business introductions and professional business consultancy services at no or very low cost.

"This comment has some merit, but it also reflects the fact that we have not been actively promoting our existing services to members," Chamber Director Dr Eden Woon said. "We have already taken steps to address this issue, such as launching our Business Assistance

Hotline, the setting up of the Hong Kong-China Joint Business Liaison Committee, and the launch of our China WTO Web page. But in addition to these, we are doing a better job advertising what we do offer and also looking into providing more personal assistance to members."

INFORMATION DEEMED USEFUL

Respondents said they regarded information as the most valued service provided by the Chamber, followed by business opportunities & networking, programmes and representation.

The three most welcomed information services are *The Bulletin* (60 per cent), economic analysis and business survey (52 per cent), the Chamber Web site (47 per cent), and the Chamber Email Alert (35 per cent).

The Chamber's seminars and conferences also scored a high approval rate, with 66 per cent of members saying they valued the service, followed by roundtable luncheons, 45 per cent, and large scale subscription luncheons, 40 per cent.

PROGRAMMES POPULAR

Interestingly, 49 per cent of respondents said they thought Chamber luncheons were useful for networking. Trade and investment workshops/briefing meetings were also considered useful networking opportunities (43 per cent). Some 35 per cent of members said they also valued contacts made through attending incoming business delegations, in addition to missions to China and trade inquiries services (33 per cent).

The survey also showed that while most members who attended Chamber events liked them very much (35 per cent), overall member participation in Chamber events was low. Fourteen per cent of the respondents said they had not attended any Chamber event in the last 12 months, while 59 per cent had attended only one to five events. Less than 24 per cent said they frequently participated in Chamber events (six or more events in the last 12 months).



"The result is quite encouraging ... but I have asked our director and his staff to look in detail at suggestions in the responses to improve ourselves and score even better next time," HKGCC Chairman Christopher Cheng said.

本會主席鄭維志表示：「調查結果頗令人鼓舞...不過，我已請總裁和他的職員參詳會員在問卷中提出的意見，好讓我們精益求精，爭取更佳成績。」

Despite saying that the Chamber did not provide enough specific business assistance, respondents place low importance on business matching, hotline and appointment services, with only 21 per cent of respondents saying they thought the services useful.

Dr Woon said he was encouraged to see that most of the respondents, 66 per cent, are long-time HKGCC members. Thirty-six per cent of respondents have been a member for more than 10 years, 30 per cent have been a member for 4 to 10 years, and the remaining 24 per cent joined the Chamber within the past three years (some respondents did not indicate how long they have been members).

Although the results were on the whole positive, they show there is room for improvement. "In particular, we need to improve our communication with members. We also need to enhance our leisure and social programmes and to find ways of strengthening fellowship and sense of belonging amongst members," he said.

會員給予 本會高度評價

調查顯示會員對本會的評價甚高，
主席、總裁借此力勉求進

整體評價高

總 總商會最近完成一項會員問卷調查，結果顯示，縱觀全港商界組織，總商會表現已達優秀水平。

326位回覆者中，71%認為總商會的服務屬良好之列，其中30%更指本會是全港表現最超卓的商界組織。

本會主席鄭維志表示：「調查結果頗令人鼓舞。30%回覆者認為總商會是本地最佳的商界組織，41%認為本會表現屬『良好之列』。不過，我們不會因此而自滿，我已請總裁和他的職員參詳會員在問卷中提出的意見，好讓我們精益求精，爭取更佳成績。」

參與問卷調查的會員對秘書處和策證部職員的專業水準和服務態度尤表讚揚，對理事會的表現亦極為滿意。93%回覆者指理事會具備「優秀」或「良好」的領導能力。25%回覆者期望與理事會加強聯繫。

專門商務援助需求大

至於本會為會員提供的專門商務援助則尚待改善。整體而言，會員對總商會的代表性普遍表示滿意，滿意程度達93%，但他們仍期望本會能免費或以低廉的價錢，提供更多商務推介和專業商務諮詢服務。

總商會總裁翁以登博士稱：「這項意見有可取之處，但亦反映我們向會員推廣現有服務的表現，尚欠積極。有見及此，我們已採取相應的改善措施，包括開設商務支援熱線、成立香港－內地商會聯席會，並在網站加設『中國入世區』網頁；此外，我們現正加強推廣本會服務，銳意為會員提供更多專門協助。」

資訊顯實效

回覆者認為本會提供的服務中，以「資訊」最具價值，其次為「營商機會和商

務脈絡」、「活動」和「代表性」。

最受歡迎的資訊服務依次為《工商月刊》(佔60%)、經濟分析及商業調查(佔52%)，總商會網站(佔47%)以及每週電郵速遞(佔35%)。

本會的研討會和會議亦獲會員好評，66%會員認為本會這部份的服務很重要，其次是小型午餐會，表示其具重要價值的佔45%，大型午餐會佔40%。

活動反應佳

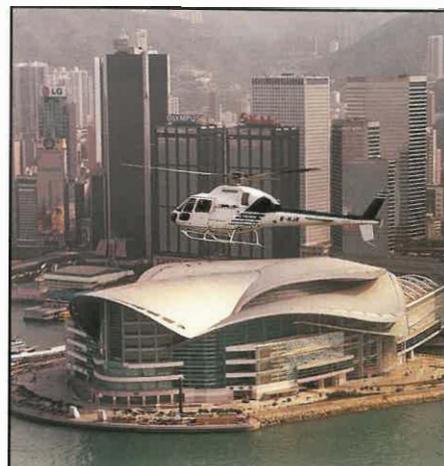
調查結果還發現，49%回覆者表示本會的午餐會對廣結人脈甚有助益。另外，43%回覆者則指貿易及投資工作坊／簡報會是聯繫會員的大好良機。約35%會員認為，會晤到訪商務代表團對擴展商務脈絡有重大幫助，另外33%會員則認為內地考察團和貿易諮詢服務是建立商務脈絡的重要途径。

調查結果顯示，大部份曾參與本會活動的會員對活動的喜愛程度達35%，然而，會員的參與率普遍偏低。14%回覆者表示在過去12個月未曾參與本會任何活動，59%曾參加一至五次，經常參與本會活動(在過去12個月內達六次或以上)的回覆者少於24%。

回覆者一方面表示本會的專門商務援助不足，另一方面卻對商業選配／熱線／預約服務的評價不高，只有21%回覆者認為這類服務具有助益。

翁以登博士對大部份回覆者(佔66%)為長期會員，感到鼓舞。36%回覆者已擁有本會會籍達10年以上，30%已加入本會4至10年，餘下24%則在過去三年間加入本會(部份回覆者沒有指明入會年期)。

翁以登博士謂，整體上調查結果十分理想，但仍有改善空間。他說：「尤其是與會員的溝通和聯繫，還須著力改進。我們亦須增辦消閒和社交活動，鞏固會員間的聯繫和歸屬感。」



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Chamber lends a helping hand

In the Chamber's recent survey, some members suggested that HKGCC should provide more specific problem-solving assistance to them. There is some basis to this statement as this is an area we can improve on. However, we currently actually do more than many members think, partly because we perhaps fail to advertise this capability sufficiently, and partly it is a reflection of the importance we place on protecting members' privacy. As a rule, we do not discuss or publicise these services. We simply provide assistance and follow-up; case closed.

To give members a brief glimpse of the vast array of business assistance that HKGCC provides, *The Bulletin* asked a few Chamber executives to each list just two or three enquiries that they received recently. By looking at the descriptions below, you may find that you can bring some of your similar present or future business problems to the Chamber. The following are some of those enquiries (all names have been omitted to protect companies' privacy).

GENERAL ENQUIRES

Many of the day-to-day calls that Chamber staff receive are from sellers seeking buyers and vice versa, as well as general trade enquiries, such as a frozen foods distributor from the U.K. who was looking for a list of Hong Kong companies in the food industry. The Chamber provided the company with such a list and posted its inquiry on the Business Opportunities section of the Chamber's Web site. As a reflection of our service and results achieved, the company became an Overseas Member.

In another case, a company asked for assistance in finding relevant business contacts within the Guangzhou Education Committee. Through the Guangzhou Commission of Foreign Economic Relations & Trade, the Chamber provided the member with the contacts it asked for, which the company later informed us were very useful for developing its business.

SPECIFIC BUSINESS ASSISTANCE

Other members ask for more specific business assistance. Recently, a Japanese firm



Members can browse through the Chamber's library for business information by themselves, or ask staff for assistance.
會員可自行在本會閱覽室查閱商業資料，或要求職員協助。

wanted to set up a branch office in Shenzhen. The Chamber provided the member with a list of Japanese companies already in Shenzhen who were willing to share their experiences, recommended Hong Kong companies that could assist them in setting up an office, as well as helped arrange meetings with the Shenzhen Association of Enterprises with Foreign Investment.

Being part of the Chamber expands your business contacts. This was the case for a member that wanted to arrange a visit for its clients to a home for the elderly. The Chamber helped set up a visit to Fuk Kwan Elderlycare Home for the member, who informed us that the visit went very well.

Calls asking for detailed breakdowns on specific issues affecting business are also regular requests from Chamber members. These include breakdowns of government spending by departments, detailed analysis of salaries and trends in Hong Kong, information on the performance of the "One China" – the Mainland, Hong Kong, Taiwan – economies, and details on tourism, among others.

The Chamber can provide the information

or find the right person to answer members' queries, even in such complex cases which involved an Iranian trader who accused a freight forwarding company assigned by a Hong Kong firm of holding two of his shipments in Dubai, costing him time and money. The Chamber referred the case to the Customs & Excise Department in Hong Kong, which managed to solve the case two weeks later.

But in some instances, due to the legal complexities, seeking professional legal advice is the best course of action, which is what happened with a company from the Middle-East that called recently seeking advice on redress against an SAR supplier under a contract for sale of goods. The Chamber directed the company's representative to the Hong Kong International Arbitration Centre and suggested, if this was not appropriate, that the company seek local professional legal advice. The company later indicated it was seeking legal advice.

In some cases, members occasionally don't know where to turn or run into brick walls when registering trademarks, applying for work visas, or setting up factories overseas.

For instance, one member recently asked for the Chamber's assistance in applying for trademark registration in Indonesia. The Chamber provided him with advice and endorsed his trademark registration, which was later approved.

Another company was seeking to register its product in China, which, with the Chamber's help, was later approved.

Due to the international nature of many members' business, the Chamber gets regular requests for help with visa applications for importing talent from overseas. Depending on each particular circumstance, the Chamber can help win applications.

These cases are merely a few common examples of the specific business assistance the Chamber provides members daily. Of course there are many, many more, including business introductions, visiting trade delegations, how members can speak at Chamber events to promote their business, free e-consultations, write-ups and interviews with members in *The Bulletin* and on the Web site

In short, the Chamber provides a vast array of services to assist members. Let us help you. Call the Chamber Business Assis-

本會竭誠提供 商務援助

在最近的會員意見調查中，部份會員建議本會加強專門商務援助，協助他們解決個別疑難。這項建議甚為有理，這項服務確有改善的空間。但事實上，我們現行的服務比大多會員心目中所想的還要周到，只是這些工作未有足夠的宣傳予以配合，同時我們亦十分重視保護會員的私穩，才會給予會員這樣的觀感。按照常規，我們不會隨便高談闊論或推廣這些服務。每個個案經我們協助和跟進後，便會告一段落。

為讓會員更瞭解本會提供商務援助的實況，本刊特意請了幾位總商會行政職員列舉兩至三項他們最近接獲的商貿查詢，並把其中數項記述如下。若你們正遇到類似困難，或日後遇上相類問題，也可考慮尋求本會協助（為保護私隱理由，所有名字均已刪除）。

一般查詢

商會職員日常接獲的來電中，不少是賣家有貨出售、買家物色貨源，以及一般貿易查詢。譬如，一家英國冷藏食品分銷商欲尋找香港食品公司名錄，本會應該公司要求預備資料，並把查詢內容上載本會「商業機會」網頁，接著該公司加入本會海外附屬會員行列，足見我們的服務成效。

另外，一家公司想透過本會搜索關於廣州市教育委員會的商務聯絡資料。本會遂透過廣州對外經濟貿易委員會找獲所需資料，該會員機構收到我們的回覆後，表示我們提供的資料十分有用，對公司的業務發展甚有幫助。

專門的商務協助

其他會員要求更專門的商務協助。最近，一家日本公司計劃在深圳設立分區辦事處。本會向這家公司提供一份名單，臚列一些在深圳設有業務、並樂意分享經驗的日本公司。此外，本會又向這家日本公司推薦一些可助開設辦事處的香港公司，更安排日本公司與深圳外商投資企業協會會面。

加入商會得以廣結人脈，此言非虛。一位會員想為他的客戶安排一次護老院探訪活動，於是在本會的統籌下，往訪福群護老之家，過程十分順利。

此外，本會亦定期接獲會員查詢，索取詳盡的分析報告，報告的內容離不開與商業息息相關的事項，包括政府各部門的開支、香港薪酬趨勢調查的詳盡分析、兩岸三地的經濟表現，以及旅遊業資訊等。

本會就會員一些較為複雜的問題，也能提供相關資料或轉介合適人士，為會員解答疑難。一位伊朗貿易商的個案便是其中佐證。他有兩批貨託一家香港公司指定的貨運公司付運，卻滯留於杜拜，令他蒙受時間和金錢的損失。本會把個案轉介予香港海關處理，兩星期後事件便圓滿解決。

但在某些牽涉複雜法律問題的情況下，最好的處理方法還是尋求專業的法律意見。最近，一家中東公司欲依照銷售合約條款向本地一家供應商索償，向本會尋求意見。本會於是指引該公司聯絡香港國際仲裁中心，並建議該公司，若然仲裁方案不適用，可嘗試找本地的律師行。其後，該公司採納了這項建議。

有些想辦理商標註冊、申請工作簽證，或於海外開設廠房的會員，不時求助無門，甚而處處碰壁。

最近，本會為一位有意申請印度商標註冊的會員提供援助，除給予意見外，又在他的商標註冊申請上加上認可證明，最後申請獲批核。

另一家公司希望其產品可在中國註冊，結果在本會的協助下，成功通過批核。

不少會員的業務遍佈全球各地，故也會要求本會，協助辦理輸入海外優才的簽證申請。本會按個別情況提供協助，均能成功辦理簽證。

以上個案，只是本會日常為會員提供專門商務援助的常見例證。本會尚有更多服務，不能盡錄，其中不乏商務介紹、會晤考察團、在商會活動中推廣業務、免費電子商貿諮詢服務、透過《工商月刊》和總商會網站刊登專題報導及專訪。

簡言之，本會服務多元化，定能為會員提供適切援助，且讓我們助你一臂之力。本會商務支援熱線 2823 1203/2823 1236。

《工商月刊》由今期起，將刊載本會每月為會員提供的援助個案，文章報導手法必以保護私隱為大前提。



On Kun Hong Ltd Chairman Andrew Yuen (centre) utilises the Chamber's free e-consultation service. Here, Mr Yuen explains his business nature to e-commerce experts who will then advise him on possible solutions to his needs.

安勤行主席袁耀全(中)使用本會電子商貿免費諮詢服務。照片中，袁先生向電子商貿專家解釋安勤行的業務性質，專家及後為他提供適切的方案建議。

tance Hotline, 2823 1203, or 2823 1236 and find out how we can serve you today.

And from now on, with every issue of *The Bulletin*, we will try to tell you how we helped members with specific business problems – but presented with a view towards protecting privacy – during the past month. **B**



總商會入門網站可供會員寄存
產品目錄

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Generating more trade leads

HKGCC members can now build and maintain their own online product catalogue on the Chamber's business portal

The Hong Kong General Chamber of Commerce launched on September 3 a new online service designed to help members generate more business and trade leads.

Developed in conjunction with E1 Media Technology Ltd, the new service allows members to build an e-catalogue hosted on the Chamber's business portal, www.chamber.org.hk.

"A number of companies have asked us if we could somehow expand their free online listing in our Business Directory to include a catalogue of their products," Chamber Assistant Director for Operations Dr YS Cheung explained.

"Currently, the Chamber portal receives over 250,000 page views per month from 120 countries and over one-third of the page views are for the Directory. I'm convinced that the new e-catalogue will attract these viewers to find out more about members' products and services."

The e-catalogue service will allow member companies to post up to 50 photos and descriptions of their products online. Companies will be able to update and maintain their e-catalogue as often as they wish in real time from their computers, because the

system, developed by E1 Media, allows updating to be done through popular Web browsers such as Netscape and Explorer.

The Chamber already offers member companies a free homepage, Web address, and e-mail forwarding service, but there will be a small charge for using the e-catalogue, Dr Cheung said.

"For just HK\$1,800 per annum – that is just HK\$5 per day – each e-catalogue subscriber can have an online catalogue of up to 50 product photos and descriptions on its homepage in the Chamber Directory. A powerful search engine developed by E1Media allows viewers to find the products they seek and, hopefully, generate new trade leads," he said.

While browsing through company catalogues, potential buyers interested in products can add items to a "Product Inquiry Basket" and later e-mail the supplier for more information.

According to Dr Cheung, e-catalogues can be expanded to include more than 50 products for a small fee. **B**

For more information, call Queenie Poon at 2823-1279, or email queenie@chamber.org.hk.

香港總商會已於9月3日推出一項嶄新的網上服務，旨在為會員穿針引線，帶來更多商貿選配的機會。是項新服務由總商會夥同 E1 Media Technology Ltd 推出，會員可在本會商業入門網站 www.chamber.org.hk 寄存電子產品目錄。

本會營運部助理總裁張耀成博士解釋道：「已有好幾間公司向我們查詢，能否擴充網上『公司名冊』的內容，讓他們免費在名冊內加添公司產品目錄。」

「目前，登入總商會入門網站的人士來自全球 120 個國家，每月瀏覽頁次逾 250,000，『公司名冊』的瀏覽次數佔其中三份一以上。所以我確信，新推出的電子目錄將能吸引這些瀏覽者，讓他們更瞭解會員的產品和服務。」

享用電子目錄服務的會員機構，可於網上存放多達 50 款產品的照片和文字說明，並能安坐自己的電腦桌前，隨時自行更新資料。憑藉 E1 Media 研發的全新運作系統，會員可利用常用的網上瀏覽器，如 Netscape 和 Explorer，完成更新工序。

張博士表示，總商會為會員機構提供的網頁寄存、網址和電郵轉遞服務都是免費的，至於電子目錄服務，則需小額收費。

他說：「只需 1,800 港元年費，即每天僅為五港元，會員機構便可在『公司名冊』內的公司專頁自設電子目錄，上載多至 50 張產品照片和產品簡介。瀏覽者亦可借助 E1 Media 開發的高效搜尋器，物色所需產品，期望可藉此撮合更多貿易合作。」

買家可在瀏覽電子目錄時，把有意採購的產品加入「產品籃」，方便稍後向供應商寄發電郵，索取產品詳細資料。

張博士說，只需所費無幾，電子目錄更可擴展至登載超過 50 款產品。 **B**

查詢詳情，請聯絡潘麗清，電話：2823-1279 或電郵：queenie@chamber.org.hk。

香港總商會榮獲香港特區政府授權簽發各類產地來源證。

我們轄下的六個簽證辦事處遍及港九，為客戶提供快捷方便的服務。

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電子服務

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- 香港產地來源證
Certificate of Hong Kong Origin
- 產地來源加工證
Certificate of Hong Kong Origin - Processing
- 進出口報關
Import & Export Declarations (TDEC)
- 紡織品出口許可證
Restrained Textiles Export Licence (RTEL)
- 生產通知書
Production Notification (PN)

網址 Homepage : www.chamber.org.hk

* 會員可獲折扣優惠。
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星期一至五 Monday to Friday :
9:00a.m. ~ 5:30p.m.

星期六 Saturday :
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3/F Silvercorp International Tower
707-713 Nathan Road
Mongkok Kowloon
Tel : 2398 6033, 2398 6024 Fax : 2391 9469

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Kwun Tong Kowloon
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Rm 1047 Nan Fung Centre
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● 香港中環德輔道中 19 號環球大廈
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Rm 2211-2212 World Wide House
19 Des Voeux Road Central Hong Kong
Tel : 2525 2131 Fax : 2877 2032

Legco representative listens to SMEs' concerns, ideas

Informal Town Hall meeting sheds light on businesses' wants and needs

HKGCC Legco Representative James Tien gave candid answers and views to questions from members attending the Chamber's SME Town Hall Session held on July 24.

With much of the dialogue revolving around the local economy, property market, financial and MPF issues, the audience clearly demonstrated their concerns about the recovery of Hong Kong's economy and how SMEs can cope with slowing global trade and China's WTO entry.

To stimulate the local economy, Mr Tien said that about two months ago he proposed that the government should ease entry restrictions to Hong Kong for wealthy Mainlanders. A member of the audience said that he agreed with Mr Tien's suggestion, as it would help enhance domestic consumption and investment, but wanted to hear more about the government's stance on the issue.

Both the Hong Kong and Mainland authorities have reached a consensus on granting multi-entry permits to Mainlanders in the high-income bracket, Mr Tien told him. In addition, the number of travel agents in China authorised to issue travel permits to Hong Kong has been increased from four to 17.

Both the Central Government and Shenzhen City Government have also agreed to allow visa-free entry to Hong Kong for high-income citizens living in the Pearl River Delta to allow them to spend their weekends in Hong Kong. The plan will be implemented soon, he added.

However, on the issue of allowing more wealthy Mainlanders to live in Hong Kong, Mr Tien said that the idea is still being scrutinised due to the complexity of the issue, but he thinks a final decision will come within one or two years.

SMES AND THE WTO

One member questioned whether room for further development for SMEs in the local business sector existed, and whether SMEs will really be able to benefit from China's entry to the World Trade Organisation and the development of the country's western region.

In reply, Mr Tien said that SMEs can get involved in China's tourism industry by organising tours to cities in the western region, such as Xian.

He also suggested that the HKSAR Government must review its existing housing policy to stabilise property prices and sustain economic growth.

"I believe this move would help both consumers and investors regain their confidence in the market, which would in turn facilitate business and encourage investment," he said.

The annual provision of 20,000 home ownership flats – though lowered from the original 85,000 flats – is one of the main reasons that the



Members exchange views with HKGCC Legco Representative James Tien (right) at the Chamber's SME Town Hall Session held on July 24.

local property market has stagnated in recent years, Mr Tien said.

"I would like to suggest that the government stop selling home ownership flats for two years and reallocate most of the existing home ownership flats as public estates," he said.

He disclosed that several political parties have already agreed on measures to stabilise the property sector and will soon put forward their views to the government.

In a discussion on what the government should do to help SMEs cope with economic hardship, a member suggested that the government provide direct financial assistance to SMEs having cash flow problems. Direct financial assistance could also be used to help the unemployed start their own business, he said.

In response, Mr Tien said that in its report to the government, the government's Small and Medium Enterprises Committee recommend

立法會代表聆聽中小企心聲

議事大會在輕鬆氣氛中暢談營商需求



會員在7月24日中小企會員議事大會中，與總商會立法會代表田北俊議員(右)交換意見。

總商會立法會代表田北俊議員於7月24日的中小企會員議事大會中，就與會者的提問，發表中肯回應和見解。大會討論圍繞本地經濟、地產市道、財務和強積金等主要話題，其中與會者最表關注的，包括香港經濟復甦情況，以及中小企如何面對全球經濟放緩和中國入世帶來的新局面。

田議員表示，為求刺激本地經濟，他已於兩個月前向政府提議，放寬內地富裕人士來港旅遊和移民的限制。一位會員支持田氏的建議，認為此舉有助帶動本地消費和投資，但他更想瞭解政府在此事上的立場和看法。

田北俊回應謂，香港和內地有關部門在批發多次旅遊簽證予高收入內地人士一事上，已達致共識。此外，獲中國政府授權簽發來港旅遊簽證的內地旅行社已由四間增至17間。

他亦表示，中央政府和深圳市政府已同意，給予居住在珠江三角洲的高收入人士來港免簽證，好讓他們來港渡週末，這項計劃快將實施。

然而，田氏指出，給予更多內地富有人士來港居住，涉及複雜問題，須慎密審察，但他相信，一至兩年內將有最終定案。

中小企及世貿

另一位與會者質疑，中小企在本地商界有否進一步的發展空間；中小企又能否真正受惠於中國入世和西部大開發。

田議員回覆說，中小企可把握這個時機投資中國的旅遊業，組團到中國西部城市，如西安等地旅遊。

田氏亦建議，特區政府須檢討現行的房屋政策，以穩定樓價，讓經濟得以持續發展。

他說：「我相信此舉有助恢復消費者和投資者對市場的信心，繼而促進商業發展，刺激投資。」

雖然現時每年的居屋供應量已由原本85,000個單位，減少至20,000個，但無疑現時的房屋政策是導致近年香港地產市道低落的主要因素之一。

他說：「我期望政府停售居屋兩年，重新編配現時尚在興建的居屋單位，並把尚未售出的單位改為出租單位。」

他亦透露，多個政黨已共同議定多項穩定樓市的措施，並快將向政府提出。

論及政府應如何協助中小企克服經濟困局，有會員建議政府在中小企遇上資金周轉困難時，提供直接的財務支援。這個方式也可協助失業人士創業。

田北俊回應表示，中小型企業委員會向政府呈交的報告書中，建議港府成立四項支援中小企業的基金。他將促請政府加強推廣這些措施，讓更多中小企可接受資助。同時，他亦將研究此等措施的效用。

至於創業資本，田氏則認為，立法會最近通過議案，同意向教育統籌局撥款5,000萬港元，籌辦再培訓計劃，教授待僱人士如何開展個人業務。

與會者問及田氏對本年度即將發表的《施政報告》主題和內容有何看法，他期望報告的重點會放於經濟事務，具體定出樓市和中小企支援措施的綱領。他表示政府的中央政策組正在蒐集不同政黨的意見，埋首於施政報告的籌備工作。

setting up four funding schemes to support SMEs. He said he will urge the government to strengthen publicity of the schemes to alert more SMEs that such funds are available. Also, he will study the effectiveness of the schemes.

With regard to start-up funds, Mr Tien said Legco had recently passed a resolution to allocate HK\$50 million for the Education and Manpower Bureau to organise re-training programmes to teach the unemployed how to start their own business.

When asked what he thought of the theme and content of the coming Policy Address, Mr Tien said he hoped that the document will focus on economic affairs, outlining support measures for the property sector and SMEs. He said the government's Central Policy Unit is soliciting views from various political parties in preparation for the contents of the Policy Address.

Journey to the top of the world

HKGCC director visits Tibet and sets up future Chamber mission

By Dr Eden Y Woon 翁以登博士

In mid-August, I was invited by Chan Wing Kee, chairman of the Chinese Manufacturers' Association – who is also a General Committee member of the Chamber – to participate in a five-day mission to Tibet. While there, the Tibetan Autonomous Region leadership invited the Hong Kong General Chamber of Commerce to send a trade mission there, and we are now planning to make such a trip next year.

But what are my impressions after this short first visit? What is the political and economic dynamism in Tibet? What are the trade and investment opportunities? What is the attitude of the officials there towards economic development? And finally, what is Tibet really like as a destination?

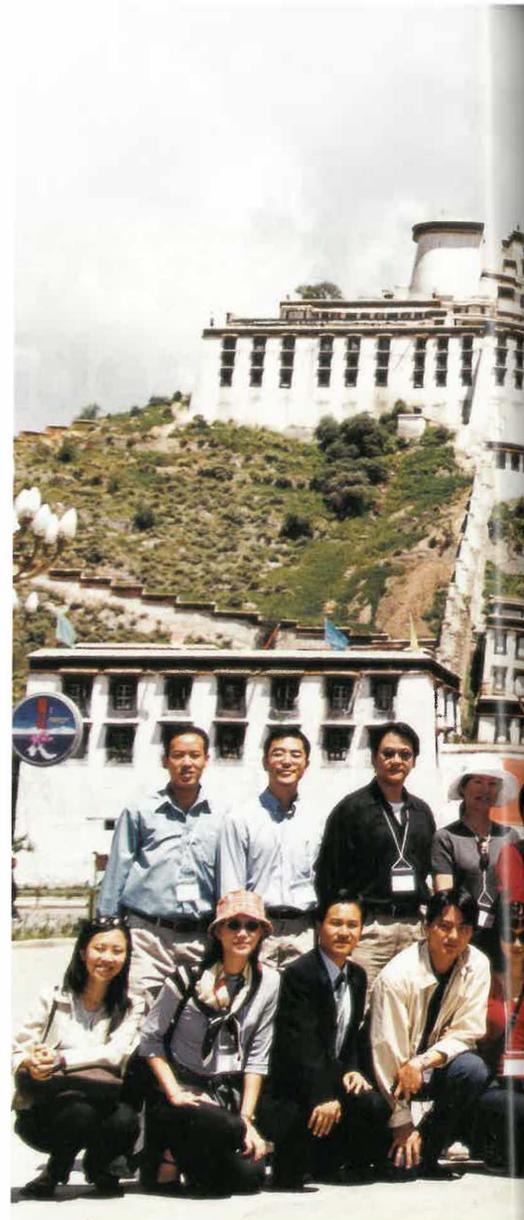
Let me try to answer the last question first. The delegation was amply warned of the dangers of high-altitude sickness and the insidious manner in which you can get sick in Tibet – Lhasa is 3,658 meters or 12,193 ft high. Based on this experience, taking precautions and preparing yourself mentally beforehand will help assure a comfortable visit.

The delegation by and large did not experience any huge discomfort, even when we went up to 4,800 meters, or about 15,750 ft above sea level, one day. There were the usual intestinal troubles, headaches and shortness of breath, but nothing should scare away the average visitor from going to Tibet.

What about the first question? The leadership in the Tibetan Autonomous Region is a mix of Han and Tibetan races. I, frankly, did not detect any problems in Tibetans and Han Chinese working together, either at the high level or at the working level.

Everywhere we went, from the city streets to the temples to the countryside, the community feel was heterogeneous and peaceful. Worship by the most ardent Lama Buddhists proceeded unimpeded by authorities, and religion was practiced openly and fervently by many devout followers of Buddhism. Security measures were not at all obvious, and Lhasa was a very safe place to wander around at night.

Economically, Tibet is a poor place with a high rate of illiteracy. But Lhasa did not look much different from many small- to mid-



sized Chinese cities. The infrastructure, including telecommunications, is in place, and facilities – from hotels to meeting places – were adequate.

Most of the 2 million or so Tibetans live off the land, and obviously Tibet provides a harsh environment, with its high altitude, short growing season, huge distances, and meager resources. But the leadership is intent on modernizing the region, and I must say that their efforts have been slowly paying off. Most importantly, they exhibited an open mind and solicited criticisms and suggestions. They were eager for foreign investments but understood the limitations of the remoteness of the region. They also were very conscious of the environmental damage that can be wrought at a place which is equivalent to the arctic tundra because of its altitude. I found them to be no less open than any of the officials I have met in western China, and perhaps even with some humbleness.



Senior Tibetan officials meet with mission members. 西藏政府高層官員會見考察團成員。



世界屋脊之旅

總商會總裁往訪西藏，為日後組團考察探路

八月中旬，我獲本會理事、中華廠商聯合會會長陳永棋的邀請，參加西藏五天考察團。旅程中，西藏自治區領導誠邀本會組團前往當地考察，考察團已在籌備中，相信明年可以成行。

首次踏足西藏，這短短數天的行程給我留下甚麼印象？西藏的政經動態又是如何？當地的貿易和投資機會、西藏官員對經濟發展所抱的態度是怎樣？這次目的地西藏究竟是怎樣的一個地方呢？且讓我逐一解答。

首先回應最後一條問題，西藏拉薩地處3,658米或12,193英尺的高地，容易令人患高山症和身體不適。所以，我的經驗之談是做足預防措施和心理準備，可保旅途舒暢。

此行大部份團員均沒有感到嚴重不

適，即使行程中有一天，我們須到達4,800米或約海拔15,750英尺之高地，幸而我們並無大礙。一般旅客最多會產生腸胃不適、頭痛或氣促，但探索西藏的熱情已足以克服一切。

至於第一條問題，西藏自治區的領導涵蓋漢族和藏族人。憑我的直觀，不論是在高層還是執行階層，兩族人融洽共事。

遊經市內的街道、廟宇和郊野，我們均感到這多民族的社會，氣氛一片祥和。那兒，喇嘛教熱心信眾的朝拜活動絡繹不絕，完全不受官方的壓制，不少虔誠的佛教徒公開進行狂熱的宗教活動。保安方面並不明顯，但拉薩的治安卻非常好，入夜四出遊逛也感覺安全。

經濟方面，西藏屬於貧窮地區，文盲率甚高，但拉薩跟中國眾多中小規模的城

市一樣，擁有電訊等基本建設，酒店、會議場地等設施一應俱備。

200多萬西藏人中，大部份依靠種植及養畜維持生計，但顯然，西藏的天然環境惡劣、海拔高、生長週期短、距離偏遠、資源貧乏。西藏的領導層銳意使區內環境趨向現代化，而我相信，他們的努力已逐步展現成果，惟步伐較慢。最重要的還是他們思想開放，願意聽取各方評語和建議。他們渴望有外資投入，但同時明白到位置偏遠的地緣限制。西藏由於海拔高，儼如極地凍原，他們對這些環境因素構成的損害，亦極為關注。我發覺他們跟中國西部的官員同樣開明，謙恭的態度有過之而無不及。

最終，對香港商家來說，西藏有甚麼商機呢？代表團首推發展旅遊業。拉薩已有航機通往香港和國內多個大城市，至於陸路交



Delegates attend a meeting with Tibetan authorities. 團員與西藏官員進行座談。



Mission leader and President of the Chinese Manufacturers' Association of Hong Kong Chan Wing-kee (2nd from right), and HKGCC Director Dr Eden Woon (right), toast with Party Secretary of the Tibet Autonomous Region Guo Jinlong (2nd from left) and Deputy Director of the Third Division, United Front Works Department of the CPC Central Committee Huang Yiyu. 考察團領隊、香港中華廠商聯合會會長陳永棋(右二)、香港總商會總裁翁以登博士(右)，與西藏自治區黨委書記郭金龍(左二)和中央統戰部三局副局長黃易宇祝酒互賀。



通則需多日車程。青藏鐵路將於2006年竣工，這將有助改善陸路交通，但仍不足以保證吸引到生產投資，產銷內地，更遑論吸引外資。

那兒壯麗的景色，無疑是難得一見。雖然每到一處景點，均須跋涉長途，但所到之處，可觀賞原始質樸和崎嶇的地貌，有如世上蓬萊，實也值得。若陸路交通能多加改善，新機場開設，效果必然更為理想。

珠穆朗瑪峰距拉薩700公里，但在喜馬拉雅山的山麓位置，已可飽覽首都附近的壯闊景觀。濃厚的宗教色彩、傳統和文化令西藏更添魅力。該處需要的不僅是道路和基建，更需要有系統地設法吸引和吸納旅客前往這一個貧瘠和惡劣地區。現時，海外人士對西藏的政治觀點無疑令西藏的向外宣傳轉趨複雜。去年，前往西藏的海外旅客人數只得90,000人，但我相信，那裡的旅遊發展商機可協助西藏吸引更多旅客，並可在景色不受破壞的情況下管理妥善。

西藏的土產計有當地特製的手工藝品、清爽怡人的「喜馬拉雅」礦泉水、醇美的「拉薩啤酒」，以及藥用產品，均正伺機藉推廣開拓分銷網絡。顯然，香港大企業對西藏的「硬」基建投資較有興趣，但由於西藏同樣需要「軟」基建，故本地的服務機構也可把握機會。

此行只是初步探訪，本會計劃於來年組團前往，希望屆時會員踴躍參與，親身觀賞美景之餘，進一步發掘商機。西藏自治區官員熱切期待我們到訪，並向我保證，總商會考察團定必獲得高規格和周全的款待。 **B**

Mission members tour the Pharmaceutical Factory of Tibetan Medicine of the Tibet Autonomous Region. 代表團參觀一所藏藥廠。



Some mission members pose for a group photo at Jokhang Temple. 部份團員在大昭寺前合照。

But finally, for the Hong Kong businessman, what are the opportunities? To a person, this delegation felt that tourism should be the number-one priority of Tibet. Flights now connect Lhasa with Hong Kong and with several major cities in China, but surface transportation takes days to get anywhere. The Qinghai-Tibet railroad which will be completed in 2006 will help, but not enough to warrant investments in manufacturing products for the rest of China, let alone overseas.

But the scenery is spectacular and worth seeing by anyone. If one can endure the vast distances between sights – and better roads and new airports would help a great deal – one is rewarded with pristine and rugged scenery that is not easily found anymore on Earth.

Mount Everest is 700 km from Lhasa, but the foothills of the Himalayas provide plenty of spectacular sights near the capital. The richness of religion, heritage and the Tibetan culture of course add to its attraction. But what they need are not only roads and infrastructure, but a major systematic thinking of how to attract and absorb tourists in a fragile and harsh environment. And of course, promotion overseas is complicated by the political views of many foreigners regarding Tibet. But I cannot help but think business opportunities here abound in helping Tibet attract more tourists – only 90,000 from overseas last year – and to manage them without destroying the sights for the future.

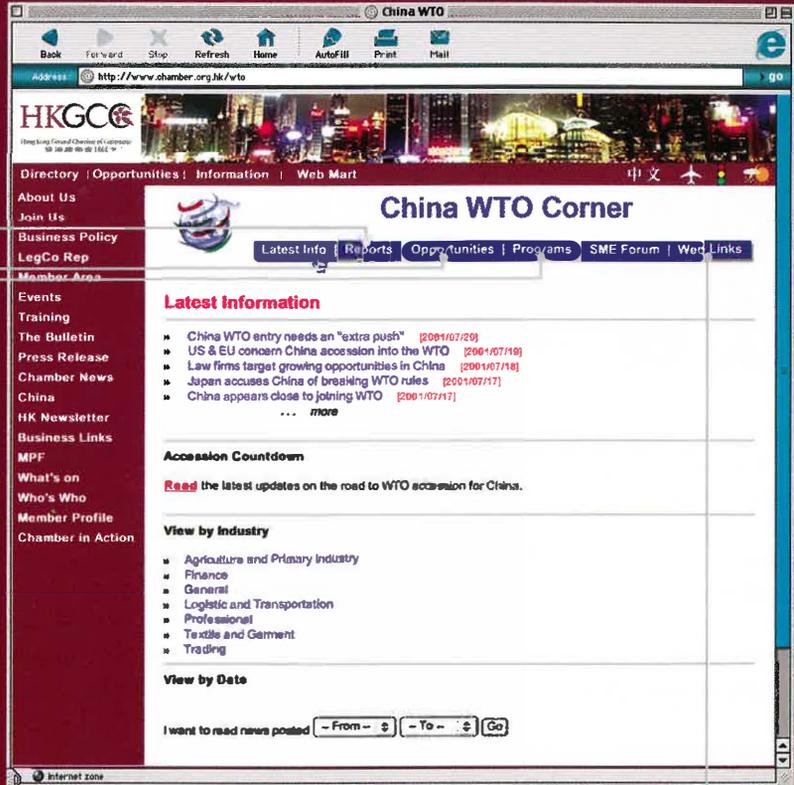
Finally, there are some local products, such as wonderful Tibetan arts and crafts, a refreshing mineral water branded “Himalaya,” a terrific beer called Lhasa Beer, and Tibetan medicinal products all yearning for distribution and promotion. Obviously, some large Hong Kong companies may want to look at “hard” infrastructure investments there, but Hong Kong service sector companies could have some limited opportunities also as Tibet needs as much “soft” infrastructure as “hard.”

This visit was a very preliminary look, and the Chamber will organize a trade mission for our members next year. I hope that at that time, many of you will decide to join us to go to this fascinating place to take a look at the sights and to probe deeper into business opportunities. Regardless of whether you find them or not, you can be sure that the Tibetan Autonomous Region authorities will welcome us warmly. They assured me that the Chamber would receive a high-level and comprehensive visit. **B**



China WTO Corner

www.chamber.org.hk/wto



China's 15-year quest to join the World Trade Organization (WTO) appears to be drawing to a close with its entry into the world trade club expected to come no later than early next year. Hong Kong has a key role to play in China's economic transition after its accession into the WTO.

To help Hong Kong SMEs capitalize on business opportunities expected to arise with China's entry, the Chamber has launched "China WTO Corner," a new section of our Web site, to provide members with the latest information, opportunities and programs on China's accession into the WTO.

The Web site also provides a forum for members to raise questions and to share experiences and views in an open platform. Visit our Web site today, and take advantage of this valuable tool designed to help you do business in China after China enters the WTO.

經歷了15年漫長的談判，中國爭取加入世界貿易組織終於露出了曙光，並極有可能在明年初入世。為了使中國經濟能順利與世界接軌，香港將扮演承先啟後的作用。同時，為了幫助香港的中小型企業更好地把握中國入世所湧現的商機，香港總商會將在現時的網站上開闢一個新的網頁：“中國入世區”。這個網頁除了為會員提供有關中國入世的最新資訊，商機和活動外，本會還特意增設了一個“中小企論壇區”，在這個論壇區內，各會員可以就有關國際貿易等事務提出諮詢或與大家一起分享他們自己的營商經驗。

今天就請各位會員來瀏覽本會的“中國入世區”，相信將為您提供更多有價值的資訊，並幫助您內地的業務更上一層樓。

China marching toward WTO



Highlights of China's efforts to comply with its WTO commitments

By Robert A Kapp

The US-China Business Council is committed to tracking WTO-related changes in China. This article highlights particular PRC efforts, as known to the council, to bring its system into WTO compliance. It is not intended to be comprehensive. China has taken positive first steps to implement its commitments, but as of June 2001, significant gaps remain.

REVISING LAWS AND REGULATIONS In preparation for China's accession to the World Trade Organization, PRC officials have begun to bring China's legal and administrative regimes into compliance with WTO rules. According to PRC legislators, more than 1,300 national and local laws and regulations did not comply with the WTO rules as of October 2000. The National People's Congress (NPC) and State Council announced in 2001 that they would formulate 26 new regulations, amend an estimated 140 national laws and regulations, and abolish another 573.

NEW LEGISLATION Drafts of new and amended legislation are said to be circulating and include new antitrust, foreign trade, anti-dumping/countervailing duty, safeguard, import/export commodity inspection, copyright, and trademark laws, as well as regulations governing foreign investment in the telecommunications sector and a revised Catalogue Guiding Foreign Investment.

INTELLECTUAL PROPERTY RIGHTS The State Council has issued a number of policy

directives to strengthen anticounterfeiting enforcement work and established a new National Anticounterfeiting Coordination Committee, chaired by State Councilor Wu Bangguo. A judicial interpretation and prosecution guidelines issued in April 2001 establish new and clearer standards for criminal liability in counterfeiting cases. The government will need to ensure that local police and prosecutors have sufficient resources for enforcement. The Shanghai Technical Supervision Bureau established the Shanghai Foreign-Invested Enterprises Anticounterfeit Work Liaison Office in September 2000, the only government office established with the sole purpose of helping foreign companies fight counterfeiters in China.

COMMODITY INSPECTION & TECHNICAL STANDARDS China merged its two standards and inspections bodies on April 1, 2001 to form the State Bureau of Quality Supervision, Inspection, and Quarantine (SBQSIQ). China had maintained one inspection regime for imports and another for domestically made goods. The merger represents China's first step toward meeting the demand of its WTO negotiating partners that China unify its inspection regime to ensure national treatment. In the past, the PRC government has used the existence of a separate inspection regime for imports as a non-tariff barrier, particularly against imports of agricultural products. The WTO Technical Barriers to Trade (TBT) Consulting Enquiry Point, a PRC government organization under SBQSIQ, will

WTO WATCH

MILESTONES OF CHINA'S WTO BID

- 1986 China applies to re-join GATT.
- 1995 WTO replaces GATT.
- November 15, 1999 China and the United States sign a bilateral WTO agreement in Beijing.
- May 19, 2000 China and EU reach a bilateral agreement on China's accession into the WTO.
- October 10, 2000 U.S. President Clinton signs legislation granting PNTR status to China.
- May 30, 2001 U.S. President Bush said he will notify the U.S. Congress of his decision to support China's NTR status for another year.
- July 14-18, 2001 The 17th meeting of the WTO Working Party on Accession of China.
- September 10, 2001 Meeting of the WTO Working Party on Accession of China.
- November 9-13, 2001 The 4th WTO Ministerial Conference in Doha, Qatar.

report on standardization requirements to the WTO and to foreign and domestic companies. The organization will submit to the WTO current PRC technical regulations, standards, quality evaluation procedures, labeling requirements, and other issues that may affect trade with WTO members. Information on the new organization can be found at www.wto-tbt.gov.cn.

CUSTOMS Amendments to China's Customs Law took effect on January 1, 2001. The revisions aim to strengthen the legal framework governing customs activities to bring China's customs systems into line with the international practices embodied in the Kyoto Customs Convention and WTO Customs Valuation Agreement. China's commitment to use transaction value in the amended law brings PRC valuation practices closer to those outlined in the WTO Customs Valuation Agreement, which China has committed to follow as a WTO member.

EDUCATION AND TRAINING PRC government training programs have been under way

中國快將踏進 世貿之門

中國入世里程碑

1986年 中國申請再次加入關貿。

1995年 世貿取代關貿。

1999年11月15日 中、美在北京簽訂雙邊世貿協議。

2000年5月19日 中國與歐盟就入世達成雙邊協議。

2000年10月10日 美國總統克林頓簽署法案，給予中國「永久正常貿易關係」地位。

2001年5月30日 美國總統布殊稱，他將知會國會，決定支持延續中國正常貿易關係地位一年。

2001年7月14至18日 中國加入世貿工作小組第17次會議。

2001年9月10日 中國加入世貿工作小組會議。

2001年11月9至13日 世貿第四次部長會議於卡塔爾多哈舉行。

中國致力實踐其入世承諾

柯白

美 中貿易全國委員會致力監察中國為加入世界貿易組織所作出的改變。本文摘述就委員會所知中國特別為符合世貿法規而進行的一些工作，但所列出的並不代表所有的工作。雖然中國已採取積極行動，以履行其世貿承諾，但迄2001年6月，差距依然存在。

修訂法規 為準備加入世貿，中國官方已著手修訂法律和行政制度，務求符合世貿法規的要求。負責立法的中國官員表示，截至2000年10月，仍有1,300條國家和地方法規不符合世貿規則。中國全國人民代表大會(中國人大)和國務院於今年宣佈，中國會制訂26條新法例、更訂約140條國家法規，並撤銷573條規例。

制訂新法例 據稱，已在傳閱中的新法例和修訂法例草案，包括新的反壟斷、外貿、反傾銷/抵銷關稅、保障、進出口商品檢查、版權和商標等法律、監管電訊業外商投資的規例，以及已修訂的外商投資指引目錄。

知識產權 國務院頒佈了一系列政策指引，加強反偽造執行工作，並設立新的全國反偽造協調委員會，由國務院委員吳邦國領導。2001年4月公佈的司法解釋和檢控守則，為偽冒案件的刑事法律責任制訂了立新而明確的準則。政府需要確保地方警察和檢察官具有足夠資源執行法例。上海技術監督局已於去年9月成立上海外資企業反偽造工作聯絡辦公室，為中國目前唯一專責協助外資企業打假的政府辦公室。

商品檢查和技術標準 中國於今年4月1日合併兩個標準和檢查組織，成立國家質量監督、檢查和檢疫局。以往，中國就進

口和本地製造貨品分設兩個檢查系統，是次合併標誌著中國為配合世貿談判夥伴對確保國民待遇的要求，整合中國檢查系統邁出了第一步。過去，中國政府利用獨立的進口檢查系統設立非關稅貿易保護屏障，尤其用以應付農產品入口。國家質量監督、檢查和檢疫局轄下的世貿貿易技術壁壘諮詢中心負責向世貿和外商及內地企業匯報中國標準化要求。該中心將向世貿提呈中國現有技術規則、標準、質量評估手續、標籤要求，以及其他可能影響中國與世貿會員國貿易的事項。查詢這個新組織的資料，請瀏覽www.wto-tbt.gov.cn。

海關 新修訂的中國《海關法》已於今年1月1日起生效，旨在加強監管通關活動的法律架構，使中國海關系統能符合京都海關會議和世貿關稅評估協議所訂立的國際規範。中國承諾在修訂法中採用交易價值為計算基準標準，使中國的關稅評估法則進一步符合世貿關稅評估協議的要求，配合中國成為世貿會員作出的承諾。

教育及培訓 中國政府於1999年底起在中央、省市層面，開展培訓課程，許多政要均須修讀至少一項為期一週的世貿課程。有些高層官員已接受為期一個月的培訓，以瞭解世貿相關事項，包括世貿的背景、世貿協議的內容和中國入世對主要產業的影響。大部份政要修讀的課程內容更涉及中國雙邊市場開放協議和實際開放條款。國內書店亦相繼展示更多關於世貿、世貿標準和運作原則的書刊。美中貿易全國委員會正與上海世貿事務諮詢中心合辦世貿培訓課程。美國公司亦參與培訓中國管治人員、合資企業夥伴、供應商和顧客，讓他們瞭解世貿法規和義務。

柯白是美中貿易全國委員會會長。

since late 1999 at the central, provincial, and municipal levels. Many key personnel have attended at least one one-week course on the WTO. Some senior-level officials have attended month-long courses that cover WTO-related issues, including background on the WTO, information on WTO agreements, and the impact of China's WTO accession on key industries. Courses for the most senior-level officials have covered the actual terms contained in China's bilateral market-access agreements and protocol of accession. Increasingly, Chinese bookstores are prominently displaying books on the WTO, its regulations, and its operating principles. The US-China Business Council is conducting a WTO training programme with the Shanghai WTO Affairs Consulting Center. US companies are also engaged in their own efforts to train PRC regulators, joint-venture partners, suppliers, and customers on WTO rules and obligations.

Robert A Kapp is president of the US-China Business Council.

More investors looking to Yunnan

Rich in natural resources and business opportunities, China's south-western province is becoming a hotspot for investment

Bordering Vietnam, Laos and Myanmar, Yunnan is an important gateway for China to Southeast and South Asian markets. The province covers 394,000 sq. km, and has a population of 42.8 million people made up of 26 ethnic nationalities. Yunnan bridges the Indian and Pacific oceans, and stands at the crossroads linking China, Southeast Asia and South Asia.

ABUNDANT AND UNIQUE RESOURCES

Yunnan is rich in natural resources. The gross volume of its natural resources ranks 6th in China, while its resource volume per-capita is twice that of the national average. The province is home to over 10,000 varieties of higher tropical and subtropical plants, over 7,600 species of medicinal herbs, 500 kinds of fragrant plants, 2,100 species of ornamental plants and 1,700 kinds of vertebrates. These vast environmental resources has led Yunnan to be called the "Kingdom of Animals," "Kingdom of Plants" and "Biological Gene Bank."

The province is also home to vast mineral reserves which are estimated to be worth over RMB 500 billion. Phosphorus and non-ferrous reserves are present in extremely large volumes.

Resources for tapping hydropower also abound in Yunnan. Official estimates for possible hydropower generation total 90 million KW, topping all other provinces in China.

Yunnan is perhaps best known as a tourist destination. Its mild climate means most areas in the province escape freezing winters or scorching summer that the rest of China is know for. Kunming, the capital of Yunnan Province, boasts a spring-like climate year round.

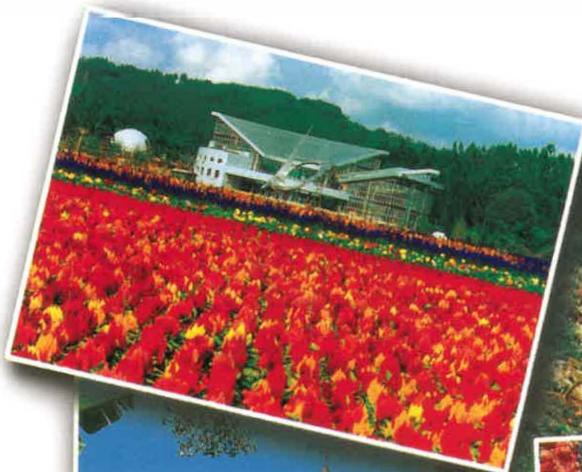
PREFERENTIAL POLICIES FOR FOREIGN INVESTMENT

In recent years, Yunnan has drafted and

released a series of preferential policies to attract foreign investment.

The "five non-restrictions" for foreign investment: Unless forbidden by national laws and decrees, there is no restriction on foreign investments in terms of industry areas, conditions for corporate establishment, operational location, ratio of stock holding and operational scope for business. In addition, for-

foreign investors may freely choose their forms for investment, and decide without any restriction the proportion for domestic and foreign sales of the products manufactured by their invested enterprises. In addition to all the preferential policies available to foreign investment in other Chinese provinces or regions, foreign investors in Yunnan are entitled to additional incentives in some areas.



Yunnan is quickening its pace to meet the requirements of international conventions and practices. It is creating a good legal environment for foreign investors, and actively adopting measures, in line with international conventions, laws and codes, to protect the legal rights of foreign investors.

Yunnan is a beautiful and mysterious land which is opening up to the outside world. It possesses tremendous potential for economic development. The implementation of the western development strategy launched by the Central government and China's forthcoming entry into the WTO will create new historic opportunities for Yunnan's development and extra business opportunities for both domestic and foreign investors. **B**

投資者覬視的雲南



這地處中國西南的省份擁有優厚的天然資源，商機勃現，漸成投資熱點



雲南省與越南、老撾、緬甸三國接壤，是中國通往東南亞、南亞的重要門戶。全省總面積 39.4 萬平方公里，總人口 4,280 萬，融合 26 個民族。雲南直通印度洋和太平洋，是連結中國、東南亞和南亞三大市場的交通要塞。

其是首都昆明，全年氣候如春。

優惠外商投資政策

近年，雲南相繼制定公佈一系列優惠政策，鼓勵外商投資。

雲南頒佈了「五個不限制政策」— 在國家明令禁止的範圍外，外資企業在雲南省投資的領域和行業、設立企業的條件、經營地點、持股比例，以及營運範圍，原則上不受限制。此外，外資企業可自由選擇投資方式；自行決定產品內外銷比例。外來投資者不但可在雲南以外的其他省區市享有同樣的優惠待遇，在雲南更可享部份額外優惠。

雲南正加快與國際慣例和通行規則接軌的步伐，為外來投資者提供良好的法制環境，並積極貫徹執行各項符合國際規範、法律、法規的措施，保護外商投資企業的合法權益。

雲南是一處秀麗奇特的地方，正向外界廣開門戶，優厚的經濟發展潛力有待發掘。中央政府實施的西部大開發策略和中國即將入世，為雲南的對外開放和經濟、社會發展帶來了歷史性的新契機，也為海內外投資者和商家提供更多商機。 **B**

自然資源得天獨厚

雲南資源豐富，全省資源總量居中國各省區市第六位，人均資源擁有量是全國平均水平的兩倍。雲南植物種類繁多，熱帶、亞熱帶高等植物逾一萬種、藥用植物 7,600 多種、香料植物 500 多種、觀賞植物 2,100 多種、脊椎動物 1,700 多種。由於物產豐饒，雲南堪稱「動物王國」、「植物王國」及「生物基因庫」。

雲南礦產資源儲量豐富，全省礦產值約為 5,000 多億元人民幣。磷礦和有色金屬儲量最大。

雲南擁有豐富的水能資源，據官方估計，水力發電量總達 9,000 多萬千瓦，居全國之首。

雲南是享譽海內外的旅遊勝地，氣候溫和，大部份地區冬無嚴寒，夏無酷暑，尤



This article was provided by the Yunnan Provincial Government. For more information on Yunnan, call CCPIT Yunnan Branch Secretary-General Yuo Dingcheng, Tel: 86 871 3136758, Fax: 86 871 3136574.

本文由雲南省政府提供。查詢雲南的詳細資料，請與雲南省貿促會秘書長俞頂成聯絡。電話：86 871 3136758，傳真：86 871 3136574。

商務名片匣

名片儲藏和傳送器，銀色拋光，
不易磨損，可載名片20張。
30港元



Business Card Holder

Name card holder and dispenser
Scratch-resistant, silver metallic finish
Holds up to 20 name cards
HK\$30

Mouse Pad with built-in Calculator

Silver with a grey mouse pad
Solar powered calculator
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滑鼠墊連計算機

銀色太陽能計算機，
連灰色滑鼠墊。
30港元

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In celebration of the Chamber's 140th anniversary, we have produced four elegant, yet trendy premium gift items, perfect for you or your clients.

精美贈品

香港總商會為誌慶創會140週年，製作了四款既典雅亦富時代感的贈品，自用或餽贈顧客，兩者皆宜。



特大雨傘

30吋
銀色傘頂配襯
棗紅傘底，
其中兩幅傘面
印有總商會徽號。
70港元

Golf Umbrella

30-inch
Silver on the outside, burgundy on the inside
HKGCC logo printed on two panels
HK\$70



雨傘

25吋
棗紅傘面內襯銀色，
沿傘邊印上總商會徽號。
50港元

Umbrella

25-inch
Burgundy on the outside, silver on the inside
HKGCC logo printed around edges
HK\$50

YES! I would like to order:

是! 我想訂購、

- Golf Umbrella 特大雨傘 Umbrella 雨傘 Business Card Holder 商務名片匣 Mouse Pad + Calculator 滑鼠墊連計算機

Please indicate the quantity you require in the box(es). 請於方格內註明訂購數量。

I enclose my check for HK\$ _____ made payable to The Hong Kong General Chamber of Commerce.
謹附 _____ 港元支票 (抬頭請註明「香港總商會」)。

Name 姓名: _____ Membership No. 會員編號: _____

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主要活動
Main Programs

一.新聞發布會

Press Conference

謹定于2001年10月8日(星期一)上午10:00至11:00
假座香港華潤大廈低座3樓大廳舉行

二.開幕招待酒會暨“雲南之夜”文藝晚會

Opening Reception & "Yunnan Evening"

謹定于2001年10月8日(星期一)下午17:30至21:00
假座香港華潤大廈低座3樓大廳舉行

三.旅游推介會

Introduction Conference on Yunnan Tourism

謹定于2001年10月10日(星期三)上午10:00分至11:00
假座香港華潤大廈低座3樓大廳舉行

四.招商引資專題項目推介會

Introduction to Projects for Foreign Investment

謹定于2001年10月10日(星期三)—10月11日(星期四)
上午10:00至11:30,下午15:00至17:00

假座香港華潤大廈低座4樓舉行

1.基礎設施和基礎產業 2.服務貿易 3.礦業化工

4.生物資源開發及醫藥產業 5.環保及城市公共設施 6.開發區

五.臺商懇談會

Seminar on Business For Taiwan Entrepreneurs

謹定于2001年10月11日(星期四)下午15:00
假座香港華潤大廈低座3樓大廳舉行

六.雲南省政府招商投資項目簽約儀式

Signing Ceremony For Projects With Foreign Investment

謹定于2001年10月12日(星期五)上午10:00
假座香港華潤大廈低座3樓大廳舉行

七.雲南省政府答謝聯歡晚會

Acknowledgement Gala Evening

謹定于2001年10月12日(星期五)下午20:00
假座香港華潤大廈低座3樓大廳舉行

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香港旅遊議會

香港中華總商會

香港總商會

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中國國際貿易促進委員會雲南省分會

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雲南—香港

YUNNAN-HONGKONG

旅遊暨投資促進活動周



TOURISM AND

INVESTMENT PROMOTION

WEEK

YUNNAN-HONGKONG

TOURISM AND INVESTMENT PROMOTION WEEK

雲南香港旅遊暨投資促進活動周

Life is one long queue

We seem to spend so much time standing in lines that it can feel like we are queuing around the clock **By SIMON NGAN**

We've all been there before at one point or another – queuing patiently at the end of a line waiting to get to the front so that you get the service you want and then leave. Maybe to wait in another line.

As with any leading city in the world, queuing has become an integral part of our lives. The banal aspects of waiting in line day in and day out include lining up for public transportation to get to work in the mornings, waiting our turn at restaurants or fast food shops to buy lunch, queuing up at banks to interact with their machines or tellers, and joining the checkout lane at supermarkets in the evenings.

Beyond that, queuing can range from something as meaningless as waiting for one's turn to pay for some "Hello Kitty" trinket at McDonald's to the more profit-driven motives of picking up an IPO prospectus and application form.

To their credit, businesses are becoming more efficient in reducing waiting time for customers. Banks have deployed cutting edge technology so that instead of waiting in line, customers click online. So, too, have theatres, which allow moviegoers to buy tickets on the Internet. Restaurants manage by assigning numbers that are eventually called out to people in the order that they arrive as soon as a table is available. And supermarkets distract waiting customers by strategically placing tabloid-laden racks close to cashiers hoping as well to cash in on their impulse to buy.

However, despite the best intentions of such queue-busting innovations, often these can be negated by unforeseen circumstances. Take supermarkets. Inevitably, the queue you pick will suddenly grind to a halt because the person in front of you has a bad credit card, or their EPS approval fails, or the cash register breaks down, or some other crisis takes place. As the line backs up, the man-

ager decides to open another lane or two to take the pressure off. So who gets to jump into the newly opened, fast-moving lanes? The people at the end of your line who weren't even in the store when you joined the lane. So there you are, stuck in your stalled lane while the rest of the entire store zips through the new lanes and are out of the place before you can even begin to move your shopping back into your trolley.

For the luckless shopper, time spent waiting in line can be increased by any or a combination of the following:

The cost-conscious customer. This is a customer who watches to make sure that the scanner translates bar codes into correct cash amounts. This person will stop the checkout process when he or she notices a discrepancy. These customers are cost-conscious even though they can afford to pay more. In fact, they usually pay for small amounts with large bills, which exhaust the cash register's change reservoir, which stalls the line until more small bills and change can be obtained.

The faulty bar code. There may be only about one in one thousand bar codes that fail to be read instantly by scanners. But for those with the uncanny ability to select the slowest moving checkout lines, the ratio can be more like one for every three or four items for all customers in front of them. If a bar code does not instantly register, sales clerks can be very persistent. They will swing the item on top of the scanner from every conceivable direction and angle. When this fails, they will enter the number manually into the computer. When this doesn't work, they will call the manager, who can't come right away because he is busy helping the cost-conscious customer in another slow line.

Empty receipt roll. This is not a serious problem unless it is combined with an inexperienced operator. Inexperienced cash-register operators are often incapable of replacing empty rolls of receipt tape with new ones.



Experienced operators who are called to assist like to use this as a training opportunity, especially if the line is long. They will instruct the inexperienced operator but will not actually perform the task themselves. Since they are good operators but poor trainers this can take a lot of time.

Given the choice, I would rather queue at supermarket lines than immigration channels at the border. At least it's air-conditioned. The experience can be horrible especially on weekends and public holidays. Here, all semblance of civility is cast aside as the crush of young and old unleash their elbows on each other in order to get to the head of the line. If you possess athletic skills in the area of track-and field so much the better. People crossing the border from either side tend to break into a run as soon as they clear immigration at one end just so they can cut down on the waiting time at the next line.

排隊生涯

我們已慣常花上很多時間排隊，難道真的與它結下不解之緣

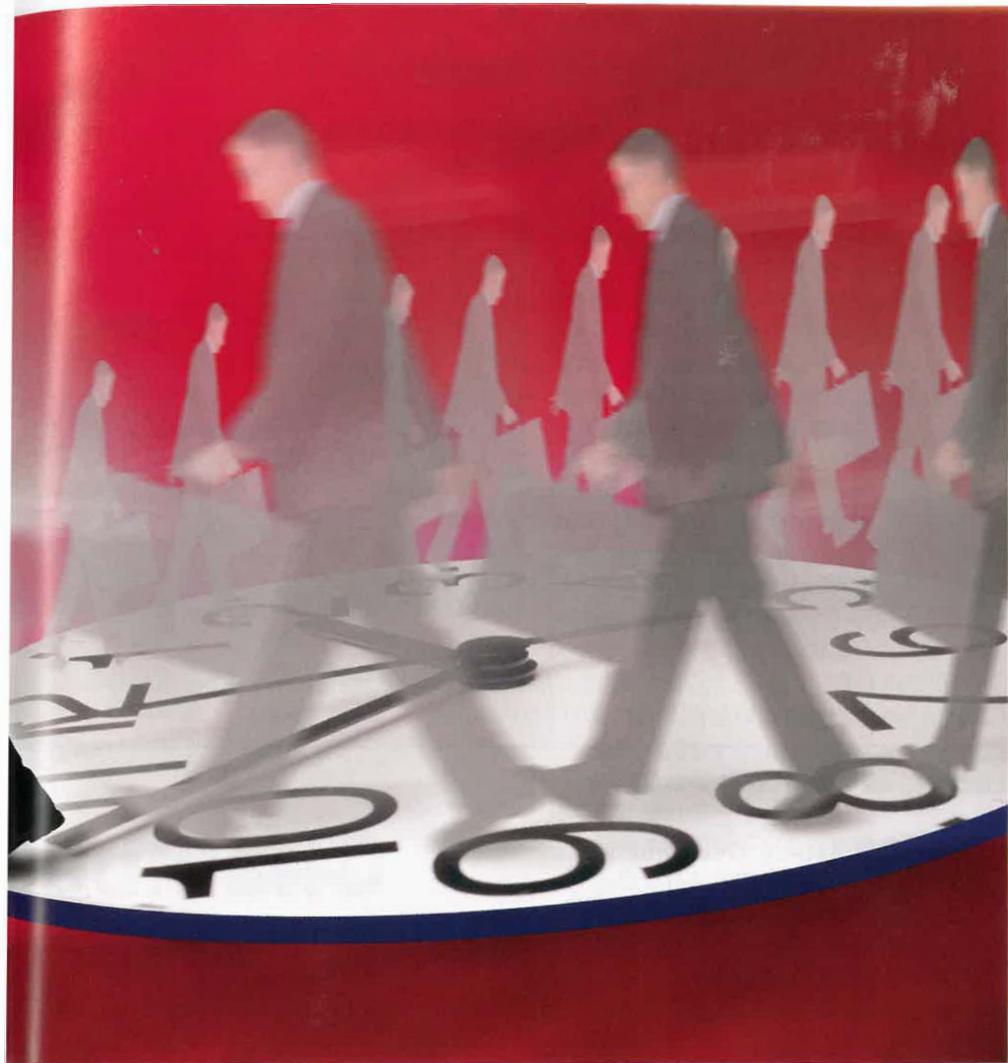
顏偉業

著眼於價目的顧客—這類顧客十分留意貨品條碼輸入時入賬銀碼是否有所偏差，遇有不對勁的地方，便會截停收銀員。其實，即使銀碼再高，他們也付得起，但他們就是對銀碼特別小心眼。這類人常用大額鈔票付小額賬目，收銀機的零錢儲備不敷找贖，須取來更多紙幣和碎銀，排隊時間便因此延宕。

條碼出錯—掃瞄器不能讀取條碼的機會可能是千份之一，但運滯時選了一條最慢人龍的機會率，卻相當於那些排在前面的顧客，結賬時每三、四件貨品便有條碼出錯，也不足為奇。而售貨員遇到這些情況，亦不會輕易罷休，他們不斷嘗試以不同角度，把貨品條碼靠向掃瞄器，仍然毫無反應，才把編碼輸入電腦內。若然這步也出現問題，便不得不向經理求援，經理未必可即時到場，皆因在另一條前進緩慢的人龍中，亦有一位對銀碼特別小心的顧客，需要經理從旁協助，使他分身不下。

收據紙卷用罄—這個問題若是由熟手人員處理，應該很容易解決。但對經驗不足的收銀員，就不同說法。他們通常摸不通換紙的竅門，要向熟手的同事求援，同事亦很懂得善用這個機會培訓新人，尤其是人龍最長時，但卻只是動口而不動手，僅從旁指導。如他不善於施教，更自然用上更多時間。

如果給我選擇，我寧可在超級市場排隊，也不想擠在羅湖過境關卡的人龍中，因為超級市場起碼有空調設備。在週末和公眾假期過境，滋味更不好受。不論年老年少，無不你推我攘，爭到隊中最頭位置，禮貌儀態蕩然無存。所以，假若你是田徑運動健將，想必較有優勢。在羅湖過境總會看到兩邊人群蜂擁前進，為的是要完成一邊過關手續後，以最快速度跑到另一邊的隊列中，藉以減省輪候時間。



相信大家都有排隊的經驗，一條長長的人龍，由隊尾逐個晃排上前，總要付出點耐性，才能在離去前得享你所需的服務。離去後，也許你又要為另一目的而排隊。

一如在世界其他大都會，排隊已成為我們生活中不可或缺的部份，由早到晚，排隊已是例行公事—早上排隊乘公共交通工具上班；中午在食肆或快餐店排隊買午餐；在銀行自動櫃員機或櫃位排隊處理財務；傍晚在超級市場收銀處排隊結賬。

除此以外，排隊目的又可以各適其適。既有人有閒情逸致，在麥當勞排隊換購Hello Kitty玩意，也有人認為掙錢最實際，為領取招股書和申請表而不惜花長時間輪候。

全賴商業發展的成就，效率不斷提升的服務給客戶節省了不少輪隊時間。銀行相繼採用尖端科技，讓客戶可輕鬆享用網上理財服務，而無須再排隊等候。戲院也

不甘示弱，給戲迷在網上訂票。酒樓採用號碼編配入座方式，免得食客苦等。超級市場亦挖空心思，在收銀機附近放置小型貨架，分散輪候顧客的不耐煩之餘，也藉此挑起他們的購買慾。

為打破排隊困局而各出奇謀，固然是用心良苦，然而不時發生的意外事故，往往令服務大打折扣。以超市為例，你排的人龍可能會慢慢地停滯下來，原因可以很多，可能是你前面那位顧客的信用卡出現故障、易辦事掃卡時不獲確認、收銀機失靈，或其他緊急事故。經理看到擠擁的人潮，便增設一、兩個櫃位，疏導人群。但通常誰會受惠呢？多是排在你背後，甚至是你開始輪候時仍未加入人龍的顧客。你被逼困在原先那條龍裡，眼見其他顧客相繼在新櫃位結賬，甚至在你還未把已點算貨品放回手推車前經已離開。

不獲幸運之神眷顧的客人，更可能因下列其中一項或多項因素，耗費更多輪候時間。

The Hong Kong General Chamber of Commerce

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Mr David RUAN

Information Services

Mr Tony AU

Professional Services

Mr Ian ROBINSON

Real Estate Services

Mr Nicholas BROOKE

Travel/Tourism

Mr James LU

2001 HONG KONG ECONOMIC FORUM

Keynote speakers at the 2001 Hong Kong Economic Forum held on August 15 forecast that Hong Kong and Taiwan's economic and business cooperation would intensify upon China's accession into the WTO.

Shea Jia-dong, chairman, Taipei World Trade Center Co, Ltd, and Michael Sze Cho-cheung, executive director, Hong Kong Trade Development Council, said that they expect Hong Kong's role as a go-between would continue and that the territory would remain a vital bridge into China even after WTO entry.

This year, the annual forum titled "The Multi-level Economic and Trade Cooperation and Development between Hong Kong & Taiwan in the New Century," attracted over 400 attendees.

Pictured is HKGCC Vice Chairman and Chairman of the Hong Kong-Taipei Business Cooperation Committee Dr Lily Chiang (2nd from left) introducing speakers.



CHINA

Shandong Province Governor Li Chunting led a 14-member delegation to visit the Chamber on July 16 to explore further cooperation opportunities and strengthen relations with the Chamber. HKGCC Chairman Christopher Cheng and 16 members attended the meeting.

Cui Zhitao, vice secretary-general of Yunnan Province, met HKGCC Director Dr Eden Woon on July 16. During the meeting, Mr Cui invited the Chamber to co-organise the 2001 Yunnan Tourism and Investment Week, which will be held in Hong Kong in November (see page 45).

Vice Governor of Henan Zhang Honghua led an eight-member delegation to visit the Chamber on August 2 to promote Henan's highway projects to the Hong Kong business community. The projects were promoted to Chamber members and with the assistance of the Henan government, several members will join a trip to Henan to study possible business opportunities.

ASIA/AFRICA

Ghulam Muhammad Siddigi, from the Sindh Chamber of Agriculture, Pakistan, and his six-member delegation met HKGCC Director Dr

Eden Woon on July 30. Consul General of Pakistan in Hong Kong Azmat Ali Ranjha also attended the meeting. Dr Woon briefed the visitors on the Chamber's organisation, its role in promoting Hong Kong's external trade and various promotional activities sponsored by HKGCC. Discussions on future business cooperation opportunities between the two chambers were also covered.

"North Korea - A Chamber Mission Debriefing" roundtable meeting was held on August 9. Chamber Director Dr Eden Woon and three mission delegates shared with members their personal impressions and views on the business opportunities in North Korea (you can read their reports on the Chamber Web site: http://www.chamber.org.hk/info/speech/chamber_in_action_aug01.asp).

Mike Thompson, president, Cape Town Chamber of Commerce and chairman of Western Cape Investment & Trade Promotion

**Chamber
總商會**

2001年港台經貿論壇

本年度港台經貿論壇已於8月15日舉行，主講嘉賓預期，香港與台灣將隨中國入世加強經貿合作關係。

台北世界貿易中心董事長許嘉棟博士，以及香港貿易發展局總裁施祖祥期望，香港將繼續發揮中介作用，在中國入世後，依然擔當通往中國的主要橋樑。

今年的大會主題為「新世紀的港台經貿多元合作與發展」，與會者逾400人。

照片中，本會副主席及香港-台北經貿合作委員會主席蔣麗莉博士（左二）正在介紹講者。

in Action 動態

Agency, led a four-member delegation from Western Cape, South Africa, to visit the Chamber on August 10. Eva Chow, chief, International Business Division, HKGCC, exchanged views with Mr Thompson on the organisation and function that their respective chambers played, and discussed opportunities for future cooperation between the two sides.

SMALL AND MEDIUM ENTERPRISES

Secretary for Commerce and Industry Brian Chau was guest of honour at the HKSME Award Presentation Dinner held on July 16. Six SMEs received their awards in the categories of New SME and Best Managed SME.

Seven SME industry groups were established by the SME Committee and five of them held meetings in the past month: Professional Services; Gifts, Premium, Paper and Printing; Equipment, Machinery and Auto Parts; Textiles; and Jewellery & Watches. **B**

中國

山東省省長李春亭於7月16日率領14人代表團到訪本會，此行目的是進一步討論合作機會，鞏固雙方關係。本會主席鄭維志與16位會員與代表團會晤。

雲南省副秘書長崔賢濤於7月16日會晤本會總裁翁以登博士。會上崔氏邀請本會合辦「2001雲南省旅遊暨投資洽談活動週」，定於11月在港舉行（詳情請參閱第45頁）。

河南省副省長張洪華於8月2日率領八人代表團到訪本會，向本地商界推廣河南省公路工程項目。推廣會後，數位會員在河南省政府部門的協助下，正計劃往訪河南，勘探商機。



亞洲及非洲

巴基斯坦信德省農業總會西迪基率領六人代表團於7月30日訪問本會，並與巴基斯坦駐港總領事 Azmat Ali Ranjha 會晤本會總裁翁以登博士。會上翁以登博士向代表團簡介本會架構、本會在推動香港對外貿易的角色，以及本會贊助的多項商務推廣活動。雙方亦商討未來商務合作機會。

本會於8月9日舉行小型午餐會，分享北朝鮮考察之旅的所見所聞。本會總裁翁以登博士和代表團其中三位成員和與會者分享個人對北朝鮮的觀感，以及在北朝鮮發展商務的看法。（分享內容全文已載於本會網站：http://www.chamber.org.hk/info/speech/chamber_in_action_aug01.asp）

開普敦商會會長及西開普省投資貿易推廣署主席湯普森於8月10日率領南非西開普省四人代表團訪問本會，由本會國際商務部主管周紫樺接待。雙方就所屬商會的架構和功能交換意見，並商討未來合作發展的機會。

中小企業

工商局局長周德熙於7月16日香港中小企業頒獎典禮晚宴上擔任嘉賓。六家中小企分別獲頒「新創辦中小企業獎」或「最傑出管理中小企業獎」。

中小企業委員會設立七個中小企行業研究小組，其中五個業界組別已在上月舉行會議，分別是專業服務；禮品、紀念品、紙張及印刷品；機械設備及汽車零部件；紡織品；鐘錶及首飾。 **B**

香港總商會

委員會 主席

理事會
諮議會
鄭維志

美洲委員會

洪克有

亞洲及非洲委員會

戴諾詩

中國委員會

許漢忠

總商會海外護者團

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地產服務委員會

蒲祿祺

旅遊委員會

呂尚懷



with SIMON TAM

Wine Review 酒評特區

Prosecco di Conegliano DOC Extra Dry Carpene Malvolti

\$105, Castello del Vino 2866 0587

Prosecco is both the name of the grape and the legally defined term for sparkling wines of the Veneto region. This is a super-value for money wine from the home of Romeo and Juliet. The "extra dry" denotation indicates a drier wine that is not so typical of usually semi-sweet Prosecco and the sweet Spumante. It is aromatic with apple and cinnamon like characters on the nose while the palate is creamy and refreshing. At HK\$105, there are few wines that would come close to its quality. Serve it cold with sushi and sashimi and don't waste it on champagne cocktail.

Prosecco 既是葡萄品種的名稱，亦是意大利威尼托區「氣泡酒」一詞的法定用語。這款物超所值的佳釀，產自羅密歐和茱麗葉的故鄉。Prosecco 特性「略甜」，意指甜度略低，不及一般半甜 Prosecco 和甜 Spumante 普遍。這款酒獨有蘋果和肉桂的撲鼻芳香，口感軟滑，清爽怡人。以 105 港元的價錢買得同級的優質佳釀，實已寥寥可數。宜冷飲，以壽司和刺身作配菜，香檳雞尾酒會上不可缺少。

Errazuriz Syrah 1998 Reserve

Aconcagua Valley

\$190, Remy 2523 5904

Syrah, as an international varietal, is often overlooked in a world pre-occupied with Cabernet and Merlot. Syrah is often less dry than Cabernet and infinitely more fragrant than Merlot. This powerful and moderately oaked Syrah is produced by the joint venture winery owned by Chile's Eduardo Chadwick and Robert Mondavi of California. Their respective contributions are skills and knowledge of operating local vineyards as well as international marketing of wine. Serve with a hearty roast beef dinner.

用葡萄特定品種釀製的佳釀中，素以 Cabernet 和 Merlot 高踞領導地位，相比之下，Syrah 在國際上的知名度往往不及。Syrah 的甜味較 Cabernet 淡，但香味卻較 Merlot 濃，酒身夠，略帶橡木香，由智利 Eduardo Chadwick 與加利福尼亞州 Robert Mondavi 合資經營的酒廠釀製。Syrah 的推出，結集了兩者在管理葡萄園和國際營銷市場上的特有專長，可作為豐富烤牛肉晚餐的餐酒。

Rosemount Cabernet Sauvignon 2000

Rosemount Estate

\$110, Jebesen and Co 2926 2217

The 1999 Winery of the Year in the San Francisco Wine Competition, Rosemount Estate, is producing their fair share of Australian classics such as the Show Reserve Semillon, Chardonnay and Coonawarra Cabernet. Rosemount Estate is a Hunter Valley based company in New South Wales but have been strategically expanding into other premium areas of Australia, most noticeably Mudgee where the multi-award winning Mountain Blue Shiraz is grown. This Cabernet Sauvignon combines the richness and vibrant blackcurrant character of Cabernet with the happy drinkability that is rare at this price point. Serve with a good VCD and antipasto.

1999 年榮獲「三藩市餐酒大賽」最佳釀酒商榮譽的 Rosemount Estate 正精心釀製大批澳洲經典名釀，例如 Show Reserve Semillon、Chardonnay 及 Coonawarra Cabernet。Rosemount Estate 原設於新南威爾士州 Hunter Valley 釀酒區，並不斷擴充，向澳洲優質葡萄產區開拓策略性據點，其中馬奇便是獲獎無數 Mountain Blue Shiraz 名釀的原產地。這款酒充分發揮 Cabernet 的豐濃酒質和上等茶藨子的特性，亮麗順口。這個價錢能享受如此佳釀，實屬珍品，觀賞好戲之餘，品嚐意大利小吃配美酒，滋味無窮。

Tam Shiraz 1996

\$230, Kedington Wines 2898 9323

The back label reads: "He is rich and powerful. There are many facets to his personality some think that he is silky and smooth others appreciate his depth and richness of character. But he hasn't always been what he is today, his old friends say that he is more complete and showing more depth now than he did 12 months ago, before his association with American and French Oak. Beef Rendang and Chargrilled Swordfish enjoy his companionship very much but generally he is in demand with most foods. His doctor gave him 5 to 10 more vibrant, healthy years, but to achieve this he needs to be treated with courtesy and respect" ... Made by Me!

黑色標籤上寫道：「Tam Shiraz 勁度十足，有多面性格，有些人認為 Tam 柔滑如絲，有些則欣賞他的深度和個性。不過，其舊友說他以前並非這樣，自從 12 個月前與美國和法國橡木為伍後，Tam 更顯深度和面面俱圓。他喜與牛肉咖哩和炭燒劍魚作伴，但他與大部份食物都合得來。醫生說，只要 Tam 受到尊重和禮待，會光輝璀璨多 5 至 10 年。」— Tam Shiraz 由小弟調配。

Thelema Merlot 1998

Helshoogte, Stellenbosch

The South African wine industry has been borne out of the necessity to absorb the copious annual grape production from the vast land. As recently as the last 5-10 years we have seen the industry as a whole shifting their focus from quantity to quality production. Thelema from Helshoogte, just above Stellenbosch, is leading the way as a quality ambassador for premium wines. The range includes an elegant and age worthy Cabernet, luscious and flavourful Chardonnay as well

as unwooded Sauvignon. This Merlot stands out as one of the best from the country. It is dense and rich in fresh berry aromas. A creamy, smooth palate filled with flavours. Serve with Roast Pork.

南非幅員遼闊，葡萄年產量豐富，釀酒業成為當地不可或缺的行業。而在過去5至10年間，南非釀酒業已由重「量」轉向重「質」。位處斯泰倫博斯上方Helshoogte的Thelema，正是優質葡萄酒釀酒商的典範。釀製的名酒系列包括格調高雅的陳年Cabernet、芳醇甘美的Chardonnay，以及釀製過程不經橡木桶存放的Sauvignon。這款酒則是全國極品之一，酒質堅實，有馥郁的新鮮漿果味，口感圓厚柔和，香滑甘醇，宜配烤豬扒。

Mas de Daumas Gassac 1988

Vin de Pays de L'Herault
\$240, Remy 2523 5904

Mas is the southern French term for a Domaine and Daumas Gassac is amongst the most famous. This is a blend of 80 per cent Cabernet Sauvignon and 20 per cent mixture of Syrah and other minor grapes of the area. As the legislation of most European countries, the French has yet adjusted theirs to reflect the quality of innovative wines such as this Mas. And as such it has the second to lowest classification. Deep ruby in colour, the aromas are pure ripe blackberries and an earthy complexity. The palate is rich and luscious with friendly tannins. The 1980 vintages of this wine are still delicious and immaculate. Serve with lamb hotpot.

Mas 是法國南部用語，意思是莊園。而該區的莊園以 Daumas Gassac 最為知名。這款酒混有 80% Cabernet Sauvignon、其餘 20% 揉合 Syrah 和其他品種的葡萄。按歐洲大部份國家的法制所訂，法國現時的葡萄酒等級制尚有待重新修訂，才能恰如其分地評量如 Mas 這類新款葡萄酒的品質。現時，Mas 則列為尾末第二級，酒色深紅，酒香源自成熟黑莓和清新泥土的氣息，口感濃郁，帶有單寧的甘美。1980年製的Mas陳年佳釀，酒香醇厚若昔，可謂酒中極品。與涮羊肉配搭最佳。

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Business lunches 商務午餐精選

Great Eagle Hotel

The Bostonian Restaurant at Great Eagle Hotel is serving a set luncheon daily. Diners can choose appetizers from the set menu or pick their favourite sashimi, oysters, fresh fish and salad from the Raw Bar. Steaks and seafood are served for entrées, in addition to desserts, with the menu changing every two weeks. HK\$168. Tel. 2375 1133 ext 2070.

鷹君酒店

鷹君酒店美岸海鮮廳逢星期一至五供應精美午膳套餐，為愛吃海鮮的顧客帶來更多新選擇。套餐的頭盤種類繁多，除有湯類、沙律外，客人亦可到海鮮吧選擇多款新鮮魚生、壽司、生蠔及沙律作頭盤。菜譜每兩星期更換一次。套餐價錢為每位168港元。電話：2375 1133 (內線 2070)。

Renaissance Harbour View Hotel

The hotel's Slim & Trim Lunch Buffet (above) has a new look and menus. Those watching their weight can choose from a salad bar, pasta or noodle dishes, hot soup, vegetables, seafood, meat and curries. Japanese food lovers can also try the fresh sashimi and sushi, in addition to the newly introduced California hand rolls, prepared on the spot by the hotel's chefs. Low-calorie desserts are also served. HK\$160. Tel. 2802 8888 ext 6353.

The hotel is also serving at its Lobby Lounge a Light Buffet

featuring salads and desserts, such as sesame-seared tuna fillet with orange pickles, vegetable spring rolls, peppered tempura chicken, prawns and fried lotus root, and smoked trout on chicken pea and leek tortilla. HK\$98. Tel. 2802 8888 ext. 6983.

The hotel's coffee shop serves an international selection of 12 main courses which include, among others: beef brisket curry, baked pork chop with fried rice, baked chicken "Portuguese" style, fried rice "Fuzhou" style, roasted pork neck "Thai" style, stir-fried spaghetti in satay sauce, grilled sirloin steak in garlic sauce, fillet of sole meuniere, pork knuckle with sauerkraut, and Renaissance club sandwich. HK\$88. Tel. 2802 8888 ext. 6970.

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萬麗海景酒店

酒店的健量自助午餐現已煥然一新，為注重健康的顧客帶來沙律、粉麵、熱湯、蔬果、海鮮、肉類和咖喱等多款選擇。喜愛日式食品的人士可品嚐新鮮魚生和壽司，以及由主廚即點即製的最新推介加洲手卷。此外，還有低卡路里甜品供應。每位**160**港元。電話：**2802 8888** (內線**6353**)。

大堂酒廊呈獻沙律和甜品自助餐，包括吞拿魚、蔬菜卷、雞、鮮蝦、龍蝦、鱒魚和煎餅。每位**98**港元。電話：**2802 8888**(內線**6983**)。

咖啡座的地道風味午餐推介**12**款主菜，計有咖喱牛肉、烤豬扒、葡式烤雞、福州炒飯、泰式燒豬頸肉、意大利粉、牛腰扒、鱈魚柳、特色三明治等。每位**88**港元。電話：**2802 8888** (內線**6970**)。

The Excelsior

ToTT's Asian Grill & Bar has introduced a new lunch buffet concept that is based on an appetiser and dessert buffet, along with a choice from five main course options. Popular appetisers served include fresh sashimi, sushi, oysters and yabbies along with salads and small appetisers, and excellent selection of desserts. HK\$198. Tel. 2837 6786.

The Excelsior's Cammino, Italian restaurant Cammino serves a two-course menu which comes with an antipasta buffet and a choice of main dish, such as porcini mushroom risotto or poached black cod. The restaurant also serves a wide variety of pasta, meat, seafood and vegetarian dishes. HK\$158. Tel. 2837 6780.

怡東酒店

ToTT's亞洲扒房及酒吧推出全新自助午餐，以頭盤和甜品為推介重點，伴以五款主菜可供選擇。令人難以抗拒的頭盤包括新鮮魚生、壽司、生蠔、蝦和多款沙律及精緻前菜，另有多種精美甜品，帶給食客無限驚喜。每位**198**港元。電話：**2837 6786**。

Cammino 意大利餐廳的兩道菜套餐包括意大利前菜自助餐和主菜，主菜可選香檸松茸飯、烤羊鞍配蠶豆茸或香煎龍利配麻菜沙律等；此外，還有不同的麵食、肉類、海鮮和素菜，定有一款合您心意。每位**158**港元。電話：**2837 6780**。

Holiday Inn Golden Mile

The hotel's Avenue Restaurant & Bar is

serving modern European cuisine prepared by Chef Marc Toutain. Avenue offers a variety of fixed-lunch menus that include vegetarian fare. HK\$178 for two courses, or HK\$198 for three courses. Tel. 2315 1118.

金城假日酒店

雅梵妮餐廳及酒吧的總廚Marc Toutain呈獻別具特色的現代歐陸風格美食，為顧客提供多款午膳精選，包括素菜。兩道菜**178**港元、三道菜**198**港元。電話：**2315 1118**。

Hotel Miramar

The hotel's Dong Restaurant is serving a shark's fin and dim sum set lunch, which includes braised shark's fin soup, two dim sum dishes, vegetables, congee and dessert. HK\$138. Tel. 2315 5166.

The Miramar's Xi Restaurant is offering a business set lunch which for starters offers a choice of sashimi, smoked salmon, fresh oysters, crispy salads and soup of the day. Entree dishes include marinated sea bream with fresh dill on taro sauce, poached lobster and scallops, baked sole fillets with cafe de Paris butter, mixed grill with cranberry sauce and deep-fried herbs, and sauteed chicken breast with fedelini and pinenuts, followed by a dessert buffet offering cakes, mousse and fruit, tea or coffee. HK\$138. Tel. 2315 5155.

美麗華酒店

東宮呈奉午市排翅和點心套餐，菜式包括紅燒排翅、點心兩款、時菜、粥和甜品。每位**138**港元。電話：**2315 5166**。

西宮商務午餐的頭盤選擇有刺身、煙燻三文魚、鮮蠔、沙律和精選餐湯。主菜可選魚、龍蝦、扇貝、烤肉、雞胸，以及精美糕點、奶凍、鮮果等自助甜品和咖啡或茶。每位**138**港元。電話：**2315 5155**。

Mandarin Oriental

Man Wah, the hotel's signature Cantonese restaurant, is serving a set business menu, which includes roasted fillet of eel and barbecued pork, double-boiled shark's fin soup with sea conch, winter melon and Kam Wah ham, stirfried sliced chicken with chilli and vegetables, deepfried yellow croaker with black vinegar sauce, braised mustard green with crabmeat, fried rice with diced seafood in X.O. sauce, chilled coconut cream with palm seeds, mango, pomelo and melon, and Chinese tea. HK\$588. Tel. 2522 0111.

文華東方酒店

文華粵菜館最新推出的商務套餐菜式豐富，計有燒鰻拼叉燒、科夾瓜螺頭翅、川椒翠雞球、糖醋菊花魚、蟹肉扒菜膽、X O 醬海鮮飯、楊枝甘露和中國名茶。每位**588**港元。電話：**2522 0111**。

Hotel Furama

The hotel's La Ronda Restaurant offers a wide selection of set menus, including Japanese, curry, Chinese BBQ, pasta or carving set, which includes a soup, fresh fruit as well as coffee or tea. HK\$138. Tel. 2848 7422.

Furama's Lau Ling Bar offers a lunch buffet from Monday to Friday serving salads, freshly cooked pasta, a roast, oysters, and a selection of hot items and desserts. HK\$178. Tel. 2842 7506.

富麗華酒店

旋轉餐廳的中午套餐提供日式美食、印度咖喱、廣東明爐燒味、意大利麵食和西式烤肉，務求滿足您的不同口味。每款套餐均奉上餐湯、鮮果和咖啡或茶。每位**138**港元。電話：**2848 7422**。

劉伶吧逢星期一至五備有自助午餐，獻上沙律、新鮮麵食、燒烤、蠔和多款熱盤及甜品，任君挑選。每位**178**港元。電話：**2842 7506**。

Harbour Plaza Hong Kong

The hotel's restaurants are serving a variety of lunch options. These include: The Promenade - Chinese dim sum lunch with dessert buffet at HK\$88. International lunch buffet at HK\$145. Robotayaki - special robotayaki set lunch from HK\$90. Harbour Grill - executive luncheon at HK\$168. Pit Stop & Dino's Italian lunch buffet at HK\$145. Corner Cafe - home-made bruschetta with freshly sliced parma ham at HK\$45. Tel. 2996 8678.

海逸酒店

海逸酒店多家餐廳獻給您的午膳套餐包括：The Promenade—中式點心午餐連自助甜品(每位**88**港元)和國際美食自助午餐(每位**145**港元)；Robotayaki—精選爐端燒定食(每位**90**港元起)；Harbour Grill—行政午餐連咖啡或茶(每位**168**港元)；Pit Stop & Dino's—意大利風味自助午餐連汽水一杯(每位**145**港元)；Corner Café—自製意式香脆麵包配意式火腿(每位**45**港元)。電話：**2996 8678**。

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Mr Ben Ho-bun Cheung

張浩贇先生

CEO 執行長

Services

Adler Jewellery Ltd

寶加利珠寶有限公司

Mrs Patti Ha

何彭慧嫻女士

Managing Director

Services

Appco Ltd

Ms Peggy Lee

李璧濼小姐

Marketing Manager

Services

Asia Logistics Technologies Ltd

亞洲物流科技有限公司

Mr Ringo Wai-keung Chan

陳偉強先生

Chief Executive Officer

Services

Banca del Gottardo Hong Kong

Representative Office

瑞士高達銀行

Mr Thomas Graf

Chief Representative

Investment Company

Base Technology Group Inc

貝斯科技集團有限公司

Dr James Liu

劉助博士

CEO & Chairman

Investment Company

BiotecHQ Ltd

Ms Leslie Proctor

Director

Distribution, Services

Charles Monat Ltd

Mr Charles S Monat

Chairman & Managing Director

Services

Charmco International Ltd

Mr William A Machala

Director

Trading

Chrisha Creations Ltd

Mr William A Machala

Director

Trading

Consulate General of the Federal

Republic of Germany

德國領事館

Dr H W Beuth

Consul General

Services

Consulate General of Venezuela

Mr Nelson Marina Muller

Consul General

Services

Distacom Communications Ltd

Mr Richard John Siemens

Chairman

Investment Company

Dolphin UK Education Ltd

Ms Ruth Rimmer

Managing Director

Services

E & You (Hong Kong) Ltd

伊可愛(香港)有限公司

Mr Hok-kan Un

阮學勤先生

Director

Trading

East Sun (Group) Co Ltd

日升(控股)有限公司

Mr Lei Zhang

張鐳先生

General Manager

總經理

Investment Company, Trading

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環康科技有限公司

Dr Kwok-ping Pau

包國平博士

Managing Director

Manufacturing

ESRI Hong Kong Ltd

Dr Winnie Tang

鄧淑明博士

General Manager

Distribution, Manufacturing, Trading, Services

Exel Hong Kong Ltd

英國空運(香港)有限公司

Mr Stephen P H Chan

陳包厚先生

Managing Director - East Asia

Distribution

Farwin Ltd

盛遠有限公司

Mr Fuk-cheung Leung

梁福祥先生

Company Secretary

Trading

Fuji Bank Ltd

Hong Kong Branch, The

富士銀行香港支店

Mr Tomonori Kobayashi

小林倫憲先生

General Manager & Regional Corporate

Executive (Hong Kong)

Services

CONTACT US

For information on membership, call Sharon Chung on 2823 1203, or email membership@chamber.org.hk

如有垂詢，請聯絡會員部鍾小姐（電話：2823 1203；電郵：membership@chamber.org.hk）

CHAMBER FORECAST

UPCOMING EVENTS

- 20 & 21 September**
World Services Congress 2001 Hong Kong - "Services - The Driver for the Global Economy" (English)
- 21 September**
Roundtable Luncheon: "Entering into a New Era of Financial Management in Asia" (English)
- 24 & 28 September**
Training Seminar on Western Development (*Putonghua*)
第二期利用外資參與內地中西部開發研討班
- 24 September**
Luncheon with Sir John Bond, Group Chairman, HSBC Holdings Plc (English)
- 24 September**
Cocktail Reception in Honour of Consuls General of Asian and African countries in Hong Kong (English)
- 24 September ~ 17 December**
Training: Advanced Business Dialogues in Mandarin (*Mandarin*)
行政人員商業普通話深造班
- 25 September**
Members Cocktail with Chairman & General Committee Members
- 27 September**
e-Committee Happy Hour
- 29 September ~ 17 November**
Training: Practical Chinese Business Writing Skills (*Mandarin*)
應用中文商業寫作工作坊
- 5 October**
WTO Workshop - Investment
- 9 October ~ 11 December**
Training: Professional English Speaking Group for Executives (English) 行政人員專業英語會話班
- 9 October ~ 15 January**
Training: Practical Mandarin for Beginners (*Mandarin*)
初級實用普通話會話班
- 9 October**
WTO Workshop - Technology
- 10 October**
Training: How to Conduct a Selection Interview (*Cantonese*)
如何甄選合適員工
- 11 October**
Training: How to Conduct Effective Performance Appraisals (*Cantonese*)
執行有效的僱員評估須知
- 11 October**
Cocktail Reception in Honour of North and South American CGs and Commercial Consuls (English)
- 11 October**
Training: Policy on Export Value-Added Tax Refund and Its Impact on Foreign Enterprises (*Cantonese*)
最新中國稅務退稅制度
- 12 October**
Training: How to Excel as a Professional Office Manager (*Cantonese*)
如何成為一位專業的辦公室經理
- 12 October**
Training: Advanced Reading Skills (English)
- 12, 17 & 19 October**
Training: Chinese Trade Documentation & Correspondence Workshop (*Cantonese*)
中文商貿文件及書信課程
- 13 October**
Heart Health at Work - Health Check and Educational Talk
- 16 October**
Seminar: Immigration & Invest HK Seminar (English)
- 16 October**
New Members' Briefing (*Cantonese*)
- 16 October**
Training: Saving Tax in China (*Cantonese*) 大陸經商節稅之道
- 17 October**
WTO Workshop - Telecommunication
- 17 October**
Training: Build Strong Brands - Make More Cash (*Cantonese*)
創名牌 - 取現款
- 19 October**
Training: Business Process Re-engineering & TQ Marketing (*Cantonese*)
業務流程重組及優質營銷

COMMITTEE MEETINGS

- 25 September**
SME Committee Meeting
- 26 September**
Real Estate Services Committee Meeting
- 27 September**
e-Committee Meeting
- 28 September**
Environment Committee Meeting
- 12 October**
CSI Executive Committee Meeting
- 15 October**
Chairman's Committee Meeting
- 22 October**
General Committee Meeting

Regular committee meetings open to respective committee members only, unless otherwise specified

OUTBOUND MISSIONS

- November**
Mission to Singapore
- November**
Mission to Yunnan and Guangxi

140TH ANNIVERSARY

Distinguished Speakers Series

- 24 September**
Luncheon with John Bond, Chairman, HSBC Holdings Plc
Date to be confirmed
Luncheon with
Dai Xianglong, Governor,
The People's Bank of China

MARK YOUR DIARY

- 12 October**
Post Policy Address Luncheon with HKSAR Chief Executive C H Tung
- 1 November**
Venture Capital Conference 2001, Hong Kong Convention and Exhibition Centre
- 13 December**
The 8th Annual Hong Kong Business Summit, Hong Kong Convention and Exhibition Centre

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欲索取訂座表格、查詢賽期或其他資料，請致電 2823 1205 或 2823 1246。

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