

INSIDE THIS
ISSUE
今期內容

NAVIGATING AI IN
THE WORKPLACE
人工智能融入業務流程

DIALOGUE WITH THE
CHAMBER CHAIRMAN
與總商會主席對談

HKGCC'S BUDGET
PROPOSALS 2024-25
總商會提呈2024-25預算案建議

February 2024

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ROSY OUTLOOK FOR HONG KONG TRADE SHOWS 香港貿易展覽前景可期

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香港總商會 1861



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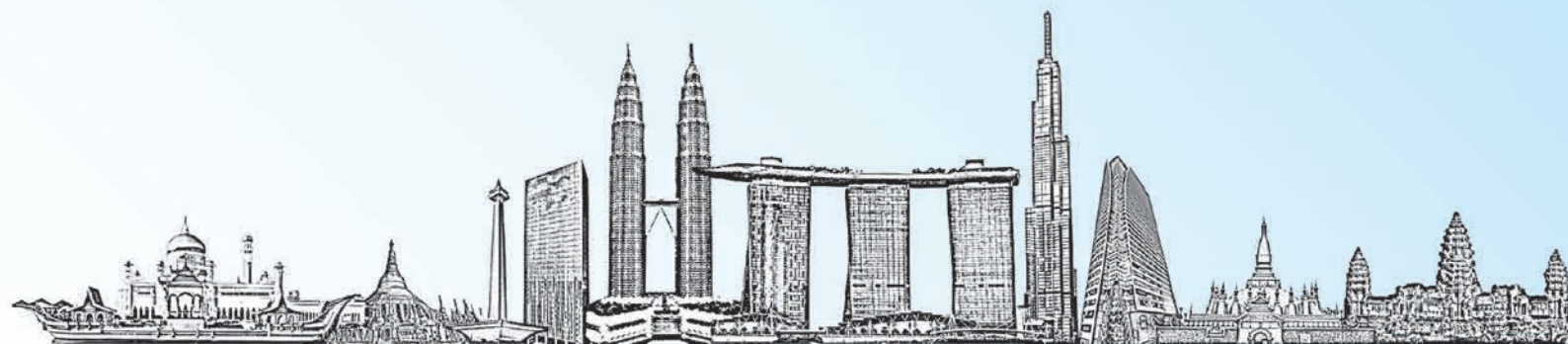
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Proposals to Retain a Competitive Edge

The Chamber's submission for the 2024-25 Budget focuses on cementing Hong Kong's status as a premier financial centre



為維持競爭優勢籌謀

總商會2024-25年度《財政預算案》建議書着墨於鞏固香港作為領先金融中心的地位

2023 年經濟起伏不定，香港各界都熱切期待財政司司長陳茂波在新一份《財政預算案》提出的措施。

考慮到外圍環境疲弱和疫後復蘇比預期慢，陳茂波表示《財政預算案》將積極促進發展、維護穩定，並投放資源推動經濟增長，造福香港市民。

總商會在 11 月進行的年度「商業前景問卷調查」結果顯示，約 37% 受訪者對前景審慎樂觀，預期 2024 年營業額將會增加。然而，42% 受訪企業認為業務狀況尚未完全回復，預料營業額將仍較低。

我們與會員進行廣泛諮詢後，已向香港特區政府呈上 2024-25 年度《財政預算案》建議書，就重振經濟建言獻策。本會建議書涵蓋多項重要議題，包括挽留和招攬人才的迫切需要，以及提高稅制效率的措施。

政府投資於創新發展，並牽頭舉辦外訪活動前往中東和東南亞等地區，固然值得肯定，惟當局亦需要為香港推出短期的紓困措施。

我們提倡將「中小企融資擔保計劃」下有時限的特別優惠措施再延長 24 個月，並就利得

稅、薪俸稅及個人入息課稅提供一次性全額退稅，上限各為港幣 6,000 元。

具競爭力的稅制是香港最寶貴的資產之一。在經濟持續不明朗的情況下，額外印花稅和雙倍印花稅等樓市降 措施只會適得其反，政府可考慮即時全面撤銷這些政策，以大大舒緩壓力。

香港是亞太地區中擁有最多全球 500 強家族企業的地點，政府正計劃將香港打造成家族辦公室樞紐。為此，我們建議取消附帶交易收入不超過 5% 的上限，並擴大單一家族辦公室利得稅優惠的合資格資產範圍。

與此同時，人力短缺繼續對港企造成不利影響。儘管當局已推出多項人才計劃，成功吸引不少國際專才來港，香港應制定更具針對性的策略，為不斷萎縮的人才庫補缺。我們提議向在職父母提供扣稅優惠和補貼、提供可負擔的托兒服務，以及支援僱主提升員工技能。

展望未來，面對世界急劇變化，我們將繼續努力維持競爭優勢，冀龍年能為香港和商界帶來轉機，迎來繁榮。

2023 was a mixed bag in terms of economic growth, and Hong Kong is keenly awaiting the policies that Financial Secretary Paul Chan will announce in his upcoming Budget Address.

Factoring in the weak external environment and slower-than-expected post-pandemic recovery, Chan has indicated that the Budget will actively chase development to promote stability, while resources will be allocated to drive economic growth and bring benefits to Hong Kong residents.

Our Annual Business Prospects Survey conducted in November showed that about 37% of respondents were cautiously optimistic about an uptick in business turnover in 2024. However, when compared to pre-pandemic levels, 42% believed that their business performance had not yet fully rebounded and would continue to lag.

After extensive consultations with our members, the Chamber has submitted proposals for the 2024-25 Budget to the HKSAR Government on reviving the economy. The submission addresses a raft of important issues, including the urgent need to retain and hire talent, and measures to make the tax system more effective.

While the Government must be applauded for investing in innovation and spearheading international outreach initiatives to regions like the Middle East and Southeast Asia, Hong Kong would also be well served by short-term relief measures.

We recommend extending the time-limited special concessionary measures of the SME Financing Guarantee Scheme for another two years, and providing a one-off rebate

on profits tax, salaries tax and tax under personal assessment by 100%, subject to a ceiling of HK\$6,000.

One of this city's greatest assets is its competitive tax regime. With the ongoing economic uncertainty, we urge the Government to consider immediate and complete removal of existing property cooling measures like the Special and Double Stamp Duties. These are counterproductive in the current climate and would also go a long way to alleviate the pressure.

Hong Kong is home to more of the world's top 500 family firms than any other destination in the Asia-Pacific, and plans are underway to transform the city into a family office hub. To that end, we suggest granting a waiver regarding the 5% cap on incidental transactions and expand the scope of qualifying assets for single family offices to enjoy profits tax concession.

Meanwhile, the shortage of manpower continues to adversely affect companies in Hong Kong. While the authorities have launched highly successful schemes to attract international professionals, a targeted approach is needed to repopulate the city's shrinking talent pool. We recommend granting tax deductions and subsidies for working parents, providing affordable childcare services and helping employers to upskill staff.

Looking ahead, I hope that the Year of the Dragon will bring positive changes and prosperity to Hong Kong and the business community, as we continue in our efforts to stay competitive in a vastly changed world.

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HKGCC'S BUDGET PROPOSALS 2024-25

總商會提呈2024-25預算案建議 22

NAVIGATING AI IN THE WORKPLACE

人工智能融入業務流程 28

DIALOGUE WITH THE CHAMBER CHAIRMAN

與總商會主席對談 42

HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861.
自1861年起，香港總商會一直代表香港商界，致力捍衛企業的權益。





Talking Points 議論縱橫

- 01 Proposals to Retain a Competitive Edge
為維持競爭優勢籌謀
- 04 Reinvigorating the Economy,
Improving Livelihoods
激活經濟 改善民生
- 06 Planning for a Rewarding Year
規劃豐盛的一年



On the Horizon 談商論政

- 22 Submission for the 2024-25 Budget
2024-25年度《財政預算案》建議書



Special Report 專題報導

- 28 Navigating AI in the Workplace
善用人工智能 引領職場變革



Member Profile 會員專訪

- 32 Diversifying Chinese
Medicine Services
推動中醫藥服務多元發展



Chamber in Review 活動重溫

- 42 Dialogue with the Chamber Chairman
與總商會主席對話
- 44 Cleopatra – from Lotus to Bauhinia
埃及艷后：從蓮花到洋紫荊
- 48 Unlocking SMEs' Innovation Potential
解鎖中小企創新潛力
- 49 Gearing Up! Women on Boards
裝備自己！實踐董事會性別多元化
- 50 HKGCC x MayCham Joint Luncheon
香港總商會與馬來西亞商會
聯合午餐會
- 52 Immersed in Practical Experiences
香港總商會與馬來西亞商會
汲取實務經驗



Reinvigorating the Economy, Improving Livelihoods

The key to recovery lies in boosting Hong Kong's competitiveness and creating strong impetus for growth



激活經濟 改善民生

經濟復蘇的關鍵在於提升香港競爭力和增強發展動能

香港正處於疫後復常階段，政府多次出招提振經濟，但經濟要復蘇至疫前水平仍有一段距離。

財政司司長陳茂波將於本月底發表《財政預算案》，政府應多措並舉，激活經濟，改善民生。他早前預計 2023 至 2024 年度政府綜合財政赤字或超過 1,000 億元，遠較去年初預測的 570 多億元高。

香港作為外向型經濟體，面對複雜多變的地緣政局，即使經濟恢復增長，亦未回到疫前水平，貨物出口持續受壓。

過去一段時間，本港樓市及股票市場交投淡靜，政府賣地表現遠遜預期，直接影響庫房收入。

鑒於旅遊業及私人消費是經濟增長的主要動力，政府多次出招推動夜經濟，包括舉辦「夜繽紛」活動。不過，市民是否願意消費也視乎對經濟前景的信心，故此治本方法還是「搞活」經濟。

我多番建議政府降低股票印花稅、全面撤銷遏抑樓市的「辣

招」或暫緩徵收「辣稅」，以刺激股市及樓市。

雖然政府已在去年 10 月發表的《施政報告》作出回應，惟市場交投仍未見很大起色。因此，外界期望政府會就新一份《財政預算案》再次審慎考慮進一步調整相關措施。

然而，增加庫房收入不能單靠提振夜經濟、刺激樓市股市，更重要的是增強發展動能，提升競爭力。為此，政府除了要鞏固金融、貿易、物流等產業優勢，亦要致力發展總部經濟，引進家族辦公室。

要把企業引進來，我認為香港必須開出優厚條件，例如向在港設立總部及家族辦公室的合資格企業提供更多稅務優惠，以及協助外籍人員申請簽證、住房、子女教育和醫療保健服務等。

透過加強香港作為宜居宜業之都的吸引力，着力招商引才，方可促進社會經濟的長遠發展。

As Hong Kong returns to normalcy, the Government has rolled out multiple measures to boost economic growth. Despite some improvements, recovery is still below the pre-pandemic level.

Financial Secretary Paul Chan will deliver his Budget speech at the end of the month. A multi-pronged approach is needed to reinvigorate the economy and improve people's livelihood. According to his earlier forecast, the consolidated fiscal deficit in 2023-24 is expected to be more than \$100 billion, far exceeding the original estimated \$57 billion at the beginning of last year.

Even though Hong Kong has returned to economic growth, as an externally oriented economy and amid ever-changing geopolitical complexities, there is still some way to go before reaching pre-pandemic levels, with exports of goods remaining subdued.

Meanwhile, the property and stock markets have been stagnant for some time, while revenue from land sales is substantially lower than expected. These have a direct impact on the Treasury.

Given tourism and private consumption are among the key drivers of economic growth, a number of initiatives have been launched, including "Night Vibes Hong Kong," to revive the city's after-dark economy. Nevertheless, people's willingness to spend depends on their confidence in the economic outlook. As such, revitalizing the economy is the only way to get to the root of the problem.

I have repeatedly urged the Government to cut the stamp

duty on stock trading, as well as withdraw or suspend the "harsh measures" for the property market to stimulate the stock and property markets.

Notwithstanding the responses set out in the Policy Address last October, trading activities have not shown any significant sign of improvement. In view of this, there are calls for authorities to take into careful consideration a further adjustment to relevant measures in the upcoming Budget.

However, public revenues cannot be increased simply by giving the night-time economy as well as the property and stock markets a boost. The key lies in creating strong impetus for growth and enhancing the city's competitiveness. To this end, Hong Kong must hone its strengths in sectors such as finance, trade and logistics, strive to develop a headquarters economy and attract family offices.

In my opinion, a conducive environment is a prerequisite for attracting enterprises. For instance, more tax incentives should be offered to eligible enterprises setting up headquarters and family offices in Hong Kong. Measures to facilitate expatriates to apply for a working visa, accommodation, healthcare services and children's education can also be introduced.

By enhancing our appeal as a great place to live and work, Hong Kong can attract more enterprises and talent to drive long-term social and economic development.

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Planning for a Rewarding Year

The Chamber is rolling out exciting events and activities this year as we work to serve our members and support the business community



規劃豐盛的一年

總商會今年將推出連串精彩的活動和項目，繼續為會員服務，支持商界發展

總商會在龍年將全力以赴，竭誠服務會員。我很高興在此預告，今年的活動密鑼緊鼓、豐富紛呈，令人期待。事實上，各式各樣的活動已陸續展開。

財政司司長陳茂波將於本月底發表 2024-25 年度《財政預算案》，鑒於經濟環境持續不明朗，我們期望預算案能提出一系列支援港企的政策措施。有關總商會提呈財政司司長的《財政預算案》建議書摘要，載於本刊第 22 頁。

本會將於今年推出的眾多旗艦活動之一，要數將在本月舉行的年度新春晚宴。萬勿錯過是次良機，與一眾總商會領導及中港兩地政府官員暢聚交流。在 3 月，敬請撥冗出席商界聯席午餐會，屆時財政司司長將闡釋最新一份預算案的重點。

隨著香港積極尋求與中東地區建立更緊密關係，吸引區內企業來港，總商會亦計劃在春季率團訪問中東。今年稍後，我們將前赴歐洲和多個內地城市（以大灣區為主）考察，以探索投資機遇，加強聯繫。

我們在 2024 年推出了一些全新活動，例如於 12 月啟動的「CEO 123 Tell Me More」系列，由商界大亨馬世民揭開序幕。本會將邀請各界的名人和領袖擔任每月講座的嘉賓，分享獨到見解和經驗。

一如既往，我們的活動日程當然也少不得廣受會員歡迎的歡樂時光聚會。本會與其他國際駐港商會合辦的這類聯誼酒會提供寶貴的平台，讓會員廣結人脈，同時擴展業務。

此外，我們力臻完善服務，因此十分歡迎和重視會員的意見，務求為各位帶來趣味、效益和實用性兼備的體驗，滿足業務需要。為此，敬請密切留意本會即將進行的會員問卷調查，分享您們對總商會服務、活動和項目的想法和期望。

本港企業素以勤勉上進、活力充沛見稱，各行各業均希望在新一年精益求精、更上層樓，我相信 2024 年將為商界迎來大量機遇，在龍年大展拳腳。展望未來，我們必須繼續互相扶持，一同克服種種挑戰，協力推動香港向前。

The Chamber is pulling out all the stops to serve our members in 2024, and I am happy to report that there is plenty to look forward to in the Year of the Dragon. In fact, our varied schedule of events and activities is already underway.

Later this month, Financial Secretary Paul Chan will reveal his Budget 2024-25, which we hope will consist of many initiatives to support Hong Kong businesses in what continues to be an uncertain economic environment. Read a summary of the Chamber's Budget Submission to the Financial Secretary on page 22.

Also in February, we will host our Annual Chinese New Year Dinner, one of the many signature events that the Chamber will roll out this year. Don't miss this chance to wine and dine with Chamber leadership as well as Government officials from Hong Kong and Mainland. In March, mark your calendars for the Joint Business Community Luncheon with the Financial Secretary, who will explain the salient features of his Budget policies.

The Chamber is also planning a spring mission to the Middle East, as Hong Kong seeks to build on the growing ties with business from the region. Later in the year, we will head to Europe, as well as visit several Mainland cities, with a focus on the Greater Bay Area, to explore investment opportunities and strengthen connections.

Our 2024 calendar of events includes some exciting new

additions, such as the "CEO 123 Tell Me More Series," which kicked off in December with businessman extraordinaire Simon Murray. These monthly talks will feature a range of personalities and leaders, who will share their insights and experiences in various fields.

As usual, you can expect our packed schedule to include the ever-popular happy hours organized with other international chambers in Hong Kong, which offer myriad opportunities to make new friends while networking and growing your businesses.

Last but not least, as we constantly strive to enhance our services, we welcome and value the opinions of members in making your experiences with us even more interesting, beneficial and useful for your business. To that end, watch out for our upcoming membership survey, where you can share your thoughts on the kind of services, activities and events you would like the Chamber to focus on.

As we all strive to keep up the good work, I believe 2024 will bring plenty of opportunities for our hardworking business community to prosper in the Year of the Dragon. Going forward, we must continue to support one another in helping Hong Kong to grow while overcoming the challenges still in our path.

Patrick Yeung
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Rosy Outlook for Hong Kong Trade Shows

香港貿易展覽前景可期

The strong rebound in 2023 and positive exhibitor sentiment, coupled with the Government's initiatives, have led to high expectations for the C&E industry this year
會議展覽業於2023年強勁復蘇，參展商看好市場發展，加上政府推出多項措施，令業界對今年前景期望甚殷

It's showtime for Hong Kong's convention and exhibition sector as it scales up to meet demand after the lean years of the pandemic. While the industry still faces challenges such as global economic uncertainty, rising operating costs and limited air transport capacity, fairs that left the city during the past few years are returning in 2024 and new shows are preparing to make a grand debut.

In 2019, the sector's contribution was HK\$58.6 billion, about 2.2% of Hong Kong's total GDP, attracting over 2 million visitors to the city. In the two years up to September 2022, only 175 trade shows took place at the Hong Kong Convention and Exhibition Centre (HKCEC) and AsiaWorld-Expo (AWE) – a 45% drop from pre-pandemic times.

While recovery in the initial months of 2023 was slow, the second half of the year saw a significant upturn. Looking ahead, PwC's report on the Global Media and Entertainment 2023-2027 Outlook for

Hong Kong shows that the industry can expect steady growth in the post-Covid era, to propel total business-to-business revenue at 7.2% CAGR to US\$944 million by 2027.

"I think it is important to remind ourselves that Hong Kong remains ideally placed to be the strategic international hub for trade shows, conventions and MICE events," said Dr Peter Lam, Chairman of the Hong Kong Trade Development Council (HKTDC). He added that the resumption of international travel, the implementation of the Regional Comprehensive Economic Partnership (RCEP) and the potential of new markets provide many significant opportunities for Hong Kong businesses.

Stuart Bailey, Chairman of the Hong Kong Exhibition and Convention Industry Association (HKECIA), believes the positive trend could be attributed, at least in part, to the substantial expansion in the



Visitors crowd the Hong Kong International Jewellery Show at HKCEC in March 2023. Exhibitor and buyer participation in trade shows returned to around 70-80% of pre-pandemic levels last year.
 「香港國際珠寶展」於2023年3月假會展中心舉行，訪客絡繹不絕。參與貿易展覽的參展商和買家數目在去年回復至疫情前水平約七至八成。



This year's edition of Art Basel Hong Kong will have no fewer than 243 galleries from 40 destinations.
本年度巴塞爾藝術展香港展會將迎來40個地區至少243間藝廊參與。

size and scope of international events in Hong Kong as well as the Government's stimulus packages.

"Trade exhibitions in the last quarter of 2023 experienced a strong rebound, with a significant number of exhibitors and visitors," said Bailey. "Across the board, the industry has nearly returned to pre-pandemic levels. Some speculate that this recovery may be attributed to the post-pandemic honeymoon period, as global trade remains sluggish."

Citing a report published by HKECIA in June 2023, Lam said a total of 96 exhibitions were held in Hong Kong in 2022, of which 40 were trade exhibitions, while in 2023, more than 100 international business events were scheduled to take place.

"It was encouraging to see that exhibitor and buyer participation in its 2023 trade shows returning to around 70-80% on average of pre-pandemic levels, while some even reaching 90%. It is also pleasing to note that many exhibitors tell us they still prefer physical fairs over the online format, despite the ease of technology," said Lam.

For international conferences, the turnout was even more encouraging, with some such as the signature Belt & Road Summit exceeding pre-pandemic levels, he said. "As for the number of visiting buyers, the majority of our exhibitions have recovered to 80 to 90% of pre-pandemic levels. The internationality of the participants spanning over 200 countries and regions should also be underscored."

Bailey pointed out that exhibitions serve as a reliable indicator of trade, as exhibition stand bookings typically occur nine to 12 months in advance.

"Positive exhibitor sentiment for the year ahead is evident, and January has started well with the HKTDC's toy fair being highly praised for its success," he said. "Looking ahead, we have high expectations for 2024, anticipating that it will surpass the aforementioned levels. This is expected to provide crucial support to numerous industries in Hong Kong and serve as a catalyst for bolstering the local economy."

Full Steam Ahead

Monica Lee-Müller, Managing Director of HKCEC, said Hong Kong



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continues to retain its unique competitive advantages as a leading city for trade fairs and international conventions.

"After the turmoil of the past three years, all major recurrent trade fairs staged at HKCEC pre-pandemic returned in 2023 or will return this year," she said. In fact, between July 2022 and June 2023, HKCEC held 127 exhibitions, compared with 110 in a regular year, attracting over 5.5 million visitors.

Next month, HKCEC will host the APLF Leather & Materials fair, as well as Art Basel Hong Kong. Art Basel will feature 243 galleries from 40 countries and territories – a 37% increase in exhibitor numbers compared to 2023, marking a return to the show's pre-pandemic scale. Vinexpo Asia 2024, Asia's largest wine show, is also coming to HKCEC in May, after the 2023 edition in Singapore.

Lee-Müller said the number of recurrent trade shows at HKCEC is expected to reach 70, as in pre-pandemic years, with the volume of international exhibitors and visitors in 2024 gradually increasing from 2023, depending on flight capacity.

According to Irene Chan, CEO of AWE, conference and exhibition events at AWE in 2023 recovered to about 70 to 80% of pre-pandemic levels, and is expected to return to normal this year.

New exhibitions at AWE this year include the inaugural "Super Terminal Expo 2024" and "CAPA Asia Aviation Summit & Sustainability Awards 2024" in November. Super Terminal Expo 2024 is the first aviation-



A pavilion displaying products from Europe at the 15th HKTDC Hong Kong Baby Products Fair held in January. The show attracted over 26,000 buyers.

1月舉行的第15屆香港貿發局「香港嬰兒用品展」其中一個展館展出來自歐洲的產品，展會吸引超過26,000位買家到訪。

cum-logistics expo held in Asia, showcasing innovative initiatives like the smart airport transformation. Also making its debut is "ComplexCon Hong Kong." Launched in Los Angeles in 2016, this will be its first venture outside the United States. Scheduled in March, it will bring together street style, sports fashion, art, food and music and is expected to attract 30,000 visitors from around the world.

Other large-scale shows AWE will host in 2024 include HKTDC Hong Kong International Diamond, Gem & Pearl Show in March, Asia Fruit Logistica and Jewellery & Gem World Hong Kong in September, and Cosmopack Asia in November.

David Bondi, SVP, Informa Markets Asia, said the company was planning 10 events in Hong Kong this year, including the B2B industry's flagship show Jewellery & Gem World Hong Kong, which are expected to attract over 200,000 visitors in total. One of Informa

Market's biggest events last year, Cosmoprof Asia, returned after a four-year absence with more than 2,400 exhibitors. "The number of visitors was a remarkable 64% increase compared to 2019, coming close to the levels achieved in 2018," said Bondi.

Welcoming Stimulus Initiatives

Helping to boost growth are the HKSAR Government's measures to support the C&E industry, which also benefit the hospitality and retail sectors.

"With the Government's funding support for the industry in staging more than 200 exhibitions over three years starting in mid-2023, and the return of international fairs of other organizers, we are hopeful that conferences and exhibitions will see a return to pre-pandemic levels by the end of this year," said Lam.

Bailey agreed that the initiatives are undeniably attracting attention as



In May, HKCEC will host Asia's Vinexpo Asia 2024, a leading international tradeshow for Asia's wine and spirits sector.

會展中心將於5月舉行亞洲葡萄酒及烈酒業的領先國際貿易展覽Vinexpo Asia 2024。

organizers understand Hong Kong's distinct advantages as a trade show and convention destination. "The fact that subsidies are exclusively available for recurring events further contributes to the long-term advantage, ensuring Hong Kong's sustained success in this sector," he explained.

Chan pointed out that the Government is also taking forward the AsiaWorldExpo Phase 2 project, together with the Wan Chai North redevelopment project near HKCEC, to substantially increase largescale C&E spaces by 40%, to 220,000 sq m. "The development includes building the largest indoor multipurpose performance arena in Hong Kong with over 20,000 seats," she said. "AWE's convention and exhibition space will also be increased to 100,000 sq m."

However, Bailey believes exhibition capacity has become a concern. "Although the Government has a long-term plan to increase

exhibition space, some of these plans won't be completed for over a decade. Consequently, we are urging for interim solutions that would enable the industry to expand and prepare for the new facilities."

The Bigger Picture

With the authorities promoting stronger connections with ASEAN countries to promote trade in Hong Kong, Lee-Müller said there was a noticeable increase in trade buyers from ASEAN countries at HKCEC last year. Taking September's Jewellery & Gem World exhibition as an example, she said ASEAN exhibitors accounted for 21% of overseas exhibitors, an increase of 2.5% from before the pandemic.

Meanwhile HKTDC is working with HKECIA and the Hong Kong Tourism Board (HKTb) to promote Hong Kong as an international trade shows and MICE centre. "For

example, we joined HKTb in the UFI Global Congress in Las Vegas in November to network with tradeshow organizers from around the world," said Lam.

At Messe Frankfurt (HK) Ltd, business is back on track. In January, the company jointly organized the Hong Kong Toys & Games Fair, Hong Kong Baby Products Fair and International Stationery & School Supplies Fair with HKTDC. Held over four days, the events attracted some 83,000 buyers from 135 countries and regions, including the Mainland, ASEAN, Japan, Korea, India, United Kingdom, Germany, Italy and Russia, with buyer numbers from China, India, Malaysia, Indonesia and Singapore growing significantly.

Managing Director Wendy Wen said Messe Frankfurt was also promoting sustainability at its events such as "Econogy," and bringing together key sustainability players at its dedicated trade fair "Eco Expo Asia" in Hong Kong.

"Zooming into China and ASEAN, we are seeing multiple sectors going from strength to strength, with in-person business strongly encouraged," she said. "In fact, some of our trade fairs are anticipating record highs this year. For example, our professional audio and lighting trade fair Prolight + Sound Guangzhou has already confirmed a record-breaking 190,000 sq m of exhibition space for its May edition. Adding to the momentum is China's offer of visa-free entry for business and leisure travellers from France, Germany, Italy, the Netherlands, Spain and Malaysia."



At BIP Asia Forum 2023, IP professionals and industry leaders discussed the latest developments in the field and explored business opportunities. 知識產權專家和行業領袖出席「亞洲知識產權營商論壇2023」，討論業界最新發展及探索商機。

With open borders and a return to business-as-usual, the company held approximately 340 events worldwide, with more than 84,000 exhibitors and approximately four million visitors contributing to group sales of over €600 million.

The Show Must Go On

"One challenge is the severe shortage of manpower, although it's important to note that this issue is not unique to our industry," said Bailey. Other factors included long-haul flight scheduling and pricing, which were directly linked to the availability of skilled manpower.

High inflation and escalating costs in travel and accommodation also contributed to making Hong Kong an expensive destination, which could have a dampening effect on the industry. "In terms of visas, Hong Kong generally has a favourable track record," he said. "However, there are still visitors from some countries who

face difficulties in travelling to the Special Administrative Region (SAR). We are also advocating for a relaxation of entry rules for Shenzhen residents, enabling them to visit Hong Kong more than once per week for trade show activities." Chan said AWE faced a shortage of frontline staff during peak event periods, especially in teams taking care of catering services, event support and facilities management. She added they would continue to actively recruit and deploy human resources to meet the needs of various events.

"Some practitioners may not return after changing careers, and it will take some time to recover," explained Lee-Müller. To tackle the labour shortage, she said the company is actively recruiting via internship programmes with universities and tertiary institutions to offer students in hospitality and event management disciplines the opportunity to gain work experience. The industry

would also study the feasibility of importing foreign workers with the Government.

Despite the rosy forecast, Bailey said geopolitical uncertainty continued to be a significant factor with democratic elections taking place in important export markets worldwide. "We are waiting to see if these events will impact the industry," he said.

Lam reiterated that Hong Kong's role as a gateway to the Mainland – and as a key city in the Greater Bay Area – means it is ideally positioned to help local and international businesses seize opportunities in the market.

"In the coming year and beyond, Hong Kong's C&E industry will continue to play a pivotal role in helping businesses connect with opportunities worldwide, while reinforcing our role as a leading global business and investment hub and bridge between Mainland China and the world," he concluded.



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One of the longest-standing trade shows at HKTD, the Toys & Games Fair marked its 50th edition in January.

「香港玩具展」於1月踏入50周年，是香港貿發局歷史最悠久的貿易展覽之一。



The 16th edition of Asia Fruit Logistica was held in September at AsiaWorld-Expo after a three-year hiatus, bringing in over 13,000 visitors and buyers from 43 destinations.

經歷了過去數年的疫境，現在正是香港會議展覽業大展拳腳的好時機。儘管業界仍然面對全球經濟不明朗、營運成本上升和航空運力受限等挑戰，近年一度移師其他地方舉行的展覽將於2024年回歸香港，全新展覽亦即將隆重登場。

展覽業在2019年為香港經濟貢獻586億港元，佔本地生產總值約2.2%，吸引超過200萬人次訪港。在截至2022年9月的兩年內，只有175個貿易展覽於香港會議展覽中心（會展中心）和亞洲國際博覽館（亞博館）舉行，較疫情前水平下跌45%。

2023年首數月復蘇緩慢，下半年則顯著改善。展望未來，羅兵咸永道發表的《2023至2027年全球娛樂及媒體行業展望》香港報告預測，業界在後疫情時代將穩步增長，企業對企業總收益可望在2027年前達到9.44億美元，年均複合增長率為7.2%。

香港貿易發展局（香港貿發局）主席林建岳博士表示：「我們應當提醒自已，本港作為貿易展覽、會議和獎勵旅遊活動的策略性國際樞紐，仍然具備得天獨厚的優勢。」他補充，國際旅遊復常、《區域全面經濟夥伴協

定》正式生效，以及新市場潛力龐大，均為港企帶來重大機遇。

香港展覽會議業協會主席李劍彬認為，這個正面趨勢某程度歸因於本港舉行的國際活動大幅擴展規模和範圍，以及政府推出一系列刺激措施。

他解釋：「貿易展覽在2023年第四季強勁反彈，吸引大量參展商和訪客。整體而言，業界已接近回復到疫情前水平，但全球貿易持續疲弱，有意見指復蘇勢頭源於疫後蜜月期。」

林建岳引述香港展覽會議業協會於2023年6月公布的報告，指出2022年共有96個展覽在香港舉行，其中40個為貿易展覽，而2023年暫定舉行過百個國際商業活動。

「在2023年參與貿易展會的參展商和買家數目已回復至疫情前平均水平的七至八成，部分更達到九成，令人鼓舞。另一個好消息是，不少參展商向我們表示，儘管網上展覽便利參與，他們仍然偏好實體模式。」

林建岳表示，國際會議的反應更加熱烈，「一帶一路高峰論壇」等盛事的規模更勝疫前水平。「大部分展覽的

到訪買家人次已回復至疫情前水平的八至九成。參與者來自全球200多個國家和地區，反映這些活動的國際影響力。」

李劍彬指出展覽是未來貿易表現的可靠指標，因為展位一般需要提前9至12個月申請。

他說：「參展商對來年的樂觀態度顯而易見；香港貿發局在1月舉辦的玩具展大獲好評，正是一個好開始。展望未來，我們對2024年期望甚高，預料表現將更亮麗。這將大大促進本港各行各業的發展，有助提振本地經濟增長。」

全力以赴

會展中心董事總經理梅李玉霞表示，香港作為領先貿易展覽和國際會議中心，仍然擁有獨特的競爭優勢。

她說：「經歷了過去三年的動盪，疫情爆發前在會展中心舉行的大型恆常貿易展已於2023年開始陸續回歸。」實際上，會展中心在2022年7月至2023年6月期間舉行了127個展覽，較正常年度110個高，吸引超過550萬訪客。



第16屆「亞洲國際果蔬展覽會」停辦三年後於9月回歸亞博館，雲集來自43個地區的13,000多位訪客和買家。



For the first time since 2019, the APLF leather fair will be back next month at HKCEC with a host of international booths and a dedicated leather exhibition hall.

將於下月舉行的「亞太區皮革展」自2019年後首次回歸會展中心，展會設有眾多國際攤位和皮革專題展館。

會展中心將於下月舉行「亞太區皮革暨時尚物料展」和「巴塞爾藝術展香港展會」。後者將匯聚40個國家和地區的243間畫廊，參展商的數目較2023年增加37%，反映展會規模已回復至疫前水平。亞洲最大型酒展 Vinexpo Asia去年曾移師新加坡進行，今屆展覽將於5月重返香港會展中心。

梅李玉霞表示，隨着國際參展商和訪客的數目從去年起逐步回升，預料在會展中心舉行的恆常貿易展覽將達到70個，與疫情前水平相若，視乎航空運力而定。

亞博館行政總裁陳芳盈指出，2023年在亞博館舉行的會議和展覽活動已回復至疫情前水平的七至八成，預料今年將恢復正常。

今年將於亞博館舉行的新展覽包括11月的首屆「超級樞紐博覽會2024」和「CAPA 2024亞洲航空領袖峰會及可持續性獎」。超級樞紐博覽會2024是亞洲首個航空暨物流博覽會，展出智慧機場轉型等創新項目。此外，「ComplexCon 香港」將於3月首次亮相。ComplexCon於2016年在洛杉磯

首度舉辦，今屆為首次在美國以外地區舉行。這項盛事集合街頭潮流、運動時尚、藝術、美食和音樂，預計可吸引三萬名來自世界各地的訪客。

亞博館將於2024年舉行的大型展覽還包括3月的「香港貿發局香港國際鑽石、寶石及珍珠展」、9月的「亞洲國際果蔬展覽會」和「九月香港珠寶首飾展覽會」，以及11月的「亞太區美容供應鏈展」。

Informa Markets亞洲區高級副總裁龐大為表示，該公司今年計劃在香港舉辦10場活動，包括旗艦企業對企業展覽「香港珠寶首飾展覽會」，預料將吸引超過20萬人次進場。「亞太區美容展」停辦四年後再度登場，成為Informa Markets去年規模最大的活動之一，共有2,400多間參展商參與。龐大為說：「訪客人數較2019年大幅增加64%，與2018年的數字相近。」

刺激措施可取

另一方面，香港特區政府為會展業提供的支援措施既有助推動業界增長，亦令酒店款待及零售業得益。

林建岳說：「政府自2023年年中起三年內資助業界舉辦超過200場展覽，其他主辦方舉辦的國際展覽亦重臨香港，我們有信心年內會議及展覽的數量到年底可回到疫前水平。」

由於展覽主辦商理解到香港作為商貿會展之都享有無可比擬的優勢，李劍彬認同當局措施無疑能吸引各界注視。他解釋：「為恆常活動提供專屬資助，將進一步帶來長遠的效益，確保香港業界能延續優勢。」

陳芳盈指出，政府亦正推進亞洲國際博覽館二期擴建項目，連同會展附近的灣仔北重建項目，合共可大幅增加四成的大型會議及展覽空間，相當於22萬平方米。她說：「發展計劃包括興建全港最大的室內多用途表演場館，可容納二萬多名觀眾，而亞博館的會議及展覽面積亦將增至10萬平方米。」

不過，李劍彬認為展覽場地不足問題令人關注：「雖然政府已制定長遠計劃增加展覽用地，但部分項目需時十年以上才能竣工。因此我們促請當局推出臨時方案，讓業界能擴充展覽規模，為新設施落成做好準備。」

宏觀環境

鑒於當局積極促進與東盟國家的聯繫，推動香港貿易發展，梅李玉霞表示去年到訪會展中心的東盟地區貿易買家顯著增加。以「九月香港珠寶首飾展覽會」為例，她說東盟參展商佔海外參展商21%，較疫情前上升2.5%。

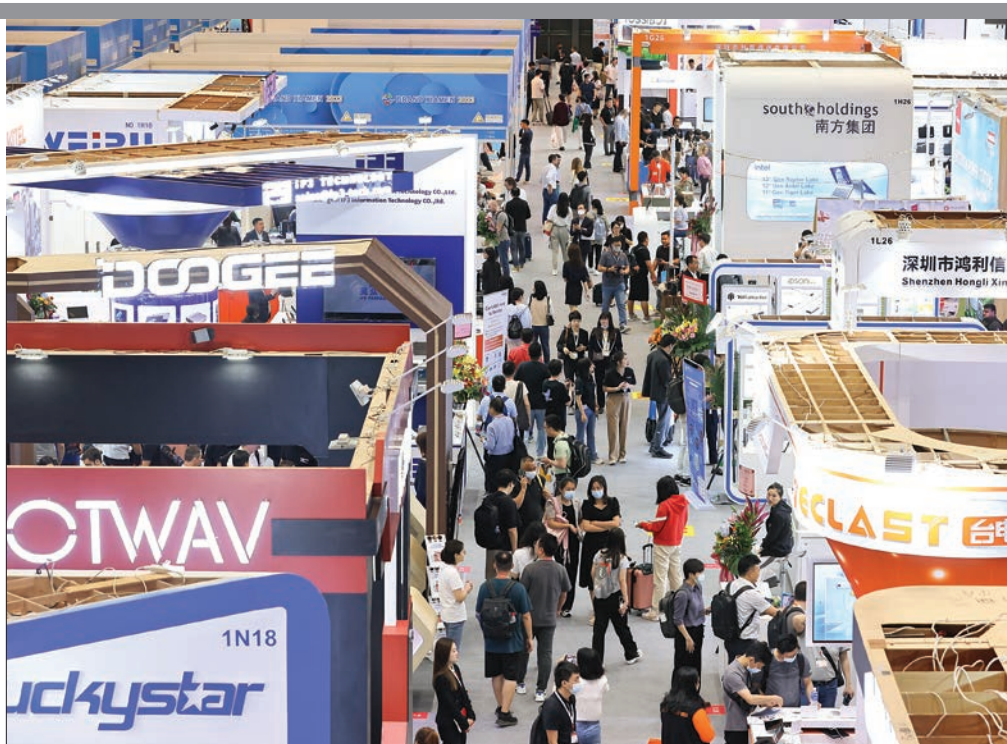
與此同時，香港貿發局正與香港展覽會議業協會及香港旅遊發展局（旅發局）合作，推廣香港作為國際會展之都的地位。林建岳說：「例如我們與旅發局參加於去年11月在拉斯維加斯舉行的『國際展覽聯盟會議』，與來自世界各地的貿易展覽籌辦商交流分享。」

法蘭克福展覽（香港）有限公司的業務已重上軌道。該公司於1月與香港貿發局合辦「香港玩具展」、「香港嬰兒用品展」和「香港國際文具及學習用品展」。為期四天的貿易展吸引來自內地、東盟、日本、韓國、印度、英國、德國、意大利和俄羅斯等135個國家和地區約83,000名買家到訪，其中來自中國、印度、馬來西亞、印尼和新加坡的買家數目更大幅增長。

董事總經理溫婷表示，法蘭克福展覽亦透過推出Econogy一類專門項目和在港舉辦「國際環保博覽」，致力推動可持續發展，凝聚業界動力。

「在中國和東盟地區，隨着面對面的業務往來大致恢復，多個行業表現節節上升。」她續道：「事實上，我們舉辦的一些展會可望在今年再創紀錄。以5月舉行的『廣州國際專業燈光、音響展覽會』為例，整體展覽面積將達到19萬平方米，規模為歷屆之最。此外，中國亦給予來自法國、德國、意大利、荷蘭、西班牙及馬來西亞的商務和休閒旅客免簽證入境待遇。」

自香港恢復通關、商業活動復常以來，該公司在全球各地舉辦了約340個



AsiaWorld-Expo CEO Irene Chan said conference and exhibition events at the venue are expected to return to pre-pandemic levels this year.

亞博館行政總裁陳芳盈表示，今年在亞博館舉行的會議和展覽活動可望回復至疫情前水平。

活動，吸引逾84,000家企業參展，約400萬人次到訪，為集團帶來超過6億歐元的銷售額。

迎向未來

李劍彬指出：「其中一個挑戰是人手嚴重短缺，但值得注意的是，這個問題並非業界獨有。」他補充，另一個因素是長途航班的時間安排和價格，而這與技術人員的供應息息相關。

高通脹率及旅遊和住宿成本上升，亦令訪港旅費大增，不利業界發展。他說：「簽證方面，香港整體上紀錄良好，但仍然有來自某些國家的旅客入境特區時遇上阻滯。我們亦提倡放寬深圳居民訪港的規定，容許他們『一周多行』來港參與貿易展覽活動。」

陳芳盈表示，在活動旺季期間，亞博館前線人手不足，尤其是負責餐飲服務、項目支援和設施管理的團隊。她說，該公司會繼續積極招募人才和調配人力資源，滿足各個項目的需要。

梅李玉霞解釋：「部分從業員轉行後未必會回流，因此業界需要一段時間才能完全恢復過來。」為應對勞工短缺，她表示該公司正透過推出實習計劃，積極招攬修讀酒店款待及項目管理的大學生和大專生，為學生提供實習機會，汲取工作經驗。業界亦會與政府探討輸入海外人才的可行性。

儘管前景樂觀，李劍彬認為隨着全球主要出口市場陸續舉行民主選舉，地緣政局緊張繼續是一大隱憂。他說：「這些事件會否對業界造成影響，仍然有待觀察。」

林建岳重申，香港作為通往內地的大門及大灣區的主要城市，應充分利用地理優勢，協助本地和國際企業把握市場機遇。

他總結道：「香港會展業將在未來一年和今後繼續肩負重任，全力協助企業開拓環球商機，同時加強我們作為國際商業及投資樞紐的角色，擔當連接中國內地與世界各地的橋樑。」

GOOD CITIZEN AWARD

50th Anniversary



To celebrate the 50th anniversary of the Good Citizen Award (GCA), I would like to take this opportunity to seek your help in ensuring that this very important and meaningful award continues for many more years by making a donation to the GCA Fund.

The Chamber is very proud to have sponsored the GCA since its inception in 1973, in conjunction with the Hong Kong Police and the Fight Crime Committee. The award really does change lives.

Over the years, **over 4,500** members of the public have been presented with a Good Citizen Award and a cheque in recognition of their bravery. These donations are from you, our members – you are the reason the award has been made possible for so many years. As previous donations are nearly exhausted, we need your support to ensure that Hong Kong remains one of the safest cities in the world.

By donating HK\$500 or above, you will receive HK\$400 worth of dining vouchers as gifts of appreciation (500 sets available), comprising:

- **The Tiffany Blue Box Café Hong Kong – HK\$200 Dining Voucher**
(sponsored by The Tiffany Blue Box Café Hong Kong)
- **The Fullerton Ocean Park Hotel Hong Kong – HK\$100 Dining Voucher**
(sponsored by Sino Group)
- **Hong Kong Gold Coast Hotel – HK\$100 Dining Voucher**
(sponsored by Ng Teng Fong Charitable Foundation)

We truly hope you will show your support for Hong Kong's brave citizens, who do the right thing and keep us all safe. Thank you for caring about this important award.

Making a donation is simple and quick, so please show your support for Hong Kong's Good Citizens via this link:

chamber.org.hk/gca2023

Scan the QR code below or simply PayMe. Your generosity will ensure that our good citizens will continue to be rewarded for their civic-minded actions and that Hong Kong remains a safe place to do business and for families to live.

If you have enquiries, please contact
Mr Jonathan Man

Email: jonathan@chamber.org.hk

Tel: 2823 1229



Donation Form



You may be interested to know the story of the youngest award winner in 1974, 6-year-old Fung Man-chung, pictured here with Lydia Shum, affectionately called "Fei Fei" by Hongkongers. Fung received the award after paving the way for the Police to arrest his kidnappers, and was inspired to become a policeman after graduating.

Other inspiring stories include:

Winner of the Good Citizen of the Year 2021

While on patrol as a building supervisor on three occasions between December 2020 and June 2021, Yeung Sui-lin detected cases of residents who were at risk of death in their flats if not rescued promptly. She made a report to the police immediately, and in doing so saved their lives.



“By going a step further, we can save one more life,” said Ms Yeung. “I hope everyone will continue to care for our community and pass on the spirit of mutual help and caring to the next generation.”

Winner of the Good Citizen Award 2022

In November 2021, Oscar Cheng saw a security guard chasing a man in a shopping mall. Joining the chase, he managed to subdue the suspected shoplifter and reported the case to the police.



“Be a model citizen with Hong Kong in mind,” said Mr Cheng. “Work together to ensure the stability of our city. Go hand in hand for a prosperous future.”



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Submission for the 2024-25 Budget

2024-25年度《財政預算案》建議書

The Chamber's recommendations to the Financial Secretary address some of the biggest challenges to Hong Kong's economic recovery. 總商會已向財政司司長提呈建議，應對香港經濟復蘇面臨的重大挑戰

In its recommendations for the 2024-25 Budget, the Chamber suggests introducing short-term relief measures, schemes that focus on retaining talent, as well as initiatives to boost Hong Kong's tax competitiveness. Below is a summary of some of the main points in the submission.

Short-Term Relief

Given the challenging economic environment, we call on the Government to provide a one-off rebate on profits tax, salaries tax and tax under personal assessment by 100%, subject to a ceiling of HK\$6,000 for each case.

We also call on the Government to extend the time-limited special concessionary measures of the SME Financing Guarantee Scheme for a further 24 months, and strongly recommend the immediate and complete removal of the existing property cooling measures, which include the Special and Double Stamp Duties.

Retaining and Attracting Talent and Business

Results-Oriented Bureaucracy

To enhance Hong Kong's overall operating environment, there is a pressing need for a systemic

and predictable approach to address policy and administrative inefficiencies. We call on the Government to implement a regulatory impact assessment framework to assess new policies and review existing regulations, ensuring their relevance and effectiveness.

Talent

Businesses in Hong Kong continue to grapple with acute manpower shortages. To ensure a sustainable supply of skilled labour in Hong Kong, our recommendations range from introducing a tax deduction for expenses incurred in hiring domestic helpers and caretakers, providing adequate and affordable childcare services for young families, to supporting employers for upskilling their workforce.

Regional Headquarters (RHQs)

To attract enterprises outside Hong Kong to set up headquarters and/or corporate divisions in Hong Kong, we call on the Government to provide finite concessions such as a three-year tax holiday and preferential tax rates to RHQs.

We also recommend that the Government engage with its Mainland counterparts on eliminating withholding tax on dividends

paid by Mainland businesses to Hong Kong investors by way of an administrative concession. As a starting point, we recommend launching a pilot scheme in the Greater Bay Area (GBA).

Creating the Ecosystem for Ultra-High-Net-Worth Families and Single Family Office (SFO)

To enhance Hong Kong's competitiveness in the global private wealth market, we call on the Government to grant a waiver regarding the 5% cap on incidental transactions and expand the scope of qualifying assets for SFOs to enjoy profits tax concession. We also urge the Government to provide further clarity on the process for the Capital Investment Entrant Scheme.

Company Re-domiciliation

To elevate Hong Kong as the preferred base for multinational corporations facilitate companies based overseas for re-domiciliation to Hong Kong, we call on the Government to provide greater flexibility and tax certainty for companies seeking to change their domicile to Hong Kong. We recommend that the IRD issues comprehensive guidance to specifically address transitional tax matters.



R&D and Innovation

The requirement to conduct R&D activities locally in Hong Kong to qualify for an enhanced tax deduction poses considerable challenges due to the chronic lack of talent and facilities compared to other GBA cities such as Shenzhen. We call on the Government to relax the policy on granting super deduction to also include R&D activities in the GBA.

Financial Markets

Green and Sustainable Finance

Considering the current higher interest rates and the consequent increase in financing costs, we call on the Government to issue bonds in different tranches periodically to mitigate interest rate risks. Consideration should be given to the

issuance of green bonds, to support environmentally friendly projects that align with the Government's commitment to sustainable development and addressing climate change.

To promote the development of green and sustainable finance in Hong Kong, private sector participation, especially from SMEs, in sustainable investments is important. We call on the Government to incentivize banks and other financial institutions to develop green finance products and services, to support sustainable projects across various industries, as well as provide related financial and administrative assistance to SMEs in green financing.

RMB Internationalization

Existing Connect Schemes could be further harnessed to enhance

the internationalization of the RMB across global markets. We also call on the Government to engage with Mainland authorities to broaden the range of eligible listed stocks under the HKD-RMB Dual Counter Model, thereby facilitating the trading of Hong Kong stocks denominated in RMB.

Virtual Asset

To further enhance the usage of RMB for international trade finance, we suggest that consideration be given to allowing the issuance of RMB stablecoins or stablecoins backed by a basket of different currencies, including RMB, in addition to HKD or USD stablecoins. We also call on the Government to explore the establishment of a Virtual Asset Connect Scheme, with a daily limit of approximately HK\$20 billion initially.

Attracting Financial Investors

To enhance the diversity of institutional investors in Hong Kong, ranging from hedge funds and pension funds to sovereign wealth funds, it is recommended that the tangible benefits of establishing a presence in Hong Kong be clearly articulated. Additionally, the Government can play a valuable role by facilitating dialogue with Middle East sovereign wealth funds that express interest in investing in the Mainland.

Taxing Non-Hong Kong Resident Digital Service Suppliers

To swiftly alleviate Hong Kong's serious financial pressures, the Government could impose a digital services tax ranging from 3% to 5% on digital services provided by foreign service providers, effective from the second half of 2024. This tax would apply to services such as online advertising, e-marketplaces, social media platforms, streaming and sharing of content, search engines, and user data intermediation.

Global Minimum Tax

We recommend that the Government design the domestic minimum top-up tax in a way that satisfies the requirements of functional equivalence to the OECD's Global Anti-Base Erosion Model Rules while satisfying the Consistency Standard set out therein to qualify for Qualified Domestic Minimum Top-Up Tax Safe Harbour. Given the global trend of delayed implementation of the Undertaxed



Payments Rule, we suggest that the Government adopt a "wait-and-see" approach, to better determine an appropriate timeline for implementing UTPR in Hong Kong.

Tax System

The global tax landscape has been evolving at an unprecedented pace. We call on the Government to (1) rapidly undertake the requisite digital transformation of the tax administration process, (2) set a specific goal on the number of additional treaties to be negotiated over a defined period, and (3) enhance clarity and promote efficiency for the oversight of non-tax grants and incentives.

Regional Intellectual Property ("IP") Trading Centre

To enhance Hong Kong's role as a regional IP trading centre, we suggest that the Government widen the scope of eligible IP assets, and permit claims by affiliates of IP owners to qualify for profits tax deductions, as this would encourage IP owners with overseas IP rights to register in Hong Kong.

International Trade Centre

To enhance the appeal of establishing a trading base in Hong Kong, we suggest that international traders be incentivized with a reduced tax rate of either 5% or 10%, depending on the nature of the qualifying trading income. Such a measure would be highly attractive for international traders that are seeking to establish a trading base in Hong Kong.

Retirement Protection

In the face of an ageing population, we call on the Government to provide tax incentives to boost retirement savings. Consideration should be given to setting the individual tax deduction caps at HK\$60,000 for tax deductible MPF voluntary contributions and qualifying deferred annuity policies premiums.

We also call on the Government to broaden the range of investment vehicles currently on offer. Consideration should be given to allowing partial withdrawal of MPF contributions for major life events, such as making a property purchase deposit by first time homeowners.

總商會已就2024-25年度《財政預算案》提呈一系列建議，包括推出短期紓困措施、制定計劃挽留人才，以及提升香港的稅務競爭力。以下為建議書的重點摘要。

短期紓困措施

面對充滿挑戰的經濟環境，我們促請政府就利得稅、薪俸稅及個人入息課稅提供一次性全額退稅，上限各為港幣6,000元。

我們亦提議政府將「中小企融資擔保計劃」下有時限的特別優惠措施再延

長24個月，並強烈建議立即全面撤銷現行的樓市降溫措施，包括額外印花稅和雙倍印花稅。

留住和吸引人才及企業

目標為本的官僚制度

要改善整體經營環境，當務之急是採取系統性和可預測的方式，應對政策和行政效率不彰的問題。我們提倡政府進行規管影響評估，評估新政策和檢討現行規定，以確保這些措施切合時宜、行之有效。

人才

港企持續受到人手嚴重短缺的問題困擾。為維持本港技術人手的供應，我們提出了多項建議，包括就聘用外傭和照顧者產生的支出提供扣稅優惠、向年輕家庭提供充足及可負擔的托兒服務，以及支援僱主提升員工技能。

地區總部

為吸引海內外公司來港設立總部或分部業務，我們建議推出特定的優惠措施，例如為在港設立地區總部的企業提供三年免稅期和優惠稅率。我們也提議政府

準時出糧 盡責守法

Employers Are Obligated To Pay Wages On Time



《僱傭條例》規定，僱主必須在工資期屆滿後或僱傭合約終止後

七天內支付工資給僱員。

The Employment Ordinance mandates an employer to pay wages to employees **not later than seven days** after the end of the wage period or the day of termination of employment.

拖欠薪金可被檢控，一經定罪，最高可被

罰款35萬元及監禁3年。

Any employer fails to comply is liable to a maximum **penalty of \$350,000 and imprisonment for three years.**

董事、經理、秘書或有關負責人同意、縱容或疏忽下欠薪，也可能要負上相同刑責。

Directors, managers, secretaries or responsible persons may be similarly liable to a penalty for their consent, connivance or neglect related to the offences.



與內地當局合作採取行政措施，豁免內地企業向香港投資者支付股息預提稅。我們提倡在大灣區推行先導計劃，以評估有關措施的成效。

建立超高淨值家族和單一家族辦公室生態系統

為加強香港在全球私人財富市場的競爭力，我們提議政府取消附帶交易收入不超過5%的上限，並擴大單一家族辦公室利得稅優惠的合資格資產範圍。我們亦提出進一步釐清「資本投資者入境計劃」的申請程序。

公司遷冊

為使香港成為跨國企業的首選據點，便利海外公司把註冊地遷至香港，政府應為有意遷冊來港的企業提供更大的彈性和稅務確定性。為此，我們建議稅務局就過渡稅務安排發出全面指引。

研發與創新

香港一直缺乏研發人才和設施，與深圳等其他大灣區城市相比，要在香港進行符合額外稅務扣減資格的研發活動相當困難。因此，我們提倡放寬額外稅務扣減政策，納入在大灣區進行的研發活動。

金融市場

綠色及可持續金融

考慮到現時利率高企，導致融資成本上升，我們促請政府定期分批次發行債券，降低利率風險。為促進可持續發展和應對氣候變化，當局亦應研究發行綠色債券，支持與上述政府目標一致的環保項目。

為推動香港的綠色和可持續金融發展，私營機構尤其是中小企業參與可持續投資十分重要。政府應鼓勵銀行和其他金

融機構開發綠色金融產品和服務、支持各行各業的可持續發展項目，以及向中小企提供有關綠色融資的財政和行政支援。

人民幣國際化

當局可進一步利用現有的互聯互通計劃，提升人民幣在全球各地市場的應用。我們亦敦促政府與內地當局一起探討擴大在「港幣 — 人民幣雙櫃台模式」下合資格上市證券的種類，以促進人民幣計價的香港上市股票的交易。

虛擬資產

為進一步促進人民幣在國際貿易金融方面的應用，我們建議政府考慮允許發行人民幣穩定幣或與一籃子貨幣（包括人民幣、港元或美元穩定幣）掛鉤的穩定幣。我們亦提議設立虛擬資產聯通計劃，每日最高交易額最初定為港幣200億元左右。

吸引金融投資者

為吸引對沖基金、退休基金及主權財富基金等各類機構投資者來港，政府可大力推廣在香港開設業務的實際益處，同時促進與有意在內地投資的中東主權財富基金的對話。

向非本地數碼服務供應商徵稅

為儘快紓緩本港沉重的財政壓力，政府可研究在2024年下半年向海外服務供應商開徵3%至5%的數碼服務稅，徵稅範圍涵蓋網上廣告、電子市集、社交媒體平台、內容串流和分享、搜尋器及用戶數據中介服務等。

全球最低稅率

我們建議政府在制定本地最低補足稅時，應達致與經合組織《全球反稅侵

蝕規則》功能等同的要求，同時滿足該規則訂明的一致性標準，以符合「本地最低補足稅避風港」的資格。鑒於全球各地傾向延遲實施「未充分徵稅原則」，我們建議政府採取觀望態度，以便更準確地判斷在港實行有關原則的合適時機。

稅制

國際稅務環境瞬息萬變，我們促請政府：（1）儘快推行稅務管理數碼轉型；（2）設立具體目標，在指定期間協商若干數量的新協定；以及（3）提高非稅務補助及優惠監管制度的清晰度和效率。

區域知識產權貿易中心

為提升香港作為區域知識產權貿易中心的地位，我們建議當局擴大合資格知識產權資產的範圍，並容許知識產權擁有人的附屬機構申請利得稅扣減，以鼓勵海外知識產權擁有人來港註冊。

國際貿易中心

為吸引國際貿易商在香港設立貿易基地，我們建議政府根據合資格貿易收入的性質，向他們提供5%或10%的稅務寬減，這對有意來港設立貿易基地的國際貿易商甚具吸引力。

退休保障

面對人口老化，本會呼籲政府提供稅務優惠，鼓勵市民增加退休儲蓄，例如將可扣稅強積金自願性供款和合資格延期年金保單保費的個人扣稅上限分別定為港幣60,000元，以及擴大現有投資工具的種類。

另外，政府應考慮允許市民提取部分強積金供款用於人生大事，例如讓首次置業人士支付首期。



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Navigating AI in the Workplace

There is a growing realization among businesses that the proactive integration of artificial intelligence solutions is a strategic necessity

The introduction of ChatGPT in 2023 took the world by storm. It was a turning point for artificial intelligence (AI), as it shifted from a niche topic among tech enthusiasts to a mainstream focus for business leaders and organizations worldwide.

ChatGPT is a form of generative AI, which is a type of AI that can create content from scratch. It has democratized technology, making it accessible to anyone without formal training. With generative AI, English is now the primary programming language, empowering a broader segment of the workforce to create graphics, websites and more.

This accessibility has inevitably resulted in AI becoming the ultimate work tool. The shift is not just incremental growth, but a fundamental paradigm shift. According to McKinsey's "The State of AI in 2023" report, Asia-Pacific respondents reported the highest percentage of regular use of generative AI tools, with 41% using them for work. This trend is expected to grow, with the technological research and consulting firm Gartner predicting that generative AI will become a workforce partner for 90% of companies worldwide by 2025.

Businesses are also witnessing tangible benefits from integrating AI into their operations. Increased

productivity and efficiency – such as time freed from mundane tasks like transcribing meetings and extracting action items, thus enabling the workforce to focus on higher-value work – is just the tip of the iceberg.

Generative AI is already revolutionizing tasks like automation, scaling content generation and enhancing creativity. Apps such as Microsoft Copilot and IBM's WatsonX are becoming indispensable companions in the workplace, helping workers with their daily tasks.

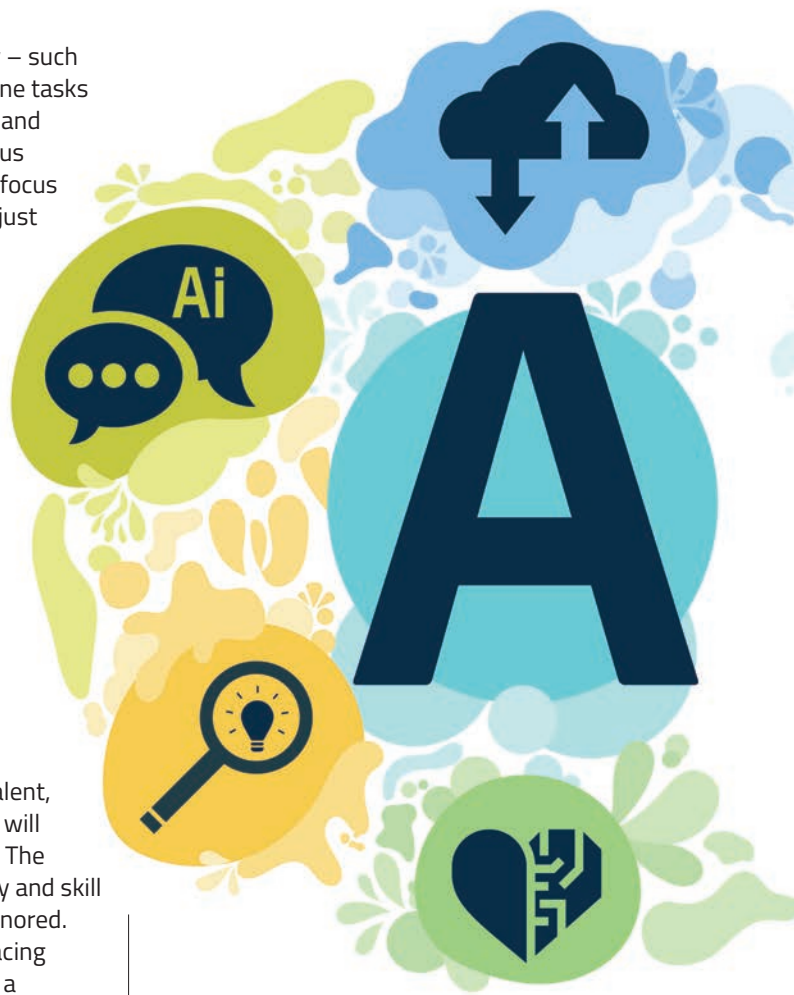
Impact on Manpower

As AI becomes more prevalent, the question arises – how will this affect the workforce? The impact of AI on job security and skill requirements cannot be ignored. Workers who resist embracing AI may find themselves at a disadvantage.

However, there is also a silver lining – the potential for AI to improve the work experience for employees, making their jobs more interesting and fulfilling. For instance, AI can contribute to improved work-life balance by automating repetitive tasks and allowing employees to

focus on more meaningful, creative aspects of their work.

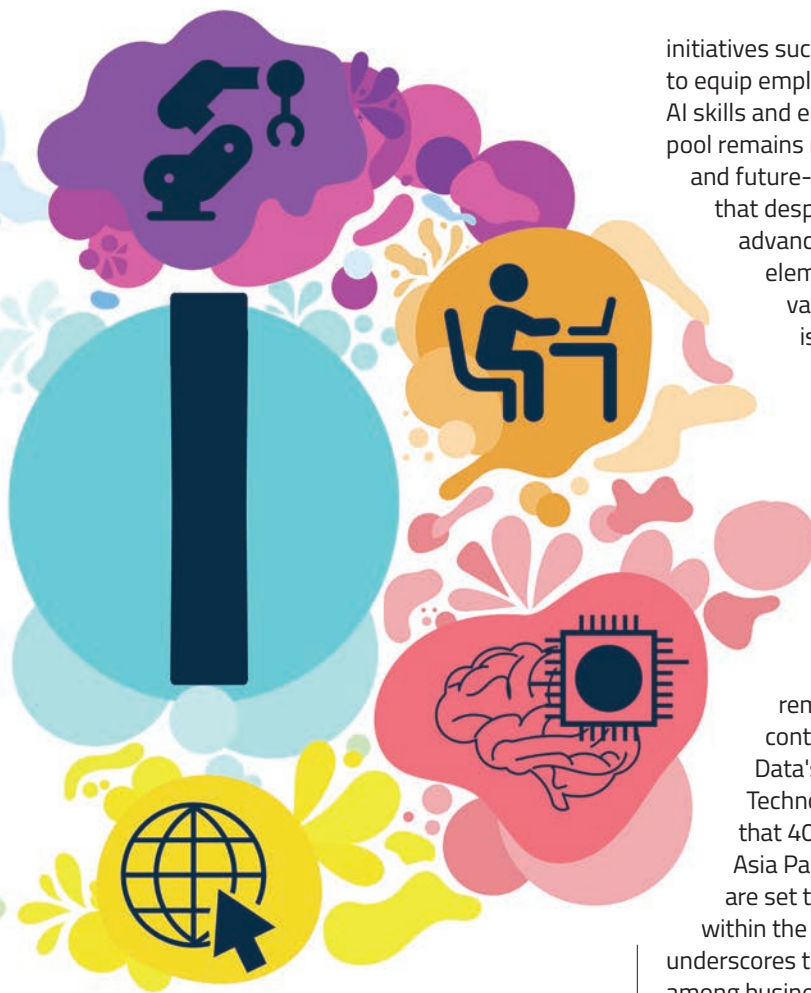
Additionally, AI can help with training and development, providing personalized learning experiences to help employees upskill and reskill. The AI revolution will also drive demand for new skillsets





善用人工智能 引領職場變革

企業日漸意識到有必要採取積極的策略，將人工智能方案融入業務



that enable organizations to better leverage, utilize and unlock new innovations and efficiencies with generative AI.

Organizations must play a key role to invest in the workforce and prepare them for the AI-powered workplace. Tech Data, for instance, implements

initiatives such as AI Training Badges to equip employees with a range of AI skills and ensure that the talent pool remains robust, adaptable and future-ready. We believe that despite technological advancements, the human element is an irreplaceable value in AI integration. It is the synergy between human ingenuity and AI's capabilities that truly drives innovation.

Why AI Matters

Embracing AI is not just an option, it is essential for businesses striving to remain competitive in the contemporary market. Tech Data's recent "Direction of Technology" report highlights that 40% of partners in the Asia Pacific and Japan region are set to offer AI/ML solutions within the next two years. This underscores the growing realization among businesses that incorporating AI is not merely a technological trend but a strategic necessity.

Businesses have a crucial role in shaping the future of work. By actively embracing AI, they signal a commitment to innovation, efficiency and sustainability. It is not just about staying ahead of the curve, but also leading the charge in

defining what the future workforce – and workplace – will look like. The proactive integration of AI solutions can result in a workforce that is more agile, creative and capable of navigating the complexities of the digital era.

Get AI-Ready

AI is here to stay, and businesses must empower their workforce to not only adapt but thrive in this new reality. AI is not a threat; it is a tool that, when harnessed correctly, can lead to unprecedented growth and success.

However, it is critical to note that while the current usage of generative AI is primarily centred around practical tasks such as transcribing meetings and extracting action items, the scope for its use will be defined by our creativity and ingenuity; including the human element will be the key to innovate with this technology. Businesses and workers alike must collaborate to unlock the full potential of AI, ensuring a harmonious coexistence that leads us into a future where technology and humanity seamlessly converge.

The choice is clear – begin using and adapt to AI or risk being left behind. The journey might be challenging, but the destination promises a workplace that is not just technologically advanced but also more dynamic.



ChatGPT在2023年推出後風靡全球，成為人工智能（AI）發展的轉捩點。自此，AI從科技愛好者之間的小眾話題，搖身一變成為全球各地商業領袖和機構的主流焦點。

ChatGPT是能夠由零開始創作內容的生成式AI，透過實現技術民主化，便利未經正式訓練的用家操作。隨著生成式AI日益普及，英語現已成為主要編程語言，協助各行各業製作圖像和網站等內容。

AI工具方便易用，自然在職場上廣受歡迎。這一趨勢不僅見於使用量的增長，更反映於工作模式的徹底轉變。根據麥肯錫發表的《2023年人工智能發展現狀》報告，41%亞太地區受訪者工作時經常使用生成式AI工具，比例為各地區中最高。技術研究及顧問公司Gartner預料有關趨勢將會持續，在2025年前，全球將有九成企業運用生成式AI。

將生成式AI融入業務運作的好處多不勝數，包括提升企業生產力及效率。舉例說，使用AI處理轉譯會議紀錄和識別行動項目等例行事務，便可騰出時間，讓員工專注處理更重要的工作。

生成式AI正在革新自動化、擴大內容創作規模和提升創意等領域。Microsoft Copilot和IBM的WatsonX等應用程式將成為職場上不可或缺的工具，協助企業員工處理日常事務。

對人力的影響

AI日益普及衍生出一個問題——這對勞動力有何影響？AI對職業保障和技能要求的影響不容忽視，而抗拒使用AI的員工或會因此吃虧。

不過，AI也帶來了一些正面影響——AI有潛力改善僱員的工作體驗，使工作更富趣味和滿足感。例如，AI能將重複性的任務自動化，讓員工專心處理更有意

義、能充分發揮創意的工作，有助改善工作與生活平衡。

AI還可用於企業培訓及發展，透過個人化學習體驗，協助員工提升和重塑技能。AI變革將帶動市場對新技能的需求，讓機構能夠善用生成式AI，從而促進創新和提升效率。

機構必須投放資源培訓員工，協助他們應對由AI驅動的職場環境。舉例說，Tech Data已推出AI培訓獎章等措施，鼓勵員工掌握一系列AI技能，建立能靈活應變、與時並進的人才庫。儘管科技不斷進步，我們仍然認為人類是AI融合過程中不可取替的要素。當人類的創造力與AI的能力產生協同效應，方可真正驅動創新。

AI為何如此重要？

迎向AI技術並非一個選項，而是企業在現今市場維持競爭力的必要條件。

Tech Data最近公布的《科技路向》報告顯示，亞太地區和日本有四成合作夥伴將於未來兩年內提供AI或機器學習方案，反映愈來愈多企業明白到應用AI不只是科技趨勢，更是必要的策略。

企業在塑造未來工作模式方面擔當重要角色，並透過積極運用AI，致力推動創新、提升效率和實踐可持續發展理念。這除了關乎在競爭中保持領先，亦要肩負起打造未來勞動力和職場生態的使命。積極融入AI方案有助建立更靈

活、更有創意的團隊，應對數碼時代的複雜形勢。

為AI做好準備

AI是大勢所趨，企業必須協助員工適應新環境，邁向成功。AI不是一個威脅，若能運用得當，這項工具將可成就前所未有的增長和成功。

值得注意的是，儘管現時生成式AI主要用於實務操作，例如轉譯會議內容

和識別行動項目，但AI的應用範圍將取決於我們的創意和智慧，引入人文元素將成為AI技術創新的關鍵。企業和員工必須攜手合作，才能充分發揮AI的潛力，並與之相容並濟，開創科技與人文無縫交融的未來。

企業如何選擇已明確不過——開始應用AI，適應新時代，否則只會落後於人。這個過程或會充滿挑戰，但最終的回報是帶來了一個具備先進科技、活力充沛的工作間。



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Diversifying Chinese Medicine Services

推動中醫藥服務多元發展

Quality, safety and care for the community form the core of

Fook Ming Tong's values and vision

服務質素、產品安全和關懷社區是福明堂所追求的核心價值和目標

Built upon the foundation of more than 3,000 years of Chinese medical practices, Traditional Chinese medicine (TCM) is integral to Chinese culture. TCM involves the use of herbal medicine, acupuncture, massage, qigong exercise and dietary therapy to maintain balance and harmony both physically and mentally.

According to Chinese medical theories, the human body is closely intertwined with the external environment, so each patient should be treated differently based on their age, gender and physique, as well as weather conditions and other considerations. There are four diagnosis methods in TCM, namely observation, auscultation, interrogation and palpation.

In Hong Kong, TCM has long played a major role in the healthcare system. It has gained more recognition for its curative and remedial attributes in recent years, especially since the pandemic, as the Government stepped

up the use of TCM by distributing medication recommended for treating mild symptoms of Covid-19.

As part of the industry, Beijing Tong Ren Tang Fook Ming Tong Chinese Medical Center (Fook Ming Tong) has emerged as one of the leading providers of quality TCM services and products. Established by a group of Chinese medicine professionals in 2004, Fook Ming Tong has charted steady growth over the years, with a network of six medical centres across Hong Kong.

"Our Chinese medicine practitioners are degree holders in relevant fields with extensive clinical experience," said Stella Fung, Managing Director of Fook Ming Tong. "All of our practitioners are registered under the Hong Kong Chinese Medicine Ordinance."

The medical centre offers comprehensive Chinese medical services to patients,



including medicine, gynaecology, dermatology, oncology, acupuncture, bone-setting, chiropractic and acupressure.

To stand out from the crowd, in addition to TCM services, Fook Ming Tong also features Tong Ren Tang's products, which are free from chemical preservatives, heavy metals, plasticizers, artificial colouring, hormones, and other harmful additives.

"Customers' health as well as beauty are our top priority," said Fung. "For instance, our Mingji skincare products, which are available in six Fook



Ming Tong centres and 21 Tong Ren Tang branches, are manufactured in a quality-controlled GMP facility in Hong Kong."

Other key products have also passed various specialist tests, including micro-biological, hygienic chemical, heavy metal, toxicological risk and multi-stimulating skin tests, to ensure that they can be used with confidence and peace of mind.

Operational efficiency is another area of focus of Fook Ming Tong. The company has adopted a paperless system to streamline operations and enhance productivity. The company is also exploring collaboration opportunities with Tong Ren Tang to recruit experienced professionals and



傳統中醫藥以三千多年的中醫學發展為基礎，是中華文化不可或缺的組成部分。中醫利用草藥、針灸、推拿、氣功和食療等療法，協助人體達至身心平衡和諧。

中醫理論認為，身體狀況與外在環境息息相關，因此中醫師重視四診合參，透過望、聞、問、切，因應病人的年紀、性別、體質、季節氣候等各種因素，提供合適的療法。

傳統中醫藥在香港的醫療體系一直擔當重要角色。近年，中醫藥的治療和調理功效得到更廣泛的認同，尤其是在新冠疫情期間，政府加強了中醫藥在疫情防治過程中的應用，例如向市民派發國家推薦的中成藥，以供輕症患者服用。

北京同仁堂福明堂中醫藥中心（福明堂）作為業界的一分子，是優質中醫藥服務及產品的領先供應商之一。福明堂於2004年由多位中醫學專家創辦，多年來一直穩步發展，目前在全港設有六間綜合診療中心。

福明堂董事總經理馮少雲說：「我們每位中醫師均具大學專科學歷，臨床經驗豐富，並根據香港《中醫藥條例》的規定註冊。」

診療中心為病人提供全方位的中醫藥服務，包括內科、婦科、皮膚科、腫瘤科等專科，以及針灸、骨傷整脊、推拿、按摩等理療服務。

為了在市場上脫穎而出，福明堂除了提供傳統中醫藥服務，亦引入草本護膚品牌，旗下產品均不含化學防腐劑、重金屬、塑化劑、人造色素、激素及其他有害添加劑。

「顧客健康美麗是我們的首要任務。」馮少雲補充：「舉例說，我們的明肌護膚系列產品在本港的GMP（良好生產質量管理規範）認證廠房生產，受到嚴格的品質監控，在福明堂六間中心及同仁堂21間分店有售。」

其他重點產品亦已通過一系列專業檢測，包括微生物學、衛生化學、重金屬、毒理學風險及多次皮膚刺激性試驗等，確保消費者用得安心。

福明堂亦重視營運效率。為此，該公司現已採用無紙化系統，以精簡運作，提升生產力；中心亦正研究與同仁堂合作，招募資深的專業人員，並將人工智能融入工作流程。

福明堂秉持「福澤社群，明醫濟世」的宗旨，每周均會在各中心舉行義診活動，免費為市民提供醫療保健服務。

「總商會歷史悠久，一直致力扶持企業發展，是我們決定入會的原因。」馮少雲解釋：「總商會的服務和活動為我們提供寶貴的聯誼交流機會之餘，亦有助我們掌握市場動向。」

integrate artificial intelligence into their workflow.

Dedicated to "serving the community with quality healthcare," Fook Ming Tong hosts free consultations once a week to offer complimentary healthcare services at its clinics.

"We joined the Chamber for its long history of and reputation for supporting corporate promotion and business development," Fung explained. "Chamber services and events provide us with valuable networking opportunities and insights into the business landscape."



Company : Beijing Tong Ren Tang Fook Ming Tong Chinese Medical Center
 公司名稱：北京同仁堂福明堂中醫藥中心
 HKGCC Membership No. 總商會會員編號：HKB0603
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CEO

Asia, Africa & Middle East Committee 亞洲、非洲及中東委員會

It was an honour for Chamber CEO Patrick Yeung and Director for PR and Programs Malcolm Ainsworth to attend a ceremony on 10 January to witness Japan's Ambassador to Hong Kong Okada Kenichi present Masakazu Yagyu, former Secretary-General of the Hong Kong Japanese Chamber of Commerce & Industry, with The Foreign Minister's Commendation Award for outstanding work in promoting trade, culture and business relations between Hong Kong and Japan.

The Chamber has worked for many years with Yagyu-san in his various roles to collaborate and expand business and cultural ties between Hong Kong and Japan. This Commendation Award is extremely well deserved. Congratulations Yagyu-san!



Europe Committee 歐洲委員會



It was an honour to welcome Kerim Sercan Evcin, Consul General of the Republic of Türkiye in Hong Kong, to the Chamber on 21 December. Chamber Chairman Betty Yuen, CEO Patrick Yeung and Europe Committee Vice Chairman Stratos Pourzitakis welcomed Evcin, who took up the post in September last year.

He spoke on a wide range of topics, including how Türkiye offers a wide range of investment opportunities in various sectors, especially in food, construction materials, fintech and tourism. He said Türkiye and Hong Kong share many similarities, not least serving as gateways between East and West.

Evcin hoped that the frequency of flights between Hong Kong and Türkiye could be increased. This would help to attract more visitors to Hong Kong for business and tourism, and allow them to see for themselves the true story of what is happening in Hong Kong.

去年 9 月履新的土耳其共和國駐香港總領事 Kerim Sercan Evcin 於 12 月 21 日到訪，由總商會主席阮蘇少涓、總裁楊偉添和歐洲委員會副主席 Stratos Pourzitakis 接待。

總領事討論了廣泛議題，包括土耳其為各行各業提供的眾多投資機遇，尤其是食品、建築材料、金融科技和旅遊業。他表示，土耳其和香港有許多相似之處，兩地同樣擔當貫通東西的橋樑角色。

Evcin 希望香港與土耳其之間的航班能加密班次，以助吸引更多訪客來港經商和旅遊，讓他們親身見證香港的真實情況。

總商會總裁楊偉添和公共關係及項目總監麥爾康於1月10日出席頒獎典禮，見證日本駐香港總領事岡田健一向香港日本人商工會前秘書長柳生正一頒授「外務大臣表彰」，以嘉許他在促進香港與日本貿易、文化和商務合作方面的傑出表現。

柳生正一多年來在不同崗位上與總商會合作無間，致力拓展香港與日本的商業和文化聯繫，獲頒授「外務大臣表彰」可謂實至名歸。恭喜柳生先生！

Planning for Middle East Mission 籌劃中東考察團

Jackson Wong, Deputy Director, Hong Kong Economic and Trade Office in Dubai, had an online meeting with the Chamber's Asia, Africa & Middle East Committee (AAMEC) Chairman Jonathan Lamport and PR & Programs Director Malcolm Ainsworth to discuss the Chamber's upcoming business mission to the Middle East early this year.

Wong pointed out that each region and even city offers various advantages for businesses in certain sectors, and investors often set up operations in free trade zones to take advantage of special privileges and operate under common law.

香港駐迪拜經濟貿易辦事處副處長王炳懷與總商會亞洲、非洲及中東委員會主席林偉全和公共關係及項目總監麥爾康進行網上會議，商討總商會將於今年年初舉辦的中東商務考察團安排。

王炳懷指出，每個地區和城市均提供不同的行業優勢，而投資者通常會在自由貿易區設立業務，以享有特別優惠和沿用普通法制度。

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

The committee led the formulation of a Chamber response on the Electrical and Mechanical Services Department's consultation exercise on Buildings Energy Efficiency Ordinance Amendments. The proposals in the consultation are aimed at reforming the Buildings Energy Efficiency Ordinance (Cap. 610) (BEEO) to strengthen the energy efficiency of buildings and promote decarbonization in Hong Kong.

The Chamber agrees in principle with the proposals to amend the BEEO to meet sustainability goals. However, given that this would also entail an expansion of the nature and scope of buildings included under the BEEO, we recommend that the Government takes into consideration the need to assess the necessity and practicality of measures, and further consult industry stakeholders on the implications of the proposed changes to ensure a balanced and proportional implementation.

委員會牽頭協助總商會就機電工程署有關修訂《建築物能源效益條例》（第610章）建議的諮詢文件撰寫回應。當局提出的方案旨在提升建築物的能源效益，並推動減少碳排放。

總商會原則上同意當局提出的修訂建議，以達致可持續發展目標。然而，有關修訂亦會擴大《條例》所涵蓋的建築物的性質及範圍，本會建議政府考慮各項措施是否必要和可行，並就修訂造成的影響進一步諮詢業界持份者，確保以平衡和恰當的方式落實建議。

COMMITTEE CHAIRMEN

委員會主席



Americas Committee
美洲委員會
Mr Evaristo Treviño Berlanga



Asia, Africa & Middle East Committee
亞洲、非洲及中東委員會
Mr Jonathan Lamport
林偉全先生



China Committee
中國委員會
Mr Eric Fok
霍啟山先生



HKCSI – Executive Committee
香港服務業聯盟 – 執行委員會
Mr James Tong
唐偉邦先生



Digital, Information & Telecommunications Committee
數碼、資訊及電訊委員會
Ms Elsa Wong
黃玉娟女士



Economic Policy Committee
經濟政策委員會
Mr Jim Taylor
戴樂生先生



Environment & Sustainability Committee
環境及可持續發展委員會
Prof Ir Steve Wong
黃兆輝教授



Europe Committee
歐洲委員會
Mr Alfonso Ballesteros
歐方信先生



Financial & Treasury Services Committee
金融及財務服務委員會
Mr Jack Chan
陳凱先生



Industry & Technology Committee
工業及科技委員會
Mr Victor Lam
林凱章先生



Legal Committee
法律委員會
Mr Nick Chan
陳曉峰先生

Chamber CEO Shares Insights on RTHK, Now TV

Chamber CEO Patrick Yeung was recently interviewed on Radio Television Hong Kong (RTHK)'s "Vibrant Hong Kong" programme, where he talked about the HKGCC's efforts to foster meaningful commercial connections between Hong Kong, the Mainland and foreign countries. He also discussed the talent shortage, Hong Kong's competitiveness as an international trade hub in the face of external uncertainties like geo-political challenges, and the current business sentiment.

Yeung was also interviewed live on Now TV's "News Magazine" in December, where he discussed the Chamber's Business Prospects Survey and economic forecast for 2024. Despite the less than rosy outlook, he said Hong Kong still has many advantages which no other city in the world can offer.



總商會總裁與香港電台及Now TV分享見解

總商會總裁楊偉添最近接受香港電台《Vibrant Hong Kong》節目訪問，分享總商會如何致力促進香港、內地和外國建立友好的商務聯繫。他還討論其他議題，包括人才短缺、地緣政治挑戰等外圍不明朗因素如何影響香港作為國際貿易樞紐的競爭力，以及當前營商氣氛。

楊偉添亦在 12 月 21 日接受 Now TV《時事全方位》現場訪問，講解總商會「商業前景問卷調查」結果及 2024 年經濟預測。儘管前景不甚明朗，他表示香港仍然擁有眾多獨特優勢，其地城市無法替代。

Retail & Tourism Committee 零售及旅遊委員會

Nikki Ng, Chairman of the Retail & Tourism Committee, and Dato' Gan Khai Choon, Chairman of the Malaysian Chamber of Commerce, led an interesting discussion on the outlook for the hotel industry in the Asia-Pacific region during a fireside chat and luncheon on 15 January (read the full report on page 50).

委員會主席黃敏華及馬來西亞商會主席拿督顏溪俊於 1 月 15 日主持午餐講座，探討亞太地區酒店業的前景。（詳情載於第 50 頁）



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

Vicky Tam, Vice Chairman of the SME Committee, represented the Chamber on the Intellectual Property Rights (IPR) inspection tour of the Hong Kong Toys & Games Fair and Hong Kong Baby Products Fair on 7 January. Arranged by HKTDC, the inspection aimed at safeguarding the IPR of products on display.

中小型企業委員會副主席譚秀芳於1月7日代表總商會出席由香港貿易發展局為旗下「香港玩具展」及「香港嬰兒用品展」安排的知識產權巡查，協助維護展會展品的知識產權。



SME Committee Vice Chairmen Thomas Su and Vicky Tam attended the inauguration of Biz Expands Easy Square (BEE2) and Voice of Customer Announcement on 16 January, which was organized by the Hong Kong Productivity Council. BEE2 aims to offer a platform that makes funding resources more accessible for SMEs and startups.

中小型企業委員會副主席蘇裕康和譚秀芳出席香港生產力促進局（香港生產力局）於1月16日舉行的「生產力局資助易」（BEE2）啟動禮暨「中小企業的發展和所需支援意見調查」發布會。BEE2旨在建立一個交流平台，協助中小企業和初創企業獲取政府資助資源資訊。

Taxation Committee 稅務委員會

Felix Tsang from PwC led a seminar on 15 January about the revised requirements for applying for charity tax-exemption under Section 88 of the Inland Revenue Ordinance. He also shared his expert views on the updated Tax Guide, drawing from his extensive experience in handling reviews conducted by the Inland Revenue Department on charitable organizations.

羅兵咸永道會計師事務所代表曾韋堯於1月15日主持座談會，講解《稅務條例》第88條下慈善團體申請豁免繳稅的新規定。會上，他發表對經修訂的《稅務指南》的專業意見，並分享協助慈善團體應對稅務局審查的豐富經驗。

COMMITTEE CHAIRMEN 委員會主席



Manpower Committee
人力委員會
Mr Jeff Tang
鄭添之先生



Membership Committee
會員關係委員會
Ms Agnes Chan
陳瑞娟女士



Real Estate & Infrastructure Committee
地產及基建委員會
Prof Eric Ma
馬紹祥教授



Retail & Tourism Committee
零售及旅遊委員會
Ms Nikki Ng
黃敏華女士



Shipping & Transport Committee
船務及運輸委員會
Mr Mark Slade
司馬文先生



Small & Medium Enterprises Committee
中小型企業委員會
Ms Angela Wai Yin Lee
李慧賢女士



Taxation Committee
稅務委員會
Mr Wayne Lau
劉穎先生



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



Women Executives Club
卓妍社
Ms Tammy Wu
吳丹女士



Young Executives Club
卓青社
Ms Olivia Kung
龔海欣女士

GCA Award Fund: Certificate of Appreciation for CLP

Chamber CEO Patrick Yeung presented a certificate of appreciation to Quince Chong, CLP Power Chief Corporate Development Officer on 19 January, in appreciation of CLP Holdings Limited's generous support for the Good Citizen Award (GCA) Fund over the coming two years.

The GCA recognizes individuals who have assisted the Hong Kong Police Force in combating crime, making Hong Kong one of the safest places to live in and do business. HKGCC has proudly sponsored the GCA Fund for the past 50 years, during which over 4,500 members of the public have been presented with an award and a cheque in recognition of their bravery.

We would like to sincerely thank all donors for their generous contributions to the GCA Fund and support for Hong Kong's brave citizens. If you would like to support the cause with a donation, visit www.chamber.org.hk/gca2023/.



好市民獎基金：中電獲頒嘉許狀

總商會總裁楊偉添於 1 月 19 日向中電企業發展總裁莊偉茵頒發嘉許狀，感謝中電控股有限公司慷慨支持「好市民獎勵計劃基金」未來兩年的營運發展。

「好市民獎」旨在表彰市民協助香港警方撲滅罪行，使香港成為安居樂業之所。總商會在過去 50 年一直贊助「好市民獎勵計劃基金」，至今已向超過 4,500 位好市民頒發獎項和獎金，讚揚他們行俠仗義的精神。

我們衷心感謝所有捐款人鼎力支持「好市民獎勵計劃基金」，嘉許見義勇為的香港市民。如欲捐款響應計劃，請瀏覽 www.chamber.org.hk/gca2023/。

Talent Development 人才發展

How to Handle Difficult Conversations 如何應對棘手對話

Mishandling difficult conversations can harm workplace relationships and efficiency. It is important for staff to be equipped with good communication skills to avoid affecting their work performance.

Lalita Raman, CEO and Executive Communication Coach, Transitions Intl Ltd, taught participants the essential techniques for handling sensitive and controversial topics at a workshop on 13 December. She also discussed preparation guides, emotional management, message delivery and manner of speaking.

棘手對話若然處理失當，或會損害職場關係和效率。因此，員工應具備良好溝通技巧，以免影響工作表現。

Transitions Intl Ltd 總裁及資深行政人員教練 Lalita Raman 主持 12 月 13 日的工作坊，教導學員應對敏感和爭議性話題的技巧，並討論預備指引、情緒管理、傳達訊息和對話禮儀等議題。



Persuasive Proposals 具說服力的提案

A well-constructed proposal can help to gain the trust of the audience and is the key to winning in pitching. Structure, presentation and language play huge roles in building compelling content.

At a workshop on how to write persuasive proposals on 6 December, Richard Charles, Writing Consultant, Connect Communication, shared useful theories and practical tips on composing convincing copy to catch the audience's attention.

結構嚴謹的提案有助贏得受眾信任，是成功說服他人的關鍵，而要撰寫令人信服的內容，可從組織、表達和語言方面着手。

在 12 月 6 日的提案寫作工作坊，Connect Communication 寫作顧問 Richard Charles 分享撰寫文本的實用理論和技巧，有助增強說服力和吸引受眾注意。



China Committee 中國委員會



Edmond Yue, General Committee member and Convenor of the Belt and Road Working Group, represented the Chamber at the 2024 Ordos (Hong Kong and Macao) Investment Promotion Conference on 4 January. Du Huiliang, Mayor of Ordos, shared the latest developments in the city's investment environment. During the meeting, eight projects were signed with a total agreement value of RMB 12.65 billion, across fields such as energy, international trade, securities investment, low-carbon economy, and urban development and operation.

理事及一帶一路工作小組召集人余國賢於1月4日代表總商會出席「2024 鄂爾多斯市（港澳）招商推介會」。鄂爾多斯市長杜匯良介紹市內投資環境的最新發展。會上共簽署八個專案，協定總金額為人民幣126.5億元，涉及能源、國際貿易、證券投資、低碳經濟及城市開發運營等領域。



General Committee member Emil Yu attended the 2024 GBA (Dongguan) Business Summit Forum and Exchange Seminar in Dongguan on 4 January. Hosted by the Federation of Hong Kong Industries and co-organized by the Chamber, the event's theme was collaboration between Hong Kong and Dongguan in technology and innovation development in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The forum brought together political and business leaders, as well as representatives of enterprises in Guangdong, Hong Kong and Macao looking to explore new opportunities in the GBA.

理事于健安於1月4日在東莞出席由香港工業總會主辦、總商會合辦的「2024大灣區（東莞）工商界高峰論壇及交流會」。今屆論壇以「科創智造·港莞攜手·灣區同行·潛力無限」為主題，匯聚粵港澳三地政商領袖及企業代表，共同探討大灣區發展的新機遇。



Charles Cao, Permanent Representative of the Canton Fair Hong Kong Representative Office, visited the Chamber on 16 January to discuss the direction of future cooperation with CEO Patrick Yeung.

Cao gave an introduction to the history and overall operation of the Canton Fair, and said he hoped that the event would help to boost foreign investment in the Mainland, as well as the Belt and Road Initiative. He also invited the Chamber to participate in the opening ceremony of the 135th Canton Fair on 15 April.

廣交會駐香港辦事處常駐代表曹永強於1月16日到訪，與總商會總裁楊偉添商討未來合作方向。

曹永強介紹廣交會的歷史及整體運作，並期望展會有助內地及「一帶一路」地區招商引資。他亦邀請總商會參加將於4月15日舉辦的第135屆廣交會開幕式。



Dialogue with Chairman Betty Yuen

Chamber Chairman Betty Yuen's warm, informal and interactive chat kick-started our brand new series "Dialogue with the General Committee" on 19 January.

A Non-Executive Director of CLP Holdings Limited, Yuen is also the Chairman of CLP Power Hong Kong Limited and Castle Peak Power Company Limited. At the event, she shared with members milestones in her career, as well as her leadership portfolio and work in decarbonization. She also emphasized the importance of doing the right thing

for the company. Having strong values and guiding principles is important in leading a company to dovetail with Hong Kong's overall development goals while also benefiting the community in some way, she said.

Discussing the importance of leading by example, Yuen explained that her own leadership style was to be direct with colleagues, especially if they were going the wrong way. She said it was necessary to give feedback that was practical and useful. "More often than not, I can persuade them,"

she added, to laughs from the audience.

No matter what kind of ups and downs a company might face, Yuen said having a good team would help overcome any challenges. "Also, if you have a strong belief that you are doing the right thing, then these things will pass," said Yuen.

To a request for advice for university students who are about to embark on their careers, the Chairman said the sky is the limit.

"There is no better place in the world to be a working woman than in Hong Kong,"

she said. "Hong Kong is very accepting of female leaders. Just embrace the opportunities and pursue them with confidence."

After the talk, members attended a cocktail reception to acknowledge the sponsors of the Good Citizen Award.

The "Dialogue with the General Committee" series offers our members a chance to engage with Chamber leaders in a relaxed atmosphere, facilitating friendly conversations without agenda or speech. Keep an eye on the Chamber's website for details on the next instalment.



與主席阮蘇少湄對談

總商會主席阮蘇少湄於1月19日為本會全新推出的「與理事會對談」系列活動揭開序幕，與會員會面問談。

阮蘇少湄是中電控股有限公司非執行董事，亦是中華電力有限公司及青山發電有限公司主席。活動期間，她與會員分享事業上的里程碑、領導經驗及減碳工作，又強調為公司做正確的事十分重要。她表示，要堅守個人信念和原則，方能帶領公司配合香港的整體發展目標，造福社會。

阮蘇少湄討論以身作則的重要性。她表示自己的領導方式是直接向同事作出指導，尤其是當他們走錯路的時候，必須提供實際有效的建議。「我多半都能說服他們。」這番話引起在座陣陣笑聲。

阮蘇少湄指出，無論公司面對順境逆境，良好的團隊總能與你攜手克服種種難關。「另外，只要深信所做的是正確，事情自會水到渠成。」

被問到對即將踏入職場的大學生有何勉言，主席回應「志比天高」。

她解釋：「世上的職業女性無法找到比香港更好的地方。香港十分接納女性出任領導崗位。相信自己，把握機會，勇往直前。」

活動結束後，會員出席「好市民獎勵計劃基金」致謝酒會，答謝各贊助商慷慨捐助。

「與理事會對談」系列提供非正式的溝通平台，讓會員在輕鬆友好的氣氛下與總商會領導層坦誠交流。有關下一次活動的詳情，請留意總商會網站。



Cleopatra – from Lotus to Bauhinia

埃及艷后：從蓮花到洋紫荊

In the second talk of the 'CEO 123 Tell Me More' series, Sarah Abdelrahman underlined the importance of connectivity in today's world

Sarah Abdelrahman 主持「CEO 123 Tell Me More」系列的第二場講座，強調在當今世界保持聯通的重要性

From a childhood spent in Zambia and Botswana to living around the world as the spouse of a diplomat, Sarah Abdelrahman's unique perspectives as a "global Egyptian" made for a thought-provoking talk in the "CEO 123 Tell Me More" series on 10 January.

Dressed in her country's traditional attire – which elicited many questions from the Chamber's audience – Abdelrahman wove the threads of her multicultural experiences into a colourful presentation that centred on finding balance in our lives. Explaining that life was like a wheel, she said it was important to not let one aspect dominate the others in order to keep "the wheel of life" steady and maintain the equilibrium for harmony and success.

Abdelrahman, who juggles many roles, seems to epitomize this, and in doing so has become a fitting ambassador for her country. She is the IR publications manager at Egypt's biggest telecom operator, wife of the Consul general of Egypt to Hong Kong, and mother to two teenagers. She has also worked at EY and PwC, as well as a peacekeeping training centre.



Touching on her role as a global citizen, she stressed on the need to stay true to one's identity. "I see myself as a 'global Egyptian,'" said Abdelrahman. "I have been lucky enough to travel around the world, experience other cultures and learn about what various nations have to offer. At the same time, I proudly embrace my heritage and country, and stay close to my roots."

Opportunities in Egypt

A diverse country known for its agriculture, manufacturing and energy sectors, Egypt is Africa's biggest oil producer outside the Organization of the Petroleum Exporting Countries (OPEC). The textiles industry counts among the country's largest employers.

In the past few years, with the HKSAR Government leading more



Chamber Chairman Betty Yuen and CEO Patrick Yeung with Baher Sheweikhi, Consul General of Egypt to Hong Kong, Sarah Abdelrehman, and General Committee members Nikki Ng, Edmond Yue and Pang Chun Yu.

總商會主席阮蘇少涓、總裁楊偉添、埃及駐香港總領事 Baher Sheweikhi、Sarah Abdelrehman，以及理事黃敏華、余國賢和余鵬春。

outreach initiatives to the Middle East as it seeks to diversify markets and strengthen ties both culturally and economically, there has been growing interest in Hong Kong about the region.

Strategically located between Europe and Africa, Egypt is moving towards becoming more global and connected, said Abdelrahman. "It has transformed a lot in terms of development, and there has also been a change in people's mindsets."

While the country is famous for its rich history and architecture, she revealed that a lot of people were not aware that Egypt has long been making a mark in sports: the country boasts some of the world's best squash players. In fact, former president Hosni Mubarak was a squash enthusiast who gave the sport a huge boost in the 1990s.

Links with Hong Kong

Discussing what could be done to promote Egypt as an attractive destination, Abdelrahman said people in Hong Kong already had a good knowledge about the country's biggest attractions – including the Grand Egyptian Museum, which is due to open later this year and will house over 100,000 artefacts. However, she said there was a lot more to see and discover, from textiles that promote local artisans to stunning beaches that are off the beaten track.

In terms of business, she pointed out that Egypt was actively working to expand its green energy sector, which provided many opportunities for investment. With plenty of land, year-round sunshine and high wind speeds, it is a prime location



Egypt boasts a fast-growing renewable energy sector. 埃及的可再生能源業增長迅速。

for renewable energy projects. Egypt is also on its way to become a medical tourism hub. The sector is expected to enjoy steep growth in the next 10 years as part of the country's diversification strategy.

Sarah Abdelrahman 於贊比亞和博茨瓦納長大，後來成為外交家的配偶，在世界各地生活，培養出「埃及裔世界公民」的獨到觀點。她在 1 月 10 日蒞臨總商會出席「CEO 123 Tell Me More 系列」活動，發表引人深思的演講。

Abdelrahman 一身埃及傳統服飾，令在座總商會會員充滿好奇。她將多元文化經驗融入豐富精彩的演講，探討如何在生活中尋找平衡。她解釋，人生就像一個輪子，要避免向一方傾斜，使「生命之輪」維持穩定平衡，才能達致和諧及成功。

Abdelrahman 身兼多職，充分演繹了這個理念，擔任祖國的宣傳大使最適合不過。她既是埃及最大電訊營運商的國際關係出版經理、埃及駐香港總領事之妻，也是兩子之母。此外，她曾在安永、羅兵咸永道及維和培訓中心工作。

談及作為世界公民的角色，她強調忠於個人身份十分重要。

Abdelrahman 說：「我認為自己是一名『埃及裔世界公民』。我很幸運有機會走訪世界各地，體驗其他文化，了解不同國家的特色。與此同時，我亦為祖國和傳統文化感到自豪，一直心繫自己的根源。」

埃及機遇

埃及作為一個多元國家，以農業、製造和能源產業聞名，該國亦是石油輸出國組織以外、非洲最大的石油生產國。當地紡織業僱用全國最多人口。

近年，香港特區政府為了積極發展多元化市場，促進文化和經濟聯繫，多次率領代表團出訪中東地區，令香港對該區的興趣與日俱增。

Abdelrahman 表示，埃及位於歐洲與非洲之間的戰略地點，現正日益邁向國際化，與全球各地緊密聯通。她解釋：「該國一直長足發展，人民的心態亦已改變。」

埃及豐富的歷史和建築遺產享負盛名，但她指出許多人都未有注意到該國長久以來在體育方面取得的成就：當地培育出世界頂尖的壁球男女選手。前總統 Hosni Mubarak 是一位壁球愛好者，令這項運動在 1990 年代蓬勃發展。

連繫香港

談到如何提升埃及作為旅遊勝地的吸引力，Abdelrahman 表示港人對當地著名的旅遊景點已相當熟悉，例如將於今年稍後開幕、

館藏超過十萬件文物的大埃及博物館。但她指埃及仍有許多值得欣賞和探索的地方，例如由當地技工和女工藝師編製的紡織品，以及人跡罕至、靜謐幽美的海灘等。

商業發展方面，埃及土地廣袤，全年陽光充沛、風力強勁，是發展可再生能源項目的理想地點。

Abdelrahman 指出，埃及過往積極拓展綠色能源業，創造了眾多投資機會。當地正實施多元經濟政策，銳意打造醫療旅遊中心，預料有關產業在未來十年將大幅增長。

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Unlocking SMEs' Innovation Potential

解鎖中小企創新潛力

An open forum and pilot study for the Corporate Innovation Index 2023 (CII) was held on 4 January to reveal the initial findings on the corporate innovation framework and gather feedback from industry practitioners.

Developed by the Asia-Pacific Institute of Business, the Chinese University of Hong Kong (CUHK), the project provides a management and assessment tool which helps to promote innovation culture, enhance innovation capabilities, and recognize the achievements of SMEs and large corporations in adopting technology.



During the two panel discussions, speakers from the Chamber and the CUHK Research Team as well as startup founders shared their experiences in harnessing emerging technologies and nurturing entrepreneurial mindsets.

As a strategic partner of the CII project, the Chamber is dedicated to fostering a culture of innovation in Hong Kong's business community.

「企業創新指數 2023」（CII）項目於 1 月 4 日舉行公開論壇及先導研究，發表對企業創新框架的初步研究成果，並收集行內業者的意見。

CII 項目由香港中文大學（中大）亞太工商研究所開發，旨在提供一套管理和評估工具，協助推廣創新文化、提升創新能力，同時表彰中小企和大型企業在科技應用方面的成果。

當天論壇設有兩節專題小組討論，總商會和中大研究團隊的講者及初創公司創辦人向與會者分享經驗，講解如何應用新興技術和培養創業思維。

總商會作為 CII 項目的策略合作夥伴，致力推動香港商界的創新文化。



Gearing Up! Women on Boards

裝備自己！實踐董事會性別多元化



It was a full house at our “Gearing Up! Women on Boards” symposium on 17 January. Attended by over 100 participants and organized by the Women Executives Club (WEC), the seminar explored how female executives could take up the position of independent non-executive directors (INEDs) on the boards of listed companies.

Kelly Lee, Senior Vice President, Policy and Secretariat Services, Listing, Hong Kong Exchanges and Clearing Limited, gave an introduction to the new listing rules to end single-gender boards by December 2024. Grace Huang, Partner and Co-Head, International

Capital Markets Group of Freshfields Bruckhaus Deringer, and Christopher To, Chairman of the Hong Kong Institute of Directors, provided insights into the legal perspectives of being INEDs, as well as practical tips for business executives to become board members.

In the Q&A session afterwards, Catherine Yien, HKEX's Head of Listed Issuer Regulation, Listing Division, discussed how women's organizations could promote the initiatives to their members.

The symposium was opened by WEC Chairman Tammy Wu, moderated by Vice Chairman Christabel Lee, and supported by the Golden Bauhinia Women Entrepreneur Association.

卓青社於1月17日舉行專題研討會，主題為「裝備自己！實踐董事會性別多元化」，吸引過百人參加，一起探討女行政人員如何為出任上市公司的獨立非執行董事做好準備。

香港交易及結算所有限公司（香港交易所）上市科政策及秘書服務高級副總裁李婉愉介紹新上市規則，規定在2024年12月取締單一性別董事會。富而德律師事務所合夥人黃穎慧及香港董事學會主席陶榮從法律角度剖析獨立非執行董事的責任，以及企業高管加入董事會的實際建議。

在隨後的問答環節，香港交易所上市科上市發行人監管主管嚴玉瑜討論婦女組織如何向會員推廣有關安排。

是次專題研討會由卓妍社主席吳丹揭開序幕，副主席李尚玉主持，並得到金紫荊女企業家協會支持。

HKGCC x MayCham Joint Luncheon



Notable hoteliers Dato' Gan Khai Choon and Nikki Ng discussed the outlook for the hospitality sector in the post-pandemic world
知名酒店業專家拿督顏溪俊及黃敏華探討酒店業在疫後的發展前景

The fireside chat and luncheon on 15 January with Dato' Gan Khai Choon, Chairman of the Malaysian Chamber of Commerce, and the Chamber's Retail and Tourism Committee Chairman Nikki Ng made for an enjoyable afternoon, highlighted by interesting insights into the hospitality industry and delicious Malaysian food.

Dato' Gan and Ng, both distinguished hoteliers of their respective generations, discussed the prospects for the sector in the Asia-Pacific and Hong Kong.

Speaking to a full house at New World Millennium Hotel

over a traditional Malacca lunch, Dato' Gan – who has helped to develop various notable projects for the Hong Leong Group, including the Grand Hyatt in Taipei and the Beijing Riviera – shared nuggets of wisdom from his decades of experience.

Discussing the strong ties between Hong Kong and Malaysia, Ng said in terms of trade, Malaysia was the city's ninth largest trading partner and third among ASEAN members in 2022. That same year, Hong Kong was Malaysia's fifth biggest export market. Economic and cultural connections are

also being cemented as Chief Executive John Lee actively leads outreach initiatives to the ASEAN nations.

Pandemic-related Disruption

Hong Kong is renowned for its hospitality industry but the sector suffered severe setbacks during the pandemic, which disrupted global supply chains and forever altered how the world views travel. Strict Covid measures meant very few

visitors, which translated into low room bookings. Banquets and large gatherings were banned, and restaurants also had to operate within limited hours.

Despite the challenges, Dato' Gan said his company did not resort to lay-offs, and



香港總商會與馬來西亞商會聯合午餐會



ensured their employees were well looked after. He explained how, by the end of 2022, one of their hotels had run out of money but still did not retrench workers.

The Way Forward

Hong Kong will always rank among the best destinations in the world to own and operate a hotel, said Ng, pointing out that the sector is a key economic driver in Hong Kong. In October last year, the city welcomed over 3 million visitors, registering growth by over 4,000% compared with the same month in 2022.

Asked about the “secret sauce” to success in the hospitality sector, Dato’ Gan said it took teamwork, the ability to seize opportunities during an upswing in market conditions, and last but not

least, active involvement by hotels in ESG, where the “social” aspect should be viewed as a culture and way of life, and not merely a responsibility to be fulfilled. He added that in an era of global uncertainty, it was more important than ever to find new ways to reduce cost as well as wastage while committing to providing high quality service.

Responding to a question about whether the golden age in hospitality was a thing of the past, Dato’ Gan said the need of the hour was to adapt to the new normal in the post-pandemic world. Hotels must learn to be more flexible, and adopt a different agenda and operational model that is more hybrid and sustainable, while being open to employing smart tools such as AI to boost productivity.

總商會與港澳馬來西亞商會於1月15日假千禧新世界香港酒店合辦午餐講座，由港澳馬來西亞商會會長拿督顏溪俊及總商會零售及旅遊委員會主席黃敏華主持，全場座無虛席。

席上，會員邊聽兩位傑出酒店營運專家展望亞太地區和香港業界的前景，邊品嚐馬六甲傳統美食，享受充實愉悅的下午時光。

拿督顏溪俊曾協助豐隆集團開發多個大型項目，包括台北君悅酒店和北京香江花園，他向在座會員分享累積數十載的經驗心得。

黃敏華談到香港與馬來西亞聯繫密切，馬來西亞在2022年是香港的第九大貿易夥伴，在東盟成員國中排名第三。同年，香港是馬來西亞第五大出口市場。行政長官李家超積極出訪東盟國家，亦有助加強經濟和文化聯繫。

疫情干擾

香港酒店業享譽全球，但疫情引致全球供應鏈受干擾，徹底改變了世界對旅遊的看法，令業界大受打擊。嚴格的防疫措施導致旅客人數銳減，客房入住率亦隨之下跌。宴會活動和大型聚會被迫停辦，食肆營業時間亦受到限制。

儘管挑戰重重，拿督顏溪俊表示其公司得以避免裁員，並妥善照顧員工需要。他解釋，公司旗下一間酒店曾在2022年底面臨資金枯竭，但仍然沒有縮減人手。

未來發展

黃敏華指出，香港一直是持有和經營酒店的最佳地點之一，而業界為香港的主要經濟動力。去年10月，訪港旅客人數超過300萬，較2022年同月增長逾4,000%。

當拿督顏溪俊被問到在酒店業取得成功的「秘方」，他表示關鍵在於團隊合作、在市況向好時把握機遇，以及在酒店積極實踐環境、社會及管治（ESG）理念，其中的「社會」元素除了是指應履行的責任，同時亦是一種文化和生活方式。他補充，在全球環境不明朗的時代，設法節省成本和減少浪費，同時致力提供優質服務，比過往任何時候更加重要。

拿督回應酒店業的黃金時代是否已成過去時，他說當務之急是要適應疫後新常態。酒店必須靈活變通，採取可持續的混合行動計劃和營運模式，並善用人工智能等工具來提升生產力。



Immersed in Practical Experiences 汲取實務經驗

Students in the Business-School Partnership Programme 2023/24 gained hands-on knowledge about corporate operations, technology and relevant sectors during informative company visits

學生透過 2023/24 年度「商校交流計劃」參觀多家公司，親身了解企業運作、科技應用等相關領域的發展

The Business-School Partnership Programme 2023/24 is going full steam ahead, with no fewer than three company visits held in December. The events provided the students with valuable insights into various industries, and reflected the commitment of the companies involved, which are fostering strong partnerships with their partner schools.

NWS Holdings Limited

During a company visit and executives talk at NWS Holdings on 5 December, students from Marymount Secondary School and Munsang College had the opportunity to find out about the company's operations. They also got to engage directly with Co-CEO Gilbert Ho, who gave an

introduction to the company and highlighted its contributions to infrastructure projects in Hong Kong and the Mainland.

Students also learned about the company's ownership structure and mode of conducting business. The sharing session with professionals from various departments further emphasized the importance of applying theoretical

knowledge in a practical setting within an organization.

NEC Hong Kong Limited

With a focus on hot topics such as AI, 5G and Face Recognition Technology, the executive talk at NEC Hong Kong on 6 December gave the students of TWGHs C.Y. Ma Memorial College an excellent platform to discuss cutting-edge technologies.

Senior Project Manager Alex Chui, along with Marketing Manager Pion Lau and HR Manager Kobe Law, shared their insights into the IT industry, the achievements of NEC in AI, and the latest technologies in Hong Kong and worldwide. The students, whose curriculum includes Information and Communication Technology (ICT), also received guidance on career development





in the sector, including job opportunities at NEC and advice on job interviews.

Aon Hong Kong Limited

Around 20 students from Bishop Hall Jubilee School visited Aon Hong Kong on 8 December. Richard Wong, Director of China Global Solutions, and Vi Yeung, Senior Talent Acquisition Partner, gave the group a detailed rundown of the insurance industry and the working culture at AON. The executives also shared advice on finding lifelong interests, and emphasized the importance of putting theory into practice in a professional setting.

These informative company visits have provided students in the Business-School Partnership Programme 2023/24 with firsthand knowledge and better understanding of the corporate world and the relevant sectors, from company operations to advancements in technology, while helping them to prepare for future career opportunities.



2023/24 年度「商校交流計劃」正進行得如火如荼，參與公司在 12 月為學生安排了至少三次實地考察活動，除了讓同學深入了解不同行業的生態，亦反映企業致力與夥伴學校加強合作交流。

新創建集團有限公司

瑪利曼中學和民生書院的學生在 12 月 5 日參觀新創建集團，了解該公司的運作。聯席行政總裁何智恒向學生介紹公司的業務發展，以及對香港和內地基建項目作出的貢獻。

學生亦認識到該公司的管治架構和營運模式。來自不同部門的專業人員分享工作經驗期間，強調在職場上將理論知識付諸實踐、學以致用十分重要。

日本電氣香港有限公司

日本電氣香港有限公司於 12 月 6 日為東華三院馬振玉紀念中學的同學舉辦座談會，集中探討人工智能、5G 和容貌識別技術等熱門話題，就這些尖端科技交流意見。

高級項目經理徐緯鍵、市場推廣經理劉蕙敏和人力資源經理羅家慧講解資訊科技業的動向、日本電氣在人工智能方面的成果，以及香港和國際的最新技術。幾位講者亦為修讀資訊及通訊科技的同學提供業界的職涯發展指導，包括日本電氣的工作機會和求職面試技巧等。

怡安保險顧問有限公司

何明華會督銀禧中學約 20 名學生於 12 月 8 日到訪怡安保險顧問有限公司。中國企業環球風險管理方案總監黃廣林和高級人才招聘合夥人 Vi Yeung 為學生詳細講解保險業的運作及公司文化。兩人建議學生尋找終生興趣，又強調理論與實踐必須互相结合。

這些企業考察活動有助 2023/24 年度「商校交流計劃」的參與學生掌握第一手的資訊和知識，親身體驗商業世界和相關行業的實況，深入了解企業運作和科技進展，幫助同學為未來事業發展做好準備。



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Liu Chun San, Under Secretary for
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Feb 22 4:00 pm

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Feb 2 9:30 am - 5:30 pm



DIGITAL COMMUNICATIONS IN PRACTICE

Feb 6 9:30 am - 12:30 pm



POWERFUL PRESENTATION SKILLS

Feb 23 9:30 am - 12:30 pm



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Feb 23 2:30 - 5:30 pm

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- Use of visual aids to reinforce messages

強效演說技巧

參加這個綜合工作坊，學習如何結合視覺輔助工具，有效提升說話溝通能力，從而建立信心和權威，傳遞有力的信息。是次活動提供難得的機會，讓演講者掌握一些吸引目標受眾的技巧，令人留下深刻印象。

大綱：

- 有效說話溝通的原則
- 如何有自信和權威地傳遞信息
- 透過簡潔明確的信息創造影響力和清晰度
- 利用視像輔助工具強化信息

23/2/2024 (9:30 a.m. – 12:30 p.m.)

Cantonese 廣東話

Member 會員 \$850
Non-member 非會員 \$1,050



Trainer 導師：
Tony Ngo 吳家騰
Senior Partner,
Connect Communication
高級合夥人

China Marketing: The Good and the Bad 中國營銷的利弊

Sign up for this workshop for a comprehensive understanding of China's dynamic marketing landscape. Explore key topics such as the intricate WeChat ecosystem, different types of e-commerce, influencer marketing, branding strategies, and the dos and don'ts of marketing in the Mainland – essential for anyone planning to enter China or expand their operations there.

Outline:

- Marketing evolution in China
- WeChat ecosystem: one-to-one, one-to-many, many-to-many
- 3 Types of e-commerce: search, social, interest
- China influencer marketing
- Branding strategies for China
- Creativity in China
- Dos and don'ts of marketing in China

本工作坊將全面解構中國的營銷格局，探討複雜的微信生態系統、不同類型的電子商務、網紅營銷、品牌策略及內地營銷須知等重點議題，協助企業開拓中國市場或擴展業務。

大綱：

- 中國的營銷演變
- 微信生態系統：一對一、一對多、多對多
- 三種電子商務類型：搜尋、社交、興趣
- 中國的網紅營銷
- 中國的品牌策略
- 中國的創造力
- 中國營銷須知



Trainer 導師：
Daryl Choy 蔡伯偉
Author, Experience Wave
《體驗曲線》作者

28/2/2024 (2:30 – 5:30 p.m.)

Cantonese 廣東話

Member 會員 \$850
Non-member 非會員 \$1,050

Understanding Digital Sustainability & Greenwashing 認識數碼可持續發展與「漂綠」

This workshop will introduce participants to the concept of digital sustainability and its environmental implications. Learn about greenwashing in digital marketing through real-world examples, as well as the key standards, metrics and best practices, which will be presented through successful case studies, all aimed at paving the way for a greener digital future.

Outline:

- Introduction to digital sustainability
- The concept of greenwashing
- The standards for sustainability
- The metrics for digital sustainability

本工作坊將介紹數碼可持續發展的概念及其對環境的影響。講者將引用真實個案，揭示數碼營銷中「漂綠」的行為、關鍵標準、指標及最佳實踐方法，協助企業邁向綠色數碼未來。

大綱：

- 數碼可持續發展簡介
- 「漂綠」概念
- 可持續發展的準則
- 數碼可持續發展性指標

12/3/2024 (10:00 a.m. – 12:00 p.m.)

English 英語

Member 會員 \$600
Non-member 非會員 \$800



Trainer 導師：
Vishwas Thakkar
Founder & Head of Digital Strategy,
Concinnity Ltd
創辦人及數碼營銷策略主管



Training course venue: HKGCC Theatre, 22/F United Centre | 培訓課程地點：金鐘統一中心22樓香港總商會演講廳



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