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抗禦非典型肺炎

港商撥雲霧
冀早見青天

COPING WITH SARS

Hong Kong firms soldier on through the SARS outbreak and look forward to a return to 'business as usual'



HK\$30



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Coping with SARS
抗禦非典型肺炎

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Institutional reforms
to drive China's
market economy
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推動中國市場經濟

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大家樂

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Letters to the Chamber 讀者來鴻

Turning crisis into opportunities

The crux of the SARS outbreak is how to turn this "crisis" into "opportunities." Several views on "economic rescue" initiatives are given below.

Bio-technological & health-care related industries

This SARS crisis makes people well aware of the importance of life and health. This creates momentum for Hong Kong to develop all kinds of industries/services relating to life and health. Government should provide support, resources and incentives for parties involved in various life & health related industries and products. Development of bio-tech industries should be fully supported. Some readily available infrastructure like the Science Park at Tolo Harbour can be considered to give higher priority to companies involving in life, health or bio-tech industries/products. This can give people over the world a firm and positive message about Hong Kong's determination to overcome SARS as well as all other diseases.

Tourism

The tourism industry has suffered a lot in this SARS crisis. Local people are unwilling to or can't travel overseas. Similarly, for-

eign tourists are unwilling to come to Hong Kong. However, as mentioned above, the SARS crisis has made people become more conscious about their health. So, Hong Kong may make use of this opportunity to develop and advocate health-related tourism. Promotion of eco-tourism – better development of our country parks for hiking – is one of the ways. Identification of suitable locations for developing resort-type hotels or spa-type hotels is another possible way.

Alfresco Dining

Because of the SARS crisis, people are not as willing as before to dine outside, particularly at indoor and congested restaurants. However, for hygienic and comfortable eating places with fresh air and/or good ventilation, I believe that there is still opportunity. This SARS crisis may provide a good opportunity for more development of alfresco-dining, particularly at good locations like rural areas, such as Sai Kung and the harbour promenade. The government should facilitate the dining trade if they wish to go for alfresco-dining.

Matthew Chan
Tenson Medicare

化危為機

處理危機的竅門是將「危難」轉化為「機會」。謹與讀者分享本人的多項「振興經濟」構思。

生物科技及醫護

非典型肺炎爆發令人更看重生命和健康，香港可趁機發展各種保健養生產品和服務。政府應提供援助、資源和鼓勵，並全力支持開發生物科技。現成的吐露港科技園等基建可優先租予從事醫護或生物科技的企業。此舉能向世界確切表明香港決心擊退疫症和所有其他疾病。

特色旅遊

旅遊業是重災行業，香港市民不願外遊，亦被拒到若干地區遊覽。海外遊客同樣不願來港。然而，正如上述，是次危機使人更著重健康，故香港可借機開發和推廣保健旅遊，例如生態旅遊，將郊野公園發展為更適合遠足，亦可物色地點興建度假酒店或醫護酒店。

戶外食肆

疫潮使港人不敢外出用膳，尤其是一些室內和擠迫的食店，但潔淨舒適、空氣流通的食肆仍有作為。港商可考慮在西貢郊野地區或維港海濱開設戶外餐館，政府應從旁襄助。

天誠醫藥護膚品
陳永昌



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A circular lens effect showing a cityscape at night, likely Hong Kong, with illuminated buildings and a bright light source in the sky.

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The Chamber's response to the SARS epidemic

I am honored to have been elected Chairman of the Chamber for 2003-4 at HKGCC's Annual General Meeting on April 24. First, I wish to extend my heartfelt thanks to my predecessor, Christopher Cheng, one of the hardest working Chairmen of recent years. Under Christopher's leadership, the Chamber stepped to the front of a host of issues from civil service pay to Pearl River Delta integration, CEPA, and managing our public finances. We still have lots of work to do on these and other issues, but first we need to defeat SARS.

This is a challenging time for us all. The sudden rise of atypical pneumonia has tested our health care system, confidence and resilience. In the next few months we will be concentrating on short-term measures to help our members, and working with government and the community on coming through this epidemic. While I am convinced that Hong Kong will weather this storm, as we have so many others, we need to take the proper steps, now, to ensure that threats to our health and our economy are met effectively.

As we became aware of the epidemic's spread in April, the Chamber went into overdrive, soliciting opinions from members, compiling long lists of suggested policy remedies and presenting the most useful recommendations to the General Committee for its consideration. In this process, we received hundreds of e-mails, faxes and phone calls from members with practical ideas, concerns, stories of the effects on business and comments as to what we should do. Your input gave us a sobering look at the difficulties you all are facing, and we thank you for taking the time to write to us.

A critical part of the exercise was letting people well versed in various disciplines work on the subjects they knew best. Chamber committees gathered on short notice to discuss aspects of the crisis. A joint meeting of the Travel and Tourism and Economic Policy committees brought out the very specific areas where public funds might best be targeted, where a slight shift in policy emphasis could yield substantial results and where companies were hurting the most. The SME and Shipping and Transport committees updated us on issues specific to their needs.

These and other suggestions were then discussed at length in the General Committee. Top of the Chamber's list – a thought included in nearly all comments forwarded to us – was the need to step up the quality and delivery of daily reports by the

government, so as to counter rumors and speculation, present facts and analysis, and to issue policy announcements.

Next, the Chamber made a decision to temporarily step back from our long argued position that re-balancing the budget through reductions in recurrent spending is the most pressing macroeconomic challenging facing Hong Kong. We did this with a clear understanding that the revenue projections that seemed reasonable less than a month earlier were no longer valid, and the deficit would likely rise. We need to restore our public finances to good health, but there is a time to save, and a time to spend.

Rather than press government for tax cuts, which would have very severe repercussions for the budget deficit and only benefit profitable companies, we looked at a rethink of the fees and charges that all businesses pay, which can bring immediate relief. We next looked at medium-term issues that need to be thought through and planned now, for implementation – at the proper time – when the crisis is clearly over. To ensure we can minimize the lag time between the "all clear" signal and the return to normal travel patterns, a coordinated campaign is needed to splash the good news across the world's media and encourage visitors to return to Hong Kong.

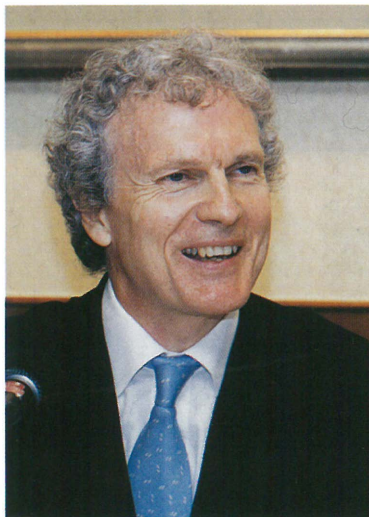
We also need to look closer to home, to the management of our urban environment, our health care infrastructure and our public information systems. We need to clean up this

city, to show ourselves and our visitors that we are doing our best to reduce threats to health. We need to ensure that our crisis management skills are worthy of our claim to be the most international city on earth.

You can read the results of this Chamber-wide exercise on page 18 of this issue of *The Bulletin*, and I am pleased to say that government adopted several of our recommendations recently. Much work has to be done, and with your support we can beat back this historic challenge.

In playing our part in a small way to help our members in these difficult times, the Chamber has reduced fees for various events and services and expanded benefits to members while offering better use of our Web site for members' product promotion efforts.

I pledge to you that during my term as your Chairman, I will ensure that the Chamber's efforts to help the business community overcome the difficulties caused by SARS will be relentless. **B**



Anthony Nightingale
黎定基

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HKGCC

總商會謀策抗炎患

我

很榮幸於4月24日舉行的香港總商會2003/04年會員大會中膺選主席。我想率先感謝前任主席鄭維志，他是總商會近年其中一位最勤力的主席。在鄭氏帶領下，總商會在公務員薪酬、珠三角融合、「更緊密經貿關係安排」、公共財政管理等眾多事項上，皆發表前瞻意見。這些事項還要跟進，但迫在眉睫的是抗禦非典型肺炎。

當下疫潮對眾人來說，皆是挑戰。災禍突如其來到臨，正在考驗我們的醫護體制、信心和復原力。未來數月，本會將全神貫注於推行短期措施，襄助會員，同時與港府和大眾攜手抵抗炎患。我有信心香港能一如以往，跨過逆境，但現時我們須採取適當步驟，以有效解除肺炎對市民健康和本港經濟的威脅。

上月，疫情告急，總商會為此迅速收集會員對特區經濟措施的看法，製成一份詳盡充實的建議清單，供理事會考慮。在徵集會員見解時，我們收到近兩百個電郵、傳真和電話回覆，既提出實用的解困構思，又能反映您們的憂慮和境況，以及就工商界的任務提出建議。會員的積極回應，使我們更能認清當前困境，謹此致謝。

此項工作的另一重要環節是諮詢專業意見。總商會各委員會迅速召集會員討論疫潮的來龍去脈。旅遊委員會與經濟政策委員會舉行聯合會議，商討在此事中公帑如何能夠善用、政府應如何暫改政策重點以取得實質成效，以及我們應怎樣協助首當其衝的行業。中小型企業委員會與船務及運輸委員會則探討肺炎對所屬範疇的衝擊。

它們的建議已連同其他會員的建議一併經理事會仔細思量，繼而編成建議書，提交政府。由於近乎所有這些評論皆要求政府改善疫情每日匯報的素質和傳送，故本會將之定為首要措施，殷望政府能藉此公佈確實資料和分析、去除謠言和猜測，並且發表相關政策。

此外，總商會亦決定暫改我們以節流為恢復特區財政平衡、解決面前急切宏觀經濟難題優先之策的一貫立場。鑑於肺炎事件，我們理解政府月前公佈的收入預算當時看來合理，目下卻難以兌現，財赤更可能進一步上升。香港務須回復財政穩健，但暫應凝聚力量打擊疫症。

鼓動政府減稅，會對財赤帶來嚴重後果，亦只惠及有盈利的公司。因此，本會反著眼於促請政府調整所有工商業皆需支付的費用，冀能立即紓解民困。其次是研究哪些政府需要即時開始部署的中期措施，待危機過後適時實行。為了能在疫病受控後快速幫助旅遊業重整旗鼓，香港還須定出一套協調計劃，向國際傳媒發佈佳音，鼓勵各地旅客光臨香江。

本土方面，我們深入研究政府在城市環境、醫護制度和公共資訊系統方面所需推行的工作，不但是要清潔香港，向港人和旅客顯示我們致力保障人人健康，亦要確保我們具備優良的危機管理技巧，足證香港是全球最國際化的城市。

總商會早前向港府提呈的建議書詳載於本刊第18頁。我欣悉政府採納本會數項建議，但本會仍須就事件推行更多工作，相信有賴您們的支持，我們定能擺脫這前所未有的危難。

在此艱難之際，總商會亦望能盡綿力襄助會員，在減收活動和服務收費的同時，又增加會員優惠，兼且擴充會員在本會網站推廣商品的服務。

本人承諾在擔任主席期間，總商會必定竭力幫助工商界渡過肺炎難關。



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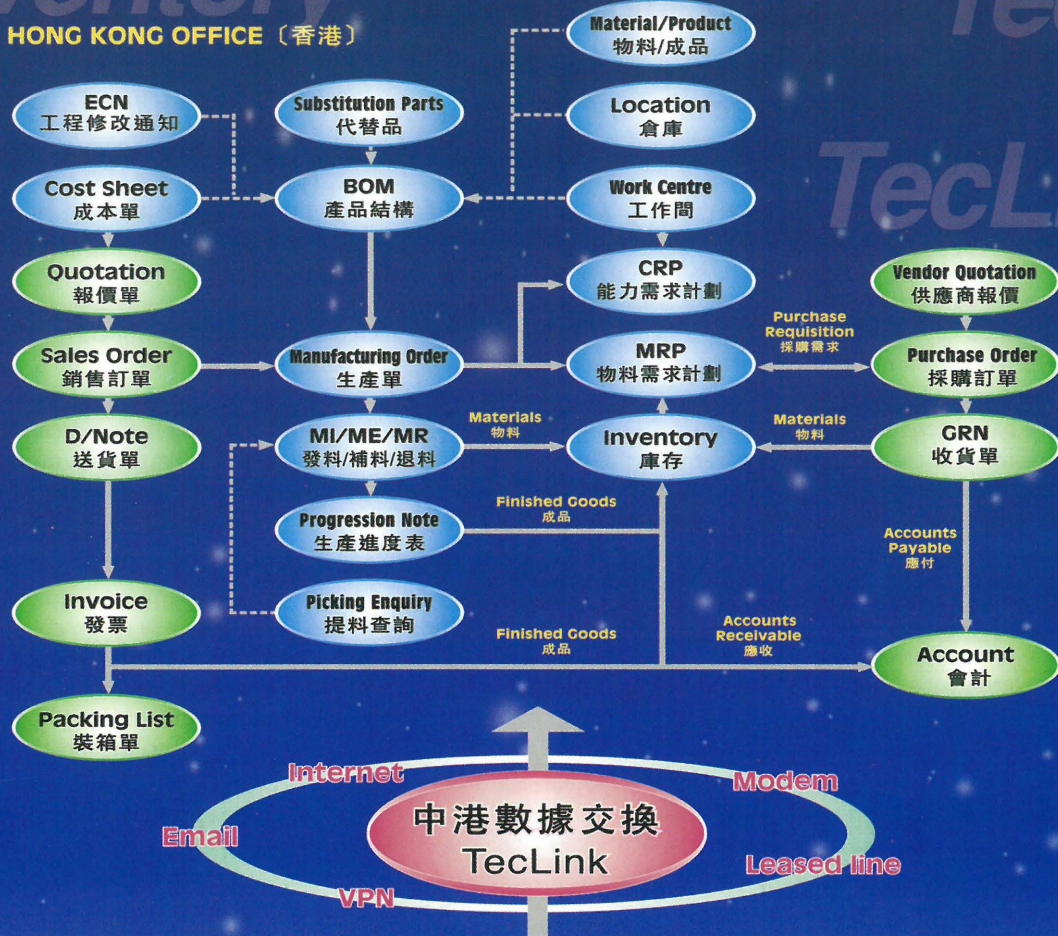
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Efforts to combat SARS and ease businesses' pain should boost the economy

The government's SARS relief package will help businesses get through these difficult times, writes the Chamber's Legco Rep, The Hon JAMES TIEN

The Severe Acute Respiratory Syndrome (SARS) has emerged as the biggest challenge to face Hong Kong business since the 1997 Asian Financial Crisis. The local business community has been reeling from the SARS epidemic, which began more than two months ago, and some companies in the four hardest hit sectors – tourism, retail, restaurant, and entertainment – have been forced to close down.

As a result, the community realises that the government's 3 percent GDP growth projection for 2003/04 is no longer valid. Moreover, as more companies are forced to close down and cut headcount to survive, unemployment is expected to rise. Given this gloomy scenario, it is imperative that the government contains the disease as soon as possible and implements various initiatives to "rescue" the economy.

I support the government's HK\$11.8 billion SARS Relief Package unveiled last month, which not only adopts the joint proposal of the seven parties in the Legislative Council to waive rates, water and sewage charges for one quarter, but it has also unveiled other measures, several of which were proposed by the Chamber.

Other measures include the rebate of salaries tax, the waiver of several business registration fees, freezing government fees and charges for another six months, reducing rent for some commercial complexes managed by the Housing Authority and the administration and setting up a loan guarantee scheme, among others. All of these initiatives can help alleviate the pain many Hong Kong citizens and companies are undergoing.

CASH FLOW BENEFIT

The loan guarantee scheme, which aims to provide immediate cash flow to the four industries worst hit by the disease, can be used to cover operational expenses and prevent affected companies from terminating their operations.

I contacted a number of Chamber member companies in these industries to gauge their views on the plan. Basically, they support the initiative which can help solve their immediate cash flow problems by paying employees with low-interest (best lending rate -3) loans.

After deliberating members' input, I supported the allocation of funds for this plan in Legco, in addition to submitting two more ideas to government. The first of these is a hotel with over 100 workers might need to borrow more than the proposed loan ceiling of HK\$1 million. Second, is that some listed companies might find it difficult get their shareholders holding 90 percent or more of the

equity interest to guarantee the loans. As such, I hope that the administration will be able to fine-tune the scheme to benefit more companies.

I also called major property developers to look at tenants whose businesses are being hurt by SARS and, on a case-by-case basis, encouraged them to reduce or waive rent for a certain period of time to help them survive during these extremely difficult times. I also asked the Association of Banks to encourage them to treat with sympathy their loan customers who are facing financial difficulties and to offer them assistance. I will keep you up to date on these developments.

JOINT COMMUNITY EFFORTS

Obviously, we should also implement other measures to enable the economy to recover as quickly as possible, with controlling SARS the top priority to boost confidence of Hong Kong citizens, tourists and investors. To contain the virus, the most important task is to prevent it from spreading further.

In recent months, I have spared no efforts to provide input on how to deal with this to the government, and faxed a letter to Chamber member companies to encourage all employers observe the following suggestions and ask their employees to co-operate :

- Any employee who suspects they may be infected should see a doctor immediately and call their company. It is suggested that the employer gives the worker rest days with pay, and insist they stay at home.
- An employee should inform their employer if anyone in their family is suspected of having SARS. For the health of that employee, their family members and colleagues, it is better for the employer to let them take leave.
- If their operations allow it, employers may consider flexible working hours to minimise the chance of their staff getting infected during rush hours.
- Employers should encourage front-line workers to wear face masks.

I believe that these measures will be able to help minimise infections in the workplace. Co-operation among the community to combat the disease is the best way to clear this cloud hanging over Hong Kong.

If you have any comments or proposals on my views, please send them to me directly at, Legislative Council Building, 8 Jackson Road, Central, Hong Kong. Or email me at tpc@jamestien.com. Tel. 2500 1013, Fax. 2368 5292.

B

對抗疫症 扶助經濟

總商會立法會代表田北俊議員相信，政府就非典型肺炎推出的經濟措施能助工商業渡過時艱

非典型肺炎在香港已蔓延超過兩個月，對各行各業造成了自九七金融風暴以來的另一大打擊。其中，旅遊、零售、飲食和娛樂等行業更屬重災區，不少商戶已支撐不住而結業。

在如此境況下，不單政府今年的3%經濟增長預測必然落空，而且隨著很多商戶結業或裁員，失業率勢將飆升。政府是有必要一方面盡快控制疫情，另一方面推出扶助經濟的措施，以免市道繼續滯落。

故此，政府早前提出一個涉及118億港元的紓困及振興經濟計劃，我是十分贊同的。整個計劃不僅採納了立法會七黨聯席的建議，設上限寬免一季差餉、水費及排污費，而且另外提出多項措施，當中數項為總商會的建議。

這些措施包括退還薪俸稅、寬免部分牌費、凍結調整政府收費半年、減免由房委會及政府管理的部分商戶租金、設立貸款擔保計劃等，確實有助紓緩市民和商戶目前的困難。

貸款計劃有助周轉

其中，我想特別講一講貸款擔保計劃。此計劃旨在向四個重災行業提供即時現金流轉援助，用以支付僱員的薪酬，以免有關商戶因周轉不靈而結業。我曾聯絡過總商會的有關會員商戶，諮詢他們對此計劃的意見。

他們普遍都支持這個計劃，認為以低息(最優惠利率-3)借貸來支付僱員薪酬，有助紓緩即時的資金周轉問題，因為貸款獲批後，公司可騰出資金應付租金、電費等其他開支。

參考過業界的意見後，我在立法會內也支持了此計劃的撥款，並同時向政府反映部分同業的兩點意見：首先，一間僱用過百名員工的酒店最多只可借100萬港元，是未必足夠的；其次，要求持有九成股

權的股東為貸款作擔保，對於一些上市公司來說，是不容易做到的。我希望政府能進一步研究並作出改進，以協助更多工商界同業。

除了向政府提出建議外，我也主動聯絡過各大地產發展商，呼籲大家對受疫症打擊生意的商戶租客，按其個別的營運情況考慮酌情給予一段時間的租金寬減，協助他們渡過此非常時期。我亦有約見銀行公會，呼籲各大銀行體諒其借貸商戶的境況，酌情給予協助。待有進一步消息，我會盡快向各位匯報。



James Tien 田北俊

齊心阻止病菌擴散

當然，要使經濟盡快復甦，以上各項措施是遠不足夠的，最重要的還是盡快控制疫情，恢復市民、遊客和投資者的信心。而要控制疫情，就要先阻止病菌擴散。

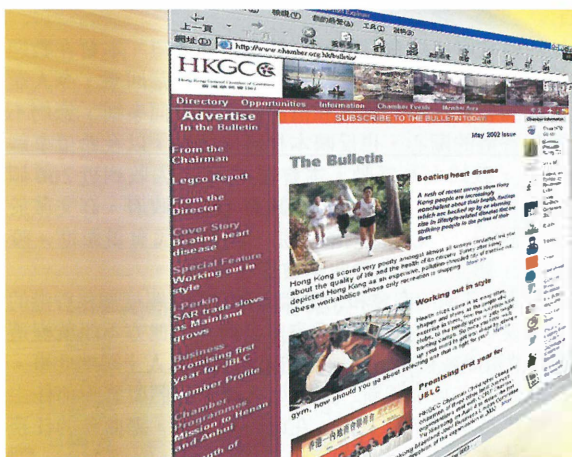
近月，我已不斷向政府提出阻止疫症擴散的意见，並向總商會會員傳真送上一封信件，提出以下呼籲，希望僱主響應並通知僱員配合：

- 僱員如懷疑感染肺炎，應立刻就醫及通知公司，而僱主宜盡可能向該員工發放有薪假期，鼓勵他留在家中；
- 僱員如有家屬懷疑染病，應主動通知公司，僱主也可讓有關員工放假，保護有關員工、其家人及公司同事的健康；
- 若營運情況許可，宜考慮實施彈性上下班時間，以減少因公共交通工具擠迫而受感染的機會；
- 僱主應鼓勵前線員工佩戴口罩。

我相信採取這些措施後，可以減少病菌在辦公室和商舖傳染的機會。只要社會各界齊心合力共抗肺炎，本港經濟必定能早日重見光明。

如您對本人的意見有任何評論或建議，歡迎直接向我反映。通訊地址：中環皇后大道8號立法會大樓；電郵：tpc@jamestien.com；電話：2500 1013；傳真：2368 5292。

B



Bulletin online

www.chamber.org.hk/bulletin

The Chamber and you during SARS

As you can imagine, the SARS epidemic has had a great effect on Chamber operations and services. Almost all our visiting speakers, whether from China or from overseas, have cancelled their speaking engagements with us these couple of months. We have not been receiving any visiting business delegations either since a few weeks ago. And our trips overseas have also been postponed. It does not appear that there will be normality in our programs for a little while longer.

However, this does not mean there are no programs and services for our members. Luckily, Hong Kong is an international city with a great wealth of knowledgeable and experienced people, and we are still tapping into them to do programs. In fact, during the past month, our programs have been very well attended, with people wanting still to get more information and wanting to do “business as usual” as much as possible. For the attendees, we try to provide as clean an environment as possible by sanitising the conference room in United Centre before and after each program; by covering the microphones with wraps; and by providing masks for those who want them. Many people feel that work and life cannot stop even as we struggle to get a handle on the disease, and we will continue to provide programs for those who want them.

In recognition of the hardship you are all in, the Chamber is providing a 25 percent “SARS Relief” discount on all programs and many Chamber services in May, June and July to our members. For CO users, we are offering a 20 percent discount during this same three-month period. Some of the e-services are even offered

for free to members. This is just one small way that we are trying to help you out (*see page 15 for a complete discount list.*)

What we are also very busy doing is communicating our members’ concerns and wishes to the government during this crisis. We were overwhelmed with the response we received a few weeks ago when we went out to you for suggestions that we can submit to the government. One staff member who read through your emails, faxes, and letters said she was really moved by the concern you all exhibited for Hong Kong and your anguish and hope that things can be better. Many of the ideas contained in almost 200 inputs from you over a 48-hour period went into a submission to the government that you can read on page 18 of this month’s *Bulletin*. Those that the government has not adopted, we will continue to push on your behalf. Please continue to give us ideas, since this is bound to be a long battle with SARS.

We are also writing to foreign chambers and business contacts around the world to tell them the true story of SARS and Hong Kong to dispel misperceptions (*see page 24*). Some of our business people have been discriminated against due to ignorance, either by meetings being cancelled or exported goods being rejected. We are working on that with our contacts.

Finally, I just want to say here that we welcome the new Chairmanship of Anthony Nightingale, even as we say goodbye to Christopher Cheng, who has been an intrepid and hard working chairman for the past two years. But the Chamber is now in good hands once again, needing to do ever more during this difficult period for all of us. Meanwhile, please stay healthy!



Dr Edén Woon 翁以登博士

疫潮下的總商會與您

非典型肺炎對總商會的運作和服務影響巨大，屬意料中事。差不多所有原定蒞臨演說的中國或海外講者近期均取消行程。而且，多個星期以來，我們沒有接待任何商業代表團，外訪活動更全部延期。顯而易見，我們要等待一段日子，才可回復正常運作。

然而，這並不意味總商會的活動和服務全然停頓。猶幸香港是國際都會，人才濟濟，我們仍致力邀請有識之士為會員演說。事實上，過去一個月，出席本會活動的人數依舊不少，參加者仍想汲取資訊，並盡可能如常做生意。本會於每次活動舉行前後，皆將設於統一中心的會議室消毒，務求保持活動環境清潔，亦更換演講咪封套，和敬備口罩，供參加者使用。很多人認為，在大家一同奮力減災之餘，工作和生活不應停頓，故本會將繼續安排活動予會員參加。

為助會員解困，總商會開設 SARS 特惠計劃，五至七月內所有活動和眾多服務均七五折收費，簽證服務用戶可享八折，若干網上服務更豁免費用。本會殷盼透過上述措施助您們一臂之力，

詳見第 15 頁。

我們正忙於向政府傳達會員對此事的關注和期望。本會在數週前徵求會員意見，向政府提呈紓困建議，您們的踴躍回應，令人震奮。一位負責檢閱會員電郵、傳真和信函回覆的女同事稱，您們不獨在其中表達對香港的關心，也反映本身所處困境，以及希望事態快些好轉的意見，教她大為感動。本會在 48 小時內收到近 200 個會員回覆，當中大部分構思已彙編成建議書，呈交政府，詳文載於本刊第 18 頁。哪些未獲政府接納的意見，我們將代會員跟進。疫症是一場持久戰，懇請各位繼續向本會提出構想。

本會正去函世界各地的商會和相關工商人士，說明疫潮和香港的實況，從而消除誤解（見第 24 頁）。香港多名商人因他方不明就裡遭到歧視，被迫取消洽談或被拒進口。我們正通過相關人士跟進此事。

最後，在歡迎黎定基膺選新一屆主席之時，我們要感謝前任主席鄭維志過去兩年為本會辛勤工作。在此困難時刻，總商會的任務更見繁重。祝願大家身心康泰！

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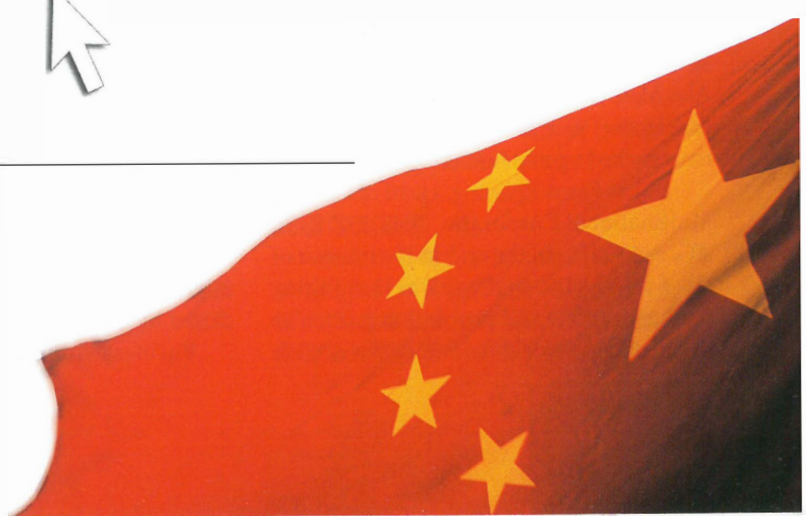
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Coping with SARS

Hong Kong firms soldier on through SARS outbreak and look forward to a return to 'business as usual'

Standing in the lift lobby staring in disbelief at his outstretched hand, Kevin Chan tries to joke about having his handshake rejected. "He was afraid to shake my hand," he quipped. "How can you do business if you don't shake your customer's hand?"

Awkward situations like this have become commonplace as the Severe Acute Respiratory Syndrome (SARS) outbreak has turned many businesses on their head.

Mr Chan, head of Longking Trading Company, a modest trading firm exporting stationary equipment mainly to Europe, says business has not been too adversely affected so far by the outbreak. However, all his buyers who had planned to attend the Gifts and Premium Fair on April 28, cancelled their plans. Despite this, he is still taking a booth at the show, and at the July show.

"I don't expect we will get much – if any – business out of the show, but what can you do?" he asks.

Just two months ago, Hong Kong was fretting over the budget deficit and whether or not the economy was really on the road to recovery. Now people are talking about surviving, literally, both by avoiding succumbing to the SARS virus, and curbing the huge amounts of cash they are hemorrhaging.

As of May 5, official figures said 187 people in Hong Kong had died from the disease and 1,637 had been infected – 930 of whom had recovered and been discharged. Worldwide, 435 people had died and 6,234 had been infected.

"It has become quite frightening," says Alex Man, General Manager of Omac Production House. "Some of our American friends have packed up and headed for the hills."

But as Frank Sperling, Head of German Multinational Corporates, Asia, DZ Bank AG, says, "It is in the end in the interest of all of us who live and work in Hong Kong that institutions and people – in particular in the outside world – don't overreact. We

sincerely hope that the spread of the virus can be contained soon and we return back to 'business as usual'."

Even though the first week of May saw a steady decline in the number of infections down to eight, businesses are still having to deal with a host of challenges to which there are no clearly defined rules. Would wearing masks during meetings make clients uncomfortable? Or would not wearing masks worry them? Should staff who live in a building with suspected SARS cases be quarantined?

MAKING SURE BUSINESS CAN GO ON

Some businesses can do little but play the SARS worry by ear, while others have put in place contingency plans.

"We have had to implement internal realignment procedures to protect ourselves and our products, because if a team goes down we would be stuffed," says Desmond Ko, Managing Consultant and Director of CORE Solutions.

The company, which specializes in providing IT solutions for businesses, has arranged with some of its clients to have "clean teams" work in each others offices to ensure they could continue operating if infection of one member of staff were to force all the office to undergo quarantine.

Mr Sperling says DZ Bank Hong Kong Branch has also implemented comprehensive measures to protect its employees and business operations.

"We have also amended our Business Recovery and Business Continuation Plan to specifically match the potential threats of SARS," he said. "We already had a comprehensive plan in place which we tested annually ... but some modifications were needed to cater for the specific threat of SARS. Specifically we have to assume the worst-case scenario for SARS – all staff might be quarantined, business operations closed by government order, etc."

Business volume at the bank is down



compared to previous years, due in part to the SARS outbreak, but also to the gloomy global economic situation in general and the recent Iraq war and North Korea crisis, he added.

John Chong, Solicitor of Chong, Fu & Co, says his firm has seen a decline in the

抗禦非典型肺炎

港商急謀應變，冀盼光明早日重現

陳振輝站在電梯大堂，凝視著張開的手，流露難以置信的神情。他嘗試拿別人拒絕與自己握手一事開玩笑，語帶譏諷地說：「他害怕跟我握手。若您不與客戶握手，又怎樣做生意呢？」

嚴重急性呼吸系統綜合症（又稱「非典型肺炎」）肆虐，對許多企業造成衝擊，上述尷尬情況更是屢見不鮮。

龍環香港有限公司董事陳振輝表示，事件至今並未給業務帶來嚴重的負面影響。該公司是一家中型貿易行，專營歐洲文具出口。然而，公司所有買家已取消原訂計劃，不來港參觀4月28日舉行的「香港禮品及贈品展」。儘管如此，陳氏仍然參展，並擬參加七月的展覽。

他問道：「我不期望可透過今次展覽招攬很多生意，但又可以做甚麼呢？」

剛在兩個月前，香港還在憂慮財赤和經濟是否真的復甦。如今，人人都在談論求生之道，包括如何避免死於非典型肺炎和控制現金不致大量流失。

截至5月5日，政府公佈的數字顯示，香港已有187名市民死於非典型肺炎，感染總人數為1,637名，其中930人已康復出院。全球各地的死亡和感染個案則分別為435宗和6,234宗。

奧瑪製作室總經理文振豪說：「情況已變得相當嚇人，有些美國朋友已經收拾行李，準備回國。」

德國中央合作銀行香港分行史沛靈說：「香港尤其是海外的機構和市民保持鎮定，始終對所有在港生活和工作的有利。我們衷心盼望疫情能盡快受控，令業務運作回復正常。」

疫情於五月首星期已趨穩定，感染個案只有八宗。可是，目前企業就如何應對依然莫衷一是，沒有準則可循。開會時戴口罩會否令客戶不安？不戴口罩又會否令他們憂慮？若員工所住大廈有非典型肺炎懷疑個案，他們應否被隔離？

確保業務如常

疫症雖令不少企業束手無策，但亦有些已為此制定應變計劃。

科銳策略有限公司董事高德輝說：「我們已就此重整內部運作，以保障員工和產品，因為若其中一組同事無法工作，業務便會受阻。」

專為企業提供資訊科技解決方案的科銳策略，已與若干客戶達成協議，各自安排屬下「未受感染的資訊科技小組」於對方的辦事處工作。此舉是為了確保當其中一方有一名員工染病，導致整家辦事處須接受隔離時，雙方仍能繼續營運。

史沛靈說，德國中央合作銀行香港分行已採取全面措施來保障僱員和業務。

他說：「我們亦針對非典型肺炎的潛在威脅，修訂原有的業務復原和業務持續計劃。我們早已訂下一套全面計劃，並每年進行測試。不過，為應付疫症引起的特殊風險，計劃需要修改，尤須計及最壞情況，如全體員工可能被隔離、政府下令停業等。」

他續稱：「本行營業額較去年遜色，部分歸因於非典型肺炎，但與全球經濟普遍低迷、近日的伊拉克戰爭和北韓危機亦不無關係。」

莊培志彼得律師行莊培志律師表示，該行的業權轉讓業務有所減少，惟訴訟業務未見顯著下跌。客戶雖仍願意面談，但多避免握手，而莊氏承認，他現在要多透過電話與客戶溝通。

香港中華煤氣有限公司企業事務經理李寶霖指出，疫症對該公司首季整體業務影響輕微。儘管商業用量有所下降，尤其是酒店和飲食業，但住宅需求增加已抵銷箇中影響。

他說：「以前，市民喜歡出外用膳，現在寧願留在家中。同樣，市民過去習慣北上深圳消遣或度假，但現時大多足不出戶，因而帶動整體住宅需求上升。」

專營清洗和檢查冷氣槽服務的機潔寶(香港)有限公司董事總經理李應兆表示，非典型肺炎給公司業務帶來正面影響。

李氏說：「非典型肺炎自三月底爆發以來，我們的清洗冷氣槽服務約激增三成。更多私營公司要求我們為其辦公室提供服務，這亦反映企業愈益重視控制空氣質素，長遠有利清潔服務業發展。」

為應付業務增長，機潔寶已聘請臨時兼職員工，平均每週增添10名。

貿易可渡難關

政府統計處發表的貿易數字顯示，今年2月份出口貨值較去年同期上升10.4%後，3月份亦較去年同期上升15.4%至1,431億港元。這些數字並未反映疫病的影響，

conveyancing side of business, but that litigation has not seen any noticeable downturn. For his clients still willing to attend meetings, he says they prefer not to shake hands, but overall, he now does a lot more communication over the phone.

Gabriel Li, Corporate Services Manager,



Government officials and representatives of business organisations join hands to combat SARS in Operation Unite.
政府官員和工商機構代表支持「心連心·全城抗炎大行動」，聯手對抗非典型肺炎。

The Hong Kong and China Gas Company Limited, says the SARS impact has also had minimal impact on its overall business in the first quarter. Although the commercial side, especially hotels and restaurants has seen some decrease, this has been offset by increased demand from the domestic side.

“Before, people liked to go out to eat, now they want to stay home,” he said. “Also, in the old days, people used to cross the border into Shenzhen for the day out or to stay at a holiday home, but now they prefer to stay home. So overall, demand from the residential side is higher.”

Thomas Y S Lee, Managing Director of RoboClean (Hong Kong) Co. Ltd., says the SARS epidemic has had a positive impact on his business, which specializes in air-duct cleaning and inspection services.

“Since the SARS outbreak in late March, our air-duct cleaning business has surged by about 30 percent,” he said. “More private companies have asked us to provide cleaning services for their offices, which also reflects that businesses have now become more aware of air quality control. Over the long

term, this will benefit businesses like ours.”

To cope with the expanded business, RoboClean has recruited temporary part-time staff, adding on average 10 workers per week.

TRADERS EXPECTED TO WEATHER STORM

Figures released by the Census and Statistics Department show that for March this year, the value of exports increased by 15.4 percent over the same period last year to HK\$143.1 billion, after a year-on-year increase of 10.4 percent in February. These figures, which do not reflect the SARS outbreak, do show that despite the war in Iraq, Hong Kong’s exports have been enjoying double digit growth this year. But it is the orders that buyers should have been placing in April for shipping in the summer that will hurt traders most.

Benson Pau, Managing Director, Wings Trading (HK) Company, says April is always his busiest month for overseas visitors from all around the world, but during the month, not one overseas customer visited his office.

“Due to no overseas visitors coming to

see us in April, we have lost the impulse purchase orders that we usually get through the trade fairs,” he says. “This can be partly compensated through email and phoning, but of course the result will be much less. As a result, we guess we will lose about US\$2 million in sales from this impact.”

If there is any good news out of that, it is that manufacturers and traders do not think SARS will have a long-term impact on exports if the outbreak can be contained, according to a telephone survey in early April by HKTDC. However, with face-to-face meetings and factory and trade fair visits greatly reduced or altogether cancelled, those with well established customers and regular orders are better placed to weather the crisis than SMEs looking for new buyers, says TDC’s Chief Economist, Edward Leung.

That said, “While many overseas buyers are cancelling their trips to Hong Kong and the Mainland, our businessmen are still trying to do business with buyers by phone, fax, email, video-conferencing and sending samples by couriers,” he added.

To date, production activity in the PRD



SARS Relief For Chamber Members

As part of our initiatives offered to members to ease the distress from the SARS outbreak, the Chamber is now offering special discounts for members who join our programs or subscribe to our Chamber services.

From May 1 to July 31, the following discounts are available for Chamber members.

Free use of e-Catalogue *(original price \$900 per annum)*

Free use of Corporate News Service *(original price \$100 for 6 months hosting)*

50% off e-Catalogue photography service

25% off the price of all Chamber programs and luncheons
(excludes training and overseas missions)

25% off Room Rental

25% off mailing label service

25% off Web mart advertising

25% off advertising rates in The Bulletin

20% off CO services

HKGCC 

Hong Kong General Chamber of Commerce
香港總商會 1861

For further inquiries, please contact Belinda Chow, at tel: 2823 1262 or visit www.chamber.org.hk/sarsrelief.asp



remains largely intact. Standard items, re-orders and OEM orders seem to be less affected than new products and ODM items. Mr Leung predicts that if the disease – which in early May was showing signs of being controlled in Hong Kong and Guangdong – spreads further in Hong Kong and the PRD over the medium term – the development of new products and new businesses will be greatly affected.

SARS PREVENTION

What are companies doing to prevent the spread of SARS in their workplace?

- Introduce flexi-time so staff can avoid the rush-hour crush
- Provide all staff and their immediate family with masks and insist they wear them while commuting
- Regularly disinfect the office
- Encourage staff to practice good personal hygiene
- Require all maintenance staff to wear masks
- Hire a lift operator
- Place alcohol wipes and masks in meeting rooms
- Encourage staff not to travel
- Ask 1/4 of staff to work in different offices suites

The survey also found that that seasonal buying cycles and the presence of potential competitors meant that industries were being affected differently. All, however, identified soft demand from overseas markets and the impact of SARS on new product development as factors pulling down their business.

Sales of electronics and household appliances have not been substantially affected, as many orders had been placed at trade fairs in advance of the SARS outbreak. Presently, there are no signs of trade diversion from Hong Kong and the PRD to other sources, thanks to the well-established production cluster for consumer electronics and household electrical appliances in the region.

In the clothing sector, although many major buyers were reluctant to travel to Hong Kong or the Mainland, orders continued to be placed for basic items and through their buying agents in Hong Kong. Large players in the Hong Kong garment industry, with overseas offices, were also better placed to service customers. Moreover, some larger traders were establishing temporary showrooms overseas for buyers to view their latest products.

TRAVEL INDUSTRY HARD HIT

The SARS outbreak has been a disaster for the travel industry as people put off vacations and travel plans, or countries restrict travel to and from infected areas. Although figures for April arrivals had yet to be released when *The Bulletin* went to press on May 6, the Hong Kong Tourism Board (HKTB) was predicting a 70 percent fall in visitors for April.

TRAVEL INDUSTRY HARD HIT

HKTB Executive Director Clara Chong said there are now glimmers of light at the end of the tunnel as the daily number of new cases in Hong Kong steadily declines. "With the government's stringent health monitoring measures now in place at the airport and all land and sea border points, we are hopeful that the WHO will feel able to lift their advisory on Hong Kong before too long."

At the end of April, the average number of passengers that Cathay Pacific was carrying per day was approximately one-third of that for the comparable period last year, and forward bookings are also very weak.

"The airline has been forced to make cuts in operations due to the steep fall in bookings across its network and in all, 23 destinations are affected with 218 weekly services cut – or 45 percent of the airlines weekly schedule," said James Evans, Executive Assistant to Director and Chief Operating Officer, Cathay Pacific Airways.

Most of the cuts are from regional routes, although long-haul destinations have also been affected.

Besides telling its staff to exercise greater vigilance to look out for any signs of SARS from passengers, Cathay is also following WHO's new guidelines to thoroughly clean and disinfect its aircraft after every flight. Aircraft also undergo a more thorough sanitation procedure on a weekly basis as well as a regular "super clean programme," he said.

The airline has also been working to ease the public's worries about possible contamination onboard aircraft. Mr Evans says fresh air continuously flows into the cabin from outside the aircraft for the duration of every flight.

The entire cabin air volume is exchanged every three to five minutes. During that cycle, half of the cabin air volume passes through a set of special high efficiency particle air particulate arrestor (HEPA) filters designed to remove more than 99.97 percent of airborne contaminants, bacteria and larger virus particles.

CLEAR SKIES AHEAD?

Hong Kong might have seen the worst of the SARS outbreak, whereas Mainland China and other countries have yet to peak, which is one reason for optimism. Most businesses that *The Bulletin* spoke to say they could survive for some time operating under the current conditions, but obviously they hope that will not be necessary.

The government's recently announced SARS relief initiatives will help reduce operating costs for some businesses, but as Benson Pau points out, "Efforts by the government and everyone in Hong Kong to fight SARS will be the best help for businesses to recover."

但確實證明香港出口在伊拉克戰爭下仍能維持雙位數增長。

根據本會簽發產地來源證數目計算，四月份出口仍較去年同期上升3%。然而，若買家未能如期於四月發出訂單，以便在夏季付運，將會對貿易商造成沉重打擊。

飛騰行(香港)有限公司董事總經理鮑潔鈞表示，每逢四月，該公司往往忙於接待世界各地買家，但至今仍未有海外客戶到訪其辦事處。

他說：「由於海外買家取消四月來港，我們已喪失一向透過貿易展獲得的即場訂單。雖然我們可利用電郵和電話與客戶洽談，但成績肯定遜色得多。因此，我們估計將因疫症衝擊而損失約200萬美元營業額。」

令人稍感安慰的是，香港貿易發展局於四月初進行的電話調查顯示，製造商和貿易商認為若疫情得到控制，非典型肺炎不會對出口構成長遠影響。不過，貿發局首席經濟師梁海國指出，面談洽商、廠房和貿易展參觀等活動已大大減少甚至取消，跟需要不時物色新買家的中小企相比，那些擁有固定客戶和訂單的大公司將較能承受衝擊。

他續說：「縱使很多海外買家取消前來香港和內地，但業者仍努力使用電話、傳真、電郵、視像會議與買家洽談，並以速遞方式寄上樣板。」

至今，珠三角的生產活動大致如常。標準訂單、翻單和原件製造訂單所受影響看來較新產品和原創設計產品為小。梁氏預測，若香港和珠三角不能於中期中控制疫情(五月初在香港和廣東呈現受控跡象)擴散，新產品和新業務的發展將大受打擊。

該調查發現，由於季度生產周期和競爭情況有別，不同行業所受的影響有異。不過，所有受訪者皆表示，非典型肺炎令海外市場需求偏軟及開發新產品意欲減低，影響生意。

電子和家電產品的銷售所受影響不大，因為訂單大多在疫潮爆發前已經落實。現時並無跡象顯示貿易已從香港和珠三角分流到其他供應地，原因是此區已是電子消費品和家庭電器的生產中心。

成衣業方面，雖然大部分主要買手不願前來香港或內地，但仍繼續落單購買基本類別產品及經香港代理採購。設有海外辦事處的本港大型成衣公司現較佔優，有些大貿易商更趁機設立海外臨時陳列室，向買手展示最新款產品。

旅遊業重創

非典型肺炎是旅遊業的災難，旅客取消度假和旅遊計劃，更有國家施加旅遊限制，禁止國民到疫區旅遊，又阻止疫區居民入境。本刊於5月6日付印時，香港旅遊發展局尚未公佈四月份來港旅客數字，但估計大跌七成。

旅發局總幹事臧明華表示，本港疫情已嶄露曙光，每日新增個案數字趨降。「香港政府在機場和所有海陸邊境口岸嚴行檢疫措施，我們有信心世界衛生組織將於短期內撤除對香港的旅遊警告。」

今年四月，國泰航空的每日平均乘客量僅相當於去年同的月三分之一，機位預訂亦不見好。

國泰航空董事兼常務總裁行政助理易偉晨表示：「由於整體預訂率急瀉，公司被

預防非典型肺炎

如何防止非典型肺炎在工作場所散播？

- 實施彈性上下班時間，讓員工避過繁忙時間的交通擠迫情況
- 提供口罩予所有員工和其直系親屬，並堅決要求他們在乘搭公共交通工具時戴上
- 定期為辦公室進行消毒
- 鼓勵員工保持良好個人衛生習慣
- 規定所有維修保養員工戴口罩
- 僱用升降機操作員
- 在會議室放置含酒精紙巾和口罩備用
- 勸喻員工避免外遊
- 安排四分之一員工在不同的辦公室工作

迫削減航班，合共停飛關涉23個航點的218班每週航機，等同於公司每週航機總數45%。」

削減的多為區域航班，但亦有遠程航班遭遇同一命運。

他說，除要求員工提高警惕，查看乘客有否非典型肺炎病徵外，國泰亦依從世界衛生組織新近發出的指引，在飛機每次出動後將該機徹底清潔及消毒。此外，飛機還要每週一次進行更仔細的衛生程序，並且接受例行的大規模清洗。

國泰也著手釋除公眾對在機上感染的疑慮，易氏解釋，在整個飛行旅途中，飛機外的新鮮空氣會不斷流入機艙。

所以機艙內的空氣每隔三至五分鐘便完全更換一次。在每次空氣循環中，機艙裡一半的空氣會流經高速空氣過濾裝置，去除空氣中99.97%污染物、細菌和較大的病毒粒子。

飛機乘客量減少，旅行社處境亦不妙。

雨過天晴

內地與其他國家的疫情還在蔓延，但香港的肺炎高峰期看來已過，所以經濟可許樂觀。接受本刊訪問的公司多表示能在現狀下繼續經營一段日子，當然他們希望快些雨過天晴。

政府最近為紓緩疫病對經濟影響而公佈的一系列措施，能助若干行業節省經營成本，然而，恰如鮑潔鈞所言：「政府與港人齊齊出力滅炎，是工商業重見光明的靈丹。」



Benson Pau estimates his trading company lost US\$2 million in sales in April due to overseas buyers cancelling their trips to Hong Kong. 鮑潔鈞估計，由於海外買家取消來港，其貿易公司於四月損失200萬美元營業額。



HKGCC's Submission to the Hong Kong Government

Based on suggestions collected from members, the Chamber submitted on April 16 a recommendation paper to the Hong Kong Government containing short-, mid- and long-term measures to boost the economy and confidence in view of the impact of SARS on Hong Kong

RECOMMENDED IMMEDIATE ECONOMIC MEASURES

1. Provisional tax payments: In the Chamber's most recent Budget Submission, we suggested "...SMEs may be given a longer lead time to pay the Final Tax and not be required to pay Provisional Tax." This would provide immediate cash flow benefit. Money in pockets, welcomed by the vulnerable companies, with very minor loss of income to government. The Chamber recommends that the Government temporarily waive provisional payments, or take the step to eliminate it altogether.

2. Airport: The Chamber recommends that the government fund the Airport Authority to reduce or temporarily waive airport

landing and parking fees, and office or retail rentals under the Airport Authorities' responsibility, for three months. Also consider free parking of idle coaches that belong to travel agencies. This will provide immediate cash flow benefit for the hard hit travel sector and encourages airline companies, with very low load factors now, to continue to fly in and out of Hong Kong.

3. The SME Loan Guarantee Scheme: It currently requires bank approval and then government approval. The Chamber recommends modifying the process to allow applicants to receive pre-approval from the government-conducted by certified accountants at a set fee-before seeking bank approval. Thus SMEs will be able to shop around different banks for the best terms, and avoid

delays. This means less government responsibility for screening and approval; new business for approved accountants; faster bank approval; and more rapid access to funds for SMEs at this challenging time.

4. Reducing water and sewage charges: This extends the 2002-03 Budget concession; the continual waiving would mean the additional \$1 billion revenue earmarked from water rate charges would be forgone. This concession would provide immediate cash flow benefit for companies and households. Useful for SMEs and for restaurants and shops. The Chamber recommends a return to 2002-03 concessions for six months.

5. Freezing government fees and charges: Again, this would provide immediate cash flow

振經濟、強信心 — 總商會向政府提呈紓困建議

基於會員提供的意見，總商會於4月16日向特區政府提交意見書，就非典型肺炎對香港的影響，建議各項短期和中長期措施，以振興經濟和增強信心。

1. 即時經濟措施建議

1. 預繳稅：總商會在最近向政府呈交的預算案建議書中提出：「(政府)可給予中小企業較長時間，才繳交最後稅款，也可考慮豁免中小企業的預繳稅。」此舉能即時協助中小企業紓緩現金周轉問題。保留現金，既令容易受到衝擊的公司受惠，亦只會令政府損失少許收入。總商會提議政府暫免預繳稅，甚至將之撤銷。

2. 機場：總商會建議政府資助機場管理局，寬減或免收飛機登陸和停泊費及機管局轄

下寫字樓或零售商戶租金三個月，並考慮豁免旅行社屬下空置旅遊車的泊車費。旅遊業備受肺炎事件打擊，此措施能即時改善業界的現金周轉，亦能鼓勵目前乘客量已大減的航空公司繼續往來香港的航機。

3. 中小企業貸款保證計劃：現行計劃要求有關申請須先後由銀行和政府審批，才獲得貸款。總商會建議修訂申請手續，容許申請者委託執業會計師按劃一收費，幫它們先取得政府預批，然後才徵求銀行批核。若此，中小企業能與銀行商談最佳條款，並避免延誤。這措施的好處包括：減

省政府的審批工作；執業會計師獲得生意機會；縮短銀行的審批時間，及中小企業能在當前艱難時期，較快取得營運資金。

4. 寬減水費及排污費：建議維持2002/03年度預算案中的減免水費和排污費措施。延續減免雖令政府失去從這兩項計劃增收所得的10億港元收入，但卻能紓解企業和家庭的周轉情況，對中小企業、飲食業和零售業亦有幫助。總商會建議延續上述減免措施六個月。

5. 凍結政府各項收費：無論企業盈虧，此舉均有助它們尤其是中小企業改善現金周轉。



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benefit. It has direct impact on company cash flow, particularly SMEs, regardless of companies' profitability. The Chamber recommends a return to 2002-03 freeze for six months.

6. General Rates: The 2003-04 Budget proposes an end to last year's \$5,000 deduction on rates, leading to an additional \$4.2 billion in revenue. The Chamber recommends that this concession be extended for one quarter, with no ceiling on deduction. This concession should be only for specific industries most affected – restaurants, retail, tourism, and entertainment, and would bring immediate cash relief.

7. Waive Business Registration Fee: The budget anticipates a \$1.2 billion increase in fees this year. The Chamber recommends a waiving for one year.

8. Reduce or waive rent for Housing Authority commercial complexes for three months: The Chamber recommends that the government look at tenants case-by-case and

reduce or waive as their hardships dictate. This directly affects companies' bottom line, and can be implemented without negotiation among private landlords. It shows strong moral leadership of the government.

9. SME Export Marketing Fund: The Chamber recommends an increase of the fund ceiling from \$40,000 to \$80,000. This money assists companies participating in overseas trade shows and exhibitions. Be flexible in allowing use of this fund. This would create opportunities for businesses affected by cancelled or postponed exhibitions and trade shows.

10. Trade shows: The Chamber recommends that the government fund TDC in helping SME exhibitors reduce their losses. This would involve reducing participation fees and negotiating with exhibition contractors and venues.

11. Web-site promotion: The Chamber recommends that TDC help companies

promote their web sites through the TDC portal, with special pages for events and industries affected.

12. Using various government funding to assist business: These include the four funds to assist SMEs (totaling \$1.9 billion), the Professional Services Development Assistance Scheme (\$100 million), and the Innovation Technology Fund (\$5 billion), which could be disbursed much faster than originally planned. The Chamber recommends that the coverage of these funds can be made more flexible to encompass more innovative uses consistent with the spirit of the funds. For example, extending the use of specific-purpose funds (such as the Pneumoconiosis Compensation Fund) to related uses. This provides an immediate cash flow benefit and puts already committed money to work when it is most needed. Another morale booster that costs no additional amount.

13. Encouraging banks to assist in re-

總商會建議繼續凍結政府收費六個月。

6.差餉：2003/04年度預算案提議取消去年的五千港元差餉減免措施，以為政府增加42億港元收入。總商會建議延續去年的減免措施三個月，並取消減免額上限，但只適用於飲食、零售、旅遊、娛樂等重災行業，協助它們即時周轉。

7.寬免商業登記費：預算案估計今年的商業登記費收入為12億港元。總商會建議停收商業登記費一年。

8.減收或停收香港房屋委員會轄下商戶三個月租金：總商會建議政府按個別情況減收或停收上述商戶的租金。此舉將直接影響有關企業的盈虧，亦能在無需私人業主洽商的情況下施行，從而顯示政府非常願意帶頭為市民打氣。

9.中小企業市場推廣基金：總商會建議將

基金的資助額上限由四萬增至八萬港元，協助企業參加海外貿易展。政府亦應放寬有關資金的使用限制，為被展覽取消或延期影響的企業創造新機。

10.貿易展：總商會建議政府資助貿易發展局，幫助中小企業參展商減少損失，包括減收參展費及與展覽承辦商和場館商談有關事宜。

11.網上宣傳：總商會建議貿易發展局協助企業在該局網站上推廣它們的網頁，亦安排網頁給受影響的活動和行業宣傳。

12.運用各項政府資助幫助工商業：包括四個中小企業基金(總額19億港元)、專業服務發展資助計劃(總額一億港元)、創新科技基金(總額50億港元)在內的政府資助計劃的審批時間可予縮短。總商會建議政府彈性擴闊這些基金的應用範圍至符合基金精神的若干新穎用途，例如肺塵埃沉著病

補償基金等特設基金的用途可擴及有關方面。此措施能即時協助企業周轉，而政府亦能在企業最急需資助的時候，將已承諾的基金付之應用。政府無需因而額外撥款，這是激勵市民士氣的另一方法。

13.鼓勵銀行幫助客戶重組債務：總商會建議政府牽頭游說銀行寬待深受疫潮困擾的長期客戶，措施包括延長還款期或容許客戶只還利息，銀行亦可與客戶協商其他辦法。對周轉不靈的中小企業，此舉尤其有用。總商會亦將與銀行界商討這個構思。

II. 即時危機管理措施建議

1. 需要一名權威發言人向外清晰報告疫情，顯露信心：總商會建議政府加強非典型肺炎消息發佈的統籌和透明度，委派一名具國際形象的權威發言人負責每日公佈有關消息。目前的情況是，有關訊息來源眾多，雜亂無章，致使若干好消息不獲突



structuring loans to customers: The Chamber recommends that the government take a leadership position in lobbying the banks to treat with sympathy their long-time customers who are clearly damaged by SARS. This could include extension of loan payback period or payment of interests only, or other means that can be worked out between the customer and the bank. This would be especially useful for SMEs with cash flow problems. The Chamber will be working with the banks also on this idea.

RECOMMENDED IMMEDIATE CRISIS MANAGEMENT MEASURES

1. Need an authoritative spokesman to send out a clear and confident message:

The Chamber recommends a greater coordination and transparency in government reporting on SARS. Use an authoritative spokesman to put out information per day who has an international projection. Right now, the messages are from too many people and too confusing-with some good

news not even being emphasized, and the official spokesmen too low level and technical and have no international impact. He/she should speak with authority, pre-empt all stations at a fixed time per day, giving out progress and facts and dispelling rumors and speculation. This spokesperson can also answer questions which increases our understanding and takes away some "unknowns", like: What kind of people have recovered? How many people have been infected in MTR, taxis, shopping centers or restaurants? How many have actually been infected by a sick passenger on an airplane? What steps are being taken next and how do we measure previous steps?

The assumption now in the community is that the virus is rife everywhere in Hong Kong and you can be victimized anywhere. This discourages consumption locally, and is also the international perception, which makes Hong Kong business people unwelcome in other countries in addition to no one coming here. If only a minority of cases is due to community sporadic infection and not due to close contact with patients, visitors, relatives, medical personnel, then say so. The

Chamber believes that this kind of authoritative, transparent, non-speculative, and forward-looking information dissemination would show that we are "in control", and create greater confidence in Hong Kong by residents and overseas cities.

2. More pro-active and higher-profile cooperation with internationally recognized public health experts from WHO, USCDC etc:

There is a need to show the people of Hong Kong and the world that Hong Kong officials are working hand in hand with renowned world public health agencies on disease containment planning. Cooperation with Mainland health officials should also be highlighted. This would boost the morale of our medical personnel also. The Chamber recommends this highly pro-active approach, reflecting the international character of Hong Kong, as opposed to managing with mainly local experts. The whole world is working on this problem, and we are leveraging off advances and suggestions globally. It also gives "ownership" of problem solution here to international or-

顯，而官方發言人的層次不夠和太技術性，亦令訊息未能在國際間產生影響力。新指派的發言人應有權威，每日定時發佈最新發展及釋除失實的流言。該發言人亦要加深各方對事態的瞭解，回答諮詢，譬如甚麼人受到感染？在地鐵、計程車、商場或食肆的染病人數多少？在飛機上受感染的人數究竟有幾多？政府的部署行動和如何評估過往行動的成效？

社會上現存的假設是病毒已在香港廣泛傳播，令到市民很容易被感染，造成本地消費大受打擊，香港的國際形象受損。他國不歡迎港商入境，亦沒有人願意來港。我們理應如實報道，有多少個案是在社區發生，而不是與患者、其訪客、親屬或醫護人員密切接觸而起？總商會認為，以有力、透明、確實、前瞻的手法發佈消息，能顯示香港的疫情「受控」，亦能增強市民和海外城市對香港的信心。

2. 更主動和公開地與世界知名的公共衛生專

家合作，包括世界衛生組織和美國疾病控制及預防中心：政府需向全港市民和全球表明，香港官員正與國際聞名的公共衛生組織攜手制定疫症控制計劃，同時加強與內地衛生官員合作。此舉亦可提高醫護人員士氣。與其只依賴本地專家，總商會建議採取此積極方針，藉以彰顯香港的國際特色。全球各地皆正努力對付疫症，而我們正密切注視有關進展和聽取各項建議。此舉亦可將本地解決方案之「所有權」授予國際組織，以評估我們處理危機的能力。

3. 利用國際聯繫：總商會建議政府應聯同本地商會積極游說各國際商會和駐港領事館，要求所屬政府和當地貿易組織對香港商人和旅客保持開放態度，方法之一是安排外籍商人與國際和本地記者會面。維持香港商人的國際聯繫至關重要，本會將借助有海外投資的會員及與國際商會研究推行這項工作。我們亦會去函海外商會，講解非典型肺炎的發展。

4. 與國際磋商：總商會建議政府應與其他亞洲國家制定一套公平的旅遊規則，闡明將會實施的限制和對待入境旅客的基本原則。我們應向該等國家解釋，此舉是為了確保離港旅客身體健康，及防止港人在入境或經商時遭受歧視。此措施可由特區政府或中央政府推行。

5. 醫療物資供應 / 人力支援：總商會建議港府與北京和他國政府合作補給醫療設備，並促請本地航空公司免費接載及運送海外醫療專家和物資來港。海外設備可紓緩本地醫院深切治療部的物資短缺問題，海外和內地的深切治療人員亦可提供支援。

6. 清潔香港：總商會支持推行大規模和長期的清潔香港計劃，同時發起大型「綠化香港運動」。匯聚各界大力宣傳清洗街道和大廈，可引發廣泛關注，帶來實際裨益。政府必須提高香港的衛生水平，並可向合乎衛生



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ganizations that judges our ability to handle crisis.

3. Using our international connection:

The Chamber recommends that the government, working with local chambers, should aggressively lobby American, British, French, Norwegian, Swiss, Dutch, etc. Chambers of Commerce and consulates in Hong Kong to lobby their own governments and domestic trade organizations to keep the door open to Hong Kong business and travelers. This would include organizing expatriate businesspeople to meet international and local journalists. This is crucial to allow Hong Kong businessmen to continue to have their international links. The Chamber will be using our foreign invested members and working with the international chambers on this effort. We will also be writing to foreign chambers overseas on the SARS story.

4. International negotiations: The Chamber recommends that in conjunction with other Asian governments, the government should try to establish with others a fair

set of travel rules defining when restrictions will be imposed and ground-rules on how to treat arrivals. We should explain to them what we are doing to ensure that passengers leaving Hong Kong will be healthy, and prevent discriminating treatment of Hong Kong people either at the border or in business before it happens. This could be done by our government or via the Central Government.

5. Medical supply/personnel support: The Chamber recommends that the government work with Beijing and other governments on equipment supply replenishment, and urge Hong Kong based-airlines to offer free transport for foreign medical experts and supplies to come to Hong Kong. Certain shortages in intensive care units here can be supplemented by overseas equipment, and personnel can also come from overseas or from the Mainland in intensive care.

6. Clean the City: The Chamber supports a serious long-term campaign to clean the city, coupled with a vigorous "greening Hong Kong campaign". Putting together

a highly publicized effort to scrub streets and buildings would win a lot of attention, and might actually do some good. Hygienic standards must be raised in Hong Kong, with a seal of approval of hygiene to be devised for restaurants. This is vital to keep SARS under control and also might create some jobs. This could start now and must continue to give us a healthier place with better quality-of-life.

RECOMMENDED MID- TO LONG-TERM MEASURES

1. Promotion I (Re-launch Hong Kong as a business centre): This would be for when conditions improve, at least in Hong Kong, and when "knowns" outnumber the "unknowns" about the disease. The Chamber recommends a large-scale campaign to send private business executives abroad, to "sell" Hong Kong in skeptical markets and bring business travelers back. The flip side would be a program to invite business leaders to Hong Kong, to see for themselves the state of the (post-crisis)

標準的食肆發出認可證明。此舉大大有助控制疫症之餘，亦能創造若干職位。政府應馬上行動，繼續保持和促進香港居住環境的健康，提升市民的生活質素。

III. 中長期措施建議

1. 推廣計劃一 (重新推介香港為商業中心) : 這計劃宜在香港情況好轉及對疫症有相當瞭解時推行。總商會建議展開一項大型計劃，派遣私營企業行政人員前往外地，向持懷疑態度的市場「推銷」香港和吸引商務旅客重臨香江。同樣，我們亦可邀請商界領袖來港，親身視察 (危機過後) 經濟狀況及在本地舉行國際會議。最壞情況一旦過去，我們便需制定前瞻計劃，由政府與商界聯手向合適對象推廣。

2. 推廣計劃二 (重新推介香港為旅遊中心) : 當情況改善、新症顯著減少和世界衛生組織撤銷旅遊警告後，總商會建議開

展大型宣傳運動，吸引旅客再度來港旅遊。我們可考慮於旅遊警告撤銷當日刊登全版廣告及增添優惠，如暫時豁免一至三個月的酒店住宿稅和機場旅客離境稅；協調航空公司全面恢復服務；推出專為香港「醫護英雄」而設的度假旅遊套餐，及派發購物禮券以刺激消費。在適當時機推行適合計劃，有助香港旅遊業更快回歸正軌，並可減少後遺症和海外旅客對香港的誤解。

3. 推廣計劃三 (重新宣揚香港精神) : 總商會建議於危機後舉辦慶典，邀請國際知名人士合力推廣慈善活動，藉此提高市民的社會意識，並為身體或財政受損的人士籌款。事實上，這計劃旨在慶祝危機過去，標誌著我們終於渡過困境，並從中汲取經驗，再創美好明天。

4. 醫療保險改革 : 今次危機反映香港醫護服務在集資上存在根本問題，政府可能因

此需要加快檢討醫療保險和服務的改革。本港的醫護制度早已過時，加上目前承受沉重壓力，實應盡快研究集資的渠道和方式。總商會建議進行可行性研究。

5. 市區重建 : 發起大規模 (一千億港元?) 市區重建計劃，對象是舊式住宅和商業大廈。總商會建議進行可行性研究。

6. 「可持續發展」 : 投資大型政府項目，貫徹可持續發展目標：地區市政工程項目、廢物管理和處置、環境保育 (購入濕地作康樂用途)。總商會建議進行可行性研究。此項和前項措施均可令香港成為一個更健康、更適宜居住的地方。

7. 生物科技和醫護業 : 政府應把握是次機會投資大學和其他基建，以推動生物科技和醫護業發展，尤其是傳染病研究及控制方面。總商會建議進行可行性研究。



economy, and to hold international conferences here. Once the worst has passed, we need a pro-active plan with government and the business community joining hands to target the right audiences.

2. Promotion II (Re-launch Hong Kong as a tourism centre): As conditions improve, as the number of new cases declines significantly and the World Health Organization lifts its travel advisory, the Chamber recommends implementing a large-scale publicity campaign to attract tourists back to Hong Kong. Consider full-page ads on the day of the lifting of travel advisory, adding benefits such as suspension of the hotel accommodation tax and air passenger departure tax for 1-3 months. Coordinate with full restoration of airline services and perhaps a vacation package for Hong Kong's "health care heroes". Spending vouchers to encourage consumption. The right campaign at the right time would encourage a more rapid return to normal and would reduce the lin-

gering effect and mis-perception time.

3. Promotion III (Re-launch Hong Kong spirit): The Chamber recommends a post-crisis celebration theme. Promote charitable events with international celebrities to improve community sense of well being and raise money for those who have suffered personally or financially. In essence, this will be a "celebration" of the end of the crisis, drawing this experience we have all live through to a close.

4. Medical insurance reform: This crisis highlights the fundamental health care funding problem in Hong Kong. This crisis can be the catalyst to review how health insurance and health care should be reformed. This is long overdue, and system is so stressed now that reform is necessary to look at sources and manner of contribution. The Chamber recommends a feasibility study.

5. Urban renewal: As a "come back" mea-

sure with some "promotion" element, initiate a very large scale (\$100 billion?) urban renewal program targeting old flats and commercial premises. The Chamber recommends a feasibility study.

6. "Sustainable Development": Invest in massive government projects under the "sustainable development" umbrella: local-level public works projects, waste management and disposal efforts, conservation (buying wetlands for recreational use).

The Chamber recommends a feasibility study. Both this and the previous initiative make Hong Kong a healthier and more livable place.

7. Biotech and healthcare industries: The government should use this opportunity to invest in universities and other infrastructure to support the development of a biotech and healthcare industry, perhaps with emphasis on infectious diseases. The Chamber recommends a feasibility study. **B**

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KEEPING THE INTERNATIONAL COMMUNITY INFORMED ON THE SARS SITUATION IN HONG KONG



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5 May 2003

Dear Friends of the Chamber,

"Severe Acute Respiratory Syndrome" (SARS), or "Atypical Pncumonia" as it is also called, continues to cause a great deal of concern and anxiety internationally. I would like to brief you on the situation in Hong Kong and to give you the facts as we know them. The SARS virus has been affecting Hong Kong for more than a month, but the WHO said a week ago that the epidemic has passed the peak in Hong Kong. Indeed, the number of new cases in Hong Kong is coming down rapidly.

For a disease with so many unknowns, it is natural to have many "experts" who trade opinion as fact, in some instances creating unnecessary concern. In view of this, we believe that it is important to keep your business community informed with accurate information about the SARS situation in Hong Kong. I hope you can share the information with your members and your business contacts.

Even in the worst period of three weeks ago, life in Hong Kong carried on. As Dr. David Baltimore, the President of Caltech, a Nobel laureate in medicine, put it recently in the *Asian Wall Street Journal*, "Given what's happened thus far, the appropriate response (to SARS) is to pursue targeted and aggressive public-health measures, while the 99.9% not conceivably at risk go on with their lives."

That is exactly what Hong Kong has been doing. People in Hong Kong are taking a balanced approach to SARS. Travel has been curtailed, the tourist and retail and restaurant sectors have suffered, but people are carrying on as best as they can and working at their jobs. For example, nimble and innovative Hong Kong export firms are finding new ways to connect with customers, including setting up temporary showrooms overseas. Trade fairs are going ahead for an extended spring buying season, with stringent health protection measures in place. And once the WHO travel advisory against "non-essential" travel to Hong Kong is lifted — and we would hope that could happen in a few weeks or less, you will find Hong Kong business people going full force in re-engaging with customers and potential clients.

We have a transparent system here with top-notch medical care. Our super-dedicated medical personnel are slowly winning the battle against SARS, with the citizens well informed on preventative measures to curb the spread of SARS. Hong Kong people are

In view of the intense international concern over SARS, the Chamber on May 5 wrote to our friends around the world to ensure that they are accurately informed about the situation in Hong Kong. The letter acknowledges that Hong Kong is united in combating the virus, and at the same time remains an important regional business hub, as well as the main gateway to China. The Chamber will continue to play its role to promote the business of Hong Kong by keeping the outside world informed. With the situation stabilising, we will be writing to our contacts again shortly when we are about to "re-launch" Hong Kong.

香港疫情通報全球

非典型肺炎備受國際關注，本會於5月5日致函世界各地友好，確保他們瞭解香港疫症的實情。我們在信中說明，香港正齊心對抗疫症，同時，香港仍是亞太商業樞紐和中國主要門戶。本會將繼續推廣香港的工商業，促進資訊對外流通。隨著疫情穩定，我們將於短期內再次去信海外人士，重新推介香港。

finding the will to get through the crisis, both individually and united as a community. To date, among the 1,600 infected patients, over 900 have recovered, with more and more discharged everyday. The number of new cases per day has just reached single digit. Unfortunately, around 180 have died, but most of the fatalities were elderly and suffering from other chronic illness.

Meanwhile, Hong Kong's strengths as a regional business hub, and its hard-earned reputation for resilience and flexibility, make Hong Kong as important to international business today as it was before the emergence of SARS. It is an excellent location to be a springboard into China. China — after it controls its own SARS problem — will continue to be the fastest growing economy in Asia which cannot be ignored by any far-sighted company. And Hong Kong provides you a comforting and efficient location to do this business with China.

We encourage you to contact us should you have further concerns or questions regarding the developing SARS situation in Hong Kong. You may want to visit our website at www.chamber.org.hk for updated information on SARS. Attached you will also find a list of resources and important facts that our organization has found both educational and objective. While the media has focused on the drama, you will, from looking at the facts, realize that SARS is just another challenge that we will end up overcoming.

I hope you find the letter useful. When the WHO lifts the travel advisory against Hong Kong, we will be writing to you again to give you details of a "re-launch" of Hong Kong. We look forward to seeing you after then!

Yours sincerely,



Anthony Nightingale
Chairman

It could be (much) worse

The atypical pneumonia outbreak came at a relatively good time for the SAR economy, writes **DAVID O'REAR**

Hong Kong's economy is in the doldrums, once again. While this year's reason is 70 percent pneumonia and 30 percent structural, the externalities – factors outside our economy – are actually quite favourable, at least for now.

According to the International Monetary Fund's (IMF) World Economic Outlook, published in April, global GDP is forecast to rise 3.2 percent this year and 4.1 percent in 2004, the fastest growth since 2000. The world economy is thought to be expanding a healthy 3 percent in the first half of this year, and ever so slightly faster in July-December. A year from now, in January-June 2004, global GDP is forecast to be rising at a 3.8 percent clip, picking up speed later in the year. Forecasts for segments of the world – the rich nations, Asia and of course, Hong Kong and the rest of China – vary from one economist to the next (we never all agree on anything), but the general trend is far from grim.

Hong Kong's fortunes closely track those of the world economy, rising more rapidly when global growth – and particularly growth in trade – rises, and dipping during global slumps. In the second half of 2002, the global economy is estimated to have grown nearly 3.5 percent, which coincides with Hong Kong's return to positive growth. As the first graph shows, our economy rises and falls with the world's fortunes.

Atypical pneumonia changes some of that, but not all. We are losing economic activity in the tourism, restaurants and retail sector at an alarming rate, but trade – which is equal to nearly three times the size of our domestic economy – remains robust. The concern now is over perceptions, as well as patients. If we are seen to be paralysed, the lag between controlling the epidemic and economic recovery will stretch out unnecessarily.

Trade plays a critical role in our economy, and when world trade is on the up-swing, Hong Kong prospers. In 2001, global trade had its worst year in more than a decade, and as a result Hong Kong's two-way trade (we make money both ways) contracted 1.8 percent. Last year, world trade expanded 2.5 percent, according to the World Trade Organisation (WTO), and the HKSAR saw an 8.1 percent growth in international commerce. The IMF expects trade to rise 4.3 percent in 2003 and 6.1 percent next year, setting the foundations for strong growth – at least in that critical sector – here at home.

Five Asian neighbours – Japan, South Korea, Taiwan, Singapore and the Mainland of China – accounted for 61.7 percent of Hong Kong's two-way trade last year. Their transactions with the world increased 7.6 percent in 2002 over the previous year, and laid the foundation for Hong Kong's strong trade performance. This year, the trade of these five economies – combined imports and exports – is up 27 percent in the first quarter, over January-March 2002.

Clearly, any increase of this magnitude must bode well for Hong Kong's own commerce, although, the impact of the atypical pneumonia epidemic must be taken into account. The USA is the other major trading partner, and while first quarter data are not yet available, the 9.9 percent growth in two-way trade in January-February, over the same 2002 period, is strong.

The second graph shows the correlation between global trade and that of Hong Kong. What cannot be shown is how soon qual-



ity assurance teams will feel comfortable enough to return to inspecting factories in the Pearl River Delta, buyers will come to trade shows and orders for winter fashions and Christmas toys will start coming in.

Hong Kong's close proximity to the source of the pneumonia outbreak may raise questions about the wisdom of deeper integration with the Pearl River Delta, or indeed, about globalisation itself. As businesses, we need to fight this perception. Foreign-invested factories in Guangdong, for the most part, are among the best in China in terms of worker safety and hygiene. Hong Kong-based employees are a huge part of the travel across the boundary, and yet the main sources of concern are housing estates and hospitals. These are critical messages that we should be communicating with our trading partners.

As for globalisation, it should be obvious that the presence of international investors in the Pearl River Delta is one of the main reasons that it is the most prosperous part of the nation.

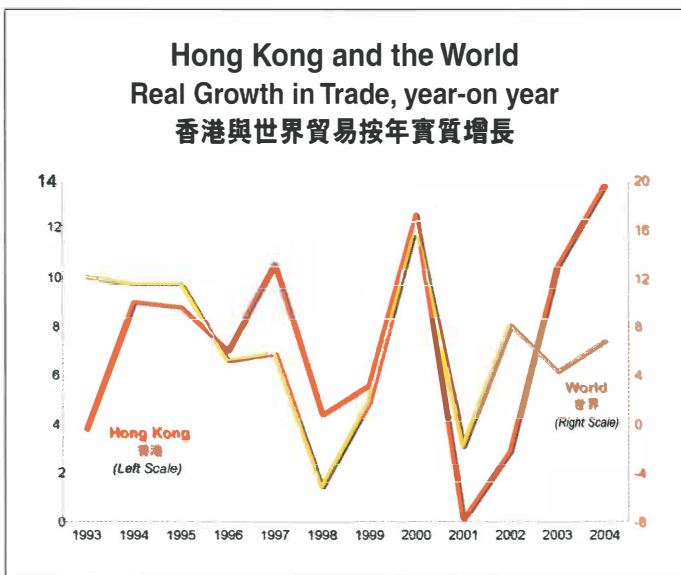
香港經濟或因肺炎逆轉

非典型肺炎在特區經濟相對良好之時爆發 歐大衛

香

港經濟再度陷入低迷，七成歸咎於肺炎，三成源於結構性問題。外圍因素其實頗為有利，至少目前如是。

國際貨幣基金會於四月公佈的「環球經濟前景」報告中預測，今年和2004年全球生產總值將分別上升3.2%和4.1%，增速為2000年以來最快。今年上半年世界經濟料錄得3%的穩健增長，下半年升幅更會稍微擴大。由現在起計一年後，即2004年1至6月，全球生產總值預期上升3.8%，下半年升勢更為強勁。經濟師對世界各地，包括富裕國家、亞洲、香港和中國的經濟預測往往不一（我們從未在任何事上有過一致意見），但整體趨勢絕不惡劣。



香港與世界經濟息息相關。當全球經濟尤其是貿易有所增長，特區經濟便會飆升；當前者衰退，後者亦會跟隨。2002年下半年全球經濟估計增長近3.5%，與香港回復正增長的情況吻合。圖一顯示香港經濟命運繫於全球。

非典型肺炎給本港經濟帶來若干變化，但影響並非全面。雖然旅遊、飲食和零售業損失慘重，惟貿易（相當於本地生產總值的三倍）依然蓬勃。當前的憂慮是國際對香港的看法和如何遏制疫潮。若我們被誤視為軟弱無能，香港經濟也許未能緊接疫症受控後復甦。

貿易對特區經濟舉足輕重，當全球貿易趨升，香港就繁榮興旺。2001年全球貿易表現為十多年來最差，因此，年內香港進出口貿易收縮1.8%。據世界貿易組織表示，去年全球貿易上升2.5%，特區國際商貿隨之增長8.1%。國際貨幣基金會預測2003年和明年全球貿易分別上升4.3%及6.1%，這為本港經濟強勁增長奠定基礎。

鄰近的五大亞洲地區—日本、韓國、台灣、新加坡和中國，佔去年香港進出口貿易61.7%。2002年，這些地區與全球的貿易較前年增加7.6%，亦給本港的出色貿易表現帶來支持。今年首季，這些地區的進出口貿易較2002年同期勁升27%。這增長勢頭顯然利好特區貿易，惟須計及非典型肺炎的影響。美國是香港另一主要貿易夥伴，雖然該國尚未公佈今年首季貿易數字，但其1至2月進出口貿易比2002年同期上升9.9%，增幅顯著。

圖二顯示全球與香港貿易的聯繫。我們無法知曉的是，工商業的品質檢驗小組最快何時才會重返設於珠三角的工廠檢驗貨物；海外買手最快何時來港參觀貿易展，以及外商最早何時發出冬裝和聖誕禮品的訂單。

由於香港毗鄰爆發肺炎的地區，香港加強與珠三角融合甚至全球化本身的好處，難免惹人質疑。香港商界需要糾正這種想法。大部分設於廣東的外資廠房，其工人安全和衛生水平在中國皆數一數二。此外，香港僱員雖經常穿梭兩地，但屋邨和醫院才是主要的感染源頭。這些訊息十分重要，我們應向貿易夥伴傳達。

至於全球化，國際資金源源進入珠三角，顯然是後者成為全國最富庶地區的主因之一。身為商界一分子，我們有責任大幅提高數百萬名本港市民的生活水平，當中不但包括我們的員工（或股東），還有關連行業如供應商、該等行業的僱員和所有相關人士的家屬。憑藉香港的工商業發展，市民得享更佳飲食、更便利的醫療服務、活得更長久，及得以提升子女接受教育的機會。他們的工作條件也大大提高，在全球的競爭力亦見增強，前途更顯光明。

要商業夥伴認清在香港營商的風險，我們須如實報道事態發展。風險固然存在，但並不高於「典型」肺炎涉及的風險。營商亦可帶來回報，與香港和內地合作的人士，得益更大。最大的風險可能就是坐視不理，讓歇斯底里情緒蔓延。

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歐大衛為總商會首席經濟師，電郵：david@chamber.org.hk。

We, as businesses, are directly responsible for dramatically raising the standards of living of millions of people. These people are not just our workers (or shareholders), but also associated businesses such as suppliers, the employees of those businesses, and the families of everyone involved. Because of our presence, millions of people eat better, have improved access to medical treatment, live longer and have a greater opportunity to educate their children. Their working conditions are vastly improved, their ability to compete in the world is enhanced and their prospects for a better future assured.

Getting our business partners to recognise the true picture of the risks of doing business here requires that we balance the picture presented in the media. There are risks, but they are not higher than those associated with "normal" pneumonia. There are also rewards, particularly for those who work with Hong Kong and the rest of China when others will not. Perhaps the greatest risk is to do nothing, and allow hysteria to spread.

Institutional reforms to drive China's market economy

Several ministerial-level bodies have been set up in China to replace once key ministries. RUBY ZHU analyses what changes businesses can expect to see as a result and their possible impact on China's market-oriented reforms

The end of the Tenth National People's Congress saw the start of a new round of government restructuring in China. The changes involve the creation of several ministerial-level bodies, including the Ministry of Commerce (MOC), State Asset Management Commission (SAMC), State Development and Reform Commission (SDRC) and China Banking Regulatory Commission (CBRC). The changes have been a cause of concern to the Hong Kong business community. This article analyses changes to the role that the Chinese Government plays in these departments and their possible impact on China's market-oriented reforms.

The former Ministry of Foreign Trade and Economic Cooperation (MOFTEC), and the State Economic and Trade Commission (SETC) have been dismantled and their work has been incorporated into the new Ministry of Commerce (MOC). Many countries worldwide unify the management of internal and foreign trade under a single department, such as Japan's Ministry of Economy, Trade and Industry and the U.S. Department of Commerce.

MOC's establishment aims to integrate China's domestic and foreign trade, and fulfil China's WTO commitments, which include granting all Mainland enterprises trading rights by the end of 2004. It also removes any previously overlapping functions among government agencies and is more in-line with international practices.

MOFTEC used to manage affairs related to foreign investments and was a key office for foreign businesses. Since the old ministry was responsible for formulating foreign investment policies and approving major projects, foreign investors are naturally concerned about how MOC will operate.

The State Council has appointed Lu Fuyuan as the new minister to drive MOC, and its main responsibilities are: perfecting a market system, monitoring commodities demand and supply, organising international economic co-operation and co-ordinating matters relating to anti-dumping and anti-subsidies.

In this writer's opinion, formulating foreign investment policies will be a key function of MOC. Two of its most pressing issues are, firstly, the export tax refund. Some Mainland cities have not yet paid back foreign businesses for the export tax paid for 2001, which is causing cash flow problems for many of them. Its second pressing issue is it needs to draw up detailed policy guidelines for foreign investors' engaging in merger and acquisition activities in China.

The former State Development Planning Commission has been reorganised into the State Development and Reform Commission (SDRC), which is headed by Ma Kai from the former Structural Reform Office. The role of the SDRC remains relatively unchanged, although some of its work has been incorporated into the MOC.

With energy issues growing in importance in China, a new Energy Bureau has been set up. As defined by the State Council, the SDPC is responsible for the comprehensive study and formulation of policies on economic and social development, and for guiding reform of the macro economic system. Its "planning" role has been diluted as it has relaxed its grip on commodity prices, which further indicates that China is moving away from a planned economy.

Li Rongrong, former minister of the State Economic and Trade Commission, has been appointed the leader of the newly-created State Asset Management Commission

(SAMC). The responsibilities of this new body are: representing China to perform its duties as an investor as authorised by the State Council, supervising state-owned assets, increasing the value of such assets and strengthening state-owned operations.

The establishment of SAMC is an important step towards reforming state-owned enterprises (SOEs). Previously, SOEs were owned by the "state," which is an abstract concept. Now, they have a specific "boss" – SAMC. This initiative helps separate politics from business. With their goodwill and long history, SOEs remain the preferred partners for many foreign investors in China. But since the Central Government did not distinguish clearly the responsibilities and rights of SOEs in the past, foreign investors always suffered when disputes arose.

The problem of exactly who owns SOEs' assets has existed for several decades. It is difficult to straighten out the intricate relationships between enterprises, local governments and the Central Government over the short term. Consequently, it will take some time for SAMC to become the SOEs' real "boss."

Following the establishment of the China Security Regulatory Commission and the China Insurance Regulatory Commission, the long-awaited China Banking Regulatory Commission (CBRC) has been set up. The People's Bank of China's role in supervising and regulating banks and other financial institutions will be separated and integrated with the related functions of the Central Financial Working Commission. Liu Mingkang, from the People's Bank of China, has been appointed founding chairman of the CBRC.

Most countries that have experienced financial crises have separated their monetary policies from financial supervision. To



機構改革推動 中國市場經濟

中國已成立多個部委級機關取代舊有主要部門，朱丹分析是次改革為企業帶來的轉變，和對中國市場化進程的影響

第十屆全國人大閉幕後，新一屆政府的機構改革方案開始實施。多個部委級機關隨之成立，包括商務部、國有資產監督管理委員會（國資委）、國家發展和改革委員會（發改委）和銀行業監督管理委員會（銀監會），倍受香港商界關注。本文分析中國政府在新部門擔當的角色，和是次改革對中國市場化進程的影響。

原國家外經貿部和國家經貿委已不存在，其職能已併入新的商務部。事實上，世界上大多數國家都實行內外貿統管，如日本的通產省和美國的商務部。

中國商務部的成立旨在把對內和對外貿易統一管理，同時履行中國對世貿的承諾，包括2004年底前給予所有在內地的企業貿易權。此舉亦避免了以前多個政府部門的職能重疊，進一步與國際接軌。

原外經貿部專責管理外商投資事宜，對外商的重要不言而喻。由於該部過往負責制定外商投資政策和審批大型項目，新商務部的職能自然備受外商關注。

國務院已委任呂福源為商務部部長，該

部的主要職能是：完善市場體制、監測商品供求狀況、組織國際經濟合作、協調反傾銷、反補貼等事宜。

依筆者之見，制定外商投資政策仍然是商務部的重要職能之一。該部現時面對兩個較迫切的問題。一是出口退稅，內地有些城市還未退回2001年應退稅項，導致許多外商周轉困難。另外，對於外資在中國的併購活動，該部亦需制定詳細的政策指引。

原國家計委已改組為國家發展和改革委員會（發改委），由來自國家體改委的馬凱執掌。除了一部分職能併入商務部，發改委的職能變化相對較小。

基於能源問題在中國愈益重要，新增設了能源局。國務院給發改委的職能定位是綜合研究擬定經濟和社會發展政策，指導宏觀經濟體制改革。其「計劃」的功能有所削弱，其中放寬對商品價格的控制，進一步顯示中國正淡出計劃經濟體制。

原國家經貿委主任李榮融出掌新成立的國有資產監督管理委員會（國資委）。這個新機構的職能是：由國務院授權代表國家履

行出資人職責，監管國有資產，確保國有資產增值及進一步搞好國有企業。

國資委的成立，無疑是推行國有企業改革的重要一步。以前國有企業由「國家」這個抽象概念擁有，現在，國有企業終於有了具體的「老板」——國資委，基本上解決了政企不分的問題。憑藉信譽和歷史，國有企業仍是許多外商在中國尋找投資合作夥伴時的首選。然而，由於中央政府以往並無分清國有企業的責權，當合作雙方發生糾紛時，外商往往蒙受損失。

中國國有資產的問題已有幾十年歷史，企業、地方政府及中央政府之間的關係錯綜複雜，短期內難以理順，故相信還需一段日子，國資委才能成為國有企業真正的「老板」。

繼證監會和保監會之後，期待已久的銀監會終於登場。銀監會將人民銀行對銀行及其他金融機構的監管職能分拆出來，並與中央金融工作委員會的相關職能合併而成，來自人民銀行的劉明康已獲委任為銀監會首任主席。

世界上大部分經歷了金融危機的國家，都採取貨幣政策與金融監管分離的模式。為了應付亞洲金融危機，中國在1998年成立中央金融工委，以協調全國金融工作及監管所有金融行業。特別是中國入世後，外資金融機構紛紛進入中國，中國須將銀行監管與貨幣政策分割開來。

然而，根據《中國人民銀行法》，監管銀行和其他金融機構是中國人民銀行的責任。由於上述變動涉及法律修改，銀監會是改革方案下最遲投入運作的新機構。

中國的機構改革足證中國在市場經濟的路上不斷向前，且漸入佳境。國務院的機構重組與其職能定位，皆與推行自由經濟的國家相去不遠。這會增強外商投資中國的信心。

中國作為一個發展中的國家，雖然不能成為一個像香港一樣開放和自由的經濟體系，但是，內地的改革和各行業開放將可提升香港作為中國最國際化城市的角色。 **B** 朱丹為總商會助理經濟師，電郵：

ruby@chamber.org.hk。

cope with the Asian Financial Crisis, China set up the Central Financial Committee in 1998 to co-ordinate the nation's finances and supervise all financial sectors. The move was in-line with the rising trend of foreign financial institutions entering China, especially after China's WTO accession, which required China separate its monetary policies from the supervision of its banks.

However, under Chinese Banking Law, the supervision of banks and other financial

institutions falls under the responsibility of the People's Bank of China. As the above changes require amendments to the law to be made, the CBRC is the last body to start operations under the restructuring plan.

China's institutional reforms clearly show that the country is taking positive steps towards becoming a market economy. The State Council has, in general, followed the example of free market economies to restructure and redefine the function of its

government agencies – measures which will boost foreign investors' confidence in China.

Although China, as a developing country, cannot expect its economy to become as open and free as Hong Kong's, its reforms and the opening up of various sectors are expected to enhance Hong Kong's role as China's most international city. **B**

Ruby Zhu is the Chamber's Assistant Economist. She can be reached at, ruby@chamber.org.hk

PRD Corner

Expanded China information section of the Chamber's Web site alerts members to the latest news and events taking place in the Pearl River Delta, writes **ALFRED CHAN**

Following the hugely successful launch of the China WTO Corner last year to keep members up to date on the latest changes to WTO regulations affecting China and the opportunities for Hong Kong businesses, the Chamber has now zeroed in on the Pearl River Delta to develop an area-specific Web page, PRD Corner.

As Hong Kong moves towards closer economic integration with the Pearl River Delta, a freer flow of information, and greater awareness and understanding of developments within the region will become increasingly important.

Launched at the end of March, the new section attracts a steady stream of visitors, says Eva Chow, Director of the Chamber's International Business Division.

"We are like an information bank, providing a collection of news, programmes,

reports ... in fact just about anything to do with the PRD," she explained.

The Chamber has an agreement with the state-run People's Daily, as well as China Daily to list daily news related to the PRD on the site, and is negotiating with other media to list useful news. It also writes and disseminates reports on the delta, and visitors can also make use of selected links to other trade organisations and government Web sites in the PRD.

"The PRD Corner gives members a great deal of information about what is happening in the Pearl River Delta," Ms Chow said. "They can then analyse this information to see what possible business opportunities are there for them to capitalise on."

Alfred Chan is the Chamber's Information Technology Manager. He can be reached at, alfred@chamber.org.hk

Advantages to Chamber members using the site include:

LATEST INFORMATION Articles from China's state-run media, and information provided by the Mainland authorities, including the Guangdong Government's Economic and Trade Office Newsletter, which provides the latest information of what's happening in the province.

SEMINARS & TALKS Members can listen to talks given at the Chamber's PRD Roundtable Luncheons series, and other Chamber seminars. They can also find out what PRD related events are taking place in town.

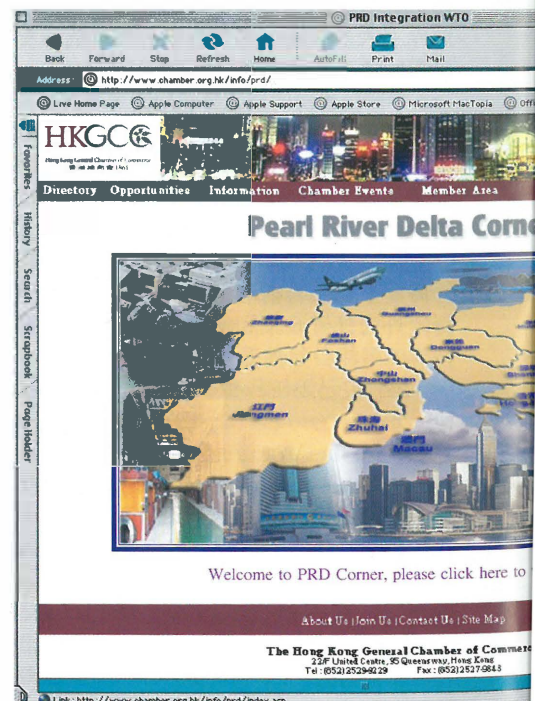
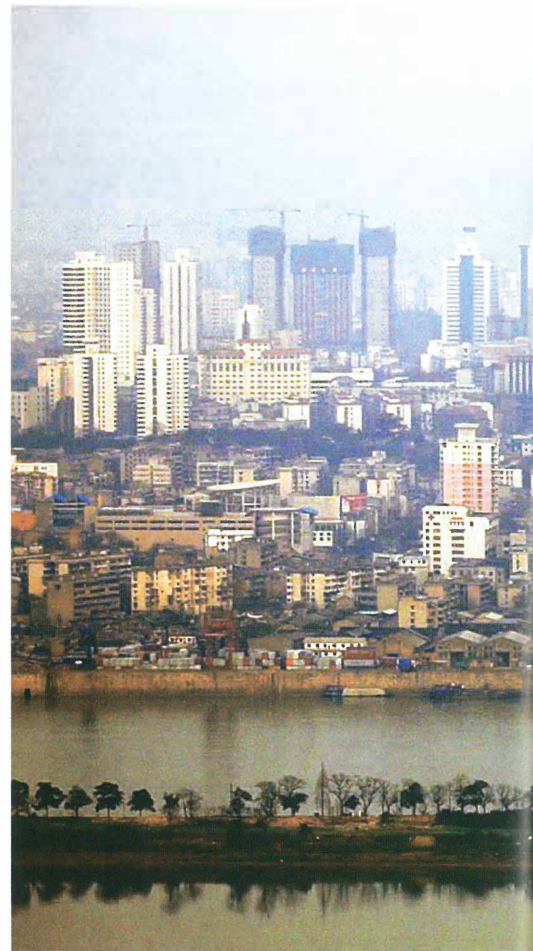
FREE Visitors to the PRD Corner can access the wealth of information and speeches at no cost.

網頁給會員帶來的好處：

商情快遞 網羅中國國營傳媒機構的文章和內地機關發放的資料，包括廣東省政府經貿辦公室通訊，匯集省市最新經貿情報。

研討會和講座 會員可收聽本會「珠江三角洲午餐研討會系列」和其他研討會演說，並查看城中珠三角活動便覽。

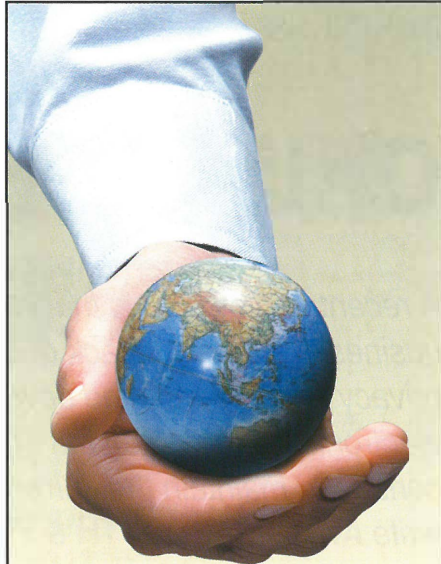
豁免收費 會員可免費瀏覽網頁內各式資訊，以助拓展業務。





珠三角動向

通過本會網站新增中國資訊，緊握珠三角發展動態
陳宗元



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本會去年推出「中國入世區」網頁，讓會員緊貼世貿條例改變對中國的影響，和港商藉國家入世享有的機遇，獲得會員一致好評。本會遂再接再厲，開闢新網頁「珠三角動向」，為會員集中提供這地區的最新資訊。隨著香港與珠江三角洲經濟日漸融合，促進資訊自由流通及加深企業對區內發展的認識和瞭解變得愈益重要。

本會國際商務總監周紫樺表示，新網頁於三月底面世，瀏覽頁次穩步揚升。

她解釋：「新網頁猶如一個珠三角資料庫，包羅一切相關消息、活動計劃和報告，應有盡有。」

本會亦與國營《人民日報》和《中國日報》達成協議，在網頁轉載珠三角每日新聞，還正與其他傳媒機構磋商發佈實用資訊。此外，該網頁亦羅列本會編纂的珠三角研究報告，同時提供其他多個區內貿易組織和政府網站的連結，方便會員選用。

周紫樺說：「『珠三角動向』搜羅大量區內訊息，幫助會員分析和掌握潛在商機。」

陳宗元為總商會資訊科技經理，電郵：
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Online Privacy

A recent survey shows that individuals and businesses believe a lack of online data privacy is hampering the development of electronic transactions, but that they are content to maintain the current status quo, write **ANGUS FORSYTH & YVONNE CHIA**

An overwhelming majority (83 percent) of general Internet users and local IT companies (84 percent) think that limited personal data protection restrains Hong Kong's e-commerce development, recent surveys show. The results suggest that greater personal data privacy awareness and protection will help drive forward Hong Kong's efforts to develop its e-economy. However, those surveyed admitted that they were willing to disclose their personal information – excluding financial data – in exchange for free access to the online services being offered.

The surveys, conducted by IT Practice Group of Stevenson, Wong & Co., in co-operation with the Internet Professionals Association, polled general Internet users (data subjects) and IT companies (data users) about their attitudes towards personal data privacy.

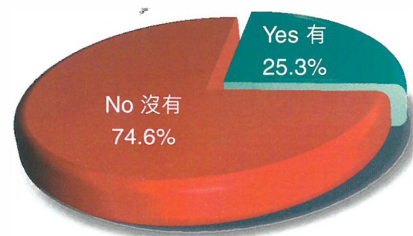
Some 95.4 percent of data subject respondents said they are afraid about the release or transfer of their personal data without their knowledge. A total of 93.4 per cent of respondents said they would be concerned if their personal data were transferred out of Hong Kong – especially to somewhere with less privacy protection than in Hong Kong – for direct marketing/business analysis purposes.

86.2 percent of the respondents said e-privacy or security problems would discourage them from paying online

One would expect that this revelation by data subjects – who are principally customers or potential customers – suggest that they would check if the service providers are “privacy protection friendly” and would hesitate to use their services if they lacked such protection.

But this is not the case. Surprisingly, only 9.8 percent of the data subject respondents said they first check privacy terms of Web sites when they surf the Internet, even though 60.7 percent said they know that many Web sites automatically collect their personal data, e.g. via cookies.

In fact, in the context of e-transactions not involving online



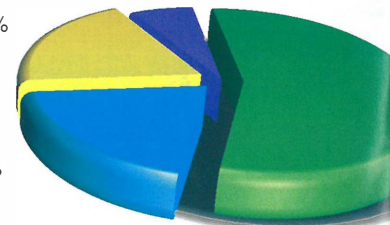
Does your Web site have privacy terms?
有否在網頁列明個人資料私隱保障條款?

If no, what is your main reason?
如沒有，主因是甚麼？

Wait until I earn more money
要賺取更多資金 19.8%

Can't be bothered
不想這樣做 18.9%

Others 6.3%
其他原因



Don't think it's important
認為這不重要 54.9%

Privacy Issues of Data Users

payment (for information only), 16.3 percent said e-privacy or security problems would persuade them out of Internet usage. Similarly, 86.2 percent of the respondents said e-privacy or security problems would persuade them out of online payment.

While the survey for data subjects shows respondents are concerned about their personal data protection, the results also show that these concerns simply fade into insignificance if users can get what they want free of charge online by disclosing personal details about themselves.

But such a trade-off could result in the customer getting a rotten deal because the loss occasioned by mishandling of collected personal data may be severe.

There is no “free lunch.” Customers who exchange their privacy protection for free online services are all too often blithely unaware that their personal data may be sold and transferred to endless channels without anyone keeping track of where their personal data has gone.

The data may be bought by spammers who often do not take proper care of the collected data, leading to massive unauthorised exposure of customer data.

WEB SITES EXPLOIT THE CARROT TACTIC

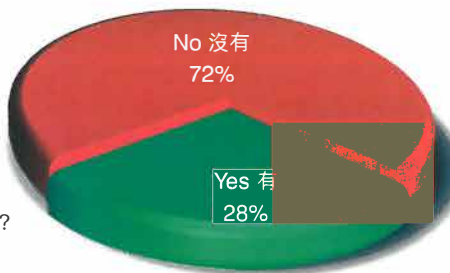
As expected, general consumers' willingness to compromise their privacy protection is reflected in the providers' response to the data user survey. Some 74.6 percent of the 150 data user respondents do not include privacy terms on their Web sites, with 54.9 percent of respondents saying the main reason for doing so was because they think it is not important as surfers mainly want their services/products.

網上個人私隱保障探索

近期一項調查顯示，個人和商界對網上個人私隱保障的認識不足，正窒礙香港電子交易的發展，惟他們大都滿足於現狀
霍靈律師、謝天懿律師



Have you taken all practical steps to ensure that personal data is protected against unauthorized access?
有否盡可能採取一切實際步驟，確保個人資料不遭挪用？



資料使用者的私隱關注事項

However, 77.3 percent of the data user respondents utilise cookies to get information about visitors to their Web sites without asking surfers' consent. Moreover, 75.3 percent said they are aware they have not taken all practicable steps to ensure the accuracy of personal data collected as required by the Personal Data Protection Ordinance (PDPO). This involves conducting regular checks to erase collected data when it is believed to be no longer accurate and they choose to continue to ignore their legal obligations.

An alarming 72 percent confessed they have not taken all practicable steps to ensure that personal data collected are protected against unauthorised access.

It is unclear whether this lax approach is due to businesses feeling they can skirt the PDPO – there has only been one successful case of prosecution to date since it was enacted in December 1996 – or they do not fully understand the ordinance, or because they simply do not have the knowledge, skills or resources to do it.

The results of the surveys show that data users and data subjects should be given the benefit of innocence. Almost three-quarters (73.3 percent) of the data user respondents said they were not aware that they are legally required to publish a Privacy Policy Statement and Personal Information Collection Statement online to actively inform surfers of their personal data policies and practices. Similarly, 75.4 percent of the data subject respondents confessed they do not know all of their rights under the PDPO – for example data access and correction rights – even though they have heard of the ordinance.

If the PDPO is to protect privacy interests of individuals in relation to their personal data, in the authors' view, practical

近日一系列調查顯示，絕大部分受訪的一般互聯網用戶(83%)和本地資訊科技公司(84%)均認為個人資料保障不足，令香港網上商務的發展受到掣肘。調查結果亦顯示，加強個人資料私隱保障的認知，能推動本港電子經濟。然而，受訪者普遍承認，如能在網上免費換取所需服務，他們便不介意透露財務資料以外的個人資料。

調查由史蒂文生黃律師事務所信息產業組聯同互聯網專業人員協會進行，旨在研究一般互聯網用戶(資料當事人)和資訊科技公司(資料使用者)對個人私隱認知和保護所抱持的態度。

95.4%受訪資料當事人驚怕個人資料會在本身不知情下外洩或轉讓。另有93.4%同類受訪者表示關注本身個人資料被轉移到香港以外地方，尤其是個人資料私隱保障較差的地方，供直銷或商業分析用途。

按一般預期，客戶或準客戶等主要資料當事人理應查看服務供應商是否做妥個人資料私隱保障，若然沒有，便會另覓其他供應商。

可是，現實情況卻令人驚訝，只有9.8%受訪資料當事人表示會在瀏覽互聯網時首先查閱網站的私隱保障條款，即使有60.7%表示知道不少網站利用跟蹤器自動收集他們的個人資料。

事實上，在不牽涉網上付款(僅提供資訊)的電子交易方面，16.3%同類受訪者表示鑑於網上個人資料私隱或保安問題，不使用

86.2%受訪者表示，由於網上個人資料私隱或保安問題，不在網上付款

互聯網。86.2%則表示，由於上述問題，不在網上付款。

調查顯示，儘管資料當事人關心個人資料是否受到保護，但若他們能藉披露個人資料免費在網上獲取所需，就會變得鬆懈。

其實，如果個人資料被誤用，當事人更將蒙受重大損失。

世上沒有免費午餐。以個人資料換來免費網上服務的客戶，多不留意本身個人資料可能被出售，甚至無限次轉讓而不知所蹤。

網站收集的資料甚或落入濫發電郵人士手中，導致大量客戶資料遭挪用。

取巧手段

在以資料使用者為對象的另一調查中，資訊科技服務供應商的

guidance must be given to data users and data subjects on how to comply with their duties to make the law and its sanctions meaningful.

The authors also advocate that serious efforts to educate businesses on privacy protection be carried out. This is especially important given the view of the added danger to service providers since Hong Kong Court of Final Appeal's December 2002 judgement, which substantially extended the concept of vicarious liability of employers for negligent acts and omissions of their employees on the basis that it is "fair" to do so not just – as previously – arising directly out of acts simply done in the habitual course of a particular employment.

The potential impact of this ruling upon the employer/employee relationship through Internet usage and e-commerce still needs to be fully thought through, but is likely to be material.

THE WAY FORWARD

Although the government has identified specific pillar industries for Hong Kong's long-term development, the authors urge the authorities to think one step further: to identify and recognise the underlying – albeit indirect – factors of boosting the local economy which, in light of the surveys, must include raising personal data privacy awareness and preservation.

The authors urge the government and the Office of the Privacy Commissioner for Personal Data to consider initiating a personal data privacy awareness project. This would help create an automatic human reflex – like looking right and left when crossing the road – in both data subjects and data users and which flashes the relevant civil and criminal sanctions in the minds of those concerned to enable them to avoid prosecution and civil liability.

But raising awareness alone is not enough. As the surveys indicate, many people are already aware of the need for privacy protection. What is now needed is concrete help and practical advice to help businesses, especially SMEs, to put in place adequate privacy protection measures. These measures must go beyond simply making available guidance notes for businesses.

Incentives for businesses to comply with the PDPO are also needed. Businesses, especially in this poor economic environment, are unlikely to commit any cash or effort toward improving personal data protection unless it can increase revenue/goodwill/efficiency or reduce cost of production.

In this regard, we recommend that a central quality personal data privacy protection scheme be established. Under the proposed scheme, organisations that have fulfilled certain prescribed privacy protection assessment criteria – which certainly should include the PDPO requirements – and have maintained their continuous privacy protection can display a specially designed quality decal.

This decal would symbolise a quality organisation that cares about customers' personal data privacy protection and it would be a sign that customers would look for. Details of the scheme need to be worked out but it is broadly similar in concept to the "Quality Tourism Services Scheme" initiated by the Hong Kong Tourism Board or an ISO 9000 quality standard.

It appears that we are now at an impasse – businesses, espe-

Data Subjects Online Privacy Concerns

Are you afraid of release or transfer of your personal data without you knowing it?
會否驚怕個人資料在本身不知情下外洩或轉讓?

95.4%

Do e-privacy/security problems discourage you from conducting online payments?
會否鑑於網上個人資料私隱/保安問題不在網上付款?

86.2%

Do you care if your personal data is transferred out of Hong Kong especially to somewhere with less privacy protection than in Hong Kong?
會否關注本身個人資料被轉移到香港以外地方，尤其是個人資料私隱保障較差的地方?

93.4%

Do you think limited personal data awareness makes people less keen about personal data security?
會否認為個人資料的認知不足會導致人們輕視個人資料保障?

94.7%

Do e-privacy/security problems discourage you from Internet usage without online payment e.g. information only?
會否緣於網上個人資料私隱/保安問題不在網上進行付款以外的活動，如查閱資訊?

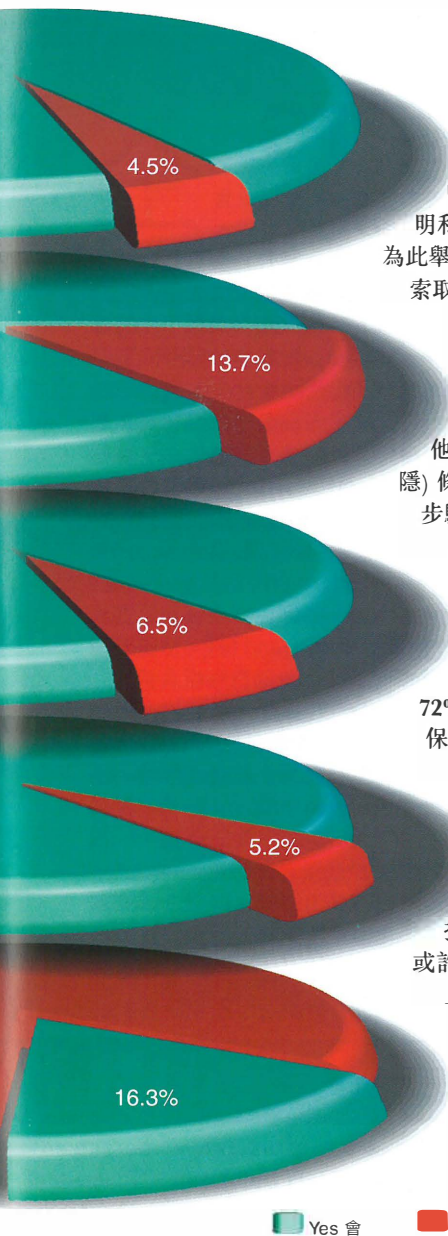
83.6%

cially SMEs, are reluctant to implement personal data privacy protection, and customers have come to accept the "deal" where they get online information/services free of charge in exchange for their personal data. This is unhealthy for the development of e-commerce involving payment.

To break through this impasse will require a generous injection of incentives and education, which will also drive Hong Kong forward as the IT hub of Asia.

B

資料當事人的網上私隱關注事項



回應正好反映一般客戶樂意犧牲其個人資料的私隱。

在 150 名受訪資料使用者中，高至 74.6% 沒有在網頁列明私隱保障條款，另有 54.9% 認為此舉不重要，事緣瀏覽者皆只著意索取網上服務或商品。

然而，77.3% 受訪資料使用者在未徵得瀏覽者同意下，利用跟蹤器搜集後者的資料。此外，75.3% 表示他們沒有按照《個人資料(私隱)條例》，盡可能採行一切實際步驟，確保收集所得的個人資料真確無誤，方法包括定時檢查和刪除已過時或失實的資料。可惜，他們目前多漠視本身法律責任。

令人震驚的是，多達 72% 受訪資料使用者承認未盡力保障所收集的個人資料不致濫用。

企業如此馬虎的緣故是免受《個人資料(私隱)條例》約束、根本不明所以或缺乏相關知識、技術或資源，現時仍是個謎。或許檢控率低是其中主因；事實上，該條例於 1996 年 12 月施行至今，僅有一宗成功檢控個案。

兩項調查的結果顯

示，部分資料使用者和當事人其實情有可原。三分之一受訪資料使用者(73.3%)表示不知要依法在網頁登載私隱政策聲明或個人資料收集聲明，主動知會瀏覽者相關政策和守則。同樣，75.4% 受訪資料當事人坦言，即使他們知道《個人資料(私隱)條例》存在，卻不全然清楚他們在條例下所有的權利，譬如資料存取和更改權。

有鑑於此，依筆者之見，若然該條例是為了保障個人資料方面的私隱權，便須為資料使用者和當事人提供實用指引，闡明如何履行本身責任，使條例和相關制裁具有意義。

筆者亦敦促當局全力向企業灌輸個人私隱保障知識。香港終審法院去年十二月的一項裁決，表明將僱主要因其僱員疏忽而負上第三方責任的概念大大伸延至僱員所屬工作範圍以外，做法合理。資訊科技服務供應商尤須注意由此而增加的風險。

這項關涉僱主與僱員在互聯網使用和網上商貿方面彼此關係的裁定，潛在影響雖仍有待觀察，但其深遠程度可想而知。

發展路向

縱然特區政府已為香港的長遠發展定出四大支柱產業，筆者根據上述調查結果，促請當局再進一步，在認定本地經濟增長的基本(即使是間接的)因素中，加入增強私隱的認知和保護。

筆者籲請政府及個人資料私隱專員公署考慮推出個人私隱認知計劃，幫助資料使用者和當事人作出本能反應(如過馬路要左右兼顧)，認識相關民事和刑事制裁，以免遭到檢控和負上民事責任。

不過，單單提升認知並不足夠。據調查所得，許多人都知道需要保障個人資料的私隱，商界尤其是中小企業目前最急需的是，制定周全個人資料私隱保障措施的實質幫助和指導。實行層面當然要超越印刷一般商業指引。

當局還須鼓勵企業遵行《個人資料(私隱)條例》。目下經濟艱難，企業不會貿然出錢或出力以改善個人資料保障，除非此舉能增加收入、商譽、效率或減省成本。

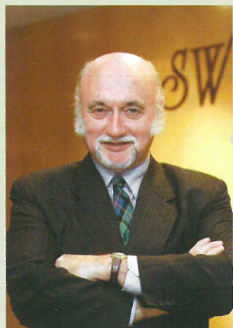
正因這樣，我們提議設立一個中央統籌的優質個人資料私隱保障計劃，參與機構如符合若干既定評估準則(當中應包括該條例的一些規定)，亦不斷努力保障個人資料的私隱，即可獲准張貼一個特別設計的標誌。

該標誌象徵獲發機構的服務質素高，致力保護客戶的個人資料私隱，客戶對之滿懷信心。這計劃的細節尚待敲定，但基本上就仿如香港旅遊發展局的「優質旅遊服務計劃」或 ISO 9000 品質標準。

我們看來處於僵局，商界特別是中小企業不願實行個人資料保障；另一邊廂，客戶卻樂意以個人資料換取免費網上資訊或服務。這情況不利涉及付款的網上商貿發展。

要打破僵局，香港歸根結柢需要全力推行激勵和教育工作，我們深信由此亦能促進本港的亞洲資訊科技樞紐地位。

B



Authors: Angus Forsyth (left) and Yvonne Chia (right), Partners of IT Practice Group, Stevenson, Wong & Co. (Web site: <http://www.sw-hk.com>), legal advisers to Hong Kong Information Technology Federation, Hong Kong & Mainland Software Industry Co-operation Association, Internet Professionals Association, Hong Kong Internet Service Providers Association and Hong Kong Logistics Association.

作者簡介：霍靈律師(左)和謝天懿律師(右)為史蒂文生黃律師事務所信息產業組合夥人(網頁：<http://www.sw-hk.com>)。史蒂文生黃律師事務所是香港資訊科技商會、香港與內地軟件業協會、互聯網專業人員協會、香港互聯網服務供應商協會和香港物流業協會的法律顧問。



Vital Protection to Your Remote Workers



David Sykes, North Asia
Director of Symantec.
Symantec 北亞區董事
David Sykes

The complexity of threats against enterprise IT infrastructure is growing. At the same time, an increasing number of employees are working remotely, connecting to the enterprise network via unprotected computers and notebooks.

“When employees are working at a remote environment, each contact point can represent a potential vulnerability, opening a back door for virus writers, intruders and hackers. An unprotected remote PC can potentially compromise an entire office network. Threats must be contained before they infect the enterprise network.” said David Sykes, North Asia Director of Symantec.

The risk is amplified with the newly emerged blended threats. The latest Internet Security Threat Report by Symantec indicated the number of blended threat has doubled in the second half of 2002, as compared to the same six-month period of 2001.

Blended threats – which combine the characteristics of viruses, worms, Trojan horses and malicious code with server and Internet vulnerabilities to initiate, transmit and spread an attack – are the most damaging and widely spread. They can easily infect the entire network through an unprotected access point at the PC or remoter workers.

“With complex blended threats, antivirus technology is not longer sufficient. To work

effectively, remote workers need secure access to documents and files. Best practices to secure remote units, such as updating virus definitions in a timely fashion, and installing a personal firewall and a simple intrusion detection tool, are recommended,” Sykes added.

ESTABLISHING A REMOTE OFFICE

VPN (Virtual Private Network) is one of the ways to establish secured remote working environment. VPN enables electronic communications to travel securely over the public network, such as Internet, by encrypting all information from one network to another. VPN acts as a tunnel to protect the traffic.

Enabling business organisations to set up VPN and remote access efficiently, Symantec has partnered with Hutchison to offer a special value-for-money package, including a leased business broadband line and the Symantec Firewall/VPN Appliance 200R. The Symantec Firewall/VPN Appliance is an integrated security and networking device that provides easy, secure, and cost-effective Internet connectivity for remote users.

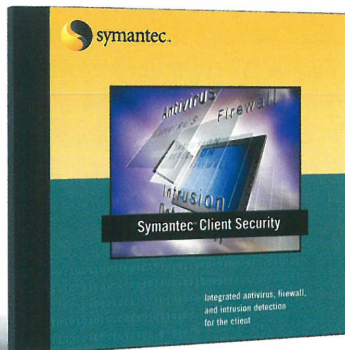
HOW TO PROTECT A REMOTE OFFICE

Protection at the clients is also crucial in the remote environment. In cases where the remote unit is managed by a central console

at the corporate office, Symantec advises deployment of Symantec Client Security. For a standalone PC connecting to the network without centralised administration, Norton Internet Security is recommended. Symantec is offering special discounts on two products.

Symantec Client Security integrates Symantec’s award-winning antivirus, firewall, and intrusion detection technologies into one complete desktop security solution. Managed by a central console, the solution offers comprehensive protection against blended threats, and helps to reduce administrative and support costs.

Norton Internet Security provides essential protection from viruses, hackers, and privacy threats. Included are full versions of Norton AntiVirus and Norton Personal Firewall, which efficiently defend PCs from the most common Internet dangers. Norton Spam Alert is also included to block unwanted email.



Promotions

推廣產品與功能

Establishing a secured VPN tunnel – Symantec/ Hutchison Promotion

Symantec 與和記優惠套裝 – 建立安全虛擬私人網絡

Protecting remote machines – Symantec client security

保護遙距電腦 – Symantec client security

Protecting remote machines – Norton internet security
保護遙距電腦 – Norton internet security

遙距辦公室的保安問題



業資訊科技基礎設施面對的威脅愈來愈多，但同時卻有愈來愈多僱員需要在辦公室以外地方工作，使用未經保護的個人電腦或手提電腦連接公司網絡。

Symantec 北亞區董事 David Sykes 表示：「僱員遙距工作，其電腦與公司網絡系統連接時有機會受到攻擊，被病毒或黑客侵襲。一台未加保護的遙距個人電腦極可能導致整個公司系統受損，所以企業須制止互聯網的攻擊，避免整個資訊科技網絡受影響。」

新近的混合型威脅，使有關風險擴大。Symantec 最新一期 Internet Security Threat Report 指出，2002 年上半年綜合式病毒威脅出現的次數，較 2001 年同期激增一倍。

混合型威脅同時集合病毒、蠕蟲、特洛伊木馬和惡意編碼的特性，利用伺服器 and 互聯網上的弱點發動、傳送和散播攻擊，破壞力極強，亦最為廣泛。它可輕易通過遙距個人電腦上的任何未加保護連接點，入侵企業電腦網絡。

Sykes 續說：「要抵禦複雜的混合型威脅，一般防毒技術不敷應用。遙距員工若想有效執行任務，萬全之策無疑是對所

有遙距電腦分機進行保護，如迅速和定期更新病毒定義碼、加裝個人防火牆及基本的入侵偵測工具。」

設立遙距辦公室

虛擬私人網絡 (VPN - Virtual Private Network) 是設立安全遙距工作環境的其中一種方法。VPN 將資訊加密，通過公眾網絡安全傳送，是保護流動資訊的渠道。

為助商業機構設立虛擬私人網絡和遙距資訊傳送系統，Symantec 夥拍和記推出物超所值特惠套裝，包括一條租用商業寬頻上網電話線和 Symantec Firewall/VPN Appliance 200R。後者是綜合式保安和聯網裝置，能使遙距電腦用戶簡便、快捷及具成本效益地上網。

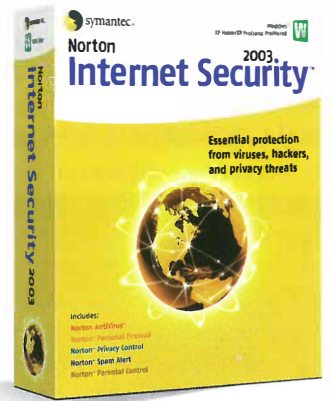
保護遙距辦公室

VPN 雖能保障通訊途中不被入侵，但並不代表遙距電腦端不會被黑客入侵，資料不會被盜取。若遙距電腦受黑客侵襲，其接駁的公司網絡系統亦會受影響及破壞。如遙距電腦由辦公室的中央系統管理，Symantec 建議企業安裝 Symantec Client Security。但如連接公司網絡的電腦不受中央管理，則可選擇 Norton

Internet Security。這兩款 Symantec 產品現皆以優惠價發售。

Symantec Client Security 融合 Symantec 多項獲獎防毒、防火牆和偵測技術而成一周全桌面保安方案。方案由中央系統管理，全方位預防混合型威脅，亦能節省行政和支援費用。

Norton Internet Security 主力保護電腦免受病毒、黑客威脅，保障用戶私隱。這軟件結合全套 Norton AntiVirus 和 Norton Personal Firewall，能迅速保障連線個人電腦免受任何常見攻擊。此外，其 Norton Spam Alert 能過濾電郵。



Details on the Symantec Promotions

Symantec 推廣產品一覽

Details 詳情

The package includes a leased business broadband line and the Symantec Firewall/VPN Appliance 200R. Join either the 6-month contract (monthly fee of HK\$2,405) and 12-month contract (monthly fee of HK\$1,648) will receive a unit of Symantec Firewall/VPN Appliance 100 for free.

包括一條租用商業寬頻上網電話線和 Symantec Firewall/VPN Appliance 200R。6 個月合約月費 2,405 港元；12 個月合約月費 1,648 港元，兩項計劃均可獲贈一台綜合式保安和聯網裝置 Symantec Firewall/VPN Appliance 100。

Symantec Client Security is priced at HK\$400/user, half the regular price.

A minimum purchase of 10 users is required. The promotion is exclusive for business users.

每名用戶 400 港元，為原價 5 折，至少 10 名用戶。優惠只適用於商業客戶。

Norton Internet Security is being marketed at HK\$400, a 40 percent discount on the recommended retail price. The promotion is exclusive for business users.

每盒優惠價 400 港元，為建議零售價 6 折。優惠只適用於商業客戶。

Contact

聯絡資料

Call 2528-6206 or visit
www.symantec.com/hk-sfv-promo

Call 2528-6206 or visit
www.symantec.com/hk-scs-sars

Call 2528-6206 or visit
www.symantec.com/hk-scs-sars

Due to the effects of SARS, setting up a home and mobile office has become a hot topic. Certainly, companies will get the full benefit from a home office by applying a suitable Enterprise Resources Planning (ERP) system.

Lack of real time information is a common phenomenon for companies that have regional offices. It creates barriers for management to monitor the daily operations and to make timely decisions. TecSystems is a web-enabled ERP solution that incorporates finance, order processing, inventory and manufacturing modules. It provides a perfect solution to cope with these critical functions.

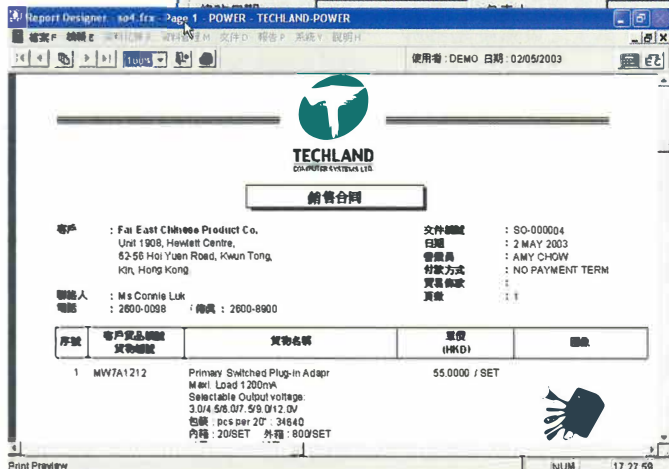
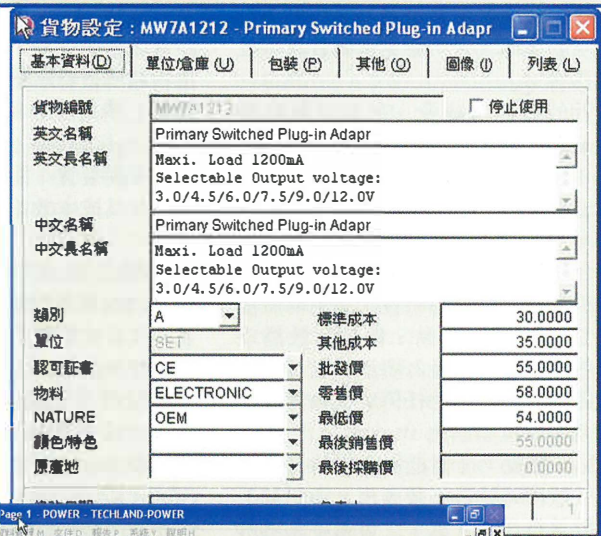
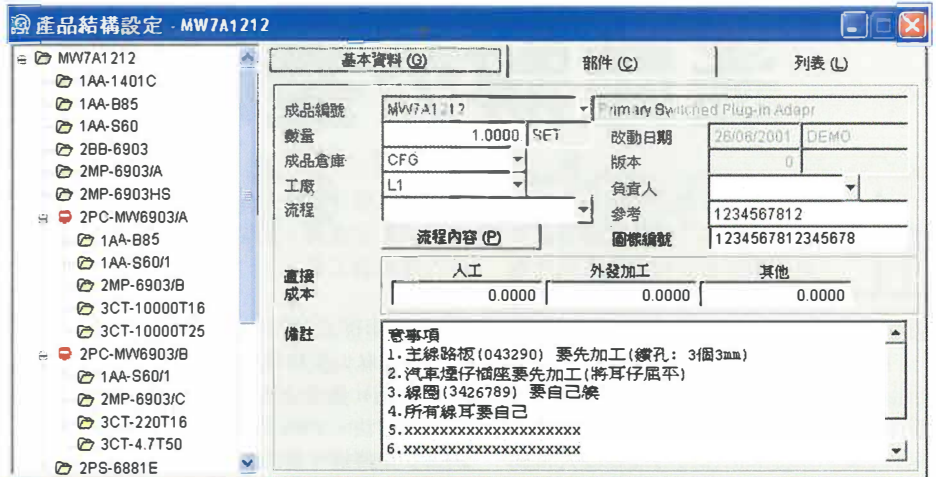
In fact, more and more manufacturers and trading companies are benefiting from using TecSystems to link up their Hong Kong and Mainland China offices/factories. Besides the order processing function, TecSystems is able to calculate material requirements (MRP-Material Requirement Planning) and schedule production (CRP-Capacity Requirement Planning) through the pre-defined BOM (Bill of Materials) and production routing. Management is able to keep track of daily operations such as order status, inventory level and production progress at any time from any location. TecSystems' modular architecture enables implementation phase by phase depending on priority. Its integrated design also helps to enhance departmental efficiency. The result is better communication and shorter lead times, which will improve your customer relationship, and at the same time boost your corporate competitiveness in the marketplace.

To find out more about how TecSystems can benefit your business, please do not hesitate to contact us on 2416-6711 or visit www.techland.com.hk.

非典型肺炎令家居或流動辦公室成為近期的熱門話題。但香港企業使用資訊科技的程度參差，很多公司只以文書軟件甚至人手處理日常運作，更莫說實踐家居或流動辦公。事實上，企業只要選擇一套合適的ERP(企業資源規劃)系統就可同時達到提升工作效率和家居/流動辦公的目標。

由本地研發的 TecSystems 系統結合會計、銷售及採購、庫存、生產管理模組，加上數據聯繫方案，用戶可以透過互聯網在任何地點使用系統及更新資料，即使遇到突發事情，亦可維持業務的正常運作。

現時已有不少廠商以 TecSystems 接通香港辦公室與國內廠房。以往，香港要跟進訂單、排產情況、生產進度及庫存量等，往往要聯絡國內的有關負責人。利用 TecSystems，用戶只要預設產品結構(BOM)，系統便會按訂單數量進行物料需計劃(MRP)，自動建立採購訂單訂購不足之物料。此外，系統亦可根據預設的生產流程及產能自動進行排產(CRP)，方便預算訂單開



始生產及完成日期。用戶亦可將每日之生產進度輸入系統，透過不同的分析報表，管理層無論身處何地都可以監控訂單及生產進度。TecSystems獨特的模組式設計，讓企業可以按需要分階段實施系統，只要整合不同模組使用，就可大大改善部門之間的溝通和工作效率，從而縮短訂單週期、改善客戶關係，提升市場競爭力。

如想知道更多有關ERP系統如何協助業務及生產管理，可致電 2416 6711 查詢或瀏覽 www.techland.com.hk。

New SME Loan Guarantee Scheme:

A 'BIG' step forward

Government expands scheme to better meet SMEs' needs

The Trade and Industry Department on March 31 launched a new SME Loan Guarantee Scheme to more comprehensively meet the financing needs of small- and medium-sized enterprises (SMEs).

The SME Loan Guarantee Scheme (SGS) comprises three types of loan guarantee from the government: business installations and equipment loan guarantee; associated working capital loan guarantee; and accounts receivable loan guarantee. The maximum amount of guarantee an SME may receive under the SGS is HK\$4 million. This is four times that of the former SME Business Installations and Equipment Loan Guarantee Scheme (BIG), which has been replaced by the SGS. The new scheme also provides a wider scope.

Under the SGS, the maximum amount of business installations and equipment loan guarantee is increased to HK\$2 million per SME, or 50 percent of the amount of loans approved by lending institutions, whichever is less. The guarantee period is extended to a maximum of five years.

In addition to the business installations and equipment loan guarantee, an SME may also obtain, under the SGS Government guarantee to meet additional operational expenses arising from an increase or enhancement in business installations and equipment. The maximum amount of guarantee for associated working capital loans is HK\$1 million per SME, or 50 percent of the co-related business installations and equipment loan guarantee, or 50 percent of the associated working capital loans approved by lending institutions, whichever is the less. The guarantee period is a maximum of two years.

Also, an SME may obtain under the SGS Government guarantee for accounts receivable loans. The maximum amount of guarantee is HK\$1 million per SME, or 50 percent of the accounts receivable loans approved by lending institutions, whichever is less. The guarantee period is a maximum of two years.

Applications for government guarantee under the SGS should be lodged through participating lending institutions. For further information, please call the Trade and Industry Department at 2398 5129, or visit the homepage of the SME Funding Schemes, www.smefund.tid.gov.hk.



全新中小企業
信貸保證計劃
保證範圍擴大，更切合
中小企業融資需求

為更全面照顧中小企業的融資需要，工業貿易署已於2003年3月31日推出新的「中小企業信貸保證計劃」。政府透過新計劃提供三類信貸保證，包括營運設備及器材信貸保證、聯繫式營運資金信貸保證，以及應收帳融資信貸保證。每家中小企業可獲最高400萬港元的信貸保證，是舊有「中小企業營運設備及器材信貸保證計劃」最高信貸保證額的四倍，該計劃已被信貸保證範圍更闊的新計劃取代。

透過新計劃，每家中小企業可獲得的營運設備及器材信貸保證額上限增至200萬港元，或貸款機構批出貸款額的五成，兩者以較低者為準。保證年期延至最長五年。

除了營運設備及器材信貸保證外，中小企業亦可藉新計劃獲得政府信貸保證，以應付因添置或提升營運設備及器材而增加的營運開支。每家中小企業可獲得的聯繫式營運資金信貸保證額最高為100萬港元，或相關營運設備及器材信貸保證額的五成，或貸款機構批出的聯繫式營運資金貸款額的五成，以較低者為準。保證年期最長可達兩年。

此外，中小企業亦可申請應收帳融資信貸保證，最高信貸保證額為100萬港元，或貸款機構批出的應收帳融資貸款額的五成，兩者以較低者為準。保證年期最長為兩年。

中小企業必須透過參與新計劃的貸款機構提交申請。如欲索取詳細資料，請致電工業貿易署（電話：2398 5129），或瀏覽中小企業資助計劃的網頁 www.smefund.tid.gov.hk。





Dr Wang (left) believes the bridge would boost tourism in the PRD, while Mr Ho (right) says its HK\$15 billion price tag is not economically viable. 王博士(左)認為大橋將帶動珠三角的旅遊業。何氏則稱，建造費高達150億港元，不合經濟效益。

Pearl River Delta Series

HK-Macau-Zhuhai Bridge: How and Why?

The pros and cons of a proposed bridge linking Hong Kong and the west side of the Pearl River Delta were lively debated at the Chamber's roundtable luncheon on April 3.

Dr James Wang, from the University of Hong Kong's Department of Geography, and Ho Ming-sze, a top advisor to the Fok Ying Tung Foundation, exchanged views on the proposed bridge at the second in the Chamber's series of Pearl River Delta roundtable luncheons.

Dr Wang believes that the bridge will make Hong Kong more accessible and help promote tourism within the PRD by facilitating the flow of people to and from Hong Kong by greatly shortening the travelling time between the territory and the western part of the PRD.

With Hong Kong's Disneyland and Macau's casinos, tour operators would also be able to offer niche travel packages to attract a yet untapped segment of the Mainland and overseas visitor market, he said. Hong Kong International Airport, being the most convenient and accessible airport in the region, would also benefit from easier access.

However, he does not believe that the bridge would boost foreign direct investment in the western PRD, or encourage manufacturing businesses to shift westward,

due to other important business considerations, such as land premium, local policies and industrial clustering.

"Zhuhai already has its own unique industrial model," Dr Wang said. "Despite a slightly lower than national average GDP, Zhuhai's per capita GDP is higher than Dongguan's, which is famous for its processing industry. As such, Hong Kong businesses should explore business opportunities in high value-added tertiary industries instead of manufacturing in Zhuhai. The tourism, health care and education sectors would all benefit from the construction of the bridge."

However, Ho Ming-sze, a critic of the bridge, said that despite the proposed benefits, the bridge would not solve Hong Kong's economic woes. He also cautioned that it could destroy the ecological environment in the Pearl River estuary. Moreover, the estimated cost of building the 29 km bridge has been put at HK\$15 billion, which is just not economically viable, he said, adding that the underdeveloped areas around the bridge would create limited traffic.

Mr Ho says a number of factors should be taken into account before deciding whether the bridge is to be built. These include timing, geographical advantages and human support. In Guangdong Province, Central Guangdong's economy is booming,

East Guangdong is still in its infancy, while that of West Guangdong is underdeveloped. Geographical factors explain why a wide gap has developed between the economic growth of Zhuhai and Shenzhen.

Benefiting from its proximity to Hong Kong, Shenzhen has a sound transportation network, which has attracted investors to set up factories there. Zhuhai, which lacks such a network, has therefore seen its economic development lag behind, he said.

In addition, Mr Ho believes that the HK/Macau/Zhuhai Bridge will damage the ecological environment of the PRD. Pillars for the bridge would impede the flow of the Zhujiang River and lead to a heavy build up of silt in the estuary, which would not only destroy the whole river system, but also endanger marine life, including the endangered Chinese white dolphins, he said.

Given these problems, and the fact that Central Guangdong will remain Guangdong Provincial Government's future development focus, he doubts if construction of the bridge will be approved within the next decade.

The proposal to build the bridge, advocated by Hong Kong and Macau, has received a lukewarm response from the Guangdong Provincial Government. Without the latter's support, all talks about the bridge are one-sided, Mr Ho said. **B**

Trademarks Ordinance Registration Now Much Simpler, Cheaper

Hong Kong's decades-old Trademarks Ordinance has undergone a major overhaul to bring the local trademarks registration system, which has been in operation since 1873, more in line with current business practices.

Joey Wong, Chief IP Examiner of the Intellectual Property Department, told members at the Chamber's roundtable luncheon on April 8 that as Hong Kong transforms into a knowledge-based economy, protection for registered trademarks needs to be beefed up to match with international practices.

The revisions, which went into effect on April 4, simplify and streamline application procedures in addition to substantially reducing fees, she said. Registration of trademarks is no longer separated into two parts, which used to indicate different degrees of distinctiveness.

The Air That We Breathe



It's time to roll up our sleeves and get our wallets out if we want cleaner air, says Dr Jackson.
簡博士稱，如想享有更清新的空氣，出錢出力正是時候。

After decades of research, countless studies, models and surveys, a local environmental expert says the time has now come for Hong Kong to stop researching and start acting on reducing air pollution.

We have troves of information on how much air pollution costs economies, from damage to buildings to a populations' health to lost investments, Dr Andrew Jackson, Managing Director of ERM Hong Kong, told

The new system gives trademarks a new definition by allowing distinctive sounds and smells, apart from visually perceptible objects, to be registered provided that they can be graphically represented.

Furthermore, a new method has been introduced to classify trademarks based on the eighth edition of the World Intellectual Property Organisation's Nice Classification. As a result, the number of application forms has been slashed from 47 to 15.

Concerning the costs, the new Trademarks Ordinance slashes fees for a single-class application by 75 percent to HK\$1,300, compared to HK\$5,400 in the past. On renewal, trademarks holders will pay 50 percent less.

Additional advantages of the new law include online trademarks search, electronic publication, application and filing, all targeting a paperless operating environment.

For further information, members can call the Intellectual Property Department at 2961 6901, or visit www.ipd.gov.hk.

the audience at the Chamber's PRD Series roundtable luncheon on April 16.

"So basically, we know with a fair degree of certainty what the problems and solutions are, but the next step in the debate has not yet been taken," he said.

And that next step is putting our money where our mouth is: paying for cleaner air.

In the last decade, Hong Kong's air quality has generally improved due to stricter emissions laws, use of cleaner fuels and the relocation of factories across the border. The rapid economic growth of the PRD, however, has also given rise to so-called cross-border pollution, which is blamed for the air quality in Hong Kong.

The exact impact of cross-border pollution, however, is an area of passionate debate, said Dr Ho Kin-chung, President, Green Power, who also spoke at the luncheon.

Research by a Mainland professor shows that between January & March, and September & December, winds affecting Hong Kong blow from the east and north east of China. Throughout summer, winds blow from the south.

"So this research shows Hong Kong is affecting Guangdong more than Guangdong affects Hong Kong," he said. "You may not agree with these findings based on your own experiences or gut feeling, but regardless of whether it is Hong Kong affecting Guangdong or Guangdong affecting Hong Kong, we are all living in the same district so it is everybody's responsibility to reduce pollution."

The level of air pollution in Hong Kong is expected to worsen significantly due to growing populations and expanding industries unless more stringent air pollution standards are adopted. These measures should include

- Use of cleaner fuel in power generation
- Use of renewable energy sources – wind, solar and hydroelectric power in Guangdong
- Import of electricity from western China
- Stringent emission control by tightening legislation
- Use of cleaner fuels and green technology in industry
- Better urban and industrial planning
- Controls on vehicle emission – such as achieving Euro-III standard for cars in Guangdong by 2005/6 and, requiring better quality standards for diesel and gasoline

- Strengthening controls on printing, chemical and servicing industries in VOCs emission
- Emissions trading

"If all these measures are introduced, we would see significant reduction in air pollution over the next 10 years," Dr Ho said.

Studies have established that some huge reductions in emissions are required to get emissions back to what is considered an acceptable amount. And as populations and industries grow, the level of reductions needed just to maintain existing standards widens, Dr Jackson said.

New towns springing up in the northwest of the New Territories clearly illustrates this point. Air quality in the northwest has seriously deteriorated due to expanded traffic and the size of the population there, he said.

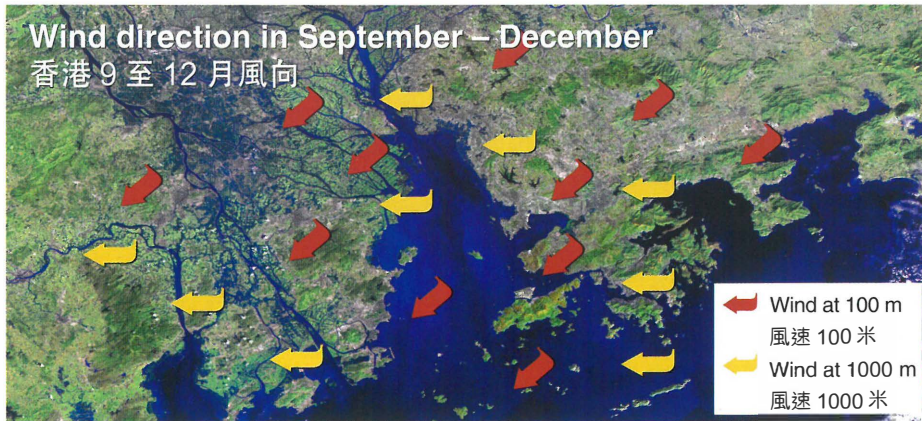
"Further scientific exploration will enhance and refine the knowledge that we have, but it is unlikely to change the fundamental picture. That is we basically know what the problems are, and that we basically know what the solutions are. A lack of knowledge is not the problem any more. The key problem is how to implement all of this, and how much will it cost?" he said.

The impression of the man in the street is that all of this can be done without it costing him a single dollar, because while the causes and solutions of air pollution are widely known, the issue of how much it will cost have yet to be debated.

Public debate now revolves around green groups and government officials asking the public if they want better air, to which everyone says yes. But Dr Jackson says this is like asking everyone if they want a new car. Of course people will say yes, but when they find out that they have to buy it they change their minds.

Nothing has been done to really examine the cost effects of cleaner air on the economy and GDP. And even if the community is willing to accept the cost, there have to be changes to legislation.

"So the problem has moved from a scientific and technical issue, to a social and economic impact," he said. "That next step has yet to be taken, and unless we start to address the issue, in ten years time we will still be talking about how we can improve air quality." **B**



環境 呼吸清新空氣

本港一名環境專家表示，經過幾年來的無數研究、調查和模型測試，現在是香港著手減少空氣污染的時候。

香港環境資源管理顧問公司董事總經理簡安信博士在本會4月16日珠三角系列午餐研討會上指出，香港已掌握大量證明空氣污染會造成經濟損失的寶貴資料，包括污染對建築物、人口健康以至投資的不良影響。

他說：「因此，我們基本上對污染的源頭和解決方案已有相當瞭解，只是還未採取下一步行動。」

下一步就是坐言起行，付出代價以換取更清新的空氣。

過去十年，由於香港實施更嚴格的排放法例、採用更潔淨的燃料及把工廠遷移內地，整體空氣質素得以改善。然而，珠三角經濟急速增長亦造成所謂跨境污染，對本港空氣質素構成影響。

綠色力量主席何建宗博士在同一場會上表示，跨境污染的確實影響可堪斟酌。

何博士引用一份內地研究指出，每年1至3月和9至12月，影響香港空氣的風吹自華東和東北部，夏天則吹自華南。

何博士說：「這項研究顯示，香港對廣東的影響大於廣東對香港的影響。您可能根據親身經驗或直覺，不認同這份研究的結果。但不論是誰影響誰，我們全都身在同一屋簷下，所以減少污染是每個人的責任。」

除非政府採納更嚴格的空氣污染標準，香港空氣污染水平料因人口持續增加和工業擴張而急劇惡化。這些措施應包括：

- 轉用更乾淨的發電燃料
- 採用可再生能源，如廣東的風力、太陽能和水力發電

- 從華西輸入電力
- 收緊法例，嚴格管制排放
- 工業上利用更潔淨的燃料和環保技術
- 更佳的城市和工業規劃
- 控制車輛廢氣排放，如使廣東車輛於2005/06年前達致歐盟III期標準，並為柴油和汽油訂立更高質素標準
- 加強監控印刷、化工和服務業揮發性有機化合物的排放
- 排放交易

何博士說：「若這些措施一一落實，未來十年香港的空氣污染將明顯減少。」

研究證明，要令排放量回復至可接受的水平，必須大大減少廢氣排放。簡博士表示，隨著人口和工業膨脹，目前的排放標準將需進一步收緊。

他說：「新界西北新市鎮湧現，正清楚說明這點。由於區內交通和人口上升，空氣質素已顯著轉壞。」

他續說：「進行更多科技探索，將增進我們對問題的瞭解，但預料難以改變根本情況。我們大致清楚問題出在哪裡，也知道有哪些對策。關鍵已不在於缺乏認識，而是怎樣推行有關措施和花費多少。」

雖然空氣污染的成因和解決辦法已是眾所周知，但箇中需要多少費用仍待商榷。這致使普羅大眾以為，改善空氣污染不會花費他們分毫。

環保團體和政府官員公開辯論時，皆會問市民是否想享有更清新的空氣，人人都會回答「是」。不過，簡博士認為，這就好像問市民是否希望擁有一部新車，答案當然是肯定的，但若他們發現要付錢去買，便會改變主意。

政府並未就空氣質素改善對經濟和本地生產總值的影響進行實際研究，而即使市民願意承擔費用，現行法例還須修訂。

他說：「因此，空氣污染已由科技變成社會和經濟問題。除非我們開始切實行動，如何提高空氣質素仍會是未來十年的熱門話題。」

珠江三角洲系列 港澳珠大橋 — 觀點與角度

在本會4月3日舉行的小型午餐會上，與會者就興建一座大橋連接香港與珠江三角洲西岸的利弊展開激烈辯論。午餐會為本會第二個珠三角專題研討會，香港大學地理系助理教授王緝憲博士和霍英東基金會高級顧問何銘思在會上就大橋的興建交流意見。

王博士認為，興建大橋可提高香港的通達度，同時大大縮減香港與珠三角西岸的交通時間，增加來往香港的人流，從而促進區內旅遊業。

他指出，如果旅行社能結合香港迪士尼樂園與澳門賭場，推出特色旅遊套餐，更能吸引眾多國內、外遊客。屆時，香港國際機場作為區內位置最佳和通達度最高的機場，必可直接受惠。

他表示，大橋的落成不會令進入珠三角西岸的外資激增，也不會造成製造業西移，因為除了交通便利，企業還需考慮其他重要商業因素，包括地價、地方政策和工業聚集。

王博士說：「珠海已有其獨特的產業結構，其整體本地生產總值雖不如以加工製造業聞名的東莞，但其人均本地生產總值卻高於東莞。因此，與其在當地發展製造業，港商應積極探索旅遊、醫療、教育等行業的商機。港澳珠大橋的建成有利珠海發展這些高增值第三產業。」

何銘思則認為，儘管興建大橋有其好處，但絕非解決香港特區目前經濟難題的出路。他又警告，大橋會破壞珠江口的生態環境。再者，建造29公里長大橋的費用估計高達150億港元，不但不合經濟效益，大橋鄰近未開發地區的交通量亦有限。

何氏認為，是否建橋要考慮天時、地利、人和等因素。目前廣東省以粵中經濟最繁榮，粵東經濟尚待起飛，粵西經濟則遠遠落後。地緣因素是珠海與深圳經濟發展懸殊的關鍵。

他續說，深圳得益於鄰近香港，陸路交通便利，自然會吸引投資者在當地設廠。相較之下，珠海缺乏完善的運輸網絡，故此經濟發展滯後。

此外，何氏認為興建港澳珠大橋將破壞區內生態環境。建橋樁柱會阻礙珠江流向，導致河道堆積大量淤泥，不獨破壞整個珠江水系，還會危害海洋生物，包括頻臨絕種的中華白海豚。

基於上述種種問題，加上廣東省政府的未來發展重點將仍以粵中為主，何氏質疑大橋能否於十年內獲批准興建。

廣東省政府對港澳兩地倡議的建橋構思並不熱衷。何氏表示，若得不到前者支持，所有興建大橋的討論都是一廂情願的空談。

《商標條例》

商標註冊變得更簡易、更便宜

香港已有數十年歷史的《商標條例》剛進行大規模改革，使源自1873年的本地商標註冊制度更迎合目前營商環境。

知識產權署總知識產權審查主任黃美儀於4月8日本會小型午餐會表示，隨著香港邁向知識型經濟，我們需要加強註冊商標的保障，以符合國際發展。

黃女士說，4月4日生效的新《商標條例》不但簡化並改善舊有申請程序，還大大減少註冊費用。商標註冊已不再分為兩部分，過往分開註冊旨在顯示不同程度的顯著性。

新制度賦予商標新定義，除可用視

覺感知的物體外，亦容許能以書寫或繪圖方式表達的特殊聲音和氣味註冊為商標。

新條例亦引入新的商標分類法，以世界知識產權組織的尼斯分類第八版為依據。因此，申請表格的數目由47種減至15種。

費用方面，新《商標條例》大幅調低單一類別申請的收費，由以前的5,400港元降至1,300港元，減幅高達75%。商標的註冊續期費亦減少50%。

新條例的其他好處包括網上商標檢索、電子公告、申請和提案，從而實現無紙化運作。

查詢詳情，請與知識產權署聯絡，電話：2961 6901；網址 www.ipd.gov.hk。



Registration fees have been slashed from \$5,400 to \$1,300, says Ms Wong.

黃女士說，註冊費用已由5,400港元減為1,300港元。



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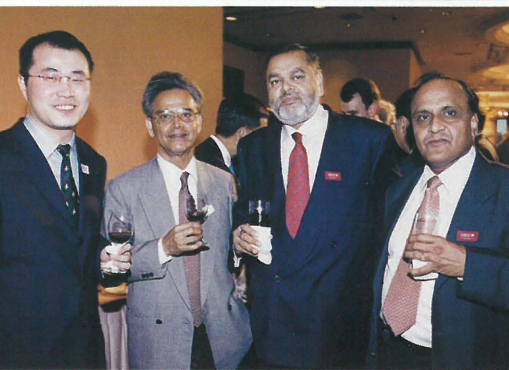
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STRONG TURNOUT FOR CHAMBER'S AGM 會員週年大會盛況

About 220 members turned out for the Chamber's Annual General Meeting on April 24, at which Anthony Nightingale, Chairman of Jardine Pacific Limited, was elected Chairman of the Hong Kong General Chamber of Commerce at the inaugural meeting of the new General Committee immediately after the AGM. A full report on the AGM will appear in the June issue of *The Bulletin*.

總商會本年度會員週年大會已於4月24日舉行，約有220名會員出席。怡和太平洋有限公司主席黎定基在大會後舉行的新理事會第一次會議上，當選總商會新一屆主席。本刊六月號將登載大會詳情，敬請留意。





Café de Coral

Fast food group continues to grow despite hard times

Pouring out of lifts at the start of the midday rush, Hong Kong workers bounce lunch suggestions off each other: Noodles? Sandwich? Lunchbox? Pizza? Food court? And more often than not, Café de Coral features among the few brand names listed as options.

It may be a household name today, but the fast food giant of today started out as a small restaurant serving up simple fare back in 1968. The restaurant was among the first in the territory to operate on a self-service style, which, at the time, raised many eyebrows.

“Macdonald’s landing in Hong Kong at that time inspired our confidence in self-service catering,” said Michael Y K Chan, chairman of Café de Coral Group.

Expansion for the next 18 years was modest, but started to take off in 1986 when the company became the first of its kind at the time to be listed on the Hong Kong Stock Exchange.

Café de Coral diversified its business by taking over well-known restaurant chains like Ah Yee Leng Tong, The Spaghetti House, and diversifying into the institutional catering arena, while continually growing its traditional fast food operations. It also expanded into the North American market in 2000 by taking over Chinese restaurant chains, Manchu Wok and China Inn, in Canada and the U.S. respectively. The group currently operates

over 510 outlets worldwide, making it the largest Chinese quick service restaurant group in the world.

STILL ROOM FOR GROWTH

Café de Coral occupies a 21 per cent market share in Hong Kong with 120 quick service restaurants serving an estimated 9 million customers a month, primarily in the 19 to 39 age group.

But Mr Chan says he thinks the local food services industry still offers plenty of room for growth, even though restaurateurs face enormous challenges.

The fast food sector, especially, suits the fast-paced Hong Kong lifestyle well, as evidenced in the fast food group’s revenue share of the market, which jumped from 7 percent of food and beverage receipts in 1986 to 17 percent today.

Nonetheless, the percentage is still low when compared to other economies such as the U.S. and Japan where takings in the fast food industry account for 40 and 25 percent, respectively, of the total restaurant receipts.

Mr Chan is also bullish on the Mainland’s food services market and opened its sixth Café de Coral restaurant in Zhongshan in late 2002. With China now in its second year of WTO membership, the group is looking to open two to three more outlets this year to fine-tune its operations and menus, after which it will accelerate its expansion in the Mainland. Part of this effort will involve forming a sino-foreign joint venture to run “New Asia Dabao,” the largest Chinese quick service restaurant chain in Shanghai, by mid-2003.

The group also has its sights set on boosting its presence in the North American market by doubling over the next five years the number of shops it currently has under the brand of Manchu Wok and China Inn to 400.

However, Mr Chan says Hong Kong will still make up 85 percent of the group’s business, contributing 60 percent of its profits, compared to 40 percent from overseas.

Under a Billi
al's 200 Best Small Co
wards Ceremo
esday, October 200



Michael Y K Chan (center), Chairman of the Café de Coral Holdings Limited, receives Forbes Global's 200 Best Small Companies Award last year.

大家樂集團主席陳裕光(中)領取福布斯2002年全球最佳200間小型企業獎。

LOYAL CUSTOMER BASE

The prolonged economic slump in recent years has had little bearing on Café de Coral’s business. The group has recorded double-digit growth in profits for the past seven years in a row, amounting to HK\$280 million in 2002, and has invested heavily in computerizing and upgrading its operations.

“Branding has played an important role in our growth and is a core strategy to cultivate loyalty among our customers,” Mr Chan said. “Also, we put a great deal of emphasis on constantly updating our menus by incorporating the latest dining trends and tastes so that our customers can never say they get bored of our menu.”

Besides gathering views and suggestions through research and focus groups, the company also runs mystery shopper programmes and monitoring schemes to keep track of the performance of individual stores.

Mr Chan said being more creative and offering better food, service and ambience at a stable price is more important than lowering prices to attract customers during the current economic gloom.

“I refuse winning market share by price-cutting. By doing so, food quality has to be sacrificed, which is unhealthy to the entire food and beverage sector,” he said.





大家樂

市況低迷下茁長如昔的 快餐集團

每到午飯時候，上班一族就忙於討論到哪裡用膳：食麵？三文治？飯盒？薄餅？去美食廣場？而大家樂往往是其中一個熱門選擇。

今天的「大家樂」，家傳戶曉。這家大型快餐集團起源於一間規模細小的食肆，它於1968年開創香港飲食界先河，為全城最先採用自助模式經營的快餐店之列。

大家樂集團主席陳裕光說：「當時麥當勞登陸香港，它的成功激發起我們對自助式餐飲業的信心。」

往後18年，大家樂一直穩步發展，直至1986年該公司成為首家在香港聯交所上市的飲食集團，業務繼而迅速擴張。

大家樂實行業務多元化，在繼續擴大其傳統快餐業務之餘，還收購多家著名飲食連鎖店如阿二靚湯和意粉屋，並兼營機構

飲食服務。大家樂又於2000年進軍北美市場，先後收購兩家中式連鎖餐館，分別是加拿大的Manchu Wok和美國的China Inn。大家樂現時在世界各地經營逾510間分店，是全球最大規模的中式快餐集團。

潛力仍在

大家樂佔香港快餐業市場21%，共有120間分店，估計每月有900萬名顧客光顧，他們主要介乎19至39歲。

陳氏認為，儘管本地飲食業面臨重重挑戰，但發展空間依然充裕。

快餐業的前景尤為秀麗，其佔香港飲食業總收益比率由1986年7%躍升至現時17%，證明深受生活節奏急速的港人歡迎。

不過，相對美國和日本等其他國家，香港快餐業所佔比率仍然偏低，美日兩地快餐業佔食肆總收益比率分別為40%和25%。

陳氏對內地飲食業市場同樣樂觀，於2002年底在中山開設第六間大家樂分店。隨著中國入世兩週年，該集團計劃今年在內地增設兩、三間分店，並改良旗下業務和餐單，以為加快內地擴展步伐做好準備。其中包括於2003年中成立中外合資企業，經營上海最大的中式快餐連鎖業務「新亞大包」。

大家樂亦有志擴大北美市場佔有率，

目標是於未來五年把現由Manchu Wok和China Inn品牌經營的分店數目增至400間。

不過，陳氏說香港仍將佔該集團業務85%，六成盈利來自本地，海外則佔四成。

顧客忠誠

近年本港經濟持續低迷，但對大家樂業務影響甚微。該集團過去七年連續錄得雙位數盈利增長，2002年達2.8億港元，並作出龐大投資，致力電腦化和提升服務水平。

陳氏說：「品牌建立對集團發展舉足輕重，也是我們爭取顧客長期支持的核心策略。同時，我們緊貼最新飲食潮流和口味，不斷推陳出新，以保持客戶的新鮮感。」

除透過研究調查和集思小組收集意見和建議外，該公司還推行神秘顧客和跟蹤計劃，以監督個別分店的表現。

陳氏指出，要在當前經濟不景氣下招攬顧客，食肆應一邊穩定價格，一邊提升創意、食品質素、服務和營造更佳的進餐環境，此舉比減價更加奏效。

他續說：「我反對以割價促銷爭取市場佔有率，因為這樣做只會犧牲食品質素，對整個餐飲業界毫無助益。」



Company: Café de Coral Holdings Ltd.

Business: Restaurant, food processing and catering

Established: 1968

Year joined HKGCC: 1992

公司: 大家樂集團有限公司

業務: 餐廳、食品加工和機構飲食

成立年份: 1968

入會年份: 1992

The Hong Kong General Chamber of Commerce

Chamber Committees Chairmen

General Committee Chamber Council

Mr Anthony NIGHTINGALE

Americas

Mr H Y HUNG

Asia/Africa

Mr Barrie COOK

China

Mr Stanley HUI

Chamber Overseas Speakers Group

Mr David RIMMER

e-Committee

Ms Elizabeth QUAT

Economic Policy

Mr George LEUNG

Environment

Mr James GRAHAM

Europe

Mr David RIMMER

Hong Kong-Taipei Business Cooperation

Dr Lily CHIANG

Human Resources

Mr Eddie NG

Industry and Technology

Mr Patrick PUN

Legal

Mr Kenneth NG

Membership

Mr David ELDON

Pacific Basin Economic Council

China Hong Kong

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 KWOK Kwok-chuen

Financial Services

Mr David RUAN

Information Services

Mrs Cindy CHENG

Professional Services

Mr Ian ROBINSON

Real Estate Services

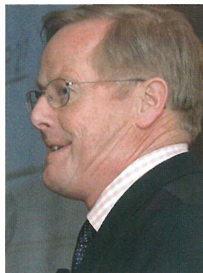
Mr Nicholas BROOKE

Travel/Tourism

Mr Alan WONG

AMERICAS

Brigadier Christopher Hammerbeck (retired), together with Dr Eden Woon, retired U.S. Airforce Colonel and Chamber CEO, gave a luncheon talk on March 26 entitled, "War in Iraq: A Military Discussion."



Janie Fong, Director, State of California, China & HKSAR Office, briefed members at the Americas Committee meeting on March 31 about the work of her office and the bilateral trade relationship between Hong Kong and the State of California. Committee members also discussed ways to further strengthen trade relations between China, Hong Kong and California.

CHINA

Dr Winnie Cheng, from Centaline (China) Property Consultants, spoke at the Chamber's March 18 roundtable luncheon on development trends in the Mainland property market. Prior to her talk, the China Committee met to discuss the Chamber's Pearl River Delta Integration Action Plan, and review their recent mission to Beijing in February.



Wang Tong, Honorary Chairman of China Association of Foreign Service Trades, led a delegation to the Chamber on March 24. Mr Wang told members that recruitment services in China were starting to open up and that Mainland companies were facing strong competition from foreign firms. The visitors also exchanged views with the Chamber on various ways that the two organisations could help develop their members' business.

Wang Junyi, General Director of the World Expo 2010 Shanghai Bidding Office, spoke at a Chamber roundtable luncheon on March 28 about preparatory work for the World Expo 2010 in Shanghai, and possible



A 28-member Mainland state owned enterprises' managers delegation attended a one-week training program in Hong Kong between March 24 and 28. The event, co-organised by the Chamber and CCPIT Beijing, put the managers through intensive training on business management skills which covered listing in Hong Kong, marketing, e-commerce, logistics, and corporate governance, among other skills. On March 27, a business-matching meeting was organised for over 80 members to meet with the Mainland managers.

Chamber 總商會

美洲

夏偉邦 (退役英軍准將) 和本會總裁翁以登博士 (退役美軍上校) 於3月26日午餐會演說, 題為「細看伊拉克風雲」。

加州貿易投資中國及香港特區代表處處長方文靜於3月31日出席美洲委員會會議, 向會員簡介辦事處工作和香港與加州的雙邊貿易關係。會上, 委員亦商討如何進一步加強中國、香港與加州的貿易聯繫。

中國

中原 (中國) 物業顧問有限公司程濤博士於3月18日小型午餐會, 闡述內地房地產市場發



由內地國營企業管理人員組成的28人代表團於3月24至28日來港參加為期一週的培訓課程。課程由本會與中國國際貿易促進委員會北京分會合辦，旨在向國企管理人員提供商業管理技巧的密集訓練，內容涵括在港上市、市場推廣、電子商貿、物流、企業管治等。本會亦於3月27日舉行商貿選配會議，安排逾80名會員與內地企業管理人會面。

in Action 動態

展趨勢。演講前，中國委員會召開會議，討論本會的「珠江三角洲融合行動綱領」及檢討剛於二月完成的北京訪問。

中國對外服務工作行業協會名譽會長汪統於3月24日率領代表團到訪本會。汪氏向會員表示，中國的招聘服務開始崛起，而內地公司正面對外資企業的激烈競爭。訪者還與本會交流意見，商討有助雙方拓展屬下會員業務的多項舉措。



2010年上海世界博覽會申辦工作領導小組辦公室主任汪均益於3月28日小型午餐會，談談世博會的籌備工作和這項盛事可為香港企業帶來的機遇。



由中國國際貿易促進委員會和中華全國工商聯合會內地見習員組成的34人代表團於4月7日造訪本會，瞭解本會作為非牟利組織的運作情況。本會總裁翁以登博士向訪者介紹本會業務。

歐洲

瑞士14人商務代表團於3月18日到訪，與本會會員舉行商貿選配會議。團員有意從中港兩地進口和採購多種產品，尤其是成衣和配飾、體育用品、設備和機器、原料和金屬產品。

太平洋地區經濟理事會

太平洋地區經濟理事會中國香港委員會於3月25日舉行2003年春季酒會，主席艾爾敦在會上向會員匯報委員會的最新發展。除該委員會會員外，理事會各成員國駐港總領事和官方代表亦出席酒會。

本會工商政策

香港總商會工商政策部就非典型肺炎導致的社會和經濟危機，向本會提供建議。該部亦定期審議工商政策事項，如小型屋宇政策、《土地業權條例草案》、競爭政策、可再生能源政策和電訊收費。

工業及科技

工業及科技委員會和本會稅務委員會於3月18日造訪本會，討論稅務局進行製造業實地審查的方法。與會會員表示，稅務局需簡化其審查程序，稅務委員會亦承諾進一步跟進此事宜。

服務業

房屋及規劃地政局楊耀聲於3月19日出席地產服務委員會會議，委員會在會上討論政府建議的小型屋宇政策改革。

香港電訊用戶協會主席陳玉強於4月4日小型午餐會，講述如何挑選價格合理的話音電訊服務商。

本會旅遊委員會主席黃家倫於4月9日召開非正式午餐會，談談影響業界的多個問題。委員會又於4月14日開會討論非典型肺炎對旅遊業的影響，本會經濟政策委員會會員亦參與會議。

香港總商會

委員會
主席

理事會
諮議會
黎定基

美洲委員會

洪克有

亞洲及非洲委員會

高保利

中國委員會

許漢忠

總商會海外講者團

萬大衛

e-委員會

葛珮帆

經濟政策委員會

梁兆基

環境委員會

關正仕

歐洲委員會

萬大衛

香港—台北經貿合作委員會

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人力資源委員會

吳克儉

工業及科技委員會

潘啟祥

法律委員會

伍成業

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

地產及基建委員會

李澤鉅

卓百德

零售及分發委員會

黎定基

船務及運輸委員會

羅理奧

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

鄧國全

金融服務委員會

阮清旗

資訊服務委員會

鄭韓菊芳

專業服務委員會

羅寶信

地產服務委員會

蒲祿祺

旅遊委員會

黃家倫



Promoting Professional Services 推廣專業服務

(From left to right) Rachel Chan of HKTDC, Gordon Leung, of the Commerce, Industry & Technology Bureau, moderator Nicholas Brooke, P C Lau of the HK Coalition of Professional Services, and Vincent Li of the HKPC, shared their experience in promoting professional services both locally and overseas at a Chamber seminar on April 7.

(左至右) 香港貿易發展局陳嘉怡、工商及科技局梁松泰、主持蒲祿祺、香港專業聯盟劉炳章和香港生產力促進局李啟倫於4月7日研討會，分享在本地和海外推廣專業服務的經驗。

opportunities that the event might create for Hong Kong businesses.

A 34-member mainland delegation composed of Mainland trainees from CCPIIT and All China Federation of Industry and Commerce visited the Chamber on April 7 to learn how the Chamber operates as a non-profit organisation. Chamber CEO Dr Woon briefed the visitors on the Chamber's operations.

EUROPE

A 14-member Swedish business delegation visited the Chamber on March 18 for a business-matching meeting with members. The visitors were interested in importing and sourcing various products, from Hong Kong and China, especially those in the apparel and accessories, sport-

ing goods, equipment and machinery, raw materials and metal sectors.

PBEC

PBEC Hong Kong held its 2003 Spring Cocktail Reception on 25 March, at which David Eldon, Chairman of PBEC HK, updated members on the latest developments of the organisation. In addition to PBEC HK members, Consuls General and official representatives of PBEC member economies also attended the cocktail.

CHAMBER BUSINESS POLICY

HKGCC's Business Policy Division contributed to the Chamber's efforts in responding to the social and economic crisis arising from the atypical pneumonia outbreak. This was in addition to the division's regular activities in deliberating on business policy

issues, such as: small house policy; Land Titles Bill; competition policy; renewable energy policy; telecommunications charges

INDUSTRY AND TECHNOLOGY

The Industry and Technology Committee and the Chamber Taxation Committee met on March 18 to discuss the Inland Revenue Department's practice of conducting **field audits of the manufacturing industry**. Members at the meeting said the IRD must try to make its practices more user-friendly, and the Taxation Committee agreed to further take up the matter.

SERVICE INDUSTRIES

Gary Yeung of the Housing Planning and Lands Bureau attended the Real Estate Services Committee meeting on March 19, at which the committee discussed the government's proposed reform of the small house policy.

Simon Chan, Chairman, Hong Kong Telecommunications Users Group, spoke at the Chamber's April 4 roundtable luncheon on selecting service providers for voice telecommunications and cost management.



Alan Wong, Chairman of the Chamber's Travel/Tourism Committee, convened an informal lunch on April 9 to talk about a number of issues affecting the industry. The committee met again on April 14 to discuss the effects of atypical pneumonia on the travel and tourism industry. Members of the Chamber's Economic Policy Committee also joined the meeting. **B**

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Managers of state-owned enterprises attend a one-week training program at the Chamber. At the end of the course, a business-matching meeting was organised for over 80 members.

內地國有企業的管理人員在本會參加一週培訓課程，課程最後環節為商務選配會議，有80多名會員出席。



Eye Spy

活動花絮



The Chamber's head office underwent a major spring cleaning in April as part of the territory-wide clean-up effort to battle SARS.

本會總辦事處於四月展開春季大型清潔行動，以配合社會協力抗擊非典型肺炎。



The Chamber's former Chairman Christopher Cheng (2nd from left) meets the press on the eve of the Chamber's AGM on April 24. 本會前任主席鄭維志 (左二) 於4月24日會員週年大會舉行前會見記者。



HKGCC's newly-elected Chairman Anthony Nightingale meets the press after the Chamber's AGM. 香港總商會新任主席黎定基於會員大會後見記者。



General Committee members relax at a meeting after the AGM. 理事會成員於會員大會後輕鬆聚談。

CHAMBER

FORECAST

UPCOMING EVENTS

- 15 May**
Training: Effective Presentations Skills (*English supplemented by Cantonese*)
- 15 May**
Training: Mandarin Speaking Group for "Expatriates" (Intensive course for Beginners) (*Mandarin & English*)
- 16 May**
Subscription Luncheon in Honour of Mr James Keith, Consul General of the United States of America
- 16 May**
Roundtable Luncheon: "How to Control Operating Costs without Damaging your Brand & Company Moral"
- 20 & 21 May**
HKGCC Mission to Guangzhou
香港總商會廣州訪問團
- 21 May**
Training: Telesales For Frontline Staff (*Cantonese*)
- 22 May ~ 7 August**
Training: Practical Mandarin for Beginners (*Mandarin*)
培訓課程: 初級實用普通話會話班 (*普通話*)
- 22 May**
Training: High-Powered Customer Complaint Handling Seminar (*Cantonese*)
培訓課程: 勁量「顧客投訴處理」講座 (*廣東話*)
- 27 May**
"A Conversation with a General Committee Member" Series – Session II: Anthony Nightingale, Chairman of HKGCC and Chairman of Jardine Pacific Limited
- 27 May**
Roundtable Luncheon: "The European Union: (Current) Challenges and Perspectives"
- 28 May**
Seminar on Strategic HR – Latest Trends & Developments (*Jointly organized with PricewaterhouseCoopers*)
- 29 May**
Training: High-Powered Negotiation Skills: "Turning Tough Negotiations Upside Down!" (*Cantonese*)
- 28 May**
Training: Consultative Selling Skills (*Cantonese with English handouts*)
- 30 May**
Chamber Happy Hour
- 30 May**
Town Hall Forum Series with HKSARG Principal Officials – Session VII: The Hon. Arthur Li, Secretary for Education and Manpower
- 9 June**
Training: How to Set Up Foreign Trade Companies in PRC (*Cantonese*)
培訓課程: 如何在國內設立外商貿易公司 (*廣東話*)
- 10 June**
Training: Revision to the Value Added Tax Regime in China and Its Implication on foreign Enterprises (*Cantonese*)
培訓課程: 如何應用、申報內地增值稅及節省策略 (*廣東話*)
- 11 June**
Training: Employment Responsibilities Imposed on Hong Kong Residents in the Mainland (*Cantonese*)
培訓課程: 港人內地就業應注意的責任承擔 (*廣東話*)
- 12 June**
Training: Handling Tax Investigation in the PRC and Avoiding Punishment (*Cantonese*)
培訓課程: 內地稅務調查的重點及如何避免處罰 (*廣東話*)
- 12 June**
SME Night
中小企之夜
- 16 June**
Roundtable Luncheon: "Asia Regional Threat Assessment"
- 19 June**
Chamber Golf Outing
高爾夫球同樂日

COMMITTEE MEETINGS

- 16 May**
China Committee Meeting
- 16 May**
Retail and Distribution Committee Meeting
- 19 May**
Chairman's Committee Meeting
- 20 May**
Industry and Technology Committee Meeting
- 21 May**
Economic Policy Committee Meeting
- 22 May**
e-Committee Meeting
- 26 May**
Council & GC Meeting
- 27 May**
Europe Committee Meeting
- 27 May**
Shipping and Transport Committee Meeting
- 29 May**
Asia/Africa Committee Meeting
- 18 June**
Membership Committee Meeting

Regular committee meetings open to respective committee members only, unless otherwise specified

OUTBOUND MISSIONS

- 20~21 May**
HKGCC Mission to Guangzhou
香港總商會廣州訪問團

Small Company Bonus

小型企業優惠



The Hong Kong General Chamber of Commerce recognizes that some smaller companies who have contributed significantly to the economy are experiencing great difficulties in their business due to the weak economy. Therefore, we have decided to give an extra bonus to this group of members.

Effective immediately, existing and new corporate members employing 10 or fewer staff will be issued special program coupons worth \$400, redeemable for Chamber roundtables and subscription luncheons.

If you are entitled to this bonus but have not declared your company size to us yet, please do so by filling in the information in the specified corner of the renewal notice, or contact our Membership Department at 2823 1262.

For details, please contact our Membership Hotline at 2823 1262 / 2823 1203.

小型企業對香港經濟建樹良多，鑑於目前營商環境較為困難，香港總商會冀更能助您一臂之力。

由即日起，凡僱員人數在10人或以下之現有及新公司會員，可獲面值400港元之代用券乙套，用以參加本會舉辦之小型研討會和大型午餐會。

如 貴公司符合資格，但未通知本會 貴公司的員工人數，敬請在續會通知書指定位置寫上員工人數，或與本會會員部聯絡。

歡迎致電會員部熱線：2823 1262 / 2823 1203，查詢詳情。



Hong Kong General Chamber of Commerce
香港總商會 1861

www.chamber.org.hk



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Océanis Clipper 393



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From 31 to 57 feet, 11 cruising yachts offer maximum space and comfort with several alternative interior lay-outs. With Clipper equipment as standard, every Océanis is an ideal on board environment in which to cast off and indulge your passion for the sea. If your dream is of unlimited freedom and long distance cruising, an Océanis will make it come true !



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