

# THE BULLETIN

工商月刊 12.2003

A HONG KONG GENERAL CHAMBER OF COMMERCE MAGAZINE 香港總商會月刊 [www.chamber.org.hk](http://www.chamber.org.hk)

Drafting an  
**e-Commerce  
Blueprint**  
for SMEs

規劃中小企  
網上商貿藍圖



SEASON'S GREETINGS TO ALL CHAMBER MEMBERS 祝會員聖誕快樂





**Revolutionising the Management of Commercial Records:** 1975 - Crown pioneers confidential documentation storage with the launch of its records management service in Hong Kong. 1987 - The first wholly-owned Records Management storage complex is completed. 1992 - Crown revolutionizes records management with a fully automated bar coding and inventory system. 1994 - The new Crown Worldwide name becomes synonymous with total quality service as it expands globally. 1995 - Records under Crown's Management reached 1 million cartons. 1997 - Crown achieves ISO9002 status as part of its commitment to the philosophy of excellence. 1998 - Records management is taken into a new age with the launch of RSWIN, an interactive inventory management system. 1999 - Demand for professional records management is on the increase as Crown acquires its third storage complex. 2000 - 20 years and two million boxes on, Crown Records Management breaks new ground as the leading confidential document storage company with the launch of a state-of-the-art web tracking system that offers efficient self-monitoring capabilities. 2001 & beyond - Crown's future capabilities include: 1. Establishment of a media center for storing tapes, CD roms and all valuable media records. 2. Development of an imaging service for scanning documents and storing the disc.







14



XINHUA



37



50

## Cover Story 封面故事

- 14** Drafting an e-Commerce Blueprint for SMEs  
規劃中小企網上商貿藍圖

## Business 商務脈搏

- 22** Revised Budget Outlook Still Needs Work  
財政前景須更努力改善
- 25** China's Auto Industry Moves into the Fast Lane  
趕搭中國汽車業的快車
- 28** HKSAR Firms in 'Optimistic Mood'  
香港特區企業轉感樂觀
- 32** The Air We Breathe  
呼吸新鮮空氣
- 36** Directing Customers Your Way  
穿針引線好準備
- 48** Franchising Quality  
特許經營著重素質
- 54** Career Prospects Still Gloomy  
就業前景依然黯淡
- 56** Local Printing Press Limited  
樂古印務有限公司
- 34** HKGCC Scores High Marks in Members' Survey  
總商會獲會員高度評價

## Special Feature 精選專輯

## Chamber Programmes 活動傳真

- 37** Sino-US Relations  
中美關係
- 40** Chamber Programmes  
活動傳真
- 44** Taiwanese Firms Looking to Benefit from CEPA  
台商探索緊貿安排的好處
- 46** IT Applications at Hong Kong Jockey Club  
馬會資訊科技應用
- 50** Reviving Our Fragrant Harbour  
淨化維港

## Regular Features 其他內容

- 02** Members in Touch  
讀者來鴻
- 04** From the Chairman  
主席序言
- 08** Inside Legco  
立法會工作報告
- 10** From the CEO  
總裁的話
- 60** Chamber in Action  
商會動態
- 64** What's On  
活動預告



# LINUX RESOURCES CENTRE



軟件示範



Linux 及開放原始碼  
參考文件及書籍



熱線服務

2386-8081



網上服務

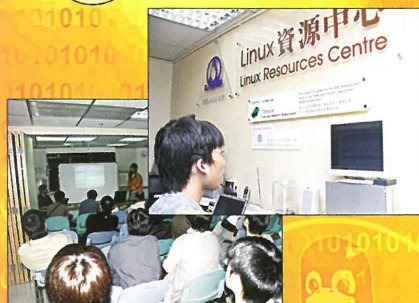
<http://lrc.hklpg.org>



商業應用講座



軟件下載



地址：

九龍深水埗元州街 85-95 號  
新高登電腦廣場二樓 250-251 室

開放時間：

星期一至六  
早上十時至晚上八時

此項目由香港 Linux 玩家網主辦及香港中小型企業聯合會協辦，並獲得香港特別行政區政府工業貿易署中小企業發展支援基金撥款資助。

## 香港 LINUX

## 資源中心

查詢電話：2309-7980

# Members in Touch 讀者來鴻

Got something to say? Then make your voice heard in *The Bulletin*. Send your letters to: **The Bulletin, HKGCC, 22/F, United Centre, 95 Queensway.** Or email, [bulletin@chamber.org.hk](mailto:bulletin@chamber.org.hk)

有意見，想發表？《工商月刊》是理想渠道。來函請交：金鐘道 95 號統一中心 22 樓香港總商會《工商月刊》；電郵：[bulletin@chamber.org.hk](mailto:bulletin@chamber.org.hk)。

## COUNTRY OF ORIGIN LABELLING CALLED FOR

I recently bought some branded golf clubs in Hong Kong, believing that they were made in the USA, as advertised and indicated by the seller.

I have several acquaintances who are both golfers and golf accessory merchandisers. They told me my new golf clubs that I had bought in Hong Kong were in fact made in Dongguan, China, and that the same golf clubs sell in Shenzhen for a fraction of the price that I paid. The only difference was the lack of a serial number printed on the club head for export. I have also learned that other equally famous brand name golf clubs sold in Hong Kong without showing the country of origin are also made in Dongguan.

The point I want to make here is that other than the discrepancy in pricing, what is so shameful about showing China as country of origin? If that would degrade the product, then why make the

golf clubs in China in the first place and then hide the fact?

As a resident of Hong Kong for the past 43 years, I feel very sad that Hong Kong should now allow such marketing tactics by multinational companies whose interest seems to be short term gain and a stepping stone into a much more substantial market for their products in China. And I hate to see Hong Kong on the losing end.

I sincerely hope that legislation will make it mandatory for all goods sold in Hong Kong to affix a label clearly showing the country of origin – i.e. Made in ... . Shoppers will then know exactly what they are getting, instead of being misled into buying something that they thought was something else.

Tajwar Shadikhan  
Tai Po

## 要求原產地標籤

我最近在香港買了數枝名牌高爾夫球桿，因銷售廣告說是美國製造，所以我就信以為真。

我認識幾名銷售高爾夫球用品的高爾夫球會會員。他們告訴我，那些新高爾夫球桿其實在中國東莞生產，同一球桿在深圳的售價只是我所付價錢的幾成，唯一分別是球桿頂部沒有出口序號。我還得知其他在香港銷售但沒有指明原產地的同級名牌球桿，也是在東莞製造。

我想指出的是，撇除價格差異不談，標明原產地是中國又有何丟臉？

若此舉會令產品降級，為何當初要在中國生產，但卻要隱瞞真相呢？

我在香港住了 43 年，對於香港現時竟容許跨國公司採用這些銷售伎倆，感到十分難過。這些公司看來只著眼於短期利益，並渴望尋求踏腳石，擴大產品在內地的銷路。我亦極不願見到香港在這方面失去優勢。

我衷心盼望當局立法規定所有在香港銷售的貨品均須貼上原產地標籤，即標明在哪裡製造。這樣，消費者便可清楚知道產品來源，而不會被蒙蔽。

Tajwar Shadikhan  
大埔

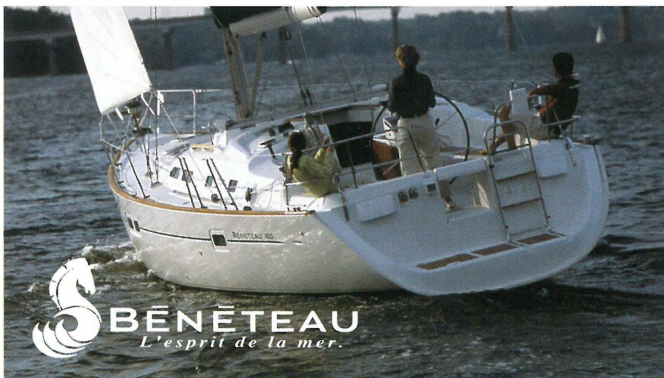




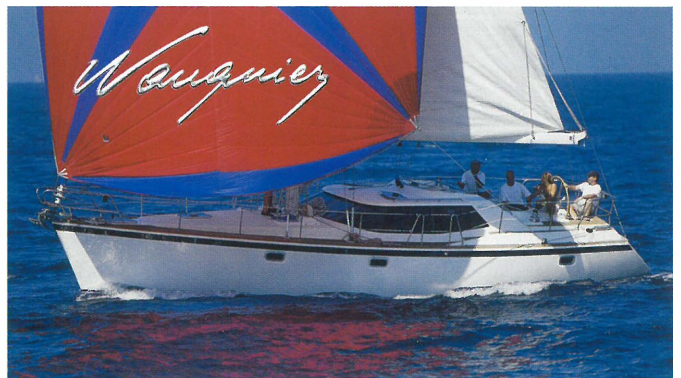
由世界一流的意大利造船廠生產製造，其遊艇長度由三十九至一百尺不等，設計充份表現其精湛的手工技藝。



名聞遐邇，歷史悠久的意大利遊艇以高品質及獨特設計見稱。機動艇及汽艇長度由三十三尺至八十四尺不等。



於法國設有全世界最大的帆船製造廠，生產由二十一至五十七尺長的遊艇及賽船，以及身長六十四尺以上的訂製帆船。



法國著名的船廠製造，生產高質素的帆船及賽船，設計實用美觀，長度由四十尺至四十八尺。



雙體帆船，舒適，寬敞，安全，優質木材柔合美觀的設計和高級的布藝，都是LAGOON的特質，也是令你可安心暢遊的保證。



全球最大的快艇和遊艇製造商，長度由十八尺至六十五尺不等，超過五十種款式以供選擇。提供最新穎和高質素的設計。

**我們還代理其他著名品牌：BENETTI豪華遊艇，BAJA快艇和CNB訂製帆船。**

- 一九八四年成立至今，SIMPSON MARINE LTD. 已成為亞洲首屈一指的遊艇經銷及服務公司
- 專業資深的經紀提供有關機動船，帆船和訂造船的各項資料
- 信譽蜚聲國際，互聯網絡貫通，與國際其他經紀緊密聯系
- 由富有多年經驗的工程師提供優質的售後服務及維修保養
- 實力雄厚的經紀網絡，於世界各地共有約四百艘遊艇可供買賣

**Simpson Marine Limited**

香港仔深灣道八號遊艇會大樓地下 電話：(852)2555 8377 圖文傳真：(852)2873 4014  
 電子郵箱：[hongkong@simpsonmarine.com](mailto:hongkong@simpsonmarine.com) 網址：[www.simpsonmarine.com](http://www.simpsonmarine.com)

香港 • 星加坡 • 馬來西亞 • 菲律賓 • 摩納哥



# Staying Competitive as a Financial Center

Hong Kong needs to undertake a comprehensive benchmarking exercise to highlight recent changes in competing business and financial centers, and to show us where we need to make new ones, writes **ANTHONY NIGHTINGALE**

Our city's excellent business environment – world class legal system, superb physical infrastructure and excellent talent – combined with the rise of the Mainland of China's economy has kept us in the leading ranks of financial centers. Just as athletes need to continually train to maintain peak performance, staying on top in the highly competitive financial arena requires discipline and commitment. The rest of the field is out there testing their mettle every day, and we need to do the same.

Hong Kong needs to continue to show strong and steady progress in matching – or beating – the best practices in the world. Singapore is promoting private wealth management, attracting private banking business from Switzerland and elsewhere, and from January 1, 2004, packaging various tax incentives or concessionary rates for financial institutions into a single financial sector incentive scheme.

It has become something of a mantra that our low tax environment is “good enough” to attract business, particularly financial business, from around the region. Perhaps this was the case at one time, but it is clear that others – particularly Singapore – are not resting on the sidelines. The gap is narrowing, and quickly. Between 2001 and 2004, the difference between Singapore's profits tax and ours narrows from 8.5 percentage points (24.5 percent vs 16 percent) to 2.5 points (20 percent vs 17.5 percent), much less of a reason to choose one place over the other.

What is needed is a comprehensive benchmarking exercise in which our rules, regulations, laws and institutions are compared to those of other business and financial centers. Such a study would highlight recent changes in other, competing business and financial centers and show us where we need to make changes.

A recent study by the World Bank, *Doing Business in 2004*, ranks Hong Kong near the top of global business environments, as it rightly should. However, in the interest of keeping our keen competitive edge, it is

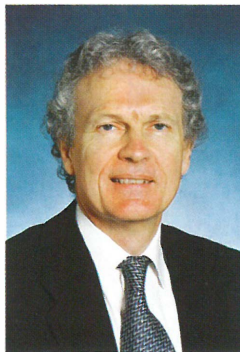
instructive to note that in certain areas such as starting a business or enforcing a contract, Singapore requires more procedures than we do, but completes the job in less time and for about half the cost.

Further, the most recent World Economic Forum report on competitiveness lists the SAR below Singapore in areas such as number of days to resolve a dispute, consistency of regulation enforcement, effects of compliance on business and clarity and stability of regulations. My point is that for too long we have believed that our excellent legal and administrative systems and low tax environment was sufficient to keep us ahead of the pack. Today, others are working very hard to close the gap, and we need to pick up our pace.

Many of the differences between us and other jurisdictions that might be highlighted in a benchmarking exercise would seem small, and perhaps not worth the effort. However, if we undertake a comprehensive review, and then identify specific areas

where Hong Kong's offering could be improved, the total package of revisions could be presented as policies designed to guarantee Hong Kong's continued strong standing among world class cities. We think it would be worth the effort.

There has been progress on bringing our taxes and regulations up to par, but not enough. In November, the Legislative Council passed a bill that provides for a tax concession on local corporate bonds, provided they meet certain stringent terms. The next step is to ease those terms and extend this concession to other financial instruments. While this small step is one in the right direction, and will make some difference to a few companies, it would be far more valuable as part of a comprehensive package aimed at boosting Hong Kong's overall financial environment. **B**



Anthony Nightingale  
黎定基

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



# JEC

## 防盜及消防系統



令你安枕無憂

### 選擇你最可信賴的伙伴

**怡和機器的防盜及消防系統**致力提供業界一系列的專業產品及服務，保障你的生命及財產：

- 電子保安系統如防盜警報、閉路電視、門禁管理及綜合式系統等；
- 防火裝置如防火系統設計及安裝工程、系統改良及更新等；
- 全線保安產品如夾萬、保險箱、金庫、櫃台防彈保護裝置及文件保管櫃等；
- 全線電子保安及消防產品；
- 專業服務及維修保養；
- 警號監控中心。

歡迎致電查詢。

怡和機器有限公司  
北角英皇道260號怡安中心  
電話：(852) 2807 4646 傳真：(852) 2887 8287  
[www.jec.com](http://www.jec.com)

 怡和集團成員



# 保持香港金融中心的競爭力

香港需要推行全面的評鑑研究，以瞭解競爭對手近期的轉變，繼而檢討本身有否需要作出相應改變 黎定基

香港憑藉卓越的營商環境、法制、基建和人才，加上中國內地經濟起飛，得以在環球金融中心之間，穩守領先位置。恰如運動員不斷磨練，冀保持頂峰狀態，香港要在競爭激烈的金融領域保持高位，就須在在講求紀律和承擔。工商百業時刻爭拼，彼此不能鬆懈。

香港需要持續在國際間爭勝制敵，以保優越地位。新加坡為了推廣私人財富管理服務，以吸引瑞士和其他地方的私人銀行業務進駐當地，已部署將財務機構享有的不同稅務和其他優惠重新包裝，歸納成為一套金融投資特惠計劃，於2004年1月1日起實施。

香港向來標榜低稅制，以為借此便能在區內招商引資，尤其是金融投資。曾幾何時，此法奏效，但明顯可見的是，其他地方特別是新加坡，不甘落後，著力迅速拉近與香港的距離。2001至04年間，香港與新加坡在利得稅率之間的差距，由8.5個百分點（新加坡24.5%，香港16%）收窄至2.5個百分點（前者20%，後者17.5%），使「低稅制」不再是香港吸引企業的主要因素。

我們為此需要推行全面的評鑑研究，比較香港與其他金融和商業中心的規則、法例、法律和制度，藉以瞭解競爭對手近期的有關轉變，繼而檢討本身有否需要作出相應更改。

在世界銀行近期一項名為「2004年營商前景」的研究中，香港排名近乎環球最佳營商環境之首，可謂實至名歸。然而，研究指出，在某些範疇如開展業務和執行合

約，新加坡雖相比香港要求企業辦理較多手續，但這些手續卻能在較短時間內辦妥，而所需費用亦較香港少約一半。為了保持香港的競爭優勢，這一點我們必須關注。

再者，世界經濟論壇最近發表的環球競爭力報告指出，香港在多方面不及新加坡，包括調解糾紛所需的時間、法例執行的持續性、商業法規的效用，以及法例的清晰和穩定度。我的意見是，香港認為本身法律、管理制度和低稅環境能使我們常保領先的想法，已不再合時。環顧各地，它們均在落力縮窄與香港的距離，我們實須快馬加鞭。

進行評鑑研究如果所得結論是香港與其他地方之間的差距甚微，此研究是否值得進行呢？我們認為還是值得的，因為進行周全的檢討，具體點出香港需要改善之處，就可以得出整套改革建議方案，作為制定有關政策的參考，從而鞏固香港的國際都會地位。

香港已在稅制和規管的改善上取得進展，惟仍須努力。上月，立法會通過條例草案，容許本地企業如符合若干苛刻規定，其債券便可獲賦稅務優惠。下一步，我們應該放寬規定，並將受惠範圍擴及其他金融工具。朝著正確方向踏出一小步，能先幫助一小部分公司，以後再擴大成一套周詳的計劃，以促進香港整體金融環境，這樣就必能發揮更大價值。 **B**

黎定基為香港總商會主席。



張偉球會計師事務所有限公司

LAWRENCE CHEUNG C.P.A. COMPANY LIMITED

Certified Public Accountants

We are an expanding C.P.A. firm established in 1978. **We now comprise more than 30 professional staff with management of Big-Four experience servicing clients from all over the world.** Our professional services include statutory audit, ad hoc audit, tax compliance and planning, company secretarial and company formation, business consulting, accounting and book-keeping, merger and acquisition, corporate finance (including listing in Hong Kong), financial advising etc. We also have an associate firm in China to assist clients to developing their businesses into China.

成立於1978年，我司現在是一所發展中的執業會計師事務所。我司除了曾於「四大」會計師事務所服務的管理層外，也聘用超過30名專業員工為我司來自世界各地的客戶服務。我司提供的專業服務包括法定審計，特別審計，稅務安排及計劃，公司秘書及成立，商業諮詢，會計及簿記，合併及收購，企業融資（包括安排在港上市），財務顧問等。我們也和國內一間會計師事務所合作，協助客戶在國內發展業務。

20th Floor, Euro Trade Centre, 21-23 Des Voeux Road Central, Hong Kong • 香港德輔道中 21-23 號歐陸貿易中心 20 字樓  
Tel 電話：(852) 2521 6692 (8 Lines) • Fax 圖文傳真：(852) 2810 4468 • E-mail 電子郵件：admin@lccpa.com.hk • Website 網址：www.lccpa.com.hk



*We believe* no one runs alone.

**Kin Kan, Marathon Runner, and his friend Alain**

Kin Kan is visually impaired, and never imagined running a marathon. That was until he met Alain, who thought Kin Kan would enjoy the pleasure and freedom of running. Together with his colleagues, he began to train Kin Kan. In 2002, accompanied by cheers and a friend running by his side, Kin Kan completed the Standard Chartered Marathon 10 km race. His marathon may be a tougher journey than most, but he knows that no matter what, someone will always run with him.



(Kin Kan · size 8)

**The Hong Kong Spirit. The Marathon Spirit.**

At the Standard Chartered Marathon, some run faster than others, some run further...yet we all move forward in the same direction. By placing trust in his companions, a value we treasure at Standard Chartered, Kin Kan gained the confidence to go the distance. Join us on February 8, 2004. Come and share the spirit that's in all of us. [www.hkmarathon.com](http://www.hkmarathon.com)





# Removing Business Obstructions

With Hong Kong's economy embarking down the long road of recovery, the government should remove obstacles hampering business operations to sustain the recovery, writes the Chamber's Legco Rep, The Hon **JAMES TIEN**

Recently released economic data and current market conditions are sending clear signals that Hong Kong's economy has finally come through the worst of times. However, along the long road to full recovery, deflation and unemployment are expected to persist for some time. As such, the government needs to ensure that no policies will impede the economy and business environment.

I believe everyone agrees that the government should improve the business environment by relaxing regulations to give companies more room to operate, which, in turn, will boost the economy. I have long called for the administration to review current policies and laws to see if they hamper business. If they are found to do so, they must be eliminated to maintain the momentum of the economy's recovery.

This is important, because a healthier economy creates more jobs and benefits various sectors of the community, not just employers. Despite this, some labour groups have blocked certain initiatives to relax regulations which I feel would benefit both employees and employers.

## Grasp CEPA opportunities

I am glad to see that some pro-labour Legislative Councillors last month decided to alter their once-strong stance. They put forward motions in Legco urging government to review and improve all existing policies relating to businesses. They also urged that such policies be carried out flexibly on a sectoral basis to help small and medium-sized enterprises take advantage of the Closer Economic Partnership Arrangement (CEPA).

With labour groups agreeing there is a need to reduce business bureaucracy, now is the right time for the administration to act. We have to remember that liberalisation of the Mainland market will be accompanied with increasingly keen competition. Therefore, we should quickly seize the opportunities created by CEPA to get the full benefit out of the arrangement.

Earlier this year, the government vowed in its Policy Address to form a high-level task force to find ways to further improve the business environment. Unfortunately, the task force has yet to be set up, but I hope this situation can be rectified as soon as possible to enable its members to re-examine and simplify all business-related regulations, including the licensing mechanism.

On the other hand, I have also put forward a number of suggestions to the Financial Secretary on ways to boost our economy and on CEPA.

## Solving business disputes

One side-effect expected to result from the surge in trade and economic activity between Hong Kong and China is an increase in business disputes. The Mainland and the Hong Kong Governments should set up a quasi-government body, "Mainland China and Hong Kong Co-ordinating Committee for Investment Affairs and Disputes," to solve issues arising from corporate investment in both Hong Kong and on the Mainland.

Furthermore, although Hong Kong is part China, Hong Kong investment in the Mainland is still regarded as foreign investment and subject to rules governing Sino-foreign joint ventures.

To better protect the interests of Hong Kong investors and local residents working in the Mainland, the government should urge the Central Government to formulate a set of laws similar to the "Commercial Law on Hong Kong and Macau Enterprises and Individuals Investing in Mainland China." This would safeguard their investments and businesses there.

## Sustained economic recovery

To speed up the economic recovery, I also recommend that the government further broaden the business migration scheme to attract more applications and funds. The diversification of investment items will make the scheme more attractive, and allow more local industries and sectors to absorb foreign capital and benefit from the scheme. Besides real estate and financial assets, such items as investing in taxi and mini-bus licences, and running restaurants and factories could be included. In the meantime, the SAR Government needs to continue negotiations with the Central Government to expand the scope of Mainland applicants.

Given that the economy has just turned the corner of recovery, the government should also resist increasing past fees and charges to avoid hampering business operations. In conclusion, I believe all these measures, if implemented, will provide Hong Kong companies with a better environment in which to do business, and ensure our economic growth can be sustained.

*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](mailto:tpc@jamestien.com). Tel. 2500 1013, Fax 2368 5292. **B***

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



# 為各行各業拆牆鬆綁

香港總商會立法會代表**田北俊**議員認為，在香港經濟邁向全面復甦之際，政府應致力清除營商障礙，以保持復甦勢頭

**從**近月多項經濟數據及市面情況看來，本港經濟似乎已一如政府高層官員所講，過了最艱難的時期。雖然如此，經濟始終距離全面復甦還遠，通縮及高失業率也要維持一段日子，加上中東新一輪恐怖襲擊對世界經濟的影響難料，故政府絕不能鬆懈，所有政策應以有利經濟發展及營商環境為先。

相信各位都同意，要促進經濟發展，必先改善營商環境，讓工商百業有更大、更方便的經營空間，減少被繁瑣的法規縛手縛腳。所以，我和自由黨一直都爭取政府重新檢視現行所有政策和法例有否妨礙營商的地方，一旦發現，便應盡快清除，務求為各行各業拆牆鬆綁。

其實，我們這方面的建議，固然是希望幫助同業有更大的經營空間，惟最重要的還是從香港整體利益出發，藉著經濟改善，增加就業機會，讓社會各階層包括僱主、僱員一同受惠。可是，我們一直都面對勞工團體等阻撓，令到一些本可有利勞資雙方的建議無法落實。

## 把握「安排」機遇

上月，我很高興看到勞工派議員終於改變強硬立場，在立法會提出議案，促請政府檢討及改善現行各項與工商業有關的政策，並因應各行各業的特性，靈活施行，拆牆鬆綁，協助中小企把握「更緊密經貿關係安排」所帶來的機遇，創造就業機會。

既然現在連勞工團體也承認減少營商束縛的重要，我認為政府應從速進行有關工作。須知道，內地市場逐步開放，競爭只會有增無減；對港商來說，「安排」著實是難得的機遇，我們必須分秒必爭，把握優勢，才能為本港經濟帶來最大益處。

本年初，《施政報告》曾承諾會成立一個高層次的專責小組，研究如何進一步改善營商環境的事宜。可是，至今該小組尚未成立。我希望政府盡快落實計劃，成立小組及開展工作，重新審視及精簡各項與營商環境有關的法例，以及簡化發牌機制。

此外，我和自由黨最近與財政司司長會面的時候，亦提

出了多項促進經濟的建議，其中包括另外一些配合「安排」優勢的措施。

## 妥善解決兩地商業糾紛

隨著香港與內地的經貿活動日益頻繁，商業糾紛也增加不少。我們建議內地與香港可以互相設立具半官方及半民間地位的「內地與香港投資事務及糾紛協調會」，以期能更妥善解決兩地企業投資中的種種問題。

另一方面，香港雖已回歸祖國，目前在內地投資的港資卻仍被視作外資，一切還是參照中外合資企業法行事。為了更好地保護港資在內地的投資利益，以及與日俱增的港人在內地工作的權益，我們建議政府積極向中央爭取，制定一套「港澳企業、人士在內地投資商務法」等類似法規，以便讓港澳人士在內地的投資及工作得以法制化。

為了使經濟更快復甦，我們也提出其他建議，包括改進現行的投資移民計劃，以吸引更多申請，使更多資金流入本港。政府應研究擴大申請人可投資的項目範圍，除房地產及金融資產，也可容許他們將資金用作投資的士牌、小巴牌、開設茶餐廳或小型工廠等小生意。獲准投資項目多元化，固然可增加計劃的吸引力，也可讓外資流進本港不同的經濟環節上，令受惠的層面更闊。同時，政府仍須繼續與中央商討，將計劃對象放寬至內地人士。

除此之外，鑒於經濟只是剛見起色，我亦認為政府於明年三月後，應繼續凍結所有收費一年，以免影響營商環境。我相信若上述各項建議得到落實，讓各行各業都有更佳的经营環境，才能保持住得來不易的復甦勢頭，令經濟持續增長。

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**



James Tien 田北俊

**田北俊**為香港總商會立法會代表。



# Chamber Economists Working in High Gear

Submissions for the Policy Address and Budget speech, CEPA Report, Business Prospects Survey, regular economic analysis, articles and speeches are just a few examples of how the Chamber's two economists provide added value to HKGCC members, writes **EDEN WOON**

**M**any of our members know that the Hong Kong General Chamber of Commerce is the only business association in Hong Kong which has a professional Chief Economist serving members. And our Chief Economist, David O'Rear, also has an able Assistant Economist, Ruby Zhu, who specialises in the Chinese economy. You have seen their work in this magazine monthly and in periodic writings, and in the "China Ruby News" which comes out once a month. And they are frequently sought after by members and by press for their expert opinions.

This final quarter, the two of them are working in extra high gear. First of all, our Chief Economist is busy helping the General Committee – using input from our specialised committees – prepare a submission for the Policy Address and for the Budget speech. As you can imagine, issues such as confidence of the community, the deficit, civil service reform, broadening the tax base, and Mainland economic integration are all issues which feature prominently in these submissions. He has also been analysing members' input for our annual Business Prospects Survey (see page 28) that takes the pulse of our members' sentiment on the economy. And finally, David will be making our annual economic forecast at our 10th Annual Business Summit on December 10, when he will give us his prediction on what Hong Kong's growth picture will look like in 2004.

As for Ruby Zhu, she has been helping the Chamber's Senior Director for Business Policy, W K Chan, and Director for International Business, Eva Chow, to put together our CEPA Report. The 140-page English version sold over 700 copies in the first month that it was released, and the Chinese version,

which became available on December 1, is selling briskly also. This report has been widely praised as the definitive explanatory work on CEPA and has been very useful in helping members figure out how to use CEPA. Ruby Zhu has helped collate much of the input from our members into this report, and she has also been busy preparing Chamber speeches on CEPA that have been in hot demand by organisations all over Hong Kong and in China. In addition, she has been very busy fielding inquiries about CEPA from members.

So as you contemplate whether to renew your membership in HKGCC, please think of these two economists and how they add value to your

membership. They are here to help you, and if your company does not have an economist, then you can consider them to be your economist.

May I take this opportunity to wish you a happy holiday season, and a prosperous New Year! **B**



Dr Eden Woon 翁以登博士

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

## BULLETIN

A Hong Kong General Chamber of Commerce magazine  
[www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)

**CHAIRMAN:** Anthony Nightingale  
**DEPUTY CHAIRMAN:** David Eldon  
**VICE CHAIRMEN:**  
Dr Lily Chiang, Anthony Wu, K K Yeung  
**CEO:** Dr Eden Woon  
**MANAGING EDITOR:** Malcolm Ainsworth  
**EDITORIAL BOARD:**  
Dr Y S Cheung, Dr W K Chan  
Eva Chow, Angela Yeung  
Simon Ngan  
**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](http://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  
周紫樺 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  
香港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](http://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



You make tough decisions every day. Here's an easy one...



## RENEW YOUR HKGCC MEMBERSHIP NOW...

and...

- The Chamber will continue to act as your voice to advise the SAR Government on matters affecting business and the economy
- You and all your staff will continue to enjoy all the benefits and privileges we provide to our members
- You will continue to be kept abreast of the latest industry trends and economic developments through our publications, seminars, workshops, and other business information
- You can continue to develop fellowship in the Chamber and expand your business networks

**Remember, we are truly an independent body representing the diverse interests of the entire business community in the HKSAR. Only with your support can the Chamber remain as the largest and most influential business organization in the HKSAR.**

Annual renewal fee HK\$4,000 (one year) /

HK\$10,800 (3-years: 10% discount before January 31, 2004)

*\* Renewal notices were sent to all corporate members in late-October.*

For inquiries please call 2823-1203 or email [membership@chamber.org.hk](mailto:membership@chamber.org.hk)

[www.chamber.org.hk](http://www.chamber.org.hk)



**HKGCC** 

Hong Kong General Chamber of Commerce  
香港總商會 1861

## 2004 Member Benefits Program

For two years in a row, the Member Benefits Program has proven to be a fantastic tool for members to promote their unique products and wonderful services to HKGCC members by offering exclusive discounts. The total circulation of the program booklets is around 20,000 for the entire year.

***Absolutely no charge for participating merchants and companies.***

***Deadline for submission is November 30, only members are eligible to participate.***

Interested members please contact Maggie Fung at 2823 1209.  
(Fax: 2527 9843 / Email: [mfung@chamber.org.hk](mailto:mfung@chamber.org.hk))





# 經濟師工作繁忙

總商會兩位經濟師努力給會員增值，本會對《施政報告》和財政預算案的意見書、緊貿安排報告、商業前景問卷調查、定期的經濟分析、文章和演辭，均在其工作之列 翁以登



員大都知道香港總商會是全港唯一聘有首席經濟師的商會，致力為會員提供專業服務。其實，本會首席經濟師歐大衛還有一位能幹的助理，她就是專責中國經濟的副經濟師朱丹。歐朱兩人不時剖析經濟，包括在本會網站和《工商月刊》刊登評論，以及發佈每月一則的「Ruby 中國快遞」。他們亦經常接受會員和傳媒諮詢，發表專業意見。

本年末季，兩位經濟師十分忙碌。首席經濟師落力協理事會統籌各專責委員會的意見，以撰寫本會對來年《施政報告》和財政預算案的意見書。正如會員所料，多項問題會在這些意見書中提出，涵蓋市民的信心、財赤、公務員改革、擴闊稅基、香港與內地的經濟融合等。他亦著手分析會員在週年「商業前景問卷調查」中表達的意見（見第28頁），以歸納會員對本港經濟前景的看法。此外，他還在12月10日舉行的一年一度「商業高峰會」上，發表對2004年香港經濟增長的預測。

至於朱丹，則全力協助本會工商政策副總裁陳偉群博士和國際商務總監周紫樺編纂140多頁的「更緊密經貿關係安排」報告。報告英文版面世一個月以來，已售出700多冊；中文版已於12月1日登場，亦甚受歡迎。此報告獲廣泛認同為詳盡而實用的「安排」分析，幫助會員瞭解如何利用「安排」，效用顯著。朱丹一方面把會員對「安排」的大部分見解收入報告，另一方面亦忙於就「安排」有關的議題撰寫演辭。香港與國內機構對此類演說的需求殷切。另外，她還須接受會員對「安排」的查詢。

各位會員在決定是否續會之時，請想想兩位經濟師的工作能如何為您增益。他們樂於為您效勞，如 貴公司沒有經濟師，就當他們為公司的經濟師吧！

謹祝大家聖誕快樂，新年進步。 **B**

翁以登博士為香港總商會總裁。



The 5-storey high, hand-painted lacquer mural depicting the travels of the legendary Ming Admiral, Zheng He remained in the lobby, everything else is new, looks and feelings.

## New Look, New Feelings...

Yes, we opened our new lobby and restaurants recently.

...but some things never change: we continue to do more of what we have done well ... serving you!

**Awards:** <Conde Nast> Traveller Gold List 2003,

<Travel+Leisure> - The World's Best 2003, Top 25 Asia

|                           | <u>Weekend Rates</u> | <u>Weekday Rates</u> |
|---------------------------|----------------------|----------------------|
| <b>Grand</b> Deluxe Room  | RMB 1,170            | RMB1,270             |
| Mandarin <b>Club</b> Room | RMB 1,420            | RMB1,520             |
| Executive <b>Suite</b>    | RMB 1,670            | RMB1,770             |

\* Exchange rate to US\$: 8.3

\* Valid until 15 February 2004

### Special Offers for Christmas, New Year & Lunar New Year from RMB688

- Fruit basket; Free use of Fitness Centre and Pool; Complimentary newspaper
- Mandarin Club and Suite rates include breakfast, cocktails & pressing. Private Lounge
- Welcome/meet service at Pudong Airport
- Family Plan - No charge for children (maximum 2) below 12 years of age sharing room with parents
- Add RMB170+ for double occupancy; add 250+ for extra bed including breakfast
- All rates are subject to 15% surcharge, 10% commissionable to bona fide travel agents



Shanghai JC Mandarin  
上海錦滬文華大酒店

Please visit:  
[www.jcmandarin.com](http://www.jcmandarin.com)

Winter Promotion

A member of  
**AHA**  
ASIAN  
HOTELS  
ALLIANCE

A partner of  
SQ KrisFlyer • MH Enrich  
CX Asia Miles • TG Royal Orchid Plus  
JAL Mileage Bank • BI Royal Skies

1225 Nan Jing Xi Lu, Shanghai 200040, China Tel: (86-21) 6279 1888 Fax: (86-21) 6279 1822  
e-mail: [mandarin.sjm@meritus-hotels.com](mailto:mandarin.sjm@meritus-hotels.com) Toll Free Tel No.: 8008201225 (China)

Managed by

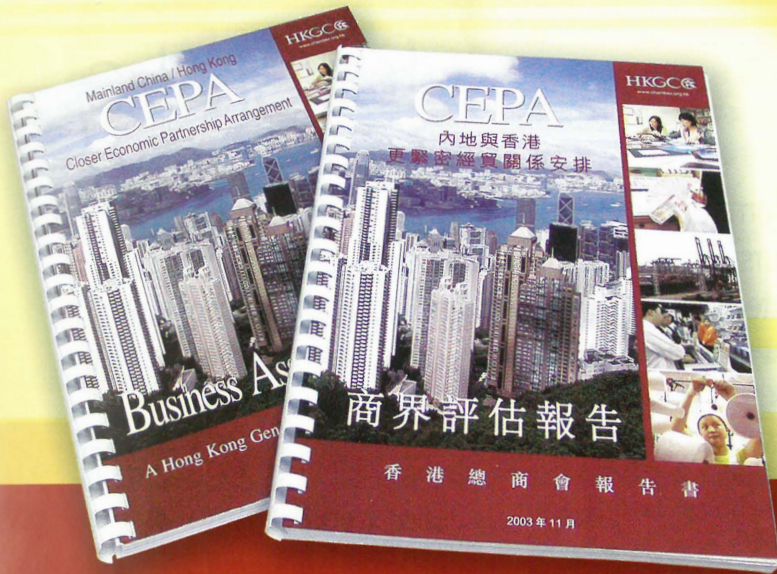


[www.meritus-hotels.com](http://www.meritus-hotels.com)



Mainland China / Hong Kong Closer Economic Partnership Arrangement  
 香港總商會「內地與香港更緊密經貿關係安排」報告書

**Chinese Edition  
 Now Available  
 中文版經已面世!**



## Business Assessment 商界評估報告



This 140-page Chamber CEPA Report provides a detailed analysis of how CEPA affects various business sectors covered by the agreement. The Report looks at CEPA from the viewpoint of the Hong Kong business community – tapping the experiences of our membership. It discusses in depth each sector which will benefit, and it basically contains “everything you ever want to know about CEPA”. Businesses who want to seize the new opportunities which arise because of CEPA will find this report to be invaluable as they do their planning.

Get your copy today from the Chamber at HK\$150\* per copy (HK\$250\* for non-members). A Chinese version of this report will be available in early December, but you can fill in the order form now to reserve your copy. All reports must be picked up from the Chamber at 22/F, United Center, 95 Queensway Road, Hong Kong. For further details, please contact Ms Wendy Chan at 2823 1207.

香港總商會「更緊密經貿關係安排」報告，從香港商界角度深入剖析協議對所涵蓋行業的影響，結合總商會會員豐富營商經驗編纂而成。這份 140 多頁的報告網羅「安排」詳盡資訊，並探討各有關行業可得裨益，實是企業運籌帷幄、緊抓「安排」機遇的天書。

報告售價每本港幣 150 元\* (非會員港幣 250 元)。中文版已於 12 月初登場。請即填妥訂購表格並到香港總商會購買 (地址：金鐘道 95 號統一中心 22 樓)。查詢詳情，請聯絡陳文娟小姐 (電話：2823 1207)。

### ORDER FORM 訂購表格

|  |               |  |               |
|--|---------------|--|---------------|
| Co. Name 公司名稱：   |               | HKGCC Membership No. 總商會會員編號：                      |               |
| Address 地址：  |               | Contact Person 聯絡人：                                |               |
| Email 電子郵箱：  | Phone No. 電話： | Fax No. 傳真：  |               |
| <input type="checkbox"/> English Version 英文版 _____                                       |               | <input type="checkbox"/> Chinese Version 中文版 _____ |               |
|  |               | (members 會員 @ HK\$150; non-members 非會員 @ HK\$250)* |               |
| Cheque No. (Payable to The Hong Kong General Chamber of Commerce):<br>支票號碼 (支票抬頭：香港總商會)： |               | Amount Enclosed : HK\$<br>合共港幣：HK\$                |               |
| Payment by Credit Cards 信用卡付款： Visa / MasterCard / AE                                    |               | Card No. 信用卡號碼：                                    |               |
| Name of Cardholder 持卡人姓名：  |               | Expiry Date 有效日期：                                  | Total 金額：HK\$ |
| [For Office Use: Authorized Code: _____ Date: _____ ]                                    |               | Signature 簽名：                                      | Date 日期：      |

\* Postage not included 不包括郵費





# Drafting an **e-Commerce Blueprint** for SMEs

A recent Chamber campaign examines why Asia's sharpest entrepreneurs continue to drag their feet when it comes to using the Internet to reduce costs and do business more efficiently

**H**ong Kong SMEs have long been bashed for living in the information technology dark ages. Survey after survey puts them behind their South Korean and Singaporean counterparts when it comes to using electronic commerce to boost their business.

The problem with surveys, however, is that they only give you half of the picture. We all know Hong Kong SMEs are not the fastest IT tigers in the Orient. What we don't know is why are Asia's sharpest entrepreneurs still not using e-commerce in their businesses?

To answer this and other questions, the Chamber conducted a series of focus groups, seminars, surveys and roadshows throughout the year under the E-commerce Adoption Campaign (ECAC), with funding from the government's SME Development Fund of the Trade and Industry Department. The work, which came to a close this month, represents the second year of the ECAC programme, and ranks as one of the most comprehensive studies conducted in Hong Kong to date on why local SMEs are still apprehensive about conducting more of their business operations online.

"We conducted seven focus group

sessions with business owners from different sectors – manufacturing, trading and wholesale, travel and tourism, professional services, transportation and logistics, financial services, and IT solutions providers – to identify their real problems and concerns," explained Cindy Cheng, leader of the ECAC initiative.

"What we discovered is that many SMEs believe that implementing an online business strategy in their company will enhance work efficiency, lower costs, and enhance customer service. But the main issue holding them back is security, followed by the high initial investment cost," she said.

## **Major concerns**

Some 90 percent of SMEs taking part in the Chamber's focus group surveys said security issues have put them off trying e-commerce, while 66 percent said the initial high investment was more than they could afford.

Interestingly, businesses in the logistics and travel sectors said security is an issue, but the initial investment cost and readiness of customers to use online services were more of a concern.

"If you think about it, travel agents



# 規劃中小企網上商貿藍圖

總商會近期舉辦一項運動，以探討亞洲最精明企業家不熱衷利用互聯網減低成本、提升效率的因由



港中小型企業向被評為活於資訊科技的黑暗年代。無數調查顯示，本港中小企的網上商務落後於南韓和新加坡同業。

然而，調查結果未能全面反映事實。眾所周知，香港中小企不是亞洲的資訊科技應用先驅，但令人摸不著頭腦的是，為何亞洲最精明的企業家仍不熱衷推行網上商務？

為解答這些疑問，總商會去年得到香港特別行政區政府工業貿易署中小企業發展支援基金的資助，推行「網上商貿普及運動」，涵蓋一系列關注小組會議、研討會、調查和巡迴展覽。第二階段的「網上商貿普及運動」已於本月結束，其中一項調查旨在分析本地中小企對網上商貿顯得「抗拒」的因由，為香港迄今最全面的同類型調查之一。

運動倡導人鄭韓菊芳解釋：「我們針對七個行業召開多次關注小組會議，

涵括製造、貿易與批發、旅遊、專業服務、運輸與物流、金融服務和資訊科技方案供應商，以瞭解他們的難題和憂慮。」

她說：「我們發現，大部份中小企認同推行網上商貿策略可提升運作效率、降低成本和加強客戶服務，但保安問題往往使他們卻步，其次是在開展初期需要投放大筆資金。」

## 關注重點

約九成參與總商會關注小組調查的中小企表示，保安問題是他們的首要考慮，另有66%受訪中小企指出，開展初期所需的大筆投資，往往超出他們的負擔能力。

然而，有趣的是，物流和旅遊業界雖認同安全問題是一個障礙，但較大的問題反而是，起始投資金額和客戶對網上服務的接受程度。

鄭女士說：「細心想想，旅行社在

過去二、三十年其實一直利用互聯網做生意。他們習慣在網上連繫航空公司和酒店，替客戶預訂機位和房間，輕鬆快捷。所以，他們最擔心的是，消費者的想法是否與他們一致，會否樂於使用他們所投資的系統。」

至於製造商，最大的憂慮是系統有機會受病毒感染，其次是員工對保安的認識不足。調查發現，中小企認為解決方案十分昂貴且超出預算，包括安裝防火牆和其他保安軟件以保護系統。

專業服務界代表稱，保安也是他們最關注的一環，但箇中危機是源自疏忽造成的錯誤，而非黑客或病毒入侵。雖然他們說利用電子方式傳送資料看來最為便捷，但始終覺得傳統的人手傳遞服務才最穩妥安全。

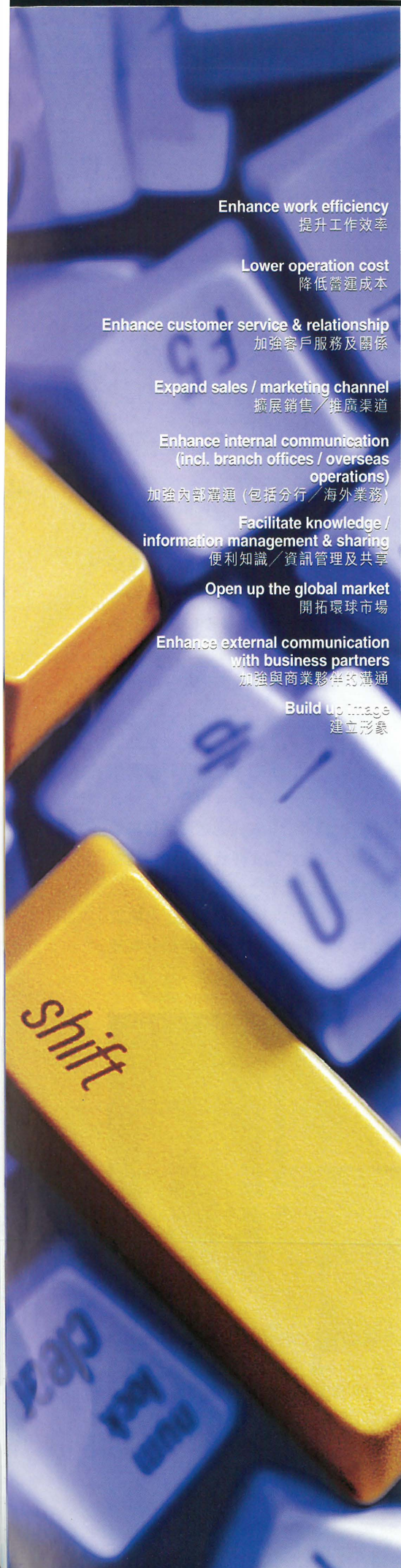
「網上商貿普及運動」關注小組工作領導人張儀玲說：「保安是金融業最重視的，即使電子證書能確保安全，但



Alan Wong, Director of Information Technology Services Department, kicks off the ECAC Symposium on September 23 with his keynote speech. He was followed by e-company owners who shared with the audience their experiences in developing their online businesses.

資訊科技署署長黃志光為9月23日的「網上商貿普及運動」研討會致開幕辭。其後，網上企業東主向與會者分享他們的網上營商經驗。





Enhance work efficiency  
提升工作效率

Lower operation cost  
降低營運成本

Enhance customer service & relationship  
加強客戶服務及關係

Expand sales / marketing channel  
擴展銷售/推廣渠道

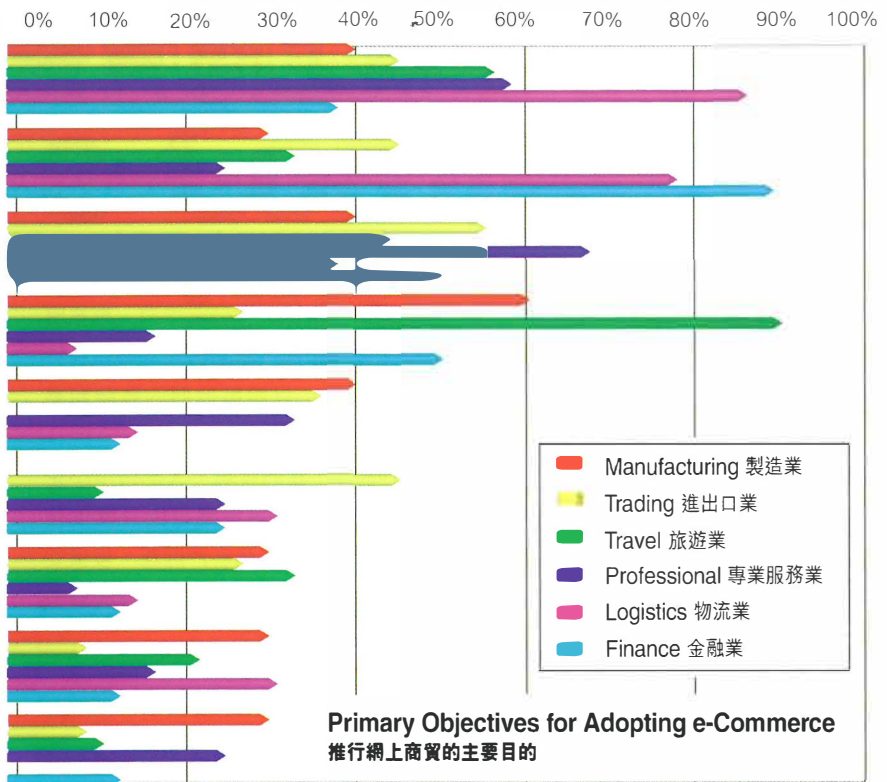
Enhance internal communication  
(incl. branch offices / overseas operations)  
加強內部溝通 (包括分行/海外業務)

Facilitate knowledge / information management & sharing  
便利知識/資訊管理及共享

Open up the global market  
開拓環球市場

Enhance external communication  
with business partners  
加強與商業夥伴的溝通

Build up image  
建立形象



Primary Objectives for Adopting e-Commerce  
推行網上商貿的主要目的

have actually been doing business online for the past 20 to 30 years,” Mrs Cheng said. “They are so used to connecting to airlines and hotels’ networks to make bookings for their customers that they feel comfortable doing business online. Their biggest concern is that consumers don’t feel the same way and so won’t use the system they invest in.”

For manufacturers, their biggest concern is the risk of their system becoming infected by viruses, followed by staffs’ lack of understanding on security issues. SMEs believe the solution to these worries, installing a firewall and other security software to protect their systems, can be very expensive and beyond their budgets, the study found.

The professional services sector said security was also their biggest concern, but from the risk of careless mistakes happening, rather than through hacker or virus intrusion. They also said that although the electronic transfer of data may seem to be the easiest, they still feel the traditional hand-delivery service is the safest.

“Security issues ranked top in the financial sector, also because they are concerned that customers are unwilling to transmit confidential information over the

Internet, even though the security is ensured by e-Cert,” Catherine Cheung, ECAC Focus Group Task Force Leader, said.

Participating firms also complained at the difficulty and cost of implementing an online payment system.

“They think it is very difficult to set up a payment gateway with a local bank, or the cost of implementation – deposit and transaction charge – is very high. The tourism and insurance sectors, which operate on very thin margins, are obviously very concerned about these charges,” she said.

## Benefits

The top-three reasons for businesses considering to implement an e-commerce solution for their business were to enhance efficiency, lower costs and enhance customer service and relations.

“Despite the general view that business-to-consumer (B2C) and business-to-business (B2B) models are still not successful in Hong Kong, companies that are actually using it see it more as a way to reduce costs by increasing efficiency while boosting customer service. This contrasts with perceptions from a few years ago that e-commerce was a means to generate revenue,” Ms Cheung said.





Many SMEs believe that implementing an online business strategy in their company will enhance work efficiency, but the main issue holding them back is security, Cindy Cheng, leader of the ECAC initiative says.

運動倡導人鄭韓菊芳說：「大部份中小企認同推行網上商貿策略可提升運作效率，但保安問題往往使他們卻步。」

業界仍擔心客戶不願透過互聯網傳送機密資料。」

參與調查的企業亦抱怨推行網上付款系統十分困難，而且成本不菲。

她說：「有些企業覺得很難與本地銀行設立網上付款平台，有些認為執行成本十分高昂，包括存款和交易費用。旅遊和保險業以薄利多銷形式經營，所以非常在乎這些費用。」

### 裨益

企業考慮採用網上商貿方案的三大原因是提高效率、減低成本及改善客戶服務和關係。

張女士說：「儘管人們普遍認為商業對客戶 (B2C) 和商業對商業 (B2B) 系統在香港還未算得成功，但正在使用這些系統的企業卻愈益認為它們是提升效率、增強客戶服務，從而節省成本的方法。這與數年前業界的看法有別，當時它們認為網上商貿是開源之途。」

金融服務業參界表示，採用網上商貿的主要目的是降低經營成本。例如，強積金服務商已透過電子方式 (不論是電郵或客戶的網上戶口) 向大量客戶寄

發強積金結單和宣傳資料，藉此節省大筆金錢。」

參與關注小組會議的製造商指出，他們主要借助網上商貿來擴大銷售渠道及加強溝通。在內地經營的中小企尤為如此，他們普遍利用電郵和網頁增進溝通和減少傳訊費用。

從事貿易和批發業的中小企表示，採用網上商貿對行業的最大好處是增強客戶服務，其次是提升營運效率和減低經營成本。

張女士說，許多企業滿足於使用電郵與客戶溝通和訂貨，但她認為，中小企若要更進一步，應用更精進的供應鏈方案，就需要獲得援助以選取合適軟件，建立業界通用的平台。

她續說：「參與關注小組會議的中小企表示，主要客戶會影響他們對B2B解決方案的投資決定，但他們認為，公司要從網上商貿獲取最大裨益，物流、銀行等行業的合作也十分重要。」

她說：「所有採用B2C系統的受訪中小企亦擔心難以取得客戶對互聯網保安的信心。他們認為除非客戶觀念轉變，否則，他們在初期便要投資那麼多

資金，似乎並不物有所值。」

### 研討會

雖然保安問題備受公司東主關注，有些公司卻已為問題找到答案。在9月23日舉行的「網上商貿普及運動」研討會上，網上企業東主向與會者分享他們的網上商務經驗。

ToyEast.com創辦人吳凱俊表示，為向客戶提供安全、保密和即時的網上付款平台，他亦決定採用網上銀行付款方案。

他說：「除保安外，在香港您還要面對種種問題，如個人資料私隱保障。因此我們認為，應付這些問題和建立客戶信心的最直接方法，莫過於交由銀行辦理。」

銀行就安裝網上系統向ToyEast收取數千元費用，吳氏說，這是中小企負擔得來的。此外，銀行還會對網上交易徵收4%費用。這似乎貴了一點，但吳氏指出，這與信用卡公司向商號收取3%附加費相差不遠。

綜匯旅遊有限公司董事總經理洪潤源亦在研討會上分享經驗。他認為推行



Participants in the financial services sector said their key objective for using e-commerce is to lower operation costs. MPF providers said they are already saving hundreds of thousands of dollars by sending MPF statements and promotions to a large number of customers electronically – either by email or by directing clients to their Web accounts.

Manufacturers in the focus groups said they mainly use e-commerce to expand their sales channel and enhance communication. This is especially the case for SMEs with operations in the Mainland, as email and Web sites are commonly used to enhance and reduce communications costs.

SMEs in the trading and wholesale sector said the biggest plus in using e-commerce for them was to enhance customer service, followed by enhancing work efficiency and lowering operational costs.

Ms Cheung said many businesses were content to use email to communicate with customers and place purchase orders. To move on to apply more sophisticated supply chain solutions, however, SMEs need support on software selection and assistance in establishing a common platform for the industry.

“SMEs in the focus groups said their major business customers would influence their decision to invest in B2B solutions, but they also feel that cooperation in other

sectors, such as logistics and banking, are essential for their operation to get the most out of e-commerce,” she said.

“Participants from all sectors involved with B2C were also concerned that it is difficult to win consumers’ trust in Internet security, and until attitudes changes, they said it will be difficult to justify the initial investment costs.”

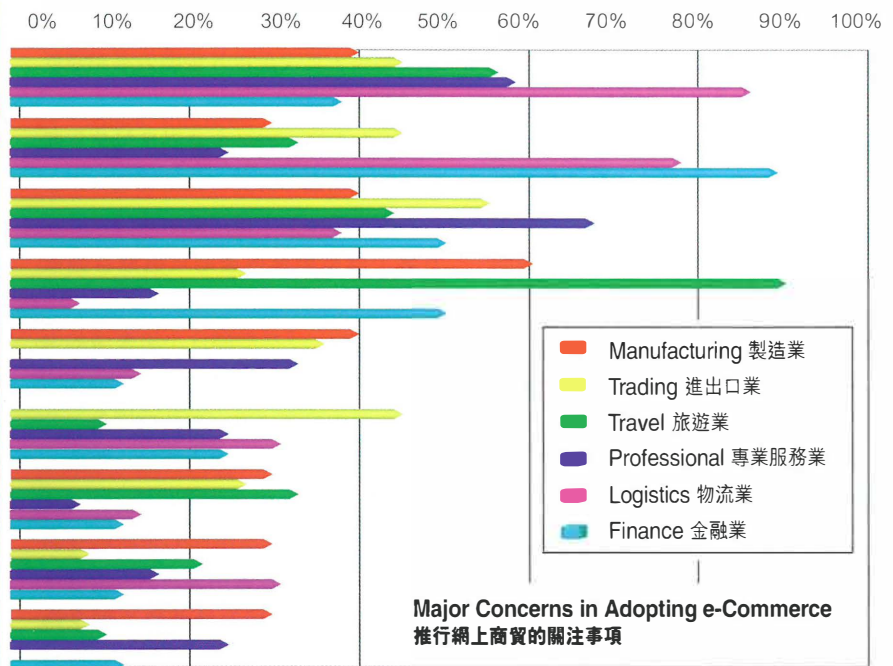
## Symposium

While security issues were foremost in business owners’ minds, some companies have found simple solutions to the problem. At an ECAC Symposium held on September 23, e-company owners shared with the audience their experiences in developing their online businesses.

Steve Ng, founder of ToyEast.com, said to provide customers with security, privacy and a real-time payment gateway, he decided to use his bank’s online payment solution.

“Besides security, you also have issues such as personal data privacy protection in Hong Kong. So we thought the easiest solution to handling all these issues and to build customer confidence was to let the bank take care of this side of things,” he said.

His bank charged a few thousand to set the system up for ToyEast.com, which he says is quite acceptable for SMEs, and that the bank charges 4 percent on all





網上商貿的最大得益是，公司變得更為外向和以客戶為先。員工亦能更快回應客戶諮詢。

他說：「我們亦可借此開拓更多收入來源和減低成本。公司更國際化，交易更加快捷。」

禾麥(亞洲)有限公司專門生產印章和紙品，該公司總經理張作榆認同洪氏的看法。張氏稱，網上商貿能節省交易時間和精簡業務運作，公司已藉此減省大量資源。

禾麥開發了一套可以簡化傳統印刷流程的網上系統，其客戶現時不但可在網上訂貨，亦能在整套工序完結前，在網上觀看他們所訂製的印章。該系統既能省卻製作樣本的程序，又能跟進訂單的進度。

### 「e食住行 網上實行」展覽

總商會過往調查顯示，網上交易和使用最終乃由消費者帶動。鄭女士說：「若無足夠消費者支持，企業便更難評定網上商貿方案是否合乎成本效益。」

不過，諷刺的是，香港大多數網上消費者均在海外網站如Amazon.com選購商品。雖然香港擁有相當於Amazon的YesAsia.com，以及眾多其他優秀的消費網站，但本地網站仍要設法吸引客戶。

網上商貿巡迴展覽及研討會專責小組成員蘇鈺興說：「為讓香港市民親身體驗一些本地網站服務，我們於10至11月期間在本港連串地方舉辦『e食住行 網上實行』巡迴展覽。市民對參展公司的網上服務深感興趣，參展商十分欣喜。」

自2000年8月起在網上銷售表演門票的快達票香港有限公司，是巡迴展覽的參展商之一。該公司營運經理郭錦珠表示，很多參觀者對於可利用互聯網查看在香港舉行的活動及訂票感到驚訝。

她說：「令參觀者深感興奮的是，他們可透過本網站訂購眾多節目門票，如美女與野獸、小飛俠甚至馬戲團表演。不過，他們同時間及網上付款的保

安問題，這顯然也是他們所關心的。」

郭女士說，為使消費者安心在網上交易，所有網上付款均由該公司銀行的網上付款系統直接處理。

她說：「人們信賴銀行，故為給予客戶信心，我們認為需與銀行合作，儘管系統的安裝費鉅大，而且我們亦須就每張售出門票向銀行支付10元，作為月費。」

巡迴展覽另一參展商—香港郵政的核證業務推廣經理鍾維茵指出，參觀者



Steve Ng, founder of ToyEast.com, said to provide customers with security, privacy and a real-time payment gateway, he decided to use his bank's online payment solution.

ToyEast.com 創辦人吳凱俊表示，為向客戶提供安全、保密和即時的網上付款平台，他亦決定採用網上銀行付款方案。

看來對網上交易的發展感到意外。

她說：「大多數參觀者對香港網上商貿的實質進展感到詫異，因為他們以為這只是傳媒大吹大擂而已，但巡迴展覽確能讓他們認清真相，透過許多公司和總商會的示範，瞭解現時企業可提供甚麼網上服務。」

過去兩年，香港郵政一直努力推廣利用電子證書進行網上交易，成績好壞參半。從巡迴展覽的反應來看，張女士說會將宣傳重點轉移，改以互動形式向公眾介紹電子證書的功能，而非專注品牌推廣。

她說：「參觀者滿腹疑問，但又想知道電子證書、網上購物和交易三者如何合一。通過巡迴展覽，他們能親身體會電子證書怎樣確保交易安全，還有證書在甚麼情況下適合使用。」

市民對展覽的熱烈反應，令參展商頗為驚喜。許多參觀者表示不知道香港公司在網上提供這麼多產品和服

務。由此引伸另一問題，就是即使您有卓越的產品或服務，人們也未必能在網上找到您。

ToyEast.com 吳氏說，這是任何企業的常見問題，不管是網上或非網上公司。

他補充道：「目前，貿易公司可有多個聯繫渠道。製造商大多透過參加本地和海外展覽招攬客戶，但我們是百分之百的網上企業，所以無法這樣做。我們在其他網站如e-Bay和總商會網頁宣傳

產品，以吸引準客戶，至今成效不俗，公司今年營業額已較去年倍增。」

### 放眼未來

「網上商貿普及運動」的調查為香港迄今同類調查中，最廣泛的一個，深入剖析眾多香港中小企抗拒推行網上商貿的理由。更重要的是，調查清楚反映中小企的憂慮和期望。

鄭女士說：「如今我們明白企業不採用網上商貿的原因，接續下來就可著手釋除他們的疑慮。我們已於九月發表了針對這些問題而設計的『網上商貿發展藍圖』，繼會於明年初公佈一份滙合工作坊、研討會和巡迴展覽所得結果的詳盡報告。根據此份報告，中小企便可釐定最適切的網上商貿策略。」**B**

「網上商貿普及運動」詳情和有關報告載於香港總商會網頁 [www.chamber.org.hk/ecac](http://www.chamber.org.hk/ecac)。





online transactions. That may seem a little high, but Mr Ng points out that it is not much more than the 3 percent that credit card companies charge merchants.

Peter Hung, Managing Director, Tiglion Travel Services Co Ltd, also sharing his experiences at the symposium, said the biggest advantage he has gotten out of using e-commerce is that his business is now more outward looking and customer focused, which allows staff to respond more promptly to customers' enquiries.

"It has also expanded our source of revenue, reduced costs, made us more international, and also shortened transaction times," he said.

Like Mr Hung, Ramond Cheung, General Manager, Roy Mark (Asia) Ltd, which produces stamps and paper products, said he has made substantial savings by reducing transaction times and streamlining operations.

His company developed an online system to streamline the operational flow found in traditional printing. His customers can now order online and view images of their stamps before final production, which eliminates the need to produce samples. The system also allows them to track the progress of their orders.

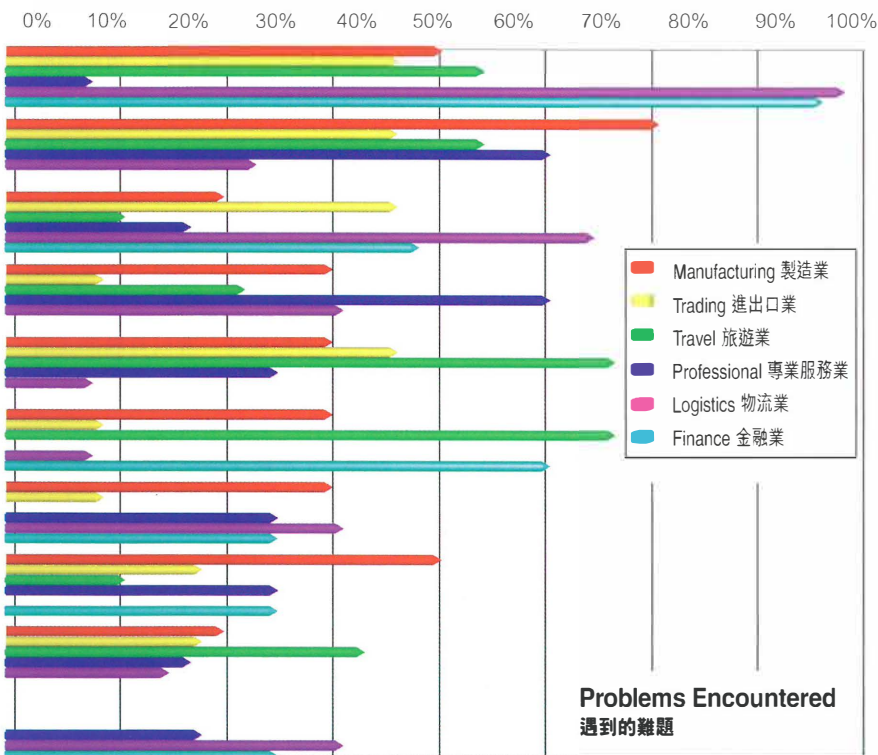


### Roadshows – e-Commerce in Real Life

Past Chamber studies have found that, ultimately, consumers drive e-commerce traffic and adoption. "Without a critical mass of consumers, businesses will find it harder to justify expenditure on e-commerce solutions," Mrs Cheng said.

Ironically, the bulk of Hong Kong consumer purchases are conducted on overseas sites, such as Amazon.com. Despite Hong Kong having its own Amazon, equivalent, Yesasia.com – not to mention a

- Difficulty in getting customers/ business partners' participation  
難於取得顧客/商業夥伴的參與
- Lack of technical expertise  
專業技術缺乏
- Difficulty in changing the existing work procedure and practices  
難於改變現行工作程序及運作
- Insufficient financial resources  
財政資源不足
- Services provided by e-Commerce vendors is inadequate  
網上商貿供應商的服務不足
- Difficulty in implementing e-payment  
難於推行網上付款系統
- Lack of appropriate e-Commerce solutions for SMEs  
欠缺適合中小企使用的網上商貿方案
- Problem in solving security issues  
解決保安問題時遇到困難
- Insufficient human resources  
人力資源不足
- Too many choices and thus difficult to select  
選擇過多，難以選取



Problems Encountered  
遇到的難題





host of other great consumer sites – home-grown Web sites struggle to draw in customers.

“To give the Hong Kong public a chance to try out some home-grown Web sites, we organised a series of e-commerce roadshows around Hong Kong between October and November,” said Valerie So, ECAC Roadshow and Symposium Task Force Member. “Participating companies said they were delighted at the interest shown in their services.”

Conita Kwok, Operations Manager for HK Ticketing Ltd, which has been selling tickets online for performances in Hong Kong since August 2000, participated in the roadshows. She said many visitors were surprised that they could see what events were taking place in Hong Kong and book tickets over the Internet.

“They got so excited to know that they could buy tickets for so many events such as Beauty and the Beast, Peter Pan and even the circus on our Web site,” she said. “But then their first question was about security for payment, which they obviously would be concerned about.”

To give consumers the confidence to pay online, Ms Kwok said payments online are directed to her bank’s online payment system.

“People trust banks so we think we need to cooperate with the bank to give people confidence, even though it is quite expensive to set up, and in addition to a monthly fee we have to pay them \$10 for every ticket sold,” she said.

Agnes Cheung, Manager, CA, Hong Kong Post, who also participated in the roadshows, said visitors to the shows seemed

surprised that conducting transactions online had come so far.

“A lot of them were surprised at how quickly e-commerce has actually progressed in Hong Kong, because they thought stories in the media were just hyping up e-commerce,” she said. “But the roadshows really opened their eyes as they could see so many companies coming together with the Chamber to demonstrate what they can now do online very easily.”

Hongkongpost has been trying to promote use of its e-Certs for online transactions for the past two years with mixed results. As a result of the roadshow, Agnes Cheung said she will put more emphasis on getting out on the streets to interactively showcase what e-Certs are all about instead of focusing on brand marketing.

“The visitors had so many questions but they also wanted to see how the e-Certs, online shopping and transactions all came together. With the roadshows, they were able to see for themselves how e-Certs make transactions secure and, just as, importantly when and when not to use them,” she said.

Exhibitors were quite overwhelmed by the positive feedback from the public attending the show, with many visitors saying they had no idea online Hong Kong companies offered so many products and services. But this also raises another issue. Even if you have a great product or service, people may not be able to find you online.

Mr Ng, of ToyEast.com, said this is an issue that any business faces, either online or in the high street.

“There are several channels for trading businesses to use. Most manufacturers rely on participating in tradeshows and overseas exhibitions to attract more customers. As we are a 100 percent e-business, we can’t do that so we post our products on

sites such as e-Bay and the Chamber’s Web site to attract potential customers. So far this has worked very well, because we have doubled our business this year.”

### Looking to the future

The ECAC has provided what is possibly the most comprehensive study to date on why many Hong Kong SMEs continue to resist taking their businesses online. But more importantly, it shows clearly their worries and aspirations.

“Now that we know why businesses have not gone online, we can start work on tackling the issues that they worry about,” Mrs Cheng said. “In September, we released our ‘e-Commerce Blueprint’ which zooms in on these issues, and early next year we will produce a report which will incorporate all of our findings from the workshops, symposium, and roadshows. With this report, SMEs will be able to work on developing an e-commerce strategy that is right for their business.” **B**

*More information on the ECAC and its reports can be found on the Chamber’s Web site, [www.chamber.org.hk/ecac](http://www.chamber.org.hk/ecac)*





# Revised Budget Outlook Still Needs Work

With no significant reduction in government spending planned for the next five years, the Financial Secretary may need to pull a few rabbits out of his hat if the budget is to be controlled, writes **DAVID O'REAR**

Shortly after Financial Secretary Henry Tang Ying-yen's October 22 speech to the Legislative Council on the SAR's economy and fiscal situation, the government released first-half figures for the budget deficit. The April-September data show that revenues fell 5.6 percent from the same period in 2002, while spending rose 0.7 percent.

The first graph presents average monthly income, out-goings and deficit figures, on a 12-month rolling basis (to dampen seasonal fluctuations). What is immediately obvious is that revenues have fallen sharply, while spending continues apace.

In October, the Financial Secretary presented a more rosy outlook for the Hong Kong economy than that forecast by his

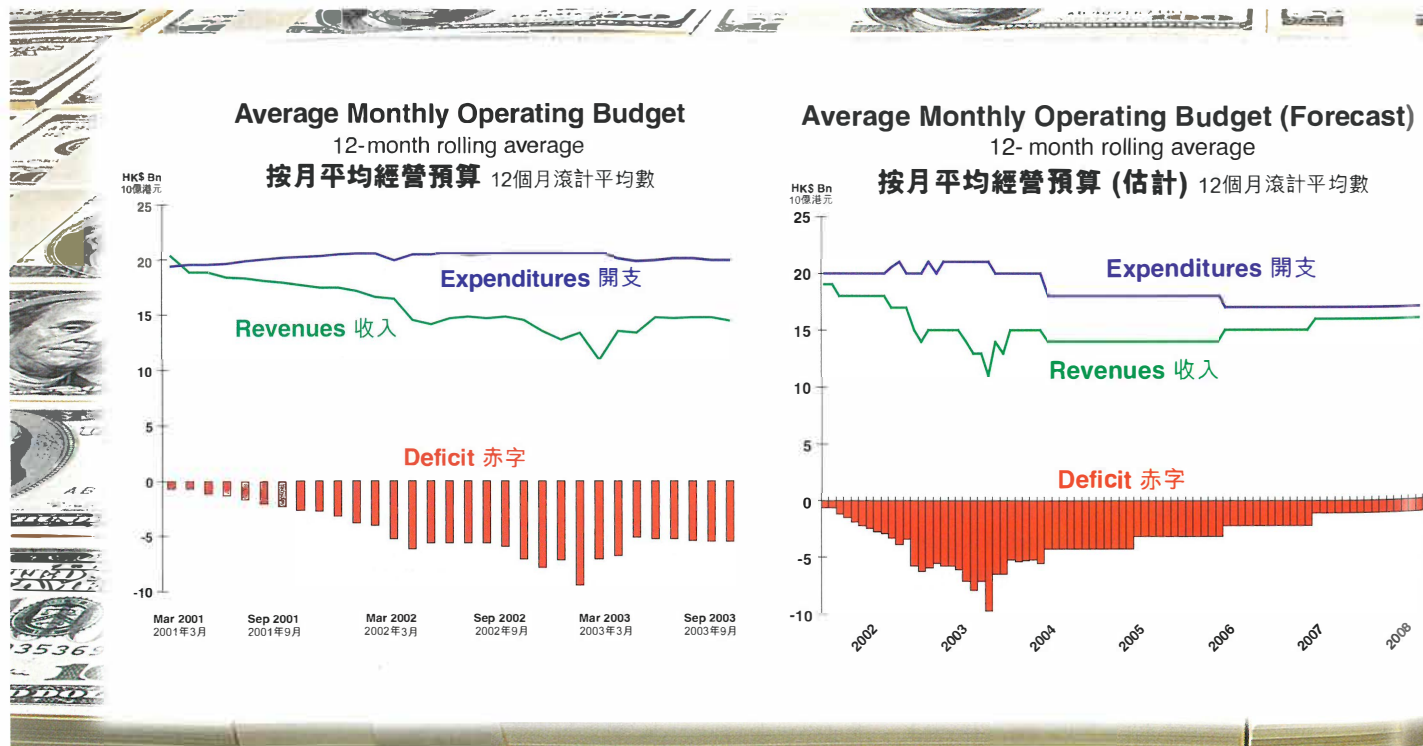
predecessor seven months earlier. While the relatively rapid conquest of SARS and apparently strong Q3 growth figures might appear to be the reason for increased optimism, it must be remembered that Anthony Leung Kam-chung's budget speech was in the very earliest days of the crisis, before the full implications were known.

Mr Tang raised the real GDP growth figure for this year by half from the revised August prediction (to 3 percent) amid a rapid turn-around in tourist arrivals and improving retail sales figures. The Financial Secretary also added an extra half percent to medium-term growth, raising it to 3.5 percent per annum in 2004-05 to 2008-09. On

this basis alone, one would expect the deficit to be conquered earlier than expected.

However, Mr Tang then predicted that the government's operating expenditure would be HK\$7.7 billion higher than expected this year and revenues up by \$5 billion. Although this will leave a deficit of about \$78 billion – a new record and equal to nearly 5 percent of GDP – the sharp drop in business and extraordinary expenses associated with SARS make this seem reasonable.

The problems are further out. Over the medium term Mr Tang gave a rough forecast that operating expenditure would decline from this fiscal year's \$218 billion to \$200 billion in 2008-09. Since the previous





forecast only went to 2007-08, the rest of this analysis will use that end-point as a basis for comparing the new plan with the old.

Under the new plan, nominal GDP will be \$57.5 billion larger in 2007-08 than originally predicted. Based on the Financial Secretary's straight-line forecast, operating expenditures in 2003-04 to 2007-08 will rise \$22.3 billion more than previously thought over five years, and revenues will be \$27.9 billion lower.

In other words, faster growth will yield less income, and under that lower income plan, spending will be higher. The second graph extends the first, showing the revenue, expenditure and deficit out to 2007-08.

What is obvious is that there is no significant reduction in spending, and that none is planned in the next five years. On a straight-line basis, spending will be \$7.4 billion higher than Anthony Leung's projections in 2004-05, \$7.2 billion more in 2005-06, \$7.3 billion higher in 2006-07 and \$500 million higher in the final year.

The problem gets worse when fiscal reserves are calculated by subtracting the deficit from existing reserves. The third graph shows the reserves in billions of dollars and as the number of months spending that they

will accommodate. At various times, the government has suggested that one to two years spending is the appropriate level of reserves, and as the graph shows, the September level was equal to 12 months spending. Mr Tang pledged to ensure that fiscal reserves remain at a prudent level. That will be a challenge.

The two factors in the fiscal crisis – the dramatic fall in revenues and the continued high level of spending – cannot be solved with a single-sided solution. While it may be necessary for new or higher taxes to be imposed (one would hope only temporarily, so as not to violate the Basic Law), that will not suffice. Spending must be cut, and the only reasonable way to do so is by taking on the thorny issue of civil service redundancies. At the end of the day, it is better to cut one person's salary by 100 percent than to cut 10 people's salaries by 10 percent each.

It seems odd that a better economic outlook would increase revenues less than under a more pessimistic forecast, and that the renewed growth would not provide the context in which to sharply reduce spending. But, that's Hong Kong public finances. **B**

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

**Fiscal Reserves**  
HK\$ billion and months coverage  
**財政儲備 10億港元計及可供政府開支月數**



## Videoconferencing



*Encrypted*  
for security



Executive Model

**TANDBERG**  
World Leader

**3D**  
Videoconferencing



Call Joyce Chan  
at 2880 0622 for details



# 財政前景須更努力改善

未來五年政府都沒有計劃大舉節流，財爺看來或需弄點戲法，才能控制預算 歐大衛

**財**政司司長唐英年 10 月 22 日 在立法會講述香港特區的經濟和財政狀況後不久，政府公佈本財政年度截至九月底的首六個月財務數據，顯示收入較上年度同期下跌 5.6%，開支則上升 0.7%。

圖一以 12 個月滾計基準 (旨在抵銷



Mr Tang predicts that the government's operating expenditure will be HK\$7.7 billion higher than expected this year.

唐司長估計本年度政府經營開支會較原先預算多 77 億港元。

季節性波動的影響) 展示特區政府按月平均收入、開支和赤字狀況，顯見收入銳降，開支卻在急增。

在上述致辭中，財政司司長對香港經濟的展望，較其前任於七個月前所作的預測更為樂觀。他的樂觀看法，可歸因於香港迅速擊退沙士，以及隨後而來的第三季強勁經濟增長勢頭。不過，請勿忘記，梁錦松的財政預算案是在沙士爆發初期發表，當時，沙士對香港的影響仍未全面顯露。

因應沙士後來港旅客大增，以及零

售市道復興，唐司長進一步調升八月時發表的經修訂全年本地生產總值實質增長預測至 3%，並上調 2004/05 至 2008/09 年度的中期增長預測，估計每年增加半個百分點到 3.5%。就此基準而言，財赤看來可較預期更快消滅。

可是，唐司長卻估計本年度政府經營開支會較原先預算多 77 億港元，收入則多 50 億港元。若此，財赤便會創新紀錄，達到 780 億港元，佔本地生產總值近 5%。由於沙士肆虐期間經濟低迷，加上政府付出大筆應急資金，上述數字看來合理。

然而，問題還不止於此。唐司長粗略估計中期經營開支會縮減，但只由現年度 2,180 億港元減至 2008/09 年度 2,000 億港元。前財政司司長的預算案只計算到 2007/08 年度，本分析後續部分將據此比較新舊兩套財政計劃。

新計劃下的 2007/08 年度名義本地生產總值，較原本計劃多 575 億港元。依據唐司長的直線法預算，2003/04 至 2007/08 年度的按年經營開支會較本來預算增 223 億港元，收入則少 279 億港元。

換言之，經濟增長步履雖然加快，可得收入卻減少，而在該低收入計劃

下，開支更會增加。圖二承接圖一，顯示截至 2007/08 年度的政府收入、開支和赤字。

顯而易見，政府開支不會大幅削減，未來五年政府都沒有計劃大舉節流。以直線基準計出的 2004/05 年度政府開支，將較梁錦松的預測多 74 億港元，2005/06 年度多 72 億港元，2006/07 年度 73 億港元，2007/08 年度 5 億港元。

財政儲備結餘以現有儲備減去赤字的方式計算，令問題更加嚴重。圖三顯示以 10 億為單位的財政儲備，以及儲備可支持政府多少個月的開支。政府不時提出財政儲備應至少維持在政府一到兩年開支的水平，這才算恰當。根據此圖，本年 9 月份的財政儲備恰好相當於政府 12 個月的開支。唐司長承諾保持財政儲蓄在一個審慎的水平，對他來說，這無疑是考驗。

造成財政危機的兩大問題——收入驟降、開支高企，必須雙管齊下，才能解決。對策可包括開徵新稅或加稅 (有人希望這只屬暫時性質，以免抵觸《基本法》)，但這些仍不足夠。開支必須削減，而唯一合理的做法，就是從解決公務員人手過剩這棘手問題著眼。歸根結柢，削去一名僱員的 100% 薪金 (解僱) 總比削減 10 名員工每人 10% 薪金好。

令人覺得詫異的是，在經濟環境預期轉好下所增加的收入，竟然少於一個較悲觀預算中料可增加的收入，而經濟恢復增長亦不能造就大幅節流的空間。這正是香港公共財政的現況。 **B**

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



# China's Auto Industry Moves into the Fast Lane



After a slow start, China's vehicles industry and support sectors now look set to finally take off, writes **RUBY ZHU**

China's vehicles industry finally switched into high gear in 2002 after several years of sluggish growth. In the first nine months of this year, total vehicle production (cars, vans, lorries, busses, etc) in China jumped 36 percent over the same period last year, while sales rose 30 percent. Production of private cars surged an astounding 87 percent, while sales soared 69 percent. The robust development of the Mainland economy is expected to further push up demand for vehicles, to the extent that Hong Kong businesses really can't afford to ignore it.

Hong Kong firms do not manufacture cars, but a few companies that set up factories across the border do produce auto parts. Hong Kong's comparative edge lies in its services. The recently signed Closer Economic Partnership Arrangement (CEPA) allows Hong Kong retailers to set up wholly-owned vehicle outlets in the Mainland. In early October this year, the Central Government announced the "Administrative Procedures for Automobile Financing Institutions," which opens the door to foreign investors to offer loans to potential car buyers. Car exhibitions, rental and insurance sectors also offer opportunities for Hong Kong enterprises.

## Sales and marketing

CEPA provides Hong Kong service suppliers with new advantages in this field. Presently, the sale of branded cars in China is monopolised by state-owned firms, making it an extremely seller-driven market. Dealers responsible for the "4S" (selling, spare parts, services and surveys) rely heavily on what auto manufacturers supply them, but as the sector matures, buyers will drive the market – a development which China's home appliance market recently went through.

In relatively wealthy Mainland cities, the so-called 4S stores are required to have fixed assets of between 10 to 15 million yuan, as well as an annual cash flow of 10 million yuan.

When China's car buyers start driving the market, dealers are expected to be able to increase their control in the design, production and selling of vehicles, which will challenge their current 4S business model. As a result, car dealerships will tend to sell more than one brand, while the second-hand car market will gain momentum and stimulate support industries.

As Mainland retailers' service and management skills are still comparatively weak, industry analysts believe now is the right time for Hong Kong firms to establish a foothold in China's burgeoning car industry.

## Ideal X'mas Gift

*Worldwide Delivery*

Crackle Glazed Jar 14"  
Thirteen Factories of  
Guangzhou  
Collector's Price: HK\$880  
(Excluding DHL from HK\$300)

*Giftwares from \$480  
Order Now to Secure Delivery  
before Christmas!*

QUALITY TO AWARD SERVICES  
精益求精

since  
**1863**  
— 一八六三年 —

THE WORLDWIDE DELIVERY

No. 8 Queen's Rd East • No. 59 Hollywood Rd  
ENQUIRY 2873 2272 • OPEN DAILY  
[www.wah tung china.com](http://www.wah tung china.com)



# 趕搭中國汽車業的快車

中國汽車業和輔助界別緩緩發展多年，看來已經起飛 朱丹

中國汽車業經過多年的積累，於去年開始進入高速增長階段。僅今年前九個月，汽車產量(包括房車、小型貨車、貨車和公共汽車)較去年同期增長36%，銷量增加30%。私家車的產量和銷量更分別錄得87%和69%的增幅。持續向好的中國經濟預料會進一步推升汽車需求，如此蓬勃的市場，港商自然不容錯過。

香港從來不生產汽車，只有為數不多的公司在內地設廠，生產汽車零部

研究)的品牌汽車專賣店須完全聽命於生產商，但隨著市場逐漸成熟，如近年的家電市場一樣，市場會改為買方主導。

在中等或以上富裕城市的4S店，須擁有固定資產人民幣1,000至1,500萬元，每年流動資金1,000萬元。

當汽車市場逐漸變為買方主導時，汽車經銷商勢將增強在汽車設計、生產和銷售等環節的話事權，4S經營模式將因而受到挑戰。愈來愈多汽車連鎖店將經營多個品牌，而二手汽車市場亦會逐步活躍起來，推動輔助行業的發展。

內地營銷商的服務意識還不夠強，其管理水平亦與港商有差距，因此，一些資深從業員相信，這是港商進軍內地汽車業的良機。

## 金融

中國在入世時承諾開放汽車金融市場。依據近期發表的統計，全球每

年新舊車銷售中，只有30%利用現金交易，其餘70%都需要融資安排。在美國，此數字更高達80%。

相比之下，中國的汽車融資市場規模非常有限。1998年，四大國有銀行才開始試營汽車貸款業務。2002年，採用融資服務的銀行客戶不超過20%。原因包括監管商品分期付款的法律、法規不夠完善；內地個人信用體系落後，以及內地市民對此類服務的認識不深。然而，市場潛力之大不容忽視。

中國銀監會在11月12日宣佈，規定汽車金融服務公司汽車貸款利率只能

在中國人民銀行設定利率的基礎上，上下浮動10至30%。市場准入的資產規模要求是人民幣40億元，估計最快於2004年中以後才會開始有跨國汽車金融公司在內地提供服務。外資商業銀行則要到2006年才能從事汽車貸款服務。

大型汽車金融公司多是汽車生產巨擘設立的財務公司，如通用財務、大眾財務等。香港財務公司若想在內地市場分一杯羹，就須利用自己的管理優勢，與內地汽車生產商合作。

## 租賃及保險

內地現時的汽車租賃服務範圍看來只限於租車，租車期平均由數天到幾十天不等，但有愈來愈多外資企業熱衷於租車生意，一是由於成本可控、風險較低；二是省去汽車牌照、年檢、違章事故等一切外商不熟悉的地方規則。

國內汽車銷售正逐步發展起來，其客戶對象亦由外企擴展到內地企業以至個人消費者。例如，首都今年平均汽車租賃率一直保持在90%左右，週末更接近100%。車租下降，更多消費者會選擇租車，但這亦給租賃公司帶來風險。

今年初，內地汽車保險商遭遇挫折，這源於業界對汽車保險缺乏管理經驗。不論是汽車貸款保險還是汽車事故賠償，賠付率都居高不下，以致汽車保險紛紛提價。汽車降價亦導致投保的司機人數增加，使業界整體風險上升。縱使如此，汽車保險市場長遠前景仍然向好。

中國的汽車需求和相關汽車服務方興未艾。雖然港商未能全面涉足內地的汽車製造業，但仍可趕搭汽車業的快車。 B

朱丹為香港總商會副經濟師，電郵：[ruby@chamber.org.hk](mailto:ruby@chamber.org.hk)



Production of private cars in China surged an astounding 87 percent this year. 今年中國私家車的產量錄得87%增長。

件。香港的優勢在於服務業。剛剛簽訂的「更緊密經貿關係安排」允許香港零售商在內地設立獨資企業，經營汽車銷售。中國於十月初頒佈「汽車金融機構管理辦法」，為外資汽車金融服務機構打開大門。汽車展覽、租賃及保險等服務，港商亦有機會涉足。

## 營銷

「安排」在這一領域為港商提供獨特優勢。目前，中國的品牌汽車專賣市場由國營企業壟斷，是一個極端的賣方市場。專責4S(售賣、零部件、服務和市場



## Financing

China is required to open its car loan market under its WTO commitments. Recent statistics show that only 30 percent of cars sold globally are bought with cash. The remaining 70 percent are bought with a car loan, while in the U.S., the figure is about 80 percent.

By comparison, China's car financing market remains small. From 1998, the big four state-owned banks started offering car loans on a trial basis. In 2002, less than 20 percent of the banks' customers who bought cars used the service. This can be attributed to insufficient regulations for commodity loan installments and the obsolete personal credit system in China, as well as residents' lack of understanding of such services. Nonetheless, the market potential cannot be ignored.

On November 12, the China Banking Regulatory Commission announced that car loan interest rates can float within 10 to 30 percent of the official interest rate set by the People's Bank of China. With the asset requirement for market access set at 4 billion yuan, it is projected that car financing multinationals will start providing this kind

of loan facility in China no earlier than mid-2004. Foreign-owned commercial banks won't be able to operate until 2006.

Large-scale car financing firms are mostly subsidiaries or associates of big car manufacturers, such as General Motors and Volkswagen. To take a slice of the growing market, Hong Kong financial institutions could consider entering into some form of partnership with auto manufacturers in the Mainland and contribute their management expertise in a joint venture.

## Leasing and insurance

The scope of carleasing services in China might appear to be limited to car hire services, with customers generally hiring cars from a few days to several weeks. However, more and more foreign firms are getting involved in the car rental business partly because of the relatively controllable costs and low risks. They also don't need to deal with unknown regional rules governing car licenses, annual checks and penalties.

As car sales in China continue to rise, car dealers' client base is expanding beyond what used to be predominantly foreign

clients to include Mainland enterprises and consumers. Take Beijing for example, the average car rental rate this year has been around 90 percent, and approaching 100 percent during weekends. More consumers are leasing cars as rental fees drop, but car rental companies are increasing their risks to satisfy this demand.

Earlier this year, China's car insurers suffered a blow due to the local industry's lack of experience in managing associated risks. By offering high compensation rates, insurance premiums have been forced up. Falling car prices have also increased the number of drivers they have to cover and their overall risk. But despite this, the car insurance market offers rosy prospects over the long run.

In China, demand for car and other vehicle-related services have just begun to accelerate. Although Hong Kong enterprises have yet to fully tap into vehicle manufacturing in the Mainland, they can still try to profit from the fast-growing sector. **B**

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



2004  
MBA  
EXPO

# 2004工商管理碩士及持續進修教育展覽會

2004 MBA & Continuing Education Expo



夏里巴新作

《2004世界MBA大全》

會場特價發售

由著名升學專家夏里巴主辦

點線面廣告(香港)有限公司策劃

各院校將會提供本地及海外各類最熱門的MBA及持續進修課程章程，即場並有嘉賓講座，亦能與各院校代表及課程教授進行面談，有意進修人士可藉此做好資料搜集工作，助你作出明智的選擇，而且可以即場申請入學，快捷方便。

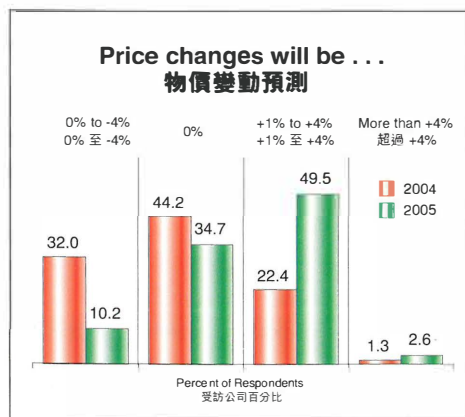
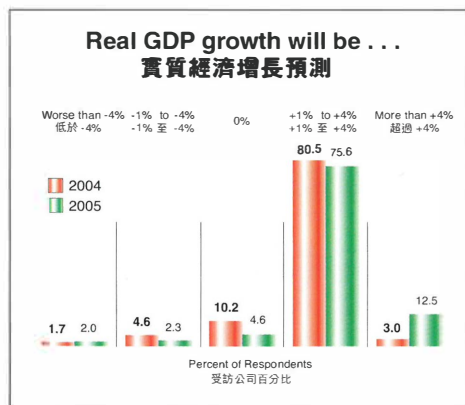
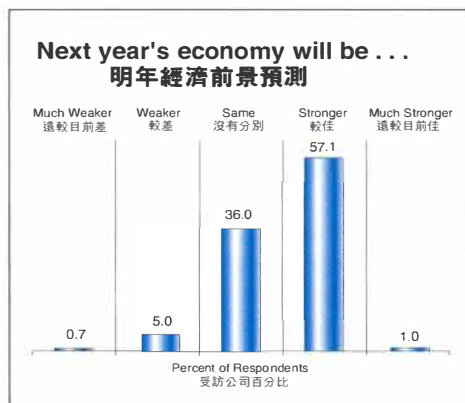
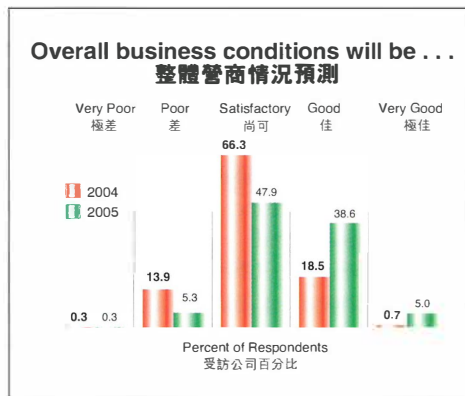
詳情請瀏覽 <http://www.2004mbaexpo.com> 或致電 29155864

|                      |  |                        |
|----------------------|--|------------------------|
| 日期及時間<br>Date & Time | 10 / 1 / 2004  | 1:30pm - 7:00pm (SAT)  |
|                      | 11 / 1 / 2004  | 11:00am - 7:00pm (SUN) |
| 地點<br>Venue          | 香港展覽中心 Hong Kong Exhibition Centre<br>灣仔港灣道 26 號華潤大廈低座 3 樓 Hall A<br>Hall A, 3/F, Low Block, China Resource Building,<br>26 Harbour Road, Wan Chai |                        |
| 入場費用<br>Fee          | 全免 Free  |                        |



# HKSAR Firms in 'Optimistic Mood'

Prospects for businesses in Hong Kong are looking up, reveals HKGCC's annual Business Prospects Survey



The prospects for Hong Kong's economy are at their brightest in years, according to the Chamber's Annual Business Prospects Survey, unveiled earlier this month.

Overall business conditions are expected to be "good" or "very good" next year and the economy will be on track for a spurt of reasonably healthy growth.

"Over 80 percent of respondents believe our GDP will rise between 1 and 4 percent in real terms in 2004," Chamber Chief Economist David O'Rear said. "At the other end of the scale, just 6.3 percent think a contraction is likely."

The survey, which was conducted from mid-October to mid-November 2003, polled HKGCC members on a broad range of issues impacting the SAR's business community.

"The numbers tell us that a sense of optimism and improved confidence in the economy has returned. Interestingly, CEPA (Closer Economic Partnership Arrangement) seems to have played an important role in that, with nearly 60 percent of respondents saying the agreement will figure in their business plans, in one way or another, next year," he said.

Despite the rosy outlook, Mr O'Rear said the survey also shows a number of issues affecting the overall health of Hong Kong's economy need to be resolved.

## Business conditions

Almost 60 percent of members predict Hong Kong's economy will be "stronger" or "much stronger" next year, and over two-thirds (68 percent) believe deflation will come to an end. Further out, 49.5 percent of companies predict inflation to reach between 1 and 4 percent in 2005.

Unemployment is also expected to continue to improve. Some 48.2 percent of survey respondents believe the number of jobs available will increase, 13.5 percent expect fewer jobs to be around, and 38 percent predict there will be little or no change. Respondents reckon job prospects will continue to improve in 2005 with 66 percent saying employment will rise.

Those with jobs, however, will need to perform better, because 42.6 percent of companies said they will base pay increments on employees' individual results. Only 7.3 percent said they are planning a general pay increase.

"Forty-eight percent of the companies responding said they plan to freeze wages next year, and 1.7 percent said they would be looking to cut pay," Mr O'Rear said.

"Despite five years of deflation, frozen or in many cases reduced salaries, 33 percent of members who responded to our survey still say payroll costs remain a challenge to their business."

Over half of the companies polled say they are generally dissatisfied with business costs. Maintaining prices (45.2 percent) and finding new orders (38.6 percent) are two key concerns that companies worry about in the coming year, even though 65.6 percent see a rise in exports in 2004. Interestingly, rental costs in this year's survey are less of a worry, with 17.8 percent of respondents saying property and housing costs are an issue, down from 23.3 percent in last year's survey.

The decline in property prices is not reflected in views on Hong Kong's competitiveness, with 35.6 percent of respondents saying they feel the SAR's level of competitiveness declined last year. Businesses are more optimistic further out, with 58.4 percent predicting Hong Kong's



# 香港特區企業轉感樂觀

香港總商會年度「商業前景問卷調查」結果顯示，香港營商前景好轉

**總**商會今月初發表的「商業前景問卷調查」結果顯示，香港明年經濟前景會是近年來最好的。

明年整體營商情況預期會是「佳」或「極佳」，本港經濟將有穩健增長。

本會首席經濟師歐大衛說：「超過八成受訪公司相信，2004年香港本地生產總值實質增長將介乎1至4%。相反，只有6.3%認為經濟會收縮。」

這項調查於2003年10月中至11月中舉行，旨在瞭解總商會會員對廣泛商業問題的意見。

他續說：「調查結果顯示，營商氣氛已回復樂觀，經濟信心重燃。有趣的是，『更緊密經貿關係安排』對此起著重要作用，近六成受公司表示會將『安排』歸入明年的業務規劃範圍。」

然而，歐氏說，雖然經濟前景好轉，調查亦顯示有多個影響總體經濟的問題需要解決。

## 營商情況

近六成會員預測明年香港經濟會「較佳」或「遠較目前佳」，逾三分之二(68%)認為通縮會結束，49.5%受訪公司甚至預料2005年通脹將達1至4%。

失業情況亦料會持續好轉。約48.2%受訪公司認為職位空缺將會增加，13.5%則預期空缺會減少，表示不會有所增減的有38%。受訪公司估計2005年就業前景將續有改善，其中66%表示就業率會上升。

然而，就業人士將須有更佳表現，因為42.6%受訪公司表示會以僱員的個

人表現作為增薪基準。僅7.3%計劃總體加薪。

歐氏說：「48%受訪公司打算明年凍薪，1.7%可能減薪。雖然通縮已持續五年，企業亦普遍凍薪或減薪，33%受訪會員公司依然認為，薪酬成本仍對業務構成挑戰。」

逾半數受訪公司表示對營商成本普遍不滿。儘管65.6%受訪公司估計2004年出口會上升，維持訂價(45.2%)和爭取訂單(38.6%)是企業來年兩大憂慮。有趣的是，今年調查發現租金成本帶來的困擾減少，17.8%受訪公司表示關注物業和樓宇價格，少於去年的23.3%。

企業對香港競爭力的看法沒有反映樓價下跌這個因素。35.6%受訪公司認為特區競爭力於去年有所下降。企業明顯轉感樂觀，58.4%受訪公司預計香港整體競爭力會於未來三至五年內增加。

## 內地業務

中國繼續在港商的業務拓展規劃上擔當要角，尤其是「更緊密經貿關係安排」。近60%受訪公司表示會將「安排」納入明年的業務規劃範圍。

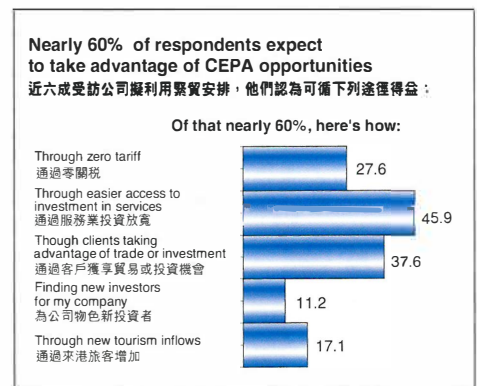
受訪公司認為「安排」給它們帶來的最大益處，是放寬在內地投資的條件。貨物貿易方面，27.6%渴望從輸往中國其他地方產品獲享的零關稅得益。另外，17.1%則期待來港旅客增加能為其業務增益。

約77.5%受訪公司有意於明年擴展內地業務，多於2002年的72.8%。只有2.7%計劃來年縮減中國業務規模。



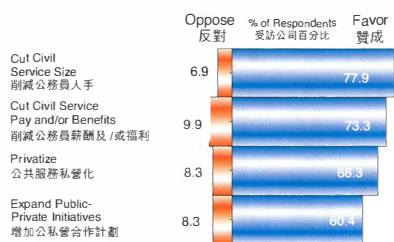
**My company's most difficult problems are ... 公司面對的最大困難**

| Problem                        | 2002  | 2003  |
|--------------------------------|-------|-------|
| Slow economic growth (經濟放緩)    | 68.4% | 46.9% |
| Obtaining financing (融資)       | 8.6   | 6.9   |
| Cash flow (現金周轉)               | 14.7  | 16.5  |
| Wage costs (工資成本)              | 36.0  | 33.0  |
| Rental/ property costs (租金/樓價) | 23.3  | 17.8  |
| Obtaining orders (爭取訂單)        | 43.2  | 38.6  |
| Maintaining prices (維持訂價)      | 42.4  | 45.2  |

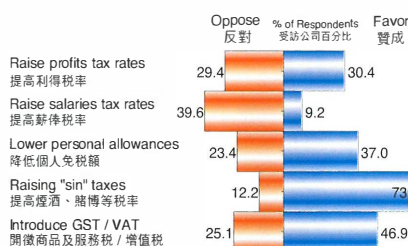




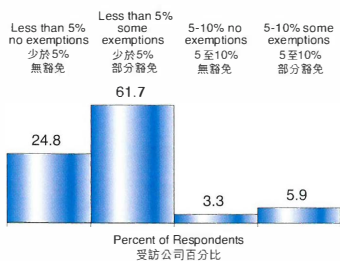
**In finding solutions to the EXPENDITURE side of the budget deficit, would you favor:**  
為解決財赤，您認為在開支方面應優先推行：



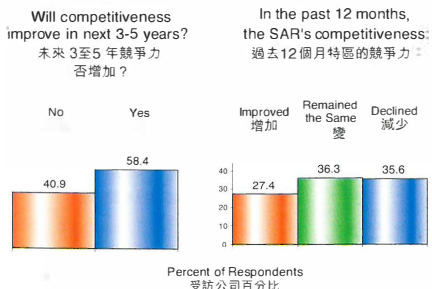
**In finding solutions to the REVENUE side of the budget deficit, would you favor:**  
若須從收入方面著手解決財赤，您認為應優先推行：



**If the government decides to implement a broad based consumption tax, should it be:**  
若政府決定開徵稅基廣闊的消費稅，稅率應定於：



**Competitiveness 競爭力**



overall competitiveness will improve in the next three to five years.

**Mainland operations**

China continues to play a key role in Hong Kong firms' business development plans, especially the Closer Economic Partnership Arrangement (CEPA), with nearly 60 percent of respondents saying CEPA will figure, in one way or another, in their business plans next year.

Among these, the largest group saw easier investment access as the most important contribution. On the goods side, 27.6 percent were looking forward to profiting from zero tariffs on imports to the rest of China, and 17.1 percent think increased tourism flows will help their business.

Some 77.5 percent of those polled also said they plan to expand their operations in the Mainland next year, up from 72.8 percent in the 2002 survey. Just 2.7 percent said they planned to downscale their operations in China in the coming year.

China's membership in the World Trade Organisation (WTO) is viewed as generally positive (86.8 percent) for Hong Kong businesses' development. Some 67.3 percent believe it is positive for their own specific businesses.

**The HKSAR's fiscal situation**

The SAR's fiscal situation received considerable attention in the survey. The clear message that came through in the findings was that there is very strong support for reducing spending, through civil service reform and greater cooperation between the public and private sectors.

Overall, 21.8 percent of respondents said they were satisfied with the SAR Government's performance during the year, 1 percent were very satisfied, and 76.6 percent said they were dissatisfied.

A total of 77.9 percent of respondents support reducing the size of the civil service, and 73.3 percent a cut in civil

service pay and, or, benefits.

However, it is possible that expenditure-cutting solutions will not be able to resolve the deep structural imbalance, therefore, solutions on the revenue side are still needed. The respondents' views on what revenue enhancing measures are best were mixed. Increasing "sin taxes" on alcohol, tobacco, gambling and the like was favored by 73.6 percent, and opposed by just 12.2 percent.

Some 39.6 percent of respondents were opposed to raising salaries taxes, but members seemed evenly split on the issue of raising profits taxes, with 29.4 percent for and 30.4 percent against the idea.

“ Nearly 60 percent of respondents say CEPA will figure, in one way or another, in their business plans next year. 近60%受訪公司表示會將「安排」納入明年的業務規劃範圍。 ”

The eventual imposition of a Goods and Services Tax (GST) or Value Added Tax (VAT) – perhaps in conjunction with lowering other taxes – was seen as a more palatable option with 46.9 percent favouring it, and 25.1 opposing it. If such a tax were to be implemented, 86.5 percent thought it should be levied at no more than 5 percent of the sales price.

“Again, we must stress that respondents believe that expenditure cutting is the priority of the SAR Government, and only if that is not sufficient to resolve the deficit problem do they grudgingly agree to the government increasing revenue,” Mr O'Rear said.

“Also note that we did not go in depth into an analysis of GST and ask the respondents how their views would change if the GST were coupled with other tax concessions,” he added. **B**

Full results of the Business Prospects Survey 2003 can be found at Bulletin Online, [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)





中國加入世界貿易組織，受訪公司普遍 (86.8%) 視之為有利港商發展。約 67.3% 相信這對所屬行業有正面影響。

### 香港特區財政狀況

是次調查發現，特區的財政狀況備受注視。調查結果帶出一個清楚訊息，就是商界大力支持節流，方法包括改革公務員體制及加強公營和私營機構合作。

整體而言，21.8% 受訪公司滿意特區政府年內表現，1% 表示十分滿意，不滿意的有 76.6%。

77.9% 受訪公司贊成削減公務員人手，73.3% 則認為必須削減公務員薪酬及 / 或福利。

不過，單靠節流或許不能完全解決嚴重的結構失衡問題，因而也需同時從收入著手。受訪公司對優先推行某項增加收入措施的意見不一，73.6% 受訪公司支持增加煙酒、賭博等稅率，反對的只有 12.2%。

約 39.6% 受訪公司反對加薪俸稅，但會員對應否提高利得稅的分歧看來不大，分別有 29.4% 及 30.4% 贊成和反對建議。

最終開徵商品及服務稅或增值稅是一個較受歡迎的方案 (一些減稅方案或許會同時推行)，贊成和反對的分別有 46.9% 及 25.1%。如要實施此稅，86.5% 認為稅率不應高於售價的 5%。

歐氏說：「我們想重申，受訪公司認為特區政府應先行節流，若此仍未足以解決財赤，他們才會同意政府開源。」

他續說：「請注意，我們沒有詳細分析商品及服務稅，亦無問及假如如此稅與其他稅項優惠一併推行，他們會否改變目前的看法。」**B**

2003 年「商業前景問卷調查」詳細結果載於《工商月刊》網頁  
[www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)。



**Health Problems Caused By Sick Building Syndrome**

**Key Symptoms**

- irritation and itching of the eyes
- nose and throat irritation
- runny or congested nose
- other flu-like symptoms
- chest tightness
- itchy skin occasionally with the development of rash
- headaches
- lethargy
- poor concentration
- irritability

Three million people die each year from air pollution related illnesses, according to the World Health Organisation reports. Given that indoor air can be two to five times more polluted than the outdoor air, indoor air pollution should be a serious concern for us all, as it can cause lethargy, upper respiratory diseases, weaken our immune system, and cause cancer.

Realising the need for improved air quality in the workplace, the government issued on September 18 "Guidance Notes for the Management of Indoor Air Quality in Offices and Public Places." The move provides a wake-up call to the very real threat that poor indoor air quality (IAQ) poses to our health.

As we usually spend about 90 percent of our time indoors, better indoor air quality can greatly benefit our health, improve productivity, reduce absenteeism at work and enable businesses to get the most out of their employees.

Ilse Massenbauer-Strafe, Managing Director of Oxyvital, a local company that has developed an air quality processing system, said companies are increasingly aware of the need to manage the quality of air in the workplace.

"People are waking up to the fact that they need to protect themselves against poor indoor air quality, not just because it can cause lasting damage to our lungs, but also because they realise it can be a potential breeding ground for diseases," she said.

# The Air We Breathe

Government encourages businesses to improve the indoor air quality of their offices, writes **BRETT CAMERON**

**Benchmarking**

A report released by the Hong Kong Government in 1997 disclosed that 32 percent of our buildings could be considered "sick buildings." More recently, a study conducted by the Chinese University of Hong Kong concluded that 49.6 percent of office workers were clinically defined as having rhinitis (inflammation of the mucous membrane of the nose), and a Hong Kong University study reported that 42.3 percent of school children also suffered from rhinitis.

Current indications suggest that over 50 percent of our buildings do not meet the new government IAQ guidelines and, in some cases, may even be considered as "health threatening."

So what can businesses in Hong Kong do? To keep air in the office clean, the air needs to be changed at least 20 times per hour. Bear in mind that the air changes can only be as good as the outdoor air introduced. Good housekeeping has shown to reduce the levels of bacteria and dust in the office by as much as 10 percent.

Those with a green thumb might ask, will growing more plants around the office help? Studies have revealed this is actually detrimental as plants introduce micro-organisms into the environment.

Air filters that contain a commonly used "HEPA" filter and activated carbon can reduce dust and certain harmful elements, but they require frequent maintenance.

Other machines provide ionization, ultraviolet light, and photocatalytic detoxifiers. Some can help reduce bacteria, some dust, and some volatile organic compounds (VOCs), but they are also known to produce ozone, which, when inhaled can damage the lungs.

Ms Massenbauer-Strafe, says companies should ask air purification

system providers not just about how they clean the air, but also if they create any by-products.

"Our Oxyvital technology, for example, uses a natural mineral, zeolites, that processes the pollutant gases down to a size 2,000 times smaller than 1 micron, so it is really breaking down the pollutants, rather than just collecting dust and bacteria in filter-based systems," she said.

Ms Massenbauer-Strafe says a good air quality system needs to be able to take care of all indoor pollution factors: particulates, including airborne bacteria, spores, pollen, and dust; respiratory suspended particulates; and gasses – CO, CO<sub>2</sub>, formaldehyde, radon, volatile organic compounds and NO<sub>2</sub>.

Maintenance costs also need to be factored into the price, such as electricity costs, replacement of parts and filters, etc.

"What might seem to be the cheapest solution at first glance, could end up being the most expensive at the end of the day," she said. "So businesses really need to carefully consider the pros and cons of each system or service before they commit themselves." **B**

*Brett Cameron is Chief, Business Development, Oxyvital. He can be reached at, [brett@oxyvital.com](mailto:brett@oxyvital.com).*

**Common Air Contaminants**

- airborne particles
- volatile organic compounds
- tobacco smoke
- asbestos
- formaldehyde
- radon
- combustion gases
- ozone
- respiratory products and body odours
- micro-organisms



# 呼吸新鮮空氣

政府鼓勵企業改善辦公室內空氣質素 Brett Cameron

世 界衛生組織報告指出，每年有300萬人死於與空氣污染有關的疾病。鑑於室內空氣的污染水平可能較戶外空氣高出兩至五倍，公眾應正視室內空氣污染問題，因為它可導致昏睡、上呼吸道疾病、免疫系統衰退甚至癌症。

政府洞悉有需要改善工作環境的空氣質素，故於9月18日頒佈「辦公室及公眾場所室內空氣質素管理指引」，警惕市民惡劣室內空氣質素對健康的嚴重威脅。

我們一生中通常約有九成時間在室內渡過，因此，良好的室內空氣質素對健康大有益處，在提高生產力、降低缺勤率之餘，亦能助企業僱員一展所長。

專注開發室內質素處理系統的本地公司Oxyvital董事總經理Ilse Massenbauer-Strafe表示，企業愈益明白有需要管理工作環境的空氣質素。

她說：「人們漸漸意識到，保護自己免受惡劣室內空氣質素損害十分

## 病態樓宇綜合症引致的健康問題

### 主要症狀

- 眼睛不適和痕癢
- 鼻腔和咽喉不適
- 流鼻水和鼻塞
- 其他與感冒相似的症狀
- 胸口鬱悶
- 間歇性皮膚痕癢，並出現疹子
- 頭痛
- 嗜眠
- 難於集中精神
- 煩躁

重要，因為它不但會對肺部造成永久損害，而且可能是疾病的溫床。」

### 指標

香港政府於1997年發表的一份報告顯示，本港三成二建築物可視為「病態樓宇」。香港中文大學最近進行的一項研究發現，臨床證實49.6%辦公室員工患有鼻炎（鼻黏膜發炎）。香港大學的研究又顯示，42.3%學童曾患鼻炎。

“ A study conducted by the Chinese University of Hong Kong concluded that 49.6 percent of office workers were clinically defined as having rhinitis.

香港中文大學一項研究發現，49.6%辦公室員工臨床證實患有鼻炎。

目前跡象顯示，逾五成本港樓宇不符合政府新定的室內空氣質素指引，在若干情況下甚至會「危害健康」。

那麼，本港企業能採取甚麼措施？要保持辦公室內空氣清新，室內空氣須每小時更換至少20次。請緊記，室內空氣質素好壞取決於引入的室外空氣。完善的內務管理證明能降低辦公室的細菌和塵埃含量達一成。

環保人士或會問道，在辦公室周圍栽種多些植物可否改善空氣質素？研究發現，此舉其實有害，因為植物會在辦公室內衍生微生物。

裝有常用「高效率微粒空氣」濾嘴兼含活性炭的空氣過濾器，可減少塵埃和若干有害物質，但卻須經常保養。

其他設備利用電離作用、紫外光

### 常見的空氣污染物

- 空氣中的粒子
- 揮發性有機化合物
- 二手煙
- 石棉
- 甲醛
- 氫氣
- 燃燒氣體
- 臭氧
- 呼吸產物和體味
- 微生物

或光催化解毒器，其中一些設備有助減少細菌、塵垢和若干揮發性有機化合物，但同時證實產生臭氧，吸入後會損害肺部。

Massenbauer-Strafe 表

示，企業不但須清楚空氣淨化系統的功能，還應向供應商瞭解系統會否產生副作用。

她說：「例如，Oxyvital技術採用一種天然礦物沸石，它可將受污染氣體分解至比直徑1微米細2,000倍的大小，所以能真正分解污染物質，而非只用過濾系統收集塵埃和細菌。」

集塵埃和細菌。」

她續說，良好的空氣質素系統能處理所有空氣污染物：粒子，包括空氣中細菌、種子、花粉和塵埃；可吸入懸浮粒子以及氣體，如一氧化碳、二氧化碳、甲醛、氫氣、揮發性有機化合物和二氧化氮。

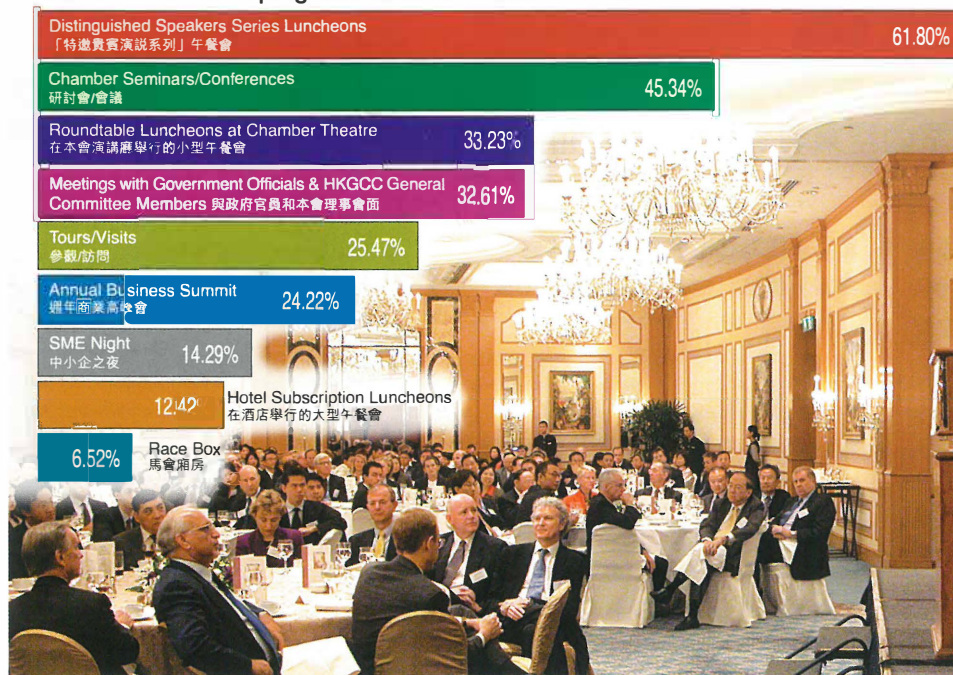
保養成本亦須在考慮因素之列，其他使費包括電費、更換零件和過濾器等費用。

她說：「驟眼看來最便宜的解決方案，最終可能變得最昂貴。因此，企業確須仔細研究每種系統或服務的好處，才作出投資決定。」B

Brett Cameron 為 Oxyvital 業務拓展總監，電郵：brett@oxyvital.com。



Most-liked Chamber programmes 在本會各種活動中，您最喜歡：



# HKGCC Scores High Marks in Members' Survey

Members rate the Chamber's business services highly, but they would like to see more leisure and social events, a recent survey shows

## Overall ranking high

The Hong Kong General Chamber of Commerce continues to rank highly among all trade associations in Hong Kong, the latest survey of Chamber members shows.

Some 82 percent of respondents rank the Chamber in the upper quartile, or as the best business association in Hong Kong, compared to 74 recorded in the Chamber's last survey conducted in 2001.

"We are delighted that the hard work that the Chamber has put in over the last two years has been appreciated by our members," Chamber CEO Dr Eden Woon said. "We have taken the results of our 2001 survey and implemented members' suggestions to better serve

them, and we will do the same with the results of this survey."

Members gave the Chamber's performance, operations, and professionalism of the secretariat and CO service the highest rating of 99 percent, up from 97 percent in 2001. Other aspects of Chamber service also got extremely high marks from members. Service attitude and response of staff was rated at 98 percent, up from 93 percent in the last survey, while 99 percent of respondents praised the leadership of the General Committee and its relationship with members, which jumped from 74 percent in 2001 to 97 percent this year.

From respondents' feedback regarding "the most dissatisfied" facet of

the Chamber, overuse of fax, post and email was the biggest concern.

"This is something that we are looking into," Dr Woon said. "We are in the process of seeing if we can be more selective and prudent in the type of information that we communicate to members, without causing any shortfall in the type of information that they are interested in receiving."

## Most valued services

Members said they regarded information as the most valued service provided by the Chamber, followed by business opportunities & networking, programmes and representation. The three most welcomed information services are *The Bulletin* at 66 percent, up



# 總商會獲會員高度評價

近期一項調查顯示，會員非常喜歡本會的商業服務，惟願本會舉辦更多消閒社交活動

## 整體評價高

**根** 據本會近期一項調查所得，在本港眾多商貿組織之中，總商會持續獲得會員高度評價。

約82%受訪會員公司認為，總商會屬香港最佳或優秀商貿組織之列。在2001年本會同類調查中，74%受訪會員持有這種想法。

總商會總裁翁以登博士評論調查結果時表示：「總商會過去兩年的努力，得到會員認同，我們深感高興。本會依據會員在2001年調查中提出的建議，不斷改善會務，今年亦會如此。」

今年有99%受訪會員認為，本會營運、秘書處專業水準、簽證服務的表現最佳，較2001年的97%更高。總商會其他種類服務所得的評價亦不相伯仲，例如，員工服務態度和回應這一項從上次調查的93%升至98%。另外，理事會的領導能力獲得99%受訪會員讚賞。至於理事會與會

員的關係，則由2001年時的74%躍升至今年的97%。

根據受訪公司回應，本會向會員發出的傳真和郵遞次數過多，是他們最感不滿的一環。

翁博士說：「我們關注這個問題，看看如何能為會員揀選最合適、實用，且是他們最感興趣的資訊。」

## 最具價值服務

會員認為資訊是本會價值最高的一類服務，其次是營商機會、商務脈絡、活動和工商界代表。三類最受會員歡迎的資訊服務是《工商月刊》(66%，2001年60%)、香港經濟分析及商業調查(48%)、總商會網站(44%)。

會員對本會活動的評價亦高，45%受訪會員最喜愛本會舉辦的研討會和會議，另有33%最喜歡小型午餐會。會員表示，「特邀貴賓演說系列」在本會各種活動中最具吸引力，62%受訪會員熱衷參與。

與2001年調查相若，39%受訪公司認為本會活動，尤其是午餐會，是他們拓展商機和人脈的理想平台。與到訪官員和工商代表會晤這類活動，所得評價亦高，38%受訪會員認同。

與中國有關的活動，如赴內地考察，拜訪內地官員，以及關於珠江三角洲和「更緊密經貿關係安排」的工作，均備受會員欣賞。

## 工商界代表

對於本會在代表工商界權益、游說政府等方面的工作，會員普遍感到滿意。受訪者認為，本會在透過傳媒發表言論有良好表現之餘，對「安排」和沙士所做的工作亦十分出色。

## 聯繫情誼

受訪者認為本會可改進的地方，包括促進會員的歸屬感及與會員的關係。

翁博士說：「會員曾於2001年提出這個建議，我們因此推出多項消閒聯誼活動，計有季度聯歡晚宴、定期的高球同樂日、每月一次的歡樂時光，以及本會轄下委員會定期舉辦的酒會。」

「儘管如此，我們仍須努力，仔細研究會員最渴望本會舉辦哪種『軟性活動』，俾能鞏固聯繫和歸屬感。」 **B**

from 60 percent in 2001, Hong Kong economic analysis and business survey (48 percent), and the Chamber Web site (44 percent).

Chamber programmes also scored a high approval rate. Some 45 per cent of members said they valued the seminars and conferences organised by the Chamber, followed by roundtable luncheons, at 33 per cent. Members said they found the Distinguished Speaker Series of luncheons the most attractive of all Chamber programmes, with 62 percent of respondents saying they enjoyed the events.

Similar to the results of the 2001 survey, 39 percent of respondents said they feel Chamber programmes, especially luncheons, are the preferred platform for business opportunities

and networking. Meetings with incoming officials and business delegations also ranked highly at 38 percent.

China-related programmes, missions to China to meet with officials, and work relating to the Pearl River Delta and Closer Economic Partnership Arrangement (CEPA), were also highly regarded by members.

## Representation

Members said they were generally satisfied with the Chamber's work in representing their interests, and lobbying of government. Respondents said the Chamber had done a very good job in working with the media, its excellent work relating to CEPA and its initiatives during the SARS crisis.

## Camaraderie

One area where respondents said that the Chamber could do better was in strengthening its sense of belonging and fellowship.

"Members also raised this issue in our 2001 survey, and as a result we initiated a number of leisure and social events, including the Chamber's quarterly Dinner Club, regular golf outings, monthly happy hour, in addition to regular cocktails hosted by different committees within the Chamber," Dr Woon said. "Even though we now run a wide range of such events, it appears that more needs to be done. So we now have to carefully examine how we can provide them with the type of 'soft functions' that they want to strengthen fellowship and sense of belonging amongst members." **B**



# Directing Customers Your Way

The Chamber's online Hong Kong Business Directory is a gold mine of information and opportunities. **ALFRED CHAN** explains how members can get the most benefit from what is often praised as one of the best business directories in town

**O**n an average day, the Chamber's Hong Kong Business Directory gets just under 10,000 hits, making it the most popular section of the Chamber's Web site.

The directory basically provides a platform for businesses to reach Chamber members and pursue possible business cooperation. But according to the Chamber's Senior Director for Operations, Dr YS Cheung, the service expands far beyond that of a basic directory.

"Companies can use the directory as a shop window to not only promote their products and services, but also the image of their business," he said.

For example, by using the online updating system, COMIUS, members can update and maintain the information about their companies online themselves whenever and as often as they wish.

"So if members take the time to add the information, they can in effect have their own company Web site hosted by the Chamber," he added. "Members can even name their directory page to provide fast access to its customers (e.g. <http://www.chamber.org.hk/BRAZILBANK/>)."

Some of the most accessed member pages on the directory are the richest in content. Companies that put photos of their CEO, company logo, products or factory, company background and activities into the directory are telling visitors much more about their company, promoting their business, and helping visitors feel comfortable about contacting them.

Members can also take that one step further and set up an online catalog carrying photos and details of their products using the Chamber's e-Catalog service, which members can try for free for three months. If they use the free press release hosting service, or paid newsletter service, they will also have a link on the release linking to their directory records.

"The more members put into this free service, the more they get out of it. If you simply put your company name and contact details, who in all honesty is going want to do business with you?" Dr Cheung asked. "But if you explain about your operations, your products and services, have a photo of the CEO, your office, and product samples in the e-Catalog, then visitors would be much inclined to contact you."

Obviously, not every enquiry results in business transactions, but Mr Cheung estimates that eight out of every ten enquiries results in some form of business cooperation. This may be a new supplier of Christmas decorations, for example, or could even be proposal for a joint venture.

"You never know who is out there looking for just the product or service you have," he says. **B**

*Alfred Chan is the Chamber's Information Technology Manager. He can be reached at, [alfred@chamber.org.hk](mailto:alfred@chamber.org.hk)*

## 穿針引線好準備

總商會網上「會員名冊」蘊藏寶貴資訊和商機，向獲譽為全城最佳企業名冊之一，**陳宗元**闡釋會員如何能從中受惠

**香**港總商會網上「會員名冊」每天瀏覽頁次接近一萬，受歡迎程度居本會眾多專題網頁之首。此名冊的主要用途是方便各行各業接觸本會會員，發掘商務合作機會，但總商會營運副總裁張耀成博士稱，名冊的服務範圍遠超一般商用指南。

張博士說：「公司不僅可借此名冊宣傳產品和服務，也可推廣企業形象。」

舉例而言，會員利用網上資料更新系統 (COMIUS)，便能隨時自行通過互聯網更新公司資料，方便快捷。

他續說：「所以，如會員自行增補資料，其公司網頁便其實寄存於總商會網站。會員亦可為公司網頁定名 (如 <http://www.chamber.org.hk/BRAZILBANK/>)，以便更快地與顧客連繫。」

名冊中瀏覽次數最多的會員公司網頁，圖文並茂，通常載有公司總裁、產品或廠房相片、公司徽號，以及詳盡的公司背景和業務資料，既收宣傳之效，亦使瀏覽人士安心與他們聯絡。

會員還可進一步利用本會的「電子產品目錄」服務，設立一個專用網頁，以登載產品相片和介紹。會員可以免費試用這項服務三個月。此外，不管會員使用本會的新聞稿或企業通訊刊登服務 (前者免費，後者酌量收費)，均可將資料連結到名冊中的公司網頁。

張博士說：「會員愈多使用免費的企業名冊，得益便愈多。如您只列出公司名稱和聯絡資料，不諱言，誰會願意跟您交易？如您詳細解釋公司業務、產品和服務，又展示總裁、辦事處的相片，再加上電子目錄中的產品樣本，相信訪客會較樂意與您聯絡。」

誠然，不是每宗諮詢都能促成交易，但張博士推測，每十項諮詢便有八項會促成若干形式的商務合作，譬如，物色到聖誕裝飾的供應商或準合作夥伴。

他總結道：「需求閣下產品或服務的人士可能隨時出現，做好準備，方為上算。」**B**

*陳宗元為香港總商會資訊科技經理，  
電郵：[alfred@chamber.org.hk](mailto:alfred@chamber.org.hk)*





U.S. Ambassador to China, Clark T Randt, speaks to members at a Chamber Distinguished Speakers Series luncheon on November 11. 美國駐華大使雷德在 11 月 11 日總商會「特邀貴賓演說系列」午餐會上向會員發表演說。

## Sino-US Relations

Relations between China and the United States are at an unprecedented high, but certain issues need to be tackled to keep both nations' interests on the right track

“China has come a long, long way since I first visited on business in 1974,” U.S. Ambassador to China, Clark T Randt, told members at a Chamber Distinguished Speakers Series luncheon on November 11. “Who would have thought that a mere 29 years after my first visit, Beijing would suffer from perpetual urban bumper-to-bumper gridlock; boast of a car-owning, cell phone-toting middle class; have two public stock exchanges; ...membership in the WTO; and successfully launch a man into space.”

China’s rapid development has earned itself a reputation as a

responsible and integrated member of the global community, sharing vital strategic interests with the U.S. However, in other areas, Chinese positions and practices are not always on the same track as the U.S., especially issues of human rights, religious freedom, and trade.

“A major lynchpin of the United States-China relationship is our important, broad ranging and mutually beneficial bilateral economic and trade relationship,” he said.

As the United States’ fourth largest trading partner, total two-way trade between China and the U.S. reached US\$147 billion dollars last year.

However, Congress has taken note of the United States’ US\$103 billion dollar bilateral trade deficit with China in 2002 and forecasts that this deficit amount will rise to \$130 billion dollars this year.

“This growing imbalance has given rise in Washington to questions of basic fair play. Has this one-sided trade result been achieved on a truly level playing field? Or are American companies and workers competing in a rigged contest?” Ambassador Randt asked.

As a result of such questions, Congress has recently introduced a number of bills, including a bill that would impose a 27.5 percent tariff on Chinese-made goods across the board



# 中美關係

## 中美關係空前高漲，但若干問題尚需化解，以保障兩國利益

**美**國駐華大使雷德在 11 月 11 日本會「特邀貴賓演說系列」午餐會表示：「自 1974 年我初次商務訪華以來，中國發展一日千里。誰會料到在 29 年後的今天，北京會長期受到城市交通擠塞困擾；擁有自置汽車和流動電話的中產階級崛起，更已設有兩間證券交易所……晉身世貿成員，甚至成功征空呢？」

全賴經濟迅速發展，中國在國際間扮演著可靠而合作的夥伴角色，贏得稱譽，亦與美國共享重要策略利益。但在其他方面，尤其是人權、宗教自由和貿易，中國的立場和處理手法未必與美國一致。

他說：「中美關係主要繫於雙方重要、廣泛而互惠的雙邊經貿關係。」

中國是美國第四大貿易夥伴，中美進出口貿易總值達 1,470 億美元。然而，美國國會指出，2002 年美中雙邊貿易錄得赤字 1,030 億美元，預測今年將上升至 1,300 億美元。

雷德大使問道：「雙方貿易愈益失衡，已引起華府對基本公平原則的種種疑問。這種不平衡的貿易表現，是否真的源於公平的競爭環境？抑或美國公司和工人正在陷入一場不公平的競賽？」

因此，美國國會最近提出多項議案，其一是向中國製品劃一徵收 27.5% 進口關稅，另一是要求廢除中美的永久正常貿易關係。

他說：「布殊政府反對這些議案，我要重申，我們反對這些建議。不過，這些行動證明，很多美國人認為美中貿易並不公平自由。」

中國於 2001 年加入世界貿易組織，同意遵守以規章為本的國際貨物

和服務貿易制度。中國入世快將兩年，在履行入世承諾進展良好。例如，中國已修訂或廢止約 3,000 條不符合世貿規定的法例和規例。

他說，雖然美國已實踐世貿承諾，向進口美國的中國產品開放市場及降低關稅，但中國並未完全兌現給予美國貨品和服務的市場准入承諾，包括貿易、分銷和金融服務多個重要

主義、化解北韓核武危機以至能源和流行病學等。

他說：「一如美國，中國明白北韓問題和任何有關的全面和解方案，皆涉及南韓、日本及俄羅斯的主要國家安全和其他利益。」

美中兩國亦繼續在反恐問題上緊密合作。美國於七月簽署的貨櫃安全協議，允許美國海關檢查員在三個中



There is widespread conviction in the U.S. that the United States' trade with China is not free and fair trade, says Mr Randt. 雷德表示，很多美國人認為美中貿易並不公平自由。

領域，而且在關稅配額和農業貿易方面仍欠透明度。

雷德大使亦呼籲中國更著力保護知識產權，以及改用市場主導的浮動匯率機制。

他說：「我們憑多年經驗得知，各種嚴格規限往往妨礙市場正常運作。我們需要開放、存在競爭，且少受甚至不受干預的市場，以確保人才和資本投資能發掘最佳意念和機遇。」

除全球化和貿易投資方面的共有利益外，美中還在眾多關鍵問題上擁有共同利益及通力合作，計有反恐怖

國港口檢查運往美國的貨櫃，從該三個港口運往美國的貨櫃量佔進口美國貨櫃總數 8%。

美國正鼓勵在維持國家利益、互惠和開放的明確原則下，與中國進行雙邊交流。

雷德大使說：「中國和其領導人皆深明這點。在 21 世紀，中國必將在亞太區發揮強大影響力。中國幅員遼闊，有超過 13 億人口，不容忽視。中國以積極和負責的態度與國際社會緊密合作，世界必定更加安全、穩定和繁榮。」



and another that calls for the repeal of permanent normal trade relations with China.

“The Bush administration opposes these bills – let me repeat – we oppose these proposals. However, these actions demonstrate the widespread conviction in the U.S. that the United States’ trade with China is not free and fair trade,” he said.

China joined the World Trade Organization in December 2001, agreeing to abide by its rules-based system that governs international trade in goods and services. China is now finishing its second year of WTO membership and has made great progress in implementing its WTO accession commitments. For instance, China has amended or rescinded some 3,000 laws and regulations that were found not to be WTO compliant.

While the market access and lower tariffs promised under the WTO for Chinese goods imported into the United States have been delivered, the promised market access for U.S. goods and services in China has not been

realized in a number of important areas, he said. These include trading, distribution and financial services, and in the continuing lack of transparency with respect to tariff rate quotas, in addition to agricultural trade.

Ambassador Randt also called on China to more vigorously protect intellectual property rights, and to move towards a floating, market-driven exchange rate mechanism.

“We have learned over the years that rigidities of all kinds tend to distort the proper functioning of markets,” he said. “Open, competitive markets, with little or no interference, are needed to ensure that people and investment capital can seek out the best ideas and opportunities.”

In addition to shared interests in globalization, trade and investment, the United States and China share common interests in and cooperate on a broad scope of critical issues, from counter terrorism to achieving a non-nuclear Korean peninsula; from energy to epidemiology.

“China, like U.S., recognizes the vital

national security and other interests of South Korea, Japan and Russia in this issue and in any comprehensive settlement,” he said.

The two nations also continue to cooperate closely on counter terrorism issues. In July, the U.S. signed an agreement on container security, allowing U.S. Customs inspectors to check containers bound for the United States in three Chinese ports, which account for 8 percent of the total container traffic arriving in the United States.

The U.S. is now encouraging bilateral exchanges with China based on a clear sense of national interest, reciprocity and transparency.

“China and its leaders clearly understand this. In the 21st century, China will inevitably exert a powerful influence in the Asia-Pacific region. Size does matter. Over 1.3 billion people cannot be ignored,” Ambassador Randt said. “A China that is positively and responsibly engaged with the international community will make the world a safer and a more stable and prosperous place.” **B**





## Creative Industries Tapping Hong Kong's Creative Juices



The creative industries have been growing at an average of 6.1 percent between 1996 and 2001, says Dr Hui, (centre). 許焯權博士 (中) 稱，1996 至 2001 年間，創意產業年均增長率 6.1%。

Hong Kong needs to start tapping its creative juices to drive forward the economy instead of just comparing how creative industries contribute to the cultural capitals of London, Paris and New York.

The debate about how much creative industries contribute to Hong Kong's economy has been given new round of life with the release of a study from the Centre for Cultural Policy Research, at the University of Hong Kong.

Dr Desmond Hui, the centre's director, explained at the Chamber's November 5 roundtable luncheon that creative industries (excluding government organisations) accounted for 3.8 percent, or HK\$46.1 billion, of Hong Kong's gross domestic product (GDP) in 2001, down from 4.1 percent in 1996. That figure jumps to 6 percent if the government's contribution is included.

In revealing the methodology behind the study, he also pointed out that since 1996, which was a very good year for Hong Kong's economy, the ensuing years were among the worst that Hong Kong's economy has experienced, so some decline was to be expected.

To provide some perspective of how

important that 3.8 percent is to the economy, he said the wholesale and retail sector contributed 3.7 percent to the territory's GDP in 2001.

Interestingly, the sector employed 5.3 percent of the workforce in 2002, up slightly from 5 percent in 1996, which is a result of 5,496 more establishments being set up over the period. Another surprising finding from the study is that 94 percent of people working in the creative industries are employees, rather than self-employed free spirits, which is often the case in the cultural capitals of the world.

Danny Yung, Artistic Director, Zuni Icosahedron, also speaking at the luncheon, said conservative Asian bankers' may make it difficult for aspiring talent to find capital to bring their ideas to fruition.

"In London, bankers are very enthusiastic about backing creative industries because they realise their potential," he said, adding that he hopes more financial assistance, such as the government's SME loan scheme, can be used to finance more creative start-ups. **B**

Visit Bulletin Online for the full survey, [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)

## Chamber Golf Outing

Golf lovers enjoyed the fresh air, beautiful greens and fellow golfers' company during the Chamber's golf outing to Shenzhen's luxurious Mission Hills Golf Club on November 5. Some 38 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 & Nearest the Pin*  
Leo Tang, Eagleton Direct Exports Limited

*1st Runner-up & Longest Drive*  
K S Cheung, Golden Tex Trading Co

*2nd Runner up*  
Tak Ming Chu, Yek Tak Food (Int'l) Co Limited



## 高爾夫球同樂日

38名會員於11月5日置身於柔柔綠茵之中，一面享受清新空氣，一面與良伴較量高爾夫球技。當天，本會假深圳西麗觀瀾湖高爾夫球會鄉村俱樂部為會員安排精彩的戶外高球賽，他們在賽後享用自助午餐，得獎的會員當然格外歡欣。

### 點將錄

*冠軍及最近旗桿獎*  
鄧亞雄 鷹高頓有限公司

*亞軍及最遠距離獎*  
張國新 金鷹貿易有限公司

*季軍*  
朱德明 億達食品(國際)有限公司





## Luncheon with Liaoning Governor Bo Xilai

A very charismatic Bo Xilai, Governor of Liaoning Province, impressed the audience with his eloquence and esprit at a Chamber luncheon on November 20. Weaving his way from table to table in the Ritz Harbour Room to talk to guests before and after his speech, the governor even took time out of his luncheon to exchange witticisms with the pack of photographers covering the event.

During his brief speech, Mr Bo told members that private investment will drive economic growth in Liaoning Province under the Central Government's policy to revitalise the Northeast of China, once the industrial heart of the country.

Foreign direct investment in Liaoning grew by 25.8 percent from 2001 to US\$3.92 billion last year, and Mr Bo said he expects that figure to reach US\$5 billion this year. Much of that growth will come from Hong Kong and Taiwan investors. Private sector investment in the province, once the stronghold of China's state-owned enterprises, now comprises about 40 percent of the local economy, he said.



## 遼寧省省長薄熙來午餐會

遼寧省省長薄熙來極具魅力，在 11 月 20 日本會舉行的午餐會上，他以口才和魄力給與會者留下深刻印象。在麗嘉酒店海港廳演說前後，薄省長在宴桌穿梭，與賓客談話，樂此不疲，更與在場採訪記者閒聊，談笑風生。

在簡短的致辭中，薄省長向會員表示，東北部曾是中國的工業重地，中央政府已定立政策重振該地經濟，私人投資將帶動遼寧省的經濟增長。

遼寧省去年的外來直接投資總計 39.2 億美元，較 2001 年增加 25.8%。薄省長預算今年總額會近 50 億美元，增長主要來自香港和台灣投資者。他說，該省企業過往以國營企業為主，目前，私人投資佔當地經濟約四成。



## SOE Reform China Goes Corporate

The two biggest myths about China's economy are: 1) that it consists of moribund state-owned companies and dynamic private companies; and 2) that the goal of economic reform is to create more private ownership and greater corporate efficiency.

According to Arthur Kroeber, Managing Editor, China Economic Quarterly, "The goal of state sector reform in China is not to create 'efficient companies,' but to make state control of the economy more effective."

Speaking at the Chamber's November 3 roundtable luncheon, Mr Kroeber said this may seem wasteful, but as a fast-growing, continental economy, China can afford a lot of waste.

He theorises that the Central Government's rationale behind this is *zhuada fangxiao*, or "seizing the large and letting go the small." By dominating key domestic industries, these state-owned enterprises will continue to have a profound influence in China socially and just how fast private companies will be allowed to grow. But also, by virtue of their size, they will also command respect and be able to compete globally.

To achieve these goals, "They need to adopt modern management practices to achieve basic efficiencies, but corporate



efficiency is not the central goal," he said.

The rationale behind easing restrictions on small businesses (*fangxiao*) include job creation, generating revenue streams for local governments and reinforcing social stability. As such, Mr Kroeber said he doesn't expect a "big bang" privatisation movement in China, rather "a hundred little firecrackers."

He also predicts that the Central Government clearly intends to maintain control of the economy, rather than privatise, which will drive China's strong economic growth and assure government control.

As a result, "National champion" SOEs will emerge on the world stage, while the entrepreneurial state and quasi-state firms will create wealth, he said.

*Members can listen to Mr Kroeber's entire speech at Bulletin Online, [www.chamber.org.hk](http://www.chamber.org.hk)*

國際層面競爭。

他說：「要實現目標，國企需要採用現代化管理，以達致基本效率，但營運效率不是主要目標。」

放寬對小型企業管制(放小)的理由包括創造職位、為地方政府開源和保持社會穩定。葛氏因此表示，他不預期中國會出現「巨響」式的私營化行動，而只會是「大量零星」的小型活動。

他亦估計中央政府明確有意維持對經濟的控制，而不是推展私營化，目的是確保中國經濟強勁增長和政府的控制權。

所以，他說，「領先全國」的國企會登上國際舞台，富創業精神的國企和半國企則負責創富。

葛氏演說全文載於《工商月刊》網頁 [www.chamber.org.hk](http://www.chamber.org.hk)。

## 創意產業 利用創意推經濟

香港需著手利用創意驅動經濟，而不應只管比較創意產業為倫敦、巴黎、紐約等文化都會所作的貢獻。

香港大學文化政策研究中心近期發表的研究報告，再次激起創意產業對香港經濟貢獻的辯論。

該中心總監許焯權博士在香港總商會11月5日小型午餐會解釋，2001年創意產業(政府機構除外)佔香港本地生產總值3.8%，即461億港元，較1996年4.1%下跌。然而，若計入政府的貢獻，3.8%便可跳升為6%。

述及研究方法時，他指出1996年香港經濟旺盛，惟隨後數年香港又再陷入嚴重經濟衰退，創意產業對本地生產總值的貢獻因而減少。

為闡明3.8%對經濟的重要，他引用批發和零售業於2001年貢獻本地生產總值3.7%來作比較。

有趣的是，創意產業從業員人數從1996年佔勞動人口5%，微增至2002年5.3%，原因是期內從事這門行業的公司增加了5,496間。另一令人詫異的研究結果是，創意產業從業員94%為僱員，但在國際文化都會，從業員大多為自僱的自由創作人。

午餐會另一講者進念二十面體藝術總監榮念曾表示，保守的亞洲銀行家或會令富才華的有志人士難於尋找資金，實踐創意。

他說：「倫敦的銀行家卻非常熱衷扶助創意產業，因他們認同後者能發揮潛能。」他亦希望能有更多資助，如政府的中小企貸款計劃，能用於扶持新成立的創意企業。 **B**

研究報告載於《工商月刊》網頁 [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)。

## 國企改革 中國推展企業化

中國經濟存在兩大神話：一是式微的國營企業與活躍的民營企業並存；二是經濟改革的目標是創造更多民營企業，並提升營運效率。

然而，《中國經濟季刊》管理編輯葛藝豪指出：「中國改革國營企業，並不旨在創造『具效率的企業』，而是在於壯大國家對經濟的控制權。」

葛氏在本會11月3日小型午餐會上表示，此舉看來或許會造成浪費，但中國經濟騰飛，可支持大量浪費。

他將中央政府的改革舉動定義為「抓大放小」。國營企業主導重要產業，就能繼續其對中國社會和民營企業增長速度的強大影響力。基於國企規模龐大，它們亦能受到尊重，並在



## Luncheon with China's First Astronaut Yang Liwei

China's first astronaut, Yang Liwei, spoke to the business community of Hong Kong at a joint luncheon on November 4. Those attending the event found it hard to control their feelings of meeting China's first astronaut as they energetically pushed to have their photo taken with Mr Yang and to get his autograph. Mr Yang, despite getting so swamped by enthusiastic fans, impressed many attending the luncheon with his composure and humility in greeting the crowds. Members can listen to Mr Yang's speech at Bulletin Online, [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)



## 中國首位宇航員楊利偉午餐會

中國首位宇航員楊利偉於11月4日聯合午餐會向香港工商界講話。出席此項活動的人士見到楊氏時情緒激動，爭相上前要求與他合照，並索取他的簽名。楊氏雖被群眾熱情籠罩，但時刻都表現得誠懇而謙恭，給人深刻印象。楊氏演說全文載於《工商月刊》網頁 [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)。





# CEPA下的港台經貿發展

「香港 — 台北經貿合作委員會」與「中華台北 — 香港經貿合作委員會」第十四次聯席會議



## Taiwanese Firms Looking to Benefit from CEPA

Taiwanese businesses are carefully examining how they can take advantage of the Hong Kong and Mainland Closer Economic Partnership Arrangement, prominent business leaders said at the joint annual meeting of the Taiwan Federation of Industries and HKGCC on November 20.

Wang Chen-fu, Director, First Bilateral Trade Division, Bureau of Foreign Trade from Taiwan, said industries across the Taiwan Strait could pursue division of labour cooperation in their supply chains with Hong Kong firms.

“Taiwan could be responsible for research and development, Hong Kong could be responsible for providing

professional services while the Mainland could concentrated on the labour-intensive side of the operation,” he suggested.

Under CEPA, 273 Hong Kong product codes can be imported into China tariff free starting January 1, 2004, resulting in tariff savings as high as 20 percent. Mr Wang said Taiwanese enterprises could manufacture products with high tariff savings in Hong Kong or develop them in cooperation with their Hong Kong counterparts to take advantage of the zero-tariff benefit.

For trade in services, Jasper F M Shih, Chief Accountant, Hamber Accounting Firm, said CEPA lowers market access

### Comparison of market access for 港商與台商

#### CEPA (Applicable to Hong Kong Enterprises) 緊貿安排(港商適用)

##### Real Estate

Allowed to set up wholly-owned enterprise to engage in activities relating to high-standard real estate projects; and to provide real estate services on a fee or contract basis in the Mainland.

允許獨資從事高標準房地產項目服務及以收費或合同為基礎的房地產服務。

##### Insurance (The maximum limit of capital 保險(保險公司參股

24.9%

Audio visual (Distribution of audio-visual products 視聽(在內地以合資形式

Equity share of Hong Kong firms up to 70%. 港方可以控股不超過 70%。

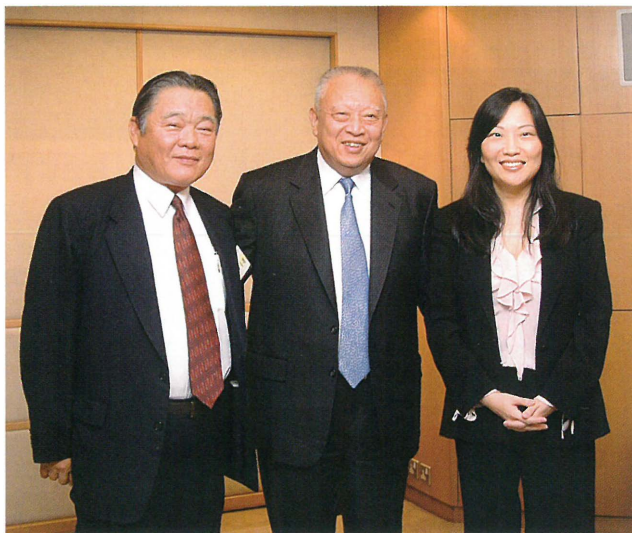
Audio visual (Construct and renovate cinema 視聽(在內地以合資或合作

Majority ownership by Hong Kong firms is allowed. 港方可以控股。

Audio visual (Film making)

Hong Kong companies are free from quotas to produce films with Mainland partners. 與內地合拍電影不受配額限制。

(Extracted from the speech of Jasper F M Shih, Chief Accountant, (節錄自漢邦會計師事務所主持會計師史芳銘的演講資料。)



Ho Jen-shyong (left), Chairman of the Taiwan Federation of Industries, and Chamber Vice Chairman Dr Lily Chiang, meet with HKSAR Chief Executive Tung Chee-hwa, 台灣工業總會理事長侯貞雄(左)、香港總商會副主席蔣麗莉博士與香港特區行政長官董建華會面。





## Hong Kong and Taiwanese enterprises 的內地市場准入比較

### Regulations on Foreign Investment (Applicable to Taiwanese Enterprises) 外商投資法規(台商適用)

#### 房地產

Not allowed to set up wholly-owned enterprise to engage in activities relating to high-standard real estate projects; EJV allowed to provide real estate services on a fee or contract basis in the Mainland.

高標準房地產項目服務不允許獨資；以收費或合同為基礎的房地產服務僅限合資形式。

participation in Mainland insurance companies)  
內地保險公司最高比率)

10%

in the Mainland in the form of joint venture)

從事音像製品分銷業務)

Only CJV is allowed with majority of shares being owned by the Mainland partner.  
限於合作公司，須由中方控股。

theatres in the form of EJV or CJV.)  
方式建設或改造電影院)

Majority ownership only by Mainland enterprises.  
須由中方控股。

視聽(電影製作)

Foreign firms are prohibited from making or distributing films in the Mainland.  
禁止外資在內地製作及發行電影。

Hamber Accounting Firm.)

## 台商探索緊貿安排的好處

台灣工業總會與香港總商會於11月20日舉行年度聯席會議，台灣商界翹楚在會上表示，台商正仔細探討如何能藉內地與香港的「更緊密經貿關係安排」得益。

台灣國際貿易局雙邊貿易一組組長王振福指出，兩岸三地產業結構各有所長，可進行產業供應鏈的分工合作。

他建議：「台灣可專責研發，香港負責專業服務，內地則專注勞力密集產業。」

「安排」下，273項內地稅目涵蓋的港製貨物可享零關稅，當中若干貨品的關稅率降幅更超過20%。王氏說，台商可來港生產或與港商合作開發這些獲得大幅降稅的產品，以享零關稅優惠。

服務業方面，台灣漢邦會計師事務所主持會計師史芳銘表示，雖然「安排」降低香港服務業進入內地的門檻，但台灣同業仍比照外商看待，使得他們在進入中國市場時相對處於劣勢。因此，收購、合併或策略聯盟等活動的吸引力愈來愈大。

香港總商會副主席蔣麗莉博士與他的看法一致，蔣博士說，繼台灣富邦金融收購港基銀行，台灣兆豐金融正計劃收購香港另一家持牌銀行，以通過「安排」進軍內地市場。她形容這些交易印證「安排」能為港台兩地

服務業者帶來新的合作契機。

渣打銀行東北亞洲地區總經濟師郭國全在會上就「安排」作了宏觀剖析，提出在內地經濟快速增長下，「安排」將會發揮更大作用，而自由行動對香港的好處亦會慢慢浮現。

香港專業聯盟副主席劉炳章亦指出，「安排」將便利中小型專業服務公司進駐國內市場。隨著內地一些主要市場如上海日趨國際化，專業服務需求料會日增。

總商會與台灣工業總會在會後簽署合作協議備忘錄，拓展雙方在「安排」下的合作前景。

台灣工業總會一行25人代表團由該會理事長侯貞雄率領，訪港三天，期間拜會了特區行政長官董建華，並與政制事務局局長林瑞麟、貿易發展局及中華總商會代表親切會面和交流。 **B**



A surprise birthday celebration for Mr Ho following a dinner reception on November 20. In the evening of November 20, the dinner reception ended, and the Chairman Ho received congratulations from the attendees, feeling surprised.



requirements for Hong Kong service suppliers in the Mainland, but Taiwanese service suppliers are still viewed as foreign investors. As a result, Taiwanese investors would be at a disadvantage when entering the Mainland market. Therefore, the value of mergers, acquisitions or partnerships become increasingly attractive, he added.

Chamber Vice Chairman Dr Lily Chiang, echoed his comments and highlighted the recent cases of Fubon Financial buying IBA Group in Hong Kong, and Mega Holdings' plans to acquire another licensed local bank to enter the Mainland market through CEPA. Dr Chiang said such business deals that have arisen from CEPA represent exciting business opportunities for both Taiwanese and Hong Kong service companies.

KC Kwok, Chief Economist, NE Asia, Standard Chartered Bank, also speaking at the event, provided a macro analysis of CEPA. He believes that the benefits of CEPA will be magnified by the booming Mainland economy. He also thinks that various sectors in Hong Kong will gradually start to benefit from the "Free Travellers Scheme," which allows Mainland visitors to visit Hong Kong independently.

The Hon Lau Ping-cheung, Vice-chairman, Hong Kong Coalition of Professional Services, said CEPA will help small and medium-sized professional service suppliers access the Mainland market. With major cities in the Mainland, such as Shanghai, becoming increasingly international, demand for professional services is expected to continue rising, he added.

Following the seminar, the Chamber and the Taiwan Federation of Industries signed a memorandum of understanding to jointly explore further business opportunities under CEPA.

The 25-member delegation from Taiwan was led by the federation's Chairman Ho Jen-shyong. During their three-day visit to Hong Kong, delegates met and exchanged ideas with HKSAR Chief Executive Tung Chee-hwa, Secretary for Constitutional Affairs Stephen Lam, and representatives from the Trade Development Council, and the Chinese General Chamber of Commerce. **B**



### IT Applications at Hong Kong Jockey Club

With 80 percent of all punters placing their bets at race meetings within five minutes of a horse race starting, the Hong Kong Jockey Club needs to ensure it can accommodate the hundreds of thousands of hopeful gamblers flawlessly. To do this, it employs a small army of IT staff to keep its IT system tuned to perfection.

"We hold 78 race meetings a year, with each race costing about HK\$4.9 million to hold," Steve Beason, Executive Director, Information Technology, HKJC, told the 47 members who joined the Chamber's trip to the club's Shatin course on November 6. "And with a HK\$10 bet having the potential to win

millions, we have to make sure nothing can go wrong."

To achieve this zero-tolerance for error, the Jockey Club's mammoth technology infrastructure at Shatin is mirrored at its Happy Valley Racetrack.

Most bets are placed at one of the Jockey Club's 116 off-course betting offices, but Mr Beason said online gambling could grow in popularity now that football betting is allowed. People who bet on horses are not that keen using the Internet, he said. People interested in football, however, tend to be younger and are more Internet savvy. This, coupled with the new smart ID cards having built-in e-certificates, could result in more bets being placed online. **B**





## 馬會資訊科技應用

每場賽馬開始前五分鐘，是投注人士的衝刺時刻，八成投注者都是這短短的五分鐘之內落注。香港賽馬會為此需要準確無誤地接受數十萬满怀希望的人士投注，該公司設有一小隊精銳的資訊科技人員，致力確保資訊科技系統分毫不差。

11月6日，本會47名會員參觀



香港賽馬會的資訊科技運作，馬會資訊科技行政總監 Steve Beason 向會員說：「馬會每年舉行 78 個賽馬日，每場賽事投注總額達 490 萬港元。落注 10 元，便有機會贏取數百萬元彩金，因此我們不能出錯。」

正因不能出錯，馬會沙田馬場的科技基建與跑馬地馬場連網。

大部分投注都是在馬會 116 個場外投注站收到，但 Beason 預期，隨著足球博彩推出，網上投注會愈受歡迎。喜愛賭馬的人多不愛使用互聯網，但鍾意賭波的人較年輕，故亦較多上網投注。新的智能身分證內置電子證書，故此估計越來越多人會透過互聯網落注。 **B**





# Franchising Quality

Quality control and training top franchise associations' concerns at annual meeting in Kuala Lumpur

Representatives of national franchise associations from around the world gathered in Kuala Lumpur in late September to discuss the development of franchising and to exchange views on improving the quality of practitioners.

Top of the agenda at the World Franchise Council (WFC) and the Asia Pacific Franchise Confederation (APFC) Meeting was how to monitor the quality of franchisors.

"Delegates suggested establishing a guidelines for franchising companies on information disclosure, code of ethics, and so on, to ensure the healthy development of franchising activities," Charlotte Chow, Senior Manager, Business Policy of the Chamber and also General Manager of the Hong Kong Franchise Association, said. "The issue would be further discussed at the next meeting of the World Franchise Council May next year."

Franchise training was also seen as important for maintaining quality. A database on training programmes run by individual franchise associations would be set up, which could then be accessed by each franchise association for reference to help them adopt or develop their own training programmes.

Although franchising in China is still a relatively new concept, it is developing very rapidly and franchising communities from around the world are very optimistic about the potential of the Mainland market. Regulations on franchising in China are still unclear, but there are strong indications that a concrete law will be laid out in May 2004, when Beijing hosts the China Chainstore and Franchise Association Franchise Conference and Exhibition. It will also host the next WFC and APFC meetings, also in May. **B**

For more information on franchising, contact Charlotte Chow at, [chow@chamber.org.hk](mailto:chow@chamber.org.hk)

## 特許經營著重素質

出席吉隆坡世界特許經營年會的協會代表，一致看重品質監控和培訓



球各地特許經營協會的代表於九月下旬聚集吉隆坡召開會議，探討未來發展，並就提升特許經營總店的素質交流意見。

世界特許經營議會和亞太區特許經營聯盟最關注的議題，同是如何維持特許經營公司的素質。

香港總商會工商政策高級經理、香港特許經營權協會總經理周育珍表示：「與會代表提議設立一套有關資料披露、營運守則等的指引，以助業界確保特許經營的穩健發展。這課題會於明年五月的世界特許經營協會下次會議上進一步討論。」

在維持特許經營的素質方面，培訓也是重要的一環。各特許經營協會代表同意編制一個培訓活動資料庫，列載各協會舉辦的培訓計劃，以供協會作為制定和發展本身計劃的參考。

特許經營在中國是頗新的概念，但其發展非常迅速，世界各地同業紛紛看好內地市場潛力。即使中國特許經營法尚待確立，有跡象顯示，具體法規會於2004年5月中國連鎖經營協會在北京主辦連鎖業會議暨展覽會前出台。世界特許經營議會和亞太區特許經營聯盟將於屆時召開會議。 **B**

查詢特許經營的資料，請聯絡周育珍，電郵：  
[chow@chamber.org.hk](mailto:chow@chamber.org.hk)。

Representatives of national franchise associations from Hong Kong, Australia, China, Egypt, Japan, Malaysia, New Zealand, Philippines, Singapore, South Africa, Thailand, U.K. and USA, pose for a group photo at their meeting in Malaysia. 世界各地特許經營協會的代表在馬尼拉會議上合照。他們分別來自香港、澳洲、中國、埃及、日本、馬來西亞、紐西蘭、菲律賓、新加坡、南非、泰國、英國和美國。





## Cocktail in Honour of Asia/Africa Consuls General

The Asia/Africa Committee held its annual cocktail reception in honour of Consuls General of Asia-Pacific and African countries in Hong Kong at the Hong Kong Club on November 4. Consuls General from 18 countries mingled with the 60 members who joined the event, hosted by the Chamber's Asia/Africa Committee Vice Chairmen Tam Kwong-lim, Neville S Shroff and Manohar Chugh.



## 亞洲及非洲駐港總領事酒會

11月4日，亞洲及非洲委員會假香港會所為亞太區和非洲國家駐香港總領事舉行一年一度的酒會，代表18個國家的總領事與60名會員歡聚暢談。酒會由香港總商會亞洲及非洲委員會副主席譚廣濂、Neville S Shroff 和文路祝主持。







# Reviving Our Fragrant Harbour

Members on the Environment Committee's tour of Stonecutters Island Sewage Treatment Works see firsthand how efforts to reduce the amount of sewage being dumped into Victoria Harbour are progressing

Five years ago, 1.5 million cubic meters of raw sewage sludge was being dumped into Hong Kong Harbour daily, making Victoria Harbour a disgrace to our world-class city ambitions and an environmental nightmare.

Today, the dreams of a cleaner harbour are starting to come true as half of the raw sewage from Hong Kong Island and certain areas in Kowloon now undergoes secondary treatment, a process that removes 85 percent of the pollutants and produces an effluent almost as clear as drinking water.

During the interim, billions of dollars have been spent to lay the world's deepest sewage pipe network to collect raw sewage from main urban areas of Kowloon and northeast Hong Kong Island and pump it to Stonecutters Island Sewage Treatment Works. This HK\$2.04 billion plant, which went into operation in 1997, is a key element of stage 1 of the Strategic Sewage Disposal Scheme to reduce pollution in Victoria Harbour, under the Harbour Area Treatment Scheme (HATS).

"The total capacity of our pumping facilities is 39.75 cubic meters per second," Beaver Hui, Electrical & Mechanical Engineer, Sewage Treatment Division 2, of the Drainage Services Department, told 25 members who joined the Chamber's trip to the plant on October 30. "We are currently running at about 70 percent of capacity, and have

reduced the amount of sewage being discharged into the harbour by 50 percent."

According to government figures, 95 percent of Hong Kong's population is served by sewage infrastructure. Treatment of most sewage before Stonecutters Island works, however, only involved "primary treatment," through which a process of sedimentation would remove around 30 percent of organic pollutants. "Secondary treatment" treats sewage biologically, removing around 85 percent of organic pollutants.

"To give you an idea of how clean the water is after undergoing secondary treatment, it could be used to farm fish such as carp," Chu Wai-yuen, Senior Mechanical Inspector, Sewage Treatment Division 2, DSD, said.

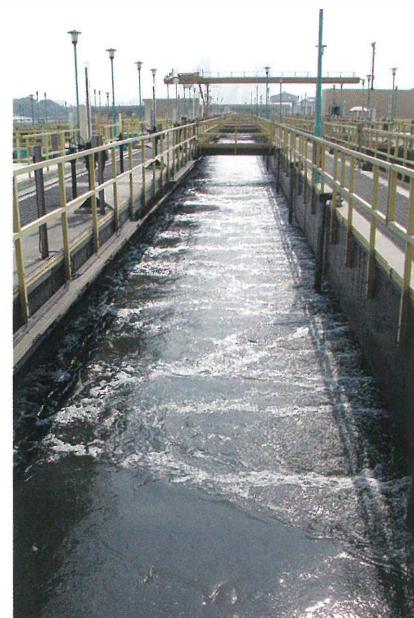
The 25 members on the Environment Committee's tour were eager to see how the plant works, and how sewage is collected, treated and disposed of. Luckily for the group, a strong wind was blowing that day as members wandered along walkways over sewage treatment tanks.

Stonecutters island Sewage Treatment Works can chemically treat 1.7 million cubic meters of sewage per day, which passes through four main areas: pumping, sedimentation, chemical dosing and sludge treatment.

Mr Hui explained that sewage collected at preliminary treatment works

in Kowloon and Hong Kong is first screened and degritted. It is then pumped through the world's deepest sewage pipe network into reception channels at the head of the sedimentation tank complex.

The sewage is then treated with ferric chloride and polymer, before passing through flocculation tanks designed to remove 70 percent of suspended solids and 35 percent of biochemical oxygen demand (BOD). While the primary treatment is a settling process, the secondary process uses oxygen to promote the growth of microorganisms which consume solids in the wastewater. The microorganisms







# 淨化維港

## 環境委員會參觀昂船洲污水處理廠，考察該廠如何致力減少將污水排注維港的進展

**五**年前，每天有 150 萬立方米未經處理的污水排放到維多利亞港，損害香港晉身國際都會的理想，亦破壞環境。

今天，淨化海港工作漸見成效，來自香港島和九龍部分地區的五成污水已可經二級處理，去除 85% 污染物，變得如飲用的食水那麼乾淨。

五年來，當局已動用數十億港元來鋪設全球最深層的污水輸送網絡，收集九龍主要市區和港島東北部所產生的污水，然後送往昂船洲的中央污水處理廠。處理廠耗資 20.4 億港元建成，於 1997 年投產，為「策略性污水排放計劃」首期主要項目，屬「淨化

海港計劃」其中一環，旨在改善維港的水質。

渠務署機電工程師許健華於 10 月 30 日向本會 25 名會員說：「本廠泵送設施目前的污水處理量為每秒 39.75 立方米，約為總處理量的七成，但已將流入維港的污水減少 50%。」

根據政府數據，95% 香港人均使用污水處理基本設施，但污水在輸往昂船洲污水處理廠前，大都只得到「基本處理」，經沉澱去除約 30% 有機污染物。「二級處理」以生物方法處理污水，能去除 85% 有機污染物。

渠務署污水處理部 II 高級機械督察朱偉源說：「為使你們清楚經過二

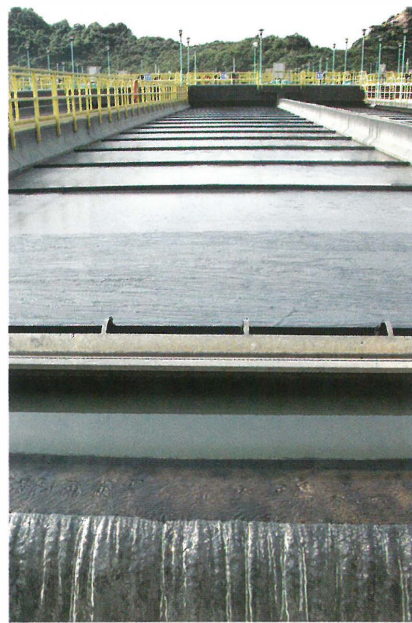
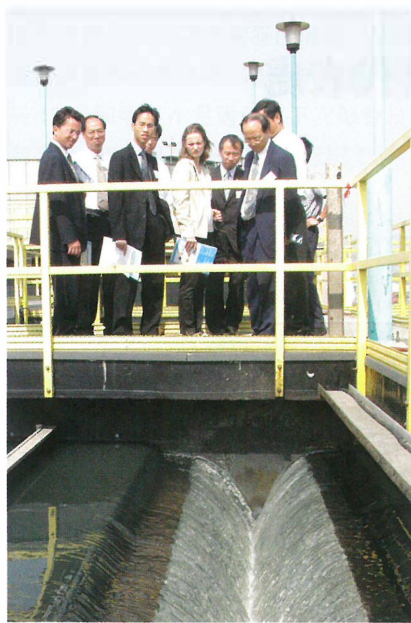
級處理的水的清澈度，我想告訴你們它可用來養魚，例如鯉魚。」

25 名團員對處理廠的運作深感興趣，包括污水的收集、處理和排放方法。會員行經污水處理池旁通道時，天公造美，送來了一陣強風。

昂船洲污水處理廠用化學方法每日處理 170 萬立方米污水，整套方法分為四個程序：泵送、沉澱、化學加工和污泥處理。

許氏解釋，港九基本處理廠收集所得的污水先經掃瞄和隔篩，再泵到世界最深層的隧道輸送系統，進入昂船洲污水處理廠沉澱池組的進口道。

污水經氯化鐵和聚合物處理後，進入絮凝池以去除 70% 懸浮固體和 35% 生化需氧量。基本處理是一個穩定程序，二級處理則用氧氣刺激微生物生長，以吸收廢水中的固體。微生物密度增加，便會沉入池底。整個程序需要兩個半小時，污水進入處理廠經二級處理，再排放到大嶼山附近海





increase their density and then settle out to the bottom of the tank. The whole process, from the time it enters the plant until it is discharged as secondary treatment sewage near Lantau Island takes around two and a half hours. Sludge and scum collected during treatment is shipped in sealed containers and dumped in landfill sites around Hong Kong.

James Graham, Chairman of the Chamber's Environmental Committee, who led the trip, said the facility represents a giant leap forward in the treatment of sewage in Hong Kong. But he stressed that a lot more still needs to be done.

Members questioned why treated water was not used to clean streets or for irrigation, and why sludge was dumped in landfills instead of being converted into fertiliser.

Mr Hui explained that it all boils down to money. The government heavily subsidises water and sewage charges in Hong Kong, paying about \$2 for every \$1 that Hongkongers pay.

"We could further treat the water and sludge to recycle it," he explained. "In Australia, for example, they burn the sludge to make paving flags. We could do that or turn it into fertilizer. The problem is these processes are very expensive and energy intensive and we just don't have the money to do that."



Mr Graham (right) presents a small souvenir to Mr Hui at the end of the Chamber's tour of the sewage treatment works.

會員參觀污水處理廠完畢，關氏(右)向許氏致送精美紀念品。

Mr Graham said that it is very easy to criticise and say more should be done to further treat the effluent and even recycle it. "But you have to keep in mind that this [Stonecutters Island Sewage Treatment Works] is already a major achievement in reducing the amount of sewage being discharged into the harbour. That said, we also hope the government will do more to treat the sewage that is not currently treated." **B**

For more details on the project, visit the Drainage Services Department's Web site at <http://www.dsd.gov.hk>

域。處理過程中收集所得的污泥和浮渣，會用密封容器運送到香港的堆填區棄置。

香港總商會環境委員會主席關正仕帶領會員參觀處理廠，他說處理廠標誌著香港在污水處理方面的躍進，但他強調要做的工作還有很多。

會員詢問為何不用已處理的水來洗街或灌溉，以及污泥棄置在堆填區，而不是改造成肥料。

許氏解釋這是金錢問題。政府大力資助香港的水費和排水費，港人每付出一元，政府便要付兩元。

他續說：「我們會考慮進一步將這些水和污泥循環再用。譬如，澳洲將污泥燃燒來鋪路，我們也許會仿效或將之製成肥料。問題是過程相當昂貴，亦要消耗大量能源，可惜我們資金不足。」

關氏認為，批評容易；建議將污水進一步處理，甚至循環再用，亦不難。「不過，請謹記，(昂船洲污水處理廠)已是淨化維港工作的一大成就，不管如何，我們都希望政府能處理那些尚未處理的污水。」 **B**

查詢污水處理項目詳情，可瀏覽渠務署網頁 <http://www.dsd.gov.hk>。



## 中國國際技術智力合作公司香港代表處 中智香港美唐有限公司

### ■ 您想在內地招聘專才嗎？

中智公司可以為您從內地招聘各類專業人員，並協助辦理到港手續，收費可低至港幣 5000 元。

### ■ 您想在內地成立公司或辦事處嗎？

中智公司可以為您到內地發展提供全方位解決方案的人力資源服務(包括人事代理，人力資源外包，各類培訓等)和提供一站式的內地商務代理服務(包括項目評估，注冊登記，物業租賃，攻關會務，法律諮詢，廣告代理等)。

■ 中智香港美唐有限公司是中國國際技術智力合作公司(簡稱中智)在香港的獨資公司。中智公司為中國國務院屬下內地外企服務最具有競爭力的中央大型企業，是中國人力資源領域最具有實力和影響的國際集團。公司總部設在北京，在上海，廣州，成都，深圳，廈門，青島，江蘇，香港，澳門，日本等地設有分支機構。合作夥伴遍及全國各個省市。中智公司發揮集團網絡化的優勢，為客戶提供跨地區和國際化的服務。中智的服務是您最佳的選擇。

香港北角蜆殼街 9-23 號秀明中心 10 樓 F 室

Tel : 852-28589019

Fax : 852-25468785

Website : <http://hk.ciicsh.com>

E-mail : [ciicshk@hkstar.com](mailto:ciicshk@hkstar.com)





## Chamber Happy Hour

Chamber Happy Hour, held on the last Thursday of every month, continues to attract new and interesting people, with the social get-together for members now firmly established as a great way to network, make new friends or just have a good time. With the Christmas and Chinese New Year holidays coming up, Chamber Happy Hour will take a break in December and January. Our next get-together will be on Thursday, February 26, 2004. See you there!



## 嘗歡樂 添情誼

「總商會歡樂時光」舉行多月以來，已成為會員嚮往的定期聚會，認識新知，聯繫舊雨，一舉兩得，難怪活動不斷有新面孔出現。由於聖誕和春節假期，這個逢每月最後一個星期四舉行的活動，將於12月和明年1月暫停。下次聚會日期為2004年2月26日，切勿忘記！





# Career Prospects Still Gloomy

A recent survey shows that one in four workers in Hong Kong say they could lose their jobs in the coming year

Despite Hong Kong's economic recovery gaining momentum, and signs that the global economy is also picking up steam, there's still plenty of pessimism flowing across the job front in Hong Kong.

More than one in four workers in the trade, tourism and financial services sectors (27.3 percent) say there is a possibility they could lose their jobs in the coming year, according to the second Global Career Confidence Index survey conducted by Right Management Consultants.

This is even higher than in March 2003 when 24 percent felt the axe might fall. The only country with a gloomier career outlook was Great Britain, where 29.1 percent of the workforce said they were vulnerable to job loss in the next 12 months. In the United States, 25.4 percent said that they could lose their jobs, slightly better than the previous 26.6 percent of March 2003.

"Despite an upturn in the stock market, Hong Kong is still wired with negative psychology. There's lingering concern about SARS and the war in Iraq – and recent news about an expanding U.S. economy hasn't sunk in yet. People lack confidence in the world economy and aren't sure conditions will improve," said Stephen Lazar, Managing Principal for Right Management Consultants' operations in the Greater China region. "The results of this survey suggest further deterioration in workers' confidence levels. The Hong Kong economic climate has been very unsettled though it is improving slightly. Hong Kong people are still feeling concerns about their careers as a result."

Employees around the world were uniformly gloomy about job prospects of those made redundant in their respective countries. In 12 of the 17 countries surveyed, two-thirds or more of the workforce said it would be somewhat or very difficult for a laid-off employee to

find comparable work. In Hong Kong, that number was 86.1 percent. The most pessimistic country was Germany, where 96.2 percent of workers said it would be hard for a laid-off employee to find similar-paying work.

"Employers should recognize the high levels of anxiety many of their employees still feel about their job security," Mr Lazar said. "Any workforce reductions should be handled

in a professional and sensitive manner that provides the most support possible to departing employees and sends a reassuring message to employees who remain."

For employees, he suggests that even in good times they need to stay abreast of where their organizations are heading, keep their skills up to date and demonstrate they can make a significant contribution to their employers. **B**

## 就業前景依然黯淡

近期一項調查顯示，香港四分一勞動人口恐來年失業

**儘**管香港經濟復甦加快，亦有跡象顯示環球經濟重拾升軌，香港就業氣氛仍然十分悲觀。

勵達管理顧問進行的第二次「全球就業信心指數」調查發現，超過四分一來自貿易、旅遊和金融服務業的就業人口（佔 27.3%）表示來年有機會失業。

指數較 2003 年 3 月份調查所得結果更高，當時有 24% 受訪者預料會被裁退。是次調查發現，就業前景最黯淡的國家是英國，29.1% 勞動人口預計在未來 12 個月可能失業。至於美國，25.4% 就業人口恐怕會失業，但數字已較 2003 年 3 月調查所得的 26.6% 略低。

勵達大中華區業務執行總裁施建勳說：「雖然股市攀升，香港仍備受負面心理困擾。沙土和伊拉克戰爭的陰影揮之不去，市場亦未能消化近日美國經濟轉強的消息。市民對世界經濟缺乏信心，不肯定轉機會否出現。」

施氏續說：「調查結果反映就業信心持續惡化，儘管香港經濟氣氛正輕微改善，但仍然極不穩定，所以港人對前途依然憂慮。」

世界各地僱員對被裁僱員的就業前景一致悲觀。進行調查的 17 個國家中，12 個國家內有三分之二或以上的勞動人口表示，被裁僱員將很難覓得待遇相若的工作，而香港的相應數字為 86.1%。德國的僱員最為悲觀，高達 96.2% 勞動人口表示被裁後會很難找到薪酬相若的工作。

施氏說：「僱主應明白，許多僱員仍然非常擔心他們的生計。因此，所有裁員行動皆應以專業而謹慎的方式處理，給予即將離開的員工最大支持，同時對留下的員工予以肯定。」

他寄語身為僱員者，縱使在市道較佳的日子，他們亦須掌握公司的發展動向，確保本身能與時並進，為公司創造價值。 **B**



# The Chamber's New Race Box Gets You Closer to the Action



PHOTO BY HKJC.

## 終點更近 眼光更準

Racing Fixtures 2003/2004 Season  
(available for **Shatin Races only**)

| 2003            |        |      |        |
|-----------------|--------|------|--------|
| <b>DECEMBER</b> |        |      |        |
| *Wed            | 3 Dec  | Sun  | 14 Dec |
| Sat             | 20 Dec | Fri  | 26 Dec |
| 2004            |        |      |        |
| <b>JANUARY</b>  |        |      |        |
| Thu             | 1 Jan  | Sun  | 4 Jan  |
| Sat             | 10 Jan | Sun  | 18 Jan |
| Sat             | 24 Jan |      |        |
| <b>FEBRUARY</b> |        |      |        |
| Sun             | 1 Feb  | Sat  | 7 Feb  |
| Sun             | 15 Feb | Sun  | 22 Feb |
| Sat             | 28 Feb |      |        |
| <b>MARCH</b>    |        |      |        |
| Sun             | 7 Mar  | Sat  | 13 Mar |
| Sun             | 21 Mar | *Wed | 24 Mar |
| Sat             | 27 Mar |      |        |
| <b>APRIL</b>    |        |      |        |
| Sat             | 3 Apr  | Sun  | 11 Apr |
| *Wed            | 14 Apr | Sun  | 25 Apr |
| *Wed            | 28 Apr |      |        |
| <b>MAY</b>      |        |      |        |
| Sat             | 1 May  | Sat  | 8 May  |
| Sun             | 16 May | Sat  | 22 May |
| Wed             | 26 May | Sun  | 30 May |
| <b>JUNE</b>     |        |      |        |
| Sun             | 6 Jun  | Sat  | 12 Jun |
| Sun             | 20 Jun |      |        |

\* Night Races

### Shatin Grandstand I VIP Box D509 5/F

### 香港總商會沙田貴賓廂房 第一座會員看台 5樓 D509

For booking forms or further information, please call  
欲索取訂座表格或其他資料，請致電

**2823 1205 or 2823 1246**

**Admission, Buffet & Drinks**  
廂房入場、自助餐及飲品收費

**Race Badge**  
馬牌收費

**\$390/Seat (每位)**

**\$60/Badge (每張)**  
Buy Five get One Free  
買五送一





Mr Leung in his new office in North Point.  
梁氏攝於北角新辦事處。

## Local Printing Press Limited

Wayne Leung is not your average printer. A banker by profession, a sailor by heart and a chevalier of the arts, the easy-going managing director switched careers to take up the reins of Local Printing Press Limited and Ye Olde Printerie three years ago.

The former Vice President for Swiss Bank Corporation's Private Banking Division, and Vice President for Chase Manhattan Bank's Corporate Banking Division, worked as a banker for 17 years. A staunch supporter of the arts, he is Chairman of the Hong Kong Arts Festival Society's Development Committee, and holds the title of Knight of the Crown Order, of Belgium; Knight of the National Order of Merit, as well as Knight of the Order of Arts & Literature, of France; and Knight of the Order of Merit of the Republic of Italy for his work to the arts. And whenever he wants to get away from it all, he finds solace in his second home – a 30-metre Versilcraft Super Challenger boat – christened "My Toy."

While its managing director is not your typical printer, Local Printing Press is not your average printing company either. Paintings and oak woodwork decorate the walls of the main office, which could easily be mistaken for a swank law firm's office in Central rather than a print shop in North Point.

"We've tried to create something unique here," Mr Leung explained. "We hope the environment will make our visitors and also our staff feel comfortable and confident about the company."

Local Printing Press Limited was founded in 1927 by the late Lee Yat-ngok, Mr Leung's grandfather. A politician by profession and engineer by trade, Mr Lee had had his fill of corruption blighting China at the time, and so decided to give up everything and start afresh in Hong Kong, Mr Leung explained.

He built his printing factory at 13 Duddell Street, Central, and handed it down to his daughter. For much of its 76-year history, Local Printing Press administered its business out of a tiny two-room office in Baskerville House in

Central. Given that the company constructed the whole building, not to mention owning other properties around Hong Kong, it seemed ironic that it never splashed out on a grander office. But frugality has made the company what it is today.

"Thanks to the prudent management of my parents we have been a zero-debt company for the past eight decades," he said. "We own all our machines and properties and we don't lease anything."

Diversification into real estate provided Mr Lee with the capital to acquire Ye Olde Printerie. Founded in 1923, the printery was – and still is – renowned for printing elaborate stationery and invitations. Even today, its handcrafted products are favoured by many because of the workmanship that goes into each item produced.

With his rich engineering, printing and political background, Mr Lee founded the Hong Kong Printers Association and served as its chairman for over 12 years.

Life was rosy in Hong Kong for Mr Lee, and his company managed to



# 樂古印務有限公司

**梁**偉賢是個獨特的印刷商，既具有專業銀行理財技能，也擁有「遊」子心、藝術成就和隨和的性格。三年前，梁氏走上迥異的職業生涯路，接掌樂古和義澳兩間家族印刷公司，擔任常務董事。

梁氏具有 17 年專業銀行管理經驗，先後任職瑞士銀行私人財務副總裁及美國大通銀行企業財務副總裁。憑藉他對藝術的熱愛，梁氏現任香港藝術節協會發展委員會主席，亦獲比利時、法國、義大利等國頒授爵士勳銜。每當他想暫離塵囂，總會獨處於其第二個家——名為「我的玩具」的 30 米長豪華遊艇。

梁氏並非一般人心目中的印務商，樂古印務也不是尋常的印刷公司。一幅幅圖畫和橡木雕刻粉飾著公司總部的牆壁，使之仿如中環一帶堂皇的律師行，而不是一所設於北角的印刷公司。

梁氏解釋道：「我們想營造特別氣氛，希望客戶和員工感到舒適，對公司有信心。」

樂古印務由梁氏已故外祖父李一諤於 1927 年創立。李氏曾從政，亦經營工程業務，有見於中國其時的貪污頹風，決定捨棄國內一切，在香港重新創業。

李氏在中環都爹利街 13 號開設印刷廠，後將業務交由女兒主理。樂古印務開業 76 年來，大部分時間位於中環樂成行一隅，細小的辦公室內只有兩個房間。公司雖興建這座商廈，並在香港擁有多項物業，但並無因此大灑金錢，設立裝潢華麗的辦事處，反而奉行儉約，促成公司今日的成就。

梁氏說：「有賴雙親穩健經營，我們在過去 80 年間貫徹無負債的經營方針，自置機械設備和物業，從不租賃。」

李氏兼營地產，因而賺得收購義澳印務的資金。義澳印務成立於 1923 年，向以印製精美文具和邀請卡稱

著。時至今日，其工藝品仍以匠心獨運見稱。

李氏憑著他對工程、印務和政治的豐富認識，創辦了香港印刷業商會，並歷任主席達 12 年之久。

李氏在港一帆風順，屢獲大型印務合約，包括為馬會印製彩票；為巴士公司印製車票；為半島酒店餐廳印製絲質菜牌。

梁氏稱：「公司於 1949 年起成為馬會的專用印刷商。我們也為銀行印製支票簿，而證券亦在公司的印品之列。」

1961 年，公司易名為樂古置業印務有限公司，同年在聯交所上市。1988 年，印務部私營化，成為現今的樂古印務和義澳印務。

## 新的挑戰

梁氏擔任銀行家 17 年後才從父親 (1995 年過世) 手中接過這盤生意，當初他真的有點徬徨。

他說：「之前，我從未參與家族生意，因雙親認為只要我喜愛本身工作，便毋須接手。」

梁氏擁有工商管理碩士學位，當他發現可將所學活用於公司的營運和推廣，其憂慮便一掃而空。

朋友亦鼓勵他不妨一試。

他說：「我跟好友陳祖澤 (九巴前董事長) 吃午飯，我向他訴說情況。他回答道：Wayne，我管理巴士公司，但您認為我會修理巴士嗎？我立時頓悟，明白兩人境況相似。我懂得修理印刷機嗎？當然不懂。但你要明白它如何運作，我就正在學習這些。」

梁氏稱，樂古的優良印刷技術久經驗證，但在他接棒之時，改善營運的時機顯得成熟。

去年，公司 76 年來首次喬遷，搬往北角昌利大廈，內置印刷機器。

梁氏續稱：「加入公司一年後，我發覺在港九兩岸分設業務，十分不便。客戶慣常想看看你的運作，同時監察某些印刷程序，所以，我們把辦事處和印刷廠歸置同一屋簷下，是明智之舉。」

他亦改進公司的印刷設施和能力，提供一站式方案，涵括設計、製版、印刷和釘裝。義澳印務精於印刷各類精細印件，口碑不絕，現在加添先進電腦技術，猶如虎添翼。

正如梁氏說：「要持續經營，就不能只顧緬懷昔日光輝。引進新科技，才是屹立之道。」

搬遷和改善營運之時，適值香港經濟下滑，這對樂古來說可謂有點遲滯，但梁氏反而認為經濟不景給公司帶來了一些好處。他可以招聘到具才華的設計師負責監督設計，亦聘得優秀人員幫手改善運作。

樂古現為客戶提供周全的設計和印刷方案，梁氏有信心公司能繼往開來，保持全港最受推崇印刷商的美譽。他無意成為「卓卓領先的印刷商」，這是業內傳統，難有龍頭之爭。

他說：「環顧週圍，印刷商比比皆是。有一部印刷機，就可以印名片、單張。樂古的廠房有 10 至 20 部機器，正在經營我們的印刷生意。有些印刷商北移，廠房佔地兩公頃。但他們全都是印刷商，如何分別？」

「競爭固然激烈，但又不是那麼駭人，因為印務是多元化行業。這是印務的有趣之處，前景光明，惟以技能取勝。」**B**





secure a number of large printing contracts. These included printing the Jockey Club's lottery tickets, bus tickets and even the silk menus for the Peninsula Hotel's restaurants.

"Since 1949 we have been the official printers of the Jockey Club. We also print cheques for banks, and we are a securities printer," Mr Leung said.

In 1961, the company was renamed Local Property and Printing Company Limited and was listed in the Hong Kong Stock Exchange the same year. In 1988, however, the printing section of the group was privatised to become the present Local Printing Press Limited and Ye Olde Printerie.

### New challenges

Having been a banker for 17 years, Mr Leung said he had his apprehensions about taking over the family business from his father, who passed away in 1995.

"I never entered the family business before, because my parents said that as long as I was happy in my job, I didn't have to come back to take over the business," he said.

His initial doubts about his ability to run a printing empire soon disappeared as he discovered that the business and marketing side of the job were basically what he had studied in school for his MBA.

Encouragement from friends also convinced him to give it a try.

"A good friend of mine, John Chan [then managing director Kowloon Motor Bus Company] and I were having lunch on day, and I was telling him about my situation, and he said, 'Wayne, I am running a bus company, but do you think I know how to fix a bus?' I got the idea from him. It is the same rationale for my situation. Do I know how to fix a printing machine? Of course not. But you have to



The late Lee Yat-ngok, founded Local Printing Press Limited in 1927. 樂古印務始創於1927年。圖為已故創辦人李一譔。

know the theory behind it, which is what I am learning now," he said.

While Local Printing Company has prospered following time-honoured printing traditions, Mr Leung said when he took over the business, the time was ripe to upgrade the company's operations.

Last year, the company moved its office – the first time in its 76-year history – to Cheong Lee Building, North Point, which houses its printing operations.

"About a year after coming into the business, I discovered that having operations on two sides of the island was not feasible," Mr Leung explained. "Clients generally want to have a look at your operations or to monitor certain aspects of production, so it made sense to consolidate our office and printing operations under one roof."

He has also upgraded the office's production facilities and capabilities to offer a one-stop solution starting from the graphic design stage, to output, to printing and binding. This new, fully computerised operation has come a long

way from the hand-crafted stationery that Ye Olde Printerie built its name upon.

But as Mr Leung says, "If you are going to continue with the business, you cannot look into history and say how glamorous we were doing all those fabulously elaborate, quality products. You have to be competitive by finding new technology to give you that edge."

The timing of the move and upgrading of operations might seem to have been slightly unlucky with the continuing decline of the economy over the past year, but Mr Leung said that the downturn, ironically, has brought some benefits. He has been able to attract talented designers to oversee the design process of the operation, and quality staff to take his operations to the next level.

With the capabilities to now offer clients complete design and printing solutions, Mr Leung says he is confident about the company continuing its long tradition as one of Hong Kong's most respected printers. He has no desire to become "the leading printer," as the industry is unique in that there is no one defined leader.

"If you look around, you'll find that everyone is a printer. You have people with one machine printing business cards or leaflets. You have factories like we do with 10-20 different machines doing what we do. You have factories that have moved to China with printing facilities covering two acres. They are all printers, but how do you differentiate between them?" he asks.

"One part of it is that competition is fierce, but by the same token it is not as horrible as one thinks, because it is so diversified. That's what so interesting about this business. It's going to be an exciting time ahead, and it is our know-how which makes this printing business prosper." **B**



**Company:** The Local Printing Press Limited

**Business:** Printing

**Established:** 1927

**Year joined HKGCC:** 1946

**Web site:** www.lpp.com.hk

Member  
會員 Profile  
巡禮

**公司:** 樂古印務有限公司

**業務:** 印刷

**成立年份:** 1927

**入會年份:** 1946

**網址:** www.lpp.com.hk

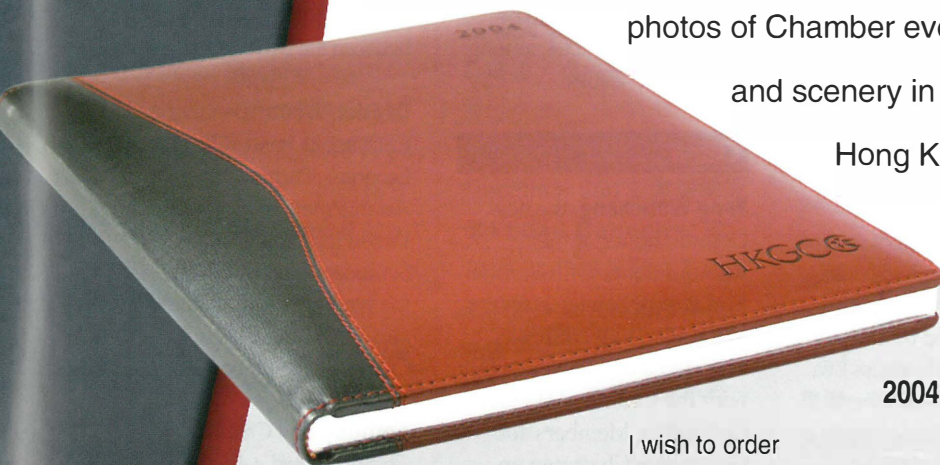


# 2004 Chamber Diary

## 2004年 香港總商會 日記簿

This management diary is an ideal gift for yourself and your clients. Designed to match the Chamber's corporate colours, this diary comes in Chamber red with a flowing grey spine. It is packed with essential information for doing business in the Mainland and Hong Kong, including important telephone numbers – government offices, consulates, airlines, hotels and banks in Hong Kong – as well as a world weather guide, international airport, IDD codes, conversion guide, international time zones and international holidays, among other details. It also includes beautiful full-page colour photos of Chamber events and scenery in Hong Kong.

香港總商會行政人員日記簿設計精美，送禮自奉兩皆宜。日記簿貫徹採用總商會專用色彩，以棗紅簿面配搭銀灰弧形書脊，典雅大方。內附中港營商重要資訊，包括香港各大政府機構、領事館、航空公司、酒店及銀行的主要電話號碼，並印有世界氣溫表、國際機場簡寫、國際直撥區號、換算表、國際時區、全球各地假期等詳細資料；此外，亦附本會活動和香港景色全版彩照。



### ORDER FORM 訂購表格

#### 2004 Chamber Diary 香港總商會日記簿

(quantity) 2004 Chamber Diary at

I wish to order  
HK\$148 per copy. Total HK\$ \_\_\_\_\_

本人欲訂購 \_\_\_\_\_ 本2004年香港總商會日記簿，每本價值148港元。總額為 \_\_\_\_\_ 港元。

Name 姓名：\_\_\_\_\_ Telephone 電話：\_\_\_\_\_

Company 公司：\_\_\_\_\_ Fax 傳真：\_\_\_\_\_

Address 地址：\_\_\_\_\_

Total amount on cheque 支票總額 HK\$ 港元 \_\_\_\_\_

Please send this order form and your cheque made payable to **The Hong Kong General Chamber of Commerce**, to: The Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Hong Kong. Attn. Ms Joe Cheng.

請填妥訂購表格，連同支票（支票抬頭請寫上「香港總商會」）一併寄香港金鐘道95號統一中心22樓香港總商會鄭偉珊小姐收。

**HKGCC**

Hong Kong General Chamber of Commerce  
香港總商會 1861



The Hong Kong General Chamber of Commerce

**Chamber Committees**  
Chairmen

**General Committee**  
**Chamber Council**

Mr Anthony NIGHTINGALE

**Americas**

Ms Janie FONG

**Asia/Africa**

Mr Barrie COOK

**China**

Mr David LIE

**Chamber Overseas**

**Speakers Group**

Mr David RIMMER

**e-Committee**

Mr Mark PHIBBS

**Economic Policy**

Mr Andrew BRANDLER

**Environment**

Mr James GRAHAM

**Europe**

Mr Paul CLERC-RENAUD

**Hong Kong-Taipei Business**

**Cooperation**

Dr Lily CHIANG

**Industry and Technology**

Mr Oscar CHOW

**Legal**

Mr Kenneth NG

**Manpower**

Ms Marjorie YANG

**Membership**

Mr David ELDON

**Pacific Basin Economic**

**Council China Hong Kong**

Mr David ELDON

**Real Estate/Infrastructure**

Mr Robert WONG

**Retail and Distribution**

Mr Y K PANG

**Shipping/Transport**

Mr Neil RUSSELL

**Small & Medium Enterprises**

Mr Emil YU

**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

**Americas**

**Richard Fisher**, Vice Chairman, Kissinger McLarty Associates, and his team shared their views on U.S./ China trade problems and the protectionist movement in the U.S. with members at a General Committee breakfast meeting on October 27.

**Peruvian Ambassador Gonzalo Gutierrez**, Executive Director for Trade and Promotion of the Ministry of Foreign Affairs, Peru, met with Dr Eden Woon, CEO of the Chamber, at a luncheon on October 28. The Consul General of Peru in Hong Kong Mr Ocampo, and representatives of the Lima Chamber of Commerce of Peru, also attended the luncheon.

**Asia/Africa**

**AKM Atiqur Rahman**, Consulate General of Bangladesh, met with Chamber CEO Dr Eden Woon on October 22 to seek more cooperation opportunities with the Chamber.

**Fouad Bahechar**, Chairman and General Manager of Electrimar sarl, led a Moroccan delegation to visit the Chamber on October 31, and was received by Director of International Business Eva Chow. Chamber members also attended the meeting to explore possible business opportunities with the visitors.

**Ambassador Mario Artaza**, Deputy Executive Director, APEC Secretariat, called on the Chamber on November 6 and discussed with Chamber CEO Dr Eden Woon the forthcoming APEC



**SOE Training Seminar**

A training seminar on "Overseas Finance and Business Management" was co-organized by the Chamber and CCPIT between November 3 to 7. Some 46 senior leaders of state-owned enterprises in the Mainland attended the event. On November 6, over 40 chamber members met with the visitors at a networking cocktail.

Ministerial meeting and the APEC CEO Summit to be held in Chile in 2004, among other APEC issues.

**China**

**Yang Wenchang**, the new Commissioner of the Commissioner Office of the Ministry of Foreign Affairs of the PRC in the HKSAR, attended a breakfast meeting with the Chamber's General Committee Members and Committee Chairmen on October 16. Mr Yang shared his views on current business and political issues in Hong Kong.

**Chen Taisheng**, Chairman of CCPIT Hainan Sub-council, called on the Chamber on October 20. Chamber CEO

Dr Eden Woon and Mr Chen discussed future cooperation between the two organizations.

**Dr Eden Woon**, Chamber CEO, spoke on the Closer Economic Partnership Arrangement (CEPA) at the Wuxi-Hong Kong CEPA Symposium on October 21. At the symposium, the Chamber also signed an MOU with CCPIT Wuxi Sub-council.

**Anthony Wu**, Chamber Vice Chairman, led a 40-member delegation to attend "The 7th Beijing & Hong Kong Economic Cooperation Symposium" held in Beijing on October 23-24. Chamber CEO Dr Eden Woon gave a speech on CEPA at the Chaoyang District's CEPA seminar.





## 國企培訓班

香港總商會與中國貿促會於11月3至7日合辦「海外融資和商業管理」培訓班，約有46名內地國企高層領導人參加。本會於11月6日舉辦聯誼酒會，安排參加者與本會40多名會員見面。

### 美洲

Kissinger McLarty Associates 副主席 **Richard Fisher** 和其成員於10月27日理事會早餐會，與會員分享對中美貿易問題和美國保護主義的看法。

秘魯外交部貿易推廣執行總監兼該國大使 **Gonzalo Gutierrez** 於10月28日午餐會，與本會總裁翁以登博士會面。駐港秘魯總領事 **Ocampo** 和秘魯利馬豆商會代表亦出席午餐會。

### 亞洲及非洲

孟加拉總領事 **A K M**

**Atiqur Rahman** 於10月22日與本會總裁翁以登博士會面，表示希望與本會加強合作。

**Electrimar sarl** 主席兼總經理 **Fouad Bahechar** 於10月31日帶領摩洛哥代表團探訪本會，由國際商務總監周紫樺接待。本會會員亦與會，與訪客探索潛在商機。

亞太經濟合作組織秘書處副執行總監 **Mario Artaza** 大使於11月6日到訪，與本會總裁翁以登博士商討2004年在智利舉行的亞太經合部長會議和首腦高峰會，以及其他有關事項。

### 中國

中國外交部駐香港特區特派員公署新任特派員 **楊文昌** 於10月16日出席早餐會，與本會理事會成員和委員會主席會面，同時表達對香港當前商業和政治問題的意見。

中國貿促會海南省分會會長 **陳泰生** 於10月20日造訪本會，與本會總裁翁以登博士討論兩間機構的未來合作事宜。

本會總裁翁以登博士於10月21日在無錫—香港 (CEPA) 經貿合作懇談會暨商貿採購活動演說。會上，本會亦與中國貿促會無錫分會簽署合作協議備忘錄。

本會副主席 **胡定旭** 於10月23至24日率領40人代表團參加假北京舉行的「第七屆京港經濟合作研討洽談會」。本會總裁翁以登博士在朝陽區的「更緊密經貿關係安排」研討會上演講。

天津市市長 **戴相龍** 於10月24日舉行的一個晚宴上，向本會總裁翁以登博士頒發證書，委任翁博士為「天津商貿顧問」。

**香港—內地商會聯席會週年大會** 於10月25日假北京召開，香港總商會的與會代表是副主席胡定旭和總裁翁以登博士。會上，中國貿促會和四個香港商會討論聯席會在「安排」下的發展方向。本會建議聯席會專注落實及改善「安排」下的貿易投資便利化。

### 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  
麥頌軒

經濟政策委員會  
包立賢

環境委員會  
關正仕

歐洲委員會  
祈浩能

香港—台北經貿合作委員會  
蔣麗莉博士

工業及科技委員會  
周維正

法律委員會  
伍成業

人力委員會  
楊敬德

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  
羅理奧

中小型企業委員會  
于健安

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  
李氏橋

資訊服務委員會  
鄭韓菊芳

專業服務委員會  
羅寶信

地產服務委員會  
施家殷

旅遊委員會  
黃家倫



**Dai Xianglong**, Mayor of Tianjin, presented a certificate to Chamber CEO Dr Eden Woon to appoint him as "Business Advisor of Tianjin," at a dinner reception on October 24.

## The Annual General Meeting of the Hong Kong-Mainland Joint Business Liaison Committee (JBLC)

was held in Beijing on October 25. HKGCC was represented by Chamber Vice Chairman Anthony Wu and CEO Dr Eden Woon. During the meeting, CCPIT and the four chambers representing Hong Kong discussed the direction of the JBLC under CEPA. The Chamber proposed that JBLC focus on implementation and improvement of trade and investment facilitation under CEPA.

**Han Zheng**, Mayor of Shanghai, visited Hong Kong for the "Shanghai-Hong Kong Cooperation Symposium" on October 27. After the symposium, the Chamber, in cooperation with other business associations in Hong Kong, held a dinner reception to welcome Mayor Han.

**Zhang Changming**, Vice president of CCTV China, called on the Chamber on October 30 and was received by Chamber CEO Dr Eden Woon, who briefed Mr Zhang on the operations of the Chamber.

**Tang Chao** from the Shanghai Foreign Investment Commission, briefed members on foreign investment opportunities in Shanghai under CEPA at a Chamber roundtable luncheon, "Investing in

Shanghai," on November 10.

### Jeff Hu

(photo), Senior Consultant of Shanghai Foreign Service Company, also briefed members on the procedures of setting up companies in Shanghai at the luncheon.



## The CEPA Expo and Forum Press Conference

was held on November 13, at which Vice Chairman of CCPIT Yu Ping introduced the details of the exhibitions and seminars to be held in Beijing, Shanghai and Guangzhou respectively in January and February, 2004. The Chamber is one of the co-organizers of the events.

**Yang Weize**, Mayor of Suzhou, called on the Chamber on November 13. Chamber CEO Dr Eden Woon and China Committee members met with the mayor and his delegation, who briefed members on investment opportunities in Suzhou under CEPA.

## Europe

**Dr Eden Woon**, Chamber CEO, and delegates of the Chamber's recent Europe Mission, attended a reunion dinner at Middle Island hosted by Bertrand Michaud, Managing Director, Asia Pacific, Hermes, on October 21. Mr Michaud arranged a visit to Hermes's special order shop during the delegates visit to Paris in late September.

**The Hon Dr Benita Ferrero-Waldner**, Federal Minister for Foreign Affairs of the Republic of Austria, officially announce the formation of

the Austrian Chamber of Commerce in Hong Kong at an inaugural dinner on November 6. Eva Chow, Director, International Business, attended the event.

## CEPA

**Bi Jiyao**, Deputy Director of the Institute for International Economic Research of the National Development and Reform Commission, met with Dr WK Chan, the Chamber's Senior Director for Business Policy on October 24 to discuss trade and investment facilitation for service industries under CEPA.

### Anthony Lau

(photo), Group Chief Executive of Jardine Logistics, and



**Kelly Yu**, General Manager of DHL International (HK) Ltd, shared their views on the impact of CEPA on the logistics sector at the Chamber's CEPA workshop on October 27.

## PBEC

**David Eldon**, Chairman of PBEC Hong Kong and Chairman of HSBC, and Dr Eden Woon, Director General of PBEC Hong Kong, attended the Mid-term Meeting of the Pacific Basin Economic Council (PBEC) in Bangkok on October 18. At the meeting, the Board approved a strategy and restructuring programme for the organisation, including the relocation of PBEC international from Honolulu, Hawaii, to Hong Kong. They also reaffirmed PBEC's mission to become the most influential regional business association in fostering open

markets. PBEC's International General Meeting will be held in Beijing from June 25 to 29, 2004.

**Arthur Kobler**, President of PBEC International, briefed PBEC Hong Kong members on the organisation's new revitalization plan at a breakfast meeting on November 12. Mr Kobler emphasized the role of PBEC Hong Kong in revitalizing the organization. At the meeting, Mr Eldon thanked committee members for pledging their financial support to support PBEC's move to Hong Kong.

## Environment

**Dr WK Chan**, the Chamber's Senior Director for Business Policy, attended the opening of the Hong Kong Environmental Protection Festival organised by the Environment Campaign Committee, with HKGCC as co-organiser, on November 11.

## Industry

The Central Judging Panel of the **Hong Kong Awards for Services** met on November 3 and decided on the winners of the Grand Award of the five categories. The Chamber is organiser of the Innovation Category of the Award Scheme.

## Service Industries

**The Consumer Council** met on November 10 with members of the Chamber's Retail/Distribution Committee to discuss, among other things, protection of consumer rights, especially with increasing patronage by Mainland customers. **B**



上海市市長**韓正**於10月27日來港出席「滬港經貿合作會議」。會後，本會與香港其他商會合辦晚宴，歡迎韓市長。

中國中央電視台副台長**張長明**於10月30日到訪，由本會總裁翁以登博士接待，翁博士向張氏介紹本會運作。

上海市外國投資工作委員會代表**湯超**(圖)於11月10日「投資上海」小



型午餐會，向會員闡述上海的外商投資情況。會上，上海市對外服務有限公司高級商務諮詢師**胡軍**亦向會員講述在上海成立公司的手續。

**CEPA 展覽會和論壇新聞發佈會**於11月13日召開，中國貿促會副會長于平在會上講解將於2004年1月及2月分別假北京、上海和廣州舉行的展覽和研討會。本會為協辦機構之一。

蘇州市市長**楊衛澤**於11月13日率領代表團到訪，與總裁翁以登博士和中國委員會成員會面，向成員講述「安排」為蘇州帶來的投資機遇。

### 歐洲

本會總裁**翁以登博士**和近日完成歐洲考察之行的會員，於10月21日出席愛馬仕在熨波洲舉行的團聚晚宴。團員在九月底訪問巴黎期間，愛馬仕亞太董事總經理馬博鈞安排他們參觀該公司在當地的特別訂購店。

奧地利共和國外交部聯邦部長**Benita Ferrero-Waldner 博士**於11月6日奧地利香港商會創會晚宴上，宣佈該會成立，本會國際商務總監周紫樺應邀出席。

### 緊要安排

國家發展和改革委員會對外經濟研究所副所長**畢吉耀**於10月24日與本會工商政策副總裁陳偉群博士

會面，討論「安排」為服務業提供的貿易投資便利化措施。

怡和物流集團行政總裁**劉少榮**和敦豪國際(香港)有限公司總經理**余錫昌**(圖)於10月27日



「安排」研討坊，論述協議對本港物流業的影響。

### 太平洋地區經濟理事會

太平洋地區經濟理事會香港委員會主席兼匯豐主席**艾爾敦**和理事會香港委員會總幹事翁以登博士，於10月18日出席假曼谷舉行的中期會議。會上，董事會通過理事會的發展策略和重組方案，包括將理事會國際總部從夏威夷遷至香港，並肯定理事會的目標，致力成為區內最具影響力的工商組織，促進市場開放。理事會的國際年會將於2004年6月25至29日在北京召開。

太平洋地區經濟理事會總

裁**高伯樂**於11月12日早餐會，向理事會香港委員會成員介紹新的復興計劃。高氏強調，香港委員會在理事會改革上擔當要角。艾爾敦在會上感謝委員會成員的財政支持，使理事會能遷至香港。

### 環境

本會工商政策副總裁**陳偉群博士**於11月11日出席環境保護運動委員會主辦的香港環保節揭幕禮，本會為活動協辦機構之一。

### 工業

**香港服務業獎**中央評審會於11月3日開會落實五個組別的大獎，本會為創意獎組別的主辦機構。

### 服務業

**消費者委員會**於11月10日與本會零售及分發委員會會面，商討消費者權益保障等事宜，尤其是涉及內地消費的增加。 **B**



luncheonstextphotosspeeches  
otosseminarsslidesarticlesvips  
onstextphotosconferenceslide

# chamber in action online

visit us today [www.chamber.org.hk/cia](http://www.chamber.org.hk/cia)





**LEONIDAS**

The Famous Belgian Chocolates

Simply for those

who know

the difference...



Central Shop  
Shop 106, 1/F., The Galleria, 9 Queen's Road Central, Central, Hong Kong  
Tel: 2522 7800

Tsim Sha Tsui Shop  
Shop 336, 3/F., Ocean Centre, Harbour City, Tsim Sha Tsui, Kowloon  
Tel: 2317 7448

Customer Service Hotline: 2730 1090  
Website: www.leonidas.com.hk

# What's On 活動預告

## UPCOMING EVENTS

### 17 December

e-Workshop: "Smart Inventory Management Strategy for SMEs"

e- 研討坊: "中小企「至醒」存貨管理方案" (Cantonese) 廣東話

### 18 ~ 20 December

"Pearl For Youth" Study Mission  
香港青年珠江三角洲考察團

### 18 December

Training: Employee Relations  
Counseling: Conflict Management for Proactive Supervisors

### 18 December

Training: Consultative Selling Skills

### 20 December

"Pearl For Youth" Closing Conference (Shenzhen)  
香港青年北上就業研討會(深圳)

### 5 January 2004

Training: Setting up business in the PRC  
培訓課程: 如何在內地成立公司  
(Cantonese) 廣東話

### 6 January 2004

Media Semina with Former CNN Anchor Farlaul Chang: "Developing Good Media Relations, The Most Credible Way to Build Your Brand & Win Your Audience's Hearts & Minds" (English)

### 6 January 2004

Training: Revision to the value added tax regime in China and its implication on foreign enterprises  
培訓課程: 如何應用、申報內地增值稅及節省策略 (Cantonese) 廣東話

### 6, 7, 13 & 14 January 2004

Training: Crisis Management & Communication in Action (Cantonese)

### 7 January 2004

Training: Professional Telephone Skills (Cantonese)

### 7 January 2004

Training: Individual income tax in PRC  
培訓課程: 如何申報在國內的個人所得稅 (Cantonese) 廣東話

### 8 January 2004

Training: Labour related legal issues encountered by foreign enterprises in Mainland

培訓課程: 外資企業在國內常遇到的勞動法律問題 (Cantonese) 廣東話

### 13 January 2004

Invest in France Seminar

### 14 January 2004

Training: Understanding Business Finance (Cantonese)

### 14 January 2004

Training: Effective Time Management (Cantonese)

### 15 January 2004

Members Cocktail

### 9 February 2004

The Servicing Economy – Penta Forum

### 20 February 2004

2004 HKGCC Spring Dinner  
二零零四年度香港總商會春茗聯歡

## COMMITTEE MEETINGS

### 8 January 2004

Chairman's Committee Meeting

### 9 January 2004

Asia/Africa Committee Meeting

### 12 January 2004

General Committee Meeting

### 13 January 2004

Economic Policy Committee Meeting

### 12 January 2004

Membership Committee Meeting

### 15 January 2004

Americas Committee Meeting

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

## MARK YOUR DIARY

### 20 February 2004

2004 HKGCC Spring Dinner  
二零零四年度香港總商會春茗聯歡





# Get Down to **HITEC** for a **Perfect Business Function!**

HITEC is the perfect place for banqueting. Our banquet rooms are fully equipped and impressive. With the ideal dining facilities, we serve splendid Chinese and Western cuisine for your annual dinner, corporate function or special event up to 6,000 people.

- Column-free Grand Ballroom Style Rotunda Hall can accommodate 1,200 people
- 19 function rooms for small banquets

**Enquiry Hotline**  
**2620 2305**

## Special Packages

X'mas party – Lunch \$220 up (per head)  
– Dinner \$300 up (per head)

Spring – Dinner \$3,338 up (per table)

*\* all prices are subject to 10% service charge  
\* including shuttle service to MTR station*

**HITEC**

國際展貿中心  
Hongkong International Trade & Exhibition Centre

1 Trademart Drive, Kowloon Bay, Hong Kong  
Email: salesmgr@hitec.com.hk  
Website: www.hitec.com.hk



# 東亞銀行與你 並肩攜手創未來



80多年來，東亞銀行一直服務香港社會，致力協助客戶實現夢想，達成目標。我們與香港一起成長，並且不斷壯大。我們在香港設有超過100間分行，在中國設有多個營業據點，海外網絡遍布多個國家。憑藉豐富的全球運作經驗，東亞銀行必會竭誠為你提供優質服務，與你並肩攜手創未來。

客戶服務熱線：(852) 2211 1333 網址：[www.hkbea.com](http://www.hkbea.com)