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### Voice of Business 商界之聲

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引領商界 百五載

# 年終回顧 The Year That Was

By **Anthony Wu** 胡定旭

This has been a busy year for your Chamber, perhaps more so than most. From implementation of the statutory minimum wage to concerns about the over-reaching Competition Law, committees and the Secretariat have worked hard to ensure that the rules and regulations of doing business in Hong Kong remain fair, simple and no more disruptive to your businesses than absolutely necessary.

The minimum wage law is an example of what appears to be a reasonable legislative step getting in the way of the ultimate objective. Good companies know that, all else being equal, salaried workers tend to be more productive and to respond better to leadership initiatives than do hourly staff. This is partly because companies are more willing to invest in training and development if they expect the results of these investments to come back in the form of more loyal and happier staff.

Yet, the lack of foresight in legislative drafting, and an unfortunate unwillingness to admit that an error has occurred, caused companies to rethink the cost of salaried vs. hourly employment terms. The confusion arose from the lack of clarity as to the number of hours against which a worker's pay is measured, and confirms your Chamber's position that broad changes in the rules of doing business need to be carefully thought through.

The pending Competition Law is even more important, and the current draft, even with a few minimal amendments, goes too far beyond the original intent. We have submitted our views, both to the administration prior to (and after) drafting and through the Legislative Council Bills Committee, and will continue to work toward a law that is fair and useful to all stakeholders.

As we go into 2012, the global economy is fraught with dangers. The prospects of a break-up of the EuroZone, or frighteningly expensive bailouts has depressed consumer and investor enthusiasm alike. High unemployment in much of the OECD is beginning to affect trade, one of the core sectors upon which we depend.

In the United States, too, fiscal imbalances, enormous debts, persistent unemployment at unacceptably high levels and political inertia are putting the breaks on the world's largest economy. While the most recent figures suggest a return to recession is less likely, almost any feasible outcome to the European crisis could easily be the straw that breaks the camel's back.

We in Hong Kong have few tools with which to fight a global slowdown in demand. All we can do is to try to mitigate the worst of the effects on our own economy. That is why we have pushed, hard, for the Chief Executive to fulfill his promise to lower the profits tax rate. We are blessed with a strong fiscal balance sheet, and in this environment it is time to put it to use. ✨

Anthony Wu is Chairman of the Hong Kong General Chamber of Commerce.  
胡定旭為香港總商會主席。



年是總商會極其繁忙的一年。從法定最低工資的實施到競爭法規管過度的憂慮，相關委員會和秘書處一直致力確保香港的營商法規維持公平、簡單，除非確實有必要，否則不會影響您的業務。

最低工資條例是一個例子，證明一個看似合理的立法程序到頭來卻影響到最終良好意願。優秀的企業明白，倘其他條件相同，月薪工人會比時薪員工更有生產力，更積極回應領導層的新措施。正因如此，企業更願意投資僱員培訓與發展，相信員工會變得更忠誠和快樂。

然而，條例起草缺乏遠見，更遺憾的是當局不願承認出錯，導致企業重新考慮月薪相對時薪僱用條款的成本。計算工人工資的時數有欠清晰，致使產生混亂，這正好肯定了本會的立場：在推行重大變動的營商規例前，必須徹底考慮清楚。

尚待通過的競爭法尤為重要，即使政府提出了數項輕微修訂，目前的草案也遠遠偏離原意。在條例草擬前後，我們已向當局和透過立法會條例草案委員會提呈意見，並會繼續著力爭取一項公平、有助於所有利益相關者的法例。

隨著我們踏入2012年，全球經濟危機重重。面對歐元區有機會解體，又或者要推出巨額緊急救市措施，已使消費者和投資者的熱情減退。經合組織（OECD）大多數成員國的失業率高企，正開始影響我們倚重的貿易行業。

在美國也面對類同問題，財政失衡、巨額債務、失業率持續高居於不能接受的水平，以及政治惰性等因素，都令這個全球最大經濟體停滯不前。儘管最新數字顯示重返衰退的可能性較低，但幾乎所有歐洲危機都可輕易成為經濟崩潰的導火線。

在香港，我們只有有限的工具來抵禦全球需求放緩。我們所能做的，是嘗試減輕其對本地經濟的最壞影響。因此，我們已大力敦促行政長官實現其承諾，調低利得稅。可喜的是，我們的財政穩健，當前環境正是合適時機善用這些款項。 ✨



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## Over-worked Hong Kong workers at risk

Over half (57%) of Hongkongers work nine or more hours per day and almost 40% regularly take work home to finish in the evening. This evidence of the city's long working hours is seen in the latest global report from Regus, which canvassed the opinions of over 12,000 business people in 85 countries, including over 100 in Hong Kong. According to the report, 'From dedication to medication: A study into the length of the working day and its impact on employee health', pressure on working hours has increased in recent years because of the slow economic recovery in mature economies and, conversely, very rapid growth in emerging ones. Key findings include:

- 57% of Hong Kong white collar workers usually work nine or more hours per day compared to 32% in China, 50% in Singapore, 47% in Japan, 46% in USA and 48% globally;
- In Hong Kong, 42% of workers take tasks home to finish at the end of the day more than three times a week compared to 29% in China, 50% in Singapore, 28% in Japan, 56% in USA and 43% globally;
- In Hong Kong, 39% of women work nine hours or more per day compared to 69.5% of men. Globally, only 5% of women work 60 hours per week compared to more than twice that (12%) for men. They are also less likely (32%) to take work home to complete more than three times a week, than men (48%);
- Remote workers (flexible and mobile workers) globally are more likely to work eleven hours per day (14%) than fixed office workers (6%) and to take tasks home to finish (59%) than fixed office workers (26%). In Hong Kong, 12.8% remote workers work eleven hours per day compared to 6.6% fixed office workers. 48.7% remote workers will take tasks home to finish compared to 37.7% fixed office workers;
- Workers in smaller companies globally were more likely to take work home with them (48%) more than three times a week than those working in large firms (29%).

Hans Leijten, Regus' Regional Vice President, East Asia comments: "This study finds a clear blurring of the line between work and home. The long-term effects of this over-work could be damaging both to workers' health and to overall productivity as workers drive themselves too hard and become disaffected, depressed or even physically ill."

## 香港僱員工作過勞 健康蒙受風險

雷格斯 (Regus) 最新公布的調查發現, 逾半 (57%) 受訪香港人每天工作9小時或以上, 同時有近40%表示經常把工作帶回家中, 以便晚上繼續工作。由此可見, 香港工時過長的問題十分普遍。是次調查合共訪問了85個國家逾12,000名商界人士, 當中包括逾100名香港受訪者。調查結果已編製成研究報告《積勞成疾: 工時對僱員健康之影響》; 該報告指出, 工作時間於近年有上升壓力, 原因是發達經濟體復蘇緩慢, 另外是因為新興經濟體增長迅速。調查主要發現包括:

- 有57%香港白領每天工作9小時或以上; 相反, 中國的比率為32%, 新加坡為50%, 日本為47%, 美國為46%, 而全球平均比率為48%;
- 在香港, 有42%僱員每周超過三次把工作帶回家中, 以便繼續完成工作; 而有同樣情況的僱員比率, 在中國為29%, 新加坡為50%, 日本為28%, 美國為56%, 而全球比率為43%;
- 在香港, 有39%女士每天工作9小時或以上, 男士則達69.5%。全球而言, 僅5%女士每周工作60小時, 而男士卻是12%, 比率是女士兩倍以上。此外, 每周超過三次把工作帶回家中的女士 (32%), 也明顯較男士為少 (48%);
- 全球而言, 遠端僱員 (Remote workers, 即彈性及流動僱員) 較固定辦公室僱員的工時更長, 前者每天工作11小時或以上的比率為14%, 後者為6%; 而且也常把工作帶回家中 (前者比率為59%, 後者為26%)。在香港, 有12.8%遠端僱員每天工作11小時或以上, 而有相同情況的固定辦公室僱員僅為6.6%; 此外, 有48.7%遠端僱員常把工作帶返家中, 而有相同情況的固定辦公室僱員只有37.7%;
- 全球而言, 較小型企業的僱員每周有超過三次把工作帶返家中 (48%), 比率遠高於大型企業僱員 (29%)。

雷格斯東亞區副總裁韓藍霆 (Hans Leijten) 表示: 「是次調查顯示, 工作與家庭的界線已經變得模糊, 長期工作過勞勢必損害僱員的健康及整體生產力。這是因為僱員過分勞累, 必然會產生負面情緒或變得沮喪, 甚至身體出現毛病。」

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# 幫助中小企融資

## Make Funding More Accessible to SMEs

By **Jeffrey Lam** 林健鋒

As the European crisis lingers on, the global financial markets have been fluctuating wildly on news about Greece and Italy. The political and economic fundamentals in both countries are in dire shape. Add the encumbrance of other struggling countries, particularly Portugal and Spain, then the burden of the Euro zone economy is becoming an increasingly heavy burden on the world.

Industry observers are forecasting that Europe will fall into recession next year, and the sluggish U.S. economy, coupled with high unemployment, will exacerbate the economic gloom. Hong Kong, as an open and export-oriented economy, will not be immune to the volatility.

On a quarter-to-quarter basis, our GDP expanded slightly by 0.1% in real terms in the third quarter, and the total exports of goods slackened to a decline of 2.2%. Hong Kong's export and manufacturing industries have already borne the brunt of the slowdown. The value of Hong Kong's total goods exported dropped 3% in September over the same period a year earlier. Many SMEs are now starting to suffer from dwindling orders.

As such, I reiterated in Legco meetings that our government must be well prepared for the global economic crisis. Hong Kong banks are tightening credit, which is making it harder for many SMEs to get financing. However, the SME Financing Guarantee Scheme launched by the Hong Kong Mortgage Corporation Limited (HKMC) is not attracting many users. The main problem is that the interest rate is too high. Secondly, participating banks are required to provide detailed transaction records and sensitive information of clients. This is making people shy away from the scheme.

Therefore, I have suggested that the government consider restarting the Special Loan Guarantee Scheme, which was launched amid the financial tsunami, to help SMEs get financing. Since its application procedures are simpler and its bad debt rate is less than 1%, I believe more enterprises would be able to stay afloat through this scheme.

I also hope that our government can improve HKMC's scheme by lowering the interest rate and offering to bear part of the guarantee fee so that SMEs can obtain financing more easily. I also suggested the Hong Kong Export Credit Insurance Corporation re-launch a series of SME support measures, such as the free buyer credit assessment and consulting service and lower interest rates. As the global debt crisis deepens, "supporting enterprises and preserving employment" should be top of our government's agenda. ❀

Jeffrey Lam is the Chamber's Legco Representative.  
林健鋒為香港總商會立法會代表。

最近，歐債危機一浪接一浪，令全球金融市場大起大落，更觸發了希臘和意大利兩國政府「變天」，要撤換總理並籌組新政府。兩國無論在政治和經濟上，都是岌岌可危，再加上其餘歐豬數國的拖累，現時歐盟的經濟已經一蹶不振，成為全球的負擔。

不少人都預期，歐洲經濟明年將陷入衰退，再加上美國的經濟及就業同樣一池死水，香港作為開放型經濟體系，一向倚重歐美出口市場，又怎能獨善其身？剛過去的第三季本地生產總值按季只增長百分之零點一，當中出口更出現百分之二點二的負增長。事實上，香港的出口貿易及製造等行業已首當其衝，9月份本地出口貨值較去年同期下跌近百分之三，不少中小企及廠家均為訂單「縮水」而叫苦連天。

故此，我多次在立法會的有關會議上，指出政府要為全球經濟危機作好準備。由於本港銀行面對收緊貸款壓力，不少中小企已面對借貸融資困難。但是，按揭證券公司的中小企融資擔保計劃卻未能取得預期成效，因為計劃的保費偏高，以及當局要求銀行提交有關客戶詳細往來紀錄和敏感資料才審批，令到銀行卻步。故此，我建議政府重推於金融海嘯救急的「特別信貸保證計劃」，以幫助中小企融資。由於政府的擔保計劃申請比較簡易，壞賬率也不到1%，相信可以幫助較多企業維持營運。

此外，我亦期望政府可以改善按揭公司的融資擔保計劃，例如減收保費和由政府承擔部分的保費，令中小企更容易獲得融資。我還建議香港出口信用保險局重推一系列支援中小企的措施，包括免費提供買家的信用評估服務，以及降低承保費用等。全球債務危機風高浪急，政府要積極「撐企業、保就業」才是當務之急。 ❀





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# 充分體驗非凡的會員服務 HKGCC Membership: An Unrivalled Package of Full Experience

By Shirley Yuen 袁莎妮

As 2011 comes to an end, we are also closing an exceptional chapter in the Chamber's history, as this year marked the 150th year of our establishment. Over the past 15 decades, your Chamber has played a leading role in helping members survive turbulent times, and turned Hong Kong into one of the world's leading economies.

We have worked together to overcome many adversities that the years have thrown at us, and on a brighter note, we have also lived the original "rags to riches" story. As a result, together, we continue to reinvent Hong Kong to ensure we remain one of the most dynamic cities in the world.

Our 150 years of experience gives our members unrivalled connections and knowledge, as well as a true sense of belonging. It is no surprise that some of Hong Kong's oldest and most successful companies have been a member of the Chamber since its inception.

Our policy function, as our slogan goes, is to be the "voice of business." Our duty is to alert you to policies which might affect you, and to lobby government on your behalf. We also serve as a platform to share information and experiences.

Being a part of the Chamber also creates a sense of fellowship among members. Although I have only been CEO of the Chamber for around four months, I have already discovered the great feeling of being part of this family. Whether as part of a high-power business mission to Beijing, or relaxing with members over a cocktail at our happy hour, or hiking in Geopark, being a part of the Chamber family establishes connections, builds friendships, and provides a unique package of experiences.

I am sure you will agree with me that membership to the HKGCC is one of the best bargains in town, and I hope that as your membership for 2011 ends, you take the wise decision to renew your membership with us for the coming year. As the outlook for 2012 is looking uncertain, we will be working hard to help our members get through these difficult times, and have taken the decision to give all members who renew their membership by the end of the year \$400 worth of Chamber coupons. In addition, members who want to get further savings will also receive 10% discount on membership dues for renewing for three years.

Thank you for helping to make the Chamber one of Hong Kong's most dynamic and useful business organizations. Finally, I would like to wish you a happy, healthy and prosperous 2012. 🌸

Shirley Yuen is CEO of the Hong Kong General Chamber of Commerce.  
袁莎妮為香港總商會總裁。

隨著2011年快將完結，總商會的歷史也寫下重要的一頁，因為今年標誌著本會成立150周年的輝煌成就。過去百載以來，本會協助會員應對大大小小的困難，為香港發展為全球首要經濟體之一薄盡綿力。

我們攜手同心，克服這些年來的許多逆境，而慶幸的是，我們亦演活了「白手起家」的傳奇故事。自此，我們繼續一同創建香港，確保本港維持全球最具活力城市之一的地位。

我們累積了150年的豐富經驗，讓會員尊享獨一無二的聯繫和知識，擁有發自內心的歸屬感，所以一些香港歷史最悠久的成功企業，自本會成立之初已加入成為我們的會員，絕對不足為奇，實有因可循。

本會的政策功能就如我們的口號：「為商界發聲」。我們的職責是提醒您某些政策或會對您造成影響，並代表您游說政府。我們亦擔當溝通的平台，讓會員分享資訊和經驗。

成為總商會的一員，亦讓會員之間建立友誼。儘管我上任總商會總裁一職只是短短四個月，但已經感受到作為這個大家庭一分子的優越感。不論是參加高層訪京團，與會員在歡樂時光酒會上暢談，還是遊覽地質公園，作為總商會的一分子有助建立聯繫，增進友誼，享受非凡的多重體驗。

我深信您會認同，總商會的會費絕對物超所值，而隨著2011年的會籍即將到期，盼望您會作出明智決定，延續總商會2012年會籍。有見2012年前景未明，我們會竭力協助會員渡過難關，並決定所有會員在年底前續會，可獲贈價值400元的本會代用券，如選擇一次過繳交三年會費，更可額外獲九折優惠。

感謝您讓總商會成為其中一個全港最活力充沛、成效昭然的商業團體。最後，我謹祝您2012年身體健康，生活愉快！🌸





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## 40週年榮譽共賞

2011 年是柯尼卡美能達於香港成立 40 週年的重要里程碑。多年來，柯尼卡美能達憑藉創新傑出的產品，廣獲業界的認同。在這喜慶時刻，柯尼卡美能達旗下的全線 bizhub 數碼多功能系統，更獲國際級影像器材認證權威 Buyers Laboratory Inc. 評選為「2011 年度最傑出多功能產品系列」。bizhub 系列傑出的穩定性、影像質素、生產力、操作簡易度、掃瞄效能、性價比及功能全面性均備受推崇，再次奠定柯尼卡美能達的領導地位。



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State Councillor Liu Yandong greets delegates. 國務委員劉延東會見團員。

## Growing with the Mainland 與內地共同發展

State leader recognizes Hong Kong's contribution to the Mainland's development and urges HKGCC to play a greater role in driving opportunities arising from the 12th Five-Year Plan

國家領導讚揚香港對內地發展的貢獻，並希望總商會推進「十二五」機遇

China passed its 12th Five-Year Plan in March this year, which seeks to help the Mainland balance its development. State Councillor Liu Yandong told HKGCC's high-level business delegation to Beijing last month that the Chamber should play a greater role in the plan.

She urged the Chamber to seize opportunities arising from the 12th Five-Year Plan to strengthen cooperation with the Mainland and promote the economic and social development of Hong Kong.

Liu met the Chamber's delegation, led by Chairman Anthony Wu, Vice Chairman Y K Pang and Legco Representative Jeffrey Lam, at the Great Hall of the People in Beijing on November 23. The 39 delegates included members of HKGCC's committees, as well as representatives from international chambers of the U.K., U.S., France, Ireland and Korea.

The State Councillor praised HKGCC and its members' contributions for help-

ing to drive the Mainland's economic development and promoting exchanges. She also shared her views on the 12th FYP in the areas of development, livelihood, reform, liberalization and peaceful progression. Liu said development is a priority for China, because only if the pie grows bigger will its 1.3 billion people be able to have a better life. However, growth is not all about speed. She emphasised that more attention will be paid to the content, quality and sustainability of economic development. Efficient use of resources and environmental conservation will be taken into consideration for future projects.

She also elaborated on livelihood issues, saying that the Central Government attaches great importance to improving people's livelihoods, with employment being the top priority. The country succeeded in creating 10.86 million jobs this year. Another 6.8 million university graduates will enter the job market next year. With a compulsory nine-year education programme,



around 0.36 billion students are in school, which is higher than the population of the United States.

She believes that employment issues can be solved by economic development, but people's livelihoods can only be improved through better education. The state's expenditure on education amounts to 4% of its GDP and the ratio



State Councillor Liu Yandong (front row, centre), poses for a group photo with delegates in the Great Hall of the People. 國務委員劉延東（前中）與團員於人民大會堂合照。

is expected to increase next year. In her opinion, in order to give people a better standard of living, reforms in health-care, hygiene and welfare should also be introduced, and more affordable housing should be built. Liu said the Central Government will build 36 million affordable housing units over the next five years. She also revealed plans to build 1,000

art museums around the country in the coming year, with a view to enhance people's quality of life and let them enjoy the fruits of economic growth.

Delegation leader Anthony Wu said the Chamber will do its best to contribute to the 12th FYP.

While the 11th FYP period was still in effect, the Chamber presented its pro-

posals to the Hong Kong and Central governments to put forward the views of various business sectors in Hong Kong. Among these was the proposal to set up a fund to assist companies to expand into the Mainland market, which resulted in the HK\$1 billion fund recently announced by the Chief Executive in his Policy Address. Wu expressed



Wan Jifei, Chairman, China Council for The Promotion of International Trade, meets HKGCC's delegation. 中國國際貿易促進委員會會長萬季飛會見總商會高層訪問團。

his hope that greater cooperation will also deliver greater mutual benefits.

### Ministry of Commerce

The delegation also visited the Ministry of Commerce and the National Development and Reform Commission. Wu said that CEPA has opened “big doors” to Hong Kong companies seeking access to the Mainland markets, but he hoped more “small doors” could be opened by improving communications.

For the Qianhai development project, he was pleased to see the Central Government had designated it as the “SAR of SARs,” and suggested the region follow the example of Hong Kong’s legal system. The Chamber’s Legco Representative Jeffrey Lam expressed his wish for a pilot scheme in Qianhai which exempted Hong Kong people working in Qianhai from having to pay Mainland taxes. He suggested that people who travel frequently between Qianhai and Hong Kong to work be taxed only in their place of origin. This would help to attract more quality talent to participate in the development of Qianhai, he added.

Officials said they would consider public views when formulating policies, and with regard to the question of open-

ing “small doors” under CEPA, they said plans were being considered for setting up a one-stop service centre to help businesses solve their CEPA-related problems.

### Fruitful mission

Chamber CEO Shirley Yuen expressed her appreciation for the reception and arrangements made by the China Council for the Promotion of International Trade, Hong Kong and Macau Affairs Office of the State Council, and the Liaison Office of Central People’s Government, which made the mission such a success.

“We are honoured that so many leading officials receive us in spite of their tight schedules,” she said, adding that

the mission was tremendously useful in helping delegates gain a better understanding of the current situation in the Mainland and in facilitating future cooperation. She said the Chamber will continue to work on further liberalization of industries, particularly trade in services, under CEPA.

“We will continue to consult and collect members’ views and submit recommendations to related authorities,” she said.

On the Qianhai development, the Chamber will urge for a pilot scheme, based on Hong Kong’s legal system to prevent double taxation, to be set up. This will be in line with the innovative policies introduced in Qianhai to create the “SAR of SARs.” ❀



Chamber Chairman Anthony Wu (4th from left) presents a souvenir to Wan Jifei, Chairman, China Council for The Promotion Of International Trade.

總商會主席胡定旭（左四）向中國國際貿易促進委員會會長萬季飛致送紀念品。

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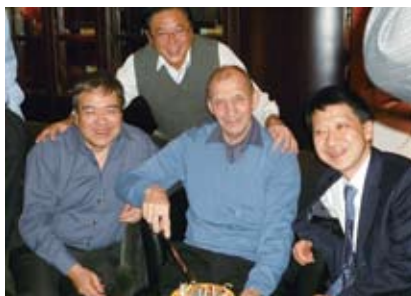
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**推**動國民經濟和社會發展的「十二五」規劃今年展開，國家領導人、國務委員劉延東會見香港總商會高層訪京團時表示，希望總商會抓緊「十二五」規劃的有利時機，推進香港經濟社會的繁榮發展，密切與內地合作。

劉延東在上月底於北京人民大會堂上海廳，接見了由本會主席胡定旭、副主席彭耀佳和本會立法會代表林健鋒率領的高層訪問團。約40名團員當中，包括來自英、美、法、愛爾蘭和韓國國際商會的代表。

劉延東在會面時，特別讚揚本會及其成員多年為推動香港經濟發展、促進香港與內地的交流與合作的貢獻。

「發展」、「民生」、「改革」、「開放」和「和平發展」是劉延東對「十二五」規劃的個人體會。她認為，發展是國家要務，把蛋糕造大，13億人民才有更好的生活，而發展不但是速度，更重視內容、質量和可持續性，而且要節約資源，保護環境。

她又花了不少時間闡述「民生」問題，指中央政府高度重視改善民生，第一是就業，今年已成功解決1,086萬人的就業，明年又有680萬大學畢業生，加上推行全國九年免費教育，單是上學的學生便有3.6億人，較美國人口還多。

她相信，發展經濟可以解決就業問題，而推動教育，則可以改善民生。現時國家在投放教育資源開支，佔國民生產總值4%，預計明年開支也會比去年多一半。改善民生，她認為，也要改革醫療、衛生和福利保障，以及為困難家庭提供保障性住房。在未來五年，中央政府將興建3,600萬套保障性住房，並於未來一年興建一千個藝術博物館，以提升市民生活質素，讓他們分享經濟成果。

本會主席胡定旭回應劉延東時說，本會會盡力做好，推動會員，促進國家「十二五」規劃。

總商會早在「十一五」期間便向港府及中央政府提交建議書，反映香港商界意見，在



The delegation hosted a lunch for Zhou Bo (standing), Vice-Minister of Hong Kong & Macau Affairs Office, to thank him for arranging an outstanding visit for the Chamber's delegation.

高訪團宴請國務院港澳事務辦公室副主任周波（站立），感謝他為總商會訪京團作出妥善的訪問安排。

「十二五」規劃出台前，也再次發表意見書，為業界發聲，並成功向港府爭取設立十億元基金，資助企業開拓內地市場。

高層訪京團還拜訪了商務部和發展與改革委員會。胡定旭主席指，在CEPA之下，大門開了，希望增加溝通，開更多小門。就前海發展，本會欣見國家將前海定為特區中的特區，胡氏建議借鑑香港法律制度，而本會立法會代表林健鋒則期望，可在前海率先試行免徵雙重個人所得稅，即參考歐洲國家的相關做法，藉「邊境城市通勤人士」身份，只須向其「居住地」繳納稅款，而毋須向其工作國家繳稅，以吸引更多高素質人才參與前海的建設和發展。

兩個部委的領導都表示會多聽意見，在制定政策時多加考慮。在回應CEPA多開小門問題時，有關官員說，目前正研究設立快速溝通機構，類似服務個案中心，有一個問題，便解決一個問題。



Chamber Chairman Anthony Wu (right) presents Fan Hengshan, Director of Department of Regional Economy, NDRC, with a souvenir.

本會主席胡定旭（右）向發改委地區經濟司司長范恆山致送紀念品。

對於今次中國國際貿易促進會、國務院港澳事務辦公室及中聯辦官員的接待和安排，以及各領導官員抽空接見代表團，本會總裁袁莎妮深表謝意，認為有助代表團成員更深入了解國情，有利推動日後雙方的合作。

她表示，本會將繼續關注CEPA的進一步開放，並致力推動兩地服務貿易自由化，會繼續諮詢和收集會員的意見，向相關政府部門遞交建議。對於前海特區發展，本會希望能借鑑和採用香港法律制度，並爭取在當地率先試行免徵雙重個人所得稅，以配合國家率先在前海實現創新的制度，打造「特區中的特區」。



Li Rongcan (2nd from left), Assistant Minister of Commerce, said the Ministry was looking at setting up a service centre to help businesses solve their CEPA-related problems. 國家商務部部長助理李榮燦（左二）表示，商務部正研究設立服務中心，協助企業排解CEPA相關疑難。





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# Here We Go Again ... 再來一次.....

We are all in for a painful haircut in the year ahead, warns the Chamber's Chief Economist **David O'Rear**

總商會首席經濟師歐大衛警告，我們來年都免不了會遭受一次痛苦的理髮體驗



economies. The good news is that Mainlanders are powering into our shops in ever greater numbers. Not enough to off-set the downturn in OECD demand, but a nice little boost nonetheless. Call it the battery that keeps things moving when the petrol tank runs low.

The first quarter of 2011 was the high water mark for the current economic cycle, rising 7.5% above the year-earlier bounce. From there on in, it has been all down hill, at least as far as the headline GDP figures revel. The gentle slide to 5.4% in Q-2 and 4.3% in the July-September quarter now look to be the envy of the developed world. Another 3% in Q-4 will put us right on target for 5% for the full year.

The first graph presents Hong Kong's economy since 2008. While we are still well into the black, growth is getting scarce. The second chart uses the quarter-to-quarter, seasonally adjusted figures more popular with the big, stable (and reversing) OECD economies. Here, it is obvious that we have – at least until the figures are updated next year – avoided the classic “two consecutive quarters of contraction” definition of a recession. Barely.

The third graph shows the slowing demand for imports in the big markets. The figures for the U.S. exclude petroleum, and those for the EU are imports from outside the 27-member customs union. For China and Japan it is simply the total

As of this writing, we're back into full-blown global crisis mode, with Japan contracting three quarters in a row, U.S. politicians doing their best to drive the world's largest economy off a cliff, and Southern Europe on the brink of monetary succession. If the EU isn't in recession right now, it isn't for lack of trying.

In 2010, the combined economies of the EU, Japan and the U.S. represented 52% of global GDP, down from 65% at the turn of the century. Since 1980, they have contributed more than 60% of all new growth in the world, but no more. Over the course of the next decade or more, these 29 economies (give or take) will likely produce no more than 25% of global growth.

Welcome to the slow decade.

East Asia, doesn't go slow for more than a year or so, and that means we need to find a new, hybrid engine to power our

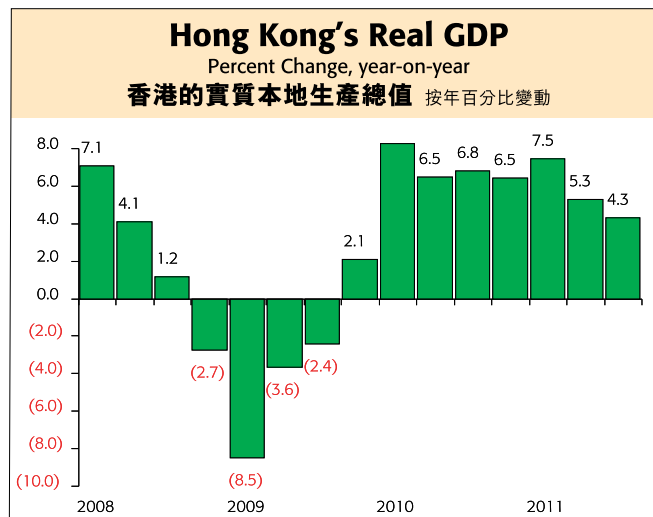


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歐大衛為香港總商會首席經濟師，電郵：[david@chamber.org.hk](mailto:david@chamber.org.hk)。

purchased from abroad. The numbers are still in the double-digits, but these are nominal figures, full of inflated commodities and energy prices.

The trend is not our friend. Confidence in the wealthy nations is shot, which discourages companies from investing and hiring and consumers from consuming. The lack of demand will make it all that much harder (read: nigh on impossible) for highly indebted yet wealthy economies to grow their way back to health.

The barber is sharpening his scissors, and it is going to be haircuts for everyone, which is going to hurt. Hong Kong will be lucky to avoid recession in 2012, which cannot be taken for granted. Assuming that most of Europe remains sluggish throughout the year, and the U.S. struggles to achieve 2% real growth, Hong Kong should do no better than 3% in the coming year, with inflation around 5%. ❀



## Chewing the Fat

### The Economy of Christmas

The winter holiday season (to put a politically correct spin on it) is the most intense period of economic activity in most of the Western world, and increasingly here in Asia. Advertising and decorations seem to come earlier every year. The shopping season arrives hot on the heels of Halloween, and is in full voice (tra la la) by mid-November.

Orders for toys and other accoutrements from China are big business, from design to prototype and manufacturing. Orders placed during the summer months are a key leading indicator followed closely by merchants, advertisers, equities analysts, economists and others. Port traffic here in Hong Kong suggests 2011 is unlikely to be a record-setting year.

In the U.S., as much as a quarter of all personal expenditure takes place during the holiday season, although that includes regular purchases. Sales at department stores may be 40-50% higher in December than in the previous month, with books and jewellery purchases surging to double or more. Movie studios release films during this time of year to capture the entertainment dollar, and new (rarely improved) versions of old songs fill the music retailers' tills.

The spending bill includes not just gifts but also decorations such as lights, ornaments and the tree upon which to hang them; music, whether

purchased or subject to a donation at a live performance; food, both consumed and given in gift hampers; greeting cards (two billion in America alone) and postage stamps; and travel to Grandmother's house (or, for a winter holiday).

Gift-giving on this scale may be a losing proposition, however, not only for the environment but also as household budgets are stretched with more enthusiasm than planning and purchases that might otherwise have been made in less emotional seasons crowd out logic.

It all comes to a halt on Christmas Day, economically the least active day of the year. But, after Christmas sales kick in with a vengeance, and carry through into January.



**隨**著日本經濟連續三季收縮，美國從政者竭力把全球最大經濟體推落懸崖，以及歐洲南部瀕臨貨幣崩潰邊緣，撰稿之時，我們已全面重返全球危機的狀況。

2010年，歐盟、日本和美國的綜合經濟佔全球GDP的52%，低於本世紀初的65%。自1980年起，他們為全球帶來逾60%的新增長，僅此而已。未來10年或以上，這大約29個經濟體很可能只會帶來少於25%的全球增長。

歡迎進入緩慢十年。

東亞地區的經濟應該在一年多之內都不會放緩，那代表我們需要物色新的混合動力引擎來推動經濟。好消息是，大量內地人正不斷湧入本地商舖消費。儘管這不足以抵銷經合組織（OECD）的需求下跌，但多少也帶來促進作用，可以稱之為油缸存量不足時，讓機件保持運行的電池。

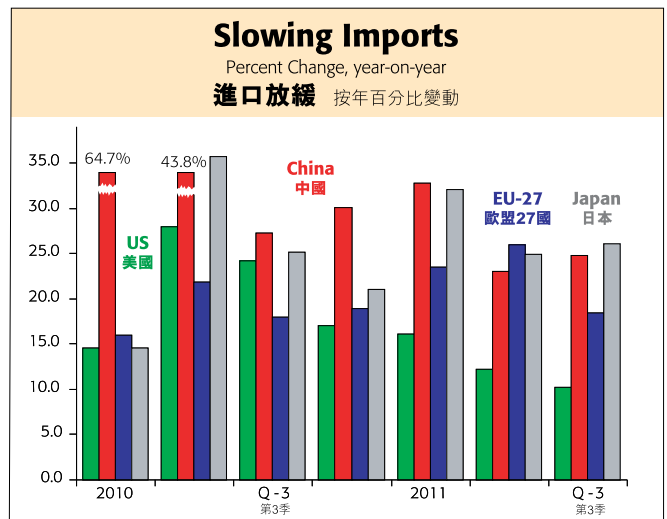
2011年首季是現時經濟周期的最高位，較一年前的增幅高出7.5%，而此後一直走下坡，這至少就有效GDP數字而言。第二和第三季分別溫和回落至5.4%和4.3%，現在似乎令發達國家為之羨慕。如第四季錄得3%，就會使我們正正達到5%的全年目標。

圖一顯示香港2008年以來的經濟。雖然我們仍然錄得正增長，但增長正日漸下跌。圖二採用較受大型、穩定（及相反）的OECD經濟體應用的經季節性調整數字。顯然，我們——至少直到明年更新有關數字之前——僅僅避過了衰退的典型定義——「連續兩季收縮」。

圖三反映大型市場對進口的需求放緩。美國的數字不包括石油，而歐盟的則來自該關稅聯盟27個成員國以外的進口。至於中國和日本，就純粹是海外購買總額。有關數字仍達雙位數，但它們都是名義數字，包含價格高漲的商品和能源價格。

有關趨勢並不樂觀。富裕國家的信心崩潰，打消企業的投資和招聘意欲，也影響消費者的購物慾望。需求不足將令深受債務困擾而又富裕的經濟體更難（近乎不可能）回復健康的財政狀況。

理髮師正磨利他的剪刀，準備為所有人理髮，那將會是痛苦的經歷。香港將有幸避免在2012年陷入衰退，但不可視之為理所當然。假設歐洲大多數國家的經濟明年持續呆滯，而美國苦苦掙扎達致2%的實質增長，那麼香港來年的增長應該不會多於3%，通脹率則大概是5%。✿



## 談天說地

### 聖誕經濟

**在**大多數西方國家中，冬日假期季節（這樣說比較政治正確）是經濟活動最活躍的時期，而亞洲亦日漸如是。廣告宣傳和裝飾布置似乎每年都早已登場。購物季節緊隨萬聖節而至，並在11月中進入全盛期。

從設計到原型以至生產，來自中國的玩具和其他飾品訂單都是大生意。夏季發出的訂單，是商家、廣告商、股票分析員、經濟師和其他人所密切注視的主要指標。香港本地的港口運輸顯示，2011年不大可能是創紀錄的一年。

在美國，多達四分之一的所有個人開支都在假日季節期間產生，儘管有關開支已包括固定消費。隨著書籍和首飾的消費急增一倍或以上，百貨公司12月的銷售額或會比前一個月高出四至五成。電影製作公司會在這個期間發行電影，趁機從娛樂消費

中分一杯羹，而舊歌新唱（甚少比原唱好）也會為音樂零售商帶來可觀進賬。

除了禮物之外，開支也包括聖誕樹及樹上的燈飾、掛飾等；付款購買的音樂碟或欣賞劇場表演時的捐款；自用及送禮的食品；賀卡（單在美國已有20億張）及郵票；以及探親旅遊（或冬日渡假）。

然而，如此大規模的送禮活動並不環保，而鑒於家庭預算因一時的雅興而變得緊絀，以及一些理應在平日作出的購物行為也因感性埋沒理性而統統擠在假日時節作出，因此，送禮此舉也許並不可取。

所有活動會在聖誕節當天——全年經濟最不活躍的一天——停頓下來，但聖誕過後的減價行動將促使購物活動再度升溫，一直持續至1月。



# 亞洲國際博覽館： 人流暢旺續增長 助中小企拓展商機

在亞洲國際博覽館舉行的環球資源採購交易會取得空前成功，訪客數目持續強勁增長。本港參展商，特別是中小企一致認為展會提供了寶貴的商機，令他們能夠接觸來自全球高增長市場的買家。



「展會的買家質素非常好，我們收到很多查詢，預期亦有跟進訂單。這個展覽絕對是我們優先考慮的推廣渠道。」



沃尼亞有限公司 (香港) 銷售及市場部總監翟卓玲女士

「今屆春季展的人流比上年更暢旺，我估計上升約20%。公司選擇環球資源採購交易會，其主因是展覽規模龐大，我們可以在這裡物色目標買家。」

鴻洋實業有限公司 (香港) 董事吳迎新先生



## 亞洲國際博覽館：環球資源採購交易會

- 超過120,000位國際買家參與2010年的展會
- 2011年春季展會的展位數目較去年錄得雙位數字的增長
- 2011年首季舉行的電子產品及零件採購交易會是歷來規模最大的春季展會
- 共設28個行業展會，每年舉行兩次
- 地點優越，毗鄰香港國際機場
- 館內設有機場快綫車站，直達主要商業區
- 無柱式地面展館，便於搭建展位及裝卸展品
- 展館空間充裕，佈局靈活，買家可輕鬆往來各個展區

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Face to Face with

**Marc Castagnet**

**馬克專訪**

Asia's economic outlook remains relatively upbeat, despite the global gloom. This month, *The Bulletin* spoke with the Chamber's Asia/Africa Committee Chairman Marc Castagnet about the work of the committee and the new initiatives he plans to roll out

儘管全球經濟前景黯淡，但亞洲方面卻維持相對樂觀。今期《工商月刊》訪問了總商會亞洲/非洲委員會主席馬克，聽他談委員會的工作和計劃展開的新措施

*The Bulletin: What does the Asia/Africa Committee do?*

**Marc Castagnet:** I'd say we have three main goals. The first is to allow our members to exchange their experiences, their views, and their knowledge on Asian and African nations. Second, we organize one or two trips every year to Asian or African countries to discover – or sometimes rediscover – what is going on in those countries. And lastly, we inform members what is happening in those countries through meeting with incoming delegations, organizing luncheon talks, and providing further information to members.

*B: Do you think geographical committees still have a useful role to play, given that the world is now a much smaller place than it was a decade or two ago?*

**MC:** I think they have value for members, because we exchange best practices and share our experiences. For example, I had a problem in one of the countries that my business was operating in a few years ago, so I reached out and someone gave

me a contact, which ended up solving my problem. Another time, during a mission to India, I met a contact who we hired to provide IT services for my company. So that is very typical of how members bring in information and exchange information, find new markets or business, etc.

*B: How do you decide which countries to visit?*

**MC:** At the moment, we are thinking about trips to Iran, Myanmar, Nigeria and Ethiopia, as these countries were floated at our recent meetings. We then try and do the groundwork to plan the mission based on members' wishes.

*B: I've heard a number of businesses voicing concerns about safety and corruption in certain Asian and African countries. Do you think this is a problem?*

**MC:** Before I sold my business, I had 22 offices in 15 countries – many of which were in Asia and Africa. In that time I never gave a single cent in bribes – even in Africa, where we had over 100 employees. I am not saying there is no corruption. There are ways to move around and there are ways to use intermediaries.

I was in Ethiopia this summer with my daughter. We were walking around the city and never had any trouble. We didn't even have a single beggar asking us for money. At the end of the day, I strongly believe that if you arrive in a country and you think you will have problems, then that is exactly what you are going to have.

**B:** Are there still lots of opportunities in Asia and Africa for entrepreneurs?

**MC:** That depends on the type of products or services that you have, and which country or region has the most demand for those. Today, if you are in consumer goods, Africa and Asia are growing at the same rate. I raised the idea of going to Ethiopia to the committee, because it is growing at a faster rate than other African countries. But obviously Asian countries are easier for us, because we understand their minds and the culture, and also the networking community is much stronger informed about Asia than Africa.

Having said that, China has a strong presence in Africa, mainly for consumer goods, capital projects and natural resources. So I think there is an opportunity for us to set up back offices for services or products in Africa, that will serve China's strategic expansion in Africa. That includes opportunities for SMEs, who can work with the local partners.

And for bigger companies, there are huge opportunities in infrastructure, natural resources, and real estate projects. This is also a good way for companies to diversify their geo-political risk, which is exactly what one of our committee members, Tata Group, has been doing.

**B:** What new initiatives are you trying to launch in the committee?

**MC:** A new feature at our committee meetings is that we ask at least one member to present what they do in the Asia/Africa region in terms of the market evolution, the pitfalls or the advantages, etc. In this way, all committee members will learn more from members who are on the ground in those markets.

I am also in the process of organizing breakfast meetings with our committee leadership and three to five members to better understand what they can bring to the Chamber and

also what they are looking for from the committee. In my view, this should be an exchange.

**B:** How do you manage to invest so much of your time into the committee?

**MC:** Since I sold my company, people say I have retired. But the truth is that I am very grateful for what Hong Kong has given me, so I decided to give 50% of my time to work for the community. I give my time to HKGCC – helped of course by a very able secretariat. I also give my time as a governor on the English Schools Foundation, and also chair the PTA of King George V School. I also want to promote social enterprise, investing in social enterprises in Hong Kong as well as the Greater China region, especially electrification of rural communities.

I am a true believer in the concept of triple bottom line: economic/financial, environment, social impact.

**B:** If you could have three wishes for the committee, what would they be?

**MC:** My first wish would be for every member of the committee to know each other well, so that we would all have a strong sense of camaraderie, share information, and help each other in order to make our businesses grow and prosper.

Second would be to be more involved with other committees of the Chamber, so that we have greater cross-committee cooperation.

Third would be to work with other business organizations and chambers of commerce outside of Hong Kong. For example, we are part of China, so in addition to working with the China Committee, we could cooperate with a Mainland China chamber of commerce for example, or other organizations. I think this would make us a much stronger, and effective committee. ✿

I am true believer in the concept of triple bottom line:  
economic/financial, environment, social impact.

我非常忠於「三重底線」的理念，即企業不僅要追求「經濟效益」，還應該著重「環境效益」和「社會效益」。

**問：**亞洲/非洲委員會負責甚麼工作？

**答：**我會說我們有三大目標。第一是讓會員交流關於亞洲和非洲國家的經驗、意見和知識。第二，我們每年舉辦一至兩個考察團到訪亞洲或非洲國家，發掘或重新探索這些國家的最新發展。第三，我們通過與到訪的代表團會面、舉辦午餐會演講，以及提供更詳盡的資訊，讓會員了解這些國家的現況。

**問：**鑒於近10至20年世界的距離愈來愈近，你認為地區委員會仍然肩負重要角色嗎？

**答：**我認為這些委員會對會員是有價值的，因為我們交流最佳的方案，分享寶貴的親身經驗。舉例說，幾年前我在某個業務營運國家遇上困難，我立即伸手求援，幸好有人給我一個聯絡方法，最終助我解決難題。另一次參加印度考察團時，我認識了一位聯絡人，其後我們聘請了

他為我公司提供資訊科技服務。因此，這些就是我們引入和交流資訊，以及物色新市場或業務等的典型例子。

**問：**你怎樣決定考察哪些國家？

**答：**目前我們正考慮到訪伊朗、緬甸和埃塞俄比亞，因為我們近日的會議經常提及這幾個國家。接著我們會嘗試做好準備，根據會員的意願籌辦考察團。

**問：**我曾經聽過有些企業表示關注某些亞洲和非洲國家的安全和貪污情況。你認為這成問題嗎？

**答：**在我出售自己的生意前，我在15個國家設立了22個辦事處，當中很多位於亞洲和非洲。那時，我從來沒有賄賂過一分錢。即使在非洲，我們有超過100位僱員，仍然沒有破戒。我不是說這些國家不存在



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貪污，只是我們總有方法繞過，總有方法調解。

今年夏天我與女兒到過埃塞俄比亞，我們走遍整個城市，從未遇上任何麻煩，甚至連一個討錢的乞丐也遇不上。歸根究底，我深信如果你到達一個國家並認為自己會遇到麻煩，那麼麻煩就自然會找上門來。

**問：對企業家來說，亞洲和非洲仍有很多商機嗎？**

答：這視乎你的產品或服務種類，以及哪個國家或地區對這些產品或服務有最大的需求。如果你從事消費品行業，非洲和亞洲現正以相同的速度增長。我向委員會提議考察埃塞俄比亞，因為它的增長速度勝於其他非洲國家。但進軍亞洲國家的難度顯然較低，因為我們了解他們的想法和文化，而且我們的網絡社群對亞洲的認識遠多於非洲。

話雖如此，中國已在非洲奠定了重要地位，主要涉及消費品、基本工程項目和天然資源。所以我認為，企業的機遇是在非洲設立一個服務或產品的後勤辦事處，協助中國在非洲的策略性擴展。中小企亦可與當地的夥伴合作，充分利用有關商機。

至於較大型的企業，基建、天然資源和房地產項目可為他們帶來龐大的機遇。此舉亦有助企業分散其地緣政治風險，而這正是我們其中一個委員會成員塔塔集團（Tata Group）的現行策略。

**問：你現正嘗試在委員會推行甚麼新措施？**

答：我們的委員會會議有個新特色，就是邀請最少一位委員分享他們如何應對亞洲/非洲地區的市場演變、陷阱或優勢等。這樣，所有委員會成員都可向有實地經驗的委員學習，獲益良多。

我亦正安排委員會領導層每次與三至五位委員進行早餐會議，深入了解他們可以為總商會帶來甚麼貢獻，以及他們希望如何從委員會中得益。我認為此舉可促進委員之間的交流。

**問：你何以能夠為委員會奉獻大量時間？**

答：自從我出售了自己的企業後，人們說我已經退休了。但事實是，我



Members visited one of Cambodia's factories, which are dominated by garment, textile and footwear manufacturers.

會員參觀柬埔寨其中一家廠房，當地的製造業多以製衣、紡織及鞋履為主。

很感激香港帶給我的一切，所以決定獻出五成時間服務社會。我為總商會奉獻時間，背後當然還有一個非常能幹的秘書處協助，亦出任英基學校協會的家長委員會成員，以及英皇佐治五世學校的家長教師會主席。我還想推廣社會企業，投資香港和大中華地區的社會企業，特別是推動農村電氣化。

我非常忠於「三重底線」的理念，即企業不僅要追求「經濟效益」，還應該著重「環境效益」和「社會效益」。

**問：如果送你三個有關委員會的願望，你會許甚麼願？**

答：我第一個願望是希望委員會的全體委員加深認識，讓我們培養深厚的情誼，分享資訊和互相幫助，從而促進業務發展。

第二是亞洲/非洲委員會可以與總商會其他委員會加強聯繫，讓我們有更多的跨委員會合作。

第三是與海外其他商界團體和商會合作。舉例說，我們是中國的一部分，所以除了與中國委員會合作，我們亦可與中國內地的總商會或其他團體合作。我認為，本委員會可藉此增強實力，提高效率。✿

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### Asia/Africa Committee

亞洲/非洲委員會

The Asia/Africa Committee is one of the Chamber's trade area committees responsible for providing substantive programs and information to chamber members who wish to further develop and strengthen business ties with countries in the Asian, African and the Middle Eastern regions. The committee is committed to continuing its efforts in promoting bilateral trade and investment between Hong Kong and countries in Asia, Africa, and the Middle East, through events including luncheons, seminars, meetings with overseas visitors and delegations, missions and networking functions.

亞洲/非洲委員會是總商會的地區委員會之一，負責為會員提供各式各樣的活動和資訊，協助他們進一步發展及加強與亞洲、非洲及中東地區之間的商業聯繫。委員會透過舉辦午餐會、研討會、訪問團、聯誼活動及接待海外訪客，致力推廣香港與亞洲、非洲和中東國家之間的雙邊貿易及投資。

INTERVIEW WITH FABIO PARODI, CO-FOUNDER OF CRESCO CIVIL ENGINEERING AND CRESCO-GROUP

## Crisis, the case of a company opposing the trend: “quality wins where the selection is more refined”

*The young entrepreneur tells us how his startup grew in just a few years from being an outsider to a sought-after partner for important companies*



AP1000 NUCLEAR PLANT AT SANMEN (CHINA). CRESCO-GROUP DESIGNED THE FINAL ENGINEERING OF SEVERAL INTERNAL STEEL STRUCTURES AND OF THE CONICAL ROOF FOR ANSALDO NUCLEARE

HONG KONG – At MIPIM, the important international real estate exhibition event, I met the cofounder of an outstanding young Italian civil and structural engineering company.

**It is surprising how young companies such as Cresco can have such success in this time of crisis, how do you explain this?**

Today, precisely because of the crisis, the market can no longer allow its former cronyism and has to make choices based on the true value of services. I'm assuming we are appreciated for our skill on optimizing engineering and reduce cost of constructions. The keys of success are innovation and the quality of the people of our network.

**Cresco adopts a network model, is it correct?**

Yes, it is. I often meet very talented people that, with the benefit of our know-how, can achieve great things in a very short space of time. In India and China particularly, the available potential is very high. I believe that valuable partnerships and synergies can be created: our company can offer a first-class concept engineering service and local companies are capable of developing excellent detailed engineering.

**Would you like to thank anyone for the results of your Company?**

Yes, I would like to thank my partners: Marco, Tonino, Ennio and Aldo. I also owe a lot to Italian University. There is very high quality civil engineering “made in

Italy”, which is known for its creativity in problem solving. Last, but not least, the companies that showed faith in us, particularly: Ansaldo Nucleare, Cometal, Duferco Engineering, Ferretti International, General Electric and Tenova.

**You were speaking to me about innovation – could you give me an example?**

Cresco has studied first the application of a synthetic structural fibre that can entirely replace steel reinforcement in industrial equipment foundations. This is an innovative way to save time and setbacks.

**Has Cresco also worked in China?**

Yes, on two occasions. The first was in 2007, in Wuhuan, for the Wisco Pickling Line. The second was last year when we designed numerous interior steel structures and the conical roof for the AP1000 nuclear plant in Sanmen.

**What are your goals for the future?**

I would like to find partners in the near future that can participate in our network and help it grow in other countries.

**It's good to hear you speak about growth in a time of general slowdown.**

I believe that the problem of our sector is not the lack of opportunity but the difficulty of finding partners who can help to safeguard critical budgets. This is proven by the fact Cresco reached peaks of almost 8,000 hours each month developing a specialized niche of engineering. For a direct contact: [fp@cresco-group.com](mailto:fp@cresco-group.com)



AEROVILLE SHOPPING MALL (PARIS). CRESCO-GROUP IS DESIGNING THE FINAL ENGINEERING OF STEEL STRUCTURES FOR COMETAL SPA

# Three Ways to **Avoid Being Invisible** 在貿易展上免被忽視的三大法門

By Susan A. Friedmann

I recently read an article in *Newsweek* about being invisible in different cities around the globe by just fitting in with the locals, in the way you dress and behave.

This triggered a thought about how most exhibitors display themselves at trade shows. They have similar booth displays, bland and often uninteresting graphics and an array of stuff that is simply blah! In other words, there's very little that jumps out at the visitor with the message "Notice Me!"

Walking down the aisle as an attendee, these exhibits blend into nothingness, and, quite simply, seem to wear the invisibility mantle with pride. This begs the question, "is this really the role you want to play when you invest serious marketing dollars to be at the show?"

Here are three ideas to consider if you decide you want to be noticed:

## 1. Be different.

Next time you're at a show, either as an exhibitor or as an attendee, check out the sameness around you. Ask yourself, "what would it take to be different in this industry environment?" "What would help you stand out from the crowd?"

Recently, a coaching client of mine exhibited at a local expo. As a first-time exhibitor we discussed ideas that would have the company stand "head and shoulders" above the competition. Being in the property maintenance business, they decided to use live shrubbery creatively to arouse attendee curi-



osity. It worked extraordinarily well, and they captured more leads than they'd planned for.

## 2. Break the rules.

In your quest to be different, take your ideas and experiment with different approaches. Can you add to it or take something away? Challenge the norms, break the rules and allow yourself to be zany, crazy and off-the-wall. Read Roger von Oech's "Whack on the Side of the Head," to help get those creative juices flowing.

## 3. Think like a kid.

Children have an innate gift of bizarre ways of looking at things. Some-

where along the way we lost that gift and replaced it with average vanilla thinking, and duplication of what others do. Typically, the thought process is, "if it works for them, it'll work for us." Sameness is boring.

Invite a few five year olds to look at your ideas, and work on helping you create something completely different. You might need to adapt their ideas, but, their way of looking at things could definitely get you out of your "box-like" thinking.

To rid yourself of that invisibility mantle, keep your overall goal in mind: "How can we be different, stand out from the crowd, and be noticed, so that visitors will stop, take interest, and ultimately, buy what we have to offer?" ✿

Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY, is an internationally recognized expert working with companies to increase their profitability at tradeshows. Author: "Riches in Niches: How to Make it BIG in a small Market" and "Meeting & Event Planning for Dummies." [www.thetradeshowcoach.com](http://www.thetradeshowcoach.com) & [www.richesinniches.com](http://www.richesinniches.com)

Susan A. Friedmann 曾獲頒專業演講者認證 (CSP)，是紐約普拉西德湖的貿易展銷技巧導師，也是獲國際認可的專家，專門與企業合作提高他們在貿易展上的盈利能力。此外，她也是《達人創業，稱霸小市場》及《會議及項目策劃入門》的作者。網址：[www.thetradeshowcoach.com](http://www.thetradeshowcoach.com) 及 [www.richesinniches.com](http://www.richesinniches.com)。

# on the Trade Show Floor



## Five New Rules for Trade Show Technology

Five rules to help you leverage technology to add to your trade show success.

**1. Online is not an add-on** – The virtual component must be integral to every step of your trade-show planning. Select the best online communities to reach your customers. And maintain your brand voice and image in every message.

**2. Accessibility is key** – Make sure your trade-show web page is optimized for all the browsers, including those on smart phones. The design that looked great on Internet Explorer may be unreadable on a Droid.

**3. Make your message move and speak** – Use web video, still images, and podcasting as well as text. Multimedia approaches engage more of the user's attention. Live feeds from your booth can extend your trade show message to customers around the world, and YouTube videos can make it accessible months or years after the event is over.

**4. Update often** – Keep your customers coming back to check for more. Good content may be news and links, helpful tips, community-building, or just the sense of a warm, engaging person as the face of the company.

**5. Listen as well as talk** – Twitter, Facebook, and blogs offer almost instantaneous feedback on what's working and what's not. If a member of your booth staff was rude to a customer, you can be sure the news will be all over Twitter in five minutes. Monitor the Internet and the Twitterverse with automatic searches, and respond instantly to any problems.

**我**最近在《新聞週刊》讀了一篇文章，內容談及只要入鄉隨俗，模仿當地人的衣著和行為，你就可以在全球各地成為隱形人。

這讓我想起大部分的參展商如何在貿易展上表現自己。他們有類似的攤位陳設、枯燥乏味的圖像，以及大堆陳腔濫調的展品！換言之，沒有多少企業可以在芸芸參展商中脫穎而出，向訪客傳達「注意我！」的訊息。

作為訪客沿著通道一直走，這些陳列品毫不起眼，就好像得意地穿上了隱形斗篷一樣。這帶出一個問題：「當你投資了龐大的市場推廣費用來參展，這真是你想要扮演的角色嗎？」

如果你決定要引人注意，以下是可以考慮的三大方法：

### 1. 與眾不同

下次出席貿易展時，不論你是參展商或訪客，查看一下身邊的東西有多相似。問你自己：「如何在這個業界環境下與別不同？」「怎樣可以助你突圍而出？」

最近，我的一位培訓學員參加了本地某個展覽會。由於是首次參展，我們商議了一些可以讓公司出類拔萃的構思。有見公司從事物業管理業務，他們決定發揮創意，利用真的灌木

叢來引起訪客的好奇心。後來效果出乎意料的好，遠遠拋離其他同場對手。

### 2. 打破常規

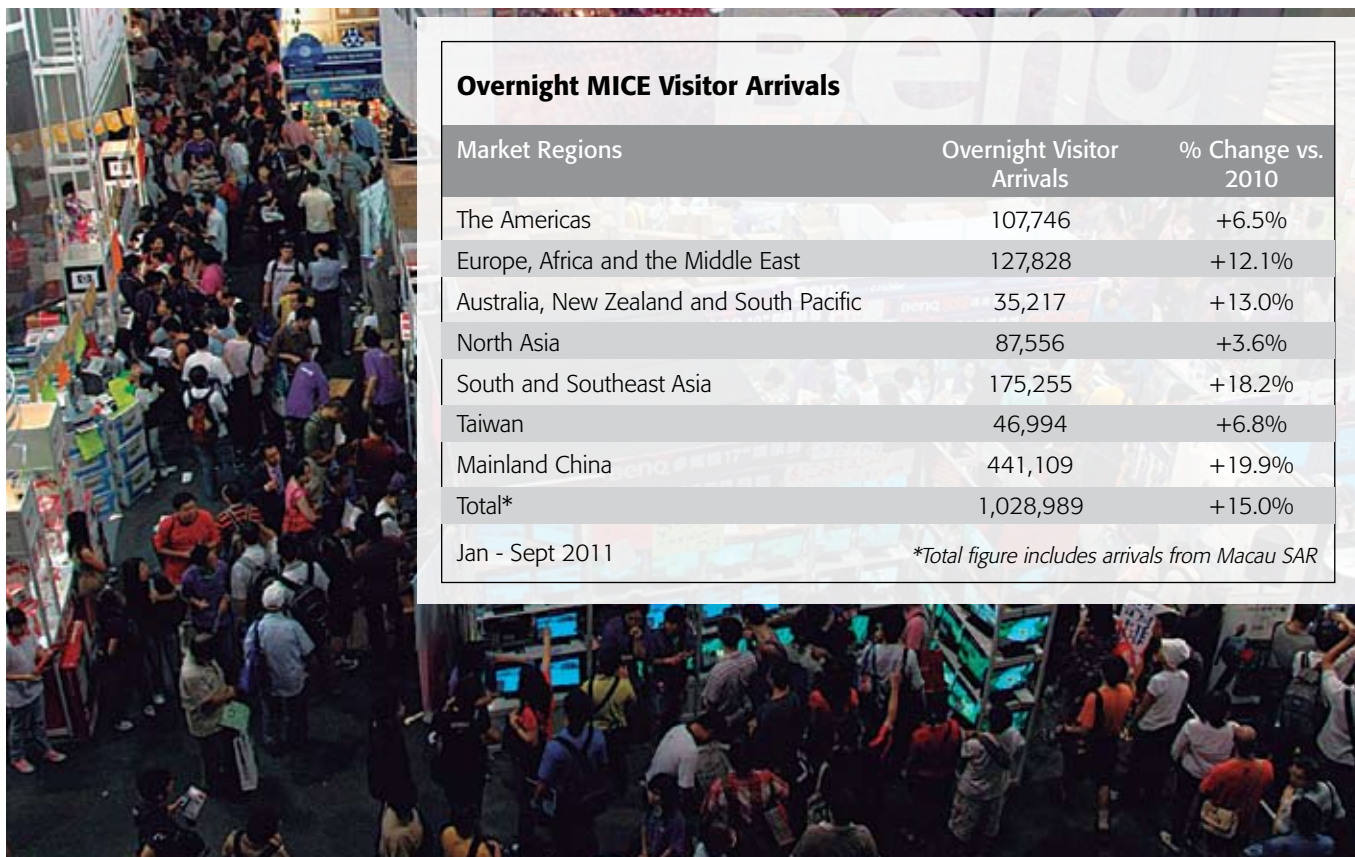
在嘗試突出自己時，以不同的角度考慮你的構思和試驗。你可以作出增刪嗎？挑戰規範，打破常規，讓自己變得滑稽、瘋狂和古怪。參考創意大師Roger von Oech的著作《激發創意：給頭腦致命的一擊》，讓你滿腦子都有創新的想法。

### 3. 赤子之心

小孩子有一種天賦，能夠以荒誕獨特的眼光看世界。但隨著我們日漸成長，便會失去這份天賦，取而代之的是平庸乏味的思想，以及重複別人的做法。典型的思考方式是：「如果這個方法對他們有效，也會對我們有效。」錯了！千篇一律只會惹人生厭。

邀請幾位五歲的小朋友看看你的構思，讓他們助你創作一些截然不同的想法。你或許要略為修改他們的構思，但他們的眼光確實可以讓你跳出思想的框框。

為了卸下你的隱形斗篷，請緊記你的整體目標：「如何做到與眾不同、脫穎而出和受到注目，使訪客停下腳步、產生興趣，並最終購買我們的產品和服務？」✿



Overnight MICE Visitor Arrivals		
Market Regions	Overnight Visitor Arrivals	% Change vs. 2010
The Americas	107,746	+6.5%
Europe, Africa and the Middle East	127,828	+12.1%
Australia, New Zealand and South Pacific	35,217	+13.0%
North Asia	87,556	+3.6%
South and Southeast Asia	175,255	+18.2%
Taiwan	46,994	+6.8%
Mainland China	441,109	+19.9%
Total*	1,028,989	+15.0%
Jan - Sept 2011		<i>*Total figure includes arrivals from Macau SAR</i>

# MICE Arrivals Reach 1 Million Milestone

## 會展旅客突破100萬

The future looks bright for Hong Kong's meetings, incentives, conventions and exhibitions industry

香港的會議及獎勵旅遊業前景樂觀

Hong Kong's MICE (meetings, incentives, conventions and exhibitions) industry looks to be in good shape following an announcement by the Hong Kong Tourism Board (HKTB) that overnight MICE visitor arrivals within the first nine months of 2011 reached a landmark of 1 million for the first time ever. The figure, which totalled 1,028,989, represented a 15.0% increase over the same period last year.

Various mega conventions and exhibitions held during the third quarter also helped to boost the number of MICE visitor arrivals from both long- and short-haul markets.

Overall, in the first nine months of 2011, Mainland China (+19.9%) and South & Southeast Asia (+18.2%)

recorded the biggest growth. The Mainland was also the largest MICE visitor source market, contributing over 440,000 or 42.9% of all overnight MICE arrivals to Hong Kong.

As for the long-haul markets, notwithstanding the slowdown in the European and American economies, there was no immediate impact on the MICE arrivals, given that many of the international conferences and exhibitions held in Hong Kong were confirmed last year or even earlier, and these activities are normally more resilient to economic volatility. Among all long-haul market regions, Australia, New Zealand and the South Pacific was the best performer (+13.0%), followed by Europe, Africa and the Middle East (+12.1%).

Looking ahead into the outlook for the MICE tourism in Hong Kong, HKTB Chairman James Tien said numerous large-scale conventions and exhibitions have already been lined up for next year.

"We will sustain our collaboration with the MICE and travel trade sectors to enhance Hong Kong's competitiveness and appeal as a MICE destination. Just recently, we have joined a number of Lantau-based MICE and related trade partners to roll out a new campaign designed for promoting Lantau as a MICE hub. Through this campaign, we aim to attract a greater number of MICE events to the island, and generate more business for the tourism sector," he said. 🌸





# 反思，開創 打造「儲存業務王國」

香港地少人多，寸金尺土，不少家庭都要面對空間狹窄、雜物囤積的情況。早在十多年前，儲存易迷你倉集團看準香港這個居住環境問題，特別開設迷你倉公司。儲存易迷你倉集團成立於二零零二年，分店現超過90多間，遍佈香港、九龍及新界，澳門以及星加坡等地，成為亞洲最具規模之迷你倉集團，迷你倉數量超過30,000個，面積超過90萬呎，而當中服務客戶包括跨國集團、中小型企业及家居客人，能夠有今天的成績，主要憑藉誠懇、誠實的態度服務大眾。我們以『以客戶為本』，希望將『生客』變成『回頭客』，成為公司的長期支持者。」



▲ 隨著迷你倉的興起，近來儲存易還有專為儲存紅酒而設「紅酒迷你倉」，更榮獲 HKQAA 頒發「儲存高級葡萄酒及商品葡萄酒的儲存設施」認證。



▲ 24小時運作的儲存易紅酒迷你倉，設有後備電源，有不少客戶將家中整箱紅酒搬到迷你倉內。



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### 貿易展科技的五條新法則

以下五條法則可助你在貿易展上利用科技取勝：

1. 網上元素必不可少 —— 規劃展會時，必須在每一個程序加入虛擬元素。選擇最佳的網上社群與客戶接觸，並利用每個訊息帶出品牌聲音和形象。
2. 必須易於瀏覽 —— 確保你的展會網頁適用於所有瀏覽器，包括智能手機的瀏覽器。在Internet Explorer看到的精美設計，未必可以在Droid顯示出來。
3. 讓訊息移動和說話 —— 善用網絡視訊、靜態圖像、Podcasting和文字。多媒體訊息可更易吸引用戶注意。攤位的即時動態可把你的展會訊息傳達給世界各地的客戶，而YouTube 視訊就可以使活動在結束後數月甚至數年仍然觀看得到。
4. 經常更新 —— 吸引你的客戶經常回來查看最新消息。內容可以是新聞和連結、實用情報、建立社群，又或純粹讓人感到窩心溫暖，展現親切友善的公司形象。
5. 聆聽及回應 —— Twitter、Facebook 和網誌可給予近乎即時的市場反應。如果你的攤位職員對客戶無禮，你可以肯定這個消息會在5分鐘內傳遍Twitter。利用自動搜尋功能監察互聯網和Twitter等社交網站，並即時回應所有疑難。

**香**港旅遊發展局（旅發局）公布，2011年1至9月的訪港過夜會展旅客累計共1,028,989人次，較去年同期上升15.0%，是首度頭三季訪港會展過夜旅客人次突破100萬，可見香港的會議及獎勵旅遊業前景樂觀。

第三季亦有不少大型會議及展覽活動在港舉行，進一步帶動長、短途市場的會議及展覽旅客數目。

綜合今年首三季，內地和南亞及東南亞的過夜會展旅客數字錄得最大增幅，分別上升19.9%及18.2%，而內地更穩居最大客源市場地位，過夜會展旅客逾44萬人次，佔整體訪港會展旅客42.9%。

長途市場方面，雖然近期歐美經濟放緩，但由於本年度大型國際會議及展覽大多在

去年甚或更早前落實在港舉行，而且這些活動面對經濟放緩的「抗禦力」相對較強，因此對訪港會展旅客數字未有即時影響。在各長途地區市場中，以澳洲、新西蘭及南太平洋地區的升幅最大，達13.0%，其次歐洲、非洲及中東地區的會展旅客亦上調12.1%。

展望本港會展旅遊的發展，旅發局主席田北俊表示明年已經有多個大型會議展覽活動在港舉行。

他說：「我們會與本地會展旅遊業界緊密合作，提升香港作為會展旅遊目的地的吸引力。最近，我們就聯同大嶼山多個會展及相關業界夥伴，合力將大嶼山打造成會展獎勵旅遊匯點，以吸引更多海外機構在大嶼山舉辦活動，為業界帶來更多商機。」

### 訪港過夜會展旅客人次

地區市場	過夜會展旅客人次	比2010年同期百分比變動
美洲	107,746	+6.5%
歐洲、非洲及中東	127,828	+12.1%
澳洲、新西蘭及南太平洋	35,217	+13.0%
北亞	87,556	+3.6%
南亞及東南亞	175,255	+18.2%
台灣	46,994	+6.8%
中國內地	441,109	+19.9%
總數*	1,028,989	+15.0%
2011年1月至9月		*此數字包括來自澳門特區的旅客

# Major Exhibitions in Hong Kong in 2012

Date	Event	Organiser
Jan 9-11	HKTDC Hong Kong International Licensing Show	Hong Kong Trade Development Council
Jan 9-12	Hong Kong International Stationery Fair 2012	Hong Kong Trade Development Council
Jan 9-12	HKTDC Hong Kong Baby Products Fair 2012	Hong Kong Trade Development Council
Jan 9-12	HKTDC Hong Kong Toys & Games Fair 2012	Hong Kong Trade Development Council
Jan 16-19	HKTDC Hong Kong Fashion Week for Fall/Winter 2012	Hong Kong Trade Development Council
Jan 16-19	HKTDC World Boutique, Hong Kong 2012	Hong Kong Trade Development Council
Feb 9-12	HKTDC Education & Careers Expo 2012	Hong Kong Trade Development Council
Feb 10-12	66th Valentine's Wedding Service & Banquet Expo	Hongkong-Asia Exhibition (Holdings) Ltd.
Feb 16-20	HKTDC Hong Kong International Jewellery Show 2012	Hong Kong Trade Development Council
Feb 18-21	Asia 's Fashion Jewellery & Accessories Fair - March	UBM Asia Ltd
Feb 25-26	Education UK Exhibition 2012	British Council
Feb 25-28	2012 Hong Kong International Fur & Fashion Fair	Hong Kong Fur Federation
March 9-11	Hong Kong Wedding & Overseas Wedding Expo 2012	Audace International Fairs Limited
March 9-11	C3 in Hong Kong 2012	C3 in Hong Kong
March 9-11	Hong Kong Wedding Banquet & World Wine Expo 2012	Audace International Fairs Limited
March 13-15	TOC Container Supply Chain Asia 2012	TOC Events Worldwide
March 14-16	Interstoff Asia Essential - Spring 2012	Messe Frankfurt (HK) Ltd
March 19-22	Hong Kong International Film & TV Market (FILMART), Hong Kong	Hong Kong Trade Development Council
March 20-21	Online Information Asia-Pacific 2012 Exhibition and Conference	Incisive Media
March 28-30	Fashion Access	APLF Ltd
March 28-30	APLF - Materials, Manufacturing & Technology (MM&T)	APLF Ltd
March 29-30	Interfiliere Hong Kong	Eurovet Asia Ltd.
April 6-9	HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition): Electronics & Components Global Sources	Hong Kong Trade Development Council
April 12-15	China Sourcing Fair: Security Products	Global Sources
April 12-15	Korea Sourcing Fair: Electronics & Components	Global Sources
April 13-16	HKTDC Hong Kong Electronics Fair (Spring Edition) 2012	Hong Kong Trade Development Council
April 13-16	HKTDC International ICT Expo 2012	Hong Kong Trade Development Council
April 20-23	China Sourcing Fair: Baby & Children's Products	Global Sources
April 20-23	HKTDC Hong Kong Houseware Fair 2012	Hong Kong Trade Development Council
April 20-23	HKTDC Hong Kong International Home Textiles and Furnishings Fair 2012	Hong Kong Trade Development Council
April 20-23	China Sourcing Fair: Gifts & Premiums	Global Sources
April 20-23	China Sourcing Fair: Solar & Energy Saving Products	Global Sources
April 20-23	China Sourcing Fair: Christmas & Seasonal Products	Global Sources
April 20-23	China Sourcing Fair: Home Products	Global Sources
April 20-23	China Sourcing Fair: Medical & Health Products	Global Sources
April 20-23	India Sourcing Fair: Home Products	Global Sources
April 27-30	China Sourcing Fair: Fashion Accessories	Global Sources
April 27-30	China Sourcing Fair: Underwear & Swimwear	Global Sources
April 27-30	India Sourcing Fair: Garments & Accessories	Global Sources
April 27-30	HKTDC Hong Kong Gifts & Premium Fair 2012	Hong Kong Trade Development Council
April 27-30	China Sourcing Fair: Garments & Textiles	Global Sources
May 4-6	The 11th Parents' Journal International Children & Baby Brands Expo	Peegaboo Corporation Limited
May 5-7	Hong Kong International Buddhist Fair	Kenfair Exhibition (Hong Kong) Limited
May 7-9	HKTDC Hong Kong International Medical Devices and Supplies Fair 2012	Hong Kong Trade Development Council
May 11-13	Hong Kong Senior Fair 2012	Vertical Expo Services Company Ltd.
May 12-13	The 12th Hong Kong International Education Expo	Neway International Trade Fairs Limited
May 17-19	ART HK 12	Asian Art Fairs Ltd.
May 17-19	Asia Funeral Expo & Conference (AFE)	Vertical Expo Services Company Limited
May 29-31	Vinexpo Asia-Pacific 2012	Vinexpo Overseas
June 2-3	SMART Investment and International Property Expo 2012	Corporate Consumer Communications Ltd
June 4-6	Asian Building Technologies 2012	Hong Kong Exhibition Services Ltd.
June 4-6	Asian Securitex 2012	Hong Kong Exhibition Services Ltd.
June 4-6	Asian Hospitality Design & Technologies 2012	Hong Kong Exhibition Services Ltd.
June 4-6	Asian Elenex 2012	Hong Kong Exhibition Services Ltd.
June 4-6	Asian Architectural Interiors 2012	Hong Kong Exhibition Services Ltd.
June 8-10	67th Summer Wedding Service & Banquet Expo incorporating 13th HK Beauty Fitness & Makeup Fiesta 2012	Hongkong-Asia Exhibition (Holdings) Ltd.
June 14-17	ITE & MICE 2012 - The 26th International Travel Expo Hong Kong & the 7th MICE Travel Expo	TKS Exhibition Services Ltd.
June 21-24	June Hong Kong Jewellery & Gem Fair	UBM Asia Ltd
21 - 24 June	2012 Asia's Fashion Jewellery & Accessories Fair - June	UBM Asia Ltd
July 3-6	HKTDC Hong Kong Fashion Week for Spring/Summer 2013	Hong Kong Trade Development Council
July 7-8	The 13th Hong Kong International Education Expo	Neway International Trade Fairs Limited
July 13-15	Hong Kong Wedding & Wedding Gifts Expo 2012	Audace International Fairs Limited
July 13-15	Hong Kong Wedding Banquet & Wedding Services Expo 2012	Audace International Fairs Limited
Aug 10-12	68th Fall/Winter Wedding Service & Banquet Expo	Hongkong-Asia Exhibition (Holdings) Ltd.
Sept 19-23	September Hong Kong Jewellery & Gem Fair	UBM Asia Ltd
Sept 19-22	Asia's Fashion Jewellery & Accessories Fair - September	UBM Asia Ltd
Sept 21-25	September Hong Kong Jewellery & Gem Fair	UBM Asia Ltd
Oct 27-30	LED Light Fair/ LED Light Tech Show- Hong Kong	D&A International Corp
Nov 2-4	Hong Kong Wedding Expo 2012	Audace International Fairs Limited
Nov 2-4	Hong Kong Wedding Banquet Expo 2012	Audace International Fairs Limited
Dec 14-16	69th Christmas Wedding Service & Banquet Expo	Hongkong-Asia Exhibition (Holdings) Ltd.

While every care has been taken to ensure that this list is accurate, readers should check with the organizers to reconfirm the dates have not been changed.

# The Beautiful Game

## 美麗運動：足球

Legendary football club AC Milan recently opened a soccer school in Hong Kong, and hopes to drive the renaissance of the sport in the SAR  
傳奇球會AC米蘭最近在香港開設足球學校，期望重振本地的足球運動

**H**undreds of millions of people around the world put their lives on hold every Saturday afternoon to watch and cheer on their football team. In many countries, football – or soccer, as our American friends call it – is a way of life.

But not in Hong Kong. Philippe Bru hopes to change that. The director of the charity Football for Life brought AC Milan's famed soccer school to Hong Kong in May. He hopes by giving youngsters the chance to train properly that the sport will take off in Hong Kong in the way it has

blossomed in Japan when it established a professional J League in 1993.

Hong Kong has had fits and starts at nurturing football. Most recently, Legislative Councilors in 2008 called for more to be done to support the sport at all levels, which resulted in a consultation being carried out. Released last year, the report said there was a general lack of facilities, talent identification, and coordination across the sport. Interestingly, it said interest in football in Hong Kong was still strong. It cited the sell-out game at the Hong Kong Stadium for the South China vs SC Kuwait AFC Cup semi-final and the East Asian Games final, in which Hong Kong defeated Japan to take the gold medal in the first major competition that a Hong Kong football team had won.

Among the report's recommendations is to restructure the Hong Kong Football Association to "best serve the sport and improve the level of professional expertise and experience in its secretariat."

It also recommends establishing a professional football league in Hong Kong within three to five years and that the criteria for clubs to enter the league be linked to the AFC criteria.

But as with most professional sports around the world, it all comes down to money. Bru feels sponsors are understandably tired of investing in football when you only have a few thousand people watching the classic teams in Hong Kong.



AC Milan's legend Franco Baresi visited Hong Kong for the opening of the AC Milan Soccer School here in May.

AC米蘭傳奇球員法蘭高·巴里斯曾於5月訪港，出席香港AC米蘭足球學校的揭幕儀式。



Youngsters are put through their paces with their football coaches.  
小球員正接受足球教練的技能測試。

But that is starting to change. NowTV is starting to broadcast local games live, the Premier League is attracting more and more viewers, more marketing programs are being developed, and the government is giving money to various districts in Hong Kong to develop the sport.

“So it finally appears that once again Hong Kong football is on the right track, and we are hoping with the AC Milan Soccer School that we can train up players to be good enough for a first division team,” he said. “I think part of the difficulty that we had before was that there

was no structured training in Hong Kong, so it was impossible to train up players into first division material.”

#### **More than football**

The Charity Football for Life, which Bru set up five years ago, is dedicated to bettering the lives of underprivileged children through football. Part of the agreement in bringing AC Milan to Hong Kong, was that underprivileged children in Hong Kong would be able to attend training sessions, which he said the club was delighted to be a part of the

worthwhile cause.

To ensure the club’s strict training standards are upheld, Bru said AC Milan’s professional coach Elio Garavaglia will regularly visit Hong Kong to fine tune training sessions, which are held every Saturday. He also established an AC Milan training school in Macau in October, and is working towards opening a school in Shenzhen after Chinese New Year.

“Eventually, we are targeting between 300-500 kids to be in each of the schools, with our goal being to

cover the entire Pearl River Delta,” Bru explained. “If one kid from Hong Kong, Macau or Shenzhen turns out to be a fantastic player, then the next step is to send him to Milan.”

Bru said the football school costs \$10,000 for 50 training sessions. That also includes an AC Milan shirt signed by legend Franco Baresi and a case of the club's own wine for the parents. But if either the kids or parents are unsure they will enjoy the course training, they can join in a Saturday training session for free, or simply sign up for one term.

“Every football team coaches players in their own unique way. AC Milan's style is different from Manchester United, which is also different from Arsenal. So each club has its own way of doing things,” he said.

He is also looking at doing football summer camps, where half the day is spent training, and half visiting places of interest in Hong Kong, Macau or in Guangdong. ✿

**全**球數以億計的人每逢周六下午都會擱下一切觀看足球比賽，為他們所擁戴的球隊歡呼打氣。在許多國家，足球——或美國人所說的英式足球——是生活的一部分。

但在香港卻不然。Philippe Bru盼望改變這個現象。他是Football for Life的董事，今年5月把AC米蘭的著名足球學校帶到香港。他希望藉著讓年青人有機會接受正規培訓，足球運動可在香港振翅起飛，就像日本於1993年成立日本職業足球聯賽J League之後般茁壯發展。

香港一直斷續地培育足球運動。最近一次是在2008年，當時的立法會議員促請政府採取更多行動來支持足球發展，而當局最終展開了諮詢，並於去年發表報告。該報告表示，本地的足球運動普遍缺乏設施，人才發掘欠缺系



Visit [www.acmilan.hk](http://www.acmilan.hk) for more details.  
詳情請瀏覽[www.acmilan.hk](http://www.acmilan.hk).

統，以及整體缺乏協調。有趣的是，報告亦指香港人對足球的興趣仍然濃厚，並引用香港大球場舉行的亞洲足協盃準決賽南華對科威特SC賽事座無虛席，以及在東亞運決賽中香港擊敗日本而首次在大型賽事奪冠的例子。

報告的其中一項建議，是重組香港足球總會，「為足球運動提供最佳利益及改善秘書處的專業知識及經驗。」

另一建議是在三至五年內，成立本港職業足球聯賽，球會聯資資格準則需符合亞足聯的規定。

然而，與全球大部分的專業運動一樣，一切總是與金錢掛鉤。Bru認為，當只有幾千人觀看本地球賽，贊助商都厭倦投資足球，這點可以理解。

但這情況正開始轉變。NowTV已開始現場直播本地賽事，香港超級足球聯賽正吸引愈來愈多觀眾，更多市場推廣計劃也處於開發階段，而政府亦撥款予本港多個地區發展足球運動。

「所以，香港足球似乎終於重上軌道，而我們希望透過AC米蘭足球學校培育優秀的甲組球員。」他說：「我覺得我們先前遇上的困難之一，是香港缺乏有組織的訓練，因此不可能把球員培訓成為甲組材料。」

Philippe Bru (left), Director of Football for Life, and Baresi, are hoping to promote a love of football in Hong Kong, Macau and the PRD.  
Football for Life董事Philippe Bru (左)和巴里斯都希望在香港、澳門和珠三角掀起足球狂熱。

足球之外

Bru五年前成立了慈善機構Football for Life，旨在利用足球改善弱勢兒童的生活。他把AC米蘭帶到香港時所訂下的協議之一，是香港的貧困兒童可參加他們的訓練課程，而他表示該球會也樂意為這個饒有意義的計劃出力。

要確保維持球會的嚴格訓練標準，Bru表示AC米蘭的專業教練Elio Garavaglia會定期來港調整每周六舉行的培訓課程。他亦在10月於澳門設立AC米蘭訓練學校，並計劃在農曆新年後於深圳設校。

「我們的最終目標是每間學校收取300至500名小孩，涵蓋整個珠江三角洲。」Bru解釋：「如果在香港、澳門或深圳發掘到傑出的小球員，下一步就是送他到米蘭受訓。」

Bru指出，該足球學校的學費為10,000元50堂，包括一件由球壇傳奇人物法蘭高·巴里斯親筆簽名的AC米蘭球衣，而家長亦會獲贈紅酒一箱。但假如小孩或家長不肯定是否享受課程，則可參加一節免費的周六訓練班，或只報讀一個學期。

他說：「每支足球隊都有獨特的方式來訓練球員。AC米蘭式的訓練有別於曼聯，而曼聯式的訓練亦與阿仙奴的不同。所以，每個球會都有各自的培訓方式。」

他也正計劃開辦足球夏令營，以半天進行訓練，另外半天則參觀粵港澳的旅遊勝地。 ✿



## Kevin Togashi

CHAIRMAN AND CEO, RICOH AMERICAS CORPORATIONS

Kazuo (Kevin) Togashi is Chairman and Chief Executive Officer of Ricoh Americas Corporation, a subsidiary of Ricoh Company, Ltd. and leading provider of advanced office technology and innovative document imaging products, services and software. Togashi has more than 39 years experience with Ricoh in marketing and executive management, and has led multiple Ricoh lines of business around the world.

# Manage Your Document Costs

Taking a comprehensive view of document management costs can help CIOs optimize expenses and processes

## How can CIOs and IT decision-makers leverage Managed Document Services to cut costs, increase employee productivity, and optimize existing processes?

Our approach starts with a thorough workflow assessment. We look at the workflow for all business operations. We identify the input, throughput and output coming through that operation and determine what is critical to retain, what is critical to print, and how to optimize the processes. And we look at user printing behavior to identify bottlenecks and areas for improvement.

future. And also make sure we're delivering a solution that's scalable and sustainable for our customers over time.

## What are some of the first steps you take with a potential customer looking to bring Managed Document Services into their organization?

The first thing we do is sit down with the customer for a rigorous process examination. We look at existing processes and focus on the change-management front. We urge the customer to take open view of the breadth of costs they're incurring around

Capturing, securing, and sharing that information formulates the basis for effective decision-making, and helps drive organizational agility.

Then we consider the number of devices. Do they have too many printers, too many scanners or too many faxes? How many devices do they actually need? We help them optimize the cost, while continuing to fulfill their needs with the devices they have and the number of prints they need to generate.

document management. There are so many other components that can get pulled into a cost assessment. Getting the customer to understand the breadth of the costs they're incurring is often part of the challenge.

## In the State of the CIO survey, CIOs identified "Driving Business Innovation" as a key strategic goal for the next three to five years. What role will document management play in those efforts?

As we think about driving business innovation with Managed Document Services, we focus on how to improve the flow of information throughout the organization. Capturing, securing, and sharing that information formulates the basis for effective decision-making, and helps drive organizational agility. The customer needs access to the most meaningful data from each workflow.

## Of the CIOs surveyed, 42 percent indicate they want to spend more time on "leading change efforts" in their organizations over the next three to five years. How do you see that affecting the delivery of Managed Document Services?

As we developed the value proposition for Managed Document Services, change management emerged as one of cornerstones. As you understand what is required to implement a Managed Document Services solution, you realize that without the change management component, you will not be effective. Prior to the recession, there was a wave of new technology purchases and implementations. Today, CIOs are looking to reap the promised benefits of that technology. Change efforts must focus on employee behaviors—the promise of new technology or new business processes cannot be realized if the employees don't adopt them. There is a specific process we use to drive change, and we have invested a lot in developing our capability for managing change with our customers.

The focus of our approach to Managed Document Services is on improving the efficiency of any business operation. We work with the customer on issues such as reducing the number of items printed, archiving the information critical to their business operations, and creating more efficient workflow processes. We want to ensure easy access to that information in the

# RICOH

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MPS and Beyond

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*The Bulletin: Why did you decide to write this book?*

**Paul Cheng:** I was tired of the Western media bashing China all the time. All my American friends seem to be brainwashed by this negative slant, which domestic politics feeds on. So I thought I would write something to counter balance that perception. But let me make it clear that I am not defending China in any way. I'm simply trying to help readers understand China better. They don't have to agree with my views, but I want to try and rebalance what people are reading regarding China.

*B: Why do you think the U.S. pumps out such propaganda against China?*

**PC:** Mistrust and politics. You cannot totally blame the politicians for trying to simplify the situation and point to China as the bad guy to win them votes. People lose their jobs and they don't understand why, and often don't want to know why.

They don't consider that American and multinational companies are moving to China to take advantage of the cheap labour there. They don't think about Wall Street and American shareholders pressuring companies to deliver higher profits. So it is not Chinese companies coming to the U.S. and stealing U.S. jobs; it is American companies going to China to make more profits. Politicians don't point any of this out. So if you have just lost your job and are struggling to pay off your car, it is an easy sell for politicians to blame China.

*B: This seems very similar to the anti-Japanese sentiment in the U.S. in the 1980s. Are there lessons China can learn from Japan?*

**PC:** China is being very smart and not following the same mistakes that Japan made in rushing to revalue its currency. The anti-Japanese sentiment was also eased by Japanese companies moving factories to the U.S. For China to do this, the federal government will need to loosen its control on Chinese companies looking to buy U.S. operations. In the international arena, Chinese companies are setting up operations all over the world, they are creating jobs and they are being welcomed.



## On Equal Terms

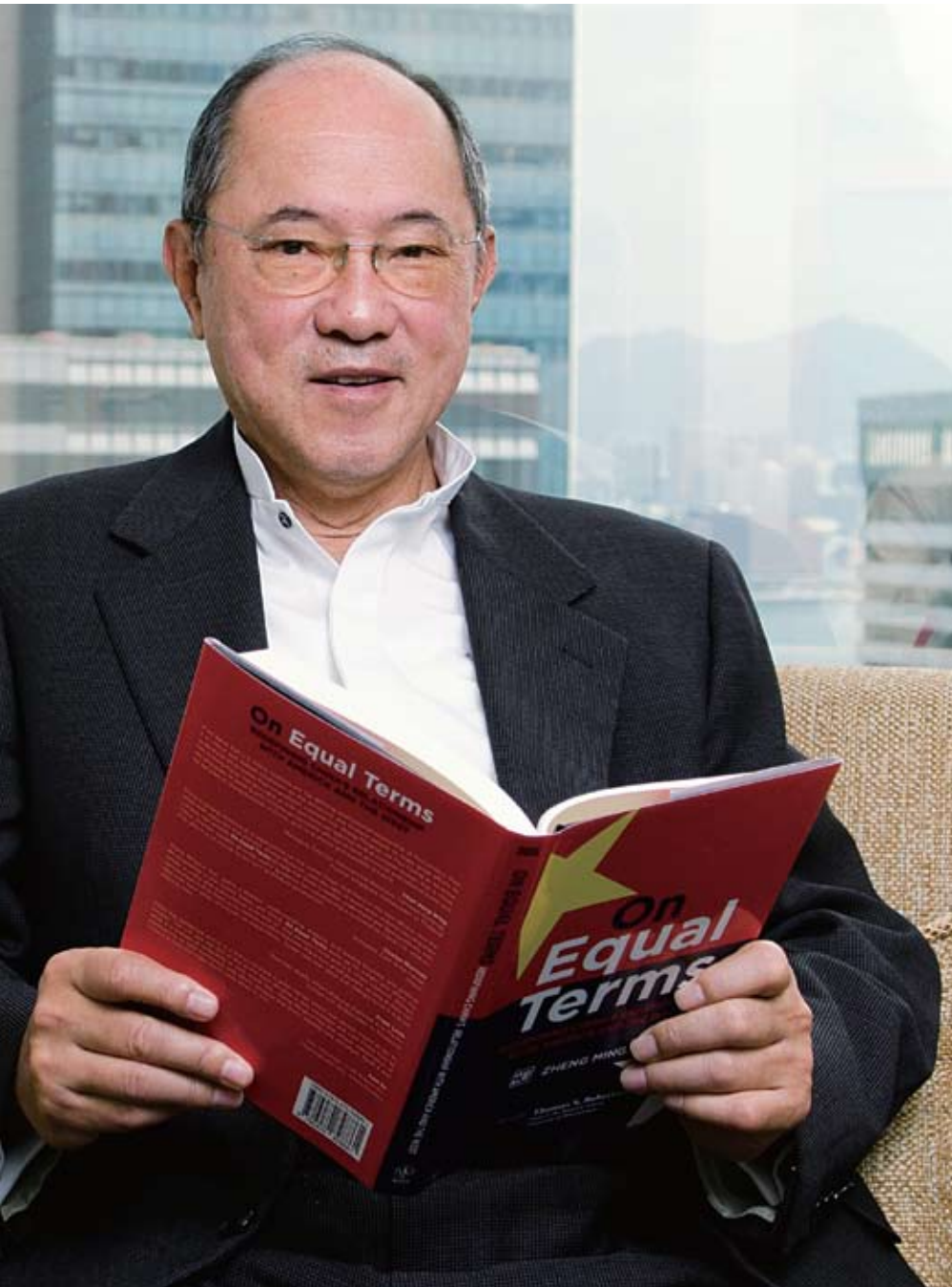
*B: Does China need to improve its PR game?*

**PC:** I think China's PR efforts have a long way to go to learn how to play the international game of PR. They are pouring a lot of money into developing various media, but its programming and contents are not yet there. Are people going to switch on their TVs and watch Main-

land news stations versus CNN, which has a huge global presence?

I tackle the importance of developing what I call "Soft Power" in my book by winning the hearts and minds of people. When you look at American music, Hollywood, TV, and so on, it is accepted universally, so this is something that China needs to improve.





Former Chamber Chairman Paul Cheng cuts through American anti-China propaganda in his new book 'On Equal Terms' to explore how the two superpowers could benefit by working more closely with each other.

**B:** *China has been opening up gradually, but do you think it should speed up the pace of change?*

**PC:** The Chinese way of doing things has always been gradual. Deng Xiaoping said you cross a river by feeling the stones. That is China's philosophy and that extends to opening up its economy, revaluing its currency, and even on internation-

al matters like intervening in conflicts, to the euro zone crisis. And that will be the direction it continues to take.

**B:** *Why is there so much mistrust?*

**PC:** A significant cultural difference between China and the West is that everyone wants to do things with the media looking over their shoulder. Chinese

businesses prefer to do things behind closed doors, and when a deal has been struck, then announcing it. Having TV crews broadcasting deals being negotiated would give Chinese SMEs a heart attack! I guess this translates to the distrust to the military.

In a card game, you never show your hand. In conventional weaponry, the U.S. is far ahead of China, so of course it doesn't want to admit this by showing its hand.

**B:** *How do you think the two can improve their relations?*

**PC:** It is very difficult to get U.S. politicians, especially in an election year, to talk positively about China, which is an obvious target. The upcoming presidential election will all be about the economy, and with 14 million American's out of a job it is unclear if Obama will survive.

The obvious thing to do is for the U.S. to open up to Chinese companies to create jobs. China has US\$3 trillion in reserves, and it cannot keep buying up U.S. debt forever. Some of that money has to go back into the U.S. economy and in my mind the best way is to create jobs by offering a more attractive tax regime and encouraging investors to buy companies and invest in the U.S.

**B:** *What is the big takeaway message from your book?*

**PC:** With globalization and the interconnectivity of trade and economies, for the sake of the next generation, China and the U.S. must learn to trust each other and to cooperate. The world is a much smaller place and they cannot continue to put so much emphasis on national self interests.

The other thing – maybe I am too idealistic – is that in trade, there will always be competition; that is not going to go away, but can they work more closely on addressing climate change? Can they work together to eradicate poverty? In this day and age, we should not have the levels of poverty and disease that we still have. ✨

Congratulations to the winners of  
*The Mountain Within*  
Martina Chan, Joop BM Litmaath  
& Horace Fan

# 平等共處

總商會前主席鄭明訓在其新作《On Equal Terms》剖析美國的反華宣傳，探討兩大強國可如何通過更緊密合作而受惠

**問：為何你決定寫這本書？**

答：對於西方傳媒一直大肆抨擊中國，我感到很厭倦。我的所有美國朋友似乎都被這種負面觀念洗了腦，當地政界亦藉機製造話題。因此我想寫點甚麼，以抗衡這種想法。但我想澄清，我不是要以任何方式維護中國，只是純粹嘗試協助讀者對中國加深了解。他們不一定要認同我的看法，但我想試著重新平衡人們對中國的解讀。

**問：為何你認為美國要大量灌輸這種思想來針對中國？**

答：猜疑和政治。政客嘗試把事情簡化，將矛頭直指中國，從而贏得選票，這也無可厚非。人們失業但不清楚原因，而且很多時不想知道原因。

他們不考慮美國和跨國企業進駐中國是為了利用當地的廉價勞工。他們不檢討華爾街和美國股東如何向企業施壓，要他們賺取更多利潤。所以實際上不是中國企業到美國搶走美國人的飯碗，而是美國企業到中國賺取更多利潤，但政客卻對此絕口不提。所以如果你剛剛失業，正為供車而苦惱，政客要遊說你埋怨中國就易如反掌。

**問：這似乎與美國1980年代的反日情緒很相似。中國可以向日本汲取甚麼教訓嗎？**

答：中國非常聰明，沒有跟日本犯同樣的錯誤，急急讓貨幣升值。日本企業在美國設廠，亦緩和了當年的反日情緒。中國要緩緩反華情緒，聯邦政府必須放寬管制有意收購美國業務



The obvious thing to do is for the U.S. to open up to Chinese companies to create jobs.

現時顯然要做的是美國對中國企業開放，創造就業。

的中國企業。在國際舞台上，中國企業正在世界各地設立營運據點，他們創造就業，受到外地歡迎。

**問：中國要改善其公關策略嗎？**

答：我認為中國的公關工作還有很漫長的路要走，他們要學習如何施展國際性的公關策略。中國大灑金錢發展多個媒體，但其節目編排和內容還未到位。人們打開電視，會收看內地新聞台，還是擁有龐大環球網絡的CNN新聞台？

要發展我在書中所指的「軟實力」，就要贏得人心。你看美國的音樂、荷里活電影、電視劇等風靡全球，這就是中國要改善的地方。

**問：中國正逐步開放，但你認為他們要加快改革的步伐嗎？**

答：中國的做事方式總是循序漸進。鄧小平說「摸著石頭過河」，這是中國的哲理，並延伸至經濟開放、貨幣升值，甚至干預糾紛和歐債

危機等國際問題，而這將會是中國繼續採取的方向。

**問：為何兩國如此猜疑？**

答：中西方一個重大的文化差異是，所有西方人都想做事時有傳媒在背後監視著。中國企業則寧願閉門辦事，而當交易達成，才會向外公布。如果電視攝製隊把還在磋商的交易公開廣播，中國的中小企會被嚇至心臟病發！我猜這可轉化至中美兩軍互不信任。

玩紙牌時，你永遠不會向對手亮牌。在非核子軍備方面，美國遠超中國，故中方當然不想向美亮牌，承認自己軍備較弱。

**問：你認為兩國可如何改善關係？**

答：我們很難要美國政客（特別是在選舉年）為中國說好話，因為中國是個明顯的攻擊目標。來年的總統大選將全面圍繞當地的經濟狀況，而隨著美國失業大軍高達1,400萬人，奧巴馬能否連任仍屬未知之數。

現時顯然要做的是美國對中國企業開放，創造就業。中國外匯儲備高達3萬億美元，不可能一直購買美國國債，部分金錢應回流美國經濟，而我認為最好的方法，是透過提供更吸引的稅制，鼓勵投資者收購和投資美國企業，從而創造就業。

**問：這本書想帶出甚麼重要訊息？**

答：在全球化及貿易與經濟體緊密相連之下，為著下一代設想，中美必須學習互信和合作。世界的距離拉得愈來愈近，中美兩國不能繼續過分著重國家的自身利益。

另外 或許我太理想主義了 貿易總少不了競爭，這是無可避免的，但兩國能否加緊合作，應對氣候轉變？他們能否一同減貧？在現今世代，理應不存在當下的貧窮和疾病問題。

The Bulletin is giving away three copies of this month's featured book. Entries will be randomly drawn from the hat and winners will be announced in the next issue of The Bulletin. Deadline for entries is December 20. Simply complete the entry form and send it to: The Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Admiralty, Hong Kong.

《工商月刊》將送出本月推介書籍三本，歡迎會員來信參加。本會稍後將抽出幸運兒，結果將於下月的《工商月刊》內公布。截止日期為12月20日。請填妥索取表格，並郵寄至香港總商會（地址：香港金鐘道95號統一中心22樓）。

Name 姓名 :	_____	HKGCC Membership No. 會員編號:	_____
Company 公司名稱 :	_____	Telephone 電話:	_____
E-mail 電郵 :	_____		

(Winners will be notified by e-mail and be required to pick up their book at HKGCC's head office 得獎者將獲電郵通知，並須前往本會總辦事處領取書籍)

On Equal Terms



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It is difficult to switch on the TV these days without seeing a cooking show. Even when I go out with friends, many of their conversations revolve around the latest episode of ‘Celebrity Chef,’ or ‘Beauty in the Kitchen’ cooking variety show, or Hong Kong’s truly ‘Naked Chef,’ Flora.

It seems our fascination with cooking shows is more focused on the chefs, rather than the dishes they are cooking. This was driven home to me a few months ago when some of my lady friends invited me to dinner with them. They all seemed to be very excited, and I didn’t believe it was due to the fact that I was accompanying them!

They had booked a private room at a French restaurant call Whisk. Our room had a wall to wall window so we could see into the kitchen, which looked like a well organized hive of activity. I didn’t give it a second glance as I focused on the menu. I had read a few brief reviews in magazines, but this was my first time to try it. My lady friends,

My lady companions were very deflated. They finally told me they were looking forward to seeing the chef as much as enjoying his food, because he is such a handsome guy!

Whether a chef is ugly or handsome, I don’t care, as long as he knows how to cook well, and Chef de Cuisine William Girard is working hard to earn Whisk a Michelin Star.

### Birthday Treat

A few weeks later, I took my wife to Whisk for a special birthday dinner. I was also eager to try more dishes and chat with the chef about his modern French cuisine with subtle Asiatic accents.

On my second visit, I wanted to try the Tourteaux Crab Cannelloni, with tomato, mango and soya. A long, perfectly shaped cannelloni filled with crab meat in a smooth creamy sauce had been carefully placed in the centre of the plate, and little swirls of piped sauces carefully applied



▶ Tourteaux Crab Cannelloni  
賣相精緻的蟹卷

▶ M7 Wagyu Beef Sirloin “Rossini”  
M7和牛

however, seemed fascinated by the kitchen, and kept looking up to see what was going on.

As each dish arrived, the ladies would “woo,” and “aahhh,” and took photos of the food. I, too, was impressed by the presentation, the quality of the ingredients, and of course most importantly the taste. At the end of the meal, I was very impressed and wanted to give my compliments to the chef. This suggestion seemed to excite the ladies even more. Unfortunately, the restaurant had a big private function that evening and the chef was very tied up, but apologized and promised if I visited on a less hectic evening he would be happy to share his thoughts about food.



around it. The dish looked like a work of art and tasted just as good.

My wife decided to have the Wagyu Beef Carpaccio, with tatar, beetroot and truffle oil. The little slices of baby beetroot topped with cheese went beautifully with the beef Carpaccio and Steak Tatar. The dish used hints of molecular cooking techniques to compliment and accentuate flavours. And again, the dish was a work of art.

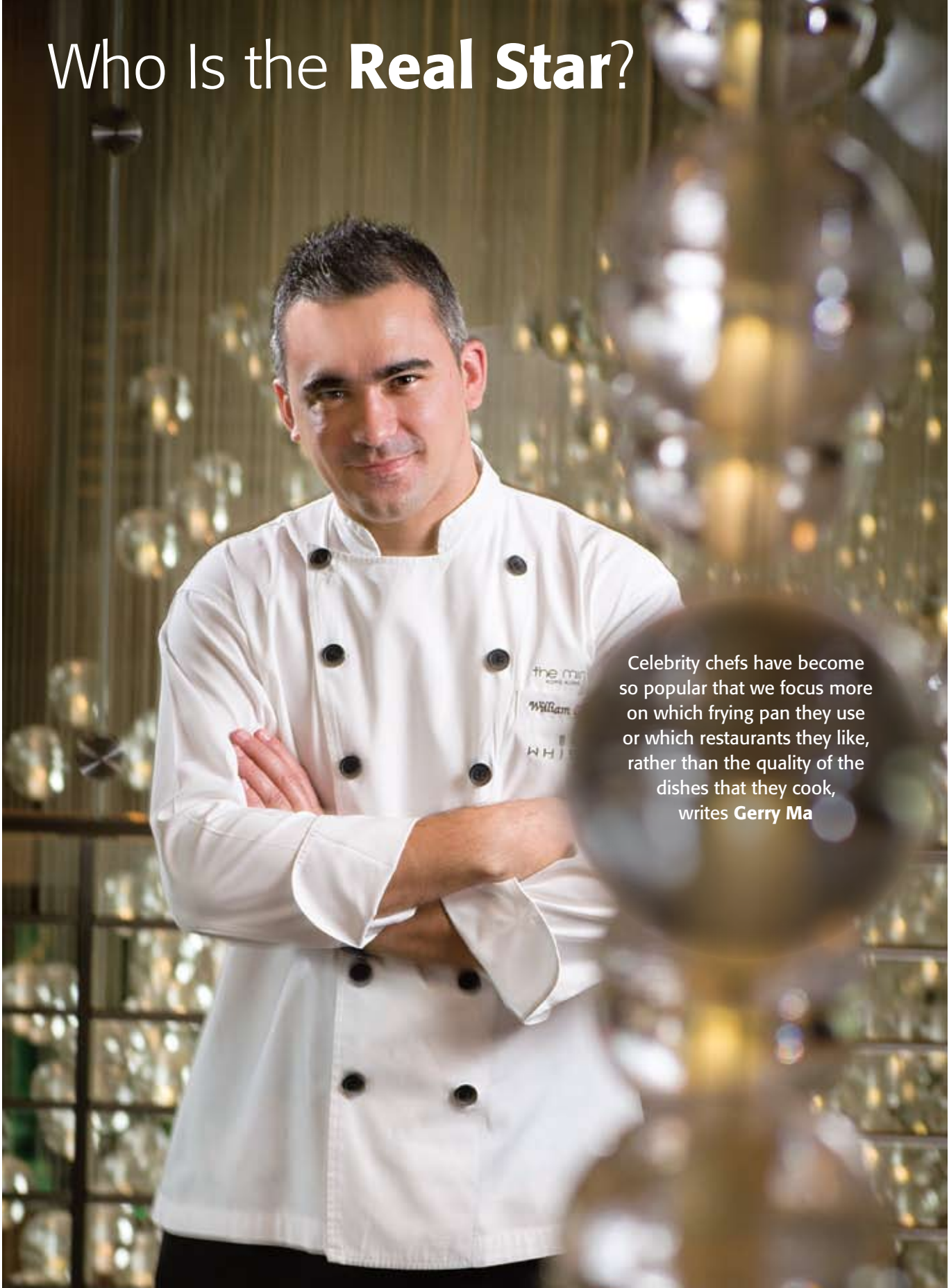
I love Wagyu beef, so ordered M7 Wagyu Beef Sirloin “Rossini” for my main dish. The meat was cooked to perfection, and the presentation was again a work of art. The spinach had been turned into little medallions wrapped in a single leaf, and



Gerry Ma is former guest host of the radio chat show, “Gourmet,” and a judge for Hong Kong’s “Best of the Best Culinary Awards.”  
馬桂榕為電台清談節目「飲食得喜」前任客席主持及「美食之最大賞」評判。

# Who Is the **Real Star**?

## 真正的主角



Celebrity chefs have become so popular that we focus more on which frying pan they use or which restaurants they like, rather than the quality of the dishes that they cook, writes **Gerry Ma**

隨著星級名廚受到熱烈追捧，我們的焦點也漸漸集中於他們用甚麼平底鍋、喜歡甚麼食肆，多於他們炮製的佳餚  
馬桂榕



### Wagyu Beef Carpaccio

薄切日本生和牛

Interesting use of fresh

beetroot with the Carpaccio.

新鮮的紅菜頭配以薄切和牛，感覺耳目一新。

little cubes of foie gras which, together with the truffle potato, just melted away on my tongue.

We finished off our meal with two amazing desserts: I had vanilla mille-feuille with fresh raspberries, raspberry sorbet, and raspberry reduction, while my wife had Valhrona chocolate galaxie, with mint, griottine, and cherry ice-cream.

The quality of the ingredients used in all the dishes, the creativity of the impeccable presentation made each dish something extraordinary. Both my wife and I did manage to thank the chef this time. When I saw him, I recognized his face from interviews about himself in the media, but couldn't remember reading about his food. He explained that most interviewers focused on William's looks, rather than the real stars of the restaurant, which are the dishes.

This is not entirely fair to the chef, nor to readers. For William, he believes the quality ingredients are the stars of each dish, and the restaurant goes to great lengths to source the finest ingredients.

While I might not be able to appreciate if he is good looking for not – as most of the interviewers before me were women – there is no doubt that I agree with them on one overly used adjective “gorgeous,” which I prefer to use for the real star of his restaurant, which are the best of ingredients carefully prepared to make gorgeous food. 🌸

**現**時打開電視，幾乎一定會有烹飪節目。即使是與朋友聚會，大部分話題總是圍繞最新一集《星級廚房》、《美女廚房》等各式美食騷，又或香港真正裸廚張靜思的節目又有甚麼新噱頭。

我們愛看烹飪節目，似乎是因為我們想看廚師本身，多於他們烹調出來的美食。這令我想起數月前，幾位女性朋友邀請我一同晚膳。她們全都表現得很雀躍，而我相信她們絕非因為有我相伴而興奮！

她們在一家法國餐廳Whisk訂了貴賓房，房間設有落地玻璃，可以看到廚房忙碌有序的景象。我看了廚房一眼，就專心看餐牌。我曾經在雜誌看過幾篇這兒的簡評，但吃飯還是首次。然而，我的女性朋友似乎被廚房深深吸引，不住緊盯內裡的情況。

每當侍應奉上一道菜，女士們都「依嗱鬼叫」，爭相為美食拍照。我也很欣賞菜式的賣相、食材質素，當然最重要的是讓人一試難忘的美味。飯後我感到非常滿足，想向大廚親自致謝，這個提議令女士們更加興奮。

可惜，餐廳當晚正舉辦一個大型私人宴會，大廚分身不暇，他向我們致歉，並承諾下次如果有機會，他



Line Caught  
Sea bass  
手釣海鱸

### whisk

5/F, The Mira,  
118 Nathan Road,  
Tsim Sha Tsui  
尖沙咀彌敦道118號  
The Mira 5樓  
2315 5999



很樂意分享自己對美食的看法。

同行友人非常洩氣，她們終於和盤托出，向我說除了想享受美食，她們還很期待與大廚見面，因為他是位俊男！

只要大廚懂得煮一手美食，不論他是美是醜，我並不在乎，而餐廳主廚William Girard現正努力為Whisk爭取米芝蓮的星級殊榮。

#### 生日驚喜

幾星期後，我帶太太到Whisk享受一頓特別的生日飯。我也很想多試幾款菜式，並與大廚暢談他以現代法式烹調、融合亞洲風味的精緻美饌。

再臨Whisk，我想試試蟹卷配蕃茄、芒果及黃豆。一條細長精緻的蟹肉卷加入軟滑的醬汁，悉心擺放在碟子中央，旁邊綴以幾滴小漩渦般的汁料，美得像一幅藝術作品，好看又好吃。

太太決定要一客薄切日本生和牛配生牛肉他他、紅菜頭片及白松露菌油。迷你紅菜頭切成小片後放上芝士，與薄切和牛及生牛肉他他非常匹配。這道菜運用了少許分子料理的烹調技巧，從而突出食材的鮮味，其賣相亦甚佳，令人捨不得吃掉。

我喜歡吃和牛，所以點了M7和牛作為主菜。和牛煮得恰到好處，賣相同樣充滿藝術感。伴碟的菠菜捲成小獎牌般，再以一塊完整的菜葉包好，鵝肝小方塊與松露薯茸入口即溶，令人回味無窮。

最後我們點了兩道精美甜品作結，我選了呔呢嚙酥皮層配鮮紅桑子、紅桑子雪葩及紅桑子濃汁，而太太則選了Valrhona朱古力配薄荷、紅酒櫻桃及櫻桃雪糕。

菜式選用的優質食材，加上創意十足的完美賣相，使每道菜都出類拔萃。我和太太今次終於有機會感謝大廚，看見他時，我認得曾經在傳媒報導中看過他的個人專訪，但卻記不起任何菜式推介。他解釋說，大部分記者只集中談論他的外表，而非餐廳的真正主角——美饌佳餚。

這對於廚師和讀者絕對不公。對William來說，他相信食材的質素才是每道菜的主角，而餐廳也會設法尋找最佳的食材。

雖然我未必懂得判斷他俊俏與否（因為比我更早訪問他的人大多是女性），但無疑我同意他們那濫用的形容詞「gorgeous」（棒極了！），不過我比較喜歡用它來形容這家餐廳的真正主角，就是那些悉心準備用來烹調「gorgeous」菜式的優質食材。🌸

#### ▲ French Veal loin 法式牛仔柳

◀ Japanese Scallops, served with avocado, yuzu, and topped with Oscietra caviar. It is nice to see fine produce being so carefully cooked with the love and care that such ingredients deserve.

日式帶子伴牛油果、柚子及魚子醬。大廚悉心烹調多款優質食材，炮製出如此美饌，令人賞心悅目。

#### ◀ Milk Chocolate Jivara Jivara牛奶朱古力

Quite an extraordinary dessert, with hints of molecular cooking expertise.

非常特別的甜品，融入了分子料理的元素。

#### ▼ Vanilla Mille-feuille “A La Minute”

呔呢嚙酥皮層 Raspberries, raspberries and more raspberries.

每口都是紅桑子的鮮味。



Vintage posters and photographs find a soft spot with collectors and nostalgia buffs looking for a trip down memory lane

懷舊海報和照片引領收藏家和懷舊迷踏上回憶之旅

There is something magical about hand-drawn movie posters. They seem to possess a creativity and artistry matching that of the films themselves. The contemporary studio poster is often a literal, less adventurous affair, usually with a single photo of the actor selling the movie, typical of today's photography-driven advertisements.

Vintage vacation posters evoke a similar magic, as the artist captures the magical essence of a destination – and the excitement of getting there – that a photograph never can. It is little wonder then that more people are buying vintage posters to decorate their homes and offices.

Christopher Bailey knows their appeal firsthand. When his hobby of collecting vintage maps, posters, photographs and books got out of control 10 years ago, he set up a gallery cum shop, called Picture This, with his wife Pamela. Their shop now ranks 13th out of 894 things to do in Hong Kong by Lonely Planet travellers.

“When we started, we didn't set the boundaries of our business plan. We just went out and adjusted as the market evolved,” he said.

He scours markets, shops and collectors' fairs in Europe looking for old books, posters and photographs. His most recent trip was to Paris, which he called a very productive buying trip.

France has made great films during every decade of cinema's existence, and Paris is a fertile hunting ground for collectors of every stripe, as its shops seem to have endless vintage posters, magazines and books for sale. Parisian style, sophistication, and its countless artists combined to produce timeless art that is in strong demand today.

Buying original works can be expensive, and requires a trained eye. But how do you know if you are buying an original or a fake?



Christopher Bailey says vintage travel posters promoting Hong Kong and the Orient are very popular with residents and tourists alike.

Christopher Bailey表示，描繪香港和東方景色的懷舊海報深受本地人和遊客歡迎。





# Picture This

“Street photographs from the 1960s are very popular with our Chinese clients, because many people in those days didn’t have cameras, they want to buy photos which are very nostalgic,” says Bailey.

Bailey說：「邱良於上世紀60年代拍攝的街頭照片很受中國客戶的歡迎，原因是當年許多人都沒有照相機，他們都想購買其充滿懷舊氣息的作品。」

“Professional expertise is the easy answer, and we share this with our customers,” explained Bailey. “Having handled thousand of items I know what to look for.”

With modern printing processes and papers being significantly different from yesteryear, copies are not that difficult to spot, so are often simply sold as reproductions.

### Trip down memory lane

Most of Bailey’s customers are Hong Kong residents, who fall under the charm of vintage movie and travel posters of Hong Kong and the Orient. Old photographs, however, are increasingly being bought. Until recently, photography was seen more as a means to document places, people and things, rather than being seen as art.

“Yau Leung’s (邱良) street photographs from the 1960s are very popular with our Chinese clients. Because many people in those days didn’t have cameras, they want to buy his work as it is very nostalgic,” he said.

He also sells works from today’s leading photographers, with limited edition photographs selling for thousands of dollars, as well as showcasing works by up and coming photographers.

But with Hong Kong’s humidity, and bright sunlight, professional framing is essential to avoid your work of art fading with time. Bailey recommends having photographs, maps and posters sealed in frames to keep out the humidity, and use UV treated glass to avoid fading. 🌸



**手**繪電影海報散發著一股迷人的魔力，它們似乎都帶有一種創意和藝術性，與電影本身配合得天衣無縫。當代的攝影海報往往都是刻板沒趣的作品，通常只是演員的一張電影宣傳照片，反映出現今以拍攝主導的廣告特色。

懷舊的風景海報同樣流露懾人的魅力，因為藝術家捕捉了景點的獨特精髓，以及遊歷當地的興奮體驗——但照片卻永遠無法做到。難怪愈來愈多人選購懷舊海報，作為家居和辦公室裝飾。

Christopher Bailey深明它們箇中的吸引之處。他的嗜好是收藏舊地圖、海報、照片和書籍。十年前，當他的收藏品多達失控的地步，便與妻子Pamela開設了一家畫廊商店，取名為Picture This。由權威旅遊指南《Lonely Planet》旅遊家所選出的894件遊覽香港必做的事之中，到訪他們的店鋪現已高踞第13位。

他說：「開業時，我們沒有限定的業務計劃。我們只管一試，並隨著市場走勢作出調整。」

他走過歐洲的市集、店舖和古物展覽，搜羅古籍、舊海報和老照片。他最近便走訪巴黎，並稱此行為一次收穫甚豐的採購之旅。

法國一直製作了不少出色的電影，而巴黎則是各類收藏家的尋寶地，因為當地店舖似乎都有數之不盡的古董海報、雜誌和書籍出售。巴黎的風格、涵養，以及其無數的藝術

家結合起來所創作的永恆藝術，在當今市場上需求甚殷。

購買原作或需花費不菲，並且要有專業眼光。但你怎麼把真品和贗品分辨開來？

「專業知識就是最簡單的答案，我們會與顧客分享交流。」Bailey解釋：「我曾處理過數以千計的古物，很清楚要留意些甚麼。」

鑒於現代的印刷過程和紙張與昔日的截然不同，複製品也不難鑑別出來，故它們往往會以複製品的形式出售。

### 時光隧道

Bailey的顧客大多是香港人，他們都受到香港和東方的懷舊電影和風景海報所吸引。然而，舊照片的銷量正日益上升。攝影一直被視為一種記錄人物地點的工具，而多於一門藝術，但直到最近，這個觀念已有所改變。

他說：「邱良於上世紀60年代拍攝的街頭照片很受中國客戶的歡迎，原因是當年許多人都沒有照相機，他們都想購買其充滿懷舊氣息的作品。」

他亦售賣當今知名攝影大師的作品，例如價值數以千元的限量版照片，以及展示一些新晉攝影師的作品。

不過，由於香港的濕度高、陽光猛烈，藝術作品必須經過專業裱框，才能避免它們隨著時間褪色。Bailey建議，把照片、地圖和海報放入框架保存可以防潮，而使用抗UV玻璃則可防止褪色。 🌸



# Vitamin Poppers

## 濫服維他命

Study reveals that young children are better off taking fewer nutritional health supplements

研究顯示，幼童還是少吃營養補充品為妙

Over half of all Hong Kong parents regularly give their children health supplements to help them grow up strong and healthy. However, a recent study by the Chinese University of Hong Kong found fewer supplements would actually be healthier for children.

Hongkongers spend around \$2.4 billion on vitamins and dietary supplements every year. An earlier study by CUHK found that among secondary school teens, more than a quarter of them had sought medical treatment as a result of taking too many vitamins.

The October issue of the Hong Kong Medical Journal revealed there is a high rate of health supplement consumption among healthy kindergarten children, due mainly to parents' misconception that health supplements are important for normal growth and the body's immunity system.

Of the 730 parents who responded to the study, over half stated that they gave regular health supplements to their child, the most common being cod fish oil (69%). However, over 30% of the respondents did not know the upper limit dosage of the supplement. Parents of only 66% of regular health supplement consumers, compared to 75% of non-regular users, know that there is an inherent risk from over-consumption.

“In view of the results and parents' misconceptions, we would like to stress to parents that ‘less (health supplements) is more (health),’ the report's authors said. ❀

**逾**半香港家長定時讓子女服食營養補充品，助他們增強體魄。然而，香港中文大學最近的研究發現，較少服用補充品反而讓兒童更健康。

港人每年大約花費24億元購買維他命和膳食補充品。中大早前的研究發現，超過四分之一的中學生曾經因為攝取過量維他命而求醫。

《香港醫學雜誌》10月號披露，由於家長誤以為營養補充品對促進正常發育和身體免疫系統十分重要，故很多健康的幼稚園生都有服食營養補充品。

在受訪的730名家長之中，逾半表示有定時讓子女服食營養補充品，當中最普遍的是鱈魚肝油（69%）。然而，超過三成受訪者不知道補充品的劑量安全上限。在定時讓子女服食營養補充品的家長中，僅66%知道過量服用有潛在風險，而未有定時讓子女服食營養補充品者，則有75%知悉此問題。

報告作者表示：「鑒於研究結果和家長的誤解，我們想向家長強調『營養補充品少一點，健康多一點』的道理。」 ❀



# Chamber Happenings 活動重溫



Chamber Chairman Anthony Wu (2nd row, 4th from left) attended the 15th Beijing-Hong Kong Economic Cooperation Symposium co-organized by the Chamber on October 20-21 in Beijing. 總商會主席胡定旭 (二排, 左四) 於10月20日至21日赴京出席由總商會協辦的第15屆京港經濟合作研討洽談會。

## Asia/Africa Committee

Kouichi Tange, Vice Governor of Kagoshima, Japan, and Kengo Tanaka, Director, Kagoshima PR & Trade Division, called on the Chamber on October 18, where they were received by Shirley Yuen, Chamber CEO. Tange updated the Chamber about the 2011 Hong Kong-Kagoshima Trade Fair, which took place on the same day. More than 20 companies from Kagoshima participated in the fair, which was a good opportunity and platform for enhancing

trade between Hong Kong & Kagoshima. Both sides look forward to closer cooperation in the future.



## China Committee

HKGCC's China Committee organized a study mission to Shangdong Province on October 25-29.

Delegates explored business opportunities in Jinan, Qingdao & Yantai. (See page 66 for more details.)

## Environment & Sustainability Committee

Teresa Au, Vice Chairman of the Environment and Sustainability Committee, represented the Chamber to attend the "Hong Kong-Guangdong Cleaner Production Partners Recognition Scheme Presentation Ceremony," on October 27 at AsiaWorld Expo. The Chamber is

one of the supporting organizations of the HKSAR Cleaner Production Partnership Scheme. Over 130 enterprises were awarded commendation at the ceremony.

Emil Yu, Chairman of the China Committee, attended the 16th Project Management Committee meeting of the Cleaner Production Partnership Scheme on November 11 to endorse the annual operation report and approve applications for demonstration projects.

The Chamber submitted its response to the HKSAR Government's public consultation on "Restriction of Sale of Energy-inefficient Incandescent Light Bulbs" on November 9. The Chamber supports wider use of energy-efficient lighting devices through mandatory measures to enhance energy efficiency and reduce greenhouse gas emissions over an appropriate and clearly defined phase-out period.

The Environment and Sustainability Committee, with the assistance of a working group, is preparing a response to the public engagement exercise by the Council for Sustainable Development

## Chamber Committees 總商會委員會

Americas Committee

美洲委員會

Mr Patrick Cheung

張定遠先生

Asia/Africa Committee

亞洲/非洲委員會

Mr Marc Castagnet

馬克先生

China Committee

中國委員會

Mr Emil Yu

于健安先生

CSI - Executive Committee

香港服務業聯盟 — 執行委員會

Mr David Dodwell

杜大偉先生

Digital, Information and

Telecommunications Committee

數碼、資訊及電訊委員會

Ms Winnie Yeung

楊長華小姐

Economic Policy Committee

經濟政策委員會

Mr James Riley

詹偉理先生

on “Combating Climate Change: Energy Saving and Carbon Emission Reduction in Buildings.”

### Europe Committee

Philippe Meyer, Director, International Trade Department, Chamber of Commerce, Industry and Services of Geneva, Switzerland, met with the Chamber’s Chief Economist David O’Rear on October 26. The two discussed market developments in Europe, China as well as in Hong Kong.

### Hong Kong Coalition of Service Industries

Assistant Director-General of Trade and Industry Howard Yam updated members at the HKCSI Executive Committee meeting on October 20 about the development of the WTO Doha Round. Members also discussed APEC/ABAC initiatives

relevant to the services sector in Hong Kong.

### Industry and Technology Committee

Chamber Council Member J B M Litmaath led a 30-member delegation to visit Hong Kong Aircraft Engineering Co Ltd (HAECO) on October 25. Members were given the opportunity to see how aircraft are maintained and repaired. (See page 64 for more details.)

The Organizing Committee of the Hong Kong Awards for Industries (HKAI) met on October 30 to decide on the schedule of the 2012 Awards scheme, which will be launched in early December 2011. HKAI is the premier business awards scheme championed by the HKSAR Government. Among the six organizers, the Chamber is the Lead Organizer of the Innovation and Creativity category. 🌸



### Russia’s Future Entrepreneurs Visit the Chamber

俄羅斯未來企業家到訪總商會

A delegation of Skolkovo EMBA students from Russia visited Mainland China last month and stopped off in Hong Kong on November 14. While in town, they paid a courtesy call on the Chamber and met with Europe Committee Chairman Serge G Fafalen and members. During the meeting, delegates introduced the business environment in Russia, with particular emphasis on opportunities in the retail sector.

由俄羅斯管理學院Skolkovo行政人員工商管理碩士學生組成的代表團上月訪問中國內地，並在11月14日中途停留香港。期間，他們到總商會作禮節性拜訪，並與歐洲委員會主席范富龍和其他成員會面。會上，團員介紹俄羅斯的商業環境，特別是零售業的機遇。

## Competition Law Update

The Chamber submitted its views to the Bills Committee on the Second Conduct Rule on November 7. HKCSI Expert Group on Competition Law member Stephen Crosswell attended a Legco hearing on behalf of the Chamber on November 15, and presented the Chamber’s views on the impact of the Bill on SMEs after the announcement of six proposals by the government on October 18.

In the past month, the Chamber issued four press statements on the Competition Bill, covering: our

response to the six proposals announced by the government; reiterating our view that the proposals fail to allay SMEs’ fears; commenting on the Second Conduct Rule; and how SMEs might be affected, with proposed solutions.

Senior Manager for Business Policy Charlotte Chow attended a joint association meeting on October 25 to discuss the six proposals announced by the government on October 18. Participants included representatives from the major trade and SME associations.

Environment and Sustainability Committee  
環境及可持續發展委員會  
Dr Glenn Frommer  
馮悟文博士  
Europe Committee  
歐洲委員會  
Mr Serge G. Fafalen  
范富龍先生

Financial and Treasury Services Committee  
金融及財資服務委員會  
Mr T C Chan  
陳子政先生  
Industry & Technology Committee  
工業及科技委員會  
Mr Edmond Yue  
余國賢先生

Legal Committee  
法律委員會  
Mr William Brown  
鮑偉林先生  
Manpower Committee  
人力委員會  
Mr Matthias Li  
李繩宗先生

競爭法最新發展

總商會於11月7日就「第二行為守則」向條例草案委員會提交看法。香港服務業聯盟競爭法專家小組成員高兆禮於11月15日代表總商會出席立法會審議會，並就政府於10月18日公布六項修訂建議後，有關條例草案對中小企的影響，表達總商會的看法。

上月，總商會就《競爭條例草案》發布了四份傳媒聲明，內容包括：我們對政府公布六項建議的回應；重申我們認為有關建議未能釋除中小企疑慮的看法；我們對「第二行為守則」的意見；對中小企的潛在影響，以及我們的建議方案。

工商政策高級經理周育珍於10月25日出席商界聯席會議，討論政府於10月18日公布的六項建議。與會者包括各大貿易和中小企組織的代表。

亞洲/非洲委員會

日本鹿兒島市副市長Kouichi Tange及鹿兒島公關及貿易部長Kengo Tanaka於10月18日到訪，由總商會總裁袁莎妮接待。Tange向本會講述同日舉行的2011香港——鹿兒島貿易展的最新消息。逾20家來自鹿兒島的企業參與貿易展，該展會是促進兩地貿易的良機和平台。雙方期望未來加強合作。

中國委員會

總商會中國委員會於10月25日至29日率領代表團考察山東，探索濟南、青島及煙台的商機。(詳情請參閱第66頁。)

環境及可持續發展委員會

環境及可持續發展委員會副主席區佩兒於10月27日代表總商會出席假亞洲國際博覽館舉行的「粵港清潔生產伙伴標誌計劃頒

獎典禮」。會上，逾130家企業獲表揚。總商會是特區清潔生產伙伴計劃的支持機構之一。

中國委員會主席于健安於11月11日出席清潔生產伙伴計劃項目管理委員會的第16次會議，以批核營運年報及示範項目的申請。

總商會於11月9日就特區政府「限制銷售能源效益較低的鎢絲燈泡」的公眾諮詢提交回應文件。本會支持在一個合適和明確界定的淘汰階段引入強制性措施，以推動更廣泛使用節能的照明設施，從而提高能源效益及減少溫室氣體排放。

環境及可持續發展委員會在工作小組的協助下，正就可持續發展委員會開展的「紓緩氣候變

化：從樓宇節能減排開始」社會參與過程擬備回應。

歐洲委員會

瑞士日內瓦工商服務商會國際貿易部總監Philippe Meyer於10月26日與本會首席經濟師歐大衛會面，雙方討論歐洲、中國和香港的市場發展。

香港服務業聯盟

工業貿易署助理署長任華於10月20日的香港服務業聯盟執行委員會會議上，向會員闡述世貿組織多哈回合的進展。會員亦討論亞太經合組織商貿諮詢理事會就香港服務業的有關行動。

工業及科技委員會

總商會諮議會成員李馬於10月25日率領30名會員考察香港飛機工程有限公司，讓會員有機會了解飛機的保養和維修。(詳情請參閱第64頁。)

「香港工商業獎」的籌備委員會於10月30日開會，決定2012年獎項計劃的時間表。該計劃將於2011年12月初展開。香港工商業獎是獲得香港特區政府支持的重要工商業獎勵計劃。在六個主辦單位中，總商會是「創意」組別的主辦機構。

The Chamber helped to co-organize and supported a number of Mainland trade and investment promotions recently. These included: 最近，本會曾協辦及支持多項內地貿易和投資推廣活動，包括：

Shanghai Hongqiao Central Business District Investment Seminar

上海虹橋商務區香港說明會

10th Ningbo-Hong Kong Economic Cooperation Seminar and Dinner

2011甬港經濟合作論壇開幕式暨10周年紀念慶典及招待晚宴

2011 Shaanxi- Hong Kong Trade and Economic Cooperation Seminar

2011陝西—香港經貿合作推介洽談會

New Guangzhou, New Opportunities Promotion Conference

「新廣州·新商機」香港推介會

5th China (Hong Kong) International Service and Trade Seminar

第5屆中國(香港)國際服務貿易洽談會

China Overseas Investment Summit

中國海外投資年會

Chamber Player



Overview & Forecast on the European Real Estate Market  
Dr Nick Axford of CB Richard Ellis explains how the volatile capital markets around the world, continuing uncertainty over the global economic outlook, and the sovereign debt crises which contribute to plague the Eurozone are affecting the European real estate markets.

Missed a Chamber Event?

Chamber members can catch up on all of our past events on our web site.

With your membership you can access:

[www.chamber.org.hk/en/events/past.aspx](http://www.chamber.org.hk/en/events/past.aspx)

Membership Committee

會員關係委員會

Sir C K Chow

周松崗爵士

Real Estate & Infrastructure

Committee

地產及基建委員會

Ms Angela Lee

Retail and Tourism Committee

零售及旅遊委員會

Mr Roy Ng

伍俊達先生

Shipping & Transport Committee

船務及運輸委員會

Mr John Harries

夏禮斯先生

Small & Medium Enterprises

Committee

中小型企業委員會

Dr Cliff Chan

陳作基博士

Taxation Committee

稅務委員會

Mr David Hunter

夏棟榮先生

Taiwan Interest Group

台灣小組

Mr Stanley Hui

許漢忠先生

Women Executives Club

卓妍社

Miss Sonya Wu

胡安小姐



# The Art of **Sogetsu Ikebana** 草月流花道的藝術

Sogetsu Ikebana (*flower arranging*) legend Lucille Hallenbeck Evans shared her secrets with members of the Chamber's Women Executives Club  
草月流花道一代宗師伊雲絲與總商會卓妍社的成員分享這項插花藝術的秘訣

To the Japanese, Sogetsu Ikebana is borderless "free-styled" flower arranging which originated in the country in 1927. It focuses on maximizing a plant's beauty to bring both peace of mind and happiness to people who view it.

For the past 60 years, Lucille Hallenbeck Evans has been promoting the art, which she perfected after living for most of her life in Japan. To share its secrets, and promote greater appreciation of the art, she organized a series of workshops for members of the Chamber's Women Executives Club (WEC), which started on November 15.

WEC members concentrated on developing their unique Sogetsu style floral pieces. Besides being impressed by Lucille's patience, members said she also was a source of great inspiration, and explained clearly how to turn unrefined displays into professional looking arrangements. ✿

日本草月流花道始創於1927年，是一種不受傳統插花模式拘束和強調「自由表現方式」的藝術，旨在充分發揮植物的美態，讓人頓感平靜愉快。

伊雲絲大半生都住在日本，過去60年一直推廣「草月流花道」。為分享箇中秘訣和推廣這門藝術，她由11月15日起為總商會卓妍社的成員舉辦了一連串的工作坊。

卓妍社的成員專心設計她們獨特的草月流花卉。除了欣賞伊雲絲的耐心教導，她們說伊雲絲也給她們很多靈感，仔細解釋如何把未經修飾的擺設轉化為專業的花卉藝術。 ✿





# Last Post-Policy Address

Despite the economic doom and gloom, 1,100 people signed up to see HKSAR's Chief Executive Donald Tsang give his last Post Policy Address speech at the Business Community luncheon on November 2.

There were no big surprises in his talk, as he articulately laid out his reasoning

behind Hong Kong's annual development blueprint. But he did seem to be more emotional than in previous years, and even seemed to take sharp questions in good step, rather than irritation as in previous years.

"In eight months' time I shall no longer be the Chief Executive of this great city – I will simply be Donald Tsang, citizen. So, I cannot let this opportunity pass without first thanking the business community of Hong Kong for its unflinching support in helping to shape one of the world's great cities."

As in his Policy Address, much of this speech was also dedicated to property. Explaining the importance of giving the working class a fair crack of buying their own home, and addressing the shortage of grade A office space

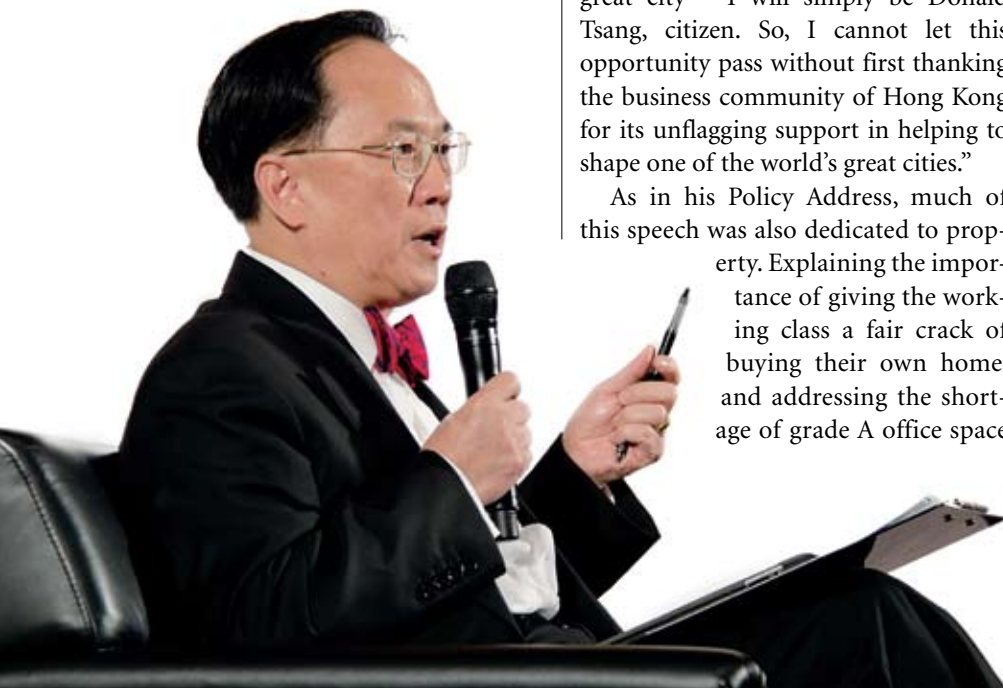
with CBD2 in East Kowloon, he said he hoped these measures would achieve their objectives.

In its press release following the Policy Address, the Chamber expressed disappointment that the CE gave scant attention to SMEs, particularly given the global financial shambles. But Tsang said the government is watching the situation carefully.

"I assure you we will pay special attention to the plight of SMEs in the event of a downturn and introduce timely and appropriate measures to tide them over any difficult patch in the global environment," he said.

## Keeping our powder dry

But the question needs to be asked just how bad do things need to get before action is taken? In a question from the floor, General Committee member Manohar Chugh reminded the Chief Executive that he pledged five years ago to return the profits tax rate to 15% when the time was right.







## 曾蔭權的最後一份施政報告午餐會

# luncheon with Donald Tsang

“Since then, we have been through the worst economic contraction in many decades and now face another, and our fiscal reserves are more than double. In your opinion, what economic or fiscal conditions would warrant reducing the tax rate?” asked Chugh.

In response, the Chief Executive said he made 174 pledges in his manifesto for election in 2007, of which he has delivered on 169 of them.

“As far as profits tax is concerned and salaries tax is concerned, salaries tax has now gone down to 15%. I delivered that part. Profits tax was initially 17.5%, now brought down to 16.5%. But I got stuck,” he said.

Due to a prudent fiscal policy, he said Hong Kong was among the first economies to emerge from the financial tsunami in 2008. Tsang said the government introduced a lot of measures to help business survive and avoid losing jobs.

“At the moment, I believe we should hold our powder dry, making sure that we have enough ammunition, we have

enough resources, to deal with a possible – hopefully not – recession to come,” he said. “So I owe you some, still 1% profits tax. Maybe I’ll talk to my successor when it comes into being.”

### Competition Bill

The Chief Executive wrapped up his speech on “the thing which you and I hold dear – the Competition Bill.”

Despite the clarifications announced on October 25, the Chamber feels there are still many outstanding issues which need to be addressed. The Chamber, and businesses, especially SMEs, have expressed concerns about some provisions in the Bill, which Tsang said the government has taken on board.

“We accept that some provisions need to be revisited, and that is why last week we presented our revised proposals to the Bills Committee, which is studying the competition law,” he said. “There won’t be any perfect law because this all ends up as a compromise among all sectors concerned.” ❀

### Thank You

This is my last Policy Address, and I cannot thank you more in that, over the last seven years, Hong Kong has seen a great deal, particularly in terms of financial market turmoil – not of our own creation – but we overcame them. We overcame them quickly. Of course, I must not belittle the work my colleagues do and have done in government in reacting promptly to the plight of our businessmen, but I must thank you, all of you, for doing your part. I’m sure that, with your heart in Hong Kong, you perform what is needed to your shareholders, to the owners and the businesses themselves, to employees, but also as responsible citizens of Hong Kong, for the larger, poorer part of the community. Thank you very much for an opportunity of thanking you personally.

**儘**管經濟前景黯淡，但香港特區行政長官曾蔭權於11月2日就其最後一份《施政報告》蒞臨商界午餐會時，仍吸引創紀錄的1,100人出席。

他的演說沒甚驚喜，只是清楚闡述其香港年度發展藍圖背後的理念。然而，他似乎比往年更感觸，甚至在回應尖銳的問題時，也表現得沉著自若，不像以往般急躁易怒。

「八個月後，我已不再是這個魅力之都的行政長官——我將變回一名普通市民。所以，我必須把握這個機會，感謝香港商界一直以來的支持，協助建設這個全球其中一個最卓越的城市。」

如他的《施政報告》一樣，是次演說的大部分內容都圍繞房地產。他解釋為勞動階級提供置業機會的重要性，並提出「起動九龍東」（CBD2）計劃來應付九龍東甲級寫字樓短缺的問題；他希望這些措施可達到市民的目標。

總商會在《施政報告》後發表的新聞稿中表示失望，因為特首忽視了中小企的訴求，尤其是他們要面對當前的全球金融亂局。不過，曾特首說政府正謹慎地觀察形勢。

他說：「我向各位保證，一旦經濟衰退，我們將特別留意中小企的苦況，並引入適時的措施，協助他們渡過全球環境下的種種難關。」

有備無患

但問題是，情況有多嚴峻才會採取行動呢？在問答環節中，理事文路祝提醒行政長官曾於五年前承諾會在適當時機把利得稅率回復至15%。

文氏問：「此後，我們經歷了數十年來最壞的經濟緊縮，如今又面對另一次衰退，而我們的財政儲備卻增加逾倍。在你看來，要在甚麼經濟或財政狀況下才會保證減稅呢？」

行政長官回應說，他在2007年的競選政綱中作出174項承諾，當中實現了169項。

他續說：「就利得稅和薪俸稅而言，薪俸稅現已下調至15%，我兌現了這個部分；而利得稅則由原先的17.5%減至現時的16.5%，但至此停滯不前。」

他又指出，在審慎的財政政策下，香港得以成為其中一個最先走出2008年金融海嘯的經濟體。曾氏表示，政府推出了不少措施，協助企業繼續經營和避免流失職位。

「在現階段，我認為我們應有備無患，確保有充足的彈藥和資源，以應付可能出現但大家都不想看見的衰退。」他補充：「因此，我還欠你們1%的利得稅。或許我會與我的繼任人商談一下。」

#### 《競爭條例草案》

行政長官最後以「你我都關注的議題——《競爭條例草案》」作結。

即使當局已於10月25日公布修訂建議，總商會認為仍有許多議題尚待解決。本會和眾多企業（特別是中小企）對條例草案的若干條文表達憂慮，而曾特首說政府已採納有關意見。

「我們承認部分條文需要修訂，因此我們上周已向條例草案委員會提交我們的修訂建議，而該委員會正進行研究。」他說：「最終的法例不可能達致完美，因為這畢竟涉及所有相關界別的妥協讓步。」

#### 謝謝

這是我發表的最後一份《施政報告》，我謹此向各位致以由衷謝意。過去七年，香港經歷了很多，特別是金融市場的動盪。那不是我們一手釀成的，但我們最終能夠克服，迅速地渡過難關。當然，我絕不能抹殺政府同事們的功勞，他們對商界的困境作出了即時的回應，但我也得感謝大家盡力做好本份。我深信，只要你們心繫香港，定當竭誠效力你們的股東、經營者和企業本身、以及僱員，而作為負責任的香港市民，也定必能盡心服務貧苦大眾。衷心感激你們讓我有此機會親自答謝大家。



Listen to the Chief Executive's talk on the Chamber's web site  
請登入總商會網站收聽行政長官的演說錄音

# China and the WTO: After Ten Years, What Next?

## 中國與世貿談判：十年過後，下一步如何？

China's significant influence on the multilateral trading system is growing fast. Stuart Harbinson, Hong Kong's former ambassador to the WTO, shares his insights from inside the WTO on the future of the global trade body  
中國對多邊貿易體制的影響日益深遠。前香港政府常設世貿組織代表夏秉純分享他如何看這個全球貿易組織的未來發展

China's accession to the World Trade Organization (WTO) in 2001 has proven to be very advantageous for the country. Prior to joining, its average annual trade growth was around 11%, but between 2001 and 2007 that rate rocketed to a staggering 27%.

"If China had not joined the WTO that would not have been possible, and without the protection of WTO membership, China would be facing a very hostile external trade environment in today's world," Stuart Harbinson, Senior Advisor to the WTO, told members at the Chamber's November 21 luncheon. "So let us bear that in mind when people say the WTO is no longer relevant."

Within the WTO, Harbinson said China is regarded as one of the most conscientious members of the world trade body, and takes implementation of its commitments very seriously. However, China is regularly accused of protectionism measures and for not living up to its WTO commitments.

A member of the audience at the talk said the European Chamber of Commerce in China was lamenting that China had still not opened up its government procurement market. Harbinson said the simple reason for that is China never committed to include government procurement in its accession agreement.

### Growing protectionism

Countries that once championed open trade and pressured developing countries to embrace open trade are increasingly turning their backs on it. Consequently, Harbinson said he is seeing several worrying trends developing in international trade.

With the world economy slowing down, public opinion, especially in the West, has turned against open trade.

Quoting a WTO report, he said: "The political resolve to resist protectionism is being tested. The situation is not yet alarming, but we are in a dangerous situation."

With multilateral trade negotiations in the form of the Doha Round being deadlocked, there is a risk of some countries that can come to agreement opting to splinter off to work out an arrangement amongst themselves.

### Deal breaker

The future of the Doha Round seems to be in the hands of the U.S., the EU, China, India and Brazil. Other WTO members of course are involved in the agreement, "but the other members are not the ones blocking the deal. The deal breaker is the inability of the U.S. and China to agree to liberalization of trade in industrial goods," he said.

"There is a bit of a gulf of perception between the U.S. and China. My Chinese contacts still think the Doha Round can be concluded. My U.S. contacts on the other hand, frankly, have written off Doha."

With the Doha Round at an impasse, there has been a tremendous growth in preferential trade agreements around the world. Some people think they are a good idea, but Harbinson calls them second best, and points out that analysts worry the regulatory challenges between trading systems will create problems.

### Sign of the times

Countries moving off the WTO campus have justification, as why should they be penalized by a few countries that cannot split their differences? Moreover, the

rulebook that governs the WTO is becoming increasingly out of date. For example, the WTO classifies goods as from a single origin. In reality, products are very often made in a number of countries which makes it very difficult to name a single origin in the supply chain.

China is bearing the brunt of this challenge as it is often the final assembly point for many of the world's products.

A study by the Asian Development Bank Institute calculated that the "Chinese" added value part in the assembly of an iPhone from components made in the U.S., China and elsewhere was merely US\$6.50. Yet the entire value of the iPhone exported from China is added to the U.S. trade deficit.

Harbinson said another study showed that if the WTO rulebook were brought up to date to take into account today's complex, international supply chain, then the United States' trade deficit with China would be halved.

### The future of the WTO

China has consistently said it is willing to play its part in the WTO, including bringing the Doha Round to a successful conclusion. It cannot act alone however, and needs others to make concessions too.

Harbinson said with the U.S. now a world of Trans Pacific Partnership, anti-counterfeit trade agreements, and other sectarian initiatives, there is a very real danger of fragmenting the world trading system.

"Are we going to stick with the WTO framework for negotiations? Are we going to modify the framework to allow the Doha Round to be concluded? Or will it move off the WTO campus? For the health of the global trading system, it will require concessions from both sides," he said. ❀



**中**國在2001年加入世界貿易組織（世貿組織），是國家非常成功的一步。入世前，中國的年均貿易增長約為11%，但在2001年至2007年間，卻激增至驚人的27%。

世貿組織高級顧問夏秉純出席本會11月21日的午餐會時向會員說：「要是中國沒有加入世貿，就不可能達到如此增幅；如果沒有世貿組織成員國這個身分保障，中國如今會面對一個非常艱難的外貿環境。」他續說：「所以，當人們說世貿組織的角色已不再重要，我們應謹記上述兩點。」

夏氏表示，在世貿組織中，中國被視為其中一個最勤懇盡心的成員國，並非常認真地履行承諾。然而，中國經常被譴責採取保護主義措施，以及未能實踐其入世承諾。

有與會者說，中國歐盟商會慨嘆中國仍未開放其政府採購市場。夏氏認為，最簡單的原因是中國從未承諾把政府採購納入其入世協議中。

#### 保護主義升溫

一些曾經提倡開放貿易，並向發展中國家施壓要求開放市場的國家，正日漸背棄他們的主張。夏秉純指出，國際貿易因而出現了幾個使人擔憂的趨勢。

隨著全球經濟放緩，輿論（以西方尤甚）已開始反對貿易開放。

他引述一份世貿組織報告稱：「反對保護主義的政治決心正備受考驗。目前的情況雖然未算危急，但我們正處於危險的境地。」

鑒於多哈回合形式的多邊貿易談判陷入僵局，部分國家或會協議分裂出來，再自行另訂安排。

多哈回合的未來似乎掌握在美國、歐盟、中國、印度和巴西的手中。當然，其他世貿成員國也有參與談判，但他說：「其他成員並非達成協議的障礙，阻力是來自中美無法就貨物貿易開放取得共識。」

「美國與中國的看法出現了分歧。我的中國聯絡人仍然認為多哈回合能夠達成協議，而我的美國聯絡人卻坦言已放棄了多哈回合談判。」

隨著多哈回合陷入僵持狀態，世界各地簽訂的優惠貿易協定錄得巨大的增長。有人認為這是好現象，但夏氏則覺得它們只是權宜之計，並指出有分析員憂慮，貿易制度之間的規管挑戰將會產生問題。

#### 時代的象徵

疏遠世貿陣營的國家也有其理由，難道他們要接受少數國家不肯妥協所造成的不公？此外，世貿組織的規章已日漸過時。例如，世貿把貨物按單一原產地分類。事實上，產品往往

在多個國家製造，使其難以列出其供應鏈的單一原產地。

面對這個挑戰，中國正首當其衝，因為它很多時是眾多全球產品的最後組裝點。亞洲開發銀行研究所的一項研究計算了「中國」在組裝零件產自美國、中國及其他地區的iPhone流程中，其附加值部分僅為6.50美元。然而，從中國出口的iPhone的整體價值卻計入美國的貿易逆差。

夏氏引述另一研究顯示，假如修訂世貿規章以反映現今複雜的國際供應鏈，那麼美國對中國的貿易逆差將會減半。

#### 世貿組織的未來

中國一貫表示願意履行世貿成員國的責任，包括致力使多哈回合成功完成。但它總不能單打獨鬥，其他國家也需要作出讓步。

夏氏說，隨著美國加入跨太平洋夥伴協議、多項反冒牌貿易協議和其他派別協定，全球貿易體制確實存在瓦解的危機。

他說：「我們會否固守世貿的談判架構？我們會否調整有關架構，好讓多哈回合順利完成？又或會否脫離世貿陣營？為了全球貿易體制的穩健，雙方都需要作出妥協。」

Watch this luncheon on the Chamber's web site  
請登入總商會網站觀看午餐會錄影  
www.chamber.org.hk



With the world economy slowing down, Harbinson said public opinion in the West has turned against open trade. 隨著全球經濟放緩，夏秉純表示西方輿論已開始反對貿易開放。



## Hong Kong's **Crime Busters** 香港的滅罪精英

**F**orty people who helped the police fight crime were commended at the Good Citizen Award (GCA) Presentation Ceremony on November 17.

One of the awardees received the Good Citizen of the Year Award (GCYA) while the others received the GCA. With their help, more than 40 suspects were arrested for a variety of offences including robbery, burglary, theft, indecent assault, deception and criminal damage.

The award, presented twice a year, is organised by the Police Public Relations Branch, with full sponsorship from the Hong Kong General Chamber of Commerce.

Wong Kun-leung, winner of the GCYA, helped police arrest a man who

committed the crimes of robbery and attempted rape.

In August last year, a woman was robbed by a man while she was on her way home. The man also attempted to rape her. Wong drove by and saw the victim struggling. He immediately told his girlfriend to call the police and got out of the car to chase the man. Despite his injury sustained while chasing the suspect, Wong did not give up. With the information provided by Wong, the Police eventually arrested the suspect. He was convicted of robbery and attempted rape, and sentenced to five years' imprisonment.

Wong was presented with a plaque and a cash award of \$3,000. All other





40名協助警方撲滅罪行的市民於11月17日在「好市民獎頒獎典禮」上獲得表揚。

得獎者包括本年度「最傑出好市民獎」的得主和獲得「好市民獎」的39名市民。透過他們的協助，警方拘捕了40多名分別涉及行劫、爆竊、盜竊、非禮、詐騙及刑事毀壞等案件的疑犯。

「好市民獎勵計劃」由警察公共關係科主辦，香港總商會全資贊助獎金，每年頒獎兩次。

獲頒發「最傑出好市民獎」的黃冠良協助警方拘捕一名行劫及企圖強姦的男子。

去年8月，一名女子在返家途中被一名男子打劫，該名男子更企圖強姦她。黃先生駕車經過時，看到女事主掙扎，立即著其女友報警，並下車追截該名男子。雖然黃先生的手肘及膝蓋在追截期間受傷，但仍堅持追捕。警員到場後，根據黃先生提供的資料拘捕該名男子。該名男子因行劫及企圖強姦罪成，被判處監禁五年。

黃先生獲頒發獎牌及3,000元獎金；每名「好市民獎」得主則獲發獎狀及2,000元獎金。

今期「好市民獎」的其中三名得主王懷璧、龍少萍和施靜露分別協助警方拘捕三名騙徒。她們分別於今年3、4月接獲騙徒來電，聲稱家人被扣留及要求支付贖金。她們確定家人安全後報警，並與警方合作。騙徒在拿取贖金時被警方拘捕。

警務處人事及訓練處處長馬維騷在典禮上讚揚各得獎者為了維護公義挺身而出，與警方合力撲滅罪行，他指出除了警隊必須以專業和高效率的服務精神贏取市民的認同和支持外，其他機構和地區團體的互相配合，對有效打擊罪案也十分重要。他感謝總商會自1973年以來對「好市民獎勵計劃」給予多年的支持。

出席頒獎典禮的主禮嘉賓還有總商會理事周維正和撲滅罪行委員會委員謝永齡博士。

周維正表示，香港要保持一個穩定的營商環境，實有賴市民和警方合作，一同撲滅罪行。總商會會繼續支持「好市民獎勵計劃」，鼓勵警民同心協力，維持良好社會治安。✿

GCA winners each received a certificate and a cheque of \$2,000.

Three of the GCA winners, Wong Wai-pik, Lung Siu-ping and Shih Zing-lu, separately helped the police arrest three swindlers. They received phone calls from swindlers claiming to have held their family members and asking for ransom in March and April respectively this year. After confirming the safety of their family members, they reported to and cooperated with the police. The swindlers were arrested when collecting ransoms.

Speaking at the ceremony, Police Director of Personnel and Training Ma Wai-luk commended the good citizens for stepping up for justice and helping the police fight crime. He pointed out that to beat crime effectively, the police force had to win the support and recognition of the public through its professional and efficient service. Furthermore, the partnership with other organisations and local community was also important. He thanked the HKGCC for supporting the GCA

scheme since 1973.

Other officiating guests included HKGCC General Committee member Oscar Chow, and member of the Fight Crime Committee, Dr John Tse Wing-ling.

Chow said that police-community partnership in combating crime was essential in maintaining the stable business environment in Hong Kong and that the Chamber would continue to support the GCA scheme which advocated such partnership. ✿



L-R: Clark T Randt, Wilfred Wong, Paul M F Cheng, and moderator Professor Steve DeKrey, Vice Chairman, HKGCC's Americas Committee; and Senior Associate Dean and Director of Masters Programs, HKUST Business School, share their views on the importance of strengthening Sino-U.S. relations.

左至右：雷德、王英偉、鄭明訓，以及主持人總商會美洲委員會副主席、香港科大工商管理學院資深副院長兼碩士課程主任戴啟思教授，討論加強中美關係的重要性。

**萬**變不離其宗。儘管中美關係建交多年，但這全球兩大強國的緊密合作卻進展有限。

然而，熟悉中美的人都知道，兩國領袖顯然目標一致。

「中國和美國都想他們的國民身體健康、繁榮穩定，我們要合力達成這些目標。」前美國駐華大使雷德說：「中國和美國唇齒相依，他們彼此都需要大家，那表示他們要麼一起進步，要麼一起倒退。」

他擔任總商會10月27日午餐會的講者，同場還有另外兩位中美關係專家。普遍的共識是，兩國有獨特的合作機會，以嘗試重新平衡全球經濟。然而，隨著2012年美國總統大選將至，幾位講者都認為從政者會透過抨擊中國

的時政作為政治宣傳，爭取國民的選票。

新昌營造集團有限公司副主席及全國人民代表大會代表王英偉說，美國的對華政策在過去20年都沒有改變。

他解釋：「儘管論調有變，但所有政策始終如一。美國不時試圖挑釁中國的幾個議題，實際是針對本地消費，而中國對此亦清楚不過，因此我們看不到中國會有太大反應。他們提出反對，但他們知道這是遊戲的一部分。」

王氏十多年來與內地官員合作無間，他認為除了美國政客的牢騷外，中國領導要煩惱的事已夠多。

他說：「中國領袖本身已有眾多內部問題需要處理，特別是國內市場的議題。他們正探討如何達致社會和諧、創造就業、保障產業和提供住

房等。很少人知道，中國每年需為離校的年輕人提供1,000萬個新職位。所以，他們沒有太多時間處理外務，但作為新興強國，中國自知需要開始在國際關係上扮演更重要的角色。」

前立法局議員及《On Equal Terms》作者（見第42頁）鄭明訓憂慮，兩國不但未能嘗試合力穩定全球市場，即將舉行的美國大選更會使議題政治化。

他說：「許多學者和經濟師已指出，貿易逆差並非因為中國向美國出售廉價貨品，而是很多不同國家（包括美國公司）希望增加利潤而在中國生產貨品。但當然，如果你是參議員，而你正與未踏足過美國境外的民眾講話，這就成為很易被政治化的訊息。」

鄭氏補充，中國有三萬億美元儲備，而要



# Redefining China's Relationship with America and the West

## 中美與中西關係新定位

The more things change, the more they say the same. Despite the vivacious relationship between China and the United States, very little real progress has been made in getting the world's two largest economies to work more closely together.

Yet, for anyone who clearly understands the two countries, it is obvious that both nations' leaders aspire to the same goals.

"Both China and the U.S. want good health, prosperity and stability for their citizens, and we have to work together to achieve that," said the Hon Clark T Randt, Former United States Ambassador to the PRC. "China and the U.S. are joined at the hip, they need each other, which means they have to rise together, or they will fall together."

Speaking at the Chamber's October 27 luncheon with two other China-U.S. veterans, the general consensus was that both countries have a unique opportunity to work together to try and rebalance the global economy. However, with the 2012 U.S. Presidential Elections coming up, speakers felt politicians will jump on the China-bashing soapbox to woo American voters.

減少貿易逆差及為美國人創造職位的實際方法，是容許中國企業建立美國資產。

他說：「但基於種種合理和不合理原因，這些行動往往被拒。」

王氏表示，兩國必須放下猜疑，合力克服難關。

每年約有10萬名中國學生赴美進修。所有留學生都想回流中國，而除了有更高的學歷之外，他們也加深了對美國文化的了解。相反，只有約20,000名美國學生到中國進修。

「我有很多中國朋友都說，他們對美國的認識遠多於美國人對中國的認識，而遺憾的是，這是事實。」雷氏續說：「但情況正在轉變，約五分一耶魯大學生正學習中文，而這是有助建立信任和了解的關鍵一步。」

Wilfred Wong, Vice Chairman, Hsin Chong Construction Group; Deputy to the National People's Congress, said the U.S.'s foreign policy towards China has not changed for the past 20 years.

"All policies have been consistent, despite the rhetoric. The few issues that the U.S. tries to irritate China about from time to time is really meant for domestic consumption, and China realizes this, which is why we don't see so much reaction from China. They protest, but they know this is part of the game," he said.

Having worked closely with Mainland officials for over a decade, Wong said he feels the Chinese leadership has enough on its plate to worry about without concerning themselves with what American politicians are grumbling about.

"China's leadership have enough of their own problems to handle, particularly the domestic market. They are working on how they can achieve a harmonious society, how to create jobs, protect industries, provide homes, etc. Few people know that China needs to provide 10 million new jobs every year for youngsters leaving school. So they don't have much time for things outside the country, but as an emerging power, China knows it needs to start playing a bigger role in international relations," he said.

Paul M F Cheng, Former Legco Member and Author of "On Equal Terms" (see page 42), echoed his comments, and expressed concern that instead of working together to try and bring stability back to the global market, the upcoming

U.S. elections will politicise issues.


"A lot of scholars and economists have pointed out that the trade deficit is not due to China selling cheap goods to the U.S., but rather many different countries, including American companies, looking to increase profits, manufacturing goods in China. But, of course, if you are a senator and you are talking to people who have not travelled outside the U.S., it is a very easy message to politicise," he said.

China has US\$3 trillion in reserves, and a practical way to reduce the trade deficit and to create jobs for Americans is to allow Chinese companies to buy U.S. assets, Cheng added.

"But many times, these attempts are rejected; some for legitimate reasons; some not," he said.

Wong said both countries need to set aside their suspicions and work together to overcome their difficulties.

Around 100,000 Chinese students head to the United States every year to further their education. All students want to return to China, and in addition to their higher education, they also bring back a deeper understanding of U.S. culture. In contrast, about 20,000 U.S. students further their studies in China.

"Many of my Chinese friends say they know a lot more about the U.S. than Americans know about China, and I am sorry to say that is true," said Randt. "But things are changing, and about one-fifth of Yale undergraduates are studying Chinese, so this is a critical step that will help build trust and understanding." 

Watch this discussion on the Chamber's web site

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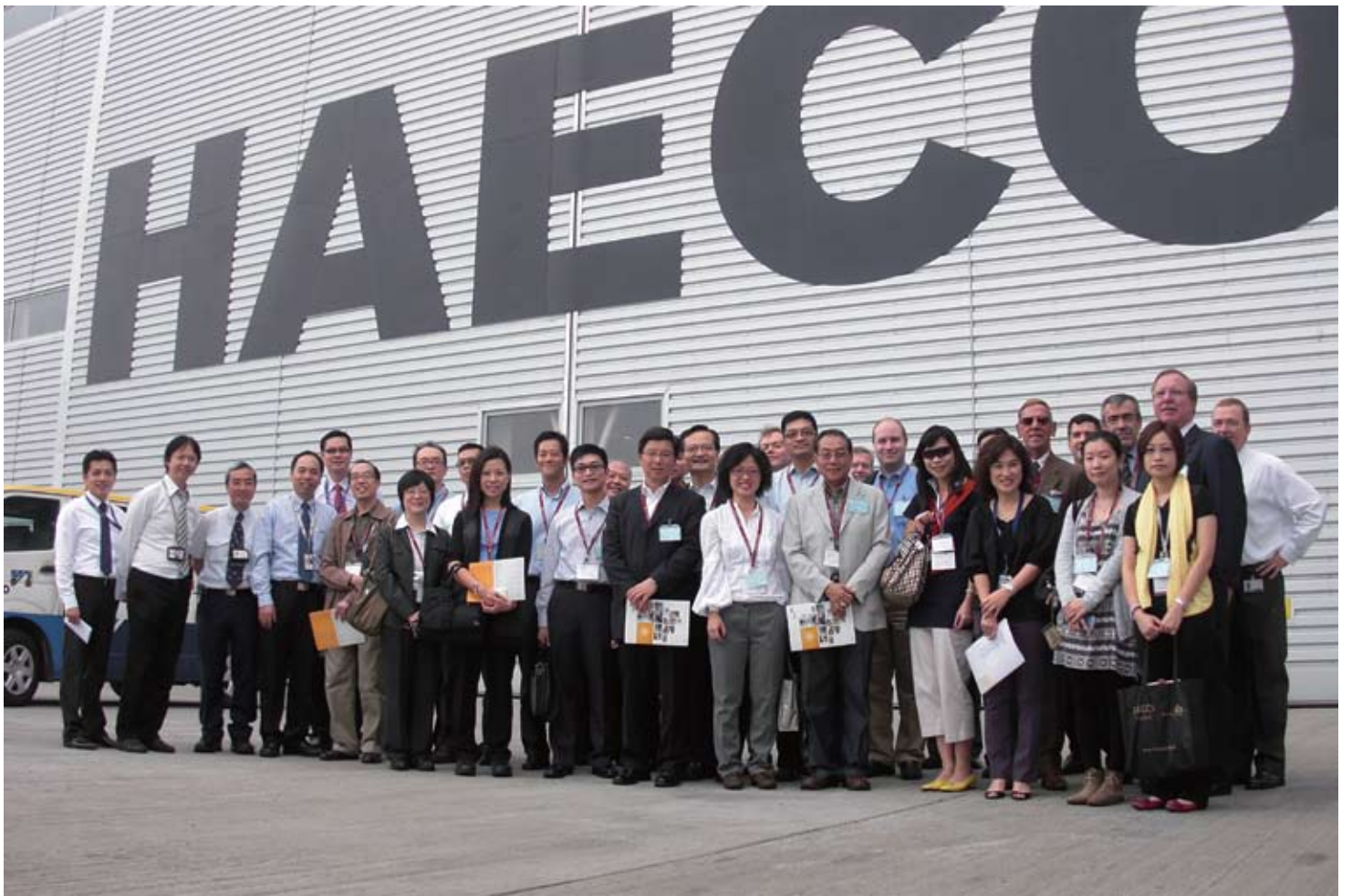


## Chamber Visits HAECO 考察香港飛機工程

Thirty Chamber members were privileged to have a special tour of Hong Kong Aircraft Engineering Co Ltd's (HAECO) facilities on October 25 to find out how aeroplanes are serviced and repaired.

Aeroplane maintenance is a highly regulated industry due to security and safety concerns, so there are numerous regulations and safety requirements in different countries on various aircraft. Kenny Tang, HAECO's Chief Operating Officer, told members that technician training has been one of the most important tasks of the company, as it usually takes about three years to train up a new hire to become a basic mechanic. HAECO owns its own training centre to maintain the most up-to-date training standards. Among its 5,000 employees in Hong Kong, about 40% and 31% respectively are responsible for line maintenance and airframe maintenance. ❀





**30**名會員於10月25日有機會考察香港飛機工程有限公司（香港飛機工程）的設施，了解飛機的保養和維修。

基於保安和安全考慮，飛機的保養維修是受高度規管的行業，故不同國家亦會就各種飛機訂下眾多的規例和安全要求。香港飛機工程營運總裁鄧國杰向會員表示，技術培訓一直是該公司最重要的工作之一，因為要訓練新入職員工成為基本技工往往需時約三年。該公司自設培訓中心，以維持最新的培訓標準。在其5,000位香港僱員之中，約40%及31%的員工分別負責航線維修及機身維修。✿



Chamber Council Member J B M Litmaath (right) presents Kenny Tang, HAECO's Chief Operating Officer, with a small memento to thank him for showing members around the facility.

總商會諮議會委員李馬（右）向香港飛機工程營運總裁鄧國杰致送紀念品，感謝他帶領會員參觀公司設施。



## HKGCC Wraps Up Successful Mission to Shandong

Province is looking to cooperate with Hong Kong companies to develop its MICE, health care, tourism and education sectors

**A** 12-member Chamber delegation returned from Shandong to Hong Kong on October 29, wrapping up a successful five-day mission to the province. The Chamber's China Committee Chairman Emil Yu, who led the mission, said he was pleased to see the country's strong support for further cooperation between the SAR and the Mainland, and with more industries being liberalized, more Hong Kong enterprises will be able to capitalize on these developments. He added that the services sectors, in particular, should seize this window of opportunity to expand their presence in the Mainland market.

The delegation, which visited Jinan, Qingdao and Yantai between October

25-29, had in-depth discussions with various government leaders and officials covering recent economic developments in Hong Kong and Shandong, and opportunities for closer cooperation under the CEPA framework.

During their meeting with the head of Shandong's Department of Commerce Lv Zaimu, members learned that nine cities – including Jinan and Qingdao – were added to the list of model cities under CEPA by the Ministry of Commerce in May 2011. As a result, Shandong will launch pilot schemes with Hong Kong and Macau enterprises in the convention and exhibition business, in addition to health care, tourism and education sectors. The schemes will

provide significant room for expanding cooperation between the two places.

Commenting on the future development outlook, Jinan's Vice Mayor Qi Jianzhong said the city has become an investment hotspot for Hong Kong companies. Henderson Land, New World Development and HSBC, etc., have launched development projects there. He expects that cooperation in financial services, commercial logistics and MICE will be further developed.

In a meeting with Chamber delegates, Zhang Hui, Member of the Municipal CPC Standing Committee and Vice Mayor of Qingdao, pointed out that Hong Kong is a key source of foreign investment in Qingdao. In addition to

# 總商會山東考察團圓滿結束

山東省期望與香港企業合作，以開發其會展、醫療、旅遊及教育領域

**香**港總商會中國委員會山東訪問團於10月29日結束5天訪問行程返港。訪問團一行12人，考察了濟南、青島及煙台，並分別與山東省商務廳廳長呂在模、濟南市副市長齊建中、青島市市委常委及副市長張惠等會面，雙方就香港及山東近年的經貿發展趨勢、兩地於《關於建立更緊密經貿關係的安排》（CEPA）下的合作機會等議題作出深入討論。

山東省商務廳廳長呂在模於會面時表示，隨著商務部於2011年5月確定濟南、青島等九市為第二批CEPA示範城市，山東省將獲得在會展、醫療、旅遊及教育等領域與港澳開展經貿合作的先行先試政策，兩地的合作空間大幅擴大。

團長于健安欣見國家積極支持香港與內地進一步加強合作。他指出國內市場的產業開放將對香港企業非常有利，尤其是香港的服

務業更應把握這黃金機會，爭取擴大國內市場。

濟南市副市長齊建中談及兩地未來發展時表示，濟南已經成為香港企業投資的熱土，恆基兆業、新世界及匯豐等一批港資企業已經落戶發展，期待進一步開拓金融服務、商貿物流及商務會展等重點合作領域。

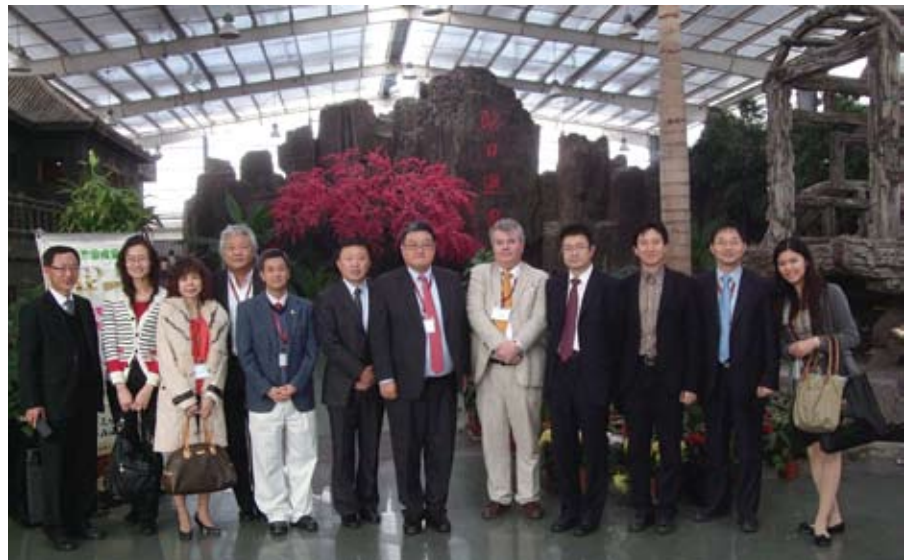
青島市市委常委及副市長張惠於青島會見時亦指出，香港是青島市重要的外資來源地之一，兩地除了在金融和航運方面有巨大的合作空間，亦可於城市建設和管理、商務服務、旅遊及會展等領域加強合作。

訪問團考察了濟南、青島及煙台的多個開發區及高新區，亦參觀了煙台著名的葡萄產業。副團長余國賢指，是次考察團令團員對山東的發展有了更全面的認識。總商會總裁袁莎妮總結本團時，希望香港企業能與內地企業攜手，把握時機，加強合作。✿



opportunities for cooperation in financial and shipping services, the two cities can also work together in areas like urban planning and management, business services, tourism and MICE.

The delegation also visited development and high-tech zones in Jinan, Qingdao and Yantai's famous grape growing region. Deputy delegation leader Edmond Yue said the mission gave members a fundamental understanding of Shandong's development plans. HKGCC CEO Shirley Yuen said these developments provide a window of opportunity for Hong Kong and Mainland enterprises to join forces and strengthen cooperation in areas that Hong Kong businesses excel in. ✿





### Sai Kung Volcanic Rock Region – World Unique Volcanic Columns

西貢火山岩園區 世界罕見的酸性火山岩柱

Most hexagonal volcanic rock columns in other regions of the world are usually basic basaltic lava. By contrast, the hexagonal columns in Sai Kung are acidic silica-rich rhyolitic volcanic rock. This extraordinary composition makes them particularly interesting. Their large coverage of over 100 km<sup>2</sup> (including sea area) and average diameter of 1.2 m also made them outrival similar columns in the world. More amazingly, the volcanic rock here has both the features of tuff and lava, and how they have come about has been a topic of debate among geologists to the present day.

在世界其他地方，大部分六角形火山岩柱均由含硅質較低的基性玄武質熔岩構成，惟香港西貢一帶岩柱為含硅質較高的酸性流紋質火山岩，而且所佔範圍逾100平方公里（部分是海域），平均直徑1.2米，不論就規模和石質而言，皆堪稱世界罕見。更特別的是，這裏的火山岩同時展現凝灰岩和熔岩的特徵，不同地質學家至今仍對其形成持不同看法，並致力解開這個謎團。

### Hexagonal columns in Sai Kung East

西貢東部的六角形岩柱

A number of violent volcanic eruptions in eastern Hong Kong about 140 million years ago produced huge amounts of volcanic ash; meanwhile lava spurted out of the magma chamber deep underground and the resulting enormous underground cavity collapsed, forming a gigantic caldera which swallowed quantities of lava-rich volcanic ash. The incandescent mixture cooled down and contracted evenly, forming hexagonal joints.

約於1億4,000萬年前，香港東部發生多次強烈火山爆發，產生大量火山灰，與此同時，熔岩從地底岩漿庫全部噴出，所形成的地下空洞最後倒塌，成為巨大的破火山口，大量夾雜熔岩的火山灰隨而注入其中。這些熾熱的混合物其後散失熱力，再均勻冷卻收縮，於是產生六角形節理。



# Chamber Visits Hong Kong Global Geopark

## 總商會同樂日 香港世界地質公園遊



Forty members and their guests switched their business suits for hiking clothes to participate in the Chambers visit to Hong Kong Global Geopark on November 11.

The group visited High Island Reservoir, one of Hong Kong's most popular geological sites and home to spectacular rock wonders. Here, volcanic rock composes neat arrays of giant polygonal joint columns along the shore, known as a "Natural Hexagonal Column Mural." The group hiked 10km around the site, and finished off the day with a delicious seafood lunch. 🌸



**40**位會員和嘉賓卸下上班服，換上舒適輕便的行山裝束，參加11月11日的「總商會同樂日 香港世界地質公園遊」。

團隊遊覽了風景宜人的萬宜水庫，這一帶是熱門的觀石勝地，也是香港最奇特地質景觀的所在之處。這裡的火山岩整齊有致地豎立於水濱，巨大的石柱由不同的多角形節理組成，蔚為奇觀，堪稱「天然六角岩柱壁畫」。團隊在地質公園遊歷了10公里，最後享用了一頓美味的海鮮午餐，結束當天的愉快旅程。 🌸



# December 2011 2011年12月

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
	<b>HKGCC Study Mission to Guangdong: Exploring Green Opportunities</b> 7 December 2011		
	<b>4</b> T Keeping Up with Transfer Pricing Developments in Hong Kong and the PRC	<b>5</b> T Managing Work Injury Cases Effectively	<b>6</b> C Taxation Committee Meeting T Managing Work Injury Cases Effectively
	<b>12</b> C Shipping & Transport Committee Meeting	<b>13</b> S HKGCC Business Forum – Seeing into 2012: Global Economic Swing to Asia S Problem Solving Skills for Leaders	<b>14</b> C Financial & Treasury Services Committee Meeting
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>

**Nansha-Qianhai One-day Study Tour**  
 10 January 2012

Jointly organised by:  
 The Hong Kong General Chamber of Commerce  
 The Greater Pearl River Delta Business Council-Joint Investment & Promotion Sub-group



**HKGCC Coffee Academy**  
 17 January 2012





Training Luncheon Roundtable Luncheon Seminar  
 Forum Committee Meeting Mission Study Tour Networking

THURSDAY	FRIDAY	SATURDAY
<p><b>L</b> Global Perspectives for Asian Investors: Prospect for 2012</p> <p><b>F</b> "Getting Stuff Done" in APEC – Key developments for Hong Kong as Russia takes the Chair</p> <p><b>C</b> Legal Committee Meeting</p> <p>1</p>	<p><b>St</b> Showcasing Information Technologies at Cyberport</p> <p><b>C</b> Economic Policy Committee Meeting</p> <p>2</p>	
<p>8</p>	<p><b>R</b> Exporting to the US? Learn about the New US Law that Impacts Manufacturers Worldwide Using Misappropriated IT and its Global Reach</p> <p><b>S</b> "Pickle Leaders" Serving the People who serve the Customers</p> <p><b>N</b> Chamber's Christmas Cocktail</p> <p>3</p>	
<p><b>M</b> Study Tour to BYD • Shenzhen</p> 	<p><b>R</b> Practical analysis of how recent court decisions affect your business</p> <p><b>C</b> Real Estate &amp; Infrastructure Committee Meeting</p> <p>16</p>	<p>17</p>
<p>22</p>	<p>23</p>	<p>24</p>

# HKGCC BUSINESS FORUM – Seeing into 2012: Global Economic Swing to Asia

13 Dec 2011  
 9:00 am - 2:15 pm  
 Room S421, HKCEC



Media Partners:  
 South China Morning Post  
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More details, please contact  
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*Season's Greetings  
 to All Our Members*

# 10th Business-School Partnership Programme Launched

## 第10屆商校交流計劃正式啟動



The Business-School Partnership Programme was launched in 2001 in co-operation with AEMSS. The objective of the programme is to develop channels of communication and understanding between students, teachers and businesses, and to better prepare students for the business world. Each academic year, a volunteering member company is paired up with an English-medium secondary school to come up with meaningful and educational activities for students to understand the work and culture of a business organization. Activities such as company visits, leadership talks, interview workshops and internships are organized to enhance the students' knowledge, business exposure and relevant job skills.

商校交流計劃於2001年與英中聯會合作展開至今，旨在為學生、老師與商界建立相互溝通和了解的渠道，為即將踏入社會工作的莘莘學子作好就業準備。在每個學年，一家自願參與的會員企業會與一所英文中學配成一對，為學生舉辦饒富意義和具教育價值的活動，讓他們認識商業機構的工作和文化。此計劃的活動包括公司探訪、領袖講座、面試工作坊及實習工作等，讓學生增進知識，加深對商界的認識，並強化相關工作技能。

**T**wenty companies and schools joined a matching meeting at the Chamber on November 15 at the launch of the 10th Business-School Partnership Programme for 2011-2012.

Company representatives meet teachers to discuss their plans for student programmes. Tam Kim Hung, representing the Association of English Medium Secondary School (AEMSS) and Principal of True Light Girl's College, commended all participants for their support of the programme, which has ensured its success over the past decade.

Following the initial meeting, schools and companies will start work on developing their planned activities and schedules to help students gain a clearer understanding of the business world and to provide them with some valuable insights. ❀

**在**總商會11月15日的「2011至2012年第10屆商校交流計劃」啟動儀式上，20家企業與學校參加了本會的配對活動。

企業代表與教師共同商討來年的計劃。英文中學聯會（英中聯會）代表兼真光女書院校長譚劍虹感謝所有參加者的不懈支持，使這項計劃在過去10年成功為學生、老師與商界提供獨一無二的交流平台。

在首次見面後，學校與企業將會著手策劃其活動內容和時間表，協助加深學生對商業世界的認識，為他們提供寶貴的見聞。 ❀



For more details visit: [www.chamber.org.hk/en/events/school.aspx](http://www.chamber.org.hk/en/events/school.aspx)  
計劃詳情，請瀏覽：[www.chamber.org.hk/en/events/school.aspx](http://www.chamber.org.hk/en/events/school.aspx)

Executives from CLP Power Hong Kong visit Munsang College on July 5 to meet with students and teachers. 中電香港的行政人員於7月5日到訪民生書院，與學生及老師會面。

### Corp-tizen on Call 「總商燃亮」行動計劃

HKGCC's newly launched "Corp-tizen on Call" project is aimed at promoting the sustainability practices amongst business. 15 member companies have nominated their sustainability initiatives for inclusion under the scheme. HKGCC would like to encourage all members to participate in these meaningful events.

總商會全新推出的「總商燃亮」行動計劃旨在推廣商界的可持續發展活動。15家會員公司已提名旗下的可持續發展項目，以納入計劃中。總商會鼓勵所有會員參與這些饒富意義的活動。



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