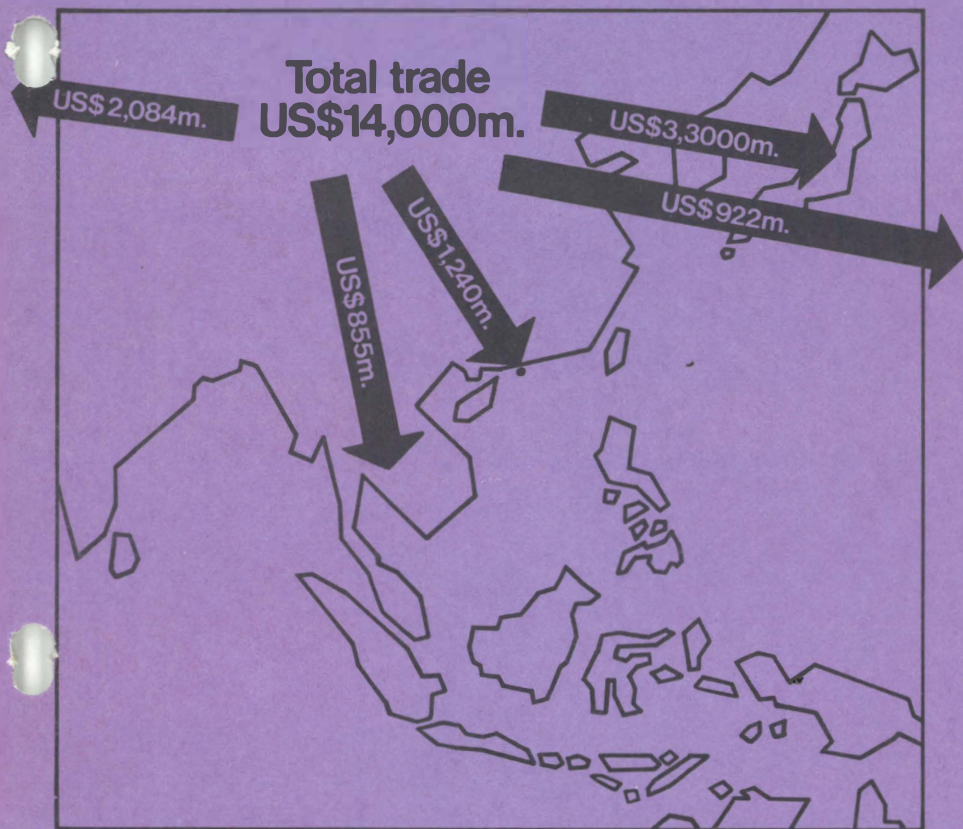




The Bulletin



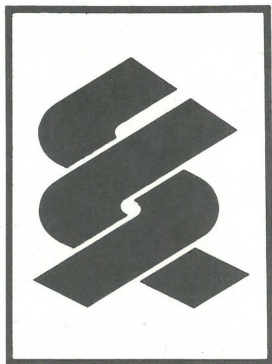
Who are the China traders ?

see page 7

利

奇妙的巧合

中文多字，與渣打銀行的新標誌，不僅形象相似，而且意義相同。渣打分行多，人才多，服務種類多，聯號機構多，以多字象徵渣打銀行，最貼切恰當。
私人或公司在渣打銀行開戶，佔盡方便之利，需要任何服務，渣打隨時鼎力幫助，令你如願以償，事半功倍。
請往渣打銀行，或撥電話5-223302顧客服務部查詢，本行人員隨時樂意為閣下服務。



渣打銀行

對你幫助最多

與程德智女仕一席談

「香港是生長在中國幾千年文化的末端，利用着長久以來積聚下來的資源。我們說這是中國的，其實祇是末端。我們並沒有把它發揚光大。這個文化是混合了西方的文化和商業企業化而成。這種混合是十分「香港式」的中國化。」

本總商會的討論，常常都從金錢方面說。却很少以哲理為終結。但本期會訊刊出程德智女仕的訪問就是着重這一方面。討論範圍涉及兩性關係、教育問題、社會倫理，尤其是關於香港社會為商業主義作控制的程度。

「利」字當頭

程女士以為如果要以一句說話來概括香港的話，她的答案是「為利是圖」。大商行的當然是顯著的例子。

是否有利可圖是施政時最受重視哩？「財政司是政界中最有權力的人，尤其是當他作為大商行的代言人時。港督批准集體運輸計劃，因為該項措施將可謀利。因此便要削減在教育、社會福利、房屋建設、衛生等等方面的開支。」

「請看一看由中國大陸湧進來香港的人們，他們是為什麼而來的呢？當然並不是覺得民主可貴，因為這裏實在沒有什麼民主可言。很簡單，他們覺得這裏比其他地方有利可圖。」

金錢之運用

當她提出追求財富的其他方法，程女士常常用「投資在人的資源」一詞。她相信有錢人家很少有機會或者試圖去担負這種投資的任務。「我並不是反對賺錢，但在香港這是名正言順的，積聚財富、權力和地位便算是成功的人物。對我來說，在香港和其他地

方，那些最有錢和最多銜頭的人，往往是最不務實際的人。比有錢更重要的是怎樣運用金錢，例如開辦學校，開辦醫院及運用在社會服務上。」

「合法」的利潤

本「會訊」提議紐約是一個令人覺得遺憾的例子，那裏太注重將金錢花在認為值得的計劃上，諸如教育及社會福利，而忽視了賺錢這一方面。雖然香港有許多缺點，但香港目下不比紐約更有前途嗎？程女士對此表示同意，因為香港是有利可圖，而她再三表示，以忠實的方法去賺取金錢是可以的。

女權至上？

本「會訊」費了很長的時間才使程女士改談一些較為「女性化」的題目。她以為：「關於女權問題，香港是忽畧了其主旨而祇談及經濟這一方面。香港的女仕們其實並不是失却經濟上的進取，教育機會和社會地位，我以為香港的婦女，比世界其他各地幸福得多。」程女士表示：香港的女人比男人為優。

「我不是想開罪別人，但香港的男人与女人相比，總覺得好像軟弱無能。我知道這祇是一種理論，而會受到各方面的挑戰。但中國男人歷古以來，都是嬌生慣養的。他們每一樣事情都有人代勞，而他們亦希望如此。人們要從奮鬥出來的才能強壯，而中國婦女是經過奮鬥的，因此，他們較為強壯。」

年間中國之貿易增長快速。一九七二年之增長率為百分之十六；七三年為百分之四十七；七四年為百分之十七。」

「入口貿易方面之增長更遠超出口方面之數字。一九七三年貿易逆差為八千萬美元，七四年則為八億五千萬至十億五千萬美元。誠然，其間產造原料價格上升及由於世界需求減少至使出口下降。」

世界產油之列

除却原油外，在過去二十五年來，中國之出口項目並無多大變動。其中四份三包括農產品及紡織品。換言之，其出口主要有賴農業方面之生產。

其他方面輕工業製成品，如收音機、單車、縫衣車、鐘錶等畧有所增，但其數量仍為小。

中國預期增加工業製成品之出口。於一九八零年，其原油出口將由百分之十六增至百分之三十三；於一九八五年又增至百分之五十七——於該時，中國可擠身於世界產油國之行列。

工業發展

細察在過往數年來中國貿易之形勢可見已發展之國家在予以中國入口供應上，日益重要，其中尤以生財用具、化學品、肥田料及高技倆之器材為然。

從此可見中國深信此類入口物品可助其發展國內之工業生產。從廣州交易会會場陳列物品可見中國現行已能製造於前有賴入口之物品。此乃中國意欲創建及發展其國內工業之例證。

貿易形勢一覽

去年，中國主要貿易市場為日本、香港、美國、西德、加拿大、澳洲、法國與及英國。

中國與日本之雙邊貿易總值由七三年之二十億美元增至七四年之三十三億美元，即加增了百分之六十五。從日本中國主要購進生財用具。

香港在七四年輸出中國之出口總值只為八千萬美元，但却購進約十億二千萬美元之中國貨品——這也就顯示出香港在經濟上對中國之重要性。

香港與中國間之轉口貿易方面一反，不少貨品轉經香港輸入中國。去年此值達四千萬美元，七三年為四千四百萬美元，回顧一九七零年只為八百萬美元。其中主要物品為糖及棉花、製造醫藥及香水之器材等。

美國為中國之第三大貿易夥伴。自一九七二年尼克遜總統往訪中國後，而美國把入口貨品禁運消除，於該年，美國輸入中國之品總值為六千萬美元。去年則激增至八億美元。

國貨輸美雖畧有所增加，但去年只為一億一千五百萬美元。但美國入口商均需附繳高昂入口稅，因此減弱了國貨在美國境內之競爭性。

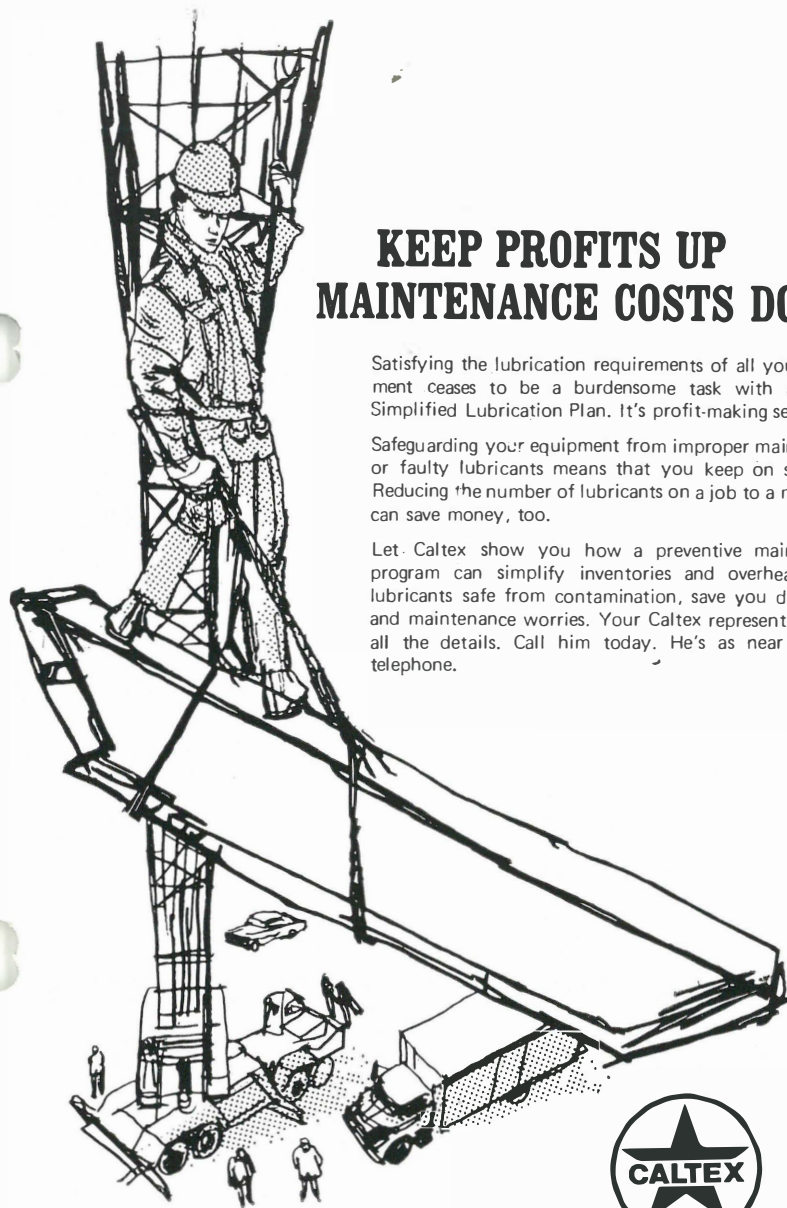
去年，中國與西歐國家之貿易增加了百分之二十八，總達二十億八千四百萬美元。

港、中關係預測

於未來時日中，香港在中國賺取外匯資源方面，預料仍將佔一重要位置。

本會董事麥理覺先生於最近訪美期間出席由紐約總商會所主持之晚餐宴上強調「香港之多項建設計劃，均基於二十一世紀所需而訂。中國對香港之長遠政策亦從其於沙田及青衣島購地，以貯原油一事中見諸一二。」

「再者，中國以大量食物，製造原料，消費品供應香港，尤其食水方面，更以最低廉價格供應給我們。」



KEEP PROFITS UP MAINTENANCE COSTS DOWN

Satisfying the lubrication requirements of all your equipment ceases to be a burdensome task with a Caltex Simplified Lubrication Plan. It's profit-making sense, too.

Safeguarding your equipment from improper maintenance or faulty lubricants means that you keep on schedule. Reducing the number of lubricants on a job to a minimum can save money, too.

Let Caltex show you how a preventive maintenance program can simplify inventories and overhead, keep lubricants safe from contamination, save you downtime and maintenance worries. Your Caltex representative has all the details. Call him today. He's as near as your telephone.



Keeps Machinery Moving

Caltex Oil Hong Kong Ltd., 7th Floor, Edinburgh House, Queen's Road Central, Hong Kong. Telephone: H-233091

THINKING OF YOUR STAFF?

For all forms of Retirement
Benefits and Group Life
Assurance Schemes
consult:

GUARDIAN ASSURANCE CO., LIMITED,
2nd Floor, Union House, P.O. Box 94,
Hong Kong. Telephone: H-233061.

You get a great deal from Guardian

Director's Viewpoint

The Pace Quickens

Well, Peter Foxon, Herb Minich and I completed the first Chamber industrial investment promotion mission to New York and Cleveland a couple of weeks ago and we were well satisfied with the initial results. Roy Porter and Peter Lo of the Commerce and Industry Department also had good results from their parallel visits to Chicago and Los Angeles. The two groups made a joint presentation in the San Francisco area, I believe with some success.

All in all, we found US industry somewhat reflective and suffering from recession blues. There was however sufficient belief that recovery has started to provide us with the opportunities to press Hong Kong's case with vigour and conviction. There are after all few territories which can claim to have come through the recession in the shape we are in — lean, fit, and ready to go. And our new land policies allowed us to spread the net a bit wider than light industry. I think we did well but much follow-up work must now be done and this too has to be coordinated so that we do not lose momentum or opportunity. Industrial investment promotion is a competitive business and there are others at the same game aiming at the same targets. The months ahead will tell.

In the meantime, we welcome Outboard Marine Corporation into the Hong Kong production system. Evinrude and Johnson motors are rolling off the assembly lines. It won't be long before assembly ex-

pands into machining and then full manufacturing. Well done, DCI and OMC. Incidentally, that was a really good speech delivered by Sir Denys Roberts at the opening of the OMC plant on Tsing Yi. It contained the kind of assurances that industrialists everywhere like to hear. Someone ought to send a copy to Harold Wilson (for the attention of the Minister for Industry) marked 'Confidential — The Profit Motive'.

Ships and Shipping

Just about the time you receive your copy of The Bulletin, the Chamber will be involved with the staging of two conferences on shipping. The first, organised by Seatrade publication with Chamber assistance, looks like being a sell-out with several hundred delegates from all parts of the world gathering at the Hong Kong Convention Centre to hear a battery of accomplished and experienced speakers expounding on the problems and future of ships and shipowners. Where better than Hong Kong for this kind of get-together?

The second conference is jointly organised by the International Chamber of Commerce and the General Chamber. Again there are highly professional speakers and topical subjects; this time basically concerned with the problems which shippers face. A specially warm welcome to Hong Kong for Carl-Henrik Winqwist, Director General of the ICC.

I got myself into some difficulty in the Government for predicting in 1973

cont'd Pg. 13

A GOOD WAY TO MAKE A GREAT IMPRESSION



... If you are interested in having your product or service make a solid impression on the Hong Kong market, we'd like to introduce you to the SOUTH CHINA MORNING POST ... the best impression maker of them all ...

In fact it makes*102,000 English language impressions every day, on a high concentration of Hong Kong's most affluent Chinese and expatriate households.

MAKE A GREAT IMPRESSION ON HONG KONG ... ADVERTISE IN THE

South China Morning Post

For rates and additional information about advertising, please contact: Mr. George Spence, Group Advertisement Manager, G.P.O. Box 47, Tong Chong Street, Hong Kong

* SOURCE: SRH MEDIA INDEX 1975

Who Are The China Traders?

A recent article on the growth of the Chinese economy in 'Peking Review' offered the following statistics: between 1964-74 production of steel rose by 120 per cent, production of coal was up by 660 per cent and that of chemical fertiliser 350 per cent. Electric power production trebled, output of tractors rose by 540 per cent, and cotton yarn production was up by 86 per cent.

What the article does not tell us, unfortunately, is what the levels of production were in 1964. But the percentage increases in output in the major industrial sectors claimed by China during the past ten years are nonetheless impressive. According to the article, the overall increase in the value of total industrial output between 1964-74 was 195 per cent. Since 1962 China has also had 14 good or fairly good harvests in a row, something quite unprecedented in history.

China's trade, particularly with the developed countries, has increased by leaps and bounds during the past few years—although its performance in the last two years has pointed up the fact that even China is not entirely immune from the recession in world trade. This increase in trade has developed hand in hand with China's progress on the diplomatic front. China now has diplomatic relations with more than 100 countries and trade relations with more than 150 countries. Indeed, trade agreements are often the prelude to the establishment of full diplomatic relations.

It is essential to view China's present economic and trade growth in

its correct historical context. China in 1949 was a vast, backward and semi-feudal land. Poverty and famine were endemic and the country had been ravished by war and revolution for nearly 40 years. The only modern industry existed in the large cities on the coast and along the rivers. And even this was not a product of China's development. It was transplanted onto China by foreign powers and largely controlled by non-Chinese capital. The economic 'hinterland' of this industry was in Europe and the US—not in China itself, and there was little link between, say, the capitalist economy of Shanghai, and the backward agricultural economy of the rest of the country.

From scratch

Thus in 1949 the new Government had to start more or less from scratch in developing a modern economy and raising the standard of living of the Chinese people. The basic task was to adequately feed and clothe such an enormous population. There were plenty of people who subscribed to the Malthusian theory that China's population was simply too large, and growing too rapidly, to be fed without outside help. Such a population, they said, would be a permanent burden on the country. Now the massive task has been accomplished—as visitors to China will confirm—and accomplished, moreover, through China's own efforts.

The leading economic task today, as revealed by Chou En-lai at the National People's Congress in January

The best way to make sure your communication system fits: HAVE IT MADE TO MEASURE

Communications consultancy service

When we advise our customers to purchase a new communication system — or adopt, adapt and improve an old one — it involves something more than just choosing system X from the catalogue.

There is a detailed evaluation of your particular needs. There is a design to meet them. And then, before any installation takes place, we go shopping for you.

Except in a few specialised cases, we do not manufacture communication equipment. This means we are free to choose equipment and facilities from anyone, anywhere, simply on the grounds that it's right for you. And you are protected by our equipment contracts.

Project management

We can look after the co-ordination and control of any new communications installation.

We can plan and liaise with interior designers, architects, consultants and utility

services to complete your project on time. Because we do all the co-ordination, your management is free to concentrate on your speciality: — Your Business.

And when all this is completed, you wind up with a communication system — be it simple or highly complex, — which is cost-effective because it's unique to you. No two Cable & Wireless Systems projects are alike because each one is designed, developed, and implemented for each particular customer.

Systems range

We handle Telephones, Telephone Switching Systems, PABXs, Intercoms, Radio Systems, Computers, Data Communications Systems, TV Systems, and many other communications and data systems.

We also have a reliable and efficient round-the-clock-maintenance service for EDP systems which relieves you of the worry of systems failure.

Don't worry about your communication problems — call The Experts.



CABLE AND WIRELESS SYSTEMS LTD.

Cable and Wireless Systems Ltd., Mercury House, G.P.O. Box 14477, Hong Kong.
Telephone: 2831385 Telegrams: Cablesystem Telex: HX74000

this year, is to build an independent and relatively comprehensive industrial and economic system before 1980 and to be advancing in the front ranks of the countries of the world by the end of the century.

A more recent, but probably equally important announcement on China's economic plans was made at the 'National Conference on Learning from Tachai' which concluded in Peking in October. There it was announced that China aimed to achieve a breakthrough in agricultural mechanisation by 1980.

Enormous implications

Since agriculture is the foundation of the Chinese economy and employs some 80 per cent of the population, and since the development of industry and trade are to a very large extent dependent on the growth in China's agricultural output, the implications of this plan are enormous. *The Bulletin* learned at the Kwangchow Autumn Fair recently that the level of increase in grain output envisaged during the next five years is 80 per cent — which means an annual growth rate of 11.2 per cent. This growth rate represents a considerable acceleration over that of the past few years.

China recently announced that the country will 'triumphantly fulfil its Fourth Five Year Plan by the end of this year'. Full details of the Fifth Five Year Plan, due to begin in January have not been officially released, but according to the *Far Eastern Economic Review* it is intended that

industrial production should double by 1980—which means an annual increase of 15 per cent.

It is important to remember that China's foreign trade is still very small in relation to the economy as a whole. This point was explained in striking terms by Mr. David Newbigging in his talk on trade with China at the recent Financial Times Asian Business conference. He said, 'China's foreign trade last year was worth about US\$14,000 million. If we take a population of 800 million, that amounts to about US\$17.50 per head. Hong Kong's foreign trade last year, including re-exports, amounted to a little more than US\$11,000 million, which gives a per-capita figure of about US\$2,600. This comparison emphasises the fact that while HK must trade to survive, China is a vast and self-reliant country, and in economic terms her foreign trade is almost incidental.'

Small as China's foreign trade is in relation to the size of its economy, however, it has increased rapidly during the 1970s, with a particularly impressive growth rate between 1972-74. Even after discounting price rises, the growth of trade in real terms over the preceding year was, in 1972, 16 per cent, 1973, 47 per cent and 1974, 17 per cent. In both 1973 and 1974 imports grew more rapidly than exports, resulting in an estimated trade deficit of US\$80 million in 1973 and between US\$850 — \$1,050 in 1974. This deficit arose because of the inflated cost of raw materials and other vital imports coupled with a declining demand for

some of China's leading exports. China, too, is prone to the ups and downs of world trade.

The actual exchange deficit may be considerably smaller than this, however. China receives huge invisible earnings through remittances from overseas Chinese (of whom there are some 15 million), from investments in Hong Kong, and from banking operations in HK, Singapore and London. There are no signs that China is unduly worried by its temporary trade deficit, being prepared on the one hand to draw on her gold and foreign exchange reserves, while on the other counting on increased earnings from oil to restore the balance of trade by 1980 and thereafter to produce substantial surpluses.

The main purpose of China's exports is to earn foreign exchange to pay for its imports. Import requirements are in turn closely related to the level of domestic capital investment and industrial production. Those who in the past looked upon China's huge population as a tremendous market for consumer goods, a market with almost unlimited potential, will by now have realised that this idea is a myth. China is a large market for certain types of goods, namely those which will contribute to its own industrialisation and reduce further its dependence on other countries. But consumer products make up approximately a half of one per cent of total imports.

Excluding petroleum, the structure of China's exports has changed very little in the last 25 years. Three-

quarters of China's export commodities consists of agricultural produce, agricultural processed goods and textiles. Exports are, therefore, dependent on an agricultural surplus being available. The export of light industrial products—radios, bicycles, sewing machines, watches and clocks, etc.—has been steadily increasing, but remains very small. However, China's light industry has grown at a rapid pace in recent years, which suggests that these products are finding a growing domestic market.

The Big League

It is anticipated that China will try gradually to reduce the importance of agricultural products in its exports and increase the ratio of industrial goods exported. It has also been calculated that the percentage of China's total exports made up by oil will increase from around 16 per cent this year to 33 per cent in 1980 and 57 per cent in 1985. If that is the case, China will by then probably be well established in the big league of oil producers.

A look at the pattern of China's trade in the past few years shows the growing importance of the developed countries as China's suppliers, particularly of capital equipment, chemicals, fertilizer and high technology equipment. China obviously believes such imports constitute the fastest way to eventually reduce its dependence on imported goods and develop its own facilities. And if this sounds a paradox, it isn't. Many of the relatively sophisticated products which China now produces itself, and which

can increasingly be seen on display at Canton, were previously imported. From these initial imports China was able to build up its own industry.

China's leading trade partners last year were Japan, Hong Kong, the US, West Germany, Canada, Australia, France and the UK, in that order. Bilateral trade with Japan increased by 65 per cent from US\$2,000m. in 1973 to \$3,300m. last year. Imports from Japan, largely capital equipment, were up by 90 per cent, while exports to Japan increased by 35 per cent. China's trade deficit with Japan last year therefore amounted to a huge US\$840 million.

Hong Kong exported less than US\$80m. worth of goods to China last year, while on the other hand we purchased from China goods worth \$1,200m. In other words, trade between HK and China was almost entirely one-way. This huge surplus underlines the importance of HK's commercial contribution to the People's Republic. While China buys large amounts of capital equipment from Japan, it is able to more than offset payment for this by its earnings from exports to Hong Kong.

It is interesting also to note that in recent years a lucrative re-export trade has developed in goods destined for China via HK. Last year the value of HK's re-exports to China was almost US\$40m. In 1973 it reached \$44.4m. On the other hand, in 1970 this trade was worth less than \$8m.

The United States, China's third largest trading partner, enjoys a large trading surplus with China. This has

been achieved, moreover, in the space of three years. In 1972, the year Nixon visited China and the US embargo on trade with China was lifted, US exports to China were worth US\$60m. By last year they had reached \$800m. US purchases from China, however, although having also grown rapidly, lagged far behind at \$115m. China has hinted several times that it is not too happy with this imbalance and will undoubtedly be looking for ways to lessen it.

One difficulty for China is that although it is a developing country, it does not qualify for inclusion in the US' GSP list. US importers of Chinese goods are therefore faced with high import duties, and in these circumstances it is rather difficult for Chinese products to be competitive in the US.

Western Europe

Trade with Western Europe increased by some 28 per cent last year to reach US\$2,084m. and China's deficit with its main West European trading partner, West Germany, reached \$227m. following a series of capital equipment deliveries.

With the third world the total trade turnover last year was \$2,800m. with a \$490m. surplus in China's favour. Much of this trade is carried out on a 'friendship' basis through special trading arrangements, since apart from some raw materials, there is often very little that third world countries can offer China that it does not already have. An example is the import of tobacco from Albania. Tobacco is probably about the only

Director's Viewpoint -continued

product which Albania—one of China's staunchest allies—can offer it.

What of China's future trading relations? In the years to come, we are likely to see a rapid growth of China's oil exports, and given China's firm belief in balancing the books, this should be accompanied by a corresponding increase in the flow of imports. However, this should not be taken to mean that China is moving away from its policy of self-reliance. Trade is likely to remain, as Mr. Newbigging put it, 'almost incidental' in proportion to total GNP.

Oil fields

China's main oil fields are situated at Taching, in the North East, at Takang, near Tientsin, and at Shengli, near the port of Tsingtao. These are presently being exploited as quickly as practicable. Visitors to the Canton Fair recently were informed of another large oilfield in Kwangtung Province, not far from Canton, for which refining facilities are reportedly being built near Whampoa. China is also developing its off-shore production in the Pohai Gulf and is reportedly ready to make purchases of offshore oil equipment and technology from the West. Large reserves of petroleum are believed to lie under the South China Sea. All in all, not bad for a country which was previously believed to be 'poor' in oil.

In his speech, Mr. Newbigging expressed the opinion that a ten per cent annual growth rate in China's trade seems to be well within reach. All the indications are that the Chinese

economy is about to move into top gear.

As far as Hong Kong is concerned, its role as China's main source of foreign exchange is likely to continue. It has been estimated that China obtains between 40-45 per cent of foreign exchange through Hong Kong. This includes invisible as well as visible trade income. These are earnings which China could not necessarily find from other sources and by other means.

Hong Kong also offers the advantage of being a place through which China can deal with an essentially capitalist world within a trading environment that can accommodate both to mutual advantage. And China shows every intention of continuing to make the best possible use of the facilities available in Hong Kong, as a financial and communications centre, as a modern containerised port, as a shipowning centre, and so on.

Indicative of China's long-term policy towards HK is the fact that China has recently paved the way, through purchases of land for oil storage facilities as Shatin and Tsing Yi Island, for a substantial and permanent market for its oil products.

At the same time, HK owes much of its present stability to the policies of the People's Republic. China has consistently supplied Hong Kong with food, raw materials, consumer goods and of course water at prices and under conditions which, whilst business-like, clearly reflect what might be termed 'most favoured rates'.

the onset of a trade recession. I am encouraged however by recent observations to try another prediction. I predict (with great personal conviction) a very good year for Hong Kong in 1976. Textiles and electronics will do very well indeed, electronic watches particularly. Other industries will not be far behind. We may well see the sort of growth figures for the first half of next year that we began to think in 1974 we'd never see again. Our industrial employment will recover a good deal of lost ground. If this kind of trade and industrial recovery is, indeed, experienced, it could well mark the beginning of another period of sustained economic growth for Hong Kong. There is certainly no lack of confidence at present in business circles.

Advent into Industry

Let me introduce to you the first two executive appointments to the Chamber's new Industry Division.

Cecilia Fung (see page 14) majored in English Literature at the University of Hong Kong. She graduated in 1967, then gained experience of business reporting and feature writing with a leading newspaper. She joined the Chamber in 1969 and has wide experience of trade matters and the administration of the Chamber. More recently she has been involved in subjects with an industrial flavour.

In her new post, Miss Fung is responsible to the Director for much of the basic organisation of the Chamber's industrial promotion work.

As this expands, she will be kept very busy indeed.

Sonny Castro (see page 14) has been with the Chamber since 1966. He was educated at Maryknoll, St. Joseph's College and La Salle College and successfully completed a number of post-graduate business courses. He had a good deal of business experience before joining the Chamber. In recent years he has worked on trade matters.

His new duties include many subjects and issues, other than promotion, of concern to industry. That is a pretty wide field of responsibility and Sonny will be kept busy.

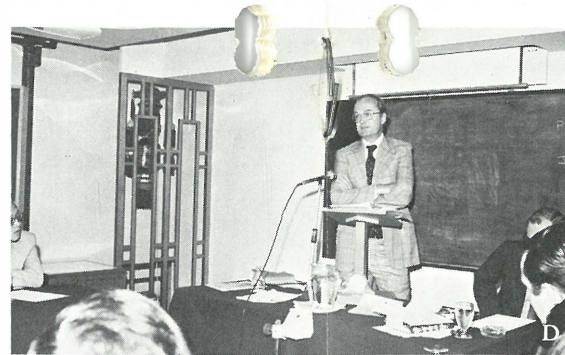
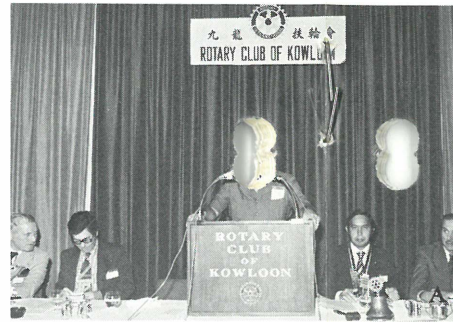
The work of the Industry Division will develop in the months ahead and I believe that the Chamber will be able to represent adequately the interests of industry to the Government and in other ways.

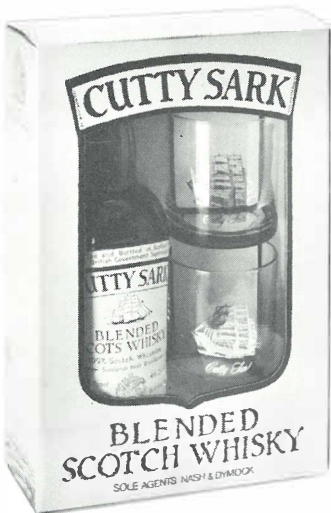
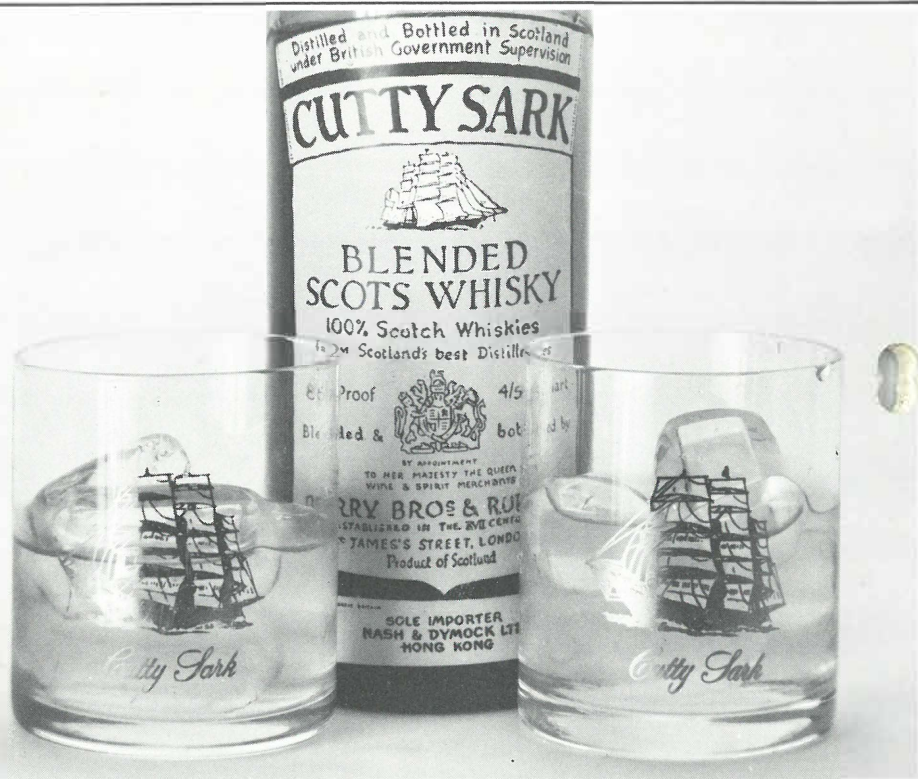


Jimmy McGregor

Picture Briefing

- A. Mr John Marden, Chairman of the Home Affairs Committee, gave a talk on 'Crime — a Chamber Viewpoint' to the Rotary Club of Kowloon on October 10th.
- B. The Industrial Promotion Mission to the United States consisting of our Chairman, Peter Foxon; Director, Jimmy McGregor; and the Executive Director of the American Chamber of Commerce, Herb Minich, returned to Hong Kong on November 4th. Arrangements for the mission in the New York area were handled by the First National City Bank. Mr Minich, Mr Foxon and Mr McGregor (front row 1—r) are pictured here at the FNCB New York Office with Mr Anthony Chien, Assistant Vice-President, FNCB; Mr Thomas C. Crouse, Vice-President, FNCB; and Mr C. H. Bradley, Assistant Vice-President, FNCB (back row 1—r).
- C. A Good Citizen Award Presentation was made on the Radio HK Programme 'The Voice of Junior Police Call' on October 26th. Sixteen-year old Au-Yeung Tak-Wah receives his award from Mr James Wong, member of the Home Affairs Committee.
- D. The Chamber's fifth 'HK for New Arrivals' course was held at the Mandarin Hotel on November 11th, 12th and 13th. Here Mr James W. Sweitzer, Chairman of Amcham's China Commercial Relations Committee, speaks on trading with China.
- E. & F. In the Chamber's recent reorganisation a new Industry Division was established to further the Chamber's role in promoting HK's industrial development. Cecilia Fung (E) and F. M. 'Sonny' Castro (F) are Assistant Managers in the new Division, looking after Promotions & Development respectively.





FREE GIFTS

Only the best of Scotch Whisky deserves the best on-the-rock glasses. A set of these two special glasses will be yours **FREE** in an attractive **GIFT BOX** with every purchase of one bottle.

An ideal gift for the season.

Go and get yourself half a dozen glasses for your next party!

Get them in your usual store **NOW** before they're all gone!

 **NASH & DYMCK**

SOLE AGENTS: NASH & DYMCK

Tel: 5-261371-2

Speakers' Corner Sansan Ching and People Liberation

HONG KONG'S living on the tail of long long centuries of Chinese culture. Using the resources that have been built up through the ages. We say "This is Chinese" but it is only the remnants. We're not generating it. It's mixed with the West, mixed with commercial enterprise. This mixture is so very, very Hong Kongese.'

It is frequent enough for a Chamber discussion to start with money. It is not so often that it ends with philosophy—and in particular the question 'what are morals?' But *The Bulletin's* conversation with Sansan Ching, educator and—for lack of a better description—local personality, covered exactly this spectrum.

'If I had to sum up HK in a single word, my answer would be "profitability". The most obvious example of course are the Hongks. Perhaps the name of this colony has more to do with commercial enterprise rather than to do with fragrance,' Miss Ching suggests.

'Financial expediency is the most important matter when implementing policy, and for that reason the Financial Secretary is probably the most powerful figure in the political scene, especially when he is acting as spokesman for the Hongks, rather than for the people of Hong Kong. 'The Governor has given the go-ahead to the mass transit because it's going to make money. He has made cuts in the field of education, social welfare, housing, health, you name it.'

A phrase Miss Ching uses frequently when putting forward alternatives

to the pursuit of wealth is 'investing in human resources.'

'I'm not against making money, but because in HK it's officially sanctioned, the type of person who accumulates wealth and power and status is regarded as the successful person. The people with the most money, and the titled people—both in HK and elsewhere—seem to me the least fulfilled of human beings.'

'What we do with the money is more important. Why can we not put it in schools, put it in hospitals, in social service?'

The Bulletin suggested that perhaps New York was a sorry example of what happens when too much emphasis is put into spending at the expense of the sheer earning of money. With all its faults, did not HK at present appear to have a more viable future than New York? Miss Ching agreed that this seemed so, largely because HK is profitable, and repeated her belief that making money 'honestly' was acceptable.

Although Miss Ching has the advantage of being prettier than most 'local personalities,' she tries hard to avoid taking advantage of this. It was a long time before *The Bulletin* could persuade her to stop talking of money and turn to more 'feminine' subjects. ('This being International Women's Year, I try to talk about women as little as possible,' she claims.) But even when we did persuade her to turn to the woman's viewpoint, the theme of money was still dominant.

'HK misses the point again with women's rights and talks only about

the financial side of it. The HK woman does not truly suffer from lack of financial gain, or educational opportunities and social opportunities. I think the HK woman is very well off compared with women in many other parts of the world.'

Part of the reason for this, Miss Ching suggested, might be because here in HK the female of the species often compares favourably with the male.

'I don't want to be offensive, but HK men, compared with the women, seem to me to be impotent. I am, of course, talking metaphorically. But Chinese men throughout the ages are the pampered sex. They've had everything handed them on a silver platter and they expect things to remain that way. People don't become strong by giving up the struggle. Chinese women have struggled. In the end they come out stronger people.' The paradoxical result of the struggle, however, is that for Miss Ching 'women come out more feminine than men are masculine.'

Yet she is quick to correct the balance. 'Being a woman I'm naturally more interested in men, but because the man is the breadwinner, that's the role society wants him to play, he has less chance of developing himself as a person in other ways. But we must be true to ourselves—how do we become a woman, or if we're a man, how do we become a man?'

'The point is not why do women have certain rights or men have certain rights, but how do we all

become human beings—People Liberation.' The conversation had now moved from money and the mundane subject of business and was entering deeper water.

How did a different type of 'people conflict' — that between the local person and the expatriate—enter Miss Ching's picture of things? Was there anything the expatriate had to offer? The answer might have surprised some expats.

The human expat

'His human-ness. Not only his expertise, his leadership in money making. Not only his intellectual ability. But himself, his culture, what he stands for. And this is exactly what the local person has to offer the expatriate also. If he's able to do that, if he isn't hung up, and he's able to share himself and his culture, he will make a worthwhile contribution, to Hong Kong.

We had not so far touched on Miss Ching's own specialist subject, education. 'Education in HK is potentially good, but at present it's inadequate. Perhaps we don't put enough money into it, we don't put enough expertise into it, perhaps we don't really care what education is about? We don't really try to answer the question—what really is education, who are we trying to educate, and how are we going to do it?'

'Again, we try to quantify. We think that with so many children in school, there's education. But education is not schooling. Education depends more on quality. I see this conflict between quality and

quantity in many spheres. One sees this wide gap in HK.'

Was it worth distinguishing between the more practical disciplines that enabled one to practice a profession—accountancy, architecture, engineering—and the less obviously useful subjects, such as say, philosophy or literature?

'If we see something coming back to us very quickly and very concretely we call this an achievement. But if something is more subtle, is more of an undertone, some people say "well, what's the use of that?" But it is the more undertone things that have the longer range effect on a race of people, on civilisation and it is these things which can provide the necessary overview of life.'

We were getting into the field of social theory again. To bring the conversation back to a more everyday level, *The Bulletin* pointed out that Miss Ching had recently been vocal on the subject of prostitution, a topic that aroused controversy among most sectors of the community.

'If it could be legalised, and given the status of a proper profession, prostitution could serve as a stabilisation to a society. It saves a lot of marriages, so many marriages are patched up because of prostitutes.

'And the people involved in it do see themselves as professionals, whether they're given the status or not. A lot of prostitutes are not merely money conscious. They desperately need emotional fulfillment and a relationship just as anybody else needs it.'

But wasn't the sort of fulfillment the

prostitute is seeking an immature need, in a sense a need that could never be fully satisfied?

'Maybe, but couldn't the same point be made for people in other professions? Couldn't this be said for the businessman? For even the educator who is married to his profession?'

On a less emotionally charged, but equally controversial subject, Miss Ching favours the election of representatives to Legco 'because the everyday man on the street should be given a say in how he wants things run'.

But in view of what Miss Ching had to say about the influence of money in HK, might this not lead to only the rich being elected?

'Exactly, who really has the substance as a person to guide and to lead other people? It's a very moral question. And again, it's not a concrete thing, but it's morals that govern a person's actions. His power, his prestige and his titles are secondary.'

What did Miss Ching mean by morals?

'I think for each individual person these could be a little bit different. But what I mean is simply his highest aspiration of what he wants to become as a person. Very few formulate this. Profitability, this great trap we are in, is partly to blame for this. If you're busy working in the office and your wife is busy rearing children, you never have time to talk about things, especially about what you want out of life. That is what I mean by "no investment". You have to invest. You have to make your life work. Like you have to make your business work.'



The Bank of Canton, Limited.

Head Office:

6 Des Voeux Road Central, Hong Kong.

With branches in Singapore, Malaysia,
Thailand, Macau and Hong Kong.

Subsidiaries:

Canbank Finance Ltd.
Bank of Canton (Nominees) Ltd.

Affiliate:

Hong Kong & Shanghai Insurance Co., Ltd.

 Affiliated with SECURITY PACIFIC NATIONAL BANK

Head Office:

Los Angeles, with branches and
representative offices around the world.

Investment in Egypt

THE Suez Canal resumed operations in mid-June, on in fact the anniversary of the day it closed eight years ago. Its opening also marked a new phase in Egypt's promotional efforts to attract foreign investment. As a result the Egyptian Consulate in Hong Kong is expanding its commercial representation bureau, and one of its main objectives will be to encourage Hong Kong entrepreneurs to look towards Egypt as an investment area.

Mohammed Ismail, newly-arrived commercial man at the Consulate, elaborates. 'Egypt has now embarked on an open-door economic policy and foreign investment is most welcomed. Egypt has a special situation which makes it the most likely centre for investment. It is the financial centre of the Arab world and its primacy among Arab nations, its geographical location, its traditions, its ready supply of a cheap and skilful labour force allows it the capacity to develop the full array of institutions which a capital market requires.'

A law of 1974 on investment of Arab and foreign funds and the creation of free zones marked the opening of Egypt's doors to foreign firms. This gives firms five-years tax grace for investment in Egypt and no tax is levied within the free zones. Capital and profits may be repatriated with complete freedom at any time.

Priority is given to projects aimed at exportation or the promotion of tourism, production of basic commodities and projects which require advanced technical experience.

According to a recent article in

The Economist, US\$2½ billion worth of applications have been approved by the Egyptian authorities. One in eight of these applications have been for the Port Said or suburban Alexandria free zones. Most are aimed at supplying the Egyptian market. Such companies as British Leyland, Massey-Ferguson and Pilkington have announced plans to build plants in Egypt.

There are two ways to foreign investment in Egypt. First there is investment in Egypt proper. Foreign firms investing there naturally come under Egyptian jurisdiction. As Mr. Ismail explains, 'Investment in Egypt has to be in accordance with the National Plan.'

Free Zones

The other way is to invest in one of the Free Zones. Mr. Ismail feels that the Free Trade Zones will offer many attractions to would-be Hong Kong investors. 'So long as it is a legal industry and its output is entirely exported, we welcome it to the Free Trade Zone. There are no restrictions on exports from Egypt or the zones and it is an ideal location in any sense. Egypt is situated at the crossroads of three continents, all of which have trading links with Hong Kong. It is certainly a lot nearer to your markets in Europe. In essence, operating from the Free Trade Zone would automatically give you as a market the Arab countries and Europe.'

Mr. Ismail went into more detail about investing in the Free Trade Zones. 'The rent per square metre

cont'd. Pg. 26

Hutchison International complements world business



**Hutchison
International
Limited**

in hong kong and around the world.

22nd Floor, Hutchison House,

10, Harcourt Road, Hong Kong. Tel: 5- 230161

Telex: 73176 HILHK HX Cable: HILHK

finance: imports: exports: textiles: investments: trade

Dear Sir

Comment on previous Bulletin articles

I have no doubt that many readers of *The Bulletin* were in absolute accord concerning the suggestions put forward by Mrs. Elsie Elliott in last month's issue.

There are just two very minor points on which I disagree. Firstly, I do not consider Mrs. Elliott is "a little too old" as she puts it. Secondly, I consider that her "dream" island is a possibility. It must be remembered that this "dream" has been brought to reality on more than one occasion with dramatic and outstanding success. I believe it can be brought to reality in Hong Kong but first of all it will be necessary to overcome Governmental lethargy, public apathy and traditional prejudice.

How are we to overcome these obstacles? What can the dreamers of Hong Kong do concerning this island for the young offender of both sexes? Dreams promote progress, history proves it, so there is no need to belabour this point, but, progress will only result if action follows the dream. It is action that I advocate, action now. We all know what Mrs. Elliott requires to bring her dream to fruition, the point is how are we to encompass her aims.

Of paramount importance is the island, the dream is based on solid ground. There are some 300 islands dotted around Hong Kong, many of them waterless, many of them present problems of accessibility, but there must be one that is ideal for the project. Find that ideal island and then negotiate with the "powers that

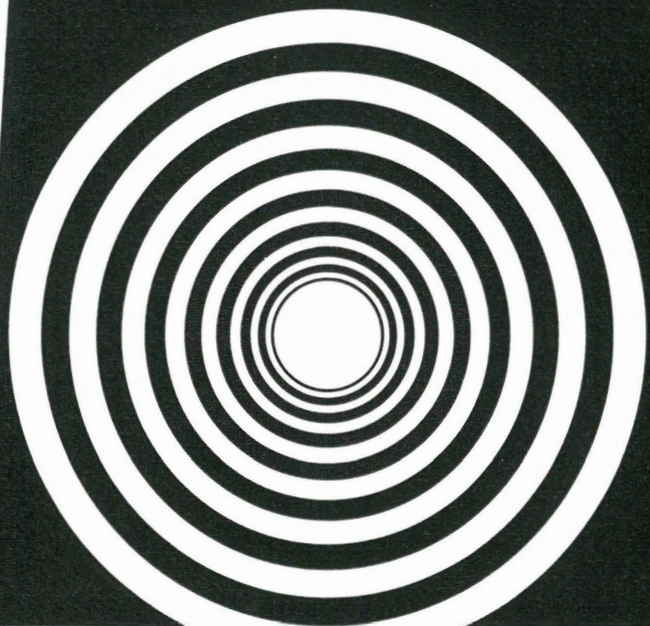
be" for its use. When once that first hurdle has been overcome it will then be time to make the project known throughout the Colony.

Finance has to be found and the sum will be no mean amount but it is not beyond the capabilities of the youth of Hong Kong to be a deciding factor in this regard. The youth must be made aware of the project, their interest must be kindled and kept burning and this can only be done by giving them the facts via every available medium of communication. Once the island has been obtained and the co-operation of the people of Hong Kong has been won then Mrs. Elliott's "dream" is as good as "home and dry".

Mrs. Elliott realises, as does every thinking person, that one person cannot carry through this project, it will need a team. Would it not be possible to form that team as soon as possible so that the project can be studied in depth? Surely we have in Hong Kong architects, surveyors, social workers, Government officials, philanthropists and workers who "dream". These men and women must be brought together, only in this way will the team be balanced and competent. All things have a beginning, may I suggest that the beginning of this project be a telephone call by all interested persons to 3-949989 and from that point the project can go forward in the hands of persons far more qualified for the task than myself.

D. R. Somerset

cont'd. Pg. 25



Our scientific planning and mechanised installation, augmented by advanced production techniques and modern management methods, make us the most up-to-date and efficient factory of its kind. With these facilities plus our continuous creative efforts, latest technical advancements, modern industrial designs and vigilant value analysis, we can supply flashlights of better quality, better design, better price and can offer you better service. For resale or own use, the best choice will always be

FLASHLIGHTS BY **SONCA**

The World's Largest Flashlight Manufacturer

SONCA INDUSTRIES LTD. P.O. Box 5974, Kowloon, Hong Kong. Cable: SONCALTD. Telex: 84298 SONCA HX

Dear Sir continued

I feel I must reply to several points raised by Mrs. Elsie Elliott in her interview on Crime published in the Speaker's Corner of the November issue of your Chamber's "Bulletin".

While it is appreciated that Mrs. Elliott is a great campaigner there are certain arguments which must be vigorously challenged.

Firstly nobody in the Force, least of all Commissioner of Police Mr. Brian Slevin, has ever denied that some crime does go unreported. On the contrary. It is for this very reason that we are constantly exhorting the public to report crime and, indeed, we recently launched a major campaign to encourage the community at large to do just that.

Mrs. Elliot, also, says she believes that tough, middle-aged triad society members are "creating" young criminals.

I would like to assure Mrs. Elliott there is no positive evidence of any sophisticated organisation among triad societies in Hong Kong.

The sort of gang crimes which give rise to most concern — blackmail, extortion, robberies, prostitution, wounding, etc. — are carried out by groups of young people working, independently, and with no known links with older and more mature criminals.

Indeed, one of the main problems the Police face is the youthful background of triad offenders.

The Force has never denied that a few Police have been found to be members of Triad societies. However, when they have been uncovered

they have been prosecuted. To suggest there are known links is nonsense, particularly in the light of the ever-increasing pressure being put on triads.

Finally, Mrs. Elliott's suggestion that triads use the courts to frame people I find a rather fanciful notion.

She frequently tells us that people who do not comply are intimidated, assaulted or chopped. One wonders why, therefore, it should be necessary to go to such great lengths to try to frame cases with the ever present danger of this collapsing under cross examination in court.

A. C. Rennie,
Chief Public Relations Officer,
Royal Hong Kong Police Force.

How right Mr. McGregor was to draw attention to the declining interest of Britain in Hong Kong. It is a sad comment to see that no official British interests here, such as the Trade Commissioner, have taken the opportunity to reply.

Where I part company with Mr. McGregor is his attribution of the causes behind the British indifference, although he got near the truth when he singled out 'increasingly difficult trade union activity.' It is the British Government's response to this that gives rise to most of the other problems that Mr. McGregor lists, including the British view of Hong Kong.

Take for instance the pathetic concession of 'limiting' pay increases to £6 a week. Limit, indeed! I should be delighted to see my salary rise by the equivalent of \$240 a month. And

DEAR SIR —continued.

more to the point, at least 95 per cent of the HK population would be even more ecstatic with such an increase.

The effective Government of the UK is now in the hands of the large and powerful unions. By clinging to the traditional belief that a union is concerned first and foremost with the welfare of its members (a concern most often expressed in terms of wage levels) the big unions have reached a position where they know how to use their power to increase their members' wages, but they seem impotent to use it for any other purpose. The result? The member of a big union gets his massive increases and this cushions him from the reality of the situation as felt by many of his less fortunate fellow citizens. And when reality does hit home — as in the case of the Chrysler motor affair — the only response is one of bewilderment expressed in aggressive terms.

It is not surprising that Mr. McGregor finds visiting MPs uninformed and uninterested. After all they are no longer the real centre of power. It might be more sense if we paid for a few workers and union leaders to visit HK, since I don't really believe these people are stupid — merely bewildered, misinformed and unable to realise the extent or nature of the power they wield.

After all is said about the stability of the pound and the balances of payments, Britain is still a wealthy nation and still has the wealth to contribute effectively to both the political and economic development of the world.

George Henry

INVESTMENT IN EGYPT— continued.

per annum ranges from US\$1.5 up to US\$4. That is cheap by any standard. All facilities are available: power, water, plentiful skilled and cheap labour and good communications. With the Suez Canal back in operation, it is estimated that 1,000 ships a month pass through the Canal on their way to and back from Europe. There are also no restrictions whatever on the transfer of money. The Government guarantees your investment.'

Banks have so far been the most notable sector setting up shop in Egypt. The laws permit joint ventures or branch operations dealing only in foreign exchange. To operate domestically, the Egyptian partner in a joint venture must control 51 per cent of a bank's capital. Already three such ventures have been formed: American Express and the Bank of Alexandria; the First National Bank of Chicago, Banco di Roma and UBAF Ltd. with Misr Bank; and Chase Manhattan Bank with the National Bank of Egypt. Barclays too have moved into Egypt but only on a 50:50 basis with the Bank of Cairo and therefore can only handle foreign exchange activities.

Egypt exported US\$1,667.4 million worth of goods in 1974, of which almost half came from raw cotton. Other main exports were manufactured and semi-manufactured goods and petroleum.

Mr. Mohammed Ismail at the Commercial Representation Bureau of the Egyptian Consulate (5-244174) would be glad to answer any questions potential investors have regarding Egypt and the Free Trade Zones.

與程德智女仕一席談

「香港是生長在中國幾千年文化的末端，利用着長久以來積聚下來的資源。我們說這是中國的，其實祇是末端。我們並沒有把它發揚光大。這個文化是混合了西方的文化和商業企業化而成。這種混合是十分「香港式」的中國化。」

本總商會的討論，常常都從金錢方面說，却很少以哲理為終結。但本期會訊刊出程德智女仕的訪問就是着重這一方面。討論範圍涉及兩性關係、教育問題、社會倫理，尤其是關於香港社會為商業主義作控制的程度。

「利」字當頭

程女士以為如果要以一句說話來概括香港的話，她的答案是「為利是圖」。大商行的當然是顯著的例子。

是否有利可圖是施政時最受重視哩？「財政司是政界中最有權力的人，尤其是當他作為大商行的代言人時。港督批准集體運輸計劃，因為該項措施將可謀利。因此便要削減在教育、社會福利、房屋建設、衛生等等方面的開支。」

「請看一看由中國大陸湧進來香港的人們，他們是為什麼而來的呢？當然並不是覺得民主可貴，因為這裏實在沒有什麼民主可言。很簡單，他們覺得這裏比其他地方有利可圖。」

金錢之運用

當她提出追求財富的其他方法，程女士常常用「投資在人的資源」一詞。她相信有錢人家很少有機會或者試圖去擔負這種投資的任務。「我並不是反對賺錢，但在香港這是名正言順的，積聚財富、權力和地位便算是成功的人物。對我來說，在香港和其他地

方，那些最有錢和最多銜頭的人，往往是最不務實際的人。比有錢更重要的是怎樣運用金錢，例如開辦學校，開辦醫院及運用在社會服務上。」

「合法」的利潤

本「會訊」提議紐約是一個令人覺得遺憾的例子，那裏太注重將金錢花在認為值得的計劃上，諸如教育及社會福利，而忽視了賺錢這一方面。雖然香港有許多缺點，但香港目下不比紐約更有前途嗎？程女士對此表示同意，因為香港是有利可圖，而她再三表示，以忠實的方法去賺取金錢是可以的。

女權至上？

本「會訊」費了很長的時間才使程女士改談一些較為「女性化」的題目。她以為：「關於女權問題，香港是忽略了其主旨而祇談及經濟這一方面。香港的女仕們其實並不是失却經濟上的進取，教育機會和社會地位，我以為香港的婦女，比世界其他各地幸福得多。」程女士表示：香港的女人比男人為優。

「我不是想開罪別人，但香港的男人與女人相比，總覺得好像軟弱無能。我知道這祇是一種理論，而會受到各方面的挑戰。但中國男人歷古以來，都是嬌生慣養的。他們每一樣事情都有人代勞，而他們亦希望如此。人們要從奮鬥出來的才能強壯，而中國婦女是經過奮鬥的，因此，他們較為強壯。」

年間中國之貿易增長快速。一九七二年之增長率為百分之十六；七三年為百分之四十七；七四年為百分之十七。」

「入口貿易方面之增長更遠超出口方面之數字。一九七三年貿易逆差為八千萬美元，七四年則為八億五千萬至十億五千萬美元。誠然，其間產造原料價格上升及由於世界需求減少至使出口下降。」

世界產油之列

除却原油外，在過去二十五年來，中國之出口項目並無多大變動。其中四份三包括農產品及紡織品。換言之，其出口主要有賴農業方面之生產。

其他方面輕工業製成品，如收音機、單車、縫衣車、鐘錶等畧有所增，但其數量仍為小。

中國預期增加工業製成品之出口。於一九八零年，其原油出口將由百分之十六增至百分之三十三；於一九八五年又增至百分之五十七——於該時，中國可擠身於世界產油國之行列。

工業發展

細察在過往數年來中國貿易之形勢可見已發展之國家在予以中國入口供應上，日益重要，其中尤以生財用具、化學品、肥田料及高技術之器材為然。

從此可見中國深信此類入口物品可助其發展國內之工業生產。從廣州交易会會場陳列物品可見中國現行已能製造於前有賴入口之物品。此乃中國意欲創建及發展其國內工業之例證。

貿易形勢一覽

去年，中國主要貿易市場為日本、香港、美國、西德、加拿大、澳洲、法國與及英國。

中國與日本之雙邊貿易總值由七三年之二十億美元增至七四年之三十三億美元，即增加了百分之六十五。從日本中國主要購進生財用具。

香港在七四年輸出中國之出口總值只為八千萬美元，但却購進約十億二千萬美元之中國貨品——這也就顯示出香港在經濟上對中國之重要性。

香港與中國間之轉口貿易方面一反，不少貨品轉經香港輸入中國。去年此值達四千萬美元，七三年為四千四百萬美元，回顧一九七零年只為八百萬美元。其中主要物品為糖及棉花、製造醫藥及香水之器材等。

美國為中國之第三大貿易夥伴。自一九七二年尼克遜總統往訪中國後，而美國把入口貨品禁運消除，於該年，美國輸入中國之品總值為六千萬美元。去年則激增至八億美元。

國貨輸美雖畧有增加，但去年只為一億一千五百萬美元。但美國入口商均需附繳高昂入口稅，因此減弱了國貨在美國境內之競爭性。

去年，中國與西歐國家之貿易增加了百分之二十八，總達二十億八千四百萬美元。

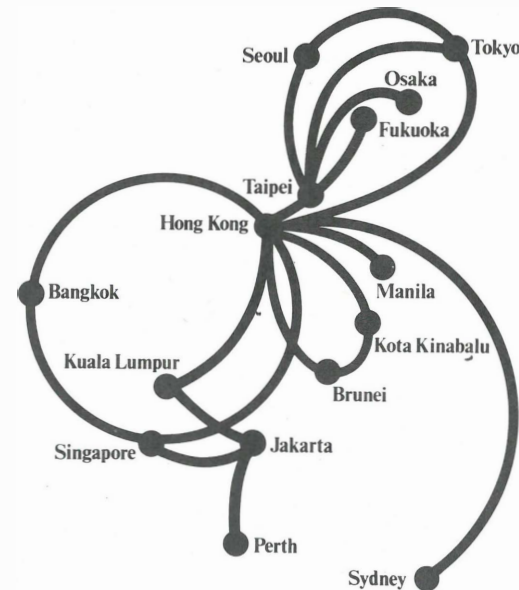
港、中關係預測

於未來時日中，香港在中國賺取外匯資源方面，預料仍將佔一重要位置。

本會董事麥理覺先生於最近訪美期間出席由紐約總商會所主持之晚餐宴上強調「香港之各項建設計劃，均基於二十一世紀所需而訂。中國對香港之長遠政策亦從其於沙田及青衣島購地，以貯原油一事中見諸一二。」

「再者，中國以大量食物，製造原料，消費品供應香港，尤其食水方面，更以最低廉價格供應給我們。」

Discover the convenience of Cathay Pacific's flight schedules. More than 320 flights a week to 15 Asian destinations.



24 hour reservation service

5-252111

Hong Kong's discovery airline
CATHAY PACIFIC
The Swire Group

HKG-4399

How your company can profit from The Hongkong Bank Group's extensive knowledge of international markets

Although The Hongkong Bank Group originated in Asia, we have always had a very international outlook. Much of the financial support for overseas investment and trade by Asian companies doing business outside Asia has come from us. If your company is interested in establishing or building up its business anywhere throughout the world, you should consider using the accumulated knowledge, understanding and resources of The Hongkong Bank Group.



We can advise you on all areas of financial investment.

Business partner for Asian companies overseas.

Whether your company is exporting manufactured goods or importing primary products or machinery, we can help you all along the line. In addition to more than 200 branches throughout Asia, The Hongkong Bank Group has offices in many other countries around the world. Market information and statistics are marshalled by our offices and then cross-referenced for the use of our clients. In this way, businessmen can

interpret facts and figures into selling and buying opportunities abroad – without having to leave their home base. This background information can include such vital factors as the ins and outs of trading overseas, taxes, laws, quotas, duty regulations, trade fairs and promotional possibilities, European Common Market facts and so on. All areas where inside information could give you a very competitive edge in very competitive markets.

International financing organized.

As one of the world's biggest banks and with assets currently exceeding US\$10,000 million, The Hongkong Bank Group is well placed to arrange the many diverse kinds of financial help needed to do business overseas, be it in Europe, America or Australasia.



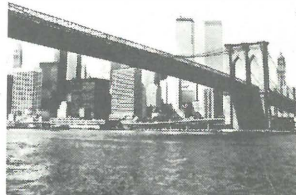
We can help you with all kinds of money matters throughout the world.

International financing, foreign exchange dealings, Eurodollars and Eurobonds – these can all be handled by us, through our network of branches throughout Asia and abroad. We can play a valuable intermediary role too, helping you avoid the delays

that often occur when you deal through local or correspondent banks in countries outside Asia. And these are factors that can affect costs because of overnight changes in the rate of exchange.

Valuable contacts arranged.

In every country abroad, The Hongkong Bank Group people are well-known locally and can therefore introduce you right away to your most influential contacts – ones that might otherwise take you years to establish. They know the people you should meet: agents, fellow businessmen, suppliers, Government representatives and those in technology and industry... all at the right level.



We are where you want to be – in the most important cities of the world.

For further information on how you can profit from The Hongkong Bank Group's knowledge, please contact any of our offices throughout the world. **The Hongkong Bank Group includes The Hongkong and Shanghai Banking Corporation; Mercantile Bank Ltd; The British Bank of the Middle East; The Hongkong Bank of California; Hongkong Finance Ltd, Australia; Wardley Ltd, Hong Kong; Hang Seng Bank Ltd, Hong Kong and Wardley Canada Ltd.**

THE HONGKONG BANK GROUP

Serving Asia and the world.

HEAD OFFICE: 1 Queen's Road Central, Hong Kong. Offices in Australia, Brunei, People's Republic of China, India, Indonesia, Japan, Macau, Malaysia, New Hebrides, Philippines, Singapore, Solomon Islands, South Korea, Sri Lanka, Thailand. Also in Bahrain, Canada, Channel Islands, Djibouti, France, Germany, Jordan, Lebanon, Mauritius, Oman, Qatar, Saudi Arabia, Switzerland, Tunisia, United Arab Emirates, United Kingdom, United States and Yemen Arab Republic.