



The Bulletin

The Hong Kong General Chamber of Commerce



NOVEMBER 1970

COVER: Handbags are essential accessories in any woman's wardrobe, and Hong Kong-made handbags are sold in over 150 countries all over the world. In 1969 the industry made over HK\$102 million in domestic exports. The leading market was the US which accounted for over 50 percent of this total. The three next biggest markets are Japan, UK and West Germany.

In Brief

News and announcements from Hong Kong and abroad

□ The Chamber has received detailed market research reports on five countries — **Malaysia, Singapore, Thailand, Saudi Arabia and Libya.** The reports are part of a series published by the International Trade Centre UNCTAD/GATT, and are designed specifically to answer some basic questions which may be raised by prospective exporters to the particular country. As such, each report may be regarded as a practical guide for new exporters, and the Chamber has no hesitation in recommending them as of interest to all exporters. Members who are interested in any of these reports should contact W. S. Chan, Business Promotion Department.

□ Several further **new publications** are now available for members' perusal in the Chamber library — 1) "Business Guide to Singapore" published by the Chartered Bank. 2) "The Market for Leather Goods — in North America and Selected Western European Countries" published by the International Trade Centre, UNCTAD-GATT. 3) "Kompas — United Kingdom 1970, Products and Services" published in association with the Confederation of British Industry. 4) "Directory of National Productivity Centers in APO Member Countries" published by the Asian Productivity Organisation. 5) Various newsletters and publications put out by the Canadian Chamber of Commerce.

□ The following **Government Reports** (1968-69) are also available

in the Chamber library for reference: Kln.-Canton Railway, Broadcasting, Marine, Immigration, Medical & Health Services, Resettlement, Registrar General, Inland Revenue, Supreme Court, Fire Services, Public Works, Royal Observatory, Urban Services, Housing Authority, Police, Commerce & Industry, Rating & Valuation, Audit, Agriculture & Fisheries, Home Affairs, Social Welfare, Mines, Registration of Persons, Education, Public Services Commission and Labour.

□ The Port of London Authority has sent the Chamber an article explaining the recent changes taking place in the Port of London. The article, **Devlin Introduced**, deals with the background to the Devlin proposals, how they have been implemented and what they mean in terms of service to both shipping lines and merchants. A copy of this article is in the Chamber library.

□ The Chamber has received an extensive bibliography of **American business books** which were on display in the USIS library. The exhibit, co-sponsored by the US Information Service and the American Chamber of Commerce, is now over, but copies of the books are available for circulation at the USIS library, 20 Ice House Street. The books cover a wide range of topics which may be of interest to members, such as — Personnel Administration, Financial Management, Corporate Planning, Research and Development, Marketing, and Computers and Data Process-

ing. A copy of the bibliography will be available for members' perusal in the Chamber library. (see also p. 14)

□ Further to a short article in the Chamber's October Commercial News concerning the Swedish firm **Taima/Jares Import**, the Gothenburg Chamber of Commerce has notified the Chamber that the firm Bengt Karlsson Import AB, Andra Langgatan 11, Gothenburg is now occupying the premises previously occupied by Taima/Jares. Any member who may happen to have business connections with this firm is urged in their own interests to contact Miss Cecilia Fung, Business Promotion Department, for further information.

□ **Hong Kong Trade Statistics** for the period of January — September 1970 analysed from the published figures of the Census and Statistics Department are now available to members. These include HK trade with the UK, USA, Canada, West Germany, Japan, Australia and other significant markets.

□ **The 69-70 Annual Report of the Hong Kong Productivity Council** has recently been published. Members can see the Chamber's copy in the library.

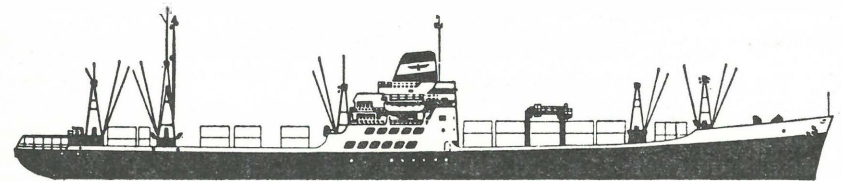
□ The Hong Kong and Kowloon Wharf and Godown Company has notified the Chamber of an addendum to their **Container Handling Tariff** which came into effect on 1st August, 1970.

The Company has also advised the Chamber that copies of the **revised Transshipment Tariff** containing scales of rates, charges and conditions which will become effective on 1st January, 1971 are now available. A list of **Statutory Holidays, 1971** during which all cargo operations, with the exception of any essential berthing and/or unberthing, will be suspended is also out. All can be obtained direct from the Hong Kong and Kowloon Wharf and Godown Company.

□ A **new translation service** has been brought to the attention of the Chamber. The service, Yang and Associates, was organised to meet the growing demand for competent translation services in Hong Kong and is staffed by experienced translators. For further information please contact Yang and Associates, P.O. Box K-3301, tel K-812056.

□ The Chamber has recently introduced a **new quarterly Newsletter** to keep Chambers of Commerce overseas in touch with Hong Kong. The aims of the Newsletter, 'Hong Kong News' are twofold — to encourage trade, and to promote the Hong Kong image. The first issue include key trade statistics and two short articles, one on Hong Kong's building programme, and the other on the controversial Mills Bill.

Send your business our way.



Our way is experienced.

Our way is efficient.

Our way is dependable.

**Our way is equipped to carry
container, reefer, liquid, bulk,
palletized or break bulk cargo.**

**Our way is between the U.S.,
Far East and around the world.**

Going our way?

American President Lines

Offices & Agents in principal cities throughout the world.

The big Talk-in

As members will know, our Chairman, the Hon. G. M. B. Salmon has been appointed to the Committee set up to enquire into the further use of the Chinese language. Furthermore, his appointment was officially described as 'representing the Hong Kong General Chamber of Commerce'.

Mr. Salmon has already assured you, in his letter of October 23rd, that while he cannot represent a membership of over 1800 as such, he will be keeping a keen eye on the commercial implications of whatever may be suggested to the Committee. This is in accordance with the prime role of the Chamber, which is, and has been since the objects of the Chamber were first expressed in 1861, 'to watch over and protect the interests of commerce'.

Because, as far as we know, no-one has yet put forward a specific proposal that affects commerce as such, we in the Chamber have so far refrained from participating publicly in the language debate. The point we have made to those who have approached us privately is that, whatever use is made locally of Chinese, the interests of the commercial community will be best served by con-

tinuing to improve the standard of written and spoken English. English is the world's premier commercial language, is the universal language of the shipping world, and is the tongue spoken by two thirds of those who buy and use Hong Kong products.

Teaching Standards

At the Chamber's AGM this year, the then Chairman, the Hon. Michael Herries said: 'I think it appropriate to refer to the teaching standards of languages, particularly English. Some 64 per cent of our direct exports are shipped annually to English speaking markets. I am afraid that the standards of English achieved by a great majority of the secondary school leavers who seek employment in commerce are just not up to what is required for the conduct of correspondence in this trade.'

'I would urge the Director of Education to re-examine syllabuses with a view to giving school leavers a greater comprehension and facility in the everyday use of this language.'

These words were spoken before any campaign was mounted for the official 'recognition' of Chinese, and the advent of this campaign does not in any way alter their truth.

We appreciate also that this objective is not incompatible with the

Chairman: G. M. B. Salmon; *Vice Chairman:* P. G. Williams; *Secretary:* J. B. Kite; *Assistant Secretary:* R. T. Griffiths; *Business Promotion:* S. L. Chung, W. S. Chan, A. Chung, P. Choy, Miss C. Fung; *Certification:* A. C. C. Stewart, F. M. Castro, W. K. F. Wang, C. T. Wu, H. Cheng; *Public Relations:* Harry Garlick, Lee Sherard; *Membership:* C. Tsang, *Office Supervisor:* V. Wong.

wider use of Chinese locally. It seems right and fair that the local population—especially the younger section of the community—should take pride in their mother tongue and in their cultural heritage.

Football Match

Perhaps what Hong Kong really needs is not so much a heated debate about 'official language', which cannot help but deteriorate into something of a Chinese v. English battle, with spectators on each side cheering its team on, rather in the manner of rival sides at a football match. Instead what is really needed is a better standard of education all round. And this calls for not only a better standard of English among local people who hope to seek employment in commerce, shipping, aviation, banking, insurance, accounting, industrial management and so forth; but also for a greater willingness on the behalf of ex-patriates engaged in business locally also to learn something of Chinese.

Many of the public services do instill into their ex-patriate officers some familiarity with Cantonese. It is perhaps a pity that more commercial concerns do not take a similar attitude. The Chamber has tried to encourage this with its series of examinations in colloquial Cantonese and Mandarin for ex-patriate employees. But demand for these, although steady, could not be called overwhelming.

Which brings one to the crux of the matter—given that the enquiries of the Committee established by Government may lead to greater use locally of Cantonese, and given the continued pre-eminence commercially of English, what provision has Hong Kong made to ensure a steady supply of truly competent translators?

Experience Needed

To be a commercial translator requires more than a familiarity with both Shakespeare and Li Po. It calls for experience of the colloquial use of both languages, and in addition experience of commercial practice. Neither Li Po nor Shakespeare will help one find an equivalent term for electronic data processing if one does not know what electronic data processing is.

Good commercial translators are already scarce. Only by both races continuing to strive to master the language of the other will the scarcity eventually be alleviated. Perhaps therefore the real significance of the current debate is to be found neither in Legco nor the Courts, but in the Department of Education. To produce a truly bi-lingual community would be a real achievement, and it is hard to think of a better place for this to occur than Hong Kong.

Airlines, you're doing a great job — result of the Chamber's survey on air freight

A fast developing industry that provides a good service to Hong Kong exporters and will expand rapidly in the immediate future — that is the picture of air freight that emerges from the survey carried out by the Chamber among its exporter members.

The Chamber approached 125 of Hong Kong's most active exporters in order to find out how and why they used air freight, whether they were pleased with the service they received, and whether they planned to make increasing use of this type of transport. Seventy-six members replied. *123 11*

The Chamber does not claim that this survey is representative of Hong Kong as a whole. However, the intention was to concentrate only on companies known to be particularly active exporters, since it may be assumed that these will be among the most typical users of air freight.

These companies may also be considered to represent the majority of the potential market for air freight leaving Hong Kong, and their plans and attitudes towards the use of air freight will largely determine the pattern of development during the immediate future.

Pace Setters

The Chamber believes it has obtained a good sample of fact and opinion from progressive and successful exporters. From the air lines' point of view, these are key customers — the pace setters. What they do today the rest of Hong Kong will do tomorrow.

As always with a survey of this type, many of the findings confirmed what common sense and other knowledge would lead one to expect. Thus, among the 76 members who

responded, only five had not actually used air freight. Of the users of air freight, 19 used air freight 'regularly', 38 used it 'occasionally', and 14 used it 'infrequently'.

The principal cargo for which exporters used air freight was garments (27 exporters). Other types of cargo for which air freight was often used include wigs (17 exporters), jewellery and watches (17 exporters) and toys (12 exporters). Many of the exporters questioned used air freight for more than one type of product, and some appeared to use it from time to time for virtually every line they handled. However, many respondents made the point that a significant proportion of their air freight cargoes were samples. Indeed, some made the point that air freight was used only for samples.

Altogether some 15 different types of cargo were mentioned ranging from advertising novelties to carpets. These products covered a wide range of Hong Kong's exports, with the exception, of course, of large heavy weight items. There appears to be no major export product made in the Colony that has not at some time or another been shipped by air.

The picture of destinations to which cargoes were shipped broadly followed the pattern that is to be expected. North America was the principal destination (50 exporters) followed by Britain and the Continent of Europe (40 exporters each). Twenty-nine exporters shipped to Australasia, fourteen to Japan, thirteen to the Middle East, and ten to countries in SE Asia. In all 17 different regions were mentioned. However, some of those named — e.g. South America — covered a large number of possible destinations, with little indication of the specific areas involved.

Fourteen exporters used air freight for shipments to one market only. Most respondents shipped to three or more markets, and a few appeared to use air freight for shipments to virtually the entire globe.

Whys & Wherefores

So far the pattern of replies broadly follows the picture established by the recent analysis of air freight figures carried out by the Trade Development Council's research department, which was publicised in the local press. The Chamber's objective, however, was not only to establish the facts on the use of air freight, which are of course available from published figures, but also to uncover the reasons and attitudes that determine these facts.

Thus a section was included on the reasons why air freight was selected in preference to other methods of transport. As one would anticipate,

Feb
most respondents gave the time factor — in one form or another — as the principal reason for choosing air freight.

Time Theme

Two common variations on the time theme were the selection of air freight for the delivery of orders that were running late (several replies pointed out that this often occurred because components or bought-out parts had in turn been delivered late), and the use of air freight for the speedy shipment of samples in order to close a deal. Some appeared to use air freight virtually as a matter of sales policy — samples were regularly sent by air freight in order to beat the competition and win orders more quickly.

Several other reasons were given, however, which are worthy of comment. Firstly, a significant number of respondents made the point that air freight was frequently chosen on the instructions of the export customer. This suggests that a possible fruitful line of sales approach for air lines and their agents is not to the exporter but to the importer.

Secondly, a minority of respondents made the point that air freight was chosen because it was more reliable than alternative forms of shipment. In particular, the risk of pilferage was reduced (one exporter disagreed with this latter point).

Perhaps more surprising, however, was the opinion expressed by three exporters that air freight was worth



UK express

The Qantas V-Jet Express
takes off after dinner.
Arrives London after breakfast.

The V-Jet Express
departs Hong Kong every
Wednesday, Thursday, Friday and
Saturday. For London. Fast.

AUSTRALIA'S ROUND WORLD AIRLINE

QANTAS

See your Qantas Travel Agent.

QANTAS, with AIR INDIA; AIR NEW ZEALAND and BOAC;

9010

using for its cost advantages. One respondent said outright 'in some cases air freight is cheaper than any alternative form of transport'.

The question of cost benefits is of course closely related to the time factor and many exporters who singled out time as the reason for using air freight could be regarded as implying a cost benefit also. However, only two exporters remarked explicitly that air freight helped increase turnover, while tying up working capital for a reduced period and thus both increasing volume and lowering costs.

This benefit seems potentially one of the most important air freight can offer, particularly for Hong Kong industry, and it is perhaps disappointing that more replies did not comment on this theme. From the data received, it is impossible to infer whether Hong Kong exporters believe that no real benefits of this type are available, or simply whether exporters have not got around to costing such an exercise and attempting to evaluate the potential benefits.

Satisfactory Service

The remaining section of the survey concentrated on exporters' attitudes towards the quality of the service they received, and their predictions on their future use of air freight.

Respondents overwhelmingly agreed that the overall standard of the service was satisfactory. Only seven exporters claimed to be dissatisfied. Reasons given for dissatisfaction

mainly arose from experience of delays — not in the actual transport of goods — but in the accompanying 'software'.

For example, delays in the handling of documents were instanced, poor advice on arrivals or deliveries, difficulties in clearing and collecting consignments once they had arrived at the airport of destination, and so forth. Only two exporters claimed to be dissatisfied on cost grounds, and one further exporter appeared to have experienced an outstandingly unfortunate delay in delivery that had soured his attitude. But this case was far from generally representative of the quality of the service.

Future Use

Significantly, all respondents who claimed to be dissatisfied indicated that they planned to use air freight in the future either more frequently than at present or with about the same frequency as at present. No exporter in the dissatisfied group indicated that he planned to discontinue, or even to decrease, his reliance on air freight.

The same general consensus of opinion on the quality of the service received was reflected in the replies to questions on the anticipated future use of air freight. Only two exporters planned to use air freight less frequently than at present. As both of these exporters claimed to be satisfied with the service they had received, it seems reasonable to assume that their decision has been taken for other reasons, connected

Not everyone would go for our fabulous food

Everyone loves babies, and we're no exception. We take great care of them before, during and after the flight. But we don't expect them to appreciate the fact that Air-India offers exciting food for the grown-ups. What they want is a nice mushy beef dinner followed by strained prunes and a hefty drink of milk.

Baby food. And baby food is what Air-India has for babies. With a comfy cot to sleep it off in afterwards. They can also have a fan to play with and a magazine or two to rip to pieces. Who are we to argue? In twenty years time they could be our best customers.

AIR-INDIA

Over 37 years of flying experience.

Hongkong Hilton Hotel, Hong Kong
Tel. H. 222131
The Peninsula Hotel, Kowloon
Tel. K. 660377



perhaps with the nature of their products or markets.

A useful check on the information given by the users of air freight came in the replies returned by the five exporters who had not tried air freight. None of these expected to use air freight in the future, and it seems likely that their decisions have been taken because of the nature of their products, rather than because of the attractions or otherwise of the service offered. One respondent was explicit in claiming that his products were too heavy'.

Good News for Airlines

On the other hand, forty-five per cent of respondents anticipated that their use of air freight would increase, and thirty per cent claimed that in future they planned to use air freight 'regularly'. Certainly from the airlines' point of view, this was the most heartening piece of information to emerge from the survey.

Suggested Improvements

Finally, exporters were asked to make suggestions for ways in which the service could be improved. Not every respondent took up this opportunity, and needless to say, among those who did, a variety of opinions were expressed, some of which were obviously put forward in order to meet a particular exporter's own individual circumstances. By and large, however, two reasonably consistent themes emerged. The first,

predictably, centered around freight rates. Eight exporters commented on this and remarks ranged from a blunt 'reduce air rates' to a perhaps more realistic plea for a sliding scale of rates based on weights of cargoes.

Airlines Please Reply

Eleven exporters had suggestions to make on the theme of despatch and delivery of goods. Once again, most of these were concerned with the quality of the 'software' and included suggestions for improved customs clearance, the establishment of acceptance offices on Hong Kong island, and improvements in documentation. Perhaps this theme was best summed up by the exporter who said simply 'improve clearance and deliveries at receiving airports'.

The Bulletin is sending copies of these suggestions (without the names of the Members making them!) to several locally based airlines and inviting them to comment. Their replies, together with their comments on the survey in general, will be published in a future edition of The Bulletin.

The day the horrors came

Despite an impression to the contrary sometimes given by local bar owners, public relations has really very little to do with the work of the attractive young ladies that grace the stools of the Wanchai and Tsim Sha Tsui night spots.

Most businessmen realise that the press has an important role to play in any public relations effort. Despite radio and television, a newspaper is still for most people the most readily available and potent source of information and opinion.

It is understandable therefore that PR men have always made a special effort to influence journalists. Sometimes these efforts will take a subtle form. For instance, a PR man who has good contacts among journalists will sometimes feed his friends a particular 'line' that they may investigate and exploit themselves.

Unfortunately, most of us read newspapers quickly. We do not lavish on them the attention that we might give to a novel or a business letter. As a result, we sometimes come away with a half-formed impression that what we have just read is fact, whereas a minute's reflection would convince us that it is really little more than an expression of opinion or half-truth based on either good or not so-good evidence.

For several years, this process appears to have been in operation in Fleet Street — the heart of London's newspaper world — with regard to Hong Kong made toys. Regularly as clockwork, a few weeks before Christmas, which is of course *the* toy buying season, British newspapers will come out with an attack on Hong Kong made toys.

It could of course be coincident that these attacks always occur at the height of the toy buying season. On the other hand, it is just conceivably possible that vested interests may have dropped a hint to journalists on the search for a good story.

This year, the campaign appears to have started earlier than usual. In September the following report was received from the Bulletin's contacts in London:—

"Hong Kong toys came under attack by British newspapers for the first time in many months, but not because of alleged dangers — this time, they were described as "horror toys". Both the Daily Sketch and the News of the World reported critically on a Hong Kong-made toy called "Pieces of Body". The former asked in its headline "Would you let your children pl. with these?", and the latter headlined: "Horror for sale — This vile rubbish is in toy shops now". According to the Daily Sketch, the toy came in a box with "a blood-thirsty operating scene" and consisted of "spare eye, tongue, lips" etc. The News of the World said children of only eight or nine were swapping imitation limbs and body organs "as avidly as stamps or marbles".

The campaign opened in earnest at the end of October, evidently lead by the Daily Mirror, a popular mass circulation newspaper read by several

millions of British people, many of whom must be regular buyers of Hong Kong-made products. The gist of the anti-HK campaign was reported in our own local press. This was one typical report:

'A British Parliamentarian today launched a one-man campaign against what he called "horror toys" — including maternity dolls with babies which can be removed by opening a zip-front abdomen.

"As the father of young children I look on these things as horrific and obscene", Mr. John Cordle, MP for Bournemouth East, told the House of Commons. He said he planned to ask the Home Secretary, Mr. Reginald Maudling, on Thursday to have such "obscenities" withdrawn from sales.

Chief targets of his wrath were "mother dolls" with zip-front abdomens which open to reveal a tiny baby doll, and kits of plastic miniature parts of the human body offered to children for trading and collection in a manner once reserved for marbles and bubble gum playing cards.

A spokesman for the British Toy Manufacturer's Association told reporters the "transplant" kits were "definitely from Hongkong".

But a Trade Development Council official denied the charge.

There seems to be some difference of opinion between various sources as to whether the toys were of Hong Kong origin or not.

The Chamber believes the realities
e s t a s a e n

account. Supposing the toys in question were withdrawn — and we do not necessarily suggest there is a case for withdrawing them — the Chamber thinks it is unlikely that the newspapers concerned would have congratulated Hong Kong. They would probably have run headlines in terms of 'Crusade against Hong Kong horror toys succeeds', thus possibly making matters worse since Hong Kong by implication would have seemed the guilty party.

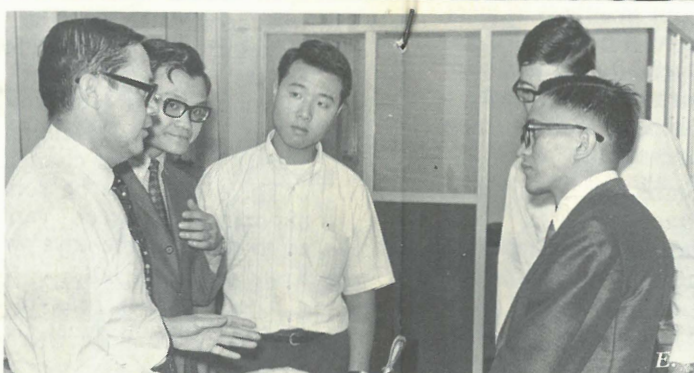
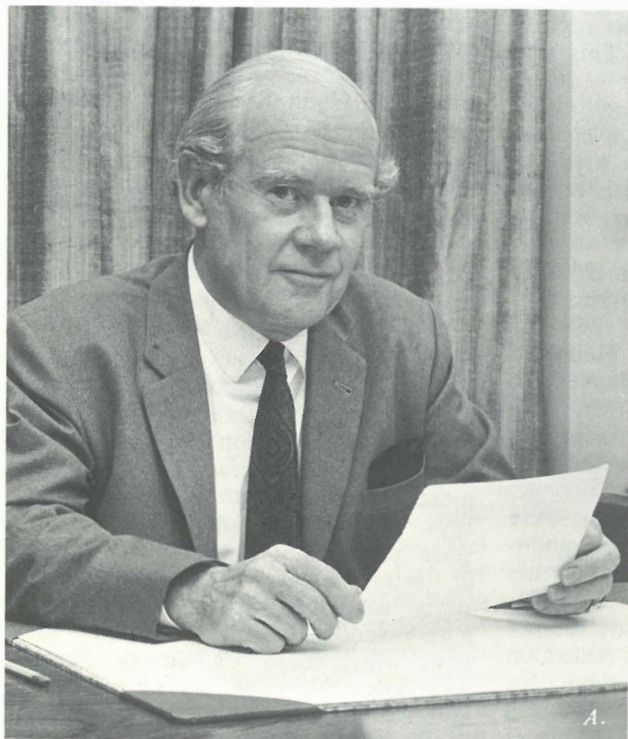
How the Industry Works

The average British journalist — or MP — probably knows little about the international toy industry. But any Hong Kong businessman could tell him that a distinction must be drawn between the manufacturer and the merchandiser of products such as toys. Many toys that are sold worldwide under the merchandising mark of international marketers contain parts made in Hong Kong. The highly successful series of 'dolls' for boys, which come in soldier or sportsman kits with a variety of uniforms and equipment, are prime examples. Frequently, one is faced with the ironic position of buying a toy that contains parts marked 'made in Hong Kong' and is contained in packaging, and accompanied by instructions, marked 'printed in the USA,' or where-ever.

In other words, the marketing idea of the toy, and thus its design have, been thought up by Western companies. These companies have bought out parts and components for

Continued p.21

Chamber News



- A. Mr. K. A. Miller, recently elected to the Chamber's General Committee. (see Pen Profile P.17).
- B. Mr. G. Phillips, leader of the Bradford Chamber of Commerce Mission, called on the Chamber on October 13th. He made a plea that Hong Kong and Chambers in the UK should keep in touch on a personal level — the very thing that J. B. Kite will be doing on his current trip!
- C. Over twenty girls from Upper Six Arts of the Diocesan Girls' School visited the Chamber on October 14. Here they are seen with Harry Garlick in the Public Relations Department.
- D. An exhibit of American business books sponsored by the US Information Service and the American Chamber of Commerce was held recently at the USIS Library (See also p.1).
- E. As part of their training course, newly recruited industry assistants from the Department of Commerce and Industry visited the Chamber on October 16th. They were given a tour of the Chamber with particular emphasis on the activities of the Certification Department, which were explained to them by F. M. Castro (far left).
- F. Mr. W. Smit, leader of the Nottingham Export Association Mission, was particularly impressed by the Chamber's certification activities when he called on the Chamber on October 26th. He is seen here with the Secretary.



Chamber News

□ Mr. R. Burrell, DFC, of ICI (China) Ltd. has joined the General Committee.

□ The Chamber's Secretary, Mr. J. B. Kite, has left Hong Kong to undertake a major business visit to Britain and countries in South America.

While in Britain he will call upon leading Chamber of Commerce to explain the services the Chamber can offer, to make personal contact with UK Chamber executives, and to stress the role of Hong Kong in modern trading conditions. Mr. Kite will be mobilising support for Hong Kong during the key period of negotiations for Britain's entry into the EEC, and deliberations for the implementation of the UNCTAD recommendations to encourage imports from developing nations.

While in South America, Mr. Kite will undertake a survey for members, and on behalf of Hong Kong generally, to assess the potential for Hong Kong products in Brazil, Argentina, Chile, Peru and Ecuador. S. America has so far been slow to respond as an import market for Hong Kong products, but there is thought to be considerable potential there. The Chamber considers it important that Hong Kong should make every effort to develop new markets both as a general trading policy and particularly to compensate for any possible loss of markets due to Britain's joining the EEC and the effects of restrictive actions in other overseas markets.

□ Members using the Chamber's certification facilities are reminded that on the Form of Declaration by the Exporter, where the 'authorized signature and chop of the exporter' required, the signature of the person so authorized binds Directors, partners, sole proprietors, etc. irrespective of the rank of the person who actually signs the form.

□ At present, 1,321 revised Data Returns have been received from members for the new Punch Card System approved by the Exports Subcommittee to process trade enquiries received from 20 major export markets instead of the existing 12 areas. The new system is expected to be in effect as of 1st January, 1971, when the 'Exporter/Manufacturer Members Record' will also be ready for reference. Any members who have not yet returned the forms sent to them are now too late to be included in the punch card system for the immediate future.

□ During October, the Business Promotion Department made 20 business appointments for members to meet delegates of missions which called on the Chamber. Over 30 business contracts were also arranged for members to meet delegates of other visiting trade missions and businessmen.

During the month, the Department dealt with 1,341 trade enquiries. It is interesting to note that the number of enquiries from the UK and Scandinavia have taken an enormous jump compared to the same period last year.

K. A. Miller Pen profile

Having an understanding of other people's problems is, I think, one of the most important qualities for an executive.' A soft spoken man with a relaxed smile, K. A. Miller is obviously a man whose advice any up and coming young person would have confidence in, both in business and in personal affairs.

A busy chief executive in one of Hong Kong's most reputable firms of Chartered Accountants, K. A. Miller is a new member of the Chamber's General Committee — but he is hardly new to Hong Kong, having been here since 1948.

Before he made Hong Kong his home, K. A. Miller had travelled all over the world. 'I was born in Burma, but I left when I was four and a half, and I've never really been back, except for stopovers at the airport.'

He went to school in Scotland, and then began his Articles with a firm of accountants in Edinburgh. Why did he choose that as a career? 'I saw a wide variety of possibilities in that field,' he answered simply.

In 1940, the war interrupted his Articles, and he was off to Africa to serve in the army. 'I was in the army for six years serving mainly in East Africa — Ethiopia in particular.'

After the war, K. A. Miller returned to Edinburgh and finished his training. When he qualified and became a member of the Institute of Chartered Accountants of Scotland, he left the UK and came to Hong Kong.

He liked it here and settled down

in the fullest sense of the term. He got married here and raised a family of four very attractive daughters — whose pictures occupy a prominent place by his desk.

Family Man

Obviously a family man, K. A. Miller smiled broadly when he talked about them. Two are still in school in Scotland, while one of the older girls is in London and the other in Switzerland. 'But of course they all come home to Hong Kong for the holidays, and they really enjoy that,' he added.

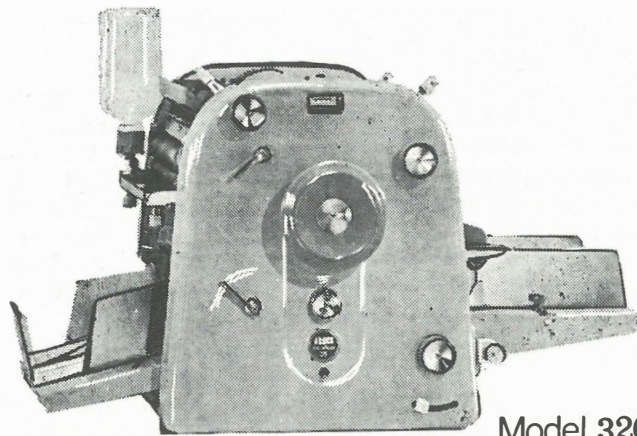
For recreation, he explained that he used to be keen on all kinds of sports, but now his main interest is golf which he plays regularly.

Business interests? 'Well, being engaged in a profession, I don't have any personal involvement in, for example, marketing, but I do of course have a general interest in business affairs in Hong Kong, and the exercising of my profession gives me an insight into many aspects of trading.'

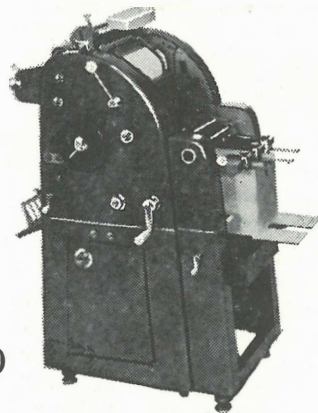
Does he think that Hong Kong will keep growing and prospering? K. A. Miller has faith in Hong Kong. 'Naturally like everyone else, I think that Hong Kong should be an Associate member of the EEC — however, no matter what happens with that, I have confidence that the business community will find ways of continuing the present prosperity.'

'Of course Hong Kong must work at it. We must contrive to keep booming. If we don't, the stress and

Don't be upset on offset



Model 320



Model 360

A.B. Dick can cure your headache when you want to buy an Offset Machine.

A.B. Dick Offset Machines*

- Cost less to maintain
- Prints a maximum of 9,000 copies an hour
- Can handle printing of letterheads, forms, envelopes, catalogues and price list, etc. etc.
- Prints in either black and white or colours
- Easy to operate
- Wide variety of models available.



DOODWELL BUSINESS MACHINES
A DIVISION OF DOODWELL & CO., LTD.
SINCERE INSURANCE BUILDING Telephone: H-743321

strains may be far greater than they are now. Hong Kong must become more sophisticated in all aspects of trade and commerce for example, face our competitors like Taiwan and South Korea can afford to undercut us because of cheaper labour, etc. Also there is a greater need now for Hong Kong to go out and create its own markets.

'Still, there is no reason for Hong Kong not to be able to keep up — particularly since all our financial services such as banking, insurance, etc. are very good — which is important.'

How does he interpret the role of the Chamber? K. A. Miller thought for a while and then made three points. First of all, the Chamber must ensure that business standards are maintained on an acceptable level. Secondly, the Chamber should influence Government to accept legislation and provide facilities which will help Hong Kong keep a modern outlook commercially. And finally, he feels that it is getting ever more important for the Chamber to keep in touch with Chambers internationally.

Community Welfare

Moving closer to home, what changes does he think should be made to improve the general welfare of the community? With no hesitation, he said he felt that more recreational facilities were needed at the school level. 'The scholastic ability is generally high in the Colony but there aren't sufficient opportunities

for children to relax and play. We should have more playgrounds and physical education facilities.'

What about the standard of education here? 'Well, I know that in my field the standards of preparation are reasonably high in the technical schools and universities. The only problem here is that in a field like accountancy, students have to go abroad or take correspondence courses in order to become qualified.'

'At the moment, a Hong Kong Society of Accountants is being formed. We hope that the Society will be able to set its own exams so that students can get a qualification right here in the Colony, which is recognized internationally. I think that when the Society becomes a reality, it will definitely help raise the standards of Accountancy here.'

In answer to the question, what advice would he give a young person who wants to succeed in a career, K. A. Miller felt that good general training either at a university or commercially is essential. 'Then he should specialise in whatever appeals to him. But he should definitely try to get out and see the world. Going abroad to work or just for pleasure is valuable. It's not necessarily true that training is better abroad, but it's important to broaden one's view point, and travelling is one of the best ways of doing it.'

'I also think,' K. A. Miller went on, 'that there are many advantages to coming up the hard way, rather than being transposed from the top. Executives should know what is going on at all levels.'



The boss still cannot afford

not to look after his staff in hospital!!

Protect your company with a group scheme

5 members constitute a group (including their dependants)



HOSPITAL SERVICE PLAN

1110 Star House, Harbour Center, Kowloon,

Tels: K-677777, K-682182.

Horror toys - continued

the toy from areas of lower labour costs, such as Hong Kong.

But do British MPs seriously expect a local manufacturer to consider the implications of such an order? The foreign devil has asked for such and such a toy, therefore he knows what he is doing, even if the taste of the foreign devil is strange.

Moral Indignation

It seems likely that if anyone's taste was at fault it was that of the UK importers, wholesalers and retailers who had placed the orders for, and then promoted, the sale of this merchandise. Unfortunately, the UK newspapers that had wallowed in moral indignation showed a sad lack of knowledge of the facts of Hong Kong trading life. If their reporters had been a little more energetic in tracing their 'expose' to its source, they might well have finished up with an outburst of indignation against a British firm.

This in itself would not necessarily have been any more justified than an attack on Hong Kong manufacturers, but it could have caused the British toy industry's PR men a metaphorical rushing of trousers to the ankles. It seems rather a shame that none of the Fleet Street corps—many of whom delight in embarrassing the PR men—did not pursue this line of enquiry.

The attitude towards 'horror toys' is of course vastly different from complaints based on matters of fact, of which the recent case of 'love beads' appears to be an example.

'Love beads' are a type of candy that has apparently been banned as

dangerous by the US Government, and which again, allegedly, has been made in Hong Kong. The candy beads are supposed to contain insect fragments, metal and wood splinters.

If the complaint is based on fact, no reputable Hong Kong manufacturer would hesitate to condemn what appears to be at worst criminal intent, and at best unbelievable negligence.

But upon a second reading, the mind quietly begins to boggle. Insect fragments, metal and wood splinters in candy? One perhaps, maybe even two, of these. But all three? It is of course possible, but one may be forgiven for wondering whether some PR man's job is at stake.

Sick joke — but Who's Sick?

But the prize for informed, well researched journalism must go to the Aldershot News, which, we are informed, 'branded Hong Kong-made plastic toy syringes as the "Sick joke of the year".' The Aldershot News began an editorial on the subject, 'We're all fairly well acquainted with the wide assortment of weird and unwonderful things which come out of Hong Kong...'

It said that a hypodermic needle could easily be fitted to the plastic syringe which then became operational. It continued: 'What started as a so-called toy could in this way be the instrument leading to the introduction of naturally curious children to the menace of drugs.' The newspaper reported that the local MP intended to take the matter up with the Home Office.

Really! 'What started as a so-called

THE BANK OF EAST ASIA, LIMITED

東亞銀行

10 DES VOEUX ROAD CENTRAL, HONG KONG
Tel: H-240051



(INCORPORATED IN 1918)

AN AUTHORIZED EXCHANGE BANK
— ALL BANKING BUSINESS TRANSACTED —

LOCAL BRANCHES

KENNEDY TOWN 31-35 Belcher's Street, Hong Kong	H-468616	MONGKOK 638-640, Nathan Road, Kowloon	K-851946
SAI YING PUN 338, Queen's Road, West, Hong Kong	H-453127	TAI HANG SAI 1-3, Tai Hang Tung Road, Kowloon	K-788304
WANCHAI 334-336, Hennessy Road, Hong Kong	H-740737	LAI CHI KOK 277-281, Lai Chi Kok Road, Kowloon	K-879449
CAUSEWAY BAY 46, Yee Wo Street, Hong Kong	H-760033	TSIM SHA TSUI 12, Granville Road, Kowloon	K-663760
ABERDEEN 162, Aberdeen Main Road, Hong Kong	H-908366		

OVERSEAS BRANCHES

SINGAPORE 24-26, South Canal Road, Singapore 1	SAIGON 4-6, Rue Vo Di Nguy, Saigon, Vietnam
---	--

WORLD-WIDE CORRESPONDENTS

YOUR FRIENDLY BANK FOR OVER 50 YEARS
ALWAYS AT YOUR SERVICE

toy could in this way be the instrument of leading to the introduction of naturally curious children to the menace of drugs?' The Aldershot News should try pulling the other end, which has Hong Kong made bells attached to it.

Fathers' reaction

Whether or not the several toys complained of merit the description 'horror toys' is very much a matter of taste. And in areas of taste it is a well proven fact that for virtually every individual who will react one way, you can produce another individual who re-acts in precisely the opposite manner. The MP referred to in our report found, as a father of young children, the toys were 'horrific and obscene.' Several fathers consulted by the Chamber reacted differently and many parents in Britain may feel the same. Who is to say which of us is right?

To suggest therefore, as several local people have done, including the leader writer of the South China Morning Post, that Hong Kong should ban the manufacture of these toys is perhaps precipitate. The Chamber is conscious—if anything over-conscious—of the need to promote a 'good' Hong Kong image. At the same time, the Chamber is equally conscious that buyers and sellers must be free to negotiate the manufacture of any product that is not sub-standard, dangerous or downright illegal, with a minimum of outside interference.

After all, these toys are not like drugs or fire-arms, which, in the

wrong hands are proven killers. There is, as far as we know, not a shred of hard evidence that one single child has been harmed by the sale of these toys. They maybe distasteful—and that it might be better for Hong Kong and British children if they were not exported in future. But to bring in the law to regulate matters of tastes is always dangerous.

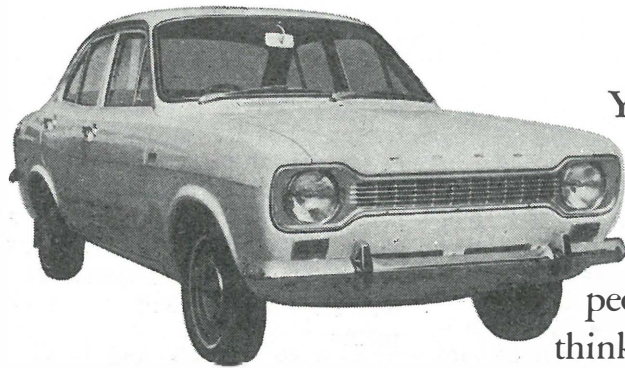
There is no reason why manufacturers of such toys should not be encouraged to drop the product. The danger is—where do you draw the line? What seems an innocuous product one day, suddenly becomes the centre of controversy the next. What, for example, could seem more innocuous than a toy syringe—until some imaginative person figures out its wider uses?

This in effect seems to have been like principle adopted by the British Government. On Nov. 5th (an appropriate date in the British child's calendar) Mr Cordle asked in the House of Commons whether the Government would direct that the toys be withdrawn. He was told quite clearly that the Government had no powers to do this.

Action

In the meantime, Hong Kong has little alternative but to live with this criticism.

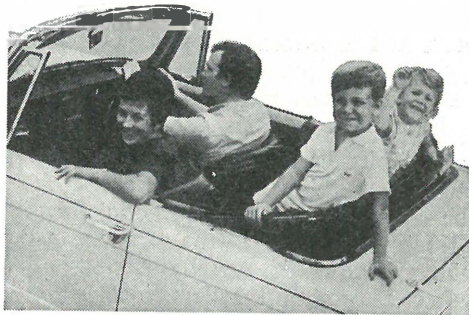
This does not imply that Hong Kong cannot take positive action. Firstly, the objective should be to build up a positive Hong Kong image, so that the world knows that Hong



Your family car isn't really the sort of thing many people would think we would be

involved in insuring. They've got the idea we only insure international shipping lines and other giant businesses. We do of course; but we're involved in insurance on a much more personal level as well. From your family car and the family itself, to your wife's jewellery and the house you live in ... whatever it is, your insurance is backed by our size and experience.

So, although we're a big company offering security to other big companies, we're also very much geared to care a lot about the personal things you care a lot about, too. Call us first.



JARDINES INSURANCE

For Personal, Fire, Accident, Engineering, Marine and Life Insurance.
Jardine, Matheson & Co., Ltd., Jardine House, Hong Kong. Telephone: H-228011

Kong can produce well designed products that represent value for money in the markets in which they are sold. This is a straight forward question of good marketing.

There is of course another step — manufacturers who are asked to produce a particular product might care to devote some thought to the public relations implications of that product, which is after all another aspect of good marketing practice. It is difficult — one might almost say impossible — to expect a manufacturer to turn down an order on grounds of dubious taste, especially when he knows that his competitor will only be too eager to take up the order. But the manufacturer does have the opportunity of taking such a decision, and a responsibility at least to consider it.

The Bulletin itself is also taking action. We are sending copies of this edition to the MPs identified in the reports and to leading Fleet Street editors, drawing their attention to this article and in particular to the paragraphs describing the way toys are ordered from Hong Kong.

Perhaps the toys complained of this time were not made in Hong Kong. Perhaps they were. But the next time the complaint crops up, the Fleet Street men may also ask the British toy industry, 'Fine, the parts were made in Hong Kong, but who designed and is marketing the toy?'

'Er, well, it's like this.....' We envisage some um-ing and ah-ing from embarrassed PR men.

Hong Kong at the British Boat Show

The International Boat Show which will be held at Earl's Court, London from the 6th — 16th January, 1971 will have Hong Kong as its central theme.

As both a trade and tourist promotion, Government Information Services, TDC, the Hong Kong Tourist Association, and the Chamber are collaborating to ensure that Hong Kong benefits from this publicity, by organising two prominently located Hong Kong pavilions.

The British organisers believe that the show will be the most effective ever put on. The pool in the centre of the exhibition hall will be lavishly designed to resemble Hong Kong harbour. From the entrance, there will be a wide promenade leading to the 'harbour'. The promenade will be decorated to resemble a typical Hong Kong street, complete with small shops, signs in Chinese, etc.

On both sides of this 'street' will be the Hong Kong pavilions. One, sharing its premises with the Hong Kong and Shanghai Bank, will feature Hong Kong boating and nautical products; while the other pavilion will be designed to try to give visitors an idea of what Hong Kong is really like.

Fashion shows featuring Hong Kong made garments, especially boating-wear, will also be part of the overall programme.

The Chamber will have a representative present to promote trade enquiries.

The new IBM mag. card selectric typewriter processes power typing, document changes as easy as 1, 2, 3.

Repetitive typing can be done without repetitive effort . . . it's only 85 seconds and a card, no need for erasing or re-typing!

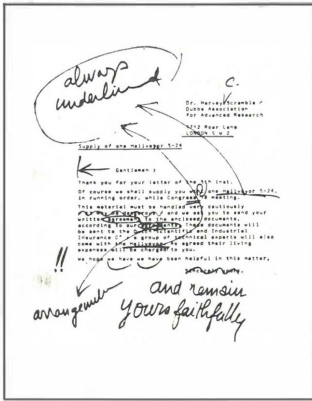
The secret: Use the IBM Magnetic Card Selectric Typewriter. A typewriter that corrects and types automatically. Just type the correct words over the mistakes. Insert a fresh piece of paper into the typewriter, press a button, and the Mag Card Selectric Typewriter types out perfect pages at 150 words per minute.

IBM

WORLD TRADE CORPORATION
New Henry House, 1st Floor,
Hong Kong Tel: H-246141-8



From this...



with this...



to this...



Please send me more information on the New IBM Magnetic Card Selectric Typewriter

Name Title
Company
Address

IBM MC/TW

中文簡摘

談「公事應用中文」

關於本會會長沙魯文議員被委任為「公事應用中文研究委員會」委員一事，諒各會員已知悉。官方指出，沙魯文議員之委任乃由香港總商會。

沙氏於其十月二十三日一會員通函中指出，他個人雖不能代表超過一千八百位會員，但對「公事應用中文研究委員會」有關商業之提議，他會予關注。此舉正合符本會一貫原則，自一八六一年以來，本會以維護商業利益為目的。

但就我們所知，此項對商業有重大影響之提議有史以來尚屬首次，因此，截至目前為止，本會避免公開討論此問題。在私人談論中，我們會指出，無論將來中文之用途如何，不斷改進英語之水準對本港商界有莫大裨益。英語為世界商業語言之首，亦為世界航運界通用語言。世界各地採購本港貨品人士中三份之二皆用英語。

本會去屆會長夏理士先生會在本年度大會指出：「我們的出口有百分之六十四輪往用英語之市場。但現時大多數之中學畢業生之英語程度却不能應付商業上通訊所需。」

夏氏並呼籲教育司重新檢訂教學課程，增加中學畢業生對日用英語之了解及運用。

此等言論發於公事應用中文運動之前，而其真締至今不變。

我們認為改善英語水準之目的與中文普及化並馳不背。其實，香港的真正需要，並不是在乎辯論中文應否「官方化」，而應該是積極注意改良教育水準。換言之，不但只本港欲投身商界之居民需要更佳之英文水準，而於本港就業之外籍人士亦應誠意學習中文。

許多公共事業機構都需要它們的外籍僱員學習粵語。但引以為憾者，商業機構並未採取同樣態度。本會設有粵語及國語的各級考試以鼓勵外籍人士參加。可惜需求並未見踴躍。

目下的核心問題是：設使「公事應用中文研究委員會」之成立導致粵語話應用之普及，而英語在商業上保持其重要性，然則香港是否有準備大批之能幹繙譯人材？一位優秀的繙譯人員除對中、英文有深澈的認識外，還需有相當的商業知識。

良好之商業繙譯人材現正甚為缺乏。只有中外人士能不斷學習對方語言，此困難方可迎刃而解。

「恐怖玩具」之設計 決非創自香港

數週前，一些被視為港製之「恐怖玩具」受到英國報界非議。該項報導引致一英國國會議員注意及排斥。該等「恐怖玩具」包括腹部裝有開關拉練之孕婦塑膠玩偶及可拆卸之器官移植玩偶。

據該英國國會議員——郭度先生指出：以兒童之家長身份看來，該等玩具實屬可怖而猥褻。他擬請內政部長莫寧先生下令商店禁售此等「猥褻玩偶。」

英國玩具製造廠聯會一發言人謂，該等玩具商「定然從香港輸入。」但香港貿易發展局已對此加以否認。本會以為該等玩具是否來自香港乃無關重要。第一：我們要認清楚所處實況，因為該等玩具要是被禁止出售，倫敦報界亦不會澈底研究事非皂白。第二：此等玩具之設計誰屬，則無人知曉。雖然該等玩具可能在港製造，但此特造訂單也許來自某英國入口商。

英國報界之一般人士，或國會議員對世界玩具工業所知甚少。因為很多傾銷全球之玩具，其零件都由香港製造。但玩具之整體模型設計乃由西方國家供給。鑒於目前香港之工業及設計水準，本會認為「恐怖玩具」之設計非創自香港。其實，本會及其他商業團體，如香港工業總會等，常籲請製造商提高創作性設計水準。

本港出口與空運

據本商會最近調查所得，本港空運事業方興未艾，出口商對此服務需求甚殷，此行業之未來發展將甚為迅速。

本會最近向一百二十五家香港主要出口商展開調查，研究（一）彼等用空運之原因，（二）在何等情況下利用空運，（三）對現有空運服務是否滿意，（四）是否計劃更積極利用此項運輸方法。調查中有七十六位會員予以答覆。

本會認為此次調查雖不可代表全港，但其原意乃針對較為活躍之出口商，而彼等可為利用空運之表表者。再者，該等公司可作為日後利用空運運輸貨品往各市場之代表，他們利用空運的計劃與態度將會決定空運未來發展之形式。

接受調查之七十六位會員中，只有五位全無空運之經驗。其中十九位「經常用」，三十八位「有時用」，十四位「不常用」。

又出口商利用空運之主要貨品為成衣，其他貨品包括：假髮、手飾、手錶和玩具。多家被查詢之出口商皆利用空運運輸多類之貨品，有些還利用此方法輸運每一種貨品。但很多答覆指出貨辦佔空運之主要部份，有些甚至只空運貨辦。

如一般所料，北美洲為主要空運目的地（五十家出口商），其次是英國及歐洲大陸（各四十家）。有二十九位出口商輸貨往澳洲，十四家輸貨往日本，十三家往中東，及十家往東南亞各地。總計，空運之目的地包括十七個不同地區。十四位出口商指出彼等用空運只輸貨到某一個市場。但大多數被查詢者指出他們空運輸貨到三個以上的市場，有幾位則空運貨品到全球。

該等答覆所顯示出的形式大概與香港貿易發展局最近調查所得，頗為相同。但本會此次調查之目的，除搜集空運利用之實情外，更欲進一步找尋用空運之種種原因，及出口商對此運輸方法所採取之態度。

此項調查中之一項問及「為何選擇空運？」答案大多數指出時間乃決定性之因素。他們選擇空運乃因為交貨日期接近，或利用

空運寄出貨辦以期早日接得定單。有等商家利用空運助其外銷政策——彼等空運貨辦與買家，意欲捷足先登，取勝於同業。

其他值得關注之原因為：（一）誠如許多接受查詢之會員指出，買家常指定空運交貨，此舉表示航空公司及其代理人對空運發展可從入口商着手。（二）一少部份接受查詢者指出，空運方法比其他運輸方法可靠，尤其可減少盜竊，（但有一家出口商對此不表同意。）有三家出口商更以為空運對成本計算值得考慮。一會員坦誠指出：「在現時情況下，空運比其他運輸方法相宜。」

該調查中之另一項着重關於出口商對現有空運服務水準之意見及彼等對將來利用空運之展望。大部份接受查詢之會員都認為現有服務令人滿意。只有七位表示異議。不滿之主要原因是人為的阻滯。例如：文件處理之遲慢，貨物抵步後未能立即通知收貨人及清關困難等。但此七位會員表示他們將會繼續利用空運服務。並無一位因不滿而欲放棄空運方法。

接受查詢會員中有兩位將會減少用空運。他們對空運服務表示滿意，因而此舉可能另有原因，或許與其貨品及市場等有關。

至於調查中五位全未有用空運經驗之出口商，則並無於未來用空運之計劃。彼等之決定大概與其貨品有關。誠如其中一位指出：他的貨品實在太重。

在另一方面，被調查者中百份之五十預期彼等對空運將會加增利用。約百份之二十五宣稱他們將會經常使用空運。在航空公司立場而言，此乃一令人極端鼓舞的消息。

最後，調查問及出口商對空運服務改善方法。有些被查詢者對此項問題不以答覆，而有些答覆乃基於其本身之需為出發點。但總括來說，提議有兩項。其一：關於運費問題。有八家出口商對此有所評論。大都以為運費應依貨物重量多少而遞減。其二：有十位出口商談及貨物收發問題，建議改善清關手續，及簡化文件等。

本會「公共關係部」現已將此等提議送往三大航空公司：國泰航空有限公司，汎美世界航空公司及英國海外航空公司，並請他們作評論。彼等之回覆及對調查所得之評議將刊登於本會訊。



cheques for travellers

**a major
part of our many
activities**



**THE HONGKONG AND SHANGHAI
BANKING CORPORATION**

HEAD OFFICE: 1 QUEEN'S ROAD, CENTRAL, HONG KONG,
WITH BRANCHES THROUGHOUT HONG KONG.