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March 2021

HKGCC: The Voice of Business in Hong Kong

# bulletin

工商月刊

VACCINES:  
ROUTE TO  
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## Budgeting for a Sustainable Recovery

The Hong Kong Government's latest budget strikes a balance between ongoing business support and long-term fiscal prudence to ensure our economy returns to growth



### 為經濟持續復蘇 做好預算

港府最新一份預算案在持續支援企業和長遠審慎理財之間取得平衡，確保經濟重拾增長

財政司司長陳茂波在2月24日發表最新一份《財政預算案》，繼續支援企業和市民，同時有效控制本港財赤。

政府去年動用3,000億港元推出防疫抗疫基金，為商界雪中送炭。疫苗接種計劃現已展開，商業活動可望在年內回復正常，讓香港經濟重拾增長。

我們欣見財政司司長回應社會燃眉之急，並採納了本會的多項建議，包括寬減利得稅、寬免若干商業費用及延長「中小企融資擔保計劃」。這些措施皆有助企業紓緩現金流壓力，並維持基本的資金周轉。增撥10億港元推行「遙距營商計劃」，尤其能夠鼓勵本港企業進行數碼轉型，以迎合電子商貿發展。

預算案亦與政府建設更環保城市的長遠政策目標配合一致。我們歡迎財政司司長接納總商會的建議，擴大政府綠色債券

計劃及開始發行綠色零售債券。此外，鼓勵生產和銷售電動車及其他環保政策不僅有助減排，更顯示出本港已準備好為區內的低碳轉型擔當重要角色。

政府決定向市民發放5,000港元的消費券，可助本港家庭應付日常開支。消費券採用電子形式派發，確保可達致振興本地經濟的目的。

財政司司長在預算案指出，我們應對前景抱持大致樂觀的態度。香港位處優越，既可受惠於內地增長，又可從東南亞湧現的機遇獲益。

經濟全面復蘇最終取決於有效控制疫情。待疫情受控後，我們方可放寬社交距離限制，並開展恢復國際旅遊計劃。

過去一年好不容易熬過，隨著首批疫苗抵港，世界各地又相繼推出疫苗接種計劃，我們似乎終於有望迎向更美好的未來。

On 24 February, Financial Secretary Paul Chan released details of the city's latest budget which revealed a plan to continue supporting businesses and citizens, while effectively managing the city's deficit.

During the past year, the Government's HK\$300 billion pandemic relief fund has served as a critical lifeline for the business community. With the vaccination roll-out now under way, we hope to see the resumption of normal business operations over the course of the year, which will enable Hong Kong to return to growth.

We are pleased to see that the Financial Secretary has responded to the immediate needs of our community, and has incorporated many of the Chamber's suggestions including reducing profits tax, waiving certain business fees, and extending programmes such as the SME Financing Guarantee Scheme. All of these measures will help companies to moderate their cash flows and to maintain essential levels of liquidity. The additional allocation of HK\$1 billion for the Distance Business Programme is especially supportive of Hong Kong businesses that aim to embrace digitisation and the expansive e-commerce landscape.

The budget is also aligned with the Government's long-term policy goals of creating a greener city. We were pleased to see the Financial Secretary adopt HKGCC's suggestion of expanding the Government Green Bond Programme, and to

start issuing retail green bonds. Other environmental initiatives, such as those that incentivise the production and sale of electric vehicles, will not only help us to reduce our emissions but show how we are ready to play a key role in our region's low-carbon transition.

The Government's decision to offer residents HK\$5,000 in consumption vouchers will help families with regular expenses. The e-voucher format also means that the money will serve its intended purpose of boosting the local economy.

As the Financial Secretary noted in his address, we can take a broadly positive view of our future. Hong Kong is ideally positioned to benefit from the Mainland's growth as well as the opportunities emerging in Southeast Asia.

Achieving a full recovery ultimately depends on getting the Covid-19 pandemic under control. Only then will we be able to relax the social-distancing measures and plan for the resumption of international travel.

This has been an exceptionally tough year, but with the arrival of the first vaccines in Hong Kong, and international vaccination programmes up and running around the world, it seems we can finally start to look forward to a brighter future.

**Peter Wong**  
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bulletin  
工商月刊

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## VACCINES: ROUTE TO RECOVERY 疫苗接種：邁向復蘇



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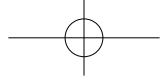
Hong Kong General Chamber of Commerce  
香港總商會 1861

The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861. 從1861年開始，香港總商會一直代表商界及捍衛它們的利益。







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《工商月刊》今與昔



Readers may have noticed that *The Bulletin* has started arriving in new eco-friendly envelopes. This packaging is made from plant-based materials including soy, wheat, corn and others. So, besides being re-usable and water-resistant, the packaging is also 100% compostable, conforming to the latest strict E.U. standards. We thank members for your continued support as we try to reduce our environmental impact at the Chamber.

各位讀者或已留意到《工商月刊》改以全新的環保信封寄發。這信封以植物原料製成，成分包括大豆、小麥和粟米等。因此，新包裝除了可重用和防水，更為百分百可分解，符合嚴格的最新歐盟標準。總商會一直致力減少對環境的影響，感謝各位會員一如既往的支持。





# Timely Measures to Relaunch the Economy

Mutual recognition of vaccinations will help reopen our borders while Hong Kong must also look to the longer term by boosting innovation and technology



## 因時制宜 重啟經濟

疫苗互認有助重啟邊境，香港亦須推進創科發展，放眼長遠

香港過去一年經濟民生遭受嚴重衝擊，不少企業都期望兩地早日通關，重啟人流及商貿。

目前全球搶購疫苗，政府除了聽取專家意見及觀察數據，亦可參考其他地區接種情況評估疫苗安全度。我促請政府急事急辦，批准港人可選擇接種的疫苗，更可與內地洽商「開關」。

有見及此，我向中央有關部門建議設立兩地認可的「疫苗通關通行證」，給予接種國產疫苗及國家認可的其他地區所生產的疫苗，並持有病毒檢測陰性報告的港人，豁免進入內地檢疫隔離的便利，以逐步回復兩地商業往來。

另一方面，在此艱難時期，政府必須展示與各界同坐一條船的決心，經濟策略更應因時制宜。

有意見倡議對高盈利額的企業加稅，我認為此做法有違簡單稅制的原則，而這正是香港作為國際商業中心的重要優勢，同時亦難以為「高盈利額」劃線。

我亦促請港交所暫緩收緊上市公司首次招股之營業額及盈利要求，以免在疫情之下影響企業上市集資，進一步打擊金融服務業。

長遠而言，特區政府必須進一步發展優勢產業，引領香港發展為高增值的知識型經濟體，才能為港創造財富，為下一代製造更多就業機會。

事實上，香港在產業結構方面較為單一，學術環境及創科研究的吸引力已逐漸被周邊經濟體趕上。政府應及早訂立長遠的創科土地規劃，包括推出香園圍口岸附近工業邨的使用方案，集中培訓創科產業的人才，同時儘快落實《香港智慧城市藍圖 2.0》的各項措施。

香港經濟發展的問題已經迫在眉睫，政府急需對症下藥，為香港經濟找準定位，重新出發；一旦處理不善，易造成社會不穩，衍生更多矛盾衝突，而下一代的發展亦可能被邊緣化，日後更難有更多出路。

Over the past year, Hong Kong's economy and people's livelihoods have been hit hard by the pandemic. Many businesses hope that the border will reopen as soon as possible, enabling the flow of people and trade to resume.

As the whole world is now scrambling for vaccines, in addition to obtaining experts' opinions and observing data, the Government can assess the safety of the various vaccines available by referring to the situation in other countries. I urge the Government to act urgently to approve vaccines for use by Hong Kong residents, and to negotiate with the Mainland on reopening the border.

In view of this, I proposed to the relevant Central Government authorities that they launch a "vaccine passport" recognized mutually by Hong Kong and the Mainland. This would allow Hong Kong residents who have received Chinese or other approved vaccines, and proof of negative test result, to be exempted from quarantine requirements when entering the Mainland. Such a programme would allow the gradual resumption of cross-border business activities.

Besides reopening the border, at this challenging time the Government must show its determination to stand with the whole Hong Kong community, and formulate economic strategies appropriate to the changing circumstances.

Some have suggested raising taxes on high profit-making businesses. However, I consider this would be against the simple tax regime that is key to Hong Kong's appeal as a global business hub. It is also hard to define what constitutes a "high" profit.

I have also called on the HKEX to suspend tightening the revenue and profit requirements for IPOs of listed companies. This can prevent disruption to fund-raising activities of businesses under the pandemic, which would deal a further blow to the financial services sector.

In the longer term, the SAR Government must further develop our pillar industries and lead Hong Kong to become a high value-added and knowledge-driven economy, to create wealth for the city and employment opportunities for our next generation.

In fact, as Hong Kong's industrial structure is relatively limited, we run the risk of being overtaken by neighbouring economies in terms of academic environment as well as innovation and technology research. The Government should establish a long-term land-use plan for the innovation and technology industry as soon as possible. This should include unveiling the plans for the industrial park near Heung Yuen Wai Control Point to cultivate talent, taking forward measures under the Smart City Blueprint for Hong Kong 2.0 in a timely manner.

Economic development is a pressing task for Hong Kong. The Government must act to reposition and relaunch our economy. If this issue is not properly handled, social instability and thus more conflict may be the result. The development of our next generation may also be marginalised, preventing young people from pursuing opportunities for personal and career growth.

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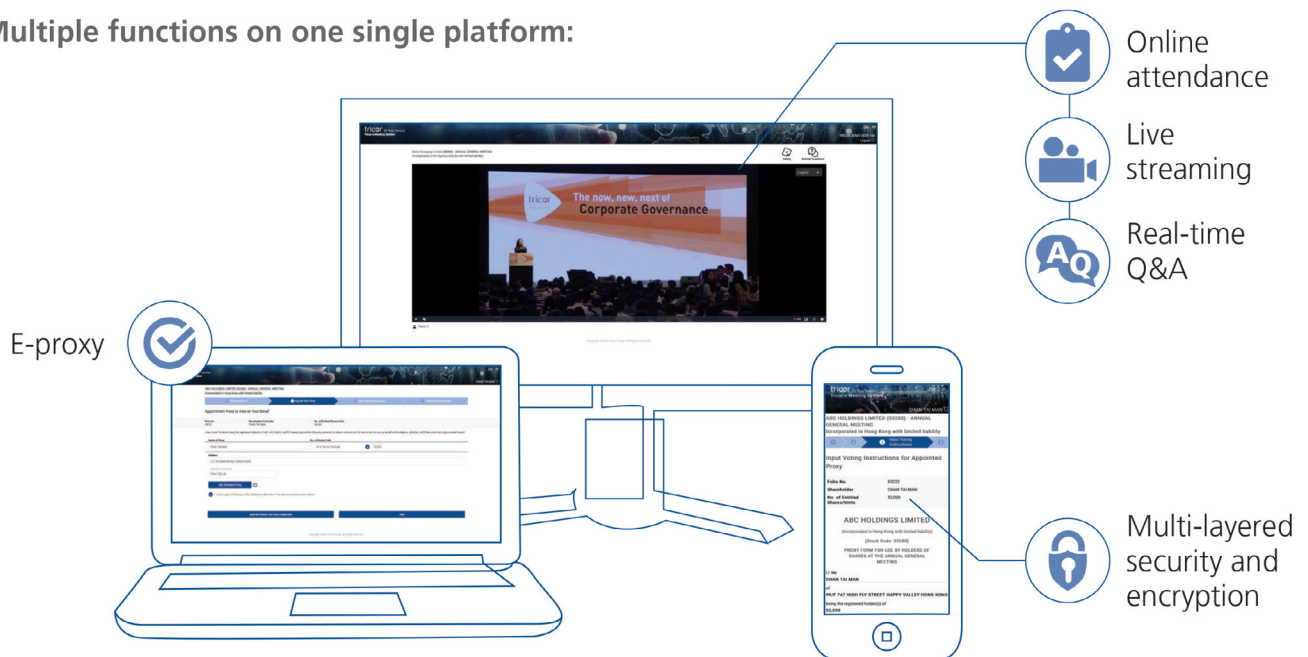
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# Next Generation Business Stars

Hong Kong students showcase innovative solutions to real-life challenges in HKGCC's Business Case Competition



## 商界明日之星

本港學生踴躍參與「商業案例競賽」，提出創新方案，拆解現實商業難題

在本會最近舉行的「商業案例競賽」決賽上，我很高興能夠與香港商界的明日之星會面交流。我謹此恭賀五個組別的一眾隊伍及所有參賽同學，他們明顯有備而戰，為其專案項目費盡心思，提出了各式各樣的創新構想。

儘管在社交距離限制下，只有決賽隊伍及評判可親身出席決賽，仍無阻各隊伍的熱誠和專業精神。同學逐一向評判闡述方案，拆解由五家贊助公司訂立的商業案例。

在比賽過程中，同學需設法解決企業面對的現實難題，包括氣候變化的影響、日新月異的科技及業務營運持續受到干擾。在簡報環節後，一眾隊伍都要接受評判對專案細節提出的質問。各個團隊均表現出色，要從中選出優勝隊伍實在談何容易。

參賽需要同學全情投入，除了在報名時提交周全的建議書，晉身指導環節後更要與贊助公司的員工合作完善構思。許多同學表示，指導環節是他們在比賽過程中最喜愛的部分，因為他們有機會向業界專業人士學習，同時加深了解企業運作。

正如總商會的其他活動，「商業案例競賽」得以成功舉辦，有賴會員的鼎力支持。五家贊助公司——花旗銀行、鷹君集團、日本電氣、新創建集團有限公司及信和集團——慷慨贊助冠軍及優勝隊伍的獎品，包括現金獎賞和實習機會。更重要的是，贊助公司樂意付出時間設計商業專案、審閱所有參賽方案、指導決賽隊伍，以及出席匯報環節擔任評判。

我們衷心感謝贊助公司協助本會為學生提供機會，讓他們探索商業世界，作為投身職場的啟蒙經驗。

過去一年挑戰重重，令人焦慮不安，但這些年青人的表現令人鼓舞，讓我們對香港未來數年以至數十載的前景充滿信心。我深信他們前途一片光明，日後將在本港商界創出一番成就。

「商業案例競賽」創辦至今已只有兩年，但已成為總商會的年度盛事，而我亦樂見活動成功吸引眾多青年人才集思廣益，合力應對商業世界的挑戰。

It was a treat to meet some of Hong Kong's future business stars at the finals of our recent Business Case Competition. Congratulations to all the teams of each of the five tracks, and indeed to all of the participants, who clearly worked very hard on their projects and came up with a fantastic range of innovative ideas.

Although this year's event was held under social-distancing rules, meaning that only the finalists and judges could be present on the day, it did not dampen the teams' enthusiasm or professionalism as they shared the solutions they had come up with for the business cases created by our five corporate sponsors.

In the competition, the students were charged with finding ways to tackle real-life challenges facing companies today, including the impact of climate change, fast-changing technology and disruptions to business continuity. After their presentations, all of the teams faced a grilling from the judges on the details of their projects. It certainly was a tough call to choose a winner amid such high standards across the board.

Participating in the contest demands considerable commitment from the teams as they need to produce a substantial project proposal for their entry. The teams that reach the mentoring stage then cooperate with staff from the sponsoring company to refine their ideas. Many of the students reported that this was their favourite part of the process, giving them the opportunity to learn from industry professionals and to get a preview of corporate life.

Like so much of what we do at the Chamber, the Business Case Competition could not take place without our members – in this case, the corporate sponsors. The five companies – Citibank, Great Eagle Group, NEC, NWS Holdings Limited and Sino Group – provided generous prizes for the winners and runners-up including cash rewards and internship opportunities. But more importantly, they took the time to create the business cases, review all the entries, mentor the finalists and judge the presentations.

We are very grateful to the sponsors for helping the Chamber give students the opportunity to get an insight into the business world, which will give the participants a head start when they enter the world of work.

There has been plenty to feel gloomy about in the past year, but the example of these young people is truly inspiring, and gives us a reason to be confident about Hong Kong's prospects in the years and decades to come. I'm sure they all have a bright future ahead of them, and we will be hearing more from them in the business community of Hong Kong.

This was only the second year of the Business Case Competition, but already it is a firm fixture on the Chamber's calendar, and I am delighted that it has successfully attracted so many bright young minds to solve the challenges of the business world.

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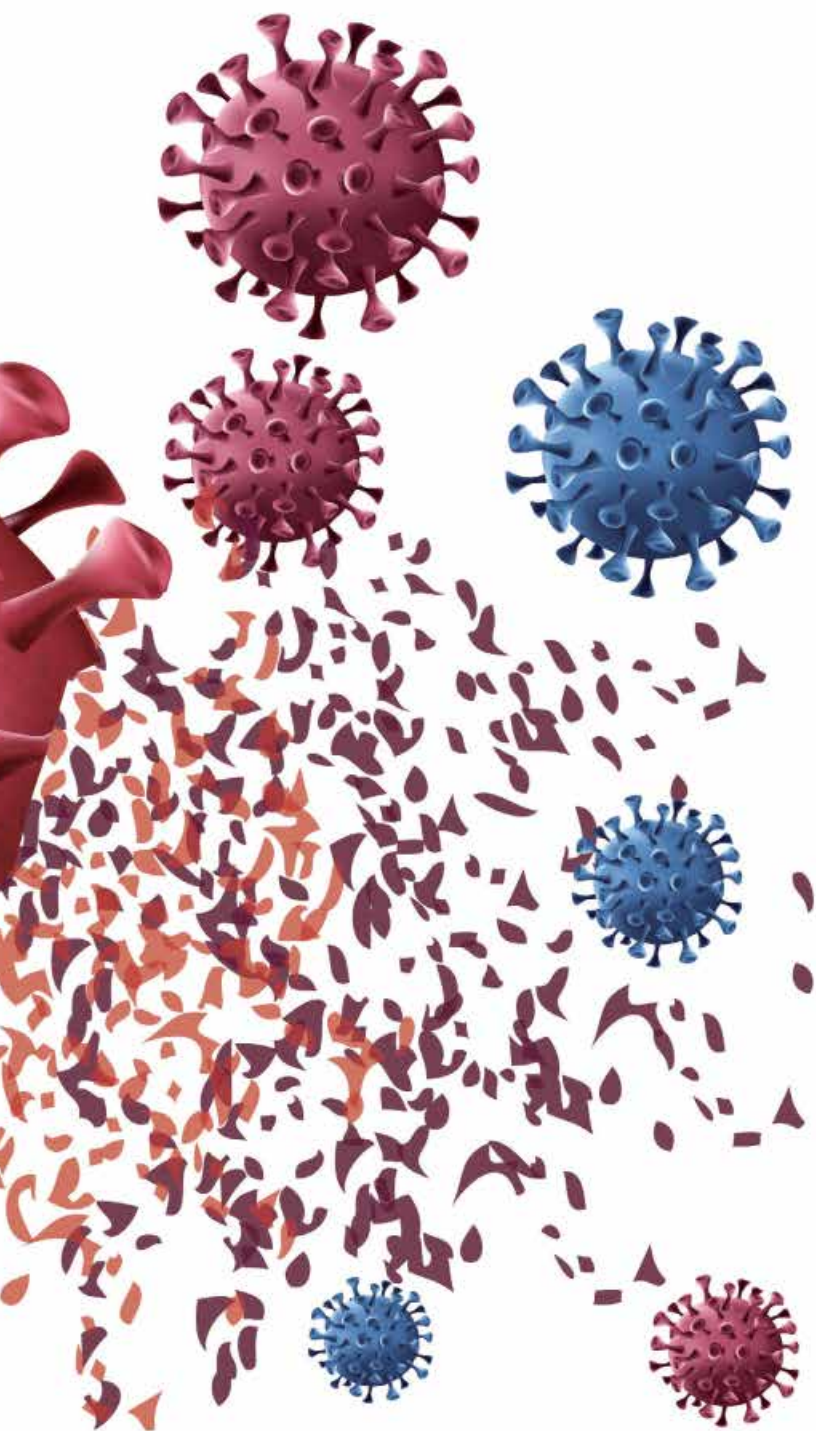
# Vaccines: Route to Recovery

## 疫苗接種：邁向復蘇

With the launch of Hong Kong's vaccination programme, and millions of people around the world already inoculated, can the global economy start returning to normality?  
本港疫苗接種計劃正式啟動，世界各地已有數百萬人獲注射疫苗，環球經濟能否開始回復正常？







**The launch of Hong Kong's Covid-19 vaccination programme at the end of February was perhaps the best piece of news for a very long time. The immunization of the majority of citizens will be key to revitalizing our battered economy and enabling us to begin to return to normal.**

"The vaccination programme is a vital step in lifting domestic restrictions and helping us to reconnect to the international economy as it starts to recover," said the Chamber's Chairman Peter Wong. "Vaccines are the crucial stage in enabling the return of regular business operations, as well as the resumption of cross-border travel."

The vaccine roll-out got off to a good start on 23 February, with quotas for the first two weeks snapped up on the first day that booking was available. This participation bodes well, as vaccination of the majority of a population is crucial, as only after the point of herd immunity is reached can transmission be halted.

Speaking at a Chamber webinar ahead of the launch of the Hong Kong vaccination programme, Dr Leung Pak-yin emphasised the importance of wide take-up.

"As more and more people get vaccinated, the Covid-19 transmission rate will drop," he explained. "Only then we will be able to relax the social-distancing measures."

The Government has secured enough vaccines for all Hong Kong residents, and hopes to have vaccinated the majority of the population within 2021. This is in line with, and even ahead of, many other developed economies.

Leung, who has many years of experience in public health, including a decade as Chief Executive of Hong Kong's Hospital Authority, urged patience, as not everyone will be able to get vaccinated straight away.

"As there are limited supplies of vaccines at this early stage, we need to give priority to different target groups for vaccination," he said.



## As more and more people get vaccinated, the Covid-19 transmission rate will drop.

Dr Leung Pak-yin

### Hong Kong's Vaccine Programme

Dr Thomas Tsang Ho-fai from the Government's Task Force on Covid-19 Vaccination Programme discussed the details of the vaccine programme at a Chamber webinar ahead of the rollout. Tsang, who played a key role in the fight against SARS, said that the vaccines would be available to all citizens free of charge.

Hong Kong has ordered three different vaccines, from BioNTech, Sinovac and Oxford-AstraZeneca. The Oxford-AstraZeneca vaccine is expected to arrive in Hong Kong later this year, while the others are already in use.

"The BioNTech vaccine has already been used in countries including the United Kingdom, the United States and Canada, and has an efficacy rate of 95%, according to Phase 3 studies," Tsang explained.

While the BioNTech vaccine needs to be stored at -70 °C, the Sinovac and Oxford-AstraZeneca vaccines do not need such careful handling and can therefore be made available at private clinics.

"Sinovac is an inactivated vaccine which works by using killed viral particles to expose the body's immune system," Tsang explained. "Many other vaccines, for example Hepatitis A and Pertussis (whooping cough), also use the same technique."

The Sinovac vaccine is already in use in other countries, which have all reported its efficacy rate as being more than 50%, the minimum rate for World Health Organisation approval.

Pregnant women and those who have had allergic reactions to vaccination in the past should not have the BioNTech vaccine, and cancer patients should consult their doctor first, Tsang said. Otherwise, all three vaccines are safe for the majority of people, including those with chronic illnesses.

"For people with long-term illnesses – for example high blood pressure, diabetes, and illnesses involving the heart, lungs, liver or kidneys – they should still get the vaccination," he said.

The huge global demand for vaccines means it will take time for everyone to receive their shots. However, Hong Kong's highly effective healthcare structure means that the roll-out should be efficient. It is also a civic responsibility for people in Hong Kong to get vaccinated. Only once the whole society has been immunized can we be sure that the virus will stop spreading.

Jeffrey Lam, the Chamber's LegCo Representative, shared his thoughts on the benefits of the vaccination programme for the whole Hong Kong community.

"I think it is so important to have the vaccination," he said. "Not only are you protecting yourself from catching Covid-19, but also your family, your community and everyone you come into contact with."

As widespread take-up of vaccination is so important for business recovery, as well as the health of our citizens, the Chamber strongly supports the programme and we hope all our members will do the same.

"We encourage our members to assist their employees to find the time to be vaccinated as soon as their vaccine of choice becomes available," said the Chamber's Chairman Wong. "The sooner people get vaccinated, the sooner life will be able to return to normal."

### Safe and effective

As of 26 February, more than 225 million vaccine doses had been administered worldwide in more than 100 countries, according to data collected by Bloomberg. This includes



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### Types of Vaccines

The Government plans to provide the public with the following Covid-19 vaccines:

1. Inactivated virus technology platform - by Sinovac Biotech (Hong Kong) Limited
2. mRNA technology platform - by Fosun Pharma in collaboration with the German drug manufacturer BioNTech (BNT162b2 mRNA vaccine)
3. Non-replicating viral vector technology platform - by AstraZeneca, in collaboration with the University of Oxford.

The Government will continue sourcing safe and effective vaccines from other vaccine manufacturers or drug companies.

### Community Vaccination Centres (CVC)

The Government will set up CVCs in each of the 18 districts in Hong Kong. Only one type of vaccine will be administered in a CVC. (Booking required)

Eligible members of the public can select the vaccine, and book through the 24-hour online booking system. A maximum of two carers who accompany elderly people aged 70 or above can also receive vaccination at the same time.

The CVCs will start operation in phases, depending on the arrival of the vaccines in Hong Kong, the quantity of vaccines and the situation of vaccination.

Opening Hours: 8 a.m. to 8 p.m. (Monday to Sunday)

Documents to bring:

1. identity document
2. proof for priority group (eg staff card, warrant card, licence, employer's letter)
3. SMS message or photocopy of booking confirmation

### Priority Groups

First: Residents and staff of residential care homes for the elderly/persons with disabilities and other institutional facilities

Second: Workers in healthcare settings, workers in other essential services who are at increased risk of exposure to Covid-19, and persons aged 60 years or above

Third: Persons with chronic medical problems aged between 16 and 59 years.

The Government has started to notify people identified as priority groups about their eligibility for priority vaccination.

68 million in the United States, 40 million in Mainland China, and 30 million in the European Union.

Hong Kong has not rolled out the vaccine as quickly as some other places, such as Britain, which had given first doses to 28% of the population by 26 February. However, this short delay means that we have been able to see that there have been no major issues with any of the vaccines in use – including the three that will be used in Hong Kong. While all vaccines are subject to extremely stringent checks, it is still reassuring for citizens to know that they have already been administered safely to millions of people.

And we can see how the vaccines have already had a positive impact. According to the U.S. Centers for Disease Control and Prevention, hospital admissions in February fell 72% compared to January. A similar situation is being seen in Britain, where early data also suggests that transmission rates fall by around two-thirds after the first shot.

For Hong Kong, the example of Israel is particularly interesting. Israel has a population of 9 million, and, is also highly developed and urbanized with excellent healthcare. By mid-February, around half of the population had received their first dose, which enabled the country to start reopening through its digital Green Pass scheme.

"The vaccinated and recovered will be able to enter gyms, events, hotels and synagogues that are registered under the Green Pass certificate,"



said Israel Health Minister Yuri Edelstein, introducing the scheme on 16 February. "This is how the first stage will look in the return to your almost normal lives."

Besides allowing businesses to operate, the Green Pass also provides reassurance that fellow diners, for example, have also been vaccinated, making people feel safer and more likely to go out and socialize.

### Return to the skies?

Despite the success of Israel's digital pass, it seems that a global "vaccine passport" is not immediately on the cards. The reopening of our border with the Mainland and a return to global travel will be crucial steps in Hong Kong's overall recovery. Bilateral agreements will probably be the first steps in the resumption of travel.

In his Budget Speech last month, Financial Secretary Paul Chan said: "The Government will discuss arrangements regarding Air Travel Bubbles with places that have close economic and trade relations with Hong Kong, and where the epidemic situation is relatively stable."

As the mechanism for a Hong Kong-Singapore travel bubble is already in place, and both cities have very low case numbers, this may be the first to launch.

An Australia-New Zealand travel bubble may also pave the way for wider opening. Australia already allows New Zealand citizens to enter the country without quarantine, and

Australian politician and business leaders are hopeful that this will become a reciprocal arrangement. Speaking on 25 February, Qantas Group CEO Alan Joyce said that the airline plans to increase flights to New Zealand in July, followed by the rest of the world in the autumn. "We're now planning for international travel to restart at the end of October this year, in line with the date for Australia's vaccine rollout to be effectively complete," Joyce said.

### Words of caution

While the vaccines have proved to be highly effective, large populations cannot be vaccinated overnight, and demand still outstrips supply. Although the United States leads the way in the number of vaccines given to date, this represents only 14% of its total population.

Developing countries face further constraints. Most low-income countries will depend on the World Health Organization's COVAX programme, but, as a report from the Economist Intelligence Unit notes, production may be delayed. "Given that unexpected hiccups in procuring supplies have already occurred in most developed

countries, it is likely that developing countries with poor infrastructure, few healthcare workers and inadequate refrigeration will find the roll-out even harder," the report said.

"This means that for many poor nations, the roll-out of vaccines will not get underway until early 2023, if it happens at all." These countries include our regional neighbours Indonesia, the Philippines, Laos and Cambodia.

A report from HSBC in February also noted that several ASEAN countries were struggling to contain their winter surge.

"Malaysia and Indonesia are still seeing record high daily infection rates," the HSBC report said. "In addition, Thailand, Vietnam and the Philippines are also seeing an increase in the number of new infections after a period of stabilisation."

So there are still many reasons to be cautious about the prospects for a return to global growth. But with Hong Kong's vaccination programme now in full swing, we can perhaps anticipate an Israeli-style reopening of our local economy to start with. It will be a long road back to normal, but after an exceptionally difficult year, we can at least be optimistic that we are finally on the path to recovery.

Details of Hong Kong's vaccination programme and booking can be found online at:  
[www.covidvaccine.gov.hk/en/VSS](http://www.covidvaccine.gov.hk/en/VSS)



香港的「2019冠狀病毒疫苗接種計劃」已在2月底展開，這可能是一段長時間內最令人鼓舞的消息。大部分市民對新冠病毒產生免疫力，對提振受挫的經濟及恢復正常生活至為關鍵。

總商會主席王冬勝表示：「隨著環球經濟逐漸復蘇，疫苗接種計劃是解除旅遊限制，有助我們重新與國際經濟接軌的重要一步，也是恢復正常商業運作及跨境往來的關鍵所在。」

疫苗接種計劃在2月23日開始接受預約，市民反應熱烈，首兩周的預約已在開放登記首日額滿。由於大多數市民完成接種疫苗後，方可達致群體免疫，從而遏止病毒傳播，大眾積極參與計劃是個好開始。

在本港疫苗接種計劃啟動前，梁栢賢醫生出席了總商會的網上研討會，並強調廣泛接種的重要性。

他解釋：「隨著接種疫苗的人數不斷增加，新冠病毒的傳播率將會下降，屆時方可放寬社交距離措施。」

政府已為全港市民採購充足疫苗，希望在2021年內為大部分市民接種疫苗，預期進度將緊貼甚至領先多個發達國家。

梁醫生在公共衛生界別擁有多年經驗，曾出任香港醫院管理局行政總裁達十載。由於並非全民都能立即接種疫苗，他呼籲大眾耐心等待。

「早期疫苗供應有限，我們要安排各優先組別人士率先接種疫苗。」他說。

全球各地對疫苗需求殷切，全體市民完成接受注射需時。不過，香港憑藉高效的醫療系統，應可順利進行接種計劃。接種疫苗亦是香港市民的公民責任。只有整個社會都獲得免疫力，方可確保病毒停止傳播。

總商會立法會代表林健鋒分析疫苗接種計劃對香港整體社會裨益。

「我認為接種疫苗相當重要，除了能保護自己免受新冠病毒感染，亦可保

障家人、社區和生活中接觸的每一個人。」

廣泛接種疫苗對恢復商業活動和保障市民健康至關重要，因此總商會全力支持計劃，希望各位會員積極響應。

總商會主席王冬勝說：「我們鼓勵會員向僱員提供適切的工作安排及協助，讓僱員得以儘快接種其所選的疫苗。當市民愈快完成接種，大家的生活便會愈快回復正常。」

## 安全有效

根據彭博的數據，截至2月26日，全球百多個國家已接種合共超過2.25億劑疫苗，包括美國的6,800萬劑，中國內地有4,000萬劑，以及歐盟的3,000萬劑。

香港推出疫苗的進度不及其他一些地方，例如英國截至2月26日已有28%的人口接種了首劑疫苗。本港接種進度稍微延緩，卻可讓我們觀察各地採用的疫苗（包括將於香港使用的三款

## 香港疫苗接種計劃

政府疫苗接種計劃專責工作小組成員曾浩輝醫生在計劃推出前出席總商會的網上研討會，講解計劃的細節。曾在沙士抗疫工作中擔任要職的曾醫生表示，全港市民將可免費接種疫苗。

香港已向復必泰、科興和牛津—阿斯利康三間藥廠訂購三款疫苗，預計牛津—阿斯利康疫苗將於今年稍後時間抵港，其餘兩款則已供市民接種。

曾醫生解釋：「復必泰疫苗已為英國、美國和加拿大等國採用，根據藥廠的第三期研究，疫苗有效率為95%。」

復必泰疫苗需儲存於攝氏零下70度的環境，而科興和牛津—阿斯利康疫苗則無此等嚴格的儲存環境要求，故可由私家診所提供接種。

曾醫生解釋：「科興是一種滅活疫苗，原理是利用已殺滅的病原體誘導人體免疫系統

產生抗體。許多其他疫苗，如甲型肝炎疫苗和百日咳疫苗，亦是以這種技術製成。」

科興疫苗已獲其他國家採用，他們一致報稱疫苗有效率超過五成，符合世界衛生組織的門檻要求。

曾醫生指出，孕婦和過去曾對疫苗有過敏反應的人士不宜接種復必泰疫苗，而癌症患者也應先行徵詢醫生的意見。除此以外，大多數市民包括長期病患者皆可安心接種這三款疫苗。

他又補充：「罹患高血壓、糖尿病等長期病及心、肺、肝或腎相關疾病的人士，亦可接種疫苗。」





# CityU student wins Outstanding ICT Rising Star Award

## 城大學生 獲頒資訊及通訊科技 傑出女明日之星獎

香港城市大學（城大）電腦科學系學生杜珮翹獲香港電腦學會頒發「資訊及通訊科技傑出女明日之星獎」，以表彰她精湛地運用資訊及通訊科技造福社會。

該獎項旨在嘉獎25歲或以下的年輕女性，表彰其在資訊及通訊科技相關領域的成就、積極參與該行業活動，及對社會的貢獻。

珮翹認為，她在實習與義工服務均有豐富經驗，既提升了她的網頁與軟件設計技能，也加強了人際溝通技巧，使她在一眾獎項提名者中脫穎而出。她很高興能獲獎，並有意將來投身資訊及通訊科技業界。

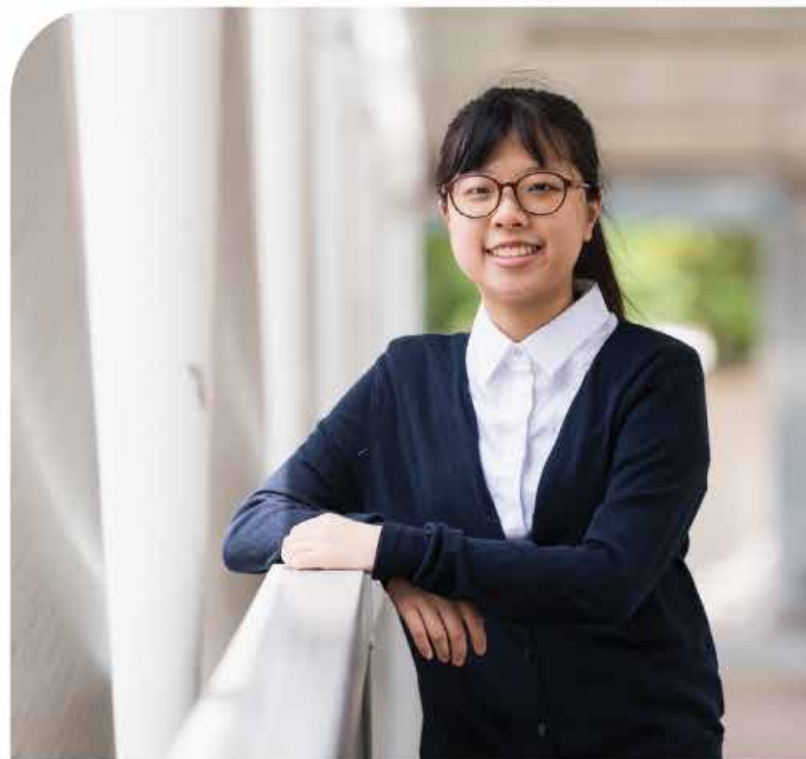
珮翹曾在本地一家大型電訊公司實習，參與網站的編程和開發工作。她亦積極參與社區服務，曾在「再生會」等非牟利組織當義工。

她曾憑藉可清理海洋的創新水底機械人設計，榮獲在香港舉行的美國國家航空暨太空總署太空應用程式挑戰賽 Galactic Impact獎。

珮翹認為城大的學術課程與師友計劃對她大有益處。她說：「城大為學生提供大量資源和支持，對我在學術與非學術方面的學習均有幫助。」

她參加了電腦科學系的專業師友計劃，及學生發展處的事業師友計劃。這些活動使她獲得導師的指導和建議，有助她的個人與事業發展。

珮翹將來希望透過開發新科技來建設數碼化社會。她說：「這次獲獎讓我更有信心在畢業後加入資訊及通訊科技行業。我的抱負是成為資訊科技專家，參與開發網站或軟件，幫助大眾更好地運用科技。」



**A gifted computer science student at City University of Hong Kong (CityU) has received the Outstanding ICT Rising Star Award from the Hong Kong Computer Society for contributing her meticulous information and communication technology (ICT) skills to the benefit of society.**

Cheryl To Pui-kiu, a student in the Department of Computer Science (CS), was delighted to receive the award and is now aspiring to pursue a career in the ICT sector.

The award recognises young females aged 25 or below for their ICT-related achievements, active participation in the ICT industry activities, and their community contributions.

She believes her rich internship and volunteering experience, which have sharpened her skills on webpage and software design as well as improve interpersonal communication, gave her the edge over other candidates for the award.

Cheryl has interned at a local major telecommunication company and been involved in website programming and development. She also actively participates in community service and contributes to non-profit organisations such as

the Regeneration Society.

She received the Galactic Impact Award in the NASA Space Apps Challenge in Hong Kong for her innovative underwater robot design for ocean cleanups.

She finds CityU's academic and mentorship programmes to be hugely beneficial. "The many resources and support at CityU have definitely enriched my learning in both academic and non-academic aspects," she said.

She has joined the CS Professional Mentorship Programme and the Executive Mentoring Programme organised by Student Development Services. These activities assisted in her personal and career development and enabled her to take advice from mentors.

In the future, Cheryl would like to make a difference by developing new technologies for the digital society. "The award gives me more confidence to engage in the ICT sector after graduation. My aspiration is to become an IT expert, participating in the development of websites or software and thus offering the public a better experience in the usage of technology," she said.

疫苗) 有否出現嚴重事故。儘管疫苗一律須通過高度嚴格的測試, 但全球數百萬人已安全接種這些疫苗, 可起到示範作用, 讓市民更放心接種疫苗。

疫苗至今已發揮效用。根據美國疾病控制及預防中心的資料, 2月份的入院人數較1月下跌72%; 英國亦然, 當地早期數據顯示接種首劑疫苗後病毒傳播率可降低約三分之二。

對香港來說, 以色列的情況尤其令人感興趣。以色列人口達900萬, 國家發展完善, 城市化水平高, 醫療服務先進。截至2月中, 約半數民眾已接種第一劑疫苗, 而當地正透過電子「綠色通行證」計劃, 逐步重新開放。

以色列衛生部長Yuri Edelstein於2月16日介紹計劃時表示: 「已接種疫苗人士及康復者將可進入已登記『綠色通行證』計劃的健身房、

酒店及猶太教堂, 並參與活動。這是重回正常生活的第一階段。」

除了容許商企營業, 綠色通行證亦可讓民眾得悉同一處所內的其他人士(如餐廳食客)已接種疫苗, 令人感到更安心、更願意外出社交。

### 重上雲霄?

雖然以色列的電子通行證大舉成功, 惟若要這種「疫苗護照」即時

在全球通行似乎不太可能。恢復與內地通關和重啟國際旅遊, 是帶動香港整體經濟復蘇的關鍵。因此, 雙邊協議可能是恢復旅遊的第一步。

財政司司長陳茂波在上月公布的《財政預算案》指出: 「政府會和香港有密切經貿關係和疫情相對穩定的地區就『航空旅遊氣泡』進行商討及作出安排。」

鑒於香港與新加坡已建立旅遊氣泡機制, 兩地確診個案亦處於極低水平, 可望率先落實推出有關安排。

澳洲與新西蘭達成旅遊氣泡協議, 亦可為進一步重啟旅遊鋪路。澳洲已允許新西蘭國民免檢疫入境, 而澳洲政界人士及商業領袖期望這將成為一項互惠互利的安排。

澳洲航空集團行政總裁Alan Joyce於2月25日表示, 該公司計劃於7月增加飛往新西蘭的航班, 隨後在秋季增加飛往世界其他地區的航班。

Joyce解釋: 「我們計劃於今年10月下旬重啟國際航線, 屆時澳洲的疫苗接種計劃將妥為完成, 時間上正好配合一致。」

### 保持警覺

疫苗已獲證實為高度有效, 但畢竟全球人口眾多, 疫苗又供不應求, 接種工作不可能在短時間內完成。儘管美國迄今在疫苗數量上稱冠, 但亦只及供應全國14%的人口。

發展中國家面對更多的限制。大部分低收入國家將依賴世界衛生組織的「COVID-19疫苗全球獲取

隨著接種疫苗的人數不斷增加，  
新冠病毒的傳播率將會下降。

梁栢賢醫生





機制」提供疫苗，惟經濟學人智庫一份報告卻指出，疫苗生產可能有所延誤。

該報告稱：「鑒於大部分發達國家在採購供應方面出現了意想不到的阻滯，對於基礎設施欠佳、醫護人手緊絀、冷藏設備不足的發展中國家而言，疫苗採購工作可能更為艱巨。」

「換句話說，在這種情況下，許多貧窮國家要到2023年初才能開展疫苗接種工作。這些國家包括鄰近的印尼、菲律賓、老撾和柬埔寨。」

滙豐銀行於2月份發表的一份報告亦指出，一些東盟國家竭力遏止疫情在冬季反彈。

「目前，馬來西亞和印尼的單日感染率仍屢創新高。」滙豐報告又指：「此外，泰國、越南和菲律賓的疫情一度緩和後，如今新感染數字又再回升。」

因此，當前仍有許多因素促使我們對全球經濟重拾增長的前景抱持謹慎態度。幸而，香港的疫苗接種計劃如火如荼，我們可望像以色列般逐步重啟本地經濟。要回復常態，仍有漫長的路要走。然而，走過了艱難困苦的一年，我們至少可以樂觀地相信，我們終於踏上復蘇之路。

有關香港疫苗接種計劃的詳情及預約方法，請瀏覽：

[www.covidvaccine.gov.hk/en/VSS](http://www.covidvaccine.gov.hk/en/VSS)



## 疫苗種類

政府計劃為市民提供下列2019冠狀病毒病疫苗：

1. 採用滅活病毒為技術平台的疫苗——科興控股(香港)有限公司
2. 採用信使核糖核酸為技術平台的疫苗——復星醫藥與德國藥廠BioNTech
3. 病毒載體疫苗——阿斯利康與牛津大學

政府會繼續與其他疫苗生產商／藥廠協商獲取安全有效的疫苗。

## 社區疫苗接種中心

政府將於全港18區設立社區疫苗接種中心。每間社區疫苗接種中心只安排接種一款疫苗。（必須預約）

合資格人士可透過24小時網上預約系統，揀選接種的疫苗。70歲或以上的長者可由最多兩名照顧者陪同接種疫苗，如陪同人士亦希望同時接種，可以一同預約。

視乎不同疫苗到港的日期、疫苗數量和接種情況，各社區疫苗接種中心將分階段開放。

開放時間：上午8時至下午8時（星期一至日）

需帶備文件：

1. 身分證明文件
2. 優先接種組別證明（如僱員證、委任證、牌照、僱主信）
3. 預約確認短訊或確認登記影印本

## 優先接種組別

首位：安老院舍／殘疾人士院舍和其他院舍設施的院友及職員

次位：醫療機構人員、其他具較高新冠病毒感染風險的必要服務人員，以及60歲或以上人士

第三位：16至59歲有長期健康問題的人士

政府已陸續通知符合資格優先接種疫苗的人士。

# A Shift in the Capitalist Structure?

## 資本主義結構改變？

Pandemic has helped to push sustainability and social issues to the fore for investors  
疫情令可持續發展和社會議題成為投資者的關注焦點

**Before the onset of the coronavirus pandemic, the debate over the future of capitalism was already well under way, with a focus on identifying an alternative economic model that better reflects conditions on the ground.**

For detractors of conventional capitalism, issues such as worsening socioeconomic inequality, deteriorating living environments, and an emphasis on short termism have all led to a decline in the overall quality of life while fuelling a rise in public discontent and populism.

A 2019 survey of Americans by the Pew Research Center found that a third of respondents held a negative view of capitalism as it was seen as a contributor to an unfair and imbalanced economic structure that only benefits a small number of people. That sense of inequality has been further reinforced by the pandemic, with the less well-off being disproportionately affected.

High-income office workers have generally been less impacted over the past year and have not suffered a significant drop in pay. This is in contrast with frontline workers in the retail and hospitality sectors that have borne the brunt of the

pandemic, as consumption dried up and habits changed. With the acceleration in digitization across many industries, automation has become a real threat to many low-skilled jobs.

The pandemic has also led to a widening gulf between the have and have-nots. To prop up their economies, central banks around the world have carried out several rounds of quantitative easing programmes by injecting massive amounts of money into the financial markets to keep interest rates low. This has caused a surge in prices across virtually all asset classes and, in the process, further enriching the so-called elites.

The realisation that the existing economic structure is unsustainable has given rise to calls for reform. One of these involves a review of the existing shareholder-driven model that focuses mainly on financial returns in favour of one that is more stakeholder-driven, which instead places more emphasis on social and environmental outcomes.

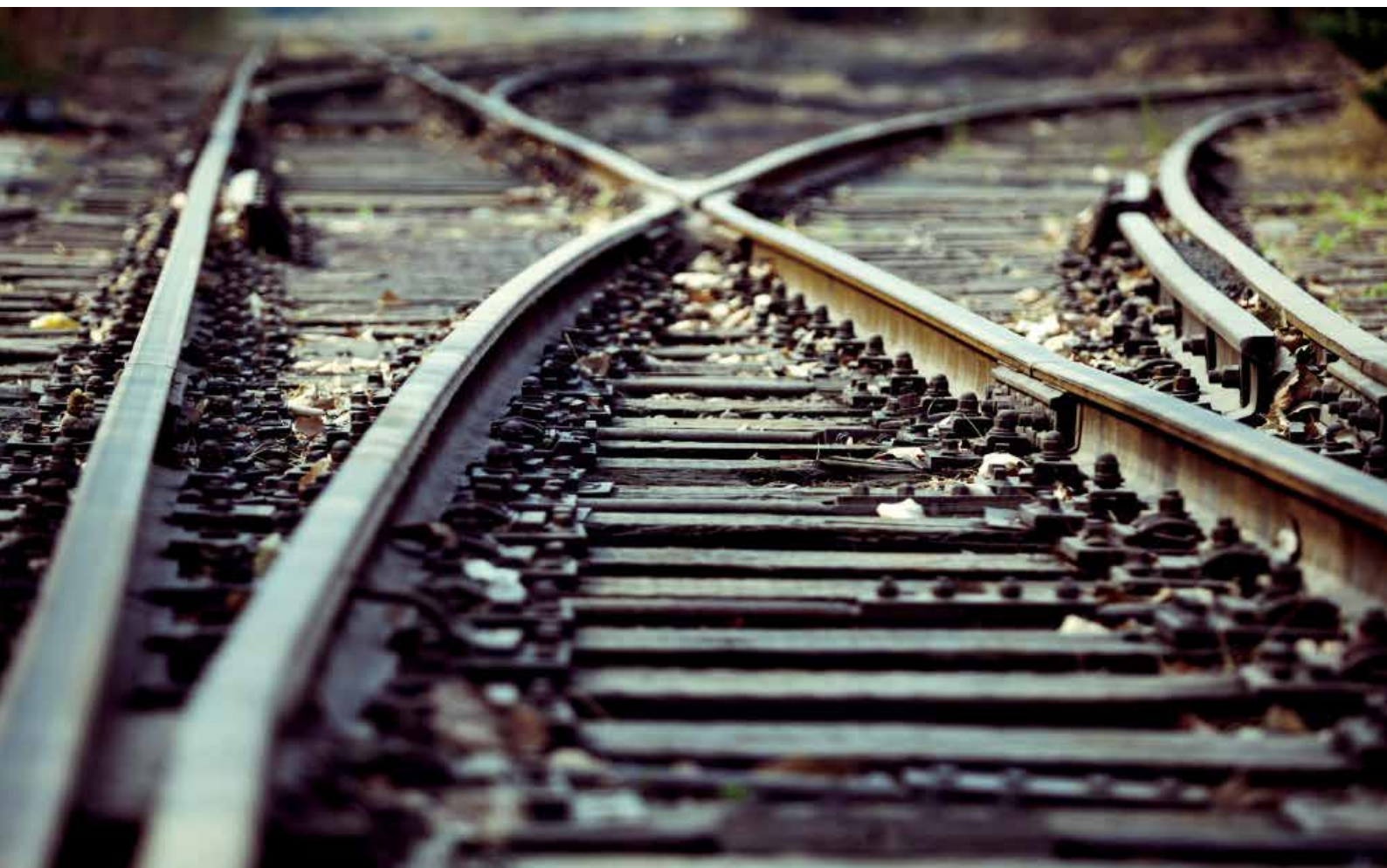
The benefits of switching operating models are compelling. In addition to better managing compliance, competition and reputational risks,

businesses can also reap financial dividends by reducing their tax obligations. Carbon taxes, for example, are increasingly being favoured by governments to discourage the use of fossil fuels.

Businesses, especially financial institutions, are also taking note of market trends as investors increasingly demand that investments and projects fulfil environment, social and governance (ESG) principles. BlackRock, one of the world's biggest money managers, announced that it will offer more sustainable investment options to meet clients' demand. According to a survey that the firm conducted in December 2020, investors planned to double their allocations to sustainable investments over the next five years, and 20% said that the pandemic had accelerated their investments in such assets. BlackRock has also promised to screen all investments against sustainability criteria and to divest from companies in polluting industries.

For such a change to gain traction, collective action is critical. Governments will have to play a





part: for instance, by providing a fiscal and regulatory environment that incentivizes businesses to focus less on short-term monetary gains and more on creating purposeful value. Furthermore, there has to be a way to measure how a company is doing in living up to its commitments. A proliferation of standards means that companies can be confused and overwhelmed, especially in the case of SMEs and those that are about to develop an ESG framework.

Despite the damage wrought by the pandemic, it has brought to the fore much-needed discussions on promoting conscious capitalism,

which can also be profitable and therefore more lucrative for businesses. Taking the financial markets again as an example, funds that screened out companies that performed poorly in ESG matters attracted four times more cash inflows in 2020 compared to 2019, with many of these outperforming the S&P 500.

The unparalleled disruption caused by the pandemic has given rise to unprecedented actions – including measures that would have been unimaginable under normal circumstances – to fight back against the virus and deal with the consequent economic fallout. Such an overhaul should also extend to

a reassessment of policies that are no longer compatible with sustainable goals.

Just as ESG investing once represented a marginal activity in the financial world, but has since assumed centre stage, conscious efforts should be made to reinvent capitalism as we know it. This would help pave the way for a better world in which businesses create value with and for a wide range of stakeholders, instead of a privileged few. After all, a polarized world does not exactly provide an ideal environment for businesses to grow and flourish.

在新冠病毒疫情爆發前，資本主義在未來如何發展下去早已引起討論，而重點在於尋求更切合普羅大眾的一套經濟模式。

質疑傳統資本主義的意見認為，社會及經濟不均加劇、居住環境變差及著重短期回報等問題，導致整體生活質素下降，並引發社會不滿，促使民粹主義冒起。

美國民調機構 Pew Research Center 於 2019 年在美國進行的一項調查顯示，三分之一受訪者對資本主義看法負面，他們視資本主義為經濟結構失衡不公的促成因素，只有少數人能從中受惠。

在疫情下，經濟條件稍遜的人士所受的打擊尤其嚴重，進一步加深這種不公平感。

過去一年，高收入白領受到的影響普遍較小，收入未有大減。相較之下，疫情導致消費驟降及習慣轉變，零售及酒店業的前線員工首當其衝。此外，各行各業加快數碼轉型，自動化已對大量低技術工種構成威脅。

疫情亦令貧富差距擴大。為提振經濟，各國央行先後推出多輪量化寬鬆措施，向金融市場大舉注資，從而令利率維持於低水平。這些措施令大部分資產類別的價格急升，而過程中亦令

所謂的精英階層受惠更多。

有見現行的經濟結構難以持續，要求變革的聲音漸多；其中的意見包括檢討現行以財務回報為本的股東主導模式，邁向一個更以持分者主導，並更注重業務對社會和環境影響的模式。

改變營運模式的神益甚多，除了能提升合規、競爭及商譽風險管理，企業亦可透過減輕稅負以獲取財務回報。例如各地政府相繼支持引入碳稅，希望鼓勵減少使用化石燃料。

隨著投資者日漸要求投資及營運項目符合環境、社會及管治（ESG）原則，企業（尤其是金融機構）亦注意到市



運輸及房屋局  
Transport and Housing Bureau



## 「第三方物流服務供應商資助先導計劃」 “Pilot Subsidy Scheme for Third-party Logistics Service Providers”

累計資助高達港幣100萬  
Funding Up To HK\$ 1 Million



計劃已批出首輪 29 個項目，合計約港幣 2,100 萬元  
A total of 29 projects were approved, with the  
approved funding amounting to around HK\$21 million

為維持香港物流業界的競爭力，香港特別行政區政府已於2020年10月12日正式成立「第三方物流服務供應商資助先導計劃」，鼓勵物流業界透過科技應用提升效率及生產力，成功申請企業最高可獲港幣100萬元資助！

With a view to maintaining competitiveness of Hong Kong's logistics sector, the Government of the Hong Kong Special Administrative Region launched the “Pilot Subsidy Scheme for Third-party Logistics Service Providers” on 12 October 2020 to encourage the adoption of technology by the logistics sector for enhancing efficiency and productivity. Successful applicant enterprises will be provided funding up to HK\$1 million!

查詢電話 Hotline : +852 2788 6077  
電郵 E-mail : [tplsp\\_sec@hkpc.org](mailto:tplsp_sec@hkpc.org)  
網址 Website : [tplsp.hkpc.org](http://tplsp.hkpc.org)





場趨勢的變化。全球最大資產管理公司之一貝萊德宣布將推出更多可持續投資方案，以滿足客戶的需求。根據該公司在 2020 年 12 月進行的一項調查結果，受訪投資者計劃在未來五年將可持續投資的配置增加一倍，另有兩成表示疫情加快他們對相關資產的投資。貝萊德亦承諾按可持續標準篩查所有投資，並從高污染行業的公司撤資。

這種轉變要事半功倍，集體行動是為關鍵。政府有其角色，例如提供有利的財政及規管環境，鼓勵企業創造有意義的價值，而不只著眼於短期的金錢利益。另外，訂立標準來評估企業

履行承諾的表現亦同樣重要。標準細瑣繁多，會令企業無所適從，不勝負荷，尤其是中小企及計劃建立 ESG 框架的公司。

疫情造成嚴重破壞的同時，也帶出了一個迫切議題——推動「自覺資本主義」；這種模式同樣能夠實現盈利，因此對企業來說可能也較可取。又以金融市場為例，有基金剔除了 ESG 表現欠佳的企業後，在 2020 年吸引的資金流入為 2019 年的四倍，當中不少基金的表現更勝標普 500 指數。

疫情造成的重大干擾，引發了史無前例的行動，以對抗病毒和應對經濟下

行，其中包括一些從前難以想像的非常措施。這種非常手段也適用於檢討一些與可持續發展目標不一致的政策。

正如 ESG 投資曾不為金融界重視，如今卻逐漸成為主流，我們亦應該積極重新建構我們所認知的資本主義，從而邁向更美好的世界，讓企業與不同持分者創優增值，惠及廣大社會，而非只令小眾獲益。畢竟，兩極化的社會並非企業茁壯成長的理想環境。

# New Patent System 新專利制度

**Tailoring for Direct Patenting 為直接提交專利申請度身訂造**

**Effective from 19 Dec 2019, the new patent system in Hong Kong  
自2019年12月19日起生效的香港新專利制度**

- offers a direct filing route for seeking standard patent protection in Hong Kong
- refines the pre-existing short-term patent system to enhance its integrity
- prohibits use of misleading or confusing titles or descriptions relating to patent practice
- 為在香港尋求標準專利保護而提供一條直接提交申請的途徑
- 優化既有的短期專利制度以增強其公信力
- 禁止使用與專利從業有關並具混淆性或誤導性的名銜或描述

For details, please visit  
詳情請瀏覽網址



[ipd.gov.hk](http://ipd.gov.hk)



# Budget for Challenging Times

## 預算案務實可取 與社會共度時艱

**The Chamber welcomes the measures unveiled by the Financial Secretary Paul MP Chan in his Budget Speech, which presented a balance between the need to support the economy and citizens, while addressing Hong Kong's record budget deficit.**

"This budget addresses our three most pressing needs: supporting the people and businesses who have been worst affected by Covid; safeguarding our standing as a premier financial, business and tourism centre; and laying the foundations for new innovation-led growth," said

HKGCC Chairman Peter Wong. "The benefits of deploying the government's resources to aid the recovery justify the increase in spending."

As companies are facing severe liquidity constraints, the Chamber is pleased that the Financial Secretary has announced further financial relief measures for businesses. Reducing profits tax, together with waiving business registration fees, rates and utilities charges will bring some relief for businesses. We also welcome the extension for applications for the SME Financing

Guarantee Scheme and raising the loan ceiling to help small businesses. Similarly, the Financial Secretary's decision to raise the ceiling to HK\$6 million per enterprise applying for the BUD Fund will help companies develop new markets.

The pandemic has necessitated a temporary increase in government spending. However, the Chamber firmly believes that issuing government debt is a practical way to indirectly help preserve our fiscal strength. We are pleased that the Government

has accepted a number of proposals in our submission regarding debt issuance, such as issuing more green bonds, Silver Bonds and iBonds, etc. The issuance of government bonds and expansion of Bond Connect, together with increasing retail bonds, would have the added benefit of strengthening Hong Kong's capital markets and standing as an international financial centre.

Moreover, the long-term benefits of developing new financial products, such as the Insurance-

### Budget: Key Points for Businesses

#### Support Enterprises and Employment

- Extend the application period of 100% guarantee low-interest loan for enterprises to the end of this year, raise loan ceiling to \$6 million, extend repayment period and duration of principal moratorium
- Reduce profits tax for 2020-21 assessment year by 100%, subject to a \$10,000 ceiling
- Provide rates concession for non-domestic properties in 2021-22, subject to a ceiling of \$5,000 per quarter in first two quarters and \$2,000 per quarter in remaining two quarters
- Waive business registration fees for 2021-22
- Continue to waive 75% of water and sewage charges of non-domestic households for eight months, subject to a monthly ceiling of \$20,000 and \$12,500 respectively

- Continue to grant 75% rental/fee concession for eligible Government properties/short-term tenancies and waivers for six months (100% concession for those closed at the Government's request)

- Allocate \$6.6 billion to create around 30,000 time-limited jobs

#### Revive the Economy

- Issue \$5,000 electronic consumption vouchers in instalments to each eligible Hong Kong permanent resident and new arrival aged 18 or above
- Inject \$1.5 billion into the Dedicated Fund on Branding, Upgrading and Domestic Sales, increase funding ceiling per enterprise to \$6 million and extend its geographical coverage in phases
- Allocate \$375 million to Hong Kong Trade Development Council (HKTDC) to enhance its capability to organise online activities and to proceed with digitalisation



- Develop the business version of the “iAM Smart” digital authentication platform

### Support Tourism

- Earmark \$169 million to continue to take forward local cultural, heritage and creative tourism projects
- Earmark \$765 million to support Hong Kong Tourism Board (HKTB) in reviving the tourism industry
- Discuss and work out Air Travel Bubble arrangement with suitable places

### Financial Services

- Issue no less than \$24 billion of Silver Bond and no less than \$15 billion of iBond this year. Lower the eligible age for Silver Bond subscription from 65 to 60
- Issue green bonds totalling \$175.5 billion within the next five years, and plan to issue retail green bonds

- Roll out Green and Sustainable Finance Grant Scheme to subsidise expenses on bond issuance and external review services
- Strive for the launch of Southbound Trading of Bond Connect within this year, and enhance the domestic Central Moneymarkets Unit
- Provide subsidy for Real Estate Investment Trusts to list in Hong Kong

### Innovation and Technology

- Inject \$9.5 billion into the Innovation and Technology Fund by two yearly instalments
- Hong Kong Monetary Authority to consider enhancing its Fintech Supervisory Sandbox to reduce time for launching innovative financial products in the market
- Press ahead with the development of the Hong Kong-Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop

linked Securities Grant Scheme, tax concessions for some insurance business and private equity funds, providing subsidies for open-ended fund companies to set up in or re-domicile in Hong Kong, as well as other timely initiatives, will go a long way towards laying the path for future growth.

As the tourism industry, which is one of Hong Kong's pillar industries, has been frozen for the past year, we are glad to see the Government will inject significant support to promote the city's attractions and revive the sector. This should align with the opening up of the border and also the relaxation of quarantine requirements when safe to do so, which we believe should be the key focus of the Government. The move to issue consumption vouchers to stimulate local spending will also help support the struggling tourism and retail sectors.

We support the Financial Secretary's decision to continue and enhance the Distance Business Programme to offer funding support for enterprises to adopt information technology solutions and cover the expenses for providing relevant training to their

employees. The extension of the STEM education subsidy to primary schools should also help nurture our future talent pool for Hong Kong to become the innovation and technology hub for the GBA.

To meet Hong Kong's carbon reduction commitments and improve the overall air quality, we welcome the Government's plan to introduce Hong Kong's first roadmap on the popularisation of electric vehicles, and updating our Clean Air Plan by mid-2021. Other green initiatives, including installing renewable energy systems, concessions for energy audits and injecting \$1 billion into the Recycling Fund will all contribute to making Hong Kong a greener and more liveable city.

"Despite a very challenging year for Hong Kong, we are pleased to see that the Financial Secretary has responded to the immediate needs of businesses and citizens, while also keeping an eye on longer-term planning for Hong Kong," said Wong. "We hope these Budget measures, combined with the gradual roll-out of the vaccination programme, will help position the territory for accelerated growth as the global recovery gains momentum."

## 預算案：重點

### 支持企業和就業

- 延長百分百擔保企業低息貸款申請期限至今年底，提高貸款額上限至600萬元，延長還款期及「還息不還本」安排
- 寬減2020/21課稅年度100%利得稅，上限10,000元
- 寬減2021/22年度非住宅物業差餉，首兩季每季上限5,000元，後兩季每季上限2,000元
- 寬免2021/22年度商業登記費
- 繼續寬減非住宅用戶75%水費 / 排污費八個月，每戶每月上限20,000元 / 12,500元
- 繼續寬減合資格政府物業 / 短期租約及豁免書75%租金及費用六個月（如應政府要求而關閉可獲100%寬免）
- 撥款66億元，創造約30,000個有時限職位

### 經濟恢復

- 向每名合資格的18歲或以上香港永久性居民及新來港人士，分期發放總額5,000元的電子消費券
- 向「發展品牌、升級轉型及拓展內銷市場的專項基金」注資15億元，提高每家企業資助上限至600萬元，分階段擴大資助地域範圍

總商會歡迎財政司司長陳茂波在《財政預算案》中提出的措施，在支援經濟和市民的需要，以及應對本港歷來最高的財政赤字之間作出平衡。

總商會主席王冬勝表示：「這份預算案回應了本港三大迫切議題：支援疫情下首當其衝的市民和企業；鞏固本港作為領先金融、商業和旅遊中心的地位；以及為創新驅動的新增長模式奠定基礎。善用政府資源支援經濟復蘇所帶來的效益，反映增加開支

是合理的一步。」

鑒於企業面臨嚴重周轉困難，總商會欣見財政司司長為企業推出進一步的財政紓困措施。寬減利得稅及寬免商業登記費、差餉和水電費，都可為企業紓困。我們亦歡迎延長「中小企融資擔保計劃」申請時限及提高貸款上限，協助中小企度過難關。與此同時，財政司司長向「發展品牌、升級轉型及拓展內銷市場的專項基金」注資，將每家企業的資助上限提高至600萬元，將有助企





- 向香港貿易發展局撥款3.75億元，加強舉辦網上活動的能力及進行數碼化
- 研發企業版的「智方便」數碼身分認證平台

### 支援旅遊

- 預留1.69億元繼續開展本地文化、古蹟和創意旅遊項目
- 預留7.65億元支持香港旅遊發展局重振旅遊業
- 與合適地區就「航空旅遊氣泡」進行商討及安排

### 金融服務

- 在本年度繼續發行不少於240億元的銀色債券和不少於150億元的通脹掛鉤債券，銀色債券認購年齡由65歲降至60歲
- 於未來五年發行合共約1,755億元的綠色債券，並計劃發行綠色零售債券
- 推出「綠色和可持續金融資助計劃」，資助發債支出及外部評審服務
- 爭取在年內開通「債券通」南向交易，提升本地債務工具中央結算系統
- 資助房地產投資信託基金在香港上市

### 創新科技

- 分兩年向「創新及科技基金」注資共95億元
- 香港金融管理局研究提升金融科技監管沙盒，縮短創新金融產品推出市場的時間
- 全力推動位處落馬洲河套區的港深創新及科技園的發展

業開拓新市場。

疫情令政府開支在短期內增加。然而，本會深信發行政府債券是間接保留財政實力的切實可行方法。我們欣悉政府接納了本會建議書中多項有關發債的建議，包括發行更多綠色債券、銀色債券和通脹掛鉤債券等。發行政府債券、擴大「債券通」的範圍及增發零售債券，將進一步鞏固香港的資本市場，並提升本港作為國際金融中心的地位。

此外，發展保險相連證券資助計

劃等新金融產品、為保險業和私募基金提供稅務寬減、資助在香港設立或遷冊來港的開放式基金型公司，以及其他適時措施，將帶來長遠裨益，為未來發展鋪路。

旅遊業為香港的支柱產業之一，過去一年受疫情打擊而陷入停擺。我們樂見政府將投放大量資源，推廣本地景點和重振旅遊業，而這應在時間上配合重啟邊境和放寬檢疫隔離規定等安排，政府應以此為重點工作。發放消

費券刺激本地消費，亦可助支援水深火熱的旅遊和零售業。

本會支持財政司司長決定延續和優化「遙距營商計劃」，資助企業採用資訊科技方案，並為僱員提供適切培訓。STEM教育資助計劃推展至小學，亦有助培育未來人才，促進香港發展成為大灣區的創科樞紐。

為實現香港的減碳目標和改善整體空氣質素，我們歡迎政府推出本港首份電動車普及化路線圖，並將於2021年中更新《香港清

新空氣藍圖》。其他環保措施包括加裝可再生能源系統、能源審核寬免，以及向「回收基金」注資10億元，這些措施均可助香港邁向更環保、更宜居的城市。

「儘管香港在過去一年面對種種挑戰，我們很高興看到財政司司長回應企業和市民燃眉之急的同時，亦為香港未來作出長遠規劃。」王冬勝續稱：「隨著全球經濟逐漸復蘇，加上啟動疫苗接種計劃，我們期望這些措施成為香港經濟復蘇的重要動力。」

# Helping the F&B Sector Back to Work 協助餐飲業重開



The Chamber wrote to Chief Secretary for Administration Matthew Cheung with suggestions on how food and beverage businesses can safely reopen. Below is an abridged version of our submission

總商會致函政務司司長張建宗，就餐飲企業如何安全重開提呈建議。下文為建議書內容節錄

**The restrictive measures to curb the spread of the novel coronavirus in Hong Kong have come at a heavy economic cost, with certain sectors assuming a disproportionate share of the toll.**

The food and beverage (F&B) industry has been hardest hit because of the ongoing restrictions on the number of diners per table, as well as the ban on dine-in services after 6pm. These measures have also had serious knock-on effects on businesses along the F&B supply chain, with many struggling to stay afloat. This has been

exacerbated by insufficient relief on rents, with many landlords holding steadfast to existing tenancy agreements based on the presumption that the restrictions are temporary.

We share the Government's concern over the need to protect public health but believe a more balanced approach could be adopted. The current response of shutting down entire industries due to isolated cases is not only harmful and excessive but could have unintended consequences that ripple across other parts of the economy.

It bears noting that there have been no major outbreaks during the past two waves despite catering premises remaining opened during the day. This is due to the industry's implementation of preventive measures to contain the coronavirus. This, in itself, should provide compelling reason for the Government to ease current restrictions on operating hours.

Ultimately, a coherent and systematic approach should be put in place so that operators are able to understand their obligations and the implications of non-

compliance. The introduction of such a set of standards should also help to restore public confidence.

With that in mind, we suggest that the Government give serious consideration to the following:

**Establish a confidence-building system** by requiring a health certificate as a precondition for restaurants to stay open until 10pm and bars/clubs/karaoke to operate from 9pm to 2am. Such a system could be based on the HKQAA's Anti-Epidemic Hygiene Measures Certification Scheme. In addition, we suggest that

venues with more than three confirmed cases be subject to a 14-day closure and sanitation requirements.

**Mandate the use of the LeaveHomeSafe app** as a condition for remaining open after 6pm. Consideration could be also given to expanding the app's capabilities to verify that guests seated together are from the same household and therefore of a lower risk profile.

**Introduce a requirement that alcoholic beverages** must be served at tables and can only be consumed when seated. This would address concerns over crowding around bars.

With the current restrictions, many businesses may not be able to survive beyond the Lunar New Year. Further government aid is therefore necessary to stave off the spate of business closures and job losses that would otherwise occur.

Consideration could be given to a modified Employment Support Scheme (ESS) for affected industries whereby the Government subsidizes salaries for employees put on no-pay leave by up to \$9,000 or 50% of pay, whichever is lower. This would help protect jobs and allow employers to maintain existing payrolls without requiring a sizeable financial commitment from the Government.

**為遏止新冠病毒在港傳播而實施的多項限制措施，帶來了沉重的經濟代價，部分行業更首當其衝，深受其害。**

政府持續對食肆每枱食客人數施加限制，並禁止傍晚六時後提供堂食服務，令餐飲業大受打擊。此等措施產生嚴重的連鎖效應，影響食肆之餘，也禍及供應鏈上下游的企業，他們大多只得苦苦經營，勉強支撐下去。再者，不少業主認為這些限制僅為臨時措施而堅拒在現有的租約上作出讓步，租金寬減不足，致使經營難上加難。

我們與政府一致認為，保障公眾健康至關重要，惟在具體執行上應採取較平衡的方案。政府目前針對零星確診個案而令整個行業陷入停擺，做法並不可取，過猶不及，甚至會引致始料不及的後果，波及其他經濟領域。

值得注意的是，在過去兩波疫情期間，儘管餐飲處所在日間照常營業，本港也未有出現大規模爆發，這實有賴業界採取防疫措施，遏止病毒擴散。單憑這一點，已有充分理由促請政府放寬當前對食肆營業時間的限制。

歸根究底，當局應採取連貫一致、有系統的方式，讓經營者了解自己的責任及違規的後果。引入這套準則，亦有助恢復公眾對業界的信心。

有鑒於此，我們建議政府慎重考慮以下幾點：

**建立信心機制**，以取得健康證明書為先決條件，允許餐廳營業至晚上十時，而酒吧/會所/卡拉OK則可從晚上九時營業至凌晨二時。當局可參照香港品質保證局的「衛生抗疫措施認證計劃」建立這套機制。我們亦建議，出現三宗以上確診個案

的場所一律關閉14天進行消毒，以符合衛生要求。

**強制使用「安心出行」應用程式**，作為食肆於傍晚六時後繼續營業的條件。當局亦可考慮擴大該應用程式的功能，以驗證同桌食客來自同一家庭，從而減低播毒風險。

**規定酒精飲品只可售予入座顧客**，且僅供顧客就座時飲用。此舉可解決酒吧人群聚集的問題。

面對當前的限制措施，許多企業恐怕熬不過年關。為此，政府實有必要提供進一步支援，否則裁員結業潮紛至沓來。

「保就業」計劃應予以修訂，由政府為受影響行業的僱員提供最多9,000港元或工資50%（以金額較低者為準）的無薪假補貼。此舉既有助保住僱員飯碗，僱主又得以維持現有薪酬支出，而政府亦無需投入大量的財政資源。







# 中国国际进口博览会 CHINA INTERNATIONAL IMPORT EXPO

新 时 代 共 享 未 来  
NEW ERA SHARED FUTURE

The Chinese mainland market has become a high ground of opportunities for Hong Kong-based companies amid global trade headwinds caused by the COVID-19 as enterprises look to capitalize on China's policy to make the domestic market a mainstay in the coming years.

This has been evidenced by the increasing number of Hong Kong companies eager to attend the China International Import Expo (CIIE) to seek opportunities for exports and investment.

At the third edition of the expo last year, about 240 firms from Hong Kong took part in the event, an increase of 20 percent year-on-year. Forty-five of these companies were organized by the Hong Kong Trade Development Council, and they made up of an area featuring a food product hall and a service industry hall.

Hong Kong companies can seize the business opportunities brought by China's "Dual Circulation" development paradigm, with the domestic market being the mainstay, and complemented by the international markets, said Stephen Liang, assistant executive director of the Hong Kong Trade Development Council.

Liang added that the CIIE is an important platform for Hong Kong companies to explore the huge Chinese mainland market. The expo allows Hong Kong companies to introduce their international trade resources, commodities and professional services to the mainland market.

To woo more Hong Kong companies, an online promotional event targeting these companies was held on Feb 26. Hong Kong firms such as Telford International Company Limited, All Time Healthy Company Limited and Prenetics – CircleDNA attended the event.

Officials from the CIIE Bureau expressed hope that more Hong Kong companies attend the fourth CIIE this year.

Last year, in the food industry hall, renowned brands such as Lee Kum Kee, Lion & Globe and AUSupreme showcased their products. OmniPork, which specializes in plant-based meat, also made its debut at the expo.

In the service industry hall, exhibitors from the fields of architecture, logistics, marketing, professional service and innovative technologies displayed their specialties, helping connect Chinese mainland enterprises with global business opportunities.



Some products and technologies exhibited were related to epidemic prevention and control. These included wristbands that can help with virus control and products related to gene and virus detection.

The service sector has long been a pillar industry of Hong Kong, with its share of the region's GDP amounting to over 90 percent.

For Hong Kong companies intending to tap the huge growth potential of the service trade in the Chinese

[www.ciie.org](http://www.ciie.org)

mainland market, the CIIE has been viewed as a prime platform, with its trade in service exhibition area being a major highlight.

The Trade in Services Exhibition Area at the third CIIE covered an area of 30,000 square meters (322,917 square feet), and was divided into five sections, including finance, logistics, consulting, inspection and testing, and cultural tourism. More than 250 exhibitors, over 50 of which were Fortune Global 500 companies and industrial leaders, showed up for the exhibition.

Artificial intelligence, big data and cloud services were also among the highlights of the event.

The fourth CIIE, which is scheduled to take place in Shanghai from Nov 5 to 10, will include more service varieties.

Exhibitors in the fields of financial services (banking, insurance and asset management), logistics, information technology, inspection and testing, integrated services, supply chain management, services in culture, tourism, education, entertainment and sports are all welcome to attend.

In 2020, the CIIE unveiled its Special Committee for Intelligent Supply Chain, which will pool the wisdom of industry leaders to promote a greater opening-up of China's service industry and help bolster the development of supply chain management.

The CIIE is the world's largest import expo and one of the top 10 business shows in the world, with the full

breadth of the global marketplace on display.

The global trade fair caters to a complete range of industries, including food and agricultural products, automobiles, intelligent and information technology, consumer goods, medical devices, healthcare products and trade in services.

About 10,000 exhibitors, including Global Fortune 500 companies and industry leaders, attended the first three editions.

No other event in the world provides a better stage with such scale and influence for Asian and global product debuts. In the past three editions, more than 1,300 products and services have made their global or Chinese debuts at the expo.

Billions of dollars in deals have been made at the CIIE, and the numbers continue to rise. Over the past three expos, the total deals signed have amounted to more than \$200 billion.

At the CIIE, participants can also promote their brands and gain media exposure, with global media outlets attending each year to report on the latest trends, products and innovations being shown at the fair. In the first three editions, more than 10,000 journalists covered the expo.

Preparations for the fourth CIIE are well underway. Hundreds of enterprises have already signed up for this year's expo.

**Companies interested in attending the fourth edition can register here:**

**<https://www.ciie.org/ciie/f/book/register?locale=en>**

**You can also contact: [ciie2021@ciie.org](mailto:ciie2021@ciie.org)**





# Students Showcase Their Smart Solutions

## 學生打造智慧方案

HKGCC's Business Case Competition delivers inspiring ideas from Hong Kong's future business leaders to help solve real-life corporate challenges, reports the Chamber's staff writer **Ankie Pang**

總商會「商業案例競賽」激發本港未來商業領袖施展創意，協助拆解現實生活中的商業難題 本刊記者 彭安喬

**With the theme of Building Brighter, Better Businesses, the HKGCC's Business Case Competition 2020 challenged young minds to come up with ideas on how corporates can survive and even thrive in the current challenging environment.**

We received a fantastic response from tertiary

students in Hong Kong. A total of 900 students submitted around 300 proposals to crack the real-life business cases formulated by five Chamber member companies – Citibank, Great Eagle Group, NEC, NWS Holdings Limited and Sino Group.

After two rounds of judging, the top three teams from each of the five tracks

made their way through the mentoring phase with the sponsor company. This gave the students the opportunity to gain direct insights from professionals to refine their proposals, tailor their solutions to the corporation's needs, and prepare for the final pitching.

On 22 January, the finalists presented their proposals to the judges from the respective corporate sponsors at the Final Pitching and Awards Presentation Ceremony. This gave the students the opportunity to showcase their confidence on stage, creatively condensing their extensive research and innovative solutions into a short presentation.

"The five-minute pitch was indeed a challenge for

the students to get across their desired messages," said the Sino judging team. "But it provides a very good exercise to learn how to convey their salient points effectively, reminiscent of real-life situations."

Each of the presentations was followed by a Q&A session. The judges certainly did not go easy on the students. Despite being interrogated by a panel of industry-leading professionals, the students still managed to respond confidently, demonstrating their detailed research and thorough understanding of the issues raised.

The winning ideas were then ultimately selected based on their innovativeness, relevance, feasibility and impact, as well as the teams' presentation skills. The judges reported that it was a tough decision as all teams were very well-prepared, and they had enjoyed hearing the various proposals.







Sino Group: Finalists and sponsors 信和集團：決賽隊伍及贊助公司代表

## A New Era of Digital Banking

The digital age is reinventing the banking industry. Citibank invited students to explore opportunities to advance smart banking and also help Hong Kong develop as a smart city. The winning team, GreenBridge Consulting, focused on analyzing clients' evolving needs, and came up with innovative ideas that integrate Citibank's banking services with the non-banking parts of people's life.

The judges were especially impressed with the winning team's idea of a Parent and Children Scheme in their mobile app. The team believe that financial literacy is a life skill that needs to be taught and practiced from an early age, so they introduced an interactive function where young users

can receive a designated monthly allowance, while parents can monitor the spending summary of their children. This scheme not only encourages financial education for children, but also helps the bank nurture their potential customers.

Crystal Mak, a member of GreenBridge Consulting, said that the competition has sharpened her hard skills, soft skills and understanding of the business world. "It also equips me with skills to deliver high-quality analysis and allows me to catch a glimpse of how the banking industry has continuously evolved in this rapidly changing market," she said. "This precious experience will definitely continue to bring many new insights to me throughout the rest of my career."





NWS Holdings Limited: Finalists and sponsors  
新創建集團有限公司：決賽隊伍及贊助公司代表



"What impressed me the most is the maturity of their project, together with the application of smart technologies to build a sustainable and supportive community," said Samantha Chan, Senior Corporate Communications Manager of Great Eagle Holdings Limited. "That's what Great Eagle is aiming to achieve. The concept of an intergenerational care system is also an interesting way to promote community engagement."

Chan added that she was pleased to see the progress that the students had made throughout the course of the contest.

"All of the finalists put a strong effort in working out the proposals and showed great improvement in the different phases of the competition," she said. "The students fully demonstrated a good sense of business thinking and analytical ability by integrating disciplinary knowledge into the case."

### Architecture in Times of Climate Change

Climate is changing. So must architecture. Great Eagle Group challenged the students to design a climate-resilient property development for a sustainable community in 2030 Hong Kong. The winning team, British Army, won over the judges with their residential project proposal using building materials and architectural design that will be able to withstand future climates. They also demonstrated consideration for the well-being of the whole community by incorporating technologies to connect different generations.

### Wellness Living for the Community

Looking at the way people will live in the future, Sino Group gave the students the opportunity to figure out how the real estate industry can shape a positive environment that keeps the community happy, healthy and safe. Morph's residential project proposal, called The Halcyon,



earned the team first prize in Sino Group's track. Their proposal aimed to cultivate a sustainable lifestyle and culture that promotes both physical and mental wellness of the residents, as well as helping to build genuine relationships and connections within the neighborhood.

"Morph has been chosen as the winner as we found their proposal well thought through and comprehensive. They are able to target end-users of different ages by applying technology in a seamless manner for both indoor and outdoor activities," said the judging panel from Sino Group.

The judges also remarked on Morph's cooperation. "The team comprises members from diverse backgrounds and different universities, yet they worked really well as a team and did a nice job in presenting."

Morph's team members explained that since they came from different academic backgrounds including art, computing and accountancy, it took some time for them to combine their ideas and define the direction of their proposal. They said the mentoring phase in particular helped the team to further develop their initial idea into the final full-fledged proposal. "The guidance from mentors and the exhibition from Sino

Inno Lab are also altering my values to provide a living area from the perspectives of designers," said Morph team member Heidi Keung. "In a beneficial living home, the needs and expectations of users from different age levels should be considered."

### Preparing for the Next Normal

To crack NEC's case about "next normal" solutions for business continuity in the post-Covid-19 world, the students in this track came up with solutions for various industries including the retail and amusement sectors.

The winning team, HERON, sought to find solutions for the hotel segment, undaunted by the additional challenges to the hospitality sector since Covid-19. Since the pandemic put an end to international tourism, many hotels have

tapped into the "staycation" market that targets domestic guests. HERON team members' own staycation experiences inspired them to come up with their winning idea to create a "Hotel Tomorrowland".

"This competition offered us new insights regarding the application of technology in different industries," stated HERON.

So their project aims to leverage technology to improve guest experience in every part of the hotel stay,

from booking to check-in and check-out as well as the time spent at the hotel. By making use of unified app platforms, smart check-in system and cleaning robots, they look forward to bringing a safe, contact-free hotel experience to increase customer's confidence.

"The proposed solutions also provided customers with greater convenience and better services to enjoy the refreshing experience," commented NEC's judges.



Citibank: Finalists and sponsors  
花旗銀行：決賽隊伍及贊助公司代表





## Shaping the future of HKCEC

The meetings, incentives, conferences and exhibitions (MICE) industry is another sector that has been hard hit by the pandemic. In NWS's track, students were invited to envisage hardware and software enhancements for the Hong Kong Convention and Exhibition Centre (HKCEC), which is operated by NWS, to embrace future growth opportunities and help the sector roar back once global travel returns.

"NWS is delighted to have joined the HKGCC Business Case Competition this year, taking on a more active role in encouraging young minds to share their innovative ideas for the development of the MICE industry," said Eric Ma, CEO of NWS Holdings Limited.

With their comprehensive solution, the winning team, Self-empowered Up, aimed to make HKCEC smarter and greener. The team used digital transformation such as incorporating a mobile app, 5G, augmented reality (AR) and virtual reality (VR) to enhance user experience. At the same time, these

technologies would allow HKCEC to receive real-time data about visitors to enhance event management.

The team also showed their concern for the environment in their suggestions, such as utilizing rainwater, and adopting smart escalators and lighting to minimize energy consumption. The judges especially appreciated the team's ideas to manage food waste by using past data to avoid over-preparation, and to collaborate with community organizations to donate any excess.

Monica Lee-Muller, Managing Director of HKCEC (Management) Limited, said she was very happy to see so many potential recruits for the industry and welcomed their new ideas.

"I'm particularly impressed by the presentation of the winning team, Self-empowered Up, who showed their creativity on how to make use of digital transformation to supplement physical events at the HKCEC under the new normal," Lee-Muller said.



Following the success of the HKGCC's first Business Case Competition, the Chamber organized the second edition in 2020. The competition aims to promote the exchange of ideas between tertiary students and businesses. Thanks again to the sponsors for their generous prizes, and for the time they spent reviewing the entries, mentoring the final teams and judging the competition.



總商會「商業案例競賽2020」以「企業更上一層樓」為主題，誠邀年青人出謀獻策，探討企業如何在當前充滿挑戰的環境經營，甚至蓬勃發展。

活動獲本港大專生積極響應，吸引共900名學生提交約300份建議書，拆解五家總商會會員公司——花旗銀行、鷹君集團、日本電氣、新創建集團有限公司及信和集團訂立的真實商業專案。

經過兩輪評審後，五個組別各有三支隊伍晉身由贊助公司帶領的指導環節。同學有機會直接聽取專業意見，進一步完善方案，以更切合公司的需要，並為決賽匯報做好準備。

在1月22日舉行的決賽暨頒獎典禮，決賽隊伍分別向所屬組別的贊助公司評判闡述商業專案。學生有機會在台上展現自信、發揮創意，將廣泛研究的成果和創新意念濃縮成精簡的匯報。

信和評審團指出：「五分鐘簡報無疑是個挑戰，學生要在限時內清晰傳達訊息。不過，這是很好的訓練，讓他們從中掌握如何有效突出重點，體驗現實情況。」每隊匯報完畢後都會安排問答環節，評判顯然對學生毫不留情。面對業界頂尖的专业人士質問，學生仍能自信回答，展現對議題的深入研究和透徹理解。

其後，評審團根據構思的創新度、適用性、可行性和作用，以及團隊的匯報技巧作出評分，再

選出優勝隊伍。評判一致表示，所有隊伍均準備充足，匯報又十分精彩，實在難以定奪賽果。

### 數碼銀行新時代

數碼時代正在重塑銀行業。花旗銀行邀請同學探索改進智慧銀行服務的機遇，並促進香港智慧城市的发展。優勝隊伍GreenBridge Consulting專注分析客戶不斷轉變的需要，從而得出創新構想，把銀行服務與日常生活融為一體。

評判尤其欣賞優勝隊伍在應用程式中加入親子計劃的構思。團隊認為理財知識是一種生活技能，需要從小學習和實踐，因此想出了加入互動功能，讓兒童用戶每月獲得指定的零用，家長則可監察子女的消費習慣。此計劃不僅鼓勵兒童學習理財，更可助銀行培育潛在客戶。

GreenBridge Consulting隊員麥嘉倩表示，比賽有助個人提升軟硬技能，加深對商業世界的了解。「比賽亦讓我學習到高質素分析的技巧，認識銀行業如何在瞬息萬變的市場持續演變。」她又說：「這次寶貴經驗帶來的得著，定能為日後的事業發展增添助力。」

### 氣候變化下的新建築

氣候持續轉變，建築也得隨之而變。鷹君集團邀請學生設計能夠

抵禦氣候變化的物業發展項目，為2030年的香港建設可持續社區。優勝隊伍British Army的住宅項目方案運用建築物料和設計以適應未來氣候變遷，贏得評判一致肯定。團隊亦充分考慮到社會福祉，利用科技聯繫不同世代的居民。

「得獎項目完善周詳，又應用智能技術來打造可持續、支援充足的社區，令我印象深刻。」鷹君集團高級企業傳訊經理陳詩藍續道：「這正是鷹君致力實現的目標。此外，透過跨世代照護系統促進社區參與的概念十分可取。」

陳詩藍還表示樂見同學在比賽過程中不斷進步。

「所有決賽隊伍都全力籌備方案，在比賽的各個階段不斷改進。學生將學科知識融入案例，展現出敏銳的商業思維和分析能力。」她說。

### 打造健康社區生活

放眼未來的生活方式，信和集團讓學生有機會一探房地產業如何塑造正向的環境，建構快樂、健康又安全的社區。

Morph團隊憑藉住宅項目方案「天鵝山」榮獲信和集團組別的冠軍。該專案旨在營造可持續的生活方式和文化，促進住戶的身心健康，同時建立緊密的鄰里關係和交往。

信和集團的評審團表示：「Morph以周詳而全面的方案取勝。他們將科技無縫應用於戶內和戶外活動，滿足不同年齡層用戶的需要。」

評判亦讚揚Morph的合作精神。「團隊成員來自不同的背景及院校，但仍能充分發揮團隊精神，在匯報時表現出色。」

Morph的隊員解釋，由於各人學術背景不同，包括文科、電腦和會計的同學，綜合構思和擬定專案方向需要一定時間。他們表示，指導環節對團隊有莫大裨益，有助他們把最初的構想轉化為完善的方案。

Morph隊員姜欣悅指出：「導師的指導及信和創意研發室的展覽改變了我的想法，讓我從設計師的角度思考居住環境。理想的居所需兼顧不同年齡層住客的需要和期望。」





## 為新常態做好準備

日本電氣邀請參賽隊伍為後疫情時代訂立業務傳承「新常態」專案，同學為各行各業包括零售和娛樂行業構思方案。

優勝隊伍HERON無懼酒店業自疫情爆發以來面臨的嚴峻考驗，決心為業界尋求解決方案。疫情令全球旅遊業停擺，許多酒店遂轉向以本地訪客為對象的「酒店度假」(staycation)市場。HERON隊員受自身的本地酒店度假經驗啟發，提出創造「酒店明日世界」的得獎構思。

「這次比賽讓我們對科技在不同行業的應用有了全新的理解。」HERON表示。

因此，他們的項目旨在運用科技提升酒店住宿每一環節的客戶體驗，涵蓋預訂、入住和退房，以及在酒店度過的時光。透過統一應用程式平台、智能入住系統和清潔機械人，他們希望能帶來安全、零接觸的酒店體驗，令住客更放心。

日本電氣的評判表示：「建議方案為住客提供更便利、更優質的服務，締造令人耳目一新的體驗。」

## 打造會展未來

會展獎勵旅遊業同樣大受疫情打擊。在新創建的組別，同學需為由新創建營運的香港會議展覽中心制訂硬件及軟件提升方案，以推動未來發展，並協助業界在全

球旅遊重啟後重整旗鼓。

新創建集團有限公司執行董事兼行政總裁馬紹祥說：「新創建很高興能參與今年的總商會商業案例競賽，積極鼓勵青年就會展業的發展分享創新想法。」

優勝隊伍Self-empowered Up的綜合解決方案致力令會展邁向更智能、更環保的未來。團隊利用流動應用程式、5G技術、擴增實境及虛擬實境等科技進行數碼

轉型，提升用戶體驗。通過這些技術，會展亦可收集訪客的實時數據，從而加強活動管理。

團隊的建議亦彰顯他們的環保意識，例如利用雨水，以及採用智能升降機和照明系統，以節省能源。評判尤其欣賞管理廚餘的構思，包括參照過往數據以免準備過多食物，以及與社區組織合作捐出剩食。

香港會議展覽中心董事總經理梅李玉霞表示，她欣見眾多年青人才有潛力投身業界，並歡迎他們提出的新穎構思。

她說：「得勝隊伍Self-empowered Up的簡報尤其令我印象深刻，他們施展創意，透過數碼轉型支援會展在新常態下舉行的實體活動。」

總商會首屆「商業案例競賽」大舉成功，遂在2020年舉辦第二屆比賽。比賽旨在促進大專生與商界的交流。我們再次感謝贊助企業慷慨贊助獎品，並撥冗審閱參賽專案、指導決賽隊伍及擔任比賽評審。



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# Outlook for Hong Kong Property

## 香港樓市展望

In the below extracts from the Bank of China (Hong Kong)'s outlook for 2021, we look at the local real estate market as the world emerges from Covid-19

隨著全球走出新冠病毒疫情的陰霾，以下的中國銀行（香港）2021年展望報告節錄剖析了香港房地產市場前景

### A moderate rise can be expected for residential properties

According to the Rating and Valuation Department, residential property prices grew by 0.3% in the first 11 months of 2020. Since the beginning of this year,

uncertain factors such as the pandemic, Hong Kong's economic recession and Sino-U.S. friction have all brought downward pressure on residential property prices. However, with the advent of vaccines, the economy is expected to gradually recover, together with expectations

that interest rates will remain low and housing supply will remain tight, residential property prices are expected to rise moderately in 2021.

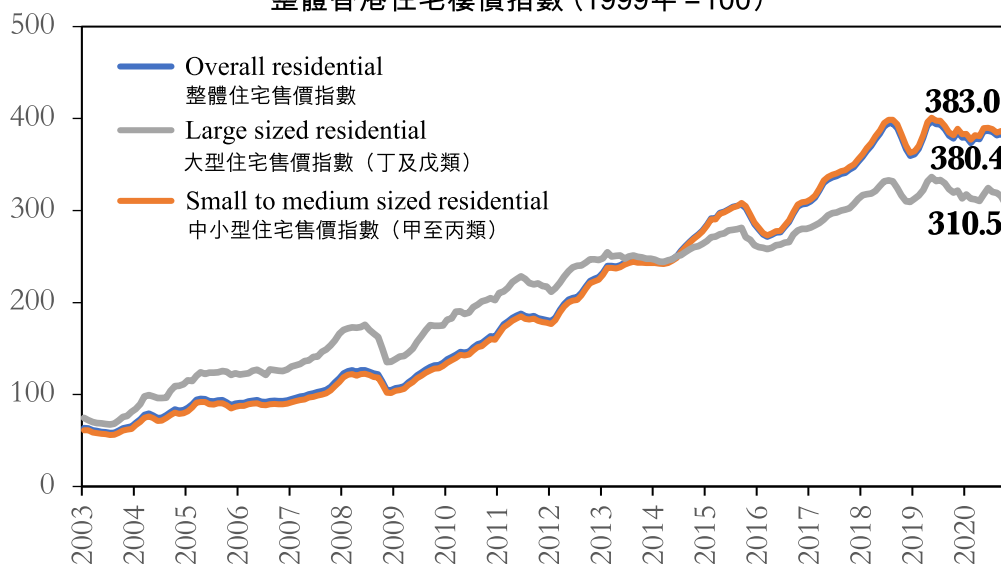
**Global and Hong Kong economy will recover further.** Gradual vaccination in Hong Kong is expected

to greatly boost economic growth and slow the growing unemployment rate. Once the pandemic gets under control, border control measures are expected to be relaxed, which will help the retail and tourism industries to recover. Although the United States' hardline attitude towards China is expected to continue under President Joe Biden, his policy measures will be more rule-based and therefore uncertainties in foreign trade, investment and financial markets can be reduced.

**Low interest rate environment in Hong Kong is expected to continue.** The Federal Reserve has cut its Fed Funds Rate target to a historical low close to zero, and is expected to keep rates near zero at least through 2023. Therefore, Hong Kong's low interest rate environment is expected to continue. Abundant funds in the banking system and the low interest rate environment will continue to support the performance of the property market.

### Overall Residential property price index (1999=100)

整體香港住宅樓價指數 (1999年 = 100)



Sources: Rating and Valuation Department, BOCHK Financial Research Institute

資料來源：差餉物業估價署，中國銀行香港金融研究院





### **Supply of private housing in Hong Kong will remain tight.**

According to the Transport and Housing Bureau's latest data, the potential supply of private housing in the primary market for the next three to four years will be 92,000 units, staying at a four-year low. From a medium- to long-term perspective, the Government has continuously downgraded its supply target for private residential properties. Since 2018, the average annual private housing supply target for the next ten years has been reduced from 18,000 units to 12,900 units. However,

the number of domestic households in Hong Kong has continued to increase by an annual pace of over 1% in the past six years, pushing up housing demand.

**Finances of Hong Kong citizens are relatively healthy.** In recent years, due to multiple rounds of demand-side management measures and Prudential Measures for Mortgage Loans introduced by the Government and the Hong Kong Monetary Authority, families with mortgages are generally in a relatively healthy financial situation. As of July 2020, the average debt-to-income ratio of

newly approved residential mortgage loans was 37%, which was still healthy and low. In 2020, we also saw that home owners were able to hold on to their properties and no large-scale sell-off took place, therefore residential property prices can be supported. Of course, the strength of the economic recovery is still constrained by the progress of the vaccination programme and the easing of border control measures. The prospects for Sino-U.S. relations and whether local social unrest has completely subsided will also bring uncertainties to the residential property

market. But on the whole, the upward trend of the economic growth and the low interest rate environment will push residential property prices to rise moderately.

### **Commercial properties may be close to bottom**

Compared with residential property, the performance of commercial property (including offices and retail shops) is more closely correlated with the overall economy. Therefore, the recovery of the global and Hong Kong economy will benefit the commercial property market.



Mainland China will lead the global recovery. Hong Kong can seize the opportunities brought by the "interconnection" with the Mainland and attract multinational companies to operate in Hong Kong. It is also expected that the uncertainties of Sino-U.S. relations will be reduced, enhancing the confidence of enterprises in expanding and investing in Hong Kong,

and therefore boosting the demand for office properties. The decline in Hong Kong's retail sales has narrowed to single digits. The low base, coupled with the gradual recovery of the economy and a strong RMB, will benefit the retail industry next year and bring support to the retail property market. In addition, the commercial property market has been

in a downturn for two consecutive years. In August and November this year, the Government relaxed the loan-to-value ratio cap for mortgage loans on non-residential properties and abolished the Double Stamp Duty on non-residential property transactions. These actions will also support the commercial property market. Of course, given that Hong

Kong's economic recovery is still subject to the progress of the pandemic control, it is believed that in the near term, the commercial property market will still be under downward pressure, and the process of the commercial property market recovery is expected to be slow.

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## 住宅物業可望溫和回升

2020年香港疫情走向、經濟衰退、中美摩擦等不明朗因素均對住宅樓價帶來壓力，但總體表現仍較佳，首11個月整體私人住宅價格指數較2019年末微升0.3%。2021年隨著疫苗面世，經濟有望逐步復蘇，在利率維持低位、供應仍然緊張的預期下，香港住宅樓價有望溫和上升。

**環球及香港經濟將進一步復蘇。**疫苗逐步接種將大大提振經濟增長，令失業率升幅放緩，繼而緩慢下降。疫情一旦受控，邊境管理措施有望放寬，有助香港零售及旅遊業復蘇。隨著拜登上任美國總統，預料對華強硬態度持續，但政策手段將趨理性及多邊，對外貿、投資及金融市場帶來的不確定性將會減少。

**香港低息環境料將持續。**美國聯儲局已將聯邦基金目標利率下調至接近零的歷史低位，並預期在其後的會議中零利率將至少維持至2023年。因此，香港的低利率環境料將持續，銀行體系充裕的資金及低利率環境將繼續支持樓市表現。

**香港私人住宅供應仍將緊張。**根據運輸及房屋局的最新統計，未來三至四年私人住宅一手市場的潛在供應為9.2萬伙，維持在四年的低位。中長期來看，政府亦不斷下調未來十年的私樓供應目標。2018年至今，未來十年的年均私營房屋供應目標已由1.8萬伙降至

1.29萬伙。然而，香港家庭數目已連續六年維持1%以上的增長，對住房的需求有增無減。

**市民財務狀況健康。**近年，由於政府及金管局推出多輪需求管理及按揭審慎監管措施，需要按揭供款的家庭整體上財務狀況較為健康。截至2020年7月，新批住宅按揭貸款的平均供款與入息比率為37%，仍屬於健康低水平。從2020年的情況亦可看出業主持盤能力較強，不至於出現大規模拋售的情況，住宅樓價得以支撐。當然，經濟復蘇的力度仍受制於疫苗的接種進度，以及邊境管制措施的放寬，而中美關係前

景、本地社會事件是否能完全平息等，也為住宅樓市帶來不確定性。但整體上，2021年經濟向好的趨勢及低利率環境可望推動住宅樓市溫和回升。

## 商業物業或已接近見底

相比住宅物業，商用物業（包括寫字樓和商舖）與經濟的關聯較大，環球及香港經濟復蘇將利好商業物業市場表現。

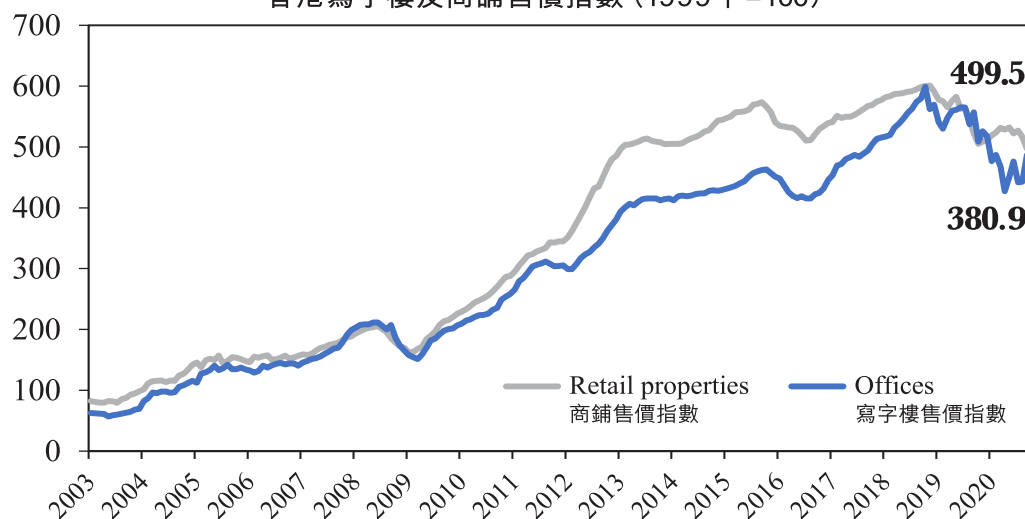
中國內地引領全球復蘇，香港背靠大陸，可以把握與內地「互聯互通」帶來的機遇，吸引跨國企業來港經營。中美關係的不確定性亦有望降低，增強企業在香港擴張及投資的信

心，推升對寫字樓物業的需求。

香港零售銷售跌幅已縮窄至個位數，低基數加上經濟逐步復蘇及人民幣走強，都將利好2021年零售業，對商舖物業帶來支持。

此外，商業物業市場已連續兩年低迷，政府於2020年8月及11月分別放寬非住宅物業按揭成數，以及撤銷非住宅物業的雙倍印花稅，亦會對商業物業市場帶來支持。當然，鑒於目前香港經濟仍受制於疫情防控情況，相信短期內商業物業市場仍受到一定下行壓力，復蘇速度料將緩慢。

Offices and Retail Properties Price Indices (1999=100)  
香港寫字樓及商舖售價指數 (1999年=100)



Sources: Rating and Valuation Department, BOCHK Financial Research Institute  
資料來源：差餉物業估價署，中國銀行香港金融研究院

# Cities on the Cusp of Change

## 鏡頭下的城市變遷



MARJORIE DOGETT

- ▲ By the Singapore River, the Dalhousie Obelisk looks across to the Fullerton Building.  
達豪施紀念碑坐落新加坡河河畔，遠眺浮爾頓大廈。
- ◀ The Fullerton Building, seen from Clifford Pier – today The Fullerton Hotel Singapore.  
從克利福德碼頭看浮爾頓大廈—現為新加坡富麗敦酒店。
- ▶ The view looks over the business and colonial precincts of Singapore in the 1950s.  
遠眺1950年代新加坡的商業和殖民區。

New photography exhibition captures Hong Kong and Singapore in the 1950s

新攝影展捕捉1950年代香港和新加坡的城市面貌

**Marjorie Doggett and Lee Fook Chee created vivid records of Singapore and Hong Kong more than six decades ago.** Their origins and futures were vastly different, but both were highly capable and self-taught photographers. In 1947, as young adults, they each left

their homelands – Doggett travelling from Britain to Singapore, and Lee moving from Singapore to Hong Kong – to live out their lives in the cities they reached. Through photography, Doggett found a purpose in her pioneering architectural photo book, *Characters of Light*.

Exploiting his skills, Lee made a living selling his photos to tourists on The Peak. The 1950s were to be a crucial decade for both cities. Singapore was moving steadily towards a locally inspired and led future while Hong Kong was to witness a fundamental economic

transformation. In both, the urban landscape would soon be massively changed and developed. These photographs give a wonderful insight into two cities on the cusp of enormous change.





LEE FOOK CHEE 李福志

- ◀ The centre of Causeway Bay, with the tramline curving along Hennessy Road.

銅鑼灣核心區，沿軒尼詩道蜿蜒的電車路。

- ▼ The two pre-eminent Hong Kong banks, beside the Des Voeux Road tramline.

香港兩大銀行，屹立于德輔道電車軌旁。

- ▼ A pre-war Star Ferry crosses Victoria Harbour, heading towards Central District.

戰前的維多利亞港上一艘駛往中區的天星小輪。

**Marjorie Doggett和李福志以鏡頭記錄香港和新加坡在60多年前的真實風貌。**兩位雖出身不同，經歷各異，卻都是自學成才、才華洋溢的攝影師。1947年，正值年少時期的二人離鄉遠赴他方發展，Doggett從英國前往新加坡，而李福志則從新加坡來到香港。

Doggett透過推出首部建築攝影集《Characters of Light》找到

人生目標。李福志憑藉過人的攝影技巧，在太平山頂向遊客售賣自家作品謀生。

二十世紀五十年代對這兩個城市來說別具歷史意義。當時，新加坡正穩步邁向自主發展，而香港則正經歷經濟轉型，城市景觀快將迎來重大變遷與發展。這些照片細膩地刻畫出兩地經歷巨變前後的社會風貌。



The exhibition will take place at 3<sup>rd</sup> floor, Sino Plaza, 255 Gloucester Road, from 1 April to 30 May, 10 a.m. to 5 p.m. daily. It is sponsored by Ng Teng Fong Charitable Foundation and Sino Group, supported by the Consulate-General of the Republic of Singapore, Hong Kong. The exhibition is curated by The Photographic Heritage Foundation.

攝影展將於4月1日至5月30日期間在告士打道255號信和廣場3樓舉行，開放時間為每天上午10時至下午5時。攝影展由歷史遺珍攝影基金會策劃，獲黃廷方慈善基金會和信和集團贊助，並得到新加坡共和國駐香港總領事館支持。

Marjorie Doggett photos Marjorie Doggett作品

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Lee Fook Chee photos 李福志作品

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# Making the Right Impression

## 留個好印象

Frame & Fame's personal branding service helps professionals present themselves in the best light, reports the Chamber's staff writer German Cheung

瑞華為專業人士打造個人品牌，將最好的一面展現人前  
本刊記者張愷文

**You never get a second chance to make a first impression. How you look, how you speak and how you behave really determines how you are perceived by other people. With so much competition out there, how can you stand out from the crowd?**

Whether we are talking about senior executives with a public profile, online KOLs – key opinion leaders – seeking new followers, or young graduates looking for their first job, personal branding can help.

“Putting effort into developing your own personal branding can bring your career to the next level,” said Tracy Ho, Founder and Director of Frame & Fame Ltd.

Frame & Fame is a personal branding and executive coaching firm for clients ranging from entrepreneurs and corporate executives to start-ups and SMEs. It

specializes in providing brand strategy and messaging, image consulting, personal branding and communication coaching, etiquette training, portrait photography as well as brand identity creation.

“Good personal branding does not just mean being a LinkedIn KOL. It consists of different levels, like how well you deliver your brand message, how you develop your style and pick outfits that show your best self, and how strong is your executive presence,” Ho explained. “It is useful to strategically frame your own brand message and image, so that people’s perception of you matches what you want to deliver.”

When it was first founded in 2015, Frame & Fame focused on start-ups. After a couple of years, Ho decided to change the scope slightly and reposition the business towards more senior professionals.

“We now focus more on providing services to business executives and higher-level executives, especially for those who have been working for around 10 plus years and are ready to step up their game in the workplace. After working for a number of years, and being in middle management, these executives are no longer purely evaluated by their performance and qualifications,” she explained. “I believe that personal branding is a good way for them to escalate their career or business growth and stand out from the competition.”

Frame & Fame is an industry pioneer. It was the first personal branding consultancy in Hong Kong when established in 2015. The sector, to date, is still a fairly new phenomenon in the city, and Ho has found that many local people lack awareness of how personal branding works and how it can help with career and business development.

There is also the cultural factor in Asia that values being polite and not being aggressive in promoting yourself. But such a belief can stop people from

reaching their full potential, Ho explained.

“In Hong Kong, people may have a traditional mindset that focuses on being humble and hoping that finally your efforts will be noticed. That can hinder them when it comes to speaking up for themselves in the competitive corporate environment,” she said. “Therefore, I want to run a coaching and consulting business that helps people gain the self-awareness, shift their mind and take charge of their personal brand.”

Personal branding can enable people to strike the perfect balance, helping them to become more visible and get ahead, without being too pushy.

Ho explained that Frame & Fame services consist of three levels – be seen, be heard, and be known.

“The first thing is, you need to be seen,” she said. As a first step, you should ensure that you have decent, ‘on-brand’ portraits for any public profiles, such as a company webpage or on networking sites like LinkedIn.

“Mixing and matching the right branding materials



A woman with long dark hair, wearing a bright red long-sleeved top and a necklace, stands in front of a large window. The window looks out onto a dense urban skyline with various skyscrapers, including one with a red 'AIA' sign. The woman is smiling and has her hands clasped in front of her.

**“It is useful to strategically frame your own brand message and image, so that people’s perception of you matches what you want to deliver.”**

like colour and clothing can instantly increase your whole charisma,” she said. “For example, I like taking outdoor portraits for clients at a location they feel connected to, they will therefore look much more energized in the pictures, so that others can perceive them as someone with an engaging, passionate personality.”

When it comes to being heard, Frame & Fame provides communication

training to make sure you get the right message across in business situations.

“We teach things such as what to avoid in workplace communication, and how to present yourself in meetings,” she said. “Notably, we also provide executive presence coaching, which is not commonly offered in Hong Kong and Asia. This can be particularly useful for those executives who have a more senior

ranking or aspire to rise to the top levels. Executive presence is crucial to building strong internal and external relationships. It is how you demonstrate to your supervisors and work contacts that you are the real deal!”

Being known is perhaps the most complex of the three. Ho explained the concept as ensuring that your audience, customers or colleagues really understand and relate

to the message that you convey.

“A successful personal brand makes other people feel exactly what you want them to feel,” she explained. “We try to narrow the gap between people’s perception and reality.”

Personal branding is obviously crucial for entrepreneurs whose name and personality is intertwined with their company. It is also key for

people in sales and other roles that are highly visible.

But personal branding can also help all types of employees to make sure they are making the best impression in front of their target audience, be it bosses, colleagues, clients, business partners, investors or recruiters.

"One of my clients was a very loyal employee who had been working at the same company for over five years. However, she didn't know how to show her efforts and present the results," Ho explained. "The employee eventually realised that she had not only had a much bigger workload than her counterparts, but also a lower salary. That prompted her to work on building her personal brand."

"We therefore tailored an executive presence coaching programme for her. We first raised her self-awareness on her strengths, then we coached her to reframe her mind into taking control of her brand presence. We also advised her on positioning herself in the workplace, supported her to revamp her CV and LinkedIn profile, and trained her to articulate her messages in the boardroom." Ho said.

This rebranding and confidence boost paid off. After her personal branding

experience with Frame & Fame, the client went on to have a number of interviews, resulting in four job offers and a significant salary raise.

Ho has been an active member of the Chamber's Young Executives Club over the past few years. She has organized and participated in a number of coaching programmes, and shared her tips with the Chamber's other young entrepreneurs.

The first thing a Frame & Fame consultant will ask a client is, whether an individual or corporate, what is their key differentiator. The next question is about the client's own personality. What are your experiences and strengths that make you unique?

"If you know what your own differentiator is, are you sure that people can see it, hear it and feel it?"

From this starting point, Frame & Fame enables its clients to create and refine their personal brand to ensure that their public profile reflects what they want to portray. So if you are keen to escalate your career or business growth, or simply want to ensure that your professional image is well defined and presented, developing your own personal brand might be a good place to start.

**給人第一印象的機會只有一次。您的外表、談吐和舉止絕對會影響別人對您的看法。面對激烈的競爭，該如何突圍而出呢？**

不論是具公眾知名度的高級行政人員、希望在網上吸引更多追隨者的關鍵意見領袖（KOL），還是初出茅廬的年青求職者，都可透過打造個人品牌增加機會。

「巧花心思建立個人品牌，能令您的事業更上一層樓。」瑞華個人品牌形象顧問有限公司創辦人兼總監何翠怡如是說。

瑞華為一家個人品牌及行政指導服務企業，專門提供品牌策略與信息傳遞、形象諮詢、個人品牌與溝通指導、禮儀培訓、人像攝影及品牌識別等服務，客戶包羅企業家、企業高管、初創企業以至中小企。

「要建立良好的個人品牌，不僅意味要成為 LinkedIn 的 KOL，還涉及多個層面，例如品牌信息傳遞是否到位、如何建立個人風格、怎樣透過穿搭展現自己最好的一面，以及培養領導風範等。」何翠怡解釋：「有策略地表達個人品牌信息和形象十分有效，這樣大家對您的觀感便能跟您所希望展現的配合一致。」

瑞華於 2015 年成立，最初專注服務初創企業。數年後，何翠怡決定稍為調整業務範疇，並為服務重新定位，以更資深的專業人士為對象。

「我們現在更集中服務企業高管和高級行政人員，尤其是具備十多年工作經驗、準備在事業上更上層樓的人士。這些高管在職場打滾多年，已晉升為中層管理人員，單以工作表現和資歷對他們作出評估並不足夠。」她解釋：「若然他們要进一步拓展事業或業務，在競爭中突圍而出，建立個人品牌不失為一個好方法。」

瑞華於 2015 年成立，為香港首間個人品牌顧問公司，可謂業界先驅。時至今日，品牌顧問在香港仍被視為新興行業。何翠怡留

意到，許多港人對個人品牌的經營運作所知不多，也不了解其對事業和業務發展有何幫助。

再者，亞洲文化推崇謙恭禮讓，切忌鋒芒畢露。何翠怡認為，這種觀念或會妨礙人們充分發揮潛能。

「香港人可能有種傳統觀念，強調凡事謙遜，默默付出總有一天得到賞識。然而，這種心態會妨礙他們在競爭激烈的職場表現自己。」她續道：「為此，我萌生經營指導和諮詢業務的念頭，協助客戶提升自我意識、改變心態，建立個人品牌。」

發展個人品牌有助人們達致完美平衡，既提升氣場，做事更順心遂意，又不會顯得過於進取。

何翠怡解釋，瑞華的服務分為三個層次：「為人所見」、「為人所聞」和「為人所知」。

「首先要『為人所見』。」她說。第一步是確保自己在任何公共領域，如公司網頁或 LinkedIn 等社交網站，都展示大方得體、形象良好的肖像照。

「拍攝時宜加入顏色、衣著等合適的品牌元素，個人魅力瞬間提升。」她又說：「舉例說，為客戶拍攝戶外人像照時，我喜歡到他們熟悉的地方取景，這樣相中人會顯得格外精力充沛，予人一種魅力非凡、幹勁十足的形象。」

至於「為人所聞」，瑞華為客戶提供溝通培訓，確保他們在不同



Company : **Frame & Fame Ltd**

公司名稱：瑞華個人品牌形象顧問有限公司

HKGCC Membership No. 總商會會員編號：HKF0445

Established 創辦年份：2015

Website 網站：http://www.frameandfame.com



商業場合都能清晰傳遞恰當的信息。

「我們向客戶傳授職場溝通禁忌、如何在會議中表現自己等技巧。」何翠怡說：「值得一提的是，我們還提供領導風範指導服務，對職級較高或有志攀上事業高峰的行政人員尤為實用，而這項服務在香港和亞洲皆不常見。要對內對外建立堅實的關係，向上級及工作夥伴證明自己的實力，領導風範不可或缺。」

「為人所知」也許是最複雜的層次。何翠怡解釋，這關乎確保您的受眾、客戶或同事真正理解您所傳遞的信息，並有所共鳴。

「成功的個人品牌能讓他人對您的信息感同身受。」她解釋：「我們嘗試拉近他人的認知與現實之間的差距。」

企業家的名字及個性往往與公司有著密不可分的關係，在這種情況下，樹立個人品牌至為關鍵。對從事銷售或經常面對公眾的人士而言，塑造個人品牌亦十分重要。

塑造個人品牌其實對各類僱員都有裨益，有助他們在目標受眾面前留下最佳印象，不管對方是老闆、同事、客戶、業務夥伴、投資者，還是招聘人員亦然。

何翠怡稱：「我的其中一位客戶效力同一間公司超過五年，盡忠職守，卻不懂如何展示自己的努

力和成果。」她續道：「這位僱員後來發現自己的工作量不但遠較其他同事多，薪酬也比他們低，這激發她打造自己的個人品牌。」



## 「有策略地表達個人品牌信息和形象十分有效，這樣大家對您的觀感便能跟您所希望展現的配合一致。」

「於是，我們為她度身設計領導風範指導方案，先鼓勵她認識自己的優點，繼而引導她改變想法，主導自己的品牌影響力。我們還建議她找出自己的職場定位，協助她潤飾履歷和 LinkedIn 的個人檔案，並訓練她向董事局清晰表達自己的意見。」何翠怡解釋。

這種重塑品牌和提升自信的策略最終取得成效。這位客人經瑞華重新打造個人品牌後，應邀參加了多家公司的求職面試，結果收到四份錄取通知，並獲大幅加薪。

過去數年，何翠怡一直是總商會卓青社的活躍會員，曾舉辦和參

與多項指導計劃，又與總商會其他年青創業家分享心得。

無論是個人抑或企業客戶，瑞華的顧問都會先問對方有何過人之處，接著提出與客戶個性有關的問題，例如您有甚麼與眾不同的經驗和優點？

「要是您知道自己有何過人之處，您能否肯定它為人所見、所聞、所感？」

瑞華以此作為起點，幫助客戶打造和完善個人品牌，確保他們的公眾形象與自我期待的形象一致。因此，如有意拓展事業或業務，或純粹希望確保個人專業形象得以清晰地界定和展現，不妨從建立獨有的個人品牌做起。



# Motivation to Get Moving!

## 積極動起來！

Combining technology with personal fitness equipment allows users to keep fit at home, track their progress and connect with the Move It community  
結合科技和個人健身設備，  
用家可在家健身、記錄進度和  
聯繫 Move It 社群

**“Our vision is to build the world’s largest digital gym platform,” said Oscar Wong, Co-founder of Eggplant Technologies.**

He founded the company in 2014 out of a joint passion for fitness and technical engineering. Its mission is to help people build fitness into their daily lives by providing an engaging and effective workout experience from home.

To create a digital gym experience, the team at Eggplant Technologies focused on designing their smart home fitness brand, called Move It. This turns traditional workout equipment into smart devices that can track your movements. These Move It devices, which include smart dumbbells, skipping rope, boxing gloves, hula hoop, resistant bands, pushup bar, ab roller, and punch bags, are in turn connected to the Move It mobile app, which provides users with hundreds of workouts designed by professional personal trainers to use in the comfort of their own home.



By tracking workouts and organizing group competitions, Eggplant Technologies has also created and motivated a community of digital gym users through the Move It app. Their success in this

area has also garnered the attention of tech giants such as Xiaomi. In fact, four of the ten smart home fitness products the company has launched in the past three years have been successfully launched through Xiaomi’s platform.

Although combining innovative software and hardware together to create an interactive workout experience is not uncharted territory in the fitness industry, the success of Move It is down to the experience of Eggplant Technologies’ team in both fitness and engineering, Wong said.

“Very few companies can do both

hardware and software well, but Move It – with our founding teams that stack 20-plus years of hardware and software experience – brings both sides together seamlessly,” he said.

As a fairly new business, Eggplant Technologies has benefited from its membership of the Chamber as it has grown and developed. “HKGCC brings us helpful information and clarity about the business environment in

Hong Kong, which is important for us to stay on top of the ever-changing markets,” said Wong.

The Covid-19 pandemic has been difficult for most companies, start-ups especially





so, but Eggplant Technologies actually saw a growth in sales in 2020, in both the local Hong Kong and overseas markets. The company credits this to the growing demand for smart home fitness products as lockdowns and social-distancing measures became the norm around the world as well as an increasing focus on health.

“People are more health conscious in light of such a situation and they want to stay healthy to increase their immunity,” Wong explained.

While the increased demand has been very welcome, it also created some challenges for the company ranging from increased costs to delays in delivering products to customers. “Fortunately, we have been able to find solutions with help and support from our partners,” he added.

For its next move, Eggplant Technologies is currently working with Dorsett Hotels to bring in-hotel-room workouts to their guests and customers under quarantine. Residents will be able to request a Move It device to their room, connect the device to a screen, and make the most of their quarantine time to begin their fitness journey or to keep in shape.



**「我們的願景是建立全球最大的數碼健身平台。」茄子科技聯合創始人黃俊說。**

憑藉對健身和技術工程的熱誠，他於2014年成立茄子科技，致力透過提供既有趣又有效的在家運動體驗，協助顧客將健身融入日常生活。

為打造數碼健身體驗，茄子科技的團隊專注設計其智能家居健身品牌 Move It，將傳統健身設備升級為可記錄動作的智能裝置。Move It 設備包括智能啞鈴、跳繩、拳擊手套、呼啦圈、彈力訓練帶、掌上壓輔助器、健腹輪和拳擊球等，將之連接到 Move It 流動應用程式，即可進行由專業健身教練設計的數百套訓練動作，讓用家安在家中運動。

茄子科技透過追蹤運動紀錄和舉辦團體比賽，在 Move It 應用程式建立了數碼健身社群，鼓勵成員積極運動。該公司在這領域的出色表現，吸引了小米等科技巨擘的注意。事實上，該公司在過去三年推出了十款智能家居健身產品，當中有四款通過小米平台成功推出市場。

黃俊指出，結合創新軟件和硬件的互動運動體驗在健身業界並非嶄新的意念，而 Move It 的成功實有賴茄子科技團隊

在健身和工程方面均具備豐富的經驗。

「甚少公司同時精通硬件和軟件，但 Move It 的創始團隊在這兩方面皆累積了20多年的經驗，使兩者能夠無縫融合。」他說。

茄子科技作為新創企業，在成長和發展的過程中加入總商會成為會員，讓他們獲益良多。黃俊表示：「總商會提供實用明確的本地營商資訊，有助我們掌握不斷變化的市場趨勢。」

新冠病毒疫情令大部分企業尤其是初創公司陷入困境，惟茄子科技於2020年在香港和海外市場的銷售額皆錄得增長。該公司將此歸因於封鎖和社交距離措施在世界各地成為常態，加上大眾日益關注健康，帶動智能家居健身產品的需求上升。

黃俊解釋：「在這非常時期，民眾更注重身體健康，希望透過強身健體來增強免疫力。」

需求增加固然可喜，但同時亦為公司帶來挑戰，例如成本上升及交付延誤。他又說：「幸好我們得到業務夥伴的協助和支持，令問題得以解決。」

茄子科技現正與帝盛酒店合作，為賓客和接受隔離檢疫的顧客提供客房運動方案。住客只需要求酒店將 Move It 設備送到客房，再接上屏幕，即可善用隔離的時間展開健體修身大計。

Company: **Eggplant Technologies Ltd**

公司名稱: 茄子科技有限公司

HKGCC Membership No. 總商會會員編號: HKE0546

Established 創辦年份: 2015

Website 網站: <http://eggplant-tech.com/en/index.html>

# Knowledge to Help Businesses Stay Ahead

## 掌握資訊 保持領先

Hong Kong's high concentration of multinational companies drives strong demand for in-depth research

香港匯聚跨國企業，帶動市場對深入研究的強勁需求

**In a fast-paced world where knowledge is power, Euromonitor International plays a vital role by providing in-depth research that enables companies and consumers to stay abreast of ever-changing markets.**

Founded in 1972 in London, Euromonitor has expanded over the years and today is a global market research company that provides intelligence covering more than 40 industries across 210 countries. The company's Hong Kong base enables Euromonitor International to take advantage of the city's status as an international financial centre and trading hub.

"The vast number of international companies with global and regional headquarters stationed in the city results in a huge demand for market research and strategy consulting solutions," said General Manager Sabrina Sakhrani.

Euromonitor International Hong Kong joined the Chamber in 2020 to expand its network, and also to give back to the community through its knowledge and expertise.

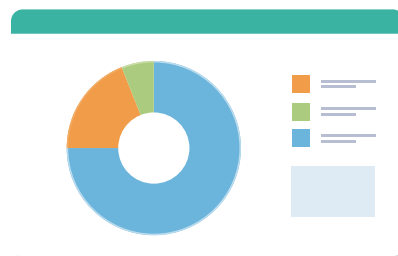
"HKGCC is one of Hong Kong's first and most diverse business associations," Sakhrani said. "Being

a part of the Chamber can help us connect with the business community in Hong Kong, provide the opportunity for us to build our network and also allow us to get an inside view of the Hong Kong business environment."

As the business world is constantly changing, organizations must be quick on their feet to adapt to the latest technology and consumer trends. The importance of relevant and up-to-date information is amplified as a company grows. Business decisions can come at a cost

if organizations do not have access to research to help them plan ahead.

"A common challenge organizations face during decision making is information asymmetry," said Research Manager Herbert Yum. "In other words, businesses tend not to have enough information to make optimal decisions for their future business plans."



Euromonitor aims to bridge that information gap by understanding its clients' business objectives, and offering customised solutions.

And just as its clients want to stay on top of the competition, Euromonitor International has also been expanding its services by tapping into the tactical data space. Its recently launched pricing intelligence solution, Via, tracks more than 22 million SKUs (stock-keeping units) across consumer goods industries, allowing organizations to "highlight price changes, benchmark against competitors, and inform investment decisions by providing context to an ever-challenging e-commerce environment," Sakhrani explained.

Company : **Euromonitor International (Hong Kong) Ltd**  
公司名稱：歐睿國際(香港)有限公司  
HKGCC Membership No. 總商會會員編號：HKE0540  
Established 創辦年份：1972  
Website 網站：<https://www.euromonitor.com/>



**在節奏急速、知識就是力量的世界，歐睿國際的深入研究分析發揮關鍵作用，協助企業和消費者緊貼瞬息萬變的市場發展。**

歐睿在 1972 年於倫敦成立，經過多年來不斷擴展，如今已成為一家環球研究公司，提供遍及 210 個國家、超過 40 個行業的資訊。歐睿國際在香港設有辦事處，藉此利用香港作為國際金融中心及貿易樞紐的優勢。

總經理 Sabrina Sakhrani 表示：「大量跨國企業來港設立全球及地區總部，造就對市場研究和策略顧問方案的龐大需求。」

歐睿國際香港在 2020 年加入總商會，藉以擴展網絡，同時運用專業知識和技能回饋社會。

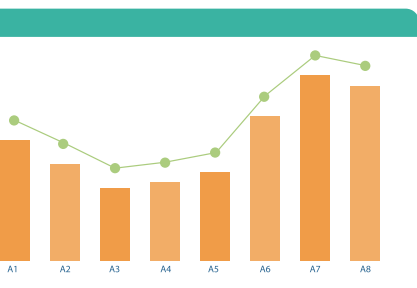
「總商會是香港最早成立、最多元化的商業機構之一。加入總商會有助我們與香港商界建立聯繫，從而拓展網絡，以及深入了解香港的營商環境。」Sakhrani 解釋。

商業世界不斷轉變，機構必須迅速應對，適應最新的科技和消費趨勢。隨著公司發展成長，與時並進的資訊更顯重要。假如機構未有借助研究分析預先作出規劃，或會導致代價不菲的商業決策。

「資訊不對等是機構作出決策時面對的常見問題。換言之，企業為未來業務計劃作出最佳決策時，往往未能掌握充足的資訊。」研究經理 Herbert Yum 如是說。

歐睿透過了解客戶的業務目標，致力消除資訊差距，並提供度身訂造的解決方案。

歐睿國際跟客戶一樣，都希望在競爭中節節領先，公司遂進軍戰術數據領域，擴充服務。該公司最近推出了智慧定價方案 Via，追蹤消費品行業逾 2,200 萬項產品的庫存，讓企業可「藉此留意價格變動，參照競爭對手的定價，同時洞悉充滿挑戰的電商市場形勢，從而作出明智的投資決策。」Sakhrani 解釋。



Qianhai officials and representatives from Hong Kong and Macao business groups signed a Memorandum of Understanding (MoU) on 26 January to promote a closer business relationship and to facilitate talent exchange among Qianhai, Hong Kong and Macao. China Committee Chairman Petrina Tam signed the MoU on behalf of HKGCC in an online ceremony that was also attended by Chamber CEO George Leung. On the Qianhai side, the MoU was signed by Wang Jinxia, Deputy Director of the Authority of Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone of Shenzhen Municipality. With the continuing development in Shenzhen, this MoU will help facilitate cooperation between Hong Kong businesses and their counterparts across the border.

前海官員與港澳兩地的商業團體代表在 1 月 26 日簽署合作備忘錄，以加強前海與港澳兩地的商業聯繫，促進人才交流。在當天的網上簽署儀式，中國委員會主席譚唐毓麗代表總商會簽署備忘錄，總商會總裁梁兆基亦有出席見證；前海一方則由深圳市前海深港現代服務業合作區管理局副局長王錦俠簽署。隨著深圳持續發展，合作備忘錄將促進香港及內地企業加強合作。

PwC expert Cathy Jiang briefed members about the latest development policies and business opportunities in Shenzhen at a webinar on 9 February. She noted that the city's focus on innovation and technology, which fuels its role as the "engine" of the Greater Bay Area, was providing opportunities for increased cross-border cooperation among academics and businesses.

羅兵咸永道的專家江凱出席 2 月 9 日的網上研討會，介紹深圳的最新發展、政策和商機。她指出，深圳專注發展創新科技，發揮促進大灣區增長的「引擎」角色，有利學界和商界加強跨境合作。



The introduction of the Individual Income Tax (IIT) subsidy has been one of the key developments in the Greater Bay Area. This subsidy enables qualified individuals to pay a similar rate of personal tax as they do in Hong Kong when working in the Mainland. However, applicants for the IIT subsidy must stay up-to-date on the requirements and strictly follow the guidelines, or risk missing out on the benefits. Rebecca Lai, Partner, Global Employer Services at Deloitte China, along with her colleagues Kenneth Peh, Director, and Kelvin Ku, Manager, spoke at a Chamber webinar on 5 February about the implementation details of the IIT. They also discussed the economic prospects of the nine Mainland GBA cities and their respective industry specializations.



大灣區的重要發展包括推出個人所得稅補貼，允許在內地工作的合資格港人按香港稅率繳納相若的個人所得稅。然而，個稅補貼申請人須留意最新的規定，並嚴格遵守指引，否則可能不獲受理。德勤中國僱主人力資源全球服務合夥人黎美芬、服務總監白振昌及經理顧嘉圻出席 2 月 5 日的總商會網上研討會，講解個稅補貼的實施細則，並探討九個內地大灣區城市的經濟前景及各市的專長領域。





*"We aim to arm future business leaders with skills in problem solving, critical thinking and leadership to build a better society."*

— Alexander Lo,  
Executive Director of  
Great Eagle Holdings Limited

## Climate Resilient Property Development for Sustainable Community

Climate change has been manifesting itself, and is having significant impacts on our ecosystems, economies and communities. Great Eagle Group, by acting as a responsible corporate citizen wherever it has a presence, has been looking for innovative solutions to its property business that can have a significant environmental impact in response to climate change and sustainable challenges.

### Property Development in Future Climate

It is the second year the Great Eagle Group has been joining HKGCC Business Case Competition. This year, the Group sets its theme as designing a new property development that is resilient to climate change, and also facilitating different lifestyles in Hong Kong in 2030. Students have to identify key problems that the development may have in the face of climate change, and propose how to plan for, implement, and monitor climate risk management practices, with a vision to build a sustainable future.

Alexander Lo, Executive Director of Great Eagle Holdings Limited, said, "We are glad to take part in the Competition once again to understand how young people see the world, also to work together for a brighter future. We see climate change as a real and serious issue and it has been causing global challenges, that's why we must act now and build a sustainable tomorrow. We are eager to see the creative solutions come up by the students to bring positive impact to the society."



### Tackling Climate Change with Social Challenge

The competition saw an overwhelming response. Top five teams were selected to receive mentoring from seasoned professionals across different business units of Great Eagle. After several online mentoring meetings, students refined their proposals and the top three teams were advanced to the final pitching and presented their solutions to the judging panel.

British Army, A team of five students from HKU and HKUST has emerged as the champion with their project "Querencia". Other than considering the climate change challenge, the proposal also takes social and technological shift into account. With an aim of utilizing "Internet of Things" to build "Internet of People" for promoting a sustainable and supportive community, the team stood out among the finalists and won the championship in the competition.





# Update on Arbitral Awards

## 仲裁裁決法規更新

Legal updates to Supplemental Arrangement provide more clarification and extend the scope of mutual recognition and enforcement in both the Mainland and Hong Kong  
《補充安排》的法規更新提供更大的確定性，並擴大內地與香港相互認可和執行仲裁裁決的範圍

**The increase in cross-border business as a result of the Greater Bay Area initiative is providing further demand for arbitration as a way of resolving commercial disputes. Recent updates to the relevant legislation extend the scope of arbitral awards in both Hong Kong and the Mainland and provide some more clarification.**

The scope and procedures in relation to the mutual enforcement of arbitral awards between the Mainland China and the HKSAR are governed by the  
"Arrangement Concerning Mutual Enforcement

of Arbitral Awards between the Mainland China and the HKSAR." This was signed as early as 1999, and has been effective since 1 February 2000. Throughout the past two decades, the Arrangement has proved to be successful.

On 27 November 2020, the Vice-president of the Supreme People's Court and the Secretary for Justice of the HKSAR signed a Supplemental Arrangement. This was made to further improve the operation of the Arrangement, after taking into account 20 years of implementation experience and feedback from the arbitration sector.

The Supplemental Arrangement introduces four key changes to the Arrangement:

- It clarifies that the procedures for enforcing arbitral awards of the Mainland China or the HKSAR prescribed in the Arrangement shall include the procedures for "recognition." In other words, pursuant to the Supplemental Arrangement, arbitral awards will be both recognised and enforced in Mainland China and the HKSAR.
- The relevant Court of Mainland China or the HKSAR may impose preservation measures before or after the Court's acceptance of an application to enforce an arbitral award. This particular change is likely made to fill a gap under the Arrangement Concerning Mutual Assistance in Court-ordered Interim Measures in Aid of Arbitral Proceedings by the Courts of the Mainland China and of the HKSAR, which took effect on



1 October 2019. Under the Interim Measures Arrangement, a party to arbitral proceedings in Hong Kong can apply for interim measures from the Mainland Courts any time before the arbitral award is made for the purpose of protecting the enforcement of the arbitral award. However, the Interim Measures Arrangement is not applicable to the stage of enforcement of the arbitral award (i.e. after the arbitral award is published). The Supplemental Arrangement therefore clarifies that a party may apply for preservation measures at all stages in the arbitration proceedings.

■ It clarifies that the Arrangement shall apply to arbitral awards made under the Arbitration Ordinance of the HKSAR as enforced by the People's Courts of Mainland China, and arbitral awards made under the Arbitration Law of Mainland China as enforced by the Courts of the HKSAR. With this amendment, more arbitral awards will fall under the application of the Arrangement (including ad hoc arbitrations which are not covered by the Interim Measures Arrangement). This is also to align with the prevalent international approach of "seat of arbitration" under the New York Convention.

■ It provides that if the party against whom the application is filed is domiciled in both Mainland China and the HKSAR, or has property in both jurisdictions that may be subject to enforcement, the applicant may file applications for enforcement with the Courts of the two jurisdictions simultaneously, provided that the total amount recovered by

the applicant will not exceed the amount awarded. The removal of the restriction on making simultaneous enforcement applications in the Mainland China and Hong Kong is an important breakthrough as the amendment will minimize the risk of an award debtor hiding or transferring his properties to one jurisdiction when an enforcement application was made against him or her in another jurisdiction.

The amendments (1) and (2) above took effect in the HKSAR on 27 November 2020, whereas amendments (3) and (4) will take effect after the HKSAR has made the necessary amendments to the relevant provisions in the Arbitration Ordinance. On the other hand, the Supplemental Arrangement has already been implemented in the Mainland China by way of a judicial interpretation as promulgated on 27 November 2020.

Without doubt, the Supplemental Arrangement will facilitate the smooth operation of the Arrangement and will be conducive to the development of Hong Kong as the dispute resolution centre of the Greater Bay Area.

**大灣區倡議帶動跨境業務增長，市場對調解商業糾紛的仲裁服務需求亦隨之增加。最近，相關法規經過更新後，擴大了香港與內地仲裁裁決的範圍，並進一步澄清若干議題。**

有關內地與香港特別行政區相互執行仲裁裁決的範圍和程序是由早於 1999 年簽訂、於 2000 年 2 月 1 日生效的《關於內地與香港特別行政區相互執行仲裁裁決的安排》（下稱《安排》）所管轄。過去 20 年，《安排》被充分證實行之有效。

2020 年 11 月 27 日，最高人民法院副院長與香港特區律政司司長簽署了《補充安排》。這是在考慮仲裁業界 20 年來的執行經驗和反饋後，為了改善《安排》的運作而作出的《補充安排》。

《補充安排》為《安排》帶來了四項重要變更：

■ 《補充安排》澄清了《安排》所指執行內地或香港特區仲裁裁決的程序須涵蓋「認可」的程序。換言之，根據《補充安排》，仲裁裁決將在內地及香港特區予以「認可」和「執行」。

■ 內地或香港特區的相關法院可於法院受理執行仲裁裁決申請之前或之後採取保全措施。這一特別變更很可能是為了填補於 2019 年 10 月 1 日生效的《關於內地與香港特別行政區法院就仲裁程序相互協助保全的安排》的不足而作出。在《臨時措施安排》下，為確保仲裁裁決可予執行，香港特區仲裁程序中的一方可在仲裁裁決頒布之前的任何時間向內地法院申請臨時措施。然而，《臨時措施安排》並不適用於仲裁裁決的執行階段（即仲裁裁決公布之後）。就此，《補充安排》澄清了當事方可在仲裁程序的任何階段申請保全措施。

■ 《補充安排》澄清了《安排》須適用於由內地人民法院執行、按香港特區《仲裁條例》作出的仲裁裁決，以及由香港特區法院執行、按中華人民共和國仲裁法作出的仲裁裁決。這項變更令《安排》適用於更多的仲裁裁決（包括不適用於《臨時措施安排》的臨時仲裁），亦與國際普遍採用的《紐約公約》下「仲裁地」的定義方式保持一致。

■ 倘被申請人在內地和香港特區均有住所，又或在內地和香港特區皆有可供執行的財產，則《補充安排》允許申索人同時向內地和香港特區的法院申請執行仲裁裁決，前提是申請人不得索回超過其仲裁裁決頒令的金額。免除向兩地法院同時申請執行仲裁裁決的限制是一項重大突破，因為這將大大減低裁決債務人在一個司法管轄區對其進行執行申請時，他／她在另一個司法管轄區藏匿或轉移其財產的風險。

在香港，上述（1）及（2）項變更已於 2020 年 11 月 27 日生效，而上述（3）及（4）項變更將於完成《仲裁條例》內相關條文的所需修訂後生效。另一方面，在內地，《補充安排》已通過於 2020 年 11 月 27 日頒布的司法解釋實施。

無疑，《補充安排》將有助《安排》的順利運作，並促進香港發展成為大灣區的爭議解決中心。



The background of the entire page is an aerial photograph of a busy port. Numerous colorful shipping containers are stacked in neat rows. Several large blue gantry cranes are positioned along the waterfront, with some lifting containers. The water is a deep blue. Overlaid on the image are several white circular icons: an airplane, a cloud, a truck, a forklift, a warehouse, and a Wi-Fi symbol.

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免關稅臨時進口至  
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Duty free & tax free for temporary imports to 78 countries & districts

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駕駛你的私家車  
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Drive your private car across the border





## Asia & Africa Committee 亞洲及非洲委員會

### RCEP Creates Regional Opportunities 區域全面經濟夥伴協定為區內創造機遇

《區域全面經濟夥伴協定》（RCEP）將建立全球最大的自由貿易區，涵蓋世上約三分之一人口和經濟總量，規模較歐盟更大。在總商會 2 月 23 日的網上研討會，多位講者剖析協定可能對區內貿易投資造成的影響，以及預期將帶來的機遇。渣打銀行（香港）大中華區高級經濟師劉健恆表示，由於中國之前並未與日本和韓國簽訂自由貿易協定，RCEP 將拉近中國在貿易和投資方面與日韓兩國的距離。羅兵咸永道香港稅務服務高級經理 Kathleen Wang 及中國合夥人蔡凌江指出，RCEP 將取消區內 92% 或以上商品的關稅，因此會員可多加留意商品貿易的潛在商機。香港貿發局亞洲及新興市場研究經濟師何善敏表示，RCEP 成員國一直是香港重要的貿易夥伴，佔香港貿易總量的 73%。香港有潛力發展為區內採購樞紐及金融中心，從而在 RCEP 中發揮重要角色。



### Remote Business Matching With Korean Firms 韓企網上商貿配對

Business matching meetings with overseas contacts have been off limits for the past year due to the coronavirus restrictions on travel. To adapt to these circumstances, the Chamber organized an online business matching meeting on 3 February, to give our members the opportunity to speak to a number of Korean exporters face-to-face.

At socially distanced stations at the Chamber, members were able to view and handle samples of Korean products, while speaking to the exporters in Korea via Zoom. Korean products are known for their high quality, and members viewed a range of items from cosmetics and mobile phone accessories to a wearable laser-therapy massager. This event was organized with the help of the Suwon Government in Seoul.



過去一年，各地為遏止新冠病毒傳播而實施旅遊限制，令企業未能與海外商家進行商業配對會議。為此，總商會於 2 月 3 日舉行網上商貿配對活動，讓會員趁機與多家韓國出口商直接洽商交流。活動期間，會員在符合社交距離的情況下邊觀摩韓國產品樣本，邊透過 Zoom 與身處韓國的出口商洽談對話。韓國產品素以質量上乘見稱，會員在活動上細察了當地的各種產品，包羅化妝品、手機配件以至穿戴式激光治療按摩器。是次活動在首爾水原市政府協助下舉辦。



The RCEP will create the world's largest trading bloc, accounting for one third of the world's population and global GDP, making it bigger than the E.U. At a Chamber webinar on 23 February, a panel of speakers shared their insights on the agreement's potential impacts on trade and investment in the region, and the opportunities that are expected to arise.

Kelvin Lau, Senior Economist for Greater China at Standard Chartered Bank (Hong Kong), said the RCEP would bridge the trade and investment gap between China and Japan and Korea, as China did not have an FTA with the other two previously. Kathleen Wang, Tax Services Senior Manager at PwC Hong Kong, and Kevin Tsoi, Partner at PwC China, encouraged members to look at the potential opportunities in trade in goods, as the RCEP will eliminate tariffs on at least 92% of goods in the region. Melissa Ho, Economist for Asian and Emerging Markets Research at HKTDC, said RCEP member countries have traditionally been important trading partners for Hong Kong, accounting for 73% of Hong Kong's total trade. Hong Kong could potentially become the region's sourcing hub and financing centre, and therefore play an important role in the RCEP.

## Americas Committee 美洲委員會

### Insight into U.S. Global Relations 剖析美國國際關係

Despite the current tensions over trade and cybersecurity, the United States and China can still focus on areas of cooperation, said Timothy Roemer at the Americas Committee meeting on 20 January. Roemer is currently Executive Director and Strategic Counselor at APCO Worldwide, and is a former U.S. Congressman and U.S. Ambassador to India. He said the world's two biggest economies could strengthen collaboration on a number of issues of mutual concern, including extreme weather disasters made worse by climate change, water and food security, healthcare solutions for ageing populations, public health emergencies, and higher education initiatives. Roemer also discussed how he expected the U.S. would go about rebuilding its reputation and alliances in Asia and around the world.



在 1 月 20 日的美洲委員會會議，APCO Worldwide 執行董事兼策略顧問、前美國國會議員及前美國駐印度大使 Timothy Roemer 表示，儘管美國與中國目前在貿易和網絡安全問題上關係緊張，兩國仍可專注發展合作領域。他指出，全球兩大經濟體可在多個共同關注的議題上加強合作，包括因氣候變化而加劇的極端天氣災害、食水和糧食安全、老齡人口的醫療保健方案、公共衛生緊急事故和高等教育倡議。Roemer 還剖析美國將如何在亞洲和世界各地重拾名聲和重建聯盟。

## COMMITTEE CHAIRMEN

### 委員會主席



**Americas Committee**  
美洲委員會  
Prof Steve Wong  
黃兆輝教授



**Asia & Africa Committee**  
亞洲及非洲委員會  
Lt Col Nigel Anthony Collett



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香港服務業聯盟 — 執行委員會  
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駱凱燕女士



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數碼、資訊及電訊委員會  
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陳婉真女士



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經濟政策委員會  
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歐洲委員會  
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Ms Agnes Chan  
陳瑞娟女士



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工業及科技委員會  
Mr William Yuen Fai Lai  
黎元輝先生



**Legal Committee**  
法律委員會  
Ms Agnes Tan  
陳國萍女士



## Americas Committee 美洲委員會



**Dominican Republic Eager to Promote Quality Products**  
多明尼加共和國冀推廣優質產品

Eduardo Alvarez, Consul General of the Dominican Republic in Hong Kong and Macau, and Consul Amado Raful visited the Chamber on 22 February, where they were welcomed by CEO George Leung, Americas Committee Chairman Steve Wong and the Chamber's PR & Programs Director Malcolm Ainsworth. Both sides discussed topics regarding trade, investment and cooperation between the Dominican Republic and Hong Kong. Consul General Alvarez said businesses in the Dominican Republic were looking to penetrate the Hong Kong and Mainland China markets, especially in agricultural products including coffee, cocoa, pineapple, avocado, coconut, cigars and tobacco. Chamber CEO Leung stressed that Hong Kong is an excellent platform for companies from the Dominican Republic to expand into the Greater Bay Area. The participants also discussed possible ways to collaborate in the future, including Zoom meetings and webinars, that would be mutually beneficial for Dominican Republic businesses and Chamber members.

多明尼加共和國駐香港及澳門總領事 Eduardo Alvarez 及領事 Amado Raful 於 2 月 22 日到訪，由總商會總裁梁兆基、美洲委員會主席黃兆輝和公共關係及項目總監麥爾康接待。雙方討論多明尼加共和國與香港之間的貿易、投資及合作議題。總領事 Alvarez 指出，多明尼加共和國的公司有意進軍香港及中國內地，尤其是農產品市場，包括咖啡、可可、菠蘿、牛油果、椰子、雪茄及香煙等。總商會總裁梁兆基強調，香港是多明尼加共和國企業拓展大灣區市場的良好平台。雙方還討論未來合作的方式，包括通過 Zoom 召開會議及舉行網上研討會，這些活動對多明尼加共和國企業及總商會會員皆有裨益。

## Digital, Information & Telecommunications Committee 數碼、資訊及電訊委員會

WhatsApp's announcement in early January to update its privacy policy attracted considerable attention worldwide. At a webinar on 8 February, Clair Deevy, WhatsApp's Director of Public Policy, and George Chen, Facebook's Head of Public Policy for Hong Kong, Taiwan & Central Asia, said that changes to its privacy protection mechanisms will not, among others, affect personal messaging on WhatsApp, or expand WhatsApp's policy for sharing data with Facebook beyond what was previously announced in 2016. They also introduced the various features of WhatsApp for Business, including its new cloud-based hosting services.

WhatsApp 在 1 月初宣布更新私隱條款後，引起全球廣泛關注。在 2 月 8 日的網上研討會，WhatsApp 亞太區公共政策總監 Clair Deevy 和 Facebook 香港及台灣公共政策總監陳澍指出，WhatsApp 私隱保障機制的修訂既不涉及個人訊息，而 WhatsApp 與 Facebook 共享數據的權限政策也不會超出於 2016 年訂立的範圍。兩位講者還介紹了 WhatsApp Business 的各種功能，包括全新的雲端託管服務。



Tony Lam, Deputy Privacy Commissioner for Personal Data, Office of the Privacy Commissioner for Personal Data (PCPD), shared his insights on some of the cyber and data security issues related to remote working arrangements at a committee meeting on 29 January. He also offered advice on some of the ways businesses could mitigate such risks.

個人資料私隱專員公署副個人資料私隱專員林植廷出席 1 月 29 日的委員會會議，剖析遙距工作安排涉及的網絡和數據安全問題，並就企業如何減低相關風險提出建議。

## Europe Committee 歐洲委員會

### U.K.'s Global Relations in a Post-Brexit Era 後脫歐時代英國的國際關係

Now that it is no longer part of the European Union, the United Kingdom can forge its own trade relations with other countries. What form will these new ties take, and what role will Britain play on the world stage in a post-Brexit era? Paul McComb, Director-General of Trade and Investment at the Department for International Trade of the British Consulate-General Hong Kong, discussed these issues and more at a webinar on 4 February. He explained that the U.K. had exited smoothly from the E.U. and that the British Government was working to develop constructive and reciprocal relationships with nations around the world by transitioning or improving trade deals.



In the short term, he said that businesses trading with the U.K. will have to deal with additional paperwork and customs requirements, but should be able to quickly adapt to the new processes. McComb also said he anticipated the investment appetite towards the U.K. would remain keen after Brexit, owing to the country's resilience and language advantage. In the longer term, the U.K. Government plans to unveil 10 free ports across the nation, which are expected to boost the post-Brexit economy and facilitate international trade.

英國已非歐洲聯盟一員，如今可自行與其他國家建立貿易關係。這些新貿易聯繫將以何種方式開展？英國於後脫歐時代將在世界舞台扮演甚麼角色？英國駐香港總領事館貿易及投資處長麥冠明出席 2 月 4 日的網上研討會，探討上述及其他議題。他解釋，英國已順利退出歐盟，而英國政府亦著力通過過渡或完善貿易協議，與世界各國開展具建設性、互惠互利的關係。

麥冠明表示，短期而言，與英國有貿易往來的企業難免要應對額外的文書工作和海關要求，惟他們應能迅速適應新的作業流程。他還預期，憑藉英國的韌性和語言優勢，投資當地的意欲在脫歐後將維持強勁。長遠而言，英國政府計劃在全國開設十個自由港，可望提振脫歐後的國內經濟和促進國際貿易。

### Growing Hong Kong-U.K. Trade 港英貿易持續增長

Tamsin Heath, Acting Consul General of the United Kingdom, and her colleague James Gallagher, Deputy Director of Trade, called on Chamber Chairman Peter Wong and CEO George Leung on 18 February to discuss bilateral trade development between the U.K. and Hong Kong, as well as post-pandemic economic recovery plans. During the meeting they also discussed ways to collaborate with the Chamber to help companies in both the U.K. and Hong Kong learn more about business and investment opportunities in each other's markets.

英國駐港署理總領事何思婷及副貿易總裁紀立勤於 2 月 18 日與總商會主席王冬勝和總裁梁兆基會面，討論英國與香港的雙邊貿易發展，以及促進疫後經濟復蘇的計劃。期間，雙方亦探討了與總商會合作的方式，讓兩地企業更了解對方市場有何商業及投資機會。

## COMMITTEE CHAIRMEN 委員會主席



**Manpower Committee**  
人力委員會  
Ms Connie Lam  
林翠華女士



**Membership Committee**  
會員關係委員會  
Mr Leland Sun  
孫立勳先生



**Real Estate & Infrastructure Committee**  
地產及基建委員會  
Mr Nicholas Brooke  
蒲祿祺先生



**Retail & Tourism Committee**  
零售及旅遊委員會  
Ms Sylvia Chung  
鍾慧敏女士



**Shipping & Transport Committee**  
船務及運輸委員會  
Mr Kenneth Bell  
鮑健偉先生



**Small & Medium Enterprises Committee**  
中小型企業委員會  
Mr Norman Yeung  
楊敏健先生



**Taxation Committee**  
稅務委員會  
Ms Alice Leung  
梁愛麗女士



**Taiwan Interest Group**  
台灣小組  
Mr P C Yu  
余鵬春先生



**Women Executives Club**  
卓妍社  
Ms Nikki Ng  
黃敏華女士



**Young Executives Club**  
卓青社  
Mr Eric Fok  
霍啟山先生



Ms Elsa Wong  
黃玉娟女士



## Health & Wellness Working Group 醫療與健康工作小組



Dr Leung Pak-yin and Dr Tsang Ho-fai Thomas, both members of the Government Task Force on the Covid-19 Vaccination Programme, spoke at a Chamber webinar on 25 January where they discussed the vaccines that Hong Kong plans to use, and also explained how the vaccination programme would be rolled out. The event was organized by HKGCC and the Hong Kong Public Relations Professionals' Association, and was followed by a press conference.

政府疫苗接種計劃專責工作小組兩位成員梁栢賢醫生和曾浩輝醫生於 1 月 25 日出席總商會網上研討會，討論香港計劃採用的疫苗，並講解疫苗接種計劃的細節。是次活動由總商會及香港公共關係專業人員協會合辦，會後設有記者會。

Hong Kong company UMP Healthcare has successfully expanded across the Greater Bay Area (GBA) in recent years. At a Working Group meeting on 19 February, Felix Lee, Executive Director of UMP Healthcare, discussed the company's experience in the region, where it operates community health centres and works with corporates and insurance companies to provide a range of healthcare services. He also shared his insights on how local businesses in the health and wellness sector can seize the opportunities arising in the GBA.

港企聯合醫務近年成功拓展大灣區市場。在 2 月 19 日的工作小組會議，聯合醫務執行董事李家聰分享公司在大湾区的營商經驗，包括在區內經營社區健康中心，以及與企業和保險公司合作提供一系列醫療服務，又探討了本地的醫療保健業企業如何把握大灣區的機遇。

## Food & Beverage Working Group 餐飲業工作小組

The Chamber sent a letter to the Government on 3 February calling for the relaxation of reduced capacity in restaurants and ending the ban on evening dine-in to help the food and beverage industry. This sector has continued to suffer from the economic effects of such measures, despite a tapering off in the number of cases in the city, and the fact that F&B businesses have not been significant contributors to the spread of Covid-19 in Hong Kong. The letter also included recommendations on a range of industry initiatives to safeguard public health.

總商會於 2 月 3 日致函政府，促請當局放寬食肆人數限制及晚市堂食禁令，為餐飲業紓困。儘管本港確診個案數字逐步回落，惟業界仍繼續承受該等限制措施帶來的經濟衝擊，而事實上，餐飲企業並非新冠病毒在港傳播的主要媒介。本會還就業界可採取的措施提供建議，致力保障公共健康。

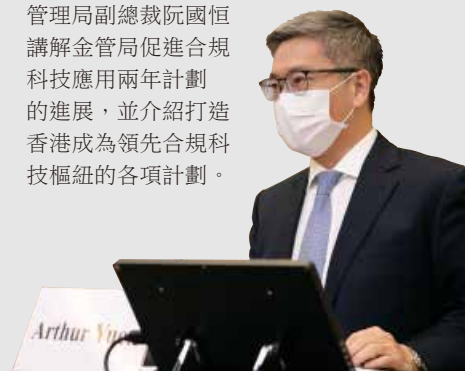
The Chamber conducted a survey in early February in conjunction with the Save Hong Kong F&B Alliance and the Institution of Dining Arts. With many food and beverage operators struggling to survive since the imposition of stringent social distancing restrictions to curb the fourth wave of infections, the majority of respondents were keen to see a loosening of such measures. To enable this move towards reopening, respondents also said they were willing to undertake a range of health and safety measures on a voluntary basis.

總商會聯同救救香港餐飲業大聯盟及稻苗學會於 2 月初進行調查。自政府實施嚴謹的社交距離措施遏止第四波疫情以來，許多餐飲營運商正處於水深火熱之中，因此受訪者大多渴望政府放寬該等限制，他們還表示願意自發採取一系列的衛生安全措施，為餐飲業重開做好準備。

## Financial & Treasury Services Committee 金融及財資服務委員會

Arthur Yuen, Deputy Chief Executive of the Hong Kong Monetary Authority, spoke at the Financial & Treasury Services Committee's meeting on 20 January on the progress of the HKMA's two-year roadmap on regulatory technology (regtech), as well as plans to develop Hong Kong into a leading regtech hub.

在 1 月 20 日的金融及財資服務委員會會議，香港金融管理局副總裁阮國恒講解金管局促進合規科技應用兩年計劃的進展，並介紹打造香港成為領先合規科技樞紐的各項計劃。



## 冼柏堅 1946-2021

總商會前首席經濟學家冼柏堅於2月15日在澳洲陽光海岸的家中不幸中風辭世。

冼柏堅在墨爾本出生，曾任職多份澳洲報章的高級記者，亦曾擔任聯邦議會反對黨時任領袖Andrew Peacock的新聞秘書。他在1989年移居香港，在《南華早報》擔任商業編輯。

他在1991年加入總商會，出任首席經濟學家，直至2003年榮休，與家人返回澳洲。

總商會前總裁祈仕德表示，冼柏堅作為首席經濟學家，是總商會的中流砥柱。「他直率敢言、風趣幽默，而且充滿創意，我十分欣賞他的才幹，以及他在工作上給予的支持。」

總商會前主席鄭維志視冼柏堅為好朋友兼好同事。他憶述：「他總是活力充沛、活潑開朗，為嚴肅的商業世界帶來歡樂。」

在香港生活期間，冼柏堅曾分別出任公司法改革常務委員會、薪酬趨勢調查委員會及香港退休計劃協會行政委員會的成員。回到澳洲後，他成為廣受歡迎的作家和講師，專門剖析商業、經濟及香港議題。

他身後遺下妻子Kylie和兒子Oliver，以及兄弟姊妹Greg、Philip和Wendy。

願他安息。



## Ian Perkin 1946 - 2021

Ian Perkin, former Chief Economist of the Chamber, died at his home on Australia's Sunshine Coast on 15 February, after suffering a stroke.

Born in Melbourne, Ian worked as a senior journalist at a number of Australian newspapers, and also served as Press Secretary to the then Leader of the Federal Opposition, Andrew Peacock. He moved to Hong Kong in 1989 to become Business Editor of the South China Morning Post.

In 1991, he joined the Chamber as Chief Economist, a position he held until his retirement to Australia with his family in 2003.

Former Chamber CEO Brigadier General Ian Christie said Ian was a real rock as the group's Chief Economist. "He was a forthright, entertaining and creative colleague whose competence and support I valued highly."

Christopher Cheng, Former HKGCC Chairman, remembered Ian as a good friend and colleague. "He always had so much energy and a playful streak, which could be very refreshing in the serious world of business."

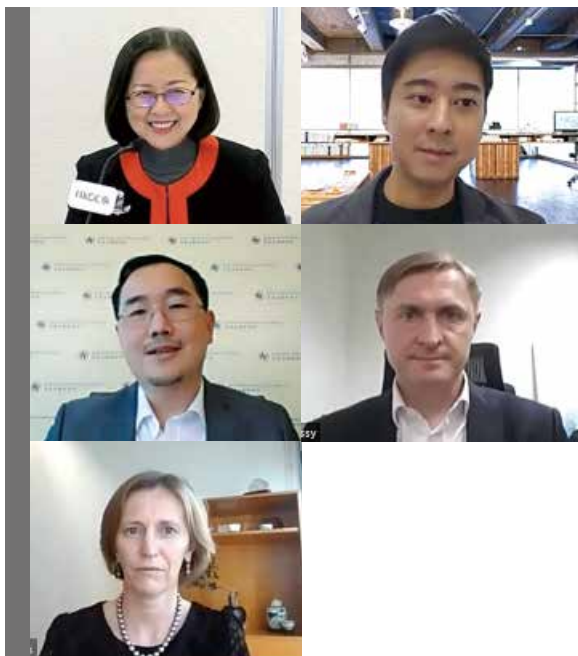
During his time in Hong Kong, Ian was also a member of the Standing Committee on Company Law Reform, sat on the Committee on Private Sector Pay and was on the Executive Committee for the Hong Kong Retirement Schemes Association.

After his return to Australia, he remained in demand as a writer and lecturer on business, economics and Hong Kong.

He is survived by Kylie and their son Oliver, and his siblings Greg, Philip and Wendy.

May he rest in peace.

## Financial & Treasury Services Committee 金融及財資服務委員會



Central bank digital currencies (CBDCs) – digitized currency issued and backed by a central monetary authority – was the focus of discussion at the 27 January webinar. Colin Pou, Executive Director (Financial Infrastructure) at the Hong Kong Monetary Authority, spoke on Project Inthanon-LionRock, a joint initiative between the HKMA and the Bank of Thailand, and the potential of CBDCs to facilitate wholesale and cross-border payments. During the panel discussion that followed, Daniel Chan, Head of Blockchain Innovation Lab at FORMS HK; Charles d’Haussy, Director of ConsenSys; and Benedicte Nolens, Head of the Innovation Hub at the Bank for International Settlements, discussed the future of CBDCs, including their global and local development, design technology, opportunities and challenges, and impact on businesses.

由中央金融管理機構以數碼形式發行的中央銀行數碼貨幣，是1月27日網上研討會的討論焦點。會上，香港金融管理局助理總裁（金融基建）鮑克運介紹金管局聯同泰國中央銀行開展的Inthanon-LionRock研究項目，並講解應用央行數碼貨幣以促進批發和跨境支付的潛力。在隨後的專題討論環節，四方精創區塊鏈創新實驗室總監陳景翔、ConsenSys總監夏多希和國際清算銀行創新中心負責人Benedicte Nolens探討央行數碼貨幣的未來發展，包括國際及本地趨勢、設計技術、機遇與挑戰，以及對企業的影響。



Chamber General Committee member YK Pang represented HKGCC at the Industrialist Forum organized by the Federation of Hong Kong Industries (FHKI) on 28 January. Pang took part in a panel discussion on "Opportunities and Challenges under the Next Normal" that considered how Hong Kong businesses can gain a competitive edge amid the current uncertain global environment. The panel, who included Secretary for Commerce and Economic Development Edward Lau and leaders of some of the major chambers in Hong Kong, also discussed the diverse opportunities emerging in the Mainland market and in the ASEAN region.

總商會理事彭耀佳於1月28日代表總商會出席由香港工業總會舉辦的「工業家論壇」，並參與以「後常態下的機遇與挑戰」為題的研討會，與商務及經濟發展局局長邱騰華及本港其他主要商會的領袖探討香港企業如何在當前不明朗的全球環境保持競爭優勢，並討論內地市場和東盟地區冒起的各種機遇。

## Legal Committee 法律委員會

Pryderi Diebschlag, Senior Associate at MinterEllison LLP, spoke at the Legal Committee's webinar



on 26 January on how businesses could avoid being duped by online scams. He also offered practical advice on the remedial measures available through Hong Kong courts to recover funds lost through such fraudulent schemes.

銘德有限法律責任合夥律師事務所高級律師 Pryderi Diebschlag 出席法律委員會1月26日的網上研討會，講解企業如何避免墮入網上詐騙陷阱，並就受騙企業入稟香港法院追討被騙款項的補救措施提供實用建議。

## Retail & Tourism Committee 零售及旅遊委員會

Better taste, texture and nutrition coupled with widespread recognition of the need to protect the environment and animal welfare have led to growing consumer demand for plant-based food products around the world, including China. At a Chamber webinar on 4 February, Nick Cooney, Founder and Managing Partner at Lever VC, discussed the investment opportunities for alternative protein. He was joined by Nick Halla, SVP International at Impossible Foods, who spoke on his company's experience in marketing its plant-based products in Hong Kong and Asia.



由於植物製食品味道、口感和營養俱佳，加上大眾廣泛意識到保護環境和動物權益的重要性，世界各地包括中國的消費者對植物製食品的需求與日俱增。在總商會2月4日的網上研討會，力矩資本創始人兼管理合夥人 Nick Cooney 討論替代蛋白的投資機遇，同場的不可能食品國際事務高級副總裁 Nick Halla 分享該公司在香港和亞洲市場營銷植物製產品的經驗。

## Sustainable Finance Working Group 可持續金融工作小組

At a virtual meeting on 25 January, the Working Group exchanged views with members from the Real Estate & Infrastructure Committee on taking forward advocacy plans to promote the development of Hong Kong in sustainable finance. At the same meeting, Pamela Mar, Vice Chairman of the Environment & Sustainability Committee, and Peter Leung, Vice Chairman of the Financial & Treasury Services Committee, were elected Co-Convenors.

在1月25日的網上會議，工作小組與地產及基建委員會成員就推進多項倡導香港可持續金融發展的計劃交流意見。會上，環境及可持續發展委員會副主席馬家敏與金融及財務服務委員會副主席梁銘謙獲選為小組共同召集人。

## Taxation Committee 稅務委員會

Wilson Cheng, Partner at Ernst & Young, explained the process for lodging a tax appeal with the Board of Review at a webinar on 22 January. He also provided a number of case studies to help members better understand the Board's approach to rulings.



在1月22日的網上研討會，安永會計師事務所合夥人鄭傑榮講解向稅務上訴委員會提出稅務上訴的程序，並引述多個案例，讓會員清楚了解稅務上訴委員會的裁決標準。

## Shipping & Transport Committee 船務及運輸委員會

George Edmunds, General Manager Cargo Commercial with Cathay Pacific Airways, and Angelina Lei, Customer Service Director with Hongkong International Terminals, shared their insights on the impact of Covid-19 on global freight and logistics at a webinar on 18 January. Lei also provided a briefing on the Hong Kong Seaport Alliance – comprising four container port operators that collectively manage 23 berths across eight terminals at Kwai Tsing port in Hong Kong – that has been created to sustain Hong Kong's position as a key regional container port.



國泰航空貨運商務總經理艾卓賢和香港國際貨櫃碼頭有限公司客戶服務總監李可欣出席 1 月 18 日的網上研討會，就新冠病毒疫情對全球貨運和物流業務的影響分享見解。李可欣還介紹「香港海港聯盟」；該聯盟由四家貨櫃碼頭營運商組成，共同營運本港葵青港口的 8 個碼頭和 23 個泊位，並致力維持香港作為區內主要貨櫃港的地位。

Simon Wong, CEO of the Logistics and Supply Chain MultiTech R&D Centre, spoke at a committee meeting on 28 January, where he briefed members on the innovation and technology developments that have emerged in the industry since the onset of the pandemic, and their applications to cope with the challenges ahead.

物流及供應鏈多元技術研發中心行政總裁黃廣揚出席 1 月 28 日的委員會會議，概述自疫情爆發以來業界在創科領域的發展，並講解如何利用有關技術應對未來挑戰。

## Talent Development 人才發展

Stepping up to manager level can be a difficult transition for employees. At a leadership training event for first-time managers on 27 January, Andrew Yeung, Director of Training at Dale Carnegie Hong Kong and Macao, shared some of the key skills needed to successfully move into a management role, including methods to build relationships quickly and how to lead authentically.

對員工來說，晉升至管理層可能要經歷重重難關。在 1 月 27 日的管理入門領袖培訓工作坊，卡內基訓練香港及澳門訓練總監 Andrew Yeung 分享晉身管理層必備的一些關鍵技能，包括如何快速建立關係和真誠領導。

Managers and HR teams will need to deal with tricky and sensitive issues regarding staff members from time to time, and should have policies in place to help them deal with such cases. At a training workshop on 29 January, Raymond Fung, Principal Consultant of Strategic Consulting Ltd, explored how to create effective policies and measures to tackle difficult or contentious HR issues, and shared some useful examples of relevant policies, clauses and contract terms with participants.

管理人員和人力資源團隊不時要處理員工各種敏感又棘手的人事問題，故應訂立相關的應對政策。在 1 月 29 日的培訓工作坊，卓思管理顧問有限公司首席顧問馮志文探討如何制定政策措施，以有效應對棘手或具爭議的人力資源議題，並分享相關政策、規章和合同條款的一些實用例子。

## HKGCC Annual General Meeting

The Annual General Meeting of the Hong Kong General Chamber of Commerce will take place at 6:00 p.m. on Friday, 7 May. Depending on the pandemic situation, we will circulate details nearer the time.

## 總商會周年會員大會

本年度香港總商會周年會員大會  
訂於 5 月 7 日（星期五）下午 6 時舉行。  
鑒於冠狀病毒疫情，  
我們將於臨近會議的時候通知  
閣下詳細的安排。



## Women Executives Club 卓妍社



WEC members organized the first community project of the year with The Hub, an NGO in Sham Shui Po serving underprivileged children, on 30 January. With the generous support of Chamber members, close to HK\$1 million in-kind and cash donations were received, enabling us to help around 800 needy families to enjoy the upcoming Chinese New Year holiday. The donations were used to make up care packages including festive food like canned abalone and dried mushrooms as well as daily necessities such as rice and cooking oil. Chamber Deputy Chairman Leland Sun, General Committee member Jennifer Chan, WEC Chairman Nikki Ng, WEC Vice Chairman Diana Wong and YEC Vice Chairman Victor Lam were among the members who came to the Chamber Theatre to help out with the preparations.

卓妍社聯同位於深水埗、致力服務基層兒童的非政府組織樂童行於 1 月 30 日舉辦卓妍社今年首個社區項目。有賴總商會會員的慷慨捐助，卓妍社合共籌得近 100 萬港元的實物捐獻和現金捐款，用以購置物資，包括罐裝鮑魚和冬菇等應節食品，還有白米和煮食油等日用品，再包裝成關愛包，向近 800 戶有需要的家庭送上新春佳節祝福。總商會常務副主席孫立勳、理事陳佩君、卓妍社主席黃敏華、副主席王淑筠及卓青社副主席林凱章亦親臨總商會演講廳支持活動，合力幫忙包裝。

## Young Executives Club 卓青社



At a YEC webinar on "Agility and Innovation to Survive in Crisis – Turning Adversity into Opportunity" on 5 February, Edwin Lee, Founder and CEO of Bridgeway Prime Shop Fund Management Ltd, and Andy Ann, Chairman and CEO of NDN Group, shared their own stories of the various difficulties they had overcome in building their businesses. They said that courage and dedication were the keys to success. Then Tiffany Choi, Researcher at Chow Tai Fook Enterprises, shared her experience as a young professional finding her feet amid the current circumstances. She said that adaptability and responding to the changing environment were crucial to cope with the challenges.

卓青社於 2 月 5 日舉辦「靈活創新 · 逆境求存一轉危為機」網上研討會，邀來盛匯商舖基金集團有限公司創辦人兼行政總裁李根興和 NDN Group 主席兼行政總裁安宇昭分享創業歷程及期間克服的困難。兩位講者表示，勇氣和決心是成功的關鍵。其後，周大福企業有限公司研究主任蔡培焯分享個人經驗，探討年青專業人士面對當前形勢如何站穩陣腳，並指出適應力和靈活應變至關重要。

The WEC Executive Committee met on 21 January to discuss plans for the year ahead, and discussed topics including supporting female entrepreneurs and students. WEC Chairman Nikki Ng thanked members for their support, including for the upcoming community project on 30 January with The Hub Hong Kong.

卓妍社委員會在 1 月 21 日開會商討本年度的計劃，並討論支持女企業家和學生等議題。會上，卓妍社主席黃敏華感謝會員一直以來的支持，包括響應卓妍社於 1 月 30 日與香港樂童行合辦的社區項目。



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# Plant-Powered Opportunities

## 植物食品新契機

Market for meat alternatives is growing rapidly in Asia as quality and range of products improves. 肉類替代品無論在品質和選擇方面都不斷改進，帶動市場在亞洲迅速增長。

**As the world's population has grown and become wealthier, demand for animal-based protein has been rocketing – doubling approximately every 30 years since 1960 – and is set to keep rising rapidly.**

Investors expect that a significant proportion of this demand will be supplied by alternative protein sources in the future, explained Nick Cooney, Founder and Managing Partner at Lever VC, at a Chamber webinar on 4 February.

Cooney explained the two different types of alternative meat products: those made completely from plants and shaped to resemble meat products, and those that are cultivated or cell based. These use real animal protein and are molecularly identical to meat, but created without using live animals. Lever VC, a fund that focuses on early-stage investment in the sector, invests in companies developing both types of protein products.

There are many benefits to meat alternatives: from the health point of view, they include far less saturated fat and cholesterol than animal products.

"They are also dramatically more sustainable than animal products, using far less land, water and other resources to produce," Cooney said. "They are also safer, as the alternative protein supply chain is diverse, resilient, and immune to risk from diseases like bird flu and swine flu."

Consumers of this new breed of alternative protein are buying them mainly for health reasons, he said. Most are in fact not vegetarian or vegan, but are regular meat and dairy eaters who want to improve their diet.

And the market is growing fast. The market share of plant-based milk in the United States has grown from 2% in 2005 to 13% in 2020, with similar growth being seen in Europe. Investment banks including UBS and JPMorgan have projected the market to grow massively in the next decade, including in China.

Investors in many of the plant protein brands that have emerged in recent years have been rewarded as the new products have taken off among consumers.

"There have been an increasing number of very successful exits in the past few years," Cooney said. "Most of these have been by acquisition by major food companies, and there have also been a number of eye-catching IPOs."

The growing trend can already be seen in shops and restaurants in Hong Kong, where plant-based meat and dairy products have become more widely available in just the past few years. Within the past 18 months, cafe chains including KFC and Starbucks as well as packaged goods companies like Ramen Talk and Bai Cao Wei have started selling protein alternatives.

China is already by far the largest market for plant based dairy in the world, due to the consumption of soy milk. And while alternative meat

**"Meat alternatives are also dramatically more sustainable than animal products, using far less land, water and other resources to produce."**

– Nick Cooney,  
Founder and Managing  
Partner of Lever VC





「肉類替代品  
在生產過程中  
耗用的土地、  
水和其他資源  
顯著較少，其  
可持續性因此  
大大提高。」

—— Nick Cooney  
力矩資本創始人兼  
管理合夥人

products are not new in China, they tend to be available in Buddhist restaurants and at temples, Cooney said. So there is plenty of scope for growth in this segment of the market.

“The new overseas brands are selling at quite a premium price point, and are targeting Western-style products like burgers,” he said. “So that opens the door for domestic brands to offer higher quality at a lower price.”

Cooney added that the Mainland Chinese government is actively encouraging foreign investment in the sector.

Nick Halla, Senior Vice President International at Impossible Foods, also noted the many advantages that alternative protein products have over meat, in particular the environmental benefits. However, he said: “Meat is delicious.”

Impossible Foods’ aim since it began has been to encourage meat eaters

to make the switch to plant-based products. “The only way to do this is to create a better product,” he said.

So the company set out to devise a product that meat eaters would happily eat, and therefore create a choice without compromising on taste.

“We spent five years researching what makes meat and dairy products so delicious, and learned about the heme protein, which drives the flavour chemistry,” Halla said.

Impossible Foods’ products, particularly its signature burger, are now available around the world, and it is now focusing on refining its offerings for Asian consumers.

“The U.S. is a very burger-heavy market, but Asia is a very diverse market and pork is very important, particularly in China.”

One result of their recent research has been the Impossible sausage,

which has been trialled in Hong Kong recently. Consumers responded well, so it will become more widely available in the future. The company has been in Hong Kong, Singapore and Macao for almost three years, and its products are available in international hotels like the Shangri-La as well as local chains including Fairwood. Serving a wider range of consumers here has helped the company understand the Asian market better.

“We have learned a ton about what we need to do and how to evolve to make our products more accessible,” Halla said.

One challenge for the newer brands in the Asian market has been their high price point. But Cooney and Halla agreed that the price would likely come down as the products become more widely available in Asia, as a result of economies of scale, more local production, and increasing competition in the market.



全球人口持續增長，日益富庶，導致市場對動物蛋白的需求上升，自1960年起約30年增加一倍，而且勢將繼續急升。

在總商會2月4日的網上研討會，力矩資本創始人兼管理合夥人 Nick Cooney 解釋，投資者預期未來大部分的需求將由替代蛋白來源補足。

Cooney 說明肉類替代品主要分為兩類：以全植物製成的仿肉，以及由細胞培植而成的人造肉。培植肉採用真實的動物蛋白進行培育，分子結構與肉類無異，但成分不含活體動物。力矩資本為專注於行業早期投資的基金，投資開發上述兩類蛋白產品的公司。

肉類替代品的好處眾多：從健康來看，其飽和脂肪和膽固醇含量皆遠低於動物產品。

## 「經過歷時五年的研究，我們了解到令肉類和乳製品變得美味的關鍵——引發味道化學作用的血基質蛋白。」

—— Nick Halla  
不可能食品國際事務高級副總裁

「與動物產品相比，肉類替代品在生產過程中耗用的土地、水和其他資源顯著較少，其可持續性因此大大提高。」Cooney 續道：「肉類替代品也比較安全，因為替代蛋白供應鏈既多元又有韌力，更不受禽流感及豬流感等疾病的風險影響。」

他指出，消費者主要因健康理由購買這類替代蛋白新產品。他們大多並非茹素或純素食者，而是時常進食乳製品和肉類，卻又希望改善飲食習慣的葷食者。

替代蛋白市場正在迅速增長。植物奶在美國的市場份額從2005年的2%增加至2020年的13%，歐洲亦呈類似的增長趨勢。瑞銀和摩根大通等投資銀行預測，市場在未來十年將於中國等地大幅擴張。

**“We spent five years researching what makes meat and dairy products so delicious, and learned about the heme protein, which drives the flavour chemistry.”**

**- Nick Halla, Senior Vice President International at Impossible Foods**

近年冒起的一眾植物蛋白品牌推出的新產品大受消費者歡迎，為投資者帶來了回報。

「過去幾年，成功退場的個案持續增加。當中大部分公司獲大型食品企業收購，亦有一些令人注目的首次公開招股。」Cooney 說。



此增長趨勢可見於香港的商舖和餐廳，植物肉和植物乳製品在近年愈見普及。在過去18個月內，肯德基和星巴克等連鎖餐廳，以及拉麵說和百草味等包裝食品製造商，均開始銷售替代蛋白產品。

中國為當前全球最大的植物奶市場，這源於民眾飲用豆漿的習慣。Cooney 表示，替代肉類產品在中國並非新鮮事，通常在佛教餐廳和寺廟供應。因此，市場大有發展空間。

「海外新品牌的定價頗為進取，並主打漢堡等西式產品。這正好為本地品牌打開大門，以較相宜的價格提供更優質的產品。」他說。

Cooney 補充，中國內地政府正積極鼓勵外商投向這個行業。

不可能食品國際事務高級副總裁 Nick Halla 亦指出，替代蛋白產品的好處遠多於肉類，尤其是對環境的益處；但他也表示：「肉類美味可口。」

不可能食品自創立以來，一直致力鼓勵肉食者轉向植物產品。「實現這個目標的唯一方法是創造更好的產品。」他說。

因此，該公司開始研發肉食者亦樂於品嚐的產品，提供既健康又美味的選擇。

「經過歷時五年的研究，我們了解到令肉類和乳製品變得美味的關鍵——引發味道化學作用的血基質蛋白。」Halla 說。

不可能食品的產品現已銷往世界各地，尤其是招牌漢堡。該公司正專注為亞洲消費者改良產品。

「美國市場對漢堡需求甚殷，但亞洲市場相當多元化，而豬肉更是十分重要的食材，尤其是在中國。」

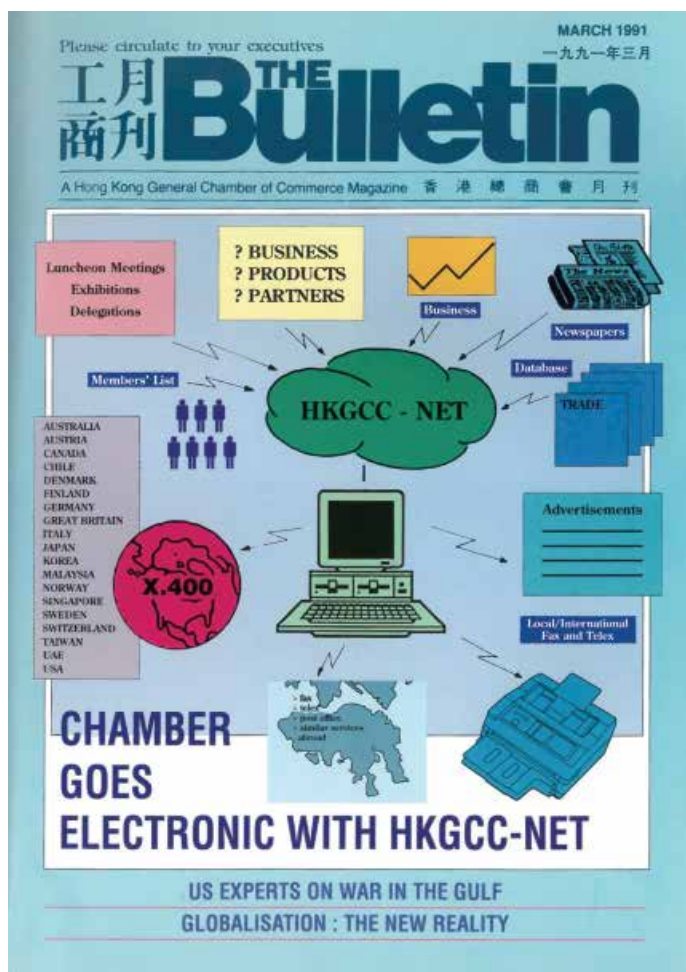
「不可能香腸」為該公司近期的一項研究成果，最近在香港試驗推出。有見消費者反應良好，產品將推廣至其他市場。該公司進駐香港、新加坡和澳門至今接近三年，為香格里拉等國際酒店和大快活等本地連鎖餐廳的食品供應商。在亞洲向更廣泛的客戶提供服務，有助該公司深入了解區內市場。

「我們明瞭要做些甚麼及如何作出調整，令公司的產品更為普及。」Halla 說。

新品牌在亞洲市場面對的挑戰之一，是他們的產品售價偏高。不過，Cooney 和 Halla 認同，這類產品在亞洲日漸普及後，受惠於規模經濟效益、本地生產增加及市場競爭加劇，產品價格可望下跌。

# The Bulletin Through the Years

## 《工商月刊》今與昔



This year your Chamber celebrates its 160<sup>th</sup> anniversary year, so we thought it would be interesting to look back at past *Bulletins* and key events in Hong Kong's history

Thirty years ago, *The Bulletin* marked the launch of HKGCC-NET, a new service that provided an "electronic link-up" between the Chamber and its members including email, trade information and schedules of visitors and delegations.

This issue also explores the Gulf War in Iraq, and reports on the Chamber's biggest mission to date to the Pearl River Delta.

總商會今年慶祝創會 160 周年，讓我們回顧一下昔日的《工商月刊》和香港的歷史大事。

30 年前，《工商月刊》介紹了「香港總商會工商通」的推出；這項新服務為本會和會員公司提供一個電子聯通平台，涵蓋電郵、貿易資訊服務，以及訪客和代表團的到訪或外訪詳情。

該期還探討了伊拉克的波斯灣戰爭，並報導總商會歷來最大規模的珠江三角洲考察團。

### Bulletin Back Issues Archive 《工商月刊》資料庫

Read past *Bulletin* issues back to 1966 in the Chamber Archives on our website

登入總商會網站，重溫本會自 1966 年起出版的《工商月刊》







## Turning the Tide 轉危為機

Assessing the impact of Covid-19 on the air and sea cargo sector and the outlook for the future

評估新冠病毒疫情對空運海運業的影響，審視發展前景

**Hong Kong is a key global hub for the logistics sector, shipping goods by sea and air around the world. A year on from the beginning of the Covid-19 pandemic, how has the industry been affected and what is the longer term outlook?**

George Edmunds, General Manager Cargo Commercial at Cathay Pacific Airways, noted at a Chamber webinar on 19 January the huge impact of the pandemic on airlines, with Cathay's passenger level at around 9% of normal. This has affected the cargo segment, because about 50% of cargo is normally carried in the bellies of passenger aircraft.

"Overall, we lost 14.5 million tonnes of capacity in 2020," Edmunds said.

Global air trade dropped by 11.2% in 2020 compared with the previous year, however, one exception was Mainland China, which actually saw a 6% increase.

The types of goods being shipped throughout 2020 reflect the lifestyle changes brought by the virus, he added: "People across the globe were adapting to the new work-from-home environment, so we saw an increase in sales of laptops and other high-tech goods like speakers."

To increase capacity, airlines removed the seats from some passenger planes when it became clear that the pandemic would not be over quickly. However, despite the efforts to find more capacity, the overall total air cargo trade was still below 2019. And while there are hopes that travel will start to recover this year, Edmunds does not anticipate a return to normal for some time.

He explained that companies have been using data to forecast the path to recovery: "In every single scenario, the passenger network will not have

recovered to anywhere near 2019 levels by the end of 2021. Vaccines, testing and the ability of people to travel freely is going to take time to rebuild."

Without a return of passenger travel, cargo capacity will remain constrained. But besides capacity issues, the pandemic has had a broader effect on the air freight sector.

"The major impact is that we have been exposed to risk in ways we never expected," Edmunds said. "In the past, we made business continuity plans in the hope they would never have to be used. In reality, we have all had to use these plans, and learned a huge amount over the course of the year about how to cope with the challenges."

Looking forward, it is not just pandemics that companies will have to plan for, with other risks including climate change, trade tensions and

social unrest. Edmunds expects to see more diverse and robust supply chains, more digital enhancements and more automation in the future.

Looking beyond 2021, however, the picture is brighter. Demand is expected to continue to recover, and the e-commerce sector is still growing rapidly, he said.

Angelina Lei, Customer Service Director of Hongkong International Terminals, considered the outlook from the shipping perspective, noting that the maritime sector handles 80% of global shipments.

She introduced the Hong Kong Seaport Alliance (HKSPA), which comprises the four companies that jointly operate the 23 berths at Kwai Tsing Port, and has enabled them to improve the terminal's efficiency.

"This has helped us ride out the volatility brought by the pandemic," Lei explained. "In 2020 we managed to maintain our overall volume at pre-Covid levels of 15 million TEUs throughput."

Lei explained that global container trade experienced a sharp decline of 13% year-on-year in May last year, but bounced back quickly and registered 6% growth in September. Although the official numbers for 2020 had not been released, Lei said she expected a 3% decline globally for the whole year. The recovery has been led by the Asia Pacific, particularly China, and this region is also expected to be the main driver of growth going forward.

"In terms of goods, perishables, high tech and consumer goods grew the fastest and are expected to end the year above 2019 levels," she added.

Besides the continuing Covid-related disruption, other concerns include the global economy and geopolitical tensions, and Lei expects the industry to continue to evolve.

"A new normal in the sector appears to be taking hold, with moderate growth, flexible supply chain restructuring, a larger role played by technology, and an accelerated need for a sustainable agenda," she said.

Hong Kong will continue to be a key hub for maritime trade due to its location, links to Mainland China and efficiency, Lei said, noting that, despite the disruption to shipping schedules in the past year, Hong Kong has continued to be able to quickly berth vessels. And amid congestion and closures at other ports, Hong Kong has offered capacity to other vessels, and in 2020 handled more than 450 unscheduled calls.

However, there is still room for improvement, such as through increased digitalization. In fact, the pandemic has helped to spur the industry's technology upgrade.

"In the past, for us to push digitalization has been difficult, because we are in a very fragmented market and some of our customers have been reluctant to change," Lei explained. "For example, when we implemented electronic release orders, some people were very hesitant to use them. But now, with social distancing and minimising human interaction, shipping lines and end users are more welcoming of these measures."

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**"In every single scenario, the passenger network will not have recovered to anywhere near 2019 levels by the end of 2021.**

**Vaccines, testing and the ability of people to travel freely is going to take time to rebuild."**

**- George Edmunds,  
General Manager  
Cargo Commercial  
of Cathay Pacific  
Airways**



**「不論在何種情況下，客運網絡都無法在 2021 年底前恢復到接近 2019 年的水平。無論是疫苗、測試還是自由出行，都需時調整復原。」**

**—— George Edmunds  
國泰航空貨運商務總經理**





**“In 2020 we managed to maintain our overall volume at pre-Covid levels of 15 million TEUs throughput.”**

**- Angelina Lei, Customer Service Director of Hongkong International Terminals**

**「在 2020 年，我們成功把整體貨櫃吞吐量維持在疫情前 1,500 萬個標準貨櫃的水平。」**

**—— 李可欣 香港國際貨櫃碼頭客戶服務總監**

香港是重要的國際物流樞紐，貨物經由海空兩路輸往世界各地。新冠病毒疫情爆發至今已一年，總商會於 1 月 19 日舉辦網上研討會，探討疫情對業界的影響，展望長遠前景。

國泰航空貨運商務總經理 George Edmunds 表示，航空公司受到疫情重挫，國泰載客量僅達正常水平的 9% 左右。由於該公司約五成貨物一般以客機腹艙運載，客運量銳減，連帶貨運量亦受到影響。

Edmunds 說：「整體而言，我們於 2020 年損失了 1,450 萬噸貨運量。」

2020 年，全球空運貿易量按年下跌 11.2%，唯獨中國內地錄得 6% 的增幅。

2020 年全年裝運的貨物種類反映新冠病毒對民眾生活模式帶來的轉變。他又補充：「世界各地人民都在適應在家工作的新常態，帶動手提電腦和其他高科技產品如揚聲器的銷情上升。」

航空公司意識到疫情難以迅速消退後，遂拆除部分客機的座椅來提升貨運力。然而，儘管航空公司設法增加載貨量，空運貨物貿易總額仍低於 2019 年的水平。外遊活動雖可望於今年開始復蘇，惟 Edmunds 預期距離回復正常還有待時日。

他解釋，企業利用數據預測復蘇趨勢：「不論在何種情況下，客運網絡都無法在 2021 年底前恢復到接近 2019 年的水平。無論是疫苗、測試還是自由出行，都需時調整復原。」

若然客運量未能重返正常水平，貨運力將繼續受到限制。不過，除了運載力問題，疫情對航空貨運業造成更廣泛影響。

「影響主要在於我們面對的風險前所未見。」Edmunds 解釋：「以往我們制定業務持續運作計劃時，無不期望它們永遠派不上用場；但現實是我們都不得不採用這些計劃，並於過去一年在危機應變上汲取了不少經驗教訓。」

展望未來，企業不僅要為應對各種疫情籌謀，還要針對氣候變化、貿易摩擦和社會動盪等其他風險制定對策。他預期，供應鏈將朝著更多元化、更穩健的方向發展，而且更趨數碼化和自動化。

放眼長遠，前景更見明朗。Edmunds 又預測需求將持續恢復，電商行業仍在快速增長。

香港國際貨櫃碼頭客戶服務總監李可欣從航運角度審視業界前景，她指出全球八成貨運皆由海運業承載。

她又介紹由四家公司組成的「香港海港聯盟」，共同營運葵青港的 23 個泊位，藉以提升貨櫃碼頭的運作效率。

李可欣解釋：「建立聯盟有助我們應對疫情下的反覆波動。在 2020 年，我們成功把整體貨櫃吞吐量維持在疫情前 1,500 萬個標準貨櫃的水平。」

她指出，全球貨櫃貿易在去年 5 月按年大跌 13%，卻於同年 9 月迅速反彈，錄得 6% 的增長。儘管 2020 年的官方數字尚未公

布，但李可欣預計全球貨櫃貿易全年將減少 3%。上述升幅由亞太地區尤其是中國帶動，而預料這個地區也將成為未來增長的主要動力。

「貨物方面，易腐品、高科技產品和消費品錄得的增速最快，可望在年底超越 2019 年的水平。」她補充道。

業界要應對疫情持續造成的干擾之餘，還要處理全球經濟和地緣政治緊張等其他因素，李可欣預料業界將繼續演變。

她說：「增長趨於溫和、供應鏈靈活重組、科技發揮更大作用，以及對可持續發展的重視，從種種跡象可見，業界新常態似乎逐步成形。」

李可欣表示，香港憑藉其地理位置、與中國內地的聯繫和作業效率，將繼續成為海運貿易的重要樞紐。她指出，儘管去年船期一度受阻，香港仍能妥善應對，迅速讓船舶靠港，並在其他港口不勝負荷或關閉時，提供泊位予其他船舶靠泊，在 2020 年便處理了超過 450 宗臨時靠泊安排。

然而，海運業仍有改進空間，例如可進一步邁向數碼化。誠然，疫情驅使業界加快技術升級。

「以往，要推進數碼化可謂困難重重，因為市場高度分散，部分客戶又抗拒改變。」李可欣解釋：「舉例說，我們過往推出電子提櫃單，有人對使用新服務猶豫不決。但如今基於保持社交距離及減少人際接觸的考量，航運公司和用戶也較樂意採用這些措施。」



Due to the ongoing coronavirus health threat, many of our events are now taking place online. Please check our website or app for the latest status of scheduled events.

## COMMITTEE MEETINGS

Check with secretariat for details

### ASIA & AFRICA

Pakistan's latest economic developments and opportunities  
Mar 9 2:00 pm

### HKCSI-EXECUTIVE

InsureTech and environment for insurance start-ups  
Mar 9 4:00 pm

### CHINA

Mar 16 2:30 pm

### MANPOWER

Advancing Equality in the Workplace amid COVID-19  
Mar 17 2:30 pm

### ENVIRONMENT & SUSTAINABILITY

Impact of rising coastal threats on finance and real estate  
Mar 19 3:00 pm

### EUROPE

Growing Eastern European markets  
Mar 24 5:00 pm

### ECONOMIC POLICY

Pakistan's latest economic developments and opportunities  
Mar 25 4:00 pm

### SME

Social media marketing trends  
Mar 30 4:00 pm

### LEGAL

Update on LawTech and RegTech developments  
Mar 30 4:00 pm

## WEBINARS

Visit website for full details and to register



### WILLS & TRUSTS

Mar 9 10:00 - 11:30 am

### GOVERNMENT BUDGET 2021-22: WHAT'S THE VERDICT?

Mar 9 11:00 am - 12:30 pm



### EXPLORING GBA CITIES SERIES: INNOVATION IN GDFTZ – NANSHA, QIANHAI AND HENGQIN

Mar 10 11:00 am - 12:15 pm



### THE HONG KONG OFFICE MARKET IN UNCERTAIN TIMES

Mar 11 4:00 - 5:00 pm

### MAINLAND CHINA EMPLOYMENT LAW SERIES:

#### IMPACT OF THE CIVIL CODE

Mar 12 11:00 - 12:30 pm

### SOCIAL INSURANCE PREMIUMS COLLECTED BY TAX AUTHORITIES

Mar 25 11:00 am - 12:15 pm



### CHARTING SHIPPING'S PATH TO DECARBONIZATION

Mar 16 4:00 - 5:00 pm



### HOW MIGHT THE BIDEN ADMINISTRATION STEER U.S. FOREIGN POLICY?

Mar 19 1:00 - 2:00 pm

### HONG KONG YOUTH EMPLOYMENT & GREATER BAY AREA DEVELOPMENT INDEX 2020

Mar 23 11:00 am - 12:15 pm

## TRAINING & SEMINARS

Check website for details

Too Long; Didn't Read  
Mar 9 2:00 - 4:00 pm

Organic Traffic 101  
Mar 10 9:30 am - 12:30 pm

Present with Impact  
Mar 12 9:15 am - 11:15 am

Advanced Social Media Crisis Management Workshop  
Mar 16 9:30 am - 12:00 pm

EDM Marketing 101  
Mar 17 9:30 am - 12:30 pm

How to Handle IRD's Enquiry or Investigation?  
Mar 18 2:30 - 5:30 pm

Engage Your Team with MPH Leadership (Mindful, Playful, Heartful)  
Mar 19 2:00 - 4:00 pm

No More Handshakes?! How to Make Conversations Last  
Mar 22 12:30 - 1:30 pm

Tracking and Analytics  
Mar 24 9:30 am - 12:30 pm

March 12

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Financial Secretary, The Government of the HKSAR





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## Tracking and Analytics [Online Workshop] 廣告追蹤與分析 [網上工作坊]

One of the most important part of Digital Marketing is tracking and measurement of your online performance. Otherwise, how will you know what is working and what is not?

By measuring the right actions on your website and the outcomes of your online campaigns, you will be able to track your return on investment, and make data-based decisions.

In this session, we will be covering:

- Google Analytics tracking and how to set it up
- Facebook Pixel tracking and how to set it up
- Basics of Google Analytics (how and where to find the data)

數碼營銷最重要的一環是追蹤和衡量網上廣告的績效，否則如何評估其效用？

通過衡量網站表現及網上推廣活動的成效，有助追蹤投資回報率，並因應數據作出決定。

是次工作坊內容涵蓋：

- Google Analytics追蹤及如何設置
- Facebook像素追蹤及如何設置
- Google Analytics的基礎知識（如何及從何尋找數據）

Trainer : Vishwas Thakkar  
導師 : Vishwas Thakkar  
Date : 24 March 2021  
日期 : 2021年3月24日  
Time : 9:30 a.m. – 12:30 p.m.  
時間 : 上午9時30分至下午12時30分  
Venue : This workshop will take place online  
地點 : 本工作坊將以網上形式進行  
Language : English  
語言 : 英語  
Fees : Member \$680 / Non-member \$880  
費用 : 會員\$680 / 非會員\$880

Vishwas Thakkar,  
Founder and Head of Digital  
Strategy,  
Concinnity Limited  
Vishwas Thakkar  
Concinnity Limited  
創辦人及數碼營銷策略主理



## No More Handshakes?! How to Make Conversations Last [Webinar]

This online workshop gives you practical tips and equips you with the necessary commercial skills for effective and enjoyable business networking and relationship-building in the midst of an often confusing environment of what 'normal' business communication is.

By the end of this online workshop, participants will:

- Have greater confidence, poise and presence when presenting themselves
- Have enhanced skills in online and in-person protocols so as to project the image of both themselves and their firm in a highly positive manner
- Conduct themselves in a professional yet relaxed, natural way in business-social situations

Trainer : Patrick Eng  
導師 : Patrick Eng  
Date : 22 March 2021  
日期 : 2021年3月22日  
Time : 12:30 – 1:30 p.m.  
時間 : 下午12時30分至1時30分  
Venue : This workshop will take place online  
地點 : 本工作坊將以網上形式進行  
Language : English  
語言 : 英語  
Fees : Member \$280 / Non-member \$400  
費用 : 會員\$280 / 非會員\$400

## 不再握手？！如何延續對話[網上研討會]

本網上工作坊將介紹實用的技巧，助您掌握必要的商業技能，以便在現今充滿挑戰的「正常」商業溝通環境中，能夠輕鬆有效地交流業務和建立關係。

是次網上工作坊將可讓參加者：

- 表現更自信、更從容不迫
- 改善在線及面對面協商的禮儀，從而提升個人及公司形象
- 在商務社交場合以既專業又輕鬆的方式表現自己

Patrick Eng,  
Executive Consultant of  
Connect Communication

Patrick Eng  
Connect Communication  
執行顧問



## Think On Your Feet® [Online Training] 駐足思考® [網上工作坊]

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- 具說服力及自信地表達意見
- 引領他人從多角度思考
- 在壓力下巧妙地處理棘手問題

Anthony Brophy,  
Managing Director of  
HR Solutions

Anthony Brophy  
HR Solutions  
董事總經理



Trainer : Anthony Brophy  
導師 : Anthony Brophy  
Date : 16 April 2021  
日期 : 2021年4月16日  
Time : 9:15 a.m. – 5:30 p.m.  
時間 : 上午9時15分至下午5時30分  
Venue : This workshop will take place online  
地點 : 本工作坊將以網上形式進行  
Language : English  
語言 : 英語  
Fees : Member \$3,880 / Non-member \$4,880  
費用 : 會員\$3,880 / 非會員\$4,880



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