

# 工商月刊

# BULLETIN

07 2004

A HONG KONG GENERAL CHAMBER OF COMMERCE MAGAZINE 香港總商會月刊



## Drowning in Spam

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## 垃圾電郵泛濫

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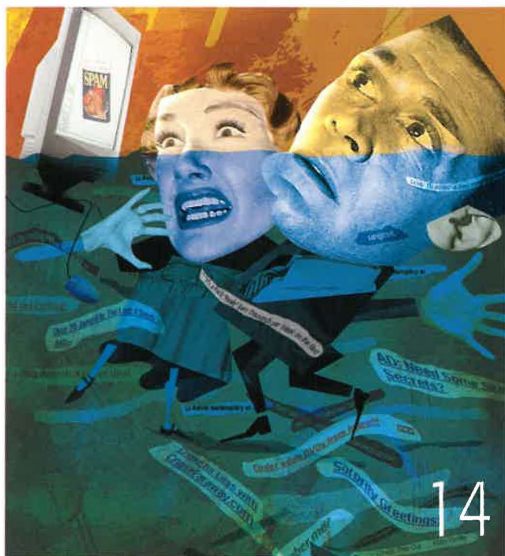
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# Members in Touch

## 讀者來鴻

### ALL WORK AND NO PLAY ...

I was watching a news clip on TV the other night about the growing problem of obesity among children in the Mainland. One of the professors commenting on the lifestyle of children today said that they eat too much junk food and sweets. He also said children today need to study so hard that they seldom have time to play out after school with their friends or do any physical activity. Instead, they go to cram schools for extra lessons, and at night they must do homework until ten or eleven o'clock.

Then it struck me. Just as children spend almost all of their waking hours studying, to the detriment of their physical and mental well-being, so too are we spending more and more time working. Poor diets, lack of exercise, obesity and related diseases, stress, strained family relations ... are in no small measure a result of increasing pressure that we are all facing in this day and age. But why do children have to study ridiculously long hours? Why do many workers in Hong Kong have to put in two or three hours overtime every day? As your cover story in June pointed out, people who habitually work overtime tend to actually be less productive than those who finish their work on time. But to ease our guilty conscience, we tell our children it is to ensure they have a good shot at life, and tell ourselves that we are doing it for our families, for a better life. I believe this practice will result in serious physical and mental health issues if it continues to go unchecked. Of course we all need to study and work hard, but there needs to be a balance. Otherwise, the "all work

and no play" adage may need to be amended to "all work and no play makes Jack a sick boy!"

Carl Xie  
Wanchai

### 工作與娛樂並重

某個晚上，我看到電視新聞報道日益嚴重的內地兒童肥胖問題。報道中一名專家談及時下孩子的生活方式，認為他們吃得太多快餐和糖果。他又說今天的兒童需要努力讀書，下課後鮮有空閒時間跟友人玩耍或做運動，反而忙於上「填鴨式」補習班，每晚還須做功課直至十、十一點。

我對這情況十分關注。正如孩子幾乎將所有時間用來讀書，我們的工作時間也愈來愈長，兩者皆有損身心健康。飲食欠佳、缺少運動、過胖和相關疾病、壓力、家庭關係緊張，主要源於我們今天面對愈益沉重的壓力。然而，為何兒童要花那麼長時間學習？為何許多香港工人每天要加班兩、三個小時？恰如貴刊六月號封面故事指出，習慣加班僱員的生產力往往不及在正常辦公時間內完成工作的員工。我們告訴孩子，這是為了保證他們將來有出息，並對自己說辛勤工作是為了家人享有更美好的生活。我認為，若長此下去，此舉會導致嚴重的身心健康問題。當然，我們大家都要努力讀書和工作，但亦需從中取得平衡。否則，整天工作不玩耍，聰明孩子也變傻！

Carl Xie  
灣仔

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### ECCO FOUNDER PASSES AWAY

Karl Toosbuy,  
President, ECCO, has

passed away after a short period of illness. He was 76. With his wife Birte, Karl Toosbuy founded ECCO 41 years ago and since then spent his life on building the business he loved. Thanks to Karl Toosbuy, ECCO is today a successful, firmly based business and a brand of world-wide repute.

Mr Toosbuy was personally very involved in the successful expansion of ECCO in Asia / Pacific. In April, he participated at the re-opening ceremony of the ECCO shop at Ocean Terminal. He shared with the participants that he was impressed by the fast growth of ECCO as well as the high competence of the local team.

Mr Toosbuy will be greatly missed. His memory will remain and his vision will be the inspiration and motivation of building our local team and an even stronger presence in the region.

Michael Hauge Sorensen  
Managing Director of ECCO Asia Limited

### 毅高創辦人辭世

毅高總裁 Karl Toosbuy 因病離世，終年 76 歲。

41 年前，Toosbuy 與遺孀 Birte 創立毅高，自始全力發展其心愛事業。今天的毅高成就顯赫，基礎堅實，成為蜚聲國際的皮鞋品牌，Toosbuy 居功至偉。

Toosbuy 積極支持毅高拓展亞太業務，今年四月特意來港出席海運大廈皮鞋專門店的重新揭幕禮，並對毅高的迅速擴展和香港工作人員的才幹深表讚賞。

Toosbuy 音容宛在，我們在追思之餘，更堅決秉承其教誨以及遺志，繼續將毅高亞太業務發揚光大。

蘇雲遜

毅高亞洲有限公司董事總經理

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# A Proud History on Behalf of HKSAR

The Hong Kong General Chamber of Commerce today is a diverse, influential, and modern business association in Hong Kong with wide ranging interests and networks. The Chamber is international in character but rooted in local society and has good connections inside China. We now have foreign invested firms, Hong Kong companies, and Mainland companies in our membership. Among our members are large, medium, and small firms. And we continue to work on the members' behalf to help their business. Our work on CEPA these past couple of years and our rallying of the members during SARS are but two of the most recent examples.

However, it is sometimes interesting to look back at what we have done through the years since 1861 when your Chamber was first founded. You will find that although we have evolved with the times, your Chamber has always worked on behalf of Hong Kong, and in particular on behalf of the business community, to improve steadily our competitive position and well-being. From the earliest days, our voice has been one of reason and considered opinion, and one that has carried weight in the community as a constructive force. It is a tradition of which our members may rightly be proud, and one that carries on to this day.

Many issues raised in the past resonate even now, such as government regulations, public works, trade, the harbour and politics. The importance of a level playing field for government procurement policies was the theme of then-chairman G. Gordon Mackie's report to the 1931 Annual General Meeting, where he argued that local suppliers should receive the same opportunities as suppliers from Britain. Today, the Chamber still works with organisations such as the World Trade Organisation and Pacific Basin Economic Council to ensure that fair conditions exist for Hong Kong business both domestically and internationally.

Nearly a century ago, members raised the subject of coordinating regulatory regimes across jurisdictions and enhancing efforts to combat piracy (albeit of the violent, rather than intellectual property type). IPR did figure into our concerns as early as 1909, when participants at the AGM discussed whether trade marks registered in Hong Kong should also be registered in Britain.

Since the 1920s, your Chamber has provided trade documents on behalf of the government. From its roots in certifying the quality of various types of rice, that business – which has played a crucial role in our financial independence – evolved into certificates of origin and CEPA documentation. Mainland China, of course, was the main focus of Hong Kong's business people, and especially the areas closest to our home.

References to the Pearl River Delta as a key business area date back to at least 1931.

The Chamber's longest serving chairman, Phineas Ryrie, was perhaps the first to think holistically about the harbour. In the 1880s, he brought suit against the government (without success) in opposition to "the Praya reclamation opposite Marine Lot 82" (today known as the Cheung Kong Centre). Decades later, at the 1924 AGM, development of our infrastructure figured in a Chamber report entitled "Hongkong Harbour Improvements" that primarily dealt with wharves and typhoon shelters.

In the late 19th century, the Chamber raised the issue of Hong Kong's governing structure. Chairman F.B. Johnson's 1883 speech to the AGM expressed the business sector's desire for greater local representation in the Legislative Council, to reflect better the community's concerns. Thomas Whitehead, the Chamber's LegCo representative between 1890 and 1902, also petitioned for a system of representative government.

In our efforts to provide useful information and analysis to our members, the Chamber in 1864 began producing reports on prices of various commodities in the markets. Today, 140 years later, our economists rely on other price indices, but continue to add value through comment on the direction and velocity of changes important to the business community.

Shortly after those initial statistical reports were first produced, the Chamber established the first of what are now more than 20 committees dealing with specific issues or interests. An 1866

newspaper editorial suggested the structure of committees examining key issues to be raised with the General Committee, a practice which evolved into an extremely efficient structure for detailed analysis of, and recommendations for action on, key questions facing Hong Kong.

In the early days, the Chamber pioneered training courses, with particular emphasis on language skills. In 1915, your Chamber began funding Cantonese language classes for foreign traders, much as we now host various English and Putonghua programs. Your Chamber also provided critical seed money for Hong Kong University, and internationally helped raise money for a center for the study of tropical diseases located in Panama.

Taxes are never far from a businessman's thoughts, nor the government's heart. As representatives of the business community's interests, we have often stood up for limiting the size and scope of various fees, levies and duties, but not always. Where fiscal demands require additional funding, and particularly where the government is determined to act, the



Anthony Nightingale  
黎定基

Continued on page 6 >>

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# 締造香港驕人歷史

今天的香港總商會是本港一個多元化、具影響力和現代化的商界組織，擁有廣泛網絡，並關心眾多的領域和議題。本會具國際特色，但卻植根本地社會，而且與內地緊密聯繫。現時會員涵蓋外資企業、香港公司和中資機構，網羅大、中、小型企業。我們一向以會員權益為依歸，致力提供營商便利，這從我們過去數年努力推進「緊貿安排」及於「沙士」爆發期間團結會員力量，可見一斑。

值得注意的是，若你回顧總商會自 1861 年創立以來的工作，便會發現我們在與時並進之餘，時刻為香港尤其是商界出力，以不斷提升香港的競爭地位，維持香港繁榮穩定。自成立之初，我們的意見深受各方重視，認為是一把理性的聲音，所言皆經深思熟慮，並具建設性。這個傳統一直延續至今，會員應該感到自豪。

過去我們曾提出許多問題，時至今日仍然產生回響，如政府條例、工務、貿易、海港和政治。在 1931 年會員週年大會上，當時的本會主席邁基 (G. Gordon Mackie) 在報告時強調政府採購政策是否公平競爭的重要性，他主張本地供應商與英國同業的機會應該均等。今天，本會仍繼續與世界貿易組織和太平洋地區經濟理事會合作，確保港商在本地和海外皆獲得公平待遇。

近百年前，會員提出協調各地規管制度及加強打擊侵權活動（這指暴力的海盜行為，而非侵犯知識產權）。本會於 1909 年把知識產權納入關注事項，當年會員週年大會討論了香港註冊商標須否同時在英國註冊。

自 20 年代起，總商會便代表政府提供貿易文件簽發服務，從最初各種稻米品質認證（這項業務對本會財政獨立至關重要），到簽發產地來源證和「安排」文件。無疑，內地是港商的重點市場，尤其是毗鄰香港的地區。早於 1931 年，我們就指出珠江三角洲是一個重要的商業區。

任期最長的本會主席賴里 (Phineas Ryrie)，可能是最早全面研究海港問題的人。他於 1880 年代控告政府（結果敗訴），反對「海港 82 段對面的填海工程」（即今日的長江

中心）。數十年後，本會在 1924 年會員週年大會上發表「改善香港海港」報告，主要針對碼頭和避風塘等措施，當中談及香港的基建發展。

19 世紀末，本會提出香港管治架構這個議題。本會主席約翰遜 (F. B. Johnson) 於 1883 年會員週年大會致辭時表示，商界希望立法局擴大其代表性，從而更好地反映社會各階層的關注。1890 至 1902 年的本會立法局代表懷特克德 (Thomas Whitehead)，亦要求在港建立代議政制。

為向會員提供有用資訊和分析，本會於 1864 年起編製有關市場各類商品物價的報告。140 年後的今日，本會經濟師依賴其他物價指數，同時就關乎工商界利益的轉變趨勢和速度發表評論，不斷給會員增值。

我們編製上述初步統計報告後不久便成立首個委員會，專責處理特殊問題，目前本會已設有 20 多個代表不同界別的委員會。1866 年，一份報章社評建議本會設立委員會，以研究理事會提出的種種主要問題。如今，委員會已成為深入分析香港重大問題和提供行動建議的高效率渠道。

本會於成立初期開辦培訓課程，著重語言技能。1915 年，我們開始資助外商粵語班，現時更舉辦各類英語和普通話課程。本會亦為香港大學提供種子基金，並曾協助巴拿馬一家熱帶病研究中心在全球各地籌款。

稅收永遠是商人和政府關心的問題。身為工商界權益的代表，我們屢次促請政府限定各類收費、徵費和關稅的多少和涵蓋範圍。然而，當財政上需要更多資金而政府又決意行動時，本會便著力確保最終稅項由各個經濟環節平等分擔。1868 年，我們支持修訂《印花稅條例》，條件是若政府日後需要增加收入，便須透過其他途徑開源。

本會於 1868 年開始討論商品及服務稅，首次提出擴闊稅基，今天，這個議題再度引起回響。值得注意的是，一名會員在當年的討論會上指出，雖然工商界可能反對開徵銷售稅，但相信政府仍會予以實施，而總商會的目標應是確保該稅項設計得最好。

憑藉這些努力，本會於 1898 年獲一份報章社評稱譽為「香港商界之光」，尤在「呼籲關注商界的需要和期望方面不遺餘力」。我希望這個看法仍然獲得廣泛認同。B

黎定基為香港總商會主席。

>> Chamber has worked to ensure that the resulting taxation is shared equitably among various parts of the economy. In 1868, we supported a revision of the Stamp Act, on the condition that if additional revenues were required they would be acquired from different sources.

This was perhaps the Chamber's first effort to broaden the tax base, and one that resonates again today, when discussion has begun on the GST. Interestingly, one of the members present at the discussion in 1868 pointed out that even though the business community might wish not to have that particular

tax, it would still be imposed and the Chamber's objective should be to make it the best possible tax.

Perhaps it is efforts like these that prompted an 1898 newspaper editorial to refer to the Chamber as "a credit to the commercial community of Hongkong," particularly "in calling attention to the wants and aspirations of this commercial centre." We hope that sentiment is still widely shared. B

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





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# Cultural Zone and Taxation Ordinance

With the current Legislative Council term about to prorogue, legislators and the government are busy holding meetings to make sure their scheduled discussions finish on time. This month, I want to brief you on two issues which have been deliberated over for some time in Legco – the West Kowloon Cultural Zone and the amended Inland Revenue Ordinance.

Since the government announced its plan last year to subsidise a single developer to construct and operate recreational facilities in West Kowloon, extensive debates in the community, not to mention repeated discussions in Legco, have taken place. As the deadline for tenders closed in mid-June, Legco councillors reiterated their views at a motion debate.

## Single tender fuels arguments

Many Legco members and the public oppose the single tender method. Most argue that with a projected price tag of HK\$24 billion, few enterprises will qualify to submit tenders for the project. This will result in price manipulation, reduce the bargaining power of the government and ultimately damage the interests of the public. In addition, a single developer might lack the experience to properly run cultural and recreational services, impose high charges to boost profits, or try to operate services unsuitable for a cultural centre. If this were to happen, it would go against the original intention of the Cultural Zone.

Given the public's concerns, I feel the government must rethink how it handles the project. Although the government says this is not the first time that the development of commercial infrastructure has been subsidised with land provisions – such as the Hong Kong Convention and Exhibition Centre Stage I and property developments of MTR and KCRC – the method should nonetheless be adopted on a case-by-case basis.

Hong Kong is new to developing large-scale cultural and recreational facilities using this approach, and as such we should not ignore the potential risks involved. Moreover, because the site is the last, large plot that can be sold at a high price in Kowloon, the government needs to pay close attention to its development.

Given the above, I think the government should seriously rethink the idea through. One alternative would be to auction off the commercial and residential plots on the site first at market price. It could then develop the cultural and recreational phase with the money from the auction, which would raise the chances of the project achieving all of its objectives.

## Some amendments unfit

After extensive discussions in Legco, the Inland Revenue (Amendment) Bill 2000 was finally passed. The most controversial amendment is that the government prohibits controlling shareholders and their connected companies from claiming tax deductions of interest expenses through subscribing to debentures or notes through their associates. The government explained that the measure aims to combat tax evasion and to safeguard its tax revenues.

During discussions, the Liberal Party and I reflected the views of HKGCC and the business sector, and we all agree that more time is needed to further study the possible implications of the amendment. In general, we support the government's efforts to tackle tax evasion and understand the need to close existing loopholes in taxation law – especially now given the huge budget deficit.

However, there are a number of points that impede the business sector which need to be considered. The across-the-board approach reflects the government's assumption that all controlling shareholders are trying to avoid paying taxes by investing in debentures issued by listed companies that they own. It completely ignores the genuine commercial reasons for doing so that are totally unrelated to taxation. A typical example is that controlling shareholders will be required by banks to participate in their corporations' debt issues as a means to show their confidence in their business.

Moreover, the amendment not only substantially inconveniences enterprises' financial arrangements, it also reduces their incentive to issue bonds.

The Liberal Party and I feel that the government should consider the business sector's views and make further amendments to allow controlling shareholders to claim tax deductions if they do not own more than 20 to 30 percent of the debentures on issue. This way, the public will hold most of the debentures and limit the chances of controlling shareholders from dodging taxes.

Although the government did not accept our proposal, we will closely watch the impact that the amendment will have on the developing bonds market in Hong Kong, and hope that companies will not shy away from raising capital in the local bond market by issuing debt.

*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](mailto:tpc@jamestien.com). Tel. 2500 1013, Fax 2368 5292. **B***



James Tien 田北俊

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

# 文娛區計劃與稅務條例

**本**屆立法會的會期即將結束，一如往年，在會期末段議員和政府都加緊開會，希望趕及在休會前完成在商討中的工作。當中有兩件事項都是經過頗長時間的商討，分別是西九龍文娛藝術區發展計劃及稅務條例的修訂，我認為值得在此向同業們作一簡報。

自政府去年公佈擬將西九龍文娛藝術區發展計劃批予單一發展商，以商住用地資助大型文娛藝術設施的興建和經營，一直引起廣泛爭論。立法會亦曾有多個不同的會議作深入討論，而剛在六月中該計劃的投標期屆滿時，更有一動議辯論議員再表達意見。

## 單一招標惹爭議

對於單一招標的做法，很多議員和公眾都不表認同。當中不少意見都指該計劃的規模龐大，涉及投資額逾240億元，有力競投者根本寥寥可數，競爭相當有限，因此容易衍生壟斷壓價、政府議價能力低等問題，令公眾利益受損。而且由缺乏文娛藝術業務經驗的發展商營辦，亦可能產生為增收收益而收費過高、偏離計劃原意等問題。

鑒於公眾的憂慮，我也認為政府有必要重新研究有關做法。雖然政府指以土地資助發展具商業性質的基建項目並非首次，例如會展第一期及兩鐵沿線物業等，但這並非一概應用到所有類型的項目上。以此模式發展龐大的文娛藝術設施，畢竟是一個新做法，我們不能輕視其風險。況且，該用地是九龍市區的最後一幅佔地較大的土地，價值極高，政府更應小心處理。

因此，我認為政府應該再三小心研究。或者，另一可考慮的做法是先將商住用地分拆拍賣，給更多發展商參與競投，使土地可以最佳的市場價錢賣出，之後政府才利用所得收益自行發展文娛部份。相信這樣做，比較將兩部份一併批予單一發展商負責，或更能保證計劃成功落實。

## 不同意稅務條例修訂

至於另一件也是經過立法會長時間討論的事項——《2000年稅務(修訂)條例草案》，最近終獲通過。不過，當中最受爭議的是政府為了防止避稅及保障稅收，一刀切禁止控股股東及與其相連公司透過其聯營公司購買債券及票據，使有關利息開支扣稅的做法。

在商討的過程中，我和自由黨議員一直有反映總商會和工商界的意見，認為還需要時間詳細研究此點。就政府抑止避稅的目的而言，相信不會引起很大異議，尤其是政府正面對龐大的財赤，要設法堵塞稅務上的漏洞，是很容易理解的。

不過，對於若干細節可能影響到工商界，我們則不能不指出。政府如此一刀切的做法，根本不符合實際情況，政府假定了所有主要股東投資自己上市公司發出的債券都是避稅行為，完全抹殺當中可能存在真誠商業原因的因素，而與避稅無關，例如銀行要求主要股東給予債券信心的保證等。

而且此做法會為企業的財務安排帶來很多不便，又影響發債意欲。我和自由黨都認為政府應考慮商界的意見，將規定改為若購買商務票據比重在20%至30%以下，可豁免被視為避稅行為，因為絕大部分債券仍由公眾認購，避稅的可能性非常低。

雖然政府最終未有採納建議，但我們仍會密切跟進有關修訂對正在發展的債券市場的影響，希望本地發債集資活動不至大幅減少，令香港得不償失。

如您對本人的意見有任何評論或建議，歡迎直接向我反映。通訊地址：中環皇后大道中8號立法會大樓；電郵：tpc@jamestien.com；電話：2500 1013；傳真：2368 5292。B

田北俊為香港總商會立法會代表。

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# Chamber Sought After to Co-organise Programs

The Hong Kong General Chamber of Commerce does about 300 programs per year. Many people ask how we decide what programs to run? The answer is that many of these are initiated by the Chamber in order to provide what we believe are the best programs for our members in terms of business assistance or economic information. Chamber committees think of issues which they feel the Chamber should explore, and our secretariat feels the pulse of members and the business community, as well as international business trends and speakers before putting together programs, which range from small breakfasts to large luncheons and from roundtables to trade missions. The subjects are varied.

Many of our other programs are the result of overtures by outsiders with whom we have contact, which are mostly business matching and investment promotion in nature. Each year, over 200 business delegations visit the Chamber, half of which come from Mainland China. These delegations and meetings give our members exposure that they ordinarily would not easily be able to find. Business opportunities abound, and one never knows when these contacts will come in handy. And our Distinguished Speakers Program has featured so many renowned business leaders that we now get calls from business leaders around the world who want to speak at this program.

Finally, because of the Chamber's reputation as a top program organiser and our network, reach and influence, we are frequently asked by outside organisations to either endorse, support, or co-organise events. We do look at those requests carefully, since our time is limited and we must judge how our

members can benefit from such cooperation. Therefore, when you see the Chamber's name below a certain program that is not "our own" program, you can be sure that we have thought about that program carefully and judged that our presence is good for our members.

In the next 12 months, several important programs feature a prominent Chamber role, even though we are not the prime organiser. The government has asked the Chamber to be co-organiser for a major conference on the business implication of Pan-PRD Integration on July 19. The government has also asked the Chamber to be co-organiser for a major conference with over 1,000 attendees to explore Hong Kong's economic positioning August 23. Then on August 28, the Chamber will help the Chinese Entrepreneurs Forum organise a Shenzhen conference featuring China's top private entrepreneurs. On September 13, the Chamber is co-organising with the Hong Kong Venture Capital Association on a venture capital conference for businesses, with emphasis on the SMEs. On November 1, the Chamber is working with SCMP in Zhongshan on the third annual PRD Conference. And on June 13-14, 2005, the Chamber will be working with the Pacific Basin Economic Council to host its 38th International General Meeting, a major international business conference, here in Hong Kong.

So, as you can see, we are being sought after to cooperate on major events, even as we organise our own programs, like the Business Summit on November 25, during the year. **B**



Dr Eden Woon 翁以登博士

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

## HKGCC's New TV Series

Don't miss HKGCC's first television series on Cable TV News Channel One! This weekly Hong Kong Business Leadership Series will feature exclusively HKGCC General Committee members. Each of the episodes will probe the thinking of one Chamber leader who will share with the audience how he or she views the economic and business environment, and how these ideas drive the business activities and the markets.

This series is jointly produced by HKGCC and Hong Kong Cable Television Limited.

Please check the Chamber's Web site to find out more!

[www.chamber.org.hk](http://www.chamber.org.hk)



## 香港總商會 首個電視專輯

香港總商會首個電視專輯「香港商業領袖系列」，逢星期四晚上於有線電視新聞一台播出，敬請留意收看！此系列每週介紹一位香港總商會理事會成員，深入探討他們對經濟和營商環境的看法，並且分析這些觀點能如何推動商業活動和市場發展。

此專輯由香港總商會及香港有線電視有限公司聯合製作。

欲知詳情，請即登入本會網站。



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# 眾多機構要求與總商會合辦活動

**香**港總商會每年舉行約 300 項活動。許多人問我們如何決定舉辦甚麼活動？答案是大部分由本會發起，旨在透過最好的活動為會員提供營商便利或經實資訊。本會委員會不時建議本會應探索的問題，屬下秘書處亦諮詢會員和商界的意見及緊貼國際商業趨勢和講者動向，落實活動。從小型早餐會到大型午餐會，研討會到商貿訪問團，形式多樣。

本會亦有不少活動由與我們相熟的外界人士穿針引線促成，大多是商貿配對和投資推廣。每年超過 200 個商務代表團到訪本會，其中半數來自中國內地。透過這些代表團和會議，會員可結識平時難得有機會接觸的政要和商界領導，商機無處不在，這些聯繫隨時會派上用場。此外，眾多著名商界翹楚先後應邀擔任本會「特邀貴賓演說系列」之主講貴賓，我們不時接獲來自全球各地的工商領袖來電，表示希望為此系列演說。

本會以卓越的活動籌辦能力見稱，加上我們的網絡、聯繫層面和影響力，外界機構經常邀請我們贊助、支持或合辦活動。我們會審慎考慮這些要求，除因為時間有限外，我們亦須評估會員如何能藉這些合作得益。因此，當您在外界活

動的宣傳資料中看到本會名稱時大可放心，因為這表示我們已對該活動進行深入研究，並認為本會的參與對會員有利。

在未來 12 個月，本會將在多個重要活動中擔當要角，雖然我們並非主辦機構。政府已邀請本會合辦 7 月 19 日舉行的一個大型會議，分析泛珠三角融合對商界的影響，以及協辦 8 月 23 日另一大型會議，探討香港的經濟定位，預計將有逾千名人士出席。本會還將於 8 月 28 日協助中國企業家論壇在深圳舉辦高峰會議，重點介紹中國的頂尖民營企業家。此外，我們將於 9 月 13 日與香港創業投資協會合辦創業投資會議，主要對象是中小企。本會和南華早報將攜手合辦 11 月 1 日在中山舉行的第三屆珠三角週年會議，並將與太平洋地區經濟理事會一起籌辦在 2005 年 6 月 13 至 14 日假香港舉行的一項大型國際會議——第 38 屆太平洋地區經濟理事會國際年會。

由此可見，眾多機構要求與我們合辦大型活動，同時，我們將繼續舉辦本身活動，包括今年 11 月 25 日舉行的商業高峰會議。 **B**

翁以登博士為香港總商會總裁。

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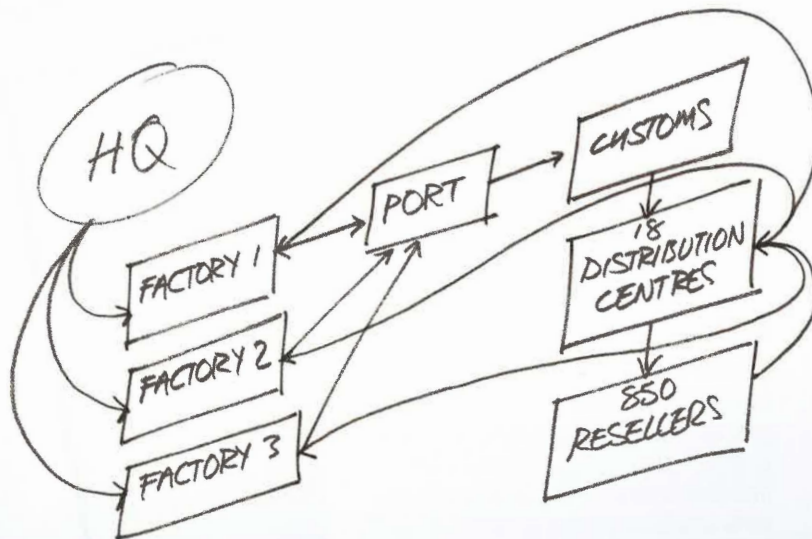
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## Businesses are no longer complacent about the cost of unsolicited emails on their organisation as new research shows Hong Kong office workers have 4.2 'sick days' per year due to spam

**S**пам overload is costing Hong Kong's economy an estimated HK\$10 billion a year and companies HK\$6.8 billion in lost productivity.

Research commissioned by the Hong Kong Internet Service Providers Association (HKISPA) finds that the average employee has 4.2 'sick days' per year due to spam-related absenteeism. The situation is getting so bad that many Internet users want service providers to act while others believe that legislation may be the only way to curb the problem.

According to speakers at the "Dam the Spam Forum" on June 25, there may be no easy solution to the problem.

"Legislating solves part of the problem. It will not solve the entire problem," John Tsang, Secretary for Commerce, Industry and Technology, said after the forum. "Only 5 percent of the spam originates from Hong Kong. Even if we legislate locally, which may provide a deterrent from spammers from using Hong Kong as the place of origin, it will not solve the 90 percent of the problem."

He suggested international collaboration would be necessary to erase spammers around the globe, otherwise the problem will never be able to be entirely solved. Mr Tsang also cautioned that legislation also ran the risk of harming legitimate businesses.

"That's why whatever measure we come up with, it's got to be a balanced one

that on the one hand, we could eliminate a lot of the unnecessary business cost that arises from spam. On the other hand we will not provide a deterrent for legitimate businesses to do business through telecommunications means," he said.

Director General of Office of the Telecommunications Authority (OFTA) M H Au, said at the forum that is why his office started consultations on the issue on June 25 to see if businesses really believe that legislation will do more good than harm.

The European Union and the U.S. have adopted a system whereby people who receive spam can opt-out of spammers' emailing lists, whereas Australia has gone for an opt-in system so that marketers can only send emails to those who have asked to receive them. Both systems have their pros and cons and have exemption lists, such as political parties, governments and charities, among others.

"From the government's point of view, we need to get views from the community, we need to assess the impact that an opt-in and an opt-out option would have on business operations," Mr Au said. "We need to find a solution that would be effective without imposing an undue burden on legitimate businesses."

While agreeing that legislation is necessary to fight spam, Sin Chung Kai, Legislative Councillor (IT), said technological solutions, anti-spam legislation and self-regulatory approaches would all be needed to fight the problem.

"The best way to stop spam is to use enforced legislation combined with advanced anti-spam technologies. The government, industry and our society have to reach a consensus on the approach to stopping the spread of spam," he said.

### Spam and Virus are Twins

High % in virus generated spam :  
64% June  
58% May

Intra HK Traffic Analysis in June :  
- 58% by virus  
- 24% by open relay or badly configured mail servers  
- 18% by hackers or spammer mail servers

Global average spam generated by virus 5%

Source : MailProve



## Drowning in Spam

### ISPs' responsibility?

But shouldn't Internet service providers (ISPs) themselves be doing more to do something to stop the deluge of junk e-mails that their users are receiving?

York Mok, Chairman of HKISPA, said that around 40 percent of the 500 complaints that Hong Kong's ISPs receive every month are spam related. Service providers claim they have implemented self-built blacklists and imposed limits on the amount of mail their users can send, but





# 垃圾電郵泛濫

**垃**圾電郵泛濫，估計將令香港經濟每年損失 100 億港元，並使企業喪失價值 68 億港元的生產力。

香港互聯網服務供應商協會進行的研究發現，每名僱員每年因垃圾電郵而平均浪費 4.2 個工作天。這問題日益嚴重，許多互聯網用戶希望服務供應商採取行動，亦有不少認為立法可能是遏止濫發電郵的唯一方法。

多名參與 6 月 25 日「杜絕垃圾電

企業不能再漠視濫發電郵給機構造成的損失，因為新近研究顯示，垃圾電郵導致香港辦公室員工每年平均浪費 4.2 個工作天

郵研討會」的講者皆認為，這問題不易解決。

工商及科技局局長曾俊華在研討會後表示：「立法無法解決一切問題。目前，僅 5% 垃圾電郵來自香港。雖然本地立法或可制止垃圾電郵從香港發出，但問題依然存在。」

他建議國際間通力合作，以打擊全球各地的濫發電郵者，否則問題將無法完全根除。曾氏亦警告，立法還可能損害合法經營的企業。

他說：「因此，無論我們採用甚麼措施，它都要起到平衡作用，一方面可大大消除垃圾電郵產生的多餘營商成本，另一方面又不會阻止合法企業利用電訊渠道經商。」

另一講者—電訊管理局總監區文浩表示，該局因而於 6 月 25 日就濫發電郵問題展開公眾諮詢，旨在瞭解商界是否真的認為立法是利多於弊。

歐盟和美國已採納一套對付垃圾電郵的方案，如收件人拒收電郵，發送人便不能再向他發送新的電郵，一般稱為「選擇不接受」。澳洲則採用另一方案，發送人在發出電郵前，須事先得到收件人許可，才發出推銷商品或服務的電郵，一般稱為「選擇接受」。兩個方案各有利弊，並有豁免名單，如政黨、政府和慈善團體等。

區氏說：「從政府角度來看，我們需諮詢公眾意見，並需評估兩個方案對業務運作的影響。我們需尋求一個有效的解決方法，同時不會對合法企業構成過大負擔。」

立法會議員單仲楷同意香港須立法禁止垃圾電郵，但制定科技解決方案、反濫發電郵立法和自我監管亦同樣重要。

他說：「杜絕垃圾電郵的最佳方法，就是強制立法和採用先進的反濫發電郵技術。要防止垃圾電郵蔓延，政



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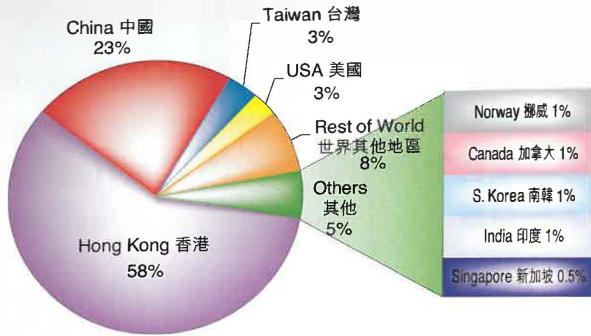
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## Spam generated by virus attack in June 6月份病毒襲擊引發的垃圾電郵



Origin of virus attack against Hong Kong email servers for June 2004  
2004年6月香港電郵伺服器的病毒來源地

Source 資料來源: MailProve

all concede these have not been very effective in blocking the rising tide of spam.

ISPs believe the most effective way to curb the problem would be through a shared blacklist and legislation.

ISPs say the spam filters that they offer to customers can filter out about 80 percent of spam without accidentally deleting legitimate emails. However, according to research by HKISPA, their efforts to deal with spam costs them collectively an estimated HK\$3 million per month.

ten underestimate just how much money they are losing through spam.

“For organisations without anti-spam solutions, the average amount of time lost by email users each day due to spam is 10 minutes, including time spent reviewing emails to identify which are spam and possibly tracking down valid emails that may have been deleted by users or IT by mistake,” the company’s white paper on spam stated.

It also points out that costs of spam go beyond time lost by users. Time is also lost

## Spiralling cost to business

Jeff Bullwinkel, Director of Corporate Affairs, Far East, Microsoft Corporation, says spam is destroying the value of email for consumers and businesses worldwide, as well as eroding customer trust in technology.

According to the findings of research firm IDC, businesses of-

when IT personnel are required to deal with spam because they lack an anti-spam solution. Storage costs also weigh into the picture and vary by organisation size.

In Hong Kong, nearly 70 percent of Internet users use some sort of anti-spam measures, which block about 80 percent of unwanted emails. Given the growing tide of spam, however, the effectiveness of these filters is decreasing.

“While many organisations have implemented solutions, the battle with spam rages on and at a significant cost to organisations,” said Alyn Hockey, Director of Research at online security firm Clearswift. “Given that spammers are increasingly sophisticated in their techniques, it is critical that organisations look at all the facets of assessing and selecting a robust anti-spam solution.”

But not everything is bad news in the battle against spam. IDC notes that anti-spam solutions reduce the average amount of time spent on spam by email users by 50 percent – that translates to a cost savings of HK\$53,460 per year for a 30-user company. **B**

## Free Spam ROI Calculator

Companies can now calculate how anti-spam measures impact their organizations' bottom lines with a neat little return-on-investment (ROI) calculator. Users plug in the numbers for email, the initial licensing costs, and annual maintenance fees, then it delivers the ROI and time to pay back an anti-spam investment.

“Calculating the loss of time for both recipients of spam and those administering the email system is difficult,” says Alyn Hockey, Director of Research at Clearswift. “The ROI calculator takes into account all the variables associated with spam to give organizations a realistic picture of the costs associated with spam and spam management.”

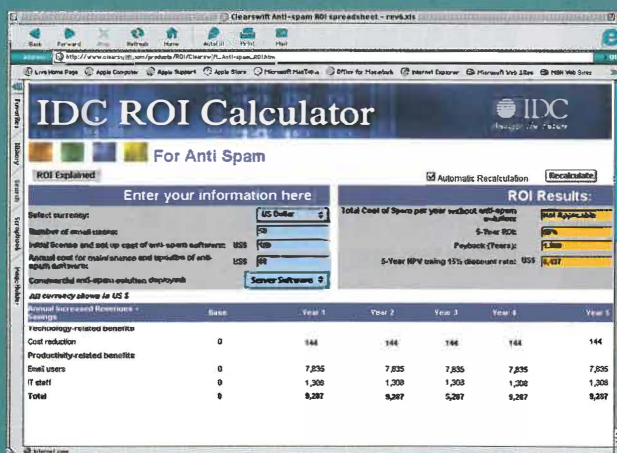
The company’s white paper report on spam claims that anti-spam solutions reduce the average amount of time spent on spam by 50 percent. The ROI calculator is at [www.clearswift.com/products/ROI/Clearswift\\_Anti-spam\\_ROI.htm](http://www.clearswift.com/products/ROI/Clearswift_Anti-spam_ROI.htm)

## 反濫發電郵投資盈利率免費計算

企業現可使用一部輕巧的投資盈利率計算機，估計反濫發電郵措施對機構盈虧的影響。用戶只需輸入電郵數量、最初牌照費用和保養年費，然後便得出投資盈利率和反濫發電郵投資回本所需的時間。

Clearswift 研究總監 Alyn Hockey 說：「對垃圾電郵收件人和電郵系統管理人來說，計算損失多少時間是一件困難的事。投資盈利率計算機能計及與垃圾電郵有關的所有變數，讓機構清楚知道濫發電郵和垃圾電郵管理涉及的成本。」

該公司的濫發電郵研究報告指出，反濫發電郵方案可令用戶處理垃圾電郵的時間平均減少一半。投資盈利率計算機載於 [www.clearswift.com/products/ROI/Clearswift\\_Anti-spam\\_ROI.htm](http://www.clearswift.com/products/ROI/Clearswift_Anti-spam_ROI.htm)。



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府、工商界和整個社會皆須在有關對策上達成共識。」

### 互聯網服務供應商有責？

然而，難道互聯網服務供應商(英文簡稱ISP)不應著力防止垃圾電郵泛濫？

香港互聯網服務供應商協會主席莫乃光表示，本港ISP每月接獲的500宗投訴中，約四成與垃圾電郵有關。服務供應商聲稱已自設黑名單及限制用戶可發送的電郵數量，但它們全都承認這些措施成效不大。

大部分ISP認為，遏止問題的最有效方法可能是共用黑名單和立法。

ISP表示，它們向客戶提供的垃圾電郵過濾軟體可阻截約8成垃圾電郵，同時不會意外刪除正當的電郵。不過，該協會的研究指出，估計ISP在對付垃圾電郵方面每月合共花費300萬港元。

### 企業成本持續飆升

微軟公司遠東區企業事務總監 Jeff Bullwinkel 說，垃圾電郵正在破壞電郵

### 垃圾電郵與病毒息息相關

病毒引發的垃圾電郵比例偏高：

64% 6月

58% 5月

6月份香港區內互聯網流量分析：

— 58%來自病毒

— 24%來自匿名轉發或設定欠佳的郵件伺服器

— 18%來自黑客或濫發電郵者的郵件伺服器

由病毒產生的全球垃圾電郵比例 5%

資料來源：MailProve

對全球消費者和企業的價值，同時削弱客戶對科技的信任。

研究公司 IDC 的調查結果顯示，企業往往低估它們因垃圾電郵而損失的金錢。

該公司的垃圾電郵調查報告表明：「對於缺乏反濫用電郵方案的機構，電郵用戶每日因垃圾電郵而平均失去 10 分鐘時間，當中有些用於檢查哪些是垃圾電郵，有些用於搜尋可能遭用戶或資

訊科技部意外刪除的正當電郵。」

該報告亦指出，垃圾電郵造成的損失不單是用戶所損失的時間。由於機構沒有反濫發電郵方案，資訊科技人員亦要花時間來對付垃圾電郵。此外，儲存成本亦帶來負擔，多少則因機構規模而異。

在香港，近7成互聯網用戶採用若干反濫發電郵措施，可阻截約8成垃圾電郵。然而，鑑於垃圾電郵問題日益猖獗，過濾軟體的成效逐漸下降。

網上保安公司 Clearswift 研究總監 Alyn Hockey 說：「雖然很多機構已採用解決方案，但對付垃圾電郵將是一場持久戰，機構會因此花費龐大。由於濫發電郵者的技術愈益成熟，機構必須進行全面評估，從而選擇一套周全的反垃圾電郵方案。」

然而，這場戰爭亦帶來喜訊。IDC 指出，反濫發電郵方案可令電郵用戶處理垃圾電郵的時間平均減半，一間擁有 30 名用戶的公司每年可因而節省 53,460 港元。 **B**



飛躍市場推廣公司  
亞洲區常務總裁  
高展鵬先生

## 飛躍市場推廣公司選用 Microsoft® Business Solutions CRM，於數據庫管理、更新及安全邁出一大步

飛躍市場推廣公司 (Jump Marketing) 以香港為基地，專門為客戶提供活動管理服務及策劃各種市場推廣活動，以配合客戶的業務目標。飛躍市場推廣公司的其中一項業務是租賃數據庫予客戶進行推廣活動。這個數據庫儲存了逾 6,000 名聯絡人的資料，其中包括 2,000 大型本地企業的頂級管理層要員，是該公司的重要資產。

飛躍市場推廣公司的業務不斷擴展，故此其團隊需服務更多不同的客戶以及管理更龐大的活動，其數據庫及資訊資源亦隨之不斷擴張，於是該公司需要架設一個優秀的數據庫管理系統，令更新及維護數據庫等耗費極多資源的工作得以簡化。飛躍市場推廣公司所尋找的，是一個整合式客戶關係管理方案 (CRM)，讓他們能夠以最迅速及具成本效益的方式管理及更新這些紀錄。

飛躍市場推廣公司選用的 Microsoft Business Solutions CRM 來自 Microsoft Business Solutions，是一款容易使用、可自訂及可擴展的前端辦公室方案。飛躍市場推廣公司的數據庫蘊藏豐富資訊，是一個供客戶使用的寶庫，故此他們需要以 Microsoft Business Solutions CRM 來為這項重要資產提供妥善保護及週全管理。這項方案為飛躍市場推廣公司帶來各種效益，包括與其他 Microsoft 方案及自訂商業管理軟件整合，藉此令該公司的員工毋須負責沉重的數據管理工作，能夠專注為客戶提供更佳服務。

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# The Government's Share: Direct and Indirect Taxation

Hong Kong has one of the lowest and simplest tax regimes in the world. **DAVID O'REAR** looks at the ins and outs of our tax system and ponders what form a goods and services tax might take

In considering how best to rebalance the budget, the debate in recent months has shifted from cutting expenditure to devising new ways to extract revenue from the economy. Income has indeed fallen, and structural changes support arguments that Hong Kong needs to revamp its sources of income. The large and persistent fiscal deficit simply complicates matters.

Most taxes fall into one of three categories: direct, indirect and excise. Direct taxation is that which affects incomes, profits or wealth, while indirect taxes apply to goods, services or trade. Another way of thinking about it is that direct taxes are paid directly to the Inland Revenue, while indirect taxes are paid to someone who then pays the government. Excise taxes, which we will not mention further, are the group to which import duties and similar levies belong.

One of the key differences between direct and indirect taxation is in the choices they offer taxpayers. Direct taxes may be avoided by reducing income, profits or

wealth (generally not attractive options), whereas indirect taxes may be avoided by deciding to purchase fewer products subject to tax, or none at all. Alcohol, tobacco and fuel are indirectly taxed in Hong Kong and those wishing to avoid paying the levy may simply choose not to use these products. Some taxed products are more difficult to avoid than others, but the general rule holds true.

Is one type of tax inherently better, or less damaging than another? It is commonly argued that indirect taxes are more regressive than direct taxes, which is to say that the higher one's income, the smaller portion of that income goes to pay the tax, and vice versa. This is true to a degree, as in the case of a tax on rice or water: regardless of level of income, everyone will buy such products, and the poorer one is, the greater the tax burden as a share of income. However, a tax on motor vehicles is less regressive as one must already be in a certain (fairly high) income bracket before being subjected to the tax.

The two also differ in how they modify behaviour. Direct taxes apply to personal income or corporate profit, and if they are too high, may discourage people from working harder or recording more profits inside the tax jurisdiction. In extreme cases, where the tax rate rises sharply, it may actually be disadvantageous to earn more money. For example, if someone earning up to \$1 million is taxed 25 percent, and those earning over \$1 million are taxed 40 percent, then any raise between \$1 million and \$1.25 million would result in a net loss of take-home pay.

Indirect taxes, on the other hand, discourage consumption (or, encourage savings). The more one consumes, the more tax one has to pay. Certainly, everyone must consume a certain minimum amount to keep body and soul together, and so it is argued that because richer people need to spend a smaller share for their daily needs, indirect taxes are unfair. However, the richer family still pays more



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tax than their poorer relations. If a family spends \$1,000 on food, and is taxed 5 per cent on that purchase, the tax is \$50, while those who spend \$5,000 on food would pay \$250 in taxes.

Further, indirect taxes are often used to urge consumers to alter their behaviour in ways that are thought to be good for society. Hence, alcohol and tobacco are frequently taxed at a higher rate than fruit and vegetables. However, such systems add complexity to retailers' accounting and costs to revenue collectors in the form of more complicated audits.

Most economies tax both directly and indirectly, although the two are typically much more balanced than in Hong Kong. Income and profits taxes are usually progressive in nature, that is, the first bite the taxman takes is smaller than subsequent bites on higher income and profits. The argument in favour of progressive taxation – that those who earn more should pay more – is fundamentally about income redistribution. Everyone benefits from fire services, but under a progressive tax regime it is the wealthier people who pay for, or pay more for everyone's safety.

Finally, there is the cost of tax collection. Direct taxes require that detailed records be kept by each potential taxpayer, to prove how much tax (if any) should be paid.

Indirect taxes require that such records are kept by businesses. In both cases, each layer of complexity adds to the cost of collection and, ultimately, reduces the amount available to the government.

As we consider the pros and cons of a goods and services tax (GST), we should think about ways to reduce the impact on the poorest members of society while limiting the accounting costs to business. One way to help the neediest among us would be to increase the Comprehensive Social Security Allowance (CSSA) by the same amount as the GST, say 5 per cent. That would be a very low-cost way of ensuring that the tax does not hurt those who can afford it the least.

The alternative approach is to exclude a shopping list of items from taxation. The exemptions might include rice, vegetables and so forth. However, there are two undesirable side effects to this method. First, rich people would benefit from tax-free rice and vegetables as well, and so the exemption itself would be regressive. Second, merchants would have to calculate the tax on each separate item, rather than on the total grocery bill, which would add to their costs. As the Financial Secretary ponders such issues, it would be wise to remember the KISS principle: Keep It Simple, Sir. **B**

David O'Rear is the Chamber's Chief Economist. He can be reached at [david@chamber.org.hk](mailto:david@chamber.org.hk)



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# 直接稅與間接稅的徵收

香港擁有全球最簡單和稅率最低的稅制之一，**歐大衛**在今期專欄予以詳盡剖析，並仔細研究在港推行商品及服務稅的最佳模式。

**近**數月來，有關如何恢復香港公共財政平衡的討論焦點，已從削減開支轉為從本港經濟開拓新收入來源。收入減少加上結構性經濟轉型，給香港需要改善收入來源的論點提供理據。財赤持續龐大，令事情更加複雜。

稅項大致分成三類：直接稅、間接稅和消費稅。直接稅影響收入、利潤和財富，間接稅則向貨物、服務和貿易徵收。從另一角度看，直接稅直接繳交稅局，間接稅則先繳付某人，再轉交政府。消費稅包括進口稅和其他同類稅項，後文集中探討直接稅和間接稅。

兩者最大的分別在於給予納稅人的選擇。收入、利潤或財富減少（一般並非納稅人所願），可避免繳交直接稅，而減少購買應課稅產品，甚至完全不買，則可避免繳納間接稅。香港向煙、酒和原料徵收間接稅，如我們不想繳納這類稅項，可以不使用這些產品。當然，有些應課稅產品是較難避免使用的。

哪類稅項本質上較佳，或比對其他稅項給我們帶來較少傷害呢？一般言論認為間接稅與直接稅相比，累退度較高，這表示收入愈高，收入中用於繳納間接稅的部分愈小，相反亦然。一定程度上，此言不差，正如不論收入多寡，任何人都要食飯和用水，因而需要納稅。收入愈低者，間接稅佔其收入的比重愈大。不過，汽車稅的累退度較低，因為有關人士必已屬於某個（通常很高）入息組別，才有需要繳納這稅項。

直接稅與間接稅的分別亦在於如何改變納稅人的行為。由於直接稅關乎個人收入或公司利潤，若稅率過高，人們就會不願在該稅

制下更勤力工作或賺取利潤。在極端情況下，稅率若大幅提高，就更不利於創富。譬如，個人收入在100萬元以下徵稅25%，收入在100萬元以上則稅率變為40%，那麼收入介乎100至125萬元之間的人，其稅後所得較收入在100萬元以下的人都要減少。

間接稅則減低消費意欲（相反鼓勵儲蓄），消費愈多，納稅愈多。毋庸置疑，人人都得至少購買一定數量的若干物品，以應生活所需，因此有人批評間接稅有欠公允，理由是愈富裕者，收入中用以購買生活必需品的比例愈小。然而，較富裕家庭仍須比較貧窮的納更多稅。例如，某家庭用1千元購買糧食，稅率5%，它要繳交50元的稅；另一家庭用5千元購買糧食，稅款為250元。再者，間接稅常用以促使消費者因應社會利益，改變其行為，所以煙酒稅慣常高於蔬果稅。但是，這些稅制令零售商的會計工作更加複雜，亦因需要進行更繁複的核數工作而令徵稅成本增加。

大多數經濟體均同時徵收直接稅和間接稅。在大多數地方，這兩類稅項的所得明顯較香港平均。收入和利潤稅本質上是累進稅，即收入和利潤愈多，納稅愈多。「多賺多付」是累進稅的徵收原則，主要涉及收入的重新分配。人人皆受惠於消防服務，而在累進制下，愈富有的人，愈要納稅

或納較多的稅，以保障所有人的安全。

最後談談徵稅成本，直接稅規定準納稅人保存詳盡記錄，從而證明應課稅多少，間接稅則規定由企業保存記錄。在這兩類稅項下，徵稅的層級愈多，成本愈高，導致政府可得稅收減少。

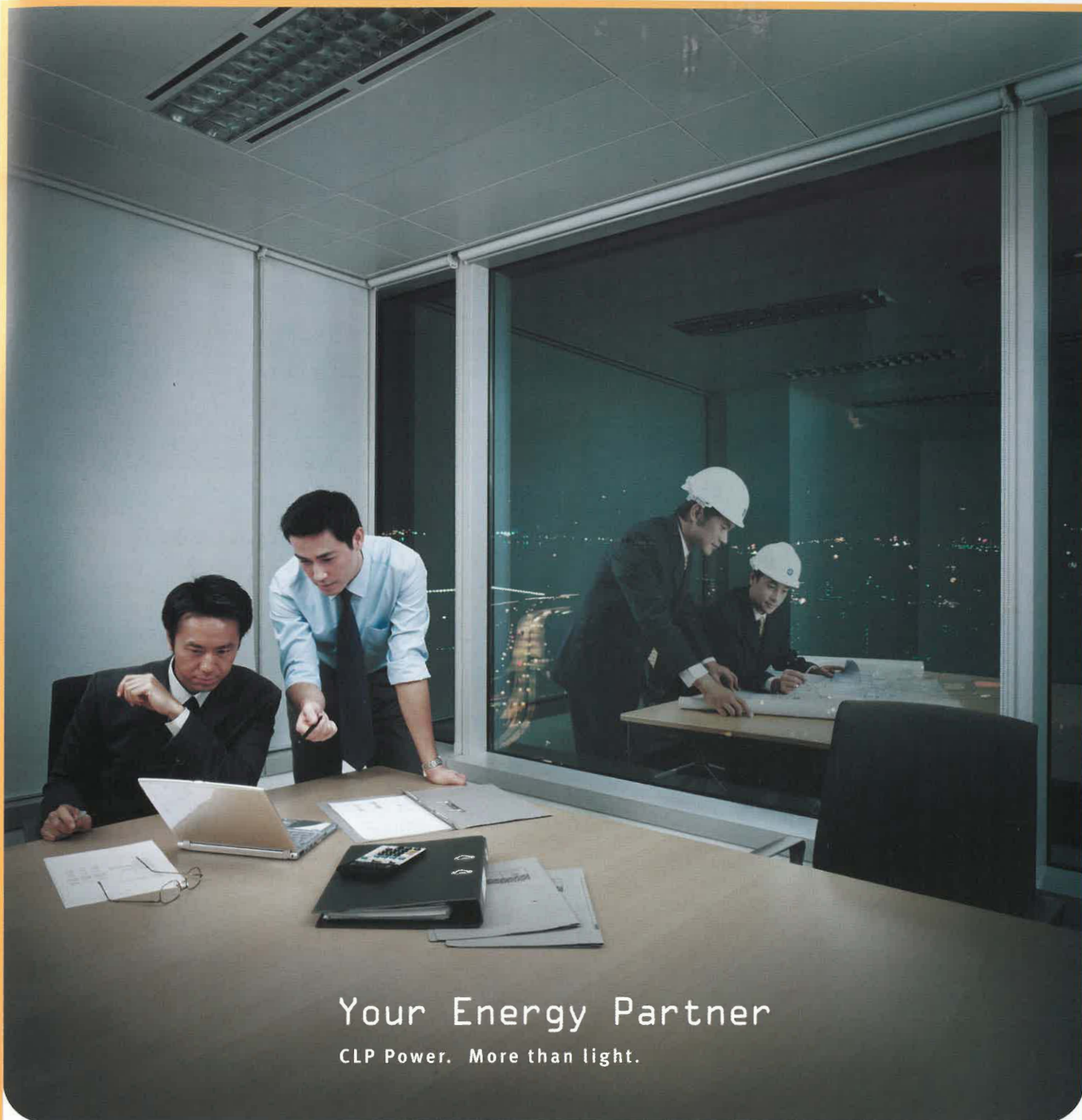
我們在思量商品及服務稅的利弊時，應設法減少這稅項對社會上最貧窮人士的影響，同時限制企業所須承擔的會計成本。幫助最有需要人士的一個方法是，按商品及服務稅率一併提高綜援金額，比如5%。為了確保商品及服務稅不會對最無能力負擔這稅項的人士構成傷害，這是一個成本極低的方法。

另一方法是豁免徵收若干貨品的商品及服務稅，諸如米、蔬菜等。然而，此舉會帶來兩個不良後果，首先是富裕人士也可受惠於免稅米和蔬菜，使豁免變成累退式；其次是商人要為每件貨品計稅，而不可一次過計算總額，這無疑令成本增加。財爺在研究上述問題時，必須緊記「簡單至上」的明智做法。 **B**

歐大衛為香港總商會首席經濟師，電郵：  
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### Hongkongers Asia's Top Impulse Shoppers

Hong Kong consumers are by far the most impulsive grocery shoppers in the region with 67% making unplanned purchases, compared to 14% in Thailand and also 14% in Singapore, according to the 2003 ACNielsen Asia Pacific ShopperTrends.

The survey, which polled around 15,000 urban households across 15 Asia markets, also found that shoppers here have a very low store loyalty. A typical urban grocery shopper in North Asia uses three or more stores regularly. In Hong Kong, only 44 percent of shoppers claimed to use three or more stores regularly for grocery shopping. Hongkongers monthly grocery bill is also the third highest in Asia, after Japan at US\$650 and Australia. **B**



Real GDP (%YoY)	New	Change	Old	Consensus	2003
China	9.5	0	9.5	8.6	9.1
Hong Kong	6.5	+	6.0	6.0	3.3
Indonesia	4.5	0	4.5	4.7	4.1
Korea	5.5	-	6.0	5.6	3.1
Malaysia	6.5	+	6.3	6.1	5.2
Philippines	5.6	+	5.3	4.2	4.5
Singapore	7.0	+	6.0	6.5	1.1
Taiwan	6.0	+	5.5	5.1	3.2
Thailand	6.5	-	7.5	7.2	6.7

Source: ING, Consensus Economics

### Asian Growth Forecasts On the Up

Due to a string of recent data surprises in growth across Asia, ING Financial Markets announced that it has upgraded its GDP forecasts for Hong Kong, Malaysia, the Philippines, Singapore and Taiwan.

"The figures coming in for the first quarter have generally surprised on the upside and ING sees future growth rising still further in the next two quarters, supported by exceptional global growth momentum," Tim Condon, ING's Head of Financial Markets Research for Asia, explained. "We see 2004 as shaping up as the year of the fastest growth since the 1997 Asian Financial Crisis. Export-led growth has succeeded in resuscitating domestic spending to the point that domestic demand has taken over from exports as the driver of top-line growth in most of the region." **B**

### Cost of Living in Hong Kong Falls

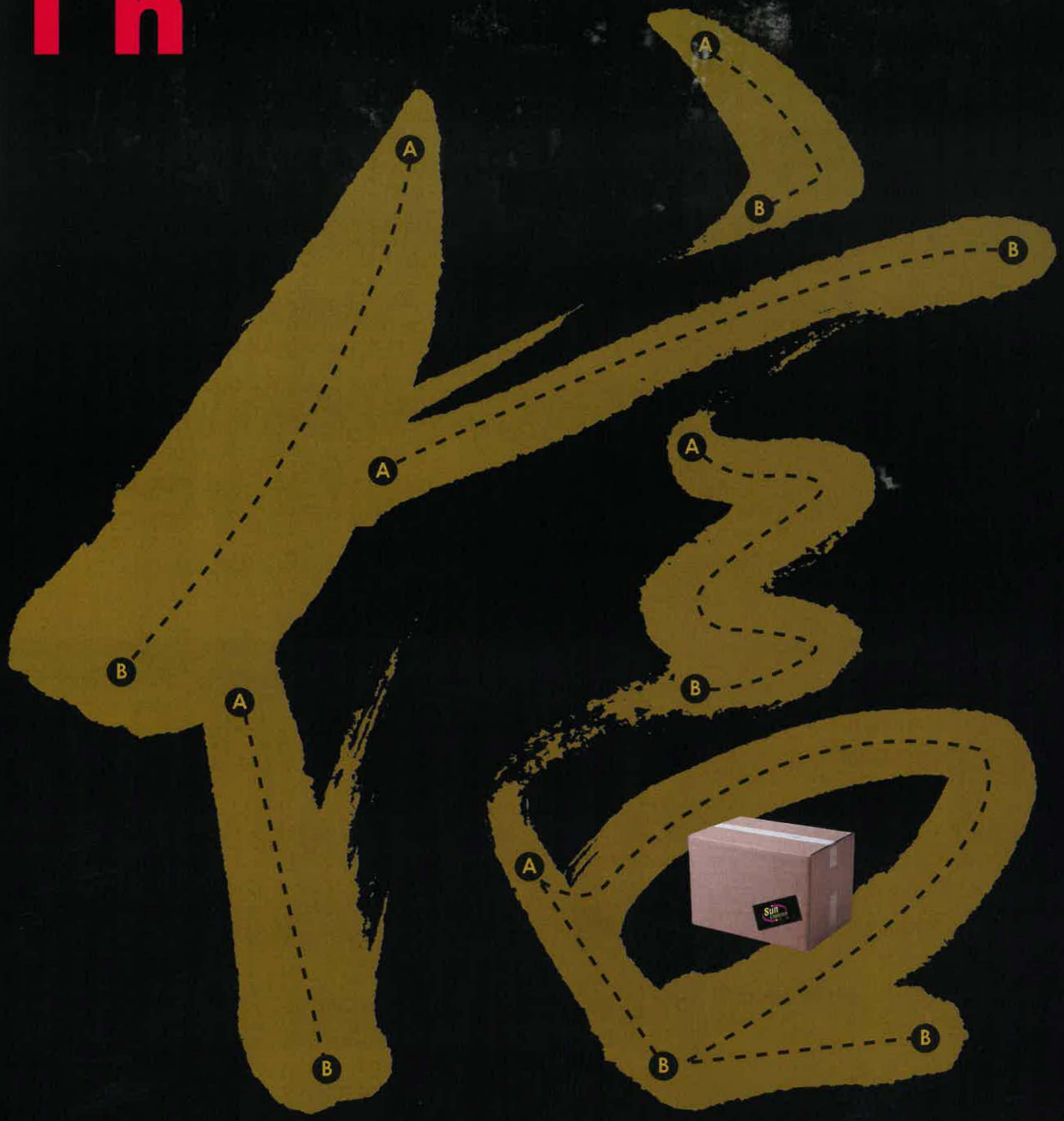
Four of the world's ten costliest cities are in Asia, with Tokyo being the most expensive city globally, according to the latest Mercer Cost of Living Survey released last month. Osaka takes 4th position, followed by Hong Kong in 5th place (down from 4 in 2003) and Seoul, 7th. Chinese cities, though still relatively expensive, have dropped in the rankings, mainly due to the Chinese currency being pegged to the US dollar. Beijing is ranked 11th, followed by Shanghai in 16th place. Somehow, Singapore came in as the 46th most expensive city in the survey. That makes living in Singapore even cheaper than Jakarta in 45th place, but slightly more expensive than Dakar which ranks 47th. **B**

Global Rank 2004	Global Rank 2003	City	Index 2004	Index 2003
1	(1)	Tokyo, Japan	130.7	(126.1)
4	(3)	Osaka, Japan	116.1	(112.2)
5	(4)	Hong Kong	109.5	(111.6)
7	(8)	Seoul, South Korea	104.1	(101)
11	(5)	Beijing, China	101.1	(105.1)
16	(11)	Shanghai, China	95.3	(98.4)
29	(14)	Hanoi, Vietnam	85.6	(89.5)
30	(18)	Shenzhen, China	85.6	(86.7)
31	(29)	Taipei, Taiwan	85.3	(83.5)

SOURCE: Mercer Cost of Living Survey 2004 Asia city index (New York as base of 100)

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# Xin




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## ING 經修訂的 2004 年本地生產總值預測

實質本地生產總值 (與上年同期比較 %)					
	新	變動	舊	綜合平均預測	2003 年
中國	9.5	0	9.5	8.6	9.1
香港	6.5	+	6.0	6.0	3.3
印尼	4.5	0	4.5	4.7	4.1
韓國	5.5	-	6.0	5.6	3.1
馬來西亞	6.5	+	6.3	6.1	5.2
菲律賓	5.6	+	5.3	4.2	4.5
新加坡	7.0	+	6.0	6.5	1.1
台灣	6.0	+	5.5	5.1	3.2
泰國	6.5	-	7.5	7.2	6.7

資料來源：ING, Consensus Economics

## 亞洲經濟增長預測上調

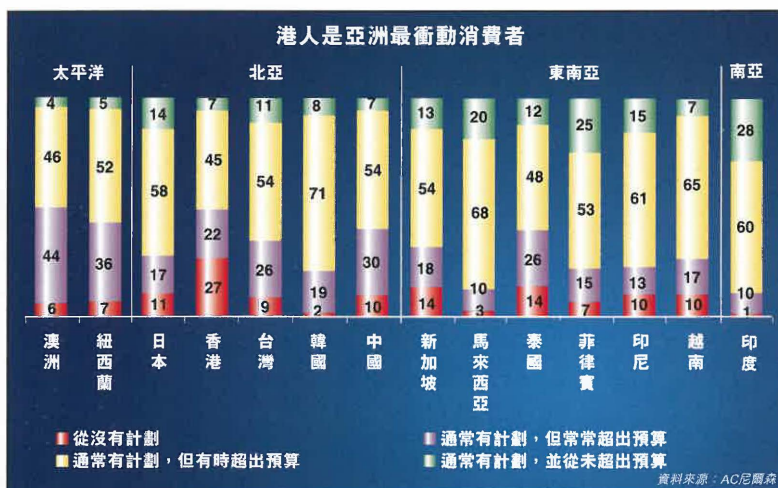
ING 金融市場部宣佈，由於亞洲近日公佈的連串經濟增長消息令人驚喜，該部已調高香港、馬來西亞、菲律賓、新加坡和台灣的本地生產總值預測。

ING 亞洲金融市場研究部主管 Tim Condon 解釋：「令人意外的是，亞洲地區首季經濟普遍上揚，在強勁的環球增長勢頭支持下，ING 預料未來兩季經濟將進一步上升。我們預計，2004 年亞洲經濟增長可望達到自 1997 年亞洲爆發金融危機以來的最高水平。出口帶動的增長令本地消費復甦，內需因而取代出口，成為區內經濟增長的主要動力。」**B**

## 港人是亞洲最衝動消費者

AC 尼爾森的 2003 年亞太區消費趨勢調查顯示，港人是區內最衝動的食品雜貨消費者，其中 67% 毫無計劃地購物，而泰國和新加坡的比率同為 14%。

是次調查在 15 個亞洲市場進行，對象是約 15,000 個城市家庭。調查亦發現，消費者對店舖的忠誠度很低。典型的北亞城市雜貨消費者經常光顧三間或以上商店，在香港，只有 44% 消費者表示這樣做。港人的每月食品雜貨開支亦高踞亞洲第 3，僅次於日本 (650 美元) 和澳洲。**B**



## 亞洲最昂貴城市

2004 年全球排名	2003 年全球排名	城市	2004 指數	2003 指數
1	(1)	日本東京	130.7	(126.1)
4	(3)	日本大阪	116.1	(112.2)
5	(4)	香港	109.5	(111.6)
7	(8)	南韓漢城	104.1	(101)
11	(5)	中國北京	101.1	(105.1)
16	(11)	中國上海	95.3	(98.4)
29	(14)	越南河內	85.6	(89.5)
30	(18)	中國深圳	85.6	(86.7)
31	(29)	台灣台北	85.3	(83.5)

資料來源：Mercer 2004 年亞洲城市生活費調查指數 (以紐約 100 點為基礎)

## 香港生活成本下降

Mercer 上月發表的最新生活成本調查指出，世界十大最昂貴城市中有四個位於亞洲，東京是全球最昂貴城市之首。大阪排名第 4，香港降至第 5 (2003 年位列第 4)，漢城則名列第 7。雖然中國城市仍相對昂貴，但排名已下跌，主要因為人民幣與美元掛鈎；北京名列第 11，上海第 16。新加坡排名第 46，原因不詳，其生活費比第 45 位的雅加達便宜，但略貴於第 47 位的達卡。**B**



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# The Taxman Cometh

The Mainland is working hard to curb tax evasion, but the State Administration of Taxation's latest initiative targeting foreigners working in China may fail to achieve its goal, writes **RUBY ZHU**

**T**he State Administration of Taxation's (SAT) promulgation of Direction No. 27: "Notice on the Strengthening of Individual Income Tax Collection and Administration of Foreigners Working in China" in March this year has captured widespread attention from the Hong Kong business community. In addition to those who work in China, many people who have business operations in the Mainland have also expressed concern about the notice.

Direction 27 stipulates that foreigners or their guarantors will not be subject to further penalties if they declare and pay their overdue tax, as well as the additional 0.05 percent fine charged per day on the overdue amount. Failure to do so will result in possible prosecution and conviction if they are found guilty of evading taxes. On April 15, the Chamber invited a number of professional accountants to brief members on the issue. (More on this can be found at Bulletin Online).

Just ten years ago, few people working in China had to pay any individual income tax, but today it has become one of the government's main sources of tax revenue.

In the first quarter of 2004, total individual income tax revenues in China grew by 21.4 percent compared with the same period last year. In wealthy regions such as Guangdong, Beijing and Fujian, individual income tax revenues increased at a faster pace than any other tax category, including value-added tax, business tax and enterprise income tax. Other than income from

wages and salaries, income earned from interest, dividends and bonuses are among the fastest growing taxable income sources, which clearly demonstrates that China's individual income tax regulations have been undergoing profound changes.

Individual income tax rates in China, while high compared to those in Hong Kong, are moderate compared to other countries. Income from wages and salaries in the Mainland is taxed according to a nine-grade progressive rate, ranging from 5 percent to 45 percent (for monthly income over 100,000 yuan).

The level of taxable income varies from area to area, but in general anyone earning 800 yuan or more per month has to pay income tax, while workers in big Mainland cities like Shenzhen and Guangzhou, start paying tax on incomes between 1,200 yuan and 1,600 yuan. For foreigners, including Hong Kong residents, the starting point is 4,000 yuan per month regardless of where they work in China.

The tax rate in China is around double that in Hong Kong, so while a Hong Kong resident earning HK\$300,000 per year here pays about HK\$30,000 in income tax to the Hong Kong government, in the Mainland, he would have to pay 60,000 to 70,000 yuan.

The current round of tax reform in China aims to unify the income tax systems for foreigners and locals. There have been suggestions that the starting point of both systems be standardised at 2,000 yuan, but to date there has been no news about any possible changes to the tax rates. As the guiding ideology of the



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tax reform is to lower taxes, foreigners are expected to pay less tax as a result of the adjustment, even though the starting point for collection will be lower.

Compared with Hong Kong, people in the Mainland are less aware of tax laws, which makes tax evasion and fraud more common. Collection of individual income tax is one of the biggest hurdles facing SAT and various local taxation bureaux. In an attempt to solve these problems, over the past two years SAT has stepped up its efforts to promote tax declaration and payment. Some notorious tax evasion cases, in particular the case by tax-dodging Chinese actress Liu Xiaoqing, have had a major impact. After the media reported on the case, the number of individual tax declarations jumped dramatically, especially among high-income earners.

What deserves attention is that foreigners working in their own countries usually pay tax willingly, but they seldom do so after moving to work in China. This can be attributed to China's unsound legal system. Taxation experts estimated that China loses 10 billion yuan annually in income tax payable by foreigners.

In China, foreigners generally earn more than local individuals and are therefore the main targets of the taxman. In 2001, after investigations by the tax office, workers at Microsoft China were ordered to pay overdue individual income tax amounting to 51 million yuan. In early 2003, some 52 foreign workers at Changchun's

largest factory, Volkswagen, were ordered to pay 5.74 million yuan in overdue individual income taxes. Fortunately, no big cases have so far involved Hong Kong businesses.

Although Hong Kong and China have an agreement to avoid double taxation, this is of little help for people who have stayed and worked in the Mainland for less than 183 days. As a result, they must pay tax on income earned in the Mainland.

Despite SAT's release of Direction No. 27, most foreigners working in China are still taking a wait-and-see approach, with only a few opting to settle their overdue tax payments. Many foreigners worry if they do so then their employers will have to pay overdue enterprise income tax.

Presently, it is hard to judge whether SAT's initiative will achieve the desired results, and whether the taxman's commitment to investigating suspected tax-dodging foreigners lasts. At the time of writing, SAT was keeping a low profile.

Irrespective of how effective the current tax recovery exercise turns out to be, China is becoming increasingly strict about tax evasion. As the risks for failing to pay taxes are becoming more severe, Hong Kong business owners working in China need to make sure that their tax returns are up to speed. **B**

Ruby Zhu is the Chamber's China Economist. She can be reached at, [ruby@chamber.org.hk](mailto:ruby@chamber.org.hk)

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# 中國的個人所得稅

內地正努力杜絕逃稅漏稅，但最近國家稅務總局針對外籍人士所採取的稅務措施未必能取得預期成效。

朱丹

**今** 年三月國家稅務總局發出了第27號令，即「國家稅務總局關於加強外籍人員個人所得稅徵管工作的通知」，立即在香港引起了回響，除了在內地就業的人士，許多在內地有生意的人士均表示關注。

該通知的核心內容是：2004年6月底以前，外籍人員或扣繳義務人主動申報以前年度未繳稅款的，除依法補繳稅款外，按日加收0.05%的滯納金，但不處以罰款，否則不但追收還加以處罰。香港總商會曾於4月15日邀請專業會計師前來為我們會員解畫，有興趣的讀者可以上總商會的網頁查詢，在此不贅。

中國的個人所得稅在10年前還只是與極少數人相關的事，現在已經成為中國的主要稅種之一。今年第一季度全國的個稅收入增加21.4%，在廣東、北京、福建等富裕地區，個稅收入的增幅高於增值稅、營業稅、企業所得稅等主要稅種。除了「工薪所得」，「利息、股息、紅利所得」是個稅中增長最快的項目，反映內地個人收入模式的改變。

相比香港，中國的個人所得稅稅率相對較高，但與其他國家相比，則屬中等。內地工薪收入的稅率分9級，從5%



到45%（月入10萬元以上），免稅額各地不同，基本是每月800元人民幣，但深圳、廣州等城市則從1,200元人民幣到1,600元人民幣不等。外籍人士，包括香港人，免稅額為每月4,000元人民幣，無地區差別。例如一個年薪30萬港元的香港人在香港需繳近3萬港元的稅，同樣的收入在內地要繳約6至7萬人民幣的稅。

但最近中國正在研究稅制改革，內外稅統一的呼聲很

## CEPA Q&A

*Question: We import tea leaves from Southeast Asia, then do simple packaging in Hong Kong before selling these products to Mainland importers. Can we apply for a CEPA Certificate of Origin to enjoy zero import tariff?*

**Answer:** This involves two issues. First, the Mainland 2004 tariff codes cover 374 zero-tariff products in the initial phase of CEPA, among which tea leaves is not included. If you wish to include tea leaves in the next phase of tariff elimination, you must submit your application to the Hong Kong Trade and Industry Department. But you need to bear in mind that CEPA zero-tariff applies only to goods manufactured in Hong Kong, and each product type has its own specific origin rules. For example, if tea leaves were added to the second phase of zero tariffs, origin rules would also have to be announced. However, it is unlikely that simple packaging will meet these requirements, because China has been vigilant in preventing foreign goods from being re-exported through Hong Kong to take advantage of zero tariff under CEPA.

*Q: We are a logistics service provider looking to enter the Mainland market by setting up a wholly-owned enterprise under CEPA. Can we enjoy any tax incentives? Is there any preferential tax treatment in special economic regions such as Shenzhen?*

**Answer:** China provides a "two-year exemption and three-year reduction by half" income tax incentive for foreign-owned projects that fall under the "encouraged category." In addition, any state-owned, foreign-invested or private enterprise in the encouraged category in Shenzhen or western China can enjoy a preferential income tax rate of 15 percent. For the services sector, the income tax on foreign-invested enterprises of the encouraged category in Shenzhen is 15 percent, but it may be different in other places. Some development zones in Beijing or Shanghai may also offer special tax incentives. Your company should carefully study the local preferential tax policies of each area to make an informed investment decision. **B**

*These and other questions and answer can be found on the Chamber's CEPA page at, [www.chamber.org.hk/cepa](http://www.chamber.org.hk/cepa). If you have a question, please email [ruby@chamber.org.hk](mailto:ruby@chamber.org.hk)*





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高。有人建議不分內外，將起徵點定為 2,000 元，變動還未見消息。

得到減輕。

內地人士納稅的意識較為淡薄。逃稅漏稅的情形較香港普遍，徵收個稅幾乎是稅務局最為棘手的業務。但最近兩年，稅務總局進行了大量的推廣工作，尤其是一些著名案例

的曝光，在全社會甚有影響。相信大家最為熟悉的莫過於影星劉曉慶逃稅以至入獄的事件。事發之後，中國的個稅申報突然增多，特別是高收入者，紛紛主動現身。

很有意思的是，外籍人士在本國通常都依法納稅，但到中國之後，似乎便「入鄉隨俗」。這明顯與中國的法制不甚完善有關。據有關專家估計，中國目前每年涉及外籍人士的稅收流失達 100 億元人民幣。

外商收入較高，而高收入者自然是稅局重點追查的人士。2001 年，稅局查處微軟中國有限公司應扣個人所得稅案，共補稅款 5,100 萬元人民幣。2003 年初，長春一企大眾汽車外籍人士再被追稅，52 名外籍員工補稅 574 萬元人民幣。所幸還未有大宗的港商被追稅的新聞。

雖然內地和香港有避免雙重徵稅的安排，但這對於在內地未住滿 183 天的人士並無大的幫助，在內地取得的收入都有納稅的義務。但在 27 號文件發出之後，從內地得來的消息，大多的外籍人士仍在觀望，主動補繳稅款的並不多。不少外籍人士擔心由於自己的個人所得稅的補繳導致公司需要補繳企業所得稅。因此 27 號令是否能取得預想的效果還難以斷定，而且稅務總局清查外籍人士逃稅的決心有多大，亦難以知曉，到筆者行文之時，稅務總局仍然十分低調。

不論這次追稅的情況如何，中國的稅務制度都日趨嚴密，在中國逃稅所承擔的風險逐步增加，如何更好地安排自己的中國稅務事宜，是每一個有中國業務的香港人都必須面對的問題。B

朱丹為香港總商會經濟師(中國)，  
電郵：ruby@chamber.org.hk。

## 「緊貿安排」問與答

問：我公司從東南亞進口茶葉，在香港進行簡單的包裝，再銷往內地，請問我們是否可申請「更緊密經貿關係安排」的原產地證書，利用其零關稅政策？

答：這涉及兩個方面的問題。首先，「安排」的第一期零關稅產品在 2004 年稅號下有 374 項產品，其中不包括茶葉。如果貴公司希望在下一期零關稅產品包括茶葉，需要向香港工業貿易署提出申請。其次，「安排」的零關稅針對香港製造的產品，對每一種產品的原產地規則都有詳細規定。例如茶葉，如得到批准，茶葉的原產地規則會同時公佈。不過相信只是簡單的包裝不可能符合原產地規則的要求，因為中方一直都非常警惕，嚴防外國商品通過香港轉口時利用「安排」獲取零關稅優惠。

問：我們是一家物流企業，想藉「安排」進入內地設立獨資物流公司，請問是否有任何稅務優惠提供？而在某些特區如深圳，又有否特別的稅務安排？

答：中國對外商投資鼓勵類工業企業有「兩年免徵，三年減半」的企業所得稅優惠，另外在深圳和西部地區和無論是國資，還是外資、私營，如投資國家鼓勵類工業均按照 15% 徵收企業所得稅。服務業方面，深圳對於鼓勵類服務業亦按 15% 徵收企業所得稅，但其他地區則不一定。即使在北京或上海這樣的地方，仍可能在某些開發區內有其特別的稅務優惠，建議貴公司在投資前了解當地的稅務優惠政策，以作出正確投資決策。B

所有問答載於本會「CEPA 透視」網頁 [www.chamber.org.hk/cepa](http://www.chamber.org.hk/cepa)。如有查詢，請聯絡朱丹，電郵：ruby@chamber.org.hk。

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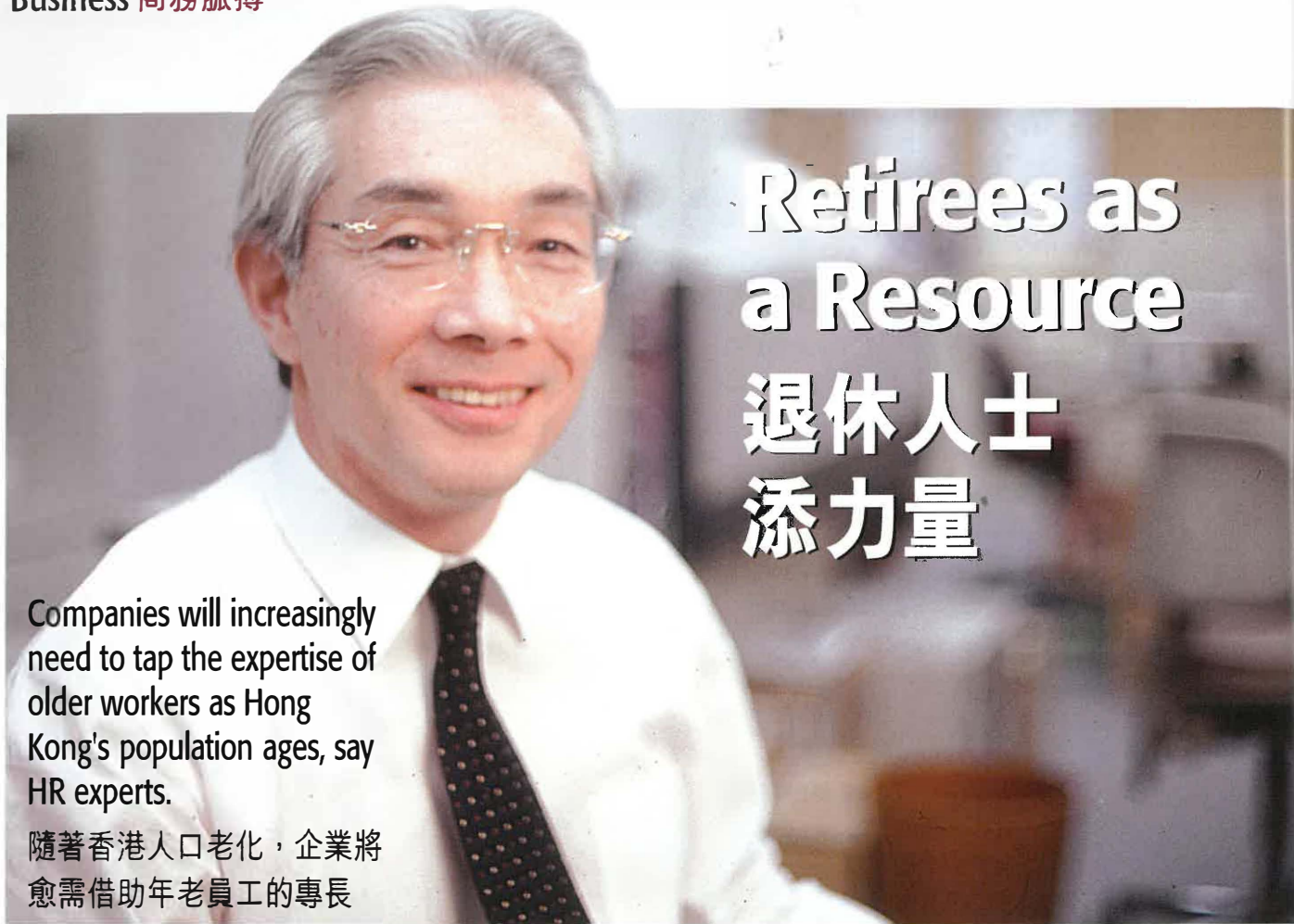
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# Retirees as a Resource

## 退休人士 添力量

Companies will increasingly need to tap the expertise of older workers as Hong Kong's population ages, say HR experts.

隨著香港人口老化，企業將愈需借助年老員工的專長

**H**ong Kong has one of the most rapidly ageing populations in the world. It also has one of the highest life-expectancy rates, with men living an average of 78.2 years, and women to the ripe old age of 84.1. And although this is a cause for celebration for us all, the speed with which this is happening is starting to cause some alarm.

Just 20 years ago, Hong Kong's population pyramid was shaped like a Christmas tree. The under-35s formed the majority of the population, followed by the under 20s, and retirees accounting for around 5 percent.

"Hong Kong was essentially a young city in 1981 and had relatively few old people," Peter HY Wong, member of the Elderly Commission, explained at the Chamber's June 4 seminar on "Retirees as a Resource."

In 2001, 16 percent of the population were aged under 15, according to statistics compiled by the Census and Statistics Department. This is projected to decrease to 12 percent in 2031. The ageing population trend will also increase the median age of the population, from 37 in 2001 to 46 in 2031.

"Since 2001, the prow of the pyramid has moved up so the middle-aged now form the bulk of the population. But the real shocker is the projections for the year 2031, which is becoming very top heavy," he says.

By 2031, an estimated 24 percent of the population will be over 65 years old, compared to 11 percent today, according to projections made by the Census and Statistics Department. Add to the mix an even longer life expectancy of 82.3 for men and

87.8 for women by 2031, and a fertility rate that has halved in the past 20 years, then Hong Kong is in for some serious population challenges.

Beyond the obvious challenges of providing social and health care services to care for these senior citizens, businesses may not be able to hire enough young talent to bring up the corporate ladder and drive their businesses forward, Mr Wong suggests.

"But why do we have to stick with the notion that you have to retire at 65? Modern medicine, good hygiene and regular exercise means that at the age of 65, people can have at least 20 years of productive life ahead of them," he says.

Mr Wong argues that it makes no sense to have a uniform retirement age. If people want to retire at 40, or at 80, then they should be allowed to do so.

"Many people of retirement age have much to contribute to society. Yes they should make room for younger ones to move up the corporate ladder, but companies should be looking how best to make use of their talents," he says.

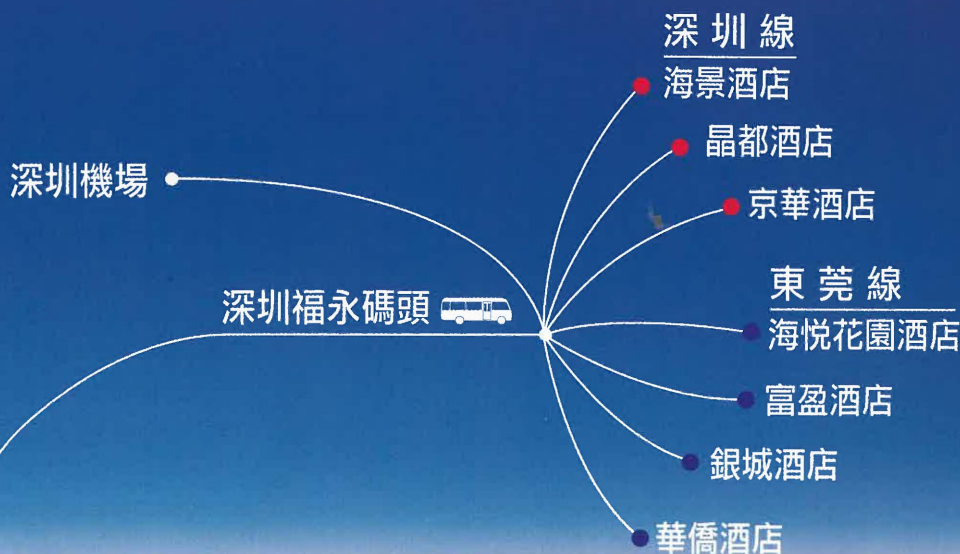
Betty Yuen, Managing Director of CLP Power Hong Kong, also speaking at the seminar, said one of the keys to the company's success has been its ability to retain staff.

"When staff retire, all the expertise that they have accumulated over the years will be lost," she says.

One side-effect that recent corporate downsizing is expected to have on business is that as older workers have been encouraged to retire early, the expertise that they took with them will not be transferred to new staff when companies start hiring again.

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### 深圳航線時間表

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九龍至深圳		深圳至九龍	
0730	1245*	0900	1430
0830*	1430	1030*	1600
0900	1600	1200	1700
1030	1730		
香港至深圳		深圳至香港	
0800		1750	
		1900	
		2030	

\* 只適用於星期一至五

深圳 ↔ 澳門 (航行時間：約60分鐘)

澳門至深圳		深圳至澳門	
1045#		1030#	
1230		1400	
1530		1715	
1845			

# 只適用於星期六及星期日

註：航班時間如有更改，恕不另行通知

#### 機場噴射飛航

深圳 ↔ 香港國際機場 (航行時間：約40分鐘)

赤鱲角至深圳		深圳至赤鱲角	
1215		0820	
1400		0945*	
1500		1115	
1615		1330	
1730		1510	
1945		1620	
		1830	

\* 只適用於星期一至五

### 深圳福永碼頭至深圳市中心



- 至深圳機場，車程只需5分鐘
- 至深圳市中心途經 (時間：06:20 - 20:55)
  - 海景酒店 (近深圳灣)
  - 晶都酒店 (近羅湖火車站)
  - 京華酒店 (近東門市場)

### 深圳福永碼頭至東莞市中心



- 至東莞市中心途經 (於2004年7月初投入服務)
  - 海悅花園酒店 (長安)
  - 富盈酒店 (厚街)
  - 銀城酒店 (簞村)
  - 華僑酒店 (莞城)

\* 穿梭巴士行車時間，請參閱擺放於碼頭或各大旅行社之船期表。

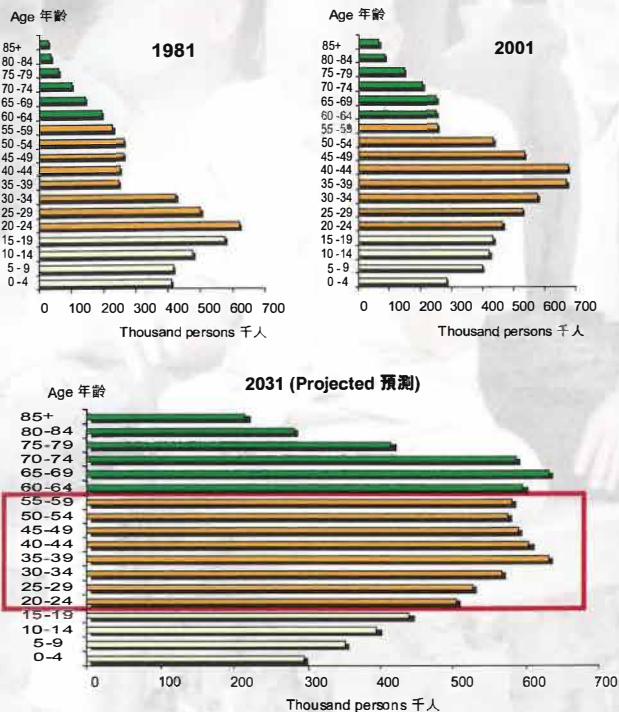


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## Population Pyramids 1981-2031 人口金字塔



香港是全球人口老化速度最快的地區之一，其預期壽命率也高踞世界前列，男性的平均壽命為78.2歲，女性則為84.1歲。雖然這是個喜訊，但人口迅速老化已開始帶來若干憂慮。

廿年前，香港人口金字塔的形狀就像一棵聖誕樹。35歲以下佔人口的大多數，其次是20歲以下，而退休人士約佔5%。

安老事務委員會委員黃匡源於6月4日「退休人士添力量」研討會解釋：「在1981年，香港基本上是一個年輕的城市，甚少老人。」

政府統計處編製的統計數字顯示，2001年，15歲以下人口佔全港人口的16%，預計這比例將下跌至2031年的12%。人口老化趨勢亦將令年齡中位數由2001年的37歲上升至2031年的46歲。

他說：「從2001起，人口金字塔的中間部分不斷擴

闊，如今，中年人佔絕大多數。但最令人震驚的是，預料2031年的人口金字塔會變成頭重腳輕。」

政府統計處預測，到2031年，估計24%人口會超過65歲，現時則有11%。再者，屆時男性和女性的預期壽命（分別為82.3歲和87.8歲）將會更長，加上過去20年出生率已下跌五成，香港必會面臨一些重大的人口挑戰。

黃氏表示，香港在提供長者的社會和保健服務方面顯然會困難重重，此外，企業可能無法聘請足夠的年青人才來接班及推展業務。

他說：「可是，我們為何要堅持65歲必須退休這個觀念呢？現代醫學昌明，衛生良好，加上定期運動，一個65歲的人還可維持至少20年的生產力。」

黃氏認為，設定劃一的退休年齡是毫無意義的。無論人們希望40歲或80歲退休，我們都應准許他們這樣做。

他續說：「許多屆退休年齡的人士對社會貢獻良多。沒錯，他們應讓位給年青一輩，但企業亦應研究如何善用他們的專長。」

研討會另一講者—香港中華電力常務董事阮蘇少涓表示，該公司成功關鍵之一在於能夠挽留員工。

她說：「當員工退休，我們便會失去他們多年來積累的專門知識和技能。」

近年企業縮減規模所帶來的不良影響，就是由於不少公司鼓勵較年老的員工提早退休，當它們重新開始請人時，那些已退休僱員的專長便無法轉移給新員工。

阮女士說：「由於企業愈益著重盈利，所以已沒有以前那麼願意投入人力資源。然而，它們將要花很長時間才能彌補所失去的專長。」

可行方案之一是企業聘請退休人士擔任兼職顧問。阮女士和怡和管理有限公司集團人力資源人事服務總經理陳林詩均表示，其公司正是這樣做，並取得顯著成效。

陳女士說：「隨著公司不斷前進，我們將需要僱用較年老的員工來彌補經驗的不足。因此，企業應設法留住和利用這些員工。」

上述講者建議政府帶頭糾正社會對年老員工的負面看法，並採取措施以消除年齡障礙和歧視。

黃氏總結：「僱主必須積極挽留員工並給予再培訓，因為受過良好教育和訓練的人才難得，不能白白浪費。」

“Industries are less willing to invest in human resources now as they look more and more towards profits, but it will take them a long time to recover all the expertise that they have lost,” Ms Yuen says.

One option would be for companies to hire retirees as part time consultants. Both Ms Yuen and Nancy Chan, General Manager, Personnel Services – Group Human Resources of Jardine Matheson, say their companies use such an arrangement to great effect.

“As we move forward, it will be necessary to employ older workers to fill the experience gaps,” Ms Chan says. “So companies should be looking at ways to retain and use these staff.”

The speakers suggest that government take the lead to counter the negative perception of older workers, and take steps to eliminate age barriers and discrimination.

“Employers must be willing to retain these staff and also retrain them,” says Mr Wong. “Well educated and trained people are too good to waste.”



# 2004 香港環保企業獎

## Hong Kong Eco-Business Awards

**Green SME Award**  
環保中小型企業獎



**Green Construction Contractor Award**  
環保建築承建商獎



**Green Innovative Practice Award**  
環保實踐創意獎



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### Goal of the Awards

The Hong Kong Eco-Business Awards are designed to honour businesses in Hong Kong that have demonstrated a commitment to environmental management and to educate organisations regarding the benefits of environmental management.

### 獎項目的

香港環保企業獎除了獎勵那些致力推行環保管理的香港企業外，也教育各行各業認識環保管理的好處。

Activity 活動安排	Date 日期
<b>2004 Hong Kong Eco-Business Awards Launching Ceremony cum Wastewi\$e Logo Presentation</b> 2004香港環保企業獎開幕典禮暨明智減廢標誌頒獎典禮	9 August 2004 2004年8月9日
Eco-Business Seminars 環保企業研討會	25 August & 2, 7 September, 2004 2004年8月25及9月2、7日
Application Deadline 截止申請日期	30 September, 2004 2004年9月30日
Preliminary Screening and Detailed Assessment 初步遴選和詳細評估	1 October - mid-December, 2004 2004年10月1日 - 12月中旬
Final Judging 最終評選	mid-December, 2004 - January, 2005 2004年12月中旬 - 2005年1月
Award Presentation 頒獎典禮	March, 2005 2005年3月

### Wastewi\$e Scheme 明智減廢計劃

Concurrent with the Hong Kong Eco-Business Awards Scheme is the Wastewi\$e Scheme. The Wastewi\$e Scheme aims to commend and recognise waste reduction efforts of commercial and industrial companies and to promote waste minimisation, collection/recycling of recyclables and buying/manufacturing of recycled products.

與「香港環保企業獎」獎勵計劃同時進行的另一項重點活動是「明智減廢計劃」。明智減廢計劃的目的是表揚及嘉許積極消滅廢物的機構，提倡減少廢物量，收集可回收的廢物循環再造，選購或生產含再造物料的產品。

Wastewi\$e Scheme Organisers :  
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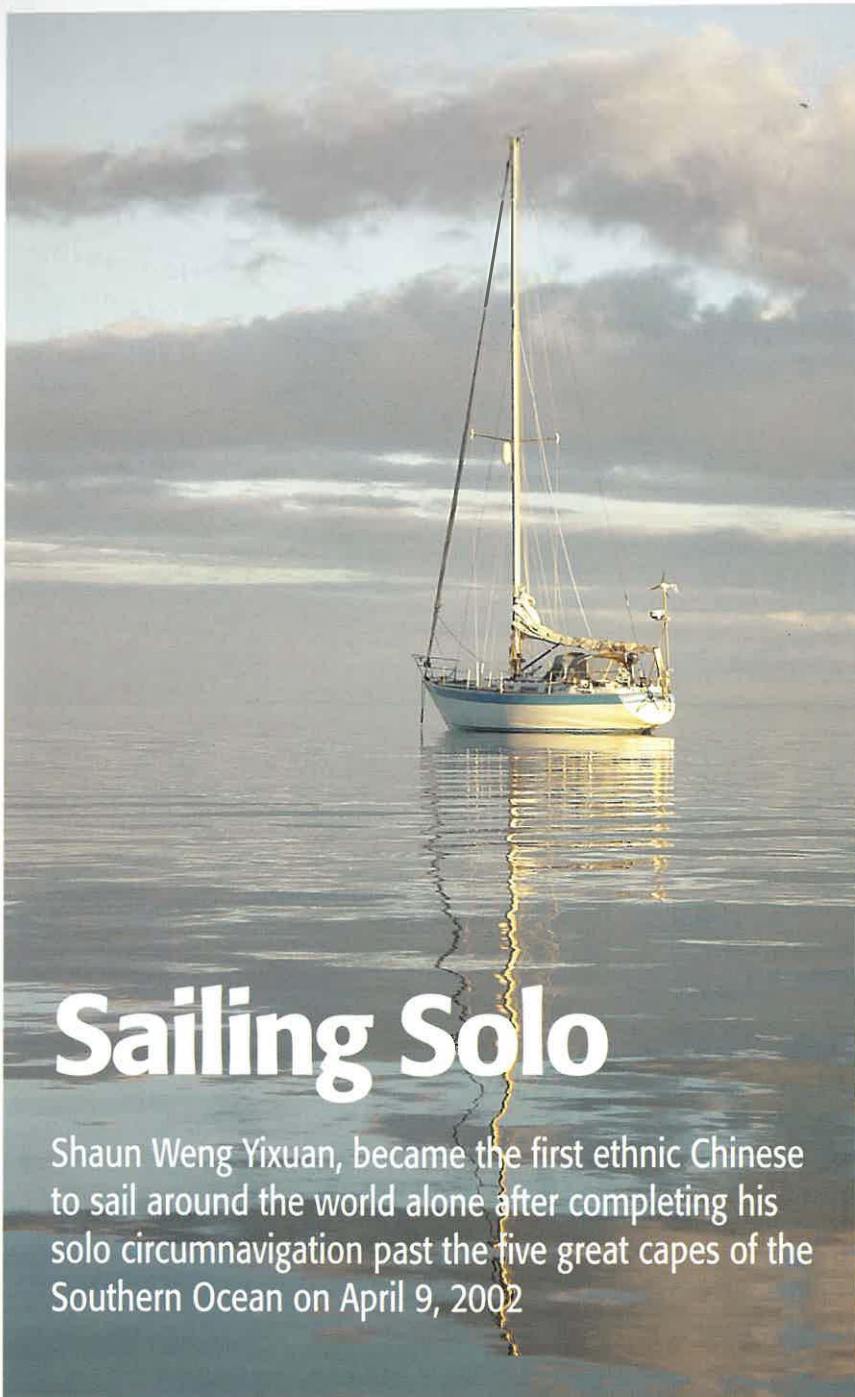
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2004



Shaun Weng Yixuan had battled horrific storms and overcome a barrage of mishaps for three years in his quest to sail around the world solo. But the worst that Mother Nature had to throw at him was yet to come. On the last leg of his journey, a 90-knot storm kicked up – the equivalent to a Signal 12 Typhoon.

Just 10 years ago, the only boat that Mr Weng had ever seen – let alone stepped on – was a Chinese junk. Born in Beijing in 1961, he studied computer science at the University of Texas, and didn't buy his first boat until the age of 33 after moving to California.

With a taste for the sea he soon got the idea to sail around the world alone and paid US\$100,000 (HK\$780,000) for a second-hand, 12-metre-long sloop he named Albatross to carry him around the five great capes of the Southern Ocean.

"The new millennium was approaching and everyone was making resolutions to achieve something great," he told the audience at the Chamber's June 7 roundtable luncheon. "I wanted to start my own great journey for my personal pleasure and for myself before I reached the age of 40. So that is how I came up with the idea to sail around the world."

After two years' of planning and fitting out the boat for his round-the-world voyage, Mr Weng was still far from being an able sailor. Undaunted and determined to succeed, he sailed out from the Golden Gate Bridge on December 14, 1998, and started his journey down the West Coast of America.

After a month of blissful sailing, he ran into his first critical crisis. The engine had started to corrode and sparked an electrical fire in the middle of the night. Luckily, he managed to put out the



Mr Weng sails out from the Golden Gate Bridge on December 14, 1998. 翁以煊於1998年12月14日從金門橋啟航。



Catching tuna for dinner. 吞拿魚做晚餐。





flames quickly enough to save the boat and thus his life.

“That was the time that I was at my lowest point and I felt like quitting,” he recollected. “I had no engine, and my sailing ability was limited. I managed to finally make it to a port in Mexico and spent a month repairing the boat.”

With make-do parts, the engine repair was not 100 percent. Forcing himself to push forward, he sailed out into the Pacific Ocean

He navigated his way through the island nations of the Pacific Ocean, hopping from French Polynesia to Tonga, stopping where he could to make repairs, stock up on supplies, make new friends, and just enjoy the beauty of the area. He arrived in Auckland, New Zealand, as the new millennium was fast approaching, and celebrated the new year there with fellow sailors. With repairs to Albatross complete, he

explored the

forcing him to return to Wellington to get it repaired.

“It took seven days to return to Wellington, and the storm was so strong that it was beyond my instruments’ measurements,” Mr Weng said.

He fixed the sail and a month later set off again into threatening weather. Raging storms battered his boat and spirits for days on end, and the freezing weather only allowed him to sleep one hour a day.

“The waves were like small hills – even taller than the mast,” he remembered. “For the most part the large waves were okay, but it was the rogue waves that I had to watch out for.”

Unfortunately, one punched the side of the Albatross, sending it crashing onto its side. Only the mainsail smacking the ocean surface stopped the boat from capsizing. Doubts started to creep into his mind as he kept asking himself why he was attempting to do this.

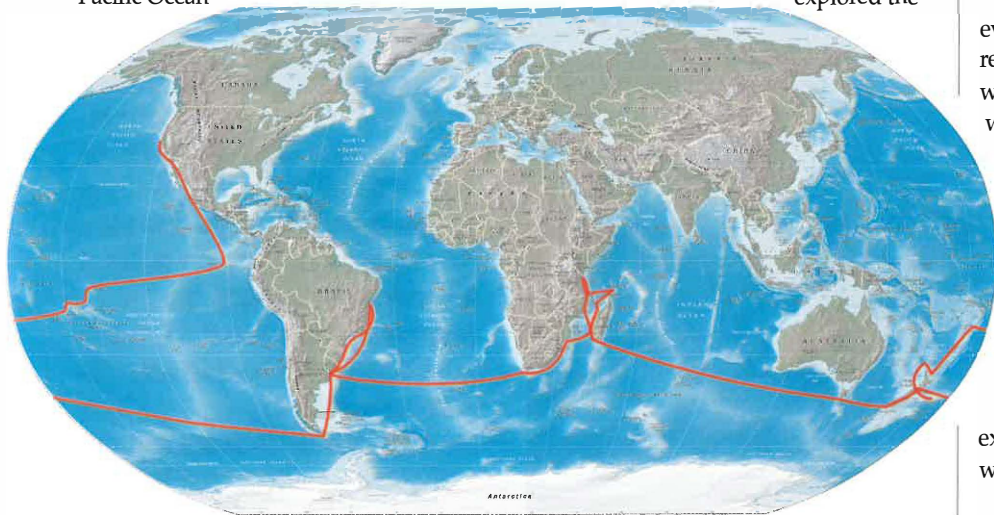
“There was nothing that I could do except survive. The only way out of this was to keep going forward,” he said.

With the storm rendering the auto steer and auto pilot useless, he was forced to manually steer the sloop through the mountainous seas, before finally arriving at Cape Horn.

By the time he arrived at Puerto Williams, Chile, on April 1, the punishing weather had toughened his mettle and desire to succeed.

“That was April Fool’s Day! Besides the greatest joy of overcoming such unbelievable challenges, I was by that time completely confident about sailing and knew I would be able to achieve my goal,” he said.

With his hard-earned sailing skills and renewed optimism, he sailed



towards the

Galapagos. As he had feared, the engine soon broke down again, but his rapidly improving sailing skills had made him less reliant on the engine.

Being dependent on wind power was not without its problems. Many days saw no wind at all, which left the boat floundering in the sweltering ocean, and some weeks he could only manage to sail 100 miles.

Mr Weng said he managed to keep up his spirits by cooking hearty meals each day that he harvested from the ocean, and drank all fresh water that he wanted collected from the mainsail.

islands in

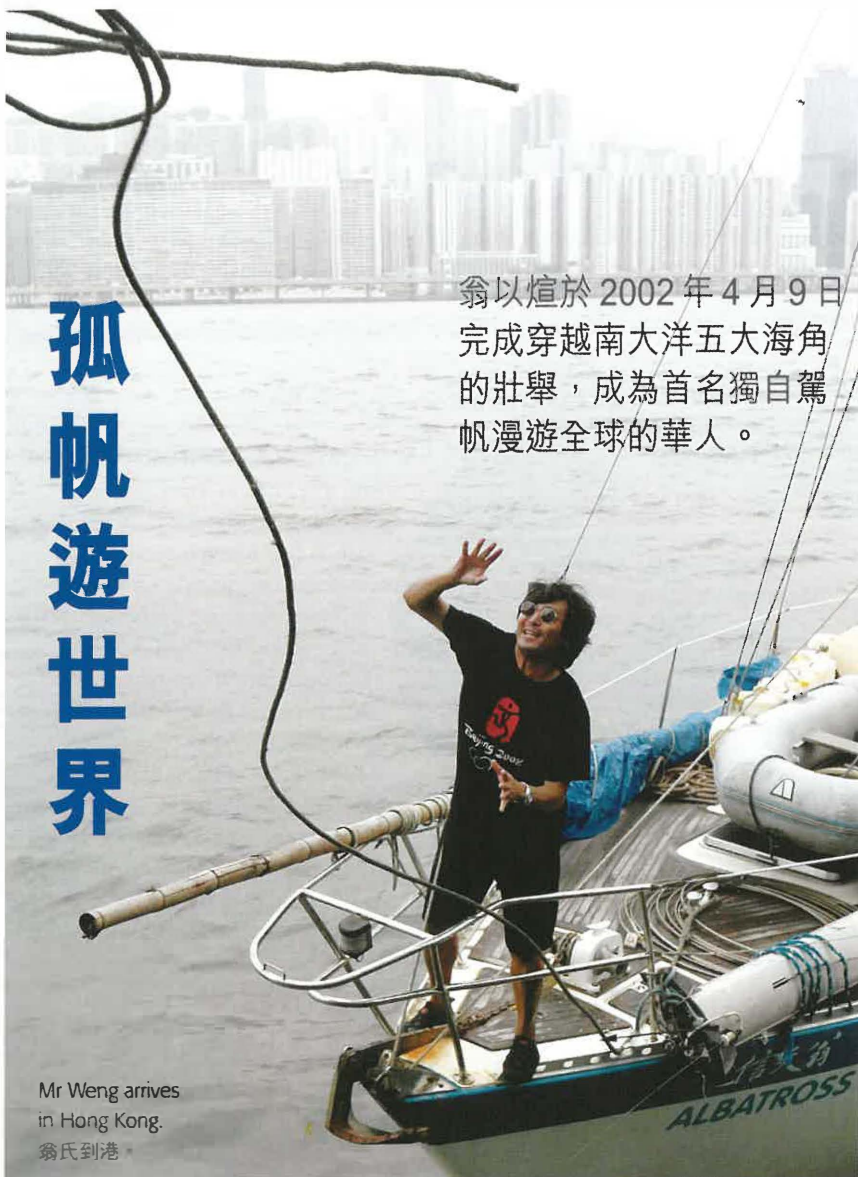
preparation for the ultimate trip to Cape Horn at the tip of Chile.

Cape Horn is to sailors what Mount Everest is to climbers. Merely 600 nautical miles from Antarctica, Cape Horn is the place where the Pacific and Atlantic oceans merge. The cold Atlantic and the warmer Pacific currents give rise to giant rogue waves that have turned the area into a graveyard for many sailors and their ships.

Sailing out of Wellington on January 21, 2000, good weather fed Mr Weng’s desire to succeed. His luck soon ran out again and a storm broke the front sail,



Battling the elements took its toll on the Albatross, which needed to undergo a number of repairs during the three-year journey. 三年歷險旅程令「信天翁號」屢度受創，需要修理。



# 孤帆遊世界

翁以煊於 2002 年 4 月 9 日完成穿越南大洋五大海角的壯舉，成為首名獨自駕帆漫遊全球的華人。

Mr Weng arrives  
in Hong Kong.  
翁氏到港。

around South America, stopping where he could to explore inland. A year later he sailed across the South Atlantic Ocean to South Africa's Cape of Good Hope. The journey went smoothly and he encountered few problems, which further lifted his spirits.

He quickly made friends with the members of the Royal Cape Yacht Club and even met Archbishop Desmond Tutu who was giving his blessing to crews of the BT Global Challenge who were also sailing around the world.

"They had big crews and yachts so I said to Archbishop Tutu, 'I am only one man on a small boat. I think I need your blessing more than they do, so can you bless me?' And he did," Mr Weng explained.

He also took the opportunity to

explore the vast hinterland of Southern Africa and went on overland trips exploring South Africa and neighbouring Zimbabwe as far as Victoria Falls.

After exploring the sights of southern Africa, he sailed the east coast of Africa as far as Tanzania, stopping at Madagascar and the islands of the Seychelles to enjoy the unspoilt beauty of the Indian Ocean.

Fully refreshed, he was ready to embark on the daunting journey from Africa past the two great southern capes of Australia, and finally on to New Zealand's Stewart Island.

By past experiences, the voyage went smoothly. He crossed the Indian Ocean to Cape Leeuwin (south of Perth), and then the South East Cape of Tasmania in Australia. But despite withstanding

翁以煊戰勝可怕的風暴和連串困難，花了三年時間孤身環球遠航。最糟的是，大自然給他的考驗還未止息，在其最後一段旅程中竟刮起 90 節的風暴，威力相當於 12 號颱風。

10 年前，翁氏唯一見過的船只是一艘中國式帆船，更不用說登船了。1961 年在北京出生的他，於德克薩斯州大學唸電腦學，直至 33 歲移居加州後才買入第一艘船。

他熱愛海洋，未幾便打算獨自環球航行，遂用了 10 萬美元 (78 萬港元) 購入一艘 12 米長的二手單桅帆船——「信天翁號」，以橫越南大洋五大海角。

他於 6 月 7 日日本會小型午餐會表示：「隨著 2000 年千禧年來臨，人人都決意實現一些重大目標。為了滿足自己在 40 歲前有所成就，我想開展一次個人長途旅程，於是有了駕帆環遊世界這個念頭。」

他花了兩年時間來籌劃該次環球旅程和裝備船隻，但航海始終不是其強項。他沒有因此氣餒，反而立志求成。1998 年 12 月 14 日，他從三藩市金門橋啟航，開展沿美國西岸而下的旅程。

經過一個月的暢順航行後，他首次面臨險境。因船的引擎開始腐蝕，某半夜更觸發電火。幸而，他很快就將火撲滅，保住船隻和性命。

他回想：「當時，我情緒陷入谷

horrific storms at the start of his journey, the worst that Mother Nature had to throw at him was yet to come. As he headed for his final cape, Stewart Island, a 90-knot storm kicked up – the equivalent to a Signal 12 Typhoon. He drew on all the skills that he had learned on his voyage to help him get through the perfect storm.

"The wind was blowing the rain and spray horizontally, and it felt like giant needles stabbing my face," he recollected. "After the storm, I just dropped dead and slept for half an hour. When I awoke, I saw the Southwest cape of Stewart Island with a brilliant double rainbow and a wandering albatross gliding out towards me," he recollected. "At that time, I felt overwhelmed that I had accomplished my beautiful dream." **B**

Shaun Weng Yixuan (right) became the first ethnic Chinese to sail solo around the world on April 9, 2002, after completing a three-year voyage in his 12-meter sloop – Albatross. Here, Mr Weng shows his cousin Chamber CEO Dr Eden Woon his boat under repair for his next great voyage from Xian to Kenya. The route will retrace Chinese Admiral Zheng He's voyage, the famous Ming Dynasty admiral, who sailed around the tip of Africa to the Atlantic Ocean 600 years ago.

## New Voyage Planned 新旅程大計

翁以煊(右)駕著其12米長的單桅船——「信天翁號」，於2002年4月9日完成歷時三年的航程，成為首位獨自揚帆環遊世界的華人。翁氏向本會總裁翁以登博士(二人亦是叔姪關係)展示其修理中的船隻，他將駕駛該船開展從西安至肯亞的又一次偉大旅程，重走明朝著名航海家鄭和600年前繞道非洲南大西洋的海路。



底，很想放棄。引擎壞了，自己的航海能力亦有限。幾經努力，我終能駛進墨西哥一個港口，並用了一個月來修補船隻。」

由於零件是臨時湊合，引擎並非完全修理妥當。為迫使自己繼續前進，他重新啟航往太平洋，邁向科隆群島。正如他一直憂慮，不久引擎又出毛病，但因航海技術迅速改善，他可減少依賴引擎。

然而，倚靠風力也有問題。多日無風，船隻在酷熱的海洋中飄浮不定，幾個星期只能航行100海里。

翁氏表示，他每日都靠進食自己捕捉和烹煮的豐富海洋生物來維持精力，並喝下積聚於主帆的淡水。

他橫渡太平洋多個島國，從法屬波利尼西亞越過湯加群島，途中停泊在適當地方以修理船隻，補給物資，結識新朋友和享受當地美景。當船隻抵達紐西蘭奧克蘭時，千禧年快將到臨，他遂與其他水手共慶新年。他修理好「信天翁號」後，便前往島嶼探險，準備展開最主要的一段航程，前往位於智利頂端的合恩角。

對海員來說，征服合恩角就像登山者要征服珠穆朗瑪峰般困難。合恩角距離南極洲僅600海里，位於太平洋與大西洋的交匯處，冰冷的大西洋海流和較溫暖的太平洋海流形成洶湧波濤，這令合恩角成為許多水手和船隻的墳墓。

2000年1月21日，翁氏自威靈頓出發，天氣良好增加了成功的希望。不過，他的運氣再次溜走，一場風暴吹毀了前帆，迫使他折返威靈頓把帆修補。

翁氏說：「我用了七日才返回威靈頓，而且那場風暴非常猛烈，超出船上儀器的量度範圍。」

他修好前帆後一個月再次起航，跟惡劣天氣搏鬥。持續多天的狂風暴雨摧毀了其船隻和意志，而嚴寒的天氣令他每日只能睡一小時。

他回憶：「風浪就像小山丘，甚至高過船桅。巨浪多半能夠應付，碎浪反而是我要當心的。」

不幸地，一個浪襲向「信天翁號」的側面，撞擊致帆船向一面傾側，幸得主帆拍擊海面，阻止衝力，船並無翻轉。他的腦海中開始浮起一連串問號，並不斷問自己為何會展開今次航程。

他說：「除了求生，我沒有甚麼可以做，而求生的唯一辦法就是繼續前進。」

由於風暴導致自動操舵裝置和導航器失靈，他只得人手掌舵，越過巨浪，最終抵達合恩角。

他於4月1日到達智利 Puerto Williams，險惡的天氣已增強了他取勝的勇氣和欲望。

他說：「當天是愚人節！那時，我除為克服這些艱巨挑戰感到興奮外，更對航海充滿信心，知道一定能達到目標。」

憑藉辛苦累積的航海技術和重燃的樂觀信念，他環繞南美洲航行，途中停泊在適當地方，以探索內陸。一年後，他越過南大西洋，航遊到南非的好望角。這次旅程順利，期間沒遇到甚麼大問題，這令他更鬥志昂揚。

他很快便跟皇家海角遊艇俱樂部(Royal Cape Yacht Club)會員成為朋

友，還結識到正給環航世界的「英國電訊環球挑戰號」(BT Global Challenge)船員賜福的圖圖大主教(Desmond Tutu)。

翁氏解釋：「我跟圖圖大主教說，『環球挑戰號』擁有大量船員和遊艇，但我只是獨自駕船航行，所以更加需要他的保佑。於是我問他可否賜福給我，他答應了。」

他亦藉此機會考察非洲南部的大片腹地，並經由陸路探險南非和鄰近的津巴布韋，遠達維多利亞瀑布。

他遊歷南非的名勝後，再沿非洲東岸航行，更深入坦桑尼亞，並停泊在馬達加斯加和塞席爾群島，欣賞印度洋的天然美景。

他帶著活力和朝氣，準備展開另一段冒險旅程，從非洲出發，繞過澳洲兩大海角，目的地是新西蘭的斯圖爾特島。

憑藉過往經驗，航程相當順利。他穿越印度洋，航抵路文角(秘魯南面)和澳洲東南面的坦桑尼亞角。

儘管他抵住了旅程開頭的可怕風暴，大自然還繼續給他考驗。當他向最後一個海角斯圖爾特島進發時，一場90節風暴突然捲起，威力相當於12號風球。他憑著航程中所學到的技能，成功克服這場厲害風暴。

他憶述：「風颳起雨水和浪花，我感到好像有很多大針刺在臉上。風暴過後，我就昏了過去，睡了半個鐘頭。醒來後，我看見西南面的斯圖爾特島海角和一道燦爛的雙層彩虹，還有一隻信天翁在跟我打招呼。那刻美夢終於實現，十分感動。」**B**



Some 67 members joined the Chamber's mission to Macau and Zhuhai on June 8. Here, delegates pose for group photo with Secretary of the CPC Zhuhai Municipal Committee Fang Xuan (1st row, 7th from right).

總商會一行 67 人之訪問團於 6 月 8 日考察澳門和珠海。圖為團員與珠海市委書記方旋 (前排右七) 合照



## Exploring Opportunities in **Macau and Zhuhai**

**A** 67-member HKGCC delegation led by Chamber Vice Chairman K K Yeung visited Macau and Zhuhai on June 8 to 9.

Macau and Zhuhai are expected to become windows of opportunity for Hong Kong businesses, as efforts to drive forward the Greater PRD integration and Pan Pearl River Delta plans, in addition to the Hong Kong-Zhuhai-Macau Bridge, start to develop.

Members on the mission exchanged views with officials and local enterprises of the two jurisdictions and learned more about their development directions and investment incentives.

Delegates met with Macau SAR Chief Executive Edmund Ho and Secretary of the CPC Zhuhai Municipal Committee Fang Xuan. They also called on the Macau Small & Medium Enterprises Association and visited the groundwork for the Macau-Zhuhai Cross Border Industrial Zone. Visits to the Southern Software Park in the Zhuhai Technology Innovative Coast Zhuhai University Park, as well as to enterprises in the Zhuhai Nanping Scientific Industrial Park and Zhuhai Free Trade Zone, allowed members to explore cooperation opportunities with companies already operating in the region. **B**



# 考察澳門和珠海

**總匯** 商會一行 67 人之訪問團在副主席楊國琦的率領下，於 6 月 8 至 9 日考察澳門和珠海。訪問團受到兩地政府的高度重視，獲澳門特區行政長官何厚鏞以及珠海市市委書記方旋接見。訪問團亦與澳門中小企業協會見面，參觀了澳珠跨境工業區基礎工程工地、珠海科技創新海岸南方軟件園、珠海大學園區、珠海南屏科技工業園企業和珠海保稅區。

隨著大珠三角的融合、泛珠三角區域合作、澳珠跨境工業區和港珠澳跨境大橋等專案的推行、澳門和珠海將成為港商投資珠江三角洲西部，以及進入西部省份的窗口。團員們通過這次訪問，得與兩地官員和企業交流，了解其發展方向和招商政策，從而尋找三地合作的機會。

與訪問團同行的包括本會總裁翁以登博士和副團長中國委員會副主席黃照明。 **B**

Members meet with Macau SAR Chief Executive Edmund Ho. 訪問團成員獲澳門行政長官何厚鏞接見。



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# 'Step up to the Plate'

Business must take a more active role in shaping and driving forward Hong Kong's political future, says the Chief Secretary for Administration

Chief Secretary for Administration Donald Tsang called on the business community to become more active in Hong Kong's political scene.

"The public is demanding greater inclusion, transparency and openness in our political development and policy making," Mr Tsang said at a Chamber Distinguished Speakers luncheon on June 16. "In this climate, business also needs to rethink how it handles such demands. The approach of business so far to politics has tended to be rather reactive, conservative and behind-the-scenes. But this could be counter productive."

He said now was the time for business to step up to the plate if it wants to help shape Hong Kong's future.

"If business feels it should have a say in how the government formulates and implements policy then business needs to speak up – publicly, collectively and coherently. If business wants political parties to champion their cause then business needs to engage the political parties and convince them why championing the cause of business is good for Hong Kong and its people."

"Business people need to shed their anxiety and fear that if and when they step into the political arena, it will give rise to a perception of a collusion of business and political interests. In an open society, every sector is a legitimate player in politics. But to be a player you must do so in an open and public manner. To the government, it is always important to maintain transparency and a level-playing field for all."

## Business must adapt as Hong Kong heads towards universal suffrage

Mr Tsang noted that functional constituencies will remain for the 2004 and 2008 Legislative Council elections, "so business, commerce and professional groups will maintain a direct line in the legislative process and in performing a 'check and balance' function on the government."

As Hong Kong heads down the road to its ultimate goal of electing all LegCo members by universal suffrage, functional constituencies will have to evolve with this process, he said.

"The business community as a whole needs to start thinking about how it deals with this change. It must be prepared

to get more involved. For example, business can do more to nurture and support political talent and parties. Business can do more to establish or support research institutes or think tanks that in turn would help to lift the quality of policy debate and deliberation in Hong Kong. Business can do more by

speaking up on important issues that extend beyond their ambit of influence or interest, particularly if those issues have an impact on Hong Kong's competitiveness and attraction as a world city," he said.

"The government needs to hear your views, the public needs to hear your views, on how we can maintain Hong Kong's energy and vitality and viability, not just in the economic realm, but in the social and political realms as well. In my view, a more vocal, community-spirited and transparent business lobby would garner public trust, which in turn would help dispel any misconceptions about collusion, or a political 'free lunch'."

## Let the public know how business causes benefit community

Business needs to take a more pro-active approach in stating and explaining their legitimate causes, Mr Tsang said, while at the same time engaging the public by explaining how and why these causes will benefit the community.

This appeal for business to get involved in politics applied equally to other sectors, he stressed: "to the grass roots organisations, to social and welfare groups and organisations, to the professions, to academics and students, to blue and white collar workers, to politicians and the political parties themselves."

## Position papers from business welcome

As the Constitutional Development Task Force – which Mr Tsang heads – starts holding focus groups to seek more views and input on the way forward, he will look forward to the business sector playing an active part in the process.

"The General Chamber of Commerce has been playing its part and has urged its members to provide input and constructive comment. We wholeheartedly welcome more of you to participate. I look forward to receiving your position papers on this," he said. **B**



Andrew Brandler (right), Group Managing Director of CLP Holdings, presents Mr Tsang with a small souvenir following his talk.

中電控股集團常務董事包立賢(右)在曾司長演說後給他致送紀念品。



"Business can do more by speaking up on important issues that extend beyond their ambit of influence or interest," says Mr Tsang.

曾司長表示：「商界要就影響力或本身關注以外的重大議題多提意見。」

## 呼籲商界積極參政

政務司司長呼籲商界在規劃和推進香港政制發展上，擔當更積極角色。

**政**務司司長曾蔭權呼籲商界更積極參與香港的政治事務。

曾司長於6月16日本會「特邀貴賓演說系列」午餐會上致辭時表示：「隨著市民大眾要求在政制發展和政策制定上更包容、透明和公開，商界也應反思如何回應這些訴求。對於參與政治事務，商界一向抱着較為保守、被動的態度，而這可能會產生反效果。」

他認為目下是商界在政治上多參與的好時機，以便與社會各界一同計劃香港的未來發展。

他續稱：「若商界覺得需要在政府的政策制定和執行上扮演一定角色，便須公開、團結和協調地表達見解。如商界認為需要政黨反映他們的訴求，便得面向政黨，並游說他們為何反映商界的訴求對香港和港人有利。」

「商界參政或會令人產生政商串聯的想法，但商界要消除這種疑慮和恐懼。在一個開放的社會，各階層、各界別都可以開放的態度參與政治事務，而政府的角色就是令香港政治環境保持透明和公平。」

### 為實行普選作準備

曾司長指出，2004和08年立法會選舉依然保留功能組別議席，「所以工商界和專業團體仍可保持直接參與立

法會的渠道，繼續對施政起著『制衡』作用。」

他指出，由於普選是香港政制發展的最終目標，功能組別在立法會的角色最終也會有所改變。

「因此，商界應開始思索如何應對這種轉變，並作好積極參與政治事務的準備。例如，商界可多培養政治人才，多支持政黨，多成立或支持研究機構或智囊團，以助提升香港社會的論政素質，以及多些就影響力或本身關注以外的重要議題發表意見，尤其是那些涉及香港競爭力及國際都會魅力的事項。」

「香港如何能在經濟以至社會和政治上保持活力、朝氣和長遠發展，政府和市民都需要聽取你們的意見。依我所見，一個更勇於表達見解，更具團結精神和更公開透明的商界，可取得更多公眾信任，從而有助消除一切關於串聯或免費政治午餐的誤解。」

### 商界訴求有利社會

曾司長表示，商界要更積極表明和闡釋其合理訴求，同時要面向公眾，解釋這些意見為何和如何有利社會。

他呼籲商界多參與政治事務，「其他界別包括草根階層、社福界、專業學術界、藍領及白領人士，以及各政黨也應積極參與。」

### 歡迎商界提供意見

隨著曾司長領導的政制發展專責小組開始組成關注小組徵集各方對政制發展的意見，他希望商界積極參與這個程序。

他說：「香港總商會一直在此事上不遺餘力，敦促會員表達看法和建議。我們衷心歡迎各位多參與，並期望收到你們的立場書。」**B**

If Hong Kong decides to implement a goods and services tax, careful planning and education will be needed if we are to avoid committing the same mistakes that other economies made

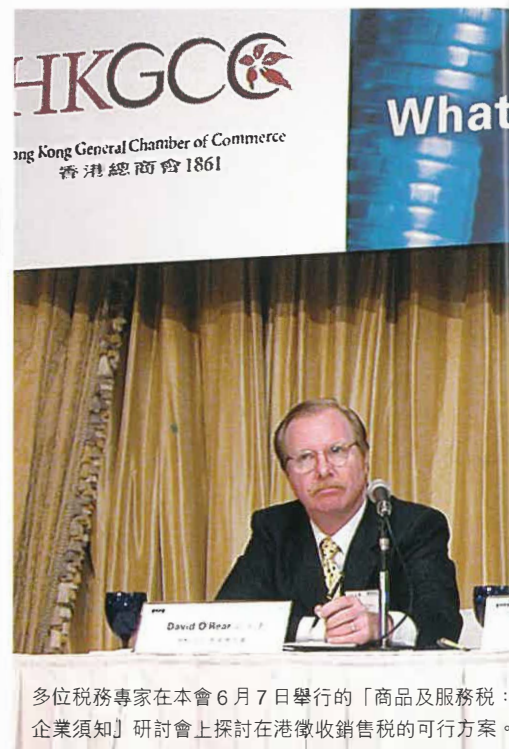
The introduction of a goods and services tax (GST) is a viable option for Hong Kong to broaden its tax base and ease the budget deficit, but it does not give government a license to squander money or delay the need for a smaller, more efficient civil service.

This was the message coming out of the Chamber's June 7 seminar, held in cooperation with international accounting firm KPMG, entitled "GST: What Business Needs to Know."

If a GST were decided for Hong Kong, careful planning and education would have to start sooner rather than later if mistakes that other tax jurisdictions have made in implementing their sales tax are to be avoided.

as well as South Korea and Australia each have a 10 percent sales tax. But Ms Macpherson also pointed out that these countries also raised their GST after implementing it. Singapore, for example, launched its GST at 3 percent in 1994. An additional 1 percent was tacked on in 2003, followed by another 1 percent rise this year to its current 5 percent.

The introduction of a goods and services tax by these governments always impacted their economies briefly. This, however, was due more to people bringing forward purchases before it came into effect – so a surge in demand followed by a lull – rather than actually weakening demand, David Stevens, Partner, KPMG Australia, told the audience.



多位稅務專家在本會6月7日舉行的「商品及服務稅：企業須知」研討會上探討在港徵收銷售稅的可行方案。

# GST: What Business Needs to Know

Ayesha Macpherson, Partner, KPMG Hong Kong, predicts a 5 percent GST could be introduced in Hong Kong by March 2008. Other countries have implemented a GST more quickly – notably Singapore and New Zealand – but in general it takes three to four years to do so. This would fit in with Tung Chee-hwa's pledge of not introducing any new taxes during his administration. It would also be good to introduce the tax before the Legislative Council elections in September that year, she added.

Why 5 percent? Singapore, Japan and Taiwan all have a 5 percent GST, while our Southeast Asian neighbours,

"There are a lot of myths that the introduction of a GST undermines economic growth and causes recession, inflation, damages consumption expenditure, increases bankruptcies and induces poverty," he said. "But once the initial fear-factor had subsided in places that introduced a GST, it was business as usual and governments that had implement it said they all wish they had done so earlier."

If Hong Kong does decide to bring in a broad-based GST, careful study of what products and services are exempt or recoverable will have to be conducted.

Government also needs to avoid double taxation on goods and services that already pay indirect taxes, such as alcohol, hotel accommodation, vehicle registration, air passenger departure tax, etc.

Ms Macpherson predicts a 5 percent GST could be introduced in Hong Kong by March 2008. Macpherson 女士預計香港於2008年3月前引入5%銷售稅。

But would a GST endanger Hong Kong's attraction as a shopping and dining paradise for tourists? Or worse, even deter visitors from coming here altogether? The Chamber's Chief Economist, David O'Rear, also speaking at the seminar, thinks not.

"The highest spending tourists spend on average HK\$5,000 during their stay," he said. "A 5 percent GST would be equivalent to HK\$150, which is the same as our airport departure tax, which the government could even decide to waive for tourists so that they wouldn't have to go through the procedure of claiming the sales tax back when they leave."

Michael Evans, Partner, KPMG Australia, pointed out that many transactions conducted under a GST have no revenue impact on businesses, because no tax is collected on business-to-business transactions. Instead, it is the end consumer that actually pays. **B**

Listen to the entire seminar at Bulletin Online, [www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)





GST:  
Business needs to know

KPMG



Tax experts discuss how a GST might be implemented in Hong Kong at the Chamber's seminar on June 7, entitled, "GST: What Business Needs to Know."

## 商品及服務稅：企業須知

若然決定開徵商品及服務稅，香港必須謹慎策劃和推行有關教育工作，避免重蹈其他地方的覆轍。

**引**入商品及服務稅(又稱銷售稅)，是香港藉以擴闊稅基、紓緩財赤的可行方案之一，但這並不表示政府可以揮霍，或延遲簡化公務員體制以增添其效率的需要。

上述訊息源自本會於6月7日與國際知名畢馬域會計師事務所合辦的「商品及服務稅：企業須知」研討會。

如香港決定引入銷售稅，政府應盡早審慎規劃和推行教育，避免其他地方在徵收銷售稅時所犯的錯誤。

畢馬域香港合夥人 Ayesha Macpherson 認為香港可望於2008年3月前引入銷售稅，稅率5%。她表示，其他國家引入這稅項的步伐較

快，尤其是新加坡和紐西蘭，但一般都需時3至4年。這與董建華不在其任內引入任何新稅項的承諾配合。然而，她續說，在該年九月立法會選舉前引入也不錯。

為何要5%呢？新加坡、日本和台灣的銷售稅率同為5%，至於其他毗鄰的東南亞國家以及南韓和澳洲，則為10%。Macpherson指出，在開徵銷售稅後，這些國家皆曾提高稅率。以新加坡為例，該國於1994年開徵銷售稅，稅率3%，2003年加1%，今年又再加1%，故現為5%。

畢馬域澳洲合夥人 David Stevens 在會上表示，這些國家引入銷售稅，大都對其經濟影響輕微，原因是人們已預先在銷售稅生效前購物，致使需求突然急增，然後放緩，所以銷售稅的開徵其實並無削弱需求。

他說：「社會上有關引入銷售稅的流言四起，認為此舉有損經濟增長，

導致衰退、通脹，破壞消費開支，增加破產和造成貧窮。但當開徵初期的恐慌因素減退，一切便會如常，這些政府亦曾表示應該更早這樣做。」

香港若決定引入稅基廣闊的銷售稅，就要認真研究哪些產品和服務可獲豁免徵稅或退還稅款。

政府還需避免對已納間接稅的貨品和服務施予雙重徵稅，如酒類、酒店住宿、汽車登記、機場離境稅等。

然而，銷售稅會否損害香港作為旅客購物和飲食天堂的美譽，甚或令他們卻步不來港旅遊？研討會另一講者——本會首席經濟師歐大衛認為不會。

他說：「最具消費力的旅客平均每人港消費5千元。5%銷售稅僅為150港元，等同於機場離境稅。況且，政府亦會考慮豁免旅客的銷售稅，以便他們無需在離境時進行退稅手續。」

畢馬域澳洲合夥人 Michael Evans 則指出，許多在銷售稅制度下進行的交易並不會對企業收入構成影響，原因是這稅項不是向商業對商業交易徵收，要納銷售稅的是消費者。**B**

研討會錄音載於《工商月刊》網頁  
[www.chamber.org.hk/bulletin](http://www.chamber.org.hk/bulletin)。



"There are a lot of myths that the introduction of a GST undermines economic growth," says Mr Stevens.

Stevens 表示：「有關引入銷售稅會損害經濟增長的流言四起。」

# Requirements on Mainland Distribution Business Relaxed

The “Administrative Measures on Foreign Investment in Commercial Areas,” issued by the Ministry of Commerce of the PRC, greatly relaxes the requirements for setting up foreign investment enterprises in wholesale, retail, commission agents and franchising service sectors in the Mainland.

Under the regulation, the scope of which “Foreign-invested Commercial Enterprises” (FICE) can do business has also been considerably expanded, Becky Lai, PRC Tax Partner for PricewaterhouseCoopers said at the Chamber’s CEPA roundtable luncheon on June 4.

For wholesale, businesses can now act as commission agents, import and export merchandise and other auxiliary services. For retail, businesses can import merchandise on their own account, procure domestic merchandise for export and other auxiliary services.

For franchise, businesses can grant third-party franchise rights to open shops.

Some of the liberalisation came into effect on June 1, while some will be effective from December 11, 2004, the date that China promised in its WTO commitments to greatly open its commercial sector to the world.

Hong Kong companies qualifying for a Certificate of Hong Kong Service Supplier (HKSS) under CEPA have an even greater advantage as they can now move goods – upon meeting FICE requirements – across borders with one license.

Previously, a CEPA company wishing to move goods across the border in Shanghai, for example, would have had to obtain a foreign trading license, a wholesale license, and if it wanted to set up shop it would have needed to get a retail license, Ms Lai explained.

“Under the new regulation, if we qualify under FICE enterprise law, we would need just one license to move goods from outside China to the end consumer in the Mainland. This greatly simplifies application procedures,” she said.

Carrie Yu, Assurance Partner, Retail & Consumer Leader, China and Hong Kong, PricewaterhouseCoopers, who also spoke at the luncheon, said most of the regulatory hurdles have now been removed for the distribution sector in China.

“Also, retailers can now set up

business without Chinese joint venture partners and can freely expand according to their business strategy,” she said. “Moreover, foreign companies do not need to rely on Chinese distribution companies and can have greater control of the supply chain.”

Because the import and export of goods are no longer dependent upon Chinese-approved import and export companies, businesses are also relieved of the worry that taxes have been properly levied.

She explained that the measure is particularly beneficial to Hong Kong’s retail and trading SMEs who previously were unable to fulfil the CEPA entry requirements, because now they can apply under the new HKSS rule.

Moreover, companies not meeting the previous HKSS criteria can now explore the options available under the “group of companies” arrangement, announced by the Trade and Industry Department on May 20.

Some companies in Hong Kong are now operating in the form of “group of companies” in accordance with the Companies Ordinance. With the agreement of the Mainland, eligible companies which have engaged in substantive business operations in Hong Kong in the form of “group of companies” may now apply for the HKSS certificate and enjoy the preferential treatment under CEPA.

Although the door to China’s retail market is expected to be flung open to all foreign companies by December 11 this year, Ms Yu said Hong Kong companies have a clear six-month time advantage to use HKSS and CEPA.

“CEPA has and will continue to open new opportunities for Hong Kong businesses,” she said. “Those who can unlock the value of CEPA will have a competitive edge in the race.” **B**



More Hong Kong companies are now eligible to apply for a HKSS certificate, says Ms Yu.

余女士說，現有更多香港公司符合資格申請香港服務提供者證書。

# 內地分銷業投資限制放寬

中國商務部頒佈的「外商投資商業領域管理辦法」大幅度放寬在內地分發、零售、代理和特許經營等行業設立外資企業的要求。

羅兵咸永道會計師事務所中國稅務合夥人黎頌喜於6月4日本會「緊買安排」小型午餐會上表示，在該規例下，外商投資商業企業的經營範圍較前顯著擴大。

批發企業可從事代理、進出口商品交易和其他輔助服務；零售企業可自行進口商品或為出口和其他輔助服務採購本地生產商品；至於特許經營企業則可頒授第三方特許經營權以經營特許店。

部分放寬措施已於6月1日起生效，另有些訂於今年12月11日起實施。中國於數年前的當日加入世貿時承諾向世界大開商業之門。

符合資格申請「緊買安排」服務提供者證書的港商，如符合外商投資商業企業的要求，便可憑一個牌照把貨物輸入內地，因而獲享較大優勢。

黎女士解釋，在管理辦法頒佈前，符合「安排」資格的公司如欲將

貨物運進內地城市，例如上海，須領取外商貿易牌照和批發牌照，倘欲在當地設店，得申領零售牌照。

她說：「在新規例下，若我們符合外商投資商業企業法，只需一個牌照即可把貨物輸進內地消費市場，申請手續確實精簡了不少。」

另一講者一羅兵咸永道會計師事務所中港零售及消費領袖保障合夥人余葉嘉莉表示，內地分發業務的大部分規管問題已經消除。

她說：「零售商現在在內地設立業務，已不一定需要中國籍合夥人，且可根據本身經營策略自由拓展生意。因為外商無需再依賴中資分發公司，所以能增加對供應鏈的控制。」

由於企業無需再倚靠中國批准的貿易公司進出口貨物，故亦可釋除對稅款是否恰當徵收的疑慮。

她解釋該措施對本港中小型零售和貿易商特別有利，以前它們未能符合「安排」下的市場准入要求，如今則可按照新的香港服務提供者規則提出申請。

此外，香港工業貿易署於5月20日公佈，過往未能符合香港服務提供

The new measure greatly simplifies application procedures, says Ms. Lai. 黎女士指出，新措施大大簡化了申請手續。



者資格的公司，現可嘗試以集團方式探索這方面的可行方案。

若干本港公司按照公司條例以集團形式在港經商。依據中港訂立的協議，在港以集團形式從事實際業務的公司，現可申請香港服務提供者證書，享受「安排」賦予的優惠待遇。

余女士指稱，儘管中國零售市場即將於本年12月11日或之前敞開予外商，香港公司仍可在香港服務提供者和「安排」上享有6個月的先機。

她說：「『安排』會不斷為港商拓展新機，誰能洞悉其價值，就能握有競爭優勢。」B



## Good Citizen Award

Forty citizens were commended for their bravery in helping the police to fight crime in the Good Citizen Award Presentation Ceremony on June 11. Dr Y S Cheung, Senior Director, Operations, represented the Chamber at the awards. The Good Citizen Award, held twice a year, is organised by the Police Public Relations Branch and sponsored by HKGCC. Since its launch in 1973, the scheme has commended 3,145 citizens.

## 好市民獎

40名曾協助警方撲滅罪行的英勇市民，於6月11日舉辦的「好市民獎頒獎禮」中獲嘉許。營運副總裁張耀成博士代表總商會主持頒獎禮。「好市民獎頒獎典禮」由警察公共關係科主辦，香港總商會贊助，每年舉行兩次。「好市民獎勵計劃」於1973年起推行以來，已累積嘉許了3,145名英勇市民。



## CHAMBER HAPPY HOUR

Chamber General Committee members Dr Lily Chiang and Michael Berchtold were among the members networking and relaxing after work at the Chamber's Happy Hour on May 27. Whether you just enjoy chatting with like-minded people, finding new business contacts, or simply making new friends, the Chamber's monthly after-work get-together on the last Thursday of every month is the place to be. At least two of the Chamber's General Committee members attend each of our gatherings. Our next get-together will be on July 29 at our usual place, Pacific Bar (8/F Conrad Hotel, 6-8 p.m.). See you there! **B**



## 總商會歡樂時光

總商會理事蔣麗莉博士和白德邁蒞臨5月27日的「總商會歡樂時光」，與會員輕鬆歡聚，聯繫友誼。無論你旨在跟志同道合者暢談，擴充商務脈絡，抑或結識新朋友，這個逢每月最後一個星期四舉行的工餘聚會皆能滿足你的需要。每次聚會至少有兩名理事出席與會員共聚，下次聚會日期為7月29日（下午6時至8時），恭候你屆時光臨港麗酒店8樓Pacific Bar！**B**



# Division of Logistics Services Becomes International Trend

Logistics services for different types of goods vary. Goods such as electronic parts, an aircraft engine, hazardous chemical products or medical supplies and equipment would require very different care in terms of logistics. Industry players in Hong Kong indicated that it has become a trend internationally to provide customised logistics solutions for different types of goods. In response to market demand, Hong Kong logistics service providers are leveraging on their individual expertise to develop solutions specifically for hi-tech products or dangerous goods.

Michael Tung, Manager, Business and Commercial Development, Hong Kong and Southern China of BAX Global Limited, said that the characteristics of hi-tech products such as computer components and telecommunications products are that competition in their retail market is extremely fierce. Computer components

such as the CPU or chips are expensive to produce while are very susceptible to damage. At the same time, a new generation of the products comes to the market constantly. As a result, a manufacturer cannot afford to hold too many finished goods or component parts in inventory. However, when sales are robust, they would need to transfer the component parts to the production lines expeditiously while the finished goods must also reach the shelves in time to maximise economic benefits.

Because of these unique market characteristics of hi-tech products, Mr Tung believes that logistics service providers must offer a secure, efficient and time-definite process to meet the customers' requirements. For instance, Dell Computers, a client of his company, has suppliers dotted around the world. These suppliers will first transport the component parts for warehousing in Hong Kong. When required, the component parts can be despatched to

Dell's production plant in Xiamen within two hours.

The whole process involves supply chain management, said Mr Tung. Third party logistics service providers must be equipped with a satisfactory Warehousing Management System (WMS) for customers to stock and record the locations of their component parts. Customers must also be able to trace the inventory level and to instruct the logistics service provider to despatch the required types and volumes of inventory to the production line when required. The logistics service provider, on the other hand, must maintain links with suppliers around the world to pick up stocks for warehousing when needed.

According to Gilbert Lau, Managing Director of Oriental Logistics Co., Ltd., in European countries and the US where land transportation is mostly long-haul, the facilities used and the management expertise adopted are distinct for each type of goods. For example, the

## 物流服務細分成國際趨勢

不同產品需要不同的物流服務，可以想像細小電子零件，與一架飛機引擎，或帶

險性的化工產品和救人的醫療設備藥品，都需要不同的呵護。香港物流商表示，按產品類別度身訂造合適的物流方案已是國際趨勢。因應市場需要，香港物流公司亦發展不同的專長，專門處理高科技產品或危險品的物流公司應運而生。

伯靈頓香港及華南區域商業及業務發展經理董柏成表示，電腦零部件、整機、通訊產品等高科技產品的特性是：零售市場競爭激烈、主要零部件如中央處理系統和晶片的成本昂貴且容易受損、產品更新換代快。因此，生產商無論在成品或部件上不能庫存太多，但在銷售理想時，卻需要迅速運送零部件到生產部門，成品又要迅速送到貨架上出售。

基於高科技產品的特性，董氏說物流商需要提供一套安全、高效和準時的流程，才能滿足客戶的需要。例如該公司客戶戴爾電腦的供應商遍佈全球，他們先把各地零件運送到香港的倉庫備用，當有需要時，便於兩小時內將所需零部件運抵戴爾位於廈門的廠房。

董氏說整個過程實際上是一套供應鏈，第三方物流商的倉庫需要有完善的「倉庫管理系統 (Warehousing Management System)」，供客戶存放零部件和記錄所在位置，讓客戶可以隨時查閱庫存量，並指令物流商將所需的種類和總量送抵生產線，而物流商又需要與客戶遍佈全球的供應商聯繫，按需要把零部件送抵倉庫備用。

東方物流控股董事總經理劉偉光表示，歐美地區的運輸流程較長，產品專業化非常明顯，因為涉及的硬件設施與管理專業均有所不同，如危險品倉庫需因應不同產品的需要而調節溫度，以及在運送過程中需注意行車速度和安全距離等。

一般概念認為危險品是指有毒或易燃物品，劉氏指出範圍其實很廣，例如漆油，由於油性高，屬於易燃產品，故倉庫設計亦有特殊要求，管理人員亦需要受專業訓練。因此國際性的危險品製造商在選用第三方物流服務提供者時亦有要求，故其公司在1998年加入國際化學品協會為附屬會員，以突顯服務的專業性。B

香港貿易發展局供稿。



temperature in the warehouse containing dangerous goods needs to be adjusted according to the type of goods stored. While in transit, attention must also be paid to driving speed and maintaining a safe distance from other vehicles.

Mr Lau pointed out that in fact dangerous goods cover a much wider range of products, such as paints, on top of toxic or flammable goods. Paint contains a high concentration of oil which is flammable. Warehousing paint therefore calls for a specially designed warehouse and requires professional training for the administrative personnel. International manufacturers of dangerous goods often impose special demands on their third party logistics service providers. In order to demonstrate the company's expertise on handling dangerous goods, Mr Lau's company has acquired the associate membership of the International Chemicals Association since 1998. B

Courtesy HKTDC





## Consolidation + Value-Add

Inventory enhancement is the most important part in modern logistics. Enterprises are striving for the best cash flow. According to U.S. "inventory speed up theory" (if manufacturer, distributor and retailer individual inventory factor is 8, the total is 512 for supply chain), H.K. Bullwhip effect and Taiwan "Soft 3 dollars", inventory cost affects significantly on enterprise's profitability.

In order to reduce inventory and to satisfy customer demand at the same time, accurate and transparent information flow is a must. One of our customers is an American electronic manufacture which has more than 100 suppliers worldwide and owns a factory in Dongguan China. We developed a logistics hub in Hong Kong and a real-time web platform for the customer. Its suppliers and the factory communicate order information timelessly on the platform. All suppliers deliver materials to the hub by air everyday before 5 p.m. At the same time, the factory places order on the platform. Barcode is applied to consolidate the materials according to the factory's demand in every production line and to generate packing list. At 7 a.m. in the coming day, we deliver the materials to the factory passing through China custom. Our customer increases its cash flow and productivity through "zero" inventory at the factory.

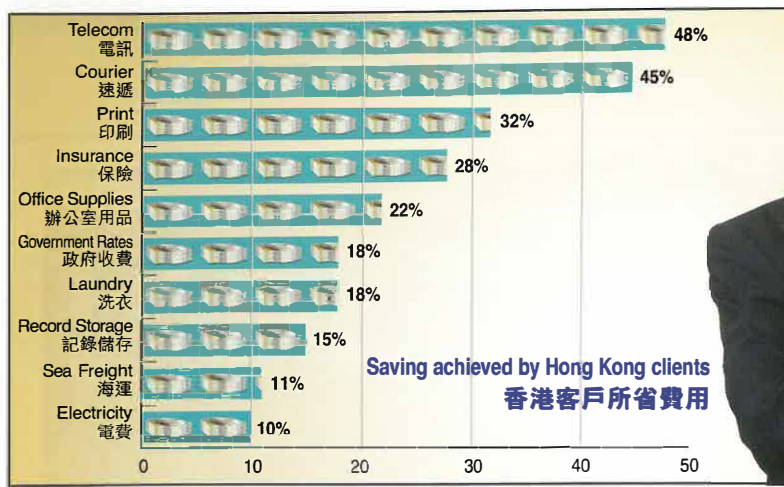
*e-commerce Logistics Ltd.(www.eclasia.com) is a leading technology driven logistics and supply chain management service provider across Greater China. We are managing 18 logistics centers. Please contact us at 2211 5500 or via email marketing@eclasia.com for information on logistics services and logistics platform.*

## 集散 + 增值

物流環節中最重要是如何優化庫存。不論是製造商、供應商或是零售商，都是不斷地追求最大程度的資金回報。根據美國“庫存加速理論”(若製造商、供應商或是零售商各增加庫存乘數是8，總增加庫存乘數則為512)、香港“牛鞭定律”及台灣“軟三元”都說明庫存成本對企業的盈利有著重要的影響。

要減少存貨，又能滿足客戶的需求，訊息透明化便成了不可缺少的工具。美國一家電子生產商在全球有超過100個供應商，其工廠在東莞。我們為這客戶在香港屯門建立集散中心，透過網豐的實時網上物流平台為上下游接收及發送訊息。每天下午5時前將其供應商經空運至香港貨物送到集散中心，客戶根據其工廠各生產線對不同材料的需要在網上預先下訂單，我們以條碼管理配貨及打印裝箱文件，翌日早上7時在香港經中國海關送到東莞工廠，實現工廠零庫存的目標。增加其流動資金周轉及提高效率。

網豐物流資訊有限公司是一家以資訊科技推動，在大中華區具領導地位的物流及供應鏈管理服務供應商。現時在大中華管理18個物流中心。查詢更多關於物流配送及網上物流管理系統詳情，歡迎聯絡我們。(電話: 2211 5500 電郵: marketing@eclasia.com 網址: www.eclasia.com)



Ocean freight and printing costs are two categories where companies can achieve the most dollar savings, says Mr Chu. 朱氏說，海運和印刷費用是公司最能節省的兩項開支。

# Expense Reduction Analysts

Young entrepreneur helps companies cut costs without them having to spend a penny

For Fred Chu, no business is so efficient that it cannot find some way to reduce its costs.

He is passionate about helping companies reduce their expenses. Food chains, banks, oil companies, accountants, even aerospace companies around the world, have all used the services of Expense Reduction Analysts (ERA) to save anywhere from HK\$30,000 to over HK\$10 million annually.

Mr Chu, who is a banker by profession, bought in 2002 the Hong Kong licence rights for ERA in Hong Kong – a U.K. cost management and procurement consultancy founded in 1992.

“If we don’t deliver any savings, we don’t charge a penny,” he says. “And the savings we are talking about are not corner-cutting costs, because quality is never reduced, just expenses.”

For every dollar that ERA helps companies save, Mr Chu takes 50 cents as payment. “So in actual fact, our services cost a company nothing. Simply by improving the value of products and services purchased, we are able to create average savings of 10 to 40 percent for our clients,” he says.

With operations in over 20 countries world-wide, ERA’s client portfolio reads like a who’s who of the world’s leading blue-chip companies. In Hong Kong, ERA’s main clients are hotels, insurance, law and accounting firms, manufacturers and schools.

“We’ve managed to deliver annual savings for these firms ranging from HK\$30,000 to HK\$3 million,” he says. “Obviously, the bigger the company the more they are able to save, but in general most of our clients are medium-sized enterprises.”

The main form of cost savings result from ERA’s analysis of a company’s spending behaviour. Because a CFO cannot always know what the best options are in every part of a company’s operations, he may not realise what savings could be made on travel expenses for example, or on ocean freight charges, or even on something seemingly as trivial as phone lines.

“A lot of firms have been downsizing in the past few years, but many of them are still paying for the same number of telephone lines. This may seem minor, but when added all together over the course of a year the savings that can be made surprise a lot of people,” Mr Chu explains.

ERA’s service involves three main phases: analysis, benchmarking and implementation, with the whole process normally taking between six to eight weeks to complete.

Once a firm’s procurement expenses have been analysed, ERA will present a situation report, detailing the firm’s spending profile. These data are then benchmarked against ERA’s global database and market best practices, after

which ERA will present an option report, advising how a company can reduce unnecessary costs. Once implemented, ERA follows up to make sure nothing has slipped through the cracks.

Mr Chu says that unlike some consultants, who write a report for businesses, collect their fee and then leave the company to act on the advice in the report, ERA actually works with firms to generate analysis reports as well as the implementation.

Some businesses obviously have some concerns about opening the books to a consultant firm, but Mr Chu says ERA must sign a confidentiality agreement and adhere to a strict code of conduct when working with clients.

Even so, Hong Kong firms traditionally like to keep their financial dealings close to their chest. As a result, education is proving to be a big challenge in driving the business forward, says Mr Chu. For foreign companies, many of which have heard of ERA, or their business back home have actually used ERA before, they are much more willing to see how they can reduce costs using ERA here.

“From the client’s perspective, this is good value because we provide them with up to two month’s of consultancy work at no extra cost. It may sound odd, but this is how we compete in the market – if we don’t generate savings for clients, we don’t take any fee,” he says. **B**



# Expense Reduction Analysts

年青企業家協助公司在無需動用分毫的情況下，減省成本。

**朱**浩文認為沒有業務能夠完美運作，絲毫沒有節省成本的需要。

他對幫助公司減省開支充滿熱誠。全球各地的餐飲連鎖集團、銀行、油公司、會計師行以至航空公司都曾使用 Expense Reduction Analysts (ERA) 的服務，ERA 幫助它們節省的開支多達每年 3 萬至 1,000 多萬港元不等。

ERA 是一間成本管理及採購顧問公司，1992 年在英國成立。朱氏出身於銀行業，2002 年他買下 ERA 的香港專營權，設立 ERA 香港。

他表示：「若不能幫助客戶減省成本，我們絕對不收分毫，而客戶所減省的並非核心開支，客戶的品質絕不會因節省開支而受損。」

客戶每減省一元，朱氏只抽取其中五角作為服務費。所以他說：「我們的服務實際上並不需要公司花費分毫。只要提升客戶購入產品和服務的價值，我們就可為它們平均節省 10 至 40% 成本。」

ERA 業務遍及 20 個國家，客戶大多為世界著名藍籌公司。在香港，

ERA 的主要客戶包括酒店、保險公司、律師行、會計師行、製造商和學校。

他說：「我們成功為這些公司節省的費用，介乎 3 萬至 300 萬港元。很明顯，公司規模越大，可減省費用越多。基本上，我們大部分客戶都是中型企業。」

ERA 必先分析客戶公司的開支模式，才為它們訂定減費計劃，原因是財務主管未必一定清楚公司最能節省哪項開支，比如他未必知道可以節省商務旅遊或海運費用，甚至是電話線等看來無關痛癢的支出。

朱氏解釋：「近數年來，不少公司已縮減營運規模，但當中很多仍保持以往的電話線數量，兼且照付費用。可減省費用看似微不足道，但把一年內可減省費用加起來，總額或令很多人震驚。」

ERA 將服務分為三個主要階段，涵蓋分析、基準比較和實施，整個流程一般需時 6 至 8 週。

ERA 分析客戶公司的採購開支後，便向客戶提呈處境報告，詳列其開支模式。隨後，ERA 會將這些數據

與其環球數據庫內的資料和最佳市場實務作基準比較，繼而向公司提交方案報告，建議如何節省非必要成本。公司接納和施行建議後，ERA 亦會馬上跟進以確保一切推行暢順。

朱氏指出 ERA 跟一般顧問不同的是，一般顧問為客戶撰寫業務報告後便收取費用，待客戶自行實施報告中的建議，ERA 則與客戶合作編寫分析報告，隨而施行減費計劃。

有些公司顯然擔心向顧問公開帳目而帶來不利後果，但朱氏明言 ERA 必定事先簽署保密協議，並在與客戶合作時嚴守規則。

縱使如此，香港公司向來喜歡將財務資料保密。因此，朱氏認為教育是這門業務可否邁進的關鍵。對外資公司來說，不少已聽聞 ERA，有些甚至已在外國使用過 ERA 的服務，所以它們較樂意借助 ERA 來減省成本。

朱氏總結：「從客戶角度，ERA 的服務是超值的，因為我們會提供多至兩個月的顧問服務而不額外收費。『不達標，不收費』的經營手法，或許看來有點奇特，但這正是我們在市場上競爭的法門。」**B**

## Member Profile

**Company:** Expense Reduction Analysts  
(Hong Kong) Ltd

**Business:** Cost analysis

**Established:** 2002

**Year joined HKGCC:** 2002

**Web site:** www.expense-reduction.com.hk

## 會員巡禮

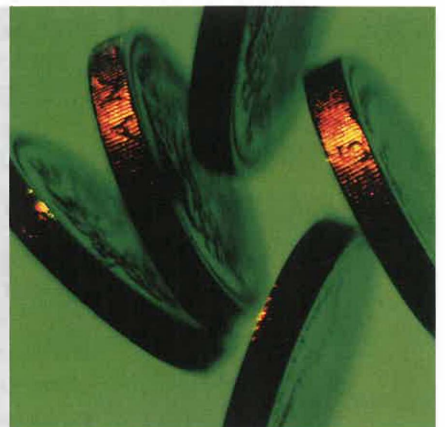
**公司:** Expense Reduction Analysts  
(Hong Kong) Ltd

**業務:** 成本分析

**成立年份:** 2002

**入會年份:** 2002

**網址:** www.expense-reduction.com.hk



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**Financial Services**

Mr Adrian LI

**Information Services**

Mrs Cindy CHENG

**Professional Services**

Mr Ian ROBINSON

**Travel/Tourism**

Mr Alan WONG

**Americas**

**Dr Hernan G Somerville**, Chairman, APEC Business Advisory Council, met with members of the Chamber and the Pacific Basin Economic Council (PBEC) Hong Kong Committee on May 19 to update them on developments within APEC. The APEC CEO Summit will be held on November 19-21 in Santiago, Chile, this year and the Chamber is planning a mission to Latin America in conjunction with the summit.

**Ilene Lieberman**, Mayor of Broward County, led a delegation to the Chamber on May 19, as part of their visit to Guangzhou, Shanghai and Beijing. This was the first time officials from Broward County had led a business mission to China.

**Stuart T Arnett**, Director, New Hampshire Division of Economic Development (DRED), and his delegation visited the Chamber on May 20 to gain a better understanding of Hong Kong's role in international trade and in particular U.S.-Hong Kong trade.

**China**

**Dr Zhang Hanlin**, President of the China Institute for WTO Studies, UIBE, called on Chamber CEO Dr Eden Woon on May 17 to exchange ideas about the implementation of CEPA and other economic related issues.

**Li Yangchun**, Vice Chairman, Guangdong Federation of Industry and Commerce, and Guangdong Chamber of Commerce, led a delegation to the Chamber on May 20 to



**Rules on Investing in Mainland Distribution Business Relaxed**

**Carrie Yu and Becky Lai**, Partners of PricewaterhouseCoopers, outlined the new "Administrative Measures on Foreign Investment in Commercial Areas" issued by the Ministry of Commerce of the PRC and its implications to Hong Kong investors, at the Chamber's June 4 CEPA roundtable luncheon. (See page 48).

discuss the Pan-PRD cooperation. Seventeen business associations will form a new Pan-PRD Business Association later this year.

**Gao Hongmei**, Chairman of Anhui CCPIT, led a 28-member delegation to the Chamber on May 20 to attend a business-matching meeting with members.

**Chen Honghui**, Deputy Mayor of Zhuhai Municipal People's Government, led a delegation to the Chamber on May 21 to discuss HKGCC's mission to Macau and Zhuhai on June 8-9 (see page 42).

**Yang Munan**, Vice Director of Hubei Yichang Merchants Bureau, visited the Chamber on May 24 to discuss cooperation work with HKGCC for their 2004 Three

Gorges-Yichang (Hong Kong) Investment Fair, which took place on June 23.

**Wang Chengmin**, Mayor of Dalian, led a delegation to the Chamber on May 25 to update members on economic developments in Dalian, as well as discuss mutual cooperation in the near future.

**Jeffrey Lam**, HKGCC General Committee Member and Chairman of the PRD Council of Federation of Hong Kong Industries, spoke at the Chamber's May 27 roundtable luncheon on "Practical Issues on Investing in Guangdong."



**Xue Quanrong**, Secretary of Baoshan District Committee of Shanghai Municipality of



## 放寬內地分銷業投資限制

羅兵咸永道會計師事務所合夥人**余葉嘉莉**和**黎頌喜**於6月4日小型午餐會，簡述中國商務部頒佈的新「外商投資商業領域管理辦法」和它對香港投資者的影響（見第48頁）。

Communist Party of China, visited the Chamber on May 28 to exchange ideas on developing mutual cooperation between Baoshan District and HKGCC.

### Li Shuqing

Vice Mayor of Yantai, City of Shandong Province, led a delegation to visit the Chamber on May 28.



**Yang Guocheng**, Deputy Director of Wuhan Foreign Trade & Economic Cooperation Bureau, called on the Chamber on May 28 to discuss cooperation work for their upcoming "Wuhan Hong Kong Economic Cooperation Fair-Wuhan Hong Kong Week," which took place on June 21.

## 美洲

亞太經合商務諮詢委員會主席**Hernan G Somerville**博士於5月19日與本會會員和太平洋地區經濟理事會成員會面，講述亞太經合的最新發展。亞太經合工商界領導人高峰會將於今年11月19至21日假智利聖地亞哥舉行，本會計劃組織代表團參與峰會和訪問拉丁美洲。

佛羅里達 Broward 縣政府委員會**李愛琳**縣長於5月19日帶領代表團到訪，此行是團員的廣州、上海和北京訪問行程的一部分。今次是 Broward 縣官員首次率領商貿代表團訪問中國。

新罕布什爾州經濟發展部總監**斯圖爾特·阿內特**和代表團於5月20日探訪本會，藉

以瞭解香港在國際貿易尤其是港美貿易中擔當的角色。

## 中國

對外經濟貿易大學中國WTO研究院院長**張漢林**博士於5月17日到訪，與本會總裁翁以登博士就「緊貿安排」的實施和其他有關經濟問題交流意見。

廣東省工商業聯合會、廣東省總商會副會長**李陽春**於5月20日帶領代表團到訪，與本會討論泛珠三角合作事宜。17個工商組織將於今年下半年成立「泛珠三角商務聯會」。

中國貿促會安徽分會會長**高紅珠**（右）於5月20日率領28人代表團到訪，出席本會會員的商貿配對會議。



珠海市人民政府副市長**陳洪輝**於5月21日帶領代表團到訪，商討6月8至9日本會訪問澳門和珠海事宜（見第42頁）。

湖北省宜昌市招商局副局長**楊慕楠**於5月24日到訪，與本會討論6月23日舉行的「2004 三峽·宜昌（香港）投資洽談會」。

大連市市長**王承敏**於5月25日率領代表團到訪本會，向會



員講述大連的新近經濟發展及討論未來雙方合作事宜。

## 香港總商會

委員會  
主席

理事會  
諸議會  
黎定基

美洲委員會  
方文靜

亞洲及非洲委員會  
文路祝

中國委員會  
李大壯

總商會海外講者團  
萬大衛

e-委員會  
麥頌軒

經濟政策委員會  
包立賢

環境委員會  
關正仕

歐洲委員會  
祈浩能

香港—台北經貿合作委員會  
蔣麗莉博士

工業及科技委員會  
周維正

法律委員會  
戴學禮

人力委員會  
楊敏德

會員關係委員會  
艾爾敦

太平洋地區經濟理事會  
中國香港委員會

艾爾敦

地產及基建委員會  
黃友忠及施家殷

零售及分發委員會  
彭耀佳

船務及運輸委員會  
祈天順

中小型企業委員會  
于建安

稅務委員會  
范樂德

香港服務業聯盟  
執行委員會

郭國全

金融服務委員會  
李民橋

資訊服務委員會  
鄭韓菊芳

專業服務委員會  
羅實信

旅遊委員會  
黃家倫

**Guo Yuanlan**, General Manager of Hong Kong Zenith Corporation Limited, Nanjing Municipality's window company in Hong Kong, called on the Chamber on June 7 to discuss cooperation work for their June 18 event in Hong Kong.

## Europe

**Michael Besson**, French Senator, led a delegation to the Chamber on May 17, where they were welcomed by David O'Rear, the Chamber's Chief Economist, who briefed the visitors on the latest economic developments in Hong Kong.

**Alexander Kvasnikov**, General Director of MVK International Exhibition Company, Russia, spoke at a Chamber luncheon on "Exhibition as a Tool to Penetrate the Russian Market" on June 7. Juergen Kracht, Managing Director, Fiducia Ltd., also spoke at the luncheon on opportunities for Hong Kong companies in Russia.

## Constitutional Development

**A Constitutional Development Working Group** was formed within the Chamber to formulate the Chamber's response to the public consultation on constitutional development. The Chamber's Business Policy Division is involved in providing secretariat support to the working group, and the division's Senior Director Dr WK Chan is secretary for the group.

## Environment

**Professor Bill Barron** of HKU gave a presentation on

the MTR's proposed Island South line at the Environment Committee's meeting on 21 May. At the meeting, James Graham and Dr Gail Kendall were elected as Chairman and Vice Chairman respectively.

The Chamber has been invited to be a partner organisation of the government's **Sustainable Development Council**, which is developing a public engagement process on three priority issues, namely, renewable energy, waste, and urban living space. Three "information and response" documents on these issues have been prepared by three support groups under the council.

## Pearl River Delta

A total of 4,800 visitors attended the **Career Expo** held on May 27. As part of the programme to encourage Hong Kong youths to seek careers in the Mainland, the Chamber joined the Labour Department in organising the event, at which Chamber member companies contributed six of the nine booths in the Expo's Mainland corner.

## Service Industries

**The Real Estate Services Committee and the Real Estate/Infrastructure Committee** held a joint meeting on May 27. At the meeting members agreed to combine the two committees, with the two current chairmen working as joint chairpersons of the new Real Estate/Infrastructure Committee. The new committee will come under the Economic and Legislative Affairs Division. **B**

總商會理事會成員兼香港工業總會珠三角工業協會主席 **林健鋒** 於 5 月 27 日小型午餐會，談談投資廣東省涉及的实际問題。

上海市寶山區區委書記 **薛全榮** 於 5 月 28 日探訪本會，雙方就寶山區與總商會的合作交流意見。



山東省煙台市副市長 **李淑芹** 於 5 月 28 日帶領代表團到訪本會。

武漢市對外貿易經濟合作局副局長 **楊國成** 於 5 月 28 日到訪，與本會商討 6 月 21 日舉行的「2004 漢港經貿合作洽談會・武漢周」合作事項。

南京市政府駐香港窗口公司—香港紫金聯合發展有限公司總經理 **郭元蘭** 於 6 月 7 日到訪本會，討論 6 月 18 日該公司在香港舉行的活動合作事宜。

## 歐洲

法國參議院議員 **Michael Besson** 於 5 月 17 日帶領代表團到訪，由本會首席經濟師歐大衛接待及向訪客簡介香港的最新經濟發展。

俄羅斯 MVK 國際展覽公司總監 **Alexander Kvasnikov** 於 6 月 7 日午餐會演說，講題是「展覽—進軍俄羅斯市場的工具有」，Fiducia Ltd. 董事長葛友勤亦在會上談談俄羅斯給港商帶來的機遇。

## 政制發展

本會已成立「**政制發展工作小組**」，專責就政制發展的公眾諮詢擬定本會意見。本會工商政策部正為工作小組提供秘書支援，該部副總裁陳偉群博士擔任小組秘書長。

## 環境

香港大學 **柏蔚元** 教授出席 5 月 21 日環境委員會會議，就地鐵建議的港島南線發表意見。關正仕和簡倩彤博士於會上分別當選主席及副主席。

本會已獲邀擔任政府轄下 **可持續發展委員會** 的夥伴機構，該委員會正就三個重點問題制定公眾諮詢程序，即可再生能源、廢物和市區居住空間。該會屬下三個支援小組已就這些問題草擬三份資料和回應文件。

## 珠江三角洲

為鼓勵香港青年北上就業，本會與勞工處於 5 月 27 日合辦「**大專畢業生招聘會**」，共吸引 4,800 名人士入場。會場內特設「國內就業招聘閣」，九個攤位中有六個由本會會員公司提供。

## 服務業

**地產服務委員會和地產及基建委員會** 於 5 月 27 日召開聯席會議。會上，會員同意合併兩個委員會，由現任兩名主席擔任新的地產及基建委員會聯席主席。新委員會將隸屬經濟及法律事務部。 **B**

# Member Get Member 2004

## 會員推薦計劃 2004

Help us find more members...LIKE YOU!  
壯大會員規模 全賴你的支持!



The more members you bring in,  
the more discounts you will enjoy!  
Why not get started right now!  
成功推薦愈多，折扣愈大

Recruiting new members is easy and fun. Many companies have not joined HKGCC yet simply because they haven't been asked. Just asking a friend or business contact is all it takes to get you started on the road to **big savings** – From now until the end of December this year, you will be entitled to a 10% reduction on your next membership renewal dues for each company that you introduce who joins the Chamber as a Corporate Member (with membership valid until at least December 31, 2005).

To take part in the Member-Get-Member Campaign, send us the contact information of the prospective members and we will send them our membership information package directly. Please don't forget to give us your name and membership number as we will use it in the introductory letter.

**To boost your chances, we strongly encourage you to talk to your referrals before we send out the applications.**

Enquiries : 2823-1209 / Fax 2527-9843

招募新會員，輕鬆獲享年費優惠。「會員推薦計劃2004」現正展開 — 由現在起至今年十二月底，會員凡成功引薦朋友或商界友好加入香港總商會成為公司會員（會籍有效期至 2005年12月31日或以後），即可在下次續會時獲減10%年費。

**請即行動！**聯絡您心目中的準會員，然後將其聯絡資料或名片傳真至本會，以便代寄入會申請表。請一併附上閣下的姓名和會員編號，供會員邀請函之用。

查詢：2823-1209 / 傳真 2527-9843

#### Terms and Conditions 條款及細則

- All staff of Chamber Corporate Members and Individual Associates are eligible to join, however, any recruited member has to be a Corporate Member.  
所有會員公司屬下員工和商會會員均可參加，惟新會員則必須為公司會員。
- The referrers' contact details must be supplied. The name of the referrer member will be mentioned on the membership invitation. No discount will be offered to anonymous referrers. 推薦人必須提供其名片及聯絡資料，其資料將被列於邀請函內，否則不能獲享年費優惠。
- All referrals will be handled on a first-come-first-served basis. 如同一公司獲多於一位推薦人推薦，年費優惠將以先到先得方式處理。
- The decision of HKGCC will be final and we reserve the right to amend the terms and conditions. 香港總商會擁有最終決定權，本會並保留隨時修改計劃細則的權利。

**HKGCC**

Hong Kong General Chamber of Commerce  
香港總商會 1861

# What's On 活動預告

## UPCOMING EVENTS 活動一覽

### 19 July

Pan PRD Conference

### 20 July

Training: Effective Time Management  
(Cantonese)

### 22 July

Conversation with a General  
Committee Member – Jack So, Deputy  
Chairman and Group Managing  
Director, PCCW Ltd

### 22 July

Roundtable luncheon: Education &  
Manager Requirements – Business Views

### 22 July

Training: How to Handle "Difficult  
People" at Work? (Cantonese)  
培訓課程：如何在工作上處理「難應付  
之人」? (廣東話)

### 23 July

e-Workshop: EPC/RFID (電子產品碼及  
射頻識別) (廣東話)

### 23 July

Roundtable luncheon: e-Payment  
Solutions for SMEs  
小型午餐會：中小型企業電子付款方案  
(中小企會員優先參加)

### 23 July ~ 13 September

Training: Pronunciation in Action  
(English supplemented by Cantonese)

### 26 July

Training: Building Effective Teams  
(Cantonese)

### 27 July

培訓課程：顧問式銷售技巧 - 適合希望  
提升銷售技巧的銷售人員參加 (本課程  
特以普通話配合中文講義教授，歡迎國  
內員工參加)

### 28 July

Training: Project Management  
(Cantonese)

### 29 July

Chamber Happy Hour at Pacific Bar,  
8/F Conrad Hong Kong, 6-8 p.m.

### 2 August

Training: Setting up individual private  
enterprises to benefit from CEPA  
(Cantonese)  
培訓課程：如何配合CEPA在中國開設  
個體戶進行貿易 (廣東話)

### 3 August

Training: Creating Wins – Effective  
Negotiating (Cantonese)

### 3 August

Training: A guide to setting up a private  
venture in the PRC for Hong Kong  
investors (Cantonese)  
培訓課程：如何在內地設立私營企業  
(廣東話)

### 4 August

Training: Employment related legal  
issues encountered by foreign owned  
enterprises in the PRC (Cantonese/  
Putonghua)  
培訓課程：外資企業在國內常遇到的勞  
動法律問題 (廣東話 / 普通話)

### 5 August

Training: Legal issues related to setting  
up a company and M&A in the Mainland  
(Cantonese)  
培訓課程：在內地設立公司及收購、合  
併應注意的法律問題 (廣東話)

### 18 August ~ 24 November

Workplace English Programmes:  
English for Business Communications  
(Level 2) – Written & Oral Combined

### 26 August ~ 25 November

Workplace English Programmes:  
English for Office Skills (Level 1) –  
Written & Oral Combined

### 30 August ~ 3 September

Mission to Japan

### 7 ~ 9 September

Mission to Xiamen

## COMMITTEE MEETINGS 委員會會議

### 15 July

HKCSI Executive Committee  
Meeting

### 19 July

Chairman's Committee Meeting

### 21 July

Membership Committee Meeting

### 22 July

Manpower Committee Meeting

### 29 July

General Committee Meeting

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

## MARK YOUR DIARY 重點項目

### 19 July

Pan PRD Conference

### 22 July

Conversation with a General  
Committee Member Series:  
Jack So, Deputy Chairman and  
Group Manager Director, PCCW Ltd

### 30 August ~ 3 September

Mission to Japan

### 7 ~ 9 September

Mission to Xiamen

*In*  *years*

*We give everyone  
what they want*

*Virgin touch*

*...on board massage to soothe your worries away*