

A shortage of labour is holding back businesses and hamstringing Hong Kong's economy

勞工短缺窒礙企業發展，削弱本港經濟

the Bulletin

工商月刊

AUGUST 2013

HKGCC: THE VOICE OF BUSINESS
IN HONG KONG

HK\$30 RMB25

Tax Information Exchange 稅務資料交換

Hong Kong to enter into
standalone tax information
exchange agreements
香港可以簽訂獨立的
稅務資料交換協議

TALKING BUSINESS 在商言商

Christopher Pratt on property, aviation and
Hong Kong's economic outlook
白紀圖談地產、航空業及香港的經濟展望

China's Credit Card Boom 內地信用卡市場 高速增長

China's rapidly expanding
middleclass has given rise to
mind-boggling growth
in credit card usage
中國中產人口迅速增長，
帶動信用卡以驚人速度廣泛普及



Nansha: The PRD's future transportation hub?

南沙：珠三角未來交通樞紐？

Finding solutions to our refuse disposal problem

為廢物處理問題尋求方案

HK\$30 RMB25



4 897002 040006

VITAL SUPPORT FOR CRITICAL INFORMATION



The power of memory
www.crownrms.com/hongkong

Tel: +852 2636 8388

CROWN 
RECORDS MANAGEMENT

August 2013 Contents 目錄



10

Special Reports 專題報導

Talking Business with
Christopher Pratt
白紀圖專訪



30

China in Focus 中國焦點

Plastic Fantastic

內地信用卡市場高速增長
Mainland China's rapidly
expanding middleclass has
given rise to mind-boggling
growth in credit card usage
中國中產人口迅速增長，
帶動信用卡以驚人速度廣泛普及

36 Nansha's Boom

南沙優勢漸顯
China's new development
zone aims to grow into a
future transportation hub
and base for cooperation
between Hong Kong,
Macao and Guangdong
中國發展新區銳意發展成
為交通樞紐，以及粵港澳
的合作基地

Talking Points 議論縱橫

- 4 Filling Our Vacancies
填補空缺
- 6 Finding Solutions to Our
Refuse Disposal Problem
為廢物處理問題尋求方案
- 8 The World of Social Media
社交媒體世界

On the Horizon 生效在即

- 22 Staying in the Game:
Customer Experience in
a Connected World
求存之道：
全球互通下的顧客體驗



20

Economic Insights 經濟透視

Selling Retail

零售人才荒

A shortage of labour is holding back businesses
and hamstringing Hong Kong's economy
勞工短缺窒礙企業發展，削弱本港經濟

26

Special Reports 專題報導

Further Liberalization
of Tax Information Exchange
進一步放寬稅務資料交換



Hong Kong General Chamber of Commerce
香港總商會 1861

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。



46

Member Profile 會員專訪

Architecture Stands as a Witness to Time
見證歷史的建築物



50

Off Business 品味人生

Out of the Box

跳出框框

After working in hotels for 20 years, two seasoned chefs decided to set up their own restaurant to unleash their creativity
兩位資深大廚在酒店工作了20年後，決定自立門戶，發揮無窮的創意



68

**The Sake Lady
Secrets of a Master Brewer
清酒釀製師的秘訣**



60

**Britain is Open for Business
英國開放營商**



64

**New Regulatory Regime for
Direct Marketing
直接促銷新規管**

54

Chamber in Review 活動重溫

Chief Executive Visits Chamber
行政長官到訪總商會

62 Chamber Happy Hour
總商會歡樂時光

66 Driving Heaven
駕駛者的天堂

70 A Cool Kitchen
考察龍皇環保廚房

72 From the Heart
從心出發

76 More Than a Great Wash
洗衣以外的優質服務



Meet trusted suppliers from China & Asia at our Hong Kong fairs!



October 12-15
See 4,000 booths of innovative electronics!

- China Sourcing Fairs:**
- Electronics & Components
 - Security Products
- Korea Sourcing Fair:**
- Electronics & Components

October 19-22
A one-stop shop for decorating, living and giving!

- China Sourcing Fairs:**
- Baby & Children's Products
 - Christmas & Seasonal Products
 - Gifts & Premiums
 - Home Products

October 27-30
Source next season's hottest styles!

- China Sourcing Fairs:**
- Fashion Accessories
 - Garments & Textiles
 - Underwear & Swimwear
- India Sourcing Fair:**
- Garments & Accessories

October 2013 • AsiaWorld-Expo, Hong Kong

- ✓ **Exclusive exhibitors** – meet reliable suppliers from China & Asia and find the most sought-after products at 11 specialized sourcing fairs.
- ✓ **Expanded sourcing zone** – multiply your options with hundreds of unique, carefully selected products from non-exhibiting suppliers.
- ✓ **Convenient venue and perfect time** – adjacent to Hong Kong International Airport; make our show the first stop on your China sourcing trip.
- ✓ **Over 90,000 product photos online** – preview the Fairs now at ChinaSourcingFair.com.



Get more show details and pre-register for FREE admission at:
ChinaSourcingFair.com/xgp

Join these world-renowned sourcing stars:

- | | | | |
|------------------|-------------------------------|----------------|-----------------------|
| • Best Buy | • Toshiba | • Walker Shop | • Forever 21 |
| • LG Electronics | • Carrefour | • AEON | • Gome |
| • Mobil | • DHL | • Toy "R" Us | • Huawei Technologies |
| • Vodafone | • Li & Fung | • Lacoste | • BenQ |
| • Fujitsu | • Walmart | • Yamamay | • And more... |
| • Panasonic | • Shangri-la Resorts & Hotels | • CK Group Inc | |

(Buyers from these companies visited our Fairs in April 2013.)



Free Airport Express Train / Shuttle Bus service is available during the Fairs. Contact (852) 8199 7308 for details.

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



C K Chow, Chairman of HKGCC
Send your views to chairman@chamber.org.hk
香港總商會主席 周松崗，電郵：chairman@chamber.org.hk

Chairman's Desk 主席之言

填補空缺 Filling Our Vacancies

不少企業向我們反映，愈來愈難招聘人手，當中的原因並非本港的勞動力一直停滯不前，而恰好相反，在1986至2012年間，香港勞動人口增加了40.2%，由約270萬人增至約379萬人。儘管如此，我們仍有逾8萬個職位乏人問津。

政府數據顯示，貿易及零售業有近2萬個職位空缺，其次為社會及個人服務業，共有17,330個空缺之多。旅遊和飲食業的空缺數目則以最快的速度上升，今年首季共有15,546個，較2012年同期增加了40.9%。本港其中一個支柱行業金融及保險業，今年首季的空缺率亦增加了10.9%。

除非本港經濟下滑，否則以上情況似乎不會在短期內有轉變，但顯然大家都不想經濟惡化。儘管本港經濟增長由去年的1.5%微升至今年首季的2.8%，但職位空缺的數目卻較去年同期增加了14.6%。人們開始質疑，一旦經濟開始以更高的速度增長，人手短缺的問題會有多嚴峻？

此外，香港特區行政長官梁振英近日指出，由於本港生育率低，加上人口老化，預計本地勞動人口將於2018年後開始萎縮。

要避免經濟增長隨著本地勞動力下降而放緩，我們必須設法讓更多人就業，或以外地勞工填補空缺。

勞工短缺的問題，並無靈丹妙藥可以即時解決。然而，我們認為結合多項措施或可舒緩人手不足，包括提高女性和青年勞工的參與率、輸入勞工，甚或延遲退休年齡。

去年，僅49.6%的香港適齡女性（不包括外籍家庭傭工）獲聘。提高女性勞工的參與率有助舒緩人手短缺。顯然，女性自有她們不工作的理由，但假如能解決她們加入勞動市場的障礙，如缺乏托兒服務或技能不足等問題，她們或會加入勞動大軍。

現時，年齡介乎20至29歲的年青男女當中，就業比例分別是77%和72%左右，這些數字亦有增長空間。我們固然鼓勵年青人升學進修，但亦希望他們會在畢業後投身社會。同樣，缺乏經驗或持續進修可能是他們未有積極求職的原因，但我們必須想辦法把他們引入勞動市場。

我們亦要考慮輸入勞工。我們明白這個議題十分敏感，但人手短缺的問題絕對不容忽視。假如我們坐視不理，這將削弱本港的競爭力、影響企業來港投資的決定、推高工資通脹、蠶食我們的服務質素，最終拖低香港的生活質素。因此，為了香港的福祉和經濟繁榮，我們必須尋求一個對所有持份者有利的務實方案。✿

Many businesses are telling us that they are finding it increasingly difficult to hire people. This is not due to the fact that our workforce has been stagnating – quite the contrary. Between 1986 and 2012, Hong Kong's labour force grew by 40.2%, from about 2.70 million to about 3.79 million. Despite this, we still have over 80,000 positions vacant that we cannot fill.

The trading and retail sectors reportedly have almost 20,000 vacancies, followed by the social and personal services with 17,330 jobs. Vacancies in the tourism and F&B sectors have been growing at the fastest rate, with 15,546 positions remaining unfilled, an increase of 40.9% for the first quarter of this year compared to the same period in 2012. The financing and insurance sectors, one of our pillar industries, have seen the rate of vacancies grow by 10.9% for the same period.

The situation is not likely to change anytime soon, unless our economy goes south, which obviously no one wants. Despite our economic growth edging up slightly from 1.5% last year to 2.8% in the first quarter of this year, the number of vacancies increased by 14.6% compared to the same period last year. One has to wonder how severe the shortage will be once the economy starts growing more quickly.

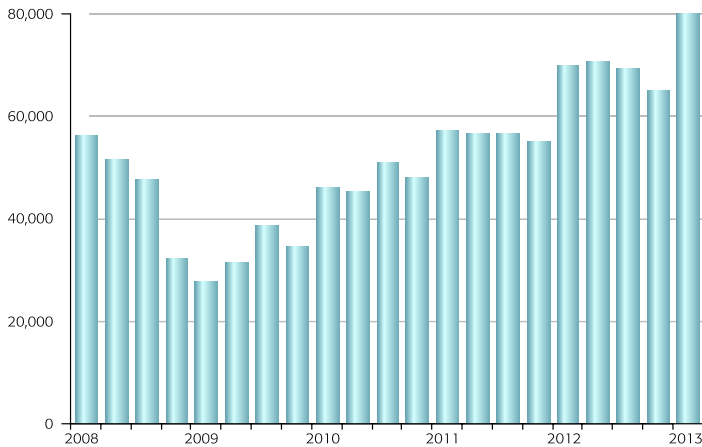
Moreover, Hong Kong's Chief Executive C Y Leung pointed out recently that our domestic workforce is expected to start contracting by 2018, driven by our low birth rate and greying population.

If we are to avoid a shrinking local workforce translating into shrinking growth, we need to find ways to get more people working or top up the shortfall with foreign workers.

There is no simple fix to our labour shortage problem, but we believe a possible combination of measures could alleviate the shortfall. These include getting more women and young people into the workforce, importing labour, and possibly tapping retirees.

Last year, only 49.6% (excluding foreign domestic helpers) of Hong Kong women who were of working age were employed. Having more women participating in the workforce would help to ease our labour shortage. Obviously women have their reasons for not working,

Lost Opportunities: Job Vacancies 錯失了的機會：職位空缺

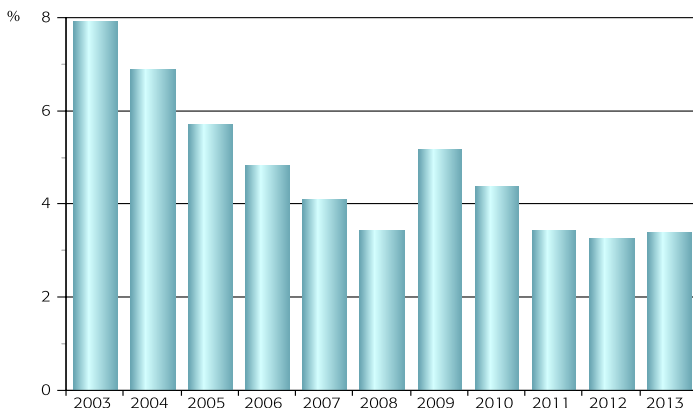


but if some of those deterrents – possibly the lack of childcare services or sufficient skills, etc – could be addressed, they might embrace the opportunity to work.

There is also room for growth among young adults who could work, which currently stands at around 77% for men and 72% for women aged between 20-29. Of course we encourage young people to further their studies, but we hope that upon graduation they will also pursue their careers. Again, possibly the lack of experience or continuing education, could be why they do not actively find work, but we need to find out how we can bring them into the labour pool.

We also need to look at importing labour, which we recognize is a sensitive issue. Unfortunately, we cannot afford to ignore our labour shortfall, because if left unaddressed, it will undermine our competitiveness, influence companies' decisions to invest here, push up wage inflation, and chip away at the quality of service, and ultimately the quality of life in Hong Kong. This is why we believe it is vital for the good of Hong Kong and for our economic prosperity that we find a pragmatic way forward that will be to the advantage of all stakeholders. 🌸

Falling Unemployment Rate 失業率下降



Chairman: C K Chow
Deputy Chairman: Y K Pang
Vice Chairmen: Victor Li, Stephen Ng, Christopher Pratt
CEO: Shirley Yuen
Editor: Malcolm Ainsworth
Editorial Board: David O'Rear, Watson Chan, Lok Yee Fan, Simon Ng
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
總編輯：麥爾康
編輯委員會：歐大衛 陳利華 駱綺芬 顏偉業
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

August 2013

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。



Jeffrey Lam is the Chamber's Legco Representative
He can be reached at www.jeffreyklam.com
香港總商會立法會代表 林健鋒 · 網址：www.jeffreyklam.com

為廢物處理問題尋求方案 Finding Solutions to Our Refuse Disposal Problem

The Legislative Council has suspended discussions on funding for landfill extensions amid protests by residents living close to them. It may be time for the Government to foster communication with the local communities and work out reasonable compensation to win them over to the landfill plans.

As Hong Kong is running out of landfill space and has no other end-of-the-pipe treatment option for refuse, the city does need the landfill expansions to ease pressure and they tally with the overall interests of Hong Kong people. However, the Government must understand local residents' appeals and address the problems they will have to endure in the aftermath of the expansion. The Government should propose specific remedial measures such as improving transport infrastructure and recreational facilities and a possible exemption from waste disposal charges that are being considering.

To respond to local concerns, the Government should also provide immediate help to modify rubbish-collection trucks to reduce leakage and strengthen real-time monitoring of landfill operations to contain the smell.

As a kind of bridge connecting people and the Government, legislative councilors must balance local community interests with those of the whole of society. The problem of waste is an urgent problem facing all Hong Kong citizens. If everyone adopts a "not-in-my-backyard" attitude towards the landfill expansion plans, how should rubbish be disposed of?

Most worryingly, mindsets may spread and to other community facilities, including mental hospitals, prisons, halfway houses and columbaria. With growing public needs for these facilities, we all should be more ready to accept them in our neighborhoods.

More importantly, the Government should speed up the development of a comprehensive package of waste management measures. Among these are incentives for waste reduction at source, development of the environmental and recycling industries, implementation of a producer responsibility scheme, and construction of a large-scale waste-to-energy integrated waste management facility.

More countries, including Japan and Singapore, are using incinerators as a major means of waste treatment. Despite being smaller than Hong Kong, Singapore has an even higher population density. To solve the waste disposal problem, the lion-state has built the world's first ecologically designed landfill site on a man-made island, which is being filled mainly with ash from the city's four incinerator plants. The experience of Singapore in waste management is something that we can draw reference from.

Lastly, if everyone cares only about themselves without considering the needs of the community, and block the landfill expansion plans from going ahead, would they prefer disposing of their garbage at home, or seeing Hong Kong besieged by refuse? ❀

立法會討論三個堆填區擴建計劃，惟計劃因受到堆填區附近的居民反對而被阻撓。我認為港府應加強地區的工作，合理補償受影響的居民，以爭取市民的支持。

本港堆填區飽和迫在眉睫，加上堆填區是廢物處理的終端設施，現時尚未有其他方法可把它完全取代，因此擴建計劃是需要的，並符合全港市民的整體利益。港府亦應聆聽受影響居民的訴求，例如改善區內康樂設施和交通基建，甚至對受影響的居民，減免將來可能要收取的垃圾處理費等，以爭取他們的支持。

無容置疑，擴建堆填區會影響附近的居民，政府必須設法解決堆填區所產生的問題，例如盡快把垃圾車改成密封設計，加強實時監察堆填區的運作，以減輕堆填區的臭味等。

議員作為市民與政府的橋樑，除了要反映地區居民的聲音，還要考慮社會的整體利益，加上垃圾處理問題關係全港，如果人人對堆填區的擴建計劃均採取「別在我家後院」的態度的話，垃圾該如何處理？

最令人憂慮的，是這種「別在我家後院」想法可能會蔓延至其他社區設施。須知道，一些設施如精神病院、監獄、中途宿舍或骨灰龕位等都是社會需要的，香港人人都有責任承擔。

更重要的是港府應加快推動全面的廢物管理策略，包括鼓勵源頭減廢、發展環保和回收產業、落實污者自付，以及建設大型綜合廢物管理設施，以轉化廢物為能源等。

目前，愈來愈多西方國家都主力以焚化爐來處理垃圾，包括日本和新加坡。新加坡面積比香港小，人口密度比香港高，新加坡以人工島來建堆填區，處理來自焚化爐的灰燼，也許值得港府參考。

最後，希望大家想想，假如人人都抱着「各家自掃門前雪」的態度，以致堆填區無法擴建的話，市民願意在家自行處理垃圾，還是讓本港出現垃圾圍城的情況？ ❀



Hong Kong Export Credit
Insurance Corporation
香港出口信用保險局

Statutory maximum liability at HK\$40 billion
法定最高負責額為400億港元

小營業額保單 支援中小企業

Small Business Policy Tailor-made to Support SMEs

申請資格：年營業額少於5,000萬港元的香港出口商
Eligible applicants: HK exporters with annual sales turnover less than HK\$50mn

更具優勢 *More benefits:*

- 豁免保單年費至2015年2月28日
Annual policy fee waiver until 28 February 2015
- 保費折扣高達兩成
Premium discount up to 20%
- 自選彈性投保安排
Optional insurance arrangement
- 賠償金額少於50萬港元的等候期縮短至3個月
Shortened waiting period for claim payment under HK\$500,000 to 3 months
- 簡化申報程序
Simplified declaration procedures

電郵 *Email: sbp@hkecic.com*
電話 *Tel: 2732 9988*

網頁 *Website: www.ec-link.com.hk*
傳真 *Fax: 2722 6277*



Shirley Yuen is CEO of the Hong Kong General Chamber of Commerce.
Send your views to ceo@chamber.org.hk
香港總商會總裁 袁莎妮，電郵：ceo@chamber.org.hk

社交媒體世界 The World of Social Media

Social media has changed the way that we interact with family, friends, and even customers. It has also been embraced by businesses, and it is not uncommon to find job vacancies requesting that candidates possess social media skills, ranging from Facebook to Instagram to Twitter to Vine.

This is because social media is one of the fastest growing areas in marketing. MBA degrees are incorporating social media courses to give students an insight into this field. The jury is still out on how effective this media is on winning business, but few people dispute the fact that it allows companies to spread the word about their products and services like nothing else before it. Social media is not a nice to have anymore, but a must have.

The Chamber has been examining how we can use social media to inform the wider public about our services and work. Of course our web site and traditional PR roles are still important, but we cannot apply the one-size-fits-all approach to reaching out to the community and potential new members. This is because the nature of social media has changed the way that people interact with each other, and that also includes how companies interact with consumers.

Our first step has been to use LinkedIn, a business networking site. If you have not yet linked up with myself or our HKGCC page, I encourage you to do so. To date, we have been steadily building up our network and connections with encouraging results, and it has been very interesting to interact with many members on this medium. Beyond helping to publicize the Chamber's views and work, it also provides a useful platform for exchanging ideas with members and non-members, and at the same time serves as a pool of ideas on trends and policies shaping the business world.

We plan to delve deeper into the world of social media in the future to see how we can interact more closely with the public. As with any organization, we need to make sure our time, effort, and manpower are used properly and the ROI on this investment in resources is measured and evaluated. However, we are confident that social media will enable us to reach out to the community, potential new members and also serve our current members more effectively. ✿

社交媒體改變了我們與家人、朋友甚至顧客互動的方式，也日漸受到商界的追捧。如今不難發現一些職位空缺，要求應徵者具備操作 Facebook、Instagram、Twitter 以至 Vine 等社交媒體的技能。

這是因為社交媒體已成為市場營銷中增長最快的領域之一。工商管理碩士學位紛紛引入社交媒體課程，讓學生對這方面加深了解。對於這種媒體如何有效地為企業贏取生意，至今仍然未有定案，但很少人會否認，社交媒體為企業提供一個前所未有的渠道，以推廣他們的產品和服務。因此，社交媒體已不再是可有可無，而是不可或缺的經營工具。

總商會一直探討怎樣利用社交媒體，讓廣泛大眾認識我們的服務和工作。當然，我們的網站和傳統的公關角色依舊重要，但我們不能以一刀切的方式，與社會大眾和潛在的新會員接觸和溝通，原因是社交媒體已改變了人與人之間的互動方式，包括企業與顧客之間的互動。

我們的第一步是使用商業社交網站 LinkedIn。如果您仍未與本人或總商會的網頁連結，我鼓勵您立即行動。目前，我們正不斷擴大本會的網絡和聯繫，成績令人鼓舞。透過這個媒體與眾多會員互動，是十分有趣的體驗，除了有助推廣總商會的看法和工作，同時亦提供了一個實用的平台，讓我們與會員和非會員交流意見，並且就一些影響商界的趨勢和政策集思廣益。

我們計劃進一步探索社交媒體世界，務求與公眾建立更緊密的互動。正如所有機構一樣，我們要確保能夠適當地運用我們的時間、精神和人力，並已對有關投資的回報作出了審慎的評估。然而，本會深信社交媒體能讓我們與社區和潛在的新會員建立聯繫，並為現有的會員提供更有效的服務。 ✿



積金局



僱主必須準時作強積金供款

根據強積金條例，僱主必須於每個月的第10日（即供款日*）或之前，為所有有關僱員向受託人作出強積金供款。

僱主如果選擇以郵遞方式作出供款，應預留足夠的郵遞時間，確保有關供款能在供款日或之前寄達受託人。

積金局會向逾期或未能供款的僱主，徵收拖欠供款額的5%作為附加費。有關附加費將會全數撥入僱員的強積金帳戶。

積金局亦可向拖欠供款的僱主徵收罰款，款額為5,000元或欠款的10%，以較高者為準。此外，積金局可透過民事途徑向違規僱主追討欠款。

拖欠供款屬刑事罪行，僱主如被定罪，最高可被罰款450,000元及監禁4年；如拖欠供款持續，法庭亦可判處最高每日罰款700元。

*如供款日是星期六、公眾假日、烈風警告日或黑色暴雨警告日，則供款日是指緊接該日的下一個工作日（即非星期六、公眾假日、烈風警告日或黑色暴雨警告日的日子）。

Talking Business with Christopher Pratt

白紀圖專訪

Swire Pacific is one Hong Kong's most successful companies, with a diverse range of businesses around the world. *The Bulletin's* Editor **Malcolm Ainsworth** spoke with the company's Chairman Christopher Pratt about property, aviation and his outlook on Hong Kong

太古公司是香港最傑出的企業之一，業務廣泛，遍及全球。《工商月刊》總編輯麥爾康近日與該公司主席白紀圖進行了專訪，聽他談地產、航空業及對香港的展望

The Bulletin: What are your top three concerns regarding Hong Kong?

Christopher Pratt: I think top of everyone's mind is political instability. Other big issues would be inflation – driven by basically zero interest rates in Hong Kong versus higher rates in China. The other big issue would be a slowdown in China itself. This is happening now, but if that slows significantly then it will have an impact here. And lastly, I would say the problem of a shortage of labour in certain key sectors of the economy. Businesses are struggling to find enough workers, despite quite high wage inflation in their sectors.

B: Are you optimistic about Hong Kong's future?

CP: Yes, I am always optimistic about Hong Kong. It never pays to be pessimistic about this place. I don't think it has ever been quite so interesting to be in Hong Kong as it is today. Clearly Hong Kong has to adapt and manage the challenges – politics, inflation, changing structure of society, aging population, an educated population that is unwilling to do things they used to, etc. All these changes are a natural process, but they do require sensitive and creative planning by Government. We have to make sure the essential elements which have really made Hong Kong one of the world's top two or three centres for doing business – its stability, rule of law, vitality, free press, and innovation – do not get lost.

B: We keep hearing about the need for Hong Kong's economy to keep attracting more value-added industries. How can we better achieve this and what are the side effects – such as wage inflation, rising property prices?

CP: I have watched that debate in various situations over the last 35 years. It suggests there is a legitimate right to use Government funds to discriminate towards a particular sector of the economy that it feels will bring bigger benefits to the overall economy. It is not obvious to me what those high value-added industries are in Hong Kong. I don't see Hong Kong becoming a centre of manufacturing for higher value-added goods, despite tax breaks and other incentives, which so far haven't succeeded.

B: What about the service industries?

CP: The four pillars, in particular Hong Kong's role as a transportation hub, as well as education, are the sectors that I think the Government should be focusing on. They have been identified by China as what it sees Hong Kong doing, and Government action in these sectors can make a difference. By that I don't mean handing out subsidies, but by removing barriers that prevent the efficient operation of these industries.

A good example would be the airport. A large percentage of Hong Kong's airfreight just passes through Hong Kong, so facilitating that operation in the form



Profile

Christopher Pratt

- 1978 Graduated from Oxford University
- 1978 Joined the Swire group
- 1983 General Manager, John Swire & Sons, China Office
- 1989 Managing Director, Cathay Pacific Catering Services
- 1994 Director, John Swire & Sons Pty Ltd.
- 1995 Managing Director, Steamships Trading Ltd., Papua New Guinea
- 2000 Executive Director, Swire Pacific Trading & Industrial Division
- 2006 Chairman of Swire group in Hong Kong and Chairman of Swire Pacific Ltd., Swire Properties Ltd., Cathay Pacific Airways Ltd., Swire Pacific Offshore Ltd. and Hong Kong Aircraft Engineering Co. Ltd.

Christopher was selected "Business Person of the Year" in the 2010 SCMP/DHL Hong Kong Business Awards. In 2000, he was awarded the CBE for his contribution to the business community in Papua New Guinea.

of a bonded zone would cost the Government nothing, and it would make the flow of goods more efficient and cheaper. Those are the areas where positive intervention can be beneficial. Other areas would be education. As an international city, Hong Kong, to a large extent, does depend on people coming to work and live here. So some of the softer aspects, like ensuring there are enough school places for people who want to move here with their kids can be big issues. Unless we get things like that right, it will compromise Hong Kong's ability in the future to attract the best business people.

B: *The East Kowloon Business District is expected to ease pressure on Central office rents. Do you think that will tempt some companies to move out of Central?*

CP: That area will serve a very different segment of the market. As you know, we have a big property business down in Quarry Bay, Island East, and we are seeing very strong demand for rents measurably below Central. Consequently, our facilities down there are essentially full, so there is demand in Hong Kong for so-called second-tier commercial space. Frankly, a lot of operations do not need to be in the Central District, but obviously clustering is important for retail or commercial operations.

B: *What are your expectations on the work of the Government's Economic Development Commission and its working groups on transportation?*

CP: Any initiative to set up think tanks on how to make Hong Kong more productive and business friendly has to be welcomed. I think the appointment of people on the various committees and the sub-committees has been well done, and I don't think they will descend into special interest groups. For things like aviation and logistics, for Hong Kong to stay ahead of the game and maintain our role as the premier airport in Asia, that will require good, creative, long-term thinking.

B: *Most people agree with the need to expand the airport, but obviously there are environmental issues that need to be addressed. How can we achieve both goals?*

CP: If Hong Kong is to stay at the forefront of the aviation and logistics industries, then a third runway is an absolute necessity. Obviously it does affect people and the environment, and these need to be handled sensibly. I think the Government has been sensitive and cautious about this, but unfortunately time is not on its side. The landing and takeoff time slots are filling up very rapidly so we don't have the luxury of debating this forever.

B: *Can we continue expanding, or should we be looking to partner with nearby airports in the Mainland?*

CP: Wherever in the world aviation has been split into domestic and international airports, it generally doesn't work. An airport system that requires shuttling people long distances between airports to connect generally hasn't worked. If Hong Kong is really to stay at the forefront of Asian aviation, as it is today with its superb airport and facilities, then it will have to be a Hong Kong solution.

B: *Do you anticipate growth of the airport to continue, or will usage level off at sometime in the future?*

CP: Given the fact we are so efficient, we are a superb hub, and as we are within a six-hour flight of two thirds of the world's population, I can only see demand increasing. The challenge for Hong Kong is to make sure we get something out of that increasing demand. That will be a challenge for not just the airport. If you believe,



法思瑪洛

法思瑪洛亞洲有限公司

© ALL RIGHTS RESERVED 2013. FRANCOIS MAROT ASIA LIMITED

as I do, that over the next 15 years the number of visitors to Hong Kong is going to increase from 56.5 million to almost 97 million, then the challenge to get the infrastructure right to accommodate those sorts of numbers is very significant.

B: *Guangdong's economic transformation is seeing factories move out of the province to the hinterland. How is that transition affecting cargo flows?*

CP: That's true, and we do follow those trends very closely. At Cathay Pacific we have started offering cargo services from places like Chongqing and Chengdu, and connecting the inland cities with our new cargo terminal

competitive products at the back of the plane. At the same time we recognize Hong Kong is one of the world's prime financial centres, which is why we continue to offer full-service frontend travel too.

B: *You manage an incredibly wide portfolio of businesses, how do you keep on top of everything?*

CP: We're a diversified conglomerate with some distinctive businesses that require very different skill sets. Of course there are overriding skills that apply to all those businesses, but I think we have a unique management system in that we tend to cycle our senior managers across our businesses regularly. We think that is a positive thing, as it allows people to develop all-round business skills. I think it gives the group, if you like, its unique stamp.

B: *And you are one of the legacies of cycling senior management?*

CP: Yes. I have been with Swire for 35 years since leaving Oxford. I've done all sorts of things, and worked in different divisions in several countries, which is not uncommon for senior management in Swire.

B: *What advice would you give to youngsters on furthering their career?*

CP: At Swire we make it very clear to our graduates and people joining our company that rewards do not necessarily come early or easily; but they do come in due course to those prepared for the long haul. Then they can have a very promising and rewarding career.

In China, graduates are very training conscious when applying for jobs. For us to keep good people, we are very aware that the training piece of retention has to be very advanced and constant.

B: *Some companies say they are cautious about providing training to staff in China, because they switch to another company after completing the courses. Have you experienced that problem?*

CP: A little bit. When I was running businesses directly in China, if you lost good people relatively early on in their career, say at the age 30, you knew they were moving sometimes because they were offered better money, but oftentimes because the training and education offered by the other company was better. There is a hunger for personal improvement in good people in China that you need to be alive to.

B: *Have you read any good books recently?*

CP: I constantly read – biographies, history, poetry all the various bits and bobs....The best book that I have read recently was the biography of Edmund Burke, by the politician and political philosopher Jesse Norman. ✨

We have to make sure the essential elements which have really made Hong Kong one of the world's top two or three centres for doing business do not get lost.

in Hong Kong, as more value-added and high tech stuff is being made in the central and western areas of China. This is primarily due the fact that the seaboard of China has become quite expensive, so people are heading west. The market is indeed getting more competitive.

B: *What other issues is the aviation sector facing?*

CP: Fuel is a huge issue. The last three years have been very difficult for aviation all over the world because of the high price of fuel. On a long-haul flight, up to 50% of the cost is just fuel. Many commodities have fallen in price quite sharply, but the only commodity that isn't falling is fuel.

B: *Are you concerned about budget airlines luring some of your customers away?*

CP: We compete with them every day. Hong Kong is not a cheap place, and many of those so called "low-cost" carriers around the world that seem to have been successful have depended on government or regional incentives. If you have an underused airport in the south of France, for example, you will offer airlines incentives to use those. Hong Kong is not in that basket. Hong Kong Airport is quite an expensive airport to operate from. However, we will continue to offer some incredibly



New Degree Graduates from **HKIEd**

The **first** batch of graduates from the multidisciplinary programmes in **Global and Environmental Studies** and **Language Studies** at The Hong Kong Institute of Education (HKIEd) will serve Hong Kong.

- The **Bachelor of Social Sciences (Honours) in Global and Environmental Studies Programme** aims to cultivate students as caring intellectuals who can analyse contemporary global and environmental affairs from multiple disciplinary and cultural perspectives and make active contributions to society and environmental improvement.
- The **Bachelor of Arts (Honours) in Language Studies Programme** aims to equip students with bi-literate and tri-lingual proficiency, cross-cultural awareness and a solid knowledge in language studies, grooming them into young professionals fully confident about working in multicultural settings.

問：你對香港的三大關注是甚麼？

答：我認為政治不穩是所有人的關注所在。其次是由香港的零利率對中國的較高利率所帶來的通脹，還有中國經濟正在放緩，假如經濟大幅放緩，就會對本港構成影響。最後是若干主要行業所出現的勞工短缺問題。儘管這些行業面對頗高的工資通脹，企業仍在苦苦物色足夠的工人。

問：你對香港前景感到樂觀嗎？

答：我一直看好香港，從未為此而擔憂。我認為刻下的香港是最有趣的。顯然，香港要適應和應對不同的挑戰，包括政治、通脹、社會結構轉變、人口老化，以及受過教育、不願因循守舊的市民等。這些轉變都是自然的進程，但政府需要作出靈活和創意的規劃。我們必須確保，香港不會喪失一些使之能夠躋身全球頂尖營商中心之列的重要元素，例如穩定、法治、活力、新聞自由和創新。

我們必須確保，香港不會喪失 一些使之能夠躋身全球頂尖 營商中心之列的重要元素。

問：常聽人說，香港經濟需要繼續吸引更多高增值產業。我們怎樣能夠在這方面做得更好？而副作用（如工資通脹、樓價上升）又是甚麼？

答：過去35年，這個議題在不同情況下被反覆討論，意指政府有合法權利運用資金，為特定的行業提供優惠待遇，以期為整體經濟帶來更大的效益。在我看來，香港沒有明顯的高增值產業。儘管當局已推出稅務寬減和其他措施，但一直未能成功發展有關產業，故此我不認為香港可製造較高增值的產品。

問：服務業又如何？

答：四大支柱，特別是香港的運輸樞紐角色，以及教育，都是政府應專注發展的行業。隨著香港正朝著這些方向發展，中國亦認定了有關產業的重要性，而政府所採取的行動可起著重要的作用。然而，我不是指要向業界發放津貼，而是要清除窒礙這些行業有效營運的障礙。

機場就是一例。本港的大部分空運貨物只利用香港作轉運，所以政府可透過保稅區的形式來促進有關運作，而無需投入任何資源，此舉除了能提高貨物流通的效率，還可減少成本。這是積極干預能夠發揮成效的範疇，而教育亦然。作為國際城市，香港在很大程度上倚賴海外人才前來工作和生活，因此部分軟件亦很重要，例如確保為有意來港人士的子女提供足夠的學額。除非我們採取此等正確的行動，否則只會損害香港未來吸引頂尖商業專才的能力。

問：預料九龍東商業區可舒緩中環寫字樓的租金壓力。你認為這會否促使部分企業遷離中環？

答：該區的服務對象會是一個截然不同的市場部分。眾所周知，本集團在港島東鰂魚涌擁有大型地產業務，而市場對租金顯著低於中環區的寫字樓有殷切需求。結果，該處的設施實際上已爆滿，可見香港對所謂的乙級商用空間亦有需求。事實上，很多業務運作都無需在中區進行，但對零售或商業運作而言，產業群聚則顯然十分重要。

問：對於政府的經濟發展委員會及其轄下航運業工作小組的工作，你有甚麼期望？

答：任何有關成立智庫組織，以探討如何提升本港生產力和營商友善度的倡議，都值得支持。我認為，多個不同委員會和小組委員會的人選委任做得很好，不會傾斜於特別的利益團體。在航空和物流方面，香港如要保持領先的地位，並繼續擔當亞洲首要機場的角色，就要有良好、創新和具前瞻性的思維。

問：多數人都認同要擴建機場，但環境議題顯然有待解決。如何可達到雙贏？

答：要走在航空和物流業的最前線，香港絕對有需要興建第三跑道。有關項目明顯會對市民和環境構成影響，故必須明智地處理。政府對此一直採取敏感和審慎的態度，但可惜時間緊迫。航班的升降時間表正迅速填滿，不容許我們再沒完沒了地討論下去。

問：我們能否繼續擴展下去？還是應該尋求與內地的鄰近機場合作呢？

答：世界各地的航空業都有本地和國際機場之分，但大體上卻行不通。在機場與機場之間長途穿梭運送旅客，以達致廣泛聯繫的機場系統，一直無法發揮效用。若香港要維持其亞洲航空業的領先地位，就如當下一樣擁有一流的機場和設施，就要設法在香港本土尋找解決方案。

問：你預期機場的增長能否持續？使用量會否在未來趨向平穩？

答：我們素以高效率見稱，又是首屈一指的樞紐，加上短短六小時的航程就可聯繫全球三分之二的人口，人們對機場的需求只會增無減。香港的挑戰，在於確保能夠抓緊需求上升所帶來的機遇，而這不僅是機場將會面對的挑戰。我相信在未來15年，訪港的旅客數字會從5,650萬人，增加至近9,700萬人，因此，發展適當的基建來容納大量旅客，會是另一項重大的挑戰。

問：隨著廣東經濟轉型，很多廠商陸續遷往內陸發展。有關轉變對貨物流通有何影響？

答：沒錯，我們的確正緊隨這個趨勢。在國泰，隨著高增值和高科技日漸在內地的中部和西部地區普及，我們已開始在重慶和成都等地提供貨運服務，而在港新建的貨運中心亦可與多個內陸城市接軌。這主要是因為中國的海運成本已變得相當昂貴，所以人們正朝著西部進發。市場競爭實在日趨激烈。

問：航空業還面對甚麼問題？

答：燃油是一大問題。過去三年，全球航空業都因為燃油價格



簡歷

白紀圖

- 1978 於牛津大學畢業
- 1978 加入太古集團
- 1983 太古集團中國辦事處總經理
- 1989 國泰航空飲食服務董事總經理
- 1994 John Swire & Sons Pty Ltd. 董事
- 1995 巴布亞新畿內亞Steamships Trading Ltd. 董事總經理
- 2000 太古股份有限公司貿易及實業部門常務董事
- 2006 香港太古集團主席，同時擔任太古股份有限公司、太古地產有限公司、國泰航空有限公司、太古海洋開發有限公司及香港飛機工程有限公司主席

白紀圖於2010年南華早報/DHL香港商業獎中榮獲「商業成就獎」，並因其對巴布亞新畿內亞商界的貢獻而於2000年獲頒CBE勳銜。

高企而艱苦經營。長途航班達一半的成本來自燃料。許多商品的價格已大幅下跌，但燃油卻是價格未有回落的唯一商品。

問：你有否擔心廉價航空公司會搶走部分顧客？

答：我們每天都與之競爭。香港不是一個便宜的地方，世界各地很多看似成功的所謂「廉價」航空公司，都倚賴政府或地區的鼓勵政策。舉例說，假如法國南部有機場未被充分使用，當局就會向航空公司提供誘因，鼓勵使用有關機場。香港並不屬此列，在香港機場經營的成本頗高。然而，我們將繼續推出極具競爭力的航空產品。與此同時，我們亦認同本港作為世界主要金融中心之一的地位，因此我們會繼續提供全面的前線旅遊服務。

問：你要管理各式各樣的業務，怎能做到面面俱圓？

答：我們是多元化的企業集團，部分特殊業務需要截然不同的管理技巧。當然，也有些普遍技能可應用在所有業務上，但我認為，我們擁有一套獨特的管理制度，當中高級經理會定期獲調派到不同崗位，以管理不同的業務。這是一種正面的安排，讓員工有機會發展全面的商業技能，也是本集團的一項特色。

問：你也曾經被調派到不同的高級管理職位？

答：對，自離開牛津後，我便一直在太古服務了35年。我到過

多個國家的不同部門工作，處理過各式各樣的業務。對於太古高級管理人員來說，是很普遍的事。

問：你會建議年青人怎樣在事業上更上一層樓？

答：在太古，我們會清楚告知畢業生和新入職員工，他們未必能夠輕易取得回報，但只要您作好長遠的準備，回報最終會在適當的時候出現，為您帶來可觀的發展前景，以及豐厚的報酬。

在中國，畢業生求職時很重視在職培訓。要留住人才，我們必須不斷發展和推動內部培訓。

問：有公司表示，對內地員工的培訓持審慎態度，因為他們完成課程後，便會另謀高就。你們有遇過這個難題嗎？

答：也有。我在中國管理業務時發現，在事業起步階段（例如30歲）離職的人才，有時是因為想賺取更高的薪酬而轉工，但更常見的原因是別的公司能夠提供更好的培訓和教育。中國的人才渴望自我改進，企業必須意識到這一點。

問：最近有否好書推介？

答：我時常閱讀傳記、歷史和詩歌等各式各樣的著作，而近日看過最好的書，就是由英國政客和政治哲學家Jesse Norman所撰寫，有關愛爾蘭哲學家 and 政治家Edmund Burke的傳記。✿



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

Selling Retail

零售人才荒

A shortage of labour is holding back businesses and hamstringing Hong Kong's economy, writes **David O'Rear**

勞工短缺窒礙企業發展，削弱本港經濟 歐大衛

Hong Kong's retail sector is famous among tourists as the place to buy the latest, greatest things at the best possible prices. For residents, however, the challenges are a bit different. Long lines at cash registers and slowly restocked shelves speak to the difficulty locally oriented stores have in finding and retaining staff.

As illustrated in the first graph (*page 20*), over the past five years, retail sales have increased by 12.5% per annum. That's synchs with the 11.5% rise in tourist arrivals over the same period. As one would expect in entrepreneurial Asia, business is quick to recognise an opportunity to separate a customer from her money. Yet, the number of establishments, rose only 2.5% p.a. and employment in the sector 2.4% a year.

In a nutshell, the retail sector is reorienting away from local customers and toward tourists. The same number of shops (nearly) and the same number of employees are able to generate significantly more turnover by catering to a different demographic.

The rapid rise in sales-per-employee is sterling performance, just under 10% every year. But, it could have been better. That's because the number of vacancies in the retail trade has more than doubled, from 4,624 in 2007 to 9,404 in the first quarter of this year. The second graph lays out the hard numbers.

High vacancy rates have pushed up wages sharply. Increased rents further pressure retailers' bottom lines. Raising prices in a crowded market is tough, so agile shopkeepers move up the quality (and price) of what



“

Because we don't have the people to fill these jobs, we underperform our potential by approximately 2% of our GDP. The technical term for it is a waste of time and money.

”



© PIERO CRUCIATTI | DREAMSTIME.COM

they are selling. While the margins might not be that much better, the actual number of dollars crossing the threshold goes up, thereby helping to cover rising costs.

As the selling price increases, say because sales of expensive frocks, bags and watches to visiting tourists, the number of employees engaged should rise as well. It doesn't take a lot of experienced, knowledgeable sales associates to hawk bags of rice. Designer bags selling for something akin to the GNP of a small nation, on the other hand, require a high-touch, highly skilled sales effort.

From the macroeconomic perspective, a job vacancy linked to an average \$300,000 annual turnover is much less of a concern than one that may be expected to gen-

erate twice that amount. The last graph shows what we give up by not being able to fill the jobs available.

Duplicate this throughout the economy. Add up all the lost transactions because we don't have an extra 17,330 people in the social and personal services; an extra 14,069 food and beverage sector employees or an additional 8,545 staff to work in the import / export sector.

There were 80,165 positions vacant in the first quarter of 2013. On the basis of typical value of each person employed in that particular economic sub-sector, they represent approximately 2% more GDP. Because we don't have the people to fill these jobs, we underperform our potential. The technical term for it is a waste of time and money. ❁

Consumer Confidence in Hong Kong Falls to Lowest Since Early 2012

Local consumers remain very optimistic on regular income, but pessimistic on quality of life

While Hong Kong is celebrating the 16th anniversary of the handover, consumer confidence here is at its lowest since the first half of 2012, despite the confidence level having been at its highest in the last survey, according to the latest MasterCard Worldwide Index™ of Consumer Confidence, released in July.

In Hong Kong, although consumer confidence in the last survey had peaked since the second half of 2011, sentiment now seems to have gone against the trend and dropped in the latest survey, down by 7.8 Index points to 51.1, hitting its lowest level since the first half of 2012 (51.8 Index points).

A decline in consumer confidence was reflected across all five economic indicators over the past six months. Among these, Hong Kong consumers were pessimistic on the general Quality of Life (from 43.3 to 33.3 Index points), and showed significant sentiment drop on the local Stock Market (from 63.9 to 48.7 Index points).

On the other hand, local respondents were very optimistic on their Regular Income prospects despite a drop in its corresponding Index score (from 83.6 to 77.1 Index points). Economy (from 47.0 to 42.3 Index points) and Employment (from 56.9 to 54.0 Index points) were the only indicators on which Hong Kong respondents retained a neutral outlook with relatively stable Index points.

Among the Hong Kong respondents, males (54.7) were more confident than females (47.1), and those under the age of 30 reflected a slightly more positive outlook as their scores were higher than their older counterparts (52.7 for those below 30 vs. 50.6 for those above 30).

Kevin Goldmintz, head of Hong Kong and Macau, MasterCard Worldwide, said, "Global economic issues, a slowdown in China's economic growth and a variety of economic and political issues in other Asian countries have led to a drop in confidence among Hong Kong consumers in their overall outlook for the months ahead. Despite all the external uncertainties, it is encouraging to see local residents remain very optimistic on their regular income prospects."

香港零售業深受遊客歡迎，他們可以在這裡買到價廉物美的最新產品。但對於本地居民來說，我們卻另有挑戰。收銀處前長長的人龍，以及經常缺貨的貨架，說明了本地商店難以招聘和保留人手。

如圖一所示，過去五年，零售業銷售額每年增加12.5%，與同期抵港旅客人數的11.5%升幅步伐一致。人們或會預期在極具創業精神的亞洲，商界很快就能搶佔先機，賺取顧客的金錢。然而，機構單位數目每年只上升2.5%，而業內就業人數亦每年僅增加2.4%。

簡單來說，零售業的取向正從本地顧客轉移至訪港旅客。藉著迎合另一消費群，以近乎相同數量的商店和僱員，可大幅提高營業額。

“

職位空缺本應可產生額外約2% GDP，但由於我們沒有人手填補空缺，故削弱了本港的發展潛力。這個情況我們一般稱為「浪費時間和金錢」。

”

平均每個員工的銷售額急速上升，達到每年近10%。然而，零售貿易的職位空缺增加了一倍有多，從2007年的4,624個增至今年首季的9,404個，否則有關表現本可更加出眾。圖二展示了空缺的實際數字。

高空缺率大幅推高工資水平，租金上升亦為零售商的業績增添壓力。在競爭激烈的市場下加價並不容易，故精明的商戶會



Consumer Confidence in Hong Kong
香港消費者信心

	2010		2011		2012		2013
	H1 上半年	H2 下半年	H1 上半年	H2 下半年	H1 上半年	H2 下半年	H1 上半年
Employment 就業	83.3	80.4	70.4	25.7	58.0	56.9	54.0
Economy 經濟	83.8	77.9	66.4	19.9	41.3	47.0	42.3
Regular Income 固定收入	75.0	83.2	80.6	59.4	78.8	83.6	77.1
Stock Market 股票市場	79.2	74.1	79.1	23.3	39.4	63.9	48.7
Quality of Life 生活質素	61.7	57.7	46.3	21.1	41.8	43.1	33.3
MasterIndex 整體指數	76.6	74.7	68.6	29.9	51.8	58.9	51.1

Source 資料來源: MasterCard Worldwide

香港消費者信心自2012年初跌至最低

本港消費者對固定收入前景保持非常樂觀，對生活質素則感到悲觀

MasterCard Worldwide 7月份最新公布的消費者信心指數調查報告指出，儘管香港消費者的信心水平曾於上一次調查顯示為最高，然而正當香港慶祝回歸16周年，其消費者信心則是自2012年上半年以來最低。

本港的消費者信心雖於最近一次調查為自2011年以來最高，但現在消費者的情緒卻與趨勢相反，於最新的調查中錄得下降，指數下跌7.8至51.1，自2012年上半年（指數為51.8）以來創下新低。

過去六個月的五項經濟指標均反映出本港消費者信心下降，其中消費者對一般生活質素感到悲觀（指數由43.3下降至33.3），而對本地股票市場的信心亦顯著下滑（指數由63.9下降至48.7）。

另一方面，儘管本港消費者於固定收入的信心指數下跌（指數由83.6下降至77.1），他們卻感到非常樂觀。本港消費者唯一對經濟（指數由47.0下降至42.3）與就業（指數由56.9下降至54.0）前景保持中立，其信心指數相對比較穩定。

調查亦發現本港受訪者當中，男士（54.7）較女士樂觀（47.1），而30歲以下的香港消費者信心指數較年長的消費者為高，顯示他們較為樂觀（30歲以下的指數為52.7，對比30歲以上為50.6）。

MasterCard Worldwide香港及澳門總經理高敏德（Kevin Goldmintz）表示：「全球經濟議題、中國經濟增長放緩及其他亞洲國家不同的經濟與政治問題，也令本地消費者對未來數月前景的信心下跌。縱使面對外在的不明朗因素，本港市民仍然對固定收入前景相當樂觀，這實在令人鼓舞。」

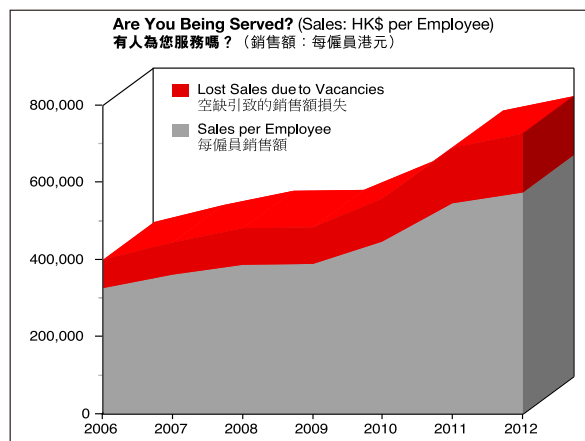
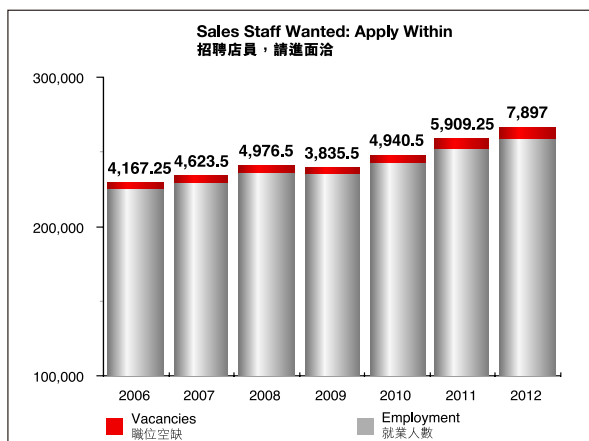
提高產品服務的質素（和價格）。儘管利潤不會增加很多，但實際的營業額增加，有助彌補不斷上漲的成本。

隨著商戶向遊客推銷貴價衣物、手袋和手錶，產品售價上升，僱員的人數亦理應增加。要推銷盛載大米的麻布袋，不需要大量具豐富經驗和知識的售貨員。但要售賣一些價格近乎一個小國GNP的天價皮包，則需要貼心和熟練的銷售技巧。

宏觀來說，一個每年可產生平均30萬元營業額的空缺，其影響將遠低於一個每年可產生60萬元營業額的空缺。最後一圖顯示了職位空缺為我們帶來的損失。

以整體經濟來看，情況就更加嚴峻。我們所損失的交易加起來將會非常驚人，因為社會及個人服務的空缺達17,330個；飲食業有14,069個，而進出口貿易亦有8,545個。

2013年首季有多達80,165個職位空缺。根據有關經濟行業每位僱員的標準值計算，此等空缺本應可產生額外約2% GDP。由於我們沒有人手填補空缺，故削弱了本港的發展潛力。這個情況我們一般稱為「浪費時間和金錢」。



Staying in the Game: Customer Experience in a Connected World

Delivering a high quality customer experience has been a centrepiece and defining competitive strength of Hong Kong for many years. Making up more than 90% of Hong Kong's GDP in 2012, the services industry defines much of Hong Kong's continued attractiveness as the leading service city in Asia.

With increasing competition from neighbouring cities of Shanghai and Singapore as rising service centres in Asia, the Hong Kong business community must continue to innovate and deliver on their customer programmes to remain competitive. Indeed, the customer

and needs. Exceptional customer experience is one of the key drivers of organic business growth, so firms can gain an advantage if they can transform customer data into insights and meaningful interactions.

An increasing challenge for many organisations is delivering on their customer experience promise in a connected world. Connectivity changes have not only impacted how we communicate, but are also disrupting the way we discover, engage, and transact with our customers. We believe there are four areas that are driving this disruption.



The disruption has ushered in a new era for understanding the customer's perspective, and how making that view a core strategy may be the most important thing that sets some businesses apart from their competitors.



agenda is central to delivering growth and based on the recent Annual Global CEO Survey by PwC, 82% of the CEOs surveyed indicate that customer demand will be the biggest factor driving strategy changes this year.

Today's empowered customers expect distinctive, high-touch experiences that keep pace with their wants

RISE OF THE CUSTOMER VOICE – The increased presence of the customer has led to expectations and feedback on an unprecedented level.

FRACTURED EXPERIENCE – Various avenues for customers to engage with us can often lead to a disjointed customer experience, exposing challenges between organisational functions.

INFORMATION OVERLOAD – The increasing amounts of customer data where the value of insights can be realised without robust syndication and empowerment.

ANYWHERE AND ANYTIME ENGAGEMENT – The exposure of contact points across the organisation across every channel.

This disruption has ushered in a new era for understanding the customer's perspective, and how making that view a core strategy may be the most important thing that sets some businesses apart from their competitors. Companies that design this kind of organisation – focusing on the right metrics, an integrated approach, a thorough understanding of the customer, and strategic investments – can reap real dividends. They'll be able to build loyalty, increase retention, and command price premiums. ✨



實行家庭友善僱傭措施

Care for Your Employees – Go Family-friendly

家庭友善僱傭措施是協助僱員兼顧工作和家庭責任的良好人事管理措施。僱主可以按企業的規模、資源及文化，實施不同形式的**家庭友善僱傭措施**，以符合企業和員工的最佳利益。

綜合不同企業的做法，這些措施的例子有：

照顧員工家庭需要的特別假期

- 提供**婚姻假**方便員工籌辦婚禮
- 讓準父親或剛為人父的員工享有**侍產假**，以陪伴及照顧產前產後的配偶及初生的嬰孩
- 給予員工享有**家長假**方便在職家長出席子女學校的活動
- 讓員工在其父母的生日放取**敬孝假**與家人慶祝，以表孝心
- 在員工需要照料患病家人或辦理喪事的期間給予**恩恤假**
- 允許員工放取**特別事假**，以應付急需處理的家庭事務

靈活的工作安排

- 實施**五天工作周**讓員工每星期享有兩天休假，有更多時間與家人共聚天倫
- 推行**彈性工作時間**，安排員工在協定的範圍內彈性地調整上下班時間，以處理家庭事務
- 容許員工以**居家工作模式**在家辦公

提供員工生活上的支援

- 給予員工及其家人**醫療保障**
- 提供**托兒服務**，紓緩員工照顧幼兒及學童的壓力
- 為員工提供**壓力或情緒輔導服務**
- 在辦公室設立**哺乳間**
- 舉辦**家庭同樂活動**讓員工及其家人參與

一個家庭友善的工作環境，有助紓緩僱員照顧家庭的壓力，讓他們全心投入工作，積極為企業效力，僱主也因而受益。



Family-friendly employment practices (FFEP) are good people management measures adopted by employers to help employees balance work and family responsibilities. Employers can put in place different types of **FFEP**, having regard to their size, resources and culture, to serve the best interests of their enterprises and employees.

Integrating the practices of various enterprises, examples of such measures include:

Special leave to meet employees' family needs

- marriage leave, paternity leave, parental leave, filial leave and compassionate leave

Flexible work arrangements

- five-day work week, flexible working hours and home office

Support for the employees and their families

- provision of medical protection, child care services, counselling services for handling stress or emotions, dedicating room for breastfeeding and organising recreational activities for families

Making the workplace family-friendly can help relieving employees from the pressure of family care. With their mind at ease, employees can be more devoted at work, and in turn benefits employers.

勞工處網頁

www.labour.gov.hk



您的寶貴意見

總商會的服務業智囊團香港服務業聯盟與香港羅兵咸永道將於8月底聯合進行一項調查，就本港機構的顧客體驗計劃收集意見。是次調查可讓業界更有效地探討有關顧客參與的計劃和發展，並了解機構正如何採用與別不同的顧客體驗策略。

<http://bit.ly/HKGCCCustomerSurvey>

What is Your View?

The Hong Kong Coalition of Service industries (HKCSI), the service sector think tank of the Chamber, in collaboration with PwC Hong Kong, will be conducting a survey in late August to gather views surrounding customer experience programmes within Hong Kong organisations. The survey will allow the industry to better explore initiatives and developments in customer engagement and provide insights into how organisations are pursuing a differentiated customer experience strategy.

求存之道： 全球互通下的顧客體驗

“

這種轉變引領企業進入一個新時代，以嶄新的角度了解顧客的想法，而如何把有關意見轉化成核心策略，也許是部分企業能夠在芸芸競爭對手之中脫穎而出的關鍵。

”

多年來，優質的顧客服務一直是香港的核心競爭優勢。2012年，服務業佔了香港的本地生產總值達九成以上。面對經濟反覆不穩，業界仍能不斷增長，讓本港可維持其作為亞洲領先服務之都的吸引力。

隨著上海和新加坡等鄰近城市正崛起成為亞洲服務中心，面對日漸熾烈的競爭，香港商界必須繼續創新，推出優質的客戶計劃，力求維持競爭力。事實上，顧客是帶動增長的關鍵，而根據羅兵咸永道最新一項全球行政總裁調查，有82%的受訪企業總裁表示，顧客需求將會是今年推動策略變革的最大因素。

現今的精明顧客都期望得到獨一無二的貼心體驗，以迎合他們的所想所求。卓越的顧客體驗是業務增長的主要動力之一，假如企業能夠把客戶數據轉化成實用的見解和互動，便可為自己建立優勢。

在緊密相連的世界中履行顧客體驗承諾，是許多機構日益面對的挑戰。聯繫方式的轉變不僅影響了我們的溝通模式，還正改變我們與顧客之間的接觸、互動和交易方式。我們認為，有關轉變源於以下四個因素。

顧客聲音抬頭——顧客的重要性日增，他們的期望和意見也隨之而激增。

零碎的體驗——企業與顧客之間有不同的接觸渠道，往往會令顧客的體驗變得支離破碎，形成了組織功能之間的挑戰。

資訊氾濫——隨著客戶數據與日俱增，當中的價值或未能全面整合和加以善用。

隨時隨地互動——客戶接觸點遍布整個機構和每個渠道。

這種轉變引領企業進入一個新時代，以嶄新的角度了解顧客的想法，而如何把有關意見轉化成核心策略，也許是部分企業能夠在芸芸競爭對手之中脫穎而出的關鍵。如果企業精通這種組織設計，包括專注於正確的制度、綜合的方式、透徹了解客戶及策略投資，就可取得真正的收益，並能建立顧客的忠誠度、留住更多顧客，同時賺取利潤。✿

MBA / MA (International Business) 雙碩士課程

香港教育局 Reg No. 252208

洞悉全球化商機 助你事業上高位

歡迎 中港澳朋友參加
非學位資深管理人士可報讀

課程特色：

- 👍 本地及英國資深導師任教
- 👍 9科以100%習作考核，實用研討免論文，15個月兼讀
- 👍 中港澳3地講座；大部份於週五、六日上課



MSc Finance & Investment 金融投資碩士

香港教育局 Reg No. 251847

高增值 回報快 最快12個月兼讀 +3個月論文完成

課程特色：

課程以CFA專業資格為藍本編制

- 👍 英國及本地資深導師及客席教授任教，掌握歐亞市場脈搏
- 👍 以個人投資及職業進階為目標，深入涵蓋金融財經投資專業及學術研究層次
- 👍 課程對歐美中港及新興市場作全面探討，並剖析後歐盟債務危機及財經管理問題

適合中港澳人士： 週五、六日上課

- 👍 欲獲取權威高等學歷及全面研習金融投資學術的財經投資行業人士；或
- 👍 欲突破事業瓶頸更上一層樓的相關朋友；或
- 👍 年輕朋友欲轉型為香港、中國內地、倫敦財金高薪專才；或
- 👍 欲添加金融資歷的其他專業人士（法律、會計、I.T.及工程等）

國際認可學歷，提昇個人資歷，維持競爭優勢！



最穩健【一年投資】

**即將開課
報名從速**

☎ 21161039



☎ Enquiry : 2116 1039 / 2519 0094 After Hours : 8226 4811

🌐 <http://www.abrs.edu.hk>

📧 info@abrs.net

📍 Address : 4/F, Chinachem Johnston Plaza, 178 - 186 Johnston Road, Wan Chai, Hong Kong
(MTR A3 Exit, Opposite to Tai Yau Arcade, Above The McDonald's) 📞 5616 9888 📱 [abrsfanpage](#)



Further Liberalization of **Tax Information Exchange** 進一步放寬 稅務資料交換

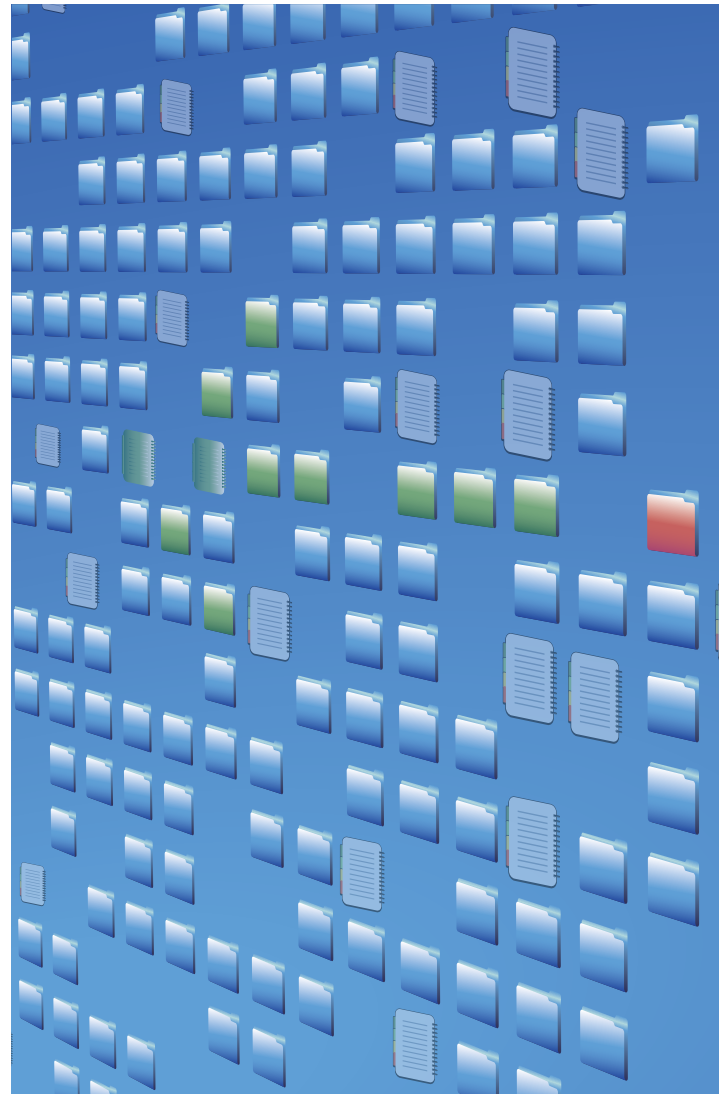
Tracy Ho and Kathy Kun examine this new law enacted to enable Hong Kong to enter into standalone tax information exchange agreements

何淑芬及管秋英探討政府頒布的新法例，讓香港可以簽訂獨立的稅務資料交換協議

Under the latest international standard on tax transparency, a jurisdiction should be prepared to exchange information in respect of taxpayers on a reciprocal basis pursuant to a comprehensive avoidance of double taxation agreement (CDTA) or a standalone tax information exchange agreement (TIEA). Furthermore, a jurisdiction's preference for a CDTA over a TIEA cannot constitute a reason for not entering into a TIEA if the other jurisdiction requests a TIEA.

Hong Kong however, cannot enter into TIEAs without amending its tax law. This is because under the previous provisions of the Inland Revenue Ordinance (IRO), the Inland Revenue Department (IRD) of Hong Kong was only permitted to exchange information in respect of a taxpayer with a tax authority in a jurisdiction which had concluded a CDTA with Hong Kong.

Against this background, the Inland Revenue (Amendment) (No.2) Ordinance 2013 (the new law),

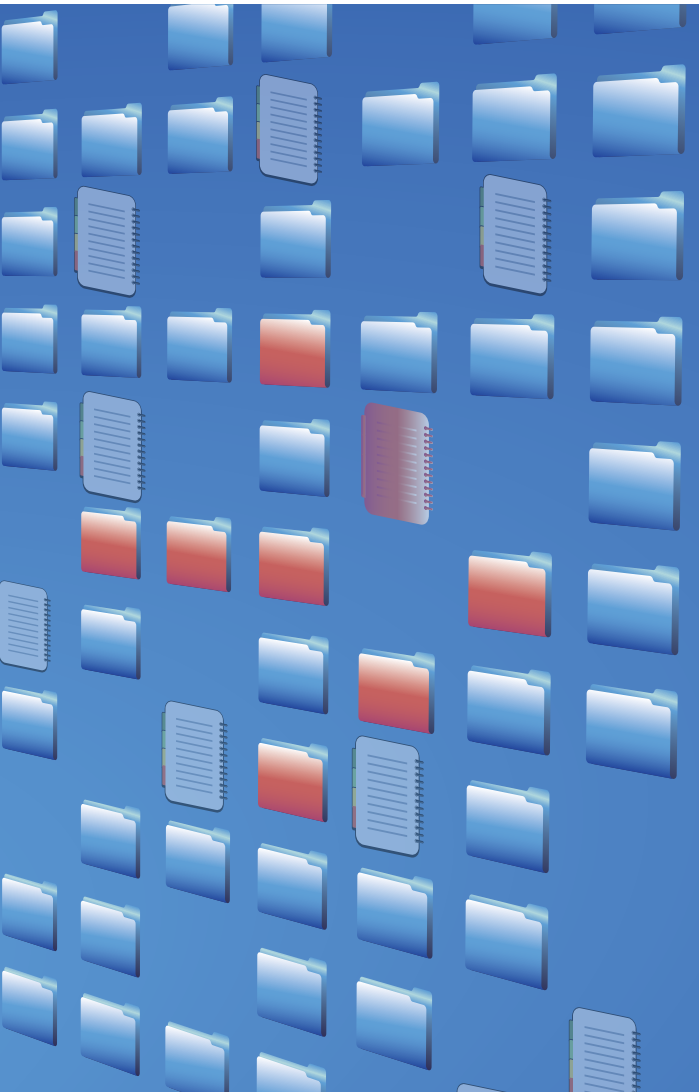


the major provisions of which are to allow Hong Kong to enter into standalone TIEAs, was enacted into law on 19 July 2013.

The provisions of the new law

The new law amends certain provisions in the IRO and the Inland Revenue (Disclosure of Information) Rules (the Rules) to:

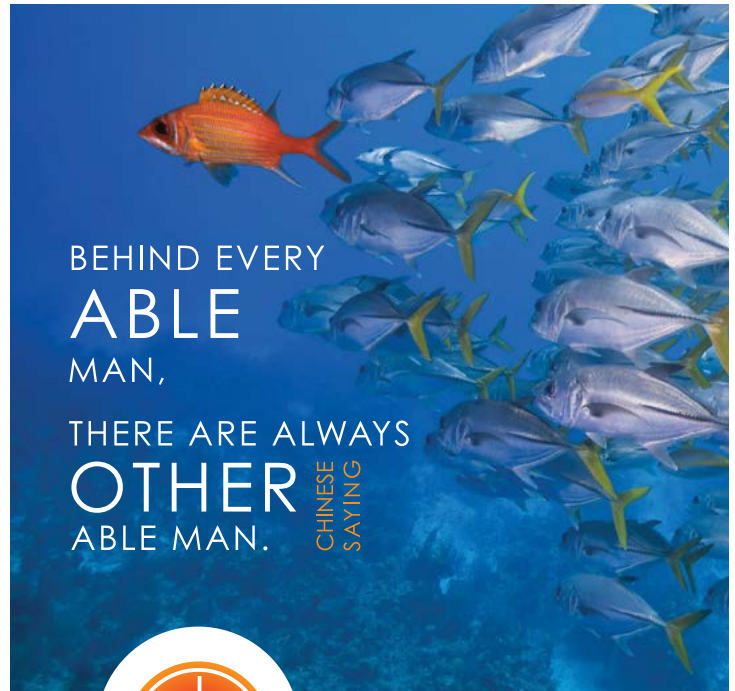
- allow the Hong Kong Government to enter into an arrangement with the government of a territory outside Hong Kong for exchanging of information in relation to any tax imposed by the laws of Hong Kong or the territory (i.e., a TIEA). As a result, if a TIEA is entered into between Hong Kong and another jurisdiction, the IRD can now obtain information from taxpayers for the purposes of supplying the same to the requesting authority of the relevant TIEA jurisdiction;
- extend the IRD's information gathering powers to



© BLUEXIMAGES | DREAMSTIME.COM

include information not only in the possession of a taxpayer, but also information in the control of a taxpayer. This amendment will enable Hong Kong to comply with the standard term of a TIEA that the scope of information exchanged covers both information in the possession of a taxpayer or in their control. However, what constitutes information in the “control” of a taxpayer is not defined in the new law.

- relax certain restrictions on information that can be exchanged. Under the new law, information that relates to a period before a relevant arrangement (i.e., a CDTA or TIEA) has come into operation can nonetheless be exchanged under certain conditions. The applicable conditions are that the information is relevant for the carrying out of the relevant arrangement, or relevant for tax assessments in respect of any period that starts after the relevant arrangement has come into operation.



BEHIND EVERY
ABLE
 MAN,
 THERE ARE ALWAYS
OTHER
 ABLE MAN. CHINESE SAYING



tax law
 Partners Ltd

GAIN WISE
www.hkwj-taxlaw.hk

Safeguarding the privacy and confidentiality of information of taxpayers under a TIEA

The Government has committed that the safeguards in respect of the privacy and confidentiality of information of taxpayers under a TIEA would be the same as those afforded under a CDTA. The following are the salient points of the relevant safeguards:

Built-in safeguards under the terms of a CDTA, or any future TIEA

Restriction in terms of scope:

- (a) information will only be exchanged upon receipt of requests and no information will be exchanged on an automatic or spontaneous basis;
- (b) the information sought should be foreseeably relevant, i.e., no fishing expeditions;
- (c) there is no obligation to supply information under certain circumstances, for example, where the information would disclose any trade, business,

- industrial, commercial or professional secret or trade process, or which would be covered by legal professional privilege, etc;
- (d) the IRD will not accede to any requests from our treaty partners for tax examinations abroad and assistance in collection of taxes;

Restriction in terms of usage:

- (e) information received by the treaty partners should be treated as confidential;
- (f) information would generally only be disclosed to the tax authorities (including courts and administrative bodies) concerned with the assessment or collection of, the enforcement or prosecution in respect of and the determination of appeals in relation to taxes falling within the scope of the EoI; and
- (g) information requested should not be disclosed to a third jurisdiction.

Domestic safeguards provided for under the Rules

- (a) The decision on whether to accede to an EoI request has to be made by a directorate officer of the IRD, who has to be satisfied that the request is made in accordance with the law and the CDTA or TIEA concerned;
- (b) Save in exceptional circumstances where notification would prevent or unduly delay the effective exchange of information, or where prior notification would otherwise undermine the chance of success of the investigation conducted by the requesting party, the IRD has to notify and provide the taxpayer with the information that the IRD is going to transmit to the requesting party; and
- (c) The taxpayer can verify the factual accuracy of the information with the IRD. If the Commissioner of Inland Revenue refuses to accept the taxpayer's proposed factual correction to the information, the taxpayer may seek a review by the Financial Secretary, whose decision on the matter shall be final.

Commentary

The new law will enable Hong Kong to comply with the latest international standard on tax transparency and maintain its reputation as an international business and financial center. In particular, the new law will enhance the likelihood that Hong Kong will pass the Phase 2 peer review currently being conducted by the Global Forum, the report in respect of which is due to be released in September 2013. Upon passing the Phase 2 peer review, the risk of Hong Kong being labeled as an uncooperative jurisdiction should decrease. ❀

“

Upon passing the Phase 2 peer review, the risk of Hong Kong being labeled as an uncooperative jurisdiction should decrease.

假如能成功通過第二階段的評估，香港被國際社會視為不合作司法管轄區的風險將會降低。

”

根據稅務透明化的最新國際標準，一個司法管轄區必須同時備有全面性避免雙重徵稅協定（全面性協定，CDTA）或獨立的稅務資料交換協定（交換協定，TIEA），隨時準備在相互的基礎上交換稅務資料。此外，假若其他司法管轄區要求簽訂交換協定，即使該司法管轄區傾向簽訂全面性協定，亦不得因而拒絕簽訂交換協定。

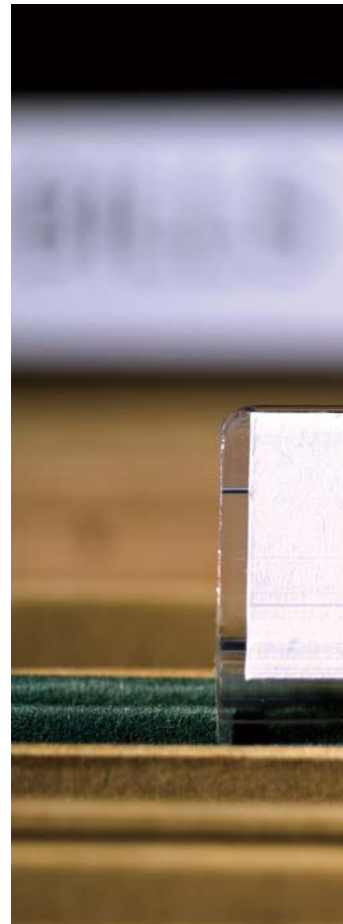
然而，香港必須修訂其稅務條例，方可與其他司法管轄區簽訂交換協定，因為根據《稅務條例》的舊有條文，香港稅務局只可與已經和香港簽訂全面性協定的稅務管轄區，進行稅務資料交換。

基於這個背景，當局已於2013年7月19日頒布《2013年稅務（修訂）（第2號）條例》（新法例），當中的主要條文讓香港可以簽訂獨立的交換協定。

新法例的條文

新法例修訂了《稅務條例》及《稅務（資料披露）規則》（《規則》）的若干條文如下：

- 容許香港政府與香港境外地區的政府簽訂協議，就香港或有關地區的法律所施加的任何稅項交換資料（即交換協定）。因此，假如香港與另一司法管轄區簽訂交換協定，稅務局現可向納稅人收取資料，以提供給該司法管轄區中要求交換資料的部門；
- 擴大稅務局取得資料的權力，除了包括納稅人管有的資料，還有所控制的資料。有關修訂可讓香港符合交換協定的標準條款，即交換資料的範疇涵蓋納稅人管有或控制的資料。





TAXES

© BLUEIMAGES | DREAMSTIME.COM

然而，新法例卻未有界定何謂納稅人所「控制」的資料。

- 放寬可交換資料的若干限制。新法例容許在有關安排（即全面性協定或交換協定）實施前所產生的資料，也可以在若干條件下進行交換，也就是所要求的資料是關於有關安排實施以後的任何期間，所施行有關安排的條文，或執行締約夥伴的稅務法律。

交換協定維護納稅人的私隱和所交換資料的保密性

政府已承諾會按現行全面性協定的做法，盡量在交換協定的條文內提供相同的保障措施，維護納稅人的私隱和所交換資料的保密性。以下是相關保障措施的重點：

全面性協定或任何日後的交換協定下的保障措施
範圍方面的限制：

- (a) 只在接獲請求下交換資訊，而不會作自動或自發的資料交換；
- (b) 所索取的資料需為可預見相關的資料；
- (c) 在一些情況下沒有責任提供資料，例如資料會披露任何貿易、業務、工業、商業或專業秘密或貿易程序，又或有關資料屬法律專業特權涵蓋範圍；
- (d) 稅務局不會答允締約夥伴任何就海外稅務調查及協助徵稅的請求；

使用方面的限制：

- (e) 締約夥伴所獲取的資料必須保密；

- (f) 所獲取的資料只可向與資料交換範圍所涵蓋的稅項的評估、徵收、執法、檢控或上訴的裁決有關的稅務當局（包括法院及行政部門）披露；及
- (g) 所索取的資料不得向第三司法管轄區披露。

《規則》下的本地保障措施

- (a) 是否應允資料交換要求，須由稅務局的首長級人員在其信納有關要求符合相關法例及全面性協定或交換協定後決定；
- (b) 除非在特殊情況下，有關通知會妨礙或阻延有關資料有效地交換，或事先通知納稅人會減低索取資料一方的調查成功機會，否則稅務局須通知有關納稅人，並向其提供當局將給予索取資料一方的資料；以及
- (c) 有關納稅人可以向稅務局核實有關資料的準確性。假如稅務局局長拒絕接納其提出更改資料的建議，該納稅人可要求財政司司長進行覆核並作最後決定。

評論

新法例讓香港可符合稅務透明化的最新國際標準，並維持其作為國際商業及金融中心的美譽。特別是，鑒於全球論壇將於2013年9月發表香港的第二階段成員相互評估報告，新法例可提高香港順利通過評估的機會。假如能成功通過第二階段的評估，香港被國際社會視為不合作司法管轄區的風險將會降低。✿



Lois Cheng is the head of corporate communication of Gold Partners (Asia) Asset Management Company Ltd
鄭敏瑜是高柏（亞洲）資產管理有限公司企業傳訊部主管。

Plastic Fantastic

內地信用卡市場高速增長

Mainland China's rapidly expanding middleclass has given rise to mind-boggling growth in credit card usage, writes **Lois Cheng**

中國中產人口迅速增長，帶動信用卡以驚人速度廣泛普及

鄭敏瑜

The Chinese do love their food, and now it seems they love their wine too. In 2012, over 2.16 billion bottles of wine were consumed in Mainland China, worth RMB257 billion, representing an annual growth of 20%, according to research firm International Wine Spirits Research.

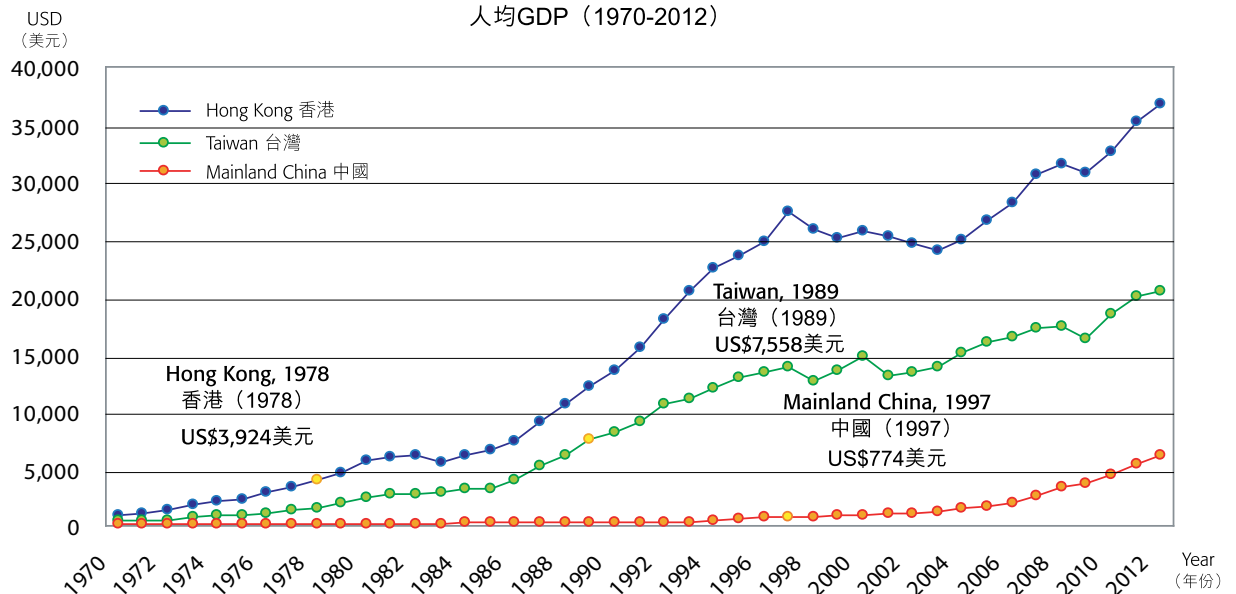
The boom in wine sales is a reflection of the country's growing middleclass and part of the Chinese Government's efforts to promote domestic consumption to facilitate China's economic transformation. On July 5 the State Council issued 10 steps to boost China's economy, one of which was developing consumer finance to promote its consumption drive. As more people are

using credit to take advantage of these consumption drives, banks need to settle an ever-increasing number of outstanding credit card receivables. As a result, the need for professional credit card receivables services is growing.

Encouraging spending

In 2011, the Chinese Government put consumption, investment and exports as the "three lead horses" that will drive economic growth during the 12th Five-Year Plan. It stressed the need to expand domestic consumption as a key element in promoting steady economic growth and reducing the country's dependence on

GDP per Capita (1970-2012)
人均GDP (1970-2012)





© TANGDUCMINH | DREAMSTIME.COM

exports. In July, the State Council released its 'Guidance on Financial Support for Economic Restructuring, Transformation and Upgrading,' in which it proposed the further development of consumer finance. A report by research firm McKinsey estimates that private consumption will overtake investment as the largest component of economic growth of China by 2025. The development of China's consumer finance industry is also driving the mind-boggling growth of credit cards.

According to the 'Blue Book on the Development of China's Credit Card Industry 2012,' released by the China Banking Association in May, the Mainland issued 46 million credit cards in 2012, bringing the total number of cards in circulation in the country to 330 million. Hong Kong, by comparison, had 16.3 million credit cards accounts, while Taiwan had 34.1 million credit cards in use at the end of 2012. Data from the People's Bank of China (PBOC) showed a steady growth of bank card consumption businesses in China: nationwide annual bank card transaction amounted to RMB20,800 billion at the end of 2012, which averages out to RMB2,295 per transaction.

Rise of the middleclass

Labour and capital are two fundamentals for economic growth. Hong Kong's economic development went into overdrive between 1945 and 1950. During those five years, Hong Kong's population surged from 0.5 million to 2.2 million as the social condition on the Mainland became increasingly unstable and a mass of Chinese, especially rich businessmen from the eastern China, fled to Hong Kong. This sudden influx of labour and capital laid the foundation of Hong Kong's post-war economic boom. In the '50s and '60s, Hong Kong's

economy mainly relied on the manufacturing industry of light industrial products. As the population grew, and the education level of the second generation increased, Hong Kong's middleclass gradually grew. Following the economic development model of Western economies, consumer economics and the services industry expanded, which led to the general issuance and usage of credit cards.

The first Hong Kong dollar denominated internationally-accepted credit card was issued by American Express in 1978. Taiwan, whose industrialization began in the '70s, saw its first Taiwan dollar denominated internationally-accepted credit card issued in 1989, again by American Express.

The Mainland's economic reform and opening up in 1978 also hastened its economic development, but the first milestone of its credit card industry didn't come until 1997 when the Bank Card Information Switching Centre (BCISC) – co-founded and managed by a number of banks – was established in Beijing. BCISC created the first nationwide inter-bank platform that facilitated the joint operation of credit cards by different issuers in the Mainland. China's entry into WTO in 2001 triggered a substantial growth in the credit card market as major Mainland banks focused more on credit card operations amid keen competition from foreign financial institutions.

Consumer finance derives bank credit card outsourcing services

Credit cards have played a pivotal role in driving domestic demand to promote economic growth. In 2012, credit card transactions in the Mainland accounted for 48.26% of total retail sales, up 6.54% over 2011, and increased the outstanding credit balance to RMB1,138.7

Credit card promotions in Mainland China

- Bank of China Great Wall American Express Card set cardholder's uncapped limit at RMB5 million
- ICBC and Huaxing Automobile Group launched a credit card promotion for discounted purchase of Mercedes and Audi vehicles
- ICBC Sichuan Credit Cards equipped with traffic police functions. Cardholders can check penalties, reduction of points and pay fines via ICBC branches
- China Everbright Bank Corporate Cards equipped with financial and accounting functions to help company finance and accounting departments to make business payments and reimbursements
- Bank of China and Taobao jointly-launched the BOC Taobao Credit Card, making online shopping payment more convenient and offering exclusive Taobao promotions and shopping discounts.

billion, according to data provided by the China Banking Association. In 2012, the total value of credit card transactions in Hong Kong reached HK\$477.2 billion, while credit card holders in Taiwan spent TWD1,664.3 billion.

Economic development, urbanization and the government's drive to encourage domestic consumption have fuelled the popularity of credit cards in the Mainland. The amassing credit card receivables, however, have also worried society. At the end of 2012, PBOC's figures show approximately RMB14.7 billion in outstanding credit was overdue by six months, racking up an annual increment of 32.9%. Hong Kong's credit card receivables overdue by 90 days, reached HK\$220 million at the end of 2012, according to the HKMA.

Credit lending and recovery are two sides of the same coin for a healthy financial system. In China, competition between banks to issue credit cards was so keen that they fell over each other to lower their requirements, and provided overdrafts to keep their market share. Such moves have left many cardholders in a helpless situation as they try to pay off the accumulating interest. Some try to pay off their bills with another card, which has exacerbated their woes and led to economic and social

problems such as credit card debt and intimidation to recover money, affecting the stability and harmony of the society. Responsible and disciplined credit lending and recovery are equally important and must be maintained.

Banks, however, have come to realize that how they manage and recover their credit card overdue loans has a direct impact on their business. Professional credit card receivables recovery service companies must have strict and standardized codes of operation that comply with the law. They should also provide regular training for staff and operate a highly-secured computer system to protect the information confidentiality of its clients and debtors.

Stronger credit card receivables management

Based on the World Bank and the International Monetary Fund criteria, China has transformed itself from a low-income into a middle-income country. Between 1985 and 2005, the national income per capita increased nearly 16 times from RMB2,100 to RMB32,700. From 2000 to 2010, China's income per capita rose by around 225%, compared to 34% for G7 nations, and the global average of almost 60%, according to Datastream, Allianz GI Capital Market Analysis.

The Brookings Institution calculates that China's middle-class population (defined as those who spend an average of US\$10-100 per day) reached 247 million in 2012, accounting for approximately 18.2% of the 1,390 million total population. Should the current trend continue, it projects that by 2020, the middle-class will number 607 million. Many of these are young professionals in the 25- to 45-year-old range, highly educated and high earners.

Citigroup, the first Western bank that issued a sole branded credit cards in China in 2012 without a Chinese joint-venture partner, predicts that China will become the world's largest credit card market by 2015. MasterCard expects the number of credit cards in China to rise to 1.1 billion by 2025, which will result in issuers' revenue jumping 20 fold.

China's steadily rate of urbanization, the growth of a huge middleclass, the general increase in spending power and the switch of consumption behavior from physical goods to a basket of services and physical goods present ample opportunities for China's consumer finance industry to grow. However, to ensure financial and social stability, great care must be given to credit card receivables management. ❀

Gold Partners (Asia) Asset Management Company Ltd was established in Hong Kong in 1987. Gold Partners is principally engaged in Modern Consumer Finance Consultancy and Outsourcing services.

An Evolution

Enhancing Competitiveness

With the fast-evolving business environment under more stringent regulatory requirements, HR executives are playing an essential role in the future success of their organization and it is imperative to distill a range of practical steps to maximize the potential of HR's contribution.



A decentralized HR organization inevitably gives rise to fragmented HR processes and this environment requires extensive manual intervention that effectively deprives HR staff of enough time to look into strategic management activities to meet business and employees' requirements. Companies relying on obsolete or outmoded HR systems, more often than not, will suffer over time as their current HR function is not well aligned with their pursuit of growth. Most importantly, such challenges mean that its workforce is not pulling it in the right direction or at the right pace. A radical overhaul is needed to enhance their HR function.

Lower the risk of breaching regulatory requirements

Stricter rules implemented under Employment (Amendment) Ordinance since 2007 (EO713) – Relevant Statutory Entitlement has put much pressure on organizations, especially in the matter of calculating the average daily wages over a 12-month period. In addition, the recent change of minimum wage ordinance, employers need to establish the total “hours worked” in the “wage period” x HK\$30 = Statutory Minimum Wage (SMW) entitlement. If the employee receives less than the SMW in a wage period then

he or she is entitled to be paid the difference between what he or she received and the SMW. Therefore, the HR capabilities in many organizations are in need of a quality upgrade in order to be compliant with labour legislation.

Sophisticated tools ensure data accuracy

Computing errors can easily occur for organizations using outmoded HR systems, meaning that these companies could be unwittingly running into the risk of breaching regulatory requirements. Obsolete systems in general fail to address the issue of average daily wages calculation properly and accurately.

A wide range of issues need to be addressed and some of them can be quite tricky to handle. Improving payroll and workforce administration has an important role to play in helping you meet today's challenges. It is of paramount importance that an organization's payroll system complies with legal frameworks as well as other industry-specific requirements.

Technology as a HR enabler

A highly integrated HRMS with strategic approach is the right solution in order to help and transform the HR function ensuring organizations to get data consistency and accuracy. The benefits of a highly scalable and flexible solution are far reaching. It examines all the areas involved, no matter how small they are, and is capable of handling payroll effectively. The most important is taking the advantages of new technologies to provide seamless integration and superior HR functions.



“Tech Tips For Better HR”

Get a FREE practical guide of HRMS

By visiting our website www.flex.hk/HRMSGuide or scanning the QR code to register.



Company : FlexSystem Limited
 Enquiry : 3529 4123
 E-mail : infodl@flexsystem.com
 Website : www.flex.hk



© XIAOFENG123 | DREAMSTIME.COM

民以食為天，中國人向來重視吃，現在似乎也愛喝。國際葡萄酒及烈酒研究機構指出，2012年中國葡萄酒消耗量超過21.6億瓶，銷售額達人民幣2,570億元，按年增長20%。

葡萄酒銷量上升，反映國內中產人口增長，也有政府擴大內需推動經濟轉型的因素。國務院於7月5日發表挺經濟十招，再次提到發展消費金融，促進消費升級。隨著使用信用消費漸趨普及，銀行信用卡應收款大增，對專業信用卡應收款管理服務的需求亦愈見懇切。

鼓勵消費

2011年，中國政府在「十二五」規劃建議中，把消費、投資及出口列為拉動經濟增長的「三駕馬車」，強調將擴大內需作為促進經濟平穩增長、減少依賴出口的重要措施。7月，國務院發表《金融支援經濟結構調整和轉型升級指導意見》，提出要進一步發展消費金融。研究機構McKinsey估計，個人消費將於2025年前取代投資成為中國經濟增長的主要動力。中國消費金融行業發展迅速，帶動信用卡亦錄得驚人增長。

根據中國銀行業協會5月發表的《2012中國信用卡產業發展藍皮書》，中國於2012年發行了4,600萬張信用卡，全國累計已總共發行3.3億張；對比香港在2012年底約有1,630萬個信用卡賬戶，台灣的總卡量則約3,410萬張。中國人民銀行資料顯示，內地銀行卡消費業務穩步增長，截至2012年底，全國全年銀行卡消費金額達人民幣20.8萬億元，筆均消費人民幣2,295元。

中產崛起

人力和資金，是經濟增長的兩大重要元素。香港經濟於1945至50年間急速發展，由於當時內地社會日趨動盪，大批人口蜂擁南下，令本港人口在五年間由50萬激增至220萬，當中包括華東一帶的富裕商賈。大批廉價勞工和資金湧至，為香港奠定了戰後經濟起飛的基礎。在五、六十年代，本港經濟主要靠製造低產值的輕工業產品。隨着人口積聚，加上第二代的教育水平上升，香港的中產人口逐漸增長。跟隨西方經濟的發展模式，消費者經濟和服務業陸續擴展，促使信用卡廣泛發行和投入使用。

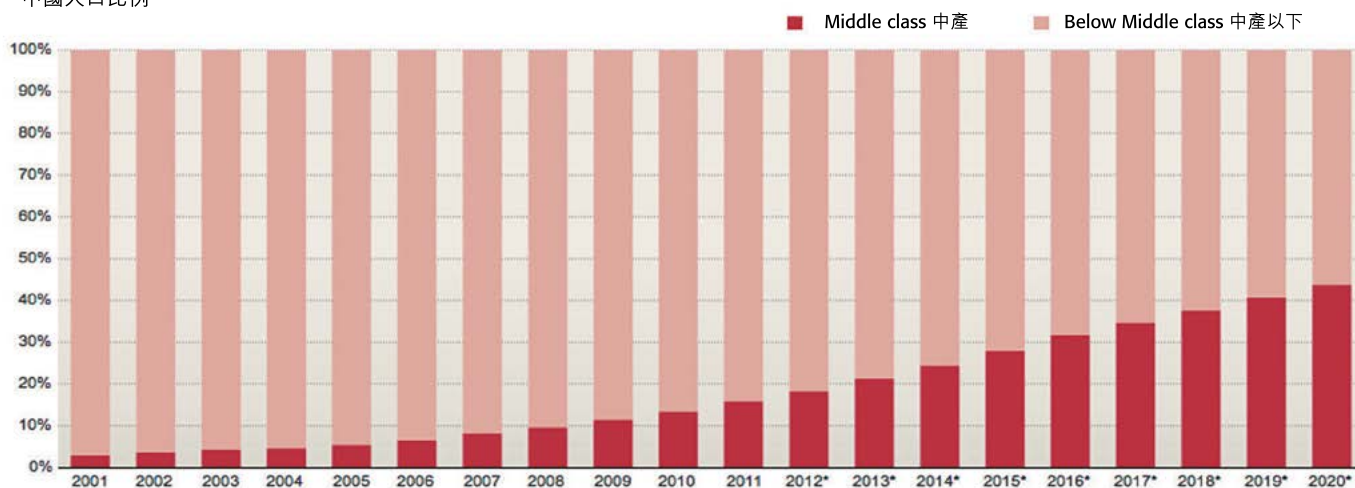
香港首張港幣結算國際通用的信用卡於1978年由美國運通發行。台灣於七十年代才開始工業化，首張台幣結算國際通用信用卡直至1989年才同樣由美國運通發行。

國內信用卡推廣

- 中國銀行發行的長城美國運通卡的透支額度可高達人民幣500萬元
- 工商銀行與華星汽車集團推出信用卡購車優惠，可以優惠價購買Benz及Audi車款
- 工商銀行蜀通信用卡具備交警業務辦理功能，持卡人可於工行網點自助辦理認罰、扣分、繳款等事務
- 光大銀行公務信用卡讓企業財計部可輕鬆處理日常公務支出和財務報銷
- 中國銀行與淘寶推出中銀淘寶信用卡，便利網上購物付款，更可專享淘寶會員待遇、購物折扣等

Share of China's population

中國人口比例



* Projections. Note: As measured by 2005 dollars at purchasing power parity. Source: Homi Kharas, Brookings Institution

* 預測。備註：按購買力平價以2005年美元幣值計算。資料來源：Brookings Institution

中國自1978年推行經濟改革開放以來，經濟迅速發展，但直至1997年，國內多間銀行共同發起及組織的銀行卡信息交換總中心在北京成立，為內地不同發卡機構在信用卡的全國跨行通用和聯合經營方面提供便利，信用卡的發展才算真正起步。中國於2001年加入世界貿易組織後，國內主要商業銀行面對外資金融機構的激烈競爭，紛紛加大信用卡業務的投入，為信用卡市場帶來實質增長。

消費金融衍生銀行信用卡外包服務

中國重點提振內需拉動經濟增長，信用卡擔當著重要的角色。根據中國銀行業協會的資料，2012年，內地全國信用卡交易金額佔消費品零售總額高達48.26%，較2011年升6.54%；未償信貸總額增至人民幣11,387億元。香港在2012年的信用卡交易總額為4,772億港元，而台灣的簽賬金額則為16,643億台幣。

經濟發展、城鎮化和政府刺激內需的措施，促進了信用卡的普及，但所產生的龐大信用卡應收賬，亦為社會帶來隱憂。中國人民銀行數據顯示，中國在2012年底的信用卡逾期半年未償信貸總額約人民幣147億元，較2011年增加32.9%。根據香港金融管理局，於2012年底，香港拖欠逾期90天的信用卡賬款達2.2億港元。

要維持金融系統的穩健，信貸的授出與收回同樣重要。近年，內地銀行為搶佔市場份額，紛紛降低信用卡的發卡門檻，並提高透支提款額度。許多持卡人面對龐大卡數及不斷滾存的利息開支，均感到束手無策；有些試圖以卡養卡，結果令情況雪上加霜。債台高築、催逼卡債等經濟和社會問題，影響社會和諧穩定，所以放貸與收貸兩者都必須謹慎處理。

銀行已意識到妥善管理和收回信用卡逾期貸款，會對其業務有直接的影響。專業的信用卡應收賬管理公司必須要有嚴格、規範和合法的營運守則，亦要定期進行專業培訓，確保員工充分掌握最新資訊，而公司更要設有嚴密的電腦系統，保障客戶及債務人資料安全保密。

加強信用卡應收賬管理

按世界銀行及國際貨幣基金組織的標準，中國已從低收入國家邁進中等收入國家行列。於1985至2005年間，全國人均收入由約人民幣2,100元升至人民幣32,700元，接近16倍。根據Datastream進行的市場分析，在2000至2010年間，中國人均收入升約225%，對比同期G7國家升約34%，全球平均約60%。

研究機構Brookings Institution的資料顯示，中國於2012年的中產人口（即日均消費介乎10至100美元）達到2.47億，佔13.9億總人口約18.2%。按目前趨勢推算，在2020年前，中產人口將飆升至6.07億，大部分將是介乎25至45歲、擁有高學歷和高收入的專業人士。

2012年，花旗集團在中國發行首張自家品牌信用卡，成為首家在中國獨立發行信用卡的國際銀行。花旗預測，中國將於2015年前成為全球最大的信用卡市場。國際發卡組織MasterCard預期，國內的信用卡數目將於2025年前升至11億張，發卡機構的收入可望有20倍增長。

中國城鎮化穩妥推進、中產人口湧現、社會消費能力普遍上升，以及消費模式由過往的實物消費為主，轉向實物消費與服務消費並重，上述種種社會現象均為中國的消費金融行業帶來龐大的機遇。然而，要確保金融市場及社會穩定，信用卡應收賬管理必須謹慎處理。

高柏亞洲於1987年在香港成立，主要從事現代消費金融顧問及外包服務。

Nansha's Boom

南沙優勢漸顯

China's new development zone aims to grow into a future transportation hub and base for cooperation between Hong Kong, Macao and Guangdong

中國發展新區銳意發展成為交通樞紐，以及粵港澳的合作基地

Nansha New Development Zone is China's latest area to be classified as a state-level zone. The district, together with Qianhai and Zhuhai districts in Guangdong Province, are high on the Central Government's development priority list, and are expected to drive the transformation of the province's economy.

The 'Overall Plan of Nansha New District of Guangzhou (2011-2030),' released in January this year, stated that in the coming 20 years, the district's rail, road and air connections will make it possible to travel from anywhere within the PRD to Nansha within one hour.

The importance for Hong Kong cannot be underestimated, particularly once the Guangzhou-Shenzhen-Hong Kong Express Rail Link is running, as the journey from Hong Kong West Kowloon Terminal to Nansha

will take just 28 minutes. In addition, the extension of Nansha Bonded Port Area (Phase III) and other infrastructure projects will expand cooperation with Hong Kong's logistics, services and tourism industries.

To explore how these developments will impact Hong Kong, and what opportunities they will create, the Chamber's China Committee organized a mission to Nansha in late June, led by committee Chairman Edmond Yue.

Transport Hub of the PRD

Delegation Advisor Eric Fok, who is the Commodore of Nansha Marina, stressed that as it lies at the centre of Guangdong, Nansha's location makes it ideally situated to become a transport hub.

In addition to linking up to the Mainland's high-



While in Nansha, the Chamber's delegation also visited Enpro Supply Chain Management Limited, which operates in Nansha Bonded Port. Ronald Lee, Deputy General Manager at the company, explained to members what benefits his company derives from operating in the port. These include tax exemption on all imported machinery, low operating costs, and ample, low-cost space.



speed rail network, Nansha Bonded Port Area (Phase III) will also be linked up to the railway network by 2015, making it simple and convenient to transport goods to the rest of the Mainland. Fok told members that Nansha truly has the potential to become a logistics base in the Mainland's future development.

One City, Three Districts

The Chamber delegation also met with Dong Ke, Member of the Standing Committee, Nansha District Committee of the CPC, Guangzhou City, who introduced the concept of 'One City, Three Districts.' He explained that 'One City' refers to the central areas comprising six functional zones of the Pearl Bay area, Jiaomen River, Central and Huangge living. These surrounding areas are divided into 'Three districts' – northern, western and southern districts.

The Northern District is currently an automobile base, which will undergo an economic restructuring to turn it into an area for vocational education, innovation in technology, product testing & certification, as well as public services.

The shipbuilding base in the Western District will be retooled for construction machinery, large machine tools, precision instruments, and maritime services. The other shipbuilding base at Longxue Island and Nansha Harbour in the Southern District will undergo a comprehensive redevelopment for harbour logistics, manufacturing, outsourcing and eco-manufacturing.

To facilitate its development, in January 2013 the Guangdong Provincial Government authorized the Bureau of Development and Reform in Nansha to shorten the approval time for projects.

Delegation leader Edmond Yue said that HKGCC has been paying close attention to the development of Nansha, which is being facilitated by the signing of an

MOU between the Chamber and authorities there on May 13.

"It is good to see that industries such as logistics, product testing & certification and service industries, which Hong Kong companies excel at, have been included in the 'One City, Three Districts' plan," he said.

Chamber delegates expressed their wish for Nansha representatives to provide more details on Nansha's preferential policies, and how those differ from Qianhai and Hengqin.

Zhang Jiamao, Deputy Director, General, Bureau of Development and Reform, Nansha Development Zone, said that on September 6, 2012, the State Council approved the 'Guangzhou Nansha New Zone Development Plan' as a state-level strategic zone, giving it the same status as Pudong New Area, and the Tianjin Binhai New District. He added that Nansha is also allowed to establish its own pilot measures, such as those set up in Shenzhen over 30 years ago, which drove the country's economic transformation.

Regional cooperation

The 'Notice on Major Work Arrangements on the Framework Agreement for Hong Kong-Guangdong Cooperation,' released by the Guangdong Provincial Government on March 25, 2013, stressed that the Nansha New Development Zone will play a key role in expanding regional cooperation.

Under current plans, Nansha will offer preferential policies to foster the development of its financial services, logistics and special travel industries. These include measures to encourage foreign talent to stay in Nansha, as well as simplified cross-border formalities, and tax exemption. An exhibition zone will also be established for data service companies in Nansha, Hong Kong, Guangdong and Macao, in addition to a state-



Nansha Marina

Nansha Marina, constructed by the Fok Ying Tung Group, serves yacht lovers from Guangdong, Hong Kong and Macao. Part of the Marina's development includes the construction of the Coastal City Complex, Grand Hotel, Olympic Square and related entertainment and cultural facilities. These will stretch along the seven-kilometer coastline. Currently, Nansha Marina offers 352 wet berths.



level testing & certification laboratory. Financial zones will also be set up to trial 'pilot measures.'

Nansha is working closely with the Hong Kong Government to formulate policies that will encourage construction companies, medical and related professions certified by authorized institutions in Hong Kong and Macao to set up business in Nansha under CEPA.

Yue pointed out that clear policies are essential for Hong Kong service providers to choose suitable areas in which to invest, but was upbeat about its future growth.

"With the construction of Qingsheng High-Speed Railway Station in Nansha, and the development of the Pearl River Bay Area, Nansha's future looks bright," he said. 🌸

Pearl River Bay Area

Construction of the Pearl River Bay Area began on June 19, 2013. Located in the center of Nansha, it will focus on developing financial, legal, accounting, exhibition and high-end services industries.

Nansha Bonded Port Area

Nansha Bonded Port Area is the fifth port and first bonded port in Guangdong Province. At present, 48 domestic and foreign trade shipping routes have been opened, and 17 of the world's 20 largest container liners have operations in Nansha Bonded Port Area. Container throughput in 2012 reached 9.49 million TEUs.



廣州南沙新區是繼上海浦東新區、天津濱海新區後，中央政府設立的另一個國家級戰略新區。事實上，廣東省前海、橫琴和南沙為國家的重點發展區域，而未來乘坐廣深港高鐵，從南沙到香港西九龍站只需28分鐘，加上南沙保稅港區第三期擴展及其他具潛力的項目，南沙將可成為兩地物流、服務、旅遊等產業發展交流合作的新基地。

為掌握南沙區的未來交通優勢及國家政策帶來的商機，香港總商會中國委員會主席余國賢於2013年6月28日率領一行45人，前往南沙新區考察及拜會各政商代表。南沙遊艇會會長霍啟山亦擔任顧問，並親自提供關於南沙全面規劃的第一手意見。是次考察團是中國委員會探討三大開發區（南沙、前海和橫琴）的系列活動之一。

珠三角的交通樞紐

考察期間，霍啟山多番提及南沙區地理位置優越，位處粵港澳中心地帶，更擁有天然的深水港灣。已興建的慶盛高鐵站將是地鐵四號線與廣深港高鐵的交匯站，也是廣深港高鐵自廣州南站下行的第一個高架車站，未來只需28分鐘便可從南沙直達香港西九龍站。

廣州市規劃局於2013年1月於《廣州南沙新區城市總體規劃（2011—2030）》指出，配合規劃中總共七條軌道線路網絡，未來20年內，南沙將可通達香港、東莞、深圳、珠海、中山、茂名、江門、肇慶等眾多城市，並連接穗深港三大機場、拱北口岸及廣州南站，珠三角一小時生活圈的構想將得以實現。

預計2015年，南沙保稅港區內將設立新鐵路，貨品可輸往中國大西南及大西北，提供足夠條件讓南沙成為物流基地。

「一城三區」新規劃

考察團與南沙區區委常委董可及南沙區開發區經濟貿易局范躍華局長會面時，董常委先介紹該區未來的空間結構將分成「一城三區」。「一城」為中心城區，包括明珠灣區、蕉門河中心、黃閣生活區等六個功能區。

其周邊將被整合成三個新區組團，北部現有的汽車製造基地將發展成職業教育、科技研發、產品測試及公共服務組團；西部的造船基地將變成工程機械、大型機床、精密儀器、海洋裝備配套的產業組團；南部龍穴島造船基地和南沙港將綜合發展，加入港口物流、臨港製造、服務外包、生態製造等產業。

團長余國賢表示，總商會一向關心南沙新區的發展，故於今年5月13日與南沙新區管委會簽訂合作備忘錄。他喜見在「一城三區」的規劃中，物流、產品測試及服務等領域均是港商的強



項。他亦問及南沙區的優惠政策與前海、橫琴有何不同。

南沙區發展和改革局副局長張家茂回應指出，國務院於2012年9月6日正式批覆《廣州南沙新區發展規劃》，確定了南沙新區與上海浦東新區、天津濱海新區並列的國家戰略定位，更容許南沙與30年前的深圳市一樣，賦予推出「先行先試」政策的權利。所以南沙發展目標是國家級的，而其他兩區的優惠政策南沙亦同時享有。

地區合作

2013年1月，廣東省發改委賦予南沙區發改委40多項省級的管理權限，加快南沙發展速度和縮短批核時間，對發展有極大幫助。同年3月25日，廣東省政府發布《廣東省人民政府關於印發實施粵港合作框架協議2013年重點工作安排的通告》，南沙區為重點合作區域，需全面落實《廣州南沙新區發展規劃》，進一步確認該區的粵港澳全面合作示範區的定位。

根據現行規劃，南沙將加速培育高端服務業，為金融服務、物流、特色旅遊等產業提供不同優惠。該區將制訂對外籍高層次人才的居留和往來兩地便利政策、放寬免稅居留期限、建設南沙（粵港澳）資料服務試驗區（即數據資料服務）、打



在南沙考察期間，代表團亦拜訪了已進駐南沙保稅港區的企業廣東合捷國際供應鏈有限公司。該公司副總經理李嘉偉向團員介紹保稅港的吸引之處，包括所有從外地入口的機械設施都享有免稅優惠，而且港內空間大，土地資源多，令區內經營成本降低。

造國家級的檢測實驗室、設立「先行先試」的金融區、簡化及鼓勵南沙汽車的出口業務等。

同時，南沙區正積極與香港特區政府研究，鼓勵持港澳地區許可（授權）機構頒發證書的港澳建設、醫療等服務機構和執業人員利用CEPA，經備案後在南沙區發展相關業務。

余團長總結說，這些政策對香港的服務業提供者選擇投資發展地點時十分有用，配合高鐵慶盛站和明珠灣區的興建，南沙區發展令人拭目以待。✿

南沙遊艇會

南沙遊艇會由霍英東集團興建，地理位置優越，服務三地遊艇活動愛好者。為建設沿岸的海濱新城，遊艇會附近的七米海岸設有南沙大酒店、南沙奧林匹克廣場等遊樂及文化設施。遊艇會共提供352個水上泊位。

明珠灣起步區

剛於2013年6月19日舉行建設動員大會的明珠灣起步區，位於南沙區中部，該區將重點發展金融、法律、會計、展覽等高端服務業。

南沙保稅港區

南沙保稅港區是中國全國第五個、全廣東省首個封關運作的保稅港區。目前，港區已開通了內外貿易班輪航線48條，世界20大班輪公司已有17家進駐，2012年集裝箱吞吐量達到949萬標箱。

China in Focus



Y K Pang (left), Chamber Deputy Chairman, Shirley Yuen, CEO, and P C Yu (right), General Committee member, met with Xu Shaohua (2nd from left), Deputy Governor of Guangdong Province, and John Tsang, Financial Secretary of HKSARG, at the 2013 Business Fair for Hong Kong-Guangdong Economic, Technology and Trade Cooperation on July 10.

總商會常務副主席彭耀佳(左)、總裁袁莎妮及理事余鵬春(右)出席7月10日的「2013粵港經濟技術貿易合作交流會」，並與廣東省常務副省長徐少華(左二)及香港特區政府財政司司長曾俊華會面。

A delegation from Hongqiao CBD, Shanghai, called on the Chamber on June 24. Edmond Yue, Chairman of the China Committee, welcomed the visitors and exchanged views with them on future cooperation.

Stephen Ng, Vice Chairman of HKGCC, attended a meeting & dinner banquet hosted by Governor of Hunan Province Du Jiahao on June 18, as part of Hunan (Hong Kong) Investment & Trade Conference Week 2013. A number of members also joined a seminar on the following day which focused on 'Hunan Provincial Conditions Introduction of Key Investment Promotion Projects.'

Yu Xinfan, Deputy Chief, Furong District of Changsha City, led a delegation to visit the Chamber on June 20. Watson Chan, Chamber Senior Director, Policy & China Business, Wendy Lo, Senior Manager, China Business received the group.

Danny Po, Asia-Pacific and China National Leader of Mergers & Acquisitions Tax Services from Deloitte China, spoke at the Chamber's roundtable luncheon on June 20, titled "PRC Tax Planning for Assignment/ Secondment Arrangements."

David Hsu, Vice Chairman of the China Committee, and six members participated in a joint investment seminar organized by Minhang District and Hongqiao CBD, Shanghai, on June 25. The Chamber was one of the co-organizers of the event.

Watson Chan, Senior Director, Policy and China Business of the Chamber

joined the Guangxi-Hong Kong Networking Luncheon for the foreign chambers on June 25 to strengthen HKGCC's network with Guangxi officials. Peng Qinghua, Secretary of the CPC Guangxi Zhuang Autonomous Region Committee, delivered the keynote speech at the event.

Dr YS Cheung, Senior Director, Operations represented the Chamber to attend a luncheon promoting the 17th Xiamen China International Fair for Investment and Trade on June 28. HKGCC is a supporting organization of the event.



L S Goh, Partner, PRC Tax & Business Advisory Services from PricewaterhouseCoopers Hong Kong, spoke at the Chamber's roundtable luncheon on July 9, titled 'Nationwide Implementation of VAT Reform on Transportation and Modern Services Sector.'





Chamber Chairman C K Chow attended the inauguration ceremony of the Board of Directors, International Ningbo Merchants Association Co. Ltd., on July 8 to show the Chamber's support for the association.

Zhong Guosheng, Deputy Secretary General, Zhuhai Municipal People's Government, led a delegation to the Chamber on July 12. Petrina Tam, China Committee Vice Chairman and committee members welcomed the visitors and had an in depth exchange with the group on developments and investment opportunities in Zhuhai and Hengqin.

Yang Yi, Head of Commercial Office, Economic Affairs Department, Liaison Office of the Central People's Government in the HKSAR, held a meeting at his office to discuss Hong Kong companies' experiences on the business environment and operational difficulties in the Mainland. K C Leung, Chairman of the Chamber's Industry & Technology Committee, together with Vice Chairman Emil Yu shared their views with officials at the meeting.

Zhang Songping, Deputy Director General, Department of Taiwan, Hong Kong & Macao Affairs, Jiangsu

Provincial Government hosted a symposium on July 16 to introduce a new regulation to protect Hong Kong and Macao residents' investments in Jiangsu Province. Edmond Yue, China Committee Chairman represented the Chamber to attend the meeting and discussed the details of the draft regulation with Jiangsu officials. ❁

Tse Kwok Leung, Head of Policy & Economic Research, Economics & Strategic Planning Department, Bank of China (Hong Kong), spoke at the China Committee's July 9 meeting on the prospect of internationalization of the renminbi. Following his talk, Edmond Yue was re-elected Chairman of the committee, while P C Yu, Eden Woon and David Hsu were re-elected as Vice Chairmen. Petrina Tam was elected as Vice Chairman to take up the vacancy left by Rose Lee, who decided to step down after serving as Vice Chairman on the committee for six years.



Chamber CEO Shirley Yuen, and Women Executives Club Chairman Margaret Leung, met with Yin Xiaojing, Deputy Minister, Liaison Office of the Central People's Government in the Hong Kong SAR, on July 11 with other representatives from women committees of local major chambers to exchange views and explore future cooperation.

總商會總裁袁莎妮、卓妍社主席梁甘秀玲，連同本港主要商會的其他婦女事務委員會代表，於7月11日與中央人民政府駐香港特區聯絡辦公室副主任殷曉靜會面，互相交流意見，並探索未來的合作機會。



總商會副主席吳天海於6月18日出席湖南省省長與香港工商界知名人士見面會及晚宴。是次活動由湖南省省長杜家豪主持，乃「2013湖南（香港）投資貿易洽談周」的一部分。若干會員亦參加了翌日舉行的「湖南省推介暨重大招商項目發佈會」。

總商會營運副總裁張耀成博士於6月28日代表本會出席「第17屆廈門投洽會推介午餐會」。總商會是活動的支持機構之一。

總商會主席周松崗於7月8日出席世界中華寧波總商會第二屆董事會就職典禮，以示支持。

現代服務業營業稅改徵增值稅的試點政策。

珠海市人民政府副秘書長鍾國勝於7月12日率領代表團到訪，團員由中國委員會副主席譚唐毓麗及多位成員接待，雙方就珠海和橫琴的發展和投資機遇進行了深入的交流。



長沙市芙蓉區人民政府副區長于新凡於6月20日率領代表團到訪總商會，由本會政策及中國商務副總裁陳利華及中國商務高級經理盧慧賢接待。

中國銀行（香港）發展規劃部經濟及政策研究主管謝國樑出席中國委員會7月9日的會議，探討人民幣國際化的前景。其後，余國賢獲選連任委員會主席，而余鵬春、翁以登及許立慶則獲選連任副主席。李慧敏於出任委員會副主席六年後決定卸任，其空缺由譚唐毓麗填補。

中聯辦經濟部貿易處負責人楊益於其辦事處召開會議，討論香港企業在內地的營商經驗和挑戰。會上，總商會工業及科技委員會主席梁廣泉及副主席于健安與官員分享見解。

香港羅兵咸永道會計師事務所稅務及中國商務諮詢部合夥人吳妍嫻蒞臨本會7月9日的午餐會，闡釋全國開展交通運輸業和部分

江蘇省政府港澳事務辦公室副主任張松平於7月16日主持座談會，介紹該省有關保障和促進港澳居民投資的新條例。中國委員會主席余國賢代表總商會出席會議，並與江蘇省的官員討論條例草案的詳情。

中國委員會副主席許立慶及六位會員於6月25日參加「2013年上海市閔行區·虹橋商務區香港招商推介會」。總商會是活動的協辦機構之一。

來自上海市閔行區及虹橋商務區的代表團於6月24日到訪，由中國委員會主席余國賢接待，並就未來合作交換看法。

總商會政策及中國商務副總裁陳利華於6月25日出席「廣西與外國駐港商會及香港商界交流午餐會」，以加強本會與廣西官員的聯繫。廣西壯族自治區黨委書記彭清華於會上發表主題演講。



德勤亞太區及中國企業併購重組稅務服務全國領導人傅振煌出席本會6月20日的午餐會，講解在中國派遣或借調人員的稅務籌劃。



Certification of Commercial Document

a service for International Trade

商事證明

國際商貿文件認證服務



The Key to Document Creditability and Mutual Trust

提高文件確實性
促進雙方互信的鑰匙

Applicable to trade documents including:
Price List, Contract, Agreement, Company Registry,
Declaration, Report and etc.

適用於各類文件包括：價目表、合同、協意書、
商業登記、聲明書及報告等。



Recognized by Banks • Consulates • Customs Worldwide

“In the 1960s, the demand for new buildings in Hong Kong – when our population grew rapidly to about 3 million – was extremely strong. Today, demand for new buildings remains high, although obviously not as strong as in the 1970s and 1980s. Still, demand for new buildings is higher than refurbishing or extending existing buildings,” said Bosco Ho, managing director of hpa, formerly known as Ho & Partners Architects, Engineers & Development Consultants Ltd.

He expects that situation to reverse as Hong Kong becomes what architects call the “mature stage.” Ho cited London as an example, saying the demand for the refurbishment and maintenance of existing buildings in the mature city is higher than demand for new buildings today.

“With the local architectural development moving to a more mature stage, the growth potential for new buildings in Hong Kong is incomparable to those in emerging markets. In the future, Hong Kong will have

The company has also worked on residential, commercial and hotel projects in India, Singapore, Vietnam, Thailand and the United Arab Emirates. “After this valuable experience from these overseas projects, we plan to increase our overseas share of our business to about 10% to 20%. We see a lot of potential for infrastructure development and building projects in new emerging markets such as Africa, East Europe and the Middle East,” he said.

Despite the continuing challenges of the global economy, hpa manages to stay in the “Band 1” list of architectural consultants kept by the Architectural Services Department of the Hong Kong SAR government.

“One of our keys to success is to ensure the company will continue to do good design and be able to launch enough projects to sustain growth. In 1972, I set up a small design company in Sheung Wan. We were commissioned to do a number of small scale interior design and renovation projects. Unfortunately, the company was

It is not surprising that most architects prefer designing new buildings to the refurbishment and maintenance of existing ones, but with the region’s architectural development maturing, architects have to think out of the box, writes **Fion Chui**

大部分建築師都喜歡設計新的建築物，多於翻新和復修舊樓，這點不足為奇，
但隨著區內的建築發展漸趨成熟，建築師必須突破思維 **徐惠兒**

a higher demand on the refurbishment, additions and maintenance of existing buildings than the construction of new buildings,” he said.

“Architects like working on new buildings, but we have to face reality. Sometimes, we need to take up projects that are not so interesting, but at the end of the day they are the bread and butter of many firms. And sometimes you can make interesting and attractive projects from alterations and addition work. London’s architects also like to design new buildings, but there are not many such new projects in London,” he said.

Ho acknowledged, however, that expanding existing buildings is not necessary a dull task. “The iconic glass pyramid building in Paris, for instance, was a late addition to the Musee du Louvre, designed by world-famous architect I.M. Pei. Creative architects can also wield magic on an extension or addition work,” he said.

hpa has been expanding in the Mainland, and currently its business is split equally between Hong Kong and the Mainland.

“We have architectural projects in about 50 mainland cities. As southern China is getting more mature, we are now focusing on the eastern and western parts of China. Looking ahead, we plan to focus more on the third or fourth tier Mainland cities,” Ho said.

forced to close its doors after only a year because we had no business after completing those projects,” he said.

Ho also attributed good management, good design products and good customer services as the keys to success. “High staff turnover can negatively affect a company’s overall performance. One of our solutions is to increase the staff’s sense of belonging in the company by customizing a career plan for potential young architects. We hope they can grow with the company,” he said.

“‘Design for people’ is a philosophy that the company has consistently adhered to. Its designs take into account not only all market variables, the needs of people, ecological concerns, user-friendliness, property management and security concerns but also study cities’ local history and culture in order to develop innovative, personalised architectural designs that reflect the spirit of the era,” he continued.

“Some say architecture is frozen music, some say it’s frozen beauty. Some say architecture is the Mother of all Arts. We think ‘architecture witnesses the progress of human civilisation’. Being an architect is far more than just being an artist or innovator. Architecture affects the environment where people live, work and play; thereby we as architects have significant social and historical responsibilities to live up to,” Ho said. ❀



ARCHITECTURE

Stands as a Witness to Time

見證歷史的建築物



Bosco Ho, managing director of hpa, believes the growth potential for new buildings in Hong Kong is not as high as those in the emerging markets
何設計董事總經理何顯毅認為，香港新樓的增長潛力不及新興市場

Company: hpa
HKGCC Membership No. HKH0779
Established: 1980
Website: www.hpahk.com
Contact: 28115733

公司名稱：何設計
總商會會員編號：HKH0779
成立年份：1980年
網站：www.hpahk.com
聯絡電話：28115733

何設計（前稱何顯毅建築工程師樓地產發展顧問有限公司）董事總經理何顯毅說：「在60年代，香港人口急增至大約300萬人，市民對新樓需求甚殷。時至今日，新樓需求雖然明顯不及70及80年代，但依然維持強勁，仍高於翻新或擴建舊樓。」

他預期隨著香港進入建築師所謂的「成熟期」，情況將會扭轉。以倫敦為例，他說成熟城市現時對翻新和復修舊樓的需求，已高於對新樓的需求。

他表示：「有見本地建築發展正步入更成熟的階段，香港新樓的增長潛力已不及新興市場。本港未來在翻新、加建和復修舊樓方面的需求，將高於興建新樓。」

他續稱：「建築師都鍾情起樓，但我們要面對現實。有時我們要承接一些不太有趣的項目，但最終這些項目卻是很多建築公司的主要收入來源；有時改建或加建也會成為一些有趣吸引的項目。倫敦的建築師都喜歡設計新樓，但市內卻沒有太多這類新項目。」

不過，何顯毅承認擴建舊建築物也不一定是沉悶的工作。他解釋：「舉例說，巴黎羅浮宮外的地標玻璃金字塔，就是由世界著名建築師貝聿銘設計和後期加建的。有創意的建築師在擴建或加建工程上，一樣可以施展魔法。」

何設計在內地不斷擴展，現在該公司的中港業務已平分春色。

何顯毅表示：「我們的建築項目遍布大約50個內地城市。隨著華南地區漸趨成熟，公司現正集中發展華東和華西地區。展望未來，我們計劃主攻內地的三、四線城市。」

該公司亦在印度、新加坡、越南、泰國和阿聯酋承接住宅、商廈和酒店項目。他說：「汲取了這些海外項目的寶貴經驗，我們計劃把海外業務的份額由大約一成增加至兩成。在非洲、東歐和中東等新興市場，我們看到很多基建發展和興建項目的潛在商機。」

儘管全球經濟仍面對不少挑戰，但在香港特區政府建築署的「第一組」建築顧問公司名單上，何設計仍能穩守席位。

他說：「我們其中一個成功之道，是確保公司繼續創作出色的設計，並推出足夠的項目維持增長。1972年，我在上環成立了一家小型設計公司，承接幾個小規模的室內設計和裝修項目。可惜，公司在短短一年後被迫結業，因為我們在完成該等項目後無以為繼。」

他亦把完善的管理、傑出的設計產品和卓越的客戶服務，視為成功的關鍵。他表示：「大量員工流失會對公司的整體表現帶來負面影響。我們其中一個做法，是為有潛質的年青建築師度身訂造事業計劃，增加員工對公司的歸屬感。我們盼望他們與公司同步成長。」

他續說：「『設計以人為本』是公司多年來貫徹的宗旨。我們的設計不但考慮到所有市場變數、用家需求、生態環境、方便程度、物業管理和安全問題，還會配合不同城市的本土歷史和文化，務求開發創新、個人化的建築設計，反映時代精神。」

何顯毅表示：「有人說建築是凝固的音樂，有人說是凝固的美態，也有人說是所有藝術之母，而我們則認為『建築見證了人類文明的演進』。建築師並非單純的藝術家或革新者。建築物會影響人們安居樂業的環境，因此我們身為建築師，肩負著重大的社會和歷史責任。」

好市民獎頒獎典禮2012第一期 Good Citizen Award Presentation Ceremony 2012 Phase I



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)

After working in hotels for 20 years, two seasoned chefs decided to set up their own restaurant to unleash their creativity, writes **Cathy Au Yeung**

兩位資深大廚在酒店工作了20年後，決定自立門戶，發揮無窮的創意 歐陽雯

跳出框框

Slowed Braised
U.S. Short Rib with
Light Cream
Black Pepper Sauce
慢烤美國牛骨配
淡忌廉黑椒汁
(\$288, requires
advanced booking
需預訂)

Many young chefs dream of working in a big hotel restaurant to gain experience and fame. However, Goman and Keith, who spent nearly two decades working in local hotels and clubhouses, decided to open up their own restaurant three years ago to realize their own dreams of what makes a great restaurant.

“Working in a hotel is always nice, but there are too many rules we have to follow. In this small restaurant, we can create interesting dishes, and have more interaction with our customers,” Goman explained. “Hong Kong diners are ‘fickle.’ They always crave new flavours and dining experiences, which is why we have to evolve our menu, or even change food presentation from time to time to surprise them.”

Their creativity has won recognition. Although situated in a back street in Fortress Hill, Henry’s Kitchen has managed to attract a loyal following of diners. I have also been impressed by their innovation.

On my latest visit, to get us started, we ordered their signature dish Henry’s Bruschetta Topped with Mozzarella and Prosciutto, Tomato Salsa. The hot and crispy garlic toast, holding the cool, creamy mozzarella, plays on the extremes of textures and flavours. What surprised me was the sauce, which was made with vinegar and Ribena – the popular blackcurrant drink! With the sweet vinegar sauce and acidic tomato salsa, our hunger switch turned on immediately!

Next came the Classic Lobster Bisque. When it arrived at our table, the big Boston lobster claw in the middle of the dish made my mouth water. To prepare this popular soup, every bit of flavour is extracted from eel bones, lobster shells, shrimp meat and mixed vegetables by simmering them in a broth for half a day. Lobster bisque may taste bitter in some restaurants, but Henry’s was perfectly creamy, rich and sweet. The secret is they use red hard-shelled shrimps to add sweetness to the bisque.

Out of the Box

One of our main dishes was Crispy German Pork Knuckle with Honey Pommery and Assorted Lettuce. The knuckle is first slow-cooked in a vegetable broth at 60°C until soft and just cooked. The skin is then scored before being roasted. The honey pommery sauce was fragrant and sweet, and the knuckle crispy on the outside and very soft on the inside. Though it was quite a large portion, I was surprised that the skin was still crispy even down to the last mouthful of the dish.

Next was Slowed Braised U.S. Short Rib with Light Cream Black Pepper Sauce. As it is a very time-consuming dish to make, advanced booking is required. Once Goman and Keith receive an order, they will select a thick rib from the supplier personally and marinate it with clove, mixed vegetables and red wine for 10 hours. It is then pan-fried and braised in a black pepper, garlic and onion broth. Once the



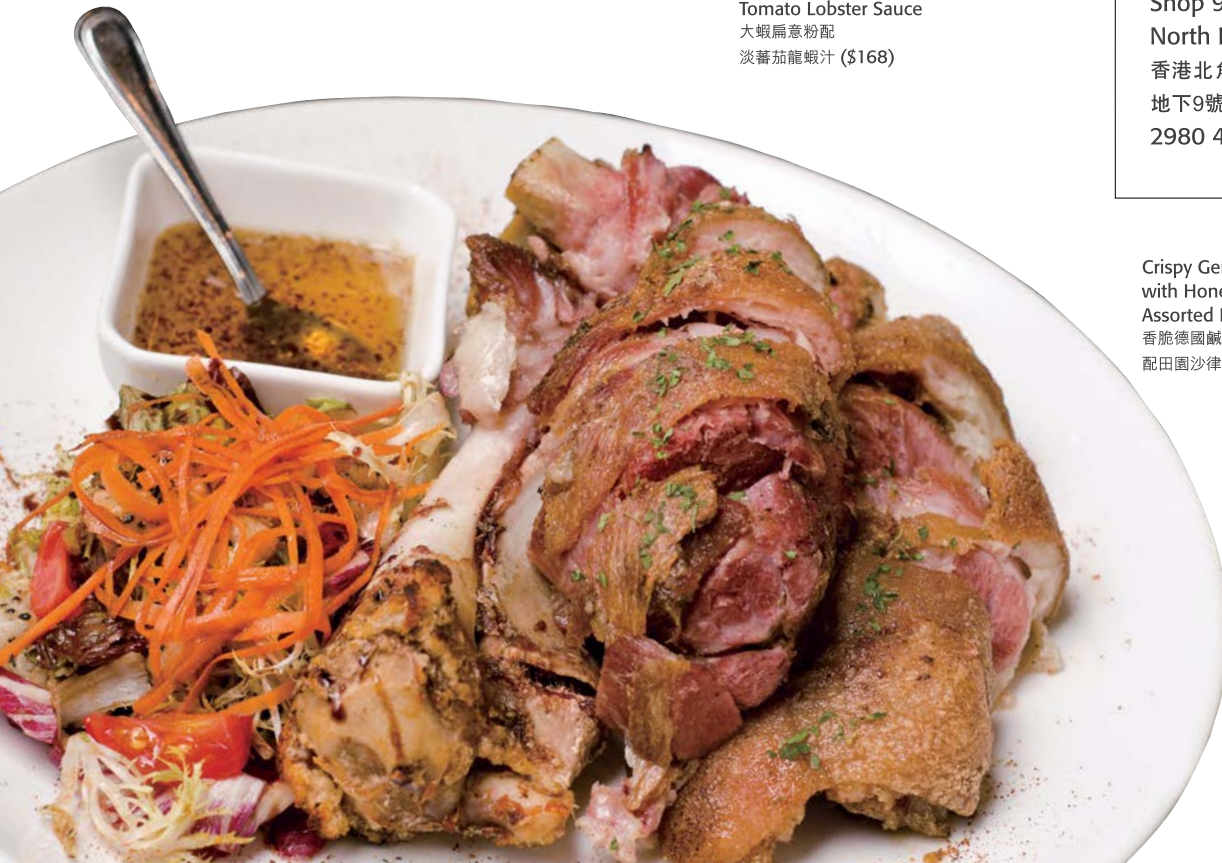
Henry's
Bruschetta
Topped with
Mozzarella and Prosciutto,
Tomato Salsa
招牌芝士巴馬腿多士配蕃茄沙沙 (\$98)



Classic Lobster Bisque
古法龍蝦湯 (\$65)



Linguine Pasta Tossed with
King Tiger Prawns and
Tomato Lobster Sauce
大蝦扁意粉配
淡蕃茄龍蝦汁 (\$168)



Crispy German Pork Knuckle
with Honey Pommary and
Assorted Lettuce
香脆德國鹹豬手伴蜜糖芥菜子
配田園沙律 (\$268)

broth starts to boil, it is allowed to rest in the pan for one hour. This process is repeated eight times to produce meat bursting with flavour. This dish clearly shows the chef's culinary skills and experience.

Linguine Pasta Tossed with King Tiger Prawns and Tomato Lobster Sauce is a take on their lobster bisque. Again, the sauce has a rich taste of lobster and is not bitter at all. To avoid feeling stuffed, they use tomato and mint to add a bit of zingy freshness. The Indonesian tiger prawns are meaty and crunchy, and the shells are half-opened so that you can easily get at the meat.

Last but not least, the Warm Chocolate Pudding with Vanilla Ice-cream was so impressive. It was shorter than the typical chocolate fondants, and its "skin" was much thinner. When we used a fork to cut it open, the 80-90% Belgium chocolate truffle burst out. The fondant was rich, creamy and not too sweet and absolutely one of the best chocolate fondants that I have ever tried.

Another dessert, Whole Filo Apple Strudel with Vanilla Ice-cream, was also fantastic. Sweet and crunchy Japanese greenhouse apples are fried and wrapped in eight layers of filo pastry. Cinnamon, lemon and raisins are added to complement the flavours. The pastry was very crispy, and the warm filling with ice-cream were just perfect companions. ✨

Henry's Kitchen

Shop 9, 18 Wang On Road
North Point, Hong Kong

香港北角宏安道18號

地下9號舖

2980 4666

很多年青廚師都渴望加入高級的酒店食肆累積經驗，闖出名堂。然而，在本地多家酒店、會所工作了近20年的Goman和Keith，卻在三年前決定開設自己的小餐館，實現他們的夢想。

「在酒店工作固然好，但亦有不少限制。在這家小店，我們可以自創有趣的菜式，也可與食客多點互動。」Goman解釋：「香港人其實很『花心』，經常追求新口味和新體驗，因此我們要不時轉換餐牌，甚至改變菜式的賣相，為食客製造驚喜。」

他們的創意顯然贏得食客的肯定。即使位於炮台山的一條橫街小巷，Henry's Kitchen依然其門如市，而我對他們的創新意念亦驚嘆不已。

我們首先點了「招牌芝士巴馬腿多士配蕃茄沙沙」，作為頭盤小吃。底層的蒜蓉多士香脆可口，配上軟滑的mozzarella芝士，冷、熱、軟、脆……一口咬下有多重的層次感。最讓我意想不到的是，棗紅色的醬汁竟然是以黑醋和「利賓納」調製而成！加上最頂層的蕃茄沙沙，酸酸甜甜，頓使我們胃口大開。

接著的「古法龍蝦湯」甫上桌，中間那肥美的波士頓龍蝦，已叫我口水直流。大廚先以門鱔骨煮成魚湯，再加龍蝦殼、蝦肉、雜菜等熬製半天而成。有些西餐廳的龍蝦湯會帶有苦澀味，但這湯卻香甜濃郁，難怪大受食客歡迎。細問之下，原來秘訣是他們用了一種叫「赤米仔」的紅色小蝦，這種蝦肉質鮮甜，因此做出來的龍蝦湯不但不苦，還份外香甜美味。

當晚的主菜之一是「香脆德國鹹豬手伴蜜糖芥芥子配田園沙律」。豬手先浸在菜湯，以60℃的水溫慢煮至軟身及剛熟，再在豬皮上刺孔和進行烤焗，以迫走多餘的油脂。豬手外脆內軟，伴以又香又甜的蜜糖芥芥子醬，簡直讓人欲罷不能。雖然這道菜的份量頗多，但即使吃至最後一口，外皮仍然香脆鬆化，令我不禁讚嘆大廚的功力。

另一主菜是「慢烤美國牛骨配淡忌廉黑椒汁」，這道菜製作需時，因此必須預訂。只要Goman和Keith接到訂單，他們就會到供應商親自挑選厚身的牛肋骨，以丁香、雜菜和紅酒醃製10小時，略煎

Over the years, Goman and Keith have built a good relationship with their customers. Sometimes they operate like a “semi-private kitchen.” Loyal customers may just call and ask them to think up some new dishes for them. Then it is time for them to show off their creativity again.

幾年來，Goman和Keith與一班忠實食客已建立深厚的感情。有時他們以「半私房菜」的形式經營，熟客會打電話來叫他們預備一些新菜式，然後又是他們發揮創意的時候了。

後再以黑椒、蒜頭和洋蔥湯浸煮。湯滾起後就熄火，讓牛骨留在煲內烤焗一小時。這個過程會重複八次，因此牛肉烤得非常鬆軟，也很入味，盡顯大廚的功夫和經驗。

「大蝦扁意粉配淡蕃茄龍蝦汁」是剛才龍蝦湯的變奏版，醬汁同樣帶有濃郁的龍蝦鮮味，但一點也不苦。為免太膩太飽肚，大廚加了蕃茄和薄荷葉，清新醒胃。「啖啖肉」的印尼虎蝦新鮮爽口，蝦殼亦已細心開邊，讓人吃得方便，不怕弄髒手。

壓軸出場的有「香濃朱古力心太軟伴雲呢拿雪糕」，是一道讓人回味無窮的甜品。它較一般的心太軟矮身，餅皮亦脆薄得多。我們用叉輕輕切開時，80至90%濃度的比利時朱古力漿即時洶湧而出，香濃軟滑，甜度適中，薄薄的餅皮在嘴裡瞬間溶化，與朱古力漿混為一體……這肯定是我吃過最美味的心太軟之一！

另一道「香脆玉桂蘋果卷伴雲呢拿雪糕」也非常出色。先把爽甜的日本溫室蘋果炒香，加上玉桂、檸檬茸和提子乾等配料，再以八層薄脆酥皮（filo pastry）捲起，即叫即焗。酥皮非常鬆脆，暖熱的蘋果餡伴以冰涼的雪糕，堪稱完美組合。🌸



Warm Chocolate Pudding
with Vanilla Ice-cream
香濃朱古力心太軟伴
雲呢拿雪糕 (\$80)

Whole Filo Apple
Strudel with
Vanilla Ice-cream
香脆玉桂蘋果卷
伴雲呢拿雪糕 (\$80)





Chief Executive Visits Chamber

HKSAR Chief Executive C Y Lung visited the Hong Kong General Chamber of Commerce on July 4, where he was welcomed by Chamber Chairman C K Chow. The Chief Executive calls on the Chamber annually to exchange views with members. On this occasion, in an off-the-

record, candid discussion with Council and General Committee members, the Chief Executive spoke on a number of current issues, including the environment, manpower issues, regulations, and social harmony, among others.

Asia/Africa Committee

Malaysian Trade Commissioner Zaimah Osman, and Assistant Trade Commissioner Saadah Amminudin, from the Consulate General of Malaysia (Trade Section), met with the Chamber's Assistant Director for PR & Programs Malcolm Ainsworth on July 9. The trade commissioners introduced new trade developments and initiatives to boost trade and investment between Malaysia and Hong Kong. She also highlighted the 4th Global Entrepreneurship Summit, which will take place in Kuala Lumpur on October 11-12, 2013.

Digital, Information and Telecommunications Committee

Peter Cheung, Director of Intellectual Property of the Intellectual Property Department, spoke about Government policies and initiatives on the Internet copyright and intellectual property trading in Hong Kong at a DIT Committee meeting held on June 20. At the same meeting, Agnes Tan was elected as the new Chairman, while Dr Eric Chin and Robert Fong were elected as Vice Chairmen.

The DIT Sub-work Group met on July 9 to review the

Telecommunications Ordinance and Broadcasting Ordinance.

The working group on reviewing Digital 21 Strategy met on July 10 to identify areas of strategic ICT development for Hong Kong, with the consideration of preparing a submission to Government.

Economic Policy Committee

Members of the Economic Policy Committee convened a meeting on July 11, at which Dr Mark Michelson was elected as Chairman of the committee, while Peter Churchouse and Tony Miller were re-elected as Vice Chairmen.

Committee Chairmen 委員會主席



行政長官到訪總商會

香港特區行政長官梁振英於7月4日到訪香港總商會，由本會主席周松崗接待。行政長官每年均會到訪總商會，與會員交換看法。在是次閉門會議上，梁特首與一眾諮議會和理事會的成員坦誠交流，並討論多項熱門議題，包括環境、人力、規管、社會和諧及其他議題。

Norman Chan from Investment of Calibre Asset Management Ltd, spoke at the Chamber's July 11 roundtable luncheon on: "Is the Summer Correction Imminent in the U.S., the Mainland, and Japan?"

Calibre Asset Management Ltd 投資部主管陳俊文為本會7月11日的午餐會演說，探討「夏季調整會否再現美國、內地及日本市場」。



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 Leland Sun
孫立勳先生



Digital, Information and Telecommunications Committee
數碼、資訊及電訊委員會
Ms Agnes Tan
陳國萍女士



Economic Policy Committee
經濟政策委員會
Dr Mark C Michelson
麥高誠博士



Environment and Sustainability Committee
環境及可持續發展委員會
Mr Cary Chan
陳永康先生



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

Environment and Sustainability Committee

The Environment and Sustainability Committee met on July 9 and invited **Rachel Fleishman**, Director of the Climate Change Business Forum, to discuss climate adaptation in Hong Kong. At the meeting, Cary Chan was elected as the new Committee Chairman. Dr Jeanne Ng and Dr Thomas Tang, as well as Steve Wong, were re-elected/elected as Vice Chairmen.

Financial and Treasury Services Committee

Przemyslaw Jenke, Consul General of the Consulate General of the Republic of Poland in Hong Kong, together with K Zola, Financial Director of Cognor Group, and Jaroslaw Dabrowski, CEO of Dabroski Finance, both from Poland, called on the Chairman of the Financial and Treasury Services Committee **Weber Lo** on July 5 to learn more about the financial services sector in Hong Kong.

Weber Lo was re-elected as the Chairman of the Financial and Treasury Services Committee at its meeting on July 11. Agnes Chan was elected as the Vice Chairman. At the same meeting, HSBC Head of Strategy and Planning **Johnny Cheng** shared his views with members on the internationalization of RMB and its implications for Hong Kong's financial services sector.

HKCSI Executive Committee

The HKCSI Executive Committee met on July 5 and elected **Leland Sun** as Chairman and Dr Mark Michelson as Vice Chairman of the Committee. Assistant Director General of Trade and Industry **Howard Yam** was invited to update members on the progress of the WTO negotiations at the meeting. Principal Economist of the Economic Analysis and Business Facilitation Unit **Andrew Au** also shared with members his insights on the outlook of the economic environment in view of the escalating cost, inflation and labour shortage in some sectors of the economy. At the same meeting, PricewaterhouseCoopers Partner **Harjeet Baura** and Director **Sean Colvin** briefed members on a joint HKCSI/PwC survey on quality customer service.

Industry and Technology Committee

Chamber Director of Public Relations and Programs Lok Yee Fan, together with Senior Managers **Thinex Shek** and **Dorothy Cheung**, attended the working group meeting of the Hong Kong Awards for Industries on July 8 to discuss the publicity plan of the 25th Anniversary of the awards in 2014.

The Industry and Technology Committee met on July 8 and invited **Simon Wong**, CEO of the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies, to update members on the latest RFID technologies for businesses. At the meeting, **K C Leung**

The Sake Lady: Secrets of a Master Brewer

Miho Imada, Sake Master Brewer from Japan, shared her knowledge of sake, its history, production and drinking at a special workshop organized by the Chamber's Women Executives Club on July 11. Thirty members enjoyed six types of "Fukucho" sake, paired with various Japanese dishes at the event.

was re-elected as the Chairman, while **Nature Yang** and **Emil Yu** were re-elected as the Vice Chairmen.

The HKGCC Judging Panel interviewed nine shortlisted companies out of 40 applicants for the **2013 Hong Kong Awards for Industries: Innovation and Creativity** on July 10, and decided to nominate seven winners to the Final Judging Panel.

Labour Strategy Working Group

Securitas Security Services (Hong Kong) Ltd Country President Douglas Renwick met with Chamber Senior Director for Policy and China Business **Watson Chan**, and Assistant Director for Business Policy **Charlotte Chow** on June 25 and shared his views on the possible impact of standard working hours legislation on businesses.

The first meeting of the **Labour Strategy Working Group** was held on July 3. Principal Economist of the Economic Analysis and Business Facilitation Unit **Desmond Hou** was invited to brief members on issues and statistics related to the labour market.

Legal Committee

A briefing for members was organized on June 19 in relation to an ongoing public consultation regarding



Twenty members visited Vogue Laundry's plant in Tuen Mun to learn how the company is maximizing technologies to enhance productivity. The visit showcased the whole laundry process from sorting, laundry/ dry cleaning, ironing, folding to packing.

20位會員參觀雅潔洗衣有限公司位於屯門的工場，了解該公司如何善用科技來提升生產力。是次考察亦展示了整個洗衣流程，包括分類、濕洗/乾洗、壓燙、摺疊及包裝。

Committee Chairmen 委員會主席



清酒釀製師的秘訣

來自日本的清酒釀製師今田美穗在總商會卓妍社7月11日的試酒會上，與會員分享日本清酒的歷史、釀製方法和品酒技巧。30位會員品嚐了六款「富久長」佳釀，並學習如何配搭多款日式小食。

legislative proposals to improve the law on corporate insolvency. Denny Ho, Assistant Secretary for Financial Services and the Treasury (Financial Services), and Alan Fong, Assistant Official Receiver (Legal Services), were invited to explain to members the Government's intent behind the enhancement exercise.

Real Estate & Infrastructure Committee

The Chamber made a submission to the Government in response to "Enhancing Land Supply Strategy: Stage 2 Public Engagement Exercise" on June 21.

Retail and Tourism Committee

Kenneth Hutman, President of KBH Global Enterprises Ltd, USA, called on Assistant Director for Business Policy Charlotte Chow on July 4 to discuss franchising opportunities in Hong Kong.

The Chamber issued a press statement on July 15 in support of the Government initiative to enhance consumer protection against unfair trade practices as the **Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012** became effective on July 19. We pointed out that more clarity is need in addressing the various

concerns of business, such as on "misleading omission," when criminal prosecutions instead of civil remedies would be pursued, and to have more examples for complex consumer transactions.

Shipping & Transport Committee

The Shipping and Transport Committee is preparing a submission to the Economic Development Commission on **developing Hong Kong's port, maritime and logistics capabilities.**

Small & Medium Enterprises Committee

Dr Cliff Chan, Chairman of the SME Committee, and **William Wong**, Vice Chairman of the SME Committee, represented the Chamber at a luncheon on "Meet the Entrepreneurs: Connecting Innovation to Sustainable Growth," organized by Ernst & Young on June 17.

Taxation Committee

At the Taxation Committee meeting held on July 5, **David Hunter** was re-elected Chairman. At the same meeting, **Francis Lee** and **Grace Tang** were elected as Vice Chairmen. 🌸



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



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
Mr Peter Churchouse
卓百德先生



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
Mrs Margaret Leung
梁甘秀玲女士



A 15-member delegation of U.S. educators visited the Chamber on July 18 as part of the Fulbright-Hays Seminars Abroad Group of the National Committee on U.S.-China Relations. The Chamber's Chief Economist David O'Rear and members of the Americas Committee welcomed the visitors and briefed them on economic developments in Hong Kong and the Mainland.

由美國教育學家組成的15人代表團於7月18日到訪本會，此行乃美中關係全國委員會Fulbright-Hays海外研究計劃的一部分。總商會首席經濟師歐大衛及美洲委員會成員接待一眾訪客，並向他們簡介香港和內地的經濟發展。

亞洲/非洲委員會

馬來西亞領事館（貿易部）商務專員莎依瑪及助理商務專員莎亞達於7月9日與總商會公共關係及項目副總監麥爾康會面，介紹當地最新的貿易發展和政策，以促進馬來西亞與香港之間的貿易和投資，並討論將於2013年10月11至12日假吉隆坡舉行的第四屆「全球創業峰會」。

數碼、資訊及電訊委員會

知識產權署署長張錦輝出席數碼、資訊及電訊委員會6月20日的會議，闡釋政府就香港網上版權及知識產權貿易而推出的政策和計劃。會上，陳國萍獲選新任主席，錢樹楷博士及方潤江則獲選副主席。

數碼、資訊及電訊委員會的工作小組於7月9日開會，檢討《電訊條例》及《廣播條例》。

負責檢討「數碼21」資訊科技策略的工作小組於7月10日開會，辨識本港在資訊及通訊科技方面的策略發展領域，以便擬訂及向政府提交建議書。

經濟政策委員會

經濟政策委員會的成員於7月11日召開會議。會上，麥高誠博士獲選委員會主席，卓百德和苗學禮則獲選連任副主席。

環境及可持續發展委員會

環境及可持續發展委員會於7月9日開會，並邀得氣候變化商界論壇總監范雪敏，討論本港的氣候適應方案。會上，陳永康獲選委員會的新任主席，吳芷茵博士與鄧錫權博士以及黃兆輝則連任/獲選副主席。

金融及財資服務委員會

波蘭共和國駐港總領事Przemyslaw Jenke聯同來自波蘭的Cognor Group財務總監K Zola及Dabroski Finance總裁Jaroslaw Dabrowski於7月5日與金融及財資服務委員會主席盧章柏會面，深入了解本港的金融服務業。

在金融及財資服務委員會7月11日的會議上，盧章柏獲選連任主席，陳瑞娟則獲選副主席。會上，匯豐策略及規劃主管Johnny Cheng亦就人民幣國際化及其對香港金融服務業的影響，與會員分享看法。

香港服務業聯盟執行委員會

香港服務業聯盟執行委員會於7月5日開會，並選出孫立勳及麥高誠博士分別出任委員會主席及副主席。工業貿易署助理署長任向華應邀出席會議，與會員講解世貿組織談判的最新進展。經濟分析及方便營商處首席經濟主任歐錫熊亦分享在成本及通脹上升、部分行業出現勞工短缺之下，他對經濟前景的看法。會上，羅兵咸永道合夥人Harjeet

Baura及總監Sean Colvin向會員簡介一項由香港服務業聯盟及羅兵咸永道聯合進行的優質顧客服務調查。

工業及科技委員會

總商會公共關係及項目總監駱綺芬聯同高級經理石平倂及張惠蓮於7月8日出席「香

手機錢包

香港電訊無線業務產品開發及管理高級副總裁管紀東表示，流動支付技術正改變我們的日常生活和零售業的經營方式。隨著近場通訊（NFC）在南韓、日本和新加坡日漸普及，香港作為全球流動電話用戶最多的市場之一，預料這項服務將迅速增長。

透過智能電話上的手機錢包app，有關服務讓顧客可就每宗交易支付最多港幣500元的款額。該技術近似使用八達通卡付款購物，用戶可選擇於每次利用智能手機付款時，輸入密碼以作確認。他們亦可透過有關app，查閱最近20項的交易。

港工商業獎」的工作小組會議，討論該獎勵計劃在2014年踏入25周年的宣傳計劃。

工業及科技委員會於7月8日召開會議，並邀得香港物流及供應鏈管理應用技術研發中心行政總裁黃廣揚，向會員介紹商界的最新無線射頻識別技術。會上，梁廣泉獲選連任主席，楊自然及于健安則獲選連任副主席。

總商會評審委員會已從40份申請中甄選出9家入圍企業，競逐「2013香港工商業獎」的創意組別獎項，並於7月10日與他們進行了面試，最後決定向最終評審委員會提名7家得獎企業。

勞工策略工作小組

塞科利達保安服務（香港）有限公司香港區總裁Douglas Renwick於6月25日與總商會政策及中國商務副總裁陳利華及工商政策助理總監周育珍會面，並就標準工時立法對企業的影響，分享看法。

勞工策略工作小組於7月3日召開首次會議。經濟分析及方便營商處首席經濟主任侯家俊應邀向會員簡述與勞工市場相關的議題及統計資料。

法律委員會

法律委員會於6月19日為會員舉行簡介會，概述有關優化公司破產法例立法建議的公眾諮詢。財經事務及庫務局助理秘書長（財經事務）何立基及破產管理署助理署長（法律事務）方劍峯應邀向會員解釋，政府提出優化計劃背後的目的。

Chamber CEO Shirley Yuen hosted a luncheon on July 11 for three retiring committee chairmen to thank them for their valuable contributions to the Chamber over the years. From left to right are: Winnie Yeung, Digital, information & Telecommunications Committee; Shirley Yuen; James Riley, Economic Policy Committee; and Angela W Y Lee, Real Estate & Infrastructure Committee.

總商會總裁袁莎妮於7月11日為三位已卸任的委員會主席舉行午餐會，感謝他們多年來為本會作出了寶貴的貢獻。從左至右為：數碼、資訊及電訊委員會的楊長華；袁莎妮；經濟政策委員會的詹偉理；以及地產及基建委員會的李慧賢。



地產及基建委員會

總商會於6月21日向政府呈交建議書，以回應「優化土地供應策略：第二階段公眾參與活動」。

零售及旅遊委員會

美國KBH Global Enterprises Ltd總裁Kenneth Hutman於7月4日與工商政策助理總監周育珍會面，討論本港的特許經營商機。

總商會於7月15日發表新聞稿，支持政府為加強保障消費者權益，修訂不良營商手法的法例，推出《2012年商品說明（不良營商手法）（修訂）條例》，並將於7月19日生效。我們指出，當局需要進一步釐清企業的不同關注，例如何謂「誤導性遺漏」、哪些手法會受到刑事檢控，而非循民事訴訟

處理，以及就複雜的消費交易提供更多例子。

船務及運輸委員會

船務及運輸委員會正擬備一份有關發展香港港口、航運和物流容量的建議書，稍後將提交經濟發展委員會。

中小型企業委員會

中小型企業委員會主席陳作基博士及副主席黃龍想於6月17日代表總商會出席由安永舉辦的「與企業家會面：創新帶動可持續增長」午餐會。

稅務委員會

在稅務委員會7月5日的會議上，夏棟榮獲選連任主席，李安東及鄧卓敏則獲選副主席。



Mobile Wallet

Mobile payment technology is set to change our daily life and the way the retail industry operates, says Alex Kun, Senior Vice President, Product Development and Management of Wireless Business, HKT Limited. Near Field Communication (NFC) has been growing in popularity in South Korea, Japan and Singapore, and as Hong Kong is one of the world's most savvy users of mobile phones, we can expect to see this service springing up in more stores.

The service works through a mobile wallet app on smart phones, which allows customers to make payments of up to HK\$500 per each transaction. The technology is similar to paying for purchases using an Octopus card, except that users can opt to enter a password each time they make a payment with their smartphone. They can also check their 20 most recent transactions through the app at a glance.



Britain is Open for Business



Britain took step closer to an in/out referendum on its membership of the EU last month after members of parliament unanimously backed a bill guaranteeing a vote by the end of 2017.

British Consul General to Hong Kong and Macao Caroline Wilson, speaking at the Chamber's 'Country Briefing Series' on July 3, said "the

EU is a very important topic that isn't going to go away."

The outcome of the referendum is central to U.K. businesses, which the government is pushing in the direction of freer trade, taxes and greater transparency to attract investment and stimulate the economy.

"The sharing of tax data and greater transparency will hold people to account," she said.

To pull in investors, Britain is aggressively reducing its corporate tax rate annually, from 26% in 2011 to 21% in 2014. This will be the lowest rate of any major Western economy.


"Last year saw FDI to the U.K. increase 23%, ranking us sixth in global FDI recipients," said Wilson. "This sends a clear message that Britain is open for business."

British Standards

Dr Scott Steedman, British Standards Institution's (BSI) Director of Standards, also spoke at the luncheon on the growing importance of standards in today's services led economy.

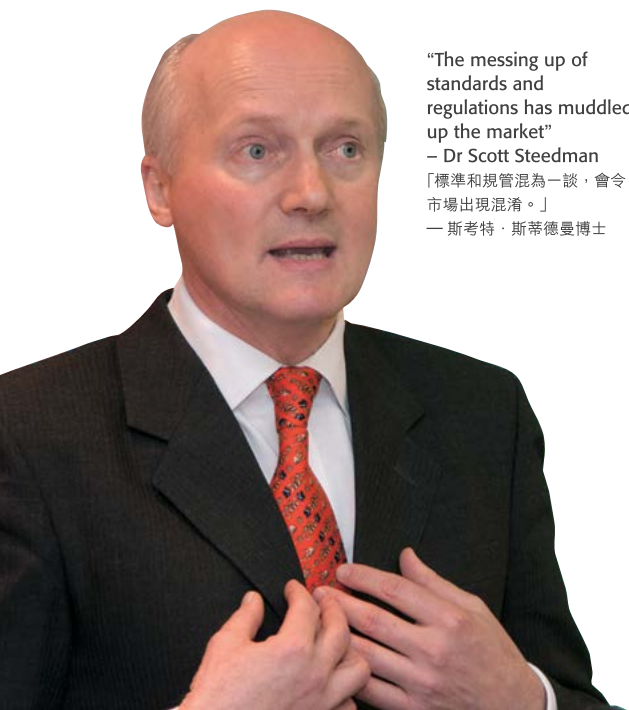
He explained that we are all used to following standards in manufacturing processes, but increasingly standards are being applied to services. Projecting an image onto the screen of an engine being repaired by a mechanic, he explained that the only thing in the photo that does not follow precise standards is the mechanic's pair of hands.

"If those hands make a mistake, you are in trouble. His job requires best practice knowledge," he said, adding that now there are standards that help corporations minimize the chances of mistakes, while boosting productivity.

However, he stressed that BSI is not a regulator. "The messing up of standards and regulations has muddled up the market," he told members. "Our job is not to tell businesses what to do, but rather define better practices for businesses that they can choose to follow or not." 

"The messing up of standards and regulations has muddled up the market"

- Dr Scott Steedman
「標準和規管混為一談，會令市場出現混淆。」
— 斯科特·斯德曼博士



Watch this talk online
歡迎下載是次演說





英國開放營商

英國國會議員上月全體支持一項草案，保證2017年底會就其國家是否留在歐盟，進行全民公投。

在本會7月3日的「國家簡介系列」午餐會上，英國駐港澳總領事吳若蘭表示：「歐盟將繼續是很重要的議題。」

公投的結果對英國商界至關重要，政府正朝著更自由貿易、稅務和更大透明度的方向邁進，以吸引投資和刺激經濟。

她說：「稅務資料的分享和更大的透明度，令人人都要承擔責任。」

為吸引投資者，英國正積極把其企業稅率逐年下調，由2011年的26%降至2014年的21%，成為稅率最低的西方主要經濟體。

「去年，流入英國的外來直接投資增加23%，是全球第六大外來直接投資流入金額最多的市場。」吳若蘭說：「這清楚顯示了英國正開放經商。」

英國標準

同場的英國標準協會（BSI）標準部總裁斯科特·斯蒂德曼博士亦討論在現今的服務型經濟下，標準的重要性正與日俱增。

他指出，我們在製造過程中慣於跟隨標準，而標準亦日漸應用到服務上。看著屏幕上一位技工正在維修機器的影像，他說照片中唯一沒有依循精確標準的地方，就是技工的一雙手。

他說：「假如那雙手出了岔子，你就會有麻煩。他的工作要具備熟練的知識。」他補充，標準有助企業盡量減少出錯的機會，同時又可提升生產力。

然而，他強調BSI不是規管者。「標準和規管混為一談，會令市場出現混淆。」他向會員說：「我們的工作不是要告知企業應做些甚麼，而是為企業界定更佳的實務，而跟隨與否就由他們自行選擇。」

“The EU is a very important topic that isn't going to go away”
– Caroline Wilson
「歐盟將繼續是很重要的議題。」— 吳若蘭





Chamber Happy Hour

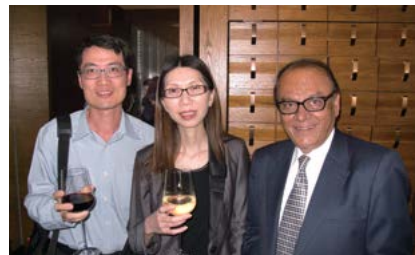
總商會歡樂時光

Over 80 members clinked glasses, exchanged business cards, and expanded their network circle at the Chamber Happy Hour at Hotel Indigo's Skybar on July 23. The Chamber's Legco Representative the Honorable Jeffrey Lam, General Committee member Dr Christopher Cheng, and CEO Shirley Yuen were the official hosts of the event. Three Lucky members won over \$2,000 worth of vouchers. To find out when our next networking event will be, please check out the Chamber's site for details. 🌸





總商會於7月23日假港島英迪格酒店Skybar舉行「歡樂時光」聚會，逾80位會員舉杯暢談，廣結人脈。當晚的主持為總商會立法會代表林健鋒、理事鄭維志博士及總裁袁莎妮，三位幸運會員更在我們的大抽獎中贏得價值超過2,000元的禮券。欲知下次聯誼活動的詳情，請留意本會網站。🌸



New Regulatory Regime for Direct Marketing

直接促銷新規管

SMEs are concerned about the new law on direct marketing, which came into effect on April 1, 2013. Failure to undertake the requisite actions or to use personal data in direct marketing without the data subject's consent is now a criminal offence punishable by a fine of up to HK\$500,000 and imprisonment up to three years. If the personal data is provided to a third party for its use in direct mar-

keting in exchange for gain, such non-compliance may result in a maximum penalty of a fine of HK\$1 million and imprisonment up to five years.

Businesses are worried about being unwittingly caught out by the new law, particularly as the definition of a "direct marketing activity" is not that clear.

To shed some light on this important topic, Carol Chan, Manager (Corporate Communications) of the office of the Privacy Commissioner for Personal Data, Hong Kong, spoke at the Chamber's July 16 roundtable luncheon on how members can avoid breaching the law.

Members raised some interesting questions at the talk. One member asked if sending out department store coupons to clients was considered direct marketing. Chan

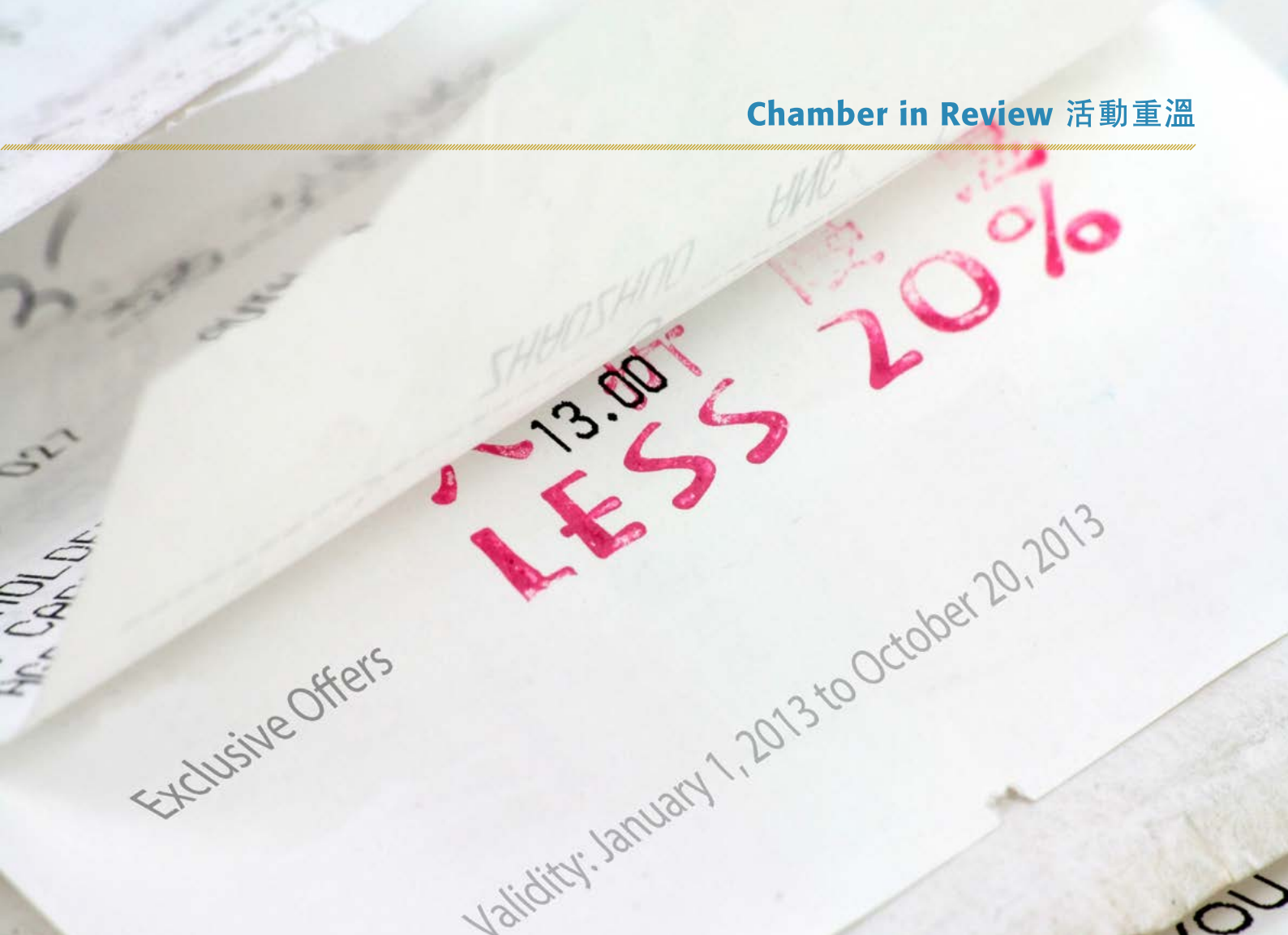
answered that simply sending out coupons to clients should not be counted as direct marketing if no event promotion flyer was attached to the coupons.

Another member asked if personal data collected by banks being used to conduct cross-selling of insurance products of another insurance agency was illegal. Chan explained that cross-selling a portfolio of products and services was common in the banking industry, but as long as the data user had expressed clearly the purpose of collecting the personal data in the first place they were not breaching the law.

While B2B direct marketing activities are exempt from the regulation, Chan added that exemption did not apply to promotion materials addressed to an individual member of an association.

Judging from the seemingly endless number of questions raised on this topic, it should remain an important issue of concern for quite some time. ❀





中

小企都關注到於2013年4月1日起生效的直接促銷新法例。在現行的新規管機制下，若資料使用者未依照有關要求行事，或未經資料當事人同意而使用其資料進行直銷活動，即觸犯刑事罪行，最高刑罰為罰款50萬元及監禁3年。如資料是資料使用者為了得益而提供給第三者作直銷之用，則違法者的最高罰則為罰款100萬元和監禁5年。

企業尤其擔心會誤墮法網，特別是「直接促銷活動」的定義含糊不清。

為深入了解這項重要議題，香港個人資料私隱專員公署機構傳訊經理陳培玲出席本會7月16日的午餐會，向會員講解如何減少違法的風險。

會上，會員提出了一些有趣的問題。其中一位會員查詢，向客戶送出百貨公司禮券會被視為直接促銷。陳培玲回答說，假如禮券沒有夾附任何活動宣傳單張，而是純粹向客戶送出禮券，就不會構成促銷。

另一位會員問，如果銀行收集的個人資料被用作交叉銷售另一家保險公司的

“

Is personal data collected by banks used to cross-sell insurance products of another insurance agency illegal?

如果銀行收集的個人資料被用作交叉銷售另一家保險公司的保險產品，這個情況是否違法？

”

保險產品，這個情況是否違法。陳培玲解釋，交叉銷售不同的產品和服務組合，在銀行業十分常見，但只要資料使用者已事先清楚表示收集個人資料的目的，就不會觸犯法例。

儘管商業對商業（B2B）的直銷活動可獲豁免規管，但她補充說，發給機構個別人士的宣傳刊物並不獲豁免。

從與會者踴躍發問可見，這個議題在未來一段長時間內，仍然會是企業的重大關注。✿

Driving Heaven

駕駛者的天堂

Twenty-five Chamber members got a taste of motoring heaven by driving along the beautiful twisting roads from Repulse Bay to Stanley in the Maserati GranTurismo Sport and the GranCabrio Sport.

Capable of sprinting from 0 to 100km/h in only 4.7 seconds, and reaching a top speed of 300km/h, the GranTurismo Sport carries the latest evolution of Maserati's all-alloy, 4.7-litre V8 engine, boasting 338kW (460CV) of power. The engine's 460 horsepower changes personality to match the situation: from the discreet purr of urban driving to the powerful thrilling roar of sporty driving on the open road. The ZF 6-speed automatic gearbox with hydraulic torque converter guarantees an even more comfortable ride with no reduction in performance.

Members test driving the motors emerged from behind the wheel all smiles and were looking forward to future test drives sessions organized by the Chamber. ✨

25位總商會會員開著瑪莎拉蒂的GranTurismo Sport和GranCabrio Sport，沿著淺水灣至赤柱的彎路飛馳，盡享非比尋常的駕駛樂趣。

GranTurismo Sport經過一連串的升級改良，可在短短4.7秒內，由靜止加速至每小時100公里，極速可達300公里，配備全鋁合金的4.7公升V8引擎，能輸出338 kW (460CV) 的最大功率。引擎馬力調高至460匹，讓駕駛者可在市區內輕鬆游走，亦可在高速公路上狂號奔馳。ZF六速自動波箱設有液力變矩器，確保駕駛時更加舒適，同時無損汽車性能。

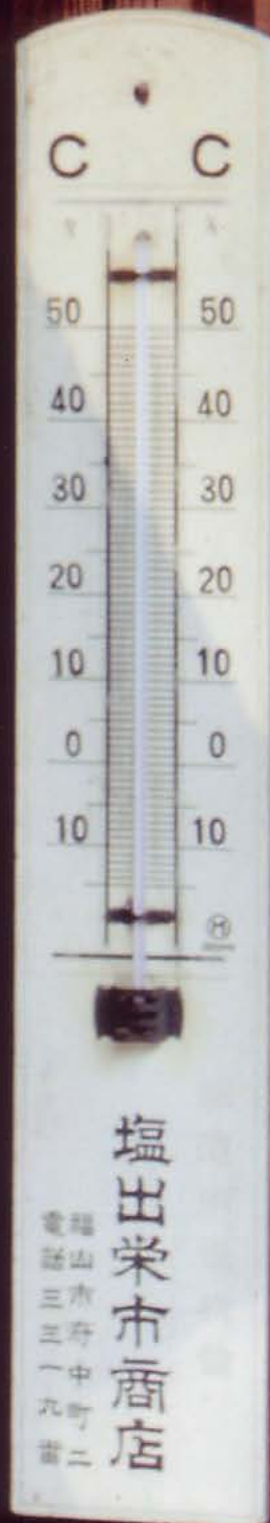
會員試駕後感到非常滿意，並期待本會未來可舉辦更多同類活動。 ✨





The Sake Lady

“ Every procedure is very important in brewing, from the selection, washing, steaming and fermentation of rice, to the making of koji, to bottling, pasteurization and storage of sake. 從挑選、清洗、蒸煮和發酵大米，到培植麴菌、替清酒入瓶、消毒和儲存，每個釀製步驟都十分重要。 ”



Secrets of a Master Brewer

清酒釀製師的秘訣

Sake Master Brewer Miho Imada from Japan, shared her knowledge of sake, its history, production and appreciation at a special workshop organized by the Chamber's Women Executives Club on July 11. Thirty members enjoyed six types of "Fukucho" sake, paired with various Japanese dishes at the event.

Miho Imada, Master Brewer of "Fukucho", explained to members the knowledge and techniques in sake brewing. She said that sake has played a significant role in Japanese life and culture for over 2,000 years.

Fukucho is a famous boutique sake brand in Japan produced by the Imada Sake Brewery located in the village of Akitsu, Hiroshima Prefecture. The brewery was founded in 1868. Miho is the sixth generation of her family carrying on this tradition, and she is one of the few female master sake brewers in Japan. Miho's sake is widely viewed as elegant, fruity and full of floral aromas.

"Every procedure is very important in brewing, from the selection, washing, steaming and fermentation of rice, to the making of koji, to bottling, pasteurization and storage of sake," she explained. Miho also taught members how to categorize different kinds of sake, by comparing varieties made from different types of rice, with different rice polished ratios and also how the type of glass used also influences the taste.

"Selection of the appropriate glassware in accordance with the temperature of the sake to be consumed will add to the enjoyment of the sake itself," she concluded. 🌸



來自日本的清酒釀製師今田美穗在總商會卓妍社7月11日的試酒會上，與會員分享日本清酒的歷史、釀製方法和品酒技巧。30位會員品嚐了六款「富久長」佳釀，並學習如何配搭多款日式小食。

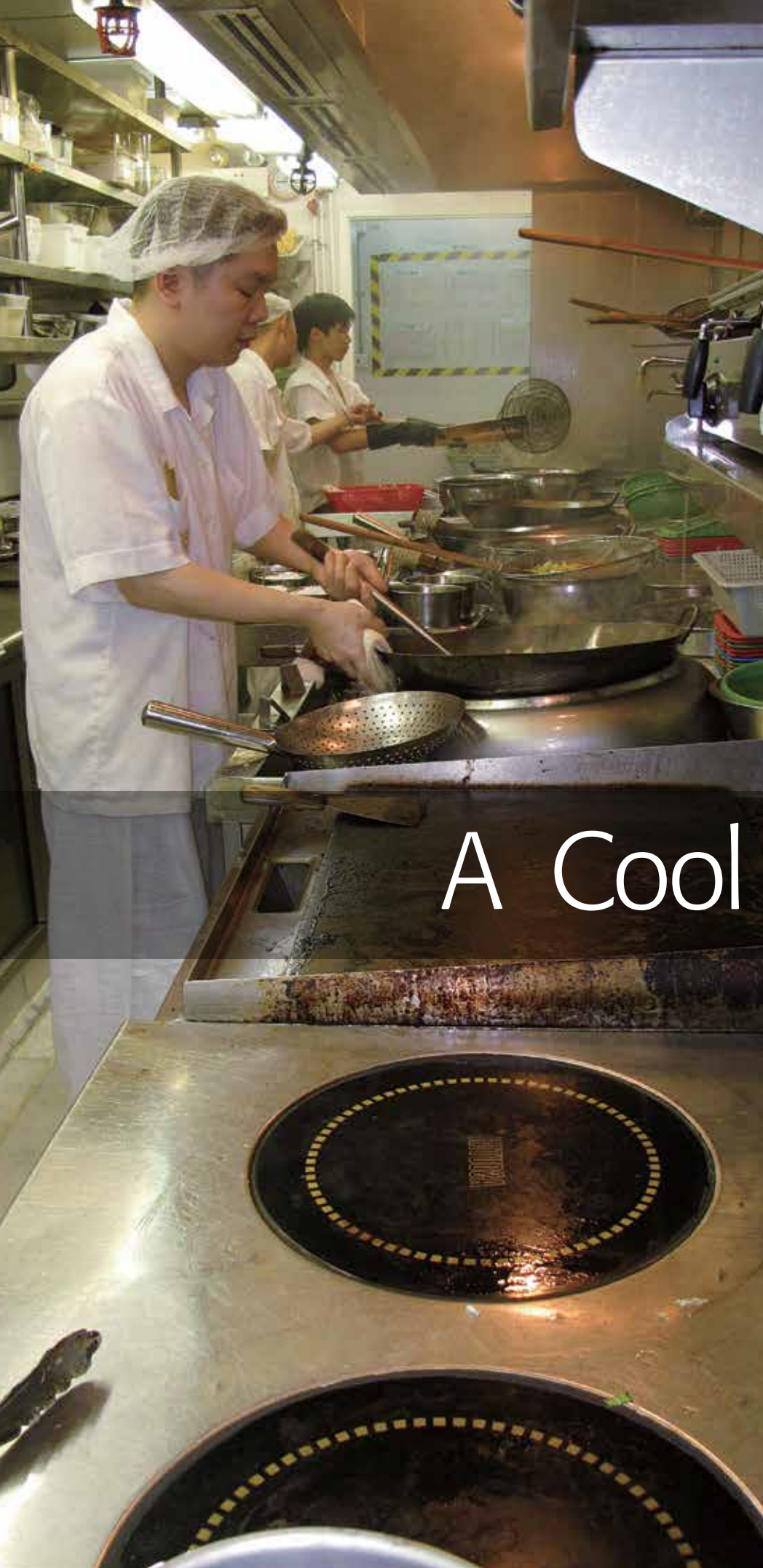
「富久長」釀酒大師今田美穗向會員講解了釀製清酒的心得和技巧。她說，2,000多年來，清酒一直在日本人的生活文化中扮演重要角色。

「富久長」是今田酒造出產的日本名酒，酒香濃郁，充滿果香和花香。該酒莊於1868年創立，位於廣島縣安芸津町。今田美穗是這個家族酒業的第六代傳人，也是日本釀酒業中少有的女性釀酒師。

她解釋：「從挑選、清洗、蒸煮和發酵大米，到培植麴菌、替清酒入瓶、消毒和儲存，每個釀製步驟都十分重要。」

今田美穗也指導會員如何透過比較大米的種類和精磨程度，為各種清酒區別等級，而不同種類的酒瓶，亦會影響成品的味道。

她總結說：「根據清酒的飲用溫度來選擇合適的玻璃瓶，可帶給人們更佳的享受。」 🌸



When the Chinese philosopher Mencius advised King Xuan of the Qi Kingdom that a gentleman should distance himself from the slaughter room and kitchen, he was actually urging the king to rule his people with a benevolent heart. However, these ancient words of wisdom have for thousands of years been the perfect excuse for men to excuse themselves from the kitchen.

But this didn't stop 30 members, who were mostly men, from visiting the Dragon King Restaurant in San Po Kong on July 12 to learn how it employs green technologies to make the restaurant's kitchen cleaner, cooler and greener than traditional Chinese restaurant kitchens.

A Cool Kitchen

Dragon King accomplishes this by using electric convection stoves, ovens and steamers, instead of the traditional gas-fired models. Members tried various dishes using induction cooking, including its award winning organic beef dumplings and roasted rice duck. Members also saw how a sucking pig can be roasted on an electric oven, instead of over an open flame.

The green installations have helped reduce the restaurant's energy consumption by 30% as well as reduced its carbon emissions. Besides environmentally friendly kitchen equipment, it also maximizes natural light where possible, as well as energy efficient lighting installations throughout the restaurant. 🌿



考察龍皇 環保廚房

當 中國哲學家孟子勸喻齊宣王「君子遠庖廚」，他的用意其實是希望宣王以仁治國。然而，這些先哲名言卻成為了幾千年以來，男士拒絕入廚的最佳藉口。

儘管如此，30位以男士居多的會員仍然興致勃勃，於7月12日參觀位於新蒲崗的龍皇酒家，了解他們如何應用環保技術，使之比傳統中式餐館的廚房更清潔、更涼快和更環保。

龍皇使用了電能對流煮食爐、焗爐和蒸爐，以取代傳統的煤氣爐。會員品嚐了幾道無火煮食的菜餚，包括其獲獎名菜「有機牛肉包」和「燒米鴨」等。此外，他們亦參觀了酒家如何不用明火，採用電爐烤乳豬。

該酒家的環保設施，有效地節省了30%的能耗和減低碳排放。除了環保的廚房設備，他們亦盡量採集天然光，並安裝了多個具能源效益的照明系統。✿

From the Heart

從心出發

Having a positive attitude is a key ingredient in the formula for success, writes **Kylie Lau**

抱持正面態度是成功方程式中的重要元素 **劉寶馨**

Ask 10 people what is a key factor in being successful and you will get 10 different answers. One trait which they will all likely agree on, however, is the need to have a good attitude.

“A positive working attitude is an important element that every company seeks in employees, because attitude affects how they contribute to the company as well as society,” Chamber CEO Shirley Yuen told 550 students from Munsang College on June 21.

“Being the oldest and largest business organization in Hong Kong, the Chamber has been providing a platform for companies and students to share their hopes and expectations. Through the Business-Schools Part-



nership Programme, we hope to give students a unique insight into the real work environment, culture and job requirements, which will help you make better informed decisions about furthering your education and your future career,” she explained to the students.

This marks the third year that Munsang College has participated in the Business-Schools Partnership Programme, which provides students with unique opportunities to know more about the business world. Yuen’s talk was followed by a sharing session conducted by Suzanne Szeto, Human Resources Manager of Hongkong Land Limited in nurturing students’ concept of a good working attitude.

“There is a formula that goes: competence is equal to knowledge plus skill to the power of attitude,” Szeto elaborated. “Even with less knowledge or skills, which can be learned, working attitude will directly affect an employee’s performance.”

Szeto encouraged students to have a positive attitude. She cited the example of Nick Vujicic, who born with tetra-amelia syndrome, a rare disorder characterized by the absence of all four limbs. With his positive attitude towards life, he is now a famous evangelist and motivational speaker who shares his story of living a rich, positive life with others around the world. “This is how attitude determines altitude, the altitude of success,” she said.

Szeto then introduced 10 tips that she said students should try to adopt in the workplace: groom and behave professionally, manage time effectively, be proactive, be polite, listen carefully to instructions and requirements, accept criticisms and learn from mistakes, understand your working environment, do not only complain without any ideas for resolving problems, and always think positively.

“Every job will have its interesting aspects as well as boring parts. It is up to you to decide which you focus your energy on,” she said. 🌸

Students' View

“From the talk, I learned that not only employers appreciate a good working attitude, but also people around you. We should put our hearts into our work when dealing with others.”
– Yau Kam Po

“All students lack work experience, but one advantage that I now have is that I know attitude will determine the altitude of our success.”
– To Yin Yu

“The talk gave me a clear insight into the real working environment. The ten tips that Suzanne provided are very useful to keep in mind for my first job, as well as to live my life by.”
– Wong Wai Hin Chris

“I think being responsible is the right attitude to adopt. In the real business world we need to manage our work independently and should not rely on others to help us out.”
– Ching Lok Hang

“The programme gave me a good chance to understand how companies operate, which will be helpful in planning my future career.” – Chan Yat Fung



甚麼是成功的關鍵？假如你問10個人，你會得到10個不同的答案。然而，有一個特質大概人人都會認同，就是要有良好的態度。

總商會總裁袁莎妮於6月21日向550位民生書院的學生說：「每家公司都認為僱員抱持正面的工作態度十分重要，因為態度會決定他們對公司以至社會的貢獻。」

她向學生解釋：「作為全港歷史最悠久、規模最龐大的商業團體，總商會一直為企業和學生提供平台，讓他們互相分享理想和期望。藉著『商校交流計劃』，我們希望學生可對真實的商業環境、文化和職位需求有獨到的見解，協助大家在升學和就業上，作出更明智的決定。」

今年是民生書院第三年參與「商校交流計劃」，為學生提供難得的機會，對商業世界加深認識。袁小姐的分享講座，是由香港置地集團公司安排的第二次活動，旨在培養學生對良好工作態度的概念。

「有人說，成功的方程式是：能力=(知識+技能)^{態度}。」香港置地集團公司人力資源經理司徒家苗說：「即使缺乏知識或技能，尚且可慢慢學習，但工作態度卻會直接影響僱員的表現。」

她鼓勵學生抱持正面的態度。她舉了力克·胡哲（Nick Vujicic）為例，他患有罕見的先天性四肢切斷綜合症（tetra-



melia syndrome），令他天生便沒有四肢。憑藉正面的人生態度，他現已成為著名的傳道人和勵志演說家，經常與世界各地的人分享自己如何活出豐盛、正面的人生。她說：「這就是所謂『態度決定高度』，也就是成就的高低。」

她分享了10個小貼士，讓學生在職場上嘗試實踐：注重儀表、主動、有禮、聽從指示、從錯誤中學習、了解工作環境、專業、少埋怨，以及態度積極。

她說：「每份工作都有苦有樂，視乎你把精神集中在哪一面。」✿

學生評價

「是次講座提到，不但僱主欣賞良好的工作態度，其實身邊的人也一樣重視。我們無論是工作還是待人接物，都要全心投入。」

—— 游金波

「所有學生都缺乏工作經驗，但我現時的優勢是，我知道態度會決定成就的高低。」

—— 杜彥瑜

「是次講座讓我對真實的工作環境有更清晰的理。司徒小姐分享的10個貼士非常實用，除了在初出茅廬時要緊記之外，還讓我畢生受用。」

—— 黃偉軒

「我認為負責任是應有的良好態度。在現實的商業社會，我們要懂得獨立工作，不應事事依賴他人。」

—— 程樂恆

「這個計劃讓我有難得的機會，認識企業如何運作，有助我計劃未來的事業路向。」

—— 陳逸豐

Chamber Events

09 Committee Meeting
Manpower Committee Meeting

20 Workshop

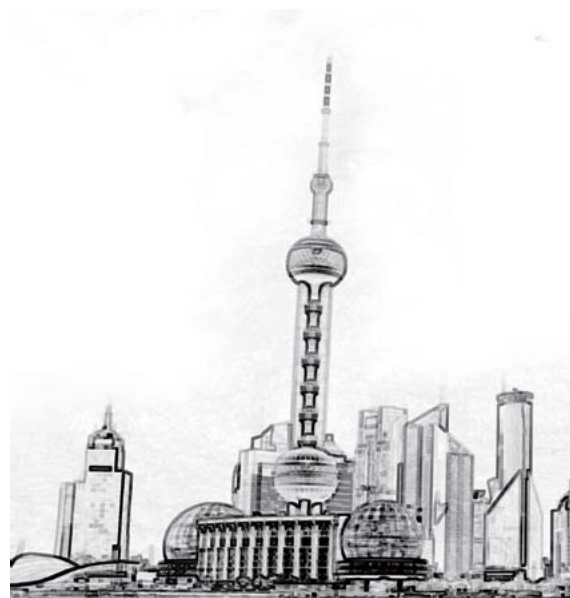
Understand The INCOTERMS® 2010

22

China Roundtable luncheon

China (Shanghai) Free Trade Pilot Area –Grasping Opportunities in a New Era of China Economic Reform

AUGUST



26

Networking

Ceramics Master Workshop

Chamber Members will experience the joy of working with clay during their lunch break to create unique clay pieces, including the classic Potato Head Figurine.

29 Networking

Champagne, Chablis and Riesling - Wine Tasting & Pairing Soiree

29 Manpower Committee Roundtable luncheon

Leading Virtual Teams

30 Workshop

Dealing with Difficult People

30 Roundtable luncheon

How Strategic Outsourcing Grows and Innovates Your Business





22 Networking

Unveiling the Treasure of The Imperial Museum

Co-organized by the Imperial Museum and the Chamber's Women Executives Club, this exclusive tour will allow members to enjoy over 800 exhibits in two galleries.

23 Workshop

Dealing with Value Added Tax (VAT) Regimes in China

23 Networking

China Committee Welcome Reception for Jiangsu Province's Economic and Trade Delegation

26 Site Inspection

Visit to Cyberport

This visit will also explore opportunities for collaboration, and ICT adoption for SMEs through strategic partnerships.

27 Training

Issues on Employing Part-time Staff & Freelance Workers



© Artistashmita | Dreamstime.com

28

Training

How to Build an Effective Team Workshop

Mark your Diary

12 September

Town Hall Forum Series:
Meet the Commissioner of Police –
Andy Tsang Wai-hung



17 September

HKGCC Distinguished Speakers Series:
Creating an Efficient, Sustainable Energy Future

25 September

Town Hall Forum Series:
Meet the Ministers –
The Hon John Tsang Chun-wah



25 November

The 19th Annual Hong Kong Business Summit



More Than a Great Wash 洗衣以外的優質服務

Twenty members visited Vogue Laundry's processing plant in Tuen Mun to learn how the company has embraced technology to enhance productivity throughout the entire laundry process – sorting, washing, dry cleaning, pressing, folding and packing.

Vogue Laundry, a wholly-owned subsidiary company of Cathay Pacific Airways, is one of Hong Kong's largest commercial laundry companies serving airlines, hotels, club houses and institutions. With a network of 16 valet shops providing professional dry cleaning and laundry services to the retail sector, the company is capable of processing, on a daily basis, over 280,000 pieces of linen and 5,000 uniforms.

For such a labour-intensive process, manpower shortages in Hong Kong have been a major issue for maintaining the company's four core values – safety, quality, productivity and hygiene – which it solved through automation.

Vogue's plant is equipped with four continuous-batch washers handling 270,000 pieces per day, as well as integrated flatwork irons, folding and packing machines. To assure quality, the company owns an in-house laboratory that develops precise washing formulas for different clothes, performs regular quality checks and offers test wash services for clients. The company will open a new plant in 2016 to cope with the growing demand for its services. ❀

20 位會員參觀雅潔洗衣有限公司位於屯門的工場，了解該公司如何善用科技，以提升整個洗衣流程（包括分類、濕洗、乾洗、壓燙、摺疊及包裝）的生產力。

雅潔是國泰航空的全資附屬公司，亦是本港最大的商業洗衣公司之一，為航空公司、酒店、私人會所及公共機構提供服務。該公司共設有16家分店，為零售客戶提供專業的乾/濕洗服務，每天可處理逾28萬張床單和5,000套制服。

雅潔致力維持四大核心價值——安全、質素、生產力和衛生，但在如此人力密集的工序下，本港的人力短缺問題一直是其一大挑戰，故該公司透過自動化的科技來解決難題。

雅潔的工場配置了四部大型洗衣機，每天可處理達27萬件衣物，還有多部綜合平燙機、摺疊和包裝機。為確保服務品質，該公司更自設實驗室，為不同種類的衣物開發精確的洗滌方案，進行定期的品質檢查，並為客戶提供試洗服務。為滿足不斷增長的服務需求，雅潔將於2016年增設一個新工場。❀



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，為您的國際盛會作最好準備。



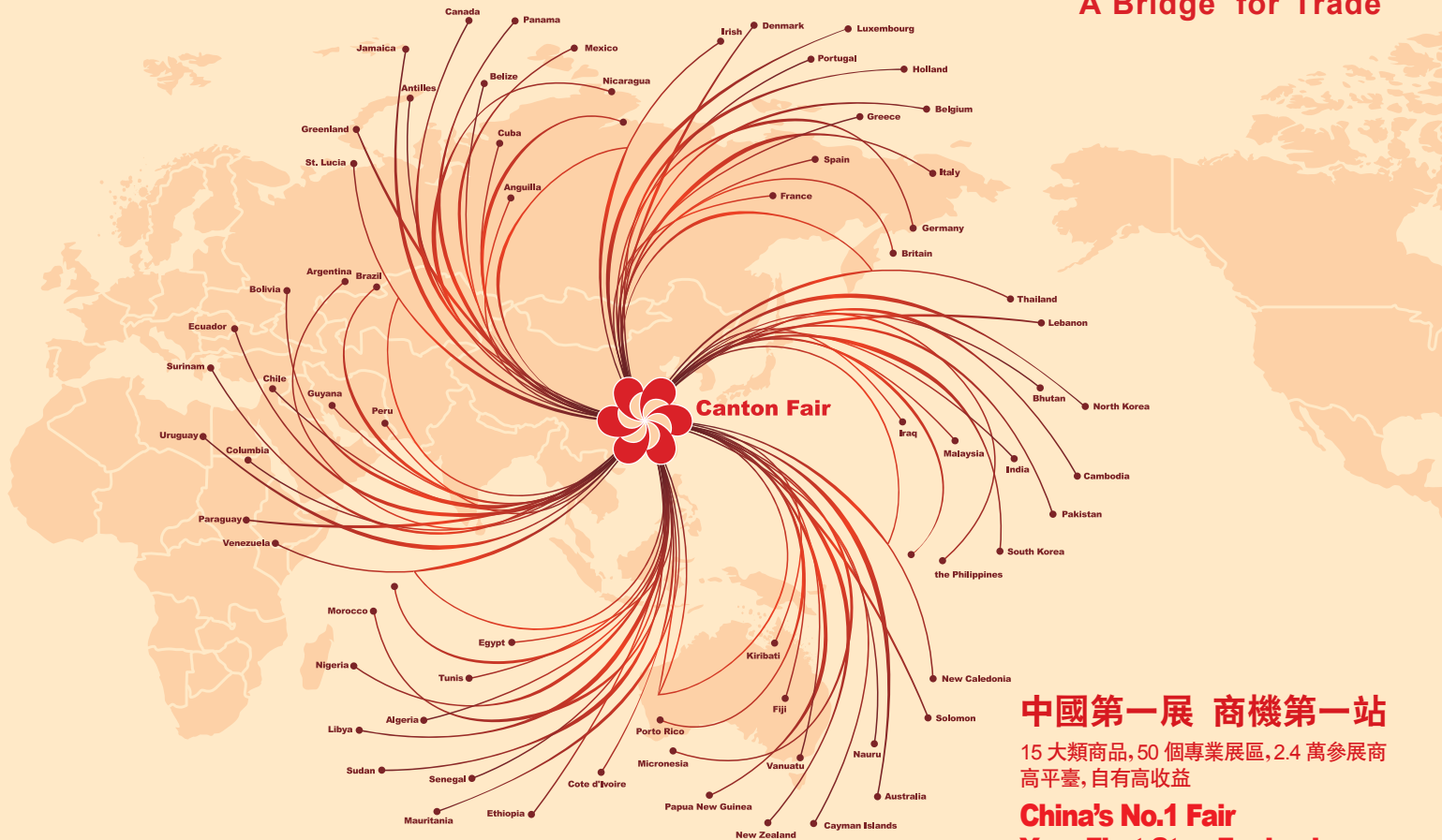
Hong Kong General Chamber of Commerce
香港總商會 1861

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 cs@chamber.org.hk

查詢請致電2823 1266或電郵cs@chamber.org.hk



中國第一展 商機第一站
 15 大類商品, 50 個專業展區, 2.4 萬參展商
 高平臺, 自有高收益
China's No.1 Fair
Your First Stop For business
 15 product categories, 50 specialized sections,
 24000 exhibitors -- a high platform for high returns

第114屆廣交會

在中國, 商機一如既往。2013. 10.15 - 11.4, 第114屆中國進出口商品交易會, 116萬平方米的大空間, 5.95萬展位及數百億美元的成交額, 展品更多, 商機自然更多!

第一期 10月15日-19日

電子及家電類; 五金工具類; 機械類; 車輛及配件類; 建材類; 照明類; 化工產品類; 進口展區

第二期 10月23日-27日

日用消費品類; 禮品類; 家居裝飾品類

第三期 10月31日-11月4日

紡織服裝類; 鞋類; 辦公; 箱包及休閒用品類; 醫藥及醫療保健類; 食品類; 進口展區

廣交會駐香港客商服務中心

查詢熱綫 (852) 2877 1318 / 郵箱地址 cs@cantonfair.org.cn

全年提供採購商服務

<http://hk.cantonfair.org.cn>

廣交會客戶聯絡中心

+86-20-28-888-999 境外撥打

4000-888-999 內地撥打

www.cantonfair.org.cn

The 114th Canton Fair

China boasts boundless opportunities as usual. The 114th session of China Import and Export Fair from October 15 to November 4, 2013, with an exhibition area of 1.16 million square meters, 59,500 stands, and business turnover of as much as tens of billions of US dollars, will be the best platform for you to grow your business.

Phase 1 October 15-19

Electronics & Household Electrical Appliances; Hardware & Tools; Machinery; Vehicles and Spare Parts; Building Materials; Lighting Equipments; Chemical Products; International Pavilion

Phase 2 October 23-27

Consumer Goods; Gifts; Home Decorations

Phase 3 October 31- November 4

Textiles & Garments; Shoes; Office Supplies; Cases & Bags; Recreation Products; Medicines; Medical Devices; Health Products; Food; International Pavilion

Canton Fair Hong Kong Customer Service Centre

Enquiries Hotline (852) 2877 1318 / Email: cs@cantonfair.org.cn

Providing buyer services throughout the year

<http://hk.cantonfair.org.cn>

Canton Fair Call-Center

+86-20-28-888-999 Outside the Chinese Mainland

4000-888-999 The Chinese Mainland

www.cantonfair.org.cn

