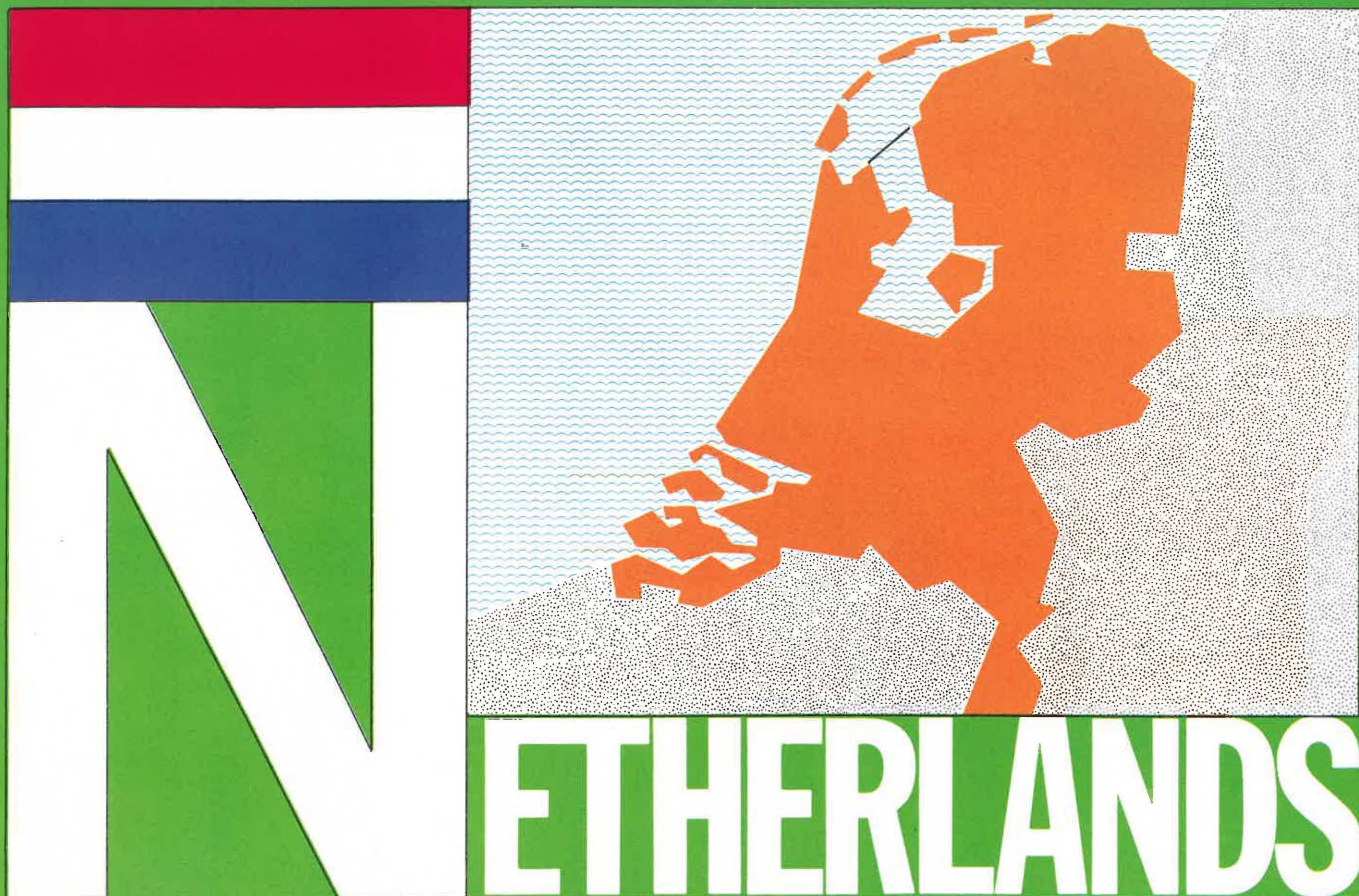


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Rotterdam is the busiest port in the world, handling 293 million tonnes of cargo last year. Page 15.

鹿特丹是世界最繁忙的商港，去年裝卸貨物達二億九千三百萬噸。（第十五頁）



Nothing is more representative for the Netherlands than its dairy products and country girl dressed in national costume. Page 24.

最足以代表荷蘭的乃其乳製品及穿着傳統國服的村女。（第二十四頁）

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Chamber in Action

Extracts from the Director's monthly report on recent activities of the Chamber.

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The trading Dutch sail into town

Next January a passenger liner will sail into Hong Kong to exhibit some of the best in Dutch industry and agriculture. For almost a century Hong Kong and the Netherlands have been trade partners and this trade has grown rapidly in recent years.

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The Dutch corporate presence - from beer to banking

Four main sectors of Netherlands business - trading, manufacturing, banking, and transportation - are well represented here. However the Dutch realize there is still room for building up new business in the dynamic Hong Kong markets.

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Some (high)-flying Dutchmen

About 1,000 Dutch nationals live and work in Hong Kong. Guest correspondent Anthony Lawrence meets some representative figures.

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The Netherlands

There has been a massive industrial development in the country, but the traditional picture of windmills, tulips, black and white cows, and country girls dressed in national costume is also a reality.

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本會動態

內容摘錄自執行董事之每月報告。

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荷蘭商品展覽船明春訪港

明年一月，荷蘭一艘客輪將駛抵本港，舉行荷蘭工農產品海上展覽。港荷通商已有近百年歷史，近年雙邊貿易發展迅速。

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荷蘭在港經營的四大行業

荷蘭在港經營的四大行業是貿易、製造業、銀行業及船務運輸業。然而，荷蘭商人認識到本港市場尚有拓展新業務的機會。

42

雄心勃勃的本港荷蘭人

居港工作的荷蘭人士約有一千名。特約記者羅倫斯在本文訪問其中幾位的代表人物。

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荷蘭

今日的荷蘭工業雖有宏大的發展，但當地風車、鬱金香、黑白牛及村女穿着國服的傳統風貌仍在。

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The Chamber in Action

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

Chairman To Lead Top-level Chamber Delegation to UK

The Chamber is sending a top-level delegation to Britain between 3rd-5th November in order to acquaint senior people in both private and public sectors with recent developments and opportunities that exist in Hong Kong for Britain. Mr. David Newbigging, the Chamber's Chairman, will head the mission.

An intensive three-day programme has been planned. A highlight will be a dinner in London on 3rd November to which British Ministers, officials and senior businessmen have been invited. H.E. the Governor, Sir Murray MacLehose, will be present and speak, and Mr. Cecil Parkinson, Minister for Trade, who led the recent Textiles '80 Mission to Hong Kong, will reply.

During the visit, the group will meet Sir Keith Joseph, Secretary of State for Industry and Mr. John Nott, Secretary of State for Trade. Open discussion sessions with senior

industrialists and businessmen will be held under the auspices of the Confederation of British Industry, the London Chamber of Commerce and Industry, and the Birmingham Chamber of Commerce and Industry.

Accompanying Mr. Newbigging, will be the Vice Chairman, Mr. John Marden; Mr. John Boyer, Deputy Chairman of The Hongkong and Shanghai Banking Corporation; Mr. Li Ka-shing, Chairman and Managing Director of Cheung Kong (Holdings) Ltd.; Mr. Jack C. Tang, Chairman and Managing Director of South Sea Textile Manufacturing Co. Ltd.; Mr. C. H. Tung, Chairman of Orient Overseas Container (Holdings) Ltd.; Mr. Derek March, Senior British Trade Commissioner in Hong Kong; and the Director, Mr. Jimmy McGregor.

Mr. Newbigging said, "The group has been carefully selected to include representatives of key sectors of

economic activity in Hong Kong, and all can speak with authority for their own industries."

"We intend to bring to the attention of decision makers in Britain, in both the public and private sectors, recent development in Hong Kong and the opportunities they create for British traders, investors and industrialists."

"We shall, for instance, stress the fact that decisions taken in Hong Kong can often affect a wide variety of territories overseas, and we shall of course speak about the role of Hong Kong in the context of China's modernization programme," he said.

The mission is being organized with the assistance of the British Trade Commission in Hong Kong, the Hong Kong Government Office in London, the U.K. Department of Trade and the Hong Kong Association in London.



David Newbigging



John Marden, CBE, MA



John Boyer



Li Ka-shing



Jack C. Tang, OBE



C.H. Tung

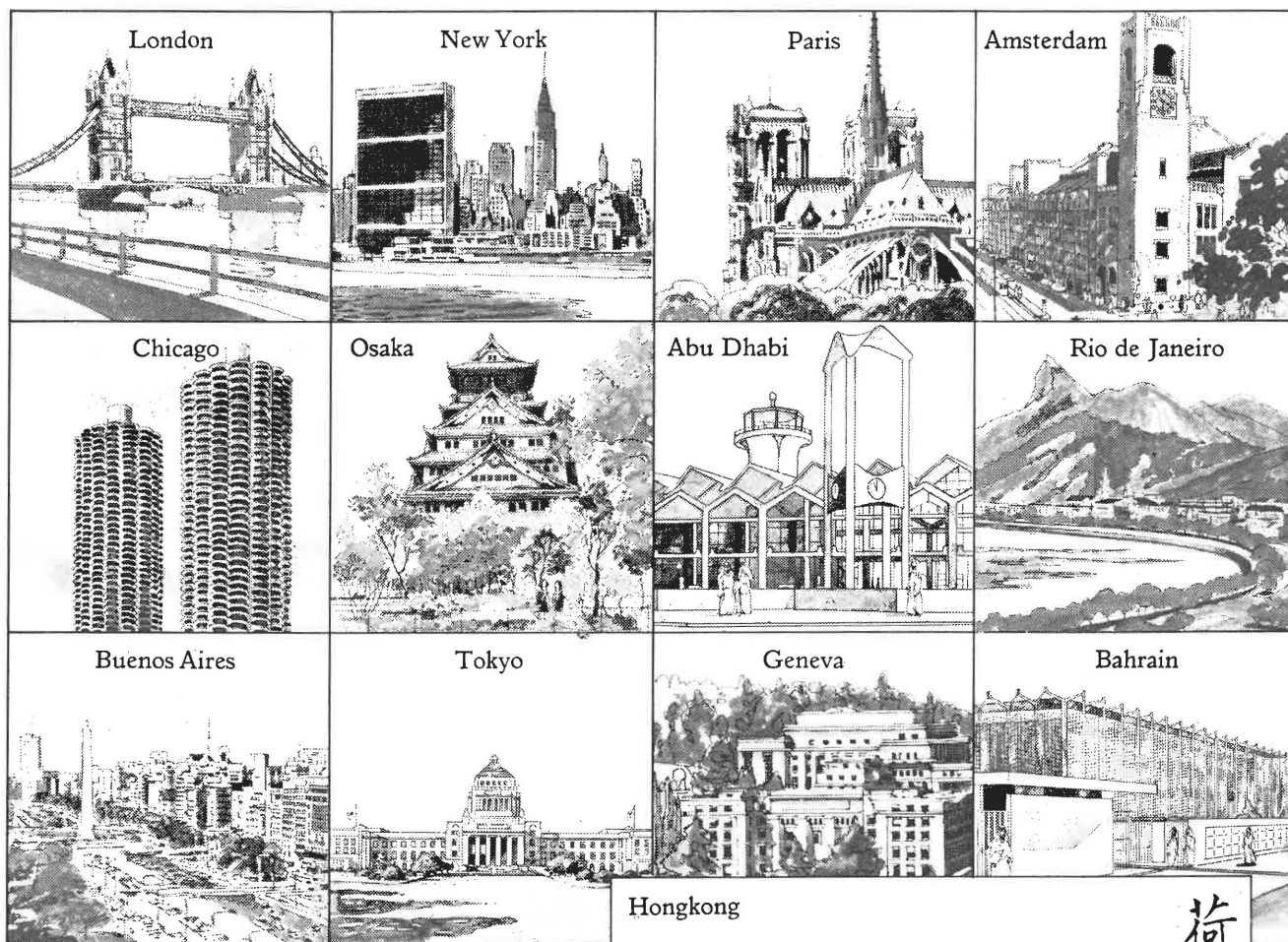


Derek March, OBE



Jimmy McGregor

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The Chamber in Action

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

A Big Welcome For Chamber Member No. 2,500

During October - or at the latest November - the Chamber will recruit its **2,500th member company**.

We don't know yet who the lucky company will be, but plans are in hand formally to welcome them to the Chamber and to make a small presentation.

The Chamber formally welcomed its 2,000th member in 1972.

Bill To Protect The Consumer - Or Does It ?

The Trade Descriptions Bill has been introduced by Government as a means of increasing protection for local consumers. Praise-worthy although this effort is, the Chamber's Committee considering the Bill feels that many parts of it are impracticable and would result in a **virtually uncontrollable workload on parts of Government**, possibly leading to less effective protection for consumers. Although in favour of the Bill in general terms, the Chamber has asked Government to have second thoughts on certain of its provisions. Among these is a clause that would **give overseas manufacturers better protection for their trade marks than would be afforded to the Hong Kong manufacturer**.

Democracy Or Confusion ?

The Home Affairs Committee met during September to consider the **Green Paper on Administration**. One of the more controversial proposals of the Green Paper is to extend the number of elected offices open to local candidates. Those elected will however function at a local level rather than a territory-wide level. The Chamber feels Government may have confused ends and means, in that the praise-worthy objective of greater local involvement in Government, may open the door to non-realistic deals being made between ambitious candidates and lobbying

groups. Views have been expressed on the matter to the Director of Administration and Management Services and the UMELCO.

No Space At Kwai Chung

The Shipping Committee is becoming increasingly concerned with the problem of **congestion at the Kwai Chung container terminal**. An approach has been made to the Secretary for the Environment regarding this.

And Still The Dollars Roll In

Chamber groups going overseas are still reporting good results. Firms **orders worth \$5 million** and a further potential \$15 million worth were obtained as a result of the Chamber's visit to the Berlin 'Partners for Progress' Import Fair. Further valuable orders were obtained at the Gothenburg Trade Fair, although full details are not yet available.

Yet another Chamber group departed with high hopes on 27th September to visit Curacao, Trinidad, Colombia and Ecuador. This will be the first time that the latter two countries have been visited by a Hong Kong group. Members also obviously view Africa as a good potential market. **An overwhelming response has been received for the joint Chamber/TDC business group to Africa** in Spring 1981. It looks as though it may be necessary to organise two missions rather than one. It is estimated that the **total value of orders for Hong Kong** generated by Chamber groups this year **will be in excess of \$100 million**. This has been obtained for an outlay by the Chamber of \$100,000. A very worthwhile investment !

High Powered Advice For Directorate

A leading firm of accountants is now working with the Chamber's Executive to assist in **financial planning over the next few years**. They will be making recommendations regarding the level

of **membership subscriptions** for the coming year.

At the same time, a leading firm of property consultants is advising on our future **policy regarding office accommodation**. (Yes, like everyone else, the Chamber is feeling the rents' squeeze !)

Promoting To Japanese Industrialists

Sidney Fung, Assistant Manager - Industrial Promotion renewed contact with a number of **companies possibly interested in industrial investment** in Hong Kong following his attendance at the 7th Asian Packaging Congress during September.

Leave? What Leave?

Although formally on leave in the U.K., **Jimmy McGregor**, the Chamber's Director, has been **busy assisting with arrangements** at the U.K. end for the **V.I.P. Mission in November**. He left U.K. for Australia at the end of September and will return to the Chamber towards the end of October. Hopefully, he will get a little more rest in Australia than he did in the U.K.

China Committee

Mr. J.W.F. Chandler of ICI (China) Ltd. has taken over from Mr. Walter Sulke as **Chairman** of the China Committee. Mr. H. Luehrs of Jebson & Co. Ltd. replaced Mr. Chandler as **Vice-Chairman**.

Accompanied by Cecilia Fung, Assistant Director - Industry and Alexander Au, Assistant Manager - Industrial Information and Mr. Y.C. Huang, the Chairman and Vice-Chairman called recently on China Resources Company to discuss arrangements for the **Kwangchow Trade Fair**.

The Chamber's Industry Division also assisted in a series of factory visits recently for a team of officials from the **Beijing Technology Bureau**. ■



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The Trading Dutch sail into town

Next January a passenger liner from the Netherlands will sail into the Hong Kong harbour. Its mission is not to pick up or land tourists, but to exhibit a wide range of Dutch products.

Before the arrival of this floating exhibition (Holland Expo '81), a top-level Hong Kong delegation led by the chairman of Trade Development Council, Sir Y.K. Kan, and its executive director, Mr. Len Dunning, will leave for Amsterdam, Rotterdam and The Hague in November. Their mission is to promote trade between the Netherlands and Hong Kong.

These two events highlight the solid and growing trade relationships between the two areas, and indicate their commitment to increasing export shares in each other's markets.

The Dutch attach great importance to the Expo '81 as it is the first, large-scale exhibition in the Far East ever organized jointly by the Netherlands government and exporters. At least 140 Dutch companies will display a range of products from milk to capital goods. In addition to Hong Kong, the ship will call at Taiwan, Singapore, the Philippines and Jakarta.

Commented Mr. B.H. Hiensch, Hong Kong based vice-consul of the Netherlands. 'The exhibition is not a selling mission, but shows the Far East what products and services the Dutch can offer. We did the same thing last year in the Middle East and received tremendous success. This year we come to the Far East.'

Foreign trade has been vital to the Dutch economy throughout its history. Exports of goods and services account for about 47 percent of the Dutch Gross National Product. Traditionally, its main trading partners are the Common Market and the United States.

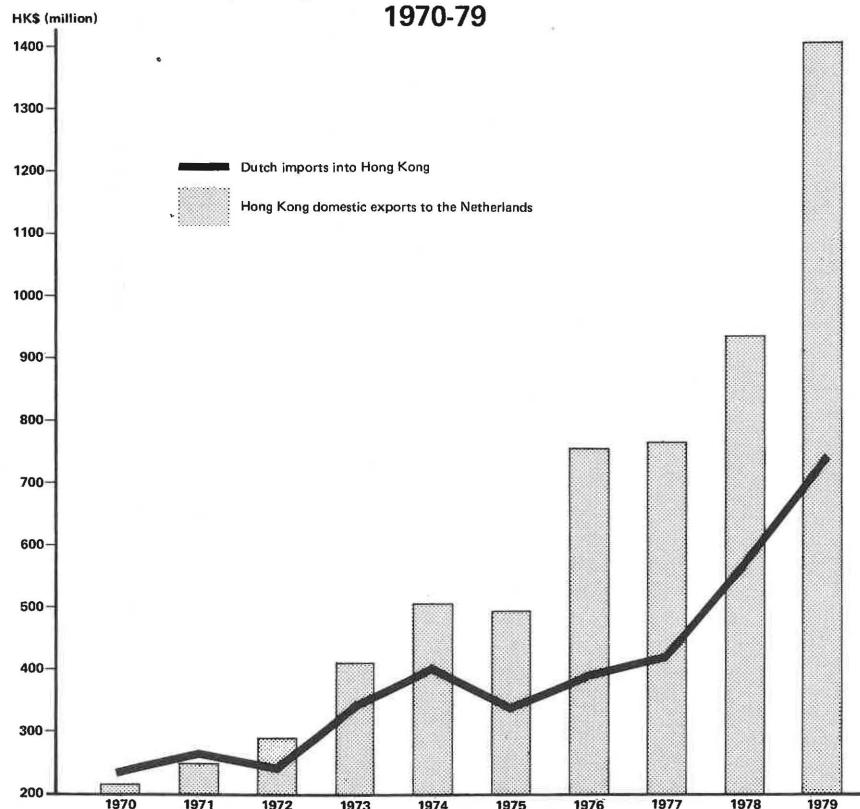
However, the country is increasingly aware of the fast-growing market in developing countries in the Middle East and the Far East. We sell our organic chemicals and agricultural products to Asia in exchange for its popular consumer goods of clothing, toys and dolls, electrical and electronic goods,' said Mr. Hiensch. 'Holland's prosperity depends on continuing high levels of international trade, and with a liberal trade policy, it will continue to do so.'

The vice-consul praises that Hong Kong's liberal trade policy that makes it easy for Dutch products to enter the Hong Kong market. But he is quick to point out that Hong Kong is more important as a transit centre for re-exports to neighbouring Asian countries. The opening of China's market will further enhance the importance of the territory.

The benefits of the liberal trade policies adopted by both Hong Kong and the Netherlands are reflected in the rapid growth of the trade volume between the two. Holland is now the fourteenth largest trading partner of Hong Kong.

One distinct feature of the two-way trade is that it has always been in Hong Kong's favour. This does not happen only in trade with Hong Kong,

**Dutch imports into Hong Kong
and Hong Kong domestic exports to the Netherlands
1970-79**



1980 major import items

HK\$ (mil)	
134.01	Organic chemicals
44.22	Electrical machinery
34.82	Telecommunications and recording equipment
32.54	Dairy products
29.34	Textiles
26.13	Plastic materials

1980 major export items

HK\$ (mil)	
331.46	Clothing
84.40	Miscellaneous manufactured articles
76.11	Telecommunications and recording equipment
75.66	Electrical machinery
64.72	Photographic apparatus, watches and clocks
22.73	Manufactures of metal

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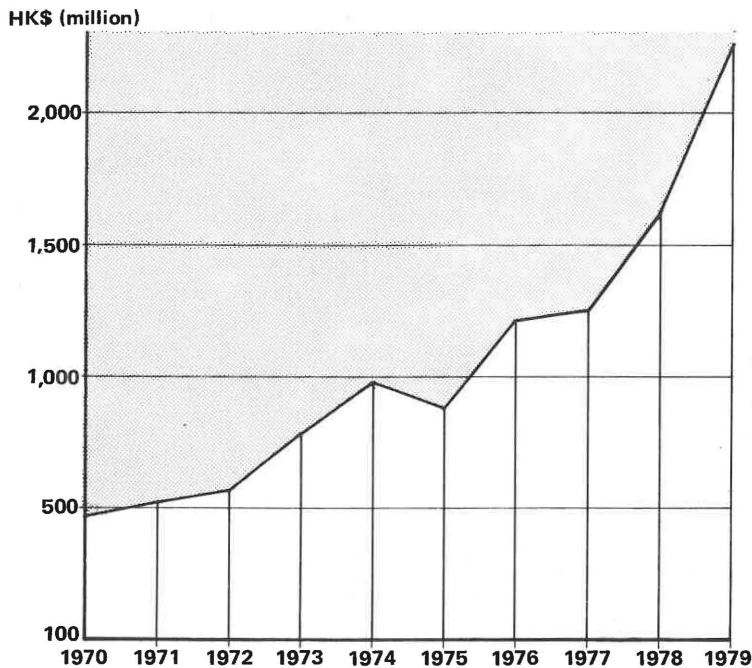
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**Total trade with the Netherlands
during the past ten years, i.e. 1970-79**



but also with the majority of countries in the Far East. Mr. Hiensch noted that the Dutch government is well aware of the situation and is taking action to close the trade gap. Agriculture is an important sector of the Dutch economy, and last year agri-

cultural products accounted for 23 percent of total exports. The traditional market for Dutch agricultural products in the EEC has shown signs of saturation and it is now necessary to tap other markets in the Far East, the Middle East and Latin America.

Recently the Netherlands Ministry of Agriculture appointed a full-time official to HK to promote Dutch foods, especially dairy and agricultural products. Another official is stationed in Japan, covering markets in Malaysia, Singapore, the Philippines and Japan. Of major Dutch imports into Hong Kong last year, dairy products (mainly milk, cream and milk powder) ranked third and totalled HK\$64 million. In the first six months of this year, the dairy imports were valued at \$32.5 million, up six percent over the same period in 1979.

Despite the long established trading relationship between Hong Kong and Holland, some ignorance of Hong Kong and the Far East persists. As Mr. Hiensch put it, 'It is never too late for both governments to exchange views on how to stimulate and improve their economic ties. I wish the Dutch companies would use the hub of activities in the Far East far better than they do at the moment.'

It is sincerely hoped that the forthcoming Holland Expo '81 and the TDC's top-level delegation to the Netherlands will presage a fuller understanding and further prosperous business.



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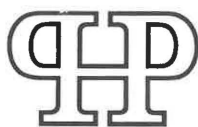
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The Dutch corporate presence - from beer to banking

by K.K. Leung

Asked to name Dutch companies or products in Hong Kong, the man on the Shauiwan bus would have little difficulty in recalling Philips, Heineken, Dutch Baby, Longevity, ScanDutch, Nedlloyd, KLM and ABN Bank. This list aptly represents the four main sectors of Dutch business in the colony - manufacturing, trading, shipping and transportation, and banking.

There are about 60 Dutch companies in Hong Kong. Some of them are jointly owned or managed by British or Chinese. Trading is probably the biggest single business activity for the Dutch, with a majority of the firms engaged in both import and export. They include Borneo Sumatra, Hagemeyer, Jacobson van den Berg, Sembodja, and Niefeltd.

If there were to be a nomination for the most experienced Dutch trader in HK, the contest would be closely fought. Bill Blaauw, here since 1947, has a good claim to be considered the doyen. But after Bill, the betting would be tight indeed.

Quite a few would put their money on Joop B.M. Litmaath. He came to the territory in April, 1963 and helped a Dutch company open a rattan processing plant. Since then he has worked for a number of large Dutch organizations before he decided to form his own company, Niefeltd Trading Co. Ltd. in 1974. He is active in the local trade organizations and now is the vice-chairman of the West Europe Area Committee of the Chamber. In 1973 Mr. Litmaath was the chairman of the Hong Kong Exporters' Association.

Mr. Litmaath is optimistic about the trading opportunities Hong Kong can provide because there are virtually no restrictions from the government on imports and exports.

Despite the optimism, he cautions that Hong Kong is being priced out in the market for cheap, low-end consumer goods. He commented, 'Hong Kong is no longer a 'sweathouse' as branded by many protectionists abroad. Local industrialists are working hard to move the product range to the higher-priced category with better and better quality.'

His company, Niefeltd, imports sawn timber from Singapore, Burma and Malaysia and exports them to the United States and Europe. When the Christmas season is coming, the company ships in a container full of Christmas trees - Noble Firs from Oregon which Mr. Litmaath said is the best Christmas tree in the world.

Niefeltd also exports photo albums, flashlights and lanterns to Europe. The company has linked up with Audio-Video Manufacturing (Far East) Ltd. a local factory specialized in producing blank cassette tapes. Mr. Litmaath revealed his company has just been authorized by Philips (Hong Kong) to supply blank cassettes under Philips label. From audio cassettes, the company is moving to video cassettes which Mr. Litmaath believes are still in development stage.

For local manufacturers who want to introduce a new product to the Netherlands without any existing busi-

ness contacts, he suggests an approach to trading houses who know the Dutch market well. Manufacturers might sell direct in Holland by joining trade missions, but Mr. Litmaath advises them not to solicit business merely by writing letters to potential buyers.

Three men with experience rivalling that of Joop Litmaath guide the fortunes in Hong Kong of one of the biggest trading groups in the Netherlands - Borsumij Wehry, better known perhaps as Borneo Sumatra Trading Company.

The three men are Mr. J. Schoonhoven the managing director in Hong Kong, Mr. J.R. Eversteijn, director and Mr. B. de Nooyer who is the garment expert. Mr. Schoonhoven is a prominent member of the Hong Kong Exporters Association and is on its general committee. He was Chairman in 1977-8.

Mr. Eversteijn looks after Borsumij administration here. He had 25 years in Africa before coming to Hong Kong about five years ago. His wife is Dutch and they have three children, two of them at the Island School. And he pre-

fers Hong Kong to Africa. 'It's a reasonable life here,' he says.

Mr. de Nooyer was four years in Taiwan before coming here four years ago. Borsumij in Hong Kong is mainly a garment business. 'We buy from local manufacturers and export to mail order houses and department stores. European quotas give us problems and sometimes make it necessary for us to buy elsewhere.'

'Here in Hong Kong we have sought out the reliable suppliers. Representatives of our European offices go to all the garment fairs and send us back the information we need.'

Mr. de Nooyer says: 'I had travelled a lot before coming out here to the Far East but now I'm expecting to stay in this area. I would like to spend many more years here.'

Borsumij (Hong Kong) is the group's Far East nerve centre for made-up textiles - the group's most important division. The group's European specialists design the newest fashion collections and buyers from many overseas customers visit the Hong Kong show-



J. Schoonhoven



J.R. Eversteijn



B. de Nooyer

rooms regularly. The firm's garments are sold in many countries of the world. High on the list of Dutch imports into Hong Kong are dairy and agricultural goods, especially milk, cream and milk powder. One of the most established importers of such products is The Friesland Trading Co. Ltd. which was set up in 1936 and has a close relation with Friesland Cooperative Condensed Milk Factory in Leeuwarben, Holland. Milk products are the firm's key product line, marketed under such popular brands as Dutch Baby, Longevity, Black and White and Rainbow. In addition, chicken cubes, ham, sausages, chocolate, instant coffee and potato starch are imported by Friesland Trading from Holland.

Mr. C.M. Chau, the company's official, told *The Bulletin* that Friesland Trading is keen to diversify its product range although milk products so far account for the bulk of its business. 'Our good relationship with the Dutch, coupled with our experience in the Hong Kong market, puts in us an advantageous position to diversify. But Friesland Trading is careful to select those Dutch food products which suit the taste of Chinese in Hong Kong,' he said.

Friesland Trading's sales have grown in line with market growth, but Mr. Chau notes keen competition in the market is building up as cheaper dairy products come in from New Zealand and Australia.

To keep competitive, the company is diversifying its product range as well as cultivating new markets. 'Households are our traditional end-consumers, but the market of institutional buyers such as hotels and restaurants has gained more significance in recent years and will continue to do so,' commented Mr. Chau.

The Netherlands is fifth on the list of overseas industrial investors in Hong Kong, with seven manufacturing establishments which have so far invested a total of HK\$102.8 million. But these figures have not increased since October, 1978, reflecting Dutch hesitation to choose Hong Kong as an offshore manufacturing centre.

Answering a spot question put to them by *The Bulletin*, many of the local Dutch said their countrymen thought of Hong Kong as a trading and service centre. They said there might be a lack of knowledge in the Netherlands of

the industrial opportunities in Hong Kong. They thought it worthwhile for the Hong Kong government to step up its industrial investment efforts in the Netherlands.

There is however one Netherlands company well aware of the potential. Philips is among the biggest industrial investors in Hong Kong. It is today an integral part of life in Hong Kong, providing employment, advanced technology and sophisticated products to the people of Hong Kong. The local company has more 3,700 employees retailing its products in Hong Kong and in the manufacture of audio equipment, electronic components and miniature lamps for distribution locally as well as throughout the Far East.

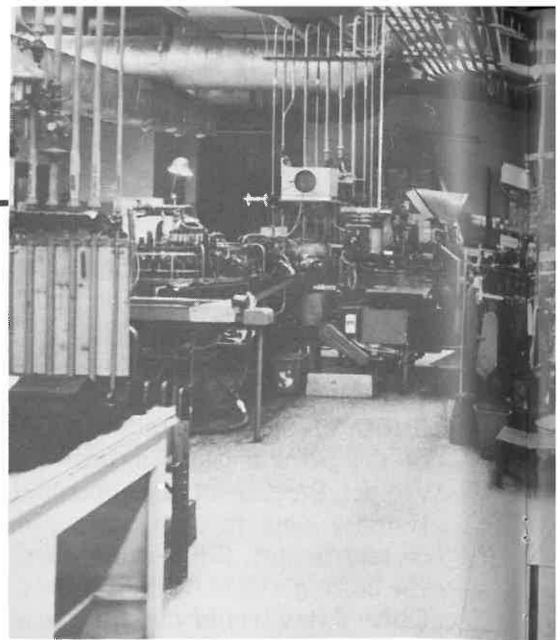
Philips Light Factory began operation in 1974. It was the first factory here to automate production techniques for miniature lamp bulbs. Manufacturing is entirely by machine, and quality control is monitored by closed circuit television. Production is on a 24-hour basis with alternating shifts, since a high investment has been made in setting up the assembly lines.

Another fully-owned subsidiary of Philips is the audio factory, Coronet Industries Ltd. which employs 1,900 workers. Portable radios, clock radios, car radios, and tuner amplifiers are made for local and overseas markets.

In 1975 Coronet Industries won a Quality Audio Award in competition with other Philips manufacturing plants. A spokesman of Philips said this signifies the high level of performance of Hong Kong workers as Coronet beat 15 other Philips factories in the competition.

An integral part of numerous Philips products is the transistor. Hence, in 1969, it set up Electronics Devices Ltd. a joint-venture with a Hong Kong businessman. With 800 employees, the factory has become one of the largest semiconductor producers in the world. The opening of the market in China has attracted Philips to sell aggressively to that country. Recently it clinched two deals worth more than \$50 million to supply China with television and radio sets. The company also has obtained contracts to equip hotels in China with sophisticated digital paging and pipe music systems, electronic bedside panels, light control monitors and television and radio sets.

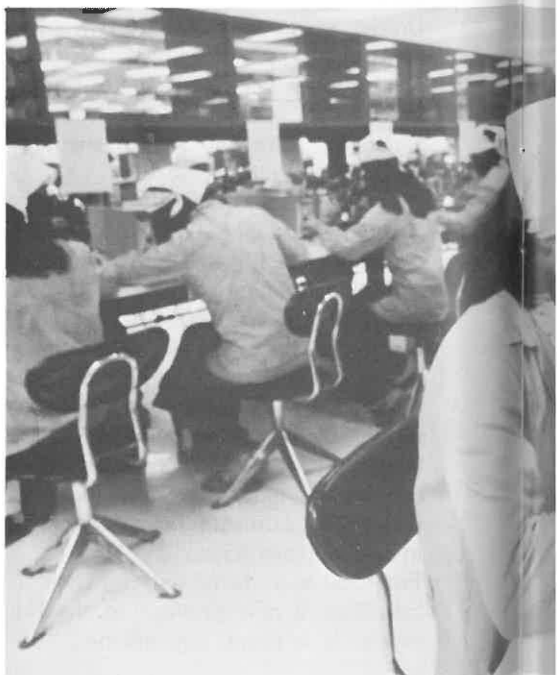
(To be continued on page 15)



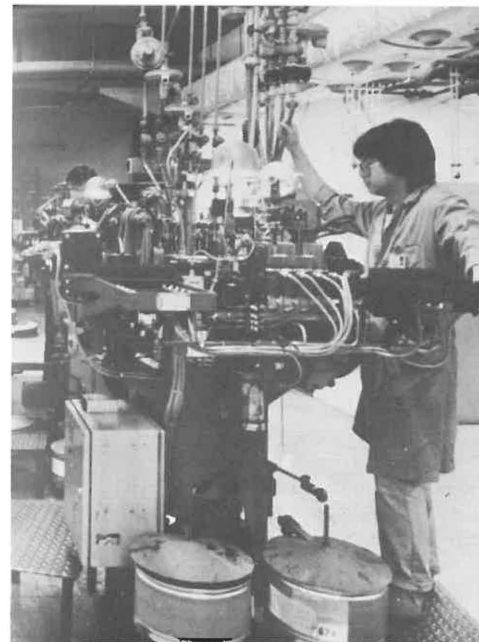
Philips Light Factory is the first automated miniature lamp pro



At Coronet Industries workers enjoy air-conditioned and tidy



Electronic Devices Ltd, a joint venture between Dutch and Chinese producers in Southeast Asia.



ducer in Hong Kong.



nvironment.



inese interests, is one of the largest transistor

Dutch tax law helps foreign investment

In September the Netherlands major port city Rotterdam sent an industrial development officer to Hong Kong to draw the attention of local investors to the business opportunities the city can offer.

Handling 293 million tonnes of cargo last year, Rotterdam is the busiest port in the world - more than double the size of its nearest rival, Kobe.

In an exclusive interview with *The Bulletin*, Mr. L. van Toledo, the development officer, said Rotterdam is the gateway to Western Europe for trading, distribution, banking, shipping and assembly of products. 'Korea, Taiwan and some other Asian countries have their official or semi-official representative offices in Rotterdam. I suggest Hong Kong should have a similar set up in our city, even though the Trade Development Council already has an office in Amsterdam,' he commented.

Mr. van Toledo said the TDC's chairman and executive director have agreed to visit the city in late November in order to exchange views on how to stimulate the trading relationship between the two cities.

According to him, Rotterdam and other major cities in Holland are an ideal corporate base for companies operating internationally, particularly in view of the attractive aspects of the Dutch corporate fiscal system. Concurring with this view is Mr. Mark I. Ejlenberg, manager of Pierson, Heldring & Pierson N.V. (Hong Kong Branch), which is engaged in commercial and merchant banking.

He claims the Dutch fiscal system is generally considered a fair one, especially as regards taxation of foreign profits. This results in two features in corporate taxation that make Holland particularly attractive for internationally oriented enterprises,' he added.

First, Dutch tax legislation provides that certain categories of corporate income under certain conditions will be exempt from Dutch corporate tax. Secondly, the Netherlands has concluded Tax Treaties with many countries in the world, thus reducing foreign withholding taxes.

Dutch foreign exchange regulations are among the most liberal of the industrialized countries, with free movements of funds between non-residents. There are no restrictions regarding payment for import/export of goods, while capital movements to a large extent are free. These incentives give companies the necessary freedom and flexibility in arranging their international operations and in looking after their worldwide needs.

The Netherlands encourages not only the expansion of local industry, but all types of foreign participation and investment. Over the past three decades, the emphasis has shifted from traditional to new industries, such as chemicals, petrochemicals, paper and printing, electro-technical, optical and energy. Both foodstuffs and luxury items remain import export earners.

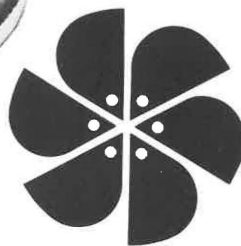
These developments have brought in their wake a supporting service sector. Of particular importance is the emergence of international firms establishing coordinating offices in the country. These include companies in computing, accounting, market research, consulting engineering, advertising and banking.

About 25 percent of all investment in the country is of foreign origin, and this sector employs a fifth of the total workforce of the 5.1 million workforce, 1.5 million are in manufacturing industry and more than 2.2 million in service companies.

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Shipping is the lifeblood of Holland. Seen here is the 21,500 dwt multi-purpose carrier Nedlloyd Baltimore slipping majestically into the water after being christened.

Nedlloyd – in Hong Kong from its start

In view of the fact that Hong Kong ranks among the world's largest and busiest ports, it is not surprising that one of the longest established Dutch organizations in Hong Kong is a shipping company - Nedlloyd Lines. Its regular services to nearly all parts of the world have helped local exporters considerably in developing new markets.

The general manager of Nedlloyd's General Management Office here is Mr. G.D.M. Boot, who sees Hong Kong's advantages to his company not just in terms of geographical position, but also in terms of the quality of services and local staff.

'Hong Kong's strategic position at the centre of the Pacific Basin was recognized by the company more than three-quarters of a century ago and its importance in this respect has not changed,' he said. 'In addition, there is excellent staff potential here. Right from the beginning, we have been able to recruit good and reliable local seamen to man our ships. Furthermore, we have found it possible to attract and train good local staff, who now makes up more than 95 percent of the company's personnel in Hong Kong.' Nedlloyd Lines has been operating in Hong Kong for as long as it has been in existence. It was established in 1902 as the Java-China-Japan Line (JCJL). The company's Hong Kong office was opened in the same year. In those days, the office was more commonly known as 'Java Kung Sze' - a simplified Chinese name of JCJL which has

remained to this day for the Hong Kong shipping community.

While the company's name in Chinese has remained unchanged, the scope of its operations as well as its English name have undergone big changes.

In 1947, JCJL was merged with another Dutch shipping company and the new operation was called Royal InterOcean Lines (RIL). The next major development took place in 1970 when RIL became a member of the Netherlands Shipping Union (NSU) and expanded its services beyond the Far East. Then came the restructuring of the NSU itself in 1976, following which it was renamed the Nedlloyd Group and RIL became Nedlloyd Lines.

The Nedlloyd Group consists of some 100 companies engaged in a wide range of activities, including shipping, stevedoring, ship-broking, forwarding, road transport and airfreight operations. The Group has also expanded into offshore drilling for oil and gas.

Shipping, however, remains Nedlloyd's

principal activity, with a fleet of 105 ships. To keep pace with the changing needs of international shipping, regular fleet renewal is high on Nedlloyd's list of priorities. In recent months, for instance, four additional multi-purpose cargo liners have been acquired.

As the Nedlloyd Group Executive Board Chairman, Mr. B.E. Ruys said recently, 'New tonnage is important to Nedlloyd. It enables us not only to live up to our motto of 'care, capacity and capability,' but also in certain cases to move older vessels to less profitable trades that could not afford depreciation charges on new vessels.'

Nedlloyd's head office is in Rotterdam but Hong Kong remains an important base for its operations. This office administers routes involving more than half the ships in the Nedlloyd fleet. These include services from Australia to the Far East, India and Africa, and from the Far East to Africa, Central America and both the east and west of South America. ■

In the early days

'The commercial relationship between Hong Kong and the Netherlands started early in the 20th century. It was then the predecessors of the ABN Bank and Nedlloyd established their 'agencies', basically to promote trade between China and Japan with the Dutch East Indies. Goods from Indonesian estates and Chinese/Japanese manufacturers were exchanged, and a profitable trade developed.

'What attracted the Dutch most to Hong Kong lies probably in the similarity of their characters with the Chinese. In the old days merchants from Holland were often referred to as Chinese of Europe.

'Today, Dutch businessmen still share similar characters with their Chinese counterparts - hard-working, industrious, reliable, punctual and flexible. The Dutch have always been grateful towards the Hong Kong Government for their understanding of freedom in commerce and industry.'

- Mr. M.W. van Hulzen, regional general manager of ABN Bank, which was established in Hong Kong in 1905. Mr. van Hulzen is also the Hong Kong representative of the Federation of Netherlands Industry.

Anthony Lawrence meets some (high)-flying Dutchmen

The Dutch Society, formed in Hong Kong thirty years ago and comprising 370 full members (who must be over eighteen years).

The programme of events is extraordinarily comprehensive. They include monthly bridge parties, auto rallies, showings of Dutch films, Easter parties and St. Nicholas parties (on 5th December) for the children, yachting contests against the British Army and the Royal Hong Kong Yacht Club, walks, barbecues, February Carnivals, tennis and squash. And there's a special anniversary celebration of the relief of the ancient town of Leiden from the Spaniards in 1574, taking the form of a party on 3rd October.

But the Dutch Society members do more than enjoy social events. Last year they started a Dutch Charity which has already accumulated considerable funds. Outings have been organised for Vietnam refugee children. And with the co-operation of the Island School a committee of Dutchwomen in Hong Kong have organised classes in Dutch for some fifty children attending the school (between four and five every Friday afternoon) to sustain and improve their Dutch language ability.



Mrs. Marina Jager

The chairwoman of the Dutch Society is **Mrs. Marina Jager**. This is the first time a woman has done the job. 'Men work very hard out here', she says, 'and they find it more difficult now to give up the time required. I am very happy to take the chair and I get very welcome support.'

She came to Hong Kong in 1959 met her husband here (he directs B. Van Zuiden Bros. Ltd., a manufacturers agency importing high grade textiles from Europe and the United States) and married him two years later. They have two daughters at the Island School.

Like many other Dutch people here

Mrs. Jager finds life in Hong Kong convenient and agreeable. 'We go back to the Netherlands on holiday Most years', she says, 'but after living in the Far East all these years I have the impression of outgrowing the Netherlands. There is so much to do here, and the time to do it. There is sport - tennis and boating - but also the pleasure of seeing a lot of friends. The Dutch are a young community here for the most part - very few over fifty.' Do newcomers have problems? Are there cases of young couples coming here feeling miserable and longing to go home?

'I think that happens very rarely indeed', Mrs. Jager says. 'One of the activities of the Dutch Society is coffee mornings at which newcomers are given all the local information and help they could possibly need.' She added: 'Sometimes it is sad when you make good friends with people here and then after three years their firm moves them somewhere else. But it's surprising how many people come back here again later. Dutch people really like Hong Kong.'



F. Van Raalte

The Netherlands' Representative

Mr. F. Van Raalte, Consul General of the Netherlands in Hong Kong will be retiring from the Netherlands Foreign Service at the end of this year after working for his country for 35 years. Hong Kong is his last post.

Young Van Raalte was at Leiden University studying international law when the Germans occupied the Netherlands. The university was shut down in 1941 but students continued their studies clandestinely under their usual professors. So when Liberation came he was qualified, and after joining the Foreign Ministry he served in 15 different countries in the next 35 years. He was three times behind the Iron Curtain - in Poland, Bulgaria and

Roumania; he has served in Singapore and New Zealand; he was charge d'affaires in Zambia and ambassador in Liberia. He has also served in Athens, Paris and Copenhagen. Just before coming to Hong Kong he was ambassador in Dublin. His next post was to have been Stockholm but the move was subject to some delay and Hong Kong was available, so he chose the Far East again 'There is China watching and Taiwan watching and all kinds of interesting developments,' he says. 'The sum total is quite exciting.'

'I am one of those who have confidence in the future here. I don't feel that when you look at 1997 and the New Territories lease, the legalistic approach is the right one. One should take the pragmatic attitude. For Mainland China, the profitability of Hong Kong is important, and they want that profit to be as big as possible. Perhaps Hong Kong will slowly become part of the mainland. I see it as a process of gradualness; a kind of osmosis; with a transparent frontier perhaps.'

As for Netherlands relations with Hong Kong, the Consul General says briskly: 'Well, we are always in the red. We have not been keen enough in developing business with Hong Kong. We need more public relations work, more lectures to businessmen. We must do more business with China, directly and through Hong Kong; and we must do more with Asia generally'.



Bill Blaauw

Toy Exporter

When **Bill Blaauw** arrived in Hong Kong in October 1947 he was supposed to be on his way to Manila to take up work for the Java-China-Japan Line. But he was asked by the company to stay over in Hong Kong 'just for a while' and he's been here ever since - the first Dutchman to complete more than 30 years of unbroken residence in the colony.

In 1950 he joined Blair and Co. as

assistant manager. Three years later the firm was sold to the Hutchison Group and in 1958 he took over one of their companies, John Cowie and Co. Ltd., as managing director. Those were the days when the toy industry was in its infancy. Bill has seen the business grow until Hong Kong has become the world's largest exporter of toys.

A big man (six feet two inches) with silver-grey hair and a friendly exuberant manner, he finds Hong Kong stimulating and dynamic. He has many friends in many walks of life here.

'I don't think the toy industry will collapse', he says. 'It's good for another five to ten years if circumstances don't change too much. The essence of the situation is the Government's liberal attitudes. The trader and manufacturer does not get clogged with bureaucracy as in some other countries where all incentive is taken away, because he's taxed out of existence, his labour is hostile and he can't expand his factory without meeting miles of red tape.'

'Another positive factor here is the getting Chinese entrepreneur with the gambling instinct - the kind of man who will risk his last dollar on some super-modern machinery and then shop around for orders to keep it busy.'

'And finally here in Hong Kong there is this need to work hard, to become educated, to make money. This is a money motivated place.'

'Already the situation is showing signs of change. The Vietnamese refugees and the immigrants from China are affecting the willingness of local labour. Unions are starting to exercise influence.'

Blaauw is a well-known yachtsman and in the years 1975 and 1976 he was Commodore of the Royal Hong Kong Yacht Club. In 1978 he was Chairman of the Dutch Club. In 1975 he was Chairman of the organising committee of the first Hong Kong Toy and Gifts Fair.

His wife is Scottish but born in Shanghai. Her father was captain of a tea clipper. 'It's a great advantage having a wife who understands the way of life out here', he says. They have six children the two eldest girls, twins, are married and living in Australia.



Jan F. T. Van Haaren

Taxation Lawyer

The international taxation law firm of Loyens and Volkmaars are represented in Hong Kong by **Jan F.T. Van Haaren** a thirty eight year-old specialist trained at Leiden University who has lived in Hong Kong for just one year with his wife and three children.

He explains that legal work and education in the Netherlands has three main divisions: Dutch Law (civil and criminal); the notarial division under the civil law system; and the taxation division. The taxation division was instituted in 1964. Before then taxation education was given at the Tax Academy in Rotterdam at academic level but the only students who attended this course were those destined to be Government inland revenue officials. Mr. Van Haaren was among the first students to attend the new five year course at Leiden and after graduating there he joined the Hague office of an American firm before moving to Loyens and Volkmaars in 1973.

The Netherlands are well-known for law firms specialising in taxation work. 'There are several reasons for this', Van Haaren explains. 'First, Dutch tax legislation is traditionally framed so as to suit internationally-operating companies. There is no tax on foreign profits, provided that profit has already been subject to tax abroad. That is based on the liberal Dutch principle that profits should not be taxed twice. Then the Netherlands have a large number of tax treaties with other countries, whereby withholding taxes by other governments are reduced.'

'So it's not surprising that many multi-nationals are based in the Netherlands. The holding companies are there even though ninety per cent of the operations may be abroad.'

'Life and work in Hong Kong pro-

vides a good opportunity to get involved in the whole business and taxation scene in the Far East. You are really exposed to it. That is the attraction for me.'

How about living in Hong Kong with a family?

'It has an enormous amount to offer. I have no criticism of Hong Kong except that perhaps there are too many people. After a house in Connecticut with one and a half acres, you do notice the lack of space.'



Dr. J. W. L. Kleevens

Community Medicine

Dr. J.W.L. Kleevens is a Reader in Community Medicine at the University of Hong Kong and this is a subject which has absorbed his interest ever since he qualified in Amsterdam twenty five years ago.

He began working as General Practitioner 'but at that time' he says, 'a G.P. was little more than a clerk, handing out medicine for minor ailments, referring patients to specialists. I felt I was in the wrong job.'

'I wanted to go back to Indonesia where I was born but the only place I was able to work in was (then) Dutch New Guinea. And that was a vital experience. This was comprehensive medicine, looking after peoples health in a positive, community way in addition to treating illness in hospital.'

Dr. Kleevens was in charge of Kaimana District, an area of about 4,000 square kilometres with about 60,000 people. He took care of all existing public health programmes (including TB, malaria, leprosy) and child health and environmental hygiene. Later he was in larger districts and finally moved to the district of the capital, Hollandia, where he was in charge of all national training programmes.

When the Indonesians took over New Guinea Dr. Kleevens spent some years

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in Singapore and was afterwards deputy director at the Royal Tropical Institute in Amsterdam, visiting projects and undertaking assignments in various parts of the world, before coming to Hong Kong as senior lecturer in 1978. 'We know now that there is far more to medicine than treating sick people in hospital,' he says. 'We want to get young doctors thinking about the active prevention of disease, about health promotion. The doctor should not only know the patient but also his family, his environment, his background. We need far more research on this in Hong Kong. These ideas will take time to bear fruit. But now in the training of Hong Kong doctors we are at least sowing the seeds.'

Dr. Kleevens and his wife were both born in Indonesia. They have three children, one of them a traffic engineer in the Netherlands and the other son and daughter here in Hong Kong.



Joop B. M. Litmaath

The Independent Trader

In many ways **Joop B.M. Litmaath** is a traditional figure of the kind immortalised in Conrad, the Dutch trader abroad, the man who finds he can't leave the Far East because this is the part of the world that suits him best temperamentally, where he has his friends.

'Although that's the sad part of it - you lose friends so quickly out here,' he says. 'They come for three or four years and then they're moved somewhere else. The good part of that is that you end up with friends all over the world, and also that they all try to come back to Hong Kong sooner or later.'

Mr. Litmaath had an early introduction to foreign trade. After leaving school he entered the Netherlands Institute for Representation Abroad which had been set up with the sole purpose of training young men for trading abroad. Then he did his military service with the Air Force and became an intelligence officer (the

only Dutch intelligence officer attached to the US Airforces in the Netherlands) and was lecturing American pilots on aerial reconnaissance. He came out to Hong Kong on the first of April, 1963 for Hagemeyer the mammoth Dutch trading firm. By 1974 he was their export manager in Hong Kong and the head office woke up to the fact that he had been here eleven years, much longer than was normal for an executive to be in one area, and had him back to the Netherlands.

'But I was too attached to the Far East by this time,' he says. 'I had got married here, my children were born here. And this is the part of the world where friends and contacts count for so much. The most important thing here is knowing people and being liked and trusted; I respect them and they accept me'.

He was managing director of the Dutch trading firm Samboja for four years and then in 1978 he started his own company. He has partners in France, the Netherlands and also here in Hong Kong. The company imports, timber, exports cassettes, photo albums, flashlights and lanterns.

He has been active in the Chamber for many years and is at present, Vice Chairman of the West Europe Area Committee. He is also one of the Chamber's representatives on the English Schools Foundation.

He says: 'Hong Kong is the best place in the world for doing business, from every point of view - communications, commonsense attitudes of the Chinese, banking, telex, international transport. 'You have to make quick decisions. But you must know how to be patient and keep cool. If you're impatient by nature you'll have hell out here. Fortunately for me my wife was born in Indonesia and she has the same attachment to the Far East as I do. She has always encouraged me to stay.'

Modern Printing Equipment

Hans Lodders is managing director of Modern Printing Equipment, Ltd., a subsidiary of the Dutch multi-national Buhrmann Tetterode, selling every kind of printing equipment to Hong Kong, Taiwan and also the China Mainland.

He is now 38 and apart from two years of military service has been concerned with graphic communications all his professional life. After joining Buhr-



Hans Lodders

mann Tetterode he demonstrated and carried out research in new equipment. He became chief on the group's information centre and was concerned with training courses in new systems and methods. He taught at evening courses of the Amsterdam Graphic School 'which', he says 'I thoroughly enjoyed'. Two and a half years ago Mr. Lodders came to Hong Kong. He had come up the management ladder at a time when graphic communication had gone through a far-reaching revolution, with hot type giving way to computer setting and many advances in machinery. 'Hong Kong represents great opportunities and challenges', he says. 'There are more than 2,500 companies - including newspapers, publishers, printers, packaging firms - concerned in the graphic communications industry, employing about 23,000 people. This is an industry which tends to grow throughout a wide area like the Far East after countries have moved through the earlier stages of development. Growing sophistication leads to a need for more printed matter, then the need for machinery increases.

Mr. Lodders, who has a wife and five year-old daughter in Hong Kong, says he has found it a 'fascinating experience' to be managing director of Modern Printing Equipment here. 'I particularly enjoy dealing with Chinese customers and working with Chinese colleagues,' he says. 'except for my technical manager all the staff of about fifty people are Chinese.'

One of the innovations he has introduced since taking over in Hong Kong has been the launching of a specialised magazine for the printing industry. 'Until we published this magazine there was no regular source of information and communication in Chinese for the printing industry and its many affiliates and suppliers,' he says. 'We call it EP because these two letters are closest in appearance to the Chinese character meaning 'print'. It comes out every quarter and it's been a big success.' ■



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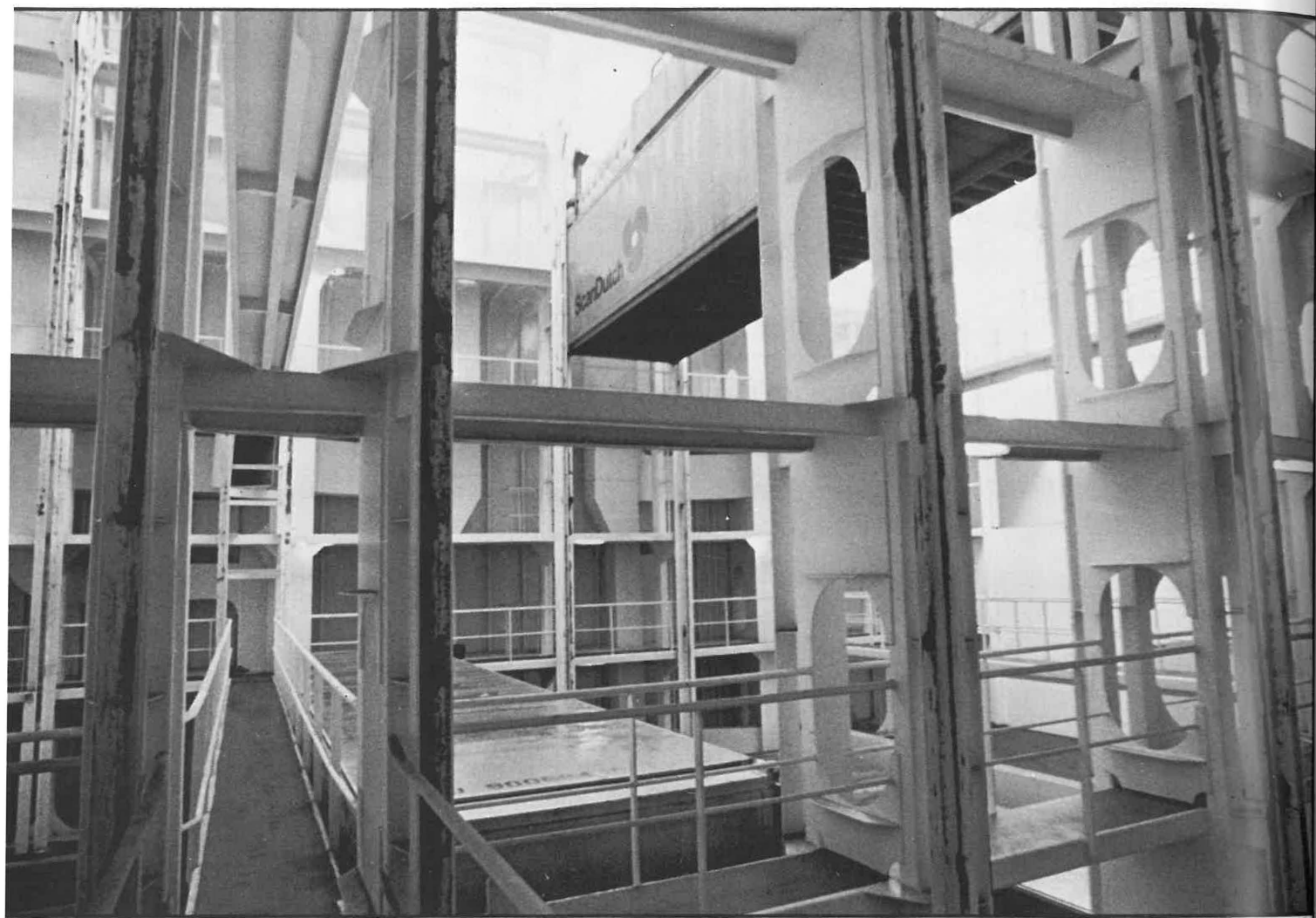
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The Netherlands

The traditional picture of the Netherlands has often been one of windmills, tulips, country-girls in high white caps and wooden clogs; canals and dykes; and black and white cows.

Some of this picture is still true but much of it is outdated. Agriculture is a highly efficient Dutch industry but fewer people are farmers; there has been a massive industrial development since World War Two. But the scenery immortalised by famous landscape painters is still there - quaint old towns famous in European history; great green plains (it is a dead flat country apart from some hills in the east and south); and innumerable dykes and canals. This is one of the unique features of the Netherlands - the reclamation of great stretches of land from the sea, a process continued for countless generations under the pressure of people.

It is a very crowded country. Thirteen and a half million people live in an area (though more is reclaimed year by year) of 12,978 square miles (39,648 sq. kilometres). This makes the Netherlands one of the most densely populated areas of the world, rivalling Hong Kong.

But although the Netherlands are one of the smaller countries of Europe they occupy a key geographical position. Paris, London and the Ruhr industrial area of Germany are all within a 500 kilometre radius and the main Dutch port, Rotterdam, is at the mouth of the great European artery, the River Rhine. So Holland is the gateway to Europe - and also a crossroad - for scholars and scientists and merchants and invading armies.

With this kind of exposure to the world it was natural that the Netherlands should become a great trading nation with interests developing first in Europe and then further afield. Industry grew through the processing and re-export of materials acquired through overseas trade. And in past times the energy needed for industry could be supplied, thanks to the level of the terrain, by the countless windmills which are still a feature of the landscape in parts of the country.

The Netherlands on many occasions in history have been admired for their toleration in government and religion. The country is a democracy with a constitutional monarch, Queen Beatrix, and a youthful population. Because of the baby boom immediately following World War Two, four out of every ten Dutchmen are today under thirty. Young people are making their voices heard - too often some older critics might say - in society and public life. By world standards this is a country with progressive and enlightened laws, which takes good care of the welfare of its people.

In the history of the Netherlands there have been times of prosperity and empire, artistic and cultural achievement, war and enemy occupation, followed by new development and growth.

The ancestors of the Dutch were two Germanic tribes, the Batavians and the Frisians, who migrated to the Rhine Delta around 14 B.C. and were partly included within the boundaries of the Roman Empire. After Rome's power declined the Dutch became part of other empires and their darkest years were lived under the domination of the great House of Habsburg which held sway over much of Europe in the sixteenth century. Charles V intensified Habsburg oppression on religious grounds - he was a fervent Catholic with no mercy on Dutch Protestants. A number of provinces rose against him in 1568. The revolt was led by

Prince William of Orange (William the Silent) who is remembered by the Dutch as the father of their nation. In 1581 these rebelling provinces declared their independence as the Republic of the United Netherlands but fighting continued and it was not until 67 years later that Dutch independence was generally recognised, at the peace of Westphalia.

The seventeenth century is often called by the Dutch 'the golden age' for this was an era of growing prosperity and flowering art and culture in the young republic. The Dutch led the world in art - it was the age of Rembrandt, Vermeer, de Hooch, Hobbema and many other great masters. And in science, industry, architecture, horticulture, navigation and many other fields the Dutch were famous throughout Europe. They were also leaders in the economic and financial world. Amsterdam had the world's first stock exchange as early as 1602. The Bank of Amsterdam was set up in 1609, long before the Bank of England; and the Netherlands were the first country to introduce excise duties and state lotteries as a means of raising revenue.

Wealth brought grace of living. Merchants lived in houses which were an architectural delight; men speculated not in oil and transport but in rare tulip bulbs; a blue and white pottery was manufactured, imitated from the Chinese but with such technical skill that the Dutch were able to sell it back to China.

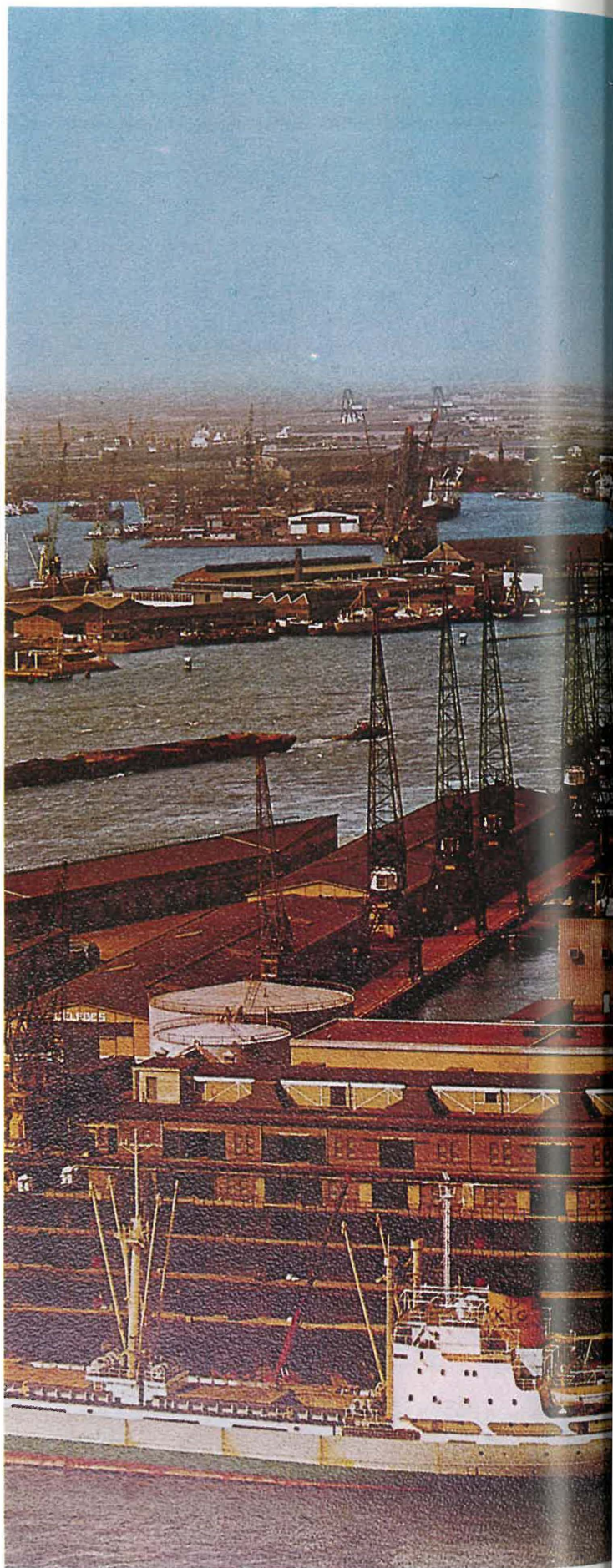
In this 'golden century' the Dutch reached the height of their success as a world power. The Dutch East India Company, founded in 1602, built up a rich empire in the Far East (especially in what is now Indonesia) which was to survive until the Second World War. They traded with China and Japan; and Dutch trading stations and colonies were established in many other parts of the world. New Amsterdam, later to become New York, was founded in 1626, and the first Dutch settlement was founded in South Africa in 1652.

Then from the early eighteenth century the Dutch people took less interest in the world of power politics and Dutch influence began to ebb. The French Revolution and Napoleon's Empire shattered the calm of Europe, but once the Napoleonic influence was gone the Netherlands could look forward to many decades of peace. In the First World War the Netherlands kept a neutral status and the political capital, the Hague, was to become acceptable to all the great powers of the world as the seat of the Permanent Court of International Justice.

The Second World War brought Nazi occupation and the loss of many Dutch overseas territories; and the postwar years meant enormous problems in restoring the country. However the Dutch people, backed by American aid, tackled these problems with their usual commonsense and energy. Industry developed. The emphasis of national activity moved away from agriculture (though mechanised modern farming is still very important) to the service and manufacturing sectors. Back in 1930 farming and fishing provided jobs for 20% of the work-force. Now that figure is down to six percent, of a work-force of 4.7 millions. More than half - 54% - are in the service sector (including the Civil Service) and the remaining 40% of the work-force are in industry.

Today the Netherlands play a highly important role in the

THE NETHERLANDS



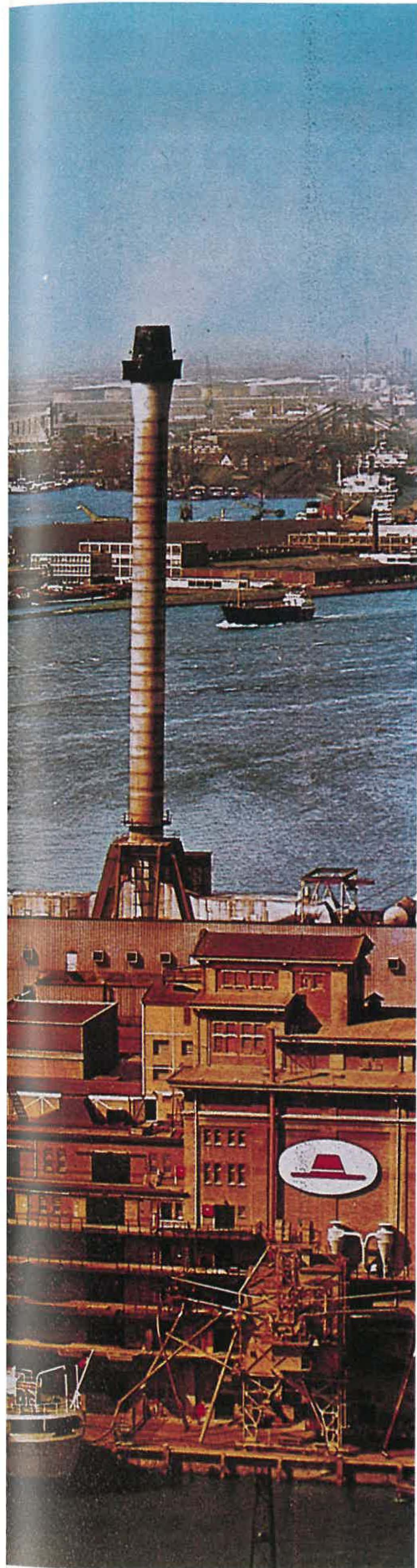
Those who have only heard or read about Holland may have the idea that it is just a small country. With charming old towns intersected by canals, and quaint little villages where housewives in wooden shoes daily scrub the street in front of their houses.

But there is also a different Holland. The country where Rotterdam is the busiest port in the world. A country which in the past consisted of more than one-third of water, but where now world famous pedigree cattle graze behind dunes and dykes.

Remarkable Holland, supplier of a wealth of products. The best known among them are probably the Dutch cheeses. The golden yellow "Gouda" cartwheels for example, or the bright red "Edam" globes are regarded in many countries as an exquisite delicacy.

Holland is also famous for its flower-growers who daily send tons of fresh flowers and bulbs to local and overseas markets. The Dutch are also fantastic vegetable and fruit growers.

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European scene. Their people are gifted in foreign languages, they are outward-looking, interested in foreign countries. Soon after World War Two they forged closer links with their neighbours, Belgium and Luxembourg, through the creation of the Benelux customs union. The Dutch economy has also been helped by the development of the European Economic Community as this has made it much easier for the products of Dutch industry and farming to find their way into the other member countries. Well over half of the Netherlands' exports are bought by other EEC countries.

Another benefit from the EEC has been the growing importance of the Netherlands as a country of transit. Rotterdam is the great port not only of the Netherlands but of all Europe. Three big rivers - the Rhine, the Mass and the Scheldt - make the Netherlands the area of transport entry to the European hinterland; and because of the transit and back-up services provided this area has attracted international industry. International steel and petrochemical industries have quickly developed there and this in turn has helped development of industry in other parts of the country.

But despite modernisation the cities and countryside of the Netherlands still retain a pleasing flavour of a famous and picturesque past, of regional traditions, of landscapes and interiors Dutch painters have made known to art-lovers throughout the world.

Amsterdam the capital, largest city with 729,000 inhabitants, is more than a great industrial and business centre. Its activities include an important diamonds industry, engineering and chemical plants, shipbuilding, a stock exchange. But the heavy industry is grouped mainly round the docks and in the city the visitor can spend days exploring the streets along leafy canals, the cafes, the splendid museums, or in a trip out to the fishing villages of Marken and Volendam to admire the local costumes. A favourite drive is to Haarlem (where the Dutch claim printing was invented) and then on to Leiden and the Hague, passing

through a part of the country where in spring thousands of hectares are covered with flowering tulips, daffodils and hyacinths and past a park where the most beautiful varieties are on display.

The Hague, with its stately buildings, art exhibitions and concerts still has the air of a court capital of old times. This is the country's administrative centre where parliament meets and the government ministries have their offices. Only 22 kilometres from the Hague lies Rotterdam, the world's busiest port, transshipping more than 270 million tons of goods a year.

But nothing is more important to the Dutch than the protection of their land from floods and the winning of more land from the sea. More than half the Netherlands lies lower than the high water levels of seas and rivers and more than 60% of the people live in these low-lying areas. Schiphol, the modern international airport, has its runways on the bed of a reclaimed lake, nearly four metres below sea-level; a few centuries ago a naval battle was fought over the spot where jet-liners take off today.

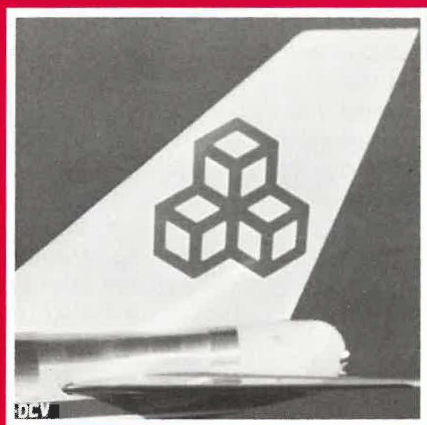
Flood control is vital. It was in February 1953 that the cruel sea last broke through, in large-scale floods that cost 1,835 lives. Many of the islands in the southwest were inundated and soon afterwards plans were put into force for closing off the estuaries as a measure of protection. This so-called Delta project is due to be completed in 1985, drawing on the experience gained in the 1930s when the great Zuyderzee in the north of the country was dammed off by building a 30 kilometre-long dam, transforming the Zuyderzee into an inland lake. With all this experience it's not surprising that Dutch experts are in demand on dredging and reclamation projects in very many parts of the world.

Indeed the Dutch people are a living example of what can be achieved by energy, intelligence and outward-looking policies, despite problems of space and lack of natural resources. ■

Schiphol Airport, situated between Amsterdam and The Hague, is one of largest and most modern in Europe.



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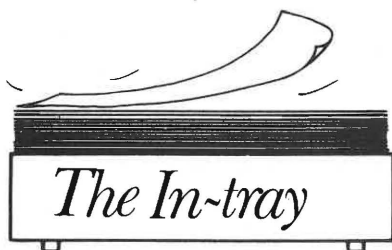




1 Firm orders worth more than HK\$5 million with a further HK\$15 million under negotiation were received by the Chamber's mission, which has just returned from the 18th Berlin Fair in West Germany.

2 The Chamber's representative Mr. P.K. Chan (left) presents an award to Good Citizen Award winner Mr. K. Leung. Another 39 citizens were also given awards at the Good Citizen Presentation held at Shun Lee Estate, Kwun Tong, on 31st August, 1980.

3 Twenty member companies heard Mr. J.J. Fowler, Director of AGA Products Australia Pty. Ltd, speak on "Doing business in Australia" in the Chamber's boardroom last month (September).



Asian Chambers Meet In Seoul

The 8th Conference of the Conferation of Asian Chambers of Commerce and Industry (CACCI) will be held in Seoul, Korea, from 26th to 28th November.

The theme of the Conference will be "Intra-regional cooperation for the development of Asia". Topics to be considered include "Trade cooperation between developed and developing countries", "Cooperation among member nations in national resources", and "Role of chambers of

commerce and industry for the promotion of technology transfer". In addition, the Conference will hold for the first time meetings of the Product and Service Councils, including Agriculture Machinery Product Council, Banking Council, Customs Brokers Council, Furniture Products Council, and Pulp, Paper and Paper Products Council.

The councils are intended to allow businessmen to exchange ideas on the promotion of trade, the exchange of information about specific products or services, the transfer of technology and investment cooperation.

The CACCI is a voluntary association of chambers of commerce and industry from Australia, India, Japan, Korea, Nepal, New Zealand, the Philippines and Taiwan. It has under-

taken several projects on economic cooperation such as the formation of the Private Investment Centre for Asia, training programmes for Chambers of Commerce executives, and publication of an Asian Trade Directory. For further information of the Conference, please contact the CACCI, CCPF Building, Magallanes Drive, Manila 2801.

Holland To Hold Floating Exhibition In Hong Kong

Acting Director Harry Garlick and Assistant Director for Trade T.L. Tsim received a delegation from the Netherlands Council for Trade Promotion on 11th September.



UK Textile Mission 80 calls on Chamber

4 Mr. David Newbigging (left), the Chamber's Chairman, in conversation with Mr. Cecil Parkinson, UK Minister for Trade.

5 Mr. Newbigging (left) introducing Mr. Parkinson (second left) to the Chamber's representatives Dr. James Wong (third left), Mr. J. Schoonhoven and Mr. Don Stirling (right).



German Visitor

6 Dr Helmut Giesecke, Head of the Foreign Trade Department of the Association of German Chambers of Industry and Commerce (Deutscher Industrie- und Handelstag), recently called on the Chamber after a visit to China, in order to familiarise himself with our activities. He is seen here (left) with Acting Director Harry Garlick.



The Dutch delegation, headed by J.J. van Basten Batenburg who is the Director of the Netherlands Council, revealed details of a floating exhibition of Dutch products, due to visit Hong Kong from 19th to 22nd January, 1981.

This exhibition, entitled "Holland Expo II", will be held on board a passenger liner which will be moored at the Ocean Terminal.

Exhibitors taking part will include a substantial number of representatives of Dutch trading and shipping firms, governmental bodies, industries, banks and provincial institutions.

Attendance will be by invitation and only members who have a specific interest in products on display will be invited. The Chamber will be issuing invitations on behalf of the

Netherlands Council for Trade Promotion to interested member companies in November.

Please watch our circular to members, *Operation Contact*, for a further announcement.

New members

A total of 22 companies joined the Chamber as new members during September:

Belimex International Ltd.
Bunson International Co.
Caprigo Industrial Company
G-Full Corporation
Hill & Delamain (Hong Kong) Ltd.
Hip Shing Industrial Company
Hong Kong Tientsin Fur Co. Ltd.
J & K Trading Company
Kings Pacific Co.

Kwan Fung Industrial Co., Ltd.
Nanyang Commercial Bank Ltd.
Nelsons International Corp.
Red Sea Trading Co., Ltd.
Regal Way Co., Ltd.
Teletron Electronics Co. Ltd.
Tim Ming Gloves Factory
Bank of China
G.T.A. Company
Gustronic Industries Ltd.
Podame Int'l (HK) Ltd.
Sin Hua Trust, Savings & Comm. Bank Ltd.
Skitex Ltd.

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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。

主席率領高層代表團訪英

本會主席紐璧堅將於十一月三日至五日，率領一個高層代表團訪問英國，向英高級官員及工商界闡述香港的近期發展，並介紹前來香港拓展市場的機會。

該團的行程計劃經已籌備就緒，其中最盛大的一項活動是於十一月三日晚，設宴款待英國官員及工商界知名人士。屆時，港督麥理浩爵士將蒞臨並會在席上發言，而最近率領英紡織業代表團訪港的英國貿易次官栢金遜則將在會上致答詞。

訪英期間，該團將與英國工業大臣約瑟夫爵士及英國貿易大臣洛迪會晤。此外，在英國工業聯合會、倫敦工商總會及伯明罕工商總會安排下，該團亦將與工商界高層人士進行會談。

陪同紐氏訪問的團員包括副主席馬登、香港上海滙豐銀行副主席包約翰、長江實業有限公司主席兼董事經理李嘉誠、南海紡織股份有限公司主席兼董事總經理唐驥千、東方海外貨櫃航業有限公司主席董建華、英國駐港高級商務專員馬卓賢及本會執行董事麥理覺。

紐氏稱：「本團精選的團員包括了香港主要經濟行業的代表，他們皆可代表本行發言。」

他續稱：「我們的訪問目的是希望引起英國官商權威人士注意香港的近期發展，以及本港可為英工商界與投資者提供之市場拓展機會。」

他稱：「例如，我們將強調港方所作的決定，經常可影響及海外各地。當然，我們亦將談及香港在中國現代化計劃所擔任的重要角色。」

在策劃方面，該團得到英國駐港商務專員公署、港府駐倫敦辦事處、英國貿易部及香港工商協會倫敦總會的協助。

歡迎第二千五百個會員

十月或最遲十一月間，本會將吸收第二千五百個會員。雖然那一間公

司將成為第二千五百個會員仍未知道，但本會現正準備為此舉行一項小型頒贈儀式。本會於一九七二年為第二千個會員舉行過歡迎儀式。

商品說明法案保障消費者？

港府為保障消費者而提出的商品說明法案的用意雖佳，但本會委員會認為實際上大部份都難以遵行，並因此大大加重港府的工作量，和減低對消費者的保障效果。整體上言，本會雖贊成該法案，但却擬請當局對若干條款作重新考慮。其中一項給予外國商標的保障比本港商標更佳。

本會財務策劃

本港某大會計師行現正與本會執行部合作，協助策劃本會未來數年之財政計劃。該會計師行將就明年增加會費的問題提出建議。

另一方面，本會亦委聘一間地產顧問公司，就會所的未來政策，提供意見。

民主抑或混亂？

民政事務委員會於九月份開會，討論港府提出之地方行政模式綠皮書。其中一項爭論的建議是增加民選議員的席位，但這些區議會只能參與地方性（非全港性）的行政工作。本會認為政府可能混淆了目的與方法，此項旨在鼓勵居民加強參與地方施政的計劃，存有方便候選人與說客集團達成不切實際協議的可能性。有關的意見已呈交予行政管理處處長及行政立法兩局非官守議員辦事處。

訂單源源不絕

本會組織的外訪貿易團再次回報佳音：參加柏林「攜手邁進」商展的代表團接獲訂單總值達五百萬元，另有一千五百萬元的交易仍在商議中。據報參加高德堡國際消費品展覽會的貿易團亦接獲可觀訂單。

本會另一個貿易團於九月廿七日

離港赴拉丁美洲四個國家——庫拉索、千里達、哥倫比亞及厄瓜多爾——推廣港貨市場。此乃本港第一個貿易團訪問哥倫比亞及厄瓜多爾。

會員認為非洲是個潛質優厚的出口市場。本會與貿易發展局於一九八一年春合辦非洲貿易團的計劃，獲得會員的熱烈反應。看來本會有必要每年組織兩個貿易團訪問非洲。

估計今年本會各貿易團接獲的訂單總值將超過一億元，而本會籌辦貿易團的全年經費則約為十萬元。由此可見，這是一項很有價值的投資。

葵涌貨櫃碼頭擠塞問題

本會船務委員會對葵涌貨櫃碼頭擠塞的問題日益關注。該委員會已就此問題向環境司提出探討。

向日本廠家推廣工業投資

工業促進科副經理馮棟澤於九月間赴東京出席第七屆亞洲包裝大會。會議結束後，他續留日本與數家對來港從事工業投資感興趣的日本公司作進一步聯絡。

執行董事放假不忘公事

本會執行董事麥理覺雖則在英國渡假，但亦忙於為十一月訪英的高層代表團辦理統籌事宜。他於九月底離英赴澳洲，並將於十月底回港復職。希望他能在澳洲多休息，渡過一個愉快假期。

中國委員會

本會中國委員會主席蘇偉澤於月前卸任，由卜內門（中國）有限公司陳德樂接任。而陳氏原任之副主席職位則由捷成洋行呂雅士填補。

在工業部助理董事馮若婷、工業資料科副經理區永祥及黃羽佳陪同下，中國委員會正副主席最近曾拜訪華潤公司，商談有關廣州交易會事宜。

此外，工業部亦為近期訪港的北京科技局官員安排了一系列參觀工廠活動。

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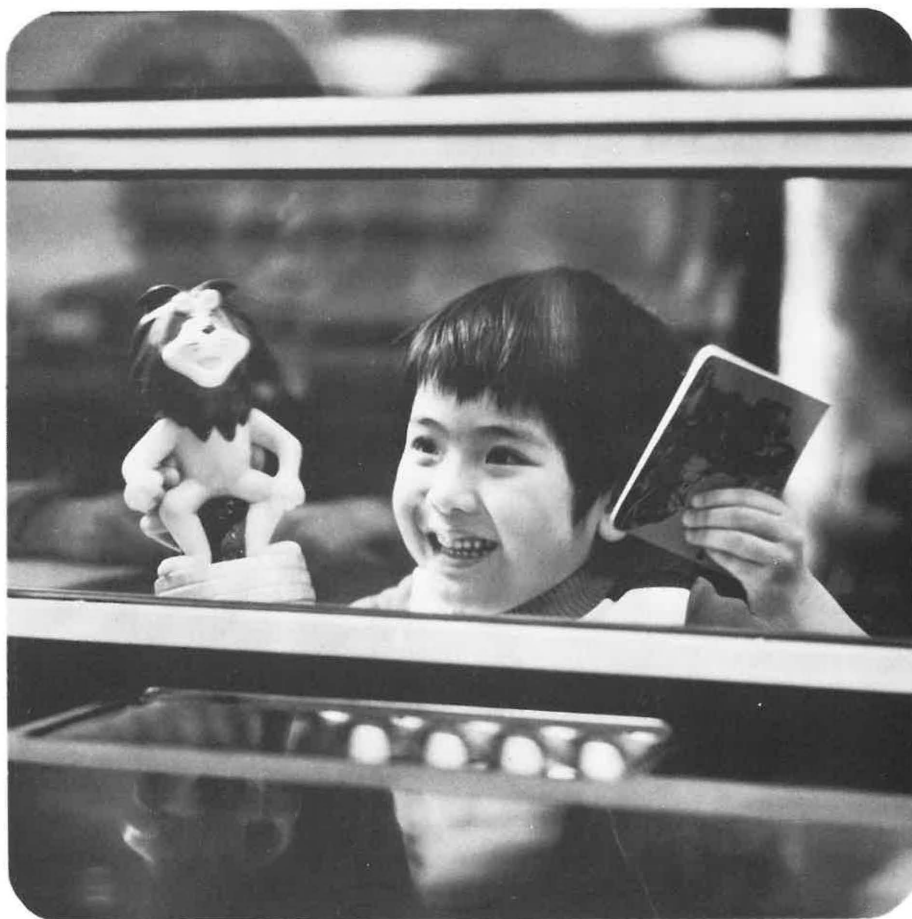
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Ask the Australian Trade Commissioner

荷蘭商品展覽船明春訪港

明年一月，荷蘭一艘客輪將駛抵本港，舉行荷蘭產品海上展覽。在這艘展覽船抵港前，一個由貿易發展局主席簡悅強爵士及執行董事鄧寧率領的高層代表團，將於十一月啟程赴阿姆斯特丹、鹿特丹及海牙訪問。他們此行目的是促進本港與荷蘭之雙邊貿易。

這兩項活動強調了港荷兩地穩定發展的貿易關係，並足以顯示雙方皆在致力提高其在對方市場所佔的比率。

由於八一年博覽會乃荷蘭政府與出口商首次在遠東合辦的大型展覽，荷蘭對此舉十分重視。參展的一百四十多間荷蘭公司，將展出一系列由牛奶至資本財貨的產品。除香港外，該展覽船亦將訪問台灣、新加坡、菲律賓及椰加達。

駐港荷蘭領事館副領事博軒柱稱：「該展覽並非一個推銷團，而是向遠東展示荷蘭供應的各種產品和服務。去年，我們在中東亦舉行過同類展覽，成績美滿。今年，我們把展覽會移師遠東。」

對外貿易對荷蘭的經濟一向重要。出口貨品及服務佔荷蘭國家總生產

額約達百分之四十七。它的傳統貿易夥伴是歐洲共同市場及美國。

然而，荷蘭正日漸認識到中東及遠東發展中國家的市場潛力。博氏稱：「我們向亞洲銷售有機化學品及農產品，以交易其流行的服裝、玩具、洋娃娃、電器及電子產品。」他又指出：「荷蘭的經濟繁榮需依賴國際貿易的持續發展，而在這方面，我們將堅持一貫的自由貿易政策。」

駐港荷蘭副領事又稱讚香港的自由貿易政策，使荷蘭產品可以輕易進入本港市場。但他又指出，香港作為亞洲轉口中心的地位較重要，而中國市場的開放，必將進一步提高其轉口港地位。

港荷採取自由貿易政策的利益，從兩地貿易額的迅速增長可以顯見。今日，荷蘭是本港第十四大貿易夥伴，及第八大出口市場。

港荷雙邊貿易的一個顯著特色，是香港一直享有盈餘。不單只對香港的貿易如此，荷蘭對主要遠東國家的貿易亦同樣出現逆差。博氏指出，荷蘭政府已注意到此情況，並正在採取措施縮減貿易差距。

農業是荷蘭經濟一個重要部份，去年農產品佔該國出口總值達百分之廿三。鑒於荷蘭農產品的傳統出口市場——歐洲共同市場——已有飽和跡象，因此，目前必須積極拓展遠東、中東及拉丁美洲等其他市場。

最近，荷蘭農業部委派了一位官員來港宣傳荷蘭食品，尤其乳製品及農產品。另一位派駐日本的農業官員，則負責向馬來西亞、新加坡、菲律賓及日本市場展開推廣活動。

去年，荷蘭輸港的主要產品中，乳製品（以牛奶、奶油及奶粉為主）居第三位，入口總值六千四百萬港元。今年首六個月內，荷蘭乳製品的入口總值為三千二百五十萬港元，較七九年同期增加百分之六。

雖則港荷已建立了長遠的貿易關係，荷蘭對香港及遠東市場仍有若干不知情。博軒柱稱：「雙方政府就如何促進及改善經濟關係交換意見，永不嫌遲。我希望荷蘭公司會比現時更好利用遠東的商業活動中心。」

希望即將舉行的荷蘭八一年博覽會及貿易發展局的訪荷高層代表團，能促進雙方的了解和帶來可觀交易。■

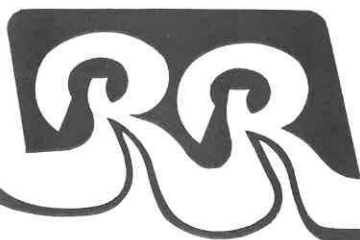
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荷蘭在港經營的四大行業

談到本港的荷蘭公司或產品，很自然便會想起飛利浦、HE INEKEN、子母、壽星公等牌子，和渣華、荷蘭銀行、KLM及SCANDUTCH等公司的名字。此名單充份代表了荷蘭商人在港經營的四大行業—製造業、貿易、船務運輸及銀行業。

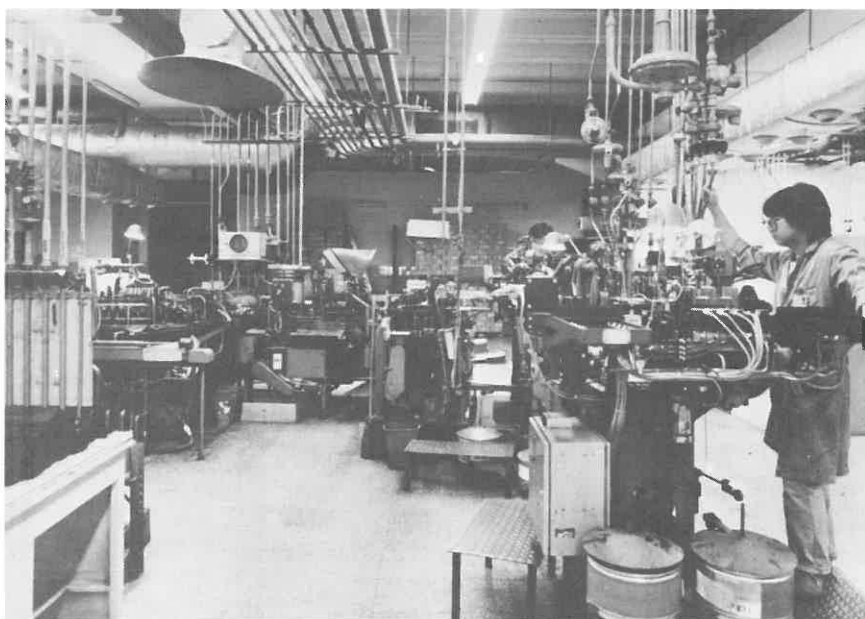
本港約有六十間荷蘭公司，其中有部份是與英商或華商合營。貿易大概是荷蘭人唯一最大的業務，荷蘭的貿易公司大多經營進出口生意，其中包括和士美洋行及利得馬有限公司在內。

利得馬有限公司向新加坡、緬甸及馬來西亞輸入鋸木材，運往歐美市場。此外，利得馬亦向歐洲輸出相簿、閃光燈及燈飾。該公司與專製卡式錄音帶的本港工廠AUDIO—VI—DEO MANUFACTURING (FAR EAST) LTD. 亦有商務聯繫。李氏透露，該公司剛獲飛利浦（香港）公司授權供應持有「飛利浦」標貼的空白卡式錄音帶。利得馬現正開始由錄音帶進軍錄映帶市場。

李氏建議，有意向荷蘭推銷新產品的港商，本身如與當地沒有商務聯繫，可與熟悉荷蘭市場的貿易公司聯絡。廠商亦可參加貿易團向荷蘭直接推銷，但李氏勸喻港商不要單靠寫信給當地買家，招徠生意。

本港最大荷蘭貿易集團之一，和士美洋行三位主腦人物的商場經驗可與李馬先生相比。他們就是孫厚文（香港辦事處的董事經理）、依華士丹（董事）及羅怡爾（製衣業專家）。

孫厚文是香港出口商會的傑出會員，一九七七至七八年間曾任該會主席，現為該會理事。依華士丹負責和士美洋行的行政。他於五年前由非洲來港。之前，他曾在非洲居住了廿五年。他太太是荷蘭人，有三個子女。將非洲與香港比較，他較喜歡香港。他說：「香港的生活很適意。」羅怡爾於四年前由台灣來港。和士美在港的主要業務是製衣。他稱：「我們向本地製造商訂購，然後出口予郵購商店及百貨公司。歐洲的配額限制使我們面臨困難，有時我們需向其他地方購入。」他又稱：「在香港，我們已覓得可靠的供應商。我們歐洲辦事處的代表參加所有的時裝展覽，為我們提供所需的資料。」



飛利浦製燈工廠是本港第一間使用自動化生產技術，製造袖珍燈泡的工廠。



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孫厚文



依華士丹



羅怡爾



船務業是荷蘭的經濟命脈。本圖所見乃渣華 BALTIMORE 號貨輪在進行下水禮。

和士美（香港）洋行是該集團製衣業務的遠東市場中樞。集團的歐洲時裝家專門設計新穎時裝。很多海外買家都經常來港參觀該公司的陳列室。和士美的成衣運銷世界多個國家。

荷蘭輸港的貨品主要是乳製品及農產品，尤其牛奶、奶油及奶粉。荷蘭產品入口商其中最具規模的是壽星公煉奶公司。乳製品乃該公司的主要產品綫。此外，它亦輸入荷蘭出產的雞精、火腿、香腸、朱古力，即溶咖啡及馬鈴薯粉。

該公司負責人周振明向本刊表示，雖則乳製品仍是主要業務，但壽星公煉奶公司現正想極力促進產品多元化。他稱：「我們與荷蘭的良好關係

，加上我們在香港取得的市場經驗，皆有利於公司推行產品多元化。不過，在選擇迎合香港華人口味的荷蘭產品方面，我們仍很謹慎。」

壽星公煉奶的營業額雖與市場規模並肩發展，但周氏指出，隨着紐西蘭及澳洲的廉價乳製品打進市場，競爭必將日趨劇烈。為保持競爭力，該公司現正致力推行產品多元化及拓展新市場。

荷蘭是本港第五大海外工業投資者，七間現設荷蘭工廠的投資總額達一億零二百八十萬港元。自一九七八年十月迄今，此數字一直未有增加，可見荷蘭人對考慮香港作為海外製造中心的抉擇，仍猶豫不決。

談及此問題時，很多本港荷蘭人對本刊表示，荷蘭人把香港視為一個貿易及服務中心。他們稱，國人可能仍未認識到香港所提供的工業投資機會，因此，他們認為港府值得在荷蘭積極推廣工業投資。

然而，有一間荷蘭公司是深知香港的工業發展潛力。飛利浦是本港最大的工業投資者之一，經營視聽器材、電子配件、袖珍燈飾的分銷及製造業務，產品主要去銷本港及遠東市場。

飛利浦製燈工廠於一九七四年投入生產。它是本港第一間使用自動化生產技術，製造袖珍燈泡的工廠，製造過程全部機械化，工人採分班制進行廿四小時生產。

飛利浦擁有一間全資附屬公司，製造手提收音機、時鐘收音機、汽車收音機及擴音機，去銷本地及海外市場。

中國市場開放吸引了飛利浦積極向國內推銷。最近，它與中國達成兩項向國內供應電視機及收音機的協議。此外，該公司亦獲簽署合約，為國

荷蘭稅例協助外國投資

九月，荷蘭主要港市鹿特丹委派了一位工業發展官員來港，向本港投資者推廣當地的貿易及投資機會。

鹿特丹乃世界上最繁忙的港口，規模比神戶港大一倍有多，去年裝卸貨物達二億九千三百萬噸。

工業發展官員托利多（L. VAN TOLEDO）接受本刊獨家訪問時表示，鹿特丹是西歐貿易、批銷、銀行業、船務及產品裝配業的一個通商口岸。他稱：「韓國、台灣及若干其他亞洲國家在鹿特丹皆設有官方或半官方的代表辦事處。雖則貿易發展局在阿姆斯特丹已設有辦事處，我建議香港亦應在鹿特丹開設同類性質的辦事處。」

托氏稱，貿易發展局主席及執行董事同意於十一月底訪問鹿特丹，就如何促進兩地貿易關係，交換意見。

他表示，鹿特丹及荷蘭其他主要城市乃國際性企業一個最理想的業務基地，尤其鑒於荷蘭財政制度所給予

的鼓勵及吸引條件。

經營商業及投資銀行業務的 PIERSON, HELDRING & PIERSON N.V.（香港分行）經理依倫博亦贊同此見。他稱，荷蘭財政制度（尤其外國企業利得稅）一般皆視為公平合理。他續稱：「公司稅制有兩項特點，使荷蘭對國際性企業尤具投資吸引力。」其一，荷蘭稅例規定，在若干情況下，公司若干類收入可免納荷蘭公司利得稅。其二，荷蘭與世界多個國家訂立的稅務條約，亦可減低外國所得稅率。

在工業國中，荷蘭外匯條例要算最無拘束。非居民之間的資金可以自由往來，此外，有關貨品進出口的支付，該國亦沒有限制，資金流動亦大致上自由。這些鼓勵給予工商機構在處理國際業務及照顧全球性需求上所必要的自由及適應力。

荷蘭不單只鼓勵本國工業的發展，同時亦鼓勵外國的參予和投資。過

去三十年間，經濟發展的重點已由傳統工業轉移至新工業，如化學、石油化工、紙料與印刷、電子技術、光學及能源工業等。糧食及奢侈品仍為重要的出口收益行業。

這些工業發展亦帶起了輔助性服務行業。國際機構在荷蘭開設的統籌辦事處尤具重要性。這些機構所代表的行業包括電腦、會計、市場研究、工程顧問、廣告及銀行業。

荷蘭約有百分之廿五的投資是來自海外，外國投資企業僱員佔總勞動人口五分之一。在五百一十萬勞動人口當中，有一百五十萬受僱於製造業，另有二百二十多萬從事服務行業。

利得馬有限公司董事李馬對香港可提供的貿易機會表示樂觀，因為港府對出入口并不加限制。然而，由於港貨售價提高，香港已漸失去低價消費品市場。他稱：「本港廠商現正致力提高產品質素，向高價貨市場邁進。」

港荷早期的貿易關係

香港與荷蘭的貿易關係由二十世紀初開始。其後，荷蘭銀行及渣華公司的前輩在港開設了代理辦事處，促進中國及日本與荷屬東印度羣島的雙邊貿易。印度尼西亞商業集團與中日廠商交易貨品，發展有利貿易。

吸引荷蘭人來港的最主要因素，大概是他們的特性與華人有相似之處。昔日，荷蘭商人常被稱為「歐洲華人」。

今日，荷蘭商人仍保持與華商相似的特性——用功、勤奮、可靠、守時及靈活。荷蘭人一向感激港府對自由工商業政策的瞭解。

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渣華集團

鑒於香港名列世界最大及最繁忙的港口，荷蘭渣華輪船公司在港開設辦事處已有悠久歷史，實在並不出奇。該公司來往世界各地的定期航綫服務，對本港出口商拓展新市場有很大幫助。

渣華集團名下的公司約有一百間，經營的業務範圍極廣，包括航運、貨物裝卸、船務代理、運輸、陸運、空運、離岸石油及天然氣的鑽探工程等。

渣華的總公司雖在鹿特丹，但香港是其業務的重要據點。本港辦事處負責統辦渣華船隊大部份輪船的航綫——包括由澳洲至遠東，印度至非洲，由遠東至非洲、中美及南美洲東西部地區。



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雄心勃勃的本港荷蘭人

作者羅倫斯為讀者介紹幾位本港知名的荷蘭商界及專業人士。

於三十年前成立的荷蘭會共有三百七十個會員。該會的活動包括橋牌聚會、汽車競賽會、荷蘭影片放映、復活節聚會、聖尼古拉斯兒童聚會（十二月五日）、對英軍及皇家香港遊艇會的駕駛比賽、遠足、野火會、二月嘉年華會、網球及壁球運動等。

除社交項目外，荷蘭會尚有舉辦其他活動。去年，該會成立了一個荷蘭慈善團，現時，基金累積的數目甚可觀。該團為越南難民兒童舉辦過戶外活動。此外，一個由本港荷蘭婦女組成的委員會亦與英童學校（ISLAND SCHOOL）合辦荷蘭語的學習課程。



積嘉女士

荷蘭會現任會長是積嘉女士（MRS. JAGER）。她於一九五九年來港，在此結識她丈夫，兩個女兒皆就讀於 ISLAND SCHOOL。

正如很多其他本港荷蘭人一樣，積嘉女士感到香港的生活方便和舒適愉快。她稱：「雖然我們經常返荷蘭渡假，但由於多年來留居遠東，我感到不再適應荷蘭的生活。」她續稱：「這裏的生活多姿多采——運動方面，可以打網球、划船；此外，還可以享受與朋友暢聚的情趣。本港的荷蘭人大部份都較年輕——其中很少是五十歲以上的。」

新來港的荷蘭移民對適應香港生活有問題嗎？年輕的夫婦會有思鄉病嗎？

積嘉女士稱：「我相信極少會有此情況出現。荷蘭會的其中一項活動是舉行咖啡早會，向新來港的荷蘭人

提供關於本港資料及他們可能需要的協助。」她又稱：「有時，知己分別會令你惆悵不已。一般荷蘭公司在若干年後總會把駐港的職員調動。不過，很多荷蘭人在離港後都再次回來，可見荷蘭人真的喜歡香港。」



F. VAN RAALTE

荷蘭駐港代表

荷蘭駐港總領事 F. VAN RAALTE 在荷蘭萊頓大學攻讀國際法律。三十五年前，加入國家外交事務部，曾先後被派往十五個不同國家任職。來港履任前，他是荷蘭駐都柏林的大使。他下一個任命應是派駐斯德哥爾摩，但由於該任命受到若干延誤，他遂留任香港。他稱：「這裏可以注意到中國及台灣的形勢，還有各種有趣的發展。」

「我對香港的前景抱有信心。我認為，看一九九七年及新界租約的問題，不應以墨守法規的態度去考慮，而應採以重實效的看法。香港可帶來的經濟利益對中國大陸十分重要，他們要盡量賺取厚利。或者，香港會慢慢成為大陸的一部份，如是，這將是個逐步的過程，一種滲透作用。」

至於港荷的經濟關係，荷蘭總領事稱：「在港荷雙邊貿易中，我們總出現赤字。誠然，在發展對港貿易方面，我們尚未盡全力。我們需要加強公關宣傳工作，向荷蘭商人介紹本港的貿易機會。我們亦必須促進對華貿易，（直接及通過香港），此外，我們亦須拓展與整個亞洲市場的貿易。」

玩具出口商

包偉能於一九四七年十月來港。



包偉能

一九五〇年，他加入庇理亞洋行有限公司為副經理。一九五八年，出任高怡洋行董事經理。其時，玩具業仍處於發展初期。包氏目睹本港玩具業的發展，今日，香港成為了世界最大的玩具出口地。

包氏性格平易近人，活力充沛。他感到香港的生活刺激和充滿朝氣。他稱：「我認為玩具業不會呈現衰退。倘情況沒有重大變化，香港工商業在未來五至十年間，將可保持穩好業績。政府的自由政策態度是玩具業前景的重要關鍵。本港玩具貿易及製造商由於沒有受到官僚作風的阻碍，他們比起某些其他廠商實處於較有利的地位。」

「另一個積極因素，是華商的進取及投機本能——他們願把最後一元的資金投注於若干現代化的超級機器，然後到處尋找訂單，維持生產。」

「最後，在香港，當然還需要勤奮學習，努力賺錢，才能立足。香港是個以金錢為動機的社會。」

他又指出：「本港情況已有轉變跡象，越南難民及中國移民現正對勞動工人的意願產生影響。工會方面亦開始施加壓力。」

包氏是個有名的遊艇駕駛專家。七五及七六年間，曾任皇家香港遊艇會會長。一九七八年，曾任荷蘭會主席。此外，於一九七五年，他亦為首屆香港玩具與禮品展覽的籌委會主席。

稅務律師

范赫倫（JAN F. T. VAN HAAREN）是國際稅務律師行 LOY-ENS & VOLKMAARS 的香



范赫倫

港代表。他在萊頓大學攻讀法律，一年前携同太太及子女來港工作。

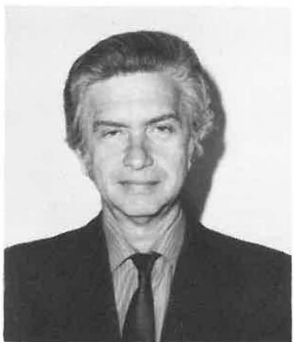
他解釋，荷蘭的法律工作及教育有三個主要部分：荷蘭法（民事及刑事），隸屬民事法制的公証法，稅務法，稅務法部分於一九六四年制訂。

畢業後，范氏曾在一間美國律師行的海牙辦事處任職。一九七三年，加入 LOYENS & VOLKMAA—RS。

他稱：「香港的生活和工作，提供了參與遠東商業及稅務一個良好的機會。」

與家人在港的生活又如何？

他稱：「香港的生活多姿多采。或者，除了人口太多之外，我對香港無可批評。」



J. W. L. KLEEVENS

大眾醫藥

J. W. L. KLEEVENS 醫生現任香港大學醫學院的大眾醫藥學副教授。他對此科目有滿腔的興趣。廿五年前，他在阿姆斯特丹攻讀醫科畢業。來港以前，他曾在荷屬新畿內亞從事國家醫務衛生的工作。印尼佔據

新畿內亞時，他在新加坡渡過了若干年，後於一九七八年來港，擔任港大醫學院高級講師。

他稱：「今日，我們需知道醫學不僅是治療醫院的病人。我們要使年

他稱：「今日，我們需知道醫學不僅是治療醫院的病人。我們要使年輕的醫生考慮防止疾病、促進健康的問題。醫生不單只要認識病人，還要認識病人的家庭、環境及背景。這個概念必須經過一段時期始會取得成果。」



李馬

獨立的貿易商人

利得馬有限公司董事李馬認為，遠東有他最適合居住的環境和朋友。他稱：「這個地方，使人惆悵的是朋友人經常來去匆匆，使人愉快的是你可以知己滿天下。」

李氏早年受到對外貿易知識的訓練。離開學校後，他加入了荷蘭海外代表協會一專為訓練青年人出國從事外貿而設的機構。其後，他在空軍服役，擔任情報官，（隸屬駐荷美空軍部的唯一荷蘭籍情報官）曾教授美國機師如何從事高空偵察工作。他於一九六三年來港，任職克馬洋行。一九七四年，出任該公司本港出口部經理。總公司發覺派他來港任職已有十一年，於是決定把他調返荷蘭工作。

他稱：「但此時，我對遠東已產生了深厚的感情，我在這裏成家，子女亦在此出生，這裏的朋友及聯繫對我來講，實在太緊要了。這裏最重要的事情是認識朋友，受歡迎和獲得信任。我尊重他們，他們亦接受我。」

他曾在荷蘭三寶家香港有限公司

任職董事經理四年。後於一九七八年，他開設了自己的公司。他的合夥人有的在法國、荷蘭及香港。

他稱：「從各觀點看一交通、中國人的常態、銀行、電訊、國際運輸服務等，香港都是世界上最理想的做生意地點。」

「你的決定必須要快，但你亦必須懂得如何忍耐和保持冷靜。如果你生性躁急，你就會受不了。」



洛達士

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他稱，香港是印刷業一個具發展潛力及挑戰性的市場。在本港，與平面刻印業務有關的公司超過二千五百間，包括報業、出版、印刷及包裝行業等，僱員總數約二萬三千人。這行工業的發展遍及廣大的地區，如遠東。隨著印刷品的需求增加，印刷儀器的需求亦相應增加。

洛氏表示，他非常喜歡現任的工作。他稱：「我尤其喜歡與華籍客戶接洽，及與華人合作辦事。」

他來港後提出的一項創新，是開辦了一本關於印刷業的專門雜誌。他稱，該雜誌的名稱「EP」，是取其形狀與中國「印」字的字形最相似。這是一本季刊，辦得非常成功。 ■



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荷蘭

談到荷蘭，很自然便會想起風車、鬱金香、帶白高帽穿木鞋的村女、運河、海堤和黑白的牛羣。

這個情景雖仍真確，但大部份已屬過時。荷蘭的農業生產良好，然農民只佔少數。自第二次大戰以來，荷蘭工業有長足的發展。不過，歐洲史上有名的荷蘭古鎮、寬廣的綠野平原（除東南部有山外，荷蘭全國都是平地）、四圍的海堤及運河——等等，仍是風景畫家筆下的不朽景象。在人口壓力下，荷蘭人歷代從事填海工程，已成為該國的歷史特色之一。

荷蘭人煙稠密，全國面積僅12,978方里，但人口却有一千三百五十萬。該國的人口密度在全世界可謂數一数二。

荷蘭是在地理形勢上佔有重要地位的一個歐洲小國。它與巴黎、倫敦及德國魯爾工業區之間僅有五百公里的半徑距離，而荷蘭的主要港口鹿特丹亦座落在西歐的海、陸、空交通網中心點。因此，荷蘭是歐洲的一個通商口岸，亦是學者、科學家、商人及入侵軍隊的交聚點。

由於其地理形勢關係，荷蘭成為與歐洲及遠地通商的主要貿易國乃自然的事。工業亦通過原料加工及轉口貿易不斷發展。昔日的風車還可供工業動力的用途。

荷蘭是個民主的君主立憲國家，比阿特麗克斯是現任的女皇。由於第二次大戰後的出生率激增，荷蘭人口較年輕，三十歲以下的荷蘭人佔總人口百分之四十。以世界的標準而論，荷蘭是個開明進步的國家，充份照顧到人民的福利。

荷蘭經歷過昌盛、帝國、文藝輝煌創作、戰亂和亡國的時期，繼而踏進一個新發展的時代。

荷蘭在民族血統上屬於德語民族。巴塔維亞及弗斯亞德族人約於公元前十四年移居萊茵河三角洲，（部份屬於羅馬帝國領土）。其後，羅馬勢力日衰，荷蘭遂成為其他帝國的一部份。十六世紀，赫斯堡大王朝統治了大半個歐洲，而荷蘭亦於此間渡過了最黑暗的日子。查理五世實行的宗教壓迫更加嚴厲。一五六八年，在WILLIAM THE SILENT領導下，荷蘭人民發起了獨立戰爭，於一五八一年，革命的地區宣告獨立，成立荷蘭聯合共和國。但戰爭依然持

續，直至六十七年後的威斯弗尼亞和約簽署後，荷蘭獨立才獲得各國承認。

十七世紀為荷蘭人的「黃金時代」，是共和國成立初的一個繁榮和文藝發展時期。荷蘭人是世界文藝創作的先驅。同樣，他們在科學、工業、建築、園藝、航海及其他很多方面亦享譽歐洲。此外，荷蘭在世界財經界亦居領導地位。於一六〇二年成立的阿姆斯特丹證券交易所乃世界第一間證券交易所，而阿姆斯特丹銀行則於一六〇九年開設，（比英國銀行成立更早）。荷蘭是第一個以徵收國產稅及發行國家獎券增加國庫收入的國家。

在這個「黃金世紀」，荷蘭的成就達到巔峯，成為世界強國之一。於一六〇二年成立的荷蘭東印度公司，在遠東地區（尤其今日的印尼）建立了宏大的企業。它們與中國及日本通商。荷蘭的貿易據點及殖民地遍佈世界各地。新阿姆斯特丹（稍後成為紐約）於一六二六年成立，而第一個荷蘭殖民地乃於一六五二年在南非成立。

自十八世紀初，荷蘭的國勢日漸衰落。法國大革命及拿破崙帝國打破了歐洲的平靜。但拿破崙失勢後，荷蘭又再渡過了一個世紀的平靜日子。在第一次大戰中，荷蘭保持中立國地位，而荷蘭的政治中心—海牙—更獲世界大國公認為國際法院和世界法律的首府。

第二次大戰期間，納粹黨佔據荷蘭，使荷蘭失去很多外國殖民地。戰後的荷蘭滿目瘡痍，百廢待興。在美國援助下，荷蘭人以一貫的常識和幹勁，使國家迅速復興，工業日益進步。國家的發展重點由農業（雖然現代機械化的農業仍然重要）轉移至服務及製造行業方面。一九三〇年，荷蘭的漁農業為勞動力提供了百分之二十的就業機會。今日，此數字已下降至百分之六。在四百七十萬勞動人口當中，有一半以上從事服務行業（包括政府公務員），其餘百分之四十從事工業。

今日的荷蘭在歐洲舞台上擔任着一個重要角色。荷蘭人對學習外國語文有天賦，對外國事物甚感興趣。第二次大戰後不久，該國即通過比荷盧經濟聯盟，與鄰國建立密切聯繫。歐洲共同市場的成立，亦助長了荷蘭的經濟發展，它使荷蘭的工農產品在其他成員國中較容易拓展銷路。荷蘭一

半以上的出口貨是去銷其他歐洲共市國家。

加入歐洲共市亦使荷蘭作為交通網中心的地位日益重要。鹿特丹不單只是荷蘭的通商口岸，而且還是歐洲一個大商港。三大河流—萊茵河、馬士河及須耳德河—使荷蘭成為了歐洲內陸的運輸進口地。此外，鹿特丹的運輸及輔助服務更吸引了國際工業的投資。國際鋼鐵及石油化工業在當地的發展迅速，並且助長了荷蘭其他地區的工業發展。

雖則經過現代化，荷蘭的城市和村落仍保留昔日風光如畫的景色，和地方上的傳統特色。

首都阿姆斯特丹人口有七十二萬九千。它是荷蘭主要的工商業中心—經營的行業包括鑽石業、工程與化學工業、造船業及證券交易。重工業主要集中在船塢一帶。遊客可以沿着寬闊的運河，觀賞兩邊的街景、參觀博物館、或遊覽馬肯及華倫登漁村，觀賞荷蘭的民族服裝。春日駕遊哈倫、再往來登及海牙，經過滿鬱金香、水仙的田野，欣賞公園多姿多采的遊藝節目更是其樂無窮。

海牙的政府機關大樓、藝術展覽館及音樂演奏廳等建築物，使它仍保存古代大都會的風貌。海牙是荷蘭的政治中心，國會集會及政府部門亦在此辦公。離海牙廿二公里就是鹿特丹—世界最大的商港，每年轉運的貨量超過二億七千萬噸。

對荷蘭人而言，防止水淹及填海增闢陸地至為重要。荷蘭一半以上的領土低於水平面，百分之六十的人民都居住在低窪地區。荷蘭色福爾國際機場的跑道就是填海建成。

避免水災極之重要。最近一次嚴重海水氾濫於一九五三年二月發生，浸死了一千八百三十五人，多個西南部的小島遭淹沒。經此水災後，荷蘭政府又實行全面修築海堤以防止氾濫。此項稱為三角洲的工程，預期可於一九八五年完成。由於水對荷蘭的關係太大，荷蘭人對河海工程很有研究，關於水利的一類學問，世界各國都向荷蘭專家請教。

荷蘭人利用精力、才智及其對世界周圍事物的關注，克服了土地及天然資源缺乏的困難，實為一個現成的努力成功榜樣。

荷蘭



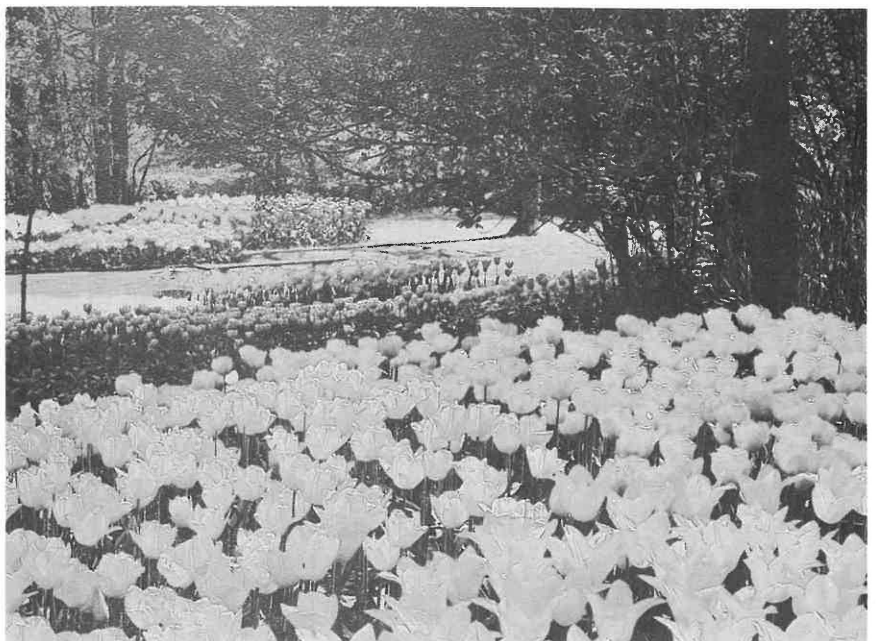
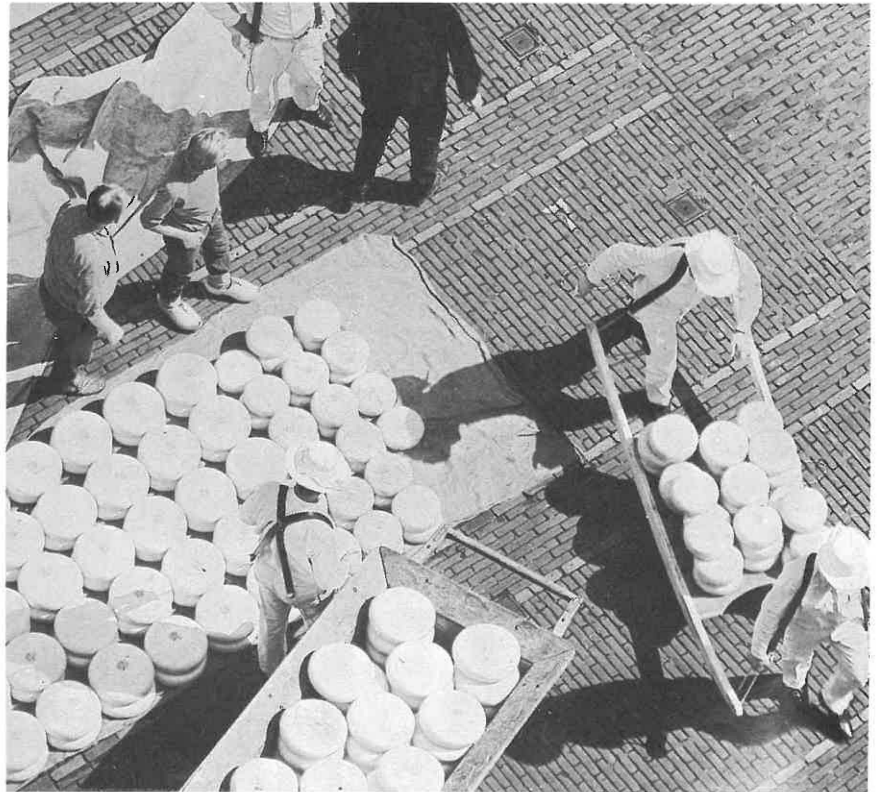
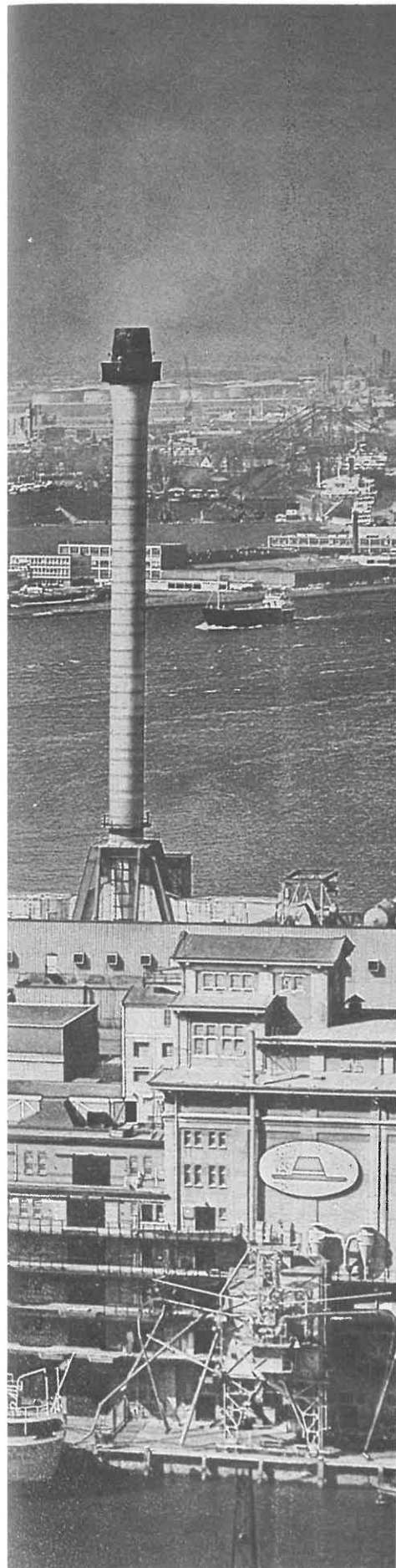
荷蘭是位於德國、比利時與北海之間的一個小國。它給人的印象是平靜—風景迷人的舊鎮交叉着寬廣的運河和古雅的村落，還有穿着木鞋的村婦在屋前洗擦街道。

但荷蘭尚有另一個風貌。南部鹿特丹是世界最繁忙的一個商港。昔日的荷蘭有三分一的領土是水，但今日荷蘭沙丘及海堤後面的田野已成爲了世界著名純種牛的牧場。

荷蘭的產品甚多，其中最著名的是乾酪。例如「GOUDA」（一種扁圓形的荷蘭乾酪）及「EDAM」（外紅內黃壓成球形之荷蘭乾酪）皆被很多國家視爲精美的食品。

荷蘭亦以種花著名，每日都有數以噸計的鮮花及球莖運往本地及海外市場。此外，荷蘭亦有出產大量菓蔬。

正因如此，本刊今期出版了「荷蘭專輯」





柏林商展獲佳績

前往參加第十八屆柏林商展的本會貿易團最近返港報稱，該團接獲訂單總值逾五百萬港元，此外，尚有一千五百萬港元的交易仍在商議中。



本會鼓勵市民參與減罪運動

香港總商會代表陳伯強頒發「好市民獎」予一位得獎者。在八月卅一日假觀塘順利邨舉行的好市民獎頒獎典禮中，共有四十位協助警方撲滅罪行的好市民獲獎。



科羅談澳洲

AGA 澳洲產品有限公司董事科羅上月蒞臨本會，以「在澳洲做生意」為題發表演講，共有二十間會員公司的代表出席聆聽。

簡報滙編

歡迎新會員

本刊歡迎廿二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）。

亞洲各國商會集會漢城

第八屆亞洲商工會聯會會議定於十一月廿六至廿八日假韓國漢城舉行。該會議主題是「地區性合作發展



英紡織業代表團訪問本會

本會主席紐璧堅（左）與英國貿易次官栢金遜會談。

亞洲經濟」。討論的範圍將包括先進與發展中國家之貿易合作，會員國家資源合作及商工會在促進科技轉移所擔任的角色。

此外，各產品與服務委員會亦將在會議期間舉行首次集會。這些委員會包括農業機械產品委員會、銀行業委員會、報關行業委員會、傢俬產品委員會、紙漿、紙張及紙品委員會。成立委員會的目的在於使商人能就促進貿易，提供獨特產品、服務、科技轉移及投資合作的資料，交換意見。

亞洲商工會聯會是個志願團體，



紐璧堅（左）將栢金遜（左二）介紹給本會代表王世榮（左三）、史緩豪芬及斯特林（右）。



德商會代表訪問本會

德國工商總會外貿會長茲爾賽博士，最近結束中國訪問來港，并拜訪本會，了解本會工作情況。本會為茲博士（左）與署理執行董事葛立科。

由澳洲、印度、日本、韓國、尼泊爾、紐西蘭、菲律賓及台灣各地的商工會組成。該聯會已推行過多項經濟合作計劃，如成立亞洲私人投資中心，為商會行政人員舉辦訓練課程，出版亞洲貿易指南等。

荷蘭在港舉行海上展覽

本會署理執行董事葛立科及貿易部助理董事詹德隆，於九月十一日接待訪港的荷蘭貿易促進委員會代表團。

由荷蘭貿易促進理事栢頓堡（J. J. VAN BASTEN BATENBURG）率領的代表團透露，一艘介紹荷蘭產品的展覽船，將於一九八一年一月十九至廿二日抵港訪問。

名為「第二屆荷蘭博覽會」的荷蘭產品展覽，將在一客輪上舉行。屆時，該展覽客輪將繫泊於海運碼頭。

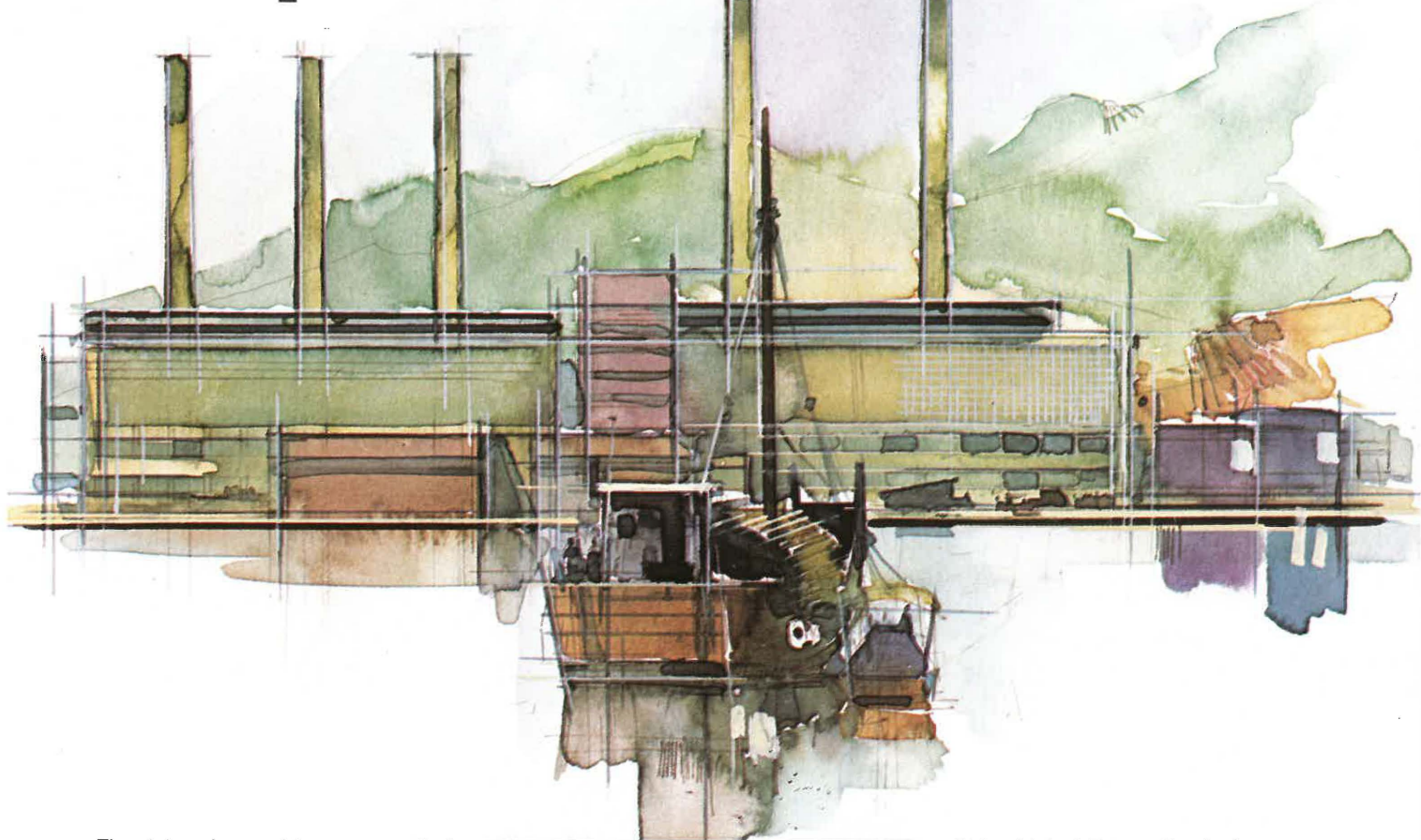
參展人士將包括多間荷蘭貿易與船務公司、政府機構、工業、銀行及地方機關的代表。

荷蘭貿易促進委員會將邀請對荷蘭產品有特別興趣的人士參觀展覽。本會將於十一月間，代表主辦機構發請柬予有意參展的會員公司。

有關詳情將在本會定期印發之「工商活動簡介」中公佈。有興趣參加的會員敬請留意。

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