

工商月刊

BULLETIN

August 2001
二〇〇一年八月

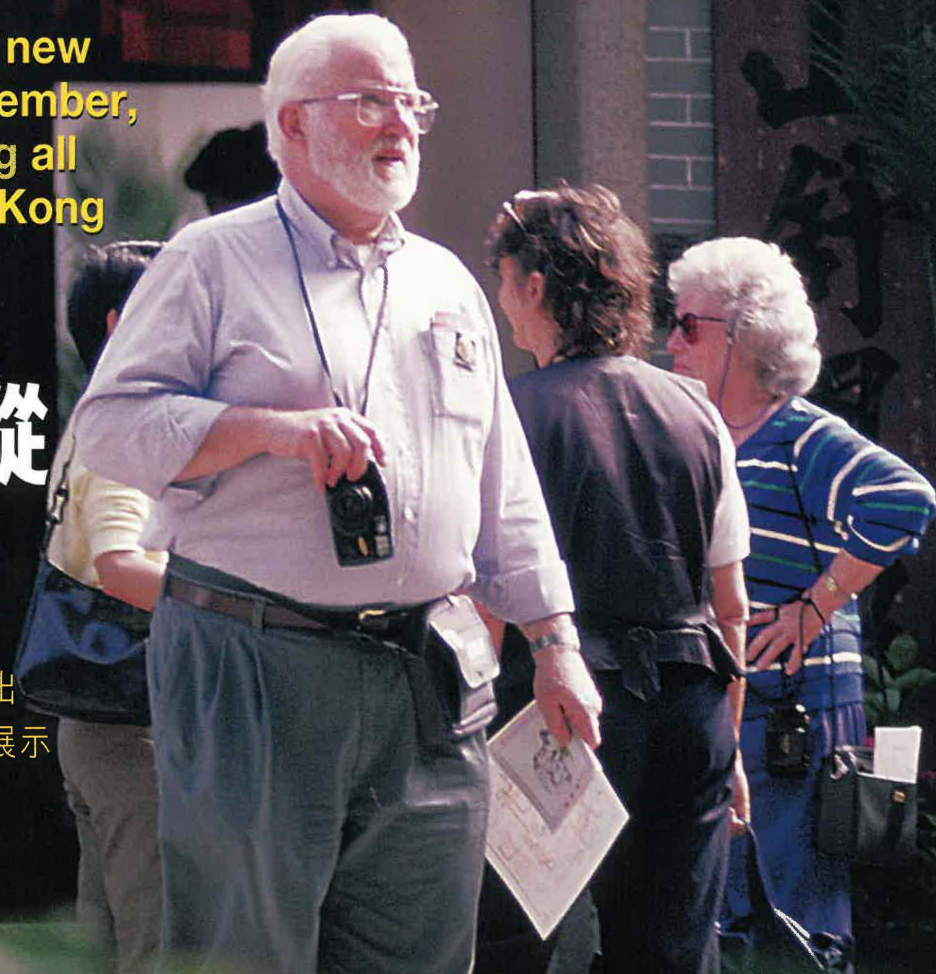
A HONG KONG GENERAL CHAMBER OF COMMERCE MAGAZINE 香港總商會月刊 www.chamber.org.hk

OFF THE BEATEN TRACK

HKTB will launch its new tourism plan in September, aimed at showcasing all 18 districts of Hong Kong to visitors

旅客遊蹤 遍香江

香港旅遊發展局將於九月推出
嶄新旅遊推廣計劃，向旅客展示
18區的特色



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Getting visitors off the tourist trails
旅客遊蹤遍香江

Page 20

HIGHLIGHTS 焦點報道

Luxury Shanghai hotels sure to delight business travellers
上海豪華酒店呈奉稱心商客服務

Page 14



Business the catalyst of Hong Kong's success
商界驅動香港踏上成功路

Page 34



Bulletin launches 'Business Lunches' guide
《工商月刊》新推「商務午餐精選」

Page 48



Contents AUGUST 2001

14 Special Feature 精選專輯

Luxury Shanghai hotels sure to delight business travellers
上海豪華酒店呈奉稱心商客服務

20 Cover Story 封面故事

Getting visitors off the tourist trails
旅客遊蹤遍香江

24 Hotel occupancy rate stable
酒店業力保不衰

28 Business 商務脈搏

iPerkin
洗柏堅專欄

30 WTO Watch
世貿面面觀

42 Member Profile
會員巡禮

34 Chamber Programmes 活動傳真

Mission to DPRK and Northeast China
往訪北朝鮮和中國東北

36 Business the catalyst of Hong Kong's success
商界驅動香港踏上成功路

39 HKCSI returns from fruitful study mission to Beijing
香港服務業聯盟訪京之行

2 Regular Features 其他內容

Letters to the Chamber 讀者來鴻

4 From the Chairman 主席序言

8 Legco Report 立法會工作報告

12 From the Director 總裁的話

44 Chamber in Action 本會動態

47 Wine and Food 美酒佳餚

50 Eye Spy 活動花絮

51 Chamber Forecast 活動預告

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**



New wine review column too short

As a frequent flier between Taiwan and Hong Kong, I read your magazine on board Cathay Pacific from time to time, and notice that you have a new section, "Wine Review with Simon Tam." Now, being something of a wine lover, I eagerly devoured the wine reviews. However, I have mixed feelings about the section. Firstly, who is Simon Tam? Maybe in Hong Kong he is well-known, but I think a line qualifying him on the page is necessary. Secondly, Mr Tam only reviewed five wines, which I think is far too few, as I would have liked to have read more.

Alex Lin
Director

Kyvas International Trading Co. Ltd

一些意見。第一，誰是Simon Tam？也許，他名滿香江，但我認為須在專頁加上他的簡介。其次，譚先生只評論了五款葡萄酒，期望他能陸續惠賜美酒訊息。

Kyvas International Trading
董事
Alex Lin

warning Number-8 was raised in Hong Kong. This caused the economy to come to a standstill, costing an estimated HK\$3.5 billion. I really wonder if the wind was strong enough to justify a complete shut down of commercial activities?

George YC Mok
Solicitor

George Y C Mok & Co

Typhoon warning system should be reviewed

I cannot agree more with calls from business that the hoisting of typhoon signal Number-8 should be reviewed. I was very surprised that the Number-8 signal was hoisted from 12:30 a.m. to 7:40 p.m. – over 19 hours – for Typhoon Yutu on July 25 when both the wind and the rain were relatively mild, compared to Typhoon Utor earlier this month.

According to the Observatory's forecast and tracking map, Typhoon Yutu was passing through Hong Kong and Macau on its way to the west of Guangdong. However, only the Number-3 signal was hoisted in Macau, but for reasons unknown to me, gale

颱風警告系統應予檢討

我認為本港懸掛八號風球的機制有檢討的必要。相對七月初颱風尤特襲港的情況，颱風玉兔只帶來弱風和微雨，但天文台於7月25日卻因此而懸掛八號風球達19小時(由凌晨12時30分至晚上7時40分)，令本人甚感意外。

根據天文台的天氣預報和熱帶氣旋路徑圖，颱風玉兔經香港和澳門吹向廣東西部。澳門只懸掛三號風球，而不知為何，香港卻懸掛八號烈風信號，令市內經濟停頓，估計損失約35億港元。我懷疑該颱風的威力，是否足以令商業活動全部暫停。

莫玄熾律師行
律師
莫玄熾

「酒評特區」讀者反應佳

我是往返台灣和香港兩地飛機的常客，經常在國泰航機上閱覽貴刊，發現貴刊已增闢由Simon Tam撰寫的「酒評特區」專欄。我喜愛品嚐美酒，故被這專欄深深吸引；不過，想在此發表

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關於本站

中國最新經貿政策法規

商貿個案分析

為加強香港與內地工商經貿界的聯繫，商聯會及香港工業總會與中國月在北京就建立香港與內地商會聯席會。香港-內地商會聯席會「集聯會」已設立本網站及熱線電話2117-1221，提供有關經貿、法律、註冊、簽證和收費等方面的服務。詳情請電本會秘書處。

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Two chances for members' views to be heard

Summer is that time of year when even busy Hong Kong people tend to relax a little and, if their work schedule allows, take a few days holiday. For the Hong Kong General Chamber of Commerce, however, there is a different set of priorities.

This is the time of the year when the Chamber gets down to the serious work of assessing existing policies of the Hong Kong SAR Government and collecting the views of its members on the policy priorities they believe the administration should be setting for the immediate future. It is when we begin the process of assembling ideas for inclusion in two of our most important annual policy submissions.

The first of these is the Chamber's annual letter to the Office of the Chief Executive outlining what you, our members, believe should be the theme and content of his Policy Address to the opening of the new Legislative Council session in October.

This is an important submission, framed as a private letter from the Chamber Chairman to the Chief Executive Tung Chee-hwa, and taking a broad view of what the administration's policy aims and objectives should be, viewed from the perspective of the local business community.

The second key document, now also in the early stages of preparation, is the Chamber's annual Budget submission for the forthcoming fiscal year, 2002-2003. This is a more public document, addressed to the Financial Secretary, but widely distributed to other policy makers, Legislative Council members and the media.

Usually a quite lengthy submission, it outlines the Chamber's key Budget and taxation recommendations to the Financial Secretary, after taking into account the likely economic and budgetary conditions in the year ahead.

The timing of the delivery of these two submissions to government is critical if they are to be taken into consideration in drafting both the Chief Executive's 2001 Policy Address and the Financial Secretary's Budget for the next (2002-2003) fiscal year.

The Chamber's letter of suggestions for the Policy Address is normally completed for delivery to his office in August. In normal circumstances, this should allow plenty of time for any ideas contained in it to be incorporated in the October speech, provided, of course, the government is receptive to them.

As far as the Policy Address letter is concerned, internal consultations within the Chamber have already begun and members of various committees have met with representatives of the Government's Central Policy Unit (CPU) to discuss key issues. The CPU has overall responsibility for the contents of the Policy Address.

For the Budget, there is an even earlier deadline for the delivery of any submission that hopes to influence its contents when it is delivered in March next year. The new Financial Secretary Antony Leung has already started consulting Legislators on issues related to the 2002-2003 Budget and talks with all interested parties on the forthcoming Budget will begin in earnest in the next few weeks.

The reason I have taken this space to explain the timing and processes involved in preparing these two important Chamber submissions to government is to urge all Chamber members who have issues they believe should be raised with the administration to forward them to the Chamber as soon as possible.

The Chamber division with responsibility for drafting both documents is the Economic and Legal Affairs Division under our Chief Economist. Any member with a contribution to make can send it to him by post at the Chamber's office, by telephone on 2823-1242, or facsimile on 2527-9843. Alternatively, they can send contributions by e-mail to perkin@chamber.org.hk

Contributions to the Policy Address can be made on almost any subject of concern to business, as the Chief Executive's annual speech

to the Legislative Council every October is usually a wide-ranging document.

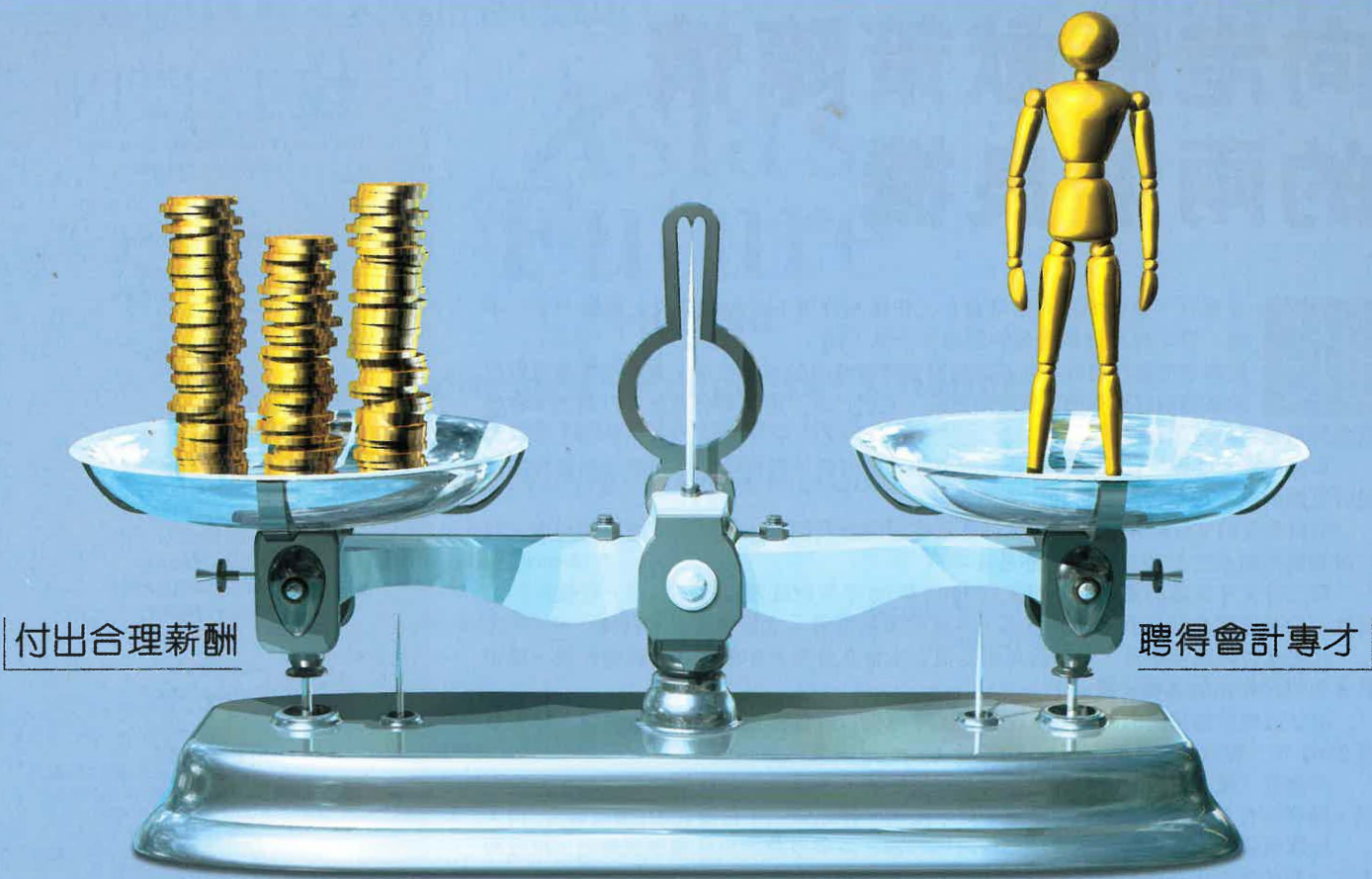
It reports on the government's achievements in the past year and outlines its aims and objectives for the year ahead. In some ways, it sets the scene, the overall policy settings, for the Budget in March of the year ahead.

As far as the annual Budget submission is concerned, it is generally recognised as one of the most important, if not the most important, annual Chamber inputs to the SAR Government. It should, therefore, have the broadest possible input.

If, as a Chamber member, you have any suggestions on what should be included in the 2002-2003 submission, I urge you to communicate them to the Chamber. In the meantime, I hope you have had a fine summer and return to work refreshed and ready to ensure the SAR's further progress and development.



Christopher Cheng 鄭維志



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- 由香港會計師公會支持及協助下於1988年8月成立。
- 宗旨為促進初級及中層會計人材之培訓，並頒授專業會計員資格。
- 香港專業會計員(HKAT)資格：具備廣泛的會計及商業知識，可根據各行業特性及需要，擔任不同類別的會計職位，如核數統籌、財經分析與策劃、財務管理及稅務諮詢等工作。
- 認可會計文員證書：具備初級簿記及會計軟件技術知識，能以電腦化會計系統處理公司賬目，執行日常各項會計工作。
- 本會資格考核嚴格，獲香港政府、各會計專業團體及教育機構所認可。
- 根據市場調查研究顯示*，擁有本會認可資格的专业會計人員因普遍質素優良，深受香港僱主及人事顧問公司歡迎與認同。

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*歡迎蒞臨或致電本會查詢進一步資料：香港專業會計員協會香港灣仔告士打道77-79號華比富通大廈17樓A室
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The Hong Kong Association of
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向港府獻策陳情的兩個良機



炎夏日，繁忙的港人慣常會在工作情況許可下，放假數天，輕鬆一下。不過，夏季對香港總商會的意義卻全然不同。

總商會需要在這時候埋首評估香港特區政府的現行政策，並且蒐集會員對行政機關訂訂來年治港政策的建議。我們已著手徵集會員意見，以納入本會最重要的兩份週年政策建議書。

本會每年一度提呈行政長官辦公室的函件，臚列會員對每年十月在新立法會會期開展時宣讀的《施政報告》主旨和內容的建議。

這份重要的文件以本會致函行政長官董建華的形式撰寫，從本港工商界的角度，就行政機關的施政方針和目標提出建議。

第二份文件正處籌備初期，對象乃2002至03年度財政預算案。這是一份較公開的文件，除呈遞財政司司長外，亦發送予其他政策制訂者、立法會議員和傳媒。

此建議書的篇幅頗長，向財政司司長提交本會在分析來年經濟和財政條件後，就預算案和稅務作出的主要建議。

送呈這兩份意見書的時間要拿捏準確，才可供行政長官和財政司司長參詳，以便草擬2001年《施政報告》和下半年度(2002至03年)財政預算案。

本會對《施政報告》的建議書將於八月底完成，呈送行政長官辦公室。在正常情況下，港府可有充足時間審議其中構想，如蒙接納，將之併入十月發表的《施政報告》內。

為籌劃編寫此意見書，本會已開始內部諮詢，各委員會成員亦與專責釐訂《施政報告》內容的政府中央政策組代表會晤，磋商主要事項。

至於每年三月發表的財政預算案，向政府提交建議理應及早進行，才可望發揮影響。新任財政司司長梁錦松已就2002至03年度預算案，向立法會議員進行諮詢，而與有關團體的會談，將於未來數週全面展開。

本人趁此機會詳細解釋本會擬備這兩份建議書的時間和程序，目的是促請有意向行政機關陳情的會員，儘快將意見送交本會。

本會經濟與法律事務部負責擬寫這兩份文件，該部主管為本會首席經濟師。會員可透過郵寄、電話：2823 1242、傳真：2527 9843或電郵：perkin@chamber.org.hk，向他傳達意見。

行政長官每年十月發表的《施政報告》範圍廣泛，會員可就任何工商界關注事宜提出建議。

《施政報告》旨在匯報政府每年的施政成績，以及勾劃未來一年的工作取向和目標，因此，在一定程度上，為來年三月的財政預算案訂定綱領。

本會一年一度的財政預算案建議書，為本會每年向政府提呈的最主要意見書之一，因此希望收集到最多會員的意見。

會員如對2002至03年度的財政預算案有任何建議，務請向本會反映。本人亦借此機會，祝願您們有一個美好的夏季假期，抖擻精神後重回工作崗位，繼續為促進香港特區的繁榮而努力。



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I am delighted that Beijing has been chosen to host the 2008 Olympic Games, after years of sweat and tears bidding for the games. This is an unprecedented opportunity for the Mainland, which, to a large extent, demonstrates China's growing economic status. Given that Beijing will host the world's largest sporting event, China's imminent entry into the World Trade Organisation and the western region development project, the Mainland economy looks set to skyrocket in the coming years.

Unquestionably, the Mainland market offers great potential, and because many companies want to profit from its development, competition in the country has intensified. I believe that, like me, the local sector is anxious to learn how Hong Kong companies can boost their competitiveness and seize possible business opportunities in China.

FINDING OPPORTUNITIES

Chief Secretary for Administration Donald Tsang said that he will lead various government departments' efforts to assess what opportunities are expected to arise for Hong Kong firms in the run up to the Olympic Games in Beijing. But I think this is inadequate.

Six months ago, I recommended that the government commission an independent international consultant firm to examine consumer markets in major Mainland cities in view of China's imminent WTO entry and its development of the west. The study would also explore business opportunities for local SMEs, based on business scope and nature, identify ways that Hong Kong businesses could stay ahead of foreign companies in the Mainland, and how we can play a pivotal middleman role.

Now that Beijing will host the 2008 Olympic Games, I urge the government to go ahead with the study, which is vital to SMEs, because they lack resources to identify ways in which to penetrate the China market. Though SMEs are the economic pillars of Hong Kong, they usually lack knowledge of the Mainland market and the resources to enhance productivity and competitive power.

MORE SUPPORT FOR SMES

Last month, the government's Small and Medium Enterprises Committee released its report on support measures for SMEs. After

an initial review, I found the government needs to conduct more in-depth studies in several areas.

In addition to suggesting a series of support measures, the report also recommends allocating HK\$1.3 billion to set up four funding schemes, namely: SME Business Installations and Equipment Loan Guarantee Scheme, SME Development Fund, SME Training Fund and SME Export Marketing Fund.

For the SME Business Installations and Equipment Loan Guarantee Scheme, the committee recommended allocating HK\$0.5 billion to help

SMEs secure bank loans so that they can refit or upgrade their businesses to enhance their competitiveness. Each SME will be able to obtain a guarantee equivalent to 50 per cent of the approved loan, with the maximum amount set at HK\$500,000. However, I think the maximum loan amount of HK\$1 million from banks is not enough to purchase advanced equipment. Besides, only about 6,600 SMEs are able to benefit from the scheme, which is just a small proportion of the 290,000 SMEs in Hong Kong. The government must therefore consider allocating more resources to raise the guarantee ceiling to increase the number of beneficiaries.

RAISE LOAN CEILING, LOWER INTEREST RATES

After consulting committee members in the banking field, I learned that interest rates for the loan will be P+3 or higher. If true, this is obviously too high and will put SMEs off applying for a loan.

In my opinion, since the government has promised to offer a loan guarantee and banks only need to bear limited risk, the interest rate should be lowered. The government must discuss this with the banks to maintain a reasonable interest rate of P+1.

I also doubt the effectiveness of the training fund. The committee recommended a maximum subsidy for each successful application of HK\$10,000 for employees and HK\$5,000 for an employer. Such a low sum means that possibly not all employees in the firm will be able to apply for training. Moreover, the employer may be unwilling to give employees time off for training.

The government must also ensure that the application procedure is user friendly. Otherwise, like similar initiatives in the past, the complicated and draconian rules will make SMEs shy away from applying for a loan. This in turn will fail to help alleviate problems facing SMEs and dampen the entire economy. R



James Tien 田北俊

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支援中小企 提高競爭力

經 過多年來的努力準備，北京終於在上月奪得 2008 年奧運主辦權，我對此感到非常高興。今次是中國第一次有城市主辦奧運，很大程度上顯示了國家的經濟地位日益受到世界各國重視。而更重要的是，在未來數年北京籌辦奧運、中國加入世貿及西部大開發等大事同時進行，內地經濟肯定會發展得更繁榮、更快速。

毫無疑問，內地是一個極富發展潛力的市場，很多海內外的企業也想從中獲利，故競爭必然會愈來愈激烈。相信各位同業與我一樣，都很關心究竟港商如何才能在競爭中取得優勢，把握商機。

委託顧問具體尋找商機

政務司司長曾蔭權已表示，會率領各部門評估北京奧運為香港帶來的發展機會。然而，我覺得這樣仍不足夠。其實早於半年前鑑於中國即將加入世貿及開發西部，我已建議港府盡快委託獨立的國際顧問公司，研究中國主要城市的消費市場，同時也要針對港商的行業種類和特色，為中小企尋找商機，探討如何在內銷市場中比外國企業爭取到更佳優勢，發揮最有利的中介角色。

現在加上七年後北京奧運的因素，我認為港府更應從速落實有關研究。這些具體的研究對中小企尤為重要，因為他們大多缺乏資源去深討如何開拓內地市場。事實上，作為香港經濟支柱的中小企，普遍除了缺乏對國內市場的認識外，也沒有充足資源去提升生產力和競爭力。

須更積極協助中小企

上月，中小型企業委員會發表了一份有關協助中小企的建議書，然而，我經初步研究後，覺得當中有些地方仍需政府進一步探討。

建議書內，委員會不僅提出了一系列方案，而且建議動用共 13 億元成立四項基金，即營運設備及器材信貸保證計劃、發展支援基金、培訓基金和市場推廣基金。

關於營運設備及器材信貸保證計劃，委員會建議動用五億元，為個別中小企提供相等於獲批貸款 50%（最高為 50 萬元）的信貸保證，以協助他們向銀行貸款購置器材，提升競爭力。不過，我認為貸款額最高只有 100 萬元，對一些同業來說，未必足夠添置一些較先進的設備，而且受惠的亦只約有 6,600 間中小企，相對於 290,000 萬間的總數，比例顯然太低。所以政府有必要考慮多撥資源，以提高保證上限及令受惠的企業增加。

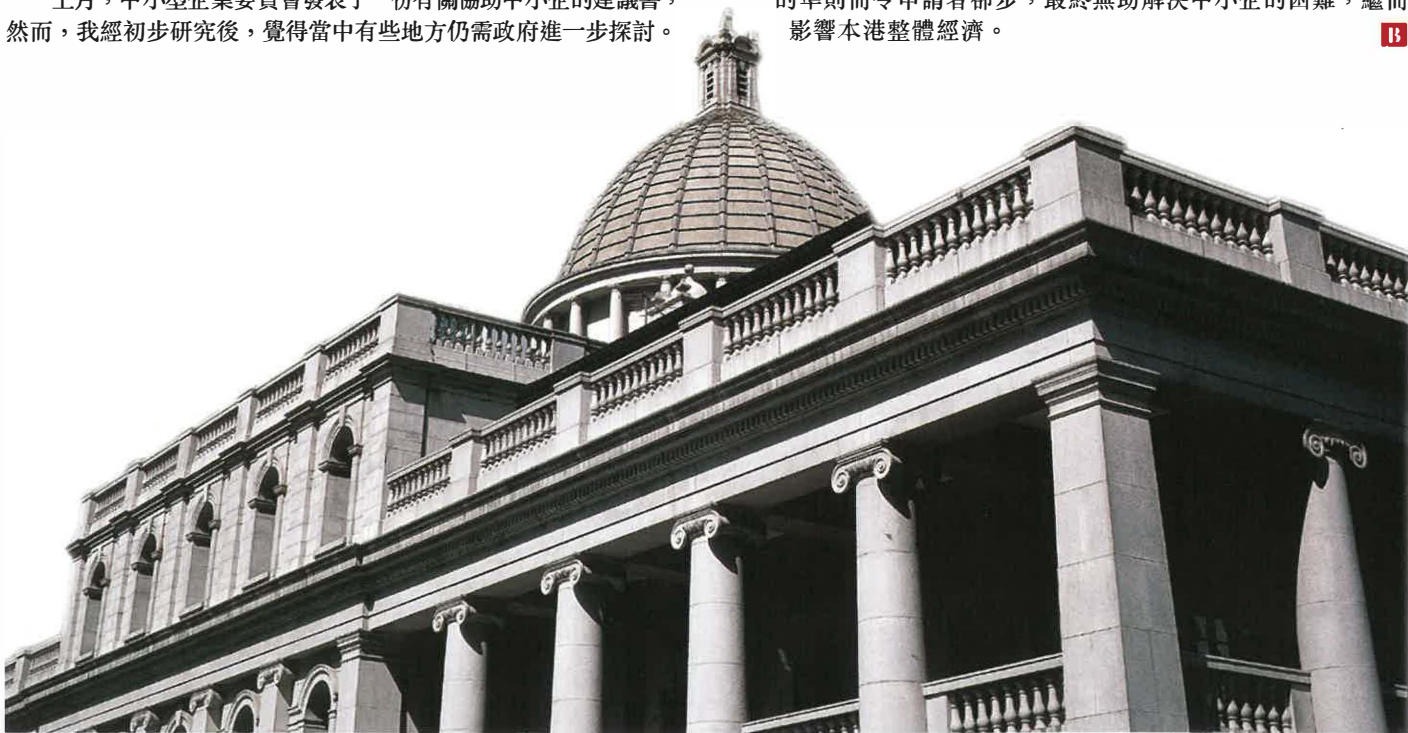
提高保證上限及維持低利率

另一方面，我曾詢問委員會內屬銀行界的成員，知道有關的貸款利率可能高達 P+3 或以上。若情況屬實，這個利率水平實屬偏高，我擔心會令中小企的申請意欲減低。我認為既然政府肯提供信貸保證，銀行承擔的風險有限，借貸利率應可調低。政府應與銀行商討，協助盡量將利率維持在 P+1 左右才合理。

至於培訓基金的成效，我也有懷疑。委員會建議每間受惠的中小企，資助員工進修的累積上限為 1 萬元，而資助僱主的則為 5,000 元。我憂慮資助上限太低，固然未必足夠有關中小企的所有員工申請，而僱主也未必願意員工利用工作時間進修。

除以上各點外，政府在執行有關措施時，也應注意各項審批標準不能過嚴，否則只會像過往一些類似計劃般，因繁複嚴苛的準則而令申請者卻步，最終無助解決中小企的困難，繼而影響本港整體經濟。

B



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

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Specific business assistance

Two months ago we sent out a membership-services survey to all our corporate members. The reason we did the survey was to check on what our members think of our service and to look at what can be improved. We are still analysing the results, which will be published in the September *Bulletin*, but based on the preliminary findings one suggestion stands out. That is that some members feel that the Hong Kong General Chamber of Commerce does not do a good job of providing specific business assistance to them. The comment has some merit, but it also is the result of us not communicating our services better to our members. Let me just briefly describe three services we now are introducing which are very much in the category of specific business assistance:

BUSINESS ASSISTANCE HOTLINE We have set up a Business Assistance Hotline (2823 1203/2823 1236) where you can call and get directed to a number of services we provide our members (see *opposite page*). You will see that the services we provide range from legislative assistance to China information. We urge you to call the hotline should your company have any questions. If we do not know the answer, we will find someone who can help you. Belonging to a Chamber expands your network of knowledge and opportunities exponentially. SMEs should especially welcome calling the hotline when they have a business problem.

JOINT BUSINESS LIAISON COMMITTEE We have set up a Joint



Dr Edén Woon 翁以登博士

Business Liaison Committee with the Chinese General Chamber of Commerce, the Chinese Manufacturers Association, and the Federation of Hong Kong Industries. You can call the committee (2117 1221) or check its Web site (www.hkchinabiz.org.hk) if you have any questions about China business, including any issues you would like resolved inside China. This is particularly useful again for SMEs who do business in China and need policy and regulation information, or assistance on where to turn when they encounter business disputes on the Mainland.

CHINA WTO CORNER We now have a China WTO Corner as part of our Chamber Web site (www.chamber.org.hk/wto). Through this site you can access the latest information on China's WTO entry, plus details on China's policies in different business sectors, including concessions on liberalisation. As China will probably be admitted into the WTO by the end of this year, every Hong Kong business needs to learn more about the new opportunities. Our China WTO Corner can help you in this regard – there is a wealth of China WTO information in this Web site.

The Chamber very much hopes that you will take advantage of these three services. They will help you deal with your business problems. We hope that members will see these services as our "specific business assistance" as desired by respondents to our membership services survey. Finally, our many workshops, seminars, training courses and trade missions – and our existing trade inquiry hotline (2121-2211) – complement these services to help our members. **B**

專門商務援助

兩個月前，本會向全體會員機構進行了一項會員服務調查，以蒐集會員對本會服務的評價和改善建議。調查所得結果目前仍在分析中，完成後將刊登於九月的《工商月刊》。不過，初步結果顯示的其中一項會員建議，值得我們關注。有些會員認為，總商會在為會員提供專門商務協助方面，服務不盡完善。這項建議自有其理據支持，但本人相信，會員提出這樣的建議，可歸因於我們未能周全地向會員傳達服務訊息。所以，我想借此機會，向會員介紹本會新推出的三項服務。這些服務在頗大程度上歸屬專門商務援助。

商務支援熱線 透過本會的商務支援熱線(2823 1203/2823 1236)，會員可直接享用多項會員服務(請參閱對頁)，由徵求立法會的協助，至提供中國工商資訊，覆蓋面廣。會員公司若有任何問題，可隨時致電熱線，尋求協助。本會如未能為會員提供答案，定必把問題轉介至適當人士。加入總商會龐大會員行列，能大幅擴展會員的知識領域和聯繫網絡。每當會員遇到營商疑難，我們均歡迎會員尤其是中小企會員，透過熱線通知我們，讓本會為您們找到最佳解決方案。

香港—內地商會聯席會 本會夥同香港中華總商會、香港中華

廠商聯合會和香港工業總會成立香港—內地商會聯席會。會員如有任何關於中國商業問題，或欲在內地解決商務事項，可致電聯席會(2117 1221)或透過其網站(www.hkchinabiz.org.hk)查詢。對於在內地營商的中小企，這項服務同樣十分實用，能為它們提供政策和法規資訊。此外，當它們在國內經商時遇上糾紛，亦可獲得適切的協助和指引。

「中國入世區」網頁 本會網站已增設「中國入世區」網頁(www.chamber.org.hk/wto)，務求為會員提供最新的中國入世資訊，以及有關內地各種工商政策訊息，涵括開放市場的優惠措施。由於萬眾期待的中國入世極可能於本年底實現，香港各工商界別均須瞭解隨之而來的新機會。我們的中國入世專頁，旨在為會員提供最新、最詳實的有關資訊，歡迎閱覽。

本會非常希望各位會員能充分利用上列三項服務，助您應付和解決商務難題。同時，我們亦希望會員能把這些服務當作會員服務調查受訪者所述的「專門商務援助」，善加運用。當然，本會不時舉辦的眾多工作坊、研討會、培訓課程、貿易考察團以至商貿諮詢熱線(2121 2211)，亦能為會員帶來實益。 **B**

Special Business Assistance to SMEs

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One-stop-shop members' hotline will take you to a number of Chamber business assistance services and free consultations.

Trade Inquiries

- Business introduction
- Business match-making services

China Assistance

- WTO Issues
- China Inquiries
- Joint HK-China Business Liaison Committee
- International business contacts

IT Support

- Free Web service
- Mainland IT support services
- Web mart
- Free e-commerce consultation session

Economic and Business Assistance

- Legislative Council input and assistance
- Macro- and Micro-economic information and statistics
- SAR Budget and policy issues
- Wage/salary analysis, other business operation issues

Member Benefits

- Membership services
- Members club
- Affinity programs
- Members discounts

Other Business Assistance

- Mailing service
- Translation service
- Meeting venue rental
- US visa collection
- Bulletin advertising
- Event organizing
- MPF services



Luxury Shanghai hotels sure to delight business travellers

With a steady stream of international and domestic investment flowing into Shanghai, top hotels in the bustling Mainland city have seen their average occupancy rates rise to a healthy 70 per cent in the past year.

The city's dozen five-star hotels, 15 four-star and dozens of other starred hotels last year were all offering special discounts on room rates – five-star hotels were offering four-star room rates and four-star hotels three-star hotel room rates, etc. But with China's imminent entry into the WTO and APEC's meeting in the city in October, hotels are expected to full up. As such, some hotels are considering raising room rates slightly, but nonetheless still offer good value for money.

THE PORTMAN RITZ-CARLTON

Located in the heart of the city on the famous Nanjing Road, The Portman Ritz-Carlton is the centrepiece of the Shanghai Centre complex – the city's prestigious business and residential address.

The hotel has 564 spacious rooms and suites, and non-smoking accommodation is available, in addition to guestrooms specifically designed to meet the special needs of disabled guests.

The Ritz-Carlton Club rooms and suites provide personalised concierge service and perks, including private 24-hour check-in and late check-out, special in-room amenities and complimentary pressing of one suit, among others.

Business travellers are well served by the 24-hour business centre, with a host of business services and facilities from facsimile transmissions, printing, messenger, secretarial and translation services to video-conferencing. The hotel also boasts a 510 square meter ballroom available for banquets and large conferences, while seven smaller meetings rooms seat up to 100 persons.

After work, guests can head for the



The Portman Ritz-Carlton's Greenberg Suite. 波特曼麗嘉酒店套房

Health Club, which is one of the largest in Shanghai covering three floors. Amenities available include indoor and outdoor swimming pools, tennis, squash and racquetball courts, and a fully equipped gymnasium with aerobics, t'ai chi classes and personal training, etc.

The hotel has six restaurants, serving Japanese, Californian and Mediterranean cuisine, as well as traditional Asian favourites, both as buffets and a la carte.

The Portman Ritz-Carlton is 25 minutes from Shanghai Hongqiao Airport, and 45 minutes from the Pudong International Airport.

The Portman Ritz-Carlton, Shanghai Centre, 1376 Nanjing Xi Lu, Shanghai, 200040. Tel. (86 21) 6279 8888; fax (86 21) 6279 8800, or email: reservation@portman.com.cn

SHANGHAI JC MANDARIN

Located along the busy West Nanjing Road – Shanghai's shopping and tourist district – stands the 30-storey, 5-star Shanghai JC Mandarin Hotel. The hotel offers a full range of facilities that are important consid-

erations for business and leisure travellers. These include 600 luxurious rooms, 24 hours room service, a business centre, and a bank within the premises. A shuttle bus service provides scheduled trips to and from Hong Qiao International Airport.

For business travellers, the hotel offers Mandarin Club floors which provide butler service, laundry and pressing service, as well as breakfast and evening cocktails served in the exclusive Mandarin Club Lounge.

JC Mandarin Hotel, 1225 Nanjing West Road, Shanghai 200040. Tel. 86-21-62791888; fax 86-21-62791822.

HOTEL EQUATORIAL SHANGHAI

Hotel Equatorial Shanghai is ideally located in the heart of Shanghai's business district, just minutes from the Shanghai Exhibition Centre, major tourist attractions and the city's historical district. The award-winning designed, 4-star international deluxe hotel complex comprises three sections. A nine-storey block boasts a shopping arcade on the first level which is complemented by 8,000 square metres of office space on levels

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THE PORTMAN RITZ-CARLTON
SHANGHAI

The Portman Ritz-Carlton, Shanghai

Shanghai Centre, 1376 Nanjing Xi Lu, Shanghai 200040, China Telephone: (86-21) 6279 8888 Facsimile: (86-21) 6279 8800

由於上海成為外資和國內投資的固定熱點，去年市內各豪華酒店的平均入住率高達70%。市內共有12家五星級酒店、15家四星級酒店，以及數十家星級酒店。去年，這些酒店均提供折扣優惠，五星級酒店以四星級酒店的房租優惠顧客，而四星級酒店的房租則等同於三星級酒店的房租。隨著中國快將加入世貿，亞太經合組織會議又將於十月在上海召開，預期酒店將賓客盈門。有些酒店正考慮把房租輕微上調，但酒店服務仍然物超所值。

波特曼麗嘉酒店

波特曼麗嘉酒店座落於上海的心臟地帶，位處著名的南京路，是上海商城建築群的中心建築。上海商城是上海首屈一指的商務和居住場所。

酒店擁有564間寬敞的客房和套房，客人可挑選入住無煙區客房，另有專為殘疾人士特別設計的客房。

麗嘉行政樓貴賓房和套房為賓客提供周到的禮賓服務、24小時入住登記和結帳服務、特殊房內便利服務、一次免費衣服熨燙服務等。

商務旅客可在24小時營業的商務中心享受到最佳服務。服務項目和設備包括傳真、列印、留言、秘書、翻譯、視像會議等。此外，酒店設有510平方米的宴會會議廳，適宜宴請和舉辦大型會議，另有七個可容納100人的會議廳。

賓客在工娛時間，可利用酒店的健身俱樂部。俱樂部佔地三層，是上海最大的健身



Shanghai JC Mandarin's Executive Suite. 上海錦滄文華大酒店行政貴賓房

上海豪華酒店 呈奉稱心商客服務

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酒店擁有六家餐廳和酒廊，提供日式、加洲、地中海和亞洲風味的傳統菜餚。賓客既可點菜又可享受豐盛的自助餐。

酒店距離上海虹橋機場只有25分鐘車程，距離浦東國際機場有45分鐘的路程。

地址：上海南京西路1376號上海商城
郵編200040

電話：(86 21) 6279 8888

傳真：(86 21) 6279 8800

電郵：reservation@portman.com.cn

上海錦滄文華大酒店

上海錦滄文華大酒店座落於市內購物及旅遊中心地帶，位處繁華的南京西路，樓高30層。這家五星級酒店為商務旅客和旅遊人士提供全面設施，包括600間客房、全日24小時房間服務、商務中心和銀行。酒店設有穿梭巴士服務，往返上海虹

橋機場。酒店的行政樓貴賓房專為商務旅客提供專人洗燙服務，餐廳提供精美早餐外，亦可舉辦雞尾酒會。

地址：上海南京西路1225號 郵編200040

電話：(86 21) 6279 1888

傳真：(86 21) 6279 1822

上海國際貴都大飯店

上海國際貴都大飯店座落於上海市商業中心，徒步可至上海展覽中心和各主要旅遊區。這座四星級酒店曾獲設計殊榮，酒店建築由三大部份組成，附樓九層，一樓為購物大道，二樓至八樓為商務辦公樓，佔地8,000平方米。飯店主樓29層，設有509套國際標準客房。每間客房均設有頂級豪華酒店的先進設備。飯店於1999年底更全面翻新商務旅客設備，於21樓至23樓開設行政樓層，行政樓層的賓客可享用22樓貴都軒行政酒廊的各項設施和服務。

為迎接10月在上海舉行的亞太經合組織會議，飯店已全面開展了「為您服務」系列活動。總經理何威廉表示：「飯店已作好了充分的準備，迎接亞太經合組織會議代



The Shanghai JC Mandarin.
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campaign. The hotel's General Manager William Hall said, "The Hotel Equatorial Shanghai is now very well positioned and ready to welcome APEC delegates. The city has transformed itself unlike anything I have seen before, it is so radical and impressive."

The hotel is easily accessible from both airports via the new elevated

two to eight. The main tower is the 29-storey hotel with 509 luxuriously furnished guest rooms and suites. Each room features a host of modern facilities which befit a superior first-class hotel. Facilities for the business traveller were improved with the opening of three dedicated Equator Club floors, 21 to 23 at the end of 1999. The new Equator Club lounge on the 22nd floor is available to guests on the three Executive Club floors.

In preparation for the forthcoming APEC conference in October, the hotel has already completed a special "At Your Service" staff

Yan'an elevated highway. The new Metro Line Number 2 Station for Jingan Temple Station is just across the road.

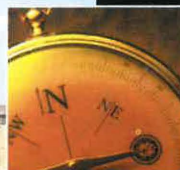
Hotel Equatorial Shanghai, 65 Yanan Road West, Shanghai 200040. Tel. (86 21) 6248 1688; fax (86 21) 6248 1773; Web site: www.equatorial.com

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Hotel Equatorial Shanghai (below) and one of the hotel's Deluxe Rooms (left).

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tive Club floors, and brand-new concept Westin Grand rooms – spacious semi-suites designed specifically for the business traveller.

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For corporate functions, a total of 1,452 square metres of function space provides extensive facilities capable of accommodating groups of up to 900 guests. The 6.1-metre ceiling, multi-purpose ballroom is equipped with state-of-the-art convention facilities while 13 additional function rooms – many with separate reception lounges and dining areas – facilitate smaller programmes.

The Westin Tai Ping Yang, 5 Zunyi Nan Road, Shanghai 200336. Tel (86 21) 6275 8888; fax (86 21) 6275 5420.

表團。市內這些年來，經歷了史無前例的蛻變，這些蛻變可說是非常快速和震撼。」

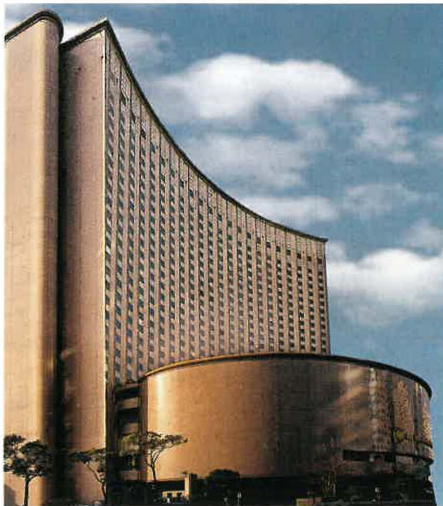
酒店可沿延安路高架公路，通往兩大機場，十分便捷，地鐵2號線靜安寺站亦近在咫尺。

地址：上海延安西路65號 郵編200040

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毗鄰國際會展及購物中心的威斯汀太平洋大飯店共擁有客房496間，包括總統套房、四層剛翻新的行政樓層，以及專為商務旅客而設的全新概念商務客房。

美食和文娛設備方面，大飯店的食品店提供肉類和麵包等各式美食。在吉爾喜酒吧，賓客可嚐到多款進口啤酒。在翡翠國中餐廳，賓客可享用來自亞洲不同區域的珍饈美味，又可在花野日餐廳品嚐地道日式佳餚。吉範尼斯是上海最好的意大利餐廳，窗外景色迷人，令人流連忘返。玫瑰羅盤自助餐廳則別具歐陸風格。

酒店擁有1,452平方米的會議場地，可同時容納多達900位賓客。多功能大宴會廳樓高6.1米，設備先進精良。13個裝飾典雅的多功能廳則適合各類宴請活動。其中一些商務會議室擁有獨立會議場所、接待處及餐廳，是小型會務的最佳選址。

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Getting visitors off the tourist trails

HKTB will launch its new tourism plan in September, aimed at showcasing all 18 districts of Hong Kong to visitors

On April 1, 2001, the Hong Kong Tourism Association changed its name to the Hong Kong Tourism Board and simultaneously unveiled its latest campaign, 'City of Life: Hong Kong Is It!'

The name change better reflects its mission of promoting the entire tourism industry, rather than being an association of members, while the new campaign aims to promote the whole of Hong Kong, instead of the same old tired tourism spots.

The campaign, which will start in September and run through February 2003, promotes all the 18 districts of Hong Kong and is designed to get visitors out of the Central and Tsim Sha Tsui tourist corridor.

"This is really an all encompassing type of campaign which incorporates different events and features to suit the different market segments' needs and wants," Hong Kong Tourism Board Executive Director Clara Chong said. "It is about revealing the hidden treasures of the 18 districts; adding depth to Hong Kong's heritage and culture and at the same time extending the breadth and depth of visitors' experiences."

Five major events will run concurrently with the programme highlighting shopping, dining, cultural and heritage – Hong Kong Lights, International Tourism Parade, Hong Kong Flower Extravaganza, Sale of the New Century, and City of Life Street Carnival.

Co-ordinating all this will be a logistical nightmare. Rather than having 18 groups of different municipal politicians running around Hong Kong promoting their districts, the HKTB will focus on a specific district and market it as a recommendation of the month.

"We need to do a very serious screening process because we are not trying to introduce everything to the tourists, which would

be very confusing but would not achieve anything," Ms Chong said.

The first district to be promoted has been christened "Yau Tsim Mong" – Ya Ma Tei, Tsim Sha Tsui, and Mong Kong. The HKTB said it is already working closely with the district offices to identify some key events happening in September. Though well-worn tourist areas, Ms Chong said the HKTB is trying to add something new to these areas, such as opening the clock tower in Tsim Sha Tsui so that visitors can go inside the tower.

HKTB's budget will only cover part of the cost of promoting the campaign. The Hong Kong Jockey Club Charity Trust has donated about HK\$24 million to kick-start the programme, but each of the events will also solicit sponsors.

TARGETING SPECIFIC MARKETS

The HKTB in the past has been successful in targeting its promotions to specific markets – seniors, young office ladies, etc. –





Cheung Chau Island, 長洲

旅客遊蹤遍香江

香港旅遊發展局將於九月推出嶄新旅遊推廣計劃，向旅客展示 18 區的特色

香

港旅遊協會於本年 4 月 1 日改名香港旅遊發展局，並同時開展「動感之都：就是香港！」的最新宣傳項目。

易名目的在突顯其推廣香港整體旅遊業的使命，而非僅為一協會組織。新推廣計劃致力宣傳整個香港都會，而非集中推介一些存在已久的旅遊景點。

新計劃將於九月推出，延續至 2003 年 2 月，銳意宣傳全港 18 區，將

遊客的足跡延展至中環和尖沙咀等以外的地方。

香港旅遊發展局總幹事臧明華表示：「這是一項真正包羅萬有的大型推廣計劃，融合琳瑯滿目的活動和特點，切合不同市場界別的需要和期望。計劃重點是揭露少為人知的 18 區特色，強調香港的傳統文化精粹，以及豐富遊客、強調香港的旅遊體驗，使他們更感滿載而歸。」

為使香港的旅遊活動更多姿多彩，旅

遊發展局更同時舉辦五項分別彰顯本港作為購物、美食和傳統文化中心的特備節目，包括「全城動感耀燈輝」、「國際匯演賀新禧」、「花城薈萃大展」、「新世紀勁買」和「動感熱舞嘉年華」。

統籌這些活動當然需要大量的人手和物力。旅遊發展局計劃以「每月推介」的形式，每月集中推介一個地區，而無須由 18 區各自宣傳其所屬區域。

臧明華說：「我們必須進行嚴格的篩

and this strategy will continue to be promoted with the City of Life: Hong Kong Is It! campaign, Ms Chong said.

Traditionally a high-yield market, the long-haul market accounts for about 23 per cent of all arrivals to the territory, yet eats up about half of HKTB's resources.

Mainland China, by comparison, offers immediate and huge potential as the Mainland's increasingly affluent citizens desire to travel. But in some respects, it is a market that is taken for granted and Hong Kong could lose out completely to neighbouring countries if it doesn't do more to ease entry into the territory.

"I think our share of the market for the Mainland is not growing. Because there are more and more markets opening for the Mainland, there are more options for people to choose from," she said. "If we don't welcome Mainland visitors then they have many options to choose from. The question is do we want those tourism receipts? If we do we'd better stop discriminating."

The passing of the Travel Agents (Amendment) Bill 2001, which protects inbound tourists, will help eliminate shoddy tours and improve the inbound market as a whole, especially the Mainland market which has had more than its fare share of substandard tours.

"I think it is a very good thing to happen. First it will elevate the standard of the whole industry, and it will promote the importance of service in the tourism industry," Ms Chong said. "Now there will be clear stan-



HKTB



To beef up tourist sights, more information on attractions will be provided to visitors, and others repackaged, such as possibly opening the clock tower (right).

為提高香港對到訪旅客的吸引力，香港旅遊發展局將為旅客提供更多景點介紹，有些景點會重新包裝，如考慮開放尖沙咀的鐘樓(右)。

dards established that all inbound operators will have to stick to."

SHORTER STAYS

The average length of stay for visitors to Hong Kong last year was 2.7 nights, compared to 2.9 nights in 1999 and 3.1 nights in 1998. From January to May this year, 35.1 per cent of all arrivals were same-day visitors. The Taiwanese, many of whom use Hong Kong as a jumping off point to do a bit of shopping on their way back from the

Mainland, were the biggest same-day arrivals. Some 75.2 per cent of the 1.003 million Taiwanese arrivals to Hong Kong were same-day visitors.

Ms Chong said shorter stays is a trend not unique to Hong Kong. With people having less and less leisure time, they are increasingly going for shorter, but more frequent breaks.

"If people have to travel 14 to 15 hours, they don't come to just one destination. The question is how can we get them to extend their stay before they move on?" she asks.

Ms Chong doesn't believe that the answer to that is continually coming up with new attractions. "I would say you can never have enough new attractions," she said.

Instead, Hong Kong must understand the needs and wants from customers to evaluate its strengths and weaknesses. **B**

The Mainland market offers huge potential, but Hong Kong could lose out to neighbouring countries if it is not careful, says HKTB Executive Director Clara Chong. 香港旅遊發展局總幹事臧明華稱，內地市場具龐大發展潛力，但香港不能掉以輕心，否則會輸給毗鄰國家。



HKTB



選，避免宣傳過於零散，製造混亂而未能取得成效。」

首個宣傳區域是「油尖旺」— 油麻地、尖沙咀和旺角。旅遊發展局表示，已開始與三區的政務處緊密合作，定出一些於九月舉行的主要活動。臧明華說，雖然三區已是著名的旅遊熱點，但旅遊發展局期望能為這些區域增添新姿彩，如開放尖沙咀的鐘樓，讓遊客入內遊覽。

旅遊發展局的財政預算只能承擔推廣計劃的部份成本。香港賽馬會慈善信託基金已撥款2,400萬港元，以啟動整個項目，但個別活動仍需尋找贊助。

針對不同市場界別

臧明華說，過往，香港旅遊發展局推出針對獨特市場界別，如長者和年青女性上班一族的宣傳，成績有目共睹，籌劃「動感之都：就是香港！」宣傳活動亦沿用這策略。

海外市場長久以來均為本港帶來豐厚旅遊收益，長途旅客雖僅約佔訪港旅客的23%，但旅遊發展局卻動用差不多一半的資源，向海外市場進行推廣。

相對而言，由於內地日益鼓勵國民外遊，中國市場的前景可謂十分秀麗。然而，面對這龐大市場，香港實須將門戶敞得更開，否則，只會輸給毗鄰國家。

臧明華稱：「我們在內地的市場份額並非與日俱增，原因是有愈來愈多市場向中國招手，內地人的選擇因而日益增加。我們如不歡迎內地旅客，他們自有其他眾多選擇。問題是我們是否需要這些旅遊收益，如是，便須一視同仁。」

《2001年旅行社代理商(修訂)條例草案》的通過旨在保障到港旅客、取締劣質旅行服務，從而促進整體港內旅遊業的發展，

尤其是為來自內地旅客提供更佳保障，因為過去此類服務大多未能符合標準。

臧女士續稱：「我認為這是好事，既能提升業界水準，亦有助推廣旅遊業服務的重要性。這條例將訂定明確的指引，讓所有港內旅行社代理商遵從。」

留港時間趨短

去年訪港旅客平均逗留時間為2.7晚，1999年和1998年分別為2.9晚和3.1晚。今年一至五月，35.1%來港遊客即日離港，其中台灣遊客佔大多數。他們遊畢內地返回台灣，多在港稍事

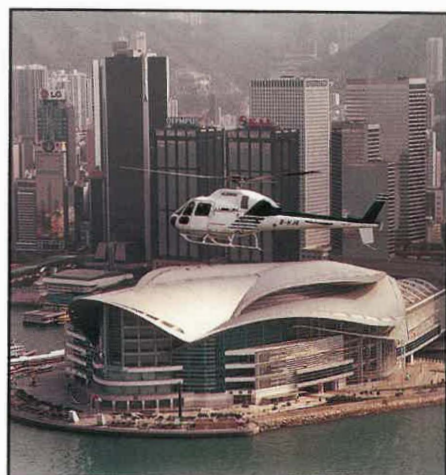
停留和購物。在100多萬訪港台灣旅客中，75.2%於即日離開。

臧女士表示，逗留時間日短這趨勢，並非僅在香港出現，這主要是由於人們享有的閒暇時間愈來愈少，他們的行程便日趨短促而頻密。

她說：「如人們須乘坐14至15小時飛機，他們當然不會只停留一個目的地。問題的癥結在於如何吸引他們在港逗留較長時間。」

臧女士相信答案並不是不斷開闢新的景點。「我敢言你永遠不能擁有足夠的新旅遊點。」

相反，香港須探討顧客的實際需要和期望，以評估本身的強項和弱處。 **B**



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Hotel occupancy rate stable

More visitors than ever are coming to Hong Kong, yet the territory's hoteliers can find little to cheer about

By Simon Ngan

Visitor arrivals are set to break all records this year, with 14.07 million people expected visit Hong Kong, according to the Hong Kong Tourist Board's (HKTb) forecasts made earlier this year. This prediction comes on the back of a record setting 15.3 per cent increase last year, which saw 13.06 million visitors enter the territory.

Hoteliers are less than excited about these figures, however, because while there is no doubt that more people are coming to Hong Kong, they are increasingly staying for fewer days.

This is most clearly illustrated by the hotel rooms supply situation. Between 1991 and 2000, the number of visitors to Hong Kong has doubled, from 6.79 million to just over 13 million last year. Over this same period, the number of hotel rooms has barely budged, from 31,163 in 1991 to 36,438 last year. Meanwhile, hotel occupancy rates continued to average about 80 per cent.

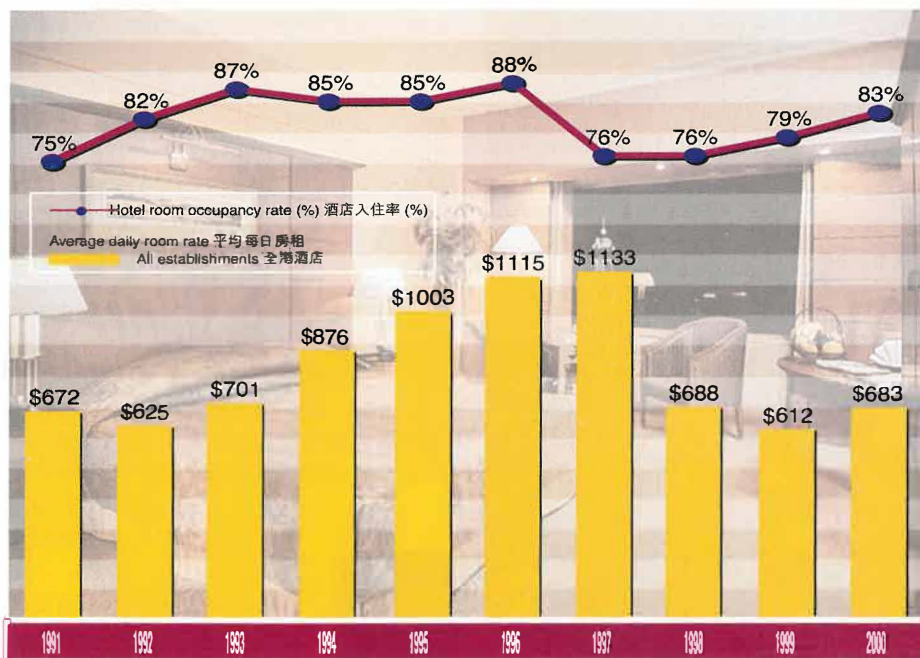
What is more worrisome than not being able to increase the average occupancy rate of 80 per cent over the past decade – despite a doubling of arrivals – is that visitors are increasingly sensitive about how much they are willing to pay for a hotel room.

If you were to check into a hotel in Hong Kong in 1991, the average room rate would have been HK\$672, or HK\$1,017 in today's money, according to HKTb's statistics. Last year, the average room rate was HK\$683.

It is therefore understandable that despite such positive developments with visitor arrivals, Hong Kong hoteliers have little to cheer about.

As Eric Waldburger, CEO of Harbour Plaza

Hotel room occupancy rate & average daily room rate 1991-2000
1991至2000年酒店入住率及平均每日房租



Source: HKTb

酒店業力保不衰

來港旅客縱有空前升幅，也難使本地酒店東主喜上眉梢

顏偉業

香港旅遊發展局今年較早時公佈的統計數據顯示，今年來港旅客人數預期達1,407萬，突破歷年紀錄。這個數字乃根據去年15.3%的旅客增長率，以及全年來港旅客人數達1,306萬而推算。

然而，數字卻難使酒店東主振奮雀躍，原因是來港旅客人數縱有上升，但他們逗留香港的時間卻愈來愈短。

酒店房間供應情況明顯反映這個現象。1991至2000年間，來港的旅客人數由679萬增至1,300多萬，升幅達一倍。

但同期，酒店房間數量卻無顯著增長，只由1991年31,163間輕微上升至去年36,438間。同時，酒店房間的入住率持續徘徊80%。

在這10年間，酒店房間入住率在旅客人數增加一倍的情況下，仍無法彈升，情況確實令人憂慮，但更令人擔憂的是，旅客在租住酒店房間的花費上，不比以前豪爽。

根據香港旅遊發展局的統計數據，1991年酒店平均房租為672港元，即現值1,017港元。去年的平均房租為683港元。所以，旅客抵港數字縱然趨上揚之勢，

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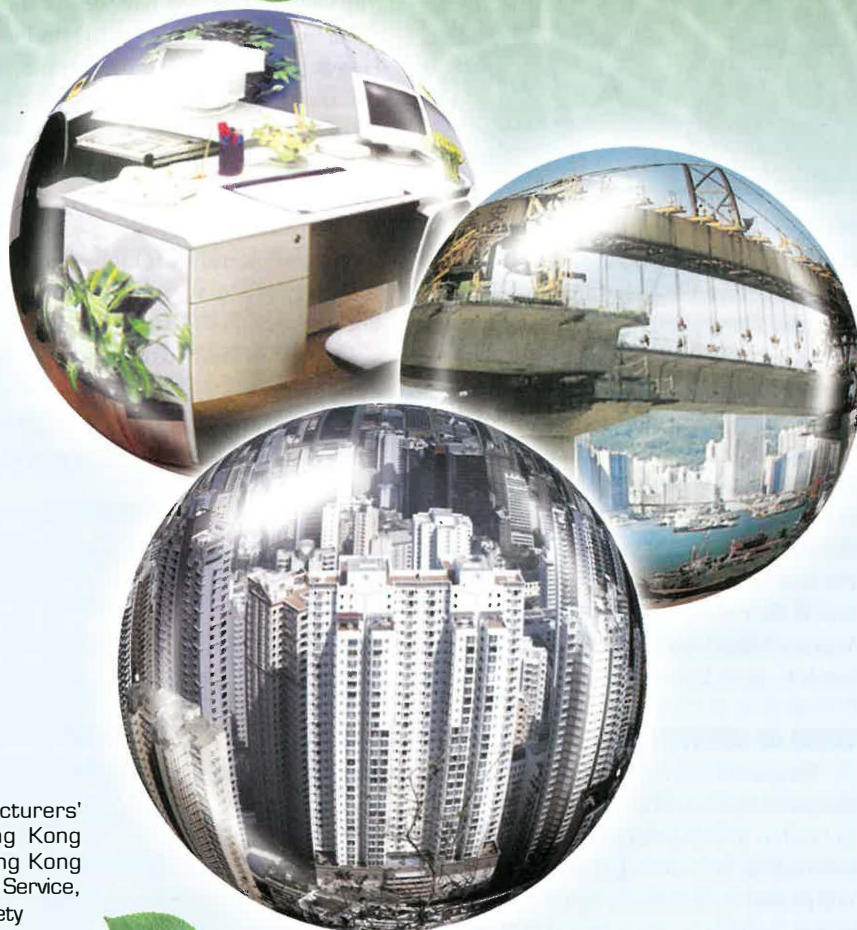


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Eric Waldburger, Harbour Plaza Hotel Management: "Compared to products overseas, we have an excellent product here. But we are too lenient in giving it away at a lower price."

海逸酒店管理集團(國際)有限公司行政總監華貝嘉說：「相比海外其他地區的酒店服務，香港可算是質素優厚，但我們卻寬仁地以低廉的價錢將之拱手相讓。」

With lower prices and increasingly finicky visitors, hoteliers have been handed the challenge of finding ways to win business. Hotels have responded by dropping prices to attract customers and although reducing rates may sometimes be inevitable, Mr Waldburger contends that there may be more creative ways to manage the process.

Measures such as providing added-value services as incentives for travellers to stay at certain hotels may prove to be more cost-effective.

Hotels in Hong Kong are already com-

per hour you hardly find time. It doesn't add value to my needs to have a free meal or drink," he said.

However, if a hotel can help a businessman reduce costs of doing business while in Hong Kong, such as offering discounts on long distance calls, then such added-value services would make more sense than a free glass of wine, he added.

Likewise, the Intercontinental Hotel tries to differentiate itself by offering round-the-clock service to its clients.

"If you check in at 2 a.m. in most hotels in the city and you ask for your suit to be pressed and dry-cleaned, most will say 'I'm sorry I cannot do that.' We can do it and have it ready for you for your 8 a.m. meeting," said the hotel's manager, Tom Meyer.

Apart from fighting for market share, hoteliers are increasingly sensitive about costs, which can be a delicate matter.

"Cost management in this environment is inevitably something that a guest is going to discover. If we changed something in the slightest that is going to be perceived by them to be a qualitative change then we will be shooting ourselves in the foot quite literally," Mr Meyer pointed out.

Creativity and cost control strategies aside, among hoteliers' greatest challenges under the present conditions remains the ability to grow revenue.

Although occupancy levels have shown recovery, with the average hotel occupancy last year being 83 per cent, compared to 80 per cent in 1999 and 76 per cent in 1998 – but still below the record 88 per cent in 1996 – this has not been quite matched by hotel rates.

This can be attributed to the growing importance of Mainland China, which remains the leading source of visitors for four consecutive years with 3.78 million arrivals last year, an impressive 18.1 per cent increase over 1999.

Hotels have generally been unable to benefit from this influx because Chinese visitors represent a highly price-sensitive segment of international travellers. To be sure, visitors from China continue to be the biggest contributor to visitor spending, but taken in context of money spent on lodgings, this accounts for a mere 15.6 per cent of total spend-

Hotel Management, puts it, "From a statistical point of view, it is great and from a hotel operator's perspective [occupancy] can go higher but we will need to dump [rack] rates."

The plunge in visitors coming to Hong Kong during the Asian recession forced hoteliers to ax their room rates to woo visitors. When the market showed signs of picking up at the end of last year, hoteliers raised their rates a peg or two. Visitors balked and forced the hotels to again lower their rates.

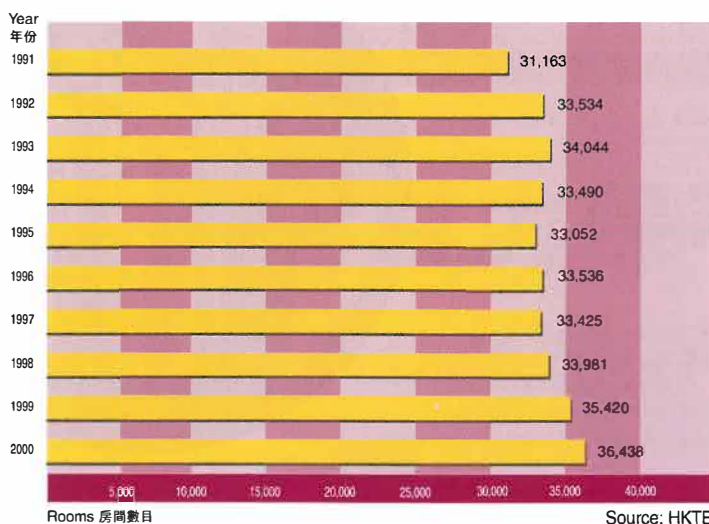
SIGNS OF GROWTH

Projections for growth in the industry over the next six to twelve months range from neutral to negative growth tempered by cautious optimism with China's WTO membership.

"If you look at the last six months, I would say we are behind forecasts," said Alexander Jovanovic, resident manager Grand Hyatt. "All hotel categories have occupancy levels that are 6 to 8 per cent lower than originally forecast."

A slowing European economy, recession in Japan and a weak U.S. market all threaten to choke off growth in the hospitality sector. Top-tier hotels are likely to bear the brunt of the latest downturn as businesses hunker down by travelling less frequently, while tourists, although are travelling more frequently, are opting for cheaper accommodation.

Hotel room supply situation 1991-2000
1991至2000年酒店房間供應情況



peting on this basis but have not been met with much success. According to Mr Waldburger, this is because hotel promotions are too frequent. He said that as simple as the rationale of gearing value-added packages towards the practical needs of the customer might be, this is often overlooked by those in the trade.

"When I am on business, I appreciate a free glass of wine with my meal so that I don't have to buy a bottle. But how much do I eat and drink when I am on business in this town. When everything moves at 200 miles

ing as a group. Japanese visitors, on the other hand, spent 25.9 per cent on hotels in 2000 while American arrivals allocated 45.8 per cent in this regard.

At a time when hoteliers are having to fight harder for a slice of the pie, many find it difficult to resist the institutional imperative to lower rates in a bid to attract more guests. But this approach has been criticised as being short-sighted and damaging to the health of the industry.

“When we have a business and people only come here when we are down and out and on sale, you just cannot do business like that,” said Joachim Burger, managing director, Mega Hotels.

One way out of this would be for operators and owners to once and for all agree within the various categories of hotels not to lower rates below a certain level, suggests Mr Waldburger.

“The customer would have to accept that they are paying such a price for a 3-, 4- or 5-star hotel and that it won't get any lower. They will still come to Hong Kong but at a price. A reasonable, fair and but not an over inflated price,” he said.

While competing with each other, Hong Kong's hoteliers should also work more closely to promote Hong Kong as a destination.

“Compared to products overseas, we have an excellent product here. But we are too lenient in giving it away at a lower price. If we continue to operate like this, we will never be able to recover to a healthy rate situation which is regrettable,” Mr Waldburger said. **B**



仍難為本地酒店東主帶來喜訊，箇中原因，不言而喻。

正如海逸酒店管理集團（國際）有限公司行政總監華貝嘉所述：「從統計角度看，情況大好，但從酒店經營的觀點出發，要提升入住率，便得降低房租水平。」

香港在經歷亞洲經濟低迷期間，旅客數字銳減，酒店業紛紛大減房租以招徠顧客。直至去年底，市道呈現復甦跡象，酒店才稍稍調高房租。但遊客的卻步反應，又迫使酒店不得不再次割價。

增長跡象

至於酒店業在未來六個月至一年的前景展望，由於受到業內對中國加入世貿持謹慎樂觀態度的影響，預測增長將介乎零與負增長之間。

君悅酒店駐店經理曹禮域說：「就過去六個月看來，我們的表現較預期落後。酒店整體入住率較原先預測低 6 至 8%。」

歐洲經濟放緩、日本經濟衰退、美國市道疲弱，均對酒店業的發展構成威脅。高級酒店更是首當其衝，它們不但要承受商務旅客不斷減少的衝擊，還要面對那些頻頻外遊，但卻入住較廉價酒店的旅客。

酒店面對價格下降的趨勢和愈來愈講究的旅客，無法不各出奇謀，贏取生意。酒店紛紛以減價招徠顧客，但華貝嘉認為，縱使減價有時在所難免，處理方法可包括創新招數。

例如利用增值服務，吸引旅客入住，或能帶來更佳成本效益。

事實上，香港酒店業的競爭雖已建基於這個模式，但仍未見成效。華貝嘉表示，這皆因酒店推廣過於頻繁。他說，就如按顧客的實際需要，提供增值配套服務這一簡單的構想，也往往被行內人士忽略。

他舉例：「當我有工事在身，進餐時能享用一杯免費餐酒，在我來說無疑是賞心樂事，無須多費周章，自行購買。但在香港，若我被工務纏身，又焉有時間享受佳餚美酒呢？這裡生活節奏急促，找半點空閒時間也十分困難，免費膳食和餐飲實在無補我的需要。」

但酒店若可協助減低在港的營商成本，如提供長途電話收費優惠，這類增值服務比一杯免費餐酒更能切合實際需要。

香港洲際酒店便特為客戶提供 24 小時全日服務，務求在芸芸對手中突圍而出。

Joachim Burger, Mega Hotels: "When we have a business and people only come here when we are down and out and on sale, you just cannot do business like that."

美家酒店管理有限公司董事總經理卜格表示：「顧客只在我們處身困難環境，大舉減價時，方來光顧，一門生意不可能這樣經營吧！」

該酒店經理麥以雅表示：「在本地大多數酒店，若你是在深宵時分登記入住，並要求西裝洗燙服務，他們大多會這樣回應：『對不起，我們未能為你提供服務。』但我們卻可以為你辦到，西裝在你早上八時開會前準備妥當。」

除爭奪市場佔有率外，酒店東主更著意成本控制，而處理這事也是十分棘手的。

麥以雅說：「在酒店內，任何成本管理措施，都很容易被顧客察覺。若微細改動也引起顧客對質量有變的聯想，那麼我們便是害了自己。」

現時，酒店業面對最大的挑戰，除了推出具有創意的增值服務和實施成本控制策略外，還要設法增加收入。

酒店平均入住率分別由 1999 年 80% 和 1998 年 76% 升至去年 83%，略遜於 1996 年錄得的 88%，雖有回升跡象，但酒店房租卻難與之看齊。入住率回升，內地因素更為明顯，去年，中國旅客人數已連續第四年佔抵港旅客人數之冠，達 378 萬，較 1999 年上升多達 18.1%。

但整體來說，內地旅客人數激增，並未能使酒店業從中受惠，因為綜觀世界各地的旅客，內地旅客對價目的觀念，顯得尤為著緊。就旅客消費而論，中國旅客的花費固然佔了最大份額，但在住宿方面的使費，只相當於整個旅行團總開支的 15.6%。相對而言，2000 年日本旅客在這方面的開銷卻為 25.9%，美國旅客則佔 45.8%。

在這個時局下，酒店東主要加倍拼搏，才能在市場內分得一杯羹，而不少同行也難以抵制減價招客這套老舊規律，但這套策略往往遭人抨擊，認為是目光短淺、有損酒店業健康發展之舉。

美家酒店管理有限公司董事總經理卜格表示：「顧客只在我們處身困難環境，大舉減價時，方來光顧，一門生意不可能這樣經營吧！」

華貝嘉建議，唯一的解救方法，是由酒店經營者和酒店東主達成一致協議，為所有酒店設定最低的減價下限。

他說：「不論是三星級、四星級，或是五星級酒店，價格須為顧客所接受，不能再減。這個價格必須合理、公平、不能過高，以吸引顧客重臨。」

而且酒店東主在互相競爭的同時，亦須加緊合作，把香港推廣為旅客的目的地。

華貝嘉說：「相比海外其他地區的酒店服務，香港可算是質素優厚，但我們卻寬仁地以低廉的價錢將之拱手相讓。若繼續以此方式經營，酒店房租將無法重現健康的景象，令人感到遺憾。」 **B**

APEC upbeat on economic outlook for U.S., Asia Pacific

By Ian Perkin

Speakers during the final forecasting session of the 2001 APEC (Asia-Pacific Economic Co-operation) Economic Outlook Symposium were surprisingly upbeat about the outlook for the United States and Asia-Pacific region economies when they gathered in Hong Kong on June 28-29.

The overwhelming consensus view was that the U.S. economy is now going through its worst period and that by year's end it would be well on the way to recovery, driven by good consumer demand, interest

rate cuts and tax rebates. This positive outlook for the U.S. would, in turn, have a positive impact on the Asia-Pacific region, especially export-driven economies of East Asia.

as senior economist with the Bush Administration's Council of Economic Advisers, he suggested there were four uncertainties that could adversely affect the outlook. First, while admitting that the interest rate cuts would be ultimately beneficial to the U.S. economy, he questioned how long it might take for them to have an impact. He said that in the new economy there were still questions over how long and variable were the lags between interest rate cuts and their economic impact.

Second, he said the Bush tax cuts would also be beneficial, but would depend on whether consumers elected to spend them on immediate consumption. Third, he said there had to be a question-mark over the performance of U.S. equity markets, especially with so many negative profit forecasts now emerging from U.S. companies.

Fourth, he added that in a weaker economy, the forces of protectionism were harder to resist and cited in evidence the U.S. action against steel imports and the current trade dispute between Japan and China. These thoughts apart, the general view was positive. Kunio Saito, the International Monetary Fund's (IMF) Tokyo-based director for Asia and the Pacific, said the current slow down in the U.S. and elsewhere would be short-lived and that fears of another recession or financial crisis in the region are unfounded.

He said things would worsen a little further, but would improve by year's end. He predicted that China and India would continue to enjoy high rates of growth of between 6 and 8 per cent, that Japan would have low growth of zero to 2 per cent and the other countries in the region, including Hong Kong, would see growth between these extremes.

Merrill Lynch Research Director Stan Shipley was also upbeat, suggesting that by the first quarter of next year the U.S. economy would again be growing at a 4 per cent annual rate, pushed along by monetary and fiscal stimulus, as well as consumer confidence. He said the middle six months of this year would be weak, but that there would be recovery from then on.

Wang Tong-san of China's Academy of Social Sciences, spoke confidently of China's growth prospects, predicting that a 7.5 per cent GDP growth is achievable this year, with overall investment up 8 per cent, exports growing at the same rate and imports rising 12 per cent for the year.

He said first quarter growth was 8.1 per cent and the first half would be at least 8 per cent and, although there might be some easing in the second half, 7 per cent plus growth for the full year was achievable.

Finally, on the Hong Kong SAR outlook, Standard Chartered Bank's K C Kwok said that Hong Kong would be hit by the cyclical slowdown world-wide, but that its trade was less affected than others in the region, because of its greater diversity.

He said the strong U.S. dollar made things a little more difficult for Hong Kong, with its own dollar tied directly to the U.S. currency. But he said the cuts in U.S. interest rates, which are also followed in Hong Kong, would also be positive for local growth.

The overwhelming consensus view was that the U.S. economy is now going through its worst period and that by year's end it would be well on the way to recovery, driven by good consumer demand, interest rate cuts and tax rebates.

大部份講者均一致認為，美國經濟雖正經歷最壞時刻，但基於消費需求向好、減息和減稅等因素，本年底該國經濟將逐漸走上復甦之路。

rate cuts and tax rebates. This positive outlook for the U.S. would, in turn, have a positive impact on the Asia-Pacific region, especially export-driven economies of East Asia.

It was left to one of President George W Bush's newly appointed economic advisers, Will Melick, to raise questions about the rosy outlook suggested by the symposium's other speakers. Just eight days into the job

亞太經合預期經濟向榮

洗柏堅

He warned, however, that the domestic Hong Kong economy was still suffering from the "negative wealth effect" brought on by the Asian financial crisis four years ago and the savage reduction in property values it caused.

He said more important for Hong Kong were the structural changes it was undergoing. These included the future role of the Hong Kong SAR regarding Mainland China and its evolving role in the East Asian region. He said the SAR's stronger economic links with the Mainland economy were becoming more apparent and would have an important impact on its future development.

Hong Kong, he added, was also attempting to cope with a wide variety of social changes and the development and impact of the so-called "new economy" of information technology and electronic business practices.

Other issues Hong Kong would have to come to terms with included the further expansion of tourism and financial services, the development of its port and logistics infrastructure, and its own domestic political development within the framework of "one country, two systems."

In a separate announcement on July 3, the APEC Study Group at Hong Kong University and the Better Hong Kong Foundation, issued the latest results of the High Frequency Economic forecast for the SAR, again showing a better than expected immediate outlook for the economy.

The survey, which is updated every quarter, suggested the economy would grow by a fairly rapid 3.3 per cent in the second three months to June and 3.5 per cent in the third three months to the end of September. These suggested outcomes compare with just 2.5 per cent actual growth in the opening quarter of the year.

The APEC/ Better Hong Kong forecast, although technically well modelled, is also getting a reputation for regularly over-estimating the economic growth outlook. For the first quarter of this year, for example, it suggested growth would be 3.3 per cent when it actually came in at 2.5 per cent.

In its original forecast for the second quarter, it also suggested growth would be 3.8 per cent and that has now been reduced to 3.3 per cent. It seems more likely that growth in the second and third quarters of the year will come in closer to 2 per cent. **B**

Ian K Perkin is the Chief Economist of the Chamber.

2001年亞太經濟合作組織經濟展望研討會於6月28至29日在香港舉行，專家講者在預測未來經濟時，普遍對美國和亞太區的經濟前景抱持樂觀態度，令人感到意外。

大部份講者均一致認為，美國經濟雖正經歷最壞時刻，但基於消費需求向好、減息和減稅等因素，本年底前該國經濟將逐漸走上復甦之路。他們對美國經濟的正面看法，將對亞太區尤其是由出口帶動的東亞經濟，產生積極作用。

然而，美國布殊總統新聘經濟顧問之一梅利克，卻對研討會上其他講者的經濟前瞻，提出疑問。梅利克剛加入布殊政府經濟顧問委員會，出任高級經濟師僅八天，他指出，四個不明朗因素將對經濟帶來負面影響。

首先，縱使梅利克認同減息最終將有利美國經濟，但他卻質疑減息的影響何時才可呈現。他表示，在新經濟中，減息與其對經濟產生影響之間，仍存在時間和變數的問題。

再者，梅利克認為，布殊的減息行動雖利好經濟，但亦須視乎消費者是否選擇即時動用因息口下調而節省的金錢。第三，他亦對美國股票市場的表現存疑，特別是鑑於目前眾多美國公司發出盈利警告。

最後，他補充，當經濟處於衰弱時期，貿易保護主義勢力難免高漲，美國對鋼進口採取的行動，以及中日兩國間現時的貿易紛爭，即為明顯例子。

儘管梅利克表達這樣的想法，但普遍的意見還是正面的。國際貨幣基金駐日本亞太區總裁齊藤邦夫表示，目前美國和其他地區經濟放緩只屬短暫現象，而恐懼區內再陷入衰退或爆發金融危機，亦是毫無理據支持。

齊藤邦夫認為，情況可能會再壞一點，但在年底前將得以改善。他預算，中印兩國經濟將持續興旺，年增長率介於6至8%之間。日本經濟增長率將低至零到2%。至於區內其他國家包括香港，則將處中間位置。

美林證券研究董事希普利亦表示前景樂觀，預料於明年第一季前，美國經濟將在貨幣和財政刺激措施，以及消費者信心恢復下，按年增長率4%徐徐復甦。他表示，美國經濟於是年第二和第三季呈現頹勢，但過後將回復光明。

中國社會科學院汪同三談論中國經濟遠景時充滿信心，預測今年中國國民生產總值的增幅為7.5%，整體投資額提升8%，出口亦將取得相同增幅，而進口則增加12%。

汪同三表示，中國於首季的經濟增長率為8.1%，上半年將為至少8%，下半年會稍為放緩，但全年應可錄得7%或以上增長。

至於香港經濟的前景，渣打銀行郭國全稱，香港正受全球性經濟低迷拖累，但由於本港經濟活動較為多元化，本地貿易受影響程度將較低。

郭國全表示，港幣與美元直接掛鈎，美元強勢令香港承受較大險阻。不過，美國連番減息和本港的相應行動，將有助本地經濟。

縱然如此，他警告，本地經濟仍未能擺脫四年前亞洲金融危機所遺留下來的「負財富效益」，以及由此而導致的物業價值大跌。

郭國全認為，更重要的是香港正處結構性轉型，這涵括香港特區在中國內地發展中扮演的角色，以及其在東亞地區的角色演變。他說，香港與內地的強大經濟聯繫日益顯著，將對本港未來發展構成重大影響。

他續稱，香港亦正嘗試適應多方面的社會轉變，以及「新經濟」中資訊科技和電子商業的發展和影響。

本港還須著力發展的範疇包括旅遊與金融服務、港口和物流基建，以及「一國兩制」政策下的政制發展。

香港大學亞太經合組織研究小組聯同香港明天更好基金於7月3日發表的最新香港經濟展望，亦顯示本港未來數月的經濟表現將較預期為佳。

該調查每季進行，最新結果指出，截至是年六月的次季內，本港經濟將上升3.3%，而截至九月的第三季，將有3.5%的增長。這些數據顯然較本年首季實質增長2.5%為高。

上述兩個組織的調查縱然在技術上設計完善，但卻經常高估本港經濟表現。例如，調查預計本年首季經濟增長為3.3%，但事實上只有2.5%。

同時，它原先預期第二季將有3.8%的增幅，但現已將數字調低至3.3%。第二及第三季的經濟增長率相信將貼近2%。 **B** 洗柏堅是本會首席經濟師。

China, PNTR and the WTO



Following are excerpts from the testimony of Robert Kapp (left), president of the United States-China Business Council, before the U.S. Congress House Ways & Means Committee's Trade Committee Hearing on Renewal of Normal Trade Relations with China on July 10, 2001. The testimony provides reasons, from the United States business sector's perspective, for why the renewal of NTR is essential to the United States.

“**D**evelopments last month and last week [end of June/early July 2001] give unprecedented strength to the belief that the end of the 15-year-long process of negotiating China's responsible participation as a full member of the World Trade Organisation is now close at hand.

As you know, in accordance with the historic PNTR legislation approved by the 106th Congress last year, when China enters the WTO – on terms as favourable or more favourable to U.S. interests than the terms of the historic US-China Bilateral Agreement on WTO accession concluded in November 1999 – the United States will extend to China full WTO member treatment in the form of Permanent Normal Trade Relations treatment of Chinese imports. The United States will in turn enjoy full WTO member privileges in its trade relations with China. With that, the requirement of annual renewal of standard U.S. import duties on Chinese products required under the Trade Act of 1974 will come to an end.

Each member of Congress who voted in favour of H.R. 4444 last year surely had his or her unique combination of reasons for doing so. But I believe at bottom most members chose to support PNTR in the belief that full WTO-member relations between our nation and China after WTO accession would provide two core benefits to the United States:

1. Substantially increased opportunities for American industrial and agricultural producers, service providers and investors

under the extraordinarily far-reaching accession terms our representatives had successfully negotiated with China; and

2. Long-term assurance that a China, fully committed to conducting its international trade according to the world's “rules of the road” under WTO and subject to multilateral disciplines under WTO dispute resolution, was a far better bet for America and the world trade system than a China excluded from full participation in the world trade community and thus unbound by global expectations and requirements.

In addition, many members from both parties – legitimately, in my view – came to understand that the changes in state behaviour that WTO's most basic principles require of China – transparency in legal and regulatory policy, for example, or non-discrimination in the treatment of foreign and domestic goods and services – bear within them the seeds of enormously positive evolutionary changes in Chinese society, along lines that nearly all Americans would welcome and support.

American companies doing business with China, many of them now in their third decade of on-the-ground engagement, have a realistic appreciation of the weight of the tasks that WTO membership will soon impose on China's government and society.

They are optimistic about the elimination of market barriers and the reduction of trade-distorting practices under WTO, and thus

WTO WATCH

MILESTONES OF CHINA'S WTO BID

1986 China applies to re-join GATT.

1995 WTO replaces GATT.

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.

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

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

May 30, 2001 U.S. President Bush said he will notify the U.S. Congress of his decision to support China's NTR status for another year.

June 9, 2001 China and the U.S. announce that they have reached agreement on major outstanding issues.

June 20, 2001 China and the EU announce they have reached consensus on China's WTO entry.

July 14-18, 2001 The 17th meeting of the WTO Working Party on Accession of China.

September 10, 2001 Meeting of the WTO Working Party on Accession of China.

November 9-13, 2001 The 4th WTO Ministerial Conference in Doha, Qatar.



中國、永久正常貿易關係與世貿

中國入世里程碑

1986年 中國申請再次加入關貿。

1995年 世貿取代關貿。

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9月20日 美國參議院投票通過給予中國的「永久正常貿易關係」。

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

2001年5月30日 美國總統布殊稱，他將知會國會，決定支持延續中國正常貿易關係地位一年。

2001年6月9日 中美兩國同時宣佈，雙方已就中國加入世貿的遺留問題達成共識。

2001年6月20日 中國與歐盟宣佈，已就中國加入世貿達成共識。

2001年7月14至18日 中國加入世貿工作小組第17次會議。

2001年9月10日 中國加入世貿工作小組會議。

2001年11月9至13日 世貿第四次部長會議於卡塔爾多哈舉行。



內文撮述美中貿易全國委員會會長柯白於2001年7月10日美國國會眾議院賦稅委員會貿易分委員會聽證會上的言論，從美國商界角度，解釋延續給予中國正常貿易關係對美國的重大意義。

「上」月及上週（2001年6月底和7月初）的進展給予我們無比的信心，使我們深信，15年來中國為爭取成為世貿會員而進行的漫長談判，現已步進尾聲。

眾所周知，根據國會去年第106次會議上通過具歷史意義的永久正常貿易關係議案，中國入世條款給予美國的利益，只要相當於或比1999年11月中美雙邊協議的條款更為優惠，美國便要給予中國正式世貿會員國的待遇，在中國入口方面賦予中國永久正常貿易關係。相對而言，美國在美中貿易關係上亦同樣享有世貿正式會員國的待遇。由此，根據1974年貿易法訂明，每年須重新給予中國產品正常入口稅的規定，亦將告終止。

去年對HR 4444議案投支持票的國會議員，必各有支持的理據和因由。但我相信，大部份議員支持永久正常貿易關係的原因，基本上是認同中國加入世貿後，美中雙方的世貿正式會員國關係，將為美國帶來兩大利益：

1. 我國代表幾經談判，成功爭取與中國達成具重大影響力的條款。這些條款大大增添美國工業、農業生產商、服務供應商和投資者的機會。
2. 長遠確保中國在依照世貿訂立的國際常規，以及符合世貿化解爭端的多邊準則下，積極從事國際貿易，這將比中國未能加入這國際貿易組織，不受國際規定約束，對美國和國際貿易制度更為有利。

此外，我認為國會雙方大部份成員已瞭解到，中國按世貿最基本原則要求作出的改變，例如增加法制和管理政策的透明度，或對外國和本地產品和服務給予平等待遇，將會為中國各項革命性的重大變革奠定基礎，這些正面的轉變是大多數美國人欣然接受和支持的。

大部份與中國有生意往來的美國公司，已有30多年在中國營商的經驗。它們都實際地理解到中國成為世貿會員後，其政府和社會所要履行的大量責任。

他們都樂觀地認為隨著中國入世、市場壁壘的瓦解、貿易扭曲措施的減少，他們在中國營商的成功機會將會大大增加。

美國企業深信，中國有必要按即將定案的入世條款，落實其各項世貿承諾。這亦是美國在漫長談判過程中，一直堅守的談判目標。

美國企業認為，國會關注中國能否完全履行入世承諾，實屬合理。他們亦認同，美國有必要繼續監察中國在履行入世承諾方面的具體表現。

然而，與此同時，我們亦知道加入世貿將給中國帶來巨大的挑戰，為此，美國政府和美國商界應當竭盡所能，在中國負責任地與世界貿易制度接軌的關鍵時刻，加強與中國的合作。

美國須同樣重視履行世貿條款重要部份所需的有效雙邊合作。

中國現已展開工作，務使中央、省市各級決策官員和政要，對世貿有全面的認識。這個自第二次世界大戰結束以來一直影響美國，並且惠及美國的「制度」，對中國大部份人來說，都非常陌生。中國已因應世貿的規定，重新審核數以百計的國家法律，並為了符合世貿法規的要求，作了一些必要的修訂。

目前，美國學府也著手籌辦長期及短期培訓課程，讓進取的中國官員和商界要員修讀。他們不少使用國家公帑，赴美求學，以汲取美國在推行一個既符合世貿準則，並以市場為主導經濟體系的專業知識。

去年永久正常貿易關係議案引起廣泛的辯論。眾議院內有不少議員對議案表示大力反對，或對批核HR 4444表示憂慮。他們關注到，每年給予中國正常貿易關係的辯論一旦取消，他們便會失去一次公然向國會提出討論美中關係和中國內政事項的機會。他們認為這些事項，關乎政策利益及他們恪守的基本信念，故須引起國會關注。然而，憑藉眾議院主要成員（以萊文和貝羅伊特為首）的技巧和創意，在最後草案中成功加入一系列條文，讓國會議定在

about their enhanced opportunities for successful business with China.

Having in large measure defined American negotiating goals throughout the prolonged WTO accession negotiations, American firms also believe strongly in the necessity of China's realisation of its WTO commitments as defined in the nearly finalised accession documents.

American companies accept fully the legitimacy of Congress's concerns over China's ability to implement fully its WTO commitments, and understand the necessity of continuing close U.S. observation of China's efforts and achievements in living up to its WTO obligations.

At the same time, however, recognising the enormity of the challenges that the WTO presents to China, we feel strongly that the U.S. government and American businesses must commit themselves to extending the hand of cooperation to China as the PRC takes the path of responsible participation in the world trading system.

Effective bilateral cooperation on key elements in WTO implementation deserve equal American emphasis.

The Chinese themselves have embarked on intensive efforts at introducing WTO concepts to legions of policy makers and bureaucrats at the central, provincial, and local levels. Many of them are hardly familiar with "the system" that our own country has so heavily influenced and enjoyed since the end of World War II. Hundreds of national laws have been examined, as required under WTO, for compliance with WTO rules, and where necessary are being revised to ensure formal compliance with WTO requirements.

Today, American educational institutions are pitching in, providing long- and short-term training programmes for eager Chinese government and business officials, many of whom come to the United States at the Chinese government's expense for the purpose of imbibing American expertise in the operation of a WTO-compliant market-oriented economy.

During the extended debate over PNTR legislation last year, it was widely understood that many of those in the House who either opposed PNTR outright or who were uneasy about approval of H.R. 4444 were concerned that elimination of the annual NTR debate would deprive them of a legally mandated opportunity to bring to the Congress's attention those aspects of U.S.-China relations – and

of China's internal affairs – that they felt needed to be aired in the interests of sound policy and faithfulness to their basic values. Thanks to the skill and creativity of key members of the House, most notably representatives Sander Levin and Doug Bereuter, whose names adorned a massive set of provisions included in the final bill, the Congress provided both for the extension of full WTO-member treatment to China upon its WTO accession and for the continuation of Congressional examination of certain questions of concern to members once the annual NTR debate drew to a close forever.

The NTR process offered an opportunity to re-emphasise essential points (or introduce them to new members) about the significance and the promise of expanded economic American opportunities accompanying China's rapid economic growth, and about the vital importance of healthy bilateral economic ties to the management of the entire, highly challenging, relationship between the United States and China.

In the absence of a forum for the discussion of our massive and far-reaching economic engagement with China, the Congress is likely to turn its attention to China increasingly over questions not normally analysed in economic and commercial terms. Ironically, we in the business community may find ourselves watching with concern if the centre of legislative interest in China shifts too rapidly and too completely away from the economic dimensions of U.S.-China engagement.

Therefore, we in the business community would say to members of this sub-committee, and of the full Ways and Means Committee: don't let the promise, the achievements, and the challenges of U.S.-China trade relations drift too far into the shadows. Help us to remind lawmakers in both parties that U.S. economic success is a core element in the definition of U.S. national interests vis a vis China. Help to sustain the understanding, so hard-won in the 106th Congress, that our economic engagement with China contributes to American economic vitality and to progressive change within China itself. Lend a hand in making sure that easy but misleading phrases like "profits vs. principles" and "trade vs. national security" add little to responsible policy formulation, and are best met with sober Congressional understanding of the salience of effective U.S.-China economic and commercial cooperation in advancing a broad American agenda with China, whether bilaterally, in the Asia-Pacific Region, or in global arenas."

中國入世後給予中國世貿正式會員國待遇；同時，在正常貿易關係的週年辯論永久取消後，國會仍繼續審核會員關注的某些問題。

正常貿易關係的辯論，給國會有機會重申或向新會員介紹，中國經濟起飛對美國增加經濟發展機會的重要性，以及美中雙邊健全經濟聯繫，對處理雙方極富挑戰性關係賦予的意義。

美國若失去這個商討美中間廣泛長遠經濟連繫的機會，國會多半會轉移注意力，集中討論一些經濟和商業事務以外的中國問題。我們站於商界立場，亦會十分關注國會對中國的注視焦點，轉變是否過於急速，或完全偏離美中經濟合作的範疇。

American companies doing business with China, many of them now in their third decade of on-the-ground engagement, have a realistic appreciation of the weight of the tasks that WTO membership will soon impose on China's government and society.

大部份與中國有生意往來的美國公司，已有30多年在中國營商的經驗。它們都實際地理解到中國成為世貿會員後，其政府和社會所要履行的大量責任。

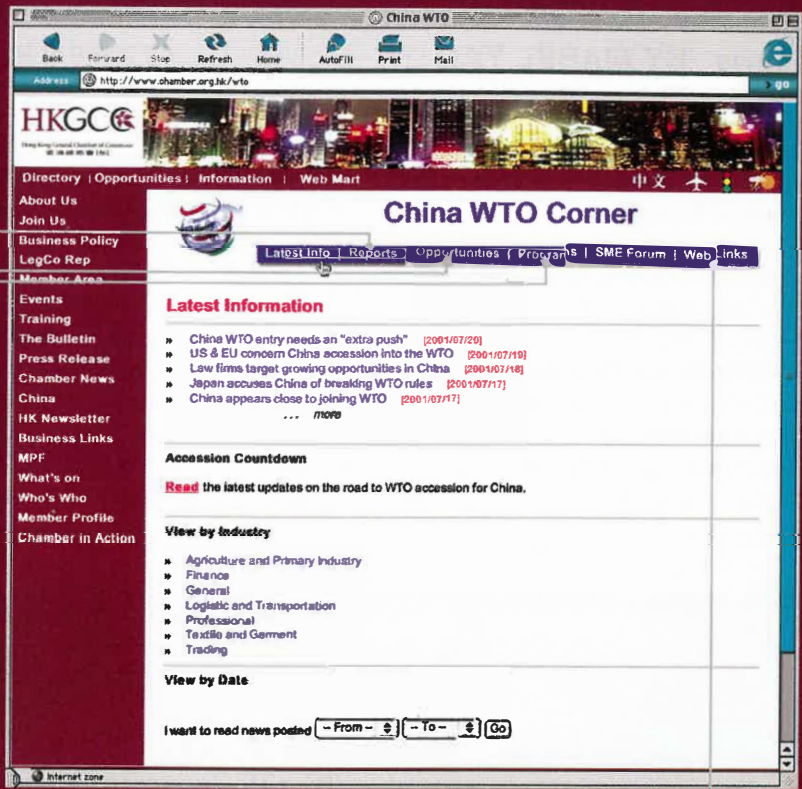
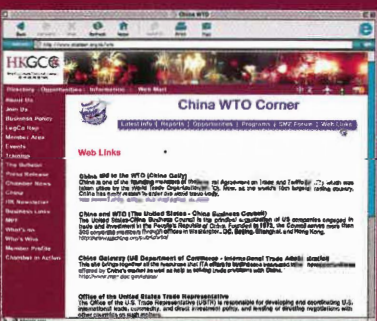
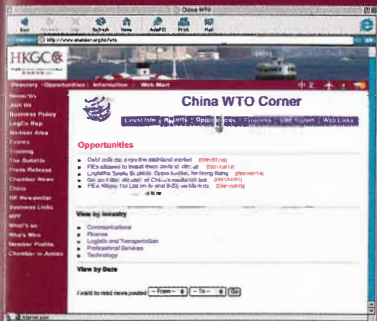
基於以上種種，我們處身商界，謹向貿易分委員會成員和眾議賦稅委員會全體會員提出：切勿讓美中貿易關係的承諾、成就和挑戰破滅。讓我們提醒立法者，美國的經濟成就是定義中國是否有利於美國國家利益的關鍵。保持諒解態度，讓美中經貿合作維持美國經濟實力，推進中國國內的發展，使第106屆國會會議的努力成果不會白費。確保容易混淆視聽的順口辭令如「利益與原則的取捨」、「貿易與國家安全的取捨」等不會影響負責任的政策制定，並配合國會對具成效的美中經貿合作的嚴正理解，在雙邊、亞太區或國際舞台上拓展美國對華的議程。」

You can read the full text of Mr Kapp's testimony at <http://waysandmeans.house.gov/trade/107cong/tr-4wit.htm>
柯白發言全文載於 <http://waysandmeans.house.gov/trade/107cong/tr-4wit.htm>。



China WTO Corner

www.chamber.org.hk/wto



China's 15-year quest to join the World Trade Organization (WTO) appears to be drawing to a close with its entry into the world trade club expected to come no later than early next year. Hong Kong has a key role to play in China's economic transition after its accession into the WTO.

To help Hong Kong SMEs capitalize on business opportunities expected to arise with China's entry, the Chamber has launched "China WTO Corner," a new section of our Web site, to provide members with the latest information, opportunities and programs on China's accession into the WTO.

The Web site also provides a forum for members to raise questions and to share experiences and views in an open platform. Visit our Web site today, and take advantage of this valuable tool designed to help you do business in China after China enters the WTO.

經歷了15年漫長的談判，中國爭取加入世界貿易組織終於露出了曙光，並極有可能在明年初入世。為了使中國經濟能順利與世界接軌，香港將扮演承先啟後的作用。同時，為了幫助香港的中小型企業更好地把握中國入世所湧現的商機，香港總商會將在現時的網站上開闢一個新的網頁：“中國入世區”。這個網頁除了為會員提供有關中國入世的最新資訊，商機和活動外，本會還特意增設了一個“中小企論壇區”，在這個論壇區內，各會員可以就有關國際貿易等事務提出諮詢或與大家一起分享他們自己的營商經驗。

今天就請各位會員來瀏覽本會的“中國入世區”，相信將為您提供更多有價值的資訊，並幫助您內地的業務更上一層樓。

Mission to DPRK and Northeast China

HKGCC leads Hong Kong's first trade mission to study business opportunities in North Korea **BY MABEL YAO**

Chamber Director Dr Eden Woon led a 17-member study mission to Northeast China and the Democratic People's Republic of Korea from July 8 to 13.

The first-leg of the mission was to the northeast provinces of Heilongjiang and Liaoning, where the delegation was warmly received by Heilongjiang Governor Song Fatang, Liaoning Governor Bo Xilai and Vice Governor Xia Deren, who briefed them on the latest trade and investment policies within their provinces.

Mainland officials told the delegation that in the past 20 years Hong Kong businesses have concentrated in the Pearl River Delta and some big coastal cities. Recently, Hong Kong has shifted its focus to the west, but northeast China also offers many business opportunities, they said.

the chain management of production, processing, distribution and delivery of produce.

Given its 3,000 km border with Russia, Heilongjiang is also ideally poised to develop border trade through its 25 first-category border control points.

SHENYANG, LIAONING PROVINCE

In Shenyang, the delegation was informed that Liaoning Province sits on vast reserves of natural resources, in particular metals and fossil fuels.

As a cornerstone of the Mainland's heavy industries and source of raw materials, Liaoning has developed an efficient port, rail and highway transportation network. Moreover, fuelled by economic reforms, the private sector in the province has been experiencing explosive growth, employing about 250,000 additional workers annually.

In early July, Minister Zhu Rongji named Liaoning as the only province in the country that had so far implemented the pilot social security scheme.



Mission members pose for a group photo at the Kim Il Sung Mausoleum in Pyongyang.

團員在平壤金日成紀念碑前拍攝團體照。



Members meet with officials from the Korea Council for the Promotion of International Trade.

代表團拜訪朝鮮對外貿易促進委員會。



Minister of Finance of DPRK Mun Il Bong (2nd from right) receives the delegation in Pyongyang.

朝鮮民主主義人民共和國財政部長文日峰(右二)在平壤接待訪問團。

Rich in natural resources, northeast China is also home to established heavy industries supported by a developed transportation network, and a skilled yet low-cost workforce. Its geographical location allows commodities to be shipped by sea via Dalian and exported by land via border cities of Heilongjiang to Russian ports such as Vladivostok and then onto Europe. Such advantages translate into enormous commercial and trade opportunities for Hong Kong businesses, Mainland officials told the delegation.

HARBIN, HEILONGJIANG PROVINCE

Heilongjiang offers strong tourism potential, both in sightseeing tours in summer and ice tours in winter. The province is also developing its organic agriculture industry and accelerating its drive into

NORTH KOREA

During their visit to Pyongyang, the delegation was received by Minister of Finance of DPRK Mun Il Bong and Vice Chairman of the Korea Council for the Promotion of International Trade (KOMT) Kim Jong Gi.

KOMT updated the delegates on the history and recent developments of the country's trade and investment sectors. He expressed his hopes that trade and economic cooperation between North Korea and other regions, especially Hong Kong, could be expanded. DPRK officials were also candid about the problems the country faces.

With the collapse of the Soviet Bloc, North Korea lost its barter trade avenue and has since struggled to get along with the world free market economy given its severe foreign exchange shortage, they said. Recent droughts and natural disasters have devastated its agri-

往訪北朝鮮和中國東北

總商會率先組團往北朝鮮進行商務考察

姚暉

總商會總裁翁以登博士於7月8至13日率領17人代表團，往中國東北和朝鮮民主主義人民共和國訪問。考察團首先造訪中國東北黑龍江和遼寧兩省，獲得黑龍江省省長宋法棠、遼寧省省長薄熙來和副省長夏德仁的熱情接待。他們分別向考察團介紹兩省最新的經貿發展和外商投資情況。

內地官員向代表團表示，中國改革開放20年來，香港商界與內地的經貿交往大都集中在珠江三角洲及沿海一些大城市。最近，香港雖把注意力轉向西部大開發，但在中國東北地區仍商機勃現。

中國東北擁有豐富的自然資源、深厚的重工業基礎、發達的交通系統網絡，以及技術能力強而工資低廉的勞動人口。此外，該地亦享有交通便利，貨物可從海路經大連、從陸路經黑龍江的邊境城市，向俄羅斯的海參威等港口輸往歐洲。內地官員稱，這些優勢可為香港商界提供巨大的經貿發展空間。

黑龍江省哈爾濱

黑龍江省具有發展生態旅遊的獨特優勢，十分適合開發夏季避暑觀光遊和冬季冰雪遊。黑龍江省現正大力開發有機農業，加快綠色食品的生產、加工、銷售、服務一體化進程。

黑龍江與俄羅斯接壤邊境線長達3,000公里，該省已開通了25個國家一類口岸，具有沿邊開放的地緣優勢，發展邊境貿易具有得天獨厚的巨大潛力。

遼寧省瀋陽

在瀋陽，考察團瞭解到遼寧省具有豐富的自然資源，尤其是金屬和能源礦藏儲量豐富。

作為全國重工業和原材料基地，遼寧已形成以港口為門戶，以鐵路為動脈，以公路幹線為骨架的立體交通運輸網絡。鑑於國家經濟改革，遼寧的民營企業近年發展迅速，從業員人數每年增加25萬。

7月初，朱鎔基總理更指定遼寧省為全國唯一的試點省份，在全省範圍內推行社會保障制度。

北韓

在平壤訪問期間，考察團受到朝鮮民主主義人民共和國財政部



HKGCC Director and mission leader Dr Eden Woon (left) meets Heilongjiang Governor Song Fatang. 本會總裁及考察團領隊翁以登博士(左)與黑龍江省省長宋法棠會晤。



Liaoning Governor Bo Xilai (5th from left) hosts a welcoming dinner for mission members. 遼寧省省長薄熙來(左五)為本會訪問團設歡迎晚宴。

cultural production, but officials told the delegation that the situation was improving.

The North Korea government is seeking foreign trade and investment and will grant concessions to projects that help solve its food and technology shortages, officials said. Given its natural resources, low labour costs, the need for building infrastructure and the early development of the market, the delegation said that they felt North Korea warranted further study. **B**

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長文日峰及朝鮮對外貿易促進委員會副委員長金正基的熱情款待。

朝鮮對外貿易促進委員會向考察團介紹了該國對外經貿交流的歷史和現況，並表示希望未來能與更多國家和地區，特別是香港，發展貿易與經濟合作。北朝鮮官員坦言該國正面對很多問題。

隨著蘇聯的解體，北朝鮮失去與外界實行物資交換的貿易通道。由於外幣缺乏，北朝鮮與世界自由經濟市場併軌仍存在困難，而近年旱災和自然災害亦對其農業發展造成影響。但考察團獲悉，近期情況已有所改善。

北朝鮮政府也希望與外界加強經貿合作和交流，並將對幫助解決其糧食和科技短缺的項目予以優惠。考察團認為，朝鮮同樣具有資源，勞動力成本低廉，加上政府現在急欲發展基礎建設，市場剛剛開放，如果有合適的發展項目，北朝鮮不失為一個值得注意的投資地點。 **B**



A full house for a 140th Anniversary Distinguished Speakers Series luncheon on July 27 with the Chief Secretary for Administration Donald Tsang.
7月27日的「140週年特邀貴賓演說」午餐會座無虛設，主講嘉賓為政務司司長曾蔭權。

Business the catalyst of Hong Kong's success

SAR still has a lot going for it and has nothing to fear from neighbouring cities, says the Chief Secretary for Administration

Following are excerpts from a speech by the Chief Secretary for Administration Donald Tsang at a Chamber's 140th Anniversary Distinguished Speakers luncheon on July 27.

First, Hong Kong. How do we feel four years after the transition? Are we in good shape? Are we heading in the right direction? What does the future hold for us? Can we compete with our regional rivals?

These are good questions which I hear debated all around me. By legislators, commentators, critics, business people, academics, teachers, nurses, doctors, lawyers, taxi drivers and men and women on the top deck of the Shau Kei Wan tram. That's the great thing about Hong Kong: you never find yourself short of someone with an opinion to express or, more likely, an argument to make.

Some people worry about this apparently cantankerous tendency. But coming as I do

from a large and competitive family, and from a profession in which I have been encouraged to argue the point and defend my corner, I see this simply as part of the fabric of Hong Kong, and one of its greatest strengths. The trick is to harness this energy and enthusiasm – and occasional angst – and turn it to positive advantage.

Whatever our current problems, we need to be a bit more gung ho. We really do have a lot going for us.

Having said that, I can understand why in the aftermath of the Asian financial crisis, many of our fellow citizens still feel bruised and battered. I can understand why they are worried by the uncertainties of the world economy and the march of globalisation. That's only natural. But have we forgotten that Hong Kong is the most international of all cities – Asia's world city? Is it not true that globalisation will naturally benefit more those economies which are open and competitive? To my mind the new opportunities which globalisation offer are abundant enough to hurdle any hazards that may come our way.

The Chief Executive, in launching this Distinguished Speakers series, went into some detail about his vision of our role in the Pearl River Delta. It's a role full of promise, so long as we are prepared to seize the synergy.

The whole of China is our backyard. This is the country which is expected to become the world's second largest economy within the space of the next 25 years. Is that an opportunity or a threat? Will poor little Hong Kong get steamrollered on the way to this astonishing achievement? Will we be left behind by Shanghai? Let me deal with that last question, as it is one that has taken on a life of its own.

It has almost become an urban myth that before too long Hong Kong's star will be eclipsed by Shanghai's; that Shanghai is a 'happening' place that is fast catching up and even now luring business away from Hong Kong. More often than not, the rapid advances in Shanghai – and elsewhere in China such as Shenzhen and Guangzhou, not to mention Singapore and Sydney – are explained in terms of 'win and lose'. As in: Shanghai is becoming much more prosperous and open so therefore Hong Kong will lose out.

This proposition is far too simplistic. Not only that, it's wrong. Hong Kong and Shanghai do, and will continue to, play complementary, rather than competitive roles. Hong Kong is and will remain the pre-eminent international financial centre for the Mainland as well as in the wider context the major hub for regional headquarters in the Asia-Pacific. Shanghai will continue to develop as the major manufacturing, financial and business centre for the domestic Mainland market. The Mayor of Shanghai sums this up rather well by describing Hong Kong and Shanghai as the twin-engine of the national economic machine, helping the nation to take off, and reach higher economic platforms in this century.

商界驅動香港 踏上成功路

政務司司長：香港實力雄厚，無懼鄰近城市的挑戰

政務司司長曾蔭權應本會邀請，在7月27日「140週年特邀貴賓演說」午餐會上致辭，下文為講辭摘要。

首先，我們對過渡後四年的香港，有甚麼感想？我們是否保持良好狀態？我們是否正循著正確的路邁步向前？香港的未來會是怎樣？能否與區內的對手相比拼？有關這些問題的辯論時有所聞，言論來自不同階層、界別人士，包括立法會議員、評論家、議事者、工商界、學術界、教師、護士、醫生、律師、的士司機，以至坐於筲箕灣電車上層的市民大眾。這正是香港具備的優點之一：到處都可找到發表意見或表達言論的人。

有些人可能會憂慮這議論紛紜的顯著趨勢。但由於我出生於一個充滿競爭的大家庭，而本身的職業亦鼓勵我發表言論和維護自己的觀點，所以，我只視之為香港的特色和強項之一。竅訣在於如何能善用這股力量和熱忱，或偶然的痛苦，將它們轉變為優點。

無論面對甚麼難題，我們均要採取更加積極的態度。我們仍擁有一些優點。

話雖如此，我明白到為什麼許多市民在亞洲金融危機過後，仍感沮喪。我明白他們為何被全球經濟的不明朗景況和一體化所困擾。這是很自然的。然而，是否我們已忘記香港是亞洲國際都會、區內最國際化的城市？全球化是否不會惠及更多開放和具競爭力的經濟體系？我認為伴隨全球化而來的眾多新機遇，足以抗衡我們可能面臨的任何挑戰。

行政長官在特邀貴賓演說揭幕禮上，曾展望本港在珠江三角洲扮演的角色。他表示，只要我們準備就緒，把握與珠江三角洲接合的契機，香港的前途無可限量。

中國是香港的後盾，預期未來25年內，它將成為世界第二大

經濟體系。這是機會，還是威脅？在這令人驚嘆的進程中，細小的香港會否逐漸喪失優勢？會否落於上海之後？且讓我解答最後的問題，因為它意義重大。

香港近來廣泛流傳一個訛言，表示不久的未來，香港的星光將被上海所遮蓋；上海是一個「蓬勃發展」的城市，正極力急速迎頭趕上，甚至與香港爭奪生意。此外，論者以「零和論」來看待香港對比上海、深圳、廣州，甚至新加坡和悉尼等地方的迅速興旺。比方說，上海愈繁榮和開放，香港損失愈多。

然而，這種論點過分簡單，甚至乎根本是錯的。事實上，香港與上海將繼續互補互利，而非互相排擠。香港將繼續保持其中國國際金融中心的顯赫地位，而在較廣闊的層面，擔當亞太區域樞紐。至於上海，將繼續發展成為國內市場的主要製造、金融和商業中心。上海市市長曾描述香港與上海的關係為中國兩部強大的經濟引擎，比翼而飛，合力把國家經濟在本世紀內帶上層樓。



Mr Tsang: "For all our problems, real or imagined, Hong Kong has a hell of a lot going for it."

曾蔭權說：「無論問題孰真孰虛，香港均有能力解決。」

Having said that, there are certain major strengths that Hong Kong does have in comparison with our Mainland cousins, and will continue to have in the foreseeable future. These strengths factor heavily in the decision-making process of multi-nationals looking for a regional base, or of small and medium-sized enterprises looking for a foothold in the Mainland market or the Asian region.

The most important is our legal system. We operate under a common law system that is trusted, tried and tested by international business. Our capital account is fully convertible. A strong and well-regulated financial sector; a free press; the free flow of information; low taxes and a simple taxation

Is the business community out there in the market place of ideas and community aspirations, sleeves rolled up, making its case? Winning the arguments? Is the message of business getting through to the grass roots? How will philosophy and aims of business be translated into success at the ballot box? Believe me, sharp elbows and nimble footwork are required.

商界是否在爭奪輿論和民意市場中積極參與，主動出擊，贏得支持？商界的訊息能否傳達基層？營商哲學和宗旨的宣揚能否轉化為支持商界的選票？相信我，這需要堅強的身手和敏捷的步足。

system; a pool of managerial talent with international experience; ease of access, proximity to major markets; a dense network of services firms. And a clean, corruption-free administration that believes in a level playing field.

These are our strengths. This is the Hong Kong advantage. It's imperative that we protect and enhance these assets.

Just as the economic landscape is changing, so too is the political and social landscape. The government is subject to scrutiny now as never before: through the legislature and, unrelentingly, through the eyes of the media. We are being held to account for each and everything we do, both large and small. This trend is likely to become more marked as the political system develops in tune with the requirements and ultimate goal of the Basic Law.

There is certainly a recognition of this by the Hong Kong General Chamber of Commerce. I welcomed the initiative of this, our oldest and largest business organisation, just over two years ago when the general committee set out its stall, so to speak, on the

changes in the SAR's political scene. In acknowledging that the SAR political environment is evolving in one direction: towards greater democracy and a more developed, plural society, the General Committee had this to say: "Communication and dialogue with the media, with the politicians, and with the grassroots population is a requirement in the post-handover "Hong Kong people ruling Hong Kong" society. This dialogue will not be easy, since not everyone will agree with every agenda item of the business community and since politics is often messy and sometimes openly adversarial in nature. But businessmen must be prepared to roll up their sleeves and set out their case. And the business commu-

nity has a good case, since the true definition of 'business community' is almost as wide as the entire six-million-plus population of Hong Kong."

Now, more than two years on, how does the report card read? Is the business community out there in the market place of ideas and community aspirations, sleeves rolled up, making its case? Winning the

arguments? Is the message of business getting through to the grass roots? How will philosophy and aims of business be translated into success at the ballot box? Believe me, sharp elbows and nimble footwork are required.

Mr Chairman, I apologise if I have gone on at some length. But I did not want to let this opportunity slip to convey some important messages to this audience. First, that for all our problems, real and imagined, Hong Kong has a hell of a lot going for it; and we can capitalise on that if we rekindle some of our fighting spirit. Second, that we have nothing to fear from neighbouring cities so long as we leverage our unique advantage under One Country Two Systems. And third, that the business community needs to think about doing more to make its case in the SAR's evolving political scene. I hope these messages have provided some food for thought." **B**

You can read the Chief Secretary's entire speech on the Chamber's Web site, <http://www.chamber.org.hk/info/speech/01072701.asp>

不過，香港始終有些重大的優勢，是內地的兄弟城市無法追及的。這些優勢對跨國企業揀選地區總部，以及中小企業選擇在中國市場或亞太區設立據點，有舉足輕重的作用。

最重要的是我們的法制。我們採用的是一個獲國際企業信賴、行之有效的普通法制度。我們的資本可完全自由兌換。我們擁有強大而規管得宜的金融業、新聞和資訊自由流通、低稅率和簡單稅制、富國際經驗的管理專才、市場開放、鄰近主要市場、密集的服務業網絡，以及公平競爭市場不可或缺的廉潔管理架構。

這些是我們的強項，是香港的優勢，值得我們保護和不斷提升。

正如經濟狀況，政治和社會環境亦在不斷轉變。政府現正前所未有地備受立法會和傳媒與日俱增的監察。我們須對任何所做的大小事務負責。隨著我們的政治制度須依照基本法的要求和最終目的而發展，此勢趨將愈益明顯。

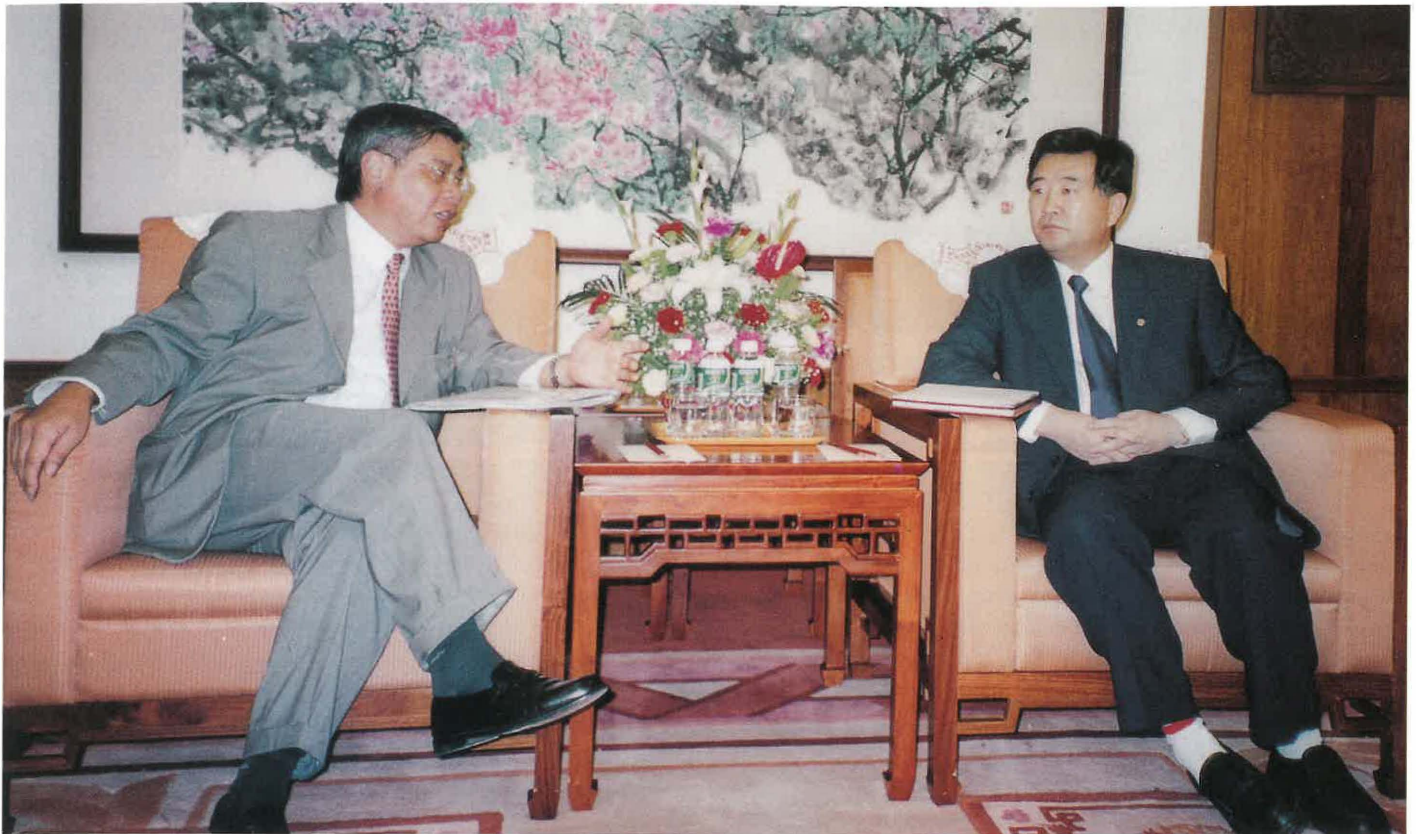
香港總商會肯定認同這種想法。我歡迎這本港最具歷史和規模的商會兩年前所決意採取的行動。貴會理事會在談論香港特區的政治轉變時，認同香港的政治環境正沿一個方向演變，就是愈趨民主，社會愈趨繁榮和多元化。理事會曾表示：

「在回歸後『港人治港』的社會，商界要與傳媒、政客和草根市民溝通和對話。這種對話絕非容易，因為並不是每個人均同意商界所提出的每項議題，而且政治亦常常是混亂的，有時更會引起公開對立。不過，商界須作好準備，主動出擊，以贏得支持。『商界』的真正定義差不多涵蓋全港 600 多萬人口，因此它有強大的支持基礎。」

商界提出這言論至今已超過兩年，成績如何？商界是否在爭奪輿論和民意市場中積極參與，主動出擊，贏得支持？商界的訊息能否傳達基層？營商哲學和宗旨的宣揚能否轉化為支持商界的選票？相信我，這需要堅強的身手和敏捷的步足。

主席先生，請恕我長篇大論，但我不想錯失這寶貴機會，向在座聽眾傳遞一些重要訊息。第一，無論問題孰真孰虛，香港均有能力解決，只要我們重新燃起拼搏精神，一定可以轉危為機。其次，只要香港能充分運用一國兩制的獨特優勢，便無須恐懼毗鄰城市的挑戰。最後，商界有需要在本港不斷演進的政治環境中，考慮更多的參與。希望這些訊息可供大家思考。」

政務司司長演辭全文載於本會網站 <http://www.chamber.org.hk/info/speech/01072701.asp>。



HKCSI Chairman Stanley Ko (left) meets with State Development Planning Commission Vice Minister Wang Yang.
香港服務業聯盟主席高鑑泉(左)與國家發展計劃委員會副主任汪洋會面。

HKCSI returns from fruitful study mission to Beijing

By Dr W K Chan

Boundless Ocean – that is a fitting description of the potential of the China market after the country enters the WTO. It is also the name of the vice minister who received the Hong Kong Coalition of Service Industries delegation to Beijing on July 16.

Arriving on the first day after the memorable weekend when Beijing won the bid to host the Olympic Games, the nine-member delegation, led by HKCSI Chairman Stanley Ko and Vice Chairman Anthony Griffiths, felt a lingering euphoria as they travelled from the airport to their meeting with the State Development Planning Commission (SDPC).

The Olympics was the first thing Mr Ko mentioned to SDPC Vice Minister Wang Yang. Everybody saw the relevance – after all, for Beijing City much of the Olympics will be about the service industries, about hospitality, efficient and friendly services, about connecting to the whole world.

The delegation discussed related topics with the SDPC and the more immediate issue than the Olympics that signals China's connection to the world is its impending entry to the WTO.

That is also a key theme of the World Services Congress 2001 which the Chamber and HKCSI are organising this September. Obviously, such an event will not be successful without the Mainland's participation. The HKCSI has, accordingly, sent invitations to a number of ministries in the Central Government seeking their support and participation.

Mr Wang told the Hong Kong delegation that SDPC Minister Zeng Peiyan had agreed to be an Honorary Patron of the congress, and that the commission had committed itself to sending a senior delegation to attend the congress, led by a ministerial level official.

The delegation spent the rest of the afternoon discussing service



Left: Mr Ko (left) meets the Department of Trade and Market Director General Huang Hai of the State Economic and Trade Commission, and MOFTEC Director General of International Trade and Economic Affairs Yi Xiaozhun (right).

左圖：高主席(左)拜會國家經濟貿易委員會貿易市場局局長黃海。

右圖：對外貿易經濟合作部國際經貿司司長易小準。

sector issues with the SDPC. They first met with the Department of Long Term Planning led by Yang Weimin. The department was the main contributor to the Tenth Five-Year Plan which was having a lot of coverage countrywide. This was followed by another meeting with the Academy of Macroeconomic Research under the SDPC, which fielded six experts from various fields to answer questions from the Hong Kong side.

From the discussion it was evident that the Mainland officials and economists were very conversant about Hong Kong. They were well acquainted, for instance, with long-term infrastructure projects such as the Deep Bay Crossing into Shekou and the planned Lingdingyang Bridge from Zhuhai. WTO remained a subject of great mutual interest and a lot of common ground seemed to exist, especially as the two sides exchanged views on logistics. Apparently, that was a priority area of development for both the Mainland planners and the Hong Kong business people. After all, logistics is where trade, commerce and distribution, and where Hong Kong and Mainland interests, converge.

The next morning the delegation called on the Department of Trade and Market headed by Director General Huang Hai of the State Economic and Trade Commission. His portfolio covered retail, distribution, servicing trades, transport and logistics – very important sectors not least because of the huge employment potential they bring about for the country.

The delegation then visited the Ministry of Foreign Trade and Economic Cooperation and were received by Director General of International Trade and Economic Affairs Yi Xiaozhun.

One recurrent theme highlighted with MOFTEC, but also mentioned in all other meetings, was the fulfilment of liberalisation commitments by the Central Government, whether as a concession for WTO entry or a unilateral opening to boost the central and western region. The Hong Kong delegation stressed that central policies must be matched by concrete action by the local governments, if the objectives of reform or market opening were to be accomplished. This point was clearly appreciated by officials that the delegation met.

After lunch, the delegation made a second call in as many years on the Development Research Centre of the State Council, another think tank body. The centre's Vice President Sun Xiaoyu exchanged views with the delegation on a wide range of topics and both sides were eager to explore opportunities of working closer with each other. ■

香港服務業聯盟 訪京之行

陳偉群博士

用「浩瀚的汪洋」來形容中國加入世貿後所具備的市場潛力，相信最貼切不過。事有湊巧，香港服務業聯盟代表團於7月16日訪問北京，承蒙接待的正是汪洋副主任。

北京奪得2008年奧運主辦權，訪京團於這項好消息發出後的週一抵達首都。全團9人由聯盟主席高鑑泉和副主席祈雅理率領，由北京機場往訪國家發展計劃委員會沿途上，深刻體會到北京市歡騰雀躍的氣氛。

高主席以北京成功申奧，與國家計委副主任汪洋打開話匣。在座各人均心有同感，認為對於北京市來說，奧運會關乎服務業的發展，離不開有效率和以客為尊的款待，以及中國與整個世界的貫通。

代表團與國家計委討論了多個相關事項，但在中國與世界併軌方面，較逼切的問題應是中國即將成為世貿會員國。

總商會與香港服務業聯盟於九月合辦的2001年世界服務業大會，其中焦點主題亦是中國入世。明顯地，大會能否圓滿舉行實在有賴內地的參與。因此，聯盟已致送邀請函予中央政府轄下多位部長，冀望他們的支持和參與。

汪副主任向香港代表團表示，國家計委主任曾培炎已同意擔任大會的名譽贊助人，同時，該委員會亦承諾派遣一個由部長級官員帶領的高層代表團出席大會。

訪京團午後續與國家計委商討服務業事宜，首先會晤由楊偉民主管的發展規劃司，該司負責推行覆蓋全國的第十個五年計劃。及後，訪問團與國家計委旗下的宏觀經濟研究院進行會談，研究院特別安排六位不同領域的專家，回答香港代表的提問。

從研討得悉，內地官員顯然十分熟諳香港情況，對本港長遠基建發展項目瞭如指掌，當中包括通往蛇口的後灣通道和計劃中由珠海伸延來港的伶仃洋大橋。當然，中國入世始終是中港雙方深感興趣的課題，尤其是就物流交換意見時，中港在多方面均想法一致。無容置疑，物流是內地政策規劃者和香港商界部率率先發展的項目，中港兩地對這個涉及貿易、商業和營銷的範疇，有著共同興趣。

翌日早上，代表團拜訪國家經濟貿易委員會貿易市場局局長黃海，其專責範圍廣及零售、分銷、服務貿易、交通和物流，僅就這些行業能為國家帶來的巨大就業潛力，便可知這些行業在內地所佔的重要地位。

代表團隨後造訪對外貿易經濟合作部，獲得國際經貿司司長易小準接待。

代表團在訪京行程所有會議中曾提及，但特別向外經貿提出的問題是，無論是為加入世貿作出的優惠措施，還是純為加速中西部地區發展的單方面開放政策，中央政府均須落實開放市場的承諾。香港訪問團強調，若要達到經濟改革或市場開放的目標，中央政策須得到地方政府的實際行動配合。這觀點獲得會面官員的明確認同。

午飯後，訪京團一如往年，拜訪中國另一政策智囊團國務院發展研究中心。中心副主任孫曉郁與團員就廣泛事項交流見解，雙方渴望創造更多機會，加強合作。 ■



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Saint's Alp Teahouse

When Maria Cheung needed to cool off strolling around the sweltering streets of Taipei in summertime, she would duck into one of the hundreds of teahouses that pepper the city and sip a refreshing ice tea. The imaginative "bubble teas," cool interior and rustic decor provided a welcome relief from the heat, noise and pollution of the streets. Before long she found herself heading for a teahouse to read the newspaper or a book, to have a snack, to meet with friends or all three.

Then she had an idea: why not open a Taiwanese-style teahouse in Hong Kong?

Mrs Cheung and her father, Cheung Chiu-hung, opened their first Saint's Alp Teahouse seven years ago in Mong Kok. Today, there are about 50 outlets in Hong Kong, Mainland China and the United States, and more on the way.

"In Hong Kong, we now have 35 teahouses. Apart from outlets on busy streets, we also have counters in food courts and shopping malls," said Saint's Alp Director and General Manager Lawrence Chan. "We are focusing our research and development in Hong Kong and considering opening more outlets in the United States this year. If the response to our three teahouses in New York is anything to go by, the U. S. market offers great potential."

Saint's Alp's unique concoctions of East-West "tea-shakes" have proven to be a hit among Hong Kong's teenagers. Its very

popular "bubble tea" combines conventional teas with cocktail-like quencher recipes.

"To further meet local demand, we added snacks and noodles to our menu; mainly popular dishes from Taiwan, Mainland China and Hong Kong," said Virginia Lee, manager of products and marketing for the company.

"We now offer over 100 items on the menu, to which we introduce at least two new beverage and snack series each year to offer customers some exciting new tastes," Mr Chan added.

THE FRANCHISE GROWS

When Mrs Cheung opened the first Saint's Alp in Mong Kok in 1994, the thought of franchising never entered into her mind. But with business at her second shop in Wanchai being equally brisk, her friends suggested she give it a try.

"About one third of Saint's Alp's teahouses are now run by franchisees," Mr Chan said. "In order to assure quality products and services, we provide comprehensive support and assistance to help investors, from choosing the right store location to interior design, to preparing for the opening, to the day-to-day operations."

The company requires franchisees and their staff attend a 15-day training course before opening their store. District managers then follow up to provide advice and help if needed on their operations with spot visits every two to three days.

To ensure franchisees maintain Saint's Alp's quality and theme, inspectors posing as customers regularly visit the teahouses.

"Experience in the catering and retailing industries can be an advantage for franchisees in running the business, but the most important factor is that they are committed to making the business a success. Money alone is not enough to make it work," Mr Chan said.

MEETING THE CHALLENGES

The success of bubble teashops in Hong Kong has spurred entrepreneurs to jump on the bandwagon and open similar operations.

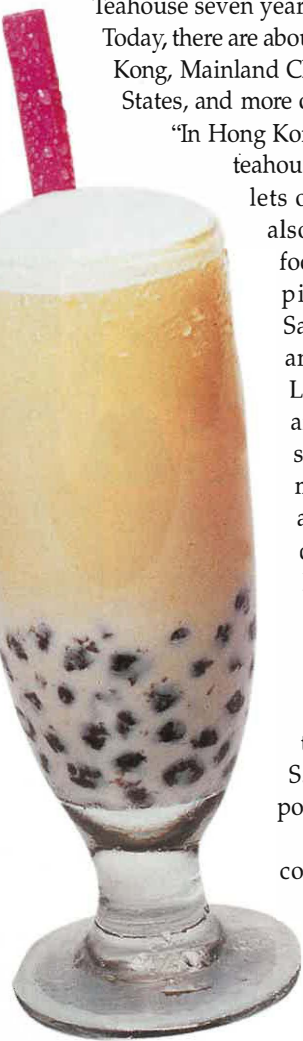


But Mr Chan said he views other teahouses as a challenge rather than a threat.

"Market competition is inevitable on a level playing field. Our products are not patented, just like hamburgers, which are not exclusive to McDonald's - you can buy one at Wendy's or Burger King, even the supermarket, you name it," Mr Chan said. "But the one thing we are very clear about is that it is the "brand" that counts. To uphold our image, continuously adding value to our brand, we believe that is the key to maintaining our leadership in the market."

Unlike its competitors, which blur between teahouse and restaurant, Saint's Alp is and always will be a "refuelling station" where people can sit back and recharge themselves with a refreshing beverage, quality service and a comfortable environment, he said.

"In terms of the number of chain stores, we are without doubt the leader in the market. And as far as products are concerned, although some products sold by other teahouses or restaurants are similar, we are confident customers prefer ours," he said.



仙跡岩



Lawrence Chan: "If the response to our three teahouses in New York is anything to go by, the U.S. market offers great potential."
陳錦添說：「依照紐約仙跡岩三間分店的市場反應看來，美國市場實在大有可為。」

在

酷熱的夏季，每當張嘉兒於台北市暑氣熏蒸的街道上踟躕時，總會走進市內的茶店，享受一杯冰涼凍飲來消消暑。在市內，這些茶店星羅棋佈，為顧客提供極具創意的珍珠奶茶。店內清幽的陳設和古樸的裝飾，讓顧客能暫離鬧市的煩囂和瘴氣。不久，張嘉兒已成為茶店常客，在店內閱報、看書、淺嚐小吃，或與朋友共聚聊天。

隨後，她萌起這樣的意念：「何不不在香港開設一間台式茶店？」

張女士遂於七年前，與父親張超鴻在旺角開設首間仙跡岩；時至今日，已有50多間分店，遍佈香港、內地和美國，並繼續擴充業務網絡。

仙跡岩董事總經理陳錦添說：「目前，我們在香港共有35間仙跡岩。選址方面，除了繁盛的大街外，還包括美食坊和購物商場。今年，我們除集中香港業務的研究和發展外，並考慮於美國增開分店。依照紐約仙跡岩三間分店的市場反應看來，美國市場實在大有可為。」

仙跡岩的飲品集中茶西飲的酪茶特色，廣受本地年青人歡迎。熱門之選「珍珠奶茶」採用傳統泡茶方法，揉合台式茶店的造茶技巧精心配製而成。

仙跡岩產品及市務推廣經理李敏莊說：「為了迎合本地人的口味，我們特意增添美點小吃和麵食選擇，主要是中、港、台三地的地道食品。」

陳錦添續說：「現在我們的產品已有100多種，而且，我們每年會推出至少兩款新的飲品和小吃系列，為顧客帶來嶄新口味。」

特許經營的發展

首間仙跡岩於1994年在旺角啟業時，張女士並無意開展特許經營，直至位於灣仔的第二間分店，業務同樣蒸蒸日上，好友遂建議她作出新嘗試。

陳氏說：「現時，旗下業務三分之一屬特許經營。我們為確保產品和服務的質素，會為加盟的投資者提供全面的支援，從店舖選址、店舖裝修，以至正式開業前的準備功夫和日常運作，均一一從旁協助。」

加盟者及其員工須先接受為期15天的培訓，才可正式開業。開業後，區域經理將每星期兩次到店舖巡視業務，並提供合適的實務指導和輔助。

為確保加盟者經營的分店，能符合仙跡岩的一貫水準和經營方針，總公司亦會安排督導員扮作顧客，定期巡舖。

陳先生說：「加盟者若擁有飲食和零售業的經驗，對經營這門生意無疑有利，不過，最重要的還是加盟者能全情投入，爭取好成績，單有本錢，並不足以成事。」

迎接挑戰

珍珠茶店在香港奠下成功的典範，令不少商家紛紛乘著這個勢頭，開辦相類的店舖。但對陳錦添來說，新興茶店並沒有對仙跡岩構成威脅，反而視之為挑戰。

陳氏說：「在一個公平競爭的市場，業內競爭在所難免，況且我們的產品沒有專利，就如漢堡飽，並不是只在麥當勞才可買到，Wendy's、Burger King，甚至超級市場也有發售。但我們很清楚，確立『品牌』是業務致勝的關鍵。所以我們致力保持鮮明清晰的形象，令品牌不斷增值，相信這是仙跡岩雄踞領導地位的主要因素。」

競爭對手的業務定位介乎茶店與餐廳之間，形象模糊不清。相對而言，仙跡岩卻一直貫徹茶店定位，作為顧客的「城市加油站」。在店內，顧客可在舒適怡人的環境下，小歇舒閒，享受清新送爽的飲品和優質服務，重拾生活幹勁。

陳氏說：「若以分店數目來看，我們無疑是業內翹楚。至於產品方面，縱使我們跟其他茶店和餐廳所提供的產品類同，但我們對自己的產品卻是信心十足，必定能獲得顧客垂青。」

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CHINA

Sixteen General Committee members attended a breakfast meeting on June 19 with Commissioner Ji Peiding of the Ministry of Foreign Affairs of the PRC in the HKSAR. At the meeting, attendees discussed issues on China's entry into the WTO, Sino-U.S., Sino-Japan and Mainland-Taiwan relations.

Huang Zhi Wei, director, Guangdong Association of Enterprises with Foreign Investment, Wang Lianping and Tang Wei, both deputy heads, Economic Affairs Department of Liaison Office of the Central People's Government in the HKSAR, attended a meeting on June 28 to discuss the investment environment in Guangdong. The meeting provided members with the opportunity to raise their concerns and opinions on the investment environment in Guangdong.



ASIA/AFRICA

Rathi V. Jha of the India Trade Promotion Organisation (ITPO), visited the Chamber on June 21. She was met by Chamber Chairman Christopher Cheng and Director Dr Eden Woon. The group discussed cooperation opportunities between ITPO and HKGCC, in addition to current developments in foreign trade and the IT industry in India. HKGCC is planning to organise a study mission to India in early 2002.



AMERICAS

H Y Hung was elected chairman of the Chamber's Americas Committee at its June 18 meeting. Meanwhile, Gary Ahuja and Steve Wong were re-elected as the committee's vice chairmen.

Ken Davies, chief economist and bureau chief, Economist Intelligence Unit Asia, spoke at a roundtable luncheon following the meeting on "Global Slowdown: The Impact on China and Hong Kong."

SME INDUSTRY STUDY GROUP CONVENES

HKGCC SME Committee Chairman K K Yeung (6th from right) and participants of a SME Industry Study Group meeting on professional services, which was held on 18 July, pose for a group photo. Six more meetings will be held for other industry sectors. The study aims to identify pressing needs of SMEs and how the Chamber and the government can be of help.

中小企行業研究小組會議

7月18日，本會中小型企業委員會主席楊國琦（右六）與中小企行業研究小組的專業服務界別人士召開會議，全體合照。除專業服務界別外，尚有六個業界組別的會議將陸續舉行，目的是要瞭解中小型企業的急切需要，俾能讓總商會和政府從旁協助。



Chamber 總商會

Oliver Ng, director, Business and Product Development, Hutchison CSFBdirect, spoke at the Chamber's July 11 roundtable luncheon on "Investing in the U.S. Stock Market: Opportunities Beyond



Technology Stocks." Mr Ng introduced financial products that were gaining in popularity in the U.S., such as Exchange Traded Funds, Holding Company Depository Receipts and American Depository Receipts.

香港總商會

委員會

主席

理事會

諮議會

鄭維志

美洲委員會

洪克有

亞洲及非洲委員會

戴諾詩

中國委員會

許漢忠

總商會海外講者團

施文信

e-委員會

鄭韓菊芳

經濟政策委員會

梁兆基

環境委員會

彭占士

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香港—台北經貿合作委員會

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太平洋地區經濟理事會

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李澤鉅

船務/運輸委員會

羅理奧

中小型企業委員會

楊國琦

稅務委員會

丁嘉善

香港服務業聯盟

執行委員會

高鑑泉

金融服務委員會

阮清旗

資訊服務委員會

區煒洪

專業服務委員會

羅寶信

地產服務委員會

蒲祿祺

旅遊委員會

呂尚懷

in Action 動態

中國

16位理事會成員於6月19日與中國外交部駐港公署特派員吉佩定舉行早餐會議，討論中國入世、中美、中日和兩岸關係等事宜。

廣東外商投資企業協會會長黃志煒、中央人民政府駐香港特別行政區聯絡辦公室經濟部副部長王遼平和唐煒在6月28日會議中，討論廣東投資環境。會員在會上提出他們對廣東投資環境的關注和意見。

亞洲及非洲

印度貿易推廣組織杰哈於6月21日到訪本會，由本會主席鄭維志和總裁翁以登

博士接待。會晤雙方除討論合作機會外，亦談及印度外貿和資訊科技業的最新發展。總商會正計劃於2002年初組團出訪印度。

美洲

美洲委員會於6月18日舉行會議，洪克有獲選委員會主席，加利和黃兆輝連任副主席。

同日，《經濟學人》信息部亞洲首席經濟師及部門主管戴維思在小型午餐會上發表演說，題為「全球經濟放緩對中國和香港的影響」。

和黃CSFB理財業務及產品發展總裁伍子權於7月11日小型午餐會上，發表他對投資美國股市的見解，並介紹科技股以外的其他投資選擇，如上市基金、行業基金和預託證券。



CHAMBER IN ACTION

EUROPE

Marta Kos, vice president, Chamber of Commerce and Industry of Slovenia, led a six-member delegation to visit the Chamber on June 18. Eva Chow, chief, International Business, HKGCC, received the delegation which included the Ambassador of the Embassy of the Republic of Slovenia in China Vladimir Gasparic, and Honorary Consul of the Consulate of the Republic of Slovenia in Hong Kong Bernard Lau.

Fritz-Harald

Wenig, director, Directorate C, DGT of the European Commission, addressed members at the Chamber's July 13 roundtable luncheon titled, "EU Anti-dumping Measures Towards Hong Kong and China." Mr Wenig spoke about recent EU anti-dumping cases against Hong Kong, how the system works and how companies can avoid related problems.



PBEC

The Pacific Basin Economic Council Hong Kong Member Committee held its 12th Annual General Meeting (AGM) on June 19 at the Chamber's boardroom. Before the AGM started, Robert Lees, secretary general of PBEC International, updated members on the PBEC Mid-term Meeting and the APEC CEO Summit to be held in Shanghai in October. At the AGM, David Eldon was re-elected as the chairman of PBEC Hong



Kong, while J P Lee and Douglas Fergusson were re-elected as vice-chairmen of the committee.

SME

The HKSME Award Judging Panel met on June 26 to interview finalist candidates. The panel decided on a gold winner and two silver winners for both the New SME Award and Best Managed SME Award. The SME Award Organising Committee then met on 28 June to follow up the preparation of the award presentation.

ENVIRONMENT

Dr Ellen Chan of the Environmental Protection Department discussed the SAR's waste management strategy at the Business Council on the Environment's June 27 meeting.

The Eco-Business Award, jointly organised by HKGCC, the Environment Campaign Committee and Chinese General Chamber of Commerce, was launched on June 30. The award consists of four categories: Green Office, Green Construction Contractors, and Green Housing Management – public and private housing.

INDUSTRY AND TECHNOLOGY

Dr Sam Ho, founder of the Hong Kong 5-S Association, spoke at the Chamber's June 21 roundtable luncheon on "Improving Productivity and Competitiveness by 5-S Technique." 5-S has been widely practised in Japan for many years, and Dr Ho said it can be used to solve many everyday problems.



歐洲

斯洛文尼亞商工總會副會長科斯於6月18日率領6人代表團到訪本會，由國際商務部主管周紫樺接待，代表團成員還包括斯洛文尼亞駐中國外交大使加什帕里奇和斯洛文尼亞駐港名譽領事劉志偉。

歐洲委員會電訊總局局長韋尼希出席7月13日小型午餐會，題為「歐洲聯盟對香港和中國實施的反傾銷措施」。韋尼希談及歐盟最近對香港實施的反傾銷個案、整套系統的運作和企業如何防避有關問題。

太平洋地區經濟理事會

太平洋地區經濟理事會中國香港委員會於6月19日在總商會理事會議室召開第12屆週年大會。會前，太平洋地區經濟理事會秘書長利斯向會員匯報太平洋地區經濟理事會中期會議，以及10月於上海召開的亞太經合組織企業領袖高峰會最新動向。會上，艾爾敦再次膺選太平洋地區經濟理事會中國香港委員會主席，李澤培以及傅格信亦連任副主席職位。

中小型企業

6月26日，香港中小企業獎評判團會見入圍參賽機構，分別就「新創辦中小企業獎」和「最傑出管理中小企業獎」兩個獎項，定出一名金獎得主和兩名銀獎得主。中小企業獎籌備委員會隨後於6月28日開會，跟進頒獎典禮的準備工作。

環境

環境保護署陳英儀博士於6月27日商環環保協會會議上，討論香港的廢物管理策略。

香港環保企業獎由香港總商會、香港環境保護運動委員會和香港中華總商會等機構合辦，其開幕典禮於6月30日舉行。四大獎項包括：環保辦公室獎、環保建築承建商獎、環保物業管理獎（私營及公營房屋）。

工業及科技委員會

香港五常法協會創會主席何廣明教授於6月21日小型午餐會中以「五常法：提升生產質素及競爭力的竅門」為題發表演說。在日本，五常法多年來一直被廣泛採用，而何教授亦表示，五常法可用來解決眾多日常生活上的問題。

FOR THE RECORD

通告

Deborah Annells was re-elected chairman of the Asia/Africa Committee at its June 1 meeting, while Barrie Cook, Manohar Chugh and K L Tam were re-elected as vice chairman.

戴諾詩於6月1日召開的亞洲及非洲委員會會議中連任主席，高保利、文路祝和譚廣濂再度獲選副主席。



with SIMON TAM

Wine Review

酒評特區

Tanca Farra 1988

Tenute Sella & Mosca

\$188, Castello del Vino 2866 0587

Sardinia is the second largest island in the Mediterranean. Although a reliable supplier of cooperative made, blandly-taste wines, there is a small but growing handful of quality estates such as Tenute Sella & Mosca. Tanca Farra is made with a blend of Cabernet and the local Cannonau where it is known as Alicante in Spain. This is a rich, full and mellow wine that is only showing a fraction of its 12 years of age. Aromas of herbs and spiced with a hint of Cabernet fruit. Try with matured Parmesan.

薩迪尼亞是地中海第二大島嶼，有賴這島的供應，我們方可品嚐經合作釀製、味道淡雅的葡萄酒。島上的優質莊園屈指可算，計有 Tenute Sella & Mosca，但這類莊園的數目正日漸增多。Tanca Farra 由 Cabernet 和當地的 Cannonau 混合調配而成，Cannonau 即西班牙人熟悉的 Alicante。這款葡萄酒的酒質豐穠，12 年的酒齡已使酒味馥郁芳醇，帶有香草和卡百內黑葡萄的芳香。適宜配以 Parmesan 芝士。

Mas Collet 1997

Bodegas Capannes

\$298, Watsons Wine Cellar 2147 3640

Mas is actually the southern French term for a Domaine and this stunning, smooth and ageworthy Mas Collet is produced in Tarragona just across the French border in the north-east of Spain. There is definitely life after the brown and stale red and white Rioja of the past. Mas Collet combines the local Garnacha-Grenache, the French Carignan known as Carinena in Spain and the inevitable Cabernet Sauvignon. The maturation of the blend in French and American oak is carefully timed to preserve the fruitiness. Serve to a good friend.

Mas 是法國南部用語，意思為莊園。

Mas Collet 這款順滑、酒齡十足的頂級佳釀便是產於與法國接壤的西班牙東北部塔拉戈納，足可比擬為 Rioja 紅酒和白酒的再生。Mas Collet 混有當地的 Garnacha-Grenache、法國 Carignan (即西班牙的 Carinena) 和不可缺少的 Cabernet Sauvignon。此酒放入法國和美國製造的橡木桶中陳化和貯存，為確保果味猶存，貯藏時間須十分準確。與知己共享，可謂賞心樂事。

Unwooded Chardonnay 1999

Shaw and Smith

\$138, Kedington Wines 2898 9323

There were great many experimental styles of Australian Chardonnay in the 1980s. Most of which were so heavily oaked and buttery that consumers mistook it for the true Chardonnay flavours. In the early 1990s a small but quality conscious band of winemakers were determined to reinstall the lost reputation of Chardonnay and created a revolutionary style of unoaked Chardonnay. The Shaw and Smith unoaked Chardonnay is fruity with tones like pineapple and ripe rock melon, enjoy this wine young. Serve with fish and chip.

澳洲 Chardonnay 在八十年代成功推出不少新款式，大部份混有濃郁的橡木和奶油香味，使顧客誤以為這便是 Chardonnay 的原味。及至九十年代初期，數家注重酒質的釀酒商決定重振 Chardonnay 雄風，另外創製一款完全沒有橡木香的新款 Chardonnay。Shaw and Smith 釀製的這款 Chardonnay 新口味別富果香，酒色如菠蘿和熟甜瓜，適宜新酒品嚐，並與炸魚、薯條配搭最佳。



Grande Reserve Cabernet Sauvignon 1998

Los Vascos

\$170, Omtis 2333 0241

Grown in just about the best climate and soil in Chile while owned and made by the legendary winemakers of Chateau Lafite, Los Vascos is a tasty synergy between the old and the New World. The Grande Reserve blend of Cabernet and a little Merlot is made only in exceptionally good years. It is dense, dark and full of flavours. There is a little smoky oak and lot of luscious fruitiness. The wine is delicious now but will reward further five to eight years of cellaring. Try with fried beef hor fan.

Los Vascos 採用的葡萄，產自智利宜人的氣候和優質的土壤，再由聞名遐邇的釀酒商 Chateau Lafite 在自設葡萄園中挑選出來，經悉心釀製而成，是揉合新舊元素的巧妙結晶。Grande Reserve 混有 Cabernet 和少量 Merlot，只在葡萄豐收的年份才釀製。濃稠、色深、酒味豐厚、帶有淡淡的燒橡木香味和馥郁的甘糖果香。這個時候來品嚐，已是滋味無窮，若再藏於酒窖五至八年，更是極品享受，與乾炒牛河配搭尤佳。

Syrah 98

La Strada

\$205, Ponti 2810 1682

Marlborough, on the northern tip of the southern island of New Zealand is better known for being the home of Cloudy Bay Sauvignon Blanc. However, this elegant, medium bodied Syrah may soon proudly promote the region as well. Unlike many Australian Shiraz, La Strada is only lightly oaked and unlike Hermitage and Cote Rotie, this example is not over powerful like distilled-fruit juice or fruit-jam. It is fragrant with plenty of freshly ground blackpepper and a really nice texture. Try with lobster and black bean sauce.

馬爾伯勒位於紐西蘭的北端，較為人所共知的，是該處出產的 **Cloudy Bay Sauvignon Blanc**。不過，相信這欸格調高雅、入口柔順的 **Syrah** 也快將使該地聲譽日隆。**La Strada** 只略帶淡雅的橡香，有別於眾多澳洲出產的 **Shiraz**，亦與 **Hermitage** 和 **Cote Rotie** 不同。它如清純果汁或果醬般不會過份濃烈。由於摻入黑胡椒粉，故香氣撲鼻，口感堅實。與豉汁龍蝦為最佳配搭。

Roero Arneis Vigna Tabaria 2000

Luca Abrate

\$125, Abrate and Sons 2541 7234

The delicious white grape Roero Arneis is exclusive to Piedmont in northwest Italy. Vigna denotes a wine originating from a single vineyard only. This example has received extra tender loving care in the growing and making to ensure that it is neither diluted nor thin like the majority can be. This Arneis is fragrant with aromas of white flowers. It is unwooded to allow the full fruit character to come to the forefront. It is crisp without being excessively dry or sour. Best served with Thai fishcakes.

味美的 **Roero Arneis** 白酒是意大利西北部皮德蒙特的特產。**Vigna** 所選的葡萄，也只有一家葡萄園獨家供應。這亦表示，葡萄生長和釀酒過程均經額外悉心處理，故大部份酒類產品的缺點，如酒被稀釋，或酒身不夠厚的情況，可因此避免。這款 **Arneis** 帶有馥郁花香，不存放於橡木桶裡釀製，使果味特性更為突出，清爽而略帶酸味，勻和適中，泰式魚餅是最佳配菜。 **B**

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EDITOR'S NOTE:

We are interested to hear your opinion on the new Food & Wine column in *The Bulletin*. Please email your comments, both good and bad, to: bulletin@chamber.org.hk, or fax: 2527 9843.

備註：

《工商月刊》歡迎讀者對「酒評特區」發表意見，請透過電郵：bulletin@chamber.org.hk 或傳真：2527 9843，將評論送交本刊。

Business lunches 商務午餐精選



萬麗海景酒店

酒店的健量自助午餐現已煥然一新，為注重健康的顧客帶來沙律、粉麵、熱湯、蔬果、海鮮、肉類和咖喱等多款選擇。喜愛日式食品的人士可品嚐新鮮魚生和壽司，以及由主廚即點即製的最新推介加洲手卷。此外，還有低卡路里甜品供應。

每位 160 港元。電話：2802 8888(內線6353)。

Renaissance Harbour View Hotel

The hotel's Slim & Trim Lunch Buffet (above) has a new look and menus. Those watching their weight can choose from a salad bar, pasta or noodle dishes, hot soup, vegetables, seafood, meat and curries. Japanese food lovers can also try the fresh sashimi and sushi, in addition to the newly introduced California hand rolls, prepared on the spot by the hotel's chefs. Low-calorie desserts are also served. HK\$160. Tel. 2802 8888 ext 6353.

The hotel is also serving at its Lobby Lounge a Light Buffet featuring salads and desserts, such as sesame-seared tuna fillet with orange pickles, vegetable spring rolls, peppered tempura chicken, prawns and fried lotus root, and smoked trout on chicken pea and leek tortilla. HK\$98. Tel. 2802 8888 ext. 6983.

The hotel's coffee shop serves an international selection of 12 main courses which include, among others: beef brisket curry, baked pork chop with fried rice, baked chicken "Portuguese" style, fried rice "Fuzhou" style, roasted pork neck "Thai" style, stir-fried spaghetti in satay sauce, grilled sirloin steak in garlic sauce, fillet of sole meuniere, pork knuckle with sauerkraut, and Renaissance club sandwich. HK\$88. Tel. 2802 8888 ext. 6970.

大堂酒廊呈獻沙律和甜品自助餐，包括吞拿魚、蔬菜卷、雞、鮮蝦、龍蝦、鱒魚和煎餅。每位 98 港元。電話：2802 8888(內線 6983)。

咖啡座的地道風味午餐推介 12 款主菜，計有咖喱牛肉、烤豬扒、葡式烤雞、福州炒飯、泰式燒豬頸肉、意大利粉、牛腰扒、鱈魚柳、特色三明治等。每位 88 港元。電話：2802 8888(內線 6970)。

The Excelsior

ToTT's Asian Grill & Bar has introduced a new lunch buffet concept that is based on an appetiser and dessert buffet, along with a choice from five main course options. Popular appetisers served include fresh sashimi, sushi, oysters and yabbies along with salads and small appetisers, and excellent selection of desserts. HK\$198. Tel. 2837 6786.

The Excelsior's Cammino, Italian restaurant Cammino serves a two-course menu which comes with an antipasta buffet and a choice of main dish, such as porcini mushroom risotto or poached black cod. The restaurant also serves a wide variety of pasta, meat, seafood and vegetarian dishes. HK\$158. Tel. 2837 6780.

怡東酒店

ToTT's 亞洲扒房及酒吧推出全新自助午餐，以頭盤和甜品為推介重點，伴以五款主菜可供選擇。令人難以抗拒的頭盤包括新鮮魚生、壽司、生蠔、蝦和多款沙律及精緻前菜，另有多種精美甜品，帶給食客無限驚喜。

每位 198 港元。電話：2837 6786。

Cammino 意大利餐廳的兩道菜套餐包括意大利前菜自助餐和主菜，主菜可選香檸松茸飯、烤羊鞍配蠶豆茸或香煎龍利配麻菜沙律等；此外，還有不同的麵食、肉類、海鮮和素菜，定有一款合您心意。

每位 158 港元。電話：2837 6780。

Holiday Inn Golden Mile

The hotel's Avenue Restaurant & Bar is serving modern European cuisine prepared by Chef Marc Toutain. Avenue offers a variety of fixed-lunch menus that include vegetarian fare.

HK\$178 for two persons, or HK\$198 for three persons. Tel. 2315 1118.



金域假日酒店

雅梵妮餐廳及酒吧的總廚 Marc Toutain 呈獻別具特色的現代歐陸風格美食，為顧客提供多款午膳精選，包括素菜。兩道菜 178 港元、三道菜 198 港元。

電話：2315 1118。

Hotel Miramar

The hotel's Dong Restaurant is serving a shark's fin and dim sum set lunch, which includes braised shark's fin soup, two dim sum dishes, vegetables, congee and dessert. HK\$138. Tel. 2315 5166.



The Miramar's Xi Restaurant is offering a business set lunch which for starters offers a choice of sashimi, smoked salmon, fresh oysters, crispy salads and soup of the day. Entree dishes include marinated sea bream with fresh dill on taro sauce, poached lobster and scallops, baked sole fillets with cafe de Paris butter, mixed grill with cranberry sauce and deep-fried herbs, and sauteed chicken breast with fedelini and pinenuts, followed by a dessert buffet offering cakes, mousse and fruit, tea or coffee.

HK\$138. Tel. 2315 5155.

美麗華酒店

東宮呈奉午市排翅和點心套餐，菜式包括紅燒排翅、點心兩款、時菜、粥和甜品。每位 138 港元。電話：2315 5166。

西宮商務午餐的頭盤選擇有刺身、煙燻三文魚、鮮蠔、沙律和精選餐湯。主菜可選魚、龍蝦、扇貝、烤肉、雞胸，以及精美糕點、奶凍、鮮果等自助甜品和咖啡或茶。每位 138 港元。電話：2315 5155。

Mandarin Oriental

Man Wah, the hotel's signature Cantonese restaurant, is serving a set business menu, which includes roasted fillet of eel and barbecued pork, double-boiled shark's fin soup with sea conch, winter melon and Kam Wah ham, stirfried sliced chicken with chilli and vegetables, deepfried yellow croaker with black vinegar sauce, braised mustard green with crabmeat, fried rice with diced seafood in X.O. sauce, chilled coconut cream with palm seeds, mango, pomelo and melon, and Chinese tea. HK\$588. Tel. 2522 0111.

文華東方酒店

文華粵菜館最新推出的商務套餐菜式豐富，計有燒鱸拼叉燒、科夾瓜螺頭翅、川椒翠雞球、糖醋菊花魚、蟹肉扒菜膽、X O 醬海鮮飯、楊枝甘露和中國名茶。每位 588 港元。電話：2522 0111。

Hotel Furama

The hotel's La Ronda Restaurant offers a wide selection of set menus, including Japanese, curry, Chinese BBQ, pasta or carving set, which includes a soup, fresh fruit as well as coffee or tea. HK\$138. Tel. 2848 7422.

Furama's Lau Ling Bar offers a lunch buffet from Monday to Friday serving salads,

freshly cooked pasta, a roast, oysters, and a selection of hot items and desserts. HK\$178. Tel. 2842 7506.

富麗華酒店

旋轉餐廳的中午套餐提供日式美食、印度咖喱、廣東明爐燒味、意大利麵食和西式烤肉，務求滿足您的不同口味。每款套餐均奉上餐湯、鮮果和咖啡或茶。每位 138 港元。電話：2848 7422。

劉伶吧逢星期一至五備有自助午餐，獻上沙律、新鮮麵食、燒烤、蠔和多款熱盤及甜品，任君挑選。每位 178 港元。電話：2842 7506。

Harbour Plaza Hong Kong

The hotel's restaurants are serving a variety of lunch options. These include: The Promenade - Chinese dim sum lunch with dessert buffet at HK\$88. International lunch buffet at HK\$145. Robotayaki - special robotayaki set lunch from HK\$90. Harbour Grill - executive luncheon at HK\$168. Pit Stop & Dino's Italian lunch buffet at HK\$145. Corner Cafe - home-made bruschetta with freshly sliced parma ham at HK\$45. Tel. 2996 8678.



海逸酒店

海逸酒店多家餐廳獻給您的午膳套餐包括：The Promenade—中式點心午餐連自助式甜品(每位 88 港元)和國際美食自助午餐(每位 145 港元)；Robotayaki—精選爐端燒定食(每位 90 港元起)；Harbour Grill—行政午餐連咖啡或茶(每位 168 港元)；Pit Stop & Dino's—意大利風味自助午餐連汽水一杯(每位 145 港元)；Corner Café—自製意式香脆麵包配意式火腿(每位 45 港元)。電話：2996 8678。

All prices are subject to 10 per cent service charge. 以上價格須另加一服務費。

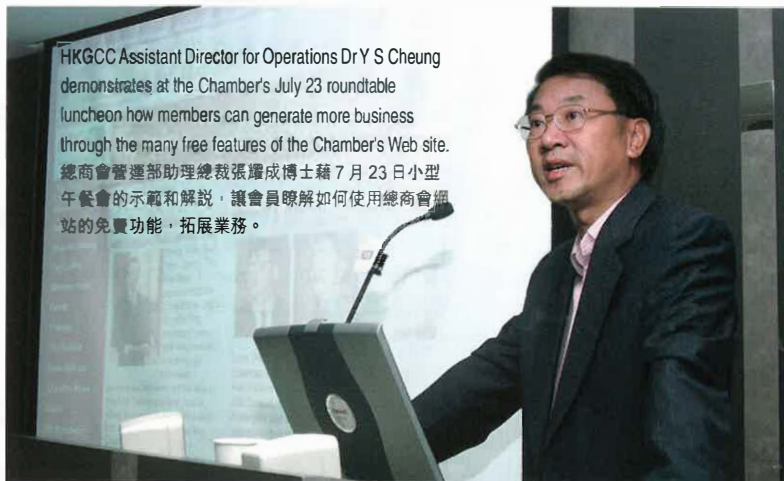


HKGCC Chairman Christopher Cheng (left) and Director Dr Eden Woon (right) escort Chief Secretary for Administration Donald Tsang to his table at a 140th Anniversary Distinguished Speakers Series luncheon on July 27, at which Mr Tsang was the guest speaker.
政務司司長曾蔭權應邀於7月27日「140週年特選貴賓演說」午餐會上致辭，他在總商會主席鄭維志（左）及總裁翁以登博士（右）陪同下進入會場就座。

Eye Spy 活動花絮

HKGCC SME Committee Chairman K K Yeung (left) introduces Chamber Legco Representative James Tien to the audience at the SME Town Hall Session on July 27.

總商會中小型企業委員會主席楊國琦（左）於7月27日中小企會員議事大會上，向與會者介紹總商會立法會代表田北俊議員。



HKGCC Assistant Director for Operations Dr Y S Cheung demonstrates at the Chamber's July 23 roundtable luncheon how members can generate more business through the many free features of the Chamber's Web site.
總商會營運部助理總裁張耀成博士藉7月23日小型午餐會的示範和解說，讓會員瞭解如何使用總商會網站的免費功能，拓展業務。

NORTHEAST CHINA & NORTH KOREA SPY 中國東北及北韓訪問團花絮



Delegates of the Chamber's study mission to Northeast China and DPRK pose for a group photo in Harbin
總商會組團往中國東北和朝鮮民主主義人民共和國考察，團員在哈爾濱拍攝團體照。



Toasting to future business cooperation at a lunch hosted by Heilongjiang Governor Song Fatang.
由黑龍江省省長宋法業主持的晚宴上，全體互相祝酒，祈願商務合作發展順利。



Delegates tour a garment factory in North Korea.
代表團造訪北韓一家製衣廠。

CHAMBER FORECAST

UPCOMING EVENTS

- 20 August**
Roundtable luncheon: "Debt collection techniques in HK and the Mainland" (*Cantonese*)
小型午餐會：香港及國內債務清收技巧
- 21 August**
New Members' Briefing (*English*)
- 22&23 August**
Training: Professional Business Writing Skills for Managers (*English*)
高級商業寫作技巧工作坊
- 23 August**
Training: How to be an Outstanding Receptionist (*Cantonese*)
如何成為一位卓越之接待員
- 24 August**
Training: Empowering Your Presentation Skills (*Cantonese*)
如何提高表達技巧
- 29 August**
Roundtable luncheon: "How to Recruit Professionals in Mainland" (*Mandarin*)
如何在內地招聘專業人士
- 30 August**
Luncheon with Michael Eisner, Chairman & CEO, The Walt Disney Company (*English*)
- 3 September**
Training: Identifying possible risks through legal documentation in China (*Cantonese*)
如何從法定文件評核國內公司之業務風險
- 4 September**
Training: Setting up a business in the PRC (*Cantonese*)
如何在內地成立公司
- 5 September**
Training: Mandarin Speaking Group for Managers (Basic) (*Cantonese*)
- 8 September**
Training: Survival Japanese for Beginners (*Japanese*)
- 7~9 September**
Mission to Xiamen for China Fair for International Investment and Trade
- 10 September**
Training: A guide to setting up a private venture in the PRC (*Cantonese*)
如何在內地設立私營企業
- 11 September**
WTO Workshop - Banking Sector
- 11 September**
Training: Taxation issue and mitigation measures for businesses conducting domestic sales and foreign investment in the PRC (*Cantonese*)
大陸經商內外銷稅務承擔與節稅安排
- 12 September**
Training: How to Package Your Message into a Good Story: Media Training for Senior Managers & Corporate Representatives (*English*)
- 13 September**
Training: Professional Telephone Skills (*Cantonese*)
- 15 September**
Heart Health at Work - Health Check and Educational Talk
- 18 September**
WTO Workshop - Insurance Sector
- 20~21 September**
World Services Congress 2001 Hong Kong
"Services - The Driver for the Global Economy"
- 24 September**
Asia / Africa Committee Cocktail Reception In Honour of Consuls General of Asian and African Countries in Hong Kong
- 25 September**
Members Cocktail - After Work Networking with HKGCC Members & the General Committee Members

COMMITTEE MEETINGS

20 August
Industry & Technology Committee Meeting

5 September
Americas Committee Meeting

7 September
Asia / Africa Committee Meeting

13 September
Taxation Committee Meeting

18 September
General Committee Meeting

19 September
China Committee Meeting

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

OUTBOUND MISSIONS

7-9 September
Mission to Xiamen for China's International Fair for Investment & Trade

29 September ~ 6 October
Mission to Hungary, Poland and the Czech Republic

140TH ANNIVERSARY

Distinguished Speakers Series

30 August
Luncheon with Michael Eisner, Chairman & CEO, The Walt Disney Company

24 September
Luncheon with John Bond, Chairman, HSBC Holdings Plc

Date to be confirmed
Luncheon with Dai Xianglong, Governor, The People's Bank of China

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TRAVEL

Air France Online Booking

Air France's Cybairfrance online booking engine is available on its Hong Kong Web site, www.airfrance.com.hk, and offers customers the added convenience of booking and purchasing tickets online from 5 days to 10 months prior to their departure. Tickets purchased can be mailed directly to passengers, or be picked up at Air France downtown or airport office*.

* The mailing and pick-up service is made available only to customers staying or residing in Hong Kong

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Diamond Fare Promotion

Good fortune for the over 60s: fly to Australia for just \$3,999 and New Zealand for \$4,999

Period: 01 August to 31 October 01

Special Fare to Australia for JUST HK\$3,999:

- Passenger aged 60 and above
- To Sydney, Melbourne, or Brisbane
- Validity of ticket is up to 21 days

Special Fare to New Zealand for JUST HK\$4,999:

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- Validity of ticket is up to 21 days

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