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October 2020

HKGCC: The Voice of Business in Hong Kong

bulletin

工商月刊

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for relaunching the economy

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Charting Our Return to Growth

Our community needs to focus on activating a strong plan to reboot the economy



為增長做好準備

社會需要聚焦更有效的刺激經濟方案

轉瞬間，已經踏入第四季。回首2020年，相信大家都會形容為全球疫症大流行導致經濟癱瘓的一年。當務之急，我們應該把握機會，好好規劃如何讓經濟重拾動力。

政府此前推出的「保就業」計劃，的確紓緩了不少本港企業的壓力。行政長官將於10月14日公布新一份《施政報告》，相信屆時將交待更全面的經濟發展方案。

目前香港經濟正處於谷底，意味復蘇的路將相當漫長。基於疫情防控的需要，訪港旅客已經連續數月按年大跌99.9%，而零售業的情況更壞，今年首八個月的零售銷售按年下跌超過三成。無論旅遊、航空及零售等多個行業，都需要旅客和本地消費者的支持。事實上，很多企業已處於倒閉的邊緣。

執筆之時，幾項保持社交距離的措施已經放寬，例如食肆堂食時間延長至午夜，酒吧、主題公園、游泳池等可以重開，商界當然歡迎，更期望可以穩步回復昔日的熱鬧情況。唯有維持這個良好勢頭，香港經濟才能盡快收復失地。隨著疫情穩定下來，我們需要逐步回復跨境活動，包括香

港與內地及其他亞洲主要市場的個人和商務旅遊，帶動各行業走出谷底。

參考政府的預測，今年全年經濟將會收縮6%至8%，明年可望錄得正增長。從目前的情況來看，認為明年會回復增長是相當樂觀，但過去幾十年，香港經歷了金融風暴、「沙士」等，經濟都能夠快速反彈，這並非僥倖。

縱然面對各種挑戰，香港仍然是個吸引國際企業營商的地方。本會會員向我們表示，海外的商界領袖仍然重視香港營商的優勢，例如方便營商、清晰的規管環境，以及背靠內地市場（尤其是粵港澳大灣區這個龐大市場）。

當疫情過後，大家應該研究大灣區各城市的發展潛力，區內日益富裕的人口，加上愈來愈多優質的企業，反映資產管理和專業服務業的龐大商機。本港企業要認真考慮擴大其在大灣區的業務，善用當地高科技製造業、與國際緊密連繫的供應鏈，以及多元化的融資產品。

總商會將繼續鞏固香港在國際市場的優勢。只要大家努力，我們必定能夠走出疫情的陰霾，迎接強勁的經濟增長。

The year 2020 will forever be known as the year a global pandemic blindsided communities and upended economies. However, now that we are in its fourth quarter, we must chart a way towards recovery to ensure that 2021 is a year of growth and prosperity.

When Covid-19 hit Hong Kong, the Government came to the aid of businesses by launching the Employment Support Scheme. On October 14, the Chief Executive is expected to reveal a more comprehensive vision for reviving the economy.

Unfortunately, we will need to climb up from a very low base. Since the city tightened its border to control infection rates, tourist arrivals have been down 99.9% year-on-year for several months. Our retail sector has also suffered a 30% loss in sales compared to last year. But our businesses need tourists and domestic consumers to survive, and many enterprises are hanging on by a thread.

Now social distancing restrictions are being lifted, allowing local businesses to welcome the return of customers and much-needed cash flow. This gradual recovery to business-as-usual is steadily improving. However, it is crucial that we create positive momentum so that we regain lost ground as quickly as possible. To achieve real economic gains, we must gradually invite more cross-border activity and enable more fluid mobility between Hong Kong, Mainland China and other key markets in Asia. This is because our businesses most need customers.

This year, the Government expects Hong Kong's GDP to contract sharply from between 6% and 8% but it also anticipates accelerated growth next year. While this may seem optimistic, the city's history is one of resilience. Over the decades, we have overcome financial crises, periods of unrest and similar health scares to Covid like SARS.

Despite this challenging climate, Hong Kong remains an attractive hub to conduct business among international corporates. Our Chamber members tell us that business leaders from overseas consistently value Hong Kong's ease of doing business, regulatory environment, and its proximity to Mainland China, especially to the rest of the Greater Bay Area.

As we move past this crisis, we should look to our neighbours in the GBA as fertile ground for our own growth. Their rapid success and rising affluence means there are untapped opportunities to provide wealth management and professional services. Hong Kong businesses should look to expand their operations in the GBA and make the most of our collective capabilities including high-tech manufacturing, internationally connected supply chains and more integrated financing.

The Chamber will continue to reinforce Hong Kong's unique position with governments, businesses and investors. And together we will emerge from this crisis to embrace stronger growth and prosperity.

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HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861. 從1861年開始，香港總商會一直代表商界及捍衛它們的利益。



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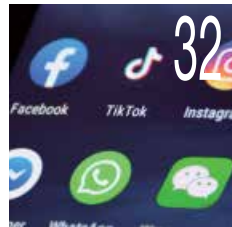
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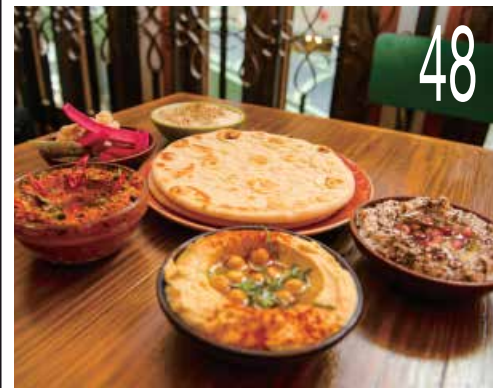
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Plan Actively to Boost Recovery

As we look towards the longer term, measures to help Hong Kong's economy could include new tourist attractions, speeding up urban redevelopment and incentives for business travellers



積極部署 推動復蘇

展望長遠，政府應制定措施推動香港經濟復蘇，包括增設旅遊景點、加快舊區重建及推出商務旅遊優惠

特首林鄭月娥將於本月發表任內第四份《施政報告》。疫情重挫本港經濟，工商界正面臨前所未見的困局，失業率高企，市民生活百上加斤。

政府一方面需要全面防疫抗疫，以保障市民生命安全為首位；另一方面要制定中長遠措施，為日後經濟復蘇作好部署。

上月我與特首林鄭月娥會面，建議政府推出第三輪防疫抗疫基金，應對當前嚴峻的挑戰，其中措施包括延長「保就業計劃」；調高百分百擔保產品的貸款上限；撥款 3 億元推出涵蓋飲食、零售及旅遊界的消費券計劃等。

我亦促請政府制定中長遠措施，推動香港經濟復蘇，包括增設景點，以吸引旅客訪港；加快推動舊區重建、放寬市區工商業用地地積比率，以及取消工商舖和住宅「辣招」，以增加土地及房屋供應；以及設立 10 億元青年專業發展基金。

與此同時，香港應對接國內國際雙循環，積極參與國家「十四五」規劃。我還向特首建議送贈機票和高鐵車票予中小企和商務旅客，進一步開拓國內外市場。

早前，金管局與銀行接納了我的建議，延長向企業提供的「還息不還本」計劃半年，同時延長「中小企融資擔保計劃」下的八成及九成信貸擔保產品延遲償還本金措施，紓緩企業的資金周轉壓力，讓他們能夠有喘息的空間。事實上，金管局和銀行在疫情下反應非常迅速。我期望當局能夠繼續從善如流，推出貼地措施，紓緩中小企近期的流動資金壓力。

隨着疫情緩和，我們要為「後疫情時代」經濟復蘇及早部署。內地成為全球經濟復原最快的地區，政府應盡快落實健康碼，恢復粵港澳三地通關，讓港人能夠積極參與大灣區建設，大展拳腳。

Chief Executive Carrie Lam will deliver the fourth Policy Address of her term of office this month. The pandemic has hit Hong Kong's economy badly, and the business community has been caught in an unprecedented predicament, with high unemployment and people's livelihoods being battered.

As such, the Government should put in place comprehensive measures to fight the epidemic. Top priority should be given to protecting people's lives and safety, while longer term measures also need to be formulated to prepare for future economic recovery.

I met with Chief Executive Carrie Lam last month and suggested that the Government launch a third round of the Anti-epidemic Fund to deal with the current acute challenges. This should include extending the Employment Support Scheme; raising the maximum loan amount for 100% guarantee products; as well as allocating \$300 million to roll out a consumer voucher programme covering the catering, retail and tourism sectors.

I have also urged the Government to draw up medium- and long-term measures to drive Hong Kong's economic recovery. These include creating new attractions to boost Hong Kong's appeal to tourists; speeding up urban redevelopment and relaxing the plot ratio of urban industrial and commercial land; withdrawing the "harsh measures" on commercial and residential properties to increase the supply of land and housing; as well as setting up a \$1 billion Youth Professional Development Fund.

Meanwhile, Hong Kong should get in line with the Mainland's

"Dual Circulation" development pattern, with domestic and international economic cycles boosting each other. And we should proactively participate in the national 14th Five-Year Plan. I also recommended that the Chief Executive give out free flight and high-speed rail tickets to SMEs and business travellers. This will help them to further expand into domestic and foreign markets.

The Hong Kong Monetary Authority (HKMA) and banks accepted my earlier proposal on increasing the duration of the principal moratorium scheme for six months, and extending the application period for principal moratorium for the 80% and 90% Guarantee Products under the SME Financing Guarantee Scheme. These measures have helped to alleviate the cash flow pressure for enterprises. Indeed, the HKMA and banks have been swift in taking action in response to the pandemic. I hope that the authorities will continue to listen to the business community and introduce practical measures to ease the recent liquidity pressure on SMEs.

As the pandemic eases, we must plan early for economic recovery in the post Covid-19 era. With the Mainland being the fastest economy in the world to recover from the pandemic, the SAR Government should roll out the health code as soon as possible to enable cross-border travel between Guangdong, Hong Kong and Macao. This will ensure that Hong Kong residents can proactively participate in the development of the Greater Bay Area and give full play to our strengths.

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At Your Service

Your ideas and input are helping the Chamber to refine our services and events as we plan for 2021



為會員服務

總商會正策劃2021年的服務和活動，您的想法和意見，有助我們不斷改進

新冠病毒疫情為幾乎所有香港企業和機構帶來挑戰，總商會亦不能倖免。

政府實施的社交限制和其他措施，已大致成功控制這種致命的病毒散播，我們可以暫且鬆一口氣。然而，這些措施同時也令我們無法如常舉辦各式各樣的實體活動。

儘管本會的正常運作受到干擾，但亦是一個良機讓我們檢討服務，了解會員對本會服務的意見。

是次調查的主要結論之一，是會員對資訊性的午餐會和研討會深感興趣，例如我們在近月舉辦的網上研討會。會員亦就未來活動的主題，向本會提出了一些有趣的建議，而我們將繼續完善各項活動，確保提供實用多元的午餐會和研討會，讓會員緊貼各行各業的重要發展。

培訓活動方面，我們將加強與專業機構合作，提供更多元化的課程。

整體而言，我們致力提供全面的資訊分享活動和培訓工作坊，務求滿足不同會員的需要，為業務創優增值。

調查結果亦顯示，會員欣賞我們提供廣泛的聯誼機會。不過，這

些活動在疫情下誠然大受影響，但一旦情況許可，我們將恢復舉辦該等活動——包括「香港商業高峰會」、各類會議和實地考察團，協助會員拓展業務網絡。

有受訪會員藉機讚賞我們的服務，實在讓我們喜出望外，窩心非常。我們還接到一些建設性的批評，而無論是正面或負面的評論，本會都會從善如流，樂意聆聽，歡迎各位隨時與我們分享意見。

也有受訪公司表示，他們因未有察覺到這些精彩的活動而錯失了參加的機會。事實上，我們定期向所有會員發出通知，因此我們會就此作深入調查，確保大家不會再錯過本會的活動。

我還要感謝會員不吝撥冗為本會填寫問卷。我們現正檢討本會的各项活動，並著手籌劃全方位的服務和活動，希望能於明年推出。您的建議和意見十分重要，有助我們完善會員服務。

若然閣下錯過了是次調查，又或對本會服務有任何建議，歡迎隨時聯絡我們，分享您的想法。會員的意見，成就總商會更上層樓。

The coronavirus pandemic has created challenges for virtually all businesses and organizations in Hong Kong, and your Chamber is no exception.

We are deeply relieved that the social restrictions and other measures introduced by the Government have been largely successful in containing the spread of this deadly virus. However, they mean we have not been able to offer our usual packed programme of in-person events.

We are disappointed by this interruption to normal services, but we decided it was a good opportunity to take stock and to survey our members to find out what they think of our services.

A key finding of the survey is that members are very interested in our informative roundtables and seminars – including the webinars that we have been running over the past several months. We have had some interesting suggestions from members on possible topics for events in the future, and we will continue to refine our offerings to ensure we offer a useful and varied mix of roundtables and seminars to keep members up to date on key industry and business developments.

For our training programmes, we will step up collaboration with professional institutes so we can provide more diversity.

Overall, we aim to provide a comprehensive range of information-sharing sessions and training events that are relevant to your needs and add value to your business.

Our survey also showed that members enjoy our wide range of networking opportunities.

These have necessarily been a casualty of the Covid-19 outbreak, but, once it is safe to do so, we will relaunch these activities – including the Business Summit, conferences and missions – to help members extend their business reach.

Several respondents took the opportunity of the survey to compliment us on our services, which was unexpected but warmly appreciated. We also received some constructive criticism, which we also welcome, and we have taken all of your comments on board – positive and negative.

Some respondents remarked that they had missed interesting events because they were not aware that they were happening. We do send regular notifications to all our members, so this is an issue that we will investigate further to make sure that you don't miss out.

Finally, I'd like to say thank you to all the members who took the time to respond to our survey. We are currently reviewing our programme of activities and working on a comprehensive selection of services and events that we hope we will be able to launch in the new year. Your suggestions and input are invaluable in helping us to serve you better.

If you missed the survey, or if you have any further suggestions on our services, please do not hesitate to get in touch and share with me your thoughts. Our members' input is what makes the Chamber a success.

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Preparing for Relaunch

為重振香港做好準備

In formulating our recommendations to this year's Policy Address, we suggest that the Government give priority to the following:

- Maintain financial sustainability
- Relaunch Hong Kong
- Improve the delivery of land and housing infrastructure
- Capitalize on opportunities in the Greater Bay Area (GBA)
- Strengthen our role as a global transportation hub

Maintain financial sustainability

According to a recent Chamber survey, the business community expects the

Government to provide ongoing policy and financial support to help companies weather the extremely difficult conditions that have engulfed Hong Kong and much of the global economy. Until an effective Covid-19 vaccine is found, travel restrictions, social distancing and other preventive measures are the main options for containing the pandemic.

There is compelling need for the Government to keep in place the various financial assistance to the business sector. Otherwise, a wave of closures would create a domino effect that could seriously damage the economy. Rescuing the economy from a full-on collapse would

The Chamber appreciates that the Government's policy agenda for the next year will focus on ensuring a safe and healthy environment for Hong Kong citizens while paving the way for the city's economic recovery. The following summarises our recent submission to the Chief Executive Carrie Lam ahead of her upcoming Policy Address

總商會提倡，政府來年的施政重點應為確保香港市民享有安全健康的環境，同時為本港經濟復蘇鋪路。下文概括了本會近日向行政長官林鄭月娥提呈的《施政報告》建議書內容



Implementing as soon as possible the proposed health code system to facilitate the safe resumption of cross-border traffic to restore full functionality to business operations and revitalize Hong Kong's economy.



be more costly than prolonging the existing support for the business community.

At the same time, we are mindful of the importance of maintaining healthy reserves.

A sustained drag on our fiscal reserves could give rise to concerns over the sustainability of Hong Kong's public finances, which could in turn lead to speculative attacks on our currency system, as was the case during the SARS period. To ensure that the Government's financial capabilities are not impaired, we suggest that it:

1 Practise financial prudence by reviewing government spending to restrain cost increase wherever possible;

2 Make continuous refinements to the various government assistance programmes aimed at providing relief to targeted groups; and

3 Consider a large-scale issuance of green bonds to top up fiscal liquidity, which can also pave the way for the development of a strong and viable green bond market in Hong Kong.

Relaunch Hong Kong

In addition to external factors, we are also suffering from serious domestic problems that include a lack of confidence in the Government. The social rift has grown worse in recent years, and it has affected the international business community's confidence in Hong Kong.

To address these issues and support the re-opening of Hong Kong's economy, we suggest:

1 Directing resources and efforts to correct misperceptions about Hong Kong by providing factual information on the ground. A

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marketing campaign led by the Hong Kong Trade Development Council and InvestHK could be organized in conjunction with the international chambers in Hong Kong.

2 Providing certainty amid the Covid-19 situation through the formulation of a set of clear guidelines for businesses to ascertain as and when it is appropriate to operate. To that end, the Government should work closely with the relevant sectors to develop objective and industry-specific guidelines that could then be implemented without these sectors being subjected to ad hoc government directives.

3 Implementing as soon as possible the proposed health code system to facilitate the safe resumption of cross-border traffic to restore full functionality to business operations and revitalize Hong Kong's economy. The health code system would also be helpful in fast-tracking the establishment of "travel bubbles" with low-risk jurisdictions. We suggest that priority be given to the Mainland, especially the Greater Bay Area given the amount of business and investments that Hong Kong has in the region.

4 Encouraging wider testing by reducing the costs of doing so. Notably, there was overwhelming support for fighting the coronavirus and improving the healthcare system in the Chamber's survey mentioned earlier.

Improve the delivery of land and housing supply

We suggest that the Government commit to a major programme of infrastructure spending by setting out



a roadmap for the next five years on land supply, major developments, and housing target. Measures to rapidly increase the supply of affordable housing are needed for the medium to long term, both to boost economic activity in the construction industry and address the chronic imbalance between housing supply and pressing demand. To achieve these objectives, we suggest that

1 Priority be given to increasing the supply of formed and serviced land for new housing development. There should also be efforts to repurpose agricultural land and brownfield sites for residential and commercial use through the use of appropriate land exchange, compensation and other existing statutory powers, and if necessary, to establish a Land Acquisition Authority to take charge of the exercise. Similarly, developers building large

residential communities should be required to provide a minimum number of affordable units within the development as well as housing for the elderly and singletons, a formula that has been successfully adopted in London and New York. The proposed Land Acquisition Authority should also be tasked with reviewing land use to ensure that existing designations are warranted. Otherwise, such sites should be repurposed for residential or other more compelling uses.

2 Improvements be made to address bottlenecks to create a more liquid secondary market for public housing stock. Although there are such programmes currently in existence, enhancements could be made by easing resale restrictions in the case of the Housing Authority's Tenants Purchase Scheme. Consideration could also be given to



reviewing the premium process for Home Ownership Scheme projects to better incentivise owners to upgrade to the private sector.

3 Consideration be given to reviewing the Double Stamp Duty (DSD) and other demand-side management measures. As the rationale behind DSD was to stabilise soaring prices in the real estate market when this was introduced in 2014, circumstances have since changed. It would therefore be opportune to re-assess this and other related measures to ensure that they do not have the unintended consequences of worsening market sentiment and undermining the overall macroeconomic and financial stability of Hong Kong.

4 Construction and infrastructure development work should be conducted in as an environmentally friendly way as possible, using best-

practice techniques to reduce waste. At the same time, there is the need to revise our outdated and far too prescriptive planning and building regulatory framework. Finally, it is also important to rethink how we can adapt, refurbish and retrofit many of our existing buildings.

Capitalize on opportunities in the Greater Bay Area (GBA)

The GBA is the single most important opportunity for growth for Hong Kong companies. As the region is expected to bounce back much faster than elsewhere from the effects of the coronavirus, so will Hong Kong. To support this recovery, there should be plans to enhance connectivity among the nine plus two cities. Our recommendations on seizing the opportunities are as follows:

1 The groundwork has already been laid for the introduction of

additional cross-border “Connect” arrangements that tap into Hong Kong’s financial prowess. These include the Insurance Connect scheme, which was mentioned in the 2019 Outline Development Plan for the GBA, and the Wealth Management Connect pilot scheme announced in June this year. We look forward to receiving more details on these schemes, which will enable service providers to market their products across the GBA.

2 There is significant interest from Mainland investors to invest in private equity (PE) through Hong Kong investment vehicles. Recent announcements to support the industry should be accompanied by an ability to move PE investment capital into Hong Kong, perhaps through a closed loop arrangement similar to the other Connect schemes. Such a scheme could also contribute to the scaling up of Hong Kong start-ups and assist in bringing their innovation and technology into the much bigger Mainland market.

3 There is also an opportunity for an IPO Connect scheme to be developed, including a similar closed loop like Stock Connect to control capital flows. This would build upon the current schemes, starting with Hong Kong-Shenzhen first to allow greater participation in IPOs, thus improving liquidity and price discovery.

4 There is also a need to improve support for logistics connectivity in the GBA. Although there should be continued investments in hard infrastructure, the emphasis should be on developing soft infrastructure, with investments in and alignment of customs systems, processes, single-



window systems, and other trade facilitation measures.

5 There should also be active measures to promote the freedom of movement by individuals within the GBA. We continue to call for a special visa system, based on the APEC Business Travel Card Scheme, for selected categories of GBA residents to enter Hong Kong and vice versa for work and business purposes. We also suggest active consideration be given to raising the cap on Hong Kong cross-boundary private cars, which currently stands at 10,000, for the Hong Kong-Zhuhai-Macao Bridge.

6 Greater attention should be given to providing Hong Kong SMEs assistance to access the opportunities offered in the region. Although there is already a network of government Economic and Trade Offices (ETOs) and Trade Development Council Offices (TDCOs) across the GBA, the footprint could be further expanded to support SMEs looking to expand into the region.

7 The regional relationships and opportunities provided by the GBA should include environmental issues, which include the crafting of a robust

circular economy. By partnering with its GBA counterparts, Hong Kong would be in a much better position to overcome longstanding issues such as allocating land resources, developing market-based solutions, and stimulating demand for re-manufactured and re-conditioned goods.

8 Given Hong Kong's integral role in the GBA, it would follow that the SAR should be included in the Nation's next and subsequent Five-Year Plans. This would provide policy guidance on the objectives that Hong Kong should pursue to align with overall plans for the region's social and economic development.

Strengthen our role as a Global Transportation Hub

In her 2018 Policy Address, the Chief Executive acknowledged that "the Transport and Housing Bureau was overburdened and should be split into two, with the establishment of a policy bureau to coordinate housing and land policies."

Indeed, the Bureau currently oversees an unwieldy mix of international and domestic policy

issues relating to transport and housing. In order for the international aspects of Hong Kong's transport portfolio be given the support it deserves, we suggest that:

1 The Government revives the idea of establishing a dedicated government bureau on cross-border transport that would be charged with looking after day-to-day issues arising in relation to the Hong Kong's maritime port and airport. This is especially important in reversing the steady erosion of shipping-related businesses.

2 There is also a need to establish a maritime and port authority with statutory powers similar to those that exist in other maritime centres. The Hong Kong Maritime and Port Board and its predecessors have not been able to fulfil the functions of a fully fledged port authority. In order for Hong Kong to compete more effectively in the global market, it is crucial that a maritime and port authority be created.

Conclusion

Hong Kong has confronted a variety of crises and emerged each time better and stronger. The recent spate of domestic and global events does pose a significant challenge but – consistent with our ability not to "waste a good crisis" – we should seize on Covid-19 as a catalyst for bringing about much-needed progress towards a more prosperous, equitable and sustainable future.

This is an abridged version of the Chamber's submission. You can read the full paper on the Chamber's website and app.

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在總商會今年的《施政報告》建議書中，我們提倡政府優先處理下列要務：

- 維持財政可持續性
- 重振香港
- 改善土地及房屋供應
- 善用粵港澳大灣區（大灣區）的機遇
- 加強香港作為國際交通樞紐的角色

維持財政可持續性

香港和全球經濟正遭受重挫，根據總商會最近一項調查結果，商界期望政府能提供持續的政策和財政支援，協助企業應對嚴峻的環境。在有效疫苗面世之前，旅遊限制、社交距離和其他預防措施仍然是防控疫情的主要手段。

政府的當務之急，是維持對商界的各項財政支援；否則企業相繼結業，將引發嚴重的骨牌效應，對經濟造成衝擊。在經濟崩潰後才推出救市方案，比延長現有的企業支援措施，要付出更高的代價。

與此同時，我們要謹記維持穩健的儲備十分重要。

持續動用財政儲備，或會令人擔心本港公共財政的可持續性，並引致我們的貨幣制度受到投機性的攻擊，情況就跟沙士時期一樣。為確保政府的財政能力不會因此而受影響，我們建議政府：

- 1 審慎理財，透過檢討政府開支，盡量控制成本；
- 2 持續優化各項政府支援計劃，協助特定業界應急紓困；以及
- 3 積極研究大規模發行綠色債券，以加強財政流動性之餘，還可為香港發展一個強健的綠色債券市場鋪路。

重振香港

除了外圍因素，我們還受到嚴重的內部問題困擾，其中包括對政府的信心不足。社會撕裂近年趨嚴重，影響了國際商界對香港的信心。

為解決這些問題，並協助重啟香港經濟，我們建議：

1 投放資源和採取行動來糾正外界對香港的誤解，而方法是提供真實資料。為此，香港貿易發展局及投資推廣署可牽頭舉辦一項推廣活動，邀請本地國際商會參與支持。

2 訂立一套清晰的指引，釐清企業何時適合營業及開放程度，令企業可作出較確定性的對應。就此，政府應與相關業界緊密合作，以制訂及落實目標和針對特定行業的指引，讓這些業界無需受到各項臨時指令所困擾。

3 盡快推出計劃中的健康碼系統，讓跨境交通服務能夠早日恢復，以全面重啟商業運作，重振香港經濟。健康碼系統亦將可推進與低風險地區建立「旅遊氣泡」的安排。鑒於香港業界在內地尤其是大灣區有大量業務和投資，我們建議優先在區內實施有關安排。

4 降低檢測成本，鼓勵擴大檢測。上文提及的總商會調查結果顯示，抗疫和改善醫療系統得到絕大多數受訪者的支持。

改善土地及房屋供應

我們建議政府承諾並開展大規模基建開支計劃，為未來五年的土地供應、大型發展項目和房屋目標訂立路線圖。政府需要推出中長期措施，加快增加可負擔住房的供應，帶動建造業的經濟活動之餘，更可解決房屋供應與迫切需求的長期失衡。要達成這些目標，我們建議：

1 當前要務應為增加經平整的土地和服務設施用地的供應，以發展新房屋項目。當局亦應通過適當的換地、補償和其他現有的法定方式，把農地及棕地改劃作住宅及商業用途，並在必要時設立專責部門，處理土地徵用事宜。另外，參照倫敦和紐約的成功案例，政府應規定發展商在開發大型住宅項目時，必須提供一定數目的可負擔單位，以及為長者及單身人士而設的住房。擬設的

土地徵用部門亦應檢視土地的使用，確保現有的指定用途恰當，否則該等土地應改劃作住宅或其他更迫切的用途。

2 政府應推出改善措施，解決瓶頸問題，以建立一個更高流通性的公屋二手市場。儘管目前已有這類計劃，但仍可加以改進，例如放寬房屋委員會「租者置其屋計劃」的轉售限制。檢討「居者有其屋計劃」項目的補償程序亦應予以考量，以鼓勵業主轉投私人市場。

3 政府應檢討雙倍印花稅及其他需求管理措施。2014年推出雙倍印花





稅的原因，是要穩住不斷飆升的樓價，而此後市況已有所變化，因此現在正是重新評估這一眾相關措施的適當時機，確保它們不會產生意料之外的後果，令市場情緒惡化，並影響香港的整體宏觀經濟及財政穩定。

4 建造及基建發展工程應盡量以環保的方式進行，例如採用最佳的施工技术來減少廢物。同時，政府有需要修訂過時及過度規範的規劃和建築規管框架。最後，針對許多現有的建築物，我們應該重新思考，尋找合適的改造、翻新或修建的方法。

善用粵港澳大灣區（大灣區）的機遇

對香港企業來說，大灣區是最為重要的發展契機。預料該區（包括香港）將比其他地方更快從新冠病毒疫情恢復過來。為了支持此復蘇勢頭，政府應制訂計劃，促進「9+2」城市的互聯互通。要利用這個偌大經濟區的機遇，我們建議如下：

1 當局已為日後推出更多的跨境「聯通」安排奠定了基礎，務求發揮香港的金融專長。這包括2019年《粵港澳大灣區發展規劃綱要》提及的「保險通」計劃，以及今年6月公布的「跨境

理財通」試點計劃。我們希望能夠盡快取得這些計劃的實施詳情，讓保險和財富管理服務供應商能夠在大灣區推銷其產品。

2 內地投資者對通過香港的投資工具投資私募基金深表興趣，政府除了在近日公布相關政策支持業界發展，還可參照其他「互聯互通」機制，推出類似的封閉式安排，容許私募基金投資資金流入香港。有關安排亦有助香港的初創企業擴展業務，把他們的創新技術引進龐大的內地市場。

3 兩地亦可研究設立首次公開招股互聯互通機制，包括類似「股票通」



盡快推出計劃中的健康碼系統，讓跨境交通服務能夠早日恢復，以全面重啟商業運作，重振香港經濟。

的封閉資金流動管理模式。這將建基於現有的計劃，並以香港和深圳為試點，以擴大首次公開招股的參與規模，從而改善流通性和市場定價。

4 大灣區內的物流連繫亦有待改善。硬件基建投資固然需要維持，然而發展軟件基建方為重點，包括投資及協調通關制度、流程、單一窗口制度及其他貿易促進措施。

5 當局亦應採取積極措施促進個人在大灣區內自由流動。本會繼續提倡參照「亞太經合組織商務旅遊證計劃」制定特殊簽證制度，讓指定類別的大灣區及香港居民往來兩地公幹營商。我們認為，政府也應積極考慮增加通行港珠澳大橋的香港跨境私家車配額（現為10,000個）。

6 當局應針對本港中小企業的需要，提供必要的支援，以便他們更有效地抓緊區內的機遇。雖然政府已在大灣區內設立多個經濟貿易辦事處和貿易發展局辦事處，惟這網絡可進一步擴大，以支援有意拓展大灣區市場的中小企業。

7 大灣區締造的區域關係和機遇，應延伸至環境議題，例如建設一個健全的循環經濟系統。透過與大灣區其他城市合作，香港將更有能力解決土地資源分配、開發市場為本方案，以及刺激再造及翻新產品需求等長期問題。

8 鑒於香港在大灣區發揮不可或缺的作用，因此特區應獲納入國家未來的「五年規劃」。這將為香港提供政策指引，以便訂立目標，配合區內社會和經濟的整體發展規劃。

加強香港作為國際交通樞紐的角色

行政長官在2018年的《施政報告》指出，「運輸及房屋局工作過於繁重，建議分拆為兩個政策局，並成立新政策局統籌房屋與土地政策」。

事實上，運輸及房屋局目前負責監督一連串與運輸及房屋相關的國際及本地政策議題。為了讓香港運輸範疇在國際層面上的發展得到應有的重視和支持，我們建議：

1 政府應重新考慮設立專責針對跨境運輸的政策局，負責處理與本港港口和機場相關的日常運作事宜。面對航運相關業務日漸萎縮，這一建議尤其重要。

2 當局亦有需要成立具法定權力的航運港口局，而其他航運中心早已有類似的機構。香港海運港口局及其前身機構，一直未能發揮出一個全面的港口機關的職能。要提升香港在全球市場的競爭力，設立航運港口機關是為關鍵。

總結

過去，香港面對種種危機，但每次總能跨過險阻，再創輝煌。最近的連番本地和國際事件，無疑對我們構成嚴峻的挑戰，但只要我們團結一致，迎難而上，定可在疫情下乘風破浪，抓緊危機中的機遇，邁向更繁榮、合理和可持續的未來。

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安倍經濟學的傳承

Shinzo Abe's policies raised hopes of reviving Japan's economy but his successor will have to deal with the impact of Covid-19
 安倍晉三的政策一度為提振日本經濟帶來曙光，其繼任人將須應對疫情的影響

Before Shinzo Abe, it had been unusual for a Japanese Prime Minister to hold office for more than a couple of years. In the two decades before 2012, when he took office for the second time, Japan changed Prime Minister on average every 17 months. Abe's early resignation in September due to ill health, at a time when Japan is struggling to deal with a deep coronavirus recession

and the postponement of the 2020 Summer Olympics, has unavoidably brought concerns about the nation's economic prospects.

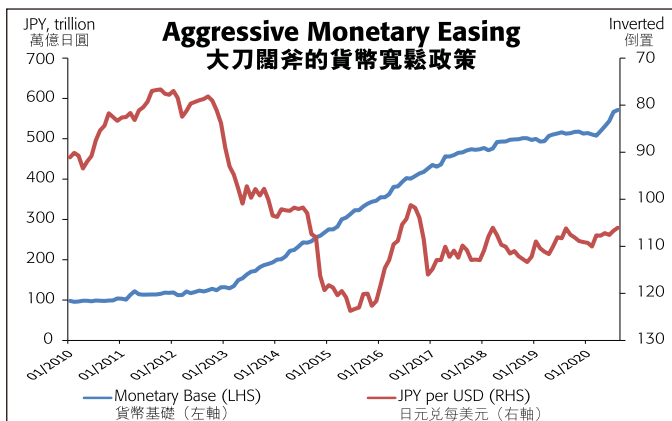
Abe, the longest-serving Prime Minister in Japanese history, in terms of both continuous term length and overall duration, held office twice: between September 2006 and September 2007, and from December 2012 until he stepped down last month.

When he took office for the second time in late 2012, Japan was suffering from the aftermath of the global financial crisis, fighting its long battle against deflation, and healing from the after-effects of the Tohoku earthquake and tsunami. The challenge he faced was considered insurmountable: Abe's predecessors had repeatedly attempted and failed to pull the economy out of decades of stagnation. It was particularly hard to convince investors and the corporate sector that a Prime Minister would be in power for long enough to push any meaningful reforms forward. In an effort to revive the Japanese economy and end the infamous deflationary period which had dogged Japan for two decades, he introduced "three arrows": aggressive monetary policy, fiscal stimulus, and structural reforms – also known as Abenomics.

Abe began by introducing a fiscal stimulus package worth 20.2 trillion yen (around HK\$1.5 trillion) in 2013, focusing on infrastructure projects. With the appointment of Haruhiko Kuroda as Governor of the Bank of Japan in 2013, the monetary base rose from 132 trillion yen before he became head of the central bank to 572 trillion yen by August 2020, thanks to the introduction of unprecedented asset purchase programmes (Figure 1). Negative interest rates were adopted for the first time in 2016.

During the period of 2013 to the end of 2019, just before the Covid-19 pandemic, the Japanese economy had shown some improvements - with annual economic growth averaging at 1% compared to -0.2% in the preceding five-year period, and 0.8% in the preceding ten-year period; and the unemployment rate

Figure 1 圖一



Source 資訊來源: CEIC



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dropping from 4.2% to 2.2%. A weaker yen also enhanced the competitiveness of Japanese goods in export markets.

However, the inflation rate remained tepid and was still well below the 2% target set by the Bank of Japan, albeit switching back into the positive territory (Figure 2). Meanwhile, high levels of government debt in Japan, exceeding 230% of GDP and the highest among OECD countries, limited the capacity of the Abe administration

to ramp up fiscal spending more vigorously despite low interest rates.

Two consumption tax hikes, respectively in April 2014 and October 2019, had doubled the consumption tax rate from 5% to 10%, cancelling out some of the government's efforts in boosting domestic demand and subsequently pushing the economy into contraction. There are also concerns that the unorthodox monetary policy may do more harm than good by eroding banks' interest margin and

undermining consumer and business confidence.

The coronavirus may eventually wipe out at least part of the economic gains made during the Abe era. As a matter of fact, real GDP of Japan in the second quarter of 2020 was 4% smaller than it had been in the same quarter in 2013.

Nevertheless, the legacy of Abenomics should not be underrated. His third arrow - structural reform - has brought more long-lasting and positive impacts to Japan.

For instance, corporate-governance codes have been revised so that listed companies have to include more independent directors on boards; the workplace has become more female-friendly with the introduction of free preschool education and other subsidies for child care; and immigration has been made easier to the extent that the number of foreign workers in the country more than doubled during Abe's tenure. These reforms, aided by Abe's political longevity, were in

the right direction to enhance Japan's competitiveness and appeal to international investors, and also bolster the country's shrinking workforce, although real progress has been limited and slowed towards the end of his premiership. In fact, foreign ownership of Japan's listed shares rose to a record high of 31.7% in 2014 from 28% in 2012, only falling

to 29.6% in 2019. There are also disappointments regarding the effectiveness of Abenomics in altering the country's demographic challenges in the long term.

Following his departure, the question is whether Abenomics will continue. The new Prime Minister, Yoshihide Suga, who served as Chief Cabinet Secretary of the Abe Administration,

is considered a close ally of Abe. This should ensure consistency in policymaking at least until the next election, due in September 2021.

Inheriting an ageing population and a massive public debt, his top priority will undoubtedly be getting the coronavirus under control and kickstarting an economic recovery from the

impact of the pandemic. The Prime Minister may have more centralised power to influence senior bureaucrats and push policies forward thanks to a political reform in 2014. How Suga makes use of that will help shape his premiership and decide whether he will be viewed in future as an interim leader or more.

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在安倍晉三時代之前，日本首相執政幾年以上並不常見。在2012年他第二度拜相之前的20年，日本平均每17個月便更換一次首相。正當日本竭力應對新冠病毒疫情引發的嚴重經濟衰退，安倍卻在9月份因健康理由提前請辭，加上2020年夏季奧運會延期舉行，無疑令人關注日本的經濟前景。

安倍晉三先後兩度執政，分別為2006年9月至2007年9月，以及2012年12月到上月辭任為止。無論就連續執政時間或總任期而言，他都是日本史上在任最長久的首相。

他在2012年底第二次上台時，日本正處於全球金融危機的餘波，既要與通縮作長期周旋，亦在東北地震和海嘯的創傷復原中。由於安倍之前的幾位首相在數十年間，曾多番嘗試帶領日本經濟走出停滯不前的困局而未竟

成功，因此他所面臨的挑戰可謂非常艱巨。而要說服投資者和企業相信這位首相將會長時間掌政，能夠推動切實有效的改革，更是難上加難。

為振興日本經濟和結束困擾該國長達20多年的通縮，他提出了「三支箭」方針：進取的貨幣政策、財政刺激措施，以及結構性改革——又稱之為「安倍經濟學」。

安倍在2013年首先推出規模達20.2萬億日圓（約1.5萬億港元）的財政刺激方案，集中發展基建項目。隨著黑田東彥於2013年獲任命為日本央行行長，並啟動規模空前的資產購買計劃（圖一），貨幣基礎從他掌舵央行前的132萬億日圓，增加至2020年8月的572萬億日圓，期間於2016年更首次實行負利率政策。

2013年至2019年底期間，即在疫情爆發之前，日本經濟稍見

好轉——每年平均經濟增長為1%，相比前五年和十年期間分別為-0.2%和0.8%；而失業率亦從4.2%下跌至2.2%。此外，日圓走弱也增強了日本商品在出口市場的競爭力。

不過，通脹持續疲軟，雖然已重回正數，但仍遠低於日本央行訂立的2%目標（圖二）。同時，日本國債水平高達GDP的230%以上，為經合組織國家中比例最高，因此即使利率處於低位，安倍政府大幅增加財政支出的空間依然受到限制。

日本分別在2014年4月及2019年10月兩度上調消費稅，令稅率從5%倍增至10%，抵消了政府部分提振內需措施的成效，其後經濟亦陷入萎縮。此外，有意見認為，大刀闊斧的貨幣政策可能弊多於利，除了令銀行的利息收益減少，還會打擊消費和營商信心。

疫情最終或會抹煞安倍時代所創造的部分經濟效益。事實上，日本在2020年第二季的實質經濟規模較2013年同期已下跌4%。

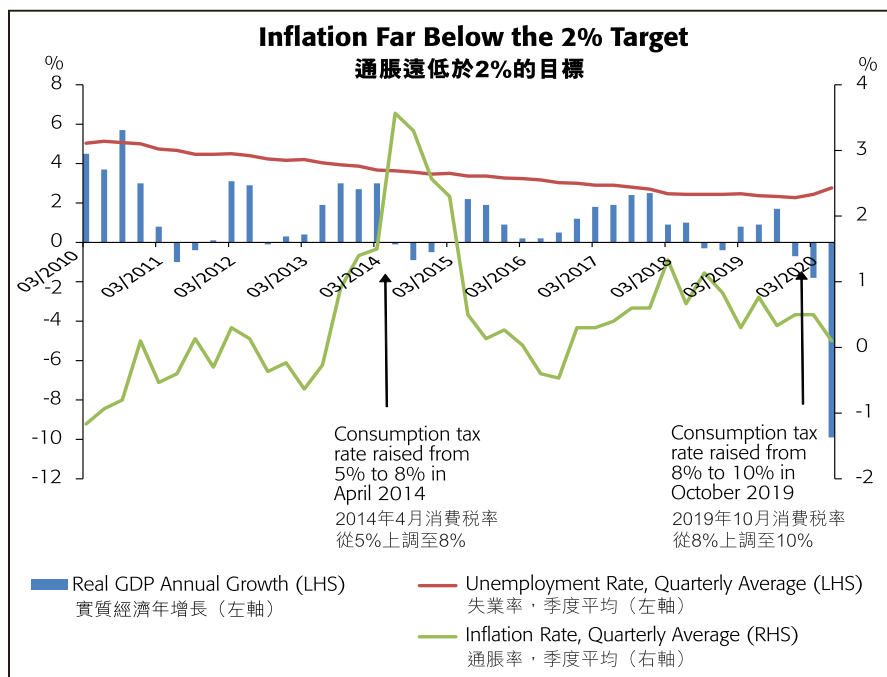
然而，安倍經濟學的成效不應被忽略。安倍的第三支箭——結構改革，為日本帶來了更持久的正面影響。例如，企業管治法規的修訂，規定上市公司須委任更多獨立董事加入董事會；推出免費學前教育和其他育兒津貼，以提供更便利女性的職場環境；以及放寬入境政策，令外籍僱員人數在安倍任內增加了超過一倍。

這些改革方向正確，受助於安倍長時間執政，能夠提升日本的競爭力及對外資的吸引力之餘，同時亦為國內不斷萎縮的勞動力提供支持。然而，改革的實質進展有限，而且在他任內後期更有所放緩。事實上，外資持有日本上市股份的比例在2012年為28%，於2014年上升至31.7%的高位，但其後回落至2019年的29.6%。此外，安倍經濟學長遠對扭轉國內人口結構問題的成效亦教人失望。

他離任後，安倍經濟學會否延續下去是問題所在。新任首相菅義偉曾任安倍政府的內閣官房長官，被視為安倍的緊密盟友。下一屆選舉將在2021年9月前舉行，菅義偉上台應可確保至少在選舉前，安倍的政策路線會得到延續。

面對人口老化和巨額公債這些遺留下來的問題，新任首相當務之急，無疑是控制疫情，並帶領日本走出疫情的陰霾，推動經濟復蘇。2014年實施的政治改革，賦予首相更多權力，增強對高級官僚的控制，從而推進政策落實。菅義偉政權的成績，以及他是否只被視為「過渡」首相，某程度上將取決於他如何運用這些權力。

Figure 2 圖二



Source 資訊來源: CEIC

Plans to Toughen Data Privacy Law

資料私隱法將予收緊

Businesses will need to ensure they comply with considerably tighter rules around data protection or run the risk of stiff penalties

企業必須確保業務符合大幅收緊的資料保障規則，否則可能受到嚴懲

The Government is planning to put forward to LegCo major changes to strengthen the Personal Data (Privacy) Ordinance (PDPO). This article examines the implications of the Government's main proposals – which were presented to the LegCo Panel on Constitutional Affairs in January – for Hong Kong businesses.

Significant increase in the Commissioner's enforcement powers

Currently, the Commissioner Ada Chung, who took up the post last month, cannot herself impose penalties for a contravention of the PDPO – only the Hong Kong courts can do so.

Moreover, for most contraventions, the Commissioner cannot directly prosecute the case in court, asking the court to impose penalties. The Commissioner must first issue an "enforcement notice" directing the business concerned to alter its conduct. Only where an enforcement notice is breached can the Commissioner go to court seeking a penalty. The main exception to this is the PDPO's restrictions on direct

marketing, where the Commissioner can go to court directly if there is a contravention.

The Government is proposing amendments that would change both of these things:

- The Commissioner would be able to impose penalties herself, and would no longer need to ask the court to do so; and
- The Commissioner would no longer need to go through the intermediate step of issuing an enforcement notice, but could determine directly that there has been a contravention, in itself justifying a penalty. Effectively, the business would not need to be given a chance to remedy the breach, before a penalty was imposed.

Significant increase in penalties

Currently, the maximum penalties that can be imposed for a contravention of the PDPO rules are relatively modest by international standards. For most contraventions, the maximum penalty is HK\$100,000, or imprisonment

for up to two years (the penalties are higher for breach of the direct marketing rules).

The Government proposes to increase the maximum financial penalty. The amount of the increase has not yet been specified, but the Government has referred to the E.U.'s General Data Protection Regulation, where the maximum financial penalty is HK\$178 million (equivalent) or 4% of global turnover, whichever is higher. This is a hugely higher sum than the current maximum level. It seems clear that a substantial increase in the maximum financial penalty is being considered.

Whether the Government will also propose an increase in the maximum term of imprisonment remains to be seen.

Mandatory notification of data security breaches

Currently, if there is a data security breach (essentially, a leak of personal data) the business has no obligation to notify either the individual or individuals concerned, or the Commissioner. Under the Government's proposals, notification



to both would be required, if there is a “real risk of significant harm” to the individuals concerned.

Mandatory data retention policy

One of the data protection principles in the PDPO is that personal data, whether it concerns customers or employees, should be retained no longer than is necessary for the purpose of which it was acquired. Although it is good compliance practice for businesses to have in place a policy for the retention of personal data, including maximum periods for retention, this is not currently a legal requirement. The Government proposes to change this position, and make it mandatory for businesses to have in place, and make available to the public, its data retention policy,

including maximum periods for retention.

Direct Liability of Third Party Data Processors

Businesses that acquire personal data (data users) may often wish to share that data with, or transfer it to, third parties. For example, this may be for the purpose of conducting a joint marketing programme with the third party, or entrusting the third party with storage of its customers’ personal data. In the language of the PDPO, these third parties are called “data processors.”

Currently, if there is a breach of the PDPO, responsibility for the breach falls exclusively on the data user, even if the fault lies with the data processor. Under the Government’s proposal, the data processor could be held directly liable for a breach which

it caused, instead of (or in addition to) the data user. Data processors will therefore have a greater incentive than at present to ensure the protection of personal data.

Conclusions

If the Government’s proposals are endorsed by LegCo, this will mean a significant strengthening of the PDPO, and will greatly increase the risks of non-compliance. It will be even more important than previously for businesses to have in place a proper data privacy compliance programme. The full details of the Government’s proposed legislation have not yet been finalised or published, but businesses would be well advised to monitor the development of the legislation, and take any appropriate compliance steps.

政府計劃加強《個人資料（私隱）條例》（條例），並已於1月向立法會政制事務委員會提交修訂建議。本文將探討政府提出的主要建議對香港企業的影響。

大幅提升專員的執法權

現時，剛於上月履新的個人資料私隱專員鍾麗玲不能就違反條例的情況處以刑罰——只有香港法院才能作出懲處。

此外，專員不得就大部分違規的情況直接向法院提出起訴，要求法庭施以刑罰。專員必須先發出「執行通知」，指令有關企業糾正其行為。只有在違反執行通知的情況下，專員方可尋求法庭作出懲處。然而也有例外的情況，主要是關乎條例對直接促銷的限制，一經違反，專員可直接向法院提訴。

政府現正就上述兩個情況提出條例建議：

- 專員將可直接施加罰則，而無須再請求法院處理；以及
- 專員無須事先發出執行通知，而可直接確定出現違規的情況，再處以罰則。實際上，在當局施以刑罰前，企業將不獲給予機會糾正違規行為。

大幅加重罰則

目前，違例的最高刑罰較國際標準為輕。大多數違規個案的最高刑罰為港幣10萬元，或監禁最多兩年（違反直接促銷規定的罰則較高）。

政府建議上調最高罰款額。增加的金額有待明確說明，惟當局參考了歐盟的《通用數據保障條例》，當中最高罰款為（相當於）港幣1.78億元或全球營業額的4%，以較高者為準。這個金額遠高於現行的最高水平。顯然，政府正考慮大幅增加最高罰款額。



至於政府會否同時提出增加最高監禁刑期，則仍有待觀察。

強制資料保安違規通知

現時，一旦發生資料保安違規事件（如洩露個人資料），企業並無責任通知相關人士或人等，或專員。根據政府建議，若然事故或對相關人等造成「嚴重的損害」，企業必須通知上述各方。

強制資料保留政策

條例訂明的其中一個資料保障原則，是個人資料無論是否涉及客戶或僱員，都不應保留超過達致收集目的所需的時間。儘管企業制定個人資料保留政策，包括訂立保留資料的最長期限，是良好的合規做法，但此舉並非一項法律規定。政府提倡對此作出修訂，強制企業制定並公開其資料保留政策，包括設定保留資料的最長期限。

第三方資料處理者的直接責任

收集個人資料的企業（資料使用者），通常希望把資料分享或轉移予第三方。例如，這可能是為了與第三方合辦推廣活動，又或委託第三方儲存客戶的個人資料。根據條例的用字，這些第三方稱為「資料處理者」。

現時，如有違規情況，即使錯在資料處理者，資料使用者也須負全責。按照政府的建議，資料處理者而非（或僅為）資料使用者可能須就其所引致的違規行為承擔直接責任。因此，資料處理者將比目前更加積極確保個人資料得到保障。

結論

倘政府的建議獲立法會通過，這將大大加強條例的效力，並將大幅增加違規的風險。企業甚至比以往更有必要訂立妥善的資料私隱合規方案。政府擬議法例的詳情有待敲定或公布，企業宜密切監察條例的進展，並採取適當的合規措施。



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IP 103	香港的知識產權註冊及申請程序	1

進階課程200系列

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*凡在香港從事製造業而聘用少於100名僱員，或從事非製造業而聘用少於50名僱員的公司，均被界定為中小企（資料來源：工業貿易署）。只有中小企獲提供是項免費知識產權諮詢服務。凡屬律師事務所及提供知識產權諮詢或其他專業服務的機構所提出的申請，概不接受。



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Letter to Hong Kong

香港家書

Chamber CEO George Leung shares his "Letter to Hong Kong"

總商會總裁梁兆基分享《香港家書》

Dear Sadness,

Thank you for your letter to the Chamber, in which you share the hardships and struggles that you have had to endure to keep your business alive over the past two years. I also share your sorrows about the current situation in Hong Kong. Many businesses in Hong Kong, especially micro-enterprises like yours, have toiled for most of their lives to make a go of their business. Their efforts not only provided for their livelihoods, but also fed their families and those of their staff who followed them along this journey. Although not every tiny shop tucked beneath the stairs can become a prominent corporation, it nonetheless serves the neighborhood and contributes to society. Due to your efforts, and the hundreds of thousands of small- and medium-sized enterprises who have also toiled for decades, Hong Kong has developed into a thriving cosmopolitan city. I would like to pay tribute to all the businesses who have been working quietly behind the scenes for decades to contribute to Hong Kong's success.

I was sorry to read about your suffering during the violent protests last year. Not only did the violence cause a sharp drop in business, the repeated vandalism

caused serious damage to your shop and forced you to dig deep into your savings to repair the damage. The fond memories that generations of citizens had of Hong Kong being a safe and law-abiding society for over half a century were shattered by the riots. Scenes of running battles between the protesters and the police seemed surreal. No matter how unacceptable we felt the violence was, we were helpless to do anything. Although you shrugged off your losses, the reality and pain felt very real when you looked at your empty cash register. It was truly heartbreaking to hear about your suffering.

It never rains, but it pours. The subsequent outbreak of the coronavirus has devastated many businesses. You mentioned how the Government's restrictions on social gatherings had completely frozen your business, and that the little capital you had on hand had almost been entirely used up during the protests. No one really knows if we can survive the cold winter battling the pandemic. As you think about the career that you have built during your lifetime, obviously you don't want it to end like this and just give up. What's more, the thought of laying off your employees

who have worked with you for years is unbearable.

When you looked back to the previous SARS outbreak, it lasted only a few months, and gave you hope that using your remaining savings, refinancing your own property and raising funds to cover the rent and salaries, doing everything you can to help the business survive would be worth it. Yet, no one could have predicted that the pandemic would last so long, or that it would be more than half a year before the Government would ease its restrictions on businesses.

You wrote to express your gratitude to various chambers for reflecting to the Government the acute difficulties companies were enduring. The emergency assistance that we lobbied for did help businesses survive for a little longer. However, as shown in the Chamber's survey, the most useful relief measure would be for the Government to control the epidemic to allow business to resume. For many small businesses that have been forced to "close" for a long time, you agree with them that the financial aid is only a drop in the bucket. I understand you are worried that all the hard-earned money you have saved in your lifetime will soon be gone.





Moreover, not only your career will come to an end, but also the livelihoods of your employees. For this I just can't help feeling sad. My heart went out to you after reading this. When I thought about the many businesses who must also be in the same situation as you, my heart just sank.

However, the day will come when the epidemic has passed and the economy begins to recover. So please hang in there! Just like the unprecedented bushfires in Australia this year, even though millions of large and small animals were almost wiped out, green shoots have now begun to emerge from the scorched earth. I have every confidence companies that survive this disaster will do the same. Even if some merchants cannot avoid bankruptcy, Hong Kong will always remember their contributions to society for many years to come.

Yet, it is extremely lamentable that struggling businesses who hope to survive the pandemic worry that they will later need to again face social disruption. Today, the legendary "Lion Rock Spirit" of consensus building seems to be but a distant memory of in the minds of Hong Kong people. It is true that society is torn, and that setting aside differences

to focus on common goals like previous generations once did is no longer practical.

As a result, businesses, both large and small, are at a loss as how to cope with constant internal and external political disputes. Moreover, they are often the target of blame. Little wonder that in our survey earlier this year, members ranked a stable business environment as most important factor to help them. It seems that in the eyes of enterprises, Hong Kong is no longer the paradise for doing businesses that it once was.

Sadness, although the waves of challenges battering your business may at times seem unrelenting, I hope you can face them calmly. Where there is a beginning, there is also an end. Businesses, too, also go through the cycle of life. As businesspeople, we must have the courage to face whatever storm comes our way. Just as importantly, we also need to be mentally prepared to let go of success or failure.

I would like to send my blessings to you and hope that we can tell more stories from the countless companies like yours. This will help society understand the helplessly difficult situation that companies, who support the daily lives of people, are facing amid the current crisis.

Although we now seem to be living in a tumultuous world, it has never been quiet for long. Over the past century, Hong Kong has gone through major ups and downs, and the hard work and suffering endured by several generations laid the city's foundations that made us the economic powerhouse that we are today.

The future of Hong Kong belongs to the young people of today, and the big and small companies of today are all paving the way for their future. I hope that everyone can put aside their differences and find mutual understanding to safeguard the sacrifices that our predecessors made. A century later, when people look back at events of today, even though times and circumstances will have changed, the things that we aspire to and also the fears and regrets will remain the same. Take care, my Hong Kong.

The above article aired in Chinese on RTHK "Letters to Hong Kong" programme on 19 September. The Chamber has received a number of letters from SMEs lamenting the extreme difficulties and worries that they are facing.



阿愁：

多謝妳寄來總商會的信函，娓娓道出過去兩年多以來，妳艱苦經營的辛酸，以及對香港現下時局的扼腕痛惜！我對此感同身受。

香港不少商戶，特別是那些微企，就像妳一樣，勞碌大半生，胼手胝足，方才將一盤小生意建立起來。不但自食其力，養活自己，亦養活了那些跟隨自己半生的老伙記及其家人。雖然，未必每個在樓梯底的櫃位舖，都能成就出今天一些顯赫的跨國企業，但至少能夠服務街坊之餘，也為社會貢獻出自己的一份力量。而過去正因為有您們這數十萬中小企業的刻苦經營，才孕育出香港這個國際大都會。我在這裡，對您們這默默耕耘的一群企業，致以無限的敬意！

令人痛心的是，妳提到去年的暴力示威運動，不單令自己的生意大幅下跌，好幾次還遇上無妄之災，店舖的門面裝修慘被波及，壞了不少積蓄去修葺完又再修葺。妳說記憶中的香港，半個世紀以來都是個安穩有序的社會。暴亂，好像已經消失在幾代人的生活當中。如今，歷歷在目前的大規模警民衝突景象，對我們這些已過知天命之年的人來說，感覺似是夢幻一樣，實在叫人難以接受！但妳自嘲說，當望著空空如也的收銀櫃時，感覺又真實得有些疼痛！聽後怎不教人黯然。

隨後爆發的新冠病毒疫情，真可謂禍不單行！妳說政府的限聚令簡直完全冰封了妳的生意！剛剛才經過暴亂一役，手頭上的資金已耗用了不少，真不知能否再捱得過疫情下的寒冬。但想到自己花了半生建立

起來的事業，總不想就此放手。何況，跟著自己多年一起打拼的伙伴，若要用「遣散」來結束大家的賓主之情，妳說實在難以向自己交代！

回想上次沙士的經驗，數月後疫情便該過去；妳於是毅然用上自己餘下的積蓄，再加按了自住的物業，籌集資金以應付租金及人工，並盡一切辦法去幫補營運。但萬料不到疫情竟一波接一波！如今大半年都過去了，政府的禁令仍未解除！

妳來函表示感謝各個商會幫忙反映企業嚴峻的困境，要求政府多發放些應急援助，讓商戶得以多支撐一段時間。然而，就如總商會剛剛就政府施政進行的問卷調查結果反映，會員最看重的是有效控制疫情，令業務得以重開，補助支援等都只屬次要。對很多長久「被休業」的小商戶來說，妳坦言這些財政援助始終是杯水車薪！想到自己一生打拼得來的血汗錢將盡付流水，事業不保之餘，員工的生計亦頓失倚靠，便不禁悲從中來。我聽後亦心中戚然，更想到不少商戶跟妳的狀況相若，我的心便沉了下去！

然而，疫情總有過去的一天，經濟總會有恢復的一日，希望妳能振作起來！就像早前澳洲的世紀森林大火，幾乎滅絕了數以億計的大小動物，例如樹熊、袋鼠，如今在大片焦土中亦開始重現一些嫩綠，這倒像我們劫後餘生的企業。即使有些商戶最終難逃閉門厄運，我相信香港仍會惦記您們曾經作出的貢獻，在這個城市裏永遠留下您們的印記！

慨嘆的是，在疫後掙扎下來的企業，相信仍須面對動盪的社會環境。如今，獅子山下同舟共濟的精神，似乎已停留在港人的緬懷裡。的確，目前眼下社會的嚴重撕裂，一時

間難以再如上一代般，求同存異，和衷共濟。

但目前大小企業身處這種內外交困的政治爭拗中，有些無所適從，且動輒得咎！香港似乎已不復是企業眼中營商的樂土，難怪在我們早前的問卷調查中，會員最大的期盼便是安穩的營商環境！

阿愁，無論妳的企業能否安然渡過今次浪接浪的難關，我們總希望妳能坦然面對。人生總有走到盡頭之時，企業亦只存在於生生滅滅之間。我們營商的，就得有面對風雲色變的膽識，亦要有能放開得失成敗的胸懷。

在此，送上大家對妳的祝福！就讓我們把這無數一如妳的故事訴說出來，好使社會曉得在背後支撐市民大眾日常生活的大小企業，眼前的亂局對他們造成了多大的無奈與困頓！

雖說，世界總是沸沸揚揚，從未長久安靜過下來。百年香港，好不容易才走過風風雨雨，承擔著幾代人默默耕耘的汗水，才把香港傲視同儕的經濟根基打下來！

未來的香港是屬於今天的年輕人，而今天的大小企業正是築構我們未來的台階！但願大家都能放開胸懷，互諒互讓，守護前人的努力。再過百年，後之視今，亦猶今之視昔。

珍重！我的香港。

上文於9月19日在香港電台《香港家書》節目以廣東話廣播。總商會收到不少中小企業來函，慨嘆他們正面對嚴峻的經營困境和難題。

採納 《消除性傾向歧視僱傭實務守則》 共建無歧視工作間

*Adopt the Code of Practice against Discrimination in Employment
on the Ground of Sexual Orientation Create a Discrimination-Free Workplace*

《守則》由香港特別行政區政府編製，旨在協助僱傭雙方自我規管，以消除僱傭範疇中的歧視措施和行為，並促進人人無分性傾向而享有平等的就業機會。

The Code, issued by the Government of the Hong Kong Special Administrative Region, is to facilitate self-regulation on the part of employers and employees in eliminating discriminatory practices in employment. It seeks to promote equal employment opportunities among all persons - irrespective of their sexual orientation.

《守則》的建議包括 Recommendations of the Code include:

- 所有僱員都有權根據他們的能力、職級、年資和經驗而獲得相稱的晉升、調職或培訓等機會
All employees are entitled to the opportunities for promotion, posting or training (etc.) commensurate with their ability, rank, seniority and experience
- 確保僱員不會因為本身的性傾向而遭受處分或解僱
Ensure that employees' sexual orientation is not a ground for disciplinary action or dismissal
- 制訂一套內部申訴程序，以處理機構內有關歧視、騷擾或中傷的投訴
Establish internal grievance procedures to deal with complaints concerning discrimination, harassment, or vilification within their organisations
- 定期監察平等機會政策的實施情況，確保政策得以切實執行
Monitor policy regularly to ensure that it is working in practice

劃一甄選準則 Consistent selection criteria

- 僱主應該就僱傭範疇內的各個環節，包括招聘、晉升、調職、培訓、解僱、裁員，以及就僱傭條款和條件方面，採用一套劃一甄選準則

It is recommended that employers apply consistent selection criteria for all aspects of employment, including recruitment, promotion, transfer, training, dismissal and redundancy as well as terms and conditions of employment

- 劃一甄選準則不應提及性傾向，而只應與工作有實質關係

Such criteria should not make reference to sexual orientation and should be specifically related to the job

《守則》全文可於以下網址下載：

The full text of the Code can be downloaded in the following link:

中文：https://www.cmab.gov.hk/tc/issues/code_of_practice.htm

English: https://www.cmab.gov.hk/en/issues/code_of_practice.htm



《守則》網頁
Website of the Code

如貴機構希望為促進不同性傾向人士的平等就業機會出一分力，請承諾遵從《守則》所建議的良好常規。有興趣成為支持採納《守則》的機構可致電2810 3205或電郵至 gisou@cmab.gov.hk。

If your organisation wishes to play a role in promoting equal employment opportunities on the ground of sexual orientation, please pledge to follow the good practices recommended in the Code. Organisations interested in becoming a supporting organisation can call 2810 3205 or send an email to gisou@cmab.gov.hk.

U.S.-China Decoupling: Beyond Trade

Emerging fields in the economic conflict include FDI, technology transfer, capital markets and access to the U.S. dollar-denominated global payments infrastructure

The economic fallout from the Covid-19 pandemic disguises the impact of the U.S.-China decoupling and economic confrontation in economic data, making analysis difficult. What to some appeared as a trade dispute has now more evidently morphed into a broader rivalry.

The economic dimension of this rivalry encompasses more than just tariffs on trade and is rapidly expanding to entail a deep decoupling of the two economies.

To answer the question: "How far could the decoupling go?" it is imperative to understand what the two sides are setting out to achieve.

China's aim, from an economic perspective, is as far as possible to maintain the ex-ante status quo, which has served its economic interests so well.

From the American perspective, the initial aim of the tariffs was to bring China to the negotiating table with a view to making the economic relationship more sustainable: creating deep but symmetric economic engagement, with reciprocity being the guiding principle.

An equitable economic relationship on market economy lines, however, will always be incompatible with the Communist Party of China's control over the direction of the Chinese economy.

Therefore, anything other than a fudge would be unacceptable to either side, and the phase one trade deal, signed in January, was that fudge.

Impact of Covid-19

The Covid-19 pandemic precipitated the shift in U.S.-China relations. Moreover, the pandemic and a range of further issues including the emergence of so-called wolf warrior diplomacy and the imposition of the National Security Law in Hong Kong have served to shift the nature of U.S. engagement with China. The idea that Chinese expansionism requires, perhaps, a more assertive form of economic statecraft has acquired greater currency in Washington.

The policy aim, therefore, seems to have morphed from being one of trying to bring pressure to bear on China to renegotiate a deep but fair economic relationship, to one aimed at bringing about a strategic decoupling, with a view to containing China's expansionism.

Effect on trade

Bilateral trade has fallen from a peak in September 2018 of US\$668 billion, on a 12-month rolling basis, to just US\$519 billion now, a fall on 22%.



中美脫鉤： 貿易以外

經濟衝突中的新戰場包括外國直接投資、技術轉移、資本市場，
以及以美元計價的全球支付基建之使用

The bilateral deficit has fallen 27% from peak to now. Chinese outbound foreign direct investment (FDI) to the U.S. is now negligible.

FDI from the United States into China remains in its established range of US\$12 billion to US\$15 billion, which is small in relation to the overall capital stock of either country and other flows between them.

Scope beyond trade

Beyond trade and investment, the scope of the decoupling is expanding. Moves to raise and enforce compliance with listing standards on U.S. capital markets could well result in Chinese-based companies delisting from U.S. exchanges.

Conversely, China's attempts to attract foreign participation in its capital markets are meeting with increased resistance from U.S. policymakers, as they fear

such inflows could provide China with economic leverage and the hard currency inflows that could help facilitate geopolitical expansionism.

The logical conclusion of attempting to suppress Chinese expansionism through economic statecraft is surely a far greater decoupling and bifurcation of the global economy than that implied by current policy.

The development of the digital RMB and greater efforts to internationalize its use should be seen as a preemptive move by China to help immunize its economy from further escalation, anticipating U.S. moves to limit or prohibit Chinese access to the U.S. dollar payment system.

For the U.S. to achieve its goals, given the U.S. itself accounts for only about one quarter of global GDP, it will become increasingly important to build alliances and the support of allies to render its geo-economic policies effective.

This article is an extract from an essay about the scope of the ongoing U.S.-China economic decoupling beyond trade. You can read the full article on the Hinrich Foundation website: www.hinrichfoundation.com





新冠病毒疫情帶來的經濟衝擊，在經濟數據上掩蓋了中美脫鉤和經濟衝突的影響，使分析變得困難。在一些人眼中的貿易爭端，如今顯然已演變成更廣泛的敵對行為。

這種敵對關係的經濟意義不僅體現在貿易關稅，更迅速擴大，致使兩個經濟體走向深度脫鉤。

要解答「脫鉤的程度會有多深？」這一問題，就必須了解雙方要實現的目標。

從經濟角度看，中國的目標是盡量維持先前原狀，從而繼續滿足其經濟利益。

從美國的角度看，關稅的初衷是把中國帶到談判桌，希望發展更持久的經濟關係；以互惠為指導原則，建立深入而對稱的經濟往來。

然而，在市場經濟路線上建立公平的經濟關係，畢竟與中共對國家經濟方向的掌控背道而馳。因此，除了含糊其辭的迴避，其他一概都不為雙方所接受，而在1月份簽署的第一階段貿易協議，正是這種含糊其辭的描述。

疫情的影響

新冠病毒疫情加速了中美關係的轉變。此外，疫情和一連串進一步的問題，包括所謂

「戰狼外交」的崛起，以及在香港實施《國家安全法》，均改變了中美往來的性質。對抗中國擴張主義或需採取更硬的經濟治術這一想法，在華府取得了更多的支持。

因此，美方的政策目標似乎已從嘗試向中國施壓，以重新協商發展深厚而公平的經濟關係，變成實現戰略脫鉤，以遏制中國的擴張主義。

貿易影響

在12個月的滾動基礎上，雙邊貿易已從2018年9月高峰時的6,680億美元，下跌22%到目前只有5,190億美元。

雙邊赤字已從高位下跌27%到現時的水平。中國對美國的直接投資現在可謂微不足道。

美國對中國的直接投資維持於既有120億美元到150億美元的水平，這相對於任何一方的總資本存量及兩國之間的其他流量而言，都只是很小的數目。

貿易以外

除了貿易投資，脫鉤的範疇正在擴大。提升和執行美國資本市場上市標準的舉措，

或會導致中國企業從美國的證券交易所退市。

反之，中國嘗試吸引外國投資者參與內地資本市場，卻遇到愈來愈多來自美國決策者的阻力，原因是資本流入恐為中國帶來經濟優勢，而硬貨幣流入亦會促進地緣政治擴張。

試圖通過經濟治術遏制中國擴張主義的邏輯推論，必然是加大現行政策的力度，令全球經濟進一步脫鉤和分化。

由於預料美國將採取行動限制或禁止中國使用美元支付系統，數碼人民幣的發展及推進人民幣國際化，應被視為中國先發制人的策略，有助保護國家經濟免受中美局勢進一步升級的影響。

鑒於美國僅佔全球GDP約四分之一，美國要實現目標，就必需締結聯盟，並取得盟友的支持，使其地緣經濟政策發揮作用。

本文摘錄自一篇探討美中經濟持續脫鉤的範疇擴大到貿易以外的文章。全文可瀏覽Hinrich Foundation網站：www.hinrichfoundation.com



聘用殘疾人士 支持「就業展才能計劃」

EMPLOY PERSONS WITH DISABILITIES SUPPORT WORK ORIENTATION AND PLACEMENT SCHEME

就業展才能計劃

勞工處展能就業科推行「就業展才能計劃」，鼓勵僱主提供職位空缺予殘疾人士，以加深僱主對殘疾人士工作能力的認識，從而協助他們公開就業。

Work Orientation and Placement Scheme

The Selective Placement Division of the Labour Department administers the "Work Orientation and Placement Scheme" (WOPS) which serves to encourage employers to offer job vacancies to the persons with disabilities and to enhance their understanding of the work capabilities of persons with disabilities, thereby facilitating open employment of the latter.

申請受計劃相關條款約束，勞工處保留最終決定權。
Application is subject to relevant scheme conditions.
The authority of final decision rests with the Labour Department.

由2020年9月1日起，

「就業展才能計劃」下的僱主津貼額經已提高

With effect from 1 September 2020, amount of allowance payable to employers under the WOPS has been increased



僱主 Employer

長達九個月津貼期內的最高津貼額提高至共60,000元。

The maximum amount of allowance has been increased to \$60,000 in total with the allowance period up to nine months.



指導員 Mentor

僱主委派的指導員如成功協助僱員在完成首三個月的聘用期後繼續獲聘用，可獲獎勵金1,500元。Mentors appointed by employer, who have successfully assisted the employee to continue with employment after the first three months, will be granted a Cash Reward of \$1,500.



Proactive PR and good communication with customers, partners and staff can help businesses embrace the 'new normal'
積極的公關策略，以及與顧客、夥伴和員工保持良好的溝通，有助企業適應「新常態」

The Covid-19 outbreak has ushered in a "VUCA" world - volatile, uncertain, complex and ambiguous - that continues to change at an unprecedented pace. Many business leaders are struggling to adjust to this "new normal." Success in today's world is about more than just managing this uncertainty, it is about embracing and implementing change.

Businesses also need to ensure that they get the right message across to their customers and business partners amid the current uncertainty, and communicate clearly with their employees.

Hong Kong's seasoned public relations (PR) professionals have much to offer that can help businesses of all sizes meet this challenge head-on and find new ways to thrive.

The 'new normal'

Reliance on social media and online media

The pandemic has led many of us to turn to a digital lifestyle in which we rely more on social media and online media. According to a report published by We Are Social in July, more than 50% of people on the planet now use social media – such as Facebook, Instagram and WhatsApp – for information and news. Information circulating on those platforms can go viral in seconds at any time, around the clock.

For example, in response to the acute local shortage of face masks earlier this year, a Hong Kong business posted on social media about its search for face

mask manufacturers. The post quickly amassed strong public support for the company

Misinformation and fake news abound

Journalists today often turn to online platforms and chatter to hunt for news. However, anyone with a smart phone can now be a news creator, and social media owners are unable to thoroughly moderate and fact-check their content. Disinformation and even fake news are bound to spread.

The panic stockpiling of toilet paper in connection to Covid-19 is a good example of this online disinformation, both in Hong Kong and around the world.

Greater awareness of social inequalities

Covid-19 has highlighted social inequalities. Some of the most vulnerable socioeconomic groups feel they aren't getting what they need to survive this crisis.

For instance, people living in cramped sub-divided units in Hong Kong may find it difficult to maintain good social distancing and hygiene, and they are less likely to have access to internet or quality computers for online lessons. And low-income black people in the United States with poorer access to healthcare are suffering from a higher mortality rate.

Breaking or building trust

Disinformation and fake news during the Covid-19 outbreak have led to a growing public distrust of institutions and even governments. Many people look to brands, businesses and the government to speak the truth and adhere to their core values. They also expect organizations to be transparent and accountable to their stakeholders.

"Covid-19 is a 'moment of truth' for many organizations," explained Clara Shek, Managing Director of Ogilvy Public Relations Worldwide and a PRPA advisor. "Battling the virus is not about commercial advantage or profit, it is about doing the right thing for society and showing a company's true values and citizenship."

Social sustainability

The life-threatening pandemic has generated not only greater concerns for public health, but also an increased preference for solutions that have a human element. Covid-19 has changed the way marketers approach consumers, and has led to calls for more mindfulness, empathy and sensitivity to what we are going through together as a community.

Fashion labels and groups such as LVMH and Moncler have not only donated money but also adapted their fashion production lines to produce anti-pandemic products such as face masks. Some of them have also announced their support for current social issues like the Black Lives Matter campaign.

"Corporates need long-term strategies in CSR," said Richard Tsang, Chairman of Strategic Public Relations Group Ltd and a PRPA advisor. "With masks becoming more available and affordable, what should corporates do to help the underprivileged? Corporates also need to be consistent in their actions, you can't on one hand give away masks and on the other lay off staff."

Changes in the workplace

In the wake of an economic slump triggered by Covid-19, many businesses are facing downsizing, staff displacement and changes in their business operations and business models. In addition, hybrid working – namely a mix of remote working and working from the office – is gaining traction, as the ongoing pandemic continues to shape the way we work. All these changes in the workplace demand greater staff engagement.

PR strategies for businesses

To navigate today's VUCA world, PR professionals, both in-house and agency, can play a crucial role in helping businesses embrace the challenges brought by Covid-19.

Issue monitoring

A seasoned PR professional can identify and closely monitor potential issues from different sources, such as by analysing traditional and social media coverage, as well as conducting social listening.

Considering the viral impact of social media, PR professionals are skilled in

social listening and understand how to take proactive actions to manage issues whenever needed.

Issue tackling

PR professionals are adept at understanding internal and external sentiments, and are able to provide situational analysis including community pulse and strategic planning to prevent issues from blowing up into crises.

For instance, Kwan Chuk-fai, Director of Corporate Communications & Investor Relations at Hang Lung Properties Ltd and a PRPA advisor, praised the prompt action taken by noodle chain Jointedheart to stop the false accusations circulating online using posts on the group's Facebook together with supporting screen caps.

Issue sensitivity

Remaining sensitive to issues will be vital in the post-pandemic era of social divides and degraded trust. PR professionals can offer counselling to management on communication strategies, including how, what and when to communicate.

An example in this regard is the online rumours about the HKSAR Government's free mask provision – including speculation about the transparency of the product's sourcing and efficacy. Proper and early disclosure of the details could have avoided this situation.

Brand and corporate reputation building

In the wake of the pandemic, the general public and individual consumers are looking for companies and brands with social values they can relate to. While incorporating human elements, it's important

that social values now go beyond the traditional CSR mission of helping the underprivileged. Consumers now expect socially substantial campaigns such as female empowerment.

As brand guardians and behavioural scientists, PR professionals are able to offer insights and forward-looking positioning, assisting corporates to build and transform their brand reputations in a way that creates a reservoir of support and trust among their stakeholders.

Tsang added: "Many corporates need to change both their business models and brand image post-Covid-19 (and even during Covid-19). PR professionals can successfully guide corporates through these necessary transformations."

Employee engagement

Covid-19 has changed our workplaces and highlighted the pressing need for employee engagement with the support of PR. Remote working requires greater efforts to stimulate cooperation between colleagues and monitor togetherness. Corporates should support their employees as they adjust to new working conditions, recognizing that all workers have endured a stressful time in recent months.

Drawing on his extensive experience in handling staff issues, Kwan from Hang Lung Properties said: "Caring about staff and boosting morale in adversity are crucial, especially at a time when health and safety are at risk. Precautionary health measures/materials, working arrangements, counselling, etc., are all imperative. Internal communication is also vital in a crisis, and management must be seen to 'walk the talk'."

He cited the example of whether an organization should apply for the

Government's Employment Support Scheme. If they don't apply, it might lead to speculation that the organization is contemplating layoffs. This is just one example of how internal communication is a complex and demanding skill that must also align with an organization's external messages.

Another critical aspect is that PR professionals must be empowered with the full trust of senior management in order to effectively contribute to the organization's success.

新冠病毒疫情帶來了不穩定 (volatile)、不確定 (uncertain)、複雜 (complex) 及模糊不清 (ambiguous) 等元素，開啟了「VUCA」新時代，更以空前速度持續帶來不同的變數。很多商界領袖正奮力適應這種「新常態」，而要在現今世界取得成功，不僅要妥善處理這持續的未知數，更要欣然接受轉變，迎來變革。

面對當下的不明朗情況，企業亦需確保向客戶和商業夥伴傳達正確訊息，並與僱員進行清晰的溝通。

憑藉豐富的經驗，本港的公關專才可協助大大小小企業應對當前挑戰，並尋找保持業務興旺的新方案。

「新常態」

對社交媒體及網絡媒體的依賴

疫情促使我們轉向數碼化的生活方式，更側重於社交媒體及網絡媒體。根據We Are Social於7月發表的報告，逾五成人會透過Facebook、Instagram及Whatsapp等社交媒體觀看新聞及獲取資訊，而這些平台上的訊息能瞬間全天候傳播。

例如，今年初本地口罩短缺問題嚴重，為此，一家香港企業於社交媒體上載了有關



搜購口罩製造商的貼文，隨即吸引了大批市民支持。

誤導資訊及虛假新聞的流傳

現今記者常於網上平台與網友交流，從而發掘新聞資訊。然而，現時不論任何人，只要有智能手機在手就能製造新聞；加上社交媒體無法全面糾正或查證內容，導致誤導資訊，甚至虛假新聞充斥。

最經典的網傳誤導資訊例子，莫過於在香港以至世界各地，因疫情而掀起的廁紙搶購慌。

社會不公引起更大關注

疫情凸顯了社會不公的現象，一些弱勢社群有感無法取得適切的資源，以應對這場危機。

舉例說，香港的劏房戶居於狹小的房間內，難以保持社交距離及維持良好的清潔衛生；而他們亦因缺乏足夠的電腦及寬頻，無法讓子女於疫情期間在家網上學習；情況如同美國的低收入黑人社群，他們較缺乏醫療支援，因此死亡率普遍較高。

破壞或建立信任

疫情期間流傳的錯誤消息及虛假新聞，導致市民逐漸對不同機構甚至政府產生不信任。很多人期望品牌、企業及政府道出事實真相，堅守核心價值；亦希望機構能提高透明度，以及向持份者問責。

「對眾多企業來說，新冠病毒疫情成了『關鍵時刻』。」奧美公共關係董事總經理暨PRPA

顧問石嘉麗續指：「與病毒作戰不是為爭取商業優勢或利益，而是為社會做正確的事，以及展現企業的正確價值觀和良好的公民義務。」

社會可持續性

奪命的新冠病毒不僅提高了社會的公共衛生意識，並且傾向尋求更多人性化的方案。疫情改變了品牌營銷人員連繫顧客的方式，更關顧客戶心靈所需、著重同理心及敏感度的同時，也標榜以「群體」攜手克服當前的疫境。

時裝品牌及集團如LVMH及Moncler除了捐款，更改造旗下的時裝生產線，以製作口罩等抗疫產品；部分品牌更公開支持近期的社會議題，例如「黑人生命也是命」運動。

縱橫公共關係集團主席暨PRPA顧問曾立基提出：「企業需要長遠在企業社會責任上著手。當口罩供應變得充裕，更多人能夠負擔時，企業應該做些甚麼來幫助基層市民？企業需要言行一致，不能這邊廂捐贈口罩，那邊廂卻裁員。」

工作環境的轉變

新冠病毒引致經濟低迷，令很多企業面臨業務縮減、裁員和營運或業務重整。此外，疫情持續下衍生了混合工作模式，結合遙距辦公及辦公室工作的模式愈見普及。上述種種工作環境上的改變，更需要與員工進行溝通，以便作出配合。

企業公關策略

要應對今天的VUCA世界，不論是公司內部抑或公關顧問公司的公關專員，在協助商界克服疫情的挑戰時，能夠發揮重要的作用。

監察議題

經驗豐富的公關人員能從不同渠道分辨和密切監察潛在的問題，例如分析傳統紙媒及社交媒體的報導，以及透過社交媒體數據分析的社媒聆聽（social listening）等。

考慮到社交媒體的傳播力，善於社媒聆聽的公關人員於有需要時會制定合適的攻防策略，主動出擊管控議題。

處理議題

公關人員善於掌握內部及外在情緒，提供緊貼社會脈搏的情境分析和策略部署，從而避免議題發酵成危機。

恆隆地產集團傳訊及投資者關係董事暨PRPA顧問關則輝以連鎖食店譚仔雲南米線早前對網上謠傳作出的迅速應對為例，讚揚集團利用Facebook專頁的貼文連同截圖，及時遏止網上的失實指控。

議題敏感度

在疫情緩和後，社會充斥著分化，缺乏信任，故此企業需要對同議題保持敏感度。就此，公關人員可為管理層提供傳訊策略建議，包括如何、何時及有何訊息要發布。

例如網上流傳有關香港特區政府免費派發口罩的種種謠言，包括市民對產品來源及效用的猜測。儘早及清晰公開詳細的資料，應可避免不必要的臆斷。

建立品牌及企業聲譽

在疫情中，公眾及消費者都在尋找社會價值觀與自己相近的公司和品牌。需要融入人性化元素的同時，現今的社會價值觀已超越了傳統企業社會責任的層面，不再像從前局限於援助基層；顧客現在會期望公司或品牌參

與重大的社會議題，例如女性賦權。

作為品牌守護者和行為科學家，公關專員具有獨到的洞察力及遠見，能協助企業建立及改造形象，從而得到持份者有力的支持和信任。

曾立基補充：「很多企業需要在疫情過後（甚或疫情期間）改變他們的營運模式和品牌形象，公關專員才可引領企業進行一系列必要的變革。」

員工參與

新冠病毒疫情改變了我們的工作模式，同時凸顯在公關支援下推動員工參與的迫切性。遙距辦公需要在促進同事相互協調、監控團結合作方面加大力度。企業應協助僱員適應新的工作環境，讓疫情後情緒備受困擾的員工慢慢重投崗位。

恆隆地產集團關則輝又分享處理員工事務的自身經驗：「在逆境中，尤其是關乎到員工的健康安全時，適時的關懷及提高士氣至為重要。防疫措施及用品、工作安排，以至輔導等，都急需處理。在危機處理上，內部溝通是必須的，而管理層亦要言出必行。」

他引用企業應否申請政府的「保就業」計劃為例子。如果不申請資助，可能會令人猜測公司有裁員的打算。這正好說明機構的內部溝通既複雜且講求高度技巧，必須與對外發放的訊息一致。

另一關鍵是公關人員必須得到高級管理層的全力信任，方可有效地出謀獻策，協助企業成功。

Hong Kong Public Relations Professionals Association (PRPA) is the longest established organization for PR practitioners in Hong Kong. To celebrate its 25th anniversary, PRPA has launched a new Pledge for Public Relations Professionalism, creating a new benchmark for industry practitioners' professionalism and commitment to excellence. HKGCC is a supporting organization of the PR Pledge.

香港公共關係專業人員協會（PRPA）是本港最具歷史、規模最大的公關專業團體。為慶祝創會25周年，PRPA發起了全新的「公關專業承諾」，藉此提升業界的專業水平及操守。香港總商會「公關專業承諾」的支持機構。

Sailing to Success

「碼」到功成

Launch of Lantau Yacht Club helps put Hong Kong on the map for the growing yachting community in the region,
reports the Chamber's staff writer Charles Chung

Lantau Yacht Club 揭幕，助香港在愈發蓬勃的遊樂船業佔一席位 本刊記者鍾卓亨

On the bright morning of 30 August, a 45-foot Jeanneau sailboat coasted gracefully on the waters of Discovery Bay into the all-new marina, marking the soft opening of the Lantau Yacht Club.

The former marina on the same site first opened its doors in 1989. After a long-overdue renovation, which commenced in early 2019, the Lantau Yacht Club (LYC) now boasts a fully upgraded marina and much improved clubhouse facilities.

In spite of the current pandemic, which has put many business activities on hold, the Club's refurbishment project has been able to continue largely without interruption. The Marina Office and Phase 1 of the Marina opened as scheduled in August, while renovation work on the rest of the Marina and the clubhouse is due for completion by the end of the year.

"The Marina Projects UK, one of the world's leading marina consultants, was appointed to advise on the masterplan design, berth mix and technical provisions of the LYC Marina," said Victor Cha, Deputy Chairman and Managing Director of HKR International (HKRI).

"The pandemic did slightly affect the production schedule of certain hardware for the marina, but we were lucky with the weather, so the overall refurbishment schedule was not much affected."

The Lantau Yacht Club is a by invitation only member club, serving the leisure yachting community. It is part of HKRI – the shareholder of Hong Kong Resort Company Limited, which owns and manages the Discovery Bay community on Lantau Island, among others.

The club provides a high level of service that you would expect to find in a world-class marina. It accommodates 148 wet berths ranging from 10 to over 60 metres, as well as dry stacks with a maximum length of 12 metres.

"We have 24-hour mooring assistance and security, a pump-out station, and a petrol and diesel fuel gas station," said Ivan Lee, Vice President of Lantau Yacht

Club, adding that the marina also provides a dedicated electricity supply sufficient to charge superyachts.

The clubhouse will be offering international dining experience and extensive event space when it opens later this year, as well as concierge services.

The marina is also technologically advanced, Lee explained. It is equipped with an advanced marina management system for a seamless customer experience, and onsite IT provisions are also of the highest level with a 4G – soon-to-be 5G – mobile network.

In terms of the new features that distinguish Lantau Yacht Club, Lee explained: "The new marina of our club is





the first and only international standard berthing facility in Hong Kong custom-built to specifically cater for megayachts.”

Indeed, when the original marina was built over three decades ago, it was designed to handle the yacht sizes that were common at that time. The renovation has upgraded the facilities to accommodate the megayachts that have become increasingly popular in recent years.

Lantau Yacht Club also has concrete pontoons, which are a rarity in marinas in the region, giving visitors the same feeling as if walking on land.

Lee also takes pride in the marina’s breakwater, which is the sole infrastructure that has not been changed during the refurbishment. It has proved its worth and sturdiness over several decades, he explained, most recently in 2018 when Hong Kong was hit by Typhoon Mangkhut – the strongest typhoon seen by the city in 30 years.

Victor Cha pointed out that Hong Kong is Asia’s hub for the leisure boating industry. Plentiful buyers, top facilities, and a skilled and knowledgeable workforce in the field put the city ahead of other Asian locations, making Hong Kong the largest and also a very mature market for yachts.

It might come as a surprise that yachting business in Hong Kong and in Asia has not been affected by the Covid-19 pandemic, which has taken such a toll on the majority of industries. The explanation for this seems to be that more people have been drawn to the safety and seclusion of private yachts. In fact, Italian luxury yacht builder Ferretti Group has reported record sales in Asia Pacific for 2020, while Hong Kong recently emerged as one of the top destinations for yacht deliveries in the world.

Hong Kong has been the hub of regional yachting activities, so there is great potential for the city to capitalise further on the growth of the sector. This will, in turn, benefit the local economy, as Cha explained.

“Marinas, together with yachting businesses, form part of the recreational boating industry that creates employment and brings taxation to the local government, directly and indirectly through related industries including repair and maintenance, hotels, restaurants, visitor attractions and travel agents,” he said.

However, it appears that there is still some way to go before we can take full advantage of the opportunities. Cha explained that regulatory issues and a lack of berthing space have been hindering the development of the local yacht industry in recent years. The absence of mooring and facilities tailor-made for superyachts had also been an obstacle, as there had been no new marina developments in the past decade or so.

The refurbished Lantau Yacht Club therefore is a welcome addition. Moreover, its location – Lantau Island – enjoys a strategic position in Asia and is a recognised gateway to Mainland China. Lantau Yacht Club can serve as a key transit location for yachts sailing in the region, or en route to China for sightseeing or obtaining supplies.

The growing wealth in the region, particularly in China, bodes well for the Asian yacht market, and being in proximity to the Mainland gives Hong Kong an edge in this department. The increasing trend of superyachts coming to the Asia Pacific will also boost the tourism sector more generally, with increased visitor numbers and greater revenue.

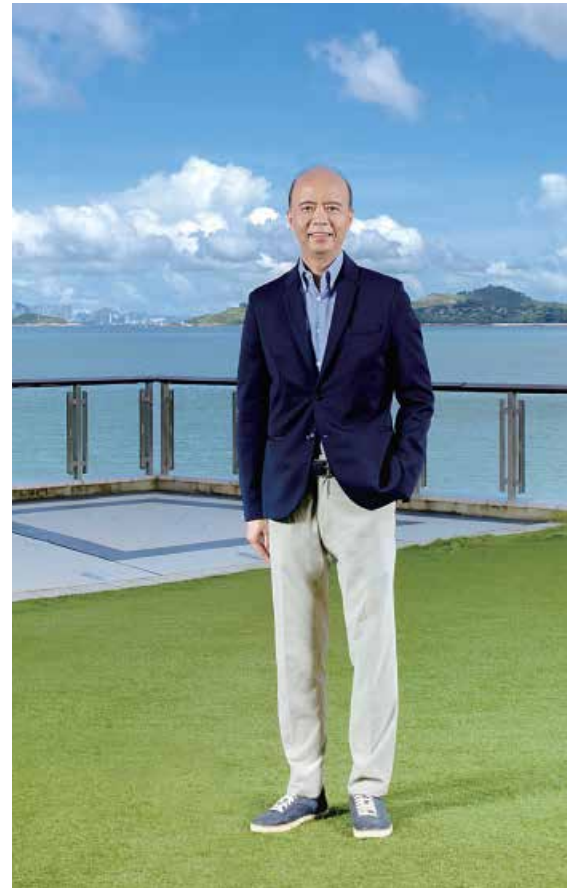
To ensure that Hong Kong is primed to make the most of these opportunities, Lantau Yacht Club works with local and

regional yachting associations to share its views and suggestions on promoting Hong Kong as a yachting destination. Cooperation with government organizations is another item high on its agenda, to create synergy for the industry. For example, the Hong Kong Tourism Board has been devoting increasing resources to promote cruise tourism, but Cha believes that more could be done to attract yacht tourists.

There is a very good reason to encourage the yacht segment, as Cha explained: “Yachting tourists spend a few times more in the local economy than a cruise ship tourist.”

The growth in the sector and the size of the yachts have not been the only changes in the industry in recent years. As climate change becomes an increasingly clear threat to the planet, many businesses are turning to more sustainable practices.

For its part, Lantau Yacht Club has taken action including the progressive ban of single-use plastic, implementing eco-initiatives and imposing fines for polluting and littering. As it opens a new chapter in its history, the club has made it its mission to promote and develop a sustainable – as well as luxurious and enjoyable – yachting lifestyle.



Company 公司名稱 : **HKR International Ltd**
香港興業國際集團有限公司
HKGCC Membership No. 總商會會員編號 : HKH0718
Established 創辦年份 : 1977
Website 網站 : <https://www.hkri.com/>





在 8 月 30 日陽光明媚的早上，一艘 45 尺長的亞諾帆船悠然駛過愉景灣海域，進入全新的遊艇碼頭，標誌著 Lantau Yacht Club (LYC) 的首階段開幕。

同址的前遊艇碼頭早於 1989 年開業，翻新工程其後於 2019 年初展開，可謂讓人引頸以待良久。如今遊艇會煥然一新，碼頭及會所設施均全面升級。

儘管當前疫情令不少商業活動擱置或延期，遊艇會的翻修工程卻大致未受影響。碼頭辦事處及碼頭第一期如期於 8 月投入服務，而碼頭餘下部分及會所的工程亦將於年內竣工。

香港興業國際集團有限公司副主席兼董事總經理查懋成解說：「我們聘任了世界頂尖的碼頭顧問公司 The Marina Projects UK，為本會碼頭的總體規劃設計、泊位分配，以至技術規格提供意見。」

「疫情確實稍微影響了碼頭個別硬件的生產工序，可幸天公作美，整體的翻修進度無甚受阻。」

LYC 為「邀請制」的私人會所，服務遊樂船隻社群，屬香港興業國際集團業務。香港興業有限公司為集團附屬公司，主要發展及管理大嶼山的愉景灣項目。

遊艇會提供媲美世界級遊艇碼頭的高水準服務，設有 148 個長 10 米至逾 60 米不等的海上泊位，以及長達 12 米的陸上泊位。

LYC 副總裁李泓熙表示：「我們提供 24 小時的船舶停泊協助和保安服務、泵水排水設備，以及汽油和柴油加油站。」他補充指，碼頭還設有專屬的供電系統，為停泊的超級遊艇提供專享的充電服務。

遊艇會會所也將於年內開放，向會員呈獻國際化的餐飲服務，並提供寬敞的活動空間和禮賓招待服務。

李泓熙闡釋，遊艇會碼頭更配備了先進科技，包括高端碼頭管理系統，務求打造流暢無縫的顧客體驗，以及頂級的資訊科技設施，如 4G（即將升級為 5G）流動網絡。

談及 LYC 不同凡響之處，李泓熙表示：「本會新建的碼頭是全港首個也是唯一一個符合國際標準、專為超級遊艇而設的船舶停泊設施。」

的確，原先的遊艇碼頭建於 30 多年前，乃根據當年常見遊艇的大小設計。是次翻新把設施升級，使之能夠容納近年愈趨流行的超級遊艇。

遊艇會還建有區內遊艇碼頭鮮見的混凝土浮橋，讓賓客如履平地。

李泓熙又表示，遊艇會的防波堤是他引以為傲的設施之一，也是碼頭唯一無需翻新修葺的基礎建設。他解釋，防波堤在過去數十年間經歷無數考驗，其中包括 2018 年襲港、被喻為 30 年一遇的超強颱風山竹，卻依然穩如磐石，足見其牢固堅實。

查懋成指出，香港是亞洲遊樂船業的樞紐。眾多買家、頂級設施，加上業內技術知識兼具的勞動力，令香港在其他亞洲城市中脫穎而出，成為規模最大且非常成熟的遊艇市場。

令人意外的是，面對重挫各行各業的新冠病毒疫情，香港及亞洲的遊艇業卻安然無恙；原因似乎是疫情促使更多人投向了遊艇提供的私人空間。事實上，意大利豪華遊艇品牌法拉帝集團的亞太區銷量在 2020 年錄得新高，而香港則在近年冒起成全球遊艇交付的熱門目的地。

本港向來是區內遊艇活動的核心，因此我們大有潛力進一步發展這一界別。查懋成認為，本地經濟將會因此而受惠。

他說：「遊艇會和遊艇業，均是遊樂船業的組成部分，能夠惠及維修、酒店、餐飲、觀光和旅遊等相關行業，直接和間接地創造就業，並增加政府稅收。」

不過，距離充分把握這些機會還有遙遙長路。查懋成解釋，近年規管及船舶泊位不足的問題，皆窒礙了本地遊艇業的發展。缺乏為超級遊艇度身而設的泊位和設施亦是一項障礙，事關過去十多年間，本港遊艇碼頭的發展一直停滯不前。

翻新後的遊艇會正好填補了空缺。而且，其位處之地——大嶼山是亞洲戰略據點，也是公認通往中國內地的門戶。LYC 可以充當重要的中轉站，讓在區內航行或駛往中國的遊艇沿途觀光或補給物資。

區內——尤其中國日益富庶，有利亞洲遊艇市場發展，而香港正好坐擁毗連內地的優勢。超級遊艇來訪亞太區日漸頻繁的趨勢，亦將有助帶動整體旅遊業，包括提升旅客人次及增加收入。

為確保香港做好準備充分把握這些機遇，LYC 加強與本地及區內遊艇組織的溝通和合作關係，就推廣香港作為遊艇業目的地的分享意見和建議。此外，與政府機構合力為業界創造協同效應亦是要務之一。例如，香港旅遊發展局正增撥資源推廣郵輪旅遊，但查懋成認為，當局在吸引遊艇訪客方面可以做得更多。

他闡釋，鼓勵遊艇旅遊業發展大有好處：「相比郵輪旅客，遊艇旅客在目的地的消費額高逾數倍。」

不過，業界近年面對的轉變，並不限於遊艇業的增長與船隻大小的變化。隨著氣候變化對全球的威脅日漸明顯，不少企業都轉而採用更可持續的營運模式。

為此，LYC 也實施了多項環保措施，包括逐步停用一次性塑膠、落實生態倡議，以及向污染和亂拋垃圾者施加罰款。邁進歷史新里程，遊艇會如今的使命，是推廣既符合可持續理念，又舒適豪華的遊艇樂活之道。

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Boutique Approach to Human

Elsyung Consulting uses time-tested philosophies to help SMEs update their HR processes and streamline their businesses

Elsyung Consulting 利用行之有效的管理概念，協助中小企革新人力資源程序，精簡營運流程

Passionate about delivering bespoke solutions for smaller businesses, Elsie Yung started her human resources consulting firm due to her belief that there was a need to specialize and streamline HR processes for SMEs.

“By developing teams to be highly engaged and capable, we help business owners focus their time on growing their business,” Yung explained.

As a boutique firm, Elsyung Consulting uses a very hands-on approach to identifying problems and finding the best solutions. Yung, along with the firm’s seasoned partners, personally visits clients to learn about the needs of each organization. The company’s holistic programmes have helped teams and individuals to develop business etiquette, diversity and inclusion, cultural awareness, as well as personal branding.

“We differentiate ourselves from other consulting companies through our

relevant experience that allows us to truly understand the needs of business owners,” she said.

Yung has been in the HR field for 25 years, and credits much of her success to Taoist philosophies. She has incorporated these principles into many of Elsyung Consulting’s development programmes.

“Lao Tzu’s invaluable gift empowers us to adopt positive thinking, embrace change, and be flexible and resilient,” Yung said. “The ancient wisdom is profoundly relevant in today’s workplace and society.”

One of the prime guiding philosophies at Elsyung Consulting is the concept of Dao, meaning “path” in Chinese. By working closely with clients, the team at Elsyung Consulting aims to find the most suitable “Dao” for their clients’ businesses, personal brands and careers.

Amid an ever-changing business environment, flexibility is key when facing new and unprecedented challenges, Yung said. It is especially important, now more than ever, for SMEs to streamline their HR processes and learn how to get the most out of their organization and individual brands.

HKGCC has many SMEs among its membership, so Yung saw joining the Chamber and the SME Committee as an opportunity to share her experience in the HR field with fellow members.

As Elsyung Consulting operates across Asia, “it has also been beneficial to join the Asia & Africa Committee to attain more insights about the business opportunities within those regions,” she added.



ELSYUNG CONSULTING

Company : **Elsyung Consulting Ltd**
 HKGCC Membership No. 總商會會員編號 : HKE0541
 Established 創辦年份 : 2019
 Website 網站 : <http://www.elsyungconsulting.com>



Resources 人力資源管理：精品策略

翁慧雯熱衷於為小企業制訂度身方案。她深信中小企需要專門、精簡的人力資源流程，故開設了自家的人力資源顧問公司。

她解釋：「我們協助企業東主建立積極投入、精明幹練的團隊，讓他們能夠投放更多時間拓展業務。」

Elsyung Consulting 作為一家精品公司，由查找問題到尋求最佳解決方案，每一程序都會親力親為。翁慧雯與公司其他的資深合夥人會親自造訪客戶，了解每個機構的不同需要。該公司設有全面的計劃，促進團隊及個人的多元發展，包括商業禮儀、多元共融、文化意識，以及個人品牌建立。

她說：「我們能夠從云云顧問公司中脫穎而出，在於擁有相關的經驗，能夠真正了解企業東主的需要。」



翁慧雯投身人力資源領域 25 年，她把大部分的成功經驗歸功於道家哲學思想，並已把這些理論融入 Elsyung Consulting 的多個發展計劃。

「老子傳承下來的寶貴學說教會我們正向思考、擁抱轉變、靈活變通，以及堅韌不拔的精神。」她說：「這些先賢智慧依然適用於現今的職場及社會。」

Elsyung Consulting 秉持的其中一項哲學宗旨就是「道」。透過與客戶緊密合作，該公司團隊致力協助客戶在營商、個人品牌建立和事業上尋找最合適之「道」。

翁慧雯指出，在瞬息萬變的商業環境，靈活變通是應對空前新挑戰的關鍵。中小企精簡人力資源流程，讓公司和品牌發揮最大效益，在當前環境下尤為重要。

總商會會員不乏中小企業，翁慧雯加入總商會和中小型企業委員會，便是希望藉著這個機會向其他會員分享她在人力資源方面的經驗。她補充，Elsyung Consulting 業務遍及亞洲，「加入亞洲及非洲委員會，亦有助深入了解區內眾多商機。」

Sophisticated Tastes of Lebanon

品味黎巴嫩

Maison Libanaise serves up delicious classic dishes from the Middle East, reports the Chamber's staff writer **Elmo Wong**

Maison Libanaise 呈獻美味的中東經典菜式 本刊記者王靜雯

Maison Libanaise takes its inspiration from 1960s Beirut, a buzzing city that was known as the "Paris of the Middle East" at the time for its French architecture and sophisticated culture that mixed European and Middle Eastern elements.

This influence can be seen in the decor of Maison Libanaise as well as the cuisine, with colourful tiles and terracotta walls. The menu, designed by celebrity chef Jad Youssef, includes many of the classic cold and hot delicacies that have helped Lebanese cuisine become so popular around the world, as well as a wide selection of wines from France.

1960年代的貝魯特是一座璀璨城市，市內的法式建築，加上糅合了歐洲和中東元素的典雅文化，使其享有「中東巴黎」的美譽。Maison Libanaise的靈感正是源於這座城市。

餐廳的中東色彩從裝潢——繽紛磚瓦與赤陶牆壁——以至菜式可見一二。店內菜單由名廚Jad Youssef精心設計，包羅不少揚名海外的經典黎巴嫩冷盤熱葷，以及多款法國佳釀。

Maison Libanaise

10 Shelley Street, SoHo, Hong Kong
中環蘇豪些利街10號
2111 2284



Roasted Cauliflower
香烤椰菜花

A whole cauliflower is roasted with harissa, zhoug (a chili and coriander condiment), tahini, sumac and dried lime to create a sharing dish that enhances the delicate flavor of the cauliflower. Besides being a delicious vegetable dish, cauliflower has found new fans in recent years as it can act as a low-carb alternative to rice or bread.

原棵椰菜花混以 harissa 辣椒芫荽醬、zhoug 辣椒芫荽醬、tahini 芝麻醬、鹽膚木和青檸乾烤焗，益顯椰菜花的鮮香，讓食客分甘同味。這道菜不單是惹味的素食之選，作為低醣食品，椰菜花在近年更得到不少食客青睞，取代麵包飯食。

Signature Lebanese Dips
招牌黎巴嫩蘸醬



Popular dips served with pita bread to share is a perfect appetiser. Maison Libanaise's selection of classics from the region includes hummus, baba ganoush, labneh and muhamara, a spicy red pepper puree. A selection of house-made pickles provides a contrasting crunch to the smooth and creamy dips.

廣受歡迎的滋味蘸醬配搭皮塔餅正是最佳前菜。Maison Libanaise 為食客呈獻多款中東經典蘸醬口味——鷹嘴豆泥、茄子蓉、乳酪芝士醬和香辣紅椒泥，更自家製作了多款爽口醃菜，恰與綿滑濃郁的蘸醬相映成趣。



Lamb Kafta 烤炙羊肉串

Skewers of grilled meat are a popular street food and snack in Lebanon. This lamb kafta uses three different cuts of lamb to provide a mix of flavours. Perfectly seasoned and grilled, this spicy lamb skewer is served with sumac-grilled tomato and cooling hummus.

香烤肉串是黎巴嫩的熱門街頭小吃。這道香辣羊肉串無論調味和火候均恰到好處，特選三個不同部位的羊肉，帶出多重口感滋味，佐以鹽膚木調味的烤番茄和鷹嘴豆泥，其味更佳。



Levantine Fattoush 黎凡特沙律

Fresh and seasonal vegetables are the backbone of Lebanese dishes, and this mixed vegetable salad is a colourful example, made from sweet cherry tomatoes, chopped gem lettuce, radish, mint and crispy pita khobez. It is served with a refreshing sweet-and-sour sumac dressing.

新鮮時蔬是黎巴嫩菜的精髓，這道色彩斑斕的雜菜沙律便是絕佳例子。食材包括鮮甜車厘茄、蘿蔓生菜、蘿蔔、薄荷，以及香脆皮塔餅，隨伴清新酸甜的鹽膚木醬。



Shish Taouk 碳燒雞串

For an alternative to red meat skewers, pieces of chicken are marinated overnight in seasoning and spices before being chargrilled. Sumac-grilled tomato and toum, a house-made garlic-flavoured sour cream, are served alongside the tender chicken.

有別於烤紅肉串，這道菜式選用以佐料及香料醃製過夜的雞件，明火碳燒。嫩滑雞肉伴以鹽膚木調味的烤番茄和自家製蒜蓉忌廉酸醬，風味獨特。

Chef's Profile 大廚小檔

Chef Jad Youssef trained at the Beirut branch of L'Ecole Hoteliere before travelling to Europe to work in kitchens in Oslo and London. In 2003, he became Head Chef at the renowned Lebanese restaurant Fakhreldine in London, before opening his own street-food restaurant, Yalla Yalla, in the city in 2009. His growing reputation led to him being invited to serve as a judge on the television contest, Celebrity MasterChef.

Then in 2017 he spread his wings to Hong Kong, joining the team at Maison Libanaise to oversee the kitchen. "Lebanese culture is varied and rich," Chef Youssef said. "I take a lot of inspiration from the region's traditions, and enjoy passing down recipes to new places. I hope that Hong Kong diners will be connected to that Lebanese heritage and feel it in my cooking."

大廚 Jad Youssef 藝從瑞士款待管理學院 L'Ecole Hoteliere 的貝魯特分校，畢業後赴歐洲奧斯陸及倫敦的餐室工作。他在 2003 年獲任為倫敦著名黎巴嫩餐廳 Fakhreldine 的總廚，其後於 2009 年在當地開設了自家街頭小食店 Yalla Yalla。聲名漸噪的他更獲英國電視烹飪競技節目《Celebrity MasterChef》邀請為比賽評審。

他在 2017 年進軍香港，加入 Maison Libanaise 的烹飪團隊，主理廚政。他說：「黎巴嫩文化豐富多元。我不不少的烹飪靈感都是取自區內的傳統習俗，而且我享受把食譜發揚光大，與各地饕客同享滋味。希望香港食客能夠透過我的菜式體驗黎巴嫩的文化傳統，與之結緣。」



GBA Boom for Financial Services

摩拳擦掌把握大灣區金融服務機遇

Increasing cross-border investment opportunities and more unified cross-boundary procedures are part of the rapidly evolving financial landscape across the Greater Bay Area

跨境投資機會日增，程序愈趨統一，這些都是大灣區內金融格局的一些變化發展

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) strategy has been one of the key focus areas of the Financial Services Development Council (FSDC) since the initiative was officially launched in 2017.

FSDC aims to facilitate the financial services industry to tap the massive potential in the region, and strengthen the ties between the financial markets of Hong Kong and the Mainland, thus reinforcing Hong Kong's status as an international financial centre.

Policy recommendations

In June, the FSDC published a policy paper entitled "Hong Kong's Unique Role in the Financial Connectivity of the Greater Bay Area." The paper, prepared by a working group of industry experts and academics, proposes recommendations to enhance the financial connectivity of the GBA. The recommendations focus on the practical needs of GBA residents for cross-boundary transfer payments, bank account services, mortgage financing, insurance and wealth management. Key recommendations include:

- To connect payment and transfer infrastructure in the GBA, and enhance the efficiency of cross-boundary payment and settlement through establishing an interconnected

system, laying a strong foundation for connecting financial services and integrating the living circle in the region;

- To enhance the convenience of remote cross-boundary account opening, expanding the scope of participating Hong Kong banks therein, and streamlining account opening procedures;
- To foster cross-boundary property-backed mortgage loans in response to growing property purchase demand in the GBA, by coordinating with relevant Mainland authorities to gradually expand the existing pilot programmes and further clarify the implementation procedures, thus standardising mortgage registration by Hong Kong financial institutions across the GBA;
- To develop cross-boundary insurance business, including establishing insurance service centres in a timely manner, exploring joint development and mutual recognition of cross-boundary insurance products, and enhancing the convenience of currency exchange procedures to answer to the livelihood needs of GBA residents, while accumulating experience for the coordinated development of cross-boundary insurance business in the long term; and
- To expand two-way wealth management and investment

channels, pushing forward the timely launch of the Wealth Management Connect, starting from investment products with simple and transparent structure and adopting closed-loop capital flow and investor suitability requirements.

Latest Developments

The Government and relevant regulators have committed to working together to implement the various GBA policy initiatives announced so far, including the highly anticipated Wealth Management Connect. On 30 June 2020, the Hong Kong Monetary Authority (HKMA), together with the People's Bank of China and the Monetary Authority of Macao, issued a Joint Announcement of the Pilot Scheme, which included further implementation details. These include:

- Wealth Management Connect is two-way: the scheme has southbound and northbound components depending on the residency of the investor. The Joint Announcement also confirms that investments would be made through designated accounts of the investors with the banks in their resident city.
- Use of funds: cross-boundary remittance under the scheme will be conducted and managed in a closed loop through the bundling



of designated remittance and investment accounts to ensure that the relevant funds will only be used to invest in eligible investment products.

- RMB cross-border settlement: cross-boundary remittances will be carried out in RMB, with currency conversion conducted in the offshore markets.
- Quota management: cross-boundary fund flows under the northbound and southbound Wealth Management Connect will be subject to aggregate and individual investor quota management. The aggregate quota will be adjusted through a macro-prudential coefficient.

As the policy framework for Wealth Management Connect continues to emerge, revealing more details about implementation, banks and asset managers now have a clearer picture of the strategic direction, and are able to make better decisions in allocating resources in preparation for the scheme.

In addition to the Wealth Management Connect, progress has been made on other fronts. For example:

- Cross-boundary mortgage loans: Guangdong has approved the “Action

Plan for Implementing Opinions on Financial Support for the Construction of the Greater Bay Area,” in which it states that it “supports Mainland GBA cities to develop cross-boundary real estate mortgage registration, allowing Hong Kong and Macao residents to mortgage their self-owned residential properties purchased in the GBA to offshore banks to facilitate Hong Kong and Macao residents to purchase properties in the Greater Bay Area.” This aligns with our recommendation of establishing clear and unified cross-boundary mortgage financing requirements and procedures across the GBA, which we believe will be conducive to promoting the flow of talent in the GBA and creating an integrated living area.

- Regarding professional qualifications, the Standing Committee of the National People’s Congress authorised the State Council to launch a pilot scheme in the nine Mainland GBA cities, which allows eligible Hong Kong and Macao legal practitioners to practise in specific areas of Mainland law upon passing a

special examination and obtaining the relevant practice qualifications. This is another steady step towards unifying qualifications in accordance with the CEPA Trade in Services Agreement, laying a solid foundation for more integrated professional services to provide support to businesses, including those in the financial services industry.

Conclusion

These are just a few examples of the rapidly developing market and policy environment in the GBA, even at a challenging time when the pandemic has hindered most business activities and the physical flow of people across boundaries. This shows the organic momentum that is driving the region to develop and integrate at an unstoppable pace.

Now that we may be seeing the pandemic easing, we believe that participants in the financial services industry will again be rolling their sleeves up to embrace the US\$1.6 trillion market in the GBA, identify the financial needs of the 70 million residents, and capture the tremendous business potential across the region.

粵港澳大灣區（大灣區）戰略自2017年正式提出以來，已成為香港金融發展局（金發局）重點關注的領域之一。

金發局致力協助金融服務業界發掘區內的龐大潛力，同時加強香港和內地金融市場的聯繫，從而鞏固香港國際金融中心的地位和優勢。

政策建議

金發局轄下由業界專家和學者組成的專責工作小組於6月發布了題為《香港在粵港澳大灣區金融聯通中的獨特角色》的政策報告。報告基於大灣區居民在跨境轉賬支付、銀行

賬戶服務、按揭融資、保險和財富管理等方面的實際需求，提出提升大灣區金融聯通性的建議。主要建議包括：

- 聯通大灣區支付轉賬基礎設施：建立聯通大灣區的系統，以提升區內的跨境支付結算效率，為大灣區資金融通和發展一體化生活圈奠定基礎；
- 提升遠程跨境開戶的便利度：擴大可參與的試點香港銀行範圍，簡化香港居民開立內地銀行賬戶的程序；
- 推動跨境物業按揭貸款服務：因應香港居民在大灣區置業的需求，協調內地相關機構，逐步擴大現有的試點範圍，並明確相

關操作程序，以統一區內不同城市對香港金融機構進行不動產抵押登記的要求；

- 發展大灣區內跨境保險業務：由居民切實的生活保障需求出發，透過盡快設立保險服務中心、探索跨境保險產品的聯合開發和等效認可，以及確保跨境保險資金匯兌便利，為跨境保險業的長遠聯動發展累積經驗；以及
- 豐富雙向跨境投資理財渠道：以結構簡單清晰的投資產品為起點，透過投資者合適性及資金封閉式管理，盡快推動理財通機制落地。

僱主守法 勞保買足免刑責
Obey the Law
Take out adequate Employees' Compensation Insurance cover

《僱員補償條例》規定，所有僱主，不論僱員全職或兼職（包括外籍或本地家庭傭工），合約期或工作時數的長短，必須投購足夠金額的僱員補償保險。若僱主不依法例投購僱員補償保險，可被檢控，一經定罪，最高可被判罰款十萬元及監禁兩年。
 The Employees' Compensation Ordinance provides that all employers are required to take out adequate employees' compensation insurance cover for their employees, regardless of whether they are full-time or part-time (including foreign or local domestic helpers), their contract periods or length of working hours. An employer who fails to comply with the Ordinance to secure an insurance is liable to prosecution and, upon conviction, to a maximum fine of \$100,000 and imprisonment for two years.

僱員如懷疑僱主未有投購僱員補償保險，可向勞工處舉報，電話：
 An employee who suspects that his/her employer has not taken out employees' compensation insurance could report to the Labour Department by phone:

2815 2200

勞工處
 Labour Department

<https://www.labour.gov.hk/zh/public/infocsgcei.pdf>

<https://www.labour.gov.hk/eng/public/infocsgcei.pdf>



近期發展

政府和相關規管機構亦致力保持緊密溝通，籌備落實各項政策措施，包括最令業界期待的「跨境理財通」。今年6月30日，香港金融管理局聯同中國人民銀行和澳門金融管理局發布《關於在粵港澳大灣區開展「跨境理財通」業務試點的聯合公告》，明確了理財通進一步的實施細節，其中包括：

- 雙向理財通：按照購買主體身份可分為「南向通」和「北向通」，並確認居民可通過銀行開通投資專戶，購買對方轄區的合資格理財產品；
- 資金使用：通過賬戶綁定實現閉環匯劃和封閉管理，確保使用範圍僅限於購買合資格的投資產品；
- 人民幣跨境結算：資金匯劃使用人民幣跨境結算，資金兌換在離岸市場完成；
- 額度管理：對「北向通」和「南向通」跨境資金流動實行總額度和單個投資者

額度管理；總額度通過宏觀審慎系數動態調節。

理財通政策框架和實施細節日益清晰，相信有助銀行和資產管理機構明確提前布局的方向，從而作出更佳資源分配決定。

除此之外，其他方面亦取得進展。例如：

- 跨境不動產按揭：廣東通過《關於貫徹落實金融支持粵港澳大灣區建設意見的實施方案》，其中就跨境貸款方面，提到「支持粵港澳大灣區內地城市開展不動產跨境抵押登記，允許港澳居民將其粵港澳大灣區內地購買的自住住宅抵押給境外銀行，便利港澳居民在粵港澳大灣區內地購房」。這與金發局的建議方向不謀而合，有利於促進大灣區內的人才流動，打造粵港澳一體化的生活圈。
- 從業資格方面，全國人民代表大會常務委員會授權國務院在大灣區內地九市開展試點，使符合條件的香港和澳門法律

執業者可通過粵港澳大灣區律師執業考試，取得一定範圍內的內地法律事務執業資格。這是對《〈內地與香港關於建立更緊密經貿關係的安排〉服務貿易協議》的落實，亦是提升大灣區內從業資格統一性的一步，可為包括金融服務業在內的公司提供必要的專業服務支援。

結語

大灣區的政策環境和市場發展日新月異，以上幾項不足枚舉。即使今年新冠疫情阻礙了多數商務活動和跨境人員流動，大灣區發展的節奏也沒有改變。

因此，在環球疫情初見曙光之際，相信金融服務業界大可摩拳擦掌，為抓緊大灣區這個坐擁7,000萬人口、經濟總量達1.6萬億美元的龐大市場商機做好充分準備。

Talent Flow in a Digital Age

數碼時代的人才流動

New income tax policies in the GBA and global trend towards flexible working are creating opportunities for businesses, but also tax implications

大灣區的個人所得稅新政策及彈性工作的全球趨勢，既為企業創造機遇，亦帶來了稅務影響

The rise of remote working has broadened the potential talent pool for Hong Kong businesses, but may also create tax issues.

At the same time, reform of the income tax system in the Greater Bay Area (GBA) is making the region more attractive for companies and individuals. At a Chamber webinar on 11 September, two experts from KPMG China shared their insights on the impact of these changes.

Murray Sarelus, Partner and Head of National People Services, shared the results of a KPMG survey that compared the outlook of CEOs at the beginning of 2020 with the current situation. One of the most notable changes is that issues around talent have become a top priority.

“Interestingly, talent risk has gone from being about 10th on the list of risks for CEOs to the top of the list,” Sarelus said.

Remote working has been a key trend amid the Covid-19 pandemic, and this seems set to continue, with 69% of CEOs surveyed planning to reduce office space. However, if employees are now working in different jurisdictions, this can create issues in areas including personal tax, work permits and social security.

The OECD has provided guidance that people who are stuck unexpectedly in another jurisdiction should not create a tax liability for the individual or company. However, many travel restrictions have now been lifted, but some people are choosing to remain overseas. “In such cases, the tax consequences need to be thought through.”

And as economies struggle to recover from the economic impact of Covid, there may be tighter enforcement of tax laws ahead: “Governments will be more interested in ensuring they collect all the tax they can, even if they don’t introduce new laws.”

The rise in remote working has also enabled companies to overhaul their workforce planning. “We can start rethinking what footprint we need in terms of office space, where we can recruit from, and is it opening up a broader pool of talent,” Sarelus said.

Hiring staff to work remotely saves relocation costs, and also avoids upheaval for workers and their families. Employees at large corporations could also transfer to other areas of the business without needing to relocate.

“This is an area that is moving quickly,” Sarelus said, “and Covid is accelerating these trends. HR teams should be paying attention.”

Daniel Hui, China Tax Partner, then updated members on the latest tax incentives in the GBA.

“In the Mainland there a 45% higher tax rate for individuals,” he explained. “In the GBA, the policy is to provide financial subsidies to individuals so their tax burden will be equivalent to Hong Kong.”

There are six categories of people eligible for the GBA preferential tax policies, including Hong Kong permanent residents. The list also includes urgently needed talent for each city: for Guangzhou the sectors include AI, biomedical and e-commerce, while Shenzhen includes mid-level employees at global companies.

The rules around tax incentives differ from city to city, and will continue to evolve, Hui said. “Stay alert to local policies and requirements,” Hui said. “Some incentives may be trial runs, and procedures may change.”

But while the GBA income tax policies are making it easier for companies to attract talent, there are some possible stumbling blocks, as Hui explained. Firstly, the tax must be paid in advance, and then refunded. The application period for the refund is also very short – less than two months – and there are no appeal procedures.

HR teams therefore should prepare the application and ensure that they have all the necessary documents in advance – these include the employment contract and also possibly proof of qualifications. Hui warned that some companies have missed out on the refund because they did not provide the correct documentation.

Beyond the GBA, Hainan is also offering similar tax incentives. “This means that both the GBA and Hainan are becoming more competitive compared to Hong Kong,” Hui said.





遙距工作的興起擴大了香港企業的潛在人才庫，但亦可能產生稅務問題。

與此同時，大灣區個人所得稅制的改革，使該區對企業和個人的吸引力大增。在總商會9月11日的網上研討會，畢馬威中國的兩位專家剖析了該等變革的影響。

畢馬威最近比較了企業總裁在2020年初的展望與現況，結果顯示其中一項最明顯的變化，是人才相關議題已成為優先關注事項，畢馬威會計師事務所個人服務主管合夥人施禮信如此指出。

施禮信說：「有趣的是，在企業總裁所面臨的各項風險中，人才風險的排名已從第十位躍升至榜首。」

在新冠病毒疫情期間，遙距工作是大勢所趨，而這個趨勢似乎勢必持續下去，有69%的受訪總裁便計劃減少辦公空間。然而，假如員工現時在不同的司法管轄區工作，則可能會在個人稅、工作許可和社會保障等方面構成問題。

根據經合組織的指引，意外滯留另一個司法管轄區的人士不應對個人或公司產生稅務責任。然而，很多旅遊限制現已取消，

但部分人士仍然選擇留在海外。「針對這種情況，就要仔細研究其稅務影響。」

此外，隨著各經濟體正努力從新冠病毒疫情的經濟影響恢復過來，未來可能會加緊執行稅法：「各地政府即使沒有引入新法，也將更著力確保徵收所有應課稅款。」

遙距工作的興起，亦徹底改變了企業的人手規劃。施禮信解釋：「我們開始重新審視辦公空間、招聘途徑，以及擴大人才庫等議題。」

僱員遙距工作可節省搬遷成本，還可避免對員工及其家人造成變動。大型企業亦可調派員工處理其他業務領域，而無需轉移工作地點。

施禮信說：「這個領域正迅速發展，而疫情更加速了這些趨勢；人力資源團隊應多加留意。」

中國稅務主管許昭淳其後向會員講解大灣區最新的稅務優惠政策。

他解釋：「在內地，個人所得稅率可達45%；而大灣區的政策是向個人提供財政補貼，使其稅負等同於香港。」

大灣區的稅務優惠政策適用於六類人士，其中包括香港永久居民，還涵蓋各市急需的人才；廣州需要人工智能、生物醫學和電子商務方面的專才，而深圳則為環球企業的中層員工。

許昭淳表示，各市的稅務優惠規定不一，而未來也將會不斷變更。他說：「要注意時刻緊貼當地的政策和要求；一些優惠措施可能是試點性質，因此程序可能有變。」

不過，儘管大灣區所得稅政策更便利公司吸納人才，但正如許昭淳指出，區內仍然存在一些阻滯。首先，稅項必須先繳方可退稅。退稅的申請期也很短——不足兩個月，而且不設上訴程序。

因此，人力資源團隊宜就退稅申請做好準備，確保齊備所有必要的文件，包括僱傭合同及資格證明等。許昭淳又提醒，部分企業因未能提供正確的文件而錯過了退稅機會。

除了大灣區，海南也提供類似的稅務優惠。許昭淳說：「這意味大灣區和海南都比香港愈來愈有競爭力。」

A webinar on “Promoting Hong Kong Enterprises to Resume Work and Investment” jointly hosted by the Wuhan Office of the HKSAR Government and the Department of Commerce of Hubei Province took place on 1 September. Several Chamber members joined the webinar to learn about the preferential policies that have been introduced to promote the resumption of work and production.

香港特區政府駐武漢經濟貿易辦事處聯同湖北省商務廳於9月1日在武漢舉辦「助推港資企業復工復產、投資發展座談會」。多位總商會會員透過網上形式參會，了解當地為促進復工復產所推出的優惠政策。

KPMG China Tax experts Murray Sarelius and Daniel Hui briefed members on the individual tax incentives in the Greater Bay Area (GBA) and shared their insights on workforce planning in the region with Chamber members at a webinar on 11 September. They discussed issues related to GBA talent policies and tax refund arrangements as well as individual tax planning.

畢馬威中國稅務專家施禮信和許昭淳出席9月11日的網上研討會，向總商會會員講解大灣區的個人所得稅補貼優惠，並分享對區內勞動力規劃的見解。二人還探討了大灣區的人才政策、退稅安排及個人稅務規劃等議題。



President Xi Jinping introduced the concept of a “dual circulation” economic model in May. To explore this topic, Futian District Government, Shenzhen, and the Hong Kong Productivity Council jointly hosted a meeting on 18 September to discuss how Hong Kong companies could make use of Shenzhen to integrate into the development of the dual circulation economic system, in order to tap into the business opportunities in the Greater Bay Area. Petrina Tam, China Committee Chairman, joined the meeting virtually, along with leaders of local chambers, to exchange views with Futian officials.



國家主席習近平在5月提出「雙循環」經濟模式的概念。為探討這個議題，深圳福田區政府與香港生產力促進局於9月18日合辦交流會，討論香港企業如何利用深圳融入雙循環經濟體系的發展，從而抓緊大灣區的商機。中國委員會主席譚唐毓麗聯同多位本地商會領袖以網上形式參加會議，與福田官員交換意見。



Witman Hung, Principal Liaison Officer for Hong Kong, Authority of Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone of Shenzhen, visited the Chamber on 15 September, where he was received by Chamber CEO George Leung and Watson Chan, Deputy CEO (Policy & Business Development). Hung explained that Qianhai had been established to foster cooperation between Hong Kong and Shenzhen in the services sector. Since Qianhai was launched, more than 100 policy measures have been introduced to facilitate Hong Kong companies to do businesses the zone.

深圳市前海深港現代服務業合作區管理局香港事務首席聯絡官洪為民於9月15日到訪，由總商會總裁梁兆基及副總裁（政策及商務發展）陳利華接見。洪為民解釋，前海的建設是為促進香港與深圳服務業的合作。前海自成立以來，已推出百多項政策措施，便利香港企業在區內營商。

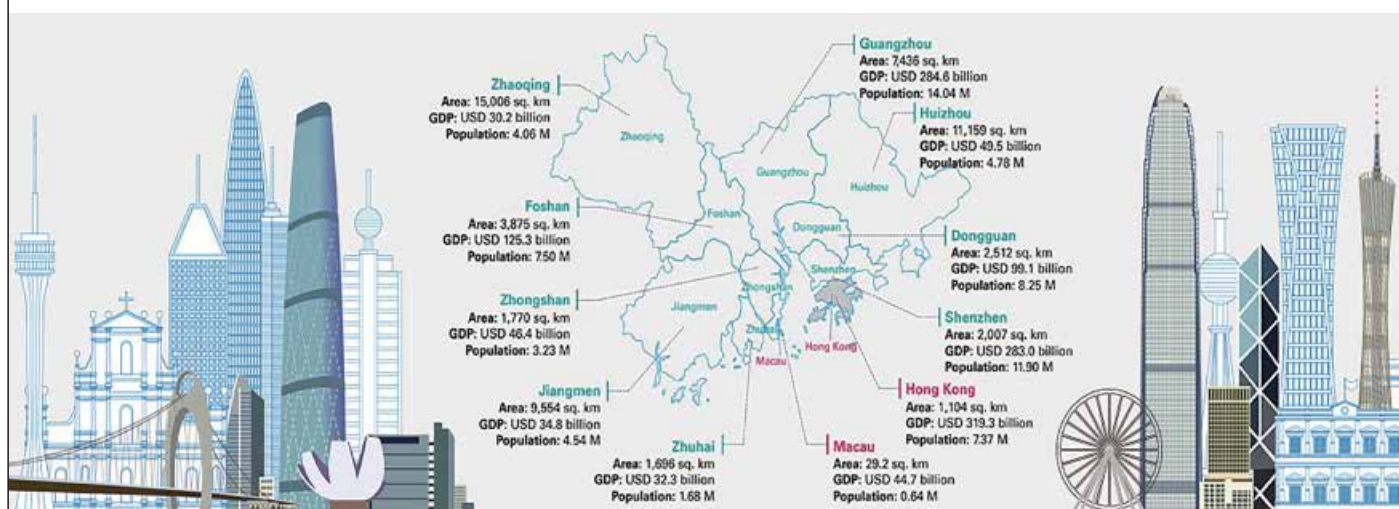
To stimulate the development of the insurance sector, the China Banking and Insurance Regulatory Commission has relaxed regulations in order to allow foreign investors to operate more freely and increase their market footprint in the Mainland. At a webinar on 16 September, Liangliang Graham and Dorothy Lay from BTT Consulting together with Yi Mien Koh from AXA briefed members on the latest policy support for the sector in the Mainland, especially in the GBA. They also shared their insights on the development of the insurance sector more generally, which has been a bright spot amid the pandemic-driven downturn.

為刺激保險業的發展，中國銀行保險監督管理委員會放寬限制，允許外資企業在內地更自由經營，擴大他們在內地市場的參與。在9月16日的網上研討會，BTT Consulting代表Liangliang Graham和Dorothy Lay聯同AXA安盛代表許以敏概述內地保險業（尤其在大灣區）的最新政策支援。她們還剖析了保險業的普遍發展；面對疫情引發的經濟衰退，業界成為了一個亮點。



HKGCC GREATER BAY AREA CORNER

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產地來源證

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Issuing the most COs in Hong Kong

商事證明

提高商貿文件的認受性

Certification of Documents

The key to document credibility & legitimacy

代辦領事認證

一站式完成商會加簽及領事認證

Consulate Endorsement Facilitation

One-stop-shop services

實名企業認證

提升企業聲譽

Certificate of Business Identity

Enhance business reputation

暫准進口證

免關稅臨時進口至78個國家及地區

ATA Carnet

Duty free & tax free for temporary imports to 78 countries & districts

進出口報關

紙張轉換電子服務

Import/Export Declarations

Paper-to-electronic services

廣東省自駕遊

駕駛你的私家車前往廣東

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Americas Committee 美洲委員會



WTO Still Essential for Global Economic Governance

Dr Jesús Seade, Vice Minister for Foreign Affairs of Mexico and then-candidate to WTO's Directorate General, believes that the WTO still has an important role to play in ensuring a level playing field in global trade. He is also confident that the problems dogging the global trade body are not unfixable.

Speaking with the Chamber's Chairman Peter Wong and CEO George Leung on 17 September, he explained that with his proven track record of successfully concluding trade disputes and major trade agreements – most notably the USMCA – he is confident that he can continue to build bridges among various political forces to generate much needed consensus.

Agricultural issues combined with the lack of transparency of trade barriers have long been contentious sticking points. However, he said that he believes these issues are not insurmountable. On the U.S.-China trade and technology war, he said that, regardless of the outcome of the U.S. presidential election, the U.S.'s stance against China is unlikely to change. However, both sides need each other and both sides have legitimate cause to complain. He added that disputes must be addressed with transparency, which will make it far easier to come to a solution.

Dr Seade also stressed the importance for the WTO to encourage its members to limit barriers that restrict the flow of goods to assuage the economic impact of the pandemic.

世貿仍是重要的全球經濟治理平台

墨西哥外交部副部長及世貿總幹事候選人 Jesús Seade 博士認為，世貿組織在構建一個公平競爭的全球貿易環境方面，仍然發揮重要的作用。他亦深信，困擾這個全球貿易組織的問題，並非無法解決。

Seade 博士於 9 月 17 日與總商會主席王冬勝及總裁梁兆基會面時，表示以其良好的往績，尤其是成功達成重要的貿易協定如《美國－墨西哥－加拿大協議》，以及平息貿易糾紛，他有信心能夠繼續連結不同的政治力量，達成目前急需的共識。

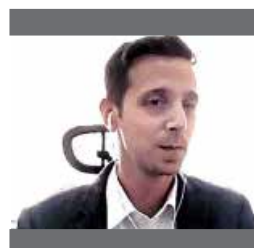
農業議題加上貿易壁壘缺乏透明度，一直是具爭議性的棘手問題。不過，他認為這些問題並非無法克服。中美貿易及科技戰方面，他指出無論美國總統大選結果如何，美國對中國的立場都不大可能有變。然而，兩國互相依存，而雙方亦各有合理的理由作出投訴。他續道，糾紛必須以透明的方式解決，以便更易覓得解決方法。

Seade 博士亦強調，世貿將鼓勵其成員國減少貨物流通的限制，以紓緩疫情對經濟造成的影響。

U.S.-China Relations and Business Outlook

美中關係與商業前景

All indicators suggest that U.S. companies remain largely committed to the China market over the long term, said Matthew Margulies, Vice President of China Operations for the U.S.-China Business Council, speaking at a committee meeting on 27 August. This is despite the challenging conditions right now, including U.S.-China tensions and the Covid-19 pandemic, which have brought uncertainty into the business environment and clouded perspectives on the short-term outlook for China.



美中貿易全國委員會中國業務副總裁 Matthew Margulies 在 8 月 27 日的委員會會議上表示，所有指標都顯示美國企業長遠仍以中國為主要市場。不過，當前形勢依然充滿挑戰，例如中美關係緊張和新冠病毒疫情，為商業環境帶來了不確定性，亦為中國的短期前景蒙上陰霾。

Asia & Africa Committee 亞洲及非洲委員會



Exploring Opportunities in Indonesia 探索印尼機遇

The Indonesia section of the ASEAN-Hong Kong FTA came into force in July, marking a new chapter for Indonesia-Hong Kong business relations. Consul General of Indonesia Ricky Suhendar updated members on the latest developments in the country at a Chamber webinar on 17 September. He said that it was more important than ever for economies in Asia to enhance regional cooperation, as international geopolitical disputes were heating up.

Consul General Suhendar was joined by Yuri Triantoro, Director for ASEAN Negotiations at the Ministry of Trade of Indonesia, and HSBC Indonesia Country Manager Francois de Maricourt, who shared their insights into the business environment and investment opportunities in the country.

香港與東盟自由貿易協定涉及印尼的部分於7月生效，標誌著印尼與香港的商業關係進入新里程。在總商會9月17日的網上研討會，印尼總領事Ricky Suhendar向會員講解該國的最新發展。他表示，隨著國際地緣政治糾紛升溫，在目前來說，亞洲經濟體加強地區合作較任何時候也顯得重要。

總領事Suhendar又聯同印尼貿易部東盟談判部長Yuri Triantoro及滙豐銀行印尼國家經理Francois de Maricourt剖析當地的營商環境和投資機遇。

Digital, Information & Telecommunications Committee 數碼、資訊及電訊委員會

Circle Yuen, Operations Manager at Xiao-i Robot Technology (HK), spoke at a webinar on 26 August where she discussed trends in customer service after Covid-19 and the potential for AI to optimise customer experience. Yuen also shared tips on how companies could leverage such technology to control costs and grow their business, especially in times of uncertainty.

香港智臻智能網絡科技有限公司營運經理袁穎雯出席8月26日的網上研討會，討論冠狀病毒疫情過後的客戶服務趨勢，以及人工智能在提升客戶體驗方面的潛力。她還講解企業可如何利用科技控制成本和拓展業務，尤其是在動盪不穩的時期。



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黎元輝先生

Town Hall Forum Series: Christopher Hui Ching-yu, Secretary for Financial Services and the Treasury 議事論壇系列：財經事務及庫務局局長許正宇



Hong Kong's fundamentals as a dynamic global city with a stable monetary and financial system remain intact amid the current uncertainty, said Christopher Hui, Secretary for Financial Services and the Treasury, at a Town Hall Forum webinar on 31 August. He shared his plans to ensure that Hong Kong remains one of the world's leading financial centres. Secretary Hui also discussed the growth of fintech, talent development, and taking a multi-pronged approach to economic recovery.

財經事務及庫務局局長許正宇在 8 月 31 日的「議事論壇」網上研討會上表示，面對當前的不明朗因素，香港擁有穩定的貨幣和金融體系，作為活力充沛的國際城市，其基礎依然穩固。他又講解局方維持香港作為全球領先金融中心之一的計劃，還討論了金融科技發展、人才發展，以及如何以多管齊下的方式促進經濟復蘇。

Economic Policy Committee 經濟政策委員會

At a committee meeting on 17 September, Pamela Tin, Head of Healthcare & Social Development of Our Hong Kong Foundation, shared her views on Hong Kong's healthcare system and its challenges. Tin emphasized that a mismatch of services and needs, underdeveloped primary care services, and financial strains were among the key challenges facing the healthcare system.



在 9 月 17 日的委員會會議上，團結香港基金醫療及社會發展研究主管田詩蓓剖析香港的醫療系統及挑戰。她指出，本地醫療系統所面對的主要挑戰包括：服務與需求錯配、基層醫療服務不足，以及財政緊張。

HKCSI-Executive Committee 香港服務業聯盟—執行委員會

Karena Belin, co-founder of W Hub, spoke at a committee meeting on 10 September on the latest developments in the start-up community in Hong Kong. W Hub aims to help Hong Kong's start-ups to connect with corporates and talent, and to foster the growth of the city's start-up ecosystem. Also at the meeting, Veronica Lockyer and James Tong were re-elected as Chairman and Vice Chairman respectively.

W Hub 聯合創始人 Karena Belin 出席 9 月 10 日的委員會會議，講解香港初創社群的最新發展。W Hub 以協助香港初創公司連繫企業和人才為目標，以促進本地初創生態的發展。會上，駱凱燕和唐偉邦分別獲選連任主席及副主席。

Smart City Working Group 智慧城市工作小組

At a meeting on 10 September, Wallace Lai, Associate Professor at the Hong Kong Polytechnic University's Department of Land Surveying and Geo-Informatics, shared with members the challenges of carrying out underground mapping and imaging. At the same meeting, Helen Wong, Head of the Information Technology Department at the Hong Kong Institute of Vocational Education in Chai Wan, updated members on the latest developments with a smart district project that is being organized in partnership with the Chamber.



在 9 月 10 日的會議上，香港理工大學土地測量及地理資訊學系副教授賴緯樂討論進行地下測繪和成像的挑戰。席間，香港專業教育學院（柴灣）資訊科技系系主任黃慧萍介紹該院與總商會合辦的智慧地區項目的最新動態。

Europe Committee 歐洲委員會

Understanding E.U.'s New FDI Screening Regulations 了解歐盟外資篩選新例

Davide De Rosa, Partner of Gianni Origoni Grippo Cappelli & Partners, discussed the E.U.'s new screening regulations on foreign direct investment (FDI) at a webinar on 25 August. The new regulations will come into effect in October, and are aimed at avoiding a sell-off of Europe's businesses and industrial sectors. As any investments that impact national security in E.U. countries may require more time to go through the screening process, he advised investors to factor in more time for projects. A key point was that the country receiving the investment has the right to object to the E.U.'s recommendation on whether or not to accept the investment. Members can watch his presentation on the Chamber's website.

Gianni Origoni Grippo Cappelli & Partners 合夥人戴偉德於 8 月 25 日的網上研討會探討歐盟新頒布的外商直接投資篩選法規。新例將於 10 月實施，旨在防止拋售歐洲企業及產業。鑒於任何投資項目如影響到歐盟國家安全，其篩選程序可能需時較長，因此他建議投資者多預留時間。另一重點是，接收外資的國家有權反對歐盟就接受外資與否所提出的建議。會員可登入總商會網站重溫研討會內容。



Restarting Tourism in Spain 重啟西班牙旅遊業

Ana Maria Lafuente Códoba, Counsellor for Tourism, Spanish Tourist Office in Guangzhou, outlined Spain's efforts to restart its tourism sector as social restrictions ease across Europe. Speaking at the Europe Committee's online meeting on 3 September, she said many measures being taken by international organizations and the private sector aimed to help restore tourists' confidence about travelling in the future. However, even with blockchain tracking and health certification, she said that she expects Covid-19 to change travellers' behaviour for many years to come.

西班牙駐廣州總領事館旅遊處旅遊參事 Ana Maria Lafuente Códoba 參與 9 月 3 日的歐洲委員會網上會議，講解西班牙重啟旅遊業的進展。她表示，隨著歐洲放寬社交限制，國際組織和私營企業推出了多項措施，協助挽回旅客對外遊的信心。然而，即使實施了區塊鏈追蹤和健康證明制度，她預期新冠病毒疫情將長遠改變旅客行為。



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Young Executives Club
卓青社
Mr Eric Fok
霍啟山先生

Small & Medium Enterprises Committee 中小型企業委員會



The second tranche of the Employment Support Scheme began to accept applications on 31 August. Dr Law Chi-kwong, Secretary for Labour and Welfare, briefed members on the latest updates to the scheme and answered their questions, at a webinar on 1 September. Under the first tranche, some \$44.7 billion in subsidies were approved, securing 1.9 million jobs. The details of the second tranche are similar to

the first, providing funds to enable businesses to pay employees' wages through the Covid-19 crisis. Dr Law explained that there have been some changes to the second tranche, including the expansion of the scheme to employees over the age of 65 with an MPF account.

第二輪「保就業」計劃於8月31日開始接受申請。勞工及福利局局長羅致光博士於9月1日出席總商會網上研討會，闡釋計劃的最新消息，並解答會員提問。第一輪計劃撥款約447億元，為190萬個職位提供保障。第二輪計劃細節與第一輪相若，為受疫情影響的企業提供資助，以供支付員工薪酬。羅博士解釋了第二輪計劃的一些改動，包括保障範圍擴大至持有強積金戶口的65歲以上僱員。



At the SME Committee Meeting held on 21 September, Brian Lo, Director-General of the Trade and Industry Department, briefed members about the latest developments in the U.S.-China disputes, their impacts on Hong Kong businesses, and also the Government's initiatives to alleviate such impacts.

在9月21日的中小型企業委員會會議上，工業貿易署署長盧世雄講解中美貿易糾紛的最新發展、其對香港企業的影響，以及政府推出的紓困措施。

Talent Development 人才發展

Recent years have seen significant growth in the number of regulations that affect businesses in Hong Kong. An effective compliance programme plays an essential role in protecting a company, as well as its management and staff. At a webinar on 20 August, Bill Brown, Senior Consultant at the Chamber, gave participants an overview of the current regulatory environment and some of the risks that businesses should be aware of. He also shared the key elements of a proper compliance programme to minimise these risks, and gave some practical tips on how to put one in place.

近年，香港營商規例數目大增。一個有效的合規計劃對保障企業、旗下管理層及員工至關重要。在8月20日的網上研討會，總商會高級顧問Bill Brown向參加者簡介當前的規管環境，以及企業需要注意的風險。他又分享了一個妥善合規計劃所具備的重要元素，以減低違規風險，並就如何制定計劃提供實用建議。

At an online training session on 8 September, Harry Wong walked participants through the basics of design thinking and how it can be used practically to create an innovative and resilient workplace. This half-day interactive workshop focused on building participants' confidence in their ability to be innovative. It also helped to raise their awareness of how to relate the design thinking process to their daily work, and how this can facilitate a more engaged and satisfied team.

黃彥衡主持9月8日的網上培訓活動，向參加者講解設計思維的基本概念及實際應用方法，以打造創新、堅韌的工作環境。為期半天的互動工作坊旨在提升參加者對自身創新能力的信心。培訓亦提高了學員的意識，有助他們在日常工作中應用設計思維，從而增加團隊的歸屬感和滿足感。



Taxation Committee 稅務委員會

PwC Partner Emily Chak provided an update on the new regime for ship leasing tax concessions in Hong Kong, and its likely impact on shipping activities, speaking to members at a committee meeting on 11 September. Also at the meeting, participants discussed issues and recommendations for inclusion in the Chamber's Budget Submission. 羅兵咸永道會計師事務所合夥人翟善琪在9月11日的委員會會議上，講解香港最新實施的船舶租賃稅務寬減制度及其對航運活動的潛在影響。席間，與會者還討論應納入總商會《財政預算案》建議書的議題和建議。



In response to the Government's consultation on providing tax concessions for carried interest of eligible private equity funds, HKGCC made a submission to the Financial Services and the Treasury Bureau on 11 September. In the submission, the Chamber put forward a number of proposals to maintain Hong Kong's competitiveness and attractiveness as a premier finance centre.

為回應政府就合資格私募股權基金的附帶權益提供稅務寬減的諮詢，總商會於9月11日向財經事務及庫務局提呈建議書。總商會在建議書提出了多個方案，以維持香港作為主要金融中心的競爭力 and 吸引力。

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Arts Advantage

藝術優勢

Hong Kong's mix of cultures and dynamic arts scene play a crucial role in our status as a world-class city

文化薈萃，藝壇活力四射，均是成就香港世界級城市地位的重要元素



Hong Kong's East-meets-West environment and vibrant creative scene have helped it become a hub for the arts in Asia in recent years. Four leading lights of the city's arts and culture sector shared their insights at a webinar on 27 August, hosted by WEC Chairman Nikki Ng, where they discussed Hong Kong's unique culture, their careers

in the industry, and how they were coping with the pandemic.

Alison Friedman, Assistant Director, Performing Arts, West Kowloon Cultural District Authority, grew up in the United States. She had a passion for different languages and cultures, which led her to China to study the history of performing art. At the time, people said that it

was a narrow, limiting choice. "Actually, it was a window to understand the economy, the politics and the education system of China," she said.

Friedman also learned how the arts can bring people and cultures together, which led her to set up her own company in 2010, and then move to Hong Kong and her current role. The West

Kowloon Cultural District will, when completed, be one of the world's largest cultural quarters, and could provide employment for as many as 20,000 people. So far, it has opened two major venues, the Xiqu Centre for traditional Chinese performances, and Freespace, a blackbox theatre for contemporary work.

Part of Friedman's job is to

find “the best of the best in Hong Kong and the world.” Although this encompasses a huge range of genres, she said that what they all have in common is a burning drive and commitment.

Tisa Ho, Executive Director of the Hong Kong Arts Festival, said that more than 1,800 international and local artists performed at the event last year. Cultural events not only have a positive economic impact on the city, she said, but also bring personal benefits to participants, as the more they experience, the deeper their enjoyment.

“It is possible to just walk into a performance and enjoy it,” she said. “But I’ve come to realise that the more you understand the references and the social history, the more you will get out of it.”

This is applicable to many aspects of life, including the business world, Ho added. “If you are well informed, all your

meetings and encounters will be richer.”

Commerce and creativity are often seen as polar opposites, but they can also work together. Ho pointed out that Hong Kong’s status as a global business centre is a huge plus when it comes to hosting major events.

“I am so grateful for the fact that we are a logistics hub,” she said. “Everything from the airport to transportation to immigration procedures works so well. It is so fundamental to the success of the festival.”

Celebrating Hong Kong’s unique culture – both traditional and modern – is part of the remit at Hong Kong Arts Centre, as Connie Lam, Executive Director, explained. Its Intangible Cultural Heritage programme promotes Chinese arts and crafts through community participation, particularly engaging the younger generation. For

example, one activity taught participants how to make the traditional cheung sam, as well as the history of the garment.

“Once you make a piece of art, and remember the details, you will become a more likely active participant in cultural events in the future,” Lam explained.

Lam also introduced Hong Kong’s anime, which has evolved its own distinct style.

“Hong Kong is a hybrid place – not just where East meets West, but also in having a mix of cultures,” she explained. “So the comic artists are not just skilled at using markers or watercolours, but also Chinese ink.”

She added that overseas audiences are often surprised at the diversity as well as the sophisticated skills of Hong Kong’s comic artists.

Sheryl Lee, Executive Director of the Haw Par Music Foundation, started her cultural career as a pianist.

She has lived in Hong Kong, Europe and North America, which has

given her an insight into the different approaches around the world.

“In the East, students are expected to do exams and competitions, it’s more results driven,” she said. “In the West they encourage more creativity, and you learn more about the cultural and historical context.”

Lee founded a marketing consultancy in 2009 on returning to Hong Kong, after noticing that commercial companies were interested in sponsoring local artists, but didn’t know where to start. “At the same time, people in the art world didn’t know how to approach the corporates, or how to get the best out of projects. So I started the company as a way to bridge the gap between the two.”

Lee explained that the Haw Par Music Foundation, which opened last year, manages the Haw Par Mansion, built in 1936 by the owners of the Tiger Balm empire. This historic building is now home to music and arts performances as well as social initiatives.

“It is possible to just walk into a performance and enjoy it. But I’ve come to realise that the more you understand the references and the social history, the more you will get out of it.”

- Tisa Ho, Executive Director of the Hong Kong Arts Festival

The Covid-19 outbreak has had a huge impact on the arts scene in Hong Kong, with physical events cancelled throughout much of 2020.

"It is not just the artists who are suffering, it is the entire economy," Friedman said, including ushers, janitors and ticket takers. "There is no sugar-coating just how devastated the arts sector has been globally and in Hong Kong."

The enthusiasm for participation in digital events



shows the value of the arts, she added, but free online activities are not sustainable in the longer term.

Ho said that cancelling this year's Hong Kong Arts Festival had been heartbreaking, but added that the outpouring of support from the community had been greatly appreciated.

For now, Hong Kong's arts leaders said they are tentatively planning a return to live performances – as well as a range of contingency plans for online alternatives. Either way, the local arts scene continues to develop despite the Covid pandemic, and welcomes the ongoing support of the Hong Kong community.

東西蒼萃的環境，加上活力充沛的創意產業，推動香港在近年成為亞洲的藝術之都。四位文藝領域的翹楚於8月27日應邀出席由卓妍社主席黃敏華主持的網上研討會，討論香港的獨特文化、各自在行內的发展，以及她們應對疫情之道。

西九文化區管理局表演藝術總監方美昂長於美國。她對探索不同語言和文化的熱情，驅使她遠赴中國學習表演藝術的歷史。當時，別人都說那是個狹隘局限的選擇。

她說：「其實，

那是一個很好的契機去了解中國的經濟、政治和教育體制。」

方美昂明瞭藝術能夠凝聚人民和文化，這促使她於2010年創業，其後移居香港擔任現職。西九文化區竣工後，將是全球規模最大的文化項目之一，提供約20,000個就業職位。到目前為止，西九開放了兩大場館，分別是推廣中國傳統表演藝術的「戲曲中心」，以及為當代作品而設的黑盒劇場「自由空間」。

方美昂的職責之一是網羅「香港以至世界的頂尖人才」。她指出，儘管這些藝術家來自不同的背景和範疇，但他們的共通點是擁有十足的幹勁和滿腔的熱誠。

香港藝術節行政總監何嘉坤表示，逾1,800名國際及本地藝術家參與了去年藝術節的演出。她說，文化活動不僅為本港帶來正

面的經濟影響，也令參與者獲益，因為體驗愈多，享受愈大。

「乘興欣賞表演固然可以。」她說：「但我日漸領悟到，當你對作品的淵源及社會歷史背景了解愈深，得著便愈多。」

這個道理同樣適用於生活的各個層面，包括商業世界。何嘉坤補充道：「你所知愈多，你的經歷也將更豐富多姿。」

商業與創作往往被視為兩相對立，然而兩者其實也能相得益彰。她指出，香港作為國際商業中心的地位，對主辦大型盛事極有助益。

何嘉坤說：「我很慶幸香港是個物流樞紐；由機場到運輸到入境程序，每一環節都行之有效。這

「乘興欣賞表演固然可以。但我日漸領悟到，當你對作品的淵源及社會歷史背景了解愈深，得著便愈多。」

——何嘉坤 香港藝術節行政總監

是把藝術節辦得成功的基礎。」

弘揚香港獨特的傳統和現代文化，是香港藝術中心的其中一項工作，該中心總幹事林淑儀如此解釋。旗下的非物質文化遺產教育計劃主要透過社區參與，尤其是接觸年青一代，推廣中國工藝。例如，其中一個活動是教授參加者製作傳統長衫，以及講解製衣的歷史。

她闡釋：「當你親手製作一件藝術品，並記得箇中細節時，日後就會有更大動力參與文化活動。」

林淑儀又介紹了已然發展出自身獨特風格的香港動畫。

「香港廣納百川——不單貫通東西，更是多元文化共治一爐。」她解釋：「因此漫畫家不僅精通彩繪筆或水彩，就連對中國水墨也甚有研究。」

她又補充，本地漫畫家的多元變化和精湛技藝，每每讓海外讀者驚嘆不已。

虎豹樂團執行董事（樂團策劃）李明哲的文化事業，始於她的鋼琴家身分。她曾在香港、歐洲和北美居住，體驗過世界各地不同的文化。

「在東方，學生要不斷應付考試和比賽，比較著重結果。」她續道：「西方則鼓勵發揮創意，學生會學到更多文化和歷史背景。」

李明哲在2009年回港後，留意到一些商業機構有興趣贊助本地藝術家，卻不知從何入手，遂創辦了一家市場顧問公司。「另一邊廂，藝術從業員亦不懂怎樣接洽企業，又或如何發揮項目的效益。有見及此，我開設了公司，充當兩者的橋樑。」

李明哲解釋，虎豹樂團於去年成立，負責經營管理虎標萬金油家族於1936年興建的虎豹別墅。該歷史建築現已活化為音樂藝術表演及社區活動場地。

新冠病毒疫情對香港的藝術界造成巨大的衝擊，2020年大部分時間的實體活動都被取消。

方美昂指出：「受影響的不僅是藝術家，還有整體經濟，」包括迎賓員、保安員和檢票員。「事實上，全球和香港的藝術界都大受打擊。」

她補充，市民踴躍參與數碼活動，反映了藝術的價值；不過，免費的網上活動長遠而言並不可行。

何嘉坤表示，今年的香港藝術節被迫取消，令人大失所望，但得到社區的鼎力支持，實在令人鼓舞萬分。

近日，本港的藝術領袖表示，他們正計劃逐步恢復現場演出，同時制定了一系列網上應變方案。無論如何，面對疫情的挑戰，本地藝術界仍將繼續發展，更歡迎社會大眾的長期支持。

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Due to the ongoing coronavirus health threat, many of our events are now talking place online. Please check our website or app for the latest status of scheduled events.

COMMITTEE MEETINGS

Check with secretariat for details

SHIPPING & TRANSPORT

U.S. termination of shipping agreement

Oct 8 10:30 am

REAL ESTATE & INFRASTRUCTURE

Housing initiatives in the Policy Address

Oct 21 4:00 pm

LEGAL

Oct 22 4:00 pm

FINANCIAL & TREASURY SERVICES

Wealth Connect Scheme

Oct 27 4:00 pm

ECONOMIC POLICY

Income inequality and youth mobility

Nov 16 4:00 pm

AMERICAS

Hong Kong-Mexico Business Exchanges

Nov 19 11:30 am

HKCSI-EXECUTIVE

Nov 24 10:30 am

EUROPE

EU's External Trade Relations

Nov 24 5:00 pm

WEBINARS

Visit website for full details and to register



POST-TERMINATION RESTRICTIVE COVENANTS FOR DEPARTING EMPLOYEES AND PROTECTING EMPLOYER'S INTERESTS : LEGAL & PRACTICAL

Oct 9 9:30 am - 5:30 pm



HONG KONG'S UNIQUE ROLE IN ENHANCING FINANCIAL CONNECTIVITY IN THE GREATER BAY AREA

Oct 9 11:00 am - 12:15 pm



THE FUTURE OF FINANCE IN HONG KONG: FAMILY OFFICE SERIES – PART 2: DIGITAL TRANSFORMATION

Oct 13 10:30 am - 12:00 pm



STRATEGIES FOR IMPROVING INVENTORY MANAGEMENT

Oct 13 2:30 - 5:30 pm



TALENT, EMPLOYMENT & INCOME TAX IN THE GREATER BAY AREA

Oct 14 4:00 - 5:00 pm



SME SURVIVAL STRATEGIES SHARING SESSION

Oct 15 11:00 am - 12:30 pm



STAYING COMPLIANT WITH HONG KONG'S CONSUMER PROTECTION LEGISLATION: PRACTICAL TIPS

Oct 15 4:00 - 5:00 pm



BRINGING THE INTERNET OF THINGS TO LIFE

Oct 15 4:00 - 5:00 pm



LATIN AMERICAN BUSINESSES' GROWING CHINA FOOTPRINT

Oct 28 1:00 - 2:00 pm



THE FUTURE OF FINANCE IN HONG KONG: FAMILY OFFICE SERIES – PART 3: RESPONSIBLE INVESTING

Oct 30 2:30 - 4:00 pm

TOWN HALL FORUM SERIES:

Check website for details and to register
www.chamber.org.hk



HENRY FAN HUNG-LING
Chairman of Hospital Authority
October 12 4:30 - 6:00 pm



SOPHIA CHAN
Secretary for Food & Health
Nov 13 4:30 - 6:00 pm



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[Webinar] The Art of Appreciative Inquiry [網上研討會] 欣賞式探詢的力量

Appreciative Inquiry (AI) is a strength-based, positive approach to leadership development and organizational change. It focuses on identifying what is working well, analyzing why it works, and then doing more of it. Join this training to learn more:

- Outline:
- How to focus on what your business is doing well, and use this as a foundation to build future directions
 - Explore existing strengths and successes both internally and externally, and make use of them to build relationships, create common visions and directions
 - Learn how to apply AI to yourself, a group or an organization to facilitate making changes
 - How to bring positive and fruitful thoughts to your own daily life and to other people's lives

欣賞式探詢是一種以優勢為本、正面積極的管理模式，可應用於領導發展和組織變革層面。這種模式著重辨明優勢、分析箇中原因，然後加以鞏固。參加是次培訓工作坊，深入了解：

- 大綱：
- 如何專注於機構的優勝之處，並以此作為建立未來方向的基礎
 - 探索現有的內外優勢及成功例子，並以此與各方建立穩健的關係、訂立共同的願景和方向
 - 欣賞式探詢如何應用於個人、團隊或機構，以促進變革
 - 如何透過在日常生活中展現積極的思想來影響他人

Trainer : Lalita Raman
 導師 : Lalita Raman
 Date : 29 October 2020
 日期 : 2020年10月29日
 Time : 2:00 – 6:00 p.m.
 時間 : 下午2時至6時
 Venue : This workshop will take place online via ZOOM
 地點 : 此工作坊透過ZOOM於網上進行
 Language : English
 語言 : 英語
 Fees : Member \$950 / Non-member \$1,150
 費用 : 會員\$950 / 非會員\$1,150

Lalita Raman,
 CEO and Executive
 Communications Coach at
 Transitions Intl. Limited
 Lalita Raman
 Transitions International
 Limited
 總裁及資深行政人員教練



[Webinar] Staying Compliant with Hong Kong's Consumer Protection Legislation: Practical Tips

Hong Kong law provides powerful protection to consumers who are unhappy with their suppliers of products and services. This can result in heavy penalties for businesses that breach the law, most notably under the Trade Descriptions Ordinance. Hong Kong's competition and data protection laws present additional challenges.

What practical lessons can businesses learn from the experience so far, in terms of future compliance? Where is the borderline between fair and aggressive commercial practices? What information do you need to give to customers?

Trainer : Bill Brown
 導師 : Bill Brown
 Date : 15 October 2020
 日期 : 2020年10月15日
 Time : 4:00 – 5:00 p.m.
 時間 : 下午4時至5時
 Venue : This event will take place online via ZOOM
 地點 : 此活動透過ZOOM於網上進行
 Language : English
 語言 : 英語
 Fees : Member \$280 / Non-member \$400
 費用 : 會員\$280 / 非會員\$400

[網上研討會] 遵守香港消費者保障法例：實用技巧

消費者對供應商提供的產品和服務感到不滿時，香港法律能夠提供有力的保障。違法企業可能會面臨重罰，以《商品說明條例》入罪者尤甚。本港的競爭法和數據保護法也帶來了更多的挑戰。

從合規角度而言，企業可從迄今為止的經驗汲取甚麼實用教訓？公平與進取的商業手法的界線何在？您需要向客戶提供哪些訊息？

Bill Brown,
 Senior Consultant, Hong Kong
 General Chamber of Commerce

Bill Brown
 香港總商會 高級顧問



Strategic Negotiation Skills 策略談判技巧

Many people struggle to negotiate well.

They don't enjoy it and very often fail to achieve their objectives. It needn't be this way.

Negotiating is about reaching an agreement that is seen as positive by all involved. It should be viewed as an opportunity for creating trust and value. This workshop will include interactive discussions, case studies and role plays.

Course Content:

1. The Principles of Social Influence: Examination of Robert Cialdini's six principles
2. The Negotiation Matrix: The six possible approaches to reaching an agreement
3. Tactics: Best practice preparation
4. Techniques: Being persuasive across the table

許多人努力爭取達成有利的談判。然而，他們並不享受談判的過程，而且往往無法實現他們的目標。其實，談判旨在達成一項各方都認為積極可取的協議，因此應視之為一個建立信任 and 創造價值的機會。是次工作坊將設有互動討論、案例研究和角色扮演環節。

課程內容：

1. 社會影響原則：探討Robert Cialdini提出的六項原則
2. 談判矩陣：達成協議的六種方法
3. 策略：最佳實踐準備
4. 技術：在談判桌上說服他人

Mark Loasby,
 Managing Director of
 Connect Communication

Mark Loasby
 Connect
 Communication
 董事



Trainer : Mark Loasby
 導師 : Mark Loasby
 Date : 3 November 2020
 日期 : 2020年11月3日
 Time : 2:00 – 6:00 p.m.
 時間 : 下午2時至6時
 Venue : HKGCC Theatre, 22/F United Centre
 地點 : 金鐘統一中心22樓香港總商會演講廳
 Language : English
 語言 : 英語
 Fees : Member \$950 / Non-member \$1,150
 費用 : 會員\$950 / 非會員\$1,150

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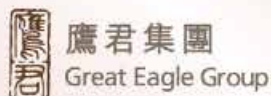
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2nd runner up:
HKD 10,000

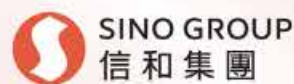


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