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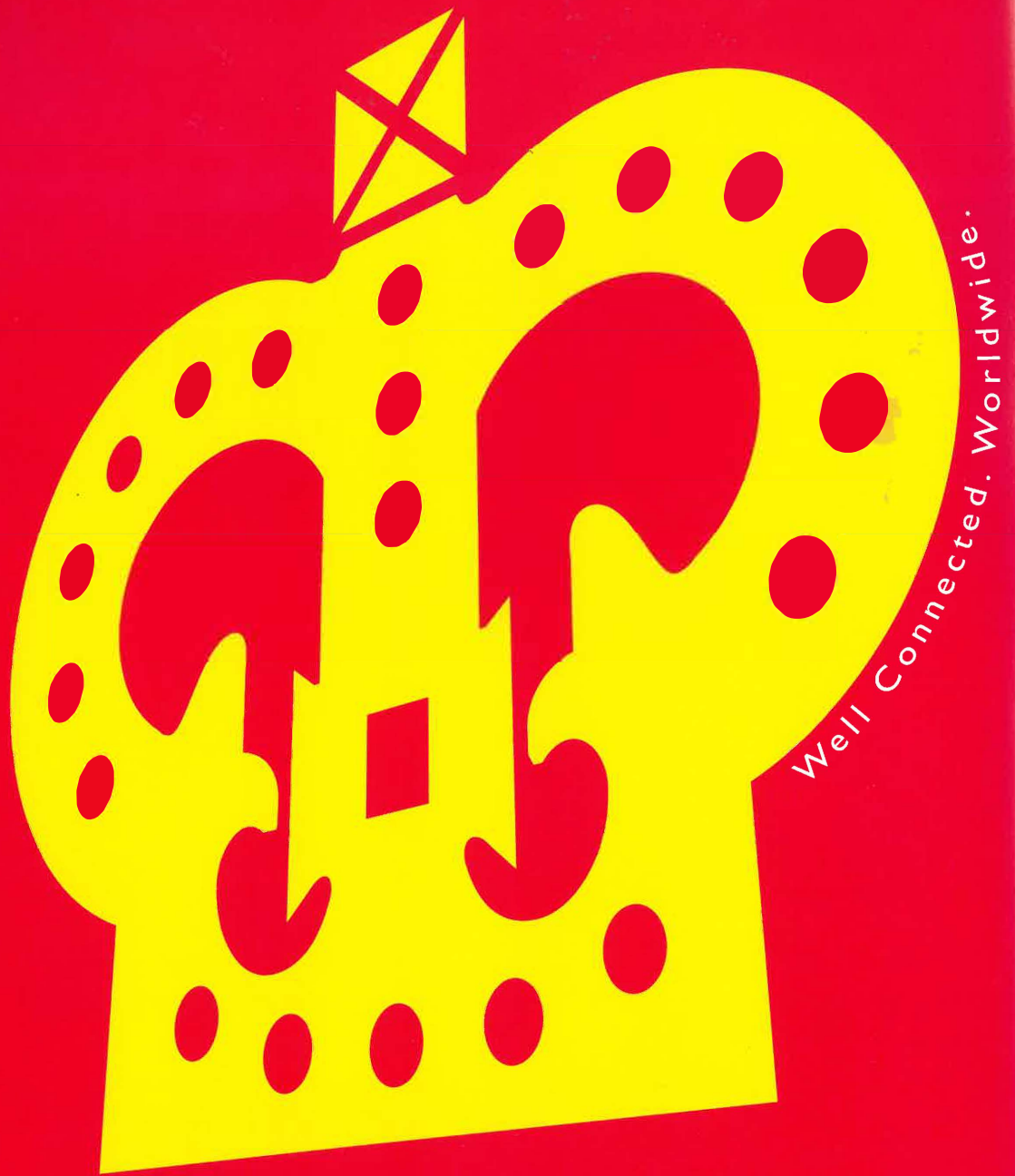
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Hong Kong: The Trilingual City?

香港是三語城市？





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Members in Touch

Got something to say? Then make your voice heard in *The Bulletin*. Send your letters to: **The Bulletin, HKGCC, 22/F, United Centre, 95 Queensway**. Or email, bulletin@chamber.org.hk

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電郵：bulletin@chamber.org.hk。

WEBCASTING: A CASE STUDY

Your article "Webcasting: A Case Study," in the January 2004 issue of *The Bulletin*, is indeed very interesting reading. I am interested in doing a similar project myself. Can you put me in touch with the Mainland Chinese vendor of the Webcasting programme?

Dr Charles Wong
Kowloon

I found your article on Webcasting in last month's *Bulletin* both informative and entertaining. Our company also wanted to try Webcasting our training programmes as an add-on service to our clients, but, as you pointed out, unless you have buckets of money to splash around, there really is not that much choice for SMEs. I also very much doubt that some of the larger companies would be interested in spending tens of thousands of dollars for a service which they will essentially be offering as an added-value product - i.e. "free."

We eventually decided to wait for the technology to mature and prices to come down. Judging from your experience, that day is still in the distant future. But what you have achieved with less than a thousand dollars is truly remarkable. Keep up the good work.

Frank Lee
North Point

After reading your article on "Webcasting: A Case Study," in the

January *Bulletin*, I visited your Web site to see what kind of results you achieved for the HK\$700 that you spent. Firstly, I must say that I was very impressed that visitors can listen to what seems to be all events that take place at the Chamber. With regard to the Webcasting, all I can say is very well done. The speeches, synchronised slides and photos work well together and increased my interest in the speakers' presentations, compared to when I just listened to events. I have now bookmarked that page and will be a regular visitor.

Lin Po-chiang
Guangzhou

網上廣播個案實錄

貴刊 2004 年 1 月號中「網上廣播個案實錄」一文趣味盎然，我正打算進行類似的項目，試問可否提供文中那位內地網上廣播軟件供應商的聯絡資料？

Charles Wong 博士
九龍

上期《工商月刊》中「網上廣播個案實錄」一文內容詳實，又富趣味。本公司曾嘗試在網上播放培訓課程，作為增值服務。然而，誠如閣下所言，除非資金充裕，否則中小型企業的選擇不多。而且，我亦滿腹疑問，大型公司會否一擲千金，提供這種基本上是免費的增值服務？

因此，我們最後決定把構思擱置，待有關科技近乎成熟，價錢亦回落時再行研究。依據您的經驗，這一天可能仍很遙遠。不過，您以少於千元便能實踐網上廣播計劃，令人讚嘆。

Frank Lee
北角

讀畢一月號《工商月刊》中「網上廣播個案實錄」一文後，我曾進入貴會網站查看以 700 港元換來的成果。我要由衷地說聲：「好！」，因為過往訪客只能聆聽貴會活動錄音，但現在還可觀看同步顯示的投影片以及相片，活動趣味因而大增。所以我已把這網頁加入最愛行列，定期收看。

Lin Po-chiang
廣州

EDITOR'S NOTE: Thanks to all of you who took time out to share with us your thoughts on this new service that the Chamber offers. If you wish to get more details about this service, or software vendor, please email Alfred Chan at, alfred@chamber.org.hk

編者註：感謝讀者來函，就本會這項嶄新服務分享意見。如欲索取服務或有關軟件供應商的詳細資料，請聯絡陳宗元，電郵：
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Constitutional Development: A Complex Process Begins

We of the business community are also citizens of Hong Kong. As citizens, we are concerned not only with the business environment and investment opportunities, we are also concerned about the society in which we live, and the government's ability to govern. As I said at the Business Summit two months ago, to many people the current political system is dysfunctional and has led to many of the problems we have seen in the past few years. Therefore, a determination to examine the political system and consider changes is necessary. But this action, called constitutional development by many here, is clearly a complex undertaking. We need to take our time, and get it right. Furthermore, since Beijing and the Basic Law are necessarily involved, the matter is doubly complicated and requires extra care.

Over 75 percent of those members who responded to us in a survey last November thought that consultation on constitutional development should start sooner rather than later. Government took the first step in that process last month by appointing three top officials – Donald Tsang, Elsie Leung, and Stephen Lam – to a task force focused on laying the groundwork for adjustments to the political system. This is a very important task which is now very ably headed by three people whose expertise, dedication, and knowledge of Beijing and the Hong Kong people are reassuring. Their work needs careful attention to both the details of legal nuance and the political sensitivities.

Start with the basics

One of the task force's first assignments will be to examine carefully the exact meaning of those parts of the Basic Law applicable. The most important of these are Articles 158 and 159, which state (respectively) that the power of interpretation of the Basic Law, and of amendment, is the responsibility of the Standing Committee of the National People's Congress.

Ultimately, what matters is the quality and effectiveness of government. In the past year, we've witnessed heightened confrontation between the government and those dissatisfied with its performance. In judging the need for change, and exactly what that change should be, we should think about how changing the political system will improve it.

Some people argue that a leadership – whether it is the Chief Executive or LegCo – that is elected by universal suffrage would be more inclined to pursue populist policies such as higher taxes on corporations and richer individuals or more social welfare spending. They even suggest that greater democracy would drive away investors and undermine the economy. Others may argue that evidence from the democracies in the developed world does not support these assumptions.

We also need to ask if Hong Kong is ready for change and if it is decided that change is required, should it be done all at once, or on a more gradual basis. The dissatisfaction with government registered in numerous opinion polls and our own Business Prospects Survey suggests there is something wrong, but it is less clear if what ails Hong Kong would be set right by leaders chosen by a different method. Certainly, the economic troubles affecting us since the late 1990s could not have been avoided by elected, appointed or inherited leaders.

On July 1st and again at the beginning of this year, we saw ample evidence that the people of Hong Kong are quite capable of organizing and expressing opinions within the rules of society. Such peaceful demonstrations denote a high degree of political maturity. While a more representative leadership might have defused the situation earlier, one cannot say that Hong Kong people are politically immature.

We are, however, institutionally immature. Hong Kong lags far behind other economies with similar standards of living in the development of political parties. The SAR's party system is not as well developed as one would wish.

If we are to move toward greater direct election of our leaders, it is imperative that those leaders present themselves to voters as representing a specific set of policy choices. In more developed economies, political parties are supported by think tanks where scholars and out-of-work politicians have the time to think through the issues of the day. As we move forward, we will need to develop such research capabilities.

Aside from such broad, institution-building issues, we also need to appreciate the scope of change. Many argue that any change in the means by which we select the Chief Executive may have to be accompanied by a simultaneous change in the role of our legislative representatives. This is because there is little dispute that there is currently widespread dissatisfaction with the functions of the legislative council and its relationship with the executive branch. In short, many, including our members, feel that the entire governing system may need to be revamped.

Last year's confrontation over national security legislation offers a reminder of just how important it is to get it right the first time. Certainly, the CE's deliberate plan to work through the basics before preparing policy choices for broader consultation may frustrate those who believe they already know what is best for Hong Kong. But constitutional development is a very delicate matter, and we need to ensure that considerable time is given to getting it right and that the community has ample opportunity to consider alternatives and build a consensus. **B**

Anthony Nightingale is Chairman of the Hong Kong General Chamber of Commerce.

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政制發展：複雜的工作展開

身為香港市民，商界不單關注營商環境和投資機會，還關心我們所居住的社會和政府的管治能力。兩個月前，我在商業高峰會上指出，很多人認為現行政制並不健全，過去數年衍生許多問題。因此，我們必須決心檢討政制及考慮作出改變。然而，政制發展顯然是複雜的工作。我們需花上時間研究，才能妥善推行，取得成果。再者，這問題牽涉中央政府和《基本法》，因此加倍複雜，須格外小心處理。

本會去年十一月進行的調查顯示，逾75%回覆問卷的會員認為，政制發展的諮詢應盡早開始。上月，政府在這項工作上踏出第一步，委任三名高官——曾蔭權、梁愛詩和林瑞麟組成專責小組，為重整政治制度奠定基礎。三人各具專長，做事投入，兼且瞭解北京和港人，現由他們掌管這項舉足輕重的任務，至為適合。此外，這工作涉及法律細節和政治敏感問題，必須謹慎處理。

從根本入手

專責小組首要任務之一是仔細研究《基本法》適用部份的正確涵義。第158條和159條最為重要，當中分別規定《基本法》的解釋權和修改均屬於全國人民代表大會常務委員會的權責。

關鍵始終在於政府的素質和效率。去年，我們目睹政府與不滿意其表現人士的衝突加劇。因此，我們評估是否需要改變和甚麼應該改變時，應想想更改政制可否改善問題。

有些人認為，由普選產生的領導，不論是行政長官或立法會，往往貫徹民粹主義政策，如提高公司和富裕人士的稅項或增加社會福利開支。他們還指出，加強民主會趕走投資者，因而損害經濟。有些人卻認為，從發達的民主國家的實際情況來看，這些假設不能成立。

我們亦須想想香港是否已為改變作好準備，若然決定需要改變，還須研究應全速進行抑或循序漸進。雖然眾多民

意調查和本會「商業前景問卷調查」皆反映市民對政府的不滿，但難以肯定的是，透過不同方式選出的領袖能夠解決香港的難題。當然，無論領袖是透過選舉、委任或繼承而產生，九零年代末以來一直困擾香港的經濟問題始終無法避免。

去年7月1日和今年初的遊行皆充分證明，港人完全可在社會的規範下組織和表達意見。這些和平的示威意味港人在政治上相當成熟。雖然一個較具代表性的領導班子或可更快平息危機，但我們決不能說港人在政治方面不成熟。

然而，我們的政治制度尚未成熟。在政黨的發展方面，香港遠遠落後其他生活水平相若的國家和地區。特區的政黨制度發展得不如其人意。

我們若要直選領袖，後者必須向選民提出一套具體的政策方案。在較發達的國家，政黨獲得智囊團支持，學者和業餘政治家有時間深入研究當前問題。在邁向這目標的同時，我們需積極培育這些研究人才。

除制度建立這些主要議題外，我們亦需顧及轉變的範圍。許多人認為，如要更改行政長官的選舉方式，可能須同時改變立法會代表的角色，原因是目前社會對立法會功能和它與行政會議的關係普遍不滿。總之，很多人，包括本會會員，均認為整個管治制度並不健全，或須徹底改革。

去年，本著國家安全而立法所引起的爭論帶來啟示，就是一做就要做對的重要性。現在，行政長官決定先從根本入手，然後才制定政策方案，進行廣泛諮詢。對於自以為早已明白甚麼是最有利於香港的人，這項審慎部署無疑令這些人泄氣。可是，政制發展是非常棘手的事項，我們須確保市民有充裕時間考慮各個方案，繼而達成共識。 **B**



Anthony Nightingale
黎定基

黎定基為香港總商會主席。

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Safeguarding Hong Kong's Business Environment

Following the Policy Address last month, many people started expressing their opinions on the constitutional and economic policies that the Chief Executive spoke on. I, too, expressed my concerns and reflected the business community's views to government, stressing that the business environment must be taken into account before any changes are made to sustain the economic recovery.

Developments under the constitutional review would obviously affect the political and social environment, which in turn would affect the business environment. As such, I agree with the government's position that the constitutional review must be carefully deliberated to ensure it can be carried out smoothly.

The first step

A number of people have criticised the Chief Executive for setting up a task force to consult the Central Government on the constitutional review process. However, I feel this is an important first step that will help minimise possible future disputes and conflicts. The Central Government does have the last word about any changes affecting the election of the Chief Executive and legislators. As such, setting up a task force to clarify key aspects in the Basic Law at the start of the process will facilitate future negotiations.

In my view, the SAR Government could, at the same time, start consultations within the community to get a consensus for the Central Government's consideration later on. I believe such a two-pronged approach would enable the government to strike a balance among various parties. Ideally, the constitutional review should be implemented smoothly with minimal disruption to social and business stability.

Regarding economic initiatives, the Chief Executive was also criticised for the lack of "new ideas" in his Policy Address. Critics argued that the only new measure to come out of the address is a reshuffle of the Financial Secretary's committees into a high-level body to streamline procedures and improve regulation to enhance the business environment.

However, I think that contrary to the usual practice of setting out "big ideas" in the Policy Address, the government this year adopted a more practical approach. The economy has been recovering since the Closer Economic Partnership Arrangement (CEPA) and the Individual Travellers Scheme started. To maintain this momentum, the government should focus on consolidating existing measures rather than initiate new, big ones which may obstruct the momentum.

The Financial Secretary's high-level body is expected to help simplify or remove obstacles that hamper business

operations – something that the business community had been calling for years.

Action needed to reduce the deficit

On the whole, I am satisfied with this year's Policy Address. The only shortcoming is that it lacks a detailed plan for resolving Hong Kong's budget deficit. The goal of safeguarding people's livelihood and giving the community adequate time to recover cannot be used as an excuse to postpone reducing the huge deficit, which already poses a threat to the business environment.

The government recently disclosed that its civil service pension commitments amount to HK\$300 billion, a figure that will continue to grow over time. This obviously cannot go on. The government must unveil a comprehensive report on how it plans to rein in this kind of debt, a move that would ease the public's worries.

I was also shocked to learn that the administration owes HK\$20 billion to civil servants in unused leave. This means that on average, each civil servant has accumulated four months of paid leave under the current leave mechanism which allows leave to be accumulated. Some civil servants might continue to save up their leave and cash it in when they retire. The cash compensation would be calculated on the salary that they earn when they retire.

I strongly object to this policy. In the private sector, employees are generally required to use up or cash in their leave every year. If the government had followed suit, it wouldn't have a HK\$20 billion snowballing bill hanging over its head. I therefore have requested the government to re-examine this policy to avoid increasing its expenditure and wasting businesses and taxpayers' money. It is not too much to ask civil servants to take all their leave every year. For those who can't, they should be paid cash compensation based on their current salary.

These are just some of the cancerous expenses that the government has to eradicate. I believe that ample room exists for cutting expenditure in all government departments and hope that the Financial Secretary will put forward concrete measures and a timetable to ax the huge deficit in his Budget Address in March to safeguard the business environment.

*If you have any comments or proposals on my views, please send them to me directly at, Legislative Council Building, 8 Jackson Road, Central, Hong Kong. Or email me at tpc@jamestien.com. Tel. 2500 1013, Fax 2368 5292. **B***

James Tien is the Legco Representative of the Hong Kong General Chamber of Commerce.

維護營商環境至為重要

施政報告公佈之後，社會各界紛紛就政制、經濟等範疇發表評論，而我對該些議題當然也非常關注，並且從營商環境的角度表達了我們工商界的看法。我希望任何變動都能考慮到對營商環境可能造成的影響，盡量避免窒礙經濟復甦步伐。

本港政制發展牽涉到香港政局和整體社會的穩定，對營商環境無疑有一定影響，所以我同意政府應審慎處理，務求令整個政制檢討過程能夠暢順和平地進行。

展開政檢的第一步

雖然有人不滿特首成立專責小組諮詢中央政府的意見，但我認為這倒是順利開展政檢的一個重要開始，令將來可能出現的爭拗減少。這是因為在改動特首及立法會選舉方法的事宜上，中央肯定有權審批；既然如此，專責小組負責與中央溝通，先釐清涉及《基本法》的一些關鍵問題，是有助日後繼續討論磋商。

然而，我認為特區政府仍可同時開始本港的諮詢工作，並尋求社會共識的方案，供中央考慮。相信這個「雙軌」進行的做法可平衡各方面考慮，令政檢在和諧的情況下進行，減低因政治波動而令營商環境受損的機會。

至於經濟方面，也有人批評報告毫無新意，差不多唯一的新措施就是財政司司長將屬下幾個委員會重組為一個新的高層架構，負責精簡程序和改進規管，以做到促進營商環境的效果。

不過，相比以往逐年提出眾多遠大的新目標，我反覺得今年的做法是成熟、務實的。自去年底落實「更緊密經貿關係安排」和個人遊之後，本港經濟已隨即出現反彈。要保持這個難得的復甦勢頭，政府確宜專注於深化現行措施，不宜再分心搞其他大動作，以免適得其反，妨礙復甦勢頭持續。

回應拆牆鬆綁的訴求

而且財政司司長統合的新架構，可望有一定作用。現行很多法例規管既繁複又嚴苛，給營商者設下了太多障礙。

政府今次成立專門架構，確實回應了我們工商界多年來的訴求。我期望它能為工商業拆牆鬆綁，刪改不必要的規條，令營商環境得以改善。

整份施政報告令我較不滿意的，則是沒有詳細交代減赤計劃。報告的基調是與民休養生息，但絕不能成為對減赤放軟手腳的借口，容讓龐大財赤的威脅影響營商環境。

政府最近便披露了公務員長俸負債高達3,000億港元，而且隨著相關公務員的工作年期增加，負債還會上升。我曾追問此負債何時見頂回落，但政府竟未有估計。我認為政府有必要就此詳細交代，讓市民安心。

此外，政府就公務員尚餘假期負債200億港元，同樣令人驚訝；按此計算，即平均每名公務員累積了四個月假期。此數字如此龐大，原因是現行機制容許公務員累積假期，毋須逐年或升職後清算，直至退休時折現支取，金額便以其離職前的薪金計算。

我批評此做法極不妥當。私人機構員工的假期通常逐年清算，不能將低職級時累積的假期，多年後以高職級薪金計算；假如政府做效此做法，有關開支一定遠低於目前。我已要求政府檢討，嚴限公務員的假期每年結算，或按當年薪酬計算，以免政府開支日增，要工商界

和其他納稅人承擔。

預算案須交代減赤細節

我相信上述例子只是顯示政府冗費的冰山一角，各部門仍有不少節流空間。希望財政司司長在三月發表財政預算案時，會為解決香港當前的嚴峻財赤問題提出更具體的措施和時間表，不能含糊其辭，放軟手腳，任由營商環境受財赤拖累。

如您對本人的意見有任何評論或建議，歡迎直接向本人反映。通訊地址：中環長臣道8號立法會大樓；
電郵：tpc@jamestien.com；電話：2500 1013；傳真：2368 5292。 **B**

田北俊為香港總商會立法會代表。



James Tien 田北俊

Chamber Policy Work Priorities for 2004

Happy Year of the Monkey!! As we enter the new year, in whichever calendar, you may be wondering what is the business plan for the Chamber for the coming year.

Well, our main priorities are the same as what we submitted to the Chief Executive before his Policy Address of January 7.

We will monitor the progress of CEPA implementation and participate in developing more ways for closer economic integration with the Mainland, whether through a new and improved CEPA, or through more measures working with China to enhance Hong Kong's financial services center role, or through Pearl River Delta collaboration. At the same time, we will ensure that Hong Kong keeps its international character, by emphasising English level proficiency, our international connectedness, the need for our education system to look outward, a high standard of public health, our rule of law, freedom of speech, high degree of transparency, etc.

Then we will keep the pressure on the government on coming up with a credible plan to reduce the budget deficit. We are very concerned that there is not a roadmap to get from here to 2008/2009 when the budget is supposed to be balanced. There does not seem to be any effort to cut government expenditures and initiate serious civil service reform. And there does not seem to be any effort to start broadening the tax base, both for revenue and for socio-

economic-political reasons. Our members can be assured that we will keep the pressure on the government and explain to the community why tough decisions have to be made.

Finally, since the whole society is concerned about constitutional development, we businessmen and women who live and work here are concerned also. The Chairman's message in this magazine this month lays out the current Chamber position that we are glad the process has started, but alerts the community that this is a long and complex process that requires patience and comprehensive considerations. We are open-minded now about the outcome, but our views will become more specific as we seek our members' views at key times in this process. And we will be reflecting that to the government not only this year, but for as long as the consultation process lasts.

These are the top policy priorities, but there are many items in our work plan that would benefit members individually. Please attend our programmes, join our missions, and call us anytime you have a business problem. We hope 2004 will be a good year for you, after a turbulent 2003. Finally, I hope you have already joined the many of you who have renewed your membership for 2004. **B**



Dr Eden Woon 翁以登博士

Dr Eden Woon is CEO of the Hong Kong General Chamber of Commerce.

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2004 年政策工作重點

首先恭祝大家猴年大吉! 每逢新一年伊始, 您也許想知道本會來年的營運大計。本會今年的重點工作, 與我們就 1 月 7 日行政長官發表施政報告所提交的意見書大致相同。

我們將會監察「更緊密經貿關係安排」的實施進度和設法鞏固香港與中國的經濟融合, 不論是通過充實和更新「安排」內容, 與中國合作提升香港的金融服務中心角色, 或透過珠江三角洲的協作。同時, 我們將確保香港保持其國際特色, 關鍵在於提高英語水平, 加強與國際間的聯繫, 給香港教育制度注入新意念, 貫徹嚴格的公共衛生標準, 重視法治、言論自由和高透明度等。

此外, 我們會繼續催促政府訂出一套切實可行的減赤方案。我們深感憂慮的是, 政府雖希望於 2008/09 年度達至收支平衡, 但現在仍未落實有關方法。政府看來不會大力節省政府開支和推行徹底的公務員體制改革, 亦不會基於收入、社會、經濟和政治理由著手擴闊稅基。然而, 我們

向會員保證, 本會將繼續向政府施壓, 並向市民解釋為何必須決斷行動。

整個社會皆關注政制發展, 在這裡居住和工作的商界亦然。本會主席在今期《工商月刊》「主席序言」中表明本會當前立場, 就是我們很高興諮詢已經展開, 但同時提醒市民, 這是一項長遠和複雜的工作, 需要耐性和周詳考慮。我們對諮詢工作所得結果持開放態度, 但是會在諮詢的重要階段徵求會員意見, 繼而提出更具體的看法。我們亦會不繼向政府反映有關建議, 直至諮詢完成。

除上述首要的政策工作外, 我們已計劃舉辦多個項目, 務求令各會員得益。請踴躍參加本會活動和訪問團, 如營商上遇到疑難, 歡迎隨時聯絡我們。經歷動盪的 2003 年後, 我們盼望 2004 年大家萬事如意。最後, 大部分會員已延續其 2004 年會籍, 如您仍未續會, 希望您馬上行動。 **B**

翁以登博士為香港總商會總裁。

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Hong Kong: The Trilingual City?

Language skills have never been as important for Hong Kong's development as today, writes **ANTHONY BEHAN**

Hong Kong needs to become a trilingual city where the majority of its citizens are fluent in English, Putonghua and Cantonese if it hopes to compete and integrate successfully with the emergent Chinese economy.

The two most widely spoken languages in the world today are English and Putonghua (Mandarin). There are 1.3 billion speakers of English and also 1.3 billion speakers of Putonghua. The major difference between the two languages is that English is an international language and Putonghua at the moment is largely confined to the Mainland and Taiwan. However with China's growing economic power on the world stage, Putonghua is increasingly taking on a global significance. Learning Putonghua is fast becoming the latest craze on American and European university campuses. By way of comparison, Cantonese has only 80 million speakers, largely in Guangdong Province.

In order for Hong Kong to become Asia's "World City" and remain China's major international financial centre, two major problems need to be addressed.

In the Chamber's recent Business Prospects Survey 76.2 percent of respondents said they were dissatisfied with the standard of English language skills in the territory, while 77.2 percent of businesses polled said they were not satisfied by the level of Putonghua.

Low Standard of Putonghua in Hong Kong

Michael Tien Puk-sun, Chairman of the Standing Committee on Language Education and Research (SCOLAR) said recently that Hong Kong had become very Cantonese driven since the 1980s due to the popularity of Canto-pop and Canto-films. This has had a major impact on young people in Hong Kong, who nowadays seem less interested in learning English. However, it also seems that young people are not too interested in learning their national language – Putonghua.

In Hong Kong, it is estimated that only 30 percent of people have any working knowledge of Putonghua. With Hong Kong's economy now linked inextricably to the Pearl River Delta (PRD) and in competition with the Yangtze River Delta (YRD), the need for Hong Kong's business people and workers to speak Putonghua has become much more important. A large number of Hong Kong-based companies are increasingly using Hong Kong as a springboard to get into business in China, particularly in Shanghai. Hence the need for all levels of staff to be competent in Putonghua.

But doesn't everyone speak Cantonese in the Pearl River Delta? Though the first language of everyone born in the PRD is Cantonese, the language of government, business and education is Putonghua. In addition there are large numbers of people from other parts of China living in Guangdong. In 1982 Shenzhen had a population of 30,000; in 2002 the population had risen to 4.69 million, of whom 3.37 million (71 percent) have temporary resident permits. These people come from all over China. In Guangzhou, a city of 9.94 million, 2.91 million people (29 percent) also have temporary resident permits. The lingua franca for most of these people is Putonghua.

Tourism and Putonghua

The Hong Kong tourist economy is now heavily dependent upon visitors from the Mainland. Mainland tourists' total spending in Hong Kong increased 32 percent to HK\$30 billion in 2002. This figure is based on the 6.8 million Mainland visitors who arrived in Hong Kong last year, with each spending an average of about HK\$5,000. From January to October last year alone, 6.5 million Mainland tourists visited Hong Kong. Mainland arrivals – Mainland tourists account for about 41 percent of total arrivals with Taiwan visitors representing about 15 percent. Another 13,000 additional hotel rooms need to be built by 2006 when the Disneyland theme park, which will rely heavily on Mainland tourists, opens on Lantau.

It would seem obvious that if the Hong Kong economy is going to rely more heavily on Mainland tourists, the Putonghua skills of at least people in the front-line of the tourist industry, e.g. the travel agents, tour guides, hotel staff and retailers, need rapid improvement.

Low Standard of English

Whether or not the standard of English has declined in Hong Kong is an academic issue. From a business point of view, it is

clear that the supply of competent English speakers is not meeting the demand. More international companies are setting up offices in Hong Kong either as their regional headquarters or as a stepping-stone to opening in China. In general, foreign companies are much more optimistic about the business environment in the year ahead. However, low English standards weigh heavily on the minds of executives.

In the Chamber's recent Business Prospects Survey unveiled in December 2003, respondents predict overall business conditions in 2004 will be satisfactory to very good and continue to gain momentum in 2005. However, 40.9 percent expect Hong Kong's level of competitiveness to decline over the next three to five years, with languages being one of the main stumbling blocks. A total of 76.2 percent of respondents said they were dissatisfied with the standard of English language skills in the territory, while 77.2 percent of businesses polled said they were not satisfied by the level of Putonghua. Clearly there is plenty of work to be done in the field of English and Putonghua language training.

What's happening in China?

Learning English has become the latest craze! Of China's population of 1.3 billion people it is conservatively estimated that 300 million people are learning English. The largest group of learners is young people. Some 630 million people (half the population) are under 24 years old. Two years ago the Chinese Ministry of Education lowered the age at which children began to learn English from the third year of elementary school to the first year (ages 6-7).

With Beijing selected as the venue for the 2008 Olympics and China set for globalised trade through its World Trade Organisation membership, the city is now gripped by an officially sponsored craze for learning English. The goal is to produce 400,000 fluent English speakers among the city's 13 million residents by the time of the games, as well as a helpful ability among many more.

By 2008 five million Beijingers will have learned English to varying levels of competence. An estimated 3.12 million Beijing residents already speak some English, and 6,000 police officers will be required to have an intermediate level of written and spoken English by 2008.

China's former Premier, Zhu Rong-ji, told staff at his alma mater, Tsinghua University in Beijing, to use English as the medium of instruction on all business related courses at the university.

The government and private employers are encouraging staff to learn English, often giving time off work and paying for tuition. The result is a boom in private language schools, ranging from expensive courses for business executives costing as much as 30,000 yuan for one year's intensive tuition, to bucket-shop conversation classes costing a few hundred yuan a term.

The city government says about 2,000 foreigners are registered as resident language teachers, but several hundred more are thought to be teaching English in violation of their tourist visas.

Even the Lamas at the Punin Temple of Tibetan Buddhism in the rural areas of Chengde City in Hebei Province are learning English to cope with the 50,000 English-speaking tourists who visit the temple each year. In Guangzhou, the Guangzhou

Personnel Bureau has decreed that city officials aged 45 and under are now required to learn basic English. The city hopes the initiative will raise the standards of its employees' English, allowing them to conduct basic exchanges and participate in foreign affairs work.

Futursted Asia Pacific President Rubin Sears said recently, "I can recruit better English-speaking high school graduates in Shanghai more cheaply and more quickly than I can in Hong Kong. English is necessary for people working in technology and e-commerce, which are sectors Hong Kong needs to develop. In the Mainland there has been a strong emphasis on proficiency in English in recent years. People are learning English so fast it would make your head spin."

Additionally, in Shanghai there is the "Starbucks Factor," with Shanghai's youth crowded into Starbucks and other similar venues to practise English. A foreigner sitting in a coffee shop and peacefully reading a newspaper in Shanghai will invariably be descended upon by a group of young people for a free English lesson. Those tourists who speak American English have a particularly high popularity rating. This type of initiative to practise English is almost unheard of in Hong Kong.

What is happening in Hong Kong?

The Hong Kong Federation of Education Workers, a pro-Beijing group was the first representative body invited by the then newly appointed Secretary for Education and Manpower Arthur Li Kwok-Cheung to give its views on educational issues in August 2002. The head of the group said, "People must stop seeing mother tongue education teaching as inferior and the government could start a change of attitude by converting elite English-medium schools to Chinese language. Mother-tongue teaching should be introduced in all schools." The mother tongue referred to is Cantonese not Putonghua and no mention is made of how to improve levels of English.

In conclusion Hong Kong needs to improve its Putonghua and English Language skills in the near future. A high degree of competence in English was perceived for many years as one of Hong Kong's major strengths. If steps are not taken to produce more competent speakers of the language, we will lose this advantage to China.

Hong Kong needs to improve its Putonghua language skills to:

1. help with integration into the Mainland economy;
2. establish closer ties with Mainland government officials;
3. be perceived as part of China's rapid economical growth by the outside world; and,
4. deal effectively with the increasing number of Mainland tourists visiting Hong Kong.

Hong Kong needs to be a trilingual society with a high standard of English and Putonghua in addition to the local vernacular if it wants to be the financial centre for Greater China and Asia's "World City." **B**

Anthony Behan is the Managing Director of The Communication Group Ltd., which specialises in providing corporate language training courses. He can be reached at tcgroup@netvigator.com.

香港是三語城市？

對於香港的發展，語文技巧所起的作用空前重大 柏偉恒

香港如想一面與日漸興旺的中國經濟互爭長短，一面與之圓滿融合，就必須晉身三語城市，大多數市民都要講得一口流利的英語、普通話和粵語。

當今世上最普及的兩種語言是英語和普通話（國語），說英語的人有13億，說普通話的人數量相若。兩者的最大差異是，英語為國際語言，通行寰宇，普通話則還大多用於中國內地和台灣。然而，隨著中國對世界經濟的影響力不斷增強，普通話地位日顯；學習這種語言的熱潮已在歐美大學迅速捲起。相比之下，說粵語的人不過8,000萬，且大都集中於廣東省。

因此，香港要在躍居亞洲「國際都會」的同時，保持其作為中國主要國際金融中心的角色，務須努力解決兩大難題。

普通話水平低

語文教育及研究常務委員會主席田北辰早前表示，由於八十年代廣東話歌曲和電影風靡香港，廣東話自此便成為港人的主要語言。這對年輕一代的影響深遠，致使他們似乎不大熱衷於學習英語。可是，年青人對學習祖國語言普通話的興趣，亦不見得濃厚。

在香港總商會近期進行的「商業前景問卷調查」中，有76.2%回覆問卷的企業對香港的英語水平不滿，而對普通話水平不滿的有77.2%。

香港大致上只有三成市民懂得講普通話，水準參差。由於香港經濟與珠三角唇齒相依，加上要與長三角競爭，懂得講普通話對本港商人和工人來說，無疑日益重要。大部分以香港為基地的公司愈趨以香港作為跳板，進軍中國市場，尤其是上海。可見，本地上班一族，不管職級，均需具備良好的普通話溝通能力。

究竟珠三角內是否人人皆操普通話呢？雖然區內出生的人自出娘胎便說粵語，但政府、商業、教育等方面所用語言卻是普通話；況且，廣東省亦住上了很多來自國內其他地區的人。1982年，深圳有人口三萬，到了2002年，數字暴升至469萬，其中337萬人（71%）擁有臨時居留證，從國內不同地方遷來。至於廣州，人口994萬，持有臨時居留證的佔了其中291萬（29%）。這些人之中大多操普通話。

旅遊與普通話

目前，香港旅遊業極為依賴內地遊客，2002年內地遊客在本港消費總額上升32%，達到300億港元。此數字乃以去年內地來港旅客680萬人次為基準，並假設人均在港消費額為5,000港元。單看去年一至十月，內地來港旅客人次便達650萬。內地旅客佔各地來港旅客總人次大約41%，台灣旅客則佔15%左右。定於2006年落成的大嶼山迪士尼主題公園亦以內地遊客為首要客源，所以香港需於該年前增設13,000間酒店客房，以數需求。

顯而易見，香港經濟將愈益依賴內地遊客，最低限度上旅遊業的前線員工，例如旅行社職員、導遊、酒店員工和零售商，都要急急進修普通話。

英語水平低

英語水平有否低落，是學術問題，但從商業角度看，能講良好英語的人委實不多，未能滿足需求。越來越多國際機構在港設立辦事處，或作為區域總部，或作為打開中國市場的踏腳石。基本上，外國公司對來年營商前景已增添不少信心，樂觀得多。不過，對於行政人員，英語水平不足始終是一大障礙。

香港總商會2003年12月發表的「商業前景問卷調查」結果顯示，受訪者普遍預期2004年整體商業環境轉強，而這勢頭會延續到2005年。不過，有40.9%受訪者預測本港競爭力將於未來三至五年逐漸減退，主因之一是語文水平滑落。對本地英語和普通話能力不滿的受訪企業，分別為總數的76.2%和77.2%，反映出這兩種語文的培訓必須大大加強。

國內狀況

學習英語在國內蔚為時尚，保守估計，中國13億人民中正在學英語的有三億，以青年人佔大多數。中國6.3億名國民（總人口一半）在24歲以下。兩年前，中國教育部把兒童開始學習英語的年齡降低，從原先小學三年級開始學英語，提早到一年級（六至七歲）。

北京獲選為2008年奧運主辦城市，連帶中國入世後對外貿易日趨頻繁，該市政府正在大力推動英語學習，目標是在奧運會舉行時，全市1,300萬人口中要有40萬能說流利英語，其餘眾多市民的英語也得達致一定水平。

2008年時，將有500萬名北京市民達至不同的英語程度。據估計，能講一點英語的北京市民現有312萬人，而於2008年



前，市內6,000名公安人員的英語講、寫能力均須達到中級。

中國前總理朱鎔基在母校清華大學演說時，囑咐職員要用英語來教授所有關於商業的學科。

政府和私營機構僱主也激勵員工學習英語，為此而給予假期和贊助學費，誠屬平常。結果引致私人語言學校像雨後春筍般湧現，爭相舉辦形形色色的課程，貴至30,000元人民幣一年的密集式行政人員課程，廉至數百元人民幣一個學期的劣質英語班都有。

北京市政府表示，已有約2,000名外籍人士在當地註冊為語文導師，但估計另有數百名外籍人甘願違反旅行簽證規定，擅自在當地任教。

甚至在河北省承德市郊區某西藏佛教寺廟的喇嘛，也在學英語以期招待每年參觀該寺的50,000名英語旅客。此外，廣州人事局已頒令該市年屆45歲或以下官員要學習基本英語，藉此提升市政府僱員的英語水平，使他們能用英語溝通，進而參與對外事務。

Futursted亞太總裁Rubin Sears近日表示：「比對在香港，我在上海能更快地聘請到英語較佳的大學畢業生，而所需支付的工資亦較少。香港需要發展科技和網上商貿，這兩個行業的僱員均須學好英語。內地近年著重英語，人們學習英語的進展，快得令人眼花目眩。」

上海則出現「Starbucks效應」：一大群年青人湧往Starbucks或類似場所練習英語會話。在這類咖啡店安然讀著報章的外籍人，往往會給一團年輕人圍著，要求免費指點英文。說美式英語的遊客更格外受歡迎。這股練習英語的熱情，在香港聞所未聞。

香港狀況又如何？

親中組織香港教育工作者聯會是個業界代表團體在教育統籌局局長李國章上任初期，即2002年8月，獲李氏邀請發表對教育事務的意見。該會會長指出：「市民不應視母語教育為次等，政府亦應帶頭改變風氣，要求精英英語院校改用中文教學，並在全港學校推行母語教育。」他所指的母語是粵語，而非普通話，同時他也沒有提及怎樣提高英語水準。

總之，香港須著力改善普通話和英語技巧。良好英語長久以來視作香港優勢之一，如不採取行動培育更多能說優良英語的人才，我們便會在這方面遜於中國。

香港提升普通話技巧的目的在於：

1. 便於與內地經濟融合；
2. 強化與內地政府官員的聯繫；
3. 獲外界視為中國快速增長經濟的一部分；及
4. 滿足與日俱增內地來港旅客的需求。

總結一句，香港若要躋身大中華區金融中心和亞洲「國際都會」，實須成為一個三語城市，不僅粵語要好，英語和普通話更要好。

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語言學習：對個人前途的投資

香港銳意晉身亞洲國際都會，並且轉型為知識經濟，語言課程需求因而大增 Christian Chasset

在香港這亞洲國際都會，能操兩種甚至更多語言的重要作用，廣為人所知。由於我們每天都得與本地或海外客戶、商業夥伴和其他國籍的人士準確溝通，因此懂得說外語，不僅是必備條件，更是對個人前途的投資。

過去廿年來，香港學習語言的風氣極盛，在在突顯學習和增進個人語言技巧的需求。

有志學習多一種語言或改善目前技巧的人士大多選學英語或國語，其次是法語和日語。在歐洲語言中，法語的受歡迎程度僅次於英語。

有趣的是，1985年成立的Hong Kong Institute of Languages發現，港人往往選學流行的語言。在八十年代，港人對歐語和日語的需求殷切，及至九十年代，本地人和西方人紛紛開始學習國語，在香港回歸前數年，這種潮流盛極一時。現在，本地人和西方人對國語的需求仍巨，尤其是一些正從事或希望投身中國商務的人士。然而，英語始終是香港人最熱衷學習的語言。

經濟狀況亦會左右人們學習語言的態度，經濟不景氣時，人力資源經理通常會削減培訓方面的財政預算，不少藉培訓來挽留員工或以培訓費用作為獎金的公司，近年都把有關開支縮減到僅能滿足公司基本需求的水平。

不過，經濟低迷之時，本地人對語言課程的需求卻有增無減，目的在於學習多一種語言或改善目前技巧，從而幫助他們渡過難關。

說英語的外籍人士很幸運，因為英語依然是香港的官方語言之一，他們可與大多數本地人溝通，亦可看到本地英語報章和電視節目。顯然，當前環境不鼓勵他們學粵語，他們在日本也許會學日語，而在英語不大通行的中國，則可能會學國語。

在香港的外國人大多首選學習國語，而非粵語，原因是他們認為前者較易學，亦對將來較有用。不過，縱使國語是最普遍的選擇，有些西方人已經明白，如他們沒有打算在可預見未來往中國內地旅遊，還是學點基本粵語較為明智。

不少人純粹把語言學習視為娛樂，樂於學講多一種語言，也渴望深入認識有關國家、其民族和文化。

今天，我們可用以改善語言技巧的機會和計劃確有很多，而且政府亦通過外籍英語教師計劃、職業英語運動、中小型企業培訓基金、持續進修基金等，鼓勵市民進修語文。

學習外語不應旨在豐富個人履歷，或求考試成功。正確目標應是擴闊視野，增加對世界的瞭解。港人渴望從事國際商貿，亦認識到國語和英語的重要地位，所以語言行業必會持續興旺。

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Language Learning: An Investment in Your Future

Hong Kong's drive to become Asia's World City, coupled with the territory's transformation into a knowledge-based economy, has lifted demand for language classes, writes **CHRISTIAN CHASSET**

In Hong Kong, Asia's World City, everyone knows the importance of speaking a second or third language, or even more. Every day, we have to communicate effectively and accurately with clients, business partners and other people of various nationalities, both at home and abroad. As such, being able to speak more than just our mother tongue has not only become a necessity, it is now viewed as an investment in our future.

Over the past 20 years, interest in learning languages in Hong Kong has skyrocketed. This clearly demonstrates that the need and desire to learn and improve one's language skills is very much alive in Hong Kong.

Many people who decide to learn a new language or improve their existing skills choose to study English or Mandarin. French and Japanese are popular third languages, with French being the most popular European language after English.

Interestingly, Hong Kong Institute of Languages, which was established in 1985, has found that just what language people choose to learn in Hong Kong often depends on what is in vogue. In the eighties, demand for European languages and Japanese was high. In the nineties, locals and Westerners started to learn Mandarin, with a huge surge in the years just before the handover. Currently, demand for Mandarin remains strong amongst both locals and Westerners, especially for those engaged in, or looking to do, business in China. Yet English continues to be the most popular language that people in Hong Kong want to study.

The state of the economy also influences people's attitudes towards language learning. When the economy is weak, human resources managers often have their training budget cut. So what was, for many corporations, once part of the employee retention programme, or simply as a bonus, in recent years has been limited to the essential needs of the company.

On the other hand, when the economy is down, individual enrolments in language schools often rise, as locals strive to better equip themselves with new or improved language skills to help see them through hard times.

語言學習竅訣

1. 物色合資格的教師，核實其資格和相關文件
2. 選擇小班上課，以多練習會話
3. 每週上課兩次，如上課一次，時間相隔過久，容易忘記所學
4. 持之以恆，切忌半途而廢
5. 不要害羞，盡量在上課時多講、多參與
6. 直接用目標語言思考，不可翻譯
7. 課堂之間騰出時間複習
8. 在課堂以外找機會練習
9. 看電視、錄像，或聽電台、錄音帶
10. 遊覽有關國家，實踐所學

LANGUAGE LEARNING TIPS

1. Find a qualified teacher – check qualifications and references
2. Choose a small class size – you will have more opportunities to speak
3. Take lessons twice a week – you will forget less from one lesson to the next
4. Don't start and stop, start and stop – keep your classes consistent
5. Don't be shy – speak and participate as much as possible in class
6. Think directly in the target language, do not translate
7. Find some time to revise what you have learnt between classes
8. Find opportunities to practise outside class
9. Watch TV and videos, or listen to the radio and cassettes
10. Take a trip to the country to put all that you have learnt in to practice

English-speaking expatriates are fortunate that English remains one of the official languages of Hong Kong. They can be easily understood by most locals, and have access to local English language newspapers and TV. Obviously, the environment does not encourage them to learn Cantonese, as they might learn Japanese if in Japan, or Mandarin in China, where English is not so prevalent.

As a result, Mandarin, not Cantonese, is often the first language that foreigners in Hong Kong take up. It is considered by many to be easier to learn than Cantonese and more useful for the future. Although Mandarin is the most popular choice, some Westerners now realise that if their foreseeable future does not include travel to the Mainland, it is probably wiser to gain a basic understanding of Cantonese.

Many people, however, take language lessons for pure pleasure. They enjoy not only learning to speak another language, but also discovering more about the country, its people, and their culture.

Today, there have never been so many opportunities or incentives to improve one's language skills. The government is also encouraging people to upgrade their language skills with the implementation of the NET scheme, the Workplace English Campaign, the SME Training Fund and the Continuing Education Fund.

Learning a foreign language is more than just another line on a resume, or success in an examination. It enhances our understanding of the world we live in. With Hong Kong people's drive to do business internationally, and their recognition of the importance of Mandarin and English, the language industry will certainly continue to flourish for many years to come. **B**

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Bigger is Better

New research reveals that multinational companies have higher English standards than local companies, yet multinationals continue to invest more on language development. As **GERRY BALL** writes, this is a problem that Hong Kong needs to solve

Few people would deny that good communication skills in English are essential for business, and as Hong Kong becomes ever more a service economy to the outside world, English has become arguably more important today than at any time in its history. Research undertaken by Mind Your Language Limited (MYL), which provides English editing services to over 120 multinational companies, has found that medium-sized Hong Kong companies lose up to HK\$1.5 million every year in opportunity costs due to poor English. For large multinationals this figure rises to a staggering HK\$2.7 million a year.

This being the case, why doesn't every CEO insist on improving the English language skills of his/her staff?

The answer lies in the fact that most managers are more focused on revenue generation than stepping back to ask themselves what skills or solutions are necessary to help the organisation reduce opportunity costs, which in turn develop higher gross profit margins.

As part of MYL's research into the cost of poor English, the company looked at certain sectors of the Hong Kong market to

see which companies possessed the best written communication skills. The results ranked companies from "very poor" to "very good" depending on random samples of their externally published English material. The research looked at four key areas of English writing: expression, punctuation, grammar and vocabulary.

In the telecoms industry for example, MYL found that written English was "poor to very poor" at 80 percent of telecom providers. The research analysed 16 telecom companies' written English that appeared on company Web sites and standard literature. The language areas most in need of improvement were grammar and expression. Only half of the companies surveyed were able to write grammatically correct English and a mere 31 percent were able to express themselves clearly. The findings reconfirm that English standards in Hong Kong are way below par for an international service centre.

"The main problem that I found was that writers are trying to be too clever," John Polley, MYL's Chief English Editor who helped compile the research says. "They need to be able to express themselves simply and clearly, but often they over complicate the most simple of statements."

規模愈大 英語愈佳

新近研究發現，從英語水準上看，跨國公司雖已較本地公司優勝，但依然落力投資於語文發展。**Gerry Ball**認為，這個問題值得香港正視

良好英語溝通技巧對商業舉足輕重，這句話相信只會有極少數人否定。隨著香港逐漸發展為服務型經濟，面向世界，英語在香港的地位無疑空前重要。

Mind Your Language (MYL) 公司為 120 多間跨國機構提供英文繕寫服務，其一項研究發現，中型香港公司每年因英語欠佳而耗損的機會成本總計 150 萬港元。至於大型跨國公司，每年所損失的機會成本更高達 270 萬港元。

若然如此，為何有些行政總裁還不著意改善屬下員工的英語技巧？

事實上，大多數公司經理皆看重增加收入，因此少會撫心自問，哪些技能或解決方案可助公司減省機會成本，繼而提高溢利幅度。

MYL 旨在研究英語拙劣帶來的代價，方法是看看香港若

干行業的經營者中，哪些的英語書寫能力較佳。MYL 隨機選出一些公司向發佈的英文刊物，依據當中英文的表達、標點運用、語法和詞彙來評定級數，級數介乎「極差」至「極佳」。

以電訊業為例，MYL 發現 80% 電訊供應商所寫英語為「差至極差」。該項研究分析了 16 家電訊公司在公司網站和一般文件的英語水平，發現它們最需要改善的是語法和表達技巧。只有半數研究對象的英文語法正確，亦僅有 31% 能清晰表達。研究結果再次為香港英文水準不足以支持其作為國際服務中心這一說法，提供憑證。

協助編纂研究報告的 MYL 首席英文編輯 John Polley 表示：「最大問題在於作者往往弄巧反拙，經常把簡單的複雜化，他們其實最需要簡單清晰地表達所想。」



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THE ASIAN WALL STREET JOURNAL

Poor English = poor performance

But how does poor English effect company performance? The research was conclusive in finding that companies with larger market capitalizations have the best English communication skills, along with higher gross profit margins. This is not just true of the telecoms sector. MYL's research found that this was also true of the banking sector too, another high profile casualty of poor English ability. Three in every four banks were found to be communicating in "poor to very poor" English. The research found that the larger the company and the stronger the brand, the more attention was paid to protecting the brand.

Smaller Chinese banks argued that they had few English speaking customers, therefore English was not important. This may be true, but can this philosophy help increase a company's English speaking customer base, or allow the company to broaden its international appeal? Would you invest in a company where they openly admit English is not important? From the outset, a company with this philosophy is drastically limiting the appeal of its products and services to the global marketplace.

Another aspect often over-looked is that overseas institutional shareholders rarely read Chinese! Therefore a Web site and an annual report written in good, snappy English can make even the most sluggish company look interesting. Poorly written English can be a big turn off to an institutional stock market investor.

Solving the problem?

For companies that doubt the value of providing English training to their entire staff, one option is to outsource all English communication to editors. This is something that insurance company Manulife has done to very good effect. Research that MYL undertook on Manulife's

英語差 = 表現差

英語拙劣會對公司表現產生甚麼影響? 研究結果歸納出一個現象, 就是市值愈大的公司, 其英語溝通能力愈好, 溢利率亦愈高。這現象不是電訊業所獨有。MYL的研究發現, 銀行業的英語能力之低, 與電訊業相若。每四家銀行中便有三家的英語溝通能力屬於「差至極差」。研究發現公司規模愈大, 其品牌愈響, 它便愈著意保護其品牌。

小型華資銀行反駁它們的英語顧客不多, 所以英語不大重要。這想法或許正確, 但它能助公司擴大英語顧客群嗎? 公司又能否藉之提高在國際市場的知名度? 一間公開表明英語不甚重要的公司, 您會否放心投資? 這樣的營商之道, 必定大大限制產品和服務在國際市場的發展。

人們亦慣常忽略另一事實 — 海外的機構股東甚少懂得漢語。可見, 即使是一個網站或一本年報, 只要它的英文良好、表達明快, 就能使一間前景黯淡的公司看來值得投資。英語差劣, 哪怕只會嚇走股市裡的機構投資者!

解救之道

有些公司不大肯定為員工提供英語培訓的價值, 對它們來說, 解決英語問題的方法之一, 是外判所有英文文書工作予外間編輯代勞。保險公司宏利在這方面取得良好效

果。MYL代宏利進行的研究發現, 該公司內有過多高級職員要花時間「修繕」同事的英文, 致使公司每年耗費 250 萬港元的生產力。要化解這難題, MYL 為宏利提供一套周全的英文繕稿外判方案, 免除了宏利員工的一切有關工作。

有些公司需要一套培訓計劃, 而不是短暫的解決方案。它們用於提升英語技巧的投資無須很大, 但所得回報已等同甚至超越所花費用。

政府的「職業英語運動」是香港目前唯一能幫僱主改進僱員英語技巧的資助計劃, 給予僱主的資助金額最高可達培訓和考試費用的一半。有趣的是, 2003 年 MYL 代為提出的資助申請中, 有 90% 來自跨國公司, 而來自本地僱主和中型公司 (最需要培訓) 的僅佔一成。

若公司高層洞悉良好英語能令顧客增多, 毛利率提升, 公司更具價值, 也許本地公司應更落力培訓其最寶貴的資產 — 員工。

只有在他們洞悉真理之後, 才可說真正能與國際對手一較高下, 爭奪客戶和投資者。

Gerry Ball is founder and CEO of Mind Your Language Limited. He can be reached at gerryball@myl.com.hk.

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Gerry Ball 為 Mind Your Language Limited 創辦人兼行政總裁, 電郵: gerryball@myl.com.hk。

The Chamber's New Race Box Gets You Closer to the Action



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Sat	24 Jan	Sat	28 Feb
MARCH		APRIL	
Sun	7 Mar	Sat	3 Apr
Sat	13 Mar	Sun	11 Apr
Sun	21 Mar	*Wed	14 Apr
*Wed	24 Mar	Sun	25 Apr
Sat	27 Mar	*Wed	28 Apr
MAY		JUNE	
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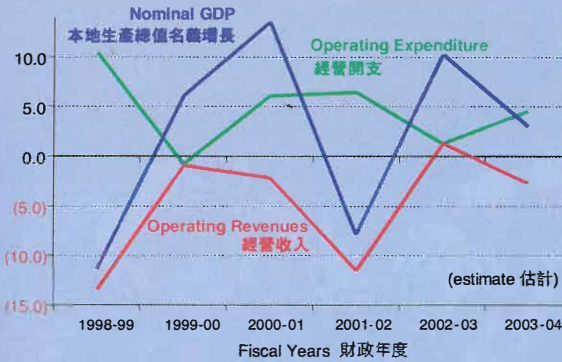
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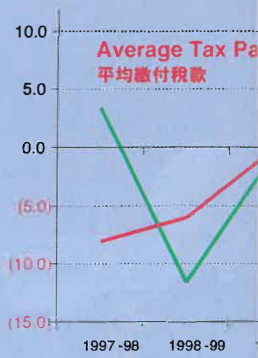


Economic Growth and the Budget
(Percent Change, Fiscal Years)
經濟增長和預算 (百分比變動·按財政年度計)



(1)

The Narrowing Tax Base
薪俸稅稅基不斷



Fading Hope for Fiscal Responsibility

The HKSAR Government is facing its sixth straight – and largest – budget deficit, writes **DAVID O'REAR**

The government's formula for rebalancing the budget is a three-legged stool: increase revenue, help the economy and cut spending. In recent months, however, there seems to be an increased emphasis on economic growth as the main pillar of support, followed by increased revenues. The largely unspoken assumption is that this is now a two-legged stool – that spending cuts are ill-advised at this time – and that is dangerous.

Certainly, given enough growth and only a very mild glance at expenditures, the budget would eventually balance. However, the pattern of the recent past suggests that the assumed 3.5 percent per year economic growth will be insufficient to bring revenues up to the level of expenditures.

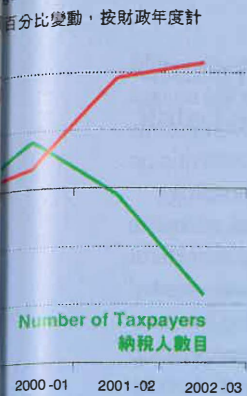
The first graph shows that even double-digit economic growth (in nominal terms) failed to increase fiscal revenues. Moreover, it also illustrates how spending continued to grow as revenues shrank. Comments from the Chief Executive and Financial Secretary suggest that there is little likelihood of any significant action to rebalance the budget this year, and perhaps not next year either.

The revenue side is just about tapped out. The extremely narrow tax base cannot sustain further tax increases without losing taxpayers to other business centers. As shown in the second graph, the salaries tax base – the number of people actually paying tax – has been narrowing for some time, declining 9.2 percent in the 2002-03 fiscal year. In 1997-98, some 20.5 percent of the population paid some salaries tax; last year, it was just 16.2 percent. Moreover, the average tax paid has increased, by 9.5 percent in 2001-02 and a further 10.8 percent in 2002-03.

When times are good, revenue collection rises. Companies earn higher profits and employees get raises and bonuses. Over the past several years, of course, the reverse has been true, and so in 2002-03 the combined profits and salaries tax revenue dropped 8.5 percent. Add the suspension of land sales and generally poor equities market, and total income has come down sharply. Three years ago, revenues averaged HK\$14.4 billion a month, but in the first eight months of the last two (2002-03 and 2003-04) fiscal years, monthly revenues averaged just HK\$10.8 billion.

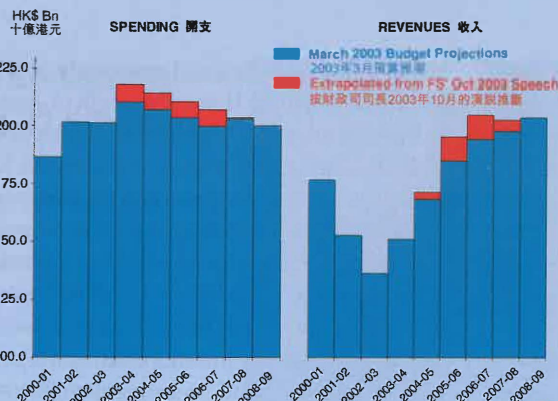


Salaries Tax Base
按財政年度計



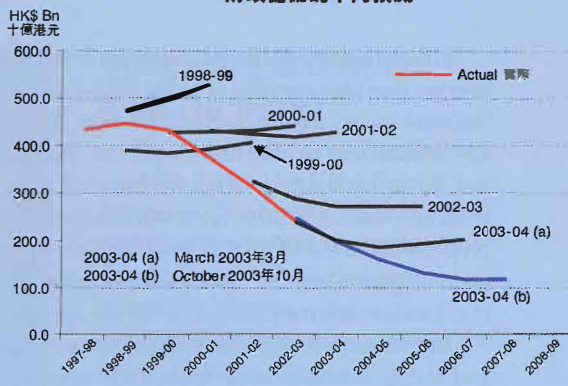
(2)

Mr Tang's Plan 唐司長方案



(3)

Various Forecasts for Fiscal Reserves
財政儲備的不同預測



(4)

財政責任愈難承擔

香港特區政府連續六年面臨龐大財赤 歐大衛

政府強調會三管齊下去恢復財政平衡：增加收入，振興經濟及節省開支。然而，從近數月來看，政府似乎愈益倚賴經濟增長來改善財赤，其次是開源，節流卻鮮有提及。此舉並不明智，而且潛在危機。

當然，如果經濟保持足夠增長，並只從表面看看開支，預算最終或可平衡。不過，近年經濟狀況顯示，每年3.5%的預期經濟增長將不足以達到收支平衡。

圖一顯示，即使經濟錄得雙位數字增長(名義上)，也未能增加財政收入，同時反映開支續增，收入卻日減。行政長官和財政司司長皆暗示，今年政府並無平衡預算的具體措施，看來明年亦然。

收入也幾乎耗盡。香港稅基非常狹窄，若進一步加稅，納稅人必會流向其他商業都會。圖二顯示，薪俸稅稅基已持續收窄一段時間，2002/03財政年度繳納薪俸稅的人數下降了9.2%。1997/98年度，只有20.5%人口繳付薪俸稅，而去年只有16.2%。再者，每人平均繳付的稅款亦增加，2001/02年增加了9.5%，2002/03年再增10.8%。

經濟好景時，稅收便上升，因為企業可賺取更高盈利，僱員繼而獲得加薪和花紅。無疑，過去幾年本港經濟表現不佳，因此，2002/03年度合計利得稅和薪俸稅收入下跌8.5%。加上政府暫停賣地和股市普遍表現差勁，總收入銳減。三年前，每月平均收入為144億港元，但在最近兩個財政年度(2002/03和2003/04)首八個月，每月平均收入僅為108億港元。

香港回歸後兩年，政府的龐大財政儲備每年帶來近400億港元收益，後者直接撥歸經營收入。今天，由於利率極低，若我們能有100億港元的收益，已算幸運，何況儲備愈

少，收益愈少。面對利得稅和薪俸稅收入減少，來自樓市和股市所得不穩定，加上財政儲備日減導致收益大跌，入不敷支是顯然而見的。

這是否值得重視呢？畢竟，香港經濟仍然十分疲弱，過急恢復財政平衡可能令經濟再次陷入衰退。事實上，經濟理論指出，經濟不景時，政府應該出現財赤，經濟興旺時則應錄得盈餘。

在九十年代，香港的確累積大量盈餘，錄得近乎雙位數的名義增長。然而，當時我們並無節省開支，該十年間的開支增長率高於經濟增長四個百分點。

昔日的慷慨，迅速造成今日的嚴重後果。去年十月，財政司司長在立法會上預期，2003/04年度經營開支約為2,180億港元，較上年度增加逾8%。不過，收入亦會上升近15%，達1,550億港元。

兩者仍有每月50億港元的差距，與財政司司長的粗略估計相若。按其2008/09年度目標開支和收入均為2,000億港元推斷，本年代後半期的儲備將下降至相當於僅約10至11個月的開支。這些假設意味我們的財政狀況將呈現危機，更重要的是，過去的預測是基於過於樂觀的收入和過於保守的開支估計。

數年前，適當水平的儲備即等於約兩年的政府開支。當時儲備分成幾個部分，包括用以應付季節性現金周轉的資金(三個月開支)，未雨綢繆的資金(九個月開支)，以及外匯基金為維持聯繫匯率穩定而持有的資金(當時約一年的開支)，亦即相當於M-1貨幣供應量加減25%。

除非量度所需儲備水平的方法已經改變，最新數字顯示我們的儲備並不足夠。我們的儲備足以應付現金周轉和緊急情況，或為外匯基金預留足夠存款，但是不能兩者兼顧。

最令人憂慮的是，過往有關財政儲備水平的預測皆欠準確(見圖四)。如儲備充裕，那可能問題不大，但就目前而言，實不容出現重大差錯。B

歐大衛為香港總商會首席經濟師，
電郵：david@chamber.org.hk。

In the two years after the handover, the government's huge fiscal reserves provided earnings of nearly HK\$40 billion a year, money that went straight into the operating revenues. Today, with extremely low interest rates we'd be lucky to get one-quarter of that amount, and the further the reserves fall, the less we'll earn. On this basis – reduced profits and sales tax revenue, unreliable income from property and the stock market and sharply lower earnings on the dwindling fiscal reserves, a back-of-the-envelope calculation points to insufficient revenues for as far as the eye can see.

Does it really matter? After all, the economy is still very weak and trying to rebalance the budget too quickly runs the risk of pushing us back into recession. In fact, economic theory says that governments should run budget deficits when the economy is weak, and surpluses when it is strong.

We certainly ran large surpluses back in the 1990s, when nominal growth was near double digits. However, what we didn't do was to cut spending, which in that decade rose four percentage points faster than economic expansion.

Today, our past largess is rapidly becoming a severe problem. In October, the Financial Secretary told Legco he anticipated operating expenditure in 2003-04 to be about HK\$218 billion, or more than 8 percent higher than in the previous year. Revenues, however, would be nearly 15 percent higher, at HK\$155 billion.

The gap is still HK\$5 billion a month, or close enough for the FS' rough calculations. Extrapolating from his targeted HK\$200

billion in both spending and revenues in 2008-09, reserves would fall to only about 10-11 months worth of spending in the second half of the decade. These assumptions put us in a dangerous position, and not only because past forecasts have been erring on the side of too rosy revenues and too conservative spending.

Several years ago, the level of reserves deemed adequate was defined as an amount equal to about two year's worth of government spending. This was broken down into funds needed to cover seasonal cash flow (three months' spending), money saved for a rainy day (nine months' worth) and an amount held in the Exchange Fund, to help ensure the stability of the peg (about one year's spending at the time). That last amount was said to be equal to the level of the M-1 money supply, plus or minus 25 percent.

Unless the formula for gauging the level needed has changed, the latest figures show that our reserves are inadequate. We have enough to either cover cash flow and contingencies, or to maintain sufficient deposits with the Exchange Fund, but not both.

What is most worrying is that past projections of the level of fiscal reserves have been poor, as shown in the last graph. While that may not have been a big problem when reserves were more than adequate, we now have very little room for error. **B**

David O'Rear is the Chamber's Chief Economist. He can be reached at david@chamber.org.hk

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So, if you're ready to learn, grow and experience more than you have ever experienced before, contact Peter Cheng, *Action International* Business Coach today at 2851 2703 for a free business diagnostic on the health of your company.



商務教練：邁向豐盛的未來...

本地的中小型企業正透過一個嶄新及令人讚嘆的商務教練服務，來學習提高營業額及服務水平。

今時今日，中小型企業需要多方面的增值以應付日益劇烈的競爭環境。無論在銷售及市場推廣、改善客戶服務、使運作系統化、為企業制定策略性目標等方面，大多數的商人都需要尋求專業的輔助。

過去十年間，*Action International* 努力不懈地給中小型企業發展一個最理想的培訓機制，目的是幫助企業經營者能策略性地經營業務，同時擁有更多時間享受生活，這系統是由中小企業大師 Brad Sugars 創立，使用具成本效益的推廣手法，配合銷售及建立團隊來將業務系統化，使商人們能有更多時間去掌握業務，而非埋首其中。

商務教練服務是個人化的，但同時亦是經營者與教練之間共同參與過程。確保在預定時間內運用最適當的成本/時間策略來達到目標。這是一個以目標為本的過程，令他們的生意向前邁進並擴闊他們的視野。

當商務教練對企業業務作出專業評估後，經營者對於擴展業務及開拓新的業務領域往往都會信心大增。通過一個有系統的發展機制，經營者能獨立地處理及解決問題並達到目標。這機制能有效並持續地幫助經營者處理日常業務運作，以致他們能將更多時間放在思考公司策略之上。

若你已準備好來學習、發展及感受更多以前從未感受過的，今天請即電 2851 2703 聯絡 Peter Cheng，*Action International* 的商務教練，替你的生意作一個免費的業務診斷。

Grade A Office Vacancy Rate Falls to 12.5 Percent

Continued demand for prime office space in Central helped push the vacancy rate down from 16.2 percent in September 2003 to 14.7 percent in December. Overall, the vacancy rate for grade A offices fell to 12.5 percent in December, compared to 13.2 percent three months earlier, says real estate consultancy Knight Frank. Fringe Central office prices averaged HK\$3,616 per square foot in December, representing a jump of almost 16 percent. Increases were also witnessed in Wanchai and Tsimshatsui. **B**



Hong Kong Economy Back On Track?

The Better Hong Kong Foundation's economic outlook for Hong Kong in 2004 puts GDP growth for the year at 6.7 percent on the heels of an estimated 3.3 percent growth in 2003. Professor Francis Lui, Director of the Center for Economic Development, forecasts export growth for the full year of 2003 to be around 11.4 percent, and 10.4 percent for 2004. The Foundation predicts unemployment in 2004 to average 7 percent. Barring any slowdown in the economy, he predicts that deflation will disappear in the third quarter. **B**

Top Technology Trends For 2004

Growth for Linux and offshore outsourcing are predicted to be the top two IT trends in 2004, according to Forrester Research. It also sees in its crystal ball that IT will play a bigger role in measuring corporate performance, and that the telecom industry will finally start to recover. Technology adoption will accelerate in health plans, care providers, and life science firms; change the way travel companies solve business problems; and grow in consumer packed goods companies. In addition, broadband growth and device proliferation will create clear winners and losers in the consumer devices market. **B**

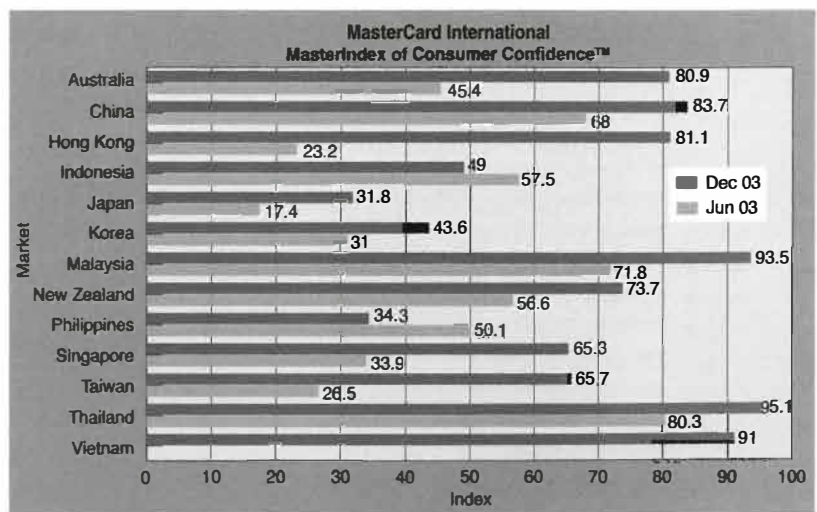
Office Market Indicators

District	Net Effective Rent (HK\$psf/month)	Change Over	
		Quarter	Year
Core Central	18.92	-0.4%	-28.5%
Fringe Central	16.44	-0.6%	-17.2%
Wanchai/Causeway Bay	14.54	-1.9%	-17.2%
North Point	10.79	0.0%	-14.8%
Quarry Bay	12.10	3.2%	-18.5%
Tsimshatsui	14.96	0.5%	-8.1%

Source: Knight Frank HK

Consumer Confidence Perks Up

Hong Kong consumers are among the most optimistic in Asia, with consumer sentiment being high on all five economic factors – employment, economy, regular income, stock market and quality of life – MasterCard's Consumer Confidence Survey shows. Hong Kong's MasterCard score of 81.1 is its second highest on record, more than three times higher than 23.2 six months ago and the gloomy 21.3 score a year ago. The territory's latest score in this bi-annual survey is slightly higher than Australia's 80.9 score, but slightly lower than Thailand's 80.3. Thais are apparently the most optimistic lot in Asia, with a score of 95.1. **B**



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香港經濟回復正軌？

香港明天更好基金預計 2004 年本地實質生產總值會上升 6.7%，2003 年為 3.3%。經濟發展研究中心主任雷鼎鳴教授預料 2003 年全年出口增長約為 11.4%，2004 年則為 10.4%。該基金預計 2004 年的平均失業率會維持在 7%。除非經濟放緩，該基金預期通縮將於第三季消失。 **B**



甲級商廈空置率 回落至 12.5%

物業顧問萊坊國際指出，中區主要商廈的空置率在需求持續改善下大幅回落，由去年九月份錄得的 16.2% 下降至 12 月份的 14.7%。甲級商廈整體空置率下降至 12.5%，較三個月前的 13.2% 進一步下跌。中環邊緣區商廈在 12 月的平均成交呎價達 3,616 港元，較上一季彈升近 16%；灣仔和尖沙咀亦有顯著升幅。 **B**

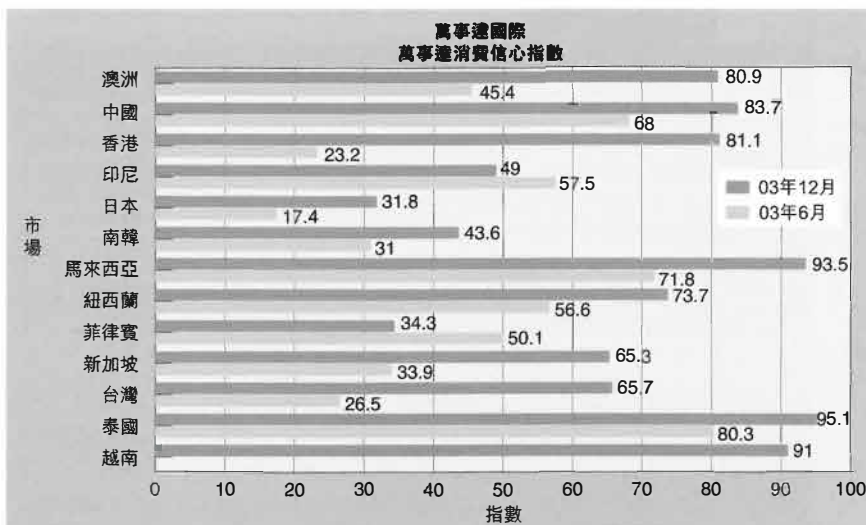
2004 年主流科技趨勢

Forrester 研究公司指出，Linux 電腦系統和離岸外判料成為 2004 年兩大資訊科技發展趨勢。該研究公司預測，資訊科技在企業表現的評估上更形重要；年內電訊業亦終於開始復甦。保健計劃、護理服務機構和生命科學企業的科技應用將會增加，它會改變旅遊公司解決營商問題的方式，而包裝消費品公司的科技投資亦會增長。此外，擴展寬頻和增加設備將是消費設備市場經營者取勝的關鍵。 **B**

寫字樓市場指標

地區	實質租金 (港元) (平方呎/月)	變化幅度	
		比上季	比去年
中環核心區	18.92	-0.4%	-28.5%
中環邊緣區	16.44	-0.6%	-17.2%
灣仔 / 銅鑼灣	14.54	-1.9%	-17.2%
北角	10.79	0.0%	-14.8%
鰂魚涌	12.10	3.2%	-18.5%
尖沙咀	14.96	0.5%	-8.1%

資料來源：萊坊國際 (香港)



消費信心回升

萬事達卡半年一次的消費信心調查顯示，香港消費者的樂觀指數躋身亞洲前列，全部五個經濟因素皆反映消費情緒高漲，包括就業、經濟、固定收入、股市和生活素質。香港的消費信心指數為 81.1 分，是有史以來第二高，亦比六個月前的 23.2 分和一年前的低位 21.3 分增加逾兩倍。香港的得分略高於澳洲的 80.9 分，但略低於中國的 83.7 分。泰國消費者最為樂觀，以 95.1 分稱冠。 **B**

詳盡報道載於《工商月刊》網頁 www.chamber.org.hk/bulletin。

China Tax Reforms Underway

The latest round of tax reforms on the Mainland could mean lower duties for those doing business in China, writes **RUBY ZHU**

Buffered by a surge in tax revenues, which jumped 20.3 percent last year, the Central Government in October issued a new plan to reform China's export tax rebate system. China generally overhauls its tax system every decade, with past reforms taking place in 1983 and 1994. This year, China is starting to review its tax system, but unlike previous changes, this round of tax reform will be implemented in stages to minimise the impact on businesses.

New export tax rebate policy

In the September 2003 issue of *The Bulletin*, we mentioned that China would adopt a new export tax policy. Under the plan, tax rebates owed in 2002 and 2003 were scheduled to be paid off by January 15 and the end of May this year respectively. However, the Ministry of Finance has yet to finalise the details. Since the government is far behind on its rebate payments, commercial banks must offer enterprises short-term working capital loans guaranteed by their export tax rebates receivables. The Central Government must pay full interest on such loans from 2004, but exactly how this will work is still unclear.

The Central Government will cover 75 percent of the loans while local governments will pay 25 percent. Under the old policy, local governments got 25 percent of the value-added tax receipts, but the Central Government had to pay 100 percent of export tax refunds, resulting in a transfer of wealth from the Central Government to the local governments. Similarly, as production processes generally take place outside of export ports, some local governments may have been getting more than they were entitled to. This is because governments can levy VAT on goods produced in factories under their jurisdiction, but port governments have to refund 25 percent of the export tax. As a result, various local governments may adopt new protective measures, such as defaulting on export tax rebates or restricting exports to protect their interests.

Many firms will be affected by the new policy, and as problems usually arise at the time when a new policy is implemented, Hong Kong businesses should keep a close watch on these developments.

Farmers to pay less tax

The Central Government further reformed China's tax system last month by waiving the special agricultural product tax and lowering the average agriculture tax rate from 8.4

percent to 7.4 percent. Although agriculture tax revenues account for just 5 percent of the total, the move will ease the financial burden on the country's 900 million farmers, narrowing the income gap between farmers and urban dwellers and strengthening farmers' purchasing power. As a result, the low-end consumer goods market may further expand this year.

Changes to VAT

Value-added tax accounts for a third of China's tax revenues, but it has long been a headache for many Hong Kong businesses. As part of its reforms, the Central Government will impose a consumption-oriented VAT on eight sectors in the northeastern industrial base of the country. This will allow companies to offset the tax paid on the production of new fixed assets as well as non-fixed assets. The move will reduce China's tax revenues to a certain extent, but will relieve the financial burden on enterprises.

What should be noted, however, is that the VAT on imports remains unchanged, and the new consumption-oriented VAT is limited to northeast China at this stage. Hong Kong businesses having investments in other parts of the country will not benefit from this measure until next year.

Corporate and personal income taxes

Changes to these two taxes will affect Hong Kong enterprises. Details have yet to be unveiled, but the Central Government has made it clear that it plans to gradually unify corporate income tax for domestic and foreign enterprises. This means that foreign enterprises will lose their preferential tax perks. However, as the new unified tax rate may be lower than the current tax rate of 33 percent, it is believed that foreign investors will not change their plans to go into China. The threshold for personal income tax will also be raised, but whether the tax rate on high-income earners will be changed remains a concern.

On the whole, the new round of tax reforms looks like lower tax rates for doing business in China. In 2003, China's tax revenues grew 20 percent, far higher than its GDP growth rate of 8.5 percent. Instead of causing China financial difficulties, the new tax relief package will further drive the nation's economic growth. **B**

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中國推行稅制改革

內地新一輪稅制改革，意在減輕營商稅賦

朱丹

儘管2003年「非典」爆發，仍然無阻中國經濟的高速增長，特別是稅收收入較上年增加20.3%，佔國內生產總值的比重達17.6%。正是稅收收入的增長為稅收制度提供了改革的空間，去年十月出臺的新出口退稅機制拉開了中國稅制改革的序幕。

中國幾乎每過十年便要進行一次大的稅制改革，如發生在1983年和1994年的稅改都為了適應經濟的發展與變化。無疑從1994年到現在，中國經濟在經歷從計劃經濟到市場經濟的轉變的同時，政府的財政目標和納稅人的身分都起了變化，稅改的必要性十分明顯，但這次稅改與以往的不同之處在於分步實施，措施一個一個地推出，而不是一起出臺，將稅改帶來的衝擊減到最低。

新的出口退稅政策

本欄在去年九月號討論過中國將實行新的出口退稅政策。現在，新政策已開始實施，而且內地十分嚴重的退稅拖欠問題也有了解決方案。2002和03年所拖欠的稅款將分別在2004年1月15日以前和同年五月底以前退還，但仍有許多細節在等待財政部的規定。例如，由於國家拖欠退稅，不得不由商業銀行向企業提供以出口退稅應收款作為還款保證的短期流動資金貸款。對這部分貸款，中央從2004年起實行全額貼息，但其操作過程仍未清晰。

最受關注的莫過於中央與地方各負擔75%和25%的退稅所可能引發的後果。在舊的政策下，地方獲得25%的增值稅，但卻由中央承擔100%的出口退稅，這實質上是中央對出口企業所在地進行了財富轉移。現在由於出口企業的當地政府也要分擔退稅，產品出口之前各生產環節的增值稅很可能是在其他地方進行並由當地政府徵收的，如果出口企業所在地政府要負擔25%的退稅的話，也會發生地方政府之間

的財富轉移。因此，各地方政府可能為了自身利益，產生新的保護主義，甚至拖欠出口退稅或限制出口等。

香港有大量在內地從事生產並外銷的企業，除了加工貿易的企業，其他廠商都受該政策影響。新政策在剛剛開始實施的時候，總是有許多新的問題產生，所以相關港商需要加倍留意。

減輕農民負擔

2004年1月剛剛公佈的取消農業特產稅是稅制改革的第二幕，今年還將降低農業稅的稅率，從8.4%降為7.4%。農業稅在國家整體稅收中的比例很低，近年均不超過5%，但這對於減輕中國九億農民的負擔、縮小城鄉差距、進一步釋放農民的購買力，有十分正面的效果。低檔消費品市場今年可能進一步擴大。

增值稅轉型

佔全國稅收收入的三分之一的增值稅一直存在重複徵稅的問題，許多港商都備受困擾。增值稅的改革今年開始啟動，首先在東北工業基地的八個行業實行消費型增值稅。現行的增值稅只能扣除屬於非固定資產的那部分生產資料的進項稅額，而消費型增值稅同時允許抵扣當年新增固定資產的進項稅額。這會在一定程度上導致稅款的減收，但對企業來說則減輕負擔。

需要提醒大家的是進口環節的增值稅似乎不會變動，雖然那對於大部分從事進出口生意的港商來說是較大的負擔，但沒有跡象顯示會有改變。而且新的消費型增值稅亦還未在其他地區實行，除了在東北有投資的港商，其他港商應該要到下一年才開始受惠。

企業和個人所得稅

這兩種稅的變化都和港商息息相關。其改革的方向已很清楚，惟細節仍然沒有公佈。對企業所得稅，要逐步實現統一的企業所得稅制度，即外商所享受的所得稅優惠制度將要取消，但可能新的統一的所得稅率比原有的33%有所調低，故應該不會影響外商投資的積極性。對個人所得稅起徵點將要調高，但對高收入人群的徵稅率是否有變化令人關注。

此外，消費稅的調整還未出籠，稅目的增減將有所變動。物業稅和燃油稅將在適當的時候開徵。

整體來說，中國啟動這一輪稅制改革的基調是減收，但今年稅款20%的增幅遠超國內生產總值8.5%的增幅，中國的財赤亦在3%以內，相信今次減輕稅賦，不但不會導致國家財政困難，反而可以刺激經濟的進一步發展。 **B**

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PRD Patriot's Paradox

China youth nationalism not reflected in brand choices, recent survey finds

Despite growing feelings of nationalism, fuelled, among many things, by China's recent success in space exploration and the upcoming Beijing Olympics, Chinese youths are not discerning when it comes to choosing local brands over foreign ones, a recent survey has found.

Rapid economic development of the Pearl River Delta (PRD) has made its youths one of the Mainland's biggest spenders and most brand savvy consumers. Many foreign brands are seeking to establish bonding with them. The booming fortunes of Budweiser, SKII, Nokia and Nike among these youths represent familiar evidence of some preference for international brands. But at the same time, China's national brands are competing with international ones for the hearts and wallets of China's dynamic youths. Brands like Coca Cola competitor Jianlibao are at the forefront of attempting to harness national pride as part of their offering to the competitive market.

"The key takeaway for Hong Kong and international brands seeking to succeed in the Pearl River Delta is that they need to be seen as trendsetters in their own right. Hong Kong and international brands should balance their need for establishing local relevance without diluting their international

credentials when trying to fit into the PRD youth market," says Joseph Wang, Group Managing Director, Hong Kong & Southern China; Vice Chairman, China, Ogilvy & Mather Greater China, which conducted the survey.

As the Closer Economic Partnership Arrangement (CEPA) begins to take effect, Hong Kong businesses have the added edge in creating branded, value-adding products and services targeted at the PRD youth market, he added.

Data from the 2003 China Marketing & Media Study shows that wealth in China has grown "younger," with young adults adopting the same income profile as older adults.

For example, in the RMB 1500-2999 income bracket, 15.2 percent are young adults aged 20 to 24, compared with all other adults who make up 14.6 percent of this income group. In the RMB 800 to 1499 income bracket, 26 percent are youths aged 20 to 24. The average disposable income for youths is RMB 1200, same as the average disposable income in Guangzhou. This underscores the importance of youths, not only as an influential force in society, but also as a key brand growth target.

As the tide of change is driven by these youths, the collision point will be brands. The question is: will young trendy buyers side with Nike or Li Ning.

Pro-China brands

The survey found that a strong sense of patriotism existed among youths in the PRD. When asked how important it was to be patriotic, 34 percent of respondents rated it as “extremely important” (ten on a scale of ten; ten being the most important), while 15 percent rated it “very important” (a nine on a scale of ten). Some 20 percent rated the importance of patriotism eight on a scale of ten.

However, while PRD youths have a strong sense of patriotism, these feelings do not significantly influence the evaluation of national brands against international ones. Usage of international brands among the strongest patriots is nearly as high as those with lesser feelings of nationalism, the survey uncovered. For example, 94 percent of the “more patriotic” used Coke as compared with 100 percent of the “moderately patriotic” surveyed; 59 percent of the stronger patriots used Bossini, compared with 70 percent of the lesser patriots. Therefore, the “patriot’s paradox” of vocalizing the importance of nationalism does not yet have a sense of guilt or wrong when choosing international brands over the local equivalents.

“The survey yielded some very interesting findings into this elusive segment,” said Salina Cheng, Associate Director, consumer research firm Synovate.

“Respondents did not see any direct relationship between patriotism and buying national brands over international ones. Many brands, including Jianlibao, have built their success so far around patriotism. International brands like Coke and Wrigley’s have also attempted to appeal to patriotism. However, the study shows that while youths value nationalism, this is ultimately a weaker consideration in brand choice compared to other more personal factors.”

Originality not nationality is the answer

In fact, only 19 percent of those surveyed considered country of origin a factor in brand choice. Other factors

including price, perceived quality, style, brand image, were equally important in affecting brand choice, suggesting that PRD youths placed the greatest value on originality of brands rather than nationality. This is one of the key reasons why international brands are preferred for their clear brand image, while national brands are perceived as copycats.

It was also found that international brands were perceived to be more appealing, superior and aspirational, as confirmed by the quantitative results. For example, respondents rated Nike 7.79 for superiority, compared to a 6.84 superiority rating for Li Ning.

Internationalism the desired destination

Internationalism is the desired destination of brands for Guangzhou’s youths. The survey also found that young Southern Chinese wish for their homegrown brands to succeed on the world stage.

The survey also showed that many youths were confused over the national identity of most mass international brands. Given the significance of international success in building brand credibility, to lose this association is to weaken brand equity.

Despite the preference for international brands, it is interesting to note that the perceived performance gap between national and international brands is becoming smaller over time. This can be attributed to the enhancements made to the local products.

“Overseas success of Chinese icons such as Yao Ming and Tsing Tao beer is a big driver of the aspiration to go global,” said Edward Bell, Head of Planning, Ogilvy Hong Kong and Southern China.

“This is not about Americanization of local brands or liberalization of values, but the affirmation of local quality and credibility. The belief is that China can be as good as the rest, if not better. But until it is seen as so, there will still be the buying barrier,” he added.

Given the pace of the learning curve among the mainland’s consumer and professional markets, this advantage won’t be available for very long, however, says Mr Wang.

“At Ogilvy we believe that the answer rests in brands and the value it creates for businesses. In the overproduced world, brands represent the only sustainable future differentiation available. More ownable, more emotive and more motivating, brands rather than products are the ultimate battleground for long term growth in mainland markets.

“It is now up to Hong Kong and international businesses to exploit a superior understanding of how brands can be used to connect to the target consumer to grow the business and out-position rivals,” says Mr Wang. **B**

Usage of Brands by PRD Youths 珠三角區年輕人的品牌使用情況：

International Brands 國際品牌	% Used by the 'Moderately' Patriotic (51%) 愛國程度「較低者」 使用率 (51%)	% Used by the 'Extremely' Patriotic (49%) 愛國程度「較高者」 使用率 (49%)
Coca Cola 可口可樂	100	94
Nike	69	63
Budweiser 百威啤酒	66	66
Bossini	70	59
Sony Ericsson 新力愛立信	22	20
Dell 戴爾電腦	13	14
Volkswagen 福士汽車	9	9
Cathay Pacific 國泰航空	5	2
HSBC 匯豐銀行	1	4
Disney 迪士尼	3	-

How Local Brands Compare Vis-à-vis International Ones by PRD Youths 珠三角區年輕人對內地品牌和國際品牌的評分

Category 產品及服務類型	International Brand 國際品牌	National Brand 內地品牌
Fashion (jeans) 服裝 (牛仔服飾) Superiority Rating 優勝程度評分	Bossini ** 6.85	Zhen Wei Si 真維斯 6.45
Fashion (sports wear) 服裝 (運動服裝) Superiority Rating 優勝程度評分	Nike ** 7.79	Li Ning 李寧牌 6.84
Beverage (beer) 飲品 (啤酒) Superiority Rating 優勝程度評分	Budweiser 百威啤酒 6.78 **	Zhu Jiang 珠江啤酒 6.24
Beverage (soft drinks) 飲品 (汽水) Superiority Rating 優勝程度評分	Coca Cola 可口可樂 ** 7.58	Jianlibao 健力寶 6.84
Automotive 汽車 Superiority Rating 優勝程度評分	Volkswagen 福士 ** 6.94	Fukang 富康 5.94
Banking & finance 銀行及金融服務 Superiority Rating 優勝程度評分	HSBC 匯豐銀行 ** 6.80	Guangdong Development Bank 廣東發展銀行 6.17
Leisure 消閒 Superiority Rating 優勝程度評分	Disney 迪士尼 7.33	Happy Valley 歡樂谷 7.10
Travel (airlines) 旅遊 (航空公司) Superiority Rating 優勝程度評分	Cathay Pacific 國泰航空 7.18	Southern China Airlines 南方航空 7.16
PCs 個人電腦 Superiority Rating 優勝程度評分	Dell 戴爾電腦 6.94	Legend 聯想 ** 7.23
Telecommunications 電訊產品 Superiority Rating 優勝程度評分	Sony Ericsson 新力愛立信 ** 7.17	Bird 波導 5.00

NOTE: ** denotes statistical difference over opposing brands at 90% confidence level. 註: ** 表示於 90% 信心水平時與競爭對手的統計差異。

珠三角地區愛國者矛盾

近期調查發現，內地年輕人的愛國情懷不會在其對品牌的選擇中反映出來

近 期一項調查發現，雖然中國最近成功載人升空，加上北京奧運會日漸逼近等事件，令內地人士的愛國情緒日益高漲，但當地年輕人在選購商品時，卻不會偏好內地品牌。

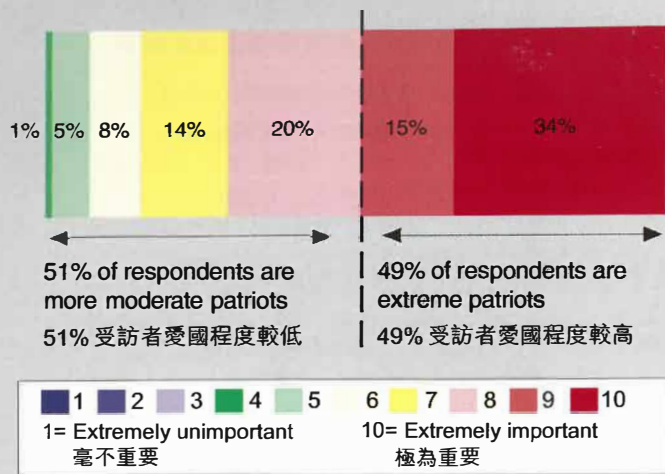
珠三角經濟迅速增長，令當地年輕人成為內地最具消費力和品牌知識的消費族群之一。不少外國品牌正在努力吸納這些年輕顧客，與他們建立品牌聯繫。一些外國品牌如百威啤酒、SKII、諾基亞及 Nike，它們從內地年輕顧客所得收益飆升，反映出珠三角區年輕消費者多少偏愛外國品牌。但與此同時，一些內地品牌正與國際品牌爭奪飛躍增長的內地年輕顧客。一些知名內地品牌，例如可口可樂的競爭對手健力寶，都在產品的宣傳推廣上，試圖率先利用愛國情懷來吸納消費者。

奧美傳播集團董事總經理 (香港和南中國) 兼奧美大中華中國副董事長汪少杰指出：「本港和國際品牌要在珠三角取得佳績，首要條件是開創所屬行業的先河。為了進軍珠三角區內的年輕人市場，本港和國際品牌必須在注入本地元素的同時，不會淡化在國際上享有的優良形象。」

「『更緊密經貿關係安排』正式生效，對於本港企業來說是大好消息，『安排』有助它們開創出具有增值作用的品牌產品與服務，切合珠三角區內年輕消費者的需求。」

根據 2003 年度中國市場與媒體研究的資料顯示，內地財富分佈日趨「年輕化」，年紀較輕的成年人收入，與年紀較長者相差無幾。

舉個例子，在全國 20 至 24 歲的年輕人當中，15.2% 的平均收入為 1,500 至 2,999 元人民幣，相較於全國其他年



紀的成年人中，14.6%的收入亦在同一水平。另外又有26%的20至24歲的年輕人，平均收入介於800至1,499元人民幣之間。珠三角區內年輕人的平均可用收入為1,200元人民幣，與廣州的數字大致相同。從這些數字看來，年輕人日漸成為社會上的主要消費族群，亦是推動品牌增長時的主要目標對象。

由於變革的浪潮由年輕人帶動，所以他們對品牌的選擇可說舉足輕重。究竟這些講求潮流的年輕人會選擇Nike，還是李寧牌？

支持內地品牌

調查結果發現，珠三角區內年輕人具有極強的愛國意識。當被問及愛國的重要性，34%受訪者認為「極為重要」，給予10分（10分為滿分，表示最為重要）；15%受訪者認為「非常重要」，給予9分；另有20%將愛國的重要性評為8分。

雖然珠三角年輕人具有強烈的愛國情懷，但他們在選擇品牌方面，卻不會因為愛國而偏好內地品牌。調查結果顯示，最為愛國的人士選用國際品牌的百分率，與愛國程度較低者大致相若。例如，在愛國程度「較高」的組別中，佔了94%會選擇可口可樂，至於愛國程度「較低」的組別則為100%。服裝品牌方面，59%愛國程度「較高」的人士會選擇Bossini，愛國程度「較低」者，則有70%選擇Bossini。正如該項調查的名稱「愛國者矛盾」，珠三角年輕人雖然聲稱愛國的重要性，但當他們選擇外國品牌而捨棄內地品牌時，卻不會感到絲毫不妥，亦無任何罪疚感。

思緯市場資訊有限公司副總監鄭嘉慧表示：「這項調查獲得一些非常有趣的資料，讓我們加深了解這個消費族群。」

鄭氏分析：「受訪者並不認為愛國主義與品牌選擇有何直接關係。至今為止，已有不少內地品牌例如健力寶，成功借助愛國主義來建立佳績。至於國際品牌如可

口可樂和箭牌，亦試圖吸納愛國人士為顧客。今次的調查結果顯示，內地年輕人雖然愛國，但在選擇品牌時卻會考慮其他較為個人的因素，而不會因為愛國而偏好內地品牌。」

產品原創性較原產地重要

事實上，只有19%受訪者在選擇品牌時會視原產地為考慮因素。其他因素如產品價格、品質、風格、品牌形象，對於品牌選擇的影響力同等重要，反映出珠三角區年輕人最重視品牌的原創性，而不是原產地。這是主要原因之一，說明國際品牌為何能夠憑著鮮明的品牌形象而獲垂青，內地品牌則被視為抄襲模仿。

調查結果亦發現，國際品牌獲視為較具吸引力，品質較優勝，亦是受訪者較渴望擁有的。例如，受訪者給予Nike 7.79分，給予李寧牌6.84分。

國際化乃內地品牌最終目標

廣州年輕人認為國際化乃內地品牌的最終目標。調查亦發現，南中國區年輕人渴望內地品牌能在國際上佔一席位。

調查結果亦指出，不少年輕人對於大部分暢銷國際品牌的原產地感到混淆。建立品牌聲譽對於在國際市場取得成功甚為重要，要是無法做到，便會削弱品牌的實力。

儘管國際品牌仍然較受歡迎，但調查亦顯示消費者認為內地品牌與國際品牌在品質上的差別越來越小，原因是內地產品的質量不斷提升。

奧美傳播集團香港及南中國企劃主管鐘橋軒 (Edward Bell) 表示：「一些來自內地的名字如姚明及青島啤在海外取得卓越佳績，成為一股強大推動力，激勵內地品牌進軍世界。」

鐘氏續說：「但是，這並非要把內地品牌美國化又或是開放價值觀，而是要令內地品牌的質量與信譽獲得肯定，令消費者認同內地品牌足以媲美外國品牌，即使不能較後者優勝。但在達此目標之前，內地品牌仍會面對一些障礙。」

然而，汪少杰提出：「考慮到內地消費者和專業市場在這方面的發展速度，相信國際品牌享有優勢的時間不會很長。」

他續說：「奧美認為答案在於品牌本身以及品牌為行業帶來的價值。生產過剩的世界中，品牌是未來唯一可區別產品的元素。與實際產品相比，品牌更加感性，更能控制及引發消費者購物意欲，是企業在內地市場長遠增長的必爭項目。」

汪氏總結說：「本港和國際企業必須積極努力，深入了解如何運用品牌來吸引內地年輕人這個目標族群，擊敗競爭對手，推動業務增長。」B

Goods & Services Tax Made Simple

Most governments rely on a goods and services tax to generate a steady flow of revenue. The Chamber's Chief Economist **DAVID O'REAR** explains how the system works

The Chamber and other organizations have been calling for a broadening of the tax base for some time. One of the most common means of achieving this goal is through some sort of broad-based sales tax. Hong Kong is one of only a very small number of economies without such a tax, and as our other revenues decline – but spending does not – we need to think this one through. It will take a combination of sharp reductions in recurrent expenditure, more reliable sources of revenue and good economic growth to rebalance the budget within the decade. While the Chamber believes that spending cuts need to be the top priority, an important second consideration is the current, extremely narrow tax base.

Typically, a Goods and Services Tax (GST) takes three to five years to implement, and so concerns that “the time is not right” should be set aside right from the beginning. However, it is vital that we get it right, and so consultation on the form of a GST appropriate for Hong Kong should begin as soon as possible. Below, we explain the key features of a GST.

Taxing once

A GST is typically designed to avoid a “cascading effect,” in which something is taxed more than once. To achieve this result, a GST is applied each time an item changes hands (or the service is provided). When a product is sold, the seller collects a tax from the buyer. At the end of the month, the seller then offsets what tax he collected from buyers against what tax he paid to his suppliers. The balance is then remitted to the government, or in the case of a negative balance may be claimed back.

For example, a company making wooden chairs would pay GST on wood bought from a lumbar yard. If the wood cost \$100, and the tax is 3 percent, the furniture maker pays the lumber yard \$103. When the company later sells the chair for \$250, the buyer pays an extra \$7.5 (3 percent) in GST. The difference in the two taxes, \$4.5 (\$7.5 collected minus \$3 paid), is remitted to the government.

In addition to the chair maker getting a full refund (directly from the buyer) on the wood it purchased, it also has the use of the extra \$4.5 between the time of the sale and when it remits the money to the Inland Revenue.

Exemptions and zero rates

Where a specific economic activity is deemed desirable for social or other reasons (such as allowing people to buy cheap rice), there are two ways to bypass the GST. One is to declare the end transaction exempt from tax, and the other is to impose the GST at zero (rather than 3) percent.

A company, product or service that is exempt from collecting tax from the end consumer, still has to pay tax. For example, a rice seller needs to buy a scale to weigh his products and pays the GST on that purchase. However, because he cannot collect tax on the rice that he sells, he has no way to offset the tax that he has paid.

If the rice is zero taxed, rather than exempt, the store will be entitled to offset the 3 percent paid for the scale against the zero tax received on the sale of rice. While that may appear to be the same on the face of it, in reality the store would have a negative tax liability (having paid but not collected tax), and be entitled to a refund. Exports and tourism are economic activities governments like to encourage, and so exports are usually taxed at a zero rate, and tourists receive a refund when they leave.

The tax rate

A GST is logically applied at a single rate, to simplify record keeping and reporting requirements for vendors, and



XINHUA

商品及服務稅簡單易明

大多數政府依賴商品及服務稅提供穩定的收入來源。本會首席經濟師歐大衛闡釋此稅制的運作模式

本本會和其他組織要求擴闊稅基已有一段時間，普遍認為需要為此開徵稅基廣闊的銷售稅。香港是極少數沒有徵收銷售稅的經濟體系之一，但隨著港府收入減少，而開支並無增加，我們實須仔細研究引入此稅。要在十年內恢復財政平衡，政府須多管齊下，包括大幅削減經常開支，開拓更可靠的收入來源及保持良好的經濟增長。雖然本會認為節流是政府的首要任務，現時香港稅基狹窄亦是另一個應考慮的重要問題。

實施商品及服務稅一般需時三至五年，因此「目前非適當時機」這些憂慮是多餘的。然而，我們必須妥善推行，

稅。兩項稅款的差額 — 4.5 元 (已收稅款 7.5 元減去已付稅款 3 元) 便匯交政府。

木椅製造商不但可獲退還因買木材而繳付的全部稅款 (直接從買方獲得)，亦可在售椅至把額外稅收 4.5 元繳交稅務局前，自由運用該筆款項。

豁免及零稅率項目

鑑於某些經濟活動對社會或其他方面有利 (如讓市民買到便宜米)，有兩種方法可避開商品及服務稅。其中一種是聲明最終交易免稅，另一種是把商品及服務稅稅率定於 0% (而非 3%)。

無須向最終消費者徵稅的公司、產品或服務，仍須納稅。例如，一個賣米商需買天秤來稱其產品的重量，因此支付商品及服務稅。可是，他不能向售出的米徵稅，所以無法抵銷其已付的稅款。

如是零稅率項目而非免稅項目，該米舖便可以賣米所得的零稅款抵銷買天秤所繳付的 3% 稅款。驟眼看來，已繳稅款似乎無法抵免，但實際上，米舖承擔負擔稅務責任 (已繳稅但未收稅)，故可獲退還稅款。出口和旅遊是政府希望鼓勵的經濟活動，因此，出口通常是零稅率項目，遊客則可於離境時獲得退稅。

稅率

商品及服務稅一般採用劃一稅率，以簡化供應商的簿記工作和所須符合的申報規定，並減少源於分類不恰當的詐騙。低稅率的好處在於有效防止逃稅，政治上也是可行的 (而且符合《基本法》規定，即香港應實行低稅政策)。

經計及政府的徵稅成本後，各方大致認為最低稅率應約為 3%。商品及服務稅的行政成本相對便宜，徵稅 100 元的成本一般介乎 1 至 2 元，與徵收薪俸稅的成本相若。雖然部份徵稅成本由私人機構承擔，但後者可用收取的稅款 (可於交稅期限 (一至三個月不等) 屆滿時才繳交政府) 大大抵銷徵稅成本。這筆暫時的額外款項將有助企業改善資金周轉，尤其是中型企業。

確定須徵稅的服務環節

從行政角度來看，商品及服務稅應不設豁免，藉以減低徵稅成本和逃稅機會。然而，這項原則或需調整，因為在一



故應盡早就適合香港的商品及服務稅形式展開諮詢。商品及服務稅的主要特點闡釋如下：

課稅一次

商品及服務稅旨在避免「層壓效應」，即多重課稅，所以此稅會向每項商品交易 (或每次服務提供) 徵收。當賣方售出產品時，會向買方徵稅，月底使用所收稅款抵銷其向供應商繳付的稅款。兩者差額繼而繳交政府，若差額是負數，賣方可索回相差稅款。

例如，一間木椅製造公司向木廠購買木材，因而繳付商品及服務稅。如木材價值 100 元，稅率為 3%，該傢俱製造商便須向木廠支付 103 元。若後來該公司以 250 元售出木椅，買方便須多付 7.5 元 (稅率 3%)，作為商品及服務

些特殊情況下，評稅方法會產生實際問題。金融服務是最複雜和最難處理的行業之一。問題在於許多金融服務的服務價值已包括在息差內，因此不易確定每宗交易的服務成本。

鑑於地產業是香港經濟重要的一環，因此亦須審慎研究如何處理這個行業的商品及服務稅。在許多國家和地區，住宅租金皆獲豁免徵稅，以免業主自用物業與租用物業之間出現扭曲情況。相反，商業樓宇租金往往須課稅，因為企業可從其稅收中收回已付稅款。至於購買新商住樓宇，大部份國家都會就此徵稅。

商品及服務稅起徵點

在大多數實行商品及服務稅的國家和地區，小型企業無須登記徵收商品及服務稅，因為它們沒有足夠能力負擔徵稅的行政成本。按每年營業額訂定的起徵點是企業須徵收

商品及銷售稅的指標，各國之間的起徵點差異很大。譬如新加坡，每年營業額起徵點為 100 萬坡元 (約 450 萬港元)，而澳洲的起徵點則為 5 萬澳元 (約 30 萬港元)。

原則上，較高的起徵點可減低政府的行政成本，並可透過較高價值的交易將成本轉嫁給企業。不過，若起徵點訂得太高，客戶可能轉而光顧較小型企業。無論如何，不管營業額多寡，所有企業均應可自由選擇登記繳納此稅與否，以抵免本身所繳稅款。

上述各點須通過徹底的諮詢進行仔細研究。當然，諮詢會需時甚久，以確保稅項妥善推行，然後政府須建立稅制及教育企業。簡而言之，即使政府從明天開始研究適合香港的商品及服務稅，也至少需要三年才能實施。引入商品及服務稅是一項長遠工作，如政府現在展開諮詢，當擴闊稅基的時機成熟時，便可提供一個具體的方案。 **B**

Even if the government starts studying a GST for Hong Kong tomorrow, it will take at least three years before it can be implemented.

即使政府從明天開始研究適合香港的商品及服務稅，也至少需要三年才能實施。

to reduce fraud through improper categorization. A low tax rate has the advantage of being too much trouble to evade, as well as being more politically acceptable (not to mention in line with the Basic Law provision that Hong Kong shall be a low tax environment).

There seems to be a general consensus that a rate of about 3 percent is the minimum rate worth imposing after taking into account the cost of collection to government. The GST is relatively inexpensive to administer. The cost of collecting \$100 is typically in the order of \$1-2, or about the same as the cost of collecting salaries taxes. Although some of the cost of collection is borne by the private sector, this cost is offset significantly by the ability to collect the tax but not pay it to government until the end of the collection period, which may be anywhere from one to three months. Medium-sized businesses in particular will appreciate the free addition to their cash flow.

Services: getting the 'S' right

From an administrative point of view there should be no exemptions, to reduce the cost of collection and the potential for avoidance. This principle needs to be tempered by the practical problems of how to assess tax in some special cases. One of the most complex and difficult areas is financial services. The problem is that for many financial services the price is built into the interest rate spreads, such that the cost of the service cannot easily be calculated on a transaction by transaction basis.

Another difficult area, and one which is particularly sensitive in Hong Kong, is the GST treatment of real estate. In many jurisdictions, residential real estate rentals are not taxed, so as not to cause distortions between owner occupied and

rental real estate. In contrast, commercial real estate rentals tend to be taxed, with companies having the ability to recoup the tax from its tax receipts. In relation to the purchase of new residential and commercial buildings, many countries tax both.

GST thresholds

In most GST jurisdictions, small companies are not required to register to collect GST, due to their limited ability to absorb the administrative costs of collection. However, the threshold, as defined by annual turnover, at which companies are obliged to collect GST, varies markedly among countries. For example, in Singapore the annual turnover threshold is S\$1 million (about HK\$4.5 million) while in Australia it is A\$50,000 (about HK\$300,000).

In principle, higher thresholds reduce the administrative cost to government and spread the cost to business across a higher value of transaction. However, if the threshold is set too high, customers may shift their purchases to smaller businesses. In any case, any business, regardless of turnover should be able to opt into the system, thereby off-setting its own tax payments.

All the above points are issues that need to be carefully studied through a thorough consultation process. This, of course, will take considerable time to ensure we get it right, after which the government will then have to set up the system and educate businesses. In a nutshell, even if the government starts studying a GST for Hong Kong tomorrow, it will take at least three years before it can be implemented. This first step in the long process of considering a GST will give the government a concrete option of broadening the tax base when the time is right. **B**



Messe Frankfurt Brings Two New Exhibitions to Hong Kong

Messe Frankfurt will add two new events to Hong Kong's exhibitions calendar in 2004, each serving vastly different industries.

From March 23-25, Source It – an ASEAN event in Hong Kong – will showcase fabrics, garments, accessories and textile machinery from all over the world at the Hong Kong Convention & Exhibition Centre.



The fair, which is open to trade buyers and textile industry professionals, will be jointly hosted by Messe Frankfurt and the ASEAN Federation of Textile Industries (AFTEX), and it will be the first time that an official ASEAN event has taken place in a non-ASEAN country.

To ensure the success of Source It, the fair has been positioned alongside Interstoff Asia, the region's best known and respected fashion fabric and trend show. Although the fair is open to all, around 70 percent of exhibitors are expected to come from ASEAN countries including Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

"Hong Kong is the natural choice of location for Source It," says Katy Lam, Director of Trade Fairs for

Messe Frankfurt in Hong Kong. "For ASEAN manufacturers the city is a gateway to both China and the rest of the world. There is simply nowhere better placed or with better knowledge of the workings of the international textile & garment business."

Come November, the focus will shift dramatically, from textiles and garments to real estate and building management.

Messe Frankfurt are partnering up with another German trade fair giant, Mesago, to present Real Facility Expo Asia Pacific – the region's first industry event for corporate real estate, facility, property and asset management. The expo will run from November 16-18 at the Hong Kong Convention & Exhibition Centre.

Real Facility Expo Asia Pacific will address every aspect of the longest,



法蘭克福展覽 (香港) 有限公司 為香港帶來兩個新展覽會

法蘭克福展覽 (香港) 有限公司將於 2004 年的展覽會日程上增加兩個新成員，以配合各個不同的行業。

3 月 23 至 25 日，*Source It - an ASEAN event in Hong Kong* 將在香港會議展覽中心舉行，展出的產品包括紡織品、成衣、輔料及紡織機械等。這個只對紡織品買家及業內人士開放的展覽會，是由法蘭克福展覽 (香港) 有限公司及東盟紡織工業聯合會 (ASEAN Federation of Textile Industries) 主辦，亦是為首個在非東盟地區舉行的東盟官方活動。

為了確保展覽會舉行成功，*Source It* 將與亞洲最著名及最受重視的時裝布料及潮流趨勢展覽會 - 香港國際春季時裝材料展同期舉行。雖然展覽會歡迎各地公司參加，但相信七成參展商都是來自柬埔寨、印尼、寮國、馬來西亞、菲律賓、新加坡、泰國和越南等東盟國家。

「香港是非常適合舉辦 *Source It* 這類活動的。」法蘭克福展覽 (香港) 有限公司展會總監林愛美女士說：「對於東盟的製造商來說，香港是通往中國及全世界的門戶，沒有其他地方更適合發展國際紡織及成衣業務。」

Messe Frankfurt, one of the world's oldest and largest exhibition companies, has been operating in Hong Kong since 1994. The company currently holds a portfolio of 17 major trade events in Greater China. For more information on Messe Frankfurt events, please see www.messefrankfurt.com.hk

到了 11 月，展覽的主題將由紡織成衣轉移至建築物及設施管理。

法蘭克福展覽 (香港) 有限公司將與另一德國展覽業巨頭 Mesago 合作舉辦亞太區房地產設施博覽會 - 區內首個專為機構房地產、設施、房屋和資產管理為題的博覽會，日期定於 2004 年 11 月 16 至 18 日在香港會議展覽中心舉行。

亞太區房地產設施博覽會將展出有關房地產營運期：亦是業內最長、最昂貴及最重要週期的各方面。

包括展覽會及國際會議兩部份的亞太區房地產設施博覽會，旨在為香港及亞洲的設施管理市場加添動力，向業界推廣設施管理概念以加強競爭力，及展示業內最新趨勢及發展。

對於專業房地產及設施管理服務公司來說，亞太區房地產設施博覽會能為他們提供一個專業平台，讓他們可推廣產品與服務，並示範他們如何幫助物業擁有者或投資者提高物業的收益及回報。

亞太區房地產設施博覽會廣受國際及香港業界的歡迎，落實支持組織包括國際設施管理學會香港分會、機構房地產網絡 (Corporate Real Estate Network) 國際香港分會、香港設施管理學會等。

法蘭克福展覽有限公司是世界上歷史最悠久、最大型的展覽公司之一，自 1994 年已在香港設立辦事處。該公司現時在大中華地區共舉辦 17 個大型展覽會。如欲查詢法蘭克福展覽有限公司主辦的各個展覽會，請瀏覽網頁 www.messefrankfurt.com.hk。

most costly, and most important period of a property's life-cycle: the operating phase.

Comprised of an exhibition and international conference, Real Facility Expo Asia Pacific aims to increase the diversity of the facility management (FM) market in Hong Kong and Asia, to promote the concept of FM as a way to increase competitive edge, and to highlight trends and developments in the industry.

For suppliers of specialist real estate and FM services, Real Facility Expo Asia Pacific will offer a forum where they can promote themselves, and demonstrate how they can assist in the professional management of a property, and how to enhance building performance to create higher returns for owners and investors.

The expo has strong backing from the industry in Hong Kong and internationally, with IFMA International Facility Management Association - Hong Kong Chapter, CoreNet Global Corporate Real Estate Network - Hong Kong Chapter and The Hong Kong Institute of Facility Management (HKIFM) all offering their endorsement.

Hong Kong's Silver Lining

After weathering unprecedented economic storms, Hong Kong can now look forward to rebuilding its fortunes, says **TUNG CHEE-HWA**

Following is the abridged speech by the Chief Executive, Tung Chee-hwa, at the Joint Business Community Post-Policy Address Luncheon on January 12.

As I looked at Hong Kong's economic performance over the last few years, and the forecasts for the period ahead, I was struck by two things, the unprecedented scale of the economic storms we have had just weathered, and the enormous opportunities that lie ahead to rebuild our fortunes. We have gone through great pain, but we have now laid the foundation for unprecedented gain.

To understand the seriousness of the situation we faced, our GDP deflator has fallen 21 percent in the last five years. To find comparable figures, we will have to go back to the time of the Great Depression in the United States of America when the GDP deflator had fallen 26.7 percent in the four-year period between 1929 and 1933. In Hong Kong, we had indeed faced enormous difficulties. But our people persevered in face of these difficulties and our financial market and banking system stood the test of stress and strain imposed by the economic downturn. Indeed, what has happened in Hong Kong speaks of the tremendous resilience and strength of our society and its institutions that we have withstood such a storm without leading to political, social and economic breakdown.

Throughout this period of time, in addition to the dealing of the constant challenges facing us every day, we also frequently and carefully evaluated the challenges and opportunities posed by the changes on the Mainland and indeed around the world. Should we delink our currency? The answer has constantly been a resounding No! What are our own competitive strengths and weaknesses and what are those of our competitors? How can we emerge from

the restructuring and be more successful than at any time in our history? One thing is clear – we have benefited greatly from the rapid and orderly development of the Chinese economy, an economy which in the year 2003 continued to be the largest recipient of foreign direct investment in the world, the fourth largest trading nation in the world as well as potentially one of the largest consumer markets in the world. China has also become the largest and most efficient manufacturing base in the world.

It was clear that Hong Kong's future depends on ensuring access to the Mainland market for our businesses and our professionals, and on building on our capacities to service the trade and investment needs of the Mainland. An FTA-type agreement between Hong Kong and the Mainland, subsequently named CEPA ("Closer Economic Partnership Arrangement"), would be a tremendous benefit to us. It was also clear that while ensuring greater access to the Mainland market, we also needed to work with our colleagues in the Guangdong Provincial Government to ensure that we would be a major player in the growth of the Pearl River Delta. It was important for Hong Kong's future to arrive at a broad understanding on co-operation between the respective governments to ensure that our economic strategies did not work at cross purposes. Similarly, we realised for Hong Kong to sustain its position as Asia's leading financial centre, we must, in the long run, be an offshore RMB centre. Allowing our banks to do RMB business would be a good start.

Therefore, throughout the last few years, we were exploring with the Central Government as to how Hong

Kong's competitive advantages can best be leveraged and how Central Government can help us to eventually emerge from our economic restructuring. These discussions accelerated in 2002 and came into fruition during 2003 with the signing of CEPA on June 29, 2003 here in Hong Kong.

We have indeed gone through a prolonged period of difficulties. But, in every cloud there is of course a silver lining. The economic difficulties that Hong Kong faced were severe, but they did lead to the bursting of an unsustainable bubble. High costs and inefficiencies had crept into our economy during the long boom that we enjoyed. In the decade of the 1990s, we were perhaps no longer the lean, efficient economy that we were in the decades before. I believe that, over these last few years, a lot of excess fat has been burned, and we are today once again on our way to becoming an extremely competitive and dynamic economy. Deflation has been painful, but it has brought down the cost of doing business here. Our currency peg with the US dollar has proven to be a hard economic taskmaster. But with the US dollar weakening, we are reaping the benefits.

At the same time, agreement with the Central Government on CEPA, agreements with the Guangdong Provincial Government and the Shanghai City Government on closer collaboration created enormous confidence in Hong Kong and enormous interests both on the Mainland and overseas. A scheme to allow individuals from the Mainland to travel to Hong Kong has instantly injected new life into our economy. Global economic recovery is also working in our favour. Property prices have stabilised and are edging up. Deflation is also easing. Indeed since SARS, we are in V-shape

recovery. Prospects of this year and next year are encouraging indeed.

Although the prospects are better, we must generally look for dangers both internally and externally that may hit us again. Deflation and the fiscal deficits are internal issues that need to be resolved. Externally, globalisation may bring sudden and unpredictable fluctuations in areas such as shocks to financial markets, new diseases and epidemics, and international terrorism. Geopolitics and international conflicts could also affect us directly. These are of course challenges to overcome when they happen. In many cases, we are not in control of the situation. But, nevertheless, we must be on guard at all times.

In general, I am optimistic of our medium to long-term future. We have overcome economic difficulties of unprecedented scale and although economic restructuring may continue for some time, we have laid down the foundation to rebuild our fortune. Indeed, by 2020, the size of the Chinese economy will be quadruple and reach US\$4 trillion. Obviously, given Hong Kong's special position, Hong Kong will benefit greatly from the continued expansion of the Chinese economy. Our long-term prospect is bright so long as we work hard to capitalise on the opportunities that lie before us.

What are the major tasks of the government over the next 12 to 18 months? First, of course, to ensure the smooth implementation of CEPA, so that the full benefit of CEPA can be felt by our businesses and professionals. Second is to consolidate our core activities in areas of financial services, logistics, tourism and trade and trade-related support services. Third is to encourage new areas of economic activity. On this front, it is for our business sector to lead the way and as a government, I can assure you, we would do the best to support you with necessary policies. We will also continue to support medium and small enterprises and the work of our professionals.

We will obviously need to tackle deflation and the budget deficits. On the deflation front, I am happy to note that the picking up of economic activity is helping deflation to ease. And there are



"We will obviously need to tackle deflation and the budget deficits," says Mr Tung. 董建華表示：「我們當然要着力解決通縮和財赤問題。」

reasons to believe that the prolonged period of deflation will end in the next 12 to 18 months. Budget deficits need to be dealt with too. The Financial Secretary has rightly announced the delay to the fiscal year of 2008 – 2009 to balance the budget. I have every confidence we will be able to do so. Given the pick up of the economy, we will also have the opportunity to find the right balance between the need to reduce budget deficit on the one hand and to safeguard people's livelihoods and the momentum of the economic recovery on the other.

One of our major tasks is to stay in close touch with our community and to improve our government's governance. We will work towards enhancing the accountability system, improving our policy-making capability and better grasp the public sentiment. We will strengthen advisory and statutory

bodies so that they can truly participate in the process of policy making and in monitoring policy implementation. A legislature which monitors the work of the government is a cornerstone of effective governance. We will continue to work closely with the legislature. We will also enhance the work in the 18 districts to ensure that we can promptly and properly respond to the many needs of the local community.

We understand the concern of the community over our future constitutional development and the importance of the constitutional review. The government of Hong Kong has always attached great importance to the matter, and has consistently taken the position that we will be taking the matter forward in full accordance with the Basic Law. I have also been asked by the Central Government that before the beginning of the

constitutional review, the Central Government needs to be consulted. There are issues of principle as well as legal issues that need to be clarified. I have decided to establish a Task Force, headed by the Chief Secretary for Administration with members including the Secretary for Justice and the Secretary for Constitutional Affairs to seriously examine these issues, particularly those concerning the understanding of the relevant provisions of the Basic Law, and to consult relevant authorities of the Central Government. The government will also encourage all sectors of the community in Hong Kong to continue considering these issues and expressing their views. We hope relevant arrangements may be made as soon as possible.

I want to sum up my talk today by sharing with you the conversation I had with Aman Mehta, the former CEO of HSBC Hong Kong who retired recently and is planning to go back to Delhi. He told me that he travelled extensively all around the world and almost weekly within Asia. He told me that every time he came back to Hong Kong, he felt good. Why? In Hong Kong everything works. Public service is effective; the government is corruption-free. The city is safe, law and order is upheld and after SARS, Hong Kong has become much cleaner. He thought Hong Kong can become a centre of attraction for people from the Mainland. He also saw there are some 60-70 million overseas Chinese and for some Hong Kong can become an alternative home base. They will find it comfortable to visit and live in Hong Kong because of the environment, the food, the low taxes, etc. It is chats like this that give us the encouragement and it is chats like this help us in setting our directions.

If you look around, of all the cities in Asia, Hong Kong does have the best opportunities to continue to be the world city of Asia. Indeed, I would say it is for Hong Kong to lose it and that I know it would not happen because we would all be working very hard for it. Business sector is the best catalyst for us to continue to stay ahead. **B**

Readers can find the full speech and Q&A session at Bulletin Online, www.chamber.org.hk



香港重見光明

董建華：香港克服了空前迅猛的經濟風暴，眼前展現再創繁榮的機遇

以下是行政長官董建華在1月12日香港商界聯合午餐會就施政報告致辭的節錄。

回顧香港過去幾年的經濟和展望未來路向，有兩件事我感受最深刻：我們剛剛克服的經濟風暴空前迅猛，以及眼前再創繁榮的機遇無限。我們艱苦奮戰，現已打好基礎，準備迎接前所未有的豐碩成果。

看看本地生產總值平減物價指數五年間暴跌21%，便可了解情況有多嚴峻。可以相比的，只有美國大蕭條時期，1929至33年的四年內下跌26.7%。香港當時的確面對巨大困難。但香港人堅毅不屈，金融市場和銀行體系也經得起考驗，不為經濟逆轉所折倒。這段歷史見證香港成功抵禦風暴，不曾讓政治、社會或經濟崩潰，可見香港人的靈活剛毅、香港體制的穩固健全。

這段期間，我們竭力應付每日種種挑戰之餘，還不時仔細評估海內外態勢變化對我們產生的利弊。我們應該取消聯繫匯率嗎？答案是堅定有力、始終如一的：「不！」我們的競爭優勢、劣勢是什麼？對手的又如何？怎樣可以成功轉型，實力更勝從前？有一點最清楚不過的，是香港背靠經濟快速有序增長的祖國，受惠良多。中國在2003年吸納的外來直接投資額仍是全球之冠，又是世界第四大貿易國，還是具備過人潛力的消費市場。中國現已是全球最大、最高效的生產基地。

顯然香港未來怎樣，視乎工商企業和專業服務能否進軍內地市場，視乎我們能否發揮所長好好服務內地的貿易和投資所需。香港與內地訂立自

由貿易協議對我們大有幫助，這就是後來的「更緊密經貿關係安排」。另一點擺在眼前的，是設法開拓內地市場之餘，也要與廣東省當局攜手合作，以確保我們能夠在珠江三角洲的騰飛中佔一重要席位。雙方政府務須建立共識，確保兩地發展策略調協互利，這關乎香港未來。同一道理，我們明白，要維持香港的亞洲首要金融中心地位，長遠來說必須擔當人民幣離岸中心，讓本地銀行從事人民幣業務是一個好開始。

因此，過去幾年我們一直與中央政府探討如何發揮香港優勢，如何協助我們最終成功轉型。2002年加緊討論後，03年落實，於6月29日簽立「安排」。

這段漫長日子的確滿載艱辛。然而，烏雲背後總有光明一面。香港面對的經濟困難固然嚴重，卻也令本來就難以持久的泡沫提早爆破。興旺騰達的幾十年，高成本和低效率悄悄形成，到九十年代，香港經濟恐怕已不及以往精簡高效了。過去幾年大概燃燒了不少多餘脂肪，今天我們已重上軌道，朝着憑實力、活力取勝的經濟體進發。通縮固然痛苦，但降低了本地營商成本。與美元掛鈎的聯繫匯率的確不易駕馭，但隨着美元回軟，我們正從中得益。

同時，與中央政府簽訂「安排」，以及與廣東省政府和上海市政府協定加強合作，大大增強了港人信心，增添了內地和海外人士對香港的興趣。放寬內地人士到港個人遊的計劃即時對本港經濟注入新動力，環球經濟復甦是另一有利因素。地產價格穩定後微升，通縮逐漸放緩。「沙士」



疫症過後，香港經濟的確呈現V型反彈，今明兩年前景秀麗。

雖然前景轉好，我們還必須對內部因素和外圍環境提高警覺。通縮和財赤是必須解決的內部問題。外圍環境方面，經濟全球一體化會帶來難以預測的突發波動，例如金融市場震盪、新病變和疫症、國際恐怖主義等。地緣政治和國際衝突也會直接影響香港。我們當會全力以赴，克服這些一旦出現的挑戰。突發事故許多都非我們所能控制，但必須嚴陣以待，防範未然。

我對香港的中、長期發展感到樂觀。我們克服了前所未有的經濟困境。雖然經濟轉型估計還會持續一段日子，但我們已經奠下良好基礎，建立長遠的繁榮穩定。展望到了2020年，中國的生產總值會再翻兩番，達到四萬億美元。香港享有特殊地位，當可從中國的蓬勃增長中廣為受惠。只要我們努力把握面前機遇，香港的長遠經濟前景會是光明的。

政府未來一年至年半的主要工作是什麼？第一，當然是落實「安排」，讓香港工商和專業各界全面受惠。第二，是鞏固金融、物流、旅遊和工商業支援服務四項支柱產業。第三，是推動新經濟活動。這有賴業界發揮創意，開拓發展領域；而政府方面，我

可向各位保證，我們會盡力在政策上配合。我們還會繼續支持中小企業和專業發展。

我們當然還要着力解決通縮和財赤問題。我樂於見到經濟轉趨活躍，有助通縮放緩。持續多年的通縮可望在未來一年至年半內結束。還有財赤問題。財政司司長已把實現收支平衡的目標時間延至2008/09年度。我有信心可以達到目標。隨着經濟好轉，我們當可在削減財赤和維護民生與復甦動力之間取得平衡。

另一重要工作是貼近民情，改善施政。我們會致力加強問責制、提升處理政策能力、更確切掌握社情民意。我們會強化諮詢和法定組織，讓他們切實參與政府的決策過程，監督政策的實施。能夠監察政府施政的立法會是有有效管治的基石。我們會繼續與立法會緊密合作，加強18區的地區工作，以期更快捷有效回應市民訴求。

我們了解市民關注未來政制發展，而政制檢討也至關重要。特區政府一直十分重視這事，並多次表明一定會嚴格遵守《基本法》辦事。中央政府向我表明，必須先徵詢中央政府的意見，才可以對政制作出檢討。特區政府的確有需要先行釐清某些原則性和法律問題。為此，我決定成立一個由政務司司長領導、包括律政司司

長和政制事務局局長組成的專責小組，認真研究這些問題，特別是那些涉及對《基本法》有關規定的理解問題，徵詢中央政府有關部門的意見。特區政府也鼓勵香港各界人士繼續就這些問題進行理性思考和探討，並發表意見，以期盡早確定有關安排。

我想以剛退休、準備返回印度的香港滙豐銀行前行政總裁麥雅文先生與我的一段談話，總結今天的發言。他告訴我他經常周遊列國，亞洲區更幾乎每周飛行。每次回到香港他都感覺良好。為什麼？因為香港樣樣理想。香港政府廉潔有效，治安良好，「沙士」疫症過後，衛生環境更清潔。他認為香港可吸引內地居民，而海外華僑多達六、七千萬，部分可以香港作為第二個家。香港環境不俗，可嘗各種美饌佳餚，稅率又低，的確是遊覽和安居的好地方。這些意見給予我們大大鼓舞，也有助我們定立發展方向。

環顧亞洲各城市，香港的確具備最佳條件穩當國際都會。香港不會失去這個美譽，因為我們會竭力保持這地位。香港要繼續領先其他城市，工商界就是最佳動力。 **B**

演說及答問錄音載於《工商月刊》網頁 www.chamber.org.hk。



香港總商會榮獲香港特區政府授權簽發各類產地來源證。

我們轄下的六個簽證辦事處遍及港九，為客戶提供快捷方便的服務。

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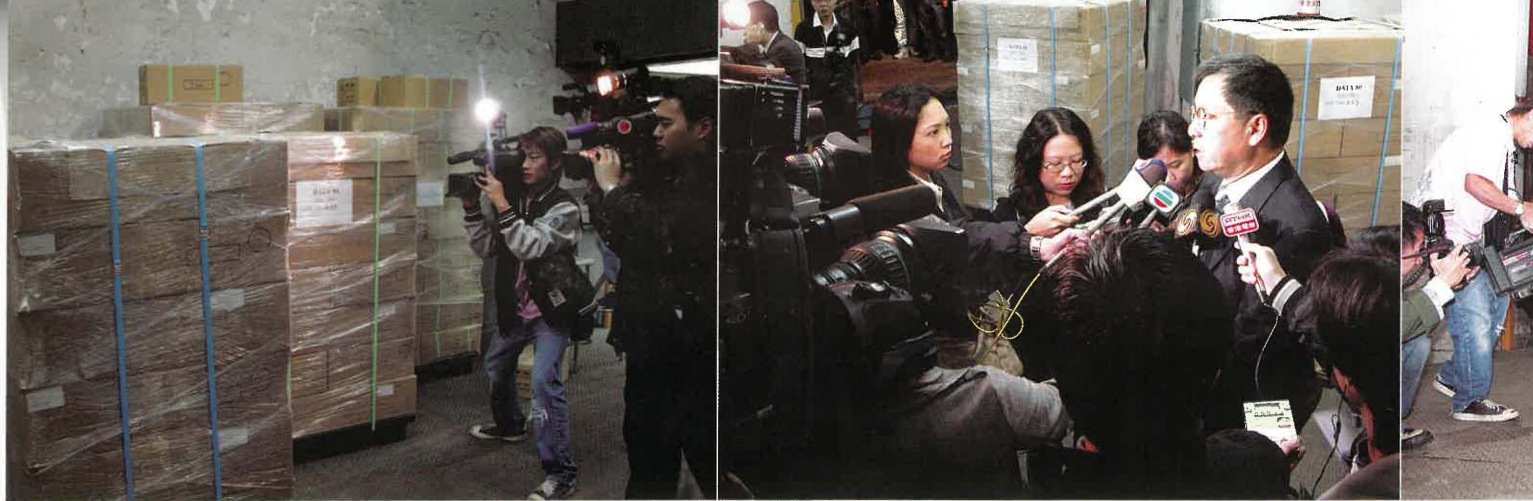
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First Zero Tariff Shipment Under CEPA by HKGCC Member

HKGCC member Wing Li Holdings Limited went into the history books on January 7, 2004, as the first company to export made-in-Hongkong goods to the Mainland tariff free under the Closer Economic Partnership Arrangement (CEPA).

The company, a member of HKGCC since 1989, was issued a CEPA CO from the Chamber to export 310,000 copies of Hong Kong manufactured compact discs worth HK\$235,212. Under the arrangement, the company saved about HK\$12,000 on import tariffs.

"We issued a CEPA CO to our member earlier in the week and we are extremely delighted to see everything has gone smoothly. This marks the first historic zero tariff shipment under CEPA," HKGCC CEO Dr Eden Woon told the media as the goods were being

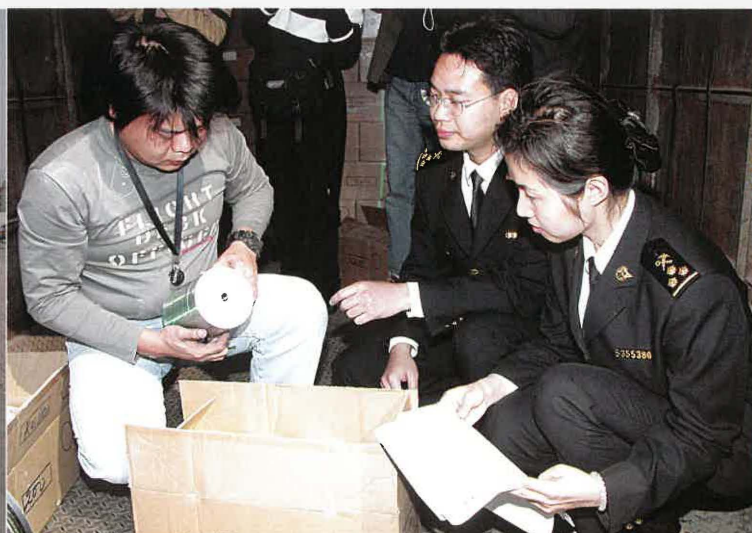
loaded for shipment at the company's factory in Chai Wan.

"We sincerely thank the support from related government departments and Mainland China border officials to our member. As a result, our member is able to enjoy the benefits of the made-in-Hongkong label under CEPA quickly," he added.

HKGCC's Senior Director for Certification WS Chan, Mainland customs officials and representatives from Hong Kong's Trade and Industry Department were at the Huanggang checkpoint to receive the historic shipment.

HKGCC first proposed in 2000 the concept of a free-trade agreement, later called CEPA, between the Mainland and Hong Kong.

"The Chamber has been playing a key role in getting CEPA to the current stage since some four years ago. We sincerely hope more companies will follow suit to take advantage of CEPA," said Dr Woon. **B**





會員在緊貿安排下 率先以零關稅付運

本會會員榮利集團有限公司於1月7日締造歷史新一頁，在「更緊密經貿關係安排」下率先以零關稅把港製貨物輸入內地。

榮利集團於1989年加入總商會。該公司憑著總商會簽發的「安排」原產地證書，出口31萬隻港製

光碟，總值235,212港元。在新安排下，該公司節省了接近12,000港元關稅。

當天，傳媒雲集榮利集團的柴灣廠房觀看裝貨情況，本會總裁翁以登博士向傳媒表示：「我們於本週初向該名會員發出『安排』原產地證書，過程運作暢順，我們深感欣慰。這是在『安排』下首次以零關稅付運，揭開歷史新一頁。」

翁博士續稱：「我們謹向相關政府部門和中國內地邊境人員對本會會員的支持，表示摯誠謝意。他們的支持，使本會會員迅速得享『安排』賦予港製貨物的益處。」

本會簽證部副總裁陳煥榮、內地海關人員和香港工業貿易署代表，



在皇崗口岸一同見證這次歷史性的付運。

總商會於2000年首先提出內地與香港自由貿易協議的構想，其後協議定名為「安排」。

翁博士說：「四年來，本會一直在推進『安排』上擔當重要角色，所得成果愈見豐碩。我們衷心希望更多公司能夠藉『安排』得益。」 **B**

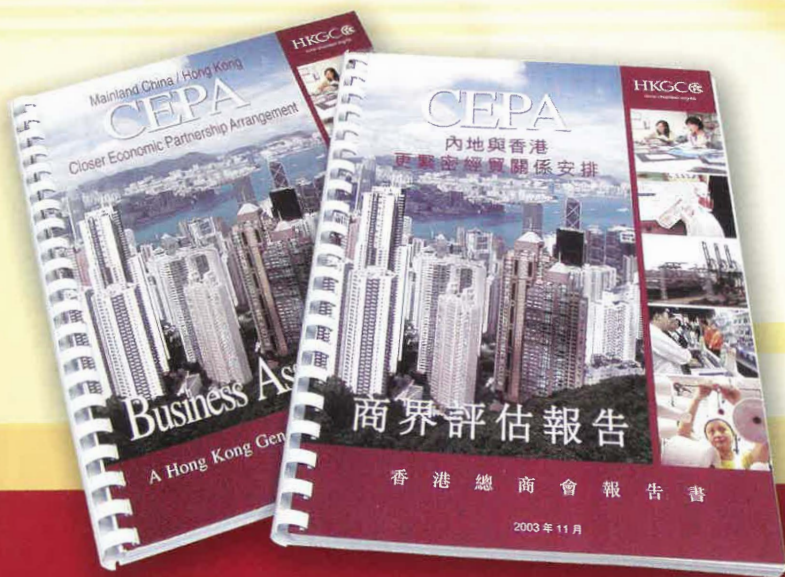
Tang Wei, Deputy Director of Economic Affairs Department, Liaison Office of the Central People's Government in HKSAR (left), Dr Eden Woon, CEO, HKGCC (centre) and the representative from Wing Li Holdings Limited pose for a picture before the first historic shipment under CEPA.

中央人民政府駐香港特區聯絡辦公室經濟部副部長唐煒(左)、本會總裁翁以登博士(中)和榮利集團代表，攝於「安排」下首批獲豁免關稅的貨物前。



Mainland China / Hong Kong Closer Economic Partnership Arrangement
 香港總商會「內地與香港更緊密經貿關係安排」報告書

**Chinese Edition
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 中文版經已面世!**



Business Assessment 商界評估報告

This 140-page Chamber CEPA Report provides a detailed analysis of how CEPA affects various business sectors covered by the agreement. The Report looks at CEPA from the viewpoint of the Hong Kong business community – tapping the experiences of our membership. It discusses in depth each sector which will benefit, and it basically contains “everything you ever want to know about CEPA”. Businesses who want to seize the new opportunities which arise because of CEPA will find this report to be invaluable as they do their planning.

Get your copy today from the Chamber at HK\$150* per copy (HK\$250* for non-members). A Chinese version of this report will be available in early December, but you can fill in the order form now to reserve your copy. All reports must be picked up from the Chamber at 22/F, United Center, 95 Queensway Road, Hong Kong. For further details, please contact Ms Wendy Chan at 2823 1207.

香港總商會「更緊密經貿關係安排」報告，從香港商界角度深入剖析協議對所涵蓋行業的影響，結合總商會會員豐富營商經驗編纂而成。這份 140 多頁的報告網羅「安排」詳盡資訊，並探討各有關行業可得裨益，實是企業運籌帷幄、緊抓「安排」機遇的天書。

報告售價每本港幣 150 元 * (非會員港幣 250 元)。中文版已於 12 月初登場。請即填妥訂購表格並到香港總商會購買 (地址：金鐘道 95 號統一中心 22 樓)。查詢詳情，請聯絡陳文娟小姐 (電話：2823 1207)。

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Hong Kong Service Suppliers Q&A

Hong Kong service companies planning to take advantage of CEPA must first apply with the Hong Kong Trade and Industry Department (TID) for a "Certificate of Hong Kong Service Supplier." At the Chamber's CEPA roundtable workshops on December 19 and January 8, TID officials and solicitors explained in detail all the documentation and processes needed for companies to submit their applications. Following are selected questions and answers from those two workshops, which have been edited for length and clarity. Members can listen to the workshops in their entirety at Bulletin Online, www.chamber.org.hk/bulletin.



QUESTION: For certifying your operations and also the reports and certifying copies, does the certifying professional need to be an independent party? For example, if one of our directors is a certified public accountant (CPA), could he still certify the documents?

ANSWER: The designated professional can be either a China-Appointed Attesting Officer (CAAO), or a CPA, but I would strongly suggest that you take an independent designated professional. I think that is quite a good rule in all things where you are submitting an important application. It would be a pity if that were in any way to jeopardise it. Technically, I don't think it is a problem because it is not stipulated in the agreement, but I would always err on the side of caution.

Q: IT and training are not included in the list of 18 service sectors that Hong Kong companies can apply for. Are they not on the list period? Or are they within one of the subcategories listed?

A: IT is not one of the 18 service sectors. There is a sector on management consultancy, so some IT

consulting could be in there. Education is also not one of the sectors on the list, but Henry Tang has asked Beijing if that can be added later on. So if your business is not in one of the 18 service sectors, we suggest you push to have that included in CEPA II.

Q: I would like to raise a question on the business premises requirements report. The word commensurate is used. What is the expectation or benchmark for meeting the requirements that the business premises are commensurate with the scale and scope of its business?

A: Commensurate means that the business premises should be owned or rented by the applicant for conducting the relevant business operations and that they are sufficiently equipped in terms of size and facilities to enable the applicant to carry out the scope and scale of business in which the applicant is operating. So it depends on which services the applicant is providing. If they are providing trading services, they may need just a small office with some business equipment,

but if they are engaging in warehousing services, then the applicant should of course have a warehouse.

Q: Does the service being applied for have to be the main or major part of the business operations in Hong Kong? Could a company, in the trading business, which also does distribution and marketing on the side for their own products in Hong Kong – if they have their own manufacturing in China – could they set up a separate WOFIE (Wholly-owned Foreign Invested Enterprise) in China to introduce their own marketing and distributing services to support its products made in China.

A: The business that the applicant is engaged in should be a substantive part of its business operations here in Hong Kong, but not necessary the main business. The service should also be provided to its clients, not just an in-house service, otherwise it wouldn't be regarded as a service provider. So the main thing is that the application does not need to be for the principal business, but it must be a real business and it must satisfy the licensing thresholds in China.

Q: Regarding the written reports on the number of employees and the business premises that companies must submit, do you recommend that the reports be written in Chinese or English?

A: It can be in either language, but you have to bear in mind that the Trade and Industry Department must submit the documents to the Mainland authorities, so they may require you to have an official Chinese translation of that report.

Q: What exactly does substantive business operations mean? Is there a minimum revenue requirement or other benchmark?

A: To apply for a Certificate of Hong Kong Service Supplier (CHKSS), you first need to satisfy five criteria – nature and scope of business, years of operation, profits tax, business premises and employment of staff. After fulfilling these criteria you still need to fulfil the entry threshold requirements of the Mainland side, which is quite sector specific. For example, in distribution the entry threshold is quite high. You also need to remember that the substantive business must be in Hong Kong. So there is no set scale or number to define substantive. It is really sector by sector.

Q: A question about sole proprietorships. Talking about documents required to apply for the certificate, a couple of points that you mentioned were the certificate of incorporation, which the sole proprietor obviously doesn't have, and also the requirement for audited financial statements. So is a sole proprietor not eligible to apply for the certificate? And can you also talk about the so-called natural person that doesn't have to jump through any of these hoops?

A: You need to submit the documents only if they are applicable to your company's situation. So if you are a sole proprietor you don't have to submit the certificates of incorporation. And if you are not a company incorporated under the company ordinance, you are not required to submit the audited financial statements to us. Applicants just need to submit the documents applicable to their company's situation.

Q: If I am applying under the telecommunications sectors, there are five categories, do I have to fall into each category in order to apply for a certificate to be eligible for CEPA?

A: You don't have to fulfil all the five value-added services sectors, as long as you fulfil one of them we will issue a certificate for that service.

Q: What documents do I have to have certified by a certified professional?

A: 1. A statutory declaration issued by the authorised representative of the applying company. Also bear in mind that the applicant can apply for more than one type of businesses.

2. A written business premises report to prove that the premises of the applicant are commensurate with the scope and the scale of its business. A copy of the computerised land registry and lease, whether paid with stamp duties or not, are also required. If the company has more than one premises, with a main and branch offices, the documents should be based on the main office. You could submit a list of branch offices as supporting documentation.

3. A written report certifying that more than 50 percent of staff employed by the applicant are Hong Kong residents.

4. A certified letter stating that the company, through board resolution, wishes to apply for a CHKSS.

5. A certified letter on the financial status, premises and employees.

6. Attesting documents that the status of the applicant is a natural person.

香港服務提供者問答錄

香港服務公司若要藉「更緊密經貿關係安排」得益，必須先向香港工業貿易署申請「香港服務提供者證明書」。在本會 12 月 19 日和 1 月 8 日的「安排」研討坊上，工貿署官員和律師詳細闡釋公司遞交申請時所需的一切證明文件和程序。因篇幅所限和力求清晰，兩次研討坊的問答環節撮錄如下，詳情載於《工商月刊》網頁 www.chamber.org.hk/bulletin，歡迎收聽。

問：就核證業務、報告和證明文件而言，核證的專業人員是否須為獨立人士？譬如公司有一名董事是執業會計師，他可否負責核證？

答：指定專業人士可以是中國委託公證人或執業會計師，但我建議您聘用獨立的專業人士，因為您遞交的是一項重要申請，這樣做會較為明

智。如果申請因核證人的獨立性問題而被拒，這未免可惜。由於協議並無硬性規定，我認為技術上沒有問題，但審慎行事始終最好。

問：資訊科技和培訓並未納入香港公司可申請的 18 個行業之列。兩者是否不包括在「安排」內，抑或屬於這些

行業的若干分類？

答：資訊科技不是 18 個服務行業之一，但這些行業中有一個是管理諮詢，當中可能涵蓋資訊科技顧問服務。教育亦不在行業清單內，但財政司司長唐英年已要求北京考慮在日後開放這行業。因此，如您的業務不屬於 18 個服務領域，我們提議您努力爭取納入「安排 II」。

問：在有關於業務場所報告的規定中，提及業務場所應與其業務範圍和規模相符合，這是用甚麼要求或標準來界定？

答：這是指申請人應擁有或租有業務場所從事有關商業經營，而且場

Q: Can a China Appointed Attesting Officer (CAAO) do all the paperwork, so that we don't need to use the services of a CPA?

A: A designated professional refers to a CPA and CAAO. You could appoint a CAAO to prepare all the documents required for certification, if you want. A CPA, besides preparing the written report, could also help in preparing part B of the application form, in which the applicant is required to provide details of turnover and operating expenditure of the business that the applicant is applying for. If the company is engaged in several businesses and would only like to apply for one or two of them, then a CPA would be helpful in providing the supporting figures.

Q: If I want to do several different businesses in China, say a logistics and freight forwarding agency, storage and warehousing services, do I need to apply for separate certificates?

A: Yes, but you can apply for several services in one application. TID will issue three certificates covering each service, and you could then apply to the Mainland authorities for a business license.

所的大小和設施應與申請人目前經營的業務範圍和規模相符合。標準視乎申請人提供的服務而定。若您提供的是貿易服務，可能只需要一間小型辦公室和一些商業設備，但如申請人經營倉庫服務，當應擁有一個倉庫。

問：申請的服務是否須為公司在香港的主要業務？譬如，一間貿易公司在香港兼營分銷和推廣旗下產品，並在中國自設生產廠房，那麼，它可否在內地成立一家獨立的全資外國企業，為其在內地製造的產品推廣和分銷？

答：申請經營的服務，須為申請人在香港進行實質性經營的業務，但無須是主要業務。該服務不能只供公司內部使用，亦應向客戶提供，否則公司便不視為服務提供者。總之，擬申請經營的服務無須為公司的主要業

Q: If the status of my company changes after the CHKSS has been issued, what should I do?

A: If your company undergoes any changes after the CHKSS has been issued and these changes affect your entitlement to the certificate, you must inform the TID, and the TID will then decide whether or not to revoke the certificate.

Q: My company is an overseas branch office in Hong Kong and we have filed our profit tax returns. As such, can my company apply for a CHKSS?

A: No. Registered overseas companies in Hong Kong, their offices, liaison offices, "mail box companies" and companies specifically established for providing certain services to their parent companies do not qualify as Hong Kong service suppliers.

Q: My business is under a group company structure, and the applicant company does not directly employ any staff, as they are seconded from another company. Given this situation, could I still apply for a CHKSS?

A: The current requirements under CEPA stipulate that the applicant has to fulfil all the requirements, including the number of staff

employed by the applicant. TID has been discussing this situation with the Mainland's Ministry of Commerce, but at the moment the answer is no.

Q: If my company only has two employees, can I qualify for a CHKSS?

A: TID will study whether the two staff could operate the company.

Q: Do I need to submit a list of staff who work at my company with my application for the CHKSS?

A: That is not necessary. The TID depends on the written report prepared by designated professionals.

Q: The CHKSS is only valid for two years. Do I need to re-apply after it expires?

A: Basically no. However, if in the future more concessions are offered under CEPA that you would like to take advantage of after your CHKSS expires, then you have to apply for a new certificate to qualify. **B**

The above information is provided for readers' reference only. It does not represent legal advice. Companies wishing to take advantage of CEPA should seek professional legal guidance on the laws and regulations governing CEPA.



務，但須為實質業務，並符合中國的發牌規定。

問：公司須提交有關僱員數目和業務場所的書面報告，您建議報告用中文抑或英文撰寫？

答：兩者皆可，但要緊記，工貿署須將文件提交內地當局，故可能要求您提供報告的正式中譯本。

問：實質性商業經營的定義是甚麼？是否設有最低收入規定或其他準則？

答：要申請「香港服務提供者證明書」，您首先須符合五項標準，分別為業務性質和範圍、經營年限、利得稅、業務場所和僱用員工。此外，您還須符合內地的准入門檻要求，有關要求因行業而異，譬如分銷業，准入門檻就相當高。還請記住實質業務的經營地點要是香港。可見，「實質性」不是以劃一的比率或數目界定，要視乎行業而定。

問：這個問題是有關獨資經營的。您提到申請證明書需要多項文件，公司註冊證明書是其一，但這顯然是獨資經營者沒有的，還有是經審計的財務報表。那麼，獨資經營者是否有資格申請證明書？我又知道「自然人」無須申請證明書，您可否談談它的定義？

答：您只需因應本身公司情況遞交文件。如您是獨資經營者，便無須提交公司註冊證明書。如貴公司並非按公司條例註冊，亦無須遞交財務報表。申請人只需提交適用於公司狀況的文件。

問：如我欲以電信行業的名義申請，是否須同屬行業下五個業務類別，才能申請「安排」下的證明書？

答：您無須符合全部五個增值服務界別的要求，只要符合其中一個界別，便可獲簽發該項服務的證明書。

問：哪些文件須由認可專業人士核證？

答：1. 申請公司授權代表發出的法定聲明，並記住申請人可為多過一類業務提出申請。

2. 書面業務場所報告，以證明申請人的業務場所與其業務範圍和規模相符合，還須附上電腦土地登記冊和租約的副本，不論是否已繳交印花稅。如公司擁有超過一個場所，設有總公司和分公司，文件應以總公司為依據。您亦可遞交分公司名單，用作補充證明。

3. 書面報告，以證明申請人僱用的員工中，香港居民佔總數50%以上。

4. 證明文件，說明公司通過董事會決議，希望申請「香港服務提供者證明書」。

5. 有關財務狀況、場所和僱員的證明文件。

6. 證明申請人身份是自然人的文件。

問：中國委託公證人可否處理一切文書工作？若然可以，我們便無須聘用執業會計師。

答：指定專業人士指執業會計師和中國委託公證人。如有需要，您可委任中國委託公證人擬備一切所需文件。至於執業會計師，除可幫您準備書面報告外，還可協助填寫申請書乙部。該部分要求申請人提供營業額和經營開支詳情。若公司從事幾項業務，但只想為其中一、兩項申請證明書，可藉執業會計師之助提供有關支持數據。

問：如我想在中國經營幾種不同業務，譬如物流和貨運代理、倉儲服務，是否須另外申請證明書？

答：是，但您亦可一次過申請幾項服務。工貿署將就每項服務分別發出證明書，然後您可向內地當局申請營業牌照。

問：如果公司狀況在「香港服務提供者

證明書」發出後有所改變，應該怎辦？

答：如有關轉變影響貴公司持有證明書的資格，您必須通知工貿署，以便該署決定是否撤回證明書。

問：我司屬於外國公司在香港的分公司，並已提交利得稅報稅表，可否申請證明書？

答：不可以。凡在香港的海外註冊公司、其辦事處、聯絡辦事處、「郵箱」公司以及專為向母公司提供若干服務而成立的公司，皆不符合香港服務提供者的資格。

問：我的業務附屬於集團公司，而申請公司並無直接僱用任何員工，因為他們是從其他公司借調過來的。在這種情況下，我還可否申請證明書？

答：現有「安排」規定，申請人須符合所有要求，包括其僱用的員工數目。工貿署正與內地的商務部商討這問題，但目前來說是不可能的。

問：如公司只有兩名僱員，是否有資格取得證明書？

答：工貿署將研究兩名員工能否經營該公司。

問：我遞交申請時，是否須同時附上公司員工名單？

答：不一定，工貿署會視乎指定專業人士撰寫的書面報告而決定。

問：證明書的有效期限僅兩年。期滿後，是否需要重新申請？

答：基本上不需要。不過，如日後「安排」給予更多讓步，而您希望在證明書期滿後享有新增的好處，便須重新申請。 **B**

上述資料僅供讀者參考，並不代表法律建議。企業如欲利用「安排」，應諮詢法律人士對「安排」規例的專業意見。



Chamber Visits MTR's Nerve Centre

Twenty-five members joined the Chamber's trip to the MTR Operations Control Centre at Tsing Yi on January 16. OCC is the nerve centre of the Tsuen Wan, Kwun Tong and Tung Chung lines, as well as the Airport Express. Rico Li, Chief Controller, MTR Corporation, showed members around the control room and explained how the whole system was designed and works.

總商會參觀地鐵控制中心

本會於1月16日聯同25名會員參觀地鐵的青衣控制中心。該控制中心是荃灣線、觀塘線、東涌線和機場快線的主腦。地鐵公司車務控制中心總主任李偉璋向會員介紹控制室及講解整個系統的設計和運作。



Innovation and Technology: Developing a Strategic Framework

Hong Kong claims to be a leader in the region when it comes to innovation and technology developments, but if it is as good as it says it is, why have we seen few tangible developments?

Dr Anthony Wong, Innovation and Technology Commissioner, explained at the Chamber's January 14 roundtable luncheon that part of the problem lies in the long-term nature of research and development. But to pinpoint problems, his commission recently conducted a survey which revealed several areas of concern.

"Few results have been seen from the HK\$5 billion Innovation and Technology Fund, which is partly because we allowed universities to drive the focus of the research," he said. "As a result, the research that has been done has been very fragmented and

not that applicable to businesses' needs."

To address this and other issues, the Innovation and Technology Commission (ITC) is collecting views on how the fund can be better used. ITC's new strategy is to have universities collaborating on research projects which will focus on enhancing Hong Kong's leading foundation industries, such as textiles, watch and clock manufacturing, and jewellery sectors – industries that are dependent on OEM orders.

Dr Wong warns that without investing in research and development to make these sectors more efficient and innovative, developing economies such as Indonesia, Malaysia, and Vietnam will soon have the expertise take Hong Kong's in OEM orders with their lower labour costs.

Universities in the past have also tended



"A lot of research is still not relevant to industries' needs," says Dr Wong.

王博士說：「很多研究仍未能切合行業的需要。」

to first develop a technology and then try to sell it to businesses. Instead of putting the cart before the horse, Dr Wong says research will have to be more market driven.

"A lot of research is still not relevant to industries' needs," Dr Wong said. "Our new strategy will be to use more of a market-demand approach to see what kinds of technologies industries want and then try to develop solutions for them."

The Guangdong Government is already co-operating with businesses to find out what technologies factories need to increase their efficiency, move up the value chain, and reduce their dependence on OEM orders. Hong Kong has a leading role to play in this development. With 60,000 factories in the PRD just a two-hour drive from Hong Kong, he believes that the territory can become a research hub for businesses operating in the region.

But will the Mainland's cheap labour and land advantage over Hong Kong suck research and development out of the territory as it has done with manufacturing? Dr Wong said this argument becomes void the higher up the value chain you go.

To attract the best researchers from around the world you have to pay top salaries, he said. So the fact that you are in Shanghai, Los Angeles or Hong Kong becomes irrelevant. Moreover, because research centres do not require large amounts of land or labour, basic costs become less of an issue.

"Intellectual property protection in Hong Kong is also better than in the Mainland, which is an issue that companies place great importance on," he said. "In addition, we also have a good living and research environment, factors that are important if we are to attract top researchers to come and work here." **B**

Consumer Confidence Economy Set to Take Off

Consumer confidence in Hong Kong has undergone a dramatic rebounded from a low of 13.9 percent in the second quarter of 2002, to 81.1 percent in the fourth quarter last year.

The turnaround is one of the most spectacular in Asia and the second highest for the territory on record, Dr Yuwa Hedrick-Wong, Economic Advisor of Mastercard, said at the Chamber's January 15 roundtable luncheon.

In revealing the findings of Mastercard's Consumer Confidence Index, Dr Wong said Hongkongers are confident about employment, the economy, stock market and quality of life, but confidence of having a regular income lags noticeably behind at 67.4 percent.

"To me, this speaks volumes about the very flexible nature of incomes in Hong Kong," he said. "In the rest of the region, the outlook on regular income is always one of the highest categories, yet in Hong Kong it is one of the lowest, which shows just how flexible Hong Kong can be."

For Hong Kong to continue moving

forward, the territory has to create more value and expand its knowledge intensity. He doesn't believe that high property prices in the territory are a problem, because wide variations are found in all economies, and even calls wide price differences healthy.

Closer integration with the Mainland is also driving the economy forward, but Dr Wong warns Hong Kong must not forget that it has to differentiate itself from the Mainland.

"Hong Kong must become precisely what China is not. Hong Kong should stay close to China, but it does not mean that Hong Kong has to become like China. If it does, then it cannot add any value to China," he said. "That is a subtle, but important distinction that we must not forget."

For 2004, Dr Wong forecasts that real GDP growth for Hong Kong will reach 6.8 percent, while the Mainland will break into double digit growth at 9-10 percent. He also predicts that the travel and retail sectors will come into their own this year, with Mainland arrivals to Hong Kong expected to spearhead this growth.

創新科技 發展策略大綱

香港自稱是區內創新科技發展的領袖，但若真的如此，為何實質成果寥寥可數？

創新科技署署長王錫基博士於1月14日小型午餐會解釋，問題部分源於研發的長遠性質。為確定問題所在，該署最近進行一項調查，從中反映數個須關注的地方。



Universities in the past have tended to first develop a technology and then try to sell it to businesses.

過去，大學往往先開發技術，繼而嘗試向企業銷售。

他說：「50億港元的創新及科技基金未能帶來顯著成果，部分原因是我們讓各大學主導研究重點，導致研究內容零散，不符企業的需要。」

為解決這些問題，創新科技署正就如何善用基金收集意見。該署的新策略是鼓勵大學合作進行研究項目，旨在推動紡織、鐘錶製造、首飾等香港支柱產業的發展，這些行業皆依靠原設備製造商訂單維生。

王博士警告，若不透過投資研發提高這些行業的效率和創意水平，發展中國家如印尼、馬來西亞和越南很快便能以相對低廉的勞工成本，搶走香港的原設備製造商訂單。

過去，大學往往先開發技術，繼而嘗試向企業銷售。王博士說，為免本末倒置，研究應由市場主導。

王博士說：「很多研究仍未能切合行業的需要。我們的新策略是採用基

消費信心 經濟開始起飛

香港的消費信心急劇反彈，由2002年第二季的低位13.9%回升至去年第四季的81.1%。

萬事達卡經濟顧問王月魂博士於1月15日小型午餐會表示，香港的消費信心指數在亞洲名列前茅，也是有史以來第二高。

王博士說，萬事達的消費信心指數調查結果顯示，港人對就業、經濟、股市和生活素質充滿信心，但對擁有固定收入的信心則明顯滯後，只有67.4%

他說：「我認為，這充分證明港人的收入極具彈性。在亞洲其他地區，固定入息往往是得分最高的環節之一，但在香港卻是最低之列，由此反映香港靈活多變。」

香港若要繼續前進，就須創造更多價值和提高知識的密度。他認為，香港樓價高企不會造成問題，因為巨大的物價差異在全球經濟體系十分普遍，甚至被視為健康現象。

香港與內地更緊密融合亦正推



"Hong Kong must become precisely what China is not," says Dr Wong.

王博士認為，香港必須獨樹一幟，突顯與內地不同之處。

動本港經濟向前，但王博士警告，香港必須突顯與內地不同之處。

他說：「香港必須獨樹一幟，它應靠近內地，但並不表示要像中國一樣，否則便不能為中國增值。兩者差別雖然細微，但是非常重要，我們不可忽視。」

王博士預測，2004年香港本地生產總值實質增長將達6.8%，而內地將首次錄得9至10%的雙位數字增長。他亦預期今年旅遊和零售業蓬勃興旺，訪港內地旅客料會主導增長。

於市場需求的方針，研究行業渴求那種科技，然後設法開拓合適的解決方案。」

粵政府早已跟企業合作，以探索廠房需要的技術，從而協助它們提升效率、增加價值，以及減少對原設備製造商訂單的依賴。

香港在這項發展上擔當重角。珠三角現有60,000間廠房，從珠三角來港只需兩小時車程，所以他認為香港有望晉身區內企業的研究中心。

然而，內地擁有廉價勞工和土地的優勢，這會否窒礙本港的研發工

作，像製造業的情況一樣？王博士認為，隨著企業沿增值鏈攀升，這論據便不能成立。

他指出，不管研究中心是在上海、洛杉磯或香港，要吸納全球各地的頂尖研究員，便須支付高薪。再者，研究中心無需大量土地或勞工，故此基礎成本通常不會構成問題。

他說：「香港的知識產權保障亦較內地完善，這問題是企業非常重視的。而且，香港擁有良好的生活和研究環境，這些皆是招攬優秀研究員來港工作的關鍵因素。」B



To help Hong Kong's future workforce discover what job prospects the PRD can offer them, HKGCC and HKFYG organised a youth study mission to Guangzhou, Dongguan and Shenzhen on December 18-20, 2003.

香港總商會和香港青年協會於2003年12月18至20日率領青年代表團訪問廣州、東莞和深圳。

Building a Career in the PRD

Almost 100 Hong Kong youths joined the recent Pearl for Youth study mission to learn what career prospects are open to them in the Pearl River Delta, writes **THINEX SHEK**

An estimated 240,000 Hong Kong people live and work in the Mainland, a number that is expected to grow in tandem with the closer economic integration of Hong Kong and the PRD. The Closer Economic Partnership Arrangement (CEPA) is accelerating this shift, and creating more career opportunities for Hong Kong youths interested in looking north of the border.

To help Hong Kong's future workforce discover what job prospects the PRD can offer them, HKGCC and the Hong Kong Federation of Youth Groups (HKFYG) organised a youth study mission to Guangzhou, Dongguan and Shenzhen

on December 18-20, 2003. The trip was part of the ongoing Pearl for Youth project, launched by the Chamber and Standard Chartered Bank, with backing from the HKFYG, in 2003. The project aims to teach youths how to equip themselves with the right skills and tools to develop successful careers on the Mainland.

During the three-day trip, the youths met with Guangdong, Shenzhen and Hong Kong officials, visited five Mainland, Hong Kong and foreign-owned enterprises, and talked with over 20 Hong Kong professionals working in the Mainland. The experience allowed almost 100 Hong Kong youths participating in the trip to draw their

own conclusions on what it is like to live and work in the PRD.

Participants on the trip, led by HKGCC Senior Director of Business Policy Dr W K Chan and HKFYG Deputy Executive Director Mr Paul Chan, with HKFYG Executive Director Dr Rosanna Wong and HKGCC CEO Dr Eden Woon being honorary leaders, said they were very excited about the prospects of building a career on the Mainland.

On the last day of the trip, participants – mostly tertiary students and a few teachers – were joined by an additional 100 youths to attend the “Pearl for Youth Conference” in Shenzhen. The city's Vice Mayor Chen

北上珠三角發展事業

近百名青年參與「珠三角・青雲路」計劃，深入了解在珠三角發展事業的機會 石平儀

香港總商會和香港青年協會在2003年12月18至20日率領一行81人的青年代表團訪問廣州、東莞和深圳，並在行程的最後一天，與另一批趕來深圳的百多名香港青年，一同出席在五洲賓館舉行的「香港青年北上就業研討會」，探索北上珠江三角洲發展事業的機會。

據估計，現時已有24萬港人在內地長期工作和生活。「大珠三角」經濟整合，加上內地與香港簽訂「更緊密經貿關係安排」，將為年青專才造就不少北上就業機會。故此，總商會和渣打銀行攜手，在青協的大力支持下，於2003年初啟動「珠三角・青雲路」計劃，旨在透過一系列的活動，為香港青年勾劃出在珠三角的發展機會，並且鼓勵他們積極裝備自己，踏上青雲路。

「香港青年珠江三角洲考察團」兩名名譽團長分別是青協總幹事王葛鳴博士和總商會總裁翁以登博士。團員

中大部分是大專學生，亦有少數為學校老師和在職青年，他們在總商會工商政策副總裁陳偉群博士和青協副總幹事陳錦祥太平紳士的率領下，進行訪問活動。

由於年青一群對珠三角的認知，可能只局限於媒體介紹，故此總商會在策劃考察團行程和研討會議程時，全面顧及「官、商、民」三個層面。團員在短短的三天行程中，親身接觸了十多位廣東、深圳和香港官員，分別參觀五家內地、本港和外資在珠三角開設的企業，訪問20多名商人和北上港人，藉著座談、交流和參觀活動，具體地認識內地經濟發展、企業運作和人才需求，以及體驗當地的工作環境和生活。

另一方面，青協除了招募團員，亦協助他們在北上考察前作好準備。參加者在報名時需要撰寫文章，述說他們對北上珠三角發展的意見。入選者須在出發前接受培訓，事先了解拜訪機構的背景和行業發展。因此，代

表團每到一站，團員們均是興高采烈，舉手發問此起彼落，以至每一個訪問點都超時一倍。待每天活動結束後，他們又再分組討論，分享個人感受，並為下一天作好準備。另外百多名年青人在星期六犧牲個人時間，半天內來回港深出席研討會，當中不少學生正值期考，可見他們熱切希望更深入了解內地。

深圳市陳應春副市長在12月20日會見及宴請王葛鳴博士和翁以登博士時表示：「深圳市在2003年頭十個月的本地生產總值增長17%，財政收入穩步上揚。由於城市發展是需要專才而不是勞動人口，故此失業問題只是結構性調整。」事實上，近年來深圳企業大力培訓科技人才，甚而到歐美等地吸納專才。深圳官員認為，香港青年教育水平高、適應力強，加上他們了解內地又熟識國外，北上的機會是有很多，而電子和資訊科技、物流、商務、旅遊服務等行業更是求才若渴。

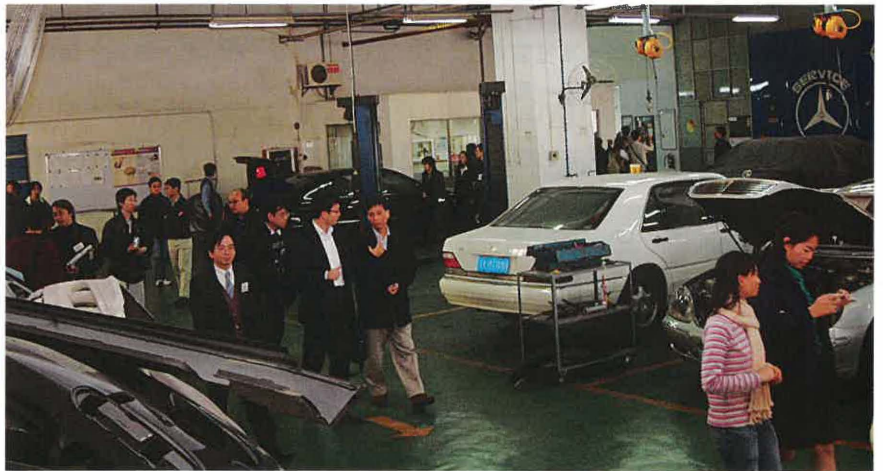
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Yingchun told the visitors that professionals, not general workers, are needed to support the city's growth, which grew by 17 percent in the first 10 months of 2003.

"In fact, Shenzhen enterprises have given strong emphasis on training IT talent, and are already recruiting professionals from Europe and the U.S.," he said.

Shenzhen officials said they believe Hong Kong youths are generally well educated, adaptable and international in their outlook – qualities that can help them find careers in the Mainland. They added that professionals in the electronics, IT, logistics, business and travel services sectors, especially, are in strong demand.

While the short trip and half-day conference cannot dispel overnight any hesitation that Hong Kong youths may have about going north, it has helped them take the first step towards accessing China and raised their basic understanding of the PRD.

Participants also learned first-hand from the organisers, host organisations and speakers who shared openly their experiences and knowledge on working in the Mainland. This gave the delegation an on-the-ground understanding of actual working and living conditions in the PRD.

Dr Wong said the "Pearl for Youth" project aims to open Hong Kong youths' eyes to the potential opportunities that a career on the Mainland could offer them. Concerns about lower salaries than

Hong Kong should not be overly dwelt on, she said. Instead, young professionals should look at the potential that solid work experience on the Mainland would mean for their long-term career prospects.

Economic integration between Hong Kong and the PRD will accelerate the mobility of human resources, she said. With this inevitable trend, young professionals should widen their horizons to the possibility of seeking jobs in markets other than just in Hong Kong.

She added that Hong Kong youths should raise their expectations of themselves and adopt a life-long learning philosophy that extends to Mainland issues. By having a sound understanding of the Mainland, young professionals will be in a better position to decide if and how they can kick-start their careers by "going north."

As a knowledge-based economy, Dr Woonsaid that talent is Hong Kong's most valuable asset. With the implementation of CEPA, talented, confident youths with a good understanding of the Mainland will be in high demand.

He urged Hong Kong youths to broaden their horizons and carefully study how they can develop their careers on the Mainland. **B**

For more details on the Pearl for Youth project, visit www.chamber.org.hk/pfy. 「珠三角·青雲路」計劃詳情載於網頁 www.chamber.org.hk/pfy。

未必可以一下子扭轉大部分青年對北上就業的猶豫心態。然而，這一次活動能夠令他們切實地踏足中國，並且具體地了解珠江三角洲。整個活動的成功之處，是主辦機構、接待單位和演說嘉賓都以務實的態度分享他們的經驗和知識，讓青年代表在各方面「正確地」認識內地，同時親身體驗工作和生活的實際情況。

王葛鳴博士在總結整個「珠三角·青雲路」計劃時，以「長、闊、高、深」四字饒贈香港青年。她鼓勵青年在考慮北上就業時要目光「長」遠，不要只看現時取得之薪酬，而應顧及有關工作經驗日後所帶來的價值。其次，視野要廣「闊」，放眼香港以外的就業市場，接受在經濟一體化下，人力資源的流動將勢所難免。此外，她又認為青年的自我要求要「高」，因此必須不斷學習和自我增值。最後她更勸勉參與考察的青年要觀察「深」入，從初步了解珠三角的基礎上，加強學習和深入認識內地的發展，而北上發展事業，亦是香港青年不應排除的選擇。

翁以登博士認為香港是一個知識型經濟體系，人才是寶貴的資產，在「安排」實行後，尤其需要具幹勁和熟悉內地的人才。他勸勉年青人謹記「Hong Kong, China」，即香港是中國的一部分，故此他們在考慮事業發展路向時，要放遠目光，不論決定北上與否，背後的原因都必須是正確的。 **B**

2003 香港服務業獎：創意

本港五間卓越企業憑藉創新意念在 1 月 5 日「2003 香港服務業獎」盛大頒獎晚宴上獲得殊榮。

中華煤氣巧妙地把具品味的商品銷售、互動式的餐飲和客戶服務結合於其客戶中心「名氣廊」，盡顯創意，因而贏得「香港服務業獎：創意大獎」最高榮譽。

總商會評審委員會主席蔣麗莉博士稱：「公用事業機構的客戶中心，往往擠滿著人龍和不耐煩的顧客。『名氣廊』將傳統的繳費中心創設成為時尚商店。中華煤氣憑此嶄新服務模式，令繳費中心超越過去以客戶需求為主導的營運框框，吸引顧客經常來訪，而原本只被視為營商成本的服務，亦變成一門有利可圖的生意，足以作為同業效法的典範。」

此外，藍十字（亞太）保險有限公司、中信嘉華銀行、聯泰國際集團有限公司和 One2Free 亦在晚宴上一同獲頒「香港服務業獎：創意獎」；Core Solutions 則獲得優異獎。

香港特區財政司司長唐英年在頒獎禮致辭時表示，香港的服務業僱用超過 84% 勞動人口，港人理應引以為榮。

他說：「十年來，香港已轉型為高增值服務中心，服務亞洲以至全

球。香港現有 270,000 家服務企業，總收益逾一萬億港元，相當於本地生產總值的 87%。」

香港總商會於 1997 年創立「香港服務業獎」，以鼓勵服務業追求卓越，獎項至今已發展成為業界的「奧斯卡」。「香港服務業獎」創辦以來，總商會一直擔任「創意獎」組別的主辦機構，銳意推動服務業力求創新，建立創意文化。 **B**



Hong Kong and China Gas took the Innovation Grand Award for its "Towngas Avenue."
中華煤氣憑「名氣廊」贏得「香港服務業獎：創意大獎」。

2003 Hong Kong Award for Services: Innovation

Five of Hong Kong's best companies were honoured for their innovation last year at the 2003 Hong Kong Awards for Services gala dinner held on January 5.

Hong Kong and China Gas took the Innovation Grand Award for its creativity in developing its "Towngas Avenue," which combines shopping with interactive café services featuring a customer service centre.

"Instead of having a traditional customer services center with long queues and impatient bill-payers, Towngas Avenue has distinguished itself by becoming a lifestyle outlet, instead of being just a shroff," said Dr Lily Chiang, head of the HKGCC Judging Panel. "The company has overcome the inherent weakness of a needs-driven appliance outlet and transformed the cost-sheet services into an attractive service and a profitable business. It is a model for other services providers to follow."

The four winners of the "2003 Hong Kong Award for Services: Innovation Award" were: Blue Cross (Asia-Pacific)

Insurance Ltd; CITIC Ka Wah Bank; Luen Thai International Group Ltd; and One2Free, while CORE Solutions received an "Honourable Mention."

Speaking at the awards ceremony, HKSAR Financial Secretary Henry Tang said Hong Kong people can rightly take pride in the services sectors, which employ over 84 percent of the working population.

"Over the past decade, Hong Kong has transformed itself into a high value-added services centre, not only for Asia but for the entire world. There are now more than 270,000 service companies in Hong Kong, generating over HK\$1 trillion, or 87 per cent of our GDP," he said.

To promote excellence in the service industries, HKGCC launched the Hong Kong Awards for Services in 1997. The awards has become the "Oscars" of the service industries. Since its inception, the Chamber has been the leading organiser of the Innovation Category, which aims to promote an innovative culture and creativity among Hong Kong's service industries. **B**



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主要服務：

- 專題培訓** — 在香港或內地為內地人士度身訂造各類培訓班、研討班。比如：高級工商管理、國際金融、財稅管理、公司管制、市場管理、電子商務及現代物流等，並同時安排和香港企業界的招商引資洽談會。邀請國際和香港工商界高層管理人員、專業人士、政府官員、經濟學家、高等院校專家和教授講解。
- 國際交流** — 安排代表團與香港特區政府部門或公營機構代表會面，瞭解本港營商環境及最新的經貿法規和政策。
- 工商考察** — 安排內地代表團與香港有關行業的協會或團體代表會面，促進兩地業界交流；組織代表團參觀本港企業，以瞭解中港企業不同的運作模式；組織代表團來港參加國際會議及展覽會。
- 招商洽談** — 在港舉辦招商會、研討會、新聞發佈會、項目對接會招攬港商及外商投資，服務包括安排演說嘉賓、宣傳及推廣會議、安排及佈置場地、媒體邀請等。
- 接待服務** — 為商務到訪香港之旅客安排接待及旅遊服務，包括酒店住宿、膳食、交通等。



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Goodway Electrical onto a Good Thing

Only LW Choi may know with any certainty what emotions were surging through his veins when he first decided to switch the production of his 20-year-old business from radios to irons. That was more than 20 years ago, after then Hong Kong Governor Sir MacLehose urged businesses to diversify their production lines.

Taking his statement to heart, Mr Choi started producing mini travel irons, and in 1982 found an importer in the United Kingdom. Orders soon started to flow in, and before long, what started out as a side-venture producing mini travel irons grew into a multi-million dollar, global business.

"This is the first model that we produced," a beaming Mr Choi says holding up a foldable iron, "and it still sells very well. All told, I guess we now produce about 10 million various models of irons every year under the Goodway brand, as well as a few million more under famous European and U.S. brands."

As founder and Managing Director of Goodway Electrical Company Limited, Mr Choi now employs over 2,500 people, and produces around 80 electrical household appliances – everything from barbecue grills to vacuum cleaners.

"When I founded Goodway in 1982, there was little competition in the market, but over the past 20 years, competition has become increasingly intense from both local and foreign companies," he

says. "I think maintaining high quality has been an important factor in Goodway's success, because it has helped us become a household name and stay ahead the competition."

In the Mainland, where Mr Choi moved his production facilities to from Hong Kong in 1986, the Goodway brand enjoys great popularity. He didn't start promoting the brand in Hong Kong until 1994, backed by huge advertising budgets and even larger investments in product research and development work.

Orders for original equipment manufacturing (OEM) from well-known U.S. and European brands still keep his production lines humming, especially orders for Goodway's two core products, steam irons and kettles, but Mr Choi, who turns 66 this year, believes the future of the business lies in branding.

Goodway was recently named as one of the top ten Hong Kong brands, a proud achievement which he puts down to quality and design. Despite the success that the branding strategy has achieved, Mr Choi calls brand building "quite an adventurous game."

"To build a strong, motivating and distinctive brand, we have had to do long-term advertising campaigns, ensure excellent product quality and after-sales service," he says. "At the same time, we have had to constantly be innovative in product design and manufacturing know-how, as well as keep costs down."

If done properly, branding creates unique and differentiating qualities for products or services, as well as builds up the loyalty and trust of customers, he added. "The process of continuously adding value to our brand is just like investing for the future, because the returns will be far larger than we can imagine today."

Gaining market share by discounting prices can sometimes do more harm than good to a business,"



Mr Choi with the first product his company produced, a mini travel iron, over 20 years ago. 蔡氏手持威利馬的首個型號產品 — 已有廿多年歷史的輕便旅行電熨斗。

says Mr Choi. Businesses should attach great importance to promoting and protecting their brands, and should focus on winning new customers by rolling out creative products.

Every year, the company spends millions of dollars on developing new products. Over 40 professionals in his R&D department, which also includes some European professionals in France to help create new designs, roll out between 20 and 30 new designs annually. He feels such a high number of new designs is important to attract new customers, who often consider not just how appliances will work in their home, but also how they will look.

Hong Kong is a good test bed for new products and designs. Products that sell well here are often further developed for overseas markets.

"Cordless appliances are now very popular in Hong Kong. People like the convenience and freedom that they offer," he says. "We've just developed a cordless iron, which is proving to be very popular."

And what is Goodway's most popular line of appliances?

"Irons. Definitely irons," Mr Choi says. "People just seem to love our irons." **B**





威利馬電器彰顯品牌威力

到真空吸塵機，包羅萬有。

他說：「我於 1982 年創立威利馬，當時市場可說沒有競爭，但在過去廿年，競爭愈益激烈，對手包括本地和外資公司。我認為品質至上是品牌推廣成功的重要因素，因為它助我們變得家傳戶曉，兼且領先同業。」

蔡氏於 1986 年把香港的生產設施遷移內地，威馬產品隨後迅速冒起。及至 94 年，他兼攻香港市場，不惜斥巨資借助廣告來推廣威馬產品，研發上所花費用更加驚人。

由於歐美知名品牌的原設備製造訂單源源不絕，威利馬的產量保持理想，旗下兩種核心產品——蒸氣熨斗和電水壺的需求尤其殷切。將屆 66 歲的蔡氏認為，業務的前景取決於品牌。

威馬最近獲選為香港十大品牌之一，蔡氏將這項驕人成就歸因於一流的品質和設計。雖然蔡氏的品牌策略成效顯著，他卻認為打造品牌是「相當冒險的遊戲」。

他說：「要建立強勢、形象鮮明的特色品牌，我們須推行長期的廣告攻勢，並確保卓越的產品質量和售後服務。同時，我們須不斷創新產品設計和製造技術，以及有效控制成本。」

如推行得宜，品牌建立可賦予產品或服務獨特形象，並贏得客戶的支持和信賴。他說：「不斷給品牌增值就像投資未來一樣，因為回報將遠超

於我們今天所能想像。」

蔡氏指出，透過減價爭取市場分額有時會弊多於利。企業應重視推廣和維護品牌，並藉推出創意產品吸引新客戶。

每年，威利馬約花數千萬港元開發新產品。該公司研發部實力雄厚，共有數十名員工，並在法國僱用多名歐洲專才以協助構思新設計，每年推出 20 至 30 款新設計。蔡氏認為，新設計繁多是吸引新客、維繫舊客的關鍵，因為他們不單著眼於電器的家居功能，款式設計也是重要的考慮因素。

香港是試驗新產品和設計的好地方。企業往往會進一步開發本地的暢銷產品，出口海外市場。

他說：「目前，無線電器在香港非常流行，箇中優點在於方便自在。我們亦剛剛開發一款新的無線電熨斗，料會大受歡迎。」

究竟，威利馬最受歡迎的電器系列是甚麼？

蔡氏說：「一定是熨斗，看來人人皆喜愛我們的熨斗。」



廿多年前，前港督麥理浩爵士鼓勵企業多元化生產，正因為這番話，當時一家成立 20 年的成功企業掌舵人——蔡龍威，毅然決定從原來只生產收音機改為增加生產電熨斗。

蔡氏遂開始生產小型旅行電熨斗，並於 1982 年覓得一名英國進口商。訂單很快湧現，一家從最初生產旅行電熨斗的附屬公司不久便發展為價值不菲的環球企業。

蔡氏提起摺疊式熨斗笑著說：「這是我們生產的第一個型號產品，至今銷路依然甚佳。我們現時每年生產約 1,000 萬個不同型號的威馬牌熨斗，還有幾百萬個著名的歐美品牌熨斗。」

蔡氏為威利馬電器有限公司創辦人兼董事長，現僱用逾 2,500 名員工，生產約 80 種家用電器，從燒烤架



Company: Goodway Electrical Co Ltd

Business: Electrical household and kitchen appliances

Established: 1982

Year joined HKGCC: 1992

Web site: www.goodwayhk.com

Member
會員 Profile
巡禮

公司: 威利馬電器有限公司

業務: 家用電器和廚具

成立年份: 1982

入會年份: 1992

網址: www.goodwayhk.com

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Americas

A ten-member U.S. Congressional Staffers delegation met with

Chamber CEO Dr Eden Woon on January 8 at a breakfast meeting hosted by the Chamber. This was the fourth such delegation to visit Hong Kong under the "Hong Kong Educational and Cultural Exchange Program," one of the U.S. government's key lobbying tools to promote a better understanding of Capitol Hill in Hong Kong.

Asia/Africa

Madhav P Ghimire, Consul-General of Nepal, called on the Chamber on January 6 to discuss with Chamber CEO Dr Eden Woon trade and business relations between Hong Kong and Nepal. Mr Ghimire suggested that the Chamber sign an MOU with the Nepal Chamber of Commerce to strengthen cooperation between the two organisations.

A cocktail reception for Taiwan compatriots,

organised by the Liaison Office of the Central Government in Hong Kong, took place on January 6. Stanley Hui, Vice Chairman of HKTBCC and Chamber CEO Dr Eden Woon attended the cocktail.

Manohar Chugh was elected Chairman of the Asia/ Africa committee at its meeting on January 9. He takes over the helm from Barrie Cook, who is retiring to live the good life. We wish him all the best.

Alaudeen A Alaskary, Consul General of Saudi

CEPA Promotion Week

David Lie (left), Chairman of the China Committee, represented HKGCC at the opening ceremony of CEPA Promotion Week – Beijing Forum & Expo, which took place in the capital between January 7 and 8.

On the second day of the forum, Mr Lie delivered a speech on "Globalisation and Regionalisation."

Chamber CEO Dr Eden Woon led a Chamber delegation to attend CEPA Promotion Week - Shanghai Forum & Expo in Shanghai on January 15, and delivered a speech on CEPA. The delegation also met with Shanghai Mayor Han Zheng on the same day.



Arabia, briefed members at the Chamber's January 9 roundtable luncheon on the current economic climate and business potential in the country.

China

Zhong Ming, the new Chief Representative of CCPIT Hong Kong Representative Office, had a luncheon meeting with Chamber CEO Dr Eden Woon and the Chamber China team on December 16 to discuss ways to continue mutual cooperation between the two organisations.

The Second Chinese Private Enterprises Forum took place on December 19, at which Chamber CEO Dr Eden Woon gave a speech on how private enterprises can make use of CEPA and work with Hong Kong businesses.

Li Lu, Bureau Chief, Economic Bureau, United Front Work Department of the CPC Central Committee, called on the Chamber on December 19 and was received by CEO Dr Eden Woon. Mr Li said that his department is studying

private business associations' operations and their role in China.

Liu He, Vice Minister & Chairman, Office of the Central Leading Group on the Financial and Economic Affairs for State Information, called on Chamber CEO Dr Eden Woon on December 23 to discuss economic developments in both Hong Kong and the Mainland.

Li Danming, Vice Director of Shenzhen Municipal Policy Study Bureau, led a twelve-member delegation to the Chamber on January 9 to learn about the organisational structure of the Chamber and its experiences.

Zhejiang Week kicked off in Hong Kong on January 13. Chamber CEO Dr Eden Woon represented the Chamber at the opening ceremony, and signed an MOU with the Zhejiang Federation of Commerce and Industries. Later in the evening, Chamber Vice Chairman Dr Lily Chiang attended a dinner hosted by Zhejiang Governor Lu Zushan.

CEPA 推廣週

CEPA 推廣週暨內地與港澳經貿合作發展研討會 1 月 7 至 8 日在北京舉行，中國委員會主席李大壯 (左) 代表本會出席開幕式，並在研討會的第二天以「全球化與區域化」為題演講。此項活動續於 1 月 15 日移師上海舉行，本會總裁翁以登博士率領代表團出席研討會，並就「更緊密經貿關係安排」演說。同日，本會代表團亦獲上海市市長韓正接見。

美洲

美國國會幕僚 10 人高層代表團 在 1 月 8 日早餐會，與本會總裁翁以登博士會面。代表團為第四個在「香港教育及文化交流計劃」下來港訪問的美國國會幕僚代表團，該計劃是美國政府的主要推廣項目之一，旨在向香港推廣美國國會。

亞洲及非洲

尼泊爾駐香港總領事 **Madhav P Ghimire** 於 1 月 6 日到訪本會，與本會總裁翁以登博士磋商香港與尼泊爾的商貿關係。Ghimire 建議本會與尼泊爾訂立合作協議備忘錄，以強化雙方合作。

中央政府駐香港聯絡辦公室於 1 月 6 日**設酒會款待台胞**，香港—台北經貿合作委員會副主席許漢忠和本會總裁翁以登博士與會。

文路祝 於 1 月 9 日亞洲及非洲委員會會議上當選主

席，接替退休的高保利，謹祝高氏萬事如意。

沙地阿拉伯駐香港總領事

Alaudeen A Alaskary 於 1 月 9 日小型午餐會，向會員講解當地經濟動向和營商機會。



中國

中國國際貿易促進委員會駐香港代表處新任首席代表**鍾敏** 於 2003 年 12 月 16 日與本會總裁翁以登博士和中國組員工共進午餐，商談彼此持續合作事宜。

在 12 月 19 日舉行的**第二屆中國民營企業論壇** 上，本會總裁翁以登博士發表演說，闡釋民營企業利用「更緊密經貿關係安排」和與港商合作之法。

中央統戰部經濟局局長**李路** 於 12 月 19 日訪問本會，由本會總裁翁以登博士接待。李氏告訴本會該部正在研究私營企業的功能和其在中國的角色。

中央財經領導小組辦公室副主任**劉鶴** 在 12 月 23 日蒞臨本會探訪總裁翁以登博士，兩人討論中港經濟發展。

深圳市委政策研究所副主任**李旦明** 帶領 12 人代表團於 1 月 9 日到訪，以了解本會架構和經驗。

總裁翁以登博士代表本會出席 1 月 13 日在香港舉行的**浙江週** 揭幕禮，並與浙江省工商總會簽訂合作協議備忘錄。本會副主席蔣麗莉博士在同日下午出席由浙江省省長呂祖善主持的晚宴。

歐洲

投資法國推廣署主席兼法國國際投資特派代表 **Clara Gaymard** 巡迴大使於 1 月 13 日「投資法國」研討會演說。她的亞洲訪問行程旨在與法國律師行 GLN 攜手為法國引資。



香港貿易發展局布達佩斯顧問 **Laszlo Meszaros** 聯同一匈牙利商務代表團於 1 月 15 日到訪，與本會會員合拓商機。

知識產權

本會工商政策高級經理**周育珍** 於 12 月 16 日出席知識產權署主持的《2003 年版權 (修訂) 條例》會議，討論最終用戶的責任。本會已就知識產權署擬訂的建議書諮詢會員，繼於今年 1 月 9 日向政府提交意見書。

本會工商政策部參與上月「**正版正貨**」運動的重新啟動計劃。該項運動由知識產權署統籌、本會協辦，旨在提高零售商對知識產權的重視。

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主席

理事會
諮議會
黎定基

美洲委員會
方文靜

亞洲及非洲委員會
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羅賓信

地產服務委員會
施家殷

旅遊委員會
黃家倫



How to Apply for a 'Certificate of Hong Kong Service Provider'

At the Chamber's CEPA roundtable workshops on December 19 (English) and January 8 (Cantonese), TID officials and solicitors explained in detail all the documentation and processes needed for companies to submit their applications to apply for a "Certificate of Hong Kong Service Provider." (See page 49).

如何申請「香港服務提供者證明書」

在本會 12 月 19 日和 1 月 8 日的「更緊密經貿關係安排」研討坊 (分別以英語和粵語進行), 工貿署官員和律師詳細闡釋公司遞交「香港服務提供者證明書」申請時所需的一切證明文件和程序 (詳見 49 頁)。

Europe

Clara Gaymard, Chairman of Invest in France Agency, Ambassador at Large, Special representative of France for international investment, spoke at a seminar on "The Attractiveness of France" on January 13. The ambassador was visiting Asia to promote investment in France with GLN, a French law firm.

Laszlo Meszaros, Budapest Consultant, HKTDC, and a Hungarian business delegation called on the Chamber on January 15 to explore possible business opportunities with Chamber members.

Intellectual Property

Charlotte Chow, Senior Manager of the Chamber's Business Policy Division, attended a meeting held by the Intellectual Property

Department on the Copyright Amendment Bill 2003 on December 16, and discussed the issue of end-user liability. A proposal from the Intellectual Property Department was formulated and – after circulating to interested members – a Chamber response was submitted to the government on January 9, 2004.

The Chamber's Business Policy Division was involved in the re-launch of the "No Fakes Campaign" last month, which was co-organised by the Chamber. The campaign was coordinated by the Intellectual Property Department to promote respect for intellectual property rights among retailers.

Industry

Freeman Lau, Chairman, Board of Directors of Hong

Kong Design Centre, illustrated the power of brand designing and shared the experiences of successful Hong Kong brands at the Chamber's December 17 roundtable luncheon.

Service Industries

Dr Magdi Farahat, Minister Plenipotentiary of Egypt's Mission to the WTO, met with Dr WK Chan, Senior Director of the Chamber's Business Policy Division, on January 6 to discuss Hong Kong-Egypt cooperation on trade in services.

UK Law Society President Peter Williamson and International Head Alison Hook, met with Dr WK Chan, Senior Director of the Chamber's Business Policy Division, on January 15 to discuss CEPA implications for foreign law firms and liberalisation of trade in services under GATS. **B**

工業

香港設計中心董事會主席劉小康於 12 月 17 日小型午餐



會, 講解品牌設計的威力和分享香港品牌的成功經驗。

服務業

埃及的世貿考察團全權公使 **Magdi Farahat 博士** 於 1 月 6 日與本會工商政策部副總裁陳偉群博士會面, 討論香港與埃及在服務貿易方面的合作。

英國法律學會會長 Peter Williamson 和國際部主任艾莉森·虎克於 1 月 15 日與本會工商政策部副總裁陳偉群博士會面, 商討「安排」對外資法律事務所和《服務貿易總協定》下服務貿易自由化的影響。 **B**

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What's On 活動預告

UPCOMING EVENTS 活動一覽

18~19 February

China Committee Working Mission to Beijing

香港總商會中國委員會北京訪問團

18 February

Training: Customer Service on the Telephone

19 February ~ 6 May

Training: Mandarin Speaking Group for Managers (Basic)

行政人員普通話基礎班

20 February

2004 HKGCC Spring Dinner

二零零四年度香港總商會春茗聯歡

22 February

Guangdong, Hong Kong and Macau Chambers' Networking Dinner

粵港澳商會 2004 年 "慶新春・共發展" 聯歡晚會

23 February

Seminar: Trade in Services under CEPA "內地與香港關於建立更緊密經濟關係安排" 服務貿易研討會

23 February

Training: Auto Finance Business in PRC (Cantonese)

國內汽車貸款市場 (廣東話)

24 February ~ 13 April

Training: Business Writing Skills for Executives

25 February

Training: Project Management

25 February

Chamber Golf Outing

總商會高爾夫球同樂日

27 February

Roundtable Luncheon: "Using Secure Digital Archiving to Protect Records and Improve Productivity of Your Organization"

9 March

Advanced Media Training: "Performing at Your Best - Under Pressure" with former CNN anchor Farland Chang

18 March

Europe Committee Cocktail Reception in Honour of European Consuls General

19 March

Town Hall Forum with Dr Sarah Liao, Secretary for Environment, Transport and Works

COMMITTEE MEETINGS 委員會會議

10 February

Shipping and Transport Committee Meeting

12 February

Economic Policy Committee Meeting

19 February

Legal Committee Meeting

23 February

General Committee Meeting

16 March

Chairman's Committee Meeting

25 March

Legal Committee Meeting

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

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15 March

Joint Business Community Luncheon with Mr Henry Tang, Financial Secretary of the HKSAR

有威馬電器

生活更添美



HD-229
電吹風



G-663
多功能蒸汽乾洗刷



GK-106C
無線電水壺



GF-329
定時電蒸籠



GR-623
燒烤爐



G-880STJ
強力蒸汽電熨斗

東亞銀行在新的一年 祝願大家

