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BULLETIN

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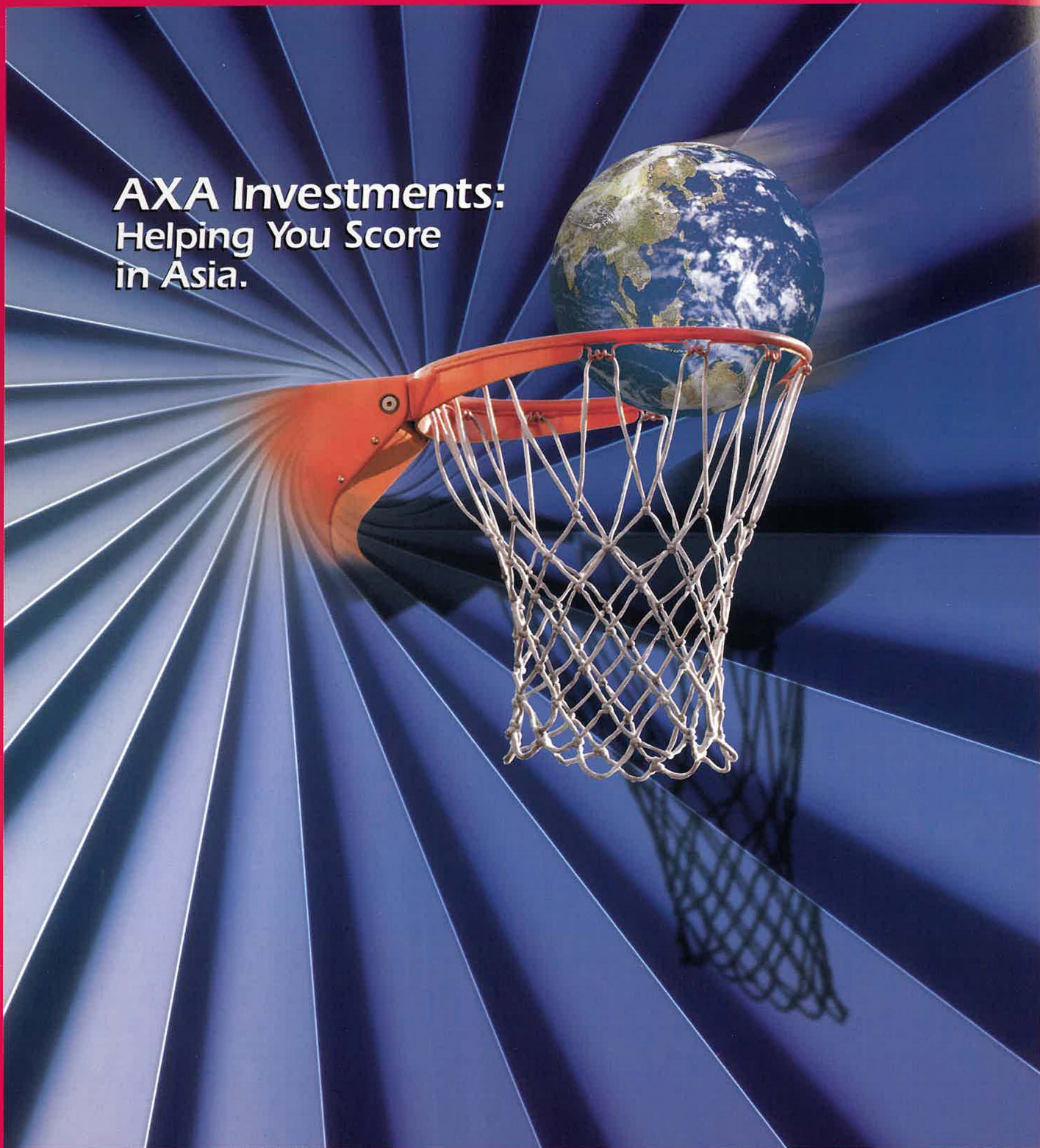
西部之行

總商會訪問團對中國西部
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REVIEW

Letters to the Chamber 讀者來鴻

The Bulletin welcomes letters from Chamber members, but reserves the right to edit any material supplied. Opinions expressed in Letters to the Chamber does not necessarily imply endorsement by the Chamber. 《工商月刊》歡迎本會會員來函，惟本刊保留編輯權。以下內容，純為讀者意見，不代表本會立場。來函請交：Letters should be sent to: **The Editor, The Bulletin, The Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, HK. Fax: 2527-9843. Email: malcolm@chamber.org.hk**



Competition key to maintaining HK's market position

Thank you for sending me the GenCham's Statement on Competition which I received on return from Beijing. Eden Woon has sent me GenCham's Code of Ethics on Protection of Intellectual Property Rights. I am glad to note that GenCham has taken on an active role in promoting a clean and pro-competition business environment in Hong Kong. As you rightly pointed out, competition is key to maintaining our market position in the international arena. And promoting awareness of intellectual property rights underlines the importance we attach to the rule of law and level-playing field for business. I am grateful to the GenCham for these initiatives.

I look forward to the continued support of GenCham for the Government's ongoing efforts to make Hong Kong an even better place for doing business.

Donald Tsang
Financial Secretary

維護自由競爭 保持市場優勢

從北京返港後收到總商會有關自由競爭的聲明，謹此致謝。我亦收到了翁以登博士寄上的總商會保護知識產權守則。本人樂見總商會積極在港推廣廉潔、維護自由競爭的營商環境。正如翁博士所言，自由競爭是令香港在國際舞台上保持市場優勢的重要一環，而增強對知識產權的意識，亦表明了香港重視法治，致力維護公平的營商環境。本人感謝總商會在這方面的努力。

政府將努力不懈，為香港締造更美好的營商環境，期望總商會繼續鼎力支持。

財政司司長
曾蔭權

90% mortgages 'win-win' situation

The Hong Kong Mortgage Corporation recently extended the Mortgage Insurance Programme (MIP) to cover the Loan-to-Value ratio up to 90 per cent, from 85 per cent previously. This effectively reduces the initial down-payment required for mortgages and makes home ownership more accessible. It also has given the market a psychological boost, which improves market sentiment and encourages prospective buyers to shop around.

Some people expect the impact of the extension programme to be limited. They argue figures show not more than 2,000 mortgage insurance applications were received for the first six months of this year. Limited demand reveals mortgage insurance and the home market are not closely correlated. Banks are also likely to offer less generous loan terms, or higher premiums. In short, buyers do not benefit much from the expanded scheme.

The above arguments sound reasonable, but an increasing number of people visiting flats and a slight increase in asking prices prove that the expanded MIP is having a positive effect. It also, of course, makes home ownership easier. The effect may be short term, but it is definitely a good step and creates a "win-win" situation both for buyers and bankers.

Ricky Wong
Director
Harriman Realty Co. Ltd.

九成按揭締造雙贏局面

香港按揭證券有限公司近日推出按揭保險計劃，將按揭貸款額由早前八成五增至九成。這項計劃令按揭所需的首期顯著減少，讓市民較易實現置業的夢想，對物業市場來說，亦起了刺激作用，令市場氣氛好轉，並鼓勵準買家四出參觀比較。

有些人預期這項計劃的影響力有限，他們認為，今年上半年接獲的按揭保險申請不超過2,000

宗，足見市民對按揭的需求有限，也反映了按揭保險與本地樓市並無相互的密切關係。此外，銀行也有可能收緊貸款期限或提高保費。換言之，買家在這項計劃中得益不多。

以上論點聽來有理。不過，參觀示範單位的人數增加和叫價輕微上升，足以證明新按揭保險計劃正起著正面的作用，令市民更容易置業。計劃的影響可能短暫，但這一步為買家和銀行業人士均締造了雙贏局面，確實不錯。

夏利文地產有限公司董事
黃光耀

Business and the environment

It is pleasing to note the valuable work the Chamber is doing on environmental matters. Some of your readers may not be aware that the Chamber was a founding member of the Business Coalition on the Environment [BCE] which now comprises 30 local and foreign business associations.

The BCE has been very active this year and we were pleased to meet with the Chief Executive in June to outline the business community's concern over Hong Kong's environment and our support for the administration's proposals outlined in the 1999 Policy Address. The BCE has recently made a comprehensive submission to the Chief Executive regarding the 2000 Policy Address.

As part of our education programme, we have continued with the practice of organising luncheons with prominent environmentalists as speakers. Our most recent event was addressed by Amory Lovins from the Rocky Mountain Institute.

We look forward to continuing Chamber support for our efforts.

Barrie Cook
Convenor
Business Coalition on the Environment

商業與環境

總商會在環保事項上所作的貢獻，令人欣喜。有些讀者或許不知，總商會是商界環保大聯盟的創會成員。目前，已有三十家本地和海外的商業團體參與這個組織。

商界環保大聯盟今年十分活躍，我們很榮幸在六月與行政長官會晤，表達商界對香港環境的關注，並藉此對1999年《施政報告》中有關的建議表示支持。大聯盟已就2000年的《施政報告》向行政長官提呈詳盡的建議書。

舉辦午餐會是我們過往的教育活動之一，此後，我們將繼續邀請知名的環境保護學者擔任午餐會演講嘉賓。在最近一次的午餐會上，我們邀請了Rocky Mountain Institute的洛文斯主講。

我們期望總商會繼續給予支持。

商界環保大聯盟召集人
高保利

Silk Road Mission

As last minute entries my wife and I participated in the Chamber's eight-day study mission to China's world famous Silk Road.

We travelled from Hong Kong to Xian in Shaanxi Province, from there to Lanzhou and Dunhuang in Gansu Province and further westward to Urumqi in the autonomous Xinjiang region. We viewed the 8th and 9th wonders of the world: the Terra Cotta Warriors in Xian and the Mogao Caves in Dunhuang. We had an exciting camel ride at 5:30 a.m. to the Ming Sha Sand Dunes. We met with provincial governors and city mayors. We ate mut-

ton and camel feet, and other exotic dishes. We stayed in five-star hotels and had wonderful weather all the way. In between the group held extensive business discussions with the local authorities, whilst the ladies went on well-organised sightseeing trips.

Frankly speaking, in all my years of travelling to various cities in China, this tour was by far the best organised and most enjoyable one. Our compliments go to the Chamber and its qualified staff. The trip was more than value for money and hopefully a similar trip for those Chamber members who missed out this time will be organised again in future.

JBM Litmaath
Chairman
Scarfell Enterprises Limited

絲路考察團

我和內子在截止報名前一刻，參加了總商會舉辦的八天絲路考察團，有機會踏足舉世聞名的中國絲綢之路。

我們先由香港往陝西省的西安，再由西安到甘肅省的蘭州和敦煌，接而西行，到達新疆自治區的烏魯木齊。旅程中，我們參觀了被譽為世界八大及九大奇觀的西安兵馬俑和敦煌莫高窟。清晨五時半，我們乘駱駝到鳴沙山，過程新鮮刺激。我們亦會見了多位省長和市長，品嚐過羊肉、駱駝腿和其他風味佳餚，並下榻五星級酒店，其間天氣宜人。我們又與當地官員討論了廣泛的商務事宜，而團中的女士則參加節目豐富的觀光團。

坦白說，我曾遊歷了中國不少名山大川，此行的安排最為得宜，令我感最愉快，總商會和旗下優秀的員工應記一功。這次考察之旅物超所值，希

望總商會再次舉辦同類考察活動，讓這次錯失良機的會員參加。

馬得利洋行主席
李馬

John Black Kite gone, but not forgotten

It was with great sadness that I learnt of the recent passing of Mr John Black Kite from *The Bulletin*. I now hasten to send my sincerest condolences to his family and members of the Chamber. I trust all of us are sustained by happy memories of a wonderful man of great distinction to commerce and industry. His memory will long live in the hearts of all who had the great privilege to know him during his remarkable life.

Daniel Koo OBE
Chairman
Shui Hing (HK) Limited

John Black Kite 音容宛在

從《工商月刊》聞悉John Black Kite剛離人世，心感悲愴，立刻提筆，向其家屬及總商會會員致以深切慰問。John Black Kite在工商界成就傑出，卓爾不凡，永留追思。在他燦爛的一生中，有緣結識他，是莫大榮幸，他將留芳傳頌，永存在我們的心坎中。

瑞興控股有限公司主席
古勝祥

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Let's hear a cheer (or three) for the SAR's achievements

Events in recent months have clearly unsettled the community and led to some deterioration in public confidence in the SAR. It is hoped this impact will be short lived. The positive aspect of these events is that they have brought directly into the public spotlight the apparent concerns of some SAR residents. The negative side is that they appear to have obscured the very real achievements of the SAR and SAR Administration in the years since the return of sovereignty.

The post-handover period was always going to be a challenging one for the new SAR Administration, but no one could have foreseen just how demanding it would turn out to be. The administration deserves recognition for its positive response to the challenges faced; so, too, do the people of Hong Kong. To ignore the positives and focus only on problems, real or perceived, is to denigrate the achievements of both.

Dealing with the downturn in the local economy brought on by the East Asian financial crisis of 1997 and 1998 was a formidable challenge in its own right, requiring some difficult and sometimes controversial decisions by the administration. At the same time, the people of Hong Kong had to cope with declines in asset prices and economic output, higher unemployment and strict wage restraint.

Yet look at what has been achieved in coping with the impact of the financial crisis. After a harsh but relatively brief downturn in 1998 and the opening months of 1999, the local economy has recovered strongly. So, too, has the share market. Unemployment, while still high, has been reduced and both asset and consumer price deflation have eased. Tourists have returned in record numbers. And Hong Kong is becoming an Asian centre for information technology and electronic commerce. There is still much to do, but at the same time there is, at least, a new economic confidence in the community.

Along the way the administration has had to cope with a diverse range of difficulties, some of which have been all but forgotten – confined to seemingly distant memory – others are still fresh in people's minds. Apart from the economic downturn, they included the bird flu and red tide concerns, the right of abode issue, housing and land supply problems and others. Yet the administration has had to tackle them all in a difficult economic environment.

On an even more positive note, it has also created the Cyberport and launched the SAR into the new age of IT and e-commerce. It has re-organised the stock and futures markets and backed the creation of the Growth Enterprise Market (GEM). It has brought Disney to Hong Kong and set out to secure the 2006 Asian Games for the SAR. The administration is not, therefore, one that sits back and waits for things to happen; it has taken action.

Where community concerns have arisen on specific issues it has attempted to address them in a timely fashion with targeted and considered reforms, as in the measures to improve the environment, upgrade the education system and institute changes in the Civil Service. It has also set long-term goals for its reforms, such as making the SAR a world-class city in every respect.

Next month the SAR's Chief Executive, Tung Chee-hwa, will deliver his fourth annual Policy Address to an entirely new Legislative Council elected to office on Sept. 10. Like previous policy addresses, it will necessarily have to reiterate the government's previous objectives and achievements, but it also offers the opportunity to re-energise the community and lift the image of the administration in a new legislative environment.

I am pleased to say the Chamber has already delivered its own submission on the forthcoming Policy Address to the Chief Executive's office. It is titled, Facilitating Reform and Communicating Progress. As a business organisation, we have naturally concentrated on economic and business issues, but we have also attempted to cover broader community concerns as well.

In brief, we have suggested the Policy Address should first aim to lift public confidence in the government by explaining its reform programmes and communicating its substantial achievements. We then address various key issues the Policy Address should tackle, including clarification of the government's housing and land policies, environmental improvements, education and human resource development and cross-border co-operation.

An appendix to the submission covers a broad range of other issues important to business. These include the further development of the SAR as a financial, logistics and digital hub, creating new employment opportunities, Civil Service and tax reform, business costs, deregulation and privatisation, SMEs and tourism development.

The government has a positive record of achievement behind it in what have been some difficult economic times for the SAR. We do not believe the government should step back from taking credit where credit is due for the recent economic recovery and the new direction that has been set for the SAR community. We look forward with great anticipation to next month's Policy Address from the SAR Chief Executive. ■



C C Tung
Chairman

特區成就再三表揚

近

月連番事故，令民心動搖，公眾對特區的信心退減，惟願事件的影響只屬短暫。從正面角度看來，這些事件直接使公眾知曉本港一些市民的憂慮；從負面角度看來，事件無疑掩蓋了特區和特區政府自回歸後數年來的真正成就。

新特區政府在回歸後初期面對重大挑戰，乃意料中事，但相信無人會料到，考驗會如此重大。特區政府和香港市民以積極的態度面對挑戰，值得嘉許。無視正面的信息，只著眼於一些真切或感覺存在的問題，實在是輕視了政府和市民雙方的成就。

1997年至1998年間，本地經濟受東亞金融風暴波及，陷入低迷，要力挽狂瀾，挑戰是何等艱巨，其間政府作出決定時，必會遇上難以抉擇的情況，有些時候，更會引起爭議。與此同時，香港市民也要面對資產價格下降、經濟萎縮、失業率上升、工資緊縮等問題。

然而，且看政府應付金融危機的成就。1998年，經濟一度急轉直下，及至1999年初數月，經濟仍陷低迷，但其後本港經濟迅速復甦，而股市也同樣回升；失業率雖仍然高企，但已稍見回落；資產貶值和消費物價通縮的情況亦已放緩；旅客數字回升至過往水平；香港正邁向為亞洲的資訊科技和電子商貿中心，縱然仍須努力，但至少此時社會已重新泛起對經濟的信心。

期內，政府須同時處理多項難題，當中有些發生已久，似已被人遺忘，但有些卻仍然記憶猶新。經濟低迷只屬其一，其他還包括禽流感為患、紅潮事件、居港權問題、房屋及土地供應問題等。對於此等問題，政府須在經濟困難的窘迫下逐一解決。

從正面的層面看來，政府亦創建了數碼港，並推動香港邁向資訊科技和電子商貿的新紀元，又重整股票及證券市場，支持成立創業板。另外，政府亦建設迪士尼樂園，爭取主辦2006年亞運。由此可見，政府已積極行事，並非守株待兔。

每當個別事項引起社會關注時，政府都制訂針對性和縝密的改革方案，迅速應變。改善環境、改革教育制度和革新公務員體制的措施，足為明證。此外，政府也為改革定下多項長遠目標，其中之一是使香港在各方面均達致世界級城市的水平。

行政長官董建華將於下月向在9月10日選舉後誕生的立法會發表任內第四份《施政報告》。一如以往，報告內必會重申政府過往的目標和成就，也會藉此重振人心，提高政府在新立法會的威信。

本會已向行政長官辦公室提呈意見書，就快將公布的《施政報告》提出建議。意見書名為「促進改革 坦誠溝通 齊步同展」。作為一個商界組織，我們自然專注於經貿事務，但也嘗試涵蓋更廣泛的社會問題。

簡單地說，我們建議在《施政報告》內解釋改革計劃的內容和闡述政府實際的成就，藉此提高市民對政府的信心，此乃首要目標。此外，本會亦提出政府應在《施政報告》內正視的多項重要問題，包括釐清房屋及土地政策、改善環境、發展教育和人力資源，以及跨境合作等。

我們也在意見書附錄裡列出多項對商業起關鍵作用的建議，包括進一步發展香港為經濟、物流和數碼中心；製造就業機會；改革公務員體制和稅制；降低營商成本；撤銷規管；推行私營化計劃；發展中小型企業和旅遊業。

政府在經濟困難的時刻，立下了赫赫戰功。對於這些功勞，政府不應婉辭，全憑當時的努力，香港經濟近期才會復甦，社會才定立了新的方向。我們殷切期待下月行政長官的《施政報告》。 **B**

董建成

董建成
香港總商會主席

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Numerous Chamber programmes round out a busy year 2000

From September through December, the Chamber will be very busy providing a variety of programmes for our members. They range from luncheons to conferences, from seminars to missions, and every Chamber member should find something interesting, useful, and enjoyable this autumn.

In September, we have our annual Chamber mission to China's national investment fair in Xiamen. We will hear about Hong Kong's Asian Games bid. E-committee members and friends will listen to Scient, a global internet consultancy firm. We will run a seminar on "Managing Business in China" for SMEs on Sept. 20. In September, we will also kick off our "Green Assist" series to help member companies apply good environmental practices in their business activities. Then at the end of September we will cooperate with Asia Law and Practice on a major China WTO Summit.

On Oct. 9, we are privileged to have the Chairman of NTT DoCoMo speak to us at a luncheon. Then on Oct. 16, the Chief Executive will give his post-Policy Address talk at the annual joint business community luncheon we help organise. Later that month, the Chamber will send another delegation to look at China's policies on developing the west – this time to Sichuan and Chongqing. On Oct. 26, we will organise with the Venture Capital



Dr Eden Woon
翁以登博士

Association the second Venture Capital Conference, which already has seen several major corporate sponsors signing on.

On Oct. 29, the Chamber will also send a mission to India to look at information technology business cooperation possibilities.

And in early November, the Coalition of Service Industries once again will help the government run the brain-storming Quad Forum, bringing together invited academics, businessmen, government officials, and politicians. The Pacific Basin Economic Council will hold its mid-term meeting this year in Singapore, and Hong Kong members will be participating in the meeting in mid-November.

We cap off a busy year 2000 with the 7th Annual Business Summit, titled "Hong Kong: The Hub of Asia," on Dec. 13 and our second China Business Conference on Dec. 14. Speakers and sponsors are committing gradually to both these conferences, which expect to draw up to 300 each from Hong Kong, the Mainland and Taiwan – since the conferences will be held concurrently with the 11th Hong Kong-Taipei Economic Cooperation Committee meeting.

All of the above are in addition to the many other roundtables and seminars and luncheons the Chamber runs. Please keep an eye on the details of all these programmes, and we look forward to seeing you at some of them. **B**

二千年活動繁多

在九至十二月期間，本會將忙於為會員提供多項活動，包括午餐會、會議、研討會及考察團等，相信每位會員應可在這個秋季裡找到一些有趣、實用和趣味盎然的活動。

九月，我們將組織年度考察團參與廈門的「中國投資貿易洽談會」。另外，我們會聽到有關香港申辦亞運的最新情況。我們亦會邀請國際互聯網顧問服務公司Scient為e-委員會的會員及有興趣人士發表演說。9月20日，本會將舉辦「協助中小企業·改善中國業務」研討會。九月期間，我們亦會推出一系列名為「協助中小企業 推行環保管理」的活動，以協助會員機構在業務上推行

良好的環保守則。在9月底，我們將與亞洲商法攜手合辦大型的中國世貿高峰會。

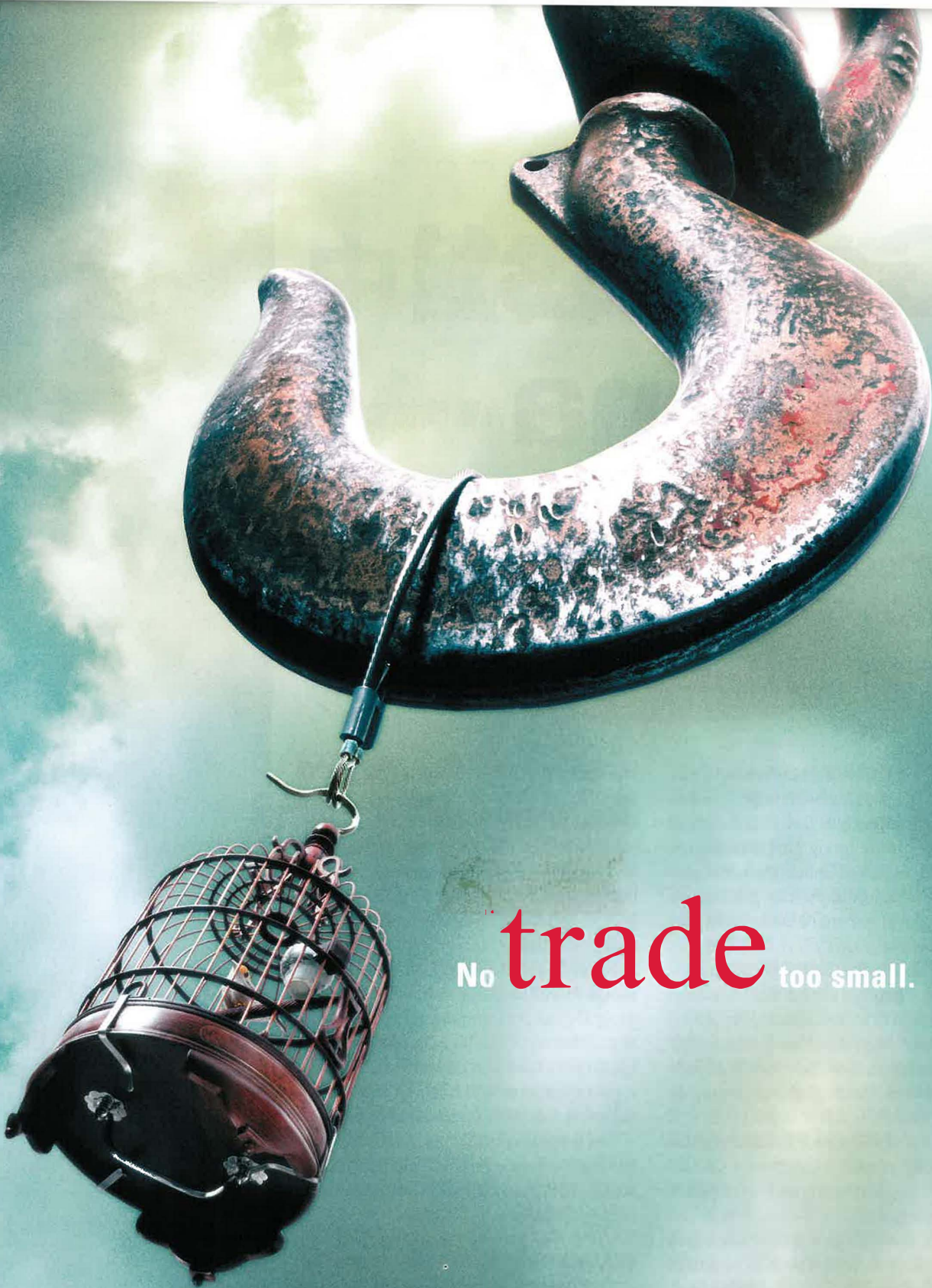
10月9日，NTT移動通訊網絡株式會社主席將應本會邀請擔任午餐會主講嘉賓。而行政長官在發表《施政報告》後，將於10月16日出席由本會協辦的年度聯合商界午餐會，並發表演說。稍後，本會將另組一代表團遠赴四川及重慶，了解中國開發西部的政策。10月26日，我們將與香港創業投資協會合辦第二次創業風險投資會議，現時已有多家大規模的公司承諾贊助該會議。

10月29日，本會將組團往印度，探索在資訊科技方面的合作機會。在十一月初，香港服務業聯盟將再度協助政府主辦「四方論壇」，屆時，學者、商界代表、政

府官員、政界人士將濟濟一堂，集思廣益。太平洋地區經濟理事會今年的中期會議將在新加坡舉行，而中國香港委員會的成員將於十一月中出席會議。

第七屆商業高峰會議和第二屆中國商業會議將為繁忙的2000年掀起高潮；前者題為「香港：亞洲中樞」，訂於12月13日舉行，後者則於12月14日舉行，已陸續有講者和贊助商應允參與這兩個會議。由於兩個會議舉行期間，適值第十一屆香港—台北經貿合作委員會會議召開，因此，預計上述兩個會議可分別吸引來自香港、內地及台灣300名人士參加。

除上述活動外，本會還經常舉辦如小型午餐會、研討會及午餐會等多項活動，請密切留意有關詳情，我們並期望您會參與。 **B**



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'Go west' in China

Chamber delegation impressed by huge development potential in western China

By Eva Chow

The Central Government unveiled a new set of policies and incentives last year to attract more foreign investment into the western region of China. The move puts the western region in priority position for economic development in the country over the next decade.

In support of the Central Government's policy, the Chamber earlier this year drew up a schedule of programmes to help local businessmen and their Mainland counterparts in the west better understand each other's business environment and opportunities that exist there.

The first of these programmes was the recent study mission to northwest China's Xian, Lanzhou, Dunhuang and Urumqi from July 30 to Aug. 6.

The 22-member delegation was led by Chamber China Committee Chairman and Chief Executive Officer of Hong Kong Dragon Airlines Ltd. Stanley Hui. Chamber Director Dr Eden Woon accompanied the mission.

"This mission to northwest China has deepened the Chamber's understanding of the region," Mr. Hui said upon his return to Hong Kong. "Hong Kong businessmen generally regard the northwest as a relatively remote and slowly developing region. But after this first-hand encounter, we now

know that northwest China is a place with abundant resources, large markets, and cutting-edge industries. With the right conditions, the northwest offers great potential for Hong Kong businesses to tap opportunities there."

Delegates were warmly received by respective officials, including Governor of Shaanxi Cheng Andong, Vice Governor of Gansu Han Xiuguo and Chairman of Xinjiang Uygur Autonomous Region Abdul Ahat Abdurixit. Delegates also received briefings on the status of development in the region by mayors and foreign trade and investment officials from the cities visited.

As a result of the visit, several delegates have started concrete discussions for possible business cooperation on local projects in the region.

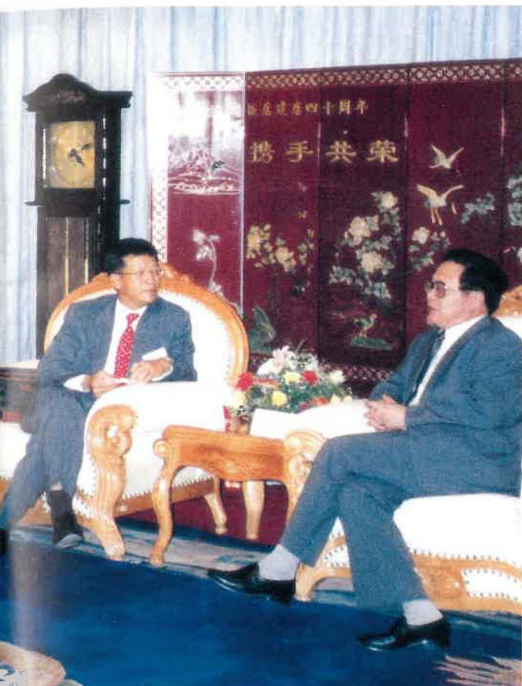
SHAANXI PROVINCE

Situated in the geographical heart of China, Shaanxi Province consists of three main areas – the Northern Shaanxi Plateau, the Guanzhong Plain and the Qinba Mountainous Region. The Northern Shaanxi Plateau is rich in natural resources and is a base for animal husbandry. The Guanzhong Plain is Shaanxi's industrial base and produces much of the province's agricultural produce, while the Qinba Mountainous Region has abundant reserves of natural resources.



中國西部之行

總商會訪問團對中國西部發展潛力表讚嘆



Silk Road mission leader and CEO of Hong Kong Dragon Airlines Stanley Hui (at left in photos), meets Shaanxi Governor Cheng Andong (above, left), Gansu Vice Governor Han Xiuguo (above), and Chairman of Xinjiang Uygur Autonomous Region Abdul Ahat Abdurixit (left).

絲路考察團領隊許漢忠（港龍航空有限公司行政總裁）（圖中左方者）與陝西省省長程安東（左上圖）、甘肅省副省長韓修國（上圖）及新疆自治區主席阿不來提·阿不都熱西提（左圖）會面。

Below: Members of the Chamber's Silk Road mission pose for a group photo at the site of Xian's Terracotta Warriors.

下圖：絲路考察團團員在西安兵马俑前合照。



周紫樺

中央政府為了吸引更多外資流入中國西部，去年頒布了一系列新政和鼓勵措施，把西部列為未來十年國家經濟發展的首要地區。

為了支持中央政府的政策，本會今年較早時已制訂活動綱領，以協助本地和西部地區的商界人士彼此認識兩地的營商環境和商機。

頭一炮是剛完成的西北考察之旅，考察團於7月30日至8月6日訪問了西安、蘭州、敦煌及烏魯木齊。

訪問團一行22人，由本會中國委員會主席許漢忠（港龍航空有限公司行政總裁）率領，本會總裁翁以登博士亦隨團訪問。

許漢忠返港時表示：「西北之行加深了本會對當地的認識。在香港商界的心目中，西北部是偏遠和發展較慢的地區。然而，經過親身體會後，我們如今得知中國西北部資源豐富、市場龐大，而且具備優秀的工業，在適當的發展下，西北部龐大的發展潛力將為港商帶來商機。」

訪問團受到了當地官員的熱烈招待，包括陝西省省長程安東、甘肅省副省長韓修國，以及新疆自治區主席阿不來提·阿不都熱西提，各地市長及外經貿官員亦向訪問團介紹了西部大開發的情況。

藉著是次訪問，數位團員開始落實商討與當地合作發展的可能。

陝西省

陝西省地處中國的中心位置，由陝西北部高原、關中平原及秦巴山地三部份組

成。陝西北部高原天然資源豐富，為畜牧業基地；關中平原為陝西的工業基地，省內的農產品多產於此；秦巴山地蘊含豐富的天然資源。

陝西省省會西安是重要的工業中心，長久以來一直是西北的金融、商業、貿易、研究和教育中心。

團員藉此行得悉陝西是西部開發的橋頭堡，也認識到當地在地理、高科技人才及資源上的優勢。

這個歷史名城不僅可發展為連接中國東部及西部的樞紐，如能配合當地的科研技術與香港在科技應用及市場開發上優勢，更可在高科技發展上取得更大的成就。數位代表團成員正研究以西安為西北地區的內部零售及加工中心。

甘肅省

甘肅省人口達2,520萬，其中9%為少數民族，省會蘭州是區內的商業及運輸中心。甘肅省資源豐富，是全國有色金屬的重要產地之一，盛產銅、鋁、鎳、鉛、鋅。此外，當地煤和油的蘊含量亦相當豐富。甘肅氣候溫和，農業發達，郊野地帶寬廣，是發展畜牧業的理想之地。

訪問期間，團員遊覽了敦煌的鳴沙山和莫高窟。他們認為，甘肅省的旅遊資源十分豐富，尚未充分開發。團員亦向蘭州及敦煌市市長分別提出，甘肅省（特別是敦煌）應集中發展與旅遊有關的項目，藉此宣傳中國珍貴的歷史文化遺產。

COVER STORY

Xian is the provincial capital and an important industrial centre, having long served as the centre of finance, commerce, trade, research and education in the northwest.

During the visit, delegates acknowledged Shaanxi's role in spearheading development of the western region. They also acknowledged the geographical advantages, local talent in high-tech industries and resources available in Xian.

This historic city not only has the ability to become a hub interlacing the eastern and western regions, but it can also combine its scientific research capability with Hong Kong's strengths in developing technology applications and new markets. Several members are looking at Xian as a base for domestic retailing and as a processing centre in the northwest region.

GANSU PROVINCE

Gansu has a population of 25.2 million – 9 per cent of which are from ethnic minorities – and its capital, Lanzhou, is a commercial centre and transportation hub for the region. The province's abundant resources makes it one of China's most important production bases of non-ferrous metals such as copper, aluminium, nickel, lead and zinc. Reserves of coal and oil are also considerable. Due to its mild climate, Gansu's agriculture industry is also strong, and its vast rural areas make it ideal for developing animal husbandry.

During the trip, delegates visited Mingsha Sand Dunes and Magao Caves in Dunhuang. Delegates said they feel Gansu Province is rich in tourism resources which have yet to be fully tapped. Members also expressed their views during meetings with mayors of Lanzhou and Dunhuang respectively that Gansu and particularly Dunhuang should focus on developing tourism related projects as a way to promote China's cultural treasures.

XINJIANG UYGUR AUTONOMOUS REGION

Xinjiang is the largest autonomous region in China, bordering eight central Asian countries. It is China's largest cotton growing base and also has substantial mineral, white oil and gas reserves. The three major industries in the region are petrochemical, textile and light industry.

The region's capital is Urumqi, which enjoys the same preferential policies as coastal cities. The Chamber delegation learned that strong border trade and abundant tourism resources in Xinjiang Autonomous Region are the main incentives for Urumqi to attract foreign investment. The geographical distance between Xinjiang and Hong Kong, however, has kept Hong Kong investment in the province at only US\$250 million to date. Still, given Urumqi's vibrancy, the Central Government's strong push to open up the western region, and more liberalised investment policies, members of the delegation felt that Xinjiang makes an ideal location for foreign

investors looking to set up a business base in the northwest.

Since it announced its policy to develop the northwest of the country, the Central Government has continuously been improving the infrastructure of the region. Therefore, companies investing in light industries in the northwest region would have market access not only to the northwest but also the entire central Asia region.

NUMEROUS OPPORTUNITIES

China's imminent entry into the World Trade Organisation (WTO) will benefit not only its coastal areas but also the entire country. This will expedite the development of the hinterland and pave the way for new ventures. Hong Kong needs to look closely at the west for business opportunities after China's WTO entry.

The 'near-west' is rich in high-tech institutions and talent. Xian, for example, is a well-known technology centre in China. Cities like Chengdu, Chongqing, and Lanzhou are also strong in technology and produce many high-tech professionals every year. These are valuable resources that China and Hong Kong can tap in the course of transforming to the 'new economy.' The Chamber is already helping some members utilise high-tech personnel from the west in their companies.

The Chamber will proactively develop business collaboration between Hong Kong and the western region in line with the Central Government's policy to develop the area. With this visit, the Chamber has furthered its understanding of the opportunities that exist for Hong Kong businesses in Shaanxi, Gansu and Xinjiang. Following the success of this mission, the Chamber is now planning to visit Sichuan Province and Chongqing Municipality in October. For more information, please contact Ellen Liu at ellen@chamber.org.hk **B**


Eva Chow is Senior Manager and Chief of the Chamber's International Business Division.



Members of the Silk Road Mission at a meeting with the Chairman of Xinjiang Uygur Autonomous Region Abdul Ahat Abdurixit.
絲綢之路考察團與新疆自治區主席阿不來提·阿不都熱西提會晤。



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新疆自治區

新疆是中國最大的自治區，毗連八個中亞國家，是中國最大的棉花產地，礦產、白油及天然氣蘊藏量豐富。區內三大工業是石油化工、紡織及輕工業。

新疆自治區首府烏魯木齊跟其他沿岸城市一樣，推行同樣優惠的外商政策。訪問團認為，邊境貿易蓬勃和旅遊資源豐富是新疆吸引外資的主要原因。然而，由於新疆與香港距離較遠，港商至今在當地的投資僅為2.5億美元。儘管如此，但烏魯木齊的發展一日千里，加上中央政府致力開發西部地區，並推行更開放的投資政策，因此，團員認為新疆不失為外商在西北部設點的理想地方。

自中央政府宣佈開發西部以來，已不斷改善區內的基礎設施。在西北發展輕工業



Officials from the Shaanxi Foreign Economic Relations and Trade Commission brief members on trade and investment opportunities in the region.

陝西外經貿委官員向團員解釋區內的貿易及投資機會。

的投資者不僅能進軍西北各省，也可藉此進入整個中亞洲的市場。

本會活動

中國快將加入世貿不但使沿岸城市受惠，也為全國帶來裨益。加入世貿將有助

加快腹地的發展，也為新的投資鋪路。故此，港商須密切注視中國加入世貿後西部的商機。

西部鄰近地區高科技機構林立，人才濟濟，如西安便是內地著名的科技中心，成都、重慶、蘭州等城市的科技發展亦相當蓬勃，高科技專業人才連年輩出。內地和香港轉入「新經濟」期間，可運用這方面的寶貴資源，協助發展。本會已著手幫助一些會員透過西部高科技人才之助，發展業務。

為配合中央政府西部大開發的政策，本會將積極發展香港與中國西部的商業夥伴關係。經過這次訪問，本會對陝西、甘肅與新疆的發展有了進一步的認識。繼成功訪問西北後，本會將再接再厲，於十月訪問四川及重慶。查詢詳情，請與劉瑾小姐聯絡。（電郵：ellen@chamber.org.hk）

周紫樺為國際商務部主管

INVESTMENT INCENTIVES FOR CENTRAL & WESTERN CHINA

國家鼓勵外商向中西部地區投資的有關政策

The Central Government has unveiled a new set of policies and incentives to attract more foreign investment into central and western China. The main areas are:

1. With approval from the Central Government, authorities in the central and western regions of China can develop and implement their "Guide Catalogues of Premier Industries and Projects." Projects listed in the catalogues can enjoy benefits given to those on the official "encouraged list" in China's "Guide Catalogue of Industries for Foreign Investment."
 2. The scope of foreign investments and requirements for establishing foreign-invested enterprises in the middle and western regions will be relaxed. Restrictions on the equity ratio required by foreign-invested enterprises in these areas will also be relaxed.
 3. Foreign-invested enterprises on the "encouraged list" setting up in the middle and western regions can enjoy a preferential income tax rate at 15 per cent for 3 years more after their initial preferential tax treatment period expires.
 4. Re-investment projects in the central and western regions with 25 per cent or above foreign equity can enjoy preferential treatment given to foreign-invested enterprises.
 5. Foreign-invested enterprises in coastal regions will be allowed to operate and manage foreign-invested enterprises and Chinese enterprises in the central and western regions on terms of agreed contracts.
 6. Provinces, autonomous regions, municipalities and provincial capitals in the central and western regions will be allowed to upgrade one of their existing development zones of their choice to "Development Zone Economic & Technological National Level."
- Members wishing to read the entire report, which includes other regions, can email Ellen Liu at ellen@chamber.org.hk for more information.

為擴大吸收外資向中西部地區投資，國家就進一步鼓勵外商投資制定了有關政策措施。主要內容如下：

- (1) 中西部地區制定的利用外資優勢產業和優勢項目目錄，報經國家批准後實施。目錄內項目可享受《外商投資產業指導目錄》鼓勵類項目政策。
- (2) 放寬中西部地區吸收外商投資領域和設立外商投資企業條件，放寬中西部地區設立外商投資企業外商持股比例限制。
- (3) 對設在中西部地區的國家鼓勵類外商投資企業，在現行稅收優惠政策執行期滿後的三年內，可以減按15%的稅率徵收企業所得稅。
- (4) 外商投資企業到中西部地區再投資的項目，凡外資比例達到25%以上的，均可享受外商投資企業待遇。
- (5) 允許沿海地區的外商投資企業到中西部地區承包經營管理外商投資企業和內資企業。
- (6) 允許中西部各省、自治區、直轄市在其省會或首府城市選擇一個已建成的開發區，申辦國家級經濟技術開發區。

欲閱讀報告全文，請與劉瑾聯絡（電郵：ellen@chamber.org.hk）

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Xinjiang Uygur Autonomous Region (1998)

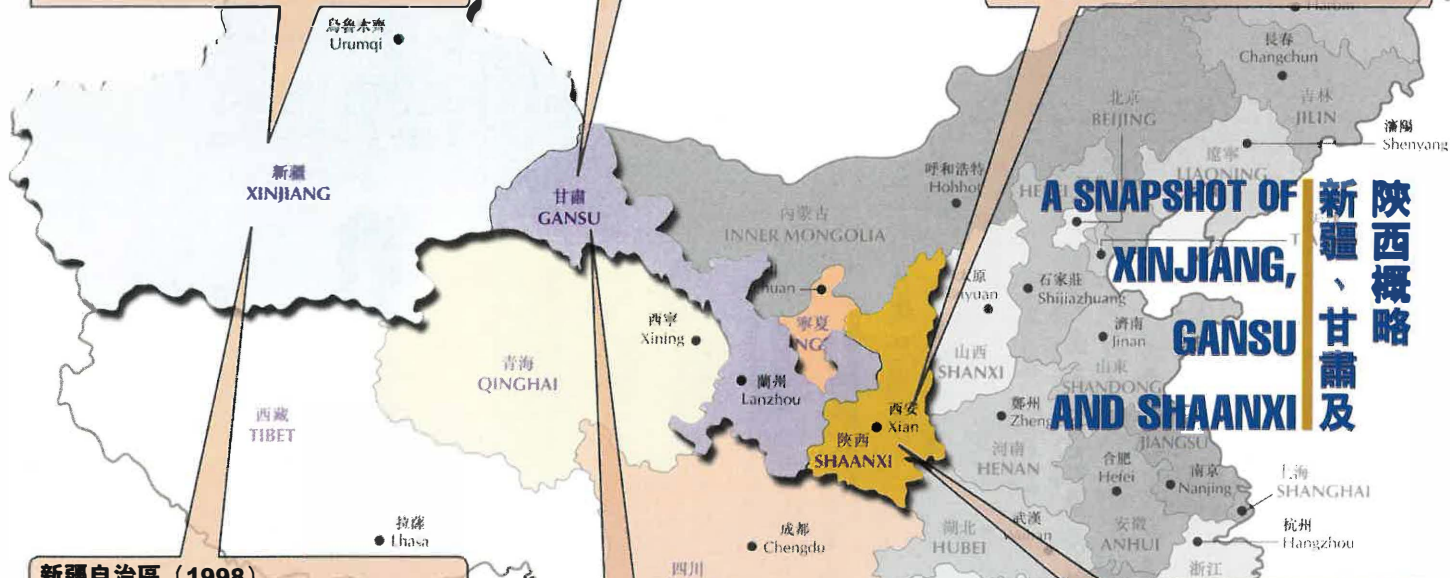
CAPITAL: Urumqi
 AREA: 1,660,000 km²
 POPULATION: 17.5 million
 GDP: 111.667 billion yuan
 TOTAL INVESTMENT
 IN FIXED ASSETS: 51.477 billion yuan
 PER CAPITA ANNUAL DISPOSABLE INCOME: 5,000.79 yuan
 HOUSEHOLD CONSUMPTION: 677.19 m yuan
 TOTAL TRADE (1999): US\$1,765 million
 Imports: US\$738 million
 Exports: US\$1,027 million
 FDI: US\$21.67 million
 MAJOR INDUSTRIES: Petrochemical, textiles, garments (wool & cashmere), light industries (food processing, leather processing, paper making)
 DEVELOPMENT FOCUS: Infrastructure (transportation, water conversance, power), agriculture, steel, petroleum, textile, food processing, tourism

Gansu Province (1998)

CAPITAL: Lanzhou
 AREA: 455,000 km²
 POPULATION: 25.2 million
 GDP: 86.975 billion yuan
 TOTAL INVESTMENT
 IN FIXED ASSETS: 30.145 billion yuan
 PER CAPITA ANNUAL DISPOSABLE INCOME: 4,009.61 yuan
 HOUSEHOLD CONSUMPTION: 528.10 million yuan
 TOTAL TRADE (1999): US\$0.41 billion
 Imports: US\$0.09 billion
 Exports: US\$0.32 billion
 FDI: US\$38.64 million
 MAJOR INDUSTRIES: Mainly heavy industries (mining, refining, petrochemical)
 DEVELOPMENT FOCUS: Infrastructure, ecological balance, technology education

Shaanxi Province (1998)

CAPITAL: Xian
 AREA: 205,600 km²
 POPULATION: 35.9 million
 GDP: 138.15 billion yuan
 TOTAL INVESTMENT
 IN FIXED ASSETS: 51.79 billion yuan
 PER CAPITA ANNUAL DISPOSABLE INCOME: 4,220.24 yuan
 HOUSEHOLD CONSUMPTION: 667.32 m yuan
 TOTAL TRADE (1999): US\$2.01 billion
 Imports: US\$0.86 billion
 Exports: US\$1.15 billion
 FDI: US\$300.1 million
 MAJOR INDUSTRIES: High technology industries (electronic information, computer software, aerospace and aviation material, environment protection, bio-pharmacy), tourism, agriculture (fruits), and technology equipment
 DEVELOPMENT FOCUS: High technology industries, tourism, agricultural and commerce



新疆自治區 (1998)

首府: 烏魯木齊
 面積: 1,660,000 平方千米
 人口: 1,750 萬
 本地生產總值: 1,116.67 億元
 固定資產投資總額: 514.77 億元
 人均每年可用收入: 5,000.79 元
 家庭消費: 6 億 7,719 萬元
 總貿易額 (1999): 17.65 億元
 進口: 7.38 億元
 出口: 10.27 億元
 海外直接投資: 2,167 萬元
 主要工業: 石油化工、紡織及製衣 (羊毛和開米)、輕工業 (食物加工、皮革加工、造紙)
 發展重點: 基建 (交通、水利、電力)、農業、鋼鐵、原油、紡織、食品加工、旅遊業

甘肅省 (1998)

首府: 蘭州
 面積: 455,000 平方千米
 人口: 2,520 萬
 本地生產總值: 869.75 億元
 固定資產投資總額: 301.45 億元
 人均每年可用收入: 4,009.61 元
 家庭消費: 5 億 2,810 萬元
 總貿易額 (1999): 4.1 億美元
 進口: 0.9 億美元
 出口: 3.2 億美元
 海外直接投資: 3,864 萬元
 主要工業: 以重工業為主 (採礦、提煉、石油化工)
 發展重點: 基建、維持生態平衡、科技教育

陝西省 (1998)

首府: 西安
 面積: 205,600 平方千米
 人口: 3,590 萬
 本地生產總值: 1,381.5 億元
 固定資產投資總額: 517.9 億元
 人均每年可用收入: 4,220.24 元
 家庭消費: 6 億 6,732 萬元
 總貿易額 (1999): 20.1 億美元
 進口: 8.6 億美元
 出口: 11.5 億美元
 海外直接投資: 3 億零 10 萬元
 主要工業: 高科技工業 (電子資訊、電腦軟件、航天及航空物料、環境保護、生物製藥)、旅遊、農業 (水果), 以及科技設備
 發展重點: 高科技工業、旅遊業、農業及商業



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China's Silk Road

Western region offers cornucopia of cultural and scenic treasures



By Ellen Liu

The ancient Silk Road of western China never fails to enchant visitors with its irresistible charm. And members of the Chamber's recent mission to study business opportunities in western China were also in awe at the beauty and rich cultural heritage that Xian, Lanzhou, Dunhuang and Urumqi possess. It goes without saying that the scenic spots on the Silk Road are a must for anyone visiting the region.

The magnificent long-buried Terra-cotta

Warriors of the first emperor of the Qin Dynasty (221-206 BC) left us in awe. The 10,000 life-sized pottery warriors seemed to be narrating to us what life was like 2,000 years ago. The breathtaking cave paintings and vivid sculptures in the Mogao Grottoes tell of legends and the splendid artistic achievements of the Tang Dynasty (618-906) during China's golden age.

Charmed by frescoes and murals with fairy maiden dancers playing musical instruments

and dancing in the heavens, we lapsed into the illusion that we were the audience watching a musical play. All the charms of the ancient Silk Road captured our souls and left us in awe at how camel trains brought great cultural and economic prosperity to the region.

So it was most fitting that our excursion in Dunhuang, Gansu, was a ride on a camel up Ming Sha Sand Dune. Before dawn had even broken, more than 20 members of the mission lined up at the entrance of our ho-

絲路之旅

西域文化遺產豐富，風景秀麗

劉瑾

古

老而遙遠的絲綢之路，從來都令人神往。香港總商會近日組織考察團前往西安、蘭州、敦煌、烏魯木齊參觀訪問，一探大西北開發的商機。對於當地秀麗的風光和豐富的文化遺產，團員讚嘆不已。對任何訪問西域的人來說，絲路上的觀光景點是絕對不容錯過的。

當埋藏了二千年秦朝（公元前221年至206年）秦始皇的兵馬俑展現在眼前，壯觀的場面不能不令人震懾，那真人大小的壹萬件陶製兵馬俑，似在向我們述說著二千年前的歷史；而莫高窟巧奪天工的壁畫、栩栩如生的雕塑，似又在向我們描述唐朝（618至906年）遠舊的歷史故事和璀璨的藝術文化。

反彈琵琶的舞女、似天女下凡般的飛天，使觀者仿如身臨其境般地在欣賞歌舞。這一切都把我們的思緒擒住，使我們無不驚嘆古絲路上駱駝商旅在促進文化和經濟繁榮上的貢獻。

因此，最適合不過的是乘駱駝登上甘肅敦煌的鳴沙山。五點鐘，駱駝隊已齊集在酒店大門，我們一行二十幾人伴著晨曦的微光，在一路的駝鈴聲中，到達了鳴沙山。在沙丘上，我們一邊等待日出，一邊

享用西式煎蛋火腿加中式皮蛋瘦肉粥。

朝霞染紅了天邊，眼前是一片浩瀚的沙漠，放眼望去，只見沙丘底處有一汪清清的泉水，這是被騷人墨客譽為生命之泉的「月牙泉」。自婁蘭古國至今，這裡在日出時壯麗的景色也許沒有多大改變。作為連接古代中原地區、西北邊疆及西方世界的絲綢之路，是否會在今天的「西部大開發」中被賦予新的意義呢？

由武俠小說到今日的电影《臥虎藏龍》，都描述了天山天池的驚世之美。傳說中，天池是王母娘娘沐浴和擺下蟠桃宴宴請群仙的瑤池。

我們另一目的地是新疆自治區的天池。雖然是盛夏，但由雪水融化而成的天池湖水依然令我們感到陣陣涼意。綠綠的湖水、青蔥的山巒，牛群、羊群在雪嶺的蔭處放牧，這裡是真正的世外桃源啊！

十一點鐘，遊覽天池的人潮打破了寧靜的環境。回程途中，筆者不禁要問：中國的旅遊環保問題何時才能解決，何時才達到國際水平？中國秀麗的河山、珍貴的名勝古蹟如何才能為中國發展旅遊經濟？港商在發展和保護內地旅遊資源方面，尤其在西部的旅遊開發中，又有哪些作為呢？**B**

星星五更天
駱駝背上顛
欲觀鳴沙日
更鞠月牙泉

劉鑑權

*Starry starry sky, deep into the night
Trotting on camel's back, sitting tight
To see the sun rise above the ringing sand
And the pool of the moon's crescent, to marvel at nature's hand*

Lau Kam-kuen

Members journey on a camel train to Yue Ya Quan, or Lune Spring, (pictured opposite) in Dunhuang, Gansu Province. 團員的駱駝隊往甘肅敦煌的月牙泉（左圖）。



tel at 5 a.m., chatting excitedly about the camel trek.

Our camels plodded up Ming Sha Sand Dune, and the silent blackness was broken only by the tinkle of camel bells. With tables and chairs set up on the dune, we ate breakfast – ham and eggs, plus preserved egg and meat congee – and excitedly awaited sunrise.

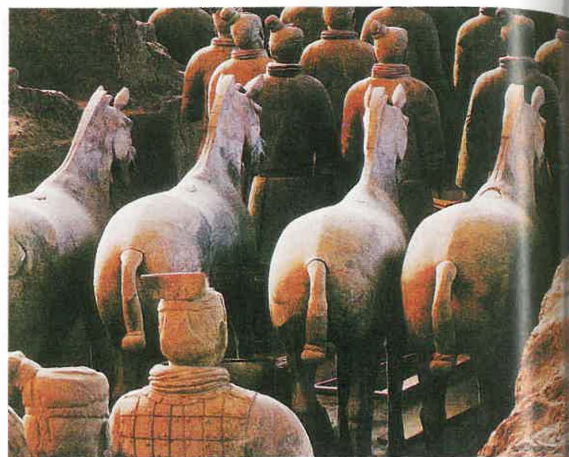
Slowly, the rosy morning glow of the sun painted the sky red. Its rays illuminated the desert that stretched for as far as the eye could see before striking a limpid spring, Yue Ya Quan (Lune Spring), which has also been called the Spring of Life. The view has probably changed little since the Loulan Empire. Will the Silk Road, as a link between the Central Plains, the northwest border and former doorway to the Western world, play a new role in the development of the western region?

The amazing beauty of Tianchi Lake (Heavenly Lake), lying at Tian Shan Range, is often depicted in martial arts novels and movies, the most recent one being “Crouching Tiger, Hidden Dragon,” starring Chow Yun-fat.

Chinese legend has it that Tianchi is the site where the Queen of Heaven bathes and invites celestial beings to enjoy her “peach of immortality.”

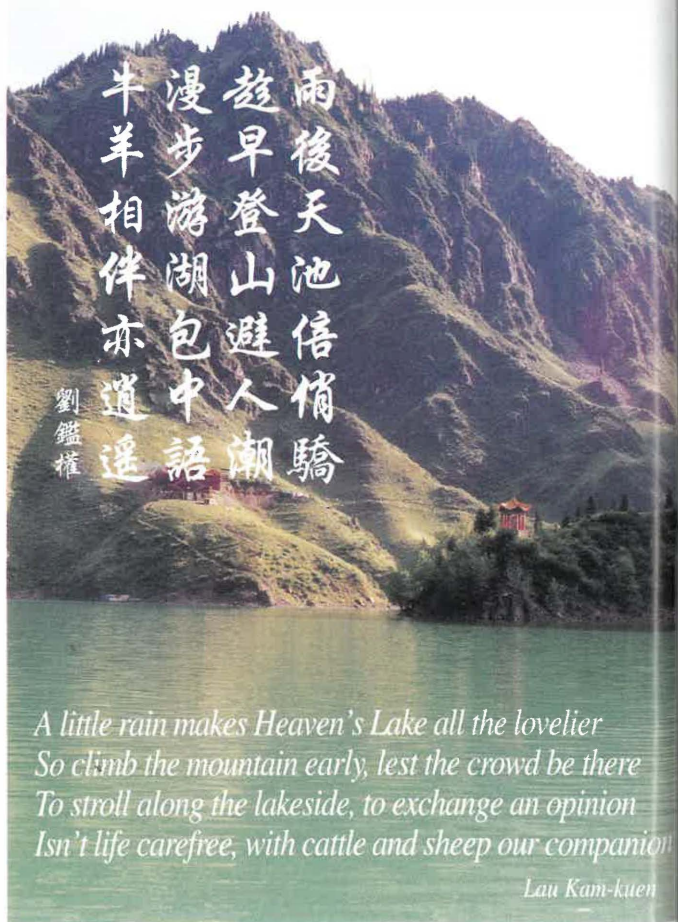
Another excursion brought us to Tianchi Lake in Xinjiang Uygur Autonomous Region. Although it was a sweltering summer’s day, the water in the lake, constantly refreshed by streams fed by melting snow from the surrounding mountains, made it icy cold. The green lake, amidst the rich verdant range where flocks grazed in the shadow of snow-covered peaks created a heavenly peace and tranquillity.

At eleven o’clock, the peacefulness was shattered as hordes of sightseers converged on the lake. As we left, I couldn’t help wondering how will China cope with the environmental impact of tourism? When will environmental protection in China reach international standards? How will the beauti-



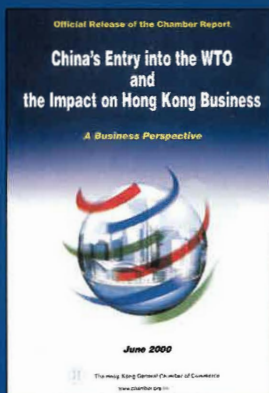
ful scenery and historical treasures of China help the country prosper? How will Hong Kong businessmen play a role in developing and protecting tourism resources in China, especially the many treasures of western China? **15**

▼ An ancient monastery overlooks Tianchi Lake in Xinjiang Uygur Autonomous Region.
矗立在新疆天池畔的古寺



A Business Perspective
從商界角度看

WTO



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

中國加入世貿對港商的影響

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

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



www.chamber.org.hk

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

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“A little bit of time can make a big difference.” “As sure as taking it there yourself.” “We will be there.” “You can count on us ...”

Colossal marketing and corporate identity budgets have made the slogans of courier companies household phrases. It also means it is not uncommon to have several courier personal bumping into each other when delivering or picking up packages at offices. As such, competition is fever-pitch.

The Internet has expanded the market of the big three companies, and it has also given them a new tool to better serve and woo customers. Even Speedpost is trying to cash in on the action by getting a trendy corpo-

rate identity and spending a small fortune on slick ads. As a result, some couriers are offering faster deliveries, later cut off times, real-time tracking services, and electronic delivery signatures. And all of them are moving into the “e” world of electronically delivering documents and related services.

According to Damian Bond, managing director for UPS Hong Kong, electronically delivering documents has not cut the number of physical documents changing hands.

“Cannibalisation of the letter and document market has not actually come into effect – our business has grown year on year by 30 per cent, especially in this market.”

Mr Bond said he thinks that growth in global commerce has added to the overall

increase in documents being shipped, which has lessened the impact of sending documents electronically.

To handle the documents sent through cyberspace, UPS has 14 mainframe computers with 66 terabyte capability, which allows the company to do about 12 million electronic transactions a day.

Part of the electronic services that UPS is offering stem from alliances with companies such as Lotus, IBM and Microsoft, which bring in third-party vendors to help build solutions for companies.

In July 1999, UPS launched its package shipping and tracking system service to customers over the Internet, and in the same month its Delivery Information Acquisition Device



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速遞公司 e 革新

互聯網協助速遞公司拓展市場，提高服務質素

「分秘之差，天淵之別」、「穩健猶如親自運送」、「隨傳隨到」、「值得信賴…」在速遞公司耗資龐大的推廣和企業形象的宣傳計劃下，它們的宣傳口號已家傳戶曉。亦即說，不同速遞公司的速遞員到辦公室派件或取件時面面相覷的情景時會發生。可想而知，競爭已達到白熱化的階段。

互聯網這種新興工具協助了三大速遞公司擴充市場、吸引顧客和提供更佳的服務。甚至政府的特快專遞也在廣告宣傳上稍下本錢，以期建立更符合潮流的形象，藉此招徠生意。一些速遞公司加快送件速度、延長截



Damian Bond, managing director for UPS HK, said the company's growth in Hong Kong rose 30 per cent for the second quarter, compared to 15 per cent for the Asia-Pacific region.

聯合包裹運送服務公司（香港）行政總裁博迪文表示，公司的香港區業務在第二季增長三成，較亞太區的15%增幅為高。

件時間、裝設即時追蹤軟件、提供電子簽收服務。在電子郵件和服務掛帥的e-世界裡，這些速遞公司的命運會如何？

聯合包裹運送服務公司（香港）行政總裁博迪文表示，上門送件的數量並沒有因電子郵件的興起而減少。

他表示：「書信和文件市場被併吞的情況並沒有出現，我們的業務按年增長30%，在文件市場的增長尤其顯著。」

博迪文認為，全球商賈活動增長，令整體付運的文件數量增加，減少了電子文件興起所帶來的影響。

為了應付大量透過互聯網傳送的文件，聯合包裹裝置了14部66萬億數元的主機電腦，處理每天1,200萬宗電子交易。

聯合包裹所提供的電子服務，部分是與蓮花（Lotus）、國際商業機器（IBM）、微軟（Microsoft）等夥伴電腦公司合作提供的。這些電腦公司引入了第三者的服務供應商，協助各家企業建立解決方案。

1999年7月，聯合包裹推出了網上包裹付運及貨件追蹤系統，同月，該公司引進了訊息接收器（DIAD），以手提電腦取代傳統文件送貨記錄。公司表示，整個系統斥資1億美元，系統在香港推出時，也用了120萬美元推廣費。

這些系統有助保留客戶，速遞公司提供軟件供客戶下載，讓客戶可在個人電腦上安排文件收發、追蹤文件、查核已送出文件的資料庫，以便加快客戶的清關程序。聯合包裹又為大客戶提供硬件設施，讓客戶全面追蹤貨件。若軟件下載後，價錢和服務質素相若，而員工對系統亦漸漸產生好感，顧客便會樂意留下來。

基本上，速遞公司的市場是商業對商業的市場，但業界正致力吸納偶爾惠顧的顧客，提高它們在顧客心中的市場地位。為了方便這批散客投遞郵件，聯合包裹在1999年4月宣布與七·十一組成業務聯盟。後者全日廿四小時提供服務，而服務地點亦擴充至全港350多處。

聯邦快遞在香港多處設有投遞箱和服務中心，最近亦宣布客戶可在美孚油站投遞包裹。

敦豪斥資2,000萬元在荃灣設立西九龍運作中心，該中心於今年六月底正式啟用。新中心以先進科技精簡運件程序，實行自動化操作，使取件及派件時間更具彈性，顧客更輕易取得貨件付運資料，效率更為提高。

敦豪國際（香港）有限公司總經理李偉堂表示：「這些科技和設施功能卓越，讓員工可輕易快捷地處理貨件。在商業社會裏，分秒必爭，我們明白客戶重視效率。」

中心將採用預先清關系統（CIA），透過數碼影像科技儲存空運提單、發票及其他清關所需的付貨文件。由於付運目的地的敦豪辦事處可於貨件抵達前，透過預先清關系統存取所需的文件，因此，清關時間可縮短，而整個清關程序亦更為順暢。B

（DIAD）which is essentially a hand-held computer which replaces traditional paper delivery records. According to the company, the system was developed at a cost of US\$100 million and US\$1.2 million was spent rolling out the new technology in Hong Kong.

Such systems are also lending a hand in retaining customer loyalty. Courier companies provide customers with software which they load into their computer to help them prepare documentation, track documents and check the inventory of what is going out. This data can be uploaded to the company's depots to speed up customs clearance. For big customers, hardware can be provided to totally track documents. So of course once you have the software loaded and staff develop a liking for it, coupled with the fact that there seems to be little in pricing and performance difference, you are likely to stick with that service.

While primarily a business-to-business market, couriers are also going after incidental customers and increasing their market share-of-mind as well. In April 1999, UPS announced an alliance with 7-Eleven which provides 24-hour operation, and expands its service to more than 350 locations across Hong Kong.

FedEx has drop-off boxes and service centres around Hong Kong and recently announced that customers can drop off packages at Mobil service stations.

DHL officially opened its HK\$20 million Kowloon West Service Centre in Tsuen Wan at the end of June this year, which features advanced technology to automate and streamline shipment processing, resulting in more flexible pick-up and delivery times, more accessible shipment information as well as higher efficiency.

W.T. Lee, general manager of DHL International (Hong Kong) Limited, said, "These technologies and facilities are powerful tools that allow our staff to easily and quickly manage shipments. We understand how valuable every second is in the daily business to our customers."

The setup also includes the Clear in the Air (CIA) System which stores digital images of airway bills, invoices and other shipping documents needed for customs clearance. As DHL offices at destinations can retrieve the necessary documents from CIA System before physical arrival of shipments, time for customs clearance is reduced, and the entire process becomes more hassle-free. B

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Balancing the SAR Budget

By Ian Perkin

The Hong Kong SAR Government managed to achieve two of its three Budget aims in the first quarter of the present fiscal year (April 1, 2000 to June 30, 2000), but it surprisingly failed to meet its third.

Its recently released first quarter financial results showed it had at least managed to restrain spending and reduce its Budget deficit for the quarter. Revenues, however, remained flat despite the dramatic economic recovery and strong equity market.

A significant deficit is a pretty normal occurrence in the first quarter (when revenues are at their slowest, but spending still has to be maintained) and running a deficit during recovery is appropriate for the present state the economy is in.

The deficit this year is, however, substantially less than in the same three months of last fiscal year and, again, this may be regarded as appropriate in that a year ago the economy was really only in the early stages of emerging from the depth of recession.

What is more surprising is the manner in which the reduced deficit has been achieved, not as most people would expect from improved revenues in a recovering economy, but from reductions in the government's outlays for the quarter.

The government's own Budget figures show that in the first quarter of the fiscal year, total revenues were up only 0.8 per cent from last year at HK\$37.1 billion compared with HK\$36.8 billion a year earlier when the SAR was still in recession.

Expenditure, on the other hand, was down 11.6 per cent from HK\$59.5 billion to HK\$52.6 billion and the overall deficit for the quarter was thus reduced to HK\$15.5 billion from HK\$22.7 billion a year ago and fiscal reserves rose to HK\$428.7 billion from HK\$422.9 billion.

This effectively means that better revenues accounted for a mere 4 per cent of the deficit reduction, the remaining 96 per cent being achieved by cuts in outlays – and these

were of a capital nature rather than general expenditure.

For its part, the government points out that spending the first quarter of last year was actually boosted by a one-off capital injection of HK\$8.5 billion into the Kowloon Canton Railway Corporation (KCRC).

Under the government's cash accounting system, no distinction is usually made between recurrent and capital spending (or revenue) items, but exclude this capital injection amount and recurrent spending was really just flat last year.

The real surprise is that the government is seemingly not reaping the revenue benefits of an unevenly recovering economy (at least in the opening months of the year).

True, the bulk of tax revenues flow in the latter half of the year (and there is likely to be more corporate profits tax and perhaps salaries tax this year because of the recovery), but the first quarter comparison remains relevant.

There are other issues as well. For example, what does the revenue situation say about the future of the government's revenue and tax reform review that is now being conducted by a (in-house) government Tax Force and an (outside) Expert Committee?

Last fiscal year, the government emerged with a surplus for the year of some HK\$10 billion after predicting a deficit of HK\$36 billion, but this was partly achieved by including profits on sales of shares accumulated in the Exchange Fund during its share market "incursion" of August 1998.

What, too, does the apparently slow growth in revenue mean for the government's attitude to stimulating the property market on which it has relied so much in the recent past for substantial revenue inflow, but which is still suffering price and development weakness after the Asian crisis?

Then there is the question of whether an increasingly demanding community, not just the low-income group, but increasingly the residential property-owning middle class, will be satisfied with government cutbacks

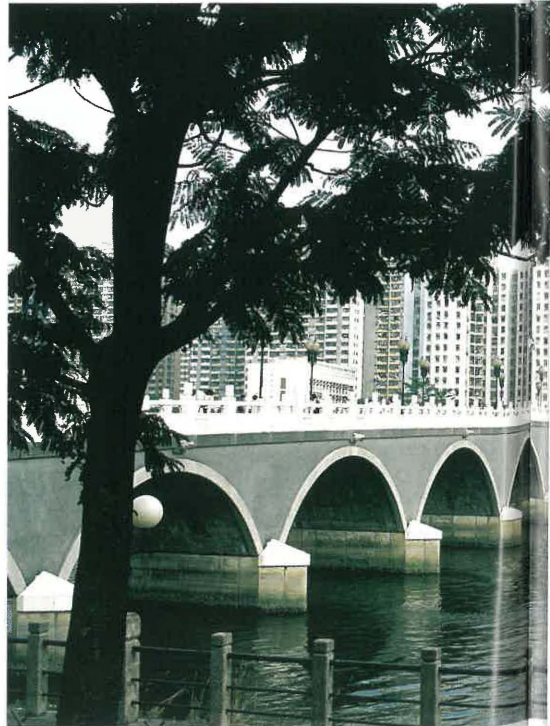
on spending on items they regard as important to building a better and economically healthier Hong Kong society?

Now, admittedly, the Hong Kong Government continually argues that it does not have much of a role to play in stimulating the local economy because its own public spending as a share of gross domestic product (GDP) is allegedly relatively low by world standards.

Even so, its role has expanded in recent years, with expenditure's total share of GDP now above the 20 per cent level compared with the share of around 15-16 per cent up until the mid-1990s.

Restraining government spending to a growth rate in line with the medium term growth GDP is also a long standing policy, as is "striving for fiscal balance." The first quarter outcome is therefore in line with those aims. **B**

Ian K Perkin is the Chief Economist of the Chamber.



港府須力求財政平衡

洗柏堅

在 這個財政年度（即 2000 年 4 月 1 日至 2000 年 6 月 30 日）的第一季，看來預算案中的三個目標，香港政府應可達成其中之一，惟始料不及的是，餘下一個竟未能達成。

最近公布的第一季經濟報告顯示，政府在第一季裡至少已能控制開支和減少財赤。可是，縱然經濟迅速復蘇，股市暢旺，但政府的收入依然未見上升。

在第一季裡，收入增長極其緩慢，但開支卻維持不變，故出現顯著赤字，實屬平常。按目前的經濟狀況看來，在復蘇期內出現赤字，也為恰當。

不過，本年首三個月的赤字已較上一財政年度同期大幅減少，這也是意料中事，因為在去年同期，香港只是剛從經濟衰退的「谷底」回升。

但令人感到意外的是，赤字減少的原因並非如眾人所料，歸因於經濟復蘇後收入增加，而是由於季度內政府開支減少所致。

政府的經濟數字顯示，在本財政年度的第一季，政府的總收入為 371 億元，較一

FIRST QUARTER⁽¹⁾ BUDGET OUTCOMES 第一季⁽¹⁾ 財政狀況 1996 TO 2000 (HK\$ billion) 1996 至 2000 年 (十億港元)

Category/Year 類別 / 年份	2000	1999	1998	1997	1996
Revenue 收入	37.1	36.8	51.2	54.7	40.8
Expenditure 開支	52.6	59.5	63.9	44.1	38.2
Deficit/Surplus 赤字 / 盈餘	-15.5	-22.7	-12.7	+10.6	+2.6
Fiscal Reserves 財政儲備	428.7	422.9 ⁽²⁾	241.8 ⁽²⁾	184.2	150.5

(1) First quarter of fiscal year (1 April to 30 June) 財政年度的第一季 (由 4 月 1 日至 6 月 30 日)

(2) On November 1, 1998 the assets of the Land Fund were merged with the Exchange Fund.
在 1998 年 11 月 1 日，土地基金與外匯基金合併

年前特區仍處於經濟低迷時所取得的 368 億元收益僅上升了 0.8%。

另一方面，政府開支亦由 595 億元下降至 526 億元，減幅達 11.6%。首季的整體赤字由去年的 227 億元減至 155 億元，財政儲備則由 4,229 億元增至 4,287 億元。

以上數據清楚顯示，收入增加只能使赤字減少 4%，餘下的 96% 減幅則源於開支減少，至於減少的並非一般性開支，而是資本開支。

政府指出，去年第一季的開支增加，實際上是因為政府為九廣鐵路一次過注資 85 億元。

根據政府的現金會計制度，經常性開支與資本開支（或收入）的項目一般不會有所區分，但若扣除上述這筆資本注資，去年的經常性開支其實並無增長。

真正令人詫異的是，不規則的經濟復蘇步伐似乎並未為政府的收入帶來重大進賬，至少在年度的首數個月，情況的確如此。

無疑，大部份稅收須待下半年收納（由於經濟復蘇，今年的公司利得稅和薪俸稅或會增長），但比較第一季度的數據也非毫無價值。

此外，上述情況亦引發了其他值得考慮的問題，例如，政府成立了內部的專責小組和對外的專家委員會檢討稅收政策，現時的收入情況對政府未來的收入及稅收改革有何啟示？

在上一個財政年度裡，政府的預算赤字達 360 億元，但結果全年的財政盈餘達百多億元。可是，在這筆盈餘中，部分是政府出售股份所得的利潤（政府於 1998 年 8 月入市購入股份，並以外匯基金形式滾存）。

不久前，政府依賴樓市為重要的收入來源，但在亞洲金融風暴後，樓價和房地產的發展仍然持續疲弱。現時，政府收入增長顯著緩慢，是否說明了政府為何刺激樓市？

市民的要求逐漸提高，當中不僅是低收入人士，就是自置物業的中產階級也如是。他們會否滿意政府削減開支，以致一些被認為對建設更美好、經濟更穩健的香港十分重要的項目受到影響？

誠然，香港特區政府不斷辯稱，它並非刺激本地經濟的主力，原因是政府的公共開支在本地生產總值中所佔的比例，較世界標準為低。

不過，話雖如此，但政府近年來在刺激經濟中所發揮的作用已較前增加。公共開支在本地生產總值中所佔的比例已由九十年代中期的 15% 至 16% 上升至現在的 20% 以上。

把政府開支的增長限制在本地生產總值中期增長的幅度裡，是政府「致力達成財政平衡」的一貫策略，而第一季的財政情況正好符合這方面的目標。■

洗柏堅是本會首席經濟學家



Q&A with Chamber Deputy Chairman



Christopher Cheng

CHRISTOPHER CHENG owns a handful of successful companies, from traditional manufacturing industries to the latest online applications services. Although the new economy does present businesses with new opportunities and challenges, he feels it by no means signifies the end of some old economy industries. Editor Malcolm Ainsworth caught up with Mr Cheng and asked him how he plans to use the new economy to strengthen his businesses.

You are involved in many industries. Some, like your clothing and publishing businesses, are traditional industries. Have you invested in any new-economy businesses?

We have, but almost all of our investments in the new economy are relevant or related to something we are running, whether it is our clothing, real estate, publishing or telecommunications businesses.

For example, we have invested in an application service provider (ASP) that provides solutions to people in clothing companies – both in Hong Kong and in the States. Because we know the clothing industry and the kind of efficiency that can be achieved through using this product we know people will use this service. We have also invested in a company offering a securities solution package to companies involved in e-commerce.

Are you interested in pursuing B-to-C?

A number of companies now offer audio books on the Internet, but we think that we can do a better job. Our executives have come up with a very reasonable and safe Internet plan that teams up publisher and distributors like the U.K.'s WHSmith or Amazon where we will in future distribute books on the Internet using MP3 technology.

How has the new economy affected your businesses and what impact do you think this will have on Hong Kong businesses?

The new economy is changing the way we communicate with people, buy components and sell to our customers. I am sure some

本會常務副主席

鄭維志專訪

鄭維志擁有多家成功的企業，有傳統的製造業，也有最新的線上應用服務。他認為，新經濟雖帶來了不少新的商機和挑戰，但新經濟的崛起，並不意味著某些舊經濟的工業會因此而告終。在訪問中，鄭維志細說他如何借助新經濟，增強業務的實力。

您經營的業務相當廣泛，例如製衣業、出版業，都是傳統的工業。您有否投資任何新經濟的行業？

有。不過我們所投資的新經濟行業都與我們現在經營的業務有關，不論是製衣業、地產、出版、或電訊業務。

舉個例子，我們在一家專為香港和美國成衣廠提供解決方案的網路應用服務供應商(ASP)投資。我們熟悉成衣業，也知道使用這類電子產品可達致的效率和甚麼人會使用這類服務。我們也是一家為電子商貿企業提供保安解決方案的公司的投資。

您是否有意經營「商業對顧客」的業務？

現在，有些公司在網上提供書籍播放服務，但我們相信，服務可以更佳。我們的行政人員已制訂一個更可行、更妥善的互聯網發展計劃，就是夥同英國 WHSmith 或 Amazon 等出版商和分銷商，在網上透過 MP3 科技分銷書本。

新經濟對您的業務有何影響？您認為新經濟對港商有何影響？

新經濟正改變我們與別人通訊、購買組件和向客戶銷售的模式。我肯定，一些欠缺效率的程序將被摒棄，包括若干中介人的角色，也會逐漸式微，但不會如人們在報章上所說，可節省兩至三成

inefficiencies will be eliminated – including certain intermediaries – but this does not give us the 20-30 per cent savings as some people claim in the press – at least not in the immediate future. But, for sure, it can save us 5-10 per cent of our sourcing, selling and administrative costs.

And Hong Kong?

On the one hand, I do believe that the new economy will stimulate the old economy because better information flow, increased efficiency and improved customer service or convenience. On the other hand, I also believe that the old economy is still very relevant to the new economy. Let's take for example Amazon and Barnes & Noble. Everybody knows this story. When Amazon started, a lot of people said it would replace Barnes and Noble. But it was inevitable that Barnes and Noble would acquire technology and set up a new division in cyberspace. They won't just sit there and let Amazon steal their business. The same is true of any business.

In the end, I believe there are opportunities in both the old and new economies. An old economy business can improve itself and increase its efficiency by taking advantage of new economy technologies and adopting its customer service concepts, etc. As long as they keep themselves updated, most of them won't be replaced by some Internet start-ups. They can, of course, also participate in the new economy through investments.

But will the first movers retain their advantage?

Amazon found out that selling books in cyberspace does not negate the necessity of building up a physical infrastructure to service their business on a global scale. It also found out that marketing in an overcrowded cyberspace does not come cheap. So the new economy businesses, just like the old economy businesses, have to invest in a physical infrastructure and in marketing, among other things.

My view is that whether you are a new company involved in B-to-C or an old economy business, in a few years time you will both evolve and will likely be doing the same thing and that is trying to attract the customer attention through the most effective channel and service customers' needs in the most efficient manner.

At the end of the day, it is the calibre of management that will determine which company will ultimately succeed.

Your CV is very impressive – you hold many public offices. How do you manage your time and your business?

The government rotates people around so I've done a lot because of rotation. How to manage time? Well, time is a resource and it is a matter of allocation and sticking to your plan.

Which aspect of public service do you enjoy the most?

I believe a mature society requires the participation of each citizen, so I am only doing my duty. In addition, where my public service

開支，至少在短期內不會出現這種情況。不過，可以肯定的是，採購、銷售和行政成本可節省5%至10%。

那麼，對香港有何影響？

一方面，我相信新經濟將帶動舊經濟，因為新經濟可改善資訊的流動、提高效率、提供更佳和更方便的客戶服務。另一方面，我亦相信舊經濟仍與新經濟息息相關。以亞馬遜（Amazon）和 Barnes & Noble 為例，眾所周知，當亞馬遜開業時，不少人認為它可取代 Barnes & Noble，但 Barnes & Noble 也不甘後人，立刻在網際成立一個新部門。他們不會坐以待斃，任由亞馬遜奪去自己的生意。不論是經營甚麼業務，情況也一樣。

最終，新舊經濟也會出現商機。舊經濟可借助新經濟的科技和客戶服務的概念，自我改善和提升效率。只要舊經濟企業能緊貼時代步伐，絕大多數不會被新興的互聯網新貴所取代。當然，舊經濟的企業也可透過投資，參與新經濟的發展。

那些率先參與新經濟發展的人可否保持優勢？

以亞馬遜為例，該公司發現即使在互聯網上出售書籍，也得建立有形的基礎設施，以配合全球業務。該公司亦發現，在資訊充斥的虛擬世界進行市務推廣，也絕不便宜。由此看來，新經濟也須如舊經濟般，在有形的設施和市務推廣等方面投資。

依我看來，不論是經營「商業對顧客」業務的新公司，或是從事舊經濟的老企業，經過數年，都會發展起來，並做著相同的事情，那就是透過最有效的渠道吸引顧客，並採取最具效率的方法滿足顧客的需求。

最後誰勝誰敗，也得看公司管理層是否精明。



您擔任了多個公職，請問您如何安排時間？

政府經常輪調公職人員，正因為這個輪調的制度，我曾擔任多個公職。至於時間安排方面，我認為時間是一項資源，最重要的是如何分配時間和貫徹實行所定的計劃。

您最喜歡哪方面的公共服務？

我認為一個成熟的社會，需要每位市民支持，而我只是履行自己份內的職責。況且，我

參與的公共服務與我的專長有關。我喜歡擔任政府與市民間溝通的橋樑。

您如何分配時間處理業務？

我現在較多參與行政決策事宜，參與日常運作的時間不多。我有優秀的管理隊伍負責日常的運作事務。

involves my own area of expertise, I quite enjoy bridging the communication between the government and the community.

How do you manage to find time to run your businesses?

I'm more involved on the strategic issues and decisions now. I don't do much on the day-to-day running of operations. I have very good management teams.

Hong Kong and Singapore are regularly compared to each other. Do you think such comparisons are justified?

I really feel there is too much exaggerated rivalry between the two places. I think we are both hubs to different regions. I understand there are exchanges of ideas, not only war of words – sometimes the press gets carried away with their so-called 'reading between the lines' – but underneath this there is a lot of exchange.

You are very active in the Chamber, what do you enjoy most about the work?

One is that we are often consulted on government policy, and that we put forward our views on business issues through the Chamber's Chief Economist Ian Perkin. I also enjoy very much the discussions between the chairman and chairpersons on public policy. The second thing is, as you know, we have a lot of good public functions. There are times when I have to host these and very often these speakers are very interesting and I enjoy the stimulating conversations we have.

Do you think the Chamber is doing enough to help companies capitalise on the new economy?

The director's initiative to set up the e-Committee was a very timely decision, and it is led by a very capable chairperson, Cindy Cheng. This committee now is trying to raise public awareness of the advantages that technology provides in terms of being more cost-effective and innovative. It is also helping us solve some of our human resources problems, because everyone has a problem trying to hire IT personal. The committee is so active in fact that it has broken the record for having the most active members, and it has already organised many excellent programmes since it was established in April. So I do think they are doing an excellent job. **B**



人們經常把香港和新加坡相比，您認為這樣的比較合理嗎？

我認為人們把兩地的競爭情況說得過份誇張。香港和新加坡其實各自是不同區域的中心。我明白兩地曾出現意見分歧，但這並非口舌之爭，而是交換意見，只是有些時候，報章往往斷章取義罷了。

您積極參與總商會的活動，最喜歡哪方面的工作？

第一，我們對政府政策的意見，經常備受重視，而我們亦透過首席經濟學家冼柏堅提出對營商事務的看法。此外，跟主席及委員會主席商議公共政策，也是我感興趣的。第二，我經常主持總商會舉辦的多項公開活動，與多位識見廣博的講者交流，獲益不淺。

您認為總商會在協助企業把握新經濟優勢方面所做的工作是否足夠？

總裁發起成立e-委員會的決定正合時宜。e-委員會由能幹的鄭韓菊芳擔任。該會正竭力讓公眾加深認識科技在提高成本效益和創意方面的優點。另外，由於企業在招聘資訊科技人才方面往往遇到困難，所以e-委員會亦協助企業解決一些人力資源上的問題。該會活動頻密，成員最為活躍，參加人數也為歷來之冠，自四月成立以來，已籌備多項活動。我認為該會的成績出眾。 **B**

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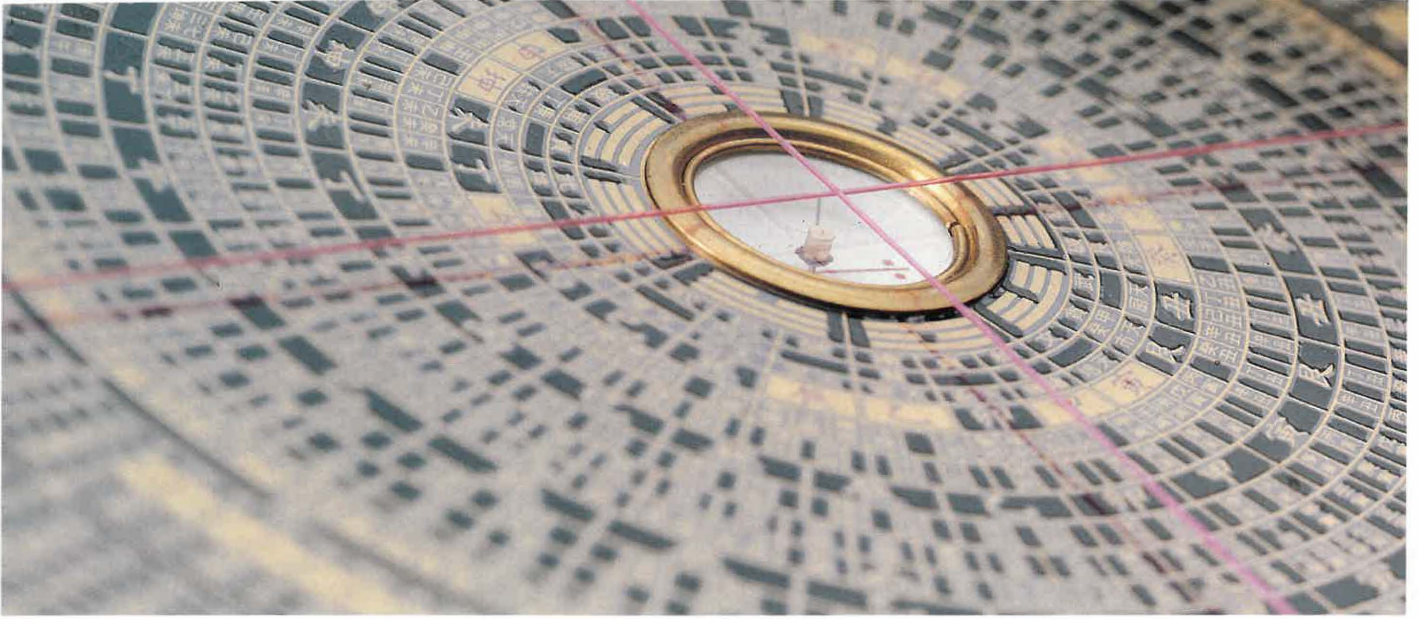
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Where is Asia heading?

By Debbie Annells

As we enter the 21st century we wonder what it will hold. People work away industriously at their jobs and their businesses, and to what end?

There is no question that the standard of living of many people throughout the world has increased for the better, but there are still huge pockets of poverty.

As we work in our jobs and our businesses, we often overlook the reasons why. Usually workers and business owners are trying to increase their wealth levels, to sustain a better life for themselves, their families and their employees.

Levels of personal wealth are in fact increasing dramatically, and better communications allow wealth to be quantified and calculated. It is estimated, for example that total wealth in private hands, as administered by private banks exceeds US\$25.5 trillion (a Morgan Stanley Dean Witter estimate). Of this it is also estimated that approximately only US\$2.3 trillion is in Asia (a figure estimated by Gemini Consulting).

Although there are more people in Asia than anywhere else, and they save more, on average, if they get the chance, Asia traditionally has had the problem of illiquid markets. The U.S. stock markets have released wealth to many U.S. persons, thereby making the U.S. the envy of the modern world, although the fundamentals of their economy, and the values on which it is based may be more questionable.

However, it is the case that Alan Greenspan has always allowed liquidity in the markets in the U.S., and that tactic has been very successful so far.

U.S. markets are more liquid, owing primarily to their transparency, and the well regulated regimes that they have for lending, investing and so forth. This relies heavily on good legal and banking systems and capital raising markets. This must surely be a signal to Asia to improve its banking and capital raising regimes, for the benefit of all society.

It is no coincidence, for example that Hong Kong and Singapore, with their well regulated banking regimes (rated as in the

first tier of banking regimes around the world along with Switzerland, Luxembourg and most G7 nations, but not Japan, in a recent OECD Financial Action Task Force study, which was reviewing reasons for the Asian financial crisis in 1997) have been much in the forefront of Asian cities. Banking and capital raising infrastructures, which in turn rely on suitable legal regimes supporting them, must therefore be at the forefront of any strategy to improve any economy.

We now see Japan, and Thailand and India as well as China leading the charge on improving banking practice in their own countries, which will improve the general wealth levels of their citizens and make the rest of the world watch out. In particular privately held assets and businesses in all these countries, if they can become listed, and become more liquid, will surely make Asians even more wealthy, which is presumably an aspect the Chinese authorities have considered in relaxing their listing requirements recently.

The Internet and its applications in creating more liquid markets will be of great



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assistance to Asia, in this writer's view, and education in this sector is a must for all Asian economies. The new Indian approach to generating 300,000 top quality IT professionals annually through its Indian Institute of Technology (IIT) qualification is a breathtaking attempt at possible world domination in a short space of time!

A world takeover without a war. The fact that the Indian IT Ministry did not wait for the Indian Education Ministry to initiate this change in focus on education but implemented it by itself, is deserving of many congratulations for speed. Such speed is a strategy that other countries may follow, especially in the Asia-Pacific region where education is even more highly sought after and rated than in the developed West.

The Philippines is also notable for its IT



The Indian Institute of Technology plans to generate 300,000 top quality IT professionals annually.

印度科技學院計劃每年培育 300,000 位優秀的資訊科技專才。

training, and often based on its good English language training. In the software world English language skills are crucial as it is considered the most flexible programming language, capable of being very precise, or very vague, and working at several levels at the same time. So English language skills are an important factor in IT skills at present, and training in this area may need to come first.

Perhaps more interestingly, for manufacturers at last, the e-commerce revolution makes many suppliers more powerful than buyers. This paradigm shift in market forces means that more profits may become captured by suppliers of products which cannot easily be manufactured by competitors and they can be sold to the highest bidder, often through the Internet.

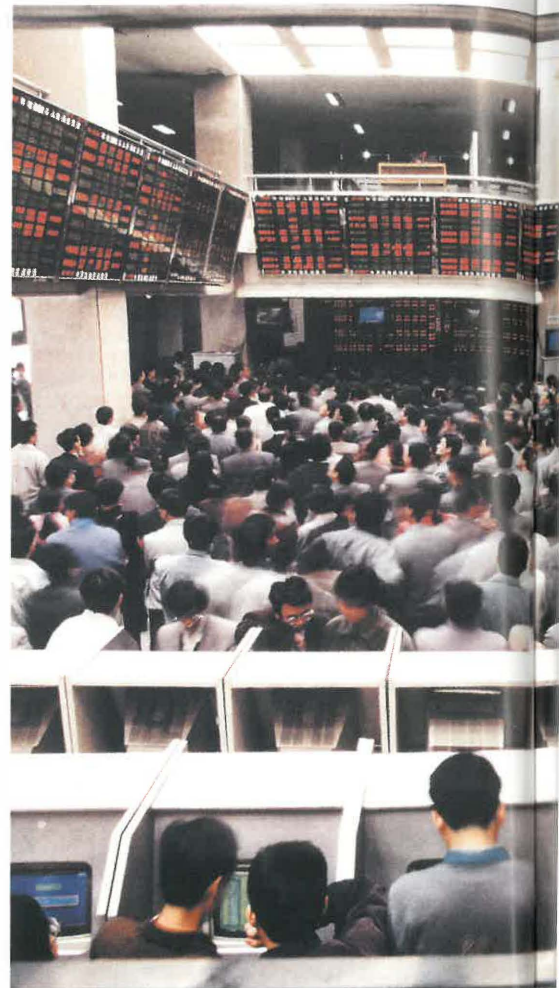
More wealth may end up staying with suppliers than has traditionally been the case, which must be a good thing for manufacturers in the Asia-Pacific region, who have tra-

ditionally supplied Western and European markets at low prices, leaving profits in the West and in Europe.

Changes in the Asia-Pacific markets are apparent, including changes lead by e-commerce, and infrastructures based on e-commerce, which rely on knowledge workers, and hence education. At the same time governments are liberalising many systems, to increase capital markets and hence investment in their own economies. No one believes a crisis like the 1997 financial crisis will be allowed to happen again – but there will always be crises despite governments best efforts to run well regulated and shock-free systems.

The mood at the moment, as we go into the 21st century is therefore optimistic, and that there will be growth in the Asia-Pacific region, not just from its traditional manufacturing bases, but from educational bases, including creation of knowledge workers and support for capital and money markets. Economies are more diverse and therefore more stable, although the gap between rich and poor is also increasing. **B**

Debbie Annells is chairwoman of the Asia and Africa Committee. The views expressed are those of the writer and may not be the same as the views of HSBC Republic.



亞洲前路何往？

戴樂詩

踏 入廿一世紀，前路如何，仍是未知之數。人們為了工作、為了自己的業務，營營役役、忙過不停，到底為了甚麼？

毫無疑問，世界上不少人的生活水平已獲得改善，但貧者仍為數眾多。

不論是「上班一族」，或是「老闆階級」，往往忽略了忙碌背後的意義，只想增加財富，給自己、家人和僱員帶來更美好的生活。

事實上，個人財富正急劇增加，而通訊科技的發展則讓人把財富量化。摩根士丹利添惠估計，由個人擁有並交予私人銀

行管理的財富總值超越 25.5 萬億美元，其中約只有 2.3 萬億美元來自亞洲（Gemini 顧問公司估計數據）。

亞洲人口較其他各洲為多，只要有機會，一般人都會儲蓄。然而，亞洲一直以來都存在流動資金缺乏的問題。反觀美國，縱使該國經濟的基本結構和依據的價值取向或許惹人質疑，但當地股市的確為不少美國人帶來財富，令現今世界的人不得不投以羨慕的目光。

不過，美國的創富之道，與格林斯潘一向保持美國市場的流動能力有關，而事實亦證明，此項策略至今相當有效。



美國市場的流動資金充裕，主要是由於市場透明度高、貸款及投資等制度健全所致。當地之所以能造就這些條件，很大程度上是有賴良好的法律制度、銀行體制和集資市場。由此看來，為了社群的福祉，亞洲必須改善區內的銀行和集資體系。

事出非偶然，香港和新加坡之所以穩站於亞洲各大城市的前列，全憑規管健全的銀行體系（在經濟合作發展組織轄下經濟專責小組的研究報告中，兩地的銀行體系獲列入世界銀行體系一級評級之列，與瑞士、盧森堡，以及除日本外七大工業國多個國家齊名）。由此可見，銀行與集資的基礎制度是改善經濟策略的重要一環，要建立良好的銀行與集資制度，有賴合適的法律體制為後盾。

現時，環顧日本、泰國、印度和中國均已牽頭改善國內的銀行體制，此舉將可提升國民的財富水平，引起全球矚目。尤其是這些國家的私人資產和業務，如能

掛牌上市及提高資金的流動性，必可令亞洲人民的財富增加。估計中國當局近日放寬上市規定，也是考慮到這一方面的益處。

筆者認為，借助互聯網及有關的應用科技，有助創造流動性更高的市場，對亞洲將帶來莫大裨益，所以亞洲經濟體系必須注重這方面的教育。最近，印度透過印度科技學院每年培育300,000位優秀的資訊科技專才，該國採取這個急進的策略，是希望在短時間內雄霸世界。

這是一場不動干戈的爭霸戰。事實上，印度資訊科技部在印度教育部未發起教育改革前，已自行實施這項措施，效率之高，值得讚賞。如此效率，也值得其他國家仿效，尤其是亞太區，教育比西方已發展國家更為殷求，所獲取的評價亦較高。

在資訊科技培訓工作上，菲律賓也有聲有色。資訊科技的培訓是否出色，往往建基於當地是否具備良好的英語培訓制度。在軟件世界裡，英語能力十分重要，因為英語是最富彈性的程式語言，可清晰，可含糊，也同時適用於不同層面，因此，良好的英語能力，是吸收資訊科技技能的關鍵元素，必須先行砥礪。

也許，更有趣的是，對製造商來說，電子商貿革命令不少供應商比買家更具影響力。這種模式上的市場動力轉移意味著供應商如製造不易為競爭對手仿製的產品，將可獲取更豐厚的利潤，因為產品可透過互聯網以價高者得的方式出售。

在這情況下，供應商將較以往賺取更多財富，這種發展趨勢對亞太區的製造商無疑是一大喜訊。以往，亞太區的製造商以低價出售產品予西方及歐洲市場，把利潤拱手相讓給它們。

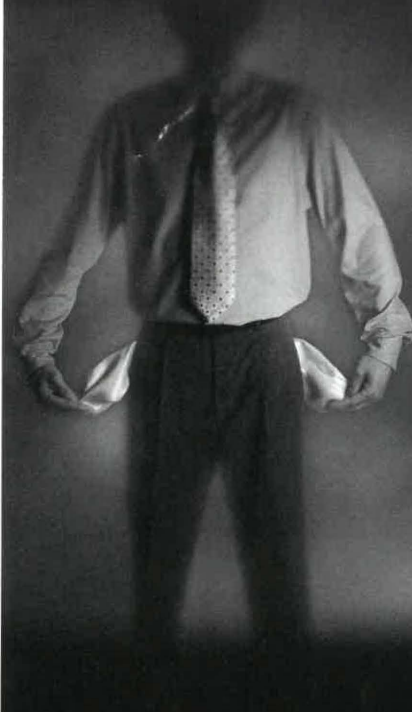
亞太區市場的轉變顯而易見，電子商貿帶動了轉變，也改變了制度。在這些轉變中，僱員的專業知識和教育發揮關鍵作用。與此同時，政府正不斷開放多個制度，以擴大資本市場，從而吸引投資。沒有人希望1997年的金融危機再度重現。不過，儘管各國政府致力維護嚴謹而堅不可破的制度，但危機仍是難以避免的。

廿一世紀前景樂觀，亞太區的經濟將有所增長，但增長不僅源自傳統的生產製造基地，還來自教育。透過教育，可培育一群具備知識的勞動人口，也為資本和金融市場提供支援。展望未來，經濟將更趨多元化和穩定，惟貧富的鴻溝也愈益加深。**B**

戴樂詩為亞洲及非洲委員會主席。文中所言，純屬筆者個人意見，不一定代表美國利寶財務有限公司的立場。

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Chamber Chairman C C Tung: "To maintain our status as a first-class international centre for business, it is important for Hong Kong not only to respect IPR but also to develop a reputation of doing so."

本會主席董建成說：「為保持香港一流國際商業中心的地位，不但須尊重知識產權，同樣重要的，是建立這方面的聲譽。」



Benefiting from protecting intellectual property rights

Chamber Chairman C C Tung called for greater respect and protection of intellectual property rights at the Chamber's July 26 seminar entitled, "Benefiting from Intellectual Property."

"We are a knowledge-based economy, we pride ourselves on innovation and hard work. But the fruits of our intellectual labour must be protected if the creativity and innovation spirit is to flourish," he said.

The Chamber has developed a "Code of Ethics on Protection of Intellectual Property Rights," which contains broad guidelines

for businesses to apply in their operations.

The code covers five main areas: computer software, equipment and products, photocopying, dealing with fakes and community responsibility.

"To maintain our status as a first-class international centre for business, it is important for Hong Kong not only to respect IPR but also to develop a reputation of doing so," Mr Tung said.

Efforts in the past few years in IPR enforcement are beginning to pay off, but Mr Tung said more still needs to be done.

"As a champion of IPR rights, the Chamber will be more than happy to work with other organisations on promoting IPR protection. We are a joint organiser of the 'No Fakes Campaign' alongside the Intellectual Property Department, and we participated in the 'Genuine Software Campaign' organised by the Customs and Excise Department. We shall continue this effort. And our effort will be genuine, not false," he said.

Secretary for Commerce and Industry Chau Tak-hay told the audience at the semi-

nar that over the past four years, the government had completely modernised the laws for protecting patents, registered design, copyright and trade marks, bringing them into line with the highest international standards.

In June, the World Trade Organisation (WTO) completed a thorough review of the intellectual property rights laws of Hong Kong.

"I am glad to say that our laws were highly regarded by other WTO members and were considered as being fully consistent with the international standards laid down by the WTO," Mr Chau said.

"However, we are not complacent. We keep our laws under constant review. In June, we enacted new legislation to clarify the Copyright Ordinance to put it beyond doubt that anyone who knowingly uses an infringing copy of copyright work in the course of business commits a criminal offence.

"This means that a company which uses, say, pirated accounting software for its business, or photocopies a book without licence from the copyright owner, may be liable to criminal prosecution."



He said the government plans to bring this new law into effect in 2001 after wide publicity. He also echoed Mr Tung's comments that protection of intellectual property rights requires the full participation of everyone in the community.

The government has also enacted tough legislation to control the manufacture of optical discs to tackle copyright piracy at the production level, as well as to prevent bootlegging. Certain piracy and counterfeiting acts have also been classified as offences under the Organised and Serious Crimes Ordinance, whereby customs officers are given additional powers to tackle them, particularly where criminal syndicates are involved, he said.

In 1999 alone, the government seized some 16.5 million pirated optical discs and 14 production lines worth over HK\$360 million, and arrested some 2,700 persons.

On the retail level, last year there were some 1,000 retail outlets of pirated compact discs with some 5 million pirated discs in the market place at any one time. At present, there are fewer than 100 outlets with some 100,000 discs in the market place at any one time. The reduction in volume is about 98 per cent, he said.

To encourage the public to respect intellectual property rights, the government will spend HK\$17 million between 1999 and 2002 on public education, he said. **B**



Last year customs officers seized 16.5 million pirated optical discs and arrested 2,700 persons. 去年，海關關員搜獲約1,650萬隻盜版光碟，並拘捕了約2,700人。

保護知識產權享成果

保護知識產權有賴社會全體支持

在

本會7月26日「保護知識產權享成果」的研討會上，主席董建成呼籲各界尊重和保護知識產權。

他說：「香港是以知識為本的經濟體系，港人以富創意和勤勞引以自豪，但本港勞動者運用智慧的成果，必須加以保護，才能使創意和革新的精神充分發揮。」

總商會制訂了《保護知識產權守則》，守則內提供廣泛的指引，讓商界在業務運作上加以應用。

守則分為電腦軟件、器材及貨品、複印、嚴禁使用贗品、社會責任五大部份。

他說：「為保持香港一流國際商業中心的地位，不但須尊重知識產權，同樣重要的，是建立這方面的聲譽。」

董建成表示，過往數年在保護知識產權所付出的努力已見成效，但還須多下功夫。

他指出：「總商會作為保護知識產權的倡導者，樂意與其他機構合作，推廣保護知識產權的信息。例如，本會與知識產權署合辦『正版正貨』運動，並定期參與香港海關的『正版軟件行動』。在這方面，總商會將再接再厲，付出真正的努力，絕不虛假。」

工商局局長周德熙在研討會上向與會者表示，政府在過往四年已全面使保護專利、註冊外觀設計、版權和商標等法例現代化，令有關法例符合最高的國際標準。

六月份，世界貿易組織全面檢討了香港的知識產權法例。

周表示：「世貿其他成員對本港知識產權法例給予高度評價，並認為我們的法例完全符合世貿組織的國際標準，本人為此感到十分高興。」

「但我們沒有因此而自滿，並會定



Secretary for Commerce and Industry Chau Tak-hay said the government will spend HK\$17 million between 1999 and 2002 to educate the public on IPR issues.

工商局局長周德熙說，政府會在1999至2002年期間，動用大約1,700萬元加強保護知識產權方面的公民教育。

期檢討有關法例。在六月期間，我們通過了新法例，澄清《版權條例》中的條款，清楚訂明任何人在業務過程中，如明知而使用侵犯版權的複製品，即屬犯罪。」

「例如一家公司在業務中使用盜版會計軟件，或未獲版權擁有人的特許下影印有關書本，可被刑事檢控。」

他說，政府計劃廣泛宣傳後，於2001年實施該項新法例。他亦回應董建成的呼籲，指出保護知識產權有賴整個社會鼎力支持。

政府制定了嚴緊的法例，管制光碟的製作過程，務求在生產層面打擊盜版活動，以及防止盜錄行為，並已把若干盜版及偽冒商標行為界定為《有組織及嚴重罪行條例》下的罪行，以賦予海關關員更大權力對付這些違例活動，特別是那些涉及犯罪集團的個案。

單在1999年，政府共搜獲約1,650萬隻盜版光碟和14條生產線，價值超過3.6億元，並拘捕了約2,700人。

在零售層面方面，去年，市面上在同一時間內平均約有1,000間盜版光碟零售店及約500萬隻盜版光碟流通，但今年平均只有不足100間盜版光碟零售店和約10萬隻盜版光碟流通，減幅約為98%。

他說，為確保香港市民尊重知識產權，政府會在1999至2002年期間，動用大約1,700萬元加強這方面的公民教育。 **B**

Technology has advanced to such a stage that we are no longer limited by our ability, but by the environment's ability to cope with our advancement, Amory B. Lovins, Rocky Mountain Institute's vice president, told the audience at the Chamber-Business Coalition on the Environment luncheon on July 25.

"Our progress is not now being limited by boats and nets, but by the fish in the sea. Our forest harvest is limited more by trees than by chainsaws. Our crop growth is limited more by fertile crop soils than by ploughs. Our pumping of groundwater is limited more by aquifers than by pumps," he said.

In short, we are running out of renewable resources. But why not design the so-called non-renewable resources completely out of the picture by reinventing products, designs and production processes?

Dr Lovins argues that huge profits await businesses that redesign products and production processes which eliminate the whole concept of waste.

Better harvesting of natural resources, improved product designs, more efficient production techniques, and recycling of products present countless opportunities, the likes of which haven't been seen since the industrial revolution, he said.

As an example, Mr Lovins said the U.S. company Interface is likely to revolutionise the carpet industry not by selling carpets, but by selling "floor covering services."

It uses a new flooring product called Selenium, which needs a third less material per square yard and lasts four times as long as conventional carpet. Also, it can be completely remanufactured into an identical new product without down-cycling, he said.

Other companies which are switching from selling to leasing services include elevator services, air conditioning services, and solvent services, to name a few. Consumers often prefer to lease these services because they aren't burdened with ownership which involves buying, servicing, maintaining, disposing of, etc. Users can also get a tax deduction for leased services.

"It's gonna be pretty hard to compete with business models like that. I think that's a very interesting direction for a great many industries to go in," he said.

In a world where the majority of the largest economic forces are now companies and not nations, and companies have uniquely a combination of assets that allow them to tackle large problems quickly, businesses have an opportunity to solve a lot of problems at a profit, he said.

In closing, Mr Lovins quoted a remark Ed Woolard made when he was chairing Dupont: "Companies that take such opportunity seriously will do very well, while those that don't won't be a problem - because ultimately they won't be around." **B**



Mr Lovins said businesses have an opportunity to solve a lot of the world's environmental problems at a profit.

洛文斯表示，企業有機會藉解決全球大量的環保問題，發掘圖利的良機。

New designs on natural capitalism

Huge opportunities await businesses that stop having old ideas

破舊立新

商機無限

新意念 天然資本主義

在

7月25日的「商業聯盟關注環境午餐會」上，Rocky Mountain Institute

副總裁洛文斯向與會者表示，科技的發展不再受制於人類的能力，而是取決於環境承受人類進步的能耐。

他說：「現時，我們的進步不再囿限於漁艇和漁網的功能，而是海裡魚產的數量；林木業的收穫如何，樹木的數量比伐木鏈鋸的功能更為重要；農產品收成是否增加，肥沃土地比犁鏵更為關鍵；地下水的抽取量如何，地下蓄水層的存水量比抽水機的功能更具決定性。」

一言以蔽之，我們的再生能源快要消耗殆盡。何不革新產品、設計和生產過程，創製一些全新的「非再生能源」？

洛文斯表示，能重新設計產品和生產過程，摒除浪費觀念，財源自會滾滾而來。

他指出，以更佳的方法發掘天然資源、改良產品設計、增加生產技術的效率、運用產品循環再造的技術，為我們帶來了自工業革命以來從未有過的無限機遇。

洛文斯舉例說，美國公司 Interface 不再出售地氈，而是提供地面材料鋪設服務，為地氈業帶來了突破性的發展。

該公司鋪設地面的材料稱為硒，鋪設每平方碼地板所需的材料少三分之一，較傳統地氈耐用四倍，更可在無需經過下降性循環的情況下，再造為完全相同的新產品。

事實上，由銷售轉為租賃服務的公司多不勝數，當中包括升降機、冷氣機及溶劑處理等公司。消費者喜歡租用這類服務，目的是免卻購買、保養維修及棄置時的煩擾。此外，租用服務的用戶亦可獲得稅項扣減。

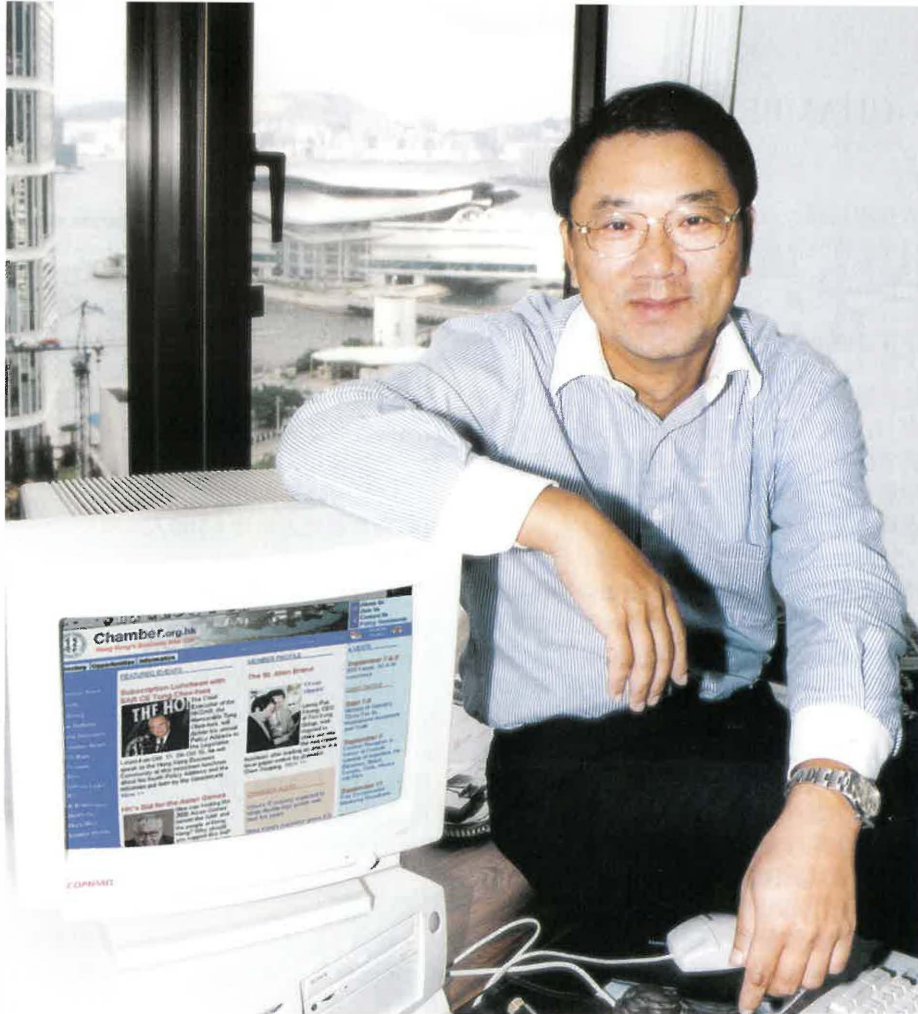
他說：「(傳統的銷售模式) 難與這類商業模式競爭，我認為，這個發展方向很值得各行各業效法。」

現今世界，最強大的經濟力量主要源自企業，而非國家。企業具備多項獨特的資源，能迅速處理大問題，並透過解決大量問題，發掘圖利的良機。」

最後，洛文斯引述伍拉德擔任 Dupont 主席時的話作結：「那些能認真抓緊這種機會的公司必有所成，那些未能做到的，也沒相干，反正它們最終也會被淘汰。」 **B**

The Chamber's Web site is continually being enhanced to ensure it remains a valuable business tool

- Chamber Assistant Director Dr Y S Cheung said the Chamber's Web site provides member companies with an Internet presence free of charge. 本會助理總裁張耀成博士表示，本會網站為會員機構免費提供網頁服務。



Facilitating e-commerce

Picture this: You run a promising business – say, a small or mid-size factory making toys or some other product for an established “old-economy” market. Your customers like your products, and you see good prospects for your business. But you worry your “new economy” savvy competitors will steal your customers. You would like to be connected to global markets but are not convinced that the Internet can really help your business, or you simply don’t have the money to invest in setting up a Web site.

“This is a dilemma facing many companies, and is one of the reasons that we decided to offer members a free Web page,” Chamber Assistant Director Dr Y S Cheung said. “We provide member companies with that Internet presence and an e-mail relaying service free of charge. For SMEs, such a setup is ideal for them.”

Companies choose their Web address and provide the Chamber with the information they want to put on their homepage. The

Chamber’s IT staff then put the homepage on line, and set up a message relaying service. For a nominal fee, the Chamber’s IT staff can construct a more elaborate homepage or online catalogue for companies that want a greater online presence, he said.

“This is just one of the added-value aspects of Chamber membership,” Dr Cheung said. “In the two weeks that we promoted the service, over 200 companies signed up.”

POWERFUL BUSINESS TOOL

Its Web site (www.chamber.org.hk) has been helping members and even non-members take advantage of the power of the Internet since April 1998.

At a time when e-commerce was still in its infancy, the Chamber recognised the potential of this new business tool and set up its Web site for businesses to utilise.

“We wanted to create a useful, informative Web site for business people to use, but at the same time make it as simple as possible to navigate and use,” Dr

Cheung said.

This recipe has proven to be successful. The Web site now gets an average of 4,500 page views a day, with 70 per cent of visitors coming from Hong Kong, the U.S., and mainland China.

“Our hit rate is increasing by approximately 2,000 page view per month, and we now have regular visitors from over 100 different countries,” he said.

Rather than creating a Web site that has a little bit of everything, but not much of anything, Dr Cheung said he decided to focus on the main things which business people want – Directory, Opportunities, and Information – to create a useful site with substance.

DIRECTORY

In the Directory area, visitors have access to the Chamber’s database of 4,000-plus corporate members, which allows them to find potential buyers and sellers. The directory also lists roughly 5,000 non-member companies

試

想想：假設您是一位中小型廠商，生產玩具或其他適合「舊經濟」市場的產品，生意大有可為，產品受到客戶歡迎，業務發展前景良好。然而，您害怕具備「新經濟」智慧的競爭對手會奪去您的客戶。您欲進軍世界市場，但又未敢盡信互聯網能真的助您一把，又或者，您根本沒有開設網站的本錢。

本會助理總裁張耀成博士說：「不少公司正面對這個兩難的局面，也是我們決定為會員免費提供網頁的原因之一。我們免費為會員公司提供網頁設計服務和電郵轉駁服務，對中小企業而言，此等服務適合不過。」

公司自選網址和提供希望載於網頁的資料後，本會資訊科技組人員便會把網頁上網，並在網頁上提供電郵轉駁服務。希望加強網上宣傳的會員只需繳付象徵性費用，資訊科技組人員便會為他們製作內容更豐富的網頁或網上產品目錄。

張耀成博士說：「這些只是總商會為會員提供的增值服務之一。推出服務僅兩星期，已有超過 200 家公司參加。」

卓越的營商工具

自本會於 1998 年 4 月開設網站 (www.chamber.org.hk) 以來，不斷協助會員、

甚至非會員借助互聯網的優勢營商。

當電子商貿仍處於萌芽階段，總商會已看準這種新興營商工具的潛力，於是設立了自己的網站，為商界提供服務。

張博士說：「我們希望創製一個實用和資訊內容豐富的網站，並致力使網站容易瀏覽、方便使用。」

這個構思證實相當成功，現時，平均每天的網頁瀏覽人數達 4,500 人，當中 70% 來自香港、美國及內地。

他指出：「網頁瀏覽人數每月約增 2,000 人，而定期瀏覽的訪客則來自超過 100 個國家。」

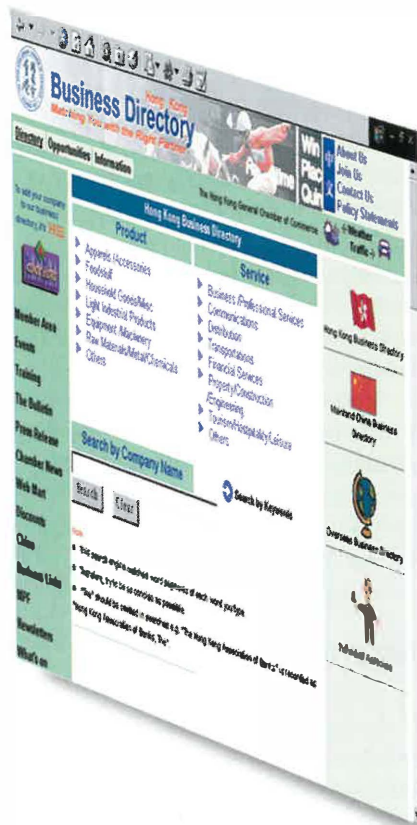
張博士表示，與其製作一個包羅萬有，但在內容方面鳳毛麟角、「點到即止」的網站，倒不如集中提供一些商界所需的資料(例如有關「公司名冊」、「商業機會」和「商貿資訊」的資料)，創製一個實用和具實效的網站。

公司名冊

透過「公司名冊」，訪客可讀取本會 4,000 多家會員公司的資料，尋找合適的買家及賣家。在「公司名冊」內，也列有 5,000 多家非會員公司的資料，這些非會員可即時在本會網站上加入自己的商貿資料，網上列載的非會員資料雖不及會員的詳盡，但也不失為網上宣傳的有效渠道。

總商會不斷致力使網站成為實用營商工具

促進電子商貿



which are allowed to add in real-time their business information to the database, though much more briefly than members' listings.

"The big plus of the Directory is that every company's information is up to date," Dr Cheung said. "You won't find any companies that have folded, or outdated phone numbers because we know who all of our members are."

Non-member companies listed in the directory are requested to up-date their information every 60 days, which can be done online. Failure for them to do so will mean their removal from the database.

OPPORTUNITIES

People using the Opportunities area are mostly companies from outside Hong Kong. Members and non-members alike can search

“ We provide member companies with that Internet presence and an e-mail relaying service free of charge. For SMEs, such a setup is ideal for them.

我們免費為會員公司提供網頁設計服務和電郵轉駁服務，對中小企業而言，此等服務適合不過。

”

specific products or services they seek, or wish to provide, and relay an email to a potential client.

"From the number of enquiries being posted daily there is a lot of activity and dealings going on in this section. Thirty three per cent of our visitors are from the United States, and mainland China, but there are also visitors from Australia to Zimbabwe. So it truly is a global marketplace," he said.

INFORMATION

The Information area carries a myriad of practical information for businesses, including live business news impacting Hong Kong firms, SAR Government tenders, economic analyses ... even the live traffic conditions in Hong Kong courtesy of the government's Transport Department.

On a softer note, members can also have their story published on line in the Member

Profile section. Among the well-known companies and individuals the Chamber's editor has interviewed for this section are TAL Apparel, Hari Harilela, Alibaba.com, Jebesen Co. Ltd., and Sun Hing Group.

"We think our members have lots of interesting stories to tell. Member Profile not only allows them to share their stories, but it also increases the awareness of these members and what they do among other companies," Dr Cheung said.

MEMBERS ONLY

A recent initiative has been to create online Chamber committee communities, wherein members of various committees can read minutes from past meetings, post comments and chat online.

The online committees' area was first tested by the Chamber's e-Committee, and is now being expanded to include other committees.

"We think committee members utilising the online committee information will discover the benefits of doing things electronically," Dr Cheung said. "Similarly, those members that test the waters of e-commerce through our free online hosting service may discover that it's worthwhile taking the plunge into e-commerce."

WEB SITE COOPERATION

In July this year, the Chamber called for requests for proposals from companies interested in cooperating with the Chamber to develop its Web site on a mutually beneficial basis. More than 30 requests were received, and after a careful screening and evaluation process, that number was whittled down to about 15 proposals. The Chamber is now in negotiations with these companies, and you can expect to see some exciting changes to the Web site in the coming months, Dr Cheung said. "One of the biggest changes will be that we will become a business portal. As such, members will find much more information and services to utilise."

In the coming months, *The Bulletin* will publish highlights of these new developments. You can also find more information at www.chamber.org.hk. **B**

張博士說：「公司名冊最大的優點是資訊經常更新。我們熟悉每家會員公司，所以在這個欄目上，您不會看到任何已結業的公司資料或已作廢的電話號碼。」

名冊上的非會員公司資料須每六十日更新一次，更新程序可在網上直接辦妥。若公司未能準時更新資料，我們會在名冊資料庫上將之除名。

商業機會

使用「商業機會」一欄者大多是海外公司。此外，會員或非會員同樣可透過網頁，檢索所需的產品或服務、或推介產品、或向有興趣的客戶傳遞訊息。

張說：「每天在網上刊登的商貿查詢數字顯示，這的活動和交易十分活躍。33%的瀏覽者來自美國和內地，也有來自澳洲和津巴布韋的，確實是一個國際市場。」

商貿資訊

「商貿資訊」載有林林總總實用的商務資訊，包括與香港公司息息相關的即時商業新聞、香港特區政府的招標告示、經濟分析，以及政府運輸署提供的即時道路交通情況。

至於軟性新聞方面，可瀏覽載有會員創業奮鬥史的「會員巡禮」。曾接受本會編輯訪問的知名機構和人士包括聯業製衣、夏利萊博士、阿里巴巴、捷成洋行和新興集團。

張博士說：「我們想，人們對不少會員的創業歷程都感興趣。『會員巡禮』不但讓會員分享自己的經歷，還加深了我們對這些會員和會員業務的認識。」

會員專區

新近成立的會員專區是總商會各委員會的網上資料庫，不同委員會的會員可從專區裡讀取會議紀錄，並可發表意見或與其他會員聊天。

委員會的網上專區最初由本會的 e-委員會率先嘗試，如今已進一步把應用範圍擴展至其他委員會。

張博士認為：「我想，使用專區的委員會成員將體會電子渠道的優點。同樣地，透過免費網頁服務初嘗電子商貿的會員也會發現，電子商貿是值得全身投入的。」

合作發展網站

本年七月，本會呼籲有意與我們合作以互惠基礎發展網站的公司提交建議書。本會共接獲 30 多份建議，經過嚴謹篩選和評審後，入圍的建議書約有 15 份。本會正與這些公司洽商，在未來數月，您們便會發現本會網站將再添新意。張博士說：「最大的轉變之一，是網站將成為商業入門網站，會員將在站內找到更多資料和服務。」

在未來數月，《工商月刊》將介紹這些新發展的重點。欲知詳情，請瀏覽本會網站 (www.chamber.org.hk)。 **B**

“How many here people have Nokia telephones?” Boom.com founder Mark Duff asks the audience at the Chamber’s July 28 roundtable luncheon.

About half of the people in the room raise their hands. “How many people have Nokia stock?” he asks. One man raises his hand.

“How come it’s not as easy for me to buy Nokia stock as it is to buy a Nokia telephone? If I had done that in 1997, dumped HK\$3,000 into Nokia stock, I’d have over HK\$45,000 today,” he said.

Founded in March 1997, out of Mr Duff’s apartment on Hysan Avenue in Causeway Bay, Boom’s (beyond other ordinary markets) mission is to use new technologies for the financial benefit and enjoyment of Asian investors by making buying stocks as easy as buying a phone.

Among the major partners that have invested in Boom are Australia and New Zealand Bank, which paid US\$8 million for a 10 per cent stake in the company.

Though an online company, Boom opened its first “clicks and bricks” outlet, a “Start-Me-Up” centre in Causeway Bay in August, where people can walk in off the street, open an account with Boom and learn about the services and how the system works. All interaction with the company can then be done online, he said.

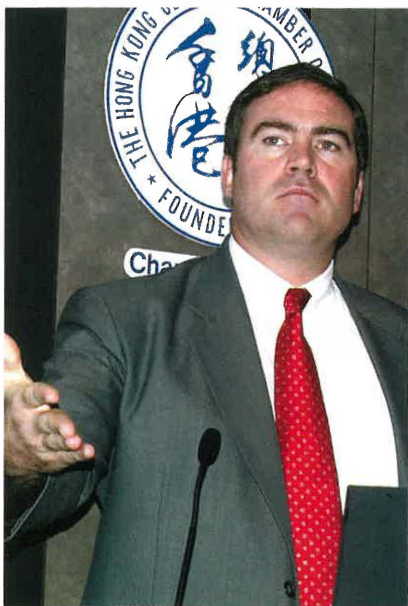
“We are in the process of creating a transparent Asia-Pacific marketplace. If you sit in Bangalore you can buy stocks in Tokyo. If sit in Singapore you can buy stocks in Taiwan,” he said.

Online traders will also have access to mutual funds, currencies, bonds, fixed income, portfolio management, and additional services may include access to IPOs, he said.

Another advantage of online trading is that people will be able to see the cost of all taxes, stamp duties and levies even before they buy the stock. Association software will also be able to suggest new stocks similar to those you have purchased.

“Let’s say you own a slice of Singapore Telecom. Wouldn’t you be interested in buying into similar companies in other countries to diversify your risk? This new media will determine these kinds of services,” he said.

“In the end, this is the radical difference between finance today and finance just five years ago. We are in the process of selling books in the form of stocks.” **B**



Merchandising has yet to take place for personal financial services, says Mr Duff. 馬建德說，個人財務服務的推廣工作有待發展。

Trading stocks from your PC

Boom.com founder is putting personal financial services at the fingertips of ordinary citizens

一按即應，Boom.com 創辦人助你輕鬆投資

買賣股票
用您的個人電腦

「在 座多少人擁有諾基亞手提電話？」Boom.com 創辦人馬建德在7月28日的小型午餐會上向與會者問道。

房間內約半數人舉手。他繼續問道：「那麼，有多少人買了諾基亞的股份？」

只有一人舉手。他說：「為何買諾基亞股票不如買諾基亞電話般容易。假使我在1997年投入港幣3,000元購買諾基亞股票，如今我已擁有超過港幣45,000元了。」

1997年3月，馬建德在銅鑼灣希慎道成立了Boom.com。Boom.com的宗旨是突破一般市場的局限，透過新科技令亞洲投資客戶獲取財務上的利益和方便，使買賣股票如買手提電話般簡易。

Boom.com 的股東主要包括澳洲及紐西蘭銀行，它們以800萬美元購入公司一成股份。

馬建德說：「Boom.com雖為網上公司，不過，公司剛於八月在銅鑼灣開設首間為客戶開立投資戶口的服務中心，讓途經的路人也可在Boom開立戶口，了解我們服務的詳情和系統運作的情況。開設戶口後，與公司的所有交易均可在網上辦妥。

「我們正建立一個透視的亞太市場。客戶身在班加羅爾，也可購入日本的股票；身在新加坡，亦可買入台灣股。」

網上投資客戶亦可購入互惠基金、貨幣、債券、定息投資工具，管理投資組合，並可享用其他額外服務，例如申請購買首次公開招股股份。

網上交易的另一優點是讓投資者在購入股票前知道所有稅項、印花稅及其他徵稅的數額。聯繫軟件亦可為客戶提供與購入股票相類的其他股票資料。

馬建德說：「假設你手中持有新加坡電訊的股票，如能買入其他國家相類企業的股票，分散風險，豈不是更好嗎？這個新媒體可提供這方面的服務。

「由此看來，今天的財務服務跟五年前的大相徑庭。我們正致力發展網上股票買賣服務，使購買股票有如網上購書般普及。」 **B**

HK firms slow to embrace e-commerce

Hong Kong companies lag behind their counterparts in other countries when it comes to using the Internet for business, Danny Yip, CEO of Tradeeasy told the audience at the Chamber's Aug. 17 roundtable luncheon.

"People are still sceptical about e-commerce, because all the hype said that we would basically have e-commerce overnight, but it is going to take longer than that," he said.

Tradeeasy, an application service provider (ASP) which can provide total solutions tailored to companies' needs, has found that although some businesses are willing to promote, source and order online, when it comes to the final stages of the deal, they still like to use the traditional paper-based forms, he said.

Jeremy Tang, CEO of Rebound International, also speaking at the luncheon, said building digital trust is very important for companies to believe in doing business electronically. Equally important when dealing with SMEs is the service of providing end-to-end solutions.

Rebound is a business-to-business excess inventory clearing house which allows traders to clear their surplus inventory.

"The inventory liquidation business is an established, highly profitable and rapidly growing industry in North America but has yet to take off in Asia," he said. **B**



Jeremy Tang (left), CEO of Rebound International, and Danny Yip (right), CEO of Tradeeasy, explain how ASPs can help businesses increase their efficiency and at the same time lower their costs.



Rebound International 行政總裁 Jeremy Tang (左) 和易貿通行政總裁葉國祥 (右) 解釋應用服務供應商如何幫助企業提高效率、降低成本。

港商發展電子商貿步伐緩慢

易貿通行政總裁葉國祥在 8 月 17 日午餐會上向與會者表示，港商在應用互聯網作業方面，仍落後於競爭對手。

他說：「人們對電子商貿仍然半信半疑，電子商貿被渲染為一夜事成的事，但所需時間當然不只那麼短。」

易貿通是應用服務供應商，能按企業的個別需要提供全面的電子商貿方案。葉國祥表示，縱然一些企業願意在網上推廣、採購及訂貨，但到了交易的最後階段，卻仍然喜歡使用傳統的紙張交易方式。

Rebound International 行政總裁 Jeremy Tang 在午餐會上發表演說時指出，建立對電子科技的信心是企業經營電子商貿的重要元素。對中小型企業來說，提供點對點解決方案也同樣重要。

Rebound 為一家商業對商業的剩餘存貨結算所，經紀結算剩餘的庫存物資。

他說：「在北美，庫存結算業是極具規模的行業，報利潤可觀，發展迅速，但在亞洲，這個行業尚未興起。」 **T**

Graham Brant joins General Committee

Graham Brant, general manager of Microsoft Hong Kong, has been elected a General Committee member of the Hong Kong General Chamber of Commerce.

As general manager of Microsoft Hong Kong, Mr Brant is responsible for the overall management of the Hong Kong operation, including sales, marketing, education services and customer support in the territory.

He has over 19 years experience of marketing, selling and managing the implementation of projects in the IT industry, mainly gained in an international environment.

Prior to taking up his present position in May 1999, Mr Brant led the strategic marketing group for Microsoft in Asia, focusing on specific strategic initiatives such as the development and rollout of the next generation Internet-based enterprise sales and marketing strategy for the company (DNS D digital nervous system).

Before coming to Asia in 1994, Mr Brant managed the Microsoft Consulting Services Finance Sector business in the UK, which was responsible for developing some of the world's largest finance sector solutions based on Microsoft Windows NT technology during the early establishing years of this technology.

Prior to joining Microsoft, Mr Brant was systems director with Linx NMS Limited in the UK, where he designed and managed the development of an integrated network and IT service management

簡皓鴻加入理事會

微軟香港有限公司總經理簡皓鴻當選為香港總商會理事會成員。簡氏為微軟香港總經理，負責管理本港所有營運工作，包括銷售、市務、教育及客戶支援服務。

他在市務、銷售、管理及推行資訊科技項目方面擁有超過十九年經驗，曾在多家國際性機構工作。

簡皓鴻於 1999 年 5 月履新前，曾領導微軟在亞洲的策略性市務部門，專注多項策略性計劃，包括為微軟制訂及推出新一代的互聯網企業銷售及市務策略 (DNS - 數碼神經系統)。

1994 年到亞洲工作前，簡氏曾管理微軟英國辦事處的微軟顧問服務部金融事務組，並於 Microsoft Windows NT 科技發展初期，以該技術開發了一些國際性大規模金融業方案。

簡氏加盟微軟前，曾任英國 Linx NMS Limited 的系統總監，負責設計及管理以 Oracle 分佈式數據庫為基礎的綜合網絡及資訊科技服務管理應用軟件套裝。

簡皓鴻持有英國巴思大學 (Bath University) 電機及電子工程學榮譽理學士學位。 **B**

applications suite based around a distributed Oracle database.

Mr Brant holds a BSc Honours degree in Electrical and Electronic Engineering from Bath University. **B**



The myriad of structures in the WTO

What kind of body will China be joining when its WTO membership is accepted? A club of 139 members, or more specifically a club with 139 member governments. An institution peopled by bureaucrats, the WTO's goal in life is to establish rules and structures. No wonder the WTO itself is designed as a complicated web of structures.

The highest authority of the WTO is the Ministerial Conference. According to the WTO constitution, a Ministerial Conference must be held at least once every two years. The last one took place in Seattle in December 1999; that makes November 2001 the deadline for the next ministerial.

After China joins the WTO, MOFTEC Minister Shi Guangsheng will be the minister representing China. For Hong Kong the ministerial equivalent is Secretary for Trade and Industry Chau Tak-hay.

Between Ministerial Conferences the regular business of the WTO is undertaken by trade negotiators. Every member designates a senior official as the Chief Negotiator – in the case of Hong Kong it is Director General of Trade Joshua Law. For China it should be Assistant Minister Long Yongtu.

For many WTO members, the Chief Negotiator is only an occasional visitor. The day-to-day negotiation is handled by a team of resident representatives at WTO's headquarters in Geneva. Typically, these representatives carry ambassadorial rank. Hong Kong's Chief Representative is Stuart Harbinson. For China, hitherto the representative in Geneva is Ambassador Qiao Zonghuai, who oversees China's relationship with all United Nations and international bodies in Geneva. After WTO entry, the likelihood is that another ambassador may be appointed to take charge of the WTO specifically.

In Geneva, the 139 resident delegations to the WTO conduct their businesses through participation in the complex structure under the WTO organisation. At the top of the structure is the General Council. It

works like a general assembly of WTO delegates and as the Dispute Settlement Body, similar to that of an arbitration court. It also works as the Trade Policy Review Body, a kind of audit department on the trade policy regimes of WTO members. The top three are then followed by three Councils on Trade in Goods, Trade Related Aspects of Intellectual Property Rights (TRIPs), and Trade in Services, each of which corresponds to a treaty under the WTO. Together these are the big six of the WTO's committee structure.

A few standing committees exist on environment, development, regional trade agreement and balance of payment, reflecting WTO members' concern on pollution issues, on developing countries, trade blocs and investment flows. There is also a housekeeping committee on budget and finance.

Any number of working groups can be formed to examine topical issues of interest to WTO members. Of particular importance are the working groups on competition policy and investment. If working groups succeed to bring these subjects into the negotiating agenda, they may well evolve into standing committees like the one on Trade and Environment.

Under each of the Councils for Trade in Goods and Trade in Services are various committees and working groups – there are 12 under the Council for Trade in Goods. Of these the Committee on Trade in Agriculture is the most contentious, but other committees on various aspects such as anti-dumping and rules of origin are also very popular negotiating forums.

China will therefore be joining not just a club, but a myriad of committees and working groups within the WTO. It will have the freedom to join or be active in as many committees as it wishes. As a member it will also have the opportunity to contest – usually by negotiation, not election – for chairmanship of some of these bodies. **B**

WTO WATCH

MAJOR MILESTONES OF CHINA'S WTO BID

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

1949 China pulls out of GATT.

1986 China applies to re-join GATT.

1995 WTO replaces GATT.

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

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

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



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

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

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

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

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

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

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

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

中國在入世旅程中的重要里程碑

1947 中國是關稅及貿易總協定（關貿）23個發起成員之一

1949 中國脫離關貿

1986 中國申請再次加入關貿

1995 世貿取代關貿

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



1999年11月15日 中、美在北京簽訂雙邊世貿協議

1999年11月27日 中國與加拿大就中國加入世貿簽訂雙邊協議

2000年5月19日 中國與歐盟就入世達成雙邊協議

2000年5月24日 美國眾議院通過給予中國「永久正常貿易關係」法案

2000年6月19至23日 世貿的中國入世工作小組舉行第十次會議

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

2000年7月27日 世貿的中國入世工作小組舉行第十一次會議

2000年9月（暫定）美國參議院就中國的「永久正常貿易關係」法案投票

2000年9月（暫定）世貿的中國入世工作小組舉行第十二次會議

10月10日/12月7至8日（暫定）世貿理事會召開會議



窺探世貿 多層架構

取得世貿同意後，中國便可成為世貿成員。究竟，中國即將加入一個怎樣的組織？世貿共有139個成員，說得確切一點，是世貿共有成員政府139個。組織內全是成員國的官員，而世貿成立的宗旨就是建立法規和架構，難怪世貿本身的架構如此複雜。

世貿最高的權力機關是部長會議。根據世貿法規，部長會議須至少每兩年舉行一次，最近一次於1999年12月在西雅圖舉行，下一次會議則須於2001年11月前舉行。

當中國加入世貿後，外經貿部部長石廣生便會出任世貿的中國部長級代表，而香港等同於部長級的代表則是工商局局長周德熙。

部長會議休會期間，世貿的一般事務由貿易談判代表處理。每個成員國須委派一位高級官員擔任首席談判代表。香港擔任此職者為貿易署署長羅智光；至於中國，應為副部長龍永圖。

不少世貿成員的首席談判代表只會偶爾巡訪，日常的談判工作實際上是由駐日內瓦世貿總部的常設代表負責。一般來說，此等代表均為大使級官員，香港常設首席代表為夏秉純，而中國至今駐日內瓦的代表是喬宗淮大使，他專責處理中國與日內瓦所有聯合國團體及國際組織的關係。中國加入世貿後，看來應會委任另一位大使，專責世貿的事宜。

在日內瓦，139位世貿常駐代表須參與世貿裡多個組織的工作。世貿的最高領導機關是總理事會，設有三個機關肩負三大功

能：世貿代表全體會議、爭端解決機關（與仲裁法庭相似）、貿易政策檢討機關（審核世貿成員的貿易政策機制）。這三個機關下設有三個理事會，分別負責貨物貿易、與貿易有關的知識產權事務和服務貿易。每個理事會均負責執行世貿的相關條約。以上為世貿組織架構內的六大機關。

此外，世貿亦設有專責環境、發展、地區性貿易協議和國際收支平衡的常務委員會，反映世貿成員關注環境污染、發展中國家、貿易集團、投資流向等問題。世貿另設負責財政預算和財務的內務管理委員會。

在世貿裡，可組織多個工作小組，數目不限，目的是深入研究當前備受成員國關注的事項，當中以有關自由競爭政策和投資的工作小組尤為重要。若工作小組成功把關注的事項列入世貿談判議程中，便可成為常務委員會，如貿易及環境委員會便是一例。

在貨物貿易理事會和服務貿易理事會下，分別設有多個委員會和工作小組。舉例說，貨物貿易理事會下便設有十二個委員會和工作小組。在這些委員會中，以農業貿易委員會所討論的問題最具爭議性；此外，有關反傾銷和產地來源規例等其他委員會的討論氣氛也相當熱烈。

由此可見，中國加入世貿，不單是加入一個組織，而是加入世貿裡多個委員會和工作小組。中國可自由參加多個委員會，數目不限。中國成為世貿成員後，將有機會爭取成為這些組織的主席（一般是透過談判，而非選舉）。**B**

E1 Media

Dr Lily Chiang, president of E1 Media Technology Limited, said we will soon be seeing completely new applications for broadband and multimedia technologies on the Internet.
E1 Media Technology Limited 董事蔣麗莉博士認為，不久互聯網上將出現全新的寬頻和多媒體應用科技。



'Fresh ideas by fresh graduates'

When Dr Lily Chiang dropped by her old university in 1995, little did she expect that the visit would yield a great business idea, and that she would meet the man who would one day become her husband.

"I was giving a keynote speech in Miami, Florida, for a U.S. company, and — coming back to Hong Kong, you have to pass by the West Coast — I dropped by LA and visited my old school USC [University of Southern California]," she said.

She was warmly welcomed as the first student from Asia to be given USC's outstanding alumni award, and introduced to two persons. One was 1994 Nobel Laureate in Chemistry Professor George Olah.

"The other person [Dr Gino Yu] is now my husband. He was in charge of the Multimedia Department there. For me, five years ago, multimedia was a very new field and that meeting really opened my eyes about multimedia and the Internet," she said.

Dr Yu, who now heads Hong Kong Polytechnic University's Multimedia Innovation Centre, gave her a lecture and a tour of the university's multimedia lab, and the two chatted for a while about the applications for multimedia and the Internet, she said.

"The potential of multimedia fascinated me. In the past, if you couldn't read or write you couldn't really communicate, even if you had a computer. But with multimedia you can actually reach a much wider population or audience base with images, audio, video or whatever. Using a much wider range of formats you can reach global audiences even without knowing how to read or write," she said.

The chance meeting got her thinking about how she could use multimedia and the Internet in her businesses, and in 1996 she built a Web site for Chen Hsong Holdings Limited, of which she is executive director.

Then, in 1997, the Asian financial crisis hit Hong Kong. Unemployment rocketed to record levels and young school leavers at the time seemed to have few prospects.

"So I thought well, the Internet is something that is very good for young people; you need a lot of innovation and also creativity. So why don't I provide an opportunity for the young, fresh graduates? So that's how I came up with the idea for E1. Our motto is 'fresh ideas by fresh graduates'," she said.

She started talking to professors and students at local schools to see if there was any interest in starting up a business. The response was strong and after short-listing a few promising ideas, she decided upon one and launched E1 Media Technology Limited.

Since its establishment in 1997, E1 has grown into a multi-million dollar company with financial backing from some of Asia's leading investors.

It provides start-up companies with total solutions from development strategies, to management support, to business connections, and financial support. But Dr Chiang stresses that E1 is not an incubator.

"We call those baby companies embryos. We don't call them incubatees because we think incubators just provide financial support, office space and a little bit in supporting management. But what we provide is full solution support, from business model to technology, to market, everything," she said.

It currently has six embryos which it is nurturing. Combined, these promising companies provide total solutions in three core areas — broadband, applications and core R&D — which are all intertwined.

The broadband aspect of E1's business involves mainly multimedia and digital entertainment. But the company is not a content provider. Instead, it is focusing its efforts on developing the next generation of content applications.

"You cannot just look at video on demand or downloading a movie. You have to look at how you can develop the next generation of content application technology. Right now everything is 2D. I think the next generation of the Internet will shift from 2D, to being 3D navigated. That is going to present many exciting innovations," she said.

Coupled with state-of-the-art application technologies the company is developing, Dr Chiang said we will soon be seeing completely new applications for technology.

Despite a slowdown in technology and dot-com stocks, Dr Chiang said she feels the potential and the market for IT companies to succeed is still there.

"People were too crazy about the Internet and so they created a bubble," she said. "Now that they have started cooling off, investors will start looking for really good businesses. So the company with good technology, a good business model, and a good, solid foundation will be able to survive. Those people with just two pages, an idea and are saying, 'my company is worth a hundred million dollars,' definitely won't be able to survive." **B**

E1 Media

畢業新秀 創新念頭

1995年，當蔣麗莉博士順道重遊母校時，始料不到此行會啟發了她的創業大計，並遇上她人生的另一半。

她說：「那次，我在佛羅里達邁阿密為一家美國公司發表演說後，經西岸返港，當途經洛杉磯時，我重遊母校南加州大學。」

蔣博士受到南加州大學的熱烈歡迎，並成為首位獲頒南加州大學傑出校友獎的亞洲學生。她此行認識了兩人，其中一位是1994年諾貝爾化學獎得主奧拉教授。

她說：「另一位是於積理博士，現在是我的丈夫。那時候，他在大學裏主管多媒體部門。五年前，我對多媒體非常陌生，那次接觸，確實令我眼界大開。」

於教授給她講解，又帶領她遊覽大學的多媒體實驗所，兩人又談了一會關於多媒體和互聯網的應用情況。於教授現在是香港理工大學多媒體創新中心總幹事。

蔣博士表示：「多媒體的發展潛力令我讚嘆著迷。以前，即使有電腦，若不懂讀、不懂寫，根本不能溝通。如今，透過多媒體，我們可借助影像、視聽效果或其他多媒體設備，把訊息帶給更多人和觀眾。即使不懂讀、不懂寫，只要廣泛應用多媒體，也可接觸世界各地的觀眾。」

這次偶然的會面，令她構思如何在業務上應用多媒體和互聯網。1996年，她為震雄集團建立網站。蔣麗莉博士是該公司的執行董事。

1997年，亞洲金融風暴直捲香港，失業率創下新高，剛離校的畢業生前景暗淡。

「我想，對年青人來說，互聯網是最好不過的東西，因為互聯網需要無限創意和創造力，為何不讓剛畢業年青人提供一個機會呢？就這樣，創辦E1的念頭便由此而生。我們的口號是『畢業新秀，創新念頭』(‘Fresh ideas by fresh graduates’)。」

她與本地的大學教授和學生接洽，詢問他們是否有意創業。結果發現，反應非常熱烈。她從多個創業計劃中篩選，最後選出一個有可為的，並成立了E1 Media Technology Limited。

E1自1997年成立以來，已擴展為一家

達數百萬元的企業，並得到一些亞洲頂級投資者的財務支持。

E1為創業公司提供全面方案，包括發展策略、管理支援、商務網絡及財務支援等。然而，蔣博士強調，E1不是商業扶植公司。

她說：「我們稱那些新創業的公司為胚胎公司。我們跟一般商業扶植公司不同，後者只提供財務支援、辦公地點和少量管理支

「我們不能只滿足於自選影像或下載電影這些科技，必須研究如何發展新一代的內容供應應用科技。現在，互聯網仍然是平面導覽，但下一代互聯網將由平面轉至立體導覽。未來，不少新發明將會湧現。」

蔣麗莉博士表示，公司借助尖端科技不斷發展，科技的應用快將出現一番新氣象。

雖然科技和dot.com股回落，但蔣博



E1 Media hosts many events and education programmes such as this recent E1 Mix Party for IT professionals to network, emceed by Chamber Director Dr Eden Woon (right).

E1 Media積極舉辦促進科技交流的項目及教育活動，如最近的E1 Mix Party，便讓資訊科技專才互相交流。在聚會裡，總裁翁以登博士(右)擔任司儀。

援，但我們所提供的，則是全面的支援，包括商業模式、科技支援、市務等，一應俱全。」

現時，E1正扶植六家胚胎公司。總括而言，這些具潛力的公司專注於三大核心領域——寬頻、科技應用、核心研究及發展。事實上，三者的發展也是互有關連的。

E1的寬頻業務主要集中於多媒體及數碼娛樂兩方面，但該公司不是內容供應商，而是主力發展下一代內容供應的應用科技。

士深信資訊科技公司的市場發展潛力猶在，可望成功。

蔣博士說：「人們對互聯網過份狂熱，製造了泡沫效應，現在，人們已開始冷靜下來。投資者將尋找真正的優質企業，所以具備先進科技、良好商業模式及穩健基礎的公司，必能生存。只草草寫兩頁計劃書，構想一個半個念頭，然後誇口說：『我的公司市值達億元』，這些公司必定站不穩。」

Identifying your own risk profile

Employees can choose to invest their Mandatory Provident Fund (MPF) contributions in any constituent funds offered by their MPF provider, so clearly understanding how those funds work is crucial.

Many employees in Hong Kong lack the experience to choose long-term investments, due to limited understanding of the correlation between risk and investment return.

Diversified investment funds with different investment policies and characteristics may exacerbate employees' difficulties in choosing the best funds for their long-term needs.

To help employees understand their investment options, CMG Asia conducts investment briefings, and has recently developed an evaluation form to help employees understand their investment needs through establishing their own risk profile.

RISK PROFILE VERSUS ACCEPTANCE OF RISK

To help identify investment options that best suit an individual's needs, employees need to establish a risk profile to better understanding their long-term investment goals and needs. To some, a risk profile is equivalent to acceptance of risk. However, the level of risk acceptance is only one factor that determines a person's risk profile. A person's risk profile is also determined by:

- Term of the investment (how long until retirement or how long before a person

changes jobs and whether s/he will transfer the accrued benefit out of the scheme when changing jobs);

- Previous investment experience;
- A person's objectives; and
- The relative importance of a retirement scheme investment in terms of a person's total wealth.

After considering the above factors, employees can determine their risk profile based on their attitude towards investing, investment timeframe and financial goals.

MEMBER INVESTMENT PROFILE EVALUATION FORM

To help employees determine their own risk profile, CMG Asia has developed a

"Member Investment Profile Evaluation Form" based on a proven questionnaire used for several years in Australia. The form establishes the risk profile of a person through eight multiple-choice questions. Based on their score, employees are classified into one of five risk profiles: conservative, cautious, judicious, prudent and assertive. Employees then receive investment advice based on their unique risk profile. This puts them in a better position to make their investment decisions. **B**

Employee seminars are available for members of the Chamber's MPF product, Chamber CMG Choice. For further details, call the Chamber's MPF hotline 3183-1800.

認清個人風險取向

僱員可選擇把強制性公積金(強積金)供款投資在強積金服務提供者所設的任何成分基金,因此,他們必須清楚了解這些基金的運作。

在香港,不少僱員對風險和投資回報兩者的相互關係認識有限,因此,在選擇長期投資組合時,大都欠缺經驗。

投資基金種類繁多,加上各有不同的投資策略和特點,令僱員在選擇切合個人長期需要的基金時,更為困難。

為了讓僱員了解個人的投資選擇,康聯亞洲除舉辦投資講座外,最近更編製了評估表格,以協助僱員釐訂個人的風險取向,從而了解自己的投資需要。

「風險取向」與「風險承受程度」

僱員如需作出切合個人需要的投資選擇,必須先確立本身的風險取向,以便加深了解自己的長期投資目標和需要。對若干僱員而言,風險取向等

同於風險承受程度。然而,風險承受程度只是釐訂個人風險取向的因素之一,其他因素還包括:

- 投資年期(距離退休仍有多少時間;下一次轉職將在何時;會否在轉職時轉移累算權益)
- 過往的投資經驗
- 個人的長遠目標
- 對整體財富而言,這個退休保障計劃的相對重要性

僱員考慮上述各項因素後,便可根據個人的投資態度、投資期限和理財目標,確定個人的風險取向。

成員投資取向評估報表

為協助僱員確定個人的風險取向,康聯亞洲根據澳洲一份問卷製訂了「成員投資取向評估報表」。該份問卷在澳洲已應用多年,成績理想。評估報表透過八條多項選擇題釐訂個人風險取向,僱員根據問卷得分,分為保守型、謹慎型、細心型、務實型和進取型五種類型,並因應各自特色,得到投資建議,從而作出更英明的投資決定。 **B**

「總商會康聯精明之選」強積金計劃的成員可參加僱員講座,查詢詳情,請致電總商會強積金熱線:3183-1800。





Chamber Individual Associate Application Form

商會會友申請表格 (Please type 請以正楷填寫)

(Please attach name card 請附上名片)

For Office Use B

Membership No.: _____

Date Elected: _____

Name (Mr/Ms) Surname first	姓名	Photo 相片
Company / Organization 機構		
Position 職位		
Business Address 業務地址		
Tel 電話	Fax 傳真	
Mobile 手機	Homepage 網頁	
Email 電郵		
Chamber information to be sent by 請選擇收取本會訊息的方法		<input type="checkbox"/> email 電郵 <input type="checkbox"/> fax 傳真

Profession 專業:

- Accounting / Corporate Finance
財務 / 會計
- Administration / Management
行政 / 管理
- Banking / Financial Services
銀行 / 金融
- Creative Services / Entertainment
創作 / 娛樂
- Customer Services 客戶服務
- Education 教育
- Engineering 工程
- Health / Fitness 醫療 / 保健
- Human Resources 人力資源
- Information Technology 資訊科技
- Insurance 保險
- Legal 法律
- Marketing / Communications
市場推廣 / 企業傳訊
- Operations 營運
- Real Estate Agents / Property Management
地產代理 / 物業管理
- Sales 銷售
- Others 其他

Job Position 職位:

- Senior Management 高層管理人員
- Middle Management 中層管理人員
- General Staff 一般職員
- Others 其他

Age Band 年齡:

- Below 30 以下
- 30-45
- Over 45 以上

Event Language 語言:

- English 英文
- Cantonese 廣東話
- Putonghua 普通話

Proposer's Signature
推薦人簽署

Name of Proposer 推薦人姓名: _____

Membership No. 會員編號: _____

I agree to abide by the rules and regulations of the Chamber, and that the information supplied may be included in official Chamber publications and other Chamber communications.

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Applicant's Signature 申請人簽署: _____

Date 日期: _____

Credit card payment advice 信用卡付款

- Visa Mastercard AE Card No 信用卡號碼: _____
- Cardholder's Name 持咭人姓名: _____ Card Expiry Date 到期日: _____
- Joining Fee 入會費 ~~HK\$2,000~~ (Special Offer: HK\$1,500)
(Waived for executives of member companies, please advise membership no. _____)
(本會公司會員免入會費，請註明會員號碼: _____)
- Annual Subscription Fee 年費 ~~HK\$1,000~~ (Special Offer: HK\$500)
- Total 合共 HK\$: _____ Date 日期: _____ Signature 簽署: _____
- (Authorized code: _____ Date _____)

The Hong Kong General Chamber of Commerce 香港總商會

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Financial Services

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Professional Services

Mr Ian ROBINSON

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Mr Nicholas BROOKE

Tourism

Mr James LU

CHINA

A six-member delegation from Harbin, led by Yang Jie, deputy director of Harbin Foreign Investment Administration Bureau, visited the Chamber on July 20. Chamber Director Dr Eden Woon welcomed the delegation, which was seeking ways to expand cooperation with the HKGCC, and informed them that the Chamber is planning to visit Harbin, Shenyang and Pyongyang in spring 2001.

Chamber Director Dr Eden Woon attended the preparation meeting for the "2000 Conference on Beijing and Hong Kong Economic Cooperation," on July 25, which was chaired by Li Zhao, director of Beijing Municipal Foreign Economic Relations & Trade Commission. The conference, to be held Nov. 1-2, is co-organised by the Beijing Municipal government, Hong Kong General Chamber of Commerce, Hong Kong Chinese General Chamber of Commerce, Chinese Manufacturers' Association, Hong Kong Industrial Technology Centre Corporation and Federation of Hong Kong Industries.

AMERICAS

Dr Craig Canning, Professor of History at the College of William and Mary, led a group of 14 professors and teachers of the 2000 Fulbright-Hays Summer Seminar to meet with Chamber Director Dr Eden Woon on July 28. The academics were keen to learn more about Hong Kong's ranking as the world freest economy, as well as major changes after Hong Kong's handover to China, the strategic measures for promoting tourism here, and the costs of doing business in Hong Kong after the Asian economic turmoil.

Chamber Chairman C C Tung hosted a breakfast meeting on Aug. 10 for a 14-delegate U.S.-Asia Congressional Staffer mission led by Charles O'Regan (left), senior advisor of the



Minister of Information Technology of India Pramod Mahajan (right), invited Chamber Director Dr Eden Woon and 10 Chamber members to lunch on July 21 to discuss business opportunities in information technology in India.

Mr Mahajan said India has established itself as a leading software developer, with software exports valued at US\$4 billion to date. That figure is expected to reach US\$50 billion by 2008. The Ministry of Information Technology is taking a pro-active role in developing the necessary infrastructure to support this fast-growing industry. The Indian Government has also set up a number of software technology parks, liberalised provision of Internet services for ISPs, reduced telecom rates and passed the Information Technology Act, which was essential for the development of e-commerce. With rapid liberalisation and privatisation, there are vast opportunities in India in various sectors, ranging from telecom to Internet services to insurance, he said.

The Chamber is organising an IT study mission to Mumbai and Bangalore in India from Oct. 29-Nov. 3. Interested members can contact Priscilla Yu at 28231232 for details.

U.S.-Asia Foundation. Members of the mission exchanged views on U.S. and China/Hong Kong business relations. Among other issues, delegates were particularly concerned about the overall situation in Hong Kong after its handover, the protection of intellectual property rights here and in China, and the impact on Hong Kong business upon China's entry into the WTO.

EUROPE

The Europe Committee chairmen and secretariat met on July 25 to discuss the committee's future direction and agenda for the coming year. Planned activities for the committee include cocktail receptions, roundtable luncheon presentations, a boat trip, and a proposed mission to Central Europe scheduled for mid-2001. **IS**

Cham

香港總商會

委員會
主席

理事會
諮議會
董建成

美洲委員會

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金融服務委員會

阮清旗

資訊服務委員會

區煒洪

專業服務委員會

羅實信

地產服務委員會

蒲祿祺

旅遊委員會

呂尚懷

印度資訊科技部長馬哈詹(右)於7月21日邀請本會總裁翁以登博士及十名會員出席午餐聚會,商討印度在資訊科技方面的商機。

馬哈詹表示,印度已成為優秀的電腦軟件發展商,至今出口的軟件總值達40億美元。預算在2008年,數字將上升至500億美元。資訊科技部正積極發展所需的基礎設施,支援這項發展迅速的工業。印度政府亦設立了數個軟件科技園,放寬互聯網服務供應商的條例,降低電訊服務收費,通過對電子商貿發展影響重大的《資訊科技法》。他說,在自由化及私營化的迅速發展下,當地的電訊、互聯網服務,以至保險業等多個行業均提供豐富的發展機會。

本會正籌組資訊科技考察團,日期為10月29日至11月3日,考察地點包括孟買及班加羅爾。有意參加會員,請與俞敏聯絡(電話:2823-1232),查詢詳情。

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er in Action

總商會活動

中國

哈爾濱市外資管理局副局長楊杰率領六人代表團於7月20日訪問本會,獲總裁翁以登博士接待。代表團此行旨在與本會加強合作。會晤中,本會表示正計劃於2001年春訪問哈爾濱、瀋陽及平壤。

本會總裁翁以登博士於7月25日出席由北京市對外經濟貿易委員會主任李昭主持的「2000京港經濟研討洽談會」籌務會議。2000京港經濟研討洽談會訂於11月1至2日舉行,由多家機構聯合主辦,包括香港總商會、香港中華總商會、香港中華廠商聯合會、香港工業科技中心公司和香港工業總會。

美洲

威廉瑪利學院歷史系教授坎寧博士率領十四位「2000年富布賴特-凱斯夏令研討會」的教授和教師於7月28日訪問本會,與總裁

翁以登博士會面。他們此行希望深入探討香港的自由經濟地位、香港回歸後的重要改變、推廣香港旅遊業的策略性措施、亞洲金融風暴後香港營商的成本問題。

本會主席董建成於8月10日主持早餐會,招待由美國-亞洲基金高級顧問奧里甘率領的美國-亞洲國會議員助理團十四人。代表團就中美及中港的商業關係交換意見。代表團尤其關注香港回歸後的整體狀況、香港及內地保護知識產權的情況、以及中國加入世貿對香港商界的影響。

歐洲

歐洲委員會主席及秘書於7月25日討論該會來年的方向和工作綱領,已計劃籌辦的活動包括雞尾酒會、小型午餐會及海上暢遊,該會亦擬於2001年中組團到中歐訪問。 13

Business news in brief

商業新聞簡報

PRC's IT INDUSTRY TO GROW 20%

China's information technology industry is expected to grow by at least 20 per cent in the next five years, according to Vice Minister of Information Industry Lu Xinkui. He also said that the output of the IT industry will double in the next five years to account for 5 per cent of the nation's GDP.

RETAIL SALES UP 3%

The value of retail sales in June 2000 rose 3 per cent over June 1999, to reach an estimated value of HK\$15.3 billion. After discounting price changes, the volume of total retail sales increased by 7 per cent, while retail sales rose by 12 per cent for the first half of 2000, over 1999's figures, according to the Census and Statistics Department. Clothing, and furniture and fixtures outlets recorded the strongest growth of 20 per cent, followed by sales of footwear at 13 per cent.

BUSINESS PROSPECTS FOR SECOND HALF OF 2000

Most manufacturers expect their volume of orders to increase in the second half of 2000, according to the Half-yearly Business Prospects Survey released on Aug. 8 by the Census and Statistics Department. Manufacturers in the printing, electronic and electrical products, and electrical machinery industries are more upbeat about their business performance in the second half of 2000. Manufacturers in the apparel and textiles industries, however, generally anticipate little change or some decreases in the volume of orders.

FIRMS URGED TO JOIN MPF SOON

Employers, employees and the self-employed are urged to join an MPF scheme as early as practicable to avoid any problems, MPFA Chairman Charles Lee Yeh-kwong said at the opening ceremony of the "MPFA Super Expo 2000" on Aug. 18.



中國資訊業將增長兩成

中國信息產業部副部長呂新奎預測，在未來五年內，中國資訊業將增長最少20%以上。他亦表示，資訊業的產值在未來五年內將倍增，佔國內生產總值的5%。

零售業銷貨額上升3%

2000年6月的零售業總銷貨價值估計為港幣153億元，較1999年同月上升3%。根據政府統計處發表的數字，扣除期間價格變動後，零售業總銷貨數量上升7%，而2000年上半年的零售業總銷貨價值則較1999年同期上升12%。服裝、傢具及固定裝置的銷售全部錄得強勁升幅，以銷售數量計上升20%。其次升幅較大為鞋類，上升13%。

2000年下半年度業務展望

根據政府統計處於8月8日發表的新一期業務展望半年統計調查結果，製造商一般預期2000年下半年的訂單數量將輕微上升。從事印刷業和電子及電器製品和電動機械業的廠商，對2000年下半年的業務表現較為樂觀。另一方面，大部分從事服裝製品業和紡織製品業的廠商則預期訂單數量無顯著變動或輕微下跌。

僱主應盡早參加強積金計劃

強制性公積金計劃管理局（積金局）主席李業廣於8月18日在「積金成果大匯串」展覽會開幕禮上呼籲僱主、僱員及自僱人士盡早參加強積金計劃，以避免任何問題。

主禮嘉賓署理財政司司長葉澍樹亦促請所有僱主盡早參加強積金計劃。葉澍樹表示：「僱主需要充足時間熟習強積金的行政運作，而僱員亦需要充分時間揀選強積金計劃內的投資基金。」

為歐盟標準生效前輕型柴油車輛提供資助

由九月份起，政府將為每部車輛提供款額達港幣1,300元的一次過資助，為歐盟標準生效前製造而重量在四公噸以下的輕型柴油車輛安裝微粒過濾器，以減少廢氣中的微粒。環境保護署首席環境保護主任莫偉全表示，車主要符合領取資助的資格，須於安裝這些器材時選擇環康科技有限公司或大昌貿易行汽車服務中心有限公司代為辦理。過濾器價格由港幣1,300元至7,500元不等，視乎輕型柴油車輛的體積而定。

The Acting Financial Secretary, Mr Stephen Ip, also appealed to all employers to enrol their employees in MPF schemes as soon as possible. "Employers need sufficient lead time to familiarise themselves with the MPF operation. Employees also need sufficient time to choose among the investment funds under the selected schemes," Mr Ip said.

GRANT FOR PRE-EURO DIESEL LIGHT VEHICLES

Starting this September, the government will provide a one-off grant of HK\$1,300 per vehicle to retrofit pre-Euro diesel vehicles of a gross weight up to 4 tonnes with devices to reduce particulate emissions. Principal Environmental Protection Officer Mok Wai-chuen said to be eligible for the grant, vehicle owners can choose either one of the two companies, Eco-Tek, and Dah Chong Hong, to install the devices. The devices cost from HK\$1,300 to HK\$7,500, depending on the size of diesel light vehicles. B

Welcome new members

Afai Holdings Ltd

英輝控股有限公司

Mr Antony Szeto 司徒永華先生

Group Financial Director

Manufacturing, Trading, Services

Asia Building Management Services (HK) Ltd

亞洲屋宇管理服務(香港)有限公司

Mr Alan Chun-pok Shi 施拯博先生

Director

Services

Asia Tech Holdings Ltd

亞細亞科技有限公司

Mr John Chiu 趙志洋先生

Managing Director

Services

Banca di Roma SpA

Hong Kong Branch

羅馬銀行 — 香港分行

Mr Giovanni Orgera

Chief Manager

Services

Buehler O/B Emerson Electric (Asia) Ltd

Mr Rene Hoeg

Regional Manager Asia Pacific

Trading, Services

Charles Dance Ltd

好時登有限公司

Mr Wilbur Yat-ian Wong 黃日藍先生

Manufacturing, Trading, Services

China International Electronic Commerce (HK) Ltd

中國國際電子商務(香港)有限公司

Ms Celene P Loo 呂璧慧小姐

Director

Trading

Chinatrust Commercial Bank Ltd HK Branch

中國信託商業銀行香港分行

Mr Fred Chen 陳榮坊先生

AEVP & General Manager

Services

Civet Investment Co (HK) Ltd

西域投資(香港)有限公司

Mr Charlie Leung-seng Lam

林良成先生

Company Chairman

Trading

Communicate Ltd

Ms Vivian Yip

Client Services Manager

Services

Dezan Shira & Associates Ltd

協力商業顧問有限公司

Mr Christopher Devonshire-Ellis

Chairman

Services

E1 Media Technology Ltd

Dr Lily Chiang 蔣麗莉博士

Director

Services

EnvironmentalCare Ltd

愛環保有限公司

Mr Leung Chan-ming 梁燦明先生

Executive Director

Services

Eplaza Ltd 網樂廣場有限公司

Mr Morris Y C Tso 曹耀泉先生

Chief Executive Officer

Services

eSchool Ltd

Mr Tony Chor-fu Pang 彭楚夫先生

General Manager

Services

Fairton International Development Ltd

華敦國際發展有限公司

Mr Eric C Y Ng 伍仲賢先生

Trading

Futurestep

Mr Robin Sears 駱恩維先生

Services

Homwin International Investment Ltd

豪榮國際投資有限公司

Mr Wang Xuanqian 王選錢先生

Board Chairman 董事局主席

Services

Hong Kong Realty Consultants

香港地產顧問行

Ms Florence Shim-kuen Ng

吳嬋娟小姐

Manager

Services

Hong Kong Shipowners Association Ltd, The

香港船東會有限公司

Mr Andrew Chen

Services

Hong Kong Wan Long Fu Registrations Ltd

香港萬隆福注冊有限公司

Mr Wang Junwei 王君偉先生

Director 董事長

Services

Hong Shing Industrial Ltd

康盛實業有限公司

Mr Fred Ka-fai Li 李嘉輝先生

General Manager

Trading

Imperial Consolidated (Hong Kong) Ltd

帝盈(香港)有限公司

Mr Brian Langdon-Pratt

Head of Hong Kong

Investment Company, Trading

Incubasia Ltd

Mr Jonathan Cheng 鄭兆俊先生

Managing Director

Services

Innovator System Ltd

研達系統有限公司

Mr Yeung Yuen-on 楊源安先生

Operation Manager

Distribution, Services

International Registries (Far East) Ltd

Mr William Gallagher

President

Services

Japan Home Centre (HK) Ltd

日本城(香港)有限公司

Mr Peter Pak-fai Lau 劉栢輝先生

Director

Services

Kook's Jewellers Ltd

Mr Kook Tai-wai 曲大偉先生

Director

Trading

Merry Gain International Ltd

迪金國際有限公司

Mr Mak Hau-shing 麥侯成先生

Services

Midland Realty (Strategic) Ltd

美聯物業(策略)有限公司

Mr Wong Kin-yip 黃建業先生

Services

Moulin Ltd 顯精有限公司

Ms Tsai My-ai 蔡美愛小姐

Director

Manufacturing

NNA Hong Kong Co Ltd

亞洲信息網絡有限公司

Mr Ikufumi Sai 佐井郁文先生

Managing Director

Services

加入商會

盡享權益

Notebook Collection (HK)

永德(香港)電腦公司
Mr Lui Leung-wing 呂良永先生
Manager
Services

Novel Creation Ltd 雋新有限公司

Mr Stephen K C Choi 蔡根松先生
Managing Director
Trading

Peershine Jewellery HK Ltd

三輝澳寶有限公司
Mr Feric Kam-ming Yu 余錦明先生
Manager
Distribution, Manufacturing, Trading

PolyU Technology & Consultancy Co Ltd

理大科技及顧問有限公司
Mr Alexander Hing-chung Tzang
曾慶忠先生
Deputy Chairman
Services

Powerlan (HK) Ltd

Mr Frank Hung
Chief Operating Officer, Asia
Services

Resources Connection (HK) Ltd

Mr Tom Masterson
Managing Director
Services

Rich Target International Ltd

富通國際有限公司
Ms Kathy Lee 利嘉寶小姐
Co-Ordinator
Trading

Richard Ivey School of Business / Asia The University of Western Ontario

Dr Larry Wynant 韋立德博士
Professor of Finance and Associate Dean,
Asia 執行總監
Services

River Electric Co Ltd

山河電器有限公司
Ms Wong Shu-fen 王樹芬小姐
Director
Manufacturing, Trading

Roctec Technology Ltd

鷹達科技有限公司
Mr John Che-tat Lee 李志達先生
Managing Director
Trading

Rolls Group Ltd 羅絲集團有限公司

Mr Tony Wing-cheung Ma 馬永祥先生
Merchandising Manager
Manufacturing

Safilo Far East Ltd

沙非路遠東有限公司
Mr Mario Pietri biasi
Distribution, Services

SEV (Hong Kong) Ltd

瑞士電機技術顧問(香港)有限公司
Mr Peter Thuler
Managing Director
Services

Speedmail Ltd 捷懋(香港)有限公司

Ms Amanda Cheung 張秀英小姐
General Manager
Services

Successful Consultants Ltd

成業顧問有限公司
Mr Charles Lo 盧景昭先生
Director
Services

Tai Kuen Ornament Co Ltd

大觀飾品有限公司
Mr Wong Ting-kwong 黃廷光先生
Director
Manufacturing, Trading

Tait (HK) Ltd

德記洋行(香港)有限公司
Mr George Chen 陳啓祥先生
Distribution, Trading, Services

Through Transport Mutual Insurance Association

(Eurasia) Ltd
聯運保賠協會
Mr Colin Lewin 劉康年先生
Services

Topper Co 英明企業

Mr Chan Kit-ming 陳傑明先生
Manager
Distribution, Trading Services

Trade Easy International

採購通國際
Mr Danny Yip 葉國祥先生
Services

United Asian Holdings Ltd

亞聯國際集團有限公司
Mr Mehmet Narin
Chairman
Manufacturing, Trading

VISTA Healthcare Hong Kong Ltd

威思達保健香港有限公司
Ms Quay Kengwah 郭琼花小姐
CEO 行政總裁
Services

Voltas International Ltd

Mr P N Dhume
Services

Way-Prosperity Cargo Services Co Ltd

匯豐貨運服務有限公司
Mr Chan Fu-chuen 陳富泉先生
Managing Director
Services

Weal Lam Parts & Tools Ltd

偉能金屬製造廠有限公司
Ms Cindy Chan 陳純小姐
Director
Manufacturing

Wells Fargo Asia-Pacific Ltd

Mr Rainer W Rommel-Sutter
Managing Director
Services

Wing Fung Jewellery Manufacturing Ltd

榮峰珠寶製造有限公司
Mr Lo Hin-wing 盧顯榮先生
Director
Manufacturing

Yip Tse & Tang Solicitors

葉謝鄧律師行
Mr Thomas Lin-chung Tse
謝連忠先生
Partner
Services

CONTACT US

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

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



▲ Chamber Chairman C C Tung chats to a sea of press at the Chamber's July 26 seminar entitled, "Benefiting from Intellectual Property."
本會主席董建成在7月26日「保護知識產權享成果」的研討會上回答多位記者問題。

Eye Spy

活動花絮



▲ Rocky Mountain Institute Co-founder Hunter Lovins (right) chats with ERM (HK) CEO Chandran Nair at the BCE luncheon with Amory Lovins.
在商界環保大聯盟的午餐會上，擔任主講嘉賓的洛文斯（右）（Rocky Mountain Institute 創辦人之一）與香港環境資源管理顧問行政總裁 Chandran Nair 暢談。



▲ Some of the Chamber's staff attend E1 Media's casual get-together on July 26.
本會一些職員於7月26日參加E1 Media的聚會。

Silk Road Spy 絲路之旅花絮



▲ Chamber Director Dr Eden Woon carves a roast goat while Chairman of Xinjiang Uygur Autonomous Region Abdul Ahat Abdurixit (right) looks on during the Chamber's mission to northwest China on July 30-Aug. 6.
在本會7月30至8月6日的西北考察之旅中，總裁翁以登博士切開一只烤羊，旁為新疆自治區主席阿不來提·阿不都熱西提（右）。



▲ Chamber Director Dr Eden Woon (right) and Dragon Airlines CEO Stanley Hui (red shirt) participate in a traditional dance.
總裁翁以登博士（右）與港龍航空有限公司行政總裁許漢忠（紅衣者）跳當地傳統舞蹈。



▲ Members of the Silk Road mission have breakfast at 6 a.m. in the desert while waiting for the sun to rise over Ming Sha Sand Dune.
早上六時，絲路考察團團員在鳴沙山上邊吃早點，邊待日出。

CHAMBER FORECAST

UPCOMING EVENTS

September

- 18** Cocktail Reception with Consul Generals of Asian & African Countries (English)
- 19** Training: "Going Public – The Growth Enterprise Market" (Cantonese)
培訓課程: 香港創業板上市簡介
- 19** 3288 Dinner Club September Meeting (Cantonese / English)
- 20** Seminar on "Managing Business in China: Helping the SMEs" (English)
- 21** SME Night
- 22** e-SME Seminar (Cantonese)
培訓課程: 什麼是 eERP? eERP 如何能夠幫助中小型企業發展業務
- 22** Luncheon on Hong Kong's Asian Games Bid (English)
- 25** Training: "E-Commerce – Management & Marketing" (Cantonese)
培訓課程: 電子商貿市場推廣
- 25** Green-Assist Roundtable Series II: "Save Energy, Save the Environment and Save Costs" (English)
- 26** Roundtable Luncheon: "Preparing for the Next Generation of eBusiness: eBusiness Amateur Night is Over – & Aren't You Glad!?" Speaker: Ed Nazarko, Scient (English)

- 26** Training: "Hidden Rules to Turnaround Troubled Business - Exercise Tactical, Flexible and Transformational Modes to Drive Your Company Out of Hardship" (Cantonese)
培訓課程: 扭轉問題業務的秘訣
- 27** 小型午餐會: 如何運用「ABC」概念以提高公司效益
- 28** The China WTO Summit (English)
- 29** BCE Luncheon with Lily Yam, Secretary for the Environment and Food (English)

October

- 3** Roundtable Luncheon with E. O. Olusanmoku, Nigeria Consul General (English)
- 9** Luncheon with NTT DoCoMo Chairman Kouji Ohboshi (English)
- 10** Green-Assist Roundtable Series III: "How to Make Money Through Recycling" (English)
- 12** Seminar: Poland – Gateway of Trade & Investment to Europe (English)
- 12** Cocktail Reception with Consul Generals of EU countries (English)
- 13** e-Banking – Virtual Threat or Golden Opportunity?
- 16** Luncheon with HKSAR Chief Executive the Honourable Tung Chee-hwa (English)

MARK YOUR DIARY

29 September

BCE Subscription Luncheon with Secretary for the Environment and Food Lily Yam

9 October

Subscription Luncheon with Kouji Ohboshi, Chairman of NTT DoCoMo

16 October

Subscription Luncheon with HKSAR Chief Executive Tung Chee-hwa

26 October

Venture Capital Conference

13 December

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

14 December

China Business Conference 2000
2000中國商業會議

CHINA CALENDAR

18-22 Sept

Training Seminar: Attracting Foreign Funds in "China's Western Development"

利用外資參與內地中西部開發研討班
— 香港總商會與中國國際貿易促進委員會合辦

26 Oct

The Venture Capital Partnership in the New Economy
創業投資新經濟

18-25 Oct

Study Mission to Chongqing & Sichuan
香港總商會四川、重慶訪問團

14 Dec

China Business Conference 2000
2000中國商業會議

Outbound Missions

18~25 Oct

Mission to Chongqing & Sichuan

29 Oct ~ 3 Nov

Mission to Mumbai & Bangalore, India

Committee Meetings

September

19 General Committee Meeting

21 Real Estate/Infrastructure Committee Meeting

22 SME Committee Meeting

26 Environment Committee Meeting

26 e-Committee Meeting

27 CSI Executive Committee Meeting

October

3 Asia/Africa Committee Meeting

5 Shipping/Transport Committee Meeting

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



Hong Kong Eco-Business Awards

2000

Green Office Award

Green Property Management Award

Best Environmental Reporting Award

Goals of Awards

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

Organisers:



Wastewi\$e Scheme

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

Organisers:



Sponsor:



Co-organisers:

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

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

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

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

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

Name: _____ Company: _____

Company address: _____

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



**Every MPF provider claims to be the right choice for you.
But for all your MPF needs, it has to be Chamber CMG Choice.**



The Chamber's MPF partner, CMG Asia, enjoys the support of 3 million employers and employees in Australia and New Zealand. With this partnership, Chamber CMG Choice is definitely the right choice.



Chamber MPF Hotline: 3183-1800 | Chamber Services Limited Address: 22/F United Centre, 95 Queensway, Hong Kong
E-mail: mpf@chamber.org.hk | Website: www.chamber.org.hk/mpf

康聯亞洲