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零售暢旺背後的隱憂

零售業的喜訊接踵而來。政府估計4月份零售業總銷貨額約為395億元，較去年同月上升12.3%。綜觀2018年首四個月的數據，零售業銷貨額的表現亦同樣樂觀，按年上升13.9%。

政府將此歸功於本地消費暢旺及訪港旅客數字復蘇。本港目前經濟蓬勃，表示市民更樂於消費；而訪港旅客人數自2016年下滑以來，政府為加強吸引旅客而推出的措施亦已取得成效。

政府預期這個情況短期內將能持續，而總商會同樣亦普遍對當前的經濟狀況感到樂觀。

然而，酒店及零售業卻未有因此而大表興奮，原因何在？這可歸因於拖累香港整體發展的一些相同問題——人力短缺和過度官僚化，以及電子商貿和嶄新的網上平台所帶動不斷演變的消費行為。

人力萎縮意味酒店及零售商舖難以招聘人手。良好的服務是令顧客和遊客重臨光顧的關鍵，也可達至口耳相傳的推廣效果，尤其在現今世代，顧客可輕而易舉地在社交媒體上分享不快的經驗。不過，當商舖或餐廳人手不足，員工忙得不可開交時，實在難以提供優質的服務。

成功的零售商若擔心無法覓得足夠的人手，自然對擴充業務更加卻步。

繁瑣合規要求增加是另一問題，而香港的營商成本普遍高企，部分原因涉及規管日增所產生的遵從成本。

旅遊和零售都是香港極之重要的行業，除了創造就業和收入，還向世界展示了本港美好的一面，以及眾多引人入勝的景點。我們固然樂見銷售數字和訪客人數持續向好，但亦深知我們可做得更好。我們熱切期望政府能發展更多嶄新、創新的旅遊景點。儘管我們歡迎政府計劃擴建香港會議展覽中心，惟我們絕對有餘力進一步發展香港成為會展旅遊之都。

各會員大可放心，總商會將繼續力爭取締不必要的繁瑣合規要求，並為人力議題尋找方案。我們必須確保這兩大經濟產業能夠充分發揮潛力。✿

Muted Celebrations Amid Buoyant Retail Figures

The good news on retail just keeps coming. According to Government figures, the value of total retail sales in April was an estimated \$39.5 billion, an increase of 12.3% over the same month last year. Taking a longer view presents an equally rosy picture – in the first four months of 2018, retail sales were up by 13.9% compared with last year.

The Government has put this down to a mix of strong local consumer spending as well as the recovery in inbound tourism. Hong Kong's robust economy right now means local people are more confident about spending their earnings, while efforts to attract more tourists after a dip in visitor numbers in 2016 has paid off.

The Government expects that this situation will continue for the near future, and at the Chamber we generally share this optimism about the current economic climate.

But for businesses in the hotel and retail sectors, celebrations remain somewhat muted. Why? It comes down to some of the same problems that are dogging Hong Kong in general – manpower shortages and excess bureaucracy – as well as the ongoing evolution in consumer behavior driven by e-commerce and new online platforms.

The manpower squeeze means it is difficult for hotels and retail shops to find staff. Good service is crucial to keep customers and tourists coming back, and for word-of-mouth advertising – especially at a time when it is very easy for disgruntled customers to share their experiences on social media. However, it is impossible for a short-staffed shop or restaurant to give top-quality service when its employees are rushed off their feet.

And successful retailers will be more reluctant to expand their businesses if they are concerned about the struggle to hire adequate staff.

The growth in red tape is another issue, and the generally high cost of doing business in Hong Kong is partly down to the cost of complying with the increasing regulations.

Tourism and retail are both hugely important industries in Hong Kong – not just in providing jobs and income, but also in showcasing our wonderful city and its many attractions to the rest of the world. It is great to see the buoyant sales figures and visitor numbers, but we know that we could do even better. More new and innovative tourist attractions would be very welcome. We could certainly do more to improve Hong Kong as a MICE destination, although we appreciate that the Government is already working on this with its plans to develop the HKCEC.

Members can rest assured that here at the Chamber we will continue to push for an end to unnecessary red tape and to find solutions to the manpower issue. We need to ensure that these two crucial sectors for our economy are fulfilling their entire potential. ✿

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Editorial Board: Watson Chan, Lok Yee Fan,
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English Editor: Helen Sloan
Translated By: Rachel Shum, Yannis Chung
Graphic Design: Andy Wong, Joey Chan

Editorial Enquiries: Helen Sloan
Tel: 2823 1210
Email: helen@chamber.org.hk

Advertising: HKGCC Bulletin
Tel: 2823 1245 Fax: 2821 9545
Email: adv@chamber.org.hk

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Tel: 2893 0944 Fax: 2832 7903
Email: info@omac.com.hk

主席：夏雅朗
常務副主席：王冬勝
副主席：李澤鉅 史樂山 孫立勳
總裁：袁莎妮
編輯委員會：陳利華 駱綺芬 顏偉業
盧慧賢 許涼涼

英文編輯：宋海倫
翻譯：岑美怡 鍾曉欣
設計：黃惠強 陳麗娟

編輯查詢：宋海倫
電話：2823 1210
電郵：helen@chamber.org.hk

廣告：HKGCC Bulletin
電話：2823 1245 圖文傳真：2821 9545
電郵：adv@chamber.org.hk

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電話：2529 9229
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承印：奧瑪製作室有限公司
香港灣仔駱克道361-363號
翹賢商業大廈21字樓
電話：2893 0944
圖文傳真：2832 7903
電郵：info@omac.com.hk

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Hong Kong General Chamber of Commerce
香港總商會1861

The Voice of Business 商界之聲

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

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Jeffrey Lam is the Chamber's Legco Representative
He can be reached at jeffrey@jeffreylam.hk
香港總商會立法會代表 林健鋒，電郵：jeffrey@jeffreylam.hk

How to Make Hong Kong Smarter?

如何令香港更有「智慧」？

The SAR Government has been actively developing Hong Kong into a smart city in recent years. With the Smart City Blueprint for Hong Kong released in December, the Government is determined to enhance the effectiveness of city management through innovation and technology (I&T). An urgent task for the Government now is to roll out supporting policy measures, including promoting the popularization of the 5G network and taking forward the Lok Ma Chau Loop project to attract technicians, engineers and scientists from around the world. This will give a further boost to local I&T development to help Hong Kong become smarter.

特區政府近年積極發展香港成為智慧城市，去年12月更公布《香港智慧城市藍圖》，銳意透過創新科技提升城市管理成效。政府的當務之急是推出配套的政策措施，包括推動5G網絡普及化及落實落馬洲河套區計劃，才能吸引世界各地的技術人員、工程師和科學家落戶，進一步支持本地的創科發展，令香港變得更有智慧。

In fact, Hong Kong is well-equipped with key elements for developing the I&T industry, from a business-friendly environment and sound legal system to a mature capital market and global network. If the city can continue to strengthen its communication network and scientific research facilities, it will usher in a new round of opportunities for the local community.

事實上，香港具備發展創科產業的重要元素，包括有利的營商環境、完善的法律制度、成熟的資本市場、遍布全球的網絡等。如果香港能繼續加強通訊網絡及科研設施，將可為本地帶來新一輪機遇。

An effective communication network is fundamental to encouraging I&T development and promoting a smart city. As many countries worldwide are pressing ahead with the development of 5G, we need the cooperation and support of the Government to ensure wide adoption of the technology.

一個有效的通訊網絡是鼓勵創科發展及推行智慧城市的根本條件。面對全球多個國家積極推動5G發展，我們需要政府的配合，讓技術得以普及。

I hope the Government will deliberate on spectrum prices, supply and management, with a view to opening more spectrum for mobile use. This will help to maintain the competitiveness of Hong Kong's telecommunications sector and thus create the prerequisites favorable to the growth of a smart city.

我期望政府能從頻譜價格、供應和管理模式作全面考慮，為流動應用提供更多頻譜，維持香港電訊行業的競爭力，造就有利智慧城市發展的先決條件。

On the other hand, the development of the Lok Ma Chau Loop will provide a better platform for Hong Kong enterprises to develop I&T business. The Public Works Subcommittee of the Legislative Council previously approved \$780 million in funding for advance engineering works at the Lok Ma Chau Loop. The Government should commence construction as soon as possible to enhance Hong Kong's competitiveness in I&T.

另一方面，落馬洲河套區的發展將可為香港企業創造更佳的平台，積極發展本地創科行業。立法會工務小組早前通過河套地區發展前期工程共7.8億元撥款，政府應盡快開展工程，加強香港在創科發展的競爭力。

The Government could also encourage cooperation between local and non-local tertiary institutions. For instance, cooperation with our neighbor Shenzhen would give full play to the I&T synergy between the two cities, providing a larger stage for young people.

政府亦可考慮本地與非本地專上院校之間的合作，例如與毗鄰的深圳合作，發揮兩地創科事業的協同效應，為年輕人提供更大的舞台。

The development of a smart city requires close collaboration between a number of factors. To help I&T activities flourish in Hong Kong, the Government should formulate a comprehensive plan and support measures in areas such as network connectivity and resource allocation. When dealing with this ever-evolving topic, I hope that the Chief Executive can adopt a new mindset and step up the pace to build Hong Kong into a smarter city. 🌸

發展智慧城市環環相扣，政府需在加強網絡連接、資源投放等方面有通盤計劃及配套，才能讓創科活動在香港蓬勃發展。我期望，特首能在這個不斷演變的課題上活用新思維，加緊步伐，打造一個更有智慧的城市。🌸

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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

CEO Comments 總裁之見

Chamber Can Play a Super-connector Role

Europe Committee members who took part in our latest mission tell me that they had a wonderful time in Austria and the Czech Republic. Not only did they get to spend some time in the beautiful cities of Prague and Vienna, but they also enjoyed a very productive schedule of meetings and visits.

With a population of almost 9 million, Austria has quite a lot in common with Hong Kong. While Hong Kong has long served as a gateway to Mainland China, Austria has performed the same role for the countries of Eastern Europe as they have opened up over the past three decades.

One of the key takeaways from the mission was the high level of awareness of the Belt and Road Initiative. The land-based route of the initiative passes through some of the regions of Eastern Europe that are most in need of infrastructure investment. And it is being welcomed not only in those countries that will benefit, but also in Austria, which can play a connector role and provide key services.

Here in Hong Kong, it is easy for us to understand the importance of the Belt and Road and our role as a super-connector. But it is very heartening to see such interest in the initiative among the business community in Europe.

Further evidence of the strong interest in the Belt and Road was seen here in the Chamber Theatre on 22 June, when more than 200 guests attended our Belt and Road Cocktail Reception, jointly organized by our Asia & Africa and China Committees. We were honoured to host officials, representatives and Consuls General from HKSAR, the Chinese Mainland, and many African and Asian countries.

This shows, I believe, that the Chamber can really play a super-connector role for Hong Kong's business community. From overseas missions to in-house networking events, HKGCC is able to put our members in direct contact with key officials and businesspeople in the Belt and Road countries and regions.

We are also continuing our Belt and Road Series of seminars, which provide focused insights into key countries along the maritime and land routes of the initiative. Most recently, we hosted a number of senior officials and experts from Myanmar who gave a valuable insight into this rapidly growing economy.

The Belt and Road Initiative is presenting numerous opportunities for businesses to explore new markets around the world. Here at the Chamber we are working to provide our members with crucial information, insights and connections as this landmark project continues to develop. 🌸

總商會可擔當「超級聯繫人」角色

歐洲委員會近日舉辦的奧地利和捷克考察團已圓滿結束。團員返港後均向我表示，他們十分享受是次旅程，除了暢遊布拉格和維也納兩個美麗的城市外，還出席了多個商務會議和考察活動，收穫甚豐。

奧地利人口接近900萬，與香港有很多共通點。香港長久以來一直是通往中國內地的門戶，而奧地利則在過去30年來不斷開放，為東歐國家擔當同樣的角色。

此行一個主要得著，是當地對「一帶一路」倡議的高度關注。該倡議的陸路通道途經東歐一些最需要基建投資的地區，不但受到該等受惠國的歡迎，而奧地利亦可充當聯繫人和提供重要服務，從中獲益。

在香港，我們要理解「一帶一路」的重要性和本身作為超級聯繫人的角色並不困難。然而，看到歐洲商界對此倡議也深感興趣，實在令人鼓舞。

本會亞洲及非洲委員會與中國委員會於6月22日合辦「一帶一路」交流酒會，吸引逾200多名賓客雲集總商會演講廳，進一步印證了各界對「一帶一路」的濃厚興趣。我們很榮幸邀得來自香港特區、中國內地及眾多非洲和亞洲國家的官員、代表和總領事蒞臨當天的活動。

我相信，這足證總商會能真正為香港商界扮演超級聯繫人的角色。從海外考察團到內部的聯誼活動，總商會都能為會員提供機會，讓他們與「一帶一路」國家和地區的主要官員和商家直接交流。

我們將繼續舉辦「一帶一路」系列研討會，集中探索該倡議下海陸兩路沿線的主要國家。最近，我們還接待了多位緬甸高官和專家，他們對這個急速增長的經濟體分享了寶貴的真知灼見。

「一帶一路」倡議正為企業提供眾多機遇，以開拓全球各地的新市場。隨著這個標誌性的項目不斷推展，總商會將繼續竭力為會員提供重要的資訊、分析和聯繫。🌸

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A New Look at Vienna and Prague 維也納、布拉格 全新面貌

Booming economies and the Belt and Road are providing business opportunities in Central and Eastern Europe, write **Jasmine Kwong** and **Helen Sloan**

蓬勃發展的經濟體和「一帶一路」為中東歐帶來商機 鄭敏慧和宋海倫

Members of the Chamber's Europe Committee found plenty of smart city inspiration, Belt and Road activity and interest in Hong Kong during their mission to Austria and the Czech Republic from 4 to 8 June. In Vienna, Prague and Brno, the delegation enjoyed a packed schedule of visits, meetings and receptions where they learned about the economic climate in the region and explored a range of business opportunities.

Vienna's central role

The mission's first stop was Vienna, where they found many parallels with Hong Kong.

"Austria functions as a hub in Central Europe; Hong Kong also functions as a hub for Mainland China," said Wilfried Gunka, International Director of the Austrian Business Agency.

This means Austria is set to benefit as the Belt and Road Initiative brings investment and infrastructure to Eastern Europe. Even still, Chamber delegates were surprised at the high level of awareness of the initiative.

"In Austria, almost without exception, everywhere we went and everyone we spoke to, everybody seemed to know about the Belt and Road Initiative," said Stephen Weatherseed, Chairman of the Europe Committee and leader of the mission.

In fact, a report, "Economic Policy Implications of the Belt and Road Initiative for CESEE and Austria," was

Mission Leader Stephen Weatherseed signs a Memorandum of Understanding with the Vice President of the Vienna Chamber of Commerce and Industry Dr Anton Ofner.

團長韋大象與維也納工商會副總裁Anton Ofner博士簽署諒解備忘錄。





released during their visit. Ambassador Li Xiaosi of the Chinese Embassy in Austria presented the visitors with a copy hot off the press.

This report notes that the initiative will be particularly significant in the Western Balkan countries that “have the strongest need for infrastructure catch-up.” Julia Grubler, Economist at the Vienna Institute for International Economic Studies and coordinator of the report, spoke to the Chamber members about the opportunities for Austrian finance and trade presented by the initiative.

“From all of the meetings that we had, it was apparent that Austria is a good launch point for doing business in Central and Eastern Europe,” noted Eberhard Brodhage, Vice Chairman of the Europe Committee. He added that he had felt a “keen interest in developing further opportunities with Hong Kong” during the meetings in Vienna.

Austria’s economy

During the trip, the delegates learned about Austria’s robust economy, high economic and social stability, and positive investment climate.

Wilhelm Brauner, Europe Committee Member and a native of the country, explained that Austria has had mandatory education since the 18th century, and its focus on learning continues to pay dividends.

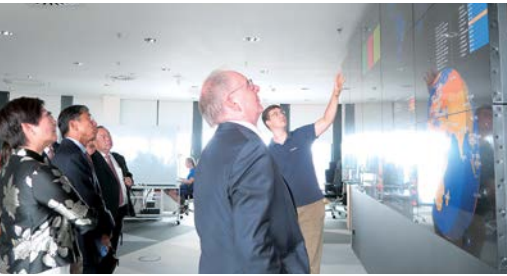
“Austria has a very high standard of both vocational and technical schools that provide a mass of skilled technicians and engineers,” he said. “Many Austrian small and mid-sized companies have the leading spot in their niche market.”

The country’s technological prowess was evidenced during a visit to the Austrian Institute of Technology (AIT). Professor Wolfgang Knoll, Managing Director of AIT, explained the institute’s focus on turning academic research into concrete results.

“We have to translate scientific findings to technology to implementation and application,” he said.

Brauner said that he was impressed by the level of groundbreaking technologies that the institute is developing, and also the fact that it is not overly dependent on government funding.

Jennifer Chan, Vice Chairman of the Europe Committee, said the AIT visit was an eye-opener, particularly “the way they combine the various resources from different enti-



ties – commercial, educational and governmental – but more importantly, how entrepreneurial and international they are.”

Smart Cities

The theme of the mission was “Smart Connections” and in Vienna, the visitors enjoyed seeing one of the world’s most successful smart cities in action. At the Spittelau waste incineration plant they saw how waste is recycled into heating and electricity. Chan also noticed the water refilling stations across the city.

“They are free of charge, and save so many plastic bottles,” she said. “We could see that the local people are very used to using them and almost everybody carries their own bottle.”

Brodhage noted that Vienna had taken steps in the smart city direction some time ago.

“Vienna is very high up in the league of the smartest cities in the world,” he said. “Ten years ago, Vienna anchored the smart city concept in law, and also anchored in law that the smart city evolution needs to deliver benefits to the citizens, and it must be participatory.”

This political will could also be seen in Prague, which is making great strides in the smart city area, Weatherseed explained.

“The city there is really driven by the Mayor, who pulled all parties together and said: ‘Right, I’ve been elected on a platform to make this city smart – we are going to do it,’” he said.

Helping to make this happen is Operator ICT, which is driving the city’s “Smart Prague 2030” project in areas including mobility, buildings, energy and waste management. The delegation learned how the city had managed to cut through government bureaucracy to implement its plan.

“They shared in a very open and honest way the successes and challenges in making that happen. We will be feeding that back to the Smart City Consortium and to ITB in Hong Kong,” Weatherseed said.

Chan also noted that the Prague city government’s approach could have some lessons for Hong Kong.

“The city has put a lot of effort into aligning the different stakeholders’ interest and priorities,” she said. “Like in Hong Kong, finance is not the major issue, but how to mobilize the different stakeholders.”

Czech development

The need for infrastructure development in Czech Republic was clearly demonstrated when the delegation



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Members visit J&L Lobmeyr, a family-owned glassware business founded in 1823.
會員參觀於1823年創辦、家族式經營的玻璃工藝老店J&L Lobmeyr。

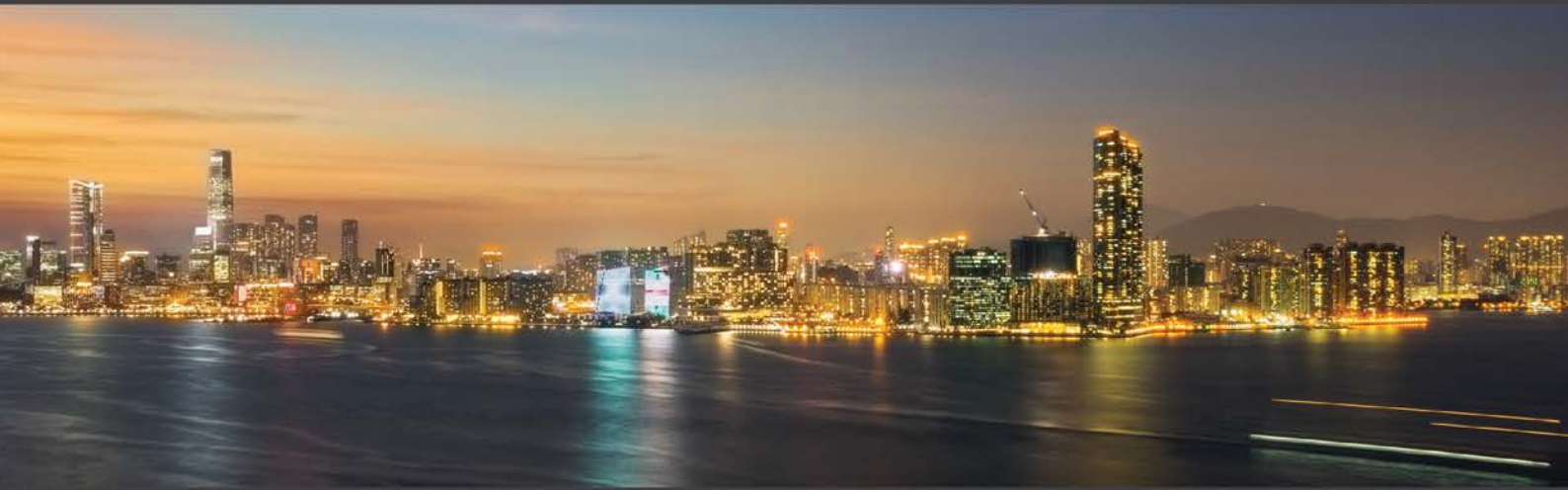
got stuck in a traffic jam en route to Prague. Generally speaking, however, the economy is thriving.

“The Czech economy is growing at a rate of about 4% a year, which is double the average rate of the E.U.,” Weatherseed said. “And the unemployment rate is down below 3%.”

One of the companies driving the Czech economy is Avast, a global leader in the cybersecurity field, particularly for mobile and smart home devices. This visit was one of the highlights for Chan.

“I had not expected that Prague would be home to a tech company that competes with the top league in Silicon Valley,” she said. “We were well received by the CTO Ondrej Vlcek, who is so passionate about what the company is doing, how they shape the company’s culture, how





VIEW FROM SUITE

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they see the future, and how proud the staff are and yet so down to earth! It was an extremely inspirational visit.”

Stop-off in Brno

On their way to Prague, the mission stopped in the Czech city of Brno, where they visited the JIC (South Moravian Innovation Centre), which is developing an open innovation ecosystem to support entrepreneurs, start-ups and mature technology companies alike. Also in Brno, they visited the AdMaS Centre (Advanced Materials, Structures and Technologies), part of the faculty of civil engineering at Brno University of Technology.

Brodhage noted the city’s “very strong and vibrant academic community.” It is known as the “Manchester of Central Europe” thanks to its industrial past, but is now a hotbed of technology development as well as a centre of academic excellence.

High-level meetings

The visitors were delighted that the Chinese Ambassadors to both countries made time to meet with the HKGCC delegation.

Ambassador Li discussed the positive relationship between Austria and Mainland China, particularly regarding the Belt and Road and 16+1 initiatives. These are creating huge opportunities for Austrian companies, he said.

In Prague, the delegates met with Ambassador Ma Keqing of the Chinese Embassy in the Czech Republic. She explained that ties between the two countries had strengthened greatly since the landmark visit of President Xi Jinping in 2016. She added that the Belt and

Road was well known in the Czech Republic, including Hong Kong’s strategic role in providing arbitration, legal, financial and professional services.

“We had a really encouraging meeting with the Ambassador to the Czech Republic,” Brodhage said. “She spoke in a very complimentary way of how the Hong Kong General Chamber of Commerce delegation actually helped improved the business relations between the Czech Republic and China.”

At a cocktail reception in Vienna – hosted by the Hong Kong Economic and Trade Office in Berlin and supported by the Vienna Chamber of Commerce and Industry – the visitors were welcomed by Betty Ho, Director of the Berlin Office.

“The delegation is a good example of the growing ties between Hong Kong and Austria,” Ho said, adding that Hong Kong’s new transport links to the Mainland would enhance trade and logistics.

The event took place in the beautiful Palais Daun Kinsky, and was the highlight of the mission for Weatherseed. “Everybody there seemed to genuinely be very interested and engaged either in an existing business or links through to Hong Kong, or interested in what was going on in Hong Kong.”

The delegates had further networking opportunities in Prague at the Czech-Hong Kong Business Forum, a “very well-organized event,” Weatherseed said, hosted by the Czech Chamber of Commerce. Rudolf Klepacek, Head of the Implementation, Monitoring and Reporting Department at the Ministry of Industry and Trade, told the visitors that the Czech Republic is open for business. “We are looking for opportunities in R&D, technology transfer and know-how transfer in collaboration with Hong Kong,” he said.

Overall, the delegates reported that it was a very successful mission, from the enjoyment of the cities’ beautiful architecture and local food and wine to the highly productive meetings with businesspeople and officials in both countries. 🌸





Austria has many small and mid-sized companies that are successful in niche markets, such as lockmaker EVVA.
奧地利很多中小企都在其專屬市場有所成就，如鎖具製造商EVVA。

總 商會歐洲委員會會員於6月4日至8日赴奧地利和捷克考察期間，除了在智慧城市方面有所啟發，還感受到「一帶一路」的活力，以及當地商界對香港的興趣。代表團的行程相當緊密，分別在維也納、布拉格和布爾諾進行了一連串的參觀、會議和招待活動，從中了解該區的經濟狀況和探索各種商機。

維也納的核心角色

考察團的第一站是維也納，他們發現當地與香港有很多共通點。

ABA投資奧地利國際董事Wilfried Gunka說：「奧地利是中歐的樞紐；香港亦是中國內地的樞紐。」

隨著「一帶一路」倡議為東歐引入投資和基建，這意味奧地利必可從中獲益。然而，對於當地人高度關注這一倡議，仍教總商會會員感到驚喜。

歐洲委員會主席兼訪問團團長韋大象說：「在奧地利，無論我們去到哪裡、跟誰交談，大家似乎都對『一帶一路』倡議有所認識，幾乎無一例外。」

事實上，此行適逢當地發布了一份報告，題為《「一帶一路」倡議對中歐、東歐和東南歐地區與奧地利的經濟政策影響》。中國駐奧地利大使李曉驍正好向訪客送上這份最新出版的報告。

報告指出，該倡議對西巴爾幹國家尤為重要，因為它們「最需要在基建上迎頭趕上」。維也納國際經濟研究所經濟學家兼報告協調員Julia Grubler向總商會會員講解該倡議為奧地利帶來的金融和貿易機遇。

歐洲委員會副主席包凱歌說：「從此行的所有會晤可見，奧地利顯然是企業在中東歐開展業務的好地方」。他補充，在維也納的多個商務會議上，他察覺到當地「甚有興趣與香港發展進一步的商機」。

奧地利經濟

行程期間，代表團了解到奧地利經濟蓬勃、經濟和社會高度穩定，以及投資環境正面。

身為奧地利人的歐洲委員會委員Wilhelm Brauner解釋，奧地利自18世紀起推行強制教育，而當地對學習的重視持續發揮成效。

他說：「奧地利的職業和技術學校水平相當高，培育出大量專業的技術人員和工程師。當地許多中小企都在各自的特色市場佔有領先地位。」

該國的頂尖技術在團員參觀奧地利國家技術研究院期間得到引證。研究院執行總裁Wolfgang Knoll教授解釋，該院專注把學術研究轉化成具體結果。

他說：「我們要把科研成果轉化成技術，加以實行和應用。」

Brauner表示對研究院正在開發的突破性技術水平印象深刻，而且該院沒有過於依賴政府的資助。

歐洲委員會副主席陳佩君指出，到訪奧地利國家技術研究院令人眼界大開，尤其是看到「該院把來自不同商業、教育和政府實體的各種資源結合起來，但更重要的是，他們的創業想頭和國際化程度實在令人驚嘆。」

智慧城市

是次考察的主題為「智慧聯繫」，而在維也納，團員可親身體驗全球其中一個最成功的智慧城市的實際運作。在Spittelau垃圾焚化發電廠，他們看到廢物被循環再造成熱能和電能的過程。陳佩君還注意到整個城市到處皆設有加水站。

她說：「這些加水站免費提供食水，節省了很多膠樽。我們看得出當地人已習慣使用加水站，幾乎人人都自備水樽。」

包凱歌指出，維也納早已採取措施，朝著智慧城市的方向邁進。

他說：「維也納在全球智慧城市之列中名列前茅。十年前，當地把智慧城市概念寫入法律，並訂明智慧城市的發展需為公民帶來效益，而且必須開放讓全民參與。」

韋大象解釋，布拉格也實行這種政策，令當地在智慧城市領域取得巨大進展。





他說：「該市切切實實地由市長領導，他把各方團結起來，然後說：『對，讓這個城市變得更智慧是我的競選政綱——我們定可做到！』」

協助實現這一目標的是Operator ICT，該公司在出行、建築、能源和廢物管理等領域推動該市的「智慧布拉格2030」項目。代表團了解該市如何順利通過政府官僚架構，成功實踐計劃。

韋大象說：「他們公開、坦誠地分享過程中的成功和挑戰。我們將就此向香港的智慧城市聯盟和創新及科技局作出反饋。」

陳佩君還指出，布拉格市政府的做法對香港具有啟迪作用。

她說：「該市付出了很大的努力，協調不同持份者的利益和優先考慮。正如香港，資金並非主要問題，而是要如何動員不同的持份者。」

捷克發展

訪問團前往布拉格途中遇上塞車，清楚顯示捷克共和國有必要發展基建。然而一般來說，當地經濟發展蓬勃。

韋大象說：「捷克經濟以每年約4%的幅度增長，是歐盟平均增幅的兩倍。失業率亦低至3%以下。」



The delegation visited the modern headquarters of Erste Bank, which was established in 1819 and is now a major player across Central and Eastern Europe.
團員考察Erste Bank的現代化總部。該行於1819年成立，現已成為中東歐地區的主要銀行。



其中一家帶動捷克經濟增長的企業是Avast。該公司為環球網絡安全業的先鋒，尤其在流動和智能家居設備方面。是次考察活動是陳佩君的重點行程之一。

「我沒料到布拉格會是一家科技公司的基地，能夠與矽谷的頂尖企業比拼。」她又說：「我們受到技術總監Ondrej Vlcek的熱情款待，他對公司的各個範疇都充滿熱誠，從公司的業務、如何建立企業文化、未來展望，以至員工既踏實而又不失自豪的態度，都侃侃而談。此行極富啟發意義。」

中途停留布爾諾

訪問團前往布拉格途中，在當地城市布爾諾稍作逗留。期間，團員到訪JIC（南摩拉維亞創新中心），該中心正發展開放式的創新生態系統，支援企業家、初創企業和成熟的科技公司等。他們還考察布爾諾科技大學土木工程學院旗下的AdMaS（先進材料、結構和技術）中心。

包凱歌指出，布爾諾是一個「強大、活力充沛的學術社區」，又因其昔日的工業歷史，而被譽為「中歐的曼徹斯特」。然而，該市如今已成為科技發展的基地和頂尖的學術中心。

高層會議

駐守兩國的中國大使皆在百忙中抽空與總商會訪問團會面交流，團員深表榮幸。

李大馬討論奧地利與中國內地的積極關係，尤其是「一帶一路」倡議和「16+1」機制。他認為，這些合作正為奧地利公司創造龐大的機遇。

在布拉格，代表團拜會捷克共和國中國大使館大使馬克卿。她解釋，自習近平主席於2016年歷史性訪問捷克以來，兩國的聯繫已大為加強。她補充，「一帶一路」倡議在當地廣為人知，而這包括香港在提供仲裁、法律、金融和專業服務方面的戰略角色。

包凱歌表示：「我們會見了中國駐捷克共和國的大使，會面結果令人鼓舞。」他續說：「她讚揚香港總商會代表團此行有助改善捷克與中國的商貿關係。」

在維也納的招待酒會上，香港特區政府駐柏林經濟貿易辦事處處長何小萍歡迎代表團到訪。是次酒會由駐柏林經貿辦事處、維也納工商會支持。

何處長說：「代表團是良好的實例，說明香港與奧地利的聯繫日趨緊密。」她又稱，香港與內地的新交通連繫，將可促進貿易和物流發展。

該活動在瑰麗堂皇的金斯基宮舉行，是韋大象此行的焦點所在。他說：「全場所有人都似乎深感興趣，有些甚至已在香港開設業務或建立聯繫，他們十分關注香港的近況。」

在捷克商會於布拉格舉行的「捷克香港商業論壇」上，會員有機會進一步聯誼交流。韋大象表示，是次活動安排十分完善。工業及貿易局執行、監察及報告部主管Rudolf Klepáček向賓客解釋，捷克共和國一直對外開放貿易。他說：「我們正尋求機遇，在研發、技術和知識轉移的領域上與香港攜手合作。」

整體而言，團員一致認為是次考察之旅大舉成功，除了欣賞到這些城市的華美建築和品嚐地道的美酒佳餚，還有機會與兩國的商家和官員進行富有成效的會談。✿



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Wilson Chong is the Chamber's Senior Economist.
He can be reached at wilson@chamber.org.hk
總商會高級經濟師莊仕杰，電郵：wilson@chamber.org.hk

Stress Test for Emerging Markets

新興市場的壓力測試

Growth and stable fundamentals in emerging economies should help protect them from negative impact of U.S. rate hikes
新興經濟體的經濟增長和穩固基礎應有助抵禦美國加息所帶來的負面影響

During the early days of the global financial crisis around ten years ago, the U.S. Federal Reserve launched quantitative easing (QE) programmes and slashed its benchmark interest rates to near-zero levels, with the Fed funds rate targeting at a range of zero to 0.25%.

Since then, the U.S. central bank's balance sheet has grown significantly in size. Total assets have quadrupled from US\$869 billion on 8 August 2007 to well over US\$4 trillion at present. In late 2014, amid a strengthening economy, the policy-setting Federal Open Markets Committee outlined its approach to monetary policy normalization, and then in December 2015 it raised interest rates by 25 basis points. At its recent June meeting, the Federal Reserve unsurprisingly pressed the button again to raise interest rates by 25 basis points to a range of 1.75% to 2%, marking the seventh rate hike of the present tightening cycle and the second this year.

With the major central banks across the globe creating massive amounts of new money in the past decade and pushing down bond yields in U.S. Treasuries and other safe assets, private investors turned to riskier but

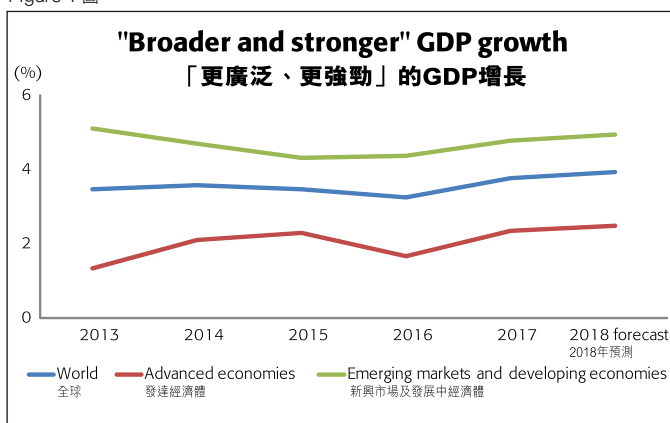
higher return avenues to park their investments. These included the emerging markets, which have experienced large inflows of foreign capital, exchange rate appreciation and an equity market boom.

So when the Fed's then Chairman Ben Bernanke merely hinted at the idea of tapering QE in 2013, investors around the world panicked and pulled their money out of the emerging markets, resulting in sharp adjustments in asset prices and currency values. As the Federal Reserve is expected to continue its normalisation process by raising interest rates and shrinking the balance sheet further, some fear a repeat of this "taper tantrum" of 2013.

And this time, concerns about trade protectionism are adding to the worries, as exports are an important engine of growth for many emerging markets.

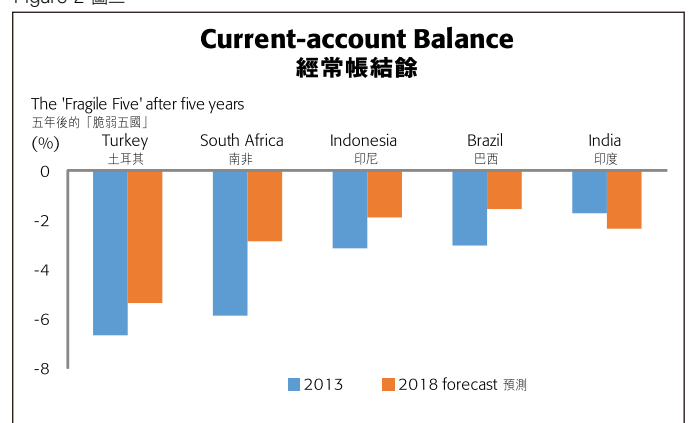
As a result of a stronger U.S. dollar and higher U.S. Treasury yields – most notably the 10-year Treasury yield's breach of the 3% threshold for the first time in over four years – the attractiveness of the emerging markets appears to be diminishing. The emerging markets saw in May their biggest portfolio outflows in

Figure 1 圖一

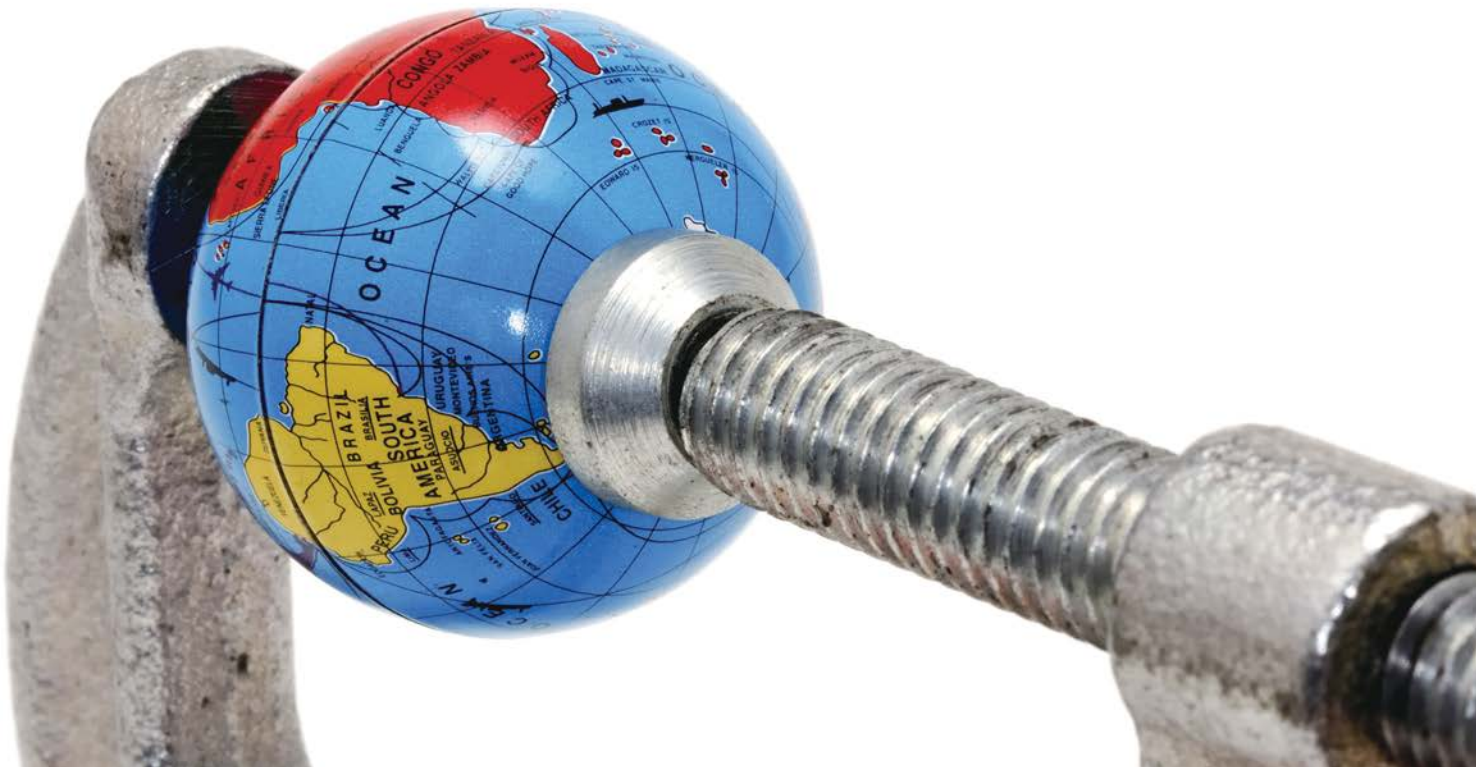


Source: IMF
資料來源：國際貨幣基金組織

Figure 2 圖二



Source: IMF
資料來源：國際貨幣基金組織



18 months, according to the Institute of International Finance, a Washington-based global industry association. A total of US\$12.3 billion of bonds and stocks were sold by foreign investors during the month. (The previous significant outflow from emerging markets occurred in November 2016, right after the election of Donald Trump to the White House.)

By region, the biggest outflows were US\$8 billion from Asia, and US\$4.7 billion from Africa and the Middle East combined. Jitters among investors resulted in heavy selling of emerging market currencies. Due to local issues such as rapid inflation and investor scepticism about central bank policies, Argentina and Turkey were among the hardest hit with both the peso and lira repeatedly hitting record lows against the U.S. dollar. Attempting to contain the crash, their central banks raised interest rates, with the Argentine government calling on the International Monetary Fund (IMF) for help.

Against this background, volatility in emerging markets has heightened as the Federal Reserve signalled that two more rate hikes are likely in 2018. However, a large-scale meltdown in the emerging markets or a repeat of the 2013 taper tantrum is unlikely, at least for now.

First, growth in the emerging markets has firmed up, thanks to a global economic upswing that the IMF described as “broader and stronger” in its World Economic Outlook report in April (Figure 1). Many commodity exporters have in fact benefitted from the

recovery of energy and metal prices. Mainland China, an important source of demand for many emerging markets, has maintained steady growth and looks ready to support its economy if needed. At the April meeting of the Politburo, Chinese leaders called for steps to “expand domestic demand to ensure the stability of the macro economy.”

Second, fundamentals in most major emerging markets remain largely intact. Brazil, South Africa and Indonesia – which were included by Morgan Stanley in the “Fragile Five” basket in 2013 due to concerns on their external position and vulnerability to capital outflows – have seen deficits in their current accounts narrow markedly (Figure 2).

Third, policy frameworks in many emerging markets have improved, and their present better public finance management and greater exchange rate flexibility can help cushion the effects of external shocks.

While the emerging markets as a whole should be able to pass this round of stress tests, those with weak external positions and large financing needs will be more volatile when the tide of easy money recedes. As Hong Kong is a small, open economy highly dependent on international trade and finance, and subject to spillovers from the external environment, there is reason to worry about a less satisfactory result for the domestic economy in the next round of stress tests because of the anticipated poor performance of such economies. ❀

約十年前，環球金融危機爆發之初，美國聯邦儲備局推出了量化寬鬆措施，把基準利率大幅削減至近乎零的水平，聯邦基金目標利率低至介乎零與0.25%之間。

自此，美國央行的資產負債表規模大幅擴張。資產總額由2007年8月8日的8,690億美元上漲四倍至現時逾4萬億美元。2014年年底，在經濟走強下，負責制訂政策的聯邦公開市場委員會提出貨幣政策正常化的方向，並在2015年12月加息25個基點。在今年6月份的會議，聯儲局一如所料再度把利率調高25個基點至1.75%至2%的水平，為當前緊縮周期的第七次加息，也是本年第二次加息。

隨著全球的主要央行在過去十年創造了大量新資金，拖低美國國債及其他安全資產的收益率，私人投資者轉而投向風險較高但回報亦較高的投資工具，如新興市場資產，導致外資湧入新興市場、匯率升值和股市暢旺。

和中東則合共47億美元。投資者焦躁不安，以致大量新興市場貨幣被拋售。面對高通脹和投資者對央行政策存疑等本地問題，阿根廷和土耳其為最深受打擊的其中兩個國家，披索和里拉兌美元匯價屢創新低。兩地央行為遏止貨幣貶值，紛紛調高息率，阿根廷政府更向國際貨幣基金組織求助。

在這背景下，加上聯儲局暗示2018年再有兩次加息，令新興市場波動加劇。然而，新興市場大規模崩盤或重演2013年「縮表恐慌」的可能性不大，至少目前如是。

首先，受惠於全球經濟回升——國際貨幣基金組織在4月份的《世界經濟展望》報告中形容為「更廣泛、更強勁」的增長（見圖一），新興市場的增長漸趨穩固。事實上，許多商品出口商受惠於能源和金屬價格回升。中國內地作為眾多新興市場的重要需求來源，亦維持平穩的增長，並準備好在必要時為經濟提供支援。在4月份的中央政治局會議上，中國領導人提出要



While the emerging markets as a whole should be able to pass this round of stress tests, those with weak external positions and large financing needs will be more volatile when the tide of easy money recedes.

儘管新興市場整體上應能通過這一輪壓力測試，但當熱錢退潮持續，一些對外收支狀況較弱和融資需求龐大的市場將變得更為波動不穩。



因此，當聯儲局時任主席伯南克於2013年暗示逐步縮減量化寬鬆措施時，全球投資者均陷入恐慌，紛紛把資金撤出新興市場，導致這些市場的資產和貨幣價格出現大幅調整。鑒於現時預期聯儲局將進一步加息和縮表，以延續其正常化的步伐，部分市場人士憂慮會重演2013年的「縮表恐慌」。

而這一次，貿易保護主義抬頭，令市場更添憂慮，因為多個新興市場都以出口為重要的經濟增長引擎。

美元走強和美國國債收益率上升——最顯著的是10年期國債收益率在四年多以來首次突破3%的關口，導致新興市場的吸引力似乎日漸失色。根據國際金融協會（位於華盛頓的一個國際金融業協會），新興市場在5月份錄得18個月以來最大規模的資本外流。同月，海外投資者出售了合共123億美元的債券和股票。（新興市場上一次出現重大的資本外流為2016年11月，即特朗普當選美國總統後。）

按地區劃分，亞洲錄得最大的外流金額，共80億美元，非洲

「擴大內需，保持宏觀經濟平穩運行」。

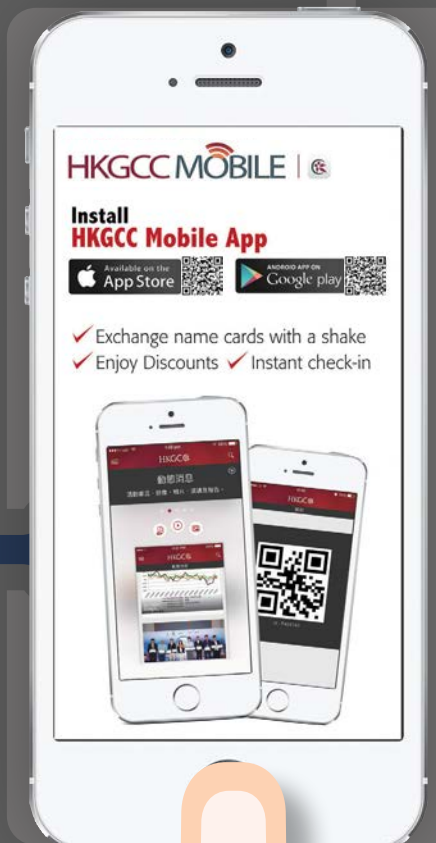
其次，大多數新興市場的基本因素大致維持不變。因對外收支狀況疲弱及容易受到資金外流影響而於2013年被摩根士丹利列入「脆弱五國」的巴西、南非和印尼，其經常帳赤字已顯著收窄（見圖二）。

第三，許多新興市場的政策框架已有改善，它們的公共財政管理已見優化，加上匯率更具彈性，有助緩和和來衝擊帶來的影響。

儘管新興市場整體上應能通過這一輪壓力測試，但當熱錢退潮持續，一些對外收支狀況較弱和融資需求龐大的市場將變得更為波動不穩。香港作為一個高度依賴國際貿易和金融的細小、開放型經濟體，容易受到外圍環境溢出效應的影響，鑒於這些經濟體的表現預期將會欠佳，我們實在有理由擔心一旦他們在下一輪壓力測試中表現未如理想，會對本地經濟造成影響。

總商會流動程式

The Chamber's Bilingual App



優惠滿載
So Many Benefits in
Your Pocket



Caution Needed on Minimum Wage

最低工資需謹慎處理

In its comments on the Government's review of the SMW policy, HKCGG welcomes a moderate pay rise for grassroots employees but warns against an excessive hike
總商會就政府檢討法定最低工資政策提出意見，歡迎基層員工適度加薪，惟警告勿作出大幅調升

The Chamber fully supports the Government's objective, as expressed in the Chief Executive's Policy Address, of improving the livelihood of Hong Kong citizens, especially the most vulnerable. We recognize that the Statutory Minimum Wage (SMW) serves the policy purpose of protecting the purchasing power of consumers, especially at the grassroots level.

Despite the virtues of SMW, there is need for caution to avoid inflicting unnecessary damage on the broader economy due to overzealous attempts to adjust SMW. There is no doubt that raising the SMW, as with previous increases in 2013, 2015 and 2017, has helped put more money in the pockets of employees. A higher wage floor has also been shown to induce more workers to join the workforce, thereby enabling employers to fill vacancies and reduce turnover.

As a result of Hong Kong's strong economic performance to date and a positive outlook, consideration could be given

to a moderate increase in SMW. That said, we cannot over-emphasize the importance of getting the level of increase right. If it is raised too high, this could harm businesses, especially SMEs. An excessive hike in the level of SMW could have a number of dire consequences. These include:

Requiring consumers to pay more: To offset rising labour costs, businesses would have to pass along such costs to customers. The domino effect of higher labour costs could give rise to inflationary pressures across the broader economy.

Creating a ripple effect on non-SMW compensation: A hike in SMW could give rise to expectations or demands for higher wages by employees who are paid more than the SMW, an issue that has been acknowledged by the Minimum Wage Commission and the Government.

Reducing employment opportunities: If businesses cannot pass along increased labour costs to cus-



tomers, they may be forced to cut staff numbers. In extreme cases, some businesses would no longer be economically viable and have to close, resulting in the loss of jobs.

Undermining Hong Kong's attractiveness as a place to do business: Hong Kong is already an expensive place to operate. A high SMW would only serve to compound the stress and burden of running a business here. This is not conducive to the Government's aspirations to position the SAR as a start-up and entrepreneurial hub.

Given all of the above, we would strongly suggest that attention be given to a basket of factors such as the economic conditions, supply and demand, impact to businesses and the cost of living, among others when reviewing SMW. It is convenient to link the cost of living (or inflation) to SMW, but this is too simplistic an approach and there are risks in doing so.

As SMW workers make up only less than 1% (0.9% in May 2017) of the total workforce, according to the Labour

正如行政長官在《施政報告》所述，總商會全力支持政府改善香港市民生活的目標，特別是弱勢社群。我們明白，法定最低工資的政策目的是保障消費者的購買力，尤其是基層人士。

法定最低工資雖有其優點，但需慎防因過度調整法定最低工資而對整體經濟造成不必要的損害。正如過往在2013年、2015年和2017年的加幅，上調法定最低工資無疑可增加員工的收入。較高的工資水平亦證實可吸引更多人士投身勞動市場，協助僱主填補職位空缺和減少流失率。

觀乎香港當前經濟表現強勁，前景樂觀，當局可考慮適度調高法定最低工資。話雖如此，我們還得強調增幅必須維持在適當的水平。倘上調過高，這或會對企業造成損害，特別是中小企。過度調升法定最低工資水平可帶來嚴重的後果，包括如下：

推高消費成本：為抵銷勞工成本上漲，企業需把這些成本轉嫁消費者。勞工成本上升引發的骨牌效應，或對整體經濟造成通脹壓力。

對非法定最低工資薪酬產生滯滯效應：法定最低工資上調或會令工資高於法定最低水平的員工期望或要求加薪。最低工資委員會和政府亦早已承認這個問題。



It is convenient to link the cost of living (or inflation) to SMW, but this is too simplistic an approach and there are risks in doing so.

把生活成本（或通脹）與法定最低工資掛鉤是便捷的做法，但卻過於簡化，而且存在風險。



and Welfare Bureau, too much effort is spent on discussing the issue of minimum wage, which impacts only a small group of workers.

We continue to believe that wages should be set by supply and demand. If employers are having difficulty in holding onto their staff, then they should simply pay more or provide greater benefits. The interaction between the employer and employee would therefore determine the market rate for pay.

This is borne out by statistics for full-time employees at the lowest end of the pay scale, whose average monthly employment earnings rose by 55.3% between the first quarter of 2011 and fourth quarter of 2017.

Given that Hong Kong has recorded an unemployment rate of a little above 3% (which by definition is close to full employment) since 2011, this phenomenon is more of a function of the persistently tight labour market than the introduction of the SMW, which was introduced in May 2011. As a result, grassroots workers have been able to enjoy higher earnings than prescribed under the SMW.

We respectfully suggest that efforts to create jobs and reduce poverty should not centre on forcing employers to pay a higher SMW. Instead, there is a myriad of other ways of improving Hong Kong citizens' livelihoods and reducing their cost of living. These include helping lower-income working families, improving the supply of public housing, and making healthcare more affordable. 🌸

減少就業機會：倘企業無法把上漲的勞工成本轉嫁消費者，他們可能被迫裁員。在極端的情況下，部分企業將陷入財困，無法經營下去而結業，導致職位流失。

削弱香港作為營商之都的吸引力：香港的營商成本高昂。法定最低工資成本高，只會加重在這裡營商的壓力和負擔，不利於政府發展特區為初創和創業樞紐的抱負。

鑒於上述種種情況，我們強烈建議政府在檢討法定最低工資時，應注意多項因素，例如經濟狀況、供求、對企業的影響和生活成本等。把生活成本（或通脹）與法定最低工資掛鉤是便捷的做法，但卻過於簡化，而且存在風險。

根據勞工及福利局的數據，賺取法定最低工資的勞工佔整體勞動人口不足1%（2017年5月為0.9%），可見我們花了太多精力來討論最低工資的議題，而這卻只影響一小撮的勞工。

我們仍然認為，工資應由供求釐定。僱主若難以留住員工，則應該乾脆加薪或提供更多的福利。因此，僱傭之間的互動將決定薪酬的市場水平。

這一點可從最低薪全職僱員的統計數據得到印證。在2011年第一季至2017年第四季期間，這批僱員的平均每月就業收入錄得55.3%的增幅。

自2011年以來，本港的失業率一直略高於3%（在定義上近乎全民就業）。這一現象應歸因於勞動市場持續緊絀，多於2011年5月起開始實施法定最低工資。因此，基層工人得以賺取高於法定最低工資水平的收入。

我們建議，創造就業和減貧方面的工作不應集中在迫使僱主支付更高的法定最低工資。事實上，要改善本港市民的生活和減少生活成本，總不乏方法，例如協助低收入者在職家庭、改善公屋的供應，以及使醫療保健變得更可負擔。 🌸



Making Provisions For GDPR 為《通用數據保障條例》做好安排

Hong Kong companies with customers in Europe cannot ignore new E.U. legislation
擁有歐洲客戶的香港公司不可忽視歐盟的最新條例

“We have recently updated our Privacy Policy in compliance with the General Data Protection Regulation (GDPR).

Please click here to confirm your acceptance of our updated Privacy Policy.”

Has your inbox recently been flooded with emails like the one above? Have you noticed a surge in the number of privacy notifications that pop up when you visit websites?

In Hong Kong, many of us can simply click on “accept” without considering why these notifications have suddenly arisen. However, the driving force behind them is a lengthy new law called the General Data Protection Regulation (GDPR), and it is not something that can simply be ignored by Hong Kong businesses.

Failure to comply with the GDPR could result in a maximum penalty of 20 million euros (HK\$180 million), or 4% of the global annual turnover of the offender’s business (whichever is greater).

The GDPR is a regulation under European Union law on data protection and privacy, which took effect on 25 May.

Perhaps understandably, many Hong Kong businesses may have the following thoughts:

- Our company is not located in the E.U. The GDPR has nothing to do with us.
- No worries. We will just let our offices in the E.U. handle the GDPR.
- None of our contracts are governed by laws of E.U. member states, so the GDPR won’t apply to us.

The truth of the matter is, the GDPR can still apply to Hong Kong companies operating out of Hong Kong.

GDPR’s global reach

Unlike many other legislations and regulations, the GDPR has extra-territorial effect and impacts the entire world.

For example, the GDPR applies to the processing of personal data of natural persons who are in the E.U., even if the person or company processing the data is not located in the E.U., where the processing is related to the

offering of goods and services or the monitoring of the natural persons’ behavior.

Some Examples

A Hong Kong company selling goods online: A non-E.U. incorporated company that sells goods through its official website could be subject to the GDPR if it sells to, for example, a German national in Germany, or if the website monitors the German national’s behavior.

A Hong Kong company operating a cloud service storage system: For example, personal data of customers, some from the E.U., are provided to a cloud service storage system which the Hong Kong company operates. As the cloud can be accessed in the E.U. and the personal data of those persons in the E.U. are being transferred to Hong Kong for storage and transferred to a third party for further processing, the Hong Kong company’s handling of the personal data of those E.U. persons, and their relevant terms and conditions in the contracts with those customers and any third party processors, must be GDPR compliant.

Who is covered by the legislation?

Another question that Hong Kong companies must consider is: Does GDPR apply to all persons located in the E.U.?

It is a controversial issue as to whether the GDPR only applies to citizens of the E.U., or whether it applies to all persons who are located in the E.U. at the time when the personal data is collected. The wording of the GDPR text states that it will apply to not only E.U. companies that process personal data, but also to non-E.U. companies. It does not appear to restrict data subjects to those that are E.U. citizens or residents.

There are conflicting interpretations over this point. For prudence’s sake, we suggest that businesses should take a cautious approach and assume that it applies to all persons located in the E.U. at the time when the personal data is collected, especially if the companies have global reach, and transfer data between various group companies.



Some businesses may say that they do not intend to offer any services to persons who are in the E.U. In this regard, the matter will be looked at on a case-by-case basis, taking into account factors such as the language involved (e.g. whether the online store offers any E.U. languages), currency (e.g. whether the price is shown in euros) and whether there is any mention of customers who are located in the E.U.

Additional protection of data subjects

The GDPR grants a number of additional rights to data subjects, including but not limited to right to object, special rights afforded to sensitive data, right to be forgotten, breach notification, and the need to include a fairly detailed listing of the types of personal data that are collected and processed. Detailed elaboration of these rights are beyond the scope of this article; suffice to say that they are highly technical in nature.

GDPR in action

On the day that GDPR commenced, WhatsApp, Facebook, Google and Instagram were hit with lawsuits under the new legislation. In the case of Facebook, the fine demanded is US\$43 billion. Complaints have also been filed against corporations such as Apple, Amazon and LinkedIn, and more are expected to come.

In light of the significant potential exposure under the GDPR, we note that a number of non-E.U. businesses, such as the Los Angeles Times and USA Today, have decided to block visitors from the E.U.

Other actions taken include seeking declarations from customers that they are not in the E.U., and providing plain text versions of website without cookies to avoid collecting personal data inadvertently.

But as a Chinese saying goes, this is like “chopping off your toes to avoid the sand worms.” In fact, it is questionable as to whether blocking all E.U. IPs will completely avoid any liability under the GDPR. To avoid the E.U., one of the world’s biggest economies, may also not make much business sense.

What can Hong Kong businesses do?

What measures can Hong Kong companies take to ensure that they are GDPR compliant?

This is not as simple as adding a few references to the GDPR in the data policy. (Even without the GDPR, we would strongly recommend companies to adopt a data privacy policy under Hong Kong’s Personal Data (Privacy) Ordinance.)

If the company has any activity or dealing with persons in the E.U., it should review its activity to establish if it would be subject to the GDPR. If so, it should undertake all necessary measures to confirm that these activities are GDPR compliant.

The actions that Hong Kong businesses can take include:

1. Updating their data privacy policy;
2. Ensuring that there are appropriate contract terms with subsidiaries (e.g. for the transfer of employee data held by E.U. subsidiaries to headquarters in

Hong Kong, or a service provider handling personal data of data subjects in the E.U.);

3. Amending existing agreements to include new contractual provisions mandated by the GDPR, e.g. audit rights, appointment of sub-processors, security measures etc;
4. Carrying out due diligence into processors' security measures and GDPR compliance; and
5. Upgrading the website to be GDPR-compliant. In drafting, special care should be taken to consider whether the same notice should apply to non-E.U. customers. If the company can detect and separate out processing of E.U. traffic, it could use a separate E.U. notice.

Since the GDPR has already come into effect, if your business has not yet conducted any assessment of its exposure under the GDPR, it should do so immediately and carry out appropriate privacy impact assessment urgently. ✿

「我們近日已按《通用數據保障條例》更新私隱政策。請按此確認您接受我們最新的私隱政策。」

你的收件箱最近有否被類似的電郵淹沒？當你瀏覽網頁時，有否留意到視窗彈出了大量有關隱私的通知？

在香港，許多人大可不必深究背後原因，直接按下「接受」。然而，這些視窗不斷湧現乃因《通用數據保障條例》（GDPR）這一冗長的新條例近日正式生效，港企絕對不容忽視。

違反GDPR最高可被罰款2,000萬歐元（港幣1.8億元），或公司全球年營業額的4%（以金額較高者為準）。

GDPR為歐盟法律下有關數據保障和隱私的條例，於5月25日生效。

很多港企或會有以下想法：

- 我們的公司不在歐盟，因此GDPR與我們無關。
- 不用擔心，讓歐盟的分公司處理GDPR便可。
- 我們的合約不受歐盟成員國的法律約束，因此GDPR不適用於我們。

他們有這些想法亦可以理解，但事實是GDPR仍適用於在香港境外經營的港企。

GDPR的全球影響

GDPR有別於其他法例和條例，具有域外效力，其影響遍及全球。

例如，處理有關提供貨物及服務或監察自然人行為的資料時，GDPR適用於處理身在歐盟的自然人之個人資料，即使處理該等資料的人士或公司並不位於歐盟。

例子舉隅

在網上銷售貨品的香港公司：倘在歐盟境外成立的公司透過其官方網站向身在德國的德國公民銷售貨品，或該網站監察該德國公民的行為，則該公司須遵守GDPR。

經營雲端服務儲存系統的香港公司：例如，客戶（部分來自歐盟）的個人資料提供予香港公司經營的雲端服務儲存系統。由於歐盟境內可進入該雲端系統，加上該等身在歐盟的人士之個人資料將轉移到香港作備存，然後再轉移至第三方作進一步處理，因此香港公司處理該等歐盟人士的個人資料，以及與該等客戶和任何第三方處理者所簽訂的合約之有關係款，必須符合GDPR。

誰人受到該條例保障？

港企必須考慮的另一問題為：GDPR是否適用於所有身處歐盟的人士？

到底GDPR只適用於歐盟公民，抑或適用於所有在個人資料被收集時身處歐盟的人士，是備受爭議的問題。GDPR內文列明，條例不僅適用於處理個人資料的歐盟公司，還適用於歐盟境外的公司。看來該條例並不把資料當事人局限於歐盟公民或居民。

就此，各方有不同詮釋。為審慎起見，我們建議企業應保持謹慎，假定條例適用於所有在個人資料被收集時身處歐盟的人士，尤其是當公司在全球各地均有業務，並與不同集團公司互轉移資料。

部分企業或表示並無打算向身在歐盟的人士提供任何服務。就此，條例的適用性將按每宗個案的情況而定，當中的考慮因素包括所涉及的語言（如網上商店有否提供任何歐盟語言）、

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資料當事人的額外保障

GDPR賦予資料當事人多項額外權利，包括但不限於反對權、敏感資料的特殊權利、被遺忘權、資料外洩通知，以及詳細列明所收集和處理的個人資料類別之需要。此等權利本身極其複雜，本文不在此贅。

GDPR的實施

GDPR生效當天，WhatsApp、Facebook、Google和Instagram都捲入因新法例而起的訴訟。Facebook就被要求罰款430億美元。蘋果、亞馬遜和LinkedIn等企業亦被起訴，預期更多申訴將陸續有來。

鑒於觸犯GDPR的潛在風險甚高，我們察覺到部分歐盟境外的企業如《洛杉磯時報》和《今日美國》，已決定封鎖歐盟訪客。

其他已採取的措施包括要求客戶聲明自己並非身處歐盟，以及提供不含cookies的純文字版網站，以防在不經意的情況下收集了個人資料。

然而，此舉卻有如「斬腳趾避沙蟲」。事實上，封鎖所有歐盟IP能否徹底避免GDPR的法律責任仍然成疑。對歐盟這個全球最大經濟體之一避而遠之，在商業上也不大合理。

港企的對策？

港企可採取甚麼措施，確保遵守GDPR？

這並不是在資料政策中附加GDPR參考資料便可簡單了事。（即使沒有GDPR，我們也強烈建議企業根據香港《個人資料（私隱）條例》制訂資料私隱政策。）

倘企業與歐盟人士進行任何商業活動或交易，則應就其活動作出評估，以確認是否受到GDPR約束。若企業須遵守條例，則應採取一切必要措施，確保該等活動符合GDPR。

港企可採取的措施包括：

1. 更新資料私隱政策；
2. 確保與附屬公司訂立適當的合約條款（如把歐盟附屬公司持有的僱員資料轉移至香港總部，或服務供應商處理歐盟資料當事人的個人資料）；
3. 修改現有協議，加入GDPR所規定的新合約條文，如審計權、委任次級處理者、保安措施等；
4. 就處理者的保安措施及有否遵循GDPR展開盡職調查；及
5. 把網站升級至符合GDPR標準。在起草設計時，企業應特別留意相同的通知應否適用於歐盟境外的客戶。倘企業能偵測歐盟訪客並獨立處理他們的資料，則可另外使用歐盟告示。

鑒於GDPR已生效，因此如閣下的業務仍未就GDPR進行任何風險評估，則應立即行動，並進行適當的私隱影響評估。✿

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A Greener Greater Bay Area 可持續的大灣區

Strong environmental commitment in the GBA gives Hong Kong the opportunity to use its expertise in green infrastructure, finance and services

內地對大灣區作出了堅定的環保承諾，讓香港有機會發揮其在綠色基建、金融和服務方面的專長

How can Hong Kong businesses leverage the Greater Bay Area (GBA) initiative to protect our environment and strengthen our economy? The Business Environment Council has explored this question, including at its EnviroSeries Conference on 23 May.

Will the GBA be greener?

In becoming “the factory of the world”, it is widely acknowledged that many of the regions that make up the GBA paid a price in terms of water, air quality and landscapes. But clear commitments and action by national and regional governments suggest the damage will now be reversed – shifting instead towards environmental enhancement and a low carbon economy, a transformation that creates a multitude of opportunities.

Is there a sound basis for this optimism? At a national level, commitment to an “ecological civilization” is enshrined in the 13th Five Year Plan. The commitment seems firm, as risks to social stability from polluted air, water and soil as well as climate impacts like drought and flooding underlie the commitment.

At a regional level, the “State Council Guiding Opinion on Deepening Pan-Pearl River Delta Regional Cooperation” released in 2016 committed to make the GBA a pilot ecological civilization zone, accelerating industrial upgrading, green development and a low-carbon lifestyle.

It is not only words but also action. Beijing has stood firm by its Paris Agreement climate change targets, announcing an Emissions Trading Scheme as promised at the end of 2017. Also, the evidence suggests that the Environment Protection Law, introduced in 2014, with provinces developing, reporting on, and enforcing environmental protection plans, is being enforced rigorously. An Environmental Protection Tax was also introduced this year on air, soil and water pollution.

China’s Alliance of Pioneer Peaking Cities – with commitments for early peaking of CO₂ with programmes including low carbon technology, green buildings and transport – reinforces this at city level. Two of the 11 cities in the alliance are also in the GBA: Guangzhou and Shenzhen.

However, the evidence suggests that under economic pressure, progress may falter. A strong compact between cities not to undercut in terms of standards is vital to make this work.

What are the business opportunities?

The Business Environment Council conducted a survey that drew out five needs for greening the GBA: sustainable waste management, reducing emissions from transport and logistics, clean energy, reducing industrial pollution, and green buildings. Contributors also identified Hong Kong’s top five competitive strengths: environmental services, construction, finance, energy management and utilities. This shows a decent match.

The opportunities include clean infrastructure, green finance and professional skills associated with a knowledge economy.

Clean infrastructure

Hong Kong has had successes in managing heat islands and wind movement. It has an array of energy management start-ups, excellent engineering faculties and institutions like the Science Park. We can be experts in sub-tropical energy efficient buildings, smart energy management and even developing new insulating materials. Mainland China’s 2015 statistics show plans to construct 5 trillion renminbi (HK\$6 trillion) of real estate in the Guangdong region. This is big business.

Another infrastructure opportunity is waste water treatment facilities that minimize effluent and recycle water. They offer win-win solutions and we have strong expertise in this field in Hong Kong. Multi-objective integrated facilities will also be increasingly in demand, ranging from organic waste to energy plants to combined heat and power (CHP) facilities which produce power as well as heat. Hong Kong has some integrated facilities such as T-Park and CHP cogeneration plants in hospitals.

With around 300 million tonnes per annum of shipping in Shenzhen and in Hong Kong, and 2.5 billion tonnes of road freight in Guangdong province (higher than all other parts of China), clean low emission trans-



port and logistics is a third aspect of clean infrastructure. Action is important: air pollution still exceeds WHO levels and CO₂ emissions are high. Hong Kong's strengths go beyond our world-renowned rail-based transportation system and transit-oriented development approach. We have experience in energy efficient ports and lower emission shipping as well as last mile travel like escalators and cycle lanes. As for innovation, the Government has supported pilots of low emission ferries and boats.

Green finance

Our finance sector is huge, second in China only to Shanghai. New opportunities include issuing Green Bonds as well as Green Loans for greening infrastructure. But the field of "ESG investing" – environmental, social and governance – is another substantial area. At the heart of this is screening investments to ensure financial resilience to climate change and other social and environmental risks. Extensive professional and analytical opportunities will arise. Hong Kong's healthy international ecosystem of financial services makes it well-placed for this field.

Professional services

Examples of these services include environmental assessments, audit and urban planning. Detailed consideration of options, for example, to minimise the impact of high speed rail routes and roads to protect nature and landscapes, enhance social well-being and minimise carbon emissions will be critical. High speed rail

alone is expected to double in the GBA between 2015 and 2020. Trust and reputation is vital, and Hong Kong has the reputation in these sectors. The next generation of professional services is related to smart city development, including data analysis which supports services like energy management.

How can Hong Kong grasp these opportunities?

A concerted effort by the public and private sector will help, drawing on strategies developed by other countries. The U.K.'s outward-looking industrial strategy is one model. Smaller territories on the edge of bigger markets – such as Scotland and Denmark – have also put in place strategies focused on developing expertise and competitive advantage linked to environmental excellence.

Part of being strategic is identifying areas that Hong Kong can focus on, be it construction standards or sustainable sourcing. By taking the lead in one or more such fields, we can boost Hong Kong's standing in China and the wider region. This role is not new – Hong Kong led on marine emissions with the Fair Winds Charter.

Another is the potential to leverage new developments with the new Lok Ma Chau Loop, which offers an opportunity to trial and pilot in order to develop excellence. Mainland China is not afraid to try out new things and is learning fast. Singapore has done the same, developing new skills, and as a result it has been able to partner with the Guangdong Government to develop a new green city. Likewise, Hong Kong can do the same by making the most of opportunities like the Lok Ma Chau Loop.

And finally, business-research partnerships and clusters like the Hong Kong Science and Technology Park are vital. Exciting developments are under way. HKRITA is working on climate resilient textile production. Universities are developing solar photovoltaics and battery technology. But to ensure commercialisation, strengthening the partnerships of our excellent universities and applied research institutions with business is critical.

Green GBA is a shared goal

The trend towards a greener Greater Bay Area is now evident. There is a wealth of opportunity for Hong Kong's businesses from green finance to certifying and auditing which can be used to support a range of sectors. Perhaps most significantly, discussions at our event illuminated the gain to Hong Kong from stepping up to the table and become a trusted partner in this hugely worthwhile mission towards a greener GBA – a shared goal for all in the region. ✨

香港商界應如何在粵港澳大灣區（大灣區）發展中把握機遇，在保護環境的同時，亦帶動經濟發展？商界環保協會（BEC）在5月23日舉行的「環保領袖論壇」上探討了這個議題。

大灣區將走向可持續發展嗎？

在發展成「世界工廠」之際，人們普遍認為大灣區各城市在水質、空氣質素和景觀方面都付出了代價；但內地各級政府已作出明確的承諾和行動，表明這一切將會逆轉——大灣區將提升環保表現和實現低碳經濟，為商界帶來眾多機遇。

這想法太樂觀嗎？在國家層面，中央政府在「十三五」規劃中對「生態文明」作出了承諾。事實上，空氣污染、水土污染及流失，以及乾旱和洪水等因氣候轉變帶來的衝擊，都對社會及經濟穩定構成威脅，故中央政府對此作出承諾亦非常合理。

在省級層面，國務院在《關於深化泛珠三角區域合作的指導意見》（2016）中，承諾通過加快產業升級、綠色發展和低碳生活方式，使大灣區成為生態文明試驗區。

這些不是空談，而是有實際行動。北京堅守《巴黎協議》的減排目標，並按照承諾於2017年底公布《全國碳排放權交易市場建設方案（發電行業）》。2014年又推出了《環境保護法》，由各省制訂、報告和嚴格執行環境保護計劃。今年開始實施的《環境保護稅法》則是針對空氣、土壤和水質污染。

在城市層面，國家成立了「中國達峰先鋒城市聯盟」，利用低碳技術、綠色建築和交通運輸項目，提早為二氧化碳排放設上限。在大灣區的11個城市中，廣州和深圳兩市已加入聯盟。

大灣區可持續發展的前景看似明朗，然而在經濟壓力下，保護環境的進展或會停滯不前。所以各市之間要有具約束力的契約，以免其中一個城市降低標準來滿足經濟發展。

眼前有甚麼商機？

根據BEC早前的調查結果，推動大灣區可持續發展有五個需求：可持續廢物管理、減少運輸及物流業的碳排放、潔淨能源、減少工業污染，以及綠色建築。受訪者同時認為，環境服務、建築、金融、能源管理和公用事業是香港在大灣區綠色轉型中的五大優勢產業，可見香港佔盡先機。

當中的機遇包括潔淨的基礎設施、綠色金融和與知識型經濟相關的專業技能。

潔淨的基礎建設

香港具備管理城市熱島效應和風向的成功經驗，並擁有各式能源管理初創企業、優秀的工程學院和科學園等機構。我們可以成為亞熱帶節能建築、智慧能源管理的專家，甚至開發新的隔熱建材。中國內地2015年的統計數據顯示，當局計劃在廣東地區建設5萬億元人民幣（6萬億港元）的房地產，這是很大的商機。

另一個基建商機是污水處理設施，可減少污水和循環水資源。這是雙贏的解決方案，而香港亦有這方面的專業知識。從有機廢物到發電廠，以至熱電聯產（CHP）設施，這些多功能綜合設施在大灣區的需求亦與日俱增。香港也擁有一些綜合設施，如T·PARK [源·區] 和醫院CHP設備，值得大灣區借鏡。

潔淨基建的第三方面是潔淨低排放的運輸及物流業。深圳和香港每年的船運量約為3億噸，廣東省的陸路運輸量高達25億噸（高於全國其他地區），空氣污染仍然超過世界衛生組織空氣質素指引



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The Employees' Compensation Ordinance stipulates that if a work injury results in incapacity of the employee, the employer should report the work injury to the Labour Department within **14 days** (or **7 days** for fatal cases).

僱主如沒有合理原因而逾期或未有向勞工處處長呈報僱員工傷事件，或提供虛假或具誤導性的資料，**即屬違例，最高可被判罰款五萬元。**
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的水平，亦產生大量碳排放，故此我們需要著手行動。香港除了擁有舉世知名的鐵路網絡，也具備其他優勢，例如在高效節能港口和低排放航運，以至自動扶手電梯及單車徑網絡等範疇擁有豐富的經驗。至於創新，政府亦有支持低排放渡輪和船隻的試驗計劃。

綠色金融

我們的金融業極具規模，在內地僅次於上海。推出綠色債券及綠色貸款為環保基建項目集資是新商機，但環境、社會和管治（ESG）投資也是另一重要領域，其核心是篩選投資，以確保財務狀況能抵禦氣候變化和其他社會、環境風險。綠色金融能為業界帶來廣泛的機遇，以提供專業知識和分析服務。香港擁有健全的國際金融服務系統，是發展綠色金融的好地方。

專業服務

這些專業服務包括環境評估、審計和城市規劃。高鐵路線和道路建設等大型項目對保護自然和景觀的影響、滿足社會需要及減少碳排放等方面，都要有詳細的考慮。有研究預計，單是高鐵在大灣區的覆蓋將在2015至2020年間倍增。香港的專業服務一直享負盛名，值得信賴，能為大灣區提供專業可靠的服務。未來將會是「智慧城市」的世界，相關專業服務如能源管理、數據分析皆前景明朗。

香港如何抓住這些機遇呢？

公共和私人界別需要共同努力，並借鑒其他國家的策略，例子

之一是英國的外向型工業。在蘇格蘭和丹麥等位於大市場邊緣、面積相對較小的國家，也為環保制訂了開發相關專業知識和競爭優勢的策略。

香港應選定可專注發展的範疇，例如建築標準及可持續採購。香港應在一個或多個領域帶頭，以提升香港在中國以至更廣泛地區內的地位，而香港亦早已透過「乘風約章」牽頭制訂船隻排放的標準，可見本港絕對有能力走在最前。

另一個可能是利用落馬洲河套地區的新發展項目，提供試驗和先導的機會，精益求精。中國內地不怕嘗試新事物，而且勇於學習和改善；新加坡則早有經驗，因此能夠與廣東省政府合作開發一個全新的綠色城市。同樣，香港也可利用落馬洲河套地區盡展所長。

最後，商業與研究夥伴的合作和聚群（如香港科技園）亦至關重要。很多精彩的計劃正在展開——香港紡織及成衣研發中心正致力生產能抗衡氣候變化的紡織品，而多間大學亦正開發太陽能光伏和電池技術。為確保創新綠色科技商品化，我們需要加強大學和應用研究機構與商界的合作。

可持續發展的大灣區是共同目標

大灣區綠色轉型是大趨勢。香港從綠色金融以至為各行各業提供認證及審計，都充滿商機。最重要的，也許是香港如何在制訂大灣區發展的討論上留有一席之地，成為值得信賴的合作夥伴，實現中港兩地的共同目標——一個可持續發展的大灣區。✿

《僱傭條例》適用於所有僱員*，包括全職、兼職、散工、替工或臨時工。

*法例指明的若干人士除外

- 不論其工作時數，僱員都享有條例下的基本保障，例如工資支付、扣薪限制、放取法定假日、生育保障（禁止僱主指派懷孕僱員從事粗重、危險或有害的工作）、不合理及不合法解僱的保障、參加職工會的權利等。
- 如連續受僱於同一僱主 4 星期或以上，而每星期最少工作 18 小時的僱員，便屬「連續性合約」。他們更享有休息日、法定假日薪酬、有新年假、疾病津貼、生育保障、侍產假、遣散費、長期服務金及僱傭保障等的權益。

請參閱勞工處出版的「僱傭條例簡明指南」及「兼職僱員 - 勞工法例知多點」刊物。

查詢熱線：**2717 1771**
 (此熱線由「1823」接聽)
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Cybersecurity: key to earn customer trust

網絡安全： 客戶信任 致勝關鍵



The EU's General Data Protection Regulation (GDPR) has finally come into force and it is capturing the attention of businesses worldwide. The law sets a new global standard for data privacy and cybersecurity that applies to all businesses and organisations which process data of EU citizens even if the company is established in a non-EU jurisdiction.

If a Hong Kong company's website or service processes (including collecting, recording and storing) data of EU citizens, the company is obligated to comply with the GDPR. As the new economy nears, businesses are quickly adapting their operations to the GDPR. They are motivated not only out of legal and commercial obligations but also for an existential reason: to earn and keep customer trust. In the Internet era, customers will only trust a company with their businesses only if the company can adequately protect their data.

Meanwhile, The HKSAR Government OGCIO is launching the Pilot Partnership Programme for Cyber Security Information Sharing, which provides a web-based platform for effective and secure information sharing and collaboration. It is essential for enterprises to equip themselves with fundamental knowledge on the challenges and opportunities arising from cybersecurity.

Cybersecurity fuels digital transformation

Cybersecurity is an integral part of the digital transformation, and it relates directly to the city's potential to take part in the new economy. However, cybersecurity readiness is a major concern for local enterprises. When the Hong Kong Productivity Council surveyed enterprises about their readiness in four areas—security risk assessment, technology controls, process controls, and human awareness in securing their critical IT systems—none of them scored above the passing mark of 60 out of 100.

As the digital technology flagship in Hong Kong, Cyberport hosts a portfolio of companies that offer a full range of cybersecurity tools and solutions covering identity fraud detection, human-factor security, infrastructure security, authentication, encryption, and many others to meet specific enterprise needs. These start-ups help enterprises to boost their cybersecurity readiness cost-effectively and to comply with evolving data privacy regulations, so that they can focus on building their businesses for the new economy.

Post-Quantum, a Cyberport company, is a developer of defence-grade cybersecurity tools. Its solutions have been adopted by NATO, the UK Government, and Barclays Bank. The company helps businesses to secure data as they are stored, transmitted, accessed, processed, and handled, using, for example, end-to-end encryption and biometric authentication, and to guard against physical and cyber threats. The solutions offer businesses the kind of

歐盟「個人資料保護規範」(General Data Protection Regulation, GDPR)正式生效，重新制定了數據私隱及網絡安全的標準，喚起全球各地企業的關注。任何公司或組織，即使在非歐盟司法管轄區成立，若業務牽涉到歐盟公民的個人資料，均會受GDPR約束。

換言之，香港企業的网站或服務如需收集、記錄、儲存或處理歐盟公民的個人資料，便要遵守GDPR的法規。除了法律及商業責任，為迎合新經濟，企業必須竭盡全力改變營運方式以贏取客戶信任，並保持競爭力。畢竟，在這個互聯網時代，客戶只願意將業務交託予能夠確保數據安全的公司。

與此同時，政府資訊科技總監辦公室正在推行「網絡安全資訊共享夥伴試驗計劃」，透過提供一個網絡平台，以有效及安全的方式進行資訊分享及協作。企業必須了解網絡安全帶來的挑戰及機遇，方能為業務創造價值。

網絡安全促進數碼轉型

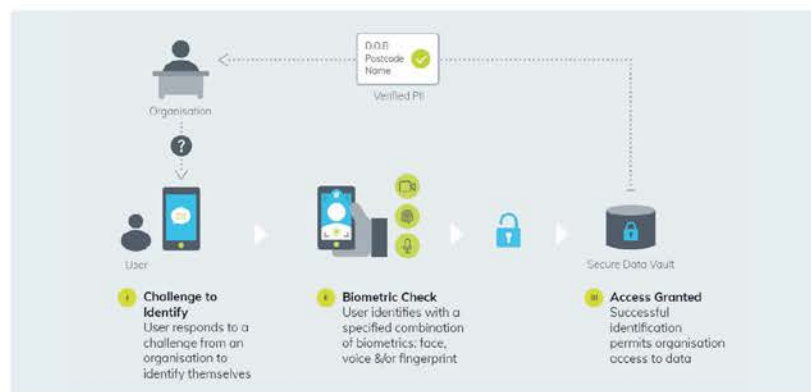
網絡安全是數碼轉型不可或缺的一部份，更會直接影響香港發展新經濟的潛力。然而，不少本地企業在網絡安全方面遇到瓶頸。較早前香港生產力促進局就「保安風險評估」、「技術控制」、「流程控制」及「人員意識」四個範疇評估本地企業的「網絡保安準備指數」，結果顯示，以100分為滿分，所有受訪企業均無法達到60分的合格標準。

作為推動香港數碼科技的旗艦，數碼港雲集了眾多數碼科技公司，提供各種網絡安全工具及解決方案，覆蓋偽冒身份檢測、人為因素安全、基礎架構安全、身份驗證及加密等範疇，以回應企業的不同需要。在這些公司的協助下，企業可採用節省成本的方式提升網絡安全指數，亦可確保營運方法符合不斷更新的私隱法規，從而集中火力發展業務，把握新經濟帶來的商機。

數碼港公司Post-Quantum致力研發國防級別的網路安全工具，產品為北大西洋公約組織、英國政府及巴克萊銀行(Barclays Bank)採用。Post-Quantum提供點對點加密及生物認證技

Cybersecurity: key to earn customer trust 網絡安全: 客戶信任 致勝關鍵

data protection and control required by privacy laws such as Hong Kong's Personal Data (Privacy) Ordinance and the GDPR.



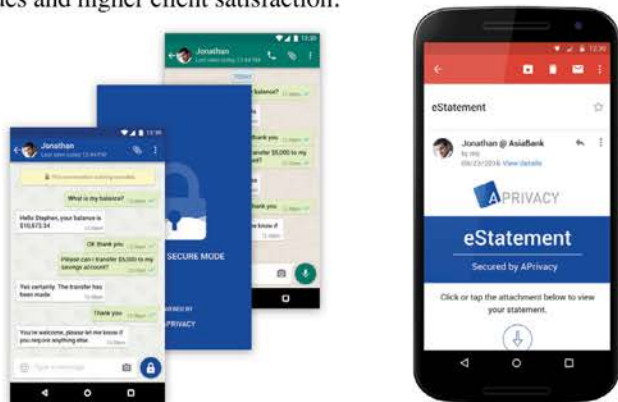
Post-Quantum employs biometric-based identity verification.

Post-Quantum 採用生物科技核實身份。

Cyberport companies offer cutting-edge solutions

Cyberport offers comprehensive support to start-ups and developers in the field of cybersecurity and other relevant technologies. Through seminars, workshops, networking events and business matching sessions, enterprises and professionals can learn about the best industry practices, solutions and trends; and help Hong Kong stays at the forefront of cybersecurity.

APrivity, an HKICT Awards winner from the Cyberport community, is an example. Today's banking and financial services customers demand convenience and security while the regulatory landscape is increasingly tightening. APrivity enables financial services companies to securely and compliantly use different messaging apps to communicate with their customers, and provide them with new and innovative banking/insurance services directly. With APrivity security technology, these messaging apps can offer the most engaging interface for customers, driving increased revenues and higher client satisfaction.



APrivity enables enterprises to communicate with clients on messaging apps securely.

APrivity讓企業以安全的方式透過即時通訊軟件與客戶溝通。

Globally, data privacy laws and policies of different countries, customer demands, and digital trends are changing fast and shaping how businesses manage data and cybersecurity to stay competitive. With over 1,000 digital technology companies and start-ups within the Cyberport ecosystem, it is fully geared to serve the Hong Kong enterprises on their way to digital transformation.

In the next issue, we will look into FinTech, another crucial component of Hong Kong's digital future.

術，確保企業儲存、傳輸、存取及處理數據的安全性，同時抵禦物理及網絡威脅。透過該公司的解決方案，企業可提升數據保護及控制能力，達到私隱法例如香港《個人資料(私隱)條例》及GDPR所要求的水平。

數碼港企業提供先進的解決方案

數碼港向從事網絡安全及其他相關科技的初創企業與開發人員提供全面支援。透過參加數碼港舉辦的研討會、工作坊、商業配對活動，企業及專業人士可了解最佳的行業運作典範、解決方案及趨勢，令香港走在網絡安全發展的最前線。

落戶數碼港的APrivity，榮獲香港資訊及通訊科技獎，是一間提供嶄新網絡安全解決方案的企業。今時今日，隨著網絡安全法規日漸收緊，客戶對保障個人資料的要求亦愈來愈高。APrivity的解決方案，不但可讓金融服務企業使用各種即時通訊軟件直接與客戶溝通，以提供創新的銀行/保險服務外，亦可確保整個通訊過程符合網絡安全的標準。採用APrivity的技術後，企業與客戶可繼續沿用即時通訊介面交流，顧客滿意度及收入因此得以提升。

世界各地的企業在數據私隱法例、各國的數據政策、客戶需求及數碼科技發展趨勢的影響下，不斷更新管理數據和維持網絡安全的方式，以保持競爭力。數碼港的創新社群由1,000多間數碼科技初創企業組成，這些公司已蓄勢待發，協助香港企業踏上數碼轉型之路。

金融科技亦是香港數碼轉型的重要一環，留待下一期作詳細探討。



Founder of APrivity shared industry insights at the Internet Economy Summit 2018. APrivity創辦人於2018互聯網經濟峰會上分享真知灼見。

Want to try out innovative solutions from over 1,000 Cyberport companies? Please contact us to learn more!
想從超過1,000間數碼港公司中尋找適合您的數碼方案? 歡迎聯絡我們, 了解更多!



ecentre@cyberport.hk

數碼港
Cyberport

Innovative mix of traditional marketing and new technology helps LeDo ADs match advertising clients with idle spaces, reports the Chamber's staff writer **Yannas Chung**

傳統營銷與嶄新科技的創新結合，協助「呢度廣告」把廣告客戶與閒置空間配對
本刊記者鍾曉欣



Getting the Message Across 傳達訊息

While digital marketing may be a growing trend, traditional offline advertising has certainly not disappeared. And LeDo ADs, which mixes physical advertising with high-tech analysis, proves that it can still be a creative and innovative sector.

Established in 2016, LeDo – which is pronounced like the Cantonese word for “here” – is an online-to-offline platform that encourages the use of idle spaces in locations such as restaurants, stores and newspaper stands as advertisement spots. Carl Ng, the 35-year old co-founder of the company, explained its win-win approach: LeDo helps advertisers find appropriate locations while the owners of these sites can gain extra income by leasing the space.

“Idle space as potential offline advertisement spots can be anywhere – including but not limited to restau-

rant tabletops, shop windows, lift doors and large surface walls,” he said.

Ng previously operated a business centre, which he advertised by placing stickers in public areas. He was caught and fined by the police on a few occasions, but the approach worked and he was quickly able to find clients for the space.

It dawned on him that advertising in the physical world could be more successful – especially for small businesses – than using huge online marketing platforms like Facebook, Instagram or Google.

“Most SMEs do business based on where they are located, reaching customers in that area. Therefore, offline advertising is best for them and still holds power within the industry,” he said.

While Ng agrees that online marketing is a major trend, he said that lots of views online do not necessarily translate into higher sales. He is wary of being overly optimistic about the prospects of the digital advertising sector.

“While the virtual world could rise, it could also decline,” he said. “With the constantly changing internet and all of its trends, what was a marketing powerhouse yesterday could be replaced by others tomorrow.”

For advertisers, investing in a tangible thing that is present in the real world is more memorable to potential customers, he said. Ng predicted that in the near future we will see “total marketing” where the advertising industry will not be so distinctly divided into digital and traditional sectors. And LeDo is in the vanguard of that trend.

“We hope to be the tunnel that links the online and offline world,” Ng said.

Besides finding suitable locations for companies, LeDo ADs is also a one-stop shop providing services to its clients including advertising design, printing and delivery.

“It is a platform for our users to manage their marketing campaign, from seeking advertisement locations to promotion materials being posted,” he said.

Ng explained that he has come up with a three-step process to help clients create a successful advertising campaign.

“First of all, SMEs should set a goal for themselves – for example, increasing the company’s sales,” he said. “Secondly, they should combine their ideas with creativity to ‘wow’ their audience. Then, they need to choose the right location based on the precise selection of demographic and geographical market segments.”

One of LeDo’s success stories was a fitness company that achieved its goal of increasing sales by placing table stickers in a dessert restaurant. Another successful client was a mobile games company. LeDo found them the perfect location for their advertisements – a cafe in the Yau Tsim Mong district of Kowloon popular with teenagers. They turned out to be an ideal audience to download the client’s mobile app via the QR code on the table stickers.

“Setting up advertising campaigns on table surfaces is more advantageous than other advertising campaigns,” Ng explained, “since customers normally eat with the table sticker in view for at least 20 minutes.”

To help its clients find the perfect location for their advertisements, LeDo uses artificial intelligence (AI).

“Our AI system will help you identify the best spot after you answer three questions about your budget, your specific target group and the location you want,” Ng said, adding that the company plans to use more sophisticated technology as the business continues to grow.

The now eight-strong company currently has over 1,000 advertisement spots in more than 500 locations covering 18 districts all over Hong Kong.

Besides table stickers, LeDo also offers advertising spots on vending machine banners and billboards, to cater to the needs of different clients. Ng hopes to expand this side of the business, and described the current billboard advertising sector as a “black-box operation” that he would like to change.

“We would like to be the company that creates an open, transparent platform with no hidden costs – you can go look for another spot if you think the price is not reasonable,” he said.

LeDo’s innovative restructuring of the traditional advertisement industry has so far led the company to win a collection of awards, including the Best Business Solution Bronze Award at the 2017 Hong Kong ICT



**Most SMEs do business based
on where they are located,
reaching customers in that area.**



Awards, the Hong Kong Young Entrepreneur Award in 2016, and was a top 10 finalist at the HKIEF Roadshow, part of the Hong Kong International Entrepreneur Festival in 2016. LeDo was also an award winner in the HKGCC-sponsored Innovation and Creativity category at the 2017 Hong Kong Awards for Industries.

Despite this widespread recognition, Ng still does not see his company as successful, and has many plans to continue to develop LeDo. He noted that there is potential for growth in the business-to-business sector in particular, given Hong Kong’s strengths in service sectors like law and finance.

“There is no permanent advertising success,” he said. “There are going to be people along the way who will say ‘no’ to you. But as long as you know this is the right path, all you need is to have faith in yourself and put it into practice.” 🌸

Company: **LeDo Media Technology Co Ltd**

公司名稱：呢度廣告科技有限公司

HKGCC Membership No. 總商會會員編號：HKL0620

Established 創辦年份：2016

Website 網站：www.ledoads.com

面對數碼營銷這股新興趨勢，傳統的線下廣告並未有因此而絕跡。「呢度廣告」把實體廣告與高科技分析融合起來，證明傳統的線下廣告業仍可發揮創意創新。

呢度於2016年成立，是一個線上到線下（O2O）的平台，鼓勵在餐廳、商店和報攤等地方使用閒置空間作為廣告位。35歲的共同創辦人吳宇強解釋該公司的雙贏模式：呢度除了協助廣告商尋找合適的位置，還可讓這些場所的東主透過出租空間賺取額外收入。

他說：「任何地方都可找到閒置空間，作為潛在的線下廣告位，包括但不限於餐桌面、店舖櫺窗、升降機門和大型牆身。」

吳宇強曾經營商務中心，當時他的宣傳方式是在公眾場所張貼街招。雖然他數度被警察逮獲和罰款，但這種方法的確可收推廣之效，令他很快找到客戶承租辦公空間。

他們需按人口和地理位置考量和細分市場，以選擇合適的地點。」

呢度其中一個成功例子，是一家纖體公司在甜品店的餐桌貼上廣告招紙，成功達到增加銷量的目標。另一成功客戶是一家手機遊戲公司。呢度為他們找到最佳的廣告地點，就是一家位於九龍油尖旺區、深受青少年歡迎的咖啡室。結果，這個宣傳活動反應理想，這些青年受眾果然通過餐桌貼紙上的二維碼下載該客戶的流動應用程式。

吳宇強解釋：「餐桌廣告比其他推廣活動更有優勢，因為顧客的用餐時間一般維持至少20分鐘，期間必然會看到餐桌上的廣告貼紙。」

為協助客戶尋找理想的廣告位置，呢度還採用人工智能科技。

吳宇強表示：「客戶回答有關財政預算、特定目標客群和心



大多數中小企業做地區生意，
接觸區內顧客。



這讓他明白到，在實體世界刊登廣告，或許比使用Facebook、Instagram或Google等龐大的網上營銷平台更加成功，尤其是對小企業而言。

吳宇強說：「大多數中小企業做地區生意，接觸區內顧客。因此，線下廣告最適合他們，在業內仍有影響力。」

雖然吳宇強認同網上營銷是大勢所趨，但他指出，網上瀏覽者眾未必能推高銷量。他對數碼廣告行業的前景有所保留，不敢過分樂觀。

他說：「虛擬世界有盛有衰。隨著互聯網及各種相關的趨勢不斷發展，昨天的營銷新貴或許到了明天已被取代。」

吳宇強表示，對廣告商來說，投資於現實世界中的有形實物，可令潛在顧客留下更深刻難忘的印象。他預測在不久的將來會出現「全方位營銷」的趨勢，數碼和傳統廣告業的界線會變得沒那麼明顯，而呢度正走在這一趨勢的最前沿。

吳宇強說：「我們希望成為連接線上和線下世界的渠道。」

呢度除了為公司尋找合適的位置，還為客戶提供一站式服務，包括廣告設計、印刷和發送。

他說：「我們提供一個平台，讓用戶管理他們的營銷活動，從物色廣告位到刊登宣傳資料等過程都一一緊貼。」

吳宇強闡釋其提出的營銷三步曲概念，協助客戶打造成功的廣告活動。

他說：「首先，中小企應自訂目標，例如增加公司的銷售額。其次，他們應把創意融入意念，為受眾帶來驚喜。然後，

儀的廣告位置這三個問題後，我們的人工智能系統便會協助他們找出最適的地點。」他補充，隨著業務持續增長，該公司計劃應用更多精密的科技。

該公司目前聘有八位員工，在500多個地點擁有1,000多個廣告位，遍及全港18區。

除了餐桌貼紙，呢度還在自動售賣機和廣告牌上提供廣告位，以迎合不同客戶的需要。吳宇強形容當前的廣告牌行業為「黑箱作業」，故希望拓展這方面的業務，一改這種風氣。

他說：「我們希望建立一個公開、透明的平台，不含隱藏成本。如果你認為價錢不合理，大可另覓其他地方。」

呢度以創新的方式推動傳統廣告業轉型，使該公司贏得一系列獎項，包括「2017香港資訊及通訊科技獎：最佳商業方案」銅獎、「香港青年創業家大獎2016」，並於2016年在「香港國際創客節路演」奪得「十大優秀項目獎」。呢度亦於「2017香港工商業獎」榮獲香港總商會主辦的「創意」組別「創意獎」。

儘管呢度廣受肯定，惟吳宇強認為公司仍未成功，並已制訂了很多業務拓展計劃。他指出，鑒於香港在法律和金融等服務業具備優勢，企業對企業（B2B）的商業模式尤具發展潛力。

他說：「廣告沒有永久的成功。雖然沿途不斷有人拒絕你，但只要你知道這是正確的路，就要相信自己，並付諸實踐。」



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Auction House Bids for Success 拍賣行邁向成功

It may come as a surprise to learn that Kevin Ching had a well-established career in international law before he became CEO of Sotheby's Asia in 2006. Yet, a clue to his decision to move to the art world can be seen in his long-held interest in jade. Ching has been a collector for 30 years.

“Jade is known for its five virtues in our traditional Chinese culture – benevolence, righteousness, manners, wisdom and credit,” he said. “Although small in size, they are an embodiment of not only craftsmanship, but also Confucian ethics, as well as history and poetic sentiments.”

In the 1980s, Ching was a partner at Johnson Stokes & Master, one of the biggest law firms in Asia. In 1993, he moved to Dickson Concepts, a distributor of luxury brands including Harvey Nichols in Hong Kong, as Board Executive Director and Group Legal Counsel.

Since taking the helm at Sotheby's Asia he has been responsible for the company's regional expansion, particularly in Mainland China. This strategy delivered a major success in 2012, when Sotheby's joined with Beijing GeHua Art Company to establish Sotheby's (Beijing) Auction Co., Ltd – the first international fine art auction house in the Mainland.

Sotheby's was founded in London in 1744 and currently has 10 salesrooms around the world. Adapting to new business models is one of the reasons for the company's longevity, Ching explained.

“The auction business is no longer what it used to be 250 years ago,” he said. “In the current extremely competitive and technological age, Sotheby's is dedicated to digital development. Our pres-



ence on social media is industry-leading, with over 1 million followers in total.”

Its BidNow program allows visitors to view all auctions live online and place bids from anywhere in the world. Art collectors have also proved willing to adapt.

“Sotheby's online buyers spent more than US\$180 million in 2017, meaning 23% of all lots sold were purchased online,” said Ching.

Sotheby's Hong Kong Ltd joined the Chamber in 1995 for its extensive membership and connections.

“Members of HKGCC enjoy great access to a solid and comprehensive business network, from across professional sectors to representatives on government and non-government advisory boards,” said Ching. “The fact is that enterprises these days – and Sotheby's is no exception – work tirelessly with many professional sectors, such as shipping and logistics, legal and insurance, in order to ensure an effective and timely execution of corporate strategies.”

Company: **Sotheby's Hong Kong Ltd**

公司名稱：香港蘇富比有限公司

HKGCC Membership No.

總商會會員編號：HKS0472

Established 創辦年份：1974

Website 網站：www.sothebys.com

程壽康於2006年出任蘇富比亞細洲區行政總裁前，曾從事國際法的工作，這也許令人意想不到。然而，他長久以來對翡翠玉石的濃厚興趣，或可提供一絲線索，解釋他毅然轉投藝術世界的決定。程壽康是一位收藏家，累積了30年的收藏經驗。

他說：「傳統中國文化賦予玉以五德——仁、義、禮、智、信。」他解釋：「玉石體積雖小，卻處處體現匠心之處，蘊含儒家的倫理思想、歷史和詩意情懷。」

1980年代，程壽康曾為亞洲其中一所最大的律師行——孖士打律師行的合夥人。1993年，他轉投迪生創建（國際）有限公司，任職董事會執行董事及集團法律顧問。該公司為奢侈品牌分銷商，旗下品牌包括香港夏菲尼高。

他自擔任蘇富比亞細洲的掌舵人以來，一直負責拓展公司的地區業務，尤其是中國內地。2012年，這項策略大舉成功，蘇富比於同年夥拍北京歌華美術公司，創立了蘇富比（北京）拍賣有限公司，成為內地首家國際藝術拍賣行。

蘇富比於1744年在倫敦成立，現於世界各地經營10個拍賣中心。程壽康解釋，不斷適應新的商業模式是公司得以屹立至今的原因之一。

他說：「今天的拍賣業跟250年前的截然不同。在這個競爭激烈的科技時代，蘇富比致力推動數碼發展。我們在社交媒體應用方面領先業界，吸引合共過百萬的追蹤者。」

該公司的BidNow「即投」功能讓訪客可於網上觀看拍賣直播，並在全球各地同步參與競投。藝術收藏家亦樂於採用這個功能。

程壽康說：「2017年，蘇富比網上買家的消費額逾1.8億美元，佔拍賣品總成交額的23%。」

由於總商會擁有廣泛的會員網絡和商務聯繫，香港蘇富比有限公司遂於1995年加盟。

他說：「總商會會員享有強大而又全面的商業網絡，由不同的專業界別以至政府和非政府諮詢機構的代表組成。」他又稱：「事實上，現今的企業與航運和物流、法律和保險等許多專業界別緊密合作，確保有效和適時執行企業策略，蘇富比亦不例外。」

A Cut Above 更勝一籌

Golden Sun Home Products has carved out a reputation as the purveyor of beautifully designed kitchen utensils, including its Pro-balance range of knives.

Behind these award-winning knives and Golden Sun's wide selection of kitchenware is Jimmy Ngok Wing Kwok, who joined the company as Chief Designer in 1982. A graduate of the School of Design at Hong Kong Polytechnic University, Kwok has used his creativity and design skills to develop hundreds of fashionable and functional kitchen products over the years.

The company's flagship brand, Pro-Balance Knives, was launched in 2000. They are designed with removable handle weights that provide a number of benefits to the busy cook.

"The separable and hollow handle design provides convenience and flexibility to users, and also avoids the tiredness that can be caused by prolonged use," Kwok explained.

His designs have been garlanded at home and overseas, including by the prestigious Hong Kong Awards for Industries, Good Design Award in Japan, and Germany's Red Dot Design Award and iF Award.

"Our distinguished professionalism is visible in the quality of Golden Sun's products and design quality," said Kwok.

As the reputation of the Pro-Balance brand has grown in recent years, it has increased its presence in Hong Kong with a flagship store in the revamped PMQ in Central in 2014. It has also set up consignment counters in stores including I Love Kitchen, G.O.D. and the Tai Koo branch of Eslite Spectrum.

Golden Sun is one of the largest homeware manufacturers in Hong Kong and exports to clients in



Europe, North America, Japan, the Middle East and Mainland China. In recent years, the company has been making more efforts to develop its overseas and online markets, and is looking forward to entering a new stage of development.

Golden Sun Home Products Ltd joined the Chamber in 2001 to increase its exposure and connections, especially in the retail and branding sectors. The Chamber's influence with the Government as the voice of business in Hong Kong is another plus.

"We can express our opinion to the Chamber's representative in the Legislative Council, and strive for policies that will benefit business development in Hong Kong."

Outside of his day job, Kwok also contributes to the community by serving as a member of the Disciplinary Board Panel – Factories and Industrial Undertakings (Safety Management) Regulation, and as the Vice Chairman of the Design Division of the Federation of Hong Kong Industries. 🌸

Company 公司名稱: Golden Sun Home Products Ltd 金昇家品有限公司

HKCC Membership No. 總商會會員編號: HKG0362

Established 創辦年份: 2000

Website 網站: www.goldensun.com.hk

金昇家品以設計精美的廚具享譽市場，成為領先的廚具供應商，旗下產品包括調重系列刀具。

這些得獎刀具和金昇一系列廚房用具背後的推手正是郭岳榮，他於1982年加入公司擔任首席設計師。郭岳榮自香港理工大學設計學院畢業後，多年來一直利用個人創意和設計技巧，開發出數以百款時尚與功能兼備的廚具。

該公司的旗艦品牌「調重刀」於2000年推出市場。廚刀在刀柄設計上配以可移除的重量砝碼，為忙碌的入廚人士帶來多重好處。

郭岳榮解釋：「刀柄採用可分離的中空設計，令使用時更靈活方便，同時可避免長時間使用而引致疲勞。」

他的設計贏得海內外一致的肯定，先後榮獲著名的香港工商業獎、日本Good Design Award、德國紅點獎，以及iF產品設計獎。

郭岳榮說：「我們的專業精神從金昇的產品和設計質素可見一斑。」

隨著調重刀品牌近年聲譽日隆，該公司遂於2014年在中環經改建活化後的PMQ元創方開設旗艦店，並於我愛廚房、住好啲和誠品生活太古店等商舖設立專櫃。

金昇是全港最大的家居用品製造商之一，產品出口遍及歐洲、北美、日本、中東和中國內地。近年，該公司著力開拓海外和網上市場，務求邁向發展新階段。

金昇家品有限公司於2001年加入總商會，以增加曝光率和商務聯繫，尤其是在零售和品牌業。總商會作為商界之聲，對政府的影響力亦是另一優勢。

他說：「我們可向總商會的立法會代表反映意見，就有利本港商業發展的政策提出倡議。」

在日常工作以外，郭岳榮還積極貢獻社區，現任紀律審裁委員團（工廠及工業經營（安全管理）規例）成員，以及香港工業總會設計部副主席。 🌸



Grilled Sea Bass
香烤鱸魚

Like many of the restaurant's ingredients, the sea bass comes from Italy. The salt-and-pepper seasoned sea bass is grilled for a time and then finished in the oven, a process which avoids the bitterness that can be caused by over-grilling and produces an exceptionally crispy and fresh-tasting dish.

正如許多餐廳一樣，Trattoria del Pescatore 選用的鱸魚也是從意大利入口。鱸魚先用鹽和胡椒調味，略烤一會後再放入焗爐，即大功告成。這個做法可避免因過度烤炙而產生苦澀味，更可令鱸魚格外香脆鮮嫩。



Sicilian Raw Scampi
西西里生小龍蝦

This dish is created from 100% authentic Italian ingredients, with scampi and lemons from Sicily, and Olearia Losito Extra Virgin Olive Oil from Central Italy. The delicate flavor and low acidity of this particular oil ensures that the taste and freshness of the scampi are completely retained.

這道菜以百分百正宗的意大利食材製成，包括西西里的小龍蝦和檸檬，以及意大利中部的Olearia Losito特級初榨橄欖油。這種橄欖油口味細膩，酸值較低，讓小龍蝦的鮮味得以充分保存。



Paccheri del Pescatore
烏魚子寬通粉

Paccheri del Pescatore is another signature dish of the restaurant. It consists of grated bottarga – salted and cured fish roe – sprinkled on top of cooked paccheri, a large, tube-shaped pasta, and mixed with bell peppers, swordfish, squid and a generous portion of the finest extra virgin olive oil.

烏魚子寬通粉是餐廳的另一道招牌菜。在管狀的寬通粉上灑上鹽漬烏魚子碎，混入燈籠椒、劍魚及魷魚，再淋上特級初榨橄欖油即成。



Seafood Plays the Star Role

海鮮主打



Italian restaurant Trattoria del Pescatore brings its renowned Sardinian recipes to Hong Kong in its first overseas venture, reports the Chamber's staff writer **Caleb Cheung**

意大利餐廳Trattoria del Pescatore在香港開設首家海外分店，為本地食客引入其著名的薩丁尼亞菜餚 本刊記者張皓明

Trattoria del Pescatore is a Milan institution that has been serving seafood and other Italian delicacies for more than 40 years. The restaurant has now made its maiden voyage overseas and landed in Hong Kong in May this year.

Founded by the Ardu family in 1976, Trattoria del Pescatore in Milan is famous for both its traditional Sardinian recipes as well as its fresh crusty loaves of bread.

Christopher Liu, owner and operator of Trattoria del Pescatore Hong Kong, is a good friend of the Ardu family. He decided to bring the restaurant to Hong Kong, not just due to the quality of the food and freshness of ingredients, but also because of the trattoria dining culture. Liu felt that the relaxed atmosphere and homely environment that is characteristic of trattorias across Italy would be very welcome in Hong Kong's restaurant scene.

Two Ardu family members are also on hand in the Hong Kong restaurant to ensure that family's traditions and high standards are continued. Brothers Cristian and Nicholas are

Trattoria del Pescatore是屹立米蘭已40多年的海鮮和意式美食餐廳，如今首次衝出國際，於今年5月登陸香港。

該餐廳由Ardu一家於1976年創立，在米蘭以其傳統的薩丁尼亞菜式和新鮮香脆的麵包享負盛名。

Trattoria del Pescatore香港店主理人兼營運者廖坤城是Ardu一家的好友。他決心把餐廳帶到香港，除了是被其優質的食物和新鮮的食材所吸引，還因為意式餐廳的飲食文化。輕鬆愉悅的氣氛和如家一般溫馨自在的環境是意大利餐廳的一大特色，他希望把這種氛圍引入香港餐飲業，相信會大受食客歡迎。

Ardu兩位家庭成員也來港打理餐廳，確保家族的傳統和高水準得以延續。Cristian和Nicholas兩兄弟分別擔任總經理和主廚。二人對意大利美食和文化的熱忱有助意式餐飲文化成功移植到上環。

General Manager and Chef, respectively. Their passion for the food and culture of Italy has helped to successfully transplant the trattoria dining culture to Sheung Wan.





Chef's Profile 大廚小檔

Nicolas Ardu (right, with brother Cristian) is the third son of Giuliano Ardu and his wife Agnese Atzeni, the founders of Trattoria del Pescatore, so he grew up immersed in a top-class culinary environment. Under the guidance of his mother and her team in the kitchen, Nicholas not only built himself a firm foundation in Italian culinary skills, but also absorbed the family passion for cooking.

After graduating from university, he embarked on a global pilgrimage to further enhance his cooking skills. He worked in a number of renowned kitchens such as the Four Seasons in Milan under Chef Sergio Mei, Harry's Bar in Beirut in Lebanon, and the 3-Michelin-starred Arzak in San Sebastian, Spain, before returning to the family restaurant in Milan.

The family's culinary ethos, which Nicolas described as, "just buy the best ingredients and don't touch them too much," is not just upheld in Milan, but in Hong Kong as well. For example, he insists on using the same olive oil and balsamic vinegar that are used in the Milan restaurant.

Nicolas Ardu (右, 與哥哥Cristian) 是餐廳創始人Giuliano Ardu和妻子Agnese Atzeni的第三子, 自小受到頂級的烹飪文化薰陶。他在母親和其烹飪團隊的指導下, 不但在意式烹調技巧上奠下穩固的基礎, 還承傳了家人對烹飪的熱誠。

Nicolas大學畢業後, 到處拜師學藝, 進一步提升入廚技巧。他曾先後在多家知名餐館工作, 如在米蘭的四季酒店向大廚Sergio Mei學藝、在黎巴嫩貝魯特的Harry's Bar及西班牙的米芝蓮三星餐廳Arzak實習, 然後重返米蘭打理家族餐廳。

Nicolas指出, 無論在米蘭抑或在香港, 其家族都貫徹一個烹飪理念: 「只採購最上乘的食材, 無需過分加工」。例如, 他堅持使用米蘭餐廳採用的橄欖油和意大利balsamic黑醋。



Pistachio-gratin Scallop

開心果雜果仁焗帶子

Replacing the usual breadcrumbs with a mix of pistachios and other nuts, the Pistachio-gratin Scallop is an ingenious twist to the traditional version and has the benefit of being gluten-free. After a carefully calculated short span of time in an oven, the Hokkaido scallop is served just hot enough but still raw inside. This dish has become one of the most popular items on the menu at Trattoria del Pescatore.

這道別出心裁的菜式以開心果及雜果仁取代常見的麵包糠, 可說是傳統的變奏, 而好處是不含麩質。大廚嚴控焗焗北海道帶子的時間, 出爐時外熟內生, 鮮嫩無比。這道菜已成為Trattoria del Pescatore最受歡迎的菜餚之一。



Lobster Catalana

Despite its Spanish-sounding name, Lobster Catalana is believed to have originated in Alghero, a Sardinian coastal town, and has become the signature dish of Trattoria del Pescatore. The original Sardinian dish featured a simple blend of extra virgin olive oil, lemon and de-shelled boiled lobster. Giuliano Ardu tweaked the recipe with the addition of sliced red onions and Sardinian tomatoes. His version proved so successful that nowadays even many restaurants in Alghero have adopted the newer recipe.

Lobster Catalana是Trattoria del Pescatore的招牌菜, 在其西班牙名字背後, 據信源自薩丁尼亞島上的沿岸城市阿爾蓋羅。這道薩丁尼亞菜原本做法簡單, 只需把特級初榨橄欖油、檸檬和去殼清蒸龍蝦混合起來。Giuliano Ardu卻微調煮法, 加入紅洋蔥及薩丁尼亞番茄。這款改良版推出後大受歡迎, 如今很多阿爾蓋羅的餐廳都採用其新版煮法。



Panna Cotta

意式奶凍

Panna Cotta consists of a lightly sweetened cream mixture that is set with a small amount of gelatine, which gives an exceptionally light and silky mouthfeel. It is flavoured with vanilla and topped with a strawberry coulis and a layer of delicious chocolate crumble.

意式奶凍由微甜的奶油混合而成, 當中加入了少量魚膠, 使口感份外輕盈軟滑。這款甜點滲出清新的雲尼拿香味, 再淋上士多啤梨醬和美味的朱古力碎, 滋味無窮。

Trattoria del Pescatore

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China Committee Chairman PC Yu led a delegation of 34 members on a visit to Zhaoqing and the Zengcheng Qiaomengyuan Overseas Chinese Entrepreneurs Industrial Zone in Guangzhou on 24-25 May to learn more about the latest development of the two places and their roles in the Greater Bay Area. (For more details, see P46)

中國委員會主席余鵬春於5月24及25日率領34人代表團考察肇慶及廣州增城僑夢苑，深入了解兩地的最新發展及其在大灣區的角色。（詳見第46頁）

PC Yu, China Committee Chairman, attended the Jiangxi Association Inauguration, which was held on 16 May. The following day, Chamber Chairman Stephen Ng represented the Chamber at the 17th Jiangxi-Hong Kong Economic and Trade Cooperation Event and met with Liu Qi, Governor of Jiangxi Province. They exchanged views on strengthening the cooperation between Hong Kong and Jiangxi Province.

中國委員會主席余鵬春出席5月16日舉行的「香港江西社團（聯誼）總會成立大會暨第一屆會董會就職典禮」。翌日，總商會主席吳天海代表本會出席「第17屆贛港經貿合作交流會」，並與江西省委書記劉奇會面，雙方就加強贛港合作交換看法。

Ma Jun, Director-General of the Enterprise Research Institute, Development Research Center of the State Council, and a group of colleagues visited the Chamber on 31 May. The delegation aimed to learn more about Hong Kong's advantages in the development of the Belt and Road Initiative as well as some of the potential challenges. Petrina Tam, China Committee Vice Chairman; Thomas Wong, Americas Committee Chairman; and Andrew Wells, Asia & Africa Committee Vice Chairman, received the delegation.

國務院發展研究中心企業所所長馬駿於5月31日到訪總商會，由中國委員會副主席譚唐毓麗、美國委員會主席黃華榮及亞洲及非洲委員會副主席華賢仕接待。代表團旨在深入了解香港在「一帶一路」倡議下的優勢及潛在挑戰。

Edmond Yue, General Committee member, attended the Jilin-Hong Kong Enterprises Trading Seminar in Shenzhen on 1 June. Yue discussed cooperation opportunities between Jinlin and Hong Kong with Jilin Governor Jing Jinhai and Vice Governor Jin Yuhui.

總商會理事余國賢於6月1日赴深圳出席「吉林省—港澳知名企業家貿易交流座談會」，與吉林省人民政府省長景俊海及副省長金育輝討論合作機會。

China Committee Vice Chairman Petrina Tam represented the Chamber at the Hong Kong-Guizhou Industrial Park Promotion Seminar on 8 June, and had a meeting with Lu Yongzheng, Vice Mayor of Guizhou Province.

中國委員會副主席譚唐毓麗於6月8日代表總商會出席「香港貴州產業園招商推介會」，並與貴州省副省長盧雍政會面。

Wendy Liu, Managing Director, Head of China Equity Research and Chief Equity Strategist for Greater China at Nomura International (Hong Kong), shared her views and insights on the latest developments in China-U.S. relations at a roundtable on 14 June.

野村國際（香港）有限公司董事總經理、中國股票研究部主管及大中華區首席股票策略師劉鳴鏞於6月14日的午餐會上，分享她對中美關係最新發展的看法和見解。



Dr Wendy Hong, Vice President, Fung Business Intelligence, spoke at the China Committee meeting on 22 June. She shared with committee members her research into the latest developments in the Greater Bay Area, and said that Hong Kong should adopt both regional and local perspectives when integrating into the GBA.

利豐研究中心副總裁洪雯博士出席6月22日的中國委員會會議，向委員分享其對大灣區最新發展的研究結果，並表示香港應在地區和本地兩個方面融入大灣區的發展。



At the committee meeting on 22 June, the China Committee chairmanship election was held. Petrina Tam was elected as Chairman, and Eric Fok, David Hsu, SH Chan and Edmond Yew were elected as Vice Chairmen. The Committee members thanked PC Yu for his leadership over the past three years and also thanked Eden Woon for serving as the Committee Vice Chairman.

中國委員會主席選舉於6月22日的委員會會議上舉行。譚唐毓麗膺選主席，霍啟山、許立慶、陳紹雄及姚逸明則當選副主席。委員會委員感謝余鵬春在過去三年的領導，同時答謝翁以登擔任委員會副主席一職。

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Changing Face of Zhaoqing and Zengcheng 肇慶增城新面貌

Regions are investing in transport and attracting major investment as the GBA initiative progresses
隨著大灣區倡議不斷推展，有地區投放資源發展交通設施，以吸引重大投資

Since the Greater Bay Area (GBA) initiative was proposed by Premier Li Keqiang in March last year, the Chamber's China Committee has organized seven missions to enable our members to see first-hand the latest developments and explore opportunities for cooperation. In our latest visit, PC Yu, Chairman of the China Committee, led a 34-member delegation to Zhaoqing and Zengcheng in Guangdong Province on May 24-25.

Industry upgrade in Zengcheng

Zengcheng's focus on advanced manufacturing got a major boost when Foxconn decided to build an industrial park in this area in the east of Guangzhou. Foxconn's investment of 61 billion renminbi (HK\$74 billion) in the 10.5 Generation 8K Display Full-scale Eco-industrial Park

is the largest single investment in Guangzhou since it started its reform and opening-up process. The Chamber delegation visited the under-construction park, which is expected to be one of the most cutting-edge display projects in the world when completed and has helped attract other high-tech businesses.

"Thanks to the development of Foxconn's eco-industrial park, the region has experienced rapid growth and is gradually moving towards becoming a small town driven by technology and innovation," said Feng Guangjun, Director of Overseas Chinese Affairs Office, the People's Government of Guangzhou Municipality. "Many enterprises engaging in information technology parts manufacturing have set up business in the Zengcheng development zone."

Yu said that he was impressed by the changes Zengcheng has enacted in recent years and could see the potential for further development.

Delegates also visited the innovation centre of Zengcheng Qiaomengyuan Overseas Chinese Entrepreneurs Industrial Zone. Wu Weidong, Standing Committee Member of the Guangzhou City Zengcheng District Committee of the CPC, explained that the zone had proactively introduced policies to encourage overseas Chinese to return to the city.

"Qiaomengyuan has attracted over 30 overseas Chinese to settle and brought in four Chinese experts in scientific research," he said. "Seventeen innovative entrepreneurship projects have also been successfully rolled out, mainly in the area of high-tech research and development."

Zhaoqing's transport improvements

Members also visited the city of Zhaoqing – literally “source of fortuitousness” – which serves as a gateway connecting the Mainland’s southwestern region. The Zhaoqing New District is a key part of the city’s development plans. Since its establishment in 2012, the district has been constructing transport infrastructure to improve connections with other GBA cities.

Fan Zhongjie, Mayor of the Zhaoqing Municipal Government, introduced the transport plans during the delegation’s visit to the Zhaoqing East Railway Station.

“Over the past few years, Zhaoqing has developed a transport network of ‘eight vertical and 10 horizontal’ lines, with highways linking to Guangzhou and Foshan,” Fan said. “Construction of an underground railway system is also in the pipeline, with a view to realizing a half-hour living circle between Guangzhou, Foshan and Zhaoqing.”

In addition, a high-speed rail link means it now only takes 66 minutes to travel to Shenzhen.

Sports, healthcare and culture are also key sectors for Zhaoqing. Members visited the Zhaoqing New District Sports Centre, which was completed in March this year with a total project investment of 1.2 bil-



lion renminbi. The 15th Games of Guangdong Province will be held there on 8 August.

Chen Yuwen, Director of Foreign and Overseas Chinese Affairs Bureau of Zhaoqing Municipal People’s Government, Hong Kong & Macao Affairs Bureau of Zhaoqing Municipality, said the sports centre will help to inject a new vibrancy to the city. As well as major sports contests, the centre will also host concerts and other leisure events, helping to showcase Zhaoqing’s new image as a green and dynamic city.

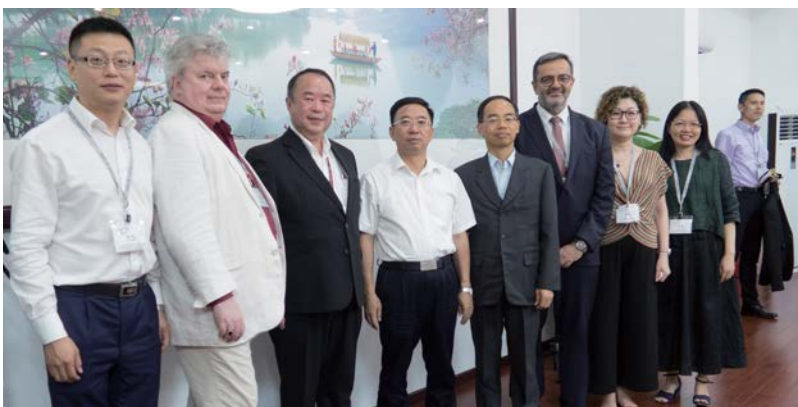
The delegation also saw how the city is protecting its historical

locations and improving the environment through the Zhaoqing Chengfu Protection and Rehabilitation Project. The ancient city wall of Duanzhou in Zhaoqing is the only well-preserved city wall from the Song Dynasty in the province, and is a national-level protected historical site.

The total investment in the Zhaoqing Chengfu Protection and Rehabilitation Project is expected to reach about 4 billion renminbi, and aims to revitalise Zhaoqing as a political, economic and cultural hub over the next decade. Already, the changes to the city are visible, Yu said: “In just a day trip, we were able to see the scenic ecological environment and rich land resources of Zhaoqing as well as the modern urban design of the New District.”

Zhaoqing takes up around a quarter of the area of the GBA, but only one-third of its land is currently developed. This means the city can enjoy a strong late-mover advantage, Yu noted.

“With the infrastructure and transport network largely completed, the city is poised to embrace the opportunities arising from the GBA development,” he said. 🌸



Fan Zhongjie (fourth right), Mayor of the Zhaoqing Municipal Government, welcomed the Chamber delegation.

肇慶市市長范中杰（右四）歡迎總商會代表團。



自去年3月國家總理李克強提出推動粵港澳大灣區的發展後，總商會中國委員會先後共舉辦了七個大灣區訪問團。最近一次的考察團在5月24及25日舉辦，由中國委員會主席余鵬春率領34名會員訪問了肇慶及廣州增城，親身了解當地的發展及探索合作商機。

增城產業升級

增城位於廣州東部，是目前廣州先進製造業最為集中的地區之一。富士康更決定在該區建設產業園。訪問團參觀了建設中的富士康「10.5代8K顯示器全生態產業園」，總投資達610億元人民幣（740億港元），是廣州改革開放以來單筆投資最大的先進製造業項目，預料也將成為全球最先進的顯示器項目，有助吸引其他高新科技公司。

廣州市僑辦主任馮廣俊說：「依托富士康生態產業園的建設，帶動了區內快速發展，並逐步向科技創新小鎮的發展邁進，多家信息技術零部件的企業已在

增城開發區落戶。」

余鵬春遊覽增城開發區及參觀富士康的工地時，對增城近年的轉變大表驚訝，相信未來的發展必定令人刮目相看。

訪問團亦參觀了增城僑夢苑創新中心。增城區委常委、增城開發區管委會主任鄔衛東解釋，增城僑夢苑積極推出政策吸引海外華僑華人回流。

他說：「僑夢苑現已吸引30多位高層華僑華人落戶，並引進華人科研專家四名，成功開展的創新創業項目已有17個，集中在高新科技研發上。」

肇慶交通改善

會員隨後出發至肇慶市考察。肇慶寓意「喜慶吉祥之始」，是粵港澳大灣區中連接國家大西南的門戶城市。肇慶新區是該市發展計劃的重要部分，自2012年掛牌成立以來，不斷建設道路交通設施，使肇慶市與大灣區城市緊密聯通。

訪問團考察肇慶東站期間，肇慶市市長范中杰介紹該市的交通規劃。

他說：「過去數年，肇慶已建構出十

橫八縱的交通網絡，高速公路已連接廣州、佛山，現時更計劃興建地鐵，旨在實現廣佛肇半小時交通圈。」

另外，高鐵已連接深圳，乘高鐵往深圳只需66分鐘。

肇慶市同時積極發展體育、休閒旅遊、文化創意及健康養生。團員考察了肇慶新區體育中心。該中心於今年3月工程竣工，項目總投資為12億元人民幣，並將於8月8日舉行第十五屆廣東省運會開幕式。

肇慶市僑辦局長陳玉文表示，體育中心的建成將為肇慶的發展帶來非凡的活力。體育中心除了會舉辦多項大型體育賽事，還會舉行演唱會和休閒文化節目，展現肇慶市綠色活力的新形象。

訪問團也考察了肇慶府城復興計劃項目，了解當地如何保護歷史景點和改善環境。肇慶端州古城牆保留了廣東唯一、全國極少見的主體及城周基本完整的宋代磚城牆，因而被列為全國重點文物保護單位。

肇慶府城保護與復興項目總投資預計約40億元人民幣，計劃在10年內打造「一城環綠，兩府復興，三街暢旺」，復興肇慶作為西江流域政治經濟文化區域中心的輝煌。市內已經歷顯著的改變，余鵬春表示：「在短短一天多的時間，我們發現肇慶生態環境優美，土地資源豐富，新區更以最現代化的城市設計來建設。」

他補充，肇慶佔整個大灣區面積的四分之一，現時肇慶已發展的土地只有三分之一，可見該市的後發優勢非常強勁。

他說：「隨著基礎設施和交通網絡已基本建成，該市正迎接大灣區發展的機遇。」





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Americas Committee 美洲委員會



Smart City Forum: U.S. Tech Driving Mobility, Big Data and AI in Smart Cities 智慧城市論壇：美國科技推動智慧城市的流動性、大數據和人工智能發展

To understand how U.S. technology can play a part as Hong Kong transforms into a smarter city, the Chamber invited speakers from eight U.S. companies to a forum on 1 June to discuss some of the key developments. Dr David Chung, Under Secretary for Innovation and Technology, also spoke at the forum, and said the Government was working to make Hong Kong a smarter city for the benefit of all citizens.

At the event, Chamber Chairman Dr Aron Harilela signed a partnership agreement with the U.S. Consul General Kurt Tong to strengthen collaboration on projects that enhance commercial ties between Hong Kong and the United States.

為了解美國科技可如何帶動本港轉型為智慧城市，總商會邀來八家美國公司的講者出席6月1日的論壇，討論一些重要的發展。創新及科技局副局長鍾偉強博士致辭時表示，政府致力把香港打造成智慧城市，造福全港市民。

會上，總商會主席夏雅朗博士與美國總領事唐偉康簽署一項夥伴關係協定，以加強港美兩地的項目合作，促進商務聯繫。



New Americas Committee Leadership 美洲委員會新領導

Steve Wong was elected Chairman while Alvaro Andres and Evaristo Berlanga were elected Vice Chairmen at the Americas Committee meeting on 29 May. Kelvin Wong, who joined the committee in 2010, was re-elected Vice Chairman. The new committee leadership thanked members for their support and said they are looking forward to serving the committee in the coming year.

在美洲委員會5月29日的會議上，黃兆輝獲選主席，Alvaro Andres和Evaristo Berlanga則獲選副主席，而於2010年加入委員會的黃志強亦獲選連任副主席。委員會新領導感謝各委員的支持，並表示期望未來一年為委員會服務。

Asia & Africa Committee 亞洲及非洲委員會

Meeting with Hong Kong Myanmar Chamber of Commerce 與香港緬甸商會會面

Albert Oung, Founding President of the Hong Kong Myanmar Chamber of Commerce, visited the Chamber on 17 May and met with the Chamber's Deputy CEO Watson Chan and Director of PR & Programs Malcolm Ainsworth to discuss the upcoming visit of a high-level delegation from Myanmar to explore Hong Kong-Myanmar collaboration under the Belt and Road Initiative. The Chamber agreed to co-organize a seminar on Myanmar's market potential in late June. You can read about this event in the August issue of *The Bulletin*.

香港緬甸商會創會主席汪振富於5月17日到訪，與總商會副總裁陳利華和公共關係及項目總監麥爾康討論即將訪港的緬甸高層代表團，探索香港和緬甸在「一帶一路」下的合作。總商會同意於6月底合辦研討會，剖析緬甸的市場潛力。活動詳情可參閱《工商月刊》8月號。

Committee Chairmen 委員會主席



Building Ties with IGAD 與跨政府發展組織建立聯繫

Dr Solomon Muchina Munyua, Director of the Intergovernmental Authority on Development (IGAD) Centre for Pastoral Areas and Livestock Development, visited the Chamber on 29 May. IGAD is an eight-country trade bloc in eastern Africa. Behzad Mirzaei, Chairman of the Asia & Africa Committee, along with a number of members, received the 15-member delegation from IGAD. The two sides discussed Hong Kong's potential as a hub for meat exports from Africa to Asia.

跨政府發展組織 (IGAD) 農牧地區及畜牧業發展中心總監 Solomon Muchina Munyua 博士於5月29日率領15人代表團到訪，由亞洲及非洲委員會主席苗澤文及多位委員接待，雙方討論香港作為非洲肉類出口到亞洲的樞紐之潛力。IGAD是由東非八個國家組成的貿易集團。

Celebrating Eid with the Consulate General of Malaysia

與馬來西亞總領事館慶祝開齋節

Behzad Mirzaei, Chairman of the Asia & Africa Committee, attended a party hosted by MATRADE Hong Kong of the Consulate General of Malaysia on 16 June in celebration of Eid. Malaysia is a major trading partner with Hong Kong, and the country has growing demand for consumer products and business services in areas including IT, licensing and franchising, and creative and design.

亞洲及非洲委員會主席苗澤文於6月16日出席馬來西亞總領事館旗下MATRADE Hong Kong舉辦的開齋節慶祝會。馬來西亞是香港的主要貿易夥伴，當地對消費產品和商業服務的需求日增，包括資訊科技、牌照和特許經營，以及創意和設計。

Digital, Information & Telecommunications Committee 數碼、資訊及電訊委員會

In its submission of 16 May to a government consultation exercise to review the Broadcasting Ordinance and Telecommunications Ordinance, the Chamber reiterated its views from a previous submission made in 2014. The Chamber continues to feel that the Government should expedite the process of updating these two pieces of legislation and to do so in a holistic manner.

總商會於5月16日就政府檢討《廣播條例》及《電訊條例》展開的公眾諮詢提呈建議書，重申早於2014年所提交的建議。總商會仍然認為政府應加快全面更新這兩條法例。



Americas Committee
美洲委員會
Prof Steve Wong
黃兆輝教授



Asia & Africa Committee
亞洲/非洲委員會
Mr Behzad Mirzaei
苗澤文先生



China Committee
中國委員會
Mrs Petrina Tam
譚唐毓麗女士



HKCSI – Executive Committee
香港服務業聯盟 — 執行委員會
Dr Mark C Michelson
麥高誠博士



Digital, Information & Telecommunications Committee
數碼、資訊及電訊委員會
Dr Eric Chin
錢樹楷博士



Economic Policy Committee
經濟政策委員會
Mr Peter Churchouse
卓百德先生



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Digital, Information & Telecommunications Committee 數碼、資訊及電訊委員會



Vint Cerf, Vice President and Chief Internet Evangelist at Google, shared with members his perspectives on the Internet of Things at a full-house roundtable luncheon on 17 May. During his talk, he addressed the challenges that humans face in relation to such developments as process automation, machine learning and artificial intelligence. Dr Cerf also stressed the need to tackle concerns over safety, privacy and security as the Internet continues to evolve.

谷歌副總裁兼首席互聯網顧問Vint Cerf於5月17日的午餐會上，與會員分享他對物聯網的看法，全場座無虛席。會上，他提到人類面對流程自動化、機器學習和人工智能等發展的相關挑戰。Cerf博士還強調，隨著互聯網不斷發展，解決安全、隱私和保安問題有其必要性。



On 12 June, members from the DIT Committee and FinTech Working Group met with the consultant appointed by the Hong Kong-Shenzhen Innovation and Technology Park Limited to provide views on issues such as the strategic positioning, business model, range of services, facilities and activities in relation to the design of the Lok Ma Chau Loop.

數碼、資訊及電訊委員會和金融科技工作小組於6月12日與港深創新及科技園有限公司委聘的顧問會面，就落馬洲河套區的戰略定位、業務模式、服務範圍、設施和活動等議題提供意見。



At a Chamber roundtable held on 15 June, Tina Gogua, Founder of Pandasia Digital, and Vishwas Thakkar, Founder and Head of Digital Strategy at Concinnity, shared with members the key strategies that can help businesses grow their sales through the use of Google SEO, AdWords and Analytics.

Pandasia Digital創始人Tina Gogua及Concinnity Ltd創辦人兼數碼策略主管Vishwas Thakkar在總商會6月15日的午餐會上，講解企業通過使用Google SEO、AdWords和Analytics來增加銷量的關鍵策略。

Horris Tse, Co-founder of WeMine, spoke at a roundtable event on 11 June on helping companies maximize the opportunities offered through the WeChat platform. He explained the importance of getting it right when setting up an official company account on WeChat by highlighting the key differences in functions that would affect a company's ability to target users.

微礦聯合創辦人謝偉傑在總商會6月11日午餐會上，講解企業如何充分利用微信平台提供的機會。他解釋不同微信公眾號賬戶在功能上的主要差異，以及其對公司能否瞄準目標用戶的影響，因此企業註冊合適的微信公眾號賬戶至關重要。



Environment & Sustainability Committee 環境及可持續發展委員會

At a meeting on 6 June, Mike Kilburn, Assistant General Manager, Sustainability, Hong Kong Airport Authority, and Vice Chairman of the Environment & Sustainability Committee, spoke on the green practices and solutions adopted by Hong Kong International Airport. At the same meeting, Jeanne Ng was returned as Chairman and Mike Kilburn, Steve Wong and Wilson Kwong were re-elected co-Vice Chairmen.

機場管理局可持續發展助理總經理兼總商會環境及可持續發展委員會副主席吳敏於6月6日的會議上，介紹香港國際機場採用的環保措施和方案。會上，吳芷茵獲選連任主席，吳敏、黃兆輝和鄭永銓則連任副主席。

Committee Chairmen 委員會主席

Europe Committee 歐洲委員會



The Europe Committee organized a rewarding and enjoyable business mission to Vienna, Brno and Prague from 4-8 June. During the five-day trip, Chamber members connected with a wide variety of Austrian and Czech companies, Chinese Ambassadors in both countries, and the HKETO office to exchange business information and learn more about the regions.

歐洲委員會於6月4至8日率領商務考察團到訪維也納、布爾諾及布拉格。此行收穫甚豐，團員都樂在其中。在五天的行程中，總商會會員與眾多奧地利和捷克企業、駐兩國的中國大使及香港經濟貿易辦事處交流商業資訊，深入了解當地發展。



The committee held a cocktail reception in honour of the European Consuls General in Hong Kong on 20 June. Members not only enjoyed fruitful discussions with the Consuls General and Country Representatives on potential business prospects in Europe, but also had the opportunity to make new connections with fellow members and catch up with old friends.

歐洲委員會於6月20日舉行歐洲總領事酒會。會員除了與多位總領事和國家代表討論歐洲的潛在商機，還有機會與其他會員建立新聯繫，並與舊友歡聚聯誼。

HKCSI-Executive Committee 香港服務業聯盟 — 執行委員會

Stuart Harbinson, Honorary Advisor to HKCSI, briefed members on the latest developments in U.S. trade policies and services, and shed light on the implications these changes may have on the world economy, at the HKCSI-Executive Committee meeting on 27 June.

香港服務業聯盟名譽顧問夏秉純於香港服務業聯盟—執行委員會6月27日的會議上，向委員概述美國貿易政策和服務的最新發展，並講解這些轉變對世界經濟可能產生的影響。



Legal Committee
法律委員會
Ms Fiona Loughrey
羅嘉莉女士



Manpower Committee
人力委員會
Mr Albert Wong
王舜義先生



Membership Committee
會員關係委員會
Mr Peter Wong
王冬勝先生



Real Estate & Infrastructure Committee
地產及基建委員會
Mr Douglas Woo
吳宗權先生



Retail & Tourism Committee
零售及旅遊委員會
Ms Sylvia Chung
鍾慧敏女士



Shipping & Transport Committee
船務及運輸委員會
Mr John Anthony Miller
苗學禮先生



Small & Medium Enterprises Committee
中小型企業委員會
Mr Roy Ng
伍俊達先生



Taxation Committee
稅務委員會
Ms Grace Tang
鄧卓敏女士



Taiwan Interest Group
台灣小組
Mr Stanley Hui
許漢忠先生



Women Executives Club
卓妍社
Ms Jennifer Chan
陳佩君女士



Young Executives Club
卓青社
Mr Eric Fok
霍啟山先生

Financial & Treasury Services Committee 金融及財資服務委員會



Members visited the HSBC Archives on 30 May to learn about the bank's rich history, and its contributions to the economic and social development of Hong Kong. During the tour, members were given the opportunity to immerse themselves in HSBC's history by exploring an impressive collection that includes letters, photographs, banknotes, architectural drawings, annual reports, minute books and accounting ledgers.

會員於5月30日參觀滙豐銀行歷史檔案部，了解該行的悠久歷史及其對香港經濟和社會發展的貢獻。期間，會員通過信件、照片、鈔票、建築圖則、年報、會議紀錄和賬目簿等一系列珍藏，探索匯豐銀行的歷史。

The Chamber submitted a paper on 31 May on the proposed enhancement to a Green Finance Certification Scheme. In the paper, the Chamber expressed support for the establishment of a Green Finance Certification Scheme. At the same time, it also put forward recommendations for enhancing the existing framework.

總商會於5月31日就「綠色金融認證計劃」的優化建議提交文件。在該份文件中，總商會表示支持設立綠色金融認證計劃，同時提出改善現有框架的建議。

Industry & Technology Committee 工業及科技委員會

Around 100 participants attended a Chamber seminar on 24 May to hear Duncan Chiu of Lai Yuen, Professor Cees de Bont of the Hong Kong Polytechnic University, and Max Lee from Idea Fanatics provide insights on effective ways for businesses to apply innovation and

creativity to their products and services. The event was organised as part of the "2018 Hong Kong Awards for Industries: Innovation and Creativity." During the seminar, the Chamber Secretariat also provided information on the Awards' selection criteria. Thirty-eight applications were received by the deadline of 8 June.



約100名參加者出席總商會5月24日的研討會，細聽荔園有限公司的邱達根、香港理工大學的方啟思教授及Idea Fanatics的李劍璋剖析企業把創新創意融入產品和服務的有效方式。是次研討會為「2018香港工商業獎：創意」的推廣活動之一。會上，總商會秘書處亦講解創意組別獎項的評審準則。在6月8日的截止日期前，本會收到38份申請。



A group of 40 members visited the award-winning facility T-PARK on 31 May to learn more about the latest sludge treatment technologies and their benefits. T-PARK is also a showcase for Hong Kong's commitment to saving energy and reducing waste as it strives to become a low-carbon city.

40名會員於5月31日到訪得獎設施T-PARK [源·區]，深入了解最新的污泥處理技術及其優點。T-PARK [源·區]也展現香港在節能減廢方面付出的努力，致力成為一個低碳城市。

Town Hall Forum Series With The Hon Jeffrey Lam Kin-fung 議事論壇系列：林健鋒議員

HKGCC's LegCo representative Jeffrey Lam discussed the work of legislators and improvements to the efficiency of LegCo at the Chamber's Town Hall Forum on 15 June. He also discussed the city's housing issues, and shared his thoughts on Hong Kong's role in the development of the Guangdong-Hong Kong-Macao Bay Area initiative.

總商會立法會代表林健鋒出席6月15日的「議事論壇」，討論議員的工作及立法會效率的提升。他還談及本港的房屋問題，以及香港在粵港澳大灣區發展中的角色。



Town Hall Forum Series With The Hon Kevin Yeung Yun-hung 議事論壇系列：教育局局長楊潤雄

Secretary for Education Kevin Yeung spoke to a select group of C-suite level Chamber members at an exclusive Town Hall Forum on 11 June at the Hong Kong Club. The Secretary talked about the aims of Hong Kong's education policy, the Government's priority measures to support quality education and some of the areas that require further review and action. The senior executives in attendance enjoyed an intimate and interactive exchange of views with the Secretary.

教育局局長楊潤雄出席總商會6月11日假香港會舉行的「議事論壇」，向任職企業高管的會員闡述香港教育政策的目標，並講解政府支持優質教育的重點措施，以及一些需要進一步檢討和採取行動的領域。出席活動的高級行政人員與局長互動交流，分享看法。



Real Estate and Infrastructure Committee 地產及基建委員會

Stanley Wong, Chairman of the Task Force on Land Supply, briefed members on the 18 options proposed as part of the public consultation on enhancing land supply at a Real Estate & Infrastructure Committee meeting held on 24 May. At the same meeting, Douglas Woo was returned as Chairman as were Andy Cheung and Gilbert Tsang, who were re-elected co-Vice Chairmen.

土地供應專責小組主席黃遠輝出席地產及基建委員會5月24日的會議，向委員簡述土地供應諮詢文件提出的18個選項。會上，吳宗權獲選連任主席，張利民和曾慶祥則連任副主席。



On 11 June, members of the Real Estate & Infrastructure Committee and other committee members met with Nicholas Brooke, Chairman of the Harbourfront Commission, who spoke and exchanged views on optimising the development of the Central Harbourfront Site 3.

地產及基建委員會委員及其他委員會的委員於6月11日與海濱事務委員會主席蒲祿祺會面，就優化中環海濱三號用地的發展交換意見。



Yeung Tak-keung, Commissioner for Sports, met with members at a Chamber roundtable luncheon on 28 May where he discussed the current public consultation exercise to review the private recreational lease policy. The Government is soliciting views on recommendations including a proposal for private sports clubs to pay a higher land premium and to allow access by non-members to their facilities.

體育專員楊德強出席總商會5月28日的午餐會，討論目前就檢討私人遊樂場地契約政策展開的公眾諮詢。政府現正就若干建議收集意見，包括要求私人體育會支付更高的地價，並允許非會員使用場內設施。



Seeking Solutions for Ageing Population 為人口老化尋找方案

The Chamber's Deputy CEO Watson Chan represented HKGCC at the launch ceremony for the Jockey Club's Age-friendly City Partnership Scheme, which will see the Jockey Club participate with research institutes to help prepare Hong Kong for a growing population of elderly people.

HKGCC was one of the supporting organizations at the event, which also included a forum on the theme of "Silver Market – The New Growth Engine for Hong Kong." Speakers noted that employment of older people in Hong Kong is lower than in Japan and Singapore, and questioned whether we should be encouraging people to retire at the age of 60, especially given Hong Kong's current manpower shortages. More retirement homes will be needed, and it was noted that in Japan, some major corporations have become involved in this sector. An older population will demand different types of products and services, which will also provide opportunities for the business community.

總商會副總裁代表本會出席賽馬會齡活城市「全城·長者友善」計劃啟動禮。在該計劃下，賽馬會將與不同的研究機構合作，協助香港為日益增加的長者人口做好準備。

總商會是計劃的支持機構之一。該計劃設有一個論壇，主題為「銀髮市場－香港增長新動力」。會上，多位講者指出本港長者的就業率比日本和新加坡為低，質疑我們應否鼓勵僱員於60歲退休，尤其是香港當前面對人力短缺的問題。社會對退休居所的需求將會增加。在日本，一些大型企業亦有參與這個行業。老齡人口對不同種類的產品和服務的需求，將為企業創造商機。

Retail & Tourism Committee 零售及旅遊委員會

Sylvia Chung was elected as Chairman of the Retail & Tourism Committee, while Linda Choy and Herve Accart were named co-Vice Chairmen, at a committee meeting on 25 May. Members and the Chamber secretariat thanked the retiring chairman Frank Lee for his capable leadership and tireless contributions during his time in the chair.

在委員會5月25日召開的會議上，鍾慧敏膺選零售及旅遊委員會主席，蔡少綿和Herve Accart當選副主席。一眾委員和總商會秘書處感謝卸任主席李敬天在任期間的出色領導和寶貴貢獻。

Franchising can play a useful role in promoting business growth and offers good opportunities for investors. At a Chamber roundtable luncheon on 5 June, Hank Leung, Counsel, China at Bird & Bird, and Hugh Gozzard, Partner at Deloitte China Risk Advisory, offered insights on the potential risks associated with setting up a franchise business and maintaining brand standards, and provided advice on possible mitigation measures.



特許經營可有助促進業務增長，並為投資者提供良機。鴻鵠律師事務所顧問律師梁敦瀚及香港德勤風險諮詢合夥人高德於總商會6月5日的午餐會上，探討設立特許經營業務和維持品牌水平的潛在風險，並就可行的風險緩減措施提出建議。



Retail & Tourism Committee Chairman Frank Lee attended a "Welcome Party for Moana" at Hong Kong Disneyland on 24 May. The event was organised to celebrate the theme park's expansion and introduce the latest attractions.

零售及旅遊委員會主席李敬天於5月24日出席香港迪士尼樂園舉行的「慕安娜歡迎派對」。是次活動旨在慶祝樂園擴張，並介紹最新景點。

Manpower Committee 人力委員會

Emil Yu, General Committee member; Connie Lam, Vice Chairman, Manpower Committee; Watson Chan, Chamber Deputy CEO; Wilson Chong, Chamber Senior Economist; and five other Chamber members attended a consultation meeting conducted by the Minimum Wage Commission on 20 June. In view of Hong Kong's strong economic performance and a positive outlook, the Chamber agrees that a moderate increase in Statutory Minimum Wage (SMW) could be considered.

總商會理事于健安、人力委員會副主席林翠華、總商會副總裁陳利華、總商會高級經濟師莊仕杰及五名總商會會員出席最低工資委員會於6月20日召開的諮詢會議。鑒於香港經濟表現強勁、前景樂觀，總商會認同適度上調法定最低工資。

Town Hall Forum Series: The Hon Wong Kam-sing 議事論壇系列：環境局局長黃錦星

Secretary for the Environment Wong Kam-sing spoke at the Chamber's Town Hall Forum on 29 June about the measures that the bureau has rolled out to improve air quality, manage waste and save energy. He also talked about some of the major environmental challenges facing Hong Kong.



環境局局長黃錦星出席總商會6月29日的「議事論壇」，講解當局為改善空氣質素、管理廢物及節能所採取的措施，並提及香港面臨的一些主要環境挑戰。

Small & Medium Enterprises Committee 中小型企業委員會

At the SME Committee meeting on 12 June, Jackie Hau, Senior Manager, and Florence Chong, Assistant Manager, Qualifications Framework Secretariat, Government of the HKSAR, introduced the Qualifications Framework to committee members. The Framework supports lifelong learning to enhance the capabilities of Hong Kong's workforce. Mark Lee, Head, and Tim Lu, Inspector of Office Supply Chain Security Management, Hong Kong Customs and Excise Department, also attended the meeting. They gave an update on the Authorized Economic Operator (AEO) programme in Hong Kong, under which AEO-approved companies can enjoy incentives such as prioritised Customs inspection.

香港特區政府資歷架構秘書處高級經理侯嘉敏和助理經理莊凱盈出席中小型企業委員會6月12日的會議，向委員介紹資歷架構。該架構支持終身學習，以提升香港勞動人口的技能。會上，香港海關供應鏈安全管理科高級監督李遠文及督察姚錦添亦講解香港「認可經濟營運商」計劃的最新發展。根據該計劃，獲認證的公司可享有優先接受海關查驗等優惠待遇。



Corey Fine, a researcher from the Marshall School at the University of Southern California, visited the Chamber on 25 May as part of his research into key challenges that SMEs face across borders. Roy Ng and Angela Lee, Chairman and Vice Chairman of the Small & Medium Enterprises Committee, shared their experiences of the business environment for SMEs in Hong Kong.

南加州大學馬歇爾商學院研究員Corey Fine於5月25日到訪總商會，探討各地中小企業面對的主要挑戰，作為其研究的一部分。中小型企業委員會主席伍俊達和副主席李慧賢分享中小企業在港營商的經驗。

Taxation Committee 稅務委員會

At a Chamber roundtable luncheon on 30 May, Daniel Hui, China Tax Partner at KPMG, briefed members on the recent tax reforms announced by Premier Li Keqiang and the implications to foreign businesses as a result of such an extensive tax revamp. He also spoke on the latest preferential tax treatments in Mainland China for high-tech industries, SMEs and foreign investors.

畢馬威中國稅務主管許昭淳出席總商會5月30日的午餐會，向會員概述總理李克強近日宣布的廣泛稅改措施及其對外國企業的影響。

他還講解中國內地對高新科技產業、中小企業和外國投資者的最新稅務優惠政策。



Women Executives Club 卓妍社



Jennifer Chan, Chairman of the Women Executives Club, led a group of 15 members on a hike in the beautiful Luk Keng area of the New Territories on 26 May. Despite the intense heat, members completed the five-hour walk along green paths, passing by streams and ancient houses, and

卓妍社主席陳佩君於5月26日率領15位會員前往新界鹿頸遠足郊遊。在酷熱的天氣下，會員沿著翠綠的山徑前行，途經多條小溪和古舊的房子，還品嚐了傳統的鄉村菜作為午膳，順利完成了五個小時的路程。炎熱的天氣令是次行程比預期更具挑戰性，但會員依然非常享受這遠離繁囂的片刻，一同欣賞沙頭角海岸的大自然美景。

also enjoyed a relaxing lunch of some traditional village dishes. The hot weather meant that the hike was more challenging than expected, but members appreciated the opportunity to escape from the city and enjoy the scenery along the coast of Starling Inlet.

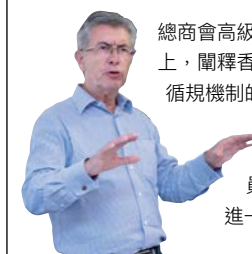
Chef Matthieu Godard, Master Teacher at the Institut Culinaire Disciples Escoffier, guided a group of WEC members in a step-by-step approach to make Lemon Meringue Tartlets at the Towngas Cooking Centre on 1 June. This tasting programme offered by Towngas is an introduction to the Diploma in Pastry offered by Disciples Escoffier.

法國廚師會Institut Culinaire Disciples Escoffier大廚Matthieu Godard於6月1日在煤氣烹飪中心指導多位卓妍社會員製作檸檬酥皮餡餅。是次體驗活動由煤氣烹飪中心安排，是Disciples Escoffier糕餅藝術文憑課程的入門班。



Talent Development 人才發展

Bill Brown, Senior Consultant at the Chamber, gave a talk on 5 June highlighting the major changes in Hong Kong's consumer protection ordinance and the importance of observing the compliance system. He also explained in detail the seven main offences, which include false description of goods and services, misleading omissions and aggressive commercial practices. Members also took part in group discussions on relevant case studies to gain further understanding of the implications of the ordinance.



總商會高級顧問Bill Brown於6月5日的研討會上，闡釋香港消費者保障條例的重大變動及遵守循規機制的重要性。他亦詳述七種主要罪行，包括對貨品和服務的虛假說明、誤導性遺漏和具威嚇性的營業行為。會員亦參與相關案例研究的小組討論，以進一步了解該條例的含意。

Eytan Lellouche, Laura Hoyos Salazar and Emma Laot from management consultancy Sia Partners Hong Kong spoke at a Chamber seminar on 6 June,



highlighting how data can be used to improve company performance. The speakers employed a number of real case examples to illustrate how organizations can extract value from data and demonstrated the application of commonly used tools and techniques.

管理諮詢公司Sia Partners（香港）代表Eytan Lellouche、Laura Hoyos Salazar和Emma Laot出席本會6月6日的研討會，講解如何利用數據來改善公司的業績。講者引用一些真實的案例，說明機構可如何從數據中取得價值，並示範常用工具和技術的應用。

Young Executives Club 卓青社



YEC invited newly elected Chamber Chairman Dr Aron Harilela to a Networking Luncheon at the Holiday Inn Golden Mile on 8 June. Hosted by YEC Chairman Eric Fok, participants discussed a wide range of topics including CSR activities, Hong Kong's competitiveness, youth development and sports. Members told Dr Harilela that they particularly enjoyed the casual networking activities organized by YEC, as they provide a good opportunity for members to get to know each other better. Such activities also help to attract more young people to join the Chamber and YEC.

卓青社於6月8日假金域假日酒店舉行聯誼午餐會，邀請總商會新任主席夏雅朗博士共晉午餐。當日午宴由卓青社主席霍啟山主持，與會者討論了廣泛的議題，包括企業社會責任活動、香港競爭力，以及青年發展和體育運動。會員向夏博士表示，他們尤其喜歡卓青社舉辦的休閒聯誼活動，讓他們可藉機增進彼此的了解之餘，還有助吸引更多年輕人加入總商會和卓青社。



The young groups of the four local Chambers (HKGCC, CGCC, CMA, FHKI) jointly organized a happy hour at STUDIO in Central on 29 May. YEC Chairman Eric Fok, Vice Chairmen Samuel Tsang and Olivia Kung, together with around 80 members from the four associations, joined the event to network, and to meet old friends and make new ones.

本地四大商會（香港總商會、香港中華總商會、香港中華廠商聯合會及香港工業總會）的年青行政人員於5月29日假中環STUDIO Club合辦歡樂時光聚會。卓青社主席霍啟山、兩位副主席曾昭武和龔海欣，以及逾80名來自四大商會的會員出席是次活動，與新知舊友歡聚聯誼。

A joint football practice took place on 28 May with The Chinese General Chamber of Commerce (CGCC) and the Hong Kong United Youth Association (HKUYA) at Southorn Playground in Wan Chai.

香港中華總商會與香港青年聯會於5月28日假灣仔修頓運動場一同進行足球訓練。

YEC Vice Chairman Samuel Tsang represented the club at the "Inaugural Meeting of the 2nd Executive Committee cum Greater Bay Area Cooperation Charter Signing Ceremony" organized by the Hong Kong Federation of Guangzhou Associations on 4 June.

卓青社副主席曾昭武於6月4日代表該社出席香港廣州社團總會舉辦的「青年委員第二屆執行啟動會議及約章簽署儀式」。

HKGCC MOBILE





Meet the New Chamber Chairman

In one of his first events after being elected as the new HKGCC Chairman, Dr Aron Harilela met with more than 100 members at our Meet the New Chamber Chairman Cocktail Reception on 14 June.

Dr Harilela thanked the Committee leaders and members for their support, and also gave thanks to his predecessor in the role, Stephen Ng. He was then joined by Chamber CEO Shirley Yuen, and General Committee Members Agnes Chan, Jennifer Chan, Neville Shroff, Emil Yu and Allan Zeman, for a toast.

Besides the opportunity to exchange views and ideas with the new Chairman, attendees also enjoyed networking with their fellow members in a relaxed environment over wine and canapes.





與新主席碰杯

總商會主席夏雅朗博士履新後的首個活動之一，是出席6月14日的「與新主席碰杯」酒會，與超過100位會員會面交流。

夏雅朗博士感謝理事會領導和一眾理事的支持，並向前任主席吳天海致謝。其後，他聯同總商會總裁袁莎妮及多位理事包括陳瑞娟、陳佩君、尼維利施樂富、于健安和盛智文學杯祝酒。

出席者除了有機會與新主席互換看法和意見，還可在輕鬆暢快的環境下與其他會員把酒言歡，享用美點。





A Smarter Way of Life 更智慧的生活方式

U.S. experts at Smart City Forum discuss innovations that are changing the urban environment
美國專家出席「智慧城市論壇」，討論創新技術如何改變城市環境

If Hong Kong gets smart city development right, we will not only enjoy the many advantages of a more efficient living environment, but we can also share our expertise with other cities. Ultimately, the sector could become a major industry for Hong Kong.

This is according to Dr David Chung, Under Secretary for Innovation and Technology, speaking at the Smart City Forum at the Chamber on 1 June.

However, he admitted that there was still work to do. Referring to a recent survey by the Chamber and KMPG, he said: “Where we didn’t do very well was the speed at which we are advancing – or not, as the case may be.”

To ensure that we don’t fall behind, the Government has made smart city development a key priority and more than 70 projects are under way, Chung said, including electronic ID and smart lampposts.

The Forum was co-organized with the U.S. Consulate General in Hong Kong and Macau. Themed U.S. Tech Driving Mobility, Big Data and AI in Smart Cities, the line-up included speakers from U.S. companies in various sectors that are playing a part in making our cities smarter.

Transforming transportation

The first session focused on smart mobility solutions. Kelvin Shum, Senior Director at Esri China (Hong Kong), gave an insight into the com-

pany’s GIS – geographic information system – software, which uses real-time data and collaboration to make cities more liveable.

Key to this is reducing pollution, so encouraging people to walk, cycle or use public transport is crucial. In the U.S. city of Portland, for example, live GIS data shows cyclists free bike lanes and available parking. Something similar could be done here, Shum suggested.

“In Hong Kong, the Transport Department has released a lot of valuable data to the public,” he said, “which can be used to build smart mobility applications for the road networks and reduce congestion.”

Charles So is Executive Director of Traffic and Transport Planning at

AECOM, a global engineering firm. Despite Hong Kong's very high public transport use, we still have a problem with congestion. In many parts of the world, the sharing economy is providing solutions to this issue.

"The younger population globally are keen on car sharing rather than owning a car," So said, although young Hong Kong people are more resistant to the idea.

Another important trend is a focus on the experience of travel, he added.

"People have different expectations of travel experiences, and they are now looking at a more seamless experience," he said. In the future, this may be a single online platform to organize different methods of transport, from buses to rental cars.

If Paul Doherty, CEO of The Digit Group, is correct in his predictions, we won't even need charging stations for autonomous and electric vehicles in the near future. Energy will come from renewable kinetic sources and "will be cheaper than coal in three years," he said.

His vision also includes buses that recognize passengers' faces and can deliver targeted advertising, and personal autonomous buses to solve the last mile problem. However, he added, manufacturers need to think in terms of the whole smart city ecosystem.

"The automotive industry is doing it all wrong – all of them," Doherty

said, "because they are thinking in a car-centric way."

A note of caution about technology developments was provided by Garrick Ng, Chief Technology Officer for Cisco in Hong Kong and Macao.

"Hackers are also very happy about the smart city movement," he warned.

Ng reported that when a hacker infiltrates a company, it takes an average of 100 days before they are discovered. Often, the business only finds out when they hear from the police.

He gave a number of examples to show how much damage can be done, such as the US\$2.6 million theft from ATMs in Taiwan in 2016.

However, it is not all bad news, and Ng showed how more visibility could give early warning. In the Taiwan case, unusual activity had been going on for some time before the robbery took place, and more transparency could have flagged this up for investigation.

Big data developments

The second session focused on big data and artificial intelligence (AI). Asif Lakdawala, Principal Consultant of IoT and Digital Transformation at SAS, shared how big data is powering smart city development and will increasingly influence policy.

Lakdawala also noted that residents will have a major influence, particularly in areas like transport and healthcare.

"The performance of smart cities will be judged by how they are seen by citizens," he said.

In transportation, SAS technology has been developed that can classify different types of drunk drivers and pinpoint when they are likely to be on the roads.

Ann Moore, director of OSISOFT, gave examples of where the company's PI system of data analysis is already in action. One of these is University of California San Diego, which uses PI to monitor the whole campus to enable it to become largely self-sufficient in energy consumption.

"The campus is a city within a city; it is in itself a power grid," she said.

Carnegie Mellon University is another institution using PI, and its School of Architecture is now zero waste, zero energy, Moore reported.

But to translate these successes to wider use in cities needs "a strong political vision," she said. "Don't just talk, we need action. It's all about cooperation."

Most people do not associate Microsoft with technologies like AI, acknowledged Fred Sheu, National Technology Officer at Microsoft Hong Kong. In fact the company uses AI even in its Outlook email platform. And it is also developing smart city technologies in areas including speech recognition, education and pollution.



Where (Hong Kong) didn't do very well was the speed at which we are advancing.

—Dr David Chung, Under Secretary for Innovation and Technology

本港表現較為遜色的是發展速度。

—創新及科技局副局長鍾偉強博士



In Hong Kong, Sheu said that the company's technology will help to make businesses more efficient and successful.

"Our commitment to Hong Kong is that AI will transform every business and will amplify their ingenuity."

Julie Brandt, President of Otis Elevators in Hong Kong, Macao and Taiwan, gave an insight into the latest developments in vertical transportation – a crucial sector in such a densely populated city as Hong Kong.

"We are a traditional business that is trying to make a difference in Hong Kong and move the smart city agenda forward," she said.

It is 130 years since Otis installed the first lift in Hong Kong. Today, there are about



70,000 lifts in the city, but 50% are more than 20 years old, she explained.

One of the latest developments is a warning system that lets operators know of problems



before they occur, so shutdown time is minimized.

"We can track the health of the door system, for example, and see if it is trending sick," she explained.

As cities around the world are working towards becoming smarter, global standards will help in their smooth development, and also protect against hackers. Dr KF Tsang, Immediate Past Chairman of the Cloud and Wireless Technical Committee at the IEEE Standards Association, explained how global standards in Internet of Things technology will improve efficiency, drive revenue and enable cities to plan ahead.

Besides the speakers' presentations, there were two panel discussions, moderated by Nicholas Brooke, Chairman of Professional Property Services, and Jason Ngan, Honorary Secretary of the Smart City Consortium.

Also at the event, Chamber Chairman Dr Aron Harilela signed a partnership agreement with the U.S. Consul General Kurt Tong to strengthen collaboration and enhance commercial ties between Hong Kong and the United States. Consul General Tong also signed an agreement with Elizabeth Quat from the Smart City Consortium. ❀

如 果香港成功發展為智慧城市，我們不但享受到一個更高效的生活環境帶來的眾多好處，還可與其他城市分享我們的專業知識，進而讓業界成為本港的重要產業。

創新及科技局副局長鍾偉強博士出席本會6月1日的「智慧城市論壇」時如是說。

然而，他承認仍要多下工夫。他引述總商會與畢馬威最新發表的調查報告，表示：「本港表現較為遜色的是發展速度——抑或根本毫無寸進，這需視乎何種情況而定。」

為確保我們不會落後於人，鍾博士指出政府已把智慧城市發展定為優先要務，並正開展超過70個項目，包括電子身份證及智能燈柱。

是次論壇由總商會與美國駐港澳總領事館合辦，主題為「美國科技推動智慧城市的流動性、大數據和人工智能發展」，邀得來自美國不同行業的企業代表，分享如何為智慧城市的發展出一分力。

交通轉型

論壇第一節探討智慧出行方案。Esri 中國（香港）高級總監沈永倫介紹其公司的GIS（地理資訊系統）軟件如何利用實時數據和協作，讓城市變得更宜居。

當中的關鍵在於減少污染，因此鼓勵市民步行、踏單車或使用公共交通工具至關重要。以美國波特蘭市為例，GIS即時數據會向騎單車人士顯示哪裡有免費的單車道和可供使用的泊位。沈永倫建議香港也可推行類似的系統。

他說：「在香港，運輸署向公眾發放了許多寶貴的數據，可用於開發道路網絡的智慧出行應用程式，以及減少交通擠塞。」

蘇洪德是環球工程公司AECOM的交通運輸規劃執行董事。儘管香港有很高的公共交通使用率，但我們仍面對交通擠塞的問題。在全球許多地方，共享經濟正為這個問題提供解決方案。

雖然香港的年輕人對這個概念較為抗拒，惟蘇洪德指出：「世界各地的青年人都喜歡共享汽車，多於自己擁有一輛汽車。」

他又說，另一重要趨勢是著重行程體驗。

他說：「人們對行程體驗有不同的期望，他們現正追求更無縫的體驗。」這可以是單一的網上平台，以安排不同的交通方式，例如從巴士以至出租車等。

假如如捷集團總裁保羅·多赫迪的預



言成真，在不久的將來，我們甚至無需為自動駕駛和電動汽車設置充電站，而是由可再生的動能提供能源，而且「價格會在三年內比煤更便宜」。

他的願景還包括可識別乘客面孔的巴士、目標定向廣告，以及能夠解決交通銜接問題的個人自動駕駛巴士。但他補充，製造商需要從整個智慧城市生態系統的角度作出考慮。

多赫迪說：「汽車業的做法完全錯誤，因為他們的思維方式只以汽車為中心。」

思科香港、澳門及台灣技術總監伍偉強告誡，要對科技發展保持謹慎的態度。

他警告：「黑客亦很高興看到智慧城市的發展。」

伍偉強解釋，黑客潛入公司後，平均要100天才會被發現，而企業往往要待警方通知，才得悉出了事故。

他引用了若干例子，說明它們所造成的損害，例如2016年在台灣發生、涉及260萬美元款項的自動櫃員機盜竊案。

不過，也非全是壞消息。伍偉強認為增加可見度可起到預警作用。就台灣的事例而言，在盜竊發生前的一段日子已有不尋常的活動正在進行，若當初有更大的透明度，或可引起銀行的關注，繼而展開調查。

大數據發展

第二節集中討論大數據和人工智能。賽仕軟件研究有限公司（SAS）物聯網及數碼轉型首席顧問Asif Lakdawala分享大數據如何推動智慧城市的發展，並日漸影響決策。

Lakdawala亦指出，市民將有重大的影響力，尤其是在交通和醫療等範疇。

他說：「智能城市的表現將由市民的觀感來判斷。」

交通方面，SAS開發了一項技術，能夠把酒後駕駛者分類，並推測他們可能在路上出現的時間。

傲時軟件技術（上海）有限公司大中華區總經理安莫講解該公司的數據分析系統PI的應用實例。例如，加州大學聖地牙哥分校利用PI監察整個校園，使其在能耗方面基本上能夠做到自給自足。

她說：「校園是城中之城；本身就是一個電網。」

卡內基梅隆大學是採用PI的另一間院校。安莫報稱，該校的建築學院已實現零垃圾、零能耗。

她又指出，要把這些成功的經驗轉化為更廣泛的應用，就要有「遠大的政治願景」。「別只空談，我們要坐言起行。關鍵在於合作。」

微軟香港有限公司香港區域科技長許遵發承認，大多數人不會把微軟與人工智能等技術聯繫起來。事實上，該公司甚至把人工智能技術應用在其Outlook電郵平台，並且正在語音識別、教育和污染等範疇開發智慧城市技術。

在香港，許遵發認為公司的技術可助企業提高效率 and 業績。

「人工智能將為所有公司帶來變革，



並提升他們的創造力，這是我們對香港的承諾。」

奧的斯電梯香港有限公司總經理彭祖琳闡述垂直運輸的最新發展。在香港這類人口稠密的城市，垂直運輸可說是關鍵的行業。

她說：「我們是一家傳統企業，嘗試為香港帶來改變，並推進智慧城市議程。」

她解釋，自奧的斯在香港安裝首部升降機至今，已有130年的歷史。今時今日，全港約有七萬部升降機，但有一半已使用超過20年。

其中一項最新發展是一套預警系統，可讓營運商能在問題出現前及早察覺，從而把停機時間減至最少。

她解釋：「例如，我們可追蹤升降機門系統的狀況，查看有否故障的傾向。」

隨著各地城市致力變得更智能化，全球標準可助他們順利發展，並防禦黑客的攻擊。IEEE Standards Association雲端及無線技術委員會前任主席曾劍鋒博士剖析物聯網技術的全球標準將如何改善效率、帶動收入，以及讓城市能夠預先作出規劃。

大會除了邀得多位講者發表演說，還設有兩個專題討論環節，由Professional Property Services主席蒲祿祺及智慧城市聯盟秘書長顏林軍主持。

會上，總商會主席夏雅朗博士與美國總領事唐偉康簽署一項夥伴關係協定，以加強港美兩地的合作，促進商務聯繫。唐偉康亦與智慧城市聯盟的葛珮帆簽署一項協定。✿





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Sports Clubs Face Scrutiny

體育會面臨審查

Private clubs under PCL policy may need to pay a land premium or open further to the public to ensure they benefit the community

私人遊樂場地契約政策下的私人會所可能需支付地價或進一步開放予公眾，確保惠及整個社會

Hong Kong's acute shortage of land means that the current review of the Private Recreational Lease (PCL) policy on sports and community clubs is a hot topic. This review also dovetails with the wider consultation on land supply, with both consultations concluding in September.

Yeung Tak-keung, Commissioner for Sports, spoke at a Chamber roundtable on 28 May about the recommendations of the Home Affairs Bureau (HAB) on how to reform the PCL policy to benefit more Hong Kong citizens.

The current PCL policy is largely based on that formed in the 1970s, Yeung explained. It was changed in 2011 to require lessees to open to

outside bodies for a minimum of 50 hours per month.

Of 66 PRL sites, 39 are held by 24 community organizations, while 27 are held by 24 private sports clubs. It is the private sports clubs that are proving to be controversial, Yeung said.

“Some are doing well in promoting sport and in opening up to the community, but in the past ten years we have received complaints about some of them.”

These complaints include that the clubs are not fulfilling their mandate of promoting sports, or are breaching their lease conditions by a variety of profit-making ventures. The public is also concerned about the use of land which could be used in other ways

that would be of more benefit to the wider community. Also, the 50 hours commitment is not enough, given the demand for sporting facilities.

The HAB has come up with a series of recommendations on private sports clubs. Firstly, they should be assessed to see if they can justify their inclusion in the PRL programme – whether through promoting sports in the community, supporting elite sports or promoting Hong Kong internationally.

Currently, these private sports clubs are charged a nil or nominal land premium. Given the high value of land and strong demand in Hong Kong, it can be argued that some of these clubs take up an extensive amount of land, are located in prime

urban areas, or have a limited number of users.

The HAB has recommended that these clubs should be charged a land premium at one-third the full market value. However, if they can show that they are fulfilling a “quasi-public” role, they may be granted a special lease with a nominal land premium – similar to community organizations.

The further opening up of sports facilities is another key HAB suggestion. Yeung gave the example of 18 sites held by private sports clubs that together only made around 13% of their capacity hours available to other organizations.

“We consider that there is capacity for clubs to open up more,” he said. “We recommend that 30% of capacity should be eligible for use by outside bodies.”

Another recommendation is that non-members of the clubs should be able to use essential supporting facilities such as toilets when they are using the sports facilities. This recommendation is necessary, as Yeung explained: “Some clubs, when they open up their sports facilities, for example to schools, do not allow the students to use the changing rooms or other facilities.”

There will also be increased scrutiny of the sort of shops and services that are being run on the site to ensure they are relevant. Yeung noted that some “strange” facilities have cropped up such as barber shops.

Responding to questions from the audience about the difficulty some private clubs may face when meeting the cost of a land premium, Yeung said that there were a number of options available. For example clubs could opt to become a community organization, or open up their membership and charge lower fees.

Yeung also talked about the wider provision of sports facilities in Hong Kong. He noted that while some sites have been closed, the Government has opened others and is also devel-

香港面對土地嚴重短缺，政府目前就體育和社區會所展開的私人遊樂場地契約政策檢討，自然成為城中熱話。是次檢討亦配合另一更廣泛的土地供應諮詢，兩者均於9月結束。

體育專員楊德強出席總商會5月28日的午餐會，講解民政事務局提出的私人遊樂場地契約政策改革建議，讓更多香港市民受惠。

楊德強指出，現行的私人遊樂場地契約政策主要以1970年代的政策為基礎，其後於2011年修訂，要求承租人每月開放不少於50小時予外界團體使用。

現時66幅私人遊樂場地契約用地中，有39幅由24個社區組織持有，其餘27幅則由私人體育會持有。楊德強表示，目前備受爭議的是私人體育會持有的用地。

他說：「部分私人體育會在推廣體育運動和對外開放方面做得很好，但在過去10年，我們也收到一些投訴。」

這些投訴包括體育會沒有履行推廣體育運動的職責，又或是舉辦各種牟利活動而違反契約條款。公眾亦關注到，該等土地可作其他用途，為廣大社區帶來更大的裨益。另外，考慮到社會對體育設施的需求，體育會承諾開放50小時並不足夠。

民政事務局已就私人體育會提出一系列建議。首先，他們應接受評估，以判

斷是否符合私人遊樂場地契約計劃的條件，包括在社區推廣體育運動、支援精英體育，以及向國際推廣香港。

現時，這些私人體育會獲政府免收地價或收取象徵式地價。鑒於香港地價高昂、需求殷切，部分體育會可謂佔用了大量土地，又位處市區主要地段，而且使用人數有限。

民政事務局建議向這些體育會徵收十足市值地價的三分之一。然而，如果他們能證明其營運模式為「半公共」性質，則或可以象徵式地價獲批特殊用途契約，情況與社區組織相似。

進一步開放體育設施是民政事務局的另一項重要建議。楊德強以私人體育會持有的18幅用地為例，說明這些設施對外開放的時數合計起來僅佔可使用時數總量約13%。

他說：「我們認為，體育會可增加對外開放設施的時數，並應開放其體育設施可使用量的30%予合資格外界團體使用。」

另一建議是，私人體育會的非會員在使用體育設施時，應可同時使用廁所等基本配套設施。楊德強解釋：「部分體育會開放體育設施予公眾使用時，例如學校，並不允許學生使用更衣室或其他設施。」因此，這項建議有其必要。

當局還將加強審視場所經營的商店和服務種類，確保用途適切。楊德強指出，有場地出現了一些「莫名奇妙」的設施，如理髮店等。

對於有與會者提出部分私人體育會或難以承擔地價費用，楊德強回應表示還有其他方案可供選擇。例如，體育會可選擇轉型為社區組織，或開放其會籍，並收取較低廉的會費。

楊德強亦提及香港提供的其他廣泛體育設施。他解釋，雖然部分地方不對外開放，但政府已開放其他場地，並正發展新的體育設施，包括啟德的大型發展，那裡除了有新建的體育館，還將設有各式各樣的體育和休閒設施。他總結說：「政府將繼續在體育運動領域作出投資。」

oping new sports facilities. These include the major development at Kai Tak which will have a wide range of sporting and leisure facilities in addition to a new stadium. “Government investment in sport will continue,” he concluded. ❀





Creating Energy From Waste

轉廢為能

Members enjoy an eye-opening visit to futuristic sludge treatment site at T · PARK

會員考察T · PARK [源區] 的污泥處理設施，大開眼界

The last thing anyone would expect to find at a sludge treatment facility is a relaxing thermal spa and an aromatic roof garden. The genius of T · PARK in Tuen Mun lies in the clever masking of the odour from the landfill nearby, together with a modern design that keeps the treatment system out of sight.

One of the most advanced facilities of its kind in the world, T · PARK combines various technologies into a single futuristic complex. The facility boasts such capabilities as power generation and desalination, which are fuelled by sludge incinerators with a treatment capacity of up to 2,000 tonnes per day.

Through its advanced incineration system, T · PARK can reduce the volume of sludge by 90%, easing the burden on landfills. Heat generated from the incineration process can be recovered for electricity generation to meet on-site operational needs. Surplus electricity generated

is then channelled into the public power grid to meet the needs of up to 4,000 households.

In addition, a policy of zero wastewater discharge has been adopted, so all wastewater is treated and reused for irrigation, flushing and cleaning purposes. The facility houses a seawater desalination plant that produces fresh water for use on-site while rainwater is collected for non-potable use.

Forty Chamber members visited T · PARK on 31 May and had the opportunity to get a close-up look at the incinerator, turbine and condenser featured in the power generation system. They also learned more about the treatment process from the interactive exhibition.

The avant-garde architecture and cutting-edge operation system helped VW-VES (HK), the contractor of T · PARK, win the Innovation and Creativity Certificate of Merit at the 2016 Hong Kong Awards for Industries. 🌸

誰會想到在一所污泥處理設施內，竟設有休閒舒適的水療池和鳥語花香的天台花園？位於屯門的T · PARK [源區] 之特色，在於巧妙地掩蓋附近堆填區的氣味，揉合現代化的設計，把整個處理系統隱藏起來。

T · PARK [源區] 是一座充滿未來感的綜合建築，集多種科技於一身，是全球同類設施中最先進之一。該設施結合發電和海水化淡等功能，由每天能夠處理 2,000公噸污泥的焚化爐推動。

T · PARK [源區] 利用先進的焚化系統，把污泥的體積大減九成，減輕了堆填區的負擔。焚化過程產生的熱能會被回收及轉化為電力，應付設施運作所需，而剩餘的電力則會輸出至公共電網，足夠為 4,000戶家庭供電。

該設施還實行零污水排放政策，所有污水經處理後會循環再用，作灌溉、沖廁和清潔用途。廠房亦設有海水化淡設施，提供設施用水，並會收集雨水作非飲用用途。

40位總商會會員於5月31日考察T · PARK [源區]，並有機會近距離一睹由焚化爐、渦輪機和冷凝器組成的發電系統。透過互動展覽，他們亦進一步認識污泥處理過程。

這座前衛的建築物和頂尖的運作系統協助T · PARK [源區] 的承辦商VW-VES (HK) 在「2016香港工商業獎」中贏得「創意優異證書」。 🌸

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Young Executives' Trip to Tokyo

卓青社考察東京

Tea ceremonies, sake tasting and business innovations on the menu for YEC Executive Committee's visit to Japan

卓青社委員會赴日本探索當地茶道、品嚐清酒和發掘商業創新

The Executive Committee of the Chamber's Young Executives Club (YEC) enjoyed a packed schedule of business meetings and cultural activities in Tokyo during their annual trip.

Led by YEC Chairman Eric Fok, the group of 15 members arrived in Tokyo on 16 May for a four-day visit to explore Japan's latest smart city and technology innovations, and also take part in social and team-building activities.

The group visited a number of Japanese companies to learn about their latest innovations – including getting a glimpse of some projects that are not yet on the market.

Makoto Yoshida, General Manager of Nissan Motor Corporation, explained the company's R&D objectives in the electric vehicle field. The group also got a close up look at some of the company's

models in development.

NEC and Hitachi demonstrated their cloud computing and Internet of Things technologies and showed members how these applications can be used in a variety of scenarios and contribute to smart city development.

Japan is well known for its corporate culture and the global success of major companies like Nissan, NEC and Hitachi. But the flip side to this is that the country has faced some challenges in creating an ecosystem for entrepreneurs and start-ups. Members had a meeting with Yoshi Ishii, Director of the New Business Policy Office at Japan's Ministry of Economy, Trade and Industry (METI), to discuss this issue and hear how the Japanese government is encouraging new ventures.

The group also had the opportunity to meet Kohzo Tashima, Presi-

dent of the Japan Football Association and a former international football player, at his office, and visited the Japan Football Museum to learn how the sport has enriched Japan's reputation internationally.

On the cultural side, members attended a formal tea ceremony session at the Yokohama Royal Park Hotel, the second tallest building in Japan. Traditional Japanese sweets were served while members observed the formal art of preparing tea. Members enjoyed learning about this key element of Japanese culture, although some reported that they struggled with sitting on the floor with their knees bent for the duration of the session.

Tea was not the only traditional Japanese beverage on the menu. During a visit to the Japan Sake and Shochu Information Center, General Manager Shuso Imada provided

an introduction to sake. Members tasted five different types of this rice wine including sparkling, unpasteurized and matured, and were surprised to learn that there is a wide variety in taste among the different types of sake.

The Tokyo visit, which was arranged with the help of NEC Corporation and JETRO Hong Kong, was the YEC Executive Committee's second annual trip, following the visit to Nansha in Mainland China last year. These visits have proved to be a great success in building relationships and creating the foundations for lasting friendships among YEC members.

Executive Committee members said the experience of this trip would help them to plan more fun and interesting activities to engage members and build friendships while cultivating constructive networks. 🌸

總 商會卓青社委員會最近赴東京進行年度考察。此行行程緊密，會員除了出席多個商務會議，還參加了不同的文化活動。

在卓青社主席霍啟山的率領下，15位會員於5月16日抵達東京，展開為期四天的考察之旅，探索日本最新的智慧城市和科技創新，並參與社交和團隊建設活動。

代表團訪問了多家日本公司，了解他們最新的創新發展，包括一窺一些尚未推出市場的項目。

日產汽車總經理吉田誠闡述該公司在電動汽車領域的研發目標。團員亦細察該公司正在開發的部分型號。

日本電氣和日立展示其雲端運算和物聯網技術，並向會員示範這些科技如何應用在各種場景，為智慧城市的發展作出貢獻。

日本素以企業文化和大型公司如日產、日本電氣和日立的環球成就而享負盛名。但另一方面，當地為企業家和初創企業創建生態系統時，也面對不少挑戰。團員與日本經濟產業省新規產業室長石井芳明會面，探討這個問題，並了解日本政府如何鼓勵創業。

考察團還有機會拜訪日本足球協會總裁兼前國際足球運動員田嶋幸三，並參觀日本足球博物館，了解這項運動如何提升日本的國際聲譽。

文化方面，會員前往日本第二高的建築物——橫濱皇家花園酒店，體驗正統的茶道禮儀。會員一邊觀賞正宗的泡茶藝術，一邊品嚐傳統的日式甜點。在茶道儀式進行期間，所有賓客需全程席地屈膝而坐，部分會員雖說有點吃力，但普遍都很投入了解日本這種獨特的文化要素，樂在其中。

茶並非唯一的傳統日式飲料。一行人參觀日本酒情報館期間，總經理今田周三介紹多款清酒。會員品嚐了五種不同類型的米酒，包括有氣清酒、生清酒和熟成清酒，並對各種清酒帶出的不同味道感到驚喜。

繼去年到訪內地南沙後，是次東京之旅是卓青社委員會第二次舉辦的年度考察團，由日本電氣和日本貿易振興機構協助安排。這些考察團十分成功，有助卓青社的會員建立關係和友誼。

委員會成員表示，是次體驗可助他們策劃更多有趣的活動，以促進會員的交流和友誼，同時建立實用的聯繫。 🌸





Putting SEO to Work

搜尋引擎優化實踐

Companies can find more customers by boosting their presence on Google
企業可增加自己在Google的曝光率，從而物色更多客戶

If you are a business owner looking for new customers, you really need to be on the first page of Google, said Vishwas Thakkar, Founder and Head of Digital Strategy, Concinnity. Thakkar explained the importance of Search Engine Optimisation, or SEO, for companies at a Chamber roundtable luncheon on 15 June.

“Imagine the amount of business you get by being in the right place at the right time,” he said. “If your website can’t be found, it’s like if your clients can’t find your office.”

Keywords, building links and generating regular new content like blog posts are some of the ways to improve your rankings. However, things have changed since a few years ago, and Google does not like companies trying to game the system, Thakkar said. There are ways to get to the top of the search results quickly, but you will likely be penalized by Google. Successful

SEO depends on a steady approach which will take several months.

But there are legitimate ways to speed up the process, as Tina Goguia, Founder of Pandasia Digital and a former staffer at Google and Facebook, explained.

She gave an introduction to Google AdWords, a paid-for service. The chief benefit is that it is an immediate way to get your business to the top of the search results. Google has other services including Google Analytics, Google Trends and a Keyword Planner, which do not require a great deal of technical knowledge to use.

Goguia noted that Hong Kong is less advanced than Europe or the United States when it comes to online advertising, so there is potential for growth.

“Hong Kong is a very specific market,” she said. “A lot of companies are still using quite traditional marketing, but the customers and sales are moving online.”

假如你是業務東主，而又正在尋找新客戶，那麼你就要令公司的網站登上Google搜尋結果的首頁，Concinnity創辦人兼數碼策略主管Vishwas Thakkar如是說。Thakkar在總商會6月15日的午餐會上，解釋搜尋引擎優化（SEO）對企業的重要性。

「想像一下，在適當的時間和地點出現，可為你帶來多少的生意額？」他說：「如果人們找不到你的網站，就等於你的客戶找不到你的辦公室。」

關鍵字、建立連結和定期更新內容如網誌貼文，是提升公司網站排名的其中一些方式。然而Thakkar表示，情況自數年前已有所改變，Google不想系統為企業所利用。總有方法助你迅速登上搜尋榜首，但你很可能會受到Google處分。成功的SEO取決於策略的穩定性，並需持續實踐數月。

Pandasias Digital創始人及Google和Facebook前職員Tina Goguia闡釋，企業也可採用合法的方式來加快這個過程。

她介紹Google的付費服務AdWords，其主要優點是可即時讓你的公司躋身搜尋排名前列。Google還推出了Google Analytics、Google Trends和Keyword Planner等其他服務，無需精通技術知識也可使用。

Goguia指出，香港在網上廣告方面不及歐美先進，因此有潛力進一步增長。

她說：「香港市場十分特殊。許多公司仍然沿用傳統的市場營銷方式，但客戶和銷量已紛紛轉移到網上去。」



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「一帶一路」 交流酒會

總商會於6月22日舉行「一帶一路」交流酒會，會員有機會與「一帶一路」沿線國家和地區的官員和商界人士會面交流。是次活動由中國委員會與亞洲及非洲委員會合辦，吸引近200名來賓和會員出席。

來自香港特區中聯辦的官員、19個亞洲及非洲國家的總領事和代表，以及來自內地20多個省市的商務代表亦有出席是次活動，以建立聯繫，並加強「一帶一路」沿線地區之間的交流。

總商會常務副主席王冬勝歡迎一眾來賓，並為當晚活動圓滿舉行和「一帶一路」倡議的光明前景舉杯祝酒。✿





Belt and Road Cocktail Reception

Chambers members enjoyed a great opportunity to meet officials and businesspeople from countries and regions along the routes of the Belt and Road Initiative at our Cocktail Reception on June 22. Almost 200 guests and members attended the event, jointly organized by the China Committee and Asia & Africa Committee.

Officials from the Central Liaison Office in HKSAR, Counsels General and Country Representatives from 19 Asian and African countries, and business representatives from over 20 provinces and cities in the Mainland were among those who attended the event to forge new connections and enhance the ties between the different Belt and Road regions.

HKGCC Deputy Chairman Peter Wong welcomed all the guests and gave a toast to the success of the evening and a bright future for the Belt and Road Initiative. 🌸





Creative Thinking to Hone Competitive Edge 創意思維提升競爭優勢

How does a company become innovative? What does the process of creativity involve? To remain relevant and competitive, businesses have to keep their fingers on the market pulse. To help Hong Kong companies find answers to these questions, the Chamber organized a seminar on 24 May featuring two business-savvy operators and a leading academic on Creativity, Design and Service Innovation in Business.

The more than 100 participants were able to pick the brains of Duncan Chiu, Chairman of Lai Yuen; Max Lee, Director of Idea Fanatics; and Professor Cees de Bont, Dean of the School of Design at the Hong Kong Polytechnic University, who offered their insights into ways for companies to hone their competitive edge.

The speakers discussed Hong Kong's advantages as a location for start-ups, including strong corporate governance, data protection, free flow of information, as well as its cosmopolitan culture. Hong Kong is also well positioned to reap the benefits of

the Greater Bay Area and Belt and Road initiatives.

But to make the most of these opportunities, companies need to make innovation and creativity an integral part of how they operate. Practical measures include creating new ways for people to interact meaningfully through design, and finding innovative methods to improve customer experience.

William Lai, Vice Chairman of the Chamber's Industry & Technology Committee, introduced the speakers. "Innovation and creativity have become the new qualities that companies are doing their best to harness in order to rise above the competition and win market share," he said.

During the seminar, participants also learnt about the Innovation and Creativity category of the 2018 Hong Kong Awards for Industries, which is organized by HKGCC. Thinex Shek, the Chamber's Director of Certification Services, gave a detailed explanation of the selection criteria for the Award, and provided tips for success by highlighting the characteristics of some of the past winners.✿

企業如何創新？創意過程又涉及甚麼？要緊貼時勢和保持競爭力，企業必須抓緊市場脈搏。為協助香港企業解答以上問題，總商會於5月24日舉辦研討會，邀得兩位經驗豐富的企業家和一位研究商業創意、設計及服務創新的著名學者一起進行討論。

逾100位參加者細聽荔園有限公司主席邱達根、Idea Fanatics總監李劍璋及香港理工大學設計學院院長方啟思分享各自對企業如何提升競爭優勢的見解。

三位講者討論香港作為初創企業基地的優勢，包括良好的企業管治、資料保障、資訊自由流通，以及大都會文化。香港亦處於有利位置，可從大灣區和「一帶一路」倡議中獲益。

然而，要充分把握這些機遇，企業需把創新創意融入成為日常營運的一部分。實際措施包括利用商業設計創造新的互動方式，促進有意義的溝通，以及尋求創新的方式來改善客戶體驗。

總商會工業及科技委員會副主席黎元輝表示：「創新、創意已成為企業需具備的新特質。為了從競爭中脫穎而出，並在市場上贏得一席之地，企業正積極發揮創新創意。」

會上，與會者還深入了解「2018香港工商業獎：創意」獎項的詳情，總商會是創意組別的主辦單位。總商會簽證部總監石平佛詳述有關獎項的評選準則，並介紹過往部分得獎企業的特質，分享致勝之道。✿



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A World of Opportunities 機遇處處

A visit to ExxonMobil Hong Kong (EMHK)'s Tsing Yi Terminal on 13 April gave a group of students from Fukien Secondary School the opportunity to get a close-up look at the facilities. Their tour included the truck loading area, LPG cylinder filling shed, barge loading facility, main pier and the outside tank area. As well as learning how the terminal operates, the students also heard how important safety is on site.

On 26 April, Shek Wai Ming, Asia Pacific Market Planning and Real Estate Manager of EMHK, visited the school to give a talk about his long and diversified career, providing the students with an insight into the various career options available in the energy sector.

During his 24 years at the company, Shek has worked for a number of different departments across different regions – highlighting one of the benefits of working for a global firm.

“As a multinational corporation, ExxonMobil has the advantage of equipping employees with a broad range of skills and cultural competencies by putting them in various departments and locations,” Shek



said. He encouraged the students to explore the world outside Hong Kong, and showed them a selection of photos from his experience working abroad and business trips overseas.

Shek also gave some more general advice on the skills that will help students become attractive potential employees.

“Companies are always looking for candidates who are adaptable, and who have solid communication skills, team spirit and a strong sense of responsibility,” he said.

“In addition, it is also important for employees to share the same core values as the employer to maintain a successful and sustainable relationship.”

福建中學一班學生於4月13日參觀埃克森美孚香港的青衣油庫，有機會近距離考察各項設施，包括缸車台、石油氣入樽台、駁船落油、大碼頭及燃油儲存區域。同學們除了認識油庫的運作，還了解到工地安全的重要性。

其後，埃克森美孚香港亞太區市場策劃及資產部經理石偉明於4月26日到該校演說，細說其漫長而又多元化的職業生涯，讓學生深入了解能源業提供的各種職業選擇。

石偉明已效力該公司24年，期間先後任職不同地區的多個部門，可見這是在環球企業工作的好處之一。



他說：「埃克森美孚作為一家跨國公司，具備有利的條件，可派遣僱員到不同的部門和地區工作，從而讓他們學習廣泛的技能和文化知識。」他鼓勵學生探索香港以外的世界，並向他們展示多張照片，分享他的海外工作和公幹經驗。

石偉明亦建議學生掌握一些技能，協助他們成為具吸引力的準僱員。

他表示：「企業一直尋找具適應力的僱員，還要有良好的溝通技巧、團隊精神和強烈的責任感。」他補充：「此外，僱員與僱主的核心價值必須一致，才能維持成功和持久的合作關係。」

Learning Interview Skills at Hongkong Land 到訪香港置地學習面試技巧

Students from Sacred Heart Canossian College got some valuable practice in interview techniques during a visit to property company Hongkong Land Limited on 27 April. Staff from different departments took part in a role play exercise with

the students to demonstrate some examples of interview situations and show what to do and, just as important, what not to do during interviews.

After learning about the company, students were given a guided tour of

some of the buildings owned and managed by Hongkong Land. They also got an insight into the workflow of the customer services and building management departments, and learned how the different departments coordinate with each other to keep everything running smoothly.



嘉諾撒聖心書院的學生於4月27日參觀地產發展商香港置地有限公司，並進行實用的面試技巧訓練。來自不同部門的員工與學生進行角色扮演活動，模擬面試時可能出現的情境，並示範面試的宜忌。

各人了解公司的歷史後，由員工帶領參觀由香港置地擁有和管理的部分建築物。同學們亦深入認識到客戶服務和樓宇管理部門的工作流程，並親身體驗不同部門如何互相協調，以保持一切運作暢順。

Beyond Racing at the Jockey Club 賽馬以外的業務

Eric Lee, Learning and Development Support Manager of the Hong Kong Jockey Club, spoke to a group of students from Munsang College who visited the Jockey Club's Shatin Communications and Technology Centre on 11 May.

After sharing the story of the club's history, he used a light-hearted quiz to introduce the students to the range of activities that the club is involved with in addition to its well-known horse-racing and gaming segments – particularly its charity work. Students then toured the centre to learn more about the training facilities and working environment.

The tour ended with a visit to the stables where students were able to feed some of the retired racing horses. They also had the opportunity to talk to some of the trainee jockeys to get a glimpse into their day-to-day work.



民生書院一班學生於5月11日考察賽馬會沙田通訊科技中心。香港賽馬會培訓及發展部經理李英傑為他們演說。

他先分享賽馬會的歷史，再以輕鬆的小測驗形式，為學生介紹馬會在眾所周知

的賽馬和博彩業務以外所從事的各種活動，尤其是慈善工作。學生其後參觀中心，深入了解其培訓設施和工作環境。最後，同學們還到馬房餵飼一些退役馬匹，亦有機會與多位賽事見習學員互动交流，一窺他們的日常工作。

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9 July

Town Hall Forum Series:
Simon Peh Yun-lu,
Commissioner of
Independent Commission
Against Corruption



25 July

How to
Collaborate With
and Influence
Others



What's On Listings

(Our events in July)

JULY

July

9

Town Hall Forum Series: Simon Peh Yun-lu,
Commissioner of Independent Commission
Against Corruption

10

Seminar: Enabling Next Generation Leaders to
Lead a Diverse Team

Visit to Ricoh – Promoting Employee Engagement
and Productivity in the Future Workplace

11

Seminar: Blockchain 101 – What Is It and How
Does It Impact The World

Workshop: Smart Purchasing Strategies and
Management Skills

12

Workshop: Reduce Your Fear and Speak Up at
Your Presentation

Seminar: Personal Reputation Management
– How to Protect and Enhance Your Reputation?

Enterprises Sharing: Visit to Mobile Game
Developer Mad Head

Economic Policy Committee Meeting

Policy Address Forum (English)

YEC Happy Hour @ Bib n Hops

13

Policy Address Forum (Cantonese)

Roundtable: What's next for GDPR?

Visit to Victoria Dockside

16

Membership Committee Meeting

Taxation Committee Meeting

17

Workshop: New Rules for Shareholders &
Directors under the New Companies Ordinance

New Members Welcoming Reception

18

Guizhou Study Mission: Big Data Industry

Workshop: WeChat Marketing

19

Workshop: NSFW - Not Safe For Work

24

Workshop: Clarity, Brevity and Impact

25

Training: How to Collaborate With and Influence
Others



Invitation to the HKGCC Business-School Partnership Programme 2018-19

Since 2001, the Chamber's Business-School Partnership Programme has been providing a platform to connect companies with secondary schools, which facilitates direct communications between students, teachers and business executives to understand and learn from each other. As a major business chamber, we believe connecting schools with businesses is vital to the development of Hong Kong's future manpower, and companies' participation is of great significance to the success of the programme.

We sincerely invite your company to join the programme and form a partnership with a local secondary school to engage students during the school year 2018-2019.

Programme Summary

During the 2018/2019 school year (approximately from November 2018 to July 2019), each participating company and the matching school* will carry out activities that would benefit students' business knowledge, industry knowledge, workplace skills, language skills, and the like.

* Schools invited are members of the Association of English Medium Secondary Schools (AEMSS), the Association of Hong Kong Chinese Middle Schools (AHKCMS) or the Hong Kong Association of Careers Masters and Guidance Masters (HKACMGM) .

Company Participation

HKGCC corporate members only. Target to have around 40 companies.

School Participation

Member schools of AEMSS, AHKCMS or HKACMGM. Target to have around 40 schools.

Member companies interested in joining the Business-School Partnership Programme can fill in the online registration form (scan the QR code) on or before 28 September, 2018.

For more details, please visit:



Online
Registration Form



Programme
website



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Managers and Supervisors: Excel Your Frontliners' Professional Customer Service

經理及主管：提升前線員工待客的專業水平

Managers and supervisors need to know how to nurture their staff and ensure they provide professional customer service. This workshop can be used as a checklist for managers and supervisors to systematically train their frontline staff to enhance their skills and mindset on professional customer service.

Course content:

- Handling unexpected situations
- Building credibility against your competitors
- Enhancing learning and development techniques

經理和主管需懂得培訓前線員工，確保他們提供專業的客戶服務。是次工作坊將講解如何有系統地培訓前線員工，提升他們的專業客戶服務技巧和心態。

課程大綱：

- 處理突發情況
- 建立信譽以超越競爭對手
- 加強學習和開發技能

Trainer : Catherine Fok
導師：霍佩瑩
Date : 26 July 2018
日期：2018年7月26日
Time : 2:00 – 5:30 p.m.
時間：下午2時至5時30分
Venue : HKGCC Theatre, 22/F United Centre
地點：金鐘統一中心22樓香港總商會演講廳
Language : Cantonese
語言：廣東話
Fees : Member \$900 / Non-Member \$1,100
(includes coffee/tea refreshments)
費用：會員\$900 / 非會員\$1,100 (包茶點)



Catherine Fok,
Director, Senior Corporate Training
Consultant and People Skills
Trainer of C & S Consultancy
霍佩瑩
思進顧問服務公司資深企業顧問、
人才技能培訓導師及董事

Managing Supply Chain Risk 供應鏈風險管理

This workshop covers the following content:

- Identify the sources of risk and types of risk in supply chain
- Outline risk management process and the core elements
- What is “supply chain risk profile”?
- Introduce various types of methods in completing “risk prioritization” effectively
- Recognize various risk response strategies and apply appropriate strategy to manage A-class risk and C-class risk
- Understand how to monitor and control the supply chain risks effectively

是次工作坊的內容如下：

- 了解供應鏈中常見的風險來源及類別
- 制定風險管理的過程和核心元素
- 認識供應鏈風險承受能力
- 介紹多種常見的方法，協助公司有效做好風險排序的工作
- 認識各種風險應變策略，並採用合適的策略去處理A級及C級風險
- 認識如何有效監控供應鏈風險

Trainer : Ir. Dr. Irene Poon
導師：潘慧娟博士
Date : 1 August 2018
日期：2018年8月1日
Time : 2:30 – 5:30 p.m.
時間：下午2時30分至5時30分
Venue : HKGCC Theatre, 22/F United Centre
地點：金鐘統一中心22樓香港總商會演講廳
Language : Cantonese
語言：廣東話
Fees : Member \$800 / Non-member \$1,000
(includes coffee/tea refreshments)
費用：會員\$800 / 非會員\$1,000 (包茶點)



Ir. Dr. Irene Poon,
DBA, MBus, BBus, CMILT, MHKIE,
MIPSHK
潘慧娟博士 DBA, MBus, BBus, CMILT,
MHKIE, MIPSHK

In Search of Authentic Leadership 探尋真正的領導能力

This workshop is for senior executives, managers who are keen to revisit what authentic leadership really means, and what type of leadership truly instills lasting employee commitment that will ultimately lead to sustainable business successes and a healthy organizational brand name. The workshop will focus on:

- Why are true/authentic leaders a scarce species?
- What do they bring to an organization and the people?
- What does authentic leadership entail?
- How to develop leadership, or is it developable?

是次工作坊專為管理人員而設，協助他們探尋領導力的真正意義和不同的領導風格，以促使員工作出持久承諾，進而為企業帶來可持續的成功和健康的品牌形象。內容重點如下：

- 為何真正的領袖如此罕有？
- 他們能為機構和員工帶來甚麼？
- 何謂真正的領導力？
- 如何培養領導力？領導力又是否可培養出來？

Trainer : Elly Zee
導師：徐慕琴
Date : 8 August 2018
日期：2018年8月8日
Time : 9:15 – 11:15 a.m.
時間：上午9時15分至11時15分
Venue : HKGCC Theatre, 22/F United Centre
地點：金鐘統一中心22樓香港總商會演講廳
Language : Cantonese
語言：廣東話
Fees : Member \$700 / Non-member \$900
(includes morning refreshments)
費用：會員\$700 / 非會員\$900 (包早點)

Elly Zee,
Founder of E Zee Learning
徐慕琴
E Zee顧問公司創辦人

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