



# *The Bulletin*

The Hong Kong General Chamber of Commerce



AUGUST 1971



# 中文簡摘

## 台灣、南韓、星加坡 與香港之貿易

日本與中國是香港主要之亞洲貿易國家。但其他鄰近國家，如台灣、南韓及星加坡亦有其重要性。

若依其重要性而排列，與香港貿易為首之國家為日本，次者為中國，隨後是美國、英國、台灣等。

輸入香港出口貨品最主要之國家，其次序而言為：美國、英國、西德、日本、加拿大、澳洲及星加坡。轉口方面，日本及星加坡為最重要。

在過去數年來，我們輸入台灣之產品有顯著之躍進。於一九六六年，台灣於香港入口貨品之國家中佔第十一位，但去年已躍升到第五位，輸出總值八億一千九百萬元貨物予香港。而此數字比諸一九六九年又增加了百分之六十三。

(以下所談及之數字比較等乃基於本年及去年同期之首季而言。)

紡織品——為本港之入口主要貨品之一。本年首三月內，本港從台灣共輸入總值一千一百萬元之絨線，而去年同期之數額祇為六百萬元。目前，台灣已向香港售出大量之人造纖維。

本港入口之貨品中，裝備電腦之電子零件由去年首季之二百七十萬元，增至八千六百六十萬元。去年全年而言，此項入口之總值為一千二百八十萬元。

其他從台灣輸港之貨品包括橙及手表。

於出口方面，台灣為香港出口市場之第十位。於一九七〇年內，台灣共輸入總值一億四千七百萬元之貨品，而一九六九年之數額則為八千七百萬元。台灣之紡織工業比本港畧遜一籌，故向香港買入大量之疋頭。布料之輸入包括人種纖維和棉的混合紡等。

台灣對鋼鐵廢料之需求甚殷，此正對香港有利，因日本已減少買入此類貨品而中國大陸亦停止向本港購買此種廢料。本年首季內，台灣共買入總值五百三十萬元之鋼鐵廢料，而去年同期購入廢料之總值祇為一百六十萬。

於南韓而言，其情形又迥然不同。由於南韓正致力工業之發展，故只對世界主要市場感到興趣。在零售予港之國家行列中，南韓佔第十八位。於一九七〇年，香港從南韓共輸入總值一億五千六百萬元之貨品，較諸一九六九年增加百分之二十三。南韓出口之產品中，以人參為首，去年首季本港共輸入南韓出產之人參三十四萬元，而本年度同期則增進為九百二十萬元。

台灣及南韓均致力發展其工業，而國家本身又富有農產及礦之資源，此乃香港所缺乏者。因此，由台灣及南韓所輸入之貨品包括家畜、蔬菜及礦產，而香港多銷售製成品予此二國。南韓銷售給香港之貨品中，百分之三十為天然產品，而台灣運來香港之天然產品只佔其總額百份之十。因此台灣較諸南韓更為工業化。

再者，台灣現正輸出紡織原料及化學物品等。也許不久之將來，南韓亦可與之並駕齊驅。

南韓正輸入少量港製貨品，但輸入之轉口貨却頗為大宗。其中包括合成有機染料、藥物及電動機器零件等。

從香港轉口南韓之貨品於一九六九年達到峯巔。一九七〇年及本年度首期而言均較一九六九年遜色。

星加坡對本港之海外貿易頗為重要。於一九七〇年中，星加坡在本港物品供應之國家中佔第九位亦佔我們出口市場的第七位。



而吸入本港轉口貨方面而言僅次於日本。再者，星加坡為我們此文談及與香港貿易之三個國家中唯一入超國。

本年度首季，本港百分之四十五之燃料供應如柴油及煤氣等，均來自星加坡。總值達五千七百萬元。於本年全年而言，可能達到二億五千萬元。

至於香港售予星加坡之出口貨品中，有幾項之數字下降，亦有些上升。例如：於本年度首季，本港輸出約兩倍之文具夾子及存卷用之配件等。

於轉口方面，星加坡從港輸入之轉口貨品，主要為紡織品，水果及手表。本年首季，此等貨品轉口總值為二千一百七十萬元，而去年同期僅為一千一百六十萬。

但我們不可基於以上之數字而引以為滿足，因目前，台灣，南韓及星加坡均為本港之主要市場上之勁敵。

在循環代替之過程中，一工業歷史悠久之國家有可能被一新進而生產成本低廉之國家所接替前者在該類工業中之地位。此情形在美國及英國均有發生。舉例說來，日本之塑膠花業被香港所替代。而香港本身正遭遇此一難關，其競爭國為台灣及南韓。

台灣及南韓所擁有之基本優點為低廉之工資，至於原料方面，他們正如香港一樣要依賴入口之原料供應。但他們低廉的工資及較低之生產成本使他們較諸香港盡佔上風，正如香港於此方面勝日本及日本勝美國一籌一樣。

台灣及南韓之「免稅工業區域」使他們減省成本。此點與其他亞洲生產國家不同，雖然有很多國家現正成立此類之「免稅工業區域。」

香港輸出之貨品在各大市場都受打擊。其中以紡織品首當其衝據權威界人士稱，香港需要致力以優質貨素之產品取勝，否則於兩年內便被淘汰。

香港其他製成品的銷路由於台灣及南韓正增加速工業化之速度亦受影響。

星加坡的處境則有些不同。但它與香港

一樣，同是轉口港。而在工資方面，除日本外，較東方任何地區為高。

星加坡之商人對大宗原料，如橡膠、錫礦等之出口甚有經驗。但對較精細消費品的外銷，其技巧則比香港較為遜色。至於台灣及南韓於此方面似乎不久可與香港看齊。

但在目前來說，這兩個在發展中之國家在世界主要市場上予以香港極大之威脅性。

### ▲短訊▶

▲本會新近改組之國際貿易部，為加強予各會員方便起見，增加電話機之設備。號碼為H245075—8；其他有關商會之其他事務諮詢，仍請電：H237177。

▲本會於一九七〇年至七一年度續頒贈書藉予聯邦國家論文比賽本港獲獎之優勝者。獲獎者包括聖心中學，聖方濟各加諾撒書院及聖馬利嘉諾撒書院等校之學生。

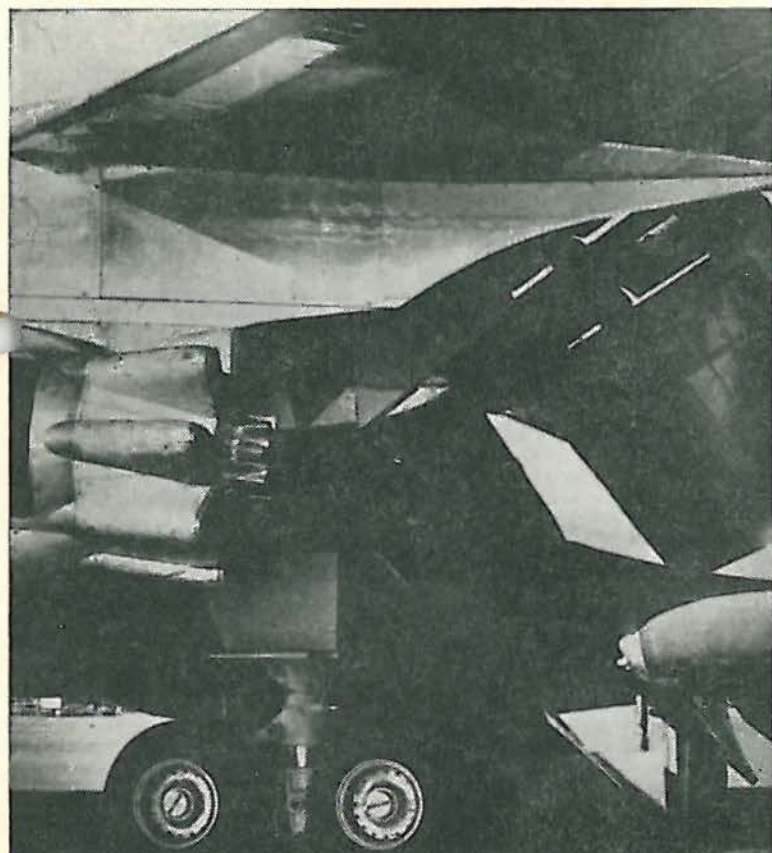
▲明愛成人教育中心將開辦以下課程：

(一) 計算機之應用及商用數學——由九月六日至十二月三十一日。每週授課兩次，學費為一百元正，並於本月二十七日截止報名。

(二) 完善之辦公室管理——由九月六日至十二月二十日。每週授課四次，均由本港著名之商家及行政人員主講。學費為四百元正，分別於八月二十七日及十月二十七日繳交。此等課程之報名表格可逕往該中心取。地址為本港堅道二號，四八一室。電話：H242071內綫59。

▲一羣來自歐洲經濟共同市場及英國之鋼鐵業專家於上月二十四至二十八日蒞港考察本港對鋼鐵供應之需求。此一代表團亦同時到東南亞作考察性之訪問。訪港期間，彼等會到本會會所與本會主席商談。而本港數位鋼鐵業巨子亦到會參加座談，討論有關鋼鐵業之各項問題。

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## Partners - or Competitors?

Japan and Mainland China bulk large as HK's major Asian trading partners, so large that we might be excused for ignoring the contributions made to our economy by the business we do with several other nearby countries. Significant among these are Taiwan, South Korea and Singapore.

They are to be found surprisingly high on the HK lists of trading partners. Taiwan is our fifth biggest supplier (coming in after Japan, China, the US and the UK), while Singapore is only four places further down.

As a recipient of our domestic exports Singapore is preceded by only six other markets (US, UK, West Germany, Japan, Canada and Australia), and it takes more of our re-exports than any other country except Japan.

### Shadows present

But there is a shadow lying across our relations with these partners, the shadow of present or future competition in our major markets, the US and Western Europe. Though you may not see this explicitly stated in the trade figures, it has nevertheless already had some effect upon HK.

The growth of imports from Taiwan in the last few years has been remarkable. From 11th place in 1966 Taiwan has jumped to 5th, selling US\$819.8 million worth last year, some 63 per cent better than in 1969. Though this growth has occurred across the board there have been bewildering increases in certain lines.

(In what follows, comparisons between this year and last year refer always to the corresponding first quarters. Sometimes, to relieve the monotony, this is stated explicitly. Certainly, if anything else is meant, it is stated explicitly.)

Textiles form a big item in HK imports just as much as on the export side. There was a big jump this year in the amount of worsted yarns coming in from Taiwan, \$11.4 million in the period January-March as against \$6.2 million last year. No other supplier was supplanted; we bought just as much extra from Japan. Buying had increased in the latter part of 1970 and the twelve-month total (\$47.6 million) is greater than four times \$11.4 million, so this is perhaps slowing down.

Man-made fibres and fabrics thereof are now beginning to come out of Taiwan in significant amounts. Shipments of acrylic staple increased from \$2.6 million to \$5.4 million and acrylic knitted fabrics from nearly nothing to \$2.2 million. Nylon and polyester knits are also starting to move.

A huge increase was notched in imports from Taiwan of polyester/cotton blended fabrics (for easy-care shirts and other garment lines). These flew up from \$7.4 million to \$12.4 million, most being loomstate, or grey. Taiwan is, in fact, our biggest supplier of grey polyester/cotton.

The most phenomenal jump in the import lists was shown by electronic parts for computers. Total HK imports of these items in the corresponding first quarters soared from



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\$2.7 million to an incredible \$86.6 million, the 1970 twelve-month figure being only \$12.8 million!

Out of this large quantity Taiwan's contribution was worth \$11.4 million, 57 times as much as the amount she sold us in the first quarter of 1970. It is interesting to note that we countered by raising exports of these items to Taiwan from zero to \$5.1 million.

## Worries for Japan

HK now has facilities for assembling computer components which are then fitted into the main-frames elsewhere; these seem to be really getting into stride now. Taiwan also has new plant, assembling mostly sub-components which are put together into our components. It seems that prices are soon going to tell against Japan.

Another import that improved Taiwan's favourable balance of payments with us was \$13.4 million worth of fresh oranges (only \$6.9 million in 1970). These shipments were made at the expense of US fruit-growers. The import of watches (complete) of Taiwanese origin went up from nothing to \$3.2 million.

Taiwan also stands high on our list of markets for domestic manufactures, in 10th place. HK sales to Taiwan brought in \$147 million over the whole of 1970, a very big increase compared with 1969's \$87 million.

As might be expected, much of this amount is made up from sales of textiles, in particular finish fabrics.

The finishing sector of Taiwan's textile industry is rather weak; hence the trade in greycloth from there and finished materials from HK.

There was a first quarter jump from \$3.9 million last year to \$5.9 million this year in finished polyester/cotton fabrics. The 1970 total in this item was \$21 million, suggesting that the rate of shipments increased towards the end of 1970 but is perhaps slowing down somewhat now.

Sales to Taiwan of polyester knitted fabrics also grew smartly, from nothing in 1970 to \$3.7 million this year (1970 total \$1.6 million). Taiwan is by far our biggest market for this particular line (excluding our own garment industry), taking 92.5 per cent of the total exported in the period January-March. Polyester knits are, of course, one of the hottest items in the textile world just now, and much more can be expected of them.

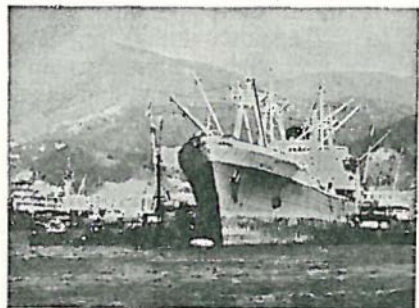
## South Korea—unique

Steel scrap seems to be in demand now in Taiwan, which is fortunate for HK since Japan has out her purchases considerably and China has practically stopped buying. Taiwan has bought \$5.3 million worth this year, against \$1.6 million worth last year. This does not, however, completely compensate for losses of sales to other countries.

South Korea is a different kettle of fish altogether. Deeply involved with the beginnings of intense industrialisation, this country is looking to the major markets of the world and has



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not much interest in countries on her own level as export outlets.

The South Koreans stand only 18th on our list of suppliers. In all of 1970 HK imported from there only \$56 million worth of goods, 23 per cent better than in 1969.

One of the most notable items was ginseng. Comparing first quarters, as usual, the 1970 import value was \$0.34 million, this year's was \$9.2 million. The twelve-month total for 1970 was only \$7.4 million. Incidentally, the full 1970 ginseng total from all sources was \$67.8 million, of which only \$4.8 million worth was re-exported.

## Area of difference

This is one respect in which Taiwan and South Korea differ fundamentally from HK while both are setting a pace in industrialisation that is gradually bringing them close to HK's level, they also have their agricultural and mineral raw material bases, which HK does not.

Thus our lists of imports from Taiwan and South Korea contain items of natural produce, animal, vegetable and mineral, while our exports to them must be of manufactured goods (or transhipped goods).

In the case of South Korea natural produce forms about 30 per cent of supplies to HK, whereas for Taiwan the figure is only just over 10 per cent. Taiwan is more advanced industrially and is dealing with us on terms which are getting closer to level ones.

However, it is possible to consider much of Taiwan's textile sales to HK

as, in fact, raw materials for our sophisticated finishing industry, in addition to large quantities of yarn, raw material for weavers. It depends on whether you wish to take each sector of such a stage-by-stage industry as a separate industry or not.

Further, Taiwan is now ready to supply raw materials which are themselves products of manufacturing processes and do not have natural origins. Chemicals are an obvious example; Taiwan now makes the precursors of plastics and man-made fibres, which HK cannot do. South Korea will soon be at the same stage, but not yet.

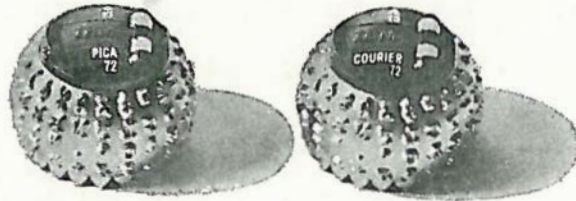
South Korea imports minute amounts of HK-made products, but takes a volume of re-exports amounting last year to slightly more than half the value of our imports from her. This is where HK's utility lies as far as South Korea is concerned, as a supplier of more sophisticated products such as synthetic organic dyestuffs, medicinal items and parts for electrical machinery.

## Singapore & paper clips

There is evidence, however, that this utility has passed its peak. Re-exports to South Korea reached a maximum in 1969, 1970 was considerably lower (especially in contradistinction to the rise in our Korean imports), and the first quarter this year is down on the corresponding period of 1970.

Singapore now plays a very important role in our overseas trade. She stands 9th on the list of sup-

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pliers (\$360 million in 1970), is our 7th largest market for domestic manufactures (\$280 million) and only Japan takes more re-exports (\$585 million as compared with Singapore's \$337 million). In addition Singapore is the only one of the three countries discussed here with which we have a favourable trade balance.

In the first quarter of this year 45 per cent of HK's energy needs as supplied by hydrocarbon oils and gases came from Singapore. The value of these shipments was \$57 million; this could well go to \$250 million for the whole year.

As far as domestic exports from UK to Singapore were concerned, some items showed decreases, some showed increases (we sold more than twice as many paper clips and file fittings this year's first quarter, indicating probably a combined expansion of business and bureaucratic activities!).

On the re-export side the only significant item, apart from textiles and fruit, was watches. Our sales increased from \$11.6 million in 1970 to \$21.7 million this year.

## Replacement process

If there is any euphoria generated by this recital of encouraging facts, it will doubtless be dispelled on considering the roles of Taiwan, South Korea and Singapore as serious competitors for HK in the major markets of the world.

This historical replacement process, whereby a country long-established in

an industry is forced out of that industry by newer lower-cost producers, has happened in some fields to the UK, which has acted to retrieve the situation, and also now to the US, which is unwilling to admit the fact.

Japan in its turn has been squeezed out of some fields by HK (plastic flowers, for instance), and HK is now beginning to suffer from the same process. In this case the villains are Taiwan and South Korea.

## Cheaper labour

The basic advantage they possess is, of course, cheaper labour. As far as raw materials go, like HK they have to import most of them in spite of having hinterlands behind the main industrial cities to supply natural produce.

But their reservoirs of low-wage labour and their generally lower costs in less expensive economies give them the same advantage over HK that HK has had over Japan, and Japan over the US.

Their duty-free Industrial Zones, too (such as at Kaohsiung and near Pusan) enable them to escape costs that would otherwise serve to increase prices, although this gives them no particular advantage over HK; it serves to differentiate them from other producers around Asia, though more countries are setting up such Zones.

The assault on HK's markets abroad is not limited to a few industries but goes across the board. Textiles are in the forefront, naturally, with the new emphasis on cheap man-made fibre knits, and HK firms

**Continued p. 26**



# Briefing

## News from the Chamber... and the rest of the world

□ The following notice from Tattersalls Weekly Survey of the Textile Scene dated July 27th concerning **UK import licensing for cotton textiles** is reprinted below for members' information:—

Special arrangements governing import licences for cotton textiles from certain countries in the period up to the end of March 1972 have now been issued by the U.K. Department of Trade & Industry. The notice to importers emphasises that all cotton textiles currently subject to quota restrictions exported from India, Hong Kong and the global quota countries up to the end of December must be within the ceilings for this year. But as the quotas are based on the date of export from the countries concerned and not on the date of import into the United Kingdom some goods subject to the 1971 quotas will continue to arrive in the early months of next year. Accordingly, in order to ensure that the quotas are not exceeded, import licensing control will continue for goods imported up to and including March 31, 1972.

Importers, meanwhile, are warned that goods arriving in the UK not covered by an appropriate licence are liable to seizure by H. M. Customs. As there will be no quotas from 1972 onwards there will be no allowance for excess shipments over the 1971 quota in anticipation of a future quota allowance. Where any shipments were made last year in anticipation of the 1971 quota, this year's quota has already been reduced.

Meanwhile, from the beginning of 1972 cotton textiles exported from India, Hong Kong and the global quota countries to Britain will no longer be subject to quantitative restriction, but they will be subject to import licensing in order to distinguish them on arrival in the U.K. from cotton textiles shipped under the 1971 quotas. Import licences will therefore be required for all cotton textiles from these countries imported into the U.K. on and before March 31, 1972, but these licences will be issued freely for goods exported from their country of origin on or after January 1. No licences will be required on or after April 1 next year.

□ A small group of representatives from the EEC and UK steel industries visited Hong Kong from July 24th to 28th as part of an exploratory tour of South East Asia to study the demands for steel products. The group consisted of one delegate each from France, Germany, Luxembourg and the UK.

During their visit, the delegates, accompanied by a member of their respective consulates in Hong Kong, called on the Chamber on July 26th and met with the Chairman and a small team of local steel specialists for an in-depth briefing covering a wide range of topics having to do with steel and steel products. The Chamber's briefing team included Mr. A. G. S. McCallum, Chairman of the Chamber's Shipping Committee, Mr. H. K. Pong of Shiu Wing Steel Works, Mr. E. D. Moth of the Society of

Builders, Mr. P. K. Ng of Ng Lee and Associates, Mr. R. Porter of the Department of Commerce and Industry, and Mr. J. H. McLeod of the Taikoo Dockyard and Engineering Co. of Hong Kong Ltd. (see also p. 14)

□ A record compiled by The Hong Kong Productivity Centre containing a comprehensive list of Hong Kong manufacturers with their products is now available for inspection in the International Trade Department. Members having enquiries about local manufacturers may contact Mr. Dennis Yeung of the Department.

□ The International Trade Department has installed four new telephone lines for quicker and more convenient service for members. Members wishing to contact the Department specifically should call H24075-8. For general business, please use the Chamber's main line, H237177.

□ The Chamber has once again awarded book prizes to the first three local winners in each class of the Royal Commonwealth Society Essay Competition, 1970/1971. The winners include students from the Sacred Heart Canossian College, St. Francis' Canossian College and St. Mary's Canossian College.

□ The University of Hong Kong Department of Extra-Mural Studies will be offering the following courses starting in September and October:— **Basic Economics** — given in English, 16 meetings starting October 5, fee \$80.

**Economics for Intermediate Examinations** — given in English, 22 meetings starting September 28, fee \$100.

**Methods of Operational Research** — given in English, 20 meetings starting September 28, fee \$90.

**General Accounting** — given in English, 20 meetings starting October 1, fee \$100.

**Accountancy for Intermediate Examinations** — given in English, 24 meetings starting September 22, fee \$110.

**Accountancy for Final Examinations** — given in English, 22 meetings starting September 27, fee \$110.

**Auditing** — given in English, 22 meetings starting October 6, fee \$90.

**Cost Accounting** — given in English, 18 meetings starting October 1, fee \$90.

**Taxation and Accounting Problems** — given in English, 20 meetings starting September 28, fee \$75.

**Investment 1** — given in Cantonese, 14 meetings starting September 28, fee \$55.

**Practical Banking 1** — given in Cantonese, 12 meetings starting September 20, fee \$45.

**Shipping and Shipbroking Practice** — given in English, 12 meetings starting September 29, fee \$60.

**Public Relations** — given in English, 10 meetings starting September 20, fee \$40.

**Export Documentation and Procedures** — given in English, 15 meetings starting October 1, fee \$65.

**Communication in Business** — given in English, 12 meetings starting October 5, fee \$75.

**Marketing** — given in English, 18 meetings starting October 7, fee \$90.



# Picture Briefing



A. The Hon. Sir Douglas Clague, CBE, MC, QFM, TD, JP, a former Chairman of the Chamber (1958/59), was honoured by Her Majesty The Queen in the Birthday Honours List when he was created a Knight Bachelor.

B. An in-depth briefing was held in the Chamber's boardroom on July 26th for a small group of delegates representing the EEC and UK steel industries. Seen from left to right are:— Mr. P. M. Quillever, delegate from France; Mr. S. Golofier, French Consul; Mr. Herbert Grossmann, delegate from Luxembourg; Mr. G. Jenebelly, Belgium Consul General; Dr. H. Strauch, delegate from Germany; Dr. U. Junker, German Consul; and Mr. J. A. Sowerbutts, delegate from UK. (see also p. 12)

C. The Morrison Hill Technical Institute offers a variety of commercial training courses including audio-typing (see also p. 16)

D. Mr. A. C. W. Blaauw, Chairman of the Chamber's Europe Area Committee (see Pen Profile p. 17)

E. For the Convenience of Members, the Chamber has recently opened a second full-scale certification office in Kowloon. Located in Mongkok, the office is under the charge of Executive Assistant, Hari Cheng.

F. Another presentation from the Chamber's Special Relief Fund was made on July 2nd to the families of Private Lee Cheng Wah and Driver Li Nin Foon of the Hong Kong Military Service Corps, who were killed while on duty near Taipo in February. The Chairman is seen here with members of the families of the two men.





## Briefing - continued

### Commercial Training

The Morrison Hill Technical Institute will be celebrating its first anniversary in September of this year. During the one year of its existence, over 9,400 students have taken courses at this Government Institute and many more are expected to be enrolled as further facilities are completed.

At a time when one of Hong Kong's greatest weaknesses is the shortage of well-trained personnel for both industry and commerce, the Institute and other similar institutions have an increasingly important part to play in the future of the community.

The Institute's primary aim is to provide students with the basic knowledge necessary for their personal and vocational growth. Its courses are planned to teach fundamental concepts and to guide students in their application as well as to prepare students for technical positions in industry and commerce. While its main function is to provide a wide range of facilities for the training of craftsmen and technicians, the Institute also offers a variety of courses in business studies.

Full-time one year courses include a general course for secretaries and stenographers, and a general office practice course. Part-time courses are given in book-keeping, costing, filing and indexing, commercial correspondence, audio typing, the use of business machines, etc. The Institute also offers a two year full-time course for commercial teachers which covers the entire range of commercial subjects.

All commercial courses are given in English and syllabuses are carefully prepared in order to ensure that they serve local requirements. The Institute is also fully equipped and provides a wide range of modern office equipment and apparatus for student use.

Courses are comprehensive. For example, a graduate of a full-time secretarial course from the Institute not only knows shorthand and typewriting but is fully conversant with book-keeping, commercial correspondence, general office practice, etc. Instruction is even given on personal grooming—which is usually included in the best secretarial courses overseas.

The Business Studies Department of the Institute is now proposing to offer a one year full-time Junior Clerk's Course, starting in September, 1971. A questionnaire has been widely distributed within the commercial sector of the community, including all members of the Chamber, in order to ascertain whether such a course would be useful. The Institute questionnaire was sent out in early July, and as of August 1st, seventy replies have been received. As this proposed course has a direct bearing on the standard of potential employees available to the commercial community as a whole in the future, members are urged to co-operate to make this survey as representative as possible by returning the questionnaire by the end of August, if they have not done so already.

Next month the Bulletin will take a look at the technical training provided by the Institute.

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holiday resort development. In Hong Kong, Mackinnon, Mackenzie & Co., Ltd., — a member of the P & O Group — looks after the P & O Group passenger, cargo and crew interests of P & O Lines, Eastern & Australian Line, Union Steamship British India, Hain-Nourse, Strick Line and Trident Tankers and in addition to this they incorporate Mackinnons Travel, Mackinnons General Trading and Mackinnons Godown Co. So next time you think of P & O — think big! Hong Kong Agents: Mackinnon Mackenzie and Co. Telephone: H-232011.

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# Pen Profile

## A. C. W. Blaauw

Bill Blaauw must take happy pills with his breakfast every morning. He has a friendly exuberance about him that infects every topic he talks about. Smiling broadly all the while, he is never at a loss for words.

A familiar face around the Chamber, A. C. W. Blaauw has been active in Chamber activities since 1962 when he became a member of the Exports Sub-Committee. Presently, he is Vice-Chairman of the Certification Committee and the brand new Chairman of the Europe Area Committee.

### Mr. Europe

As the Chamber's 'Mr. Europe', he heartily welcomed the idea of these new Area Committees. 'They will bring more member participation — and that's a good thing. We should have more people involved in Chamber activities. Members need to know that there is someone to come to in the Chamber who is knowledgeable and actively concerned with the market areas he's interested in. It's all in keeping with the way the world is going — toward specialisation.

'For instance, three to five years ago anyone could export garments, but now we need specialists who know all the ins and outs of the business — what line of garments will sell, where and how to sell them, and so forth. An exporter would find himself out of the picture otherwise!'

As Managing Director of John Cowie & Co., past Chairman and twice past Vice-Chairman of the Ex-

porters' Association, and past Chairman of the Sales Marketing Executives Club — Bill Blaauw is naturally an expert on marketing. 'Selling is no longer a matter of guesswork. In the old days it was easy to sell, but now, it takes careful planning and just the right approach. Sales marketing and Management is almost a science. Today, salesmen, or should I say, "marketing experts", he said with a twinkle in his eye, 'are professionals — and not just door to door peddlers. This is something that the Sales Marketing Executives International, the parent organisation of the Club, which is world wide with headquarters in New York, has been stressing.'

Here in Hong Kong, the Club, which was established in 1968, holds an annual competition for the top twenty local salesmen. 'At first, there wasn't much interest, but interest has definitely been growing. Now, the Distinguished Salesman Award is really coveted, and companies are finding that the competition stimulates their salesmen and has a very morale boosting effect.'

### Work—a pleasure

Turning to his day to day business, it was obviously unnecessary to ask Bill Blaauw whether he enjoyed his work. 'I meet so many people from all over the world. There's never a dull moment. Some of them are really great people, and others,' he chuckled, 'you hope you'll never see again!'

'There's always something happening. Even during the quiet

months, like now, I get at least one visitor every day. In the busier months, we have three or four visitors a day — and you can imagine how hectic that gets when you've got to go on factory visits, or show each of them a whole line of products.'

'Our main business is toys, which is doing very well. There are over 2000 toy factories in Hong Kong, and since buyers can't possibly go to see them all, they usually work through exporters like us.'

'We've also been doing more and more business in giftwear and novelties. We've taken over these lines from Japan because prices there have gone up so high, that the Japanese no longer have the market cornered.'

'What's happening in the wig industry? 'Oh, people will still buy wigs for a long time to come. Sure, many factories have packed up, and the demand won't be anything like before, but there'll still be a steady turnover. I talked to a guy I know who is in wigs the other day, and he says he is still getting orders — but, he's a bit surprised himself!'

'Things happen so fast in Hong Kong. What happened with wigs happened with flowers and shopping bags before, and it's probably going to happen next with some other product.'

### HK has drive

'The great thing about Hong Kong is that everyone is so terribly keen to do business, and the competition is so fierce that things still get done. In other places, like in Europe, I've

noticed that they don't seem to care. They're not so anxious to work. Here, the main drawback is lack of training. The people here have the drive, but they lack technical and office training.'

'I've been in Hong Kong so long, it's really my home. I feel like a part of the place, watching it grow from virtually a village to the big city it is today..'

How long has he been in Hong Kong? 'Since October, 1948. It's funny,' he mused, 'I could have just as well spent these past 23 years in Manila! It's purely accidental that I came here and stayed.'

Although Bill Blaauw was born in Samaden, Switzerland, Holland is his ancestral homeland and he spent the first twenty years of his life there. He received his education in Holland, and was attached to the British army for training for two years during the war.

### Travelling Dutchman

How did he happen to come to this part of the world? 'My family travelled a lot. I have brothers and sisters born all over the world—from Indonesia to Milan, Italy, so going to far away places seemed natural to me. That's why I decided to travel when I got out of the army, especially since things were so unsettled in Holland after the war.

'I had a relative working for the Royal InterOcean Lines, so I decided to work for RIL. I was supposed to work in Manila, but when I stop-



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ped over in Hong Kong on my way there, they asked me to stay, because they said they needed me here so I never got to Manila.'

Bill Blaauw worked for RIL from 1947 until 1950 when he joined Blair & Co. His career moved very quickly from then on in. In 1957, after the Hutchison Groups took over Blair, and Blair in turn had taken over John Cowie & Co., A. C. W. Blaauw found himself the boss man of John Cowie & Co., succeeding Mr. Cowie who retired to New Zealand.

Never one to do anything halfway, Bill Blaauw is not only a big businessman, but a big family man as well. Married to a Shanghai-born Scottish lady, he has six children. His eldest are twin daughters, now 20. One is married, while the other is working in a local Dutch Bank. Next in line are two sons, both studying in Scotland. One (19) a prize-winning bagpipe player, is studying business at Strathclyde University, another (13) is attending Dollar Academy. The two youngest, a son (10) and a daughter, (8) are still home in Hong Kong.

## Leading HK yachtsman

A keen sailor and the proud owner of a large sailing yacht, Bill Blaauw has sailed the waters of Hong Kong as long as he has been here. 'All the kids are good sailors, and we go sailing every weekend we can.'

He was the Commodore of the Aberdeen Boat Club last year, and is presently on the Balloting Committee of the Royal Hong Kong Yacht Club.

Never one to mince words, Bill

Blaauw was very outspoken about one thing no one who ever goes swimming or owns a boat can ignore—water pollution. 'I sail all over, and really, the waters here are getting more and more polluted all the time. A few years ago, you'd never see all the rubbish you see now — all those plastic bags and things. I've gone as far as the Nine pins and have still found the waters polluted!'

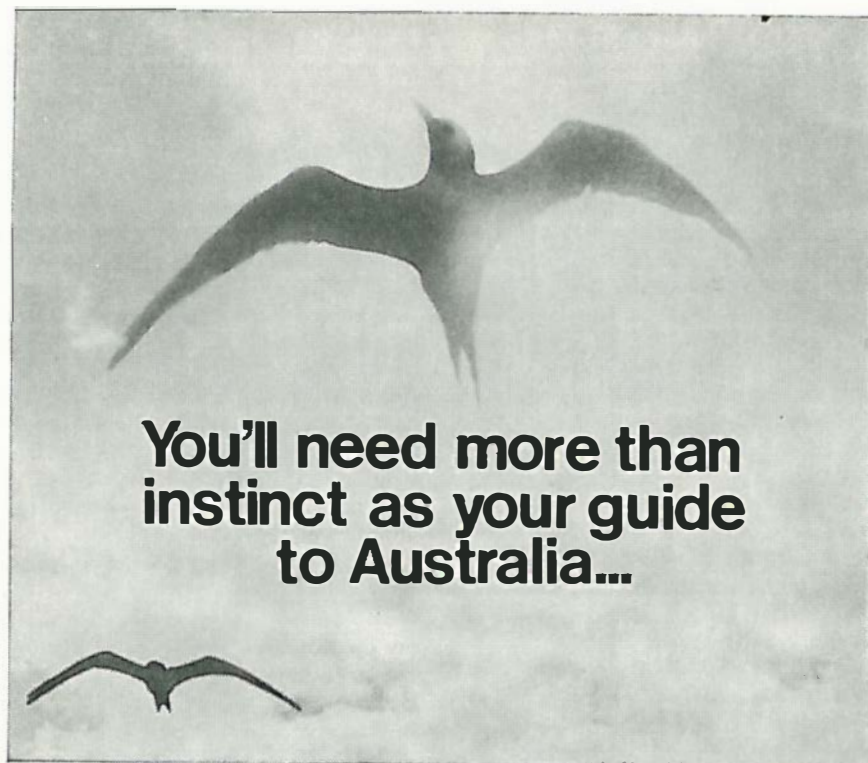
## Anti-pollution campaign

'We're just making life miserable for ourselves with all this pollution. What we need is a big campaign—from Government down to the individual. In London, now that Government has stepped in, the smog problem has gotten noticeably better. It's really a matter of educating the people, so if Government and industry here are willing to spend the money, I'm sure we can rid ourselves of this problem.'

Another favourite pastime for Bill Blaauw is reading. 'I used to read a book a day when I was a youngster, which helped me in my writing—I did a lot of writing once, but I've given it up now. I like novels—James Bond, any exciting story. But I don't have much time for novels these days because I have so many papers, books and magazines on marketing and management that I have to read in order to keep up with things.'

'I'm also on the Balloting Committee of the Hong Kong Club and a member of the Jockey Club. My wife is very keen on racing—she always wins,' he chuckled, 'while I just bet for fun—and lose!'





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## **Is it Worth the Bother?**

For many years the Chamber has held examinations in colloquial Mandarin and Cantonese for expatriates. These examinations are arranged by the Chamber as a service to the commercial community with a view to encouraging the use of Chinese dialects in business by expatriate staff in order to ensure a greater degree of mutual understanding and efficiency.

In 1966 a special examination panel of recognized specialists was set up by the Chamber with the help of Mr. Robert Bruce, OBE, MA an acknowledged authority on the Chinese language. Mr. Bruce acted as the Chief Examiner and first Chairman of the Chamber's Examination Board from 1966 to 1968.

Presently Professor of Chinese at Prescott University in Arizona, USA, Mr. Bruce has recently written a do-it yourself textbook on Cantonese entitled *Teach Yourself Cantonese\** which the Chamber feels expatriates learning the language may find a great help.

Ever since Sir Henry Pottinger, English people of all ranks in Hong Kong have shown their goodheartedness by thinking about learning Cantonese or even starting to do it. Alongside these dutiful merchants and their wives, responding to the needs of scholarship and the market, giants like Robert Morrison and James Legge and lesser creatures like Dyer Ball have laboured to make Chinese accessible to us all. The

\* *R. Bruce, Teach Yourself Cantonese, English Universities Press Ltd. HK\$13.50.*

most notable contemporary contribution is that of Father Thomas O'Melia and since him many ardent local Chinese and foreign authors have turned out texts with this and that use of the Roman alphabet to render the sounds of Chinese. The latest is *Teach Yourself Cantonese* which has the effrontery to expect that you can in fact teach yourself this elusive language. Mr. Robert Bruce, the author, does, however, exhort his students to find a native speaker in the restaurants of London and New York, or the Star Ferry, catch him and record him, thus lessening the reliance on oneself alone.

### **Bridges to understanding**

Is it worth the bother? The answer lies in one's own temperament. The sheer fun is one good reason, the flattery to one's ego is another. It is only when real fluency is acquired that bridges of understanding and respect can be built. The mysterious quality secured by speaking the other man's language is possible only when it is spoken well. Sir Cecil Clementi was a Governor remembered for his Cantonese and his scholarship in Chinese as much as for any administrative achievements.

The good thing about this little book is its simplicity, both in the use of the Roman alphabet and in its avoidance of grammatical technicalities. 'Scientific' language textbooks are often ruined for you and me by such monsters as 'functive verbs', 'stative verbs' and 'equational and resultative verbs'. This is fine for the



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language scientist but sheer gobbledygook for the intelligent man in Union House and his more intelligent wife in Macdonnell Road. Another good point in the book's favour is its practical, immediately useable material and lots of drills in such sentences to obtain maximum fluency and power to manipulate. Its basic idea is its *small* vocabulary, its *large* number of sentence structure aiming at complete familiarity in using a small store of words. There is no word for 'pediatrics' or 'trigonometry' in Mr. Bruce's book.

### Minimum of pain

It is perhaps worth the bother for non-Chinese to learn Hong Kong's language with the minimum of pain although the maximum of effort and this book is a very good starting point for our endeavour.

Mr. Lung Sing, Cantonese Instructor at the American Consulate-General in Hong Kong, comments as follows:

In my opinion Professor Bruce has written an excellent and very lucid textbook. I was not surprised when I saw the author's name, R. Bruce. I first learned of his ability in writing a Cantonese textbook early in 1952 when I was teaching Cantonese to the Malayan Civil Service cadets in Macao. One of my students showed me a Cantonese textbook entitled 'Cantonese Lessons for Malayan Students' written by Professor Bruce. More recently, I knew him in 1967 when we were on the same Board of Cantonese examinations in the Hong

Kong General Chamber of Commerce, and it was at that time that I found out that he is also a very good Cantonese speaker.

Teach Yourself Cantonese contains a practical vocabulary; the drills are helpful and the notes are clear and concise; however, some of the sentences in the dialogues are a little unnatural in Cantonese.

Mr. Bruce uses a new system of Romanization in his book. The advantage of this system is that one is able to read some Cantonese sounds as if one were reading the English words . . . However there are some inconsistencies . . . . . 'the 'at' and 'ut' in 'yat' and 'mut' and 'up' and 'ap' in 'kup' and 'yap' should be pronounced the same way respectively, but he spells them differently. I think this is confusing and difficult for the student to follow. In regard to the tone marks, the low rising and the low falling are so similar in printed form that they can hardly be distinguished. The low level mark is also awkward in writing or printing.

### Romanization problems?

As far as I know, this is the only textbook which uses this Bruce system of Romanization. If the student wishes to continue with further studies there are no other advanced textbooks available in the same Romanization nor are there any dictionaries for reference purposes. In other words, he will have to learn the more conventional systems.

Apart from these few points mentioned, I think Professor Bruce has



done a praise-worthy job on his book.'

Mr. K. H. Poon, a well known Cantonese teacher in Hong Kong, has drawn attention to a number of unidiomatic usages in Teach Yourself Cantonese which should be put right in any future edition. Mr. Bruce has replied to his critics as follows: 'I am most grateful for the expert comments both favourable and unfavourable of Mr. Lung Sing and Mr. K. H. Poon. There may indeed be an inconsistency in my rendering of 'yat', the Cantonese for 'one' and 'mut', the Cantonese for 'what', although I think there is a very slight difference in the vowel sounds. The fact that I have made yet another system of Romanization is not serious as one can go on to other systems without any difficulty if one has any aptitude for learning this language. The tone marking which I have devised is meant to give a graphic description of the pitch and movement of the tones. I agree that the signs used by the printer for the low rising and the low falling tones are not clearly distinguishable. My main point is to make things as easy as possible for the beginner studying in his Hong Kong flat. Mr. Poon's correction of some idiomatic mistakes is most welcome.'

Arguments about the Romanization of Chinese will go on to the end of time. Perhaps they are not really vital to learning the language. What is most important is the will to learn, an attentive ear, a determination to speak in all seasons and—last of all—a reasonably good textbook. A good teacher is, of course, a great help.

ends

### competitors— con't from p. 11

are known to be getting rid of flat-knitting machines. One authoritative view is that, unless they go for much higher quality and efficiencies, knitting firms will be out in two years.

But the other fields of manufacture in which HK has recently become successful are also under fire as Taiwan and South Korea increase their degree of industrialisation.

### Significant threats

Matters are not the same with Singapore, whose traditional position as an entrepôt is hardly different from that of HK, and which has already achieved higher wage-rates than anywhere else in the East except Japan.

Singapore merchants, familiar with all the procedures connected with export of bulk materials (rubber, tin, etc.), have found it difficult to make the transition to the more delicate business of selling consumer goods abroad. This is an expertise that HK possesses, but it is anybody's guess how long it will take for Taiwan and South Korea to catch up.

In the meantime these two developing and industrialising countries stand as significant threats to HK's continuing position in the major markets of the world.

Partners or Competitors? What do you think . . . ?

ends

## 市場專家——包偉能先生

包偉能先生在本會爲人所稔熟，他十分積極參與會務工作。自一九六二年起他便爲改組前的出口小組委員會委員。他現任本會簽證委員會副主席及新成立的歐洲區委員會主席。包先生態度友善，笑口常開，好像每頓早餐都吃了開心果似的。

他身爲本會「歐洲司」，衷心歡迎國際會的設立，並以爲：「此舉可導至更多會員參加會務。會員們需要知道他們所感興趣的各市場，會內皆有專人負責。負責人不但對轄下市場有認識，而本身亦在該市場有業務往來。此辦法實與現時世界各地專門化的趨勢吻合。舉例來說，三、五年前，任何人都可以辦成衣出口的生意，但現時要由專門人材處理，他們要知道那一類衣服有銷路，往何處推銷及怎樣推銷等。否則出口商便會發覺自己外行了。」

包先生爲高怡洋行總經理，曾任香港出口商會兩屆副主席及主席，「國際市場銷售行政人員聯會」主席，因此他對市場銷售這一門學問自然是專家。他說：「貨品的推銷已經不是憑猜度便可以收效。昔日推銷貨品實在輕而易舉，現在却要經過週密的計劃和適當進行方法。因此市場銷售及管理差不多變成一門科學。現今的推銷員，或者我應該說市場專家，是職業性人材，並不是沿門兜售的小販。這是設在紐約的「國際市場銷售行政人員聯會」所強調的。該聯會在香港於一九六八年成立，每年都舉行競選二十位本港最成功的推銷員。最初各人對這項活動的興趣並不濃厚，但現在興趣已明確地增加了。他們真正垂涎於這個銷售員優異獎。而各公司也發覺這項競爭足以鼓舞其公司屬下推銷員，而收助長士氣之效。

關於包先生日常工作，他透露：「由於我經常會見來自世界各地的人氏，因此沒有甚麼時間是沉悶的。其中有些人確是了不起，但其他的，你希望永遠不會和他再見面。

每日總會有些事情發生的。好像現在雖然是淡月，我每日都最少有一個來自外地的訪客。旺季的時候，我們每日有三四個訪客。你可以想像到那種忙碌的情形，你要爲他們安排到工廠訪問，和展示給他們每一個人一列貨品。我們的主要業務是玩具，生意很蓬勃。由於本港有超過二千家的玩具廠，而買家是設法逐一去參觀的，所以他們都經常通過我們這一類出口商的。我們對贈品和小裝飾品這方面的生意增加了。由於日本貨的價錢高，香港已經將這項生意爭取過來，而日本已無法再壟斷這個市場。」

假髮業的動向如何？「在未來一段長時間，人們仍然會買假髮的。誠然，有很多工廠已經關閉了，而需求又不會像從前一般熱烈，但生意額仍然會穩定的。我最近同一個從事假髮業的人仕交談，他說他仍然接到訂單，但他自己對此也感到有些驚奇。事情在香港是發生得很快，假髮業現時的遭遇，塑膠花和購物袋也會發生過，其他產品也可能發生同樣情形。在香港最令人感到滿意的是每一個人都那麼渴望做生意，而競爭又那麼劇烈，因此事情仍然得到解決。在其他地方，例如歐洲，我發覺他們好像滿不在乎，他們亦不甚渴望去工作。香港最大的障礙是缺乏訓練。這裏的人有魄力，但沒有足夠技術和在辦公室工作的訓練。但無論如何，在我想像中，在香港居住和工作比其他地方都好。因爲這裏的人肯做和勇於向前。我在香港居住了這麼久，它已成爲我的家。我覺得自己是這塊地方的一部份，看着它由村落而變成今日的大城市。」

包偉能先生在一九四八年十月來香港，至今整整在港住了二十三年。他原籍荷蘭，但在瑞士出生，然後回到荷蘭，在那裏成長及受教育。在第二次大戰期間曾在英軍受訓兩年。他怎樣會到來香港呢？理由是：「我的家族是慣於週遊世界各地的。我有兄弟和姐妹在印尼和意大利的米蘭出生，到遙遠的地方去對我來說不算得甚麼一回事。因此脫離軍旅生涯以後，我決定作長途的旅行，尤其



是戰後荷蘭屬地並不穩定。我有一個親戚在渣華郵船公司服務，所以我也加入那裏工作。本來我是被派往馬尼拉的，途經香港時，他們因需要職員在香港，着我留在此地，而馬尼拉之行便從未實現。」

包先生從一九四七年至一九五〇年在渣華郵船公司服務，然後加入比理亞有限公司，在那裏擢升得快。一九五七年比理亞有限公司由高怡洋行購得，而高怡洋行又變成和記集團的成員。自高怡洋行的高怡先生退休往紐西蘭後，他便成為高怡洋行的最高負責人。

包偉能先生的夫人是蘇格蘭人，在上海出生。夫婦有子女六人，最長的是一對胞生孿生姊妹，一位已婚，另一位在本港一荷蘭銀行工作。其次兩位公子在英國求學。年紀最小的兩位，一男公子及一女公子則陪伴在港。包氏好駕駛遊艇在香港水域內各處遊樂，他擁有一大型遊艇，經常假日全家出動，

## 摩理臣山工業學校

摩理臣山工業學校將於今年九月慶祝其第一週年紀念，一年來超過九千四百名學生在這所政府開設的工業學校進修課程。學校的其他設備完竣後，將會收容更多學生。

目前香港最弱的一環是工商業都缺乏受過良好訓練的人材。所以這工業學校和其他類似的學校對香港未來發展有重要的使命。

該工業學校主要的目的是向學生們灌輸基本的智識，此等智識是個人的發展和職業上所需要的。其課程着重教授基本概念和指導學生們應用的方法。並為學生們在工商業中其技術地位作打算。雖然學校的主要任務是為訓練工藝技師和機械技師而提供各項的設備，學校亦設有各項的商業課程。

全日的一年課程包括秘書訓練，速記員訓練，及辦公室概要等。部份時間課程則有簿記，成本會計，檔案管理，索引編法，商業信札，聽聲打字，商業機器用法等。學校又專為商業教師而設有兩年的全日課程，包

而各子女都是駕駛好手。他是去屆香港仔遊艇會主席，現任皇家香港遊艇總會投票委員會委員。他對海水污染問題特別關懷。他以為「海水變得甚為污穢，幾年以前你不會發覺這問題是這麼嚴重。污染實在使我們的生活環境變成惡劣。我們實在需要一項廣大的活動——由政府以下至每一個市民。譬如倫敦，由於政府採取行動，毒害的情況已有顯著的改進。我以為這是一個教導市民的問題，如果政府和工業界願意出錢資助，我深信污染的問題可迎刃而解。」

閱讀也是包先生喜愛的消遣。他青年時每日看書一冊，並認為這樣可以幫助寫作。他愛看小說，但現在閱讀的時候不多，因為需要閱讀關於市場銷售及科學管理的書報和雜誌，以便與時俱進。

包氏又為香港會所投票委員及馬會會員。包夫人熱愛賽馬並常常置錢。包氏則謂他只愛在馬場尋開心。

括所有商業科目。

所有商科課程都以英語教授，課程表是經過慎密編排，務其適應本港的需要。學校置備大批新式商業機器給學生使用。

學校的課程是綜合性的。例如一個在該校秘書科畢業的學生，不但懂得速記和打字，對簿記，商業信札，及辦公室概要亦通曉。關於個人的修飾亦有教授——在海外最佳的秘書學院通常都包括此項課程。

該學校的商業進修部現正準備開設一年制的初級辦事員課程，計劃今年九月開課。一份調查表經已在商業階層內廣泛地分發，包括本會所有會員。此舉以便確實知道該項課程是否對日後商業社會的辦事員就業問題有直接關係，我們希望會員合作使這次調查有代表性。如會員仍未將調查表寄回，請於八月底前辦妥。

下月本「會訊」將報導該工業學校的技術訓練課程，敬請留意。



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