

工商月刊

07.2003

BULLETIN

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



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Members in Touch 讀者來鴻

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BUSINESSES EAGER TO VISIT HONG KONG

You may wish to know that following the Hong Kong General Chamber of Commerce's advice, British trade organisations are now again actively promoting commercial visits to Hong Kong after a period of suspension.

British businessmen will accept your notification that it is safe to return. Specifically the Nottinghamshire Chamber here in the U.K. has immediately released publicity for its next trade mission to Hong Kong (due to arrive in October). All promotion was suspended awaiting your announcement. Please keep us informed about further developments relating to Hong Kong.

Michael Brosch
Director of International Trade
Nottinghamshire Chamber
United Kingdom

企業渴望訪港

我想告訴大家，多個英國商會已聽從香港總商會的建議，再次積極推動本地商界訪港。

英國商界知道現已可放心重回香江。英國諾丁漢郡商會更立即宣傳其將於十月前往香港考察。業界推廣亦全面恢復。請繼續告知香港的發展。

英國諾丁漢郡商會
國際貿易總監 Michael Brosch

LET'S PUT SARS BEHIND US

I can't tell you how pleased I am for Hong Kong that SARS has been brought under control. I know from discussions with Victor Fung at the ABAC meetings in Tokyo, last week, that, not only has the travel ban hurt economically, but SARS has been used by some as a discriminatory cover for protectionism. Hopefully, we can quickly put all of this behind us. We are already planning to bring one of our Vice Chairmen to Hong Kong and China in the 4th quarter of the year, so let's keep our fingers crossed that all continues to go well on the SARS front.

Brant Free
Senior Vice President, International
Chubb Corporation

合力解除「沙士」威脅

香港非典疫情受到控制，我感到十分欣喜。我於上週出席東京 ABAC 會議時與馮國經傾談，知道世衛旅遊警告已沉重打擊香港經濟，若干國家更以非典為藉口，歧視香港。我盼望這些問題能盡快解決。我們正為一位副主席籌備於本年第四季前往香港和中國。衷心祝福您們順利渡過難關。

集寶集團
高級副總裁 (國際) Brant Free

REBUILD CONFIDENCE IN HONG KONG

On behalf of CPA Australia, we would like to express our appreciation for your recommendation in writing to our business contacts about the WHO lifting the travel advisory and how we are winning the battle against SARS.

We have been taking the initiative in informing our members and friends of the business community on the update of SARS and providing positive news to rebuild the confidence in Hong Kong. The e-mail bulletin is called "Caring Professionals in Affiliated Action" (CPAA).

Lillian Lee
Committees & Communication Officer
CPA Australia - Hong Kong China Division

重拾信心

我們謹代表澳洲會計師公會感謝貴會通知本會友好世衛已撤銷訪港旅遊忠告，以及香港如何戰勝非典。

本會已主動告知會員和商界友好非典的事態發展，並發佈正面訊息，務求重拾各界對香港的信心。該通訊經電郵發佈，題為「聯合行動顯關懷」。

澳洲會計師公會中國香港分會
委員會事務及傳訊主任 李詠心



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Hong Kong : 'We are back!'

A number of positive signs indicate it is time to move on to Phase II of your Chamber's 5-5-5 plan to reinvigorate, relaunch and rebuild confidence in Hong Kong.

As members will recall, Phase I – which required lifting of travel advisories for the HKSAR and at least stability in the situation in China and elsewhere in Asia – was focused in the near-term on restoring confidence here at home and among our friends abroad.

Working hand-in-hand with Operation Unite and other community groups, Phase I saw a series of social and business-oriented events aimed at reminding ourselves and the world of the myriad benefits Hong Kong has to offer. At home, the "Business After SARS" conference and gala charity dinner at Chek Lap Kok kicked off the return to business as usual. Internationally, we have been keeping in touch with business partners, chambers and opinion makers in the media to put across the message that Hong Kong is committed to being a safe environment for residents and visitors alike.

As we move into Phase II, our objectives shift from initiation to sustainability. Now is the time to build momentum, demonstrate our commitment to world-class hygiene throughout the city and lay the foundations for transforming Hong Kong over the longer term. Less than three weeks after the World Health Organisation revised its "travel alert" to a "travel advisory," the WHO has completely removed Hong Kong from the list of SARS affected places. Clearly, it is time to move on.

The publicity campaign should be well underway as you read this letter, telling the world that Hong Kong is safe to visit, and that visitors from Hong Kong should not be discriminated against when travelling abroad. The unjustified blanket ban at the height of concern about SARS among a few sports organisers, universities, trade fairs and conference organisers was damaging to our society and to our economy although through a lot of effort several of those decisions were reversed. That should now be behind us.

Now we need to go on the offensive, challenging any organisation that would still bar the door to our people in their travels abroad. Certainly, prudent health checks should remain in place, and we all have a responsibility to ensure that we are not endangering others. But, our people are no more a danger than any one else, and deserve to be treated as such.

Prejudices die hard, and so we need openly to demonstrate that we have taken the steps necessary to control this disease, and more. We need to show the world the new, cleaner face of Hong Kong, one that has no tolerance for poor hygiene. This means a sustained program to monitor and fix damaged plumbing, and continued stringent cleaning in our homes and workplaces. Each district should take responsibility for its own public places and every building a regular "health check." Government should ensure it has the right incentives and penalties in place to ensure this program retains its momentum.

To rebuild confidence among visitors and overseas associates, we will need to carry through with a sustained publicity campaign. The initial effort, after the lifting of the travel advisories, supplemented news reports about the ever-improving situation here and in other parts of the region. The next phase needs to be carefully targeted, aiming both at those who need to come here for business reasons and those likely to visit for pleasure. We will need different strategies for our key markets of the Mainland, Taiwan and the rest of the world.

There will be an unavoidable delay in getting our tourism sector back up to full speed as those with other options remain sceptical. It will take time to woo back the family tourists, and so we should be careful not to expend all our resources too early.

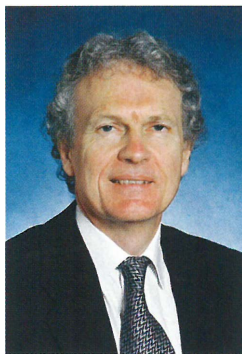
Part of the longer-term plan to confirm Hong Kong as one of the safest, cleanest cities in Asia is the creation of a series of pro-active and responsive policies that will preserve our hard-won gains. Certainly the formation of a crisis management mechanism is long over-due. The nature of emergencies is such that pulling together people and resources at the last minute is less than ideal.

We also need an enhanced long-term public health strategy, one that provides a multi-faceted approach to heading off the next, unpredicted danger. In this endeavour, we need the very best expertise available, from around the world. The announcement in May of an experts committee to advise government on managing and containing infectious diseases is a step in the right direction. Co-operation between our own researchers and those in the U.S. and other parts of China is already

underway. The momentum must continue, and drafting a long-term strategy will ensure that we get the results we need.

Part of the strategy should be establishing the terms of reference for a new research centre for infectious diseases, one that will draw on resources where ever they may be, and attract the talented professionals who can make it work. We are all aware of the need to contain government spending, but this ranks high on our list of priorities.

The mood in Hong Kong is much improved, which is of course excellent, but we must ensure that the confidence restored in the last several weeks is not lost to complacency. As we proceed through the summer, the full implications of the economic damage we've suffered will become apparent. It will then be necessary to evaluate whether the economic relief measures put in place on a temporary basis in March have adequately done the job or whether further assistance to business is necessary. Your Chamber will play its part in the coming debate on this issue. **B**



Anthony Nightingale
黎定基

Anthony Nightingale is Chairman of the Hong Kong General Chamber of Commerce.

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香港恢復生氣！

香港總商會早前倡議分「五星期、五個月、五年」三期推行「重振、重推、重建香港」計劃。多個徵兆顯示，現在是時候開展計劃的第二期，主旨是「我們恢復生氣！」。

會員可能記得，第一期計劃於世衛撤銷特區旅遊忠告及中國和亞洲其他地區的疫情穩定時推行，目標是恢復港人和海外友好的信心。

在第一期，我們與「心連心•全城抗炎大行動」和其他社區團體合辦連串社區和商業活動，藉以提醒港人和全球香港的眾多優勢。我們在本地假赤鱘角機場舉行「經濟再高飛」商界研討會和盛大慈善晚會，標誌一切活動如常。國際方面，我們一直與商業夥伴、各地商會和傳媒評論員保持聯繫，以傳達訊息，宣揚香港決心維持安全的居住和旅遊環境。

踏入第二期，我們的目標由策動轉為持續實行。我們延續第一期的勢頭，展示我們矢志成為世界級衛生城市，並為香港長遠改革奠定基礎。世衛把訪港旅遊警告改為旅遊忠告後不夠三星期，亦把香港從疫區名單剔除，香港必須把握機會繼續前進。

您閱讀本文的時候，重推香港的宣傳攻勢應進行得如火如荼，目的是告訴全球香港是安全的旅遊地，以及港人出外旅遊時不應受到歧視。在疫潮高峰期，若干海外體育組織、大學、貿易展和會議籌辦商一律拒絕港人入境，對本港社會和經濟造成損害，幸而經有關當局努力斡旋，部分已撤回原先決定。今後，我們須防止這些情況再次發生。

現在，我們需主動出擊，向把港人拒諸門外的任何機構提出質疑。當然，我們須繼續進行審慎的健康檢查，並有責任確保自己不會危害他人。港人已不再對別人帶來威脅，故應獲得公平待遇。

偏見是很難消除的，因此我們需向外界證明已採取必要措施控制非典和其他疫症，還需向全球顯示更整潔的香港新貌，杜絕惡劣的衛生環境。換言之，我們須推行持續計劃，檢驗和修理受損的污水道，並繼續厲行家居和工作場所清潔。各區皆應負責本身公眾地方的衛生，並定期檢查每所樓宇的衛生情況。政府須設立適當的獎勵和懲罰，以



To rebuild confidence among visitors and overseas associates, we will need to carry through with a sustained publicity campaign. 為重建旅客和外商的信心，我們需持續實行推廣計劃。

確保計劃成效持久。

為重建旅客和外商的信心，我們需持續實行推廣計劃。首先，我們已於旅遊忠告撤除後，透過報章講解本地和其他亞太地區的疫情逐漸好轉。第二期的對象須小心釐定，包括需要來港經商和打算來港旅遊的人士。我們亦需為內地、台灣等主要市場和世界各地制定不同策略。

由於其他因素尚未明朗，短期內本地旅遊業料難回復興旺。我們將需要一段日子才能吸引家庭旅客回流，故不宜過早耗盡資源。

長期計劃的目標是印證香港是最安全、最乾淨的亞洲城市，我們需為此擬定一套前瞻和反應迅速的政策，以維護辛苦得來的成果。危機管理機制應早建立，在緊急關頭才遲緩地拼湊人力、物力的做法並不理想。我們還需要一項完善的長遠公共健康策略，

從多方面預防下一次難以預料的危機。因此，我們需網羅世界各地的醫療精英。政府於五月宣佈成立專家委員會，就控制傳染病提供建議，便是正確的一步。香港、美國和中國其他地區的研究人員亦已開展合作。這種動力必須持續，而擬訂長遠策略將能確保我們取得所需成績。

這項策略應包括設定新傳染病研究中心的權限，這中心將借助各種資源及延攬有關優秀人才。人人皆明白需要控制政府開支，惟我們認為設立研究中心應被列為重點工作。

香港的氣氛已顯著改善，這固然是好事，但我們不要疏忽大意，把過去數星期恢復的信心再度失去。疫症對香港經濟造成的影響，將隨夏季來臨而全面顯現。屆時，我們便需評估政府三月公佈的短期救市措施能否充分發揮作用，以及需否給予企業更多援助。作為商界代表，本會將就此積極發表意見。 **B**

黎定基為香港總商會主席。

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CEPA to Boost the Economy

The CEPA agreement is expected to boost businesses' prospects and also their battered confidence, writes the Chamber's Legco Rep, **The Hon JAMES TIEN**

With the SARS crisis behind us, a number of economic revival initiatives were launched last month. One of the most exciting and highly anticipated developments is the "Closer Economic Partnership Arrangement" (CEPA) between Hong Kong and the Mainland, which has huge implications on the economic development of both trading areas.

CEPA to boost confidence

Businesses are delighted that CEPA, which the Chamber and I have strongly supported over the last few years, has been concluded. I expect that it will bring substantial benefits to the Hong Kong economy, boost investments in Hong Kong and China, and improve unemployment in the local labour market.

Without doubt, SARS knocked the wind out of the local economy. According to the latest statistics, unemployment in Hong Kong has risen from 7.8 percent to 8.3 percent, while underemployment now stands at 3.8 percent, up from 3.2 percent. Both figures are at record highs and reflect that more companies have been forced to close down, cut their headcount or have asked employees to take unpaid leave.

Under these circumstances, the long-awaited CEPA agreement could not have come at a better time. Although it is unlikely to bring immediate relief to the economy, it will boost confidence tremendously and help to improve our economic outlook.

The agreement benefits a wide spectrum of industries and sectors, and includes zero tariffs on Hong Kong goods entering the Mainland market. The arrangement is expected to attract Hong Kong garment, jewellery, clock and watch manufacturers in the Mainland, among others, to return to Hong Kong.

On the services side, CEPA covers financial services such as accounting, banking, securities and insurance. The advantages that it provides to many professionals here will consolidate Hong Kong's position as one of the world's leading financial centres. As such, the benefits that it brings exceed my expectations.

Benefiting both sides

With early liberalisation of the Mainland market for Hong Kong companies and professionals, China can also benefit from CEPA. By absorbing practical experience and related knowledge opening its markets, China will be able to ready

itself for the fierce competition expected to come with the influx of large foreign enterprises, once all of its WTO obligations are realised. CEPA, therefore, will bring economic benefits to both sides.

Although some details of CEPA have yet to be finalised, I hope that the "rule of origin" and the "definition of Hong Kong companies' subsidiaries" in CEPA will only be set after looking very carefully at Hong Kong's status as an international business centre. For the former, I suggest that we follow international practice to label products as "Hong Kong made" if 25 percent or more of their production is carried out in Hong Kong. For the latter, I feel that companies once registered in

Hong Kong should be regarded as Hong Kong companies, irrespective of the source of capital.

I hope that local businesses can take advantage of CEPA to explore more opportunities in the Mainland market, and I welcome your views on how they can do so.

Loan scheme improved

In last month's Bulletin, I wrote that I had informed the administration about problems arising from the HK\$3.5 billion loan guarantee scheme, especially its overly rigid restrictions.

According to government's rely in Legco, only 600 or so applications were received within the first three weeks after the loan scheme was launched, 400 of which were approved and the amount of loans granted was about HK\$120 million.

This is obviously unsatisfactory since only few companies have benefited from the scheme, and as such the government agreed to relax application requirements. Instead of getting shareholders holding 90 percent or more of the equity to guarantee the loans, firms now only need to get shareholders holding 70 percent or more. Moreover, loans can now be used to order goods or to pay rent, as opposed to just staff salaries in the past.

*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***



James Tien 田北俊

James Tien is the Legco Representative of the Hong Kong General Chamber of Commerce.

更緊密經貿安排有助復興經濟

總商會立法會代表**田北俊**議員表示，「更緊密經貿關係安排」料能助改善營商前景，恢復信心

過去一個月，隨著「沙士」疫症的威脅減退，各項刺激經濟的措施相繼推出。其中，最觸目的莫過於香港與內地協商完成的「更緊密經貿關係安排」，因為這牽涉到兩地經濟的中、長期發展，影響廣泛。

經貿安排如強心針

其實，此經貿安排一直是香港總商會和我多年來所倡議的，現在終於達成，商界當然十分歡迎。我預期它對促進香港的經濟復甦和兩地的投資，以至改善本地的就業情況，都會帶來重大裨益。

「沙士」疫症對本港經濟的打擊，無疑是非常沉重的，這從失業數字可見一斑。最新的失業率已由7.8%進一步上升至8.3%，就業不足率也由3.2%升至3.8%，兩者同樣創了新高，顯示公司結業、裁員、放無薪假等情況日益嚴重。

此時，香港與內地成功締結社會各界期待已久的「更緊密經貿關係安排」，雖然即時無法產生實質的救市作用，但在目前環境下猶如注入一支強心針，經濟前景可望好轉。

受惠行業的層面非常廣泛，而且協議落實香港製造產品的零關稅安排，因此可望帶動目前在內地設廠的製造業，如製衣、珠寶製造及鐘錶業等回流。

服務業方面，涵蓋層面擴及包括會計、銀行、證券、保險等與金融相關的行業，也令我感到有點喜出望外，相信此舉會令本港很多專業人士受惠，亦可進一步鞏固香港作為國際金融中心的地位。

締造兩利方案

話說回來，此經貿安排固然對香港有利，但另一方面，內地市場提早開放予香港企業和專業人士，也可藉此預先汲取市場經驗和相關知識，為應付日後來自外國大型企業的激烈競爭，作好適應和準備，避免到時出現混亂。故

此，今次安排對香港與內地的經濟發展來說，可說是一個兩利的做法。

雖然若干細節尚待釐定，我希望協議中觸及的「原產地規則」和「香港分公司界定」，能充分考慮香港作為國際商業中心的實際情況。就前者而言，我建議按世界慣例，規定廠家只須有25%的工序在香港進行，其產品便符合「香港製造」的資格。至於香港公司的定義，我認為只要在香港註冊的公司便應視為香港公司，無須分別本地資金或外資。

我希望這次經貿安排，將會為工商界帶來更多開拓內地市場的機會。若大家有任何意見，歡迎向我反映。

貸款計劃獲改善

此外，我在上期本欄中提到，已向政府反映35億港元貸款擔保計劃規限過嚴的問題。後來政府於立法會內回覆，現特此向各位簡報。

據政府的資料，在貸款計劃推出的首三個星期，只接獲600多宗申請，其中批准了400多

宗，貸出的金額只約有一億二千萬港元。

從以上數字可見，貸款情況並不理想，只有很少企業受惠。有見及此，政府認同可放寬有關的申請規限，包括原來要求申請貸款的商戶，最少有九成股東簽署作擔保，現降低股東比例至七成；獲批的貸款除可用於支付僱員薪金外，餘額也可用作其他營運周轉，例如訂貨、交租等。我歡迎政府從善如流，對計劃作出改進。希望計劃改良後，會有更多商戶受惠。

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：中環長臣道8號立法會大樓；電郵：tpc@jamestien.com；電話：2500 1013；傳真：2368 5292。 **B**

田北俊為香港總商會立法會代表。



CEPA is expected to attract some local manufacturers back to Hong Kong.

「更緊密經貿關係安排」料能帶動香港製造商回流。

Good News and Hard Work Come Together

No more travel advisory by the World Health Organisation. No more travel advisory by the U.S. Center for Disease Control. No more appearance on the list of SARS affected areas published by the WHO.

This is the situation for both Hong Kong and China. Therefore, we would be justified to be relieved that the ordeal of the last three months has come to an end. Not coming to an end, however, is the sorrow over those who died from the disease, the sympathy for those who suffer lasting effects still, the vigilance of private and public hygiene awareness, and the need to prepare ourselves better for the next medical crisis.

The Chamber is doing its part. First of all, we are pleased that many of our suggestions in our April 16 submission to the government on emergency SARS measures have been adopted by the government (see page 36). Hopefully, they provided some relief to those hardest hit during the lowest point for Hong Kong in April and May. Then, in recent weeks, in accordance with the Chamber's 555 plan to revive Hong Kong that you read about in the June issue of the *Bulletin*, we took a number of actions.

First we wrote to over 130 newspapers around the world, and 15 or so have published our letters, explaining the true situation in Hong Kong, dispelling ridiculous rumours about Hong Kong and SARS, arguing against discrimination against Hong Kong people and goods, and welcoming visitors back after the travel advisory and the affected area actions by the WHO. A similar letter was provided to members to send to their overseas contacts, and the response to us from members has been overwhelming, after they received positive acknowledgements from their overseas contacts. This letter-writing campaign is a major part of Phase I of confidence building which we put forward in our 555 plan.

Meanwhile, we have transitioned into Phase II – five months of relaunch. We went to Guangzhou in late May and Shanghai in

late June. Both times, the Chamber was received very warmly by senior local officials as they appreciate the effort we made to come visit during a time of great difficulty for all of us. The Chinese phrases of “bringing coal in the snow” and “you can tell true affection in a time of difficulty” were used repeatedly by our hosts. Both trips served to tell Hong Kong, China, and the world that we are back to “business as usual” and we are continuing our close relationship with China. They also serve to imprint our Chamber's name into the senior Chinese officials' mind so that it would help our members in the future.



Dr Eden Woon 翁以登博士

We also organised a major “Business after SARS” conference on June 7 in conjunction with Operation Unite, to discuss how businesses can come back after this crisis. We welcome the conclusion of Closer Economic Partnership Arrangement (CEPA), a free trade agreement, between Mainland and Hong Kong at the end of June, something that the Chamber initiated back in 2000 and pushed for ever since. Although this will not solve all our economic problems, it will benefit many Hong Kong business people while also being beneficial for China. We will be scheduling a series of workshops and talks to help members understand the agreement and analyse how to take advantage of it, and we will write more on CEPA in the next issue.

Yes, there is good news, and yes, the Chamber has been working hard. But we hope the good news will not stop. And I can assure you our hard work will not stop. **B**

Dr Eden Woon is CEO of the Hong Kong General Chamber of Commerce.

翁以登博士為香港總商會總裁。

THE BULLETIN

A Hong Kong General Chamber of Commerce magazine

www.chamber.org.hk/bulletin

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TRANSLATED BY: **Sarah Lo, Kitty Lau**

GRAPHIC DESIGN: **Andy Wong**

ADVERTISING: **OMJ Media**

Tel: 2375 2311 Fax: 2870 3341

Email: jeremy@omjmedia.com

The Chamber is apolitical. Any advertisement of a political nature does not necessarily imply endorsement by the Chamber

PUBLISHED BY:

The Hong Kong General Chamber of Commerce

22/F United Centre, 95 Queensway, Hong Kong

Tel: 2529 9229 Fax: 2527 9843

www.chamber.org.hk

PRODUCED BY:

OMAC Production House

Tel: 2893 0944 Fax: 2832 7903

PRINTED BY: **Excellent Printing Co**

主席 : 黎定基

常務副主席 : 艾爾敦

副主席 : 蔣麗莉博士 胡定旭 楊國琦

總裁 : 翁以登博士

總編輯 : 麥爾康

編輯委員會 : 張耀成博士 陳偉群博士

周崇樺 楊秋怡 顏偉業

編譯 : 魯尚青 劉詠嫻

設計 : 黃惠強

廣告 : OMJ Media

電話 : 2375 2311 圖文傳真 : 2870 3841

本會並非政治組織，任何帶有政治意識的廣告均不代表本會立場。

出版 : 香港總商會

金鐘道統一中心廿二樓

電話 : 2529 9229 圖文傳真 : 2527 9843

網址 : www.chamber.org.hk

製作 : 奧瑪製作室

電話 : 2893 0944 圖文傳真 : 2832 7903

承印 : 百美印刷

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喜訊臨門 奮力邁進

中港兩地皆不再出現在世衛旅遊警告通知中，不再出現在美國疫病控制及預防中心旅遊警告通知中，不再出現在世衛非典疫區名單中。

這些喜訊標誌兩地在過去三個月飽受的煎熬終結，值得寬慰。然而，有些事情我們還需繼續做，包括懷念非典死難者、支持受疫症長遠影響的人士、保持個人和公共衛生意識，以及做好準備，防範疫症再襲。

本會為今次事件克盡己任。首先，我們於4月16日向政府提出多項抗禦非典的應急措施，其中不少獲得政府接納，我們深感高興（見本刊第36頁），希望這些措施能幫助於四、五月香港最低潮期間遭到重擊的行業。近數星期，本會接續採取多項行動，貫徹復興香港的「三五」計劃，後者詳載於《工商月刊》六月號。

我們去信全球逾130份報章，講解香港疫症的實情、澄清有關香港和非典的荒謬謠言、反對歧視港人和港製產品，並且歡迎旅客於世衛撤銷對港旅遊忠告及把香港剔除出疫區名單後重臨香江。函件獲其中十幾份報章刊登。我們亦向會員提供類似的信件樣本，方便他們寄予海外友好。海外友人對此舉紛紛給予正面評價，教人雀躍。書信攻勢是「三五」計劃第一期，即建立信心期的主要環節。

現在，我們進入第二期，即為時五個月的重推期。本會分別於五月底和六月底探訪廣州和上海，兩次皆獲當地主要官員熱情款待，他們對本會在疫下出訪十分欣賞。期間，東道主更多次形容本會來訪是「雪中送炭」和「患難見真情」之舉。兩次探訪皆旨在告訴香港、中國和全球，港商活躍如昔，並將繼續與中國維持密切關係。探訪給內地主要官員留下深刻印象，會員日後必然受惠。

我們還於6月7日與「心連心•全城抗炎大行動」合辦「經濟再高飛」大型會議，討論振興疫後工商業之策。本會歡迎內地與香港的自由貿易協議——「更緊密經貿關係安排」於六月底達成。我們早於2000年倡議這個構想，自此努力推進。雖然協議不能解決本港所有經濟問題，但中港兩地均能從中得益。我們正籌備舉辦連串研討坊和講座，務求協助會員瞭解和分析協議，把握箇中優勢。下期月刊將詳盡報道「緊貿安排」。

源源喜訊伴隨本會努力而至，在衷心盼望佳音不絕之餘，我們保證會繼續全力以赴。 **B**



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Aim: This full time programme aims at providing operational knowledge in logistics and transport to Form 5 and Form 7 graduates so that they may be able to join the two fields upon graduation. Graduates are eligible to apply for direct entry into several bachelor's degrees programmes.

Programme Fee: Year 1: \$39,000, Year 2: \$43,000

Application Deadline: 15 August 2003

Please mail this form for programmes information to 11/F Fortress Tower,
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HKGCC

Professional Diploma in Logistics and Transport Management

物流及運輸管理專業文憑

(The only programme at diploma level that is fully recognized by The Chartered Institute of Logistics and Transport in Hong Kong)

Aim: This 9-subject programme aims at providing professional training in transport and logistics management for people who are already working in the field or those who intend to pursue a career in the sectors.

Programme Fee: \$5,000 per subject

Application Deadline: 24 August 2003

Interested people may obtain more information by calling Ms Connie Ho at 2508 8820 (for Professional Diploma in Logistics and Transport Management programme) or Ms Sophia Lam at 2508 8822 (for Higher Diploma in Logistics and Transport Operations programme), or by filling in the form and return it to: 11/F Fortress Tower, 250 King's Road, North Point, H.K.

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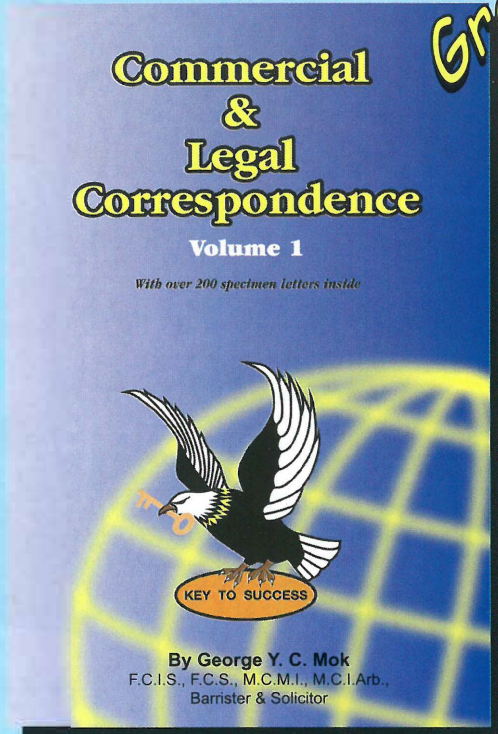
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Preface

In the wake of various criticisms on the standard, or the use, of the English language after the reunification of Hong Kong with China in the year 1997, it has been obvious to those concerned with the provisions of higher education in Hong Kong that there were only a few good handbooks for local high school, university or post-graduated students, executives, managers, company secretaries, qualified accountants and lawyers, on drafting or writing commercial and/or legal correspondence.

The aim of this book is to provide an integrated guide to those whose mother tongue is not English of writing good, if not excellent, English letters. As this book contains a broad spectrum of examples or specimen letters covering most kinds of commercial and legal matters, it will be of great use to all business-studies, accountancy and law students for a first or post-graduated degree or diploma, their teachers or lecturers and to all those who work in the commercial, company secretarial, accountancy and/or legal fields, whether you are a management trainee or managing director; a trainee solicitor or partner of a law firm.

The approach to drafting or writing letters with samples presented here is in a large measure derived from the author's wide experience as a Barrister, Solicitor, Chartered Secretary, Accountant and Management Consultant for more than 20 years.

To be cont'd...

(此書精簡易讀，適用於中學師生至博士生；文員、秘書、會計主任以至行政總裁等各界人士參考之用。)

Samples:

Letter 87

Dear Mr. Hampton,

Re: Terms of Your Employment

We are pleased to confirm your employment as Financial Controller with us with effect from _____ on the following terms:-

1. The appointment is full time and you will be expected to use your best endeavours and to devote your full attention to the affairs of the Company during normal working hours which are, at the moment, 9:00 a.m. to 5:00 p.m. during weekdays and 9:00 a.m. to 1:00 p.m. on Saturday.
2. You will be entitled to receive and be expected to give a minimum of one month notice in writing in order to terminate your employment contract.
 - a. Yours initial remuneration is HK\$ _____ per month and thereafter your remuneration will be increased at the discretion of the Company, after taking into account,

To be cont'd...

Letter 88

Dear Sir,

Re: Application for the Post of Trainee Accountant

I understand from the Journal of the Institute of Chartered Accountants that you are expanding your training scheme in order to provide more practical experience to new members of the Accountancy Profession.

It is of course both kind and considerate of you to offer assistance to young accountants who have little experience, such as myself. I would, therefore, greatly appreciate your consideration of my qualifications for the above position in your esteemed Firm.

I am 22 years of age and have just finished the final examinations of I.C.A. after graduated from Oxford University with a Master Degree in Finance. At present, I am employed as a Management Trainee in the Accounting Department of a medium-sized trading company. Although I enjoy working there, the company is small and there seems to be no hope of acquiring financial skills or experience in international trade.

To be cont'd...

Letter 110

Dear Mr. Chai,

Re: Travel Policy No. 05354

We thank you for your letter of _____ and regret to learn your unhappy incident during your stay at Happy Hotel, PRC over the period from _____ to _____.

In accordance with the terms of the above policy, we are glad to inform you that we are quite happy to meet your claim to the extent of HK\$ _____ in respect of your loss of items (a) to (c). However, we are unable to reimburse you in respect of item (d), unless and until you produce to us a copy of the relevant invoice or some written proof or evidence from the watch company in Switzerland, as you have not supplied us with any details. As the above policy presently stands, we are precluded from paying compensation to you unless you can produce concrete evidence of purchase. Furthermore, the current value of your aforesaid watch has dropped to only HK\$ _____ and your compensation will be based on such value, as per condition no. 25 on the above policy.

To be cont'd...

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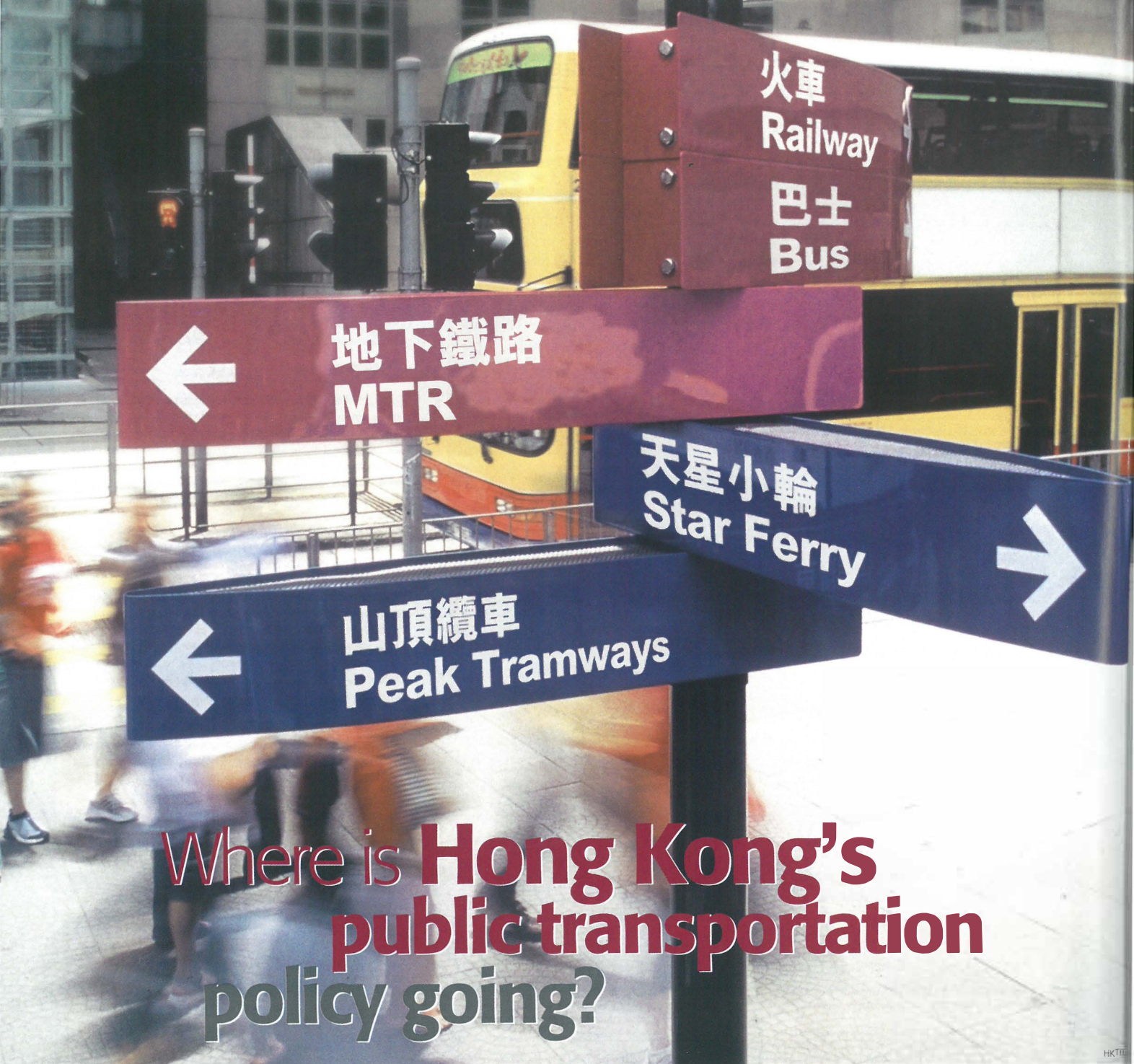
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Where is Hong Kong's public transportation policy going?

Few cities can hold a candle to Hong Kong's public transportation system, but issues need to be addressed to ensure it remains among the world's best, writes **SIMON NGAN**

As world cities go, Hong Kong probably stands out for its excellent public transportation system. Commuters are spoiled for choice with endless streams of buses, mini-buses, trams, ferries, taxis, the MTR and the KCR to take passengers where they want to go. Quality standards are also high in terms of reliability, cleanliness and comfort, security and affordability, all of which are offered at very reasonable fares. With everything going for it, where does our transport policy fall short?

For all its merits, the transportation system in Hong Kong is

perhaps weakest in integration. Apart from the chip-embedded Octopus card, there is little integration among the different transport modes. While transport interchanges do exist, they fall short of the kind of strategic linkage that unifies the various network structures now serving the public. The lack of coordination between rail and bus, for example, has led to wasteful competition.

As Bill Barron noted in the co-authored treatise *Sustainable Transport in Hong Kong – Directions and Opportunities*, “Under specific conditions competition can be inefficient because it tends to increase, rather than lower, the overall costs of service.” In

香港公共運輸政策前瞻

顏偉業：香港的公共運輸系統雖只有少數城市可以看齊，但當中仍存在一些問題需予解決，以確保其稱冠全球之美名

環

視世界，香港的公共運輸系統堪稱無與倫比，巴士、小巴、電車、渡海小輪、的士、地鐵、火車等林林總總的交通工具川流不息，選擇眾多，覆蓋面廣，且高度可靠、清潔、舒適、安全，費用相宜。然而，在一切看來無懈可擊的背後，運輸政策卻潛在隱憂。

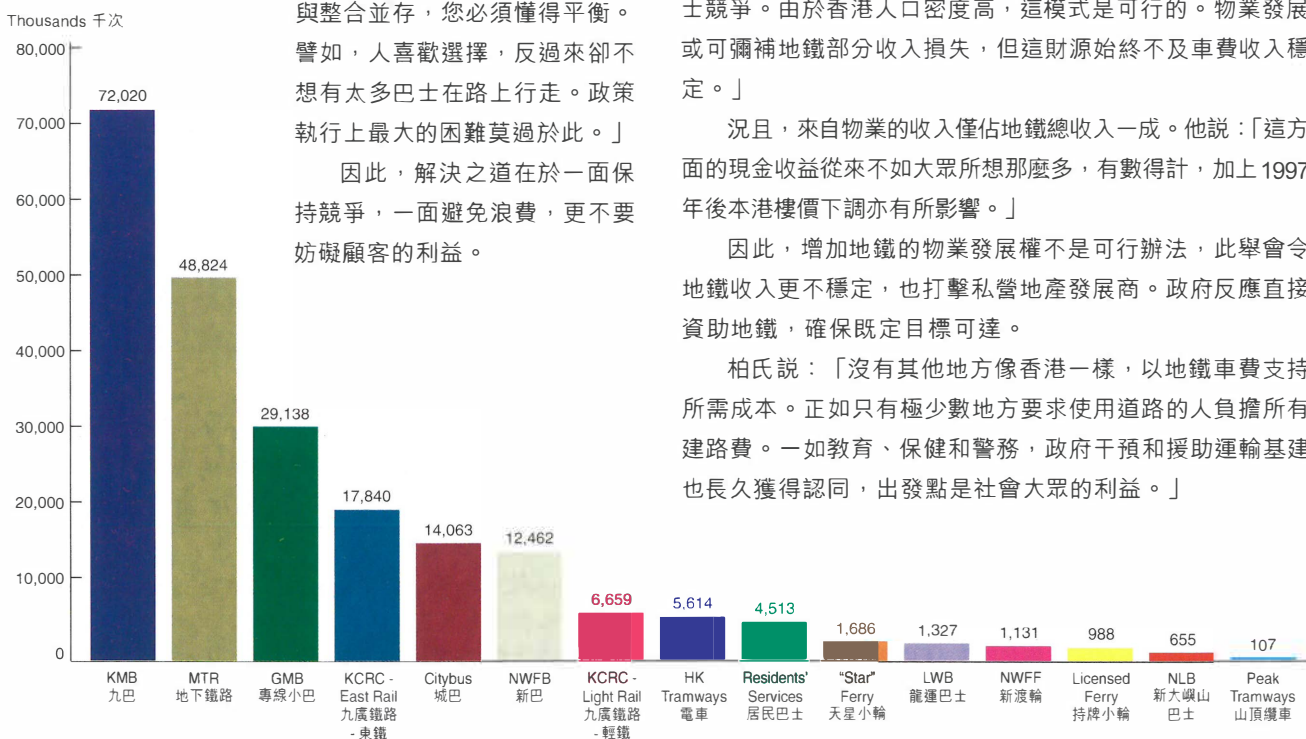
香港運輸系統最弱的一環也許是貫連不夠。除了電子八達通卡，聯網工具少之又少。交通匯點縱然存在，卻欠缺策略性連繫，未能貫通各項公共交通工具。例如，鐵路與巴士運輸之間缺乏協調，遂引致競爭，亦浪費資源。

「可持續運輸在香港－發展方向與機遇」論文作者之一柏蔚元博士在文中提及：「特殊情況之下，競爭會弄巧成拙，導致整體服務成本上升。」交通擠塞和環境污染也會隨之加劇。

由此帶出我們需通過政府政策來求取平衡。正如MVA集團

行政總裁包賢發說：「要競爭與整合並存，您必須懂得平衡。譬如，人喜歡選擇，反過來卻不想有太多巴士在路上行走。政策執行上最大的困難莫過於此。」

因此，解決之道在於一面保持競爭，一面避免浪費，更不要妨礙顧客的利益。



Number of Passenger Journeys by Fixed Route Public Transport Operator (April 2003)
按固定路線公共交通營辦商劃分的乘客人次數字 (2003年4月)

何處覓良方？

昔日，地鐵與巴士的服務素質存有差異，後者因而引入更多空調巴士，務求把差距收窄。結果是，愈來愈多慣常乘坐地鐵的市民改搭巴士。柏氏指出，這現象亦可歸因於地鐵服務在啟用後不久即達飽和。自此，長途巴士成為地鐵的宿敵，彼此競爭激烈。雖然政府著力呼籲市民使用地鐵，現實卻是地鐵乘客量日益減少。

柏氏指斥這是由於地鐵融資手法錯誤。《第三次運輸整體研究報告》假設香港可有一套以鐵路為核心的運輸系統，亦無需改變現行鐵路融資方案。將軍澳線是舊融資模式下最遲興建的項目。在香港，沒有別處地方像將軍澳，在鐵路方圓三公里內住有半百萬人口，所以這線路的成本效益相對較高。柏氏問道，可有另一個將軍澳？在舊融資方案下建立一個鐵路主導的運輸系統，並且擴大本港鐵路的覆蓋範圍，又是否可行？

他續稱：「我們堅持香港鐵路交通自負盈虧，還得與巴士競爭。由於香港人口密度高，這模式是可行的。物業發展或可彌補地鐵部分收入損失，但這財源始終不及車費收入穩定。」

況且，來自物業的收入僅佔地鐵總收入一成。他說：「這方面的現金收益從來不如大眾所想那麼多，有數得計，加上1997年後本港樓價下調亦有所影響。」

因此，增加地鐵的物業發展權不是可行辦法，此舉會令地鐵收入更不穩定，也打擊私營地產發展商。政府反應直接資助地鐵，確保既定目標可達。

柏氏說：「沒有其他地方像香港一樣，以地鐵車費支持所需成本。正如只有極少數地方要求使用道路的人負擔所有建路費。一如教育、保健和警務，政府干預和援助運輸基建也長久獲得認同，出發點是社會大眾的利益。」

KCRC expands through-train service

The rising flow of people crossing the border highlights the closer socio-economic relationship between Hong Kong and the Pearl River Delta, and the important role that the railway is playing in driving this trend.

In the last five years, the number of passengers taking through trains



from Hong Kong to Guangzhou has jumped 53 percent, from 1.5 million in 1997 to 2.3 million in 2002. In anticipation that more passengers will be travelling between these two cities, the KCRC, on June 28 this year, introduced an additional daily roundtrip through train service. The new service will bring the total number of round-trip services that link Hong Kong with Guangzhou to eight.

"To cater to the needs of the public, we also introduced a service to

Dongguan in January this year," said Jonathan Leung, Manager, Inter-city Marketing, KCRC. This is an enhancement of an established connection that was previously offered during holiday periods.

Travelers whose final destinations are either Foshan and Zhaoqing can opt for a daily service that is an extension of the Hong Kong to Guangzhou route. For those who prefer to travel to Beijing or Shanghai by train, service is provided every other day.

"This service is popular with holiday-makers and leisure travelers, while in contrast, around 70 percent of those who take the through train to Guangzhou are business-people," says Mr Leung. This is despite the higher fares compared to other cross-border transport modes such as coaches, which posed a serious challenge for the railway with the opening of a Guangzhou to Shenzhen highway in 1993/94.

But Mr Leung says, "For the level of service, comfort, convenience, security and reliability that we offer, the ticket price is quite competitive."

九鐵擴展直通車服務

跨境人流日增，突顯香港與珠江三角洲的社經關係愈益密切，以及鐵路在推動這趨勢上扮演的重角。

過去五年，廣九直通車乘客人次激增 53%，由 1997 年的 150 萬增至 2002 年的 230 萬。九鐵預料往來兩地的乘客會愈來愈多，遂於今年 6 月 28 日加開一對每日來往廣州與香港的廣九直通車，令每日總班次增至八對。

九鐵城際客運市務經理梁光輝說：「為滿足大眾需求，我們亦於今年一月推出往返東莞與九龍的直通車服務。」在此之前，東莞—九龍直通車只於假日開出。

最終目的地是佛山或肇慶的旅客，可選乘每日來往香港與廣州的支線。喜愛乘火車前往北京或上海的旅客，則可乘坐隔日開出的直通車。

梁氏說：「這項服務深受度假人士歡迎，至於廣九直通車，則約七成乘客是商人。」然而，廣九直通車車費較其他跨境交通工具昂貴，如長途巴士，後者曾因廣深高速公路於 1993 至 94 年通車而對鐵路服務構成威脅。

不過，梁氏說：「若從我們的服務水平、舒適、便利、安全和可靠度來看，票價是極具競爭力的。」

addition, congestion and pollution worsen.

A balancing act is therefore required in government policy. As Fred Brown, CEO of the MVA Group puts it, "If you want competition and you want integration you can't have your cake and eat it, so you've got to work to a balance. For example, people want a choice, but on the other hand they don't want too many buses. That is the biggest difficulty in implementing policy."

The trick therefore is to keep competition but to remove the wasteful elements without penalizing the customer.

But how can this be achieved?

There used to be major quality differentials when comparing travel on the MTR with buses. However, buses have since narrowed the gap by introducing more air-conditioned vehicles.

The result is that buses are wooing away passengers from the MTR. Passenger defection to buses also arose from the MTR quickly reaching saturation shortly after inception, according to Mr Barron. Long haul bus routes have since become fixtures on the mass transport landscape competing directly with the MTR. So although the government is trying to get more people off the roads on onto rail transport, the reality is that passenger numbers are falling for the MTR.

Mr Barron blames the financing approach adopted in the building of railways. "(The Third Comprehensive Transport Study (CTS-3)) includes the presumption that we can have a rail-led transport system in Hong Kong without any change in the way the rails are financed. The point is that Tseung Kwan O was the last new line under the old financing model. There is no where



巴士融資問題同樣需予解決。包氏說：「九十年代是公共運輸融資的黃金歲月，惟此後融資逐漸困難。巴士公司改用空調巴士，所以能保盈利。八十年代起，巴士公司將巴士改為一人操作，使生存空間擴大，但這行業的生產力卻毫無長進。」

九十年代末期，西隧和三號幹線落成，本港道路數量大增。相比之下，現今興建道路減少，可能令交通情況惡化，加重業界負擔。

交通融資前路何往，繫於公共運輸政策是否明確。

包氏說：「將交通定位為私營或公營服務皆可，最重要的是切忌政策搖擺不定。推行一個新機制，必須持之以恆。如傾向運輸整合，政府便可能需要提供補助。另一方面，若競爭過度，也許無奈地傷害到鐵路等交通工具。融資方案不符經濟原則，就要採中庸之道，不斷改變方向只會惹來投資者不滿。」

然而，把交通定為公共服務意味政府需要干預，包括服務營運方面。世界各地政府正陸續把公共服務外判，加上本港財赤有增無減，可行方案惟包括由政府負責提供基建，獨立營運商負責服務。若此，通過營運商所用的收益風險和訂約方式，運輸系統融合可期，而交通服務能按商業原則經營。

跨境交通是本港現行運輸政策另一大漏洞。

包氏指出：「我們雖已定下數項基建計劃，但迄今仍未

能在跨境陸路、巴士、空運、人流上制定策略，故對經濟和環境帶來威脅。」

運輸是加強香港與珠江三角洲聯繫的兩大渠道之一，另一是電訊。1997年至2001年間，跨境交通流量每年飆升15%。隨著兩地貿易關係穩定，升幅降至10%。香港與珠三角愈趨融合，連帶愈多內地居民獲准自由來港，使增幅得以維持。

包氏稱，目前，每天約有30萬人次過境，10至15年後增至100萬的機會很大。不過，若無清晰明確的跨境交通策略，我們便不易發揮潛力成為經濟樞紐。

他提問：「我們沒有為晉身運輸中心設定跨境策略。應否以鐵路為重心，並以香港為集散地？又應否把所有巴士集於一地？」

廣東省汽車數量增加，嚴重影響環境。因此，香港與珠三角聯手制定環境政策十分重要。深圳現有約3,000輛汽車，車主人數急升。

他說：「汽車增長那麼快，自然會帶來很大威脅。由於增長持續，問題揮之不去。」跨境交通亦引致私家車流量和車主增加問題。「這些問題未獲正視，有人談論珠三角跨境大橋，卻無人談及何種汽車可以使用大橋。目前已發出的跨境汽車牌照只有數千個，其他車要用橋不是易事。」

在重新思索香港運輸政策的同時，我們還須檢討政府部門間的協調。即使整體策略天衣無縫，但由這麼多部門分掌不同的運輸和相關事宜，執行和問責上會有困難。政策以偏概全，再者牽涉眾多部門，使問題更複雜，解決更需時。

包氏說：「投資者每天需付數以百萬元利息，代價是否過高？」**B**

顏偉業為香港總商會經濟及法律事務高級經理，電郵：simon@chamber.org.hk。



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else in Hong Kong where you have half a million people within three kilometers of an existing rail line. And that was barely economical for the MTR. Where is the next Tseung Kwan O? Already people are complaining that Tseung Kwan O is too dense. So, if we want rail-led transport and much greater coverage of rails where else (in Hong Kong) under the old finance model can we do this?" Mr Barron asks.

"In Hong Kong, we insist the rail systems be self-financing and make them compete with the buses. We can get away with it because density is so high. Property may serve to bridge the gap in revenue shortfalls but are not as reliable as income from fares," he continued.

In terms of revenue, property only accounts for 10 percent of the MTR's total income. "It never amounted to the huge cash inflow that the public assumed it did just because it was visible and secondly, since 1997 even in Hong Kong property has gone down," he said.

Scaling up property development rights is therefore not a feasible option as this would mean increasing volatility of income while hurting private property developers. Instead government should provide direct subsidies to railways to ensure that set objectives can be achieved.

"Nowhere in the world do passenger fares pay the cost of railroads. Just like in very few places in the world people using the roads do not pay the full cost of the roads. Transport infrastructure, like education, public health and police services for example, have been long been viewed as areas of legitimate government intervention and support for the good of the whole society," Mr Barron says.

The salad days of financing for buses may also be drawing to a close.

"The financing of public transport is going to become more difficult in as much the nineties were the heydays. The bus companies were making money because they were converting to air-conditioning. In the eighties they (bus companies) had gone to one-man operations which made them more viable but the bus industry has not got anymore productivity gains in it," Mr Brown says.

Compounding the sector's woes is the likelihood that traffic will worsen with the building of fewer roads as compared to the late nineties, which witnessed a boom because of the Western Harbor Crossing and Route 3.

Whichever direction transport financing takes, it is important that related policy on public transport is clearly understood.

"If it is a self-financing service provided in the market-place, fine. If it is a public service, fine, but don't keep jumping around. If you do move to a new system, you will have to be consistent. If you went very strongly in the direction of integration you could create a subsidy situation. On the other hand, if you have this over-competition it may hurt some of the modes like the railways, which you don't want to hurt. Your finances conflict with your economics. That's why you have to move in the middle ground but if you keep changing course then the investors don't like it," Mr Brown says.

However, making transport a public service means the government is going to get involved, including in the running of

operations. As governments internationally are trying to get out of providing services and as our budget deficit continues to swell, one possible option is for government to provide the infrastructure while an independent operator provides the service. In this manner, integration can be achieved and operations are kept on a commercial basis with operators brought in through such methods as a revenue risk and contract bidding.

Another huge gap in Hong Kong's existing transport policy relates to cross boundary traffic.

"We have some infrastructure plans but there is no strategy at the moment whether for road, bus, freight, and people moving across the boundary and that is threatening the economy and environment," Mr Brown says.

Transport is one of the two key conduits (the other being telecommunications) in closer relations with the Pearl River Delta. Between 1997 through to 2001, cross border traffic has been growing at a thumping rate of 15 percent per annum. This has come down since to 10 percent as our trade relationship has stabilized, but that growth is going to continue as Hong Kong becomes even more integrated with the PRD region and as more Mainlanders are allowed to come here more freely.

Today, about 300,000 people cross the border daily and, according to Mr Brown, this could very easily reach 1 million in the next 10 to 15 years. Without an articulated strategy in place, however, we are being held back from realizing our true potential as an economic hub.

"There is no strategy with where the transport hub should be for cross border travel. Should it be rail and distribution in Hong Kong? Or should we have all the buses coming into one place?" asks Mr Brown.

With increased motorisation in Guangdong Province, the environmental implications are huge. A joint policy with the Pearl River Delta on the environment is vital. In Shenzhen, there are about 3,000 vehicles on the road, and vehicle ownership is spiraling.

"It's a big threat because of the big growth. You always have problem because nothing stands still," he said. The cross-border effect also means there are the issues of the flow of private cars both ways and increase in car ownership. "These are not being addressed. When something like this huge bridge across the delta is talked about, nobody is talking about what vehicles can use it. At the moment, cars can hardly use it because there are only a few thousand licenses," Mr Brown says.

In the course of rethinking Hong Kong's transport policy there may also be the need to review cross-department coordination. With so many government agencies holding partial responsibility for certain aspects of transport and related issues, implementation becomes difficult even when the overall strategy is flawless because it is unclear which government agency is in charge. The ad hoc basis of such approaches and the involvement of a multitude of government offices mean that matters become very complicated and time-consuming.

"For an investor paying millions of dollars in interest per day, that could be rather costly," says Mr Brown. **B**

Simon Ngan is the Chamber's Senior Manager (Economic and Legislative Affairs). He can be reached at simon@chamber.org.hk.



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The way ahead

1 AD: The First Quarter 'After Disease'

The numbers showing where we've been hurt, and how badly, are slowly rolling in, writes **DAVID O'REAR**

The economic data to date confirm that Hong Kong is following the rest of the region, and the major OECD economies through a slow point in the world economy. All around East Asia activity has slowed: every economy, except Japan, Thailand and China, reported slower growth in the first quarter than in the final months of 2002. The second quarter was pretty ugly, and prospects for a quick rebound from consumers isn't good. The U.S. Federal Reserve Board described the economy as "sluggish" in April and May, while Japan's revised GDP figures for the first three months of the year showed less robust activity than previously thought.

For Hong Kong, the 4.5 percent year-on-year rise in first-quarter real GDP exceeded most expectations. However, that respectable headline figure was driven entirely by collapsing prices and booming trade. Domestic demand contracted once again, for the 6th straight quarter, by 0.2 percent while two-way trade rose 16.9 percent. In nominal terms, the economy fell 0.4 percent, while the quarter-to-quarter annualised figures, when available, will say we hit recession in Q-2.

The only bright spot was trade: over four months, China accounted for more than half of the 15.2 percent increase in Hong Kong's global two-way trade. Re-exports rose 17.8 percent, again driven by China (up 29.2 percent) and to a lesser extent, Japan (up 14 percent). Imports rose 15.2 percent from January-April 2002, also led by China (up 12.7 percent) and Japan (up 23.8 percent).

China trade is far more than just a bright spot. In the first five months of the year, the Mainland's two-way trade with the world rose 39.6 percent over January-May 2002, a pace that will go a long way toward easing our plight. The graph shows the close correlation between growth in Hong Kong's two-way trade and in that of China, and until recently, the knock-on effect to Hong Kong's domestic demand.

The outlook for demand elsewhere, however, is more likely to deteriorate than to improve quickly. Japan revised downward growth in real imports in the first quarter, from an initial 9.2 percent year-on-year expansion to just 7.4 percent. Much of that modification stemmed from the elimination of all growth in capital investment, from a 2.3 percent rise to a mere 0.07 percent blip. Both measures of economic activity – imports and investment – are drivers of economic output across East Asia.

But it is in the local economy that the clouds are darkest, and will only slowly clear. Domestic demand remains in the doldrums – as it has for the past 18 months – as residents stayed away from shops and restaurants in droves, and tourists simply stayed away. Private consumption, down 2.1 percent in the January-March period from a year earlier, deteriorated from the previous two quarters. In nominal terms, the HK\$270 billion first quarter

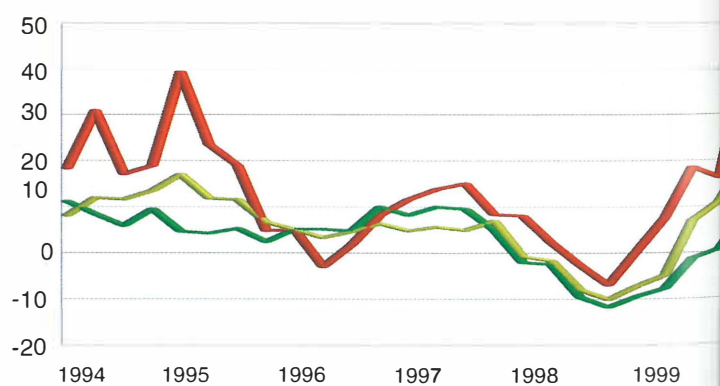
domestic economy is exactly the same size as in the second quarter of 1995, eight years ago, and more than 24 percent smaller than at the 4th quarter 1997 peak.

SARS and the consequent collapse in tourism hit the local economy very hard. Retail sales in the first quarter were off 2.6 percent from a year earlier, and then fell 15.2 percent in April. We are now back to 1992 shopping levels in dollar terms, and 1993 prices. Even before the worst of SARS, business receipts at hotels and airlines were already off more than 22 percent in January-March, from the same 2002 period.

April numbers give us a good guess at how bad May might have been, and with early signs for June, a view on the second quarter. Aside from restaurants, entertainment and tourist spending – which are not separated from the retail figures – the largest declines in the month were in the clothing, shoes and durable goods categories, comprising nearly 40 percent of the total drop in sales. The jewellery, watches, clocks and valuable gifts category accounted for 23 percent

A Cause for Hope

Percent change year-on-year



of the slump. Neither is likely to have done any better in May, but recovery in June is expected.

The first quarter's rapid, 4.7 percent drop in prices (as measured by the GDP deflator), was the quickest decline since mid-2000 and the 19th straight drop in a row. Deflation has worsened each quarter in the past year, and deep price cutting in the April-June quarter suggests the end is not yet in sight.

The good news is that various governments and health organisations are recognising that SARS is not a threat to travellers to Hong Kong, given the city's new-found attention to hygiene.

疫後首季經濟狀況

歐大衛：統計數字逐步反映非典對經濟的影響程度

政府最新公佈的經濟數字印證香港一如區內其他地方和經濟合作及發展組織的主要成員國，受到世界經濟放緩的影響。東亞經濟低迷，除日本、泰國和中國外，其餘地區本年首季的經濟增長幅度皆遜於去年末季。本年次季情況續壞，消費迅速反彈的機會不大。美國聯邦儲蓄局用「蕭條」兩字來形容四、五月份經濟；同時，日本今年首季經調整國內生產總值較預期差。

今年首季，香港本地生產總值按年實際增長4.5%，增長率較大部分預測高，惟全靠物價下滑和貿易上升帶動。內需下跌0.2%，連續六季收縮；進出口貿易則升16.9%。縱使稍後公佈的按季年度化數據會顯示本港經濟已於次季走出衰退，本港經濟名義上滑落0.4%。

唯一的亮點是貿易：香港過去四個月進出口貿易增長15.2%，當中逾半得益於中國。轉口升17.8%，也由中國（中港轉口貿易升29.2%）帶動，其次是日本（日港轉口貿易升

14%）。進口較去年同期升15.2%，動力同樣源於中國和日本，來自兩地的進口分別增加12.7%和23.8%。

中國貿易的前景異常秀麗。今年頭五個月，內地進出口貿易較去年同期增39.6%，這勢頭會長遠有助香港經濟脫困。附表顯示中港兩地進出口貿易的密切關係，以及其對香港內需的連鎖效應。

可是，其他地區的需求預期會放緩。日本將首季進口實際增長數字調低，由原先按年增長9.2%下調為7.4%，這主要歸因於資本投資增長極微，原本估計增長2.3%，實際只有0.07%。進口和投資這兩項經濟指標，是東亞經濟產出的動力來源。

香港經濟狀況空前嚴峻，復甦需時，18個月來內需毫無起色。食肆、商舖門庭冷落，旅客裹足。本年首季私人消費較去年同期跌2.1%，跌幅較上兩季更大。以面值計算，今年首季本港經濟總值2,700億港元，相等八年前即1995年次季的數字，亦較97年第四季經濟高峰期少逾24%。

非典型肺炎嚴重衝擊旅遊業，令本港經濟飽受折騰。本年首季零售銷貨額較去年同期跌2.6%，繼於四月續跌15.2%。以名義現值計算，目前零售銷情已回復至1992年的水平，物價亦等同93年的物價。即使在非典高潮前的一至三月內，酒店和航空公司的生意已跟去年同期相比挫逾22%。

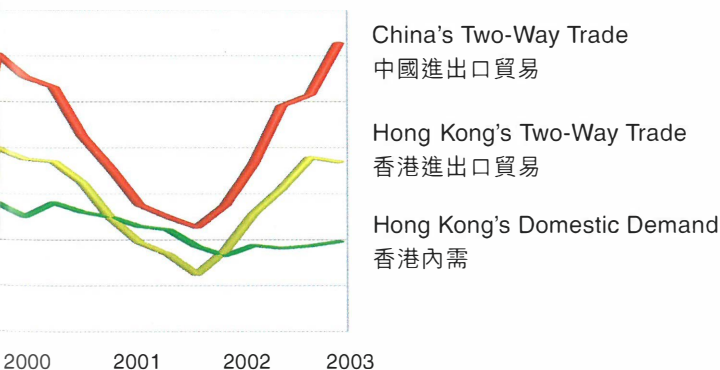
從四月份的經濟數據，我們可估計五月份的經濟損失，並且初步瞭解六月份以至次季的狀況。撇開飲食、娛樂、旅遊開支等主要零售數據，衣履和耐用品類別於四月的市道最差，佔零售總額跌幅近四成，首飾珠寶、鐘錶和貴價禮品類別則佔23%。五月行情持續疲弱，六月復甦可期。

今年首季物價急跌4.7%（按本地生產總值平減物價指數計算），為2000年中以來跌得最急的一次，亦是連續第19次錄得物價下降。去年季度通縮拾級而上，今年四至六月物價劇跌意味通縮不知何時告終。

好消息是各地政府和相關衛生組織認識到非典不會再對訪港旅客構成威脅，因為香港市民已較前注重衛生。廣東省居民已恢復來港旅遊，再者，美國國務院撤銷對當地政府僱員的訪港旅遊限制，證明本港已渡過最壞時刻，值得慶幸。筆者撰稿之時，特區與內地政府還未完成「更緊密經貿關係安排」的磋商，但六月底的有關公佈可望推動商業、經濟和士氣好轉。 **B**

歐大衛為香港總商會首席經濟師，
電郵：david@chamber.org.hk。

希望之光 按年變動百分率



Visitors from Guangdong are returning, and the lifting of the U.S. State Department's travel restrictions on government employees further confirms that the worst is (touch wood) over. At this writing, news of completion of the SAR's discussions with Mainland authorities over the Closer Economic Partnership Arrangement (CEPA) is still pending, but the announcement in late June is expected to give a boost to business, investment and morale. **B**

David O'Rear is the Chamber's Chief Economist. He can be reached at david@chamber.org.hk

Technical Barriers Hamper China Trade

China discovers that it must raise its know-how to get over technical barriers that countries are erecting, writes **RUBY ZHU**

China's two-way trade has been experiencing tremendous growth since the country was accepted into the World Trade Organisation (WTO) in November 2001. Last year, imports grew 21.2 percent year-on-year, while exports grew 22.3 percent.

This growth has not come at a price, however, as most of China's trading partners have adopted protectionist measures to offset the impact that Chinese products – primarily low-priced commodities – may have on their local industries. As such, technical trade barriers have become the biggest obstacle that Chinese exporters now encounter, and Hong Kong, as the Mainland's largest entrepot, inevitably is affected.

US\$9 billion of the total. Meanwhile, light industry products and machinery products have also suffered since China's WTO admission, reporting losses of US\$4 billion and US\$2 billion respectively. Technical trade barriers erected by the European Union account for 41 percent of the losses, followed by 30 percent by Japan and 24 percent by the U.S.

While Chinese exports subject to foreign anti-dumping measures occupy only about 1 percent of the national total trade in value, technical trade barriers can be deemed the biggest non-tariff impediment hindering China trade today.

Technical barriers hit basic, labour-intensive products most, especially textiles, household goods, minerals, metals and chemicals, foodstuffs and poultry products, machinery and electronic products and medicines.

Restrictions have been laid on the amount of pesticide residue in food products, and of lead in ceramics, PCP residue in leather goods and organic chlorine in tobacco. Similarly, machinery, electronic products and toys, textiles and packaging materials have to comply with various safety, burning-precaution and re-use standards respectively.

The WTO's Agreement on Technical Barriers to Trade stipulates that a member country can adopt technical trade measures on the grounds of safeguarding the safety and health of its people, animals and plants, environment as well as preventing fraud.

The wide variety of technical trade barriers that China faces is partly attributed to the non-conformity between the technical rules and regulations in the country, international practices and China's antiquated management systems, but some technical barriers are discriminatory and retaliatory. Hong Kong traders, especially those engaged in the buying and selling of the above-mentioned products, should therefore prepare for sudden changes to regulations.

Overseas technical standards

Revising China's outdated technical standards will be a long process. Some industries or commodities, including high-tech products, do not have any technical standards in China, and the country has yet to develop a sound Food Safety Law to upgrade inspections. In this regard, exporters must conform to importing countries' technical standards and supervision measures to ensure that their products meet the latter's requirements in terms of quality, production, transportation and distribution.

Chinese commodities may also fail to meet importing countries' standards of packaging, labelling and bar coding. European countries and the U.S. have set strict requirements and standards on the handling and renewal of packaging materials.



China's electrical appliance makers have been hard hit by technical trade barriers.

中國電器生產商備受技術貿易壁壘困阻。

Some countries have used the SARS outbreak to add restrictions on China's exports, claiming they are doing so to stop the disease from spreading to their countries. For example, the Spanish and the U.K. governments and their importers have begun to ask Chinese enterprises to attach a certificate to exports declaring that they are "virus free." This has emerged as a new trade barrier against Chinese products.

The Science and Technology Department of China's Ministry of Commerce reported that 71 percent of Chinese exporters and 39 percent of Chinese commodities ran into overseas technical barriers with estimated total losses of US\$17 billion in 2002.

Foodstuffs, agricultural produce and animal by-products were hardest-hit, with almost 90 percent of exporters accounting for

技術性壁壘衝擊中國貿易

中國認識到須藉提升技術水平來抵抗技術性貿易壁壘 朱丹

中國於2001年11月加入世界貿易組織後，進出口貿易大幅增加，2002年較01年分別錄得21.2%和22.3%的增幅。

由於中國出口貨品以低價商品佔大多數，其他國家為了抵禦中國產品的衝擊，紛紛採取貿易保護手段。因此，技術性貿易壁壘已成為中國出口商面臨的主要貿易障礙。香港作為中國最大的轉口基地，無疑備受影響。

非典爆發以來，一些國家以防範非典為由，對中國出口商品設限，如西班牙、英國等政府及其進口商開始要求中國企業於進口當地時，出具無非典病毒證明書，這是衝擊中國商品的一道新貿易壁壘。

中國商務部科技司今年六月公佈，中國去年有71%的出口企業和39%的出口產品遭外國技術壁壘的限制，造成損失約170億美元。

食品、土畜產品出口所受損失最為嚴重，有近90%的企業受限，造成損失90億美元。輕工、機電類產品較加入世貿前所受影響更巨，分別損失約40億美元和20億美元。其中，歐盟所佔份額最大，為41%；日本和美國分別佔30%和24%。

目前，中國每年遭受外國反傾銷措施的出口貨物金額僅佔年出口額的1%左右，技術性貿易壁壘是中國面臨的第一大非關稅壁壘。

受影響的行業有紡織、家品、礦產、化工、食品、畜牧、機電、醫藥等，尤以低技術和勞動密集型產品遭受的障礙最大。

技術性貿易壁壘主要涉及：食品中的農藥殘留量、陶瓷產品的含鉛量、皮革的苯環派啞(PCP)殘留量、煙草中有機氯含量，以及機電產品和玩具的安全指標、紡織品燃料指標、包裝材料的可回收指標等。

世貿的「技術性貿易壁壘協議」明確規定成員國可基於維護國家安全、國民安全與健康、動植物安全與健康、環境保護、防止欺詐行為等方面的正當原因，採取技術性貿易措施。

中國所遭受的技術性貿易壁壘種類繁多，有些是源於中國的許多技術性法規與國際慣例不接軌，管理機制落後；有些則是報復性和歧視性的。香港貿易商，尤其是從事上述貨品買賣的，必須時刻打醒精神，以隨時準備面對條例的突然變化。

進口國的質量標準

中國的多項技術標準滯後，修訂和覆審週期長。有些行業或產品根本沒有本身的標準，高新技術領域的標準研究幾乎是空白的。例如，中國還沒有完備的食品安全法，檢測手段落後。出口商必須以進口國的技術指標及檢測手段為準，而且即使產品質量符合標準，還要了解進口國是否要求產品的生產、運輸及銷售過程都要符合其技術法規。

中國產品出口所遭遇的技術障礙除了產品本身外，包裝、商品標籤、條碼等亦有可能不合要求。歐美等國對包裝材料的處理及可回收率有較高要求和標準，對標籤的措辭、圖形等都有專門規定。外資超級市場和零售店的條碼化亦是考慮因素。

針對中國的技術壁壘

中國的出口貿易增長迅速，許多國家為了阻礙中國產品的進口，對中國產品設置過高標準與特定法規。如日本在農藥、獸藥殘留方面對中國雞肉產品施加特別規定，檢測克球粉時，中國產品要達到0.01ppm的標準，其他國家則只需達到世衛的0.05ppm準則。而且，技術標準不斷變化，中國要應對十分困難。

中國正在推行「走出去」策略，在海外投資、生產和銷售是相關企業規避貿易壁壘的有效方法。內地家電行業多採用這種方法，技術性貿易壁壘的重災區——農業產品和食品還難以效法。

雙向遊戲

中國出口急速增長的同時，中國進口也以同樣速度增長。中國入世才一年餘，但在技術性貿易措施與反傾銷措施方面迅速學習，逐漸掌握國際貿易的遊戲規則。中國新的強制性產品認證體系將取代舊的質檢體系，於今年八月起實施。

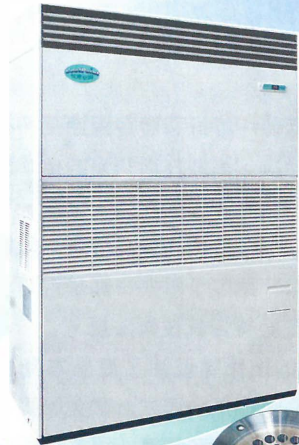
隨著中國對外貿易的快速增長，中國面臨的技術性貿易壁壘也會增加。這對從事進出口貿易的公司來說，利弊皆有，商業機會與風險同時增加。面對層出不窮的技術性貿易壁壘，保持信息靈通至關重要。香港的信息流動優於內地，香港貿易商可利用自身條件，幫助內地廠商，共同拓展業務，達致雙贏。B

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XINHUA

Technical barriers hit basic, labour-intensive products, especially general consumer goods. 技術性壁壘打擊勞動密集型基本產品，尤其是一般消費品。

Likewise, wording and graphical presentation of product labels have to meet certain technical requirements. In such countries, bar coding systems of foreign supermarkets and retail outlets are also subject to special standards.

Technical barriers targeting China

Many countries have set up draconian import standards and regulations to protect themselves against Chinese products. Japan has adopted double standards in inspecting the residue of a chemical in products containing chicken. Mainland products have to reach the requirement of 0.01 part per million (PPM) of a kind of veterinary drug residue whereas it is 0.05 PPM for the same category of exports from other countries. With opaque requirements, China will have great difficulty in hitting a moving target.

Given this scenario, "going out" seems to be the right strategy to avoid being hit by such trade barriers. This also explains Mainland enterprises' desire, especially electrical household product manufacturers, to invest, produce and sell their products abroad. Such options are not open to the hard-hit farming and food processing companies, however.

A two-way game

China's imports are growing as rapidly as its exports. Since joining the WTO, the country has become a star student in the school of technical trade and anti-dumping measures. Playing by international trading rules can at times be a rough game, but China has shown that it is up to the challenge, with the introduction of the new China Compulsory Certification System, which will come into effect in August this year.

As China's external trade is expected to continue its rapid growth, so too will the number of technical trade barriers that the country will need to overcome. This will present risks to trading companies, which they can minimise by keeping a close eye on global economic trends. Hong Kong has a freer flow of information than the Mainland, which local traders can use with their own strengths to help Mainland firms expand overseas. This will ultimately add to Hong Kong's role and importance to create a win-win relationship among businesses in both places. **B**

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

Looking Ahead

Hong Kong has bounced back with its trade-mark self-reliance, resilience and vigour, but the territory needs to study well the lessons that the past few months have taught us, says the Chief Executive

In a show of solidarity, government officials, consuls general and business leaders packed into the Regal Airport Hotel Ballroom on June 7 for the "Business After SARS" joint business community conference.

In his opening remarks, an emotional Tung Chee-hwa, Chief Executive of the HKSAR, said the very fact that business people were able to meet for the conference is a tribute to health care workers. And it also shows that, "Once again, Hong Kong has bounced back with its trade-mark self-reliance, resilience and vigour," he said.

While most people have put the SARS crisis behind them, the full economic impact of SARS will not be seen until the second and third quarters. As a result, Mr Tung said he expects to see sharp falls in the GDP growth figures in these quarters.

The strong GDP growth of 3.4 percent in the third quarter last year, 5.1 percent in the final quarter, and 4.5 percent in the first quarter this year, indicate that Hong Kong seems to have finally climbed out of the economic slump that it has been stuck in since 1997.

"The strong growth of our economy of the last three quarters shows us clearly that our economic policy has been in the right direction, that our economy is on the road to recovery, and that the painful economic restructuring that we have been going through is slowly but surely beginning to bear fruit," he said.

Businesses hardest hit by SARS – the tourism, hotel, restaurant and retail sectors – are also starting to recover following the lifting of the travel advisory by the WHO, the U.S. CDC and other countries. As a result, Mr Tung predicts the SARS impact on Hong Kong's economic recovery, though severe, will be temporary.

He said the signing of the Closer Economic Partnership Arrangement between Hong Kong and the Mainland is another positive aspect to look forward to, adding that it will open up many new and exciting opportunities for Hong Kong in the

service and manufacturing sectors. Similarly, arrangements for individual visitors from Guangdong Province to visit Hong Kong when finalised in July will boost tourism in Hong Kong. Add to these deflation and the price adjustments that we have been going through in recent years, plus the weakening of the US dollar, then Hong Kong's economic outlook looks promising.

This will add momentum to the Economic Relaunch Strategy Group, headed by the Financial Secretary, when it launches its comprehensive programmes to help revitalise the tourism, hotel, airline, restaurant and retail sectors.

"Team Clean," headed by the Chief Secretary for Administration, also has its work cut out for it. Phase I, a wide range of concrete measures to promote good personal and public hygiene and tackle the environmental hygiene black spots, is already underway. Come August, the team will present its long-term plan to sustain the effort and to create a cleaner, healthier look to Hong Kong's buildings, streets, alleys and public places.

And last, but by no means least, Hong Kong urgently needs to study what lessons have been learned since March in its efforts to fight the SARS epidemic so that we are better prepared in case the epidemic should come again in the winter or spring.

To this end, the Secretary for Health, Welfare and Food is leading a SARS Experts Committee, made up of international experts to undertake a thorough review of the SARS epidemic.

"This is not an effort to find fault in individuals, but to seek out facts, to learn from the experience we have accumulated and those accumulated elsewhere so that we will be better prepared if there is a next time," Mr Tung said, adding that the review will be completed by September.

"I am confident, with the support of the community, we can make Hong Kong a better place to live and at the same time, revive and revitalise our economy." **B**



A full house for the "Business After SARS" Conference on June 7.

6月7日舉行的「經濟再高飛」會議座無虛席。

迎向未來

行政長官認為，港人發揮自強、靈活、幹勁的本色，迅即從疫潮復元過來，惟須切實汲取這數月來的教訓

六月七日，香港商界假富豪機場酒店宴會廳合辦「經濟再高飛」會議，政府官員、駐港領事和工商領袖聚首一堂，展現團結一心的精神。

香港特區行政長官董建華為大會致揭幕詞時激昂地說，商界人士當天在那裡見面，其實要向全港的醫護人員致敬。他並表示：「港人再次發揮自強不息、靈活應變、幹勁沖天的本色，迅即復元過來。」

雖然不少港人已將「沙士」危機拋諸腦後，這場疫症對本港經濟的影響要待第二、三季才會完全浮現。董特首預料本地生產總值會急挫。

去年第三季，香港本地生產總值實質增長3.4%，第四季則增長5.1%。今年首季，本地生產總值再飆升4.5%，香港看來已脫離1997年來的經濟衰退。

他說：「連續三季的強勁增長清楚表明：我們的經濟政策走對方向，經濟正步向復甦，經濟轉型過程雖然痛苦緩慢，卻的確漸見成果。」

世衛、美國疾病控制及預防中心和其他國家相繼撤銷訪港旅遊忠告，受重創行業包括旅遊、酒店、飲食和零售開始好轉。董建華深信這次疫潮對本港經濟打擊雖然不輕，卻只會是短暫的。

他續說，香港亦期待與內地簽定「更緊密經貿關係安



James Tien (second from left) presents Betty Tung with a cheque to help SARS victims.

田北俊(左二)致送支票予董趙洪媽，善款用於幫助非典受難者。

Mr Tung predicts the SARS impact on Hong Kong's economic recovery, though severe, will be temporary.

董建華預期這次疫潮對本港經濟打擊雖然不輕，卻只會是短暫的。



排」，「緊買安排」一經簽定，必能積極帶動香港經濟，為服務業和製造業帶來源源商機。此外，廣東省個人旅客訪港的安排也會在七月敲定，屆時可為香港旅遊業帶來一支強心針。另一方面，近年的通縮和價格下調以及美元轉弱，皆利好香港經濟前景。

其他工作包括由財政司司長領導的「重建經濟活力策略小組」公佈多項計劃，振興在這次疫潮中嚴重受挫的旅遊、酒店、航空、飲食和零售業務。

還有由政務司司長領導的「全城清潔策劃小組」公佈了第一階段策略，以連串果斷措施加強個人和公共衛生，清除環境衛生黑點，這些措施正在推行。第二階段策略會於八月公佈，實施較長遠的措施，持之以恆，令新舊樓宇、大街小巷、大小食肆和公眾地方煥然一新，更整潔衛生。

港人還要盡快總結三月來所得的教訓，才可未雨綢繆，防備「沙士」今冬或明春再次來襲。

為此，衛生福利及食物局局長正領導「嚴重急性呼吸系統綜合症專家委員會」，與委員會內各國專家一起深入檢討這場疫症。

董特首稱：「這項任務對事不對人，旨在總結海內外經驗、汲取教訓，防範日後疫症再爆發。」他續稱，檢討將於九月完成。

「我有信心，社會各界同心協力之下，我們會把香港建設成最美好的家園，同時成功振興經濟。」**B**

Members can read Mr Tung's entire speech at Bulletin Online, www.chamber.org.hk/bulletin

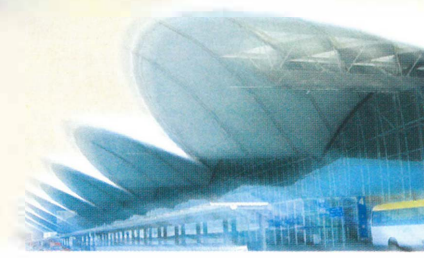
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Joint Business
Community Conference

Business after SARS



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Members of the plenary session at the Business After SARS Conference on June 7, from left are: Moderator Andrew Leung; Richard Li, Chairman, PCCW; Peter Wong, Director, Standard Chartered Bank; Patrick Wang, Chairman & CEO, Johnson Electric; James Hughes-Hallett, Chairman, John Swire & Sons (HK); Alasdair Morrison, Chairman & CEO, Morgan Stanley Asia Pacific.

6月7日「經濟再高飛」會議講者(左起): 主持梁君彥、電訊盈科主席李澤楷、香港渣打銀行董事王冬勝、德昌電機主席及行政總裁汪穗中、香港太古集團主席何禮泰、摩根士丹利亞洲主席及首席執行總監文禮信。

Hong Kong: Simply the Best!

Hong Kong remains the premier centre in Asia for doing business, a title that every citizen can rightly be proud of, say business leaders

History has shown time and again that adversity brings people together, and at no time in Hong Kong's history has this adage rung truer than during the recent SARS crisis. The ordeal with atypical pneumonia has even dealt Hong Kong a couple of positives, says PCCW Chairman Richard Li.

"One is that Hong Kong has emerged from the crisis with a sense of purpose; a unifying cause ... And the other is that the eyes of the world are on us; watching to see what Hong Kong will do," he told the 400-plus audience at the "Business After SARS" Conference on June 7.

Although the crisis failed to undermine Hong Kong's position as the premier international business centre in Asia, Mr Li warns we cannot afford to take our pre-eminence for granted. We must continually upgrade the range and depth of our financial services, adhere to light-handed regulation that protects the public without deterring investors or slowing

market expansion, and continue to stick to our business-friendly fiscal and budgetary policies.

The quality of Hong Kong's workforce has been a key driver of the economy for decades. "The pneumonia outbreak was a bigger threat to Hong Kong than any of the wars, revolutions, bank runs and market collapses of the last half century," Mr Li said. "We survived because of the quality of our people."

As such, Mr Li suggests that to reinvigorate confidence among Hongkongers, the term "Made in Hong Kong" be revisited in a new spirit. "We should tell everyone around the world – as I do – that, 'We are made in Hong Kong and we are proud of it!'" he said.

Peter Wong, Director, Standard Chartered Bank, also said that a positive attitude and motivation are crucial for Hong Kong to recover quickly from the crisis.

He has no doubts that the economy will fully recover from

香港：就是最好！

工商翹楚贊同，香港始終是亞洲最佳營商地點，而這稱譽理應令全體市民感到自豪

歷

史屢屢證明逆境能使人團結。綜觀香港的發展史，沒有其他事情一如近月的「沙士」疫潮，確切反映這句至理名言的涵義。

電訊盈科主席李澤楷表示，非典型肺炎雖然肆虐香港，卻對港人起到一定正面效應。

他向6月7日「經濟再高飛」會議的400多名與會者說：「其一是全港市民擁有共同目標，且為達到目標團結起來；其次是香港成為世界焦點，意味國際社會十分留意香港的舉動。」

這次危機沒有削弱香港作為亞洲國際商業中心的卓越地位，但李氏提醒港人，不可視之為理所當然。我們必須繼續完善金融服務、維持簡單的規管，以保障市民大眾，同時吸引投資和推動市場擴展；另一方面，亦要保持便利營商的公共財政政策。

香港經濟數十年來邁步向前，優質的本港勞動人口是箇中要素。李氏稱：「對比上半個世紀發生的任何戰爭、變革、銀行業和市場動盪事件，非典疫症對香港的殺傷力更大。全憑港人素質高，香港才能渡過危難。」

「香港製造」這稱號即使不是蜚聲國際，倒是聞名歐美數十載，李氏故此提議利用這概念去振奮港人的信心。他說：「請各位跟我一樣，告訴全世界這裡就是香港，一個令人驕傲的地方。」

香港渣打銀行董事王冬勝認同，積極正面的態度是香港迅速復元的關鍵。

他對疫後香港經濟能夠全面復甦，沒有半點懷疑，因為從香港的歷史得知，本港經濟抗逆力強，每次經歷難關之後皆能倍添實力。然而，香港現仍受到金融危機的長遠影響，加上迄今已歷時45個月的通縮以及近日的非典疫潮，故須忍痛調整，但批評之聲卻不絕如縷。

王氏說：「香港目前需要的不是批評，而是動力。對於那些只管批評，卻毫無建言的人，我們應更強硬待之。」

他表示，環顧亞洲，香港不是唯一在調整經濟的地方，區內其他地方亦處境困難。但香港社群在非典災難下表現的向心力，卻好印證逆境所能起的正面作用。

王氏說：「我們必須借此動力向前邁進。」但香港始終需要重拾信心。他問道：「如我們本身不相信香港能夠復元，又豈能說服他人呢？」

推動香港復甦

對於政府的振興旅遊和消費措施，德昌電機主席及行政



Financial markets have recovered to pre-SARS levels, says Mr Morrison.

文禮信表示，香港金融市場已回復至非典前的水平。

總裁汪穗中表示歡迎，但他認為當局須更落力發展及促進香港作為中國與世界經濟中介人的角色。

他說：「我們不應只顧推廣香港的旅遊和消費，忽略製造和貿易也很重要。」

珠三角的港資工廠雖共聘用1,100萬名工人，惟香港作為中國橋樑的角色卻不容過分吹噓。僅致力復甦香港經濟，將華南整體經濟狀況置之不顧，是冒險的做法。

他說：「首批重來香港的人會是商人，他們會把香港和華南依然歡迎外商的消息帶往世界，作用重大。」

香港太古集團主席何禮泰對上述評論表示贊同，並稱非典對貨物需求幾乎沒有產生任何影響。疫情高峰期內，貨物空運量仍錄得3%增長。

他說：「華南和珠三角的生產設施運作如常，其與空海貨運樞紐的運輸聯繫亦然。即使在三至五月『沙士』高潮時期，香港仍為全球最繁忙的國際貨運中心。」

何氏說，國泰航空為刺激旅遊，提供非常吸引的票價優惠。訪港旅遊警告現已撤銷，他有信心市民將逐步恢復外遊，第三季內出境旅遊業將完全復元。不過，他預計入境及長途旅遊復甦需時較長。

國泰已準備與香港旅遊發展局、香港投資推廣署聯手，當鄰近地區的旅游警告一經解除，便發動廣告攻勢。

何氏說，縱使香港受非典衝擊，而我們亦間或忽略香港的獨特優勢，但這些優勢是本港晉身亞洲領先空運及物流樞紐這獨一無二地位的要素，亦助我們經歷非典考驗後仍能大致保持完好。

他說：「環球經濟衰退、伊拉克戰爭、疫症以至即使是晨早的天氣，均會被不少評論員引用為衝擊香港的因素。然而，一如行政長官在揭幕詞中提及，香港憑著優良本質，得以成為亞洲領先物流及空運中心，地位獨特。今天，我們已渡過一個真正的危機，雖仍要堅持抗禦下去，但情況大致穩定。商界現應著手推廣及借助這些特質，復興香港經濟活力。」

亞洲領先金融中心

摩根士丹利亞洲主席及首席執行總監文禮信表示，非典無疑對整區經濟構成影響，尤其是旅遊業，但於四月一度沈寂的金融市場已基本上回復非典前的水平。

SARS, because as Hong Kong has shown in the past, it is a very resilient economy that emerges stronger from every challenge. But as Hong Kong is still suffering from the aftermath of the financial crisis, 45 months of deflation and now SARS, these very painful adjustments have prompted a lot of criticism.

“What Hong Kong needs now is not criticism, but motivation,” he said. “We should have stronger and tougher reactions to those who are constantly criticising Hong Kong without a single, constructive recommendation.”

Hong Kong is not alone in its economic restructuring. Other Asian economies are also facing hard times. But the way the community in Hong Kong has pulled together in these times of difficulties is one of the more positive aspects that has come out of the SARS crisis, he said.

“We must harness this energy and move forward,” Mr Wong said. But above all, Hong Kong must get its confidence back. “If we cannot convince ourselves that Hong Kong can recover, how can we convince the rest of the world?” he asked.

PROMOTING HONG KONG'S RECOVERY

Patrick Wang, Chairman & CEO, Johnson Electric, said he applauds initiatives to attract tourists, encourage residents to go shopping and to dine in restaurants, but he said more should be done to develop and promote Hong Kong's role as the key interface between China and global economy.

“We should be careful to avoid marketing Hong Kong as essentially a tourist and consumer economy and overlook the importance of manufacturing and trade,” he said.

With Hong Kong-owned factories employing about 11 million workers in the PRD, the territory's role as the bridge to China cannot be overstated, he said. But there is a risk of trying to promote Hong Kong's recovery as separate and independent from that of south China.

“The first people who will start to come back to Hong Kong are business people,” he said. “These people will play a critical role in getting the news out to the rest of the world that Hong Kong and south China remain open for business.”

James Hughes-Hallett, Chairman, John Swire & Sons (HK), echoed those comments and added that SARS had almost no impact on cargo demand. Even at the height of the crisis, the volume of air cargo movements grew 3 percent.

“Production facilities in south China and the PRD are still running smoothly, as are the transport links to air and marine cargo hubs,” he said. “Hong Kong, even during the peak SARS crisis months of March, April and May, was still the world's busiest international cargo hub.”

To encourage people to travel, Mr Hughes-Hallett said Cathay Pacific has been offering very attractive fares. With travel restrictions against Hong Kong now lifted, he said he is confident that there will be a steady pick up in outbound passengers and a full recovery within the third quarter. However, he expects it will take somewhat longer for the inbound and long-haul markets to recover.

Plans are in hand for Cathay to co-operate with the Hong Kong Tourism Board, and Invest Hong Kong to initiate and lift advertising campaigns to explain the situation now that travel



alerts affecting our neighbours have been lifted.

Despite the battering that SARS put Hong Kong through, Mr Hughes-Hallett said Hong Kong's unique strengths, that we sometimes overlook, are the very qualities that constitute to Hong Kong's unique role as Asia's leading aviation and logistics hub, and helped us emerge from SARS quite unscathed.

“The weakness in the global economy, Iraq the SARS effect and even this morning's weather have – as too many commentators have suggested – have constituted to Hong Kong's perfect storm,” he said. “The very qualities that the Chief Executive mentioned when he opened this conference form our unique role as Asia's leading logistics and aviation hub. We have come through to the other side of a real crisis, battle hardened and quite unscathed, and now it is up to all of us in the private sector to market and leverage those same qualities to revitalise our own business models.”

STILL ASIA'S LEADING FINANCIAL HUB

Alasdair Morrison, Chairman & CEO, Morgan Stanley Asia Pacific, said SARS has clearly affected economies around the region, in particular the travel and tourism related industries. But generally, financial markets, which declined during April, have now recovered to pre-SARS levels.

“Overall, clearly Asia-Pacific is surviving SARS,” he said.

China, whose losses in GDP will be off-set slightly by the fall in the exchange rate of the US dollar, continues to grow at a phenomenal pace.

“Currently a US\$1 trillion economy, my colleague, Andy Xie, believes that China could be the next US\$10 trillion

‘Business After SARS’ Cocktail Reception

「經濟再高飛」酒會剪影



economy in a 15-20 year timeframe,” he said. “A major driver of this growth is China’s stunning export performance – up 20 percent in 2002 (to US\$320 billion) and up 30 percent in the first four months of 2003.”

Hong Kong not only benefits from the physical logistics of these cargo flows but also has a key role to play in turning China’s phenomenal income creation into wealth creation.

Mr Morrison also feels that the SARS experience has acted as a catalyst for change in Hong Kong and that there is a greater community acceptance that some things have to be done differently.

“But change has to be substantive,” he said. “As a Roman historian once perceptively wrote: ‘There is nothing like change for creating the illusion of progress.’”

From an economic perspective, one fundamental change needed in Asia is to wean ourselves off over-reliance on the U.S. market and consumption by Americans, he said.

Morgan Stanley’s Steve Roach talks about the need for “global rebalancing.” In the seven years to 2002, the U.S. accounted for 65 percent of the growth in global GDP, twice its proportion of that GDP. Soon the U.S. will require US\$2 billion investment each day from overseas to fund the ballooning trade deficit.

“Asia should not depend on this continuing and more needs to be done to stimulate domestic demand across Asia,” he said. “Hong Kong alone can of course have a limited impact, but it is certainly in Hong Kong’s interest that there is no backlash to liberalised trade rules under the WTO and Hong Kong should add its voice in regional councils to the argument for more autonomous demand in Asia.” **B**

他說：「所以，整體來說，亞太區已明顯成功渡過非典難關。」

非典雖引致中國生產總值下降，但箇中影響會隨美元匯價下跌而緩和，中國經濟將持續快速增長。

他說：「我的同事謝國忠預算，現值一兆美元的中國經濟將於 15 至 20 年內，成為另一價值十兆美元的經濟體系。當中主要動力是中國驚人的出口表現，2002 年跳升兩成至 3,200 億美元，今年頭四個月更續升三成。」

香港不單可藉龐大貨流得益，還要落力幫助中國創富。文氏認為，非典亦激起港人求變的決心，他們現已較接受改革。

不過，他說：「變革要實際。誠如一位羅馬歷史學家之言：比對其他事物，改革更易帶來進步的假象。」

他說，從經濟觀點出發，亞洲需要的一個根本改變是不再過於倚靠美國市場和美國人的消費。

摩根士丹利 Steve Roach 談及世界經濟勢力的重整。2002 年前七年間，世界經濟總值增長中的 65% 由美國促成，為其佔世界經濟總值比重的兩倍。不過，未幾，美國每天將需要 20 億美元外資，以抵消其不斷膨脹的質赤。

他說：「亞洲不應再依賴美國，反應更努力刺激區內需求。單是香港所能發揮的影響力當然有限，但若在世貿下放寬貿易法規沒有引來反響，這對香港肯定有利。同時，香港亦要加強其在區域委員會的聲音，要求更落力推動區內本地需求。」 **B**



Speakers at the discussion panel from left to right are: Moderator Dr Eden Woon; James Thompson, Chairman, Crown Worldwide Holdings; Michael Tien, Chairman, G2000; Merle Hinrichs, Chairman & CEO, Global Sources; Marjorie Yang, Chairman & CEO, Esquel Group; Mary Ma, Senior Vice President & CFO, Legend Group.

討論小組講者 (左起): 主持翁以登博士、嘉柏控股集團主席詹康信、縱橫二千集團主席田北辰、環球資源主席及行政總裁 Merle Hinrichs、溢達集團主席及行政總裁楊敏德、聯想集團高級副總裁及財務總監馬雪征。

The Hong Kong Spirit at Work

Nimble, thrifty and above all confident in its ability to take on any challenge were – not too long ago – the hallmarks of Hong Kong. More recently, critics whine that these traits have given way to lethargy, high costs and an unhealthy measure of pessimism. But speakers on the discussion panel at the Business After SARS Conference said the SARS crisis has reminded everyone just what makes Hong Kong great.

Jim Thompson, Chairman of Crown Worldwide Holdings, said that in his 30 years in Hong Kong, he has seen political problems, economic problems and medical problems, but in all those years he has never seen the community come together as it has now.

“If you combine that with the good economic indicators coming together, I think that we have a tremendously positive second half of the year to look forward to,” he said. “Certainly the tourism industry is going to be hurt and a lot of work has to be done there, but when you see these things coming together and the cost of operating in Hong Kong coming down so much,

I think it is going to be particularly attractive to foreign businesses coming back into Hong Kong and even expanding their business here.”

Merle Hinrichs, Chairman & CEO, Global Sources, said the transparency in dealing with SARS has given Hong Kong great credibility and that now is the time to use that trust to inform businesses around the world that it is now safe to come back to Hong Kong.

“In a survey conducted by Global Sources, overseas businesses were very sympathetic to the SARS crisis. Over 50 percent of international buyers when asked how long they would wait before coming back to Hong Kong after the World Health Organisation lifted its travel advisory said they would return within a month,” he said.

Michael Tien, Chairman, G2000, said retailers have learned a number of valuable lessons from the SARS crisis, chief among which is how to manage their risk. At the height of the SARS crisis, retailers’ business from local shoppers was down by

香港精神盡發揮

機智、勤儉和自信能夠接受任何挑戰 (這點最為重要) 向來是香港的標誌。最近, 有批評指這些特徵已被呆滯、高成本和過分悲觀取代。然而, 多名講者在「經濟再高飛」會議的小組討論中表示, 非典危機正提醒了我們香港成功的關鍵。

嘉柏控股集團主席詹康信說, 居港 30 年間, 他曾經歷政治、經濟和醫療問題, 但今天社會的強大凝聚力卻是他前所未見的。

他說: 「若結合利好的經濟指標來看, 我預期香港下半年前景十分樂觀。旅遊業無疑受到重創, 這方面要做的功夫很多, 但現時萬眾一心, 加上香港營商成本大幅下降, 我認為外商會很快回流, 甚至擴展在這裡的業務。」

環球資源主席及行政總裁 Merle Hinrichs 表示, 香港在對付非典型肺炎方面透明度高, 因而贏得威信, 現在是時候告訴全球商界, 香港是安全的, 企業可放心重臨香江。

他說: 「環球資源的調查顯示, 海外企業對香港爆發非典危機深表同情, 超過五成受訪海外買家表示會於世衛撤

銷訪港旅遊忠告後一個月內再次來港。」

縱橫二千集團主席田北辰指出, 零售商已從非典危機中汲取多個寶貴教訓, 最重要的是如何控制營運風險。在疫潮高峰期間, 來自本地顧客的營業額約下跌五成, 遊客消費則大減八、九成。為求生存, 業界紛紛縮短營業時間、削減員工上班時數或改聘兼職員工。然而, 零售商始終無法控制租金這筆最大的支出。他認為, 業主應暫時減租, 幫助零售業解困。

他說: 「結果令人非常失望, 願意向零售商伸出援手的大業主寥寥可數, 只有太古集團、地鐵等而已。」

租金高昂而非顧客人數減少, 才是大部分零售商結業的主因, 消費者開支下降只屬暫時性。相比之下, 他說北京零售店的租金已隨銷售額下降而削減約六、七成, 它們的虧損因此遠少於香港商舖。

他說: 「非典給我們上了寶貴的一課, 就是香港不能繼續負擔高昂的固定成本。」他續說, 零售商今後可考慮與業主磋商縮短租期, 以控制經營風險。 **B**



about 50 percent, while tourist spending was down 80-90 percent. To survive, businesses reduced hours, cut staff hours and employed part-time staff. But the biggest expenditure that retailers had no control over was and still is rental. This is an area where he feels landlords should have played a bigger role in easing retailers' suffering by temporarily reducing rents.

"The result has been very disappointing," he said. "The only one major landlord that has lent a hand to retailers is the Swire Group, the MTR and maybe a few others, but that's all."

Rental costs were the major cause for many retailers going

under, not the fall in number of shoppers, as the decline in consumer spending was only temporary. In comparison, he said rental charges for his retail outlets in Beijing, which have been reduced inline with falling sales of about 60-70 percent, have resulted in much lower losses than in Hong Kong.

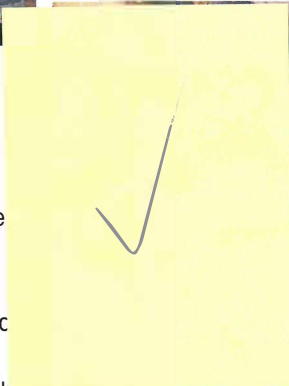
"We have learned a valuable lesson with SARS, and that is that Hong Kong cannot continue on a high cost fixed structure," he said. As a result, he added that retailers will from now on be negotiating shorter leases with landlords to manage their risk. **B**



BUSINESS AFTER SARS

Government officials, business leaders, celebrities and the public joined forces on June 7 as part of Operation Unite's "Taking Off with Hong Kong" initiative to revive confidence in the territory. The key event of the afternoon was a joint business community conference entitled "Business After SARS." Following a cocktail reception after the conference, check-in aisle B at Chek Lap Kok Airport was transformed into the site of a variety show gala dinner.

Full coverage of the conference and more images of the day can be found at Bulletin Online, www.chamber.org.hk/bulletin





政府官員、商界精英、社會賢達和公眾人士於6月7日齊齊參與「心連心・全城抗災大行動」的「香港再飛」活動，落力重振各界對香港的信心。當日下午的重點項目為「經濟再高飛」商界聯合會議，會後續設酒會。當晚的大型慈善晚會假赤鱗角機場入境大堂B舉行。

會議詳情及活動彩照載於本刊網頁 www.chamber.org.hk/bulletin。

經濟再高飛



HKGCC SARS Relief : What Measures were Accepted?

HKGCC submitted to government on April 16 a list of economic relief measures to consider to help companies smarting from the SARS crisis and to revive the economy. On April 23, the government announced a HK\$11.8 billion "Relief and Economic Revival Measures" package, which was warmly welcomed across Hong Kong.

Many of the measures included in that plan were suggested by HKGCC members, which the Chamber then submitted to government. Following is a brief comparison of those measures and subsequent follow-up measures. The complete list of recommendations can be found at Bulletin Online, www.chamber.org.hk/bulletin

HKGCC RECOMMENDED MEASURES 總商會建議措施	GOVERNMENT MEASURES 政府採取措施
IMMEDIATE ECONOMIC MEASURES 即時經濟措施	
<p>Recommends that government waive provisional tax payments to provide cash relief. 提議政府暫免預繳稅，協助企業紓緩現金周轉問題。</p>	<p>Refund 50 percent of 2001/02 final tax on salaries, subject to a cap of HK\$3,000. 退回 2001/02 年度五成薪俸稅，上限 3,000 港元。</p>
<p>Recommends the Airport Authority reduce or temporarily waive airport landing and parking fees, and office or retail rentals under the AA's responsibility for three months. 建議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三個月租金。</p>	<p>AA announced on April 25 that airlines can defer 50 percent of fees incurred during the next three months and a 10-month grace period before any payments are due; 75 percent reduction for long-term parking fees for three months; shops and catering outlets at the passenger terminal will be offered HK\$70 million in rent reductions and HK\$70 million worth of deferred payments. 機管局於 4 月 25 日宣佈，航空公司可延遲繳交未來三個月所需繳付費用的五成，並給予十個月的繳款寬限期；寬減 75% 長期停泊費，為時三個月；減收乘客大堂商戶和食肆租金，總額 7,000 萬港元，另可遞延繳款，總額亦為 7,000 萬港元。</p>
<p>Modify the government SME funds to give SMES speedier access to funds. 修訂政府中小企業基金的申請手續，協助企業較快取得資金。</p>	<p>Government provides HK\$3.5 billion in bridging finance to businesses to avoid lay-offs. 推出 35 億港元貸款計劃，避免企業裁員。</p>
<p>Return to 2002-03 freeze of water and sewage charges for six months. 延續 2002/03 年度水費和排污費減免措施六個月。</p>	<p>Introduces reduction in water and sewage charges for four months. 寬減水費和排污費，為期四個月。</p>
<p>Concessions on rates be extended for one quarter to provide immediate help to the restaurant, retail, tourism and entertainment sectors, as well as encourage consumer spending. 延續差餉減免措施三個月，即時幫助飲食、零售、旅遊和娛樂行業周轉，並且刺激消費。</p>	<p>Waiver of rates for one quarter. 免收一季差餉。</p>
<p>Waive business registration fee for one year. 寬免商業登記費一年。</p>	<p>Waiver of license fees for businesses most affected by SARS for one year when they are due for renewal. 重災行業在續牌時可獲寬免費用一年。</p>
<p>Reduce or waive rent for Housing Authority commercial complexes for three months for tenants on a case-by-case basis. 按個別情況減收或停收香港房屋委員會轄下商戶三個月租金。</p>	<p>Catering establishments receive a 50 percent rent reduction for three months; other establishments get a 30 percent reduction. 減收食肆五成租金三個月，其他商戶減租三成。</p>

總商會哪些抗疫措施 獲得政府採納？

香港總商會於4月16日向特區政府提議多項措施，旨在幫助受非典型肺炎困擾的企業，兼振興經濟。4月23日，港府推出118億港元的紓解民困及重建經濟方案，大受市民歡迎。當中不少措施與會員早前向

本會提出，並由本會續向政府反映的意見一致。《工商月刊》特將這些建議和跟進措施概列於下。本會建議書詳載於《工商月刊》網頁 www.chamber.org.hk/bulletin。

IMMEDIATE CRISIS MANAGEMENT MEASURES 即時危機管理措施

Need for an authoritative, confident spokesman to put out clear and transparent information every day about the SARS situation.

需要一名權威發言人每日向外清晰報告疫情，顯露信心。

More proactive, higher profile co-operation with internationally recognised public health experts from WHO, USCDC, etc. 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。

Work with Beijing and other governments on equipment supply and urged Hong Kong-based airlines to offer free transport for foreign medical experts and supplies to come to Hong Kong. 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。

The Chamber supports a long-term campaign to clean the city to improve hygiene and make Hong Kong a healthier place with a better quality of life.

支持推行長遠的大規模清潔香港計劃，改善衛生和環境，提升生活素質。

Dr Margaret Chan, Director of Health, leads a daily SARS briefing.

衛生署署長陳馮富珍博士負責每日簡佈事態發展。

Government invites WHO experts to Hong Kong to conduct their own studies and co-operate with local organisations' efforts. 政府邀請世衛專家到港進行研究，並與本地有關機構合作。

Government works out an arrangement with Guangdong to receive medical supplies. Transport companies agree to transport goods and personnel for free.

與廣東省擬定醫療物資運送安排。運輸公司同意免費運送有關物品和人員。

Team Clean, headed by Chief Secretary Donald Tsang, announces short-, medium- and long-term measures to clean up Hong Kong.

政務司司長曾蔭權率領的「全城清潔策劃小組」宣佈短、中及長期清潔香港措施。

LONG-TERM MEASURES 長期措施

Large-scale campaigns when SARS has been contained to relaunch Hong Kong as a business centre. 疫症受控後推展大型計劃，重新推介香港的商業中心地位。

When WHO lifts its travel advisory, large-scale publicity campaigns to attract tourists back to Hong Kong. 世衛撤銷對香港發出的旅遊忠告時，開展大規模推廣計劃，吸引旅客重臨香江。

Increase SME Export Marketing Fund from HK\$40,000 to HK\$80,000. 「中小企業市場推廣基金」資助額由四萬港元提升至八萬港元。

Antony Leung heads Hong Kong Relaunch Committee and announces wide-ranging, large-scale events to revive the economy. 梁錦松帶領「重建經濟活力策略小組」及宣佈多項廣泛大型活動，以復興經濟。

Tourism Revival Campaign organisers outline a timetable of measures to attract tourists back to Hong Kong. 「旅遊推廣計劃」籌辦機構勾劃推行有關措施的時間表，吸引旅客再度來港旅遊。

The maximum amount that SMEs can receive under the SME Export Marketing Fund is raised from HK\$40,000 to HK\$80,000. 中小企業可獲資助上限由四萬港元增至八萬港元。



Chamber in Action

Members never need to miss a Chamber event, thanks to the power of the Web, writes **ALFRED CHAN**




You would be hard pressed to find a day when nothing was going on at HKGCC. On average, the Chamber organises almost one event per day, whether it be a breakfast meeting, roundtable luncheon, subscription luncheon, seminar, cocktail or even a Happy Hour. This is in addition to regular committee meetings, and meetings with visitors.

With so much going on, it is little surprise that “Chamber in Action,” the online record of public functions taking place at the Chamber, gets so many daily visitors.

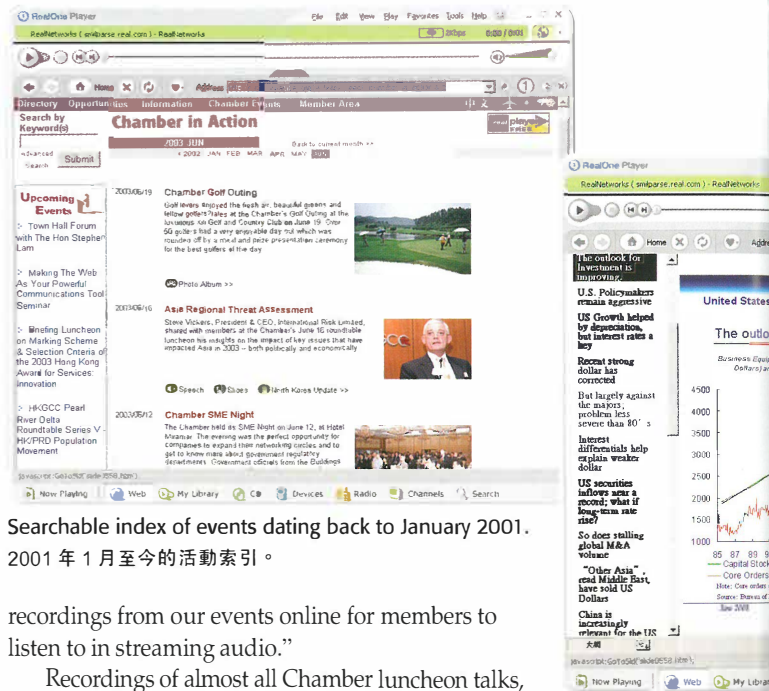
The *Bulletin*'s Editor, Malcolm Ainsworth, got the idea for Chamber in Action after getting snowed under by requests for recordings of various talks and seminars from members who couldn't make it to the actual event.

“Because I habitually record all talks that take place at the Chamber, making a copy of a tape for a few members was no bother,” he said. “But when I started going through a box of cassette tapes a week, it dawned on me that we should put the

What does Chamber in Action give you?

-  **HIGH QUALITY AUDIO RECORDINGS**
Listen to crystal-clear recordings of talks at Chamber events.
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View speakers' PowerPoint presentations* and full text of speeches*
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Members can ask to be emailed high-resolution photos which they can develop into prints.
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Listen to or view events 24-hours a day, all for free.

* if available.



Searchable index of events dating back to January 2001. 2001年1月至今的活動索引。

recordings from our events online for members to listen to in streaming audio.”




Recordings of almost all Chamber luncheon talks, seminars and conferences are now posted on Chamber in Action within the hour of an event finishing. PowerPoint presentations, and the full text of speeches (when available) are also put on the site for members to view. Closed-door or members-only talks, of course, are not recorded.

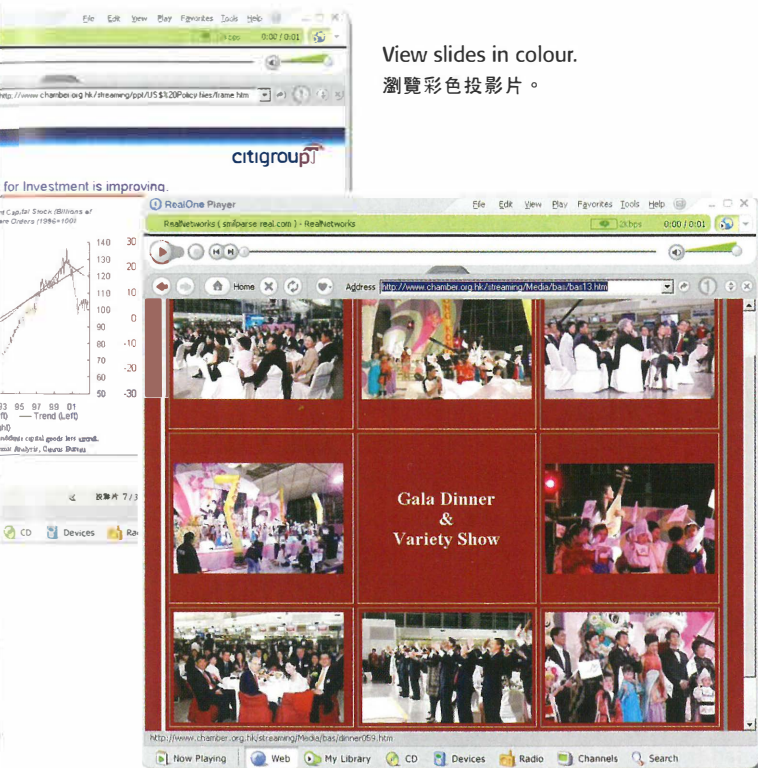
With the Chamber organising so many social functions, mingling and networking – not listening – is the name of the game. Therefore, “Web Album” was created as an extension of Chamber in Action. Snapshots from social gatherings, study tours and outbound missions are sorted and compiled into online photo albums. Besides being a nice record of the event, members who attended one of the functions can download high-resolution photos for their personal use.

“The photo albums are very popular, because I think people like flicking – or in this case clicking – through photos,” Mr Ainsworth said. “As such, I guess the next step is streaming video. We do have a few streaming video clips on Chamber in Action already, but as technology has yet to make watching streaming video online a smooth process, videoing our functions is still a few years away.” **B**

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

「商會動態」網頁給會員帶來甚麼好處？

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 -  **資訊附錄**
瀏覽講者投影片資料及演詞 (如有提供)。
 -  **相片免費提供**
會員可要求經電郵傳送高解像度照片，然後自行製作。
- 不設時限或收費**
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View slides in colour.
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Searchable photo database of selected Chamber functions.
具搜尋功能的本會精選活動照片庫。

「商會動態」網頁

全賴互聯網功能強大，本會動態得以常伴會員左右 **陳宗元**

本會活動真的可謂無日無之，不論是早餐會、大小午餐會、研討會、酒會、歡樂時光聚會，抑或是委員會會議、貴賓到訪，平均每天總會舉行至少一項。

活動如此包羅萬有，本會「商會動態」網頁廣受歡迎，不言而喻，每天都有大量訪客登入，欲了解活動詳情。

由於未能抽空參與演說或研討會的會員經常要求本會提供現場錄音，《工商月刊》編輯麥爾康因而靈機一動，開設「商會動態」網頁，以應所需。

他說：「我常常為活動錄音，複製實在是舉手之勞。但既然需求殷切，倒不如將活動錄音上網，方便會員收聽。」

如今，午餐會、研討會或會議舉行後一小時內，其錄音便會上網，還會附載投影片資料和演詞 (如有提供)，待會員閱覽。只限會員參加的講座，則不在錄音之列。

至於本會舉辦的眾多交誼活動，著眼點當然不在聆聽，而是聯繫。「商會動態」網頁特此加設「網上彩照」欄目，將聯誼、考察和訪問活動的照片整理後，一一展現會員眼前。曾參與活動的會員更可藉此下載清晰美觀的照片，留為紀念。

麥爾康說：「人人皆愛看相片，順理成章，『網上彩照』甚為吃香。我想下一項要推出的服務應為錄像放送，『商會動態』已收錄多套錄影片，惟現今科技未能確保錄像播放順暢，本會活動的錄像放送服務要待數年後，才能全面推行。」**B**

陳宗元為香港總商會資訊科技經理，
電郵：alfred@chamber.org.hk。





Right: Although officially a leisure trip, during the Chamber's visit to Shanghai, Mayor Han Zheng (seated, 2nd from right) met with some HKGCC members to brief them on the city's economic development after SARS.

右圖：上海市市長韓正（在座者右二）接見本會上海周末遊的部分團員，講述該市疫後經濟狀況。

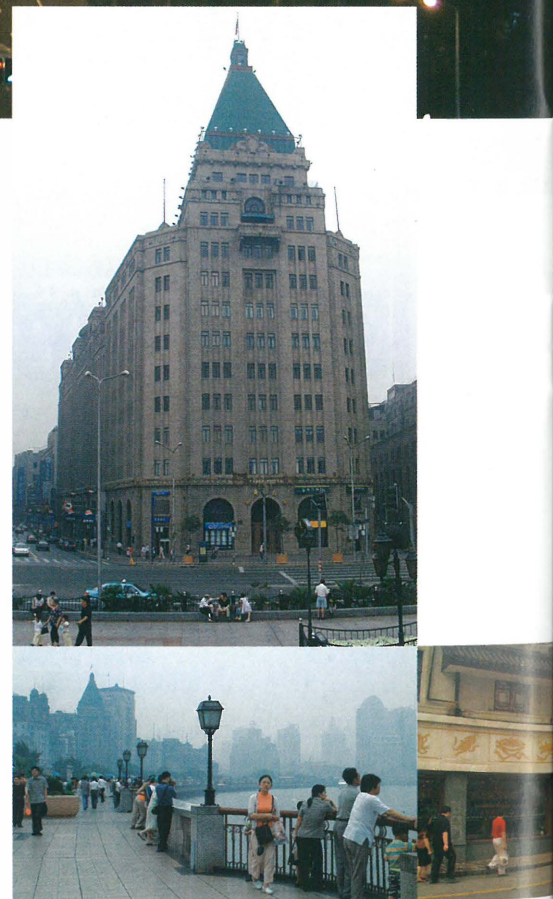
Visit to Shanghai Echoing Taking off with Hong Kong

The Chamber arranged a weekend visit to Shanghai for 160 members and guests in conjunction with Dragon Air on June 20 to 22. Although officially a leisure trip, during the visit Shanghai Mayor Han Zheng met with some HKGCC members to brief them on the city's economic development after SARS.

Chamber Vice Chairman Dr Lily Chiang told Mr Han that the trip aimed to tell the world that both China and Hong Kong were now back to "business as usual" and that Hong Kong citizens are confident enough to travel out of Hong Kong.

Mr Han said he lauded the Chamber's efforts and that Hong Kong and Shanghai, having survived the current health crisis, would work towards closer economic relations.

Chamber CEO Dr Eden Woon, who also joined the trip, said the visit is part of the Chamber's "Reinvigorate, Relaunch and Rebuild Hong Kong" (555) plan as well as part of a series of Chamber visits to Mainland cities. He expects the Mainland and Hong Kong "Closer Economic Partnership Arrangement" will help enhance relations between the two cities. **B**



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上海周末遊 響應「香港再起飛」

總商會聯同港龍航空公司於6月20至22日安排了160名會員及其親友在上海度周末。期間，上海市市長韓正特別抽空接待部分總商會成員，介紹該市疫後經濟發展狀況。

本會副主席蔣麗莉博士介紹此行目的是向外傳揚中國和香港已經在近月的健康危機中復元，一切活動如常。香港市民亦已放心旅遊，走出香港。

韓市長表示總商會於此非常時期安排會員到上海度週末是十分有意義的事。他認為香港與上海均經歷非典的磨練，患難見真情，兩地將來的關係必定更密切。



同行的本會總裁翁以登博士稱，上海之行是總商會日前提出的「重振、重推、重建香港」（三五）計劃中之建議環節，亦為總商會連串內地城市探訪行程之一。他預期中港「更緊密經貿關係安排」將有助港滬加強合作關係。B



Pearl River Delta Series Health (care) is Wealth

The world's most populous nation presents enormous market potential for the healthcare industry, but Hong Kong's private healthcare sector may fail to capture these opportunities, Brian O'Connor, Director, Quality HealthCare Asia Ltd, said.

Speaking at a Chamber PRD Roundtable Series luncheon on June 3, Mr O'Connor said that unfair public healthcare services in Hong Kong may thwart the private sector's chances of capturing opportunities in Mainland China.

"The private hospital sector has been squeezed out of business over the past few years," he said, adding that it just doesn't make sense for anyone to pay for private treatment when it can get treatment for almost free through public hospitals. With such a practice in place, he questions how

the private healthcare sector can export its services to partners in the Pearl River Delta if Hong Kong's healthcare sector cannot get its own house in order.

Quality Healthcare has been looking closely at the China market over the last five years. According to Mr O'Connor, Mainland China is ahead of Hong Kong in developing a private healthcare sector. He particularly admires the Mainland's realization that a public healthcare system is not sustainable and that the private sector has a crucial role to play in providing healthcare services.

Lee Shiu-hung, Emeritus Professor of Community Medicine, The Chinese University of Hong Kong, who also spoke at the luncheon, said healthcare services in the PRD present enormous potential for the Hong Kong sector, especially services



Dr Lee (left) and Mr O'Connor believe healthcare services in the PRD present enormous potential.

李紹鴻(左)與歐康納認為珠三角醫護服務市場發展潛力優厚。

tailored to senior citizens.

A staggering 600 million people in the PRD are aged over 65. A number of companies have built retirement communities to serve these retirees and are a popular choice instead of retirement homes.

Investments in private hospitals are also being sown. One example is the 500-bed Clifford Hospital in Panyu, Guangzhou, which Prof Lee recently visited. He said the well-equipped hospital is like a hotel, and believes that these quality hospitals not only can serve PRD residents, but may also attract Hong Kong residents to enjoy the high quality services at affordable prices.

The growing number of Hong Kong, Taiwanese and foreign business people working in the PRD, in addition to more Hong Kong people deciding to live out their twilight years in retirement communities in the PRD is also increasing demand for quality healthcare services. Prof Lee also sees investment opportunities in medical and dental laboratories, radiological examinations, health screening services and health promotion parks or centers, among others.

Both speakers warn, however, that investing in Mainland China requires detailed studies of the rules and regulations concerned with healthcare services, and working with local governments or established institutions may be the only feasible way to invest in this industry. **B**

Chamber Women Executives Club Gender and Self-realisation

Fairy tales about beautiful, young women falling in love and living happily ever after have resulted in many women yearning for greater beauty and better figures, Lu Ping, Director, Kwang Hwa Information & Culture Center, said at the Chamber Women Executives Club roundtable luncheon on June 23.

Subconsciously, many women believe that the more beautiful they are, the happier they will be in their personal lives and the more successful they will be in their careers.

"Women need to have the confidence and self-realisation that they can accomplish just about anything they put their minds to," she said. "We shouldn't let ideals about how women should look and behave stop us from achieving our goals."



總商會卓妍社 性別經驗及自我體現

光華新聞文化中心主任路平於6月23日本會卓妍社小型午餐會表示，在美麗年青女子過著幸福生活的童話感染下，許多女性渴望擁有更好的容貌和身段。

潛意識上，不少女性認為她們愈漂亮，生活便愈快樂，事業也愈成功。

她說：「女人需有自信和充分發揮本身潛能，這樣便能夠實現心中所想。我們不應盲目追求完美的樣子和行為，以致放棄個人目標。」

Chamber Golf Outing

Golf lovers enjoyed the fresh air, beautiful greens and fellow golfers' tales during the Chamber's Golf Outing at the luxurious Xili Golf and Country Club on June 19. Over 50 golfers had a very enjoyable day out which was rounded off by a meal and prize presentation ceremony for the best golfers of the day.



Winners of the Day

Champion	<i>Raymond Ma, Corus Asia Limited</i>
1 st Runner-up	<i>Patrick Wu, Corus Asia Limited</i>
2 nd Runner-up	<i>Nature Yang, Action Interlining Co (HK) Limited</i>
Longest Drive	<i>Samuel Chu, Phoenix Investments (HK) Limited</i>
Nearest the Pin	<i>Patrick Wu, Corus Asia Limited</i>

Asia Regional Threat Assessment North Korea's Sabre Rattling May Backfire

North Korea's nuclear sabre-rattling presents the greatest threat to stability in Asia and any escalation of the crisis could affect Hong Kong, a leading consultant on international risk management warns.

The hermit kingdom's strategy of pressuring economies to provide it with funding in exchange for abandoning its nuclear ambitions, however, may backfire this time around, Steve Vickers, President & CEO, International Risk Limited, said at the Chamber's June 16 roundtable luncheon.

North Korea's timing to play nuclear blackmail could not have been worse, he said. Japan has been paying off North Korea perpetually and is now tired of it. China's interests are in keeping North Korea running, but without nuclear weapons. And the U.S. isn't going to give in to nuclear blackmail.

"I believe the situation will come to crunch point in months, not years," Mr Vickers said.

However, he thinks a war on the peninsula is unlikely, because North Korea has cooked up the crisis to squeeze funds from its neighbours, not to go to war. That said, there is a very real danger of the crisis escalating into conflict due to a misunderstanding or miscommunication, he added.

The unprecedented decision by South

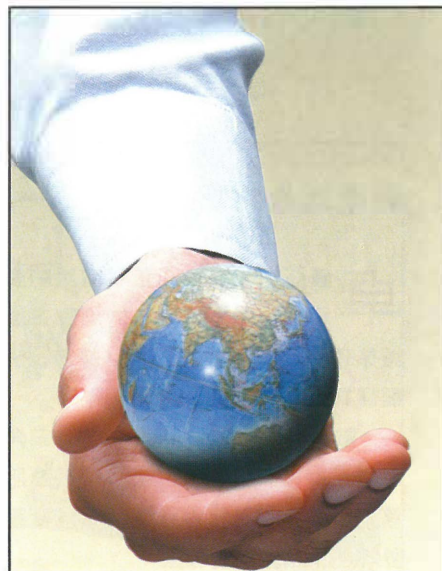


The North Korea crisis will come to crunch point within months, says Mr Vickers.

韋啟賢說：「北韓危機將於數月內進入關鍵時刻。」

Korea and Japan to cut off all financial flows into North Korea could back the state into a corner. Pachinko parlours in Japan, about 40 percent of which are owned by North Koreans, have traditionally been an important source of funds for North Korea. Mr Vickers said it is difficult to guess how the North Korea will react to this decision, but Japan has made it clear that it is no longer willing to be a passive bystander by recently enacting laws to allow it to make pre-emptive strikes against likely aggressors.

Although Mr Vickers said he believes war is unlikely, North Korea's develop of nuclear weapons would lead to an arms race in Asia. Besides destabilising the region, this would also put huge financial burden on countries in the region. **B**



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珠江三角洲系列 健康就是財富

卓健亞洲有限公司董事歐康納表示，全球人口最多的國家為醫護業帶來巨大市場潛力，但香港私營醫護業可能無法抓緊箇中機遇。

歐氏在本會6月3日舉行的珠三角專題研討會上指出，香港公營醫護服務的不公平現象，或會妨礙私營醫護界捕捉中國內地的機遇。

他說：「過去數年，私家醫院生意持續下跌。」他續稱，既然公立醫院提供幾近免費的治療，市民當然無理由付錢光顧私家醫院。因此，他質疑若香港不推行醫護改革，私營醫護業如何能向

珠江三角洲輸出服務。

過去五年，卓健一直緊盯中國市場動態。歐氏說，內地在發展私營醫護業方面領先香港。他尤其欣賞內地明瞭公共醫護制度不能持續發展，故私人界別在提供醫護服務上擔當重角。

香港中文大學社區醫學榮休講座教授李紹鴻在同一場合上表示，珠三角醫護服務給香港業界帶來優厚發展潛力，特別是為長者度身訂造的服務。

珠三角有6億人超過65歲，數字大得驚人。多家公司已建立老人社區來服務這些退休人士，而這類設施較老人院更受歡迎。

私家醫院的投資亦正湧現，如位於廣州番禺、共有500個床位的祁福醫

院。最近參觀過該醫院的李教授表示，醫院設備齊全，仿如酒店。他認為，這些優質醫院不但能服務珠三角居民，還可吸引港人以負擔得來的價錢享用卓越服務。

在珠三角工作的香港、台灣和外國商人不斷增加，加上愈來愈多港人決定在珠三角的老人社區度晚年，優質醫護服務的需求也隨之上升。此外，李教授認為，醫科和牙科實驗室、放射學檢查、體檢服務和保健推廣公園或中心的投資前景同樣秀麗。

不過，兩名講者皆坦言，投資內地須仔細研究有關醫護服務的規則和條例，而與地方政府或認可機構合作也許是投資此行業的唯一可行方法。 **B**

高爾夫球同樂日

清新空氣、綠草如茵、揮桿之樂——本會於6月19日假深圳西麗高爾夫鄉村俱樂部舉行「高爾夫球同樂日」，共有逾50名會員參加。除為參加者準備豐富美食外，本會還於當日頒獎予最佳球手，歡樂氣氛洋溢。



優勝者

- 冠軍 馬展雲 康力斯亞洲有限公司
亞軍 吳國盛 康力斯亞洲有限公司
季軍 楊自然 益成制朴(香港)有限公司
最遠距離獎 朱惠德
Phoenix Investments (HK) Ltd
最近旗桿獎 吳國盛 康力斯亞洲有限公司

亞太區危機評估 北韓核武威脅可能適得其反

著名國際危機管理顧問警告，北韓核武危機對亞洲的穩定構成最大威脅，若危機升級，香港或受影響。

北韓以放棄其核子計劃這項交換條件，迫使外國提供資金，但 International Risk Ltd 行政總裁韋啟賢於6月16日總商會小型午餐會表示，北韓這次的策略可能適得其反。

他說，北韓在最不適合的時機耍弄核武勒索手段。日本已對長期滿足北韓的索求感到厭倦，中國則希望北韓在不發展核武下維持獨立，而美國亦不會屈服於核子威嚇。

韋氏說：「我相信關鍵時刻將於數

月內來臨。」

然而，他認為朝鮮半島開戰的機會不大，原因是北韓製造今次危機是為了向鄰國榨取資金，而非發動戰爭。他續說，真正危機在於區內因誤解或溝通不當而爆發衝突。

南韓和日本首次決定截斷北韓的所有財路，可能令這個國家陷入絕境。北韓人擁有約四成的日本彈珠店，一向是北韓的重要財源。韋啟賢表示難以估計北韓對此決定的回應，但日本已表明不再任由擺佈，最近便立法容許其向潛在侵略者採取先發制人的行動。

雖然韋氏認為開戰機會不大，但北韓發展核武可能導致亞洲展開軍備競賽。此舉不但破壞區內穩定，還會對區內各地造成龐大財政負擔。 **B**



A unified Korea? 韓國統一?

FedEx Expands Supply Chain Capabilities In Hong Kong

FedEx Express (FedEx) recently announced the expansion of its logistics distribution centers around Hong Kong by entering into agreements with TradePort Hong Kong and Sun Logistics respectively.

FedEx will be the first express transportation company to establish facilities at TradePort, which allows FedEx's Supply Chain division to optimize the handling of time-critical and time-sensitive products.

The state-of-the-art facility features sorting and distribution equipment that incorporates cutting-edge wireless technology designed to boost productivity, provide data accuracy and achieve real time transmission. FedEx is targeting to move into this new facility mid-July.

FedEx has also entered into a new contract with Sun Logistics, one of the leading logistics operators in Hong Kong, to provide its customers with better local pick-up and distribution services.

"FedEx's supply chain management services are particularly targeted for those companies that require global solutions that might include International shipping, local distribution services



and customized activities relating to the products or services," Dennice A. Wilson, Vice President of FedEx Supply Chain Solutions, Asia Pacific Division, said. "Our alliances with both TradePort and Sun Logistics will further enhance our capabilities in this arena."



聯邦快遞加強在香港的供應鏈業務

全球最具規模的速遞運輸公司聯邦快遞最近宣佈，已分別與香港商貿港和新物流有限公司簽訂協議，擴充位於香港的物流分送中心。

聯邦快遞將成為首家在商貿港開設物流設施的速遞運輸公司，讓聯邦快遞旗下供應鏈部門能充分提升處理緊急貨件的能力。

商貿港的物流分送中心設計先進，擁有完善的貨件分類和分送設備，並且採用了尖端無線技術，有助提高生產力、提供更準確的數據，以及實時傳送資料。聯邦快遞計

劃於七月中啟用位於商貿港的物流分送中心。

聯邦快遞亦與香港領先的物流營辦商—新物流有限公司簽訂新合約，為客戶提供更具效率的本地收件和分送服務。有關協議已於本月初開始生效。

聯邦快遞亞太區供應鏈方案副總裁韋穎思表示：「聯邦快遞的供應鏈管理服務，主要針對需要全球性方案的企業，而所謂全球性方案，則可能包括國際付運、本地分送服務，以及企業的獨特產品或服務所需的度身訂造安排。我們與商貿港和新物流訂立聯盟，有助進一步加強這方面的實力。」

Chamber Programmes 活動傳真



Raymond H C Wong, JP,
Commissioner of Customs
and Excise
海關關長黃鴻超



Lam Chun-man, JP, Director of Fire
Services
消防處處長林振敏



Philip Wong, Chief
Superintendent, Crime Wing
HQ, Hong Kong Police Force
香港警務處刑事總部總警司
黃柏年



Marco Wu, Director, Buildings
Department
屋宇署署長鄧滿海



Steve Barclay, Assistant Director of
the government's Efficiency Unit,
which co-organised SME Night.
政府效率促進組與本會合辦「中小企
之夜」，圖為該組助理專員柏嘉禮。



CHAMBER SME NIGHT

The Chamber held its SME Night on June 12, at Hotel Miramar. The evening was the perfect opportunity for companies to expand their networking circles and to get to know more about government regulatory departments. Government officials from the Buildings Department, Customs & Excise Department, Fire Services Department and the Hong Kong Police Force attended the social gathering to answer members' questions. Members can read the full text of the speeches during the evening at Bulletin Online, www.chamber.org.hk/bulletin





中小企之夜

本會於6月12日假美麗華酒店舉行「中小企之夜」，參與公司藉此良機廣拓人脈和瞭解政府規管部門的運作。政府屋宇署、香港海關、消防處和香港警務署的多名官員應邀出席聚會，解答會員的提問。當晚演說全文載於《工商月刊》網頁 www.chamber.org.hk/bulletin。

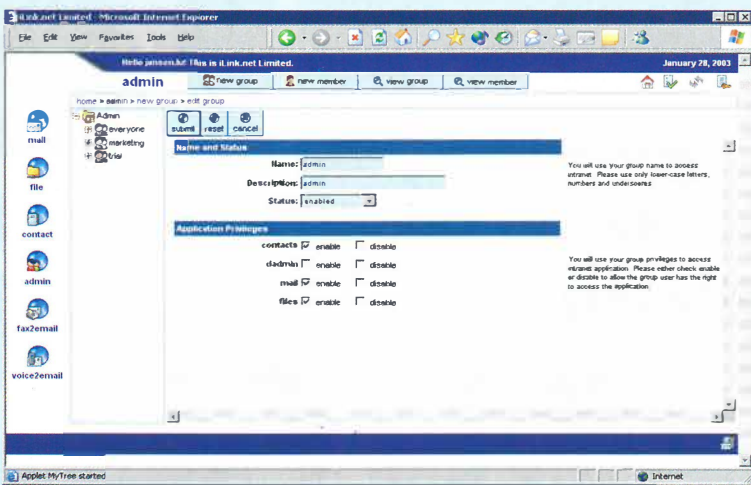


iLink UMS

Communications Without Boundaries 通訊交流無疆界

Due to SARS, businesses have become more aware of crisis management and the concept of "Home Office" has been more popular than ever. iLink (SEHK: 8107)'s unified messaging services - "iLink UMS" is a total solution for **email, fax and voice messages** and **online storage**, which allows staff/users to manage their messages anytime and from anywhere through the Internet and maintain close contacts with the outside world.

自SARS事件之後，各大小企業紛紛提高危機管理意識，Home Office也因此大行其道。iLink (8107)的綜合訊息軟件「iLink UMS」，讓員工／用戶隨時隨地透過互聯網，登入這個服務，便可以綜合管理電郵、傳真及留言訊息，以及網上檔案儲存，與外界保持緊密聯絡。



Define User Rights / 設定用戶職權

USER-FRIENDLY ADMINISTRATION INTERFACE 簡易的帳戶管理介面

Through iLink UMS, the staff in charge can use the web-based account administration system to open or delete accounts, create department-/business-based groups, allocate storage space, revise group/user rights, set functions, and much more.

通過iLink UMS，負責的員工可以利用網上帳戶管理系統，開設／刪除帳戶、按部門／業務性質來建立群組 (Group)、分配儲存量、修訂權限及功能設定等。



Single Login
用戶登入

iLink UMS

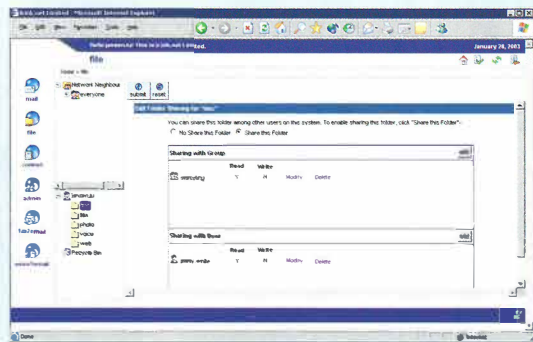
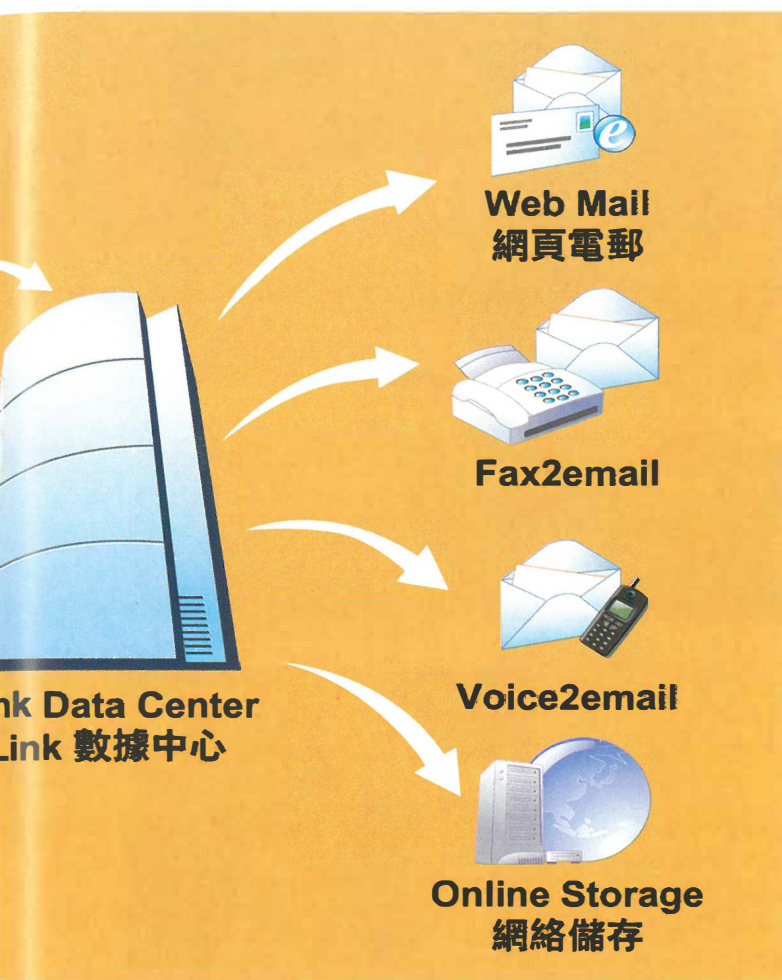
COST-EFFECTIVENESS 成本效益

iLink UMS is so economical that the cost is based on storage space, and there is no limit on the number of email accounts. Companies can also assign each user the storage space without any additional or hidden charges.

iLink UMS十分經濟，服務以儲存量 (Storage Space) 作為計算費用基礎，帳戶數量不限，公司亦可自行設定各人的郵箱儲存量，絕無附加費用。

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Share Online Files / 分享網上檔案

ONLINE STORAGE 網絡儲存

In addition to messaging functions, every staff can use the online storage space to store or download files directly, share files between members or groups or backup their files.

除了訊息功能之外，每位員工可利用網上儲存空間，直接儲存或下載檔案，以及分享網上檔案給其他同事或群組使用，又或作備份 (Backup) 之用。

INTEGRATED MESSAGING MANAGEMENT 綜合訊息管理

The messaging functions of iLink UMS include Webmail, Voice2email and Fax2email. All the messages will be sent as an attachment to iLink UMS accounts or any IMAP-supported mailboxes. To staff having frequent business trips, this service helps save long distance call/fax charges and ensures the complete delivery of messages.

iLink UMS 訊息功能包括網頁電郵 (Webmail)、話音訊息 (Voice2email) 以及傳真訊息 (Fax2email)。這些訊息會以附件形式傳送到 iLink UMS 帳戶或任何支援 IMAP 軟件的郵箱內；對於經常出差的員工來說，不但節省長途電話/傳真費用，而且確保訊息不會漏失。

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‘Intelligent Home’

The Chamber took up the invitation from the Department of Computing of the Hong Kong Polytechnic University on June 19 to view cutting-edge technologies being developed by students in their quest to design an “Intelligent Home.”

Dr Keith Chan, Head of the Department of Computing, explained to the 43 members who joined the tour that the concept of the Intelligent Home was not only to automate everyday chores at home, but also to make the home a safer place to live and to protect it from intruders.

Unlike the latest technologies developed by companies’ R&D labs, one

of the university’s criteria for developing products was that they be affordable, explained Wong Mo-han (above, right), the Deputy Director of the Department of Computing. As an example, she demonstrated the palm recognition access system which recognises a palm print within 1.5 second, and costs a fraction of the price of similar systems currently on the market.

Members also saw firsthand other technologies that the students were working on, which included Virtual Programming Lab for Online Distance Learning, Motion Retargeting from Motion Captured Data, and Severe Weather Forecasting, among others. **B**



本會於6月19日應香港理工大學電子計算學系邀請，參觀該系學生利用自行開發先進科技設計的「智能家居」。

電子計算學系系主任陳振沖博士向43名參觀者解釋，「智能家居」概念不但可將日常家務自動化，還能加強家居安全，防止入侵。

電子計算學系副總監黃慕嫻(上圖右)表示，大學開發產品跟企業研發科技不同，前者的準則之一是產品價格要相宜。她向會員示範手掌握別存取系統的操作，此系統可在1.5秒內辨識掌紋，但價錢卻遠低於市面同類系統。

會員還第一時間參觀學生正在研究的其他技術，包括「網上遙距學習虛擬程式編寫」、「動作捕捉和重置技術」、「惡劣天氣預報」等。 **B**



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Chan Kim-ming shows off the highly prized North American ginseng.

陳劍明展示價值連城的北美人蔘。

Sun Ming Hong

“They say wealth never surpasses three generations,” laughs Michael Chan. “Let’s hope that’s just an old wives tale.”

Mr Chan represents the Cheng family, which have been successfully running Sun Ming Hong, one of Hong Kong’s major importers of North American ginseng, for three generations.

Founded in 1949, the company started out in the Chinese medicine and herbal products business. Over the years, it tried its hand in the pearl business, marble, timber, dried seafood, and deer velvet, among others, but its core competence today is ginseng, and Chinese herbal and medicinal products.

“As a trader, we are always looking

for opportunities, but as an SME, one has to know when to pick something up and when to drop it,” he said. “Now, ginseng is our main line. After that, we buy a lot of Chinese herbs and herbal preparations to export overseas, mainly to Canada but also to Europe and Australia.”

Overseas Chinese communities buy the bulk of Sun Ming Hong’s exports, but the company is always on the lookout for non-Chinese customers.

Ginseng, which is recognised around the world for its health properties, is popular in health food shops overseas in various forms, from powders, to tablets and teas. Sun Ming Hong even produces its own brand of ginseng teas which it sells in Canada.

Hong Kong imports about 6 million pounds of North American ginseng annually, with cultivated ginseng constituting 99 percent of total imports and rest being wild ginseng. Sun Ming Hong, which specializes in North American ginseng, imports around 10 percent of the total, says Chan Kim-ming, Sun Ming Hong’s chief ginseng buyer and President of the American and Canadian Ginseng Importer Trade Association.

“The price of wild ginseng is on the average 20 times more than that of cultivated ginseng, and frankly it works well and it is a favourite tonic for longevity,” he said.

Wild ginseng commands a high price due to its scarcity, but with wild

新明行

陳慶漳笑著說：「俗語話富不過三代，但願這只是無稽之談吧。」

新明行是香港主要花旗蔘進口批發商之一。該公司的發言人陳先生透露，新明行由鄭氏家族三代經營，成績顯赫。

新明行創立於1949年，以經營中藥材起家。其後，該公司也曾涉足珍珠、雲石、木材、海味和鹿茸等生意，時至今日則以人蔘和中草藥產品為核心業務。

他說：「身為商家，我們時刻都在尋找商機，但作為中小企，我們必須具備了解市場取向和靈活處理的能力，才能做到收放自如，不致被淘汰。人蔘是我們現時的首要業務，其次，我們還經營許多中草藥製品運銷海外，主要輸往加拿大、歐洲、澳洲等地。」

雖然新明行的主要客戶是海外華人，但該公司亦致力開拓非華人市場。

人蔘以其保健功效享譽全球，海外健康食品店亦有出售粉末、藥丸和茶葉等類型的人蔘產品，甚受顧客垂青。新明行還自創蔘茶品牌，主攻加拿大市場。

香港每年進口約600萬磅花旗蔘，當中99%是種植花旗蔘(種蔘)，野山蔘僅佔1%左右。新明行的人蔘買賣手兼花旗蔘進口商會主席陳劍明表示，新明行所經營的花旗蔘約佔總進口量的一成。

他說：「在華人心目中野山蔘是延年益壽的最佳補品。由於野山蔘產量少，而且功效較為顯著，故野山蔘的價錢是種蔘的廿倍以上。」野山蔘的數量不斷減少，各締約國為了有效地保護這稀有物種，因此規定進出此類物種時必須按《瀕危野生動植物種國際貿易公約》申請有效的出入口許可證。加拿大更已禁止野山蔘出口，而對種蔘的進出亦有一定管制。有趣

的是，現用科學測試方法很難分辨出野山蔘與種蔘，但蔘商卻能憑著經驗把它們分辨出來。

該公司在購入足夠人蔘以應需求時，為了避免不必要的麻煩和運輸延誤，在申請有關出入證時確須做到一絲不苟，絕不能掉以輕心。

擴展空間？

陳氏在嘗試擴充業務時，面對進退兩難的局面。他說：「由於中小企資源有限，除了專心應付現有客戶的要求，便沒有多餘資源去開拓客源。但話雖如此，由於公司與現有客戶建立了良好關係，彼此互信互助，不少商機因而產生。例如現有拍檔(他對客戶的暱稱)要求我在中國採購某些特殊產品，而我間中亦會向拍檔購回產品。您可稱之為互惠商業策略。多年來我們能經營多元化產品，多少歸功於此。」

縱然陳氏的加拿大客戶基礎穩固，他仍希望增加對歐洲的出口。他認為歐洲市場蘊藏潛力，單單在法國，便有60%法國人有服用草本藥製品的習慣，其中大部分以非洲草藥製成。然而，由於各國對草本藥物的限制，他的擴展計劃因而受阻。

歐盟於2002年3月中以蜂蜜含抗生素為理由，宣佈禁止任何含蜂蜜的中國產品進口。陳氏說：「由於很多中國保健產品的主要成分皆為蜂蜜，除了藥用價值外，還可辟除製品的苦澀味。我們和合作夥伴曾多次去信歐盟駐港辦事處和地方代表，詢問應進行哪些測試來證明產品不含抗生素，但始終得不到回覆。」

他認為這次事件與中國蜂蜜是否含抗生素無關，可能是歐盟以此來報復中國因瘋牛症而禁止歐盟各國化妝品進口。

他說：「人人都認為中國入世是天大喜訊，理論上我是絕對同意的。但在中國入世前，若中國與別國發生貿易衝突，通常會以提高產品進口關稅為貿易壁壘，限制產品的進出。若您願意支付高昂的關稅，問題便可解決。但在中國將入世時，歐盟卻改以蜂蜜含抗生素為由來禁止所有含中國蜂蜜的產品進口歐盟各國。如今中國已入世，但在此事上仍毫無進展。大公司尚可抵擋這些衝擊，但對我們這類中小企卻造成極大創傷。」

由於本地和海外政府愈加加強對中草藥的監管，陳氏說要持續擴展業務十分困難。不過，儘管面對規管收緊和愈來愈多企業直接進入內地經商，但港商憑藉本身實力和環球信譽，他相信在未來數年內應不會被中國同業迎頭趕上。

他說：「隨著更多中藥研究發現，草藥產品的副作用較抗生素少，加上尋求另類藥品的人增加，人們也更加注重健康，紛紛追求天然保健食品。這對行業來說的確是利好消息。」

他解釋，傳統中醫學講求陰陽調和。草藥配方往往有助平衡人體的自然防禦系統，繼而擊退病魔。反過來說，西方醫學則較重對抗，故多用抗生素和特效藥消滅病毒，因而產生不少副作用。

他續說：「以這次內地對『沙士』病人的治療為例，反映中藥的功效顯著。雖然現用測試形式或尚無法確定

中草藥是如何發揮作用，但有時實用療效比實驗結果更為重要。」**B**



A wild ginseng root.
野山蔘根部。

ginseng becoming increasingly rare, CITES (The Convention on International Trade in Endangered Species of Wild Fauna and Flora) has imposed import/export licensing permits for wild ginseng to conserve the rare American wild ginseng.

"Canada has banned the export of wild ginseng while the export of cultivated ginseng is controlled religiously," Michael Chan said. "But the funny thing is, scientifically, they cannot identify what is the difference between the cultivated and wild variety. Ask any traders, however, and they will immediately be able to tell you which is wild and which is cultivated."

As a result, import and export of cultivated ginseng also require CITES permits. "To comply with all these regulatory requirements and to meet the delivery schedule of our customers, the company needs to be vigilant in all its documentation," he said.

ROOM TO EXPAND?

Mr Chan said he faces the chicken and the egg conundrum in trying to expand the business. "When you are an SME, you have limited resources with which to do things. Your hands are full taking care of existing customers' orders that you don't have enough time to look for new customers."

He sometimes stumbles across opportunities when existing partners – as he likes to call his customers – ask him to source specific products in China, while he in turn occasionally buys products from his partners.

"I guess you could call that an accidental diversion in our business strategy based on our customer-centric

relationship with our partners," he said. "Which is partly why we have carried such a diverse line of products over the years."

Although Mr Chan says he has a solid client base in Canada, he would like to sell more in Europe. He believes the potential is there, as in France alone about 60 percent of the population regularly takes herbal tonics, mostly made from African herbs. But his efforts to expand on the continent are being held back by bureaucratic red tape.

Honey, beside its therapeutic properties, is often added to Chinese herbal preparations to remove their bitterness. Unfortunately for Mr Chan, the European Union in March 2002 banned any products from China containing honey because they say it contains unacceptable level of antibiotics.

"So we wrote and made personal representations to our partners countries' trade offices in Hong Kong, while our partners did the same, to ask them to define the standard test for the concentration level of antibiotics, if any, that is acceptable. Unfortunately, we never received any reply, despite repeated requests."

He believes the ban is not about Chinese honey supposedly containing antibiotics, but the EU's retaliation for China banning EU cosmetics because of mad cow disease.

"Everybody thinks China joining the WTO is the best thing since sliced bread. Philosophically I agree. Before, if there were any trade friction they would slap a tariff on the goods. If you are prepared to pay the tariff there was no problem. Anticipating the lowering of tariff barriers, using the honey ban, for example, EU is changing the tactics in

handling the trade dispute. It is OK for a large company to weather this type of ban, but as an SME we are having pneumonia."

Because Chinese medicine and herbs are under increasingly more governmental regulation, both locally and internationally, Mr Chan said continuing to grow the business will be tough. However, he remains optimistic that despite tighter regulations and worries that more businesses will go directly into China to do business, Hong Kong traders' ability and credibility internationally will ensure China does not overtake them for some years to come.

More studies into Chinese medicine could also bring him more good news, as will growth in the number of people looking to alternative medicines.

"People are discovering that herbal products have less side effects than antibiotics, and as people are also more health conscious, they are also looking more at natural health foods," he said.

He explained that traditional Chinese medicine is more about balancing the negatives and the positives (yin and yang) in the body. So a lot of times, it is a mixture of herbs which help balance the body's natural defence mechanisms to surround a problem and move it out. Western medicine, on the other hand, takes a more confrontational approach. Doctors use antibiotics and potent drugs to destroy the bugs and viruses.

"As the Mainland showed in treatment of its SARS victims, Chinese medicine can be very effective," he said. "Science may not be able to identify how elements in Chinese herbs work, but the proof is increasingly in the eating, rather than in the lab results." **B**



Company: Sun Ming Hong
Business: Wholesaler of health products, dried seafood, foodstuffs
Established: 1949
Year joined HKGCC: 1975
Tel: 2543 5388
Fax: 2541 8514

公司: 新明行
業務: 保健產品、海味和食品批發
成立年份: 1949
入會年份: 1975
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Americas

Donald McQuade, Vice Chancellor for University Relations, University of California, Berkeley, and other delegates from the university, had a breakfast meeting with members of the Chamber's General Committee on May 19. Mr McQuade clarified the university's policy regarding students coming from SARS infected areas and reassured members that the university, continues to welcome students from Hong Kong and other parts of Asia affected by SARS.

Members of the Europe Committee joined the fun at Chamber Happy Hour on May 30 under the banner "Europe Committee Night." Members of the Europe Committee were especially encouraged to attend the event (held on the last Friday of every month) to meet and mingle with other Chamber members in an informal setting. Close to 80 guests attended the event which took place at Va Bene in Lan Kwai Fong, Central.

Janie Fong was elected Chair person of the Chamber's Americas Committee at its meeting on June 11, while Gary Ahuja, Steve Wong and Douglas Van were elected Vice Chairmen. Following the meeting, **Dr Donald Hanna**, Managing Director, Head of Asia-Pacific Economic & Market Analysis, Citigroup, spoke at the Chamber's roundtable luncheon on "What to Expect from the US Dollar Policy."

Don Robinson, Group Managing Director, Hong

Town Hall Forum Series

Arthur Li, Secretary for Education and Manpower, exchanged views with members at the Chamber's Town Hall Forum on May 30. The Chamber is organising the series to help members better understand the responsibilities of the SAR's Principal Officials. To encourage a free dialogue, this members only series is closed to the media.

議事論壇系列

教育統籌局局長李國章於5月30日出席本會「議事論壇」，與會員交流意見。本會舉辦此系列論壇，旨在協助會員加深瞭解政府主要官員的職責。論壇僅供會員參與，在謝絕傳媒採訪的情況下，鼓勵與會者盡抒己見。



Kong Disneyland, had a breakfast meeting with members of the Chamber's General Committee and Chamber Committees Chairmen on June 12. At the meeting, chaired by Chamber Chairman Anthony Nightingale, Mr Robinson gave a detailed update on the Hong Kong Disneyland project.

Asia/Africa

T C Yee, Deputy General Manager, Associated Technical Services Ltd., and **Neville Shroff**, Asia/Africa Committee Vice Chairman, shared their experiences of doing business in the Middle East with committee members on May 29. Mr Yee gave members an overview of the Middle East market, while Mr Shroff addressed what business opportunities he sees in post-war Iraq.

China

Yuan Yue, Deputy Director, Bureau of Foreign Trade and Economic Co-operation of Guangzhou Municipality, met with Chamber CEO Dr Eden Woon on May 23. Ms Yuan, the first visitor from Guangzhou to visit the Chamber since the SARS outbreak, said that Guangzhou will hold a seminar on logistics in July and Dr Woon agreed to fully support the seminar. He also briefed the visitors on the Chamber's recent mission to Guangzhou on May 20.

Chen Guohui, Deputy Chairman, Guangzhou CCPIT, called on the Chamber on June 5. Chamber CEO Dr Eden Woon briefed Ms Chen on the recent anti-SARS measures in Hong Kong and discussed future co-

operation opportunities between the two organisations.

Europe

Paul Clerc-Renaud was elected Chairman of the Europe Committee at the committee's meeting on June 2, while Michael Lintern-Smith and Bart J Kimman were elected Vice Chairmen. Following the meeting, **Michalis Rokas**, First Secretary of Trade and Economic Affairs, Office of the European Commission in Hong Kong, spoke at the Chamber's roundtable luncheon on the challenges facing the European Union in its expansion.

Business Policy

Dr WK Chan, Senior Director, Business Policy, attended a meeting at the Hong Kong



美洲

加州大學柏克萊分校副校長 **Donald McQuade** 和該大學其他代表，於5月19日與本會理事會成員舉行早餐會。McQuade 在會上澄清該校對來自非典疫區的學生政策，並向會員再三保證仍然歡迎來自香港和其他受非典影響的亞洲地區學生。

歐洲委員會會員參加5月30日「總商會歡樂時光」，當晚主題為「**歐洲委員會之夜**」。歐洲委員會會員聯袂出席此聚會（於每月最後一個星期五舉行），在輕鬆環境中與本會其他會員聯絡感情。聚會假中環蘭桂芳 Va Bene 餐廳舉行，共有近80名賓客赴會。

方文靜於6月11日美洲委

員會會議上當選該會主席，加利、黃兆輝和萬祥生則獲選副主席。會後，花旗集團董事總經理兼亞太經濟及市場分析主管**韓龍博士**於「美元政策預測」小型午餐會演說。

香港迪士尼樂園集團行政總裁**羅彬深**於6月12日與本會理事會成員和各委員會主席舉行早餐會。會議由本會主席黎定基主持，羅氏在會上詳述香港迪士尼樂園計劃的最新進展。

亞洲及非洲

協聯工程有限公司副總經理**余德秋**和亞洲及非洲委員會副主席 **Neville Shroff**，於5月29日與委員分享在中東的營商經驗。余氏向委員簡介中東市場，Shroff 則闡述伊拉克戰後商機。

中國

廣州市對外貿易經濟合作局副局長**袁越**於5月23日與本會總裁翁以登博士會面。非典爆發後首名造訪本會的廣州官員袁女士表示，廣州將於七月舉辦物流研討會，翁博士答應全力支持，他還向訪客簡述本會於5月20日訪穗的成果。

中國貿促會廣州分會副主席**陳國輝**於6月5日到訪。本會總裁翁以登博士向陳女士介紹香港近日的抗非典措施，並討論兩家機構的未來合作機會。

歐洲

祁浩能於6月2日歐洲委員會膺選主席，**史密夫和金博仁**則當選副主席。會後，歐洲聯盟委員會駐香港與澳門辦事處一等秘書（工商及經濟事務）**羅佳思**（圖）於小型午餐會，闡述歐盟不斷擴大迎臨的挑戰。



工商政策

工商政策副總裁**陳偉群博士**於5月16日出席香港旅遊發展局會議，商討旅遊業於非典型肺炎受控後協力重推香港的策略。

勞工處高級分區職業安全主任**吳倫海**（上圖）和匯豐商務理財部經理**陳浩輝**（下圖）



於5月19日小型午餐會，講解政府貸款保證計劃的申請程序，該計劃旨在向受非典嚴重打擊的企業即時提供現金援助。會後，本會向勞工處處長遞交函件，提出數項改良計劃的建議。其後，政府於6月13日公佈將放寬計劃的若干條例。



零售及分發

彭耀佳於5月16日本會零售及分發委員會會議上當選

香港總商會

委員會
主席

理事會
諮議會
黎定基

美洲委員會
方文靜

亞洲及非洲委員會
高保利

中國委員會
李大壯

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
包立賢

環境委員會
關正仕

歐洲委員會
祁浩能

香港—台北經貿合作委員會
蔣麗利博士

人力資源委員會
吳克儉

工業及科技委員會
周維正

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
黃友忠

零售及分發委員會
彭耀佳

船務及運輸委員會
羅理奕

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

郭國全

金融服務委員會
李民橋

資訊服務委員會
鄭韓菊芳

專業服務委員會
羅賓信

地產服務委員會
施家恩

旅遊委員會
黃家倫

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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 Adrian LI

Information Services

Mrs Cindy CHENG

Professional Services

Mr Ian ROBINSON

Real Estate Services

Mr Kyran SZE

Travel/Tourism

Mr Alan WONG

Tourism Board on May 16 to discuss the tourism sector's co-ordinated strategy to relaunch Hong Kong now that the SARS outbreak, has been contained.

Ng Lung-hoi, Senior Divisional Occupational Safety Officer, Labour Department, and **Ben Chan**, Business Banking Manager, HSBC, explained at the Chamber's May 19 roundtable luncheon how companies can apply for the government's loan guarantee scheme, which was set up to provide immediate cash-flow relief for companies adversely hit by the SARS outbreak.

Following the roundtable, the Chamber submitted a letter to the Commissioner for Labour outlining a few proposals to improve the scheme. Subsequently, on June 13, the government announced that it would relax some of the rules of the scheme.

Retail and Distribution

YK Pang was elected Chairman of the Chamber's Retail and Distribution Committee at its meeting on May 16, while Roy Ng and Aron Harilela were elected as Vice Chairmen. At the meeting, **Chris Roberts** of the Housing Department, discussed the promotion of businesses in commercial complexes on government housing estates.

Industry and Technology

Oscar Chow was elected Chairman of the Chamber's Industry and Technology Committee at its meeting on May 20, while Prof Cliff Chan was elected Vice Chairman. Following the

meeting, **Tony Lam**, Assistant Commissioner for Innovation and Technology, spoke at the Chamber's May 20 roundtable luncheon on developments in government policy on promoting innovation and technology.

Environment

Jonathan McKinley, and Dora Fu, Assistant Directors of the Sustainable Development Unit, met with members of the Business Coalition on the Environment on May 21 to discuss developments relating to sustainable development.

James Graham was re-elected Chairman of the Chamber's Environment Committee at its meeting on June 9, while Lori Ryerkerk was elected as Vice Chairman.

SMEs

Simon Bartley, Chairman of the SME Council of the Confederation of British Industries, visited the Chamber on June 3 to meet with members of the Chamber's SME Committee.

Service Industries

HKCSI has been accepted by the WTO as an accredited non-governmental organisation to attend the **Cancun Ministerial Conference**. It is expected that the Global Services Network will take the opportunity to meet in Cancun. An internal delegation to attend the Ministerial is now being organised within the Chamber. **B**

主席，伍俊達和夏雅朗獲選副主席。會上，房屋署代表**駱品善**談論政府屋邨商戶推廣業務事宜。

工業及科技

周維正和**陳作基**教授於5月20日日本會工業及科技委員會會議上，分別膺選主席和副主席。會後，創新科技署助理署長**林植廷**於5月20日小型午餐會，講述政府的創新科技政策發展。

環境

政府可持續發展組助理行政署長**麥敬年**和**傅霞敏**於5月21日與商界環保大聯盟會員會面，討論可持續發展方面的最新情況。

關正仕於6月9日環境委員會會議連任主席，而**黎雅樂**當選副主席。

中小企

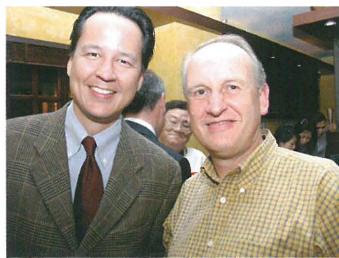
英國工業聯會中小企委員會主席**Simon Bartley**於6月3日到訪，與本會中小型企業委員會成員會面。

服務業

香港服務業聯盟已獲世貿批准以認可非政府組織身分，出席墨西哥**坎昆部長級會議**。環球服務網絡料將藉此機會在坎昆會面。本會正籌組參加是次會議的內部代表團。 **B**

CHAMBER HAPPY HOUR

Over 80 professionals descended on Va Bene – a trendy, sophisticated Italian restaurant at the heart of Central's Lan Kwai Fong – on May 30 to network and chat with new business contacts and friends at the Chamber Happy Hour. Members from a wide range of professions joined the event. The next Happy Hour will be on July 25, and all Chamber members are encouraged to drop by for a drink. See you there!



會員樂度好時光

本會於5月30日假中環蘭桂芳 Va Bene 意大利餐廳舉行「總商會歡樂時光」，吸引超過80名專業人士參加，參加者多為不同界別的專業人員，望能藉此聚會結識商界友好，聯絡感情。下次聚會日期為7月25日，歡迎會員參加，一同暫忘煩囂，輕鬆暢聚。



What's On 活動預告

UPCOMING EVENTS

16 July

CEPA Roundtable Luncheon:
"Retail and Distribution"

16 July

Best IT Strategy Safeguards Your
Corporate Future Seminar (English)
善用資訊科技策略·保障企業前景研
討會 (英語)

16 July

Training: Taxation in the PRC –
Practical Guide And Common
Problems (Cantonese)
中國稅務實務與常見問題探討 (廣東話)

17 July

Training: A Guide to Setting Up a
Private Venture in the PRC for Hong
Kong Investors (Cantonese)
如何在內地設立私營企業 (廣東話)

18 July

Roundtable Luncheon: "Digital
Defense: Who's the Enemy?" (English)

23 July

Training: Developing Managers
(Cantonese)

23 July

Training: High-Powered Sales
Negotiation – Turning Price Negotiation
Around! (Cantonese)
勁量「銷售談判法則」講座 (廣東話)

23 July ~ 15 Oct

Training: Mandarin Speaking Group for
"Expatriates" (Beginners II) (Mandarin)

24 July

Town Hall Forum Series with HKSARG
Principal Officials – Session VII:
The Hon. Stephen Lam, Secretary for
Constitutional Affairs

24 July

CEPA Roundtable Luncheon:
"Zero Tariff"

25 July

"A Conversation with a General
Committee Member" Series –
Session 3: Mr Victor Li, Managing
Director & Deputy Chairman, Cheung
Kong (Holdings) Ltd (English)

25 July ~ 29 August

Training: English Workshop: Writing
Press Releases (English)

25 July

Chamber Happy Hour

29 July

Training: "It's Your Money – Collect It!"
(Cantonese)

29 July ~ 14 Oct

Training: Mandarin Speaking Group
for expatriates (Intensive Course for
Beginners) (Mandarin Supplemented
by English)

30 July

New Member Briefing and Cocktail

30 July ~ 8 Oct

Training: Quality Customer Service in
Mandarin (Mandarin)
普通話優質顧客服務 (普通話)

4 August

Training: Employment Responsibilities
for Hong Kong Residents in the PRC
(Cantonese)
港人內地就業應注意的責任承擔
(廣東話)

5 August

Training: Risk Management of
Business in the PRC (Cantonese)
最新中國企業營運風險須知 (廣東話)

5 August ~ 4 November

Training: Workplace English
Programmes – for Business
Communication (level 2) (English)

COMMITTEE MEETINGS

17 July

Chairman's Committee Meeting

22 July

General Committee Meeting

2 September

Shipping and Transport
Committee Meeting

2 September

Asia/Africa Committee Meeting

9 September

Legal Committee Meeting

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

MARK YOUR DIARY

19 September

WEC Charity Ball

22 September

Venture Capital Conference

17 October

Pearl River Delta Conference

6 August

Training: Requirement on
Representative Offices in the PRC
(Cantonese)
常駐大陸代表處應注意的操作規範
(廣東話)

6 August

Training: Professional Telephone Skills
(Cantonese)

7 August

Training: Setting Up Business in the
PRC (Cantonese)
如何在內地成立公司 (廣東話)

7 August ~ 6 November

Training: Workplace English
Programmes – for Office Skills (level 2)
(English)

12 August

Roundtable Luncheon: "Eurogate
Hamburg: Explore New Opportunities
to Do Business"

19 August

Visit to Modern Terminals Limited

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Annual Membership Fee
年費



Effective July 1 to the end of December this year, members who help to bring in new Corporate Members (with membership valid until at least December 31, 2004) will enjoy discounts on their next membership renewal. On each successful new recruit who joins the chamber as a corporate member, the member will be entitled to a 10% reduction of the annual membership dues at his/her next membership renewal. The more you bring in, the more discounts you will enjoy.

SO DON'T WAIT! Fax us the contact information or the name cards of the prospective members and we will send them the membership application forms on your behalf. To have a better chance to save your membership fee, we strongly encourage you to talk to your referrals before we send out the applications. Enquiries : 2823-1209 / Fax : 2527-9843.

MEMBER Get Member
會員推薦計劃

2003年7月1日起至12月期內，會員凡成功引薦一名新公司會員加入香港總商會(新會員會籍有效期至2004年12月31日止)，即可於下次續會時獲減免10%年費，如此類推，成功推薦愈多，折扣愈大。

敬請馬上行動，聯絡您心目中的準會員，然後將其資料或名片傳真本會，以便代寄入會申請表。查詢熱線：2823-1209 / 傳真：2527-9843。

Terms and Conditions 條款及細則：

- 1 All staff of Chamber members and Individual Associates are eligible to join, however, recruited member has to be a corporate member. 計劃歡迎所有會員公司屬下員工及商會會友參加，唯新會員則必需為公司會員。
- 2 The referrers' contact details must be supplied. The name of the referrer member will be mentioned in the membership invitation. No discount will be offered to anonymous referrers. 推薦人必須提供其名片及聯絡資料，其名片將被列於邀請函件內，否則不能享獲年費優惠。
- 3 All referrals will be handled on a first-come-first-served basis. 如同一會員獲多於一位推薦人推薦，年費優惠將以先到先得方式分配。
- 4 The decision of HKGCC will be final and we reserve the right to amend the terms and conditions. 所有決定以香港總商會所定為準，本會並保留隨時更改計劃細則的權利。

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Centurion 45s. Beautifully balanced, the Centurion 45s harmonises speed, power and refinement. With a hull built using advanced infusion technology for optimum moulding integrity, the Centurion 45s has a high ballast / displacement ratio which gives her exceptional stiffness, for true Centurion performance. As for the interior finish, suffice it to say it is in the Wauquiez tradition. Centurion 45s : the return of a legend.

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