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# THE Bulletin

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HONG KONG GENERAL CHAMBER OF COMMERCE MAGAZINE

香港總商會月刊

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Chamber

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# COPING WITH RECESSION

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# The Future in Information Technology?

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## 資訊科技新路向

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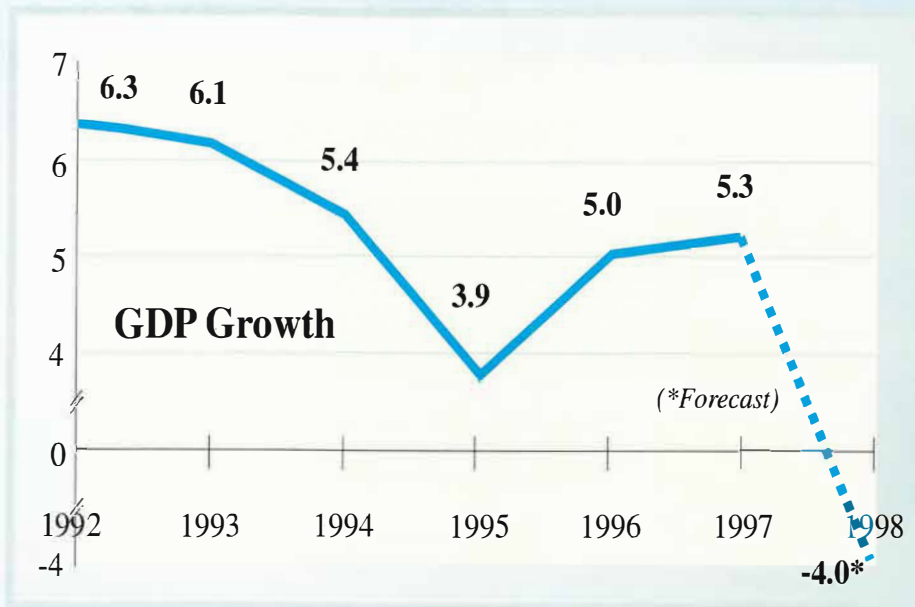
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**EDITORIAL**

# Right tone needed in Policy Address 1998



Peter Sutch, Chamber Chairman.

On Wednesday, October 7, Mr Tung Chee Hwa will deliver his second Policy Address as Chief Executive of the Hong Kong Special Administrative Region of the People's Republic of China. It will be his first Policy Address to the First SAR Legislative Council, his address last year being delivered to the provisional legislative body. It will, therefore, have an historical significance almost equivalent to his inaugural address. It will also have a more critical audience, both inside and outside the legislature.

One reason for this is the change in the nature and composition of the Legislative Council following the May 24 elections this year. But a far more important reason is the fact that the present state, and immediate outlook, for the SAR economy has changed so dramatically in less than a year. When the Chief Executive delivered his last Policy Address to the Provisional Legislative Council the Hong Kong economy was still riding high. Although the East Asian financial crisis had begun in Thailand in July, it left the SAR relatively unscathed until the final days of October.

Mr Tung's first Policy Address was, therefore, delivered when the local economy was still in a very healthy state. When he stood in the Legislative Council on October 8 last year, the Hang Seng stock market index was still above 14,800 points, 1,800 points down on its all-time high in early August, but still strong. Property prices in the SAR had come down from their heights of mid-year, but not dramatically so. Economic growth was still running at better than a five per cent annual rate and unemployment was at an acceptable 2.5 per cent of the workforce. The Government's own finances were in an extremely healthy state, with buoyant land premium and stamp duty revenue setting the Budget on course for a record surplus. Although tourism numbers were already well down, the SAR was still basking in the glory of a successful and smooth transition to Mainland sovereignty.

A year later all that has changed, with the belated onset of the East Asian financial crisis taking its toll on the SAR economy. Local interest rates have risen. The Hang Seng stock index is now trading below 8,000 points – less than half its peak level of last year. The property market has dropped by up to 50 per cent, depending on the market sector. Economic growth has turned negative, with the economy shrinking by about four per cent in the first half of this year and unemployment has risen to 4.5 per cent. The Government's Budget is now expected to produce a deficit of more than \$20 billion.

In these circumstances, the business community of the Hong Kong SAR and the community-at-large will be looking to the Chief Executive's Policy Address this year to help boost local confidence and set the direction for the SAR's recovery and future development. It is important, therefore, that the Policy Address sets the right tone. Recent Government surveys have shown that broad economic issues top the concerns of the local community, followed by employment and housing. All these issues need to be addressed positively in the Policy Address, as should the issues of tourism, the development of small and medium enterprises, and the environment. Above all, the Policy Address should set the framework for a positive 1998-99 Budget.

The Government has already done much to help ease the impact of the economic downturn, with its modest seven point programme in late May, its 12 point initiative to alleviate unemployment and its more substantial eight measures to underpin the property market, increase liquidity and aid recovery on June 22. But it is the Chief Executive's Policy on October 8 which has the potential to provide the real starting point for a recovery in local confidence and, ultimately, the economy as a whole. ■

Peter Sutch  
Chairman



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# 九八施政報告： 譜奏未來新調子



香港總商會主席薩秉達

十月七日(星期三)，董建華先生將以中華人民共和國香港特區行政長官的身份，發表第二份施政報告。這是他自去年在臨立會發表施政報告後，第一份向特區首屆立法會宣讀的施政報告，因此，兩者相比，歷史意義同樣重要，而在立法會內外，人們亦會以更嚴謹的批判態度看它。

原因之一，是自本年五月二十四日舉行選舉後，立法會的性質及結構已有所改變。然而，更重要的是，在不足一年內，特區的經濟狀況及短期內的經濟前景發生了急劇轉變。當特首向臨立會宣讀首份施政報告時，本港的經濟仍然欣欣向榮。縱使席捲東亞的金融風暴已於去年七月在泰國開始，但十月底前，特區仍未在這場風暴中受到重大打擊。

換言之，特首發表首份施政報告時，本地經濟仍然穩健。去年八月，當他站在臨立會的講台上，恆生指數仍高企一萬四千八百點以上，較之八月初的高峰期，雖下跌了一千八百點，但仍然維持強勢；特區樓價雖由年中的高峰回落，但下跌幅度仍未算嚴重；經濟仍取得百分之五以上的增幅，而失業率則維在百分之二點五的可接受水平；港府的財政狀況極度穩健，地價及印花稅收入遞增，使年度的財政預算盈餘創歷年新高；來港的旅遊人數雖顯著下降，但特區仍沐浴在成功和順利回歸的榮耀中。

事隔一年，世事多變，亞洲金融風暴的影響終於緩緩而至，並危及特區的經濟。踏入九八年，本地息口高企，恆生指數跌破了八千點，不及去年高峰期一半；此外，樓價亦大幅下調，至於跌幅多少，則視乎物業種類而定，最高者可達五成；另一方面，本港經濟更出現負增長，上半年的經濟增幅為百分之負四，而失業率則上升至百分之四點五。以上種種，均使港府財政預算的赤字高逾二百億元。

在這情況下，本地商界及廣大社群均盼望董特首在本年度的施政報告內，能提升港人的信心，並為特區的經濟復甦及未來的發展定下方向，因此，報告能否一矢中的，至為重要。最近，港府的調查顯示，廣泛的經濟事務是本地社會最關注的事項，緊隨其後的是就業及房屋問題。凡此種種，均須在施政報告內加以正視。當然不能遺漏的，還有旅遊業、中小型企業發展及環境等問題。然而，最重要的，是施政報告應為九八至九九年度的預算案規劃積極的發展方略。

事實上，港府已不遺餘力，紓緩經濟低迷下市民所受的窘迫，例如，政府於五月底推出了較溫和的七點方案，並於稍後施行紓緩失業情況的十二項措施，更於六月二十二日頒布八項政策，以期推動樓市、增加流資和協助經濟復甦。然而，惟有特首於十月八日發表的施政報告，才有機會真正引領港人重拾信心，使本地整體經濟最終重攀高峰。■



薩秉達  
香港總商會主席



Chamber Director,  
Edén Woon.  
總商會總裁翁以登博士。

## Busy Autumn for the Chamber

Last month, I mentioned how the economic downturn has kept the Chamber very busy with providing advice and views to the Government and to the community on business policy issues which impact our members' ability to do business. As I write, we are working on two submissions to the Government, one for the Chief Executive's Policy Address of October, and another for the budget preparation by the Financial Secretary for the next fiscal year. Both the Policy Address and the SAR budget are keenly awaited by the Hong Kong business community, as everyone is seeking ways to manage their business profitably during this Asian economic crisis. Therefore, the Chamber intends to make its views known to the Government on what we would like the Policy Address and the budget to contain. If you have views on how the Chamber should include in our submissions, please let us know.

This fall, we also will have a substantial number of major programs to provide a wide range of information to our members. The first is on 23 September, where **Anthony Charter**, Managing Director of HACTL, which has had its share of problems in July and August at the new airport but which is apparently well on its way to a smooth operation, will speak to us about Hong Kong's air cargo handling.

The second is that on 8 October, the Chief Executive **Mr C H Tung** has once again agreed to speak to the Hong Kong business community the day after he gives his Policy Address to the Legislative Council. He will lay out for us those parts of the Policy Address of most concern to the international business community in Hong Kong. The Chamber will be organising his major luncheon address with the Chinese General Chamber of Commerce and other Chambers in the SAR. On 9 October, **British Prime Minister Tony Blair** will speak to us at a luncheon we are co-organizing with the British Chamber and TDC. On 13 October, we will be hosting **Singapore's Deputy Prime Minister Lee Hsien Loong** along with the Singapore Consulate and the Singapore Chamber.

Beyond that, watch for a timely luncheon address on 26 October by the new Securities and Futures Commission chief **Andrew Sheng**. On November 2 and 3, we will host a major two-day **China Business Update Conference**, with the first day emphasizing the mainland, and Taiwan the second day. This flurry of autumn programming will culminate in our **Annual Business Summit** on 1 December. I know that many in the business community will be eagerly waiting to hear from Hong Kong's top business leaders and government officials on what they see the business climate to be like in 1999.

In addition, the Chamber will have its usual slate of Roundtables and seminars on specific business issues for its members. I look forward to seeing you at many of these fall programs. ■

## 商會秋季展續紛

上月，我談過總商會在經濟不景時，如何忙於就影響會員營商的工商政策事務，向政府和社會人士提供建議及意見。執筆時，我們正理首草擬兩份呈政府的建議書：其一與特首十月發表的《施政報告》有關；其二是為財政司司長籌劃的下年度預算案提供意見。正當各人想方設法，力圖在亞洲金融風暴中維持營業利潤時，本港商界必定熱切期待《施政報告》及預算案公布。有鑑於此，本會期望政府編製有關報告時，能聽取我們的意見。如對我們的建議書有任何意見，歡迎提出。

本年秋季，我們將舉辦多項大型活動，為會員提供廣泛資訊。打響頭炮的，是九月二十三日的午餐會；會上，香港空運貨站有限公司常務董事**翟達安**會闡述本港空運貨物的處理情況。七、八月間，新機場曾出現連串問題，至今運作已明顯暢順，而該公司亦須對期間的事故負起部分責任。

第二項大型活動於十月八日舉行，行政長官**董建華**再次應本會邀請，在立法會宣讀《施政報告》翌日向本港商界發表演說；屆時，他會向在港的各國商界人士闡釋報告中最受他們關注的項目。是次午餐會將由總商會聯同香港中華總商會及其他商會合辦。十月九日，英國首相**貝理雅**將在本會、香港英商會及香港貿易發展局合辦的午餐會上發表演說。十月十三日，我們將與新加坡總領事館及新加坡商會一起接待新加坡副總理**李顯龍**。

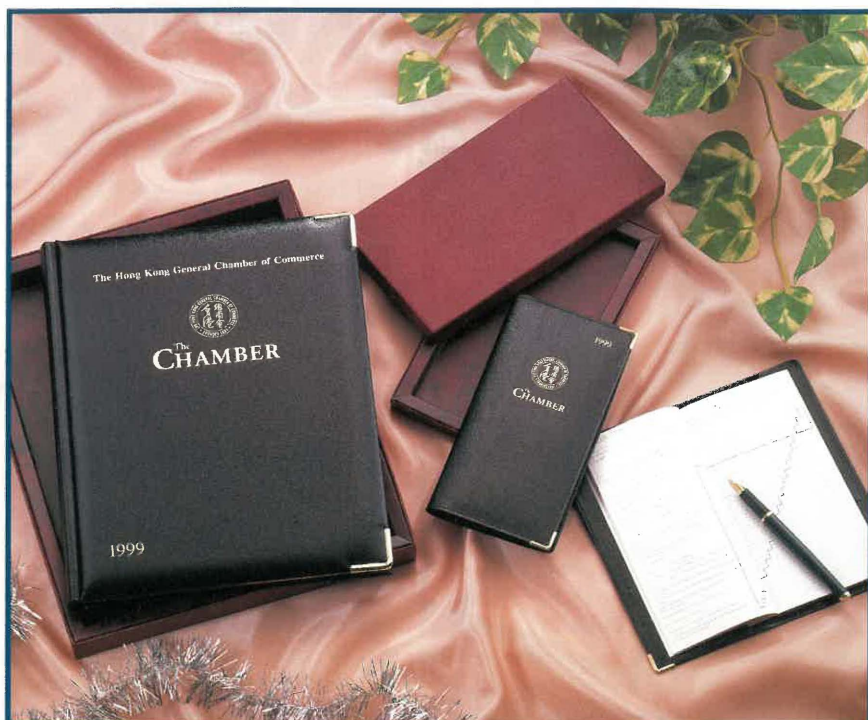
此外，適值金融風暴發生，本會於十月二十六日舉辦的午餐會，也是不容忽視的。會上，證券及期貨事務監察委員會新任主席**沈聯濤**將應邀擔任主講嘉賓。十一月二至三日，本會舉辦為期兩天的**中國經濟新形勢研討會**，期間，中國大陸及台灣的經濟形勢將分別成為首天及第二天的討論焦點。本會於十二月一日舉辦的**香港商業高峰會議**，將牽起秋季活動的高潮，相信不少商界人士正熱切期待屆時能聽取本港商界翹楚及政府官員對九九年商業前景的展望。

除以上各項，總商會亦如常就具體的商業課題，為會員舉辦小型午餐會及研討會。在此盼望各位熱烈支持本會的秋季活動。■





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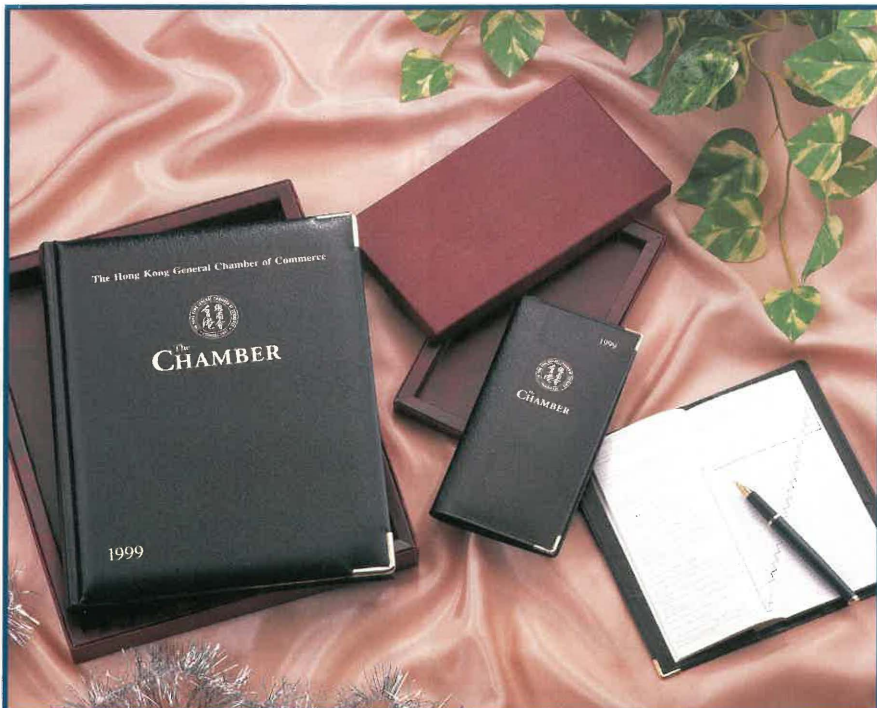
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# 1999 日記簿



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## 1999 案頭日記簿

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 人名 / 公司名燙金 **每本 HK\$32**

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 香港總商會  
 林秀枝小姐 (電話：2823 1253)

本人/本公司欲訂購：

數目 每本售價 總額

### 1999年案頭日記簿

人名/公司名燙金服務

x HK\$198 HK\$ \_\_\_\_\_

x HK\$32 HK\$ \_\_\_\_\_

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(不可超過5個中文字)

### 1999年輕便日記簿

人名/公司名燙金服務

x HK\$98 HK\$ \_\_\_\_\_

x HK\$32 HK\$ \_\_\_\_\_

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(不可超過5個中文字)

總額 HK\$ \_\_\_\_\_

公司：	
地址：	
聯絡人：	
電話：	傳真：
劃線支票號碼：	支票銀碼：HK\$





# First SAR Legco Gets to Work

*The Hon James Tien provides a brief action report on his work as the Chamber Representative in the Legislative Council*



James Tien

**T**he first Legislative Council of the SAR has been operating for more than two months. I am very pleased to be the HKGCC representative on the Council and to be able to provide my services to the business sector. Apart from being a member of the Economic Services Panel, I am also actively involved in the work of three other panels, namely the Manpower Panel, Financial Affairs Panel and the Trade and Industry Panel.

## **Special Credit Scheme for the SMEs**

Today's economic downturn and overall depression in the business sector of the Hong Kong SAR have made economic recovery the issue of greatest concern to the public. To revive the weak economy, I believe that support should be first of all given to the industrial and business community, particularly small- and medium-sized enterprises (SMEs). As mentioned in a number of economic analyses, SMEs are critical to the development of the whole economy. In Hong Kong, up to 98% of the local businesses are operating on a small or medium scale. If they could take the lead and recover first, it would be a great stimulus to the local economy.

By means of two seminars and one questionnaire, I recently sought Chamber SME members' views on the \$2.5 billion SME special credit scheme launched by the Government. I had good feedback on this initiative and received replies from a total of 350 members. All their comments have been compiled and presented to the Government. In the meantime, I will monitor the implementation of the scheme closely, call for the Government's prompt action to make the scheme a reality and push for an increase in resources for SMEs.

## **Air Cargo Transport Failure of the New Airport**

The paralysis of cargo transportation and prolonged recovery of the air cargo service following the opening of Chek Lap Kok Airport on July 6 caused losses to many companies and may have further weakened the already weak economy. I have expressed my grave concern about this matter and its effect on local businesses. Apart from taking quick action in enquiring about the incident, I pushed the authorities concerned to confirm a date for full recovery of the service. I also expressed my hope that the companies concerned could take precautions to avoid further damage.

In addition, I also reported the difficulties of the business sector to the Chief Executive directly, and requested the Government to lend a helping hand to those who were facing financial problems caused by the cargo transport failure at the new airport. In the future, I will continue to keep an eye on the recovery of the air cargo transportation service, monitor the inquiry investigating who was responsible for the incident, and request the authorities to indemnify the affected business operators reasonably.

## **Holidays (Amendment) Bill 1998**

The Government intended to submit the Holidays (Amendment) Bill 1998 to the Legislative Council on July 29 for replacing the general holidays on Sino Japanese War Victory Day and the day following National Day (October 2) with the Labour Day and Buddha's Birthday from 1999. The Honourable Leung Yiu-chung made a motion to amend the Bill by adding Sino Japanese War Victory Day as a general public holiday from year 2000. If approved, it means that there will be one more paid holiday. As the relevant amendment would adversely affect the business community, I supported the Government's action in withdrawing the Bill.

I also noted that the issue would affect calendar printers and some other trades. Furthermore, I received complaints from numerous members on this point. I urged the Government to re-submit the Bill to the Council as soon as possible for approval in order to minimise the loss that may be incurred by the business sector.

## **Finally ...**

In confronting the current economic difficulties, I pledge to work hand in hand with my business colleagues in helping revive the local economy and maintaining Hong Kong's role as a gateway to the Mainland for overseas investors. To help me perform my duties better and reflect your opinions more fully, I welcome any suggestions from Chamber members.

**Your comments are welcomed.**

Address: Legislative Council Building, 8 Jackson Road, Central, Hong Kong  
Tel: 2301 3602; Fax: 2368 5292



# 立法會工作簡報

**香**港特別行政區第一屆立法會已運作超過兩個月，我非常榮幸能夠代表香港總商會參與工作，為工商界服務。在今屆立法會內，我除出任經濟事務委員會主席之外，亦參與人力、財經、工業及貿易等三個事務委員會的工作。

## 中小型企業特別信貸計劃

現時香港經濟衰退，工商百業不景，如何復甦經濟成為大家最關心的問題。我認為要復甦疲弱的經濟，必先要從工商業開始，尤以幫助中小型企業為先。正如很多經濟分析所講，中小型企業的興衰對整體經濟發展具有舉足輕重的地位，況且香港高達百分之九十八的企業屬中小型，如果他們能首先恢復起來，對經濟實起着刺激作用。

我較早前特為政府推行的二十五億元中小型企業特別信貸計劃，諮詢各會員意見，除在總商會舉辦過兩次座談會外，並進行了一項問卷調查。結果反應熱烈，我共收到超過350位會員的回應，並已綜合所有資料向政府反映。我會密切監察該計劃的成效，敦促政府盡快落實，以及爭取政府增撥資源，幫助更多工商企業。

## 新機場貨運受阻的影響

赤鱗角新機場7月6日啟用後，貨運服務一度癱瘓，恢復日期更一再押後，令致不少企業損失甚大，嚴重打擊本已疲弱的經濟。我一直關注到事件對工商業的影響，並提出緊急質詢，要求有關機構確定恢復服務日期，以便商家能及早準備，避免再受損失。

此外，我曾直接向行政長官**董建華**先生反映業界的處境，要求政府協助該等因貨運服務受阻而致周轉不靈的商戶，讓他們度過難關。我會繼續監察新機場貨運服務的恢復情況，並跟進今次事件的責任問題，以及要求有關方面對損失的商戶作出合理的賠償。

## 《1998年假日（修訂）條例草案》

政府原訂於七月二十九日向立法會提交《1998年假期（修訂）條例草案》，主要建議由1999年起，以勞動節和佛誕取代抗日戰爭勝利紀念日及10月2日為公眾假期。**梁耀忠**議員後來獲准提出修訂，要由2000年起把抗日戰爭勝利紀念日重新訂定為公眾假期，即增加多一日有薪公眾假期。由於有關修訂會對工商業造成損失，所以我支持政府撤回有關草案。

我亦關注到此事對一些商戶如日曆印刷商等的影響，更收到多位會員的投訴。我已敦促政府早日提交草案，讓立法會盡快通過，減少對商戶的影響。

面對目前的經濟困局，我承諾會盡力與各工商同業一起，盡快令本港經濟復甦，並致力維持香港作為外商投資內地的橋樑角色。希望各位能多作提點，讓我的工作做得更好，讓大家的意見更獲充分反映。



田北俊

若閣下有任何意見，歡迎向我提出，通訊地址是中環吳臣道8號立法會大樓  
(電話：2301 3602，傳真：2368 5292)



# A LONG, LONG HAUL TO ECONOMIC HEALTH

*The Government is now forecasting the economy will shrink by four per cent this year instead of growing by 3.5 per cent. The Chamber's Chief Economist reports.*

The Hong Kong SAR economy faces a long haul from recession. The preliminary estimate of a real five per cent decline in the economy in the second quarter of the year compared with 12 months earlier is the worst quarterly performance since official estimates began more than 30 years ago.

It is also only a preliminary estimate for the quarter and previous forecasting errors suggest the ultimate outcome for the quarter could be anywhere between minus four and five per cent, more likely the latter than the former given current economic conditions.

With inflation now so low (consumer price inflation in the second quarter of the year was, for example 4.4 per cent), the real (inflation-adjusted) GDP estimate for the three months also means that the economy also shrank in dollar terms on a year-on-year basis.

As a result of the 2.8 per cent real decline in the economy in the first quarter and five per cent fall in the second, the Government is now forecasting that GDP for the full 1998 calendar year will shrink by four per cent.



The Financial Secretary, Sir Donald Tsang Yam-kuen.

財政司司長曾蔭權

This is again the worst outcome since records have been kept.

Hong Kong is a lot richer now than when it last suffered a recession, or shrinkage in the local economy for consecutive quarters (1985 and 1974-75) and this should help mitigate the impact of the latest downturn. But it is still going to be a long slow road to recovery.

With GDP for the first half of the year showing an average 3.9 per cent decline, the implication of the negative four per cent full year forecast is that there will be very little, if any, improvement in the local economy in the second half of the year.

At his press conference called to discuss the Government's Half Year Economic Report, the Financial Secretary, Sir Donald Tsang Yam-kuen, even admitted the full year outcome could be worse than minus four per cent. He said that given previous forecasting errors the outcome could range anywhere between minus 3.5 and minus 4.5 per cent.

Even this outcome is dependent on global economic conditions not worsening in the near term, particularly in Japan, China, the United States and Europe. This may be a very bold assumption given the present state of global financial markets.

The only other time Hong Kong has suffered a quarterly decline in Gross Domestic Product (GDP) anything like the June quarter of this year was back in the first quarter of 1975 when the economy shrank by 4.7 per cent. That was in the wake of the first oil crisis and the slow down in global growth.

Likewise, the projected outcome for the full year will easily be the worst on record. The previous worst annual growth figures were in 1975 when GDP expanded only 0.3 per cent and in 1985 (the last recession year Hong Kong saw) when it expanded 0.4 per cent.

Sir Donald said the economic slump affecting the SAR was unlike anything he had experienced before and was a result of the "unprecedented financial turmoil" that had affected the whole Asian region. He said the major cause was the contraction of liquidity in the region.

## 經濟復甦

港府預測，本年香港的經濟將萎縮百分之四，而非如前所料，增長百分之三點五。以下為總商會首席經濟學家的報告。

香港特區還須經歷漫長歲月，經濟才可望復甦。港府初步估計，跟去年同期相比，本年第二季的經濟增長將實質下跌百分之五，這是自三十多年前政府公布官方預測以來經濟表現最差的一季。

上述跌幅只是港府初步的粗略估計。政府較早前預計，第二季的經濟增長將介乎百分之四至五之間，但觀乎目前的經濟狀況，應以後者較為準繩。

## 長路漫漫

季度的實質本地生產總值（經通脹調整後）預測顯示，隨著通脹維持低位（以第二季的通脹為例，升幅僅為百分之四點四），本港實質的經濟將較去年同期收縮。

由於本地第一及第二季的經濟實質增長分別下跌了百分之二點八及百分之五，因此，政府預計，九八年的本地生產總值將縮減百分之四，創紀錄新低。

本地於八五及七四至七五年間，連續數季經濟收縮。跟當年相比，香港的財富現時已大為增加，相信這有利因素有助減少近日經濟衰退所帶來的影響，但復甦之期，恐怕遙遙未至。

上半年的本地生產總值平均下跌了百分之三點九，預計全年，經濟將出現負百分之四的增長，由此推論，本年下旬的經濟情況相信不會有重大改善。

在發表上半年經濟報告的記者招待會上，財政司司長曾蔭權認為，全年的經濟增幅將低於負百分之四。他承認較早前的經濟預測不準，並估計全年的經濟增幅將介乎負百分之三點五至負百分之四點五之間。

即使上述數字，也是基於短期內日本、中國、美國及歐洲等地的全球經濟不繼續惡化而評估的。按目前全球金融市場的狀況看來，這預測數字可說是大膽的假設。

綜觀歷年，本港僅於一九七五年首季，出現跟本年六月一季類同的經濟萎縮現象。當時，剛爆發首次石油危機，而全球經濟亦告放緩，以致本地經濟減縮達百分之四點七。

觀乎目前的情況，本年的經濟跌幅將破歷年紀錄。過往，港府於一九七五錄得了百分之零點三的經濟增幅，並於對上一次出現經濟衰退的一九八五年取得百分之零點四的經濟增長。

曾蔭權表示，特區的經濟衰退現象，是他前所未見的，亦是史無前例的金融風暴席

The Government's revised economic predictions for the 1998 calendar year showed major revisions in all expenditure components of GDP, including domestic consumption (expected to fall 4.5 per cent) and investment down by a similar amount.

Total exports of goods are expected to decline by two per cent and imports by 3.5 per cent. Exports of services are forecast to fall four per cent and imports increase by just one per cent.

Consumer price inflation is expected to average 3.5 per cent for the year when measured by the composite index and 3.2 per cent when measured by the CPI (A). Those numbers are down from 5.8 per cent and 5.7 per cent respectively last year.

The main points made in the Government's half-year economic report were:

- The Hong Kong economy continued to slow down in the second quarter of 1998, as it was adjusting to the profound impact of the regional financial turmoil.

- Externally, exports of goods slackened further, hit by reduced import demand in the region as recession loomed in the affected economies. Yet inbound tourism began to show signs of revival most recently.

- Locally, consumer demand was depressed by weaker income, higher unemployment and further fall in asset prices. But investment spending on machinery and equipment rebounded, mainly underpinned by increased intake of transport equipment.

- Private sector building activity should have remained rather intensive. Public sector building and civil engineering

activity was bolstered by the on-going hectic work under the Public Housing Programme and by the rush to full completion of the Airport Railway. The Interior decoration business however remained weak, putting a downward drag on overall construction output.

- A crude initial assessment suggests that the Gross Domestic Product (GDP) could have fallen by around 5 per cent in real terms in the second quarter of 1998 over a year earlier. This was down from the 2.8 per cent decline in the first quarter, mainly reflecting the further slackening in both local consumer demand and export performance in the second quarter. The peak GDP growth in the second quarter of 1997 also rendered a high base of comparison for that quarter.

- In face of the continued economic downturn and an uncertain business outlook, some employers had moved to downsize their workforce even more. Increased entry of fresh graduates and school-leavers into the workforce lifted unemployment further. The seasonally adjusted unemployment rate and the underemployment rate rose to 4.4 per cent and 2.6 per cent respectively in the second quarter of 1998 (4.8 per cent and 2.6 per cent respectively in the three months ending July).

- Consumer price inflation in terms of the Composite Consumer Price Index fell to four per cent in June, and further to an 11-year low of 3.2 per cent in July, giving an average increase of 4.5 per cent in the first seven months of 1998. Domestically generated inflation stayed mild, while imported inflation was virtually absent.

- GDP for 1998 as a whole is now forecast to contract by around four per cent

in real terms. This is mainly in recognition of the lacklustre performance so far, as well as the subdued economic sentiment, slack employment conditions, high interest cost and tight credit constraint locally which will continue to hamper consumer and investment demand for the rest of the year. The figure of minus four per cent may be compared with the average of minus three per cent suggested by eight reputable forecasters of Hong Kong's economy.

- Externally, the weak economic situation in most part of the region, and particularly in Japan, will continue to curtail Hong Kong's export performance. The disruption in cargo handling services at the new airport, though virtually ended, has aggravated the decline in exports in the third quarter. The expected improvement in inbound tourism may nevertheless provide a partial offset.

- With the inherent flexibility of costs and prices in Hong Kong, the economy has been adjusting speedily to uphold competitiveness. Wages are softening. Property prices and rentals have already fallen substantially from their peaks in 1997. As inflation is now down to its lowest level since 1986, the cost of living and cost of doing business in Hong Kong have both moderated.

- The local workforce is adapting promptly to the more difficult employment conditions, and the corporate sector is slimming for better cost economy and greater operational efficiency. Thus once the regional environment and the local sentiment improve, these will provide Hong Kong with a strong basis for expeditious return to positive growth. ■

捲整個亞洲所致。他認為，導致本港經濟陷入困境的主要原因，是由於區內流資緊絀。

政府修訂九八年的經濟預測時，主要環繞內部消費（預計下跌百分之四點五）及投資等與本地生產總值有關的開支項目。

預測顯示，貨物的出口及進口總值將分別下跌百分之二及百分之三點五，而服務業的輸出及輸入亦估計分別減縮百分之四及百分之一。

按綜合指數計算，本港的通脹率平均為百分之三點五；若以甲類消費物價指數為基準，有關數字則為百分之三點二，兩者均較去年的百分之五點八及百分之五點七為低。

以下為港府上半年經濟報告的重點：

- 由於受區內金融風暴影響，本港第二季的經濟持續放緩。

- 外貿方面，由於受金融風暴吹襲，區內各國在經濟低迷的陰霾下，進口需求減少，貨物出口也隨之進一步放緩。然而，訪港旅遊業近期已漸見復甦跡象。

- 本地方面，收入減少、失業率高企，以及資產價格進一步下挫，使內部消費需求受到壓抑。可是，進口留用的交通設備增加，帶動了機器及設備的投資開支回升。

- 上半年，私營界別的建築活動保持蓬

勃；此外，公營房屋計劃連連展開，機場鐵路全力趕工，在在使公營界別的樓宇及建設活動增加；然而，裝飾及室內設計工程的表現卻持續疲弱，拖低了本港樓宇及建設活動的整體增長。

- 根據港府粗略的初步估計，九八年第二季本地生產總值較去年同期可能實質下跌約百分之五，比第一季百分之二點八的跌幅更大。這現象反映了第二季本地的消費需求及出口表現進一步放緩；與此同時，九七年第二季所取得的經濟增幅為全年高峰，更推高了比較的基準。

- 面對經濟持續低迷，前景不明朗，好些僱主進一步裁減員工，而踏入勞動市場的畢業生增加，更推高了本地的失業率。九八年第二季，經季節性調整的失業率及就業不足率分別上升了百分之四點四及二點六（而在七月一季，有關數字則分別為百分之四點八及二點六）。

- 以綜合消費物價指數計算，六月份的通脹率下跌至百分之四，而七月份則進一步下降至百分之三點二，跌破了十一年來的紀錄。九八年首七個月的平均通脹增幅為百分之四點五。源自本地的通脹壓力保持溫和，而進口帶動的通脹因素亦幾近消失。

- 九八年，預計本地生產總值的實質數

字將減縮達百分之四，究其原因，主要是由於經濟表現疲弱、市場情緒低迷、就業放緩、息口高企及本地信貸緊縮所致，而在本年餘下的時間裡，消費及投資需求亦會因此繼續受到壓抑。港府的經濟增長預測為負百分之四，而八家知名私營機構的平均預測則為負百分之三，兩者可作一比較。

- 外圍因素方面，區內大部分經濟體系疲弱，將繼續削弱本港的出口，特別是日本的經濟表現對本港的影響尤為直接。新機場的貨運處理服務一度癱瘓，現時雖接近回復正常，但第三季的出口跌幅卻因此加劇。旅遊業預期復甦，將抵銷部分負面的影響。

- 由於本港商人在處理成本和價格方面，一向手法靈活，因此，本地的經濟正迅速調整，以維持市場上的競爭力。本地的工資增長正在放緩，而樓市及租金價格亦由九七年的高峰大幅滑下。由於現時的通脹率是自八六年以來的最低點，因此，本港的生活水平及營商成本漸趨緩和。

- 本地的勞動人口正迅速適應較以往困難的就業環境，而公司亦精簡架構，以期取得更佳的成本效益及更高的營運效率，待區內的環境改善，本地人心向好，香港的經濟便可迅速恢復增長。■



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# Hong Kong 2010: A Vision

By Louise Parkinson

By 2010, all Hong Kong homes will have access to the Internet, children may attend virtual school, their parents will be able to work from home and e-commerce will replace traditional ways of doing business. This is the IT vision of Professor Samuel Chanson, Department of Computer Science and Director of the Cyberspace centre at the University of Science and Technology.

"It is very difficult to make predictions as IT moves so fast – at what is called Internet speed – five years will see a new generation of IT products that will change our lives," he said.

By 2010 the Internet will be present in all homes like telephones are now.

"Hong Kong follows global trends quite closely – it is only about two years behind the US – by 2010 Internet access will be universal," he said.

At the moment, bandwidth limits the speed of Internet transmissions. It is becoming faster and in 10 to 15 years time the Internet will be very fast and able to support video and voice well.

"This will cause many changes in our lives in work and in play. Video-conferencing will be commonplace. At the moment the speed of transmission is slow – two to three frames per second. When it is fast we will work from home, shop and do most things without leaving the house," he said.

Children may attend virtual school and stay at home, as will parents. This will either make the family stronger or mean that there

will be more conflicts and quarrels causing erosion of relationships.

"Technology will change our lives in such a way it will present both challenges and opportunities," he said.

Prof Chanson foresees that a large number of people will work, deal with the bank and government and conduct distance learning at home.

People who work collaboratively will be able to work in different parts of the world. Expertise will be available anywhere, so costs of doing business will be reduced and productivity will increase.

"Companies will become more competitive and businesses no longer needed will disappear or be transformed. Businesses that can adapt to IT will stay competitive but some more traditional companies will die. An example is the growth of virtual bookstores – there is no longer a need to visit a bookstore – people don't care about the packaging just about the book. Travel arrangements and computer software selling and peripheral services will all be done over the Internet," he said.

With the increase in e-business computer fraud will be more common.

"Although security will improve it is impossible to make computer systems completely safe. It will be like credit card fraud is now – requiring investment for prevention but kept under control. The convenience and gains of using the Internet will far outweigh the losses."

"A smartcard will probably replace the ID card. This will have intelligence and contain medical records, biometric authentication such as fingerprints, an iris

scan and signature. You will be able to shop with the card, everything will be consolidated onto the one card," he said.

E-commerce will be very common.

Anderson Consulting has forecast that e-commerce will overtake traditional means of conducting business in the US in five to six years time.

"Hong Kong will be a bit slower may be in seven to eight years time," he said.

The downside of technology advancement is that society will become too dependent on it, causing chaos if the network fails.

"If the system fails the losses to businesses and governments will be huge, with most companies unable to conduct business. What is needed is very good backup systems and security," he said.

The need for IT professionals will increase and children will become computer-literate from a young age.

"Today most people above 50 find it difficult to use computers and have an innate fear of technology. It will take one to two generations to eradicate this. Children will learn very quickly and will pass their knowledge onto their parents."

"Something may happen to make these predictions inaccurate and off target. Either these predictions will be postponed or they won't happen at all. This is unlikely though, and would depend on all knowledge being obliterated – for example in a nuclear war. Most of the technology is now in place to make these predictions come true. The Millennium bug and economic downturn in Asia may slow things down and forecasts may take a bit longer to come to light," he said. ■

## 香港二〇一〇

白璐珊

到了二〇一〇年，相信全港家庭都接通了互聯網絡，屆時，小孩便可在「網上教室」上學；家長亦可足不出戶，留在家中工作；電子商業更會取代傳統的商業模式……

以上為陳天雄教授對資訊科技發展的預測。陳是香港科技大學計算機科學系教授兼電腦網絡空間中心主任。

他說：「資訊科技的發展一日千里，難以預測。對於這種驚人的發展速度，人們稱之為『互聯網速』。相信五年之內，新一代的資

訊科技產品便會誕生，而我們的生活亦會有所改變。」

到了二〇一〇年，互聯網就如今天的電話般，成為每個家庭不可或缺的東西。

他稱：「香港一直緊貼世界潮流，在資訊科技的發展方面，僅落後於美國兩年。到了二〇一〇年，上網便成為普遍不過的一回事了。」

現時，網上的傳輸頻寬限制了互聯網的傳送速度，但情況已漸見改善。在十至十五年內，互聯網的傳送速度將大為提高，足以清晰地播放影像和聲音。

陳說：「這會大大改變我們的工作和消

閒方式。視象會議將會普及。現時，網絡的傳送速度頗慢——每秒只可傳送兩至三個畫面；只要速度加快，我們便可足不出戶，留在家裡工作、購物和處理絕大部份的事情。」

小孩亦可跟父母一樣足不出戶，透過網上教室上課。這樣，一方面可增強家人間的聯繫，但另一方面亦會使家庭內部產生更多衝突磨擦，損害彼此的關係。

他稱：「科技可改變我們的生活，帶來了挑戰，也帶給我們機會。」

陳教授預計，不少人將留在家中工作、



處理銀行的往來業務、辦理政府手續及修讀遙距課程。

即使分隔兩地，合作夥伴仍可一起工作；無論身在何處，也可透過互聯網取得專業意見，因此，業務運作的成本得以降低，而生產力亦可提高。

他表示：「商業機構將更具競爭力，不合時宜的行業會遭受淘汰或被逼轉型。能配合資訊科技發展的公司，每每可在市場上保持競爭力，但不能與時並進的眾多舊式公司，便得關門結業。舉例說，網上書局興起後，人們便不用逛書局，不再重視圖書的包裝，所關心的，只會是書中的內容。此外，旅遊安排、電腦軟件售賣和各式各樣的服務，皆可在互聯網上一辦妥。」

隨著電子商業日漸普及，資訊科技的騙案也會隨之增加。

「保安系統雖不斷改進，但決不能使電腦系統絕對安全，一如現時的信用卡騙案，儘管有關方面已採取防範措施，但仍只能把情況控制下來，未能完全杜絕。然而，互聯網帶來的便利和好處，遠超它所引致的損失。」

陳說：「聰明卡大有可能取代身分證。聰明卡具有人工智能，可儲存卡主的醫療記錄、指紋等身體特徵、虹膜掃描圖及簽名式樣。只需攜帶聰明卡，便可到處購物。總之，一卡在手，即可包羅所有資料，發揮多項功能。」

隨著資訊科技的發展，電子商業將乘時而起。

早前，Anderson Consulting預測，在五、六年內，美國的電子商業會取代傳統的營商模式。

陳說：「香港在這方面的發展較慢，大概仍需七至八年時間。」

科技發達所帶來的負面影響，是社會過分倚賴科技產品，一旦網絡發生故障，就會造成極大混亂。

他表示：「假如系統發生故障，大部分公司將無法經營，商界和政府均會蒙受極大的損失。我們所需要的，是良好的後備和保安系統。」

電腦科技漸趨普及，社會對這方面專才的需求日益殷切，而電腦更成為陪伴兒童成長的恩物。

「現在，五十歲以上的人大多認為使用電腦十分困難，並對科技產生莫名的恐懼。這種情況要經過一至兩代才可改變。小孩學習速度很快，可把學會了的知識傳給父母。」

「世事難料，上述預測或許並不準確，所述的情景說不定會延遲出現，甚或不會出現，然而，這可能性不高，除非地球發生核戰之類的災難，摧毀了一切知識，才會出現這種情況。人類已掌握可使預言成真的大部分科技知識，惟千年蟲問題和亞洲經濟衰退或會影響科技的發展速度，以致上述所言需較長時間才可成事。」■

# Advances in Technology

By Louise Parkinson

## Effective Expense Management

Travel and entertainment spending has long been accepted as the cost of doing business. In Hong Kong these expenses cost companies about HK\$2.4 million a year. Presently, 43 per cent of companies rely on corporate cards to pay travel and entertainment expenses.

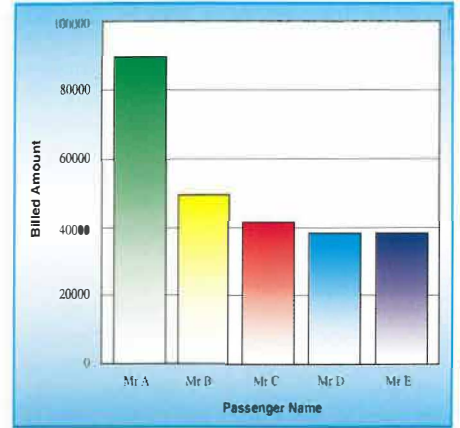
Previously seen as hidden costs, which were difficult to monitor and control, in the current hard times companies now pay much closer attention to this expense category and identify cost-saving opportunities through effective management of these expenses.

American Express has recently launched CardPower, the first PC-based expense management tool.

"CardPower supplies Amex corporate card data to enrolled companies on disk, giving clients the tools to tailor spending reports depending on their needs," said Mr Everett Mok, Consultant, American Express Corporate Services.

The tool runs under Microsoft Windows and provides companies with monthly card spend information, including individual card member statements on a computer disk.

"You can view the data in a large range of standard reports or tailor the kind of



A report is produced using CardPower in a graphic format.

使用 CardPower 編製的圖表，一目了然。

reports your company needs. Also electronic monthly or annual data lets you compare spend data from different periods," he said.

Reports can be produced in a range of graphic formats for presentations and these can be exported into other Windows documents.

"The tool enables you to save time and analyse expenses without the hassle of

## 科技資訊縱橫談

白璐珊

### 開支管理軟件面世

公幹及應酬的開支一直是營商的必要成本。本港一般公司在這方面的開支總額每年高達二百四十萬元。現時，約有百分之四十三的公司採用公司信用卡繳付這類賬項。

以往，這些開支被視為「隱藏開支」，難以監察控制；現時，由於經濟不景，不少公司開始加緊注視，並透過有效的管理辦法，尋求節省開支的途徑。

最近，美國運通銀行率先在本港推出開支管理電腦軟件——CardPower。

美國運通企業服務部顧問莫業伊說：「CardPower可為已登記的客戶提供美國運通公司卡的簽賬資料，並把有關資料儲存在電腦磁碟中。」

此軟件可以在「微軟視窗」內啟動，操作簡單快捷。

莫稱：「客戶查閱資料時，既可選擇多種標準報告，又可按公司需要編製開支報告。透過電子月結單或年結單，客戶可比較不同時期的開支情況。」

開支報告可用多種圖表格式顯示，更可轉載為其他「視窗」文件。

他說：「這軟件助你節省時間，在分析開支時，無需大費周章，從多份報告中摘取資料。每月收到磁碟後，您即可迅速預備資料，編製報告。」

公司可以全面監察開支模式，以便與主要提供服務的供應商洽談條件。由於報告以電子方式編製，因此有助節省行政時間及成本。

莫業伊表示：「這軟件令客戶不需翻閱多份開支報告，便可及早發現與公司規定不符的簽賬開支。只需動動滑鼠，便可監察開支水平有否超出全年預算，易如反掌。」

「在目前的經濟環境下，把握每個節省支出的機會，對企業尤為重要。」

compiling data from several reports. So you can build presentations quickly and create reports that process automatically when your disk arrives every month," he said.

Spending patterns can be monitored so it is easier to leverage deals from major suppliers and electronic reports cut administration time and cost.

"The tool enables you to identify transactions outside the company policy quickly, without having to scan different paper reports. Monitoring spend levels against annual budgets is as easy as point and click.

"In the current environment, it is particularly important for companies to identify all cost-saving opportunities," he said.

### Hong Kong Police Force Redesign Information System to Fight Crime

The Hong Kong Police have recently implemented an information system designed to streamline police procedures.

Previously, data on cases was kept locally, hampering information sharing between departments and districts and

### 警隊引入新資訊系統

香港警隊近期採用了新的資訊系統，以簡化內部工作程序。

以往，案件資料只會在負責的警區或部門內存檔，部門之間和警區之間難以交換資料，而儲存各類資料的系統亦互無聯繫。

警務處認為，透過綜合系統，可讓使用者在同一電腦屏幕上，瀏覽各個系統、部門的訊息，有助提高工作效率。

賽貝斯為警務處提供了科技支援和嶄新的設計程式，以可靠的系統取代過往沿用的資訊處理模式，方便資料儲存、內部通訊和資料互享。

there were separate systems for different types of data.

The force recognised that efficiency could be increased through an integrated system that would allow access to information with various systems and departments from a single screen.

Sybase provided technology and solutions to replace the Force's existing information infrastructure with a secure system that facilitates information recording, access and sharing throughout the Police Force.

Two new applications were implemented; Formation Information Communal System (FICS) which keeps track of all crimes reported to the police and a Human Resources System.

Installed in over 70 police stations throughout Hong Kong, the FICS application aims to streamline work in report rooms, automating repetitive jobs such as the recording of incident reports. Whereas formerly, an incident report would have been copied manually numerous times as an investigation progressed, with the new system; it now only needs to be recorded once and is then transmitted automatically to the investigation.

警隊所採用的兩個新應用程式是：單位資訊通用系統和人力資源系統，前者用來記錄警隊接報的所有罪案。

單位資訊通用系統已在全港七十多間警署內安裝，以簡化報案室的工作程序，把重複的工作自動化。例如，以往在調查期間，紀錄案情的報告須靠人手多次複印；使用新系統後，只需輸入資料一次，便可自動把有關資料傳給負責偵緝的部門。

香港警務處資訊應用科總系統主任馬錦霖說：「透過這套新系統，無論資料儲存在何處、案件由那一間警署最先負責，警務人員也可在同一地點，即時取得所有資料。新系統有助簡化報告程序、改善工作

"The new system enables officers to instantly access all information about a case from a single location, no matter where the information is located or where the case originated. It has streamlined reporting procedures improving operating efficiency and reducing data inconsistency," said Mr Alex Ma, Chief Systems Manager in charge of the IT Branch of the Hong Kong Police.

"Since the implementation of the new system, heightened efficiency has saved the force a total of 440 staff members. At the same time, officers have been released from repetitive paperwork, enabling them to concentrate efforts on policing duties," he said.

The system includes built-in measures to address the Force's need for maximum security and reliability. To restrict access to the system and to each application while maintaining a user-friendly format there is a single sign-on system that allows officers to log on once to access all of their authorised applications.

To ensure the officers can use the applications 24 hours a day, seven days a week, the system can be switched to a fall back server should their be a problem with the primary server. ■

效率，以及減少資料不符的情況。」

他說：「裝設新系統後，工作效率大為提高，使警隊節省了四百四十個文職崗位；此外，警務人員亦可專注執行警務，不用費時處理重複的文書工作。」

系統設有保安程式，可配合警隊在保密和可靠性兩方面的高度要求。為了限制使用者接達系統和各個應用程式，並保持系統簡單易用，系統特設一次啟動核證程序，警務人員只須輸入啟動密碼，便可接達所有獲授權使用的應用程式。

為了確保警方可全天候使用系統的應用程式，一旦主伺服器發生故障，系統便會即時轉駁到後備伺服器上。■



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# The Government Perspective of the Future of IT

By Louise Parkinson

IT innovation in Hong Kong touches every part of our lives. It is now widely used for work, research, and education, as well as for leisure and entertainment.

In recognising the importance of IT, the SAR Government established the Information Technology and Broadcasting Bureau in April 1998 headed by Mr K C Kwong.

## Interview with K C Kwong, Secretary for Information Technology and Broadcasting

*What is the future for IT in Hong Kong?*

The general trend is for IT to be used more and more. Hong Kong stands to gain significantly in trade, commerce and broadcasting if it is fully utilised.

We are here to promote the use of IT in Hong Kong, but we cannot dictate. The use of IT is market driven. Our aim is to create an environment that encourages IT usage.

*How will you do this?*

People are very important. Under the direction of the Education and Manpower Bureau we will encourage IT in education

by training teachers and students and by increasing hardware and software.

HK\$2 billion has been invested to increase IT in schools by providing computers, Internet access and to train teachers.

We don't just want to teach IT we want it to be a medium for teaching. IT interfaces are so user friendly that children can learn very quickly how to fully utilise computer technology.

We want to encourage students to use computers for doing projects so that they can learn in a creative and interesting manner.

The Education and Manpower Bureau are conducting a survey on the manpower requirements of the IT industry so that schools know what to teach the employees of the 21<sup>st</sup> Century.

And in April, the Government launched a Consultation paper which outlines a five-year education plan to promote the use of IT to enhance teaching and learning.

*What are the objectives of this plan?*

We want to equip our teachers with the necessary IT skills to apply computer assisted learning and teaching across the curriculum.



K C Kwong, Secretary for Information Technology and Broadcasting.

資訊科技及廣播局局長鄺其志

We aim to place students in an environment where they can use IT as part of their daily activities and grow up to use it creatively.

In five years we want 25 per cent of the curriculum supported through IT.

In 10 years we hope to see IT being applied comprehensively in school life and all teachers and secondary five graduates

## 鄺其志專訪：資訊科技新路向

白璐珊

在香港，資訊科技的新產物緊扣著我們生活的每一環節。無論工作、研究、教學還是消閒娛樂，資訊科技都得到廣泛應用。

鑑於資訊科技的重要，特區政府於九八年四月成立了資訊科技及廣播局，並委任鄺其志擔任局長。

以下是資訊科技及廣播局局長鄺其志的專訪。

*資訊科技在本港的未來發展會怎樣？*

資訊科技的應用層面愈來愈廣，勢不可擋。若全面使用資訊科技，對本港的貿易、商業和廣播業必大有裨益。資訊科技及廣播局的工作是推動本港資訊科技的發展，而非以高壓手腕強制執行，須知資訊科技的應用是受市場

因素主導，我們的目標是營造合適的環境，鼓勵人們使用資訊科技。

*您會怎樣達到這個目標？*

人材是不可或缺的一環。在教育統籌局的指引下，我們會透過培訓教師和學生，以及添置電腦設備和軟件，促進資訊科技在教學上的應用。

至今，政府已在購置電腦、接達互聯網絡和師訓方面撥款二十億元，以協助學校擴闊資訊科技的應用層面。

我們不僅希望教授資訊科技的知識，更欲使它成為教學的媒介。資訊科技的界面簡單易用，即使是小童，也可很快地全盤掌握電腦科技的使用方法。

我們希望鼓勵學生透過電腦製作學科報告，使他們在充滿創意和趣味的環境下學習。

教育統籌局現正調查資訊科技界對人力資源的需求，讓學校選擇教材時參考，以便為二十一世紀培訓合適的資訊科技人材。

四月，政府發表諮詢文件，介紹推廣資訊科技的五年計劃，透過這項計劃，港府希望達致教學相長的目標。

*這項計劃的目標是甚麼？*

我們希望教師能掌握必要的資訊科技知識，並在課程裡使用電腦，以輔助學習及教學。

我們要為學生提供理想的環境，好讓他們把資訊科技視為日常生活的一部份，並靈活地配合使用。

期望五年內，資訊科技成為百分之二十五的課程的輔助教學工具，並於十年內在校園全面普及，讓所有教師和中五畢業生使用資訊科技的工具時，得心應手。

為了邁向這個目標，我們在九八年把每所小學的電腦數量由平均十五部增至四十部，而中學的則由平均二十部增至八十二部。此外，我們亦會研製新的輔助教學軟件，特別是語文科的軟件。

being able to work competently with IT tools.

To move in this direction we will increase the number of computers in each primary school from an average of 15 to 40 and in secondary schools from 20 to 82 in 1998. In addition, we will procure and develop new software to support teaching, especially for languages.

Our aim is to enhance training to over 30,000 teachers in IT use and set up an IT Education Resource Centre to support management of school IT systems.

We will also introduce pilot schemes in 20 schools to establish best practices for IT applications in teaching and learning and connect all schools to the Internet.

Plus, we will make preparations for an education specific Intranet for multi-dimensional communication and sharing of information within the school sector.

*How will you create an environment to promote IT?*

We will further expand the telecommunication network so that broadband access is universal. Even the best modems can only transfer information at 56K bits/second. With broadband access the speed increases to 1-2 megaK bits/second so that multi-media information can be supported. We already have this capability. Telecommunications in Hong Kong are digitised and all exchanges are linked by optical fibre. Forty per cent of households are already linked by optical fibre and by mid-1999 seventy per cent will be.

我們的目標是培訓超過三萬名教師應用資訊科技，並成立資訊科技教育資源中心，支援學校管理資訊科技系統。

我們會在二十所學校裡推行先導計劃，以便訂制一套最理想的實務方法，使資訊科技順利應用在教與學的過程中；與此同時，我們亦為所有學校上網。

此外，我們將籌備教育界專用的「內聯網」，方便業內人士從不同層面溝通交流，共享資源。

*你怎樣創造有利資訊科技發展的環境？*

我們會進一步擴大電訊網絡，讓所有人皆可透過寬頻帶接達。現時，最先進的數據機每秒只能傳輸 56 千數位的訊息，但若使用寬頻帶網絡，每秒的傳訊速度便可達一至二百萬千數位，足以支援多媒體訊息傳送。事實上，我們是有足夠條件發展這項科技的。本港的電訊業早已採用數碼系統提供服務，所有交換站都以光纖電纜連接，而全港四成的住宅亦已鋪設光纖電纜，到了九九年中旬，比例更會上升至七成。此外，我們亦準備就緒，為商業區鋪設光纖電纜。

本港的電訊市場將不斷開放。憑著公

We've already laid the backbone to supply optical fibre to business districts.

There will also be continued liberalisation of the telecommunication market. With a fair, transparent and predictable regulatory regime as important factors we hope to create an environment that encourages expansion of the network and innovation.

But, optical fibre is not the only way to get broadband access; there is also wireless access by satellite and other means.

*How do you aim to increase the application of IT?*

We want to encourage people to do business over the Internet and help them understand the benefits and the safeguards. We plan to take the lead in providing Government services online. In working to achieve this we aim to identify various environmental constraints and seek solutions. Obviously, there is concern for security. By 2010 you should be able to apply for a driving license, pay bills and submit your tax return to the Inland Revenue online. We are looking at solutions for security and authentication to do this. The technology is available today with the use of encryption and certification. We aim to provide legal support to e-commerce transactions.

Once we put Government services online this will provide confidence to the private sector to use e-commerce.

As yet there are no service, this is a big project that is still under planning – we will announce a timetable by the end of this year. The most important issue on the

平、公開及穩定的規管制度，我們希望締造理想的環境，推動資訊網絡擴展、鼓勵創意發揮。

然而，鋪設光纖電纜並非接駁寬頻帶的唯一途徑，透過人造衛星等無線設備，也可接駁寬頻帶。

*你怎樣推廣資訊科技的應用？*

我們鼓勵港人透過互聯網營商，並幫助他們認識網上交易的好處及資料保密的重要。顯然，後者是政府的關注重點。我們亦計劃率先在網上提供政府的各項服務；為此，我們必須找出客觀環境的限制因素，並尋求解決方法。到了二〇一〇年，大家應可在網上申請駕駛執照、繳交款項以及遞交報稅表。我們正為此研究資料保密和身份核實的方法。事實上，透過現時的配碼和核證科技，我們已掌握有關技術。本局又計劃把電子商業交易納入法律規管範圍內。相信待政府提供網上服務後，私營機構便會對電子商業信心大增。

網上服務仍未成事，這個大型計劃尚在籌備階段，我們會於本年底公布工作的進程表。至於當前急務，是怎樣達到上述各項目標。

horizon is how to achieve all these objectives.

We want to lay down appropriate regulatory framework to remove obstacles to interconnection between networks and enhance Hong Kong's external information links.

*What is your main future challenge?*

The Government aims to ensure that the private sector has an open market and a well developed skills base which it can use to build on our head start in the field of information technology infrastructure.

Looking at the rate of growth in information industries there is a huge market out there. The Asian market outside Japan is expected to grow to US\$1000 billion by 2010 five times the 1995 level.

This market, this development is not simply telephones and TV it is about introducing entirely new ways of doing business and integrating in the community from banking, shopping to learning and entertainment.

In Hong Kong by introducing advanced broadband communications connections over the next 10 years, opportunity would be created to deliver services to our homes. The scope of these services knows few boundaries other than the imagination.

The government will harness the technology to improve its efficiency and services.

The real challenge is for the business sector, indeed the whole community, to experiment adapt and develop these new tools to enlarge are vision, conquer new markets and create new patterns of life for the whole community. ■

我們必須定下適當的規管機制，除去跨網連接的障礙，並加強本港對外的資訊聯繫。

*未來主要的挑戰是甚麼？*

政府決意確保私營界別在開放的市場內營商，並擁有完備的技術基礎，協助我們開拓資訊科技基建的新路。

單看資訊科技業的增長數字，便會發現這是一個龐大的市場。預計到了二〇一〇年，亞洲市場（日本以外）的資訊科技產品總值將達一萬億美元，是九七年數字的五倍。

這個市場的潛力驚人。資訊科技的發展並不局限於電話及電視方面，它帶來了全新的營商方式，並從銀行服務、購物、學習和消閒等各方面融入社會。

未來十年，本港將引入先進的寬頻帶通訊接駁系統，使經營者有機會為每個家庭直接提供服務，而服務範圍之廣，相信必令我們意想不到。

此外，政府亦會透過資訊科技提高效率 and 服務質素。

真正的考驗，是商界、整個社會如何試驗、適應和發展這些新工具，以擴闊視野、爭奪市場、創造新的生活模式。■





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# New Software Helps Companies do Business

**B**idding for business today is a high-risk proposition. Therefore, accurately configuring product and service offerings in the front-end selling process is crucial, according to Mr Paul Greening, Regional Director for Cincom.

"Development of proposals may involve resources from all areas of your company and cost is key in determining a profitable price you can offer your customers. You must do all this quickly, then deliver what is sold as the customer requested it, when they requested it. Remember if you are not responding quickly to your customers' requests your competitors will," he said.

Responding quickly and accurately to sales opportunities becomes even more difficult for producers of customised products and services because of their complexity.

"Many companies respond to competition by increasing their product options but this opens the door to inaccurate product configurations and cost. Other companies may avoid this by limiting the number of opportunities that they pursue but this leads to unrealised business," he said.

"Profitable business depends on accurately configuring solutions and

production of proposals and quotations, with developed and reduced resources on tight deadlines. For most companies this requires improvement in information workflow management in their sales and proposal processes, as well as after the sale is won."

Cincom's Aquire software suite supports the activities associated with bidding and winning profitable business opportunities.

It automates sales and marketing within a business.

"By automating this labour intensive process it can help cut sales overhead and consistently hit deadlines.

"Too much time is taken by companies gathering the information for proposals, this limits the number of proposals you can respond to, thus reducing the amount of business you have," he said.

Also, if the cost estimates for product components and services are inaccurate companies risk either underbidding, thus affecting the profitability if you get the job, or overbidding, thus losing the bid to a lower priced competitor.

"Your proposal may fail to consider important activities such as installation, site preparation, construction and other non-

product related items that are part of the complete solution," he said.

If the production schedule stated in the proposal is overly optimistic, your company will face intense pressure to deliver in an unrealistic timeframe.

This could effect product quality and lead to costly penalties. If current and planned resource rates are not factored in, actual costs can be higher than estimated.

"Estimated costs may also be wrong if an invalid product structure is used to determine component items. If the proposal is based on previous projects, the product structure may have changed, or it may fail to account for current quotations or purchase orders from component vendors," he said.

Sometimes all a customer needs is a simple quotation – not a formal proposal.

"Regardless of accuracy, if your system hampers your ability to respond quickly to requests for quotes, you risk losing important business opportunities," he said.

Plus, if you don't have the data to analyse lost business or unprofitable projects, your company doesn't learn from experience.

Cincom's Aquire helps solve all these problems and because it is simple to use, sales personal need little training. ■

## 電腦軟件助您開創前路

**美**國興鴻系統香港有限公司亞太區董事簡保羅認為，對今天的經營者而言，競投業務是一項高風險的活動，因此，在前線銷售過程中，準確釐訂產品與服務的售價是成功的關鍵所在。

他說：「發展商務計劃時，公司或許會傾盡全力，投入所有資源，而投資成本的多寡，往往是公司釐訂產品售價的決定性因素。經營者必須儘快完成報價程序，才可按客戶要求提供所需的貨品或服務。切勿忘記，您不能迅速對客戶的要求作出回應，不代表您的同業不可以這樣做。」

專為顧客提供特製貨品或個別服務的經營者難以迅速及準確地把握時機，締造營商機會，原因是他們的業務複雜，不易因應市場的轉變而更改。

簡指出：「遇上競爭時，不少公司以增加產品的項目為對策，但此法往往會使產品配置失準，成本失去預算。為了避免上述情況發生，有些公司會減少發展目標，但這一來，業務又會受損。」

「公司能否獲取盈利，視乎它是否能在時間緊迫的情況下，找出問題所在、擬訂可行的建議及報價、提高公司資源的質素，以及降低成本。對大部分公司而言，要達致以上目標，公司必須在銷售產品及制訂計劃時，甚至在成功爭取業務後，改善資訊傳遞的管理方式。」

美國興鴻系統的 Aquire 軟件裝置能協助用戶在競投業務時準確出價，並爭取有利可圖的業務發展機會。

裝配軟件後，更可以自動化技術代替人手，進行銷售及市務兩項程序。

簡表示：「把這些人工密集的程序轉為自動化，有助公司減少銷售的間接成本，使工作得以如期完成。」

「現時，不少公司在搜集資料制訂計劃時，花費時間過多，以致降低了公司開發計劃的能力，使業務受損。」

此外，若錯誤計算產品配件及服務的成本，公司便會在競投業務時，犯上出價過低或過高的毛病，前者會使利潤受損，後者則

會使公司在競投業務時失敗。

「擬訂商業計劃時，您亦可能忽略了重要的事項，例如裝置、場地配置、建造及其他與產品直接有關的事宜，而這些瑣事可能是整項計劃中不可或缺的。」

若計劃所定的生產進程過份樂觀，公司便會因此受到壓力，繼而影響產品質素，使公司付出沉重的代價。公司擬定商業計劃時，若不把手頭或預計的資源成本列入考慮之列，最終的生產成本便可能高出預算。

「若產品的結構與組件互不配合，所預計的成本亦會出錯。若擬定計劃時，只參考過往的項目，忽略了實際的情況，便有機會出岔子，原因是產品結構時有改變，零件商的報價或訂貨條件亦會因應更改。」

很多時候，顧客所需要的是一份簡單的報價，而非正式的計劃書。

「撇開報價是否準確不談，若您的資訊系統不能讓您迅速報價，公司的客戶便極可能因此流失。」

此外，若公司欠缺分析客戶流失或業務虧損的資料數據，亦難以從經驗中學習。

以上種種問題，美國興鴻系統的 Aquire 軟件皆可一一解決。這軟件操作簡易，用戶只需稍加學習，即可運用自如。■



# Dealing with Economic Inquiries

## ECONOMIC AND LEGISLATIVE AFFAIRS DIVISION

Government figures issued during the month under review revealed that the local economy contracted by 2.8 per cent in the first quarter, with further quarters of negative GDP growth expected to follow. As a result, the Economic and Legislative Affairs Division was kept busy during the month responding to local and international media inquiries on the state of the local economy.

There was also substantial media interest in other business and economic issues, including the trends in stock, property and currency markets, inflation, retail sales and unemployment. Special briefings were given to media and other visitors from Australia, Japan, the USA and Canada.

During the month, the Chief Economist met with representatives of the Bank of Japan, the Canadian Opposition Leader, Mr Preston Manning as well as a group of US Congressional staffers hosted by the Better Hong Kong Foundation. He also spoke to a group of MBA students from the University of Texas in Dallas and a large accountants' conference in Singapore on the subject of the Hong Kong economy one year after the return of sovereignty.

Three important submissions were made during the month - comments on the Review of District Organisations to the Government, a submission to the Stock Exchange on the proposed second market in equities and another to the Law Reform Commission on the Winding-up Provisions of the Companies Ordinance. The Division also began seeking members' views on the Chamber's Budget Submission for the 1998-99 fiscal year and the Chief Executive's Policy Address, due to be delivered to the Legislative Council on October 7.

During the month, the Chief Economist also attended an Executive Committee meeting of the Hong Kong Retirement Scheme Association. The August edition of *The Bulletin* was published, as were separate editions of the "One Country" and "Two Systems" newsletters. Because of the summer break there were no Committee meetings during the month.

## INTERNATIONAL BUSINESS DIVISION

### TRADE COMMITTEES

#### China

Two Guangzhou delegations visited the Chamber on July 28 and August 6

respectively. Dr Eden Woon, the Chamber Director met the first delegation, led by Mr Luo Zhaoci, Deputy Director-General of the Guangzhou Municipal Board of Foreign Investment. The second delegation, led by Mr Wu Liang, Executive Vice Mayor of Guangzhou, met Dr Lily Chiang, Vice Chairman of the Chamber.

A four-member delegation from Sichuan COFERT, led by Ms Luo Xiufan, Head of the Foreign Investment Division, Sichuan COFERT, visited the Chamber on July 28 to promote the forthcoming Sichuan Trade Fair to be held in Hong Kong in November. Mr Qiang Guoan, Acting Director of the Economic Affairs Department, Xinhua News Agency Hong Kong Branch, called on the Chamber on July 29. Mr C C Tung, Executive Vice Chairman of the Chamber met Mr Qiang and discussed economic issues related to Hong Kong and China.

Dr Eden Woon was invited by Mr Tang Binquan, Vice Governor of Guangdong Province, to the opening ceremony of the "98 Guangdong Business Fair for High-New Technology Projects" held on August 5. The Chamber hosted a luncheon for Mr Cao Degan, Vice Governor of Fujian Province on August 10. Mr Cao and Mr Cai Zhongyi, Vice Director of Fujian Planning Commission,

# 經濟事務成查詢焦點

## 經濟及立法事務部

政府月前公布的經濟數據顯示，首季本地經濟縮減了百分之二點八，預計在往後的季度裡，本地生產總值續會出現負增長，因此，該部月內忙於答覆多家本地與國際傳媒查詢本港的經濟狀況。

此外，傳媒對其他商業及經濟事務亦表關注，包括股市、樓市和匯市的走勢、通貨膨脹、零售業前景，以及失業問題。該部亦為來自澳洲、日本、美國和加拿大的記者及訪客介紹本港的情況。

月內，首席經濟學家的工作如下：會見日本銀行代表及加拿大反對黨黨魁曼寧；與香港明天更好基金接待來港的美國國會議員助理會面；向美國達拉斯德州大學的工商管理學碩士生演講；在新加坡舉行的會計業大型會議上發

表演說，分析香港回歸一年後的經濟情況。

該部合共編製了三份重要文件：一、就《區域組織檢討諮詢文件》向政府提呈建議；二、就擬設的第二板證券市場向聯交所提交意見書；三、就《公司條例》的清盤條文向法律改革委員會提供意見。該部著手收集會員對下年度預算案及《施政報告》的意見，以便編寫建議書呈交政府；《施政報告》將於十月七日在立法會宣讀。

月內，首席經濟學家出席香港退休計劃協會理事會會議。此外，《工商月刊》八月號和《一國》及《兩制》通訊亦先後出版。由於暑假關係，委員會並沒有舉行會議。

## 國際商務部

### 委員會動態

## 中國委員會

七月二十八日和八月六日，兩個廣州代表團先後訪問本會，分別由廣州市外商投資局副局長羅兆慈及廣州市常務副市長率領。前者獲總裁翁以登博士接待，後者則與副主席蔣麗莉博士會晤。

七月二十八日，四川外經貿委巡視員羅秀芳率領四人代表團訪問本會，宣傳十一月在本港舉行的四川投資貿易洽談會。七月二十九日，新華社香港分社經濟部代部長錢國安到訪，與常務副主席董建成會晤，討論本港與內地的經濟事務。

八月五日，總裁翁以登博士應廣東省副省長湯炳權之邀，出席九八廣東高新技術洽談會的開幕禮。八月十日，本會邀請福建省副省長曹德淦出席午餐會。會上，曹副省長與福建省計委副主任蔡忠義分析當地的投資環境。

spoke on the investment environment of Fujian at the luncheon.

## Arab & African

Ambassador Mohamed Mongi Lahbib, Embassy of Tunisia in Beijing paid a courtesy call to the Chamber on August 7 and met Mr Sidney Fung, Assistant Director of International Business. Ambassador Lahbib briefed Mr Fung on the latest economic developments in Tunisia and invited Chamber members to explore the business opportunities available in Tunisia.

## Europe

On July 22, the Israeli Consul General in Hong Kong, Mr Zohar Raz, and the Managing Director of Scitex Asia Pacific (HK) Ltd, Mr Emmanuel Carmi, were guest speakers on their experiences in developing hi-tech industries in Israel. Dr Lily Chiang, Vice-Chairman of the Chamber shared her views with them on how Hong Kong could embark on hi-tech projects especially in the field of value added manufacturing.

## Americas

On July 21, a dinner reception in honour of Dr Helmut Sohmen, the International Chairman of Pacific Basin Economic Council (PBEC), was jointly hosted by the Americas Committee, the PBEC Hong Kong China Member Committee and the Asia Committee. At the dinner, Dr Sohmen briefed members

## 阿拉伯及亞洲委員會

八月七日，突尼斯駐京大使穆罕默德·蒙吉·拉比卜到本會作禮節性訪問，與國際商務部副總裁馮棟澤會面，簡介該國最新的經濟發展，並邀請本會會員到當地投資。

## 歐洲委員會

七月二十二日，以色列駐港總領事華崇瀚和賽天使亞太（香港）總裁甘奕文在小型午餐會上致辭，分享在以國發展高科技工業的經驗。會上，總商會副主席蔣麗莉博士講述香港應如何發展高科技項目，並集中討論發展高增值製造業的前景。

## 美洲委員會

七月二十一日，美洲委員會、太平洋地區經濟理事會香港區委員會和亞洲委員會聯合舉行晚宴。太平洋地區經濟理事會國際主席蘇海文博士在宴會上致辭，簡介該會的最新決策，並表揚委員會對太平洋地區經濟發展的貢獻。

## 香港國際委員會

七月二十日，籌劃指導委員會新任主席施



A dinner reception was held on the 21 July at the Hong Kong Golf Club in honour of Dr Helmut Sohmen, International Chairman of the Pacific Basin Economic Council (PBEC).

七月二十一日，本會假香港高爾夫球會設宴，並邀請太平洋地區經濟理事會香港國際委員會主席蘇海文博士致辭。

A 4-delegate group led by Mr Qian Guoan, Acting Head of Economic Affairs Department of Xinhua News Agency, called on the Chamber on July 29 and discussed with Mr C C Tong, Deputy Chairman of the Chamber and Dr Eden Woon, Chamber Director on issues to the Hong Kong's economic situation.

七月二十九日，新華通訊社經濟部代部長錢國安一行四人到訪本會，與本會常務副主席董建成及總裁翁以登博士就香港當前的經濟形勢等問題交換意見。



A five-member delegation led by Mr Wu Liang (left), Deputy Mayor of Guangzhou, called on the Chamber on Aug 6 and met with Dr Lily Chiang (middle), Chamber's Vice Chairman, and Dr Eden Woon (right), Chamber Director. Mr Wu introduced the latest economic situation in Guangzhou and discussed the further cooperation initiatives with the Chamber.

Contact:  
Mr Tan Kecheng, Director  
Guangzhou Municipal Commission of Foreign  
Economic Relations & Trade.  
Tel: 86 20 8108 1272 Fax: 86 20 8109 5777

查詢：  
廣州市對外經濟貿易委員會  
譚可誠主任  
電話：86 20 8108 1272  
傳真：86 20 8109 5777

八月六日，廣州市常務副市長伍亮（左）、廣州市經貿委主任譚可誠等一行五人到訪本會，獲副主席蔣麗莉博士（中）、總裁翁以登博士（右）接待，訪問團此行旨在介紹廣州經濟發展的最新動態，並就雙方進一步合作的事宜進行磋商。

Mr Cao Degan, Vice Governor of Fujian Province spoke at a Chamber luncheon on the investment environment in Fujian. Interested members can obtain more details about the Province from the following contact:  
Mr Lin Wen Qiao,  
Deputy General Manager,  
Fujian Enterprises,  
33F Shun Tak Centre, 200 Connaught Road,  
Central, Hong Kong.  
Tel: 25468068 Fax: 28581244

福建省副省長曹德淦在午餐會上介紹當地的投資環境。欲知詳情，請聯絡：

華閩（集團）有限公司聯絡部副總經理林文樵先生  
地址：香港干諾道中200號信德中心33樓  
電話：25468068；傳真：28581244





on the latest policy decisions of PBEC and its contributions to the economic development in the Pacific Basin.

## HONG KONG INTERNATIONAL

On July 20, a meeting of the HKI Steering Committee was held under its new Chairman, Mr Brian Stevenson to discuss the agenda and work programme for the coming year. Subjects discussed at the meeting included proposed activities to promote Hong Kong globally and means for further strengthening the cooperation of the Committee with other chambers / business organizations both at home and abroad.

The Chamber Chief Economist and Mr Sidney Fung, Assistant Director for International Business, received an 8-member US Congressional Staff delegation on August 13. The purpose of the visit was to enhance the staffers' understanding of the latest developments in Hong Kong, particularly one year after its handover to China.

## PACIFIC BASIN ECONOMIC COUNCIL

The PBEC IGM 1999 Organising Committee met on July 16 to discuss amongst other things, its fund raising strategy, letters to member committees seeking assistance in inviting moderators and panelists for the Roundtable sessions and the second promotion leaflet.

文信主持會議，商討來年的議程和工作計劃。會上討論了多項議題，範圍包括向國際社會推廣香港的建議活動，以及如何進一步加強與其他商會和商業團體合作等事宜。

八月十三日，總商會首席經濟學家和國際商務部副總裁馮棟澤接待到訪的美國國會議員助理。訪問團一行八人，旨在加深了解本港的最新發展情況，特別是香港回歸後一年的最新形勢。

## 太平洋地區經濟理事會

七月十六日，九九年國際年會籌備委員會舉行會議，討論多個議程，包括籌款策略、致函旗下委員會，要求協助邀請小型午餐會主持及演講嘉賓，以及發出第二輪宣傳單張等事宜。

## 工商政策部

### 香港服務業聯盟

#### 小型午餐會

七月三十、三十一日，聯盟舉行了兩個有

## BUSINESS POLICY DIVISION

### HONG KONG COALITION OF SERVICE INDUSTRIES

#### Roundtable Luncheons

On July 30 and 31, two Roundtable Luncheons were held on the West Rail project. More than 60 members attended. The CSI presented another Roundtable Luncheon on "How to develop innovative product and service ideas" on August 5. The speaker was Mr Jeremy Kidner of Intelligence Asia.

#### Promotion of Services

More than 100 entries were received for the five categories of the Hong Kong Awards for Services, for which 31 were for the Hong Kong Award for Services - Innovation. The assessment process is now under way.

#### IT Policy

CSI Secretary General Dr Chan and Chairman of Information Services Committee Tony Au joined a "High-Level IT Mission to Taiwan" organised by IBM on July 16-18. The programme included visits to government offices related to IT as well as a tour of the Hsin Chu Science Park.

#### Committees

The Professional Services Committee met on July 21. Issues discussed included legislation on corporate rescue, entry of

關西鐵的小型午餐會，超過六十名會員出席。八月五日，該會舉辦「如何發掘富創意的產品或服務新意念——洞悉潮流轉變、化危為機」小型午餐會，講者為Intelligence Asia的基德納。

#### 推廣服務業

本年，超過一百個單位競逐香港服務業獎的五項大獎，其中三十一個為「香港服務業獎——創意」的參賽單位。評審程序正在進行。

#### 資訊科技政策

七月十六至十八日，聯盟秘書長陳偉群博士和資訊服務委員會主席區焯洪參加「香港高階資訊科技訪問團」；是次訪問由國際商業機器主辦，行程包括訪問台灣的資訊科技政府部門、參觀新竹科學園。

#### 委員會動態

七月二十一日，專業服務委員會舉行會議，議題包括：立法設立企業拯救制度、專業人士到內地就業，以及中小企業商業中心計劃。七月二十四日，執行委員會舉行思考會，討論聯盟的宗旨、目標及策略。八月四日，數

professionals into the Mainland, and a business centre for small professional bodies. The Executive Committee held a brainstorming meeting on July 24 to discuss the CSI's aim, mission and strategy. The Statistics Committee met on August 4 with the Commissioner for Census and Statistics and Government Economist to exchange views on economic statistics, particularly those relating to the service sector. The Committee also took the opportunity to meet with Mr Joe Grice, Chief Economist of the UK Treasury.

#### Management consultants

As part of the study on the management consultancy, three focus group meetings were held on July 20, 21 and 24 respectively. The study project was commissioned by the HKCSI and undertaken by Hong Kong University. A meeting of the Management Consultants Group was held on July 30 to hear the HKU consultants Professor Michael Enright and Dr Edmund Thompson report on the study on management consultancy.

#### Submission on Business Policies

On July 30 the Coalition submitted its response to the following three consultation papers to the respective authorities, after consultation with the relevant CSI committees: Review of District Organisations to Constitutional Affairs Bureau; A Proposed New Market for Emerging Companies to Stock Exchange of Hong Kong; and The

據統計委員會與政府統計處處長及港府經濟顧問會面，就服務業等經濟數據交流意見。委員會亦趁機會見英國財政部首席經濟學家格賴斯。

#### 管理顧問服務

三個專責小組先後於七月二十、二十一及二十四日舉行會議，研究管理顧問服務。是次研究由聯盟委託香港大學進行。七月三十日，在管理顧問小組會議上，港大恩萊特教授和鄧森博士報告研究的進展。

#### 商業政策建議書

聯盟就政制事務局的《區域組織檢討》諮詢文件、香港聯合交易所的第二板證券市場諮詢文件及法律改革委員會的《公司條例》清盤條文諮詢文件徵詢相關委員會後，於七月三十日向當局提交意見書。

#### 政府委員會

八月三日及十日，陳偉群博士先後出席服務業支援資助計劃評審委員會及個人資料（私穩）諮詢委員會的會議。

Winding up provision Provisions of the Companies Ordinance to The Law Reform Commission.

## Government Committees

Dr Chan attended a meeting of the Services Support Fund Vetting Committee on August 3. Dr Chan also attended a meeting of the Personal Data Privacy Advisory Committee on August 10.

## HONG KONG FRANCHISE ASSOCIATION

The HKFA is producing two sets of guide books on Franchising in English and Chinese. It is anticipated that the guide books will be ready by late August.

## INDUSTRY AND SME

### SME Committee

Members convened on July 21 to consider a range of issues including the impact that the financial turmoil has had on local SMEs and Government's special finance scheme for SMEs. On the suggestion of members, a press release was issued on July 22 commenting on the scheme's features. This followed by a letter signed by the Chamber Chairman to Mr C H Tung on the problems faced by SMEs in the current economic downturn.

A letter was issued on August 3 to the Stock Exchange of Hong Kong supplementing

comments made in a paper prepared by the Chamber's Economic Policy Committee on the creation of a second market. The SME Committee's Working Group on Bank Charges met on August 6 to discuss the results collected through a questionnaire to 1,300 SME Chamber members issued in late May. Committee Chairman Mr Denis Lee and Vice Chairman Joe Tam attended a meeting with Chief Executive Mr Tung Chee Hwa on August 9. The meeting was arranged by the government.

### Industrial Affairs Committee

A meeting was organised on August 6 to discuss the direction the Committee should take leading up to the year 2000. Subsequent to this meeting, the Committee was renamed the Industry and Technology Committee.

## OPERATIONS REPORT

### Membership

An outing to the Golf Club at Clearwater Bay on August 14 was attended by 13 members and guests.

### Human Resources

A one day training course on "How to be an Outstanding Receptionist" was held on July 30, 1998 with 10 participants. A one day training course on "How to Provide Excellent Customer Services" was held on August 6, 1998 for eight participants. A one day training course on "How to Conduct a Selection

Interview" was held on August 7, 1998 for 13 participants. A roundtable luncheon on "Entry to Hong Kong for Employment" was held on July 29, 1998 for 33 participants.

## Information Technology

Two new sections are to be added to the Chamber Web site for "Job Vacancies" and "Committee Meetings". A roundtable luncheon on "Year 2000" was held on July 24 and attracted 31 participants. The speakers were Mr Stephen Kucia of Unisys China / Hong Kong Limited and Mr Jay Levy of James Martin & Co Chamber, Director Dr Eden Woon acted as the moderator.

## Administration

There were 46 tenders by the Government Supplies Department and four tenders for other Departments included on the Chamber Web site. A three-evening training workshop on "Improve Management Planning" was held on August 5, 12 and 19 with eight members attending. The August issue of the Discount Club Newsletter, announcing 18 offers, was published to all Chamber members and listed on the Chamber Web site.

## Events

A subscription luncheon with Mr K C Kwong, Secretary for Information Technology & Broadcasting was held on July 20 with 130 members and guests attending. The talk was on electronic commerce and the Year 2000 problem. ■

## 香港特許經營權協會

協會正編製兩套特許經營的中英文指南，預計於八月底完成。

## 工業及中小企業

### 中小型企業委員會

七月二十一日，委員會舉行會議，討論多項議題，範圍涉及金融風暴對本港中小型企業的影響，以及政府為業界人士制定的特別信貸計劃。委員會根據會內成員建議，於七月二十二日發表新聞稿評論有關信貸計劃。其後，本會主席亦致函董建華，詳述經濟不景下中小型企業所面對的困境。

八月三日，委員會致函聯交所，為總商會經濟政策委員會的第二板市場意見書提出補充意見。八月六日，委員會的銀行收費工作小組舉行會議，討論問卷調查結果；是次調查於五月底進行，共向一千三百家中小型企業會員發出問卷。八月九日，委員會主席李榮鈞和副主席譚耀祖與行政長官董建華會晤；是次會議由政府安排。

## 工業事務委員會

在八月六日的會議上，委員討論了該會邁進二千年的發展方向，並同意委員會更名為「工業及科技委員會」。

## 營運部

### 會員事務

八月十四日，高富會於清水灣鄉村俱樂部舉行活動，十三名會員及嘉賓參加。

### 人力資源

該組月內主辦的小型午餐會及課程如下：

- 「如何成為一位卓越之接待員」：七月三十日舉行，為期一天，十名學員參加。
- 「如何提供優質顧客服務」：八月六日舉行，為期一天，八名學員參加。
- 「如何甄選合適員工」：八月七日舉行，為期一天，十三名學員參加。
- 「申請來港就業須知」小型午餐會：七月二十九日舉行，三十三名會員參加。

## 資訊科技

總商會的網頁新增了兩個項目：「招聘欄」、「委員會動向」。七月二十四日，「公元二千年數位問題」小型午餐會舉行，共三十一名會員參加。講者是優利中國／香港有限公司的庫西亞和邁天顧問（香港）的李維祖，午餐會主持由總商會總裁翁以登博士擔任。

## 行政

總商會網頁資料豐富，近日新增多項環節，包括政府物料供應處公布的四十六個投標項目及其他政府部門的五個項目。八月五、十二、十九日，本會舉辦「企業策劃」訓練工作坊三課，八名學員參加。《會員折扣優惠計劃》八月號通訊已寄發予全體會員，並刊載在總商會的網頁上。今期提供的優惠共十八項。

## 大型活動

七月二十日，資訊科技及廣播局局長鄺其志擔任午餐會演講嘉賓，剖析電子商業及公元二千年數位問題。與會人數達一百三十人。■



# CHAMBER FORECAST

## COMING EVENTS

- Sep 15** 3288 Dinner Club September Meeting
- Sep 15** Roundtable Luncheon: Maximising Office Efficiency through IT
- Sep 22** Roundtable Luncheon: Using IT to Improve SME's Productivity
- Sep 23** Subscription Luncheon: Mr Anthony Charter, Managing Director of HACTL
- Sep 24** Roundtable Luncheon: Develop internal trade business in Shanghai Free Trade Zone
- Sep 25** International Hong Kong Celebrates
- Sep 29** Training: Developing High Performance through Mind Mapping
- Sep 29** Roundtable Luncheon: Doing Business On-Line
- Sep 29** Dinner reception for Consuls General of European Countries
- Oct 8** Joint Subscription Luncheon: Mr Tung Chee Hwa, The Chief Executive
- Oct 9** Joint Subscription Luncheon : Mr Tony Blair, British Prime Minister
- Oct 13** Joint Subscription Luncheon: Mr Lee Hsien Loong, Deputy Prime Minister of Singapore
- Oct 14** Roundtable Luncheon: IT Strategy for Hong Kong
- Oct 20** Roundtable Luncheon: Effective Software Management
- Oct 26** Subscription Luncheon: Mr Andrew Sheng, Chairman of Securities & Futures Commission

### COMMITTEE MEETING

- Sep 15 Human Resources Committee
- Sep 21 Europe Committee
- Sep 23 General Committee
- Sep 24 Shipping Committee
- Oct 12 Americas Committee
- Oct 21 HKI Steering Committee

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

### OUTBOUND MISSION

- Oct 16-18 PBEC Steering Committee Meeting, Los Angeles
- Oct 16-20 Mission to Dubai and Bahrain
- End Oct Mission to Kaohsiung
- Oct/Nov China Committee Annual Delegation to Beijing



## Diary Dates

Sep 23

**September Subscription Luncheon**  
**Mr Anthony Charter**  
**Managing Director of Hong Kong Air**  
**Cargo Terminals Ltd**  
 香港空運貨站有限公司  
 常務董事翟建安先生

JW Marriott Hotel  
 (Enquiries: Rammy Chan, Tel 2823 1225)

Oct 8

**Joint Subscription Luncheon**  
**Mr Tung Chee Hwa, The Chief Executive**  
 行政長官董建華先生

Island Shangri-La Hotel  
 (Enquiries: Luka Lam, Tel 2823 1253)

Oct 9

**Joint Subscription Luncheon**  
**Mr Tony Blair, British Prime Minister**  
 英國首相貝理雅先生

HK Convention and Exhibition Centre  
 (Enquiries: Rammy Chan, Tel 2823 1225)

Oct 13

**Joint Subscription Luncheon**  
**Mr Lee Hsien Loong, Deputy Prime**  
**Minister of Singapore**  
 新加坡副總理李顯龍先生

Conrad Hotel  
 (Enquiries: Luka Lam, Tel 2823 1253)

Oct 26

**October Subscription Luncheon**  
**Mr Andrew Sheng, Chairman Designate**  
**of Securities & Futures Commission**  
 證券及期貨事務監察委員會  
 候任主席沈聯濤先生

Island Shangri-La Hotel  
 (Enquiries: Rammy Chan, Tel 2823 1225)



# China Activities Calendar

## 香港總商會中國活動日誌

### 總商會中國活動 CHAMBER CHINA ACTIVITIES

9月24日  
SEPTEMBER 24

#### 小型午餐會：外商如何行用上海保稅區拓展中國內貿市場

#### ROUNDTABLE LUNCHEON: DEVELOP INTERNAL TRADE BUSINESS IN SHANGHAI FREE TRADE ZONE

講者將介紹外資公司如何在上海保稅區開立貿易公司、保稅分撥中心 (distribution center) 及維修中心。並解釋外商如何利用保稅區進行內貿運作。講者屆時亦會介紹現時在保稅區中外資公司的運作情況。

*The speaker will introduce how to set up foreign-owned trading companies, distribution centers and maintenance centers in Shanghai Free Trade Zone. Examples on existing operations will be given.*

(查詢 Inquiries: 李若梨小姐 Phoebe Lee - 電話 Tel: 2823 1239)

11月2日  
NOVEMBER 2

#### 中國經濟新形勢研討會

#### CHINA BUSINESS UPDATE CONFERENCE

11月3日  
NOVEMBER 3

#### 港台經濟研討會

#### HONG KONG - TAIPEI BUSINESS UPDATE CONFERENCE

最近一年，亞洲地區飽受金融風暴的影響，經濟發展的速度放緩。中國內地的經濟發展以及海峽兩岸的經濟形勢與香港經濟的關係更加密切。這次大型研討會的主要目的，就是要為會員提供最新的經濟信息以及營商的意見。研討會的詳情快將公佈。

*In the past year, most of the Asian countries are suffering through severe financial crisis and declining economies. China's economic health and the economic relationship across the Straits will be more vital to Hong Kong. In order to face the challenges ahead, the conference aims to provide participants with first hand and up close business advises and information. Detailed information will be announced shortly.*

(查詢 Inquiries: 李若梨小姐 Phoebe Lee - 電話 Tel: 2823 1239)

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# Luxury, Performance and Style on SAR Roads

*Crowded roads, excellent public transport and the high cost of car ownership ensure that car numbers for the population of the SAR are still relatively modest by Western world standards. But Hong Kong is still a prime market for luxury car manufacturers. Chief Economist, Ian K Perkin reports.*

Prestige or luxury cars, symbols of wealth, position and success in societies the world over, have seemingly dominated motor industry news around the globe in recent months.

If it has not been the impact of the regional economic crisis on sales in Hong Kong and around Asia, or the release of new models, it has been the mergers and transfers of ownership among the global industrial giants that manufacture the favored marques.

At a local level, there has probably not been a better time in recent years to buy a new or pre-owned prestige or luxury car, with the East Asian economic downturn badly affecting sales locally and discounts and deals being the order of the day among major distributors.

At an international level, however, with the US and European markets still relatively strong (at least for now), the greatest attention has been focussed on recent deals involving some of the biggest names in global luxury car manufacturing.

In the biggest cross-border industrial merger of all time, Daimler Benz, the German producer of the famed Mercedes-Benz marque, announced earlier this year that it would merge with the third biggest US car-maker, Chrysler Corporation, in a US\$43 billion deal.

Volkswagen, also of Germany, also earlier this year announced the far more modest purchase of the famed British luxury car maker, Rolls Royce Cars, although not, as things turned out, the famous Rolls Royce name and trade mark beyond 2003.

Slipping under the guard of Volkswagen in the whole Rolls Royce takeover saga was its rival German prestige car manufacturer, Bayerische Motor Werken, or BMW, which bought the rights to the use of the Rolls Royce name and trade mark beyond 2003.

The consolation for Volkswagen is the ownership of the existing Rolls Royce plant, equipment and skilled workforce and the rights to the prestigious name of Bentley (but not the coveted Rolls Royce name).

## EARLIER MOVES

All this activity this year came on top of earlier moves by BMW to take the British Rover group from its relationship with Japan's Honda, Ford of the US's acquisition of the British Jaguar and General Motors of the US's acquisition of Sweden's Saab.

Even earlier, Toyota of Japan made a successful move up-market into the prestige market with the production of the Lexus – a success not matched by its rival Japanese makers despite attempts by Nissan (Infiniti) and others.

These mergers and takeovers, while not changing the marques, is going to make for some interesting model and marketing decisions in the years ahead.

In the Hong Kong SAR, as in other markets, buying a luxury or prestige car is very much a discretionary expenditure item. It is a long way from being a necessity. After a home, it is also the second biggest item of expenditure a family is likely to make.

This makes the entire local car-market, not just the market for prestige and luxury models, susceptible to swings in consumer demand. The decline in demand during the economic weakness brought on by the East Asian financial crisis in the past 15 months has been particularly severe.

## SAR MARKET

Latest retail sales figures show that in the opening six months of this year the total sales value of motor vehicles and parts slumped 23.6 per cent on the same

period last year. In volume terms, sales for the half-year were off 19.3 per cent from the record levels of last year.

The Hong Kong car market has never been a large one. A record year it might have been for the local vehicle distribution industry, but Hong Kong still only registered 43,054 new private cars last year (the calendar 1997 year).

This was almost double the levels of the previous two years of depressed sales and only slightly up on the previous record year of 1992 when there were 41,878 new registrations.

At the end of last year, there were 314,833 private cars licensed for use on Hong Kong's roads and by the end of May this year, the number had crept up to 317,768 licensed private cars.

Surprisingly, the value of passenger cars imported into Hong Kong in the first half of the current was down only slightly to \$10.82 billion from \$11.42 billion last year and re-exports were up to only \$2.19 billion from \$1.87 billion.

This may, however, merely reflect deliveries of vehicles on sales made earlier when times were better, the deliveries of new models, or some re-stocking of passenger cars after the record year in 1997.

Total imports of all road vehicles in the first half of the current year was down only 2.4 per cent in value to \$21.85 billion from \$22.38 billion in the same period last year.

Despite the limited nature of the local market and its dominance by mass-market brands, especially those from Japan, the Hong Kong SAR still remains an attractive, if limited, market for the world's best known luxury brands.

This is apparent in the range of prestige marques and models available in the SAR and the industry's apparent willingness to try out new marques in the local market.

## ENTER CADILLAC

The locally listed Ankor Group Ltd, which is best known for its distribution of Swedish Saab models in the SAR, has only recently launched Cadillac, the elite of the elite in US car names, on the local market.

In a market dominated by European models and Japan's Lexus at the top end of the market and Japan's mass market vehicles at all other levels, it will be interesting to see the consumer response given the new Cadillac.

There have been a few around Hong Kong before, of course, with the white Cadillac of the former Senior Executive Councillor, Dame Lydia Dunn, probably the best known of the breed locally.

With the Cadillac Seville, General Motors of the US is now offering an international export model and an Asian model of its flagship sedan in both left- and right-hand drive configuration.

The addition of the right-hand drive model makes the Seville Cadillac's first volume right-hand drive model since 1941 and its Hong Kong introduction makes it the first ever factory built Cadillac Seville in the region.

Although Hong Kong has traditionally been the preserve of European and, more recently, Japanese luxury, the introduction of the Seville will provide an alternative for those with a penchant for the American style of vehicle.

The Cadillac Seville STS still reigns supreme as the ultimate in American luxury automotive manufacture and has the performance and technology to match its reputation.

Advanced technology includes the Northstar, 4.6 litre, V-8 dual overhead-camshaft aluminium engine producing 300 horsepower in the STS model, a power plant that is smooth, powerful and efficient.

The car also features a four-speed automatic transmission and the Stabiltrak stability control system.

Inside, it is pure luxury and features a Bose entertainment centre, advanced navigation equipment, adaptive seating and a network of 10 air cells that periodically adjust to suit the comfort of driver and passenger.



Cadillac Seville STS - the new market entrant from Ankor.

### SAAB

Also from the Ankor Group comes the mainstay of its car division, the Saab 9-3 (in hardtop and convertible models) and the Saab 9-5, both in their new 1998 versions.

Like its Swedish rival, Volvo, Saab has built a devoted clientele in Hong Kong with its unique styling, good handling properties and high performance.

The Saab 9-3 coupe is a family car offering plenty of space for five adults and high performance, especially with its 2 litre Turbo engine generating 185 horsepower. There are also two injection engines with 2 litre and 2.3 litre capacities and a new 2.2 litre diesel, the first-ever in a Saab.

The Saab 9-5 is the group's four door premium sedan and is a new product line in the Saab family and comes with a 2.3 litre Saab Turbo engine.

It comes with plenty of special safety features including the Saab inter-active head restraint and front and side air bags. It also has a dual-zone automatic climate control system and even a cooled glove compartment.

With its high performance, elegant styling in the Saab tradition and host of safety features it is a worthy descendant of the unique Saab family.



Saab 9-5 - a reliable market performer.

### MERCEDES-BENZ

A few other specialist marques apart, at least one Mercedes-Benz in the garage is probably still the prime mark of achievement in Hong Kong, although a BMW (7 or 5 series) probably runs Mercedes close.

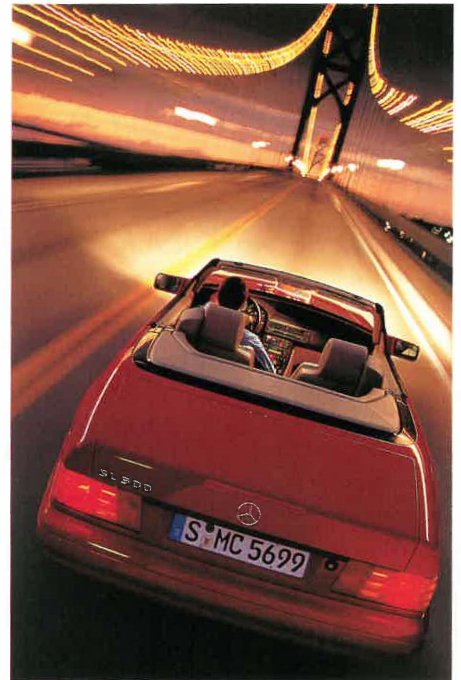
This long-term popularity of Mercedes-Benz in the SAR reflects respect for the cars and this, in turn, is reflected in the range of models the Zung Fu distribution arm of the Jardine group offers on the local market.

In Hong Kong, the group offers S-Class, C-Class, E-Class and CLK, SLK, CL, SL and V-Class models, ranging from the

small Kompressor sports, through the more conventional Mercedes sedans, wagons and sports models to the V-Class people movers.

All come with full luxury equipment and offer enough power and styling in their various models to match any taste or yearning for performance, and any price range.

Those seeking something additional can also pick up any of three AMG specialist models



Mercedes-Benz - popular with a wide model range.

### BMW

Bayerische Motor Werken, or BMW, a key rival for Mercedes Benz in luxury stakes offers everything from the popular 3-series sedans, through the mid-range 5-series and the top-of-the-range 7-series to exciting Z3 roadster.

Distributed in Hong Kong by BMW Concessionaires, a subsidiary of the Sime Darby group, the ultimate in luxury in the BMW range is the 750iL sedan with a 5.4 litre, 12 cylinder power unit.

BMW describes it as the "supreme driving experience" offering luxury, power and performance and well as outstanding handling and safety features. These same features have been passed down to the 5- and 3-series.

But for the sporting vehicle enthusiast the star of the BMW range at the present time remains the Z3 roadster introduced with much panache in the new James



Bond movies starring Pierce Brosnan.

BMW says the Z3 runs on two types of fuel, petrol and adrenalin, with its 2.8 litre straight-six engine, ergonomically designed two-seater cockpit and manual gearbox offering exciting driving.



**BMW - big competitor in the luxury stakes.**

## LEXUS

This luxury car from within, but separate to, the Toyota group, has been the third best selling luxury marque in Hong Kong since 1995 and currently accounts for some 12 per cent of the luxury or prestige market.

Crown Motors Ltd, the Toyota distribution arm of the Inchcape group in the local market offers three models to local buyers, the LS400, the GS300 and the ES300.

The top-of-the-range LS400 is the pinnacle in Japanese luxury and offers a powerful V-8 engine and five-speed automatic transmission. It has wonderfully finished interior fittings and the latest in safety features.

The smaller GS300 offers all the same luxury safety features a three litre engine incorporating the latest in engine technologies and a five speed automatic transmission.

The ES300 is a sports sedan, also with a three litre engine and five speed automatic transmission.



**Lexus - still tackling the European giants.**

## ROLLS ROYCE AND BENTLEY

Still the pinnacle of the auto-makers craft, Rolls Royce earlier this year introduced the Rolls Royce Silver Seraph

at the Geneva Motor Show. With its classic good looks and the ultimate in luxury interior the new Rolls Royce still stands alone at the top of the luxury and prestige market.

Powered by a new 5.4 litre, 12 cylinder engine, the Silver Seraph offers power and performance, but is still as quiet as the Rolls Royce name has become famed for.

The sporty, new Bentley Arnage, appropriately launched at Le Mans this year is the thorough-bred among sports coupe with unrivalled luxury and a twin-turbo-charged 4.5 litre engine.

Both marques are distributed in Hong Kong through the Inchcape subsidiary, MD Motors.



**Rolls Royce - the pinnacle of the prestige market.**

## PORSCHE

Hong Kong's road boast a huge range of sports cars, with European, Japanese and American pedigrees, but it is still the Porsche that dominates the luxury end of the sports and performance car market.

Even during recession the marque remains popular with local drivers with the local distributor, Jebesen & Co reporting 103 registrations in the first half of this year, up from 74 last year.

Apparently the group's order book is still quite healthy although orders have slowed somewhat from the pace at the beginning of the year as the economic downturn takes a hold on the local community.



**Porsche - for the sporting minded.**

The group offers a wide range of models in Hong Kong from the popular Boxster, a rival to BMW's Z3 and the Mercedes Kompressor, to the 996 Turbo S coupe.

Jebesen & Co also distributes a range of Renault vehicles in the SAR.

## AUDI

The luxury brand from Germany's Volkswagen, the newest addition to the Audi range in Hong Kong is the Audi A6 in three versions, a 2.8 litre, a 2.8 litre quattro (four wheel drive) and a 2.3 litre.

All offer luxury interior and special safety features and V-6 double overhead camshaft engines.

Other cars in the Audi range are the 2.4 litre A4, the A4 Avant and the Cabriolet, the 1.8 litre A3, the 4.2 litre A8 quattro and the 2.8 litre Audi Cabriolet.



**Audi - another competitor from Germany.**

## ALFA ROMEO

The favorite in Italian luxury, Alfa Romeo has a solid following among enthusiasts in Hong Kong and is distributed by Wallace Harper. Its coming flagship model is the 166 that is expected to be released in Hong Kong early in the new year.

In the new car the entire platform is new and the 166 will also offer Alfa Romeo's version of the Tiptronic gearbox offers either manual control or fully automatic driving. ■



**Alfa Romeo - the Italian luxury experience.**

# Developing Innovative Ideas

Developing a creative and original idea is difficult, but there is a process that can make it simpler, Mr Jeremy Kidner, Managing Director of Intelligence Asia told a Roundtable luncheon.

"The barriers to innovation are lack of time – operational pressures mean that there is little time allocated to the process of innovation; also differing perspectives in an organisation and a lack of process for innovation," he said.

Ideas come from different people with different values coming together.



Jeremy Kidner of Intelligence Asia briefed members on how to develop innovative ideas and to track the clues that lead to change.

基納德在會上介紹如何構思新意念及洞悉應變之策。

"For example bringing together the people from engineering and accounting or sales and marketing will encourage creative ideas, but this has to happen in a structured way," he said.

The next step towards innovation is to look for trends that have already happened and their likely outcome.

"This involves analysing areas of opportunity which could include population changes – for example the phenomenon in the US of the greying population; changes in perception – subtle changes in people's assumptions; changes in industry structure and technology," he said.

After these areas of change are identified the direction of market; perception evolution and cost evolution must be considered.

"No one innovates alone – it's important to look at the competition to identify future trends and have an insight into what's going on," he said.

Once market and value evolution are identified new market segments can be deduced as well as the disappearance of fading markets.

"Once perception and cost evolution are predicted speculations on how peoples perceptions may change will provide a fertile ground for innovation," he said.

And finally, when cost and competition evolution are predicted then trends in market transformation can be speculated.

## Environmental Reporting Benefits

The advantage of including an environmental audit in the corporate annual report are multifold, according to Mr Roger Adams, Head of Technical Services and Research, Association of Certified Chartered Accountants, at a Roundtable luncheon.

"Firstly it enhances employees' morale and by setting and publishing performance standards it drives continuous improvement in a green direction," he said.

It also enables companies to re-assure investors and lenders as to the environmental risk and corporate environmental engagement.

"Environmental reporting can provide a strong focal point for internal environmental management systems development and managerial buy-in and it establishes green issues as a key policy or strategy," he said.

Good environmental performers are able to differentiate themselves from those that are bad and it minimises risk from regulatory intervention.

"It can also create local community involvement and may provide improved access to supply chain by winning public procurement opportunities."

Many public bodies want to choose a green company to deal with.

"A good green image also provides public relations and profiling opportunities

## 如何構思新產品新服務

Intelligence Asia董事總經理基德納在小型午餐會上表示，構思創新的意念並不容易，但仍是有法可循的。

他說：「創意每每受制於三方面：一、時間不足。營運壓力往往使預留給創作的時間短促；二、公司內部意見紛紜；三、缺乏有系統的創作程序。」

持不同觀念的人聚首一堂，就能產生新的意念。

他稱：「舉例說，把工程界和會計界的從業員集合起來，或讓投身推銷行業和市場推廣的人濟濟一堂，便可激發他們的創作意念，惟整個創作過程必須小心策劃。」

接著是研究現有的趨勢及它們可能帶來的影響。

他說：「分析具發展潛力的範疇，如人口、價值觀念、工業結構和科技方面的轉變，均會帶來發展契機。例如，美國出現人口老化和人們對事物的觀念所產生的微妙變化，都是值得研究的課題。」

了解這方面的轉變後，必須考慮市場走勢、觀念改變及成本變化等因素。

他說：「沒有人可以憑空創新，必須靜觀競爭的情況，預測走勢，洞悉事態的發展。」

只要認清市場和價值觀念的轉變，便可預測市場動向，預知那些是快遭淘汰的夕陽行業。

他說：「只要預測觀念和成本的轉變，便可孕育創意。」

最後，若能估計成本和競爭方面的變化，便可預測市場的走勢。

### 環境評估可為企業增益

在本會的午餐會上，英國註冊特許會計師協會技術服務及研究主管阿當斯指出，在公司年報中增設環境評估報告，可使公司多方面受惠。

他表示：「首先，環境評估可提高員工士氣，透過訂立和編製標準，可推動公司不斷提高環保水平。」

藉著評估報告，更可向投資者和貸款人顯示環境風險的水平，並重申公司對環保的重視。

他道：「環境報告為公司的環境管理路向及採購方針提供了指引，並確切表明環保在公司政策中的重要地位。」

在環保方面表現出色的公司可藉此凸顯優勢，減低受規管干預的風險。

「藉環境評估可使公司有更多機會參與社區發展，獲取政府的招標合約，從而爭取更佳的供應貨源。」

此外，不少公營機構亦喜歡與注重環保的公司合作、交易。

他說：「綠色形象可收公關效益，又可提高公司商譽，更有助建立開放的公司文化，接納社會及道德評估報告等新思維。」

評估的成本大多是直接的，包括裝設合適的環境管理系統、委託外間的公證行、印刷、網頁設計及報告潛在風險等。

然而，不作環境評估，所帶來的間接損失卻十分重大。



and it develops a company culture that is more receptive to new developments like social and ethical reporting," he said.

The costs of reporting are mostly direct such as installing appropriate environmental management systems; appointing external verifiers; publication, distribution or Web site design costs and the potential of reporting risk cost.

The costs of not reporting are mainly indirect.

"These include a poor environmental profile vis-a-vis competitors and potential loss of markets and investors," he said.

The pressures to produce environmental reports may come from an attempt to gain a competitive advantage or to report on an already installed environmental management system.

"There may also be pressures from the supply chain, credit and investment conditionality, other stakeholder concerns, international standards, mandatory requirements or peer group pressure.

"Environmental reporting is the provision of information about the environmental impact and operational performance of an entity that is useful to relevant stakeholders in assessing their relationship with the reporting entity," he said.

These may include non-participating owners and lenders, analysts and financial advisers and the media.

"Other people that will be interested are suppliers and customers in the supply chain, employees and competitors for benchmarking. Plus, local regulatory authorities, national government, environmental organisations and local communities," he said.

Environmental reporting started in the 90s. In 1990 there were no more than 12 corporations worldwide doing it now there are an estimated 2,000. ■

他說：「這些損失包括聲譽受損（公司在環保方面的聲譽較競爭對手差）、市場失利和投資者轉投他處。」

很多時候，公司在種種壓力下，不得不編製環保報告。為了取得競爭優勢，或炫耀現存的環境管理系統，公司往往編製這類報告。

他稱：「其他方面的壓力源自供應鏈、信貸及投資條件、其他商業夥伴的關注、國際標準、強制性規定及同業的影響。」

「環境評估報告提供了公司對環境的影響及環保表現等多方面資料，商業夥伴可據此評估與公司的關係。」

這些商業夥伴包括沒有參與業務的股東、貸款人、分析員、財務顧問及傳媒。

他說：「除了供應鏈上的供應商和顧客、僱員以及仿效借鑑的競爭對手外，地方管理機關、政府、環保團體和社區團體等機構亦會關注報告內容。」

環境評估這項概念始於九十年代。在九〇年，全球進行環境評估的公司不多於十二家，估計現時已增至二千家了。■

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# Recruitment on the Net

By Louise Parkinson

**F**inding and recruiting employees over the Internet has become one of the most explosive phenomena of the online world in recent years, according to a study released in August by Hong Kong Internet consultants, New Media Communications (NMC).

According to the report more than 100,000 companies are now actively using the Internet to fill upwards of one million jobs while more than 2.5 million job seekers have posted resumes on the Internet. This is up from 1.1 million last year and 450,000 two years ago.

NMC, which specialises in developing marketing and Internet strategies for corporations, says that recruitment is now one of the fastest growth areas on the Internet and is outperforming much higher profile sectors such as e-commerce in usage.

"Job hunting and recruiting on the Internet has undergone a massive boom over the past few years," said NMC Director for Client Services, Mr Mike Dunn. "Every day tens of thousands of job hunters are using cyberspace to find employment opportunities on a global basis. And recruiters now have access to a host of

tracking systems, software, databases and other online facilities to help them in their work."

According to the report, online recruiting works and is continuously improving. Companies are accelerating plans to use the Internet for staffing, due to the strong potential to reduce costs, reach a broader audience and manage employee information with fewer internal resources.

For example, of 300 employment orientated vendors who took part in the Society For Human Resource Management's Annual Conference in the US last year, all had planned an Internet or Intranet component to their service.

According to statistics, 66 per cent of US-based human resource (HR) professionals are now using the Internet for recruitment-related activity – up 45 per cent over last year – and over 62 per cent of both users and non-users expect to use the Internet to recruit in the coming 12 months.

It is evident, the report says, that job seekers are more and more often looking to the Internet for employment opportunities. This means that organisations that do not have an Internet recruitment strategy are missing opportunities to reach qualified,

available job candidates on a worldwide basis.

"Fortunately, technology exists today that enables HR professionals to significantly improve their productivity in the management of administrative tasks. As a result, HR professionals can keep up with increased demands in administration while reducing time spent on administrative tasks," said Mr Dunn.

"Internet based technology can also help HR professionals empower internal customers to do more on their own and it can be used to automate many HR processes such as delivering information to employees in a timely manner," he said.

NMC say the report is aimed at helping HR professionals begin to think about how the Internet can assist them and help them in planning an Internet strategy.

"There is much more to think about than simply sticking up a Web site and hoping someone will see it. You need to look beyond the World Wide Web and utilise other possibly more effective, means of using the Internet such as email and discussion groups. You also need to back it up with careful planning, marketing and traditional business basics," said Mr Dunn. ■

## 網上招聘新趨勢

白璐珊

**香**港網絡服務顧問 New Media Communications (下稱 "NMC") 在八月份發表的研究報告指出, 近年網上招聘成了網絡服務的新興環節。

報告指出, 現時, 透過互聯網招聘員工的公司超過十萬家, 職位空缺達一百萬個; 另外, 透過互聯網傳遞個人履歷的求職者更超過二百五十萬名, 遠多於去年的一百一十萬名及兩年前的四十五萬名。

市場推廣兼網絡策劃顧問NMC在報告中指出, 網上求職及招聘是發展最快速的新興環節, 使用率尤勝電子商業等其他備受矚目的項目。

該公司的客戶服務總監鄧恩說:「過去數年, 在互聯網上求職和招聘的人士激增。每天均有成千上萬的求職人士透過互

聯網尋找世界各地的就業機會, 而招聘者搜尋合適人選時, 亦可借助林林總總的電腦搜索系統、軟件、資料庫和其他網上設施。」

報告稱, 網上求職及招聘服務正日趨完善。不少公司正積極開展網上招聘計劃, 以減輕成本、擴大招聘廣告的接觸面, 以及減省公司內部處理僱員資料的人力物力。

以去年的美國人力資源學會周年大會為例, 與會的三百家職業顧問均表示, 正籌備增添互聯網或內聯網服務。

統計數字顯示, 美國百分之六十六的人力資源管理人員透過網上進行招聘活動, 較去年增加百分之四十五; 此外, 超過百分之六十二被訪的網上用戶及非用戶表示, 在未來十二個月內會透過互聯網招聘員工。

報告指出, 上網找尋職位空缺的求職者日漸增多。因此, 機構若不開展網上招

聘, 便會錯失了物色各地合適人選的良機。

鄧稱:「慶幸的是, 現今的科技能讓人力資源管理人員提高行政效率, 因此, 即使面對日益繁重的行政工作, 他們也可以應付自如。」

他道:「互聯網科技有助招聘公司的客戶自行處理部分工作, 並將定期向僱員發放資料等工作程序自動化。」

NMC表示, 報告旨在協助從事人力資源的專業人員思考如何透過互聯網受惠及籌劃網上招聘。

鄧稱:「網上招聘並不是設立網頁後守株待兔這麼簡單, 必須經過深思熟慮, 才可成事。然而, 您必須放眼網頁以外的領域, 使用其他如電子郵遞等更有效的網上科技, 並透過小組討論、周詳的市務推廣計劃及傳統的商業支援, 才可招聘合適的人選。」■



# De-bugging Computers for 2000

By Louise Parkinson

About 65 per cent of businesses in Hong Kong will be affected by the millennium bug but only 26 per cent know how to deal with the problem, according to surveys by the Hong Kong Productivity Council (HKPC).

"This is astounding because 94 per cent of these people say they will experience great losses if their computers don't work come 2000," said Mr Patrick Li, Computer Consultant of HKPC.

"Some experts believe the year 2000 bug could lead to global economic recession it is so serious and widespread."

While Hong Kong people prefer to get a return on investing in IT solutions, solving the bug problem does not offer profit but it does safeguard against business failure in 2000.

"Businesses should treat the problem like going to the doctor – some of their computers are sick and need to be cured," he said.

Businesses should have started debugging systems now because, if everyone leaves it to 1999, there will not be enough human resources to eradicate the bug.

Debugging current computers involves scanning the source code to identify affected lines, changing them and then testing the solution.

"Old systems may not even have a source code or documentation to understand programme design and interfaces with other connected systems," Mr Li said.

"In fact, the programme structure may be so poor that searching for affected codes cannot be done systematically."

Even after conversion, performance and execution speeds of applications could be degraded and require further system tuning or even hardware upgrades.

Capers Jones of the British-based Software Product Research Corporation estimates that total cost of debugging existing software in Hong Kong will be \$10 billion.

However, this is far from the US\$1 trillion estimate for global litigation expenses and damages as a result of system failure.

Lifts with automatic maintenance check alerts will go to the bottom of the building awaiting maintenance on January 1, 2000.

New credit cards with post-2000 expiry dates will be rejected by teller machines as having expired in 1900.

Other possible consequences may include bank software returning negative interest for three-year deposits in 1997 that mature in 2000 and are overdue.

Making systems Year 2000 compliant involves conversion, time management and testing.

Novel Information Systems offers packages to solve the bug problem, one of these is Comet.

"The current representation of dates in many large systems uses a two digit field to represent the year. At the turn of the Century this limited representation, if not corrected, will produce numerous failures that will impair critical business operations. But the correction process is not simple and has considerable difficulties, particularly in large-scale information systems," said Mr Victor Lee, Deputy General Manager, Novel Information Systems.

The approach used by Comet permits automatic code analysis for identification of date sensitive items (DSI) and the automatic correction of code.

"This minimises the need for application knowledge and the entire process is fast, reproducible and accurate," he said.

"The problem of modifying a large system for Year 2000 compliance is enormous. This is primarily because of the

## 「除蟲」有妙法

白璐珊

香港生產力促進局調查所得，全港約百分之六十五的商業機構將受千年蟲侵襲，但只有百分之二十六的公司認識「除蟲」之法。

生產力促進局電腦顧問李偉強稱：「這情況教人震驚，原因是百分之九十四的業界人士透露，若電腦在二千年來臨時失靈，損失將會十分龐大。」

「有些專家甚至相信，千年蟲會導致全球經濟衰退，影響嚴重，且牽連甚廣。」

港人期望在資訊科技投資，最終可圖取利潤；然而，解決千年蟲問題雖不能圖利，卻可保障業務的運作順利過渡二千年。

李說：「商業機構應該把處理千年蟲問題視為求診治病，情況就如有些電腦病了，要好好治理一樣。」

現時，商業機構應開始為電腦系統「除蟲」，不然，若大家都留待九九年才動手，屆時便會缺乏足夠人手杜絕「蟲患」了。

為電腦「除蟲」時，先要搜索源代碼，找出受侵襲的線路，並加以修改，最後還須測試解決方案。

李說：「舊式的系統甚至不設源代碼或文本資料，因此，無從了解程式的設計及系統之間的界面。」

「事實上，不少程式結構設計有欠妥善，以致無法有系統地搜索受襲的源代碼。」

即使代碼得以轉換，也可能降低了應用程式的性能和執行速度；這樣，系統便需要再次調教，甚至提升硬件的級數。

英國 Software Product Research Corporations 的瓊斯估計，杜絕全港現有軟件的千年蟲約需一百億港元。

可是，因電腦系統失靈在全球引致的訴訟及破壞，估計總額可高達一萬億美元，若

跟前者相較，區區一百億港元可說是九牛一毛。

試想，在二〇〇〇年一月一日，配備自動維修警報系統的電梯會停在大廈的底層，等待維修。

自動櫃員機亦會視有效期至二〇〇〇年或以後的新發信用卡為一九〇〇年失效，因而拒絕接納。

另一可能是，到了二〇〇〇年，銀行的軟件系統會指示九七年存入的三年定期存款發放負利息。

安排電腦系統渡過公元二千年的工作牽涉甚廣，包括程式轉換、時間管理和系統測試。

永新資訊系統提供多個「除蟲」程式，Comet 便是其中之一。

該公司的副總經理李松說：「現時，許多大型電腦系統使用兩個數位表示年份。若不修正，踏入二十一世紀時，這種兩個數位的表示方式便會造成多不勝數的電腦失誤，

size of the code involved and the absence of working knowledge of the flow of the code written a long time back. To worsen these problems working programmes cannot be stopped for a long period of time so these changes must be done without disrupting the regular operation of the organisation".

Once conversion is completed testing must occur. Cyrano Software provides a package to validate that your applications will work into the new millennium.

The only way to know for sure whether the system will continue to support the business over the transition from the 20<sup>th</sup> to 21<sup>st</sup> Centuries is to test it by simulating key business processes running at future dates.

Cyrano's package automates year 2000 testing of character based applications by automatically advancing dates used during the test phase, to ensuring a thorough validation. It also operates across computing architectures to test virtually any business-critical application.

The test operates through the application's users interface and can validate application and layered software without access to source code and can run on a wide range of operating platforms.

It also allows the recording of each business process, identifying DSI. Then, after aging the recording, simulates the process across key future dates. During simulation, all DSI is compared with the original recording to check for the correct

影響重要的商業運作。然而，修改程序並不簡單，也帶來不少困難，而修正大型資訊系統所面對的問題尤其複雜。」

透過自動分析代碼，Comet可識別按日期執行的項目，並自動進行代碼修正。

李說：「使用這套軟件，不必精於程式的應用，整個『除蟲』過程快捷、準確，又可以反復進行。」

「為大型電腦系統杜除千年蟲所引致的問題，極為繁複。主要是由於當中涉及的代碼繁多，加上編寫代碼的日子距今已久，今天的電腦人員對整個代碼流程缺乏實質了解。更糟的是，正在運行的系統不能長時間停下來，因此，『除蟲』工作必須在不影響機構正常運作的情況下，才可進行。」

轉換工作完成後，便須進行測試。Cyrano軟件所提供的測試系列，確保應用程式可繼續運作至下一世紀。

要確切了解電腦系統能否在世紀交接時順利運作，唯一方法是在主要業務的運作程式內輸入廿一世紀的日期，藉此進行模擬測試。

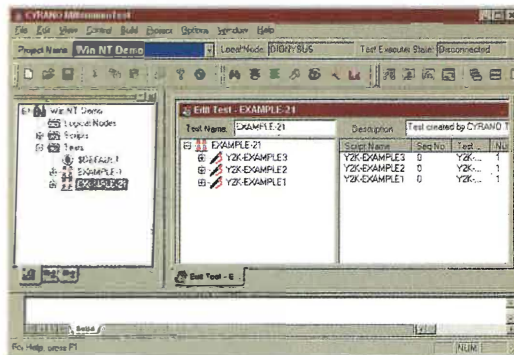
Cyrano為那些以字元為基礎的應用程式進行系統測試時，會自動把日期改為二〇〇〇年以後，確保檢測工作徹底執行。此外，

relative behaviour. Recordings may be extended and customised to accommodate specific tests.

The test maintains a complete audit trail of all simulations, and provides comprehensive reporting that can be used to prove that systems have been thoroughly tested and all reasonable steps were taken to prevent litigation in the future.

Management of year 2000 compliance is also important for a successful conversion.

Netsource offers a comprehensive



Cyrano software to validate applications.

Cyrano 軟件可用於測試應用程式

management tool to help complete the project from its start to the end.

"Most organisations working on the Y2K project are drowned by the overwhelming project information and due its size many companies do not have enough expertise

這軟件亦可穿梭於電腦體系中，測試所有與業務運作有關的應用程式。

有關測試可透過應用程式的使用者界面進行，故不須檢駁源代碼，也可檢測應用程式及分層軟件；此外，軟件亦能與多個操作平台兼容。

這套軟件又可把每個商業程序記錄下來，以便識別按日期執行的項目。待紀錄失去時效後，軟件會選擇數個二〇〇〇年後的重要日期，並把它們套入紀錄裡，進行整個程序的模擬測試。期間，軟件會把所有按日期執行的項目與原有紀錄比較，以檢查系統的運作是否正常。紀錄的範圍和形式可加以擴大或修改，以配合各種不同的測試。

軟件既可為所有模擬測試備存完整的核對紀錄，又可提供完備的報告，證明系統已接受徹底測試，並進行一切合理程序，避免日後引起訴訟爭議。

電腦系統能否成功轉換，有賴千年蟲問題是否獲得妥善處理。

為此，環亞公司提供了完善的管理工具，協助用戶從始至末順利完成整個轉換過程。

環亞亞太區董事鍾振龍表示：「大部分進行除蟲工程的機構，必會被大量與工程有關的資訊壓得喘不過氣來，況且計劃龐大，

internally to successfully manage the problem," said Mr Eddy Choong, Regional Director, Netsource.

The tool called the Y2K Control Centre addresses problems and control parameters from awareness to certification.

"The Control Centre allows staff to update information so that managers can review information in real-time. Checklists and document outlines are included and there are guidelines to help you define tasks for your organisation," he said.

Updates are put into a central database so the problem of unsynchronised information and confusion can be eliminated.

"A knowledge management module allows quick reference and management of knowledge gains made during the project," he said.

"The benefits of using the Control Centre are multifold – you can start up your Y2K project using a minimally configured PC and following the pre-written knowledge in the product you can define your own tasks and proceed step by step. And, as you organise a Y2K project team they can share their knowledge and information easily via the network. If there is a sufficient networking configuration you can even manage the project from another geographical area. Information can be entered until completion of the project," he said.

With all this help available Hong Kong companies have no excuse for not being year 2000 compliant. ■

很多公司根本缺乏內部專才，以致未能完善處理這個問題。」

該公司推出了一套名為 Y2K Control Centre 的軟件，幫助用戶由察覺問題出現以至測試驗證期間，找出問題所在，並控制箇中變數。

鍾說：「這套工具可讓員工更新資料，使管理階層即時縱覽，並可顯示工作清單和文件綱領，更備有指引，協助機構界定工作目標。」

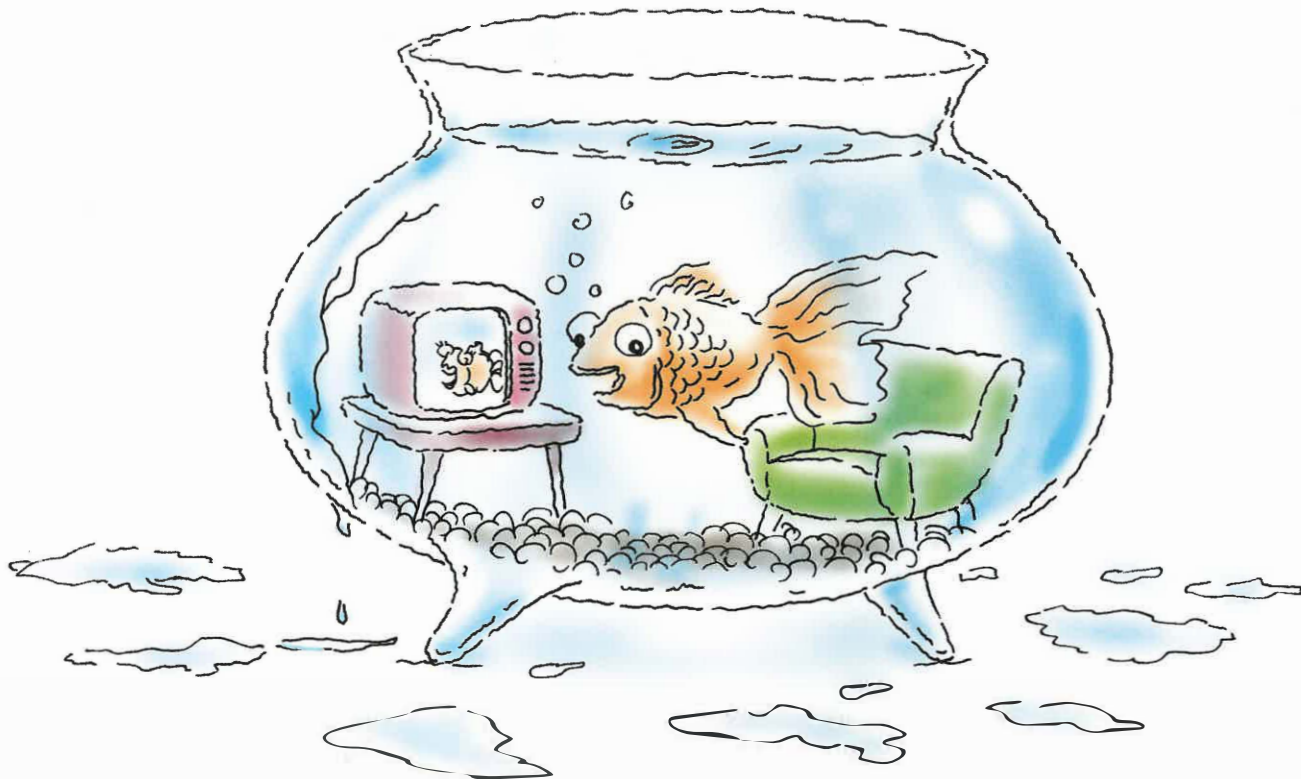
軟件可把最新資料輸入中央資料庫，避免資料雜亂無章，減少混亂。

鍾稱：「這套知識管理系統方便用戶翻查及管理所獲取的知識。」

「這套工具優點極多。例如，您只需使用配置極少的私人電腦，便可展開『除蟲』大計，並按照套裝軟件的資料說明，清楚界定工作的目標，然後逐步執行。若籌組『除蟲』工作小組，組員間更可透過電腦網絡，互相分享資訊，快捷簡便。倘若網絡的配置充足，您甚至可在另一地點搖控整個計劃。期間，資訊可不斷輸入軟件內，直至整項計劃完成為止。」

事實上，支援「除蟲」的套裝軟件色色俱備，本港的公司實在沒有藉口逃避千年蟲問題。■





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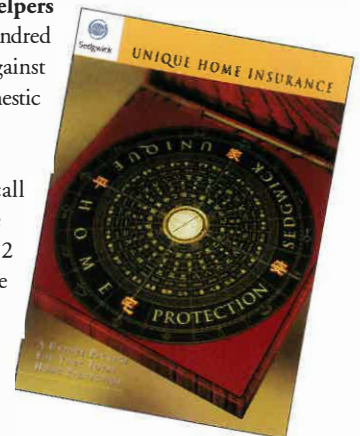
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# 它恰如其時 地抵達市場



以最具競爭力的成本生產最優質的產品已不足以取勝。要於現今的市場上獨佔鰲頭，速度及效率都是非常重要的。可否以最快捷及最具成本效益的方法將產品推出市場，是閣下產品成功與否的關鍵因素。

今天，製造商可能要費煞思量，才可將一件產品送到消費者的面前，就以這個數字鐘為例，它的設計是源自香港，配件及原料是來自亞洲五個不同的供應商，而生產地點則是在深圳。但這只是一個開始而已，接下來的工序還包括倉存管理、訂單處理、開立運輸文件、以至最終的包裝及分發至全球的買家。

若這個數字鐘是閣下的產品，閣下需要一些可將所有工序組織起來的工具。那些工具可以有效地管理供應鏈資訊流程，從而使貿易夥伴節省數天、以至數星期的時間，提早完成訂單及將產品遞送到市場。

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