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香港寫字樓市場展望

June 2021

HKGCC: The Voice of Business in Hong Kong

# bulletin

工商月刊



## FINANCING A SUSTAINABLE FUTURE

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香港總商會 1861





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## Time to Get Back to Business

As Hong Kong advances on the road to recovery, vaccinations will play an essential role in allowing us to get back to normal



## 是時候重新出發

隨着香港邁向復蘇，接種疫苗是回復常態的重要一步

我很榮幸膺選連任總商會主席，謹此衷心答謝會員一如既往的支持。本人上任首年正值非常時期，企業處於水深火熱，惟總商會一直竭誠服務會員，與大家攜手共渡這空前困境。

我誠盼未來 12 個月的情況會大為改善，讓會員重新出發，再創繁榮。隨着本港疫情下停業的商戶逐步重開，加上社交距離措施進一步放寬，種種跡象反映，這種樂觀態度不無根據。

有關發展已對經濟產生積極作用。香港經濟於首季按年增長 7.9%，同期私人消費亦上升 1.6%，結束連續六季的跌勢。

海外方面，由於英美等國疫苗接種率高，商企也得以復工復業。與此同時，內地經濟在 2021 年首季錄得 18% 的按年增幅，繼續引領全球經濟復蘇。

對香港企業來說，大灣區的發展潛力尤其雄厚，而本會不少會員亦渴望進軍這個規模龐大、活力十足的市場。然而，除非邊境重開，跨境往來得以恢復，否則我們無法實在地把握大灣區以至其他地區的機遇。為此，我們有必要提高本港的疫苗接種率。

在旅遊限制實施之下，首當其衝的固然是旅遊、零售和餐飲業，惟各行各業其實亦苦不堪言。香港要繼續充當國際商業樞紐的角色，就必須容許商務旅客無須長時間檢疫往返香港。

我們明瞭，在本港市民得到充分保護，免受致命病毒侵害之前便貿然重啟邊境，後果可能不堪設想。因此，接種疫苗是通關的重要一步。香港已為實現群體免疫準備就緒：我們有充足的疫苗、世界級的專業醫護團隊，而且接種流程高效便捷。

總商會會員早前響應本會的呼籲，紛紛拍片分享接種疫苗的原因，各位或許已看過這些短片。我在此感謝一眾會員充當疫苗接種宣傳大使，不吝抽空拍攝及分享短片。看到商界團結一心，合力傳揚這個重要訊息，為香港重回正軌出一分力，實在令人振奮。

各位如果想分享接種疫苗的原因，歡迎向本會提供短片，經整合編輯後，我們會將之廣傳。

I am honoured to have been re-elected to serve the Chamber as Chairman for a second term, and am very grateful to members for their continued support. My first year at the helm coincided with an unusually tough period for the business community, and here at the Chamber we have been working constantly to support you through this extremely challenging times.

I sincerely hope that the coming 12 months will be a much better and more prosperous one for all of our members. There are plenty of indications that such optimism is justified. Here in Hong Kong, we have recently seen the gradual reopening of businesses that had been shuttered, and further easing of social-distancing rules.

We can see how this is having a positive impact, as Hong Kong's GDP increased by 7.9% year-on-year in the first quarter. Private consumption also rose 1.6% in the same period, a welcome return to growth after six straight quarters of contraction.

Overseas economies like the United States and the United Kingdom are also reopening businesses, thanks to their high vaccination rates. Meanwhile, the Mainland continues to lead the path to recovery, with an 18% year-on-year GDP growth in the first quarter of 2021.

For Hong Kong businesses, the Greater Bay Area in particular is brimming with potential, and we know many of our members are keen to tap into this vast and dynamic market. But we cannot truly take advantage of

the opportunities – in the GBA and beyond – until the borders reopen and travel can resume. For that to happen, we need to boost Hong Kong's vaccination rate.

While tourism, retail and restaurants have obviously been hard hit by the travel restrictions, businesses of all stripes are suffering. For Hong Kong to continue its role as a global commercial hub, businesspeople need to be able to travel in and out of the city without a long quarantine period.

We understand that opening the gates before Hong Kong citizens are adequately protected against the deadly coronavirus could be devastating. Vaccination, therefore, is a crucial step in the process. Everything is in place for Hong Kong to reach herd immunity: we have plenty of vaccines, world-class healthcare professionals, and a convenient and efficient vaccination process.

You may have seen our video featuring HKGCC members explaining why they have had their shots. I'd like to thank all members who have taken the time to share their videos and to act as ambassadors in the vaccination drive. It's fantastic to see the business community working together to deliver this hugely important message, and to play our part in helping Hong Kong get back to business.

If you would like to share your message about why you took your vaccination, please send your short video to us and we will share it with the community.

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**HKGCC**

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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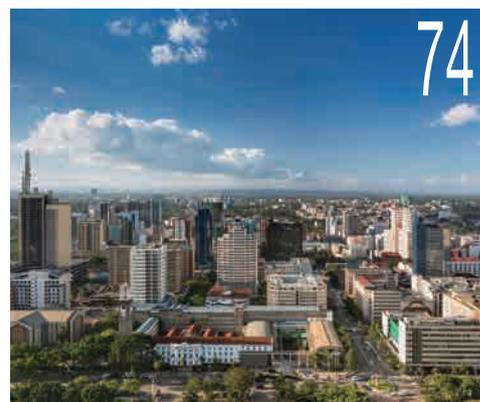
Readers may have noticed that *The Bulletin* has started arriving in new eco-friendly envelopes. This packaging is made from plant-based materials including soy, wheat, corn and others. So, besides being re-usable and water-resistant, the packaging is also 100% compostable, conforming to the latest strict 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。這款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。



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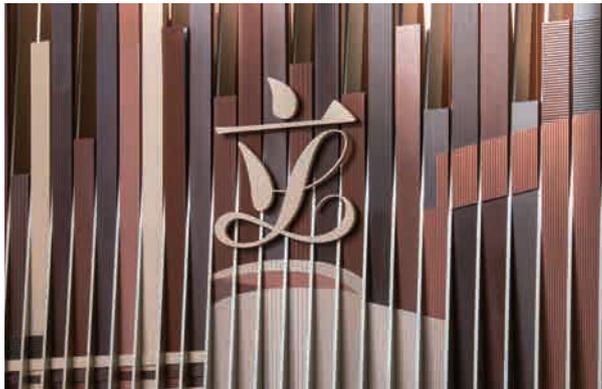


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# A Return to Pragmatic Politics

Electoral changes will create a better reflection of Hong Kong society in LegCo and foster more constructive interaction with the whole community



## 回歸務實政治

完善選舉將令立法會更能反映香港社會的實況，促進與整體社會建立更良性的互動關係

隨着立法會三讀通過《2021年完善選舉制度（綜合修訂）條例草案》，標誌未來一年合共三場選舉，即9月的特首選舉委員會選舉、12月的立法會選舉及明年3月的特首選舉，均有法可依，貫徹落實「愛國者治港」原則。

我認為，完善選舉制度既符合香港實際情況，亦可確保營商環境穩定有序，香港有望回歸務實政治，真正實現長治久安。

正所謂「政治就是管理眾人之事」，今次完善選舉制度與商界以至社會各個階層都息息相關；其重點工作之一是重新構建選舉委員會，授予兩項新的重要職能，除了繼續提名及選出行政長官，還賦予選委會選舉產生40席立法會議員，並參與提名全部立法會議員候選人的新職能。

從社會覆蓋面而言，選委會將由五大界別，合共1,500人組成，新增中小企業界、基層社團、內地港人團體的代表等。

有關組成是香港多元社會的真實體現，優化參政議政的均衡參與，更具廣泛代表性。

另一方面，新一屆立法會議席增至90席，是香港回歸以來最多議席的一屆。其中功能界別議席，打正旗號的商界代表有所增加，包括商界（一）、商界（二）及新增商界（三）議席；可以預期，立法會將繼續有堅實的商界聲音，在發展經濟和改善民生方面出謀獻策。

正如我最近在總商會周年會員大會上指出，我預期香港未來會出現「兩個穩定」：第一，疫情相對穩定，確診數字維持在低水平；第二，政治穩定，議會日後回歸理性，行政立法關係再現良性互動。

我深信，只要各界團結一致，商界同心同德，為社會向前發展共同努力，香港定能儘快走出疫情陰霾，經濟發展再度騰飛。

The passage of the electoral reform bill means that the three elections to be held in the coming year – the Chief Executive Election Committee elections in September, the Legislative Council election in December, as well as the Chief Executive election in March next year – will be conducted in accordance with the law and will uphold the principle of “patriots administering Hong Kong.”

The bill – Improving Electoral System (Consolidated Amendments) Bill 2021 – was passed at its third reading at LegCo last month.

I believe that improving Hong Kong’s electoral system is not only consistent with the current situation in the city, but also conducive to a stable and orderly business environment. Pragmatic politics is also expected to return in Hong Kong, enabling the city to truly enjoy long-term stability and security.

As the saying goes: “Politics is the process of governing matters of the masses,” and the electoral reforms are relevant to the business sector and society as a whole. One of the key priorities is to reconstitute the Election Committee by giving it two new major functions. In addition to nominating and electing the Chief Executive, the Election Committee will be entitled to elect 40 members of LegCo and nominate candidates for all LegCo members.

In terms of social coverage, the Election Committee is to consist of 1,500 members from five sectors, under which SMEs, grassroots associations and representatives of associations of Hong Kong residents in the Mainland are some of the newly added subsectors.

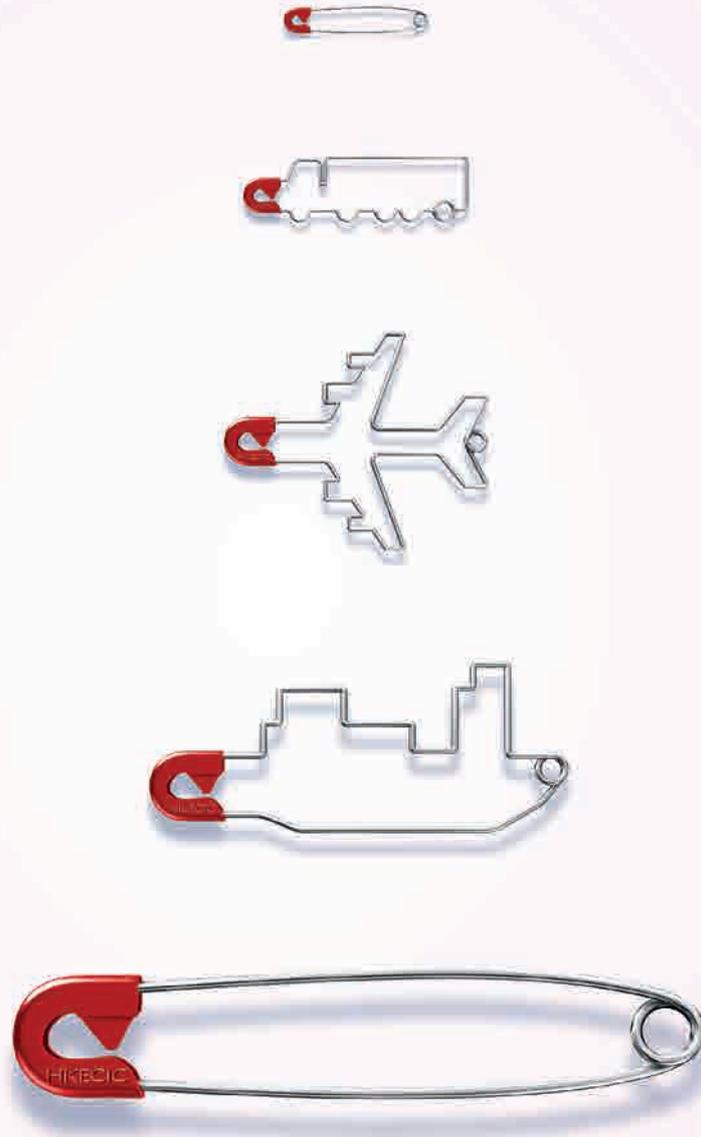
Such a composition is a true reflection of Hong Kong as a pluralistic society, which will foster a more balanced political participation and broader representation.

The new LegCo will also be expanded to 90 members – the largest number of seats since the handover in 1997. Among the functional constituencies, the number of representatives from the business sector has increased, with Commercial (third) added to the existing Commercial (first) and Commercial (second). This means that the voice of business will continue to be heard clearly within LegCo, allowing us to contribute our input and expertise to help foster economic development and improve people’s livelihoods.

As I said at the Chamber’s AGM recently, I expect Hong Kong will enjoy stability in two aspects: first, the pandemic will stabilise with the number of confirmed cases kept at a low level; second, political stability will be restored following the passage of the electoral reform bill.

I am convinced that this bill will enable the legislature to return to rational discussion. With the executive-legislative relationship engaging in constructive interaction again, we will be able to truly focus on the important task of helping Hong Kong to emerge from the impact of the pandemic and return to growth and prosperity.

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## Adapting to the New Normal

As the pandemic situation evolves, the Chamber is continuing to help members adjust to a fast-changing business environment



### 適應新常態

因應疫情發展，總商會持續協助會員適應瞬息萬變的營商環境

上月的總商會周年會員大會提供了一個機會，讓我們回顧過去一年的工作成果，並探討來年如何提升會員服務。去年實在不堪回首，而疫情絕對是全球一大焦點，我們亦竭盡所能，協助會員渡過這個非常時期。

新冠病毒疫情為香港商界帶來嚴峻的挑戰。我們馬不停蹄地進行遊說工作，確保政府了解會員的關注。我們亦樂見政府採納本會的建議，為企業（尤其是中小企）推出針對性的支援措施。

總商會亦大幅調整服務，許多實體活動改以網上研討會的形式進行。儘管受到疫情干擾，我們仍繼續舉辦眾多資訊豐富的活動、研討會和委員會會議。

事實證明，這項轉變也有好處。我們可邀請世界各地的講者參與網上研討會，例如身處美國的博然思維資深顧問兼世界銀行前行長羅伯特·佐利克，而近期又邀得來自西班牙、印尼及非洲的專家和企業家與會員分享交流。

許多會員表示網上活動方便參與，更建議在恢復實體活動後繼續進行網上直播。

這種活動形式的轉變，驅使我們學習各種新技術，相信不少會員也經歷過類似的過程。為協助企業應對數碼轉型，我們舉辦了多個以數碼轉型為主題的網上研討會，涵蓋網上營銷、電子商貿和電子支付等不同範疇。

我們協助會員了解政府支援措施的申請詳情，包括「保就業」計劃和「中小企業信貸保證計劃」，並繼續舉辦實用的網上研討會，例如協助會員把握電子消費券計劃帶來的商機。

我們去年確實忙個不休。我很高興看到總商會在2020年的新增會員人數較前一年有所增加，我們歡迎新會員加入總商會大家庭，亦樂意扶助他們渡過這個充滿挑戰的時期。

放眼國際，疫苗接種計劃已成功令一些經濟體回復相對正常的狀態，但新型變種病毒仍在其他國家傳播，令我們深明抗疫工作尚未成功。

我們將保持警覺，致力保障香港市民的健康，同時努力不懈服務會員，協助商界適應不斷轉變的新常態。

The Chamber's Annual General Meeting last month provided an opportunity to look back on our achievements of the past year, and also to consider how we can better serve our members as we move into the next. And what a year it has been. The pandemic has obviously been the defining feature, and we have pulled out all the stops to help members get through this extraordinary period.

The Covid-19 pandemic has been extremely challenging for the whole business community in Hong Kong. We have been busy lobbying on your behalf to ensure that the Government hears your concerns, and we are pleased that they have listened to us and rolled out targeted support for businesses, especially SMEs.

At the Chamber, we have also had to make significant adjustments to our services, notably moving many of our events from in-person to webinars. Despite the huge disruption caused by the pandemic, we have continued to host a busy schedule of informative events, seminars and committee meetings.

As it turns out, there have been some silver linings from this change. Moving online has enabled us to invite speakers from around the world, such as Robert Zoellick, Senior Counselor at Brunswick and former World Bank Chairman, who spoke to us from the United States. We have also recently hosted experts and entrepreneurs from as far afield as Spain, Indonesia and Africa.

Many members have told us that they enjoy the convenience of the online format, and that they hope we will continue to offer this option even when in-person events return.

This switch to online was certainly a learning curve for us, and we know that many of our members have also been undergoing a similar process. To help companies cope with the transition, we organized a number of webinars on different aspects of digital transformation including online marketing, e-commerce and digital payments.

We have helped members access the information they need to take advantage of the measures the Government has rolled out, including the Employment Support Scheme and SME Loan Guarantee Schemes, and continue to hold useful webinars, such as those helping members generate business from the E-Voucher scheme.

We have certainly been busy. And I'm pleased to say that new recruits to HKGCC actually grew in 2020, compared to the previous year. We welcome these new members to the Chamber family and are pleased to be able to support them during such a challenging time.

Around the world, successful vaccination programmes are currently enabling some economies to return to relative normal, while in others, new Covid variants are still spreading. We are keenly aware that the war is not yet won against this virus.

We will continue to stay vigilant in protecting the health of Hong Kong citizens, while working tirelessly on our members' behalf to help the business community adapt to the ever-changing new normal.

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恭賀及歡迎

2021/2022年度總商會主席和理事當選

**Congratulations and Welcome**

to the Chairman and Members of the 2021/2022 HKGCC General Committee

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for your business



與你 成就更多  
Together we thrive

# Financing a Sustainable Future

## 為可持續未來融資

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Fast-growing segment presents opportunities for Hong Kong to serve as a green finance hub as governments and companies take action to cut their carbon emissions  
綠色金融發展迅速，政府及企業紛紛採取措施減少碳排放，  
為香港發展成綠色金融樞紐開創機遇

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**In recent years we have witnessed unprecedented storms, record temperature highs and lows, melting glaciers and raging fires. In just the past few months, Asia has seen severe environmental events including drought in Taiwan and cyclones in India – on top of the ongoing Covid-19 pandemic. It is now widely accepted that the need to tackle climate change has reached a point of urgency, which has raised the profile of sustainable finance at the same time.**

The global commitment to cut carbon emissions as part of the Paris Agreement, signed in 2015, means that major changes are ahead for businesses. Green finance has a crucial part to play in raising funds for sustainable projects, protecting against climate risk, and helping companies to upgrade.

Ashley Alder, CEO of the Securities and Futures Commission (SFC), said that the Covid-19 pandemic had changed a remote risk into a reality.

“The whole area of sustainable finance, in particular climate, has transformed from a peripheral concern of regulators only 12 to 18 months ago, to something that is increasing central,” he said. “This is happening at a global level, and also increasingly in Hong Kong.”

Alder was speaking at the Chamber’s recent seminar titled, “Putting Hong Kong on the Map for Green and Sustainable Finance.”

Also speaking at the event was Eddie Yue, CEO of the Hong Kong Monetary Authority. He agreed that sustainable finance had become increasingly topical as recent events highlight the fragility of the balance between science and nature.





“Climate change is arguably the most serious challenge facing the world today,” Yue said.

The Chamber’s Chairman Peter Wong noted the urgency of responding to the threat of climate change, and that efforts to mitigate the impact could also open up new markets and opportunities for businesses in the city.

“In Hong Kong’s case, we have the advantage of being the gateway to the Mainland, where the Central Government has committed to ambitious climate goals of its own,” he told the audience. “It is important that we

position ourselves to become an agent for change, as well as to seize the opportunities that are arising.”

Businesses and investors are now increasingly aware of the potential impact on their assets from extreme weather events. Around US\$35 trillion of assets worldwide is exposed to climate risk, for example, with island nations like the Maldives and Mauritius threatened by rising seas.

### Transition ahead

But besides the physical impact, businesses must also consider transition risk, Yue added. New policies are being rolled out around the globe to encourage carbon reduction, for example more stringent supervision and reporting rules. There are likely to be outright bans on certain polluting products and industries, like those involving fossil fuels. Virtually all companies will have to look at their operations and find ways to reduce their environmental impact, and will be seeking green finance products to help them evolve.

A shift in the outlook of investors is also driving the current interest in sustainable finance – which broadly refers to investments that include ESG (environmental, social and governance) considerations. This can include cleaner transport and energy, sustainable agriculture, green buildings and also social investments like healthcare and education.

“We have seen growing awareness in both the public and private sectors on climate and ESG issues as well as demand for sustainable financing solutions, as evident in the rising number of client conversations and financing activities in the ESG space,” said Angel Ng, CEO of Citi Hong Kong and Macao.

“Sustainability is also firmly established as high priority issues for institutional investors, with 57% in the Asia-Pacific region

expecting to have incorporated ESG issues into their investment analysis and decision-making processes 'completely' or 'to a large extent' by the end of 2021," she added.

Jonathan Drew, Managing Director and Global Head of ESG Solutions Group for HSBC, based in Hong Kong, said that having robust ESG credentials, and demonstrating credible transition plans, are no longer optional for businesses.

"Governments and regulators are setting high expectations and we are now seeing legal action being taken against entities not setting ambition high enough," he said.

"There's also a lot of attention from banks and investors on making sure capital is deployed in a way that helps tackle the climate crisis and that business does no significant harm across a broad consideration of sustainability issues. So if businesses aren't actively thinking about sustainability, they need to start doing so right away."

A report from the Hong Kong Green Finance Association released in May noted that addressing climate change requires fundamental transformation across all sectors of the economy.

"The question is no longer why or whether the global economy needs to move towards a low carbon, climate adapted, sustainable model, but rather how rapidly the required transition can be financed and operationalized," the report said.

However, exactly how this transition will be financed is not yet clear. "Hong Kong could play a crucial role in lending a voice of support and contemplating how regulation could

## Climate change is arguably the most serious challenge facing the world today.

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Eddie Yue,  
CEO, Hong Kong Monetary Authority  
余偉文 香港金融管理局總裁



assist in incentivizing the Asian market to scale."

The green finance sector is not without challenges. As Alder from the SFC noted, a key issue is the lack of standardization around the subject.

"The problem we have been dealing with, internationally and locally, is the multiplicity of voluntary standards against which corporates are able to disclose."

A lack of consistency can create the perception that there is also a lack of transparency, which can lead to accusations of greenwashing. However, there has been encouraging progress in this area, Alder added, with frameworks from the International Organization of Securities Commissions, International Financial Reporting Standards and the Task Force on Climate-Related Financial Disclosures being amalgamated to create a prototype.

To help Hong Kong in its ambition to be a global green finance hub, we should embrace the emerging global standard, he said. "We need to be ambitious, and we need to demonstrate to the world that we are the real deal, and that there is no content deficit."

### Potential for growth

Hong Kong has had its eye on the sector as a growth driver for some time. In her Policy Address delivered in November, Chief Executive Carrie Lam said that Hong Kong would strive to achieve carbon neutrality by 2050.

"We will develop green finance to boost investments conducive to reducing carbon emissions, build a low-carbon economy which is more resilient to climate change, and enhance public education and publicity," the Chief Executive said. Delivering on this promise, earlier this year, the Government launched

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## Investor Opportunities

The first panel at the Chamber’s webinar “Putting Hong Kong on the Map for Green and Sustainable Finance” on 12 May discussed the opportunities and challenges for this growing segment.

Ellie Tang, Head of Sustainability at New World Development, explained that besides ensuring that their developments are built and operated in a sustainable way, the company also offers investors a range of green finance options. NWD issued its first green bond in 2018, and earlier this year was the first real estate firm globally to issue a US-dollar Sustainability-Linked Bond.

“These instruments help us enhance our ESG disclosures,” Tang said. “The enhanced transparency around our efforts in the sustainability area are important for investors.”

Robert Barker, Chief Sustainable Business Officer at BNP Paribas, noted the growing interest in green bonds. Globally, utilities make up 40% of green bonds and real estate 21%, he said, and the market has been broadening to include social sectors like healthcare and education. In Hong Kong, property dominants, but there is potential for growth in infrastructure, transport and waste management – not just in Hong Kong but also across the border.

“Policy developments in terms of support in Hong Kong and the Greater Bay Area are now in place as well as the regulatory side,” Barker said. “So the carrot and the stick are now in place.”

Grace Hui, Head of Green and Sustainable Finance of the Markets Division at Hong Kong Exchanges and Clearing, introduced HKEx’s Sustainable & Green Exchange (STAGE) platform that was launched in December. It is an online product depository that now includes more than 50 sustainable investment products.

“The purpose of STAGE is to ask issuers to provide additional information. This will help alleviate investors’ concerns about greenwashing,” she explained.

Hui noted that, globally, around US\$100 trillion of investment will be needed to enable businesses to become carbon neutral, providing a huge opportunity for Hong Kong as the financial connector.

Nishad Majmudar, Assistant Vice President and Analyst of Sovereign Risk Group at Moody’s Investors Service, remarked that of the green bonds issued in 2020, about 12% were sovereign funds. But this is changing and Hong Kong is leading the way in Asia, with US\$2.5 billion issued under the Government Green Bond Programme earlier this year.

“As an issuer, Hong Kong has come bursting out of the gates in setting a market where there wasn’t one previously,” Majmudar said.

He added that sovereign funds hope to access new investor bases through their sustainable finance offerings, another reason why the market is expected to grow.



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## Investor Perspectives

The second panel discussion at the Chamber's Sustainable Finance summit offered insights from insurance, data and wealth management viewpoints.

"The green financing element doesn't end once the project is finished," said Dylan Bryant, Co-chair of the Insurance Working Group at the Hong Kong Green Finance Association. "There will always be ongoing insurance needs and these can be met using sustainable goals."

Climate change impacts, including rising sea levels, pollution and storms, mean some assets will become more expensive to insure, or even uninsurable. Investors and asset owners need to have proper risk management and loss prevention in place to support their projects.

In Hong Kong, the insurance sector is a crucial part of the ecosystem, Bryant said. "If we are truly going to be a global green financial centre, insurance has to be a part of that."

David Day, Head of North Asia of Data & Analytics at the London Stock Exchange Group, said that the Covid pandemic had accelerated digitization and use of data in the financial services sector.

"There is a tremendous amount of data and the demand for data has increased

as well," he said. "But one of the biggest challenges is, how do you find the signal in the noise?"

Another issue is that there are no universal standards for sustainability – while other ratings are tied to a fixed outcome, it is not so easy with ESG. However, Day added, the Task Force on Climate-Related Financial Disclosures (TCFD) provided a useful framework.

Amy Lo, Chairman of the Executive Committee of the Private Wealth Management Association, said that ESG has seen a surge in investor demand.

"The next generation are taking control of the family businesses, and they have more focus on sustainability," she said. "They want to align their values with their investments and build a better world."

Another reason is the robustness of ESG investments. Even two or three years ago, clients thought sustainable investment was just about philanthropy, Lo said. Now, they are seeing the strong performance as well.

Almost three-quarters of family offices have at least some sustainable investments, but Lo said that more investor education is needed to develop the space further.

green bonds valued at US\$2.5 billion, available in five, 10 and 30 year tranches. HKMA's Yue noted that this is among the largest in the world, and will be expanded in the coming years.

Undoubtedly, this is a market with great potential. If the signatories of the Paris Agreement are to meet their goals, an estimated annual investment of US\$3 trillion to \$5 trillion globally will be needed. Hong Kong's long experience as a financial hub means that it is in prime position connect investors, businesses and projects.

And although sustainable finance has grown rapidly in recent years, it is still a small part of the overall market, meaning there is considerable potential for it to increase its share further.

Mainland China has also committed to significantly cutting its carbon emissions, which is likely to create further opportunities for Hong Kong, particularly in the Greater Bay Area (GBA). In September last year, the GBA Green Finance Alliance was launched, and is already supporting six projects in areas including solar energy, waste disposal and supply chain.

Ng from Citi said that Hong Kong is well-positioned to become a regional ESG finance hub, and to capitalize on the enormous green financing opportunities presented by the GBA.

"Proper governance and transparency are of utmost importance to the success of any ESG strategy," she said, "and Hong Kong offers the highest quality professional services – including legal, audit and accounting, rating agency – in the region."



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In addition, the many major global institutional investors that count Hong Kong as their regional headquarters, an internationally-recognized exchange, and the depth of capital markets, will serve Hong Kong very well as a regional ESG finance centre, Ng added.

Drew from HSBC agreed that, in many respects, Hong Kong is

already a global ESG financing hub, with a diverse and growing volume of sustainable financing being arranged here.

"The Government has been hugely supportive in terms of education, incentivisation and leading the way with its own green bond issuance," he said.

"And there is fantastic collaboration across financial services, law firms, media, public institutions and academia in building a comprehensive ecosystem to facilitate sustainable financing from across Asia and the globe. That said, when considering the amount to be done, the journey has barely started."

## To help Hong Kong in its ambition to be a global green finance hub, we should embrace the emerging global standard.

為協助香港發展成為國際綠色金融樞紐，我們應採納新國際標準。

Ashley Alder,  
CEO, Securities and Futures Commission  
歐達禮 證券及期貨事務監察委員會行政總裁



近年全球經歷了前所未見的風暴、破紀錄的極端高低溫、冰川融化和森林大火。在過去短短數月，亞洲已發生多宗嚴重的環境災難，包括台灣旱災和印度風暴，同時新冠病毒疫情持續未退。應對氣候變化刻不容緩，這一共識令可持續金融備受關注。

全球多國在2015年簽署《巴黎協定》，承諾減少碳排放，意味企業將迎來重大變革。綠色金融可從中發揮重要作用，包括為可持續項目籌集資金、防控氣候風險和支援企業升級。

證券及期貨事務監察委員會（證監會）行政總裁歐達禮表示，新冠病毒疫情令可能性甚低的風險成真。

「可持續金融領域，尤其是氣候範疇，在12至18個月前仍然是規管機構較次要的關注，如今卻日益成為焦點。這是全球大勢所趨，香港亦不例外。」他說。

歐達禮最近出席總商會舉辦的「推動綠色和可持續金融在香港的發展」研討會，就有關議題分享見解。

香港金融管理局總裁余偉文亦有與會。他認同可持續金融日漸受到重視，原因是近期的事件凸顯科學與自然之間的平衡脆弱不穩。

余偉文說：「氣候變化可說是全球當前面臨最嚴峻的挑戰。」

總商會主席王冬勝指出，應對氣候變化乃當務之急，而為緩減環境影響而推行

的措施，或有助港企開拓新市場，探索新商機。

他向與會者表示：「香港作為通往內地的門戶角色，是我們的優勢所在，而中央政府已訂立遠大的氣候目標。重點在於香港要積極推動變革，把握不斷湧現的機遇。」

企業和投資者日益意識到極端天氣對資產的潛在影響。全球約有35萬億美元的資產面臨氣候風險，例如馬爾代夫和毛里裘斯等島國受到海平面上升威脅。

### 轉型在即

余偉文又補充，除了實際影響，企業也得考慮轉型的風險。各國紛紛推出鼓勵

## 投資者機遇

總商會在5月12日舉行「推動綠色和可持續金融在香港的發展」網上研討會，首輪小組討論環節探討這個不斷增長的領域有何機遇和挑戰。

新世界發展可持續發展主管鄧業焯解釋，該公司除了確保發展項目以可持續方式興建和營運，亦為投資者提供眾多的綠色金融投資選擇。新世界發展在2018年首次發行綠色債券，今年初更成為全球首家發行可持續發展掛鉤美元債券的地產發展商。

鄧業焯表示：「這些工具有助我們加強ESG披露，而提高在可持續發展工作方面的透明度，對投資者十分重要。」

法國巴黎銀行首席可持續業務官Robert Barker指出，市場對綠色債券的興趣日增。他說，公用事業佔全球綠色債券的四成，房地產則佔21%，但市場漸趨多元化，開始涵蓋醫療和教育等範疇。香港的綠色債券以地產項目為主，但基建、運輸及廢物管理領域亦具增長潛力，在內地亦然。

「香港和大灣區已分別推出支援及規管政策，實行賞罰兼施，以促進市場發展。」Barker說。

香港交易及結算所綠色及可持續發展金融主管許淑嫻介紹在去年12月推出的可持續及綠色交易所「STAGE」平台，這個網上產品資訊庫現涵蓋超過50款可持續投資產品。

她解釋：「STAGE平台旨在鼓勵發行人提供額外資訊，有助釋除投資者對漂綠的疑慮。」

她又稱，為使企業實現碳中和，全球需要約100萬億美元的投資，為作為金融樞紐的香港帶來龐大機遇。

穆迪投資者服務公司主權風險部助理副總裁及分析師Nishad Majmudar指出，在2020年發行的綠色債券中，約有12%為主權基金。不過情況正在改變，香港今年初在「政府綠色債券計劃」下發行價值25億美元的綠色債券，引領亞洲市場發展。

「香港作為發行人，已率先衝閘跑出，成為市場先驅。」Majmudar說。

他補充，主權基金希望透過可持續金融產品接觸新投資者，故預期市場將繼續增長。

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減碳的新政策，例如更嚴厲的監管和申報規定，而一些高污染的產品和產業，例如涉及化石燃料，更可能被全面禁止。

事實上，所有公司都要檢視自身業務，設法減低對環境的影響，並積極物色綠色金融產品，實現轉型。

投資前景改變亦促使市場對可持續金融的興趣日增。可持續金融泛指把環境、社會及管治（ESG）因素納入考量的投資，而這包括更潔淨的運輸和能源、可持續農業、綠色建築及醫療和教育等社會投資。

花旗集團香港及澳門區行政總裁伍燕儀稱：「有關ESG的客戶洽商和融資活動日益增加，反映公私管界別對氣候和ESG的意識不斷提高，對可持續融資方案的需求亦更見殷切。」

「可持續發展亦是機構投資者的首要考量。有57%的亞太區投資者期望在2021年底前將ESG因素『全面』或『很大程度』納入投資分析及決策流程。」她續道。

滙豐銀行環球銀行環境、社會及管治方案常務總監朱雋賢表示，取得各項ESG認證

和制定全面的轉型計劃已成為企業必須履行的責任。

他說：「政府和規管機構的期望甚高，更會對不符合標準的企業採取法律行動。」

「銀行和投資者亦密切關注資金的配置方式，確保投資有助應對氣候危機，以及避免企業在不同的可持續發展領域造成嚴重破壞。因此，企業若未積極考慮可持續發展因素，就應立即着手行動。」

香港綠色金融協會在5月發表的一份報告指出，應對氣候變化需要各行各業作出根本的轉變。

該報告指出：「問題不再是全球經濟為何或是否需要邁向低碳、適應氣候條件、可持續發展模式，而是實現轉型的融資和作業過程可以有多快。」

不過，有關轉型的具體融資方式仍有待明確。「在響應支持業界發展和探討如何透過規管促進亞洲市場增長方面，香港可發揮關鍵作用。」

然而，綠色金融業不無挑戰。正如證監會歐達禮所言，最大的問題在於缺乏統一的標準。

「無論是國際抑或香港，我們都在處理一個問題，就是市場上的公司自願披露標準紛繁多樣。」

標準不一予人透明度不足的觀感，從而招致漂綠的嫌疑。然而，歐達禮補充，隨着國際證券事務監察委員會組織、國際財務報告準則和氣候相關財務披露工作小組的框架經合併為統一的標準，這個領域取得了令人鼓舞的進展。

他又說，為協助香港發展成為國際綠色金融樞紐，我們應採納新國際標準。「我們要有遠大目標，向世界證明香港是真正的典範。」

## 增長潛力

香港早前已注意到業界有望成為增長動力。行政長官林鄭月娥在11月發表的《施政報告》中表示，香港將致力在2050年前

## 投資者觀點

在總商會「可持續金融峰會」的第二場專題討論，專家分別從保險、數據和財富管理的角度分享見解。

「綠色金融元素不會隨項目結束而消失。」香港綠色金融協會綠色及可持續保險工作組聯席主席Dylan Bryant解釋：「可持續發展目標能夠滿足持續不斷的保險需求。」

氣候變化造成的影響，例如海平面上升、污染和風暴，將導致某些資產的保費上升，甚至不受保。投資者和資產持有人需為項目制定妥善的風險管理和損失預防方案。

Bryant表示，香港保險業是綠色金融生態系統的重要一環。「香港要發展成真正的國際綠色金融中心，保險業的參與不可或缺。」

倫敦證券交易所北亞區數據和分析事務主管David Day指出，新冠病毒疫情加快了金融服務業的數碼轉型和數據應用發展。

「我們擁有大量數據，對數據的需求亦有所增加。不過，最大的挑戰在於如何從中得出有意義的見解。」他說。

另一問題是可持續發展並無一致標準。其他評級與固定的結果掛鉤，但環境、社會及管治（ESG）的情況較為複雜。Day補充，氣候相關財務披露工作小組為此提供了實用的框架。

私人財富管理公會行政委員會主席盧彩雲指出，市場對ESG投資的需求激增。

她說：「新一代陸續接管家族企業，他們較注重可持續發展，希望個人價值觀能夠與投資配合一致，從而創造更美好的世界。」

另一原因是ESG投資發展蓬勃。盧彩雲說，短短兩三年前，客戶仍然認為可持續投資只是慈善事業，如今卻發現有關投資表現強勁。

接近四分之三的家庭辦公室已作出可持續投資部署，但她認為需要進一步教育投資者，以促進這個領域的發展。

實現碳中和。

特首表示：「我們會發展綠色金融以增加有助減碳的投資，建構低碳和更具氣候變化抵禦力的經濟體系，以及加強公眾教育和宣傳等。」

為實現這個目標，政府在今年初發行金額達25億美元的綠色債券，分為5年、10年及30年期。金管局余偉文指出，這是全球最大規模的綠債交易之一，在未來幾年將進一步擴大。

綠色金融市場無疑潛力十足。《巴黎協定》締約國若要達成目標，估計全球每年將需作出3至5萬億美元的投資。香港長久以來作為金融樞紐的經驗，有利我

們聯繫投資者、企業和項目。

儘管近年可持續金融增長甚速，但目前仍僅佔整體市場的一小部分，意味增長潛力可觀。

中國內地亦已承諾大幅減少碳排放，很可能為香港開創更多機遇，尤其是大灣區發展。粵港澳大灣區綠色金融聯盟在去年9月正式成立，現正支持六個項目，涵蓋太陽能、廢物處置和供應鏈等領域。

花旗銀行伍燕儀表示，香港處於有利位置，可望發展成區內ESG金融中心，把握大灣區帶來的綠色金融機遇。

「妥善管治和公開透明是ESG策略成功的關鍵，而香港能提供區內最優質的專業服務，包括法律、審計、會計和評級機

構。」她說。

伍燕儀補充，許多大型國際投資機構把地區總部設在香港，加上國際認可的交易所和有深度的資本市場，均令香港能夠勝任地區ESG金融中心的角色。

隨着在本港進行的可持續融資活動廣泛多元，而且規模與日俱增，滙豐朱雋賢認為香港在多方面已成為環球ESG融資樞紐。

他說：「政府大力支持公眾教育、提供誘因，更帶頭發行綠色債券。」

「本港的金融服務、律師事務所、傳媒、公營機構和學界同心協力，建設完善的生態系統，促進亞洲以至全球的可持續融資發展。然而，這項工作任重道遠，我們目前還只是剛剛起步。」

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# The Growth of Green Economics

## 綠色經濟發展

Urgency of climate change and shifting investor priorities are helping to bring sustainable finance to the fore  
氣候變化問題迫在眉睫，加上投資者改變側重點，令可持續金融成為市場焦點

**The coronavirus pandemic has dramatically changed our way of life and how we work. As restrictions force people to spend more time at home, there has been increased demand, especially in pandemic-stricken countries, for larger homes with outdoor space.**

For corporations, there is a shift away from business models that focus primarily on financial returns; for policymakers, discussions about how to rebuild the economy in a more sustainable way have become commonplace.

Even before the pandemic, there were efforts to build a more liveable and greener environment, but these have now taken on more urgency based on science-based evidence. The Paris Agreement – an international treaty that aims to cap global temperature increase to no more than 1.5 degrees Celsius compared to pre-industrial levels – was adopted in 2015.

To achieve this goal, signatory countries will have to undertake ambitious efforts to reduce their carbon footprint. Several have already put into legislation the commitment to achieve net-zero greenhouse gas emissions by 2050. In a September speech to the United Nations, President Xi Jinping pledged that China would become carbon neutral by 2060.

The World Bank estimates that the world will need US\$90 trillion, equivalent to the annual world economic output, in climate-friendly investment by 2030 in order to meet the Paris goals. To turbocharge investment of such a scale, green finance will play a pivotal role. Simply put, green finance, a welcome joint effort between environmentalism and capitalism, directs money from savers to projects which produce a better environmental outcome and help the transition to a world without fossil fuels.

Green bonds, first issued by the European Investment Bank in 2007, are arguably the poster child for green finance. In 2020, the global issuance of green bonds reached a record high of US\$290 billion, representing an average annual growth of 36% over the past five years, according to the Climate Bonds Initiative, a London-based non-profit organisation. On a cumulative basis, more than US\$1 trillion worth of bonds have been issued since their inception in 2007. The United States, China and France are the three major issuers of green bonds, accounting for a combined 45% of the global total.

There are a number of reasons why green projects are increasingly favoured by investors. In a world that is becoming more socially conscious,

impact investment is growing fast. A term first coined in 2007, impact investments are defined as purposeful investments that deliver societal as well as financial returns.

By putting money towards investments committed to environmental, social and governance (ESG) principles and away from fossil fuel-related projects, investors are in a better position to manage and minimise political, regulatory and financial risks, which take the form of higher climate-related taxes, lawsuits and pushback from activist groups. For institutional investors, reputational risks and pressure from clients are additional considerations.

Despite its increasing popularity, green finance's ability to gain further traction will depend on the resolution of what may appear to be intractable issues. First of all, what is classified as "green" is highly debatable. Unfortunately, the lack of unified green financing standards is hindering investors' decision-making when comparing projects, especially across jurisdictions. Secondly, there are concerns about the use of green funds to invest in projects which are not as environmentally friendly as promised – a phenomenon that is dubbed greenwashing.

A comprehensive taxonomy to define "green" investments, combined with increased reporting and verification



requirements, should help avoid greenwashing and prevent good intentions from changing into a box-ticking process.

The European Union is at the forefront of this initiative with the launch of its Sustainable Finance Disclosure Regulation in March. There are also other global organisations that have come up with guidelines and frameworks on green finance standards. This is no easy task, however, as a purely scientific approach could be too rigid, thereby excluding meaningful investments that fall a little short of the mark. On the other hand, too much compromise could undermine global efforts to tackle climate change.

A common phrase used by world leaders to emphasize the urgent need for collaboration in vaccine distribution to combat the pandemic

is that “no one is safe, until everyone is.” As with the current Covid crisis, a global and coherent approach is needed to deal with climate change. Likewise, the success of green finance will be very much dependent on establishing a set of harmonised international standards. Some good news on this front recently was an announcement by Yi Gang, the governor of the People’s Bank of China, of a potential cooperation between China and the E.U. to converge green investment taxonomies in the two markets.

The design of green finance products can also help ensure that the whole topic does not just become hot air. Some green bonds tie interest payments to a project’s sustainability performance based on such metrics as the ability to

meet emission targets or share of renewable energy generated. Not only does this incentivize the issuer to strive for green-related objectives, it also provides some kind of protection to investors as they can earn higher interest should the project fail to deliver its promise in producing green outcomes.

Amid cynicism about capitalism and the useful role that it can play in fostering a better world to live in, it would appear that marrying finance with ESG causes could help redeem the image and perception of market-based economies. In a post-pandemic world, conscious capitalism has the potential to reposition businesses to create financial, social, physical and ecological wealth for all their stakeholders. We cannot afford to waste this chance.

新冠病毒疫情大大改變了我們的生和生活模式。社交限制措施迫使人們較以往長時間留在家中，對毗連戶外空間、居住環境較寬敞的房屋需求有所增加，這情況在疫情嚴峻的國家尤甚。

商界方面，部份企業改變以財務回報主導的營運模式；政界方面，如何以可持續的方式重建經濟，成為政策制定者的熱門議題。

即使在疫情爆發前，各國已着力建設更環保宜居的環境，而基於現有科學實據，這工作方向如今更見迫切。全球多國在 2015 年簽署《巴黎協定》，致力把全球氣溫升幅控制在工業化前水平以上攝氏 1.5 度之內。

要達成這個目標，締約國需積極減碳。一些國家已立法承諾在 2050 年前實現

室氣體淨零排放。國家主席習近平在去年 9 月的聯合國大會上發言時，承諾中國將在 2060 年前實現碳中和。

世界銀行估計，要達成《巴黎協定》的目標，全球需於 2030 年前作出 90 萬億美元的氣候友善投資，規模相當於一年全球經濟總量。要加快如此規模的投資進程，綠色金融將發揮關鍵作用。簡單來說，綠色金融是環保主義與資本主義的結合，引導資金從存戶流向具環境效益的項目，促進世界邁向無化石燃料的未來。

綠色債券由歐洲投資銀行在 2007 年首次發行，可說是綠色金融的代表。根據倫敦非牟利機構氣候債券倡議組織的數據，全球綠色債券發行量在 2020 年創下 2,900 億美元新高，在過去五

年平均每年增長 36%。自 2007 年首發以來，市場累計已發行超過 1 萬億美元的綠色債券。美國、中國和法國為綠色債券的三大發行國，合共佔全球發行量的 45%。

有眾多原因導致綠色項目愈來愈受到投資者青睞。隨着社會意識提升，創效投資正迅速發展。創效投資一詞最早見於 2007 年，意指能夠兼顧社會責任和財務收益的有意義投資。

透過把資金投放到以環境、社會及管治（ESG）理念主導的投資，並排除化石燃料相關的投資，投資者更能妥善管理和減少政治、規管和財務風險，而這些風險包括較高的氣候相關稅負、訴訟及來自壓力團體的阻力。對機構投資者而言，聲譽風險和客戶施壓亦是考慮之列。

## Congratulations and Welcome to The Chairman & Members of the 2021/2022 HKGCC General Committee

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綠色金融漸趨普及，有關市場的進一步發展將取決於能否解決一些棘手難題。首先，如何定義「綠色」本身值得商榷，在缺乏統一的綠色金融標準下，投資者實在難以比較不同國家和地區的項目，從而作出合適的投資決定。第二，市場關注到部分綠色融資實際上用於投資一些未有履行環保承諾的項目，即所謂漂綠現象。

建立全面的「綠色」投資分類制度，同時提高申報及審核要求，應有助避免漂綠，以免令原意良好的項目變成敷衍了事的例行程序。

歐盟於3月實施《可持續金融披露規定》，在這領域可謂走在最前。其他國際組織亦相繼就綠色金融標準訂立指引和框架。然而，這項工作絕不簡單：若以純科學方法入手，可能會過

於嚴苛，令一些接近達標的有意義投資未能參與其中；另一方面，讓步太多又會削弱全球應對氣候變化的效果。

每當強調全球疫苗分配協作刻不容緩時，各國領袖常引述一席話：「除非人人安全，否則無人安全」。正如應對當前的新冠病毒危機一樣，要對抗氣候變化，各國務必協調，採取一致行動。同樣，綠色金融成功與否，將很大程度取決於能否建立統一的國際標準。就此，中國人民銀行行長易綱最近表示中國擬與歐盟合作，推動兩地市場的綠色投資分類標準趨同，無疑是一項好消息。

要確保綠色金融不致淪為空談，可從產品設計方面作出配合。部分綠色債券會以項目能否達到減排目標或可再

生能源發電量佔比為指標，評估其可持續發展績效，並將之與派息掛鉤。這種做法不但能鼓勵債券發行人積極實踐環保相關目標，還為投資者提供一定程度的保障，因為項目一旦無法兌現承諾，未能在綠色領域取得成果，投資者可獲取更高的利息回報。

當資本主義被質疑能否讓世界變得更好，把金融發展與 ESG 理念結合起來，似乎有助挽回市場經濟的形象和觀感。在後疫情時代，自覺資本主義或能促使企業重新定位，為持份者創造不同層面包括金錢、社會、物質和生態上的財富。我們不能白白錯過這個機會。



# Office Market Outlook

Office rents have dropped in Hong Kong as the pandemic takes its toll, but demand is likely to remain strong over the longer term



**Hong Kong's office rents have long had the unenviable reputation of being among the most expensive in the world and over the past few years they have overtaken even Tokyo, so long a by-word for sky-high corporate overheads.**

No longer. A series of unfortunate events has contrived to de-throne Hong Kong and set Tokyo back at the head of regional markets. First we saw the emergence of the U.S.-China trade war in late 2018, followed by national security legislation and a period of widespread social disruption in 2019, and finally Covid-19 in early 2020. The combined impact of the three

(arguably unresolved) factors set local rents on a downward trajectory from Q1 2019.

It is worth noting, however, that if we just look at rental costs in our most prime office buildings and compare them with other cities across Asia-Pacific, Hong Kong even now has no peer in the region.

So where is the local office market today after being ravaged by three years of disruption? Vacancy has certainly risen sharply. PRC firms found operating conditions problematic during the unrest, even before Covid shuttered borders. Meanwhile MNCs and local businesses alike are facing tough operating conditions locally and

globally, and corporate downsizing has been the norm.

Co-working operators have also met a less receptive market since WeWork failed to list in the United States and Covid rendered shared offices less appealing. So despite an extremely limited number of new office completions over 2020 and 2021, subdued demand has meant that vacancy has ballooned to over 5.5 million sq ft (roughly four years of average annual take-up). With much higher levels of new supply expected in 2022 and 2023, this figure can be expected to rise further.

As vacancies rise, landlords must compete more aggressively to fill



# 寫字樓市場展望

香港寫字樓租金受疫情影響有所下跌，惟長遠需求將維持強勁



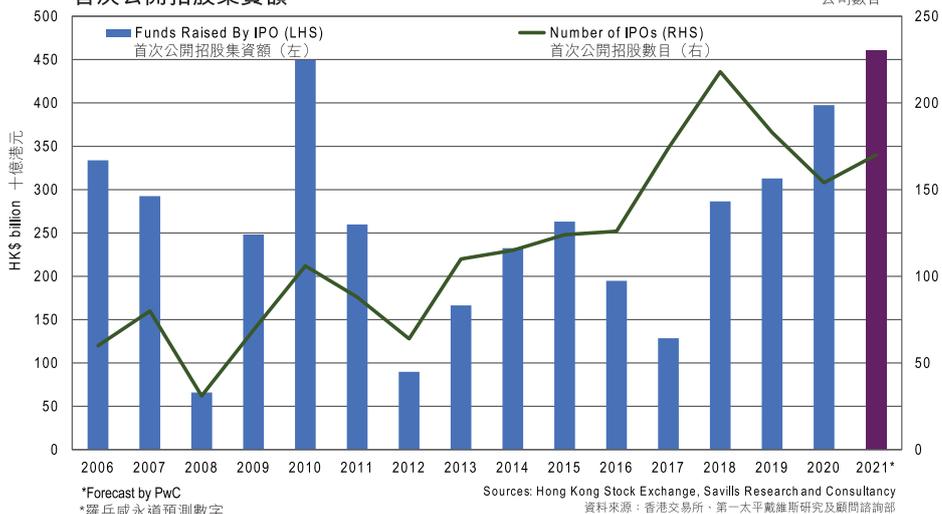
space and rents must inevitably fall, which is exactly what has happened. Office rents are around 20% below the peak levels of early 2019 and could slip further. When looking ahead we face the obvious uncertainty of how long entry at borders will remain restricted and how long social distancing will remain in place. Mainland businesses are likely to become a major driver of office demand over the next few years and this could rapidly be unlocked by easier travel to the SAR. Another demand driver will be the IPO market, which could well post a record year this year, driving demand for financial, professional and business services.

## Prime Office Rents 甲級寫字樓租金

Indicators 指標	2018	2019	2020
Hang Seng Index 恆生指數	25,845.70 @ Dec 31 2018 2018年12月31日	28,189.75 @ Dec 31 2019 2019年12月31日	27,231.13 @ Dec 31 2020 2020年12月31日
Retail Sales Value (HK\$ million) 零售銷售值 (百萬港元)	485,156 @ Jan to Dec 1月至12月	431,222 @ Jan to Dec 1月至12月	326,451 @ Jan to Dec 1月至12月
Total number of overnight visitor arrivals 訪港過夜旅客總人次	29,262,701 @ Jan to Dec 1月至12月	23,752,359 @ Jan to Dec 1月至12月	1,359,365 @ Jan to Dec 1月至12月
RevPAR of overall hotel market 整體酒店市場平均客房收益 (HK\$ per night 港元, 每晚)	1,483 @ Dec 2018 2018年12月	642 @ Dec 2019 2019年12月	527 @ Dec 2020 2020年12月
Unemployment rate 失業率	2.80% @ Dec 2018 2018年12月	3.30% @ Dec 2019 2019年12月	6.60% @ Dec 2020 2020年12月
Movements of Grade A office rents 甲級寫字樓租金變動	-6.71%	-0.10%	-16.60%

**Funds Raised By IPO**  
首次公開招股集資額

No. of Companies  
公司數目



Potentially, tech businesses could also extend their reach from elsewhere in the Greater Bay Area (GBA) into Hong Kong.

How far rents decline and the timing of the recovery phase will not just be down to such demand drivers, however, but will in part be due to the success of vaccination programmes and the impact of Covid variants on local markets, factors that are impossible to predict.

Given its growing importance, it is worth taking a closer look at demand from Mainland companies. At the start

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of 2020, around 60% of companies listed in Hong Kong were Mainland (70% by market cap) with a rising dominance in media, insurance and real estate. Of the Hang Seng's 50 listed companies, Tencent is the largest, representing over 10% by market weighting. If we look to media, 35% of traditional media outlets have major PRC stakes including TVB and the SCMP, while of the territory's largest insurers, three are from the PRC and account for 40% of the market.

Traditionally, Mainland office demand

has been driven by finance firms and asset managers, and such firms have sought out landmark buildings in core locations, mostly Central. They have been happy to pay higher rents for the "right address" – often a prime office with a dedicated drop off and harbour views. Already in 2021, we estimate that over 25% of Grade-A office space in Central is occupied by PRC firms, but this profile may now be broadening as a wider variety of Mainland companies look to take space in a more diverse range of business districts and buildings beyond the core CBD cluster.

Looking ahead, it is also hard to avoid the disruptive nature of new technology. Much was already discernable before Covid took over our lives, if you cared to look closely enough. Some executives were already selectively working from home, offices were being given a new sense of amenity and hot-desking was becoming more widely accepted. Some were even experimenting with new communications apps. There is a well-worn cliché in real estate that "form follows function" and with technology rapidly changing the way we work,

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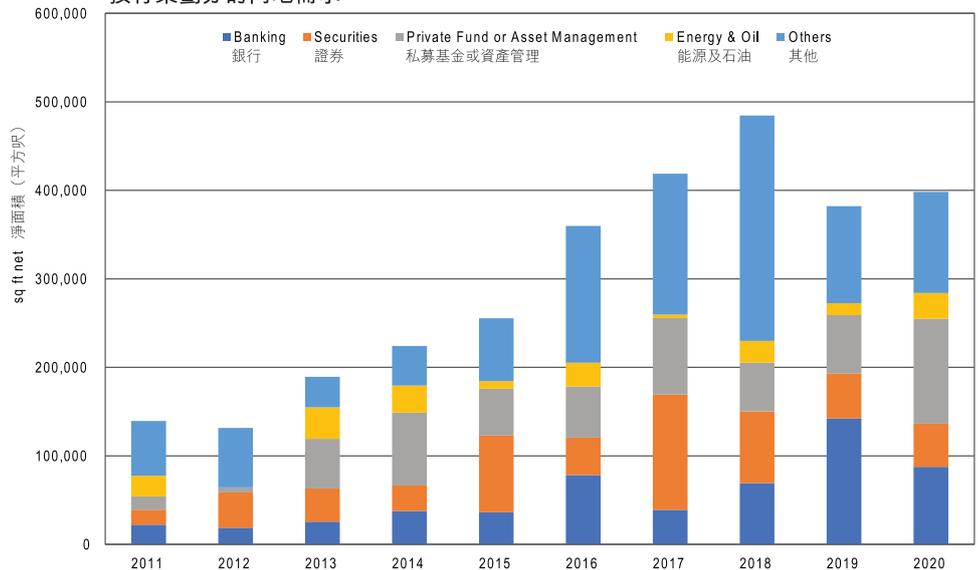


accelerated by a pervasive virus, form has had to follow.

Work from home (WFH) has become a mandated way of working in many countries and – given roomier residential accommodation and lengthy, expensive and sometimes unreliable commutes – may well become an established practice, at least for a few days a week for office workers.

In Hong Kong, however, I am not quite so sure that we will see comparable levels of adoption, as transport infrastructure is modern, efficient and reasonably priced while housing is notoriously cramped. With a greater availability of offices over the next few years at more competitive rents, employers may find that they can afford lower worker densities and more genuine amenity, luring many of us back to mingle once again with colleagues.

PRC Demand by Sectors  
按行業劃分的內地需求



Source: Savills Research and Consultancy  
資料來源：第一太平戴維斯研究及顧問諮詢部

香港的寫字樓租金高企，一直高踞世界前列，過去數年更超越東京，成為高昂經營開支的代名詞。

然而情況有所變化。接二連三的事故導致香港失落第一的寶座，東京重登

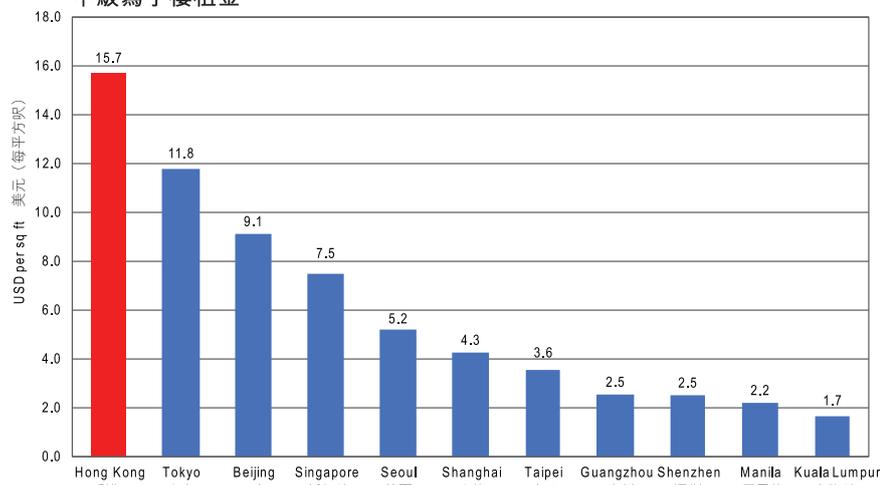
區內市場榜首。首先是在2018年底展開的美中貿易戰，隨後是2019年的國家安全立法和持續廣泛的社會動盪，而2020年初更爆發新冠病毒疫情。受到這三大不明朗因素的影響，本地租金自2019年第一季開始下行。

不過值得留意的是，單論香港甲級商廈的租金，目前仍遙遙領先亞太區其他城市。

面對連續三年的干擾，本地寫字樓市場現況如何？答案是空置率急升。在邊境因疫情而關閉前，社會動盪已令中國企業經營困難。與此同時，跨國企業和本地公司同樣面臨嚴峻的內外經營環境，而企業縮減規模已成常態。

此外，自WeWork在美國上市失敗，加上疫情令共享辦公室的吸引力減少，市場對共享工作空間的反應不復從前。因此，儘管2020至2021年的寫字樓落成量甚低，惟需求疲弱令空置面積激增至超過550萬平方呎（約為四年的平均吸納量）。預期2022和2023年

Prime Office Rents  
甲級寫字樓租金



Source: Savills Research and Consultancy 資料來源：第一太平戴維斯研究及顧問諮詢部

將有大量新增供應，空置量或進一步上升。

面對空置率上升，業主要在競爭日熾的市場中爭取租戶，租金無可避免會下調。寫字樓租金已較2019年初的高位回落約兩成，下行趨勢或會持續。展望未來，封關和社交距離措施將維持多久，顯然為前景增添不確定性。

內地企業或會成為未來幾年帶動寫字樓需求的主要動力，邊境放寬後可望發揮巨大潛力。首次公開招股市場也將推動需求，今年的集資額可能再創新高，帶動市場對金融、專業和商業服務的需求。此外，其他大灣區城市的科技企業或會來港拓展業務。

不過，租金跌幅和回升不僅取決於需求，還要視乎疫苗接種計劃的成果和疫情發展對本地市場的影響，而這些因素無法預測。

鑒於內地企業的重要性與日俱增，他們對寫字樓空間的需求亦值得深入探討。2020年初，在香港上市的公司中約有六成為內地企業（市場上限為七成），在媒體、保險和房地產業取得主導地位。在恆指50大成分股中，以騰訊的規模最大，佔市場比重超過一成。媒體方面，35%傳統媒體由中資股東持有多數股權，包括無綫電視和南華早報，而本港有三家大型保險公司來自中國內地，共佔四成市場份額。

傳統而言，內地對寫字樓的需求來自金融機構和資產管理公司，目標為核心地段的地標建築，當中大部分位於中環。這些公司願意為「合適地點」繳付較高的租金，通常是附設專用上落客區和享有海景的甲級寫字樓。截至2021年，我們估計中環有超過四分一的甲級寫字樓空間由內地企業佔用，而這個範圍正在擴大——各類內地公司希望落戶核心商業區以外的不同商業區和大廈。

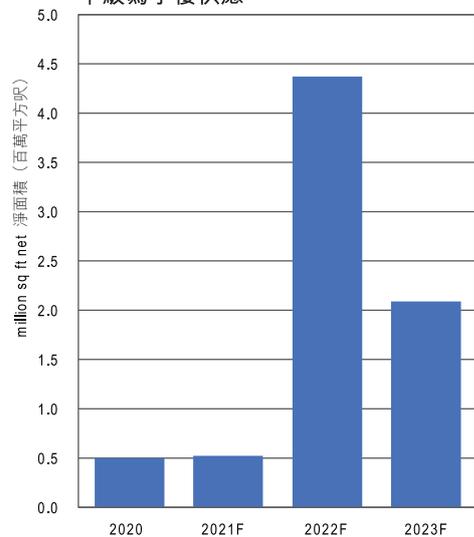
展望未來，我們難以避免新科技造成

的顛覆性變革。只要細心留意便會發現，工作環境在疫情爆發前已出現變化。一些管理層開始部分時間在家工作，辦公室設施有所改變，流動共用辦公桌逐漸獲廣泛採用，更有企業嘗試轉用新的通訊程式。「形式追隨功能」是地產業的老生常談，科技迅速改變我們的工作模式，加上疫情加快轉型步伐，形式不得不隨之轉變。

許多國家強制僱員在家工作，而由於家居環境較寬敞，通勤耗時又耗費，而且未必可靠，這個安排很可能成為常態，即白領上班族每周最少幾天在家辦公。

不過，在家工作於香港未必會同樣普及，因為本地交通便捷、價格合理，居住環境卻狹小擠迫。未來幾年市場將推出更多價格較相宜的寫字樓，僱主或有能力承擔較低密度的辦公空間，提供舒適愜意的工作環境，吸引員工重返辦公室上班。

## Grade A Office Supply 甲級寫字樓供應



Source: Savills Research and Consultancy  
資料來源：第一太平戴維斯研究及顧問諮詢部

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# Shaping Your Brand 打造個人品牌

From storied organizations to start-ups, Stepworks offers expert brand building services to get your message across

Stepworks 憑藉專業品牌打造服務，為知名機構以至初創企業傳達所想

**An organization's branding is the story and image it would like to share with the world, and contains the key messages to be delivered to stakeholders near and far. For Stepworks, their expertise is in strengthening that branding.**

The brand building agency has more than two decades of experience and has worked with numerous organizations in the city including Hong Kong Tramways, Hong Kong Judiciary and Goldman Sachs.

"Every organization faces change. We help leaders of organizations ensure people think positively about change and are inspired by it," said Managing Partner Stephen Barry. "To do this, we apply our proven, effective, Wholehearted Brand Building methodology."

By working closely with executives, Stepworks aims to align the company's business and brand strategies. This can be done through storytelling, and brand imagery, such as logos, aesthetics and photography. Examples of their previous work in this area include the logo for the Hong Kong Judiciary, which emphasises its institutional independence.



The company also works on brand building campaigns for its clients, such as the IPO launching ceremony for the HKEX. For new companies, Stepworks can set up their launch campaigns, and also provide them with the tools to then continue developing their own communications in-house.

Marketing is a fast-moving discipline, and to keep up with the ever-changing trends, companies must continually evolve and update their branding and marketing strategies. This provides plenty of opportunities for specialists like Stepworks. Another boon is the fact

that Hong Kong, as a global financial metropolis, has attracted a plethora of industry giants and a constant stream of newcomers – all of which need to build and develop their brands.

The Chamber has also helped the company to expand their network in Hong Kong. "HKGCC offers us opportunities to grow through training and meeting like-minded leaders," Barry said. "We see so many businesses that could benefit from brand building."

While there are ample opportunities in Hong Kong for branding, challenges do exist as well.



**Congratulations and  
Welcome to  
The Chairman and Members  
of the 2021 / 2022  
HKGCC General Committee**



THE ASIAN BANKER'  
STRONGEST BANK  
IN HONG KONG AND ASIA PACIFIC 2020  
*by balance sheet*

所謂品牌營銷，就是向外分享公司的故事、展現形象，並將重要訊息傳遞至各地的持份者，而 Stepworks 所擅長的，就是提升品牌形象。

Stepworks 擁有逾 20 年打造品牌的經驗，客戶遍及全港，包括香港電車、香港司法機構和高盛。

執行合夥人 Stephen Barry 表示：「所有企業都要面對轉變。我們協助公司管理層帶領員工樂觀迎接轉變，讓他們從中得到啟發。為此，我們為客戶塑造品牌時，會運用適切有效的方法，竭誠滿足客戶所需。」

Stepworks 與客戶的高管緊密合作，確保客戶業務與品牌策略配合一致，而方法是在商標、美學和攝影等方面多管齊下，打造品牌故事和形象。要數以往的成功案例，當然少不得香港司法機構的標誌，有關設計突顯司法制度的獨立性。

該公司亦為客戶策劃品牌塑造活動，例如為香港交易所籌辦首次公開招股揭牌儀式，又為新創企業安排開幕活動，並提供所需工具，讓他們往後繼續開發內部傳訊方案。

營銷講求靈活應變。要緊貼瞬息萬變的趨勢，企業必須推陳出新，不斷完善公司的品牌和營銷策略。這無疑為諸如 Stepworks 等專家開創大量商機。再者，香港作為國際金融之都，吸引眾多行業巨擘和新進業者慕名進駐，而這些公司都需要建立和發展品牌。

“As is the case with many specialist professional services firms, we continually face the challenge of capacity management and load balancing,” Barry said. “However, after 27 years of doing this, we’re getting better at it,” he joked.

In response to the Covid-19 pandemic, Stepworks, like many other companies, has had to quickly adapt to the shift online. To help its clients, Stepworks has provided more digital solutions, such as introducing free online tools on their website to support clients with their brand building.

總商會亦協助 Stepworks 拓展本地業務網絡。「總商會除了提供培訓課程，還讓我們有機會結識志趣相投的領袖，從而促進業務發展。」Barry 指出：「不少企業都可透過建立品牌從中獲益。」

香港的品牌營銷市場機遇處處，但亦不乏挑戰。

「與許多提供專業服務的公司一樣，我們的挑戰來自產能管理和平衡工作量方面。」Barry 打趣說：「然而，憑藉 27 年的行業經驗，我們已日益掌握箇中技巧，不斷進步。」

面對新冠病毒疫情，Stepworks 像許多其他公司一樣，不得不迅速適應網上作業模式。為協助客戶應對新常態，Stepworks 着力提供更多數碼方案，例如在公司網站提供免費的網上工具，協助客戶打造品牌。

對內方面，儘管過去一年挑戰重重，Stepworks 仍然蓬勃發展。

Barry 解釋：「作為一個團隊，我們同心協力，互相扶持，堅持不懈，前景一片光明。」

“We see so many businesses that could benefit from brand building.”

「不少企業都可透過建立品牌從中獲益。」

- Stephen Barry, Managing Partner  
——Stephen Barry 執行合夥人



Internally, Stepworks has also prospered, despite the many challenges of the past year.

“As a team, we’ve all stayed together, supported each other, and strengthened our resilience,” said Barry. “The future looks bright.”

Company : Stepworks Co Ltd  
HKGCC Membership No. 總商會會員編號 : HKS1238  
Established 創辦年份 : 1997  
Website 網站 : <https://stepworks.co/>

**Congratulations  
and  
Welcome to  
the Chairman & Members of the  
2021/2022  
HKGCC General Committee**





## Icon of Modern Security 現代安全保證

Safe deposit boxes from Royal England provide privacy and security to clients using unique technology and world-class standards

英倫皇家的保管箱服務採用獨家技術和世界級標準，保障客戶隱私及安全

**Royal England Safe Deposit Box has been aiming to raise the bar for security standards in safe deposit box facilities since its inception in 2017.**

“One of our group’s core values is building trust through commitment, and the safe deposit box business is an iconic representation of that,” said General Manager Eric Chan. “We help customers store their valuables in one of the most secured environments in the world.”

Demand has been growing in recent

years for safe deposit box services, not only in developed cities such as Hong Kong, but also increasingly in new regions such as the neighboring Greater Bay Area. The potential for growth beyond Hong Kong is one of the reasons the company decided to join HKGCC, as the Chamber provides the opportunity to help it strengthen its international business network, “which was crucial to building Royal England’s brand,” said Chan.

As bank-provided safe deposit box facilities are in short supply,

consumers have the option of using third-party facilities to store their personal assets. However, earning the initial trust of customers is a hurdle that Royal England has had to overcome, as Chan explained.

“Most of Hong Kong’s residents believe that home is always the safest and most convenient place to store their valuables,” said Chan. “But the fact is that burglary cases happen almost every day, and can take place in all corners of the world.”

**We wish the Chairman  
and Members of the  
HKGCC General Committee  
a successful year ahead**

Jardine Matheson is a diversified Asian-based group with unsurpassed experience in the region, having been founded in China in 1832. We comprise a broad portfolio of market-leading businesses, which represent a combination of cash generating activities and long-term property assets. Our businesses aim to produce sustainable returns by providing their customers with high quality products and services.

We are active in the fields of motor vehicles and related operations, property investment and development, food retailing, health and beauty, home furnishings, engineering and construction, transport services, restaurants, luxury hotels, financial services, heavy equipment, mining and agribusiness.

Royal England also had to stand out from the competition when it first launched. So to ensure its services would be of the highest quality, its safe deposit box hardware is installed by the leading British company Burton Safes, whose products are certified by the European Committee for Standardization. In addition, a fully automated system allows Royal England's customers to monitor the safety box status via a mobile application.

"We are the only one in the world with such a feature," said Chan. In the near future, Royal England plans on expanding its line of safe deposit box options to include custom-made safes for customers who might have items that come in unique sizes and shapes.

Although the Covid-19 pandemic has had a devastating impact on many businesses, Royal England has not been badly shaken by the virus. Thanks to a sequence of strict hygiene measures, all visitors and staff at Royal England are well protected. "As a matter of fact, the business conditions in general have not had much of an effect on our operations and business performance," Chan said.

**英倫皇家保管箱自 2017 年成立以來，一直致力提升保管箱設施的保安標準。**

總經理陳家輝表示：「熱誠投入、建立信任是集團的核心價值，而保管箱業務正好體現我們的理念。我們提供全球其中一個最安全的環境，為客戶保管貴重物品。」

近年保管箱服務的需求日增，除了香港等先進城市，毗鄰的大灣區和其他新興地區亦有殷切需求。開拓香港以外市場的潛力，是該公司加入總商會的原因之一，因為總商會能為會員提供聯繫交流機會，有助拓展國際業務網絡。陳家輝說：「這對建立英倫皇家的品牌至關重要。」

銀行保險箱供不應求，客戶可選用第三方設施保管個人財物。陳家輝解釋，英倫皇家曾面對如何贏得客戶信任的難題。

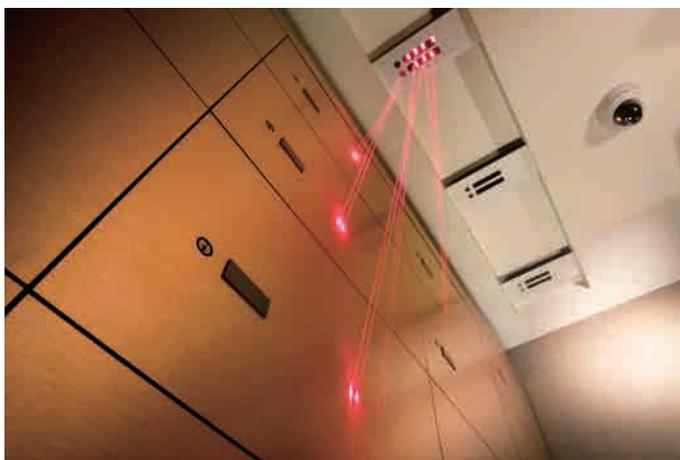
「大部分香港市民認為在家中存放貴重物品最安全方便。」他續稱：「不過，

幾乎每天都會發生盜竊案，世上每個角落也可能成為犯罪目標。」

英倫皇家成立之初，亦要在競爭中脫穎而出。為確保服務優質可靠，整個保險庫由英國頂尖製造商 Burton Safes 負責安裝，榮獲歐洲標準委員會認證。此外，英倫皇家利用全自動化的系統，讓客戶透過流動應用程式實時監察保管箱的狀況。

「我們是這項服務的全球唯一供應商。」陳家輝說。英倫皇家計劃在短期內增設保管箱訂做服務，以便顧客存放各種大小和形狀的物品。

儘管新冠病毒疫情對許多企業造成沉重打擊，英倫皇家卻未有受到嚴重影響。該公司採取了一系列嚴格的衛生措施，全面保障訪客和員工的健康。陳家輝說：「事實上，整體商業環境對我們的營運和業績影響不大。」



Company : Royal England Safe Deposit Box Ltd  
公司名稱：英倫皇家保管箱有限公司  
HKGCC Membership No. 總商會會員編號：HKR0389  
Established 創辦年份：2017  
Website 網站：www.royalenglandsdb.com

We wish the Chairman and  
Members of the HKGCC  
General Committee  
a successful year ahead

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Driving our long-term growth is an international portfolio of businesses ranging from property to aviation and bottling. Safeguarding that growth is a commitment to the highest ethical standards and operational excellence. Our diversity and integrity ensure that Swire drives value, always.

# Members Share Their Stories

In our *Bulletin* interviews over the years, many of our members have told us how being part of the Chamber has impacted them and their businesses. As part of our 160<sup>th</sup> anniversary, we have shared some of their stories below

## Cooperation to Help the Community

Ka Shi Lau, Managing Director and CEO of BCT Group, said that the pensions company is not only focused on helping people prepare for retirement, but also helping the wider community. When BCT joined HKGCC in 2002, one of the reasons was because of our shared values, including corporate social responsibility (CSR).

"We appreciate that the Chamber serves as a platform for businesses like us to participate in meaningful activities," Lau said. "For example, we have participated in the Chamber's Business-School Partnership Programme since 2012.

We are thrilled to host company visits for secondary school students to let them understand more about the commercial world and provide them with career advice."

Lau herself takes the time to talk to the high school students about her own career path. She started in the industry as a bank management trainee in the United States, where she was the only Chinese woman in the class.

"If you are determined and give 120% effort in your work, you can overcome any challenges," Lau told students.

## Mission to Spread IT Education

It was a HKGCC mission to the International Franchise Expo in Washington DC in 1992 that led to Eric Chin setting up Futurekids in Hong Kong and Macao.

"I was lucky enough to participate in that trip," Chin said. "Because of that mission, I started this business."

At the expo, Chin met the founders of Futurekids Inc, which provides computer courses for children as well as IT education support for schools. The more they explained their operation to him, the more convinced Chin became that the idea would take off in Hong Kong.

He extended his stay in the United States so he could travel to Futurekids' headquarters in Los Angeles to discuss franchise rights for Hong Kong. The owners were also enthusiastic about the idea of expanding their Asian network, which at the time included Australia, Japan and Indonesia.

Today, the Futurekids network is in more than 60 countries around the world. In Hong Kong alone, Futurekids has provided computer training to more than 10,000 primary and secondary school children over the years, thanks to that initial meeting during the HKGCC mission.



## 普及資訊科技教育

總商會在1992年率團前往華盛頓參加國際特許經營博覽會，成為錢樹楷在香港和澳門成立富卓傑的契機。

錢樹楷說：「我很幸運能參加那次考察團。正因如此，我踏上了創業之路。」

錢樹楷在博覽會上認識了富卓傑的創辦人。該公司為兒童開設電腦課程，亦向學校提供資訊科技教育支援服務。他們詳細講解公司的運作，令錢樹楷深信這套經營模式在香港大有可為。

於是他留在美國，專程前往富卓傑位於洛杉磯的總部，商討香港的特許經營權安排。公司東主對進一步拓展亞洲網絡雀躍不已，當時公司已在澳洲、日本和印尼設立業務。

時至今日，富卓傑的網絡覆蓋全球各地逾60個國家。單在香港，富卓傑多年來已為超過10,000位中小學生進行電腦培訓。公司能夠取得今天的成果，當年總商會考察團促成的初次會面，可謂功不可沒。

# 會員故事

在《工商月刊》歷年的專訪中，不少會員向我們表示加入總商會能為公司和業務帶來裨益。  
為紀念總商會創會160周年，以下是一些會員分享的故事



## 合力扶助社區

BCT銀聯集團董事總經理及行政總裁劉嘉時表示，BCT除了致力提供退休金服務，協助市民規劃退休生活，亦積極回饋社會。BCT在2002年加盟總商會，原因之一是彼此抱持共同理念，包括積極履行企業社會責任。

「我們欣賞總商會為企業建立平台，讓我們參與有意義的活動。」劉嘉時續道：「舉個例子，我們自2012年起參加總商

會的『商校交流計劃』，很開心能帶領中學生參觀辦事處，加深他們對商業社會的了解，並提供就業建議。」

劉嘉時還特意與高中生分享其事業發展歷程。她入行時在美國從銀行管理見習生做起，是當時班上唯一的華裔女性。

她向學生說：「只要下定決心，付出120%努力，定可克服任何挑戰。」

## Helping to Solve Business Problems

At an SME Committee meeting in 2001, Emil Yu, General Manager of Keystone Electric Wire & Cable Co Ltd, mentioned to the Chamber's then Assistant Director Dr WK Chan the problems he was having over a plot of land he had bought in 1990.

His company already had a factory on an adjoining piece of land, and had hoped it would be simple to gain permission to expand their operations to the second plot. But Keystone ran up against a long list of hurdles that even hiring a number of business consultants couldn't solve.

Hearing his story, the Chamber's Dr Chan helped Yu to arrange a meeting with Brenda Yip, who headed the Government's Helping Business Programme at the time.

"Mrs Yip helped me resolve a major stepping stone in obtaining the Short Term Waiver in Land Usage for my factory," Yu said. "Subsequent meetings that the Chamber and Mrs Yip arranged for me with other government bureaus also helped me greatly, and with approval from the Town Planning Board in 2002, we could finally see light at the end of tunnel."

## 協助企業排難解困

在2001年一場中小型企業委員會會議，啟東電線電纜有限公司總經理于健安向本會時任助理總裁陳偉群博士提及，他在1990年購置的一幅地皮令他飽受困擾。

事緣啟東已在毗連的地皮設廠，以為可順利獲准在第二幅地皮擴展業務，不料困難接踵而來，即使聘請多位商業顧問仍不得其法。

總商會陳博士得悉情況後，遂安排于健安與時任政府「方便營商計劃」主管葉潘錦瑩會面。

于健安說：「葉太助我踏出排難解困的第一步，為廠房取得土地用途短期豁免書。總商會與葉太及後為我安排與其他決策局會面，對我幫助很大。城市規劃委員會在2002年批給許可，問題終於迎刃而解。」



## Benefits of a Diverse Membership

One of the chief benefits of being a member of HKGCC is its diversity, said Kelven Lit, Director of Censpot Trading, which can be seen in the wide range of businesspeople that attend Chamber events.

"It's not rare to see the director of an international company with billions of dollars of valuation sharing ideas with small start-up founders in their early 20s," Lit said. "This kind of exchange is beneficial to both sides as learning, communication and mutual understanding are facilitated."

Such diversity is a reflection of the business landscape in Hong Kong. And this interaction between major corporations and SMEs is also important for the city's competitiveness, Lit said, as he expects that collaboration between big and small companies will be an increasing trend in the future.

Lit also participated in the Chamber's Mission to Morocco and Ghana in December 2019, where he was interested to see how businesses made use of existing technology to improve efficiency, for example SMS is widely used for transactions.

## 廣泛會員基礎賦予優勢

昇博經貿執行董事列家誠表示，入會的主要好處之一是其會員基礎廣泛多元，從參與總商會活動的人士來自世界各地、各行各業可見一斑。

他說：「一家市值數十億元的國際企業董事與20出頭的初創企業創辦人分享心得，這種交流其實十分常見，而且對雙方皆有裨益，有助促進學習、溝通和相互了解。」

這亦是香港多元商業環境的縮影。列家誠預期大小企業協作將成為未來的商業趨勢，故認為大企業與中小企的互動對維持本港競爭力十分重要。

列家誠還參加了總商會於2019年12月舉辦的摩洛哥和加納考察團，期間有機會了解企業如何利用現有科技來提升效率，例如廣泛使用短訊作流動支付工具。



## Certificates and Support for a New Business

Back in 1980, Benson Pau of Wings Trading came to the Chamber originally to apply for the Certificates of Origin he needed for his new homeware business from our Certification Division. He then also decided to become a HKGCC member, as he reasoned that we could also provide immediate professional support to his new business. It has proven to be a long relationship, and Pau is today an active and valued SME Committee member.

The Chamber has played a part in Wings Trading's growth over the years. In the 1980s, Pau joined a Chamber mission to explore trading opportunities in Saudi Arabia and a few other countries. The tour resulted in the establishment of his first business in the Middle East, which then saw sustainable business growth across the European and North America markets afterwards.

"The Chamber is a good platform to connect with businesspeople in different sectors to exchange views and experiences about business challenges," Pau said.

## 簽發證書及支援初創企業

回想1980年，鮑潔鈞剛成立家居用品公司飛騰行，他來到總商會簽證部為其產品申請產地來源證。他及後決定成為會員，因為他相信總商會能為公司提供專業、即時的支援。轉眼間入會已數十載，鮑潔鈞現為中小型企業委員會的成員。

飛騰行的業務多年來不斷增長，總商會應記一功。鮑潔鈞在80年代參加了總商會舉辦的商務考察團，探索沙特阿拉伯及其他幾個國家的商機，最終促成他在中東開展業務，業務其後更在歐洲及北美市場持續增長。

鮑潔鈞說：「總商會是個很好的平台，能聯繫不同行業的商界人士，就應對各種營商挑戰交換意見和經驗。」



You can read many of our past member profiles on our website  
讀者可到總商會網站重溫昔日的「會員巡禮」



*Congratulations and Welcome to*

*The Chairman*

*&*

*Members of the 2021/2022*

*HKGCC General Committee*

With the Compliments of



China Committee Chairman Petrina Tam represented the Chamber at the Guangxi-Hong Kong Cooperation (Online) Symposium on 20 April. The event was held in Hong Kong and Nanning simultaneously to promote cooperation between Guangxi and Hong Kong. Speaking at the event, Edward Yau Tang-wah, Secretary for Commerce and Economic Development, introduced Hong Kong's advantages, and shared his thoughts on the prospects for economic and trade cooperation between the two places.

中國委員會主席譚毓麗在 4 月 20 日代表總商會出席「廣西—香港投資合作（線上）交流會」。活動在香港和南寧兩地同步進行，旨在促進兩地合作。會上，商務及經濟發展局局長邱騰華介紹香港的優勢，並展望桂港經貿合作前景。



The China Committee organized a webinar on New Growth Potential in Dongguan on 23 April as part of the Exploring GBA Cities Series. Loretta Fong, Assurance Partner, PwC Hong Kong; Emil Yu, General Manager, Keystone Electric Wire & Cable; and Rex Wong, Chief Executive, Kum Shing Holdings, discussed the business environment and some of the key attractions of Dongguan.

It enjoys a lower living cost compared with other GBA cities, for example, and rapidly improving transportation networks. These factors, combined with supportive government policies to encourage investment, are providing huge opportunities for Hong Kong businesses.

中國委員會在 4 月 23 日舉辦「探索大灣區城市發展系列：東莞發展新潛力」網上研討會。會上，羅兵咸永道香港審計合夥人方蘊萱、啟東電線電纜總經理于健安及金城控股行政總裁王紹恆探討東莞的營商環境和吸引力。

與其他大灣區城市相比，東莞的生活成本較低，交通網絡發展迅速，加上當地政府推出支援政策鼓勵投資，為港企帶來龐大商機。

Edmond Yew, Vice Chairman of the China Committee, attended the Jiangsu – Hong Kong: Symposium on Arising Business Opportunities from RCEP on 20 April on behalf of the Chamber. The event introduced the latest investment policies, business environment and investment opportunities in Suzhou and the Nanjing Free Trade Pilot Zone. Sun Jin, Deputy Director of the Department of Commerce of Jiangsu Province, stressed that Hong Kong was not only a “transit station” for international capital to enter the Mainland market, but also a “gas station” for Jiangsu enterprises to go global. Through this event, Sun also said that he expected the symposium would strengthen cooperation between enterprises in Jiangsu and Hong Kong. The symposium was organized by the Commercial Office of the Economic Affairs Department of the Liaison Office of the Central People's Government in HKSAR, Invest Hong Kong and the Department of Commerce of Jiangsu Province.

中國委員會副主席姚逸明在 4 月 20 日代表本會出席「蘇港合作——把握 RCEP 投資新機遇」研討會。研討會由中央人民政府駐香港特區聯絡辦公室經濟部貿易處、投資推廣署及江蘇省商務廳合辦，旨在介紹蘇州和南京自貿試驗區的最新投資政策、營商環境和投資機遇。江蘇省商務廳副廳長孫津強調，香港不僅是國際資金進入內地市場的「中轉站」，也是江蘇企業走出去的「加油站」，故希望通過是次活動加強兩地企業合作。

## HR Tips for GBA Hiring 大灣區招聘人力資源須知



The recently launched Greater Bay Area Youth Employment Scheme (GBAYES), provides support and subsidies for Hong Kong companies to hire local young people to work in the Mainland GBA cities. At a Chamber webinar on 4 May, four experts from different fields discussed some of the key issues that Hong Kong companies should pay attention to when sending young employees to work in the GBA.

Sam Sze, M&A Deals Advisory Greater Bay Area Leader, PwC Mainland China and Hong Kong, introduced GBAYES, and advised that companies and employees alike should understand the relevant policies affecting tax, MPF and social security. Betty Lam, Head of Human Resources in Hong Kong at HSBC, and Cynthia Lam, Head of Human Resources – China, CLP Holdings, shared their experiences of hiring and dispatching Hong Kong youths to the GBA. They also shared some examples of the process to help members better understand how the system works in practice. From the technology industry, Donald Chan, Chief Operating Officer, Cherrypicks Ltd, noted that higher exposure or visibility would help SMEs to attract more young talent to work in the region.

最近推出的「大灣區青年就業計劃」旨在支持和資助港企聘用本地青年到內地大灣區城市就業。在總商會5月4日的網上研討會，四位來自不同領域的專家分享了港企派遣青年到大灣區工作時應注意的事項。

羅兵咸永道中國大灣區併購交易服務主管合夥人施道偉講解計劃內容，並建議僱傭雙方都應了解稅務、強積金及社保方面的政策安排。滙豐銀行亞太區人力資源香港區主管林靄欣及中電控股中國人力資源主管藍清則分享聘用及派駐港青赴大灣區工作的經驗，並引述個案說明流程，協助會員掌握制度的實際運作。科技專家創奇思有限公司營運總監陳甘泉認為，中小企可透過增加曝光率或知名度，吸引更多年輕人才到區內工作。

The Chamber held a webinar on “Implications of the New PRC Civil Code on Foreign Investors” on 29 April. The new Civil Code took effect on 1 January, and has established a new legal framework in Mainland China that will affect companies and businesspeople operating there. Dr Dennis Tang, Registered Foreign Lawyer (China) of ONC Lawyers, explained the status, content and implications of the Civil Code for foreign investors. Dr Tang reminded investors that they should be aware of updated environmental protection under the new rules, to avoid punitive damages. He also said that intellectual property rights would be better protected under the Code.



總商會於4月29日舉辦「新《中華人民共和國民法典》對境外投資者的影響」網上研討會。新《民法典》已於1月1日正式生效，為中國內地建立了全新的法律框架，將對在國內經營的企業產生影響。會上，柯伍陳律師行註冊外地律師（中國）鄧智榮博士講解《民法典》的地位、內容和對境外投資者的影響。鄧博士提醒投資者留意新法下經修訂的環保規定，以避免懲罰式賠償。他亦指出《民法典》能為知識產權提供更大的保障。

The Gansu Investment Promotion Online & Offline Seminar 2021, organized by the Gansu Commerce Department, took place on 11 May in Gansu and Hong Kong simultaneously. Edmond Yew, China Committee Vice Chairman, represented the Chamber in person to attend at the Hong Kong venue. During the event, Zhang Yonghong, Deputy Director of the Department of Commerce of Gansu, introduced the latest updates to the investment environment in Gansu and the province's preferential policies aimed at attracting investment. Representatives from the Economic and Technological Development Zones in Lanzhou, Jinchang, Tianshui and Zhangye also presented the investment promotion projects of these cities.

甘肅省商務廳在5月11日舉辦「甘肅線上+線下招商推介會」，活動於甘肅及香港同步進行，中國委員會副主席姚逸明代表總商會親身出席香港專場。會上，甘肅省商務廳副廳長張永洪介紹甘肅投資環境的最新發展及當地招商引資的優惠政策，蘭州、金昌、天水、張掖經濟技術開發區的代表則講解各自的招商專案。

The Langfang Hebei International Economic Trade Symposium, organized by the Hebei Commerce Department and Hebei Government, was held from 18 to 21 May. Petrina Tam, China Committee Chairman, represented the Chamber at the online opening ceremony on 18 May, which was also attended by Wang Dongfeng, Secretary of Hebei Provincial Committee of the CPC, and Governor Xu Qin. The four-day conference on the theme of "Building a New Pattern, Creating a New Future" featured a series of activities through on-site participation, webcasts, video conference connections, virtual exhibitions and physical exhibitions to further expand foreign trade and business development opportunities in Langfang.

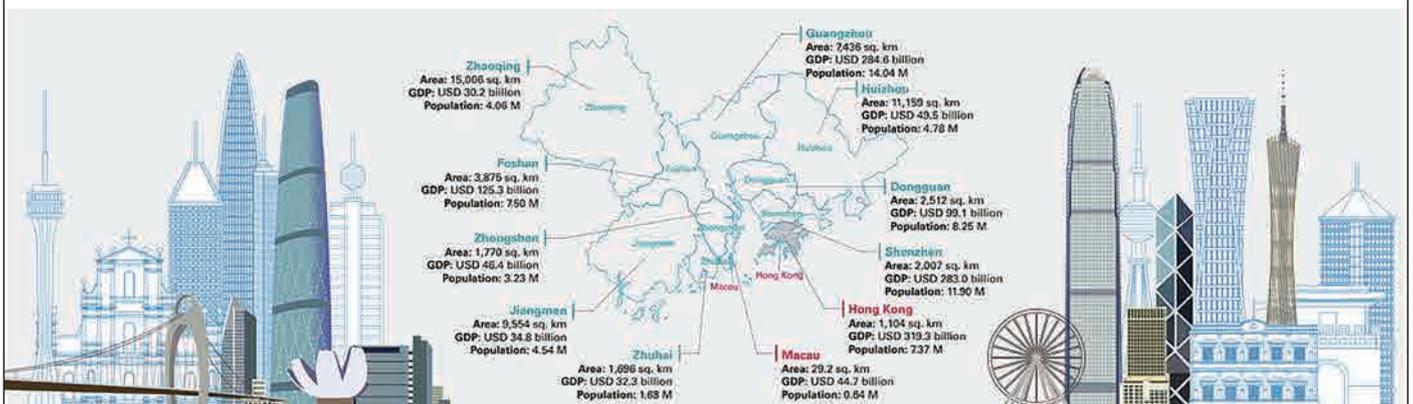
河北省商務廳及河北省人民政府於5月18至21日主辦「中國—廊坊國際經濟貿易洽談會」。中國委員會主席譚唐毓麗代表本會參加5月18日的網上開幕式，河北省委書記王東峰和省長許勤亦有出席。為期四天的洽談會以「構建新格局，開創新未來」為主題，透過現場會議、網絡直播、視像會議、虛擬和實體展覽等一系列活動，進一步促進廊坊的對外商貿發展。



大灣區倡議促進區內發展，亦帶動了區內的房地產市場，為香港投資者開創新機。總商會於5月17日舉辦「探索大灣區城市發展系列：大灣區投資置業準備」網上研討會，邀得仲量聯行中國研究部主管吳菲及柯伍陳律師行註冊外地律師（中國）鄧智榮博士出席，講解大灣區的房地產市場趨勢及購置物業的考慮因素。

The growth in the Greater Bay Area facilitated by the GBA initiative is driving new property developments across the region, and as a result is creating new opportunities for Hong Kong investors. As part of our Exploring GBA Cities Series, the Chamber organized a webinar on 17 May entitled "Are You Ready to Invest in the Next Mega-City Region – GBA?" Fay Wu, Head of Research, China, JLL, and Dr Dennis Tang, Registered Foreign Lawyer (China), ONC Lawyers, gave an overview of the property market trends in the GBA and discussed the issues that investors should consider when buying property in the region.

## HKGCC GREATER BAY AREA CORNER 香港總商會粵港澳大灣區資訊



# Welcoming 2021/2022 General Committee Members



**Sun Hung Kai Properties**

Building Homes with Heart

## Americas Committee 美洲委員會



### China-U.S. Geo-tech Competition Amid Global Change 全球形勢變化下的中美地緣科技競爭

While the geopolitical and technological competition between the United States and China is likely to continue, there is an opportunity for the two countries to improve their relations in these areas, just as they have recently shown willingness to cooperate in the fight against climate change. Speaking at the Chamber's webinar on 26 April, Dr Chen Xi, an expert on geo-tech competition, said that he believed the two major economies would be able to work together to find common ground, and that this would bring greater benefits to the world in the long run. He also touched on how Hong Kong companies could benefit from the Mainland's growing investments in smart city development.

儘管中美之間的地緣政治和科技競爭持續，兩國關係仍有望在這些領域得到改善，例如雙方最近表明願意共同應對氣候變化的挑戰。在總商會 4 月 26 日的網上研討會，地緣科技競爭專家陳溪博士表示，這兩大經濟體將聯手尋求共同利益，而此舉長遠而言可為世界帶來更大裨益。陳博士還剖析內地增加對智慧城市投資，香港企業如何從中受惠。

## Asia & Africa Committee 亞洲及非洲委員會



### Indonesia's Omnibus Law

Indonesia's "Omnibus Law" has delivered major reforms to the country's business environment. At the Chamber's webinar on 27 April, a panel of speakers shared their insights on the potential impact of the law, and the opportunities it is expected to create.

Slamet Noegroho, Consul for Economic Affairs from the Consulate General of Indonesia, explained that the reforms will reduce red tape and improve the ease of doing business in the country. Riza Buditomo, Rinaldo Aditya and Yesi Samosir from HHP Law Firm then shared more details about the Omnibus Law, including support for trading companies, and a broadening of work permits to allow more foreign workers to come to the country.

### 印尼《綜合法》

印尼《綜合法》為當地的營商環境帶來重大變革。總商會於 4 月 27 日舉行網上研討會，邀來多位講者探討新法的潛在影響和可望開創的機遇。

會上，印尼總領事館經濟事務領事 Slamet Noegroho 解釋有關改革可減省繁文縟節，締造更便利的營商環境。其後，HHP Law Firm 代表 Riza Buditomo、Rinaldo Aditya 和 Yesi Samosir 詳述《綜合法》的細節，包括為貿易公司提供支援，並擴大工作許可範圍，容許更多外國人到印尼就業。

## 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  
Mr Jonathan Lamport  
林偉全先生



**China Committee**  
中國委員會  
Mrs Petrina Tam  
譚唐毓麗女士



**HKCSI – Executive Committee**  
香港服務業聯盟 — 執行委員會  
Ms Veronica Lockyer  
駱凱燕女士



**Digital, Information & Telecommunications Committee**  
數碼、資訊及電訊委員會  
Ms Jennifer Yuen Chun Tan  
陳婉真女士



**Economic Policy Committee**  
經濟政策委員會  
Mr John Anthony Miller  
苗學禮先生



**Environment & Sustainability Committee**  
環境及可持續發展委員會  
Mr Wilson Kwong  
鄭永銓先生



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歐洲委員會  
Ms Jennifer Chan  
陳佩君女士



**Financial & Treasury Services Committee**  
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Ms Agnes Chan  
陳瑞娟女士



**Industry & Technology Committee**  
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



### Africa Opportunities

Members learned about the latest developments in the business environment across Africa at a webinar on 5 May, including the continent's stable economic growth in recent years and the potential impact of the African Continental Free Trade Area (AfCFTA) agreement. Skander Negasi, CEO of Trade and Fairs Consulting & Trade and Fairs East Africa, explained that Africa is home to many of the world's fastest growing economies. In anticipation of the impact of AfCFTA, many countries are also upgrading their infrastructure, he added.

In the panel discussion, Getachew Regassa, Secretary General of the Addis Ababa Chamber of Commerce & Sectoral Associations, introduced Ethiopia's economic reforms and the country's links with China. Dr Erick Rutto, Vice President of the Kenya National Chamber of Commerce and Industry, explained Kenya's role as the technology hub on the continent. Jude Chime, Executive Director of Trade of the Abuja Chamber of Commerce and Industry, discussed Nigeria's entrepreneur scene and support for the SME sector.

### 非洲機遇

在 5 月 5 日的網上研討會，會員了解到非洲大陸營商環境的最新動向，包括當地經濟近年穩步增長，以及《非洲大陸自由貿易區協定》（AfCFTA）的潛在影響。Trade and Fairs Consulting 及 Trade and Fairs East Africa 行政總裁 Skander Negasi 解釋，不少發展迅速的經濟體均為非洲國家。他續稱，許多國家預料到 AfCFTA 帶來的影響，紛紛提升基礎設施。

在小組討論環節，亞的斯亞貝巴商會及行業協會秘書長 Getachew Regassa 講述埃塞俄比亞的經濟改革及當地與中國的聯繫；肯尼亞全國工商會副總裁 Erick Rutto 博士講解肯尼亞作為非洲科技樞紐的角色；阿布賈工商會貿易執行董事 Jude Chime 則討論尼日利亞的創業發展和當地對中小企的支援。

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



China's bustling e-commerce and digital landscape presents a wealth of opportunities for international companies looking to tap into the country's domestic market. At a webinar on 11 May, Franck Chevallier, Linkbynet APAC Head of Presales and Solution, and Olivier Durand, E-commerce Senior Consultant at Clever Age, discussed the opportunities and challenges of establishing a digital presence in the Chinese market. They also shared case-studies and tips on how companies can stand out in the Mainland's crowded but lucrative e-commerce landscape.



中國的電子商務和數碼科技發展蓬勃，為有意在內地開拓市場的跨國企業創造龐大商機。在 5 月 11 日的網上研討會，Linkbynet 亞太區售前和解決方案主管 Franck Chevallier 和 Clever Age 電子商務高級顧問 Olivier Durand 探討在中國市場開展數碼業務的機遇與挑戰，並分享多個案例，說明企業如何在內地競爭激烈但回報可觀的電商市場脫穎而出。



Adrian Stromski, General Manager, Melchers (HK) Ltd, visited the Chamber on 11 May to meet with Chamber CEO George Leung. Melchers is a diversified international trading group based in Germany with a historic focus on China, in particular helping German companies to access the opportunities in the Mainland as well as other markets in Asia. Melchers has been in Hong Kong since 1866, and joined HKGCC just a few years later in 1869, making the company one of our longest serving members.

美最時（香港）有限公司服務總經理施德安於5月11日到訪總商會，與本會總裁梁兆基會晤。美最時為一家業務多元化的國際貿易集團，總部設於德國，多年來着力發展中國市場，尤其為德國公司開拓內地和亞洲其他市場的商機。美最時自1866年起在香港營運，並於數年後即1869年加入總商會，成為本會入會年期最久的會員之一。



## Environmental & Sustainability Committee 環境及可持續發展委員會

Trey Davis, Executive Compensation Leader at Willis Towers Watson, spoke at a webinar on 11 May on the trend for companies to incorporate ESG (environmental, social and governance) metrics in executive pay, as part of their plans to drive meaningful change. Raymond Yau, General Manager of Technical Services and Sustainable Development at Swire Properties, shared his company's sustainability journey on aligning ESG practices with human capital governance.



在5月11日的網上研討會，韋萊韜悅高級行政人員薪酬部主管戴卓探討企業把環境、社會及管治（ESG）指標與高管薪酬掛鉤的趨勢，藉此推動革新。會上，太古地產技術統籌及可持續發展總經理邱萬鴻亦分享其公司如何協調 ESG 實務運作與人力資本管治，從而邁向可持續發展。

## Europe Committee 歐洲委員會

Since Brexit came into effect this year, businesses need to understand the new landscape for tax and customs in Britain. At a Chamber webinar on 6 May, Nick Heath, the newly appointed Director-General of Trade and Investment at the Department for International Trade of the British Consulate-General Hong Kong, discussed Britain's global ambition to build new trading relationships to ensure trade and investment flows run smoothly. Andrew Weir, Regional Senior Partner of KPMG Hong Kong and Vice Chairman of KPMG China, discussed issues for companies including compliance, audit risk, organization plan and budget plan. They were joined by Mark Slade, Managing Director, Hong Kong & Macau, DHL Global Forwarding (Hong Kong), who shared his insights on how businesses can deal with the changes to exports and logistics rule.

今年英國正式脫歐後，企業需要了解英國的稅務和海關新措施。在總商會5月6日的網上研討會，最近履新的英國駐港總領事館貿易及投資處長Nick Heath討論英國在全球建立貿易關係的目標，以確保貿易投資活動能順利進行。畢馬威香港首席合夥人兼中國副主席韋安祖則探討企業法規、審計風險、組織計劃和預算規劃等議題。DHL全球貨運物流香港與澳門董事總經理Mark Slade亦有與會，就企業如何應對出口和物流規則變動分享見解。



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



The Wealth Management Connect (WMC) scheme, announced in June last year, will enable residents in Hong Kong, Macao and the nine Greater Bay Area (GBA) cities in Guangdong Province to invest in wealth management products across the region. At a Chamber webinar on 23 April, Donald Chen, Senior Advisor (External) at the Hong Kong Monetary Authority, spoke on the key features of the scheme and its significance for Hong Kong's role as the financial centre within the GBA.

During the panel discussion that followed, Greg Hingston, Regional Head of Wealth and Personal Banking, Asia Pacific at HSBC; Angel Ng, CEO of Citi Hong Kong and Macao; and Sally Wong, CEO of the Hong Kong Investment Funds Association, discussed the opportunities and challenges arising from the implementation of the WMC. These included the role of the financial industry in distributing products under the scheme, the scope of available products, and tax implications for investors.

去年 6 月公布的「跨境理財通」（「理財通」）計劃將容許香港、澳門及廣東省九個大灣區城市的居民在大灣區內投資財富管理產品。在總商會 4 月 23 日的網上研討會，香港金融管理局高級顧問（外事）陳羿講解「理財通」的主要特色及其對香港作為大灣區金融樞紐角色的重要性。



在隨後的小組討論環節，滙豐銀行亞太區財富管理及個人銀行業務主管欣格雷、花旗集團香港及澳門區行政總裁伍燕儀及香港投資基金公會行政總裁黃王慈明，剖析「理財通」帶來的機遇與挑戰，包括金融業在分銷產品方面的角色、可供投資的產品範疇，以及對投資者的稅務影響。

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

Alan Lo, working group convener, led a discussion at a meeting on 4 May on how the recent restaurant "vaccine bubble" and low vaccination rates had affected the food and beverage sector. Members also spoke on ways to encourage vaccination among citizens, and reflect the industry's concerns to the Government.

工作小組於在 5 月 4 日舉行會議，由小組召集人羅揚傑主持，探討最近實施的餐廳「疫苗氣泡」安排和疫苗接種率偏低對餐飲業的影響，並就如何鼓勵市民接種疫苗和向政府反映業界關注共商對策。

## 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



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

Nearly 200 members attended a webinar on 12 May to hear from a panel of distinguished speakers on promoting Hong Kong as a premier regional hub for sustainable finance. Chamber Chairman Peter Wong welcomed Hong Kong Monetary Authority Chief Executive Eddie Yue and the Securities and Futures Commission CEO Ashely Alder, who delivered the keynote remarks.

The first panel – comprising Ellie Tang, Head of Sustainability at New World Development; Robert Barker, Chief Sustainable Business Officer at BNP Paribas; Grace Hui, Head of Green and Sustainable Finance of the Markets Division at Hong Kong Exchanges and Clearing; and Nishad Majmudar, Assistant Vice President and Analyst of Sovereign Risk Group at Moody's Investors Service – discussed the opportunities and challenges arising from the implementation of sustainable finance.

Discussion in the second panel was focused on investors' perspectives with a speaker line up comprising Dylan Bryant, Co-chair of the Insurance Working Group at the Hong Kong Green Finance Association; David Day, Head of North Asia of Data & Analytics at the London Stock Exchange Group; and Amy Lo, Chairman of the Executive Committee of the Private Wealth Management Association.

總商會於5月12日舉辦網上研討會，邀來多位知名講者商討如何促進香港作為區內領先可持續金融樞紐的角色，吸引近200名會員參加。本會主席王冬勝為活動致歡迎辭，香港金融管理局總裁余偉文和證券及期貨事務監察委員會行政總裁歐達禮隨後發表主題演講。

首輪小組討論環節的專家包括新世界發展可持續發展主管鄧業煒、法國巴黎銀行首席可持續業務官 Robert Barker、香港交易及結算所綠色及可持續發展金融主管許淑嫻，以及穆迪投資者服務公司主權風險部助理副總裁及分析師 Nishad Majmudar。眾人一起探討可持續金融開創的機遇及箇中的挑戰。

第二輪小組討論邀來香港綠色金融協會綠色及可持續保險工作組聯席主席 Dylan Bryant、倫敦證券交易所北亞數據和分析事務主管 David Day 及私人財富管理公會行政委員會主席盧彩雲，從投資者角度分享觀點。

## HKCSI-Executive Committee 香港服務業聯盟—執行委員會

Jaime Coghi Arias, Coordinator of the WTO Joint Initiative on Services Domestic Regulation, and experts from various economies that are members of the Global Services Coalition and the Asia Pacific Services Coalition (APSC), spoke at a webinar on 6 May where they shed light on the international negotiations on the domestic regulation of services. The webinar was co-hosted by the University of Adelaide's Institute for International Trade, Australian Services Roundtable, European Services Forum and the APSC; and moderated by Stuart Harbinson, honorary advisor to the HKCSI.

世貿組織服務業國內規管聯合行動協調員 Jaime Coghi Arias 及來自全球服務業聯盟和亞太服務業聯盟成員經濟體的多位專家出席5月6日的網上研討會，討論服務貿易國內規管的國際談判進展。是次網上研討會由阿德萊德大學國際貿易研究所、澳洲服務業圓桌論壇、歐洲服務業論壇及亞太服務業聯盟合辦，並由香港服務業聯盟榮譽顧問夏秉純主持。



**Welcoming  
2021/2022  
General Committee  
Members**

## Engineering with passion

ATAL Engineering Group (ATAL), founded in 1977, is a leading electrical & mechanical (E&M) engineering service provider headquartered in Hong Kong, with operations in Macau, mainland China, the United States and the United Kingdom. We provide comprehensive and multi-disciplinary E&M engineering and technology services from design, manufacturing, installation, operation to maintenance. We endeavour to attain total customer satisfaction through engineering excellence, professionalism and quality service. ATAL's parent company, Analogue Holdings Limited, is listed on the Main Board of the Stock Exchange of Hong Kong (Stock Code: 1977).

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- Environmental Engineering
- Information, Communications & Building Technologies
- Lifts & Escalators

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## Legal Committee 法律委員會

The many challenges related to Covid-19 have led to insolvency among businesses of all sizes. At a webinar on 19 April, Desmond Liaw and Ellie Cheung, respectively Partner and Associate at MinterEllison LLP, discussed how directors should go about navigating the challenges of a distressed company or one that is likely to become insolvent. In particular, they highlighted the duties and potential personal liabilities of directors, including the potential consequences related to company misfeasance, breach of duty or trust, as well as fraudulent trading. They also shared details on the proposed Companies (Corporate Rescue Bill), which is expected to be presented by the Government to LegCo this year.



面對新冠病毒疫情帶來的種種挑戰，大小企業均難逃破產厄運。在 4 月 19 日的網上研討會，MinterEllison LLP 合夥人廖泰業和律師張庭榕討論董事應如何應對公司陷入財困或瀕臨破產的挑戰。兩位講者深入講解董事的職責和潛在個人責任，包括不當行為、失職或違反信託行為，以及欺詐經營的潛在後果，還分享了《公司（企業拯救）條例草案》的內容，預期政府將於今年向立法會提交法案。

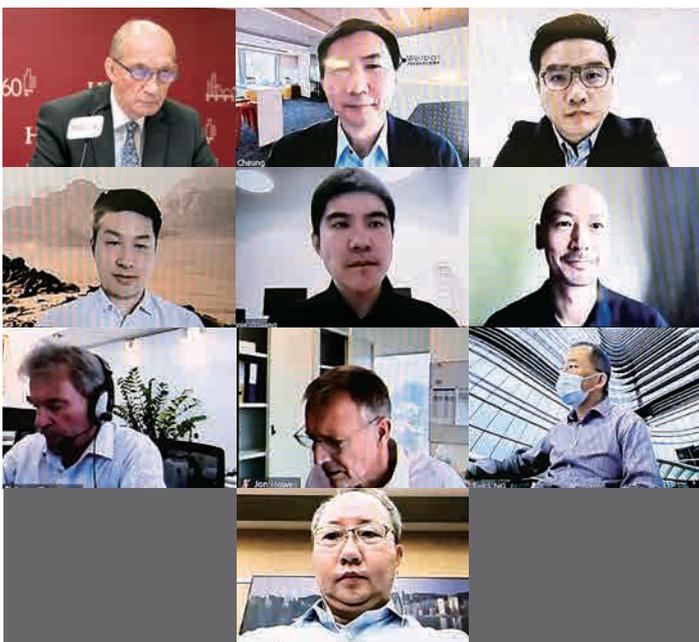
## Shipping & Transport Committee 船務及運輸委員會



Simon Ng and Wayne Wong, respectively Director and Senior Officer for Policy & Research at the Business Environment Council, spoke at a committee meeting on 28 April where they shared recommendations for the adoption of cleaner fuels by Hong Kong's maritime industry.

商界環保協會政策及研究總監吳家穎和高級主任黃家穎於 4 月 28 日出席委員會會議，就香港海運業採用更潔淨燃料提供建議。

## Real Estate & Infrastructure Committee 地產及基建委員會



Members heard from a number of property technology companies on their latest innovative solutions at a committee meeting on 6 May. Antonio Cheung, CEO of Welbot Technology, discussed the robotics technology developed by his company that has been adopted by developers, while Sean Pan, Country Manager at Proxy, explained how the digital identity services provided by Proxy offered people frictionless access to secured buildings. They were joined by Harris Sun, Founder & CEO of RaSpect Intelligence Inspections, and Clement Tien, CEO of Arical, who spoke respectively on AI-powered predictive building inspection and GeoAI projects. Herman Tsui, CEO of A-one Tech, provided an overview of his company's patented air sanitising technology to prevent the spread of coronavirus indoors.

在 5 月 6 日的委員會會議，多間房地產科技公司的代表介紹各自的創新方案。會上，威博特科技有限公司行政總裁 Antonio Cheung 講解其公司研發並廣獲開發商採用的機械人技術；Proxy 區域經理 Sean Pan 則分享其公司提供的數碼身份識別服務如何讓人自如出入戒備森嚴的建築物。同場的維視拍智能檢測有限公司行政總裁兼創辦人辛子雋和 Arical 行政總裁田學維分別講述人工智能建築物預警檢測及地理人工智能項目；甲壹科技行政總裁徐奕偉亦概述其公司的專利空氣淨化技術如何防止新冠病毒在室內傳播。

## Small & Medium Enterprises Committee 中小型企業委員會

Jack Lau, Chairman of Swanland.AI Ltd, shared his insights on the corporate deployment of digital transformation to help businesses upgrade and stay competitive. Speaking at a webinar on 21 April, he said that he expected cloud services to play a critical role, adding that using the cloud could also help ensure businesses' network security. To carry out a successful digital transformation, Lau recommended hiring a Chief Digital Officer who understands the technology side of the business, who has the skills to liaise with both external technology experts and the company's own executives.

在 4 月 21 日的網上研討會，Swanland.AI Ltd 主席廖家俊講解企業如何通過數碼轉型提升業務運作和保持競爭力。他預期雲端服務在企業轉型過程中將發揮關鍵作用，又指雲端有助確保企業網絡安全。要成功實現數碼轉型，廖家俊建議企業聘請數碼總監專責處理技術事宜，以便與外部技術專才和內部高管溝通協調。



## Taxation Committee 稅務委員會

Maurice Loo, Deputy Secretary for Financial Services and the Treasury, briefed members at a committee meeting on 3 May on the proposed legislative amendments to provide conditional profits tax relief for foreign tax paid. He was joined by Helen Chung and Stephen Lo, both Principal Assistant Secretaries for Financial Services and the Treasury. Leung Kin-wa, Deputy Commissioner (Operations) at the Inland Revenue Department, was also on hand to answer members' questions.

在 5 月 3 日的委員會會議，財經事務及庫務局副秘書長羅滄華講解涉及已繳外稅款有條件利得稅寬減的擬議立法修訂，該局兩位首席助理秘書長鍾志清和羅業廣亦有隨行，並與稅務局副局長（執行事務）梁建華一同解答會員提問。

## Talent Development 人才發展

Employer branding can play an important role in the recruitment process by helping to attract the right talent. At an online training event on 15 April, Elly Zee, Founder of E Zee Learning, shared some techniques with participants on how to use employer branding to attract better candidates. For example, companies can use stories to explain the company's brand and goals during the interview process in an authentic way that matches the core values of the candidates.

在招聘過程中，公司能否招攬合適人才，僱主品牌發揮重要作用。在 4 月 15 日的網上工作坊，E Zee Learning 創辦人徐慕琴分享利用僱主品牌吸引優秀求職者的技巧，例如在面試期間利用故事清楚說明公司的品牌和目標，讓求職者了解其核心價值是否與之配合一致。



While cloud computing brings productivity and convenience to businesses, organizations also face security challenges as cloud security architecture is usually quite different from the in-house networks that they have built up and perhaps been using for years. At a webinar on 4 May, three speakers discussed the responsibilities of the Cloud Solution Provider (CSP) and Cloud Service Customer (CSC) regarding cloud security, some of the common causes of security breaches, and practical ways to enable organizations to build a more secure cloud environment. The speakers were Kevin Choi, Business Development Manager, Public Sector of Amazon Web Services; Stefano Fois, Senior Manager, CIO Advisory Practice Lead of Sia Partners (Hong Kong) Ltd and Jennifer Xie, Senior Consultant, CIO Advisory of Sia Partners (Hong Kong) Ltd.

雲端運算能夠提高生產力，為企業帶來便利；然而，由於雲端安全架構往往與公司內部設置或已沿用多年的網絡大相逕庭，因此亦存在安全風險。在 5 月 4 日的網上研討會，亞馬遜網絡服務業務發展經理蔡宗豪、Sia Partners (Hong Kong) Ltd 資訊總監諮詢高級經理 Stefano Fois 及高級顧問謝佳好剖析雲端方案供應商和雲端服務客戶的雲端安全責任及保安違規的常見原因，並介紹一些有助企業建構更安全雲端環境的實用方法。

## Women Executives Club 卓妍社



### Learning from Leaders in Philanthropy 向慈善界領袖學習

The Women Executives Club organized two events recently to hear from some of Hong Kong's leaders in the philanthropy field.

Three speakers joined a panel discussion on 20 April to discuss their experiences. Alia Eyres, CEO of Mother's Choice; Josephine Leung, Executive Director of The Hub Hong Kong; and Shalini Mahtani, Founder and CEO of The Zubin Foundation, each introduced their specialized areas of charitable



## Young Executives Club 卓青社



YEC has established a new sub-group on Youth Development Programmes, which aims to reach out to university students to enhance the understanding between the business community and the younger generations in Hong Kong. The sub-group, led by YEC Co-Chairman Eric Fok and Vice Chairman Olivia Kung, held its first meeting to exchange views on the subject on 19 April.

卓青社成立青年發展計劃小組，旨在接觸大學生，促進本港商界與年輕一代的交流，增進相互了解。該小組由卓青社聯席主席霍啟山和副主席龔海欣領導，於4月19日舉行首次會議，就未來方向交換意見。

work, as well as the stories of their own career journeys. The speakers also shared some advice with the online audience on how they can do their part to support those in need within the local Hong Kong community.

This was followed by a webinar on 29 April where Sue Toomey, Executive Director of HandsOn Hong Kong, and Gabrielle Kirstein, Founder and CEO of Feeding Hong Kong, introduced the work of their NGOs. Toomey and Kirstein each spoke on the charitable services that their organizations provide, such as connecting volunteers with restaurants, bakeries and supermarkets across the city to tackle the food waste issues. The speakers also discussed more broadly the various challenges that Hong Kong currently faces, and gave an overview of the city's volunteering ecosystem and how people can get involved in charity work. Both events were moderated by WEC Chairman Nikki Ng.

卓妍社最近舉辦了兩項活動，邀得香港慈善界多位領袖分享灼見。

在 4 月 20 日的活動上，母親的抉擇行政總裁艾利雅、香港樂童行政總監梁慧蓮及小彬紀念基金會創辦人兼行政總裁馬夏邇在小組討論環節逐一介紹她們所屬組織專注的慈善領域，講述個人入行經歷，並向網上與會者分享行善助人的方法，鼓勵市民向社區內有需要的人士伸出援手。

在 4 月 29 日的網上研討會，卓妍社邀得牽手·香港執行總監杜曉晴和樂餉社創辦人兼行政總裁蓋布麗介紹各自所屬的非政府組織的工作及慈善服務，例如與各區的餐廳、麵包店和超市合力應對廚餘問題。兩位講者亦就香港當前面臨的各種挑戰進行廣泛討論，概述本港志願服務的生態系統和市民參與慈善工作的渠道。上述兩項活動均由卓妍社主席黃敏華主持。

Elsa Wong, YEC Co-Chairman, attended the online Appreciation Ceremony for Scholarship Donors 2021 at Hang Seng University of Hong Kong on behalf of the Chamber on 26 April. The Chamber has established "The Hong Kong General Chamber of Commerce Academic Excellence Scholarship," a \$20,000 grant to reward and recognize the outstanding achievements of the scholarship recipient.

香港恒生大學（恒大）於 4 月 26 日舉辦 2021 年度獎學金捐贈感謝禮，卓青社聯席主席黃玉娟代表總商會出席網上儀式。總商會為恒大設立「香港總商會學業優異獎學金」，向學業成績優秀的學生頒發合共 20,000 元的獎學金，以茲嘉許。



The YEC sub-group on Education & Information, led by YEC Co-Chairman Elsa Wong, held a meeting on 27 April to plan upcoming activities.

卓青社聯席主席黃玉娟領導的卓青社教育與資訊小組於 4 月 27 日舉行會議，商討未來活動大計。

HK Tech 300 is a large-scale innovation and entrepreneurship programme organized by City University of Hong Kong (CityU). It aims to create 300 start-ups in three years, while also providing educational and growth opportunities for CityU students. It also hopes to translate the results of CityU research and intellectual property into practical applications. Elsa Wong, Co-Chairman of YEC, joined the Selection Panel for Business & Finance on 29 April, which will review applicants for the first cohort of the HK Tech 300 Seed Fund.

「HK Tech 300」是由香港城市大學（城大）舉辦的大型創新創業計劃，目的是在三年內創造 300 家初創企業，為城大學生提供多元化的教育及自我增值機會，同時將城大的研究成果及知識產權轉化為實際應用。HK Tech 300 種子基金第一輪申請經已結束，卓青社聯席主席黃玉娟於 4 月 29 日參與商業與金融組別的遴選工作。

A meeting of the YEC Membership & Fellowship sub-group took place on 5 May to exchange ideas on activities to engage members, build networks and recruit new members. The group is led by YEC Vice Chairman Jacky Cheung.

卓青社會員與聯誼小組於 5 月 5 日舉行會議，商討未來活動大計，並就如何拓展網絡及招募會員交流意見。該小組由卓青社副主席張卓賢領導。



YEC members had the opportunity to look behind the scenes at the State Theatre in North Point during a visit on 13 May, before the building undergoes a major renovation by New World Development. Eric Fok, Co-Chairman, and Vice Chairmen Jacky Cheung and Samuel Tsang, led the group of YEC members on a tour of the interior and exterior of this former cinema and important piece of Hong Kong's cultural history, including the parabolic exoskeleton structure on the rooftop, known as the "flying trusses."

北角皇都戲院大廈活化在即，在新世界發展開展工程前，卓青社聯席主席霍啟山、副主席張卓賢及曾昭武於5月13日率領多位卓青社會員到訪這座別具香港文化特色的重要歷史建築，參觀其內外結構，包括天台俗稱「飛拱」的拋物線形桁架結構。



# 工傷要呈報

## 盡責老闆做得到

Be a responsible employer and report work accidents

《僱員補償條例》規定，僱主在工傷意外發生或僱員患上該條例指明的職業病後，不論該意外或職業病是否引起任何支付補償的法律責任，僱主必須向勞工處呈報。工傷意外或職業病個案須於14天內呈報，死亡個案須於7天內呈報。

The Employees' Compensation Ordinance provides that an employer must notify the Labour Department of any accident or prescribed occupational disease, irrespective of whether the accident or the occupational disease gives rise to any liability to pay compensation. Work injury or occupational disease cases should be reported in 14 days' time while the fatal cases in 7 days' time.

僱主如沒有合理辯解而逾期或未有向勞工處處長呈報僱員工傷事件，或作出或提供虛假或具誤導性的陳述或資料，可被檢控，一經定罪，最高可被判罰款五萬元。

Any employer who, without reasonable excuse, delays or fails to give notice of an accident or makes or furnishes any false or misleading statement or information to the Commissioner for Labour is liable to prosecution and, upon conviction, to a maximum fine of \$50,000.



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# Helping Businesses Weather the Storm

## 協助企業渡過逆境

Chairman Peter Wong reviews an extraordinary year for Hong Kong and looks forward to a brighter future at the Chamber's Annual General Meeting. Following is an abridged version of his speech

主席王冬勝在總商會周年會員大會上回顧香港不平凡的一年，展望更光明的未來。下文節錄自當天演說

**A year has passed since the Chamber organized its first virtual Annual General Meeting to comply with Covid-19 social-distancing guidelines. Twelve months later, the global picture of progress against the virus is mixed at best.**

However, here in Hong Kong, the robust response from the

Government, businesses and ordinary people has enabled us to escape relatively lightly in terms of fatalities and severe illness. Our success has also enabled us to avoid the very strict lockdowns that many other cities around the world have enacted over the past year.

With vaccination programmes

now being rolled out here and around the world, there is real hope we can get this coronavirus outbreak under control. To expedite the process, we need to encourage more people to participate in Hong Kong's vaccination programme. We have the vaccines, we have excellent healthcare workers to administer the shots, so there is no reason why we cannot achieve herd immunity sooner if the general population gets behind the initiative.

The economic cost of the pandemic has been huge. Many businesses had already been struggling due

to the social unrest and the consequent plunge in visitor arrivals in the second half of 2019. The fallout from the pandemic drove many companies out of business.

Given the challenges of the past year, it is no surprise that Hong Kong's GDP fell by 6.1% in 2020. Two consecutive years of economic contraction brought the unemployment rate to a 17-year high of 7%.

The Chamber has been working flat-out lobbying the Government to support the business community during these exceptional times. We were successful in getting two tranches of

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香港總商會 1861  
GENERAL MEETING • 7 May 2021



the Employment Support Scheme, as well as new and enhanced measures for the SME Financing Guarantee Scheme and Distance Business Programme. We

also succeeded in lobbying the Government to relax social-distancing measures for the food and beverage sector.

We also proposed that Hong Kong should launch the GBA Youth Employment Scheme to help young people take advantage of career opportunities in the GBA.

The scheme has received tremendous interest from our members, who have already offered to provide over 450 jobs to Hong Kong graduates.

With global travel at a virtual standstill, we have also been lobbying the Government to reopen borders by establishing travel bubbles with other areas that have controlled the spread of the coronavirus.

Although my first year as HKGCC Chairman has certainly been challenging, it has also been extremely rewarding. I am also very grateful for the fantastic support from members,

**“We are a major Voice of Business in Hong Kong, and each and every one of your contributions adds weight to our lobbying efforts.”**





particularly for all your views and input, whether directly or through our surveys. We are a major Voice of Business in Hong Kong, and each and every one of your contributions adds weight to our lobbying efforts.

I remain cautiously optimistic about the prospects for the coming year as the pandemic recedes. We are on the doorstep of the world's second largest economy, and in the heart of Asia – the world's most dynamic business region.

I believe we are on the cusp of a new era of growth and prosperity for Hong Kong and the region. And as always, your Chamber will be by your side to help you understand and capitalize on these new developments.

## 「總商會是本港主要的『商界之聲』，全憑各位會員集思廣益、群策群力，我們的政策倡議工作方才取得成果。」

**總商會去年首次以網上形式舉行周年會員大會，以配合疫情下的社交距離規定。一年過去，世界各地的抗疫工作仍然進度不一。**

不過，有賴政府、企業和市民同心抗疫，本港的死亡和重症個案相對較少。香港成功遏止疫情擴散，亦讓我們免得像全球許多其他城市一樣，在過去一年需實施嚴厲的封鎖措施。

隨着本港和全球各地陸續推出疫苗接種計劃，我們可望控制新冠病毒疫情。為加快進展，我們要鼓勵更多市民參與香港的疫苗接種計劃。本港疫苗供應充足，醫護團隊訓練有素，只要社會大眾踴躍支持計劃，我們定能更快達致群體免疫。

疫情造成了巨大的經濟損失。

2019年下半年受社會動盪影響，訪港旅客人次大跌，許多企業已苦不堪言，而在疫情的衝擊下，不少公司更無奈因而倒閉結業。經歷去年的種種打擊，香港本地生產總值在2020年下跌6.1%，實屬意料之中。本港經濟連續兩年收縮，導致失業率升至7%，創下17年來新高。

在這非常時期，總商會全力遊說政府向商界提供支援，例如兩輪「保就業」計劃，以及「中小企融資擔保計劃」和「遙距營商計劃」下的新措施和優化服務。我們還成功爭取政府放寬餐飲業的社交距離措施。

本會還建議港府推出「大灣區青年就業計劃」，協助青年把握在大灣區發展事業的機遇。會員對

計劃深感興趣，至今已為本港大學的畢業生提供超過450個職位。

全球旅遊陷入停擺，我們亦一直促請政府與疫情受控的地區建立旅遊氣泡，重新開放邊境。

對我來說，擔任總商會主席的第一年既充滿挑戰，也讓我獲益匪淺。本人亦衷心感謝會員的鼎力支持，尤其感激大家直接或透過意見調查向我們反映看法和意見。總商會是本港主要的「商界之聲」，全憑各位會員集思廣益、群策群力，我們的政策倡議工作方才取得成果。

隨着疫情緩和，我對未來一年的前景維持審慎樂觀——我們毗鄰全球第二大經濟體，而且位處亞洲核心，亦是全球最具活力的商業區。

我相信香港以至亞洲區正邁向繁榮發展的新紀元。總商會將一如既往服務會員，協助各位緊貼最新的商業動向，早着先機。



We wish the **Chairman**  
and **Members** of the  
**HKGCC General Committee**  
a **successful year** ahead.

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**“The Chamber worked non-stop in 2020 to deliver tangible and timely support and services for members despite social-distancing restrictions. Our efforts were not in vain, as many members have told me that our work did indeed make a huge difference to their business.”**

*Report by George Leung, CEO, HKGCC*



## Working Hard on Your Behalf

**We had all hoped that last year would have been our first and last virtual AGM. However, Hong Kong is still toiling to return to business as usual. As a result, helping members get through these difficult times has been the focus of the Chamber's work in the past year.**

The Chamber lobbied the Government to use its war chest to provide financial support to struggling businesses. We successfully lobbied for two tranches of the Employment Support Scheme, and organized two online forums with the Secretary for Labour and Welfare to brief members on the support measures and to answer their questions.

We also succeeded in raising the ceiling on various loan schemes for SMEs, proposed tax relief measures for businesses affected by Covid-19, and provided our input on the Proposed Companies (Corporate Rescue) Bill.

A crucial factor in the effectiveness of the Chamber's lobbying efforts has been regularly asking for members' views and ideas through surveys. Your input carries a lot

of weight when lobbying the Government, and also helps us to pinpoint issues of your concern. I thank all members for taking the time to fill out the surveys, and it is a practice which we will continue to use going forward.

Another significant change that the pandemic forced upon us is digitization of services. As many people were required to work from home and avoid group gatherings, the Chamber had to quickly upgrade its capabilities to provide live streaming options for meetings, training programmes and seminars. As a result, we managed to organize over 350 events and committee meetings during the year.

The Mainland continues to be at the forefront of businesses' minds and plans. We organized a series of online seminars on the Greater Bay Area, in cooperation with several international chambers in Hong Kong, to help companies better understand the various sectors and cities in the area.

With regards to the Chamber's internal operations, like all businesses we have also endured

a sharp fall in turnover for our documentation services. Our comprehensive range of online services allowed businesses greater flexibility amid the pandemic. However, due to Covid-19 putting a lot of trade on hold, U.S. sanctions on Mainland China and the general trend towards paperless trade, the number of documents processed in 2020 was down compared to the previous year. Demand for our new Certificate of Business Identity service, on the other hand, is starting to increase.

The Chamber worked non-stop in 2020 to deliver tangible and timely support and services for members despite social-distancing restrictions. Our efforts were not in vain, as many members have told me that our work did indeed make a huge difference to their business.

As the Chamber celebrates its 160<sup>th</sup> anniversary, we plan to arrange some activities later in the year to celebrate this major milestone. I look forward to meeting you in person to celebrate the defeat of this pandemic and to raise a glass to our 160<sup>th</sup> anniversary.



# We wish the Chairman and Members of the HKGCC General Committee a successful year ahead

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## 竭誠為您服務

本會去年首次以網上形式舉行周年會員大會，當時我們都希望那將是最後一次。然而，香港仍為回復正常運作在竭力掙扎。因此，協助會員渡過時艱，是總商會在過去一年的工作焦點。

總商會促請政府動用財政儲備，支援水深火熱的企業。我們成功遊說政府推出兩輪「保就業」計劃，並安排了兩場網上論壇，由勞工及福利局局長講解支援措施和解答會員疑問。

我們亦成功爭取提高各項中小企貸款計劃的貸款金額上限，倡議推出稅務寬減措施，支援受疫情影響的企業，並就《公司（企業拯救）條例草案》的擬稿提呈意見。

定期進行調查收集會員的意見和建議，是本會政策倡議工作收效的關鍵因素。各位會員的意見讓我們更準確地反映大家的關注，從而更有力地遊說政府。我要衷心感謝一眾會員不吝抽空填寫問卷，未來我們將繼續採用這個做法，徵詢會員意見。

**「總商會在 2020 年堅持不懈，面對社交距離限制，仍然全力為會員提供切實、及時的支援和服務。我們的努力沒有白費，很多會員向我表示，總商會迎難而上，積極行動，對企業來說實在是莫大的支持和幫助。」**

疫情促成的另一重大轉變，是驅使我們推動服務數碼化。年內，因應不少人需要在家工作，避免聚會，總商會迅速提升服務能力，為會議、培訓課程和網上研討會進行直播。因此，我們於去年舉辦了超過 350 個活動和委員會會議。

內地發展依然是企業的關注所在和業務規劃重點。為此，總商會聯同本港多家國際商會舉辦了一系列以大灣區為主題的網上研討會，讓企業進一步了解區內不同城市的產業發展。

本會內部運作方面，我們的情況與其他企業一樣，簽證部的商貿文件認證服務收入大跌。我們提供全面的網上服務，在疫情下為企業帶來更大的靈活彈性。不過，由於疫情導致貿易停滯，美國對中國內地實施制裁，加上貿易無紙化趨勢，簽證部於 2020 年處理的文書總數較前一年下跌。另一方面，全新的「實名企業認證」服務需求開始增加。

總商會在 2020 年堅持不懈，面對社交距離限制，仍然全力為會員提供切實、及時的支援和服務。我們的努力沒有白費，很多會員向我表示，總商會迎難而上，積極行動，對企業來說實在是莫大的支持和幫助。

適逢總商會創會 160 周年，我們計劃於本年稍後安排一連串的活動，紀念這個重要的里程碑。我誠盼能與諸位親身見面，同慶抗疫成功，並為本會邁向 160 周年乾杯。

總商會總裁梁兆基

## Getting Back on Track

**It has been a long and extraordinary past year. We have endured the double whammy of the Covid-19 pandemic and China-U.S. trade conflict. Nearly 260,000 people have lost their jobs and Hong Kong's unemployment rate is still hovering near a 17-year high.**

I believe our top priority now should be for all sectors of the community to work together to fight the pandemic



and to get vaccinated as soon as possible. To lay a solid foundation for reopening the economy, I will continue to urge the Government to reopen the border to visitors from the Mainland, Macao and low-risk places without the need for quarantine.

As the Chamber's Legislative Council representative, I have dedicated myself to serving Chamber

members and the business community. Thanks to members' input, I have been able to put forward practical suggestions to the Government to help tide businesses over.

These proposals include: rolling out two tranches of the Employment Support Scheme; introducing the Special 100% Loan Guarantee under the SME Financing Guarantee Scheme; extending the principal moratorium period for corporate loans; and sustaining the growth of the bond market.

I also proposed handing out electronic consumption vouchers to the Financial

Secretary back in February last year. He included the idea in this year's Budget, and the \$5,000 worth of vouchers will be distributed in instalments to each eligible resident.

We also need to focus on the longer-term interests of Hong Kong. Key to this will be capturing opportunities unfolding in the Greater Bay Area – a huge market with a population of 70 million.

We must also leverage our position in the national 14<sup>th</sup> Five-Year Plan. For example, if Hong Kong is to develop into an international innovation and technology hub, the Government must invest more

## 讓香港重回正軌

去年是既漫長又不尋常的一年，受到新冠病毒疫情和中美貿易磨擦的雙重夾擊，香港失業率仍在近 17 年來的高位徘徊，約 26 萬人無工開。

我認為，當前首要工作是各界齊心抗疫，儘快接種疫苗。我會繼續促請政府儘快恢復與內地、澳門及低風險地區免檢疫通關，為重啟經濟打下堅實基礎。

本人作為香港總商會的立法會代表，一直竭誠為總商會會員和商界服務。有賴會員提供意見，我向政府提出了切實可行的建議，幫助商界渡過難關。

這些建議包括：落實兩期「保就業」計劃；推出企業「百分百擔保特惠貸款計劃」；延長企業「還息不還本」安排；以及持續發展債券市場。

此外，我早於去年 2 月已提出派發電子消費券，財政司司長於今年的《財政預算案》接納了有關建議，合資格市民將分期獲得總值 5,000 元的消費券。

in education and I&T, and attract more I&T talent to the city.

The Government has the responsibility to create a good operating environment for businesses to thrive. This includes maintaining our low and simple tax regime, conducting timely reviews of tax deduction arrangements and talent import policies, with a view to enhancing Hong Kong's long-term competitiveness.

我們亦需要着眼於香港整體長遠利益，而關鍵在於把握大灣區機遇，開拓這個人口達 7,000 萬的龐大市場。

我們必須善用國家「十四五」規劃下香港的角色及定位。舉例說，香港要力爭成為國際創新科技中心，政府必須加大對教育及創科方面的投資，積極爭取創科人才來港。

政府有責任為商界締造良好的營商環境，包括維持低稅率、簡單稅制，並適時檢討各項扣稅安排及人才輸入政策，務求提升香港長遠的競爭力。

隨着港區國安法實施近一年，香港社會已回復穩定。展望未來，我預期疫情一旦穩定下來，香港憑藉其有利位置，將可把握經濟復蘇帶來的機遇。

我深信只要各界團結一致，商界同心同德，為社會向前發展共同努力，香港定能儘快走出陰霾，重回正軌。

總商會立法會代表林健鋒

With the National Security Law in force for almost a year now, social stability has been restored. Looking ahead, I expect that once the pandemic stabilizes, Hong Kong will be in a good position to capitalize on a rebound of the economy.

So long as the local community and businesses join hands to work towards steady progress, I believe Hong Kong will soon be able to emerge from adversity and get back on track.

*Report by Jeffrey Lam, HKGCC LegCo Representative*

## Hopes for Greater Cooperation Ahead

**2020 started on a relatively optimistic note, as the Americas Committee looked at opportunities emerging in Latin American countries. There was also hope that relations between the U.S. and China would improve with the signing of the Phase One Trade Deal in January. However, the rapid spread of Covid-19 hit the economies of the Americas hard and worsened China-U.S. relations.**

To help members understand the implications of these developments, we organized talks with economists, trade lawyers as well as health officials. We were fortunate to have globally respected speakers share their views including Hong Kong University's Professor Keiji Fukuda at the School of Public Health, Oxford University's Professor of Globalisation and Development Ian Goldin, former World Bank President Robert B. Zoellick and Dr Jesus Seade Kuri, Mexico's Candidate to Directorate General of the World Trade Organization.

Our talk by the U.S.-China Business Council showed that trade tensions and the Covid-19 pandemic had increased uncertainty for American companies operating in China. However, they remained optimistic over the longer term, especially with the prospects of a change of administration in the White House.

The inauguration of U.S. President Joe Biden lifted hopes for more cooperation between the U.S. and China. However, U.S. trade policy experts from the Hinrich Foundation, Hogan Lovells and the Asia Global Institute, who shared their views at timely webinars, said that they expected the U.S. approach to foreign policy – and towards China in particular – was unlikely to change significantly in the near term.

However, the two powers do seem to be tip-toeing towards cooperation on climate change. Chinese President Xi Jinping attended the virtual Earth Day summit hosted by President Biden in April, showing that the two biggest carbon-emitting nations can work together to open up a path to cooperation, despite the tensions in other areas.

We also heard from economists in Chile, Mexico and Hong Kong on the longer term outlook for trade and business development with Latin American countries.

Despite the very challenging past 12 months, I firmly believe that out of crisis comes opportunity. Now more than ever, we should come together to support one another.

*Report by Prof Steve Wong, Chairman, Americas Committee*

## 期望未來加強合作

2020年初開局勢頭良好，美洲委員會著力探索拉丁美洲國家的機遇。此外，第一階段貿易協議於去年1月簽訂，美中關係有望改善。然而，其後新冠病毒疫情迅速蔓延，重挫美洲多個經濟體，更令中美關係惡化。



為協助會員了解有關發展的影響，委員會舉辦了多場講座，與經濟學家、貿易律師和衛生官員探討不同議題，更有幸邀得香港大學公共衛生學院的福田敬二教授、牛津大學全球化與發展教授 Ian Goldin、世界銀行前行長羅伯特·佐利克及世界貿易組織總幹事墨西哥候選人 Jesus Seade Kuri 博士等多位備受國際推崇的講者分享見解。

美中貿易全國委員會在年內一場講座上指出，貿易關係緊張，加上疫情的衝擊，導致在華美商面對的不明朗因素增加。不過，長遠前景仍然樂觀，尤其考慮到白宮政府即將換屆。

拜登出任美國總統有望加強美中合作。然而，來自韓禮士基金會、霍金路偉律師行和亞洲環球研究所的多位美國貿易政策專家出席本會的網上研討會時一致預期，美國的外交策略——尤其是對華政策——在短期內不會有重大變動。

然而，美中兩國似乎正悄然推進在氣候變化方面的合作。中國國家主席習近平於4月出席由美國總統拜登主持的地球日網上峰會，反映全球兩大碳排放國即使在其他領域上劍拔弩張，仍能放下成見，尋求合作。

多位來自智利、墨西哥和香港的經濟學家亦剖析了拉丁美洲國家的長遠商貿發展前景。

過去12個月充滿挑戰，但我深信有危自有機，而團結合作、互相扶持，在當前環境下尤為重要。

美洲委員會主席黃兆輝教授

## Digital Transformation and Green Finance

**Despite the social-distancing restrictions, the Financial and Treasury Services Committee has remained active in engaging with our members, thanks to the power of digital technology. It is evident that the pandemic has turned digitalization into a business priority, not only for our members but also for HKGCC.**

We have continued to promote the interests of the financial services industry and reinforce Hong Kong's position as a premier international financial centre. To that end, we worked closely with relevant government agencies, including the Hong Kong Monetary Authority, Financial Services Development Council and InvestHK to co-organize topical webinars.

Many businesses accelerated their digital transformation in 2020, and the financial services sector was at the forefront of this trend. To help members keep pace with the demands around digitalization, the committee organized a series of webinars exploring the application of innovative technologies in financial products. These included talks on blockchain technology applications, digital currencies and regulatory technology. The role of technology was also an important theme in our three-part series of talks on family offices.

Another key focus area of the committee was the Greater Bay Area (GBA). To explore the opportunities in the GBA, we invited industry

experts and government officials to discuss a range of topics, including strengthening Hong Kong's role as a leading hub for asset management and the largest offshore RMB bond market.

Our key submissions in 2020 included those related to the Securities and Futures Commission's proposed amendments to its Anti-Money Laundering and Counter-Terrorist Financing Guidelines, as well as the Hong Kong Stock Exchange's proposed introduction of Corporate Weighted

Voting Rights structures. The committee also contributed to the Chamber's response to the Financial Services and the Treasury Bureau's consultation on the proposal to provide tax concessions for carried interest.

Around the world, green financing has become an increasingly important business agenda and Hong Kong is no exception. The committee joined forces with the Environment and Sustainability Committee to help Hong Kong develop into a hub for green and sustainable finance.

**Report by Agnes Chan, Chairman, Financial and Treasury Services Committee**



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## 數碼轉型與綠色金融

儘管面對社交距離限制，有賴數碼科技的發展，金融及財資服務委員會仍能積極與會員互動交流。顯然，疫情令數碼轉型成為企業的當務之急，本會會員和總商會亦不例外。

我們持續促進金融服務業的權益，以及鞏固香港作為主要國際金融中心的地位。為此，我們與香港金融管理局、金融發展局及投資推廣署等相關政府機構密切合作，就不同時事議題合辦了多場網上研討會。

許多企業在 2020 年加快數碼轉型，而金融服務業更走在這個趨勢的前沿。為協助會員趕上數碼轉型的步伐，委員會舉行了一系列網上研討會，探討創新科技在金融產品的應用，涵蓋區塊鏈技術的應用、數碼貨幣及監管科技等主題。科技的角色也是我們舉行一連三場的家庭辦公室系列講座的重要主題。

委員會的另一重點領域是大灣區發展。我們邀來業界專家和政府官員剖析廣泛議題，包括加強本港作為領先資產管理中心及最大離岸人民幣債券市場的角色，發掘大灣區的機遇。

我們在 2020 年提交的主要建議書包括證券及期貨事務監察委員會建議修訂《打擊洗錢及恐怖分子資金籌集指引》，以及香港交易所提出擴大不同投票權制度至涵蓋法團的建議。此外，財經事務及庫務局擬為附帶權益提供稅務寬免，委員會亦就此協助總商會撰寫回應書。

綠色融資在世界各地已成為日益重要的商業議題，而香港亦不例外。委員會與環境及可持續發展委員會合力促進香港發展成為綠色和可持續金融中心。

金融及財資服務委員會  
主席陳瑞娟

## Consulting on Challenging Topics

**The Manpower Committee had a busy year in 2020 that included establishing positions and suggestions for the Chamber on a number of controversial topics. In response to the public consultation on the review of the minimum wage, the Chamber, as advised by members, recommended the Minimum Wage Commission to keep the Statutory Minimum Wage rate unchanged at the current level of \$37.5 per hour, in consideration of Hong Kong's economic outlook and pressure facing by local businesses. In the end, the Government took our advice and maintained the current statutory minimum wage level.**



Connie Lam  
Chairman  
Manpower Committee

With regards to the consultation on the revised amendment proposal on raising penalties of occupational safety and health legislation, the Committee worked closely with stakeholders and our Representative at the Labour Advisory Board, Mr Emil Yu, to draft a submission in December. The Chamber disagreed with the substantial increase in penalties as it might lead to drastic consequences during the present economic downturn. Instead, the Chamber advised the Government to tackle the problem at source and focus on education and prevention instead of punishment.

The Committee will continue to closely monitor the development of major labour issues – including the ongoing discussion relating to the proposed abolition of the MPF offsetting mechanism and the proposed alignment of statutory holidays and public holidays – and provide carefully analyzed input to the Government on members' behalf.

The impact from the pandemic has affected businesses' operations and performance across various industries. To help members respond to the unprecedented challenges, the Committee organized a number of webinars on how to manage the physical

and mental well-being of staff, as well as the legal issues relating to the Covid-19 pandemic.

Attracting and retaining talent is a huge challenge for Hong Kong businesses. To help members understand the disconnection between how companies and employees perceive corporate culture, HR experts exchanged views on managing the expectations of various

generations of employees at a Manpower Committee webinar held during the year.

*Report by Connie Lam, Chairman,  
Manpower Committee*

## 就各項棘手議題諮商

人力委員會在 2020 年馬不停蹄地就多項具爭議性的議題為總商會制定立場，陳情獻策。考慮到香港的經濟前景和本地企業持續受壓，總商會回應檢討最低工資的公眾諮詢時，聽取了委員會的意見，建議最低工資委員會維持法定最低工資於時薪 37.5 元的現行水平。政府最終亦接納我們的建議，維持現行法定最低工資水平。

委員會於去年 12 月就提高職業安全及健康法例罰則的擬議修訂，與各持分者和勞工顧問委員會總商會代表于健安先生緊密合作，為總商會撰寫建議書。總商會不認同大幅加重罰則，因為面對當前經濟不景，此舉或會導致嚴重後果。反之，本會建議政府從源頭解決問題，集中推動教育和預防工作，而非加重罰則。

委員會將一如既往，密切監察各項主要勞動議題的發展，包括取消強積金對沖機制及將法定假日日數與公眾假期日數看齊等擬議修訂，並加以仔細分析，繼而代表會員向政府提呈意見。

新冠病毒疫情影響各行各業公司的運作和業績。為幫助會員應對空前挑戰，委員會舉辦了多場網上研討會，講解管理員工身心健康的技巧，並探討與疫情相關的法律議題。

如何吸引和保留人才，是香港企業面臨的一大挑戰。為協助會員了解僱傭之間看待企業文化的落差，多位人力資源專家應人力委員會的邀請，出席年內一場網上研討會，分享如何管理不同世代僱員的期望。

人力委員會主席林翠華

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## Peter Wong Re-Elected HKGCC Chairman

### 王冬勝連任總商會主席

**Peter Wong, Deputy Chairman and Chief Executive of The Hongkong and Shanghai Banking Corporation Limited, has been re-elected as Chamber Chairman for the coming year.**

The election was held at the inaugural meeting of the new General Committee immediately after the Chamber's Annual General Meeting on the evening of 7 May. Leland Sun, Managing Director of Pan Asian Mortgage Co Ltd, was re-elected as Deputy Chairman.

Oscar Chow, Non-Executive Director of Chevalier International Holdings Ltd; Victor Li, Chairman and Managing Director of CK Asset Holdings Ltd; and Douglas Woo, Chairman and Managing Director of Wheelock and Co Ltd, were re-elected as Vice Chairmen.

At the AGM, members elected six members to fill the seats on the General Committee – the governing body of the Chamber – who were required to step down this year. Five of them were re-elected: Nicholas Brooke, Benjamin Hung, Jacob Kam, Neville Shroff and Yu Pang Chun. Peter K N Lam was newly elected to the General Committee.

**香港上海滙豐銀行有限公司副主席兼行政總裁王冬勝勝選連任本年度香港總商會（總商會）主席。**

總商會於5月7日傍晚召開周年會員大會，隨後新理事會即舉行首次會議，選出正副主席。宏亞按揭證券有限公司董事總經理孫立勳獲選連任常務副主席。

其士國際集團有限公司非執行董事周維正、長江實業集團有限公司主席兼董事總經理李澤鈺及會德豐有限公司主席兼常務董事吳宗權連任副主席。

理事會為總商會最高管理層，今年共有六位理事空缺需要填補，而其中五位在周年會員大會上獲選連任，他們分別為：蒲祿祺、洪丕正、金澤培、尼維利施樂富和余鵬春。林建岳則獲選加入理事會。

#### HKGCC General Committee 香港總商會理事會

**Chairman:** Peter Wong

**Deputy Chairman:** Leland Sun

**Vice Chairmen:** Oscar Chow, Victor Li, Douglas Woo

**LegCo Representative:** Jeffrey K F Lam

主席：王冬勝

常務副主席：孫立勳

副主席：周維正、李澤鈺、吳宗權

立法會代表：林健鋒

#### General Committee Members:

Guy Bradley, Nicholas Brooke, Agnes Chan, Jennifer Chan, Allen Fung, Aron Harilela, Stanley Hui, Benjamin Hung, Jacob Kam, Peter K N Lam, Ronald Lee, David Lie, Y K Pang, Neville Shroff, Sun Yu, Emil Yu, Yu Pang Chun, Edmond Yue and Betty Yuen.

理事：白德利、蒲祿祺、陳瑞娟、陳佩君、馮玉麟、夏雅朗、許漢忠、洪丕正、金澤培、林建岳、李碩培、李大壯、彭耀佳、尼維利施樂富、孫煜、于健安、余鵬春、余國賢、阮蘇少涓。

# CityU Start-up - Laso Technology: Let the Neglected Be Heard

## 城大初創企業——里索科技： 讓被忽視的人聽得到



Alumna Ruth Ngan Wai-tung from the Department of Systems Engineering and Engineering Management co-founded Laso Technology in 2019 with her schoolmate Christy Tse Man-wai from the Department of Mechanical Engineering.

They are developing a novel device called Silent Whisper with the support of CityU's Student Early Entrepreneurship Development Scheme (SEEDS) fund.

In keeping with supporting enterprising students, CityU has also announced the launch of a large-scale flagship innovation and entrepreneurship programme, HK Tech 300. Themed "Venture Beyond Boundaries" and allocated HK\$500 million, this initiative, aspiring to be the No.1 university-based entrepreneurship platform in Asia, aims to establish 300 start-ups championed by CityU students in three years.

Silent Whisper is a smart bracelet that offers people with mild to moderate hearing loss an alternative to traditional hearing aids.

Equipped with a wireless microphone, this unobtrusive device recognises ambient sound waves. Using automatic

speech recognition technology, the app that supports the bracelet extracts features of "specified words" for pattern matching. Vibration notifications then make the user aware if someone is talking or if the user is speaking too loudly.

The product, expected to be launched in 2022, was awarded third prize (social enterprise/culture & creative services) at the 6th Hong Kong University Student Innovation and Entrepreneurship Competition in 2020. Laso Technology is currently exploring the possibility of cooperation with one of the biggest apps in mainland China for people with hearing impairment.

"Our goal is to enable individuals with hearing problems, who often face stigma and neglect, to live with dignity. Our ultimate goal is to promote social inclusion," said Ruth.



香港城市大學（城大）系統工程及工程管理學系校友顏煒彤，夥拍機械工程學系學生謝文蔚，於2019年成立里索科技，研發名為「無聲救星」的創新智能手環，為輕度至中度聽障人士提供傳統助聽器以外的選擇。這項發明曾獲城大創意種子計劃資助。

城大致力支援有意創業的學生，宣佈撥出5億港元推行大型創新創業計劃「HK Tech 300」。計劃以「創科無限 引領未來」為主題，旨在於三年內協助城大學生成立300家初創企業，目標是建立亞洲第一的大學創新創業平台。

此項「無聲救星」手環並不顯眼，內置無線聲音接收器，能辨識環境聲波。透過自動語音辨認技術，當手環接收到語音，應用程式便會配對是否用家自定的詞匯。當用家身邊的人正在說話，或用家說話時聲浪太大，手環也會震動以作通知。

這產品曾獲2020年第6屆香港大學生創新及創業大賽三等獎（社企/文化創意），預計2022年推出市場。里索科技正與內地其中一個規模最大的聽障人士手機應用程式探索合作機會。

顏煒彤說：「聽障人士經常面對羞辱及忽視，我們希望產品能協助他們過有尊嚴的生活，進而推動社會傷健共融。」



Christy Tse Man-wai (left) and Ruth Ngan Wai-tung  
謝文蔚（左）、顏煒彤

# Indonesia's Omnibus Law

## 印尼《綜合法》



Regulatory changes remove bureaucracy and aim to attract more investment from overseas businesses as the country returns to growth

隨着印尼經濟重拾增長，修訂法例既減省繁文縟節，亦可吸引更多外資

**The “Omnibus Law” on jobs creation, ratified in October last year, has introduced significant reforms to Indonesia’s business environment, making this major ASEAN economy an increasingly attractive destination for overseas investors.**

At the Chamber’s webinar on 27 April, Slamet Noegroho, Consul for Economic Affairs at the Consulate General of Indonesia, introduced the new law,

which simplifies more than 70 laws into one. “This law is intended to remove bureaucratic processes and encourage more investment into the country,” he said.

Riza Buditomo, Partner in Trade and Customs from HHP Law Firm, then gave a more detailed overview of the impact of the law, particularly on trade.

He noted that Indonesia is expected to see an economic rebound this year, partly as a result of growing demand for raw and finished materials from major markets including the United States and China. He added that Indonesia was also poised to benefit from the Regional Comprehensive Economic Partnership, which has cut tariffs and made doing business easier among the signatories.

The Omnibus Law is expected to help this economic growth by

making Indonesia a more business-friendly jurisdiction.

One of the most significant changes, Buditomo said, is that it gives authority to the Ministry of Trade to deem trading companies as being “of good reputation” – previously this was solely done by the Customs Office, which is under the Ministry of Finance.

“We don’t know yet how this will be implemented, but it will be very interesting to see how the government will align the two authorities,” he said.

To support the country’s export sector, the law includes a provision that the government will provide support to businesses, including fiscal and non-fiscal incentives, facilities, information on market opportunities, and marketing assistance. However, there is also a “new concept of sanctions” – this

reduces the number of warnings that need to be given about violations before the authorities can take action, such as revoking a company's licence.

"I think this is a check and balance," Buditomo said. "On one hand, the new law gives a lot of leniency and benefits for businesses, while at the same time balancing this with more stringent sanctions."

A number of measures in the Omnibus Law are aimed at helping the country's manufacturing sector. To ensure the availability of materials, the export of raw or supporting materials needed for industry has been prohibited or restricted. There are also incentives for importing raw materials. However, it remains to be seen which industries this will apply to.

The removal of the temporary import status could impact sectors such as the construction industry, which had previously been able to bring in heavy machinery as a temporary import.

There are potential risks ahead with such major changes to the regulatory environment. As Buditomo pointed out, there will inevitably be gaps and teething problems as the country transitions to the new regime.

"There will be guidance from the government on the changes," he said. "Investors should keep their eyes and ears open for news about the new regulations."

Rinaldo Aditya, Senior Associate, and Yesi Samosir, Associate in the Employment and Compensation Practice Group, from HHP Law Firm, then discussed some of the employment and labour aspects of the Omnibus Law.

"To provide easier access for foreigners in Indonesia, there are new additional business activities that can qualify for work visas, and a longer maximum stay period for single and multiple entry visas," Aditya said.

The process of applying for RPTKA, the general work permit for foreigners, has

also been streamlined, and foreigners who are shareholders in an Indonesia company are also now exempt from needing this permit.

Samosir explained that foreigners can now also obtain in a work visa for "pre-investment activities" such as conducting field surveys or feasibility studies.

**"On one hand, the new law gives a lot of leniency and benefits for businesses, while at the same time balancing this with more stringent sanctions."**

**「新法一方面向企業提供大量的寬待和優惠措施，另一方面亦不忘提高罰則，力求平衡。」**

**- Riza Buditomo, Partner in Trade and Customs from HHP Law Firm  
——Riza Buditomo  
HHP Law Firm 貿易與關稅合夥人**

印尼於去年10月通過《創造就業綜合法》，為當地的營商環境帶來重大變革，吸引更多海外投資者進駐這個東盟大國。

總商會於4月27日舉辦網上研討會，邀得印尼總領事館經濟事務領事 Slamet Noegroho 介紹新法。《綜合法》化繁為簡，把超過70項法律合而為一。他說：「新法旨在減省繁文縟節，鼓勵外資流入。」

同場的 HHP Law Firm 貿易與關稅合夥人 Riza Buditomo 其後詳述新法的影響，尤其在貿易領域。

他指出，印尼經濟可望於今年反彈，而這某程度歸因於美國和中國等主要市場對原料和成品的需求與日俱增。他又說，印尼也將受惠於《區域全面經濟夥伴協定》下締約國之間的減免關稅和便利營商安排。

《綜合法》為印尼締造更有利營商的環境，有助促進國家經濟增長。

Buditomo 表示，該法最重要的修訂之一，是授權貿易部評定貿易公司是否「信譽良好」——這項評估工作此前由財政部轄下的海關辦公室全權負責。

「有關實施細節有待確定，而政府如何協調兩個部門的工作，做法值得關注。」他說。

為支持國家的出口業，《綜合法》加入一項規定，要求印尼政府向企業提供援助，包括財政和非財政激勵措施、設施、市場商機資訊和營銷支援。然而，該法亦引入了「制裁新概念」，減少有關當局採取吊銷公司牌照等行動前對違規行為發出警告的次數。

「我認為此舉能夠發揮制衡作用。」

Buditomo 解釋：「新法一方面向企業提供大量的寬待和優惠措施，另一方面亦不忘提高罰則，力求平衡。」

《綜合法》不少措施均旨在提振國內製造業。舉例來說，為確保材料供應充足，製造業所需的原材料和輔助材料一律禁止或限制出口，而進口原材料則可享優惠，惟此方案的適用行業仍有待了解。

取消暫准進口的做法或對建築等行業造成影響。此前，重型機器可暫准進口當地供建造用途。

上述種種重大規管變動均存在風險。正如 Buditomo 指出，隨著國家向新體制過渡，在起步階段可能會遇上一些困難，過程中出現落差，磨合需時。

「政府將就有關修訂公布指引。」他續道：「投資者宜密切留意新法規的動向。」

其後，HHP Law Firm 僱傭及賠償實務小組高級律師 Rinaldo Aditya 和律師 Yesi Samosir 從僱傭和勞工角度剖析《綜合法》。

Aditya 稱：「為進一步便利入境，印尼不但開放更多商業活動予外國人申請工作簽證，更延長單次和多次入境簽證的逗留期限。」

此外，當局亦簡化了外國人透過「外籍員工僱用計劃」申領一般工作許可的程序，而外國人若為印尼公司股東，更可獲豁免簽證。

Samosir 解釋，外國人現時還可就實地考察或可行性研究等「投資前活動」申領工作簽證。

# Insight Into Africa 透視非洲

Opportunities for investors are emerging across the continent due to its stable growth, young population and a new continental trade agreement

非洲憑藉穩定經濟增長、年青人口和新貿易協議，為投資者開創源源商機

**Most countries in Africa have enjoyed sustained economic growth over the past 15 years, with growth rates often exceeding 5% per year. At the Chamber's webinar on 5 May, a panel of experts shared their insights into the latest developments, the potential impact of the African Continental Free Trade Area (AfCFTA) agreement, as well as the challenges and opportunities that their countries are facing.**



getting expensive," Negasi said. "So a lot of industries are moving to Eastern and Central Africa, where production can be cheaper."

Africa's economic activities will be catalyzed by AfCFTA,

continent right now – new telecommunication lines, electricity systems, roads, airports and ports, major dams, IT hubs, free trade zones and many more."

In the panel discussion that

and declared that the private sector will be the prime mover of our economy. Public-private partnerships for projects big and small are encouraged, and foreign investors are welcomed."

The reforms have liberalized the telecoms sector, and the country is in the process of establishing its first stock market, he added. Other areas of interest include the digital economy, financial sector, mining and manufacturing.

Skander Negasi, CEO of Trade and Fairs Consulting & Trade and Fairs East Africa, kicked off the event with a presentation introducing the business environment in Africa. He explained that the continent was home to half of the world's fastest-growing economies in terms of GDP growth. Africa is also poised to keep its position as the world's youngest continent: by 2030, 57% of the population will be under 25, creating an environment with a young workforce and large consumer market ripe for investment, as well as potential to grow as a manufacturing base.

"Manufacturing in Asia is

which came into force this year. The agreement aims to boost continental trade from 16%

to 60%, strengthen industrialization and logistics, and bring African countries into a unified customs bloc. Governments are actively upgrading their infrastructure in anticipation of this growth.

"Africa is not sitting there and sleeping," Negasi said. "There are major projects in every corner of the



followed, Getachew Regassa, Secretary General of the Addis Ababa Chamber of Commerce & Sectoral

Associations, told members that Ethiopia was undergoing a complete economic reform, with the private sector spearheading growth.

"In the past we had some problems adopting a more liberal economic system," Regassa said. "But now, the current government has revised our investment laws

Ethiopia has traditionally enjoyed close economic relations with China. "Close to US\$2 billion is now invested in Ethiopia, mainly from Chinese companies," Regassa said. "Around 60% of our imports come from Asia, of which 32% is from China, and 20% of our exports go to China."

Hong Kong is also in the loop. Over the past five years Ethiopia has imported a total of US\$130 million from Hong Kong and exported US\$80 million.

Regassa is confident about Africa's potential. "Africa's middle class will grow by 43%

Nairobi, Kenya. The country is a technology hub for Africa and home to the regional headquarters of many global companies.

肯尼亞內羅比。肯尼亞是非洲的科技樞紐，亦是許多跨國企業地區總部的所在地。



by 2030, which means there will be a high demand for goods and services. Consumer spending is expected to reach US\$6.7 trillion by 2030.”

Under AfCFTA, participating countries will eliminate all tariffs on 90% of their products within the next 10 years. The agreement is expected to enhance cooperation among member states.

“With Africa so geographically and economically diverse, some countries are naturally better at manufacturing, while some others are dominant in agriculture,” Regassa explained. “The AfCFTA will allow countries to play to their strengths, and consolidate their efforts and grow together.”

Dr Erick Rutto, Vice President of the Kenya National Chamber of Commerce and Industry, noted that Kenya

was the largest economy in East Africa and fifth largest in the continent, and had sustained GDP growth of 5-6.5% in the past five years.

The country has emerged as Africa’s top technology and innovation hub – dubbed the “Silicon Savannah” – with the capital Nairobi serving as the regional headquarters of international companies including Huawei, Microsoft, Google, IBM, General Electric and Coca-Cola.

“Kenya is one of the only four countries and the only developing country in the world hosting a major United Nations office, with the UN’s Africa headquarters located in Nairobi,” Dr Rutto added.

Dr Rutto said the country’s strengths included its strategic location on the east banks of the world’s largest freshwater lake, Lake Victoria, its labour

force with the highest rate of literacy in Africa, a fully liberalized and mature private sector, and political stability.

He encouraged members to look into promising sectors such as ICT, healthcare, affordable housing and agritech. “This is the time to enter. If you are late, in the next five to 10 years the opportunities will be taken,” he said.

Jude Chime, Executive Director of Trade of the Abuja Chamber of Commerce and Industry, said Nigeria accounts for about half of West Africa’s population, with approximately 202 million people. “We are growing at the rate of one city per year, and by 2050 our population will reach more than 400 million.”

Nigeria is home to a vibrant entrepreneur scene, with

SMEs driving the country’s growth.

“Around 80% of manufacturing activities in Nigeria are driven by SMEs, and the government is doing a lot of work to encourage the growth of SMEs through export expansion grants and manufacturing grants,” Chime said.

Nigeria is the largest oil exporter in Africa and has the largest natural gas reserves on the continent. In addition, the government is making efforts to diversify its economy, so there are opportunities in priority sectors such as mining, agriculture, energy and transportation infrastructure, as well as telecoms.

*Thanks to Trade and Fairs Consulting & Trade and Fairs East Africa (official representative of Messe Frankfurt) for co-organizing this webinar.*

過去 15 年，非洲大部分國家持續實現經濟增長，年度增幅更不時超越 5%。多位專家應邀出席總商會 5 月 5 日的網上研討會，探討《非洲大陸自由貿易協定》(AfCFTA) 的最新發展和潛在影響，並剖析非洲國家當前面臨的挑戰與機遇。

Trade and Fairs Consulting 及 Trade and Fairs East Africa 行政總裁 Skander Negasi 為活動揭開序幕，介紹非洲的營商環境。他解釋，在全球 GDP 增長最快的經濟體中，半數來自非洲大陸。非洲大陸擁有世上最年青的人口，這優勢亦勢必延續：到 2030 年，25 歲以下的人口比例為五成七，勞動人口年輕不但創造龐大的消費市場吸引投資，亦為當地發展成為生產基地創造有利條件。

Negasi 表示：「有見亞洲的生產成本日益上漲，不少行業陸續把廠房遷往生產成本較低的非洲東部和中部。」

今年生效的 AfCFTA 將帶動非洲的經濟活動。該協定旨在將當地的貿易額從 16% 大幅提升至 60%，促進工業化和物流發展，以及促使非洲國家組成關稅聯盟。非洲各國政府為迎來上述正面發展，紛紛積極提升基礎設施，以應所需。

「非洲不會坐享其成。」Negasi 解釋：「各地都有大型項目正在施工，例如鋪設新通訊線路、完善電力系統、道路、機場、港口、主要堤壩，建設資訊科技樞紐、自由貿易區等。」

在其後的小組討論環節，亞的斯亞貝巴商會及行業協會秘書長 Getachew Regassa 向會員表示，埃塞俄比亞正進行全面的經濟改革，由商界引領增長。

「以往我們嘗試進一步開放經濟體系時曾遇阻力。」Regassa 續道：「如今卻獲政府出手相助，不但修訂投資法例，更宣稱私營界別將成為經濟增長的重要引



- Getachew Regassa, Secretary General of the Addis Ababa Chamber of Commerce & Sectoral Associations

——Getachew Regassa 亞的斯亞貝巴商會及行業協會秘書長

擎，又鼓勵公私營合作發展大大小小的項目，亦歡迎海外投資者進駐。」

他補充，這些改革措施讓通訊業得以開放，而該國亦正建設其首個股票市場。數碼經濟、金融業、礦業和製造業等領域同樣令人注目。

長久以來，埃塞俄比亞與中國維持緊密經貿關係。Regassa 稱：「埃塞俄比亞目前吸納近 20 億美元的外資，主要來自中資公司。國內約六成進口來自亞洲，其中 32% 來自中國；出口方面，我們有兩成出口輸往中國。」

香港亦有參與其中。過去五年，埃塞俄比亞對香港的進口和出口貨品總額分別為 1.3 億美元及 8,000 萬美元。

Regassa 看好非洲的發展潛力。「到 2030 年，非洲的中產人口將增加 43%，令市場對商品和服務的需求甚殷。屆時，消費支出預計達 6.7 萬億美元。」

根據 AfCFTA，參與國將於未來十年內撤銷九成產品的所有關稅。協定可望加強成員國之間的合作。

“With Africa so geographically and economically diverse, some countries are naturally better at manufacturing, while some others are dominant in agriculture.”

「非洲幅員遼闊，經濟條件各異，有些國家在製造業具備先天優勢，有些則以農業主導。」

「非洲幅員遼闊，經濟條件各異，有些國家在製造業具備先天優勢，有些則以農業主導。」Regassa 解釋：「AfCFTA 讓成員國發揮各自優勢，通過合作互惠互補，實現共贏。」

肯尼亞全國工商會副總裁 Erick Rutto 博士指出，肯尼亞作為東非最大兼非洲第五大經濟體，在過去五年經濟增長維持在 5-6.5% 的水平。

肯尼亞已崛起成為非洲領先的創新科技樞紐，有「草原矽谷」的美譽，吸引華為、微軟、Google、IBM、通用電器、可口可樂等跨國企業在首都內羅比設立地區總部。

「聯合國只在全球四個國家設立辦事處，肯尼亞是其中之一，亦是當中唯一的發展中國家，首都內羅比更是聯合國非洲總部的所在地。」Rutto 博士補充道。

Rutto 博士又指出肯尼亞的優勢眾多，包括位處全球最大淡水湖維多利亞湖的東岸，國內勞動人口的識字率稱冠非洲，私營界別全面開放且發展成熟，以及政治穩定。

他鼓勵會員深入了解資訊及通訊科技、醫療、可負擔住房、農業科技等前景可觀的行業，並稱：「現在正是進軍當地的好時機，若不好好把握，便會錯失未來五至十年的機遇。」

阿布賈工商會貿易執行總監 Jude Chime 表示，尼日利亞人口約 2.02 億，佔西非總人口約五成。他說：「尼日利亞的人口每年以一個城市的人口規模增長，到 2050 年，國家人口將超過 4 億。」

尼日利亞是創業樂土，當地企業活力十足，中小企蓬勃發展，帶動經濟增長。

Chime 解釋：「國內約八成製造活動由中小企帶動，政府透過提供出口擴展資助和製造業補貼，積極鼓勵中小企發展。」

尼日利亞的石油出口量和天然氣儲量均高居非洲第一，加上當地政府着力發展多元經濟，為礦業、農業、能源與運輸基建及電訊等重点產業帶來商機。

特此鳴謝 Trade and Fairs Consulting 及 Trade and Fairs East Africa (法蘭克福展覽官方代表) 合辦是次網上研討會。



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# Digital Transformation Needn't Be Daunting

## 踏出數碼轉型第一步

Simple steps that SMEs can take include digitizing paperwork and using workflow apps

中小企可採取簡單措施，例如將文件數碼化和利用  
工作流程應用程式

**Digital transformation has been a key trend in recent years, accelerated by the workplace changes wrought by the Covid-19 pandemic. But for small companies and traditional businesses, a digital overhaul can seem like a daunting prospect.**

Jack Lau, Chairman of Swanland AI, explained how businesses can embark on their digital evolution, and also how to allocate corporate resources, at a Chamber webinar on 21 April. He noted that the extraordinary growth in the value of tech stocks in the past 20 years is a mirror of how important technology, particularly cloud services, has become to business operations today.

"Even 10 years ago, would you have uploaded a spreadsheet of your company's most important secrets to the cloud, rather than store it in your own secure server?" he said. But today, the tech environment has advanced so much that cloud computing is now essential for modern, efficient companies.

Lau noted that Amazon Web Services – the market leader in cloud computing

– helped Amazon's annual revenue to break US\$100 billion for the first time in 2015. This date can also be seen as a tipping point for cloud computing, Lau suggested.

"There is no turning back," he said.

"There is no longer a viable debate – should I keep paper, should I keep the records on my own server?"

For SMEs who want to upgrade, there are probably some low-hanging fruit that can be dealt with first.

"The first thing we all need to get rid of is paper," Lau said. "Sometimes when I visit the offices of friends and associates, it is amazing to see how much paperwork they have. Even with rents falling recently, it is still extremely expensive to store paperwork in Central."

There are services that can store paperwork externally for cheaper rent, and your company's documents can be accessed with 24 hours' notice. But Lau said that even this seem like the dinosaur age for today's young people, who are accustomed to using digital storage for everything.



Another benefit of digitizing paperwork is that it is easy to find documents. If you want to get hold of a file, you don't even need to know its name or number – just by using a few key words, you should be able to find it almost instantly.

Yet despite the huge cost and time savings, companies usually face resistance from some employees. "A lot of support staff will hate it if you want to go digital," he said. "They like to photocopy everything and put it in a binder."

Lau told a story of one colleague who would staple every single expenses receipt to a separate form to be filled in, and then make copies to be saved in different places, creating a huge volume of paperwork. When he asked why she did this, she replied: "I've been doing this for 40 years; this is what I do."

After digital transformation, the rental savings for the company were eye-popping, Lau added.

Besides getting rid of stored paperwork, there are many cloud software platforms to deal with different workflow aspects. These are easy to register online and many have a free trial period. Some platforms include Monday for workflow, Wave for accounting and Wix to make a website.

For example, in building and estate management, staff using a cloud-based app can take a photo and report issues

**“Digital transformation is not only a chance for you to get rid of your paperwork, it is also a chance to learn the common and best practices in digital operations.”**

**- Jack Lau, Chairman of Swanland.AI**

that will be transmitted immediately to the management. In the past, they would have to return to the office to fill in a report to then be sent off.

Customer service is a little bit harder, Lau said, but it is still possible, and chatbots and AI are able to share the burden of answering queries.

When it comes to customization, Lau recommends that businesses do not try to do this in-house, as it will probably take longer, will not necessarily be cheaper, can be hacked, and companies will have to face the issue of staff turnover among IT stall. Hiring a specialised company has many benefits.

“Digital transformation is not only a chance for you to get rid of your paperwork, it is also a chance to learn the common and best practices in digital operations. Outside companies do this for a living, so they have the expertise.”

Off-the-shelf cloud solutions can actually offer the best of both worlds, as they have lower costs, and already comply with all the relevant regulations. Lau also said that cybersecurity is better on the cloud: all the major companies supplying cloud services, including Amazon, Alibaba, Microsoft and Tencent, have top-class specialists focusing on cybersecurity.

On choosing between Mainland and Western providers, Lau said that he advised simply choosing the biggest player in the region where you are doing business, adding that you can also store on multiple ecosystems. And on the topic of the quality of Mainland scientists and engineers, he said: “Chinese scholars are publishing more papers than their Western counterparts in AI and machine learning. In terms of technical competence, there is no question about their ability.”

近年數碼轉型已成為重要趨勢，疫情下工作環境的轉變更加快了轉型步伐。不過，對小企業和傳統公司來說，推行全面的數碼改革或會令人卻步。

在總商會 4 月 21 日的網上研討會，Swanland.AI 主席廖家俊講解企業可如何開展數碼轉型和分配企業資源。他指出，科技股價格在過去 20 年錄得驚人升幅，反映科技尤其是雲端服務對現今企業運作的重要性。

他說：「在短短十年前，你會否將載有公司機密資料的試算表上載至雲端，而非儲存在安全的自家伺服器？」但隨着科技迅速發展，雲端運算已成為現代高效企業不可或缺的工具。

廖家俊指出，亞馬遜的 Amazon Web Services 為領先的雲端運算平台，帶動該公司在 2015 年首次突破 1,000 億美元收入。他認為，這個里程碑亦是雲端運算的轉捩點。

「雲端運算是大勢所趨，保留紙本抑或在個人伺服器存檔，已再沒有討論餘地。」他說。

有意進行升級的中小企可先處理一些較簡單的程序。

「企業的首要任務是推行無紙化。」廖家俊說：「我偶爾造訪朋友或商業夥伴的辦公室時，看到滿室的文件，實在令我驚訝。儘管租金近期有所下跌，在中環存放文件的成本仍然甚高。」

公司也可選用價格較相宜的文件儲存服務，提前 24 小時通知便可取回文件。不過廖家俊指出，這對時下青年來說同樣過時，因為他們都慣於以數碼方式儲存一切資訊。

文件數碼化的另一項優點是容易查找文件。即使不知道檔案名稱或編號，只要搜尋關鍵字，便可瞬間找到指定文件。

無紙化雖然能大幅節省成本和時間，惟公司往往會遇到來自員工的阻力。「許多支援人員抗拒數碼化措施，他們喜歡

## 「數碼轉型不僅是擺脫實體文件的良機，企業更能從中學習數碼化營運的最佳實務常規。」

——廖家俊  
Swanland.AI 主席



將所有文件影印備份，再存入文件夾。」他說。

廖家俊分享，他有位同事會為每一張開支收據填寫獨立表格，釘裝後影印多份副本，存放在不同位置，導致辦公室堆積大量文件。他向同事了解原因，她回答道：「我 40 年來一直如此，這是我的做法。」

他補充，公司推行數碼轉型措施後節省了一大筆租金，令人瞠目。

除了解決文件儲存的煩惱，許多雲端軟件平台亦可助處理工作流程的各個範疇。這些工具的網上註冊程序簡易，當中不少更提供免費試用期，例如工作流程管理工具 Monday、會計軟件 Wave，以及用於開設網站的 Wix。

以樓宇和物業管理為例，員工可透過雲端應用程式拍照及匯報問題，並即時傳送至管理層；過往則需返回辦事處填寫報告，再送交管理層。

廖家俊說，客戶服務問題較棘手，但仍可行方案，例如應用聊天機械人和人工智能技術分擔回應查詢的工作。

廖家俊不建議企業自行開發客製化服務，因為需時較長，成本未必較低，系統更可能遭到入侵，而資訊科技部亦會出現員工流失的問題。因此，聘用專門公司提供服務的好處眾多。

「數碼轉型不僅是擺脫實體文件的良機，企業更能從中學習數碼化營運的最佳實務常規。專門公司藉此謀生，自然具備相關的專業知識。」

現成的雲端方案可謂兩全其美，除了成本較低，更可確保符合所有相關法規。廖家俊又稱，雲端服務的網絡安全較為可靠：提供雲端服務的一眾大型企業，包括亞馬遜、阿里巴巴、微軟和騰訊等，都設有頂尖的專家團隊，專責網絡安全管理。

至於挑選內地或外國服務供應商的問題，廖家俊建議選用業務所在地的最大供應商，或同時採用多個生態系統。談及內地科學家和工程師的質素時，他說：「中國學者在人工智能和機器學習領域發表的論文比西方學者多，而他們的技術水平亦無容置疑。」

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# Innovation Strategies

## 創新策略

In January, student participants in the finals of the Chamber's Business Case Competition presented a range of innovative solutions to real-life business challenges. But the need for innovation never stops, so we were delighted that representatives from four of the corporate sponsors of the competition were able to join us at a webinar on 30 April to discuss the topic further.

During the event, on "Harnessing Innovation for a Brighter Future," the speakers – Nailesh Shah, Head of Digital Channels and Experience, Citibank Hong



Nailesh Shah



Kelvin Chan



Andrew Young

Kong; Akina Ho, Head of Digital Transformation & Innovation, The Great Eagle Company; Kelvin Chan, Head of Business Development, NEC Hong Kong; and Andrew Young, Associate Director (Innovation), Sino Group – shared their experiences in rolling out creative and innovative initiatives, and discussed how to sustain a strong innovation culture among employees.

Besides giving members the opportunity to hear how these large companies have successfully adopted innovative practices, we also opened this event to past participants in our Business Case Competition, to enable the students to continue to learn from corporate insights, and to reinforce the ties between the business and student communities in Hong Kong.

總商會「商業案例競賽」於1月進行決賽，參賽學生構思出一系列創新方案，拆解現實商業難題。然而，追求創新永無止境，本會遂於4月30日舉辦網上研討會，邀來贊助比賽的四家企業代表深入探討有關課題。

在「以創新締造更光明未來」的主題環節，花旗銀行（香港）數碼渠道和體驗主管 Nailesh Shah、鷹君集團數碼轉型與創新主管胡芯、日本電氣香港業務開發主管陳偉基及信和集團創新聯席董事楊孟璋分享他們發揮創意、推陳出新的經驗，並討論如何建立力求創新的企業文化。

是次活動除了有助會員了解大企業如何應用創新方案，亦讓上屆的參賽者有機會持續學習，從而加強本港商界與學界的聯繫。



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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

Bangladesh pharmaceutical sector  
Jun 1 11:00 am

### AMERICAS

Trade between China and Latin America  
Jun 11 9:00 am

### SME

Using international e-commerce platforms  
Jun 11 4:00 pm

### CHINA

Update on CEPA and GBA opportunities  
Jun 17 11:00 am

### MANPOWER

Mental health and well-being in the workplace  
Jun 23 2:30 pm

## WEBINARS

Visit website for full details and to register



### GBA CAREER PROSPECTS AND IMPORTANT TIPS FOR HONG KONG YOUTH

Jun 1 4:30 - 5:30 pm

### DIGITAL TRANSFORMATION IN THE NEW NORMAL

Jun 2 9:30 - 11:30 am



### WOMEN IN INNOVATION AND TECHNOLOGY SERIES - MODERN SOLUTIONS

Jun 3 4:00 - 5:00 pm

### CHINA COMPANY LAW: PRACTICAL GUIDELINES FOR SETTING UP COMPANY IN CHINA

Jun 4 2:30 - 5:30 pm



### 160<sup>TH</sup> ANNIVERSARY DISTINGUISHED SPEAKERS SERIES WITH THE CHIEF EXECUTIVE ON THE NATIONAL 14<sup>TH</sup> FIVE-YEAR PLAN

Jun 3 11:00 am - 12:15 pm

### TRANSITIONING AWAY FROM LIBOR: WHAT CORPORATES SHOULD KNOW

Jun 9 10:30 - 11:45 am

### SUPERCHARGE YOUR SOCIAL MEDIA STRATEGY

Jun 9 4:00 - 5:15 pm



### DIGITAL RMB - PROSPECTS AND CHALLENGES

Jun 10 11:00 am - 12:15 pm



### SHAPING A CASHLESS ECONOMY: THE CURRENT AND FUTURE STATE OF DIGITAL PAYMENT IN HONG KONG

Jun 16 11:00 am - 12:00 pm

### PRACTISING LAW IN HONG KONG, ENGLAND AND WALES, AND THE UNITED STATES

Jun 16 7:00 - 8:00 pm



### POST-PANDEMIC OUTLOOK AND DIGITAL TRANSFORMATION IN THE U.S. AND BEYOND

Jun 17 8:30 - 9:30 am

### GOVERNMENT R&D FUNDING AND SUPPORT – KEY TO BUSINESS EXPANSION

Jun 21 11:00 am - 12:15 pm

### EXPLORING GBA CITIES SERIES: GROWTH POTENTIAL OF THE WESTERN GBA

Jun 22 11:00 am - 12:15 pm



### ROAD TO BUSINESS RECOVERY THROUGH DIGITAL TRANSFORMATION

Jun 25 2:30 - 4:00 pm

### TURKEY – HONG KONG ONLINE BUSINESS MATCHING

Jun 29 2:00 - 5:00 pm

## TRAINING & SEMINARS

Check website for details

Selling in the Digital Age: How Trust-Based Relationships Drive Customer Loyalty

Jun 1 9:15 - 11:15 am

Think on Your Feet

Jun 3 9:15 am - 5:30 pm

Criminal Responsibilities and Risks Faced by Employers and Human Resources and Ways to Avoid Them

Jun 8 9:30 am - 5:30 pm

Strategic Negotiation Management

Jun 9 11:00 am - 12:15 pm

Strategic Story-telling

Jun 10 9:30 am - 12:00 pm

Search Engine Optimization 101

Jun 17 9:30 am - 12:30 pm

WeChat Marketing

Jun 18 9:30 am - 12:15 pm

How to Increase Your Team's Productivity with Emotionally Intelligent Leadership

Jun 22 10:00 - 11:30 am

How to Avoid Shareholder & Director Disputes and Reduce Legal Risks under the Companies Ordinance?

Jun 24 2:30 - 5:30 pm

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# TRAINING & DEVELOPMENT

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## Getting the Most Out of LinkedIn 充分利用LinkedIn

LinkedIn is probably the world's most extensive professional network, with over 610 million users. The platform makes it simple for you to connect with potential employers and recruiters, grow your professional network or promote your business.

Learn how LinkedIn's algorithm works and how to use LinkedIn to help accomplish your sales, branding, lead-gen and recruiting goals. Also learn about the different types of LinkedIn ads, and which are the most appropriate for your audience, goals and budget.

In this session, we will be covering:

- How LinkedIn algorithm works
- Editing LinkedIn pages for SEO
- LinkedIn content strategy
- LinkedIn ads
- Latest trends

LinkedIn大概是全球最廣泛的專業網絡，用戶超過6.1億。該平台讓您輕易與潛在僱主和招聘人員建立聯繫，擴展個人專業網絡，甚至推廣業務。

是次工作坊能讓您了解LinkedIn演算法的運作，以及如何使用LinkedIn來幫助您達到銷售、提升品牌、發掘新客戶和招聘的目標。了解LinkedIn各類型的廣告，並找出哪種推廣活動能有效針對目標對象、業務目標和預算。

內容涵蓋：

- LinkedIn演算法的運作
- 搜尋引擎優化編輯技巧
- LinkedIn內容策略
- LinkedIn廣告
- 最新趨勢

Trainer : Vishwas Thakkar  
 導師 : Vishwas Thakkar  
 Date : 24 June 2021  
 日期 : 2021年6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 : HKGCC Theatre, 22/F United Centre  
 地點 : 金鐘統一中心22樓香港總商會演講廳  
 Language : English  
 語言 : 英語  
 Fees : Member \$850 / Non-member \$1,050  
 費用 : 會員\$850 / 非會員\$1,050

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管



## WeChat Marketing

This workshop is designed to give participants a basic understanding of the power of WeChat including its latest features and how WeChat can be used as an e-commerce platform. Participants will also learn the hidden rules and regulations of running a WeChat group.

Programme Outline:

- WeChat's features and the three major interaction modes
- Marketing strategies on WeChat
- Introduction to types and application of official accounts
- Technique of mini programmes
- How WeChat can be used as an e-commerce platform
- Case studies analytics

Trainer : Daryl Choy  
 導師 : 蔡伯偉  
 Date : 18 June 2021  
 日期 : 2021年6月18日  
 Time : 9:30 a.m. – 12:15 p.m.  
 時間 : 上午9時30分至下午12時15分  
 Venue : HKGCC Theatre, 22/F United Centre  
 地點 : 金鐘統一中心22樓香港總商會演講廳  
 Language : Cantonese  
 語言 : 廣東話  
 Fees : Member \$800 / Non-member \$1,000  
 費用 : 會員\$800 / 非會員\$1,000

## 微信營銷

本工作坊旨在讓參加者認識微信的營銷力，包括微信的最新功能及如何將之用作電子商貿平台。參加者也將了解微信群組運作的潛規則和法規。

課程內容：

- 微信功能和三大互動模式
- 微信營銷策略
- 介紹官方賬戶的類型和應用
- 小程序技巧
- 如何將微信用作電子商貿平台
- 案例研究分析

Daryl Choy,  
 Chief Marketing Officer,  
 Tricor Services Ltd  
 蔡伯偉  
 卓佳集團  
 香港首席市場總監



## How to Be More Strategic? 如何變得更有策略？

"You need to be more strategic!" – is one of the most common comments made by senior management about middle and junior management.

But what does it mean, and how can we achieve it? For managers in small and large businesses, private and public organizations, this workshop equips participants with practical tools and approaches to enable a more strategic approach.

Content:

1. What is strategy?
2. Strategic management behaviours
3. The 4-level approach to strategy
4. Implementing strategies

「你需要更有策略！」——這是高管對中層至低層管理人員最常給予的評語。

但當中的意思為何？如何做到？不論是大小企業、私人或公共機構的管理人員，本工作坊均可助學員掌握實用的技巧及方法，從而提升策略。

內容：

1. 何謂策略？
2. 策略管理行為
3. 四個層次的策略方案
4. 實施策略

Trainer : David Lambert  
 導師 : David Lambert  
 Date : 8 July 2021  
 日期 : 2021年7月8日  
 Time : 9:30 a.m. – 5:30 p.m.  
 時間 : 上午9時30分至下午5時30分  
 Venue : HKGCC Theatre, 22/F United Centre  
 地點 : 金鐘統一中心22樓香港總商會演講廳  
 Language : English  
 語言 : 英語  
 Fees : Member \$2,780 / Non-member \$3,780  
 費用 : 會員\$2,780 / 非會員 \$3,780  
 (Lunch not included 不包午膳)

David Lambert,  
 Founder,  
 IOWEU International

David Lambert  
 IOWEU International  
 創辦人



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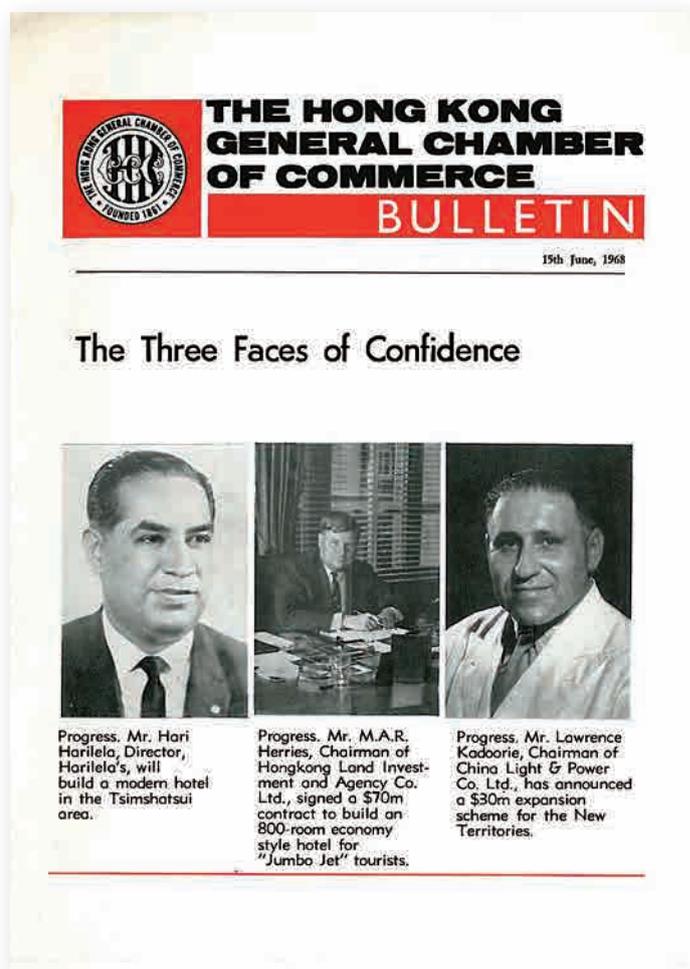
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# The Bulletin Through the Years

## 《工商月刊》今與昔



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

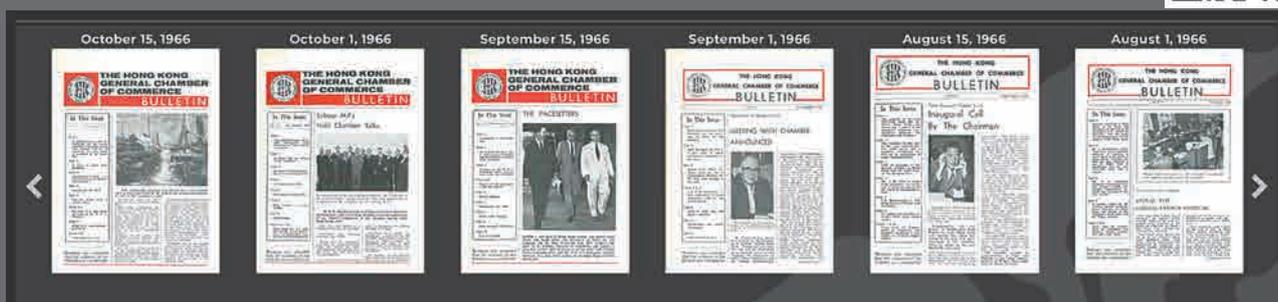
Progress and continuity: in 1968 we shone a light on three of our members who were launching major new expansion plans. All three companies continue to be major players in the Hong Kong business community – and loyal members of HKGCC. This issue also reports on the economy of Saudi Arabia and provides an insight into West Berlin ahead of a planned mission to the city.

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》，重溫香港的歷史大事。

發展與傳承：在1968年，我們訪問了三家即將開展大型擴展計劃的會員公司，受訪企業至今仍在香港商界擔當舉足輕重的角色，亦為總商會的資深會員。該期還介紹了沙特阿拉伯的經濟環境，以及讓讀者深入了解西柏林的發展，為接下來的考察之旅做好準備。

### 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》





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Bank of Communications (Hong Kong) Limited



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Fano Labs Limited



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截止報名日期：2021年8月6日

Closing Date : 6 August 2021



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第六座26樓 Meeting Room A

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