

工商月刊

BULLETIN

February 2002
二〇〇二年二月

A HONG KONG GENERAL CHAMBER OF COMMERCE MAGAZINE 香港總商會月刊 www.chamber.org.hk

恭賀新禧

馬年香港發展前瞻



HAPPY YEAR OF THE HORSE

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The Year
of the Horse
馬年展望

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with Taipei's Director-General
of the Board of Foreign Trade
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台北國際貿易局局長吳文雅

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HUANG CHUNG-HSIN



2001 Hong Kong
Eco-Business
Awards
2001 年香港
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Letters to the Chamber 讀者來鴻

The Bulletin welcomes letters from Chamber members, but reserves the right to edit any material supplied. Opinions expressed in Letters to the Chamber does not necessarily imply endorsement by the Chamber. 《工商月刊》歡迎本會會員來函，惟本刊保留編輯權。以下內容，純為讀者意見，不代表本會立場。來函請交：Letters should be sent to: The Editor, The Bulletin, The Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, HK. Fax: 2527-9843. Email: malcolm@chamber.org.hk



No-service economy

I have to laugh when I see the ads on TV encouraging Hong Kong shopkeepers to be more knowledgeable about their products and service orientated towards their customers. I recently took my PC in to a neighbourhood computer shop to have a second hard disk fitted. I told the salesman I wanted him to install a second 10-Gigabyte (GB) hard disk because I was running out of space. He explained that he didn't have such small models in his shop at the moment because no one wanted them any more. If I really wanted one, he could probably find one for me, but it may take a day or two longer, or for just HK\$80 extra, I could have a 40GB drive. He assured me I wouldn't regret it and so I agreed. The next day he called me to say that my "old" motherboard, which is actually 2 years old, wouldn't accept the new hard disk, and that I needed to change it. That would cost me about HK\$800 – in addition to the \$690 for the hard disk – so I said ok. Then I was told that because I am updating my motherboard, I should also upgrade my CPU from a Pentium II to a Pentium 4. So I said forget it, and that I would pop round to

pick up my "old" PC. When I arrived, I was told that I would still have to pay for the hard disk because he had broken the seal on the bag so he couldn't sell it to anyone. But, considering that he couldn't install it, I would only have to pay HK\$100 service charge, instead of the usual HK\$150. Lucky me! So I forked over HK\$790, took my PC home and put the new, unusable hard disk in a drawer with all the other obsolete PC junk that I have managed to accumulate.

Maybe the shopkeeper was just trying to be helpful selling me a larger hard disk for almost the same price as a smaller one. Maybe he was trying to rip me off. Or maybe he was just incompetent because he should know which systems are compatible with the hardware he sells. Let's hope those service economy ads start to have a greater impact.

Jennifer Ng
Long King Trading Co.

服務欠奉

每當我看到電視播出呼籲本港售貨員加深認識他們的產品，並且禮待顧客時，便感啼笑皆非。最近，我把個人電腦送到

毗鄰一家電腦器材店，要求裝設一部新的硬磁碟機。我告訴店員，由於電腦容量不足，需安裝一台10億字節的硬磁碟機。他解釋該店現時並無存貨，因該種小型硬磁碟機已經落伍。如真的需要，他或許可以找到，但需時一至兩天，倒不如加付80港元，便可購得一台40億字節的硬磁碟機。他還保證此舉物有所值。我遂表示同意。翌日，他來電表示我的「舊」主機板(其實只用了兩年)與新磁碟機互相排斥，有需要把它更換，約需800港元，磁碟機則需690港元。我亦答允。可是，他續稱因為主機板更新，應把目前的奔騰二號中央處理器提升為四號。我隨即反對，並說會來取回那部「舊」電腦。抵達後，店員說我仍須付硬磁碟機的費用，因包裝封條已經毀爛，不可再另行出售。幸好硬磁碟沒有裝上，故只須加付100港元服務費，而非原本的150港元。我只好繳付總數790港元，帶著電腦回家，並把那嶄新但用不著的硬磁碟機掉進存放過時電腦零件的抽屜裡。

也許該店員真的想幫我，游說我只需相若價錢便可買到一台容量更大的硬磁碟機。但亦有可能是他的專業知識不足，他應知道那些系統可與他售賣的硬件兼容。希望那些推廣服務經濟的廣告更加奏效。

Long King Trading
Jennifer Ng

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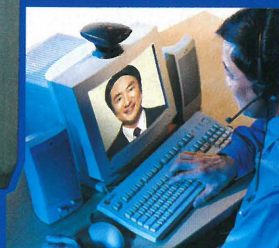
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Getting our Budget priorities right

The Chamber's submission to government on its Budget for the 2002-03 fiscal year went to the Financial Secretary, Antony Leung, last month, a little later than normal, but understandably so after the uncertainties created by the dramatic global events of the latter half of last year. It was nevertheless still in plenty of time to be taken into account in Mr Leung's deliberations on the content of his first Budget as our Financial Secretary.

Members will appreciate the fact that the submission stressed issues that are important to the health of the local economy and the government's fiscal situation, including the need for smaller government. We urged the administration to speed up its programme of outsourcing the supply of government services where possible, continue with its privatisation plans and pursue further the development of private/public sector partnerships. We also highlighted the need for continuing civil service reform to boost efficiencies, productivity and flexibility within the service. And we called for restraint in civil service pay and benefits (and the adoption of performance-linked pay).

We emphasised the need to continue to rebuild economic confidence and enhance Hong Kong's competitiveness, while still providing for the needs of the community. We also urged restraint in government spending growth, rather than increased revenues, if the Budget is to be brought back to fiscal balance in the medium term. At some 23 per cent of gross domestic product (GDP) public spending is simply too high.

We added that there should be no overall increase in taxes, fees and charges during the economic downturn, especially taxes, fees and charges on business, including, importantly small- and medium-sized enterprises (SMEs). Where possible they should be reduced, although we acknowledged that the large deficit might make this difficult.

The 2002-03 Budget is going to be a tough, first-up challenge for the new Financial Secretary, with a substantial Budget deficit inevitable in the 2001-02 fiscal year and slower economic growth still affecting revenues. At the same time, there are increasing demands from the community for better, more efficient government services, while maintaining Hong Kong's low, simple and stable taxation policy – one of the real contributors to our economic success over the years.

The Financial Secretary's remarks to a business meeting last month were informative and in line with our own thinking, as expressed in our Budget submission. "My current priority is to focus on controlling government expenditure," he said. "In the process, we should allow the private sector to take up a bigger

role in delivery of various services.

"I firmly believe that the resources of the community would be best used when they are subject to market forces. Reducing the size of government would not only help address the fiscal problem, but also introduce more flexibility in our economy so that we could go through any future adjustment more quickly." The Chamber could not agree more.

While we pushed for spending restraint in our own submission, we also suggested the priority areas were for maintaining capital spending, especially on important government infrastructure projects, as well as education, the environment and health. Given the views already expressed publicly by the Financial Secretary, we are hopeful that our suggestions will be taken into account in the 2002-03 Budget.



Christopher Cheng 鄭維志

MAINLAND-HONG KONG RTA

By the time you read this message, the Financial Secretary should already have had the first meeting with the Central Government regarding the Mainland-Hong Kong Regional Trade Agreement. In the past six weeks, the Chamber conducted several focus group meetings with members in various sectors and did some personal interviews.

A Hong Kong business community's wish list together with the Chamber's suggestion on how to define a Hong Kong company was submitted to the Financial Secretary. The Chamber understands that the negotiation for such a RTA will not be easy. However, with a positive and forward-looking attitude, we hope that the RTA negotiation can be completed in a reasonable time frame. If so, Hong Kong's economy could greatly benefit from this RTA.

KUNG HEI FAT CHOY

In closing this month, I would like to take the opportunity to wish all Chamber members good health, happiness and prosperity in the Year of the Horse. Global economic and political events in the Year of the Snake will ensure that it will be long remembered by many. Those same events had a profound impact on the local economy and business conditions and it will clearly take a little time for the economy to recover.

I am, however, confident that in the medium term, the Hong Kong SAR will resume its customary growth rate and provide even greater opportunities for all its citizens. The continued emergence of the Mainland onto the world stage, its continuing good domestic growth and its entry to the World Trade Organisation (WTO) provide grounds for confidence as we enter the Year of the Horse.

Kung Hei Fat Choy to all Chamber members!

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準確釐定 財政預算案的焦點

本

會於上月向財政司司長梁錦松提呈了2002至03年度財政預算案建議書，時間雖然略遲，但從去年下半年世界大事頻生、政經局勢愈益不明朗的角度考慮，卻是可以理解的。況且，財政司司長尚有充裕的時間詳加考慮本會提交的意見，繼而決定是否納入他的首份財政預算案中。

本會的重點建議在於改善香港經濟及政府的財務狀況，包括精简政府架構，相信會員必會認同。我們促請行政當局加快推行公共服務供應外判、政府部門私營化、進一步開發公營與私營機構合作等計劃。同時，我們亦特別指出政府有需要繼續進行公務員體制改革，以提升公務員的服務效率、生產力和靈活度。此外，我們還敦促政府抑制公務員工資及福利的增長(並採取工資與表現掛鈎的薪酬機制)。

我們在建議書中強調，在需要持續重建港人經濟信心、增強香港競爭力之際，我們亦須照顧社會大眾的需要。我們認為，若政府期望透過財政預算於中期內回復收支平衡，應從抑制政府開支增長而非增加收入著手。目前公共開支佔本地生產總值23%無疑過高。

我們還附帶提出了一項建議，認為政府不宜於經濟低迷時加徵稅收和增加收費，尤其是涉及中小企業的各類商業稅項和費用。我們希望政府在可能的情況下盡量減低稅款和收費，但我們知道龐大赤字令此事不易實現。

2002至03年度財政預算案是新任財政司司長首項艱巨的挑戰，因2001至02年度的龐大赤字已成定局，而經濟放緩亦對收入構成壓力。另一方面，他也要面對市民愈來愈多的公共服務改革訴求，更要同時致力維持香港的低稅率和簡單及穩定的稅制。這個稅制是促成香港多年來經濟繁榮的主力之一。

財政司司長在上月一個商業會議上發表演說，內容充實，與本會在建議書中提出的意見不謀而合。他說：「當務之急是控制政府開支，過程中我們應允許更多私營機構代為提供不同類型的服務。」

本會亦全然同意他以下的講話：「我深信，社會資源須因應市場力量來分配，以便能夠充分運用。縮減政府架構不但有助紓解財困，亦能提高經濟運作的彈性，使得我們能夠更快地面對將來的調整。」

我們雖在建議書中倡議政府抑壓開支，但亦同時建議政府優先保持資本開支，尤其是重大的政府基建項目、教育、環境及醫療衛生。從財政司司長公開發表的言論來看，我們相信有關建議可望在即將公佈的財政預算案中獲得考慮。

中港區域貿易協議

此文刊登時，財政司司長應就中港區域貿易協議，與中央政府完成首次磋商。本會在過去六週先後召開多個專責小組會議，與不同業界的會員商討，並與個別會員進行面談，以蒐集意見。

香港商界的期望清單與本會對香港公司定義的建議，已一併提交財政司司長。本會明白，訂立區域貿易協議的談判過程並不簡單，但我們希望，藉著積極進取的態度，談判能於合理的時間內完成。屆時，香港經濟必定獲益良多。

恭喜發財

本月序言結束前，我謹祝各位會員身壯力健、笑口常開、馬年好運。蛇年發生的國際政經大事，定必令不少會員難忘，而這些事件亦對本地經濟和營商環境帶來了深遠影響。香港經濟顯然需要一些時間才能恢復過來。

然而我有信心，香港在中期內將回復往常的經濟增幅，為全港市民帶來更多機遇。中國的利好因素，包括中國的國際地位不斷冒升、國內經濟持續增長及中國入世，均能為我們建立信心基礎，讓我們昂首邁進馬年。

恭喜發財！

B

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PUBLISHED BY

**The Hong Kong General
Chamber of Commerce**

22/F United Centre,
95 Queensway, Hong Kong
Tel 2529 9229 Fax: 2527 9843
www.chamber.org.hk

PRODUCED BY

OMAC Production House

Unit 503 5/F Valley Centre,
80-82 Morrison Hill Road,
Wanchai, Hong Kong
Tel: 2893 0944 Fax: 2832 7903

PRINTED BY

Excellent Printing Co

Flat G & H, 20/F Blk 2, Kingley Ind Bldg,
33-35 Yip Kan St, Wong Chuk Hang, HK

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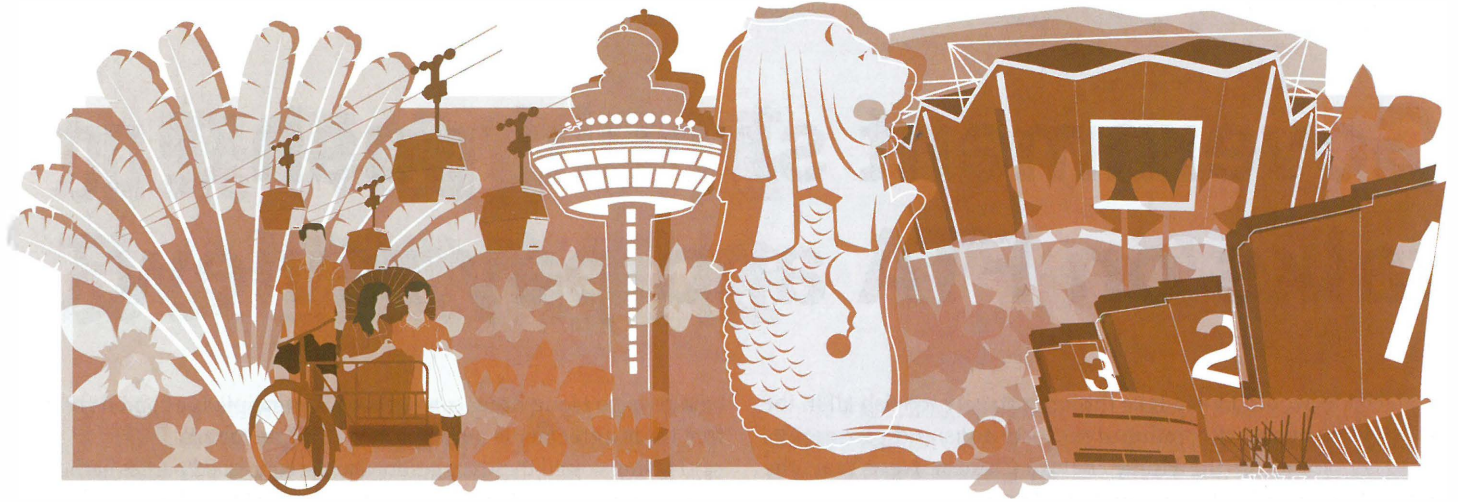
出版 : 香港總商會
金鐘道統一中心廿二樓

電話 : 2529 9229

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2002年3月14-16日
 2002年亞洲化妝品、美容護膚、美髮、香薰用品暨包裝科技展
 Lines Exposition & Management Services Pte Ltd
 電話: (65) 299 8611 傳真: (65) 299 8633
 網址: www.beautyasia.com.sg
 電郵: lines@cyberway.com.sg
 主題: 美容用品
 參展商數目: **170**
 第六屆國際化妝、護膚、香水及美髮用品、裝備與包裝技術展。

2002年3月20-22日
 2002年亞洲客戶聯系展
 Terrapinn Pte Ltd
 電話: (65) 222 8550 傳真: (65) 226 3264
 網址: www.ccworldnet.com
 電郵: grace.tng@terrapinn.com
 主題: 資訊科技
 參展商數目: **45**
 唯一被認可的客戶關係與電話熱線科技展。

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Government should push talks on FTA and pay review

I would like to take this opportunity to wish all in the business community a fortuitous and prosperous Year of the Horse. Before Chinese New Year, the HKSAR Government announced several plans to study the establishment of a Mainland-Hong Kong free trade agreement, and to review the salaries and benefits paid to senior management of public organisations, among others. These issues, especially the FTA, raised widespread concern and provoked hot debate within the community. This month, I would like to highlight some of the views I expressed during those discussions.

DEFINITION OF A HONG KONG COMPANY AND PRODUCTS

Since the Central Government agreed to study the feasibility of establishing a Mainland-Hong Kong-Macau free trade agreement, official talks between officials on the technical details have started. Hong Kong citizens have also put forward their views on the idea and many of them are worried about the difficulty in defining a "Hong Kong company" and a "Hong Kong product."

Many pointed out that the difficulty lies in the fact that Hong Kong has long been a free port that does not impose tariffs on most imported goods, but the Mainland is not. If China opens up its markets to Hong Kong, its door might in fact be opening to the entire world. This means that foreign enterprises could have access to the Mainland market simply by setting up operations in Hong Kong, which would open a floodgate of foreign goods to the Mainland that could avoid Mainland tariffs.

To ensure that only Hong Kong companies and products benefit from the free trade agreement, I suggest employing the following four principles to define a Hong Kong company.

First, its core operations should be based in Hong Kong. Regional offices of multinationals operating in Hong Kong are ineligible. Second, a certain ratio of capital should come from Hong Kong enterprises or investors and a certain proportion of its board members should be permanent Hong Kong residents. Third, it should have been established in Hong Kong for a certain period of time; new start-ups are ineligible. Fourth, it should

be a de facto Hong Kong company. This principle is adopted from free trade agreements among other WTO members.

Having voiced these suggestions to the concerned parties earlier, I wish to propose further concrete ideas during the Chinese People's Political Consultative Conference to be held in March. The Chamber is now gathering members' views on this issue and I look forward to your active response in compiling a comprehensive solution.

EXTEND CIVIL SERVICE PAY REVIEW TO ALL PUBLIC ORGANISATIONS

The government announced that in reviewing the pay scale of the public sector, it would first target nine statutory bodies that run on business principles, as well as the pay level of senior management of about 100 public organisations.

Broadening the scope of the pay review shows the government's efforts to address public criticism. Following its early announcement to thoroughly review the civil service pay mechanism and policies, it is now implementing corresponding measures in public organisations.

The pay scale of many employees of the public sector is relatively high. In the critical report from the Audit Commission, some senior staff of the Hong Kong Sports Development Board, for example, are paid 26 per cent more than the same grade staff in the civil service. And despite its deficit of more than HK\$70 million, the board still plans to increase staff salaries, and senior staff could get pay rises of up to 4.83 per cent.

I think the pay review should not just focus on senior staff, but should also be exercised from top to toe in order to trim unnecessary expenditure. In the long run, these bodies should be advised to set wage levels based on a performance-linked mechanism, rather than using the civil service pay scale as a barometer or overpaying their employees.

To keep its expenditure in check, I, together with eight Legco parties and other groups, recently urged the government to freeze the opening of any directorate posts, which have continuously increased over the past few years. The existing 1,500 directorate officials are more than enough to lead all government departments. New additions would only increase the government's financial burden. **B**



James Tien 田北俊

加緊研設貿易區 及公營機構薪檢

此稿刊出的時候，正值農曆新年期間，故在此先恭祝各位同業生意興隆，萬事勝意。過年前，政府先後公佈的多項工作計劃，包括研究設立自由貿易區及檢討公營機構高層職員的薪酬等，均引起社會各界關注，其後更不斷有熱烈的討論，尤以有關自由貿易區的為甚。而我也曾就當中一些問題表達過意見，故以下會就有關討論一併向各位作出匯報。

區分香港企業和港商產品

自中央領導人同意研究設立一個覆蓋中國內地、香港和澳門的自由貿易區之後，特區政府與內地官員仍在商討有關的技術細節。與此同時，很多社會人士亦紛紛發表意見。綜觀各方輿論，似乎較多人擔心為「香港企業」、「香港製造的產品」下定義存在一定困難。

他們指由於香港向來是自由港、零關稅區，內地則不是，所以內地對香港開放市場可能會演變為對全球開放，因為外國企業可藉來港經營而得到進入內地市場之利，而且若貨物從香港進入內地無須繳納關稅，外國產品便有機會經香港傾銷國內。

為確保只有香港企業和港商製造的產品才能利用自由貿易區之便，進入內地市場，我建議可考慮採用以下四個準則，來分別香港與外國企業。第一是要求有關企業的主要業務必須在香港經營，一些跨國大企業來港設置的地區辦事處則不合資格。第二是規定企業內若干比例的資金必須來自香港企業和投資者，而若干比例的董事會成員也必須擁有香港永久居民身分。

第三是規定有關企業在香港的經營年期，年期過短的不合資格。第四則是視乎有關企業是否被公認(*de facto*)為香港企業，此準則是仿照其他世貿成員的自由貿易協議而定的。

我早前已經向有關方面表達了上述的初步意見，並打算在三月召開的全國政協代表大會上提案，進一步提出具體建議。我知道總商會正就自由貿易區的各項細節，諮詢會員公司的看法，希望同業們能踴躍回應，以便我們集思廣益，提出周詳的方案。

至於政府今年另一項工作——公營機構的薪酬檢討，政府早前已公佈將檢討九間以商業原則運作的法定公營機構，及約100間公營機構的高層人員的薪酬水平。

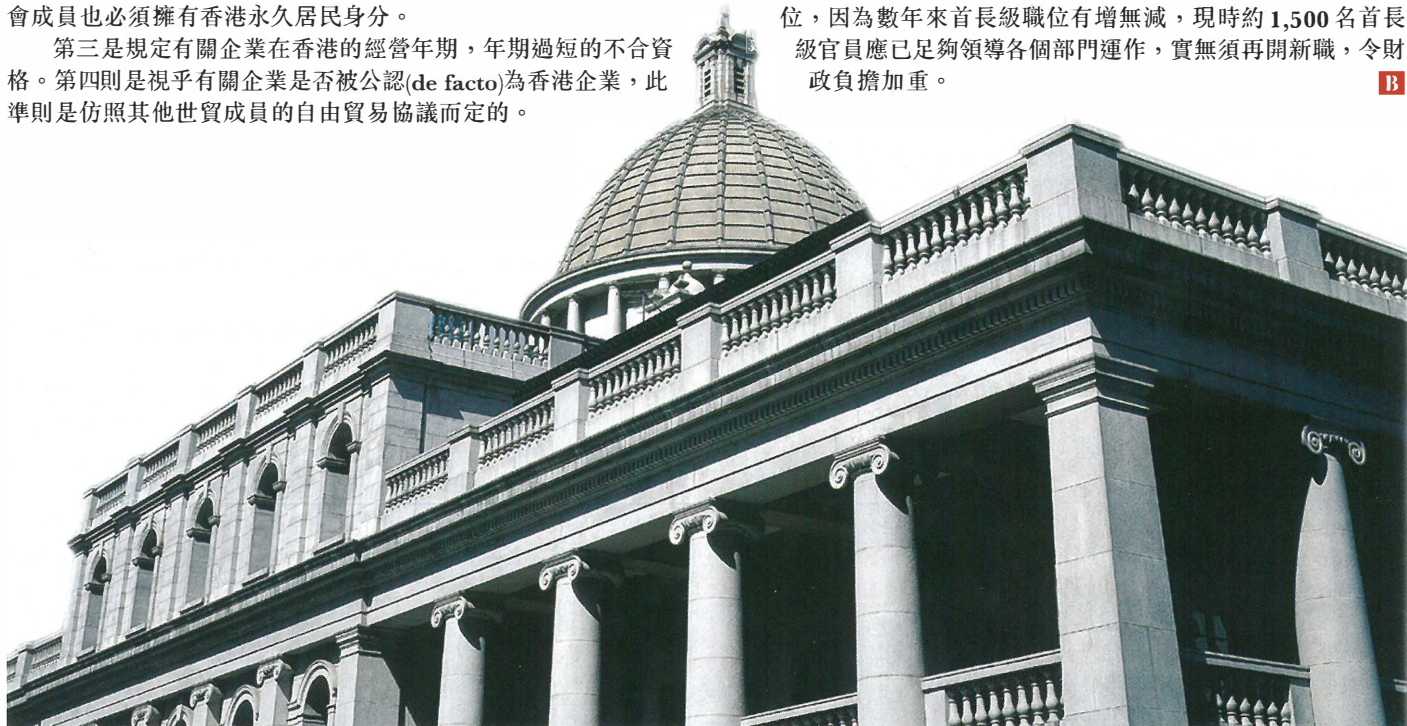
檢討由公務員推展至公營機構

這是政府繼較早前決定全面檢討公務員薪酬機制及政策之後，再將檢討推展至公營機構的措施，可算是回應了社會上不滿的聲音。事實上，不少公營機構僱員薪酬確已偏高，例如審計署曾批評康體發展局，有高層人員的薪酬尤較公務員相類職系高出最多兩成六，該局今年更擬在赤字7,000多萬元的情況下仍然加薪，高層的加幅最高達4.83%。

然而，我認為這次薪酬檢討不應該只集中於高層職員，對中低層的就置之不理。檢討必須要整體進行，務求在各職級中盡量削減不必要開支。長遠而言，這些機構也應考慮在訂定員工薪酬水平時，毋須硬與公務員薪級掛鉤或超出其水平，而應該按實際情況衡工量值，論功行賞。

除此之外，為免政府開支不必要地擴大，我最近又與立法會八個政黨和團體達成共識，要求政府凍結開設首長級官員的職位，因為數年來首長級職位有增無減，現時約1,500名首長級官員應已足夠領導各個部門運作，實無須再開新職，令財政負擔加重。

B



若您有任何意見，歡迎向我反映。通訊地址是中環臣道8號立法會大樓。(電郵：tpc@jamestien.com 電話：2500 1013 傳真：2368 5292)

What does the Chamber have in store for the Year of the Horse?

Last year, in 2001, we had a most eventful 140th anniversary year for the Hong Kong General Chamber of Commerce. It is a hard act to follow, but although we may not match last year in terms of high profile, this year we will certainly try to do even better in terms of service to members. So what are we contemplating for 2002?

First of all, there will continue to be a Distinguished Speakers Series. Last year's 140th Anniversary Distinguished Speakers Series proved to be very popular, with average attendance being over 500. There is no reason why we cannot have such a series every year, and we are in the process of lining up top speakers right now for 2002.

Secondly, we will intensify our policy work on behalf of our members, especially SME members. We envisage the cooperation with the SAR Government, as it is engaged in discussions on the regional trade agreement with China, to be very frequent. We will be providing the business community's input and suggestions to the SAR Government, as the discussions move forward during the year. Along the same line, we will continue our WTO work, with a new edition of the now well-known Chamber WTO report coming out this spring, with technical WTO workshops being offered year-round, and with our China WTO Corner Web site read widely from around the world.

With economic and business conditions continuing to be difficult, we are very vigilant on policies which impact the busi-

ness environment. This year, corporate governance, broadening the tax base, competition policy, cross-border facilitation, civil service reform, government expenditures, etc. will be major issues facing Hong Kong, and we plan to be in the thick of the discussions. We expect the economy to turn around in the second half of the year, and we want to make sure Hong Kong's policies – large or small – are co-ordinated with this recovery and with the new opportunities coming from China's entry into the WTO, to include closer economic integration with China and cooperation with Taiwan.

Finally, our missions and our programmes will continue to provide the kind of low-cost platform for members to network and to learn about new business policies and opportunities. The single most popular Chamber offering is the sandwich luncheon at the Chamber theatre, and they will continue with the same frequency. Our missions, especially the ones to China, meet the highest level of responsible officials, and that is very valuable to the little company which does not get such access on its own. Our China connections reach far and deep, helping our members whenever they need any information or help in China. We will do all that with the same dues that we have kept frozen since 1998. If your company has not renewed your membership by the time you read this, I hope you will do so quickly, so that we can have the funds to provide the best service possible for you.

I wish all of you a Happy Chinese New Year and a prosperous Year of the Horse!



Dr Edén Woon 翁以登博士

總商會馬年大計

剛過去的2001年，本會為慶賀創會140週年，舉辦了連串大型項目，盛況一時無兩。本會今年的活動即使在聲勢上不如往年龐大，我們亦會致力為會員提供最佳的服務。那麼，本會有甚麼2002年大計呢？

首先，本會將接續舉辦特邀貴賓演說。去年的「140週年特邀貴賓演說」每次參加者人數均達500多位，深受歡迎。因此，本會已將之定為週年項目，正緊密邀請各界才俊擔任本年的演說貴賓。

另外，本會將加強政策工作，反映會員尤其是中小企會員的立場。我們預期，隨著香港政府與中國就區域貿易協議展開磋商，總商會與政府必將更緊密合作。在年內的商討進程中，本會將向政府提交商界的意見和建議。同時，本會的世貿工作將持續無間。本會世貿研究報告的知名度甚高，最新修訂本準備於春季期間出版。至

於世貿專題工作坊，亦會持續舉辦。本會網站「中國入世區」專頁的瀏覽人士更遍佈全球各地。

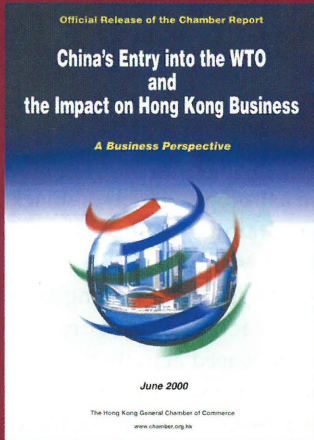
由於經濟和營商困境持續，本會今年將繼續密切監察各項影響營商環境的政策，包括企業管治、擴闊稅基、競爭政策、過境便利措施、公務員改革、政府開支等。這些正是香港當前的重大事項，我們將著手積極參與討論。本會預測，經濟可望於下半年起復甦，故我們希望香港的大小政策能配合復甦的步伐，以及隨中國入世而來的新機遇，進而加強中港經濟整合和海峽兩岸的合作。

最後，我們將謹守服務宗旨，讓會員不斷透過本會實惠價廉的服務廣結人脈，並及時掌握最新的工商政策和商機。在本會演講廳舉行的小型午餐會備受推崇，今年將陸續如常推出。對小規模企業來說，考察團活動尤其是往訪中國，是會晤內地高層官員的難得機會。憑本會長期以來與中國的廣泛聯繫，必能為會員提供所需資訊，以及在內地營商的支援。在竭誠提供上述服務之餘，我們仍把會費維持於1998年的水平。若貴公司尚未續會，祈盼儘速辦理，俾使本會有足夠的資源令服務盡善盡美。

謹祝各位新年快樂，馬年順景。

China WTO Tools

Take advantage of the opportunities



China's Entry into the WTO & the Impact on Hong Kong Business

A Business Perspective

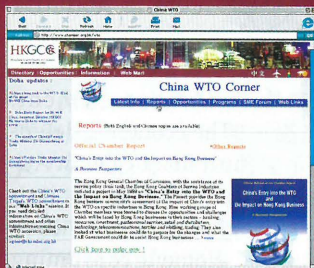
HKGCC's comprehensive report, "China's Entry into the WTO and the Impact on Hong Kong Business," provides the Hong Kong business community's assessment of the impact of China's entry into the WTO on specific industries in Hong Kong.

The report focuses on nine sectors – banking, insurance, investment, professional services, retail and distribution, technology, telecommunications, textiles and clothing, trading – and provides concrete suggestions on what companies can do to prepare for the new business environment.



China WTO Corner

The Chamber's China WTO Corner on its Web site contains the latest WTO news, reports, and trade regulations affecting businesses.
www.chamber.org.hk/wto



For more information on the Chamber's WTO Report and other WTO tools, call Agnes Lau at 2823 1278, or email agnes@chamber.org.hk

2002

CHINESE new year

The Year of the HORSE

*The Year of the Horse generally symbolises strong economic activity. Fung Shui master **RAYMOND LO** says he believes the economy should pick up this year, but warns of ongoing international conflict*

The Year of the Horse, which begins on February 12, is the seventh animal in the Chinese Lunar calendar cycle of 12 different animals, each of which has a typical characteristic. A horse year is generally thought to be a good one, a year of strong economic growth and career advancements for those who work hard.

In Chinese astrology, 2002 is a "Black Horse Year," containing both water and fire. The Year of the Horse has the strongest fire element and fire is the driving force behind economic activities. This means there could be increased activity in international trade. A strong "fire" horse can also bring explosions and fire-related disasters, especially involving energy, such as oil refineries and nuclear power stations, so it is a good year to review fire prevention measures.

Regarding the economy, the horse can be viewed as a driving force behind the old economy. This is particularly important for Asia, as the economic powers in Southeast Asia are close to the Equator, an area of the fire element. The 1997 Asian currency crisis was actually brought to Asia by the demise of the fire element.

The economic downturn that began in August 2001 was also bought about by a heavy metal element consuming the Fire Snake.

In 2002, the Horse brings stronger fire, so one can anticipate a powerful return of prosperity for Asian countries, with a substantial increase in economic



馬年展望

馬年風水 | 靈動跳躍的象徵
國際經濟大師盧恒立預測，
但國馬，

2月12日馬年伊始，中國曆法的12生肖各有特色，馬排行第七。具體來說，馬年是好年，經濟興盛，勤奮者可取得事業成就。

根據中國的星相學，2002年屬「黑水馬年」，包含水和火的元素。12生肖之中，馬的火氣最烈，而火能推動經濟發展，意味馬年的國際貿易往來將會更加頻繁。不過，「火」旺的馬也能帶來爆炸和與火有關的災難，涉及能源方面的煉油廠和核電站等發生災禍的機會尤高，所以年內最好加強注意防火。

經濟方面，馬可視為推動經濟發展的動力，特別是對於亞洲而言，東南亞區內具備經濟實力的地方皆位近赤道，赤道屬火。1997年，由於火力消失，亞洲區遇上金融危機。2001年8月經濟開始下調，乃因一股強大的金屬力量所致。

踏入2002馬年，火勢旺盛，故可預期亞洲經濟將強力反彈，經濟活動大幅增長。美國道瓊斯指數將顯示傳統的行業將會受惠。火亦有利地產行業發展，因此，可對下半年的地產市道看高一線。

高科技經濟屬金，2002年的火對其助力不大，但由於金生水，黑水馬年的高科技行業前景可見轉好。雖然業界未必能賺取豐厚利潤，但生意和商機卻會增加。市場上的高科技公司應能整固業務，倍增創意。

至於與能源有關的行業，由於能源產業屬火，火剋金，金代表盈利。龍年金強，油價遞升，油公司獲利豐厚。不過，2002

年金弱，強火只會令與能源有關的行業競爭加劇，所以馬年油價將會回落。

年內屬木、土、水的行業應表現良好。屬木的行業包括時裝、零售、紡織、紙業、出版、農業和食品生產。屬土的則涵括地產、保險、採礦和化工。至於屬水的船務、運輸和酒樓等業務前景亦見樂觀。

此外，屬金的產業如工程、重型機械、電腦、銀行等，將面臨艱辛的一年。但小型金屬業如珠寶、護膚和牙醫，則會向旺。火年亦有利金價回升，因金需用火燒溶，以增加金的功能。屬火的行業如能源、娛樂、電器和通訊則前景欠佳，因為火馬氣強，會令競爭加劇。

總括而言，馬是活力的象徵，縱使國際糾紛持續，整體經濟仍會繼續繁榮。B

資料由香港旅遊發展局提供。

Off to a good start

LION DANCE

A lion dances to the beating drums, cymbals and gongs to ward off evil spirits. Homes and businesses are blessed when the lion eats "choy", or vegetable, a suspended envelope of "lai see," or lucky money.

DINING

Duck, chicken and pork are common new year dishes, but "yu," or fish, which sounds like prosperity in Cantonese, is a must have dish. "Fat choy," or seaweed, which sounds like the term for getting rich in Cantonese, is also popular.

CHILDREN

Married couples give red envelopes containing "lai see" (lucky money) to children to ensure luck and prosperity to all. Everyone eat sweets to ensure the only words that come out of their mouths are sweet words.

AVOID BAD LUCK

Scissors and knives are hidden away so no one will cut off any good luck. No cleaning should be done to avoid sweeping away good luck.

馬年伊始 萬象更新

醒獅舞動喜迎春

在一片鑼鈸和鑼鼓喧樂聲中，醒獅靈動跳躍，象徵驅邪辟妖。舞獅躍起，吃過生菜和利是，便會瑞氣呈祥、家庭和和睦、生意興隆。

闔家歡聚品佳餚

雞、鴨、豬是新年常見的應節菜式。魚一取其年年有「餘」之意，席上當不可少。另外，髮菜與「發財」粵音相近，亦是甚受歡迎的新年菜餚。

利是糖果人人愛

父母給兒童派發紅封包，祝願身體安康、學業有成。過年時賀年糖果亦不可缺，人們嚐過後盼望透過互相祝賀，為對方帶來好運。

福樂臨門運除

新春時節，刀、剪和掃帚通常會收藏起來，同時亦避免打掃家居，以防運氣消散。

activity. This will benefit the old economic sector, as represented by the Dow Jones index in the U.S. The fire element also supports earth, which is a symbol of the property market. As such, one can afford to be a little more optimistic about the property sector in the second half of the year.

The high-tech economy is mainly represented by the metal element, so in 2002 the fire element does not very much help this industry, but the symbolic water on top is an element that metal produces. This indicates that the high-tech companies could pick up. Although they may not see any profits, it is a year of more activities and opportunities. Those remaining high-tech companies should be able to consolidate and become more innovative.

How about the oil industry? The energy industry is symbolised by the fire element. Fire conquers metal, therefore metal symbolises money gains. It is the strong metal appearing in a Year of Dragon that raises oil prices, bringing substantial money gains to oil companies. However, no metal appears in 2002, and the strong fire element could mean more competition within the energy industries, therefore oil prices could come down in the Year of the Horse.

The industries that should perform well will be those related to wood, earth and water. Wood industries include fashion, retailing, textiles, paper, publications, agriculture, and food production. Earth industries include property, insurance, mining and chemicals. Water industries such as shipping, transport, and restaurants will not do badly.

On the other hand, industries related to metal elements such as engineering, heavy machinery, computers and banking may be in for a tougher 12 months. But small metal will be favourable, such as jewellery, skin care and dentistry. A fire year is also favourable for gold prices, as metal needs fire to melt it and make it useful. Fire industries such as energy, entertainment, electrical goods and communications are not so favourable, as the strong fire horse can bring greater competition.

In general, the horse is a symbol of activity and energy. So it means a year of improved prosperity in the big economies, but ongoing conflict and disharmony in international relations.

Provided by HKT.B.

How will you fare in the Year of the Horse? 十二生肖運程逐一解說

馬 Horse



1906, 1918, 1930, 1942, 1954, 1966, 1978, 1990, 2002

This year should generally be a successful one with little trouble. People born in the Year of the Horse will be busy at work this year and their dedication will pay off. You are likely to be promoted and given a pay rise in recognition of your efforts, and those working in the financial sector can expect to see great rewards. Horses who manage their own businesses will see their interests expand, and work will take many horses on trips far from home. Beware, however, of your tendency to be egotistical and stubborn, as this could bring about your undoing. The horse is a symbol of energy and activity, and you can expect there to be much change this year. Many horses will move house, find a new job or change careers entirely this year.

Horses will not find 2002 all plain sailing, however. Because this is the Year of the Horse, people born under that sign will find themselves at risk of hidden danger, most likely to be an illness. The time you will be most at risk is from June to September. You will find yourself more prone to gastric upsets, so should avoid spicy and oily foods and exercise to keep healthy.

Something you might say could also cause trouble, so choose your words carefully and, when in doubt, remember that sometimes it is best to say nothing at all. Strength in your family life will minimise the risk of things going wrong in other ar-

reas – the Year of the Horse is a great time for you or your close relatives to get married or have a baby. Try to see more of your family this year, particularly the elderly. It would be a good idea to arrange a birthday meal for someone close, or help organise a reunion.

Horses tend to fall head over heels in love with someone who turns out to be completely unsuitable, and 2002 will be no different. Horses can expect to be popular with the opposite sex, but new relationships are more likely to be false starts than lifelong partnerships.

今年大致順境，只有些微阻滯。肖馬的朋友將因努力工作而獲享成果，有升職加薪的機會。從事金融業務者，必大有收穫。至於做生意人士會大展鴻圖，不少須出外公幹。由於肖馬的人較自傲和固執，當心會招致損失。馬是力量和活躍的象徵，屬馬的朋友今年變動將會很大，如搬家、轉職或轉行。

2002年並非一帆風順。由於今年是您的本命年，必有危機暗伏，尤其是疾患，六月至九月期間須倍加注意。今年將較易有胃部不適，故須戒吃辛辣和油膩食物，注意運動以保健康。

肖馬的朋友容易因說話而招惹禍患，故須慎言，猶疑之際緊記沉默是金。雖則如此，家庭生活將給您帶來力量，減少事情出錯的危險。您或近親皆宜於馬年嫁娶或添丁；另外，應多與家人共聚，尤其是年老的長輩。籌辦親屬壽宴或家庭聚會均宜。

肖馬的男女容易錯愛與自己不合的對象，2002年也不例外。您易獲異性垂青，但新戀情多不能長久。

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CHINESE HOROSCOPE



羊 Ram

1907, 1919, 1931, 1943, 1955, 1967, 1979, 1991

This will be a prosperous year for people born in the Year of the Ram. Your career will go well and your work will generate a steady income. Rams will find praise from their superiors comes more easily, and those who work for themselves will succeed in their chosen field. Rams will be rewarded for their intelligence and creativity, but this is not a time for a rapid turnaround in your fortunes, so don't expect instant riches and avoid potentially risky investments – hard work is the only way you will make money this year. This is not a good time to lend or borrow money, and many rams will find they waste a lot of their funds on things they do not need.

You must take particular care of your health this year. Any sudden changes in your diet or lapses in food hygiene could spell trouble, and you will be at particular risk of getting sick if you travel to cold parts of the world. You are also likely to be a little accident-prone, so take extra care when hiking, trekking or skiing, or skip strenuous sports entirely. Be especially cautious when driving.

肖羊的朋友今年萬事亨通，事業順遂，收入穩定，更易獲得上級讚賞。至於自僱人士在業務上必有所成。您將因機智和創意得益不少，但財運不會倏然好轉，不要冀望橫財就手，而應避免進行高風險投資。唯靠辛勞工作，方有所得。借款或向人借貸皆不宜，不少肖羊朋友將因鎖碎的事情破財。

今年須特別注意個人健康，突然改變飲食規律或疏忽飲食衛生均會帶來不良影響，到寒冷地區旅遊尤易生病；還須提防意外，遠足、步行和滑雪要加倍小心，難度高的運動應盡量避免，並小心駕駛。



猴 Monkey

1908, 1920, 1932, 1944, 1956, 1968, 1980, 1992

The Year of the Horse will not be a good one for many monkeys. While they may succeed at work and earn extra money, there is trouble on the home front. You can be a charming and energetic partner but often struggle to imagine yourself in the other person's shoes. This means you easily find yourself causing unintended harm through your thoughtlessness and sly behaviour. Do not be surprised if your partner fails to see the funny side of your antics! Many monkeys are likely to see fireworks in their relationships this year. You should try to deal with problems calmly and systematically, and resist the urge to have an argument.

The news is not all bad. Many monkeys will make a change for the better at work as new and unexpected opportunities arise and bring the promise of greater financial stability. Overseas travel could be involved. Monkeys often enter the jewellery industry, which will prosper this year under the influence of the horse. Writers and others who work with paper or in publications will also be particularly successful. For monkeys in the engineering field, however, there is likely to be little advancement, as industries related to metal and heavy machinery are in conflict with the Year of the Horse.

對不少肖猴的朋友來說，馬年運勢平平。縱然工作順利，財運亨通，卻要為家事煩惱。在伴侶身旁，您處處展現魅力和活力，但為他人設想，在您來說並非易事，所以您的大意和靈巧會無意中對他人產生傷害。若您的伴侶未能留意您的幽默行徑，也不足為怪。今年不少屬猴男女將在感情路上遇到波折，須沉著應對，凡事按步就班，按捺戾氣，不要動輒爭吵。

肖猴朋友今年也不乏喜訊，當中不少將遇到令人喜出望外的新契機，工作進展良好，財務更趨穩定，亦有機會外遊。屬猴朋友多從事珠寶業，年內業務將會暢旺。至於從事寫作、文書工作或出版業的人士，今年表現殊佳。從事工程的屬猴朋友，事業進展較緩，因為金屬和重型機械業與馬年相剋。



雞 Rooster

1909, 1921, 1933, 1945, 1957, 1969, 1981, 1993

This is an excellent year for those born in the Year of the Rooster, both at work and in romance. You will find that the right people come along at the right time, either with advice and business opportunities, or with the perfect blend of qualities to be your ideal partner in life.

The Year of the Horse is a great time for roosters to apply for a more senior job or expand their business into new areas. You can afford to be aggressive in pursuing your ambitions, and are likely to make more money in 2002 than you did in past years. This is not to say that success will come easily. You will have to work hard and others may try to take credit for your ideas, but eventually your tenacity and energy will bring their rewards.

Roosters should try to avoid arguments with their colleagues this year. You are known for speaking your mind, but there will be times this year when it is best for you to bite your tongue. If you are a dentist or work in fashion or insurance, you are likely to see particular success at work. Those roosters who are actors, musicians and dancers will not fare quite so well, as the entertainment industry is in conflict with the horse.

屬雞的朋友年內事事順景，事業愛情兩得意。貴人將在適當時候出現，給您意見或商機，他甚或是您人生中的理想伴侶。

今年是肖雞朋友轉求更高職位或拓展業務的好時機，不妨大展您的鴻圖宏願。今年入息也會較往年豐富，但成功不會垂手可得，您同樣須努力付出，靠毅力和幹勁取得成功。

肖雞的朋友應避免與同事發生爭執。雖素常心直口快，年內最好多保持緘默。若是牙醫或從事時裝或保險業，今年會取得顯著成績。由於娛樂演藝行業與馬相剋，故從事演員、音樂人或舞蹈藝員的人士，事業發展將較為平淡。



狗 Dog

1910, 1922, 1934, 1946, 1958, 1970, 1982, 1994

People born in the Year of the Dog are in for an incredible year. Work will go smoothly, your love life will blossom, and you are unlikely to suffer no major illnesses. Many dogs will find they make lots of money in 2002 through hard work and canny investments. If you work in the property market or are thinking of buying a new home, the influences of the horse will be particularly beneficial to you. Your resourcefulness will pay off at work this year, and you will win praise from your colleagues and probably a promotion or pay rise. If you run your own business, now is the time to expand, branch out into other areas and make any tough decisions that you may have been worrying about.

Any arguments or differences of opinion that you carry over into 2002 will gradually disappear. Dogs have a tendency to hold a grudge against people they feel have crossed them, but you should try to see that those who disagree with you do so often with the best intentions. Keep a lid on that temper and bite your tongue – you yearn for stability in your relationships and this is best achieved by taking time to listen to the other person.

肖狗的朋友今年鴻運當頭。事業暢順，愛情璀璨，身體安康。不少勤奮上進和懂得精明投資的肖狗朋友，今年將大有收獲。若從事地產業務或有意置業，馬年對您有利。在工作上善於應變的能力會帶來裨益，贏得同事的讚賞，也有可能獲升職加薪。若是生意人，今年最宜擴張業務、嘗試其他範疇及決斷行事。

爭議或歧見將於年內化解。遇到有人與您作對，切忌視為惡意相向，應多考慮他們的好意。控制脾氣，避免與人口角。留心聆聽他人聲，會令您獲得內心渴求的穩定人際關係。



豬 Pig

1911, 1923, 1935, 1947, 1959, 1971, 1983, 1995

People born in the Year of the Pig will have a fantastic year under the influence of the horse, and can expect great things at work and at home. Your career will go spectacularly well and you can expect money to come more easily this year, allowing you to indulge in some of the little luxuries you crave.

For those glamorous pigs in the entertainment industry, 2002 could be the year they become famous. The business itself is likely to stumble through 2002 because it is a fire industry and clashes with the fiery horse, but pigs could well find their lucky break among the gloom. Pigs often go into farming, and those in the agriculture industry will find that they too are in for a particularly good year. It is important, however, to keep your head down and do things strictly by the rules. Resist greed and put your money where it will be safe. This is not the time to plunge your new-found wealth into potentially risky investments.

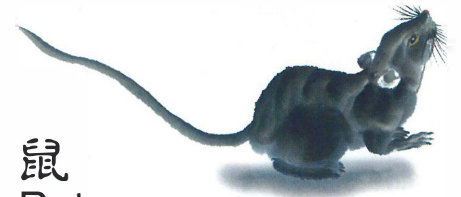
You will find throughout the year that just when things look like going wrong – either at work or in your personal life – someone comes along with a gem of advice to set you back on track. Your health

will generally be strong, but watch out for injuries caused by minor household accidents, especially burns. You may also find yourself feeling exhausted from work – the long hours will take their toll – so watch your diet and make time to exercise.

肖豬的朋友馬年運勢佳，工作和家庭喜事接踵而來。事業平步青雲，財運亨通。

別具魅力的您若是從事娛樂事業，今年將更受歡迎，但娛樂業本身屬火，與馬相沖，故發展將受阻力，幸而運氣卻能助您一臂之力。肖豬朋友多從事農業，今年發展甚佳，但不要鋒芒太露，仍須依本子辦事。切勿貪婪，小心理財，因今年尚未是重鎚出擊和進行高風險投資的好時機。

在工作和私人生活感到失意時，總有貴人給您指點迷津。健康大致良好，惟要注意家居小意外，尤其是燒傷。易工作過勞，須小心飲食，勤做運動。



鼠 Rat

1912, 1924, 1936, 1948, 1960, 1972, 1984, 1996

If you were born in the Year of the Rat, you are in for a tough 12 months. Your sign is in conflict with the Year of the Horse, which means you are likely to face a series of conflicts and upheavals, particularly between January and May. This clash with the horse will bring movement and change for many rats, who can expect to switch jobs, move house or go travelling this year. You should try to avoid taking trips directly south, especially in the middle of the year, as the rat-horse conflict will be particularly strong at this time. It is a good idea for rats to carry a pendant bearing the image of a goat this year to try to minimise the ill effects of these influences.

Rats are known for their charm and quick wit, but this is unlikely to serve you well in the love stakes this year. Although you are a passionate, loyal lover, your tendency to criticise others could be your undoing. Try to be more tolerant this year – let minor irritations wash over you and

CHINESE HOROSCOPE

resist the temptation to argue. Listen more and be prepared to compromise.

肖鼠朋友今年須咬緊牙關。由於鼠與馬相剋，故凡事需要謹慎，尤其是一月至五月。今年變動將會很大，包括轉職、搬家或遠行。避免南下外遊，尤其是年中月份，因為那時鼠馬相剋最厲害。肖鼠朋友最好配戴附有山羊圖像的鍊嘴以增強運勢。

肖鼠朋友富有魅力和急才，但這些優點不能在今年的感情路上大派用場。您雖熱情、忠誠，但愛挑剔別人的性格卻是致命傷。今年凡事須多加忍讓，小事不要過於執著，免傷和氣，應多聆聽和諒解。

牛
Ox



1913, 1925, 1937, 1949, 1961, 1973, 1985, 1997

This will be a fairly good year for most oxen. You are likely to be lucky in love and at work, but you need to keep a close eye on your health. This is a good time to be starting a new job or launching your own business. If you stay in your current job, you could well be in for a pay rise or promotion, which is most likely to come in the late summer. Beware, however, of potential risks in business, particularly when choosing partners for new ventures. You are often impatient to get new projects going, but a slower, more methodical approach will work best for you this year. Many oxen like to work with their hands or in technical jobs, and those in the agriculture, property and mining industries can expect to fare better in business this year because these are considered wood industries, which work in harmony with the horse, a fire sign. Engineers and metalworkers may be less fortunate because metal clashes with the fiery horse.

You will generally be healthy this year but may be prone to stomach bugs, so be sure to prepare your food carefully and steer clear of unusual or exotic tastes, es-

pecially when you are travelling. If there are sick people around you, you will be susceptible to picking up their germs, so pay strict attention to hygiene and avoid any contact with people who are ill unless it is absolutely necessary.

對大多屬牛的朋友來說，今年大致好景。愛情與工作運氣俱佳，但須注意健康。今年是開始新工和創業的好時機。若您留守原位，很有可能於夏季末獲得晉升或加薪。然而，做生意的朋友須慎防風險，尤須仔細選擇合資夥伴。萬事起頭不宜過於急進，須周詳計劃，循序漸進。肖牛的朋友喜動手工作或從事技術行業，至於從事農務、地產和採礦業的朋友，今年發展較佳，因為這些行業屬木，與馬屬火，兩者調和相生。工程和金工界人士的運氣則較差，因金與馬相沖。

今年身體並無大礙，但較易有腸胃病，所以應小心飲食，避免嚐試奇特新口味，特別是旅遊期間。若身邊有人染病，您也易受病菌侵襲，故要注意衛生，與病人接觸可免則免。

虎
Tiger



1902, 1914, 1926, 1938, 1950, 1962, 1974, 1986, 1998

People born in the Year of the Tiger are in for a prosperous year. Although you will have to work hard and may not see instant rewards for your labour, you will eventually reap the financial benefits of this year's efforts. Your career prospects will be particularly good if you are a civil servant or your work involves international travel, especially if you travel in or to Asia. Your energy and competitive nature will help you in the job market, and you can afford to be a little more aggressive than usual in business this year. Tigers often become writers, actors and musicians, and some will find that this is the year they become famous. If money does come your way, don't forget those

less fortunate – consider taking up charity work this year and your kindness will not go unnoticed.

The fire of the horse is expected to improve the property market this year, but tigers should take extra care with financial matters during spring and autumn, as complicated legal issues may arise. These must be handled with the strictest attention to detail if they are to succeed, so suppress your hot temper and impulsiveness, and follow the advice given by those trying to help you. Tigers are strong and courageous, so even if things do go wrong you will bounce back ready to tackle new challenges.

虎年出生的朋友今年一本萬利。雖然努力付出後未能即時獲得回報，但年終必有所獲。若您是公務員或須經常到外地，尤其是亞洲公幹，今年表現將特別出色。您充滿活力和戰鬥力，在就業市場上尤為有利，今年可更放膽發展事業。若您是作者、演員或音樂人，可在年內打響名堂。名成利就之時，勿忘社會上不幸的一群，可考慮參與公益慈善，必定善有善報。

馬屬火，故地產市道今年可望好轉。但肖虎朋友在春秋兩季可能惹上官非，故須特別小心處理財務。凡事細顧為佳，收斂暴躁的脾氣和衝動的性格，採納旁人善意的忠告。虎強悍果敢，即使遇到挫折也能迅速恢復力量，再迎新挑戰。

兔
Rabbit



1903, 1915, 1927, 1939, 1951, 1963, 1975, 1987, 1999

People born under the sign of the rabbit are in for a great 2002, especially female rabbits. The Year of the Horse is likely to bring wealth and power to industrious rabbits who will be busy examining opportunities to make money, especially in international dealings. New businesses will thrive this year if you are de-

terminated to make it work, and you may see strong returns from investments made in previous years. Your intuition and intelligence will give you the right tools for financial success but this is not a good time to gamble – stick with steady investments and hard work. Rabbits often enter the fashion industry, which will fare well this year under the influence of the horse. Writers, judges and people in administrative roles will also have a particularly good year.

Women can expect to make exceptional progress in their careers. The Year of the Horse will bring you in to contact with influential people, and you are likely to get promoted and be given more responsibility at work. Your talent for diplomacy will be put to good use this year. Male rabbits will do well at work if they stay focused on the job, but there may be temptations to stray from the straight and narrow.

屬兔的朋友今年運勢強，尤其是屬兔的女性。若專注創富，尤其是國際交易，年內可享財富和權力。今年創業將大有可為，另外，多年的投資將於年內獲得可觀回報。直覺和才智助您處理財務得心應手，然而不宜賭博，應保持穩健投資和勤奮工作。兔年出生的朋友多投身服裝界，該行業在馬年的前景秀麗。作家、法官和行政人員，今年表現也特別出色。

兔女士的事業突飛猛進，有機會得到位高權重的人士幫助，可望獲得晉升及委以重任，充分發揮長袖善舞的優點。屬兔男士若用心工作，也能表現優秀，但外間的引誘有可能會令你分心。



龍 Dragon

1904, 1916, 1928, 1940, 1952, 1964, 1976, 1988, 2000

This is not a good year for people born in the Year of the Dragon. Watch every step

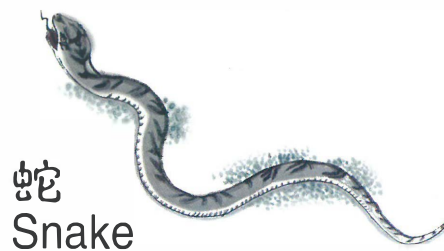
this year, whether in business or your personal life, as people and circumstances are waiting for you to trip. Dragons are resourceful and inventive, but can sometimes be so self-assured that they seem arrogant and aggressive. This year, you need to swallow your pride a little and accept help from others, particularly in business. Dragons should expect changes and upsets in their career and in financial matters, and those who run their own businesses may face substantial losses. Plan every move carefully, and recognise that people around you have some sound advice. Many dragons will thrive on the challenges this year throws up, as they prefer a demanding and invigorating test of their mettle to a dull nine-to-five routine. A return to prosperity will come eventually, and things may start to pick up as early as autumn. For dragons who are engineers or involved in computer technology, this year will be a particularly poor one – industries related to metal elements tend to fare worse than the rest of the economy under the influences of the horse.

Dragons will generally be spared major health problems this year, but will be prone to minor illnesses and accidents, especially while driving or travelling abroad. In their efforts to keep a struggling business in the black, some dragons may find themselves under extreme stress or suffering from fatigue. Like many people of all signs this year, dragons may find they have trouble with their skin and pollution may bring on respiratory ailments such as asthma.

肖龍的朋友今年運勢平平，個人與事業必須步步為營，慎防落入陷阱。肖龍朋友善於隨機應變、創意無限，但有時卻會因過份自信而給人傲慢和野心勃勃的感覺。所以，今年須稍為收斂，在事業上尤須接納他人的幫助。今年事業和財運平平，做生意可能會虧損。宜細心部署，身邊的人或許能給您寶貴建議。不少肖龍的人因喜愛接受挑戰而激發鬥心，這是屬龍朋友不甘平凡和勇於接受考驗的性格使然。到了秋季，運程將有好轉，最終也能步入佳境。若從事工程或電腦行業，今年運程一般，因為屬金行業在馬年的運勢稍遜。

肖龍朋友今年不會出現嚴重的健康問題，但易生小病和意外，尤其是駕車或出外旅遊。事業上，為了掙扎求存，部分屬龍朋友會較為勞累。一如其他生肖的朋友，

屬龍朋友也易有皮膚病，並會因空氣污染易患上呼吸道疾病，如哮喘。



蛇 Snake

1905, 1917, 1929, 1941, 1953, 1965, 1977, 1989, 2001

This is a good year for people born in the Year of the Snake, especially in business and affairs of the heart. Your hard work is likely to earn you praise from the boss and you may well get promoted. For people who run their own businesses, it will be a year of great expansion and prosperity, provided you are meticulous in your planning and are careful about who you share your plans with. Snakes are cunning and at times manipulative, and your discreet manoeuvring will pay dividends in the workplace.

Snakes working in the entertainment industry may not find the going quite so easy this year, however, as this trade relates to fire and the fiery horse is in conflict with it. But those in the jewellery and gem trade can expect 2002 to be particularly prosperous. The Year of the Horse is a dangerous time to take out a loan or guarantee a debt for anyone else, and some snakes – particularly women – may find the extra money they make this year is spent as quickly as it arrives. All snakes, especially women, should try to be frugal and steer clear of speculative investments.

屬蛇的朋友馬年如意，事業和感情方面尤甚。您勤奮的工作表現將贏得上司的讚許，晉升機會很高。至於做生意的朋友，只要精打細算、防備身邊小人，業務定必大有進展，且無往不利。蛇機靈、喜歡操控他人，在工作上的周詳部署將助您獲益。

若從事娛樂事業，今年將有阻滯，因娛樂事業屬火，與悍馬相沖。但若從事珠寶業，今年將發展順利。今年不宜借貸或擔當貸款保證人，肖蛇女士今年有機會多賺，卻不能聚財。肖蛇的朋友，特別是女性應節約用錢，避免投機炒賣。

Provided by HKTB.
資料由香港旅遊發展局提供。

SAR economy still declining, but at a

The Chamber's Chief Economist **IAN PERKIN** crunches numbers coming out of the Hong Kong Purchasing Managers' Index to check the pulse of the economy

One of the newest measures of the SAR's economy, the Hong Kong Purchasing Managers' Index, or PMI, shows the pace of economic activity was still slowing dramatically at the end last year, but that the pace of decline had eased somewhat.

Produced by Britain's NTC Research, the Hong Kong SAR PMI has been calculated by NTC Research out of the U.K. for more than three years (the group started work on it in July 1999), but only published for general consumption since October last year.

It is similar to the purchasing managers' indices published by NTC for countries in Europe as well as Japan and the perhaps more famous index produced by

the National Association of Purchasing Managers in the United States.

The records already accumulated by NTC on Hong Kong in the past three years suggest a fairly good correlation with the general direction and magnitude of economic activity (as measured by gross domestic product growth), with perhaps a three month lag.

The NTC Research index for the local economy has gained some publicity, but perhaps the reason it has not received more attention is the way the index is expressed and the difficulty there is for some to understand it.

Put simply, any index number under 50 means that the economy is in contraction and any number over 50 means that

Summary of Hong Kong Purchasing Managers' Index

指數撮述

	December 12月	November 11月	Interpretation 分析
PMI 香港採購經理指數	44.9	42.6	Contraction of business activity, slower rate than a month ago 商業活動收縮，速度較上月放緩
Output 產出	43.7	41.6	Contraction of production, slower rate than a month ago 生產減縮，速度較上月放緩
Order Books 訂單	43.9	40.0	Contraction of order book volumes, slower rate than a month ago 訂單減少，速度較上月放緩
Employment 就業	45.4	43.8	Contraction of workforce, slower rate than a month ago 人力收縮，速度較上月放緩
Prices Charged 訂價	41.5	41.1	Falling charges for goods and services, slower rate than a month ago 商品及服務訂價下跌，速度較上月放緩
Total Input Costs 總投入成本	44.1	43.8	Falling costs, slower rate of decline than a month ago 成本下降，下降速度較上月放緩
Staff Costs 僱員成本	46.4	47.4	Falling wages and salaries, fastest rate in the survey history 工資及薪酬下降，速度為歷來最快
Purchase Costs 購貨成本	44.4	42.1	Falling costs for purchased goods, slower rate of decline than a month ago 購入貨品成本下降，下降速度較上月放緩
Quantity of Purchases 購貨數量	43.5	40.7	Contraction in purchases by companies, slower rate than a month ago 公司採購貨品減縮，速度較上月放緩
Stocks of Purchases 購入存貨	43.1	43.0	Falling stock levels, slightly slower rate of decline than a month ago 存貨水平下跌，下跌速度較上月輕微放緩
Suppliers' Delivery Times 供應商運送時間	50.2	52.5	Delivery times broadly unchanged on a month ago 運送時間大體上與上月相同

Index readings: 50 = no change on one month ago. Readings below 50 signal contraction and readings above 50 signal expansion.
指數 50 表示與上月比較沒有變動；50 以下顯示收縮；50 以上顯示增加。

slower pace? 特區經濟仍在下滑，但步伐已轉緩和？

it is expanding. The difficulty for some is in understanding movements in the index number either side of the 50 mid-point.

For example, a movement in the index from 41 in one month to, say, 43 in the next would mean the economy is still contracting, but at a slower pace. A movement from 51 to 53 on the other hand would mean the economy was expanding at a faster pace. A movement from 51 to 49 would mean it moved from expansion to contraction.

At the time of writing, the latest number available for the NTC Research Hong Kong Purchasing Managers' Index was 44.9 for December, up from 42.6 in November and its recent low of 42.1 in October, immediately after the September 11 terrorist attacks.

This means that the Hong Kong economy was still in the midst of a significant contraction in December (the 44.9 index number is still a long way from the 50 mark that divides contraction from expansion). But it also means the pace of decline was less rapid than in either November or the immediate low point in the index of October.

This immediately raises the question of whether there was a turning point in the lengthy slide of the Hong Kong economy in October. Given the lags evident in the earlier index numbers and the GDP trend, it also raises the question of whether GDP will start to turn in three months time, say in the second quarter of the new year.

The December Index was the fourth public release of data from the Hong Kong Purchasing Managers' Index, which is a composite index designed to provide an overall view of business activity in the local economy.

Given the short track record of this new forecasting tool for Hong Kong, it may be premature to use it to declare that the economy has definitely turned a corner (although still in a sharp contraction phase). However, it is one pointer that a return to better economic times may not be too far away despite the present gloom in the real numbers. **B**

本會首席經濟師冼柏堅根據香港採購經理指數探析經濟走勢

本會首席經濟師冼柏堅根據香港採購經理指數探析經濟走勢

香港採購經理指數是用於反映香港經濟行情的最新量度指標之一，英文簡稱PMI。指數顯示，去年底本港經濟活動雖仍急劇放緩，但速度已逐漸減慢。

香港採購經理指數由英國NTC Research計算，該公司於1999年7月起在英國以外地區試行有關調查，迄今已逾三年，去年十月起正式公佈。

該指數與NTC於歐洲和日本發佈的同类指數，以及由全美採購經理人協會制定的較知名指數相似。

NTC於過去三年來累積的香港數據，與政府公佈數字反映的經濟趨勢和規模(按本地生產總值增長率計算)十分接近，但兩者的公佈時間大概相差三個月。

NTC發佈的本地採購經理指數，雖已經不少傳媒報道，然而可能礙於指數的表達方式難於理解，未能獲得廣泛關注。

簡單而言，指數以50為中位數，50點以下意味經濟呈現收縮，50點以上則顯示經濟增長。但在中位數以上或以下兩邊的指數變化，卻不易理解。

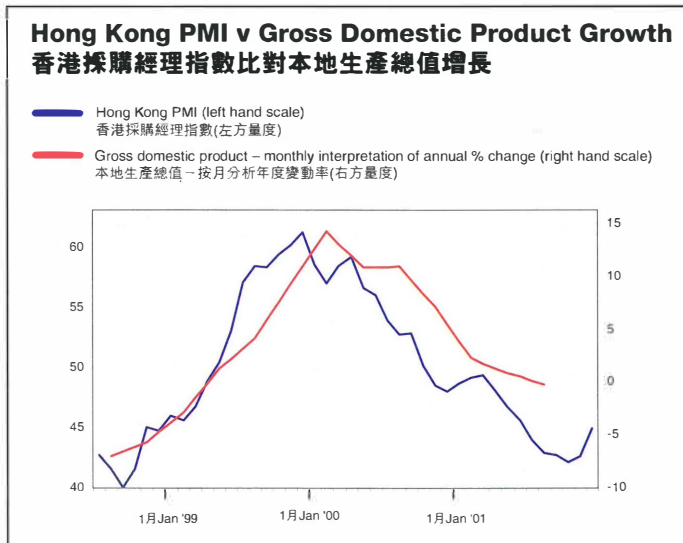
舉例來說，指數由上月的41點升至本月43點，反映經濟仍在收縮，只是速度略為放緩。若指數由51升至53，則顯示經濟增長的步伐正在加快。相反，由51降至49，即表示經濟由擴張轉為收縮。

撰文時，NTC Research剛發佈去年十二月的最新香港採購經理指數為44.9，高於十一月42.6和911恐怖事件後十月份

42.1的近期最低紀錄。

由此可見，十二月的香港經濟明顯處於收縮狀態，因44.9與50作為衡量經濟是否收縮或增長的臨界點，還存在一段距離。不過，相對十一月的指數及十月的最低數字，十二月指數清晰顯示經濟放緩的速度已減慢。

如此，人們不期然會問，去年十月香港經濟面臨的漫長下滑之勢是否已出現轉機呢？再者，考慮到較早前公佈的指數與



本地生產總值走勢確實存有時間差距，本地生產總值會否在三個月內，即年內第二季度回歸升軌？

十二月份指數是香港採購經理指數的第四個公佈數據，採購經理指數是一綜合指數，用以反映本地經濟的整體營運概況。

由於該嶄新經濟預測工具推出時間尚短，若據之斷言本港經濟已反彈回升(事實上仍處急劇放緩階段)，未免言之過早。然而，卻可以它為經濟指標之一。在當前實質經濟數據仍未見起色之時，該指數預示本港經濟好轉之期不遠矣！ **B**

Consumer Complaint Statistics for 1999-2001 1999至2001年消費者投訴統計數字

Complaints 投訴	1999	2000	2001	±%(00/01)
Telecommunication Services 電訊服務	1,820	3,111	4,684	+51%
Further Education Services 持續教育服務	621	313	1,536	+391%
Furniture & Fixtures 傢俱裝置	1,123	1,160	1,344	+16%
Telecommunication Equipment 電訊設備	841	1,101	1,069	-3%
Financial Services 金融服務	575	893	989	+11%
Electrical Appliances 電器	1,265	1,162	988	-15%
Travel Agents 旅行社	1,381	906	954	+5%
Computers 電腦	562	741	805	+9%
Foods & Drinks 飲食	1,029	689	621	-10%
Photographic Equipment 攝影器材	786	637	574	-10%
Clothing & Apparel 服飾	523	545	569	+4%

SOURCE: CONSUMER COUNCIL 資料來源：消費者委員會



Consumers want 'quality' service

Consumer complaints continue to escalate for a third consecutive year

Conventional wisdom has it that unless there are customers there is no business. But if customers are so important, why is it that the Consumer Council reported an increase in the number of complaints for the third consecutive year for 2001?

Last year, the council received a total of 20,798 complaints. This was 10 per cent more than that received in 2000 and up 26 per cent over 1999's figures.

Notably, services-related complaints outpaced those associated with products for the first time, which the council put down to Hong Kong's increasingly service-based economy.

Topping the list of complaints were tele-

communications services and equipment, tutorial services, furniture and fixtures, financial services, electrical appliances, travel agents, computers, food and beverages, photographic equipment, and clothing and apparel in that order.

According to Dr Andrew Chan, chairman of the Consumer Council, the rising trend in complaints can be ascribed to greater consumer awareness and assertiveness of their rights, divergences in consumer expectations from business promotional campaigns, and increased confidence in the Consumer Council.

In the case of telecommunications services, which have consistently attracted the most complaints for the last three years,

Dr Chan explained that this was due largely to the high volume in usage and users. Failure to reconcile customer expectations with what was being promoted was also a source of consumer dissatisfaction. Often, complaints of such a nature have to do with the perception of businesses over-promising and under-delivering.

In their eagerness to close the sale, salespeople frequently gloss over the small print, thereby laying the ground for future potential disputes.

No matter what the reasons may be for the overall increase in complaints, this presents a real and immediate problem for businesses, particularly in the context of Hong Kong's service-driven landscape. **B**

消費者需要「優質」服務

消費者投訴數字持續三年攀升

生 意無客不成，可說是傳統的哲理明言。既然客戶如此重要，為何消費者委員會於2001年接獲的投訴個案數目，卻呈現連續三年上升的趨勢？

消委會於去年接獲 20,798 宗投訴個案，分別較 2000 年和 1999 年上升 10% 和 26%。

消委會並首次發現，有關服務業的投訴顯著遠超產品的投訴。該會把這個現象歸因於香港經濟逐漸趨向以服務為本。

投訴個案大多涉及電訊服務及設備，其餘依次是補習服務、傢俬裝置、金融服務、電器、旅行社、電腦、飲食、攝影器材和服飾。

消費者委員會主席陳志輝教授指出，投

訴上升的趨勢反映出消費者對個人權益有更多的認識；形形色色的商務推廣訊息與消費者期望的偏差，以及市民對消費者委員會的信心增加。

連續三年以來，電訊服務業所佔的投訴比率均高踞榜首，陳教授解釋，這主要是由於電訊服務的用量和用戶數目龐大所致。另外，貨不對版也是導致消費者不滿的因由。這類投訴多涉及商號言過其實，誇大產品和服務的好處。

有時候商販為求儘快完成交易，故意掩飾貨品介紹資料上的小字，因而引致日後的爭議。

姑勿論導致投訴整體上升的原因為何，無可否認，消費者投訴遞增，是商界急須面對的問題，尤其是香港已逐漸進入服務導向的經濟模式。

MORE HONGKONGERS WINDOW SHOPPING ONLINE

The number of Hongkongers who visited an online shopping site increased by 40 per cent from just over 505,000 in November 2000 to over 707,000 in November 2001, representing 38 per cent of all Internet users in the territory, according to the latest data from Nielsen/NetRatings.

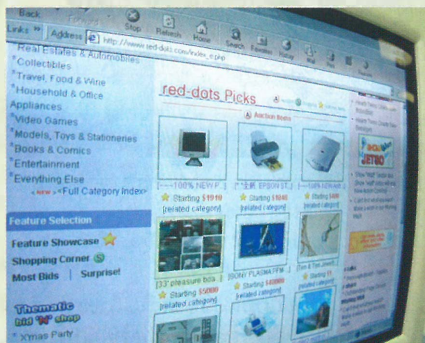
While online purchasing also increased significantly in absolute numbers over the year, this was largely driven by the increased numbers of people connecting to the Internet. The overall Internet user population in Hong Kong grew by 24 per cent during the same time period.

In terms of purchasing online, Hong Kong continues to trail other Asian markets. In the third quarter of 2001, only 4 per cent of local Internet users had ever made a purchase online. This compares with Korea at 12 per cent and Australia and New Zealand at 14 per cent each. Taiwan's online purchasing rate, at 5 per cent is at similar levels to Hong Kong, while Singapore at 9 per cent showed the most significant percentage growth over the year.

"The main factors hindering growth in the online shopping market in Hong Kong include concerns about online security and its vibrant shopping culture, where few of the population are more than a few minutes from a variety of brick and mortar retail outlets," said Hugh Bloch, managing director, ACNielsen eRatings, North Asia.

According to Bloch, Hong Kong Internet users are using shopping sites for comparison shopping. While the increase in the rate of browsing has exceeded the growth in actual online purchasing, both largely have been driven by an increase in online connections. As the growth in Internet users in Hong Kong begins to slow, the challenge for e-commerce sites will be to convert greater numbers of visitors into purchasers.

Of the top five shopping sites in Hong Kong, amazon.com grew the fastest at 78 per cent, followed by mall.com. Of the top local sites red-dots.com and hk.shopping.yahoo.com grew by 33 per cent and 64 per cent respectively, while icare.com.hk declined by 4 per cent year-on-year.



香港瀏覽購物網站人數增

據 Nielsen / NetRatings 發表的最新資料顯示，瀏覽購物網站的港人數目由 2000 年 11 月 505,000 人，增至 2001 年 11 月 707,000 多，增幅達 40%，佔全港互聯網用戶總數的 38%。

單以網上購物人數來看，全年亦有顯著增長，這主要是整體上網人數增加所致，香港互聯網用戶整體數目在同期內上升了 24%。

網上購物方面，香港仍遜於其他亞洲市場。在 2001 年第三季，只有 4% 的本地互聯網用戶曾經在網上購物，韓國和澳紐分別為 12% 和 14%。台灣與香港相若，有 5%；新加坡則有 9%，是去年增幅最大的地方。

ACNielsen eRatings 北亞區常務董事 Hugh Bloch 說：「窒礙香港網上購物市場發展的主因，包括港人對網上購物保安的

疑慮，以及港人喜愛逛街購物的消費習慣。港人往往只須花數分鐘的路程，便能往店舖購物。」

Bloch 稱，香港互聯網用戶多利用購物網站比較商品價格。互聯網應用日趨普及，瀏覽率和網上購物人數隨而上升，然而比較兩者的增幅，瀏覽率高於實際在網上購物的人數。目前香港互聯網用戶的增長開始放緩，對電子商貿網站而言，挑戰是如何吸引瀏覽者在網上購物。

在香港最受歡迎的五大購物網站中，amazon.com 業務增長最快，達 78%，其次為 mall.com。至於本地購物網站 red-dots.com 及 hk.shopping.yahoo.com 的業務增長率分別為 33% 和 64%，icare.com.hk 則較去年下降 4%。

Three is still company

Hong Kong's biggest challenge in the 'three links' picture is expected to be adjusting to changes in cross-Taiwan Strait relations and providing value-added support services to capitalise on emerging business opportunities, says a TDC study

Mainland China and Taiwan's entry into the World Trade Organisation (WTO) is expected to push both sides towards establishing direct trade and economic exchanges across the Taiwan Strait sooner rather than later.

A report published by the Hong Kong Trade Development Council (TDC) in November 2001 sheds some light on how Hong Kong's role as an intermediary between Mainland China and Taiwan will be affected by the establishment of the "three links" – direct trade, transportation and post – across the Taiwan Strait.

TAIWAN'S WTO COMMITMENTS

Taiwan's decision not to invoke the non-application clause against the Mainland in its WTO accession means it will

have to open its markets to Mainland products and investment under WTO rules.

Taiwan has pledged to lower its average tariff rate to 5.54 per cent from the current 8.2 per cent. For industrial products, the tariffs will be eventually lowered from an average of 6.03 to 4.15 per cent.

Specific products with high tariffs to

telecom companies. And for infrastructure, Taiwan has agreed to participate in the WTO Agreement on Government Procurement.

TAIWAN'S 'THREE LINKS' POLICY

Taiwan continues to struggle to pull itself out of recession, brought about in part by the global slowdown, but more so by the structure of its economy which is threatening to hollow out the island.

Taiwanese businessmen are investing heavily in new manufacturing plants, and in some cases relocating operations, in the Mainland, which could prolong its recession and keep unemployment high.

Realising this danger, in August 2001, the Taiwanese government reviewed its "no haste, be patient" policy on cross-Taiwan Strait relations. Taiwan President Chen Shui-bian endorsed recommendations by the Economic Development Advisory Conference to change the policy on cross-strait economic relations.

Major initiatives of Taiwan's new policy on cross-strait economic relations include:

- Promoting the development of cross-strait economic interaction.
- Changing of "no haste, be patient" policy to "active opening, effective management."
- Allowing Mainland investment in Taiwan, including land and fixed asset investments.
- Lifting the ban on direct links.
- Restoring cross-strait negotiations.

Mainland China and Taiwan's accession into the WTO is expected to push forward these initiatives and diminish Hong Kong's role as the preferred "third territory" for facilitating trade and investment across the Taiwan Strait, but this change in policy will also create business opportunities.



LARRY HSEIH

Taiwanese businessmen's heavy investments in the Mainland threaten to hollow out the island's economy.

台商大規模赴內地投資，使台灣經濟備受考驗。

protect certain domestic industries against imports will enjoy substantial reductions. For example, the current tariff on automobiles will be reduced from 44 per cent to 16 per cent, while the average tariffs on auto parts will be reduced from 17 per cent to 10 per cent. Certain light consumer goods will also enjoy a marked reduction in tariffs. For agricultural products, the average tariff will be lowered from 20.02 per cent to 12.9 per cent eventually.

It has also made major commitments to liberalise its service industries. For its financial services, Taiwan has agreed to provide full market access and national treatment across the board of financial services.

In telecommunication services, Taiwan has agreed to sign the WTO Basic Telecommunications Agreement and allow foreign operators to hold controlling interest in its



MING-YUAN YEH

Taiwan's farmers are expected to feel the pinch of competition as average tariffs for agricultural produce are gradually lowered from 20.02 to 12.9 per cent.

台灣農產品進口的平均關稅率將逐步由 20.02% 調低至 12.9%，當地農民面臨激烈的競爭。

中港台維持緊密夥伴關係

貿易發展局報告：「三通」對香港帶來的最大挑戰，是如何回應兩岸關係的變化及提供增值支援服務，以把握湧現的商機

中國和台灣相繼入世，料將推動兩岸的直接經貿交流，而實現之期指日可待。

香港貿易發展局於2001年11月發表了一份報告，闡釋兩岸直接「三通」對香港在中港台三地中角色的影響。

台灣入世承諾

由於台灣入世時並沒有對大陸行使互不適用條款，按照世貿原則，台灣須對大陸產品及投資開放市場。

台灣承諾進一步調低關稅，將平均關稅率由目前約8.2%降低至5.54%。其中，工業產品平均關稅率將由6.03%最終降至4.15%。

一些受高關稅保護的產品，將有較大幅度的減稅，如汽車將由現行的44%降至16%，而汽車零配件將由17%降至10%。部份輕工業消費品的關稅也將顯著下調。另外，農產品平均關稅率將由20.02%最終降至12.9%。

台灣亦承諾開放服務業。金融服務方面，台灣同意在一系列金融服務實行全面的市場准入和國民待遇。

電訊服務方面，台灣同意簽署世貿基本電訊協議，及准許外資擁有電訊公司的控制性股權。至於基建，台灣同意加入世貿政府採購協議。

台灣最新「三通」政策

鑑於環球經濟放緩，台灣須持續對抗經濟困難，加上台灣面臨結構性經濟下調，致使其經濟處於嚴峻境況。

其次，台商大規模赴內地投資，興建廠房，部份更把業務基地遷往內地，亦使台灣經濟衰退期延長、失業率持續高企。

有見及此，台灣政府於2001年8月開始檢討其「戒急用忍」政策，總統陳水扁接受經濟發展諮詢委員會的建議，允諾調整兩岸經貿政策。

新政策要點如下：

- 推動兩岸經貿良性互動。
- 廢除「戒急用忍」，取而代之以「積極開放、有效管理」。
- 允許大陸資金到台投資，包括土地及不動產。

- 撤銷對「三通」的限制。
- 恢復兩岸協商。

一般相信，中國和台灣入世雖能有助推動這些措施，但香港作為兩岸經貿往來最受歡迎的「第三地」角色將會受到影響，可謂商機與挑戰並存。

緊密的經貿往來

2000年，台灣是香港第六大出口市場，對台出口總值達51億美元。2001年首九個月，香港對台總出口卻下跌12%。

台灣也是香港電子零部件的第四大市場，在2000年的出口達24億美元，但2001年首八個月對台出口電子零部件總值下跌了14.7%。

尤幸同期香港出口往台灣的服裝、旅行用品和光學產品等仍錄得正增長。然而，由於台灣消費信心轉趨疲弱，預料香港對台消費品將進一步出現放緩。

在兩岸貿易中，經港轉口所佔比重已由1993年的63%下降至2000年的36%。2000年，兩岸經港轉口貿易總額達116億美元，雖然兩岸經港轉口貿易在過去五年增長甚微，但仍佔本港轉口貿易總額的6.5%。此外，以轉運方式經港進行的兩岸貿易，在過去五年間以年均19%的幅度上升，佔現時香港轉運貿易總額的13%。

商機與競爭

中國和台灣履行入世承諾，香港及台灣公司將大有潛力進行策略性合作。兩岸入世必將促使兩岸經貿往來劇增，故香港的中介服務行業將因而受惠。

在大中華地區，香港的服務業無疑居於領導地位，因此在區內從事貿易及投資的內地和台灣公司，均需要利用香港的服務。

一直以來，內地及台灣公司慣常採用香港的支援服務，預料日後它們對香港的

金融服務和貿易相關服務的需求，將隨兩岸經濟交流增加而大大上升。

不過，商界憂慮，兩岸實施「三通」後，香港作為兩岸中介人的角色將受到負面影響，擔心兩岸一旦實行資金、貨物和人員自由流通，香港便會被擠出局外。近年，台灣企業由珠江三角洲轉為湧向長江三角洲投資的新趨勢，可能會加速這個勢頭。

兩岸貿易增長亦會削弱香港在貨運及其他服務業的中介角色。但是，從相反的角度來看，台商前往內地投資的數量上升，將為在內地經營的香港服務供應商帶來不少潛在客戶。



Cross-strait transshipments from China through Hong Kong have been growing at 19 per cent for the past five years.

以轉運方式經香港進行的兩岸貿易，於過去五年以年均19%的幅度上升。

建基於此，香港將繼續擔當華南地區的服務樞紐，往來珠江三角洲的貨流仍會經香港轉運。不過，香港須不斷加強與中國腹地的基建聯繫，並且提供相關的增值支援服務，藉此充分把握湧現的商機。 **B**

本文按貿易發展局的「台灣入世及實現『三通』對香港的影響」報告撰寫，報告全文可於該局網站 <http://www.dctrade.com/econforum/tdc/011102.htm> 下載。

查詢詳情，亦可聯絡本會的香港-台北經貿合作委員會秘書姚暉，電話：2823 1232；電郵：mabel@chamber.org.hk。

STRONG TRADE TIES

In 2000, Taiwan was Hong Kong's sixth largest export market with total exports amounting to US\$5.1 billion. In the first nine months of 2001, however, Hong Kong's total exports to Taiwan dropped 12 per cent.

Taiwan is Hong Kong's fourth largest market for electronics parts and components. In 2000, such exports amounted to US\$2.4 billion but dropped by 14.7 per cent in the first eight months of 2001.

Hong Kong's exports of certain consumer goods to Taiwan, such as clothing, travel and optical goods, however, managed to achieve positive growth during the same period. For this year, diminishing consumer sentiment in Taiwan is expected to be reflected in a decline in exports from Hong Kong to Taiwan.

The share of cross-strait trade re-exported via Hong Kong has decreased from 63 per cent in 1993 to 36 per cent in 2000 to total US\$11.6 billion. Such trade, which showed little increase in value over the past five years, still accounts for 6.5 per cent of Hong Kong's total re-exports. Cross-strait transshipment through Hong Kong, which has been growing at 19 per cent per year for the past five years, currently accounts for about 13 per cent of Hong Kong's total transshipment trade.

OPPORTUNITIES AND COMPETITION

Substantial opportunities for strategic collaboration between Hong Kong and Taiwan companies are expected to arise as the Mainland and Taiwan's WTO commitments start to be realised. As cross-strait economic interaction gains steam, demand for Hong Kong's support services is expected to rise.

In the greater China region, Hong Kong undoubtedly offers the best service industries that Mainland-based and Taiwanese companies need to facilitate trade and investment.

Mainland and Taiwanese companies have always utilised Hong Kong's support services and it is expected that demand for financial services, and other trade-related services will increase hand in hand with the expanded cross-strait economic interaction.

However, some businesses are concerned that the "three links" will have a negative impact on Hong Kong's intermediary role. They predict Hong Kong will be cut out of the picture once free flows of investment, goods and people across the strait begin. The rising importance of the Yangtze River Delta as the investment destination for Taiwan companies in place of the Pearl River Delta could accelerate this trend.

Growing cross-strait trade could also further diminish Hong Kong's intermediary role for freight forwarding and other services industries. On the flip-side of the coin, growing Taiwanese investment in the Mainland would expand the customer base for Hong Kong companies providing services there.

Hong Kong, as a service hub for the greater China region, will continue to provide transshipment and cargo handling services for the Pearl River Delta. But it is important for Hong Kong to continue improving infrastructure linkages to the Mainland's hinterland and to provide relevant value-added support services to capitalise on the emerging new business opportunities. **B**

The above article was compiled from a report by the Hong Kong Trade Development Council on "Implications for Hong Kong upon Taiwan's WTO accession and establishment of three links." The full report can be downloaded from the TDC's Web site <http://www.tdctrade.com/econforum/tdc/011102.htm>

Members can also contact the Chamber's Hong Kong-Taipei Business Co-operation Committee Secretariat Mabel Yao at 2823 1232, or email mabel@chamber.org.hk

工商月刊 BULLETIN

SUBSCRIPTION RATES

訂閱價

1 Year 年 (12 Issues 期)

Hong Kong 香港 HK\$360

Other 其他地區 US\$70

(Including postage 包括郵費)

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The Bulletin is the monthly magazine of The Hong Kong General Chamber of Commerce 《工商月刊》為香港總商會出版的月刊。





HUANG CHUNG-HSIN

與君一席話

台北國際貿易局局長 吳文雅

Face to Face

with Taipei's Director-General of the Board of Foreign Trade **Wayne Wu**

ON JANUARY 1, 2002, TAIWAN WAS FORMALLY ADMITTED INTO THE WORLD TRADE ORGANISATION (WTO). The international trade body had approved Taiwan's application on November 11, 2001, at its Ministerial Conference in Doha, Qatar – one day after granting membership to China. To understand the significance of Taiwan's accession to the WTO, Don Shapiro spoke to a leading member of the delegation to the Qatar meeting, Director-General Wayne W. Wu of the Board of Foreign Trade. Following are excerpts from that interview.

TAIPEI REVIEW: What does WTO accession mean for Taiwan?

WAYNE W WU: Our economy is trade-led. Taiwan, in fact, is the fourteenth largest trading economy in the world, but we have diplomatic relations with only a small number of countries. It's important for us to be in the WTO to give us an opportunity to interact with more countries. It's a very good chance to increase our visibility in the international arena.

In terms of economic benefits, each WTO member will extend to us most-favoured-nation treatment and national treatment, guaranteeing that our exports and our enterprises may not be treated in a discriminatory manner. That will give us more stable and predictable trade relations with our trading partners. Secondly, we'll now be able to participate in the making of new international economic regulations. In the past, when members of GATT [the forerunner of the WTO] or the WTO conducted negotiations on new regulations, we had no way to take part in the discussions. Now Taiwan will have the right to participate in formulating these regulations, just like every other member. In

在卡塔爾多哈舉行的世貿部長會議上，台灣於中國入世申請獲批翌日，即2001年11月12日亦獲世貿批准加入。2002年1月1日，台灣正式成為世貿成員。Don Shapiro訪問了台灣主要世貿談判代表－國際貿易局局長吳文雅，以瞭解台灣加入世貿組織的影響。訪問內容撮錄如下：

TAIPEI REVIEW：台灣入世的意義何在？

吳文雅：台灣經濟由貿易主導。台灣是全球第14大貿易體系，但我們僅與少數國家建立外交關係，所以入世對台灣的意義重大。入世後，可與更多國家聯繫，誠為擴闊國際視野的大好良機。

經濟效益方面，各世貿成員均會給予台灣最惠國待遇和國民待遇，保證我們的出口和企業不會遭受歧視，台灣與貿易夥伴的關係將更為穩定和較易掌握。其次，我們亦能參與訂定新的國際經濟法規。過去，凡關貿總協定(世貿前身)和世貿就訂立新規定的討論，台灣皆無從參與，但現時一如其他成員國，我們已有權參與法規的制定，得以確保新例與台灣的經貿權益一致。

此外，我們還能透過世貿的糾紛調解機制消除貿易紛爭。以往，我們每年面對多達10宗貿易歧視個案，有些貿易夥伴甚至未有事前通知或諮詢，便向台灣貨品施加限制。由於雙方欠缺外交關係，往往不能透過雙邊磋商解決問題。目前，我們已可借助世貿提供的公平和獨立程序排解糾紛。

您預期台灣加入世貿會對進行和擴大對外貿易的能力帶來甚麼好處？

台灣入世後，經濟和貿易體制將更加開放和透明。修訂了影響貿易的本地法規後，台灣經濟會更具效率和競爭力，生產商和出口商將取得優勢，針對國際競爭採取應變措施。

this way, we can make sure that the new rules are consistent with our economic and trade interests.

Finally, we'll gain a way to solve trade disputes through the WTO's dispute settlement mechanism. Before, we faced as many as 10 cases a year of trade discrimination. Sometimes our trading partners imposed restrictions on Taiwanese products without prior notice or prior consultation. Without diplomatic relations, it was often hard to resolve these issues through bilateral negotiations. Now we'll have recourse to the fair and independent procedures for settling disputes provided by the WTO.

What benefits do you foresee for Taiwan's ability to conduct and expand its foreign trade?

Our economic and trading system will become more liberal and transparent following entry into the WTO. The streamlining of our own domestic regulations affecting trade will make our economy more efficient and competitive. In turn, our producers and exporters will gain a competitive edge as they take measures to adjust to global competition.

We also expect that with WTO membership we'll be able to expand our foreign trade because we'll gain access, on an equal footing, to the markets of all other WTO members.

In addition, after our accession to the WTO, there's no doubt that we'll attract more foreign investment than ever. As we introduce advanced technology and new skills into the economy, we expect to improve the scope and quality of the services provided domestically and also to reduce their price. Such changes will expedite the overall growth of our economy by making it more efficient. The changes will also promote local enterprises' international competitiveness.

What are the main problems or challenges that WTO membership may pose for Taiwan?

For most of our industrial products, the impact should be relatively slight. Most of our products are made for export, and they have already had to prove their competitiveness in the international market. Another reason why the impact on manufactured goods will be minimised is that over the past twelve years, preparing for WTO entry, we have already liberalised our trade regulations. Most non-tariff barriers have been removed. But certain industrial products that are aimed at the domestic market will probably face a challenge, such as household electrical appliances.

The biggest problem will be in the agricultural sector. The same thing has happened in many other countries, even in the United States. In Taiwan the farm population is not so numerous, but their political power is very strong. So the Council of Agriculture is putting a lot of plans into action to help our farmers face the potential competition from imports after our entry into the WTO.

As part of our accession agreement, we will also put in place some special arrangements to try to help certain agricultural sectors. Rice [as the staple food and main farm product] is especially sensitive. We negotiated a special arrangement, basically following the Japanese and Korean patterns, to set a quantitative quota on rice imports. There is also a special arrangement covering 22 kinds of fruit. Imports of those fruits will be subject to a tariff rate quota.

入世後，我們亦能擴張外貿，因基於公平原則，台灣能涉足世貿所有成員國市場。

再者，預料外資會接踵而來。我們已將先進科技和新技術引入經濟之中，藉此擴大本土服務業的經營範圍、改善其質素和降低成本。這些改革不但能驅動整體經濟增長、增加市場運作效率，還可提升本地企業在國際市場的競爭力。

不過，台灣入世會導致甚麼問題或挑戰呢？

對大多工業產品來說，影響輕微。原因是大多數台灣產品均供出口，它們在國際市場的競爭力已得到確認。另一原因是在過往12年，我們已因應入世申請放寬了貿易規例，不少非關稅壁壘已經撤銷。但是，某些著眼於內銷市場的工業產品如家庭電器，或許會面臨挑戰。

猶如不少國家包括美國，農業所面對的問題最大。在台灣，即使務農人口非眾，他們的政治勢力卻不容小覷，故農業委員會正著手施行多項計劃，幫助農民應付隨台灣入世而來的入口競爭。

在台灣入世協定書中，我們將訂出一些扶助農業的特別安排。米是主要食品及農產品，所牽涉的問題尤為敏感。我們已磋商了一項特別安排，基本上跟隨日本和韓國的模式，對進口米實行定量限制。同時亦有涉及22種水果的特別安排，這些水果進口須繳納關稅。

入世後，台灣失業率料會輕微上升，經濟規劃及發展委員會基於工業方面的調整，預測來年失業率會升高0.22%，但我們估計這只會帶來短期影響，而影響亦會隨政府執行多方面的措施後消失，包括增加專業培訓、限制外勞活動和加快知識型人力資源的開發等。

世界經濟不景氣，台灣難以獨善其身。有言論擔憂台灣於此刻加入世貿，或會令經濟前景更不明朗。然而，我們同時須認同，台灣為入世而採取的行動，包括調減關稅、開放內銷市場和全面開放本土經濟，均是使台灣經濟轉型的必需措施。這些因應台灣入世而實行的改革，將創造嶄新的貿易和投資機會，對台灣未來經濟發展舉足輕重。

世貿在卡塔爾會議上議決啟動新一輪貿易談判，台灣政府的立場如何？

台灣雖是新進成員，但向來堅守擴大貿易自由化的原則，這便是我們的立場，恰如我們在亞太區經濟合作論壇的立場一樣。世貿成員在多哈會議上同意開展新一輪貿易談判，我們對此表示歡迎，並已在入會宣言中表達支持。

然而，我們關注到在新一輪的談判中，世貿成員應確實考慮發展中國家和落後國家的利益，從而為談判建立強大的共識基礎。相信我們能在所謂的「實力建立」(幫助落後國家改善經濟實力)過程中貢獻一點力量，而這過程是達成共識的必經階段。因此，入世後，我們向來自落後國家的若干貨品提供零關稅待遇，以增加他們的市場進入機會。 **B**

鳴謝：《Taipei Review》。Don Shapiro 是《Taipei Review》資深編輯。



Taiwan's rice farmers will receive special protection through an import quota arrangement, following the model used by Japan and South Korea.
台灣借鏡日本和南韓，以進口限額方式給予當地米農特別保障。

Unemployment is expected to go up a bit following the WTO accession. The CEPD [Council for Economic Planning and Development] is projecting an increase in the unemployment rate by as much as 0.22 per cent over the coming year as a result of adjustments experienced by our industrial sector. But we predict that this effect will be short term and will be remedied by various measures the government is undertaking, including increased professional training, limitations on foreign labour, and strengthening the development of a knowledge-based workforce.

The global economy is currently undergoing a slowdown, and it's not possible for Taiwan to escape the effects. Some people have voiced concern that Taiwan's accession to the WTO at this particular time could cause the economy to experience even greater uncertainty. But at the same time we need to recognise that the actions required by Taiwan's WTO accession—reducing tariffs, deregulating the domestic market, and overall liberalisation of the domestic economy—are precisely what is needed to bring about the transformation of Taiwan's economy. Implemented as part of Taiwan's WTO accession, these changes will create new trade and investment opportunities, and will play a critical role in our future economic development.



What is this government's position on the proposed new round of trade negotiations that the WTO decided to launch at the Qatar meeting?

We are a newcomer, but Taiwan has always adopted the principle of advocating greater trade liberalisation. That's a position we have adopted, for example, within APEC [the Asia-Pacific Economic Cooperation forum]. We were pleased that this time in Doha the

WTO members agreed to launch a new round of trade negotiations, and in our declaration at the meeting we expressed our support.

But we also expressed our concern that in the new round the WTO members should be sure to take into account the interests of developing and least-developed countries in order to build a strong consensus behind the negotiations. We believe we can make a contribution in the so-called "capacity building" process [helping the lesser-de-

Taiwan is the world's fourteenth largest trading economy. Entrance into the WTO is expected to open new opportunities for both trade and investment to expand.

台灣是世界第 14 大貿易體系。加入世貿料能創造新的貿易和投資機會。

veloped countries to improve their economic capabilities] that is part of forging a consensus. After accession, we will be extending tariff-free treatment to certain products from the least-developed countries, so as to improve their market access opportunities.

B

Courtesy: Taipei Review. Don Shapiro is Senior Editor at Taipei Review.



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Mr. Beat M. Müller

Mr. Rolf Widmer

Phone: (852) 2523 6180

Fax: (852) 2868 0059

Email: lgthk@lgt.com

China relaxes restrictions on employment agencies

Foreign investors can now set up employment agencies in China in the form of a Sino-foreign joint venture. **SAMUEL LO** highlights the key requirements for establishing such a business under the new regulation

For many foreign human resources consultancy companies, the waiting is finally over. Under the new Provisional Regulations on Administration of the Establishment of Chinese-Foreign Joint Equity and Chinese-Foreign Co-operative Employment Agencies (Provisional Regulations), foreign investors with experience in the industry will be allowed to run job introduction businesses, by way of Sino-foreign joint venture – equity joint venture (EJV) or co-operative joint venture (CJV).

Promulgated jointly by the Ministry of Labour and Social Security and the State Administration for Industry and Commerce, the regulation stops short of allowing wholly foreign-owned enterprises in this sector.

Apart from satisfying the usual foreign investment requirements, would-be operators must also satisfy the requirements laid down in the Provisional Regulations. These include:

- 1 The foreign joint venture partner must be a legal person with experience in providing job introduction services in its country of origin and have a good reputation;
- 2 The Chinese partner must be a legal person eligible to carry on job introduction services and have a good reputation;
- 3 The joint venture itself must have registered capital of not less than US\$300,000 and employ at least three full-time, qualified staff to engage in job introduction services, with the principal operator having the requisite expertise;

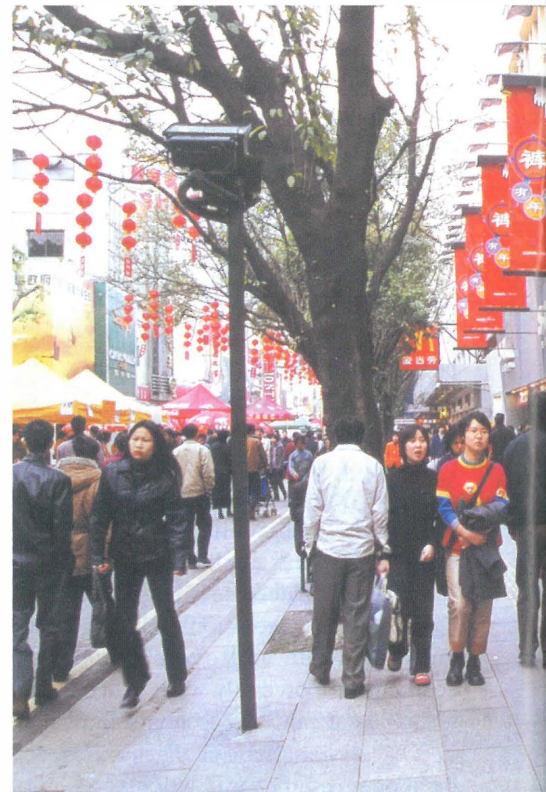
4 It must also have a clear scope of business, articles of association, a well-defined management and a permanent place of business equipped with the necessary facilities.

An employment agency is allowed to provide job introduction services for local and overseas job seekers and employers, career counselling, and collection and dissemination of information on the labour market. Engaging in certain types of activities, such as organising recruitment fairs, on-line introduction services and assessment of professional and technical qualifications, however, requires specific approval.

Companies applying to establish an employment agency must submit registration and incorporation certificates of both joint venture partners. They must also provide resumes and supporting proof of the qualifications of the principal operator and other members of staff.

Applications are then made to the provincial Foreign Trade and Economic Cooperation Authority, which, according to Provisional Regulations, will forward the application to the appropriate Labour and Social Security Authority for their approval.

The authority will then decide whether to consent to the application within 15 days, and in the case of objection state the reasons of its decision. The foreign trade and economic cooperation authority will then have another 30 days to decide whether to approve the application. Once the application has been approved, applicants must register the new enterprise with the State Administration for Industry and Commerce, and the Ministry of



Foreign human resources consultancy companies can now set up job introduction businesses in the Mainland to help the population find jobs.

境外人力資源顧問公司已可在內地經營職業介紹服務，幫助內地人士找尋工作。

Labour and Social Security within the prescribed time limit.

The Provisional Regulations also apply to investors from Hong Kong, Macau and Taiwan and will come into effect on December 1, 2001.

As China's economy continues to grow and many foreign enterprises seek to localise their workforces, competition for the limited pool of talent is going to intensify, creating an ever-greater need for job introduction services. On the other hand, the job introduction industry in China is still in its infancy and quality employment agencies are few and far between.

中國放寬職業介紹所的經營限制



Job hunters snap up application forms at a labour fair in Guangdong. 廣東省一個就業展覽中，求職者爭相索取申請表。

外商准以中外合資經營方式在中國設立職業介紹所，
羅幹淇重點報導新例下經營這門行業的基本要求

境 外人力資源顧問機構今後已無須再望穿秋水。因為在《中外合資中外合作職業介紹機構設立管理暫行規定》實施後，具業內經驗的外商准以中外合資或中外合作的形式經營職業介紹服務。

此法規由勞動和社會保障部與國家工商行政管理總局於2001年10月9日頒佈，放寬範圍暫且尚未包括允許外商獨資經營。

準經營商須先符合外商在中國投資的

4 機構必須有明確的業務範圍、機構章程、管理制度，以及配備必需辦公設施的固定經營場所。

職業介紹機構可為中外求職者和僱主提供職業介紹服務、職業諮詢及收集和發佈勞工市場信息。此外，職業介紹機構亦可從事某幾類活動，如舉辦職業招聘洽談會、提供網上相關服務及進行專業及技術資格評核等，惟須先獲個別部門核准。

申請設立職業介紹所的中外合資夥伴均須呈交各自的登記註冊證明，並須附有主要經營者與專職工作人員的資歷及職業資格證明。

省級外經貿行政部門接獲有關申請後，將按暫行規定的要求，將申請文件轉交同級勞動保障行政部門審批。

勞動保障行政部門須於15日內決定是否同意申請，若不同意，須列明理由。然後，省級外經貿行政部門須於30日內決定是否批准申請。申請一經批准，申請者須於指定的期限內，到國家工商管理總局及勞動保障行政部門辦理登記註冊手續。

暫行規定亦適用於香港、澳門及台灣的投資者，自2001年12月1日起生效。

Letting in foreign participants will do much to help improve quality of service and re-define market standards. Faced with the global economic downturn, many in the industry in Hong Kong and abroad are likely to take advantage of the legislative change to establish a foothold in this lucrative, yet unexplored market. **B**

Samuel Lo is chairman of China Solutions Limited, a China business consultancy service specialising in regulatory compliance and corporate management aspects of foreign investment. He can be reached at service@prc-solutions.com

一般要求，並且符合此暫行法規的規定，包括：

1 外方投資者應是從事職業介紹的法人，在註冊國有開展職業介紹服務的經驗，並具有良好信譽；

2 中方投資者應是具備從事職業介紹服務資格的法人，並具有良好信譽；

3 擬設立的中外合資、中外合作職業介紹機構應具有不低於30萬美元註冊資本，聘用三名以上合資格從事職業介紹服務的專職工作人員，主要經營者應具備從事這門行業的專門技能；

隨著中國經濟持續增長，不少外商在人力上也力求本土化。限量的人才，表示競爭愈趨劇烈，故對職業介紹業務的需求亦將更加殷切。在中國，職業介紹業務仍處於起步階段，優質的職業介紹機構甚為罕見。如今容讓外商參與，無疑有助提升服務質素，並可重新確立市場標準。在全球經濟不景氣的衝擊下，看來本地和海外不少業內人士將可把握新例賦予的契機，涉足這個展現創富良機且有待開拓的市場。**B**

羅幹淇為China Solutions Ltd主席，公司專門從事中國商務諮詢服務，尤擅於外商投資方面的法規及企業管理事務。電郵：service@prc-solutions.com。

SME funding scheme launched

Trade official encourages businesses to take advantage of the government's four SME funding initiatives

The government has launched four funding schemes to help local small- and medium-sized enterprises (SMEs) cope with the economic slowdown and enhance their competitiveness, Eugene Fung, assistant director general of the Trade and Industry Department, told Chamber members during a roundtable luncheon on January 9.

The four new schemes are: SME Business Installations and Equipment Loan Guarantee Scheme (BIG); SME Export

been approved, Mr Fung said.

The scheme is very important for Hong Kong because SMEs are the backbone of the local economy, comprising over 98 per cent (about 300,000) of all businesses in Hong Kong and employing about 60 per cent (1.4 million) of the private sector workforce, he said.

To encourage SMEs to make the most of the funds, the application criteria and procedure has been kept as simple and user-friendly as possible. Approval time

non-manufacturing business employing fewer than 50 persons in Hong Kong.

He added that SMEs should not be overly worried about having their applications rejected if they employ a handful more employees than the official SME numbers.

When asked if the department would interview applicants prior to granting approval, he said applications won't just be decided behind closed doors, but will include conversations on the phone, and site visits.

With regard to the STF, a member asked Mr Fung to explain what types of training programmes could qualify for the fund.

Mr Fung said that the scheme is extremely flexible and that as long as the course can help business development, any courses organised by any recognised institution would be considered.

Some members questioned whether the SDF scheme, which involves the setting up of a special assessment committee to grant approval for applications, would favour projects of a specific nature, and whether financial assistance would be provided for successful applicants prior to the implementation of projects.

Mr Fung said that any project expected to benefit the economy would be considered. During the first phase of the scheme, however, the government would invite applications for IT-related plans, or measures for establishing corporate governance guidelines and industry standards.

"For the payment method, funds of more than HK\$0.2 million will be paid in two instalments. For applications of less than HK\$0.2 million, or for projects that can be completed within one year, then these will be paid in one go," Mr Fung said. **B**

For more information, call the Trade and Industry Department at 2398 5125, or visit the department's Web site at, <http://www.smefund.tid.gov.hk/>



To encourage SMEs to apply for the funding scheme, Mr Fung said the application criteria and procedure has been kept as simple and user-friendly as possible.

馮建業說，政府為鼓勵中小企充分利用各項基金，已盡量簡化申請要求和程序。

Marketing Fund (EMF); SME Training Fund (STF); and SME Development Fund (SDF). The government will commit HK\$7.5 billion with a maximum expenditure of HK\$1.9 billion to support the schemes, which SMEs can now apply for.

Since the launch of the programme on December 14, 2001, more than 60 applications have been received for the BIG scheme, 26 of which have already been approved, while 104 of the 120 applications received for the EMF scheme have

for the schemes ranges from three working days up to two months, depending on the scheme applied for.

"To ensure the schemes benefit SMEs, a thorough review of the programme will be conducted after 12 months to gauge the effectiveness of the schemes," he said.

In response to a question from the audience regarding what qualifies as an SME, Mr Fung said the official definition means any manufacturing business employing fewer than 100 persons, or any

中小企業資助計劃經已推出

工貿署官員鼓勵港商善用政府推出的四項中小企業資助基金

工業貿易署助理署長馮建業於1月9日的小型午餐會向會員表示，政府已設立四項基金，協助中小型企業應付當前的經濟困境，並提升競爭力。

四項基金包括中小企業營運設備及器材信貸保證計劃、中小企業市場推廣基金、中小企業培訓基金及中小企業發展支援基金，現已接受全港中小企申請。這四項基金的總承擔額達75億港元，預計最高開支為19億港元。

馮氏說，計劃自2001年12月14日推出以來，政府已接獲60多份信貸保證計劃的申請，其中26份已獲批准；另外，收到市場推廣基金的申請共120份，104份已批出。

他指出這項計劃對香港十分重要，因為中小企是香港經濟的支柱，佔全港企業總數超過98%（約300,000間），聘用員工人數相當於私人機構僱員總數的60%（140萬人）。

政府為鼓勵中小企充分利用各項基金，已盡量簡化申請條件和程序。審批申請所需時間因應基金類別而互有差別，但大致由三至五個工作天至兩個月不等。

他說：「為保障中小企可從中獲益，政府將於此計劃推行12個月後徹底檢討，以評估計劃的效益。」

馮氏被與會者問及中小企的定義時回應說，中小企乃指任何從事製造業而在本港僱用少於100人的企業，或任何從事非製造業而在本港僱用少於50人的企業。

但他補充，若僱員人數略高於官方所指定的數目，中小企也無須過份擔心不符合申請資格。

至於有會員問及工貿署會否約見申請人，才決定是否批出資助，他表示，除了閉門面談外，還會採用電話對談及實地探訪等方法。

中小企業培訓基金方面，有會員問馮氏哪類培訓課程符合申請要求。

馮氏解釋，這項基金極富彈性，只要課程有助業務發展，任何認可機構舉辦的課程均會考慮。

中小企業發展支援基金將由特別成立的評審委員會負責審批，多位會員問及會否有特定的項目獲優先考慮，同時資助款項會否於項目開展前給予成功申請者？

馮氏稱，任何有利經濟發展的項目均會考慮。不過就第一期申請，工貿署邀請的項目包括與資訊科技發展有關，或旨在制定企業管治指引及業界標準的計劃。

馮氏說：「若批出的基金款項多於20萬港元，將分兩期繳付申請人，而少於20

萬港元或需時一年或以內完成的項目，申請人則可獲一筆過撥款。」

查詢詳情，請聯絡工業貿易署，電話：2398 5125，或瀏覽該署網站 <http://www.smefund.tid.gov.hk/>。

SME SUPPORT CENTRE

The Trade and Industry Department's flagship SME support centre, Support and Consultation Centre for SMEs (SUCCESS), has completed its refurbishment to better meet users' needs.

The support centre is a collaboration of over 30 trade and industry associations, support organisations, professional bodies, private firms, and government departments, jointly running business advisory services free of charge. SMEs or business start-ups can, by appointment, meet representatives of relevant government departments and NGO/private sector experts to seek advice on aspects relating to starting, running and expanding businesses.

Advice on 24 topics, ranging from how to start a business to financing to doing businesses in the Mainland, is provided on a one-on-one or a small group discussion basis. A spokesman for the centre said the number of topics will gradually be expanded to encompass a wider spectrum of business issues.

The centre is located at, M/F of the Trade and Industry Department Tower at Mongkok, and is open from 9 a.m. to 6 p.m. Mondays to Fridays, and 9 a.m. to 1 p.m. on Saturdays. For more information, visit the centre's Web site, <http://www.sme.gcn.gov.hk>, or the Business Licence Information Service Web site, <http://www.info.gov.hk/licence>.

中小企業支援中心

工業貿易署支援中小企業的旗艦中心－中小企業支援與諮詢中心(英文簡稱SUCCESS)，已經一個月裝修翻新後重新開放，務求為使用者提供更切合需要的服務。

支援中心是由超過30個主要的工商組織、支援機構、專業團體、私人公司及政府部門攜手合作，共同提供免費業務諮詢服務。中小企業或創業者可預約與政府部門代表及非政府機構／私營機構的專家會面，就創業、營商和拓展業務方面的事宜，諮詢他們的意見。

諮詢服務現時涵蓋24個主題，範圍由如何創業以至融資及在內地營商。諮詢是以單獨面談或小組討論形式進行。中心發言人表示，諮詢課題將會逐步增加，包羅更廣泛的商業事務。

支援中心設於旺角工業貿易署大樓閣樓，服務時間是星期一至五早上九時至下午六時，星期六早上九時至下午一時。查詢進一步資料，可瀏覽中心網站 <http://www.sme.gcn.gov.hk> 和商業牌照資訊服務網站 <http://www.info.gov.hk/licence>。

Businesses explore collaboration with HKU

HKGCC's recent visit to the University of Hong Kong studied possible business opportunities arising from cutting-edge research projects

Innovation and technology are vital components for Hong Kong's transformation into a knowledge-based economy, and the territory's universities play a key role fueling the engine of such transformation.

This may explain members' overwhelming interest in participating in the Chamber's study tour to the University of Hong Kong on January 11.

Led by HKGCC Vice Chairman Dr Lily Chiang, the 43-member delegation explored business-academic collaboration opportunities in the fields of information technology and biotechnology.

The University of Hong Kong is regarded as a hotbed of innovation and advanced technologies, but its researchers were interested in hearing from the business community how the two sides could collaborate to find commercially viable avenues for its research.

During the visit, the delegation visited the Faculty of Engineering, Faculty of Science and Faculty of Medicine.

Commenting on the projects after the tour at a networking luncheon for the delegation hosted by Pro-Vice-Chancellor (Research) Professor C F Lee, Dr Chiang said "the visit has been



HKU's iDetect project focuses on intrusion detection technologies to protect networked computers. iDetect 計劃著重研發防止入侵的偵測科技，為連網電腦提供保護。



Members study the Multimedia Personal Communicator for 3G Wideband CDMA project at HKU. 會員參觀香港大學的第三代寬頻流動通訊多媒體個人通訊器研製計劃。

very worthwhile. I believe that there is much scope for the business community and the university to collaborate in exploiting new ideas and technologies. I hope our industry members can find it a useful source of innovation."

The visit was part of the Chamber's Industry and Technology Committee's efforts to visit one university per year to enhance links and understanding between the universities and the business community.

INNOVATIVE PROJECTS UNDERWAY AT HKU

Strong Cryptographic Infrastructure for Electronic Commerce & iDetect The Strong Cryptographic library is a software system for digital signature and data encryption; The iDetect project focuses on intrusion detection technologies. Various computational technologies are applied to a Linux-based router to detect suspicious DDS (Distributed Denial of Services) attack to workstations directly or indirectly to the router.

Multimedia Personal Communicator for 3G Wideband CDMA The goal of this project is to transfer the core technologies and

skills involved in building a 3G communicator to the local industry. It will help bridge the technology gap to allow manufacturers to migrate from Original Equipment Manufacturing (OEM) to Original Design Manufacturing (ODM).

e-Business Infrastructure HKGCC is an important collaborator in the "Phoenix" project, which aims to establish an electronic business infrastructure in Hong Kong using the international ebXML (electronic business extensible markup language) standard. It will help Hong Kong take a leading position in Asia in the adoption of ebXML technology and help local SMEs participate in the global e-commerce arena.



The Faculty of Medicine is working on a cost-effective way to formulate vaccines for infectious animal diseases.

醫學院正著手以具成本效益的方法，研製對抗禽畜傳染病的疫苗。

商界與港大 謀求合作

總商會最近往訪香港大學，探索尖端科研項目的商業潛力

代表團合共 43 人，由總商會副主席蔣麗莉博士率領，希望藉此探討商界和學術界在資訊科技和生物科技領域的合作機會。

香港大學向被視為創新和尖端科技的培植中心，其科研人員樂於聽取商界的意見，探討如何透過雙方合作，發掘科研計劃的商業價值。

行程中，團員參觀了工程學院、理學院及醫學院。

代表團隨後獲校方特別安排午餐會，由香港大學副校長李焯芬主持。蔣博士在會上表示：「今次實在不枉此行，我相信商界和大學在創新意念和科技發展上有很多合作空間，希望這能為工商界會員提供實用的創意來源。」

本會工業及科技委員會每年均籌辦同類考察活動，安排會員造訪本港一所大學，從而加強大學與商界的聯繫及瞭解。

創

意與科技是香港成功邁向知識型經濟的重要條件，在轉型進程中，本港大學肩負著舉足輕重的角色，能發揮推動作用。

1 月 11 日本會組團造訪香港大學，會員反應十分踴躍，相信也是這個因素使然。

HKU-Pasteur Research Center The center's three main projects are Bioinformatics Sustainable Programme and Portability; Anthrax and its model *Bacillus subtilis* towards drugs for the future; and Plague, cholera and their model, *Photobacterium luminescens*.

Non-Hormonal Male Contraceptives The use of a 22-amino acid synthetic peptide can perturb the assembly of inter-Sertoli TJs.

New Wave Green Revolution A novel technology to improve the growth characteristics of plants. A microbial biochemical pathway has been introduced into plants by transgenic technology which allow the plants to redistribute its resources for growth.

香港大學目前進行的創新科技研究計劃包括：

電子商務強碼基建及 iDetect 「強碼一號」是為數碼簽署和資料加密而設的軟件系統。iDetect 計劃著重研發偵測技術，預防電腦系統受襲。該計劃把多種計算技術應用到以 Linux 為基礎的路由器，以偵察任何懷疑經路由器傳送至工作站的散播式服務拒絕(DDoS)攻擊。

第三代寬頻通訊多媒體個人通訊器 計劃目標是藉核心科技和技術的轉移，為本地業界建設第三代通訊器。此舉能消除製造商的技術障礙，協助他們將經營模式由原設備生產轉為原設計生產。

電子商貿基建 香港總商會是「鳳凰」計劃的主要協辦機構之一。計劃旨在借助國際通用的電子商業可延伸標示語言(ebXML)標準，架設香港的電子商貿基建，使香港在這項技術的應用上躍居亞洲領導地位，並協助本地中小企涉足環球電子商貿業務。

nology which allow the plants to redistribute its resources for growth.

DNA Vaccine Technology for Veterinary Infectious Diseases An innovative and cost-effective way for formulating DNA vaccines for infectious animal diseases.

Virtual School of Biodiversity Produces and delivers to students quality-assured educational materials through a new model of "virtual education," providing opportunities for inter-institutional collaboration.

香港大學－巴斯德研究中心 中心的三大科研計劃為生物訊息的可持續和可攜性研究、炭疽菌及其 *Bacillus subtilis* 模式對醫藥發展的影響，以及疫症、霍亂與 *Photobacterium luminescens* 疾病。

非激素男性避孕藥 採用 22-胺基酸合成肽擾亂生殖細胞的發育，達致避孕效果。

綠色革命新浪潮 以嶄新科技改善植物生長特性，包括採用基因轉移科技，讓植物透過微生物生化途徑重新分配生長資源。

為禽畜傳染病開發基因疫苗科技 以創新和具成本效益的方法，為禽畜傳染病研製基因疫苗。

生物多種化虛擬學校 使用嶄新的虛擬教學模式為學生製作及提供優質教材，締造跨院校合作機會。



Winners of the 2001 Eco-Business Awards pose with the event organizers (front row) for a group photo at an awards presentation ceremony held at the Hong Kong Convention and Exhibition Centre on January 21.

「2001年環保企業獎」頒獎典禮於1月21日假香港會議展覽中心舉行，得獎者與主辦機構代表(前排)於典禮上合照。

Hong Kong Eco-Business Awards

Smart businesses illustrate that sound environmental practices deliver substantial gains

Some of Hong Kong's brightest green companies were honoured for their contribution to protecting the environment at the 2001 Hong Kong Eco-Business Awards, held on January 21, at the Hong Kong Convention and Exhibition Centre.

This year's awards was organised by the Environmental Campaign Committee, in collaboration with the Chinese General Chamber of Commerce, the Hong Kong General Chamber of Commerce, and the Hong Kong Productivity Council.

Speaking at the presentation ceremony, HKSAR Financial Secretary Antony Leung said that he is delighted to see that more organisations in Hong Kong joining the awards.

Companies that have implemented environmental management measures are experiencing real economic benefits. Staff are more energetic, creative, efficient and productive working in a good environment, he said. Organisations also enhance their customer satisfaction and gain community acceptance.

"Green management practices can accompany other operational change initiatives with a view to achieving realisable savings in production and overhead costs. All these are real economic benefits that will help strengthen the overall competitiveness of businesses," Mr Leung said.

Starting this year, a new category of awards – the Green Construction Contractor Award – has been introduced to commend construction contractors which have demonstrated creativity and excellence in environmental protection and incorpo-

香港環保企業獎 結果公佈

實行良好環保措施，英明機構收獲豐碩

「2001年香港環保企業獎」頒獎典禮於1月21日假座香港會議展覽中心舉行，藉以嘉許本港多間傑出環保企業對環保工作的貢獻。

今年，是項比賽由環境保護運動委員會聯同香港中華總商會、香港總商會和香港生產力促進局合辦。

財政司司長梁錦松為頒獎典禮致辭時表示，看到參選的香港機構有所增加，感到欣慰。

他表示，這些企業正受惠於環保管理措施帶來的實質經濟效益，員工在良好的工作環境中更顯活力和創見，工作效率和生產力均有提升。而且，企業表現令客戶更感滿意，故能獲得市民大眾的認同。

「環保管理措施可配合各項營運革新，達致節省生產及經營成本的效果。這些措施促成的經濟效益必能增強企業的競爭力。」

今年起新增「環保建築承建商獎」，藉

以表揚建築商的環保創意和卓見，在建築過程中加入環保元素。

梁錦松說：「這有助增強業界的環保意識及專門經驗，面對香港未來基建項目眾多的趨勢，作用至關重大。」

今年四個供企業競逐的獎項組別為「環保辦公室獎」、「環保建築承建商獎」、「環保物業管理獎(私營房屋)」和「環保物業管理獎(公營房屋)」。各個組別均設有榮譽金獎、二或三個金獎和多個優異獎。

至於評審標準，各個獎項主要按照「環保企業模式」進行評選，包含環保領導、夥伴協力合作及環保計劃與表現等關鍵因素。這些因素涵括機構高層管理人員對環保工作的努力程度、環保措施的效益、機構如何推動供應商和承包商認識環保的重要性等。

此外，26間機構獲准在產品上採用「明智減廢」標誌，表揚它們已實行措施，減少公司內及由其服務和產品所產生的廢物。

rated green elements in the construction processes.

“This will help enhance the environmental awareness and expertise of our construction industry, which is particularly important in the light of the substantial amount of infrastructure construction projects in the coming years,” he said.

The four award categories up for grabs this year were: the Green Office Award, Green Construction Contractor Award, Green Property Management Award (Private Housing) and Green Property Management Award (Public Housing), with each category having a Grand Award and two or three Gold Award winners, and several Certificate of Merit winners.

The assessment criteria for the awards

were based on a “Eco-Business Model” – green leadership, partner synergy and programme & performance. This encompassed measures undertaken by organisations’ upper management towards the pursuit of environmental objectives, measurement of the effectiveness of its environmental measures, and efforts to inform suppliers and contractors about the importance of environmental management, among others.

Twenty-six companies were also awarded the rights to use the “Wastewi\$e” logo on their products to show they have adopted measures to reduce the amount of waste generated within their businesses or generated through the services and products they provide.



Financial Secretary Antony Leung (left) presents MTR Corporation Operations Director Phil Gaffney with the Green Office Grand Award. 財政司司長梁錦松(左)向地鐵公司車務總監祁輝頒發「環保辦公室榮譽金獎」。



Gammon Building Construction Limited Executive Director Thomas Ho (right) and Gammon Construction Limited Group Managing Director Martin Hadaway (centre) receive the Green Construction Contractor Grand Awards. Gammon Building Construction Ltd執行董事何安誠(右)和金門集團常務董事夏德威(中)獲頒「環保建築承建商榮譽金獎」。



Henderson Land Group Executive Director Martin Lee (right) receives the Green Property Management Award (Private Housing) on behalf of Metro City Management Limited (Metro City Phase II). 恒基兆業地產集團執行董事李家誠(右)代表新都城管理有限公司(新都城二期)接受「環保物業管理榮譽金獎(私營房屋)」。



J A Miller, JP, Director of Housing (right) receives the Green Property Management Grand Award (Public Housing) on behalf of Hong Kong Housing Authority (Wo Che Estate). 房屋署署長苗學禮太平紳士(右)代表香港房屋委員會(禾輦邨)接受「環保物業管理榮譽金獎(公營房屋)」。

Green Office Award Winners 環保辦公室獎得獎機構

Grand Award 榮譽金獎
MTR Corporation 地鐵公司

Gold Award 金獎
Hang Yick Properties Management Limited
(Head Office)
恒益物業管理有限公司 (總所)

Hong Kong Police Force
(Wong Tai Sin Police District)
香港警務處 (黃大仙警區)

Well Born Real Estate
Management Ltd. (Head Office)
偉邦物業管理有限公司 (總所)

Certificate of Merit 優異獎
Guardian Group (Head Office)
佳定集團 (總寫字樓)

The Hong Kong Jockey Club
(Cash Betting Department)
香港賽馬會 (現金投注部)

Housing Department (Headquarters)
房屋署 (總辦事處)

Jones Lang LaSalle Limited
(Property Management Division)
仲量聯行有限公司 (物業管理部)

Shui On Properties Management Limited
(Head Office)
瑞安物業管理有限公司 (總辦事處)

Sino Estates Management Limited
信和物業管理有限公司

Green Construction Contractor Award Winners 環保建築承建商獎得獎機構

Grand Award 榮譽金獎
Gammon Building Construction Limited
(11 Chater Road, Central 中環遮打道 11 號)

Gammon Construction Limited
(Improvements to Island Eastern Corridor Section
Between North Point Interchange and Sai Wan Ho)
金門建築有限公司
(東區走廊改善工程 - 北角交匯處至西灣河段)

Gold Award 金獎

China State Construction Engineering
(Hong Kong) Limited
(Redevelopment of Tsing Yi Area 10, Phase 2)
中國建築工程(香港)有限公司
(青衣 10 區二期上蓋地盤)

Hip Hing Construction Company Limited
(P.S.P.S. Project at Kwai Chung Town Lot No. 484)
協興建築有限公司 (葵盛圍私人參建居屋計劃)

Certificate of Merit 優異獎

Gammon Construction Limited
(Housing Development at Tsing Luk Street)
金門建築有限公司 (青綠街房屋發展)

Hip Hing Construction Company Limited
(Cheung Sha Wan West Phase 3)
協興建築有限公司 (長沙灣西第三期公屋)

Leighton-Rail Services Australia Joint Venture
(West Rail Permanent Way - Southern Area (KCRC-
CC1810))
禮頓 - 澳洲鐵路聯營
(九廣鐵路西鐵路軌鋪設工程 - 南段)

Shui On Construction Company Limited
(Design and Construction of Departmental Quarters at
Hong Ning Road)
瑞安建築有限公司 (觀塘康寧道政府宿舍)

Yau Lee Construction Company Limited
(Tseung Kwan O Area 73A, Phase 2 (121/1999))
有利建築 (將軍澳 73A 區二期(合約: 121/1999))

Green Property Management Award Winners (Private Housing) 環保物業管理獎(私營房屋)得獎機構

Grand Award 榮譽金獎
Metro City Management Limited
(Metro City Phase II)
新都城管理有限公司 (新都城二期)

Gold Award 金獎
Hang Yick Properties Management Limited
(The Grand Panorama)
恒益物業管理有限公司 (嘉兆臺)

Kai Shing Management Services Limited
(Siu Lun Court)
啟勝管理服務有限公司 (兆麟苑)

Sino Estate Management Limited
(Hong Kong Gold Coast)
信和物業管理有限公司 (香港黃金海岸)

Certificate of Merit 優異獎

Hang Yick Properties Management Limited
(Sunshine City)
恒益物業管理有限公司 (新港城)

Metro City Management Limited (Metro City Phase I)
新都城管理有限公司 (新都城一期)

Metro City Management Limited (The Metropolis)
新都城管理有限公司 (都會豪庭)

Residential Management Services Limited
(Noble Place)
惠信物業管理有限公司 (景峰豪庭)

Sheung Shui Centre Management Limited
(Sheung Shui Centre)
上水中心管理有限公司 (上水中心)

Wells Estate Services Limited (Discovery Park)
興怡物業服務有限公司 (愉景新城)

Green Property Management Award Winners (Public Housing) 環保物業管理獎(公營房屋)得獎機構

Grand Award 榮譽金獎
Hong Kong Housing Authority (Wo Che Estate)
香港房屋委員會 (禾輦邨)

Gold Award 金獎
Guardian Property Management Limited
(Sheung Tak Estate of Hong Kong Housing Authority)
佳定物業管理有限公司 (香港房屋委員會尚德邨)

Hong Kong Housing Authority (Lung Hang Estate)
香港房屋委員會 (隆亨邨)

Kai Shing Management Services Limited
(Tin Wah Estate of Hong Kong Housing Authority)
啟勝管理服務有限公司 (香港房屋委員會天華邨)

Certificate of Merit 優異獎
Guardian Property Management Limited
(Hing Wah (I) Estate of Hong Kong Housing Authority)
佳定物業管理有限公司 (香港房屋委員會興華(一)邨)

Hong Kong Housing Authority (Kai Yip Estate)
香港房屋委員會 (啟業邨)

Hong Kong Housing Authority
(Nam Cheong Estate)
香港房屋委員會 (南昌邨)

Hsin Chong Real Estate Management Limited
(Tin Wan Estate of Hong Kong Housing Authority)
新昌地產管理有限公司 (香港房屋委員會田灣邨)

Note: The winners are shown in alphabetical order.
註: 得獎名單按英文字母順序排列。

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VeriSign's expanding empire

Having a domain name is going to be as essential as having a phone number, says domain name registry

There is little dispute that the dot-com gold rush is now well and truly over. The industry is undergoing a healthy consolidation and the young dot-com entrepreneurs are focusing on B2B – which is now a pun for “back to business-school.”

Behind this apparent slowdown, the registry for all .com, .net and .org domain names, and the world's largest domain name registrar, VeriSign, is still seeing good demand from the traditional economy.

“Today, more companies recognise the value of the Internet,” Managing Director for VeriSign Asia Pacific Arthur Chang said. “These traditional companies are still registering domain names. They are still doing development of the Web sites, and their IT managers are spending more on Web development than in previous years.”

VeriSign, the company that directs you to every Web address you type in your browser and secures nearly every item you buy online, today registers a domain name every two to three seconds. A far cry from the 30 Web addresses it registered a day in 1993.

The traditional .com is still the most popular choice when it comes to registering a domain name, but a lot of end users are using the new domain .name for their Web site, he said. Seven new top-level domain names – .biz, .info, .name, .pro, .aero, .coop, and .museum – are expected to help domain name registration growth continue as businesses and individuals scramble to register their names before someone else does.

Even in Hong Kong, which compared to the whole region is a relatively small market, the company is poised to make a killing if every company in the territory – not to mention end users – were to register a domain name.

Mr Chang said he believes that will most likely happen within the next one to two years.

“The domain name will become like a telephone number. If you start up a company you will get a business license. You will get a telephone number. You may not get an office because you can communicate from home. And you will get an email address,” he said.

Communicating under a company email, rather than a Hotmail or Yahoo email address, obviously instils greater confidence among potential clients.

However logical establishing one's own business email address may seem to be, companies in Hong Kong have been resisting the idea.

Hong Kong Domain Name Registration Company Limited (HKDNR) figures show that just 56,948 domain names as of January 17, 2002, are registered as .hk.

Mr Chang estimates that total domain names registered by companies and individuals in Hong Kong is between 135,000 and 140,000. But this figure does not mean 140,000 companies have a domain name. Companies and individuals tend to register more than one domain name, so if each company has about three domain names, this means that the total domain name registration rate in Hong Kong is still very low.

He reckons the slow uptake is partly due to the belief that if you register a domain name, you must build a Web site. The cost and expertise needed to do this puts many businesses off the idea, but this has always been a misconception, he said.

“A starting point should be with your own email address. You may not get a Web site, but you get your email. This is a brand building and marketing exercise for the company,” he said.



The cost of registering a domain name runs at about HK\$273 per year, regardless whether it is .com, .org, .biz, .name, or whatever. A .com.hk name costs HK\$200 per year.

Mr Chang said the jury is still out on whether the new name registration will appeal to people. Interest so far has been from large companies that need to protect their brand online.

Small businesses may have a handful of domain names, but a multinational company may have a few hundred registered Web addresses to protect its name and brand by registering in various domain forms, not to mention the existing 243 country-specific domains. Failure to renew their names on time could mean the company loses that address to someone else.

VeriSign, which in addition to offering e-commerce security, payment and soon telephony services, recently expanded its domain name services to help corporations keep track of all their Web addresses online and search for misuse of trademarks, logos and other intellectual property on the Internet.

Prices for the new services will depend on the size of the company and the number of domain sites that it owns.

Mr Chang said he feels that even though the dot-com industry is undergoing a consolidation, companies increasing their spending online will therefore need to ensure the protection of their branding and investment through such services. **B**



VeriSign 業務日益擴展

域名註冊商預言，擁有域名將如同擁有電話號碼般重要

Despite the slow economy, companies are spending more on Web development than in previous years, says Mr Chang. 張子恒說，現時經濟雖然放緩，企業在網站開發的投資卻較以往為多。

科 網尋金熱全然冷卻下來，相信已是不爭的事實。整個行業正在固本培元，而業內年輕商家也紛紛埋首學習。「重返商校校園」(back to business-school) 成為 B2B 語帶雙關的新演繹。

縱然互聯網熱明顯降溫，全球最具規模的域名註冊商 VeriSign 卻仍看好傳統經濟對 .com、.net、.org 等域名登記的需求。

VeriSign 亞太區董事總經理張子恒表示：「今天，愈來愈多公司認識到互聯網的價值。傳統企業仍在辦理域名登記、開發公司網站，它們的資訊科技經理也較以往更專注於網站的開發。」

VeriSign 提供的服務包括帶引互聯網瀏覽者進入擬登入的網站，及提供網上購物保證。公司目前註冊域名的速度是每兩至三秒一個，遠超過 1993 年一天登記 30 個網址。

張子恒稱，傳統的 .com 域名依然是最搶手的選擇，但亦有很多最終用戶選用新出的 .name 作為網址。他預期，七個新添

頂級域名 - .biz、.info、.name、.pro、.aero、.coop、.museum 將受企業和個別人士爭相搶註，有助帶動域名登記的持續發展。

相對亞太區，香港市場的規模顯然較小，但若本地每間公司（不包括最終用戶）都登記一個域名，VeriSign 定當獲享厚利。

張氏相信，這情況很大機會在未來一至兩年內實現。

他說：「域名將如同電話號碼般重要，當你開設一間公司，你要申領商業牌照和電話號碼，但你或許不設辦公室，而在家裏做聯絡工作，電郵地址便是必需品。」

使用包含公司名稱的網址進行商務聯繫，明顯較 Hotmail 或雅虎提供的郵址更能增添客戶對公司的信心。

不過，仍有本地企業抗拒自設網址。

香港域名註冊有限公司發佈的統計數據顯示，截至 2002 年 1 月 17 日，以 .hk 方式登記的域名只有 56,948 個。

張氏估計，全港以公司或個人名義登記的域名總數約為 135,000 至 140,000 個。然而，這個數字並不代表 140,000 間公司均自設域名，因為這些公司或個別人士會登記多於一個域名，一家公司或許擁有三個域名，由此可見，香港的整體域名註冊率依然偏低。

張氏稱，企業以為註冊域名便須設置網站，所以往往會礙於成本和技術不足而打

消域名註冊的念頭。他認為這一誤解是導致域名註冊發展緩慢的原因。

他說：「電郵地址可說是業務的起步點，你無須設置網站，但卻需要電郵，這是公司在品牌建立和市場推廣上所需的措施。」

不論是以 .com、.org、.biz 還是 .name 形式註冊域名，所需成本一律約每年 273 港元。一個 .com.hk 域名所需費用為每年 200 港元。

張氏說，新域名註冊措施的受歡迎程度還有待觀察，但至目前為止，對此表示興趣的均為大企業，因它們須保護網上的品牌和商號。

小規模企業可擁有數個域名，跨國機構更為了保護公司名稱和品牌以不同域名模式註冊，故可同時擁有數百個網址。此外，還有現行 243 個按國家地域編配的域名。所以，趕不及為域名重新登記的公司，將面臨喪失域名之虞。

VeriSign 除提供電子商賈保安、付款及即將推出的網絡通訊服務外，最近已擴充轄下的域名註冊服務，協助企業掌握網址的運作情況，以及監察商標、徽號及其他知識產權有否在網上遭到濫用。

新服務的收費將按公司的營運規模和所持域名數目而定。

張氏認為，互聯網業務雖正處於整固期，但企業加強對互聯網的投資，意味它們需要透過以上服務，使品牌和投資得到保障。

B



Company: VeriSign, Inc
Business: Digital trust services, domain name services
IPO: January 1998
Number of employees: 2,400 employees worldwide

公司: VeriSign
業務: 安全電子認證服務、域名註冊服務
上市年期: 1998 年 1 月
僱員人數: 全球 2,400

The Hong Kong General Chamber of Commerce

Chamber Committees

Chairmen

General Committee

Chamber Council

Mr Christopher CHENG

Americas

Mr H Y HUNG

Asia/Africa

Ms Deborah ANNELLS

China

Mr Stanley HUI

Chamber Overseas Speakers Group

Mr Brian STEVENSON

e-Committee

Ms Cindy CHENG

Economic Policy

Mr George LEUNG

Environment

Mr James PEARSON

Europe

Mr David RIMMER

Hong Kong Franchise Association

Mr Eric CHIN

Hong Kong-Taipei Business Cooperation

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Mr David ELDON

Real Estate/Infrastructure

Mr Victor LI

Mr Peter CHURCHOUSE

Retail and Distribution

Mr Anthony NIGHTINGALE

Shipping/Transport

Mr Neil RUSSELL

Small & Medium Enterprises

Mr K K YEUNG

Taxation

Mr Kaushal TIKKU

HK Coalition of Service Industries

Executive Committee

Mr Stanley KO

Financial Services

Mr David RUAN

Information Services

Mr Tony AU

Professional Services

Mr Ian ROBINSON

Real Estate Services

Mr Nicholas BROOKE

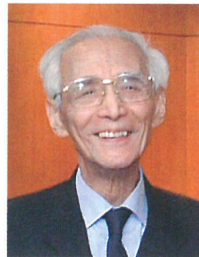
Travel/Tourism

Mr James LU

CHINA

Hebei Province Deputy Secretary-General Zhang Qinghua visited the Chamber on December 20 to promote the "2002 Hebei (Hong Kong) Investment and Trade Fair," which will be held on March 19-24. The Chamber is a co-organiser of the fair.

Chairman of the All-China Federation of Industry and Commerce Jing Shuping led a six-member delegation to visit the Chamber on January 10. Chamber Chairman Christopher Cheng, Vice Chairman Dr Lily Chiang and Director Dr Eden Woon received the delegation. Issues on further cooperation opportunities between the Federation and the Chamber, Mainland and Hong Kong economic cooperation, the proposed regional trade agreement between the Mainland and Hong Kong and private enterprises development in the Mainland were discussed.



Anhui Province Deputy secretary-general Zhang Qiubao led a six-member delegation to visit the Chamber on January 10, to promote the "2002 Anhui (HK) Trade and Investment Fair." Mr Zhang invited the Chamber to be one of the co-organisers of the fair, which will be held in May. Chamber Director Eden Woon also discussed with the delegation the possibility of the Chamber organising a mission to Anhui in April.

AMERICAS

The Chamber hosted a breakfast meeting with a 16-member high-level U.S. Congressional Staffers delegation on January 9 and were received by Chamber Director Dr Eden Woon. The staffers raised questions on a number of issues, including the effects of China's WTO accession on Hong Kong companies and the regional trade agreement that its being proposed by the Chamber.

Dr David Lampton, director, China Studies, the Paul H Nitze School of Advanced International Studies of the Johns Hopkins University, spoke on "Changing Sino-U.S. Relations and Its Implications" at the Chamber's January 15 roundtable luncheon. Dr Lampton outlined his views

**FOCUS GROUPS
DRAFT RTA
WISH LIST**

The Chamber conducted several focus group meetings with members from telecom, financial services, tourism, manufacturing and professional services sectors in January to gather their views on the Mainland-Hong Kong regional trade agreement. The results of the meetings will be used to compile a Hong Kong business community's wish list for the SAR Government and to suggest a definition of a Hong Kong company.



**Chamber
總商會**

on Sino-U.S. relations in the wake of recent events, from the spy plane incident in April to the September 11 terrorist attacks.

EUROPE

An 11-member business delegation from Hungary visited the Chamber on January 9 to meet Chamber members for a business matching meeting. Angela Yeung, chief, Business Development, briefed the delegates on the Chamber. About 20 members discussed business opportunities with their Hungarian counterparts face to face.

A 10-member Spanish business delegation visited the Chamber on January 11 for a business-matching meeting. The delegation was received by Eva Chow, chief, International Business, who briefed delegates on the role of the Chamber. The delegation was visiting Hong Kong for the Hong Kong Toys and Games Fair.

WTO AFFAIRS

A free media workshop on the WTO and RTA was organised on January 11. Chamber Director Dr Eden Woon, Assistant Director



專責小組草擬區域貿易協議的期望清單

本會於一月先後與電訊、金融服務、旅遊、製造及專業服務等界別的會員，召開專責小組會議，以綜合各界對中港區域貿易協議的意見。會議

結果將編製成香港商界的期望清單，提交香港政府，當中包括商界就香港公司定義提出的建議。

in Action 動態

Dr W K Chan and WTO Project Assistant Manager Agnes Lau briefed the 80-plus reporters and editors from various print and broadcast media on the details of the WTO structure and rules, the concept of a RTA and China's WTO commitments.



SMALL AND MEDIUM ENTERPRISE

The Chamber's SME unit met with the Hong Kong Productivity Council on January 10 to discuss possible cooperation for the SME Award. Both sides agreed that the award should continue to be held, but strong support from the government would be essential to ensure its success. **B**

中國

湖北省政府副書長張清華於12月20日到訪本會，推廣「2002年河北省(香港)投資貿易洽談會」，洽談會舉行日期為3月19至24日，總商會為合辦機構之一。

中華全國工商業聯合會主席經叔平於1月10日率領六人代表團到訪本會，由本會主席鄭維志、副主席蔣麗莉博士及總裁翁以登博士接待。會上商討的議題包括聯合會與總商會的進一步合作、中港經濟整合、建議中的中港區域貿易協議，以及內地民營企業的發展等。

安徽省政府副秘書長張秋保於1月10日率領六人代表團到訪本會，推廣於五月舉行的「2002年安徽省(香港)投資貿易洽談會」，並邀請本會擔任洽談會合辦機構之一。本會總裁翁以登博士亦與代表團商討於四月組團往訪安徽省的可行性。

美洲

本會於1月9日舉行早餐會，由本會總裁翁以登博士接待16位美國國會高層人員代表。代表團問及中國入世對香港公司的影響，和總商會建議訂立區域貿易協議等多個課題。

約翰霍普金斯大學Paul H Nitze高級國際研究院中國研究系主任藍普頓教授於1月15日小型午餐會上發表演說，題為「轉變中的中美關係及其影響」。藍教授從最近發生的多宗事故，包括去年四月美國偵察機闖入中國領空及美國911恐怖襲擊，申述他對中美關係的見解。

歐洲

匈牙利11名商界代表於1月9日到訪本會，與本會會員洽商合作。會上，商務推廣部主管楊秋怡向代表團簡介本會，約20位會員透過這次會晤，與匈牙利商界代表共覓商務合作機會。

西班牙商務代表團一行10人於1月11日到訪本會，並出席商務選配會議。負責接待的國際商務部主管周紫樺向代表團簡介總商會的功能。代表團來港目的是參與香港玩具展。

世貿事務

本會於1月11日為傳媒機構舉辦了一次以世貿和區域貿易協議為題的免費工作坊。本會總裁翁以登博士、助理總裁陳偉群博士及世貿項目副經理劉旻，向80多名印刷和廣播媒介的從業員深入講述世貿架構及規章、區域貿易協議的概念與中國入世承諾。

中小型企業

總商會中小型企業委員會於1月10日與香港生產力促進局舉行會議，商討是否再度合辦香港中小企業獎。會上雙方同意繼續舉辦這項活動，並認為政府的大力支持是活動成功的關鍵。 **B**

香港總商會

委員會

主席

理事會

諮議會

鄭維志

美洲委員會

洪克有

亞洲及非洲委員會

戴諾詩

中國委員會

許漢忠

總商會海外講者團

施文信

e-委員會

鄭韓菊芳

經濟政策委員會

梁兆基

環境委員會

彭占士

歐洲委員會

萬大衛

香港特許經營權協會

錢樹楷

香港—台北經貿合作委員會

蔣麗莉博士

人力資源委員會

龍家麟

工業及科技委員會

蔣麗莉博士

法律委員會

顧歷謙

會員關係委員會

艾爾敦

太平洋地區經濟理事會

中國香港委員會

艾爾敦

地產/基建委員會

李澤鈺

卓百德

零售及分發委員會

黎定基

船務/運輸委員會

羅理興

中小型企業委員會

楊國琦

稅務委員會

丁嘉善

香港服務業聯盟

執行委員會

高鑑泉

金融服務委員會

阮清旗

資訊服務委員會

區煒洪

專業服務委員會

羅實信

地產服務委員會

蒲祿祺

旅遊委員會

呂尚懷

Welcome new members

加入商會 盡享權益

AT&T Asia/Pacific Group Ltd

Mr C A Barton
President - A/P
Services

Cear's International Co Ltd

Mr Naresh T Narwani
Director
Trading

DoveBid-Hong Kong Ltd

道富評估/拍賣有限公司
Mr Francis Suen-di Yau
邱宣迪先生
Director of Auction & Valuation Services
Services

Giant International Group (HK) Co Ltd

巨安國際集團(香港)有限公司
Ms Fatumal Chon Nian
Manager
Investment Company, Manufacturing

Greatworth Industrial Ltd

大才實業有限公司
Mr Yiu-chin Yau
游耀展先生
General Manager
Manufacturing, Services

Hong Kong Achievers Toastmasters Club

Ms Esther Suit-fei Chan
陳雪菲小姐
President
Services

Hong Kong-Beijing Management Promotion Centre Ltd

港京管理人才交流中心有限公司
Mr Wai-sing Chiu
趙衛星先生
執行董事, 總經理
Services

Hop Lun (Hong Kong) Ltd

合隆(香港)有限公司
Mr Nelson Chan
陳家和先生
External Affairs Manager
外務經理
Manufacturing, Trading

JAS Forwarding (HK) Ltd

捷士國際聯運(香港)有限公司
Mr Gabriele Benedetti
彭禮迪先生
Managing Director
Services

Leighton Apparel Ltd

利登製衣有限公司
Mr Jay H Leung
梁軒銘先生
Managing Director
董事總經理
Manufacturing

Messe Frankfurt (HK) Ltd

法蘭克福展覽(香港)有限公司
Mr Wolfram Diener
狄沃夫先生
Managing Director
Services

NFO Hong Kong Ltd

Ms Jenny So
Managing Director
Services

Prosperity Jewellery Co

發利珠寶公司
Mr Vincent Ping-fat Lee
李炳發先生
Director
Trading

Sing Development Ltd

新發展有限公司
Ms Sylvia Sau-siu Kwok
郭秀韶小姐
General Manager
Trading

Sovereign Trust (Hong Kong) Ltd

Mr Michael Foggo
米高霍高先生
Director
Services

Sungate Marble Ltd

新基雲石有限公司
Mr Chung-kin Tam
譚宗堅先生
Managing Director
Trading

Tesco Stores Hong Kong Ltd

Mr Alan David Wragg
Managing Director
Trading

Thomas Group Hong Kong Ltd

Mr Jim Atkins
Executive Vice President
Services

Tower Group Asia (HK) Ltd

華聯通運(香港)有限公司
Mr Donald C L Woo
吳仲連先生
President & CEO
Services

Tsang Chan & Woo Solicitors & Notaries

曾陳胡律師行
Mr Man-hing Tsang
曾文興先生
Partner
Services

Wang Tak Group Holdings Ltd

宏德集團有限公司
Mr Wang Szeto
司徒宏先生
Director
Investment Company, Manufacturing, Trading,
Services

Wing Ching Industrial (China-HK) Ltd

永正實業(中國-香港)有限公司
Mr Yuen-po Yan
忻元甫先生
Managing Director
Manufacturing

Worldwide Flight Services Inc

環美航務
Mr Terence Boo
鮑德運先生
General Manager
Services

CONTACT US

For information on membership, call Sharon Chung on 2823 1203, or email membership@chamber.org.hk
如有垂詢, 請聯絡會員部鍾小姐 (電話: 2823 1203; 電郵: membership@chamber.org.hk)



Chairman of the All-China Federation of Industry and Commerce Jing Shuping (centre) visited the Chamber on January 10. He is seen here posing for a group photo with (R-L) Chamber Director Dr Eden Woon, Chairman Christopher Cheng, Vice Chairman Dr Lily Chiang and Vice Chairman of the All-China Federation of Industry and Commerce Bao Yujun.
中華全國工商業聯合會主席經叔平(中)於1月10日到訪本會，與(右起)本會總裁翁以登博士、主席鄭維志、副主席蔣麗莉博士及聯合會副主席保育鈞合照。

MEMBERS COCKTAIL 會員聯誼酒會



Chamber Chairman (left) Christopher Cheng welcomes members to HKGCC's quarterly cocktail on January 17, 2002, at the Chamber Theatre. Members networked and mingled with General Committee Members as well as other guests for a very enjoyable evening.
本會主席鄭維志(左)歡迎會員參與2002年1月17日在本會演講廳舉行的春季聯誼酒會，會員與理事會成員和其他賓客輕談淺酌，增進情誼。

Eye Spy 活動花絮



Chamber Director Dr Eden Woon (right) exchanges business cards with members of the press at the Chamber's free media workshop on the WTO and FTA on January 11.
本會於1月11日免費招待傳媒機構代表參加工作坊，討論世貿和自由貿易協議事宜，本會總裁翁以登博士(右)與參加者交換名片。



Mr Cheng and Dr Eden Woon have a lively discussion with Tatsuo Tanaka (left) of the Bank of Tokyo-Mitsubishi.
鄭主席、總裁翁以登博士跟東京三菱銀行的田中達郎(左)侃侃而談。



GC member Stanley Hui (centre) of Dragon Air exchanges name cards with Cecilia Wu of China Daily (right).
理事會成員、港龍航空許漢忠(中)與中國日報胡宇冰(右)互換名片。



Winners of the 2nd International Business Golf Tournament, which was held on January 14, at Hong Kong Golf Club, pose with their trophies. Pictured (L-R) are: Lawrence Ma, William Tsang, Jeffrey Lam, Philip Y. Wong, Vincent Fan, and Raymond Leung.
第二屆國際商貿高爾夫球賽於1月14日假香港高爾夫球會舉行，得獎者手捧獎盃喜氣洋溢，他們是(左起)馬忠禮、曾智雄、林健鋒、黃宜弘、范佐華及梁海明。



(L-R) Alan Taylor of AT Associates, Prakash M Kirpalani of M Kirpalani, and Paul Clerc-Renaud of Fargo Group.
(左起)AT Associates Alan Taylor、祈巴蘭利卜卡許及法國採購集團 Paul Clerc-Renaud。

CHAMBER

FOR THE EAST

UPCOMING EVENTS

- 22 February**
Training: How to Secure Your e-Transactions on the Information Super Highway (*Cantonese*)
- 22 February**
Training: Online Microsoft Software Training Series – Chinese Microsoft FrontPage 2000 (*Cantonese*)
- 25 February**
Training: Setting up a business in the PRC (*Cantonese*)
如何在內地成立公司 (*廣東話*)
- 25 February ~ 17 June**
Training: Practical Mandarin for “Expatriates” [Beginners] (*Mandarin and English*)
- 26 February**
WEC Luncheon: Light at the End of the Tunnel
- 26 February**
Training: Requirements on Representative Offices in China (*Cantonese*)
常駐大陸代表處應注意的操作規範 (*廣東話*)
- 27 February**
Training: Professional Telephone Skills for Receptionists, Junior Secretaries & Frontline Staff (*Cantonese*)
專業電話應對技巧課程 (*廣東話*)
- 27 February**
Training: Managing Employees’ Emotions During Layoff & Disciplinary Action (*Cantonese*)
- 27 February**
Training: Amendments to the PRC Accounting System (*Cantonese*)
- 中國加入世貿(WTO)後，會計制度的改變及優惠 (*廣東話*)
- 28 February**
Training: A Practical Approach to Conducting Inward Processing Manufacturing in the PRC (*Cantonese*)
來料加工廠商操作實務 (*廣東話*)
- 28 February ~ 2 May**
Training: Practical Mandarin for Beginners (II) (*Putonghua*)
實用普通話會話課程 (II)
- 1 March**
Training: Effective Communication & Presentation Skills (*English*)
- 1 & 14 March**
Training: 5S Leadership Training Programme (*Cantonese*)
- 2 March**
HKGCC Spring Dinner 2002
- 5 March ~ May 28**
Training: Business Dialogues in Mandarin
- 6 March**
Training: Getting Best Results from Your Working Team (*Cantonese*)
- 6 March**
Women Executives Club Cocktail Reception – “International Women’s Day”
- 14 March**
Post-Budget Luncheon with the Hon Antony Leung, Financial Secretary for the HKSAR
- 16 March**
Heart Health at Work – Health Check and Educational Talk

COMMITTEE MEETINGS

- 11 March**
General Committee Meeting
Regular committee meetings open to respective committee members only, unless otherwise specified

OUTBOUND MISSIONS

- April**
Mission to Henan and Anhui
河南、安徽省考察團

MARK YOUR DIARY

- 18 February**
DISTINGUISHED SPEAKERS SERIES
Dinner with Dai Xianglong Governor, The People’s Bank of China
- 2 March**
HKGCC Spring Dinner 2002
- 14 March**
Post-Budget Luncheon with the Hon Antony Leung, Financial Secretary of the HKSAR
- 30 April**
Annual General Meeting
- 5 June**
Americas Business Conference

商務名片匣

名片儲藏和傳送器，銀色拋光，
不易磨損，可載名片 20 張。
30 港元



Business Card Holder

Name card holder and dispenser
Scratch-resistant, silver metallic finish
Holds up to 20 name cards
HK\$30

Mouse Pad with built-in Calculator

Silver with a grey mouse pad
Solar powered calculator
HK\$30



滑鼠墊連計算機
銀色太陽能計算機，
連灰色滑鼠墊。
30 港元

Premium Gifts

In celebration of the Chamber's 140th anniversary, we have produced four elegant, yet trendy premium gift items, perfect for you or your clients.

精美贈品

香港總商會為誌慶創會140週年，製作了四款既典雅亦富時代感的贈品，自用或餽贈顧客，兩者皆宜。



特大雨傘

30 吋
銀色傘頂配襯
棗紅傘底，
其中兩幅傘面
印有總商會徽號。
70 港元

Golf Umbrella

30-inch
Silver on the outside, burgundy on the inside
HKGCC logo printed on two panels
HK\$70



雨傘

25 吋
棗紅傘面內襯銀色，
沿傘邊印上總商會徽號。
50 港元

Umbrella

25-inch
Burgundy on the outside, silver on the inside
HKGCC logo printed around edges
HK\$50

YES! I would like to order:

是! 我想訂購

- Golf Umbrella 特大雨傘
 Umbrella 雨傘
 Business Card Holder 商務名片匣
 Mouse Pad + Calculator 滑鼠墊連計算機

Please indicate the quantity you require in the box(es). 請於方格內註明訂購數量。

I enclose my cheque for HK\$ _____ made payable to The Hong Kong General Chamber of Commerce.
謹附 _____ 港元支票 (抬頭請註明「香港總商會」)。

Name 姓名: _____ Membership No. 會員編號: _____

Company 公司: _____

Telephone 電話: _____ Fax 傳真: _____

All items must be picked up at the Chamber's Head Office. Please bring along this completed form and your cheque to
The Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Hong Kong. For enquiries, please call 2823 1205.
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- 利用Windows 2000伺服器架設檔案伺服器, 執行效能比Windows NT Server 4.0增加125%; Windows 2000伺服器並大幅改進了系統穩定性(最高可達99.999%)。世界知名的電子交易網站NASDAQ也是倚靠Windows 2000伺服器的高度穩定性, 以應付每日逾百萬的瀏覽人次。
- Windows 2000伺服器為一套完善的套裝軟件, 提供周全的應用程式部署環境、高度的保安能力及擴充性, 讓您輕易於互聯網環境中建立應用程式、網絡服務或虛擬私人網絡(VPN)。內置的互聯網資訊伺服器(IIS)更可助您迅速建立電子商貿網站, 以便向世界各地推廣產品及服務。
- Windows 2000伺服器的操作及介面簡單易用, 大大減低企業在培訓的開支及管理成本。無數的Microsoft合作夥伴及方案開發商更備有各種於Windows 2000上運行的商業方案, 完善配合您的業務需要。

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傳真至2806 2658, 或電郵到silvia@medge.net預留座位。

*推廣期由1月28日至3月31日。請致電2806 2208查詢詳情。

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