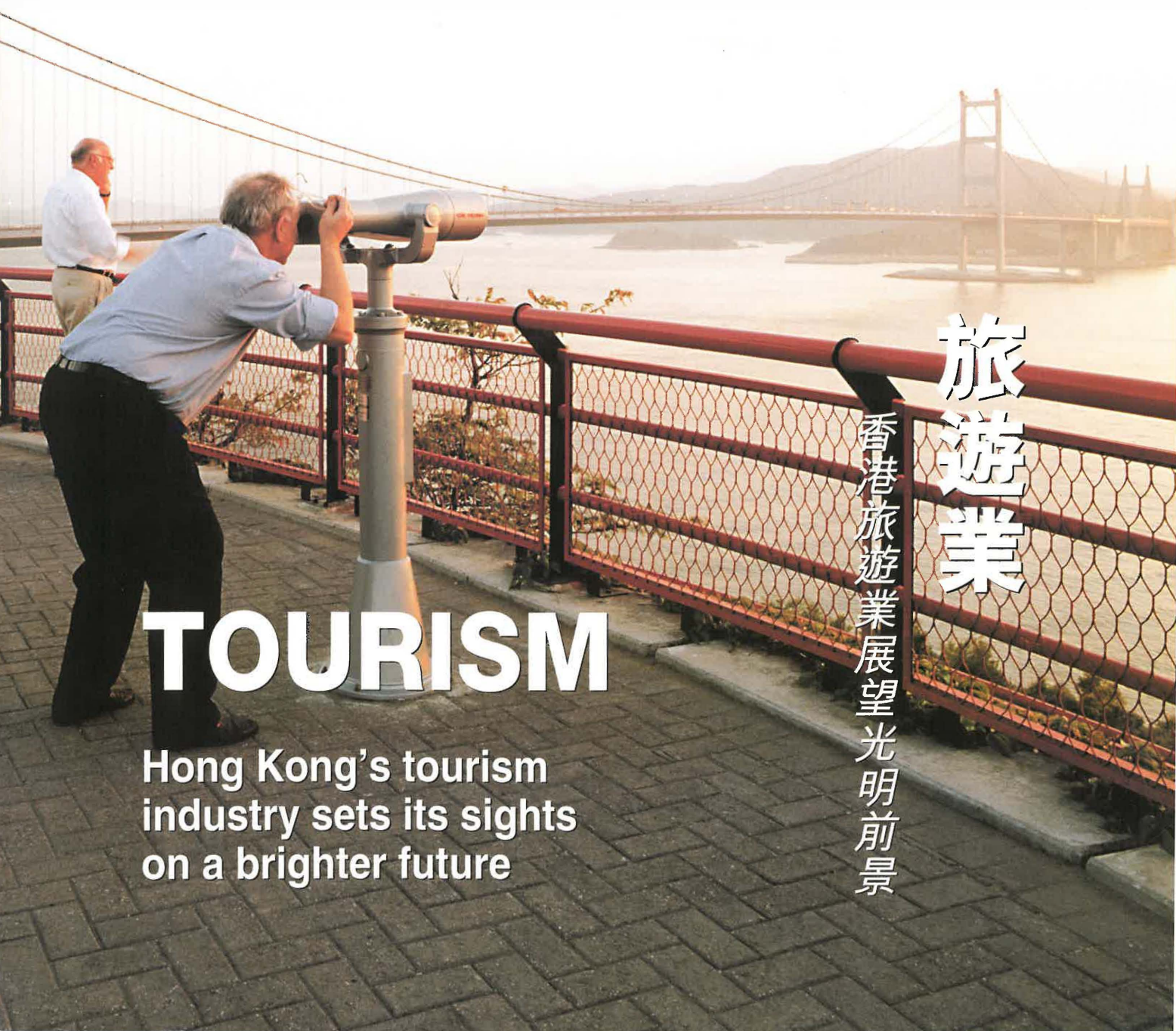


工商月刊

BULLETIN

August 2000
二000年八月

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旅遊業

香港旅遊業展望光明前景

TOURISM

Hong Kong's tourism industry sets its sights on a brighter future

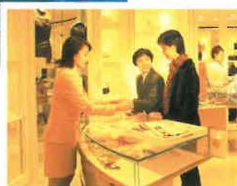
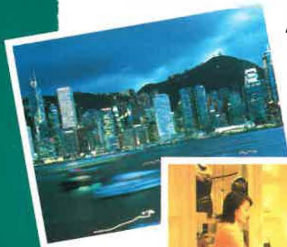
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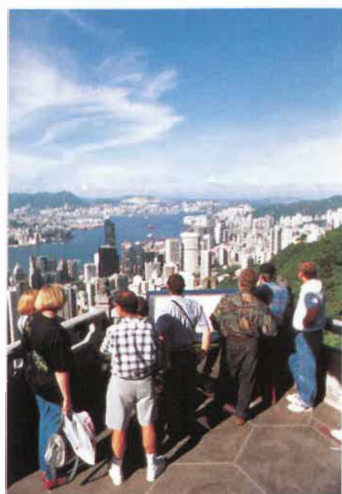
- Remarks: (1) **Investment involves risk. Please refer to the Principal Brochure for further details.**
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(3) 'Annual fees' include trustee fee, custodian fee, administration fee and management fee.

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HKTA

COVER STORY 封面故事

City of Life bounces back
動感之都 魅力再現

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Letters to the Chamber 讀者來鴻

The Bulletin welcomes letters from Chamber members, but reserves the right to edit any material supplied. Opinions expressed in Letters to the Chamber does not necessarily imply endorsement by the Chamber.

《工商月刊》歡迎本會會員來函，惟本刊保留編輯權。以下內容，純為讀者意見，不代表本會立場。來函請交：
Letters should be sent to: **The Editor, The Bulletin, The Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, HK. Fax: 2527-9843. Email: malcolm@chamber.org.hk**



Employers urged to sign up for MPF early

The Executive Committee of the Hong Kong Retirement Schemes Association is most concerned about the likelihood of many employers only signing up for MPF schemes very close to the deadline of December 1, 2000. If this happens, the worry is that the MPF schemes will not be properly introduced to the employees of employers signing on at that time.

There will be a heavy demand on the service providers' resources in September providing assistance to employers with MPF exempt ORSO schemes. If the majority of the SMEs without existing schemes wait until November to sign up we believe the service providers would have insufficient resources to manage efficiently all the enrolment, communication and investment education that would be needed. The consequence would be a muddled, confused and possibly chaotic start to the MPF

We believe these concerns are well founded and, therefore, we urge employers – for the benefit of themselves and their employees – to sign up for MPF schemes as soon as they can.

Eleanor Ling
Chairman

Hong Kong Retirement Schemes Association

僱主應從速辦理強積金註冊

香港退休金計劃協會執行委員會憂慮，不少僱主極可能在2000年12月1日臨近時才辦理強積金計劃註冊手續。若然這樣，恐怕屆時未能向那些趕赴註冊的僱主所聘用的員工適當介紹強積金計劃。

到了九月，那些豁免推行強積金計劃而沿用職業退休計劃的僱主將亟需強積金服務商的支援。若現時大部份未有現行計劃的中小型企業留待十一

月才辦理註冊，相信服務商屆時沒有足夠的資源，有效地辦理所需的註冊手續，提供所需的傳訊及投資教育。結果，俟強積金計劃實施時，必會出現岔子，甚至是大混亂。

我們相信，這方面的憂慮並非無中生有，希望僱主為本身和僱員的利益，儘速辦理強積金註冊。

香港退休金計劃協會主席
林李靜文

Regulating online advertising in China

I read with interest the short article in the last issue of *The Bulletin* concerning the introduction of new regulations to govern online advertising in the mainland.

The advertising industry (including advertising online) is already heavily regulated in China, to the extent that some commentators consider that the machinery underlying the legislation is too cumbersome to be sustainable.

Certain adverts have to be submitted for approval prior to publication and other administrative provisions have also to be met.

It will be interesting to see whether sufficient resources, in terms of both time and money, will be set aside to enforce the new regulations. Given the ease with which an "advert" may be placed on the Internet, it is difficult to see how any enforcement will take place unless the regulatory machine itself is updated and made more efficient.

Marcus Bourget
Masons

內地對網上廣告的監管

在上一期《工商月刊》裡，我讀到一篇有關內地引入新的網上廣告法的簡報，深感興趣。

內地對廣告業（包括網上廣告）已有嚴厲規管，有些評論甚至認為，內地的法例機制過於冗

贅，實難長久維持下去。某些廣告須先經審批，才能刊登，也須符合其他行政條例。

內地能否撥出金錢和時間等足夠的資源，以執行新的法規，還須拭目以待。目前，在互聯網上刊登廣告，甚為容易，由此看來，除非監管機制本身能更新和更有效地運作，否則，要執行有關法例，談何容易。

Marcus Bourget
Masons

Toy industry must adopt global standard

I attended the first Toys Advisory Committee meeting and want to thank the Chamber for appointing me as the Chamber representative.

The WTO process will undoubtedly change many existing methods of investment and control of business in China. I'm sure many Hong Kong businesses would be very eager to know if they can continue with their sub-contracting work in China and whether, or how soon various restrictions will be relaxed.

Another important issue for Hong Kong, as the world's largest manufacturing base for toys, is that of getting everyone globally to adopt a common set of safety standards and code of conduct. Right now each trade bloc seems to insist on its own standard to impose on toy manufacturers, and they themselves are being pushed by various pressure groups to adopt certain standards. The Hong Kong Toy Council is working to resolve this problem by trying to get everyone to sit down and come to some kind of practical agreement. This is a very complex issue which will have the greatest impact on Hong Kong toy manufacturers. Therefore, Hong Kong must take the lead on this issue.

H Y Hung
Chamber Representative
Toys Advisory Committee

玩具業須採用世界標準

承蒙在首次玩具諮詢委員會會議上，獲總商會委任為代表，本人謹此表示謝意。

加入世貿勢必為內地現行投資方法和營商管制帶來連番改變。相信不少港商均渴望知道，將來能否繼續在內地進行分包工序、不同的管制措施會否放寬和何時放寬。

作為全球規模最大的玩具生產基地，香港的另一項重要工作是聯合世界各地同業，共同採用和遵守劃一的安全標準及守則。現時，各地貿易集團似乎各自堅持把自己的一套標準加諸於玩具製造商身上，而這些貿易集團本身也受到不同壓力團體催逼而採用某些標準。為解決這個問題，香港玩具協會正嘗試召集各地同業磋商，期望找出各方同意的可行方法。這個問題非常複雜，對本地玩具製造商的影響至關重大，香港必須起帶頭作用。

玩具諮詢委員會總商會代表
洪克有

China Committee facilitating trade

In the past few years the Chamber's China Committee has performed remarkably well, providing useful information and acting as conduit of communication for Hong Kong, Macau and Taiwan investors interested in doing business in China. The committee's regular luncheons and seminars on economic development, re-structuring progress, investment environment, and foreign trade and investment policy of China give investors a better understanding of the Mainland.

WTO accession and the development of western China will spark another investment rush in China, presenting the committee with new challenges. I hope that the committee will continue to enhance its services subject to new changes and make new contributions by helping investors effectively in the new investment boom. I also would like to suggest that the committee launch specific research projects on the impact of China's entry into WTO on its industries, and the investment environment of central and western China, to provide investors with specific information on investment.

Dr Liao Qun
Senior Economic Researcher,
Standard Chartered Bank

中國委員會促進與內地的 商貿聯繫

香港總商會中國委員會這九年來做了非常出色的工作，為有志於中國營商的港、澳、台和西方投資者提供了有用的信息和溝通渠道。該委員會定期舉辦各種關於中國的經濟發展、改革進程、投資環境、外貿外資政策等研討班，使投資者對中國有更深刻的認識。

中國加入世貿和西部開發將掀起新一輪的中國投資熱潮，亦為中國委員會的工作帶來新的挑戰。希望該委員會再接再厲，根據新形勢提供更多服務，為投資者們能夠有效地參與新一輪的投資熱潮作出新的貢獻。在此建議委員會迅速組織關於加入世貿對中國各產業的影響和中西部各省投資環境的研究，為投資者們提供更為具體的投資諮詢意見。

渣打銀行高級經濟研究員
廖群博士

Franchising missions

I understand that the Hong Kong Franchise Association used to organise study missions to visit franchise exhibitions and franchise operators overseas, like in the U.S. and U.K. Such visits are very useful in gaining first-hand information on development trends and learning from the experiences of others. Could you please let me know when the next mission will be held?

Mitch Lee
Networking Franchising (HK) Ltd.

No overseas missions are planned for the short-term, but the HKFA regularly organises events to help members explore franchising opportunities. To keep up to date on franchising events and developments visit our Web site at <http://www.franchise.org.hk>

特許經營考察團

我知道香港特許經營權協會以往曾組團參觀外地的特許經營展覽會和訪問英、美等地的特許經營商號，這些考察活動提供了特許經營發展趨勢的第一手資料，而參加者亦可以別人的經驗為借鑑。請問何時籌辦下一次考察活動？

縱橫加盟連鎖（香港）有限公司
李少雄

香港特許經營權協會在短期內不會籌組海外考察團，但協會經常舉辦活動，協助會員發掘特許經營的商機。有關本港及全球的特許經營活動和發展，請瀏覽協會網站 (<http://www.franchise.org.hk>)。

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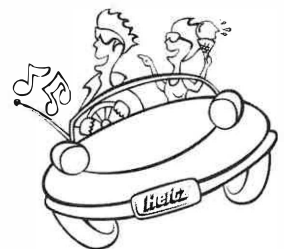
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Two chances to shape the policy debate

Your Chamber is now working on two of its most important annual submissions to the SAR Government on behalf of the local business community. The first is our letter to the HKSAR Chief Executive ahead of his **Policy Address in October; the second, our Budget submission to the Financial Secretary for the 2001-2002 financial year.**

Both events may seem a long way off. After all, the Chief Executive Tung Chee-hwa does not deliver his address until October 11 this year to what will be a newly-elected, third SAR Legislative Council. And the Financial Secretary, Donald Tsang Yam-kuen, will not present his 2001-2002 Budget to the Legco until a date to be set in March next year.

Assessment of the options for both speeches is, however, already well under way within the government and it will not be too long before they open to public discussion. This is especially the case for the Budget planning which is always the subject of wide consultation in the political and broader community. Certainly, the Budget consultation process will pick up pace soon after the September 10 Legco elections.

There are, of course, the inevitable links between the two, with policy initiatives outlined in the Chief Executive's annual Legco Address often being fleshed out and funded in the subsequent Budget. This means that the Chamber's submissions need to be consistent, although there is usually still time after the Policy Address to make Budget submission adjustments, should they be necessary.

This year's Policy Address will be vitally important, with the Chief Executive likely to seek to address some of the issues obviously still of concern to the community despite the quite outstanding recovery in the economy. The property market, the environment, education, health, the plight of small business, continuing asset and consumer price deflation, are some of the key issues likely to attract attention.

Each year the Chamber gives its members and the broader business community many opportunities to play a role in the policy

formulation process, but none are as important as the annual submissions on the Policy Address and the annual Budget. In both cases, the Chamber attempts to focus primarily on the concerns of its members and this year will be no exception. But it is also anxious to take into account any additional concerns of the broader SAR business community, both local and international.

Time is of the essence in ensuring these two important submissions get to government in the early stages of the planning process for the drafting of the respective speeches for each event. This year the Chamber aims to have the Policy Address submission in the government's hands by early September and the Budget submission soon after the Policy Address is actually delivered on October 11.

We welcome members' input to both submissions, so if you would like to make suggestions on what ought to be included in either of these submissions I would urge you to get in touch with our Chief Economist as soon as possible. He is now well into the process of gathering members' views on their content. Remember that time is of the essence if the Chamber is to make a meaningful contribution to policy formulation.

In conjunction with the formulation of its budget submission this year the Chamber is also conducting a survey of members related to the taxation review announced by the Financial Secretary in last year's Budget. You should have already received this survey and many have already been completed and returned. If you have not yet completed yours and returned it to the Chamber, please do so as soon as possible.

Finally, in closing, I would like to take the opportunity to remind members to vote in this year's elections for the third SAR legislative Council. The poll for the Election Committee, which will elect six members of the new legislature, has already been held, but the polls for both geographic and functional constituencies (and the Election Committee vote) will be held on September 10. Please exercise your right to vote. **B**



C C Tung
Chairman

本會影響施政的 兩次機會

總

商會正代表本地商界擬備兩份最重要的年度建議書，向特區政府呈遞；首份是十月《施政報告》發表前致行政長官的信件，第二份是致財政司司長的**2001至2002年度財政預算案建議書**。

《施政報告》和財政預算案的發表日期距今尚有多時，到了本年**10月11日**，董建華才會向新當選的第三屆特區立法會發表《施政報告》，而財政司司長曾蔭權也須待明年三月的某一天，才發表**2001至2002年度財政預算案**。

然而，政府內部已著手為這兩份演辭斟酌取捨，更會在不久把內容公開，讓公眾討論。尤其在籌劃財政預算案時，政府更往往廣泛諮詢政界和市民的意見。當然，財政預算案的諮詢工作將在**9月10日**立法會選舉結束後加緊進行。

《施政報告》與財政預算案兩者互有關連，行政長官在立法會上提出的政策，往往會在隨後發表的財政預算案中具體落實和撥款執行。兩者的關係意味著本會在這兩份建議書中提出的意見，必須貫徹一致。當然，在有需要的情况下，本會仍可在《施政報告》發表後，調整預算案建議書的內容。

本年的《施政報告》將極為重要，儘管本港的經濟復甦表現甚為突出，但看來行政長官會在報告中談論一些明顯仍然深受社會關注的問題，諸如樓市、環境、教育、健康、中小企業的困境、負資產和通縮問題，應是《施政報告》內一些備受矚目的主要課題。

每年，本會均為會員及商界人士提供不少參與政策制訂的機會，若論其重要性，則無一能及《施政報告》及財政預算案建議書了。在這兩份建議書裡，本會的首要重點是反映會員關注的事項，而本年也不例外。不過，我們也渴望在建議書內顧及香港商界本地及跨國公司的其他憂慮。

為確保這兩份重要的建議書能在草擬演說的籌備初期交予政府，必須抓緊時間。本會期望在本年九月初把《施政報告》的建議書提呈政府，並在**10月11日**《施政報告》發表後盡快呈交預算案建議書。

本會歡迎會員就兩份建議書提出意見，如有任何建議，請盡快與本會首席經濟學家聯絡，他正蒐集會員的意見。請謹記，我們必須抓緊時間，才能在政府制訂政策時作出有意義的貢獻。

除在本年編製預算案建議書外，本會亦就財政司司長在去年預算案中提出的稅務檢討調查會員的意見。會員應接到了問卷，不少亦已填妥交回。如未完成及交回問卷，請盡速行事。

最後，我希望借此機會，提醒會員在本年第三屆立法會選舉中投票。選舉委員會界別分組選舉（負責選出六位立法會議員）雖已結束，但地區及功能界別的選舉（還有選舉委員會的選舉）將於**9月10日**舉行，請行使投票權，一起投票！ **B**



董建成
香港總商會主席

工商月刊
THE BULLETIN

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Chamber members should strive to be good corporate citizens

In the past six months, the General Committee of the Chamber has discussed and approved three significant statements of policy for Chamber members. These statements are on intellectual property rights protection, on environmental practices, and on competition policy.

The first one, "Protection of Intellectual Property Rights – Code of Ethics," actually has been endorsed individually by many Chamber members, including all 25 companies of the General Committee. The latter two, "Chamber Environment Statement," and "Chamber Statement on Competition," are calls by the Chamber for our members to adopt certain practices in their business.

While all three statements do not bind our members to certain behaviour and are voluntary in nature, they do point the way to how to be good corporate citizens that have the welfare of Hong Kong in mind while trying to make a profit. Each, whether it is IPR protection, or good environment practices, or avoiding anti-

competitive behaviour, is a key in making Hong Kong more competitive and a better place to do business.

We urge our members to take a look at these three policy statements published on the following pages in this issue, and when possible, try to adhere to what the guidelines presented.

Another way to become good corporate citizens is to vote in the elections of the Hong Kong SAR. The election of the 60 legislative councillors for Hong Kong will take place on September 10. All eligible SAR voters, and those members of the Chamber who are registered in the Chamber functional constituency, are urged to vote on that day. The Chamber is given the privilege of having one member in the Hong Kong Legislative Council. Let us honour that privilege by voting if you are eligible.

These are just a few important ways to be better corporate citizens. We would hope in your daily business dealings in all areas, that you always keep good corporate citizenship in mind. **B**



Dr Edén Woon
翁以登博士

良好企業公民
應致力成為
本會會員

過 去半年，本會理事會討論和通過了三項重要的政策聲明，作為會員的指引。這三份聲明分別涉及保護知識產權、環保守則和自由競爭政策。

在首份聲明《保護知識產權守則》上，已有不少會員作個別簽署，以示支持，當中包括了理事會 25 位成員的公司。在《總商會環保聲明》及《總商會有關自由競爭的聲明》兩份聲明中，本會亦呼籲會員在經營時採納若干原則。

雖然這三份聲明並無規定會員必須採取某些措施，而遵守與否，亦全屬自願，但會員可透過這些聲明得知如何成為良好的企業公民，在賺錢之餘，也顧及香港的福祉。不論聲明是有關保護知識產權、良好

環保守則，還是防止違反自由競爭的行為，全皆以促進香港的競爭力和營造更有利的營商環境為目標。

三份聲明已隨本文刊登在本期內，期望會員細閱，並在可能的情況下遵守有關指引。

另一個成為良好企業公民的途徑是在香港的選舉中投票。在 9 月 10 日的立法會選舉中，將會選出 60 位立法會議員。所有符合資格的選民及已登記為總商會功能界別選民的會員，請於當天投票。本會享有選出一位代表進入立法會的權利，符合投票資格的會員，請珍惜這項權利，踴躍投票。

以上所述，只是成為良好企業公民的數個重要途徑，本會希望會員在日常運作中，時刻謹記良好企業公民的責任。 **B**

Protection of Intellectual Property Rights Code of Ethics

INTRODUCTION

- 1 To maintain its status as a first-class international centre for business, it is important for Hong Kong not only to respect intellectual property but to develop a reputation of doing so. This cannot be achieved without the endorsement and cooperation of the business sector.
- 2 This Code of Ethics is developed with a view to garnering the business sector's support in the protection of intellectual property rights. Subscription to this code is entirely voluntary. By signing on this Code, businesses will be making a statement that they endorse the importance of protecting intellectual property rights and are committed to playing their part.
- 3 Because different businesses have different requirements, it is difficult to design a universal code that can be applicable to all sectors. This present Code is intended for businesses which generally operate in an office setting. Business sectors with more specific operational requirements are encouraged to develop, through their respective industry associations, codes that are relevant to their specific situations.

COMPUTER SOFTWARE

- 4 Companies should only use legal software. They should make the best endeavour to ensure that all their software was legally procured, and that they would not knowingly purchase illegal, pirated or copied software.
- 5 In using legally purchased computer software, companies should ensure that the license conditions are complied with. They should not, for instance, make multiple copies of the software unless as allowed for by the software license.
- 6 Companies should use their best endeavours to ensure that their employees are fully aware of the importance in adhering to principles of the Code and should not bring illegal software to the workplace.

- 7 In purchasing computer equipment with pre-loaded programmes, they should ensure that only properly licensed software is included in the bundle of products.

EQUIPMENT AND PRODUCTS

- 8 Companies should only purchase genuine products. In purchasing office equipment and generally any other goods, they should ensure that the trademarks of legitimate products are not being infringed upon. In other words, they should not knowingly purchase counterfeit goods.

PHOTOCOPYING

- 9 Where there is a need to photocopy from an original publication, the principle of reasonableness should be observed. This means only a small amount could be photocopied, and due credit should be given to the source. If there is a need to copy a substantial part of the work, then the original should be procured, or permission sought from the publisher.

DEALING WITH FAKES

- 10 Company management should not allow counterfeit or pirated products to be used in the course of the company's operation. That would be against the law.
- 11 Where products or software which have been bought in good faith are discovered to be counterfeit or pirated, company management should take action to dispose of them.

COMMUNITY RESPONSIBILITY

- 12 Companies should ensure that where there is a need to use other people's copyrighted works or trademarks, they should first obtain permission from the legitimate owner.
- 13 Companies should be encouraged to support the Intellectual Property Department and other appropriate agencies in promoting protection of intellectual property among their employees and the community at large.

保護知識產權守則

引言

- 1 香港若要保持一級國際商業中心的地位，不但須尊重知識產權，同樣重要的，是建立這方面的聲譽。倘若沒有商界的支持和合作，便無法取得成功。
- 2 制訂本守則的目的，是在保護知識產權上，匯聚商界的支持。簽署守則與否，全屬自願。商界人士將透過簽署行動，展示他們認同保護知識產權的重要，並致力在這方面作出貢獻。
- 3 由於不同行業的需求各異，因此難以制訂一套適用於各行各業的守則。本守則旨在為一般辦公室內營運的行業而設，至於需在特定作業環境下經營的行業，應透過所屬行業的協會制訂配合其特定經營環境的守則。

電腦軟件

- 4 公司應只採用合法軟件，並應致力確保所有軟件皆透過合法途徑取得，以及保證不會在知情的情況下，購置非法、盜版或抄錄得來的軟件。
- 5 公司使用合法購置的電腦軟件時，應確保遵守版權的特許協議。除非軟件的版權特許協議容許，否則，公司不應進行抄錄軟件等活動。
- 6 公司應致力確保屬下僱員完全了解遵守守則的重要，而僱員亦不應把非法的軟件帶回工作地點。

- 7 購置已安裝預設程式的電腦器材時，應確保程式內的軟件均已妥善取得特許權。

器材及貨品

- 8 公司應只購買正版貨品。公司購置辦公室器材及其他一般貨品時，應確保沒有侵犯正版貨品的商標。換言之，公司不應在知情的情況下，購置冒牌貨品。

複印

- 9 如需複印刊物正本，應以合理標準為原則；換言之，即只能複印正本內的小量部分，並適當地註明資料來源的出處。如需複印正本內的相當部分，應購買刊物正本，或事先徵求出版商同意。

嚴禁使用贗品

- 10 公司管理層不應容許在營運過程中，使用冒牌或盜版貨品。凡使用者，均屬違法。
- 11 如發現誤買冒牌或盜版貨品或軟件，公司管理層應採取行動，將之銷毀。

社會責任

- 12 如需使用他人受版權保護的作品或商標，公司應確保事先取得合法版權持有人的同意。
- 13 公司應支持知識產權署及其他合適機構向屬下僱員及社會推廣保護知識產權的觀念。

Chamber Environment Statement

- 1 Promoting good environmental practices by the company.
- 2 Providing appropriate environmental awareness education to all employees.
- 3 Including environmental considerations in corporate decision making at all levels.
- 4 Providing environmental reporting both internally and externally for continuous improvement.
- 5 Integrating environmental management with safety and quality systems as appropriate.
- 6 Fostering corporate leadership through environmental emphasis with all business partners and with the community.

香港總商會環保聲明

- 1 在公司內推行良好的環保守則
- 2 向所有員工提供合適的環保教育，以增強環保意識
- 3 在公司各階層的決策過程中納入環保為考慮因素
- 4 對內及對外提供環境報告，以求不斷改進
- 5 適當地結合環境管理措施與安全及品質系統
- 6 鼓勵商業夥伴及大眾市民重視環保，培育企業在環保的領導角色

Chamber Statement on Competition

The purpose of this statement is to promote pro-competitive practices among Chamber members, so as to preserve and enhance free competition.

SUPPORT FOR COMPETITION

- 1 The Chamber supports competition and an open and fair competitive environment for business, both in Hong Kong and globally. We recognize that competition is important, not for its own sake but as a means to upgrade quality and productivity, attract first-class investment, and hence enhance the competitiveness of Hong Kong.
- 2 The Chamber believes that there should be a level playing field for Hong Kong companies both here and overseas. While promoting an open and fair competitive environment here, the Chamber advocates that Hong Kong companies should encounter the same open environment in a foreign country.

PROMOTING COMPETITION

- 3 The Chamber urges members to refrain from restrictive practices. These can include collusive or predatory behaviours that impair economic efficiency or free trade.

THE PRINCIPLE OF SELF-REGULATION

- 4 The Chamber believes that most business sectors, given the right conditions and encouragement, can regulate their own affairs and take account of ethical, legal and moral standards. In sectors subject to government regulation, we believe greater competition can be achieved through pro-competitive regulatory reform, as evidenced by the substantial benefits brought about by the de-regulation in the telecommunications industry.
- 5 The Chamber believes that self-regulation within the business community is an effective means of promoting competition. A self-regulatory code of practice can provide a positive guide for ethical businesses on agreed best practices that provide safeguards to consumers as well as ensure a competitive marketplace.

INDUSTRY SPECIFIC SELF-REGULATION

- 6 The Chamber encourages specific industries to develop, through their respective associations, statements or codes of practice to promote competition within their own sectors. These codes should address common complaints and concerns about practices specific to the industries. Where possible, they should include a complaints-handling procedure as well as provisions to deal with non-compliance of their members.

香港總商會 有關自由競爭的聲明

本聲明的目的是推廣支持競爭的原則，並鼓勵本會會員付諸實踐，以維護和促進自由競爭。

支持競爭

- 1 總商會支持自由競爭，並支持為香港及全球的營商者建立一個公平開放的競爭環境。我們認為，競爭的重要不僅是由於競爭本身帶來的利益，而是因為透過競爭，可提升質素及生產力，吸引優質投資，從而促進香港的競爭力。
- 2 本會相信，港商在本地及海外應享有同樣公平的待遇。除了致力倡議在本地確立公平開放的競爭條件外，本會也呼籲外地給予港商同等開放的環境。

促進競爭

- 3 本會促請會員避免推行限制競爭的措施，例如串通或掠奪性的行為，以免損害經濟效益或自由貿易。

自律的原則

- 4 本會相信，在合適的條件及鼓勵下，大部分商業界別應可自我監管，符合道德、法律和操守方面的標準。對於那些受政府規管的界別，我們相信推行有利競爭的規管改革，可引入更大的競爭。電訊業因撤銷規管帶來重大利益，便是明證。
- 5 本會相信，商界自我監管是促進競爭的有效途徑。透過制訂自我監管的守則，商界行業可議定最佳的方式，提供合乎商業道德的指引，一方面為消費者提供保障，另一方面確保維護市場競爭。

行業個別的自我監管

- 6 本會鼓勵個別行業透過各自的行業組織制訂聲明或守則，以促進業內競爭。守則內應涵蓋對行業特有作業方式的一般投訴和關注事項。在可能的情況下，守則亦應包括投訴的處理程序，以及懲處違紀會員的條文。

City of Life bounces back

A focused tourism industry is confident the market is entering a new era, but old problems need to be addressed if it is to reach its full potential

By Malcolm Ainsworth

There's an unmistakable sense of optimism in Hong Kong's travel industry. Sure, visitor arrivals last year grew 11.5 per cent over 1998's figures, and arrivals for the first quarter are up 15 per cent over the same period in 1999.

But the optimism goes deeper than the latest arrival figures which have grown mainly because of strong demand from the mainland and Taiwan markets. The industry and government has woken up to the fact that the health of Hong Kong's economy is intertwined with that of the tourism industry. This fact was highlighted by the Asian financial crisis which shook off the cobwebs of complacency within the industry.

"The downturn helped people in the government as well as people in the industry to focus and do things proactively," said Erika Hui, assistant commissioner, Tourism Commission. "Most people would agree that we had taken things for granted."

The industry had been riding very high prior to the crisis without much attention from anybody. But in 1997 people started to think seriously about how best to capitalise on Hong Kong's tourism assets. People were also waking up to the fact that the tourism industry is a very important foreign exchange earner, accounting for about 5 per cent of the SAR's GDP. As a result, the Tourism Commission was set up to steer the industry.

"The creation of the Tourism Commission is a very big step forward in my view because instead of just talking shop, instead of just hearing a lot of ideas – which was what used to happen – now I think there is a lot of government commitment to proceed with developing certain infrastructure support for tourism. I think that will go a long way in developing Hong Kong in assisting the Hong Kong Tourist Association (HKTA) and the trade to provide the products to attract tourists here," HKTA Chairman Selina Chow said.

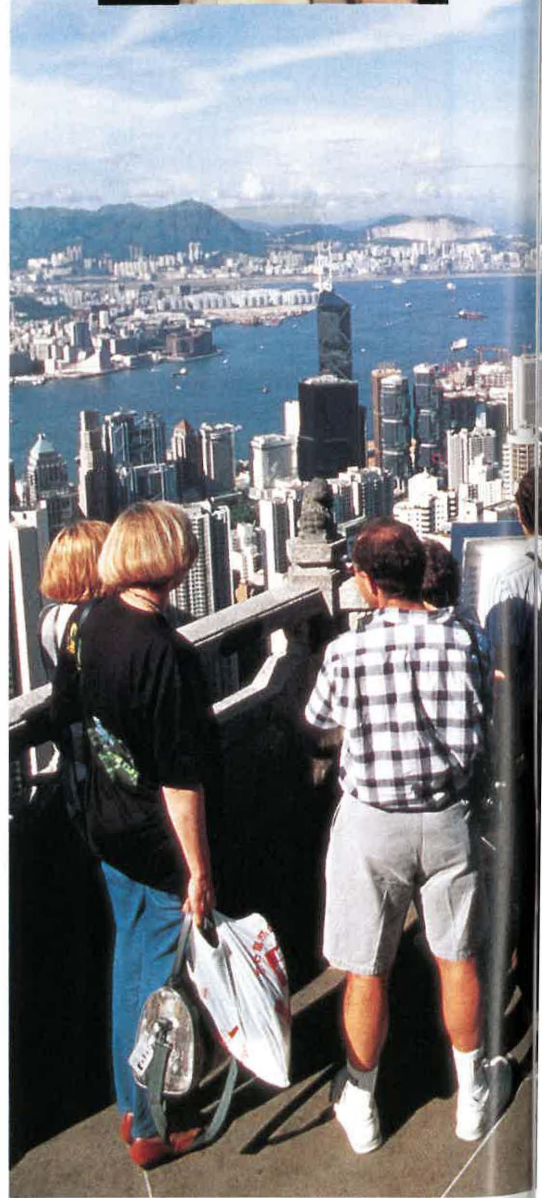
The Tourism Commission's Action Programme, "Hong Kong Tourism, Expanding the Horizons," (see page 21) outlines its strategy to develop both the hardware and software side of the industry.

The release of the report is particularly timely, because it gives the industry a clear focus of where it is heading.

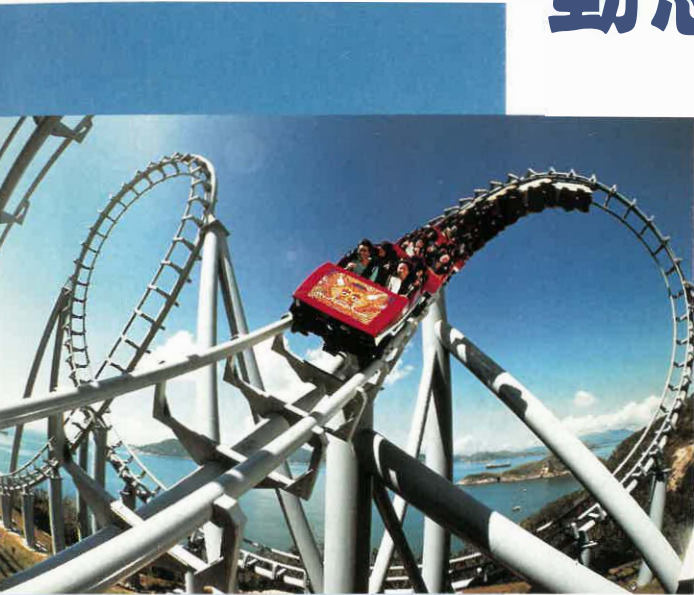
"One of the good things that has occurred over the last few years has been a reasonable amount of soul searching within the [tourism] industry, in terms of the way they manage and operate the facilities," said John Ap, associate professor, Department of Hotel & Tourism Management, Hong Kong Polytechnic University.

Besides the lack of a guiding body, another problem facing the industry was: "what is Hong Kong?"

"We have had a bit of a branding problem, because now we are a Chinese city.

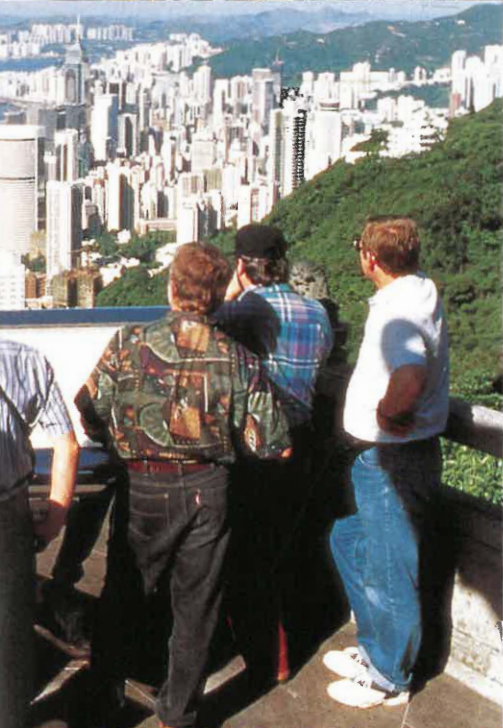


動感之都 魅力再現



旅遊業人士在確立清晰的目標後，堅信市場正邁向新紀元，但要全面發揮旅遊業的潛力，則必須解決老問題。

麥爾康



香

港的旅遊業似乎呈現一絲可喜的跡象。的確，去年的訪港旅客人數較1998年增長了11.5%，而本年首季的旅客人數也較1999年同期上升了15%。

然而，可喜的豈只是最近的訪港旅客數字（旅客數目上升，主要是內地及台灣旅客人數增加所致），事實上，業界及政府已甦醒過來，明白香港經濟是否蓬勃，與旅遊業是息息相關的。亞洲金融危機出現後，尤令旅遊業人士斬斷自滿的「情絲」。

旅遊事務署助理專員許林燕明說：「經濟低迷促使政府及業界人士專注地好好計劃。多數人都同意，過去我們以為成功是理所當然的。」

出現經濟危機前，業界人士春風得意，沒有人會深思細想旅遊業的發展，但在1997年，人們開始認真地思索，如何運用香港的旅遊業資源。人們也發現，旅遊業的收益，佔本地生產總值的5%，是香港極為重要的外匯收益來源。為此，政府成立旅遊事務署，推動旅遊業的發展。

香港旅遊協會主席周梁淑怡表示：「個人認為，成立旅遊事務署是重大的進步，因為跟以往不同，該署的作用不只是清談，也不僅是聽取意見。政府作出了多項承諾，發展若干旅遊業的基礎支援。我認為，成立旅遊事務署將大大有助香港的發展，有助香港旅遊協會和業界提供吸引旅客的產品。」

旅遊事務署的「香港旅遊業：開拓新領域」發展計劃（見第21頁）規劃了旅遊業發展的軟件及硬件策略。

此時發表這份有關旅遊業發展的報告，正合時宜，因為它為業界人士的發展路向制訂了明確的焦點。

香港理工大學酒店及旅遊管理學系副教授葉占雄博士稱：「值得慶幸的是，過去數年，旅遊業內探索如何管理及經營設施的人數還過得去。」

除了缺乏擔任指導工作的組織外，旅遊業亦面對另一問題：香港是甚麼？

周梁淑怡認為：「我們面對著角色的問題。現在，香港是中國的城市，不再是英國在亞洲或東方最後一個殖民地據點，因此產生了角色上的問題。」

「雖然如此，但我們多項（旅遊的）資產仍保存完好，在旅遊人數方面，仍然在東南亞地區居首位。隨著角色問題帶來的影響已逐漸消失，我們現在需確保為新千年作好準備。」

周太表示，儘管香港缺乏清楚界定的角色，但人們是知道和感受到的，只是沒有人透過視像、以統一的方式有效地推廣。

香港旅遊協會本年仍以「動感之都」為宣傳重點，但會針對不同市場的需要，建立形象，藉以更有效地表達「動感」的內容。

她說：「香港的殖民地統治期長達150年，留下了不可磨滅的痕跡；另一方面，香港亦保存了中國的傳統文化，我們正試圖突顯這方面的特色。雖然這方面的特色，每一位訪港的旅客都能感受，但我



COVER STORY

We are no longer the last stronghold of British colonialism within Asia, within the Orient. So there is that branding problem," Mrs Chow said.

"Having said that, a lot of our assets have remained intact, and we are still number-one in Southeast Asia in terms of visitors that come to us. So what we now need to do is to try and ensure that with this crisis almost over, that we are well positioned and prepared for the millennium."

Despite the lack of a clearly defined brand, Mrs Chow said the Hong Kong brand is known and felt, but has not very effectively been presented in a visual, unified way.

HKTA will maintain its "City of Life" promotion this year, but will be demonstrating more effectively what that life is through images targeting different markets.

"We have the 150 years or so of colonial rule which has left its indelible mark on Hong Kong. On the other hand Hong Kong has kept its Chineseness, and we will try to project that. Every visitor who comes here feels it. I think we need to project that much more to people who are overseas to be excited enough to get that feeling and make a decision to come to Hong Kong," she said.

Rather than targeting specific markets, the HKTA will be doing a global promotion to avoid putting all its eggs in one basket, and also to explore new markets.

Promotion of Hong Kong as a shopping paradise, East meets West, culinary nirvana, etc., will continue, because these are still the top reasons why people visit Hong Kong, she said. But the association aims to pinpoint what different markets want and then target their promotion campaigns accordingly.

For short-haul markets – Southeast Asia, East Asia, China, and greater China region – shopping and food are the main draws. Whereas the long-haul – Europe and North America – it is more the exotic fusion of East meets West, the quaint backstreets and temples of Hollywood Road that visitors are looking for.

Mrs Chow said she believes Hong Kong's appeal is still as strong as ever, but is aware that

the travel industry cannot keep offering the same old products to tourists, especially when about 80 per cent of visitors say they wouldn't mind coming back to Hong Kong.

MAINLAND CHINA MARKET

Mainland China has emerged as Hong Kong's single largest tourism market. Over 3 million mainlanders, or 28.9 per cent of the total arrivals, visited the SAR last year. The numbers continue to grow by leaps and bounds this year, with 1.53 million visiting the territory in the first five months of 2000, up 16.8 per cent over the same period last year.

The numbers have been growing so fast in fact that the government has increased the daily quota of mainland arrivals from 1,500 to 2,000, and consequentially pushed the annual quota to 730,000.

The Tourism Commission's Erika Hui said her office has been in very close dialogue with the mainland authorities about increasing numbers and they too are very



HKTA Chairman Selina Chow: "We are still number-one in Southeast Asia in terms of visitors that come to [Hong Kong]." 香港旅遊協會主席周梁淑怡說：「以訪港旅客人數計算，香港在東南亞仍是首位。」

keen to offer whatever cooperation they can.

"So besides increasing the daily quota, they've also allowed flexibility in terms of daily numbers, which means that for certain peak periods there may be a need to have flexibility as long as the annual quota is not affected," she said.

Mainland authorities have also agreed to increase the number of designated tour operators allowed to bring visitors from the mainland to Hong Kong from 4 to 17, which will be implemented very soon, she said.

Though most mainland visitors are not big spenders, spending an average of HK\$4,370 per capita last year, one very encouraging sign is that the market is following the same path as that of the Japanese, Chamber-CSI Tourism Committee Chairman James Lu said.

"The China market today is going through the same kind of transition that the Japanese market went through in that the Japanese never used to shop at Louis Vitton, but they do now. So the mainland market should be looked at in the same way as the Japanese market was," he said.

Even today, China's massive potential and the accumulative spending power of its visitors makes the mainland Hong Kong's most valuable market. But while their numbers have grown, so too have complaints from mainland Chinese visitors about shopping tours, in



The number of visitor arrivals to Hong Kong in the first five months of 2000 was up 15 per cent over the same period in 1999.

2000年首五個月的訪港旅客人數較去年同期上升15%。

想，我們有必要加強宣傳，以觸動海外人士的心靈，吸引他們來港。」

香港旅遊協會不想冒孤注一擲的風險，因此會展開全球宣傳，而不會專注於個別市場。

周太謂，購物天堂、中西薈萃和美食都會，將繼續是宣傳香港的重點，因為這些仍是吸引旅客來港的主要元素。不過，旅遊協會希望針對不同市場的需要，展開重點推介活動。

對於來自東南亞、東亞、內地及大中華地區的短線市場旅客，吸引他們的重點仍是購物和美食，但對於來自歐洲和北美的長線市場旅客，中西薈萃的事物、古雅奇趣的後街小巷，以及荷李活道的廟宇，都是他們所嚮往的。

周太相信，香港的吸引力沒有減退，但她亦明白，旅遊業不能了無新意，尤其八成旅客表示，願意重遊香江，那麼，香港的旅遊業市場便須不斷創新了。

內地市場

中國大陸已成為香港單一最大的旅遊市場，去年，訪港的內地旅客多逾300萬，佔總旅客人數28.9%，本年，人數更大幅躍升，首五個月的訪港人數便達到153萬，較去年同期上升了16.8%。

內地訪港旅客人數激增，是由於內地把旅客人數的限額由每天1,500人增至2,000人，使全年的限額增至73萬。

旅遊事務署的許林燕明指出，該署曾與內地當局緊密商討提高限額的問題，而內地亦表示會盡力合作。

她說：「除了提高每天的限額外，內地亦採取靈活的策略，處理每天的旅客數目，亦即是說，在旅遊的高峰期，他們會在^不影響每年限額數目的情況下，靈活處理每天的出境限額。」

內地當局亦同意把承辦內地旅客到港的指定旅遊經營商數目由4家增至17家，而有關政策不久後便會實施。

總商會旗下香港服務業聯盟的旅遊服務委員會主席呂尚懷認為，雖然大部分內地的旅客並非「大豪客」（去年平均每人的消費額為4,370港元），但令人鼓舞的是，內地旅客的消費模式正逐漸演變，大有跟隨日本旅客之勢。

他說：「今天，內地旅客的消費模式正逐漸演變，過程跟以往日本旅客相近。以往，日本旅客不會光顧路易威登，但如今他們光顧了。內地旅客預料會像日本旅客一樣，走著同一道路。」

即使在今天，內地旅客龐大的消費潛力亦使中國大陸成為香港最具價值的旅客輸出市場。然而，正因為內地旅客人數增加，投訴的數字也上升。內地旅客往往投訴被領到旅行團收取回佣的商店購物。

呂說：「一般來說，這些（承辦內地旅客訪港的）旅行團辦得不錯，只有少數旅客被敲竹槓的商店欺詐。這些敲竹槓的商店是由無牌的旅行社經營，我們必須深入調查。」

旅遊協會的周梁淑怡表示，內地當局對這種詐騙的行為也表示關注，而香港亦採取行動，加以阻遏。出現這個現象，是因為承辦內遊服務的旅行社不像外遊旅行社，無需申請牌照。

她說：「現時，業界和政府亦承認，有必要立例提高內遊服務的專業水平。我想，這對提高服務業質素大有幫助，因為在立例後，內遊旅行社應會在服務質素方面投資。這是我們真正期待的，也是我們真正需要的。」

許林燕明稱，旅遊事務署正草擬一套法例，監管內遊旅行社，希望法例能在新一屆的立法會通過。

該署亦規定，內遊旅行社必須在本地設

出神秘顧客光顧參與計劃的門市店，然後根據一套嚴謹的準則，加以評核，確保它們的服務合乎水平。此外，協會亦會設立投訴熱線，確保儘快處理旅客的投訴。

周太認為，最重要的是，這項計劃能為服務水平提供一定程度的保證。她亦希望計劃能推動服務供應者提高水平。

香港理工大學的葉占雄博士認為，若要改善香港的旅遊業，便須改善香港的服務文化。

他說：「調查顯示，內地旅客、甚至在香港居住的內地人士都感到被歧視，旅遊業人士應當心，不會『自斷糧草』。」

他指出，香港從事服務業的人員一般都效率高、禮貌好，但欠缺了個人化的服務。所謂個人化的服務，即指服務人員了解^和關注顧客的需求，預計他們的需要，而非在顧客提出要求後才作出回應。

「人們投訴服務員以『要不要，不要就



The HKTA will be highlighting in its promotions the diverse cuisine and nightlife that Hong Kong has to offer. 香港旅遊協會將重點推介香港不同種類的美食和夜生活

有相關的接待機構，負責接待旅客，並要求內地當局合作，確保落實這項規定。

她表示：「這類旅行社須成為香港旅遊業議會的會員，而旅遊業議會會致力確保旗下會員不會參與不良的貿易勾當。」

優質旅遊服務

本年，香港旅遊協會將發起「優質旅遊服務」計劃，以取代1999年發起的「香港好客之道」計劃。周梁淑怡表示：「這項計劃必須積極推行，但計劃的誠信問題，我們亦會十分關注，因為這項計劃會評核各行各業的服務質素。」

周透露，「優質旅遊服務」計劃首先以零售店及餐廳食肆為目標，繼而把關注的範圍擴展至其他服務行業。香港旅遊協會將派

拉倒』的態度對待顧客，我相信，我們不能就此繼續下去。我所說的，不是五星級酒店的服務，而是一般餐廳和零售店的服務。我們不欲訪港的旅客說，港人態度惡劣。」他說。

葉博士稱，香港旅遊協會雖然邀請了成龍和周潤發為「香港好客之道」計劃宣傳，鼓勵港人熱誠招待旅客，但成效不佳。

理工大學一名研究生曾調查計劃的成效，在調查中，旅遊業從業員和一般市民的受訪人數各佔一半。

他說：「該名學生訪問受訪者，這項計劃能否改變他們的態度，使他們殷勤地招待旅客。調查結果顯示，基本上計劃不能（達到預期成效）。不過，調查亦顯示，人們極注意有關廣告。」

COVER STORY

which they would be shuffled around shops where tour operators receive commission on their purchases.

"Generally these tours are quite well conducted, with the exception of a few tourists who end up in rip off shops. Rip off shops are those that are operated by unlicensed operators. These things need to be looked at," Mr Lu said.

HKTA's Mrs Chow said mainland authorities have voiced their concerns about the practice, and Hong Kong is taking action to control the problem, which arose because inbound tour operators are not licensed, unlike the outbound industry.

"Now it is very much recognised by both the trade and government that regulation is needed to upgrade the professional standard of the inbound service. So I think that will go a long long way because if that happens inbound operators will be much more likely to invest here. That is something

we really look forward to and we really need it," she said.

Mrs Hui said the commission is working on a draft legislation to introduce a system of regulation of inbound tour operators, which it hopes to get passed in the new Legislative Council session.

The commission will also make it mandatory for inbound operators to have corresponding ground receivers here to receive visitors, and has got the cooperation of mainland authorities to ensure that this regulation will be enforced.

"These sort of operators would have to be members of the Travel Industry Council, which does try to ensure that their members do not engage in improper trading practices," she said.

QUALITY TOURISM PRODUCTS

The HKTA's "Be a Good Host" campaign initiated in 1999 will be replaced this year



Visitor arrivals rebound with double-digit growth

Throughout 1997 and 1998, Hong Kong seemed to be anything but the "City of Life" for industries dependent on tourism. Visitor arrivals were down almost 2 million, and the drawnout Asian recession was prolonging the gloom.

But the good times returned in 1999. Visitor arrivals reached 10.6 million, representing a rise of 11.5 per cent over 1998's figures, and they continue to roll in with 5.17 million visitors entering Hong Kong in the first five months of 2000. In May alone, arrivals totalled 1.06 million, up 18.1 per cent on May 1999.

The ever-growing mainland market undoubtedly helped push up these figures. It has been Hong Kong's largest source of tourists for the past three years, accounting for 28.9 per cent of total arrivals last year, or 3.08 million visitors. Consequently, the government and tourism industry is putting great emphasis on developing this market. They were followed by 2 million big-spending Taiwanese, or 18.7 per cent of the market but 21.5 per cent of tourist receipts, compared to the mainland's 26.4 per cent share.

In May this year, the mainland market accounted for almost a third

of all visitors with 334,287 arrivals, representing a 27.9 per cent increase over the same month last year.

Encouraging as these figures are, they distort the fact that other markets have not fully recovered their pre-handover share. For much of the 1990s, for example, the important North Asia market (Japan and South Korea) accounted for about 20 per cent of total arrivals, and peaked in 1996 with 23.8 per cent. In 1999, it accounted for 12 per cent. For the January-May 2000 period, it rose slightly to 13.4 per cent.

Another important market for Hong Kong, Southeast Asia, also hasn't managed to bounce back to levels of the first half of the 1990s, along with the Americas market.

In fact, if the two largest markets, mainland and Taiwan, which account for almost half the market, hadn't continued their double digit growth, total arrivals for 1999 would not have been so rosy.

But the HKTA's figures for January-May 2000 show the non-Chinese markets are this year coming back with a vengeance with almost all registering double-digit growth.

HOTELS FALLING UP

More people filing through immigration means more business for hoteliers, regardless of where they are from. This has pushed average occupancy rates up to a very healthy 81 per cent in May, compared to a year ago.

In general, however, tourists are spending fewer days in the territory, averaging just 2.9 nights in 1999, compared to 3.1 nights in 1998. They are also spending less. Total tourism receipts last year reached HK\$52.9 billion, down 4.1 per cent on 1998, and down from HK\$72 billion in 1997.



Japanese visitors still haven't returned to the mid-90s level.
日本旅客的數字仍未回復至九十年代中的水平



Much emphasis is being placed on improving customer service to tourists. 提高旅客服務質素是今年旅遊協會宣傳的重點

HKTA

他預料，雖然「優質旅遊服務」計劃以點名的方式，讚揚那些照顧顧客需要的公司或機構，多少有助針對一些服務上的問題和欺詐行為，可是，計劃本身不能對業界中的壞份子加以懲處。

「零售商參與Q嘜計劃固然是好事，但這項計劃不能針對業界的枯枝，正是這些枯枝，使香港的聲譽受損。因此，對我來說，問題和面對的困難依然沒有解決。」他說。

葉博士認為，解決問題應以治本為要，因此應透過教育改變人們的思想，特別是那些服務業人士，以推動他們了解顧客的需要。

周梁淑怡表示，儘管旅客受到無禮對待的事故仍然存在，但香港旅遊協會的調查顯示，離港的旅客中，九成表示會向人推薦香港或再次遊覽。

她說：「儘管業界中有害群之馬，但業內優質服務的捍衛者猶在。可是，我們必須承認，也有人是不這樣做的，我們必須嚴正處理。」



Chamber-CSI Tourism Committee Chairman James Lu. 總商會旗下香港服務業聯盟旅遊服務委員會主席 呂尚懷

訪港旅客雙位數字回升

對 依賴旅遊業的行業而言，香港在1997至1998年間半點也談不上是「動感之都」，其間，旅客人數下降近200萬，而低迷的景況更在亞洲經濟衰退的影響下，持續了一段長時期。

幸好，1999年好景再現，訪港旅客人數達1,060萬，比1998年上升11.5%，在2000年首五個月，數字繼續飆升，到訪人數達517萬，單就五月份，來港人數共106萬，比去年同期上升18.1%。

內地旅客市場不斷擴展，無疑是加速旅客上升的因素。過往三年的訪港旅客人數中，以內地旅客最多，去年人次達308萬，佔總旅客人數28.9%。因此，政府及旅遊界正大力拓展這個市場。人數僅次於內地旅客的是台灣旅客，佔訪港旅客人數18.7%，人次為二百萬。他們消費力強勁，帶來的旅客收益佔21.5%，相對於內地旅客的26.4%，只是略遜而已。

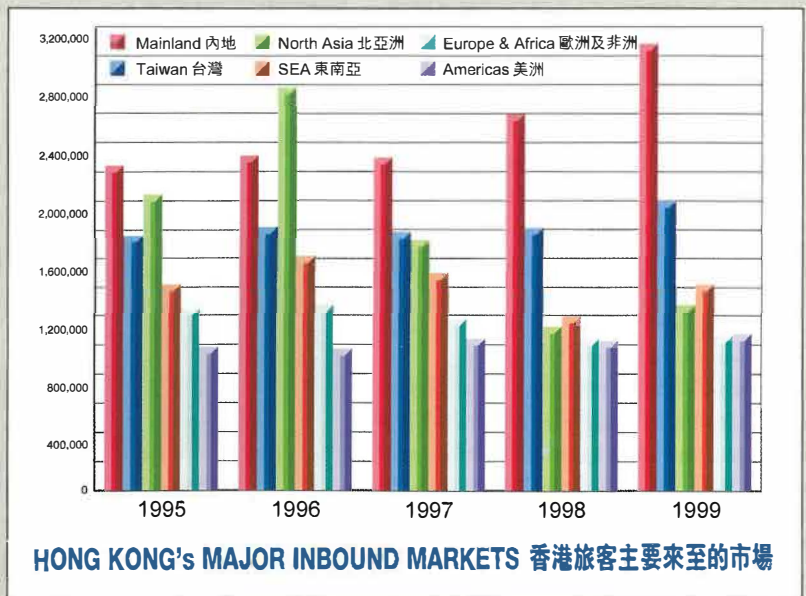
今年五月，內地來港人數共334,287人，佔總旅客人數三分之一，比去年同期增長了27.9%。

雖然這些數字令人鼓舞，但未能完全反映旅遊業的實際情況。事實上，其他地區的訪港旅客人數仍未能返回回歸前水平。以重要的北亞市場為例，在九零年代，這個市場的旅客人數約佔20%，在1996年，人數達致高峰，所佔的比例增至23.8%，在1999年，北亞旅客僅佔12%，今年首五個月，數字只微升至13.4%。

東南亞為另一個重要的旅客市場，但來自這地區的旅客數字亦未能回升至九零年代上半期的水平。此外，美洲市場的情況也無異。

事實上，若不是內地及台灣這兩個佔了一半旅客人數的龐大市場持續以雙位數字增長，恐怕1999年的訪港旅客人數難現樂觀景象。

不過，香港旅遊協會2000年首五個月的公布數字顯示，今年非華裔旅客市場復甦力強勁，幾乎全部均錄得雙位數增長。



酒店生意滔滔

無論旅客來自哪個國家，總之入境人數上升，必為酒店帶來更多進賬。今年五月酒店的平均入住率高達81%，與去年相比，升勢凌厲。

然而，旅客一般的留港日子較以往短，以1999年為例，旅客平均在港逗留2.9晚，在1998年則逗留3.1晚。此外，旅客的消費力亦不如前，旅遊業總收益由1997年的720億元下降至去年529億元，而後者亦較1998年回落4.1%。

with the "Quality Tourism Services" scheme. "This must be pushed very aggressively, but with a lot of attention to the integrity of the scheme, because the quality of service associated with the scheme would actually come up to scrutiny," Mrs Chow said.

The scheme will initially target retail and restaurant outlets, but will eventually be expanded to more service industries, she said. Under a very stringent set of criteria,

stores. We don't want tourists who come to Hong Kong to say we are surly."

The HKTA's "Be a Good Host" campaign, which with the help of Jackie Chan and Chow Yun-fat encouraged people to extend a warm welcome to visitors, has not had much success, Mr Ap said.

One of the school's postgraduate students conducted a study to measure the effectiveness of the campaign. Half of the

But the study did show there was a high awareness of the advertisements."

For the Quality Tourism Services scheme, he thinks that while it helps to address some of the symptoms of service problems and cheating by identifying companies and organisations that will look after the needs of customers, it doesn't penalise the bad ones.

"While it's good that we have retailers subscribing to this Q-mark system, it does not address the problem of the rotten apple within the crowd and it is these rotten apples that are creating more harm to Hong Kong's reputation. So to me it doesn't fully address the problem and the issue that is being faced," he said.

He feels the answer lies much deeper, in educating the mindset of people, especially those in the service industry, to look at what are the needs of the consumers.

In spite of stories about rudeness, the HKTA's surveys conducted on departing visitors show that 90 per cent of people who leave say they would recommend Hong Kong to someone else or that they would come back, Mrs Chow said.

"So in spite of all these things, we still have an army of people out there that are providing good service. But we must also recognise that there are those who are not and we must try to deal with them," she said **B**



participating outlets will be scrutinised to make sure that service is kept up to scratch, which will be achieved through mystery shopper visits. A tourist complaint hotline will also be set up to guarantee quick redress.

Mrs Chow said it is vital that when people look at the scheme they can be guaranteed a certain level of service, and she also hopes the initiative will push service providers towards a higher plane of service.

Hong Kong Polytechnic University's John Ap feels that if Hong Kong has to improve any aspect of the tourism industry, it is the service culture in Hong Kong.

"Research shows mainland tourists and even residents of Hong Kong feel they are being discriminated against. The tourism industry has to be very careful that it doesn't bite the hand that feeds it," he said.

He said that while Hong Kong service is generally efficient and courteous, it lacks a personal touch wherein the service provider understands and is concerned for needs of guests and so anticipates rather than reacts to needs.

"People complain about the service which has been a take-it-or-leave-it attitude. I believe we cannot continue with this attitude," he said. "I'm not referring to the level of service you find in our five-star hotels, but the ordinary restaurants and retail

people surveyed worked in the travel industry, while half were ordinary residents.

"The student asked whether this [campaign] would change their behaviour to extend courtesy to tourists," he said. "Basically, the results showed it wouldn't.



Shopping is still a major draw for visitors to Hong Kong.
購物仍是吸引旅客來港的主要誘因

Tourism Commission Action Programme

The release of the Tourism Commission's Action Programme this June entitled, "Hong Kong Tourism - Expanding the Horizons," marks a milestone in the development of Hong Kong's tourism industry.

Among the listed projects underway is the International Wetland Park in the Mai Po Marshes. Phase I of the park is expected to be completed by the end of this year, while work for the rest of the park is scheduled to be completed by 2004 at a cost of HK\$500 million, Assistant Tourism Commissioner Erika Hui said.

The adventurous plan to create a Fisherman's Wharf at Aberdeen is part of the office's plans to take advantage of Hong Kong's unique harbours, but the initial phase of the study concluded that the original site was not the best option.

"Rather than just focusing on the Fisherman's Wharf as a single facility, we want to look at the tourism potential of the whole Aberdeen area: how that facility

should interface with Ocean Park, the floating Jumbo Restaurant and other possible tourism developments," she said.

"It does seem to us to make a lot of sense given Aberdeen's fishing port history that we should really be looking at some sort of cluster over that part of the island," Mrs Hui said.

The idea of running a cable car from Aberdeen up the Peak is also being looked into, as well as development of the lowland areas of Ocean Park.

Plans to spruce up the Tsim Sha Tsui Promenade to include soft landscaping, foreshore improvements and open-air cafes are among the commission's short-term strategies. But Mrs Hui concedes that improving the water quality in the harbour, as well as Aberdeen Harbour, will have to go in parallel with development programmes if they are to succeed.

"Water quality is always a problem. Floating refuse has been a problem, but I think it is a seasonal problem. The Marine



Assistant Tourism Commissioner Erika Hui.
旅遊事務署助理專員許林燕明

Department has been doing a lot in beefing up their cleaning up activities but it is going to be a battle which we would need to fight continuously," she said. **B**

The entire Tourism Commission Action Programme can be downloaded from the commission's Web site at <http://www.info.gov.hk/tc/action/index.htm>

旅遊事務署發展計劃

旅遊事務署剛於六月公布一項名為「香港旅遊業 — 開拓新領域」的發展計劃，為香港旅遊業的發展奠定了新的里程碑。

旅遊事務署助理專員許林燕明說，該署正籌備發展一連串計劃，當中包括了位於米埔沼澤區的國際濕地公園。整項計劃斥資五億港元，第一期工程預計於年底前竣工，餘下工程則計劃於2004年完成。

建設香港仔漁人碼頭是旅遊事務署另一項嶄新計劃，旨在充分善用香港獨特的漁港風貌，但初步研究顯示，原址並非最佳之選。

許林燕明解釋說：「與其集中建設香港仔漁人碼頭為單一旅遊設施，倒不如全面發揮整個香港仔區的旅遊潛力，使香港仔漁人碼頭與海洋公園，珍寶海鮮舫及其他有關的旅遊設施互相連接和配合。」

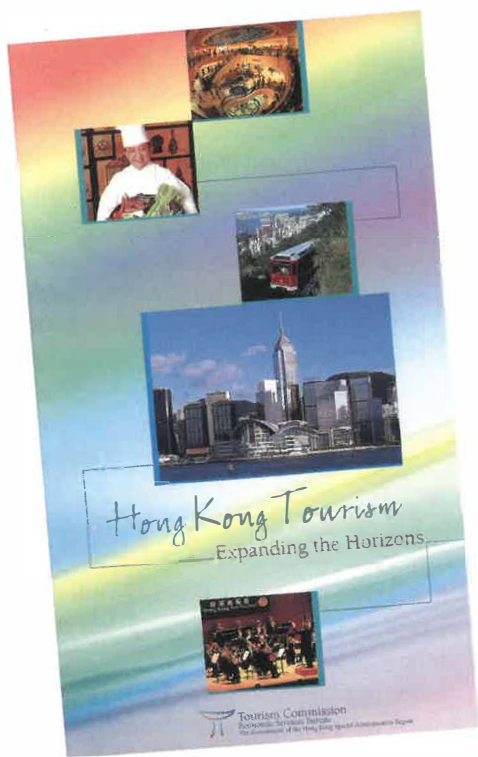
許太說：「香港仔過往是漁港，具有歷史特色，我們應發展集中在島上文化遺產，這樣做更有意義。」

該署亦正考慮興建吊車穿梭香港仔至山頂，並計劃拓展海洋公園低地建設。

旅遊事務署的短期計劃包括粉飾尖沙咀海濱大道，在該處種植花卉樹木，改善前濱，設置露天茶座。許太亦承認，改善海港及香港仔的水質須與發展計劃同步進行，計劃才能成功。

她說：「水質污染一直是棘手的問題，水上漂浮的廢物有待解決，但相信這個問題是季節性的。海事處雖已加緊進行清潔行動，但這是一場持久戰。」 **B**

整項「香港旅遊業 — 開拓新領域」計劃的資料可從旅遊事務署網址下載 (<http://www.info.gov.hk/tc/action/index.htm>)。



Real estate

By Nicholas Brooke

Much of the attention in the residential sector lately tends to focus on the gloomier side of the equation. We are bombarded with data on the scale of the correction in prices and, as a result, how many families now find themselves in negative equity. But it is worth spending a moment or two highlighting some of the positive aspects of the culture shock that the market and the players have experienced over the last two and a half years.

The first, undoubtedly, is the move away from the “pass the parcel” mentality of those heady days leading up to the handover when the speculator dominated the market and housing was treated and traded as a commodity.

With the prospect that growth in the future is likely to be driven by economic fundamentals of a more modest nature than in the past, any potential purchaser is faced with the likelihood that he or she may have to actually move into the property. And in all probability live there for a number of years before he can afford to up-grade.

Gone are the days when a property was traded seven or eight times before it ended up in the hands of the end-user. The purchaser is now faced with making a long-term investment decision! The reality is that this is a major shock to the system. It is not surprising that the market is in some disarray as prospective purchasers struggle with the responsibilities of ownership and the liability for up-keep that comes with an



The shape of things to come

investment in the residential sector, not only of their own unit, but also of the public and common areas.

There is a realisation, albeit gradual, that failure for owners to maintain their property will – over time – affect and impact the value of the unit. As a result, I believe that we are going to see individual owners take a much closer interest in the upkeep of their blocks and estates. Previously it did not matter because most individuals did not own for long enough for maintenance to become an issue, but the advent of a much longer

investment horizon bodes well for the government’s efforts to raise awareness in the area of property management and maintenance.

The second positive aspect is the marked improvement in affordability, notwithstanding that incomes have stood still or even fallen, and that some families now find themselves with at least one contributor to the monthly mortgage unemployed.

There are a whole variety of ways to measure affordability. Take for example a 60 sq. metre unit in the New Territories, which is towards the top end of the size range. Let’s assume a family takes out a 70 per cent mortgage, repayable over a 20-year term, and that a family, by choice, would be willing to allocate 50 per cent of the family income to paying the monthly instalments on the mortgage. In this case, only 27 per cent of Hong Kong’s 2 million families could afford to purchase such a unit at the height of the market in 1997.

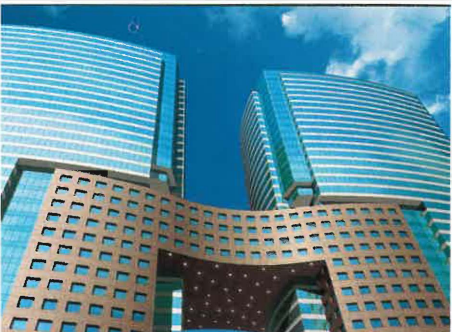
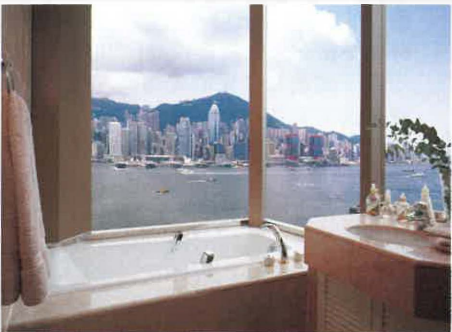
Even given the difficult economic times that we have experienced and making an appropriate downward adjustment in the family income profile,

the position is now materially improved with the percentage now approaching 70 per cent. That number in reality is considerably higher if loans, mortgage subsidies and other forms of financial assistance are factored into the equation.

You can argue that US\$200,000 is still too much to pay for a “small” 60 sq. metre unit, but it is clear that most families can afford to purchase, if they choose and have the confidence to do so.

The third interesting and positive aspect is that ownership of property and a growing

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蒲祿祺

近

日，港人的注意力大都集中在住宅樓市的陰暗面，接連聽到的，都是樓價下挫幅度的數據，以及最終令多少家庭落入負資產行列的數字。市場及炒家在過去兩年半可說是經歷了一場「文化衝擊」，但在這場衝擊裡，也帶來了正面的信息，值得在此略談一二。

第一，在過渡期裡，樓價飆升，令人興奮，炒家雄據了市場，人們視房屋如商品般買賣，但經歷樓價衝擊後，這種把房屋買賣當作玩「禮物傳送」遊戲的心態無疑已改變。

未來樓價上升與否，看來會取決於經濟的基本因素，因此，樓價的升幅應較以往溫和。在這情況下，準買家或許需真正遷入物業裡，多半還得住上數年，才能以較高價出售物業。

過去，物業往往易手七至八次後，才落入最終用戶的手裡，如今，這些日子已成過去。現時，買家所面對的，是一項長遠的投資抉擇，而這方面的轉變，實際上已對市場的整套行為模式構成衝擊。現時，令準業主

忐忑不安的，是買下物業後所承擔的責任，以及隨著投資物業而來的維修保養責任，而須負責的範圍不僅是住宅單位本身，也包括公眾地方。因此，市場上出現了一些困惑的情緒，也不足為奇。

業主發現（儘管當中的過程是漸進的），若不維修物業，一些日子過後，便會影響物業的價值。如此看來，相信個人業主會對大廈及屋邨的保養問題更為關注。過往，大部分個人業主持有物業的時間不長，因此不在乎維修保養的問題，但隨著物業的投資收平期增長，看來政府將要提高市民在物業管理及維修方面的意識。

第二項正面的信息是負擔能力顯著提升。雖然出現凍薪，甚至減薪，而有些家庭更有最少一名負責按揭供款的成員失業，但人們在置業方面的負擔能力卻大幅上升。

量度負擔能力的方法林林總總，舉例說，在1997年樓價達致頂峰時，全港200萬個家庭中，只有27%能夠每月撥出家庭總收入的一半購買新界一個七成按揭的60平方米單位（這個面積已近乎最大）。

如今，雖然本港經歷了經濟困難的時期，家庭收入也相應調節，但有關比例卻

大幅上升至70%。假如把借貸、按揭資助和其他財務支援計算在內，實際的數字更會大為增加。

也許有些人會反駁說，以20萬美元購買一個60平方米的「小型」單位，仍然昂貴，但顯然只要願意和有信心，大部分家庭是有能力負擔得來的。

第三項有趣而正面的信息是置業後，歸屬感增強，對生活質素的關注程度也相應提高。他們關注的問題包括環境及持續發展，在此等問題上，他們不願只擔當諮詢的工作，更希望能參與討論和決策，難怪近日在制訂環保和土地規劃的政策時，或在擬訂任何被視為影響香港僅有「傳統特色」的措施時，港人都力促政府提高透明度和給予參與決策的機會。事實上，透過前瞻式和具啟發意義的討論，有助作出更合適和更周全的決定，如今，特區政府顯然已明白，在制訂所有策略性的規劃措施時，有必要取得社會的支持。

第四項，也是最後一項正面的信息（原因是篇幅所限），就是發展商察覺到有必要回應（其實應該說是預測）準買家越來越高的要求。發展商也發現，在市場疲弱、部分地區存貨過多的情況下，產品排眾而出，才是致勝之道。

在資訊科技的熱潮下，大部分主要的發展商不欲錯失機會，於是紛紛進軍「互動」和「電子」市場。他們有些確實是為了分散業務，但大多是基於「智能」或「數碼」居所，將成為未來的大趨勢，故才作此投資。接達與監控；訊息與享受；服務與科技，看來將成為管理手冊上的基本要素。網羅各式各樣商品及服務的完備網上系統，將是業主和租客期望擁有的。

相信業主和租客從沒機會真正了解大廈的管理系統如何運作，也不曾主宰大廈提供服務的方法。透過網上的系統，可讓您取得有關文件（諸如是租約、管理規則、公契等），查看現時的帳項和帳戶記錄，甚至接通管理處，要求維修及保養和查詢工作的進度。

這個系統也可讓住戶在網上瀏覽業主立案法團的會議紀錄，查看網球場、游泳池等設施的開放時間和預訂程序。此外，住戶對大廈有任何意見，也可透過網上佈告板和聊天室提出、批評和討論。這樣，整座大廈便成為真正獨立自主的小社會了。

大廈亦可接達廣泛的消費服務單位，如雜貨店、花店、快餐店、的士電召服務台、戲院及其他娛樂場所。總之，安坐家中，只需一按，即可在喜愛的餐廳預留座位，安排度假外遊的事宜，何等逍遙啊！**1**

蒲祿祺是本會旗下香港服務業聯盟地產服務委員會主席，也是保柏國際物業顧問主席。

sense of belonging increases concern about quality of life issues. These include the environment and sustainable development and a wish to not only be consulted on such issues but also to participate in any debate and in the decision making process. It is not surprising therefore that we are seeing increased pressure for greater transparency and participation in decisions relating to the environment, land use planning and any initiative which is seen to impact what little "heritage" Hong Kong still possesses. Pro-active and creative debate and discussion can only lead to better and more considered decisions and the SAR administration clearly now appreciates the need to secure the community buy-in on all strategic planning initiatives.

The fourth and final positive development – for the purpose of this short article – is the recognition by the development community that they must respond to – and indeed anticipate – the aspirations of an increasingly demanding prospective purchaser. They must also recognise that, given the weakness in the

market and the excess inventory overhanging the market in some areas, product differentiation is the name of the game.

Some of the hype associated with the various "i" and "e" initiatives upon which most of our major developers have embarked is clearly related to the wish not to be seen to be missing out. Whilst some of the investment can be attributed to a genuine wish to diversify, much is due to the realisation that the "smart" or "digital" home is likely to be the norm rather than the exception in the future. Access and control; information and indulgence; service and sophistication are all likely to become standards in the management manual and a dedicated online access to a whole range of goods and services is what owners and tenants alike will expect.

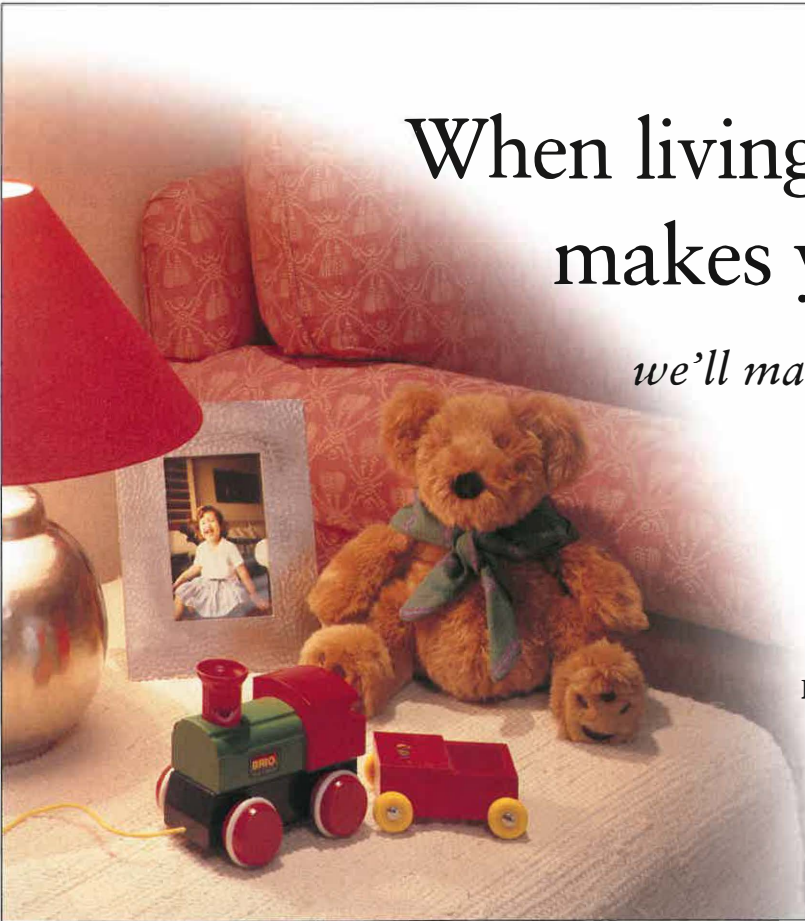
Never before has there been the opportunity to really understand how your building works or to take control over the way your building can work for you. Such systems can provide access to relevant documents – your lease, the management rules, the Deed of Mutual

Covenant, – to your current bill and account history, to the management office and provide the ability to request repairs and maintenance online and to receive updates on progress.

The Owners Incorporation Minutes will be online, along with the opening times and booking procedures for the tennis courts, the swimming pool, and so on. Bulletin boards and an active dialogue area will provide the arena for input, comment and discussion of any issues to do with the property so that your building really will become a self-contained community.

Access also could be provided to a wide range of consumer services including the ability to order groceries, flowers, fast food, reserve taxis, buy tickets for cinema and other entertainment, book your favourite restaurant and make holiday and travel reservations – all from the comfort of your arm chair. Suddenly it all clicks! **B**

Nicholas Brooke is Chairman of the Chamber's CSI-Real Estate Services Committee, and Chairman of Brooke International.



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Economic growth positive for social development

On June 21, the Hong Kong Council for Social Service launched the SAR's first Social Development Index. Our Chief Economist, IAN K PERKIN, was a respondent at the launch ceremony and reports on the outcome.

Social Development Indices do not have a good reputation. Just witness the debate that always surrounds every update of the UN development index, which purports to offer a global comparison of economic and social advancement.

Their aim is to measure a range of quantitative and qualitative factors directly affecting the economic and social advancement of societies, but often the most vigorous arguments are about their methodology, content and outcome.

It was therefore with an equal measure of caution and suspicion that I approached the task of respondent at the SAR's first Social Development Index, which aims to measure Hong Kong's advancement over the past two decades.

After all this was a project commissioned by a social advocacy group, the Hong Kong Council of Social Service, raising the prospect that its conclusions might be directed to furthering the aims of the group involved, rather than factual analysis.

True, the Chief Executive Tung Chee-hwa is the group's patron and it had assembled a highly respected Board of Consultants under economist and Lingnan head Professor Edward KY Chen to oversee the work on the index.

It had also engaged a distinguished scholar, Professor Richard J Estes of the University of Pennsylvania, to work with the board on the entire project, which was completed in fairly rapid time. Nevertheless, some lingering doubts remained.

They were dispelled, however, with the release of the index and its accompanying report. While it does point to some very severe problems in the development of the Hong Kong community, it is, taken in its entirety, a testimony to the benefits of the

SAR's pursuit of economic advancement.

Put in its simplest terms, the index shows that substantial social progress took place in Hong Kong in the period studied between 1991 and 1998, with a net gain in the index over the entire period of 75 per cent.

This is all the more impressive when it is considered that this time span was not just a period of rapid economic growth, but of dramatic structural adjustment in the Hong Kong economy. It is a period that spanned the opening of China, the decline of local manufacturing and the rise of the services sector.

Naturally, the advancement was not uniform across all of the components of the index and there are indications of the emergence of some real social problems, but overall the index confirms that the pursuit of economic growth has served Hong Kong well.

Professor Estes and his team have produced an index, involving 47 social, economic and political indicators across 14 development sectors, that provides a valuable addition to the available data and potentially a powerful tool for measuring future social development in the SAR.

Of course, as with other such indices, it is possible to argue about the methodology and to debate what it does include and what it should perhaps include, and perhaps the weight given to individual indicators in the overall index.

It is also possible to argue about the resulting division of Hong Kong society into four "distinct and unequal societies" – the "well-off;" the "socially secure;" the "socially insecure" and a "growing underclass" of the permanently impoverished.

At least to this writer, Hong Kong society has more "grey areas" than these divisions suggest and there is greater mobility across divisions than in many other societies. The

aspirations and abilities of the vast majority of the population also reinforce this mobility.

Personally, too, I have been stressing for a number of years now just how important it is to understand Hong Kong's (rapid) population growth and changing population structure and what it might mean for the future, particularly planning the Hong Kong society of the future.

This "back to square one" approach – understanding Hong Kong's likely population growth and future population structure – is vital to understanding what sort of society we will be coping with. Too little attention is being paid to this important determinant and more emphasis might well be given in the index.

But, for the most part, the new index confirms and quantifies a lot of what we know, or suspected we knew, about the community that is Hong Kong, its social development to date – and, perhaps more importantly, the challenges ahead.

It confirms the importance of sustained and sustainable economic growth to community development and it confirms that the pursuit of economic growth and development – whatever the minority side effects might be – helps the vast majority of the community.

Of course, there are always concerns about those who are left out of this prosperity, but this is true of all developed countries. At least the development of this new index provides a better indication of the likely future areas of difficulty than we have had in the past.

According to the index outcome there is a need to be concerned about the growing number of poor and the homeless (particularly among new arrivals) and what support is available to them (always allowing for the fact that people should, above all, have the right to choose their own lifestyle).

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經濟增長有利社會發展

6月21日，香港社會服務聯會訂定香港首個社會發展指數，本會的首席經濟學家洗柏堅在發表指數的簡報會上作出回應，下文為他對有關研究結果的意見。

綜 觀芸芸的社會發展指數，沒有一個享有良好的聲譽。且看比較全球經濟及社會發展步伐的聯合國發展指數，每次更新時，必定引起四方爭論。

這些社會發展指數的目的，是量度一系列直接影響各個社會在經濟及社會發展方面的質和量因素。然而，引起激烈爭論的，往往是調查的方法、內容和結果。

有鑑於此，我抱著謹慎和懷疑的態度，著手回應社聯的社會發展指數。這是香港首項社會發展指數，目的是量度香港在過去二十年的發展。

畢竟，這項調查是由鼓吹社會福利的團體香港社會服務聯會委託進行的，這個背景，增加了調查結論被引導之嫌，令人不禁懷疑，調查中所得出的結論，可能並非純粹根據事實的分析，而是為了促進參與團體的目的。

誠然，行政長官董建華是在聯的贊助人，而該會亦成立了由知名人士組成的顧問團，並邀請經濟學家兼領南大校長陳坤耀教授擔任主席，負責監督調查工作。

此外，社聯亦委託了著名的學者賓夕凡尼亞州大學的倪思迪教授與顧問團合作，參與整項研究計劃，而有關研究也在極短的時間內完成。儘管如此，上述的疑團猶在。

不過，當指數和調查報告發表後，這些疑團便一掃而空。報告指出，在香港社會的發展過程中，雖然出現了一些嚴重的問題，但總括而言，指數是香港推動經濟發展取得成果的明證。

簡單而言，指數顯示在1991至1998年間，香港取得了重大的社會發展，指數的淨增長為75%。

令人更驚嘆的是，在這段期間，不僅經

濟增長迅速，經濟結構也出現了重大的調整。其間，內地開放，本地的製造業漸走下坡，服務業興起。

當然，並非指數內的所有組成部分均以同一步伐發展。指數亦顯示，本地確實出現了一些社會問題，但指數的整體數字證明，經濟增長對香港有利。

倪思迪教授和他的組員所訂定的指數，由14個發展領域組成，當中包括了47項社會、政治及經濟指標。這個指數是有用的參考資料，或許也是量度本港未來社會發展的有效工具。

誠然，跟其他類似的指數一樣，調查的方法、包含的內容、應包括的內容，甚或指數內個別指標的比重，均可成為人們批評的焦點。

此外，把香港社會分為四個「地位不平等社群」的方法，也可以引起爭議。這四個社群分別是：一、身處高位、生活富足者；二、生活安穩、身居要位者；三、縱然受僱，收入有限者；四、人數日漸增加、徬徨無依、永難脫貧的低下階層。

至少對筆者來說，香港社會所存在的「灰色社群」，比以上所述更多，而跨社群的流動性也較其他社會為高。況且，憑著絕大部分港人的進取心和能力，必更進一步促進跨社群的流動。

個人來說，多年來我一直強調，了解香港人口急增和人口結構變化的重要，了解這些資料對未來（尤其對計劃香港社會的未來）的意義。

這個「回到起點」的做法（即了解香港未來的人口增長趨勢和人口結構），大大有助我們了解日後面對的社會。可是，對於這個重要的決定性因素，關注者甚少，在訂定指數時，或許也應多加重視。

不過，總的來說，這個新訂定的社會

發展指數證實和量化了多項我們知道、或可能已經知道的資料，當中包括香港本身的情況、至今本地社會的發展，甚至更重要的，是未來的挑戰。

指數證實了持久和持續的經濟增長對社會發展的重要，也證實了尋求經濟增長和發展，儘管可能對一小撮人帶來影響，但對社會絕大多數人士來說，皆有裨益。

毫無疑問，那些未能享受繁榮成果的一群，總會引起關注，但所有已發展國家的情況，也盡皆如此。

至少，訂定這個指數能較以往提供更佳的指引，好讓我們了解未來的困難所在。

指數顯示，貧困和無家可歸人士數目日增（以新移民尤甚）、他們現有的援助，都成為亟需關注的問題（惟須顧及人們有權選擇自己的生活方式）。

不過，話得這樣說，如社會下定決心，貧困和無家可歸的問題均可輕易和迅速地迎刃而解，所需的往往只是金錢而已。

從指數和研究報告中，最令人感到憂慮和困擾的，是社會上明顯地出現了一些更為棘手的問題，而這些問題並非金錢可以解決的。

它們包括個人之間的暴力和家庭暴力、日漸增加的自殺個案、濫用藥物和依賴藥物，以及街頭罪行或更嚴重的犯罪活動。

當然，報告亦關注到環境問題，解決這個問題，誠然無錢不行，但社會上的風氣和訴求、減少污染和改善環境的能力與積極程度，都與這個問題有莫大的關係。

屬個人類別的社會問題廣泛出現，立刻喚起了我們的關注，也許香港將要面對的問題中，以這一類最為棘手，因為這不僅是製造財富的問題，而是關乎社會標準和風氣的問題。 **B**

It has to be said, too, that problems of the poor and the homeless can quite readily and easily be dealt with once society makes up its mind to do so. Usually, it is a matter of money.

What was most concerning and disturbing about the index and report was the apparent emergence of some problems that are far more difficult to deal with, because they are not just a matter of money.

These are the concerns expressed about inter-personal and domestic violence, rising levels of suicide, drug abuse and drug dependency and criminal activity at a street level and up.

Then, of course, there is concern about the physical environment, which is of course about money, but also about community attitudes and demands, the ability and

willingness to act to reduce pollution and improve the environment.

It is the broader emergence of the personal type of social problems that are, however, of most immediate concern and may be the most difficult problems the SAR will have to deal with, as they are not just about the creation of wealth, but community standards and attitudes. **B**



Hong Kong Eco-Business Awards

2000

Green Office Award

Green Property Management Award

Best Environmental Reporting Award

Goals of Awards

The Green Office, Green Property Management and Best Environmental Reporting Awards are designed to honour businesses in Hong Kong that have demonstrated a commitment to environmental management and to educate companies regarding the benefits of environmental management.

Organisers:



Wastewi\$e Scheme

The purpose of the scheme is to recognise waste reduction efforts of companies and to promote waste minimisation, collection/recycling of recyclables and buying/manufacturing of recycled products.

Organisers:



Sponsor:



Co-organisers:

The Chinese Manufacturers' Association of Hong Kong, Consumer Council, Hong Kong Association of Property Management Companies, Hong Kong Council of Social Service, Environment and Food Bureau, Private Sector Committee on the Environment



Activity	Date
Application Deadline	15 September 2000
Preliminary Screening & Detailed Assessment	16 September 2000 - mid November 2000
Final Judging	Mid December 2000
Award Presentation	January 2001

Reply Slip (Please complete and return by fax to 2788-5608)

Yes! Our company is interested in the 2000 Hong Kong Eco-Business Awards, please send us further information on:

- Green Office Award
 Green Property Management Award
 Best Environmental Reporting Award
 Wastewi\$e Scheme

Name: _____ Company: _____

Company address: _____

Contact person: _____ Position: _____ Tel. no: _____ Fax no: _____

Competing ways towards a

If some of the foreign press is to be believed, Hong Kong is run by a few cartels of big businesses which thrive on cosy relationships and collusive arrangements. According to these reports, monopolies and restrictive practices abound, from electricity supply, gas, petrol stations to mobile phones. The image is that of markets controlled by a few privileged firms, whether in aviation, container terminals or trains, even driving schools. The consumer gets a raw deal because anti-competitive practices are pervasive, in supermarkets, taxis, movie and CDs distribution, text book supply, distribution of rice and livestock, photography for weddings; not to speak of lawyers and doctors keeping their fees high by shunning competitors. The same goes for the sectors that count the most, namely, property and banks; they are controlled by a few tycoons in the former case while a cartel runs the industry in the latter. In short, the SAR is no free market bastion.

But is it? If one considers the views of esteemed organisations like the Fraser Institute or the Heritage Foundation, the weight of international public opinion is still firmly on the side of Hong Kong as the freest and most competitive economy. Even in the most oft-criticised sectors such as property and banking, considerable progress has been made – witness the lifting of the interest rate agreement among banks. For critics of the real estate sector, the downturn and the prices slump has led to a re-discovery of market forces; the market is working after all. As to distribution, whether the market is fair or not, the Internet is turning the industries upside down.

No market is perfect, and even staunch supporters of free-market Hong Kong will

若

外地一些報章報導屬實，香港的市場便是由數個大型同業聯盟壟斷，它們關係密切、互相串

通，業務因而興旺。根據這些報導，在電力供應、煤氣、加油站，以至流動電話等市場上，都充斥著專利和限制性的措施。給人的印象是，市場多由數家擁有特權的公司控制，不論是航空業、貨櫃業、或火車運輸業，甚至駕駛學校也如是。由於違反自由競爭的勾當普遍存在，因此，消費者受到了不公平的待遇，就是在超級市場、的士、戲院等消費場所，或是在光碟分銷、教科書供應、食米和生畜分發，以至婚禮拍照等消費上，也出現這種情況，更不用說律師和醫生以串通的手法把競爭對手拒諸門外，然後抬高收費了。情況最嚴重的，要數地產和銀行業，前者由幾位業界巨子操縱，而後者則由一個同業聯盟壟斷。換言之，香港不是保衛自由市場的堡壘。

concede that some restrictive practices do occur. The question is how much and what to do? One extreme view put forward by the Consumer Council a few years ago is to enact a Competition Law and establish a Competition Authority. That has met with general disapproval from the business sector, including small and medium enterprises, who have not been persuaded by the merits of another regulatory body. The government also rejected the proposal but instead formed a Competition Policy Advisory Group (COMPAG) chaired by the Financial Secretary to oversee policies related to competition.

In fairness, the Consumer Council is not the lone voice in calling for a Competition Law. Every now and then, echoes of the council's 1996 proposal can be heard from

促進自由競

但事實果真如此嗎？從 Fraser Institute 或 Heritage Foundation 等著名調查機構的意見看來，國際輿論仍然明確支持香港是最自由和最具競爭力的經濟體系。即使是常遭到批評的地產和銀行界等界別，也在自由競爭方面大為改進，如取消銀行之間的利率協議，便是例證。對於那些批評地產市場缺乏自由競爭的人士來說，樓市低迷和樓價滑落讓他們重新發現市場的力量；畢竟，市場還是正常運作的。再談分銷界，不管這個市場公平與否，互聯網的興起已把界別裡多個行業弄得天翻地覆。

沒有市場是完美無瑕的，即使是那些堅定不移、支持香港是自由市場的人也不得不承認，市場上確實存在一些限制性的措施，問題只是有多少、需如何處理罷了。數年前，消費者委員會曾提出制訂競爭法和成立競爭委員會，對此極端建議，商界人士普遍不表贊同，當中包括中小企業，它們不相信成立另一規管機關的成效。政府也拒絕這項建議，但成立了競爭政策諮詢小組，小組由財政司司長擔任主席，負責監察有關競爭的政策。

說句公道話，消委會也不是要求制訂競爭法的唯一組織，在商界裡，不時會傳

competitive marketplace

among the business sector. Some Hong Kong investors looking for opportunities abroad are increasingly finding themselves using the same arguments which favour a competition law, such as – a level playing field – in negotiating market access into other countries, thus making it difficult for them not to be sympathetic to the same arguments in their home territory. Even the WTO, that global regulator, guardian and promoter of free trade, is studying the relationship between competition policy and trade.

One of the more often heard arguments in favour of a competition law is that everybody else has it. Indeed, most OECD countries and an increasing number of developing countries have competition laws,

but that hardly justifies one for ourselves. On closer examination, the competition regimes of different economies are very diversified. Their objectives can range from consumer protection, economic integration, de-regulation, employment to promotion of SMEs. Sometimes these objectives may conflict with those of other government policies, thus giving rise to many administrative problems in enforcing the law. Furthermore, many “problematic” sectors are already highly regulated and a competition law will only add another layer in the regulatory regime, with the result that the market will be impeded rather than enhanced.

The strongest argument against a competition law is that anti-competitive

behaviour arises from too much rather than too little government regulation. The answer to more competition thus lies in reducing regulation, not increasing it by a competition law. The role of government regulation should be to keep the market always accessible, instead of mandating any competitive process or getting involved in assessing the business practice of industry players. The regulator should simply set the rules to enable the market to work itself out. Thus de-regulation, rather than more regulation, is the key to enhancing competition, as illustrated by our own telecommunications industry. That is why the Chamber has long advocated pro-competitive regulatory reform on a sector-by-sector approach.

Perhaps a fair conclusion is that we should always try to strengthen our competition regime, but there is no sufficient ground yet to demonstrate that a legislative approach would be appropriate. Instead, competition should be promoted through a rigorous advocacy programme as well as industry self-regulation. This is exactly what the Chamber has been doing. Last year, through the Chamber's service sector think tank, the Hong Kong Coalition of Service Industries, a set of guidelines has been developed to assist service industries in establishing their own codes of practices on competition. The Chamber is also at the forefront in campaigning for free market access and a level playing field, both for companies doing business in Hong Kong, as well as for Hong Kong companies doing business abroad.

After extensive discussion and deliberation, the General Committee formulated a Chamber Statement on Competition (see page 13) to encourage pro-competitive practices among Chamber members, so as to preserve and enhance free competition. This statement is now being widely promoted.

There may not be perfect competition in every sector, but Hong Kong is still a good place to do business. And with a pro-competitive business sector, it will get even better. ▮

爭兩面談

出支持 1996 年消委會建議的聲音。有些謀求在外地發展的香港投資者跟其他國家商討進入市場經營的條件時，愈來愈傾向引用一些支持競爭法的相同論據（好像「維護公平的競爭環境」等），若他們不支持在本地提出的同一論據，便說不過去了。就是世貿這個自由貿易的全球規管組織、監護人和倡導者，也正研究競爭政策與貿易的關係。

較常聽到支持競爭法的論據是：人有之，我亦有之。事實上，經濟合作發展組織內大部分國家和越來越多的發展中國家已制訂競爭法，但單憑這個原因，未能證明我們也有訂立競爭法的必要。深入研究後，發現不同經濟體系的競爭制度，迥然不同，而制訂這些制度的目的，也互有不同，有的是為了保障消費者，有的是為了經濟結合，有的是為了取消規管，有的是為了保障就業，有些則為了促進中小企業的業務。有些時候，這些目的或許會與政府的其他政策互相抵觸，以致在執行法例時出現不少行政困難。再者，不少「問題複雜」的界別已建立高度規管的制度，制訂競爭法只會原有的規管架構上，徒添另一層架構，結果不但不會促進市場的發展，反令它的發展步伐受阻。

反對競爭法最有力的理據是：違反競爭

的行為之所以出現，是由於政府規管過多，而非過少。要引入更多競爭，方法是減少規管，而非透過實行競爭法，加強監管。政府在規管架構中的功能應是維持市場開放，而非訂立任何競爭程序，或參與評估業界人士的商業運作。規管機關應只制訂規則，讓市場自行發展。因此，取消規管，而非加強規管，是促進競爭的要素。香港電訊業的情況，便是明證。正因為這樣，總商會長久以來一直倡議按各個界別的情況，推行有利競爭的規管改革。

也許，我們可以下一個中肯的結論：我們應致力鞏固競爭制度，但目前還沒有足夠的證據顯示，立例監管是鞏固制度的合適途徑。相反，自由競爭應透過周詳的宣傳策略推廣，以業界自我監管的形式推動，這正是總商會一直努力的目標。去年，總商會透過旗下的服務業政策智囊團香港服務業聯盟制訂了指引，協助服務業訂立自己的競爭守則。此外，本會亦站於前線，積極倡議自由市場和公平營商環境的重要，為在港營商的公司和外地經營的港商締造公平的環境。

理事會經過全面討論和研究後，制訂了《香港總商會有關自由競爭的聲明》（見第 13 頁），以推廣支持競爭的原則，並鼓勵會員付諸實踐，以維護和促進自由競爭。本會正廣泛推廣這份聲明。

也許並非每一個界別都有完美的競爭環境，但香港仍然是營商的好地方。如商界支持自由競爭，那便更理想了。 ▮

Q&A

with Pacific Century
Group Deputy Chairman
Francis Yuen



FRANCIS YUEN is considered one of the architects of Hong Kong's vibrant equity market. He is former chief executive of the Stock Exchange of Hong Kong Limited, founding director of Hong Kong Securities Clearing Company Limited, and a former member of the International Markets Advisory Board of Nasdaq in the United States. In 1996 he joined Pacific Century Group as deputy chairman. He is also deputy chairman of Pacific Century Regional Developments and Pacific Century CyberWorks. Editor Malcolm Ainsworth asked Mr Yuen to share his thoughts on the government's plan to strengthen Hong Kong's position as a financial centre and the impact electronic trading will have on the world's money markets.

The government says it wants to strengthen Hong Kong's position as a financial centre for the region. In your opinion, what needs to be done to accomplish this?

I think very little. I think Hong Kong's success as a financial centre has been based on a lot of special circumstances. A financial centre cannot be demanded. It is based on transactions created by willing buyers and willing sellers. It's very much based on a voluntary exchange basis, so it can hardly be planned or demanded. Hong Kong's position as a financial centre – its success in the past – has been based on certain main elements.

Number one, I think, is the rule of law. Hong Kong's rule of law compared to the rest of Asia has a very good record. The continuation and consistency of the government's market-based policy has been a very important part of it.

The second important element is essentially movement of capital in and out of Hong Kong has been very free, so that essentially capital coming in is on a voluntary basis, it can stay and can get out at any time. And people's confidence of moving capital in is on this very long tradition of the government's policy to keep capital markets free.

The third one – as for any financial centre – is that you have got to preserve an environment so that the buyers and sellers are trading on a fair basis. And how do you ensure that? It is essential that the buyers and sellers are making their decision on a full information basis. The transparency of information is very important, and free information flow is a very important element. Those, I think, are the necessary conditions for a financial centre.

盈科拓展集團副主席

袁天凡專訪

袁天凡被譽為是香港蓬勃股市的設計師之一，他是前香港聯交所行政總裁、香港中央結算有限公司的始創董事，以及前美國納斯達克國際市場諮詢委員會成員。在1996年，他加入盈科拓展集團出任副主席，並兼任 Pacific Century Regional Developments 及盈科數碼動力副主席。在訪問中，袁氏對政府發展香港為金融中心的計劃，以及電子商貿對世界金融市場的影響，逐一剖析。

政府表示，希望加強香港作為區內金融中心的地位。要達致這個目標，您認為需要做些甚麼？

我想，可做的不多。我認為，香港成功發展為金融中心，過去曾端賴多項特殊的因素。一個金融中心的誕生，是不能強求的，這要看買賣雙方自願進行的交易有多少，而進行交易與否，很大程度上是建基於一個自願交易的機制，難以早作安排或強求。香港過往成功取得金融中心的地位，是建基於若干因素。

第一，我想是法治制度。跟其他亞洲地區比較，香港的法治制度良好。政府持之以恆的市場為本政策，成為維護法治制度的重要一環。

第二項重要因素是資金流動不受限制。香港容許資金自由進出，對流入的資金逗留多久和何時流出，並無管制。由於政府長久以來奉行不干預資金市場的政策，因此，人們有信心把資金注入香港。

第三，對任何金融中心來說，維持公平的環境，使買賣雙方都能在公平的基礎上交易，是極為重要的。究竟，如何確保公平？買賣雙方須在良好的資訊基礎上，才能作出適當的決定，因此，維護資訊的透明度，確保資訊自由流動十分重要。我認為，這些都是金融中心不可或缺的條件。

Why has Hong Kong developed over the other cities in Asia, say like Singapore, Taipei or Seoul?

I think on that side Hong Kong has benefited tremendously from China. China is a very big country so international capital cannot ignore, say investing or having an investment related to, China. And Hong Kong has become a very good proxy for the international capital investors, in particular when China's currency, the renminbi, is not fully convertible.

But going forward, I think Hong Kong will be facing quite a bit of competition from the China side, like Shanghai. Hong Kong will also be facing competition from nearby cities, say like Singapore. But Singapore also has its shortcomings.

How much of an impact do you think electronic trading and commerce will have on Hong Kong and the world's stock markets?

I think it will have a very material impact, because electronic trading and commerce will remove all the barriers of protection. In the past, if your market was not efficient, you may be protected by a set of very localised rules and regulations, but now, essentially you have nowhere to hide. You have to compete with all competitors head on.

How will weaker markets compete?

The only way you can compete is to make yourself efficient, so the transaction cost has to come down so that more people will trade in Hong Kong and that will create the liquidity. It's more or less a natural law: when you are talking about liquidity the bigger market will have the tendency of absorbing the liquidity of the smaller market into it and in doing so become one market.

The only way that you can protect yourself is to strengthen your liquidity in your market. That can only be done by lowering the transaction costs, increasing the efficiency of the trading and settlements system, and also the security of the system so that people trading in that system can be sure trades will be settled.

Trading then will be on a fair basis, a very level playing field. So I think the impact will be very material. The only way to survive is to become more efficient. Those inefficient markets will have no place.

The dot-com frenzy seems to be fizzling out, how much of an impact will this have on bringing Hong Kong into the new economy?

I think one thing that is almost true in the development of any new industry is that the price always goes ahead of time. Then the consolidation will set in and the stronger one will take over the weak one. The weak one will either disappear or be absorbed into the stronger one. So that process of consolidation is inevitable in the development of any new industry. So I think in the dot-com industry it's nothing unusual, and that we are probably in this phase of consolidation.

Opportunities are still abundant in this sort of new economy. So I think it is a healthy consolidation. Those companies which have the right products, services and strategies will continue to do very well, and, also, it represents good opportunities for those companies to acquire those companies that cannot make it. **B**

為何香港的發展，超越新加坡、台北或漢城等其他亞洲城市？

我想，香港從內地獲益不淺。中國幅員廣大，是國際投資者不容忽視的地方，在這種情況下，香港便成為這些國際投資者的代理人。在內地貨幣（人民幣）不能完全自由兌換的情況下，香港的角色尤為重要。

不過，展望未來，我認為香港將面對來自內地城市的競爭，如上海便是一例。此外，香港也面對新加坡等鄰近城市的挑戰。當然，新加坡本身也有缺點。

電子交易及商貿對香港及全球股市的影響有多大？

我想，它有重大的影響，原因是電子交易及商貿將消除所有貿易屏障。過去，欠缺效率的市場會透過一系列極為本地化的規例保護自己，但如今，這些市場便失去了防護罩，必須與所有競爭對手正面對抗。

競爭力較弱的市場如何競爭？

唯一的方法是提高效率，使交易的成本降低，從而吸引更多人在香港進行交易，這樣便可帶來流動資金。談到流資，大市場往往吸納小市場的流動資金，在這種情況下，便會出現市場合併，這或多或少是自然的定律。

保護市場的唯一方法是鞏固市場上的流動資金，要達致這個目標，必須降低交易成本、增加交易和結算系統的效率，以及提高系統的安全性，這樣，才能使那些在系統內進行交易的人士相信，他們的交易可穩妥地完成。

若能達致這些目標，交易便可在公平的基礎上進行。因此，我認為，電子商貿將帶來重大的影響，只有那些具有效率的市場，才能生存，缺乏效率者，必遭淘汰。

.com 熱潮似乎逐漸冷卻，這個現象對香港發展「新經濟」有何影響？

任何新興行業的發展，幾乎都要經過幾個階段，先是身價暴漲，然後出現沈弱留強的合併局面，在這過程中，弱者會消失或被強者吞併。在新興事業的發展過程中，合併是無可避免的。我認為，在.com 市場上出現冷卻現象，不足為奇，也許，我們正處於合併階段。

在這個新經濟的國度裡，機會仍然眾多。因此，我認為.com 市場上出現的合併，是健康的合併。那些擁有合適產品、服務和發展策略的公司，前景將更為美好，而它們也可抓緊機會，收購那些無法在市場上站得住的公司。 **B**



Chamber's dedicated corp of representatives

By Dr WK Chan

Every day, somewhere in Hong Kong, one of the Chamber's representatives in various councils, boards and committees will be holding a meeting – well, almost every day.

That is because the Chamber is represented in no less than 100 different bodies. Assuming these committees hold three meetings a year (a rather conservative assumption), that amounts to 300 meetings a year, averaging more than one per working day.

Many of these are government advisory bodies, such as the International Business Committee chaired by the Chief Secretary for Administration. But the Chamber is also active in non-governmental institutions, the Hong Kong Council of Social Services, for instance, where a Chamber representative serves on its Employment Service Committee.

Considering that the Chamber's 4,000 corporate members together house the biggest pool of business talent, it is not surprising that many non-governmental bodies would like to benefit from the Chamber's input. Every year a few members of the Chamber are nominated to serve on the Executive Committee of the English Schools Foundation. The University of Hong Kong's Chater Memorial Scholarship is awarded by a selection committee whose membership includes a Chamber member. The Vocational Training Council asks the Chamber to provide more than 10 representatives every year to serve on its various industry training boards, such as the Accountancy Training Board and Committee on Management and Supervisory Training.

Some of the tasks may be temporary, although that does not make the commitment any less serious. For example, the Chamber was represented on the Working Group on

Equal Opportunities Employers of the Equal Opportunities Commission, and Chamber Director Dr Eden Woon serves on the English in the Workplace Steering Committee.

The Chamber is involved, too, in a management role in some of the most important quasi-governmental organisations. By law, the Chamber has two seats on the governing body of the Trade Development Council, and a seat on the General Committee of the Federation of Hong Kong Industries.

Indeed, quite a few of these positions are "statutory," that is, provided for by legislation. The most obvious is the Chamber representative on the Legislative Council. What is less well known is that the Chamber's Legislative Council representative dates back as early as 1884, when Thomas Jackson became the first official Chamber representative to the Legislative Council.

The Chamber Legco representative plays not only a political but also a constitutional role. In this regard the Chamber also provides 12 other representatives on the Election Committee who will have the task of electing six Legco members later this year.

Besides statutory bodies, there are numerous "permanent non-statutory bodies," mostly advisory committees set up by the government to deliberate on specific matters. Both the Advisory Council on the Environment and the Labour Advisory Board are permanent non-statutory bodies. In either case a Chamber seat is specified in the terms of reference of the committee.

For the majority of government boards and committees, however, the Chamber is not named in the terms of reference or the legislation, the Chamber representation thus being on a de facto rather than ex officio basis. In practice, the Chamber is often invited to nominate candidates for government's

勞苦功高

總商會代表

陳偉群博士



每

天，在香港的某一角落，總有本會的代表參與不同的委員會會議。不錯，差不多是每一天！

這是因為本會在不少於100個組織內均有代表。假設這些委員會每年舉行三次會議（這個假設已屬保守），全年的會議數目便多達300個，亦即是說，平均每個工作天有一個以上的會議召開。

這些委員會中，不少是政府的諮詢委員會，例如由政務司司長擔任主席的國際商務貿易會，便是其中之一。不過，本會亦積極參與非政府的組織，如在香港社會服務聯會的就業服務委員會內，便有本會的代表。

本會的會員機構多達4,000家，結集了大批商業專才，難怪不少非政府組織希望聽取本會的意見。每年，本會數個會員均獲提名為英童學校基金會的執行委員會成員，而香港大學遮打紀念獎學金的評選委員會，也包括本會會員。職業訓練局每年均邀請本會的十多位代表，參與該局多個工業訓練委員會（如會計業訓練委員會和管理及督導訓練委員會）。

這方面的工作，有些屬暫時性質，但我們參與工作的誠摯，不會因此而減退。舉例說，本會在平等機會委員會的平等機會僱主工作小組內設有代表，而總裁翁以登博士則是職業英語運動督導委員會的成員。

此外，在香港一些重要的半官方機構中，總商會也是管理層的成員。根據法例，本會在貿易發展局的管理組織內設有

兩席，而在香港工業總會的理事會內則有一席。

事實上，這些席位中，好幾個是「法定」的，當中最為人熟知的是本會在立法會中的代表席位。不過，鮮為人知的是，早於1884年，本會在立法會上已有席位，而傑克遜（Thomas Jackson）則是本會首位立法會代表。

這些代表不僅發揮政治的功能，也參與憲制的工作。舉例說，本會在選舉委員會上亦有十二位代表，負責於本年稍後選出六位立法會議員。

除了法定組織外，本會亦在多個「永久性非法定組織」內設有代表席位，這些組織大部分是政府為探討專題而設的諮詢委員會。舉例說，環境諮詢委員會及勞工顧問委員會兩個非法定組織的權責綱領規定，總商會在這些委員會內各有一席。

然而，大部分官方委員會的權責綱領並無指出，本會是當然成員。實際上，總商會經常獲邀請提名合適人士，以供政府委聘。例如，本會為電訊管理局的電訊服務用戶及消費者諮詢委員會和工商局的中小型企業委員會提名會內成員。

有些時候，政府會透過非正式的渠道諮詢本會，如被諮詢的人士與本會已有密切聯繫，在這情況下，政府甚至省卻了諮詢本會的程序。在若干政府的委員會中，部分人士由於與本會關係密切，因此獲得委任，但本會和他們本身往往也不知道，這是獲得委任的原因。

用甚麼形式代表並不重要，重要的是委員會本身的工作。不論某君是否掛上「總商會代表」的標籤，但在貿易諮詢委員會、製衣業訓練局、城市規劃委員會、港口行動事務委員會或服務業推廣策略小組上，若有成員擔任總商會與有關政府部門的橋樑，總是有益的。

無論如何，所有本會的「代表」（不論是當然或個人身份）在委員會內均熱心參與公職。事實上，總商會對這些代表並無掣肘，相反，本會鼓勵他們盡量以專業的判斷行事。即使是本會在憲制機關內的代表（即立法會代表），我們也沒有指使他持任何特定的立場。他既是本會的代表，也是獨立的議員，執行職務時全憑良心和專業認識。

畢竟，民主代表體系的主要基礎是信任，本會絕對信任我們的代表，從百多位總商會代表過往的表現已證明，他們剛正不阿，赤誠奉獻。

在多個公共機構和委員會內，本會均有擔任職務，由此可見，社會亦對本會投了信任一票。13

consideration for appointment; for instance, to the Users and Consumers Advisory Board of the Office of Telecommunications Authority and the Small and Medium Enterprises Committee within Commerce and Industry Bureau.

Sometimes the consultation with the Chamber is conducted very informally, or not at all if a close association with the Chamber is considered to suffice. Thus some appointees on certain government committees may have become members on account of their close ties with the Chamber, without the Chamber or their knowing it.

But perhaps the work of the boards or committees themselves is more important than the manner in which the Chamber is represented. Whether or not someone carries the description of "Chamber representative," it pays for the Trade Advisory Board, the Clothing Industry Training Authority, the Town Planning Board, the Port Operations Committee or the Services Promotion Strategy Group to have members that can act as a link between the Chamber and the respective government authorities.

In any case, all Chamber "representatives," whether ex-officio or ad personam, act as public-spirited individuals when discharging their duties in the respective boards and committees. Indeed, the Chamber places no constraints on its representatives, but instead encourages them to exercise their own professional judgement to the greatest freedom. Even in the extreme case, that of the constitutional representative (the Chamber Legco member), the Chamber does not direct the representative to take any specific position. The Legco member is at the same time the Chamber's representative and an independent member on his own, guided by conscience and professional background in discharging his duties.

For ultimately the key principle of democratic representation is that of trust. The Chamber trusts its representatives and the hundred or so individuals have shown that the Chamber has indeed been well served by people of integrity and dedication.

And as demonstrated by the large number of public bodies and committees in which the Chamber has a role, the community trusts the Chamber. 13

Dr WK Chan is the assistant director of the Chamber's Business Policy Division.



陳偉群博士是本會工商政策部助理總裁

Stanley Ko, chairman of the Hong Kong Coalition of Service Industries, led CSI's annual mission to the State Development and Planning Commission (SDPC) in Beijing on July 4.

Department of Development and Planning Deputy Director General Yang Weimin, who heads SDPC's Office of Tertiary Industries, officially welcomed the delegation with a luncheon.

Following lunch, delegates met the new Vice Minister of SDPC Wang Yang, who oversees the Tertiary Industries Office. One of his key messages was that China attaches great importance to WTO entry and that Hong Kong's special position will render the SAR an important player in the development of the mainland.

Mr Ko made a case for liberalisation of more tertiary sectors in the mainland, stressing that it was equal treatment rather than preferential treatment which Hong Kong businesses were seeking.



Stanley Ko (left), HKCSI chairman, presents SDPC Vice Minister Wang Yang with a copy of the Chamber's WTO report.

香港服務業聯盟主席高鑑泉（左）向國家發展計劃委員會副主任汪洋送贈本會的世貿報告。

The meeting with the vice-minister was followed by a lengthy and substantive discussion with SDPC, chaired by Mr Yang.

The delegation also met Director General Bai Hejin, who is also president of the SDPC's Academy of Macroeconomic Research. According to Mr Bai, the academy is the biggest think tank in China, employing some 500 people under various specialist institutes on investment, regional economies, prices and market, social development, energy, etc.

The two sides exchanged views frankly and freely, and Mr Yang threw up the idea of using Hong Kong's GEM (Growth Enterprise Market) as a way to raise capital for mainland technology firms.

The next morning, the delegation called on Deputy Director General Zhang Xunhai of the Foreign Investment Administration of MOFTEC (Ministry of Foreign Trade and Economic Cooperation). He expressed optimism for Hong Kong after the mainland's entry to the WTO, while accepting that a big challenge for the mainland looms over deregulation of some important industries.

In the afternoon the delegation visited the Development Research Centre of the State Council and was received by Professor Zhang Xiaoji, director general of its Foreign Economic Relations Department. **B**

CSI mission to Beijing

Mainland officials express importance that China's WTO entry will have on China-Hong Kong development

內地官員：中國加入世貿對內地與香港的發展將重要非常

香港服務業聯盟代表團訪京

香

港服務業聯盟主席高鑑泉於7月4日率領代表團到北京進行一年一度的訪問，與國家發展計劃委員會官員會晤。國家發展計劃委員會發展規劃司副司長楊偉民（負責第三產業辦公室事務）設午宴招待團員。

午宴後，團員與國家發展計劃委員會新任副主任汪洋會面。汪亦負責監管第三產業辦公室的工作。其間，他發表了重要的信息，其中一項指出：中國對入世極為重視，香港擁有特殊的地位，將在內地的發展中佔有重要的席位。

高鑑泉亦提出有力的證明強調，港商期望能在內地開放多個第三產業市場

期間獲取公平的待遇，而非優惠的對待。

會後，代表團與國家發展計劃委員會展開實質的討論，會議由楊偉民副司長主領，歷時頗長。

團員亦會見了國家發展計劃委員會轄下宏觀經濟研究院院長白和金司長，據白氏所言，研究院擁有全國陣容最龐大的智囊團，所聘用的500多名人員服務於不同專業研究所，研究的範疇計有投資、地區經濟、價格及市場、社會發展、能源等。

雙方以坦誠開放的態度互換意見，副司長楊偉民更提議借助香港創業板市場為內地科技公司集資。

代表團於翌日早上拜訪對外貿易經濟合作部外資投資管理司副司長張循海，他對中國加入世貿後香港的發展前景表示樂觀，但亦承認內地某些重要行業因撤銷規管正面臨重大挑戰。

代表團下午訪問了國務院發展研究中心，獲對外經濟研究部部長張小濟教授接待。 **B**

A Business Perspective
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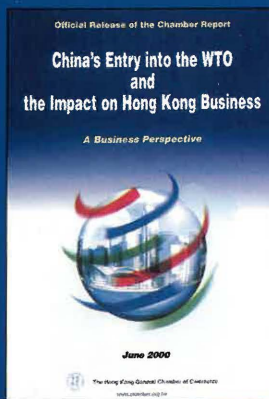
WTO

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

中國加入世貿對港商的影響

The Hong Kong General Chamber of Commerce report, "China's Entry into the WTO and the Impact on Hong Kong Business," provides the Hong Kong business community's assessment of the impact of China's entry into the WTO on specific industries in Hong Kong. Nine working groups of Chamber members were formed to discuss the opportunities and challenges which will be faced by Hong Kong businesses in their sectors – banking, insurance, investment, professional services, retail and distribution, technology, telecommunications, textiles and clothing, trading. They also looked at what businesses could do to prepare for the changes and what the SAR Government could do to assist Hong Kong businesses.

香港總商會進行的研究計劃「中國加入世貿對港商的影響」總結報告的中文版現已推出發售。該項研究旨在探討中國加入世貿後對香港商界的影響。在計劃之下共設立了九個由香港總商會會員組成的工作小組，商討港商在所屬界別裡將面對的機會和挑戰。九個小組分別為：銀行界、保險界、投資界、專業服務界、零售及分發界、科技界、電訊界、紡織及製衣界，貿易界。各小組亦提出了商界可如何準備及香港特區政府可如何支持商界的建議。



ORDERING

The WTO Report is available from the Chamber at HK\$200 per copy (HK\$280 for non-members), excluding postage. Copies must be picked up from the Chamber at, 22/F, United Center, 95 Queensway, Hong Kong. For further details, please contact Amy Tse at (852) 2823 1210.

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China's WTO journey nears its end

By Eva Chow

WTO Director General Mike Moore said in Lome on June 27 that he expects China to join the WTO by the end of the year. Moore, who was in Lome, Togo, attending the 36th summit of the Organization of the African Unity (OAU) as an observer, told a press conference that as a big power, China will play an important role in the WTO once its membership is obtained. While the world waits for this historic moment, let us take a look at what China has gone through to join the trade body, and what protocol still lies ahead.

THE JOURNEY STARTED YEARS AGO

Read just about any article about China's accession to the WTO and you will find an irresistible line of journalese describing the 14-year-long journey. China was a founding member of the 1947 General Agreement on Tariffs and Trade (GATT 1947), but left the organisation in 1949. In 1986, China applied to re-enter the GATT and – after the establishment of the World Trade Organisation (WTO) in 1995 – to join the WTO.

According to WTO regulations, when a prospective new member applies for membership, a working party will be established to begin the evaluation process for membership. When the working party has made sufficient progress on principles and policies, parallel bilateral talks begin. This also marks the start of a very extensive screening process for the applicant.

In China's case, 37 WTO members requested bilateral trade negotiations. Over 14 years (from 1986-2000), it has managed to complete 33 of them. As of the end of June 2000, still outstanding are final accords with Ecuador, Guatemala, Mexico and Switzerland.

THE JOURNEY NEARS ITS END

Completion of bilateral negotiations does not necessarily mean that China will become a WTO member immediately. Once the working

party has completed its examination of the applicant's trade regime and parallel bilateral market access negotiations have also been completed, the working party must finalise the terms of accession.

It does this by putting all the details of the application into a report, a draft membership treaty ("protocol of accession") and list ("schedules") of the applicant's commitments. This process involves agreeing to the small print. The bilateral negotiation parties need to verify the technical terms, and some lower-level negotiations over what the "agreements" mean may also take place.

After the technical verification, the final package will be presented to the WTO General Council, and China will need a two-third majority vote to become a WTO member.

But that is not the end of the story. The applicant's own parliament or legislature has to ratify the agreement before it can become a member. In China's case, the agreement has to go through the National People's Congress for rectification. China's WTO membership will only be effective 30 days after the ratified agreement is received by the WTO.

A FINAL NOTE

There is a consensus within the WTO that China's accession will precede that of Chinese Taipei. Some people speculate that China and Chinese Taipei's cases will be approved in the same General Council meeting, before and after a coffee break! Technically, there is no clear-cut answer to this puzzle or how it should be addressed.

One thing, however, is certain, and that is when China and Chinese Taipei's journey to join the WTO ends, economic development and cooperation in the Greater China region will enter into a new era. **B**

Eva Chow is senior manager and chief of the Chamber's International Business Division.

WTO WATCH

MAJOR MILESTONES OF CHINA'S WTO BID

1947 China is one of the 23 founding members of the General Agreement on Tariffs and Trade (GATT).

1949 China pulls out of GATT.

1986 China applies to re-join GATT.

1995 WTO replaces GATT.

April 8, 1999 U.S. President Bill Clinton and PRC Premier Zhu Rongji sign a joint statement in Washington welcoming substantial progress and committing them to completion of a WTO deal by the end of the year.

November 15, 1999 China and the United States sign a bilateral WTO agreement in Beijing.

November 27, 1999 China and Canada sign a bilateral agreement on China's entry into WTO.

May 19, 2000 China and EU reach a bilateral agreement on China's accession into the WTO.

May 24, 2000 U.S. House of Representatives passes bill on China's PNTR status

June 19-23, 2000 The 10th meeting of the Working Party on China

June 25, 2000 China and Costa Rica conclude bilateral negotiations. Still outstanding are final accords with Mexico, Guatemala, Ecuador and Switzerland.

July 27, 2000 The 11th meeting of the Working Party on China

September 2000 (tentative) U.S. Senate vote on China's PNTR status

September 2000 (tentative) The 12th meeting of the Working Party on China

October 10 / December 7-8 (tentative) WTO General Council meeting



中國在入世旅程中的 重要里程碑

1947 中國是關稅及貿易總協定（關貿）23個發起成員之一

1949 中國脫離關貿

1986 中國申請再次加入關貿

1995 世貿取代關貿

1999年4月8日 美國總統克林頓與中國總理朱鎔基在華盛頓簽署聯合聲明，歡迎雙方在世貿談判中取得了重大的進展，並承諾在年底前達成世貿協議。

1999年11月15日 中、美在北京簽訂雙邊世貿協議

1999年11月27日 中國與加拿大就中國加入世貿簽訂雙邊協議

2000年5月19日 中國與歐盟就入世達成雙邊協議

2000年5月24日 美國眾議院通過給予中國「永久正常貿易關係」法案

2000年6月19日至23日 世貿的中國入世工作小組舉行第十次會議

2000年6月25日 中國與哥斯達黎加達成雙邊協議。中國仍須與墨西哥、危地馬拉、厄瓜多爾及瑞士談判，以達成最後協議。

2000年7月27日 世貿的中國入世工作小組舉行第十一次會議

2000年9月（暫定）美國參議院就中國的「永久正常貿易關係」法案投票

2000年9月（暫定）世貿的中國入世工作小組舉行第十二次會議

10月10日/12月7至8日（暫定）世貿理事會召開會議

Starting with this issue of The Bulletin, we will publish a "WTO Watch" box in each issue, documenting the milestones of this long journey.

由本期開始，「工商月刊」將在「世貿面面觀」專欄列出中國在入世旅程中的里程碑。



周紫樺

中國加入世貿 成功在望

6月27日，世貿總幹事穆爾在洛美預期中國可在本年底前加入世貿。穆爾在多哥的洛美以觀察員的身份參加第36屆非洲統一組織高峰會，他在其間舉行的一個記者招待會上表示，當中國這個泱泱大國取得世貿席位後，將在世貿裡擔當重要的角色。

正當全球引頸以待，等候這個歷史性的時刻，讓我們回看中國在加入世貿的路途上，通過了甚麼程序，還有甚麼程序需要完成。

旅程於多年前開始

只要翻閱任何一篇有關中國入世的文章，總會無可避免地讀到一些有關過去14年中國入世歷程的描述。中國在1947年是關稅及貿易總協定的發起成員，但在1949年脫離了這個組織。在1986年，中國申請再次加入關貿及其後在1995年成立的世界貿易組織。

根據世貿規定，當準成員申請加入時，世貿會成立工作小組，負責進行會籍評估的工作。待小組在審議原則及政策兩方面有充份進展後，雙邊談判的程序便可同步進行。談判的開始，標誌著申請成員須面對一段漫長的評核過程。

以中國為例，共37個世貿成員要求與它進行雙邊貿易談判，中國用了14年的時間（1986至2000年）與其中33個成員完成了談判。直至2000年6月底，中國還須與厄瓜多爾、危地馬拉、墨西哥及瑞士談判以達成最後協議。

旅程即將結束

完成雙邊談判並不代表中國可馬上加入

為世貿成員。當工作小組完成調查申請成員的貿易制度，而同步展開的雙邊市場開放談判結束後，小組需要最後敲定申請成員的入世條款。

在這過程中，小組會把申請的詳細事項編成報告、條約草案（「世貿成員協議」）和列載申請成員承諾的清單（「開放時間表」）。參與雙邊談判的成員需核實協議內的技術性細則，即使瑣細如附屬細則的文字，也須經由雙方同意落實。如有需要，雙方需就協議的釋義進行較低層次的談判。

技術性的核實工作完成後，最終協議會呈交世貿理事會。在這個階段，中國需要取得理事會內三分之二大多數贊成票，才能晉身世貿。

可是，事情還未告終。申請成員如要加入世貿，協議必須經本身的國會或立法機關正式批准。以中國為例，它的世貿協議便須經人民代表大會批准。當世貿接到獲批准的協議後30天，中國便可成為世貿成員。

結語

在世貿組織內，普遍認為中國將較中華台北先加入世貿。有些人估計，中國與中華台北入世的事項，會在同一次理事會會議上討論，至於時間上的區別，只是小休之前和之後罷了！實際上，對此疑問，並無清晰的答案；至於應如何處理，也無定論。

然而，可以肯定的是，中國和中華台北結束加入世貿的旅程後，大中華地區的經濟發展及合作將進入另一新紀元。■

周紫樺是本會國際商務部主管。

The neutral integrity and impartiality of civil servants must be preserved for the civil service system of Hong Kong to function effectively, the Chief Secretary for Administration Anson Chan, told the business community at an intercham luncheon held on July 5.

She pointed out that being politically neutral did not mean that civil servants were politically naive.

“We adopt a logical, fact-based, problem-solving approach. We certainly take into account public opinion and the views of all interested parties. Indeed that weighs heavily on our deliberations,” she said.

Addressing the argument for a more accountable ministerial system for Hong Kong, Mrs Chan said people should consider whether they are talking about a ministerial system based on the Westminster parliamentary model, the U.S. system, or a hybrid of the two.

“I have not yet heard how such a creature might be created and, more importantly, how it would work. I raise these questions not to pour cold water on the idea of a ministerial-type system. I do so to make the point that there is no magic wand we can wave to produce an instant answer,” she said.

Mrs Chan stressed that whatever system evolved in Hong Kong, there was a need to preserve the political neutrality of the civil service.

“It certainly makes no sense to tamper with the current system if we have nothing to put in its place. That will only produce uncertainty and instability within the civil service and weaken government as a whole,” she said.

Commenting on the tensions and frustrations between the executive and the legislature, Mrs Chan said that both sides should do much more to adopt a more open-minded approach to cooperation to improve the situation.

A new legislature would be returned in September. That might be the time to begin the debate on the way forward for democratic development. It could also be the time to properly address some of the complex questions the community would need to answer as it approached the Basic Law trigger point of 2007, when the opportunity of a consensus on universal suffrage presented itself, she said.

Addressing the public's lack of confidence in the government, Mrs Chan said the government had done a great deal to restore economic health and the rebound in growth was a good measure of these efforts. But it was clear that the recovery has not trickled down to every sector of the community, and that the government must ensure that it does. **B**



Chief Secretary for Administration Anson Chan.
政務司司長陳方安生。

Open-minded approach needed

Political neutrality of civil service must be preserved, says Anson Chan

陳方安生：公務員隊伍必須維持政治中立

採取開放合作態度

政務司司長呼籲

政

務司司長陳方安生在7月5日的聯合商會午餐會上向商界表示，公務員必須繼續保持政治中立和處事公正無私，才能使香港的公務員制度有效運作。

她指出，公務員保持政治中立不代表他們對政治無知。

她說：「我們採取具邏輯性的方法，以事實為基礎，並以解決問題為目標。我們當然會考慮民意和關注組織的建議。事實上在我們的考慮過程中，這些意見佔有相當重要的分量。」

陳方安生談到有建議指香港應實行較具問責性的部長制時表示，市民需要考慮他們所指的部長制是甚麼的一種制度，究竟是英國的議會制度、美國的制度、或是任何的混合方案。

她說：「我未曾聽過這個制度應如何產生，更重要的是，它是否切實可行。我提出這些問題，並不是要為部長制的提議潑冷水。我只想指出，我們並不能揮動魔術棒即時得出答案。」

陳方安生強調，不論香港的制度如何發展，都必須維持公務員的政治中立性。

她稱：「在未確立任何新的制度前便改變現有制度是不合理的做法。這只會使公務員隊伍產生不明朗及不穩定的情況，並削弱整個政府。」

她談及行政與立法機關之間緊張的關係及挫敗時表示，雙方應該做更多事情，採取更加開放的態度，互相合作，以改善情況。

九月的選舉將產生新一屆的立法會，屆時可能是一個開始討論民主發展路向的好時機。2007年是《基本法》的觸發點，我們有機會確定社會整體能否就推行普選達至共識，但在此之前，我們需要小心考慮和處理很多複雜的問題。

她亦談到市民對政府缺乏信心的問題。她說，政府在復蘇經濟方面做了很多事情，而近期的經濟增長，顯示了這些措施的成效，但明顯地經濟復蘇並未惠及社會上每一個階層。政府會盡力確保各階層人士也能從中受惠。 **B**

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*資料來源：截至1999年9月30日由Rice Kachor Research Pty Ltd. 提供的The Personal Super League Table



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Building trust in a global **B-to-B marketplace**

By Doug Woodring



In the booming electronic business-to-business (B-to-B) marketplace both opportunities and risks await experts and novices alike. For many buyers, the Internet allows them to work with new business partners and source products previously inaccessible via their existing supply channels.

Experienced users may expect additional benefits such as savings in time, effort and the overall cost of making a transaction happen.

Newcomers may find the flow of information overwhelming, and once the transaction has begun, the fulfillment support is often inadequate or non-existent.

But the common concern uniting all B-to-Bs is trust. Because more transactions will be taking place across borders and between users who have never seen or even spoken to each other, the issues of developing trust and confidence in a marketplace will be vital for the survival of the online business community.

A "secure" online marketplace goes beyond simple encryption technology or digital certificates – there is no use worrying about the security of digital data if the buyers do not feel confident that the products they have ordered will arrive on their doorstep. It's about creating and sustaining trust among clients and business partners.

The ability to achieve trust lies with the "old economy," or the "credibility catalysts" which are the bricks-and-mortar companies that are now beginning to re-invent how they offer services to each other. They are large, global, trusted and have more resources than any Internet company today can expect to have. They have respect, and they have brand recognition, which is often a critical factor in persuading a new customer or alliance partner to use the services of a B-to-B marketplace.

Credibility catalysts are among the best-of-breed in their respective service categories, offering a wide range of capabilities aimed at reducing the psychological hurdles which often go along with trading globally on an electronic platform.

By teaming up with these credibility catalysts, an online marketplace is able to provide solutions to many of the complexities of international transactions which are often the very issues that keep users from considering the benefits of international trade.

THIRD PARTIES

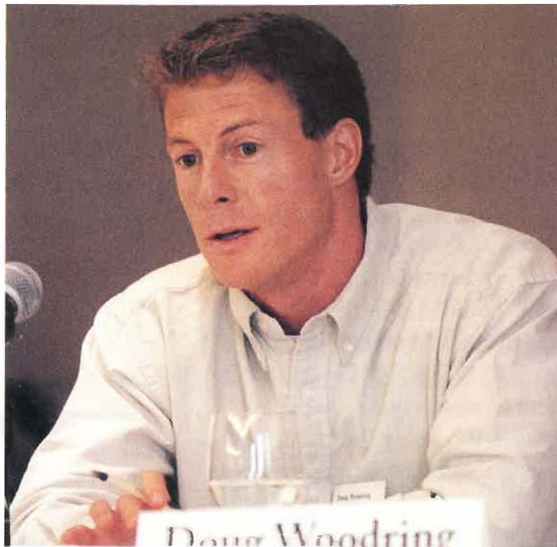
Credibility of a site can also be enhanced through partnerships with global third party inspection companies like Societe General de Surveillance (SGS) who have people in 130 countries and can help evaluate products and the quality of production processes.

Global logistics partners should be used to ensure that goods are shipped in a timely manner from door to door, with a complete range of services that can keep the buyer at ease during the transportation process, including customs clearance and tracking and tracing.

These veterans of the "non-digital world" are needed not only to bring about the efficiencies that are expected in a unified trading platform, but more importantly, to act as the credibility catalysts for the growth of trust and integrity within the community. Many Internet companies have not addressed this situation yet because their clients have not pulled them into the global community by demanding cross-border transactions.

As more and more business opportunities present themselves over the Internet, the winning companies will be the ones that take the time to understand the nuances and concerns of its userbase. The wheel (fulfillment services) need not be re-invented with the Internet, but the spokes need to be re-aligned. Exchanges will need to undertake this re-alignment by incorporating its alliance partners in a way that will foster long term trust to its community, matching the physical world with the highly efficient, yet impersonal, digital world. Without this convergence, the odds of building a long lasting, scalable, and reputable Internet business community will be hard to overcome. **B**

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Doug Woodring, executive vice president, Business Development, Rebound International.

Rebound International 的執行副總裁 (商業發展) Doug Woodring。

商業對商業 市場上 須建立互信

在 蓬勃的商業對商業的電子商貿市場上，不論是識途老馬或新手，都同樣遇上機會，也面對風險。對不少買家來說，網上交易讓他們與新的商業夥伴合作，採購一些未能從以往供應渠道取得的貨品。

具經驗的用戶期望透過網上交易，獲取額外的利益，例如節省時間、人力，減低進行交易的整體成本等。

新手則認為，網絡上湍急的資訊，令人不知所措，交易一旦開始，配套的支援也往往不足，甚至不存在。

不過，在商業對商業的聯繫中，誠信問題是常見的憂慮。跨境貿易與日俱增，在網上進行交易的用戶也日漸增多，這些用戶往往素未謀面、甚或彼此從未交談，如何在市場上發展互信、建立信心，將是網上貿易成敗存亡的重要關鍵。

建立「安全」的網上市場，不能單靠加密或電子核證技術，假如買方對所訂購的產品會否送達，心存疑慮，那麼，只是擔憂電子數據的安全問題，也是徒然。關鍵所在，是建立和維持客戶與商業夥伴間的互信。

要建立互信，有賴「舊經濟」裡的實存企業，或者可以說，它們在網上交易的世界裡，擔當著「誠信催化劑」的角色。這些企業正著手重新確立彼此提供服務的模式，它們規模龐大，業務遍及全球，資源也較今天任何一家網絡公司豐富，並且地位崇高，品牌獲得認同。此等機構的參與，每每成為吸引新客戶或結盟夥伴使用商業對商業服務的決定性因素。

擔當「誠信催化劑」角色的公司是所屬服務界別中的優秀份子，博藝多才，能減低客戶在電子平台上進行全球貿易的心理障礙。

網絡公司與這些企業合作，能解決多

項有關國際交易的複雜問題，而此等問題，往往是導致用戶抗拒在網上進行國際貿易的原因。

加強與第三者合作

此外，網站可透過與國際性的第三者驗證機構合作，加強誠信。如通用公證便是一例，該公司在130個國家均聘有員工，可協助客戶評估產品和製造過程的質素。

網絡公司也應與國際性的後勤支援公司合作，確保貨品可如期送達。這些後勤支援公司必須提供清關、貨物追蹤等完備服務，讓買家在貨品運送期間，免卻煩憂。

網上交易需要非電子世界裡的老牌公司支持，不僅是為了在一體化的貿易平台上帶來預期的效益，更重要的，是以這些老牌公司為「誠信的催化劑」，藉此促進網上世界裡的信與誠。不少網絡公司仍未正視這方面的問題，原因是它們的客戶沒有要求網絡公司提供跨境貿易服務，因而後者未被牽入環球商貿的世界裡。

隨著在互聯網上提供的商機愈來愈多，勝券在握的公司，將是那些願意花時間了解用戶微妙需要和憂慮的公司。總括來說，網絡交易的配套服務猶如舵輪，它不需要隨著互聯網的誕生而重新改造，只是舵輪的把柄需要重新調準方位罷了。網絡公司需透過結盟，重新調準方位，以培育客戶對網絡世界的信任，並需把現實世界和高效率、但非人性化的電子世界結合起來。不結合兩者，在建立持久、具規模和信譽佳的互聯網商業世界時，便會遇上難以解決的困難。 **B**

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E-commerce is supposed to be changing our lives, making it beautiful, turning paper-based chores into electronically processed opportunities unseen in the history of commerce. In short, e-commerce is supposed to be changing the way people do business.

But for all its expectations, it's going to take a lot more than dot-com fever to change the way international trade is conducted.

"As business people, we have to be intellectually honest about what it is going to take to accomplish this," Tradecard Inc. Chairman and CEO Kurt Cavano told members at the Chamber's June 29 roundtable luncheon.

We've all heard about Internet time or e-speed, where companies are created in a matter of months. But when it comes to business-to-business e-commerce, when you are talking about a large corporation doing business with another company, this is not something that takes a couple of days. It takes a lot of time and effort.

But the Internet has undoubtedly expanded the way goods are sourced. Online business-to-business (B-to-B) communities allow visitors to source products globally, and some provide a platform for negotiating and even ordering. When it comes to fulfilment, compliance and settlement, however, companies still insist on turning to the paper world, he said.

"If you are going to get the business-to-business value of electronically linking buyers and sellers we need to provide electronic linkages all along the chain," he said. "If you have to switch to paper halfway through, you are going to lose the added value."

And as the whole B-to-B model is about creating added value for both sides of the transaction, the e-commerce vision becomes defunct if the business value of information processing and transaction is eroded by paperwork.

"To get B-to-B going, the whole process needs to be electronically processed. By moving things from a paper-based world to an electronic world there are fantastic advantages to be gained for both buyers and sellers. But there're also fantastic challenges," Mr Cavano said.

Another challenge to be overcome is the notion that B-to-B is only for huge corporations. This is vitally important in Hong Kong where the majority of companies are small importers and exporters, he said. **B**



Tradecard Inc. Chairman and CEO Kurt Cavano.

Tradecard Inc. 主席兼行政總裁卻德·卡文洛。

Doing away with paper

B-to-B deals must be fulfilled electronically to reap full value of e-commerce

商業對商業的商貿活動必須透過電子程序進行，才能全盤享受電子商貿帶來的益處。

無紙世界

進

行電子商貿，原意是改變我們生活，使生活變得美好，使文件往來的雜務轉為電子化，這樣的轉變在商業歷史上前所未見。簡言之，創造電子商貿的目的，是改變人們營商的方式。

然而，要達到所有預期的目標，便得掀起比互聯網熱潮更大的動力，才能改變國際商貿的經營方式。

在本會 6 月 29 日的小型午餐會上，Tradecard Inc. 主席兼行政總裁卻德·卡文洛向會員表示：「作為商人，我們必須以理智的態度老實地衡量，要達致這個目標，還需要甚麼。」

網絡時間或電子速度是甚麼，眾已聽聞。在互聯網新世代裡，公司可在數月間成立，但若論商業對商業的電子商貿活動，大企業與另一家公司的業務往來，便不是數天可成事的東西了。我們需要的是時間和努力。

卡文洛表示，互聯網無疑擴闊了採購貨物的渠道。在商業對商業的網絡世界裡，瀏覽者可從全球採購貨品，有些網站還提供洽談業務、甚至訂購貨物的平台，但說到配套服務、履行合約和付款的程序，公司仍堅持以文書方式進行。

他說：「如用電子聯繫的買賣雙方要從商業對商業的交易中受惠，便需在整條供應鏈上提供電子聯繫。在中途轉回以文書方式進行交易，當中所帶來的增益便會失去。」

總括而言，商業對商業的電子商貿模式能為交易雙方帶來增益，假如文書工作削弱了資訊處理和電子交易的商業價值，電子商貿的理想便幻滅了。

卡文洛認為：「要（在網上）推行商業對商業的商貿模式，整項交易過程必須以電子程序進行。由紙張為本的世界轉到電子世界，買賣雙方皆可取得無數利益，但也面對無數挑戰。」不過，他表示，商業對商業電子交易模式只適合於大型企業的觀念，成為推廣電子商貿的另一挑戰。香港大部分公司都是小型的進出口商戶，因此，這個觀念對本地推行商業對商業的電子商貿活動，影響極大。 **B**

MPF survey reveals employees' concerns

A recent survey shows that a growing number of employees feel it is “a big problem” if employers do not consider their opinions when selecting an MPF provider.

The survey also revealed that employees are generally dissatisfied by employers taking rebates from MPF service providers for choosing their service.

Commissioned by CMG Asia, the CMG MPF e-index polled 392 full-time employees to gauge employee opinion towards the MPF.

According to the survey, 77 per cent of respondents were dissatisfied with their employer receiving the entire cash rebate being offered by some MPF providers for using their product. Of the 77 per cent, 21 per cent were quite dissatisfied and 56 per cent were very dissatisfied.

A total of 85 per cent of respondents said they were unaware that some MPF providers were offering cash rebates to entice employers to choose their product.

Since the first CMG MPF e-index survey was conducted in November, the number of employees who thought it was “a big problem” if the MPF decision-maker does not consider their opinion has grown from 27 per cent to 42 per cent. Conversely, the number of staff who said they did not care about the decision has fallen from 22 per cent, registered in the first survey in November 1999, to 7 per cent in May 2000.

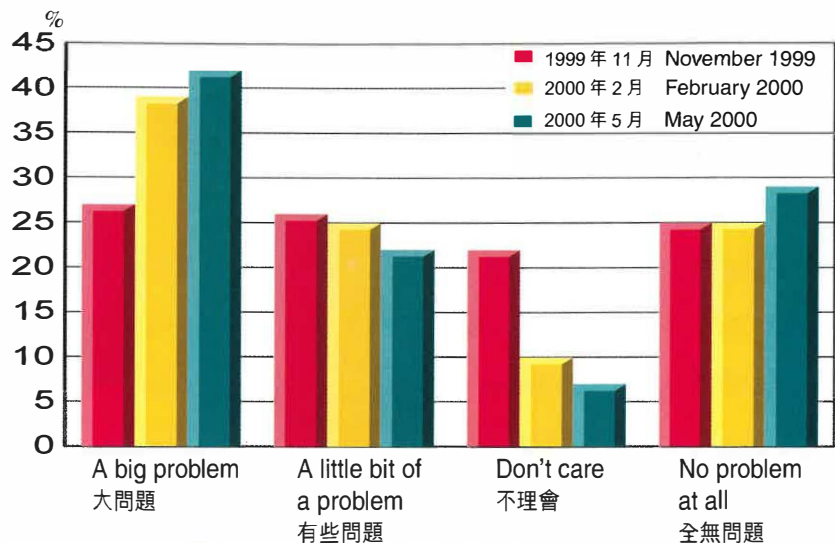
The number of employees interested in guaranteed return funds has also grown. In November 1999, the number of employees interested in guaranteed funds with at least a 5 per cent annual return in the first three years was 55 per cent. That number grew to 67 per cent in May 2000.

Despite the government and various MPF service providers' efforts to educate and promote the general understanding of MPF, only 5 per cent of respondents said they were quite clear about various MPF charges. Some 39 per cent said they were aware of the MPF contribution charge.

Regarding the bid-offer spread, the redemption charge and the asset charge, only 28 per cent, 14 per cent and 12 per cent were aware of the charges respectively. **B**

How do you feel if the decision maker does not seek your opinion before choosing your MPF plan?

如決策者在選擇強積金計劃時沒有諮詢您的意見，您會感到怎樣？



強積金調查 反映僱員憂慮

最近一項調查顯示，愈來愈多僱員認為，如僱主在挑選強積金供應商時不考慮他們的意見，將是「大問題」。

調查亦顯示，僱員普遍不滿僱主選擇某家強積金服務供應商後，獲得現金回增或優惠。

這項調查由康聯亞洲委託進行，共訪問了392位全職僱員，目的是收集他們對強積金的意見。

根據調查，77%的被訪者不滿意僱主選擇某強積金產品後，全數收取供應商現金回增或優惠。在這77%被訪者中，感到甚為不滿的佔21%，感到極為不滿的佔56%。

合共85%的被訪者表示，不知道部分強積金供應商提供現金退款，以吸引僱主選擇它們的產品。

自去年十一月康聯進行首次強積金調查

以來，認為強積金決策人不考慮僱員意見是「大問題」的僱員比例由27%增至42%。相反，在1999年11月首次的調查中，表示不予理會的僱員為22%，但在2000年5月的調查中，比例則下跌至7%。

另外，有意投資保證回報基金的僱員亦有所增加。在1999年11月，55%的僱員有意選擇首三年每年回報率最少為5%的保證回報基金，但在2000年5月，比例卻增至67%。

儘管政府和多家強積金服務供應商努力教育群眾，促進他們對強積金的認識，但只有為數5%的回覆者表示，清楚強積金的不同收費。此外，約39%的回覆者表示，知道設有強積金的供款收費。

另外，知道須為買賣差價、贖回基金和資產管理繳付費用的回覆者，分別只有28%、14%和12%。 **B**



After living in Hong Kong for 37 years, Joop B M Litmaath said life here still gives him a kick.
在香港居住 37 年後，李馬仍表示，香港給他的生命帶來動力。

Hong Kong's flying Dutchman

Onstage, jazz pianist Joop Litmaath leads his band in a high-energy performance of trad-jazz, weaving a tight blend of crowd-pleasing jams and the solo work that he loves.

When he isn't playing, the classically trained musician brings the same focus and talent to juggling his hectic businesses and personal life.

"When people ask me what do I do, I say I've a part-time job playing in a jazz

band, and in my spare time I run my business," the 66-year-old Hong Kong veteran jokes.

Mr Litmaath's zeal for life has led him to be elected chairman of various Hong Kong business and civic organisations. He has won a number of sports competitions — the last one a pro-am tennis tournament in 1998. And a final gauge of his character came in 1996 when HM Queen Beatrix of The Netherlands bestowed a Knighthood in the Order of Orange-Nassau upon him.

The energetic Dutchman arrived in Hong Kong in 1963.

"I was sent out by a well-known Dutch company, Hagemeyer, and I arrived on the first of April — no joke — to run a rattan processing plant in the New Territories, next to the Fanling Golf Course," he said.

He was sent out as an assistant manager and after just three months had become manager through a mishap that his predecessor had had. He explained that his predecessor wanted to marry and that in

香港出色的荷蘭人——李馬

在舞台上，李馬是爵士樂鋼琴手，他帶領樂隊演繹豪情奔放的拉丁爵士樂，時而興興發揮，時而演繹鍾愛的獨奏樂章，環環緊扣，一氣呵成，令人聽得如癡如醉。

在舞台下，這位曾接受正統培訓的音樂家也抱著同一宗旨、憑著同樣優越的才華，對待事業和個人生活。

李馬戲言：「人們問我做甚麼工作，我會說：我兼職在爵士樂隊裡演奏，餘下來的時間便處理業務。」他已年屆六十六，是一位不折不扣的「老香港」。

憑著積極的生活態度，李氏獲選為香港多個商業及公益團體的主席。他也在數項體育賽事中奪魁，最近一次是在1998年職業和業餘網球公開賽。李馬於1996年獲荷蘭貝婭特麗克絲女王頒授奧蘭治·納索爵士勳章，為他的賢德懿行作出了崇高的評價。

李馬是荷蘭人，行事積極，於1963年來港。

他說：「荷蘭一家著名的公司克馬洋行派我來港，我於4月1日抵步。不是說笑，我來香港是管理一家在新界粉嶺高爾夫球場側的藤具廠。」

奉派來港時，他是一位助理經理，其後因他的前任者出了岔子，於是他便在三個月後當了經理。他解釋說，當時荷蘭的外派職員若要結婚，須獲總部批准。這位前任者也不例外。

他說：「公司董事見過新娘子後，批准了他們結婚。當時，外派的荷蘭人工作滿五年後，可享有半年休假。當這位前任者離開香港準備度假時，攜同了兩名小孩，這兩名小孩是他在申請結婚時遺漏申報的，結果，他回國後不能再次來港工作。我便僥倖地在三個月後成為經理。」

在克馬洋行工作五年後，他獲晉升為克馬遠東有限公司出口經理。1968年，他加入了香港總商會和香港出口商會，並於1974年擔任後者的主席。

「在1974年，總部有意把我調任，這本來是正常之舉，但奇怪的是，總部竟在我來港十一年後才發現我從未調遷。他們沒有提及希望把我調到何處，與其最終被調往巴布亞新畿內亞或西非的辦事處，我決定掌握自己的命運，向公司說『不』。」李馬說。

李氏育有兩名子女，他與妻子計算沒有工作後，只能在香港維持最多半年。

經過十一年的優差後，李馬發現憑己力負擔租金和子女學費，還要兼顧自己的業務，是何等困難的事。

然而，他喜愛香港，於是決定留港發展。在1974年，他與兩位荷蘭和法國的商務朋友合夥開設貿易公司，名為馬得利洋行。

the old days, an expatriate wanting to marry had to ask for permission from head office.

“So one of our directors came out to see who the lucky girl was, and he got approval to marry. But on the day he was leaving Hong Kong on his six-month leave after five years here, he turned up with

“They didn't tell me where they wanted to transfer me to, so rather than ending up in Papua New Guinea or West Africa, where we had offices, I took things into my own hands and I said no. 他們沒有提及希望把我調到何處，與其最終被調往巴布亞新畿內亞或西非的辦事處，我決定掌握自己的命運，向公司說『不』。”

他說：「我常給予年青人忠告：不可單獨行事，朋友能為您提供所需的幫助和發展業務的基礎。」

他主要經營木材進口業務，其後亦透過荷蘭和法國的夥伴分別向兩地輸出閃光燈及錄音帶。

半年後，這家剛成立的公司業務蒸蒸日上，在年底時還能賺取小利。隨後數年，公司的業務不斷增長，他在總商會亦逐漸活躍。在1978年，他當選為歐洲委員會的主席，曾帶領總商會的貿易及友好訪問團遠赴歐洲及中東考察。由於李馬積極參與總商會會務，因此，他成為首位晉身理事會的「小公司東主」（李馬自言）。李氏於1991年獲選為理事會成員，並於1995及1999年兩度連任。

業務蓬勃

八十年代初，馬得利收購了本地一家錄音帶工廠的小量股份。八十年代中，飛利浦邀請李馬成為旗下錄音帶的分包承判商。其後，李馬的公司亦承判飛利浦的錄影帶生產工作。

two kids which he had forgotten to mention. And as a result of that he got a single journey home, and I was the lucky man who became manager after three months,” he said.

After working for the firm for five years, he was promoted to export manager of Hagemeyer Far East Ltd., and in that capacity in 1968 joined the Chamber. He also joined the Hong Kong Exporters Association, of which he became chairman in 1974.

“But in 1974, head office wanted to transfer me, which was quite normal. But what was unusual was that they only discovered me after about 11 years,” he said. “They didn't tell me where they wanted to transfer me to, so rather than ending up in Papua New Guinea or West Africa, where we had offices, I took things into my own hands and I said no.”

MEMBER PROFILE

He discussed with his wife how long they and their two children could last on their own in the territory, and they reckoned a maximum of six months.

After enjoying a comfortable expat' package for 11 years, Mr Litmaath discovered that paying rent and school fees on his own, plus getting a business up and running made it difficult to make ends meet.

But he had succumbed to the charms of Hong Kong and was determined to make a go of it and stay, and in 1974 he established the trading company Scarfell Enterprises Ltd. with two friends, a Dutchman and a Frenchman who were also his business associates.

"The advice that I always give to young people is that you cannot always do things alone. You always need some help and a basis from which to start," he said.

His prime business was timber imports, followed by exports of flashlights through his Dutch partner to Holland and audio cassettes through the French partner to France.

Six months later business was developing and the fledgling firm even managed to end the year with a small profit. In the ensuing years business grew and so did his participation in the Chamber. He was elected chairman of the Europe Committee in 1978, and led several Chamber overseas trade and goodwill missions to Europe and the Middle East. His active participation led him to become the first "small company man," as he puts it, elected into the General Committee in 1991 and twice re-elected in 1995 and 1999.

BUSINESS BOOMS

In the early '80s, Scarfell took a small stake in a local factory manufacturing audio cassettes. And in the mid-80s, Philips approached him to ask if he would be interested in becoming their sub-contractor to produce their brand name audio cassettes, a deal which also developed into video cassettes.

"So I had a terrific deal with them for 10 years or so until the whole business disappeared and was not feasible anymore," he said.

"So my French partner had to look for another line and he went into photo albums and picture frames."



Above: Mr Litmaath received his Knighthood in the Order of Orange-Nassau in April 1996, at a ceremony accompanied by his wife (right).

上圖：李馬於1996年4月獲頒奧蘭治·納索爵士勳章，他在受勳儀式上與妻（右）一同出席。

The company was lucky to sign an exclusive arrangement with the then biggest manufacturer of photo albums in the world, Climax, and Scarfell became its exclusive agent for France.

In 1995 competition in the photo album business led to the decline of their share of the market, and so the firm had to look for another main line of business. It has found another niche market, pet products.

他說：「我與飛利浦合作了十多年，直至整個行業式微，不能生存為止。」

「我的法國合夥人為公司另覓出路，發展相簿和相架的生產業務。」

馬得利與當時全球最大的相片簿製造商Climax簽訂了獨家合約，成為後者在法國的獨家代理。

1995年，相簿製造業的競爭激烈，公司的市場佔有率因而下降，李氏另謀新的市場——寵物產品。

「我們在八年前發展這項業務時，投入的資源不多，但在過去四至五年間，我們專注經營這方面的業務。去年，六成的業務來自寵物產品，今年比例應增至七成。」他說。

「我為何要退休？」

年屆六十六的李馬沒有退休的念頭，他認為只要公司需要他，便永不言休。

「我六十歲時，曾想過在六十五歲退休，但在去年，我改變了主意。我為何要退休？我仍健壯，仍朝氣勃勃，腦也靈——至少，我是這樣想。我仍活躍於多個社會團體，能雄辯滔滔，也是監獄巡獄訪客……」他說。

李馬強調，如不在香港工作，倒不如離開。

「在香港，當人們沒有您的名片後，只要數個月，便把您拋諸腦後。假如要過豐盛的日子，最好的方法是工作和保持活躍。不過，令人難過的是，我認識的親友中，只有少數在六十歲退休，他們回國後數年，便因生活苦悶鬱鬱而終。他們回國，著實無所事事，因此，最重要的，是使自己忙碌。」

戀戀不捨

李馬熱愛香港急速的營商節奏，在1985至1986年期間，他曾在俄勒崗州的波特蘭短暫工作，其時他才發現自己是何等鍾情於香港繁忙的生活。

馬得利洋行開業之初，是美國一家木材公司的代理。當時，李馬購入了美國一家小型公司的股份。在1985年1月，波特蘭的合作夥伴希望拓展北美黃杉在內地的



“We started about eight years ago on a very modest basis. In the last four to five years we have become very specialised. Last year 60 per cent of our business was in pet products. This year it looks like it will be 70 per cent,” he said.

‘WHY THE HELL AM I GOING TO RETIRE?’

At 66, Mr Litmaath said he has no plans to retire as long as he’s still welcomed in his own office.

“When I was 60 I was thinking I would retire at 65. But last year I changed my mind. Why the hell am I going to retire? I’m fit. I’m healthy. I’m active. I’m not stupid — at least I don’t think so. I’m very active in many social organisations. I’m outspoken. I’m a prison visitor ...,” he said.

Mr Litmaath said he feels very strongly that if someone doesn’t work in Hong Kong then they had better go.

“The moment you don’t have any name card here, a few months later people don’t know who you are. So if you want to have a good, full life here you’d better work and be active,” he said. “Moreover, it is a bit sad that I say this, but I know quite a few people in my circles of relatives and friends who retire at 60, go back to where they are from and are gone a few years later out of boredom. They go back to where they are from and there is nothing to do there. The most important thing is to keep busy.”

AN ADDICTION

He has grown addicted to the hectic pace of doing business in Hong Kong, and realised how much he loves it during a short stint in Portland, Oregon, in 1985-86.

When Scarfell started out as a representative of an American timber company, he bought a stake in a small business in the state. In January 1985, his partners in Portland wanted to expand sales of Douglas Fir lumber to China, and so he spent one and a half years in the U.S. developing the business plan. He would fly back to Hong Kong every month and spend a week here overseeing his Hong Kong office. But in the summer of ’86, his Scarfell shareholders asked him to make a decision.

“The asked me, ‘what do you want? Do you want to keep your office in Hong Kong, or do you want to live in the U.S.?’” he said. “So I had to make a decision. Portland is a good place to live — nice houses, good

schools, nice friends, everything. But it is not a good place for business; not for a Hong Kong bred guy like me. So I decided to return to Hong Kong, and I kept a small office running there.

“What I missed in Oregon was what I call the sense of urgency. If you don’t have a sense of urgency then you are not suitable for Hong Kong. And if a Hong Kong guy like me lives there where people have no sense of urgency, then I feel I am not happy in my business life.”



Cheers! Mr Litmaath (centre) celebrates his re-election as a General Committee member for a third term with fellow GC member Victor Li (left), and Chamber Chairman C C Tung (right) at the Chamber's 1999 Annual General Meeting.

乾杯！李馬（中）在1999年週年會員大會上慶祝獲選連任，第三度出任理事會成員，旁為本會理事會成員李澤鉅（左）和總商會主席董建成（右）。

So he sold the house that he had bought there, moved back to Hong Kong and found a new flat in Stanley, where he has lived since 1971.

“As I said, I’m so attached to this place that I find it difficult to leave. If I retire, I would have to leave the place. Probably, at the end of the day I will go back to Holland, because I believe Holland is the best place for old people. I’m lucky that my wife and myself are healthy. And also I have three grand children here, and as you know one of the joys of being old is having grandchildren around,” he said.

“Life in Hong Kong gives me a kick.” **B**

銷售業務，因此，李氏便在美國逗留了一年半，規劃商業發展計劃。其間，他仍需每月回港一星期，視察香港辦事處的業務。然而，在1986年夏季，馬得利的股東要求他作出決定。

「他們問我：『您打算怎樣？保留香港的辦事處，還是住在美國？』我面臨抉擇，波特蘭是居住的好地方，那裡有好的房子、好的學校、好的朋友、一切一切，但不是營商的好地方，不是我這個典型香港人的地方。於是我決定返回香港，只在當地保留一個小規模的辦事處。」

「我在俄勒岡州懷念的，便是所謂衝勁。假如您沒有衝勁，便不適合在香港生活。像我這樣一個典型的香港人，假如所居住的地方，人們沒有衝勁，那麼，在營商時便無法感到愜意。」

他出售了波特蘭的房子，返回香港。自1971年起，他便居於赤柱。

他說：「正如我所說，我對這裡有著深厚的感情，難捨難離。假如退休，我便會離開香港，也許最終會返回荷蘭，因為我相信當地是安度晚年的理想地方。值得慶幸的是，我和內子仍然身體壯健，在香港也有三位孫兒。老人家最大的樂事之一，是與孫兒為伴。」

「香港，給我的生命帶來動力。」 **B**

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Taxation

Mr Roderic SAGE

HK Coalition of Service Industries

Executive Committee

Mr Stanley KO

Financial Services

Mr David RUAN

Information Services

Mr Tony AU

Professional Services

Mr Anthony GRIFFITHS

Real Estate Services

Mr Nicholas BROOKE

Tourism

Mr James LU

CHINA

A delegation from the Guangzhou Municipal Commission of Foreign Economic Relations and Trade called on Chamber members on June 27 to study the development of value-added telecommunications services and city planning in Hong Kong.

A delegation from the Shenzhen Special Economic Zone Policy Research Office called on the Chamber on July 6 to learn more about the impact that China's entry into the WTO will have on companies in Hong Kong.

Marjorie Yang, chairman, Esquel Group, was invited to share with members her experience in doing business in Xinjiang at the China Committee meeting on July 11. Members were also briefed on preparatory work for the forthcoming China-related programmes. These included: Mission to the Silk Road at the end of July; the Mission to Xiamen, Sept. 7-9; the western regions enterprises training seminar, mid-September; and the China Business Conference 2000, December 14.

ARAB & AFRICAN

Barrie Cook, chairman, Arab & African Committee, received a 16-member delegation from the Iran Export Promotion Centre on June 27. The delegation was seeking ways to introduce Iran and its products to the Hong Kong business community and to explore new business opportunities between Iran and Hong Kong.

ASIA

Deborah Annelles, chairman, Asia Committee, received a 25-member mission from the Philippines on July 6. The purpose of the visit was to introduce the Central East Asia Growth Circle (CEA-GC) programme to the business community. The CEA-GC programme is an economic initiative of the Republic of the Philippines, which seeks to encourage the establishment of a sub-regional economic cooperation bloc with economies of Central East Asia.

AMERICAS

A 30-student delegation from the Business School of Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) in Mexico called on the Chamber on June 20. The objective of the visit was to learn about the political, economic, cultural and business

DPRK encouraging investment in the country

Consul General of the Democratic People's Republic of Korea Ri To Sop said his country is now actively pursuing economic relationships with any country on a mutually beneficial basis.

Speaking at the Chamber's July 19 roundtable luncheon, Mr Ri said that while North Korea is experiencing hard times at the moment, it is politically stable and has an economically solid foundation. The country has also established free economic zones to encourage investment and the legal rights of investors are fully protected, he said.

Chamber in 總商會

中國

廣州市對外經濟貿易委員會代表團於6月27日與本會會員會晤，加深了解香港兩方面的發展——增值的電訊服務業及城市規劃。

深圳市港澳經濟研究會代表團於7月6日訪問本會，加深了解中國加入世貿對香港企業的影響。

溢達集團機構董事長楊敏德應邀於7月11日在中國委員會會議上與會員分享她在新疆營商的經驗。會上，會員也獲悉未來有關中國活動的籌備工作。活動包括：七月底絲綢之路考察團、廈門考察團（9月7日至9日）、西部企業培訓班（九月中旬）、2000中國商業會議（12月14日）。

阿拉伯及非洲

阿拉伯及非洲委員會主席高保利於6月27日接待伊朗出口推廣中心代表團。代表團一行十六人，目的是向香港商界介紹伊朗及當地產品，探討伊朗及香港兩地間的商業發展機會。

朝鮮民主主義人民共和國 (北韓) 駐港總領事鼓勵外 商投資

朝鮮民主主義人民共和國駐港總領事李道燮表示，該國正積極尋求與其他國家建立互惠的經濟合作關係。



李道燮於7月19日在小型午餐會上致辭時表示，北韓雖處於困境，但政治穩定，經濟基礎健全。該國亦設立了自由經濟區，以鼓勵投資。李亦保證，當地投資者的法律權益可獲全面保障。

Action Briefs 動一覽

亞洲

亞洲委員會主席戴樂詩於7月6日接待菲律賓賓二十五人考察團，考察團此行的目的，是向本地商界介紹「中東亞經濟增長圈」(Central East Asia Growth Circle)。是項經濟計劃由菲律賓提出，旨在集結中東亞經濟體系的力量，建立分區經濟合作陣營。

美洲

墨西哥ITESM商科學院派出三十位學生代表於6月20日到訪。他們此行旨在了解香港的政治、經濟、文化及商務現況。國際商務部主管兼高級經理周紫樺負責接待團員，簡介本會。

在同日的美洲委員會會議上，袁耀全和洪克有分別連任美洲委員會主席及副主席之職，另兩位新當選的副主席為加利和黃兆輝。秘魯駐港總領事德利翁在6月30日的午餐會上擔任嘉賓講者，與會員分享他對秘魯的商機和市場發展近況的精闢見解。

卡爾森(眾議院德薩斯州共和黨議員兼美國眾議院賦稅委員會主席阿徹的幕僚長)於7月12日率領十二位國會人員到訪，雙方

situation in Hong Kong. Eva Chow, chief and senior manager, International Business Division, welcomed the delegates and briefed them on the Chamber.

Consul General of Peru in Hong Kong Carlos Alvarez Ponce de Leon was the guest speaker for the Chamber's June 30 luncheon. He shared his expertise with members on the latest business opportunities and market developments in Peru.



At the Americas Committee meeting on the same day, Andrew Yuen was re-elected chairman of the committee, while H Y Hung was re-elected vice-chairman. Gary Ahuja and Steve Wong were elected new vice-chairmen.

Don Carlson, chief of staff to Rep. Bill Archer (R-Texas) and chairman of the House Ways and Means Committee in the U.S., led a mission of 12 congressional staffers to the Chamber on July 7 to exchange views with members on U.S.-HK/China business relations. Chamber Director Dr Eden Woon and other participants expressed their views on granting China permanent normal trading relations (PNTR) status.



EUROPE

European Commissioner in charge of Economic and Monetary Affairs Pedro Solbes spoke at a subscription luncheon jointly organised by the Chamber and the European Chambers of Commerce in Hong Kong on July 10. Mr Solbes spoke on "European Economy, Financial Markets and the Euro." **B**

就中美及港美的商務合作關係交流。本會總裁翁以登博士及其他參與人士均發表對給予中國「永久正常貿易關係」的意見。

歐洲

專責經濟及金融事務的歐洲委員會委員索爾韋斯於7月10日在聯合午餐會上發表演說，是次午餐會由本會和歐洲各國駐港商會合辦，索爾韋斯的講題為「歐洲經濟、金融市場及歐羅」。 **B**

香港總商會

委員會
主席

理事會
諮議會
董建成

美洲委員會
袁耀全

阿拉伯及非洲委員會
高保利

亞洲委員會
戴諾詩

中國委員會
許漢忠

總商會海外講者團
施文信

e-委員會
鄭韓菊芳

經濟政策委員會
梁兆基

環境委員會
彭占士

歐洲委員會
萬大衛

香港特許經營權協會
錢樹楷

香港一台北經貿合作委員會
蔣麗莉博士

人力資源委員會
潘潤

工業及科技委員會
蔣麗莉博士

法律委員會
顧歷謙

會員關係委員會
黎葉寶萍

太平洋地區經濟理事會
中國香港委員會

艾爾敦

地產/基建委員會
李澤鉅

船務/運輸委員會
羅理奧

中小型企業委員會
楊國琦

稅務委員會
薛樂德

香港服務業聯盟
執行委員會

高鑑泉

金融服務委員會
阮清旗

資訊服務委員會
區煒洪

專業服務委員會
祈雅理

地產服務委員會
蒲祿祺

旅遊委員會
呂尚懷

中國經濟增長

國家統計局新聞發言人葉震表示，中國經濟增長速度將比1999年7.1%為高。該局發布的數字顯示，比對上年同期，本年第二季的經濟增幅為8.3%，較首季8.1%的增長率為高。葉震說，經濟減速增長的趨勢已初步扭轉，呈現穩步回升的良好勢頭。

人民幣自由兌換

人民銀行行長戴相龍於7月19日表示，中國對實施人民幣自由兌換尚未定下確實時間表，但在未來五年，事情將有重大進展。戴相龍指出，現時內地企業仍未獲准向外收取外債，買賣內地股票也不能使用外幣。他說：「我們將創造有利條件，逐步放寬限制。」

成立商業信貸資料庫

香港金融管理局在完成研究後，於7月14日發出有關設立商業信貸資料庫（資料庫）的建議。研究結果顯示，成立一間全面性的資料庫有助改善銀行業的信貸風險管理，以及提高還款紀律，並因此鞏固香港銀行體系的健全和穩定。全文內容請查閱<http://www.info.gov.hk/hkma>

手頭訂單價值下跌6%

根據政府統計處於7月14日發表的按月統計調查臨時結果顯示，2000年5月供本地製造業生產的手頭訂單價值較一年前下跌6%。2000年5月與1999年5月比較，電機製品業的手頭訂單價值下跌了31%，跌幅最大。其次是金屬製品業，跌幅為25%；塑膠製品業下跌21%；服裝製品業下跌8%；紡織業下跌6%；電子製品業下跌4%。

預防電腦病毒要訣

市民現可前往多個政府辦事處，索取載有保護電腦免受病毒襲擊要訣的單張。單張以「保護電腦免受病毒感染」為題，目的是提高市民對電腦病毒的關注和認識。單張內容可從<http://www.info.gov.hk/itsd/chinese/about/epubdoc.htm>網址下載。

海外就業合約

勞工處於7月19日提醒市民，根據《往香港以外地區就業合約條例》，每份在香港以外地區就業的合約，必須在僱員離開香港之前，由僱主或其代表及僱員雙方簽妥。合約須根據條例的規定，列載所有有關勞資雙方權利及責任的詳情，並在僱員離開香港前將合約呈交勞工處處長核簽。 **B**

CHINA'S ECONOMY TO GROW

China's economy will see a higher growth rate this year than the 7.1 per cent in 1999, according to Ye Zhen, spokesman of the National Bureau of Statistics (NBS). The bureau's figures show that China's economy grew by 8.3 per cent year-on-year in the second quarter, compared with 8.1 per cent in the first quarter. Ye said that the economy has reversed a slowdown and shows steady signs of a comeback.

FREE TRADING OF RMB



China has not yet set a timetable for the free trading of the Renminbi but great progress will be made in the next five years, said Dai Xianglong, governor of the People's Bank of China, on July 19. Domestic enterprises are still not allowed to get foreign debts, and foreign currency is also forbidden to be used for the purchase of China's stocks, the official noted. But "we will create conditions to gradually loosen the restrictions," the governor said.

CREDIT AGENCY TO BE SET UP

The Hong Kong Monetary Authority on July 14 released its proposal to establish a commercial credit reference agency (CCRA) in Hong Kong following the completion of a study. The study suggests that the establishment of a CCRA would benefit Hong Kong in terms of improving the banking industry's credit risk management and reinforcing borrower discipline, thereby enhancing the safety and soundness of the banking system. The full text of the paper is available at www.info.gov.hk/hkma.

ORDERS-ON-HAND FALL 6%

The value of manufacturers' orders-on-hand for local production decreased by 6 per cent in May 2000 compared with a year earlier, according to the provisional results of a monthly survey released on July 14 by the Census and Statistics Department. Comparing May 2000 with May 1999, the electrical products industry had the largest decrease (-31%) in the value of orders-on-hand, followed by the fabricated metal products industry (-25%), the plastic products industry (-21%), the wearing apparel industry (-8%), the textiles industry (-6%) and the electronic products industry (-4%).

ANTI-COMPUTER VIRUS TIPS

A leaflet containing tips on protecting computers against virus attacks is now available at various government offices. Entitled "Keep Your Computer Virus-free," the leaflet aims to arouse awareness over computer viruses. It can also be downloaded at <http://www.info.gov.hk/itsd/about/epubdoc.htm>.



CONTRACTS FOR EMPLOYMENT

The Labour Department issued a reminder on July 19 that every contract for employment outside Hong Kong must be signed by the employer or his representative and the employee before the employee leaves Hong Kong to work. The contract must contain all particulars required by the ordinance to define rights and obligations of both parties. It must also be presented to the Commissioner for Labour for attestation before the employee's departure. **B**

Welcome new members

加入商會 盡享權益

ABC Technologies (HK) Ltd
企業成本 / 管理科技(香港)有限公司
Mr Anthony Au 歐煒洪先生
Services

Arden Advertising and Decoration Ltd
雅典廣告裝飾有限公司
Mr Tam King-wai 譚景謂先生
Services

Attraction Jewellery Co Ltd
岱琪珠寶有限公司
Ms Jessica Li-mie Kuo
郭麗美小姐
Director
Manufacturing, Trading, Services

Banco Atlantico HK Representative Office
西班牙大西洋銀行
Mr Guillermo Diaz Sevilla
狄雅斯先生
Regional Representative
Services

Dalian International Co Ltd
大連國際發展有限公司
Mr Tong Chiu-lam 唐肖林先生
Trading

Datar - Invest in France Agency
Mr Damiën Vernier
Director
Services

Dickson Cyber Concepts Ltd
迪生數碼創建有限公司
Ms Cindy Cheng 鄭韓菊芳女士
CEO
Services

Diyixian.com Ltd
第一線有限公司
Mr Man Lap 文立先生
Services

Enterprise Ireland - The Irish Trade and Technology Board
愛爾蘭貿易及科技發展局
Mr Dan Flinter
Services

Eternity Jewelry Co
永恒珠寶公司
Mr So Chun-kai 蘇鎮楷先生
Sales Manager
Trading

Euro Rscg Partnership (Hong Kong) Ltd
靈智廣告有限公司
Mr Peter Stening 龐盛德先生
Services

GHK (Hong Kong) Ltd
盈智(香港)有限公司
Mr Jamie Simpson 史嚴信先生
Services

Gold Crown (Pacific) Ltd
金冠(太平洋)有限公司
Mr Peter Davies
Trading, Services

Green Leaves Development Ltd
翠晶發展有限公司
Mr Farren Lie 李榮繁先生
CEO
Trading

Hanson Garment Factory
恒順製衣廠
Mr Patrick Li 李耀文先生
Manufacturing, Trading

Institute for Enterprise, The Hong Kong Polytechnic University
香港理工大學企業發展院
Mr Alexandar Tzang 曾慶忠先生
Services

Lamco Merchandising Co Ltd
嶺高洋行有限公司
Mr Peter Chi-wai Lam 林志威先生
Trading

Mastercard Hong Kong Ltd
萬事達卡國際組織
Mr Danny Cheung 張懷堅先生
Vice President & Business Manager - HK
Services

Newtech Technology Co Ltd
香港創建科技器材有限公司
Mr Lee Chung-tak 李松德先生
Marketing Director
Manufacturing, Services

Overseas Calling Club Ltd
Mr D Ravenscroft
Director
Services

Season Jewellery Co Ltd
樹信珠寶有限公司
Ms Fung Pak-mei 馮北美小姐
Trading

Sonosite (China) Ltd
索諾聲(中國)有限公司
Mr Peter Kwan
Manufacturing

Super Trend Lighting Ltd
超時代光源有限公司
Mr Yim Kin-kuo 嚴建國先生
Manufacturing, Trading

Unitech Networks Ltd
Mr Alex Chan 陳永康先生
Managing Director
Services

Wellshun Garment Factory
威信製衣廠
Mr Patrick Li 李耀文先生
Manufacturing, Trading

Y N Cheung & Co
張溢南會計師事務所
Mr Cheung Yat-nam 張溢南先生
Manager
Services

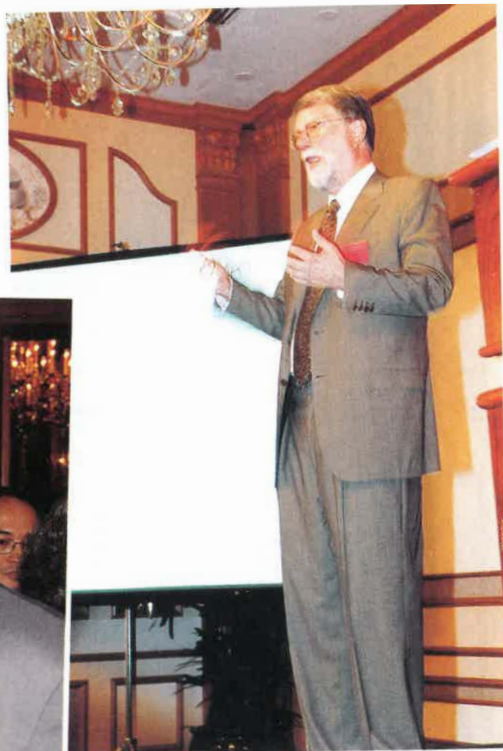
CONTACT US

For information on membership, call Sharon Chung on 2823 1203, or email membership@chamber.org.hk

如有垂詢，請聯絡會員部鍾小姐（電話：2823 1203；電郵：membership@chamber.org.hk）

- ▶ Dr John Seely Brown, chief scientist of Xerox Corporation, shares his thoughts on how companies can remain sane in the new economy at a Chamber luncheon. 施樂首席科學家布朗在本會的午餐會上，闡述公司應如何在「新經濟」中保持清醒。

- ▼ Mark Duff (right), CEO, Boom.com, chats with Tim Girvin, principal, Girvin Inc. Boom.com 行政總裁馬建德（右）與 Girvin Inc. 主席格文暢談。



活動花絮

Eye Spy

- ▲ Christopher Cheng (left), deputy chairman of the Chamber, Angela Yeung (centre), chief of the Chamber's Business Development Division, and Barrie Cook, BCE convenor. 本會常務副主席鄭維志（左）、商務推廣部主管楊秋怡（中）及商界環保大聯盟召集人高保利。

- ▶ Patrick Pun (left), vice chairman of the Chamber's Industrial and Technology Committee, and C M Leung (centre), chairman, EnvironmentalCare Ltd, listen to Dr Tony Chan, senior lecturer of the Hong Kong Polytechnic University, explain the operation of the particulate trap for taxi and minibuses during a visit to the university. 本會工業及科技委員會副主席潘啟祥（左）與愛環保有限公司主席梁燦明（中）訪問香港理工大學期間，聆聽高級講師陳瑞齡博士講解的士及小巴微粒收集器的運作。



CHAMBER FORECAST

UPCOMING EVENTS

21 August
Training: "Building E-Brands in the New Economy" (Cantonese)
培訓課程: 「數碼品牌」新經濟

22 August
Training: "Tax Regime in the PRC" (Cantonese)
培訓課程: 最新中國稅務制度

30 August
Training: "Power of Public Speech" (Cantonese)
培訓課程: 公開演講強勢表達力

31 August
Training: "Building a Learning Organisation for Sustainable Advantages" (Cantonese)
培訓課程: 建立長期優勢的學習型企業

5 September
Cocktail reception in honour of CGs of NAFTA and South American countries (English)

5 & 6 September
Workshop: "Professional Business Writing Skills for Managers" (English)

7 & 8 September
Workshop: "PR & Media Handling Skills for Managers" (English)

8 September
Training: "Tax Implications of the MPF" (Cantonese)
培訓課程: 強積金計劃的稅務安排

11 September
Green-Assist Programme: Environmental Mentoring Seminar Luncheon Series I: "Staff Education and Motivation for Environmental Practices" (English)

19 September
3288 Dinner Club - September Meeting (Cantonese/English)

20 September
Seminar on "Managing Business in China: Helping the SMEs" (English)

22 September
Luncheon with John Hung, Executive Director, The Wharf (Holdings) Ltd

LOOKING TO THE FUTURE

16 October
Luncheon with HKSAR Chief Executive
行政長官午餐會

26 October
Venture Capital Conference
創業(風險)投資會議

13 December
7th Annual Hong Kong Business Summit
第七屆商業高峰會議

14 December
China Business Conference 2000
2000中國商業會議

CHINA CALENDAR

7-9 Sept
Study Mission to "The 4th China Investment and Trade Fair" in Xiamen
香港總商會廈門“中國投資貿易洽談會”訪問團

18-22 Sept
Training Seminar: "Attracting Foreign Funds in Western China"
利用外資參與內地中西部開發研討班 - 香港總商會與中國國際貿易促進委員會合辦

October
Study Mission to "China High-tech Fair" in Shenzhen
香港總商會深圳“中國高科技產品交易會”訪問團

26-30 Nov
Study Mission to Sichuan, Chongqing
香港總商會四川、重慶訪問團

11 -15 Dec
Training Seminar on China Entry into the WTO and Sectoral Workshop
中國加入世貿研討班 - 香港總商會與中國企業聯合會合辦

OUTBOUND MISSIONS

7~9 Sept
Mission to Xiamen

COMMITTEE MEETINGS

19 Sept
General Committee Meeting

27 Sept
Asia/Africa Committee Meeting

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



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E-mail: mpf@chamber.org.hk | Website: www.chamber.org.hk/mpf

康聯亞洲