

CHINA STARTS TO ROLL OUT NEW VAT PILOT PROGRAMME 中國開展新的增值稅試點計劃

# the Bulletin

工商月刊

SEPTEMBER 2012

HKGCC: THE VOICE OF BUSINESS IN HONG KONG

## 雲端運算 CLOUD COMPUTING

CLOUD COMPUTING IS GAINING MORE CONVERTS,  
BUT MANY BUSINESSES REMAIN WARY  
雲端技術正日漸受到追捧，但很多企業仍抱謹慎態度



HK\$30 RMB25



4 897002 1040006



G4S Security Systems provide international recognized brands of equipment and install a complete range of valuable, liability and functional electronic security solutions; and are tailored to match our customer's risk and operational environment.

G4S保安系統提供國際認可的品牌電子保安產品，為客戶度身訂造具價值性、責任性及功能性的電子保安方案，以配合客戶處理營運環境中的危機。

- Access control 門閉系統
- Biometrics 基因識別
- CCTV 閉路電視監察系統
- Control room monitoring 控制室監控
- Intruder alarms (design, installation, maintenance and monitoring)  
防盜系統 (包括方案設計、系統安裝、維修及監控)
- People count visitor traffic 人流統計系統



Securing Your World  
守護您的世界



42



38



58



40



34



24



52



60

## 目錄 Contents September 2012

### Talking Points 議論縱橫

- 2 Preparing for Storms Anew  
未雨綢繆
- 6 Raising the Bar  
更上一層樓

### Special Features 專題報導

- 10 On Cloud Nine  
衝上雲端
- 42 Art Asia  
亞洲藝術

### Committee Focus 委員會專輯

- 24 Face to Face with  
Winnie Yeung  
楊長華專訪

### Economic Insights 經濟透視

- 30 Better Than Expected  
較預期佳

### Women in Business 職場女將

- 34 Retail Gold  
零售業瑰寶

### China in Focus 中國焦點

- 38 Trade Reforms  
貿易改革
- 40 VAT Pilot Timetable  
Announced  
增值稅試點計劃時間表

### Off Business 品味人生

- 46 After Dinner Shu Fa  
飯後書法
- 48 The (Honest) Truth About  
Dishonesty  
有關不誠實的(誠實)真相
- 50 Happiness Is the Best Medicine  
快樂是最佳良藥
- 52 Loco Tapas  
Tapas狂熱

### Chamber in Review 活動重溫

- 58 The Sky Is Not the Limit  
飛越天空的界限
- 60 Investment and Global Cities  
投資與全球城市



### 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。



Hong Kong General Chamber of Commerce  
香港總商會 1861

## 未雨綢繆

# Preparing for Storms Anew

By C K Chow 周松崗

With the Global Financial Crisis lingering on, much of East Asia, including Hong Kong, is feeling the chilling wind of depressed demand in the world's richest economies. Overly indebted consumers and governments in the West must tighten their belts, but the risks of moving too quickly are at least as high as further postponement.

As the more developed nations walk a dangerous tightrope over deep chasms, Hong Kong, too, must tread lightly. We are fortunate that our new Government has inherited healthy fiscal resources necessary to respond to near- and medium-term challenges. Now, we must recognize that the storm clouds have already gathered, and that we now face that long dreaded rainy day for which we have husbanded our fiscal reserves.

Late last year, the IMF warned that slower growth in the world economy would likely reduce our own expansion this year by 1½ percentage points, perhaps more. Since then, many economists have reduced their global expectations for the year, and both the SAR Government Economist and our own Chief Economist have trimmed their forecasts for Hong Kong this year.

To prepare Hong Kong to face the next storm, we need to work on improving the overall business operating environment. While more comprehensive deductions for investment in research and development would help some larger businesses, the hundreds of thousands of small- and medium-sized firms that employ the vast majority of our people simply need to lower the cost of doing business. One step in that direction would be for the Government to take less money out of the economy at a time of great uncertainty. Another would be to marshal our existing fiscal resources so as to provide for those most in need.

Our unemployment rate of 3.2% in the past several months is lower than at any time since the Asian Financial Crisis some 15 years ago. While we can take comfort in our continued ability to create jobs for those seeking work, we must do better in preparing our young people for the demands of today's – and tomorrow's – working environment.

Over the longer term, we need to be prudent so as to have the funds available to support our aging society and provide the people of Hong Kong with the social safety net they have earned. Today, however, is not the time to tighten our fiscal belts. ❀

C K Chow is Chairman of the Hong Kong General Chamber of Commerce.  
周松崗為香港總商會主席。

隨 著全球金融危機陰霾不散，大部分的東亞地區，包括香港，已明顯感受到，全球最富裕經濟體需求減弱所帶來的寒流。債台高築的西方消費者和政府必須勒緊褲帶，但操之過急的緊縮政策同樣會帶來風險。

由於較發達國家猶如走鋼索般舉步維艱，香港亦需步步為營。慶幸的是，我們的新政府承傳了豐厚的財政資源，足以應付中短期的挑戰。當下我們必須明白外面已經陰雲密布，漫長而可怕的暴風雨即將來襲，而我們一直節約使用的財政儲備正是為此而設。

去年底，國際貨幣基金組織警告，全球經濟增長放緩，很可能導致香港今年的經濟增長收縮1.5個百分點或以上。自此，很多經濟學家已下調今年的全球預測，而特區政府經濟顧問和本會的首席經濟師亦調整了本港今年的預計數字。

To prepare Hong Kong to face the next storm, we need to work on improving the overall business operating environment.

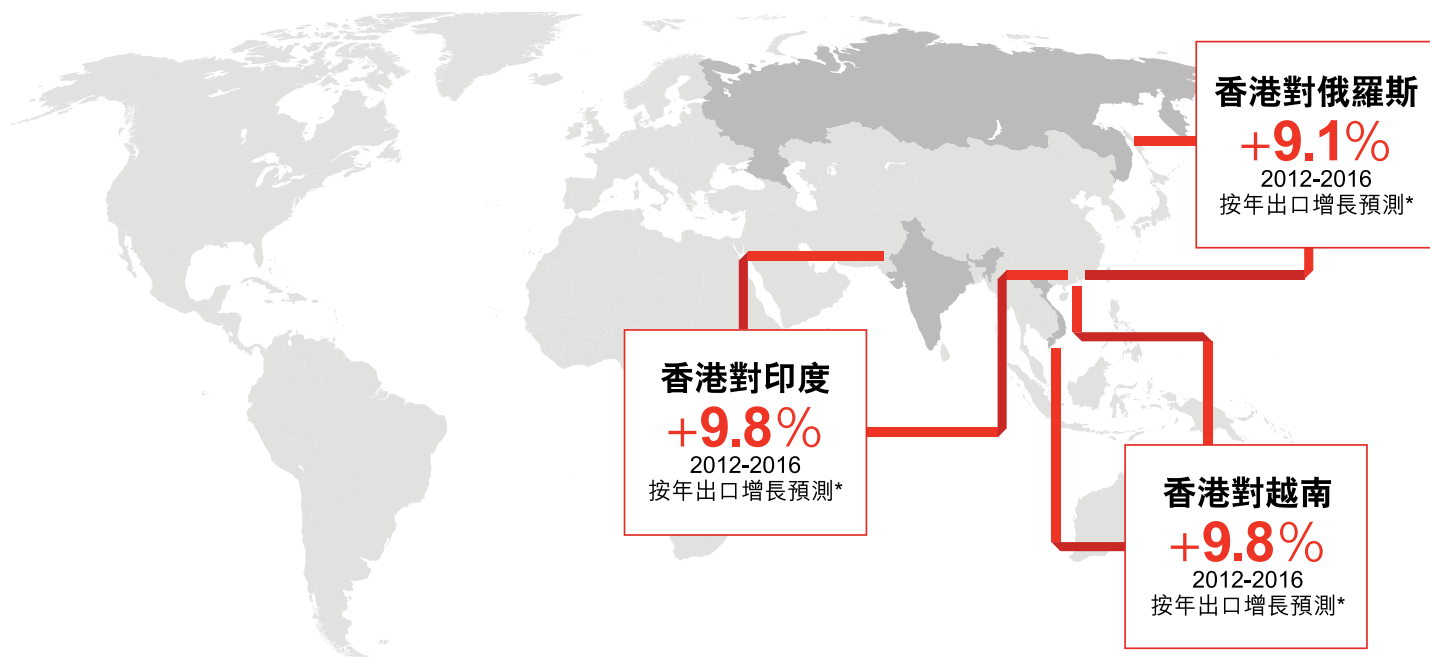
為了讓香港做好迎接下一場風暴的準備，我們必須改善整體的營商環境。

為了讓香港做好迎接下一場風暴的準備，我們必須改善整體的營商環境。雖然大幅削減科研投資有助部分較大型的企業渡過難關，但僱用了大部分勞動人口的數十萬中小型企業，則需降低營商成本。其中一個方案是政府在這個極不明朗的局勢下，減少向企業徵稅；另一方案是整理現有的財政資源，只為最需要的人士提供支援。

本港在過去幾個月的失業率為3.2%，是自15年前爆發亞洲金融危機後的最低水平。儘管我們欣然看見社會能夠為求職人士創造職位，但我們必須加緊培訓年青人，以滿足現今和將來工作環境的需求。

長遠來說，我們必須審慎行事，讓現有的資金用得其所，支援本港的老化社會，為港人提供他們應得的社會安全網。然而，現時並非當局勒緊褲帶的好時機。 ❀





## 新興貿易通道連接香港與印度、越南及俄羅斯

預計在未來五年，香港對印度、越南及俄羅斯的出口將按年增長超過9%，其中印度的增幅最大。印度目前是香港第六大的出口貿易夥伴，預計到2026年，印度將成為香港的第三大出口市場。而大部分的增長，將會由鑽石貿易帶動。

越南、俄羅斯及印尼是香港日益重要的出口夥伴。預計在未來五年，以上三個國家的出口將分別按年增長9.8%、9.1%及8%，成為香港第二、第三和第四增長最快的出口市場。

如欲獲取最新的國際商貿資訊與卓見，請瀏覽  
[www.hsbc.com/globalconnections](http://www.hsbc.com/globalconnections)

# 在公 全情投入繁重工作

我個人最公私分明，work hard, play harder，  
更愛在工作與生活之間，將雙重角色發揮得淋漓盡致。

平日，我最愛駕著平治Vito 116 CDI一起工作，

● 我這個好夥伴不但結合寬敞空間、高效節能於一身，  
更彷彿根據我的心意而設計，先是寬敞車廂，

有五座位或六座位的選擇，而後排為獨立摺椅設計，  
自主空間，任我靈活運用，再多的貨物，也能擺放

● 自如，加上配備雙電動趟門，方便行李或乘客上落，  
使工作流程更順暢。

我工作，講求效率，更講求效益。每次開車，渦輪  
增壓引擎迸發163匹馬力，配合五前速自動波箱，

● 令起步加速反應敏銳有力，全程操控自如，加上它  
符合歐盟五期排放標準，油壓波箱亦配上扭力轉換器，

轉檔同時減低引擎動力流失，使動力輸出更平均，更能  
減低油耗，從而減省成本，完全合乎我一向的高要求。





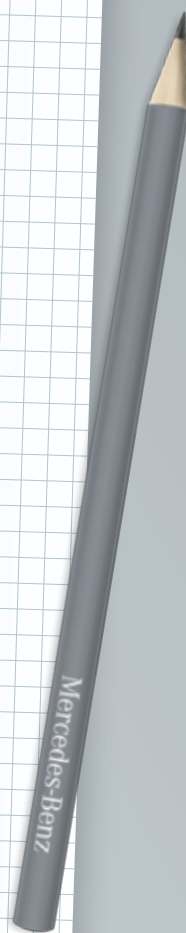
## 在私盡情享受個人生活

辛勞過後，最重要的不是假期有多久，而是你有否盡情享受。假日，Vito 116 CDI就演繹另一角色，以尊貴型格、豪華設備及頂級安全，載著我與家人遊歷穿梭，盡享優質每一刻，只因全車盡得平治這個顯赫品牌的真傳，流麗的設計配合Bi-Xenon燈連LED日間燈組、16吋合金輪，外觀上足以媲美MPV，我更在尾門加裝後置單車架，可同時容納兩架單車，為消閒生活帶來更多樂趣。至於車廂坐椅，豪華舒適，加上四幅式多功能軟環及新式音響系統，無論駕車的，坐車的，均別有一番享受，所以與其說它是一輛商用Van，不如說它是一輛豪華Van。

穩定舒適，更能讓我全心全意享受身邊一切。旅程中，它的ESP電子穩定系統，有助提升車輛操控，可向特定車輪施加制動力，以防打滑失控，安全程度，可說是同級車種中最好，穩定性，更冠絕同儕，不說，還以為自己置身於平治豪華房車。



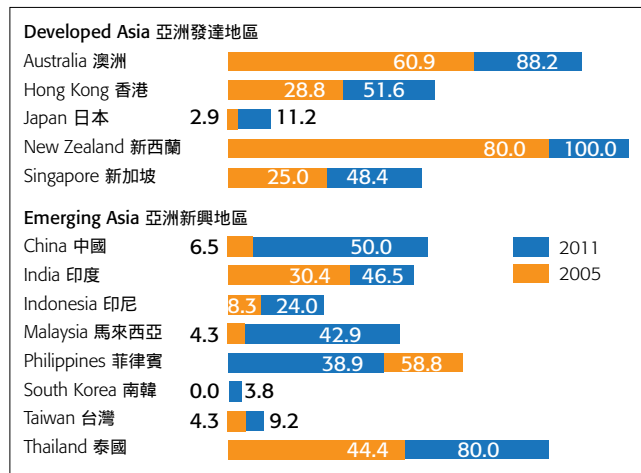
現凡購買平治Vito 116 CDI，可享環保商用車輛首次登記稅寬減優惠。  
 仁孚陳列室：黃埔花園寶來街50號仁孚停車場大廈地下  
 開放時間：星期一至日上午9時至晚上7時  
 查詢電話：2895 7248 / 8105 5680



## Women On Boards 女性擔任董事的趨勢

Percentage of companies with one or more women on the board (end-2005 vs. end-2011) by market

聘有一位或以上女董事的企業百分比 (2005年底對2011年底) (以市場區分)



Source 資料來源: Credit Suisse 瑞信集團

## Huge increase in women board members 女董事人數大幅增加

The number of big Hong Kong and Mainland companies that have at least one woman board member has seen a dramatic increase over the past six years, according to a study by Credit Suisse.

Most Asian countries also saw women's presence in boardrooms soar, with the exception of the Philippines, which saw a decline. In Hong Kong, the number of women on boards leaped from 28.8% to 51.6% between 2005 and 2011. The Mainland registered a similar rise, with 50% of companies having at least one woman on the board, compared to 6.5% in 2005.

瑞信一項研究顯示,至少擁有一位女董事的香港和內地大型企業數目,在過去六年大幅增加。

大部分亞洲企業的女董事人數也見急升,但菲律賓則錄得跌幅。在香港,女董事數目在2005年至2011年期間由28.8%激增至51.6%。內地亦出現類似的升勢,有五成公司至少有一位女性擔任董事,比例遠高於2005年的6.5%。

## MPF still a mystery for over half of users 逾半供款者對強積金一知半解

A survey of the Mandatory Provident Fund (MPF) revealed that 65% of respondents were unaware that from November they will be able to choose which MPF provider they want to manage their money.

The new MPF Employee Choice Arrangement scheme is the result of complaints that people are seeing their retirement fund dwindle away due to excessive service charges.

The survey, conducted by the Public Opinion Programme at the University of Hong Kong, interviewed 1,005 MPF contributors aged 18 to 65 by telephone between July 6 and 20 this year.

The survey showed that people still have doubts about the MPF and feel their lack of control adds to their lack of motivation to manage their money.

一項有關強制性公積金(強積金)的調查顯示,65%受訪者不清楚今年11月起,他們將可自行挑選管理強積金投資的服務供應商。

鑒於市民投訴他們的退休金被高昂的服務收費蠶食,當局遂推出新的強積金「僱員自選安排」計劃。

是次調查由香港大學民意研究計劃於今年7月6日至20日進行,成功以電話訪問了1,005名18至65歲的強積金供款人。

調查顯示,港人對強積金保障仍然存疑,並且認為自己對強積金的控制能力不大,因此對強積金管理亦有欠積極。



© CAMERAYDAVE | DREAMTIME.COM

the Bulletin  
Sep 2012

HKGCC: The Voice of Business in Hong Kong 新港商會 · 商界之聲

Chairman: C K Chow  
Deputy Chairman: Y K Pang  
Vice Chairmen: Victor Li, Stephen Ng, Christopher Pratt  
CEO: Shirley Yuen  
Senior Managing Editor: Malcolm Ainsworth  
Editorial Board: David O'Rear, Watson Chan, Lok Yee Fan, Simon Ngan, Christina Lau  
Translated By: Rachel Shum, Cathy Au Yeung  
Graphic Design: Andy Wong  
Advertising: OMJ Media  
Tel: 2375 2311 Fax: 3020 8642 Email: jeremy@omjmedia.com  
The Chamber is apolitical.  
Any advertisement of a political nature does not necessarily imply endorsement by the Chamber  
Published By: The Hong Kong General Chamber of Commerce  
22/F United Centre, 95 Queensway, Hong Kong  
Tel: 2529 9229 Fax: 2527 9843 www.chamber.org.hk  
Printed By: OMAC Production House Ltd  
Flat B 13/F On Loong Commercial Building,  
276-278 Lockhart Road, Wanchai, Hong Kong  
Tel: 2893 0944 Fax: 2832 7903 Email: info@omac.com.hk

主席: 周松崗  
常務副主席: 彭耀佳  
副主席: 李澤鉅、吳天海、白紀圖  
總裁: 袁莎妮  
高級總編輯: 麥爾康  
編輯委員會: 歐大衛 陳利華 駱綺芬 顏偉業 劉慧琪  
編譯: 岑美怡 歐陽雯  
設計: 黃惠強  
廣告: OMJ Media  
電話: 2375 2311 圖文傳真: 3020 8642  
本會並非政治組織,任何帶有政治意識的廣告均不代表本會立場。

出版: 香港總商會  
香港金鐘道統一中心廿二樓  
電話: 2529 9229  
圖文傳真: 2527 9843  
網址: www.chamber.org.hk  
承印: 奧瑪製作室有限公司  
香港灣仔洛克道276-278號  
安隆商業大廈13字樓B室  
電話: 2893 0944  
圖文傳真: 2832 7903  
電郵: info@omac.com.hk  
請瀏覽www.chamber.org.hk/bulletin

The opinions expressed in articles in The Bulletin are those of the individual authors and do not necessarily reflect the views of HKGCC.  
《工商月刊》刊載的文章內容乃個別作者意見,並不反映香港總商會立場。

Visit us online at [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)





Porsche recommends **Mobil 1**

**The closer you get to the road,  
the better you can see its beauty.**

### **The Panamera GTS.**

Come and experience the Panamera GTS at our showroom.



**PORSCHE**

#### **Porsche Centre Hong Kong**

G/F, AXA Centre, 151 Gloucester Road,  
Wan Chai, Hong Kong  
Tel: (852) 2926 2911  
[www.porsche.com.hk](http://www.porsche.com.hk)  
A member of the Jebsen Group

#### **Porsche Centre Macau**

Avenida Doutor Mario Soares  
EDF. Finance and IT Center of Macau  
R/C B-C, Macau  
Tel: (853) 2875 2911  
[www.porsche.com.hk](http://www.porsche.com.hk)  
A member of the Jebsen Group

# 更上一層樓 Raising the Bar

By Shirley Yuen 袁莎妮

It is hard to believe that a year has passed since I took up the post of CEO on August 8, 2011. They say time flies when you're having fun, and the Chamber's work over the past 12 months certainly has been enjoyable and rewarding, albeit challenging at times. In that time, we have delivered some significant improvements to the level and quality of services that we provide to members.

As we pride ourselves on the quality of our work, whether that be submissions to Government, seminars or simple networking functions, I always feel we should continually strive to raise the bar, and we have been successful in improving the quality of all our work. Moreover, as we are the most international of local chambers, and the most local of the international chambers, we have established a bilingual work culture so that we begin to appeal not only to English-speaking businesses, but also Mainland Chinese enterprises.

I strongly believe that quality policy work is the keystone of the Chamber's value. To this end, we have been building bridges with Government officials, opinion formers and leveraging the expertise of our membership. We have built up a solid policy division to ensure that every submission we put out is a quality, well-researched document that offers sound suggestions based on the expertise of some of the best business minds in Hong Kong.

As you have probably noticed, our programmes division is also working at full steam to deliver a diverse selection of quality events. Our CEO Manpower Conference, Annual Business Summit, and Women Executives Summit were unsurpassed last year. Our upcoming Annual Business Summit on November 29 this year promises to be the highlight of the year as we have invited an impressive lineup of Hong Kong, Mainland and international speakers.

While we have delivered many improvements for members, we are aware that our work is never finished. Besides continually raising the bar on quality, we will continue to build our relations with Government, opinion formers, academia and the media to make sure the voice of business is clearly presented and heard. We will continue to build on the diversity of Chamber programmes, and our role in the community with programmes such as the Good Citizen Award, HKGCC Free Ride Day, and the Business-School Partnership, among others. In the meantime, if you feel there is an area which needs improving, please let me know. 🌸

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

**想** 不到自我在2011年8月8日接任總裁一職後，轉眼間已經一年了。有人說「快樂不知時日過」，儘管過去12個月的總商會工作不時挑戰重重，但的確讓我樂在其中，得益不淺。在這短短一年間，我們大幅改善了會員服務的水平 and 質素。

我們對本會的出品一直引以為豪，不論是向政府提交的建議書、舉辦研討會或簡單的聯誼活動，均極具水準。與此同時，我總覺得我們應不斷提高標準，而本會亦成功提升各方面的工作質素。此外，由於我們是最國際化的本地商會，也是最本地化的國際商會，我們已建立雙語的工作文化，故除了操英語的海外企業外，不少中國內地的企業亦陸續加盟。

我深信優質的政策倡議工作，是總商會的價值基礎。為此，我們一直與政府官員和各界輿論保持緊密溝通，並善用會員的專業知識。本會已成立一個穩健的政策部門，確保我們所提交的每份建議書都精闢獨到、分析透徹，並根據本港多位傑出商界領袖的專業意見，提供理據充分的建議。

“ While we have delivered many improvements for members, we are aware that our work is never finished. 儘管本會已積極完善會員服務，但我們明白改進之路是無窮無盡的。 ”

或許你會留意到，本會的項目部門亦傾盡全力，推出形形色色的精彩活動。我們去年舉辦的「CEO人力資本大會2011」、「年度商業論壇」及「女行政人員會議」均取得空前成功。今年的「商業論壇」訂於11月29日舉行，我們邀請了中港和世界各地多位重量級的演講嘉賓，保證是全年最矚目的盛事。

儘管本會已積極完善會員服務，但我們明白改進之路是無窮無盡的。除了不住提升質素水平，我們會繼續與政府、輿論界、學術界和傳媒界建立關係，確保商界的聲音能夠清晰表達。我們將推出更多元化的總商會活動，並透過「好市民獎勵計劃」、「總商會全程為您」和「商校交流計劃」等項目，加強我們的社會角色。在此期間，假如您認為本會有需要改善的地方，歡迎向我提出。 🌸



# Meet reliable suppliers and see the hottest products at the China Sourcing Fairs!

Open next month!



## October 2012 • AsiaWorld-Expo (next to Hong Kong Airport)

- ✓ See the most sought-after products in the market at 14 specialized sourcing fairs in Hong Kong
- ✓ Meet and do business directly with reliable suppliers from Greater China, Korea, India and the rest of Asia
- ✓ Attend our **FREE** conference program with industry experts forecasting market trends and sharing sourcing tips
- ✓ Take the **FREE** Airport Express / shuttle bus to reach the venue. Visit our website or contact (852) 8199 7308 for details



Get more show details and pre-register for **FREE** admission at:

[www.chinasourcingfair.com/xgp](http://www.chinasourcingfair.com/xgp)

Trade only - no one under 18 admitted. Strictly no sample or retail sales.

**October 12-15**  
Asia's biggest consumer electronics shows!

### China Sourcing Fairs:

- Electronics & Components
- Security Products

### Korea Sourcing Fair:

- Electronics & Components

**October 19-22**  
Find high-quality products at 7 shows under 1 roof!

### China Sourcing Fairs:

- Solar & Energy Saving Products
- Christmas & Seasonal Products
- Gifts & Premiums
- Home Products
- Medical & Health Products
- Baby & Children's Products

### India Sourcing Fairs:

- Home Products

**October 27-30**  
Asia's most comprehensive fashion-related sourcing events!

### China Sourcing Fairs:

- Fashion Accessories
- Garments & Textiles
- Underwear & Swimwear

### India Sourcing Fair:

- Garments & Accessories

global sources

**China Sourcing Fairs**

[www.chinasourcingfair.com](http://www.chinasourcingfair.com)

# On Cloud Nine



With potentially huge cost-savings and the ability to transform businesses efficiency, it is no surprise that cloud computing is gaining more converts, but many businesses remain wary. 隨著雲端運算在節省成本和提高營運效率方面潛力龐大，有關技術正日漸受到追捧，但很多企業仍抱謹慎態度。

Searching for customers' records on pages of Gmail was no way for a thriving new business to operate. Some orders were being duplicated, missed or deleted. Staff were unsure of the status of projects or if they needed further follow up work. Eventually, Matthew Li, Manager, Nova Business Services Limited, decided the company could not continue to service its growing client list properly with the current system, so decided to adopt cloud technology.

"With multiple offices and customers across the city, we work in a very mobile environment," says Li. "We are standardized on Microsoft Office and depend a lot on Outlook, but with Gmail, it was difficult to integrate across desktops and mobile devices. That was a problem because our staff spend about one third of their time outside the office."

# 衝上雲端



© ALEXANDER KIRCH | DREAMSTIME.COM

Nova keeps separate databases for each service it provides, but as customers often use more than one service it made syncing client data difficult. His staff were never certain that they were getting the most up-to-date information and management of this issue slowed them down.

“From a productivity point of view, we needed to make corporate information accessible anywhere and at anytime,” says Li. “At the same time, we wanted a collaboration platform that was flexible.”

Many businesses like Nova, are finding their increasingly mobile workforce doesn't always have the time or luxury to be able to return to the office to sync all their data with the main database. So they are turning to cloud computing. The information sits in a remote data center managed by its service

## How Cloud Computing Works

Cloud computing provides a way of delivering your IT requirements online. Documents, emails, customer details and applications can all be stored remotely and accessed over the internet through a web browser.

Cloud computing is made up of three key elements:

- large-scale data centres hosted on remote servers
- services – e.g. software and hardware resources provided over the internet
- low-cost computers and other web-enabled devices like laptops, netbooks and smartphones

With cloud computing, users are able to access their business information over the internet – ‘through the cloud.’ Since your applications and data are stored remotely, all you need is a web-enabled device and an internet connection. Businesses can use smaller, more low-cost portable devices, such as smart phones and netbooks, supporting more mobile and remote working practices.

There are three main cloud computing services available.

### Software as a Service (SaaS)

SaaS is the most common form of cloud computing used by small businesses, and involves using software hosted on remote servers. It allows you to run applications through your web browser and save, retrieve or share files that are stored ‘outside’ your business.

Services such as web-based email, office software, customer relationship management systems or tools that support collaborative working are all examples of SaaS. SaaS provides greater flexibility, allowing you to scale your IT requirements quickly and easily to meet the changing needs of your business.

### Infrastructure as a Service (IaaS)

IaaS allows businesses to use virtual hardware resources to build their IT infrastructure. This includes server space, data storage facilities or networking hardware. As with SaaS, you can modify or expand capacity as required. Other benefits include a reduction in your IT costs – by outsourcing your hardware requirements you no longer need to buy it or have the internal expertise to maintain it.

### Platform as a Service (PaaS)

PaaS involves using online application development capabilities to build and adapt applications to suit your business needs. The software development tools and hardware you need to do this – known as ‘cloudware’ – are all located remotely and accessed through the web.

Information provided by The National B2B Centre.

## Choosing a Cloud Computing Service

Cloud computing applications useful to small businesses include:

- sales tools
- office software
- customer relationship management (CRM) software
- human resources software
- payroll software
- collaborative working tools

Many such applications are available on a Software as a Service basis – where the software is maintained and upgraded by the provider and accessed through the customer’s web browser. There are a wide range of providers that offer cloud services to business.

### Sales and CRM tools

Online sales and CRM applications can help you target new business and service the needs of existing customers more effectively. Sales teams, for example, can use web-enabled devices such as smartphones to access and update customer information whilst on the move.

### Virtual offices

Office software and collaborative working tools available through ‘the cloud’ allow employees to work anywhere using web-enabled devices – exchanging emails and sharing information as needed. This supports more flexible working practices and allows employees to collaborate with colleagues, clients and customers.

### Changing providers

When selecting a service provider it is important to know how easy it would be for you to change the level of service you are receiving, or – if necessary – end the contract or service level agreement and move to another provider. To avoid being ‘locked in’ to a service, you should carefully consider your contractual obligations and how technically viable it would be for you to change service providers in the future.

As with all suppliers, you should do your research to find the provider most suited to your business requirements. Ask other businesses and carry out research online to ensure that the provider you choose is reputable.

Information provided by The National B2B Centre.

provider, which a company’s staff can access from anywhere via the Internet.

“For viewing documents and simple editing when we are out of the office, Office Web Apps provides a quick and easy way to maintain productivity,” says Li. “We now can access and even edit our files anywhere and on any device, share files and collaborate easily.”

### Security and performance concerns

A study by IBM, which sells cloud services, shows 72% of 572 companies surveyed in the U.S. say they are at least piloting a cloud service. However, only 13% said they have “substantially implemented” the cloud, which reflects other surveys that say companies are still cautious about committing themselves.

While cloud services may promise significant benefits, it also has its risks. A study by KPMG, *Clarity in the Cloud*, which examined businesses’ adoption of cloud services, showed companies feel it will be very important for security for the future of their business. However, depending on third-party providers raises the stakes for many users, particularly when they are accustomed to overseeing and managing critical issues such as security and performance. Importantly, security is a challenge inside and outside of the cloud. Breaches across the spectrum of providers, organizations and global corporations exist in and out of the cloud.

When asked about the top challenges/concerns they faced in adopting a cloud environment, the report said 44% of end-user respondents cited security, and 29% expressed concern about overall cloud performance. One fifth of companies cited concerns over interoperability or integration. Arguably, the interoperability and integration issues will create more challenges over time as organizations look to better leverage internal and external data and information. Other key concerns include IT governance, loss of control over customer data and availability.

Line outages and the price tag add to the concerns causing businesses to take a cautious approach. If the server goes down and businesses are unable to work until things go back online, it can be costly. But the KPMG study found the risk of a cloud provider failing materially for any extended period is substantially lower than in-house IT.

Li’s business joined the cloud at a time of rapid growth in its business, including plans in the Mainland. He isn’t concerned about downtime.

“Unlike in the past, when a PC crashes, we don’t go offline – we just move to another PC. As a result, we are now providing almost non-stop service availability,” he said.

The efficiency gains by his staff have been dramatic. “The ease with which we can set up web, audio and video conferencing has cut down on our travel time,” says Li. “Our clients can visit one of our locations and meet any of our staff, and we can achieve this at a fraction of the cost because it is all online. We can also instantly respond to customer and team requests almost anywhere. Issues that took one or two working days can now be resolved in hours.”



## Make the world revolve around you

With KLM's extensive and flexible timetable to destinations all across Europe, you can get there and back on the same day. So you don't have to miss the important things in life.



Journeys of Inspiration

## On cloud nine

Attracted by the opportunity to improve efficiency while cutting IT costs, SMEs are beginning to adopt cloud computing, yet they continue to express concerns about privacy in the cloud, according to a survey by Microsoft Corp. Hong Kong SMEs, who have taken the plunge, said in the survey that they spend around 23 hours per week managing security, which is nearly half the time they used to spend before transitioning to the cloud. Some 51% said they saw improved security, and 47% said they spent less time worrying about their company's susceptibility to cyberattacks.

Scalability is driving the need for many companies to adopt the cloud. A survey conducted by North Bridge Venture Partners, showed 57% of companies identifying it as the most important driver for cloud adoption.

Emperor Group, which runs a wide range of businesses, has also been expanding rapidly and needed a unified presence with a common IT platform.

"To keep up with the rapid growth of our businesses and cater for the increasing demand from users for communication access anytime, anywhere, we were seeking a compelling cloud solution that could integrate well with our existing IT infrastructure, so that we could migrate to cloud on our own terms," said Gary Choi, Chief Information Officer of the Emperor Group.

Just as words like "information highway," "world wide web," and "dot-com era" have become quaint reminders of yesteryear, "cloud" may also start to fade as a label as it becomes less of a paradigm shift into just an everyday way that we do things. ❁

## Fear Clouding Judgment

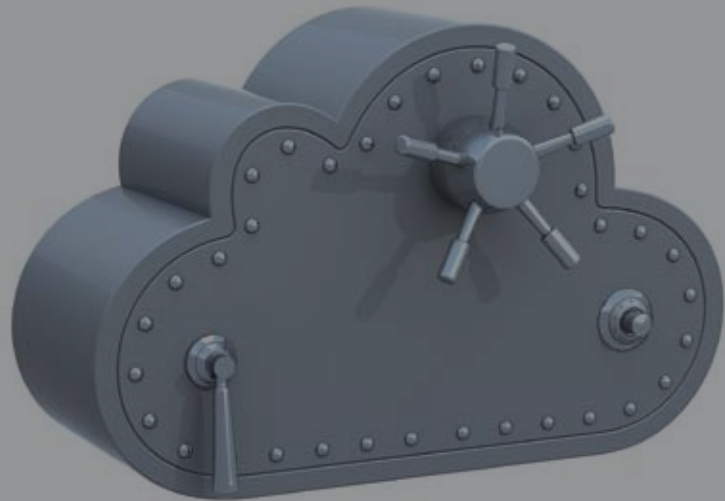
*Companies cite lack of trust as one of the main reasons why they are not embracing the cloud*

Apple's co-founder Steve Wozniak stirred up a storm last month when the 61-year-old warned of the dangers of moving data into remote servers, or cloud computing.

Speaking on the sidelines following a conference in Washington on August 5, Wozniak said: "I really worry about everything going to the cloud. I think it's going to be horrendous. I think there are going to be a lot of horrible problems in the next five years. ... the more we transfer everything onto the web, onto the cloud, the less we're going to have control over it."

His comments unleashed a storm of articles to claim he is scaremongering. But his comments reflect the concerns that businesses have about the cloud.

In its latest survey, the Uptime Institute, a respected organization that focuses on data center best practices and economics to determine overall data center spend and trends in investment, found that businesses were reluctant to adopt cloud computing due to security, compliance and reliability.



© YUEDSIGN | DREAMTIME.COM

Another concern is what happens when the company you sign up with goes out of business? Or if you want to move to a different service provider, will companies be locked in? What happens if data becomes corrupt ...?

Cloud computing firms use disclaimers to waive liability, but the European Commission feels that is not good enough. It wants operators to improve contracts to avert complex and costly legal disputes. But it also hopes better contracts will ease companies' privacy and security concerns, as it sees the technology can offer substantial savings and increase businesses' competitiveness.

In July, an 18-member cloud group of experts from Hong Kong and Guangdong was set up in July by the Hong Kong Office of the Government Chief Information Officer (OGICO) and the Economic and Information Commission of Guangdong Province, to set cloud computing standards and best practices.

It will be tasked to facilitate cross-border co-operation between Guangdong and Hong Kong in promoting cloud computing adoption, development, and to formulate cloud standards and practices.



# Be at the Centre of it all

Hong Kong Convention and Exhibition Centre  
**Asia's Best**



香港會議展覽中心  
Hong Kong Convention and Exhibition Centre

[www.hkcec.com](http://www.hkcec.com)

Venue Booking Hotline: +852 2582 1111 Email: [booking@hkcec.com](mailto:booking@hkcec.com)  
Hong Kong Convention and Exhibition Centre (Management) Ltd.

# 在

Gmail的眾多頁面中搜尋客戶紀錄，豈會是一家新興企業的營運方式？這樣的話，部分訂單不但會被重複、遺漏或刪除，員工也無法確定公司項目的狀態，或是否需要再作跟進。利華商務有限公司經理李文韜了解到，公司不能以現有的系統繼續為其日益增長的客戶提供合適的服務，遂決定採用雲端技術。

李先生說：「我們擁有多個辦公室，加上公司客戶遍布各區，故此我們長期置身高流動性的工作環境。」他續道：「公司內部一律採用Microsoft Office，並十分依賴Outlook，但採用Gmail電郵系統令我們難以把各個桌面及流動裝置整合。由於我們的員工約有三分之一時間在外工作，因此這個缺點便構成了嚴重的問題。」

利華旗下每一項服務都各自建立了獨立數據庫，但客戶往往會採用多項服務，令公司難以同步更新客戶於不同數據庫內的資料。員工亦無法確定自己是否取得最新的資訊，而相關的管理問題亦拖慢了他們的工作進度。

## 雲端運算如何運作？

**雲**端運算提供一個方案，讓用戶在網上解決資訊科技（IT）需求。無論是文件、電郵、客戶詳情和應用程式，統統都可透過網絡瀏覽器，在網上進行遠端存取。

雲端運算由三大元素組成：

- 寄存在遠端伺服器的大型數據中心
- 服務——例如網上提供的軟硬件資源
- 廉價電腦和其他具備上網功能的裝置，例如手提電腦、筆記本電腦（netbook）及智能手機

利用雲端運算，用戶可從網上——「透過雲端」——獲取公司資訊。由於應用程式和數據被儲存在遠端的位置，因此你只需一部配備上網功能的裝置，再連接互聯網便可。企業可使用體積較小、較便宜的手提裝置，例如智能手機和netbook，以支援流動性更高、更遙距的工作模式。

雲端運算服務可分為三大類：

### 軟件即服務（SaaS）

SaaS是小型企業最常用的雲端服務模式，以寄存在遠端伺服器內的軟件運作。透過這項服務，你可以網絡瀏覽器來操作應用程式，以及儲存、擷取或分享儲存在公司「以外」的檔案。

網上電郵、辦公室軟件、客戶關係管理系統或協作工具等服務，都是SaaS的實例。SaaS提供更大的彈性，讓你可簡便快捷地調整IT需求，以滿足不斷轉變的業務需要。

### 基礎設施即服務（IaaS）

IaaS讓企業使用虛擬的硬件資源，以建立他們的IT基礎設施。這包括伺服器空間、數據儲存設施或網絡硬件。與SaaS一樣，你可按需要而改變或擴充服務容量。其他好處還有降低IT成本——藉著把公司的硬件需求外判，你無需再購入有關硬件，亦無需聘請專才來負責管理。

### 平台即服務（PaaS）

PaaS利用網上應用程式開發能力，建立和改編應用程式，以迎合業務需要。你所需的所有軟件開發工具和硬件——即雲端運算作業系統（cloudware）——均設於遠端的位置，並可透過網絡取得。



## FlexSystem Limited

### Implementation Challenges and Experience Share

# THE HR BALANCING ART

Companies everywhere are seeking to improve business performance with better human resource management practices. While the right HR strategy comes as the top priority over anything else, the other key is putting it into action in the best way to create value.

As expected, it is no easy task and there are hurdles to get over. Companies need to show a strong will and total commitment to the entire HR approach that brings about changes and sometimes revolutionizes their HR operation.

FlexSystem works hand-in-hand with clients to create and implement customized human resources and people management solutions designed to increase operating efficiency and improve workforce performance. And, its solutions are flexible enough to incorporate clients' existing operational interfaces or practices for specific needs.

Ms. Yoyo Yiu, Manager of Sales & Marketing at FlexSystem, points out that different companies and industries have varying needs, from simple to complex ones, so flexibility of HR modules is the key to meet clients' specific preferences and requirements.

For companies in the retail business, for instance, a sophisticated HR management solution is needed with a particular focus on roster planning and attendance management for individual points of sales or retail stores. That will increase business transparency through a single computerized platform and enable the head office to get a full picture of what is going on with the retail shops on the street level.

Roster planning is even more critical for effective HR management at hospitals as each shift calls for a proper mix of senior and junior doctors, nurses and other medical officers to deal with in-patients and out-patients as well as emergency cases.

### Win-win Strategy

Challenges are everywhere for companies adopting or migrating to a new HR solution that instills positive changes in the workflow processes. Not only HR professionals but also employees of different levels will get involved in the new system and the related changes.

FlexSystem consultants are providing ongoing support and working closely with clients throughout the implementation process to ensure smooth running. They may even join meetings with clients' employees to discuss the benefits of migration and to explain why it is a win-win strategy for both the organization



FlexSystem developed "Minimum Wage Calculator" to empower users to deal with "Minimum Wage Ordinance" easily. It is available on Apple App Store

and employees.

Orange Sky Golden Harvest Entertainment Company Limited is a case in example. At the beginning of adopting FESA HR and the implementation of a computerized HR solution last year, some employees of Orange Sky Golden Harvest's cinema operation were slower in engaging themselves into the new platform. There seemed to be some resistance to change. After taking some time to get to know the system and how it works, however, the company's employees are now embracing the system happily as it saves time and improves their performance.

### Closing the Gap

On the other hand, regulatory changes can present big challenges. This is especially true in relation to grey areas subject to interpretation. FlexSystem always maintains a close working relationship with various government bodies such as Labor Department and Mandatory Provident Fund Schemes Authority. It strives to seek clarifications about regulatory changes and their implications from relevant authorities constantly to facilitate the development of the right HR solution for clients' application.



Company : FlexSystem Limited  
 Enquiry : 3529 4132  
 E-mail : infodl@flexsystem.com  
 Website : www.flexhrms.com





© NASIRI 164 | DREAMSTIME.COM

李先生說：「就生產力而言，我們需要隨時隨地存取企業資訊。」他續道：「與此同時，我們亦希望擁有一個靈活的協作平台。」

與利華一樣，許多企業都面對一個難題，就是流動性愈來愈高的員工總難以抽空回到辦公室，把他們的所有數據與公司的主要數據庫同步更新。因此，他們正紛紛轉用雲端運算。透過雲端技術，公司資料會被儲存在一個由服務供應商管理的遠端數據中心，員工無論身在何地都可利用互聯網獲取有關資訊。

李先生說：「當我們要在外面讀取和編輯文件，Office Web Apps就提供了快捷簡易的方案，以維持生產力。」他補充說：「我們現在可在任何地方存取甚至編輯檔案，並可透過任何裝置輕易分享檔案和進行協作。」

## 選擇雲端運算服務

適合小型企業的雲端運算應用包括：

- 銷售工具
- 辦公室軟件
- 客戶關係管理（CRM）軟件
- 人力資源軟件
- 支薪系統軟件
- 協作工具

上述應用大部分都是以軟件或服務的形式提供，有關軟件由供應商管理和升級，客戶可透過瀏覽器存取。目前有大量供應商向企業提供雲端服務。

### 銷售及CRM工具

網上銷售及CRM應用可助你更有效地針對新業務，並滿足現有客戶的需要。舉例說，銷售團隊可利用智能手機等上網裝置，即時存取和更新客戶資料。

### 虛擬辦公室

「雲端」辦公室軟件和協作工具，可讓僱員隨時隨地利用上網裝置工作，按需要收發電郵和分享資訊。工作程序從而變得更富彈性，僱員可藉此與同事和客戶協同合作。

### 轉換供應商

挑選服務供應商時，必須先了解如何改變服務水平，又或如何在必要時終止合約或服務水平協議，並轉用另一供應商。為避免被服務「綁死」，你應仔細考慮你的合約責任，以及日後轉換服務供應商的技術可行性。

正如選擇任何供應商一樣，你都要事先搜集資料，物色一個最符合你業務需求的服務供應商。查詢其他企業的用後感，進行網上調查，確保你選擇的供應商信譽良好。

資訊由英國國家商務中心（The National B2B Centre）提供。

### 安全和表現問題

雲端服務銷售商IBM進行的一項研究顯示，在572家受訪美國企業之中，有72%表示正打算引入雲端服務，但只有13%說已「廣泛採用」雲端技術。有關結果與其他同類調查不謀而合，反映企業對雲端運算仍有保留。

儘管雲端服務或會帶來顯著的效益，但亦不無風險。畢馬威會計師事務所一項名為《雲端上的澄明》（Clarity in the Cloud）的研究，探討了企業採用雲端服務的情況。調查發現，企業認為未來業務運作的安全性十分重要。然而，對第三方供應商的依賴，增加了很多用戶的風險，特別是他們慣於監控和管理安全和表現等重要議題。重要的是，安全性是雲端內外都要面對的挑戰。無論是採用雲端或一般互聯網技術，服務供應商、企業和國際集團都時有出現保安漏洞，安全風險總難以避免。

報告指出，當被問及採用雲端環境時所面對的最大挑戰／憂慮，44%的受訪最終使用者認為是安全性，另有29%對整體雲端表現表示關注。有五分之一的公司則質疑有關技術的協作或整合性。事實上，隨著企業尋求更有效地運用公司內外的數據和資料，協作和整合議題所衍生的挑戰只會增無減。其他主要憂慮還有資訊科技（IT）管治、失去對客戶數據的控制權，以及雲端服務的可用性。

斷線問題和成本高昂也是令企業望而卻步的因素。一旦伺服器故障而導致業務癱瘓，企業或需蒙受沉重的損失。但畢馬威的研究發現，雲端供應商無論在任何時期出現嚴重事故的風險，都遠比公司內部的IT系統為低。

李文韜的公司在業務迅速增長之際決定採用雲端作業，還計劃把技術引入內地。他不擔心服務中斷的問題，並指出：「有別於以往，就算電腦發生故障，我們也不會離線，只需轉用另一台電腦便可。結果，我們現正提供近乎無間斷的服務。」

此外，員工的工作效率也大幅提升。李先生說：「我們可輕易進行網絡、語音和視像會議，省卻了不少交通時間。」他解釋：「客戶只需到訪我們其中一家分行，便可與任何一位員工會面，而這涉及的成本有限，因為一切都是透過網上進行。另外，我們幾乎身處任何地方，都可對顧客和團隊的要求作出即時回應。以往需時一兩個工作天才能完成的事務，如今只需幾個小時即可辦妥。」

# Turning Your Business Concepts into Reality



## Chamber Services Limited

### Your Events Solution Provider

Chamber Services Limited is a wholly-owned subsidiary of the Hong Kong General Chamber of Commerce (HKGCC). Leveraging our extensive networks and with the full support of HKGCC, we are one of Hong Kong's leading professional event management and conference organising companies that has the skills, knowledge and capabilities to providing end-to-end solutions for companies in the region. Contact our team for world-class event support.

總商會服務有限公司是香港總商會全資附屬機構。憑藉總商會龐大的商業網絡，加上總商會的全面支持，總商會服務有限公司已成為市場上專業、具實力和領導地位的活動及會議統籌公司，為區內公司提供全面和優質的服務。請與我們聯絡，為我們的國際盛會作最好準備。

### Our Services 服務範圍:

- **Event Management 會議管理**
  - Conference 會議
  - Exhibition 展覽
  - Award Management 頒獎活動管理
- **Media and Public Relations**  
傳媒及公關關係
- **Mainland Investment Seminar & Management Training**  
內地招商投資推介會及管理人員培訓

For any enquiries, please call 2823 1266  
or email to [csl@chamber.org.hk](mailto:csl@chamber.org.hk)

查詢請致電2823 1266或電郵[csl@chamber.org.hk](mailto:csl@chamber.org.hk)

## 投入九霄雲端

根據微軟公司的一項調查，中小企正開始採用雲端運算，期望藉此改善效率和減少IT成本，但他們對雲端上的私隱保障仍感憂慮。敢於嘗試有關技術的受訪香港中小企表示，他們每周大概會花23小時來管理安全問題，比轉用雲端之前減少了近半的時間；約51%受訪企業認為，有關技術的安全度已見提升；有47%則指出，他們對於公司是否容易受到網上襲擊的問題，顯得更加安心。

雲端技術的可擴充性促使很多企業採用有關方案。North Bridge Venture Partners進行的一項調查顯示，57%的企業視之為轉用雲端運算的最大動力。

經營廣泛業務的英皇集團正迅速擴展，故需要以共同的IT平台和單一域名支援各大業務。

集團資訊科技總監蔡兆華說：「為配合各項業務的急速發展，以及用戶對隨時隨地通訊無間的需求不斷上升，我們一直尋找可信賴、能夠整合現有IT基礎設施的雲端方案，讓我們按集團的步伐，循序漸進地遷移至雲端平台。」

正如「資訊高速公路」、「萬維網」及「科網時代」等不久之前曾風靡一時的名詞已成為奇特有趣的歷史遺物，「雲端」一詞也許亦會隨著這項技術的日漸普及，開始變得平平無奇。✿



## 雲端上的疑慮

企業指不採用雲端技術的主因之一是缺乏信心

自61歲的蘋果共同創辦人Steve Wozniak上月警告，把數據轉移至遠端伺服器（即「雲端運算」）將存在許多威脅，旋即引起了很大迴響。

Wozniak於8月5日在華盛頓出席一個會議後表示：「我很擔心所有東西都存放到雲端上，我覺得非常可怕。我想在未來五年內，雲端會衍生很多可怕的問題……當我們愈發地將數據都傳輸到網上、雲端上，我們對個人資訊就擁有愈少的控制權。」

他的言論激發起一連串的抨擊，指他危言聳聽。然而，他這番話卻反映了企業對雲端技術的憂慮。

權威機構Uptime Institute專門研究數據中心的最佳實務和經濟學，以釐定整體的數據中心預算及投資趨勢。該機構的最新調查發現，企業不願意採用雲端運算的原因，是考慮到其安全性、合規性和可靠性。

其他憂慮還包括，假如與你簽約的服務供應商倒閉，那怎麼辦？又或假如你想轉用其他供應商，公司會被「綁死」嗎？如果數據遭到損壞，應該怎樣做？

雲端運算公司利用免責聲明來免除責任，但歐洲委員會（European Commission）認為這個做法未臻完善。他們希望營運商改進合約，以避免複雜和費錢的法

律糾紛。然而，委員會亦期望更清晰的合約可緩減企業對私隱和安全性的疑慮，因為他們明白到有關科技可為企業省下大筆金錢，提高企業的競爭力。

今年7月，香港政府資訊科技總監辦公室與廣東省經濟和信息化委員會成立了「粵港雲計算服務和標準專家委員會」，成員包括粵港兩地的18位雲端運算專家，以制訂有關標準和最佳實務。

委員會旨在加強兩地在雲端運算方面的合作，推動業界採用和發展雲端運算，並制訂相關標準和規範。

# 僱主須履行強積金職責 違規者可被即時罰款

僱主必須遵照《強制性公積金計劃條例》（簡稱《條例》）的規定，履行強積金職責。積金局可行使法例賦予的權力，向違規僱主徵收罰款。

為打擊違規情況，積金局將進一步加強執法，向違規僱主徵收罰款而不作另行通知。僱主在處理強積金事宜時，須注意以下事項：



## 1. 準時為有關僱員作出強制性供款

僱主必須在每一個供款期就每名有關僱員作出強積金供款。僱主須在訂明的供款日（即下月份的10號）或之前，把供款支付予相關的核准受託人。

違規僱主可被罰款\$5,000或欠款的10%（以款額較大者為準）。此外，積金局可透過民事訴訟向僱主追討欠款，以及對僱主作出刑事檢控。

## 2. 向計劃成員提供每月供款紀錄（行業計劃的臨時僱員除外）

僱主必須在作出供款後的7個工作日內，向有關僱員發出每月供款紀錄。供款紀錄必須包括僱員的入息款額、僱主及僱員的強積金供款款額、僱主從僱員的薪金中扣除的供款款額，以及僱主向核准受託人支付供款的日期。

違規僱主可被罰款，首次失責的罰款為\$10,000；其後再次失責的罰款最高可達\$50,000。

## 3. 向核准受託人申報僱員離職（行業計劃的臨時僱員除外）

如有僱員離職，僱主必須於該離職僱員的最後一個供款期的供款日或之前，以書面方式或在付款結算書中，向核准受託人申報該僱員的離職日期。

違規僱主可被罰款，首次失責的罰款為\$5,000；其後再次失責的罰款最高可達\$20,000。



熱線：2918 0102  
傳真：2259 8806  
網址：[www.mpfa.org.hk](http://www.mpfa.org.hk)



# Europe's Finest Light Goods Vehicle in Hong Kong

## 全歐最佳貨VAN

# Vehicle in Hong Kong

## 進佔香港!

Fortune Dragon has been bringing some of the finest commercial vehicles to the Hong Kong market, including the Fiat Professional LGV, since 2008.

Fiat Professional is a member of the Fiat Group, which comprises Ferrari, Maserati, Alfa Romeo, Fiat passenger cars, Abarth, Lancia, Irisbus and Iveco. Fiat is the largest automotive group in Italy.

Among the diverse models under Fiat Professional, Doblo was the first to be introduced to the market. Doblo is a 5-door hatchback and seats 5 people. Its engine is tucked away from the passenger compartment (unlike the traditional Japanese LGV), offering greater protection for the passengers and a quieter environment. Despite LGV's style, Doblo has the interior of a passenger car, and also a low center of gravity design to give Doblo excellent stability performance.

### More Doblo benefits:

- Euro 5 emission compliance
- Lowest CO2 LGV in Hong Kong (137g/km)
- Start and Stop function
- Latest Multi-jet 2 high pressure electronic injection
- All wheels coil spring and independent suspension
- F-1 MTA Automatic transmission (option)
- 8 years anti-rust warranty
- ABS/EBD braking system
- 700kg cargo payload

Doblo's overall height of 1.85 m well suits most covered car parks in town, and with its 1.8 cubic meters cargo capacity it can carry a heavy payload.

Fiat Doblo won the Best European LGV of the year award in 2011, with its fuel consumption only 6.0 L/100km (local test). The present fuel price is HK\$11.5/L, but with a Fortune Dragon fuel card for every new Doblo owner, drivers get a further discount of HK\$2.5/L, making the fuel cost for driving Doblo just HK\$54 per every 100km, or HK\$ 0.54 cents/km. It is one of the lowest fuel consumption vehicles in Hong Kong.

During the promotion period Doblo owners not only will enjoy a special offer, but also a spare parts guarantee program. Whenever a spare part is out of stock, preventing the owner from driving the car, Fortune Dragon will courier the new spare parts to Hong Kong. Moreover, we'll compensate the owner HK\$300/day until the spare parts arrive in Hong Kong. We feel that it is our responsibility to compensate drivers if we have insufficient spare parts in stock.

Since Fortune Dragon was established in 1988, it has been the sole distributor of Fiat Professional in Hong Kong and Macau. Over the past 24 years, Fortune Dragon has persistently brought in the best value commercial vehicles for the Hong Kong market, including Renault truck, Irisbus, Daewoo bus and Fiat Professional LGV. We also imported the full electric LGV, in respond to the Hong Kong Government's environmental policy for reducing air pollution.

Our office is located in Yuen Long, covering an area of over 50,000 square feet and employs 35 staff. Fortune Dragon's philosophy is: "Fortune Dragon services, delivered from the heart" to provide a better sales and after sales services to the commercial vehicle industries in Hong Kong.

祥龍汽車本著引入優質商用車為宗旨，於2008年把 FIAT Professional 快意輕型商用車帶進香港市場。

FIAT Professional 為意大利 FIAT 汽車集團屬下其中一員，FIAT 汽車集團還擁有法拉利、馬沙拉蒂、愛快羅密歐、快意私家車、ABARTH 改裝公司、Irisbus 海豚巴士及 IVECO 歐霸貨車等等多家車廠，為意大利最大汽車集團。

我們率先引入的是 FIAT Professional 四個車款的三弟 Doblo 多寶。Doblo 身型介乎日系貨VAN 及私家車之間，身高不足 1.85 米，可進入大部份停車場。Doblo 為兩箱式設計，車頭較長增加司機及前坐乘客安全。同時引擎安放於車頭內（並非如日系貨VAN 放於前坐位下），駕駛室更寧靜，重心較低車身亦較穩定。Doblo 為 5 座位設計，車尾貨廂容積達 1.8 立方米，可裝載大量貨物。

勇奪 2011 年歐洲最佳貨VAN 大獎的 Doblo，耗油量每百公里只需 6.0 公升（香港路面實測），以現時柴油每升 11.50 元再減每升 2.5 元折扣（祥龍汽車為每位 Doblo 車主準備了一張每升折扣 2.50 元的油卡），行走一百公里只需 54 元，即每公里 0.54 元，是自前本港所有柴油及汽油車油費最低！

推廣期間除可享受特價優惠外，Doblo 車主更可享全港獨有的零件保證計劃。若所購的 Doblo 如因零件缺貨而不能行駛，本公司除以速遞把零件盡快運港（運費由我司負責）外，我們另外給與客人每天 300 元以補貼車輛不能使用所做成的損失，直至零件到達為止。因為零件缺貨是我司的責任。

作為 FIAT Professional 港、澳獨家代理，祥龍汽車成立於 1988 年。在過往 24 年不斷為本港商用車市場引入優質價廉的商用

### FIAT Doblo 還擁有以下優點：

- 符合歐盟五型廢氣排放
- 全港最低碳排放柴油車 (137g/km)
- 鐘暫停車引擎自動停車專及起動功能
- 世界最先進 Multi-jet 2 萬壓電噴（提升霧化、燃燒及減排功能）
- 四輪圈型彈簧+四輪獨立避震
- F-1 MTA 自動波（選配項目）
- 8 年車物防銹保證
- 防鎖死制動系統/電子制動力分佈
- 700 公斤載重量

車，包括雷諾（Renault）貨車，海豚巴士（Irisbus）巴士，大字巴士（Daewoo Bus）及 FIAT Professional 快意輕型貨VAN，公司並積極引進純電動貨VAN，以行動支持政府環保政策，減低空氣污染。

我司總部設於元朗，佔地 50,000 平方呎，員工 35 人。本著祥龍服務用心去做的一貫宗旨，為香港商用車界提供最佳的售前及售後服務。

Further enquiry on Fiat Doblo, please feel free to contact our Sales Manager Alex Wong at 2433-8838 / 9487-9691  
如對 FIAT Doblo 有任何查詢，請直接聯絡銷售經理王耀波（Alex Wong），電話 24338838 或 94879691。



*Bulletin: Technology has become so ingrained in our lives now that we rarely give it a second thought. Has this made the lives of IT businesses harder?*

**Winnie Yeung:** When you used to talk to SMEs about IT, they used to say it costs a lot of money, and they don't have an IT manager to take care of things. Now, SMEs see they can have a lot of mobile apps on their smart phones to help improve their productivity, together with tablet PCs, which are getting more popular, so technology has really become such a big part of their work and daily life.

For example, a lot of employees are very mobile, and only spend an hour or two in the office because they are out meeting customers, attending conferences, and so on. They keep in touch with their colleagues through cloud technology and mobile apps with the latest communication and collaboration capabilities such as instant messaging and HD video conferencing, which can be used in a secure environment. So I think cloud and mobile technology has advanced to a stage where more businesses are willing to embrace it.

*B: Businesses are concerned about the security of cloud technology and getting locked in with their service supplier. Are these concerns justified?*

**WY:** I would say it is probably safer for SMEs to get cloud services from a reputable service provider rather than trying to manage their own servers in the back office if they don't have the right IT support. There are always some security risks when you go on a network, no matter what you do. On the whole, the industry is ready to offer quite secure and reliable services to businesses. Customers choosing cloud service vendors should pay attention to whether they meet international standards and put in place robust security and privacy controls as well as service level agreements. The use of cloud computing can greatly reduce their costs, and improve efficiency and productivity. From a recent survey commissioned by Microsoft, almost half of cloud-using SMEs said that higher levels of security and IT cost savings were primary benefits of cloud usage.

*B: I remember Microsoft gave a talk at the Chamber about 10 years ago about cloud technology. Why has it taken so long to arrive?*

**WY:** Cloud computing has software and IT companies buzzing because of its potential. Some people may say that cloud computing is just a new name for old stuff, but this time it is quite different in the way it is being rolled out, the scale and, most importantly, the readiness of users to embrace it. I think some of the models in the past failed because users were not ready for that concept. Today, everyone, from small to big companies, consumers to businesses, is embracing it. Even the Government announced they will be adopting cloud technology. So we have really seen a lot of market excitement, and this translates into opportunities for the IT industry.

The other thing worth noting is that the telecom and media industries are also onboard this time. Now we have the convergence of media, telecom, mobile and the Internet. Again,





# Face to Face with

We are going through a computing revolution as cloud computing, mobile technologies and natural user interfaces unshackle us from the desktop and office. This month, *The Bulletin* talks with the Chairman of the Chamber's Digital, Information and Telecommunications Committee, Winnie Yeung, to find out what this means for businesses.

隨著雲端運算、流動技術和自然用戶界面的出現，我們不再局限於桌面和辦公室工作，一場運算革命已經展開。今期《工商月刊》訪問了總商會數碼、資訊及電訊委員會主席楊長華女士，探討這場革命對企業的意義。

## Winnie Yeung 楊長華專訪

this has something to do with cloud computing; all the storage is in the cloud, and with the right applications, users may move content, stream movies, and watch IP TV through the internet at home. All these developments are exciting areas and opportunities for our members.

*B: A lot of businesses are struggling, and banks are reluctant to lend money to support them. Is now a good time to invest in new technology, or should companies wait until the markets stabilize?*

**WY:** A lot of times, when the market is not stable, people will say they don't want to upgrade and spend the money on new machines or new solutions. But they are missing the point here. IT is a key enabler of business agility, and in tough times, IT is even more important in helping business to re-engineer. We have seen customers who would use such time to think through what they need, where their businesses are going, and build capacity to find the right solution. This helps them defend market share with better productivity, and when the market picks up they will have an even better competitive edge.

*B: Many people have been advocating that companies should use social media, like Facebook and Twitter, to interact with their customers. It is hard to think of any company that has truly successfully accomplished this. What went wrong?*

**WY:** The beauty of using social media for businesses is that the cost is really low, but you could generate word-of-mouth and get attention from followers if you do it right. It is a new way of communicating with your audience so people are still trying to figure out what works and what doesn't, and how they can use social media for their company. My son basically only communicates with his friends using Facebook and IM technology, so this young generation has a very different view on how to communicate and interact with people. Businesses will have to learn their way of communicating too.

For example, I also serve as vice-chair of the Business Software Alliance (BSA), and one of BSA's core messages is respect for intellectual property rights. This is not an exciting topic that will easily get people's attention. Last year we tried a viral video campaign, and in a relatively short time we generated over 32,000 views on the campaign site and an additional 80,000 views in related discussion forums. So the amount of marketing you can get for minimum expenditure is phenomenal. If you tried to do this through traditional media like newspapers or TV it would cost a fortune.

**問：科技現已全面融入我們的生活，大家已視之為理所當然，不會多加注意。這會否使資訊科技（IT）企業的路更加難走？**

答：以往當你向中小企談及IT，他們會說成本很高，而且他們沒有IT經理去處理相關事務。現在，中小企明白到他們的智能手機有很多流動應用程式，有助他們提高生產力，加上平板電腦日益普及，科技的確成為了人們在工作 and 日常生活中的重要一環。

舉例說，很多僱員非常流動，每天只有一兩小時留在辦公室，其餘時間都要出外見客、開會等。他們利用雲端技術，以及具備現代溝通和合作功能的流動應用程式，例如即時通訊和高清視像會議等，與同事保持聯繫，而這些科技都可以在安全的環境下使用。因此我認為，雲端和流動科技已進展到一個愈來愈受企業歡迎的階段。

**問：企業關注到雲端技術的安全性，同時擔心被其服務供應商「綁死」。他們的憂慮合理嗎？**

答：我認為假如中小企本身沒有適當的IT支援，他們與其嘗試在後勤辦公室管理自己的伺服器，不如向信譽良好的服務供應商獲取雲端服務，這樣會較為安全。無論你做些甚麼，只要連接網絡，就總有安全風險。整體而言，業界已經準備好向企業提供相當安全可靠的服務。客戶在選擇雲端服務供應商時，應注意他們是否符合國際標準，並提供全面的安全和私隱防護，以及服務水平協議。利用雲端運算可大大降低成本，有助企業提高效率和生產力。根據近日一項訪問本地中小企的調查，近半使用雲端技術的受訪者表示，有關科技的最大好處是提高安全性，以及節省IT成本。

**問：我記得微軟在10年前左右曾經到總商會介紹雲端科技。為何這項科技需時這麼久才真正推出？**

答：由於雲端運算潛力優厚，因此引起很多軟件和IT公司的熱烈討論。有人或會認為，雲端運算只是舊酒新瓶，但今次的推出形式、規模，還有最重要的是使用者準備就緒的心態，都有別以往。我認為往日的模式未能成功，是因為使用者還未準備好接受有關概念。時至今日，從大小企業、消費者到商界，都欣然接受這項技術，就連政府也宣布即將採用雲端科技。因此，我們確切看到市場的熱烈反應，這為IT界帶來了不少機遇。

另外值得注意的是，電訊和傳媒界今次亦參與其中。現在，我們融合了傳媒、電訊、流動通訊和互聯網。同樣，這牽涉到雲端運算；所有數據會儲存在雲端之上，配合適當的應用程式，使用者可以在家中透過互聯網移動檔案、進行電影串流，以及觀看網絡電視（IP TV）。這些發展令人振奮，為業界締造了龐大商機。

**問：不少企業正苦苦經營，銀行亦不願意提供貸款支援。現在是企業投資新技術的好時機嗎？還是應靜待市場回穩？**

答：很多時當市場不穩，人們會說他們不想進行系統升級，不想花錢買新機器或新方案，但這樣想就錯了。IT能有效提高業務靈活性，而在市況不景時，它更加是協助企業改革的關鍵。我們親眼見證不少客戶利用這段時期，重新思考自己的需要和公司的方向，從而找到合適的方案。這有助企業以更高的生產力維持市場佔有率，而待市場回升後，他們就能穩操勝券了。

**問：很多人一直提倡企業利用Facebook和Twitter等社交媒體與客戶交流互動，但卻鮮有企業真正成功。到底問題出在哪裡？**

答：企業利用社交媒體的好處是成本很低，但如果用得其所，就可以製造口碑，引起跟隨者（follower）的關注。這是一個與客戶溝通的新模式，所以人們仍在嘗試找出可行與不可行的做法，並探討如何利用社交媒體為公司增值。我的兒子基本上只會透過Facebook和即時通訊科技與朋友溝通，所以年輕一代對於如何與人溝通和互動，是有截然不同的看法。因此，企業亦應學習這個溝通模式。

舉例說，我同時擔任商業軟件聯盟（BSA）的副主席，而BSA提倡的其中一個主要訊息是尊重知識產權。由於這個話題並不吸引，故較難引



**B: Mobile technologies and apps are becoming very important for businesses, how do you think this sector will develop in Hong Kong?**

WY: With globalization, the mobile workforce is growing substantially and mobility demands from both information workers and consumers are much stronger than ever. For the mobile sector, 6 million smart phones are imported into Hong Kong every year, and sales are growing at around 15% year on year. Now, 85% of the total phones on the market here are smart phones. As you know, smart phones work like small PCs, and on top of that there is the booming tablet market that will double over the next two years. So mobility is the trend and now a way of life.

**B: There is a lot of frustration among users about regional restrictions on what they can and cannot download – even for free apps, TV clips and emags. Can we expect this to improve?**

WY: The frustration sometimes is due to the copyright issues and the licensing arrangements between with the rights holders and service providers.

Personally, I think this will have to change because people are so mobile – you can be in the U.S. this week, Beijing next week, and the following week in Sydney. Geographical boundaries are becoming increasingly insignificant, so the content providers really have to come up with a smart solution as to how they license different providers' content over the internet. Otherwise rights holders will be suffering from changing consumer behaviour rather than reaping the benefits from this.

**B: Many businesses are struggling to find good IT people. What is the reason behind the shortage?**

WY: There are a number of reasons that contribute to the shortage. First of all, when the economy was booming, most high

# Shared Experiences

HKCEC management company shares its expertise for overcoming challenges during economic uncertainties



ART HK has been so successful and will be replaced by the first Art Basel in Hong Kong in 2013

World-class events such as Vinexpo Asia Pacific at the HKCEC help raise Hong Kong's international profile

The Hong Kong Convention and Exhibition Centre (HKCEC) is one of Hong Kong's great success stories. The venue has been voted Asia's Best for nine times. Since opening in 1988, it has hosted 40,830 events and welcomed over 75 million visitors. Last fiscal year (July 2011 – June 2012) alone, it hosted 1,224 events.

There is no doubt that HKCEC benefits from the many advantages that other businesses operating here enjoyed – proximity to China, the rule of law and the ease of doing business, among others. However, it has also faced its fair share of challenges. Monica Lee-Muller, the new Managing Director of Hong Kong Convention and Exhibition Centre (Management) Ltd (HML), the professional private management company responsible for the daily operation of the HKCEC, shares how she turns challenges into opportunities.

## Retaining Talent

HML employs over 930 staff and has little trouble recruiting employees. However, like many businesses, it faces challenges retaining staff. Some of its employees have worked at HML for over 10 years, and possess valuable experience. To carry forward their expertise, Monica says the company has to start its succession planning early, at all levels in the organisation, to groom young star performers who can progress up the career ladder. They identify potential management early on, make them aware of the opportunities to grow within the organisation, offer specific training, sometimes outside of Hong Kong and challenge them with small projects with responsibility to build confidence and give them valuable experience.

## Listening to Customers

Tempting as it may be for businesses to stick to a proven model, Monica stresses it is vital that businesses listen and respond to individual customers' needs. Citing the example of ART HK's first edition, which was a tremendous success, the organiser thought there was room for improvements in the area of Food

& Beverage (F&B). Other shows have praised this aspect of HML's service, despite this, HML listened to this one customer's view and sent their F&B Director and Executive Chef to visit the leading art fairs in the U.K. to observe and bring back new ideas for ART HK.

## Investing in technology upgrade

In order to maintain and improve HKCEC's competitiveness in the face of competition from newly-built and expanding facilities elsewhere, HML is also investing in enhanced equipment and technology. HML upgraded HKCEC's Wi-fi system last year and made it the first venue in the region to offer free Wi-fi service for up to 3,000 users at any one time. Other upgrade projects for example are audio and visual equipment and air-conditioning system, etc. The investment amount is considerably high during economic uncertainty, demonstrating HML's commitment to upholding the venue's reputation for quality hardware and service. Monica said, "The HKCEC is here for the long term."



Monica Lee-Müller,  
HML's managing director

## Caring for the community

Sustainability has become an important factor for many businesses' operations. HML has worked closely with its customers to reduce energy demands whilst maintaining the quality of the shows with positive results. They have taken this a step further by initiating their own programmes, such as providing more eco-friendly menus for customers and employees, and working with local charity Food Angel to donate food that was not served. In addition they have invested in a waste decomposer for their kitchens to process unconsumed ingredients into organic fertilizer for the use of local farmers.

These challenges that HML has faced are similar to those faced by many other businesses. Its response has been to look beyond the challenges, and turn them into competitive advantages. This approach has allowed it to continue to innovate and grow, even during economic uncertainty.

“ Geographical boundaries are becoming increasingly insignificant, so the content providers really have to come up with a smart solution as to how they license different providers' content over the internet.

地理界線變得愈來愈模糊，故內容供應商確要制訂明智的解決方案，探討如何在網上特許不同的供應商內容。

”

school graduates preferred to study business or economics rather than IT. Secondly, with the advance of cloud computing and applications development in recent years, a lot of young IT talent have chosen to set up their own businesses rather than working in-house. As a result, it may be hard for companies to find really good IT people with the right skills.

The Chamber and other organizations that I sit on have been seeking more support from the Government to do more to encourage youngsters to develop their talents in the creative and innovative sectors. I am hoping that with better understanding and visibility of the economic and career opportunities around IT, students and their parents will see the technology sector as an option that also offers a rewarding career path.

**B: What are the top three “next big things?”**

**WY:** Cloud computing and how it enables mobility is definitely one. With the advent of cloud, people are transitioning to an always-on and fully connected world of services and devices empowering them to get information or content on any device, anytime, anywhere. Enabled by the connectivity between devices and cloud, the next would be the convergence of PC, mobile and TV and the opportunities that come with this. I think the third exciting area would be the development and adoption of the natural user interface. Technology will become more intelligent, and interacting with the computer will be easier and more intuitive than ever.

We have always been attached to input devices, but with the use of verbal commands and motion sensors, it will soon be more common and much easier to just talk to and interact with the computers, whether at work or at play. Scenes from Star Trek movies are becoming real. 🌟

起大眾注意。去年，我們嘗試舉辦一個「病毒視頻」(viral video)活動，很快就在活動網站錄得超過32,000次的觀看次數，另外在相關的討論區亦錄得80,000次觀看次數。因此你可以最低的成本，收取顯著的宣傳效益。假如你嘗試利用報章或電視等傳統媒體，這將會所費不菲。

**問：流動技術和應用程式對企業日益重要，你認為這個行業在香港會怎樣發展？**

答：隨著全球化不斷推進，流動勞動力正大幅增加，而資訊工作者和消費者的流動通訊需求，亦比以往強勁得多。流動通訊業方面，香港每年進口600萬部智能手機，銷售額按年增加15%左右。現時，本港手機市場上有85%是智能手機。眾所周知，智能手機的操作有如小型個人電腦，加上急速發展的平板電腦市場將於未來兩年倍增，因此流動通訊是大勢所趨，並已成為生活的一部分。

**問：用戶對於檔案下載的地區限制感到很無奈，就連下載免費應用程式、電視片段和電子雜誌亦諸多制肘。預料未來會有改善嗎？**

答：有時問題是出於版權，以及版權持有人與服務供應商之間的特許安排。個人認為，這個現象需要改變，因為人們的流動性愈來愈高。你可以今星期在美國，下星期在北京，再下星期在悉尼。地理界線變得愈來愈模糊，故內容供應商確要制訂明智的解決方案，探討如何在網上特許不同的供應商內容。否則，版權持有人會因不斷轉變的消費者行為而蒙受損失，無利可圖。

**問：很多企業正苦覓傑出的IT人才，人手短缺背後的原因何在？**

答：原因有幾個。首先，經濟暢旺時，大部分大學畢業生會選修商科或經濟，不會選修IT。第二，隨著近年雲端運算和應用程式的發展不斷演進，很多年輕的IT專才會選擇自行創業，放棄打工。因此，企業要找真正傑出而又具備所需技巧的IT專才也許不易。

總商會及我所參與的其他組織，一直向政府尋求更多支援，以多加鼓勵年輕人，在創新創意發展所長。我希望隨著外界對IT認識更多，了解到這行的經濟和工作機會，學生和家長會考慮選擇科技界，因為我們同樣可提供美好的事業前景。

**問：未來幾年會出現哪三件大事？**

答：雲端運算及其帶來的流動通訊必然是未來的大事之一。隨著雲端技術的出現，人們將會步入一個時刻在線、緊密相連的世界，當中的服務和設備可讓他們隨時隨地透過任何裝置，獲得資訊或內容。藉著裝置與雲端互連，第二件大事就是個人電腦、手機和電視的融合，以及隨之而來的機遇。我認為，第三件大事是自然用戶界面的發展和採用。科技漸趨智能化，而與電腦互動亦會前所未有地簡單直接。

我們一直以來都是使用輸入裝置，但隨著語音指令和動作感應器的運用，在工作或遊戲時直接對著電腦說話進行互動，很快會變得更加普及和簡易。電影《星空奇遇記》中的情節將會成真。🌟

### The Digital, Information and Telecommunications Committee

數碼、資訊及電訊委員會

The Digital, Information and Telecommunications (DIT) Committee gives advice on DIT related policy issues, and organises appropriate activities to enhance the application of DIT in business. If you would like to learn more about this committee, contact the secretariat, Edith Hui, at [edith@chamber.org.hk](mailto:edith@chamber.org.hk)

數碼、資訊及電訊委員會不時就相關政策議題提供意見，並舉辦合適的活動，鼓勵企業善用資訊科技。如欲查詢委員會詳情，請聯絡秘書許涼涼女士，電郵：[edith@chamber.org.hk](mailto:edith@chamber.org.hk)



PROFESSIONAL  
DOBLO

# 本港實地測試

## 每公里油耗五毫子

## 一缸油行駛超過一千公里!

快意多寶DOBLO  
柴油Van  
平均油耗每公里  
五毫子



可選配自動波



### 首批推出，好評如潮， 強勢回歸，再創高峰！



祥龍汽車有限公司

Fortune Dragon Motors Limited  
地址: 香港元朗唐人新村屏唐東街七號  
Website : <http://www.fortunedragonhk.com>

Sales Hotline : 2477 8208

# Better Than Expected

## 較預期佳

Global trade looks to be on shaky legs, but we have had a better run in the past two years than most of the rest of the world, writes **David O'Rear**

全球貿易似乎動盪不穩，但我們過去兩年的表現卻比全球大部分地區為佳 歐大衛

**H**ong Kong's second quarter real economic growth came in at a better-than-expected 1.1% rise over a year earlier, up from a revised +0.7% in January-March. On a quarterly basis, however, Q-2 was the second straight period of contraction, which some believe signals a recession. The first graph shows progress over 12 months, which are the numbers most people will find familiar.

Are we in recession? There isn't any exact definition, and the most common one – two consecutive quarters of real contraction – isn't necessarily a year-on-year measurement. But,

sales to the U.S., ASEAN and Japan. In the first half, China's exports were up 9.2% and imports 6.8%, although the pace slowed toward mid-year.

In short, it wasn't our fault. Domestic demand, the combination of local consumption and investment, rose nearly 4% in the first half of the year, although at a modest 2.7% in the second quarter. Capital investment, which defied the odds by rising 12.9% in Q-1, slowed to a still-respectable 5.7% pace in Q-2. Households also did their part, boosting consumption 3.7% in the second quarter, down from 6.5% in the early part of the year. The last chart shows the two-speed nature of our economy.

Nevertheless, we have had a better run in the past two years than most of the rest of the world, and better than our own record during the North Atlantic Financial Crisis. We are out of deflation once again, the economy is still moving forward (as compared to last year) and local spending is surprisingly strong. ✿

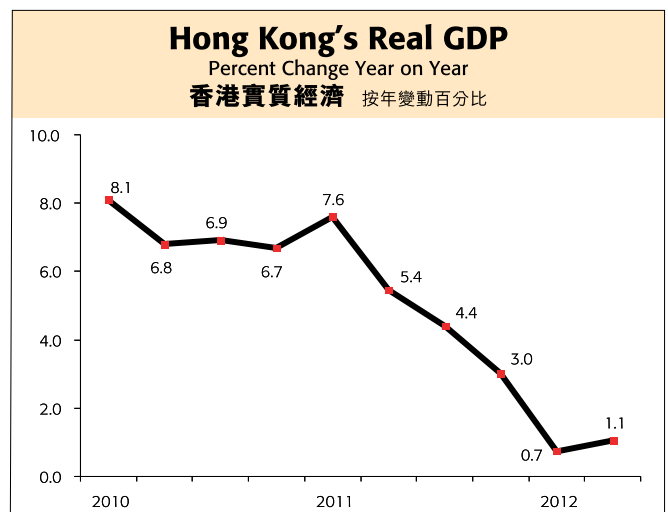
“The odds are that our more than 100,000 international trading companies are hurting”

given the overwhelming importance of trade in our economy, and the sad state of global demand, the odds are that our more than 100,000 international trading companies are hurting.

Exports and imports have both been sluggish throughout the year, falling a combined 1.2% from first-half of 2011. Earnings from services exports slowed from 2.9% in Q-1 to 2.1% in the latest quarter, whereas spending on importer intangibles slowed by more than half, from 3.5% to 1.5%.

In April-June, we ran our first quarterly goods-and-services trade deficit in eight years. Global trade is rapidly slowing (see *the second chart*), and with it our economy. To put things in perspective, the HK\$2.9 billion merchandise trade deficit was just under three times the total increase in GDP over three months, as calculated in real terms.

The slowdown in exports from China to the European Union in the first half was more than made up for by increased



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.

## Chewing the Fat

### America (sort of) Votes

The United States will vote on November 6 this year, to choose the president, all 435 congressional representatives and 33 of the 100 senators. However, while the congressional and senate elections will (largely) be decided on that day, the actual presidential election will be held December 17.

That is the first day when each of the states' electoral college delegates meet to cast their votes. The results must be delivered to the President of the Senate and other designated officials by December 26. Under the constitution, no person may be elected president (or, vice president) by way of a direct popular vote. It's much too important, and so hand-picked delegates are charged with delivering each state's votes to Washington.

Every four years, there's much talk about changing the system, but little real enthusiasm. More attention is paid to where extra electoral (state) votes may be won, in what are called the swing or battleground states. In fact, there are 37 of them.

In recent years, only eight states voted for the candidate that eventually won the election, and they together comprise just 84 of the 538 electoral college votes, or 15.6%. A further 50 votes (9.3%) are historically safe for Republicans and 32 (5.9%) are highly likely to vote for the Democrats.

Electoral votes are allocated according to the number of congress and senates seats, with each state having two senators and a number of congressional representatives based on its population. So, each has a minimum of three votes, but California, the most populous state, has 55. Other major players are Texas (38), New York (31), Florida (29), Illinois and Pennsylvania (20 each) and Ohio (18).

If a candidate won all of the big states, he (or she) would have just over 77% of the 270 votes needed to win. It is possible to win with just 11 states, but the diversity of the country suggests that strategy isn't likely to work out well.



香港  
Hong Kong

深圳  
Shenzhen

北京  
Beijing

斯德哥爾摩  
Stockholm

墨爾本  
Melbourne

倫敦  
London

**Serving the world's commuters, deep from the heart.**

From its base in Hong Kong, the MTR Corporation has steadily expanded. And our operations now reach into Shenzhen, Beijing, Stockholm, Melbourne and London. Connecting people in these different cities allows us to serve their communities with the same dedication and heartfelt service that you enjoy.

[www.mtr.com.hk](http://www.mtr.com.hk)

caring for life's journeys | 



**香**港第二季實質經濟錄得比預期為佳的1.1%按年增長，高於1月至3月的0.7%修訂增長。但按季來說，這是連續第二季出現收縮，有人視之為衰退的跡象。圖一顯示過去12個月的表現，相信大部分人都對有關數字不感陌生。

我們是否陷入衰退？這沒有明確的定義，而最普遍的定義——連續兩季錄得實質衰退——未必是按年的測量。然而，鑒於貿易對本地經濟舉足輕重，加上全球需求疲軟，結果本港逾10萬家國際貿易公司正受到衝擊。

進出口全年均表現呆滯，相對2011年上半年合共下跌1.2%。來自服務輸出的收入從首季的2.9%放緩至次季的2.1%，而輸入服務的開支則從3.5%下跌超過一半至1.5%。

本港逾10萬家國際貿易公司正受到衝擊。

在4月至6月，我們錄得八年來的首次季度貨物及服務貿易逆差。全球貿易正迅速放緩（見圖二），本港經濟亦隨之下滑。從另一個角度看，按實質計算，29億港元的商品貿易逆差相對僅少於過去三個月來本地生產總值總增長的三倍。

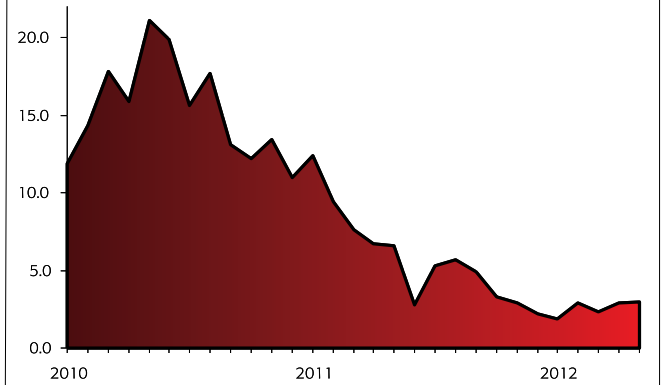
中國至歐盟的出口於上半年放緩，但對美國、東盟和日本的銷售增加，已足以抵銷有關跌幅。上半年，中國出口上升9.2%，進口則增加6.8%，但增速於年中開始轉慢。

簡言之，錯不在我們。結合本地消費與投資的本地需求在第二季雖只略升2.7%，但以上半年計算則升近4%。第一季增長達12.9%的資本投資，在第二季放緩至仍然可觀的5.7%。住戶消費也應記一功，於第二季帶動消費增長3.7%，但卻比年初的6.5%為低。最後一圖反映本地經濟的雙速性質。

然而，本港過去兩年的表現卻比全球大部分地區為佳，甚至勝過我們在北大西洋金融危機期間的紀錄。我們再次走出通縮，本港經濟仍然向前邁進（與去年相比），而本地消費亦出乎意料地強勁。

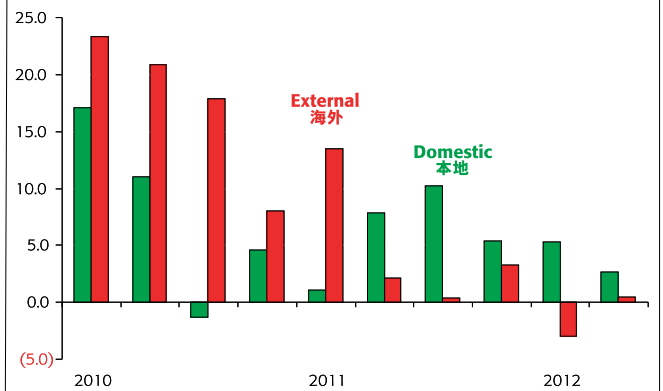
### World Trade

Percent Change Year on Year  
全球貿易 按年變動百分比



### Inside Out

Percent Change Year on Year  
內外需求 按年變動百分比



## 談天說地

### 美國大選

**美**國總統選舉將於今年11月6日舉行，屆時眾議院所有435個議席，以及參議院100個議席之中的33個議席，也會進行改選。然而，儘管眾議院和參議院選舉的結果將很大程度上取決於當天，但實際的總統選舉將於12月17日舉行。

當天是各州選舉人團投票的第一天，有關選舉結果須於12月26日前提交參議長和其他指定官員。根據憲法，總統（或副總統）不可以直選的方式選出。這點至關重要，因此各州都會精選出代表，負責把其州份的選票送往華盛頓。

改制這個議題每隔四年都會引起很大討論，但大多只是空談，缺乏積極行動。更引人關注的是，如何可從所謂的「搖擺州」或「戰場州」取得額外的（州）選票。事實上，這些關鍵州份共有37個。

近年，只有八個州份所投的候選人最終獲選，它們合共僅佔538張選舉人票之中的84票，即15.6%。傳統上，另外50票（9.3%）由共和黨穩奪，而有32票（5.9%）則很大機會由民主黨取得。

選票根據眾議院和參議院議席的數目分配，而每個州會有兩名參議員，以及按其人口而決定的若干眾議員。因此，各州最少有三票，但擁有最多人口的加州則有55票。其他主要州份包括有德克薩斯州（38）、紐約州（31）、佛羅里達州（29）、伊利諾州及賓夕法尼亞州（各20票），以及俄亥俄州（18）。

即使一名候選人在所有大州勝出，他（或她）也只能從當選所需的270張選票之中取得逾77%選票。若只在11個州份得勝，也不是沒可能當選，但美國的多元化意味著有關策略不太可能奏效。



## Member-Get-Member

### Grand Lucky Draw 2012 at the Chamber's Christmas Cocktail

#### ■ Offer 1

INSTANT REWARD: **\$400 Chamber Coupon**

#### ■ Offer 2

**LUCKY DRAW:** For **EVERY successful referral** of a new Corporate Member from now until 30 November 2012, you will be eligible for ONE entry into our Lucky Draw to win a fantastic **Grand Prize of \$5,000 Travel Voucher** sponsored by KUONI.

**The more members that you help us recruit, the greater your chances of winning! So refer your contacts to us today!**



Sponsored by

**KUONI** | 勝景遊

License No : 350299

#### Member-Get-Member Grand Lucky Draw

For inquiries, call Ms Sharon Chung at 2823-1203, email: [membership@chamber.org.hk](mailto:membership@chamber.org.hk) or fax: 2821-9503

Please fill in the form and fax/email it back to us if you wish to refer a new Corporate Member.

Your name: \_\_\_\_\_ Your contact no.: \_\_\_\_\_

Your company name: \_\_\_\_\_

Prospective Member Details

Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Email: \_\_\_\_\_ Contact no.: \_\_\_\_\_

# Retail Gold 零售業瑰寶

Caroline Mak has become one of Hong Kong's most successful retailers. *The Bulletin's* editor **Malcolm Ainsworth** spoke with Caroline about her rise up the career ladder and how she manages to stay on top of her game

麥瑞琮是香港最成功的零售企業家之一。《工商月刊》編輯麥爾康訪問了這位出色的領袖，了解她攀上事業階梯的奮鬥史，以及如何把事業維持於顛峰狀態



Hong Kong Women Prof  
Entrepreneurs Associatio  
香港女工商及專業人員

*Bulletin:* You seem to be a very savvy, in-control executive; to what do you attribute your success?

**Caroline Mak:** Management by priority. There are always far too many things that executives have to work on every day, so managing the workload is a bit like the 80/20 rule. My philosophy is that it is better to achieve 120% on the important tasks than trying to do everything and ending up with just an 80% satisfaction rate.

You also need to learn to delegate so that you can focus on the important tasks. To do that you need to have a good team backing you up, who also share the same values and passion for the business.

*B:* Have you always been an ambitious person?

**CM:** Many people think that I am ambitious, but the fact is I have never been ambitious. I never “plan” where and when my next move should be, which I guess is rather naive! But I do enjoy work. I enjoy setting goals. I enjoy the process and enjoy the achievements made and shared with the team.

*B:* You have worked in retail and marketing for much of your working life. Why did you want to get into that field?

**CM:** (Laugh!) That is more by accident than design! I started as a typist, because in high school I was trained to be a secretary. In those days – the ‘70s – it was a logical start for youngsters

finishing high school. For my second job, I joined the Peninsula Hotel Group by chance, and worked in the regional marketing services department, which is how I started in marketing. When I was around 30, I wanted to find a different job and consumer goods seemed to be a natural field to get into. I joined the cosmetic industry back in 1985, which is how I started in retailing, but I didn't really start learning about retailing in depth until I joined IKEA in the '90s.

*B: Hong Kong is struggling to find enough professionals for its growing service industries; what are the key challenges regarding talent in the retail field? How can these be addressed?*

**CM:** The Government has to take a bigger step to help the retail sector grow and recognize its economic contribution to the economy. There is an extreme lack of Government support in the area of education and vocational training for retailing. In

**CM:** I think the service standards in Hong Kong are still among the very top of international levels, although standards have seen some deterioration in the past year or so. I think this is primarily due to frontline staff having to work too many hours. Also, the ratio of customers that frontline staff have to serve has almost doubled, so staff are exhausted.

There are two main reasons behind this. Firstly, retail sales and volumes have been growing in the high double digits for the past three to five years. While volumes have doubled, the workforce serving this growth has not.

This brings me to the second problem, which is that the retail workforce has grown much slower than market needs. This is because the retail sector has a severe labour shortage. The restaurant and construction sectors are also facing similar problems, because Hong Kong simply has not got enough labour!



contrast, many overseas universities are even offering degrees in retailing as it is seen as such an important sector.

So those of us in the industry have to work harder to foster and promote the industry within the community, particularly in schools, career guidance councillors, parents and also young people themselves. We have to get across the message that the retail sector can give them a rewarding career, and that it is not just about frontline selling.

*B: You always hear grumbles that service standards are declining in Hong Kong. What do you think are the reasons behind this? What can be done to arrest it?*

**問：你看來聰慧能幹、冷靜自若，你的成功秘訣是甚麼？**

答：關鍵在於優次管理。行政人員每天要處理的公務繁多，因此工作量的管理有點像80/20法則。我的原則是，寧願在重要的工作上達到120%的成效，也不會嘗試兼顧所有事務，最終只取得80%的滿意度。

你亦要學習下放權力，讓你可專注處理要務。要做到這點，你要有一支優秀的支援團隊，一起為共同的價值而努力，全情投入公司的業務。

**問：你是否一直很有野心？**

答：很多人覺得我野心勃勃，但事實是我從來沒有甚麼雄心壯志。我從未「計劃」下一步該如何走，因為我認為這樣相當天真！然而，我確實很熱愛工作，我喜歡訂立目標，享受當中的過程和所取得的成就，並且與團隊一起分享。

**問：零售和市場營銷佔去你職業生涯的一大部分，你當初為何想投身這個行業？**

答：（大笑！）那是巧合多於計劃！我最初任職打字員，因為我高中時接受過秘書培訓；在70年代，很多高中畢業生都以此作為投身社會的

起點。其後，我偶然加入了半島酒店集團，任職地區市場推廣服務部，就這樣入了行。到了30歲左右，我想另覓新工作，很自然加入了消費者貨品業。1985年，我投身化妝品業，正式進軍零售業，但直到90年代加盟宜家家居，我才真正開始深入認識零售業。

**問：香港正為日益增長的服務業，苦苦物色足夠的專才；零售業面對的主要人力挑戰是甚麼？如何解決？**

答：政府要加大力度，協助零售業發展，以及肯定其經濟貢獻。當局對零售業教育和職業培訓的支援嚴重不足。反之，許多海外大學甚至開辦零售業學位課程，可見當地對業界的重視。

因此，本地從業員必須加倍努力，以促進業界發展，並且向社區，特別是學校、職業導師、家長和年青人進行推廣。我們要傳達一個訊息，就是零售業是一門有意義的職業，並非純粹涉及前線銷售。

**問：不時有人抱怨，香港的服務水準正日益下降。你認為原因何在？我們可怎樣改善？**

答：儘管香港的服務水準近年有所下降，但仍可躋身國際頂級之列。我覺得主因是前線員工的工時過長。此外，前線員工所需服務的顧客比例



The Government has to take a bigger step to help the retail sector grow and recognize its economic contribution to the economy.

政府要加大力度，協助零售業發展，以及肯定其經濟貢獻。

**B: Do you think we need to import more talent from the Mainland?**

CM: Yes! It is simple; we just don't have enough people, from simple frontline jobs to middle management. This is the result of our population not being able to keep up with the fast growth we have been enjoying in the past few decades.

**B: I believe you have been a key player in the Hong Kong Women Professional & Entrepreneurs Association (HKWPEA). Why did you want to invest so much of your time into the association?**

CM: Yes, I served for two terms as President. I think the association is run very professionally, but more importantly its members devote themselves to contributing to society, particularly to work that helps females.

**B: What accomplishments in HKWPEA are you particularly proud of?**

CM: I particularly liked the project that helped women start their own business. These women are very "neglected" by society, but with our help they were able to stand on their own two feet again. This was a very rewarding, albeit small way, to help society.

**B: How far along has gender equality come in Hong Kong in the past 10 years?**

CM: I don't think gender inequality is a serious issue in Hong Kong, but of course there is always room for improvement. In the companies that I worked at, and the people that I have come across, there was very little sign of gender inequality. So as a female executive I never felt any inequality – even when I was a junior staff. Perhaps in lower income jobs the situation might be a bit different. I think there are many organizations helping women who face discrimination, and any effort to raise awareness of discrimination of any kind is always useful.

**B: If you had three wishes to change inequality, pollution, the weather ... anything affecting Hong Kong, what would you wish for and why?**

CM: First, social harmony, because I think Hong Kong has become ridiculous with people starting unnecessary arguments about anything and everything! We have gone through a lot of changes since 1997, but we must stop this negativity and look at how we can contribute positively. Second, property prices have become impossibly high. The prices not only affect retail businesses, but over the long-term it will affect Hong Kong's com-

已增加近一倍，使員工應接不暇，疲憊不堪。這背後有兩大原因。首先，零售業銷貨值和銷貨量在過去三至五年一直錄得雙位數增長。銷貨量倍增的同時，相關勞動力卻未有隨之而上升。這帶出第二個問題，就是零售業勞動力的增長遠遠落後於市場需求。

這是因為零售業人手極度短缺。餐飲和建造業亦面對類似問題，原因是香港根本沒有足夠的勞工！

**問：你認為我們需要輸入更多內地專才嗎？**

答：絕對需要！原因很簡單：從前線工作以至中級管理，都出現人才荒。這可歸咎於本地人口未能追得上我們近幾十年的急速增長。

**問：你一直活躍於香港女工商及專業人員聯會（HKWPEA）。你為何願意奉獻大量時間參與聯會的工作？**

答：對，我擔任了兩屆會長。該會是非常專業的組織，但更重要的是，會員一心一意貢獻社會，尤其是支援女性的工作。

**問：HKWPEA有哪些成就特別讓你自豪？**

答：我很喜歡那個協助女性創業的計劃。參與計劃的婦女都受到社會「忽略」，但在我們的協助下，她們都能再次站起來，自力更生。雖然這只是一個小型項目，但能夠幫助社會，也算意義重大。

**問：過去十年，香港的性別平等議題有何發展？**

答：我認為，性別不平等的問題在港並不嚴重，但當然總有改善的空間。在我所任職的公司和我所接觸的人，都甚少出現兩性不平等的情況。因此，無論身為女行政人員，甚至當年仍然是初級員工，我也從未受到不平等的對待。也許在較低收入的職位，情況或會有點不同。本港有很多機構致力協助備受歧視的婦女，而提高大眾對各種歧視的意識，都會有所幫助。

petitiveness. My third wish would be pollution. The Government is very indecisive about plotting a long-term plan and consumer education to deal with the pollution problem! We need a clear plan so that everyone can get onboard.

**B: What advice would you give to women looking to make it to the top of the career ladder?**

CM: First, decide how you want to balance your life – is a career or the role of being a wife or mum more important to you? Second, figure out exactly what are you good at. Third, make sure you are able to “sell your ideas” to all levels, and fourth, forget you are a “woman” – you are an executive! 🌸

**問：假如你可實現三個願望，以扭轉不平等、污染和氣候等影響香港發展的因素，你會許甚麼願？為甚麼呢？**

答：首要是社會和諧，因為香港已變得荒謬無比，任何事都可以激發市民展開無謂的爭拗！自1997年以來，我們經歷了無數轉變，但我們必須拋開這種消極思維，積極探討如何能帶來正面的貢獻。第二，樓價已高得異乎尋常。價格高企不但影響零售企業，更會損害香港長遠的競爭力。第三是污染問題。政府對於制訂一套長遠的規劃和消費者教育，表現得優柔寡斷。我們要有清晰的規劃，讓人人都可出一分力。

**問：你對一些希望攀上事業巔峰的女性有何忠告？**

答：第一，你要決定怎樣平衡個人生活——你認為事業還是妻子或母親的角色比較重要？第二，清楚了解自己的專長。第三，確保你能夠向公司上下「推銷個人構思」。最後，忘記自己的性別，只記住你的身分是一位行政人員！ 🌸



In 2011 Caroline Mak became the first woman to receive the Executive Award Category of the DHL/SCMP Hong Kong Business Awards, which has been running for more than 20 years. 2011年，麥瑞皎成為首位獲頒「DHL/南華早報香港商業獎：傑出管理獎」的女性。該獎勵計劃已有逾20年歷史。



中國近日推行貨物貿易外匯管理制度改革，並取消了出口收匯核銷手續 張健

**近**日，國家外匯管理局、海關總署及國家稅務總局聯合發布《關於貨物貿易外匯管理制度改革的公告》（國家外匯管理局公告2012年第1號），自2012年8月1日起，全國將實施貨物貿易外匯管理制度改革。這代表去年12月1日起實施的《關於貨物貿易外匯管理制度改革試點的公告》（國家外匯管理局公告2011年第2號）將於全國推行。是次改革的主要內容包括：

取消出口收匯核銷單（以下簡稱核銷單），企業無需再辦理出口收匯核銷手續。外匯局對企業的貿易外匯管理方式已由現場逐筆核銷改為非現場總量核查。企業亦無需頻繁往返外匯局與銀行之間。通過貨物貿易外匯監測系統，收集企業貨物進出口和貿易外匯收支逐筆資料，定期比對、評估企業貨物流與資金流總體匹配情況，對出現異常的企業進行重點監測，必要時才實施現場核查。

對金融機構而言，改革取消了銀行出口收結匯聯網核查、貿易信貸登記審核、出具出口收匯核銷專用聯等業務環節，銀行貿易收付匯審核所需單證及程式都大幅簡化，服務效率將會有所提升。

#### 企業的分類管理

A類企業可憑進口報關單、合同或發票等任何能夠證明交易真實性的單證，在銀行直接辦理付匯，而出口收匯也無需聯網核查。

B及C類企業在單證審核、業務類型、結算方式等方面仍然實施嚴格的監管，其中B類企業由銀行實施電子資料核查，C類企業則需經外匯局逐筆登記後才能辦理。

#### 調整出口報關流程，簡化出口退稅憑證

自2012年8月1日起，企業辦理出口報關和申報出口退稅時，不用再提供核銷單。對於2012年8月1日前報關出口的貨物，截至7月31日未到出口收匯核銷期限且未核銷的，於辦理出口退稅時，可不用提供核銷單，至於2012年8月1日前報關出口的貨物，截至7月31日未到出口收匯核銷期限但已核銷的，以及已到出口收匯核銷期限的，則仍需按改革前的出口退稅有關規定辦理。

#### 對企業的建議

是次改革令企業貿易收付匯流程大幅簡化，銀企成本得以降低。企業退稅無需提供核銷單，大大縮短了退稅週期，從而加速企業資金周轉，能有效地紓緩資金緊張的壓力。

儘管程式簡化了，政府對企業的監管力度也將有所下降，但這不代表放任監管。一旦貨物貿易外匯監測系統發現任何異常情況，外匯局將作出重點監測，故企業應增強風險意識，加強自檢。✿

Zhang Jian is Consulting Lawyer at Aoba Hopkins Group. All information contained in this article is provided for reference only and cannot be regarded as detailed instructions or legal, financial or tax advice. The author and the Aoba Hopkins Group are not obligated to update its content as the law, regulations, or policies change. 張健是青葉浩勤集團顧問律師。本資料僅作一般參考之用，不可視為詳盡的說明，亦不構成任何法律、財務或稅務等建議。製作單位及所屬的青葉浩勤集團沒有責任就法律、法規及相關政策的改進，進行內容的更新。



# 貿易改革 REFORMS

China simplifies its Foreign Exchange Administration System for Trade in Goods, and scraps verification and reconciliation measures for export foreign exchange receipts, writes **Zhang Jian**

**T**he Mainland has embarked on a nationwide reform programme of its foreign exchange administration system for trade in goods, which came into effect on August 1. The move was announced in a joint statement by the State Administration of Foreign Exchange, the General Administration of Customs, and the State Administration of Taxation. It represents the nationwide enactment of the Announcement of Pilot Reform of the Foreign Exchange Administration System for Trade in Goods (SAFE Announcement No.2 [2011], implemented on December 1, 2011), and simplifies procedures for many enterprises.

## Key points

Enterprises are no longer required to undergo verification and reconciliation procedures for foreign exchange receipts from exports, or to submit the Export Verification Form for Foreign Exchange Collection (Verification Form) when applying for export rebates.

The foreign exchange administration system for trade in goods has been changed from on-site verification and reconciliation on a case-by-case basis, to off-site aggregate reconciliation. Moreover, enterprises no longer need to frequently travel between foreign exchange authorities and banks to file their applications.

Through the Foreign Exchange Monitoring System for Trade in Goods, imports/exports, foreign exchange payments and receipts will be collected on a case-by-case basis. Enterprises' flow of goods and capital will be regularly compared and evaluated, so any enterprises' data that produces unusual fluctuations will be subject to on-site verification.

## Classification and management of enterprises

*Category A* enterprises can arrange foreign exchange payments directly with their bank, with supporting documents

– customs declarations, contracts, invoices, etc – which prove the authenticity of the transactions. Foreign exchange receipts for exports will not be subject to online inspections.

*Category B* and *C* enterprises remain under strict supervision. Specifically, *Category B* enterprises are subject to electronic data verification through banks, while *Category C* enterprises need prior registration with the foreign exchange authorities and will be treated on a case-by-case basis.

## Adjustment of customs declaration procedures and simplification of export rebate vouchers

From August 1, enterprises are no longer required to provide the Verification Form when making their export customs declaration, or export rebates. For export customs declarations filed before August 1, if the export foreign exchange verification receipt is not due, and it has not been verified or reconciled before July 31, 2012, companies do not need to provide the Verification Form when applying for export rebates. Cases before this date still need to observe the relevant rules and regulations that were in place before the reform came into place.

## Notes to enterprises

The move greatly simplifies the procedures involving foreign trade exchange payments and receipts for enterprises, which will also lower the administrative costs for banks. With the exemption of the Verification Form, the time required for tax rebate applications has been significantly shortened, which will also improve enterprises' cash flow.

Although scrutiny of applications seems to be more relaxed, it does not equate to non-supervision. Strict monitoring will be conducted by the foreign exchange authorities if any abnormality is detected in the Foreign Exchange Monitoring System for Trade in Goods. Therefore, companies should study the risks and improve their self-regulation mechanisms. ❀



# VAT Pilot Timetable Announced

## 增值稅試點計劃時間表

The Ministry of Finance and the State Administration of Taxation has announced the precise implementation dates and rules governing the VAT pilot programme  
財政部和國家稅務總局公布增值稅試點計劃的確實推行日期和規定

China's State Council has approved a plan to extend a value-added tax pilot programme in Shanghai to eight provincial-level regions. In a joint circular issued by the Ministry of Finance and the State Administration of Taxation on July 25, China's VAT pilot programme, which replaces Business Tax with Value Added Tax in most of the service sectors, will now be expanded to include many major commercial centers across Mainland China.

The announcement has confirmed that the VAT pilot programme will be introduced in Beijing, Jiangsu and Anhui, Fujian, Guangdong, Tianjin, Zhejiang and Hubei (see box).

The announcement also confirms that the VAT rates of 6% for the modern services industry, 11% for the transportation sector, and 17% for asset leasing, as well as the specific rules will be the same as those that have applied in Shanghai since the pilot programme was launched on January 1, 2012.

"Businesses will be very pleased that the VAT pilot programme is now being replicated across many different cities and provinces. In Shanghai the tax authorities have reported that approximately 90% of businesses benefited from a reduced tax burden, with total VAT revenue collected in Shanghai being RMB 8.45 billion (as at June 2012), as compared with previous Business Tax revenue for the equivalent period of RMB 9.364 billion. This represents a reduced tax burden of 10%," said Lachlan Wolfers, Tax Partner, KPMG.

There are three main benefits to businesses from the VAT reforms. First, businesses in the services sector who register as a general VAT taxpayer can now claim VAT credits for fixed assets, goods and services they buy. Second, manufacturers, wholesalers and retailers of goods can claim VAT credits for the services they buy. Third, businesses who export or import services can potentially do so now without any effective VAT cost, as compared with the past where there was usually a 5% business tax cost.

"The tax authorities have set an ambitious agenda for the rollout of the VAT reforms, particularly in Beijing," he said. "The VAT reforms have wide-ranging implications for businesses, with impacts on personnel from sales, procurement, marketing, legal, IT and finance functions. A key strategy and plan is needed by businesses to implement these reforms." ❀

# TAX RATE





**國**務院近日通過把增值稅試點範圍，由上海市分批擴大至八個省區。財政部和國家稅務總局於7月25日聯合發布通知，明確把大部分服務業營業稅改徵增值稅試點範圍，擴展至內地多個主要經濟中心。

通知列明，增值稅試點計劃將於北京、江蘇、安徽、福建、廣東、天津、浙江和湖北實施（見表）。

通知還指出，現代服務業增值稅稅率為6%，交通運輸業為11%，資產租賃為17%，而相關的具體規定將與上海自2012年1月1日開始試行的規定一致。

畢馬威合夥人王磊說：「企業將很高興看到營改增試點推廣至全國眾多省市。上海財稅部門的統計顯示，截至6月15日申報期結束，當地約九成企業受惠於稅負減少。其中，試點納稅人申報繳納應稅服務增值稅累計84.5億元，與原先同期應繳納營業稅稅額93.46億相比，稅負降幅約達10%。」

企業會在以下三方面從營改增獲益。首先，服務業企業登記成為一般納稅人後，可以抵扣購買固定資產、貨物和服務的相關進項。其次，製造商、貨物批發和零售商可抵扣接受服務的相關進項。再者，從事跨境服務的企業原先往往會產生5%的營業稅成本，如今營改增後未必會產生任何實際的增值稅成本。

王先生說：「稅務機關為營改增的推行訂下了非常緊迫的時間表，特別是在北京。」他續道：「增值稅改革為企業帶來了廣泛的影響，涉及銷售、採購、市場營銷、法律、資訊科技和財務等部門。因此，企業要有清晰的戰略和規劃來應對改革。」✿



“The fine art and antiques sector is very small in Hong Kong,” lamented Andy Hei, a second-generation fine Chinese antique furniture dealer. When he entered the industry in the 1980s, there were about a dozen top antique furniture dealers in Hong Kong. Today, there are just three or four, because important antique furniture is harder to come by in the market, particularly Huang Huali and Zitan furniture from the Ming and Qing dynasties.

### Changing landscape

“In October 1987, the Stock Exchange of Hong Kong was closed for four days due to the global stock market crash. Like so many companies at that time, my father faced many difficulties in the business and had to borrow money from the bank and pay over 10% interest. The crisis wiped out some antique furniture dealers, but we managed to survive,” Hei recalled.

Some dealers left Hong Kong before its historic 1997 handover to Chinese rule. This, coupled with the Asian Financial Crisis in 1997-98, drastically changed the landscape of the local fine art and antiques industry – both in terms of customer base and market preferences.

“Before 2000, most of our customers were from the U.S., followed by Europe. After that, we saw demand shift from America to Southeast Asia – and Mainland China in particular. The trend accelerated after SARS. Today, 80% percent of our customers are from the Mainland,” he said.

Propelling the growth of the China market is the ever-growing demand for Chinese antiques and artwork. “The affluent Chinese are eager to repatriate Chinese antiques and artwork being snapped up overseas,” he said.

However, China’s new generation also favours Western artwork. “With their deep pockets, the youth is an emerging buying force. They desire fine art and antiques that suit their tastes – and preferably make good investments,” he added.

The returns on rare Chinese works of art are exceptionally high. For instance, the selling price for a pair of fine Huanghuali yoke-back armchairs has risen tenfold in the past decade.

“With robust demand and a shrinking supply, the price of exceptionally rare pieces has skyrocketed, particularly in the past four years,” he explained.

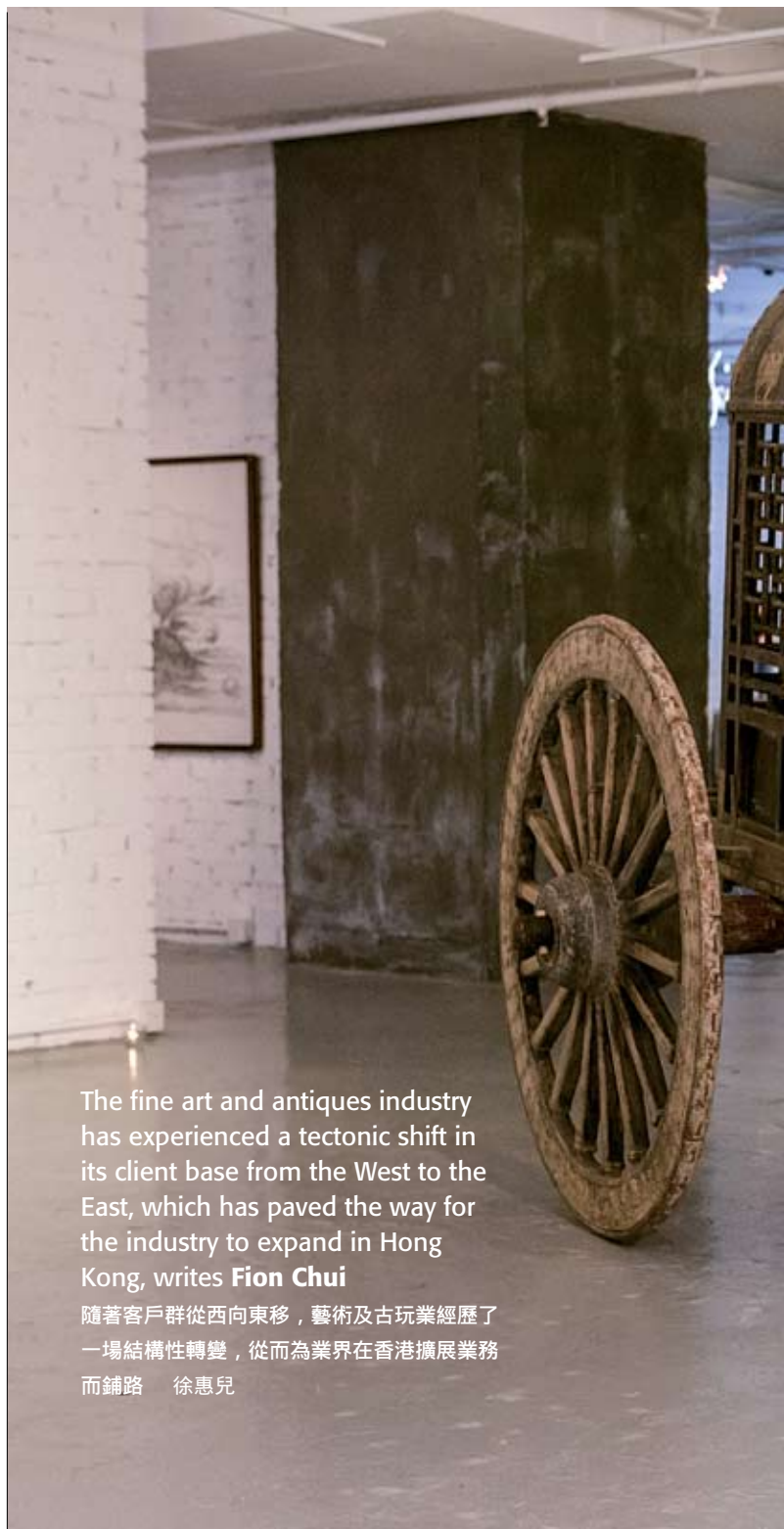
### Art exhibition

Riding on the boom in the fine art and antiques industry in Asia, Hei in 2006 organized the first annual Hong Kong International Asian Antiques and Arts Fair, which was renamed Fine Art Asia in 2010.

“In the first year, there were about a dozen leading local and international exhibitors,” he said.

“With limited resources, we started the fair small but made sure the quality was high. In the beginning, the exhibition was held at the China Resources Building in Wanchai. The location is very accessible and close to business hubs and entertainment hot spots,” he said.

In 2008, the exhibition was relocated to the Hong Kong Convention and Exhibition Centre (HKCEC). “We thought it would take us five years before we could have the fair organized at the HKCEC, so we were happy about getting in,” he said.



The fine art and antiques industry has experienced a tectonic shift in its client base from the West to the East, which has paved the way for the industry to expand in Hong Kong, writes **Fion Chui**

隨著客戶群從西向東移，藝術及古玩業經歷了一場結構性轉變，從而為業界在香港擴展業務而鋪路 徐惠兒

Since the inception of the exhibition, the fair organizer, Art & Antique International Fair Ltd, has worked closely with the Department of Fine Arts of the Chinese University of Hong Kong to help nurture the future generation of art practitioners and professionals in Hong Kong.

Hei said the fair has grown by an average of 10% per annum since 2008, in terms of the exhibition size and the number of exhibitors and visitors. The rise was partly fuelled by an increase

# Art Asia 亞洲藝術



Andy Hei said Mainland Chinese buyers are helping drive interest in fine art and antiques, but demand in Asia is also strong. 黑國強表示，內地買家有助激發人們對藝術和古玩的興趣，但亞洲的需求亦非常強勁。

in international exhibitors participating in the fair.

“With the dark clouds hovering over the U.S. market, many Western art dealers looked outward for business opportunities. Hence Fine Art Asia acts as a bridge for international galleries who wish to introduce their artists and artworks to Asia. In 2009-10, the fair boasted an impressive growth of Western art,” he said.

Now hosting its 8th exhibition, Hei said Fine Art Asia has

the strongest presentation of antiques and fine art this year from over 100 local and international galleries.

He expects the fair to draw 20,000 visitors from Asia and around the world. “In 2006, half of the visitors were from Mainland China, and those buyers have continued to grow to account for about two-thirds of total visitors,” Hei said. He added that many important artworks have been snapped up by buyers from Hong Kong, Taiwan and other Asian markets in the past two years. ✿

**第**二代中國古典傢具商黑國強慨嘆道：「香港的藝術及古玩業行頭很小。」他在1980年代入行時，全港大約有十多個高級古典傢具商。由於珍貴的古典傢具較難流入市場，特別是明清朝的黃花梨和紫檀傢具非常罕有，故現時只剩下三、四個行家。

時移世易

黑先生憶述：「1987年10月發生全球股災，導致香港聯交所停市四天。就如很多企業一樣，我父親當時在業務上遇到不少困難，需要向銀行借貸，支付逾10%的利息。這場危機迫使很多古典傢具商紛紛倒閉，幸好我們最終可以留下來。」

有些傢具商在97回歸前撤出香港，加上1997至1998年的亞洲金融危機，顛覆了本地的藝術及古玩業，不論是客戶群還是市場口味都大不相同。

他說：「2000年以前，我們大部分客戶都來自美國，其次是歐洲。其後，我們發現產品需求由美國轉移至東南亞，尤其是中國內地。這個趨勢在沙士之後進一步加劇。時至今日，我們有八成客戶都是內地人。」

中國市場不斷增長，原因是人們對中國古董藝術的需求有增無減。他表示：「中國的富戶渴望把流落海外的中國古董和藝術品帶回本國。」

然而，中國的新一代亦鍾情西方藝術。他補充說：「財力雄厚的年青人成為了消費新力軍。他們追求一些切合其品味的藝術和古董如果具相當的投資價值就更好。」

罕見中國藝術品的回報率非常高。舉例說，一對黃花梨四出頭官帽椅，其售價在過去10年上升了10倍。黑先生解釋：「隨著需求激增但供應下降，罕有珍品的價格一直飆升，這個情況在過去四年尤甚。」



## Subscribe Now

A pre-paid annual subscription to *The Bulletin* costs HK\$360 posted to any Hong Kong address and US\$85 airmail to any address in the world



**YES!** I wish to subscribe to *The Bulletin* for

1 year (12 issues) \_\_\_\_\_ (Total amount)

2 years (24 issues) \_\_\_\_\_ (Total amount)

3 years (36 issues) \_\_\_\_\_ (Total amount)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Tel No: \_\_\_\_\_ Fax No: \_\_\_\_\_ Email: \_\_\_\_\_

I wish to pay by:  Cheque or Bank Draft in the case of overseas subscription (made payable to The Hong Kong General Chamber of Commerce)

MasterCard  Visa (Hong Kong dollars for local subscriptions and US\$ for overseas subscriptions)

Card No: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ Signature: \_\_\_\_\_

(For Office use: Authorised Code: \_\_\_\_\_ Date: \_\_\_\_\_)

A 17th century Huanghuali long table from the Ming Dynasty.  
17世紀的明朝黃花梨長桌。



#### 藝術展覽

有見藝術及古玩業在亞洲急速發展，黑國強乘勢於2006年首辦每年一度的「香港國際亞洲古玩及藝術品博覽會」，其後於2010年易名為「Fine Art Asia」。他說：「首年舉辦時，我們大約有十多個領先的本地及國際參展商。」

他續稱：「由於資源有限，我們的博覽會起初規模很小，但參展商和展品絕對是一流水準。展覽選址灣仔華潤大廈，交通便利，鄰近商業樞紐和娛樂熱點。」

2008年，博覽會移師香港會議展覽中心（「會展」）舉行。他說：「我們本以為要用五年時間才可進駐會展，因此感到非常振奮。」

由首辦博覽會至今，主辦機構國際藝展有限公司一直與香港中文大學藝術系緊密合作，協助培育香港新一代的藝術學者和專才。

黑國強表示自2008年來，博覽會的規模、參展商數目和訪客人次平均每年增長10%，部分原因是愈來愈多國際參展商支持這項盛事。

他說：「隨著美國市場陰霾不散，不少西方的藝術經銷商陸續往外尋找商機。因此，Fine Art Asia充當了很多國際畫廊的橋樑，協助他們把藝術家和藝術品介紹給亞洲認識。2009至2010年，博覽會的西方藝術品錄得顯著增長。」

第八屆博覽會舉行在即，黑國強說今年的Fine Art Asia有最強陣容的古玩和藝術品參展，逾100家本地和國際畫廊將會參與活動。

他預期博覽會將吸引到亞洲及全球各地共20,000位訪客到場參觀。他說：「2006年，半數訪客來自中國內地，而這批買家正不斷增長，現佔訪客總數約三分之二。」他補充說，過去兩年，很多珍貴的藝術品都被香港、台灣和其他亞洲市場的買家搶購一空。✿



INTERNATIONAL TUTORS

Highest quality private tuition for all major subjects  
Outstanding Results in IB, I/GCSE, A Level, SAT, DSE  
Education Consulting; Coaching; School/University Entry  
Prestigious Centre or Home Visit inc. Sundays  
Expert Tutors; fully customized one-on-one lessons



INTERNATIONAL TUTORS  
2/F, Shui On Centre, 6-8 Harbour Road,  
Wan Chai, Hong Kong  
Tel: 2824 8824  
Email: [tuition@international-tutors.com](mailto:tuition@international-tutors.com)  
[www.international-tutors.com](http://www.international-tutors.com)

# After Dinner Shu Fa 飯後書法

Three Mainland artists create works from live performances that combine calligraphy, ink painting and leftover food  
三位內地藝術家結合書法、水墨和飯後剩菜，即場創作藝術作品

**Y**angjiang Group, an art collective founded in 2002 in Yangjiang, Southern China by Zheng Guogu, Chen Zaiyan and Sun Qinglin, will hold its first solo exhibition in Hong Kong in September. After Dinner Shu Fa is a series of photography works created from live performances of calligraphy and painting using ink and leftovers from dinner.

Shu fa, a Chinese term for a particular kind of calligraphy, has been considered traditionally as elite art in Chinese culture. To Yangjiang Group, it is a unique medium to develop diverse contemporary art practices and experiences that include photography, painting, installation, video and performance. The aim of the group is to rebel against traditional calligraphy in new China. The group works against current calligraphy until calligraphy and words are deconstructed into the origins of its form and meaning

in the context of banal and grass-root culture.

The group often takes inspiration from the mass media, politics, popular culture and all aspects in everyday life that translates into witty and thoughtful words and drawings in their works. Their works in return reflect their living condition and playful attitude to life.

Works of Yangjiang Group have been widely exhibited at prestigious galleries and museums. The artists recently had a solo exhibition titled “After Dinner Shu Fa at Cricket Pavilion” at Eastside Projects in Birmingham, U.K., and they have been commissioned to create a site-specific work for Frieze Projects 2012 at Frieze London in October. ✨

## About Yangjiang Group 關於陽江組

Yangjiang Group is an artistic group created in 2002 in Southern China by Zheng Guogu (b.1970, Yangjiang), Chen Zaiyan (b.1971, Yangchun) and Sun Qinglin (b.1974, Yangjiang). The group utilizes calligraphy as a unique medium to develop diverse contemporary art practices and experiences. The group currently lives and works in Yangjiang, Guangdong Province, China.

陽江組是一個由三位藝術家鄭國谷（1970年生於中國陽江市）、陳再炎（1971年生於中國陽春市）、孫慶麟（1974年生於中國陽江市）在2002年於中國廣東省陽江市所組成的藝術組織。組合以書法作為獨特的媒介去實踐多元的當代藝術創作及體驗。陽江組現於陽江市生活及創作。



Meal Is Over No. 2, 2010, Photography, 126 x 254 cm 歌菜No.2, 2010, 攝影, 126 x 254厘米

IMAGE COURTESY OF THE ARTISTS AND VITAMIN CREATIVE SPACE 圖片由藝術家及維他命空間提供



After Dinner Shu Fa at Cricket Pavilion, 2012, Performance documentary, Eastside Projects, U.K. 在板球亭的飯後書法，2012，現場行為紀錄，英國Eastside Projects

IMAGE COURTESY OF THE ARTISTS AND VITAMIN CREATIVE SPACE 圖片由藝術家及維他命空間提供

**陽**江組是一個由鄭國谷、陳再炎、孫慶麟三位藝術家於2002年在中國廣東省陽江市所組成的藝術組織，他們將於9月在港舉行首次個展。《飯後書法》是一系列攝影作品，當中融合了行為藝術、書法及以水墨和飯後剩菜創作而成的繪畫。

在中國文化中，書法傳統以來被視為是專屬精英及知識份子的藝術。陽江組則以此作為獨特的媒介去實踐多元的當代藝術創作及體驗，涉獵廣及攝影、繪畫、裝置、錄像和行為藝術。陽江組的成立志在打擊書法在新中國的傳統現狀，藉此將書法及文字分解，並還原至

通俗及草根文化層面的原有狀態及意義。

陽江組的創作靈感源自大眾媒體、政治、流行文化和日常生活的各方面，這些靈感繼而被轉化為風趣機智和發人深省的文字及繪畫。他們的作品從而反映出他們自身的生存狀態及遊戲人間的生活態度。

陽江組的作品曾廣泛地於世界著名的藝術館及畫廊展出，最近在英國伯明翰Eastside Projects進行名為「在板球亭的飯後書法」的個展，並且受Frieze Projects 2012委託在今年10月的Frieze London中創作一件場地特定作品。✿



IMAGE COURTESY OF THE ARTISTS AND VITAMIN CREATIVE SPACE 圖片由藝術家及維他命空間提供

### Blindspot Gallery

24- 26A, Aberdeen Street, Central, Hong Kong  
 Opening hours: Tuesday to Saturday, 11:00am to 7:00pm  
 Closed on public holidays  
[www.blindspotgallery.com](http://www.blindspotgallery.com)

#### 刺點畫廊

香港中環鴨巴甸街24至26號A  
 開放時間：星期二至星期六，上午11時至下午7時，公眾假期休息  
[www.blindspotgallery.com](http://www.blindspotgallery.com)



# The (Honest) Truth About Dishonesty

## 有關不誠實的（誠實）真相

*The New York Times* bestselling author of *Predictably Irrational* and *The Upside of Irrationality* returns with thought-provoking work to challenge our preconceptions about dishonesty and urge us to take an honest look at ourselves

By **Malcolm Ainsworth**

《紐約時報》暢銷書《誰說人是理性的！》及《不理性的力量》的作者今次以發人深省的新作，挑戰我們對不誠實的成見，並鼓勵我們以誠實的態度看待自己 麥爾康

I've always been a 'glass is half full' kind of person, and firmly believe that an ounce of encouragement goes a long way in bringing out the best in people. Admittedly, I may have told a little white lie now and again as a result, such as telling my wife a new dish that she tried to cook was delicious, or massaging some-

Ariely says people usually don't want to hear the truth. In some cases, as Jack Nicholson put it in the film *A Few Good Men*: "You can't handle the truth!"

But more often than not, we lie to people to get what we want, and making people feel smart is a great marketing tool. They will buy things that tell them

Generally, we assume that cheating, like most other decisions, is based on a rational cost-benefit analysis. But Ariely argues, and then demonstrates, that it's actually the irrational forces that we don't take into account that often determine whether we behave ethically or not. For every Enron or political bribe, there are countless puffed resumes, hidden commissions, and knockoff purses.

In *The (Honest) Truth About Dishonesty*, Ariely shows why some things are easier to lie about; how getting caught matters less than we think; and how business practices pave the way for unethical behaviour, both intentionally and unintentionally. Ariely explores how unethical behaviour works in the personal, professional, and political worlds, and how it affects all of us, even as we think of ourselves as having high moral standards.

But all is not lost. Ariely also identifies what keeps us honest, pointing the way for achieving higher ethics in our everyday lives. With compelling personal and academic findings, *The (Honest) Truth About Dishonesty* will change the way we see ourselves, our actions, and others. ✨

We lie to people to get what we want, and making people feel smart is a great marketing tool.

我們往往欺騙別人來達到自己所想，而讓別人「自我感覺良好」是有效的推銷工具。

one's ego to get them to agree to help me out. I never really considered it lying, until I read Dan Ariely's latest book, *The (Honest) Truth About Dishonesty*.

The professor of psychology and behavioural economics says people basically lie to everyone, but especially ourselves. That got me wondering, why didn't I just tell my wife the dish was a disaster so that she would improve?

what they already know, as all good consultants will tell you.

### I have high moral standards

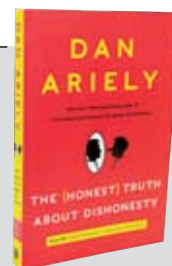
Most of us think of ourselves as honest, but, in fact, we all cheat. From the classroom to the workplace, unethical behaviour is everywhere. None of us is immune, whether it's the white lie to head off trouble or fiddling our taxes.

*The Bulletin* is giving away three copies of this month's featured book. Entries will be randomly drawn from the hat and winners will be announced in the next issue of *The Bulletin*. Deadline for entries is September 21. Simply complete the entry form and send it to: The Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Admiralty, Hong Kong.

《工商月刊》將送出本月推介書籍三本，歡迎會員來信參加。本會稍後將抽出幸運兒，結果將於下月的《工商月刊》內公布。截止日期為9月21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)



**The (Honest) Truth About Dishonesty**



**我** 一直是個樂觀的人，深信丁點的鼓勵都能大大助人發揮潛能。因此，我固然會不時說些白色謊話，例如告訴太太她的新菜式很美味，又或討好別人以換取幫助。我從來不怎樣覺得自己說謊，直到我看了Dan Ariely的新作《有關不誠實的（誠實）真相》，頓時有了新的領悟。

作者Dan Ariely是心理學及行為經濟學教授，他表示人們基本上會向所有人說謊，特別是向自己說謊。這讓我感到好奇，我何不直接告訴太太，她的新菜式實在難以入口，讓她加以改進？Ariely指出，人們通常都不想聽真話。在某些情況下，我們就如荷里活影星積尼高遜在電影《義海雄風》中所說：「你承受不了真相！」

然而，我們往往欺騙別人來達到自己所想，而讓別人「自我感覺良好」是很有效的推

銷工具。只要感覺良好，人們願意付錢去聽一些他們已知的事實，正如所有出色的顧問會提供人所皆知的意見一樣。

我的道德標準很高

大多數人都認為自己誠實，但事實上，我們全都欺騙人。從課室到職場，不道德的行為無處不在。無論是為了避免麻煩而編造白色謊言，還是刻意造賬瞞稅，沒有人是誠實不欺的。

一般來說，我們假設欺騙就像其他大多數的決定一樣，是基於理性的成本效益分析。但Ariely卻說明了，原來是一些我們未曾考慮的非理性因素，經常決定我們應否循規蹈矩。從Enron事件到政治賄賂，當中涉及無數的虛假履歷、秘密回佣和偽造冒充。在《有關不誠實的（誠實）真相》中，Ariely展示了

為何有些事情較易騙人；被捕並不如我們想像般嚴重；以及商業手法如何為故意和非故意的不道德行為鋪路。Ariely探討了不道德行為對個人、專業和政治領域的影響，以及即使我們認為自己的道德標準很高，不道德行為會怎樣影響我們所有人。

然而，我們尚存希望。Ariely亦指出了我們可怎樣保持誠實，引導我們在日常生活中達到更高的道德水平。憑著有趣的個人和學術研究結果，《有關不誠實的（誠實）真相》會改變我們對自己 and 個人行為等等的看法。✿

Congratulations to the winners of  
*Prescription for Excellence* :  
Zoe Huang, Alex Lim, David Ho

# Happiness Is the Best Medicine

## 快樂是最佳良藥

Positive feelings may help protect cardiovascular health  
正面情緒或有助保障心血管健康

Over the last few decades numerous studies have shown negative states, such as depression, anger, anxiety, and hostility, to be detrimental to cardiovascular health. Less is known about how positive psychological characteristics are related to heart health. In the first and largest systematic review on this topic to date, Harvard School of Public Health (HSPH) researchers found that positive psychological well-being appears to reduce the risk of heart attacks, strokes and other cardiovascular events.

The American Heart Association reports more than 2,200 Americans die of cardiovascular disease (CVD) each day, an average of one death every 39 seconds. Stroke accounts for about one of every 18 U.S. deaths.

“The absence of the negative is not the same thing as the presence of the positive. We found that factors such as optimism, life satisfaction, and happiness are associated with reduced risk of CVD regardless of such factors as a person’s age, socioeconomic status, smoking status, or body weight,” said lead author Julia Boehm, research fellow in the Department of Society, Human Development, and Health at HSPH. “For example, the most optimistic individuals had an approximately 50% reduced risk of experiencing an initial cardiovascular event compared to their less optimistic peers,” she said.

In a review of more than 200 studies published in two major scientific databases, Boehm and senior author Laura Kubzansky, associate professor of society, human development, and health at HSPH, found there are psychological assets, like optimism and positive emotion, that afford protection against cardiovascular disease. It also appears that these factors slow the progression of disease.

To further understand how psychological well-being and CVD might be related, Boehm and Kubzansky also investigated well-being’s association with cardiovascular-related health behaviors and biological markers. They found that individuals with a sense of well-being engaged in healthier behaviors such as exercising, eating a balanced diet, and getting sufficient sleep. In addition, greater well-being was related to better biological function, such as lower blood pressure, healthier lipid (blood fat) profiles, and normal body weight.

If future research continues to indicate that higher levels of satisfaction, optimism, and happiness come before cardiovascular health, this has strong implications for the design of prevention and intervention strategies. “These findings suggest that an emphasis on bolstering psychological strengths rather than simply mitigating psychological deficits may improve cardiovascular health,” Kubzansky said. ✿

An emphasis on bolstering psychological strengths rather than simply mitigating psychological deficits may improve cardiovascular health.

改善心血管健康的重點是提升心理質素，而非單單緩和負面情緒。

過去幾十年，眾多研究均顯示憂鬱、憤怒、焦慮和仇恨等負面狀況不利於心血管健康，但我們對正面心理特質與心臟健康的關係則所知不多。哈佛公共衛生學院就這個題目進行了迄今首個最大型的系統性研究，研究員發現正面的心理素質似乎可降低罹患心臟病、中風和其他心血管疾病的風險。

根據美國心臟協會的報告，每日有超過2,200名美國人死於心血管疾病，平均每39秒就有一人死亡，而在當地每18位死者之中，就有大概一人死於中風。

哈佛公共衛生學院社會、人類發展及健康系研究員Julia Boehm擔任是次研究主管。她說：「沒有負面情緒並不同擁有正面情緒。我們發現，無論任何年齡、社會經濟地位、吸煙狀況或體重的人士，只要保持樂觀、滿足和快樂，就可減輕患上心血管疾病的風險。」她續說：「例如，最樂觀的人罹患初期心血管疾病的風險，比相對悲觀的人士低50%

左右。」

綜合兩大科學數據庫發表的逾200項研究，Boehm與同系副教授及高級研究員Laura Kubzansky發現，樂觀和正面情緒這些心理條件可抵禦心血管疾病，而這些因素亦似乎可延緩疾病惡化。

為進一步了解心理健康與心血管疾病的關係，Boehm和Kubzansky亦探討了正面的心理與心血管相關的健康行為和生理指標之間的關係。他們發現，擁有正面情緒的人會有一些較健康的習慣，如做運動、飲食均衡和睡眠充足等。此外，心理愈健康，生理功能也愈佳，例如血壓較低、血脂水平較健康及體重正常。

假如未來的研究持續顯示滿足感、樂觀和快樂等正面情緒能帶來心血管健康，這對於制訂預防和干預策略將有重大的啟發作用。Kubzansky表示：「這些結果證明，改善心血管健康的重點是提升心理質素，而非單單緩和負面情緒。」 ✿

## 2013 Chamber Diary 香港總商會日記簿

This executive diary is an ideal gift for yourself and your clients. Elegantly designed to convey a pragmatic and professional corporate image, this diary comes in burgundy. It is packed with essential business information on Hong Kong, including important telephone numbers of government offices and consulates.



(Photo for reference only  
圖片只供參考)

香港總商會行政人員日記簿設計典雅大方，送禮自用兩皆宜。日記簿採用棗紅作主色，帶出務實而專業的企業形象。內頁更備有中港營商相關資訊，包括香港各大政府機構及領事館的聯絡電話，助您把握商機。

### ORDER FORM 訂購表格

#### 2013 Chamber Diary 香港總商會日記簿

I wish to order \_\_\_\_\_ (quantity) 2013 Chamber Diary at HK\$150/copy.

本人欲訂購 \_\_\_\_\_ 本2013年香港總商會日記簿，每本價值150港元。

Total 總額HK\$ 港元 \_\_\_\_\_ All diaries must be picked up at the Chamber's head office. 閣下可親臨或派員到本會總辦事處領取已訂購之日記簿。

Name 姓名 : \_\_\_\_\_ Telephone 電話 : \_\_\_\_\_ Fax 傳真 : \_\_\_\_\_

Company 公司 : \_\_\_\_\_ Email 電郵 : \_\_\_\_\_

Address 地址 : \_\_\_\_\_

Total amount on cheque 支票總額 HK\$港元 \_\_\_\_\_

Please mail this order form and your crossed cheque made payable to **The Hong Kong General Chamber of Commerce**, to: The Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Hong Kong. Attn: Miss Tsui. Enquiry: 2823 1245 or 2823 1299.

請填妥訂購表格，連同劃線支票（支票抬頭請寫上「香港總商會」）一併寄回香港金鐘道95號統一中心22樓香港總商會 徐小姐收。查詢：2823 1245或2823 1299。



# Loco Tapas

More bars are serving little nibbles to create a wonderfully European atmosphere in the watering holes of Hong Kong, writes **Malcolm Ainsworth**

愈來愈多本地酒吧提供小吃，打造濃厚的歐陸風情  
麥爾康

**T**apas, the inexpensive appetizers served as bar food throughout Spain, have struggled to take root in Hong Kong. Now and again an occasional new tapas place would open around SOHO, but before long it would be closing its doors.

This might be because instead of paying a €2 or €3 (roughly HK\$20-\$30) for a plate as you would in Spain, tapas bars are charging anywhere from \$60 up to \$100 for a nibble.

But when you think about it, Spanish restaurants in general have had a similarly tough time surviving in Hong Kong, with the exception of one or two outstanding places like Ole. This is unusual because Spanish dishes, when done properly, are fantastic.

Who can resist a paella swimming in seafood, creamy tortilla or a surprise plate of montaditos – little slices of bread topped with whatever the chef fancies.

1/5 nuevo, which has survived the time test, has been introducing Hongkongers to tapas on trendy Star Street in Wanchai for the past five years. The restaurant recently invited guest chef Quim, from El Quim de la Boqueria in Barcelona, to share his flavours with Hong Kong diners. Quim's culinary style



2

focuses on simplicity and using local produce from Barcelona to give his tapas their distinctive flavor.

Although Quim has sadly returned to Barcelona, he shared some of his signature dishes with executive chef Choy Ka On, who has added some of them to the menu to add a stronger Spanish flavor to the restaurant's menu. 🌸

1 **Mixed pinchos** – Grilled chorizo, sardines and piquillos peppers, artichokes and goat cheese, and Iberico ham.  
**小吃拼盤** 在小麵包上分別擺放燒西班牙香腸、沙甸魚及紅椒、洋蔥及羊奶芝士，以及黑毛豬風乾火腿，再以竹籤串起。

2 **Paella** is available in small, medium and large pans.  
**西班牙海鮮飯** 有大、中、小鍋，任君選擇。



1



Malcolm Ainsworth is Senior Managing Editor of *The Bulletin*, former Editor of *The China Post*, the food & wine guide "Prime Time" and founder of the "*Taipei Restaurant Review*." He can be reached at malcolm@chamber.org.hk  
麥爾康是《工商月刊》高級總編輯，曾任《英文中國郵報》及美食紅酒指南《Prime Time》編輯，亦是台北飲食雜誌《Taipei Restaurant Review》創辦人。電郵：malcolm@chamber.org.hk

# 狂熱



3



4



5



6



7



8



9

**在** 西班牙各地酒吧中很常見的便宜前菜Tapas，一直在香港苦苦扎根。蘇豪區附近偶爾會有新的Tapas餐廳開張，但不久就會關門大吉。

箇中的原因可能是Tapas小吃在西班牙每碟賣2至3歐羅（約20至30港元），但香港的酒吧卻索價60至100港元不等。

除了一兩家如Ole般出色的龍頭大哥，西班牙餐廳普遍在香港難以生存。仔細想想，其實這並不尋常，因為只要烹調得宜，西班牙菜其實美味無窮。

誰能抗拒「大堆頭」的Paella西班牙海鮮飯？香辣的Tortilla薄餅？又或隨大廚喜好在小片的麵包鋪上各種配料、滿載驚喜的Montaditos？

過去五年，1/5 nuevo經歷了時間的考驗，一直在潮人集中地灣仔星街向港人介紹Tapas小吃。餐廳最近邀請了巴塞隆拿馳名食店El Quim de la Boqueria的Quim來港作客席廚師，大顯身手。Quim的烹調風格以簡約為主，擅於以巴塞隆拿的地道食材，為Tapas賦予獨一無二的美味。

儘管Quim已返回巴塞隆拿，但他與1/5 nuevo的行政總廚蔡家安師傅分享了幾道招牌菜，讓他們加入餐牌之中，為菜式增添地道的西班牙風味。

- 3 Seafood soup with prawns, clams, and garlic toast.  
大蝦甜蜆海鮮湯伴蒜蓉多士。
- 4 Duck confit with garlic potatoes.  
鴨腿伴蒜香馬鈴薯。
- 5 Codfish fritters.  
炸銀鱈魚球。
- 6 Chorizo sautéed with onions.  
洋蔥炒西班牙香腸。
- 7 Hummus with guacamole and olive dips.  
鷹嘴豆蓉配牛油果醬及橄欖沾醬。
- 8 Mussels in white wine and garlic.  
白酒香蒜青口。
- 9 Catalan cream, and coffee cream brulee.  
焦糖奶凍及咖啡焦糖燉蛋。

**1/5 nuevo**  
9 Star Street,  
Wanchai,  
Hong Kong  
香港灣仔  
星街9號  
2529 2300

# Chamber Happenings 活動重溫



## Luncheon with José Fernandez, U.S. Assistant Secretary for Economic and Business Affairs

美國助理國務卿 José Fernandez 午餐會

HKGCC hosted a private luncheon for U.S. State Department's Assistant Secretary for Economic and Business Affairs José Fernandez on August 2. Fernandez gave a brief overview on the United States' economic engagement in Asia, U.S.-China economic relations, and investment to the U.S., including issues regarding the Committee on Foreign Investment in the United States (CFIUS), of which he is a committee member.

總商會於8月2日為美國國務院負責經濟和工商事務的助理國務卿 José Fernandez 舉辦私人午餐會。Fernandez 簡述了美國與亞洲的經濟合作、中美經濟關係，以及外商對美國的投資，包括美國海外投資委員會（CFIUS）處理的事務，當中 Fernandez 是該委員會的成員之一。

## Americas Committee

A 13-member delegation of U.S. Congressional Staffers, in partnership with the U.S.-China Policy Foundation, paid a courtesy call on the Chamber on August 7. David O'Rear, the Chamber's Chief Economist, and members of the Chamber's Americas and China committees welcomed the visitors, who were briefed on the latest

business developments in Hong Kong.

## Asia/Africa Committee

Takako Shimadzu, Director of International Affairs Department of the Kagoshima Prefectural Government and Manager Yukiko Enomoto, together with Motokazu Nishimura, Director of KPG Hong Kong, called on the Chamber on July 19. The visit as in

preparation for the 18th Hong Kong-Kagoshima Conference, which will take place on October 25 this year in Hong Kong. HKGCC has been a long-time supporter of the conference, which aims to foster closer ties between Hong Kong and Kagoshima.

A 27-member delegation from the food sector in Iran called on the Chamber on August 14 and met with members of the Asia/

Africa Committee as well as Chamber members in the food sector. Behzad Mirzaei, Vice Chairman of the Chamber's Asia/Africa Committee, welcomed the visitors and provided an update on the latest developments in Hong Kong and how the two sides could facilitate trade. Members were particularly interested in sourcing saffron from Iran, as well as other dry foods.

## Chamber Committees 總商會委員會

Americas Committee

美洲委員會

Mr Michael Paulus

馬國寶先生

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 Edmond Yue

余國賢先生

CSI – Executive Committee

香港服務業聯盟 — 執行委員會

Mr Y K Pang

彭耀佳先生

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

## China Committee

Chen Xiaohui,

Director,  
The United  
Front Work  
Department  
of Guangzhou Tianhe  
District, and Qiu Weiqing,  
Director, Guangzhou Tianhe  
Central Business District  
Administrative Committee,  
called on the Chamber  
on July 31 to talk about  
economic developments in  
Tianhe.



Tian Weidong, Deputy  
Director-General, Huaian  
Economic and Information  
Technology Commission,  
Jiangsu Province, led a  
delegation to visit the  
Chamber on August 3 to  
discuss future cooperation  
between the Chamber and  
Huaian City.



### Luncheon with the Chief Secretary for Administration

政務司司長午餐會

The Chamber's Chairman C K Chow and  
members of the General Committee  
hosted a luncheon for Carrie Lam Cheng  
Yuet-ngor, Hong Kong's new Chief  
Secretary for Administration on August 23.

總商會主席周松崗及多位理事於8月23日為港府  
新任政務司司長林鄭月娥舉辦午餐會。

## DIT Committee

The Sub-work Group  
of the DIT Committee  
met on July 18 to discuss  
issues relating to the

Government's review of  
the Telecommunications  
Ordinance and  
Broadcasting Ordinance.

## Financial and Treasury Services Committee

James Shipton, Managing  
Director, Executive Office,  
Goldman Sachs (Asia) LLC,  
met with the Chamber's  
Business Policy's Watson  
Chan and Charlotte Chow  
on July 20 to learn about the  
work of the Financial and  
Treasury Services Committee.

## HKCSI Executive Committee

Xin-yi Huang, Researcher  
of the Commerce  
Development Research  
Institute of Taiwan, called on  
the Chamber on July 19 to  
learn about the development  
of service industries in Hong  
Kong and CEPA.

## Industry and Technology Committee

Emil Yu, Vice Chairman of  
the Industry and Technology  
Committee, attended the 19th  
Project Committee meeting  
of the Cleaner Production  
Partnership Programme on  
July 23 to endorse project  
applications.

## Real Estate and Infrastructure Committee

The Chamber submitted  
to the Government on July  
20 members' views on "Our  
Future Railway" Stage 1  
Public Engagement Exercise  
for the Review and Update  
of the Railway Development  
Strategy 2000. ❀



Lam Wai Chi, President, Hong Kong Chamber of  
Commerce China – Guangdong, led 15 board members  
to call on the Chamber on July 20. Stephen Ng,  
Vice Chairman of the Chamber, and several China  
Committee members, met with the group and discussed  
expanding future cooperation.

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 Neville S. Shroff  
尼維利施樂富先生

Financial and Treasury Services Committee  
金融及財資服務委員會  
Mr Weber Lo  
盧韋柏先生  
Industry & Technology Committee  
工業及科技委員會  
Mr K C Leung  
梁廣泉先生

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



美洲委員會



由美國國會及美中政策基金會組成的13人代表團於8月7日到總商會作禮節性拜訪，由本會首席經濟師歐大衛、美洲及中國委員會成員接待，並簡述香港最新商業發展。

亞洲/非洲委員會

鹿兒島縣政府國際事務部部長 Takako Shimadzu、經理 Yukiko Enomoto 聯同鹿兒島縣政府駐香港主管 Motokazu Nishimura 於7月19日到訪本會，此行旨在為今年10月25日在港舉行的「香港—鹿兒島會議」作出準備。該會議旨在加強香港與鹿兒島的緊密聯繫，而總商會一直是會議的支持機構。

來自伊朗食品業的27人代表團於8月14日到訪，並與亞洲/非洲委員會成員及來自食品業的總商會會員會面。團員由本會亞洲/非洲委員會副主席苗澤文接待，並介紹香港的最新發展，以及雙方如何促進貿易。會員對從伊朗採購番紅花及其他乾糧尤感興趣。

中國委員會

中國香港（地區）商會廣東會長林衛智於7月20日率領15位董事成員到訪，與總商會副主席吳天海及幾位中國委員會成員會面，討論擴大未來合作。

中共廣州天河區統戰部部長陳曉暉及廣州天河中央商務區管理委員會主任丘衛青於7月31日到訪，討論天河區的經濟發展。

江蘇省淮安市經濟和信息化委員會副主任田衛東於8月3日率領代表團到訪，討論總商會與淮安市的未來合作。

數碼、資訊及電訊委員會

數碼、資訊及電訊委員會工作小組於7月18日開會，討論政府檢討《電訊條例》及《廣播條例》的相關議題。

金融及財資服務委員會

高盛（亞洲）有限責任公司行政辦事處董事總經理 James Shipton 於7月20日與總商會工商政策組的陳利華及周育珍會面，了解金融及財資服務委員會的工作。

工業及科技委員會

工業及科技委員會副主席于健安於7月23日出席「清潔生產伙伴計劃」的第19次項目委員會會議，以通過項目申請。

香港服務業聯盟執行委員會

台灣商業發展研究院研究員黃馨儀於7月19日到訪，了解香港服務業及CEPA的發展。

地產及基建委員會

政府早前就《鐵路發展策略2000》檢討及修訂展開「我們未來的鐵路」第一階段公眾參與活動，總商會於7月20日就有關諮詢文件向當局提交會員的意見。

Town Hall Forum Series: Meet the Ministers

議事論壇系列：局長全接觸

Gregory So Kam-leung (right), Secretary for Commerce and Economic Development, and Raymond Tam Chi-yuen (left), Secretary for Constitutional & Mainland Affairs, spoke at the Chamber's 'Town Hall Forum Series: Meet the Ministers' on August 16, and 22 respectively.

The forums were part of an ongoing series to provide members with the opportunity to meet bureau secretaries face to face. To encourage a candid exchange of ideas and views, this series of forums is off the record.

In September, **Matthew Cheung Kin-chung**, Secretary for Labour and Welfare; **Dr Ko Wing-man**, Secretary for Food and Health; and **Eddie Ng Hak-kim**, Secretary for Education will speak at the forum. Sign up via the Chamber's website to secure your seat for these very useful and illuminating discussions.



商務及經濟發展局局長蘇錦樑（右）與政制及內地事務局局長譚志源（左）分別於總商會8月16日及22日的「議事論壇系列：局長全接觸」擔任嘉賓。

這些論壇為會員提供寶貴的機會，與多位局長親自面談交流。為鼓勵會員暢所欲言，本論壇系列僅供會員參加，不設傳媒採訪。

在9月，本會邀得勞工及福利局局長張建宗、食物及衛生局局長高永文醫生，以及教育局局長吳克儉蒞臨論壇與會員交流。請即登入總商會網站，報名參加這些實用且具啟發性的討論。



Membership Committee  
會員關係委員會  
Mr Y K Pang  
彭耀佳先生  
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 P C Yu  
余鵬春先生  
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

## Business Made Easy with Certification and Documentation Services

### Certificates of Origin (CO)

Re-export · Without Transit / With Transhipment  
CEPA · Hong Kong · Processing  
Largest web-based CO platform and  
issuing organization in HK

### Certification of Document

Trade documents certified by Chamber  
A key to documents credibility and mutual trust

### Consulate Endorsement Facilitation (CEF)

One-stop-shop for both Chamber and  
Consulate Endorsement

### Paper-to-electronic Conversion

For Import / Export Declarations, ROCARS and  
Certificates of Origin – CEPA / Hong Kong / Processing

### ATA Carnet

Sole issuing organization in Hong Kong for duty free  
temporary import of goods



[www.webco.hk](http://www.webco.hk)



Hotline: 2395 5515  
[coenquiry@webco.hk](mailto:coenquiry@webco.hk)

**Professional • Speedy • Convenient • Trusted Worldwide**

### Locations:

**Central** Rm 202, 2/F Prosperous Bldg, 48-52 Des Voeux Rd  
Tel 2525 2131 Fax 2877 2032

**MongKok** 3/F Silvercorp Int'l Tower, 707-713 Nathan Rd  
Tel 2395 5515 Fax 2391 9469

**TST** Rm 1301, 13/F Podium Plaza, 5 Hanio Rd  
Tel 2730 8121 Fax 2735 7093

**Kwun Tong** Rm 1508, 15/F Futura Plaza 111-113 How Ming St  
Tel 2344 8713 Fax 2342 5574

**Lai Chi Kok** Rm 904, 9/F Saxon Tower 7 Cheung Shun St  
Tel 2310 1378 Fax 2310 1360

**Tsuen Wan** Rm 1047, 10/F Nan Fung Centre 264-298 Castle Peak Rd  
Tel 2416 0844 Fax 2412 2799

**Fotan** Rm 1406, 14/F Shatin Galleria 18-24 Shan Nei St, Fotan  
Tel 3586 8180 Fax 3586 9290

# The Sky Is Not the Limit 飛越天空的界限



Shenzhou-9 Manned Space Flight Mission Delegation  
神舟九號載人航天飛行代表團



**H**KGCC joined forces with other local chambers and organized a special luncheon on August 12 in honour of the 'Shenzhou-9' Delegation. The three astronauts, Jing Haipeng, Liu Wang and Liu Yang, together with an aerospace delegation, paid a visit to Hong Kong to celebrate the success of their mission.

Their achievements and the complete journey were shared with members via a video presentation at the luncheon.

HKGCC Chairman C K Chow and Legco Representative Jeffrey Lam were the official representatives from the Chamber and welcomed the three astronauts and the delegation. Members had an enjoyable luncheon and met the astronauts in person when they visited all the tables. ✿



# 工商界熱烈歡迎神舟九號載人航天代表團午宴



**總**商會與多家本地商會於8月12日聯合舉辦午宴，歡迎「神九」代表團訪港。三位航天員景海鵬、劉旺、劉洋及載人航天代表團與香港市民一同慶祝任務成功。

午宴期間，大會播放了一段精彩影片，與會員分享「神九」的航天成就和整個旅程。

總商會主席周松崗及立法會代表林健鋒在席上代表本會，歡迎三位航天員和代表團到訪。會員享受了一頓愉快難忘的午餐，並有機會在航天員繞場逐一祝酒時，與他們近距離接觸。✿

Cities around the world are competing to attract investments, but a report by the Royal Institution of Chartered Surveyors (RICS), shows that businesses are more likely to locate to cities where city policy makers align their policies to attract both employers and employees.

*Corporate Real Estate: Investment and Global Cities*, collates findings from RICS discussion forums in nine global cities, and examines the factors which attract or deter corporates from locating their commercial and industrial space.

The consistent message coming out of the discussion forums is that the cities which will continue to flourish are those which understand the full range of business demands – a talent pool, good ‘liveability’, transport infrastructure, business-friendly tax and regulatory regime – and act accordingly.

“Businesses are run and managed by people, and while factors influencing a business’ cost base will always attract or deter it from locating, if talented people are attracted to a city this will help corporates to locate. The range of fac-

Kong is office costs. The lack of office space makes it particularly challenging for smaller businesses, and for international companies looking to move to Asia. Dunford said the high costs have pushed some businesses to look at other places, like Singapore, which is offering a very good alternative.

The Mainland’s rapidly expanding mega cities are experiencing similar problems. In Shanghai rising costs have become the biggest challenge, while companies moving to Beijing are trying to come to grips with costs following the country’s GDP growth and inflation.

“Also, Shanghai is a difficult place to live. Corporations are worried about looking after their staff, their standard of living, getting the kids into an international school, and what they do after school,” he added.

Singapore presents a direct competitor to Hong Kong. Dunford said the city state has opened a lot of new offices that are very well planned, and feel very familiar to Canary Wharf, which provides a degree of comfort for financial firms moving there. But it still has the challenge of providing schools, parking, and the everyday requirements that executives take for granted in their home countries.

He also pointed out that companies are increasingly looking at the talent pool in cities before deciding to invest in cities there.

“There is a growing trend for corporations to go where good quality talent is located,” he said. “There is a trend in Asia that you cannot get hold of quality staff in some cities, so businesses have to bring in talent, and these people are becoming more demanding about where they are willing to work. So if the quality of life, and support, like international schools, is not available, they will refuse to be relocated.”

Johnny Dunford, Global Commercial Property Director, RICS: “While cities are competing across the globe to attract and retain companies’ commercial and industrial sites, in many cases they fail to provide business with a coherent case to locate.”

英國皇家特許測量師學會全球商業地產總監 Johnny Dunford 說：「儘管各地城市都爭相吸納和保留企業以當地作為工商業選址，但它們往往未能提供一致的理由，說服企業在當地落戶。」

“ There is a growing trend for corporations to go where good quality talent is located  
企業日漸傾向遷移到擁有優質人才的地方 ”

“The findings show that while cities are competing across the globe to attract and retain companies’ commercial and industrial sites, in many cases they fail to provide business with a coherent case to locate,” Johnny Dunford, Global Commercial Property Director, RICS, told members at a Chamber roundtable luncheon.

tors attracting corporates to locate are varied, but the challenge for cities is to join these different policy areas into one coherent offer to businesses,” he said.

#### Costs

Office rentals are becoming a significant factor. The report shows a major challenge for many businesses in Hong



# Investment and Global Cities

## 投資與全球城市

The quality of a city's talent pool is a deciding factor for many businesses looking to invest overseas

對於許多有意投資外地的企業來說，城市的人才質素是決定性因素



© MYCOOLSITES | DREAMSTIME.COM

**世** 界各地城市正競相吸引外資，但英國皇家特許測量師學會的一份報告顯示，某些城市的決策者利用政策來吸引僱主和僱員，企業會較傾向在這些城市開設業務。

報告名為《企業房地產：投資與全球城市》，綜合了該會在九個國際城市的討論結果，並探討一些吸引或窒礙企業設立工商業據點的因素。

該會全球商業地產總監Johnny Dunford出席本會午餐會時表示：「研究顯示，儘管各地城市都爭相吸納和保留企業以當地作為工商業選址，但它們往往未能提供一致的理由，說服企業在當地落戶。」

多個論壇所帶出的一致訊息是，城市要持續興旺，就必需了解不同的商業需求，包括人才庫、良好的「宜居度」、運輸基建，以及友善營商的稅務和規管制度等，並採取相應行動迎合需求。

他說：「企業始終以人為本，儘管影響企業成本基數的因素往往會吸引或阻礙企業在某個城市開設業務，但假如當地有能力吸納人才，這將有助企業落戶。吸引企業進駐的因素

多不勝數，但城市所面對的挑戰，在於把這些不同的政策範疇融合起來，為企業提供一個協調一致的誘因。」

### 成本

辦公室租金正成為一個重要因素。報告指出，很多香港企業面對的主要挑戰是辦公室成本。寫字樓空間不足，對小型企業的影響尤大；對於尋求進軍亞洲的國際公司而言，Dunford認為，高昂的成本已迫使部分企業轉移至其他地方，例如新加坡也是很好的選擇。

內地急速擴展的超級城市正經歷類似問題。在上海，成本上升已成為最大的挑戰，而北京的公司亦正設法應付國內生產總值增長與通脹所引致的成本問題。

他補充：「此外，上海是一個不理想的居住地點。企業要為如何安頓員工而煩惱，例如照顧他們的生活水準、送他們的孩子到國際學校，以及安排課外活動等。」

新加坡是香港的直接競爭對手。Dunford表示，當地有很多新寫字樓落成，規劃完善，而且環境與倫敦金融中心Canary Wharf十分近

似，讓遷進該區的金融機構感到安心自在。然而，學額和車位的供應，以及滿足外地行政人員的日常需要，仍然是一大難題。

他亦指出，企業決定投資一個城市之前，愈來愈重視當地的人才質素。

他說：「企業日漸傾向遷移到擁有優質人才的地方。」他續道：「亞洲出現一個趨勢，就是企業無法在一些城市覓得優秀的人才，因此他們得從海外引入人才，而這些員工對工作環境的要求也愈來愈高，如果有關城市的生活質素及國際學校等支援未如理想，他們會拒絕被調派到當地工作。」



# SEPTEMBER 2012 2012年9月

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<b>Town Hall Forum Series: Meet the Ministers</b> <b>Mr Matthew Cheung Kin-chung, GBS, JP</b> Secretary for Labour and Welfare Wednesday, 5 September, 2012, 4:30 pm – 6:00 pm			
<b>Dr Ko Wing-man, BBS, JP</b> Secretary for Food and Health Wednesday, 12 September, 2012, 4:30 pm – 6:00 pm			
2	3	4	5
	<b>C</b> Meeting of Environment and Sustainability Committee and Economic Policy Committee <b>R</b> Are you ready for the Competition Law? What steps do you need to take?	<b>C</b> Taxation Committee Meeting <b>C</b> CSI Committee Meeting <b>W</b> Seminar on Latest Trend of Corporate Social Responsibility & Sustainability	<b>C</b> Pre-IBC Meeting <b>F</b> Town Hall Forum Series: Meet the Ministers Dr Ko Wing-man, Secretary for Food and Health
	10	11	12
	<b>R</b> HKGCC Taiwan Interest Group Roundtable Luncheon: (ECFA) Changing Roles and New Opportunities for Hong Kong, Taiwan and the Mainland	<b>C</b> Retail and Tourism Committee Meeting <b>N</b> Cocktail Reception in Honour of the European Consuls General in Hong Kong <b>W</b> Excellence in Customer Service	<b>C</b> China Committee Meeting <b>S</b> CEPA Sharing Session
	17	18	19
23/30	24	25	26
	<b>W</b> Trend of Arrears Situation of Hong Kong Exporters & the Regulations for Managing Deferred Payment from Mainland Business	<b>C</b> Europe Committee Meeting <b>C</b> Manpower Committee Meeting <b>R</b> Euro Debt Crisis: The Impact on Global Trade Credit Risks <b>T</b> Performance Appraisal Interview Techniques with NLP	<b>C</b> Legal Committee Meeting <b>R</b> An update on tax issues relating to Mergers & Acquisitions in Hong Kong and China

Highlights  
焦點活動

## US Election 2012 – The Politics and Economics (Part 2)

Thursday, 20 September 2012  
12:30pm to 2:00pm



T Training  
 L Luncheon  
 R Roundtable Luncheon  
 S Seminar  
 W Workshop  
F Forum  
 C Committee Meeting  
 M Mission  
 S Study Tour  
 N Networking

THURSDAY	FRIDAY	SATURDAY
<p><b>Mr Eddie Ng Hak-kim, SBS, JP</b> Secretary for Education</p> <p>Thursday, 20 September, 2012, 4:30 pm – 6:00 pm</p>		1
<p><span style="color: #800080;">L</span> Distinguished Speakers Series – Expect the Unexpected: Building Business Value in a Changing World</p> 	<p><span style="color: #800080;">M</span> HKGCC Mission to Xiamen – For the 16th China Int'l Fair for Investment &amp; Trade</p> <p><span style="color: #0070C0;">C</span> SME Committee Meeting</p> <p><span style="color: #800080;">R</span> What is MPF Employee Choice Arrangement?</p>	7
<p><span style="color: #0070C0;">C</span> Economic Policy Committee Meeting</p> <p><span style="color: #800080;">W</span> Leadership Communication</p> <p><span style="color: #800080;">St</span> See Energy Efficiency in Action at a Green Resort and an Aquaculture Farm</p>	<p><span style="color: #0070C0;">C</span> Shipping and Transport Committee Meeting</p> <p><span style="color: #0070C0;">C</span> Financial and Treasury Services Committee Meeting</p> <p><span style="color: #800080;">W</span> The Ageless Legend – Health Tips for Autumn</p>	15
13	14	15
<p><span style="color: #0070C0;">C</span> Americas Committee Meeting</p> <p><span style="color: #800080;">St</span> See Energy Efficiency in Action at a Green Resort and an Aquaculture Farm</p> <p><span style="color: #800080;">R</span> US Election 2012 – The Politics and Economics (Part 2)</p> <p><span style="color: #800080;">F</span> Town Hall Forum Series: Meet the Ministers Mr Eddie Ng Hak-kim, Secretary for Education</p>	<p><span style="color: #0070C0;">C</span> DIT Committee Meeting</p> <p><span style="color: #800080;">W</span> Kung Fu Workshop &amp; Networking</p> <p><span style="color: #800080;">W</span> “We Can Talk!” – Effective Ways to Start Coaching Conversations</p>	22
20	21	22
<p><span style="color: #0070C0;">C</span> Asia/Africa Committee Meeting</p> <p><span style="color: #0070C0;">C</span> Real Estate &amp; Infrastructure Committee Meeting</p>	<p><span style="color: #0070C0;">N</span> Chamber Golf Outing</p> <p><span style="color: #0070C0;">T</span> Leadership Training for Supervisors &amp; Line Managers</p>	29
27	28	29

# the Bulletin 工商月刊



## Subscribe Now

A pre-paid annual subscription to *The Bulletin* costs HK\$360 posted to any Hong Kong address and US\$85 airmail to any address in the world

**YES!** I wish to subscribe to *The Bulletin* for

- 1 year (12 issues) \_\_\_\_\_ (Total amount)  
 2 years (24 issues) \_\_\_\_\_ (Total amount)  
 3 years (36 issues) \_\_\_\_\_ (Total amount)

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Tel No: \_\_\_\_\_  
 Fax No: \_\_\_\_\_  
 Email: \_\_\_\_\_

I wish to pay by:

- Cheque or Bank Draft in the case of overseas subscription (made payable to The Hong Kong General Chamber of Commerce)  
 MasterCard     Visa  
 (Hong Kong dollars for local subscriptions and US\$ for overseas subscriptions)

Card No: \_\_\_\_\_  
 Expiry Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 (For Office use: Date: \_\_\_\_\_  
 Authorised Code: \_\_\_\_\_)

Please return this form to: The Hong Kong General Chamber of Commerce, 22nd Floor, United Centre, 95 Queensway, Hong Kong Tel: 2529 9229 Fax: 2527 9843

**Chamber Golf Outing**  
28 September

**The 18th Annual Hong Kong Business Summit**  
**New World, New Capitalism:**  
**Rethinking the Way We Do Business Beyond 2013**

29 November





## Donation Form 捐款表格

We really count on **YOUR SUPPORT** to ensure the continuation of the Good Citizen Award Fund to help Hong Kong remain a safe place for us to do business and for our families to feel safe and enjoy living in. **ACT NOW!**  
我們衷心需要**您的支持**，以維持「好市民獎勵計劃」基金的運作，讓香港繼續成為安居樂業的理想城市。**請即行動！**

I / we would like to support the Good Citizen Award Fund with a cash donation of HK\$ \_\_\_\_\_  
本人 / 公司願意捐助港幣 \_\_\_\_\_ 元正以支持「好市民獎勵計劃」基金。  
(Donation receipt will be issued. Cash donations of HK\$100 or above are tax deductible.)  
(有關捐款將獲發收據。捐助滿一百元的善款可獲政府免稅。)

Thanks, we **DO NOT** need the receipt. 我們**不需要**收據。

Company 公司 \_\_\_\_\_ Membership No. 會員號碼 \_\_\_\_\_  
Contact Person 聯絡人姓名 (Dr / Mr / Ms 博士/先生/女士) \_\_\_\_\_  
Job Title 職銜 \_\_\_\_\_ Tel 電話 \_\_\_\_\_  
Email 電郵 \_\_\_\_\_ Fax 傳真 \_\_\_\_\_  
Address 地址 \_\_\_\_\_

Name to be acknowledged (in print) 鳴謝單位名稱(正楷):

Thanks, we **DO NOT** need any acknowledgement for our support. 請**不用**刊登鳴謝名稱。

Please send your completed form together with your cheque to Ms Celia Lo – HKGCC, 22/F United Centre, 95 Queensway, Hong Kong. Please make cheque payable to "**The Hong Kong General Chamber of Commerce – Good Citizen Award**" and mark "**GCA**" at the back of the cheque.

OR

Bank-in your donation to the following account then fax the bank-in slip together with this form to Ms Celia Lo at 2527-9843.

Account No.: 002-220663-005 (The Hongkong & Shanghai Banking Corporation Limited)

Account Name: The Hong Kong General Chamber of Commerce – Good Citizen Award

請將填妥之表格連同支票寄交：盧小姐 — 香港總商會 香港金鐘道95號統一中心22樓。

支票抬頭請付：「**The Hong Kong General Chamber of Commerce – Good Citizen Award**」，支票背面請寫上「**好市民獎**」。

或

存入以下銀行戶口並請把收據連同本表格傳真至2527-9843盧小姐收。

戶口號碼：002-220663-005 (香港上海滙豐銀行有限公司)

戶口名稱：The Hong Kong General Chamber of Commerce - Good Citizen Award

Enquires 查詢: Ms Celia Lo 盧小姐 (Tel 電話: 2823 1247 / Email 電郵: celia@chamber.org.hk)

# Good Citizen Award Fund

Cash Donation

捐款支持

## 「好市民獎勵計劃」基金



香港的社區安全和低犯罪率向來備受尊崇，但在1970年代初，情況卻截然不同。當年香港罪案頻生，一直威脅著市民、商界和社會穩定。香港總商會於1973年應政府要求，與警隊共同創立「好市民獎」，成為首屆「撲滅罪行宣傳運動」其中一個項目。「好市民獎」背後的理念簡單直截：以即時的現金獎賞，嘉許一些協助防止或撲滅罪行的熱心市民。

過去39年來，有關計劃一直由總商會獨家贊助，我們亦很榮幸可以肩負重任，使香港成為全球其中一個最適合安居樂業的城市。自1973年至今，近4,000名英勇市民已獲嘉許，獎金總值七百萬港元。

適逢「好市民獎」即將邁向40周年，我們計劃為基金重新注資，以確保這個饒富意義的傳統能延續下去。假如您想加入總商會的行列，讓香港繼續蟬聯全球最安全的城市之一，請填妥捐款表格，支持「好市民獎勵計劃」基金。所有捐助者的芳名將會刊載在《工商月刊》，以表鳴謝。

Many people praise how safe they feel in Hong Kong and our low crime rate. But in the early 1970s, Hong Kong was a very different place. Crime was rampant and an everyday threat to citizens, businesses and the stability of the territory. The government asked the Hong Kong General Chamber of Commerce to help, and in 1973, together with the Police, the Good Citizen Award (GCA) was launched under the first Fight Crime Campaign. The idea behind the GCA was simple: reward civic minded citizens who help to prevent or solve a crime with an instant cash award.

Over the past 39 years, HKGCC has been the sole sponsor of the GCA and we are proud to have played an important role in making Hong Kong one of the safest cities in the world in which to live and do business. Since 1973, almost 4,000 Good Citizens have been presented with a GCA and \$7 million in cash for their bravery.

On the eve of the GCA's 40<sup>th</sup> Anniversary, we plan to replenish the fund to ensure that this very meaningful and valuable contribution to the community can continue for many more decades. If you want to join the Chamber and support the good citizens of Hong Kong for helping to keep Hong Kong one of the safest cities in the world, please contribute to the Good Citizen Award Fund by completing the donation form. All donors will be acknowledged in The Bulletin magazine.

<http://www.chamber.org.hk/en/events/good-citizen.aspx>

*Note: Every dollar you donate will be used solely for ensuring that this worthy cause can continue to help Hong Kong remain a safe place for us to do business and for our families to feel safe and enjoy living in. Thank you for your support.*

附註：您所捐贈的每分每毫，僅用於確保這項善舉能延續下去，讓香港繼續成為安居樂業的理想城市。多謝支持！

**HKGCC**  
Hong Kong General Chamber of Commerce  
香港總商會1861



# tricolor

The Business Enablers

## Have you considered outsourcing your human resources management?



### **We enable you to focus on growing your business**

Let Tricor take care of your non-core corporate activities more cost-effectively than you can.

Tricor is a global provider of integrated Business, Corporate and Investor Services. As a business enabler, Tricor provides outsourced expertise in corporate administration, compliance and business support functions that allows you to concentrate on what you do best - Building Business.

Our services include:

- Accounting & Financial Reporting
- Cash, Fund & Payment Administration
- Human Resources & Payroll Administration
- Business Advisory
- Trade Services
- Systems Solutions

**[www.tricorglobal.com](http://www.tricorglobal.com)**

*Member of BEA Group*