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# the Bulletin

工商月刊

APRIL 2012

HKGCC: THE VOICE OF BUSINESS IN HONG KONG

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### Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861. 從1861年開始，香港總商會一直代表商界及捍衛它們的利益。

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# 展望未來 Looking to the Future

By **Anthony Wu** 胡定旭

**A**fter months of intense political debate, Hong Kong's third Chief Executive has finally been selected. I wish to extend my heartiest congratulations to the Honourable Leung Chun Ying. The Chamber has always enjoyed a close working relationship with the Hong Kong SAR Government, and we expect this partnership to continue as we work together to consolidate Hong Kong's position as a premier international business hub with a clear and comprehensive vision.

In the heat of election campaigning, emotions ran high. Now it is time that we all put our differences aside and focus our energy on working towards the common goals we all aspire to. To this end, the Chamber has been playing its part by mining members' expertise through forums that examined key areas that address concerns of business. Foremost among these are Hong Kong's competitiveness. Government's laissez faire approach to business regulation has stood us in good stead for decades, but in recent years, regulatory creep has been threatening our competitiveness.

As the Asian half of the world's leading business and financial centre, our laws, regulations, taxes and confidence guide capital flows and attract businesses to set up here. We have worked incredibly hard over the decades to build Hong Kong into a model of how capitalism operates at its best. Yet, our great positioning needs constant attention, lest it become fragile. In recent years, it has threatened to break apart for lack of clean air, predictable policies and sensible politics. Today, as we prepare for a new administration to take the reins of power, we have a solid foundation to build on, but we also need to make sure our blueprint takes Hong Kong and its people to where we want to go.

The business community wants to play its role in ensuring Hong Kong's prosperity. We will do so because it is good for us, good for society and good for our future. We can only accomplish that by building on the foundations of this great city that have served Hong Kong so well. ✨

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

**經**過連月的政治激辯，香港第三位行政長官終被選出。本人衷心祝賀梁振英先生當選。總商會與香港特區政府一直是合作伙伴，本會期待與新政府保持緊密合作，以清晰和全面的思維，鞏固香港國際商務樞紐的領先地位。

連番的競選活動引發全城熱烈討論。現在，我們正是時候放下分歧，集中精力為共同目標而努力。總商會一直透過定期舉辦論壇，探討商界的主要關注，並收集會員的專業意見。其中一個重要範疇，是香港的競爭力。政府對商業規管的自由放任原則，數十年來一直行之有效，但近年規管不斷擴大，已威脅著我們的競爭力。

作為亞洲的全球領先商業和金融中心，我們的法規、稅制和信心引導資金流入，並吸引企業來港經營。我們數十年來努力不懈，務求把香港建設成為資本主義的

As we prepare for a new administration to take the reins of power, we have a solid foundation to build on, but we also need to make sure our blueprint takes Hong Kong and its people to where we want to go.

隨著新一屆政府即將上台，我們可在堅實的基礎上繼續邁步向前，但也得確保我們的藍圖能夠帶領香港和市民到達理想的目的地。

佳運作典範。然而，我們的優越地位需要不斷鞏固，否則只會變得脆弱。近年，缺乏清新空氣、穩定政策和明智管治等問題，已危害到香港的優勢。如今，隨著新一屆政府即將上台，我們可在堅實的基礎上繼續邁步向前，但也得確保我們的藍圖能夠帶領香港和市民到達理想的目的地。

商界期望為香港的繁榮出一分力。我們定當全力以赴，因為香港繁榮對我們、社會和未來皆有利。要實現這一目標，我們必須在香港一直賴以成功的基礎上更進一步。 ✨







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## Asia and the Pacific Can Lead World in Green Growth: Study

研究指亞太區可引領全球綠色增長

Asia and the Pacific has the potential to be a world leader in low carbon growth, but only if it adopts a new development strategy, says a joint study released by the Asian Development Bank (ADB) and UN agencies.

The high upfront costs of providing green goods and services, such as renewable energy facilities, has hampered development on a large scale, but the report notes that with the right policies and incentives, 'greening' the economy can be made viable and profitable in the long-term. Policymakers need to consider measures such as ecological tax reforms that penalize polluters while rewarding those who invest in low carbon, resource-friendly activities. Creative financing arrangements that ease the initial cost burden and risks for green developers will also help stimulate investment.

The full report can be downloaded from ADB's web site: [www.adb.org](http://www.adb.org)

亞洲開發銀行及多個聯合國組織發表的共同研究指出，亞太區若採取新發展策略，有潛力成為低碳增長的全球領袖。

供應綠色貨品和服務（如可再生能源設施）的預付成本高昂，窒礙了業界的大規模發展，但報告提出，在合適的政策和措施之下，「綠化」經濟長遠來說是可行且有利可圖的。政策制訂者需考慮推出措施，例如生態稅務改革，以懲罰污染者，並獎賞從事低碳、資源友善活動的投資者。為綠色產業減輕前期成本負擔和風險的創意融資安排，亦有助刺激投資。報告全文可從亞洲開發銀行網站[www.adb.org](http://www.adb.org)下載。

## HKGCC Annual General Meeting 香港總商會周年會員大會

The Annual General Meeting of the Hong Kong General Chamber of Commerce will be held at 6:00 p.m. on Thursday, May 24, 2012, at the Hong Kong Convention and Exhibition Centre, Meeting Room N101. A cocktail reception and registration of members will start at 5:00 p.m.

本年度總商會周年會員大會訂於2012年5月24日（星期四）下午6時假香港會議展覽中心N101號會議室舉行。酒會和會員入座登記將於下午5時開始。

## Just 9% of board positions held by women

女性董事比率僅佔9%

Nine percent of all board positions on Hong Kong's leading companies, as listed on the Hang Seng Index, are held by women, according to the report Standard Chartered Bank Women on Boards: Hang Seng Index. Out of a total of 634 directorships on the HSI, only 57 are held by women. This percentage is comparable to other parts of Asia, but lower than the U.K. (15.0%) and U.S. (16.1%).

根據《渣打銀行2012年度恆生指數企業女性董事概況》報告，在恆生指數上市的香港領先企業中，女性擔任董事職位的比率只有9%。在恆生企業合共634個董事職位之中，只有57個由女性出任。儘管有關比率已較亞洲多個國家為佳，但香港的表現仍落後於英國（15.0%）及美國（16.1%）。



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# 「自駕遊」計劃互惠互利 Self-Drive Scheme Will Be Mutually Beneficial

By Jeffrey Lam 林健鋒

Phase I of the Ad Hoc Quota Trial Scheme for Cross Boundary Private Cars was officially launched at the end of last month. Hong Kong private car owners who have successfully obtained a permit can drive to Guangdong via Shenzhen Bay from the 27th of this month. The daily quota is 50 cars, which can stay in Guangdong for no more than seven days. The second phase will allow qualified Guangdong private cars to enter Hong Kong for a brief stay. However, the timetable for implementation of the second phase has yet to be finalized, pending further discussions between the two governments.

This is undoubtedly a good initiative, as it will help promote economic and cultural exchanges, as well as further boost the tourism industries. This in turn will bring the concept of living in the PRD within an hour's driving distance from Hong Kong a little closer. It is also a good step to prepare for the Hong Kong-Zhuhai-Macau Bridge, which is expected to open in 2016.

Despite the benefits, some people are concerned that given the size of Hong Kong, allowing Mainland cars to enter the territory will worsen congestion, road safety and air pollution. There are also worries about the differences in traffic rules and regulations as well as driving habits (left/right-hand drive) between the two places. In addition, Mainland drivers' do not always adhere to traffic laws. If a Mainland driver is involved in a traffic accident, the public are concerned about how they can be located to bear the liability.

These concerns are understandable. However, if resistance to the scheme stems from narrow-mindedness, different cultural identities and values, then such exclusionism will harm both individual and social development. Looking globally, in Europe, North America and ASEAN-4 for example, private car owners can drive their cars to and from neighbouring countries without any problems.

As for the problem that Mainland drivers may not be familiar with the practice of left-hand traffic and traffic rules in Hong Kong, the government should require all applicants to take out sufficient insurance, receive prior training and pass an assessment before being allowed to drive in Hong Kong. An enforcement mechanism should also be set up to require Mainland offenders to be subject to penalties according to the laws of Hong Kong. ❀

從上月底起，粵港「自駕遊」首階段試驗計劃正式接受香港人申請，每天名額50個，成功申請配額的私家車主最快可於本月27日開始，經深圳灣口岸進入廣東省，逗留期不超過七天。第二階段則是讓合資格的廣東省私家車來香港作短暫逗留，但現時仍未有具體落實時間表，尚待雙方繼續磋商。

這絕對是一項具有良好願景的計劃，不但有助促進兩地經濟文化交流，還可進一步刺激本港旅遊和兩地經貿往來，有利在珠三角地區構建「一小時生活圈」；更可以為2016年通車的港珠澳大橋作先行準備。粵港自駕遊計劃無疑是推動兩地交往和發展的有利政策，理應在「對等」的原則下，才能取得互惠互利的成果。

然而，有市民卻對計劃存有憂慮，擔心以香港彈丸之地，容許內地人駕車南下，會對香港的交通網絡、道路安全及空氣質素等帶來不少負面影響。此外，兩地交通規例和左右軔駕駛習慣均有不同，內地司機守法意識亦跟港人大有差距，遇上交通事故後如何找他們負責等問題，同樣令人關注。

市民的擔憂是值得理解的，但假如只是出於狹隘的文化價值認同心理而對計劃抱有抗拒心理，這種排外的心態對自身和社會的發展均有害而無利。環顧全球，無論歐盟、北美，還是東盟四國，相鄰國家與地區之間關於自駕車出入境都有一套切實可行、行之有效的方法，有助推動雙方的經濟。

故此，在推動第二階段的計劃前，政府應妥善制訂推行細節，做好各項配套準備，包括制訂規管措施，例如嚴格限制來港車輛數量和廢氣排放標準。對於內地司機不諳香港「左上右落」與交通規例，大可要求參加自駕遊者必須購買足夠的保險，以及事先接受培訓，通過考核才可駕車到港。政府亦應議定執法機制，規管內地犯事者接受本港法例處分。 ❀

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







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# 響應「香港總商會全程為您」 Be a Part of Our Free Ride Day

By Shirley Yuen 袁莎妮

At the Chamber's Annual General Meeting on May 24, we will close the chapter on the year-long celebration of our 150th anniversary; and what a year it has been. One initiative launched as part of our birthday, however, that will continue to run for this, and hopefully for the foreseeable future, is Free Ride Day.

By offering members of the public a free ride on Hong Kong's iconic Star Ferry and tram transportation systems, the entire community managed to join in our birthday celebrations. The event was so well received by the public and got widespread coverage in the media that we have decided to organize our second Free Ride Day on the date of our founding, May 29.

Last year, 15 trams, and ferries running between Central and Tsimshatsui participated in the Free Ride Day. Many members expressed that they wished they had participated in last year's event, which is why we have decided to not only run it again, but also expand the programme to all 150 trams! In addition, the Star Ferry routes between Tsimshatsui and Central will be expanded to include crossings between Tsimshatsui and Wanchai. We estimate that almost 300,000 people will benefit from Free Ride Day. We also plan to involve more Chamber members in the event to showcase to everyone in Hong Kong the spirit of the business community and also the diverse membership of the Chamber.

So as you can see, this is really a community-wide event for everyone in Hong Kong, especially all members – from small to medium to large companies, local and international. Free Ride Day is a chance for us to give something back to the community and to be in direct contact with people from all walks of life. I am really looking forward to this year's Free Ride Day, and sincerely hope that it becomes not just a Chamber event, but an event that the whole community looks forward to.

We have prepared a comprehensive sponsorship package for interested members – and it is not just for large companies. So if you are an SME, or a large company, either local or international, and want to join the Chamber in celebrating Free Ride Day with the entire community of Hong Kong, while promoting your own business, please contact me for more details. 🌸

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

在今年5月24日舉行總商會周年會員大會之時，我們為期一年的150周年會慶亦將會結束，為這值得紀念的一年畫上圓滿句號。然而，我們其中一項慶祝活動將會載譽重辦，並希望在未來延續下去，那就是免費乘搭電車和渡輪日，今年名為「香港總商會全程為您」。

藉著與香港最具代表性的天星小輪和電車公司合作，總商會向公眾提供免費的車船服務，讓整個社會都可以參與我們的會慶活動。有見這個活動深受市民歡迎，並獲傳媒廣泛報導，我們決定在本會的成立紀念日5月29日，再次舉辦免費乘搭電車和渡輪日。

去年，15輛電車和所有來回中環至尖沙咀的渡輪，都提供了免費服務。很多會員表示，他們錯過了去年的活動，因此我們決定不但要再辦一次，還要拓展至全線150輛電車！此外，來往尖沙咀至灣仔的天星小輪亦會加入免費行

Free Ride Day is a chance for us to give something back to the community and to be in direct contact with people from all walks of life.

「香港總商會全程為您」讓我們有機會回饋社會，並與社會各界人士直接接觸。

列！我們估計，接近30萬名市民可於今次「香港總商會全程為您」的活動受惠。我們亦計劃讓更多總商會會員參與其中，從而向全港市民展現商界的精神，以及總商會多元化的會員網絡。

由此可見，這的確是一個全民活動，所有會員不論是本地或國際的大中小企業，都可以一同參與。「香港總商會全程為您」讓我們有機會回饋社會，並與社會各界人士直接接觸。我很期待今年的「香港總商會全程為您」，並真心希望這不但是總商會的活動，還成為全港市民熱切盼望的活動。

我們已經為有興趣的會員準備了多項贊助計劃，不論貴公司是中小企、大型企業、本地還是跨國公司，只要您想加入總商會的行列，與全港市民一同慶祝「香港總商會全程為您」，同時推廣公司業務，歡迎向我查詢活動詳情。 🌸





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# Tourism Boom

Mainland visitors have created unprecedented growth in the tourism and retail sectors, but are these industries now over dependent on such a narrow market segment?

內地旅客為旅遊業和零售業帶來了前所未有的增長，但我們是否過分倚賴這個狹隘的市場部分？

**T**ourism is the fastest growing sector among Hong Kong's four pillar industries, and the Mainland factor is the driving force behind its double-digit growth. But in a city of just 7 million residents, having 42 million visitors calling on us is not without its challenges.

Hong Kong has always been a popular tourism destination, but it wasn't until the Central Government relaxed regulations on Mainland tourists coming here that the numbers began to rocket skyward. In 1997, around 13 million tourists visited Hong Kong, 3 million of which were from the Mainland. Last year, 42 million people visited the SAR, 28 million being from the Mainland.

"You could argue that the 3 million in 1997 really stayed over, because they came here as part of organized tours, but you can see from the increases that over half of the 28 million Mainland visitors stay overnight," James Tien, Chairman of the Hong Kong Tourism Board, explained.

With 66% of total visitors coming from the Mainland, are we over dependent on a single market?

"Is that dangerous? Should we do anything about it? I think not. Tourists are tourists, wherever they are from. Moreover, many local people depend on Mainland tourists for a living. Anyone who does anything in Hong Kong, be it you open a restaurant or a boutique, or drive a taxi, they all had a bumper year last year because of the Mainland tourists who came here to spend," Tien said.

Tom Mehrmann, Chief Executive of Ocean Park, agrees. "Mainland tourists -- like tourists from any other country -- come to Hong Kong for the same purposes: to see Hong Kong -- the world class city, to shop, to eat great food, to have fun and enjoy a good time throughout the city," he said.

## Cash registers ringing

Retailers saw the value of sales jump 24.8% in 2011 compared to 2010, despite the economic gloom. Tien believes this is due in no small measure to Mainlanders coming here to shop. He pointed out that it is not just luxury brands that visitors buy. Everything from toilet paper, to consumer electronics, to new suits is snapped up.

While the overall benefits to the economy are obvious, there are some worrying trends. Landlords, seeing their retail tenants laughing all the way to the bank, are cashing in as well by increasing their rents. Some shopping malls in prime locations

have thrown out regular retailers to bring in luxury brands to appeal to the well-heeled Mainland visitors. Local shoppers are grumbling that shopkeepers look down on them over Mainland visitors. This has created some friction, which Tien said is totally uncalled for and totally unacceptable.

"The two incidents in the media about the girl eating noodles on the MTR and the little boy needing a restroom are isolated cases. As Hong Kong people we should talk to them nicely, explain that this is not something we do here, instead of scolding them," he said.

Mehrmann said it is important not to generalize and give Mainland tourists prejudicial labels because certain individuals are behaving in ways not accepted by the social norm. Beijingers have similar grumbles, as forums on Weibo (China's version of Facebook) are full of threads about peasants from the countryside not obeying rules on the subway in the city.

## Hotel shortage

Double digit growth in visitor arrivals is driving up hotel occupancy rates, and with it room rates. At the end of 2011, Hong Kong had 190 hotels, providing 62,830 rooms. By the end of 2012, there will be 68,000 hotel rooms, but only an additional 2,000 rooms will come on stream by the end of 2013. Tien said he is concerned that this will be insufficient to satisfy demand. With hotel occupancy rates running at 85% for high-tariff hotels, and in the low 90s for other categories, if visitor arrivals continue to grow at the current rate, they simply will not have anywhere to stay.

Hong Kong hotels enjoy among the highest room occupancy rates in the world. With demand so high, are prices too. This has allowed some entrepreneurs to invest in hotels in Shenzhen where tourists pay a fraction of the price for a room here, and offer shuttle bus services to and from Hong Kong.

Mainland tourists spend almost HK\$6,000 per trip. Those staying in the city





# 旅遊業暢旺

Both the high increases in hotel room rates and occupancy rates show there is a shortage of rooms, and something needs to be done about this, says HKTB Chairman James Tien.

香港旅發局主席田北俊表示，酒店房價和入住率的高增長均顯示，房間供應已出現短缺，我們需要採取行動。



usually stay for three nights, with the average room rate costing HK\$1,129.

“As the Tourism Board we want them to spend less on the hotel, so that they have more to spend around town, which really helps Hong Kong’s economy overall,” said Tien. “But now the hotel is taking \$4,000, which doesn’t really leave much for spending in local restaurants, or shops.”

High occupancy allows hotels to increase rates, especially during peak seasons when it is extremely difficult to find a room. Tien said hotel owners say there are enough hotels as it allows them to keep their rates high.

“From their point of view, they keep saying there is enough capacity, because if you have more hotels, extra supply will bring down prices. But if you look at the statistics, if you look at the rates, the high tariff hotels increased their rates in double digits, so statistic-wise, both the rate increase and occupancy increase are showing we need to do something about this,” he explained.

With very few new hotel rooms in the pipeline, and the three-to four years required to build a new hotel, we can expect to see a room shortage beyond 2013. The government is being more flexible on the conversion of old industrial buildings into hotels, but their owners say the restrictions make it more trouble that it is worth.

If you have an old industrial building and want to raze it to build a new hotel, you have to pay a high premium. Consequently no one is doing that. Owners can work on the inside to avoid paying a premium, but with big cargo lifts, big internal staircases, limited pipes, fire services, etc, coupled with what can and cannot be done, the conversion rate is very low.

The solution would be to put more land for hotels on the auction block, which could be seen as interfering in the market. But with office space being far more profitable than hotels, developers would be unlikely to use land to build a hotel when they could build an office block.

### New attractions

Besides tight room supply, does Hong Kong have enough new attractions to keep people coming back?

Last year Ocean Park opened new attractions like Aqua City, the Rainforest and Thrill Mountain. In March, it launched ‘Old Hong Kong,’ which aims to capture the unique culture of Hong Kong during the 1960s.

“It is a journey back in time to Hong Kong’s old days in the 1960s and is sure to give visitors from the local market and aboard a truly unique and nostalgic experience,” said Mehrmann. “In the middle of this year, we will launch the final piece of our HK\$5.55 billion Master Redevelopment Plan, Polar Adventure, which will feature a number of polar animals.”

The opening of Disney in Shanghai is not expected to have much of an impact on visitors to Hong Kong Disneyland, as the majority of Mainland visitors are from Guangdong Province. Still, Tien said he would like the government to invest more in tourist facilities and attractions to add to Hong Kong’s appeal.

“We talked to government about doing an F1 event in Hong Kong, but in the end Singapore did it. We thought about a tennis tournament, but Shanghai took up the idea. These governments have put millions into these projects, whereas our government is really miserly,” he said.

Instead, HKTBA is riding on other events, such as the Hong Kong Sevens, and Standard Chartered Marathon, which he hopes will become as popular as the London and New York marathons. However, there has been talk of restricting the number of participants to 56,000, which could stunt its potential.

“When you look at London, people run through the heart of the city past all the landmarks, and the same in New York. When they come here, we send them off to run through tunnels and on the highway. If London and New York can do it, why can’t we?” he asked. ❀

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## 誰比我們.....更早開拓遊輪旅遊

### 「翡翠公主號」14天北歐四國、波羅的海、俄羅斯遊輪旅行團

PBA 14-A/C/D (QR)

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最完美的北歐風情，在這個皇牌旅程中完全披露。由公主號遊輪帶您一次漫遊北歐四國的獨特風光，更穿梭於波羅的海，造訪德國的名城古堡、愛沙尼亞的文化遺產，和俄羅斯的異國風情，給您最舒適的遊輪旅遊體驗。



2012年5月21日  
6月24日 7月27日

另備14/15天遊輪套票  
**\$15,590起**

**\$34,998起**

### 「維多利亞皇后號」15天挪威(北極圈、風景列車)尊貴皇后遊輪旅行團

PBV 15-A/C/D (KL)

感受·完美時刻：

搭乘風景列車穿越如詩似畫的山谷、瀑布；觀賞北歐最美冰川；閒逛色彩繽紛的中世紀小鎮；漫遊歐洲最北海角及可觀賞午夜太陽的北角館，最精華的挪威旅程，讓您在最尊貴的皇后遊輪上體驗，船上著名的「白星服務」，更讓您感覺如皇室貴族般尊貴。



2012年8月4日

另備17天遊輪套票  
**\$32,690起**

**\$50,998起**

### 「翡翠公主號」20天北歐、蘇格蘭、愛爾蘭、冰島、格陵蘭、美國越洋遊輪旅行團

PBE 20-A/C (QR)

感受·完美時刻：

公主遊輪延續了舊日遊輪時代的浪漫情懷，在遊走蘇格蘭、愛爾蘭等各大名城、探訪北歐冰島上火山、湖泊、冰川縱橫的奇特自然環境、再漫遊世界最大島嶼格陵蘭後，然後跨越世界其中一個最大海洋，抵達大西洋彼岸的美國紐約，讓時光仿如倒流，繼續起昔日遊輪旅遊的光輝歲月。



2012年9月9日

**\$37,998起**

### 「伊利沙白皇后號」「新船系列」14天英倫三島尊貴遊輪旅行團

POQ 14-A/C (LX)

感受·完美時刻：

皇后遊輪最新下水的伊莉沙白皇后號，由穿戴白手套、手托銀盤的服務員，以馳譽遊輪界的白星服務，為您營造無比尊貴的皇室貴胄氣派，感受無以尚之的尊榮地位。在漫遊英倫三島的經典旅程中，參見溫莎堡歷代王室的居停、探索尼斯湖水怪的傳聞、見證鐵達尼號最後停靠的港口，體驗這個曾被譽為日不落帝國的盛況。



2012年7月26日

另備14天遊輪套票  
**\$19,590起**

**\$43,998起**

### 「皇冠公主號」14天東地中海古城、希臘小島遊輪旅行團

PMM 14-A/C/D (EK/QR)

感受·完美時刻：

由意大利到土耳其，串連了亞德里亞海、愛奧尼亞海和愛琴海三個美得不可方物的海洋。造訪一座又一座仿如塵世外的度假小島，藍天、碧海融入旅程中每一片段，加上沿岸城市無數的古城遺跡，成為攝影愛好者的攝影天堂。



2012年5月24日  
8月4日 9月21日



QR Code

另備14天遊輪套票  
**\$13,590起**

**\$34,598起**

### 「海島公主號/藍寶石公主號/鑽石公主號」10/11天阿拉斯加、冰川峽灣公園/哈伯冰川峽灣、淘金火車遊輪旅行團

PAA 10-A/C/D / PAE 11-A/C/D (AC)

感受·完美時刻：

踏足萬年冰川、乘淘金小火車進入淘金小鎮、漫步古城木廊行人道、觀賞冰河冰島崩解，最純美自然的阿拉斯加優美風光，公主遊輪為您一一呈現。乘公主遊輪將會感受到其在阿拉斯加旅遊中無人可及的領導地位，帶您欣賞最美、最純淨、最真實的阿拉斯加。



2012年6月22日  
7月27日 8月10日 9月21日



QR Code

另備13天遊輪套票  
**\$16,990起**

**\$17,998起**

QR Code - \*閣下只須以手機的條碼讀取器掃描條碼，便可即時查閱此團別的詳細行程資料。

以上所有資料只供參考，一切以行程單張及報名時為準。

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沙田	沙田車站旁豐運城廣場726室	2252 0488





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**在**香港四大支柱行業中，旅遊業是增長最快的行業，而內地旅客是其雙位數增長背後的推動力。然而，在一個只有700萬人口的城市，卻有4,200萬位旅客訪港可謂不無挑戰。

香港一直是熱門旅遊勝地，但直至中央政府放寬內地旅客訪港的「自由行」限制，有關數字才真正騰飛。1997年，訪港旅客人數約為1,300萬人，當中300萬人來自中國內地；去年，訪港旅客人數躍升至4,200萬人，當中2,800萬人來自內地。

香港旅遊發展局主席田北俊解釋：「你可以說1997年那300萬名內地旅客都是真正的過夜旅客，因為他們是經旅行團訪港；但觀乎去年的2,800萬名內地旅客中，過半數都是過夜旅客，這就引證了增幅之大。」

有見內地旅客佔了總訪港旅客人數的66%，我們是否過分倚賴這個單一市場？

田北俊說：「這個情況危險嗎？我們要做些甚麼嗎？我認為沒有必要。遊客就是遊客，不管他們來自哪個地區。此外，很多本地人都是靠內地旅客為生。香港的各行各業，無論是餐廳老闆、時裝店東主，又或的士司機，他們去年都因為內地旅客來港消費，而經歷了豐收的一年。」

海洋公園行政總裁苗樂文也有相同看法。他說：「與任何其他旅客相比，內地旅客的訪港目的其實沒有兩樣，都是參觀香港這個世界級城市，購物玩樂，品嚐美食，享受一個多姿多采的假期。」

#### 盆滿鉢滿

儘管經濟低迷，零售業在2011年的銷貨價值較上一年飆升了24.8%。田北俊相信，專程來港購物的內地旅客實在居功不少。他指出，旅客買的不單是名牌貨品，就連廁紙、電子產品到西裝等，他們都會爭相搶購。

儘管內地旅客對本港經濟的整體效益顯然而見，但亦帶來一些令人憂慮的趨勢。業主有見他們的零售租戶輕輕鬆鬆賺大錢，因此亦乘勢大幅加租，從中取利。部分位處黃金地段的購物商場已迫走某些普通零售商，引入多家名牌商店，以吸引銀彈充足的內地旅客。本地購物人士正

抱怨店員只看重內地旅客，忽視他們的需要，因而造成一些衝突，田北俊認為此乃毫無必要，亦完全不能接受。

他說：「有關內地女童在港鐵車廂吃點心麵，以及男童在商場隨地便溺的兩宗傳媒報導，只屬個別事件。身為香港人，我們應友善地向他們解釋，本地人不會這樣做，而非責備他們。」

苗樂文表示，我們切勿因個別人士的行為不合社會規範就以偏概全，戴有色眼鏡看內地旅客。事實上，北京人也有類似怨言，多個微博論壇（中國版的Facebook）都擠滿帖子，批評鄉村農民不守當地的地鐵規則。

#### 酒店短缺

達雙位數增長的旅客人數正推高酒店入住率，房租亦隨之上漲。2011年底，香港有190家酒店，提供62,830間客房。到2012年底，全港將會有68,000間酒店房，但到2013年底，卻只會再多2,000間。因此，田北俊擔心會出現供不應求的情況。鑒於高價酒店的入住率現為85%，而其他級別的酒店更達到90%以上，假如旅客人數繼續以現時的速度增長，恐怕他們再無容身之所。

香港酒店的入住率屬全球數一數二。隨著需求和房價日益增加，企業家可趁機在深圳投資酒店，並提供穿梭巴士往返兩地。

酒店入住率高企，支持房租上調，特別是旺季時往往一房難求，房價就更加驚人。田北俊表示，酒店業主總是說供應充足，因為這可讓他們繼續推高房價。

他解釋：「從他們的角度看，他們老說供應充足，因為如果有更多酒店，額外的供應會拖低價格。但如果你看看統計資料和房價，高價酒店的房租以雙位數字增長，因此，房價和入住率的升勢均顯示，我們需要採取行動。」

鑒於即將落成的新酒店客房供應有限，加上興建新酒店需時三至四年，預計2013年後會出現房間短缺。政府正推出更靈活的措施，把舊工廈改作酒店用途，但工廈的業主卻指有關措施諸多限制，令人得不償失。

假如你有一幢舊工廈，並想將之改建成新酒店，就得付上一筆龐大



# YCIS trains an elite 21st century workforce



YCIS teaches students to master both Chinese and English

The days when traditional textbook and classroom learning were sufficient to prepare students to set out on their chosen career paths are firmly behind us.

The world is changing rapidly and so too are the needs of employers.

Alongside strong academic qualifications and work skills, they are prioritising attributes like linguistic abilities, cross-cultural communications experience and a broad knowledge of the world around us. In short, they are looking for high-calibre candidates with an international or global mindset.

### **Global marketplace for young talent**

The world is becoming a highly competitive marketplace for sourcing young talent. Students completing their education today find themselves competing with their peers from around the globe for the best employment opportunities.

For educators these trends pose profound challenges. They need to prepare the younger generation to enable them to have successful and fulfilling lives in the 21st century.

Yew Chung International School's Director, Dr. Betty Chan Po-king, summed up the challenges faced by the education sector in these words: "This new era requires new ways of thinking, new approaches to educating the young, a new concept of world citizenship, a

paradigm shift from narrow thinking to world mindedness."

### **Language proficiency**

Dual-language education, starting at an early age, is one of the vital building blocks. In YCIS's context, this means that teaching students to master both Chinese and English.

By becoming fluent in two languages, students absorb different perspectives, traditions and values and become more accepting of other languages and cultures.

### **Cross-cultural experience**

On top of language skills, the younger generations need that "extra something" to enable them to form truly global perspectives and prepare them to become tomorrow's community leaders.

Global mindedness can be fostered through student exchanges. By visiting and learning about different places they can interact with their peers in other locations and cultures, perform cross-cultural community service, and really develop their understanding about the world around them.

### **Strong academic qualifications**

The development of truly international education through holistic learning and promoting bilingualism and global mindedness offers many advantages, but it does not diminish the necessity of enabling students to achieve the best academic standards they are capable of.

YCIS was one of the frontrunners

in Hong Kong to adopt the International Baccalaureate (IB) Diploma Programme, having offered the course noted for the breadth of study it encompasses since 2000. The IB curriculum is also taught at YCIS campuses in Mainland China and the US.

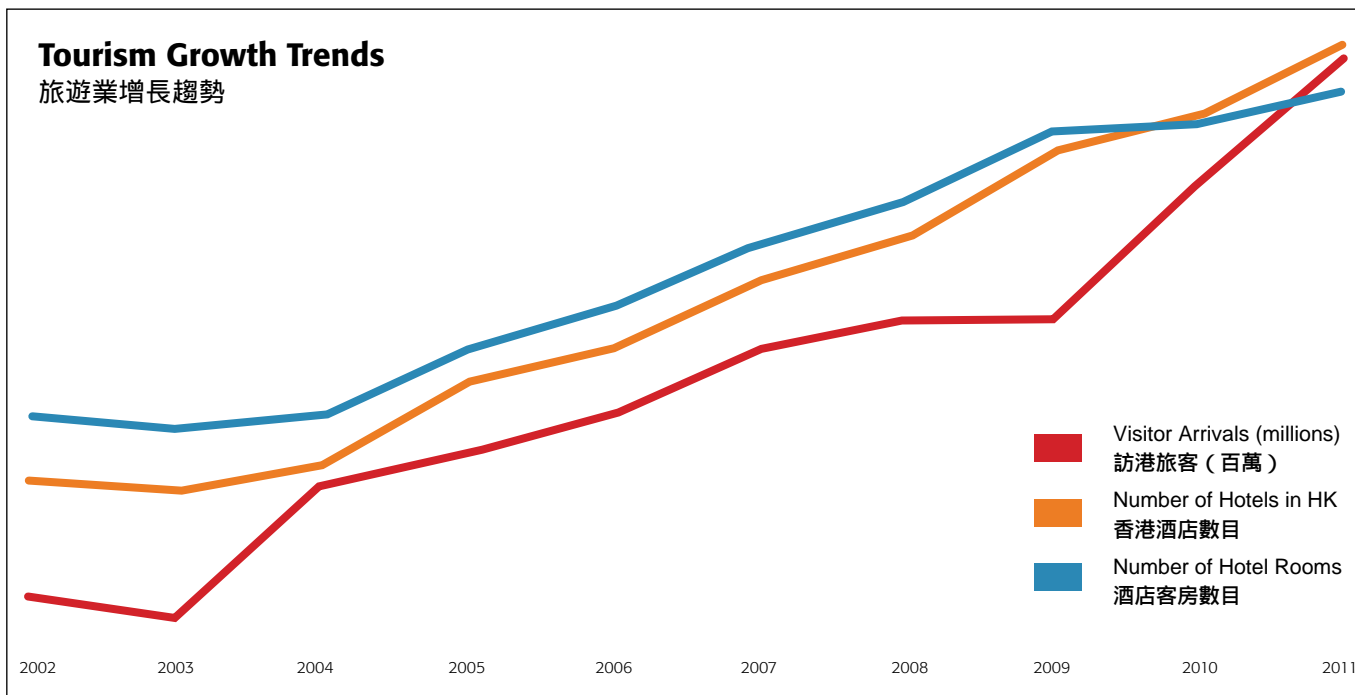
In 2011, about 120 students in Hong Kong, Beijing and Shanghai sat for the IB Diploma examination. 19 per cent of graduates received a score of 40 points or above, compared to the worldwide average of 5 per cent.

The students obtained 100 per cent university placement with more than 500 placement offers from leading universities worldwide, including University College London, University of Warwick, University of California, Berkeley and Stanford University.

### **Future world citizens**

YCIS strives to make a concerted effort to educate students who will protect and perpetuate the environment, advance globalization and make positive contributions to human civilization.

In all these ways – through language proficiency, cross-cultural experience, high academic standards, and developing integrity and social consciousness – a truly international education can form the key attributes of our future world citizens.



	Number of Hotels in HK 香港酒店數目	Number of Hotel Rooms 酒店客房數目	Visitor Arrivals (millions) 訪港旅客 (百萬)
2002	98	38,949	16.56
2003	96	38,133	15.53
2004	101	39,128	21.81
2005	118	43,866	23.36
2006	126	47,128	25.25
2007	140	51,581	28.17
2008	149	54,804	29.51
2009	167	59,627	29.59
2010	175	60,428	36.03
2011	190	62,830	41.92

Source: HKTB 資料來源：香港旅遊局

的補地價費用，因此無人會作出投資。為免補地價，業主可進行內部改裝，但由於工廈裝有大型的載貨升降機和樓梯、管道和走火設備不足，以及其他種種限制等，令改建率一直偏低。

解決方案是推出更多酒店用地拍賣，但此舉或會有干預市場之嫌。然而，隨著寫字樓用地遠比酒店有利可圖，發展商與其利用有關土地興建一幢酒店，不如發展一幢商廈。

內地旅客每程消費接近6,000港元，過夜旅客普遍逗留三晚，平均房價約1,129港元。

「作為旅發局，我們希望他們減少住宿開支，從而增加在港消費，這確實有助帶動香港的整體經濟。」田北俊說：「但如今酒店已佔去4,000元，這或縮減了他們在本地餐廳或商舖的消費開支。」

#### 新景點

撇除房間供應緊張的因素，香港是否有足夠的新景點吸引旅客重遊？

去年，海洋公園的「夢幻水都」、「熱帶雨林天地」和「動感天地」等全新景區陸續開幕。最新景點「香港老大街」亦在今年3月揭幕，把香港六十年代的獨有文化重現眼前。

「這是一次時光倒流之旅，帶我們重返六十年代的老香港，為本地及海外旅客締造獨一無二的懷舊體驗。」苗樂文續說：「我們的重新發展計劃耗資55.5億港元，當中最後一期『冰極天地』亦將於年中開幕，園區以南北兩極的動物作號召。」

上海迪士尼開幕預料不會對香港迪士尼的訪客人數有嚴重影響，因為我們大部分的內地旅客來自廣東省。不過，田北俊期望政府會多投資旅遊設施和景點，以增加香港的吸引力。

他說：「我們曾與政府商討在港舉辦一級方程式大賽，但最終卻被新加坡搶先一步。我們還建議籌辦網球錦標賽，但上海亦率先落實有關構思。這些政府為上述項目投資了數以百萬元，反之我們的政府卻一毛不拔。」

另一方面，香港旅發局正積極推廣其他盛事，例如香港國際七人欖球賽和渣打馬拉松等，他期望這些活動會像倫敦和紐約馬拉松般大受歡迎。但有人建議把參賽者人數限制至56,000人，這或會影響其發展潛力。

他質疑：「看看倫敦，跑手們途經倫敦市中心的所有地標，而紐約亦然。但他們來港參賽時，我們卻要他們跑入隧道和公路。既然倫敦和紐約都做得好，為甚麼我們不行？」



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# The Other SAR

## 另一個特區

Booming construction is obvious to anyone stepping off a ferry in Macau, but it is not just tourists feeling lucky who are driving the economy forward, writes **David O'Rear**

任何人甫踏足澳門碼頭，都會看到當地急速發展的建造業，但推動澳門經濟的又何止是旅遊人士？ 歐大衛

Like Hong Kong, Macau has shed manufacturing over the past two decades, and firmly committed to services. Making stuff now accounts for less than 1% of GDP, construction less than 6% (down sharply in recent years) and the rest is services.

The big difference, of course, is gaming, which in 2010 was 30% larger than GDP in terms of gross revenues. While that's not an apples-to-apples measurement, it puts the industry in perspective. However, our cousins across the delta number just 557,400 people, or less than 8% of our 7.1 million, but their number is growing at 3.1% in the year to end-December. If each of our trends continues, they'll catch up with us in 100 years.

Unlike us, however, the economy has been growing at double digit rates for more than two years, averaging better than 22% in real terms in each of the eight quarters up to end-September 2011. And, it isn't just a fluke: the average for the past decade was 14.1% – our own pace was 4.6% p.a..

In the first three quarters of 2011 (*the latest available figures*), private consumption expenditure (PCE) grew a strong 9.5% over January-September 2010, but only contributed 10.3% of total economic growth (*see the first graph*). By comparison, our own PCE expanded by more than GDP, 105.3% to be exact, a 9% real pace.

Booming construction is obvious to anyone stepping off a ferry, but whereas their 7% growth rate in Q-1 to Q-3 2011 was nearly identical to Hong Kong's 7.2%, ours contributed 27.5% of all new economic activity, compared to less than half that (13.4%) in the case of Macau. Retail sales, as shown in the second graph, have also been pushing hard.

This does come at a price, namely inflation. The third graph shows the strong, 6% or better inflation of recent years and particularly the impact on foods.

Services exports expanded more than the entire economy put together. Invisibles earnings' 32.2% year-on-year rise were equal to 152.8% of total economic growth. Even on a net basis, subtracting the high value-added banking and other business services supplied from abroad, growth in net services trade was 26% larger than the total rise in GDP.



This helps pay for a deep, 51% of GDP, deficit in physical goods trade.

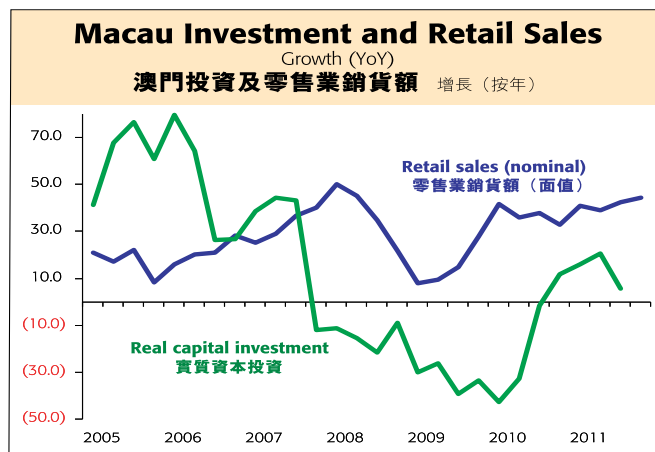
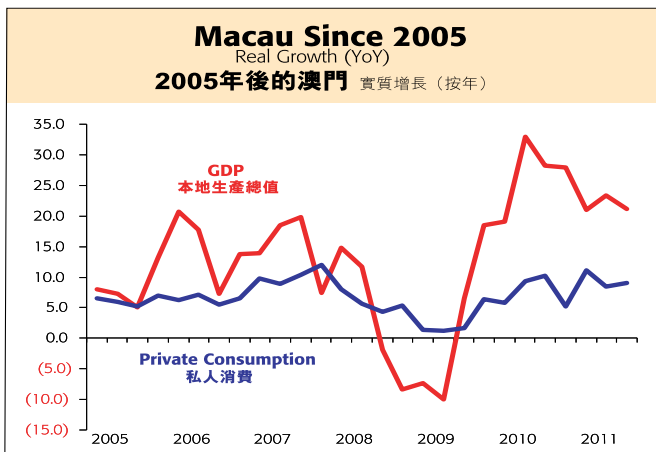
Moreover, Macau is a jobs-generating machine. In last year's fourth quarter the unemployment rate was 2.2%, but there are signs of concern even at those low figures. Total employment was 338,000, but more than one-quarter were migrant workers. Some years back, protests broke out over jobs for the nonlocals, and the administration appears to be paying close attention to the balance. Non-residents took up only about 27% of the newly created jobs last year, down from 90% in mid-decade.

Good fences, they say, make good neighbours and ours is one of the best. We provide Macau with what we do best (high-end services), and they keep us entertained, at a price. ✿





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**像** 香港一樣，澳門在過去二十年由製造業向服務業轉型，現時製造業佔本地生產總值不足1%，建造業佔不足6%（近年比例大幅下跌），而其餘都是來自服務業。

當然，增長最多的是博彩，其於2010年按總收益計算，比本地生產總值還要多三成。儘管這不是基於一個公平合理的標準衡量，但都可讓我們對該行業有正確的看法。然而，澳門的人口僅為557,400人，佔本港710萬人口不足8%，但有關數字於去年年終的增幅為3.1%。如果兩地所有趨勢維持不變，澳門人口會在100年內迎頭趕上。

不過與香港不同的是，澳門經濟已連續兩年以上一直以雙位數的速度增長。在截至2011年9月底的八個季度，實質增長平均為22%以上，而這個佳績並非僥倖：當地在過去10年的平均增長為14.1%（香港則為4.6%）。

在2011年首三季（最新數字），私人消費開支在九個月內大幅增長9.5%，但對總經濟增長的貢獻僅為10.3%（見圖一）。相比之下，本港的私人消費開支增幅比本地生產總值多（準確來說是105.3%），實質增長9%。

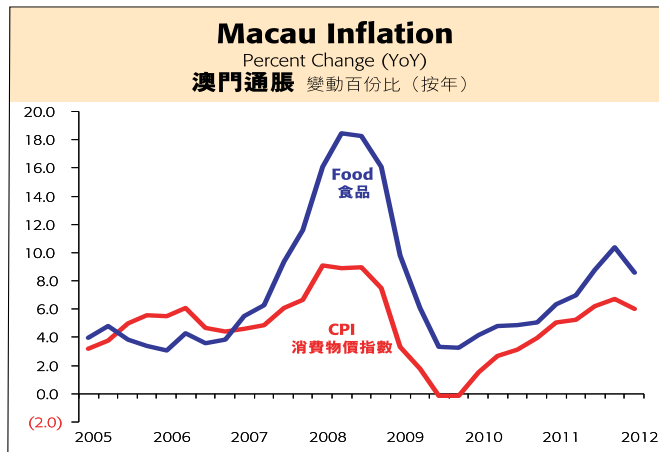
任何人甫踏足澳門碼頭，都會看到當地急速發展的建造業，但儘管其於2011年第一至三季的7%增長率，幾乎相等於香港的7.2%，但本港建造業對全新經濟活動貢獻了27.5%，而澳門的相關數字卻不及其一半（13.4%）。圖二所示的零售業銷貨額亦不斷上漲。

這是要付出代價的，就是通脹。圖三顯示了近年通脹率高達6%或以上，對食品的影響尤其嚴重。

服務輸出的增幅比整體經濟還多，無形收益的32.2%按年增幅相當於總經濟增長的152.8%。即使按淨額計算，扣除外地供應的高增值銀行服務及其他商業服務，淨服務貿易增長仍比本地生產總值的總升幅高出26%，這有助抵銷有形貨物貿易的嚴重虧損（相當於本地生產總值51%）。

此外，澳門是創造就業的機器。去年第四季的失業率為2.2%，但即使數字低企，情況仍然令人關注。總就業人數為338,000人，但逾四分之一為外來勞工。幾年前，澳門工人上街抗議輸入外勞，當地政府似乎正密切留意本地與外來勞工之間的平衡。去年，非澳門居民僅佔新增職位約27%，較2000年代中期的90%大幅減少。

有人說：「鄰里兩家只有各守其位，才能和平共處」，而港澳正是最和睦的鄰里之一。香港向澳門提供我們的所長（高端服務），而澳門就讓港人消費娛樂。✿



## Chewing the Fat 談天說地

### Bridging the Gap

The Hong Kong-Zhuhai-Macau Bridge was first proposed nearly 30 years ago, but the formal decision to go ahead was delayed until 2003. In December last year, construction finally began on our side, two years after work started on the other end. Yet, even if it takes 40 or 50 years from conception to completion, it won't come close to the 109-year timeframe claimed by the Humber Bridge (1872-1981).

At 50km (over 31 miles), it will be longer than all but two bridges completed today, and the second longest without a rail component. The Danyang-Kunshan Grand (102.4 miles) and Tianjin Grand bridges (70.6 miles) will give China all three top spots.

Thailand's BangNa Expressway, at 33.5 miles, will remain the longest elevated road, although much of it is over land. The HKZMB (we've got to think of a better name) will bump the 26.4 mile-long Jiaozhou Bay Bridge off its perch as the world's longest bridge over water.

#### 連接港珠澳

**興** 建港珠澳大橋的建議在近30年前首次提出，但直到2003年才正式落實。在大橋西端動工興建後兩年，東端的香港段工程終於在去年12月開始動工。然而，即使港珠澳大橋從構思到竣工或需40至50年，還遠不及英國亨伯大橋需時109年（1872至1981年）。

港珠澳大橋全長50公里（超過31英里），僅次於現已落成的兩條大橋，亦是第二長的非鐵路大橋。連同丹陽至昆山特大橋（102.4英里）和天津特大橋（70.6英里），中國將坐擁世界三大最長大橋。

泰國的班納高速公路（BangNa Expressway）全長33.5英里，仍然是最長的高架道路，不過其大部分都位處陸地之上。港珠澳大橋（我們該想一個更好的名字）將會取代26.4英里長的膠州灣大橋，成為全球最長的跨海大橋。

在最終落成後，單是港珠澳大橋的長度，就已經是全港所有大橋（包括深港西部通道）加起來的四倍以上。



David O'Rear is the Chamber's Chief Economist. He can be reached at david@chamber.org.hk  
歐大衛為香港總商會首席經濟師，電郵：david@chamber.org.hk.





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*Bulletin: What is the core function of the Industry and Technology Committee?*

**Edmond Yue:** We have four main missions: firstly to reflect members' concerns and suggestions to government on what can and should be done to facilitate our sector. Second, we organize site visits to see what new technologies and opportunities are available. Third, we are a networking platform for our members to exchange experiences, advice and contacts, and fourthly we organize and support various seminars that promote innovation within our industry.

*B: What are committee members' main concerns?*

**EY:** Our members are concerned that Hong Kong is not putting enough emphasis into nurturing creativity to keep us advancing in the innovation stakes. This is a bit ironic because one of the new six pillars of the economy is innovation and technology, while another is culture and creative. So far, the government has not shown much support to stimulate these new pillars of the economy.

## Face to Face with 余國賢專訪

Second is funding. If the government could do more to help nurture new talent and expertise then that would reinforced the industry's foundations for future growth. We are also having a hard time maintaining talent here, as private industries in the Mainland and even Singapore are luring talented people away from Hong Kong.

*B: Hong Kong is predominately a financial and service economy, so shouldn't we be focusing on these sectors, rather than reinvigorating industries?*

**EY:** Everything is related. The technology industry serves as the backbone supporting our four pillar industries. We need to be constantly looking at how we can make these sectors more efficient and innovative to make Hong Kong more competitive. Other economies in Asia and in the Mainland have emphasized the importance that innovation and technology will play in the future growth of their economies. But in Hong Kong, most of our efforts so far have been piecemeal.

*B: Do you see Hong Kong's 'shop in the front, factory in the back' role continuing for some time?*

**EY:** Hong Kong is changing and the role of a trading company office here feeding orders to a factory in the Mainland is changing too. Many aspects of our economy are becoming increasingly integrated with that in the PRD, and this is a trend we don't see slowing down. The Mainland has a great deal of tal-



## Edmond Yue

Closer integration with the Mainland is changing the traditional 'shop in the front, factory in the back' role that has served Hong Kong's SMEs well for many years. This month, *The Bulletin* talks with the Chairman of the Chamber's Industry & Technology Committee, Edmond Yue, to find out how these changes will impact businesses.

與內地更緊密的融合，正改變香港中小企多年來賴以經營的「前舖後廠」傳統角色。《工商月刊》今期訪問了總商會工業及科技委員會主席余國賢，以了解這些轉變對企業有何影響。





ent, while Hong Kong has the international expertise and best practices that the Mainland lacks. I expect we will see more Hong Kong businesses' 'shop fronts' taking advantage of talent and lower costs in the PRD, particularly with opportunities that CEPA has created. That is why it is vital that we encourage and nurture creativity here to add value in this chain, and to make Hong Kong a creative hub for design and innovation.

*B: Is enough being done to develop, attract and retain professionals in the sector?*

EY: Recruiting and retaining talent is an issue that all businesses are struggling with. Unfortunately, when you say "industry" it doesn't sound like the sexiest of careers, which means students are more likely to study for their bachelor's degree in business rather than engineering. That is why there is a huge shortage of engineers and technical people in Hong Kong. Unfortunately, many of the new six pillar economies, such as the testing and certification industry, require engineers and there are just not enough students enrolling in these degree programmes to go around.

Companies can try to train up staff themselves, but it is very time consuming and costly. The government offered a training subsidy for SMEs a few years ago, which was very useful, but that has already ended. We believe that to maintain talent in the company, staff need to feel they are appreciated and they are improving themselves.

*B: Not too long ago companies were complaining that the government should keep out of business. Increasingly, all I hear is that the government isn't doing enough to help businesses find*

*new customers, pay the rent, train staff and so on. Have businesses lost their mettle?*

EY: There are two kinds of companies. One is really hard working, and always looking to raise their game, which keeps them competitive and profitable. Then there are the traditionalists who want more funding and hand holding from the government. Their business model was quite successful in the past so they are reluctant to change. That inevitably leads to problems, and at the end of the day those companies will not survive. Many SMEs in the PRD went belly up in the past few years because they refused to change. Those who survived were the ones who were willing to make changes, the ones who upgrading their operations to become more efficient, or less labour intensive.

*B: How can companies justify investing in upgrading their operations when banks are refusing to lend money?*

EY: It is difficult. Now, few – if any – SMEs will invest in upgrading their businesses when the outlook is so gloomy. But on the other hand, downtime is when companies should be reviewing their operations to see what they can do better because they have the time and capacity to do so.

Some large companies are taking a leading role to do this, and installing greener equipment. Our committee organizes site visits to some of these companies, so that when SMEs see how other companies are using technology – from inventory controls to automation to software – to reduce their costs and increase productivity, they will hopefully implement some of these ideas in their own operations.

The Central Government is very aware of the need for

Many SMEs in the PRD went belly up in the past few years because they refused to change. Those who survived were the ones who were willing to make changes.

近年，珠三角很多中小企都因為拒絕改變而結業，而能夠存活下來的，都是那些樂意作出改變的企業。

*問：工業及科技委員會的核心功能是什麼？*

答：我們有四大使命：第一是反映會員的關注，並向政府提出建議，以推動業界發展。第二，我們定期舉辦考察團，探索最新科技及商機。第三，委員會提供一個社交平台，讓會員交流經驗、意見和聯繫。第四，我們不時籌辦和支持各式各樣的研討會，推動業界創新。

*問：委員會成員的主要關注是什麼？*

答：我們的成員都關注到，香港對創意培育的重視不足，窒礙了我們的創新步伐。這有點諷刺，因為新六大經濟支柱的其中兩個領域，正是創新科技及文化創意。政府至今仍未有大力推進這些新經濟支柱的發展。

其次是資金。若政府能多協助培育新人才和專門技術，就可鞏固業界未來發展的基礎。隨著內地甚至新加坡的私營企業正積極招攬香港人才，我們亦難以留住本地人才。

*問：香港是金融和服務主導型經濟，我們是否應該專注這些行業，而非振興工業呢？*

答：各行各業都息息相關。科技界是支撐四大支柱產業的骨幹。我們要不斷探討如何使這些行業變得更有效率及創新，從而提升香港的競爭力。其他亞洲經濟體和內地已強調創新科技對未來經濟發展的重要性。然而，香港至今所採取的都只是零散的行動。





industries to raise their efficiency to conserve resources and the environment, so if you are dragging your feet, either market forces or the government will shut you down.

**B: Do you think the Central Government should do more to help businesses upgrade their operations?**

EY: When China's Vice Premier Li Keqiang visited Hong Kong last year, he announced a lot of packages to help Hong Kong companies in the Mainland. During the recent CPPCC sessions in Beijing, Premier Wen mentioned greater support for ensuring Hong Kong's competitiveness and stable growth. So with the backing of the Central Government down to the working level in the Guangdong Government as well, I think businesses operating in the Mainland will see more opportunities to grow and upgrade their businesses, particularly as our economy and that in the PRD is further integrated. 🌸

### Industry and Technology Committee

工業及科技委員會

The Industry and Technology Committee aims to study and advise the General Committee and Directorate on promoting the development of high value-added industries and advanced technologies in Hong Kong.

For more information, contact the committee

Secretariat Thinex Shek at: [thinex@chamber.org.hk](mailto:thinex@chamber.org.hk)

工業及科技委員會專責研究如何推動香港的高增值工業和先進科技發展，並向理事會和管理層提供意見。詳情請聯絡委員會秘書石平倂（電郵：[thinex@chamber.org.hk](mailto:thinex@chamber.org.hk)）

**問：你認為香港「前舖後廠」的角色會否延續一段日子？**

答：香港正不斷轉變，而香港貿易公司把訂單轉交內地廠房生產的模式亦正轉變。本地經濟已多方面與珠三角日益結合，這個趨勢只會有增無減。內地人才濟濟，但香港卻擁有內地所缺乏的國際專業知識和經驗。我預料愈來愈多香港企業「前舖」會利用珠三角的人才和低成本優勢，特別是CEPA所創造的機遇。因此，我們必須鼓勵和培養本地創意，務求在價值鏈上更進一步，使香港成為設計與創新的創意樞紐。

**問：業界是否已採取足夠措施以發展、吸納和保留專才？**

答：所有企業都正為招募和保留人才而苦苦掙扎。不過，「工業」一詞聽起來似乎不太吸引，學生寧可選修商業，都不會選工程相關的學士課程，這解釋了何以香港的工程和技術人才嚴重短缺。遺憾的是，在新的六大支柱產業之中，如檢測和認證業，許多都需要工程師，但這類學士課程的報讀人數卻往往不足。

企業可嘗試自行培訓人才，但卻需投放大量的時間和成本。政府幾年前為中小企提供的培訓津貼非常實用，但有關計劃現已結束。然而，我們相信要留住公司人才，就要讓員工感到自己備受賞識和不斷進步。

**問：不久之前，企業還在抱怨政府不應干預商業事務。但近日我聽到愈來愈多聲音，控訴政府沒有採取足夠行動，以協助企業尋找新客戶、支付租金及培訓員工等。企業是否已失去堅持？**

答：企業可分兩類：一類是真正的努力不懈，不斷力求進步，這種心態使他們得以保持競爭力 and 盈利能力；另一類是渴望得到更多政府資助和

指導的傳統企業，他們的商業模式在過往相當成功，所以他們抗拒轉變，但這必然會產生不少問題，最終導致這些企業倒閉。近年，珠三角很多中小企都因為拒絕改變而結業，而能夠存活下來的，都是那些樂意作出改變的企業，他們積極升級轉型，力求提升效率，或減少人手。

**問：當銀行拒絕向企業放貸，企業還有甚麼理由就他們的業務升級作出投資？**

答：很難，如今前景黯淡，甚少中小企會為業務升級而投資。但另一方面，經濟衰退也是一個時機，讓企業檢討運作，看看需要怎樣改善，因為他們有的是時間和能力。

部分大型企業已率先這樣做，並正安裝更環保的設施。委員會定期組團考察這些企業，讓中小企了解其他企業如何運用庫存管理、自動化以至軟件等科技，以節省成本和增加生產力，然後再考慮把這些概念套用到自己的業務上。

中央政府意識到企業有需要提升效率來保育資源和環境，所以如果你放慢腳步，市場力量或政府將促使你結業。

**問：你認為中央政府應否採取更多行動，協助企業進行業務升級？**

答：國家副總理李克強去年訪港時，公布了多項措施支援內地港企。近日在北京舉行的政協會議上，溫總理提到會給予香港更大的支持，以保障香港的競爭力和穩定發展。在中央政府和廣東政府的支持下，加上本地與珠三角經濟進一步融合，我相信在內地經營的企業將有更多機會發展和升級業務。 🌸

# China at a Crossroads

## 透過「兩會」看中國

With the global economy stuck in neutral, China is expected to restructure its growth model and provide incentives to stimulate green industries, writes **Mayee Lang**

隨著全球經濟止步不前，預料中國將重整其增長模式，並推出措施刺激綠色產業 郎春梅

The final NPC and CPPCC sessions under the current administration put Beijing in the world spotlight as governments and investors tried to get some hint of where the future political and social reforms would take this country of 1.3 billion people.

In his working report to delegates, Premier Wen Jiabao said China has set its GDP growth target at 7.5% for 2012, the first time it has been lower than 8% since 2004. This raised concerns that structural reforms and a slowing economy would impact businesses around the globe.

### Shifting growth models

Considering external factors, such as the persistently weak economies of Europe and the U.S., coupled with rising labour costs and slimmer returns on investments, the lower growth forecast may be the start of a downward trend. Therefore, setting a lower target was inevitable.

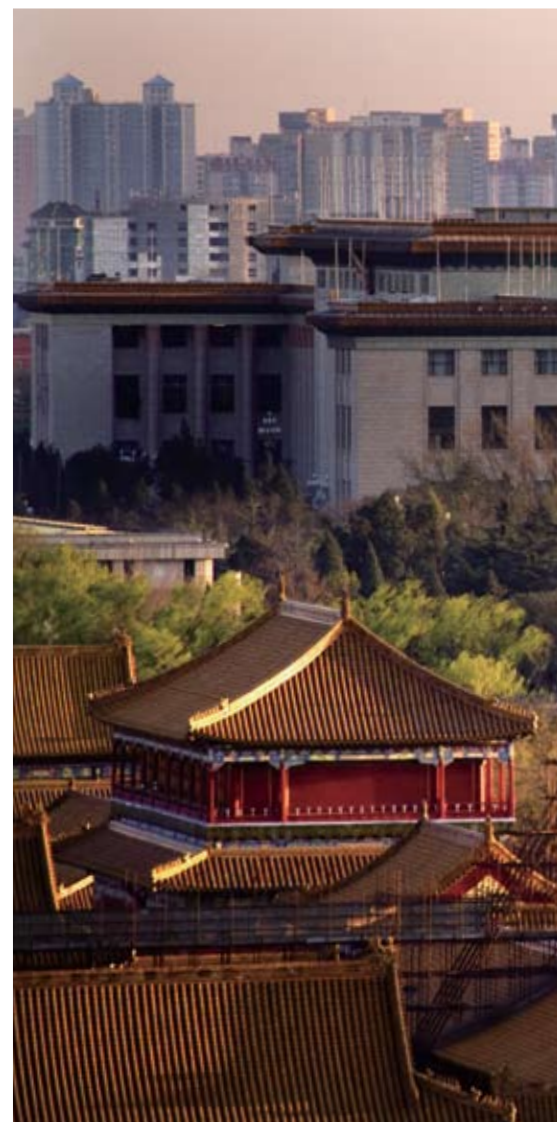
Wen reported that boosting domestic demand, especially consumer demand, is essential to ensure China's long-term economic development. The government also aims to increase spending on

healthcare, education, affordable housing and tackle three issues concerning agriculture, rural areas and peasants to ensure long-term economic growth. This indicates that the country is trying to steer its growth model towards sustainable, coordinated and balanced economic development.

### Focus on livelihood, tax cut pending

At present, China's household consumption accounts for one-third of its GDP, which is less than half of that in developed economies and also far lower than the average 55% in developing countries. Raising this number will create huge opportunities for businesses and investors, but figuring out how China will accomplish this mammoth task has so far evaded policy makers.

Since 2008, various ministries have been rolling out measures to drive consumption, such as the "home appliances and motor vehicles to the countryside" subsidy scheme. However, in future, solar energy products, new energy vehicles and energy efficient products are expected to be the major beneficiaries of the policies targeted at boosting consumption.



To stimulate and strengthen consumer confidence, the Central Government is also expected to improve its social security system, education, healthcare and insurance. Nine-year compulsory education has been practiced nationwide since last November, and Wen pointed out that government spending on education will account for 4% of the country's GDP, the highest since 1993. Targets have also been set for providing full coverage of the social endowment insurance system for rural and urban residents and increasing basic pensions.



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Changes to tax policies may also be used to boost consumption. According to the Ministry of Finance, China's tax revenues rose 22.6% year-on-year to nearly RMB 9 trillion in 2011, accounting for more than 19% of its GDP, compared to 12.8% in 2000. China's GDP in 2011 was 4.7 times that of 2000, while tax revenues in 2011 were 7 times more than 2000's total. Last year, income from corporate income taxes accounted for 18.7% of the country's total tax revenues and recorded a surge of 30.5% year-on-year, while tax collected from individuals accounted for 6.7%, up 25.2% year-on-year.

The heavy tax burden on enterprises, however, has undermined businesses and innovation. By keeping personal income tax low, the government is hoping to boost consumption, and also attract talent from overseas to work in

the Mainland. Consequently, the Central Government is expected to place great importance on tax reforms in the coming year.

#### **Upgrade and restructure**

The average annual growth rate of China's minimum wage will be at least 13% over the next five years, which marks a significant change to China's low-cost development model. According to Wen's report, the government will give priority to supporting services and innovative technologies, which is also seen as a prod for labour-intensive industries to upgrade their operations.

As China's economy shifts from being a traditional industrial-based "Made-in-China" model into a high value-added manufacturing model,

this transformation will affect the entire supply chain from upstream research and development services to advertising, branding, packaging, distribution, and after-sales services. The experience of Japan, Korea, the U.K. and the U.S., however, show that such an economic shift is a long, slow process, but essential for driving the development of the services industry. It will also mean that coastal first-tier cities will move into high-end services industries, while inland second- and third-tier cities become high value-added manufacturing centres.

In conclusion, China will continue to push ahead with economic reforms, with a focus on improving people's livelihood, stimulating domestic consumption and supporting the development of services and innovation technology sectors. 🌸



**作** 為本屆政府任期內的最後一個「兩會」，3月的北京儼然成為全世界的焦點。一方面是這個擁有13億人口大國未來在政治民生方面的改革取向，另一方面是溫總政府工作報告（報告）將今年GDP增長目標設定為7.5%，這是中國自2004年以來首次將該目標設定在低於8%，更引發人們關注這個全球第二大經濟體所面臨的增長放緩及結構性改革等話題。

#### 增長模式轉變 擴內需成重點

的確，考慮到歐美兩大出口市場經濟持續疲弱等外圍因素，以及中國勞動力成本不斷攀升、投資回報率下降等內部因素，國家的經濟潛在增長率也許開始出現下降趨勢，所以調低經濟增長目標是很現實的。此外，若長期奉行低成本發展戰略，就容易導致經濟失衡。報告中明確，擴大內需特別是消費需求是中國經濟長期平穩較快發展的本立足點，也是今年國家經濟工作的重點，並希望通過加大對醫療、教育、保障房及三農的投入，以保證中國經濟的長期增長動力。這表明國家在嘗試轉變經濟增長模式，未來更重視經濟的可持續、協調和平衡發展。

#### 重民生 待減稅

目前中國家庭消費只佔GDP的三分之一，還不到發達國家的一半，也遠低於發展中國家平均55%的水平。這將是一個潛力巨大的市場，但如何刺激消費需求呢？

過去三年，國家多個部委陸續推出推進消費的政策都集中在家電汽車下鄉、惠民補貼等方面，預測未來擴大消費政策的獲益者將集中在太陽能產品、新能源汽車和節能環保產品。其次，可預見國家將通過完善教育、醫療、保險等保障制度，以刺激和增強居民的消費信心。九年義務制教育已於去年11月在全國普及，報告指出今年教育投入的比例設定為GDP的4%，這是1993年以來的最高點。此外，國家今年年底前要實現農村和城鎮居民社會養老保險制度全覆蓋，並增加企業退休人員基本養老金，以及加強社會保障基金的投資管理等。

完善合理的稅收制度或將成為刺激需求的另一良方。據國家財政部資料，2011年全國稅收總收入近9萬億，同比增長22.6%，稅收佔GDP比重超過19%。這一比例在2000年為12.8%，而2011年GDP約為2000年的4.7倍，相比之下，2011年的稅收收入則比2000年多出7倍。可以說過去十年國家稅收收入的規模和增速都很快，具備了減稅的空間。去年的企業所得稅佔總稅收的18.7%，同比增長30.5%，個人所得稅佔6.7%，同比增長25.2%。企業賦稅重，勢必影響企業的活力和創新，而減輕個人賦稅，不僅直接關係到消費需求，也可吸引海外高端人才。兩會期間有多



項議案涉及稅制改革，相信政府會高度重視。

#### 工資成本上升 升級轉型保持競爭力

未來五年中國最低工資標準年均增長13%以上，中國低成本發展的模式已經改變。報告明確指出，國家重點扶持現代服務業和創新型科技企業。勞動密集型企業降低成本難度較大，如果想提高議價能力來維持生存，唯一的途徑就是提升產品附加值和勞動者素質。傳統的「中國製造」正在向「服務型製造」過渡，

所涉及的產業鏈也將涉及上游的研發和下游的廣告、品牌、包裝、促銷、分銷及售後保證等多環節。參考日韓英美等發達國家的經驗，服務型製造是一個漫長的轉變過程，但也是促進整個服務行業發展所必需的。鑒於大多數沿海一線城市已定位高端服務業，未來內陸二、三線城市將成為「服務型製造」的主市場。

總括而言，國家將繼續推進經濟結構性改革，未來一年的工作重點將圍繞改善民生，刺激內部消費需求，以及鼓勵和支持現代服務業及科技創新型企業。✿





香港環保卓越計劃  
Hong Kong Awards for  
Environmental Excellence

**環保錦囊：  
節能減排方案**

2012年4月20日  
(星期五)

**創建卓越  
綠色企業**

2012年4月27日  
(星期五)

**環保經驗  
分享研討會**

**環保策略  
攜手創**

2012年5月11日  
(星期五)

**綠色創意  
建優勢**

2012年5月25日  
(星期五)

**卓越環境  
管理創商機**

2012年5月18日  
(星期五)



「香港環保卓越計劃」是香港最具公信力的環保獎項計劃之一，旨在鼓勵各行各業持續推動環境管理及實踐環保創意概念，並藉此表揚對環保作出貢獻的機構。2012年度「界別卓越獎」及「環保創意卓越獎」將於4月2日至6月8日期間接受報名。詳情請參閱計劃網頁www.hkaee.org.hk。

為促進企業交流環保經驗，「環境保護運動委員會」將於4月至5月期間舉行五場研討會。曾獲頒「香港環保卓越計劃」獎項的機構代表，將分享如何實踐環保理念，從而開拓綠色商機，締造更美好的營商環境。歡迎各行各業機構踴躍參加，額滿即止。

- 時間** 下午二時半至五時半 (二時十五分開始登記)
- 地點** 九龍塘達之路78號生產力大樓4樓會議廳
- 費用** 全免
- 查詢** 2788 5903 / 2788 6371 林小姐



如有興趣參加上述研討會的機構，請填妥下列表格，並傳真至 2776 1617。

機構名稱：	中小型企业? 是 / 否		
地址：			
電話：	傳真：	行業：	
出席研討會的日期 [註]： <input type="checkbox"/> 4月20日 <input type="checkbox"/> 4月27日 <input type="checkbox"/> 5月11日 <input type="checkbox"/> 5月18日 <input type="checkbox"/> 5月25日			
參加者姓名	職位	電話	電郵
1.			
2.			
3.			

[註]：歡迎參加者出席全部或部份研討會。出席者可獲主辦機構發出的出席證明書。



# Talent: A Potential Game Changer for Chinese Companies

Talent constraints squeezing competitiveness

人才對抓緊競爭力的限制

**T**alent could prove to be a potential game changer to the growth prospects of Chinese companies. According to PwC's 15th Annual Global CEO Survey, more than half (54%) of China respondents – far higher than the global average of 31% – say the talent crunch has prevented their businesses from innovating effectively.

Only a third of the 160 China and Hong Kong-based CEOs polled for the survey (China; 122 & Hong Kong; 38), are very confident they will have the necessary talent to execute their strategies in the next three years.

“It's a dilemma for CEOs. There's a huge demand for talent, more so in China than elsewhere, to match its potential for domestic growth. Ironically, the 'China speed' – that extraordinary pace where products are designed, factories equipped and production ramped up in a small amount of time – appears to hit a speed bump when it comes to creating the right talent,” says Nora Wu, PwC Asia Pacific Human Capital Leader. “China CEOs recognise this challenge and are focused on developing their people rather than simply hiring them.”

To bolster their workforces, half of China CEOs plan to expand their headcount by more than 5% this year (vs. 28% globally). However, 59% say it is increasingly difficult to hire in their industry. In fact, this challenge cuts across all sectors, with an acute shortage of senior and middle managers.

In addressing the talent constraints, China CEOs are looking at alternative channels. Two-thirds are investing in workforce development outside of their own companies to build a bigger base of potential employees, while 59% expect to source more people globally. Furthermore, 57% of China CEOs are partnering with other companies to help overcome talent deficits.

Meanwhile, with no signs of a pickup in the euro zone and US economies, strong expectations are being placed on China for growth opportunities. Globally, 30% of global CEOs rank China as their top growth market in the next 12 months.

“The Chinese economy may be slowing down, but the China story remains attractive and critical to global CEOs' growth strategy. Beijing may have lowered China's growth rate to 7.5% for this year, but it still doesn't deny the fact that that projection is still more than double the growth rate of the global economy. So, should we consider 7.5% an unexpected slowdown or a powerful engine of growth? I think it's pretty clear what the answer is,” says David Wu, PwC China Beijing Lead Partner.

China's rapidly growing middle class – expected to be 40% of China's population by 2020 – will create a vast new domestic consumer market that is expected to drive the Chinese economy. And with the various measures taken to resolve the talent crunch, it will leave Chinese companies in a better position when the global economy picks up again. ✨



**對**於中國企業的發展前景而言，人才可能是潛在的致勝關鍵。根據羅兵咸永道第15期全球CEO年度調查，高達54%的中國CEO認為人才短缺阻礙了企業有效創新，這一比例遠遠高於全球31%的平均水平。

中國內地及香港地區共有160位CEO接受了訪問（其中122位來自中國內地，38位來自香港地區）。當中，只有三分之一的中國CEO表示「非常有信心」可以在未來三年擁有足夠人才落實發展策略。

「CEO們正處於進退兩難的境況。一方面，尤其在中國，市場對人才有巨大的需求，





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# 人才 中國企業潛在的致勝關鍵

以配合本地內部需求的潛在增長。然而，在培養合適人才方面，『中國速度』（即能夠在非常短的時間內，由產品設計到組裝及製造極速完成）似乎發揮不到作用。」普華永道亞太區人力資本主管合夥人、上海主管合夥人顧宜表示：「中國CEO意識到這一挑戰，並專注於發展人才而不只是招聘人才。」

在加強人手方面，近半數中國CEO計劃在2012年擴充超過5%的員工，全球受訪CEO則有28%有此計劃。然而，59%的中國CEO認為招聘人手愈來愈困難，而各行各業都面對這一挑戰，其中，中高層經理更是嚴重短缺。

在應對人才限制方面，中國CEO正積極尋找其他可行途徑，當中三分之二在其公司以外投資發展人力，以建立更龐大的潛在僱員網絡，59%期望可全球性招攬更多人才，此外，57%更會與其他公司合作以解決人才短缺問題。

同時，鑒於歐元區和美國的經濟沒有復蘇跡象，CEO們對中國市場增長寄予厚望。30%的全球CEO認為在未來12個月，中國會是其業務增長的重要市場。

羅兵咸永道北京主管合夥人吳衛軍表示：「中國經濟的增長速度可能放慢了，但是，中國市場仍然具有吸引力，對於全球CEO的

發展策略而言舉足輕重。今年，政府將中國經濟的預期增速降至7.5%，但不可否認的是，這樣的速度仍然比全球經濟增速高出一倍有餘，這是意想不到的經濟增速放緩，還是拉動全球經濟增長的強大引擎？我認為答案已經相當清楚了。」

中國的中產階級隊伍迅速增長，預計到2020年，40%的中國人口將成為中產階級，這將創造一個巨大的新興國內消費市場，並有望推動中國經濟發展。目前，中國企業正採取各種措施解決人才荒，由此可見，當全球經濟復蘇時，中國企業將會更具競爭力。✿

# Quality Assurance

## 品質保證

As consumers are demanding greater clarity about the quality and source of things that they buy, testing and certification companies continue to see growing demand for their services, writes **Fion Chui**

隨著消費者愈來愈重視產品的品質和來源地，檢測和認證公司的服務需求也不斷增長。 徐惠兒

Laboratory testing service provider ICQ (HK) Ltd has enjoyed rapid growth since its establishment in 2008, thanks to its aggressive diversification of services and the sustainable demand for toy testing – even amid economic turmoil.

“The impact of the global economic crisis on toy testing has been tempered by the strong buying activity for toys during the festive seasons. In Italy, for example, sales of toys slipped only 3% last year, which was seen as one of the worst years for the economy in the country. Parents won’t stop buying Christmas toys for their kids no matter how difficult the economic situation is. As a result, we haven’t seen any major change in our business volume,” said Alain Curti, general manager of ICQ (HK) Ltd.

Headquartered in Italy, ICQ is the abbreviation for Istituto Certificazione Qualità – translated in English as Institute for Quality Certification. The toy testing division, which was how ICQ (HK) Ltd started out, has been a major revenue generator for the company. “When we started up business in Hong Kong, we focused our attention on testing toys. We later diversified our services to include textile testing and, more recently, cosmetics and garment testing,” Curti said.

### Consumers’ mentality

U.S. and European consumers are highly concerned about product safety, especially with regards to food. “They want to know what they are eating, where the food is produced and whether or not pesticides are used in the production process. That is why an increasing number of companies are having their products tested before exporting to the U.S. and Europe,” he explained.

He underscored that big brand names have spent millions of dollars on advertisements in building up their reputation. Nonetheless, a reputation can be irreparably ruined if its name



was published on the product recall list on websites like U.S. Consumer Product Safety Commission, which is why companies want to test products.

In Hong Kong, consumers are not overly concerned about certain products, particularly cosmetics. “One popular but risky product is whitening cream. Some chemical compositions used in the creams might irritate the skin or are even toxic to humans. Repetitive use might put one’s life in risk,” he said.

Curti acknowledged, however, that there is a shift in attitude towards product safety among Hong Kong consumers. Product safety is catching the public’s attention more now than ever before, he added.

### Expansion

ICQ (HK) Ltd has grown from a small operation to a full-fledged team, with a current workforce of around 160. He explained that the company witnessed tremendous growth over the past few years, a trend that’s likely to continue in 2012,





Alain Curti, general manager of ICQ (HK) Ltd said there is a shift in attitude towards product safety among Hong Kong consumers.

ICQ (香港)有限公司總經理顧庭表示，香港消費者對產品安全的態度已經起了變化。

he said. “Our plan is to continue to expand our facilities in Hong Kong, as well as our presence in the Asian market.”

Seeing growing demand for testing service in India and Mainland China, the company is preparing to expand its presence in both markets with the opening of a laboratory in New Delhi by summer and another one in Shanghai by the third quarter of 2012.

The New Delhi laboratory will focus on textile and garment testing in the initial stage of its rollout. “India is an important and growing sourcing centre for textiles. Later, we will gradually expand our services. Toy testing is one of the possible areas, because we expect toy exports from India to grow 300% to 400% in the coming three years,” he forecast.

As for the Shanghai laboratory, the company will initially focus on toy testing. Toy production is currently concentrated in Guangdong Province, but he believes there is also a growing concentration of toy manufacturing in other parts of the country.

Understanding that employees are an important asset for

the company, it places great emphasis on staff training. “All our staff undergo extensive internal training. We also exchange technical information with our Italian headquarter on a daily basis,” Curti said.

Meanwhile, the company works closely with local universities to offer internship opportunities for students and hires outstanding student interns after they graduate.

### **Rosy outlook**

Despite intense competition within the testing industry, Curti remains confident about the prospects for the product testing sector.

“Many testing service providers are expanding their presence in Hong Kong. We have an optimistic outlook for 2012, given Hong Kong’s business-friendly environment and support from the government. We hope the government will conduct regular market monitoring to certify the credibility of the testing industry,” he concluded. ❀



**即**使面對經濟動盪，提供實驗室檢測服務的ICQ (HK) 自2008年成立以來，一直錄得急速增長，這有賴公司積極推出多元化服務，以及市場對玩具檢測的持續需求。

公司總經理顧庭說：「在節日期間，由於玩具銷售表現強勁，淡化了全球經濟危機對玩具檢測業的影響。以意大利為例，儘管去年是該國表現最差的其中一年，但玩具銷量僅下跌3%。無論經濟環境有多壞，父母也不會停止選購孩子的聖誕玩具。因此，公司的生意額一直沒有受到顯著影響。」

公司總部設於意大利，ICQ是意大利文Istituto Certificazione Qualità的縮寫，意指品質認證研究所。

在公司成立之初，他們只設玩具檢測部，而這一直是公司的主要收入來源。顧氏表示：「剛開始經營香港業務時，公司只專注於玩具檢測。其後，我們提供更多元化的服務，包括紡織品檢測，以及最近的化妝品和食品檢測。」

#### 消費者心態

歐美消費者高度關注產品的安全性，特別是食物安全。他解釋：「他們想知道食物的成分、生產來源地，以及在生產過程中有否使用農藥，因此愈來愈多公司在出口到歐美之前，會先進行產品測試。」

他強調，大型品牌往往耗資數百萬美元的廣告費來博取信譽。然而，假若企業被列入如美國消費品安全委員會等網站的產品回收清單中，其聲譽將毀於一旦，故他們都希望進行產品測試。

香港消費者對某些產品的安全性關注不足，特別是化妝品。他表示：「美白霜是其中一種廣為使用但風險甚高的產品，因為當中某些化學成分或會刺激皮膚，甚至對人體有害，重複使用更可能對生命構成威脅。」



然而，顧氏承認香港消費者對產品安全的態度已經起了變化。他補充，市民現時的產品安全意識比以往明顯提高。

#### 業務擴充

ICQ由一家小型企業，逐步擴充為一支成熟的團隊，目前大約有160名員工。他解釋，公司在過去幾年錄得驚人的增長，而有關趨勢有望持續至2012年。他說：「我們打算繼續擴充香港的設施，並進一步開拓亞洲市場。」

面對印度和中國內地對檢測服務的需求不斷增長，該公司正準備在兩地開拓業務，並計劃分別今年夏天在新德里，以及第三季在上海增設實驗室。

新德里實驗室在成立初期，將專注於紡織品及成衣檢測。他預測：「印度是一個重要的紡織品及成衣採購中心，其規模將日益增長。我們稍後會逐步擴充服務，而玩具檢測是其中一個可行的領域。我們預期印度的玩具出口將於未來三年，增長300%至400%。」

至於上海的實驗室，初步將專注於玩具檢測。玩具生產目前主要集中在廣東省，但他相信，中國其他地區也會漸漸成為玩具生產的集中地。

ICQ明白員工是公司的重要資產，故非常著重員工培訓。顧氏表示：「所有員工均需進行全面的內部培訓。我們亦會每天與意大利總部交流技術資訊。」

同時，公司亦與本地大學緊密合作，為學生提供實習機會，假如他們表現優秀，更有機會在畢業後轉為正式員工。

#### 前景樂觀

儘管檢測行業競爭激烈，顧氏對產品檢測業的前景仍然信心十足。

他總結說：「很多檢測服務供應商也在香港擴充業務。面對本港的有利營商環境和政府的支持，我們對2012年的前景非常樂觀。我們希望政府定期監察市場，以保證檢測行業的公信力。」



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**D**emand for consumer technology is expected to buck the global economy, as people's addition to smartphones and tablet computers grows.

"While the global economy is likely to be volatile, we believe that the global consumer technology market should remain resilient, probably weaker growth in the developed markets, but more robust growth in the emerging markets. This is partly due to the fact that most consumers do not quantify value for money to the exact cent when it comes to buying or upgrading a device of service," said William Chou, Deloitte China's National Leader of Technology, Media & Telecommunications.

"In particular, we are positive about the market for smartphones and tablet computers in different parts of the world. In China, for instance, there is a huge customer base of over 950 million mobile subscribers and 500 million internet users. This would be significant opportunities for smartphones and tablet producers as well as services providers," he said.

Following are the predictions from Deloitte's Technology, Media and Telecommunications practice.

### **Consumer tech demand defies economic headwinds**

Demand for consumer technology will continue to advance in 2012 with record numbers of smartphones and tablets likely to be sold and demand from emerging markets for lower-cost televisions and computers boosting volumes. However the dollar value of the market may prove to be flat as lower prices and the 'bang for your buck' value of technology becomes paramount. The cost of technology has plummeted over the past three decades and the usage of a tablet and a television, compared to a car, overseas holiday or sporting event, proves that consumer electronics fare well in terms of value. Compared to the cost of buying a car or a house, the traditional rite of passage for families, an investment in consumer electronics could become an alternative status symbol for consumers with constrained budgets. Buyers may even sacrifice vacations in order to upgrade to a new computer and television rather than choosing which device to buy.

### **It takes two to tablet: the rise of the multi-tablet owner**

The tablet explosion has shown little sign of slowing down since the format hit the market in 2010 and it is set to take the mantle of the most rapid 'multi-everything' market penetration in history. Roughly five million tablets will be sold to people that already owned one in 2012 generating up to US\$2 billion in revenue. In contrast, it took several decades for one household to have more than one car, phone, radio or television and ten years for a similar landmark to be reached in the computing and mobile phone markets. However the tablet market will diversify around size, processing power, price and operating system in 2012 as was the case with smart phones. Corporations are also likely to require tablets with greater security and ruggedness. That presents a challenge for content owners, network operators and retailers that need to prepare to respond to the rise in the multi-tablet household.

- Consumer tech demand defies the economic headwinds  
經濟不景氣，但消費電子產品需求逆勢前行
- It takes two to tablet: the rise of the multi-tablet owner  
平板好事成雙：多平板用戶激增
- Billions and billions: big data becomes a big deal  
以數十億計：大資料成為大變局
- Hard times for the hard drive: solid state storage  
硬碟面臨低潮：固態存儲勢不可擋
- Ambient Radio Frequency Power Harvesting: A Drop in the Bucket  
環境射頻功率採集：滄海一粟
- 3D printing is here – but the factory in every home isn't here yet!  
3D列印技術已成現實，但步入千家萬戶尚需時日



# Tomorrow's World 未來世界

What will be the top technology trends for 2012?  
2012年科技行業的主要趨勢



### Online coupon intermediaries: from novelty, to celebrity, to sizable niche

The online coupon sector has evolved rapidly from novelty to celebrity over the course of 2011 but 2012 is the year that it is likely to settle into a small niche, albeit one that generates billions of dollars in revenue. The sector's rapid evolution means that hundreds of companies will disappear during 2012 as competition continues to intensify and margins decline. The number of people using online vouchers should also decline moderately. Intermediaries that sit between the consumer and the retailer will continue to generate billions of dollars but will need to increase the quality and variety of offers available. They may also need to accept lower commissions on sales of coupons – which can be as high as 50 percent – to entice more retailers to consider using their services as well as shifting their focus from discount size to value, utility or even rarity to change the perception of the service they offer.

### Hard times for the hard drive: solid state storage

The storage technology used for the world's consumer devices is mostly taken for granted by consumers by the increasing desire for smaller, lighter gadgets and the advent of the cloud could provide a boost for the solid-state drive providers. By the end of 2012, solid state storage for small devices such as MP3 players, smartphones and tablets will likely account for 90% of the market, compared to 20% in 2006, and a sixth of the laptop segment. Even in data center market could turn to smaller, cooler, power-sipping solid state drives as an alternative to more traditional hard drives. The technology, which builds storage onto silicon chips, should benefit from more savvy consumer behaviour who will start to pay more attention to how much storage they actually need on specific devices, particularly as more cloud-based storage services become available.

隨

著人們日漸添置智能手機和平板電腦，預期消費電子產品需求將振興全球經濟。

德勤中國科技、傳媒和電信行業全國主管合夥人周錦昌表示：「儘管全球經濟依然波動，但我們相信各地消費電子產品的市場需求仍將繼續回升，發達市場的增長可能較為疲弱，而新興市場的增長將更強勁，部分原因是多數消費者在購買服務裝置或進行升級時，不會衡量其實際價值。」

他還指出：「我們對全球智能手機和平板電腦市場尤其樂觀。例如中國擁有超過9.5億的手機用戶和5億互聯網用戶。這個龐大的用戶群對智能手機和平板電腦生產商和服務供應商而言，意味著巨大的商機。」

以下是德勤科技、傳媒和電信行業組的前景預測。

經濟不景氣，但消費電子產品需求逆勢前行

2012年，消費類電子產品的需求將持續上行，其中智能手機和平板電腦的銷量可能會破紀錄，新興市場對較低成本電視和電腦的需求將拉動其市場銷量。但因為產品單價更低，所以市場總值與往年持平。「物有所值」的概念愈來愈深入人心，過去30年，技術成本直線下降，與買車、出國度假和觀看體育賽事相比，平板電腦和電視的廣泛應用足以證明消費電子產品的高性價比。與家庭傳統的買車買房

### Market research is all in your head: MRI machines and media

The advertising industry will have brains on the brain in 2012 as the use of functional Magnetic Resonance Imaging – fMRI – machines grows in influence. Similar to larger, more expensive, MRI machines used in the medical sector, fMRI analysis can show that activity in certain regions of the brain correlates with specific emotions and types of thinking. The controversial technique, known as neuromarketing, has already started to gain traction with food companies altering their packaging and even the flavour of their products as a result of this technique. The method has also been used to determine that people that are very active on social networks have more well-developed brain regions associated with sociability. It appears likely that fMRI will become a key tool for advertisers in 2012 but it is likely to work best as part of a package alongside more traditional marketing techniques. Companies are well advised to explore this new window on the human brain but also to remember that it may be a pretty foggy window.

### Extracting the premium from social games

With the growth of social networks and the popularity of social gaming taking off in 2010 and 2011, the financial potential of 'social gaming' has been drawn to the public's attention. However companies need to evolve away from the 'freemium' model that has propelled them into the spotlight to take a greater portion of the US\$63 billion global games market from 2% this year. Growth has already started to slow for some developers while the overall community of social gamers has stuttered over the past two years. Growth in revenue across the subsector will slow to less than 20% in 2012 which may force the hand of games developers to focus less on selling virtual goods over social networks and to consider the potential of advertising or charging for games up front. In this way it needs to adopt the business model of the more traditional console gaming industry and look to develop franchises. ❀

相比，購買消費電子產品可能成為預算有限的消費者的另一身象徵。為了擁有一台新電腦和新電視機，消費者甚至可能犧牲度假來同時擁有一台設備，而並非二選其一。

平板好事成雙：多平板用戶激增

平板電腦自2010年震撼市場後，其爆炸式增長不僅絲毫沒有放緩的跡象，並將刷新歷史上「多台設備」市場滲透的速度之最。2012年，約500萬台平板電腦將銷往已擁有一台平板電腦的用戶，銷售總額將高達20億美元。超過百分之五的家庭花數十年才可以擁有多台汽車、電話、收音機或電視，相比之下，電腦和手機市場卻只需十年便能取得類似的成績。2012年，平板電腦市場所面臨的情況與智能手機如出一轍，將在規格、運行能力、價格和作業系統方面實現多樣化。同時，企業會要求平板電腦更安全、更耐用。這向內容擁有者、網絡運營商和零售商提出了挑戰，他們需要做好準備，應對數量激增的多平板家庭。

網絡優惠券仲介：從新生事物到大眾流行，再到頗具規模的小眾市場

2011年網絡優惠券行業迅速演變，從新生事物發展為大眾流行；2012年，儘管其營業額仍然可達數十億美元，但在今後將成為小眾市場。行業的迅速演變意味著，2012年由於競爭持續加劇，利潤降低，數





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百家企業林立的境況將不復存在。使用網絡優惠券的人數也將略有減少。處於消費者和零售商之間的仲介機構將繼續創造數十億美元的收入，但需要改進所提供優惠券的品質和種類，並可能需要接受更低的優惠券銷售佣金（最高降幅可達50%），以吸引更多零售商考慮使用它們的服務，並將關注重點從折扣規模轉向價值、效用甚至稀有性，以改變公眾對其服務的看法。

#### 硬碟面臨低潮：固態存儲勢不可擋

人們愈來愈喜歡更輕便的工具，也會理所當然的對存儲技術有同樣的期望，而雲端技術的出現可能會推動固態硬碟的發展。2006年，固態存儲在MP3播放器、智能手機和平板電腦等小型設備的市場佔有率僅為20%，而到2012年底則有望達到90%，在筆記本市場的佔有率將會達到六分之一。即使在存儲需求很大的資料中心，市場也可能逐步用體積更小、發熱更低、用電更少的固態硬碟作為傳統硬碟的另一種選擇。隨著基於雲端的存儲服務日益增多，精明的消費者將更關注他們在設備上到底需要多大的存儲空間。

#### 聚焦市場研究：核磁共振成像設備與傳媒

隨著功能性核磁共振成像設備的影響不斷擴大，2012年廣告行業將

展開對大腦的思考。與醫療行業所使用的更大型、更昂貴的核磁共振成像設備類似，功能性核磁共振成像分析設備能夠顯示大腦某些區域的活動與特定的情感和思維類型相關。備受爭議的神經行銷技術已經開始促使食品企業改變其產品的包裝甚至品味。此外，這種技術還發現，在社交網絡上非常活躍的人，其與社交能力相關的大腦區域更為發達。2012年，功能性核磁共振成像似乎將成為廣告商的一個重要工具，但其與傳統的市場行銷手段一起使用效果更佳。建議企業可開發這個人體大腦的新領域，但亦必須謹記這個領域或許還有很多未知之數。

#### 社交遊戲開徵收費

2010年和2011年，隨著社交網絡的發展和社交遊戲的興起，「社交遊戲」的經濟潛力已經引起公眾的關注。免費模式曾使企業備受矚目，但企業需要擺脫原有的業務模式進行發展，在全球630億美元的遊戲市場中獲取高於目前2%的份額。對於部分開發商而言，增長已經開始放緩，在過去兩年，整個社交遊戲玩家群體增長無幾。2012年，整個子行業營收增長趨緩，增長率不到20%，這將促使遊戲開發商改變銷售重點，從銷售虛擬道具為主，轉為考慮廣告或遊戲預付費的模式。因此，他們需要採用傳統遊戲機行業的商業模式，並嘗試發展特許經營。✿

# Secrets of Power 必勝秘笈

This month, *The Bulletin* looks at two of **Roger Dawson's** classic reads. Named America's premier business negotiator, Dawson is the founder of the Power Negotiation Institute and has trained executives at some of the world's largest companies, including General Foods, General Motors, Xerox, IBM, and Harvard Medical School.

《工商月刊》今期介紹羅傑·道森的兩本經典名著。綽號美國首席商業談判大師的道森，是完全談判協會（Power Negotiation Institute）創辦人，曾訓練過許多全球大型企業的主管人員，包括通用食品、通用汽車、施樂、IBM及哈佛醫學院。

## Secrets of Power Problem Solving 《強勢解難的秘訣》

Let's face it, very few people have studied how to solve problems. Problems knock them down like a tsunami and they don't know what to do about it. They lie awake at night worrying about the problem and spend their days stressing out over a situation that only seems to get worse. It doesn't have to be that way. Roger Dawson, who has taught hundreds of thousands of people to negotiate, persuade and make decisions with his lectures, audio programmes and books has turned his attention to something that everyone needs: a way to solve life's problems.

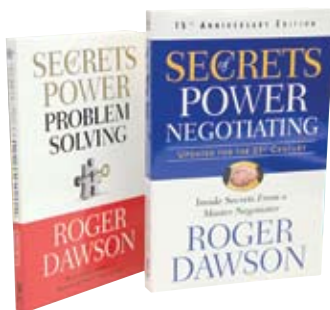
Secrets of Power Problem Solving provides proven techniques and sure-fire strategies for solving everything the world throws at you. You'll enjoy greater success as you learn how to:

- Treat every problem as a golden opportunity.
- Make your intuition work for you.
- Evaluate your available choices.
- Create options when you see no solution.
- Avoid problems in the first place.

正視問題吧！很少人懂得如何解決難題。問題就像海嘯般把人們擊倒，使人大失所措，甚至擔心得徹夜難眠，終日苦思一個似乎只會愈變愈糟的局面。這其實是不必要的煎熬。作者羅傑·道森曾透過講學、錄音節目和著作教授數十萬人如何進行談判、遊說和決策，今次則把焦點轉移到人人所需的技巧上：解決人生難題的方法。

本書提供可行的技巧和必勝策略，讓所有問題都可迎刃而解。要達成更大的成功，就要學懂如何：

- 視每個問題為一個黃金機會。
- 利用直覺解難。
- 評估你手頭上的選擇。
- 沒有解決方法時，就得創造方案。
- 一開始就避免問題出現。



## Secrets of Power Negotiating 《強勢談判的秘訣》

Roger Dawson has changed the way businesses think about negotiating. Thinking “win-win” – looking for that magical third solution in which everyone wins but nobody loses – can be a naive and ultimately unsuccessful approach in today's tough business environment. Power Negotiating teaches

that the way you negotiate can get you everything you want and still convince the other side that they won also.

This third edition has been completely revised and updated to reflect the changing dynamics of business today. New and expanded sections include:

- Twenty sure-fire negotiating gambits.
- How to negotiate over the telephone, by e-mail, and via instant messaging.
- How to read body language.
- Listening to hidden meanings in conversation.
- Dealing with people from other cultures.
- How to become an expert mediator.

羅傑·道森改變了企業對談判的看法。在現今艱難的商業環境，要取得「雙贏」——尋求神奇的第三方案，讓人人都成為贏家，沒有輸家——可說是天方夜譚。本書教你如何談判桌上贏得勝利，但同時讓對方覺得自己也是贏家。

本書第三版已經過全新修訂和更新，以反映當下瞬息萬變的商業動態。新增章節包括：

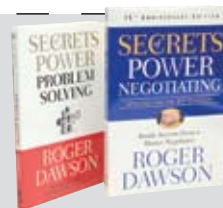
- 二十個必勝談判策略。
- 如何透過電話、電郵及即時訊息談判。
- 如何解讀身體語言。
- 聽懂話中話。
- 應對來自其他文化背景的人。
- 如何成為調解專家。

*The Bulletin* is giving away three pairs of this month's featured books. Entries will be randomly drawn from the hat and winners will be announced in the next issue of *The Bulletin*. Deadline for entries is April 26. 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套，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4月26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)



Secrets of Power



# Earworms, Music and Language Learning

## 耳朵蟲、音樂和語言學習

**D**o you find it difficult to get a song out of your head, especially if it is the first tune you hear in the day? The reason is due to earworms.

The term earworm originally comes from a translation of the German word 'Ohrwurm,' which refers to the experience of having a tune or a part of a tune stuck in your head. Often a person experiencing an earworm has no idea why a tune has popped into their head and has little control over how long it continues.


Earworms are a really common phenomenon. A recent poll suggested over 95% of people experience them at least once a week, so it seems like having the odd earworm is perfectly normal. But 15% of people classified their earworms as "disturbing" and in a different study one third of the people described their earworms as "unpleasant." This means that although earworms are essentially harmless they can get in the way of what you are trying to do and can stop you from thinking straight.

Despite the prevalent nature of earworms and the potential impact they can have on our normal thought processes very little is known about what causes earworms, why they hap-

pen to some people more than others and why some tunes are more commonly heard as an earworm than others.

Dartmouth College in the U.S. reported that they had pinpointed the region of the brain where 'earworms' or catchy tunes reside, the auditory cortex. They found that the sounds and words that have actually been heard can be readily recalled from the auditory cortex where the brain can listen to them "virtually" again and again. Music it seems is the ideal catalyst to the memorisation of words.

A large part of learning in general and language learning in particular is to do with the memorisation of words, facts and other significant information. It's a well known fact that we use only a fraction of our brain power and traditional book learning is now recognised as not suiting every learner.

Some studies are looking into how earworms can be used to accelerate learning, particularly language learning. Companies are already seizing these findings with a new musical language learning company, "Earworms" releasing its catchy language learning series, "Earworms." It uses simple techniques which open up and exploit more of the brain's native power, and come under the heading of 'accelerated learning.' 



**你**試過心中不斷哼著一首歌，特別是你一大早聽見的第一段旋律，整天都縈繞不去嗎？這就是耳朵蟲在作怪。

耳朵蟲 (earworm) 一詞是從德文 'Ohrwurm' 直譯過來的，意思是一首歌曲或某段旋律不由自主地反覆在某人腦子裡出現。通常遇到耳朵蟲的人都不明白為何該段旋律會突然「入腦」，而且亦無法控制它會持續多久。


耳朵蟲其實是一種常見現象。近日一項調查指出，逾95%受訪者表示每周最少遇到耳朵蟲一次，所以出現耳朵蟲這種怪現象似乎正常不過。但15%人士認為耳朵蟲「造成困擾」，另一份研究亦指，三分之一受訪者以「討厭」來形容耳朵蟲現象。這意味著即使耳朵蟲基本上無害，但它們可打亂你的計劃，或妨礙清晰思考。

儘管耳朵蟲現象非常普遍，而且或會影響我們的正常思考過程，但關於耳朵蟲的成因、為何有些人特別容易遇到耳朵蟲，以及為何某些旋

律特別容易造成耳朵蟲，我們都所知甚少。

美國達特茅斯學院 (Dartmouth College) 發表報告指，他們已經精確地找到「耳朵蟲」所在的腦區域，就是聽覺皮層。研究人員發現，人們在現實中聽到的聲音和字句可輕易從聽覺皮層中回想起來，然後腦袋會「虛擬地」重覆聆聽著。音樂似乎是記憶字詞的理想催化劑。

一般學習 (特別是語言學習) 主要都與記憶字詞、事件和其他重要資料有關。眾所周知，我們日常只運用小部分的腦力，而傳統的書本學習現已被視為並非人人適用。

有人正研究如何利用耳朵蟲來加快學習，特別是語言學習。商界已掌握這些研究結果，其中一家新成立的音樂語言學習公司 Earworms，正推出其「Earworms」語言學習系列，當中收錄了一些易記易唱的歌曲，利用簡單技術來開發更多腦潛能，以收「加速學習」之效。 

# Chamber Happenings 活動重溫



## Policy Forums

### 政策論壇

The first session of three members forums to solicit views on policy priorities for the new administration took place on March 13. The forum, which included General Committee members and committee chairmen, examined how Hong Kong and companies can hone their competitiveness (see page 46 for more details).

總商會舉辦了三場會員論壇，就下屆政府的施政重點徵集意見，首場論壇於3月13日舉行。會上，多位本會理事及委員會主席一起探討香港和商界如何提升競爭力（詳見第46頁）。

## Asia/Africa Committee

Phil Edman, of the Legislative Council in Western Australia, called on the Chamber on February 21 to learn about the latest economic developments in Hong Kong. He also promoted Australia's South Metropolitan Region and expressed his hope for closer

ties between Hong Kong and the region.

## China Committee

Rong Weihua, Head for the Division of Business Promotion, Authority of Qianhai Shenzhen-Hongkong Modern Service Industry Cooperation Zone of Shenzhen, Administration

of Qianhai By Bonded Port of Shenzhen, and other officials called on the Chamber on February 23 to discuss further cooperation on promoting Qianhai following the Chamber's mission there in January.

Pei Chuang, Head of Business Promotion for the Logistics Zone of Anshan,

Liaoning, called on the Chamber on February 23 to introduce the business environment of Anshan and discuss future cooperation.

Janet Zhang, Tax Director, Deloitte China, spoke at the Chamber's February 24 roundtable luncheon on China Value Added Tax (VAT) policy and reform. She also introduced case studies of how Hong Kong enterprises have responded to the changes.

Li Junfeng, Deputy Director, Bureau of External Economic Cooperation, Erdos, Inner Mongolia, and his colleagues called on the Chamber on March 2 to seek assistance in promoting their investment seminar which will be held in Hong Kong in April.

Li Xinqun, General Manager, Public Relations Department of Tsinlien Group Company Ltd, visited the chamber on March 6 to discuss cooperation on promotional activities with the Chamber for the rest of the year.

Zhang Songping, Deputy Director-General, Foreign Affairs Office of Jiangsu Provincial People's Government, Hong Kong & Macau Affairs Office of Jiangsu Provincial People's Government, led a

## 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



delegation to the Chamber on March 6 to discuss how to strengthen cooperation between Jiangsu and the Chamber following the signing of an MOU in 2011.

**Wang Xiaoguang**, Deputy Secretary General and Deputy Director-General, Secretariat of the Organizing Committee of the Western China International Fair, Sichuan Bureau of Expo Affairs, and other officials called on the Chamber on March 7 to promote their exhibitions in Sichuan in the coming months.

**Wang Zhixin**, Minister of Commerce for Hebei Province, and other officials called on the Chamber on March 7 and updated members on new developments in Hebei Province and Langfang.

### **DIT Committee**

DIT established a sub-working group on March 9 to develop a working plan for the committee. At the meeting, members suggested monitoring the progress of the merger of the Broadcasting Authority and the Telecommunications Authority into the new Communications Authority and the review of the respective ordinance under their purview.

### **Environment & Sustainability Committee**

**Eric Bohm**, incumbent CEO of WWF, and Adam

**Koo**, upcoming CEO, met with Chamber CEO Shirley Yuen on February 17 to explore cooperation opportunities in a number of environmental initiatives including the Low Carbon Office Programme and Earth Hour.

The Environment and Sustainability Committee convened a working group meeting on February 29 to study and discuss a consultation document of the Hong Kong Exchanges and Clearing Limited on the proposed **Environmental, Social and Governance Reporting Guide**. The

secretariat will prepare a submission in response to the consultation.

**Linda Choy**, Political Assistant to Secretary for the Environment, and **WC Mok**, Assistant Director for Environmental Protection, met with members to exchange views on updating the Air Quality Objectives. The committee is very supportive of the government's measures to improve air quality.

### **Europe Committee**

**Marie Reinius**, Managing Director of the Swedish Private Equity and Venture

Capital Association (SVCA), called on the Chamber on March 13 to learn more about recent business developments in Hong Kong.

**Andrzej Pieczonka**, Trade and Commercial Counsellor from Shanghai, and **Andrzej Juchniewicz**, Head of China Office of the Polish Agency for Foreign Investments, visited the Chamber on March 13 to inform members about the Polish Information and Foreign Investment Agency, which helps investors enter the Polish market; guide investors through all the



**Wang Tianjiao**, Vice Director and Senior Economist, Guangdong Research Institute of Foreign Trade & Economic Relations, led a delegation to the Chamber on March 8 to discuss with members recent economic developments in Guangdong. Members expressed their views about the current situation and difficulties they were encountering in doing businesses in the province.

廣東省對外經濟貿易發展研究所副所長及高級經濟師汪田姣於3月8日率領代表團到訪，與會員討論廣東的最新經濟發展。會員就當前環境和在粵營商時所遇到的難題表達看法。

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



HKGCC hosted a welcome lunch for Meng Qiliang, Vice Governor of Guizhou Province and his 40-member delegation on March 27. The delegation was in town for a seminar promoting Economic and Trade Cooperation with Hong Kong, which took place on March 28.

總商會於3月27日設歡迎午餐招待貴州省副省長蒙啟良及其40人代表團。代表團此行旨在於3月28日在港舉行貴州經貿合作座談會。



Asgaroladi Asadollah, President of the Iran-China Chamber Of Commerce & Industries, led a 20-member delegation to Hong Kong and called on the Chamber on February 23. Tabatabaei Hasan, Consul General of Iran in Hong Kong, accompanied the delegation and discussed the importance of closer business cooperation.

伊朗中國工商會主席Asgaroladi Asadollah率領20人代表團到港，並於2月23日到訪本會。代表團由伊朗駐港總領事Tabatabaei Hasan陪同，雙方討論更緊密商業合作的重要性。

#### 亞洲/非洲委員會

西澳立法會的Phil Edman於2月21日到訪本會，了解香港的最新經濟發展。他亦同時推廣澳洲的南都會區，並表示希望加強香港與當地的聯繫。

#### 中國委員會

深圳市前海深港現代服務業合作區管理局、深圳市前海灣保稅港區管理局招商聯絡處處長戎衛華聯同其他官員於2月23日到訪，討論本會於1月赴當地考察後，如何進一步合作推廣前海。

遼寧鞍山近海物流港區管理委員會招商處處長裴闖於2月23日到訪，介紹鞍山的營商環境，並討論未來合作。

德勤中國稅務總監張少玲為本會2月24日的午餐會作演說，討論中國增值稅政策及改革，並



利用若干個案研究，介紹香港企業如何應對有關轉變。

內蒙古鄂爾多斯市對外經濟協作局副局長李俊峰聯同其同事於3月2日到訪，尋求本會協助推廣將於4月在港舉行的投資研討會。

津聯集團有限公司公共關係部總經理李信群於3月6日到訪，討論如何就今年的推廣活動與本會合作。

江蘇省人民政府外事辦公室、港澳事務辦公室副主任張松平於3月6日率領代表團到訪，討論江蘇與總商會於2011年簽署諒解備忘錄後，如何加強雙方合作。

中國西部國際博覽會秘書處副秘書長、四川博覽事務局副局長王曉光聯同其他官員於3月7日到訪，推廣未來數月於四川舉行的展覽。

河北省商務廳廳長王志欣聯

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  
李慧賢小姐

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



essential administrative and legal procedures that involve a project; and support firms that are already active in Poland.

## Industry and Technology Committee

The Chamber received 27 applications for the 2012 Hong Kong Awards for Industries: Innovation and Creativity. The HKGCC assessment panel is in the process of conducting a preliminary review of the applicants. The Hong Kong Awards for Industries is a premier awards scheme championed by the HKSAR Government.

Edmond Yue, Chairman of the Industry and Technology Committee,

同其他官員於3月7日到訪，向會員介紹河北省和廊坊的最新發展。

## 數碼、資訊及電訊委員會

數碼、資訊及電訊委員會於3月9日成立一個工作小組，為委員會制訂一個工作計劃。會上，成員建議監察廣播事務管理局與電訊管理局合併成為通訊事務管理局的進展，並檢討它們權限下的相關條例。

## 環境及可持續發展委員會

世界自然基金會現任行政總裁龐毅理及候任行政總裁顧志翔於2月17日與本會總裁袁莎妮會面，探討若干環保計劃的合作機會，例如「低碳辦公室計劃」及「地球一小時」。

環境及可持續發展委員會於2月29日召開工作小組會議，研究和討論香港交易及結算有限公司就建議的《環境、社會及管治報告指引》發表的諮詢文件。秘書處將擬備一份建議書，以回應有關諮詢。

環境局局長政治助理蔡少綿及環境保護署助理署長莫偉全與會員會面，就更新「空氣質素指

represented the Chamber to attend a Cross Industry Matching Showcase press conference on March 5. The Chamber is one of the supporting organisations of the project which aims to facilitate cooperation between designers and businesspeople.

## SME Committee

At the SME Committee meeting on March 8 members discussed how the \$1 billion fund mentioned in the latest Policy Address could be used to help Hong Kong companies capture opportunities in the Mainland, as well as how the government's SME funding schemes could be enhanced. 

標」交流意見。委員會非常支持政府推出措施，改善空氣質素。

## 歐洲委員會

瑞典私募基金及創業資本協會執行董事Marie Reinius於3月13日到訪本會，深入了解香港最新的商業發展。

波蘭海外投資署上海貿易及商務參事Andrzej Pieczonka及中國辦事處主管Andrzej Juchniewicz於3月13日到訪，向會員介紹波蘭資訊及海外投資署。該署專責協助投資者進軍波蘭市場，引導投資者完成投資項目所需的所有行程和法律程序，以及支援活躍於波蘭的企業。

## 工業及科技委員會

總商會收到27份「2012香港工商業獎：創意」申請表。本會的評審小組正初步評選參賽公司。「香港工商業獎」是獲香港特區政府支持的獎勵計劃。

工業及科技委員會主席余國賢於3月5日代表總商會出席「跨產業『創』+『造』配對會」的新聞發布會。該計劃旨在促進設計師與商界的合作。本會是計劃的支持機構之一。



Liu Weidong, Director, Bureau of Commerce of Xingda Meng, The Inner Mongolia Autonomous Region, and other officials called on the Chamber on February 28 to discuss the details of their promotional investment seminar in April.

內蒙古自治區興安盟商務局局長劉維東聯同其他官員於2月28日到訪，討論4月舉辦的投資推廣會詳情。

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：

Zhuhai Spring Dinner Banquet  
珠海之夜

Luoyang City Promotion Seminar  
洛陽（香港）市情說明會及午餐

Dongguan Spring Dinner Banquet  
東莞市外商投資企業代表新春酒會

The Bauhinia Cup Outstanding Entrepreneurs Seminar & The 7th Bauhinia Cup Outstanding Entrepreneur Award Presentation Ceremony and Dinner  
紫荊花杯傑出企業家獎內地香港工商合作共創雙贏交流會及第七屆紫荊花杯傑出企業家獎頒獎典禮及晚宴

Fushun Investment Seminar  
遼寧省撫順招商推介晚宴


Huludao Investment Seminar  
葫蘆島市香港懇談會

Jiangmen Spring Dinner  
江門市新春宴會

2012 China Sourcing Business Conference  
2012中國廣州國際服務外包交易會

## 中小型企業委員會

在中小型企業委員會3月8日召開的會議上，成員討論最新一份施政報告提及的10億元基金，如

何可用以協助港企在內地抓緊機遇，以及如何優化政府的中小企業資助計劃。 

# Policy Priorities for the

The Chamber organized three forums last month to draw on members' expertise to craft a masterplan that will ensure the continued success of the HKSAR under the new administration

Not since the political transition of Hong Kong for the handover in 1997 have so many people been concerned about the future of this great city. Now that our third Chief Executive has been determined, we can look forward to a steady hand on the tiller steering Hong Kong for the next five years.

But what should the new administration focus its attention on? Should the administration continue business as usual, building on the objectives initiated by Donald Tsang? Or should

it wipe the slate clean and start from scratch?

To this end, the Chamber organized three policy forums last month to harvest the collective wisdom of members. Participants included General Committee members, committee chairmen, and individual professionals and owners of businesses both large and small.

“With a new Administration coming on board, we regard it as our duty to be the voice of business to come up with concrete proposals on the key areas that members feel the new Administration



## 來屆政府的施政重點

總商會上月舉辦了三場論壇，收集會員的真知灼見，以制訂一份規劃藍圖，確保香港特區在新政府的管治下繼續繁榮昌盛

自97回歸政治過渡以來，很久沒有這麼多人關注這個大城市的未來。第三位行政長官現已產生，我們期待新特首可以在未來五年堅定不移地引領香港。

但新政府應集中處理甚麼議題？他們應一切如常，向曾蔭權所定的目標繼續邁進？還是把舊政府的計劃一筆勾銷，由零開始？

為此，總商會上月舉辦了三場論壇，務求收集會員意見，集思廣益。與會者包括本會理

事、委員會主席、個別專業人士，以及大小企業的東主等。

「隨著新政府即將上場，我們以作為商界之聲為己任，致力就會員認為新政府應集中處理的主要範疇，制訂具體的建議。」總商會總裁袁莎妮解釋：「會員真誠坦率地表達他們對香港未來發展的願望、憂慮和抱負，提供了多項精闢獨到的建議，以供新政府參詳。我們衷心感激會員獻出寶貴的意見和時間，特別是那些



# New Administration

should be focusing on,” Chamber CEO Shirley Yuen explained. “The candid and generous input from members about their hopes, worries and aspirations on the future development of Hong Kong provided us with a smorgasbord of insightful and informed suggestions for the new administration to consider. We are truly grateful for members’ input and time, particularly those who contributed to all three sessions.”

Despite the wide range of topics discussed, a common theme affecting everything from population policy to

economic development was the need for a clear blueprint to drive long-term planning and development. Members also reiterated that government should facilitate, while companies should be allowed to get on with doing business – a formula that has contributed to Hong Kong’s success for decades.

“Some of the recurring problems that we face and the key constraint to timely progress have originated from the lack of long-term planning,” said Chamber Chief Economist David O’Rear, who moderated the forums. “Mem-

bers repeatedly pointed to the need for clearly articulated plans that go beyond the next public work projects. We hope our suggestions will provide the building blocks for the administration to plan for our long-term development so that we are helping drive the development of Hong Kong, the PRD, and the country, and not just holding on to the coattails.”

Many members agreed that our first priority should be to focus on laying out a strategic vision. What do we want Hong Kong to be five, ten or twenty years down the road?



一連參加了三場論壇的人士，實在貢獻良多。」

儘管我們討論了多個議題，但歸根結底，無論是人口政策，還是經濟發展，我們都需要一個清晰的藍圖，推動長遠規劃和發展。會員亦重申，政府應促進及協助企業營商，這正是香港數十年來賴以成功的基石。

「我們面對的某些經常性問題，以及窒礙本港發展的主要絆腳石，都是源自缺乏長遠規劃。」論壇主持人、總商會首席經濟師歐大衛說：「會員一再指出，我們需要基建項目以外的明確規劃。我們希望本會建議可為下屆政府提供基礎概念，以規劃本港的長遠發展，讓我們在推動香港、珠三角和國家發展上出一分力，而非只是跟著政策走，從中得益。」

很多會員認同，我們首要的重點是集中制訂策略目標。在未來五年、十年或二十年，我們想香港發展成怎麼樣？

## 競爭力

首場論壇討論本港的競爭力，我們再次引證了總商會「商業前景調查報告」的結果，即很多企業認為香港競爭力正不斷削弱。部分原因是營商成本高，特別是土地供應有限，導致商廈租金高昂。為處理這個問題，會員認為政府應以一貫的方式，重推長遠的土地發展計劃，並配合基建及其他配套設施。政府在推出某些土地時應限制其用途，例如指定作酒店或零售用途等。

人力是決定本港競爭力的第二大元素，會員建議企業應在政府支援下，更著重為員工提供持續培訓的機會。為改善教育、入境政策和勞工政策的協調，特別是國際學校的學額需求，政府必須成立專責的人力統籌局，制訂長遠規劃。當局應在本地或透過與珠三角融合，加緊培育人才。

隨著我們的競爭對手提供多項稅務優惠及調低利得稅率，本港一直引以自豪的簡單稅制已逐漸失去吸引外資企業的優勢。會員質疑政府是否應採取更大刀闊斧的行動，如總商會一直所提倡，把利得稅率下調至15%的水平以下。下屆政府應採取的另一果斷行動是檢討現有政府架構，特別是分拆幾個龐大的部門，例

### Competitiveness

The first forum reconfirms findings from the Chamber's Business Forecast survey that many businesses feel Hong Kong's competitiveness is waning. This is partly due to costs, particularly high commercial rents as a result of limited land supply. To address this, members feel the government should resume its long-term development plan on land in a coherent way, taking into consideration infrastructure and that specific land lots should be put on the market for restricted uses only, such as hotel and retail.

Manpower is the second critical component determining our competitiveness and members suggest that companies need to put more emphasis on

continually honing staff training, with help from the government. To improve coordination in education – particularly international school places – immigration policy and labour legislation, a dedicated Manpower Bureau is needed for long-term planning. The government needs to do a better job in cultivating talent, either internally or through integration with the PRD.

The simple tax system that we are proud of has gradually lost its charm in attracting foreign businesses as our competitors are offering various tax incentives and lowering profit tax rates. Members queried if the government needs to be bolder by lowering the corporate tax rate to a level below 15% as advocated by the Chamber. Another

courageous move for the administration would be to review the existing bureaucratic structure, particularly breaking up several humongous bureaux, such as Manpower & Education, Transport & Housing, and CEDB.

### Integration

With the world clamouring to court China, it is ironic that Hong Kong is not taking greater advantage of its unique position to leverage its competitiveness. Integration with our close neighbours is inevitable, and will bring advantages for Hong Kong, but also possible problems unless they are carefully managed. We need to look at the long-term implications of our position and role in the pan-PRD, and the impact on Hong Kong.



如教育局、運輸及房屋局，以及商務及經濟發展局等。

### 融合

隨著全球各地紛紛向中國示好，諷刺的是香港卻未有加以善用其獨有優勢來提升競爭力。與鄰近的地區融合是無可避免的，而這既為香港帶來好處，但不小心處理或會產生問題。在融合時，我們需要了解香港在泛珠三角地區的地位和角色富有甚麼長遠意義，以及其對香港的影響。

與會者亦強調，香港必須繼續發揮其對內地的效益。我們不單要問問自己，如何可受惠於內地發展，還要懂得如何為內地增值。我們



Members also emphasize the importance of Hong Kong remaining useful to the Mainland. We need to ask ourselves not just how we can profit from the Mainland, but how we can add real value. Without mutually beneficial arrangements, Hong Kong runs the risk of being left on the sidelines at a time when we should be working to ensure that we are a vital part of China's future.

Even with CEPA, many businesses are unable to get into the PRD, because we and the Mainland play by different rules. So the new administration needs to look into how to manage the differences to ensure Hong Kong will be able to push forward and not diminish into just another city in the PRD.

## Sustainability

Our environment has a direct impact on Hong Kong's competitiveness, as it can attract or repel talent that we need. It also affects companies' bottom lines, as inefficient processes cost time and money. Improving our environmental performance will require a holistic approach with a more comprehensive action plan to deal with a wide range of environmental challenges. The costs and benefits of implementing environmental measures should also be clearly set out. In particular, who is going to bear the environmental costs?

Of course, some problems require regional solutions, but members feel there is no excuse for not dealing with areas that we have complete control

over, such as replacing dirty vehicles and dealing with congested corridors.

Another area deems not sustainable is the existing MPF system. Members suggest a comprehensive review of the MPF system, and that a total revamp or some other approach may be warranted for better retirement protection of our citizens.

"We need to start looking at things in a different way. We hope, with a fresh pair of eyes leading Hong Kong, we can see more rapid progress on sustainability issues that we all are aware of, and we all struggle to comprehend why nothing is done to deal with them," said Yuen.

More stringent measures to deal with our refuse problem, including measures to reduce and deal with waste in a publicly accepted manner, are crucial. Such measures should go hand in hand with developing the recycling industries by providing adequate land supply.

"After the three forums it is clear that Hong Kong cannot be complacent or think that what used to work before will continue to be the right direction for our future. There are so many issues that need to be carefully planned, from sustainability of our economy, manpower, education, pollution ... right through to providing momentum and support to our pillar industries," Yuen said. "We will distil all input aired at these forums into solid policy proposals for the new administration to help ensure that Hong Kong continues to thrive in the coming decades." ❀



應致力確保香港是中國未來不可或缺的一部分，因為如果沒有互惠的安排，香港或會被摒諸局外。

即使CEPA得以落實，許多企業仍未能進入珠三角，因為兩地的法規各異。因此，新一屆政府需探討如何處理兩地的差異，確保香港能繼續向前邁進，而非只淪為珠三角一個平平無奇的城市。

## 可持續發展

環境對香港競爭力有直接的影響，因為它既可吸引我們所需的人才，也可把他們統統嚇跑，而低效能的營運，亦浪費時間和金錢，影響公司的盈虧。改善環境表現需要有一套完整

的方針和更全面的行動計劃，以應對各式各樣的環境挑戰。推行環境措施的成本和效益也應明確界定，特別是誰來承擔環境成本？

部分問題固然要有地區性的解決方案，但與會者認為，對於一些能夠完全控制的範疇，我們就責無旁貸，例如取代污染車輛和處理道路擠塞等。

另一個被視為不可持續下去的範疇，就是現行的強積金制度。與會者要求全面檢討及革新有關制度，或容許以其他方式，為市民提供更佳的退休保障。

袁莎妮說：「我們要開始以另一個角度看事物。我們期望，下屆政府會以嶄新的視野引領香港，讓眾人所關注的可持續發展議題能取

得更快的進展，我們都想了解何以沒有任何行動來應對有關問題。」

採取更嚴厲的措施來處理廢物問題，包括推出公眾接受的措施以減少和處理廢物，亦至關重要。當局應提供充足的土地，發展循環再造業，以配合相關措施。

「三場論壇所帶出的明確訊息是，香港不能安於現狀，或認為我們可沿用以往可行的模式，作為未來的正確路向。從經濟的可持續發展、人力、教育、污染，乃至推動和支持支柱產業等，實在有太多議題需要仔細規劃。」袁莎妮續說：「我們會歸納這些論壇所收集的意見，向新一屆政府呈交務實的政策建議書，以確保香港未來數十年能繼續繁榮昌盛。」 ❀



## Meet the Chairman 與主席碰杯

Members had a perfect opportunity to learn more about the work of the Chamber and Chairman Anthony Wu during a 'Meet the Chairman Cocktail' on March 28. Wu shared with members the latest developments regarding policy work, especially the Competition Bill and Companies Bill. Around 60 members exchanged their opinions, concerns and suggestions with the chairman on a personal level while making new acquaintances in a cozy environment. ❁







總商會於3月28日舉行「與主席碰杯酒會」，讓會員有機會深入了解本會及主席胡定旭的工作。胡先生與會員分享了近日的政策工作，特別是《競爭條例草案》和《公司條例草案》的最新發展。約60名會員在輕鬆愉快的氣氛下，與主席交流了個人意見，表達他們的關注和建議，並趁機交友聯誼。✿





# Where There's Muck, There's Brass 點廢成金

With soaring commodity prices and our landfills overflowing, businesses and investors are finally starting to realize the value of what we throw away  
隨著商品價格不斷飆升，堆填區日漸爆滿，企業和投資者終於開始意識到廢物的價值

Forty members joined the Chamber's site inspection tour to Hong Kong EcoPark on March 14 to see how some companies have grown profitable businesses out of recycling waste. After a brief introduction to recycling in Hong Kong and the role of EcoPark, members visited Champway Technology, which collects used cooking oil and processes it into bio-diesel. Teddy Choi, Executive Director of Champway, explained that he is selling bio-diesel at a lower price than 4-star diesel in an attempt to encourage drivers to use it. However, with no regulations governing biofuel, he said petrol station operators have no interest or incentive to set up separate pumps to sell it.

Members also visited Li Tong Group, which processes electronic waste. IT equipment is disassembled and sorted for



reprocessing into raw materials. However, Linda Li, Vice President of the company, explained that in some cases valuable components can be harvested, tested, and sent back to supplier to be used as spare parts. Some companies also request that their old equipment be wiped clean and given a new lease of life by being donated to schools or charities. 🌸



## 環保園

全港首個循環再造業園區

由環保署管理

佔地面積：200,000平方米

第一期：租予六家私營機構

第二期：租予兩家非政府機構，另有8,500平方米的土地將於未來數月進行公開招標



## WEEE Solutions 廢棄電器及電子設備方案

Li Tong Group combines an environmental, ethical and commercial approach to its services and solutions. It provides businesses with a variety of outsourced services and solutions for the disposal and recycling of high valued electronics products, materials /spare parts and accessories.

俐通集團的服務和解決方案結合了環保、道德和商業化的經營方針，為企業在棄置和回收高價值的電子產品、物料/備用零件及配件方面，提供種種外判服務及方案。

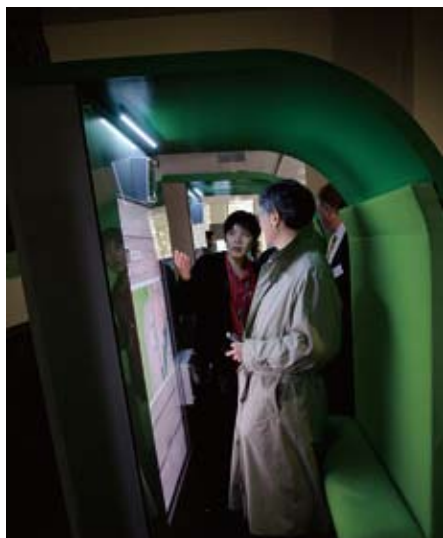
- Reverse supply chain management 逆向供應鏈管理
- Asset management 資產管理
- Reverse spare part harvesting and redistribution logistics services 逆向備用零件採集及重新分配物流服務
- Electronics recycling & recovery service 電子回收及修復服務
- Data security / destruction 數據保安/銷毀
- Metal recovery and reclamation services 金屬修復及回收再用服務
- Electronics products recall management 電子產品收回管理
- Sustainability risk consultancy and management service 可持續發展風險顧問及管理服務





### EcoPark

First recycling-business park in Hong Kong  
 Managed by EPD  
 Site area: 200,000 m<sup>2</sup>  
 Phase 1: Let to six private sectors  
 Phase 2: Let out to two NGOs, and an additional 8,500 m<sup>2</sup> will be available in the coming months



**40**位會員參加了總商會於3月14日舉辦的香港環保園實地考察團，了解企業如何利用回收廢物再造，發展有利可圖的業務。經負責人簡介香港的循環再造業和環保園的角色後，會員參觀了倡威科技有限公司，該公司從事廢食油回收，再加工為生物柴油。倡威科技執行董事蔡偉雄解釋，他們的生物柴油售價較低，希望鼓勵司機選用。然而，由於現時無法例監管生物燃料，他表示油站營運商並無興趣或誘因去另設油泵，售賣生物柴油。

會員亦參觀了處理電子廢物的俐通集團，該公司先把電腦設備拆解分類，再加工為原材料。然而，俐通集團副總裁李智星解釋，有時他們會把有用的零件採集起來進行測試，然後交回供應商作為備用零件。有些公司亦會要求他們把舊設備清理乾淨，捐給學校和慈善機構循環再用。 ♻️

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# Hong Kong Enterprises Pessimistic

Local enterprises are relatively fragile and pessimistic about business prospects this year, compared to Mainland and Taiwanese enterprises

與中國內地及台灣企業相比，香港企業較為脆弱，並看淡今年商業前景

Hong Kong enterprises are exposed to higher credit risks as overdues continue to grow. Hong Kong enterprises also worry that the slow recovery in industrialized countries and rapid appreciation of the RMB are their top concerns for 2012, Xavier Farcot, Executive Vice President, Information & Claims, Asia Pacific, Coface, told members at the Chamber's March 21 round-table luncheon.

According to Coface's survey of corporate credit risks management across the Greater China region, 69% of Hong

Kong enterprises reported overdues in 2011. Among those that reported overdues, 34% have over 2% of their turnover outstanding for more than six months as compared to 13% of Taiwan and 31% of Mainland enterprises. More seriously, 10% of these Hong Kong companies reported that more than 10% of their turnover has been overdue for more than six months, which reflected very high default risk of these companies. In addition, 17% of Hong Kong enterprises with overdues expressed their average overdue is more than 90 days which is

the highest among Chinese enterprises (12%) and Taiwan enterprises (11%).

## Major concerns

Some 37% of respondents in Hong Kong are concerned that the slow recovery of industrialized countries will affect their business performance in 2012. Most of the companies interviewed are engaged in ready-made consumer goods, such as electronics, toys, textile & clothing and household products. Demand for consumer goods is easily affected by economic downturn.





**隨**著買家拖欠貸款持續增加，香港企業面對更高的信用風險。此外，香港企業認為先進國家經濟復蘇緩慢及人民幣快速升值，是他們2012年最為關注的問題。國際信用保險機構科法斯亞太區信息服務部行政副總裁方邇國出席本會3月21日的午餐會時，向會員發表上述調查結果。

根據科法斯集團為大中華地區企業進行的信用風險管理調查，69%的受訪香港企業表示在2011年曾被拖欠貸款，而當中34%表示遭買家延付的金額超過總營業額2%，比台灣企業的13%和內地企業的31%為高。更嚴重的是，當中超過10%的香港企業表示逾期6個月以上拖欠貸款佔總營業額10%或以上。被拖欠貸款的香港企業當中有17%的平均貸款逾期天數超過90天，而內地及台灣企業則分別只有12%及11%錄得相同平均貸款逾期天數。

#### 主要關注

約37%的受訪香港企業憂慮，先進國家經濟復蘇緩慢將影響他們2012年的業績。主要原因是大部分受訪的企業均從事現成的消費品行業，如電子、玩具、紡織服裝和家居用品，而消費品的需求很容易受到經濟衰退影響。

Hong Kong enterprises are less aware of the importance of receivables protection in their financial management, said Farcot.

方邇國表示，香港企業缺乏系統化的信用風險管理。

根據政府統計數字，2011年香港產品出口和轉口到美國、歐盟和中國內地的貿易額分別為9.9%、10.8%和53%。然而，調查發現拖欠香港企業貸款的美國、歐盟和中國內地買家分別佔19%、14.7%和15%，顯示歐美傳統出口市場的企業付款問題已經惡化，香港出口商應更為謹慎。

31%的香港企業也表示，人民幣急速升值是影響他們2012年業務的另一大憂慮。他說：「人民幣兌港元在過去五年已升值22%。由於大部分香港企業亦在內地經營業務或與內地企業貿易，人民幣升值直接影響其成本和利潤水平，使香港企業相對較為脆弱。」

#### 香港企業看淡經濟前景

雖然大中華區企業普遍認為，2012年全球經濟不會陷入衰退，但香港企業對此不太樂觀，更有23%認為全球衰退的機率超過50%，而只有7%的內地企業和8%的台灣企業有此看法。此外，52%的內地企業和34%的台灣企業認為本地經濟衰退機會是0%，但只有6%的香港企業認為本地經濟不會衰退。

香港的開放型經濟可能是香港企業較為悲觀的原因。科法斯預測，2012年香港本地生產總值將會增長4%。

是次企業信用風險管理調查於2011年第四季進行，科法斯共收回2,646家來自中港台地區不同規模及行業的企業之回覆。✿

## About 2012 香港企業看淡2012年

According to government statistics, 2011 trade volume of domestic exports and re-exports of Hong Kong to the U.S., EU and Mainland China were 9.9%, 10.8% and 53% respectively. However, the survey found that the reported overdue for Hong Kong respondents from these regions were 19%, 14.7% and 15% respectively, showing that payment issues in US and EU countries, outweighs their importance of export market.

Around a third of Hong Kong enterprises (31%) also expressed that rapid appreciation of the RMB will affect their businesses in 2012. The RMB has appreciated against Hong Kong Dollars by 22% in the past five years. As most Hong Kong enterprises have operations or trade with companies in the Mainland, appreciation of the RMB affected

directly on their cost and margin levels which makes them relatively more fragile, he said.

#### Hong Kong enterprises are less optimistic

Although most companies in the region believe that the global economy will not fall into recession in 2012, Hong Kong enterprises are less optimistic as 23% of them think there is more than 50% chance of global recession, compared to only 7% and 8% in the Mainland and Taiwan, respectively. Moreover, only 6% of interviewed Hong Kong enterprises believe that there is 0% of local recession which is far the lowest, compared to 52% in the Mainland and 34% in Taiwan.

The pessimistic Hong Kong enterprises could be explained by the high degree of openness of the Hong Kong economy. According to Coface, GDP forecast of Hong Kong is 4% in 2012.

The survey was conducted in the 4th quarter of 2011 with responses from 2,646 enterprises of all sizes and industries in the Greater China region, Mainland China, Hong Kong and Taiwan. ✿

Watch this presentation online.  
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# Cheers The Americas!

## 美洲委員會酒會



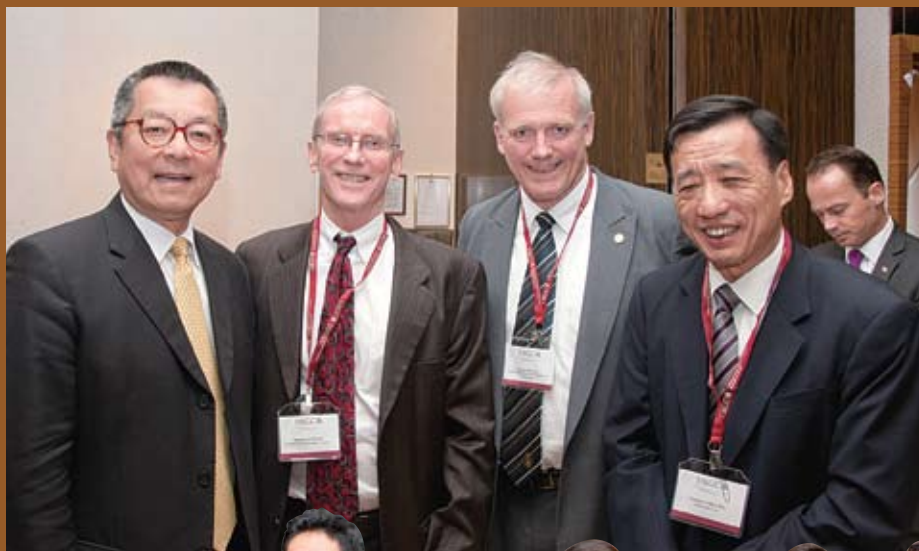
The Chamber's Americas Committee hosted a cocktail reception on March 27 in honour of Consulates General of Brazil, Canada, Chile, Colombia, Mexico, Peru, United States of America, and Venezuela. Committee Chairman Patrick Cheung welcomed members and guests, and invited the Consuls General and representatives onstage for toast. ✨







總商會美洲委員會於3月27日舉辦酒會，款待來自巴西、加拿大、智利、哥倫比亞、墨西哥、秘魯、美國及委內瑞拉的駐港總領事。委員會主席張定遠接待會員和賓客，並邀請各總領事和代表上台祝酒。✿







## All Aboard the Sea Princess 碧海公主號郵輪參觀遊

Forty members spent the afternoon wandering around the Sea Princess during her stop-over in Hong Kong on March 21. After watching a presentation introducing the Sea Princess, members viewed the 14-deck ship, before heading to the restaurant for high-tea. ❀







**40**位會員於3月21日登上訪港停留的碧海公主號，渡過了悠閒的下午。在聽過郵輪集團簡介後，會員參觀了這艘14層高的豪華郵輪，然後再到餐廳品嚐下午茶，藉機聯誼交流。✿



### Sea Princess

Launched: 26 January, 1998  
 Class and type: Sun-class cruise ship  
 Tonnage: 77,499 gross tons  
 Length: 261 m (856 ft)  
 Beam: 32 m (105 ft)  
 Capacity: 1,950 passengers  
 Crew: 900 crew

### 碧海公主號

下水日期：1998年1月26日  
 等級及種類：太陽系列郵輪  
 噸數：77,499總噸數  
 長度：261米（856呎）  
 船寬：32米（105呎）  
 載客量：1,950人  
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			<p>4</p> <p>C Pre-IBC Meeting</p> <p>11</p>
<p>15</p>	<p>C Chairman's Committee Meeting</p> <p>F Sharing Session on Proposed Policy Priorities for the New Administration</p> <p>16</p>	<p>S Practical Guide on Personal Data Privacy Protection</p> <p>St People Focus – The Hotel &amp; Tourism Industry</p> <p>C Taxation Committee Meeting</p> <p>17</p>	<p>R Joint Customs Union between Russia, Kazakhstan &amp; Belarus: How Will It Affect Your Business?</p> <p>S Powerful, Persuasive Presentation Skills</p> <p>18</p>
<p>22</p>	<p>C General Committee Meeting</p> <p>23</p>	<p>N Chamber Happy Hour</p> <p>S "Yes Land" – Get to Your Yes Land whatever the time!</p> <p>S Credit Control and better Manage your Account Receivables</p> <p>24</p>	<p>M HKGCC China Committee Mission to Beijing and Langfang</p> <p>T Professional Assistant to Top Management</p> <p>25</p>
<p>29</p>	<p>M HKGCC Study Mission to Yangon, Myanmar</p> <p>30</p>		

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HKGCC China Committee  
**Mission to Beijing and Langfang**  
 April 25-27





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

THURSDAY	FRIDAY	SATURDAY
<p><b>S</b> Effective Business Verbal Tactics For Everyday Operation</p> <p>5</p>	<p>6</p>	<p>7</p>
<p><b>N</b> Chamber Outing to Mai Po  <b>R</b> The Economic Pulse Roundtable Series: Asian Development Outlook 2012</p> <p>12</p>	<p><b>N</b> Corp-tizen On Call: ADA Art Gallery cum Cocktail Reception</p> 	<p>14</p>
<p><b>R</b> Luncheon Workshop: Meeting Intelligence The What, Why &amp; How of Successful Meetings – “The Meeting of Great Minds”  <b>C</b> Economic Policy Committee Meeting</p> <p>19</p>	<p><b>St</b> Visit to DHL Central Asia Hub  <b>S</b> Instructional Design for Professional Trainers</p> 	
<p><b>S</b> Tax Seminar: Hong Kong &amp; China Transfer Pricing Updates</p> <p>26</p>	<p><b>T</b> Managing Extraordinary Staff Situations</p> <p>27</p>	<p>28</p>



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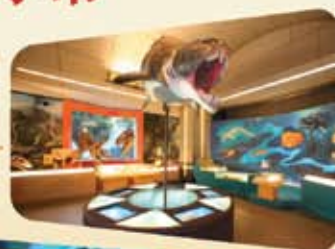
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