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JULY 1996

Brittan details EU's future relationship with our SAR



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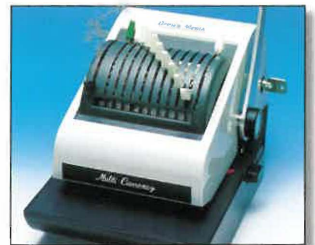
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COVER STORY

Sir Leon Brittan at a joint lunch on May 31 spelt out in detail the EU's future relationship with the HKSAR. P6
布里坦於5月31日的午餐會上暢論歐盟與香港特別行政區未來的關係。P6



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Prosperity: Oiling the Wheels of Transition

Throughout its 135-year history, the Hong Kong General Chamber of Commerce has never wavered in its defence of the business interests it was formed to represent and the pursuit of the overall economic prosperity of Hong Kong.

With less than a year remaining before the return of sovereignty over the territory to the People's Republic of China, the Chamber is not about to relax in these endeavors. Indeed, they are viewed as more important than ever.

Hong Kong will become a Special Administrative Region (SAR) of the People's Republic of China from mid-night on 1 July 1997. This is a simple fact.

WHAT will occur has been agreed and will not be changed. **HOW** this historic transition unfolds, however, is to a greater or lesser degree, within the hands of all of us who are committed to Hong Kong and its future role as an SAR of China.

In the psychology of any economy, there can be little doubt that positive thinking breeds confidence, confidence breeds positive decision making and positive decision making breeds economic progress and prosperity.

While it should not be forgotten that there is much in the economic processes affecting Hong Kong that are substantially outside the territory's control, it is also true that the territory has always been the key determinant of its own economic destiny.

As a small, open economy more reliant than most on external trade as the engine of growth and prosperity, as well as domestic consumption and investment for back-up support, Hong Kong has always been subject to the vagaries of the global economy.

With trade equal to three times its annual Gross Domestic Product (1995 figures) the territory is probably more reliant on global trade and economic growth than any other economy in the world.

With its two major trading partners being global powers in different stages of development and with sometimes different views of the world, the territory can be buffeted by resultant bilateral tensions.

With its monetary policy tied to one of those partners through the direct currency link to the US dollar, the territory's economy also can be affected by monetary initiatives unsuited to its own economic state.

And with its political future, at least temporarily, being determined by relations between its future sovereign and the former colonial power, there are often these bilateral tensions to be confronted and overcome as well.

None of this should, however, suggest that the territory is powerless in determining its own economic future, and that by determining its economic future, it is likely to be determining its broader future as well.

Hong Kong has abundant natural advantages to carry it through the transition to Chinese sovereignty, from its entrepreneurial people to its pre-eminent port; from its strategic location in south China to its pivotal role in the East Asian growth region.

It has many man-made advantages as well - the protections in the Basic Law, a favourable tax regime, the rule of law, substantial capital markets and the best business, transport and telecommunications infrastructure in Asia.

But the real lubricant that will oil the wheels of a smooth transition to Chinese sovereignty remains the maintenance of economic confidence and prosperity through to 1 July 1997 and beyond.

Recently, the application of this lubricant seemed to be under threat, with a downturn in domestic consumer confidence, slower growth in some segments of external trade and a weakening in overall economic expansion.

More disappointingly, all this seemingly occurred despite continued growth in world trade and the global economy, low global inflation and interest rates, a Chinese economy still opening to the world and substantial infrastructure investment from Government.

At the heart of the Hong Kong slow down, however, was a substantial moderation in domestic consumption. This fact alone caused some to question the confidence level of local consumers in the final months of transition - the so-called "1997 factor".

But this is an inaccurate analysis. The present cyclical slow down in the local economy has its roots in the successive rises in interest rates experienced through 1994 and into the first quarter of 1995, not 1997 issues.

In these final 300-plus days of the transition to Chinese sovereignty, it is vital the territory neither loses confidence, nor the pursuit of its ultimate goal of increased prosperity for all through sustained growth, both domestically and externally. All our efforts should be geared collectively to this end.



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保持經濟繁榮 有助順利過渡

香港總商會自於135年前成立以來，一直秉承捍衛商界利益的創會宗旨，致力推動香港經濟的整體發展。

在此距離主權移交少於一載的倒數時刻，總商會不僅不會鬆懈，反而更重視這方面的工作。

香港將於1997年7月1日起成為中華人民共和國的特別行政區。這是十分清楚的事實。這個歷史性的交接時刻如何揭蓋，其實操於那些對香港及未來特區願意承擔責任的人手中。

積極的思想有助提高信心，有了信心，商人因而作出進取的投資決定，直接推動經濟發展，創造社會繁榮。

儘管不少足以影響香港經濟的因素不受我們控制，但在很大程度上，香港的經濟命運一直掌握在自己手中。

作為一個細小、開放，倚重對外貿易燃點經濟發展，同時以本地消費及投資為後盾的社會，香港一向受到全球經濟的陰晴所影響。

香港的貿易總額是全年本地生產總值(1995年數字)的3倍，顯示我們較其他國家更受全球貿易及經濟增長的牽引。

香港的兩大貿易夥伴均為超級強國，兩者在經濟上的發展處於不同階段，對國際事務的觀點亦時有分歧。香港有可能因雙方關係緊張而陷身夾縫之中。

港元與美元掛鈎，香港的貨幣政策因此亦與美國的政策互相關連，一些不配合本港情況的財政措施在在能對香港經濟構成影響。

政治方面，香港深受未來主權國與前宗主國的關係所影響(最少暫時如此)，故此亦須面對並克服雙方因關係欠佳而起的衝突。

在上述種種因素影響下，卻不表示香港本身缺乏掌握未來經濟路向的能力。香港在決定未來的經濟路向時，更有可能同時決定本身的前途。

香港擁有一些天然優勢；商業人才、天然良港、在華南的優越地理位置，以至在東亞地區扮演的中樞角色，均可隨主權移交而延續下去。

香港的「人為」優勢亦不遑多讓。基本法賦予未來特區的保障；有利投資的稅制；法治基礎；蓬勃的資本市場；亞洲最完善的商業、運輸及電訊設施均屬顯而易見的例子。

不過，真正令香港可以順利過渡的「潤滑劑」，是人們必須對過渡期間及以後的香港經濟保持信心。

最近，「潤滑劑」卻似乎備受考驗，不但本地消費者的信心下挫，部分對外貿易環節增長緩慢，整體經濟增長亦見減弱。

期間，世界貿易持續增長，全球的通脹率及利率雙雙處於低水平，中國仍維持其開放政策，港府更投入大量資金，開展各項基礎建設，試問這怎不叫人更加失望？

本地消費大幅下跌是導致經濟放緩的關鍵。這甚至引起部分人質疑本地消費者在過渡期最後階段的信心水平，亦即人們所說的「97因素」。

這種分析並不準確。本地經濟現時的周期性放緩現象其實與1994年至95年首季不斷上升的利率有關，並非什麼97因素使然。

在最後倒數的300餘天裡，鞏固香港市民的信心，維持本地及對外經濟增長以帶動整體經濟繁榮，實在至為重要。要達致這個目標，我們必須齊心協力。





Visa free access to European Union?

Sir Leon spells out the EU's future relationship with the Hong Kong SAR

The European Commission is giving active support to visa-free access for Hong Kongers to the 15 countries of the European Union (EU), Sir Leon Brittan, EU Commission Vice President, told a joint business lunch on May 31.

He said the key will be to ensure that the law enforcement agencies of the EU member states are satisfied with the forger-proofing technical details of the SAR passport.

This was one of the points Sir Leon Brittan made in spelling out the EU's future relationship with China and with the Hong Kong SAR.

The General Chamber of Commerce joined the many Hong Kong EU-member Chambers of Commerce and Business Associations in entertaining Sir Leon after he had been in China and Japan.

Alessandro Serpetti, President of the Italian Business Association, introduced Sir Leon Brittan. Italy was at the time of the lunch President of the EU Commission. Alessandro

Serpetti is also a member of the General Chamber's China Committee.

Support

Sir Leon Brittan said: "In December last year, the Council of Ministers of the Union formally confirmed European support for a smooth and successful transition for Hong Kong. We emphasised the importance of the continuation of the Rule of Law for the future success of Hong Kong and also the importance of a market economy and a high degree of autonomy in accordance with the Joint Declaration agreed between China and the UK."

He said the same goes for Macau.

"We want to preserve the essence of today's Hong Kong because it works and because Europe has a huge stake in Hong Kong's continued effective operation," Sir Leon Brittan said.

"The audience here today is, to a large extent, an illustration of the very special and substantial stakes that the European Union and its 15 member states have in the economy of this territory.

"Let me give you a few figures: There are about 50,000 EU citizens living and working here. There were over a million visitors from Europe last year. There are over 40 banks from Europe, well over 40 insurance companies. Nine airlines from the European Union fly regularly to Hong Kong. One hundred

and fifteen European companies are involved in the construction of the new airport and the connecting infrastructure. A hundred industrial establishments in Hong Kong are also owned by EU companies. But we have all sorts of other partnerships, including 60 current joint research projects between Hong Kong and European universities. These figures speak for themselves.

Springboard

"Hong Kong is likewise a natural springboard for business activities in the rest of Asia. About 250 EU companies have regional headquarters in Hong Kong. Over 350 from other EU countries have regional offices here. Many EU companies operating in Asian emerging markets do so with Hong Kong partners. Hong Kong is also the motor of regional and international growth. It is the eighth largest trader in the world. Hong Kong companies are important overseas investors; they represent a major factor for prosperity and stability in East Asia.

"As the same time Hong Kong also plays a most important part as a gateway to China. Many European entrepreneurs, and in particular small and medium-sized industries, use the territory as a launching pad for their investments in China. I am well aware that Hong Kong is the most important investor in China, as I am aware that China has extremely substantial investments here in Hong Kong.

"Four million workers are directly employed just over the border by Hong Kong interests and one third of Hong Kong's monetary issue circulates in South China. Half the trade between the European Union and China goes through Hong Kong.

"I am very familiar with some of the difficulties which arise in this context.



From left: Alessandro Serpetti, President of the Italian Business Association, Sir Leon Brittan and C C Tung, Second Vice Chairman of the General Chamber.

(左起) 香港意商協會總裁夏沛迪、布里坦及香港總商會第二副主席董建成



Sir Leon's audience. 午餐會席上嘉賓

往歐盟，免簽證？

布里坦暢談歐盟與香港特別行政區未來的關係

5月31日，歐洲委員會副總裁**布里坦**在聯合商會主辦的午餐會上表示，委員會積極支持港人往歐盟15個國家時免簽證。

他透露，關鍵所在，是特區政府必須執行嚴格的措施，預防特區護照被假冒，並確保歐盟成員的執法機構對有關措施的技術性細則感到滿意。

布里坦談論歐盟與中國及香港特區的未來關係時透露上述消息。

香港總商會與多個歐盟成員的駐港商會及商務協會聯合邀請剛在中國及日本訪問完畢的布里坦出席午餐會。

為是次午餐會擔任主持的是香港意商協會總裁**夏沛迪**，他是總商會中國委員會的委員。在午餐會舉行期間，意大利剛好是歐洲委員會的主席。

積極支持

布里坦說：「去年12月，歐盟召開部長級會議，並正式表示歐洲支持香港平穩及成功過渡。我們強調，繼續實行法治、市場經濟及根據中英聯合聲明落實高度自治對香港未來的成功重要至極。」

布氏指出，澳門亦須在過渡期間落實以上各項。

布里坦強調：「我們希望保持香港現有的機制，原因是這個機制能有效地運作，而歐洲在港亦有龐大的投資。」

「今天在座的嘉賓裡，大部份想必與歐盟及其15個成員在商業上有密切的聯繫，而您們正是歐盟在香港作龐大投資的主要合作夥伴。」

「讓我在此列舉一些數據以供參考：現時約有5萬位歐盟成員國的公民在香港居住及工作。去年，歐洲來港的旅客超過100萬。在港經營的

歐洲銀行及保險公司高逾40家。在港經營往來歐盟的航空公司共有9間。參與興建新機場及有關基建工程的歐洲公司共150間。歐盟成員的機構在港設廠的約有100間。此外，歐洲與香港亦進行多方面合作，例如，香港與歐洲兩地大學聯合籌組的研究計劃現有60個之多。兩地關係的密切程度，從這些數字裡可見一斑。

進軍亞洲的跳板

「香港像一道天然的跳板，為那些欲於亞洲其他地區經營業務的人士提供發展機會。現時，約有250間歐洲公司以香港為亞洲區總部，歐盟成員的機構在港設立的亞洲區辦事處亦超過350間。香港是推動亞洲及全球經濟發展的原動力，亦是全球第4大貿易地區。香港機構在海外作龐大投資，是促使東亞繁榮安定的主要因素。」

「與此同時，香港亦是通往中國的主要門戶。尤以很多歐洲中小型企業為例，它們以香港作為投資中國的駐腳基地。香港是中國最重要的投資者，而中國在港的投資亦不容忽視。」

「由港資機構在內地直接僱用的工人多達400萬名；同時，約有三分之一的香港貨幣在南中國地區流通。歐盟與中國半數的貿易乃經由香港進行。」

「本人深知投資中國的商人經常會遇上困難，例如，當投資中國的商人欲把鞋類或爬山單車外銷至歐洲市場時，往往會受配額及其他限制阻礙。」

配額

「從實際數據顯示，我們的配額已較前大為減少。對上一次改革前，歐盟成員所訂立的配額規定合共4,000條，全是由一個或多個歐盟成員制定，當中重複的規條甚多；進行改革後，只剩下

Investors in China find themselves confronted with quotas and other restrictions when they attempt to bring their shoes or mountain bikes to the markets of Europe.

Quotas

"But let me put this in context: We have just seven quotas now compared with 4,000 quotas, including many overlapping restrictions maintained by one or more EU member states before the latest reforms. We have recently adopted modifications to the quota system which should expand the market share for toy makers.

"You are aware of the major problems we have caused by the lack of transparency of Chinese manufacturing structures. We hope, of course, that once China joins the World Trade Organisation things will become much easier and clearer.

"To get China into the WTO is a policy priority of the EU, but I must emphasise, as I did not long ago in Beijing, that the WTO is a rules-based organisation and that we cannot engineer China membership on false terms, though in negotiating the right terms we are prepared to give appropriate recognition to the fact that China's economy is still in a transitional phase of development."

Sir Leon Brittan emphasised the importance of an open media environment for Hong Kong.

Media

He said: "It is striking how fast Hong Kong has grown to become one of the media centres of Asia. International newsagencies specialising in business and economic affairs have developed their establishments here and continue to strengthen them. Television networks are expanding, cable TV is multiplying its channels, the local audio-visual industry is booming. Taking into account some of the work done at local universities here, it seems to be beyond doubt that Hong Kong is destined to be one of the major hubs of the global news and information network.

"These developments must not suffer from the change of sovereignty. I cannot be sufficiently emphatic about the disquiet caused by China's announcement that the New China Newsagency will be entrusted with the control of the distribution of economic news and a monopoly for their dissemination.

"This was an extremely inappropriate initiative at a time when there is general concern about access to China's markets in goods and services, as well as preoccupation over the facilities and freedoms available to businessmen operating in China. It seems to me a bizarre move at a time when China wants to reassure us that it is pursuing its economic transformation.

"These new regulations are more than difficult to reconcile with the principles of the World Trade Organisation and I have made this clear at the highest level in Beijing.



His questioners. 台下嘉賓發問

Beneficial

"For China, as for all of us, the example of Hong Kong's open market suggests that such openness is wholly beneficial. The success of Hong Kong is evidenced by its wealth. It generates the equivalent of 25% of the GNP of China.

"The explanation of this success is found in two factors that are linked: the Hong Kong people and the Hong Kong system. We all know of the many stories of people arriving here penniless, making a fortune and contributing to the well-being of the community. Freedom of enterprise is the hallmark of Hong Kong. It is made possible and effective by three essential features of the Hong Kong system: The rule of law, a top-class administration embodied in a highly professional civil service and an extensive and rapidly modernising infrastructure."

Sir Leon Brittan said the preservation of this business environment is essential for Hong Kong's future.

"For the partners of Hong Kong, for businessmen from all over the world, the continuation of that environment will determine the confidence they will have in Hong Kong's future. It will determine their choices and decisions regarding future deals, future investments.

Count on EU support

"Confidence in the future is a fickle thing and I think many here will agree with me that it is all too easy, from time to time, for the wrong signal to be sent. But whenever there is a hiccup in confidence Hong Kong bounces back. Not by accident but because there are many good reasons that prompt us to take heart in the future of the city.

"One modest but I hope useful factor is that the people of Hong Kong can count on the support of the European Union. It will be our policy, in the context of ever-increasing cooperation with China, to strengthen and not reduce our links with this territory, with the future SAR.

"In this context, I know that for many of the residents of Hong Kong the issue of visa-free travel to Europe is of great concern. I should stress that it is for the individual Governments of the member states to decide what treatment they give to various passports.

"The Commission of course has an interest because it is responsible for the approximation of laws that is required to enable the Single European Market without internal borders to function properly. But strictly speaking the only initiative we ever take in this area is to propose that a country or territory should be on the black list, which is to say that all member states should require a visa from the passport holders of that territory when they enter any member state of the EU.

Visa-free

"In the case of Hong Kong we are certainly not going to do that. On the contrary, the Commission is giving active support to visa-free access to Hong Kongers to the countries of the EU. Decisions have not yet been taken. The key will be to ensure that the law enforcement agencies of our member states are satisfied with the forgery-proofing technical details of the SAR passport."

Sir Leon Brittan continued: "Beyond such questions as visa-free entry, I believe that the people of Hong Kong themselves have a key role to play in ensuring Hong Kong's future.

7條配額規定。此外，我們亦剛把配額制度修改，讓更多玩具製造商在市場上分一杯羹。

「眾所周知，我們在中國投資的主要困難，是中國製造業的透明度甚低。我們希望中國加入世貿組織後，一切困難均會迎刃而解。

「中國加入世貿組織是歐盟首要處理的事項，但我必須強調，世貿是一個制度嚴謹的組織，世貿與中國商討加入世貿的條件時，縱使會考慮中國的經濟發展仍處於過渡時期，但決不會容許中國以虛假或不合適的條件加盟世貿。」

在午餐會上，布里坦同時指出，容許傳媒擁有開放的環境對香港十分重要。

傳媒

布氏表示：「近年，香港以驚人的速度發展為亞洲的傳媒中心。多間專門報導商業及經濟事務的國際新聞機構已在港設立辦事處，並致力拓展業務。此外，電視網絡不斷擴展，有線電視增設頻道，以及視聽業在香港的蓬勃發展，均在促使香港成為亞洲的傳媒中心。香港各所大學正致力培育資訊科技的人才，因此，香港將成為全球其中一個主要的新聞及資訊中心。

「事實上，香港在這方面的發展不應受主權移交所影響。對於中國宣佈，經濟消息的發放將由新華社獨家統籌一事將帶來多大的爭議，暫未可知，可是，當眾人關注進軍中國商品及服務業市場的機會，以及在中國經營可享有的優惠與自由時，中國若一意摺制新聞界發放經濟消息的自由，實屬不當，且令人費解。現時，中國正向全球人士保證致力改革經濟，此時此刻，上述舉動確使我大惑不解。

「中國這些措施肯定與世貿組織的原則背道而馳，而我就此事向北京的高層官員清楚解釋。」

開放有利

「從香港實行開放市場政策這個成功的例子說明，開放的經濟模式使中方及大眾均能受惠。香港是富饒之地，這一點足證它在經濟政策上是成功的。香港的國民生產總值竟是中國的四分之一。」

「香港之所以成功，全賴兩大相關的因素：香港人的勤奮及健全的制度。過去，很多人隻身來到香港，身無分文，其後發跡，造福社會，類似的故事相信耳熟能詳。自由經濟是香港成功的標記，它之所以能在香港運作得宜，全賴香港制度裡的三大要則：法治精神、卓越的政府官員以專業操守肆力公務，以及現代化的龐大基建。」

布里坦指出，保持這個商業環境對香港的未來十分重要。

「香港能否保持現有的商業環境，將會成為其合作夥伴及全球商界人士對香港未來的信心指標，這個信心指標必會影響他們在日後進行交易及投資時所作出的選擇及決定。

歐盟的支持

「人對未來的信心時有變遷。我相信在座各位亦有同感，我們經常不自覺地發出錯誤的信息；可

"The Hong Kong system, founded on an accountable executive, an independent legal system and a world-renowned civil service, is a trust that the Hong Kongers have created and for the future of which they are responsible. The Sino British Declaration and the Basic Law contain the fundamental guarantees that the essentials of the system will continue: the electorally constituted legislature, the rule of law and so on. But to give life to these institutions will require the involvement of all citizens.

"This is a responsibility which must be most actively assumed. We do not live in a static world. There can be no complacency, nothing is totally perfect and constant effort is required to preserve and develop any system.

Legal costs

"For instance, I admire the record of the rule of law and the high quality of the judiciary in the territory. But we must also be beware of legal costs that make it difficult to claim that justice is universally accessible here, or the continued problem of successful law enforcement, for instance concerning intellectual property."

Sir Leon Brittan said the EU's future relationship with the SAR of Hong Kong will be an essential part of the EU's relationship with China as well as an important element of the EU's Asian strategy generally.

"Last December the Union adopted the guidelines for a new policy approach towards China. Ours is a long term strategy and basically has two objectives: To involve China as a full and responsible partner in international affairs and to seek full opportunities for Europe's business community in China's market.

"Europe's policy is comprehensive (covering political and economic issues), long-term and independent of that pursued by anyone else. The Union, when devising this policy, took into account the substantial economic interest that Europe has in Hong Kong and it underlined the importance it attaches to its relations with the future Special Administrative Region of China.

One China

"As you know, the Union is absolutely committed to a one China policy. We are dealing with one China and one China only in political terms. This of course does not mean that Europeans do not have relationships with Taiwan but they are pragmatic working relationships focusing on economic exchanges and trade.

"That it is perfectly possible to reconcile this situation with the one China policy is confirmed by the make-up of APEC where you find China, Hong Kong and Taiwan sitting at the same table and actively participating in the life of the same organisation.

"Our vision of Hong Kong is also of a powerful continuing player in the region. The

EU welcomes the dynamism of the APEC process. We are determined to maintain strong relationships with this region as a whole. That is, the determination that underlies our new Asia policy of which one early result has been the Summit level Asia-Europe meeting in Bangkok in March and the important decisions taken there to follow up this breakthrough in a systematic and positive fashion.

"Within these broader policies, it will be our objective to maintain and strengthen the bonds between the territory and the EU. The flag that will be folded next June is of one of our member states but Hong Kong will continue to be an autonomous focus for commercial and cultural exchanges between Europe and Asia.

Autonomy

Sir Leon Brittan said: "The Joint Declaration guarantees for the Hong Kong SAR a high degree of autonomy, except in areas which are traditionally the responsibility of sovereign governments, such as defence and foreign affairs.

"The Joint Declaration provides the basis for Hong Kong to continue the policies which have helped it become a leading international trade and financial centre. For example, 'The HKSAR shall decide its economic and trade policies on its own.' Hong Kong will keep its status as an international financial centre and a free port. It will continue to be a separate customs territory and there will be a free flow of capital, with the Hong Kong dollar remaining freely convertible and managed by a fully autonomous monetary authority. The Central People's Government will not levy tax in Hong Kong.

"To continue to promote its position abroad, Hong Kong will have its own network of economic and trade offices in countries with which it has major economic and trade interests. For example, the present office in Brussels will continue to operate, reflecting the importance of Hong Kong/EU trade.

"Hong Kong will continue to participate in the activities of important international organisations. Hong Kong is a member of the World Trade Organisation, the Asian Development Bank, the Asia Pacific Economic Cooperation Forum, the Customs Cooperation Council, the Pacific Economic Cooperation Council and the Asian Productivity Organisation. Hong Kong also participates in some of the activities of UNCTAD, ESCAP and OECD.

Initiatives

"Our policy will underscore the autonomy and the market economy of the SAR. We are looking at all the possibilities for strengthening our links and are preparing the ground to take the necessary initiatives in the early months of the SAR's existence.



With the press. 布里坦接受傳媒採訪

是，話說回來，一旦人們對香港稍失信心，便會造成極大的反響，因此，我們必須好好珍惜香港的前途。

「香港人可依賴歐盟的支持，以發展經濟。歐盟將繼續與中國加強合作，並與未來的香港特別行政區緊密聯繫。

「我深知很多香港居民對往歐洲免簽證一事十分關注。我應在此強調，護照的看待問題將由歐盟成員的個別政府自行決定。

「歐洲委員會當然對此事甚為關注，因為它須負責把成員國制定的法例加以修訂，確保有關法例在歐洲市場內應用作宜；但嚴謹地進行初步研究，並建議所擬定的名單上任何國家或地區的護照持有者。

免簽證

「我們絕不會以上述方法看待香港的旅客，反之，委員會正積極支持港人免簽證往歐盟各國，可是，歐盟仍未就此事作出決定，關鍵所在，是特區政府必須執行嚴格的措施，預防特區護照被假冒，並確保歐盟成員的執法機構對有關措施的技术性細則感到滿意。」

布里坦繼續指出：「除入境免簽證的問題外，我相信港人本身應在籌劃香港未來一事上擔任重要的角色。

「香港的制度之所以運作得宜，全賴負責任的行政首長、獨立的司法制度，以及譽滿全球的公務員制度；憑著此，香港人博得了各界的信任，在未來的日子裡，港人亦須保持外界對香港的信任。中英聯合聲名及基本法保證香港現有制度的基礎不變，諸如立法機構由選舉產生及法治的精神等。若要使以上各項落實執行，就必須全港市民共同參與。

「港人在這方面的責任是不容置疑的。我們不是身處在一個停滯不前的社會裡，這裡不容我們為少許成就而沾沾自喜。世上沒有東西是完美的，要使制度得以維持及發展，

法例在單一無國...
格來說，我們只...
有歐盟成...

就必須不斷努力。

法律代價

「雖然香港過往保持法治的良好紀錄及高質素的司法制度值得讚許，但我們必須關注，若要達至絕對公平，若要解決執行法律時無休止的困難，就得付出龐大的代價，例如，在解決知識產權一事上，若要達致公平，並把所有困難解決，就必須付出驚人的代價。」

布里坦說，歐盟與未來香港特別行政區的關係是前者與中國在建立關係上的重要一環，同時亦是其亞洲政策下不可或缺的環節。

「去年12月，歐盟對中國採取新的政策，基本上，這個長遠的策略有兩個目標：促使中國以積極及負責任的態度參與國際事務，並尋求機會讓歐洲的商界在中國市場上發展。」

「歐盟的政策是全面（包括政治及經濟的事務）、長遠而不偏不倚的。當制訂政策時，歐盟已詳細考慮歐洲國家在香港的經濟利益，足證歐洲與未來香港特區關係密切。」

一個中國

「眾所周知，歐盟篤行一個中國的政策。所謂一個中國，是指在政治的層面上承行一個中國的政策，這當然不是說歐洲謝絕與台灣往來，而是說有關的往來只局限於經濟及貿易的實際工作層面上。」

「歐盟認為上述政策是可行的，以下便是一例。在亞太經濟合作會議上，中國、香港及台灣的代表皆可同坐一桌，興極參與討論。」

「我們認為香港仍是亞洲地區的強者。歐盟對於亞太經濟合作會議的貢獻表示歡迎。我們決意與亞洲保持密切的聯繫。歐盟推行新的亞洲政策後，隨即於3月成功在泰國舉辦歐亞高峰會議。是次會議可說是一個突破；會議上，與會者均能以正面的態度有系統地達成重要的協議。」

「在歐盟的亞洲政策下，歐洲與香港兩地將會加強聯繫。明年6月底，香港雖然不再是英國的殖民地，它的旗幟亦會在歐盟的總部外卸下，但香港將繼續是歐、亞兩地商業及文化交流的集中地。」

高度自治

布里坦指出：「傳統上，宗主國有責任為境內地區處理國防及外交事務，除此之外，中英聯合聲明亦保證，香港特別行政區將享有高度自治。」

「聯合聲明為香港提供一個基準，使港人能繼續執行過往協助香港成為數一數二國際貿易及金融中心的政策。例如，聯合聲明內指出：『香港特別行政區的經濟及貿易政策可自行決定。』因此，香港將繼續保持國際金融中心及自由港的地位。香港在97年後將有獨立的關稅稅制，而港人的資金亦可自由流動。港幣可自由兌換之餘，亦將由完全獨立的金融管理局管理。此外，中央政府同時承諾，不會在香港徵收稅項。」

「為繼續在海外宣傳香港，特區政府將在有重大經濟及貿易利益的國家廣設經濟及貿易辦事

處；例如，香港現時設於布魯塞爾的辦事處在97年後將繼續運作，足證香港與歐盟在貿易上的關係密切。」

「香港會繼續參與大型國際組織所舉辦的活動。香港現時是世貿組織、亞洲發展銀行、亞太經濟合作會議、關稅合作理事會、太平洋經濟合作理事會及亞洲生產力組織的成員。此外，香港亦參與聯合國貿易及發展會議、亞洲及太平洋經濟社會委員會及經濟合作與發展組織的事務。」

採取主動

「歐盟重視特區實行高度自治及市場經濟的情況，我們正致力與港方加強聯繫，並積極作好準備，在香港回歸中國初期配合特區政府的法規及利益，採取主動尋求合適的安排。」

「歐盟希望香港能與澳門一樣，跟其簽訂橫向貿易及合作協議。」

「歐洲委員會歡迎在港的歐盟成員商會及商業協會踴躍參與商界事務，並在亞洲地區上擔任重要的角色，因為只有這樣，才能影響歐洲國家的亞洲政策，為委員會就制訂歐、港兩地合作及對華政策提供指引。」

他表示，未來兩地將有很多令人興奮的合作機會，但可惜雙方仍未落實具體的細節。

布氏引用孔子的說話解釋如何在政治上取得成功。他認為，孔子的政治觀點可用現代人的語言闡述：良好的商業環境、法治精神、健全的財政制度及積極進取的社會風氣皆是取得政治成功的主要因素。

布里坦希望在來年會有更多機會到訪香港這個繁榮而安居樂業的好地方。

歐洲貨幣

布里坦回答台下嘉賓的問題時表示，歐盟成員已決定把經濟政策列為首要的處理事務，希望歐洲各國於1999年年初便可全面使用新的歐洲貨幣。歐盟將於1998年年初審議那些國家符合數年前定下的貨幣統一規定。布氏相信大部份歐盟成員應能通過評審。此外，他認為，把新的歐洲貨幣單位貶值之談乃不切實際，因為這樣做不但會帶來通脹，亦會使失業率有增無減。

他回答另一位提問者時指出，歐洲對中、美之間就知識產權的爭拗十分關注，因為歐盟認為中國侵犯知識產權的情況令人憂慮。中、美雙方若就此事達成協議，則歐洲同樣受惠。布氏認為，中國政府本身亦希望與美國簽訂有關協議，因此，別國應給予中國技術支援，協助它推行對抗翻版活動的措施。

訪問中國時，布氏得悉大部份翻版貨品由香港製造，當來到香港後，卻聞說翻版貨品主要由香港註冊的中國公司製造，以掩人耳目。

誰是誰非，布里坦不願驟然妄下斷語，他只在午餐會上強調，香港有責任維護知識產權。此外，他又稱讚港府在打擊翻版活動一事上已不遺餘力。布氏促請香港的立法機構就世貿組織的「與貿易有關之知識產權協議」部份條款制訂法例，因為至今有關條款在推行時仍遇阻上阻力。 ■

looking for appropriate arrangements that take into account the specific mandate and interests of the SAR.

"One possibility is the sort of horizontal trade and cooperation agreement that links the EU to Macau.

"The Commission would certainly welcome a more active role of the European Chambers of Commerce and Business Associations here in Hong Kong because your strong role in the region puts you in a key position to influence Europe's Asia policy as well as to advise us on Hong Kong cooperation and indeed on matters Chinese."

He said the possibilities for the future are exciting and many. But the establishment of precise priorities for concrete action have yet to be decided.

He quoted Confucius and said the Confucian recipe for political success is not outdated. In modern language it would be a good business environment, the rule of law, sound finances and a committed community.

He looked forward to many more visits to a prosperous and happy Hong Kong in the years to come.

Euro dollar

Sir Leon Brittan, answering questions from the floor, said it is already clear EU member countries were absolutely determined to give top priority to assuming economic policies which will enable them to join the new Euro dollar currency at the beginning of 1999. In the early part of 1998 a decision would be taken as to which countries meet the provisions for joining set some years ago. A critical mass of them will be able to do so. He described as fool's gold any idea of devaluation in introducing the Euro because it would lead to inflation, reducing employment not increasing it.

He told one questioner Europe was deeply interested in the row over intellectual property rights between the US and China because Europe itself was concerned about the breaches in China. He said Europe was also a beneficiary of the enforcement of the US agreement with China. He believed the Chinese Government wants to make real efforts to enforce the agreement with the Americans. A positive way forward is to give technical assistance to help China enforce the rules against piracy.

In China it was said that a lot of the piracy comes from Hong Kong. In Hong Kong he was told that is a pretext and the piracy comes from Chinese who have registered themselves in Hong Kong. Without stirring the hornet's nest any more than he has done, Sir Leon said all he would say is that Hong Kong has a great responsibility in enforcing intellectual property rights and he recognised the strong commitment of the Hong Kong Government to do so. He would encourage the Hong Kong legislature to enact parts of the WTO's TRIPS Agreement where up to now there has been some sales resistance. ■

Diary Dates

July 15, 1996

8.30 am-2.30 pm

Conference & Luncheon

The Philippines

Asia's Next Economic Miracle

The Philippines is promoting to the rank of an Asian Tiger Economy with vast opportunities for Hong Kong companies. To give Chamber members an insight into these opportunities, the Chamber organises a conference with top level keynote speakers from the Philippines: Gabriel Singson, Governor of Bangko Sentral ng Pilipinas (the Philippines' Central Bank); Dr Bernardo Villegas, Dean of School of Economics, University of Asia and the Pacific; Renato De Villa, Secretary of Defence. Chairing the conference will be John Strickland, Chairman of the Hongkong and Shanghai Banking Corporation.

Details & Bookings: Ann Yan, tel 2823 1236, fax 2527 9843.

September 3, 1996

10th Hong Kong-Kagoshima Conference

First held in 1979, the Hong Kong-Kagoshima Conference is a biannual event alternatively held in Kagoshima and Hong Kong. The Conference's main objective is to improve cooperation and increase exchanges between the two territories in areas of trade and industry, tourism and culture.

This year, the 10th Conference, organised by the Kagoshima Prefectural Government in Hong Kong, will open with the theme: "The Business Environment in Hong Kong after 1997". Governor Yoshiteru Tsuchiya of Kagoshima will host this meeting and the Chamber will be represented by its Second Vice Chairman, C C Tung.

Enquiries: Connie Hui, tel 2823 1232, fax 2527 9843.

Chamber Forecast

Date	Time	Events & Meetings
Jul 1	2.00 pm	HK COALITION OF SERVICE INDUSTRIES : Infrastructure Projects Committee meeting
Jul 1	4.30 pm	HK FRANCHISE ASSOCIATION Committee meeting
Jul 2	6.30 pm-9.30 pm	TRAINING : Commencement of Professional Sales Training Course (<i>Cantonese</i>)
Jul 3-5		Study Mission to Pearl River Delta (East) on Industrial, Processing and Free Trade Zones
Jul 3	6.30 pm-9.30 pm	TRAINING : Commencement of Supervisory Skills Advanced Course (<i>Cantonese</i>)
Jul 5	12.30 pm	ROUNDTABLE LUNCHEON : Business Simulations - A New Age in Training
Jul 9	9.00 am-5.00 pm	STRATEGIC MARKETING SERIES : Day 1: Strategy for Establishing New Business (<i>Cantonese</i>)
Jul 9	12.30 pm	CHAMBER : Asia Committee meeting
Jul 10	12.30 pm	ROUNDTABLE LUNCHEON : Filing Requirements for Private Limited Companies (<i>Cantonese</i>)
Jul 11	9.00 am-5.00 pm	STRATEGIC MARKETING SERIES : Day 2: Strategy for Analysing Competitors (<i>Cantonese</i>)
Jul 12	12.30 pm	ROUNDTABLE LUNCHEON : Business Ethics
Jul 15	8.30 am-2.30 pm	Conference & Luncheon : The Philippines - Asia's Next Economic Miracle
Jul 15	6.30 pm-9.45 pm	TRAINING : Commencement of Customer Service Course (<i>Cantonese</i>)
Jul 17	9.00 am-5.00 pm	STRATEGIC MARKETING SERIES : Day 3: Strategy for Evaluating & Controlling Marketing Performance (<i>Cantonese</i>)
Jul 18	12.30 pm	ROUNDTABLE LUNCHEON : Business Ethics (<i>Cantonese</i>)
Jul 23	9.00 am-1.00 pm	TRAINING : Tele-Sales for Frontline Staff (<i>Cantonese</i>)
Jul 23	6.30 pm-10.00 pm	TRAINING : Commencement of Secretarial Excellence course (<i>Cantonese</i>)
Jul 25	2.30 pm	CHAMBER : Shipping Committee meeting
Aug 6	9.00 am-1.00 pm	TRAINING : Professional Telephone Skills (<i>Cantonese</i>)
Aug 7	9.00 am-1.00 pm	TRAINING : Telephone English for Frontline Staff
Sep 3	9.00 am-5.00 pm	Hong Kong-Kagoshima Conference
Sep 18	7.00 pm	ASIA & AMERICAS COMMITTEES' DINNER : Michael Sze, Executive Director, HK Trade Development Council
Sep 19	12.30 pm	CHAMBER : Europe Committee meeting
Sep 26	6.15 pm	CHAMBER : Americas Committee meeting

THE CHAMBER IN ACTION



Ian Christie Reports

LOCAL AFFAIRS AND ECONOMICS DIVISION

The month under review was an active period for the Division with the Government's first quarter economic report being issued, the Chamber conducting a new survey of members on the Mandatory Provident Fund (MPF) Scheme and other employee benefits, and the organisation of Chamber reaction to various Government initiatives, including the proposals for telephone call charging.

The Government's first quarter economic report was a little disappointing with growth in first three months of the year being estimated at 3%, the fourth successive quarter of year-on-year GDP growth. This slower growth in the first quarter is, however, expected to be the low point for the year with growth expected to pick-up as the year progresses.

The Division's MPF/employee benefits survey brought a good response from members, with well over 500 completed questionnaires being received, equivalent to almost 13% of the membership.

The Chief Economist delivered four major speeches during the month, one on the outlook for the property market to an

evening seminar organised by the Kone Elevators group and the remaining three on the post-1997 economic outlook to groups organised by the Federal Express, Robert Bosch of Germany and Charles Barker International of the UK. He also met with visiting journalists from France, the Isle of Man, New Zealand and Japan, as well as conducting local media interviews on Hong Kong economic issues. There were also a large number of visitors from major international banking groups (Citibank of the US, Royal Bank of Canada, Generale Bank, Banco Real of Brazil, Deutsche Bank of Germany and Merita Bank of Finland), as well as the American Enterprise Institute, the Asia Pacific Policy Centre and the Australian Government.

COMMITTEE

Economic Policy Committee

A special meeting of the Economic Policy Committee was addressed by Mr Joseph Lai, Deputy Head of the Government's Efficiency Unit, the group charged with overseeing improvements in Government operating procedures and practices. Mr Lai expressed the Unit's appreciation to the Chamber for the work it had put in assembling recommendations for the removal of red tape in Government and recommendations for more efficient operation of Government. He also outlined the initiatives being undertaken by

本會動態

本地及經濟事務部

該部在月內十分忙碌。期間，港府發表了本年首季的經濟報告。總商會亦向會員發出問卷，調查他們對強制性公積金計劃及其他僱員福利的意見。此外，該部亦作好準備，就政府提出的各項新建議（包括電話收費）反映意見。

政府公布首季的經濟增長率約為3%，成績頗令人失望。不過，預料香港經濟在本年稍後的表現將逐漸改善。

該部就強制性公積金計劃發出的問卷獲得會員熱烈回應。回覆的公司超過500間，大約相等於會員總數的13%。

首席經濟學家月內分別在四個公眾場合發表演說，除了其中一次是有關物業市場外，餘者均以97年後的經濟前瞻為主題。此外，他亦會見了遠道從法國、紐西蘭及日本等地到訪的記者，並接受本地傳媒的訪問。海外訪客亦為數不少，包括各大跨國銀行集團、美國企業協會、亞太政策中心及澳洲政府的代表。

委員會活動

經濟政策委員會

效率促進組副專員黎鎮城先生在委員會的特別會議上，感謝總商會為了改善政府機構效率而提出的寶貴建議。他同時簡述了政府在促進各部門效率方面所實施的措施。委員會曾討論的其他事項包括：總商會擬就97/98年度財政預算案向政府呈交的意見書；就業統計數據；電話收費建議。

服務業部

香港服務業聯盟

委員會活動

5月29日，資訊服務委員會成員與經濟科及電訊管理局的官員舉行會議，討論世貿協議中有關基本電訊服務的部分。其他在會上討論的題目包括電訊管理局就電話服務收費草擬的諮詢文件，以及其他與電話服務有關的政策。委員會特別成立了工作小組，就「國家資訊基本建設」草擬立場書。工作小組由

MOFTEC delegation

Stanley Ko, Vice Chairman of the HK Coalition of Service Industries, chaired a meeting in Hong Kong on April 18 between the Chamber's WTO expert group and a five-member delegation comprising officials from the Chinese Ministry of Foreign Trade and Economic Cooperation. The MOFTEC delegation was led by An Min, Director General of the Department (within MOFTEC) of Taiwan, Hong Kong and Macau Affairs. Information and recommendations relating to China's liberalisation programme were exchanged.

外經貿部代表團

4月18日，本會轄下的世界貿易組織專家小組與中國對外貿易經濟合作部代表團在香港舉行會議，香港服務業聯盟副主席高鑑泉擔任主席。代表團一行5人，團長為該部台港澳司司長安民。雙方就中國的貿易自由化進程交換了資料及意見。



An Min and Stanley Ko
安民與高鑑泉

Dr Mark Michelson

Dr Mark Michelson, Chairman of the American Chamber of Commerce in Hong Kong, briefed on May 28 a round table luncheon on his Chamber's recent MFN lobbying mission to Washington. Dr Michelson was hopeful that unconditional MFN status for China would be renewed and that Hong Kong would remain as one of the major financial centres in the world.

美國商會主席

香港美國商會主席麥高誠博士在5月28日的小型午餐會上，簡述該會最近組團到華盛頓游說美國政府延續中國最惠國待遇的情況。麥高誠對此感到樂觀，而且有信心香港會繼續成為全球最重要的金融中心之一。



Dr Mark Michelson (centre) with H Y Hung, Vice Chairman of the Chamber's Americas Committee (left) and Robert Dorfman, Chairman of the Chamber's Americas Committee (right).

麥高誠 (中) 與美洲委員會正副主席杜動明 (右) 及洪克有 (左) 合照

Free Trade Zone

Liu Wen Zhe, Director of the Administrative Committee of the Guangzhou Free Trade Zone, addressed a Chamber round table lunch on April 19. He said foreign entrepreneurs can set up in the Free Trade Zone and enjoy preferential treatment including exemption from import and export duties and the need for permits. Fanny Lai, Chairwoman of the Chamber's SME Committee and Chairwoman of the Chamber's Membership Committee was in the chair.

廣州保稅區

廣州保稅區管理委員會主任劉文哲是4月19日舉行的小型午餐會的主講嘉賓。他說，在保稅區設廠的外商可享有多重優惠，包括減免進出口稅及無須申請准許證。午餐會由身兼本會中小型企業委員會及會員關係委員會主席的黎葉寶萍主持。



From left: Fanny Lai and Liu Wen Zhe
左起：黎葉寶萍及劉文哲

Government to make improvements to its present operations in various Departments. The Economic Policy Committee also discussed briefly the Chamber's proposed Budget submission for the 1997-98 transition year, labour statistics and the proposals put forward for discussion on charging mechanisms for telecommunications usage.

SERVICE INDUSTRIES DIVISION

HONG KONG COALITION OF SERVICE INDUSTRIES (HKCSI)

Committees

On 29 May, the Information Services Committee met with officials from Economic Services Branch and OFTA to evaluate the WTO agreement on basic telecommunications. The Committee also discussed the OFTA consultation paper on pricing structure of telecom services as well as other telecom-related policy issues. The Committee also formed a sub-committee, chaired by Mr Tony Au, to formulate the CSI's position on national information infrastructure (NII).

On 30 May, the Financial Services Committee met and elected Mr Mervyn Davis as Chairman. The Committee also discussed the promotion of Hong Kong as

區焯洪先生擔任主席。

財政服務委員會於5月30日舉行會議，選出戴維思先生為主席。委員會討論了如何推廣香港為地區性的金融中心。

管理顧問小組於6月5日會見管理參議署助理署長Mr. Graham Sreeves，雙方就參議署的角色及其與私營環節的合作問題交換意見。

6月12日，專業服務委員會屬下的工作小組跟以副署長譚榮邦先生為首的貿易署官員舉行會議。雙方討論香港在專業服務自由化中所擔當的角色。

代表

香港服務業聯盟獲工業署邀請派員加入新近由政府成立的中小型企業委員會。代表區焯洪先生為服務業聯盟屬下資訊服務委員會的成員。

香港特許經營權協會

來客

5月16日，協會高級經理周育珍女士接待到訪的廣州商業總會，向以該會名譽會長王玄女士為首的團員解釋協會的工作及組織結構，以及香港特許經營守則。

5月22日，周女士會見廣東省連鎖經營協會秘書長孫洪先及其團員，討論雙方合作促進特許經營業務發展的可行性。

外訪活動

周育珍女士與協會成員梁丙焄小姐（麥堅時律師行）應上海工商行政管理局之邀，出席在5月29至30日舉行的「上海商標保護國際研討會」，並在席上致辭。研討會由上海市副市長、上海工商行政管理局局長及中華商標協會會長揭幕。15位中外講者與聽眾分享他們的心得。由於研討會十分成功，有關的演辭將被輯錄成書。

國際事務部

委員會活動概覽

美洲委員會

5月23日，委員會主席杜動明先生於深水灣鄉村俱樂部宴請中南美洲國家駐港的領事官員，巴西、智利、墨西哥及秘魯的總領事和貿易專員均為座上嘉賓，出席的會員共31位。

委員會正副主席杜動明先生及洪克有先生於5月27日接待一群在美國查普曼大學修讀工商管理碩士課程的學員。他們將在香港及內地逗留一個星期，加深對兩地最新政治及經濟狀況的了解。

香港美國商會主席麥高誠博士是5月28日舉行的小型午餐會的主講嘉賓。他向出席

a regional financial centre.

The Management Consultants Group met on 5 June with Mr Graham Sreeves of the Management Services Agency and exchanged views on the role of the MSA and its cooperation with the private sector.

On 12 June, a sub-group of the Professional Services Committee met with a Trade Department team, led by Deputy Director-General of Trade, Mr Tam Wing Pong, to discuss Hong Kong's position on liberalisation of professional services under the WTO.

Representation

The HKCSI was invited by Industry Department to nominate a representative to serve on the Small and Medium Enterprises Committee established by the government. The HKCSI nominated Mr Tony Au, a member of the CSI Information Services Committee, to the government SME Committee accordingly.

HONG KONG FRANCHISE ASSOCIATION

Incoming Missions

On 16 May, HKFA Senior Manager, Ms Charlotte Chow, briefed a delegation from the Guangzhou Federation of Commerce, led by their Hon Chairman, Madam Wang Xuan, on the organization and activities of the Association and, in particular, the HKFA Code of Ethics.

On 22 May, Ms Chow held a discussion with Mr Sun Hong, Secretary General of the Guangdong Chain Operations Association and his colleagues on the possibility of co-operation on promoting franchising and chain store operations.

Outgoing Mission

HKFA Committee Member, Ms Anita Leung of Baker & McKenzie, and the Senior Manager were invited to speak on "Trade Mark Management and Protection in Franchising Arrangements" at the International Seminar on Trade Mark Protection, organized by the Shanghai Administration of Industry and Commerce from 29-30 May. The Seminar was opened by the Vice Mayor of Shanghai, President of SAIC and President of China Trademark Association. Fifteen overseas and local speakers shared their experiences and expertise with the audience. In view of the success of the seminar, the speeches would be compiled into a book.

INTERNATIONAL AFFAIRS DIVISION

COMMITTEES

Americas Committee

The Committee's Chairman, Mr Robert Dorfman, hosted a dinner reception for the

Americas Committee entertains

Consuls General and Trade Commissioners from Argentina, Brazil, Chile, Mexico and Peru were guests at dinner on May 23 of the Chamber's Americas Committee. Principal host was Committee chairman, Robert Dorfman. Some 35 members and guests attended at the Country Club.



Robert Dorfman with Hong Kong's new Brazilian Consul General, Luiz Carlos Feldman (left).

杜勳明與新任巴西駐港總領事輝特文 (左) 合照



Committee Vice Chairman H Y Hung with the Argentina Consul General, Fernando A Gomez Bellocq.

委員會副主席洪克有及阿根廷總領事高民信

2nd from left: Enrique Nort, Deputy Trade Commissioner for Mexico with Chilean Consul General Mario Prieto (on his left).

墨西哥商務處副商務專員羅凱達 (左二) 及智利總領事馬文滔 (左三)



C I Kung, former Chairman of the Americas Committee, and Peruvian Consul General, Jorge Abarca-Del Carpio.

美洲委員會前任主席龔甲龍及秘魯駐港總領事雅柏佳

中南美洲國家駐港領事及商務專員晚宴

本會美洲委員會於5月23日宴請阿根廷、巴西、智利、墨西哥及秘魯多個中南美洲國家的駐港領事及商務專員。東道主是美洲委員會主席杜勳明。出席的嘉賓及會員共35人。

的25位會員簡介了該會最近組團赴華盛頓游說美國延續中國最惠國待遇的進展。

在同一天舉行的委員會會議上，杜勳明先生及洪克有先生獲選連任正副主席。成員同意於11月底籌辦往墨西哥之商務考察團。

亞洲委員會

5月14日的委員會會議中，袁耀全先生及潘仲賢先生分別獲選連任正副主席。成員提議與美洲委員會於9月18日聯合舉辦晚宴，邀請貿易發展局行政總裁施祖祥先生擔任演講嘉賓。成員亦提出多項兩委員會共同關注的事項，建議在日後作進一步討論。

會議舉行當晚，委員會設宴款待亞太區國家的駐港領事官員，其中包括日本、南韓、巴基斯坦及菲律賓的駐港總領事，出席的會員及嘉賓共33人。

由印度Hinduja集團主席Mr. Hinduja率領的高層代表團於6月13日訪問本會，獲主席田北俊先生接待。除了希望吸引港商往當地投資外，代表團亦跟出席的會員交流了對印度及區內商業前景的看法。集團乃印度最大規模的跨國企業之一，業務遍及各行各業。

鹿兒島縣商工勞動部商工政策課課長松田浩樹先生率領一個4人代表團於6月3日訪問本會，目的是討論將於9月3日在香港舉行的香港-鹿兒島週年會議的有關安排。

德勤會計師行合夥人唐大偉先生於6月10日主持了一個以投資越南為題的小型午餐會。

中國委員會

中國對外貿易經濟合作部副部長孫振宇先生於6月12日到訪本會，由第二副主席董建成先生接待。席上，雙方就國內的最新經濟發展，以及如何加強中、港中小型企業機構的合作交換意見。孫氏更向會員簡介現時的中美經濟關係。

河南省鄭州市常務副市長陳義初先生率領一個5人代表團於6月7日拜訪本會，宣布該市的駐港代表辦事處正式開幕，歡迎港商到當地投資。負責接待的包括亞洲委員會主席袁耀全先生及其他有興趣的會員。

歐洲委員會

歐洲委員會主席萬大衛先生分別於5月21及31日接待來自英國及意大利的代表團。兩者均由國泰航空公司及香港貿易發展局聯合贊助。

委員會於6月4日舉行會議，萬大衛先生、文路祝先生及陳志強先生分別獲選連任正副主席。由波蘭總理辦公室全力支持，波蘭對外經濟貿易部、波蘭外資局、波蘭商會及聯合國工業發展基金聯合籌辦的「第一屆經濟論壇：波蘭-東南亞」為議程上的項目之一。論壇將於9月2日至3日在華沙舉行。此外，「第七屆亞洲產品博覽」將於9月3日至6日在東歐最大的展覽場館，波茲南國際展覽中心揭幕。總商會正考慮組團參加該兩項活動的可能。

緊接委員會會議舉行的是一個以進軍波蘭市場為題的小型午餐會。主講嘉賓稅清劭先生是從事波蘭貿易的先鋒，他跟會員分享

Central & South America Consular officials at the Hong Kong Country Club on 23 May. Consuls-General and Trade Commissioners of Argentina, Brazil, Chile, Mexico and Peru were guests of the dinner reception. 31 members attended.

The Chairman and Vice-Chairman of the Committee, Messrs Robert Dorfman and H Y Hung, received a group of Executive MBA students from Chapman University, USA on 27 May. As part of the MBA programme, the students were in Hong Kong/China for a week to learn more about the current political and economic situation in these places.

A roundtable luncheon with Dr Mark Michelson, Chairman of the American Chamber of Commerce in Hong Kong, as the speaker was held on 28 May, right before the Americas Committee met. He briefed members on AmCham's recent MFN lobbying mission to Washington DC. 25 members participated.

The Americas Committee held its first meeting after the Chamber's AGM on 28 May, at which Mr Robert Dorfman and Mr H Y Hung were re-elected as Chairman and Vice-Chairman respectively for another term. A proposed study mission to Mexico was endorsed and agreed to be organized during the last week of November.

Asia Committee

The Asia Committee held a meeting on 14 May, at which Mr Andrew Yuen and Mr Joseph Poon were respectively re-elected Chairman and Vice-Chairman. During the meeting, members proposed to host a joint dinner reception on 18 September with the Americas Committee, at which Mr Michael Sze, Executive Director of the Hong Kong Trade Development Council, will be invited as the guest speaker. Members also proposed several common issues of interest to the two Committees for further discussions.

Immediately following the Committee meeting, an Asia-Pacific consular officials dinner was successfully held with 33 guests and members. Guests of honour included the Consuls-General of Japan, Korea, Pakistan and the Philippines.

A high-level mission from India, led by Mr Srichand P Hinduja, Chairman, Hinduja Group of Companies, visited the Chamber on 13 June and was warmly received by the Chamber's Chairman, the Hon James Tien. The delegation welcomed Hong Kong investment into India and exchanged views with members on business prospects in the sub-continent and the region. The Hinduja Group of Companies is one of the largest multi-national conglomerates with business across all sectors of economy in India.

A 4-member delegation from Kagoshima Prefectural Government, led by Mr Hiroki Matsuda, Director of

American students

The Chairman and the Vice Chairman of the Chamber's Americas Committee, Robert Dorfman and H Y Hung, discussed on May 27 many trade and economic development issues with 22 visiting students from Chapman University, in Orange County, USA. But what interested the students most was 1997 and beyond.



The meeting 會議情況



From left: Professor Donald Booth, who led the visiting students, with the Chairman and the Vice Chairman of the Americas Committee.

左起：團長布思教授、杜勳明及洪克有

美國來客

5月27日，美洲委員會正副主席杜勳明及洪克有接待到訪的22位美國橙郡查普曼大學的學生。雙方就多項經貿問題展開討論。不過，最令這些學生感到興趣的還是1997及其後的香港狀況。

了自己在當地的經驗。波蘭駐港領事謝賓先生及貿易專員穆夏沃茨基均為座上客。

委員會於6月4日設晚宴款待歐洲國家的駐港領事官員，意大利、葡萄牙及西班牙總領事及貿易專員均有出席。

香港國際委員會

總商會主席田北俊先生是6月13日在香港會所舉行的「國際商界委員會」午餐會的主持人。席上，Renwick, McCormick Co. Ltd. 行政總裁尹力行先生以「公務員的待遇」為題致辭。

太平洋地區經濟理事會

香港委員會主席蘇海文博士率領一行24人的代表團遠赴華盛頓，參加於5月17至22日舉行的第29屆國際年會。會議期間，美國克林頓總統宣布延續中國的最惠國待遇。其他出席的亞太區政治領袖計有：馬來西亞總理馬哈蒂爾；秘魯總統藤森及泰國副總理威拉旺。蘇海文博士獲選為太平洋地區經濟理事會的國際副主席。出席年會的900多位代表分別來自19個亞太國家。香港委員會兩位副主席李澤培先生及施德論先生亦有出席。

6月14日，香港委員會聯合總商會及香港紐西蘭商會為到訪的紐西蘭財政部長伯奇先生舉行午餐會。他的演講題目為：「紐西蘭經濟：發展策略及外資扮演的角色。」

工業及行政事務部

委員會活動概覽

人力資源委員會

潘潤先生及顧芝芳小姐在5月21日舉行的會議上分別獲選為正副主席。會上，各成員獲悉政府與僱主代表已就強制性公積金計劃及職業退休保障計劃的銜接問題達成協議。

中小型企業委員會

委員會於5月21日舉行會議，布政司署效率促進組專員冼兢先生向與會者簡介政府在營造一個有利商界發展的環境時所採取的策略。席上，黎葉寶萍女士正式接替張黃莉淳女士為委員會的執行主席。

委員會於5月29日召開特別會議，討論由工業及行政事務部助理總裁張耀成博士就總商會中小型企業政策所草擬的立場書。

一行20人的珠海市考察團於6月7日至8日訪問珠海，行程包括參觀當地一家高科技企業，高欄港及新機場設施。考察團拜會了該市新任市長及其他高級官員。

6月11日，委員會與兩位來自管理參議署的官員就政府擬成立提供全面發牌資料的機構一事展開討論。



The meeting
會議情況

Inchon delegation

Sidney Fung, the Chamber's Assistant Director International Affairs, welcomed on May 6 a nine-member trade delegation from the Incheon Chamber of Commerce and Industry. The delegation visited Hong Kong en route to China. Incheon is one of the major industrial and port cities in South Korea. The delegation said it is interested in exploring the China market.



From left: Yoo Jae-Hyson, leader of the Incheon mission with Sidney Fung.

左起：團長劉載憲及馮棟澤

仁川商務代表團

5月6日，國際事務部助理總裁馮棟澤代表本會歡迎一行9人的韓國仁川商會代表團。仁川是南韓的主要工業城市及港口之一。代表團此行的主要目的是拓展中國市場。

Commerce & Industry Policy Division, called on the Chamber on 3 June to discuss arrangements for this year's Hong Kong-Kagoshima Conference to be held in Hong Kong on 3 September.

A business roundtable luncheon was held on 10 June, at which Mr David Tong, Regional Director of Deloitte Touche Tohmatsu International, spoke on "Doing Business in Vietnam".

China Committee

The Chamber's Second Vice-Chairman, Mr C C Tung, received Mr Sun Zhen Yu, Vice Minister of MOFTEC, who paid a courtesy visit to the Chamber on 12 June. Members at the meeting exchanged views with the Chinese officials on China's recent economic developments and cooperation between SME organisations in Hong Kong and China. Mr Sun also briefed members on the current Sino-US economic relations.

A 5-member delegation from Zhengzhou of Henan Province, led by its Deputy Mayor, Mr Chen Yi Chu, called on the Chamber on 7 June to announce the opening of its representative office in Hong Kong and attract Hong Kong investment into the City of Zhengzhou. The Asia Committee's Chairman, Mr Andrew Yuen, and other interested members received the delegation.

Europe Committee

The Chairman of Europe Committee, Mr David Rimmer, received two delegations from the UK and Italy on 21 May and 31 May. These two missions were co-sponsored by Cathay Pacific Airways and Hong Kong Trade Development Council.

The Europe Committee met on 4 June, during which Mr David Rimmer, Mr Manohar Chugh and Mr Chris Chan were re-elected as Chairman and Vice-Chairmen for another term. Also discussed at the meeting was "1st Economic Forum: Poland - South-East Asia", jointly organized by the Polish Ministry of Foreign Economic Relations, Polish Agency for Foreign Investment, Polish Chamber of Commerce and United Nations Industrial Development under the auspices of the Polish Prime Minister's Office. The Chamber is considering putting together a delegation to participate in this Forum, which will be held in Warsaw from 2-3 September 1996 and in the 7th Asian Products Showcase in Poznan, from 3-6 September 1996 at Poznan International Fairground, the largest fairground in East Europe.

Immediately following the Committee meeting was a roundtable luncheon on "Entering the Polish Market" by the Managing Director of E & Europe (Holdings) Ltd, Mr Shui Qing Shao, who was the pioneer of doing business in Poland. He shared with members his

Asia / Pacific Consular Corps

The Chamber's Asia Committee hosted a dinner reception on May 14 at the China Club for 34 Asian members of the Consular Corps. The social evening provided Committee members and Consular officials with an opportunity for networking and social acquaintances.



Andrew Yuen, chairman of the Asia Committee, welcomes the Consular guests. On his left is Hideaki Ueda, the Consul General of Japan and on his right is Toshiya Ugai, Secretary General of the Hong Kong Japanese Chamber of Commerce and Industry.

亞洲委員會主席袁耀全歡迎嘉賓到場。分坐袁左右者為日本駐港總領事上田秀明及香港日本商會秘書長龔嗣敏。

亞太區領事晚宴

亞洲委員會於5月14日在中國會設晚宴款待亞太區的駐港領事官員。會員可藉此良機與領事館官員接觸並建立聯繫。



From left: Peter Aherne, S R Sarkar, Joseph Poon, Tariq Puri (Consul General of Pakistan) Andrew Yuen and Jerry Shyy.

左起：夏向能、蘇紐薩嘉、潘仲賢、戴保利（巴基斯坦總領事）、袁耀全及史美振



Back row, centre: Chamber Director Ian Christie, who proposed the toast. On his left is Mrs Estrella A Berenguel, Consul General of the Philippines.

後排中：本會總裁祈仕德向嘉賓祝酒。左旁是菲律賓駐港總領事貝倫格爾夫人。



From left: Alex Chu, Andrew Yuen, Park Yang Chun (Consul General of Korea), Joseph Poon, Vice Chairman of the Asia Committee and William Lee.

左起：朱彌青、袁耀全、朴楊千（南韓駐港總領事）、潘仲賢（亞洲委員會副主席）及李偉廉

環境委員會

委員會於5月28日舉行會議，出席者包括新任環境保護署署長羅樂秉先生及其他環保署官員。香港環境資源管理顧問公司的柯大偉先生及環保署的劉美明博士分別向與會者簡介有關減少廢料研究的結果及建築廢料的處理方法。席上，高保利先生及夏沛迪先生分別獲選為委員會的正副主席。

工業事務委員會

委員會於5月30日舉行會議，震雄集團執行董事蔣麗莉博士及永泰出口商有限公司的鄭維志先生分別獲選為正副主席。席上，各成員通過了1996/97年度的工作大綱，積極籌辦更多活動。

活動點滴

- 3288晚飯會的第5次聚會於5月21日舉行，吸引了110位會員及嘉賓出席。下一次聚會的日期是6月25日。

- 一個以「產品設計」為題的小型午餐會於5月24日舉行，吸引了26位會員參加。講者是靈英國際有限公司的陳啟祥先生。

- 在6月5日的一個小型午餐會上，僱員再培訓局行政總裁周東山先生及香港旅遊專業培訓中心有限公司總經理兼培訓總監李小蘭女士向出席的20位會員解釋，僱員再培訓局如何協助僱主招聘及培訓人才。事實上，招聘人才和為他們提供適當的培訓是同樣重要的。

- 6月6日，政府首席助理政務司張瓊瑤女士在一個小型午餐會上向21位會員解釋《性別歧視條例》的要點。新法例通過後，性別歧視他人或性騷擾他人即屬違法。張女士以深入淺出的方法，生動地以專家的角度向會員解釋新法例的要點。

- 郵政署助理署長（業務發展）蔣任宏先生是6月7日舉行的小型午餐會的主講嘉賓。他向在座的25位會員介紹郵政署可為商業機構提供的高效服務。

- 122位會員報名參加新成立的「高富會」。首兩次培訓課程將於6月及7月在賽馬會高爾夫球中心進行。第一次聚會的日期為6月28日，地點是清水灣鄉村俱樂部。

- 培訓課程：「增強你的說服力」，參加者共12位；「專為行政人員及商家而設的時間管理課程」，參加者共12位；「專業電話應對技巧課程」，參加者共44位；「電話推銷技巧課程」及「電話英語應對技巧課程」，參加者分別有14位及23位；「管理人員英語寫作技巧課程」及「實效英語寫作課程」，分別有9位及17位學員報讀；「溝通管理學初級課程」，參加者共9人；報考「廣東話考試」的外國人共有3位，全部合格。

- 該部於6月7日再次舉辦有關中國大陸來料加工業的稅務問題的培訓課程，報讀的學員共21人。

experience in entering the Polish market. Both the Consul-In-Charge, Mr Krzysztof Ciebien, and his Trade Consul, Mr Andrzej Musialowski, also attended the luncheon.

A dinner reception for European Consular officials was held on 4 June. Consuls General and Trade Commissioners from Italy, Portugal and Spain in Hong Kong all attended the function.

Hong Kong International

The Chairman, the Hon James Tien, was the host to members of the International Business Committee at a luncheon gathering on 13 June at the Hong Kong Club. Mr Brian Renwick, Managing Director of Renwick, McCormick Co Ltd, was the speaker at the luncheon, during which he made a presentation on the Civil Service pay.

Pacific Basin Economic Council

Dr Helmut Sohmen, Chairman of the PBEC Hong Kong Committee, led a 24-member delegation to attend the 29th PBEC International General Meeting held in Washington DC from 17-22 May. One of the highest profile PBEC meetings ever, the IGM saw President Bill Clinton of the US announcing the granting of MFN status to China during his address to PBEC delegates. Other Asia-Pacific leaders taking part in the meeting included Prime Minister Mohamad Mahathir of Malaysia, President Alberto Fujimori of Peru and Deputy Prime Minister Annuay Viravan of Thailand. Dr Sohmen was also elected the International Vice-Chairman of PBEC. The IGM was attended by more than 900 delegates from 19 economies of the Asia Pacific. Other Hong Kong delegates included the two PBEC Hong Kong Committee Vice-Chairmen, Mr J P Lee, Director of the Lippo Group, and Mr John Strickland, Chairman of The Hongkong & Shanghai Banking Corporation.

The PBEC-Hong Kong, in conjunction with the Chamber and the New Zealand-Hong Kong Business Association, hosted a lunch reception on 14 June for the New Zealand Finance Minister, the Rt Hon Bill Birch, who spoke on "The New Zealand Economy: The Strategy for Growth and the Role of Foreign Investment".

INDUSTRIAL AND CORPORATE AFFAIRS DIVISION

COMMITTEES

Human Resources Committee

Mr Poon Yun and Ms Angela Koo were elected Chairman and Vice-Chairman respectively at the Committee meeting on 21 May. It was noted at the meeting that agreement had been reached between Government and employer representatives on the MPF and ORSO interface.

Polish market

Shui Qing Shao, Managing Director of E & Europe (Holdings) Ltd, spoke at a Chamber round table lunch on June 4 of his company's success, continued growth and expansion plans upon entering the Polish market. His example was supported by the Polish Consul General Andrzej Musialowski and Trade Commissioner Krzysztof Ciebien who welcomed further investment in the reforming Polish market economy. E & Europe (Holdings) has established supermarkets for Hong Kong and China consumer goods and plans more.

進軍波蘭市場

東歐(集團)有限公司董事長稅清劭在6月4日舉行的小型午餐會上跟與會者分享他在波蘭市場的成功經驗。在座的波蘭駐港領事(主管)謝賓及商務專員穆夏沃茨基支持他的看法,並呼籲港商多到當地投資。東歐集團已開設多家銷售香港及中國產品的超級市場,並計劃進一步拓展分店網絡。



Shui Qing Shao and David Rimmer, Chairman of the Chamber's Europe Committee, who was in the chair.

稅清劭與萬大衛

European Consular Corps

David Rimmer, Chairman of the Chamber's Europe Committee, and Committee members hosted a dinner on June 4 for 22 officers in Hong Kong of the Consular Corps from Italy, Portugal and Spain. Consuls General and Trade Commissioners enjoyed a social evening.



Fernando Pinto Dos Santos, Consul General of Portugal and David Rimmer.

葡萄牙駐港總領事沈賓帆與萬大衛



Joop Litmaath (left), a member of the Chamber's General Committee, with Juan Ma Portillo, Commercial Counsellor and Trade Commissioner of Spain and K K Yeung, one of Hong Kong International's ambassadors.

理事會成員李馬(左)、西班牙商務專員柏棣永及香港國際大使楊國琦

歐洲領事晚宴

6月4日,歐洲委員會宴請意大利、葡萄牙及西班牙的22位駐港領事館及商務專員公署官員。各人渡過了一個賓主盡歡的晚上。

SME Committee

Members met on 21 May, during which Mr Colin Sankey, Head of the Government's Efficiency Unit, made a presentation on the administration strategy for the creation of a business-friendly environment. At this meeting, Mrs Fanny Lai took over from Mrs Maria Cheung as the Executive Committee Chairman.

A special meeting was called on 29 May to discuss the draft position paper prepared by Dr Y S Cheung, Assistant Director for Industrial and Corporate affairs, on Chamber SME Policy.

A group of 20 individuals visited Zhuhai between 7-8 June. The local programme included visits to a high-technology company, the Gaolan Port, and the Airport. The delegation also met

with the new Mayor of Zhuhai and other senior city officials.

Discussions were held with two officials from the Management Services Agency on 11 June on government plans for the setting up of a one-stop shop to provide information on licensing requirements.

Environment Committee

A meeting was held on 28 May. This was attended by EPD officials including their new director, Mr Robert Law. Members were briefed on a waste reduction study and the management of construction waste by Mr David Arthur of ERM-Hong Kong and Dr M M Lau of the EPD respectively. At this meeting, Mr Barrie Cook was elected Chairman and Mr Alessandro Serpetti, Vice Chairman.

Industrial Affairs Committee

The Committee held a meeting on 30 May, during which Dr Lily Chiang of Chen Hsong Holdings was elected as Chairman and Mr Christopher Cheng of Wing Tai Exporters as Vice Chairman. A work plan for 1996/97 was approved by the Committee to uplift the profile of the Committee.

Events

- 110 members and guests joined the fifth 3288 Club dinner on 21 May. The next Club dinner will be held on 25 June.

- A roundtable was organised on 24 May, at which Mr K C Chan of OSSIMA International Ltd provided a luncheon talk on successful product design. This was attended by 26 members.

- A Roundtable Luncheon on "Training & Sourcing through the Employees Retraining Board" by Mr Chow Tung-shan, Executive Director of Employee Retraining Board and Mrs Nerysa Lee, General Manager & Training Director of HK Travel & Tourism Training Centre Ltd, was held on 5 June with 20 members attending. Sourcing for the right people was as important as providing substantial training to staff in the business sector. Mr Chow and Mrs Lee briefed our members on how the Employee Retraining Board helped people adapting to Hong Kong's changing economic environment.

- A Roundtable Luncheon on the "Main Features on Sex Discrimination Ordinance" by Ms Chang King-yiu, Principal Assistant Secretary for Home Affairs, was held on 6 June with 21 members attending. The enactment of Sex Discrimination Ordinance made it against the law to discriminate a person on the ground of sex and to sexually harass a person. Ms Chang provided a vivid talk on the main features with an expert's view on a highly complicated issue.

- Mr Allan Chiang, Assistant

MOFTEC Vice Minister

Chamber Second Vice Chairman C C Tung welcomed on June 12 Sun Zhen-yu, Vice Minister of China's Ministry of Foreign Trade and Economic Cooperation. Chamber members and Chinese officials with the Vice Minister exchanged views on China's recent economic developments and on cooperation between Small and Medium Enterprise organisations in Hong Kong and China.

外經貿副部長

6月12日，本會第二副主席董建成歡迎到訪的中國對外貿易經濟合作部副部長孫振宇。雙方就中國最近的經濟發展，以及如何加強兩地中小型企業機構的合作交換意見。



From left: Sun Zhen-yu and C C Tung.
左起：孫振宇及董建成

Italian mission

David Rimmer, Chairman of the Chamber's Europe Committee, welcomed on May 31 a delegation from Italy led by Dr Pietro Migliaceto Cuerra, Deputy Director of the Institute Per La Ricostruzione Industriale (IRI). The IRI is a conglomerate of holding and operating companies in sectors, such as telecommunications systems, shipping, shipbuilding, civil aviation and airport management. The delegation's visit was jointly sponsored by Cathay Pacific and the Hong Kong Trade Development Council. IRI sought in Hong Kong joint venture partners and strategic alliances.

意大利商務代表團

5月31日，歐洲委員會主席萬大衛接待遠道而來的意大利商會代表團。該會的成員遍及電訊、船務、造船、民航及機場管理等行業。代表團此行獲國泰航空公司及香港貿易發展局聯合贊助，目的是在港尋找適當的合作夥伴。



Dr Cuerra and David Rimmer
團長納奎與萬大衛合照

Postmaster General (Business Development), explained to 25 attendants on "How you may fully benefit from the efficiency of the Post Office" at a roundtable luncheon on 7 June.

- 122 members enrolled for the will be held in the Jockey Club Golf Centre in June and July. The first game is Bay Golf and Country Club.

- 12 members participated in the Influencing Others Skills, while 12 attended the Time Management for Executives & Business Owners. A total of

44 joined the Professional Telephone Skills, whereas 14 and 23 frontline staff joined the Tele-Sales and the Telephone English Courses. 9 and 17 members enrolled in the Management Writing and Effective Writing Skills respectively. 9 Executives attended the Basic Supervisory Skills. 3 expatriates enrolled in the Cantonese Examination and they all managed to pass the examination.

- A repeat of a training course on the tax aspects of processing materials supplied to manufacturing operations in China was organised on 7 June. 21 members participated in the event. ■



The Legco Brief

by The Hon Paul M.F.Cheng



As we pass through the final year mark to the 1997 transition—and as this Legco session draws to a close—I would like to look ahead at some of the issues that will affect Hong Kong's confidence, competitiveness and cooperation in the next few crucial months. More and more, international attention will be focused on Hong Kong, making the risks—and rewards—of a smooth transition ever greater.

China-U.S. Tension

As expected, a major trade war has been averted after last-minute negotiations produced a deal on China's IPR protection. Although questions remain over details of the agreement, it could prove to be the foundation upon which U.S.-China relations are re-constructed after years of tension. The positive effect on Hong Kong's economic position cannot be overstated, as stable relations between our two largest trading partners is vital in the run-up to 1997.

However, the summer will not be without dust-ups in U.S.-China relations. Any measure to disapprove of China's MFN status is likely to fail for two reasons: the first being that it is a straight 'yes' or 'no' vote on such legislation, leaving Congress with no opportunity to cover their bets in this election year with a vote for so-called unconditional MFN; and second, any such vote will need to be veto-proof, something that is unlikely in this pro-business Congress. It is likely however, that other pieces of legislation—calling for such things as sanctions on 'military-owned' Chinese businesses to a Congressional review of China's WTO bid—will be introduced and debated later this summer.

U.S.-Hong Kong Textile Trade

The sudden announcement by the U.S. to impose new declaration requirements on clothing from Hong Kong flies in the face of frequent American pronouncements on the importance of Hong Kong as a trading partner and bastion of free markets. It is hoped that a compromise can be reached allowing for the punishment of those who illegally trans-ship textiles from the mainland through Hong Kong, while also keeping America's market open to legitimate Hong Kong traders.

Securities and Futures Bill

The consultation period, originally scheduled to conclude on 15 July, might be extended due to a need for more detailed examination. The Stock Exchange of Hong Kong has been the most vocal critic of the SFC's plans, objecting to both the broadening of SFC power and the weakening of the SEHK's monopoly. The SEHK has called for direct talks with the SFC to discuss some of these concerns.

Proposed Mortgage Corporation

The Democratic Party has attacked the HKMA's plan for establishing a private mortgage corporation, claiming that it would lack accountability and transparency. In its submission to the HKMA, the Party further recommended that the Corporation be made a statutory body, with organisational structure and risk-management details discussed and reviewed by Legco.

Western Corridor Railway

The suggestion has been made that a joint-Legco/Preparatory Committee review of the Western Corridor Railway project, out of concerns over the perceived high costs and general lack of transparency surrounding the project. A Legco debate will held on the subject in July, and a sub-committee has been established to further study how to both make the project more transparent and increase cooperation with Chinese authorities to avoid any unnecessary delays in its implementation.

Mandatory Provident Fund

The Government, with the assistance of a 10-member advisory board, is currently drafting subsidiary legislation for the MPF. It has consulted with insurance managers, banks, and fund managers on how best to draft and implement the legislation, which is due to be completed by March 1997. But a dispute has arisen over the reserving standards that will be required under the MPF scheme. Some have called for the requirements to be similar to those required by insurance companies, while others favour the less-restrictive, general approach of banks. The advisory board was established to advise on investment, monitoring and how best to integrate the new MPF with existing pension schemes.

Reserve standards are but one of the issues to be resolved before Hong Kong's MPF scheme is put into operation.

Electronic Road Pricing

In June, the Finance Committee approved the allocation of \$90 million for a feasibility study on Electronic Road Pricing. It is hoped that during this study period, the Government will continue to entertain advice from the Chamber and other interested parties in Hong Kong.

Judicial Mutual Cooperation & Dispute Arbitration

As we will become part of China after the handover, existing arbitration practices may not be applicable in handling cross-border disputes. As this issue is critical to a smooth transition, we must urge all concerned to address it at either the JLC level or through some other suitable alternative.

• Legislation

Inland Revenue (Amendment) No. 4.

We are awaiting the official government response to the request by the House Committee to withdraw this bill.

Factories and Industrial Undertakings (Amendment) Bill 1996

Empowers the Commissioner of Labour to issue improvement notices and create the offence of not complying with such notices. A Bills Committee has been formed.

• Motion Debates

Upcoming motion debates of special interest to the Chamber:

- *Industrial Safety*
- *Western Corridor Railway*
- *Amendments to the Basic Law*
- *Review of Sewage Services Trading Fund*

• Of Special Notice

I would also like to thank those who have contacted me during the course of this legislative session. Your continued feedback on important issues will enable me to better represent business in the coming year and beyond.

Please contact me through my Legco office at Room 312, Central Government Offices, West Wing. Telephone numbers there are: 2537-2106/2107, and the fax number is: 2530-3451. ■

--Paul M. F. Cheng

立法局 工作簡報

鄭明訓



在此距離香港回歸只有一載，95/96立法年度又接近尾聲的時刻，我希望談談一些在未來數月足以影響香港人的信心，競爭能力和合作性的事項。毫無疑問，香港在這段日子將吸引國際社會更多注意的目光，令順利過渡成為舉世關心的事情。

中美關係

一如所料，中美雙方在最後關頭就保障知識產權達成協議，避免發生大規模貿易戰。雖然協議詳情尚待確實，它卻可作為中美經過多年拉鋸後，重新發展關係的基石。儘管兩大貿易夥伴維持穩定關係對香港順利過渡至為重要，但不應過份高估其對香港經濟的正面效應。

然而，中美關係在這個夏季其實不乏暗湧波濤。任何阻撓延續中國最惠國待遇的圖謀大概會因下列兩個原因而告失敗：第一，這純粹是「延續」或「不延續」的問題，國會並無機會在「延續」的基礎上施加任何條件；第二，以商界利益為重的國會大抵不可能否決無條件延續中國的最惠國待遇。更有可能發生的是，美國國會將於稍後提出及辯論對中國「軍隊企業」實施貿易制裁等法例，或檢討中國加入世貿組織的申請。

港、美紡織品貿易

美國突然宣布對香港成衣製品實施新的報關規定，與其經常強調香港為其重要貿易夥伴，以及自居自由貿易捍衛者的身份可謂殊不相稱。希望雙方能達成協議，一方面有效地阻止非法轉口的中國紡織品自香港輸美，另一方面則繼續為奉公守法的本地貿易商人打開美國市場之門。

證券及期貨條例草案

由於需進行更詳細的研究，原定於7月15日完結的諮詢期有延長的可能。聯交所對草案的批評最為激烈，既反對擴大證監會的職權，亦不滿草案削弱聯交所的專利權。聯交所已要求與證監會直接會面，討論他們關心的部分事項。

建議中的按揭證券公司

民主黨反對金管局設立私營按揭證券公司的計劃，指這樣的機構缺乏透明度，而且無須向公眾負責。在向金管局提交的意見書中，民主黨建議將按揭證券公司列為法定機構，由立法局負責討論及檢討其組織結構及風險管理政策。

西部鐵路

由於各界對興建西鐵的高昂成本及計劃缺乏透明度甚感關注，故建議立法局及籌委會聯合對西鐵計劃進行檢討。立法局將於7月就此事進行辯論。此外，本局已成立小組委員會，進一步研究如何改善計劃的透明度及跟中方加強合作，避免任何不必要的延誤。

強制性公積金

政府在一個由十人組成的諮詢委員會的協助下，正著手草擬公積金計劃的附屬法例。政府已就法例的草擬與實施先後諮詢不少保險公司、銀行及基金經理的意見。不過，計劃中規定的儲備標準卻引起了一番爭論。一方認為有關規定應與保險公司的看齊，部分人士卻傾向較寬鬆、近似對銀行的要求。諮詢委員會的角色是就投資、監管等事宜提供意見，並研究如何將現有的退休計劃與新的強制性公積金

融為一體。儲備水平是香港正式實施強制性公積金計劃前須先行解決的問題之一。

電子道路收費

本年6月，財務委員會通過撥款9千萬元進行電子道路收費計劃可行性研究。希望在此期間，政府會繼續聽取總商會及其他人士的意見。

司法合作及糾紛仲裁

隨著主權移交，香港將成為中國的一部分；不過，現時的仲裁程序並不一定繼續適用於解決涉及兩地的糾紛。由於此事對順利交接極為重要，我們促請有關人士將此事提交聯合聯絡小組，或透過其他適當的渠道加以討論。

立法工作

- **1995年稅務(修訂)(第4號)條例草案**
本局正等待政府對內務委員會提出撤銷此條例草案的要求作出正式回覆。
- **1996年工廠及工業經營(修訂)條例草案**
授權勞工處處長簽發改善通知書及檢控不遵守此等通知書的人士。有關的條例草案委員會已經成立。

議案辯論

即將進行而又跟本會息息相關的議案辯論包括：

- 工業安全
- 西部鐵路
- 《基本法》的修訂
- 污水處理服務營運基金

特別事項

我希望藉此機會，感謝在過去一年向我提供意見的人士。你的意見有助我們更佳保障商界的權益。我的議員辦事處地址是中區政府合署西翼312室。(電話：2537 2106/2107；傳真：2530 3451)

NZ seeks investment

Finance Minister says NZ is least corrupt in the world and the most friendly toward foreign investment

Bill Birch, the New Zealand Finance Minister, spoke on June 14 to a joint lunch of Hong Kong Business Associations, including Chamber members, on opportunities for growth in the NZ economy and the importance of foreign investment in realising those opportunities.

He said the World Economic Forum recently ranked NZ third – after Singapore and Hong Kong – for international competitiveness. In a recent flurry of international surveys NZ also has been found the least corrupt country in the world for business and the most friendly towards overseas investment.

Bill Birch said reforms since 1984 have increased the efficiency and flexibility of the economy and helped NZ become more responsive to international trends and changes in demand for its goods and services. NZ is now a highly competitive, outward-looking trading nation.

"In moving from an old-fashioned insulated economy, we gradually learned what any good sports coach would have told us at the start. If you want a top team, don't lock it in the dressing room. Get out on the field, compete against the best and learn by experience," he said.

Business as well

"We have known for years our sports people can be the best in the world. Now our businesses have shown they, too, can perform. Since 1991 to 1995, NZ manufacturers in an open market facing world competition at home and abroad raised their real value added by 23%. That was 44% faster than the rest of the NZ economy."

Bill Birch said government departments have been overhauled to improve the performance and efficiency of the public sector managers. Such reforms in telecommunications and NZ ports for

example meant that NZ's position in the southwest of the Pacific fosters trade and reinforces our strategic location.

He said the momentum of reform continues apace. The NZ Government has set the course, clearly explained its strategy and created an open environment in which firms have the incentives and the ability to reap rewards from enterprise and innovation.

But it is the private sector that must turn these opportunities into results and growth. Inward and outward flows of foreign direct investment will play a key role in realising the growth potential.

East Asia

Bill Birch said investment inflows are following geographical trade patterns. While Australia, the US, Canada and the UK remain the main sources of foreign direct investment, growing investment from East Asia reflects NZ's expanding economic and



Bill Birch 紐西蘭財政部長伯奇

trade linkages with this region.

NZ's lighthanded approach to regulating foreign investment flows reflects its desire to promote international capital flows that have a vital role to play in the ongoing development of NZ businesses and the country's economy. ■

紐西蘭積極引進外資

全球最廉潔的國家為國際投資者打開方便之門

紐西蘭財政部長伯奇在6月14日舉行的一個聯合午餐會上表示，該國經濟的潛質優厚，但要充分掌握這些發展良機，外資的參與十分重要。

《世界經濟論壇》最近將紐西蘭列為全球第三個最具競爭力的國家，排名僅次於新加坡及香港。一系列在近日發表的國際性調查報告亦同時指出，紐西蘭不但是全球最廉潔的國家，也是最歡迎外商投資的地方。

伯奇表示，自該國於1984年推行改革以來，本土經濟無論在效益及靈活程度方面均取得長足的進步，因此更能適應國際貿易的走勢及轉變。今時今日的紐西蘭除了具備強勁的競爭力外，更是一個放眼國際的國家。

他說：「我們已逐漸擺脫舊日那套封閉的經濟模式。正如每個優良的體育教練所言：要成為一支頂級隊伍，切忌固步自封。你必須跟最好的隊伍比賽，從中汲取經驗。」

同一道理

「紐西蘭運動員的成就早已人所共知。我們的商人亦有這份能耐。1991至1995年間，紐西蘭製造業雖然在本地及國際市場均須面對激烈競爭，但他們取得的實質增長仍高達

23%，較其他經濟環節超出44%。」

伯奇表示，紐西蘭各政府部門推行了全面的改革，藉此提高服務水平及工作效率。電訊及港口服務的改善，除有助貿易發展外，更進一步鞏固紐西蘭在太平洋西南部的重要地位。

改革的巨輪繼續以高速向前滾動。紐西蘭政府已制訂一套清晰的策略，為投資者提供一個開放的環境與各種優惠條件，讓他們獲取回報。

不過，這有待商界採取主動，將優良的發展機會化為甜美的果實。外商的直接投資將在這方面扮演一個舉足輕重的角色。

東亞

伯奇表示，外來投資跟地區性貿易的關係十分密切。雖然澳洲、美國、加拿大和英國仍然是熱門的外來直接投資來源，隨著紐西蘭與東亞各國的經濟及貿易往還日趨密切，後者在紐西蘭的直接投資也是與日俱增。

紐西蘭對外資的監管頗為寬鬆，反映出該國對引進外資的渴望。無論對紐西蘭的商業發展或整體經濟而言，外資均扮演著舉足輕重的角色。 ■



Joint lunch. 午餐會一隅

ICC and WCO agree on modernising customs

James Tien exchanges copies of agreement to speed goods across borders

Chamber Chairman, James Tien, representing the International Chamber of Commerce (ICC), exchanged on June 19 copies of a Cooperation Agreement with the World Customs Organisation (WCO) represented by James Shaver, WCO Secretary General in the presence of Mrs Valerie Strachan, WCO Chairwoman.

The Cooperation Agreement forms an alliance worldwide between business and customs to modernise customs procedures so that goods can cross international borders more easily and rapidly to reduce costs.

The ceremony, implementing the ICC-WCO Cooperation Agreement, was in the Convention and Exhibition Centre in Hong Kong where WCO delegates from 140 countries were attending a WCO international conference.

The International Chamber of Commerce the same day announced in Paris the agreement would establish systematic consultation, cooperation and exchange of information to achieve the modernisation of customs procedures. ICC national committees of chambers of commerce will work with customs administrations in their respective countries.

Welcomes progress

James Tien, at the ceremony, said business welcomed progress by the best customs

administrations towards simplification of practices and the use of automated procedures in place of old paper-based manual methods.

He said there were however still countries in which customs services had not moved ahead.

"Their requirements frequently involve serious operational distortions for all sizes of business and a major trading disincentive to smaller companies."

James Tien said the ICC is well aware of the need to assist customs to meet the responsibilities of effective controls in areas such as combating drug trafficking, environmental and health protection and monitoring of dangerous goods and noxious wastes.

Impediment

The ICC, the world's leading business organisation, has identified outmoded and inefficient customs procedures as a major impediment to trade, which has assumed sharper relief with the progressive reductions in tariffs and other barriers achieved in successive rounds of trade liberalisation negotiations.

The two sides agree to promote guidelines for best practices for both customs authorities and business in the passage of goods across frontiers. ICC experts want to see a progressive reduction of the costs and complexities of official controls on individual



From left: Chamber Chairman James Tien, James Shaver, WCO Secretary-General and Mrs Valerie Strachan, WCO Chairwoman. (左起) 總商會主席田北俊、世界海關組織秘書長謝弗及世界海關組織主席斯特羅恩女士

consignments of goods.

Examples of customs barriers include a lack of automation or electronic standards, use of reference price systems, arbitrary documentation and bonding requirements, unwarranted fees or overtime charges for normal customs inspection, restrictions on business hours and reluctance to accept pre-arrival customs documents for review.

The problem has become increasingly important as more companies seek to be "just-in-time" suppliers in an increasingly competitive global marketplace. ■

國際商會與世界海關組織 同意簡化報關程序

田北俊代表國際商會與世界海關組織交換合作協議書

6月19日，香港總商會主席田北俊代表國際商會與世界海關組織交換合作協議書。出席是次交換協議書儀式的世界海關組織代表為秘書長謝弗及主席斯特羅恩女士，後者更在儀式上擔任見證人。

這份合作協議書促進商界與海關部門之間的合作，並有助報關程序現代化，使貨物能更輕易快捷地付運進出國際疆界，以達致減低成本的目的。

協議書交換儀式假香港會議展覽中心舉行。此外，140個國家亦派出代表，參與世界海關組織於當日在上址舉行的國際會議。

國際商會於同日在巴黎宣佈，有關合作協議有助建立系統化的諮詢架構、加強合作，以

及促進資訊交流，使報關程序現代化。國際商會內的各國委員會均會與當地的海關部門合作，商議報關程序現代化的事宜。

現代化新紀元

田北俊在儀式上表示，商界對簡化報關程序，以及使用自動化系統替代人手處理報關文件的舊有制度表示歡迎。

田氏指出，現時仍有一些國家沿用舊有的報關程序而不思改進。

他說：「這些國家的報關條例經常為大小規模的公司帶來嚴重的業務障礙，亦使欲發展貿易的小型機構卻步。」

田北俊稱，國際商會深知必須協助海關部

門有效地執行若干管制措施，舉例說，打擊毒品販賣活動、保護環境及保障衛生，以及監管危險品和有毒廢料的運送等，都應納入管制的範圍。

貿易障礙

國際商會指出，落伍及缺乏效率的報關程序是貿易發展的一大障礙。該會是世界數一數二的商業組織，曾在多輪的貿易自由化談判裡，大幅削減關稅及廢除其他貿易禁令，紓緩國際間在貿易方面的緊張氣氛。

在合作協議書內，國際商會與國際海關組織同意執行協議內的指引，為海關部門及商界就付運貨物過境訂訂互惠互利的措施。國際商會的專家希望各國能按個別貨物的付運情況，把關稅及報關的手續大幅減免及簡化。

因海關而起的貿易障礙包括：自動化或電子處理系統欠統一、關稅徵收欠準則、索取報關文件及保證金時欠依據、為正常的海關檢查活動徵收不必要的費用或超時工作收費、辦公時間欠靈活，以及不願審閱預先送達的報關文件。

在全球競爭日趨激烈的市場上，採購應季貨品的供應商日多，若某些國家的海關部門仍以上述的態度工作，則問題便更為嚴重。 ■

Post Office puts its case

Claims four competitive edges on private couriers

The Hong Kong Post Office's courier service, Speedpost, offering next day delivery to 74 countries, last year handled 4.2 million items and ranks third in the world in traffic volume after the US and Japan.

Allan Chiang, Assistant Postmaster General – whose present responsibilities include business planning and development, marketing and sales and overseeing Hong Kong '97 Stamp Exhibition next February – claimed at a Chamber round table lunch on June 7 the Post Office had four competitive edges over private couriers though it faced severe competition:

- First, it had an extremely wide and penetrating network available from Hong Kong to 74 countries. In China the network spans 1,500 cities and counties, some in remote parts of the country.

- Second, its prices are very competitive. In fact it is the cheapest except where firms and individuals signed contracts with private couriers.

Customs

- Third, documentation systems are simple and customs clearance is smooth because postal administrations normally maintain good working relationships with customs authorities.

- Fourth, the Post Office offers a pick-up service that includes the New Territories in addition to its 49 designated post offices.

He said Speedpost has increased on average 20% a year over the past 23 years.

Allan Chiang told the round table lunch electronic track-and-trace speedpost links have been established with Japan and will shortly be set up with Guangzhou, Canada, France, Germany, the Netherlands and Sweden.

Predictions wrong

He said people had been predicting the end of the mail for 159 years, ever since the telegraph first clicked into life. When the telephone came into existence 39 years after the telegraph, they again said it was finished. Nobody realised as time went by that the single largest users of mail would be telephone companies sending their bills to their customers and customers paying those bills.

Allan Chiang said in the financial year



Allan Chiang at the round table lunch. 蔣任宏攝於午餐會上

價廉物美的郵遞服務

郵政署較私營速遞公司優勝的地方

香港郵政署提供的「特快專遞」服務網遍及全球74個國家，郵件在投寄翌日即可送達收件人。去年，這項服務處理的郵件總數高達420萬件，排名全球第三，僅次於美國及日本。

郵政署助理署長蔣任宏先生在6月7日舉行的小型午餐會上指出，雖然市場上的競爭激烈，郵政署卻較私營速遞服務商有4點優勝之處。蔣氏除負責郵政服務的發展及推廣外，亦會統籌在明年2月舉行的「香港97年郵票展覽」。

郵政署的四大優勢是：

- 網絡廣闊：遍及全球74個國家及1,500個中國城市或鄉鎮，其中部分位於偏遠地區。

- 收費合理：除非投件人跟速遞商因簽訂合約而得享特惠收費待遇，否則，郵政署的服務收費堪稱全港最低。

清關容易

- 手續方便，清關容易：這是由於郵政署與海關一般保持良好的工作關係之故。

- 寄件人除了可親臨該署轄下的49間郵局外，亦可使用「上門收件服務」，服務範圍包括新界地區。

蔣氏表示，過去23年，「特快專遞」服務每年的使用率平均增長兩成。

現時，香港與日本之間的特快專遞服務已設有電子追蹤郵件系統，短期內更會擴展至廣州、加拿大、法國、德國、荷蘭及瑞典等地。

預測錯誤

蔣任宏指出，自電報於159年前面世後，人們便開始預測郵政服務已到達「末日」。39年後，電話面世，世人再一次預言郵政服務很快便會「壽終正寢」。有趣的是，竟然沒有人留意到郵政服務的最大用戶反而是電話公

1995-96 the Post Office handled 1.158 billion items of mail, representing a daily average of 3.2 million or twice the traffic 10 years ago.

He said the communications truth is simply new media stimulates old media.

"At heart we are communicating mammals and each time a new media or new vehicle appears it begets more communication. Radio didn't kill magazines and newspapers. The growth of television did not kill radio. Cable TV, VCRs, CDs have not killed television. Each of these inventions has increasingly stimulated new users of the mail."

Mechanised

Allan Chiang said the Post Office had since 1990 mechanised its sorting processes. Its mechanised letter sorting system adopts the latest optical character recognition technology making it possible to machine-read envelope addresses without the benefit of postcodes or zipcodes.

Machine-read addresses are automatically converted to barcodes for subsequent sorting by multi-selection letter sorting machines. The machines can only read addresses that are typed or machine printed in alpha-numeric characters. Mail items bearing Chinese or handwritten English addresses are read by video coders that key

in an abbreviated address code.

To benefit from the mechanised letter sorting system he advised users to adapt postings to make them machine-compatible. Large quantities of surface mail could be posted in bulk without postage stamps at low rates. The Post Office has a bulk air mail service at rates considerably below normal rates. For those who need to advertise he recommended the Post Office's household circular service, with unstamped and unaddressed in envelopes or without envelopes, that will be put in all letter boxes on the ground floor.

• Footnote: The Post Office announced on June 12 increased charges from next September. ■

司和它的客戶。雙方均需透過郵遞分發或繳付帳單。

在1995-96財政年度，郵政署處理的郵件數目高達11億5,800萬件，每日平均為320萬件，是10年前的一倍。

他說，每當新的媒體出現，都會為舊有的媒體帶來刺激作用。

「人類需要溝通，每當有新的媒體出現，只會令這個過程得到進一步的發展。收音機不能取代雜誌和報紙，電視不能取代收音機，有線電視、鐳射影碟等亦不能取代電視。這些新的發明陸續面世，每一次也總會

為郵政服務增添新的用者。」

自動化

自1990年起，郵政署已開始使用機械揀信系統。此系統採用最新的光學文字閱讀技術，能夠直接辨認信封上的地址，無需借助郵遞區號。

經機器閱讀的地址會自動轉換為適當條碼，此後，所有揀信程序均可由揀信機自行操作完成。光學文字閱讀系統主要是閱讀用英文打字機或其他機器以羅馬字體印成的地址資料，中文或手寫的英文地址會被轉送到視頻信號編碼機，工作人員便按照地址資料鍵入相關的地址縮寫編碼。

為了使機械揀信系統發揮最佳效用，投件人應盡量符合有關規則，使郵件適宜由光學文字閱讀機處理。投寄大量的平郵郵件時，既可享受有特價優惠，亦免除貼上郵票的麻煩。投寄大量空郵郵件的人士亦只須付出低於標準的郵費。此外，郵政署設有「住戶通函郵寄服務」。寄件人可使用這項服務，將宣傳資料寄予收件人，條件是收件人居住的大廈地下須設有信箱。有關資料放在信封內或不連信封投寄均可，投件人亦無須貼上郵票及註明收件人的姓名地址。 ■

*註：香港郵政署於6月12日宣布，將於9月起調高郵政服務的收費。



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More conservative

Congress may push for more state ownership and state dominance of the economy

David Tong, a partner in accountants, Deloitte Touche Tomatsu, told a round table lunch on June 10 that Vietnam is likely to be a little more conservative toward foreign investment after the 8th Vietnam Communist Party's Congress.

He said it would be interesting to see how Vietnam reconciled this with the deficit it is running in its international balance of payments. But he did expect new rules and regulations.

The Congress is expected to direct that Vietnam will remain basically open economically though definitely politically more conservative. He said it was pretty much the same as China – two steps forward and one step back.

Sidney Fung, Assistant Chamber Director, introducing the speaker, said that David Tong had led a Chamber delegation to Vietnam and Laos about two years ago. He had since set up his own firm's representative office in Ho Chi Minh City and is Director General of a Joint Venture with the Vietnamese.

State ownership

David Tong said it looks like the Congress will push for State ownership and State dominance of the economy. The establishment of a Stock Exchange, mooted for three years, would probably be delayed for another two years. Top leadership was expected to remain unchanged but there were rumours of other changes which might determine how conservative the Government might become.

He said foreign investment had fallen about 42% this year because the talk was that officials were afraid to approve things while preoccupied with preparations for big events and afraid approvals now could turn out to be disadvantageous to them politically. He thought foreign investment might pick up again in September or October when the Congress ends.

David Tong produced figures showing Hong Kong was second to Taiwan as an investor in Vietnam (See chart).

He outlined the basic forms of business foreigners could do in Vietnam. He thought had been a little bit ahead of China in approving foreign business investment. In China only joint ventures could be formed for accounting, taxation, etc. But Vietnam allowed fully-owned professional practices. Vietnam had also recently approved branches of 16 law firms.



From left: David Tong and Sidney Fung. 左起：唐大偉與馮棟澤

趨向保守

越共黨代表大會預料將議決加強國家對經濟的控制

德勤會計師行合夥人唐大偉在6月10日舉行的小型午餐會上表示，越南政府有可能在本月的黨代表大會結束後，略為收緊對外資的控制。

至於越南政府如何在新政策與國際收支逆差之間取得平衡，將是一件值得留意的事。他預料該國將推出一系列新的法規。

越共黨代表大會結束後，越南雖則會在政治上更趨保守，但預料仍會維持開放的經濟政策。唐大偉認為，這跟中國的情況大致相同。

本會國際事務部助理總裁馮棟澤向與會者介紹唐大偉時說，唐於兩年前率領一個總商會考察團遠赴越南及寮國。自此，他在胡志明市成立了自己的代表辦事處，他現時是一家港越合資企業的總監。

國營經濟

唐大偉表示，越共黨代表大會看來會議決提高國營企業在經濟中的比重，並加強國家對經濟的控制。成立股票交易所一事雖已醞釀3年，但看來還要多延遲兩載。外界預料越南最高領導層雖不會出現人事變動，但有傳言指出，尚有其他轉變可能成為事實，足以決定政府是否採取保守態度。

外商本年度在越南的投資總額下跌了約

42%。據報導，有關官員不願意在前景可能出現重大轉變的情況下批出合約，恐怕這會在政治上對自己不利。待大會結束後，外來投資者可望於9月或10月逐漸增加。

唐大偉表示，在越南，香港乃僅次於台灣的第二大投資者（見附表）。

審批外資時，越南似乎較中國大陸來得寬鬆一點。像會計、稅務等行業，中國政府規定外商必須與當地公司組成合資企業。越南卻容許外商以全資形式經營。最近，後者便批准16間律師行在當地開設分行。

代表辦事處

一般而言，越南政府只批准銀行及財務機構在當地開設分行。

代表辦事處仍然是外商進軍當地市場的最普遍形式。單單在胡志明市，由外商成立的代表辦事處便超過1,000間。

與當地信譽昭著的公司以合約形式合作，可免去開設辦事處的種種麻煩及免繳各項稅款。當然，你亦可選擇斥巨資發展基礎建設及一些回報期長的項目。

促銷及分發產品時，最重要的是提供有關產品規格的資料。如何取得外匯准許證也是一個難題。據估計，越南本年度的貿易逆差會超過10億美元。



David Tong said signing a contract is only the beginning in investing in Vietnam. Investors must be patient and respect the cultural differences.

唐大偉指出，簽署合約只是第一步，投資者必須具備耐心及尊重當地文化。

本地支援

本地支援對貨品的分發十分重要。擬定價格時，要把從批發商起的中介人考慮在內。此外，黑市市場在當地頗為猖獗。

官方的貨品分發網絡自然較廣，但卻及不上私營環節的流通速度。廣告對促銷商品的功效極大，只是政府在這方面的管制十分嚴格。

唐大偉以一種外國牙膏在越南被偽冒的事為例。所有知名的外國商品在當地都免不了要面對同樣的問題。

越南南部的人民較懂享受生活，消費力亦較北部的為高。據估計，胡志明市半數人口有親友居留海外。僑居海外的越南人高達200萬，其中有半數均在美國。

約有三分之二的外資均集中在河內、胡志明市、峴港及海防幾個大城市。唐大偉估計，以市場的開放程度及經營方式來說，越南較中國大陸落後10年。

培訓

他強調為當地員工不斷提供培訓的重要，因他們總喜歡按自己的一套行事。中國人及越南人有著文化上的差異。曾擊敗法軍和美國軍的越南人十分獨立。越南的地形像龍，當地人也喜歡以龍比喻自己。

唐說：「越南人是驕傲的民族，跟他們相處時可要小心一點。我們好不容易才訓練得當地員工願意承擔風險，處理審計、會計及稅務問題時發揮獨立的判斷能力。他們從不習慣這套工作方式，你必須具備無比的耐心。」

唐大偉接著談到招聘人才的困難。

他說：「我們從去年6月開始進行面試，參加者接近400名。我們最終挑選了4位申請者，其中有一位還干脆爽約呢！可見對他們來說，合約的意義不大。三位員工之中，只有一人的表現令人滿意。」

Rep offices

Branch offices were usually limited to some of the banks, financial institutions, etc.

The most popular still is the representative office. In Ho Chi Minh City alone there are over 1,000 representative offices of foreign companies.

Business contracts were allowed with worthy local companies to avoid having to have an establishment there which could be subject to all sorts of taxes, etc. Heavy investment in infrastructure and long-term payback operations also existed.

In marketing and distribution, David Tong said it was important to provide quality and other specifications of your product. You had to worry about foreign exchange permits. Vietnam is estimated to be running this year over USD1 billion in deficit.

Local support

Local support is very important to local distribution. On pricing you should cover the whole range from wholesaler. There was a tremendous amount of blackmarket.

Government distribution gave a wider coverage but the private sector moves much faster. Advertising is important but there are strict controls.

David Tong gave an example of counterfeiting a foreign toothpaste. He said for well-known products he didn't think one could entirely escape the problem.

Northerners had less spending power than the Southerners who were more laid back and liked to enjoy life. It had been estimated that probably half of the population of Ho Chi Minh City had some relative overseas. Two million Vietnamese are overseas of whom one million is in the US, he said.

Two-thirds of the foreign investment is concentrated in the major cities, Hanoi, Ho Chi Minh City, Danang and Haiphong. He estimated Vietnam is 10 years behind China in terms of the openness of the market, business practices, etc.

Training

He emphasised the need for constant training of the company's workforce who tended to revert to their own ways of working. He said there were cultural differences to China. He found the people very independent, saying they fought off the French and the Americans. They call themselves a dragon because the contours of the map of Vietnam look like a dragon. "They are a very proud people, so you have to be careful in dealing with them," he said. "We have a hard time in getting employees to take risk and using their independent judgement on auditing, accounting and taxation issues. They never like to do that. You have to have a lot of patience."

David Tong spoke of recruiting difficulties.

He said: "Since June last year we have interviewed 300-400 candidates and we took four but one didn't bother to join us though he had signed a contract. It shows contracts don't rely mean that much. Only one of the three who joined us was quite good."

He said the best recruiting policy is to take fresh college graduates and train them. Salaries are cheaper than China. USD100-200 a month for beginners. More experienced people are USD200-400. They are educated but usually they don't have working experience.

Turnover high

He said it was common practice to ask for a Government security clearance before employing anybody, which showed how closely the Government monitors everybody. Staff turnover was very high. Usually they stayed two or three years and "jumped" for little salary differences.

Staff compensation and benefits are reasonable compared to other countries in Southeast Asia at the moment.

David Tong said he thought by the end of the year or early next year a lot of Western-style apartments would be built. He lived in a house of 5,000 sq ft and it cost about USD5,000 a month. It takes him 30-45 minutes to go to work. As long as everything one requires is not to international standard living conditions are alright though he thought medical assistance is still very primitive from his experience.

He said in his office the electricity is cut off sometimes two or three times a day. Sometimes it is off for half or a whole day. With airconditioning off it gets very hot.

Motorcycles

He said Ho Chi Minh City had at least half a million or more motorcycles with two-stroke engines and inefficient exhausts affecting environmental pollution.

Household help was difficult to find especially English or Chinese-speakers. They could cost USD50-100 a month.

Weather conditions in Ho Chi Minh City were less humid than Hong Kong. But in Hanoi it is like a frying pan. Most work six days a week. From January 1 his own office works from 8am to 6pm and has cut out Saturday working.

On company financing, he thought most foreigners had to bring in their own company funds. Trade financing is usually for a three months' period. Bank guarantees are just not available.

Personal tax went as high as 50% for foreigners. One reached that level on USD6,400 monthly. The tax is payable monthly. Corporate tax is generally 25% but

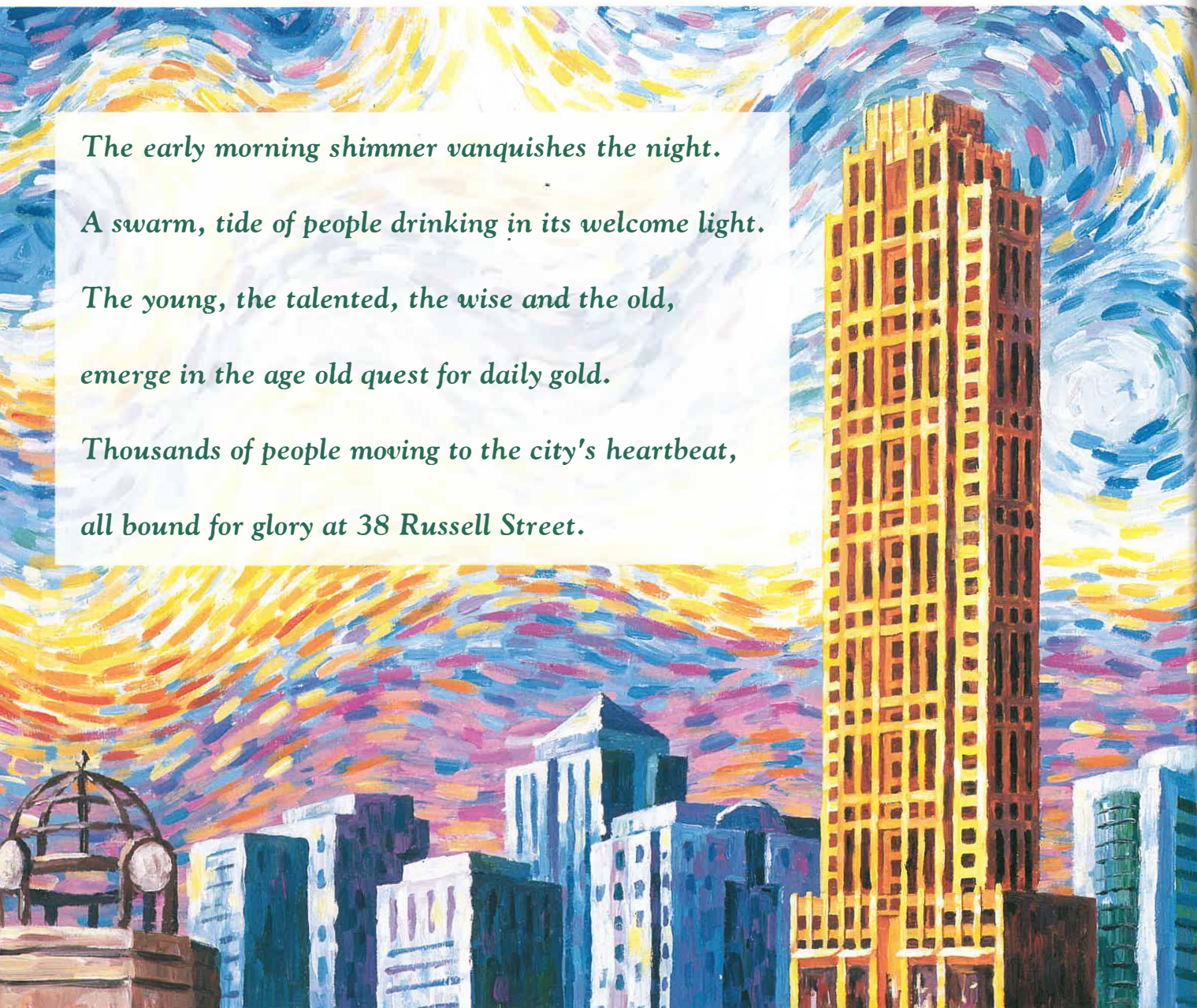
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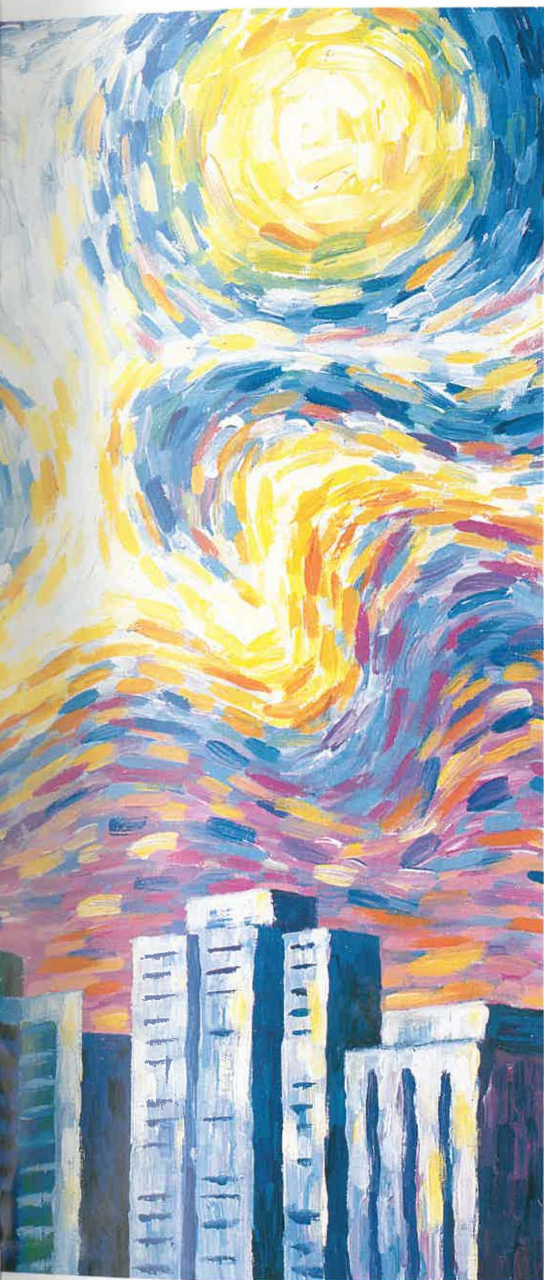


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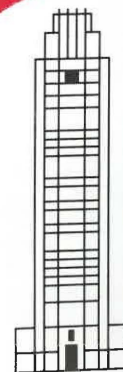
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it can be as low as 10% on infrastructure type projects. Vietnam had tax breaks for a couple of years and sometimes longer depending on the project a company is undertaking. Withholding tax ranges from 5-10%. Royalty tax is 10-15%. Buying a car costs 250% in taxes. Contracts are taxed.■

唐大偉認為，聘請剛出校門的畢業生，再加以培訓，是最理想的策略。越南的工資水平較中國大陸的為低。大學生的起薪點約為 100 至 200 美元，經驗豐富一點的大約要 200 至 400 美元。他們一般缺乏有關的工作經驗。

流失率高

僱主在招聘當地人工作時，往往會向政府核實他們的個人資料，充分反映當局對人民的控制十分嚴密。當地員工的流失率高企，他們替僱主工作了兩至三年後，通常會因些微的工資水平差異而「跳槽」。

若跟其他東南亞國家比較，當地勞工所享有的保障及福利可算得合理。

唐大偉估計，越南在本年底或明年初將興建大量西式公寓。他所住的房子佔地 5,000 平方呎，每月租金 5,000 美元，往返辦公室需時 30 至 45 分鐘。唐認為，如果你不要求國際水平的話，當地的居住環境還是可以接受的，只是醫療設備並不足夠。

有時，辦公室每天會停電兩至三次，為時半天甚至整日。沒有空調，辦公室內便悶熱非常。

綜合資料

現時，胡志明市內最少有 50 萬輛只配備二冲程內燃機的電單車，排氣系統有欠妥善，因而污染市內環境。

在當地聘請家務助理並不容易，懂得中文或英語的更如鳳毛麟角。他們的工資可高達每月 50 至 100 美元。

胡志明市不如香港般潮濕。河內的天氣卻異常乾燥。大部分越南人每週工作六天。由本年 1 月 1 日起，唐大偉將公司的辦公時間改為每天上午 8 時至下午 6 時，星期六休息。

在越南投資的外商必須自攜資金，當地提供的貿易貸款通常為期 3 個月，銀行不設擔保服務。

外國人可能須繳納相等於入息一半的薪俸稅。每月入息達 6,400 美元的人士，即須每月繳稅。公司利得稅率一般為 25%；如投資基建項目，外商可享受低至 10% 的稅率優惠。政府對部分企業會提供數年或更長的免稅期優惠，純粹視乎該公司投資的項目性質而定。預扣稅率由 5 至 10% 不等。專利稅率為 10 至 15%。在越南購買汽車，須繳付相等於車價 250% 的稅款。公司簽署合約時亦須繳稅。■

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FOREIGN INVESTMENT BY COUNTRY

(as of Apr. 15, 96)

	Country	No. of projects	Total capital (\$)
1	Taiwan	244	3.6 billion
2	Hong Kong	187	2.3 billion
3	Japan	140	2.3 billion
4	Singapore	120	1.7 billion
5	South Korea	148	1.6 billion
6	United States	56	1.2 billion
7	Malaysia	45	871 million
8	Australia	48	732 million
9	France	72	647 million
10	Switzerland	15	585 million
11	B. V. Island	34	649 million
12	Sweden	7	375 million
13	Britain	19	477 million
14	Thailand	57	468 million
15	Netherlands	24	410 million
16	Phillippines	14	217 million
17	Germany	12	118 million
18	Indonesia	12	209 million
19	Italy	5	33 million
20	New Zealand	5	29 million
21	Others	151	1.08 billion
	TOTAL	1,415	19.6 billion

TOTAL FOREIGN INVESTMENT BY SECTOR

(as of Apr. 28, 96)

	Sector	Number of projects	Investment (\$)
	General Industry	838	9.3 billion
	Oil & Gas	23	1.2 billion
	Agriculture & Forestry	37	310 million
	Fisheries	23	62 million
	Transport, Comms & Post	47	1.1 billion
	Hotels & Tourism	245	6.5 billion
	Services	66	103 million
	Finance & Banking	18	250 million
	Housing Development	28	87 million
	Export Processing Zones	60	202 million
	Industrial Zones	8	388 million
	Others	22	103 million
	Total	1,415	19.6 billion

We meet the new Mayor

Chamber delegation visits hi-tech company, Gaolan port and airport

Representatives of 20 member companies, led by Dr Lily Chiang, met the new Mayor of Zhuhai, Huang Long Yun, and other senior city officials when a Chamber delegation visited Zhuhai on June 7 and 8. The Chamber delegation visited one of Zhuhai's high-technology companies, the Gaolan port and the new airport. Dr Lily Chiang, besides being an elected member of the Chamber's General Committee is the newly-elected Chairwoman of the Chamber's Industrial Affairs Committee. ■



Jia De Yao, Vice Secretary General of the Zhuhai City People's Government and Wen Jia Hong, First Vice Director at the Zhuhai Administration and Service Centre of Foreign Investment brief the delegates.

珠海市人民政府副秘書長賈德耀及外商投資管理服務中心常務副主任溫嘉宏向團員簡介該市情況

珠海考察團 成員拜會 新任市長

其他行程包括參觀當地的高科技企業、高欄港及新機場設施

蔣麗莉博士率領來自20家會員公司的代表於6月7日至8日訪問珠海，並拜會該市新任市長**黃龍雲**先生及其他市政府高級官員。除了參觀當地一間高科技企業外，眾人更親赴高欄港及珠海新機場作實地考察。團長蔣麗莉博士除為理事會理事外，最近更獲選為本會工業事務委員會主席。 ■



The Chamber delegation in a group picture with Zhuhai Mayor Huang Long Yun (centre) and Vice Mayor, Xian Wen.

考察團成員與珠海市長黃龍雲(中)及副市長冼文合照



Dr Lily Chiang presents a souvenir to Jian De Yao.

蔣麗莉博士向賈德耀致送紀念品

The Mayor briefs the Chamber delegates led by Dr Lily Chiang.

黃龍雲市長向考察團成員介紹珠海市近況





Delegates read information at the Giant Group, an information technology company.
團員參觀巨人集團。



Briefing on project plans for Gaolan Port by Du Zhi Ding, Deputy Chief of the Zhuhai Port Authority.
珠海港管理區副區長杜志錠向團員簡介高欄港的發展計劃



Site inspection of a berth at Gaolan.
實地參觀高欄港的泊位設施



Group picture in the Departure Hall of Zhuhai Airport.
團員在珠海機場離境大堂合照



Delegates taken on a tour of the airport amenities.
參觀珠海市機場設施



Inside the Zhuhai airport terminal. 珠海機場大樓



At the opening ceremony of the Seminar 研討會開幕盛況

Shanghai International Seminar on Trade Mark Protection

Hong Kong Franchise Association speaks on intellectual property and franchising

The Shanghai International Seminar on Trade Mark Protection was organised by the Shanghai Administration of Industry and Commerce (SAIC) from 29-30 May 1996 and attended by 80 people. Hong Kong Franchise Association Senior Manager Charlotte Chow and Committee Member Anita Leung of Baker and McKenzie were invited to speak on "Trademark Management and Protection in Franchising Arrangements." Charlotte Chow reports.

The seminar was opened by

1) Mr Cui Shan-jiang, President of SAIC
2) Mr Liu Min-xue, Vice Chairman of All-China Federation of Industry and Commerce and President of China Trademark Association.

3) Mr Meng Jian-zhu, Vice Mayor of the Shanghai Provincial Government.

A number of overseas and local speakers shared their experiences and expertise with the audience. Overseas organisations represented included: Hitachi and YKK of Japan; HKFA, Bausch & Lomb, and China

Patent Agent (HK) Ltd of Hong Kong; Crocodile of Singapore; Comite Colbert of France and the International Wool Secretariat. Mainland speakers included representatives from government, academia and state enterprises. The Seminar was very well organised. Due to the seminar's success, the speeches would be compiled into a book.

At the seminar, Charlotte Chow introduced the concept and benefits of franchising. She said, "Put simply, franchising is a licensing arrangement to market goods and services." She explained that business format franchising "is the granting of a licence by the originator (the franchisor) to another (the franchisee). The franchisee is entitled to trade under the trade mark/trade name of the franchisor and to make use of an entire package, comprising all the elements necessary for an untrained person to establish and manage the business. The franchisor will provide continual assistance to the franchisee."

Anita Leung told participants the importance of intellectual property rights in franchising. According to Ms Leung, the types of intellectual property rights involved included:

- trade marks and service marks of the franchisor;
- copyright (for example, for the design of the franchised products, logos used on packaging, staff uniforms and menus);
- registered designs (for certain outlook of products);
- patents (for some of the new technology involved); and
- confidential information, know-how and trade secrets.

According to Anita Leung, protection and management of trade marks are closely interlinked. Good management can enhance the protection of the franchisor's trade mark rights, whereas the franchisor may lose such right due to bad management.

"Protection of trade marks is also important to the franchisee. If there is insufficient protection, the promotional and

advertising efforts of the franchisee will be wasted. Further, unauthorised parties can easily set up businesses using the same or similar trade name or style to compete with the franchised business."

She advised that "the most straightforward and effective method to protect a trade mark is by registration. In a franchise operation, it is usually the franchisor who will apply to register its trade marks. The franchisee is given a license to use the mark on its products or as the name of the franchise outlet." She went on to explain the importance of choosing a mark and action against infringers.

She felt that good management of trade marks was very important. "Since the operation depends a lot on the licensing of rights, if the franchisor loses such rights during the term of the operation or thereafter, the franchisee or any third party may be able to acquire such rights and the franchisor may no longer be able to receive any royalty payment for the use of these rights." She added that the followings should be noted when a franchisor is managing its trade marks: renewals, use, manner of use of the trade mark, and direct licensing. ■

商標保護國際研討會 International Seminar on Trademark Protection



Charlotte Chow and Anita Leung with Chang Wen-wei, Deputy Director General of SAIC
周育珍、梁丙焄與上海市工商行政管理局副局長張文蔚合照

上海商標保護 國際研討會

香港代表分別就知識產權及特許經營致辭



Charlotte Chow speaking 周育珍致辭



Anita Leung speaking 梁丙焄致辭

由上海市工商行政管理局籌辦的上海商標保護國際研討會於5月29至30舉行，出席者共80人。香港特許經營權協會高級經理周育珍及委員會成員梁丙焄律師（麥堅時律師行）應邀在席上發表演說，講題是《特許經營中的商標管理與商標保護》。

研討會的主禮嘉賓包括：上海市工商行政管理局局長崔善江先生、中華全國工商業聯合會副主席兼中華商標協會會長劉敏學先生，以及上海市人民政府副市長孟建柱先生。

席上，多位國內及海外講者與聽眾分享自己在商標保護方面的經驗和心得。派員出席研討會的海外機構包括：日立製作所株式會社及YKK株式會社（日本）；香港特許經營權協會、博士倫（香港）有限公司、中國專利代理（香港）有限公司（香港）；鱷魚恤（新加坡）；科爾貝委員會（法國）及國際羊毛局。國內的講者則分別來自各政府機關、學術機構及國營企業。由於研討會十分成功，有關演辭將被輯錄成書。

研討會上，周育珍向與會者介紹特許經營的概念及優點。她說：「簡單說來，特許經營就是透過簽發許可證促銷貨品及服務。運作方式是由總店（特許權轉讓人）向另一方（特許權受讓人，又稱加盟店）發出許可證，准許後者以總店的商標或商號經營，並使用由總店提供的整套經營策略。即使是毫無經驗的人，亦可藉此開展及管理業務。此外，總店亦會繼續為加盟店提供協助。」

梁丙焄向聽眾解釋知識產權在特許經營中所

佔的重要位置。據她所言，這些知識產權包括：

- 特許權授予人的商標及服務標誌；
- 版權（如產品設計、包裝上使用的標識、員工制服及菜單）；
- 註冊設計（產品外觀）；
- 專利（如涉及新的科技）；
- 機密資料、技術知識及商業秘密。

梁丙焄認為，商標的保護和管理是息息相關的。良好的管理可使總店的商標產權獲得更佳保障，反過來說，差劣的管理技巧勢必對總店的權利構成損害。

她說：「對加盟店而言，商標保護同樣重要。如這方面的功夫做得不好，前者在推廣及宣傳上的努力只會白白浪費。如情況惡劣，未經授權的人士甚至可輕易利用相同或類似的商標經營，與加盟店正面競爭。」

「保護商標的最簡單和有效方法，自然是將其註冊。在特許經營的範疇內，總店通常會主動申請將商標註冊，然後向加盟店發出許可證，准許後者在產品上使用其商標，或以其商標為店名。」接著，她解釋選擇標識的重要性及對付侵權者的策略。

梁氏認為，良好的商標管理十分重要：「在很大程度上，特許經營是將總店的權利以許可證形式供他人享用，如總店在特許經營期間或以後喪失此等權利，加盟店或第三者很可能取得這些權利，而無需再向總店繳付任何專利費用。」她特別提醒總店在管理其商標時，務須留意商標的續期、使用方式及直接簽發許可證等事宜。 ■

Franchising in Australia

Hong Kong Franchise Association visits the Sydney Franchise Expo

by Charlotte Chow

The Sydney franchise exhibition Franchising expos in Australia were first held in 1987 and now staged annually in Brisbane, Sydney, Adelaide, Melbourne and Perth. For the first time, the Sydney Franchise Expo is held alongside the exhibition on investment opportunities. Free seminars were arranged during the exhibition. There were 91 exhibitors at the franchise expo, with about 10 American franchises. The nature of business included:

- i) automotive and related services (3)
- ii) building products, services, tools and machinery (5)
- iii) cleaning and home services (12)
- iv) consultancy services (13)
- v) education and recreational/leisure (8)
- vi) financial and accounting services such as bookkeeping (7)
- vii) food and restaurants (12)
- viii) postal/business & communications services (5)
- ix) printing, imaging and signage (8)
- x) publications (3)
- xi) retailing (9)
- xii) others (6)

Franchising in Australia

The franchising revolution came to Australia in the early eighties and now, with 35,000 franchisees participating in the estimated 600 franchise systems, franchising encompasses a vast array of industries.

Turnover of franchised business in Australia is estimated at A\$43.3 billion per year. According to the Franchise Association of Australia and New Zealand, the largest single category of franchised operators is the retail motor trades.

A high proportion of the retail motor industry's A\$60 billion annual turnover is through franchised outlets. Franchised businesses include new motor vehicle dealers, petrol stations, auto repairs and parts suppliers.

Most of the franchises on exhibit at the Sydney Franchise Expo looked for national rather than international franchisees. The result of a study indicated that in Sydney, the largest franchise (ranked by total number of outlets) is petrol station, followed by fast food, real estate, lawn mowing and cleaning, courier services, etc.

Some franchises already have operations overseas eg Great Australian Ice Creamery, Snap Print, New Zealand Natural, etc. Although interested in expanding overseas, some franchisors are very cautious and would prefer to have a thorough understanding of the overseas market before



Custom Craft Rugs
富民族特色的地毯
工藝



Bright Eyes 眼鏡店



Hungry Jack's 漢堡包



Aussie Pooch Mobile
流動寵物美容服務



Pool and spa maintenance
維修泳池及按摩池



Mobile car care
流動洗車服務

Examples of franchises 特許經營的例子

淺談特許經營 在澳洲的發展狀況

香港特許經營權協會派員出席悉尼特許經營博覽

周育珍

悉尼特許經營博覽

1987年，澳洲首次舉辦特許經營博覽。自此，它便成為布里斯班、悉尼、阿德萊德、墨爾本及珀斯幾個大城市每年必備的大型活動。今年，悉尼特許經營博覽首次與投資機會展覽會同時舉行，大會更在展覽期間安排了免費的研討活動。參與特許經營博覽的單位共91個，其中約有10家來自美國，業務範圍遍及：

1. 汽車及有關服務 (3)
2. 建築材料、服務、工具及機械 (5)
3. 清潔及家居服務 (12)
4. 顧問服務 (13)
5. 教育及康樂/消閒 (8)
6. 金融及會計服務 (如簿記) (7)
7. 食物及餐飲 (12)

8. 郵政/商業及通訊服務 (5)
9. 印務、形象設計及標籤製作 (8)
10. 出版 (3)
11. 零售 (9)
12. 其他 (6)

特許經營在澳洲

特許經營之風在80年代初吹至澳洲。現時，在當地植根的特許經營集團估計約有600個，加盟店總數多達35,000家，業務範圍遍及各行各業。

特許經營業務每年在澳洲的營業額估計高達433億澳元。澳紐特許經營權協會的資料顯示，汽車零售乃當地最流行的特許經營業務。

汽車零售業每年的營業額為600億澳元，其中大部分源自特許經營店舖，業務範

venturing into it.

Franchising litigation in Australia was on the increase. It was revealed that one of the factors for the increased court cases was the 'no cure no pay' strategy adopted by lawyers. Some lawyers would only charge a percentage of successful compensation.

Although many of the franchises are relatively new, there may be businesses suitable for Hong Kong. Having different franchisors of the same business nature at the expo has the added benefit of allowing potential investors to compare the features and characteristics of their products and franchise packages.

On 1 January 1995, the new Trade Marks Act 1995 came into force. It gives greater protection to both franchisors and franchisees. For example, the new definition of Trade Marks permits traders to now register a sound as a sign within the meaning of the Trade Marks Act as well as a scent and shape. The new Act also sets up procedures which give an advantage to a registered trade mark owner over a common law trade mark owner.



Charlotte Chow with Peter Trevilyan, Publisher of the Franchising Magazine in Australia
周育珍與澳洲《特許經營雜誌》出版人特維利因合照

According to the 1994 Franchising Sector Survey results released by the Australian Bureau of Statistics:

- ❖ At least 20 current franchisors have been operating franchising systems in Australia since before 1965, some of them began franchising before 1940.
- ❖ Regarding year of establishment of companies, around 11% of current franchisors were established in the past two years, 34% being established in the last five years. About 49% of current franchisors' companies have been established for 10 or more years.
- ❖ On history of franchising, around 30% of current franchisors began operating their franchise systems in the past two years, 56% began franchising in the last five years.
- ❖ About 25% of current franchisors have been operating their franchise systems for 10 or more years. There are 555 franchisors in Australia.
- ❖ The total turnover of the franchising sector was A\$42.7 billion for the 1993-94 financial year
- ❖ A\$36.5 billion was generated from franchisee-operated outlets, A\$6.2 billion from franchisor-operated outlets.
- ❖ The total number of employees working full-time in franchise systems was 279,000 consisting of 124,000 permanent full-time, 37,000 permanent part-time and 118,000 casual employees.
- ❖ There are some 26,000 franchisees currently operating under franchising systems. Some 11,200 of these have joined their respective systems in the past three years.
- ❖ In 1994 the number of business outlets operating under franchise was 30,500 of which 24,500 were operated by franchisees. While the number of franchisor-operated outlets has remained stable since 1991 the number of franchisee-operated outlets has grown by 67% over the same period, an average annual growth rate of 14%.

澳洲統計局公布的 1994 年特許經營調查結果顯示：

- ◇ 最少有 20 間總店早於 1965 年已開始在澳洲以特許經營方式營業，部分總店的歷史更可追溯到 1940 年前。
- ◇ 現時，約有 11% 的總店在過去 2 年開業；在過去 5 年開業的有 34%；歷史達 10 年或以上的共佔 49%。
- ◇ 約有 30% 的總店在過去 2 年內開始將經營權授予加盟店，在過去 5 年內開始上述業務的則佔了 56%。
- ◇ 已發展特許經營系統達 10 年或以上的總店約佔全部的四分之一。
- ◇ 澳洲的特許經營總店數目為 555 家。
- ◇ 特許營業務在 1993 至 94 財政年度的總營業額為 427 億澳元。
- ◇ 總店及加盟店的營業額分別為 62 億及 365 億澳元。
- ◇ 全職服務於特許經營店鋪的僱員達 279,000 人，其中 124,000 人為長期全職僱員，37,000 人為長期兼職僱員，118,000 人為臨時工。
- ◇ 全國現時的加盟店總數達 26,000 間；其中 11,200 間在過去 3 年才開始營業。
- ◇ 在 1994 年，以特許經營方式營業的店鋪共有 30,500 間，其中 24,500 間由加盟者經營。自 1991 年起，總店的數目大致保持穩定，但加盟店的數目在同一時期卻增長了 67%，年均增長率為 14%。

The success rate of franchising exceeds that of unsupported small business by more than two times. The growth rate of franchising is more than 14% per annum. In Australia, each year, more than 4,500 people choose to become franchisees.

The Australian Franchising Code of Practice

A voluntary Franchising Code of Practice was introduced in 1993 to provide an equitable framework for relationships and the resolution of disputes within the franchising industry. The Code applies to franchising arrangements within Australia. It is anticipated that the Code will promote the continued growth and success of franchising in Australia and ensure fair treatment to all parties. Non-compliance of the Code may lead to the registration being removed from the Register of Compliance of the Council. A party that has been removed from the Register of Compliance may reapply for registration provided it can demonstrate to the satisfaction of the Council

圍包括新車銷售、加油、維修及零件供應。

悉尼特許經營博覽中大部分參展商均著意發展本土，而非國際的特許經營網絡。一項調查的結果顯示，以店舖/門市數目計算，悉尼市內最普遍的特許經營業務為加油站，緊隨其後的是快餐業、房地產、劊草及清潔和信差服務。

部分特許經營商（如澳洲雪糕乳品、Snap Print、New Zealand Natural等）已開始擴展海外業務。儘管對國際市場的興趣濃厚，不少人仍然採取穩打穩紮的態度，希望清楚了解海外市場的情況後才開始部署。

在澳洲，與特許經營有關的訴訟個案數目不斷上升。原因之一可能是當地律師採用「不勝訴，不收費」的策略。部分律師更只收取賠償額的若干巴仙。

雖然很多特許經營業務的歷史尚淺，卻不乏適合港人嘗試的例子。讓經營同類業務的不同公司一起參展，有助投資者比較他們提供的產品和特許經營條件。

新的《商標法》於1995年1月1日起生效，讓總店及加盟店得享更佳保障。新法例賦予「商標」更廣的定義。此後，商人甚至可將產品的聲音、氣味和形狀註冊為商標。新法例亦訂定了一系列程序，令註冊商標持有人較根據普通法登記的商標持有人處於更有利的位置。

特許經營業務的成功率較缺乏支援的小企業高出2倍，並以每年14%的速度增長。每年，澳洲有超過4500人加入特許經營的行列，開設自己的加盟店。

澳洲特許經營守則

澳洲於1993年制訂自願性質的《特許經營守則》，目的在於為業內各方奠定更公平的關係，並提供解決紛爭的方案。守則適用於所有澳洲本土的特許經營業務，預料將有助特

that it is prepared and able to comply with the Code.

The Minister for Small Business, in consultation with the Meeting of Small Business Ministers, has established the Franchising Code Council Ltd. It comprises of five franchisees, two members representing service providers and advisers, and one Government representative with observer status. The Council is the franchising sector's self-regulation body. It administers the Franchising Code of Practice and provides the framework for a fair deal in Franchising. The initial establishment funding has been provided by the Department of Industry, Science and Technology of Australia, with full cost recovery of the Code's administration to be achieved within two years of commencement. There is a joining fee as well as annual renewal fee for all franchisors, advisers and service providers.

The Franchising Code Council had recently appointed Neill Buck (previously

許經營在當地繼續發展，確保業內各方得享公平權益。違規者可能會遭受特許經營守則委員會的除名處分。若被除名者能向該會顯示有遵守守則的誠意和能力，而會方又對其表現滿意，則被除名者可申請再度註冊。

特許經營守則委員會由澳洲小型企業部經諮詢小型企業部長會議後成立。委員會的成員包括加盟者5人、兩位代表服務供應商及顧問的人士，以及一位以觀察員身份列席的政府代表。委員會是特許經營的自我監察機構，負責執行特許經營守則，為業者提供公平的經營環境。成立委員會所需的資金由工業、科學及科技部提供，但預料在守則實施後兩年即可收回全數行政成本。入會的總店、服務供應商及顧問均須繳付入會費及年費。

特許經營守則委員會最近委任了前新南

head of the Trade Practices Commission in New South Wales) as Executive Director. He was charged with the task of implementing a new audit scheme which aimed to audit 150 franchising systems in 1996 as compared to 30 audits conducted in a pilot scheme in 1995.

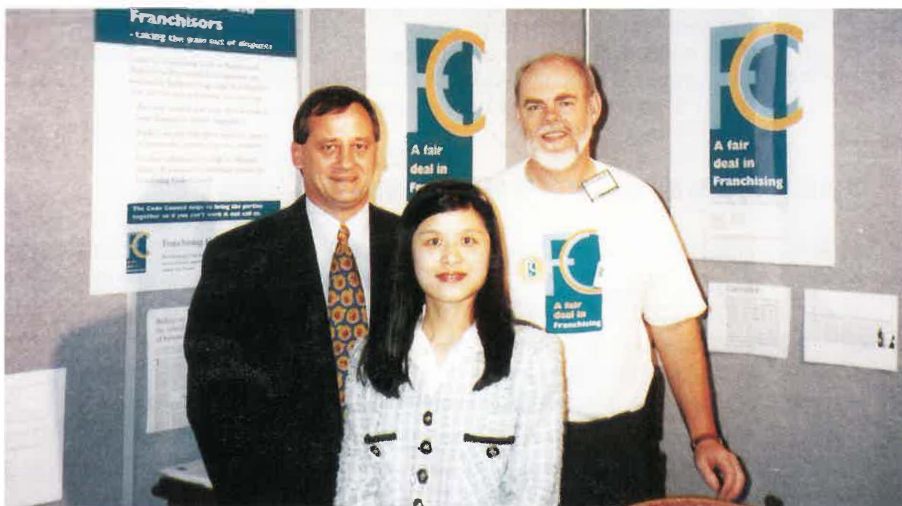
The scheme was designed to protect and recognise the many 'best practice' franchising companies. According to Council Chairman Bob Gardini, "14% of those audited under last year's pilot scheme have already been removed from the Code's register of compliance.... because they either did not comply with the Code, or they were unwilling to work with the Council to meet the Code's standards."

According to Council Executive Director Neill Buck, 450 franchisors (about 60%) covering 14,500 franchisees, had signed up to the Code. The Council help franchisors through conciliation rather than arbitration. Through this process, cost could be kept low - at A\$1,500 per four hours. ■

威爾斯貿易手法委員會主管比克為總幹事。他正負責一個嶄新的審核計劃，目標是在96年內對150個特許經營系統進行審查。類似的計劃曾於95年試行，當時的目標為30個。

計劃的目的是保障及表揚採用優良經營手法的特許經營商。委員會主席加爾迪尼表示：「去年接受審查的公司中，有14%已被我們從登記冊中除名.....有些是不符合守則的規定，亦有部分人不願意和我們合作，達到守則要求的水平。」

比克表示，已有450間總店（約60%）簽署了經營守則。它們旗下的加盟店高達14,500間。委員會主要透過調解，而非仲裁的方式為總店提供協助，這樣可節省開支至每4小時1,500澳元。 ■



Charlotte Chow with Neill Buck, Executive Director of the Franchising Code Council Ltd (right) and Paul Bernhardt, Managing Director of Abacus Bookkeeping Centre
周育珍與特許經營守則委員會總幹事比克（右）及Abacus簿記中心董事總經理本哈特合照

Singapore businessmen in HK inaugurate their own Chamber of Commerce

Sino Land's Robert Ng is first Chairman

The Singapore Chamber of Commerce (Hong Kong), incorporated in the Territory last September, will be officially inaugurated on July 17 with Robert C S Ng, Chairman of Sino Land Company Ltd and Tsimshatsui Properties Ltd, as its first Chairman.

Guest of honour at the inauguration ceremony will be Singapore's Minister for Information and the Arts and Minister for Health, George Yeo.

Robert Ng told *The Bulletin* a group of Singapore businessmen with vested business commitments in the Territory and the region – in diversified business fields and representing critical areas in the trade chain – had decided on establishing the new Chamber of Commerce in association in name with Singapore's own Chamber of Commerce.

"The Hong Kong Chamber's mission is to foster closer business links, economic understanding and cooperation between Singapore, Hong Kong, China and other areas in the region," he said.

Objectives

"Its objectives will be to establish channels of communication and maintain ongoing dialogue among its members. It will also help forge links with relevant government bodies, agencies and departments in Singapore, Hong Kong, China and around the region.

Chairman Robert Ng said: "The Chamber will collect, evaluate and disseminate statistics and other information relating to industry and trade. It will encourage its members to contribute to and become more involved in the business communities in Hong Kong, Singapore, China and other areas in the region.

"The Chamber will offer business support services using its extensive statistics and directories which cover a wide range of topics related to trade and commerce, to industries, to investment and to other related services in Singapore."

"It will establish a network of connections with business leaders of both local and international companies in the region, other trade associations and government agencies. To maintain these links and expand membership, the Chamber plans to hold regular lunch meetings, executive seminars and other joint functions.

Support

"It will be supported by the Singapore Commission in Hong Kong and representatives in Hong Kong of the Singapore Trade Development Board, the Singapore Economic Development Board and the Singapore Tourist Promotion Board."

The two Vice Chairmen to Robert Ng are Lawrence Chia of Pico International HK and Jimmy Yeo of Metalasia HK. Also serving on the Executive Committee are Kwok Sam Aik of the Overseas Union Bank as Treasurer and Keith Poon Wing of K W Poon and Partners as Secretary.

The Singapore Commissioner in Hong Kong, See Chak Mun, is the Chamber's Patron. Advisors are Mrs Sng Sow Mei of the Singapore Trade Development Board,



Robert Ng

Michael Yeo of the Singapore Trade Development Board and Peck-Huat How of the Singapore Economic Development Board.

Committee

Members of the Chamber Committee are: Gan Khai Cheon of Hong Leong Int'l; Lee Yong Sun, Kerry Holdings Ltd; Robert T L Chan, United Overseas Bank; Na Wu Beng of Overseas Chinese Banking Corp; Low Wan Thiam of Sum Cheong Int'l; Kong Seng Chou of Khatter Wong & Partners; C K Lee of Singapore Airlines; James Ng Juat Mong of IntraDevelopment; Ho Kian Cheong of Kech Seng Investment; K C Tan of Ong Commodities; and Miss Janet Lim of Metalasia.

The Chamber's Executive Manager is Collina Wong. The Chamber's offices are at Unit A, 5th Flr, Sing Ho Financial Building, 168 Gloucester Road. Recruitment of the membership begun last year and a member application form is available at Collina Wong's office. ■



Commissioner See Chak Mun

Direct investment

Hong Kong is 2nd preferred destination of Singapore money

Formation of the Singapore Chamber of Commerce (Hong Kong) is timely in the wake of Singapore's active participation in the Hong Kong economy, says Robert Ng, the first Chamber Chairman.

He says Hong Kong is the second most preferred destination of Singapore investors. About 17.5% of Singapore's total direct investment abroad, worth more than SG6.5 billion, found its way to Hong Kong in 1994.

"I have been told that currently there are 8,000 Singaporeans living and working in Hong Kong. No less than 100 Singapore companies have a physical presence in the Territory," Robert Ng says.

Largest firms

"Many of these companies comprise some of the largest corporations listed on the Stock Exchange of Singapore. For example, the big-four Singapore banks, various entities under the Keppel Group, Singapore Petroleum Corporation, Neptune Orient Lines, SIA, etc. just to name a few.

"All the Singapore Government economic agencies, EDB, TDB, STPB and Government investment companies, such as Temasek Holdings and GSIC are also represented in Hong Kong. They serve to foster closer economic links between two of the most competitive economies in the world.

"The Singapore Chamber of Commerce will bring greater prominence to our presence in the Territory. It will establish channels of communication between members of the government bodies in Singapore, Hong Kong and China, collect and disseminate information of interest to its members and undertake such joint activities with other business chambers and associations.

Civic-minded

"Last, but not least, it will

promote civic-minded involvement and contribution by members of the Chamber to the communities in Singapore, Hong Kong and the region."

Last year trade between Singapore and Hong Kong grew by 11.6% to SG20.2 billion. This was nearly 6% of Singapore's total global merchandise trade.

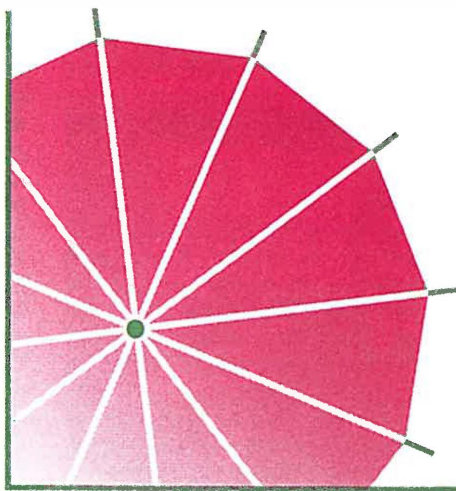
Hong Kong has always been a good export market for Singapore's businesses. Moreover, Hong Kong plays an important role in Singapore's trade relations with China.

Last year HKD33 billion worth of Singapore-China trade was channelled through Hong Kong. HKD17 billion of this re-export trade comprised exports originating out of Singapore for the Mainland.

Hub

Robert Ng says: "Hong Kong's role as an important business hub in East Asia and its future well-being spells economic growth, better earnings and job creation for numerous industries in Singapore." ■

新加坡商會(香港)



**THE SINGAPORE
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(HONG KONG)**

The Singapore Chamber's crest.

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nikko hotels international

Hong Kong needs a roadmap for technology

By Cindy Cheng, IBM China/HK Corporation

Hong Kong is a vibrant and exciting place to live, and seen by many people as the most advanced city in Asia. However, other countries in Asia are rapidly emerging as efficient places to do business. Singapore, Malaysia, Australia and other places are all becoming attractive business locations. Another reason for this is the fact these locations are efficient places to do business. They have a national technology strategy. This strategy is usually referred to as a National Information Infrastructure, or NII.

The NII is a plan of how government departments work together, how businesses and citizens can do business with each other and with the government. It's a plan which improves communication between departments, and makes it easier for the public to interact with the government. It provides a plan of how the government intends to help departments and business become more efficient. It helps reduce the cost of doing business by cutting delays in processing trading documentation, licences, approvals, and so on. It also provides a more efficient living environment for citizens by making government easier to work with, and

yet providing better services and access to information.

Singapore

Singapore's IT 2000 strategy is a good example of how such a plan for technology can help the economy. Singapore has, as part of its plan, been able to introduce the use of electronic data interchange into the trading community. This means shipping documents are now processed electronically and paper documents are no longer accepted. This use of technology was driven by a national technology plan.

Hong Kong businesses and citizens could greatly benefit from a co-ordinated strategy for the development of technology in the territory. Currently, we are held back by a lack of co-ordination between various infrastructure project. Ultimately Hong Kong will fall behind when competing against neighbouring economies in Southern China, Singapore, and the other Tiger countries.

A NII plan is an important sign for Hong Kong on the world stage. It shows the territory is looking ahead about how and why and where it needs to implement technology, and sets the roadmap in place

to make this technology happen.

Next Step

The world is moving from being a commodity and product economy to a global information economy. Hong Kong has come a long way from its beginnings as a pirate's haven. A national IT infrastructure is the next step.

Think for a minute about the plethora of technology around us here in Hong Kong. There are many different mobile phone networks. Pagers, electronic banking, the Internet, notebook computers, automatic teller machines are around us everywhere. Hong Kong is a major media hub, telecommunications hub, shipping port, as well as the Asia base for many major multinationals. Almost every major bank in the world has a presence in Hong Kong. Yet we lack any plan whatsoever for the use of technology at a territory wide level.

Benefits

Hong Kong can benefit from a National Information Infrastructure in many ways:

- it enables electronic commerce by promoting the benefits of the technology,

香港科技發展須有明確路向

鄭韓菊芳 萬國商業機器 - 中國 (香港公司)

香港是一個充滿生氣、朝氣勃勃的安樂窩，很多人都認為香港是亞洲最先進的都市，可是，近年其他亞洲國家相繼迅速崛起，成為經商的理想之地，諸如新加坡、馬來西亞及澳洲等地，便日漸成為熱門的營商地點，原因之一，是這些國家為經營者提供便捷的設施，並制訂一套名為「國家資訊基本建設」的全面性國家科技策略，一般簡稱為NII。

NII就政府部門如何合作、商人及市民如何營商，以及兩者如何與政府進行商業活動制訂完善的計劃。這項計劃不但改善政府部門之間的協調，更加強公眾人士與政府的聯繫，協助政府部門及商界提高運作效率，並減少在處理貿易文件、牌照、批核書時出現延誤的機會，以降低經營成本。此外，NII計劃希望透過改善政府與公眾的合作關係，

提高服務水準，以及增加獲取資訊的渠道，以提高市民的生活質素。

新加坡

新加坡的「IT 2000 計劃」是說明科技計劃有助經濟發展的最佳例證。新加坡已根據計劃所定，成功把電子數據交換的科技引進貿易界。現時，新加坡的船務文件已運用電子郵件方式處理，而傳統的文件往來方式已不再適用。這項科技之所以能成功引進貿易活動裡，新加坡的國家科技計劃應記一功。

香港的商界及市民本可在協調的科技發展計劃裡受惠不淺，可是，目前我們的發展卻因多個基建計劃缺乏協調而受阻。最後，香港終會落後於華南、新加坡及其他亞洲經濟強國等鄰近地區。

NII計劃是標誌著香港在國際舞台上的地

位，亦表示香港對引用科技的方法、原因及方向高瞻遠足，並為此訂下明確的路向。

下一個目標

世界正逐漸由商品及產品經濟邁向全球化資訊經濟。香港從起初被認為是「翻版天堂」至今，已取得重大的發展。至於下一個目標，將會是發展資訊科技基本建設。

試想想，我們正身處香港這個資訊泛濫的都市，被多個不同的流動電話網絡、傳呼機、電子銀行、國際電腦網絡、筆記簿電腦及自動櫃員機環繞著。香港是主要的傳媒集中地、電訊中心、船運港口，以及大型跨國機構亞洲總部的基地。幾近每一家世界知名的銀行均在香港駐足。儘管如此，我們至今仍欠缺一個全港性的科技應用計劃。

and by linking important players together. For example banks and major retailers could be linked to form a computerised shopping mall, where you could shop via computer and transfer payment from your bank account to the retailer.

- it improves the efficiency of manufacturers by opening up new business opportunities, expanding the economies of scale and providing the means for electronic connections between suppliers, manufacturers, wholesalers and retailers. Manufacturers might be linked to their customers overseas over an electronic data interchange network to transfer documents electronically.

- it raises the standard of healthcare by improving communication between providers, hospitals, specialists and international experts. Hospitals might be connected in Hong Kong to their colleagues overseas to allow rare diseases to be diagnosed by an international expert using video conferencing.

- it protects the environment by reducing the reliance on paper communication, pollution by transport and raises the use of technology within relevant government departments, industry experts and academia. Government departments might find the new national technology plan gives them some targets to cut down paper

use and postage costs and use new forms of communication such as interactive kiosks in shopping centres as a way of issuing documents or processing payments.

New ways

- it improves government services by providing new ways for citizens to communicate and do business with the government. It presents new ways for governments to cut costs, implement technology to cut service delivery costs while raising the standard of information and customer service. In some countries drivers licences are issued by an interactive kiosk which handles the whole process. This cuts down processing time, and making the process more convenient for the citizen to deal with the department, while at the same time cutting down the number of customer service staff required.

- it raises the standard of education by providing access to international academic institutions, libraries, research data and fosters the sharing of information within the global academic community. Academic institutions might be networked to some incredibly fast university computers to share the processing load, and improve the territory's computing resources.

This technology plan is not about to bring "big brother" prying into your private

計劃效益

香港可從 NII 計劃裡多方面受惠：

- 藉宣傳使用科技的好處，並透過聯繫主要的參與者，以推廣電子商業。例如，「電腦購物商場」可把銀行及主要零售客戶連繫起來，客戶只需透過電腦，便能購物，而客戶亦可從銀行戶口把購貨款項轉到零售商的戶口裡。

- 藉開拓新的商業機會，加強經濟效益，以及為供應商、生產商、批發商和零售商提供電子聯繫的渠道，使製造商的效率得以提高。製造商可透過電子數據交換網絡把文件以電子方式傳送至海外客戶。

- 藉改善供應商、醫院、專科醫護人員及國際醫學專家之間的溝通，以提高健康護理的水準。香港的醫院可透過電視會議設備，讓海外國際醫學專家診治一些不常見的疾病。

- 減少使用紙張作為通信工具，並避免交通往來造成污染，藉此保護環境。增加政府部門、工業專才及學界使用科技的機會。政府部門可利用新的國家科技計劃訂定減少使用紙張及郵費的目標，更可藉此以新的方式與市民進行溝通；例如，在購物商場內裝設交互式資訊站，為市民提供資訊或繳費服務。

新方向

- NII 計劃為政府與市民之間提供新



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life. It's about putting a plan in place to say "What technology would benefit our economy? Which standards will we use. What are the steps required to bring these dreams to fruition? What role does government need to play? What opportunities are there for private enterprise?" It's about making IT a reality for economic development.

Today, we are all surrounded by technology. In many ways we can't get enough of it. Let's all look for ways to embrace technology in Hong Kong for the mutual good. Let's work together to give Hong Kong the roadmap for its computing in the 90s, through the millennium and beyond. ■

的溝通及業務往來途徑，藉以改善政府的服務質素。計劃所提供的新路向，有助政府減低運作成本；此外，透過計劃，政府亦可利用科技減低服務推行的成本，從而提高資訊服務及客戶服務的質素。某些國家透過交互式資訊站處理整個簽發駕駛執照的程序，這方法既省時，又方便市民，同時亦可減省政府部門的客戶服務員人數。

• 透過與國際學術組織、圖書館及研究資料儲存庫聯繫，使教育水平得以提升，並藉此促進全球學術交流。學術組織可與大學裡運作速度較快的電腦連接，藉此減輕電腦處理資訊時的負擔，而本港的電腦資源亦可

因此得以改善。

擬制這項科技計劃的目的，不是為了刺探市民大眾的私生活，而是為了計劃以下各項：「那種科技能使我們的經濟受惠？我們應使用那些標準？我們應採用那些步驟使夢想成真？政府應扮演什麼角色？科技為私人企業帶來什麼機會？」換言之，科技計劃是使科技資訊應用在經濟發展領域上的一套策略。

今天，我們活在科技的年代。在很多情況下，我們不能善用科技，因此，我們應在香港發展科技，使各方受益。現在就起來共同籌劃90年代及往後的電腦發展路向吧！ ■

Development of a National Information Infrastructure (NII)

NII is the ability to process, store and share information on a national basis.

A new Information Technology model is emerging rapidly. This model connects potential users of information with suppliers of information via networks and a variety of input devices. This model of information technology is already evolving, i.e. the Internet with over 30 million users daily, and is projected to have revolutionary impacts on the future of business and the contact between business and government. It is based on the concept of any user to any application, anywhere at anytime. This phenomenon is sometimes referred to as the information superhighway.

Most governments around the world, including developing economies, supported in many cases by World Bank initiatives, have developed or are developing strategies to position their economies for the information society of the future. To date, Hong Kong has taken no coordinated initiatives to position itself for the fast-approaching change to the basic ways we conduct business and government. This is in sharp contrast to the highly focused strategies of other

countries in the Asia Pacific Region, e.g. Korea, Taiwan, Singapore, Malaysia, Thailand and Australia, to name just a few.

Using NII has many benefits, for individual businesses and for economies as a whole. The key benefits, such as faster movement of information and goods, quicker response times to customers' requests, more accurate and timely availability of information, improved customer relations and service, can all contribute to maintaining a competitive edge both for individual firms and Hong Kong as whole. However, to be cost-competitive, there is a clear need to develop a single infrastructure and common standards upon which such applications can be developed and implemented.

The rapid evolution of Hong Kong's information infrastructure to this new model for computing is vital to our economic future. We will not be able to compete, nor to attract new businesses or new regional offices to Hong Kong if we take days or hours to process business

to government, or business to business transactions, if in other geographies it happens at sub-second speed. For example, a foundation of Hong Kong's success in the monetary area is the ability to implement decisions based on sub-second response time which is equal to anywhere in the world. By contrast, the documentation flow of the Hong Kong port and government appears backward as compared to, for example, Singapore.

The evolution of this information infrastructure requires both public and private sector initiatives and recognition that we are entering a new "Information Technology" revolution that will have as vast an impact as the Industrial Revolution. The transformation of the infrastructure requires public sector leadership, with strong private sector investment. The latter cannot happen without the clear definition of ground rules and standards. There is a clear need for government to take the lead in the development of the soft infrastructure for the future in the same way as roads, airports, telecommunications networks are part of

發展國家資訊基本建設 (NII)

「國家資訊基本建設」是一個處理、儲存、共享國家資訊的資訊模式

一個新的資訊科技模式正迅速冒起。

透過電腦網絡及各種輸入裝置，新模式把潛在的資訊使用者與資訊提供者聯繫起來。這種新的資訊科技已經開展了：一個每日有超過三千萬用戶的互聯網，預料會為將來商界中及商政間的聯繫帶來鉅大影響。整個模式建基於一個概念——無論何時何地，不拘對象形式。這就是人稱的資訊超級高速公路。

世界大部份國家的政府，包括發展中國家，已經或正在開始發展相應策略，為其國家經濟於未來資訊社會中找尋定位。香港到目前為止仍未有這方面的協調對策，迎接商、政界基本運作模式上迫近眉睫的轉變。這情況與韓國、台灣、新加坡、馬來西亞、泰國及澳洲等亞太區國家的高度關注政策形成強烈對比。

無論是對個別商業活動或整體經濟而言，國家資訊基本建設可說是優點眾多，主要有加速資訊及貨物的流動、加快處理顧客要求、提高資訊精確程度、準確掌握資訊傳遞時間、改善與客戶的關係及客戶服務等。這種種優點均可助保持個別公司或香港整體的競爭優勢。然而，要取得成本效益，就必需發展一個統一策略、一套共同標準，以引導資訊模式發展、協助策略推行。

盡快發展一套資訊策略以配合新的資訊處理模式，對香港來說是亟為重要的。在處理商界與政府、或純商業交易時，當其他地區可以少於一秒時間完成之際，但香港卻仍是以日或小時計的話，香港又豈能繼續維持競爭力、吸引新商業活動及游說投資者於香港設立地區辦事處呢？以本港貨幣市場為例，其成功源由在於能夠與世界其他地區看齊，於瞬間決定業務策略。相比之下，香港的港口及政府文書處理速度卻落後於新加坡等國家。

新資訊基本建設的發展，實有賴公共與私營機構共同推動，並且彼此認識到香港正進入新的「資訊科技」革命。這個新改革的影響可與工業革命媲美。改變基本建設須由公共機構帶領，並得私營機構積極投資才行。沒有清晰的場地規則及標

準，投資者是不會全力支持的。毫無疑問，政府須以領導者身份帶動未來軟件基本建設的發展，正如其過往開發現有的道路、機場和電訊網絡等「硬件」基本建設一樣。

為迎接「資訊年代」、追上資訊科技的發展及配合「國家資訊基本建設」的開發，香港服務業聯盟的資訊服務委員會成立了一個附屬委員會，專責研究本港資訊基本建設的發展策略，提供參考意見。

沒有香港政府的支持及參與，資訊基本建設的發展必難成氣候。香港總商會及香港服務業聯盟認為，政府應制訂及出版一份政策書，闡明本身使用資訊基本建設的目的，及政府於積極鼓勵商界廣泛採用資訊基本建設所扮演的角色。政策書涉及的範圍應包括教育及培訓、積極採用及投資於資訊基本建設、制訂相應法制以消除商界使用資訊基本建設時可能產生的法律疑難、創造適當環境為中、小型企業研究問題及發展業務（特別是以前中文為日常商務語言的公司）。

與此同時，當局應鼓勵貿易及工業聯盟認同資訊基本建設為作業標準，並呼籲他們支持資訊基本建設使用者盡量採用國際標準，如美國及國際標準組織共同認可的，特別是一套名為UN/EDIFACT的標準。

最重要的，是政府於認同/制訂標準方面擔起領導者的角色。這些標準於符合國際既定程序及作業模式的情況下應廣泛開放予使用者。在保安及私穩權得到合理保障的情況下，「無論何時何地，不拘對象形式」之原則應可到處通行。

the "hard" economic infrastructure of today.

Recommendations for Future Action

To prepare for the "Information Age", to catch up with developments in Information Technology and the development of a "National Information

Infrastructure", a subcommittee has been established by the Information Services Committee of the Hong Kong Coalition of Service Industries to study and make recommendations on an Information Infrastructure strategy for Hong Kong.

An NII cannot be developed without the support and commitment of the Hong Kong government. The view of the Chamber and HKCSI is that government should develop and publish a policy paper setting out its own goals as a user of the NII, and how it sees its role in actively encouraging wider use of NII throughout the business community. This should address issues such as education and training, incentives to use and invest in NII, the establishment of an adequate legal framework so that any doubt as to the legality of business conducted on the NII is removed, and the establishment of an appropriate environment for continued research and development of business solutions for small and medium sized enterprises, particularly those companies that use Chinese in their everyday business.

At the same time, trade and industry associations should be encouraged to endorse the use of the NII as a business practice. They should be asked to support the principle that, wherever possible, users of NII should implement it in a standard format, using international standards such as those developed under the aegis of the United Nations and International Standards Organisation, and in particular the group of standards known as UN/EDIFACT.

More importantly, government should take a leadership role in the endorsement/establishment of these standards - where standards are associated with open and widest possible use in accordance with the established procedures and practice on an international basis. The principle of "any to any from anywhere and anytime", with reasonable guarantees of security and privacy should prevail.

Benefits of NII

ITF Chairman on its work since it was founded in 1981

Anthony Au, Chairman of the Hong Kong Information Technology Federation (ITF) and Managing Director of ABC Data and Telecom Ltd, says that with everybody working together Hong Kong could improve its now vital information technology infrastructure (NII) to everybody's benefit.

ITF began in 1981 with about 15 founder companies. At that time computers were mainly for the bigger companies. ITF now has about 80 member companies.

ITF was divided originally into three divisions: computer hardware, computer software and consultants who bridged the gap between hardware and software.

In 1983-4 the market began to change with a smaller number of players in the market. These players were the system integrators who installed the hardware and software.

"Then you have smaller companies joining who have really become the core of the ITF."

Objectives

Anthony Au, who is also a member of the Information Services Committee of the Hong Kong Coalition of Service Industries (HKCSI), the services arm of the Chamber, says the objective of the Federation is to promote the use of Information Technology (IT) in Hong Kong.

"By promoting the use of IT in Hong Kong we believe that as businessmen we are creating a chicken-and-egg situation – at the end of the day both businessmen and ourselves as businessmen will all benefit," Anthony Au says.

"Over the years we have looked into a number of major areas:

- One major area is the promotion of the industry, that is industry events, exhibitions and seminars and other promotions.

Education

- Another is IT education. We put our suggestions to Government and other bodies about what IT education should really mean. We have as a result been appointed by the Governor to the Vocational Training Council (VTC).

- We have also been appointed to the Law Reform Committee overlooking the legal framework related to information technology.

- Another major objective is to be able to work with the region. Back in 1983 with Hong Kong, the Philippines and Taiwan we began what we call the Southeast Asia

Information Technology Organisation. It is an organisation of associations. Delegates meet about four times a year with the intention of providing an opportunity for all the countries in the region of working together to promote IT.

Our Federation is one of the major supporters of this SEATO organisation. Singapore, Malaysia, Indonesia and Japan have all become members. China he thinks has become a member. Last August we held our first information technology conference in Shenzhen to promote IT in the area of China, Hong Kong and Taiwan. Our Federation is now the Vice President of the SEATO organisation and we have agreed to host the organisation's conference in Hong Kong in 1997.

Internet

- This year one of SEATO's big events is in America in Las Vegas. It is the COMDEX conference where all the Asian countries and American countries will meet together.

Anthony Au says the focus of the work of the Information Technology Federation's is now changing. Previously it had concentrated on education. But today education is no longer an issue for the Federation's agenda because any number of universities are teaching computer science.

He says: "The issue today is the Internet.

"It is a very vital technology for Hong Kong. So the Federation is setting up an Internet Group of Service Providers. Already a number of the major Internet Service Providers had agreed to join and it will be part of the Federation's agenda.

"Another part of the ITF agenda will concentrate on the National Information Infrastructure (NII) of vital importance to Hong Kong, though the word national may not be applicable because Hong Kong is not a nation. The title is not important. What we want to make sure is that Hong Kong is going to be on the Information Highway. We would like to have interconnectivity and inter-upgrade within the system.

Joint force

"So the Hong Kong Information Infrastructure is a major Federation agenda item. We have set up a small group looking into what we want to do and how we can work together. ITF and HKCSI will be a joint force on the project."

Anthony Au said ITF had been trying for many years to ask the Government to recognise the need for an IT infrastructure. Until 1986-87 the Government took the view that IT is not an industry. The computer

was only a tool for the benefit of other industries. Thus that ITF was only a backroom boy.

He said he was happy to say he believed the Government now recognised IT as an important industry. He believed it was one of the achievements of ITF even though it was late. He thought Hong Kong people are very fast at catching up and ITF hoped it can now catch up.

The first thing to do was realise the importance of NII. Hong Kong now had only pieces of it. There was still no framework to put all this information technology together. We still needed blueprints.

Appropriate

Anthony Au says he was president of the Federation three years ago and took up that office again in February now that it is transition time and a local guy is perhaps appropriate.

"I would like to try my best to do whatever is possible. I think for the next two years we will be working closely with our counterpart in China in Shenzhen."

He said ITF would this year try to organise a number of CEO roundtables on industrial form on major issues, particularly on Internet.

He said hackers were doing damage and there was a need for cooperation in catching them.

Another drawback was lack of statistics on Internet. How many Internet users are in Hong Kong? Everybody is guessing.

He said a more reliable method would be for the Internet Service providers, who are usually ITF members, should answer a questionnaire about business time on Internet, the traffic and the number of users. He, as a disinterested party, would guarantee to destroy the questionnaires after he had compiled aggregate figures.

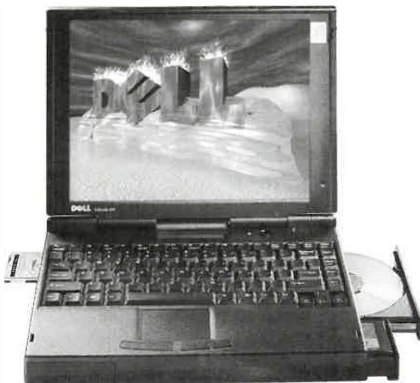
Better statistics

He said ITF had been trying for years to get better statistics from the Government. Computers and radios were still under the same classification.

Taiwan had a Market Intelligence Centre which did a lot of hard work and came up with reliable data, though in the area of telecommunications Hong Kong is still ahead because of its open policy. On software Hong Kong is also still a little bit ahead of Taiwan and Singapore. He said by working together we could improve the IT infrastructure of Hong Kong and at the end of the day the whole of Hong Kong would benefit. ■



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Asia, world's largest computer market by the year 2000

Direct-selling Dell has the answer to fast-moving hardware technology driven by new and sophisticated software

Asia will be the largest computer market in the world by the year 2000, says Alex Chu, Managing Director for North Asia of Dell Computer Asia Ltd.

He says: "This is the region where the potential economic growth is – in places like China, Japan, India, Indonesia, Australia, etc.

We foresee a lot of changes in the Asian computer market in the next three or four years. We are therefore now putting a lot of investment into the region."

Dell is unique among the world's computer hardware manufacturers in that it builds-to-order. It sells direct to its clients and does not rely on middlemen.

Its own salesmen are experts who find out their clients' needs, including what sort

of software they intend to load. They build-to-order to meet clients' customised requirements.

The company has a new plant in Penang, one of Asia's production centres of the information technology industry, where Alex Chu says Dell has readily found its labour force with all the necessary skills. The company in Penang is also able to procure on-the-spot from Penang's already established large and diversified industry producing quality computer components.

Quick delivery

Dell allows seven days for production in Penang, then flies the finished built-to-order product to its direct customers within two days, passing on to its clients the lower costs of having no middlemen.

"Our whole production and delivery



Alex Chu. 朱兆深

亞洲將成為二十一世紀 全球最大電腦市場

新穎軟件推動硬件科技迅速發展

戴爾電腦有限公司北亞區董事總經理**朱兆深**指出，亞洲將於公元2000年成為全球最大的電腦市場。

他說：「中國、日本、印度、印尼、澳洲等國家的經濟發展潛質優厚。亞洲的電腦市場在未來3至4年會經歷多番變遷，因此我們已在區內作了大量投資。」

戴爾電腦憑其「度身訂造」的生產方式而成為全球獨一無二的電腦硬件生產商，公司直接向客戶推銷其產品，無需涉及中介人。

公司的推銷員都是這方面的專家，他們了解客戶的需要（包括客戶計劃安裝哪種軟件後，便指示廠房按客戶的需要而生產，確保迎合後者的要求。

戴爾電腦在檳城興建了一所新廠房，當

地乃資訊科技業在亞洲的主要生產基地之一。朱兆深表示，新廠房的員工擁有一切所需的技術。由於檳城的資訊科技業已具有相當規模，產品又多元化，公司可在當地購得所需的優質電腦配件。

迅速交付

檳城廠房所需的生產期為7天，產品完成後，會在2天內直接付運到客戶手上，由於運送過程不涉及中間人，所以能提高成本效益。

朱說：「整個生產及付運程序需時不多。廠房設在供應商附近是十分重要的，兩者相距只有5分鐘路程，這樣便可盡量減少電腦配件的存貨數量。

「加快生產及運送程序、提供良好的服務及支援、供應迎合客戶需要的優質產品，是

在競爭白熱化的電腦業 唯一的取勝之道。

戴爾電腦的總部設於德薩斯州奧斯汀市，由當時年僅19歲的主席兼行政總裁**戴邁克**一手創立。

收益狀況

公司已有11年生產電腦產品的經驗，截至96年1月止的財政年度內，公司的總收益為53億美元。

朱氏稱，戴邁克是首位採用直銷法的個人電腦生產商，這種向最終用戶推銷產品的方式，與傳統生產商沿用的經銷網絡（即透過特許經銷商向消費者出售產品）可謂大相逕庭。

他說：「我們擁有本身的推銷員，四出探訪各公司客戶，與他們建立密切的聯繫，

cycle is that short," Alex Chu says. "It is very important for us to stay close of our suppliers in what has become a reputable information technology centre. Our suppliers are no more than five minutes from our own factory. This enables us to cut down on the component inventory we have to carry.

"This is the only way we can make a profit in the highly competitive PC industry today," he says. "By moving everything very fast. By providing good service and support and providing good products that meet our direct customers' own customised needs.

Dell is based in Austin, Texas. Michael Dell is the founder and chairman, as well as CEO. He began the company when he was just 19 years of age.

Revenue

Michael Dell has now been manufacturing for about 11 years. Company results in the last fiscal year ending in January 1996 show Dell has grown to a total annual revenue of USD5.3 billion.

He is the first PC manufacturer to introduce direct marketing of a customised product to end-users, as opposed to the traditional manufacturers' method of using a distribution network that sells to authorised dealers who in turn retail to the end-users, Alex Chu says.

"We have our own field sales people visiting corporations and establishing a close relationship. We supply these corporations with an overall total solution. We sell direct, we service direct, we provide after sales service direct," Alex Chu says.

"We also sell by telephone. Nowadays we find this a very effective and powerful tool. This is one of the ways we actually save a lot of overhead in selling a good quality, customised product. We pass our savings directly to the customer."

Alex Chu, did his primary and secondary education in Hong Kong. He studied in England for his computer science degree. He was recruited by Dell from his position as managing director of another computer company serving Asia from Hong Kong. He started the Dell subsidiary company in Hong Kong from scratch in November 1994. He is now just 35 years old, about five years older than Michael Dell is now.

Fast-moving technology

He says the PC is a high technology product and the technology is moving very fast. The PC technology life-cycle is said to mature in four years.

Faster and faster hardware technology is being driven largely by new applications of sophisticated software

which are more and more hardware power demanding.

"Almost every day the PC industry can provide a better machine with better performance and at lower cost," he says. "Supply in the world is bigger than demand. By direct marketing and customised production Dell averts holding stocks of machines that can become over-mature."

Q. Is the market saturated?

Alex Chu: "No, the Hong Kong market is still growing annually 20-30% on average. More and more people are getting used to computers and then find they cannot do without them. Also, the improvements in the technology of the hardware, as I have said, is driven by new and more sophisticated software.

"People have to replace their machines with more powerful ones so they can load more sophisticated and faster software to improve their productivity. They can buy them now at a better price because of the keen world hardware competition. In terms of supply and demand the highly competitive market for PCs is growing not just in Hong Kong but worldwide."

Everybody's here

"And everybody in the PC industry worldwide is here in Hong Kong," Alex Chu says. "Hong Kong is an open market. Name any PC product and you'll find they are here. Some are doing very well, some not so good and some are in trouble."

"We, ourselves, are doing very well in cash flow, revenue growth, profit growth and the return on invested capital. Our stock price in the US has gone from USD22 a share in January this year to over USD50 a share now.

Hong Kong is headquarters for Dell in the Asia Pacific. We are growing very fast in the region. Just 18 months ago we had nothing but Japan and Australia. Now we are in Korea, Taiwan, China, Hong Kong, Malaysia, Singapore, Indonesia and India.

"We are satisfied with our progress," Alex Chu says. "We are one of the top five in the world marketplace. We are behind in Asia because we have just starting selling. For example, in Hong Kong we began selling just last August. It's almost the same in Korea, Taiwan and Singapore.

In time

"We may be late compared to our competitors. But we are still in time for the market growth when Asia will be the world's largest market by the year 2000."

提供全面的服務。我們向客戶直接銷售產品、並直接提供售後服務。

「我們亦採用電話推銷法，收效很大，而且可以大大減低固定成本，節省的金錢將直接回饋客戶。」

朱兆深在香港接受小學及中學教育，於英國取得電腦科學學位，加盟戴爾電腦前，曾在另一間以香港為基地，同樣針對亞洲市場的電腦公司出任董事總經理一職。他於94年11月在香港創立戴爾電腦的附屬公司。他今年年僅35歲，較戴邁克年長5歲。

科技發展瞬息萬變

朱兆深表示，個人電腦乃高科技產品，發展日新月異。由初現至成熟，個人電腦的產品週期約只維持4年。

由於新式的電腦軟件對硬件的要求越來越高，大大推動了硬件科技的發展。

朱說：「個人電腦業差不多每天都能以較低成本生產一部功能更佳的電腦。全球電腦市場可謂供過於求。透過直接推銷及按客戶的需要度身訂造產品，公司可避免積存過時的存貨。」

問：電腦市場是否已經飽和？

朱：「不，香港市場每年的平均增長率仍然保持20至30%。越來越多人習慣使用電腦，而且離不開它。此外，如我剛才所言，新式的電腦軟件推動了硬件的發展。」

「電腦使用者必須更換功能較佳的電腦，以配合新面世的軟件，才可提高工作效率。由於全球硬件市場的競爭激烈，所以消費者可付出較低的價格。事實上，競爭激烈並非獨以香港為然，全球市場亦如出一轍。」

眾商雲集

「全球的個人電腦生產商都已進軍香港。香港是個開放市場，你能找到任何一個牌子的個人電腦產品，有些生產商的表現良好，當然，成績一般或出現問題的亦大有人在。」

「至於我們，無論是現金周轉狀況、收益增長、利潤增長，以至回報率均令人滿意。美國的股價更由本年1月的每股22美元上升至現時逾50美元。」

「香港是公司的亞太區總部，我們在區內的業務發展迅速，18個月前，我們只開拓了日本及澳洲市場，現時的業務則已遍及韓國、台灣、中國、香港、馬來西亞、新加坡、印尼及印度。」

「我們對於公司的發展速度十分滿意。戴爾是全球五大生產商之一，在亞洲落後的原因是業務尚在起步階段。舉例說，我們在去年8月才進軍香港，韓國、台灣及新加坡的情況亦是如此。」

掌握時機

「相對其他競爭者來說，我們可能起步較遲。當亞洲在公元2000年成為全球最大的電腦市場時，我們仍能從中分一杯羹。」

Multifunctional

Gilman markets four office machines in one wizard

The latest in office automation is what the Japanese manufacturers, Ricoh, and their Hong Kong distributors, Gilman Office Automation, call the digital multifunction product.

Joseph Yu, Gilman's Manager of Fax and Multifunctional Products, says this new wizard makes it unnecessary to have in your office a separate fax machine, a laser printer, a scanner and a duplicator. Ricoh's one compact digital machine, that fits comfortably on part of an ordinary desk, does the job of all four.

With a fax modem it can be connected to your PC and the computer operator with a touch of a few of his keys can perform every function.

For every office

Joseph Yu says he has 80 salesmen out visiting every appropriate office in the Territory explaining the versatility of his new multifunctional product that soon will be in every company, because it is simple to operate, cost efficient and fast, space saving and energy saving. Another team is calling on all wholesalers of office equipment.

He says the reliability of the multifunctional product is enhanced because it is digital and not analogue. But nevertheless he is organising an efficient after-sales service for its new owners just in case something goes wrong. He will guarantee service within four hours of a phone call.

One feature of the machine, which is the latest in office automation, is that it has multi-access. When it is in use the multifunction machine will store any incoming messages or personal computer tasks in its memory for later output. You don't need to wait until one operation is finished before starting the next. This helps save time and gives you the flexibility to do other jobs while the machine is working on completing its current task.

Energy saver

The new multifunctional product comes equipped with an energy saving function or power management control feature. After five minutes of non-use it switches to a energy saving mode, reducing electricity consumption to as low as two watts but always sufficient to detect incoming calls. It still prints every message.

You can fax original documents, such as pagers from a book without having to copy them. It can register up to 70 addresses for speedy retrieval and dialling and then display the chosen party's name and telephone

number on the LCD for faxing. It also enables transmission reservations and automatic redialling.

It has copying versatility – five reductions and four enlargement ratios. It only scans a document once to produce up to 99 copies. You can save time by inserting the next original.

It is equipped with a high-speed laser printer with manual feed for special papers, such as the company letterhead. Ricoh has been granted a certificate of ISO 9001, the international standard for quality systems. ■



Joseph Yu. 余樹章

多功能辦公室器材

化繁為簡 事半功倍

隨著數字式多功能產品的面世，辦公室自動化又向前邁進一步。

新產品由日本麗確公司製造，太平商業系統擔任香港區總代理。本刊走訪了該公司經理余樹章先生，進一步了解這種新產品的與別不同之處。

新產品體積雖小，但用途廣泛，結合了傳真機、鐳射打印機、掃描器及影印機的功能。

只需安裝解碼器，即可將新產品與個人電腦連接。操作員不需大費周章，便可指示機器執行各項指令。

處處皆宜

余樹章表示，他轄下有80位營業員負責拜訪全港的公司，解釋新產品的優點。他相信數字式多功能產品由於具備操作容易，成本效益理想，節省能源及空間的優點，將迅速在市場流行。該公司另有一組成員，負責聯絡全港的辦公室文儀批發商。

由於新產品是以數字式，而非類比式系統運作，故可靠程度更高。不過，若機器一旦故障，太平可為客戶提供高效率的維修服務。公司一經接獲客戶來電，在4小時內即會派員上門維修。

新產品的其中一個特色，是它能同時執行多個指令。如機器正被使用，它的記憶系統會先記下來報或任何電腦指令，然後按序執行。操作人員無需等待機器完成之前的工作後才輸入新的指令。這既節省時間，又可讓你更靈活地安排各項工作。

節省能源

新產品內置能源管理系統。如5分鐘內沒有人使用機器，它便會自動調較至「節省能源狀態」，將耗電量減至2瓦特，但又足以接收及印出所有來報。

機器的另一項奇妙之處，是傳真書本時，你無需先將內容影印。它擁有龐大的記憶系統，能儲存多達70個收件人的資料作快速索閱。傳真文件時，收件人的姓名及電話會顯示於液晶顯示屏上。此外，新產品更具備預留傳送及自動重撥功能。

複印文件方面，新產品分別提供5種及4種縮小及放大比例選擇。只需掃描文本一次，機器即可複印出99個副本。這樣，你無需等待整個複印過程完成，便可放入另一份正本，節省時間。

新產品內置高速鐳射打印功能。如要使用特殊尺碼的紙張（如公司信紙），則需人手插入。值得一提的是，製造商麗確公司已獲得優質象徵的ISO 9001資格。 ■



MV 310. the latest multifunctional product.
MV310: 麗確最新推出的多功能產品

Internet

Informix arranging seminars on how to reengineer businesses

The worldwide web, or Internet, is now the hottest development in information technology and will be important to Hong Kong businesses in reengineering to compete in the global market.

Informix Software is arranging a series of seminars to show Hong Kong businesses how they should reengineer.

Tony Banham, Informix Software's Technical Services Manager for the Greater China region, says Informix began in California 16 years ago and was the first company to introduce databases with a unix environment and is now the fastest growing database company in the world.

He says: "Our users include some of the world's biggest organisations. Some of the world's biggest databases are running on Informix software. We opened our Hong Kong Office six years ago this month with just myself and one other guy running the whole region. Now we have about 150 people. There has been a pretty fast expansion of our business in East Asia.

"Our customers include everyone from governments to industries and services, like retail, manufacturing and hospitality – in fact, every sort of business you can think of. We provide innovative database technology to help manage and grow businesses.

Consistent and valid

"What we do is create programmes that allow companies to store and retrieve their data. It sounds very simple. But every company is different. There are thousands of users with thousands of megabytes of data. All have people trying simultaneously to access and to change that data. We write the software that controls and enables these two functions to be done in a consistent and valid way."

Jeff Lam, Country Manager of Informix Software (HK), completes the Informix Software picture:

He says: "We are a technology company providing a technology platform to our customers and to our technology business partners, like those providing applications solutions to different industries such as for manufacturers, telecoms and retailers.

"Vendors like SAP, SAA, Baan and PeopleSoft are experts in delivering enterprisewide solutions ranging from manufacturing and distribution systems to human resources applications and to



Jeff Lam

financial packages."

"One of the biggest 10 companies in Hong Kong that owns a lot of manufactured products is one of our partners. And they are using one of our expert partners (SSA) applications covering material management, inventories and overall processing systems right through to pricing.

On time

"You can go to the Hong Kong supermarkets or the fashion stores and see they are using our retail systems.

"One of the major operations in garment making is how to manage the materials to ensure that the materials arrive at the right time to manufacture, fulfil the ordered volumes and meet delivery dates. If the materials arrive too early, then they have to pay for warehousing. If the materials arrive too late then they can't meet the delivery date.

"The essence of the business in manufacturing is that products must be made on time. They have to use systems of process management that produce on schedule. The process systems increase efficiency and cut

down on costs. We are the basic layer that manages the data that makes that possible.

"On receipt of an order a manufacturer has to go through his database to check whether or not he has the right materials. If he doesn't have the right materials he must order them. He has different materials vendors (suppliers) on his database from whom he can order and find out their lead times for delivery. When the manufacturer has made his procurement decision on his supplier he must relate it to another database and find out the cost. Then the manufacturer must put his decisions together and go back to the applications solution."

Two parts

Tony Banham says there are really two parts: Informix provides the database technology, where anybody can put in

the database and get it out again. To make that useful for in business one needs a second part on top of it which is your business application. It might be inventory control, accounts receivable, general ledger. Informix provides the technology and the tools to write the business application as well.

"The people who write the business application may be our customers themselves or they may be big worldwide organisations, such as an airline, or they may be a partner company that specialises in writing this sort of logic," he says. That is, companies like SAP, SSP or BAAN.

"It means we are in fact the people who provide a general purpose database and a general purpose application development tool. Our partners are our customers who put those two together and make it specific for a type of business or a type of application."

"We are truly general purpose. We are in everything from military applications, to airlines, manufacturing and telecoms, to retail."

Q. What countries do you deal with on military applications?

Royal Navy

Tony Banham: "Not as far as I know with China. In the US we are used quite widely by the US Navy, the US Air Force and the US Army. In the UK we are currently building Europe's biggest database with the Royal Navy. It is going to be 11 terabytes, apparently, a very large database.

Q. What's a terabyte?

Tony Banham: It is 1,000 gigabytes. A gigabyte is 1,000 megabytes which is 1,000 kilobytes...

Jeff Lam: "I think it is easier to think of a megabyte as 1,000 floppy disks.

Tony Banham: "One terabyte would be one million of those floppies. The big databases are provided on big multi-magnetic disk arrays, not on floppy disks. We are talking about rooms full of multiple magnetic disk arrays. I think is almost impossible to imagine what a terabyte is. It is such a lot of data."

Jeff Lam explains he is County Manager for Hong Kong and Macau. The Greater China region comprises Hong Kong, the PRC and Taiwan for which there are three Country Managers. The other two are in Beijing and Taipei.

He says in Hong Kong Informix is very strong in manufacturing and distribution business, meaning retail, wholesale and trading. But it also has customers in telecoms, in finance and in government departments. It's major business in Hong Kong is one, in manufacturing and distribution, two in telecoms, three in finance and four, diverse

others.

Replacing paper

Tony Banham says: "The interesting thing is that in each of the three parts of the Greater China Region, Informix is strongest in different industries. Jeff (Hong Kong) is strongest in the distribution area. In the PRC Informix is strongest in banking. In Taiwan, telcoms is dominant for us. It is strange in what looks like a homogenous environment."

He says the business of compiling databases goes back to the beginning of computer use. Databases have replaced filing cabinets and filing cards. Bit by bit Informix has replaced paper everywhere.

Q. Are you involved with Electronic Data Interchange (EDI)?

Tony Banham: "Absolutely, EDI is becoming very interesting with the development of the worldwide web, Internet. Mass communication is now becoming very feasible and much cheaper so we are seeing a resurgence of interest in EDI.

"EDI is useful for a whole lot of things in the manufacturing area and, of course, in trading as well. For example customs clearance. Having the documents reach customs before the product does can be very useful.

Internet

He says one of Informix's major focuses as a database company is on the Internet. That's where his company is seeing the fastest build-up of demand. Not just for the demand as you have here for characters and numbers but also for things like graphic images and video sound.

Jeff Lam: "We put together a demonstration in San Francisco for Universal Motors to show how the worldwide web can be used by a trading company, from manufacturing to distribution of motor vehicles. It also shows how to find your suppliers.

"We are organising seminars with the Industrial Technology Centre. We'll talk about cost and logistic management and we have invited our partners, like SAP, that has been found to be the hottest software company in the world for business reengineering to cope with competition in the global market."

"A lot of well-known worldwide companies are using SAP products as their tool in reengineering their businesses. Our seminars will try to help Hong Kong manufacturers to understand how information technology systems can change their business methods and make them more competitive. The key now to competing is

information.

Competition

He says nowadays even a 20-minute window using information technology can win a contract over a competitor.

Q. You are looking forward all the time to this changing media of the worldwide web to provide useful tools for new forms of business?

Tony Banham: "Yes, it is very difficult. If you go back just five years we had a very good idea of what the market would be like with, let's say, information technology over the next three years. So we started building new products that would be ready to be marketed in three years' time. It went perfectly. Right up until 1995 we could still see a long way into the future. But with the worldwide web things are now changing every week, every month. It is much, much harder to look into the future and determine our products."

Q. There are no controls on the Internet?

Tony Banham: "That is a unique thing about it. There is no central source of control. It is all private individuals bringing up new ideas, forming companies very quickly, getting ideas to market and making money.

Q. It sounds like bedlum?

Superhighway

Tony Banham: "I once saw a very good description of the worldwide web. It likened Internet to a superhighway with tanks going up and down both sides of the road that had many road-building diversions and some bottlenecks.

"A lot of new things have now come together. We have much more powerful computers that are much cheaper. They can process more information. Then we have greater bandwidth and networks that can move the information faster."

Jeff Lam: "A friend in Toronto phoned me last night. I told him not to spend too much money on phone calls. Just send me an E-mail. I got his two-page E-mail this morning and I have replied to him.

Tony Banham: "I spent the long weekend in Indonesia and came back last night to find 500 E-mails waiting for me."

He explained Informix employed a worldwide Internet provider, as well as having a home page on Internet. It used E-mail on Internet, among other things, to disseminate for everybody's technical comment what Informix's worldwide network of offices were each proposing as specific solutions for some of their own office's clients. ■



Tony Banham

The revolutionary pen-computing system

The pen power Chinese pen base environment.

In the past, Chinese character input was a chore. You had to memorise all the difficult rules of various input methods. Now, with Pen Power Chinese Pen Base Environment, you can literally write Chinese into the computer.

The 'Pen Power' is the first Chinese pen base software. Users can control the computer and computer interface.

Suddenly, the world of Chinese computing has become so easy and natural that everybody can enjoy it.

'Pen Power' has a strong background. It is developed by the manufacturer that originated the idea of Chinese handwriting system in Taiwan. After accumulating many years of experience, 'Pen Power' can recognise all 13,053 traditional Chinese and 6763 Simplified Chinese and up to 3400 Hong Kong special characters under DOS and Windows environment (with Chinese support).

革命性 《蒙恬筆式環境》 輸入系統

過去，電腦中文化的最大障礙是輸入問題，「蒙恬筆式環境」是市場上最早開發的中文手寫輸入系統。蒙恬的特點是用者只需用一支筆便可以操作電腦。除了提供更強大的辨認引擎外，還以極具親和力的人機介面，完全為用者設想週到。解決了使用電腦中文輸入法的難題，使中文輸入法更普及和易用化。

蒙恬筆式環境的背景相當雄厚，是由台灣最早開發中文手寫輸入系統的蒙恬科技所生產，由於累積了多年經驗，蒙恬筆式環境無論硬件或軟件皆是手寫產品的領先者。蒙恬在 DOS 及 WINDOWS 皆能識辨 13053 個繁體中文字，6763 個簡體字和多達 784 個香港常用中文字。繼在 V2.5 中加入了人工智慧，V3.0 應用創新文字切割 (Characters Segmentation) 技術發展出連續書寫功能，解決不少輸入困難。由於中國字以字根為組合基礎，可以上下左右相

互組合，有了蒙恬的人工智慧，便可輕易地根據上下文理解判別出正確的字來。而且，利用文字切割技術，更可以一次過辨認整句句子。在去年 12 月推出 V4.0 應用創新筆跡重現 (Ink Processing) 技術，可把個人手寫筆跡保留，突破手寫傳統。此外，更可選擇辨認以變回電腦印刷字體，令手寫輸入形式更接近人類自然的手寫的習慣。

此外，其創新人工智慧 SPELL CHECK 功能，利用蒙恬的聯想詞庫自動修正整句書寫的辨認結果，用戶可自行設立並存儲自創新之詞庫語句，方便又快捷。蒙恬推出以來，一直得到專業人士的支持，亦得過無數獎項，就以九五年為例，亦分別得到台灣政府所舉辦的精品標誌及 PC WORLD 的全年風雲產品獎。除了 PC 版，蒙恬更有 Macintosh 版。而且，日本版及韓國版亦早已推出。

One-time recognition after the whole



sentence is written can also resolve the problem caused by many 'modernised' people who prefer mixing words and numbers in a sentence. With this feature, 'Pen Power' can recognise all sorts of writing, making handwriting-in-putting much closer to our daily writing habits.

The version 4.0 adopts the sophisticated Ink Processing technology which can preserve the original handwriting. After inputting, users can select to use handwriting recognition or convert words into the computer printing font. This can enhance a tidy and uniform line-up of words.

On the other hand, users can choose to preserve the original handwriting and rearrange it with the help of certain network devices, this original manuscript can be sent to the computers of their friends and relatives. The feeling of getting original handwriting on the computer screen is just like receiving a letter.

Another remarkable feature of this product is its innovative artificial intelligence SPELL CHECK. With its connection database of auto-correction, minor mistakes can be remedied. Its 'user information', on the other hand, allows users to store their own favourite phrases. Simply by inputting the first part of a certain phrase, the whole pre-set phrase will pop up on the screen.

In addition to this PC platform, Pen Power also works with the Macintosh environment (InkPen for Mac). In addition to Chinese, Pen Power also provides Japanese, Korean versions for both the PC and MAC platform.

The Pen Power has been acclaimed by experts and professionals with its achievements of the last four years. In 1995, Pen Power was awarded the "Symbol of Excellence Winner" for Taiwan, and the "Product of the Year" by the PC World. ■

Top hotel in Taipei

Where to stay in Taipei

Grand Formosa Regent Taipei, a member of the Four Seasons • Regent Hotel group, is Taipei's premiere luxury hotel, combining Four Seasons • Regent standards of excellence with a local tradition of warm hospitality.

Open since 1991, the hotel is in the centre of the city's business and shopping districts. It has been named the "Top hotel in Taipei" for the past two years running by Business Traveller Magazine.

Facilities include 550 of the largest guest rooms in Taipei and fully marbled bathrooms complete with deep-soaking bathtub and separate showers. All of the rooms were completely renovated and refurbished this year. "We know how important it is to continually provide the best service and facilities to our guests so we spent fifty million NT dollars on redoing everything" says General Manager Jean-Pierre Dosse.

The hotel also has 10 outstanding restaurants, Taipei's most luxurious shopping Galleria with famous name-brand boutiques and Asia's largest duty free shop on the premises.

In the last few years, the Grand Formosa Regent has made Taiwan headlines as the "must stay"-residence of visiting VIPs,



especially entertainers. Hollywood personalities including Micheal Jackson, Micheal Bolton, Stevie Wonder and Phil Collins have all been guests of Grand Formosa Regent.

This summer from June 25 - September 10, Grand Formosa Regent offers a special rate of NT\$4690 on deluxe rooms and a 35%

discount on all suites as part of its summer package.

Enjoy welcome tea and fruit, your choice of daily newspapers, full use of the roof-top swimming pool and health club facilities, and an NT\$300 discount coupon for use in the Duty Free boutique on the hotel's B1 level. ■

Unbeatable platform

JOS Computer, one of the operating units of Jardine Pacific's JOS Technology Group, announced on June 7 it had signed with Silicon Graphics Ltd (SGI) to be SGI's value added reseller in Hong Kong and Macau.

Earlier this year the JOS Technology Group signed with Netscape Communications Corporation to be Netscape's distributor in Hong Kong.

Thomas Wan, Group Director JOS Technology Group. Told a press conference JOS Computer, as a result of these two agreements, can now provide an unbeatable Internet/Intranet hardware and software platform for its customers.

He said SGI Unix platform is one of the best platforms to run Internet/Intranet solutions.

With SGI's Unix platforms and SGI's Webforce series, together with JOS's experience on Open Systems and in Client/Server market, JOS Computer can provide total Internet/Intranet solutions for its corporate customers.

Thomas Wan explained SGI and Netscape work very closely with each other. SGI is the development platform of Netscape product lines and one of the two first-tier porting platforms. What it means is that all the newest and latest releases are available first on SGI platforms.

Recently SGI and Netscape jointly developed the "Moving Worlds" which is an open, cross-platform specification for dynamic 3D environment on the Internet/Intranet. SGI and Netscape also worked closely in the COSMO project as well.

JOS, the Jardine Pacific IT business arm, has a broad base of over 60,000 corporate customers and a strong system capability while SGI has the best Internet/Intranet platforms. Both companies believe that this partnership will create successful results and tremendous synergy. With Netscape and SGI corporate support JOS can definitely be one of the top players in the Internet/Intranet platforms and solutions market in Hong Kong and Macau. ■

服務貿易自由化

陳偉群博士與黑斯特斯出席服務貿易總協定研討會

由於須為世貿組織於新加坡舉行的部長會議作好準備，貿易署於5月9日先行舉辦研討會，讓商界人士了解將包括在世貿組織議程內的事項。本會為該研討會的贊助機構之一。

香港服務業聯盟應主辦機構邀請，就《服務貿易總協定》致辭。香港服務業聯盟秘書長陳偉群博士代表主席施文信發表演說。此外，大會亦透過香港服務業聯盟邀請美國服務業聯盟的代表，安達信（環球）的黑斯特斯在研討會上致辭。兩人的演辭如下：

服務貿易總協定－「業餘者的引言」 香港服務業聯盟秘書長陳偉群博士 (主席施文信的代表)

本人謹代表施文信先生不能出席這次研討會致歉。作為一個服務業組織的主席，施先生強調必須履行職責，因此，他請我在研討會上代為發言。

我希望在5分鐘內解釋被稱為烏拉圭回合協議中的最大成就－《服務貿易總協定》。

《服務貿易總協定》在1995年生效，是唯一有關國際服務貿易的全面性多邊協議。協議共有4項重點，茲分述如下：

第一，守則及規定的透明度：這一項對服務貿易非常重要，原因是服務規定的涵蓋面較貨物的為闊。

第二，最惠國待遇：這確保各國不能以不同的待遇對待它們的貿易夥伴。

第三，國家待遇：對本地及外國商人一視同仁。

第四，逐步推行自由化政策：服務貿易固然不能在一夜間實現全面自由化，但透過《服務貿易總協定》的幫助，我們可為此訂定循序漸進的程序，促使締約國在互換條件，互惠互利的情况下開放部份服務行業。

最後一點使其他原則得以付諸實行，因此十分重要。透過互換條件，互惠互利的談判，相信將促使更多服務行業實行開放。由於服務業的範圍廣泛，因此，往往可多於一種方法銷售服務。具體地說，進行貿易銷售的方式共有4種，而全部均適用於所有服務行業：

第一，跨國貿易：即傳統理解將東西銷售到國外的概念。舉例說，我在英國的銀行開設了一個戶口，該英國銀行其實是在為我提供越洋的服務。

第二，國外消費：藉著吸引國外人士到來而銷售服務。旅遊業便是一個上佳的例子。

第三，商業發展：這一點我認為是最重要的。透過商業拓展銷售服務，意指在國外設立分行或附屬公司。在一般情況下，這表示在當地擁有投資的權利。

最後一點，人才流動：透過派遣僱員到國外以達銷售服務的目的。

從很多方面說來，《服務貿易總協定》的

最大價值，是根據以上4項銷售服務的方法（若使用《服務貿易總協定》的術語，則稱為「銷售模式」），為服務貿易自由化開拓路徑。

因此，談判涉及不同國家、服務行業及銷售模式，而我們的挑戰是盡可能在最多國家內，使最多服務行業及銷售模式邁向自由化。

我謹以此簡介作為下篇演辭的序幕。我把演辭名為「業餘者的引言」，原因是這方面的專家，美國服務業聯盟的黑斯特斯將為各位致辭。

安達信（環球）合夥人黑斯特斯的演辭

引言

陳偉群博士的演辭言簡意賅，竟還自稱「業餘者」，實令我們這些所謂的專家為之汗顏。他這篇有關《服務貿易總協定》的演說，是我所聽到最精彩、最簡潔的演辭之一。

我與好些人士的意見一致，認為《服務貿易總協定》有可能是「烏拉圭回合談判」的最大成果。我這樣說，原因有二：

1. 第一，《服務貿易總協定》首次為超過總值1萬1,000億的國際商業貿易訂定共同規章。上述貿易額約佔世界貿易的20%，這部份的服務貿易是在多邊貿易體制外進行，由於以往沒有共同的規章準則加以規範，因此，服務貿易曾受貿易禁令及限制的措施所制肘。為國際商業貿易訂定共同貿易規章對某些經濟體系尤其重要，以香港為例，其80%以上的經濟活動均與服務業有關。

2. 第二，《服務貿易總協定》進一步解釋那些是構成貿易的活動，並將其置於公平的監管守則之下。除傳統的跨國貿易外，《服務貿易總協定》的範圍更伸展至投資及人才的流動，而兩者對服務業的運作關係至巨。此外，它更確認國內規例對貿易的深遠影響。

評價

我在開始時曾指出，《服務貿易總協定》有可能是「烏拉圭回合協議」的最大成果。我用「可能」一詞的原因，是我們尚未可知有關規則能否真的開放市場及製造貿易機會，或只是一些曲高和寡而沒有商業價值的原則。

以我的見解，有3點是值得我們注意的。

1. 第一，協定本身不易理解。正如施文信指出，締約國就執行協定所訂立的時間表，實際上是把規章及原則落實到商業層面的依據，可是，這些時間表並不容易理解，要看出一點頭緒，實在困難之極。若在座各位感到懷疑，不妨自行細閱一遍，便知端倪。

現時，大型的跨國集團也許在適應方面問題不大，但對於中小型企業及一些剛從事服務業出口的新進公司而言，協定會為它們帶來重重障礙。

第二，各締約國訂立的計劃欠缺新意。縱使從各國訂定的時間表裡，我們可零散地

找到一些新開放市場的資料，但大部份的內容都只是舊瓶新酒，纂集成篇。

話得說回來，這些時間表並非一無可取。它們鞏固了過去10年來全球在單邊貿易自由化及市場私有化的成果，使各國政府較難實施保護主義政策。

《服務貿易總協定》已初步取得成效。例如，希臘及印度政府分別欲就會計業及影音業加入新的限制，便因兩國曾在《服務貿易總協定》裡作出承諾，故此不能成功。

然而，協定裡的時間表難以使渴望自由貿易的人士為之雀躍！

3. 第三，在短期內達致貿易自由化的前景並不樂觀。在烏拉圭回合會談結束時，各國同意就人才流動、金融服務、電訊及海上運輸繼續商討，並就專業服務自由化擬定工作進程。

上述4項會談中，3項已告結束，雖然這3項會談算不上是一敗塗地，但亦談不上是成功。參與會談的國家同意在明年就金融服務及電訊業擬定新的市場開放限期。有關海上運輸的會談於6月結束，結果預料是「一潭死水」。此外，專業服務自由化的工作進程雖然已經制定，但卻從未落實執行。

建議

對於以上嚴厲的批評，我們應如何處之？我們又應如何發揮《服務貿易總協定》的作用？以下是我認為在新加坡部長會議上可能會提出的建議，這些建議同時兼顧理論與實際的層面。

1. 首先，從理論的層面而言，我認為各貿易部長應向全球的選民及公民宣傳自由貿易。民眾對自由貿易的支持日漸褪減，因此有必要加強他們對這方面的關注。我們須重申過去50年的經驗，並提醒大家自由貿易在過去10年取得的成果。若不清晰及有力地把這方面的信息傳達，大眾對自由貿易及多邊貿易制度的支持將會繼續褪減。

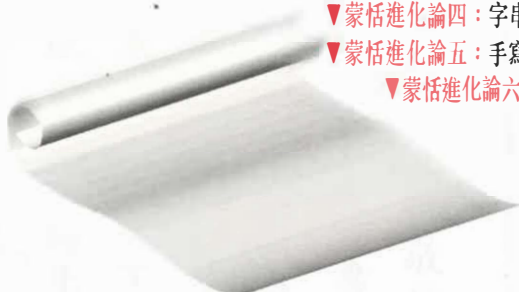
2. 第二，我認為各國的部長應代表他們的政府就主要的服務行業簽訂可接受的協議。正如我較早前提及，有關金融服務及電訊業的談判仍未終結，故此，在這兩個重要的服務行業實行貿易自由化的希望仍然存在。此外，我們亦可乘著在新加坡召開部長級會議這個黃金機會，首次發表專業服務工作小組的建議。

3. 第三，從實際角度而言，《服務貿易總協定》內的時間表應落實到商業層面。各國部長可透過世界銀行、經濟合作發展組織及聯合國貿易和發展會議取得資源上的協助，為私營環節提供明確的指引。

4. 最後，《服務貿易總協定》終於打破多年傳統，將投資及人才流動兩項納入貿易制度守則之內。現在，各國部長應借此機會深思如何把這項改革引伸至服務業以外，使貨物的生產商也同樣受惠。 ■

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