

Season's Greetings to All Chamber Members 祝會員聖誕快樂

工商月刊

BULLETIN

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香港零售業的艱苦歲月

零售商為了生存，實行連串減價促銷和推廣優惠，而消費者亦因此而受惠

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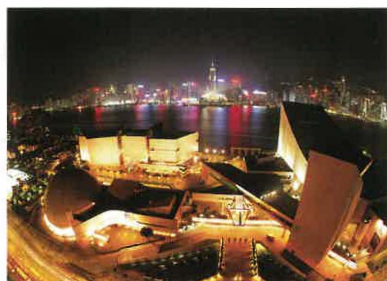
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The Bulletin welcomes letters from Chamber members, but reserves the right to edit any material supplied. Opinions expressed in Letters to the Chamber does not necessarily imply endorsement by the Chamber.
《工商月刊》歡迎本會會員來函，惟本刊保留編輯權。以下內容，純為讀者意見，不代表本會立場。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**



More targeted discussions needed

In one of our recent committee meetings, there was a discussion on the agenda and items of interest for future get-togethers. Admittedly, most of us know the primary export markets quite well and, like it or not, pay attention to political and monetary developments due to their severe impact on our livelihood. Why is it then that we are having trouble finding topics which will and can attract a lot of members?

As one fellow member pointed out, perhaps with the make-up of primarily small and medium-sized trading companies as the core of Chamber membership, members are not attracted to the more generalised topics offered. As another member pointed out, he would find a lot more interest in subjects and get-togethers which can help him potentially generate more business.

In this regard, perhaps more targeted organisations and companies could be a focus of the committee. For example, McDonalds and their associate Simon Marketing could be invited to talk about their recent handling of child labour problems at their sub-contractor. Such a topic should be of interest to toy, premium and plush trading/manufacturing members of the committee or Chamber.

The buying offices of major U.S. chain stores like Wal-Mart and K-mart could also be invited to talk about their buying needs, e-commerce strategies and future trends. These talks will certainly interest those members who are not doing business with the companies and will also allow the buyers of the chain stores to make more contacts in their areas of interest. After all, with most manufacturing being done in the mainland and the fact that China is such a big country, it is not always possible for the big chain store buyers to reach the manufacturers directly. The possibilities

in this area are enormous and I would urge the Chamber to give it some thought.

*Douglas Van
Director*

Kelly International Corporation

講座主題需更實際

我們在最近一次委員會會議中，討論了年內的大計和日後活動的主題。誠然，我們當中，不少對主要的出口市場相當熟悉，姑且勿論這方面是否我們的興趣所在。我們都關注出口市場的政治及經濟發展，原因是這些市場對我們的生計有莫大的影響。然而，我們在尋找一些可吸引大批會員的主題時，為何如此傷透腦筋？

一位會員指出，由於總商會的主要會員為中小企業，因此範圍較廣泛的題目並不能吸引他們。另一位會員則認為，若主題和活動本身能助他發掘更多業務上的商機，他會更感興趣。

如此看來，委員會或可考慮集中邀請重點機構或公司，例如，我們可邀請麥當勞和它的聯營公司西門商業拓展談論最近如何處理分包商的童工問題，相信這個題目會是委員會或總商會的玩具、優質產品及毛絨玩具貿易商/製造商感興趣的。

委員會也可邀請美國大型銷售連鎖店 Wal-Mart 和 K-mart 講述購貨要求、電子商貿策略和未來發展趨勢。這些講座必能吸引那些沒有跟連鎖店進行生意往來的公司參加，也讓連鎖店的買手廣結人脈；況且，由於大部分商品都在內地製造，而且中國地大物博，因此，即使是大型銷售連鎖店的買手，也不能經常與內地的製造商直接聯繫，這些講座將可發揮橋樑的作用。這方面的發展機會不俗，期望總商會加以考慮。

*凱利有限公司
萬祥生*

Human capital too often goes to waste

I read with great interest Alan Lung's article on the Hong Kong Government's push

towards a knowledge-based economy. It is inevitable that this process of change has to happen as we move into the new millennium as rapid globalisation creates information exchanges as the world has never known before.

In the process of chasing talent to meet market demands and increasing productivity, many mistakes have been made through wrong placements and job savings. Staff have been placed in positions where their contributions are significantly less than their ability, due to an inappropriate job match or not identifying the right training needs. This lends support to Peter Drucker's clarification of a knowledge worker - one whose achievement lies in doing the right things through his expertise rather than just doing things right. It is essential, therefore, to review the strengths of existing human capital to identify the expertise and match it with the right job so as to maximise individual job satisfaction and improve overall performance.

I believe that it is essential to take a breather from time to time to evaluate the abilities of individuals and leverage off these assessments to plan the steps forward. In order to maintain Hong Kong's competitiveness, it is essential to get the best information on our pool of human talent available and work on deployment in the right places. By scientific profiling of individuals, jobs and opportunities, we can develop the edge to stay ahead in a globalised marketplace.

I agree with Mr Lung that too often, managers take the easy solution to cut cost by cutting staff for improved returns. A smarter solution is to enhance performance through greater productivity. This will continue Hong Kong's competitiveness through growth rather than justify our future existence by shrinkage.

*K K Lim
Director
Profiles of Hong Kong Ltd.*

人力資本往往浪費

讀過龍家麟有關港府推動香港發展知識型經濟的文章後，對這方面的問題深感興趣。踏入新千年，世界急速邁向全球化，繼而令資訊科技以前所未有的速度發展，因此，社會出現轉型，勢所難免。

為了配合市場需要和提高生產力，我們必須羅致人才，但在這過程中，往往因職位錯配和節省職位上的開支而犯上不少錯誤。例如把員工錯配在某些崗位上，以致他們未能盡展所長，這全是沒有量才而用或不重視適當培訓的結果。這情況正好回應了德魯克所說的「知識工人」理論——「知識工人」的價值在於運用專業知識做正確的事情，而非只按本子把事情做對。因此，我們必須檢討現有人力資本的強弱，認清各人的所長，委以合適的崗位，這樣才能提高個人的工作滿足感和改善整體的表現。

我認為，必須不時抽空評估各人的能力，透過評估結果，計劃未來。要保持香港的競爭力，必須掌握本地人才的最佳資料，然後量才而用。我們若以科學的方法剖析個人能力、職位要求和機會，便能發掘優勢，在全球市場上穩居前列。

我同意龍家麟所言，管理階層往往為求減輕成本，便選擇以裁員這種較容易的方法，增加回報。然而，藉提高生產力促進表現，才是明智之舉。香港的競爭力，須透過不斷改進加以維持，而非依賴萎縮來證明自己未來的存在價值。

培泛（香港）有限公司
K K Lim

Specific wine tax would create win-win situation for all

In your cover story “Wine Hub Aspirations,” in the November issue, it is mentioned that the tax on wine should be reduced from the present 60 per cent to boost sales of wine in Hong Kong, raise wine appreciation and facilitate the idea of making Hong Kong a “wine hub.” It is also indicated that the present tax calculated as a percentage of invoiced value forces some importers to present incorrect invoices for tax purposes and thus tax income is reduced.

As a wine lover, I do like this idea, but also being realistic, I very much doubt the government will follow the advice, as it will reduce the immediate tax revenue (at least for the short term). May I instead suggest that the tax be changed to a fixed amount per quantity as it has been done with success in some European countries in the past. The government could simply divide the present

annual tax with the number of bottles being imported and — if they do want to support the “hub” idea — they could reduce that fixed amount based on assumptions that sales will increase and thus accelerate that increase.

That would support sales of better wines, which in turn would help the middle range of buyers to obtain decent wine for their money and thus increase the appreciation. This in turn would increase interest, lift consumption, etc., and serve the purpose, and still maintain a win-win situation for all. It would also make under-invoicing unnecessary.

May I also take this opportunity to advise the government to crack down on the unreasonable practices of duty-free sales where duty is substituted with extremely high profits, which in turn is used to multiply the number of outlets. Somehow the “free competition” doesn’t really work in duty-free areas. One — or a few — shops with reasonable prices for wine would also help to increase the interest and not only let people see wine as a luxury item where quality is equal to price.

Rene Hoeg
Sai Kung

定額徵收葡萄酒稅 各得其所

在《工商月刊》十一月號「香港期望成為葡萄酒商貿中心」的封面故事中，提及政府應降低現行的60%關稅、培養大眾對葡萄酒的鑑賞力，以及如何幫助香港發展為葡萄酒中心。文中亦談及按發票額計算稅款，迫使一些葡萄酒進口商為了減少納稅，因而出示數額失實的發票，以致政府的稅收減少。

我鍾情於葡萄酒，當然歡迎這項建議，但從實際的角度看，我對政府會否採納這項建議，倒十分懷疑，因為此舉將即時減少政府的稅收（至少在短期內如此）。我建議改為按進口葡萄酒的數量定額徵稅，這個措施過去已在一些歐洲國家採用，成效理想。政府只需按目前全年葡萄酒的稅收平均計算每瓶進口葡萄酒的定額徵稅。若政府希望發展香港為葡萄酒商貿中心，應降低每瓶葡萄酒的定額稅款，此舉將有助推高銷量，間接令政府的稅收增加。

這項措施能帶動優質葡萄酒的銷量上升，有助中層葡萄酒買家購得物有所值的優質葡萄酒，繼而提升市民對葡萄酒的鑑賞力和興趣，並刺激銷量。這個做法，各得其所。此外，此法亦可使葡萄酒商無需以低於實際價格開出發票。

我亦借此機會，建議政府取消不合理的免稅銷售模式，因為在此等模式中，免稅店所得的高利

潤，其實是政府免除的徵稅，而免稅店卻把這些利潤，用來增加門市店的數目。在這些免稅區裡，不存在「自由競爭」。我認為，只要有一家或數家商店能以合理價格售賣葡萄酒，將能提升大眾對葡萄酒的興趣，讓人知道葡萄酒不只是高尚的消費品，也是物有所值的。

西貢
Rene Hoeg

Noise pollution needs to be curbed

I cannot agree more with our Legislative Councilor James Tien’s working plan for the future to protect the environment, stop pollution and create a cleaner lifestyle.

Hong Kong’s perception of pollution always seems to be concerned about the deterioration of water and air quality. Perhaps our attention should also focus on noise pollution. The present government benchmark for the maximum level of traffic noise is 70dBA, which is already very loud. In 1997, figures showed this minimum standard had been exceeded considerably (up to 73dBA which is almost twice as loud as 70dBA due to the logarithmic scale). It was estimated that half a million people had been severely affected.

This is clearly one area where legislative measures could help reduce the traffic noise to a more agreeable level, and we look forward to our legislature making improvements in this direction.

K L Tam
Vice Chairman
Asia/Africa Committee

噪音污染須管制

我極同意立法會議員田北俊為保護環境、遏止污染和共創更清新的生活所定下的未來工作計劃。

香港似乎一向只關注水質和空氣質素惡化這兩方面的污染問題，或許我們亦應關注噪音污染的問題。目前，政府訂明可接受的道路噪音上限為70分貝，事實上，70分貝已十分噪吵。1997年的數據顯示，道路噪音已遠遠超出這個最低標準（高達73分貝；按對數表量度，這個聲浪差不多是70分貝的兩倍）估計全港約五十萬人受到噪音的嚴重影響。

顯然，我們可透過立法把道路噪音減至較滿意的水平，而我們亦期望立法機關繼續朝這方向改善。

亞洲及非洲委員會副主席
譚廣濂

Something for Hong Kong to celebrate at year's end

Season's Greetings to Chamber members and to all readers of *The Bulletin* wherever they may be this festive season. There is certainly reason for celebration as the historic year 2000 draws to a close. I hope this important year was a good one for your business. It definitely has been a more positive one for your Chamber, with a better economy and the marked improvement in the Hong Kong's external trade helping the Chamber's finances.

With 12 months of economic recovery now behind us, and a more positive outlook for the year ahead, we should all be able to better enjoy the forthcoming festive season. Perhaps the only difficulty for business is that this time around the usual holidays all occur so close to each other – Christmas, Calendar New Year and Lunar New Year all within a period of just four weeks. But this can be overcome with more productive use of the time spent in business.

Looking further ahead, it is apparent that while the prospects for the SAR are a lot better than they were a year ago, there are a number of uncertainties on the global scene that could upset things. Higher oil prices, volatile financial markets and a slowing U.S. economy are among them. Offsetting these, however, is the continued good Mainland economic performance and its imminent WTO entry. Both should be positive for the SAR.

Although this probably means the SAR's quite exceptional economic rebound from recession is now virtually complete, we can still look forward to steady, although slower, growth in the year ahead. It will be nothing like the 8.8 per cent average expansion expected for this year but it will be solid growth nonetheless.

The SAR can also look forward positively to the Mainland's entry to the WTO and the more open market, greater trade volumes and expanded investment it will bring. Indeed, the SAR has already gained from the Mainland's recent expanded role in world trade, with the big increase in China's exports and imports this year actually powering the SAR's recovery from recession.


This big increase in China trade revitalised Hong Kong's own re-exports in the past 12 months, resulting in record throughput at the Kwai Chung container port and increasing demand for the SAR's trade-related services. Exports from the Mainland were up 32 per cent in the opening 10 months of the year and the SAR followed with a 20 per cent increase. The same trends were evident in imports.

As I have said earlier, there are clearly some uncertainties facing all of us in Hong Kong trade and business in the year ahead, including the slow down in the U.S., higher oil prices and the volatile nature of financial markets. All could have a negative impact on global and regional demand and therefore on the volumes of export and import business in the immediate region, and through the Hong Kong SAR itself.

Despite these uncertainties, there is now far greater optimism in the local economy than at anytime since the impact of the East Asian financial crisis was first felt in the final three months of 1997. This optimism was reflected in the Chamber's annual Business Prospect's Survey (BPS) prepared for the Business Summit on Dec. 13, with the summit itself featuring the SAR's role as a global and regional hub for logistics, financial services and information technology.

Although some sectors of the local economy have not benefited as much as others from the recovery (both the retail trade and the property market spring to mind), the overall improvement in confidence should help the SAR maintain solid growth in the year ahead. We cannot, however, afford to be complacent. There are many uncertainties on the global scene and the SAR

will need to remain competitive if it is to perform up to its potential. But I am sure we are all dedicated to that.

Once again, I wish you the best for the coming festive season and hope your business will continue to prosper in the coming "Year of the Snake." It should be another exciting and challenging year for us all as we adapt to the restructuring of the local economy and the continued emergence of the Mainland on the global scene. Rest assured, throughout it all, your Chamber will continue to be there in support of your business efforts. 



C C Tung
Chairman

歲晚香江同慶賀

首

先，謹祝本地和海外的總商會會員和《工商月刊》讀者聖誕快樂，新年進步！這個意義重大的千禧年快將接近尾聲，當然值得慶賀。希望在過往一年，您們生意興隆。對總商會來說，2000年肯定是豐收的一年，經濟好轉和香港對外貿易顯著增長，均有助改善本會的財政狀況。

過去十二個月經濟復蘇，加上來年的前景樂觀，因此，我們應可懷著輕鬆愉快的心情，迎接快將來臨的節日。也許，對商界造成唯一不便的是，在此期間，公眾假期頻密，在短短四個星期內，聖誕節、西曆新年和農曆新年假期一個緊接一個。不過，若能更有效地善用辦公時間，上述問題便能迎刃而解。

展望未來，特區的前景雖然明顯遠勝去年，但國際間一些不明朗因素卻有機會令情勢逆轉，例如石油價格上升、金融市場波動、美國經濟增長放緩等皆是。幸而，內地經濟表現持續向好和中國快將加入世貿，都能彌補以上不明朗因素所帶來的負面影響，而且兩者對香港應是有利的。

過往一年，香港經濟以不尋常的速度反彈，雖然這或許意味著急劇反彈的勢頭將盡，但估計來年經濟仍會以平穩、但較緩慢的步伐增長，即使來年的平均增幅不會像今年般達致8.8%，但預料增長仍會不俗。

香港熱切期待中國加入世貿，因為入世後，內地市場將進一步開放，而貿易和投資亦會增加。事實上，最近中國在世界貿易市場上更為活躍，已令香港受惠，今年內地進出口激增，也帶動了香港的經濟復蘇。

內地貿易急劇增長，使香港在過往12個月的轉口貿易復蘇。在此期間，葵涌貨櫃碼頭的吞吐量創下新高，而貿易相關服務的需求亦連帶上升。內地出口在本年首十個月上升了32%，而香港的出口亦跟隨增長兩成。在進口方面，亦出現相同趨勢。

正如以上所言，來年香港在貿易和商業將面對一些不明朗因素，包括美國經濟放緩、油價高企、金融市場波動等。這一切將對國際和地區的需求帶來負面影響，令區內及經香港的進出口貿易受挫。

縱然來年隱伏著這些不明朗因素，但目前本地經濟遠較1997年第四季亞洲金融危機初襲香港時樂觀。這份樂觀的態度可在本會的年度商業前景問卷調查中反映出來（這項調查是特為本年12月13日的商業高峰會編籌備的）。今年商業高峰會議的主題是香港在物流、金融服務和資訊科技方面所擔當的全球和地區樞紐角色。

雖然本地某些界別在復蘇期內受惠較少（即時想起的有零售業和地產市場），但整體信心提升，應有助香港在來年維持不俗的增長。不過，我們不能沾沾自喜，國際局勢仍隱伏著不少未知之數，香港若要充分發揮潛能，便須時刻保持競爭優勢。我深信，我們必為此竭盡所能。

我再次恭祝各位聖誕和新年快樂，蛇年生意興隆。來年，本地經濟轉型、中國將在國際舞台上崛起，在此期間，香港必須適應時勢，因此，明年將是令人雀躍和充滿挑戰的一年，而本會定當繼續作為您業務上的後盾。

董建成

董建成
香港總商會主席

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BULLETIN

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Quicken the pace of full-scale recovery

The SAR Government and various international organisations have painted a rosy forecast for Hong Kong's economic performance this year. International Monetary Fund (IMF) delegates estimated growth for the year could hit 9.5 per cent, which is even higher than the government's 8.5 per cent forecast. Although recent financial figures tell a story of strong recovery for Hong Kong's economy, I have noticed that some sectors are still trying to break out of tight corners induced by keen competition from neighbouring areas and financing difficulties. Their business skies are not entirely unclouded.

Therefore, at a meeting with the Financial Secretary Donald Tsang last month, when he consulted Legco members' opinions on the next Budget, I put forward many economic proposals to sharpen the competitiveness of businesses and further improve the business environment.

NO RUSH TO RAISE FEES AND TAXES

As internal consumption has yet to fully recover, I asked the Financial Secretary to hold off raising fees and taxes to avoid upsetting the pace of economic recovery. Given the current financial reserves and the lower-than-expected Budget deficit in the past two years, I consider that it is still acceptable to have a moderate Budget deficit next year.

I also proposed freezing fees and charges affecting the business sector and community for another year. These include fees for water and sewage, and various licenses, as well as profits and salary taxes to avoid overburdening the general public and the business community. On initiatives to improve businesses' competitiveness, I urged the government to enhance tax breaks for on-the-job training and R&D.

MAINTAIN A SIMPLE AND LOW TAX SYSTEM

I strongly objected to the proposal of introducing a progressive tax system on profits tax. One of the most important factors contributing to the prosperity of Hong Kong is the long held principle of maintaining a simple and low tax system. The introduction of a progressive tax will be no different than raising the profits tax and it will also complicate the current simple tax system. This will dampen investors' interest in Hong Kong and, in turn, its economic development. As global competition is increasingly keen, such changes

to the tax system would raise the cost of business and drag down the competitiveness of the entire business sector.

I disagree with the IMF's proposal of introducing a sales tax and competition law in Hong Kong. The impact of a sales tax is far-reaching. Not only will it increase costs for businesses and their tax burden, especially the SMEs, but it will also affect domestic consumption as the tax may dampen consumer spending.

A competition law, if adopted, may bring instability to the business environment. Even without such a law, Hong Kong today can boast of having one of the best business environments and the freest economies in the world. Therefore, the government should not rush implementing such a law. Rather, it should implement competition-facilitated policies in some sectors according to their specific circumstances.

TAX CONCESSIONS FOR ULTRA-LOW SULPHUR DIESEL

I voted in support of the recently passed motion in Legco to extend tax concessions for ultra-low sulphur diesel for one more year, on the grounds that high diesel price will directly affect consumption and business costs, and indirectly batter the economy. While the SAR economy has yet to fully recover, we should not underestimate the impact of raising fuel prices.

The cost of fuel in Hong Kong has long been high compared to global prices, and the retail price of diesel is still the highest in Asia – even after the government reduced diesel tax by HK\$0.89 per litre. Therefore, a lower price for fuel

would increase the SAR's competitive edge. Extending tax concessions will certainly alleviate the problem in the near future, but for the long run, the government should adopt a policy to stabilise the price of fuel at a reasonable level.

To do this, the government should first force oil companies to increase their transparency on pricing to help bring oil prices in line with world standards. This is important because local oil companies are often criticised for being "quick to raise prices but slow to reduce them." Second, the government should proactively encourage new operators to enter the market through measures such as relaxing the bidding restrictions on petrol station operators and finding more suitable places to build petrol stations.

These measures are conducive to relieving pressure on the public and business sector and will help bring about an overall recovery to the territory.



James Tien 田北俊

加快經濟全面復甦

近月港府及多個國際組織均對本港今年的經濟表現作出了樂觀的評估，其中國際貨幣基金組織的代表團就預測本港全年經濟增長達9.5%，比港府預測的8.5%還要高。雖然有關數據有不錯的升幅，但我知道個別行業的經營狀況依然艱難，而且不少企業更要面對鄰近地區的激烈競爭，以及融資困難等問題，致使經營前景未完全好轉。

所以我在上月初藉著財政司司長曾蔭權約見立法會議員，就下年度財政預算案諮詢意見的機會，向他提出多項促進經濟的建議，以冀政府能進一步改善營商環境，並協助增強工商業的競爭能力。

政府不可急於加價加稅

我向曾司長表示，由於目前本港內部消費根本未完全恢復過來，故政府實在不可急於加價、加稅，以免影響經濟復甦速度。從政府現時的財政儲備，以及過去兩年財政赤字均少於預期的情況來看，下年度出現溫和的赤字預算仍然是可以接受的。

我提出要將所有有關工商經營及民生服務的收費，如水費、排污費及各類牌照費等再凍結一年，並維持利得稅和薪俸稅率不變，以避免加重市民和工商界的負擔。此外，我要求政府增加在職培訓、研究及發展等稅務優惠，以鼓勵工商企業提升競爭力。

維持簡單稅制和低稅率

對於有人建議將利得稅率轉為累進制，我是強烈反對的。一直以來，香港經濟得以繁榮發展，其中一項重要因素是在於維持簡單稅制和低稅率的原則。累進制會令利得稅率提高及變得複雜，因而打擊投資意慾，不利經濟發展；加上在全球市場競爭日益激烈的情況下，有關改動會令營商成本增加，繼而削弱本港工商業的競爭力。

至於國際貨幣基金組織的代表團建議港府開徵銷售稅及引入公平競爭法例，我亦不表認同。銷售稅影響範圍廣泛，不單會加重工商機構特別是中小企業的稅務負擔和行政成本，並會減低市民的消费意慾，因而影響本港內部消費。而訂立公平競爭法則可能會為本港營商環境帶來不穩定因素，況且香港沒有該項法例，現時也能位列世界最佳營商及經濟自由的城市之一，故此我們實在不宜輕率立法。我認為若按個別行業的情況而採取一些引入競爭的措施，會更為適合。

超低含硫柴油的稅務優惠

最近，立法會通過了要求政府將超低含硫柴油的稅務優惠延長一年的議案，我是投票支持的議員之一。支持的原因是高昂的油價的確直接影響本港消費和經營成本，因而間接打擊經濟，尤其是在經濟尚未完全復甦之前，油價大幅提升，影響實在不可低估。

香港的燃油價格多年來均位居世界前列，至於運輸車輛使用的柴油零售價在政府減了每公升0.89元油稅後，仍屬亞洲眾多國家之冠。所以若油價下降，將有助增強本港經濟競爭力。當然，延長稅務優惠期只屬短期舒緩措施，長遠而言，政府必須採取措施令油價保持在合理、平穩的水平。

我認為政府首先應設立機制，要求數間油公司增加油產品定價的透明度，以求更貼近國際油價走勢，避免經常出現加價快、減價慢的情況，致本地油價經常較其他地區的油價為高。其次，政府應更積極引入油站新經營者，例如放寬油站用地的競投限制、尋找更多適合的用地等，藉以增加燃油市場的競爭並降低油價。

通過這些措施，市民和工商界的壓力才可減低，對推動經濟全面復甦也產生積極作用。



若您有任何意見，歡迎向我反映。通訊地址是中環皇后大道中8號立法會大樓。（電話：2500 1013 傳真：2368 5292）

Chamber to launch 'Business Information Hotline'

Starting in January 2001, Chamber members seeking business information or help will be able to speak to a member of staff directly through the Chamber's new **Business Information Hotline**, (852) 2121-2211, or email, biz hotline@chamber.org.hk.

Available Monday through Friday (except holidays) from 9:00 a.m. to 5:30 p.m. Hong Kong time, our Business Information Officer will try to answer your requests or solve your problems by directing you to the Chamber's Opportunities Web site, partners, or experts.

Requests could range from finding a suitable business contact, supplier, agent or distributor for a particular product or service, and finding or providing new trade opportunities, to accessing country market profiles or in-depth market research information.

The launch of this new streamlined, personal, one-stop-service is in response to the growing influx of trade inquiries that the Chamber receives daily, and it is just one of the ways the Chamber



Dr Eden Woon
翁以登博士

plans to better serve members as it embarks on its 140th anniversary year.

The new service is designed to meet the needs of all 4,000 members – companies and individuals, in local and overseas business communities.

Our aim is to answer you directly by using our resources – staff, members, and information – to find a solution for you, or by helping you identify sources of information in an effective and timely manner. This will enable us to serve you, our members, more efficiently and to help make the Chamber's services even more complete and accessible to all of you.

As we have often said, we may not have an answer for everything that you ask, but, in every case, we know someone who does have the answer. Pointing you to the right direction is a personal touch we will provide to all members through this hotline.

Feel free to call us after January 1, 2001, with your business inquiry at the new Business Information Hotline, (852) 2121-2211, or email us at biz hotline@chamber.org.hk. **B**

總商會設立「商務資訊熱線」

由 2001年1月起，本會會員可透過新設立的**商務資訊熱線** (852 2121-2211) 或電郵 biz hotline@chamber.org.hk 直接向本會職員查詢商務資訊或尋求協助。

這條熱線的服務時間為星期一至五 (公眾假期除外) 香港時間上午9時00分至下午5時30分，本會的商務資訊主任會接聽來電，回應會員的要求；或指引會員登入總商會網站的「商業機會」，尋找所需的資料；又或把會員的問題轉介有關的夥伴機構和專業人士。

會員的查詢事項大致分為幾類：為

某類產品或服務尋找合適的商業夥伴、供應商、代理或分銷商；尋求或提供商貿新機；索取各國的市場資料和詳細的市場研究報告。

本會鑑於每天收到的商貿查詢日益增多，所以推出這個便捷的一站式嶄新個人服務。本會將踏入一百四十周年，正計劃為會員提供更優質的服務，而這項熱線服務只是其中一環。

推出這項新服務，旨在配合本地和海外商界全體4,000會員機構和商會會友的需求。

我們會透過本會的員工、會員和手頭資料等一切資源，直接為會員解答疑


難，或協助會員以有效和快捷的方法找尋資料。這項服務將使本會為每位我們珍視的會員提供更具效率的服務，有助本會的服務更臻完善、更快捷方便。

正如我們經常說道，會員查詢的每一件事情，我們或許未能一一解答，但每次查詢，我們都知道誰可為您解困。透過這項熱線服務，我們為所有會員指引正確的方向，提供切合所需的個人服務。

這項全新的商務諮詢熱線服務將於2001年1月1日推出，歡迎查詢 (熱線電話：(852) 2121-2211；電郵 biz hotline@chamber.org.hk)。 **B**



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Consumers benefiting from endless sales and promotions as retailers try to survive



Tough going for Hong

Barely had the Hong Kong's traditional summer retail sales ended than many stores in the SAR's major shopping districts had signs out declaring "between season" sales and offering big discounts on their merchandise.

While not true of the big retailers, who tend to stick fairly rigidly to the traditional sales programme, it was certainly the case for smaller groups, chain stores and boutiques, who

need to react quickly to market conditions and the competition.

This may be difficult to understand given the publicity afforded the recovery in the local economy, but it does serve to underline the uneven nature of the retail recovery during the emergence from the recent recession.

It also highlights the fact that in the shadow of the recession it is still difficult to encourage consumers to part with their money in

Hong Kong, especially with no wage increases for two years, lower property prices and higher interest rates.

Even the recovery in the share market has not helped much.

Some people have suggested that another negative factor has been the increasing tendency for some people to shop across the border in Shenzhen, but this is unlikely to have had a major impact on local sales.

香港零售業的艱苦歲月

零售商為了生存，
實行連串減價促銷和推廣優惠，
而消費者亦因此而受惠



HKTA

Kong's shops

香

港零售業慣常的夏季大減價還沒結束，不少座落於大型購物區的店舖已張貼「季尾清貨大減價」的標語，以大幅折扣優惠出售貨品。

不過，大規模的零售店仍傾向謹守傳統的減價規律，沒有在這段期間減價，爭相減價的，當然是那些有需要因應市場形勢和競爭情況迅速回應的小本經營集團、連鎖店及小型時裝店。

這個情況也許令人難以理解，因為各方面公布的數據均顯示，本地經濟已復蘇。然而，零售店紛紛減價促銷，突出了本地經濟雖走出衰退低谷，但零售業卻並未同步復蘇。

同時，這個現象也反映了在經濟衰退的陰影下，要鼓勵本地消費者花錢購物，仍然十分困難，尤其在這兩年，港人面對凍薪、樓價下跌和利率高企，消費意欲大受影響。

即使股市復蘇，對內部消費也起不了多大作用。

有些人認為，另一個不利因素是過境往深圳購物的人數有上升趨勢，但即使如此，看來這股熱潮不會對本地零售業構成重大的影響。

原因有二，第一，過境購物在整體格局中所佔的比重不大；第二，最新數字顯示，港人今年在外地（包括中國）的整體消費較過往減少。

First, purchases across the border would not be that large in the overall scheme of things and, second, latest numbers show Hong Kong people in total spending less overseas (including China) this year than in the recent past.

The continued weakness in retail sales is, therefore, more likely to be due to the domestic factors, including the lack of consumer confidence after the recession brought on by tight wages and continuing deflation.

An examination of the historic figures shows that Hong Kong's retail sales peaked in the boom years of 1996 and 1997 and that they have barely shown any recovery since the Asian financial crisis hit in the final quarter of 1997.

There is nothing really surprising in this. Until the financial crisis hit, confidence in the local economy was running high across all sectors.

Wages were increasing in both nominal and real terms, meaning people had more to spend and, because they were confident in the future, were prepared to spend.

Property prices had risen spectacularly making people feel wealthier and therefore more likely to spend on a wide range of goods and services.

At the same time, the stock market was heading ever-higher, again encouraging the positive "wealth effect" and making people more likely to consume.

Visitor arrivals and tourism spending in Hong Kong also peaked in the years 1996 and 1997. Employment was high.

The recovery of the past 12 months, extending from the final quarter of 1999, has done little to lift spending of the retail level, with all the positives of previous years working in reverse.

Retail sales are certainly higher, in "real" terms, that is the volume of goods sold, but because of deflation (lower retail prices across a wide range of goods), the cash flow of the retail sector has remained tight.

Total retail sales in 1996 were HK\$223.9 billion (or HK\$18.7 billion a month on average) and increased to a peak HK\$234.9 billion in 1997 (an average of almost HK\$19.6 billion a month).

In 1998, as the financial crisis began to hit the economy, they fell dramatically to HK\$195.7 billion (on HK\$16.3 billion a month) as consumers cut back their spending in the face of recession.

The following year (1999), retail sales fell

High costs crippling retailers

High rental costs, weak sales and deflation are stifling Hong Kong's retail industry which has seen its sales value plunge 25 per cent since 1997, according to Hong Kong Retail Management Association Chairman Yu Pang-chun.

Despite signs that the territory is emerging from the Asian financial crisis, retailers remain cautious in all aspects of their operations as consumer spending is still fragile.

"Given the high cost structure of our industry, in particular areas of retail rentals and labour costs, keeping operational costs low as well as in sustaining business growth will continue to be a challenge for all retailers," Mr Yu said.

Adding to retailers' woes are landlords' intentions of asking for double-digit increases this year on retail rentals. Mr Yu said the HKRMA believes that retail rental levels are still too high to make Hong Kong competitive and given the current market conditions, now is certainly not the time for an upward movement in retail rents.

He pointed out that there has been a steady growth in retail space vacancy and

that it is predicted to stay at 10 per cent in the next two to three years. There has also been a growth of 19 per cent in total retail footage over the past five years.

"Landlords must therefore be realistic in helping retailers recover from the recession and achieve a win-win situation between both parties," Mr Yu said.

High operating costs are also deterring local retailers from expanding their businesses as well as scaring off some overseas investors.

"We have seen a lot of worldwide international brands opening up stores in neighbouring countries but bypassing Hong Kong," he said. "We have also seen prominent international retailers and quality department stores exit Hong Kong's retail market due to high retail rentals and operating costs — for example, Carrefour, Daimaru, Matsuzakaya, Isetan ..."

With the trading environment still struggling to get back up to full steam, the association is projecting a flat growth for the Christmas and new year period, and a 1-2 per cent growth in total retail sales value for next year.

Hong Kong most expensive high street in Asia

For the third year in a row, Hong Kong is ranked the most expensive retail location in Asia, according to a survey of global retail rents.

The survey, Main Streets Across the World 2000, which is based on data gathered through June 2000, was conducted by global property consultants Cushman & Wakefield and Healey & Baker.

Richard Middleton, regional director, Research & Advisory Services for Cushman & Wakefield Asia, said, "Hong Kong's Causeway Bay remains one of the most expensive retail locations in the region. Although globally its rank has slipped from 2nd place to 5th place with prime rents in Causeway Bay averaging

US\$377 sq ft/year at the time of the study, rents have actually increased by around 5 per cent during the first nine months of the year.

"Increasing retail sales and more new entrants bode well for competition and a return to growth," Mr Middleton added. "Increasing competition from non-retail business sectors has also played a part in pushing up rents. An online stock brokerage company has reportedly paid well over US\$580 sq ft/year for a prime retail unit in Causeway Bay. Moreover, a number of the busier retail areas have pedestrianization plans in place, and potential will be further boosted when China joins the WTO and when Disney Land is complete, attracting more tourists to Hong Kong."

租金高昂嚴重打擊零售商



Mr Yu said retailers are expecting a modest 1-2 per cent growth in retail sales next year.

余鵬春說，零售商預期明年的零售銷售額會輕微增長1至2%。

香港零售管理協會主席余鵬春表示，租金高昂、銷售表現疲弱及通縮持續，使零售商透不過氣來。跟1997年相比，零售業總銷貨額仍下跌了25%。

儘管從種種跡象顯示，香港正由亞洲金融危機復蘇，但鑑於本地消費仍然疲弱，零售商在經營上不得不步步為營。

香港商舖租金冠亞洲

一項有關全球零售商舖租金的調查顯示，香港的零售商舖租金連續第三年位列全亞洲之冠。

該項調查名為「二千年世界名店街」(Main Streets Across the World 2000)，由國際物業顧問公司高緯物業顧問及Healey & Baker進行。整項調查是根據2000年6月搜集的數據得出結果。

亞洲高緯物業顧問研究及諮詢服務部區域總裁Richard Middleton指出：「香港銅鑼灣的零售商舖租金是亞洲最昂貴的。雖然在調查期間，銅鑼灣優等商舖的租金平均每年呎價為377美元，排名已由全球第二位降至第五位，但在本年頭九個月，該區的租金實際上已上升約5%。」

余鵬春說：「鑑於零售業務的經營成本高昂，當中以租金和工資成本尤甚，因此，控制經營成本和保持業務增長，將繼續成為所有零售商的一大挑戰。」

令零售商百上加斤的是，業主有意於今年提出雙位數字的租金加幅。余鵬春說，香港零售管理協會認為香港現時零售店的租金水平仍然過高，削弱了香港的競爭力。按目前的市道來看，現時亦絕非增加零售店租金的適當時機。

他指出，零售商舖的空置率維持平穩增加，在未來兩至三年，空置率預計徘徊於10%前後。在過去五年，零售總面積亦增長了19%。

余鵬春說：「業主必須〔在訂定租金時〕體會業界的情況，協助零售業復蘇和促進雙方達致雙贏局面。」

高昂的營運成本阻礙了本地零售商拓展業務，也嚇跑了一些海外投資者。

他說：「我們看到很多國際品牌在鄰近國家開設商店，唯獨不選香港。我們也看到一些具代表性的國際零售機構和百貨公司因零售租金和營運成本高昂而相繼撤離香港的零售市場，如家樂福、大丸百貨公司、松板屋及伊勢丹便是。」

由於營商環境仍未全面復蘇，香港零售管理協會預計在聖誕及新年期間，零售額的增長平平，至於來年的總零售銷售價值預計亦只增長約1至2%。

他補充說：「零售業的銷售額上升，加上新租戶數目增加，意味著租賃市場將出現競爭，以致租金回升。此外，非零售界人士加入戰團，使競爭加劇，也是導致租金上升的原因之一。據報，一家網上股票經紀行以每年呎價580美元在銅鑼灣租用優質零售商舖。再者，當中國加入世貿，迪士尼主題公園建成後，將吸引更多旅客訪港，一些已有計劃和有機會闢作行人專用區的旺舖將進一步調升租金。」

由此看來，零售業持續疲弱，應是由內部因素導致。經濟衰退後，工資緊縮和持續通縮，令消費者缺乏信心，都是箇中因素。

細心察看過往的數據，便可發覺香港的零售業銷貨額在1996和1997年達致最高峰，但自1997年最後一季香港受亞洲金融危機衝擊後，零售業便幾乎看不見復蘇的跡象。

這個現象不足為奇，因為香港未受金融風暴吹襲前，本地各行各業對前景皆充滿信心。

那時，工資從名義和實質兩方面計算，均有所增長，這表示市民口袋裡有更多金錢購物，同時他們對前景充滿信心，因此樂於消費。

那時，地產價格飆升，令市民自覺較以往富有，因此更願意在多種貨品和服務上花錢。

同時，股市屢創高峰，產生了「財富效應」，從而刺激市民消費。

訪港旅客數目和旅客消費在1996和1997年間亦達致高峰，而就業率亦保持高位。

在這十二個月裡（自1999年最後一季起），雖然經濟復蘇，但隨著昔日的有利的因素逆轉，因此零售消費並沒有多大增長。

從實際數字計算（即零售業銷貨數量），零售業銷貨額雖然增加，但由於出現通縮（大多數貨物的零售價均下降），零售業的資金流量依然緊縮。

在1996年，零售總額為2,239億港元（或每月平均187億港元），及至1997年，數字上升至2,349億港元（或每月平均接近196億港元）。

當金融危機於1998年進襲香港時，消



Tourist spending began to pick up in the second quarter this year. 旅客在本年第二季的消費漸見增長



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費者減少消費，零售總額便急劇下跌至1,957億港元（每月平均163億港元）。

隨後在1999年，零售總額更進一步下降至1,799億港元（每月平均約150億港元），創下了自1993年起的新低。

今年首八個月，零售總額為1,251億港元（每月平均156億港元），跟去年同期的1,195億港元（每月平均149億港元）相比，輕微回升。

然而，零售業的復甦卻出現不均。雖然耐用消費品的銷量顯著增加，如在上半年，汽車的銷量上升，而傢俬的銷量亦告增加，但這方面的升幅，難以彌補其他零售行業的低迷。

零售業持續疲弱亦可從量度整體消費的本地生產總值中反映出來。

雖然在本年首季及第二季，本地生產總值分別錄得了14.3%及10.8%的增長，但就個人消費來說，首季及第二季只分別上升了8.8%和5.2%。

不過，上述數據已把通縮（即整體價格下跌）計算在內。若以名義值（或現值）計算，個人消費在首季只增長了2.3%，第二季度則未見增長。

在此期間，消費品的增長最為凌厲，當中以耐用消費品（包括汽車）尤甚。雖然如此，但消費品的需求量在第二季亦告下跌。

幸而，旅客消費在第二季開始好轉，

WHAT THE RETAILERS SAY

ANTONIO KOO, PONTI

For this year, we've had single-digit sales growth, but that hasn't been easy, we've had to run many sales and promotions. I think the market is still in a very small recovery mode. I think it will still continue to be slow, due to several uncertainties: one is the MPF, for the mass market this will have a dampening effect on the market, then the world economy, the potential oil crisis, the stock market ..., with all those factors combined consumers will be very cautious about parting with their money, especially with durable goods.

As landlords in Hong Kong have seen some increase in retail sales, they are reacting right away and trying to increase rents substantially. I've heard in some cases between 25-30 per cent, so this is very unfair to retailers.

Ponti Trading Ltd 古賢倫

今年，我們的銷售額取得了單位數增長，但得來不易，我們曾多次減價促銷和發動宣傳攻勢。我認為市場只是輕微復蘇。我想，由於存在不明朗因素，因此復蘇的速度將持續緩慢。這些因素中，包括了強積金，強積金計劃涉及的人數眾多，將削弱市場上的消費力；還有全球經濟、石油危機、股市等，在種種因素影響下，消費者用錢將非常審慎，在購買耐用品時尤甚。

香港的業主看見零售業的銷售額略有回升，便立刻大幅加租。我聽聞有些租金的加幅達20%至30%，對零售商很不公平。

預料這方面的消費會持續向好。

從廣闊的層面看來，香港的零售業自1998年及1999年初經濟衰退後，只以緩慢的速度復蘇。

在這情況下，零售商只得繼續壓抑成本（以及員工數目）；另一方面，零售業的利潤雖有增長，但增幅溫和，由此看來，全面復蘇的日子似乎仍未來臨。

13

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「『貿發網』上的行業網站，使用方便，是業界搜尋商貿資訊的最佳途徑。」

永泰製衣國際有限公司執行董事
華良棟先生

「五年之內，全球的消費電子產品商，都會在網上推廣、採購和銷售產品；『貿發網』上的行業網站，有助同業搶先建立網上優勢。」

創科實業有限公司董事
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永和實業有限公司董事長
林健鋒先生

「『貿發網』上的行業網站，匯聚同業的網上資訊，有助我們掌握新的生意機會，取得最新的市場信息。」

三井物產香港有限公司經理
梁玉麟先生

「電子商貿及中國加入世貿，是未來影響同業發展的關鍵因素。『貿發網』上的行業網站，能協助同業緊貼這兩大趨勢，大展拳腳。」

新達貿易有限公司執行董事
孫大為先生

COVER STORY

even further to HK\$179.9 billion (or around HK\$15 billion a month). This was the lowest annual level for retail sales since 1993.

So far this year sales have recovered slightly to HK\$125.1 billion in the first eight months of the year (an average of HK\$15.6 billion a month), compared with HK\$119.5 billion in the same period last year (HK\$14.9 billion a month).

WHAT THE RETAILERS SAY

MONA NG
PASTEL BOUTIQUES

This year hasn't been as good as I was hoping it would be, after the dreadful sales in 1999. To keep stock moving, we've pretty much been offering sales all through the year. We've even had to sell our new fashions that came in with the changing of the seasons at a discount. This has helped us keep going, but I fear customers will now expect discounts. Some girls who come in say they always wait for the sales to start before they buy anything, but I hope we can get back to normal prices next year to earn a bit more profit. I haven't heard any news about increasing rent from our landlords, but if that happens, given the low profits, I don't know what we will do. Just look around this shopping centre, there are about half a dozen empty shops which closed this year. No one is interested in renting them, so it really doesn't make any sense to increase rents for those of us still here.

吳家鳳
盈彩服飾

1999年，銷售額糟透了，但今年的情況較預期為差。為免貨物積存，我們全年均減價促銷，甚至是換季時新購入的時裝，也須減價出售。這樣，我們才可經營下去。顧客期望減價，有些少女說，她們往往待大減價時才會購物。不過，我預期明年價格會回復正常，屆時我們便可多賺微利。我仍未接獲業主加租的通知，若要加租，真不知憑這微薄利錢，如何維持下去。環顧這個購物商場，約有六家空置店舖，商店都是今年結業的。這些舖位無人問津，所以對我們現有的租客來說，加租是沒道理的。



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WHAT THE RETAILERS SAY

ANITA CHIU
WORLD TOP SPORTS GOODS

Sales have been fair this year, not great, but ok. I expect it should be better — at least I'm hoping it will be better — next year. As a whole, sales in the retail business are going up, and the economy is recovering, so I do hope it can influence shoppers. Of course the high rent is a burden, but that has always been the case. One worrying thing for us though, is that tourists are not interested in buying things anymore. We used to do a lot of our business with tourists, but maybe now prices are the same or even better in their home countries than in Hong Kong. This is really a big concern for us.

鼎峰體育用品有限公司
趙雪梅

今年銷售額一般，雖算不上十分理想，但也過得去。我認為明年應會好一些，至少我是這樣希望。總的來說，零售業的銷售額正上升，而經濟也在復蘇，希望這對消費者會帶來影響。租金昂貴當然是我們的負擔，但這個問題已存在多時。最令我們擔心的，反而是旅客已沒有興趣購物。以往，旅客給予我們不少生意，但如今，旅客本國的物價已跟香港的物價水平沒有分別，甚至略低。這問題是我們最關注的。

The improvement in sales has, however, been uneven with a significant improvement in sales of consumer durables, including motor vehicles in the first half of the year, and furniture, being out weighed by weaknesses in other areas.

This continued weakness in retail sales has also been reflected in overall consumption, as measured by the gross domestic product (GDP) figures.

Although overall GDP grew by 14.3 per cent in real terms in the first quarter of this year and 10.8 per cent in the second, private consumption rose only a real 8.8 per cent in the first quarter and 5.2 per cent in the second.

But that is after taking account of deflation (an overall decline in prices). In nominal, or cash terms, private consumption was up only 2.3 per cent in the first quarter and showed no increase at all in the second.

Again, the biggest increases were in consumer goods, especially consumer durables (including cars), but even demand for these fell away in the second quarter of the year.

Fortunately, tourist spending began to pick up in the second quarter of the year and there could be further improvement as the year progresses.

Looked at in a broader perspective, however, the SAR's retail sector has recovered only slowly from the recession of 1998 and early 1999.

This had continued to put pressure on retailers to keep costs (and staff numbers) down and has meant profits have improved, but only moderately so. The full recovery is yet to come.

B



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Hong Kong

Cultural dese

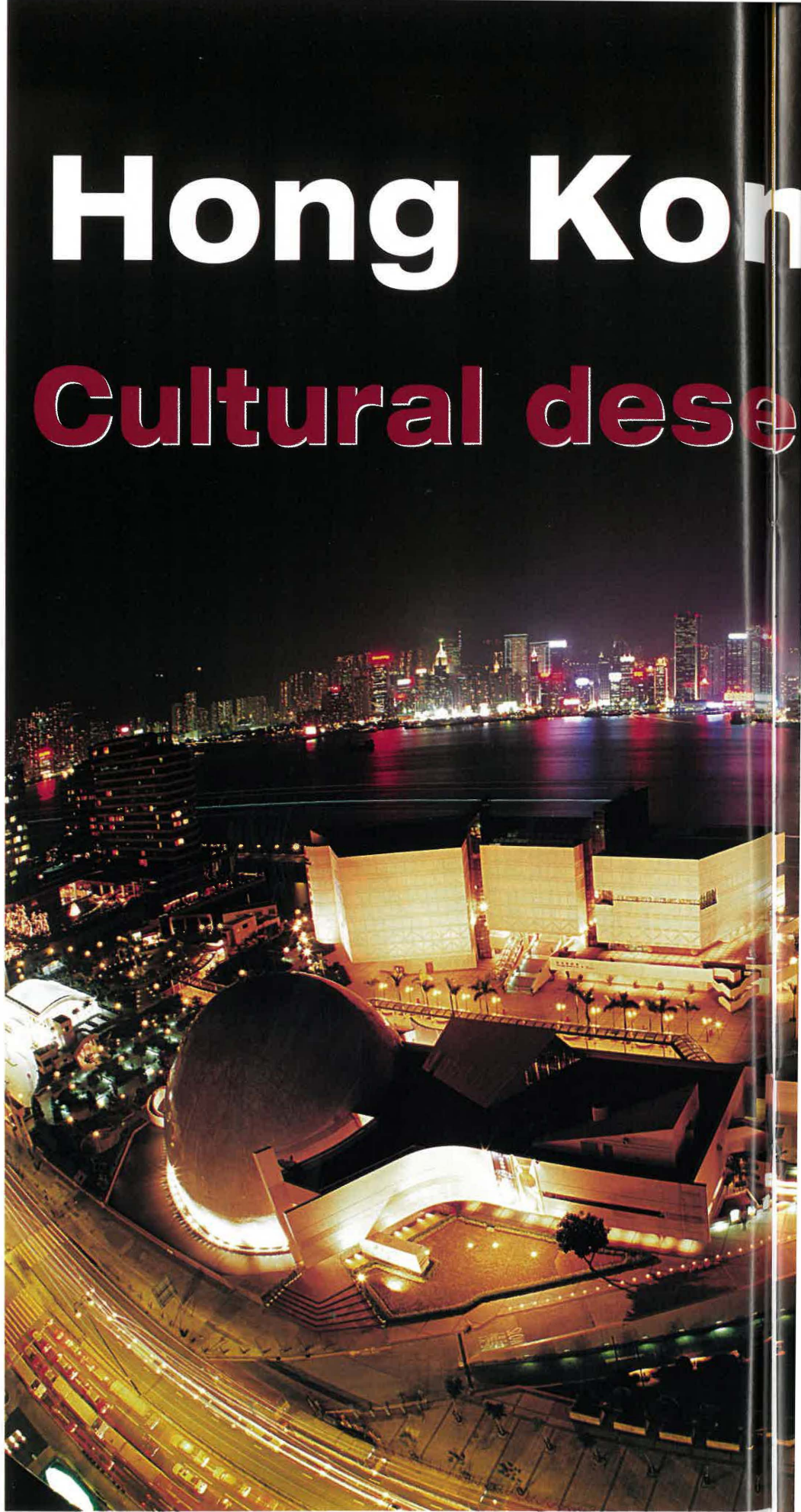
Hong Kong is often thought to be culturally challenged, but the territory is not the wasteland that many believe it to be

By Simon Ngan

If the game of word association were to be played in Hong Kong, the mention of “arts and culture” will invariably elicit such words as “desert” and “wasteland” in response.

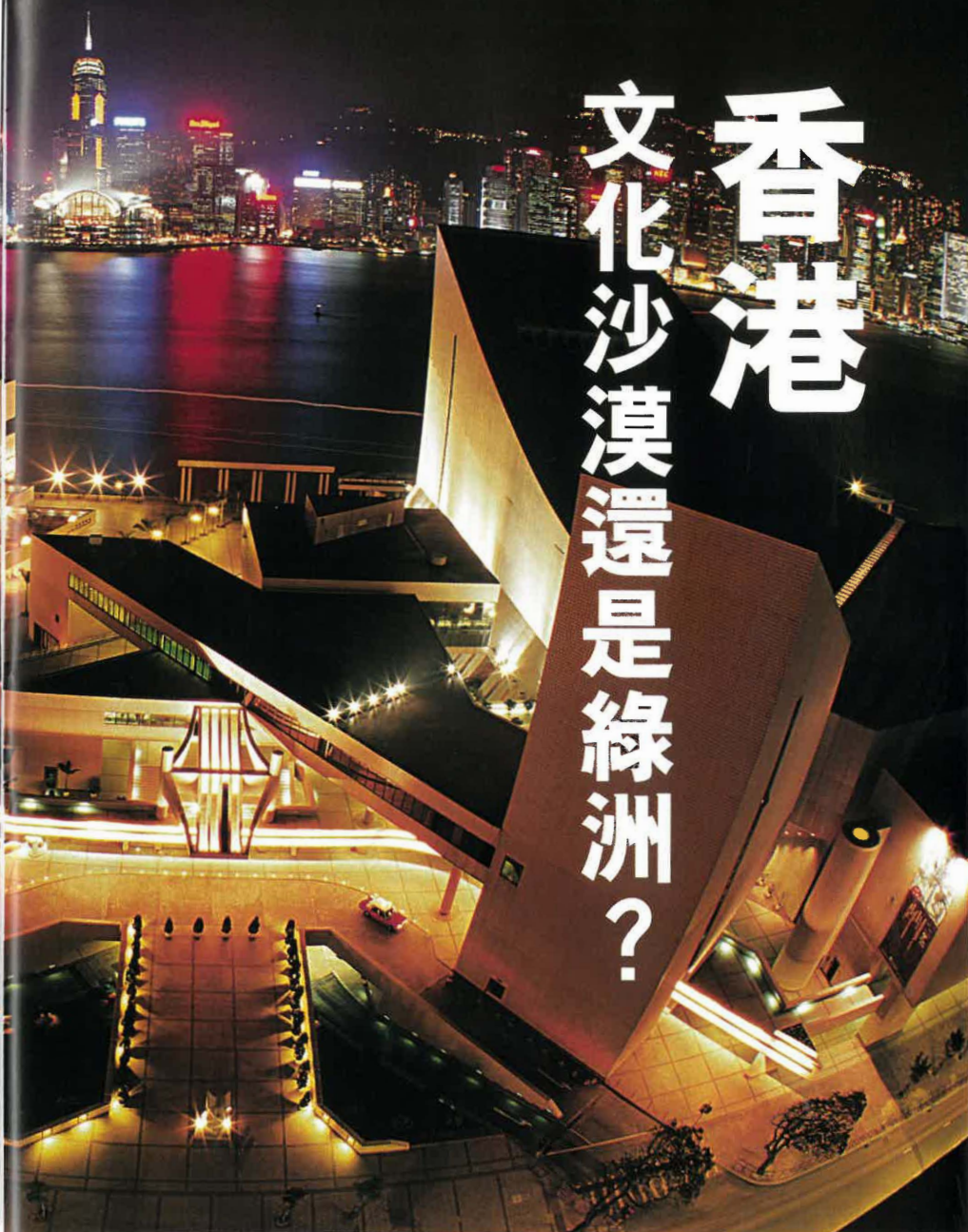
It may come as a surprise to many, but the SAR actually boasts a rich and colourful cultural heritage that spans the conventional to the contemporary. The widely held perception of Hong Kong as being “culturally challenged” has continued to hold sway because to the minds of many culture encompasses arts of the refined and classical genre not subject to the exploits of commercialism.

Protestations of Hong Kong’s culturally pathetic state of affairs are therefore made within oversimplified and restricted parameters. With such a narrow definition, critics are ignoring Hong Kong’s teeming and vibrant mainstream culture, which has made some notable contributions in the areas of pop music, cinema, and comics.



ng

ert or oasis?



香港 文化沙漠還是綠洲？

人們往往認為香港是「文化殘障」之地，但本港並非如不少人所想，是文化的荒原。

顏偉業

在

香港，每當提及「藝術和文化」，必會令人聯想到「沙漠」和「荒原」等詞。

或許出人意料的是，香港特區其實擁有豐富和繽紛的文化財產，由傳統的以至現代的，色色俱全。香港是「文化殘障」之地這個觀念仍繼續主導人心，原因是對不少人來說，文化包含了優雅和古典藝術，不容被商業主義利用。

由此可見，那些指斥香港文化發展可悲的理據，實在過於簡單和薄弱。批評者以如此狹義的解釋詮釋「文化」的含義，忽略了香港多采多姿和活躍的主流文化，而事實上，這股主流文化在流行音樂、電影及漫畫方面，曾作出一些顯著的貢獻。

文化的定義

要評鑑香港的文化發展，也許應從文化的定義著手。

城市大學校長及文化委員會主席張信剛教授認為，文化可分為四個層次。

在基礎層次上，人們所追求的是食和

DEFINING CULTURE

To assess Hong Kong's cultural development, it would perhaps be helpful to begin with how culture is defined.

According to Professor H K Chang, president of the City University and chairman of the Culture and Heritage Commission, culture can be divided into four levels.

At the fundamental level, there is the pursuit of basic needs such as food and shelter. This is followed by (a) the development of social customs, (b) formation of social institutions and (c) the evolution of a sense of value and aesthetics, the highest plane of cultural achievement. To the minds of critics, Hong Kong is still wallowing in the first level not necessarily because we are still in a survival mode. This is largely a conscious choice compelled by the wish to pursue greater wealth.

However disdainful Hong Kong's money-orientated culture may be, we should bear in mind that the SAR's climb through the economic ranks took place within a period of 30 to 40 years. This is a relatively short period of time compared to cities such as Berlin, Paris and London, which took between 400 to 1,000 years reach the level of affluence and sophistication that their citizens enjoy today.

This fast-tracking of Hong Kong's economic development has not been matched by a similar rate of growth in art and culture. This is because, compared to economic growth, culture takes a much longer time to evolve.

So just how valid are complaints about Hong Kong being a cultural laggard? The way Prof Chang sees it, the people of Hong Kong are spoilt for choice in the number and diversity of cultural programmes, performance venues and cultural groups on offer.

The main drawback, however, is the lack of participation and appreciation among the masses for refined arts.

Compounding the stigma of Hong Kong as a cultural backwater is the minimal importance attached to the teaching of arts and culture in schools. Although the subject is part of the established curriculum, it is often regarded as immaterial and displaceable by more important undertakings such as mock



H K Chang, chairman of the Culture and Heritage Commission, says Hongkongers are spoilt for choice in the number and diversity of cultural programmes on offer.

文化委員會主席張信剛教授表示，香港提供的文化節目，數目和種類之多，叫人難以取捨。

examinations and other studies. This is a pity because Hong Kong needs an educated population with an appreciation of the arts if it aspires to be a "world-class" city as envisioned by the Chief Executive. This correlation between arts education and participation is borne out in a 1993 survey by the government on people's attitudes towards the performing arts in Hong Kong.

POPULAR CULTURE

The label of a cultural wasteland, however, does not hold if culture of the popular variety was also to be considered. If there is one aspect of culture that Hong Kong has excelled in, it is in the domain of popular culture. Take the local music scene for example. After a period of singing Cantonese covers of Western and Japanese hits in the '80s, Hong Kong has since begun to write and produce its own songs and in the process gave rise to a whole new crop of pop idols fawned over by fans from China to Southeast Asia.

Walk into any music store in Guangzhou, Beijing or Shanghai and the odds are that CDs of Hong Kong pop artists are displayed prominently while works of a more "literary" flavour gather dust in

住等基本需求；隨後三個層次分別為（甲）社會風俗的發展；（乙）社會制度的形成，以及（丙）最高層次的價值觀及審美觀的演進。批評者認為，香港仍然沉湎在第一層次裡，不一定因為我們仍須為基本的生活需求而掙扎求全，多半是由於港人在追逐財富的欲望驅使下，故意作出了這樣的選擇。

不論香港以錢掛帥的文化如何令人鄙夷，我們應謹記，香港的經濟排名節節上升，不過是這三、四十年間的事，跟柏林、巴黎和倫敦等城市經歷了四百至一千年，居民才享有今天富裕和優質的生活比較，香港所需的時間相對較短。

香港雖有飛躍的經濟發展速度，但藝術文化卻未能以同等步伐發展，原因是文化與經濟發展兩者相比，前者所需的時間長多了！

那麼，有關香港文化發展落後的批評有多真確？張信剛認為，香港的文化節目、表演場地和文藝團體，數目和種類之多，叫人難以取捨。

然而，主要的缺點是大眾在典雅藝術方面，缺乏參與和欣賞能力。

香港的文化發展猶如一潭死水，而學校沒有重視藝術和文化教育，使香港在這方面的聲譽更差。雖然有關科目已納入課程內，但它們往往被視為無關重要，可被模擬考試及其他學科等重要的事情取代。這個情況確實可悲，假如香港希望晉身為行政長官所企盼的「世界級」城市，便需要一群具有學識和懂得欣賞藝術的市民。這種藝術教育與參與的相互關係早於1993年政府研究市民對香港表現藝術的態度時已談及。

流行文化

可是，假如把流行類別的文化也算在內，那麼，香港是文化荒原的標籤便不適用。若要在香港找出一種出色的文化領域，那便是流行文化了。本地的音樂市場便是一例。在八十年代，本地樂壇喜用歐西和日本流行歌曲填上粵語曲詞，然後轉錄；隨後，香港開始創作和錄製本地歌曲，在此期間，一批新晉的流行樂壇偶像湧現，風靡內地以至東南亞的歌迷。

走進廣州、北京或上海任何一家音樂商店，十居其九會發現，香港流行歌手的雷射唱碟會放在顯眼的地方，但「藝術」色彩較濃的，便擱於一角塵封。在每年一度的香港書展中，漫畫書壓倒性地成為最暢銷書本，這個現象，似乎凸顯了流行文化在本地市場的重要。且看青少年徹夜排隊，為的是購買漫畫特刊，這種事情司空見慣，也證明了漫畫書在書展中的需求和受歡迎程度。

a corner. As if to underline the importance of pop culture domestically, best-sellers at the annual Hong Kong Book Fair are overwhelmingly comic books. Such is the demand for and popularity of comics at the fair that it is not uncommon for teenagers to queue up overnight in order to acquire special editions.

Is this detrimental to the development of culture in Hong Kong?

It can be argued that bubble-gum pop is instrumental in helping forge Hong Kong's identity. True, the process has involved bor-

rowing from foreign cultures. Consider the icons of yesteryear. In music, groups such as the Beatles and the Rolling Stones were idolised and emulated. In the movies, there were John Wayne and Paul Newman. Nowadays, the stars that are most followed are locals such as Chow Yun-fat, Jackie Chan, Leon Lai, and so on. Such is the confidence that we have in our identity that we are beginning to look beyond Hong Kong to previously lesser tapped markets such as North America and Europe and winning international recognition in the process. By drawing on Hong

Kong's rich dualities of East and West, old and new, we have managed to come up with a cultural identity that is uniquely Hong Kong.

PRIVATE SECTOR PARTICIPATION

Prof Chang says Hong Kong does not have to apologise for the ubiquitous face of commercialism that permeates every facet of Hong Kong society. In fact, this is to be encouraged if local culture is to grow in a healthy manner. This is because for arts and culture to flourish, money is needed. The government has been the main contributor in this regard and Prof Chang would like to see the private sector play a bigger part.

According to a 1991 consultancy report commissioned by the government, sponsorship by the business sector has increased dramatically after 1988. However, the level of participation is still low by world standards and this was put down to the majority of companies being unable to differentiate between the meaning of donation and sponsorship, the latter being conducive to building a corporate image

這情況是否不利於香港的文化發展？

有些人辯稱，「泡泡糖」流行音樂有助推廣香港的特色。的確，在整個過程中，我們借助了外地文化。想一想昔日的偶像，在音樂方面，人們崇拜和模仿披頭士和滾石等樂隊；在電影方面，則有尊榮和保羅紐曼。時至今日，周潤發、成龍和黎明等本地藝人成了最受歡迎的巨星。正是這些藝人，我們對自己的特色建立了自信，於是便開始拓展香港以外過往較少接觸的北美及歐洲等市場，結果贏取了國際的認同。憑著香港東西薈萃、新舊交融的濃厚色彩，我們建立了香港獨一無二的文化特色。

私營界的參與

張信剛教授認為，商業主義雖然滲進了社會每個層面，無孔不入，但香港無需為此感到愧悔。事實上，只要本地文化健康發展，商業主義是值得鼓勵的，因為藝術及文化若要蓬勃發展，錢是必需的。過往，政府在這方面是主要的捐助者，而張教授亦希望私營界別作出更大的貢獻。

政府於1991年委託進行的顧問報告指出，在1988年後，私營界別的贊助費激增。可是，若論參與程度，則仍低於世界水平，這是由於大部分公司不能分辨捐款和贊助兩者的定義。從意義來說，贊助活動有助建立公司的形象，有關支出應列入公關預算內。換言之，贊助商付出金錢後，可望取得回報，這跟純粹捐款作慈善用途不同。香港如能向其他城市借鑑，引入私營機構的參與，本地的藝術及文化發展必會因撥款、參與程度及文化意識增加而受惠。

儘管在推動藝術及文化發展方面，要做的事情仍多，但若批評香港人只顧埋首於事業和經濟發展，無暇顧及發展藝術及文化此等花巧的玩意，這種說法未免過於苛刻。

金錢不一定玷污文化的尊嚴和純淨，正如前文所述，金錢對藝術的持續發展十分重要。

假如文化與生活是息息相關的，假如文化能反映我們是甚麼樣的人，那麼，商業主義便是我們的一種文化，它反映了香港的生活方式。不應忘記，文化本身也是不斷轉化的，它正時刻隨時間轉變。對文化事物的興趣，不管是古典的還是新興的、東方的還是西方的、有利可圖的還是無利可圖的，都像香港任何潮流一樣，受到起落興衰的定律支配。當某些東西經過實驗、演進和接納後，會否成為香港文化和我們特色上的永久標誌？

B

顏偉業是本會經濟及法律事務部高級經理



HKTA

CULTURAL MELTING POT 文化大熔爐

For a cosmopolitan city such as Hong Kong, it is still a very Chinese place. The lack of cultural activities devoted to ethnic minorities reflects this bias. This is a pity because Hong Kong's rich cultural diversity may very well help enhance its standing as a world class city.

Take the Indian community for instance. Based on the last population census report of 1996, people from this ethnic group made up 0.3 per cent of the entire local population. This group deserves special mention because after the British, Indians are the second largest group of non-Chinese to have the longest history of association with Hong

Kong. Many of the second and third generation Indians are born and bred locally and speak flawless Cantonese.

Despite having integrated into mainstream society, many Hong Kong Indians have managed to preserve their cultural heritage and identity. Lamentably, the vast majority of the Chinese public has little knowledge of the Indian culture, which is almost as ancient as their own. Unlike other countries with a notable Indian presence,

Hong Kong does not celebrate any of the many Indian festivals that are steep in tradition and meaning.

Curiously enough, this non-existence of multicultural initiatives has not given rise to inter-group conflicts characteristic of pluralistic societies elsewhere. This may be due largely to the Hong Kong Government's standing policy of *laissez-faire*, which extends beyond the economy to encompass foreign cultures. People of different nationalities and ethnicity are free to maintain and celebrate their own identities, and to even blend locally despite living in a distinctly Chinese city. As Prof H K Chang, chairman of the Culture and Her-

itage Commission, said in a recent interview, "It is not surprising that Hong Kong is a multicultural city. As a result of its long history of being a trading port, Hong Kong has always been a melting pot of different cultures. People of different nationalities and ethnicity are free to maintain and celebrate their own identities, and to even blend locally despite living in a distinctly Chinese city. As Prof H K Chang, chairman of the Culture and Her-



Shopping has become a national pastime in Hong Kong.
購物已成為港人消閒的主要活動。

with disbursements being a part of the PR budget. In other words, money given out is expected to yield a return in contrast to an outright contribution to charity. By taking a page from other metropolises by involving corporations, Hong Kong's art and cultural environment stands to benefit from increased levels of funding, participation and awareness.

Although there is still much to be done, the criticism of Hong Kong people as being too preoccupied with their occupations and prospering economically to have the time to worry about developing the trappings of art and culture may be too harsh.

Money does not necessarily undermine

the integrity and purity of culture and, as mentioned earlier in this article, is vital to the ongoing development of the arts.

If culture is intimately connected with life and serves as a reflection of who we are, then commercialism is a culture, a way of life here in Hong Kong. It should also not be forgotten that culture is also dynamic, evolving through time. Interest in things cultural, be they classical or new age, East or West, profitable or not, is subject to ebb and flows as with any trends in Hong Kong. Through the process of experimentation, evolution and acceptance does something become a permanent fixture on Hong Kong's cultural landmark and our identity? **B**

Simon Ngan is senior manager, Economic and Legal Affairs Division of the Chamber.

itage Commission, points out, "Hong Kong by its nature should encourage a fusion of Chinese and Western, even South Asian cultures."

Another reason may be the emergence of a generation of Hong Kong Chinese who have grown up under a climate of multiculturalism and have accepted the presence of different ethnic groups in the local society.

In the longer term, however, Hong Kong should give serious thought to providing equal "airtime" to the many cultures in our community. This is particularly important because in addition to bolstering Hong Kong's attractiveness as a tourist destination, this could help the SAR stand out from amongst other Mainland Chinese cities. Hong Kong has long traded on the strength of its people and this includes landed and transient minorities. By celebrating its cultural diversity, Hong Kong is bound to increase its allure as an international city in every sense of the word. **B**

香港雖是國際大都會，卻仍是一個中國文化色彩濃厚的地方。本地甚少為少數族裔舉辦文化活動，正好反映了香港在文化上的偏倚。這個現象令人惋惜，因為豐富的文化薈萃，也許有助香港鞏固它的世界級都市地位。

以香港的印度社群為例，上一次的戶口普查報告（1996年）顯示，印度裔人士佔全港人口0.3%。這個社群值得在此特別一提，原因是印度人是香港第二大的非華裔社群，數目僅次於英國人，與香港淵源深厚。不少第二及第三代的印度人在香港土生土長，能操地道的粵語。

雖然他們已融入主流社會，但不少在香港的印度人仍保留著本身的文化傳統和特色。可惜，印度文化雖跟中國文化幾乎同樣源遠流長，但在本地華人社群中，絕大部分人士對印度文化所知甚少。雖然富有傳統特色和意義的印度節日為數不少，但香港跟其他擁有眾多印度裔居民的國家不同，並沒有慶祝一個半個。

不過，奇特的是，雖然香港沒有主動發展多元文化，但並沒有因此而引起多元化社會常見的種族衝突問題，也許

這多半跟香港政府長久以來奉行不干預政策有關。事實上，政府的不干預政策已延伸至經濟以外的層面，在處理外地文化時也套用了這個策略。不同國籍和種族人士縱然身處在這個中國文化主導的城市，但仍可自由保留自己的傳統特色和慶祝自己的節日，甚至將這些傳統特色與本地的風俗融和。正如文化委員會主席張信剛教授指出：「有鑑於香港的特質，香港應鼓勵西方文化、甚至東南亞文化與中國文化融和。」

另一個原因大抵是香港新一代的中國人自小便在多元文化的氛圍下成長，因此已接納不同種族的存在。

長遠來說，香港應認真考慮在本地社會裡為不同種族人士提供同等機會，讓他們傳揚自己的文化。這方面尤為重要，因為除了推廣香港是誘人的旅遊勝地外，也應借助多元文化的特色，使香港有別於內地其他城市。香港長久以來都是憑著港人的優點取得成就，這些港人中，當然包括了移居和暫居香港的小數族裔人士。透過頌揚多元文化，必可增添香港在任何意義層面上的國際都會魅力。 **B**

SEASON'S GREETINGS AND A HAPPY NEW YEAR



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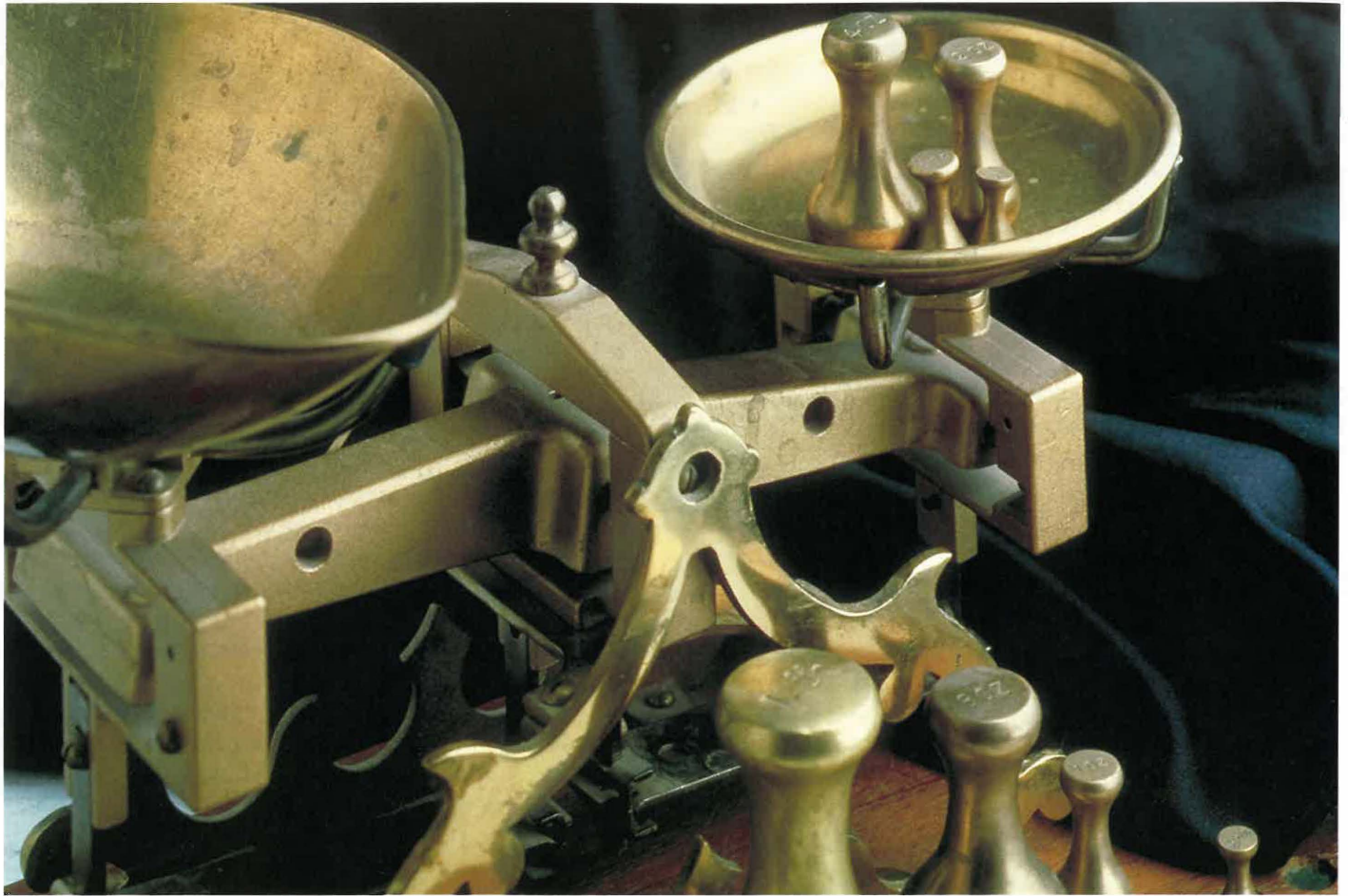
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Tax, share gains to **balance**

By Ian Perkin

Mid-way through the 2000-2001 fiscal year, the SAR's apparent dramatic economic recovery appears to have done little to improve the Hong Kong Government's Budget situation.

Latest figures for the opening six months of the fiscal year show a Budget deficit of HK\$40.6 billion (to September 30, 2000) compared to a broadly similar HK\$41.9 billion in the same period last year.

When it is taken into account that last year's number also included an HK\$8.5 billion capital injection to the Kowloon-Canton Railway Corporation (KCRC), the situation is actually worse this year than it was 12 months ago.

The government can, of course, count on a huge inflow of tax revenue in the second half of year, especially in the final three months to March 2001, when most tax is usually collected.

Furthermore, this year there should be improved revenue from both Profits Tax (due to the business recovery in the last six months of 1999-2000) and Salaries Tax (due to increased levels of employment, although there has been little in the way of wage increases).

Even so, the figures, for the first half of the 2000-2001 fiscal year suggest the government is going to again need "exceptional" gains this year to produce a balanced Budget, or perhaps a surplus.

Fortunately, these "exceptional" revenue items should be available.

Like last year (1999-2000), there should be additional profits (that is, revenue) from the further sale of some of the government's private sector share holdings acquired by the Exchange Fund in August 1998 during the government's share market intervention.

Because of the increase in share market gains since then, the government is sitting on huge unrealised (and some realised) gains here to bolster its revenues, as it did in 1999-2000.

In addition this year, the government will include in revenues the "one off" HK\$9 billion or so raised in the partial privatisation of the Mass Transit Railway Corporation (MTRC) to help balance the books.

財政預算依賴稅收與股票收益維持平衡？

洗柏堅

2000至2001財政年度已過一半，香港特區的經濟雖然急速復甦，但似乎並未使港府的財政情況出現重大改善。

最新公布的上半年（2000至2001財政年度）數字顯示，截至2000年9月30日，財赤為406億元，跟去年同期的419億元相若。

然而，在去年的財赤中，已包含政府在九廣鐵路的85億元資本注資，由此看來，本年度的財政情況實際上較十二個月前遜色。

當然，政府可依賴下半年龐大的稅收，以改善目前的財政情況，尤其待明年一月至三月最後一季，政府一般才會收到大部分稅收。

再者，本年政府從地鐵公司局部私營化計劃中獲取90多億元「一次過」收入，亦有助保持收支平衡。

不過，撇除這些「額外」收益，政府或許再次在本年面對財赤的危機。從財政的角度來看，上半年的財政收入並不怎樣理想，原因之一，正是沒有計入此等「額外」收入的緣故。

有鑑於此，政府於是提出有必要關注長遠收入和擴闊稅基（前者現由政府專責小組研究；後者由專家委員會負責檢討）。

財政司司長曾蔚權及庫務局局長俞宗怡最近均表示，不會在2001至2002年推行任何擴闊稅基的措施。

可是，兩人及其他資深的政策局局長亦指出，繼連續兩年出現財政緊絀後，為了改善收入，政府制訂下一個財政預算案時，極可能會提高政府收費。

政府最新公布截至九月的財政數字顯示，首半年的收入不足667億元，而去年同期的收入則略高於685億元，兩者相比，前者的收入竟不及後者。

在這期間，本港經濟復甦，按實質增長計算，上半年的經濟增幅達12.8%（儘管按現值計算，增幅僅為4.4%），因此，出現以上結果，似乎出人意料。

此外，不同界別的復甦速度亦互有差異。經濟的現值增長不高，行業復甦速度快慢不一，影響了政府收入的增長，也反映了外圍因素是推動復甦的主要力量。直至目前為止，外貿是計算本地生產總值各個項目中增長最快的一項。

在本財政年度上半年，政府的支出亦減少，相較於去年同期的1,104億元，上半年的支出總額只是1,073億元。

然而，在去年上半年的支出裡，包含了「一次過」注入九廣鐵路的85億元資本開支。

直至九月底，政府的財政儲備為4,036億元，較2000年4月1日財政年度開始時的4,443億元為低，但較截至1999年9月30日止的3,924億元則略高。

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But leave out these “exceptional” items and the government would probably be again facing a Budget deficit this year and this is one reason why the figures for the opening six months do not look so attractive from a fiscal perspective.

They also raise the question of whether there still ought to be concern about the government's longer term revenue needs (now subject to a Government Task Force study) and whether a broader tax base is needed (also being studied by an expert committee).

Both the Financial Secretary Donald Tsang Yam-kuen and the Treasury Secretary Denise Yue have recently ruled out any action on broadening the tax base in the forthcoming 2001-2002 Budget in March next year.

But both – and other senior policy secretaries – have indicated there are likely to be rises in fees and charges in the next Budget as the government attempts to improve its revenue after two years of restraint.

The latest government figures for the financial results to September show that revenue for the six months was a little less than HK\$66.7 billion, down from slightly more than HK\$68.5 billion in the same period last year.

This seems surprising given the recovery in the economy during this period (up 12.8 per cent in real terms in the first half of the year), although it has to be recognised that the recovery has been less impressive in current dollar value terms (with the increase being just 4.4 per cent).

It has also been uneven across different economic sectors and both these factors may have restrained revenue growth. All this reflects the external driven nature of the recovery, with foreign trade being by far the fastest growing component of GDP.

In the first six months of the fiscal year, expenditure by the government was also restrained. It reached HK\$107.3 billion during the half year compared with HK\$110.4 billion in the same period of 1999-2000.

However, the expenditure in the first half of last year did include the HK\$8.5 billion capital injection to the KCRC, which is a “one-off” capital item.

At the end of September, the government's fiscal reserves stood at HK\$403.6 billion, down from HK\$444.3 billion at the beginning of the 2000-2001 financial year on April 1, 2000, but up on the HK\$392.4 billion level at September 30, 1999.

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Budget?

此外，本年度從利得稅和薪俸稅兩者的稅收應會增加。前者稅收增加，是由於在1999至2000年度下半年，工商業好轉。同期，薪酬增長幅度雖然不大，但整體就業率卻上升，以致政府的薪俸稅收入增加。

縱然如此，上半年的數字顯示，一如去年，政府在本年需要「額外」收入，才能達致平衡預算，甚至取得盈餘。

幸好，政府在本年度應可取得這些「額外」收入。

一如去年（即1999至2000年度），政府進一步出售部分由外匯基金於1998年8月政府入市時購入的私營界別股票，應會獲得額外收入。

自購入這些股票後，股價上揚，因此，政府坐擁龐大未變現（及部分已變現）的收益，足可提高政府收入。

Face to Face

with Dragon Airlines CEO
Stanley Hui



AS MANY COMPANIES THIS YEAR STRUGGLED TO KEEP THEIR HEAD ABOVE WATER ON THE TAILS OF THE ASIAN FINANCIAL CRISIS, 2000 really was a “Golden Dragon Year” for Dragon Airlines. The airline continued to set new growth records throughout the year. It added four aircraft to its fleet and placed orders for eight more, and it moved into its new HK\$900 million headquarters at Chek Lap Kok. With the “unwrapping of a whole new fleet” to expand its services and network, and a new look to boot, the airline looks to be well prepared to take off with the next cycle of growth in China and Asia. *Bulletin* Editor Malcolm Ainsworth spoke with Dragon Airlines CEO Stanley Hui on the airline’s growth and plans to expand in the Mainland and intercontinental markets.

THE BULLETIN: In February this year you said that your goal is to more than double Dragonair’s fleet by the end of 2005. Will that expansion be part of passenger or freight services? And will that growth come from the mainland or international markets?

STANLEY HUI: When we announced that in Singapore, we were referring to the passenger market. At that time we didn’t have cargo services, but we have now decided to go into the all-cargo business, which started at the end of July this year. This [goal] now includes our freight plans, and some of the expansion will continue to build on our current strength and that is the Mainland market.

Our main thrust is that we are unique in our coverage of the China market and we are going to build on this strength. On the freighter side, we are starting to go into the intercontinental side, with services to Amsterdam and Manchester and a freighter service running from Shanghai.

Next year, we want to announce that the purchase of two Singapore combi-aircraft converted to freighters will start services to Xiamen, and those two [aircraft] will also increase our services into Europe, and destinations in China. We are looking at going into Xiamen and Osaka from next year.

You fly to 17 Mainland destinations, and Xiamen next year will make it 18, do you have your eye on any others routes?

We would like to do more in the northwest of China. We are looking at more destinations and more frequencies, but having said that we will also be looking at capacity and frequency [of existing services], especially where the market is strong, such as Shanghai and Beijing, and also those of slower markets.

港龍航空有限公司行政總裁 許漢忠專訪

當今年不少公司仍奮力擺脫亞洲金融危機餘波的影響時，2000年對港龍航空來說，卻是「金龍年」。該公司在年內的業績屢創新高，並新增了四架飛機，還訂購另外八架。此外，公司亦喬遷至赤鱗角價值九億港元的新總部。港龍以新的機隊，擴充服務網絡，並換上全新形象，看來已為開拓內地及亞洲市場的另一輪攻勢準備就緒。在訪問中，港龍航空有限公司行政總裁許漢忠細談公司的業務增長和擴充內地及洲際市場的大計。

今年二月，您曾提及希望在2005年底前把港龍機隊的航機數目增加一倍多，請問這方面的增長，是為了拓展客運服務還是貨運服務？是為了配合內地市場還是國際市場的需要？

我們在新加坡宣佈這項消息時，是指客運市場。那時，我們仍未發展貨運服務，但如今，我們決定開展全貨機業務，並於今年七月底正式投入服務。因此，這項計劃現時也包括了貨運服務，而部份發展項目將繼續以現有的強勢市場為基礎，亦即是內地市場。

我們在內地市場的航班覆蓋範圍無與倫比，這是公司的業務基礎，而我們亦會倚仗這方面的優勢發展業務。在貨運服務方面，我們正開展國際貨運服務往阿姆斯特丹和曼徹斯特，並在上海開設貨運航班。

明年，我們將購入兩架新加坡客貨兩用飛機，並會把它們改裝為貨機，為廈門提供貨運服務。這兩架貨運機亦會加強我們在歐洲及內地城市的貨運服務。我們考慮由明年起，加開廈門和大阪航線。

港龍現時飛往內地17個航點，待明年開設廈門航線後，航點便增至18個。未來您會發展哪些航線？

我們期望擴展中國西北部的業務，增加當地的航點和班次。此外，我們亦會注視現有服務的載運量和班次，尤其是上海和北京等表現佳的市場；另外，我們亦會發展進度較慢的市場。

Does that mean you may reduce services on lower yield destinations?

No, not at all. We will look at increasing capacity and frequency of important routes.

Has the Civil Aviation Administration of China (CAAC) given you any restrictions which may limit your growth?

Not particularly. Under the new arrangement [signed in February this year], it effectively gives us as much flexibility as we want.

With more international airlines flying directly into China, do you think this will add to your competition?

I think you have to take the bigger-picture view: more people are going into Mainland China, either directly or through Hong Kong. Hong Kong will continue to develop that Mainland-gateway route, and Hong Kong will continue to be a useful stopover.

Do you have any plans to form alliances, code sharing or joint ventures with any airlines?

We already have an agreement with MAS [Malaysian Airlines] on flights to Kota Kinabalu. In Mainland China we are exploring some possibilities.

What will persuade you to form agreements with mainland airlines?

Economics. We are looking at the slightly weaker routes, where if the two sides decide to put in more flights they can be profitable.

I understand China's aviation market is growing at over 20 per cent annually, do you think the Mainland can handle such rapid growth?

I think definitely. A lot of the airports have improved – some have brand new terminals – and now they are much better than before. We have not come across major issues. If anything, Shanghai is getting a bit congested, which could be a concern quite frankly, but overall, one must recognize that the CAAC is putting in a lot of money to upgrade facilities throughout the country.

Why did you launch the new look campaign this year? Has it achieved what you hoped it would?

To give the airline a new look and lease of life. We are going into a different stage of development now. We are going into a new home; it is the first time we have a home of our own. This tremendously improves facilities, and all the benefits that come with a first-class building.

Regarding your work with the Chamber, you were elected chairman of the China Committee in April this year, and have been very actively involved since day one. What do you enjoy most about the work?

Getting to know more people, working on the China market, both the opportunities to be talking, communicating, seeing and really meeting Mainland officials and people from other companies, that is really what I enjoy most.

What is the general mood you pick up from officials during missions to the Mainland with regards to the impact of China's WTO entry on Hong Kong?

I think they are trying to be very helpful. Everyone is working for the WTO. There will be challenges, and we are all working to get prepared. I don't think that anyone from day one will say it will be smooth sailing, but the important thing is that people recognize there will be challenges and opportunities and that they make the necessary preparations. **B**

這是否意味著公司將減少為那些回報較少的航點提供服務？
不，絕對不會。我們會增加重要航線的載運量和班次。

中國民用航空總局有沒有限制貴公司的增長？

沒有特別限制。新協議（今年二月簽訂）讓我們在處理業務時，極其靈活。

您認為內地的航空公司會是競爭對手嗎？

我們經常與它們競爭，而內地航空公司之間也有競爭，它們較以往改進了許多。

您有沒有計劃與任何航空公司結盟、達成統一票務系統協議、或組成合資公司？

我們與馬來西亞航空公司已簽訂協議，提供往哥打京那峇魯的航線。在內地，我們正探索合作的機會。

在甚麼因素推動下，您會與內地航空公司達成合作協議？

經濟因素。我們希望發展一些表現較弱的航線，而合作雙方增加航班後會否帶來利潤，將是我們的考慮因素。

中國的空運市場每年增長超過 20%，您認為，如此快速的增長，內地能應付得來嗎？

當然能夠。內地不少機場已有所改善，有些更擁有全新的貨運站，遠勝從前。直至目前為止，我們未遇過大問題，只是上海的機場愈來愈擁擠而已。老實說，這個問題是我們關注的，但整體來說，我們看見中國民用航空總局已投入大量資金，提升全國的設施。

您為何在今年推出全新的宣傳計劃？它能否達致預期的效果？

推出全新的宣傳計劃，是要給予航空公司新的面貌、新的生命。我們正踏進另一個發展階段；我們將遷入新的辦事處，這是我們首次擁有自己的辦公大樓，除了設施大為改善外，我們亦享有一級商廈的各項好處。

您在今年四月獲選為總商會中國委員會主席，並一直積極參與各項活動，在這過程中，甚麼給您最大的樂趣？

認識更多人和參與內地市場的工作，兩者都讓我有機會與內地官員和內地機構的人交談、溝通、會晤和真正接觸，這便是我從中得到的最大樂趣。

到內地考察時，您感到內地官員整體上如何看中國加入世貿對香港的影響？

他們樂於提供協助。為了入世，各人都在埋頭工作。未來將是挑戰重重，我們正努力作好準備。沒有人一開始便說。我們會一帆風順，但最重要的是，各人都知道未來將遇上不少挑戰和機會，並為此作好必需的準備。 **B**



Tighter tax and duty collection in China

Peter Kung and Bolivia Cheung

The tax environment in the PRC is very different from what it was a few years ago. Apart from the ever-changing tax and duty law, the PRC tax and customs officials have tightened the administration of the law and the collection of the tax and the duty. These changes have contributed to a very strong growth in tax revenue during the past five years. While the annual GDP growth rate was about 8.5 per cent over the five years, the annual growth rate in tax revenue in the same period was approximately 15 per cent. The ratio of tax revenue to GDP has therefore been rising steadily from 10.2 per cent in 1995 to approximately 14 per cent in 2000.

The implementation of the nationwide anti-smuggling campaign in late 1998 also resulted in a 78 per cent growth of import taxes (i.e. customs duty and import VAT) collected by customs in 1999. This exceptionally strong growth rate has continued, with the collection of import taxes increasing nearly 30 per cent in the first six months of this year over the amount collected in the same period last year.

This article examines some of the key initiatives of the PRC authorities concerning the collection of taxes and duties.

A MORE MODERNISED LEGAL ENVIRONMENT

The PRC Government is clearly trying to establish a modernised legal environment to administer the collection of taxes. For example, the Administrative Penalty Law requires government authorities to follow all the legal procedures before imposing penalties, and the authorities cannot impose a penalty which exceeds the maximum amount under the relevant laws promulgated by the National People's Congress.

In accordance with the Administrative Penalty Law, taxpayers have the right to request a hearing before the final penalty notice is issued by the tax authorities. Interestingly, out of the 1,764 appeals concerning tax administration issues last year, nearly two-thirds were won by

taxpayers. Failure to follow the legal procedures before issuing penalty notices and failure to produce sufficient evidence to support the challenge to the taxpayers were the main reasons the tax authorities lost these cases.

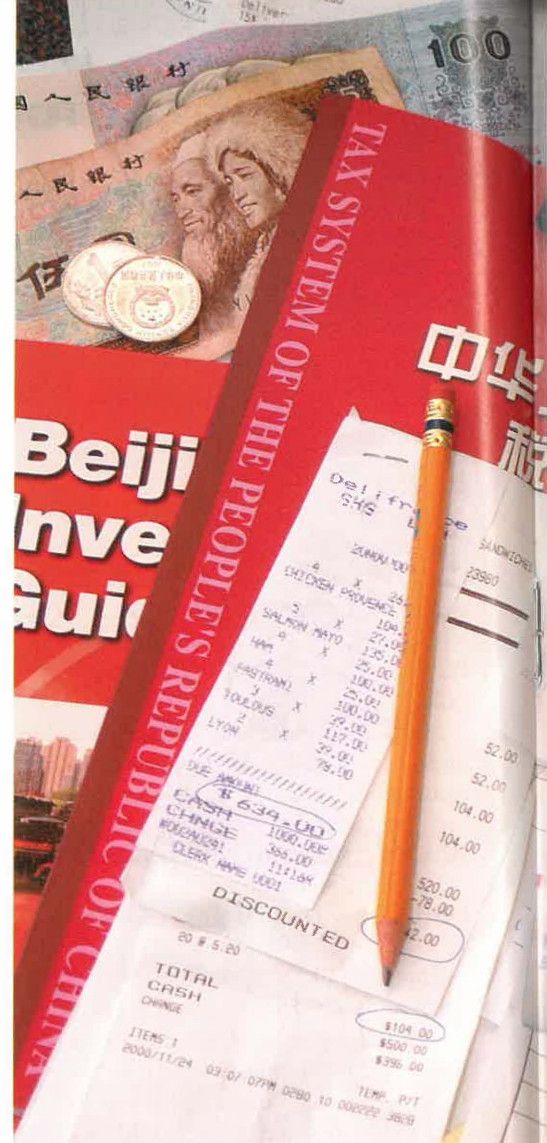
MORE FOCUS ON TAX EVASION CASES

The State Council submitted the draft amendment to the Tax Administration Law in August this year for review by the Standing Committee of the Ninth National People's Congress. The draft amendment includes the introduction of a minimum penalty for tax evasion. According to the proposal, the penalty for tax evasion is going to range from 50 per cent to 500 per cent of the amount of tax evaded.

A taxpayer is deemed to have committed an act of tax evasion under Article 40 of the Tax Administration Law if "he" forges or alters information, conceals information or destroys account books or account vouchers without authorisation, records an excess amount of expenditure or fails to record an insufficient amount of income in account books or uses other means to falsify tax declarations and this results in non-payment or underpayment of tax.

The State Administration of Taxation has issued a number of notices to further interpret this article, including a recent notice that stated that "claiming a tax deduction of bad debt expenses, loss of scrap assets or loss due to a natural disaster without prior approval of the tax authorities" would also be considered tax evasion. Taxpayers should watch out!

Current Tax Administration Law labels tax evasion a criminal offence if the amount evaded is over 10 per cent of the tax payable and over RMB10,000. In July this year, a Hong Kong resident who has engaged in VAT frauds was sentenced to death, subject to a two-year suspension. While more than 70 PRC citizens who committed VAT fraud have been sentenced to death, this is the first one that involves a Hong Kong resident in a PRC tax case.



GOLDEN TAX & CUSTOMS PROJECT

The "Golden Tax Project" began in 1994. The idea is to use a nationwide computer network to match input tax claims made by taxpayers against the corresponding output tax filed by the issuer of the VAT invoice to which the input tax claim relates. On completion of the Golden Tax Project, taxpayers and tax officials are able to verify the VAT invoices received via their own "anti-fraud invoicing control machines" while the tax authorities can monitor all the VAT invoices issued by VAT general taxpayers in the PRC.

PRC customs are in the process of implementing the Golden Customs Project, which aims to facilitate online import and export declarations via the computer network. The databases generated by this project will also be available to other PRC authorities. For example, the State Administration of Foreign Exchange can use the customs information to verify payments of foreign currency from the PRC in relation to imports.

The Golden Tax Project together with the Golden Customs Project are the means to tackle

內地加強執行稅務及關稅條例

龔永德 張少雲

內地的稅務情況較數年前極為不同，除了徵稅和關稅法規不斷修改外，內地的稅務和海關官員亦加強了徵管制度，令稅收在過去五年顯著增長。過往五年，國內生產總值每年上升8.5%，同期的稅收則每年約增15%，而稅收佔國內生產總值的比例亦由1995年的10.2%逐步增長至2000年的14%。

內地於1998年底展開全國性的反走私運動，使1999年海關所徵收的進口稅（即關稅和進口增值稅）激增了78%，且有節節上升之勢。單是今年上半年與去年同期相比，進口稅已增長近30%。

本文將剖析內地機關在徵稅方面所施行的數項主要措施。

法制更趨現代化

中國政府顯然正致力建立現代化的法律制度，加強監管稅款徵收，如政府推行的《行政處罰法》便是一例。根據該法，政府機關須在行使行政處罰權時遵守所有法律程序，而且罰款不得超過全國人民代表大會所公布的有關法規的最高罰款額。

根據《行政處罰法》，納稅人有權在稅務機關發出最後罰款通知前提出聆訊要求。去年1,764宗有關稅務行政的上訴個案中，納稅人獲勝的接近三分二，這現象值得關注。稅務機關敗訴，主要原因是當局在發出罰款通知時，沒有遵照法律程序，以及未能提供足夠證據指控納稅人。

加強針對逃稅

國務院於今年八月向第九屆全國人民代表大會常務委員會呈交《稅收徵收管理法》修正案草案。草案設定了逃稅（內地稱為「偷稅」）的最低罰款，並建議逃稅罰款額介乎於逃稅額的50%至500%之間。

根據《稅收徵收管理法》第四十條，若納稅人「採取偽造、變造、隱匿、擅自銷毀帳簿、記帳憑証，在帳簿上多列支出或者不列、少列收入、或者進行虛假的納稅申報的手段，不繳或者少繳應納稅款的」，則視作逃稅。

國家稅務總局發布了數項通知，進一步詮釋條例的內容。近日該局發出了一則通告，指出凡屬「未經稅務機關批准的壞賬損失、報廢淨損失、以及遭受自然災害造成的損失」，納稅人一律不可在未經稅務機關批准前，自行在應納稅所得額中扣除，違者會被視作逃稅。納稅人宜慎加留意。

現時的《稅收徵收管理法》訂明，若逃

稅額佔應納稅額的10%以上，並多於一萬元人民幣，便會列為刑事罪行。今年七月，一名涉及增值稅騙案的香港居民被判死刑，緩刑兩年。至今，已有七十多名內地居民因增值稅騙案被判死刑，但涉及香港居民的內地稅務案件，此乃首宗。

金稅工程和金關工程

「金稅工程」在1994年推出，納稅人可採用全國電腦網絡輸入申報的稅務資料，網絡便會把資料與增值稅發票簽發機構申報的相應稅項交叉稽核。「金稅工程」完成後，納稅人和稅務官員便能透過這個「防偽稅控系統」核實收到的增值稅發票，而稅務官員也可藉此監管內地所有增值稅納稅人發出的增值稅發票。

至於關稅方面，內地正推行「金關工程」。這個計劃旨在借助電腦網絡加快網上進出口報關程序，透過工程建立的資料庫也可供其他政府機關使用，例如國家外匯管理局可使用海關提供的資料，核對入口貨的外匯賬款。

「金稅工程」和「金關工程」是為針對走私和偷騙國家稅款而實行的措施，最終目的是要使稅收、海關、銀行、外匯和貿易等多個政府機關的電腦系統聯網。

加強轉移價格審查功能

在36個省、市稅務機關中，34個已設有自己的轉移價格審查小組，總計全國的稅務機關，共有轉移價格審查專員200位。單在1998年，稅務機關在轉移價格審查員的協助下，已成功使稅收多增1.2億人民幣。

不少跨國企業正考慮與中國達成預約定價協議，以避免事後稅務機關對轉移定價提出質疑，內地的稅務機關亦已批核數份申請，這意味著簽訂定價協議可能成為潮流。

總結

在內地投資的企業和海外人士所面對的稅務環境，較以往更為嚴格，因此，海外投資者宜緊貼中國法規不斷改變的步伐，經常檢討公司內部的稅務監管制度是否符合要求，並研究現行的監管措施是否需要修改。由於中國的稅務制度仍然存在不少灰色地帶，所以納稅人仍可與內地的稅務機關商討較佳的稅務方案，但商討歸商討，一切須建基於有效的法理基礎。B

龔永德是畢馬威會計師事務所合夥人，張少雲是畢馬威會計師事務所中國稅務經理。

smuggling and tax frauds. The ultimate goal is to link the computer systems of various authorities such as tax, customs, banks, foreign exchange and trade.

MORE TRANSFER PRICE AUDITS

Thirty-four of the 36 provincial or municipal level tax authorities have established their own transfer price audit teams and there are about 200 transfer pricing specialists within the PRC tax authority network. Transfer price audits have already made their mark by successfully helping the tax authorities increase their tax revenue by collecting an extra RMB120 million in 1998 alone.

A lot of multinational corporations are considering entering advance pricing agreements in the PRC in order to avoid possible transfer pricing challenges and the tax authorities have already approved a few, hinting at the possible emergence of a growing trend in future.

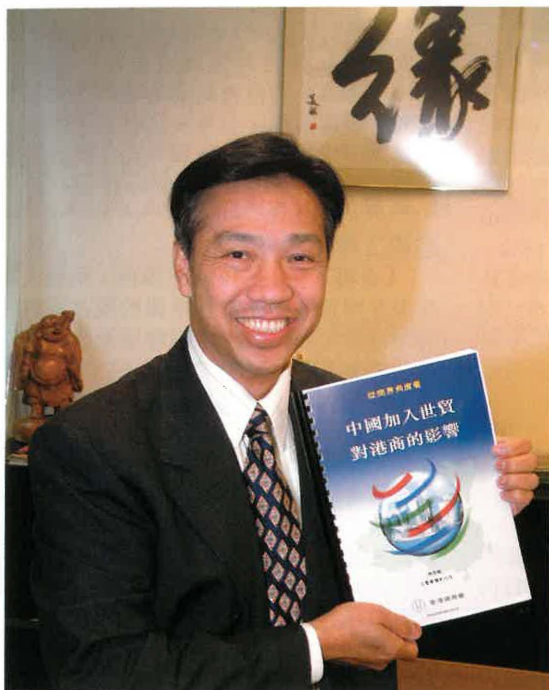
CONCLUSION

Foreign investment enterprises and expatriates in the PRC are now working in a much

tougher tax environment than before. Foreign investors are recommended to keep abreast of the constant changes to the PRC regulations, review their internal control of tax compliance matters and consider whether current controls need to be revised. Whilst there will still be a lot of grey areas in the PRC tax context and there-

fore room for taxpayers to negotiate a better tax filing position with the tax authorities, these negotiations must be supported by sound legal arguments. B

Peter Kung is a partner of KPMG, and Bolivia Cheung is a tax manager with the firm.



1,000th Chamber report sold

Lincoln Y S Lee, general manager, Eaton Technologies Limited, was the 1,000th buyer of the Chamber's report, "China's Entry into the WTO and the Impact on Hong Kong Business." Mr Lee said he decided to buy the report after hearing very favourable comments about the study, which examines what Hong Kong businesses can do to prepare for the changes that China's WTO entry will bring. As of Nov. 16, a total of 1,055 reports had been sold (please see page 33 for details on how to order your copy). Since it was first published in January 2000, two revised editions have come out.

總商會售出第一千本世貿報告

香港伊頓有限公司總經理李業成購買了本會第1,000本《中國加入世貿對港商的影響》研究報告。李業成表示，由於聽聞報告獲得了高度評價，因此決定購買。這份報告旨在探討港商可如何自我準備，以應付中國加入世貿後的轉變。直至11月16日為止，本會已售出1,055本世貿報告（查詢訂購詳情，請參閱第33頁）。自該報告於2000年1月首次出版後，曾兩次修訂。

WTO WATCH

世貿面面觀

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 World Trade Organization.

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

September 20, 2000 U.S. Senate votes to grant China PNTR status

September 26, 2000 China and Switzerland reach a bilateral agreement on China's WTO entry.

October 10, 2000 U.S. President Clinton signs legislation granting PNTR status to China.

November 9, 2000 The 13th meeting of the WTO Working Party on the Accession of China.

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9月20日 美國參議院投票通過給予中國的「永久正常貿易關係」

2000年9月26日 中國與瑞士就中國加入世貿達成雙邊協議

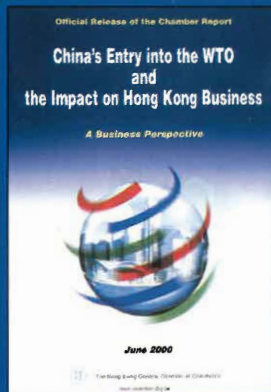
2000年10月10日 美國總統克林頓簽署法案，給予中國「永久正常貿易關係」地位

2000年11月9日 世貿工作小組就中國加入世貿舉行第十三次會議



A Business Perspective
從商界角度看

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。



www.chamber.org.hk

A Hong Kong General Chamber of Commerce Publication

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.

欲購從速

研究計劃的總結報告售價為每本港幣200元* (非會員港幣280元)。請填妥訂購表並到金鐘道95號統一中心22樓購買。詳情請與謝繼淑小姐聯絡 (電話：28231210)。

* 不包括郵費

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Partnership in the new economy

Information technology is propelling a revolution that is transforming businesses and industries around the world and venture capital is financing that change, said Hong Kong Venture Capital Association Chairman Richard Roque.

Speaking at the "Venture Capital Partnership in the New Economy" conference on Oct. 26, jointly organised by the Chamber and the Hong Kong Venture Capital Association, Mr Roque told the near full-house, which included over 80 mainland Chinese SOE senior managers, that old economies should view IT as an enabler in their businesses, rather than a threat.

"IT is following the well-proven path of

avoid mistakes," Mr Roque said.

Chamber Vice Chairman Dr Lily Chiang, also speaking at the conference, said that in a survey of global financing conducted by PricewaterhouseCoopers, the amount of private equity financing a variable to start-ups and mid-sized companies exploded globally in 1999 and 2000.

The survey revealed that private financing across the globe rose to US\$138 billion in 1999, representing an increase of 65 per cent over 1998.

"Figures so far for 2000 indicate that private investment is increasing at a similar rate this year. More venture capital has been pumped into start-ups in the first two

quarters of 2000 than in the whole of 1999," she said.

up companies, said Lewis Rutherford, managing director, Inter-Asia Management (HK), who spoke on "Who Are the Venture Capitalists in Asia? VC Funds, Angels, Silicon Valley, YPOs."

Lured by prospects of greater returns in tech investments, this has created one of the feeding frenzies going on in the marketplace that is causing so much money to come into the venture capital sector, he said.

"What used to be a 10-year process to get through an investment portfolio is now happening very fast. This is attracting more players that used not to be in the industry because of how long it took," he said.

However, entrepreneurs must be very

High returns on IT investments is creating a feeding frenzy in the venture capital marketplace



◀ Mr Roque: "IT is following the well-proven path of companies that have used breakthroughs and inventions of major technologies ... to develop new and successful businesses."

羅禮全說：「不少公司過往透過重要科技上的突破和發明，成功地發展新的業務，而資訊科技的發展，正朝着這個路向。」

Dr Chiang: "More venture capital has been pumped into start-ups in the first two quarters of 2000 than in the whole of 1999."

蔣麗莉博士說：「2000年首兩季，投入新進公司的創業資本，較1999年全年為多。」



companies that have used breakthroughs and inventions of major technologies, such as electricity or railroads, to develop new and successful businesses," he said.

In the last two years several trends that prove good lessons for businesses have emerged. First is that old, proven business principles still apply in the new economy. Second is acknowledgement that a more prudent approach of adopting second-mover advantage, in lieu of the sprint-and-spent strategy of first-mover advantage, is now proving to be a winner in a number of industries, he said.

"To catch up can be a lot cheaper. Second movers can also wait to see what works and

quarters of 2000 than in the whole of 1999," she said.

Dr Chiang pointed out that high rates of return have drawn more firms into the venture capital industry, driven by the dot-coms, which produced rates of return as high as 150 per cent in 1999.

But venture capitalists are exercising more caution following the burst of the dot-com bubble, and requiring companies to prove that they can run a profitable business before investing in them.

Some of the bigger venture capitalists, who traditionally inject large sums of capital into firms in mid-life, are coming down the financing time ladder to back seed and start-

careful who they meet because it could be a late stage guy looking at an early stage deal, or it may be an early stage guy with not enough money. Either way, this will create difficulties for businesses that are being funded.

"So be very careful who you talk to and how they characterise how they offer you what they need," Mr Rutherford said.

Asia still doesn't attract much venture capital, but over the last three years some trends have started to emerge, said Marc Staal, chief executive officer, ABN AMRO Asia Capital Investment, speaking on "Where Are They Putting Their Money? Old Economy vs New Economy?"

新經濟的夥伴關係

投資資訊科技的高回報令創業資本市場掀起了熱潮

香

港創業投資協會主席羅禮全說，資訊科技正發動一場使全球工商業轉型的革命，而創業資本正好為這場革命提供財務支援。

羅禮全於10月26日在「創業投資新經濟會議」上發表演說，會議由本會與香港創業投資協會合辦，當天幾乎座無虛席，與會者包括來自內地國企的80多位高層管理人員。他向與會者表示，舊經濟的公司應視資訊科技為扶助業務發展的工具，而不是威脅。

他說：「過去，不少公司透過電力和鐵路等重大科技上的突破和發明，成功地發展新的業務，而資訊科技的發展，正朝着這個路向。」

過去兩年，公司上了好的一課。第一，舊有的、經驗證的營商哲學仍然適用於新經濟。第二，在某些行業裡取得成功的人士，如今看來是那些採取審慎策略的「後來者」，而非全速前進、大灑金錢的「先進者」。

他說：「從後趕上所花的錢便宜多了。後來者可細心觀察哪些是可行的，避免犯錯。」

總商會副主席蔣麗莉博士亦是會上的演講嘉賓。她說，羅兵咸永道會計師事務所進行的全球融資調查顯示，在1999至2000年間，全球新進公司和中型企業的私人發股融資激增。

調查顯示，1999年全球私人融資總額

資—創業基金、天使基金、矽谷、年青總裁協會」為題，在會議上發表演說。

他指出，科技項目的高投資回報使創業資本市場掀起了熱潮，吸引了大量資金流入。

羅解釋說：「以往需十年八載，才能從投資組合獲取回報，如今快捷多了。這樣吸引了更多非業內的投資者投資。」

然而，企業家必須小心觀察投資對象，若是「後階段投資者」（大規模的創業投資者）投資「前階段發展項目」（新秀公司），或是「前階段投資者」（小規模的創業投資者）投資「後階段發展項目」（大型計劃），都會對接受投資的企業構成問題。

羅澤福說：「必須小心挑選投資對象，注意對方提出的條件和要求。」



◀ Mr Rutherford: "What used to be a 10-year process to get through an investment portfolio is now happening very fast. This is attracting more players that used not to be in the industry because of how long it took."

羅澤福說：「以往需十年八載才能從投資組合獲取回報，如今快捷多了。這樣吸引了更多非業內的投資者投資。」

Mr Staal said that while just a few years ago ▶ Southeast Asian nations were the hotbed of venture capital investments, the focus today has completely shifted to Northeast Asia.

麥思達說：「數年前，東南亞國家是創業投資的熱門地點，如今，投資者的目標已完全轉到亞洲東北部地區。」



While just a few years ago Southeast Asian nations were the hotbed of venture capital investments, the focus today has completely shifted to Northeast Asia – with the exception of Singapore – and Korea and Japan will play an important role in drawing more funds to the region.

Also, more venture capitalists are shifting their strategy from only looking at late stage investments to being more open to ideas and investing in early stages, he said.

But Asian corporations' slow adoption of the new economy elements and corporate restructuring to take advantage of IT is limiting venture capitalists' investments in the region, he said. **B**

增至1,380億美元，較1998年上升了65%。

她說：「2000年的數字顯示，本年私人融資的增長速度亦與去年相若。首兩季投入新進公司的創業資本，較1999年全年為多。」

蔣博士指出，互聯網公司在1999年的回報率高達150%，在高回報的推動下，使更多公司投身創業投資的行列。

不過，在科技泡沫爆破後，創業投資者已轉趨審慎，他們必先要求公司證明業務有利可圖，才作出投資。

Inter-Asia Management (HK)董事總經理羅澤福表示，一些大規模的創業投資公司過去往往向「中年公司」（即已有一定規模的公司）投下大筆資本，現在則轉而支持那些新進的公司。羅澤福以「亞洲的創業投

荷蘭亞洲投資行政總裁麥思達以「資金的投向—舊經濟？新經濟？」為題在會議上致辭。他表示，亞洲仍未吸引大量創業資本，但在過去三年，市場上出現了新的趨勢。

數年前，東南亞國家是創業投資的熱門地點，如今，投資者的目標已轉到亞洲東北部地區，除了新加坡外，韓國和日本將成為區內吸引資金的重要熱點。

另外，愈來愈多創業投資公司已改變過往只集中投資「後階段項目」的策略，轉而以開放的態度接納新的創業構思，並為「前階段項目」提供資金。

他表示，亞洲企業在接納新經濟元素和進行有利資訊科技發展的企業改革方面，步伐緩慢，阻礙了創業投資公司在區內投資。 **B**

The Asian economic recovery, China's WTO entry and the Internet are shaping the way that Hong Kong businesses will operate in the region, according to Victor Fung, chairman, Prudential Asia Investment.

Hong Kong is bouncing back the fastest among Asian economies hit by the economic crisis, and China's WTO accession will only accelerate this recovery. It will also pave the way for the greatest transformation of Hong Kong's economy since it merged its production base with southern China in 1987, he said.

"Eighty-five per cent of [Hong Kong's] GDP is derived from services. It is now time and an opportunity for us to rationalise our services economy," Mr Fung, who was keynote speaker at the Venture Capital Conference luncheon, said.

But he cautions that while everyone is drooling over the potential size of the China market upon WTO entry, the other side of the coin is Chinese country of origin exports will be protected by WTO rules. This means that all unfair practices levied on Chinese exports will find recourse, which could result in a surge of Chinese exports flooding global markets.

"For Hong Kong, we will benefit because most of our production base is in China," he said.



Mr Fung: "I think the bricks 'n' clicks area is primarily driven by old-world companies that have the flexibility and the openness to adopt the new technology."

馮國經說道：「我認為，那些靈活和願意以開放態度接受新科技的舊經濟企業，將成為推動『實虛並濟』概念的主力。」

BRICKS 'N' CLICKS

The Internet revolution is the backdrop to everything companies are doing today, but the difference now from a year ago is that businesses have clearly decided the model which works is the bricks 'n' clicks paradigm.

Dot-coms will be able to migrate to the bricks and clicks model, but this won't be possible without adding the experience of old-economy managers and laying to rest the "build-it-and-they-will-come" mentality, which is dying hard, he said.

"My idea is, yes you can do it as a dot-com, but you have to pull into the partnership old economy managers who can drive the business forward," he said. "I think the bricks 'n' clicks area is primarily driven by old-world companies that have the flexibility and the openness to adopt the new technology."

Change management is also very important – if not more important than the technology side – in this migration, and people who understand new technology and are able to convince old-economy companies that the changes will benefit them are in big demand, he said.

China's WTO entry bodes well for SAR

Global trends driving transformation of Hong Kong's economy

全球趨勢推動香港經濟轉型

中國入世預示 香港受惠

美

國寶信投資主席馮國經表示，亞洲經濟復蘇、中國加入世貿，以及互聯網的崛起，正不斷改變香港企業在區內經營的模式。

他說：「香港是亞洲各個經歷金融危機的體系中，復甦最快的地區，而中國加入世貿，只會進一步加快復甦的步伐。香港自1987年起，生產基地已移入華南地區，如今中國加入世貿，將為香港重大的經濟轉型鋪路。」

馮國經在「創業投資新經濟」會議中擔任主講嘉賓，他說：「服務業佔(香港)本地生產總值的85%，這正是我們改革服務業經濟的時機。」

不過，馮博士提醒道，當中國加入世貿後，各地無不對中國市場虎視眈眈，但從另一方面

看，原產於中國的出口貨品也將受世貿條例保障，這意味著以往對內地出口貨實施的所有不平等措施將獲得補償安排，以致內地出口貨充斥國際市場，

他說：「香港必能受惠，因為香港的生產基地大都移師至內地。」

實虛並濟

互聯網革命影響著現今企業的一舉一動，但跟一年前卻有所不同。現時，企業已清楚認定，實虛並濟才是可行的經營模式。

互聯網公司將可轉用「實虛並濟」的模式經營，但要實現這個經營模式，必須結合舊經濟企業管理階層的經驗，摒棄那種「建網站，客自會來」的根深蒂固觀念。

他說：「沒錯，您可在網站公司經營，但必需與舊經濟的管理階層結為夥伴，才能推動業務發展。我認為，那些靈活和願意以開放態度接受新科技的舊經濟企業將成為推動『實虛並濟』概念的主力。」

在這轉變過程中，革新管理層與引進科技同樣重要，而那些既了解新科技知識，又能說服舊經濟企業有關改革所帶來的好處的人，需求將極為殷切。



▲ Financial Secretary Donald Tsang (left), CSI Chairman Stanley Ko (centre), and Hong Kong University's Ian Davies officially open Quad Forum 2000.
財政司司長曾蔭權（左）、香港服務業聯盟主席高鑑泉（中）及香港大學的戴義安為「2000年四方論壇」主持開幕。

◀ Over 100 Hong Kong leaders representing the government, business sector, academics and Legco attend Quad Forum 2000. 超過 100 位來自政界、商界、學術界和立法會的領袖人物參與「2000年四方論壇」。

The Servicing Economy: Quad Forum 2000

Over 100 Hong Kong leaders representing the government, business sector, academics and Legco attended the Quad Forum 2000 on Nov. 2.

Held annually since 1997, the forum aims to engage key officials, businessmen, academics and politicians in discussion, debate and brainstorming to spark ideas on the policy agenda for the promotion of the services sector.

The Financial Secretary Donald Tsang opened the morning panel discussion session and later hosted the Dinner Forum.

During the morning session, participants discussed: "Strategic Cooperation Between Hong Kong, Shenzhen & the Pearl River Delta;" "Refining the SAR Advantage: Small & Efficient Government;" "Marketing Hong Kong in the New Economy;" and "Refining the SAR Advantage: More Efficient Markets." These four panel sessions were complemented by a follow-up session over dinner at Government House.

Quad Forum 2000 was jointly organised by the Hong Kong Coalition of Service Industries of the Hong Kong General Chamber of Commerce, the Business and Services Promotion Unit of the Commerce and Industry Bureau, and the School of Business of the University of Hong Kong.

超過 100 位來自政界、商界、學術界和立法會的領袖人物參與 11 月 2 日舉行的「2000 年四方論壇」

自 1997 年起，「四方論壇」便每年舉辦一次，目的是讓政府官員、商界人士、學者和政界人士濟濟一堂，就推廣服務業的政策發表意見、討論和共謀獻策。

財政司司長曾蔭權在早上的專題討論會上致開幕辭，並於同日主持晚餐論壇。

在上午的環節中，討論的專題包括「香港、深圳及珠江三角洲的策略性合作」、「發揮香港特別行政區的優勢：精簡而有效率的政府」、「如何在新經濟宣傳香港」、「發揮香港特別行政區的優勢：提高市場效率」。另外，在晚餐論壇上，大會亦為四個專題討論會設總結環節。晚餐論壇於香港禮賓府舉行。

四方論壇由香港總商會旗下的香港服務業聯盟、工商局轄下的工商服務業推廣處和香港大學商學院合辦。

▶ Emily Lau participates in a stand-up session at the Dinner Forum at Government House. 劉慧卿在禮賓府舉行的晚餐論壇上發言



二〇〇〇年 服務型經濟體系 四方論壇



Land of abundance

Chamber mission to Sichuan and Chongqing explores business opportunities in western China

By Eva Chow

Chamber Director Dr Eden Woon led a 15-member delegation to Sichuan and Chongqing in western China on Oct. 18-22. The mission was part of the Chamber's ongoing efforts to help cultivate partnerships between businesses in Hong Kong and western China, in light of the high priority given by the Central Government to develop the region.

Delegates were warmly welcomed by officials, including Chongqing Party Secretary He Guoqiang, Chongqing Vice Mayor Chen Jiwa, Sichuan Deputy Governor Li Dachang, and Chengdu Deputy Party Secretary Huang Zhongyin.

During the mission, delegates visited high technology development zones in Chengdu and Chongqing, and officials from the Commission of Foreign Economic Relations and Trade briefed them on economic developments in the area. Delegates also met local businessmen, including one of China's most successful private entrepreneurs Liu Yonghao, who is chairman of the New Hope Group. They also visited Kimberly Clark's factory in Chengdu. Dr Woon and several delegates also attended the "Western Forum of China" held in Chengdu on Oct. 21.

Commenting on the mission upon returning to Hong Kong, Dr Woon said,



▲ Chamber Director Dr. Eden Woon (left) chats with Chongqing Party Secretary He Guoqiang.

本會總裁翁以登博士（左）與重慶市委書記賀國強暢談

◀ The People's Hall of Chongqing stands in the heart of this municipality.

重慶市人民大會堂座落於重慶市中心內

天府之國

總商會四川、重慶考察團探索西部商機 周紫樺



Sichuan Deputy Governor Li Dachang (2nd from left), and Chengdu Deputy Party Secretary Huang Zhongyin (3rd from left) brief mission members on economic developments in Sichuan.

四川省副省長李達昌（左二）和成都市委副書記黃忠瑩（左三）向團員介紹四川省的經濟發展概況。

本會總裁翁以登博士於10月18至22日率領十五人代表團赴中國西部四川和重慶考察。為了配合中央政府對開發西部的高度重視，總商會不斷協助香港和中國西部的公司發展夥伴關係，而此行正是有關活動之一。

代表團獲多位內地官員熱情款待，包括重慶市書記賀國強、重慶市副市長陳際瓦、四川省副省長李達昌及成都市黨委副書記黃忠瑩。

其間，代表團參觀了成都和重慶的高科技開發區，而外經貿委官員亦向團員介紹區內的經濟發展概況。此外，團員亦與當地的商界人士會晤，當中包括了被譽為全國最成功的私營企業家之一——新希望集團董事長劉永好。考察團亦訪問了金佰利舒而美衛生用品有限公司設於成都的廠房，另外，總裁翁以登博士和數位團員亦於10月21日參與在成都舉行的「中國西部論壇」。

翁博士返港後評論這次考察活動時表示：「中國快將加入世貿，香港商界正密

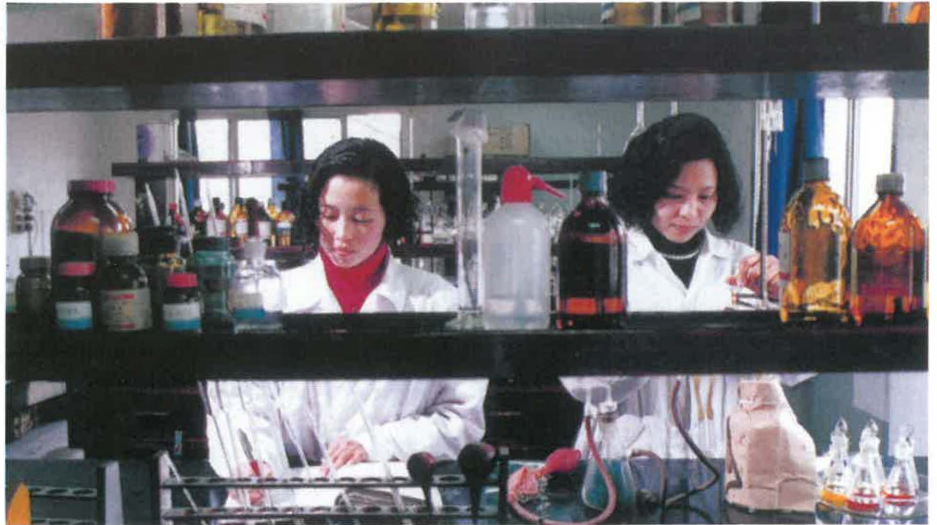
CHAMBER PROGRAMMES

切注視內地的經濟發展，而西部地區的發展更是目前的關注焦點。『中國西部論壇』成功舉辦，標誌著另一個發展新里程的開始。從參加論壇的人數看來，西部的商機正受到國際社會注視。在論壇中，與會者傳達了一個主要的信息：開發中國西部是否成功，很大程度上取決於『軟』投資環境和人們的態度。」

商機

重慶和四川科學技術人才輩出，透過這些專才的技能，當地積極在高新技術開發區內發展接受培育公司的新項目。這些新開設的高科技公司本身就是寶貴的資源，內地和香港可借助它們協助兩地轉入新經濟。另一方面，這些公司需要管理、會計、法律事務、公共關係等「軟」國際技術的幫助，以提升競爭力，而這方面正好是香港擅長的項目。

周紫樺是本會國際商務部主管。



In the forthcoming 5-Year Plan, Chongqing will strengthen development of its petrochemistry and pharmaceutical industries.

在下一個五年計劃裡，重慶市將加強石化和醫藥業的發展。

CHONGQING

Chongqing, covering an area of 82,400 sq. kms with a population of 30.72 million, is located in southwest China where the Yangtze and Jialing rivers merge. In 1997 it became one of China's four centrally administer municipalities. Its GDP ranks third among all western cities.

Chongqing's diversified industrial system has taken shape with machinery production, metallurgy, chemistry, medicine, textile, tourism and foodstuff production being the city's main industries. It also conducts significant scientific and technological research which supports its high technology industries. In the forthcoming 5-Year Plan, Chongqing aims to focus on developing its automobile, natural gas vehicle, natural gas petrochemistry and pharmaceutical industries.

重慶

重慶佔地 82,400 平方公里，人口 3,072 萬，位於中國西南部長江和嘉陵江的交匯處。1997 年，重慶市成為全國四個中央直轄市之一。

重慶多元化的工業體系已逐漸成形，市內主要的工業包括機械生產、冶金、化工、醫藥、紡織、旅遊和食品製作。此外，多項重要的科學及技術研究亦支援著市內的高科技工業發展。在下一個五年計劃裡，重慶市將集中發展汽車、天然氣車輛、天然氣石油化工和醫藥業。

SICHUAN - CHENGDU

Sichuan is known as the "Land of Abundance." The province is one of the major agricultural production bases in China, and farms the largest number of pigs in the country. It is also rich in mineral resources and its major industries include metallurgy (iron & steel) and heavy machinery production.

Sichuan's capital, Chengdu, enjoys the same preferential policies as coastal cities and accounts for one-third of the province's total economic production. Chengdu's GDP ranked the first among western cities. In the first nine months in 2000, the city's GDP growth was 10.8 per cent, which is higher than the national average.

四川—成都

四川省享有「天府之國」的美譽，是中國主要的農業生產基地，飼養的豬隻數目為全國之冠。四川省礦藏量豐富，主要工業為冶金業（鋼鐵）和重型機械生產工業。

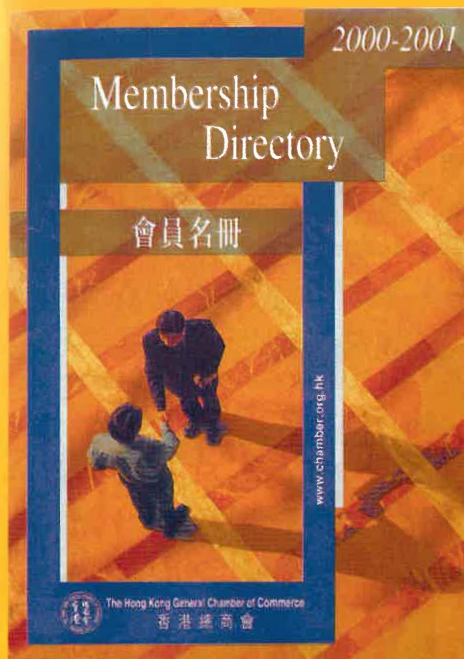
四川首府成都市享有跟其他沿海城市同樣的政策優惠，其經濟生產佔全省三分之一，生產總值名列西部城市之首。2000 年頭九個月，該市的生產總值上升了 10.8%，較全國平均增幅為高。

"China will enter the World Trade Organisation soon. Businesses in Hong Kong are eyeing the economic development in Mainland China, of which the development in the west is the current focus. The successful organisation of the 'Western Forum of China' signified the beginning of a new stage of development. Judging from the numbers of attendees at the forum, opportunities in the west are being noticed by the international community. A key message being delivered at the forum was that the successful development of western China depends very much on the 'soft' investment environment and the attitude of people."

OPPORTUNITIES

Both Chongqing and Chengdu are rich in scientific and technological talent, which is being utilised to nurture new projects developed by incubatees in technology development zones. These new high-tech companies are a valuable resource that China and Hong Kong can tap to assist their transformation into the new economy. These companies are in need of the "soft" international skills which Hong Kong is strong in – management, accounting, legal affairs ... public relations – to increase their competitiveness.

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



www.chamber.org.hk

會員名冊

Membership Directory 2000-2001

The 2000-2001 edition of the Hong Kong General Chamber of Commerce's Membership Directory contains detailed products and services classification, and company data, background and activities of about 3,500 member companies.

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The Hong Kong General Chamber of Commerce
香港總商會



◀ Chamber Director Dr Eden Woon officially releases the Chamber Environment Statement on May 18, 2000
本會總裁翁以登博士於本年5月18日正式發表環保聲明。

▼ Dr T C Wong from the Centre of Environmental Technology presents her talk on environmental education.
環境技術中心的王德貞博士講述環保教育的重要。



Chamber striving for a cleaner environment

In 2000, the Environment Committee unveiled several initiatives to help companies tackle pollution

Over the years, Hong Kong has recorded some success in tackling its environmental problems, but in general, the environment has continued to deteriorate. To achieve sustainable development, we need to find ways to incorporate prosperity while controlling the inevitable pollution resulting from increased wealth and consumption.

The Chamber Environment Committee in the past has focussed mainly on the wider aspects of the environment and how they affect Hong Kong. But recently, it has started to look at how it can help businesses directly by encouraging them to share their experiences.

Also, on May 18, 2000, the Chamber officially launched its Environment Statement at a roundtable luncheon which defined its position on the environment and encouraged all members to follow a similar direction. In the statement, the Chamber encouraged its 4,000 corporate members to incorporate a balance between environmental and business issues into their daily activities. It is broad in nature in recogni-

tion of the diverse nature of the Chamber's membership.

Immediately following its release, the Chamber held a roundtable luncheon entitled, "Environment and Business: Showing We Care," which was sponsored by MTR Corporation. The luncheon aimed to give live case studies of all aspects of environmental management to attendees.

About 80 members and 20 representatives from the media attended the luncheon. The high turnout suggests that environmental awareness and the business community's willingness to act is strong, but more needs to be done to ensure that we are all doing our "sustainable" bit.

Small and medium enterprises play a vital role in environmental protection, but they may not be able to afford the expertise needed to deal with complex issues. To this end, the Chamber organised a Green-Assist Programme in September and October, consisting of four mentoring luncheons, to fill the gap between awareness and practice. Topics addressed included staff education, energy saving, recycling in the office and



◀ Raymond Fong, principal consultant for the Hong Kong Productivity Council, speaks on "Energy, Environment and Cost Savings."
香港生產力促進局首席顧問方湛樑以「節約能源 節省成本」為題發表演說。

總商會致力為環保

環境委員會在2000年籌辦一系列環保活動，
協助企業解決環境污染問題

經過多年努力，香港在解決環境問題上總算稍有成績，但整體來說，香港的環境仍繼續惡化。香港若要達致持續發展的目標，必須尋求方法，在繁榮之中，控制因財富和消費增加而無可避免產生的污染問題。

過往，總商會環境委員會一直側重於範圍較廣的環境問題，以及探討這些問題對香港的影響，但最近，委員會鼓勵企業彼此分享環保的經驗，看看如何為它們提供直接的援助。

本會於2000年5月18日的小型午餐會上正式發表環保聲明，闡明本會在環保的立場，並鼓勵所有會員朝著同一方向邁進。本會在聲明中鼓勵四千多家會員機構在日常的運作中取得環保與業務之間的平衡。這份聲明的涵蓋範圍廣泛，在制訂之初，本會已考慮會員不同的業務情況。

總商會發表聲明後，隨即舉行由地鐵公司贊助的「關注環保管理 結合商業運作」小型午餐會。午餐會旨在向與會者介紹各類有關環保管理的真實個案。

約80位會員和20位傳媒機構代表出席午餐會，出席率之高，足以表明商界關注環保，並願意付諸實踐。不過，我們須在這方面作出更大努力，確保這股環保動力「持續」。

中小型企業在環保工作上擔當了重要的角色，但它們在處理複雜的問題時，或許欠缺所需的專業知識。為此，本會在九

月和十月舉辦了「協助中小企業 推行環保管理」計劃，藉著四個指導午餐會教導企業如何知而後行，貫徹環保。講座內容包括僱員教育、節約能源、公司的循環回收系統和環保科技，四個小型午餐會分別由國泰航空有限公司、中華電力有限公司、盈科數碼動力及香港中華煤氣有限公司贊助。

本會亦與環境技術中心及香港生產力促進局合作，向中小型企業提供環保顧問服務。此外，本會亦與香港生產力促進局攜手合辦兩個環保活動，其為「以清潔生產技術提升工業之生產力」和「香港環保企業獎」，這些都只是本會推動環保的部份活動。

值得一提的，是「清潔生產」計劃。這項計劃鼓勵工業機構組成聯盟，並借助管理技巧，達致具體和更符合環保原則的生產目標。在大規模機構的領導下，中小型廠商、供應商、或供應鏈的上游企業將聯合起來，達致共同定下的清潔生產目標。有關這個課題的研討會已於10月26日舉行，大會邀請了環境保護署、國泰航空有限公司、嘉宏電路有限公司及香港飛機工程有限公司的嘉賓分享他們對企業環保的看法。

本會將繼續籌辦環保活動，歡迎擁有企業環保管理經驗的會員與本會合作，推動環保。垂詢詳情，請與石平佛聯絡（電話：2823 1270；電郵：thinex@chamber.org.hk）。

environmental technology, sponsored by Cathay Pacific Airways Ltd., CLP Holdings Ltd., Pacific Century CyberWorks, and Hong Kong and China Gas Co Ltd, respectively.

The Chamber has also teamed up with the Centre of Environmental Technology and the Hong Kong Productivity Council (HKPC) to offer environmental consultancy services to SMEs. The HKPC and the Chamber also co-organised two environmental projects, namely "Enhancing Productivity through Clean Technology" and "Eco-Business Awards." These are just part of the Chamber's efforts to push for greater action to protect the environment.

Its programme "Clean Production," in particular, was a management approach that involved forming partnerships among industrial organisations to achieve specific and cleaner production goals. Under the leadership of large companies, small and medium sized manufacturers and suppliers, or upstream firms in the supply chains, will be organised to work together to achieve cleaner production goals common to each other. The seminar was held on Oct. 26 with speakers from the HKSAR Environmental Protection Department, Cathay Pacific Airways Ltd, Carven Circuits Ltd and HAECO sharing their corporate experience.

The Chamber will continue organising activities to help preserve the environment. We would like to ask all members who have experience in managing environmental aspects of their businesses and are willing to work with the Chamber to get in touch with us. Please contact Thinex Shek on 2823 1270, or email thinex@chamber.org.hk.



MTRCO presents its Environment and Business mentoring session to a full house.

嘉賓公司的嘉賓講者在環境與商業指導小型午餐會上致辭，當日座無虛席。

UUNET/HKET business Web site awards winners receive one-year Chamber membership



A total of 168 Web sites in six categories vied for top place in the "UUNET/HKET Business Web Sites of the Year Awards 2000."

Trophies for the eight winners and certificates for the 25 finalists were presented at a celebration luncheon at by the Secretary for Information Technology & Broadcasting Carrie Yau, on Nov. 6. Four of the eight winners were Chamber members and as part of their prize will have their membership renewed for free for one year, while the other four who were not members received a one-year full membership with the Chamber. The top eight winners were:

UUNET / 《香港經濟日報》 香港最佳商業網站比賽得獎公司 獲總商會免費會籍一年

在「UUNET / 《香港經濟日報》2000年香港最佳商業網站比賽」中，共168個網站參賽，分別競逐六個組別的獎項。

頒獎禮暨午餐會於11月6日舉行，資訊科技及廣播局局長尤曾家麗向8家得獎機構和25家入圍公司頒發獎項。8家得獎公司中，4家為總商會會員，它們獲總商會免費續會一年作為獎品之一；其餘4家並非為會員的得獎公司，則獲總商會免費會籍一年。8個得獎網站為：

- ◆ **BEST CORPORATE (Non-financial) WEB SITE** 最佳企業網站 (非金融業)
 - www.house18.com (House18.com Properties Ltd. 十八居地產有限公司) &
 - www.ibm.com/hk (IBM China/Hong Kong Ltd. 國際商業機器中國香港有限公司)
- ◆ **BEST BANKING/FINANCIAL SERVICES WEB SITE** 最佳銀行/金融服務網站
 - www.citibank.com.hk (Citibank N.A. 萬國寶通銀行)
 - Honourable Mention 優異獎
 - www.afi.com (AFI Limited 亞洲財經通)
- ◆ **BEST PUBLIC SECTOR WEB SITE** 最佳公共事業網站
 - www.ets.com.hk (Global e-Business Services Limited 智網電子商貿服務有限公司)
- ◆ **BEST SME WEB SITE** 最佳中小型企業網站
 - www.eSchool-world.com (eSchool Limited)
- ◆ **BEST LEISURE/LIFESTYLE WEB SITE** 最佳時尚生活網站
 - www.comicinema.com (Comi Inifinet Technology Ltd)
- ◆ **MY FAVOURITE WEB SITE** 我喜愛的商業網站
 - www.tvb.com (TVB.com Ltd. 電視廣播有限公司)

企業資源規劃

創新演進， 引領企業邁進資訊時代

曾業輝

香

港製造商必須設法加強本身的競爭力，才能在今天日益全球化的世界經濟及高度技術密集的市場上佔一席位。不論新舊

產品或服務，只要能節省成本、提升質量、縮短輸往市場的時間，便可增強企業在市場上的應變能力。為此，企業需要借助一套極為重要的業務促進工具——全面整合資訊系統。透過這套工具，可使企業內各個功能或業務單位有效地向企業的各个目標邁進。

企業資源規劃系統 — 演進過程

在六十年代，製造業管理系統把焦點放在存貨控制上。當時，大部分套裝軟件（一般是在大型電腦運作的訂製軟件）都是根據傳統的存貨管理概念，為應付存貨上的需要而設計的。

到了七十年代，重點已轉移到物料需求規劃(MRP)系統上。這類管理系統，主要是根據最終產品的總日程規劃，計算各種組件、零件及原料在規劃和採購上的分階段淨需求。

在八十年代，生產資源規劃(MRP-II)嶄露頭角，隨後更獨領風騷。所謂MRP-II，基本上是把MRP的概念延伸至工場及財務管理的層面上。

ERP: The evolution of innovation

By Raymond Tsang

To succeed in today's global economy and highly technology-driven markets, Hong Kong manufacturers must find ways to improve their competitiveness. Reducing costs, improving quality and shortening time to market, for both existing and new products/services, will enhance the capability of an enterprise to be more responsive to market changes. This calls for a very important competitive enabler: an integrated information system that enables individual functions or business units to effectively contribute to the goals of an enterprise.

ERP SYSTEMS – EVOLUTION

The focus of manufacturing systems in the 1960s was on inventory control. During that era, most of the software packages (usually customized and run on mainframes) were designed to handle inventory needs based on traditional inventory concepts.

Then came the 1970s when the focus was shifted to MRP (Material Requirement Planning) systems – which primarily translated the master schedule built for end items into time-phased net requirements for sub-assemblies, components and raw materials planning and procurement.

The 1980s was the time when the concept of MRP-II (Manufacturing Resource Planning) – an extension of MRP to shop floor and financial accounting activities – evolved and began to take the stage.

As technology rapidly advanced, the 1990s stands witness to a development that provides a higher level of integration than MRP-II, and one that acts as an umbrella for a variety of information system applications including distribution resource planning (DRP), logistics, customer service, human resources, project management and more sophisticated financials. As these business aspects typically represent a complete gamut of activities within any business enterprise, the term ERP (Enterprise Resource Planning) was born. In addition to system requirements, ERP addresses technology aspects such as client/server distributed architecture, RDBMS (relational database management systems),

and object oriented programming.

Nowadays, ERP solutions address broad areas within any business from such aspects as manufacturing, distribution, finance, project management, to service, maintenance, and Transportation. A seamless integration of all these business activities is essential to achieve a high degree of visibility and consistency among various business functions across an enterprise.

An ERP system should be sufficiently versatile to support different manufacturing environments. These include make-to-order, make-to-stock, assemble-to-order and engineer-to-order. In addition, an ERP system should be complete enough to support both discrete as well as process manufacturing scenarios. Efficiency of an enterprise depends heavily on quick and accurate flow of information across its complete supply chain – from the customer to manufacturers, and ultimately to suppliers.


However, regardless of how versatile an ERP system may be, it cannot be a full business enabler without an effective means to communicate and facilitate data exchanges with outside sources. To that end, the industry generally has adopted, in the past decade or so, EDI (Electronic Data Interchange) as a main tool of electronic data communications among trading partners of the international community.

'FRONT-TO-BACK OFFICE' – ERP WITH AN E-COMMERCE TOUCH

In most business scenarios these days, companies are not only constantly pushing the edge of the envelope in finding innovative ways to be responsive to market and generate revenues, but also how to keep the existing customers satisfied and thereby creating loyalty. Generally speaking, full customer life-cycle management is essential to attaining customer satisfaction – one of the most important measures of business success these days. Having a superbly efficient back-end ERP system alone would not suffice. To achieve total business enhancement, we need a total business enabler. In other words, we

need a business system that is not just an ERP system, but also an e-commerce enabled mechanism, which can serve as a direct channel to the market. This requires nothing less than full front-to-back office integration, sometimes known as the e-commerce-enabled ERP. This ERP empowers every individual throughout the organization with a common, enterprise-wide view of the customer, while allowing customer to also interact directly with relevant business units based on the same data residing the enterprise's back-end ERP system.

With that in mind, many organizations have now implemented Enterprise Resource Planning (ERP) systems to reduce costs and improve efficiency, they are also heavily focusing on finding ways to improve the critical interactions between them and their customers over one system and via the Internet. Recognizing this need among the enterprises, several leading ERP vendors such as SAP AG, Baan Company, Oracle Corporation, and PeopleSoft are also quick to respond and have attempted to add to their products the Enterprise Relationship Management (ERM) functionality – an e-commerce-enabled capability.

By integrating front-office capabilities into the otherwise backend duties-eccentric ERP systems, customers are empowered to share data from back- and front-office systems in a single common database, gain an integrated view of all their corporate data, and then act on it. (The action or interaction made possible by this between the enterprise and customer could be in a form of online sales or transactions that serve the business interest of the enterprise). In any case, this successful marriage of the front office solution with ERP will create a seamless flow of crucial customer information throughout a company's sales and service units and its business operations, thereby bringing substantial business benefits to the organization as a whole. 

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隨著科技迅速發展，從九十年代開始，生產管理概念不斷演變，時至今日，新興的生產管理模式擁有較MRP-II 更高的整合層次，並涵蓋了一系列資訊系統應用環節，例如分銷資源規劃 (DRP)、物流管理、客戶服務、人力資源管理、項目管理，以及較複雜的財務管理等。由於這些商業環節具體地代表了工商企業的全盤活動，於是企業資源規劃 (ERP) 一詞便應運而生。除了系統需求外，ERP 還解決了客戶機/伺服器分佈系統結構、關係數據庫管理系統 (RDBMS) 及物件導向程式編寫 (Object Oriented Programming) 等一系列技術問題。

時至今日，ERP 已為廣泛的商業活動提供解決方案，包括生產、分銷、財務、項目管理、服務、維修及運輸等。這些商業活動必須緊密結合，才能使企業裡各個業務功能的能見度 (visibility) 和一致性 (consistency) 提高。

一套 ERP 系統應具備多項功能，足以支援各種不同的生產環境，包括接單訂做、接單存貨、接單裝配及接單工程等。此外，一套完善的 ERP 系統亦應支援離散 (discrete) 及順序 (process) 的生產模式。企業的運作效率，主要取決於信息是否快捷準確地流經整條供應鍊，亦即是說，信息由客戶傳給製造商，最終到達供應商的速度的。

不過，無論一套 ERP 系統如何功能卓越，若然欠缺有效的渠道與外界溝通和交換數據，它仍然稱不上一套完備的業務促進工具。為此，業界在過去十多年來一般採用了電子數據交換 (EDI, 香港稱為數據聯通) 系統，作為與國際市場聯繫的電子數據通訊工具。

「前端至後端運作」— 網上電子商貿色彩的 ERP

在今天大部分商業運作中，企業不僅須不斷透過創新，以回應市場需求和增加收益，從而保持自己的領先優勢，也須懂得

如何令現有的客戶感到滿意，繼而產生歸屬感。一般來說，透過全面客戶壽命週期管理，可保持客戶的滿足感，而客戶的滿意程度，是今時今日取得商業成功的最重要元素之一。因此，只擁有一套效率高超的後端 ERP 系統，實在並不足夠。為了全面改善業務，我們需要一套全面的業務促進工具。換言之，企業所需要的，不只是一套 ERP 系統，而是一套建基於電子商貿、跟市場直接連繫的業務促進工具。這套工具有些時候被稱為電子商貿 ERP 系統，它可加強前端至後端的運作整合。此等 ERP 系統可使企業每一個人都以共同的、貫徹整個企業的態度對待客戶，也可讓客戶根據儲存在企業後端 ERP 系統上的各種數據，與企業的相關部門直接溝通。

為了達致以上目標，不少企業已裝設 ERP 系統，以節省成本和提高效率，同時亦致力尋求方法，試圖透過一套系統及互聯網改善機構與客戶之間不可或缺的互動關係。數家主要的 ERP 系統供應商 (包括 SAP AG、Baan Company、Oracle Corp.、People-soft) 鑑於企業在這方面的需要，遂迅速回應，並嘗試在產品中注入建基於電子商貿的企業關係管理 (ERM) 功能。

以後端運作為中心的 ERP 系統與前端運作功能互相結合後，客戶便可透過同一數據庫，分享企業內前端及後端運作系統的訊息，從而獲得所有與企業相關的綜合數據，並據此採取相應行動 (企業與客戶之間據此採取的行動或產生的互動關係，可透過符合企業利益的網上銷售或交易形式進行)。總之，在企業前端運作方案與 ERP 成功結合下，將促進資訊流動，讓重要的客戶資訊可暢通無阻地輸送到企業的營銷和服務部門，以及所屬的業務營運單位，使整個企業獲益。

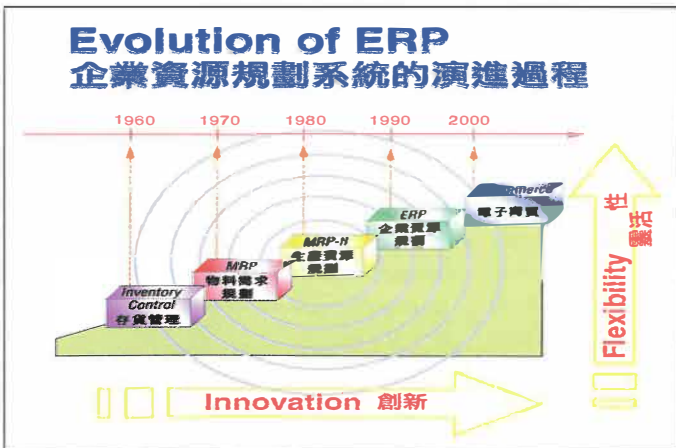
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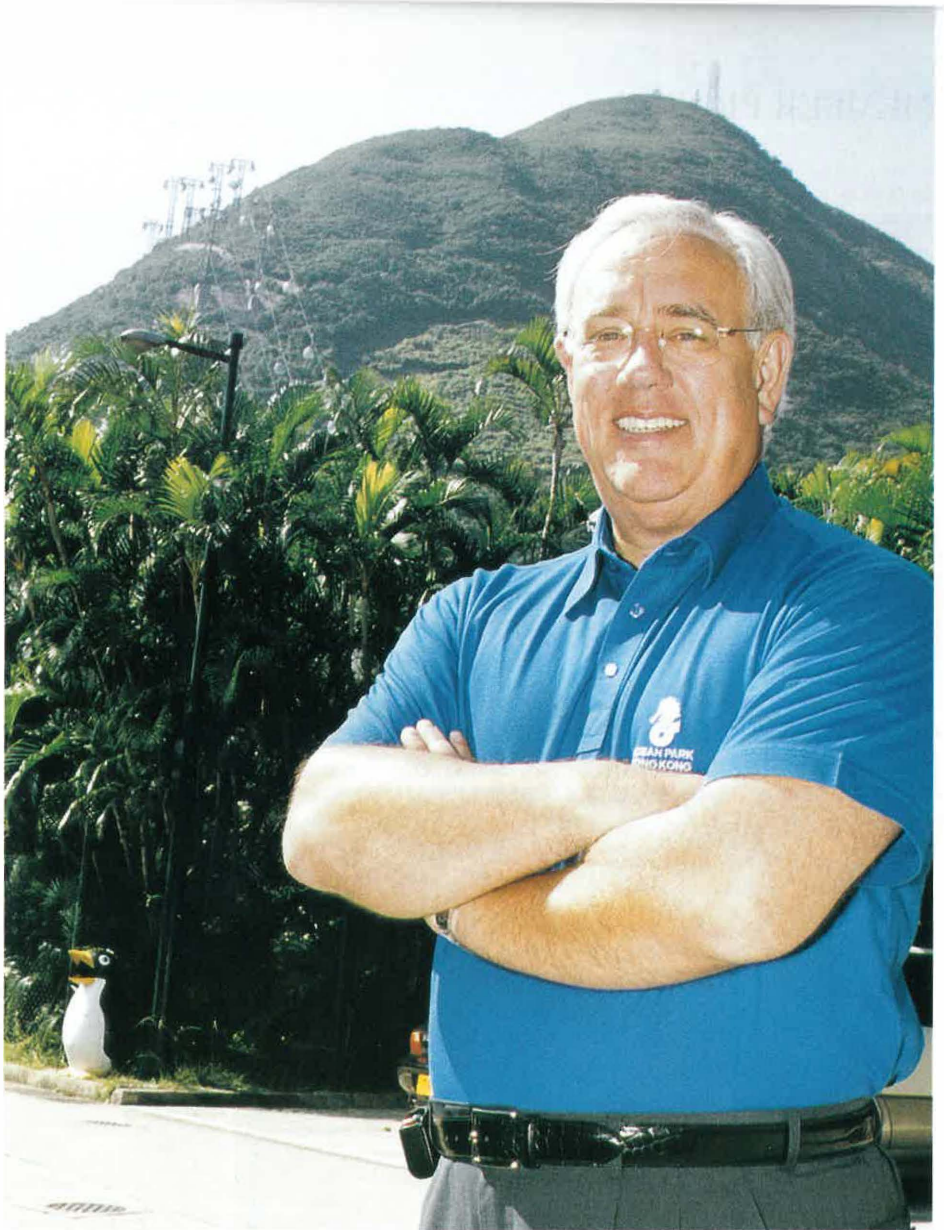
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Ocean Park building for the future

Ocean Park Chief Executive Randolph Guthrie: "In this business, for the local market, you really need a new attraction coming up almost on an annual basis."

海洋公園行政總裁高詩禮表示：「經營這門生意，幾乎需每年為本地市場推出新的景點。」



'Rediscover the adventure of life'

Entertainment and education is the lifeblood of Ocean Park, but for the park's Chief Executive Randolph Guthrie, it is about maintaining a balance that will entertain the entire family, from the youngest to the oldest.

"If this were just what they call a mechanical or iron-ride park, that would be one thing. You do the coasters and the different types of mechanical rides, they are quite easy as long as the maintenance on them is critical," he said. "But with animals, everything from the simplicity of our butterfly house to the complexity of maintaining the marine mammals or pandas, it is quite complex."

Financing such a balance is not easy.

Since the park was officially opened by Sir Murray MacLehose in January 1977, the not-for-profit organisation has managed to enjoy a surplus income for 20 of those years. But the financial crisis of 1997 marked the start of two years of deficit, and Mr Guthrie is also expecting a small deficit for this year.

The park's expenses, relatively low admission fees and the financial crisis, have all contributed to the park's deficit, but being a live animal and marine mammal park and the ongoing expenses associated with that — maintenance, veterinarians, trainers, Ph.D.s, veterinary hospital, education department — are very high.

Rehabilitating old rides and shows, in

addition to adding new ones, has also required considerable capital.

"From 1977 to 1992, HK\$900 million was spent in the park from its formation to attractions. In the past eight years, 120 per cent of that 15-year cost has been put into the park. Over the next five years we will equal that again," Mr Guthrie said.

In 1985, the park's Atoll Reef was rehabilitated, and at the end of this year Pacific Pier, or Wave Cove, inhabited by California sea lions and harbour seals will open.

"We've just opened our Mine Train. We'll have a new thrill ride next May [The Abyss], which is a twin tower, 60-metre free fall in the headlands. In 1999, we had the addition



「重新探索冒險人生」

海洋公園建設明日之路

海洋公園的生命力所在，是娛樂與教育並重，但對於公園的行政總裁高詩禮來說，製作老少咸宜的節目，為全家帶來歡樂，才是公園的目標。

高說：「如海洋公園只是人們說的機動遊戲或過山車遊樂場，那麼，我們所專注的，便只是一件事情而已。您只需建造過山車和不同種類的機動遊戲，做好關鍵的維修工作，事情十分簡單。可是，當園內有了動物，簡單如設置『蝴蝶屋』，複雜如飼養海洋哺乳動物或熊貓，每一件事情都十分複雜。」

事實上，在財政上維持這個機動遊戲與動物兼具的公園，也絕非易事。自1977年1月海洋公園由麥理浩勳爵正式開幕後，這個非牟利機構竟能在往後的二十年獲得盈餘，但在1997年金融危機後，公園便於隨後兩年出現虧損；高詩禮亦預測，公園在本年也將出現輕微虧損。

經費龐大、入場費相對較低和金融危機，全是導致海洋公園出現虧損的原因。由於公園內須飼養動物和海洋哺乳動物，因此，所需的經費極為高昂，像維修、聘請獸醫、培訓員及博士、光顧獸醫診所……教育等，全皆所費不菲。

此外，修復舊有的機動遊戲及表演場館，增添新的設施，都需要龐大的資金。

高表示：「在1977至1992年間，我們在發展公園的設施及景點上，合共用了9億港元。在過去八年，我們所用的資金已是77至92年間十五年內總投資額的120%。在未來五年，發展公園的資金將達過去八年的總和。」

在1985年，海洋公園翻修了海洋館。在本年底，飼養加州海獅及斑海豹的「太平洋海岸」（或稱「海濤館」）亦會開幕。

「我們的『越礦飛車』剛開幕。明年五月，公園亦會在山上增設『極速之旅』

of what is arguably the world's finest panda habitat. In 1997 we added the motion simulator ... We have new things going on all the time. In this business, for the local market, you really need a new attraction coming up almost on an annual basis.”

MORE RIDES, MORE SHOWS, MORE FUN

On July 1 this year, the park raised its admission price for the first time in nine years. The price adjustment was to help re-line the park's coffers and to finance expansion plans. But given that the park ranks in the top-25 theme parks in the world, Mr Guthrie said he feels Ocean Park still offers exceptional value for money.

The misconception that Ocean Park is still run by the Hong Kong Jockey Club and that the club still supports it makes people

high operating costs. In its place by the end of 2003 will be Adventure Bay, a water-related ride theme world built at an estimated cost of HK\$500 million.

The new attraction will include three new water-related rides, which Mr Guthrie says will still be suitable for the whole family, but still give riders a thrill. Surrounding the rides will be new animal exhibits — a combination of out of Africa, sea turtles and penguins — to create an Adventure Bay kind of environment.

BRINGING IN MORE VISITORS

While the park still relies on local visitors for its bread and butter, 40 per cent of its guests are from overseas, 70 per cent of which are mainland tourists. Mr Guthrie says he plans to increase the number of overseas

visitors, especially tourists from South Korea and Taiwan, to help beef up the number of people passing through its turnstiles on weekdays.

“With the expense of operating the park, the expense of acquiring the types of rides that we are purchasing or the attractions and exhibits, we no longer can just rely on Hong Kong people, because that number of people would not support the cost of operation or cost of capital renovations,” he said.

“We will have moderate but necessary price increases as we continue to add more and more attractions to the park. Certainly, I don't think we will reach the levels Disney has proposed, which is around HK\$300 today. We must earn the money, but our price structure for what we offer is among the lowest.”

When Disney opens, Mr Guthrie said he expects substantially more families will visit Hong Kong, and the ongoing redevelopment at the park will give Hong Kong two world-class theme parks for families to visit.

“Over these four to five years, we are going to work very hard at improving the park. Adventure Bay is part of that effort,” he said.

機動遊戲，該設施讓遊人從六十公尺高的雙塔急速墮下，驚險刺激。在1999年，我們開設了也許是世界上最佳的熊貓園；在1997，我們增設了『超動感影院』……我們經常呈獻新猷。經營這門生意，幾乎需每年為本地市場推出新的景點。」

遊戲表演更創新 精彩刺激樂繽紛

本年7月1日，海洋公園在九年來首次增加入場費，此舉旨在改善公園的財政情況和資助各項發展大計。高詩禮認為，海洋公園已躋身於全球最佳二十五個主題公園之列，現時的票價應是物超所值的。

由於人們誤以為海洋公園仍是由香港賽馬會經營和資助，因此不願在門票上付出多一點。不過，高詩禮指出，海洋公園自1987年起已不再附屬於賽馬會，雖然該會仍會為特別的展覽項目提供重要資助，但公園仍須為半數的維修費籌謀。

他說：「公園必須完全自負盈虧。如想繼續經營下去，我們有必要調整入場費，但原則是票價必須物有所值。」

海洋公園鑑於面積達兩公頃的水上樂園只能在假日吸引遊人，且營運成本高昂，所以於去年十月把它關閉，並計劃於2003年底在原址興建「海洋奇觀」。這是一個以水上活動為主題的遊樂設施，預計興建費用為5億港元。

高詩禮指出，在「海洋奇觀」內，將興建三座全新的水上機動遊戲設施，這些設施能帶給旅客驚險刺激的經歷，適合全家玩樂。機動設施周圍是新設的動物展覽場地，場內有非洲的海龜，也有企鵝，它們能為「海洋奇觀」營造逼真的海洋環境。

吸引旅客

雖然海洋公園仍然依賴本地訪客為主要收入來源，但遊覽公園的旅客中，四成來自外地，當中七成是內地旅客。高詩禮表示，公園計劃吸引更多外地旅客，尤其是南韓及台灣旅客，以增加平日的旅客人數。

他說：「公園的營運開支龐大，而且也需撥資購置機動遊戲、建設景點和展覽場館，因此，我們不能單是依賴香港旅客，皆因本地旅客人數有限，不足以支持所需的營運成本或支付修建設施的費用。」

「當園內不斷增加設施時，我們便有需要溫和地調整入場費。當然，我們的收費不會跟迪士尼樂園所建議的300港元看齊，但我們必須賺取收入。相較於外地擁有同等設施的公園，這樣的收費已屬最低之列。」

當迪士尼樂園開幕後，高詩禮估計會吸引相當數目的家庭訪港，屆時，不斷發展的海洋公園與迪士尼樂園將成為香港兩個世界級的主題公園，吸引更多旅客。

高說：「在未來四、五年，我們將致力改善公園設施，建設『海洋奇觀』便是發展計劃之一。」



The Mine Train is the latest attraction to open at the park. 「越礦飛車」是海洋公園的最新玩樂設施。

balk at paying more money. But Mr Guthrie said that while the Jockey Club has provided some very substantial help on specific exhibits since it ceased being a subsidiary of the club in 1987, the park still had to pay for half of the attractions and pays for ongoing maintenance costs.

“This park must be totally self-sustaining. If we want to continue to do the type of things we are doing, we are going to have to make some adjustments on admission, but we must make the park worth the price,” he said.

Last October, the park closed Waterworld, because the 2-hectare attraction had a short life span in the holidays and very

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Small & Medium Enterprises

Mr K K YEUNG

Taxation

Mr Kaushal TIKKU

HK Coalition of Service Industries

Executive Committee

Mr Stanley KO

Financial Services

Mr David RUAN

Information Services

Mr Tony AU

Professional Services

Mr Ian ROBINSON

Real Estate Services

Mr Nicholas BROOKE

Tourism

Mr James LU

CHINA

Jiang Houxi, chairman, Guangzhou CCPIT, briefed attendees of the Oct. 27 Guangzhou Chinese Medicine Projects meeting on the developments of the Chinese medicine industry in Guangzhou and introduced the forthcoming "2000 Guangzhou International Medical Science and Herbal Medicine Exhibition."

Di Fuping, manager, 1st Business Department of China International Intellectech Corporation, shared with members the company's experience in providing human resources services to foreign enterprises employing Chinese staff in China at the Chamber's Nov. 18 roundtable luncheon.

ASIA/AFRICA

Dr Lee Nam-kee, chairman of the Fair Trade Commission of Korea, and Park Yong-sung, president of the Korea Chamber of Commerce and Industry, explained at the Chamber's Oct. 23 seminar current business opportunities in Korea. Sponsored by the Korea Consulate General, the seminar was entitled, "Korea's Economy: Reform & the Vision for the Future – Focused on Corporate Restructuring Reform."

AMERICAS

The Americas, Asia/Africa and Europe committees hosted an enjoyable evening boat trip and a big seafood dinner on Lamma Island on Oct. 27. Guests included Consul General of the Republic of Hungary Laszlo Vizi and Consul (Commercial Affairs) of the Consulate General of Poland Romuald Morawski.



Richard Kahler, chairman, American Chamber of Commerce, was invited to share his views on the latest developments of the U.S. Presidential Elections at the Chamber's Nov. 14 roundtable luncheon. Members showed keen interest in the discussion although the outcome of the election was still unknown.

Heraldo Munoz

vice minister of the Chilean Ministry of Foreign Affairs, led a high-level delegation to the Chamber on Oct. 20, where they were welcomed by Christopher Cheng, deputy chairman of the Chamber. One highlight of the meeting was the government's proposal to develop Hong Kong into a wine hub. The issue of wine tariffs was discussed with strong interest from the delegates as Chile is one of the world's major wine exporters.



Chamber
總商會

EUROPE

Romuald Morawski, consul (Commercial Affairs) Consulate General of Poland, and Jacek Piwowarozzyk, assistant commercial consul, briefed members on different aspects of the Polish economy and the investment incentives provided by the Polish Government at the Chamber's Oct. 17 roundtable luncheon entitled, "Why Poland – Trade, Economy, Investment and Tourism."



Consul General of The Netherlands Jochum Haakma spoke at the Chamber's Oct. 25 roundtable luncheon on "Focus of Dutch Business in Hong Kong." At the Europe Committee meeting prior to the talk, members discussed a proposed mission to Eastern Europe in 2001.

Rodrigo Rato, vice president of the Government of Spain and Minister of Economy, hosted a luncheon on Nov. 14. C C Tung, chairman of the Chamber, was given the honor to share the presidential table at the luncheon. Mr Rato briefed

attendees on the economic developments in Spain and expressed his will to foster a closer business relationship between Spain and Hong Kong.

PBEC

Pacific Basin Economic Council Mid-term Meeting was held from Nov. 10-12 in Singapore. David Eldon, chairman of PBEC Hong Kong, Dr Helmut Sohmen, PBEC chairman emeritus and Dr Eden Woon, director general of PBEC Hong Kong, were among the delegates representing Hong Kong. The meeting brought together the organization's inner circle to discuss and issue policy recommendations, to participate in working committee meetings on areas ranging from electronic commerce to transparency, and to chart the future direction of PBEC.

鮮晚宴。參與嘉賓包括匈牙利駐港領事維齊及波蘭駐港領事館香港及澳門領事(商務)莫立奇。

香港美國商會主席凱勤應邀出席11月14日舉辦的小型午餐會，發表他對美國總統大選最新形勢的意見。雖然選舉結果尚未公布，會員討論氣氛非常熱烈。



智利外交事務部副外長穆尼奧斯率領高層代表團於10月20日訪問本會，獲本會常務副主席鄭維志接待。政府發展香港為葡萄酒中心的建議成為會議討論的重點。由於智利是全球最大的葡萄酒出口地之一，因此，代表團對酒品關稅的問題特感興趣。

歐洲

波蘭駐港領事館香港及澳門領事(商務)莫立奇及助理商務領事員也錫出席10月17日的小型午餐會，該午餐會題為「為何在波蘭？貿易、經濟、投資和旅遊面面觀」，莫在會上向會員簡介波蘭各方面的經濟狀況和政府提供的投資優惠。

荷蘭總領事館夏旭衡總領事於10月25日在「荷蘭商務在香港的發展重點」小型午餐會上發表演說。在此之前，歐洲委員會召開會議，商討擬於2001年舉辦東歐考察團。

西班牙第二副總理兼財經部長拉鐸於11月14日主持午餐會，本會主席董建成獲邀與副總統同席。拉鐸向與會者簡介西班牙的經濟發展，並期望促進與香港的商務合作關係。

太平洋地區經濟理事會

太平洋地區經濟理事會中期會議於11月10日至12日在新加坡召開。香港代表團成員包括太平洋地區經濟理事會中國香港委員會主席艾爾敦、太平洋地區經濟理事會主席蘇海文博士和太平洋地區經濟理事會中國香港委員會總幹事翁以登博士。在會議中，核心成員雲集一起，共同商議及訂立政策建議，並參與有關電子商貿及商賈透明度等多個工作委員會會議，亦制定未來的發展方針。

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

亞洲及非洲委員會
戴諾詩

中國委員會
許漢忠

總商會海外講者團
施文信

e-委員會
鄭韓菊芳

經濟政策委員會

梁兆基

環境委員會
彭占士

歐洲委員會
萬大衛

香港特許經營權協會
錢樹楷

香港—台北經貿合作委員會
蔣麗莉博士

人力資源委員會
龍家麟

工業及科技委員會
蔣麗莉博士

法律委員會
顧歷謙

會員關係委員會
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
羅理興

中小企業委員會
楊國琦

稅務委員會
丁嘉善

香港服務業聯盟
執行委員會

高鑑泉

金融服務委員會
阮清旗

資訊服務委員會
區煒洪

專業服務委員會
羅實信

地產服務委員會
蒲祿祺

旅遊委員會
呂尚懷

in Action 活動

中國

貿促會廣州分會會長蔣厚錫於10月27日舉行的廣州中醫藥會議上，向與會者簡介廣州中醫藥業的發展概況，並介紹快將舉行的「2000年廣州國際中醫藥現代化展覽會」。

中國國際技術智力合作公司第一外企業務部經理狄阜平出席本會11月18日的小型午餐會，講述為那些在內地聘請僱員的外資企業提供人力資源服務的經驗。

亞洲/非洲

韓國公平貿易委員會主席和韓國工商總會總裁於10月23日的研討會上講解韓國目前的商機。研討會題為「韓國經濟：未來改革和展望——企業重組改革」，由韓國駐港領事館贊助。



美洲

美洲、亞洲/非洲和歐洲委員會於10月27日晚上舉行船上晚會，並在南丫島上設海

Chamber welcomes mainland officials

歡迎內地官員到訪

Several high-level officials from the PRC called on the Chamber recently. Ministry of Foreign Trade & Economic Cooperation Senior Vice Minister Sun Zhenyu (Photo A, 3rd from left) updated members on China's WTO accession and the development of the western region at a private breakfast meeting on Oct. 17.

On Oct. 24, Dalian Mayor Bo Xilai (Photo B) briefed members on the investment environment and policies in Dalian.

Chamber Chairman C C Tung received Beijing Mayor Liu Qi (Photo C, right) who was accompanied by Vice Mayors Lin Junmin (left) and Zhang Mao, on Nov. 3 to exchange views on further cooperation between Hong Kong and Beijing.

On Nov. 7 Deputy Chairman Christopher Cheng met China Council for the Promotion of International Trade Chairman Yu Xiaosong (Photo D, left).



中央政府期望能吸引更多外資，促進中國西部的發展。為此，總商會與中國國際貿易促進委員會合辦「利用外資參與內地中西部開發」研討班，研討班於9月18至22日在總商會演講廳舉行。

研討會旨在向參加者介紹國際資本市場的運作和建立企業形象的知識，以幫助他們與國內和全球的市場競爭。逾70位國有企業高層管理人員參加研討

會，他們分別來自內地中、西部17個省市，從事不同行業。

九位在香港從事投資、電子商貿、創業投資、法律、證券、市務等行業的專業人士擔任是次研討會的演講嘉賓，他們透過一系列演說，與參加者分享專業意見。會後，參加者均表示，研討會使他們對如何利用外資發展公司的業務取得了寶貴和嶄新的知識。



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Business news in brief

商業新聞簡報

MANPOWER PROJECTIONS TO 2005

Hong Kong's manpower requirements will grow from 2.9 million in 1999 to 3.33 million in 2005, a recent survey predicts. This represents an annual growth rate of 2.4 per cent or an increase of some 433,000 jobs in absolute terms. During the same period, manpower supply is projected to grow from 3.11 million in 1999 to 3.38 million in 2005.

The survey showed manpower requirements in the financing, insurance, real estate and business services sector is projected to grow at an annual average of 5.6 per cent, followed by transport, storage and communications at 3.8 per cent, construction at 2.6 per cent, community, social and personal services at 2 per cent, and the wholesale, retail and import/export trades, restaurants and hotels at 1.7 per cent. In contrast, manpower requirements of the local manufacturing sector is projected to shrink by an average annual rate of 3.8 per cent over the same period.

ITF STARTS TO SOLICIT PROJECTS

The Innovation and Technology Fund (ITF) is soliciting projects with themes on electronic commerce using the Internet and secure Internet communications over a wireless network. Local companies,

professional bodies, industry support organisations, trade and industry associations, universities and research institutes are invited to apply for a share of the HK\$5 billion fund. Application details are available at www.itf.gov.hk and www.info.gov.hk/itc/itf.

RETAIL SALES FOR SEPT. UP 5%

The value of retail sales in September, estimated at HK\$15 billion, increased by 5 per cent over September 1999. Sales of wearing apparel registered the largest increase at 39 per cent. This was followed by footwear, allied products and other clothing accessories (31 per cent in volume); other consumer durable goods (20 per cent); furniture and fixtures (12 per cent); motor vehicles and parts (12 per cent); fuels (11 per cent); miscellaneous consumer goods (3 per cent); commodities in department stores (2 per cent); and jewellery, watches and clocks, and valuable gifts (1 per cent).

DUTIABLE COMMODITIES ORDINANCE FEES TO BE REVISED

The government announced that fees for licences and services under the Dutiable Commodities Ordinance will be revised, effective December 22, 2000. The fees to be

revised include charges for manufacturing licences or storage licences of dutiable commodities, fees charged for bonded warehouse supervision, and fees of other certificates or licences relating to dutiable commodities.

CZECH REPUBLIC VISA FEES WAIVED

Vice-Premier for Economic Policy of the Czech Republic Pavel Mertlik announced at the Chamber's Nov. 20 luncheon that effective Nov. 21 the Government of the Czech Republic would waive visa fees for HKSAR passport, HK Certificate of Identity, and HK Document of Identity holders for stays of up to 90 days.

Previously, the Czech Republic charged HK\$120 for single-entry and HK\$300 for multiple-entry visas. The vice-premier also confirmed that simplified visa application procedures were applicable to HKSAR passport holders who generally are not required to produce any supporting documents upon visa application. Processing time for issue of a visa does not normally exceed five working days. **B**

More details on these and other stories can be found on the Chamber's Web site, www.chamber.org.hk, on the Information pages.

香港直至2005年的人力資源需求

最近一項研究預測，香港人力需求將由1999年290萬增加至2005年的333萬，每年的增長率為2.4%，按絕對數值計算，即增加約43.3萬個職位。在同一時期，本地人力供應預計會由1999年的311萬增加至2005年的338萬。

研究顯示，金融、保險、地產及商用服務業的人力需求平均每年增長5.6%；其次是運輸、倉庫及通訊業，平均每年增長3.8%；建造業為2.6%；社區、社會及個人服務業為2%；批發、零售、進出口貿易、飲食及酒店業則為1.7%。另一方面，本地製造業在同一時期的人力需求將會持續縮減，平均每年減幅為3.8%。

創新及科技基金首次徵求目標項目

創新及科技基金現正徵求以下主題的資助項目：互聯網上的電子商貿及通過無線網絡作互聯網保密通訊。歡迎本地註冊公司、專業團體、產業支援組織、商會、大學及研究機構申請，基金

的資助總額達50億元。申請詳情可於該基金的網址 (www.itf.gov.hk 或 www.info.gov.hk/itc/itf) 下載。

九月份的零售業銷貨額上升5%

九月的零售業總銷貨價值估計為150億元，較1999年同月上升5%。服裝的銷售錄得最大的升幅，以銷售數量計，上升了39%。其次升幅較大的包括鞋類、有關製品及其他衣物配件（零售量上升31%）、其他耐用消費品（20%）、傢具及固定裝置（12%）、汽車及汽車零件（12%）、燃料（11%）、雜項消費品（3%）、百貨公司貨品（2%）和珠寶首飾、鐘錶及名貴禮品（1%）。

政府將修訂《應課稅品條例》各項收費

政府宣布修訂《應課稅品條例》下的牌照及服務收費。新收費將會在2000年12月22日生

效。將會調整的收費項目包括應課稅品生產或貯存牌照費用、管理保稅倉收費及部份關於應課稅品牌照及證書的收費。

捷克免除入境簽證費

捷克共和國副總理兼財政部長梅爾特利克在本會11月20日的午餐會上宣布，由11月21日起，捷克政府將免除香港特區護照、香港身分證及香港簽證身分書持有人九十天短暫逗留的簽證費用。

以往，單次入境簽證費為120港元，而多次入境簽證費則為300港元。梅爾特利克亦表明，持香港特區護照者申請入境，可簡化簽證手續，申請人一般毋須出示證明文件，而處理簽證申請的時間一般亦不會超過五個工作天。 **B**

有關詳情和其他新聞見於總商會網站 www.chamber.org.hk 的「商貿資訊」網頁。

Welcome new members

1 Trend Net Ltd 萬全網絡(集團)有限公司
Ms Ann Lai-wan Chiang 蔣麗芸小姐
Vice Chairman
Services

Adecco Personnel Ltd
Ms Susanna Tsang
Country Manager – Hong Kong & South China
Services

Advance Jewel International Co Ltd
寶峻珠寶有限公司
Mr Scharzenberger Marcus
Station Manager
Trading

Advantage Mortgage Services Ltd
惠澤按揭服務有限公司
Mr Ivan Kwong-woon Ko 高廣垣先生
Chief Executive Officer
Services

Anson Fine Jewellery Ltd
安信珠寶有限公司
Mr Ritus Kwok-ko Lee 李國高先生
Manufacturing

Apex Manufacturing Co Ltd
顯昌製造廠有限公司
Mr Lung-shing Fok 霍龍盛先生
Company Secretary
Manufacturing

Ariba (China) Ltd
Mr Brian Kan-hing Chan 陳根興先生
Managing Director – Greater China
Services

Asia Law & Practice O/B Euromoney Publications (Jersey) Ltd
Mr Patrick M Dransfield 田明道先生
Managing Director
Services

Asian Wall Street Journal, The
Mr Urban C Lehner
Publisher and Executive Editor
Services

BII Finance Co Ltd 印尼國際財務有限公司
Ms Juanna Chui-ting Lai 黎翠婷小姐
Managing Director
Services

Bour Investment Ltd 波雅置業有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Brio Jewellery Co Ltd 意豪有限公司
Mr Siu-chuen Cheng 鄭兆銓先生
Managing Director
Trading

Business Infrastructure Technology Ltd
基建科技有限公司
Mr Victor Wai-hung Wu 鄺偉雄先生
Director
Services

BusyTrade.com Ltd 萬國商業網有限公司
Mr Jason Wai-on Wan 尹維安先生
CEO 行政總裁
Services

Caben Ltd 家寶(智高)有限公司
Mr Fabrizio Goldoni 高富民先生
General Manager
Trading

Camleigh Investment Ltd
Mr John Ying-chee Yip 葉盈枝先生
Services

Capital Way Investment Ltd
享潤投資有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Chateau Consultants Co Ltd
卓軒顧問有限公司
Mr Arthur Yu-man Tsang 曾宇民先生
Chief Executive Officer
Trading, Services

Cherry Garments Co Ltd
綺麗服裝有限公司
Mr Zhong-hua Yang 楊中華先生
General Manager 總經理
Trading

Cheung Hing Electronic & Electrical Engineering Co Ltd
祥興電子電器工程有限公司
Mr Chi-kwong Yim 嚴志光先生
Assistant Manager
Services

Chinacore Industrial Ltd
中確實業有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Choiform Ltd 財峯有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Concord Continental Ltd 康萃有限公司
Ms Florice Yin-fan Lee 李燕芬小姐
General Manager
Trading

Daka Development Ltd 特嘉發展有限公司
Mr Pat Mah 馬仕賢先生
Chairman
Manufacturing, Trading

Dearson Winyard International (Hong Kong) Ltd
Mr Simon Morris
Regional Manager
Services

Deland Investment Ltd 地隆置業有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Diane Wilcoxson & Associates Ltd
修德能專業顧問有限公司
Ms Diane Wilcoxson
Senior Partner
Services

Digital View Ltd 數碼科技有限公司
Mr James Henry
CEO
Distribution, Manufacturing, Trading, Services

ecEASY.net Ltd
Ms Elizabeth Quat 葛珮帆小姐
General Manager
Services

Empress Fine Jewellery Watch Factory
帝后首飾錶廠
Mr Edgar Cheuk-kwan Wan 溫焯鈞先生
Manager
Manufacturing

Fair Consultants Co 輝煌顧問有限公司
Mr Lewis Kim-fai Lam 林劍輝先生
Proprietor
Services

Fairbairn Catley Low & Kong
范紀羅江律師事務所
Mr Churk-hoi Kong 江焯開先生
Senior Partner
Services

Faith Ltd 新福有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Fidelio Software Ltd
富達(酒店業)電腦軟件
Mr Martin Petersen
Managing Director
Services

Fullmax Industrial Co 富寬實業公司
Mr Kwok-wah Wong 黃國華先生
General Manager
Manufacturing, Trading

Grose International Ltd
Mr Terry Grose
Managing Director
Services

Guangdong Telecommunications Co Ltd
粵海通訊有限公司
Ms Ling Li 李玲小姐
Director & General Manager 董事總經理
Trading, Services

Henry H C Wong & Co 黃浩翔律師行
Mr Henry Ho-cheong Wong 黃浩翔先生
Senior Partner
Services

High Den Enterprises Ltd
Mr Hon-sing Chum 覃漢昇先生
Director
Trading

Hong Kong Chuang Fu International Investment Ltd
香港昌富國際投資有限公司
Mr Qiang Lian 連強先生
Director
Services

Hong Kong Osseointegration Implant Centre Ltd
香港植齒中心有限公司
Mr Kwok-fai Chow 周國輝先生
Clinic Manager
Services

加入商會 盡享權益

Hong Kong's Tender Ltd
香港投標有限公司
Mr Haim Dvir
Managing Director
Services

IDG World Expo (Asia) Ltd
世展博覽(亞洲)有限公司
Ms Valerie So 蘇鈺興小姐
General Manager
Services

Industry to Industry Ltd
Mr Chito Jovellanos 何智圖先生
Managing Director
Services

Inlooktech.com Ltd
Mr Sherman Chui 徐錫文先生
Chief Executive Officer
Trading

Inner Mongolia Hing Yuen (HK) Co Ltd
內蒙古興源(香港)有限公司
Mr Xingzhu Liu 劉興柱先生
董事總經理
Investment Company, Trading

Interactive Development (HK) Co Ltd
全動發展(香港)有限公司
Mr Ming-yiu Cheng 鄭明耀先生
Chairman
Services

Iona Technologies China Ltd
安中科技有限公司
Mr Stanley Suen 孫玉堂先生
Managing Director
Manufacturing

Item Industries Ltd 雅登實業有限公司
Mr Robert Sherriff 施偉賦先生
Managing Director
Manufacturing, Trading

K P Lam & Co 林健培律師行
Mr Kin-pui Lam 林健培先生
Services

Kanei Fashion Ltd 金井時裝有限公司
Ms Mei-ling Kuk 谷美玲小姐
Manager
Distribution

Mitex (Holdings) Ltd 美德投資有限公司
Mr Alfred Lin 林宜亮先生
Director
Investment Company

On Line Jewellery Manufacturer Co Ltd
安賴珠寶金行有限公司
Mr Jeffrey Chi-ming Wong 王志明先生
Director
Manufacturing

Oriental First Jewelry Manufacturer Ltd
東方首飾廠有限公司
Mr Shing-chi Chu 朱成枝先生
Director
Trading

Orthodontic Center Ltd, The
牙齒矯正中心有限公司
Dr Paul Yun-wah Lau 劉潤華醫生
Director
Services

Prestige International Services Group Co Ltd
香港義利實業集團有限公司
Mr Xiaobin Liu 劉曉彬先生
Manufacturing, Trading

Proactive Technology Ltd
寶訊科技有限公司
Mr Vincent Chi-hin Tsang 曾志謙先生
Chairman & CEO
Services

Profiles of HongKong Ltd
培泛(香港)有限公司
Mr Kheak Kwan Lim
Services

Props & Merit IT Consultant Ltd
栢裕資訊顧問有限公司
Mr Victor Wai-hong Wong 黃維康先生
Managing Director
Services

Quentin Investment Ltd 貫天置業有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Schneider Equipment Ltd
聖大德機械有限公司
Mr Alexander Eng-siong So 蘇榮祥先生
General Manager
Trading

Shine Foundation Ltd 澤創有限公司
Mr Mou-wing Ngai 魏懋榮先生
Director
Trading

Standard (Chan's) Corp Ltd
標準陳氏集團有限公司
Ms Yee-man Chan 陳綺嫻小姐
General Manager
Manufacturing

Swallow Enterprises Co Ltd
維燕企業有限公司
Mr Harry Wai-hung Hui 許維雄先生
Managing Director
Trading

Sweet & Maxwell Asia
Ms Katherina Chan 陳嘉真小姐
General Manager
Services

TTT (HK) Ltd 三通旅運(香港)有限公司
Mr Wai-hung Liu 廖偉雄先生
General Manager
Services

Tinlik International Finance Investments Holdings Co Ltd
天厲國際金融投資集團有限公司
Mr Guoqing He 何國強先生
Director
Investment Company

Tompadad Industrial Ltd
多百達實業有限公司
Mr Billy Chi-keung Dick 狄志強先生
Director
Manufacturing, Trading

Top Result Promotion Ltd 通成推廣有限公司
Mr Ling Kam 金嶺先生
Chief Executive
Services

TradeCard Asia/Pacific Ltd
亞太貿易卡有限公司
Ms Marion Faerber
Director of Marketing
Services

Trims Overseas Ltd
Ms Rathi Nandakumar
Managing Director
Trading

Unigraphics Solutions (HK) Ltd
Mr John Mazzola
Manufacturing

United Transportation (HK) Ltd
聯華航運(香港)有限公司
Mr Edward Tak-keung Yau 游德強先生
President
Services

Valuecommerce (HK) Ltd
Mr Kishor Sujamani 蘇健利先生
Managing Director
Services

Webunion Media Ltd
網盟國際傳播有限公司
Mr Godfrey Fei Ko 高輝先生
Founder & Director
Services

Wichita Investment Ltd 年加發展有限公司
Mr John Ying-chee Yip 葉盈枝先生
Company Secretary
Services

Valley Holdings Ltd
惠益集團有限公司
Mr James Y K Lam 林應堅先生
General Manager
Trading

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 Lily Chiang (4th from right), chairwoman of the Hong Kong-Taipei Business Cooperation Committee, on Nov. 7 hosted a luncheon for the delegation of the Chinese National Association of Industry & Commerce from Taiwan, which was led by Alfred Chen (6th from right).
香港—台北經貿合作委員會主席蔣麗莉博士（右四）於11月7日主持午餐會，宴請由陳飛龍（右六）率領的台灣工商協進會代表團。

Eye Spy

活動花絮



▲ Members of the Americas, Asia/Africa and Europe committees' evening boat trip to Lamma Island on Oct. 27 tuck into a sumptuous seafood dinner.
美洲、亞洲、非洲和歐洲委員會於10月27日晚上舉行船上晚會，並在南丫島上品嚐豐富的海鮮晚宴。



◀ Members of the Chamber's Oct. 18-22 mission to Chongqing and Sichuan in an audience with Sichuan Deputy Governor Li Dachang. 本會會員於10月18至22日往重慶及四川考察，其間拜會了四川省副省長李達昌。

Venture capitalists meet the press 創業資本家與記者暢談

Delegates of the "Venture Capital Partnership in the New Economy" conference on Oct. 26, jointly organised by the Chamber and the HKVCA, fielded questions from the media. 「創業投資新經濟」會議的代表回答記者問題。該會議由本會與香港創業投資協會合辦，於10月26日舉行。

▶ Hong Kong Venture Capital Association Chairman Richard Roque.
香港創業投資協會主席羅禮全



▲ Marc Staal, chief executive officer, ABN AMRO Asia Capital Investment.
荷蘭亞洲投資行政總裁麥思達



▲ Jean Eric Salata, managing partner, Baring Private Equity Partners (HK).
霸菱投資（香港）董事總經理——合夥人莊奕誠



▲ Varun Bery, managing director, Telecom Venture Group.
Telecom Venture Group 董事總經理柏禮嘉

CHAMBER

FORECAST

CHINA CALENDAR

14-15 February, 2001
China Committee Beijing
Delegation
中國委員會北京訪問團

UPCOMING EVENTS

2001

- 9 January**
1st e-workshop: "How to get started with e-commerce" — An overview (Cantonese)
- 10 January**
Seminar: "Effective Performance Management" (Cantonese)
- 11 January**
Seminar: "How to Provide Excellent Customer Services" (Cantonese)
- 11 January**
Luncheon with Mrs Selina Chow, Chairman of Hong Kong Tourist Association (English)
- 12 January**
Seminar: "Empowering Your Presentation Skills" (English)
- 12 January**
Seminar "Investing in Italy" (English)
- 13 January**
Heart Health at Work - Health Check and Educational Talk (Cantonese)
- 13 February**
Seminar: "Developing Supervisory Skills for Tomorrow's Managers" (Cantonese)
培訓課程: "如何培養有效之溝通管理技巧"
- 14 February**
Seminar: "Professional Selling Techniques for Sales Teams" (Cantonese)
培訓課程: "專業銷售技巧"
- 16 February**
Year 2001 HKGCC Spring Dinner
2001 年度香港總商會春茗聯歡
- 16 February**
Joint Seminar with ITSD: "What's New on E-Commerce?" (Cantonese)
- 17 February**
Heart Health at Work - Health Check and Educational Talk (Cantonese)
- 20 February**
Seminar: "Professional Telephone Skills" (Cantonese)
培訓課程: "專業電話應對技巧"

OUTBOUND MISSION

March
Chamber-TDC joint mission to Myanmar

COMMITTEE MEETINGS

16 January
General Committee Meeting
Regular committee meetings open to respective committee members only, unless otherwise specified

MARK YOUR DIARY

14-15 February, 2001
China Committee Beijing Delegation
中國委員會北京訪問團

16 February, 2001
Year 2001 HKGCC Spring Dinner
春茗聯歡

6-10 April, 2001
International General Meeting of the Pacific Basin Economic Council (PBEC), Tokyo, Japan

20 April, 2001
140th Anniversary Ball

*Merry Christmas and Happy New Year
to All Chamber Members*

祝會員聖誕快樂，新春愉快

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- Remarks: (1) **Investment involves risk. Please refer to the Principal Brochure for further details.**
(2) All terms and conditions, except those applicable to the Superb Waiver promotion, as stated in the Principal Brochure remain unchanged.
(3) 'Annual fees' include trustee fee, custodian fee, administration fee and management fee.

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