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正如香港，奧國亦以生產高級時裝而自豪。儘管貿易保護的威脅日益加強，奧國時裝業仍能保持良好的國際市場。

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享有高生活水準的蕞爾國

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The Chamber in Action

This page summarises for members' information recent activities of the Chamber. These are extracts from the Director's monthly reports issued to General and other committee members.

U.S. Mission

Gavin Anderson, the U.S. co-ordinator for the forthcoming Chamber mission to the United States to be led by David Newbigging, visited Hong Kong from 27th August to 2nd September. He briefed the mission members on the itinerary and logistical arrangements and discussed various aspects of the mission's work in detail. As a result, a draft of the mission brochure is being prepared and the overall publicity programme is also under preparation. There is good reason to believe that the arrangements already made will give the mission substantial access to U.S. business leaders in many sectors of the U.S. economy. This mission is one of the **highest powered** ever to travel abroad to **promote Hong Kong's interest** and the programme for the five day tour of three U.S. cities will be intensive. I will issue more detailed information next month when most of the arrangements will be finalised.

Computerization

Phase I of the computerization of Chamber services — Membership data in-put and out-put — is **now virtually completed**. Work on Phase II, the processing of information on certificates of origin, is also **proceeding rapidly**. This is a most interesting phase which is likely to provide very useful data to the Chamber and (I hope on a fee paid basis) to many other organisations and companies of a kind not now available in Hong Kong. We shall be able to identify exporters of particular products for particular markets and variations on that theme. We have compiled extensive lists of export information, none of which is confidential (although some companies have opted out of the scheme) and in due course I expect to have over 100,000 export entries per annum being fed into the computer records.

Incidentally, we discovered during this exercise that over 3,000 non-member companies use our certification service

and the computer will enable me to seek to enrol them, in due course, as members. We also discovered that it isn't easy to obtain 100% cooperation from members in filling in the rather detailed data forms! We are now seeking data from our industrial members. Phases III and IV will take several months to complete and the entire programme will be fully operational by March next year.

Home Affairs Committee

The Committee met on 27th August and held discussions with the Director and Assistant Director of the Royal Observatory. The purpose was to let members have a **better understanding of the tropical typhoon warning system** with a view to tailoring it more closely to the requirements of the commercial sector.

Ad Hoc Committee on Civil Service Standing Commission

The Committee met on 20th August to study submissions made by several members regarding the **adverse economic effect of the latest pay award to civil servants**. A submission to the Acting Governor was subsequently prepared by the Ad Hoc Committee and issued by the Chairman of the Chamber.

Arbitration Committee

Mr. Elmer J.S. Tsu, a member of the Committee, will represent the Chamber and will speak at the Chartered Institute of Arbitrators International Conference in Hong Kong from 8th to 10th October, 1981.

China Committee Reception for PRC Agencies based in Hong Kong — Friday, 25th September at the Hilton Ballroom.

On the initiative of the China Committee and following assessment of the likely interest by Chamber members in attending an informal reception for representatives of PRC agencies in Hong Kong, we arranged the reception at the Furama on 16th September.

The actual response however was in the event so substantial that the timing was changed to allow the Vice Chairman John Marden to attend and to welcome PRC and Chamber guests on behalf of the Chairman (who is out of town) and the General Committee. The venue had to be changed to the Hilton Ballroom.

In the meantime the China Committee held a luncheon meeting with senior officials of the Guangdong Enterprises Ltd. at which useful views were exchanged.

Business Roundtable Luncheons

The Roundtable sessions have again commenced after the summer recess. The next luncheon is scheduled for 22nd September and was fully subscribed before the end of August. The subject is **Perth Australia's real estate** and over 30 members have signed up to hear the experts. This will be followed by a series of others on various topics which are expected to be of interest to member companies.

Good Citizen Awards

In response to the recent Police 'Fight Youth Crime Campaign', the last Good Citizen Award presentation was held as part of a discotheque on 1st August in the Queen Elizabeth Stadium. Awards were made to 41 members of the Junior Police Call aged between 13 and 21. For once, the Chamber also adopted a youthful approach and Matilda Cheng, my Personal Assistant, presented the prizes to obviously appreciative recipients.

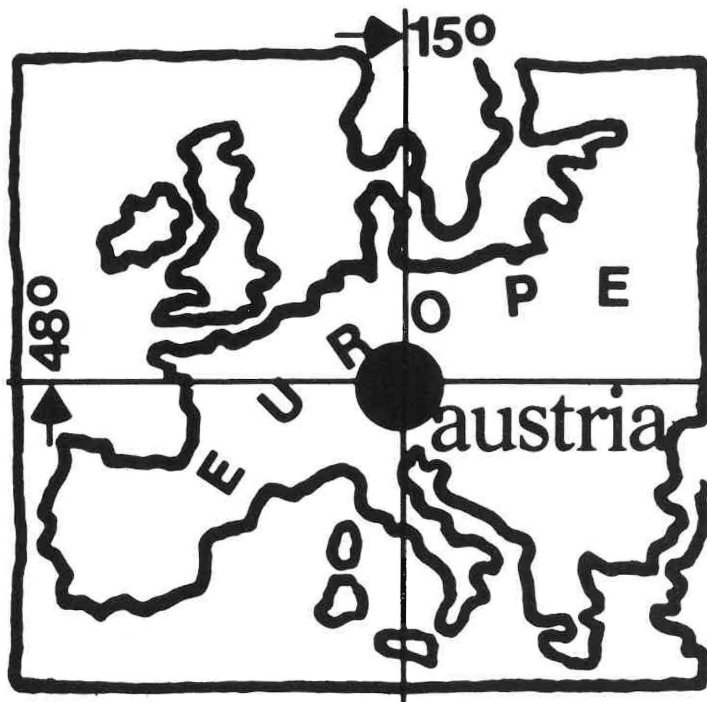
Staff Member Graduation from the Management for Executive Development Diploma Course

Members will be pleased to know that Alexander Au, Assistant Manager, Industry Division, completed a one year day release course on executive management organised by the Department of Extramural Studies, the Chinese University of Hong Kong, receiving a diploma and high marking and comment.



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Telex 22270 ahst cn

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Message from Mr. Rudolf Sallinger, President of the Austrian Federal Economic Chamber

Austria is a highly industrialized country and exports are an absolute necessity. Only by exports (one-third of the national production goes into exports) we are able to make up the disadvantages of a relatively small local market, as a reasonable production must be based on sufficient demand.

It is, however, necessary to avoid the production of goods which can be produced by larger industrialized countries within a more competitive price range. Therefore, one of the export guidelines of Austria is: specialization and individual tailor made service. Following the above outlined principles we have been able to place Austrian products in nearly all the markets throughout the world.

An important task in opening up new markets and promoting products is done by the External Trade Section of the Dundes Wirtschaftskammer (General Chamber of Commerce) with their 84 offices all around the world. As the major part of Austrian enterprises can be considered as small to medium sized, it would be impossible for most of them to cover the overseas market without assistance.

The Trade Commissioners therefore act as outposts of the Austrian economy, introducing contacts, gathering information and

assisting export firms in solving their problems. The Trade Commissioner handles the major part of the organization work for numerous promotions which in increasing numbers are organized by the General Chamber of Commerce overseas, such as Trade Missions, Textile Shows, Austrian Weeks, Technical & Scientific Symposiums etc.

Hong Kong too has been the scene of several such events during recent years. In November this year the Austrian trade and fashion fair "Austrian Style '82" will be held for the fourth time at the Hotel Furama Inter-Continental.

Austria's export to Hong Kong during the first six months of 1981 rose by 65% compared with 1980. There is still a big deficit for Austria in its trade with Hong Kong but the encouraging upward trend of the bilateral business between Hong Kong and Austria, as well as between Austria and the Far East, proves that we are following the right path in our export promotion. We may express our hope that despite of the geographical distance, co-operation between Austrian and Far Eastern business will strengthen and lead to mutual benefits.

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The consul and the hotelier, the traders and the bankers



The Bulletin talks to some local residents representing Austrian interests, products and services.



Ms. Annemarie Vanhoegaerden

As the *Bulletin* was phoning to set an appointment to interview **Ms. Annemarie Vanhoegaerden**, Consul of Austria in Hong Kong, we were told that she had to rush to the airport to meet an Austrian businessman who had lost his passport.

'Part of our job is to help Austrian tourists who get into trouble by losing their travel documents or sometimes unfortunately their money,' says Ms. Vanhoegaerden. 'Our job becomes tough when things like this happen during weekends or in the evenings when everybody wants to be at home or do something private. However, those cases are very rare, and the Hong Kong Immigration people at the Kai Tak International Airport have always been cooperative, kind and understanding.'

'Since we are a small mission here, our job is very versatile. We have to do nearly everything — from arranging cultural events, like for instance mediating between the City Hall officials and the Vienna Symphonic Orchestra who will perform here in March next year — to the routine consular work of issuing visas.' Ms. Vanhoegaerden arrived here in October 1979. It was her first posting in Asia, and she felt very confused. She couldn't tell whether she'd like the place or not. 'My first impression was that everything is very close to-

gether, that one cannot move around or go hiking or mountain climbing.'

'What I really like about Hong Kong, which I am very much fascinated by, is the contrast between its main heart and its outlying islands. In just an hour or even less, you can easily get away from the bustling city. If you are on a beach off the beaten tracks on one of the more distant islands or if you go sailing, it seems you are on an entirely different planet.'

'What I also like in this place are all the nice restaurants,' she adds. She also says that never in her life had she used so little petrol. 'I am an enthusiastic driver but my car is just a decoration. I use it only during weekends when I go to the beach or to some other places but that's about all, because it is very difficult to find a parking space in this area. On the first Saturday morning I was here, I drove my car. I planned to do some shopping and to go to a hairdresser. When I arrived in Central, parking spaces were full — full — full. Cars were even queuing and it was no fun. I had to go back, park my car in the garage and take a taxi.'

'But I only have one tiny complaint,' she continues. 'Hong Kong fashion is among the best in the world. When I go shopping, I see so many nice clothes but they never fit me. I'm not out-sized in Europe and I used to buy ready to wears. Here, it's so time consuming if I want to have a new dress. I need to buy the fabric, go to a tailor, select a design and go back for one trial to make sure it fits well. I would love to just drop in to a boutique and take home a dress I like. Although there are some international shops here, they don't have a wide range of selection.'



Mr. Ernst Zimmermann

Mr. Ernst Zimmermann, Manager of the Holiday Inn Hong Kong, has been in the hotel business for 17 years. The concept of Holiday Inn in its restaurants is geared to the German and Austrian market. But this is not only because part of the management is German and Austrian. 'The trend nowadays is to specialize, either in seafoods or in ethnic cuisine,' he says. 'We believe that it is very important to get an ethnic group to support it. The German-Austrian market has supported us over the last five years and they are still with us.'

Initially, one of the hotel's stumbling blocks was that tourists will normally try local food. However, Mr. Zimmermann says that even though he likes Asian food a lot, he doesn't eat it all the time. The same is true with tourists and businessmen. He adds that as a restaurant becomes popular with a group, automatically it spreads out. At present, about 60% of their customers are Chinese.

He recalls that in 1973 when he arrived to take a post in a newly opened hotel, business was at a low ebb because of the stock market crash. 'However, I've seen how Hong Kong recovered in a short time. Even if the business softens up at the end of this year or for the rest of 1982, a hotel is not built for one year. Although there are still small ups and downs

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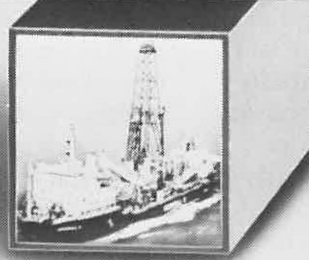
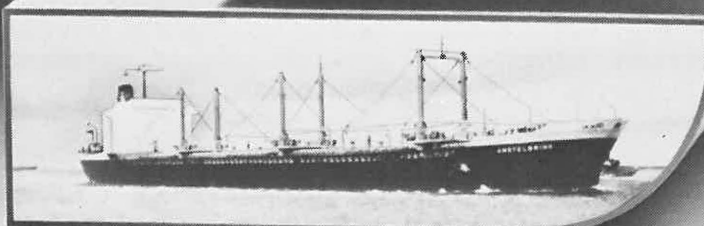
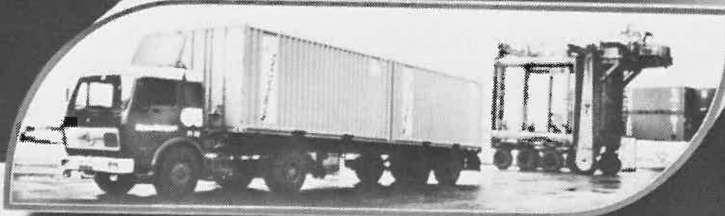
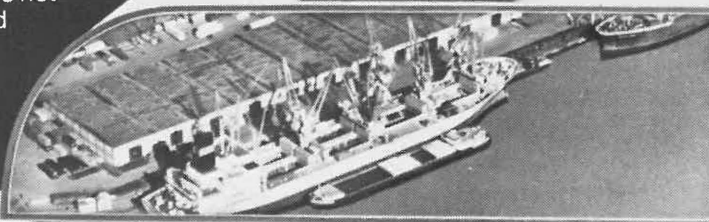
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in the business, I am confident that the hotel business will grow as Hong Kong's economic development continues.' According to him, hotel business in Hong Kong is much better than in most Asian countries. Hong Kong has more money, the occupancy rate is higher and hotels have higher revenues. There are two Holiday Inn hotels in Hong Kong and another will open in Macau soon. Mr. Zimmermann points to two factors which make hotel business in Hong Kong good. 'First is the tourist market. Hong Kong is getting more crowded. But if we combine the shopping tourists can do with the relatively lower prices, their going into China, Macau and other places in Asia because of our geographical location, I think Hong Kong is still very attractive. 'Second is the business. It is much easier and faster to complete business transactions in Hong Kong. You get results right away. There are no restrictions and taxes are low.' He also mentions that the link with China makes Hong Kong more attractive to foreign businessmen. Mr. Zimmermann remarks that he is very fond of Hong Kong and he considers it his second home. 'I hope I give as much as I take out of this city.'



Mr. Roland F. Guttler

'When I arrived in Hong Kong for the first time, I felt very strange, being in a small crowded place with skyscrapers all around and people of different nationalities everywhere. At that time, I could not imagine myself staying here for more than a week.'

The initial reaction of **Mr. Roland F. Guttler** could be predicted, after having lived in more spacious Austria and Germany for many years.

His first business trip to Hong Kong was followed by several visits as Department Head of Swarovski in Germany. Gradually, he began to feel that Hong Kong is a 'beautiful place'.

'I am always fascinated by the mixture of the modern and the traditional life in Hong Kong; for example, the Mass Transit Railway and the sampans,' says Mr. Guttler.

In February this year, he was assigned as Managing Director of Swarovski Hong Kong Limited. Swarovski is a group of companies of which the most important are located in the Austrian Province of Tyrol. It is the world's leading producer of jewellery stones supplying over three-quarters of international market requirements. Its products are known for their outstanding quality and superior workmanship. 'I believe it will be a very good experience for me. Hong Kong is one of the best places to do business, and its economy is one of the fastest growing in Asia. There are no restrictions, and we don't have to pay import duties. In other countries, the government intervenes in business operations, and taxes could reach up to 70% or more.

During his first month of stay, he joined several hotel tour groups 'to explore Hong Kong'.

Mr. Guttler says he intends to stay in Hong Kong for at least five years. 'Although I find the climate so warm, in a way it's good because I can go to the beach anytime of the year.' Fond of wind surfing, he recently bought a wind surfer and a motorbike to beat the traffic on his way to Stanley.

He likes Chinese cooking, which he says is also an incentive for him to stay longer. He is presently taking Chinese cooking lessons. 'Now, I've got a problem on how to lose weight.'

In Hong Kong, Swarovski supplies glass stones to local manufacturers of imitation jewellery. It also supplies full lead crystals to chandelier manufacturers. 'In the past, Hong Kong has not been able to produce high quality chandeliers. With the use of our crystals and with the upgrading of gold and silver plating, the chandelier business has greatly improved,' notes Mr. Guttler. A new line of Swarovski products sold in Hong Kong is full lead crystals, cut and shaped into elegant gift items such as candleholders, paperweights, ash trays, lighters and key chains. Some are decorative items in different animal shapes as owls, hedgehogs, swans, rabbits and spiders. A linguist who speaks German, French, English and Italian, Mr. Guttler has high confidence in Hong Kong's development. 'We have been enjoying an upward trend in sales. If Hong Kong had not been rapidly developing, we could have not had such good results. There is still a good deal of potential for our business.'

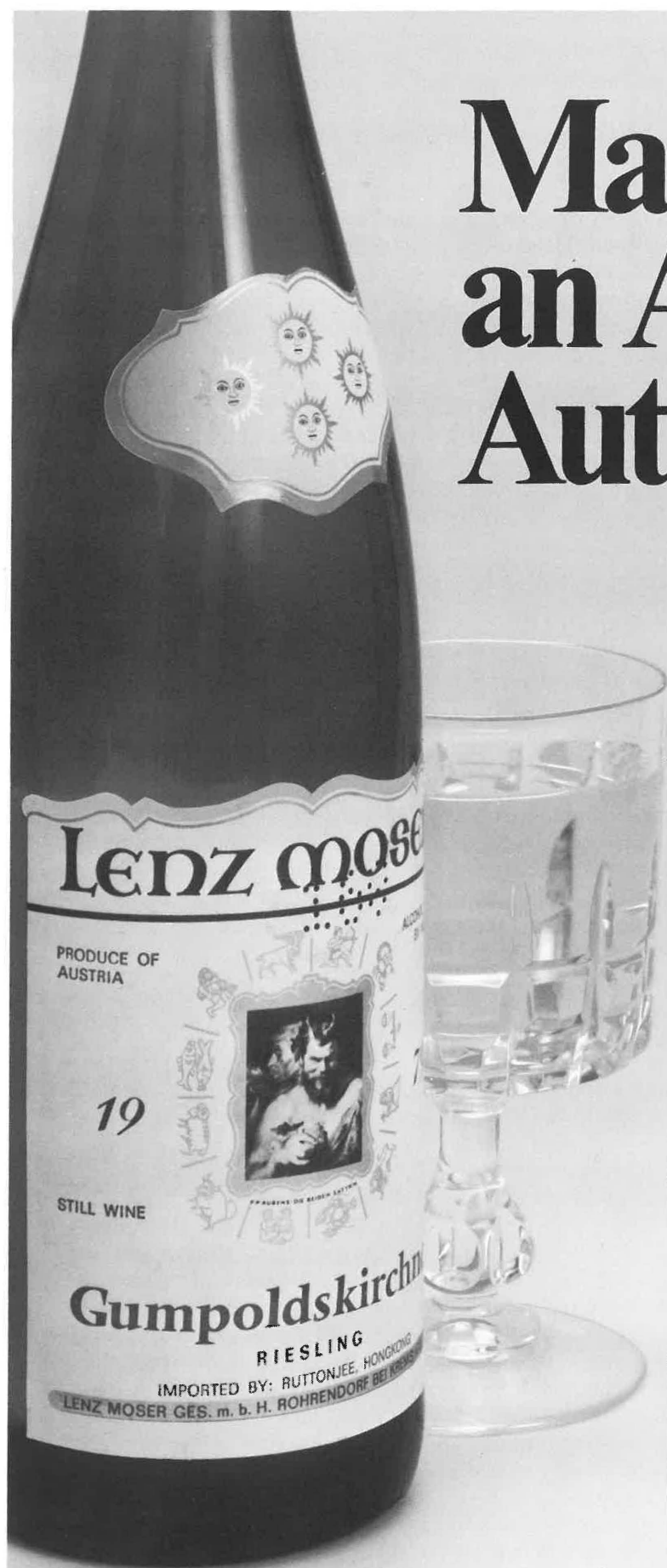


Ms. Liz Eckersley

In October this year, Bravona Trading Limited Hong Kong will be celebrating its third anniversary. It is a trading subsidiary of F.J. Elsner & Company, Innsbruck, and one of the largest banking organizations in Austria. Bravona imports Austrian foodstuffs and sells them all over Southeast Asia, mostly to the catering industry — hotels, airlines and restaurants.

According to **Ms. Liz Eckersley**, Manager of the company, 'the birth of Bravona came about when the banking group was looking for a way in which they

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could offer an additional service to their clients, who are mostly small factories engaged in the food processing industry. As a trading subsidiary, we help these manufacturers, finding overseas markets for their goods.'

Bravona sells spices, tinned vegetables, and pickled items, such as Sauerkraut, which are very popular in European cuisine. Last year, it introduced bakery items. 'We also sell Austrian wines,' declares Ms. Eckersley. 'Being in this business for only a few months, turnover is rather slow. Unfortunately, most people confuse Austrian wines and Australian wines. However, we believe there's a lot of potential for Austrian wines in Hong Kong as residents learn more about them, and discover that some of these wines are really excellent, and very reasonably priced!'

Tinned foodstuffs account for the largest share of sales. 'This type of product is very much a volume business,' says Ms. Eckersley. 'You have to sell a lot to make a profit because it is not a luxury item. If we were selling items such as pate and caviar, we could have a higher mark up, and a smaller turnover.'

Bravona doesn't sell over the counter. Ms. Eckersley says 'we would have to be very competitive because similar items from Taiwan and China such as canned mushrooms and other vegetables are of high quality. Also, our products are packed in catering sizes and there is no domestic consumer market for these.'

'Doing business in foodstuffs in Hong Kong is getting very tough for every one,' remarks Ms. Eckersley. 'Because it's a free market, it's highly competitive. However, we believe we can expand our business.'

The increasing number of hotels in Hong Kong and South East Asia as a result of the booming tourist industry and the expanding international business activities make us confident.'



Mr. Erwin Hardy

'There is so much life in Hong Kong's business, not only in the financial sector. It is also exciting to see how many manufacturers have kept up-to-date with changes in consumers' tastes moving towards production of higher quality goods, and have been successful in diversifying their markets', says **Mr. Erwin Hardy**, Representative of GZB Vienna in the Far East.

GZB (Genossenschaftliche Zentral-Bank) Vienna is a cooperative bank, the central institution of the Austrian Raiffeisen Banking group. Raiffeisen has 2,400 banking offices with total assets of US\$25 billion. It has 21% market share of total deposits and 17% of total loans transacted in Austria. It also has several companies in areas such as finance, investment, insurance, management consultancy and foreign trade. GZB Vienna in Hong Kong acts as a representative office. It was set up in 1976 mainly for Austrian trade promotion. Mr. Hardy says 'about 93% of all Austrian companies are smaller or medium sized companies. With our network, we cover quite a number of them. These companies don't have the facilities for a special export department. So we try to help them expand their business to the Far East by looking for the right connection.'

GZB Vienna informs Austrian clients of the potential they locate in the Far East. The bank is not allowed to deal directly in any transaction, nor to take deposits. It deals in foreign exchange and letter of credit transactions only through its head

office. 'Whenever local banks or companies in the Far East would like to do business with Austria, we have to refer them to our head office, then to our clients.' In Hong Kong, GZB Vienna works closely with the Trade Development Council. Mr. Hardy declares it has always been very helpful in giving information and advice.

'There is no doubt Hong Kong is a rapidly growing financial centre,' according to Mr. Hardy. 'It is in the heart of Asia and more countries are now looking at it as a trade entrepot to China. Its widely expanding business also gives positive effect to the banking system.'

He points out that Vienna also has an important position as a financial centre, being in the heart of Europe. Austria is a neutral country highly involved in Eastern and Western Europe trade. Its close connection with the Comecon area results in almost all east-west trade passing through Vienna.



Mr. Robert Hurley

Mr. Robert Hurley comes from a family of bankers. His two brothers are bankers and his father is a retired board chairman of a US bank, and past director of the Federal Reserve Bank. Mr. Hurley, who is an economist and a mathematician, is the Far East Representative of Girozentrale Vienna.

Girozentrale Vienna is the largest private bank and the second largest commercial bank in Austria. It has a number of banking correspondents in Asia.

As a representative of the bank, Mr. Hurley travels a great deal

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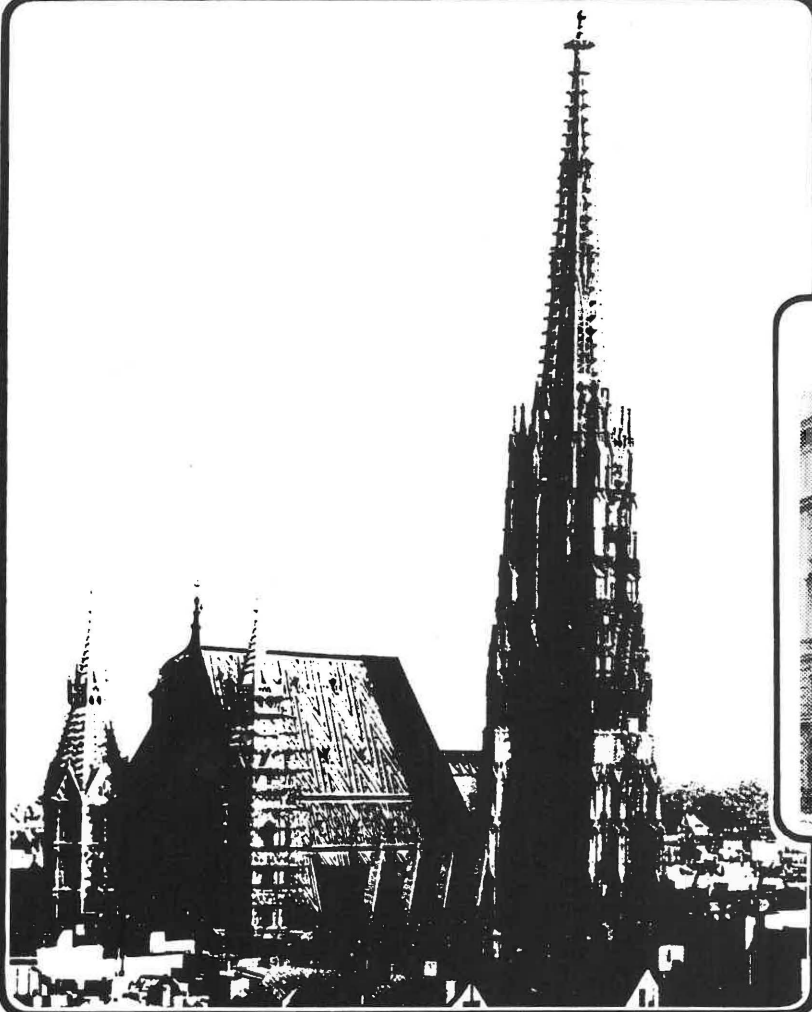
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around Asia. His responsibility is to develop correspondent relations for Girozentrale with banks in Asia and to encourage them to use GZ's facilities. He also aims to raise their awareness of Austria to promote trade, which is the bank's secondary objective. Mr. Hurley has travelled in every Asian country, except North Korea and North Vietnam, as a banker. He started his banking career in 1962; in 1965 he joined a Texas based bank. Then in 1975, he left to join Chase Manhattan Bank, to set up a merchant bank in Asia.

Mr. Hurley has been a Hong Kong resident for six years. He first came here in 1972. 'I enjoyed my first visit here,' he says. 'People were very hospitable, and I was extremely impressed by the dynamic business activity. Everything was so fast, and decisions were arrived at quickly.' 'The same is true today,' he adds. 'Although I think there has been dramatic increase in sophisti-

cation not only in the financial area but in marketing, electronics and other technology. In culture, Hong Kong has also reached some level of sophistication. The most dramatic changes have been in Western art forms — cinema, art, drama, ballet and symphony have advanced rapidly in the last decade.

'What I really notice more than anything else is quantitative change — more buildings, more people and more business activities. Even banks have increased massively in numbers. Despite being a small territory, Hong Kong continues to attract more and more foreign businesses.'

Mr. Hurley believes that Hong Kong has reached its present development stage because of high productivity of labour and the infrastructure. Air transportation is excellent. Communications, both local and international are among the best, and can be equalled in only one or two

other countries in Asia. Its taxation and free enterprise policies allow companies to get on with their activities and to make decisions based on the relevant business and economic factors. 'Being an American, I know how often tax considerations and government interventions in the U.S. needlessly complicate what would otherwise be a relatively straightforward feasible economic decision.

'All these things combined, there is a great deal of entrepreneurial initiative not on a local level but at an international level as well,' says Mr. Hurley. As Hong Kong is the largest financial centre in Asia outside of Japan, decisions can be made quickly here. In some other Asian countries, decisions have to await the approval of the head office. Sometimes, these decisions are made for reasons outside one's at face value,' he claims. Hong Kong enjoys a large competitive advantage in this respect. ■

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Austria's Fashion — in the Local Limelight

Austria, like Hong Kong, can boast of its high quality fashion. Despite the increasing threats of protectionism, it has maintained a good international market.



Paris fashion designers Anne Marie Beretta, Thierry Mugler, Chantal Thomas and many more visited Austria late last year. Their aim was to set up a closer link with Austria's textile industry. As haute-couture designers, they use only fabrics of excellent quality. Austria's fabrics, exquisitely designed and coloured, are favourites in the world's fashion capital. Mr. Christian Rhomberg, Austrian Assistant Trade Commissioner in Hong Kong, whose family has been in the textile industry for years, points out that 'in the past, Austria has been heavily involved in the textile industry. As other countries come

up with more sophisticated items, it is necessary for Austria to introduce new technologies and more automation in its production. Now, we have moved up to the highest quality of fabrics and fashion designs.' The Austrian textile industry has a labour force of 46,600 in its 580 plants. 'Since it is a small country, it needs to export the major share of the industry's production,' discloses Mr. Rhomberg. 'But at present, because of the general decrease in international textile trade, the industry is experiencing a slow down in its rate of





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increase.'

Austria exports 65% of its textile industry production. Most of its raw materials, like cotton and wool are imported from United States, Russia, Turkey, Sudan, Egypt and other African countries. However, it also produces artificial fibres.

Austria has widely diversified its textile industry. With constant improvement through research and development, the movement is upmarket. It is presently the largest producer of viscose fibre in Europe, exporting nearly 80% of production. It has also steadily increased production of country-style wear, woolen cloth and embroideries. It also ranks as a world power in sports textiles specializing in high quality suits for skiing, tennis and riding. Anti-slide materials for anoraks and other sports suits offer maximum comfort with their mono and bi-elastic features.

'Flexibility is one of the basic

prerequisites for staying competitive on world markets,' says Mr. Rhomberg. In the battle against excess capacity, some companies have switched to other product types. One company, Ganahl, Vorarlberg, has started to produce elastic fabrics for sports wear and leisure-time fashion. Other companies are spending large amounts of capital on readjustment. Herrburger & Rhomberg of Dornbirn is expected to spend HK\$13 million on a large-scale restructuring programme. Hammerle have earmarked HK\$23 million for investments in the financial year 1980/81. To expand foreign markets, five Austrian manufacturers of hosiery have merged. In 1980, Austria's exports of textiles amounted to HK\$4.6 billion, an increase of 9.2% over 1979. Imports reached HK\$5 billion, a jump of 9.1%. A total of HK\$2.5 billion worth of clothing was exported by Aus-





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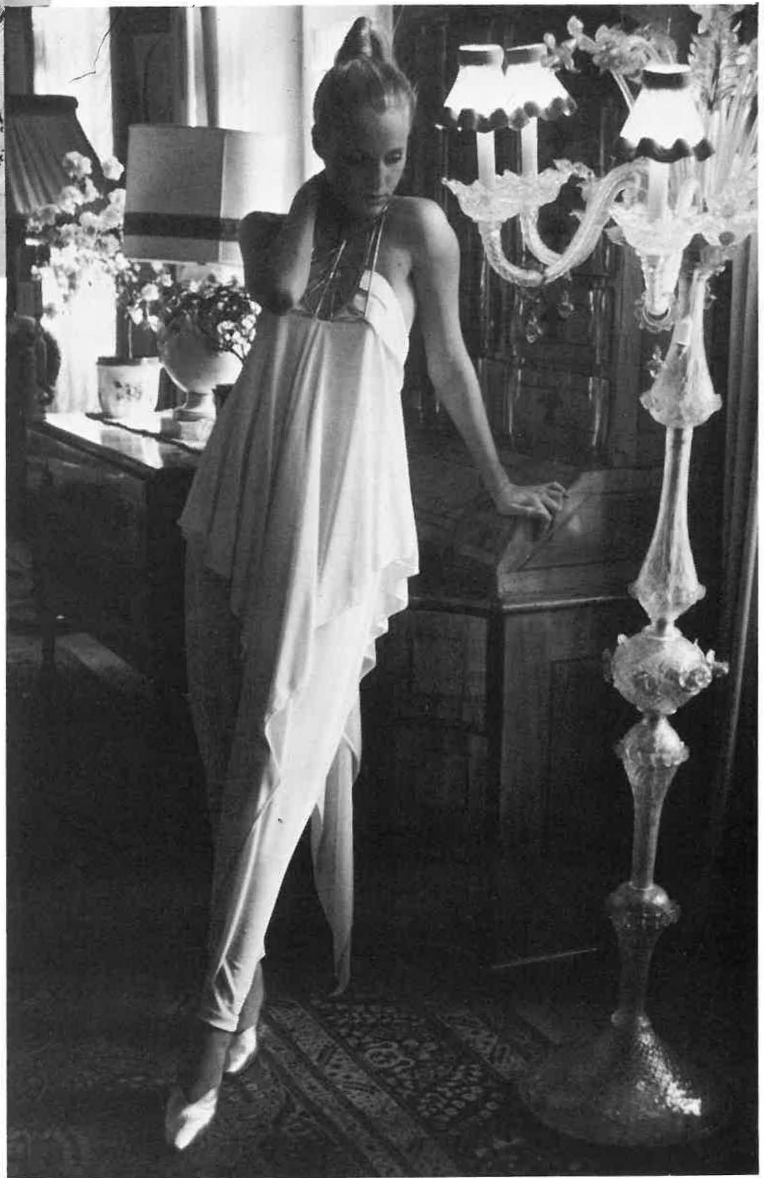
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tria in 1980, a 12.4% rise over the previous year. Imports were recorded at HK\$4.1 billion, an increase of 14.5%.

A Fair featuring a top collection of Austrian apparel and textiles will take place on November 23 and 24 this year at the Furama Hotel. This will be the fourth time the Austrian Federal Chamber of Commerce has organized such a function in Hong Kong. Over 35 firms will participate (29 firms last year). Fashion items such as handbags, shoes, scarves, sunglasses, imitation jewellery and embroideries will also be featured. According to Mr. Rhomberg, 'the response received by the exhibitors last year was quite surprising, Hong Kong has always had a high reputation as a supplier of excellent quality textiles and garments at competitive prices. But we still received a significant number of orders. We hope to establish even better relations with the Hong Kong textile industry during this fair.' ■



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The Mountain Style for Leisure

Austrian knee pants, called knickerbockers locally, were elevated by visiting Paris fashion designers to the position of the fashion pants pure and simple. Wherever the fashion eye turned, it could not miss seeing 'knickers' now en vogue for every occasion. The original idea of knee pants was in connection with leisure wear, in fashionable packaging with gaiters in printed fabrics, with mountain shoes in dirndl prints, with double sided anoraks in fustian and folklore brocades, with knickers in corduroy and loden and the genuinely knee socks knitted in braid, rib and diamond patterns. That's how Paris designers presented the mountain style.



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Small Country, High Standards

Austria has achieved one of the world's highest living standards, and during the 1970s set the pace for growth among OECD countries. What is the secret of its success?

The decade of the 'seventies closed with a shock for Austria as its current account balance of payment deficit rose last year by about 40% above the already high US\$1.3 billion for 1979. During the 70s, many countries cast envious eyes on Austria, with its growth rate in real output of 52% (1970-1979), the highest among developed countries after Japan. This growth continued into the early part of 1980, then came to a halt, a result mainly of higher oil bills. The first oil price hike in 1973-1974 caused Austria's Gross Domestic Product to drop in 1974, and to nosedive in the following year. But this pattern was universal among oil importing countries. The second oil shock in 1978 seems to have had a delayed effect on Austria. The Consul-General of Austria in Hong Kong, Mr. Alfred Preissl, points out that 'many economies

have put so much emphasis on growth rates. However, it is very important to see under what conditions these growth rates were achieved. It is misleading to see growth rates without seeing their impact on the social fabric of the country.'

Mr. Preissl adds that 'Austrian people are becoming more aware of ecological problems and the factors affecting the quality of life, so there is strong opposition against economic changes such as the building of nuclear power plants. The economy is for the people, and growth should not be achieved at the expense of the society.'

He refers to the high living standard in Austria. Despite the current economic problems, the country maintains one of the highest per capita incomes in the world (over US\$9 thousand), which is fairly evenly distributed. Over the years, Austria has main-

tained full employment. The average unemployment rate of 2% is expected to creep up to 2.5% this year, the highest the country has seen since the 60s. This figure is still much lower than most countries' unemployment rates. There are virtually no strikes in Austria because of close co-operation between employers and workers. According to Mr. Preissl, when problems crop up between management and labour, the employers and workers meet together as partners, discuss the problems and come up with solutions. 'The practice of economic and social partnership is simply a way of life that has been developed in Austria over the decades. It is neither an ideology nor a philosophy.'

This approach has been a major factor in allowing Austria to attain its present development. The country is highly industrialized,

Basic Information

General Information:

Austria is a federal state, consisting of nine provinces — Vorarlberg, Tyrol, Salzburg, Carinthia, Styria, Upper Austria, Lower Austria, Vienna and Burgenland.

Total Area:

84,000 km

Total Population:

7.51 million (1979)

Language:

99% German, minorities of Slovenes, Croatians, Hungarians, Czechs and Slovaks.

Capital:

Vienna (population approx. 1.6 million)

Other important towns — Graz, Linz, Salzburg, Innsbruck.

Government:

Parliamentary democracy. Legislative bodies are the two houses of Parliament: Nationalrat (Lower House) — 183 seats; Bundesrat (Upper House) — 58 seats.

Executive bodies are the Federal President and the Federal Government.

Each of the nine provinces is administered by a Provincial Government headed by a Provincial Governor.

Head of State:

Federal President — Dr. Rudolf Kirchschlaeger (since 1974)

Head of Federal Government — Chancellor Dr. Bruno Kreisky (since 1970)

Economy (1980):

Gross National Product — HK\$329.2 billion

GNP per capita — HK\$43,829

Total Trade — HK\$180.7 billion

Exports — HK\$75.35 billion

Imports — HK\$105.35 billion

Austria's Main Trading Partners 1980 (Regional Structure)

	Imports			Exports		
	in billion AS *	%	% change over 1979	in billion AS *	%	% change over 1979
Europe	257.6	81.6	+14.0	190.6	84.3	+ 8.5
EEC	196.5	62.2	+12.5	123.0	54.4	+11.4
EFTA	24.9	7.9	+10.2	28.1	12.4	+11.4
Eastern Europe	30.7	9.7	+29.4	27.2	12.1	+ 2.4
Rest of Europe	5.5	1.8	+12.2	12.3	5.4	- 8.7
Overseas	58.2	18.4	+32.6	35.6	15.7	+16.5
Asia	28.8	9.1	+41.6	15.3	6.8	+21.6
Africa	10.6	3.4	+35.6	10.2	4.5	+27.6
North America	12.1	3.8	+26.1	6.0	2.7	- 7.5
Latin America	6.0	1.9	+10.8	3.3	1.4	+17.5
Australia	0.7	0.2	- 1.3	0.8	0.3	+12.6
World Total	315.8	100.0	+17.0	226.2	100.0	+ 9.7

Foreign Trade Analysed According to Major Groups of Goods

	in billion AS *	variations in % against 1979
Imports 1980		
Machines	38.6	+17.9
Petroleum and petroleum products	37.5	+52.5
Vehicles	29.8	+ 8.0
Electrical equipment	21.9	+11.2
Textiles	15.1	+ 9.1
Clothing	12.2	+14.5
Metal goods	11.4	+16.6
Iron and steel	9.4	+15.0
Exports 1980		
Machines	33.7	+10.4
Iron and steel	21.7	- 4.8
Electrical equipment	18.1	- 4.5
Textiles	13.9	+ 9.2
Wood and cork	12.7	+17.6
Metal goods	11.9	+12.3
Paper and paper products	11.1	+12.9
Vehicles	10.8	+ 4.3
Clothing	7.5	+12.4

*(HK\$1 = 3 Austrian Schillings)

with manufacturing accounting for nearly two-thirds of the Gross National Product. Among democratic countries, Austria has one of the largest nationalized sectors. The state owns large segments of the manufacturing industry and over two-thirds of the country's banking and insurance sectors. Its industry consists of a small spread of large scale industries, and small businesses. Only 3% of

companies in Austria have over 500 employees. Much of Austria's industry is currently affected by recession. For instance, Voest-Alpine, the largest state-owned enterprise, which had been competitive in the international steel market for many years, ended up limping in 1980 because of the world steel recession. Austria's foreign trade in 1980 amounted to HK\$180.7 billion,

divided into 41.7% exports and 58.3% imports. Although exports increased by 9.7% in 1980 over 1979, imports grew by 17%, resulting in a trade deficit of HK \$29.9 billion. Mr. Preissl urges that 'economies should be readjusted to the prevailing international economic situation. Any imbalances in the national economy creates difficulties in international trade.'

Austria's major exports are machinery, iron and steel, electrical equipment, textiles, wood and cork, metal goods, paper and paper products and vehicles. Its major imports are machinery, petroleum and petroleum products, vehicles, electrical equipment, textiles and clothing.

Austria's major trading partners are countries belonging to the European Economic Community. The EEC had a 54.4% share of its exports while imports from the EEC were 62.2% of the total. The Federal Republic of Germany is Austria's top market, having a 31% share of the total exports, while 41% of the imports were from Germany. Austria's total trade with Hong Kong went up by 37% from HK \$504.8 million in 1979 to HK \$689.9 million in 1980. The trade balance of HK\$367 million is strongly in favour of Hong Kong.

The first flexible grinding disc from the Tyrolit Company.

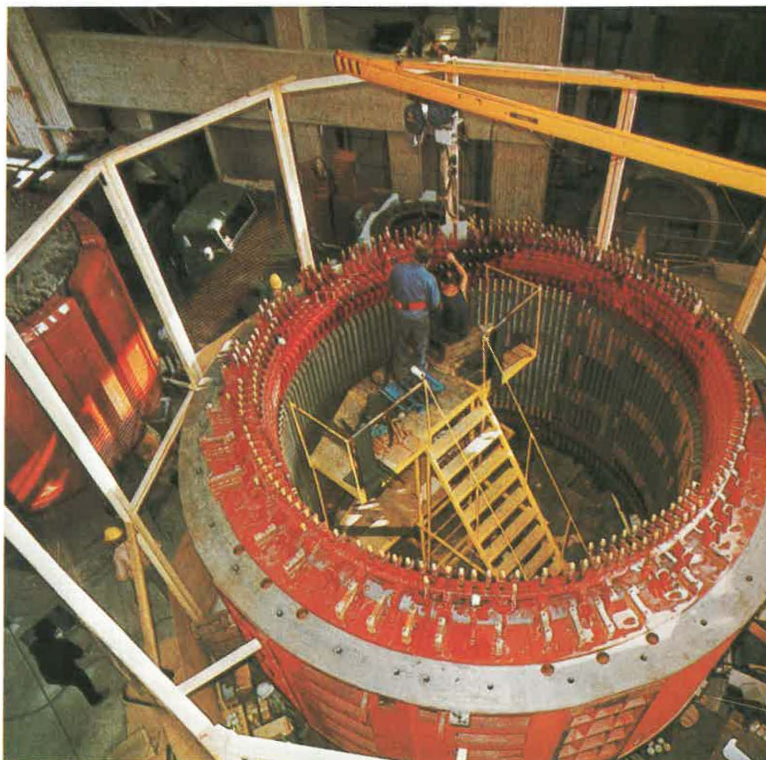
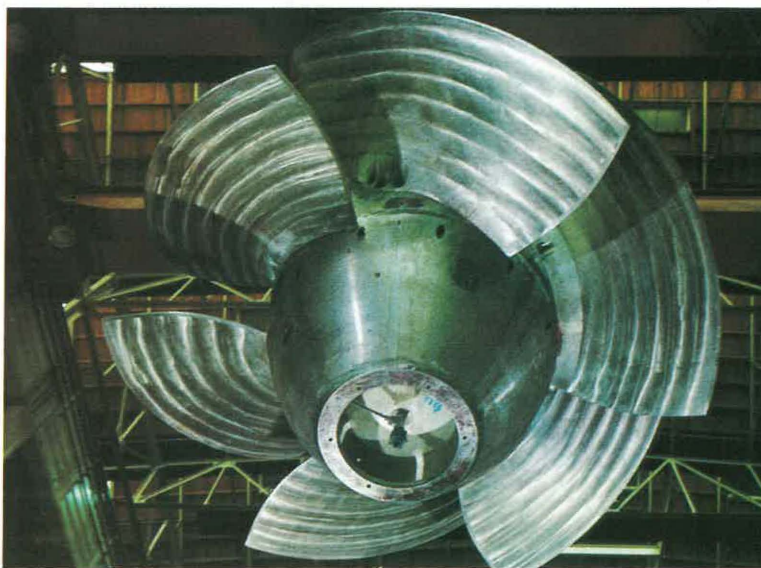
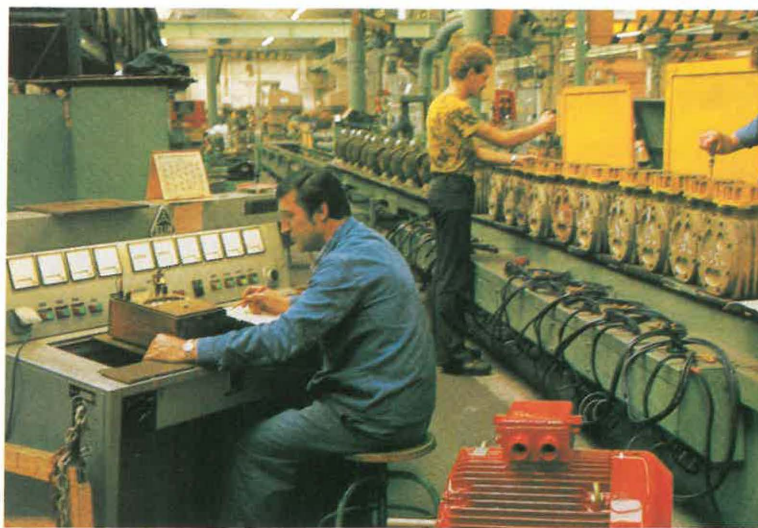


(left): A 130-ton LD vessel. The greatest and most widely known technological achievement in the development of the world steel industry, was the invention of the LD process (basic oxygen steelmaking process) which was fully developed in the Voest plant at Linz and Donawitz. More than 400 million tons of steel per year, representing more than 50% of the overall production throughout the world, are being produced at the present time by this process.

(right, top): The Austrian workforce keeps up-to-date in the latest technical skills.

(right, middle): The machinery division of Voest-Alpine, world-famous for their know-how in the construction of hydro-electric power stations. Their turbine-stations can be found in Sambia, Nigeria, as well as in Mindanao, Philippines.

(right, bottom): Assembly of stator with water-cooled winding in the Rottau power house of the Malta power station group.



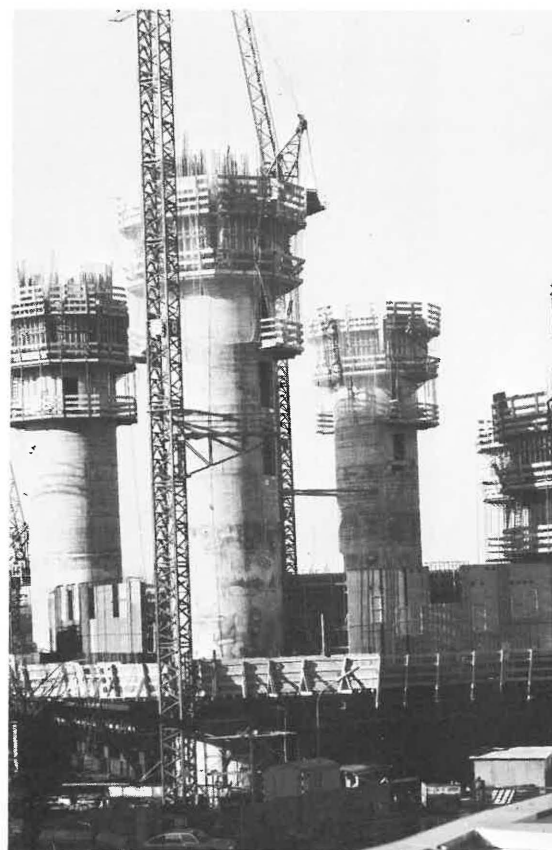
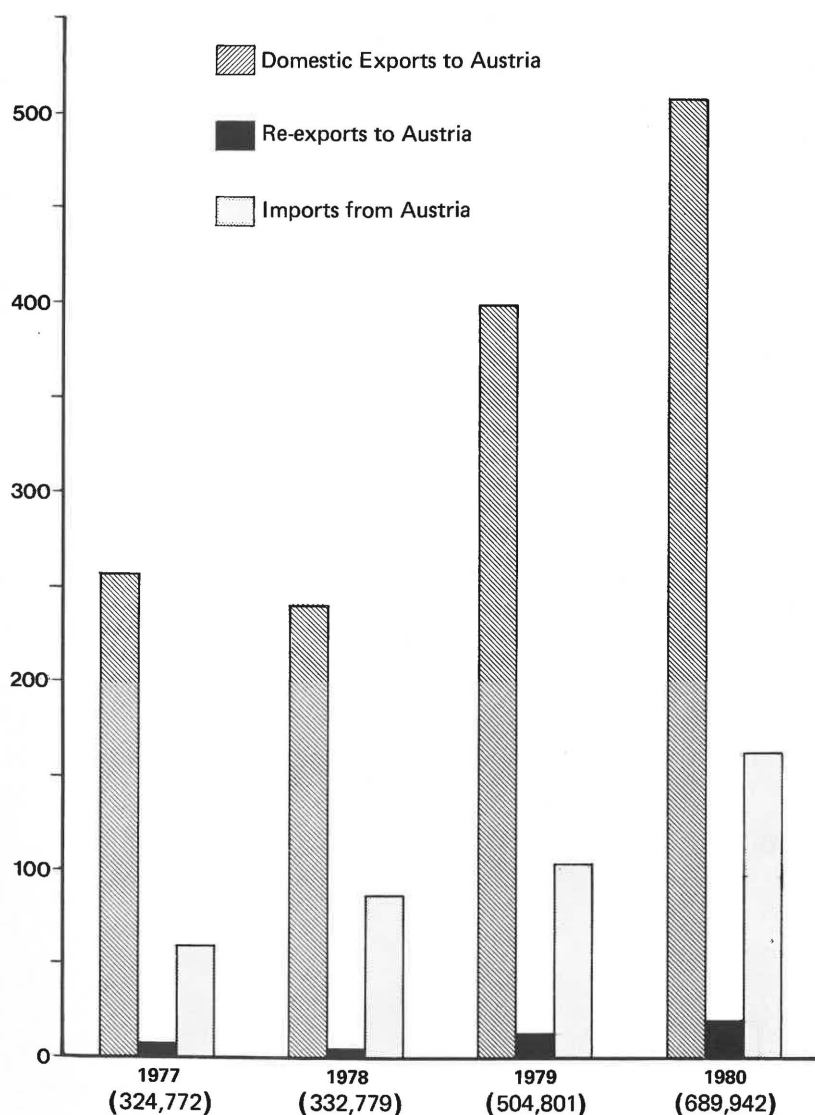
This image shows a blank page from a document or book. The paper has a slightly off-white or cream color. On the far left, there is a dark vertical strip representing the book's binding. Faint, blurry vertical lines are visible across the page, likely due to the scanning process or the texture of the paper. There is no legible text or other markings on the page.

Total imports from Hong Kong amounted to HK\$528.4 million. Major items were articles of apparel, photographic apparatus, watches and clocks, toys, games and sporting goods, telecommunications and sound recording equipment and travel goods. Total exports to Hong Kong were valued at HK\$161.5 million. Major exports were fertilizers, photographic apparatus, watches and clocks, glassware, machine-made paper and paperboard, woven cotton fabrics and industrial machinery and equipment. Mr. Wilfried Ferch, Austrian Trade Commissioner in Hong Kong notes that 'the Austrian market is wide open to Hong Kong exporters who use Austria

mainly as an entrepot to the eastern bloc countries. The Hong Kong Trade Development Council foresees the country's importance when it set up an office in Vienna.'

'Despite the negative trade balance with Hong Kong, there is an increasing trend towards the recognition of Austria as a supplier of investment goods. The Siemens Austria company recently obtained a contract valued at HK\$23 million to install an airport tunnel and traffic control system,' notes Mr. Ferch. 'The wide range of Austria's capital goods, which have earned a high reputation in other Far Eastern markets, has great potential here because Hong Kong is moving

Hong Kong's Trade with Austria (in HK\$'000)



Bayrische Hypobank in Munich under construction by DOKA, an Austrian company which has taken part in the various international building projects.

swiftly towards a higher infrastructure with the continuous growth of business.'

There are also strong efforts made by the Austrian industry, assisted by the Austrian Trade Commission in Hong Kong, to increase its share of Hong Kong's competitive market.

The Austria Style '82, a textile and fashion fair scheduled in November aims to establish the country as a substantial supplier of high quality fabrics, garments, embroideries, shoes and other accessories.

'Being a textile exporter like Hong Kong, Austria is actively involved in the Multi-Fibre Agreement talks which are now being held in Geneva,' declares Mr. Ferch.

'However, Austria is one of the few nations which as a whole has a very liberal attitude towards Hong Kong. It has only very few products under quota, like shirts, blouses and trousers.'

The Austrian Machinery Association will organize a meeting in



Hong Kong during the latter part of this year to look for new overseas partners. The delegation will consist of leading Austrian manufacturers who plan to concentrate more on Asian markets. 'Trade is not a one-way system. Therefore, Austria has always been liberal concerning trade regulations. The country has greatly reduced or almost eliminated trade protection. Past and forthcoming trade missions had and will always have a warm welcome in Austria,' says Mr. Ferch. The Austrian companies are strongly assisted by the Austrian Chamber of Economy. Like the Hong Kong General Chamber of Commerce, it regularly sends circulars to its members informing them of names and addresses of interested buyers and suppliers, and of current economic

A

B



trends. It aims to promote trade by organizing business delegations overseas. To facilitate better service, information on its 7000 company members is stored in a home computer in Vienna. If industry is Austria's first leg, its second leg is tourism. For many years, the tourist industry has been the highest foreign exchange earner. In 1980, foreign tourists spent a total of 119 million nights in Austria. This earned HK\$13.6 billion net revenue, accounting for about 8% of the Gross Domestic Product. In comparison, Hong Kong's gross earnings from tourism in 1980 amounted to only about 23% of Austria's gross earnings. Home of many notable composers such as Wolfgang Mozart, Franz Schubert and Johann Strauss and the place where Ger-



AE

D E

- A. For several decades Elin, the first Austrian company to set up a branch in USA, has employed its own welding technology in the construction of their large machines. The illustration shows the rotor of a bulb-type hydro-generator.
- B. Skiing in deep — or powder — snow, as it is called in Austria.
- C. Traditional festival symbolizing the end of winter.
- D. "The Kiss", a masterpiece by the famous painter Gustav Klimt (1862-1918). Austria's fine works of art, both contemporary and ancient, have attracted millions of tourists all over the world.
- E. The famous Spanish Riding School, in the Hofburg right in the heart of Vienna, was completed on September 14, 1735.

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A typical street in the old centre of Vienna.

man composers Ludwig Van Beethoven and Christoph Gluck were inspired to compose their great works, Austria has charmed thousands of tourists each year with its cultural heritage and beautiful scenery. Its geographical location has placed the country in the big tourist league. Landlocked Austria lies in Central Europe. It is bordered by West Germany and Czechoslovakia on the north, Hungary on the east, Yugoslavia and Italy on the

south and Switzerland and Liechtenstein on the west. Like Hong Kong, Austria is strategically situated. For example, people travelling from West Germany to Italy, either on a business trip or for pleasure, usually make a stopover in Austria. Likewise, goods exported from Eastern to Western Europe have to be transported via Austria. Thus, transport facilities have reached a high international standard. Its airline links the

main cities in Eastern and Western Europe.

About three-fourths of the tourists come from West Germany. From Hong Kong, the total number of tourists reached 4318 in 1980, an up-swing of 19% over 1979. During the first eight months of this year, an increase of 17.5% was registered, from 3507 to 4121.

Last year, 6233 tourists from Austria visited Hong Kong, a rise of 12.6% over 1979. From January to July this year, the number was 4174, an increase of 24% over the same period in 1980. The peak season for Austria's tourist industry is winter, when tourists flock over the snow-covered Alps, gliding on their skis. This has led to the installation of a sophisticated cable car system, linking one mountain to another.

Austria does not have beaches to offer, so swimming pools, tennis courts and other sports facilities were built to attract tourists during summer. About two-thirds mountainous, the country has also encouraged summer mountaineering.

Austria's many lakes and rivers are the main summer attractions. Each year, a considerable amount is spent by the government on lake maintenance. As a result, it is said that the water of many lakes resorts and mountain streams is of drinking quality — another result of the country's ecological concern.

Austria's other attractions include the summer festival in Salzburg and the spring festival in Vienna, as well as cathedrals, theatres, shopping centres and its individual folk music and dances.

'Being in the heart of Europe, as a tourist centre Austria has to be highly competitive,' declares Mr. Ferch. 'Our products have to be of excellent quality.'

As an off-sheet of tourism, there has been growth in the construction industry. New hotels and inns have been built in each pro-



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A. Innsbruck – the old part of the city with the “Golden Roof”. Innsbruck situated in the western part of Austria, has twice been chosen for the Winter Olympic Games, in 1964 and 1976.

B. St. Stephen's Cathedral, Vienna's most hallowed landmark, completed in 1433.

C. Belvedere Palace, summer residence of Empress Maria Theresa's general, Prince Eugen, and built by the famous architect Hildebrand, serves nowadays as a museum with collections of medieval, baroque and contemporary art.

D. Winter day at Kitzbühel in the Alps.

E. The Monastery of Melk, rising above the Danube.

vince. In other areas, private homes and farm houses have been expanded to accommodate tourists.

The increasing influx of tourists has also boosted growth in Austria's banking operations. Even in small villages, one may find four or five bank branches. However, the chief thrust in the

expansion of Austria's banking system, which is centred in Vienna, is its expanding international business participation. Symphonies, orchestras, operas — these have been inseparable parts of Vienna for centuries. But Vienna is not just a melodious city. As capital of a neutral country with many historical ties

with the Danube area and the COMECON, it is ideally suited as a major financial centre for East-West trade.

When Vienna was still capital of the Austro-Hungarian Empire, it played the role of a clearing-house for the political, economic and financial interests of a large homogeneous area in Eastern

Calendar of Events 1982

	Date	Place		Date	Place
Austrian Travel Business	26-29 Jan	Messegelaende West	Austrian footwear show	16-19 Sept	Messepalast
o.f.m. International '82	26-29 Jan	Messegelaende West	Intercargo '82	18-19 Sept	Messepalast
Austrian fair for tourism			Nutzfahrzeug '82	24-27 Sept	Messegelaende West
Mobel '82	13-21 Feb	Messegelaende West	Special show of utility vehicles with international authorization of the B.P.I.C.A. Paris		
Austrian furniture fair			Hobby Elektronik '82	24-27 Sept	Messegelaende West
Vienna International Spring Trade Fair	6-9 March	Messegelaende Sud	Intertool Austria '82	1-3 Oct	Messepalast
Lederwaren Exquisit	10-14 March	Messegelaende	International fair for machine-tools		
Specialized fair for leather goods and travel articles, costumes jewellery and perfumery articles			International fashion week	5-9 Oct	Messegelaende Sud
Austrian footwear show	11-14 March	Messepalast	International Dental Exhibition	10-12 Oct	Messegelaende West
Hobby '82	13-14 March	Messepalast	International models Exhibition	12-17 Oct	Messepalast
"Do-it-yourself" exhibition			Interhoga Austria '82	23-26 Oct	Messepalast
International fashion week	2-4 April	Messepalast	International hotel equipment and catering exhibition		
Paper and stationery show	4-6 April	Messegelaende West	Unitech	23-27 Oct.	Messegelaende West
Spiel '82	15-18 April	Messegelaende West	Specialized fair for research and engineering sciences		
Austrian toy fair			Schule '82	4-6 Nov	Messepalast
Aqua-Therm'82	15-18 April	Messegelaende West	International fair covering educational appliances, equipment for schools and audio-visual media		
International heating, air-conditioning, solar, sanitary and environmental technology trade fair.			Austro Boot '82	11-14 Nov	Messegelaende West
Specialized fair for electrical installations technology	21-24 April	Messegelaende West	International boats exhibition		
International office organization exhibition	6-8 May	Messegelaende West	Austro Caravan '82	18-21 Nov	Messegelaende Sud
Juwelia '82	12-15 May	Messegelaende Sud			
Specialized fair for clocks, watches and jewellery					
Vienna International Autumn Trade Fair	2-5 Sept	Messepalast			
Lederwaren Exquisit	11-19 Sept	Messegelaende			
Specialized fair for leather goods and travel articles, costumes jewellery and perfumery articles					

For further information, please call Austrian Trade Commission at 5-237555 or 5-222388



Opening ballet show at the Vienna Opera Ball.

Europe. This function was maintained between the wars when about one-third of Austria's overall exports went to East Europe.

Today, Vienna has actively participated in the Euromarket and money trade account. Being an international centre (headquarters of several United Nations Organizations) and a place where other intergovernmental organizations such as OPEC have their offices has added potential in the finance area.

Austria has recently undergone a

shake-up in its monetary policy. In 1979, the rise in international interest rates siphoned off the country's capital. As a result, commercial banks had reserves below the minimum requirement during the latter part of the year.

To draw more foreign funds into the economy, a readjustment to Austria's long standing policy of relatively low interest rates was introduced. In January 1980, the discount and Lombard rates were raised by 1.5 percentage points to 5.24% and 5.75% respectively.

These rates were again increased by 1.5 percentage points in March last year.

The readjustment led to a reverse direction of net capital flows. From May to July 1980, the inflows of foreign funds more than offset the outflow in the first four months of the year. By the third quarter of 1980, the reserve position of commercial banks exceeded the minimum requirement.

Austrian banking has spread outside Europe. Bank representative offices have been set up in various countries in the Pacific. In Hong Kong, there are two bank representatives, Girozentrale Vienna and GZB-Vienna.

Austria and Hong Kong have much in common. Both are small, hard working, and heavily dependent on manufacturing, exports and tourism. Both maintain liberal trading regimes and both are moving up market to stay competitive. Both have strong economies and both are likely to maintain them. ■

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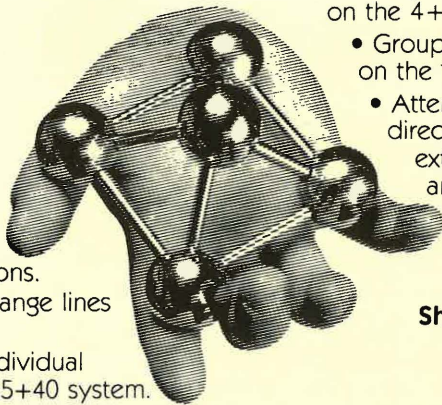
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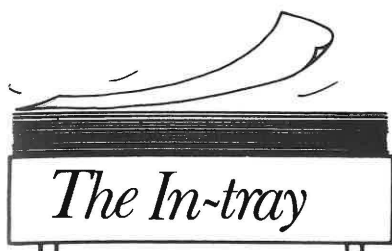
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New Members

Thirty-one members joined the Chamber in September:

Act I Fashions Ltd.
 Arab Asian International Ltd.
 Burns, Philp International Ltd.
 C.B.C. International Finance (Asia) Ltd.
 Chia Tai Conti Ltd.
 Consolidated Hotels Ltd.
 Delta Trading & Investment Co.
 Exco Group to Companies, Ltd., The Futatwai Trading Co.
 Goodwill Industrial Corp.
 Georgia Ports Authority
 Honest Handbag Mfy.
 Hong Kong Security Ltd.
 Koon Ngar Ind. Co. Ltd.
 Ko Lam (HK) Trading Co.
 Lansco Co. Ltd.
 Motorola Semiconductors HK Ltd.
 Parlux Industrial Corp.
 Revier Trading Co.
 Shangri-La Hotel (HK) Ltd.
 Seaworld Shipping & Trading Co. Ltd.
 Stauffer (HK) Ltd.
 Sing Yip Toys Manufactory Ltd.
 Siglett Enterprises Ltd.
 Supreme Trading & Services Co.
 Tai Ming Electrical Fty.
 Terry and Company
 Chugh Enterprise
 F.W. Olsen (HK) Ltd.
 Wickford Ltd.
 Tyler Bros. (Far Eastern) Ltd.

Computer Course

A two-day intensive course on mini and micro computers will be conducted by the Institute for International Research on 12th and 13th November at the Excelsior Hotel.

Subjects to be discussed include, how to choose hardware and software, how to develop systems and programming. Delegates will be sent pre-course reading to study before the seminar. Workbooks will be provided during seminar. Tuition is HK\$2,975.

For further information, contact the Conference Administration, I.I.R. Ltd. Telephone No. 5-291229.



Director Jimmy McGregor (second from right) briefs members of the National African Federated Chamber of Commerce and Industry of South Africa on Hong Kong's economy and the further development of trade between South Africa and Hong Kong. The group, mainly interested in small scale industry and farming, visited the Kadoorie Experimental and Extension Farm at Tai Po.



China Committee members received 13 senior officials of the Guangdong Enterprise Limited, a newly established Chinese agency in Hong Kong representing the Guangdong Province, to discuss promotion of mutual trade.



Mr. Eugenio Gili Valdes (second from left), Honorary Consul of Chile, briefs members of the Business Group to Central and South America on the current situation in Chile. Also in picture are: Committee Vice Chairman Mr. V.K. Parekh (left), Committee Chairman Mr. E.M. McMillan (third from left), Chamber Assistant Manager Mr. Dennis Yeung and Chamber Assistant Director for Trade Mr. Ernest Leong.

Trade in Progress

Hong Kong Overall Merchandise Trade (HK\$M)

	Jan.-June 1981	Jan.-June 1980	% Change
Imports	65,620	51,973	+26
Domestic Exports	35,604	31,122	+14
Re-Exports	19,536	13,237	+48
Total Exports	55,140	44,359	+24
Total Trade	120,760	96,332	+25
Balance of Trade	-10,480	-7,614	+38

Imports : Major Suppliers (HK\$M)

	Jan.-June 1981	Jan.-June 1980
Japan	15,502	11,654
China	13,207	9,629
USA	7,289	6,479
Taiwan	5,207	3,652
Singapore	4,870	3,376
UK	2,915	2,536
South Korea	2,678	1,751
Fed. Rep. of Germany	1,625	1,443
Switzerland	1,469	1,341
Thailand	918	801

Imports : Major Groups (HK\$M)

	Jan.-June 1981	Jan.-June 1980
Raw materials	27,012	22,864
Consumer goods	17,425	12,696
Capital goods	9,650	7,452
Foodstuffs	6,659	5,428
Fuels	4,875	3,532

Domestic Exports : Major Markets (HK\$M)

	Jan.-June 1981	Jan.-June 1980
USA	12,554	10,414
UK	3,394	3,128
Fed. Rep. of Germany	3,223	3,391
Japan	1,246	1,036
China	1,177	680
Australia	1,076	895
Canada	993	762
Singapore	802	828
Netherlands	724	737
France	699	621

Domestic Exports : Major Products (HK\$M)

	Jan.-June 1981	Jan.-June 1980
Clothing	12,402	10,588
Toys, dolls and games	2,806	2,704
Watches	2,610	2,157
Textiles	2,401	2,158
Radios	1,709	1,818
Electronic components for computer	1,173	559
Electric fans	645	266
Handbags	490	481
Footwear	379	299
Hairdryers, curlers and curling tong heaters	366	342

Re-exports : Major Markets (HK\$M)

	Jan.-June 1981	Jan.-June 1980
China	3,927	1,662
USA	2,194	1,259
Indonesia	1,932	1,226
Singapore	1,534	1,087
Japan	1,268	1,095
Taiwan	1,184	1,203
South Korea	663	460
Macau	636	432
Philippines	573	451
UK	532	390

Re-exports : Major Products (HK\$M)

	Jan.-June 1981	Jan.-June 1980
Textiles	3,357	1,753
Crude materials, inedible except fuels	1,823	1,167
Chemicals and related products	1,652	1,387
Photographic apparatus, equipment and supplies and optical goods, watches and clocks	1,551	1,260
Electrical machinery, apparatus and appliances and electrical parts	1,391	895
Non-metallic mineral manufactures	1,310	1,196
Articles of apparel and clothing accessories	956	663
Food	913	616

Values and volume - monthly progress (all values in HK\$M)

	Imports		Domestic Exports		Re-exports		Total Trade
	Value	Quantum Index (1973:100)	Value	Quantum Index (1973:100)	Value	Quantum Index (1973:100)	
1978	60,056	152	40,711	150	13,197	145	116,964
1979	85,837	176	55,912	175	20,022	184	161,771
1980	111,651	209	68,171	195	30,072	253	209,894
Monthly Average							
1980	9,304		5,681		2,506		17,491
Jan. 1981	10,685	231	6,346	211	3,328	320	20,359
Feb.	9,091	192	3,938	130	2,878	275	15,907
Mar.	11,326	238	5,784	191	3,326	318	20,436
Apr.	11,398	237	5,844	190	3,328	315	20,570
May	11,737	242	6,880	221	3,422	326	22,039
June	11,441		6,830		3,266		21,537

Area Comparison (HK\$M)

	Imports Jan.-June 1981	Domestic Exports Jan.-June 1981	Re-exports Jan.-June 1981
South and East Asia (excluding China)	31,921	4,100	9,019
China	13,207	1,177	3,927
Europe	9,535	10,858	1,640
(EEC)	(7,515)	(8,980)	(1,300)
North America	7,776	13,547	2,313
Australia	902	1,076	276
Africa	663	1,724	909
Middle East	675	1,495	888
South America	195	648	169
Rest of world	746	979	395

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*Foam In Place packaging is a proven,
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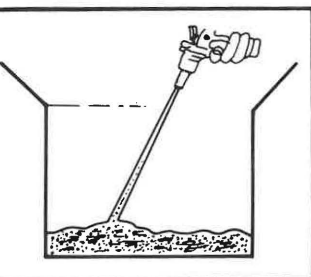
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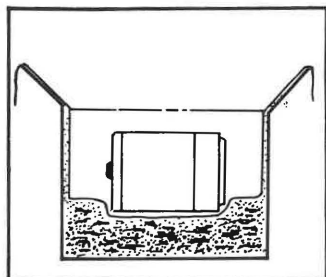


IDEAL FOR PACKING VALUABLE, FRAGILE AND DELICATE ITEMS
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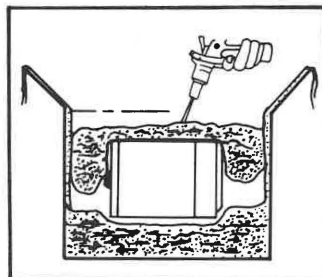
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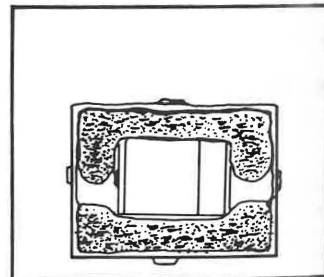
1. Dispense a cushion or "BUN" into the bottom of an empty corrugated box.



2. Cover the rapidly expanding foam with a sheet of **Polyethylene** film, position the product on the bun and press it down gently, so that the foam is formed into the product shape as it expands.



3. Protect the top of the product with another sheet of PE film, dispense a top covering of foam.



4. Fold the top flaps together with the PE film over the expanding foam, then close and tape the corrugated box.

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Kwai Chung, N.T.

Telephone: 0-281982 0-282036
Telex: 36428 TODCL HX

Todco Ltd.

8/F., Kwai Shun Ind. Centre
51-63 Container Port Road
Kwai Chung, N.T. Hong Kong

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Position: _____

Company: _____

Telephone: _____

Address: _____

本會動態

本文內容乃摘錄自執行董事
向理事會及其他工作
委員會發表之每月報告。

訪美高層代表團

本會訪美代表團之駐美聯絡代表安德遜於八月廿七日至九月二日訪港，向團員簡報行程及後勤安排，並詳細討論各項籌組事宜。目前，訪美團小冊之付印原稿經草擬好，而具體宣傳計劃亦在籌備中。相信多月來的周詳策劃，將使訪美團有機會與大多數的美國工商界領袖人士會晤。這個高層代表團的訪問目的是促進本港利益；在五日的緊湊行程中，該團將訪問三個美國主要城市。待各項安排確定後，本人將為會員作進一步的報導。

電腦化計劃

本會服務電腦化的第一期計劃——會員資料輸出及輸入系統——經已完成。第二期簽証資料處理計劃現正在迅速進行，這部份計劃可能為本會、其他機構及公司（我希望採以收費制度）提供本港一些前所未有的有用資料。我們將可鑒定某特別產品及市場的出口商名單，及其他類似的變化資料。我們已編訂了廣泛的出口資料目錄。本人預料每年輸入電腦紀錄的出口登記項目會超過十萬。

在資料處理過程中，我們發現使用本會簽証服務的非會員公司數目超過三千。本人將按照電腦提供的名單試把它們招募為會員。此外，我們亦發現要求會員填報詳盡資料並不難獲得他們百分之百的合作，目前我們正向工業廠商會員徵求有關的資料。

第三及第四期電腦化計劃的推行，將需時數月始能完成。整個計劃預料可於明年三月投入服務。

民政事務委員會

該委員會於八月廿七日開會，與皇家天文台長及助理台長進行討論，藉此對本港風暴警告訊號系統有較深刻的認識，並希望訊號系統之使用更能考慮到工商界方面的需要。

公務員常委會特別委員會

該委員會於八月二十日開會，研究若干會員就公務員加薪引致經濟不良影響問題所提出的意見。其後，該委員會已草擬好一份致署理港督的意見書，並由本會主席出面致函署理港督。

仲裁委員會

仲裁委員會委員朱誠信將代表本會出席十月八日至十日在港舉行之特許仲裁員協會國際會議。屆時，他將在會議上發表談話。

業務圓桌午餐會

下個業務圓桌午餐會定於九月廿二日舉行，講題是「澳洲珀思之地產發展機會」。會員報名情況極之踴躍，現共接受了三十多位會員參加。本會將繼續舉辦這類形式的午餐會，每次邀請知名人士就一些會員感興趣的題目作專題演講。

好市民獎

為響應警方撲滅青少年罪行運動，一個採以的士高舞會形式的好市民獎頒獎大會於八月一日假依利沙伯體育館舉行，共有四十一位年齡由

十三至廿一歲的警訊少年獲獎。本會委派之年青頒獎代表是本人私人助理鄭小明小姐。

款待中國駐港代理機構酒會

在中國委員會提議及徵詢過會員對此項活動的興趣後，本會原定於九月十六日假富麗華酒店舉行款待中國駐港代理機構酒會。但由於反應極之熱烈，本會現已將酒會日期及地點改於九月廿五日假希爾頓酒店舉行，此項更改主要是為了讓副主席馬登先生有機會代表本會主席（不在香港）及理事會迎迓嘉賓。

另外，中國委員會亦於九月初舉行了午餐會接待粵海企業有限公司高級負責人，藉此交換有用意見。

職員攻讀高級行政管理課畢業

本會工業部副經理區永祥已修畢由香港中文大學舉辦的一年制日間給假高級行政管理文憑課程，並考取優異成績。 ■

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一九八二年奧國展覽會

奧地利逾三十間大公司將參加『一九八二年奧國展覽會』。是次展覽會將展出各種產品，包括飾物、衣料、成衣、手提包、鞋類及光學儀器等。各有關公司代表將在會上回答問題並歡迎現場交易。展品均為奧地利在明年海外市場可望最暢銷之優質產品。





奧地利聯邦 經濟協會 會長 薩凌加先生 獻詞

奧地利工業發達，國家經濟極需依賴出口。只有通過出口（約有三分一國民生產是作出口用途），我們才能彌補本地市場規模較小的不利情況，因為適當的生產必須要以充足的需求為基礎。

然而，我們必須在較劇烈的價格競爭範圍內，避免生產工業大國可以生產的貨品。因此，奧國的一個出口方針是：專門化及提供個別需求的服務。按照上述的方針，我們已能在世界各地市場銷售奧國產品。

開拓新市場及宣傳奧國產品的重要工作是由奧地利總商會外貿科負責，該會在世界各國共設有八十四間海外辦事處。由於奧國公司大部份都屬中小型企業，它們一般不可能在沒有支援的情況下進軍海外市場。

因此，在各地設立之商務專員公署成為了奧國經濟的外駐基地，藉介紹商務聯繫、搜集

資料及協助出口商解決問題促進對外貿易。商務專員並負責大部份貿易促進活動的籌組事宜，其中由海外商會主辦的項目如貿易團、紡織品展覽會、奧國週、技術與科學研討會等，正不斷增加。

近年，奧國商務專員公署亦在港舉辦了好幾項大型的貿易促進活動。今年十一月假富麗華酒店舉行的「奧國式八二」貿易及時裝展覽會，將是第四屆舉行。

一九八一年首六個月內，奧地利對香港之出口總值較八〇年同期增加百分之六十五。雖然奧國對本港之貿易仍出現龐大赤字，但奧港以及奧國對遠東國家雙邊貿易之鼓舞上升趨勢，足以証明我們在促進出口方面遵循了正確的途徑。儘管地域上距離甚遠，我們希望奧國與遠東地區之貿易合作會加強，並且帶來互惠利益。



THE HONG KONG MANAGEMENT ASSOCIATION ANNUAL CONFERENCE

The Free Market Economy of Hong Kong – A Re-Appraisal

SPEAKERS

Hon John Bremridge

The Financial Secretary

Hon Stephen K C Cheong

Managing Director,
Lee Wah Weaving Factory Ltd

Lord Harris

General Director,
Institute of Economic Affairs, U K

Mr Edward Palmer

Chairman, Executive Committee,
Citicorp N A

Mr Tom Welsh

General Manager,
The Hongkong and Shanghai
Banking Corporation

TOPIC AREAS

"Government's Role in the Economy"

"The Future of Hong Kong's Industry
within the Free Market Economy"

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領事、 酒店業人士、 商人及銀行家

本刊訪問了若干代表奧國行業、產品及服務的本港居民。

本刊致電相約訪問奧地利駐港領事范何姬頓 (MS. ANNEMARIE VANHOEGAERDEN) 女士當日，對方答稱她正趕往機場會見一個遺失了護照的奧國商人。

范女士稱：「我們一部份的工作，是要協助那些因遺失旅行證件或金錢而有麻煩的奧國遊客。這類事情若發生在週末或夜晚當人人都想在家或做點私事之時，我們的工作就會有困難。但這種情況是極罕有的，而且香港國際機場移民局一向都很合作和通情達理。」

她稱：「由於我們是間小規模的使館，我們的工作是多方面的。我們大小事情都要親力親為——由安排文化節目如擔任大會堂負責人與維也納交響樂團的中間人（該團將於明年三月來港演出）——以至簽發入境証的例行領事工作，都在我們的職務範圍之內。」

范女士於一九七九年十月來港。由於這是她首次被派駐亞洲任職，她初時百感交集，說不出是否喜歡香港。她稱：「我第一個印象是一切事物都非常接近，好像沒有散步、遠足或爬山的地方似的。」

「香港真正使我喜愛的地方，是它市中心與離島風貌的對比。只需一個小時或甚至不到一個小時的時間，你就可以離開喧鬧的市區。你若到海灘或揚帆出海，你會有仿似置身另一個不同行星的感覺。」

她續稱：「香港所有的美食餐館，亦是我所喜愛的。」

范女士表示，她有生以來從未這樣少用過汽油。我是個熱愛駕車的人，但如今我那部汽車只成了裝飾品。我只在週末往海灘或其他地方之時才用車，因為香港地極難找到停車位。記得在我來港的第一個週末朝早，我駕了汽車準備前往購

物和理髮。但到達中區時停車場經已滿座，有些汽車還在入口處輪候，這可不是開玩笑。於是，我只有把汽車駛回住所的車房，然後改乘的士。」

她又稱：「我只有一個小小的抱怨。香港的時裝是馳名世界的。雖然在我逛公司時，我亦看到很多漂亮的服裝，但卻無一合穿。在歐洲，我的身材並不算超碼，而且我一向都是購買現成衣服穿着的。在香港，我要添新衣是件非常費時的事情。我首先要買了布料，到裁縫處揀款樣，然後再往試穿以確保所造的衣服合身。我倒希望能偶然走進一間時裝店，選擇自己喜愛的服裝。本港雖然有若干國際時裝店，但它們可供挑選的服式並不夠多。」

「首次來港，置身於這個人煙稠密、華洋雜處、摩天大廈林立的彈丸之地，使我有一種很奇怪的感受。當時，我不能想像自己會在此逗留多過一個星期。」

一向在奧地利、德國居住及曾遍遊歐美的葛德賴先生，對香港留有這樣一個初步印象，是可以預想到的。

繼此，他又數度以施華洛世奇德國有限公司部門首長的身份來港作公事訪問。他逐漸感到香港是個「美麗的地方」。

葛氏稱：「我一直都被香港那種並富現代及傳統的生活方式（如地下鐵路及舢舨）所吸引。」

今年二月，他獲委任為施華洛世奇香港有限公司董事長。施華洛世奇是個大機構集團，主要公司設於奧地利提洛爾省。它是世界主要的寶石出產商，供應國際市場四分之三的需求。其產品以品質優良、做工精細馳譽世界。

他稱：「我相信此項任務將使我得到很豐富的體驗。香港是個理想的做生意地方，而它的經濟亦是在亞洲發展最迅速的一個。本港並沒有貿易限制，商品進口免稅。在其他國家，政府多干預工商業務，而且稅率可能高達百分之七十或以上。」

在來港首個月內，他曾參加了數個酒店主辦的觀光團，試圖「探究」香港。

葛氏表示，他有意在港逗留至少五年。他稱：「香港的天氣雖然較熱，但這亦有它的好處，因為在任何季節我都可以到海灘游玩。」熱愛衝浪運動的他，最近購買了衝浪板和一部電單車，以便擠過繁忙的交通，速達赤柱海灘。

他說，喜愛中國食譜亦是他決定延長留港期間的一個誘因。他稱：「如今，我正被減肥的問題困擾着。」

施華洛世奇向本港的人造首飾製造商供應玻璃石。此外，它亦向吊燈製造商供應全鉛水晶。葛氏表示：「過去，香港並未能生產高級水晶玻璃吊燈。但自採用敝公司的水晶玻璃原料後，吊燈製造商的業務大有改善。」

施華洛世奇在本港銷售的一類新貨色是由全鉛水晶琢磨製成的精緻禮品，如蠟燭台、壓紙器、煙灰盅、打火機及鑰匙扣。此外，還有雕成動物形狀的裝飾品如貓頭鷹、箭豬、天鵝、兔及蜘蛛等。

葛氏會講德、法、英及意大利語。他對香港的發展充滿信心。他稱：「我們的營業額有上升之勢。若非香港經濟發展迅速，我們不可能獲得如此美滿的業績。我們的業務仍有龐大的發展潛力。」

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香港金域假日酒店經理司馬文，從事酒店行業已有十七年。假日酒店餐廳的經營是以迎合德國及奧國人口味為宗旨，這不單只是因為酒店的管理層有部份是德奧人士。司馬氏稱：「今日的趨勢是專於烹製海鮮或民族食品。我們認為，得到民族團體的擁護是十分重要的。過去五年，德奧人士一直擁護敝酒店，現在他們仍舊擁護我們。」

初時該酒店所遇到的一個疑難，是遊客通常喜歡嗜本地菜。但司馬文表示，即使他個人甚喜吃亞洲食品，他亦不會時時吃。遊客及外商的情況亦與此相同。他續稱，某餐館一旦受到某組人士的愛戴，消息就自然會宣傳開去。目前，假日酒店約有百分之六十的食客是中國人。

他回想起一九七三年來港上任之時，由於股市大瀉影响，酒店業務正陷於最低潮。他稱：「然而，我卻目睹了香港如何在短時間內復甦起來。即使今年底至八二年間的生意轉淡，但酒店決不是為一年的光景而興建。儘管生意仍有起落，我深信隨着香港經濟的持續發展，酒店業的前景將會樂觀。」

他表示，香港酒店業狀況遠較一般亞洲國家為佳。本港資金較多，租房比率較高、酒店的收入亦較高。香港現有兩間假日酒店，另一間不久將在澳門開幕。

司馬文指出兩個促進本港酒店業務的利好因素。他稱：「第一是遊客市場。雖然香港環境日益擠迫使可供遊客覽勝消遣的地方日少，但從遊客可以廉價購物及他們經港（因本港地理位置適中）前往大陸、澳門及其他亞洲國家旅行的綜合觀點來看，我相信香港對遊客仍具有極大的吸引力。」

「第二是生意。香港是個較容易和迅速達成交易的地方，你可以立即收效。香港稅率相當低，而且更沒有貿易限制。」他還提到中港關係使香港更能吸引外商。

司馬文表示，他很喜歡香港，並已把香港視作第二個家。他稱：「我希望能把我在此地的收穫盡量貢獻出來。」

百福來貿易（香港）有限公司將於今年十月慶祝成立三週年。它是 F. J. ELSNER & COMPANY—INNSBRUCK 及 GZB VIENNA 名下一間貿易附屬公司，進口奧地利糧食，去銷東南亞市場。銷售對象以伙食供應業人士——酒店、航空公司及餐館為主。

據該公司經理艾詩莉女士稱：「GZB VIENNA 成立本公司的原意，是為小型食品加工業廠商客戶提供服務。作為一間貿易附屬公司，我們協助這些製造商尋求產品出口市場。」

艾女士稱，GZB VIENNA 是一間類似泰國農民銀行的合作銀行，為客戶提供特種服務。舉例而言，如有人向銀行申請貸款購買拖拉機，該銀行不會貸予所需款項，但會購買儀器。

百福來經銷香料、罐頭蔬菜及歐洲食譜常用的腌製食品如泡菜。去年，新推銷的產品有麵包食品。

她稱：「我們亦經銷奧國酒，由於經銷這類商品只有數月，目前的銷貨情況仍慢。一般人都把奧國酒與澳洲酒混淆。我們相信，隨着港人對奧國酒有較大的認識，這類商品在香港市場將有龐大的銷售潛力。」

佔營業額比率最大的是罐頭食品。艾女士稱：「這類產品在很大程度上是屬於大宗的交易，你必須成批銷售才能獲利，因為它不是奢侈品。倘若我經銷的是餡餅及魚子醬，我可以大幅提高標價，但營業額則不會大。」

百福來並沒有通過經紀人從事交易。她稱：「我們必須有高度的市場競爭能力，因為來自台灣及中國的類似產品如罐頭磨菇及其他蔬菜等的品質亦屬優良。此外，我們的產品都是大罐庄，甚至一個大家庭亦不一定能一餐吃完。」

艾女士表示：「在本港做生意越來越困難，因為這是個競爭劇烈的自由市場。旅遊業及國際工商業的蓬勃發展引起本港酒店數字日增，使我們對業務充滿信心。」

GZB VIENNA 遠東代表哈迪先生（HARDY）稱：「不單只是

金融業，香港工商業的一般發展都很蓬勃。本港廠商在跟隨消費者興趣轉變、提高產品質素及拓展市場多元化方面取得成就，確使人興奮。」

GZB 是一間合作銀行，和奧國 RAIFFEISEN 銀行集團的中央機構。RAIFFEISEN 共設有二千四百間銀行辦事處，資產總值達二百五十億美元。該集團擁有奧國銀行存款及放款總額之比率分別為百分之二十一及十七。此外，它屬下還設有數間經營財務、投資、保險、租賃、管理諮詢及外國貿易業務的公司。

香港 GZB VIENNA 是一間代表辦事處。它於一九七六年設立，主要業務是促進奧地利的對外貿易。哈迪稱：「約有百分之九十三的奧國公司都是中小型公司，其中很多都包括在我們的業務範圍之內。這些公司並未設有特別的出口部門，因此，我們盡量尋求適當的聯繫，協助它們把業務擴展至遠東地區。」

GZB VIENNA 會向奧國客戶報告它們在遠東地區所探出的市場潛力。該銀行不可直接參與任何交易或接受存款，它只能通過總辦事處為客戶辦理外匯及信用狀。他稱：「每當本地銀行或遠東地區的公司有意與奧國做生意時，我們就會指引他們向總辦事處詢問，然後再與客戶聯絡。」

在香港，GZB VIENNA 與貿易發展局保持密切工作聯繫。哈氏稱，該機構提供的資料及指導對我們極有幫助。

他又稱：「香港無疑是個急劇發展的金融中心，它位於亞洲的中央。目前很多國家都把香港視作與中國貿易的一個重要轉口港。工商業的全面發展，亦對銀行業制度產生了積極性的影响。」

哈氏指出，位於歐洲中央的維也納，作為一個金融中心亦有重要的地位。奧地利是個積極參與東西歐貿易的中立國。它與經濟互助委員會的密切聯繫，使維也納幾乎成了東西歐貿易的必經之地。 ➤

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赫爾利 (HURLEY) 出身自銀行世家，他兩個兄弟都是銀行家，父親是一間美國銀行的退休主席及聯邦儲備銀行的前任董事。赫氏是經濟學家及數學家，現任 GIROZENTRALE VIENNA 的遠東代表。

GIROZENTRALE VIENNA 是奧地利最大的私人銀行及第二大的商業銀行。該銀行在亞洲地區有幾家代理銀行。

身為該銀行代表，赫氏經常來往亞洲各地。他的任務是發展 GIROZENTRALE 與亞洲銀行之間的代理關係，並鼓勵它們利用該行之銀行服務設施。此外，他亦旨在提高亞洲銀行及工商界對奧地利市場的認識，藉以促進貿易——該銀行的第二個業務目標。

除北韓及北越之外，赫氏曾以銀行家身份訪問過所有亞洲國家。他於一九六二年開始投身銀行界，一九六五年加入一間德薩斯州的銀行，後於一九七五年轉往美國大通銀行任職，為該銀行在亞洲開設一間商人銀行。

赫氏在港居留已有六年。他最先是於一九七二年來港。他稱：「我對首次的訪問感到愉快。香港人很熱情，這裏的活躍工商動態尤使我留有深刻的印象。還有本港的生活節奏相當快，事事決定迅速。」

他續稱：「今日的情況亦一樣。不單只金融業有顯著精益的發展，市場推廣、電子及其他科技行業亦有迅速增長。此外，香港的文化水平亦正在日漸提高。過去十年，西方藝術形式——如戲院、美術、戲劇、芭蕾舞及交響樂等——皆產生了劇烈的轉變。」

「最令我注意到的，是本港建築物，人口及工商活動的數量增加驚人。甚至是銀行的數目亦告大增。儘管香港是個彈丸之地，它仍能繼續吸引越來越多的外國生意投資。」

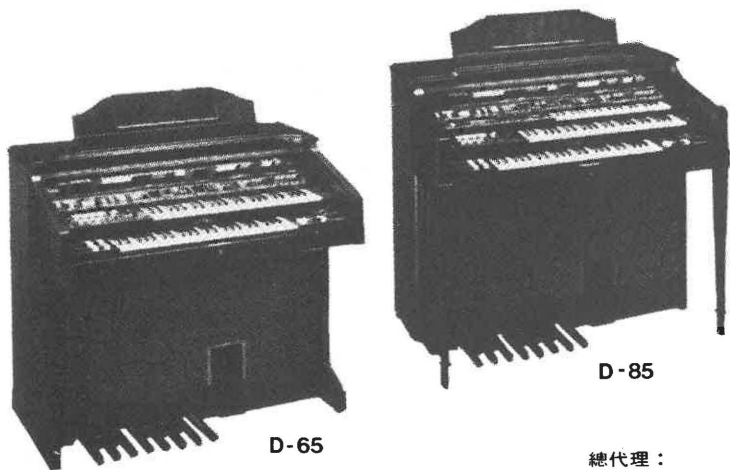
赫氏認為，由於勞工生產效率高及工商業基本建設發達，香港的目前發展已踏進成功階段。香港空運設施、本地及國際交通系統之完善，相信只有一兩個亞洲國家可與之比擬。本港的稅務及自由企業政策

，使公司業務能繼續經營，並能按照有關的工商業及經濟因素作出業務決策。他稱：「身為美國人，我了解到美國稅務所涉及的問題及政府的干預，如何經常使一個不然是較簡單的經濟決定變得複雜起來。」

他稱：「總的來說，我認為本港及外國的廠商皆有豐富的企業首創精神。」

由於香港是亞洲最大的金融中心（除日本以外），決定可以迅速在此地作出。在若干亞洲國家，決定需待總行的批准。有時，這些決定是基於某些看不見的原因而作出的。香港在這方面享有龐大的競爭優勢。

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引人注目的 奧國時裝

正如香港，奧國亦以生產高級時裝而自豪。儘管貿易保護的威脅日益加強，奧國時裝業仍能保持良好的國際市場。



多位巴黎時裝設計家包括 ANNE MARIE BERETTA, THIERRY MUGLER, CHANTAL THOMAS 等，曾於去年底訪問奧國。他們此行目的是為了與奧國紡織業建立密切的聯繫。身為女式時新服裝設計師，他們只會選用品質優良的布料，而設計及着色精美的奧國布料正是世界時裝設計界所特別喜愛的。

出身自紡織業世家的奧國駐港助理商務專員羅栢 (ROHMBERG) 指出：「奧國紡織業有悠久的發展史。鑒於其他國家推出高級產品，奧國必須在生產方面引進新技術及加強機械化。現在，我們的布料及時裝設計均已達到世界最高級的水平。」





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奧國紡織業工廠共約五百八十間，僱用員工總數達四萬六千六百名。羅氏透露：「由於奧地利是個細小國家，它需要將大部份的紡織產品出口外地。但目前，因為受到國際紡織貿易普遍衰退影響，奧國紡織業的增長率亦告放緩。」

奧國約有百分之六十五的紡織品是去銷海外市場。大多數的紡織原料如棉、羊毛，是由蘇丹、其他非洲國家、美國、埃及、蘇聯及土耳其進口。但它本身亦有生產人造纖維。

奧國紡織業的經營已達到普及多元化。通過研究和發展的不斷改進，其產品質素正日益提高。目前，它是歐洲最大的黏質纖維生產國，出口佔總產量幾達百分之八十。

此外，國式時裝、毛織品及刺繡品的產量亦有穩定增長。同時，它亦是生產運動裝紡織原料的世界權威，專營滑雪、網球及騎馬裝高級料子。

羅氏稱：「靈活性是在世界市場保持競爭能力的先決條件。為對付生產能量過剩，若干公司已轉向生產其他類型產品。一間公司GANAHL, VORARLBERG已開始生產運動服式及便服用的橡筋纖維。」

其他公司現正大量斥資推行業務重整計劃。HERRBURGER & ROHMBERG OF DORNBERN預料將耗資一千三百萬港元推行大規模的業務重整計劃。HAMMERLE準備在一九八〇/八一財政年

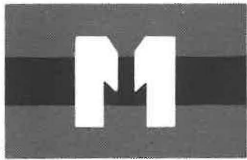
度，撥出二千三百萬港元作投資用途。

為擴展海外市場，五間奧國襪業廠商經已合併。

一九八〇年，奧國的紡織品出口總值約四十六億港元，較七九年增加百分之九點二。相對的入口總值則達五十億港元，增幅為百分之九點一。

一九八〇年，奧國的成衣出口總值為廿五億港元，較七九年增加百分之十二點四。相對之入口總值為四十一億港元，增幅達百分之十四點五。

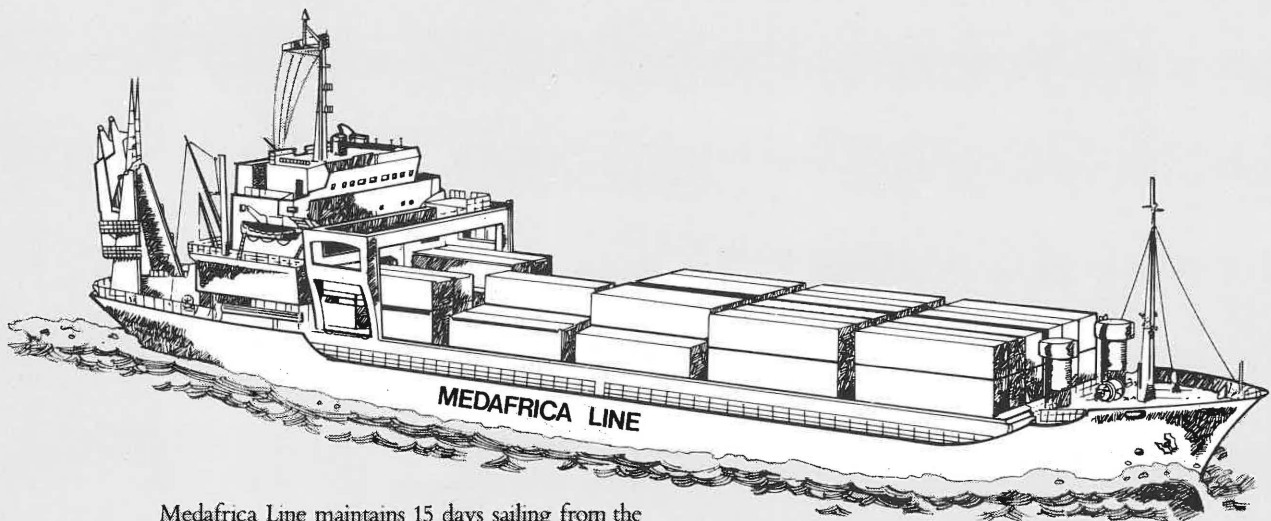
一個展出奧國高級時裝及紡織品的展覽會，將於今年十一月廿三日及廿四日兩天假香港富麗華酒店舉行。此項由奧地利聯邦商會主辦



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的展覽將是第四屆在港舉行。今年共有超過三十五間奧國製造廠參展（去年有廿九個奧商參展）。展品包括手袋、領巾、太陽眼鏡，人造首飾及刺繡品等。

羅氏表示：「去年參展商獲得了頗奇異的反應。作為有價格競爭能力的高級紡織品及成衣供應商，香港一向享有盛譽。但我們仍接獲大量的訂單。我們希望能在展覽期間，加強與香港紡織業的良好關係。」

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享有高生活水準 的蕞爾國

奧地利享有世界最高的生活水準，並於七十年代間，在經濟增長方面為經濟合作發展組織國家立下榜樣。其成功秘訣是什麼？

七十年代結束為奧地利帶來的一項震驚，是去年的國際收支平衡赤字較七九年的十三億美元龐大赤字紀錄，再度增約百分之四十。

七十年代間，很多國家都羨慕奧地利的嬌人經濟增長。該國百分之五十二的產量實質增長（七〇至七九年），達到了先進國的最高水平（僅次於日本）。此項增長持續至八〇年初，其後基於石油進口費增加，生產增長漸告停頓。

一九七三／七四年首次石油加價，使奧國的國民生產總值下降，次年的跌勢更加凌厲，但此乃當時石油進口國一個普遍的經濟現象。一九七八年的第二次油價暴漲，對奧地利的影響似較遲延。

奧地利駐港總領事普拉索（MR. PREISSEL）指出：「很多國家的經濟都過份強調增長率。但了解在什麼情況下去實踐增長卻是非常重要的。目睹增長而看不見它對社會組織的影響，會使人易生錯覺。」

普氏續稱：「奧國人較重視生態學問題及影響生活質素的因素，因此，他們對建設核電廠等一類的經濟改革提出了強烈的反對。經濟是為人民謀利益，發展不應在損害社會的情況下成就。」

他談到奧地利的高生活水準。儘管目前有經濟問題存在，該國仍能維持世界最高的個人平均收入水平（逾九千美元），而且國人之入息分佈亦甚均勻。

年來，奧國一直保持充份就業。今年的失業率預料會由百分之二上升至百分之二點五，這是六十年代以來的最高紀錄。然而，此數字仍遠較一般國家的失業率為低。

由於僱主與工人之間緊密合作，奧地利並沒有罷工紀錄。據普氏稱，當勞資雙方發生了問題，他們就會像合夥人般開會討論，謀求解決的辦法。他續稱：「經濟與社會合作關係的慣例，只是奧國多年來形成的一種生活方式。它並不是一種意識或哲學。」

這種處事態度是奧地利得以實踐今日發展成就的主要因素。它現已成為一個工業先進國，製造業佔國民生產總值幾達三分之二。

在民主國家當中，奧地利擁有範圍最廣的國營企業。該國佔有大部份的製造行業，此外，超過三分之二的銀行及保險公司亦均由國家監督或管理。

奧國工業包括範圍狹窄的大型工業及小型企業。當地只有三分之一公司僱用超過五百名的員工。

目前奧地利工業大都受到經濟衰退影響。舉例而言，歷年在國際鋼業市場保持競爭優勢的最大國營企業 VOEST-ALPINE，亦因世界鋼業不景使八〇年度的業績未乎理想。

一九八〇年，奧國的外貿總值達一千八百零七億港元，其中出口佔百分之四十一點七，入口佔五十八點三。雖則八〇年出口較七九年增加了百分之九點七，但進口增長為百分之十七，造成貿易赤字高達二百九十九億港元。普氏極力主張「應按照當前的國際經濟情況去調整國家經濟，任何國家經濟的失衡都會造成國際貿易困難。」

奧地利的主要出口項目有機器、鋼鐵、電器、紡織品、木材、軟木、紙、紙製品及運輸工具。其主要入口包括機器、石油、石油產品



TYROLIT公司出產的第一座彈性磨輪盤。



、運輸工具、電器、紡織品及成衣。

奧國的主要貿易夥伴是歐洲共市國家，歐洲共市佔該國之出口及入口總值分別達百分之五十四點四及百分之六十二點二。

西德是奧地利的最大外貿市場，佔出口總值百分之三十一，而西德貨進口則佔奧國入口總值百分之四十一。

一九八〇年，港奧貿易總值為六億八千九百九十萬港元，較七九年之五億零四百八十萬港元增加了百分之三十七。香港在港奧雙邊貿易中享有三億六千七百萬港元的巨額盈餘。

香港對奧地利之出口總值達五億二千八百四十萬港元。去銷奧國的主要項目有衣着與附屬用品，攝影器材，科學儀器、鐘錶、玩具、遊戲機、體育用品、電訊與音響器材及旅行用品。

A

B



奧地利輸港之出口總值為一億六千一百五十萬港元。主要出口貨品有肥料、攝影器材、光學儀器、鐘錶、玻璃器皿、機製紙張、紙板、棉織品、工業機械及器材。

奧國駐港商務專員韋科治指出：「奧國市場向本港出口商大開貿易之門，他們主要利用奧地利作為與東歐國家貿易的一個轉口港。香港貿易發展局早認識到奧國市場的重要性，並已在維也納開設了海外辦事處。」

他稱：「儘管奧國與香港之貿易出現逆差，但奧地利仍被日益視為一個資本財貨的供應國。西門子奧國公司最近獲得了一份裝設機場隧道及交通控制系統的合約，價值約達二千三百萬港元。」他又表示：「馳譽遠東其他市場的各類奧產資本財貨，在香港亦有很大的銷售潛力，因為隨着工商業的不斷發展，香港



- A. ELIN是數十年來第一間在美國設立分廠的奧國公司。它運用自有的焊接技術建造大型機器。圖示：該廠一座水電機之迴轉輪。
- B. 奧地利之雪糝滑雪運動。
- C. 象徵嚴冬結束的傳統節日。
- D. 位於維也納中心霍夫栢的著名西班牙騎術學校，於1735年9月14日建成。
- E. 著名畫家克林（1862—1918）的一幅傑作「吻」。奧國當代及古代的工藝品，吸引了來自世界各地的百萬遊客。



D

A



B



E

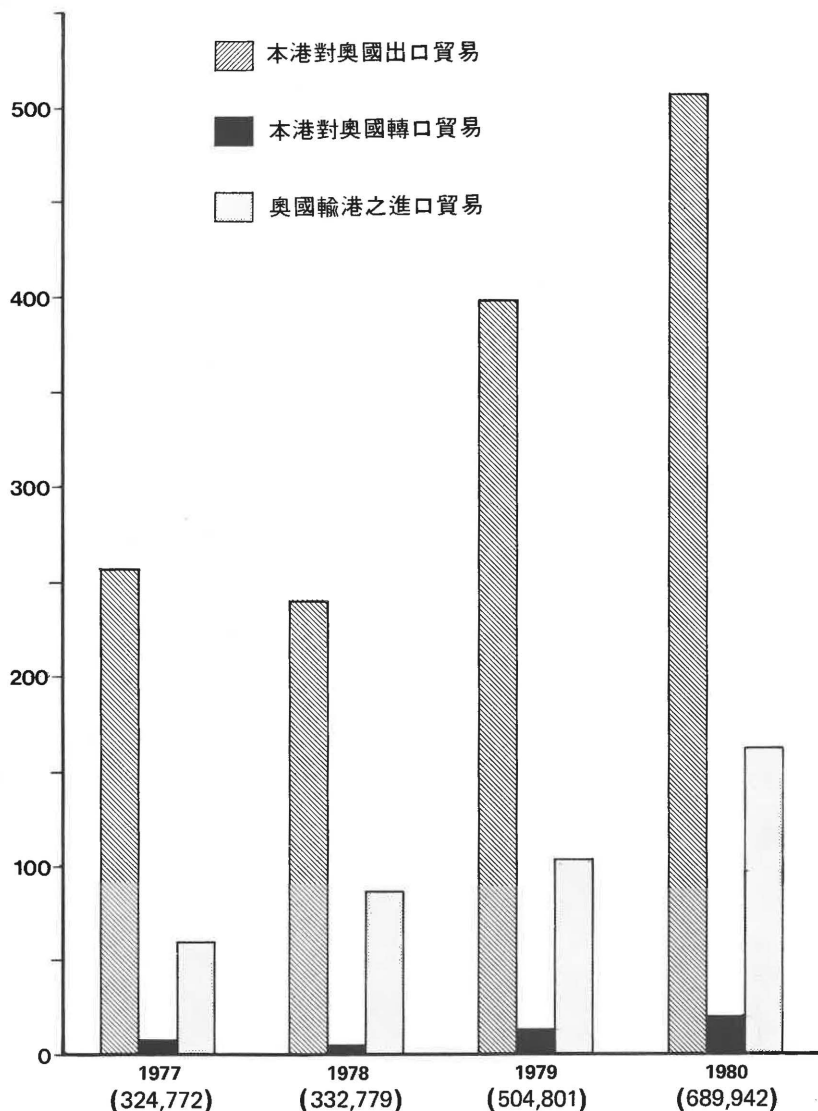


C



- A. 因斯布魯克——「黃金屋脊」的古城部份。因斯布魯克位於奧國西部，一九六四及一九七六年兩屆冬季奧林匹克運動會皆在此地舉行。
- B. 維也納聖地聖士提反大教堂是於一四三三年建成。
- C. 貝維特皇宮是瑪利德撒皇后將軍尤金的夏宮，由著名建築師希特布蘭所建。現在這座皇宮已成爲博物館，展出中世紀、巴羅克風格及當代的藝術品。
- D. 阿爾卑斯山KITZBUHEL之冬日景色。
- E. 高聳多瑙河畔的梅克寺院。

港奧貿易 (以千港元計)



的基本建設正日趨高級先進。」

奧地利廠商亦在該國駐港商務專員公署協助下，致力拓展競爭劇烈的香港市場。

將於十一月在港舉行的「奧國式八二」紡織時裝展覽會，目的旨在奠定該國作為高級纖維、成衣、刺繡、皮鞋及其他附屬品的主要供應國的地位。

韋科治聲稱：「身為紡織品出口國（如香港），奧地利亦積極參與現正在日內瓦舉行的多纖協議談判。整體而言，奧國是對香港採取非常自由貿易政策的少數國家之一，它只對幾類產品如短衫、恤衫及褲子等實施配額限制。」

奧國機床及木製品廠商會將於今年底來港舉行研討會，徵求新海

外合夥人。該會代表團的成員包括有意集中拓展亞洲市場的奧國大型廠商。

韋氏稱：「貿易不是單邊的制度，因此，奧地利對貿易規例一向主張自由開放，奧國經已削減或解除了大量的貿易保護措施。已訪或將會到訪奧地利的外國貿易團，必會受到當地的熱烈歡迎。」

奧國公司獲得奧地利經濟協會的大力扶助。一如香港總商會，該會亦經常發出會訊通知會員有興趣買家及供應商的姓名地址，及當今的經濟動態。為提供更佳服務，該會已推行電腦化，把屬下七千個會員的資料貯入設於維也納的電腦中心。

工業若是奧地利的首要經濟支

柱，旅遊業就是其次要支柱。多年來，旅遊業賺得最大的外匯收益。一九八〇年，外國遊客在奧國留宿總數字達一億一千九百萬個，帶來純收入約值港幣一百三十六億元，佔國民生產總值約百分之八。比較上言，一九八〇年香港從旅遊業所得的收益，僅約相當於奧國總收益的百分之廿三。

奧地利是很多世界著名作曲家如莫扎特、舒伯特、斯特勞斯的家鄉，亦是德國作曲家貝多芬、格魯克渡過他們創作生活重要階段的地方。奧國的文化遺跡及美麗景色每年吸引外國遊客的人數以百萬計，成為了歐洲的旅遊勝地。

奧地利是位於歐洲中部的一個內陸國家，北隣西德、捷克、東靠匈牙利，南接南斯拉夫、意大利，西與瑞士及列支敦士敦毗連。

一如香港，奧地利是通往歐洲各部份的交通樞紐。舉例而言，從西德往意大利公幹或旅遊的人士，在中途經常都會在奧地利停留。同樣地，輸往東西歐國家的貨品亦需以奧國作為轉運中心。因此，奧地利的交通設施達到高度國際標準，其航空系統遍及東西歐各大主要城市。

約有四分之三的外國遊客是來自西德。一九八〇年，往奧國觀光的港客達四千三百一十八名，較七九年增加了百分之十九。今年首八個月內，本港往奧地利旅遊的人數續增百分之十七點五，由八〇年同期的三千五百零七人增至四千一百二十一。

去年，訪港的奧國遊客達六千二百三十三人，較七九年增加百分之十二點六。今年一月至七月間來港的奧國遊客人數為四千一百七十四名，較八〇年同期增加百分之廿四。

冬天是奧地利旅遊業最旺盛的季節。被雪覆蓋的阿爾卑斯山是滑雪的好地方，每屆冬季，外國遊客即會如潮湧集。奧國特別設置了先進的纜車系統連接各支脈山峯，以方便旅客。

奧地利並沒有天然的海灘，因此，它興建了不少游泳池、網球場及其他體育設施來吸引夏季的遊客

。奧國約有三分之二為山嶽地帶，故它亦設有很多的爬山運動設備，以吸引遊客。

奧地利的湖泊風光是夏日的 주요 遊覽勝境。每年，該國政府在進行湖泊維修方面都耗費大筆金錢。因此，據稱很多湖濱渡假區的湖水及山澗流水皆清澈可飲——這大概是奧國關注生態學的另一個結果。

此外，薩爾茨堡夏令節及維也納春節、教堂、戲院、購物中心及富地方色彩的民族音樂及舞蹈，亦是吸引遊客的地方。

韋科治稱：「作為歐洲中部一個旅遊中心，奧地利必須有高度的競爭能力。因此，我們的產品必須以優質取勝。」

建築業蓬勃是旅遊業的一個支線發展。奧國各省都興建了新的酒店和旅館，在其他區域，有些私人屋宇及農場住所亦被闢作旅館，以容納更多的遊客。

遊客人數不斷增加亦助長了奧國銀行業的發展，即使是小鄉村亦普遍設有四五間銀行分行。然而，國際投資增加却是促進該國銀行業

制度發展的最主要推動力。當地的銀行業是以維也納為中心。

交響樂、管弦樂團、歌劇成為維也納文化生活中一個不可分離的部份。但它不單只是個音樂之都。作為一個與多瑙河地區及經濟互助委員會有很多歷史性聯繫的中立國首都，維也納亦是東西歐貿易一個主要金融中心的理想據點。

當維也納仍為奧匈帝國首都之時，它擔任了東歐同族地區政治、經濟及金融界的票據交換所角色。戰爭時期這個角色仍然持續，那時，奧國整體出口約有三分一是輸往東歐。

今日，維也納積極參與歐洲市場及金融交易。作為一個國際中心（若干聯合國組織總部之所在地）及其他政府際組織（如石油出口國組織）開設辦事處的地點，亦提高了維也納在金融業方面發展的潛力。

最近，奧地利的金融政策實行了大改革。七九年國際利率上升吮吸了奧國的資金，結果，在其後年間，商業銀行的儲備降至低過了最低數額的規定。

為吸引更多外國資金，奧國調整了長久以來的低利率政策。一九八〇年一月，貼現及貸款利率分別調高一厘半至五厘二四及五厘七五。去年三月，以上利率再度調升一厘半。

金融政策的調整，使資金出現倒流的趨勢。一九八〇年五月至七月間，流入的外資已足以抵銷首四個月內的資金外流數額。時至八〇年第三季，商業銀行的儲備已回升至超越最低數額規定的水平。

奧國銀行業的發展已擴展至歐洲以外的地區，銀行代表辦事處遍佈於太平洋各國。兩間在港開設代表辦事處的奧國銀行是GIRO—ZENTRALE VIENNA及GZB—VIENNA。

奧地利與香港有很多共同之處——例如彼此都是細小、人民工作勤奮及經濟亟需依賴製造業、出口及旅遊業的地方；兩地都保持着自由的貿易制度，並正在日益提高產品質素以維持市場競爭能力。此外，港奧皆有堅穩的經濟，且皆似可保持堅穩的狀態。 ■

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簡報滙編

歡迎新會員

本刊歡迎三十一間公司於九月份加入本會，成為香港總商會會員。（新會員名單詳列本期英文版）

電腦課程

由國際研究會主辦的兩日微型電腦精修課程，將於十一月十二及十三日假怡東酒店舉行。

課程討論的主題包括如何選擇硬件及軟件，如何發展系統及編制程序等。

參加人士將獲派發一份課前的閱讀材料，練習手冊將在研討會上派發。學費為港幣二千九百七十五元。

查詢詳情，請與國際研究會會議行政部聯絡。電話：5-291229。



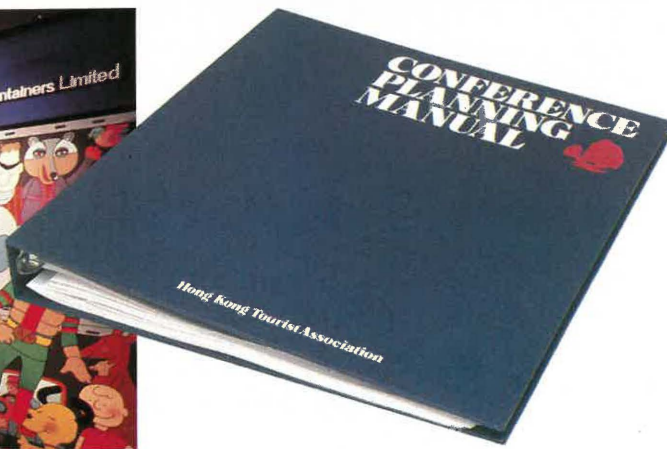
執行董事麥理覺（右二）向訪港之南非國家工商聯會代表團，簡介香港經濟狀況及本港與南非貿易之進一步發展。該團對小型工業及農業尤感興趣，並在訪港期間，參觀了大埔嘉道理農場。



智利駐港領事伏特斯（左二）向本會中南美洲貿易團團員簡介智利當前之國家情況。圖示：中南美洲貿易委員會副主席偉其巴力（左），主席麥銳衡（左三），本會副經理楊振榮及貿易部助理董事梁紹輝。



中國委員會委員迎接粵海企業有限公司十三位高級負責人，商談促進雙邊貿易事宜。粵海企業是新成立之粵省駐港代理機構。



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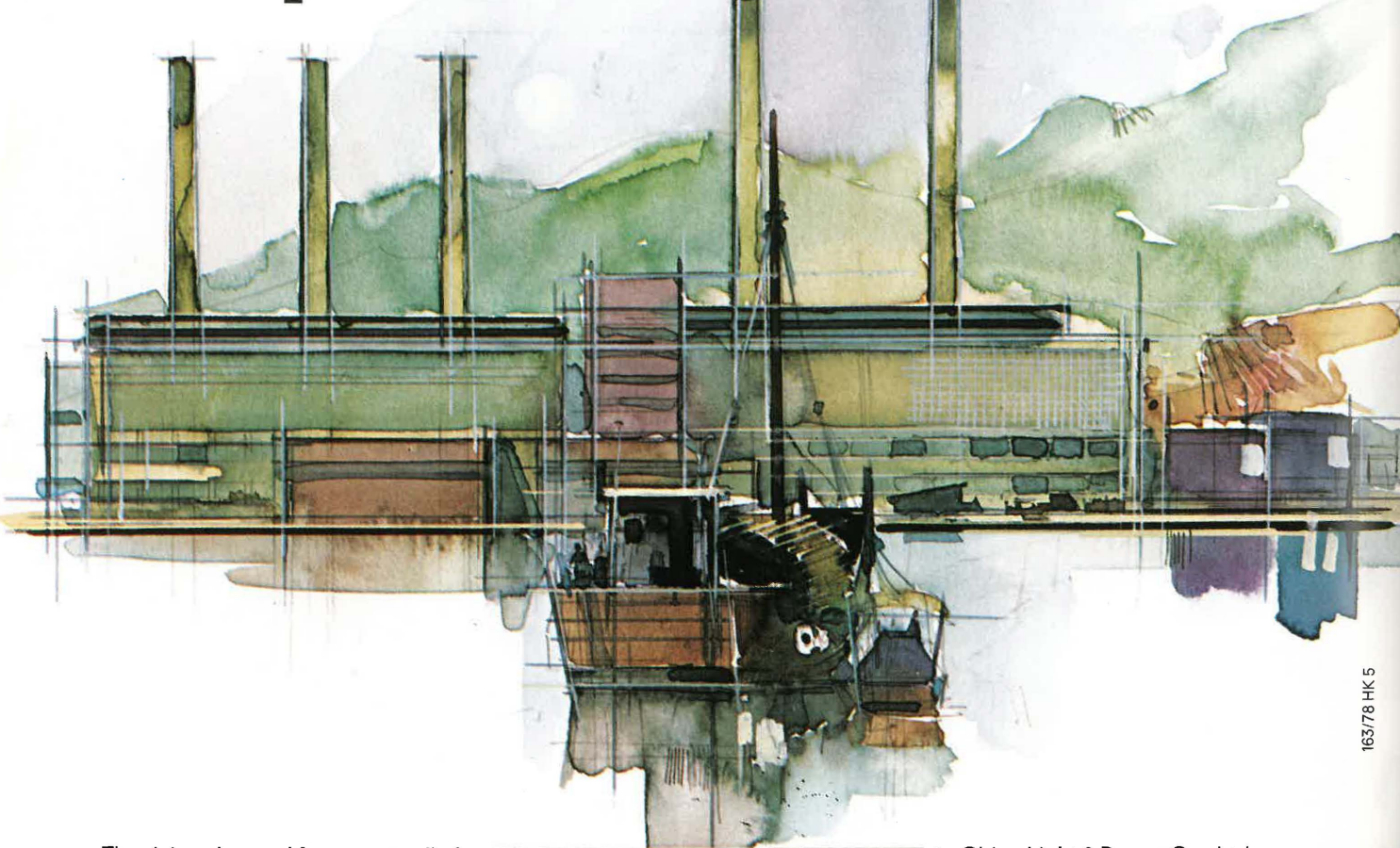
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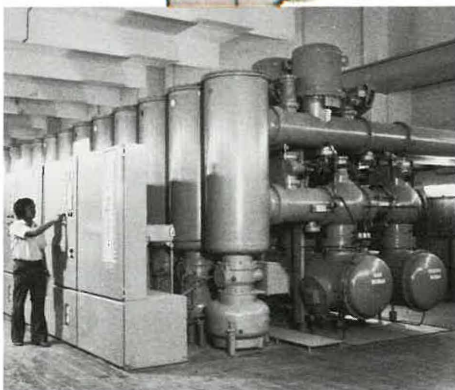
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