

工商月刊 05 2004 THE BULLETIN

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

Tech@Work

Lower prices and increased understanding of IT usage has analysts believing that SMEs might go on an IT shopping spree this year

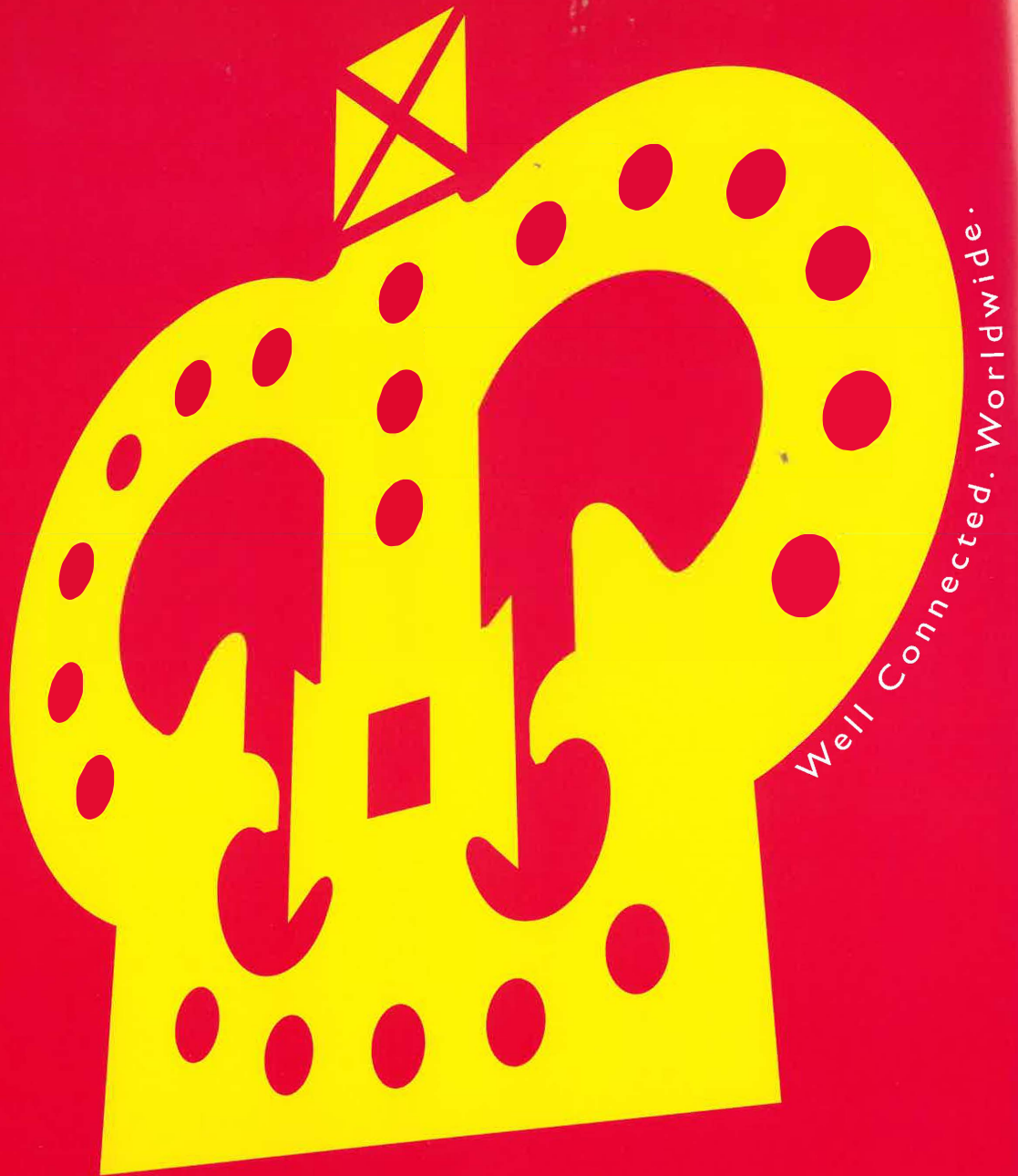
善用科技助營商

資訊科技分析師：隨著售價下跌和企業日益了解科技的用處，中小企或會於年內捲起一股科技搶購潮



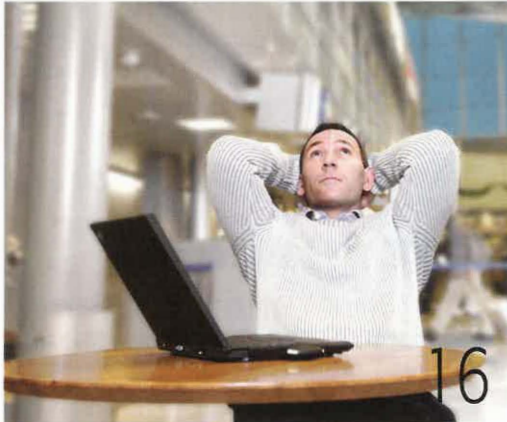
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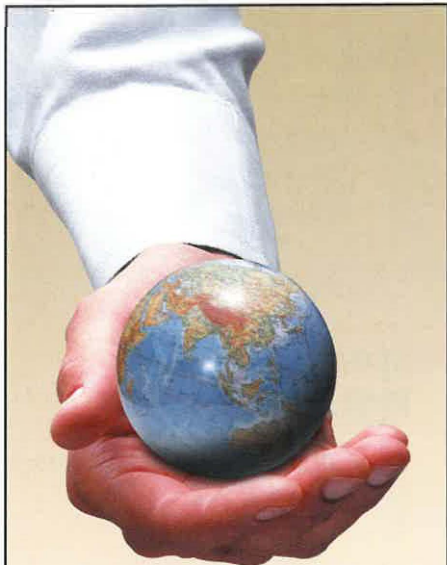
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Members in Touch

ELECTRICITY SHORTAGES EASE

I am writing to express my sincere admiration and thanks regarding the genuine concern and support of the Hong Kong General Chamber of Commerce in overcoming the problem of electricity shortages at our factory in Dafuji, Shunde. The electricity shortage situation has been improving in the past few weeks after HKGCC forwarded our concerns and difficulties regarding the problem to the Mainland authorities. Thank you and keep up the good work.

*Fong Ling Kan
Golden Master Jewellery*

INNOCENT VICTIMS CAUGHT IN IMMIGRATION LAW CHANGE

I have just finished reading your article "The importance of English in the workplace" on Bulletin Online, and I cannot agree more that Hong Kong needs to do more to raise its standard of English if it is to remain Asia's leading business hub and avoid becoming just another Chinese city. Regrettably, current government policy seems to not only give language teaching a low priority, but also that of encouraging qualified teachers to work here.

My husband and I moved to Hong Kong on July 22, 2003. We sold our house and possessions in Canada to make this move after I signed a contract to teach at an international school in April 2003. When we got here, we found out that the government had changed the regulations which allowed dependent work visas to be issued to the spouses of expatriates here. After almost one year, my husband hasn't managed to find a sponsor so that he can work in Hong Kong. Obviously, not being able to work is very depressing for both of us. We have considered going back to Canada, but we would be far

worse off than when we left, because we gave up so much to come here. When the government changed the rules allowing spouses to work here, it should have made some allowance for those who had already signed contracts but had not yet arrived in Hong Kong. I sincerely hope the authorities can look into this unfortunate predicament.

Paula Farberman

電力短缺問題改善

早前，位於順德大福基的我廠供電不足，幸得貴會給予充分關注和支持，使問題得以解決，我謹衷心表示謝意。貴會向內地當局轉達我們的憂慮和困難後，電力短缺情況在過去數週已有改善。感謝貴會襄助。

*簡芳玲
金帝珠寶有限公司*

入境規例修改受害者心聲

我剛在網上讀畢貴刊關於職業英語的重要性一文，我完全同意香港需要著力提升英語水平，以保持其亞洲領先商業樞紐的地位，避免淪為一個普通的中國城市。可惜，政府現行政策看來並非以語文教育為先，亦不著重鼓勵合資格的教師來港施教。

我在2003年4月跟香港一間國際學校簽定合約，外子與我於是賣掉在加拿大的房屋和產業，於7月22日抵港定居。我們在抵港後發現入境規例已經修改，不再向在港工作外籍人士的配偶發出依親工作簽證，因此，外子至今苦於找不到擔保人，仍未能在港工作。我們無疑為此感到沮喪，亦曾考慮返回加拿大，但覺得我們已差不多放棄了在加國的一切，重返該地可能比現時情況更壞。我認為政府在修改有關法例的同時，該發放津貼給那些已簽約但未抵達香港的人士。衷心希望當局能關注這種不幸事件。

Paula Farberman

Got something to say? Then make your voice heard in *The Bulletin*. Send your letters to: **The Bulletin, HKGCC, 22/F, United Centre, 95 Queensway**. Or email, bulletin@chamber.org.hk 有意見，想發表？《工商月刊》是理想渠道。來函請交：金鐘道95號統一中心22樓香港總商會《工商月刊》；電郵：bulletin@chamber.org.hk。



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Looking Back at the Tasks Behind Us, and Ahead to the Tasks in Front of Us

As I look back on the past year, my first as Chairman of your Chamber, the first thing that comes to mind is that no one could do this job alone. Whether in drafting our comments on national security legislation, confronting SARS, nurturing CEPA, or helping to pull the community together to engineer one of the most dramatic economic turnarounds in recent years, or whether it is to craft a position on constitutional development beneficial to the business community and to Hong Kong, it is very clear that these are all joint efforts of the General Committee, the members, and the secretariat.

Your Chamber ended the 2003 calendar year in strong financial shape, due to the extra efforts the Chamber staff made during the short but very sharp economic slump in the first part of the year and due to the welcome economic recovery all of us experienced in the latter half of the year. All this while providing even more services for our members. Therefore, from the committees to individual members and the secretariat, everyone pulled their weight, determined to do the best possible job for the Chamber and for Hong Kong. For that I thank you.

What lies ahead? Certainly we have work to do in the coming year to broaden and strengthen CEPA. The initial agreement between Hong Kong and the Central People's Government is only the beginning. We are watching very carefully the implementation progress and helping where we can. And in the remainder of this year and on into 2005, we will be studying how to expand CEPA to include more products and more service categories, to the benefit of both Hong Kong and the Mainland of China.

The Chamber remains committed to providing input to government as it develops policy initiatives and redesigns regulatory frameworks. Last year, submissions were presented on copyright legislation, waste management policy, a review of the role and functions of public advisory bodies, positioning on the development of Hong Kong's creative industries and the annual recommendations for the Chief Executive's Policy Address and the Financial Secretary's budget speech. Aside from the latter two recurring submissions, this year will likely include views on corporate governance, public-private partnership arrangements, and studies on the feasibility of eventually introducing a Goods and Services Tax (GST).

We strongly believe that every effort should be made by government to curb recurrent spending through reduced civil service head count, restructuring government operations, privatisation and public-private sector partnerships. These

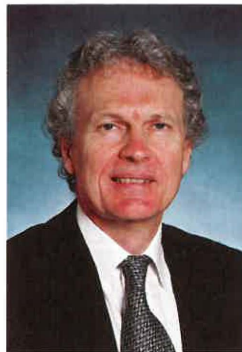
must be the primary means of rebalancing the budget, but they are unlikely to be sufficient. This is why GST has been mentioned as a possible way to bridge the fiscal gap.

Quite separate from the deficit itself, we believe Hong Kong's existing tax base is too narrow, and needs to be broadened. In comparison to other highly developed economies, only about half as many of our people – 18 percent of the population – pay any tax at all. That is because the level of the personal allowance is extremely high, about double the average among the OECD.

Last year, a Chamber task force studied many of the issues involved in a GST. In June, we will be hosting a conference on the policy implications, economic effects and technical mechanisms of a GST. This is because we believe that if we are to make informed decisions, we need to know the facts. After this kick-off conference, the Chamber will hold a series of events in the coming year aimed at educating members and the public about the GST. We will invite presentations and in put from all sides of the issue, in the interest of ensuring that we get it right.

It would be unfortunate if the GST were to fall prey to politics this year. Fiscal restructuring is a major, and necessary step for Hong Kong. Even without the pending elections, the GST is too often misrepresented or poorly understood. The Chamber will be doing its part in the education process. Only then can we and the community make a rational decision on whether to have a GST, what kind of GST should Hong Kong have if we do want a GST, and when do we want to initiate such a tax.

Finally, even without the September Legislative Council election, this year would be a politically charged one. We appear to have completed the first phase of what was sometimes an acrimonious debate over constitutional development. You will have noticed the Chamber's position during these past months, where we have tried to be a voice for constructive, moderate and inclusive dialogue. Moving forward, we will be emphasizing the institution building necessary in this whole process. As we have said many times, the final date is not what we should be focused on, but rather the process. And you can be sure the Chamber will continue to play a key role on your behalf. **B**



Anthony Nightingale
黎定基

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

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過去與未來的重點工作

回想去年首度擔任總商會主席的日子，我體會最深的是，主席工作不能單憑一己之力便做得好。去年多件大事突顯了理事會、會員和秘書處攜手合作的重要性，包括就國家安全立法制定本會的觀點；抵抗「沙士」；推動「更緊密經貿關係安排」；協助凝聚社會力量以促成近年最迅猛的經濟復甦，以及就政制發展訂立一個有利於香港和工商界的立場。

總商會去年財務業績理想。全體員工在上半年香港經濟短暫急劇衰退時加倍努力工作，和下半年人人樂見和感受到的經濟反彈，是箇中主因。然而，同樣重要的是，我們進一步加強了會員服務。各委員會、會員和秘書處竭盡所能，為總商會和香港效力，我謹向大家致謝。

展望來年，我們的重點工作之一是豐富和擴充「安排」內容，因為香港與中央政府去年簽訂的首階段協議只是起步。我們正為此密切監察協議的實施，並盡力提供幫助。由現在起到2005年，我們會繼續本著香港和內地的利益，致力擴展「安排」的優惠措施，以增加受惠貨物和服務的種類。

總商會一直著力就政府的政策倡議和規管架構檢討，出謀獻策。去年，我們就多個議題向當局提呈意見，包括版權法例、廢物處理政策、公共諮詢組織的角色和職能檢討、香港創意產業發展的定位，以及年度《施政報告》和財政預算案。今年，除兩份一年一度提交的建議書外，我們還打算就企業管治、公私營合作安排和商品及服務稅的可行性研究，向政府表達想法。

我們堅信政府須盡最大努力，縮減經常開支，方法包括減省公務員人手、重整政府架構、加強服務私有化和公私營機構合作。要恢復公共財政平衡，這些措施勢在必行，

但它們看來還不足夠，因此政府已提議開徵商品及服務稅，務求增大減赤力度。

另外，我們認為香港目前的稅基過於狹窄，需予擴闊。相比其他發達經濟體，香港只有大約半數的工作人士，或18%人口，需要交稅，原因是薪俸稅個人免稅額過高，相當於經濟合作及發展組織平均免稅額的兩倍。

去年，總商會一個專責小組圍繞商品及服務稅展開了多方面的研究。本年六月，我們將舉辦會議探討此稅項的政治意義、經濟影響和操作機制，因為我們認為，知悉真相，是制定適切決策的關鍵。在這會議之後，本會將於來年接續舉行一系列活動，以教育會員和市民大眾認識商品及服務稅。我們將廣邀社會各界提呈方案和看法，從而確保此稅項開徵得宜。

如商品及服務稅因今年的政治事件而擱置，這無疑會是相當可惜的。整頓財政，是香港的重要工作，也是必需推行的工作。縱使沒有即將進行的選舉，這稅項也經常被歪曲或誤解。故此，總商會決定為教育市民出力。只有當我們和社會透徹了解此稅項，才能作出合理的決定，包括是否需要開徵、如何開徵和何時開徵。

總結來說，就算不計九月的立法會選舉，今年仍會是相當政治性的一年。政制發展的首階段激烈辯論看似結束，相信多月來你已清楚總商會對香港政制發展的立場，就是力主社會進行建設性、溫和及包容的對話。我們現要集中推行政制發展所需的架構建立工作。我們重申，該把著眼點放在推行程序，而非最終日期。你可以放心，總商會一定代表會員，繼續在此事上擔當重要角色。B

黎定基為香港總商會主席。



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Maintaining Prosperity and Stability in Hong Kong

After several months of heated debate, Hong Kong now has a clear direction in which it can steer its political reform, as the National People's Congress Standing Committee (NPCSC) has endorsed the Chief Executive's report on constitutional development. The NPCSC has agreed that the methods for selecting Hong Kong's Chief Executive in 2007 and forming the Legislative Council in 2008 can be amended. It also ruled out the possibility of universal suffrage for the upcoming elections.

Over the last few months, discussions on the issue of constitutional development have been becoming increasingly heated. People from all walks of life have expressed diverse views and even engaged in name-calling. Fortunately, these disagreements have not triggered economic or social instability, or upset the pace of economic recovery or investor confidence in Hong Kong.

For the long term, I think we all agree that political and social stability are critical for a leading business destination. Hong Kong's success has been built on the fact that it is a stable investment environment for local and foreign investors.

As such, NPCSC's decision should be supported, because democracy is an issue of great importance that should not be rushed into. In the process of achieving democracy, mistakes are not allowed. It would be almost impossible to rerun the process if we made a mistake because we were pushing too fast. If something went wrong, the only thing we could do would be to suffer the consequences. That is why constitutional development in Hong Kong must move forward very carefully to ensure long-term stability and prosperity. As the economy is still recovering, this is especially important, because any radical changes to the political system would send shock waves through the economy.

Other members of the community have expressed similar concerns. The Liberal Party's poll a few months ago showed that some people in the business and professional sectors, as well as some middle-class and grass-roots citizens, opposed universal suffrage in one step. They worried such a single leap would affect social stability and economic development.

Hong Kong still does not have the necessary political institutions to underpin a healthy democracy. As such, relations between the executive and legislative branches, the development of party politics, the nurturing of political talent and revitalised policy research need to improve. In view of this, some people worry that rushing into universal suffrage will give rise to welfarism, which would make it even more difficult for the government to deal with the urgent problems we are facing, including the budget deficit and economic restructuring.

As stipulated in the Basic Law, Hong Kong will achieve the

ultimate aim of universal suffrage in the light of the actual situation and under the principle of gradual and orderly progress. Although the NPCSC has ruled out the possibility of universal suffrage for the 2007 and 2008 elections, it has agreed that there is scope for amendments to the electoral methods. In my view, this is a reflection of the principle of gradual and orderly progress. I believe that if the community, including the government and political parties, can work together to improve the institutions to provide good conditions for universal suffrage, Hong Kong will reach its final goal of universal suffrage in the near future.

The business community has been contributing greatly to Hong Kong's prosperity and stability. As constitutional development concerns every single sector, those in the business community certainly should voice their opinions more. Many of the members who responded to HKGCC's survey last year hoped that consultations on constitutional development would start sooner rather than later. As such, the Liberal Party and I are starting community-wide consultations and study. With this data, I hope a concrete proposal and a universal suffrage timetable can be suggested before the prorogation of this term of Legco in July for the public to consider.

Given the rising population and Legco's heavy workload, I initially suggest that the seats returned by geographical constituencies through direct elections and by functional constituencies can be increased to at least three and five, respectively. As about half of the 30 functional seats now go to the business sector, two or three of the proposed increased seats could therefore be proportionally given to the sector. In addition, the size and representation of the Elective Committee as well as the electoral base of functional constituencies can be enlarged. I urge others in the business community to express their views on this issue for deliberation.

I believe, now that the NPCSC has identified the direction for Hong Kong's constitutional development, that the community should stop arguing and focus on rational and practical communications to ensure Hong Kong's long-term stability and prosperity. Only then will we be able to build a consensus on the issue before long, so that we are allowed to focus strength on developing the economy to contribute to Hong Kong's continued prosperity.

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

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

繁榮穩定不能受損

香港政制檢討一事，經過連月來的激烈爭拗，至上月終於有了明確的方向——全國人大常委會議決，2007年特首和2008年立法會的產生辦法可予適當修改，但當中不實行普選。

回顧多月以來，社會上關於政檢的討論不斷升溫，由起初各自表述意見，演變成後來的罵戰，意見亦流於兩極化。幸好激烈的爭拗未有對本港經濟和社會產生過大震盪，不致令經濟復甦勢頭和外資信心受到打擊。

但長遠而言，相信大家都同意，政治和社會穩定始終是理想營商環境的基本要素。香港過去賴以成功的其中一個因素，正是能夠給予本地和外國的投資者有穩定的投資環境，使大家安心在這裏做生意。

正因如此，人大常委會的決定是值得支持的，因為民主化發展是一件大事，不容有失，即使因步伐過急而出錯，也難以走回頭，只有承受後果。為免影響香港長遠的穩定繁榮，政制發展確有必要小心進行，況且我們的經濟仍在復甦階段，激烈的政制變革隨時會帶來不可估計的震盪，這是大家都不想看到的。

事實上，社會上亦有聲音表達了上述的憂慮。據自由黨數月前在黨內外進行的初步諮詢，不少工商界、專業界、中產和基層的人士，都分別反對一步到位實行普選，便是因為擔心此會影響社會穩定和經濟發展。

其實，全面民主化是需要有良好的配套支持，包括良好的行政立法關係、成熟的政黨發展、完善的政治人才培訓和政策研究等。現時這些配套明顯仍未盡完備，難免有人擔心一步到位普選，會令福利主義抬頭，因而使一些正急待處理的問題如減赤和經濟轉型等，會變得更加艱巨。

《基本法》已定明，按循序漸進原則和實際情況，香港

最終會實行普選。人大常委會今次雖否決於07及08年普選，但卻給予空間容許修改有關的選舉辦法，正是體現了循序漸進的原則。我認為只要社會各界包括政府和政黨，共同努力改進各項配套，為普選預備好條件，相信香港距離普選目標並不會太遠。

我們工商界過去一直對香港的繁榮穩定，作出了很大貢獻，政制發展關乎社會每一個界別，工商界當然也應該多些表達意見。據總商會去年對會員公司進行的調查，大部分回覆者都希望政制發展的諮詢能盡早開始。所以我和自由黨正著手展開廣泛諮詢和研究，以冀可在七月立法會休會前提出可行方案和普選時間表，供社會各界考慮。

我初步認為，由於人口增加和議會事務繁多，立法會直選和功能組別議席可分別增加最少三至五席，而目前30個功能組別議席中約有一半與工商界有關，增加的議席可按此比例有二至三席屬工商界類別。除此之外，選委會的人數和代表性以及功能組別的選民基礎等，也是可以考慮擴大的。我呼籲工商界同業如有任何意見，請踴躍提出，讓我們一併研究。

既然人大常委會已為本港政制發展定出方向，我認為現時最需要的，是各方停止爭拗，以維護香港長遠穩定繁榮為大前提，重新展開理性務實的溝通。只有這樣，政改方案始能早日尋得共識，而我們也無需再耗精力於不必要的衝突中，因而可專心發展經濟，令香港更見繁榮安定。

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：中環長臣道8號立法會大樓；電郵：tpc@jamestien.com；電話：2500 1013；傳真：2368 5292。B



James Tien 田北俊

田北俊為香港總商會立法會代表。

BULLETIN

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Assistance to Members: From General to Specific

As I have written in this column before, the Chamber's voice in the media is extremely important, because society now expects the business community to have views on a whole range of issues, even political ones, which invariably impact economic development. Our policy suggestions are taken very seriously, and our positions on everything from taxation to civil service pay, and from CEPA to constitutional reform, often find their way into eventual government positions. Our programs are inferior to none in Hong Kong, in terms of variety, timeliness, usefulness, prestige, and profile. Our committees provide members the forum to voice their policy concerns and to meet with others of similar business interests. The information contained in our Web site, in our magazine, and in our other communication consistently rate high with our members. The networking opportunities of the Chamber also are plentiful, since these range from meeting contacts and acquaintances at one of 300 programs we hold annually, or at our monthly happy hour, or at our golf outings and dinner clubs and membership cocktails.

So what else do Chamber members want for their HK\$4,000 annual membership dues? The answer is that many of them look for specific assistance for their business. This is especially true with SMEs who rely on their membership to help their business in every way possible. So now let me list for you some ways that we provide specific assistance:

1. Our Economists – We are the only business organisation in town which has a Chief Economist; and not only that, we also have a China Economist. Both of them are busy fielding queries from members every day. Since CEPA was signed, our China Economist speaks to four or five members per day who call in with CEPA questions, and she meets with four or five of them per week for lengthy consulting.

2. The Joint Business Liaison Committee – This is a joint committee set up by HKGCC with three other local chambers and the China Council for the Promotion of International Trade. It not only provides education on China business issues, but it also provides a channel where members can complain about their China business disputes. Now in its fourth year, this commission is now busily helping companies tackle the red tape which block full usage of CEPA.

3. Our Membership Team – The Chamber has a business hotline (2823 1248) which receives about twenty calls per day on all sorts of business problems or problems with membership. Our team either tries to solve the problem, or directs the caller to responsible persons within the Chamber or in the community or in the government. We have often said: "We do not know everything, but on everything, we know someone who knows something about it!"

4. Our Programs – With members' assistance, we organise timely programs targeted at resolving specific problems. Whether it is with a government official from the SAR or from China, or with experts or lawyers and accountants, these programs provide a platform for learning and discussing urgent problems facing our members. For example, recently, after hearing from several members, we organised a very useful China personal income tax seminar on concerns of new tax collection regulations.

5. Our Lobbying – If members have a specific problem, we can write on their behalf to either the HKSAR or the Central governments. We have excellent connections with both governments, and inside China, our connections go down to the provincial and city level.

Frequently we can get answers from them whereas our members cannot. A recent example is a long response in a letter to us from the Vice Governor of Guangdong explaining in detail what the energy problem in Guangdong is and how they are trying to deal with it.

6. Our Advisory Role with the Government – Our Chairman is on both the Economic and Employment Council, chaired by the Financial Secretary, and the Greater Pearl River Delta Business Council, chaired by Victor Fung. Both will produce policies with long-term impact on the business positioning of Hong Kong. Other members sit on many other advisory committees set up by the government, influencing policies conducive to business. Members can write to us on issues that we can forward to these committees.

So, if you have a specific business problem, come knock on our door! **B**



Dr Edén Woon 翁以登博士

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

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商務援助式式俱備

我曾在本欄指出，傳播媒介非常重視總商會的聲音，因為現時社會期望商界就廣泛事項甚至政治議題表達意見，而這些事項往往會影響經濟發展。我們的政策建議獲得認真考慮，我們在不同問題上的立場，從稅收到公務員薪酬、由「更緊密經貿關係安排」到政制發展等，都常常獲政府接納。本會活動無論在多樣性、及時性、實用性、獨特性和素質方面，皆不比其他機構遜色。本會委員會亦提供渠道，讓會員反映他們對政策的關注及與同業會面。此外，本會網站和雜誌資訊及其他信息一向深受會員歡迎；我們還提供大量的人脈拓展機會，包括每年舉辦 300 多項活動、每月歡樂時光、高爾夫球同樂日、聯歡晚宴和聯誼酒會等。

每年 4,000 港元會費還可為會員帶來甚麼？答案就是很多會員渴求的業務特別支援。這對中小企尤其重要，它們皆希望透過會籍享有各種營商便利。讓我簡介本會提供的若干具體援助：

1. 本會經濟師 — 我們是城中唯一僱有首席經濟師的商界組織，而且聘有一名中國經濟師，二人每天都忙於解答會員的疑問。自「安排」簽署以來，本會中國經濟師每日處理 4 至 5 名會員有關「安排」的電話查詢，並每週與 4、5 名會員會晤，深入商議。

2. 香港—內地商會聯席會 — 這個由香港總商會、另外 3 間本地商會和中國國際貿易促進委員會聯合成立的委員會，不但教育港商認識中國營商問題，還為會員提供中國商務糾紛的投訴渠道。聯席會今年踏入第四個年頭，現正忙於協助企業應付對充分利用「安排」造成障礙的繁文縟節。

3. 會員事務組 — 本會設有商貿熱線 (2823 1248)，每日接聽約廿個來電，涉及各類營商或會籍問題。小組努力解決會員難題，亦在必要時把來電轉介會內、商界或政府相關人士。我們常常說：「我們不是樣樣都懂，但樣樣都有相熟人士可幫上忙。」

4. 本會活動 — 憑藉會員襄助，我們能舉辦適時的活動，以助大家解決特殊問題。不論講者是特區或中國政府官員、專家、律師或會計師，我們都可透過這些活動瞭解和討論會員面臨的迫切問題。例如，最近我們在聽取多名會員的意見後，舉行了有關中國個人所得稅的研討會，分析新稅收規例的影響。

5. 本會游說工作 — 如會員有個別問題，我們可代為去信香港特區或中央政府。我們與兩地政府關係密切，在內地的聯繫更深入省市層面，所以往往能獲得有關官員的回應，這是會員無法獨力做到的。比如，最近我們收到廣東省副省長的回信，詳細解釋廣東省的能源問題和政府的對策。

6. 政府的諮詢組織 — 本會主席是財政司司長為首的經濟及就業委員會和馮國經領導的大珠三角商務委員會的成員，兩個委員會專責制定對香港營商環境有長遠影響的政策。其他會員列席政府成立的多個諮詢委員會，研究有利於營商的政策。會員可來函告知所關注的問題，然後我們會向有關委員會反映。

如有營商疑難，歡迎跟我們談談！ **B**

翁以登博士為香港總商會總裁。

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HKGCC Membership Code of Ethics

This Code of Ethics, as adopted by the Membership Committee and approved by the General Committee of the Hong Kong General Chamber of Commerce, is intended to serve as a general guideline to the everyday conduct of every Chamber member (Corporate Members and Individual Associate Members.)

- 1. Chamber members should observe all rules set out in the Memorandum and Articles of Association and Bye-laws of the Chamber, a copy of which is given to all members upon their joining of membership.*
- 2. The Chamber expects each member to observe a high standard of business ethics, and to be honest in their dealings with government, officials, the public, firms or other corporations, entities, or organizations with whom the member company transacts, or is likely to transact.*
- 3. The Chamber expects each member to observe and comply with all laws, rules, and regulations of the Special Administrative Region of Hong Kong, in which members are registered as lawful business entities.*
- 4. Members should avoid any activities that involve or would lead to the involvement of the company in any unlawful practices. Accordingly, each member should understand the legal standards and restrictions that apply to all registered businesses in Hong Kong.*
- 5. Members are expected to endorse the overall Chamber's mission of promoting, representing and safeguarding the interests of the Hong Kong business community. Members are expected to be reputable representatives of the Chamber and not be using the Chamber in a way which brings discredit to the Chamber.*
- 6. Members should acknowledge that any practice or behavior of members that contradict the mission or the general interest of the Chamber may result in possible expulsion from membership upon the judgement of the General Committee.*

香港總商會會員守則

本守則經香港總商會會員關係委員會採納及理事會通過，旨在為所有總商會會員（公司會員及商會會友）的日常行為提供一般指引。

1. 本會會員應遵守總商會《組織大綱及組織細則及則例》所載一切規則，該文件於會員入會時附上。
2. 本會要求所有會員奉行嚴格的商業道德，與政府、官員、公眾、企業或其他法團、實體或機構進行或可能進行交易時保持誠實。
3. 本會要求所有在香港特別行政區註冊為合法商業實體的會員遵照香港特別行政區的一切法律、規則及規例。
4. 會員應避免公司牽涉入或可能牽涉入任何非法活動。為此，各會員應瞭解適用於香港所有註冊商號的法律標準和限制。
5. 會員應支持本會的整體宗旨，即促進、代表及捍衛香港工商界的權益。會員應為本會的信譽代表，不得作出任何損害本會聲譽的行為。
6. 若理事會裁定會員的做法或行為違背了本會的宗旨或整體利益，其會籍可能被開除。

Tech @ Work

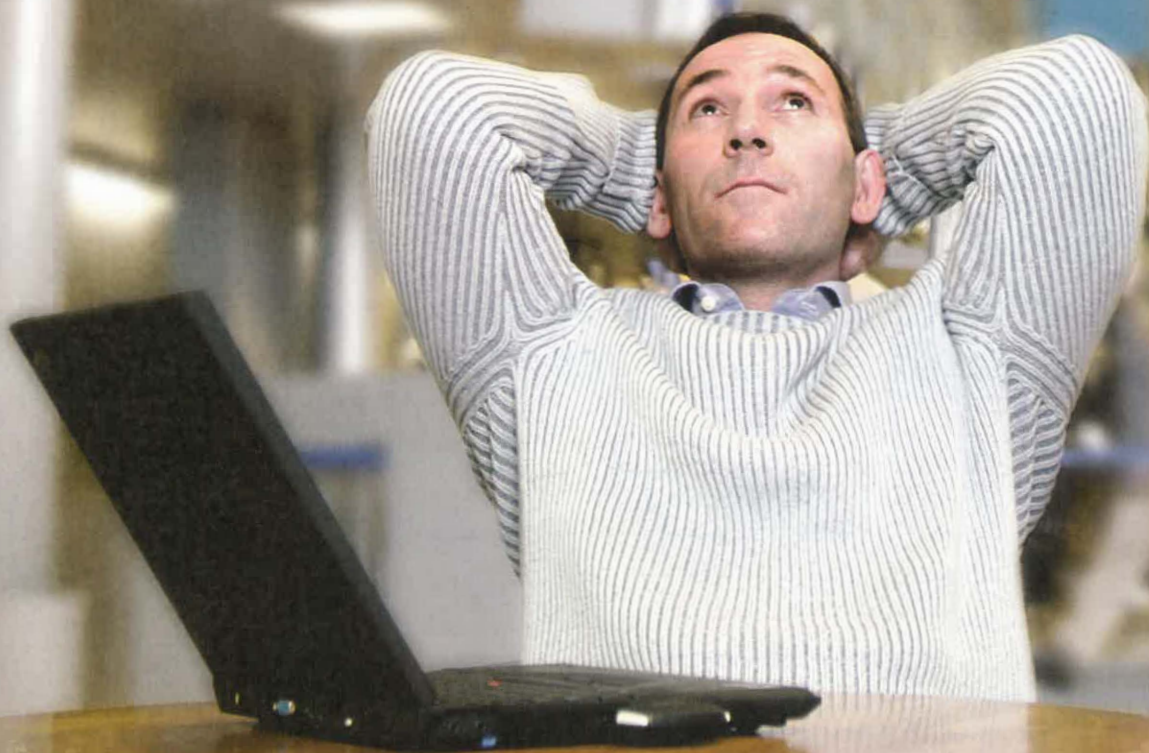
The continued decline in IT hardware pricing, and greater understanding of how technology can raise companies' efficiency has analysts believing that small and medium businesses might go on an IT shopping spree this year

Hong Kong companies are starting to loosen their purse strings to spend on IT products and services that they had been putting off until the economy improved. Now that the local and global economies look healthier than they have for some years, businesses are optimistic about their future prospects and that IT can help them make the most of the return to the good times.

"People expect to expand their business this year, but they are doing it wisely and are making sure that they don't overstretch themselves," says Lau Tong-yen, Senior Analyst for Asia/Pacific SMB Research at IDC AP.

High on SMEs' shopping lists this year are knowledge management software, wireless solutions and infrastructure management. Businesses are also a lot more savvy on what and why they want to make purchases.

Last year, Hong Kong's IT market – hardware, packaged software and IT services – was valued at HK\$15.4 billion, with small and medium businesses (SMBs) spending almost half of the total. While Hong Kong firms are not expected to match the 10 percent increase in IT budgets that Gartner is predicting for U.S. businesses, spending by local SMBs is



expected to rise 5 percent this year to reach approximately US\$1.05 billion by the end of 2004.

As Brian Smith, research director at Gartner points out, "Given the continued decline in hardware pricing, we view even flat spending for hardware as a good sign, and we forecast a modest dollar growth rate for that sector."

Hardware expenditure accounts for roughly 50 percent of SMBs IT spending, says Mr Lau at IDC.

"Awareness of the benefits of utilising more IT solutions was further raised due to the SARS episode, but IDC does not expect this to be a major influencing factor on IT spending patterns for 2004," he says. "An optimistic outlook on the economic health of the U.S. and Japanese economies are expected to positively influence SMBs."

Yvonne Lam, at Macroview Telecom, says demand for networking solutions has grown steadily this year as Hong Kong offices try to increase their connectivity with their branch offices in the Mainland. This is also seeing a gradual shift towards voice and teleconferencing over the Internet.

"Hong Kong offices generally have a LAN network and all the infrastructure

already, which they usually just use for data transfer such as emailing," she says. "But because they have their own IP, they can get much more out of their networks at very little extra cost to increase their productivity."

An increasing number of companies are also adopting mobile commerce facilities in their business operations, according to a recent survey by the Information Technology Services Department of the HKSAR Government and the Hong Kong Productivity Council.

Wendy Wong, Principal Consultant (*Information & e-Publishing*) of HKPC, said the survey found that over 70 percent of active businesses in Hong Kong adopt some form of mobile facilities in their business operations – 98 percent of whom are SMBs.

"The majority of these m-commerce users came from the services (45%) and trading (43%) sectors," Ms Wong says. "Browsing information on the web (94%), e-mail communication (94%) and sending documents (70%) are the most popular applications for companies which have adopted wireless technology."

Those polled cited increased work efficiency, enhanced communication between onsite staff and the company and

enhanced customer service quality as the main reasons for using m-commerce.

On the other hand, the survey, found that among those who did not implement wireless technology in their business operations, the majority (88%) had no knowledge about m-commerce. The remaining 12 percent cited that m-commerce was not required by existing customers and high investment costs.

Dr Lawrence Cheung, Principal Consultant (*Mobile Business Solutions*) of HKPC said that companies adopting mobile and wireless technology have increased steadily over the years. According to the Office of the Telecommunications Authority, the number of wireless (2.5G/3G) data users rose from 170,000 a year ago to 844,000 in January 2004, a five-fold increase. Dr Cheung anticipates that more people will make use of wireless data in their daily lives as well as for business purposes.

"In addition, the offerings of 3G mobile services by various operators this year have provided mobile subscribers with more variety of services and enable a faster response by users. With the increasing awareness of the technology and positive feedback from users, it is likely that more companies will adopt mobile and wireless technology in the near future," he added. **B**

Networking Basics for Execs

Better understanding of how the network works can help leaders achieve greater business success, writes **JAMES MARTIN**

To be sure, most business decision makers don't need a deep understanding of networking technology to fulfill their duties. But now, company networks and the Internet are vital, integral aspects of doing business, and the more you understand how networks work, the better you will be at using them to meet organisational goals. Business leaders need to grasp how to make the most of networking technology so they can play a part in shaping their organisation's networking

decisions. The problem for many is that networking technology seems intimidating – particularly to those who lack technical backgrounds.

To explain the essentials of networking, we'll begin by explaining how an activity most everyone in business can relate to works: sending e-mail. Once you understand how an e-mail arrives at its destination, you can begin to grasp basic network structure, what makes a network intelligent, and how an intelligent network can help your organisation thrive.



What happens to your e-mail?

Imagine that you are sitting at your desk, your computer is connected to the company's local-area network (LAN), and you send an e-mail. How does it get to where you want it to go, and where does it travel along the way?

To start with, network software breaks down the e-mail message into bite-sized pieces of information called packets. A packet is like a block of data as well as a wrapper containing the destination and sender's addressing information, explains

隨著資訊科技硬件售價不斷下跌，加上企業日益明白科技能助提升營運效率，分析師預期今年將會刮起一股中小企的科技搶購熱潮

過去多年，港商因經濟不景氣而緊縮資訊科技開支，如今經濟漸見起色，他們於是開始解開慳囊，著手添購科技產品和服務。而且，與多年前比較，目下本地和世界經濟日見穩健，這令企業對前景轉感樂觀，並相信它們能借助資訊科技掌握復甦的良機，再展拳腳。

IDC亞太區中小企業研究高級分析師劉東燕表示：「今年，人人皆欲乘勢擴充業務，但他們都行事謹慎，避免擴張過度。」

中小企業最想購買的是知識管理軟件、無線通訊方案和基建管理設施。在制定採購計劃時，企業亦遠較以前明智得多。

去年，香港資訊科技市場（硬件、軟件套裝和資訊科技服務）總值 154 億港元，中小企的開支佔近其中一半。

Gartner 估計今年美商將會增加一成資訊科技開支。儘管港商不會同樣大舉投資，但本地中小企今年的資訊科技開支料會較去年升 5%，於年底前達到 10.5 億美元。

恰如 Gartner 研究董事 Brian Smith 指出：「由於硬件售價趨降，我們認為，若企業能夠保持一貫的硬件開支水平，這已是個好兆頭。況且，我們更預測硬件開支將出現溫和增長。」

IDC 劉氏稱，硬件開支約佔中小企資訊科技整體開支五成。

他表示：「『沙土』爆發令企業愈益明白增加使用資訊科技方案的好處，但 IDC 認為這不會對 2004 年的資訊科技消費模式帶來重大影響。人們對美國和日本經濟保持穩健取態樂觀，則會對中小企產生正面效應。」



善用資訊科

Jared Headley, senior manager of product marketing in the routing technology group at Cisco Systems. E-mail messages – and other data such as streaming video – are broken into data packets to achieve the most efficient network transmission. At the receiving end, networking software automatically reassembles the packets into a coherent whole.

In a typical corporate LAN environment, your e-mail packets travel over Ethernet wiring to a switch located in a closet in your building. A switch is a hardware device that analyses the incoming packets to see where the e-mail should go (similar to looking at the zip code on an envelope) and forwards them to the next segment of its journey on the network.

Frequently, the next stop is a router. A router is a highly intelligent data switch-

usually located at the core of the LAN – that connects the LAN to the wide-area network (WAN). Routers identify the most efficient end-to-end path your data should take to reach its final destination, as well as any special handling that it may require based on the data type or application. The path may consist of multiple “hops,” or links between individual routers. Because of the strategic role they play, routers are often referred to as the “glue” or “backbone” that holds together myriad networks, including those that make up the Internet and the multiple LANs that constitute large corporate networks.

An e-mail sent from your office to a colleague down the hall may travel only across the LAN to the corporate mail server and through one switch to its final destination. But send a message from your office to a client on another

continent, and the e-mail likely travels through multiple LAN switches and several routers, taking many hops before arriving in the recipient's inbox.

Along the way, your e-mail may pass from one Internet service provider (ISP) network to another. This is possible in part because ISPs have agreements with one another to exchange data, even though they may be competitors.

Ultimately, a packet's journey from beginning to end often takes mere seconds (even milliseconds), thanks to the robust nature and built-in intelligence of switches and routers.

What makes it all work

Despite its journey through multiple networks maintained by various companies, your e-mail can travel with ease around the globe because of



技助營商

高威電信林杏薇表示，香港公司希望加強與內地分行的聯繫，致使今年的網絡方案需求穩步增長。互聯網話音和視像會議亦愈來愈受歡迎。

她說：「香港的辦公室普遍設有局域網，資訊科技基建齊備，但這些設施大多只用來傳送資料，例如電郵。然而，它們因為自訂互聯網規約，故此只需略為增加成本，便能借助網絡提升生產力。」

香港特區政府資訊科技署和香港生產力促進局近期聯合進行的調查顯示，愈來愈多本港公司在業務運作上應用流動電子商業設施。

生產力促進局首席顧問（數碼出版）黃小芬稱，調查顯示有超過七成本港公司應用流動通訊或電腦設施於業務運作上，其中98%是中小企業。

黃女士續稱：「這些公司當中絕大部分屬於服務（45%）及貿易行業（43%），普遍以『上網尋搜資料』（94%）、『收發電郵』（94%）及『資料傳送』（70%）作為主要用途。」

至於採用流動電子商業的效益，大

多數公司認為可「提高工作效率」、「加強外勤員工與公司的溝通」及「提升服務質素」。

調查又顯示，在尚未應用無線科技於業務運作上的公司中，88%表示對流動電子商業沒有認識。另外12%表示主因是「目前顧客並無需求」及「投資成本高」。

生產力促進局首席顧問（移動商務）張梓昌博士評論該調查結果時表示：「採用流動及無線科技的企業數目近年有平穩增長。據電訊管理局的研究報告，2003年流動數據用戶（第2.5代及第3代）數目共有17萬，至今年一月，用家數目增加至84萬4千，增長高達五倍，顯示流動數據將得到廣泛應用，包括日常生活及商業用途。」

他又說：「此外，本地供應商今年相繼推出第三代（3G）流動服務，讓用戶有更多的服務選擇及享受更快速的回應。隨著人們對流動及無線科技的認識日漸增加及用家獲得的效益，我們預計採用流動電子商業的企業在未來數年將會不斷增加。」**B**

widely accepted networking standards. Unlike many other technologies, networks are built on industry standards to which all network hardware and software must adhere to ensure they all work well together.

Networks are capable of supporting a variety of sophisticated business applications, such as videoconferencing and IP telephony, and depend on Layer 3 for the foundation and Layers 4 through 7 for their application awareness. Layer 3 relates to routing, and routers provide the foundation for network intelligence. In recent years, routers have matured into devices capable of offering critical security safeguards, according to Jeanne Beliveau Dunn, senior director of access and content networking in the Product and Technology Marketing group at Cisco. Routers sit at all of a network's

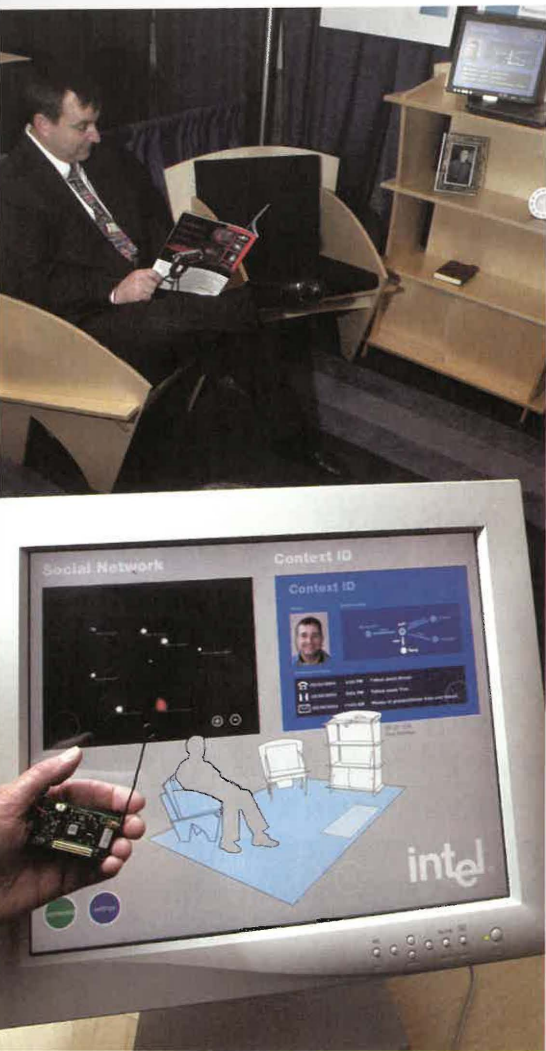
access edge points and secure them with integrated firewalls, intrusion detection, and more. Routers also play a significant role in enabling IP telephony, distributed call centers, and other applications that depend on an intelligent network foundation.

In addition, the switches that sit within a network and focus on link-to-link transfers work primarily at Layer 2 (the data-link layer). However, Layer 3 switches are the latest generation of intelligent switches to emerge. These devices still focus on transferring data within a smaller area of the network than routers, yet they have built-in routing capabilities that earlier switches lacked. The overall result is a higher degree of intelligence throughout the network, which provides key benefits including more efficient data transfer.

"If you understand the basic functionality of network devices and network structure, you can better determine where you need to add intelligence to create a strong network foundation," says Headley. That leads to more informed decisions about building upon that intelligent network foundation with applications that make businesses more efficient, employees more productive, and customers more satisfied. **B**

James A Martin covers B2B topics for iQ Magazine and writes "Mobile Computing," a weekly e-mail newsletter published by PC World.

Abridged from iQ Magazine. Visit Bulletin Online to read the full story, www.chamber.org.hk/bulletin



Our Wired Future?

Global sourcing, a connected society and real-time infrastructure that tracks our every move are predicted to be the most significant technology driven shifts in the next decade

A recent survey of 956 CIOs across the world show that modest growth is returning to IT budgets in 2004. Further evidence is seen in several parts of the industry that returned to healthy growth in 2003, including the PC and mobile phone area where shipments increased by 10.9 percent and 21 percent respectively.

“The global economy has improved to the point where companies have made a significant shift from protecting profitability to a focus on driving growth, creating a radically different environment,” says Michael Fleisher, Gartner Chairman and CEO. “While IT leaders must continue to maintain vigilance around tight cost control, they now face the challenge of driving innovation and growth within their enterprise.”

To illustrate the magnitude of change to be expected, Gartner highlighted what

it considered the most significant technology driven shifts during the next decade.

Global sourcing

One of the most significant shifts caused by IT in the near-term is the reality of offshore or global sourcing. Increasingly, companies will aggressively leverage technology investments and increased connectivity to access lower-cost, high quality labour.

“Offshore outsourcing has become a political issue rather than an IT issue,” says Steve Prentice, GVP and Chief of Research for hardware and systems at Gartner. “The only way for the developed economies to compete is by getting smarter, not cheaper.”

To thrive in this environment, he says IT leaders must become active participants in creating the new top end – in understanding and driving the next wave of innovation and growth.

行政人員電腦網絡入門

深入認識電腦網絡運作，有助臻取更大商業成就

James Martin

毋庸置疑，大多數商業決策人在履行職務時，都無需精通網絡科技。然而，公司電腦網絡和互聯網現已是不容或缺的營商工具，你愈深入認識網絡運作，便愈能借助它們來達致機構目標。因此，商業領袖需要掌握網絡科技，從而充分利用它們來制訂機構網絡決策。不過，對不少人來說，尤其

是那些科技知識不足的人，問題就在於網絡科技似乎難於掌握，令人生畏。

我們藉著傳送電郵這簡單商業活動，闡釋電腦網絡的基本運作。如你明瞭電郵是怎樣送達目的地，便開始掌握基本網絡結構，以及甚使網絡具有知慧，和智能網絡怎樣幫助機構拓展業務。

如何傳送電郵？

試想想你正坐在辦公室內，你的電腦接連公司的局域網，你想發出一個電郵。究竟，電郵是怎樣傳送的？途中又會經過甚麼地方？

首先，網絡軟件會將電郵訊息分解成以位元為單位的資料，稱為資料包。思科系統路由科技組產品推廣高級經理 Jared Headley 解釋：資料包猶如一個個資料方塊，包含目的地和寄件人要發出的資料。電郵訊息和串流視像等各種資料會被分解為資料包，以盡量提升網絡的傳送速度。收件端的網絡軟件會自動把資料包重組成完整的訊息。

在典型的公司局域網內，你的電

The connected society

During the next decade, there will be a subtle but highly profound shift at the intersection of the real world of people, objects and places, and the virtual world of information, according to Gartner. Information technology will move from being something separate and apart from us, to being as much a part of our everyday experience as our clothes and personal belongings. Four technology areas will be key in creating and supporting this:

Sensor networks – Will provide new ways to measure and monitor physical environments in minute detail – with almost no human effort. Everything will be connected, and its location known. We will use sensor networks to increase efficiency, reduce costs and have better insights into the immediate future of our businesses. Technology advances will give RFID devices the path to evolve into sensors.

Always on technologies – Including PDAs, smart phones, SPOT watches, Bluetooth headsets, MP3 players, coupled with wireless communications technologies.

Data storage and access – Storage will improve so rapidly that the cost of keeping everything will be cheaper than the cost of deciding what to keep. This will result in a phenomenon called ‘perfect recall’ – digital trails that capture people’s every move and which can be reclaimed when needed.

Real-time infrastructure – Will use sensor network management technology and event driven architecture to build tera-architectures capable of capturing, storing and analysing trillions of transactions. This is how we will understand and use the data from connected devices.

“Sensor networks will be common in five years and everywhere by 10 years,” said Martin Reynolds, GVP and Research Fellow at Gartner. “A hospital could track every patient and every pill in the building. Airlines could track every passenger and every bag.”

“The challenge will be to develop an IT infrastructure that can make sense of the tidal wave of information.”

Real-time infrastructure

The underlying technology ‘mega-trends’ of a connected ‘always on’ society, where people have easy access to wireless bandwidth and personal wearable devices, are combining with the trends of globalisation and the need for greater transparency and accountability. This will force enterprises to transform their business to respond more effectively to time-based competition, which Gartner calls Real-Time Enterprise.

The key to this transformation, alongside changes in business processes and personnel attitudes, is a more agile or ‘Real-Time Infrastructure’ (RTI).

“The falling cost of computing power and network bandwidth will make it possible, if not mandatory, to connect almost anything – from refrigerators and elevators in ‘smart buildings,’ to personal devices and wearable computers,” Mr Reynolds says. “We are on the path to so much connected ‘stuff’ that we’ll have to stop managing it. RTI is a three- to ten-year vision and a first step to zero-management systems that will allow scalability without cost.”

Privacy no longer means anonymity

Over the next decade, Gartner predicts that whether we like it or not, technology is going to become very intimate. The future is a world where everything is connected to everything – always watching, recording and transmitting information about people and machines all around.

“The opportunity for enterprises is a new world where digital trails lead to ‘perfect recall’ of new types of information about customer behaviour,” says Nick Jones, VP and Research Fellow, Gartner. “For the individual this means that privacy has changed. The battle is no longer about who collects your data, but who gets to use it.”

“This makes privacy policy one of the most crucial decisions during the next decade,” he says. “Trust takes years to establish but can get lost in a moment.” **B**

郵包會遊經以太網線路，到達一個裝於隱閉地方的交換器。交換器是懂得分析資料包的硬件設備，能為電郵識別去向（恰如信封上的郵編），將電郵送到網絡內的下一站。

下一站通常是指路由器。路由器是一種智慧極高的資料交換器，慣常置於局域網的核心部位，將局域網接連至廣域網。路由器會為你的資料安排最快捷的端對端運送途徑，以便資料能迅速抵達目的地；亦能依照資料的類型或應用，作出一些特別的處理。資料會遊經路由器之間的鏈路。路由器在網絡中扮演關鍵角色，是聯繫無數網絡的骨幹，當中包括組成互聯網的網絡，和構成公司大型網絡的

局域網。

你在辦公室內向同事發出的電郵，一般只會經局域網傳到公司的郵件伺服器，再經一個交換器便到達目的地。如你要從辦公室發電郵給另一處所的客户，電郵便須遊經多個局域網交換器和多個路由器，經過很多鏈路才抵達收件人的收件匣。

在傳送過程中，你的電郵或會從一個互聯網供應商的網絡傳到另一個的網絡。這是有可能的，部分原因是供應商之間簽訂了資料交換協議，即使他們是競爭對手，也會互換資料。

資料包由啟程到抵達目的地，通常只需幾秒甚至數毫秒，這要歸功於交換器和路由器效能強大、深具智慧。





未來世界聯繫無間？

環球採購：一種懂得追蹤人類活動的實時網絡基建，料為未來十年最顯著的科技演進

公司明顯把著眼點從保障盈利轉至促進業務發展，由此締造了一個迥然不同的環境。資訊科技巨擘在繼續嚴加控制成本之餘，亦面臨在企業內策動創新和增長的考驗。」

為預示未來轉變之大，Gartner 扼要闡述估計於未來十年出現的最顯著科技演進。

環球採購

短期內最顯著的資訊科技演進關涉離岸或環球採購。公司日益銳意借助科技投資和提升接達能力，以使用更價廉質優的勞力。

Gartner 集團副總裁兼硬件及系統

研究主管 Steve Prentice 表示：「離岸外判已從資訊科技問題演變成政治問題。發達經濟體系要參與競爭，惟有變得更加精明，而非一味單靠削價。」

他指出，資訊科技領袖如欲在這樣的環境中突圍而出，務須致力創造新穎高檔產品，明瞭及推動新一輪的創新和增長。

連繫無間

Gartner 指出，現實世界裏的人、物和地，與虛擬世界裏資訊之互相交接，將於未來十年產生微妙而深邃的變化。資訊科技不再跟我們毫不相干，反像衣服和個人物品一樣，與人們息息相

近 期一項訪問了全球 956 名資訊科技總監的調查顯示，其所屬企業的資訊科技開支將於年內稍微增加。另外，多個資訊科技業界去年恢復穩健增長，個人電腦和流動電話的付運量分別增加 10.9% 及 21%。

Gartner 主席兼行政總裁 Michael Fleisher 表示：「世界經濟持續轉旺，

操作關鍵

你的電郵不但能遊經多家公司的網絡，還能基於公認的網絡標準，輕易傳達世界各地。網絡不同於別的科技，乃以業界標準為建造基礎，當中所有軟、硬件均須遵守這些標準，以確保相互協調，操作暢順。

網絡能支援不同的先進商業應用，如視像會議和互聯網電話。網絡

的第三層為基礎，第四至七層供不同應用。第三層關於線路安排，以路由器為網絡智能的基礎。思科產品及科技推廣組存取及內容網絡高級總監 Jeanne Beliveau Dunn 表示，近數年來，路由器愈趨發展成熟，已兼具強大保安能力。路由器設於網絡內各聯繫要點，通過組合防火牆、防侵保護等功能，發揮重要的保安作用。路由

器亦在互聯網電話、電話分發中心及其他倚靠智能網絡基本結構的應用上，扮演重要角色。

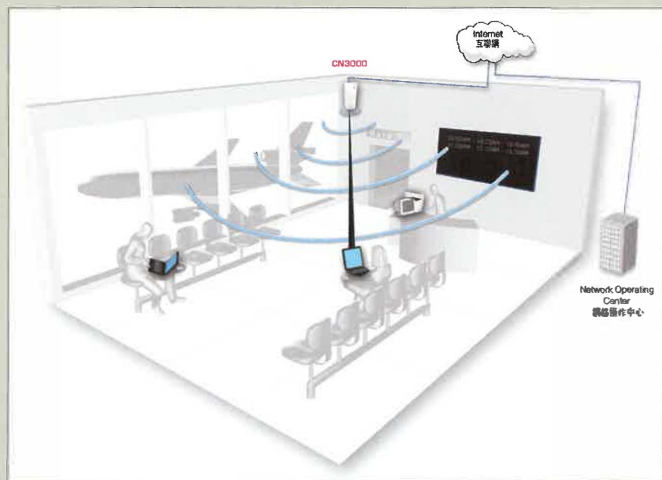
此外，網絡交換器主要進行第二層（資料一鏈路層）工作，著重鏈對鏈傳送。然

而，最新一代的智能交換器——第三層交換器快將面世。雖然新一代交換器的功能跟路由器相比，仍然集中於網絡內較小範圍的資料傳送，但它已增添內置路由功能，可提升網絡的智能水平，帶來更多明顯益處，包括更快捷的資料傳送。

Headley 說：「當你明白網絡設備和結構的基本運作，便能更好地決定提升哪種設備的智能，從而創建一個更強大的智能網絡基本結構。」你繼而能為基本網絡結構的應用作出更精明的決策，以提升營運效率和僱員生產力，並令客戶對公司更感稱心滿意。B

James A Martin 為 iQ Magazine 撰寫商業對商業專題文章，並為 PC World 雜誌編寫 Mobile Computing 每週電郵通訊。

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關。以下四個科技領域可作有力證明：

感應網絡 — 近乎無需人力，便可在分秒間詳細衡量和監察實際環境，萬事萬物互相連繫，所處位置無不清晰。感應網絡可幫助我們提升效率，減省成本，以及洞悉面前的業務發展機會。科技發達令射頻識別設備進化成感應器。

科技運作無間 — 結合無線通訊科技的可攜式數碼助理 (PDA)、智能電話、智能手錶、藍芽手機、MP3 機等等。

資料的存取 — 儲存功能快速演進，令儲存費用低於制定儲存決策所需的費用，造就了一種稱為「完美回取」的境界。我們可利用這種數碼功能記錄人類活動資料，並在有需要時重複使用。

實時基建 — 利用感應網絡管理科技和活動主導的結構，建造懂得記錄、儲存和分析無數交易資料的龐大結構，以理解及使用來自聯網設備的資料。

Gartner 集團副總裁兼研究員 Martin Reynolds 稱：「感應網絡將於未來五年逐漸普及，十年內隨處可見。譬

如，醫院可透過感應網絡跟進病歷及用藥情況。航空公司可藉此追蹤乘客及行李資料。」

「挑戰僅僅在於開發一套能締造資訊新潮流的資訊科技基礎設施。」

實時基建

在一個聯繫和運作無間的社會裏，人們輕易用到無線頻寬和可穿戴個人設備。社會裏的主流科技發展，與全球化趨勢和增加透明度和問責性的要求，相互結合，促使企業轉變經營模式，從而更有效地回應分秒必爭的競爭環境。這種企業，Gartner 稱為「實時企業」。

業務轉型連同營運程序和人員態度的轉變能否成功，取決於一種更敏捷靈活的基礎設施 — 「實時基建」。

Reynolds 續稱：「隨著計算能力和網絡頻寬的成本下降，萬物互連有望實現，例如『智能樓宇』內的雪櫃和電梯可與個人設備和可穿戴電腦接連。『物品』的連接功能不斷演進，最終或可無

需管理。可望於三至十年內出現的『實時企業』，將為零管理系統踏出第一步，在無需成本下擴展規模。」

私隱不再等同姓名保密

Gartner 預測在未來十年，無論我們願意與否，科技與人類的關係都會變得極為密切。在未來的世界裏，萬物互為聯繫，無間斷地觀察、記錄和傳送關於人類和機器的資訊。

Gartner 副總裁兼研究員 Nick Jones 預測：「對企業來說，若新世界裏的數碼追蹤器懂得『完美回取』嶄新種類的客戶消費資料，這就是機會所在。然而，對於個人，這意味私隱的涵義經已改變，我們的敵人，已不再是那些收集個人資料的人，而是那些蓄意取用個人資料的人。」

他直言：「因此，私隱政策將成為未來十年最重要的決策之一。信任要經年累月方可建立，但卻能在瞬間消失得無影無蹤。」 **B**



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With the launch of 3G mobile communications services in Hong Kong, entrepreneurs have begun to exercise their imaginations on how to take advantage of new business opportunities that the technology has created

Hong Kong got its first taste of 3G (third-generation) mobile communications earlier this year with the launch of Hutchison Telecom's "3" video mobile service on January 27.

3G technology – also known as UMTS – has the power to deliver a range of services that go far beyond the 2G and 2.5G phones that are currently the mainstay of mobile communications in Hong Kong. The most exciting of these is streaming multimedia services, which includes video calls.

With much greater bandwidth capacity, 3G provides easier integration into computing services as well as high-speed access to the Internet, providing users with almost unlimited access to video, voice, text and data. It offers users the ability to "be there" by being able to "see there" and in doing so opens up potentially a whole new world of services and products for businesses.

"We are very proud to be leading the local mobile industry into the 3G arena," says Agnes Nardi, Managing Director of 3 HK. "This is the start of a communications revolution. We are talking about a new lifestyle."

Three other license-holders for 3G services in Hong Kong have not yet announced any clear date for when they will start to offer their 3G services, saying that they are working on building networks to allow a seamless handover from their existing 2G and 2.5G systems. They also point out that a few other issues, such as the variety of 3G phones available on the market

and the life of their batteries need to be increased before seriously take the plunge.

3 HK currently offers a choice of three video mobile phone models targeting different market sectors and ranging in price from HK\$998 for the NEC c313, HK\$3,980 for the NEC c616 and HK\$4,580 for the Motorola A925.

NECc313, for example, can be used for video calling, video/audio streaming, and is capable of sending video messages and text simultaneously. It also has an MP3 player and supports POP3 and IMAP4 e-mail protocol, memory card support, among other features. The NEC c616 is slightly more advanced than the NEC c313 and comes loaded with Global Positioning Satellite (AGPS) technology, Bluetooth connectivity, and dual cameras.

The powerful Motorola A925 contains industry-leading features that include video calling, MPEG4 video streaming, video messaging, MP3, a fully functional PDA and POP3 & IMAP4 e-mail access, 65K colour touch screen, among other features.

Just the Business

In the business arena, 3G offers businesses a lot of food for thought. The ability to conduct videocalls is an obvious advantage for business travellers, not only for video-conferencing with clients and colleagues but also to keep connected with family and friends.

Subscribers can keep up with news and financial information both at home and

abroad, as well as use a "homewatch" service which allows users to keep a virtual eye on their home or office via a Web-cam.

The ability to transmit video clips will undoubtedly play a significant role in areas such as construction, retail, and even healthcare. Instead of visiting a construction site, an architect could view developments via a "3" video link with the site foreman. Or a real estate agent could show a potential buyer around a property without the need for the buyer to actually be there. The possibilities in this area are virtually limitless.

So-called "m-commerce" is another area with great potential. Sellers will be able to connect to buyers in myriad ways, making live, virtually-there online shopping a very exciting proposition. And it is only a matter of time before secure payment transactions are a routine operation.

Besides creating a whole new medium for news and entertainment providers, 3G also opens the door to new forms of advertising – and new sources of revenue for operators. In future, advertisers might pay the operator for the right to provide useful content to subscribers at no additional cost to the subscriber, in much the same way as they now sponsor TV shows.

With a new 3G network in place, Hong Kong has begun an exciting journey down the mobile information highway and entrepreneurs have begun to exercise their imaginations to take advantage of new business opportunities. Very interesting times lie ahead. **B**

隨著 3G 流動通訊服務正式在香港推出，商家紛紛積極發揮他們豐富的創造力，把握這新科技帶來的無限商機

今 年 1 月 27 日，和記電訊推出 3 視像通訊服務，香港人正式進入第三代流動通訊(3G)的新紀元。

3G，或稱「全球流動通訊系統」(UMTS)，提供一系列前所未有的流動通訊服務，遠遠超越目前市面最流行的 2G 和 2.5G 流動通訊服務。其中令人最感興奮的是串流多媒體服務，包括視像通話。

3G 頻寬極廣，可讓用戶隨時隨地接駁電腦或高速進入互聯網，無限量接收錄像、聲音、文字和數據。因為「看得到」，所以一切變成「零距離」。簡言之，3G 為商家增大了市場空間，有利他們拓展新產品和服務。

3 香港董事總經理李家慧表示：「能夠率先帶領本地流動通訊業進入 3G 紀元，我們感到很自豪。這是一場通訊革命的起步。它代表著一個全新的生活模式。」

其餘三家領有本地 3G 服務牌照的電訊商尚未公佈他們正式推出 3G 服務的日期，僅表示他們正在興建網絡，以確保其 2G 和 2.5G 系統連接至 3G。他們亦提及過其他顧慮，並表示會等待市場有更多 3G 手機款式，以及手機電池壽命增加後，才會全情投入 3G 市場。

3 香港至今共推出三部針對不同市場的視像手機，包括只售 998 港元的 NEC c313，以及售價分別為 3,980 港元和 4,580 港元的 NEC c616 和 Motorola A925。

NEC c313 不但可用作視像通話和視像/聲音串流播放，亦可用以發出視像加文字訊息，還配備 MP3 音樂播放器、提供 POP3 和 IMAP4 電郵服務，以及支援記憶卡。NEC c616 較 NEC c313 具備更多功能，可支援全球衛星定位系統、藍芽連線，並內置雙鏡頭的攝影機。

無可匹敵的 Motorola A925 擁有頂尖級手機功能，包括視像通話、

MPEG4 視像串流播放、視像訊息、MP3、全功能個人數碼助理 (PDA)，以及 POP3 和 IMAP4 電郵服務等，更配備 65K 觸幕式彩色螢幕。

商務應用

在商務應用方面，3G 提供一系列創新服務。對於需要到外地公幹的商務人士而言，視像對話不但方便他們與客戶和同事舉行視像會議，也可藉此與家人和朋友保持密切聯繫。

客戶無論安坐家中，或身處海外，都可以掌握最新時事和財經新聞。3G 更提供「家居遙視」監察服務，讓客戶隨時隨地透過網上攝錄機，監察住所或辦公室的情況。

由於 3G 視像手機具備傳送視像片段的功能，無疑可在建築、零售、保健等不同行業扮演重要角色。建築師透過 3G 視像手機與地盤工頭進行視像通訊，即可了解工程的進度，毋須親身到地盤視察。地產物業經紀可透過視像手機向準買家展示物業的情況，買家毋須親自到場視察物業。視像傳送功能亦可視乎客戶的個別需要，運用在其他商業領域之中。

流動商貿是另一個擁有無限潛力的領域。賣家可透過多種方法接觸買家，而在不久的將來，隨著有關保安技術日趨成熟，買賣雙方更可透過 3G 視像手機完成安全的交易程序。

3G 除了為新聞和娛樂資訊供應商提供一個全新的服務平台外，亦開拓了新的廣告平台，為 3G 營運商提供新的收入來源。廣告商日後可向營運商購買播放權，為使用者提供資訊，而毋須使用者繳付額外費用，與現在廣告商贊助電視節目的模式相同。

隨著 3G 網絡的開展，香港在這條多姿多采的流動資訊高速公路上已踏上了第一步，企業家亦正憑著他們的想像力，把握每一個新的商機。一輪新的資訊熱潮經已蓄勢待發。 **B**



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Reading too much into the Global Competitiveness Report can leave even the savviest international investors scratching their heads, writes DAVID O'REAR

The latest World Economic Forum Global Competitiveness Report once again ranks Hong Kong among the most competitive economies in the world. While the overall ranking slipped from 22nd to 24th, two important changes need to be kept in mind. First, the authors revamped the way in which government involvement in the economy is assessed. Second, the number of countries surveyed rose from 80 to 102.

Within Asia, Taiwan took top honours (5th), followed by Singapore (6th), Japan (11th) and Korea (18th). Malaysia ranked 29th, Thailand 32nd, China 44th, and India 56th. At the opposite end of the scale, Haiti came in last, ahead of Bangladesh (98th), Pakistan (73rd), Indonesia (72nd), the Philippines (66th) and Vietnam (60th).

As should be expected in a broad-brush review of over 100 different economies, several aspects of the survey do not necessarily reflect the strengths of the Hong Kong economy particularly well. While the competitiveness of public institutions applies across-the-board (and Hong Kong ranks 10th), the availability (24th) and quality (19th) of local suppliers favours more manufacturing-intensive economies. Local availability of components and suppliers (51st) should perhaps be ranked closer to that of China (6th), given the intensity with which the SAR works with other parts of China.

Nevertheless, the survey does point out strengths and weaknesses that are useful in mapping out the areas on which to capitalise, and those needing more attention.

Hong Kong's worst score is in the ranking of government fiscal balances, where we placed 70th – even before last year's further decline. The effectiveness of anti-trust legislation (55th), tertiary enrolment (51st, although no credit is given for students studying abroad who return to use their talents at home) and the effectiveness of law-making bodies (48th) are clearly areas deserving attention.

Where Hong Kong shines is in the light administrative burden for start-ups, flexibility of wage determination, private sector employment of women, and hiring and firing practices. In each of these areas, the SAR is the best in the world. Second place rankings show up in foreign ownership restrictions (after the U.K.), the burden of regulation (after Singapore), government intervention in corporate investment (behind Finland), and pay and productivity (next best to the U.S.).

Hong Kong also ranks in the top-10 in property rights, irregular payments for exports and imports, breadth of international markets, value chain presence, transparency of government policymaking, business costs of crime and violence, prevalence of illegal political donations and the quality and use of the internet and cellular phones.

Much of the above will seem to be common sense, but the exercise provides a useful benchmark for cross-border comparisons.



However, there are some unexpected results that might challenge the conventional wisdom of even seasoned executives.

Which country is which?

In a comparison of national competitiveness, the answers are not always intuitive. See if you can identify the two countries described below (hint: neither is Hong Kong or Singapore):

Country A

- Government subsidies are greater than in Turkey, the Philippines, Pakistan or Egypt
- Banks are the least sound among 102 countries
- Venture capital is less readily available than in Egypt, Portugal, India or Tunisia
- Intellectual property rights are better protected than in Portugal, Mexico or Poland
- Administrative regulations are more burdensome than in Australia, Canada or the U.K.
- Lawmaking bodies are less effective than in Uganda, Kenya or Vietnam
- Irregular payments (bribes) for public contracts are more likely than in Korea, El Salvador or France
- The administrative burden of starting a new company is greater than in Ethiopia, Pakistan or Mali
- Pay is more closely related to productivity than in France, The Netherlands or Germany
- Foreign ownership of companies is more difficult than in Ghana, India or Bangladesh



競爭力評估

愈細看《環球競爭力報告》，愈令人糊塗，不消說世界頂尖投資專家也會心有同感 歐大衛

世界經濟論壇最新一期《環球競爭力報告》，再次把香港列為全球最具競爭力的經濟體之一。雖然香港的整體排名從22降到24，但今次調查有兩點值得注意的改動，首先是作者修改了政府對經濟參與度的評估方法，其次是調查對象從80個增至102個。

在亞洲地區，台灣的競爭力最強（全球第五），新加坡居次（全球第六），日本第三（全球11），韓國第四（全球18）。馬來西亞名列全球29，泰國32，中國44，印度56。位列榜尾的是海地，之前有孟加拉98，巴基斯坦73，印尼72，菲律賓66，越南60。

由於調查只概括地評論這百多個經濟體，其中多個項目未必能夠如實反映香港的經濟實力。評估項目包括公共機構的競爭力，香港在這項目排第十，而在較有利於製造業密集經濟體的本地供應商的提供和品質兩個項目，香港則分別位居24和19。在零部件和供應商的本地提供一項，香港排行51，惟因香港與內地的商貿交往頻繁，香港的排名其實也許該較貼近中國內地所得的第六。

無論如何，調查確能點出各經濟體的強弱之處，有助規劃哪些範疇該善加利用，哪些需要再多下功夫。

香港得分最低的項目是政府財政平衡，僅排全球70。即使香港去年財赤沒有惡化，相信排名也是相去不遠。在反信託法例的效能、大專院校的入學人數（留學海外後回港工作的當然不計）和立法機構的效能三個項目，香港分別排55、51和48，顯見需要多加關注。

香港排名較先的項目包括：新公司的行政負擔輕、釐訂薪金的彈性、工商界聘用女性的狀況以及銓敘措施。香港在這些項目高居全球榜首，而在外資擁有權的限制（英國居首）、規例負擔（新加坡居首）、政府對企業投資的干預度（芬蘭居首）和工資與生產力掛鉤（美國居首）等項目，香港皆居次席。

香港名列頭十名的項目還有產權、進出口的非正式收費、國際市場的廣闊度、價值鏈的運用、政府制訂政策的透明度、罪行和暴力的商業成本、非法政治捐款的普

Country B

- Government subsidies are less than in the U.S., Canada, Switzerland or Germany
- Banks are more sound than in Honduras, Indonesia or Uruguay
- Venture capital is more readily available than in Costa Rica, Mexico or Argentina
- Intellectual property rights are less well protected than in Greece, Costa Rica or India
- Administrative regulations are less burdensome than in Germany, Chile or Norway
- Lawmaking bodies are more effective than in Israel, Korea or Germany
- Irregular payments (bribes) for public contracts are less likely than in South Africa, India or Venezuela
- The administrative burden of starting a new company is less than in Belgium, Spain or Panama
- Pay is less closely related to productivity than in Thailand, Vietnam or Latvia
- Foreign ownership of companies is less difficult than in Vietnam, Guatemala or Iceland

At first blush, Country A appears to be a less attractive place to do business than Country B. However, while these indicators give a sense of what the globally savvy investor might expect, there is little evidence of the business opportunity in either place. Country A is Japan, and Country B is China, at least according to the latest World Economic Forum Global Competitiveness Report. **E**

遍度，及互聯網和蜂巢式電話的品質和使用。

上述大部分排名看來合理。整體來說，這項調查可為跨境比較提供有用的借鑑標準，但其中一些意想不到的結果，或許令精明的行政人員也覺得其傳統智慧受到挑戰。

你我難分

國家競爭力的比較結果通常是含糊不清的。且試試判斷下列甲國和乙國是哪個國家或地區 (提示：不是香港或新加坡)：

甲國

- 政府提供的津助多於土耳其、菲律賓、巴基斯坦和埃及。
- 銀行的穩健度在 102 個國家中最低。
- 創業基金的提供少於埃及、葡萄牙、印度和突尼西亞。
- 知識產權的保護優於葡萄牙、墨西哥和波蘭。
- 行政規例較澳洲、加拿大和英國繁複。
- 立法機構的效能遜於烏干達、肯亞和越南。
- 為公共合約支付非正式費用 (賄款) 的可能性高於韓國、薩爾瓦多和法國。
- 為開設新公司承擔的行政工作多於埃塞俄比亞、巴基斯坦和馬里。
- 工資與生產力的掛鈎度大於法國、荷蘭和德國。
- 外資取得公司擁有權的難度高於加納、印度和孟加拉。

乙國

- 政府提供的津助少於美國、加拿大、瑞士和德國。
- 銀行的穩健度高於洪都拉斯、印尼和烏拉圭。
- 創業基金的提供多於哥斯達黎加、墨西哥和阿根廷。
- 知識產權的保護遜於希臘、哥斯達黎加和印度。
- 行政規例較德國、智利和挪威寬鬆。
- 立法機構的效能優於以色列、韓國和德國。
- 為公共合約支付非正式費用 (賄款) 的可能性低於南非、印度和委內瑞拉。
- 為開設新公司承擔的行政工作少於比利時、西班牙和巴拿馬。
- 工資與生產力的掛鈎度低於泰國、越南和拉脫維亞。
- 外資取得公司擁有權的難度低於越南、危地馬拉和冰島。

表面看來，甲國作為營商地點的吸引力不及乙國。然而，這些指標雖多少顯示世界各地投資專家的想法，卻不能清楚交代兩國可提供的商機。根據世界經濟論壇最新一期《環球競爭力報告》，甲國是日本，乙國是中國。 **B**

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New Take-off Predicted for FDI

Four out of five international location experts from around the world believe that FDI is about to take off again, following three years of continuous decline in global foreign direct investment, according to a joint survey conducted by UNCTAD in Geneva and by Corporate Location Magazine in London. For 2004-2005, some 77 percent of the experts are predicting an improvement in the overall investment environment, 9 percent say it will worsen and 14 percent say it will remain the same. For 2006-2007, the level of optimism rises to 81 percent, while only 6 percent anticipate that things will get worse and just 13 percent say they will remain the same. China and India take the top positions as attractive destinations for FDI, with Thailand in third place. In the manufacturing sector, improved prospects are expected for motor vehicles and other transport equipment, machinery and equipment, chemicals and, to a lesser extent, electrical and electronic products, publishing and media services. In the services sector, banking and insurance, business services, tourism, transport, computer-related services, retail and wholesale trade will take the lead in attracting FDI in the years to come, experts believe. Asia-Pacific garners the most optimism of all regions in terms of its future FDI prospects. For both the short and medium term, 88 percent of the experts expect further improvement in those prospects, with the remaining 12 percent anticipating that they will remain the same. Not a single expert predicted any downturn in the region's prospects. **B**



Fewer Anti-dumping Complaints Lodged

The WTO reported in the second half of 2003, some 14 countries initiated 115 anti-dumping investigations against exports from a total of 30 different countries or customs territories. This represents a significant decline from the corresponding period of 2002, during which 18 WTO members had initiated 161 anti-dumping investigations. India initiated the most investigations during the second semester, 33, a significant decline from the 56 investigations it had initiated during the second semester of 2002. China remains at the top of the list of countries subject to anti-dumping investigations, with 30 investigations initiated on its exports during the second semester of 2003, the same number as during the corresponding period of 2002. **B**

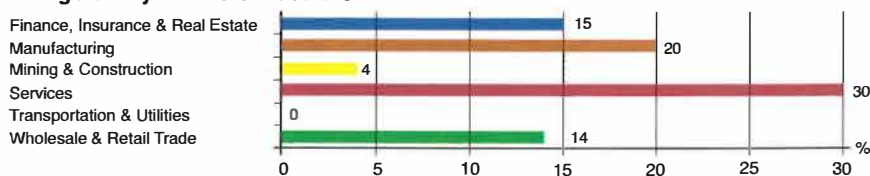
Taipei the Most Expensive Industrial Location in Asia

Taipei is still the most expensive industrial location in Asia, followed by Sydney, ranking 11th globally, and Hong Kong, 15th on the world list, according to the *Business Space Across the World*, produced by Cushman & Wakefield. Rents, which form the largest proportion of total occupancy costs, rose or were stable in nearly 75 per cent of the world's top 119 industrial locations monitored in 38 countries in the year to December 2003, when measured in local currency terms. The highest regional growth was achieved in Africa & the Middle East, where strong performance in South Africa helped to push up rents by 7 per cent. Globally, the industrial sector performed better than the office sector last year, with strong demand for large and small units, and modern facilities generally in short supply. Looking ahead in 2004, markets that are expected to perform particularly well include Argentina, Mexico, Russia and South Africa. **B**

Staff Wanted!

The Manpower Employment Outlook Survey indicates that employers in Hong Kong are feeling more confident with regards to hiring intentions for the second quarter of 2004. The percentage of employers planning to take on staff is up 16 percent. Iain Herbertson, Manpower Senior Vice President and Managing Director Asia Pacific, says "The increasing confidence of Hong Kong employers over hiring intentions is in part the result of the recent CEPA signing, which has boosted the demand for labour due to an increase of exports to Mainland China. The employment outlook for services is 30 percent, up 8 percentage points from three months ago. The finance, insurance & real estate sector (+15%) has also seen a 5 percentage point gain in prospects since three months ago. Across other sectors, employers in manufacturing (+20%) have doubled their expectation of positive employment activity since the last quarter, again possibly the result of increased demand for labour following the CEPA signing."

Hiring Activity in Different Sectors

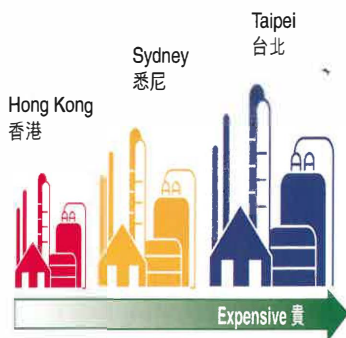


China M&A up 55 Percent

China M&A activity has increased by 55 percent compared to the same period in 2003, according to data compiled by M&A Asia. The aggregate value of China deals announced in the first quarter of 2004 was US\$8.7 billion, compared to US\$ 4.7 billion for the Asia-Pacific region as a whole. China continues to be the number one location for deal activity based on deal numbers, with Japan heading the list based on aggregate deal values. Overall, these two locations contributed 60 percent of the total deal value for Asia in the first quarter of 2004 (2003:48 percent). The top three industries for M&A activity in China were energy, utilities and mining, financial services and telecommunications. **B**

台北獲評為亞洲最貴工業地

Cushman & Wakefield 編製的《全球商業用地》報告指出，台北依然是亞洲最昂貴的工業地，其次是全球排名第 11 的悉尼和排名第 15 的香港。是次調查涵蓋全球 38 個國家和地區共 119 個主要工業地，按當地貨幣計算，其中近 75% 工業地的租金(佔總租用成本的最大比重)在截至 2003 年 12 月過去一年內均有所上升或保持穩定。租金增長最大的區域是非洲和中東，南非表現強勁亦推動租金上升 7%。環顧全球，去年工業市場表現勝過寫字樓市場，大型和小型單位需求殷切，而且現代設施普遍供應不足。展望今年，預期阿根廷、墨西哥、俄羅斯和南非市場的表现尤佳。B



中國購併活動增 55%

根據 M&A Asia 搜集的資料顯示，中國的購併活動比 2003 年同期增加 55%。中國 2004 年第一季的已公佈購併交易總額高達 87 億美元，亞太區其他地方的整體購併交易總額則達到 47 億美元。按交易宗數計算，中國繼續名列榜首；日本則在交易總額方面領先。兩國合共佔了 2004 年第一季亞洲購併交易總額的六成(2003 年所佔比率為 48%)。中國購併活動最活躍的行業是能源、礦產及公用事業、金融服務業與電訊業。B

反傾銷控訴減少

世界貿易組織報告，在 2003 年下半年，約 14 個國家對合共 30 個不同國家或關稅地區進行了 115 宗反傾銷調查，較 2002 年同期大幅減少，期間有 18 名世貿成員實施了 161 宗反傾銷調查。印度進行最多這類調查，共 33 宗，但已比 2002 年同期的 56 宗顯著減少。中國仍然是反傾銷調查的頭號對象，共接受了 30 宗出口調查，數目與 2002 年同期相同。B

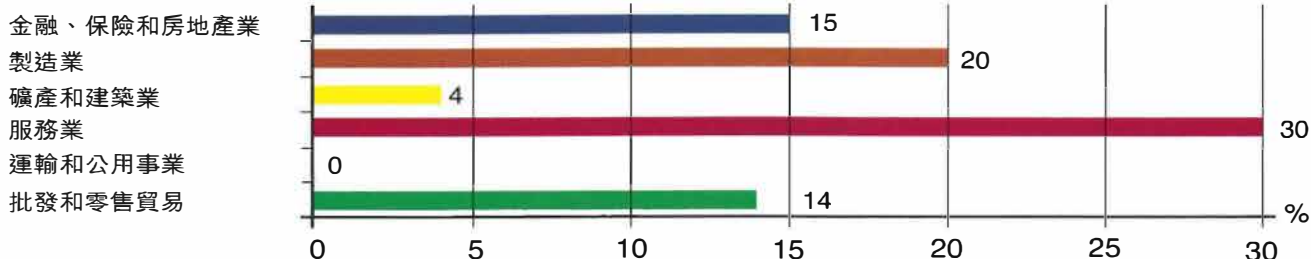
外商直接投資料再度活躍

日內瓦聯合國貿易及發展會議與倫敦《企業地區雜誌》聯合進行的調查發現，回覆問卷的五分之四地區投資專家相信，全球外商直接投資繼連續三年下降後，即將再度活躍。約 77% 專家預料 2004/05 年整體投資環境會好轉，9% 表示投資環境會惡化，其餘 14% 認為會維持不變。2006/07 年的樂觀指數上升至 81%，僅 6% 預期情況會更壞，13% 表示一切會保持不變。中國和印度是最吸引外資的兩大國家，泰國名列第三。製造業方面，預期汽車和其他交通用具、機器和設備、化學品以至電力和電子產品、出版和媒體服務的前景均會改善。至於服務業，專家認為，銀行和保險、商業服務、旅遊、運輸、電腦相關服務、零售和批發貿易將是未來外資的源頭。就未來外資前景而言，亞太區獲選為全球最樂觀的地區，88% 專家預料區內的中短期前景會進一步改善，其餘 12% 預期會維持不變，沒有專家預測區內前景會逆轉。B

渴求人手

人力資源公司 Manpower 的「就業前景調查」顯示，香港僱主有較大意欲於 2004 年次季增聘人手，計劃增聘員工的僱主比率上升 16%。該公司高級副總裁兼亞太區董事總經理 Iain Herbertson 表示，香港僱主的聘人信心愈益增強，部分是由於「更緊密經貿關係安排」簽訂帶動輸往內地的出口增加，因而導致勞工需求上升。服務業的就業前景信心指數為 30%，較三個月前升八個百分點；同期金融、保險和房地產業(+15%)亦漲五個百分點。其他行業方面，製造業僱主就業前景樂觀指數自去季以來已上升一倍(+20%)，這可能也是因為「安排」簽署刺激勞工需求增加。B

各行業招聘情況



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

在 2003年中國的投資增長達26.7%，錄得近十年的新高之後，溫總理和央行都表示經濟已有過熱的擔憂，但在今年首季固定資產投資仍持續增長43%，廣義貨幣供應量(M2)亦居高不下，徘徊在20%左右。同時首季消費物價指數(CPI)增長2.8%，連續增長超過半年，顯示通脹已經來臨。

經濟過熱

中國的經濟像一輛高速奔馳的火車，而一些潛在的隱憂就像一個突然出現的彎道足以讓列車脫軌，中央政府不得不從去年就開始拉響了減速的警報，但迄今仍見不到滿意的結果。各界不免擔心中國經濟會否重演1994至96的「急剎車」，投資緊縮，利率達雙位數，隨處可見的「爛尾樓」至今沒有清理完畢，可見宏觀調控的力度十分難以掌握。

其實去年第一季中國經濟增長9.9%已經顯示過熱的徵兆，不過隨之而來的「沙土」將這一勢頭推遲而已。去年底中央政府就留意到鋼鐵、電解鋁、水泥等行業的過度投資十分嚴重，但今年第一季這些行業的新增投資不但沒少，反而均超過100%。為什麼會出現這樣的情況？

有兩個可能，一是市場對這些商品的價格的預期仍然向好，另一個就是大部分的投資來自不理性的投資者——地方政府。如果是前者，則不必擔憂，市場自會調節，如是後者，則十分堪虞。不幸的是，經有關部門調查，許多該類項目都是國有項目，即使是民營企業的行為，都伴隨著政府在土地和稅務上的支持。這類不恰當的投資即是將來壞帳的來源。這一切都顯示政府對經濟的不恰當干預，中國還沒有完全走出計劃經濟的影子。

調控手段

央行對這一問題的認識不可謂不清楚。早在去年中，通縮的陰影還沒褪去的時候，央行已從M2的快速增長中覺察到經濟過熱的可能。因此有了第一次的存款準備金上調一個百分點，半年之後，不論CPI還是M2的增加都未能反映經濟放緩的跡象。今年三月先調高非國有商業銀行的存款準備金0.5%，緊接著四月四大商業銀行再跟隨。

自1997年之後，中國一直實行積極的財政政策，其對經



濟的正面刺激已顯而可見，今年的國債發行減少了300億人民幣，雖仍有1,100億，亦算放慢了步伐。

再看中國的貨幣政策，中國將人民幣同美元掛鈎以來，其實在相當程度上喪失了貨幣政策的主動性。我們常說香港沒有自己的貨幣政策，因為港幣與美元掛鈎而資本又自由流動。雖然內地的資本帳戶未完全開放，但經常帳已開，而且管理漏洞較多，資本雖未能似香港這樣自由進出，但其流動性亦不可低估。在這種情況下，利率的調整便有很大的風險，況且

人民幣的利率已經高於美元的利率。因此較易操作的就是提高銀行的存款準備金。但這對投資者的投資意願幾乎沒有影響，因為利率並沒有變動。

除此之外，還有一個手段，那就是行政審批手段。但這種手段本身在中國經濟改革的過程中應當逐步減弱不說，即使是行使這種手段亦需要得到地方政府的緊密配合。當政府本身就是許多大項目的投資者時，其自我約束的能力可想而知。

如果在接下來的幾個月內，投資、CPI、M2等指標仍然不能回順，下一步最有可能採用的調控手段是加息。央行說如果連貸款利率都成為負利率的時候就會考慮加息，即通脹超過5%。還有一種可能，即美國加息之後，中國便有加息的空間。

無論採取什麼手段，宏觀調控的目的只有一個，讓經濟協調發展而不是突然停頓。

對香港來說，內地是否通脹對香港影響相對較小，因內地進口貨品在香港CPI的構成中只佔很低的比例。反而中國的經濟增長能否維持在一個較高的水平甚為重要。例如，如果中國的對外貿易減緩，佔香港本地生產總值20%的貿易活動主要與中國相關，這對香港經濟的影響不言而喻。中國政府在改革開放這20多年裏，一直在學習和進步中，從央行在去年中就開始防範過熱與通脹來說，筆者對現在的政府投信任票，相信1994至96的經濟硬著陸不會重演。 **B**

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Keeping China's Economic Growth On Track

Beijing must slow down China's speeding economic locomotive before it derails, writes **RUBY ZHU**

Investments in China rose 26.7 percent in 2003, the largest single increase in a decade. The surge prompted Premier Wen and the Central Bank to raise their concerns about China's economy overheating. Fixed asset investments in the Mainland grew by 43 percent in the first quarter of 2003, while the growth in M2 monetary supply remained high at around 20 percent. The CPI, which has risen for six consecutive months, increased by 2.8 percent during the same period, indicating China is in a period of inflation.

Overheating

China's economy is like a train hurtling down the tracks at full steam. With every unexpected turn, or pitfall to a market economy, this locomotive risks derailing. The Central Government warned of possible overheating in the economy last year and pushed the alarm bell to try and slow things down, with little effect. This has raised

worries that China might again slam on the "brakes" to slow the economy. The last time it did this, 1994-1996, investments screeched to a halt and interest rates hovered in the double-digits. The consequences of this can still be seen today as half-finished buildings stand in cities around the country like tombstones of the companies that fell in the crash. It also serves to remind the authorities how difficult it is to exercise macro economic adjustments.

The 9.9 percent growth in China's GDP for the first quarter last year signalled the economy was overheating, even though it slowed slightly during the outbreak of SARS in the second quarter. At the end of 2003, the Central Government was acutely aware that some industries, especially iron and steel, electrolytic aluminium and cement, were being over-invested in. For the first quarter of 2004, the situation worsened with new investments in these three industries doubling those for the same period last year.

CEPA Q&A

QUESTION: I know that we can apply for a CEPA Certificate of Origin (CO) from the Chamber. Does the Chamber also issue the Certificate of Hong Kong Service Supplier (CHKSS) under CEPA?

ANSWER: CEPA CO certifies that products being imported into the Mainland are of Hong Kong origin, while CEPA CHKSS targets Hong Kong service companies aiming to establish business operations in the Mainland. They can apply to the HKSAR Government's Trade and Industry Department for a CHKSS. The Chamber cannot submit applications to the department on behalf of companies. Should you have any inquiries about the relevant legal and accounting services procedures in the application, contact the Chamber and we will introduce you to members who can help you with these kinds of services.

Q: How many companies have submitted applications for CHKSS? Where can I get a list of the applicants?

A: As of April 15, a total of 268 Hong Kong companies submitted

applications for a CHKSS, of which 203 had been approved. The Trade and Industry Department keeps a list of applicants, but it is kept confidential to protect businesses' interests. Some companies, however, like to talk to newspapers and magazines about their move into China, so you can get quite a lot of names from the local media.

Q: We have set up a joint venture in the Mainland. Now that CEPA allows us to run business in China on a wholly-owned basis, can we convert our joint venture into a wholly-owned business?

A: Theoretically, this makes sense and will most likely be approved by the relevant authorities. But you must also remember that ownership changes should be conducted in accordance with the Company Law and with the agreement of all the shareholders. You will need to talk with your lawyer to work out the finer details of any changes. After ownership changes have been made, you should send relevant documents together with a CHKSS to the authorities for approval. **B**

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

Two possible reasons for this over-investment are that the market has high hopes that prices will keep rising, and that most of these investments are by irrational investors, or local governments. As the market is self-regulatory, market expectation is unlikely to be the culprit. But if speculators and local governments are stoking this furnace, then the consequences could be disastrous. According to surveys conducted by Mainland authorities, the lion's share of these investments are owned by the state, while those owned by private enterprises have been offered preferential land and taxation treatment by local governments. Such practices will result in investors defaulting on their loans in the not too distant future. This tells us that the government's tinkering with the economy has done more harm than good and illustrates just how far China has yet to go before it can step out of the shadow of a planned economy.

Macro control

In mid-2003, when China's economy was in deflation, the Central Bank noticed that the economy was prone to overheating as a result of the rapid growth of M2 supply. As such, it raised banks' deposit reserve rate by one percentage point to adjust for this. Six months later, both the CPI and M2 supply showed no sign of slowing down. In March this year, the Central Bank further increased the deposit reserve rate of private commercial banks by 0.5 percent. In April, the four major state-owned commercial banks followed suit.

Since 1997, China has been implementing an active fiscal policy and the stimulus that this is having on the economy is obvious. Recently, it also tightened the issuance of treasury bonds to 110 billion yuan this year, down 30 billion yuan from the previous year.

With regards to China's monetary policy, the renminbi/US dollar peg has considerably undermined its initiative in using monetary measures as a means of macro economic control. Hong Kong claims not to have any monetary policy because of the linked exchange rate regime and the free flow of capital. Although China's capital account has yet to become fully convertible, its operating account is actually open. This means that China's capital, despite not being able to move as freely as that of Hong

Kong's, enjoys high mobility. Given this scenario, it is risky for China to raise its interest rates, especially now that the interest rate for renminbi is higher than that for the US dollar. Conversely, it is easier for China to exercise macro economic control through raising banks' deposit reserve rates. This would have minimal impact on investment sentiment as the interest rates for the yuan would remain unchanged.

Tightening investment approval procedures would also enhance macro economic control, but its success would depend on the cooperation of local governments. Yet, when local governments are investors of many key projects across the country, following such a policy would be against their own interests.

If economic indicators – including investments, the CPI and M2 supply – show no signs of improving in the months ahead, China may resort to raising interest rates. The Central Bank said it will consider increasing interest rates across the board when those for loans become negative numbers and inflation exceeds 5 percent. Room also exists for China to do so after the U.S. raises its interest rates.

All in all, no matter what macro control measures the Chinese government adopts, the ultimate goal is to ensure stable and continual growth of the Mainland economy.

Inflation on the Mainland has a limited impact on Hong Kong's economy, because Chinese imports account for a very small proportion of Hong Kong's CPI. However, whether China can maintain stable economic development, obviously, is a critical issue for Hong Kong.

Trade with China accounts for 20 percent of Hong Kong's GDP and our economy would be badly hit by any reduction in China's foreign trade. Since China opened up to investment over 20 years ago, the country has been quick to learn and has made incredible progress in such a short time. As the Central Bank started to take precautions to prevent the economy from overheating since mid-2003, this writer believes the Chinese Government will not allow the hard economic landing that we experienced in 1994-96 to repeat itself. **B**

Ruby Zhu is the Chamber's China Economist. She can be reached at, ruby@chamber.org.hk

「緊貿安排」問與答

問：「更緊密經貿關係安排」的原產地證書可經香港總商會申請，「安排」的香港服務提供者證明書是否亦可經總商會申請？

答：「安排」原產地證明書是用於該批出口中國的貨物，而服務提供者證明書是為將要去內地營商的香港服務公司而設，以便他們在內地利用「安排」提供給香港公司的優惠政策，它由香港政府工業貿易署負責審查批發。總商會不能代替申請者遞交申請。但如有疑問或需尋找相關律師和會計師，本會可幫助解答或介紹我們的相關會員提供服務。

問：請問已有多少公司申請香港服務提供者證明書？我在哪裏可以獲得申請公司的名單？

答：截至4月15日，共有268間香港公司申請香港服務提供者

證明書，其中203間得到批准。工業貿易署有此名單，但基於商業秘密，不會公開。但如留意報章雜誌，便可獲知某些已申請證明書的公司名稱。

問：如果我們公司在內地已有一家合資企業，現在「安排」准許我們香港公司在內地設立獨資公司，我們是否可以將現有的合資公司轉變為獨資公司？

答：理論上說這是完全合理的，至少會得到相關政府部門的批准。但變更公司股權要遵循公司法的規定，取得所有股東的同意。其具體程序請諮詢律師的意見。當公司的股權變更完成，與香港服務提供者證明書一同上報相關部門審批。

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

Financial Dispute Resolution

Getting to the Other Side Safely

Sooner or later companies can run into financial disputes. **TEMOGEN HIELD** looks at common problems that Hong Kong business can get into, and how they can be avoided

No matter how careful or prudent your financial management, it is almost certain that you will eventually become involved in a financial dispute. That is, a dispute as to money and, in particular, who should be paying whom and how much. There are a number of common problems that arise in relation to financial disputes. Some of the most common problems and how they can be avoided are set out below.

Rights that are unenforceable in Hong Kong

Whilst many financial disputes are resolved by negotiation, it can often become necessary to enforce your rights (or threaten to do so). However if those rights can only be enforced in a place advantageous to your opposing party then this can be a significant disadvantage and a “negotiation weak point.”

Most businesses in Hong Kong have trading partners in many different countries. Some of those countries have well established legal systems, which will enforce a judgment from the Hong Kong courts and in which we can be confident of fair and equal treatment.

There are however a number of countries that will not recognize a judgment from the Hong Kong courts and in which we cannot always be confident of fair and equal treatment.

One of these countries is, of course, our major trading partner – Mainland China.

When engaged in trade with the Mainland (or other countries where you may have similar concerns) the problem or disadvantage described above, can be avoided by contractually providing for disputes to be resolved by Arbitration in Hong Kong. Unlike a judgment for the Hong Kong courts, a Hong Kong Arbitration award is enforceable in Mainland China.

Standard contractual provisions and other related information (in Chinese and English) can be found at www.hkiac.org, the Hong Kong International Arbitration Centers’ Web site. It will not be difficult to work a standard arbitration clause into your standard contractual documentation.

Standard terms and conditions – do they apply?

Many businesses have a set of (usually favorable) standard terms and conditions, which are often printed on the reverse of purchase order and /or invoice documentation.

Problems often arise either because:

- (a) a business mistakenly assumes that its standard terms and conditions are applicable; or
- (b) a business does not realize that the standard terms and conditions of another party are applicable; or

化解財務糾紛

企業可能早晚牽涉入財務糾紛，田牧誠探討港商遇到的一般問題，並建議預防方法

不管貴公司在財務管理方面如何謹慎、精明，幾乎可以肯定的是，貴公司最終也會牽涉入財務糾紛。財務糾紛即涉及金錢的糾紛，尤指誰應付錢給誰、涉及多少款額等方面的爭拗。財務糾紛通常會引起多項問題。下文載述其中某些最普遍的問題，以及避免該等問題的方法。

不可在香港強制執行的權利

儘管許多財務糾紛可通過協商解決，貴公司通常也需要強制執行貴公司的權利（或恐嚇會這樣做）。但是，如果該等權利僅可在有利於對方的地方強制執行，則對貴公司而言可能會產生重大不利後果，且將會成為「談判弱點」。

大多數香港企業在許多不同國家均有貿易夥伴。其中某些國家擁有完善的法律制度，會執行香港法院的裁決，而我們也相信會得到公平和平等的待遇。

然而，也有若干國家不承認香港法院的裁決，而我們也相信在這些年國家不一定會得到公平和平等的待遇。其中一個國家就是我們的主要貿易夥伴——中國內地。

當我們與內地（或貴公司可能有類似疑慮的國家）經商時，上文所述的問題和缺點可通過下述方法避免——在合同中規定爭議必須在香港通過仲裁解決。與香港法院判決的不同之處在於，香港仲裁裁決可在中國內地強制執行。

標準合同條款及其他相關資料（中、英兩種文本）可於香港國際仲裁中心網址 www.hkiac.org 下載。在貴公司標準合同文件中加入標準仲裁條款並不困難。

標準條款和條件是否適用？

許多企業均有一套標準條款和條件（通常為對企業有利的條款），一般印在購貨訂單和/或發票文件的背面。

問題往往因下述任何一種原因而產生：

1. 該企業錯誤地假設其標準條款和條件適用；或
2. 該企業並不知道另一方的標準條款和條件適用；或
3. 交易雙方均擁有載有標準條款和條件的文件，但雙方均不知道哪些條款適用。

由於標準條款和條件通常包括關於付款、交付、質量和保證等基本義務的條款，如果在適用性方面出現任何混

淆，可能會引起異常複雜的爭議。這些混亂情況至少會引致延誤，但也往往會影響到實質結果。

關於標準條款和條件的適用性問題，基本上可通過在合同/訂單文件和程序中加入某些較次要的一般文字來避免。

例如：「賣方接受本購貨訂單即表示賣方同意（在摒除任何其他標準條款和條件的情況下）背面的標準條款和條件適用於本項交易。」

與貴公司做生意的公司甚至並不存在

越來越多公司在受騙的情況下與虛構的公司達成交易。在該等情況下，一家公司僅餘甚少或甚至乎沒有可即時運用的法律補救方法。

這類問題可通過對所有新的業務夥伴進行一些盡職調查來避免。盡職調查的範圍將視情況而定，諸如可能達成的交易所涉及的款額、付款條款以及新業務夥伴的所在地等等。

如果任何交易需倚賴新的業務夥伴，則在達成任何交易之前，貴公司最低限度應進行調查，以確保新業務夥伴實際以貴公司計劃與其訂約的形式和名稱存在。

香港有許多公司可對香港和中國公司進行此類基本的盡職調查。

任何追討行動的費用可能會超出所追討的費用

對於涉及較低款額的交易（即使這樣，此類交易對任何公司的現金流量仍然重要），以具備成本效益的途徑採取追討行動殊非易事。委託律師採取行動的費用可能會超出所追討的費用。

在該情況下，貴公司可考慮進行調解（對於牽涉較大款額的爭議，也可採用調解來解決）。調解是一項自願性、不具約束力的非公開爭議解決程序，由中立人士協助有關方通過協商達成解決辦法。調解的優點在於：

- 製造具支持性和建設性的環境
- 使有關方得以控制爭議的結果
- 促進有關方之間的溝通
- 符合時間效益
- 符合成本效益
- 屬於保密程序

- (c) both parties to the transaction have documentation with standard terms and conditions and nobody knows which terms apply.

As standard terms and conditions often contain provisions as to the fundamental obligations of payment, delivery, quality and warranties etc, any confusion as to application can result in an overly complicated dispute. At the very least these complications can lead to delays but they can often also effect the substantive outcome.

Problems as to the applicability of standard terms and conditions can, in the main, be prevented by the adoption of some minor extra generic language in the contract / order documentation and procedures.

For example: "By accepting this purchase order, seller agrees the standard terms and conditions overleaf will apply to this transaction [to the exclusion of any other standard terms and conditions]."

The company that we did business with doesn't even exist!

With increasing regularity businesses are being duped into entering a transaction with a fictitious company. When this occurs a business is left with little or no ready means of redress.

Problems of this kind can be avoided by conducting a little due diligence on all new business partners. The extent of your due diligence will depend upon circumstances, such as the amount of the likely transaction(s), the payment terms and the location of your new partner.

At a minimum, prior to entering any transaction which involves reliance on a new business partner, checks should be made to ensure that the new partner actually exists in the form and with name, which you intend to contract with.

There are a number of companies in Hong Kong which can provide this type of basic due diligence on companies in Hong Kong and China.

The costs of any recovery action would have exceeded the amount due

In transactions for relatively small amounts (which are nonetheless important to the cashflow of any business) it can be difficult to undertake recovery action on a cost effective basis. That is the costs of instructing lawyers to take action can be more than the amount due.

In this situation you may wish to consider mediation (mediation is also suitable for disputes involving larger amounts). Mediation is a voluntary, non-binding private dispute resolution process in which a neutral person helps the parties to reach a negotiated settlement. The advantages of mediation are that it:

- creates a supportive and constructive environment
- enables the parties to control the outcome of their dispute
- promotes communication between the parties
- uses time efficiently
- is cost effective

- is a confidential process
- helps to teach the parties an effective way of resolving disputes through co-operative decision making
- is not an imposed settlement

Mediation can be made a mandatory first step in any dispute resolution process by including a contractual term to that effect. Alternatively, mediation can occur at any time all parties to the dispute agree to participate. More information about mediation can also be found at www.hkiac.org.

Conclusion

There are a multitude of problems that can befall a company involved in a financial dispute. Some

of the most common problems are outlined above together with some suggestions that may help you to avoid those problems. Of course, prudent financial management always has been and always will be the best way to avoid financial disputes. **B**

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- 使有關方得以認識到一種通過合作決策來解決爭議的有效渠道

- 並非強加的解決方法

有關企業可以在合同中加入相關合同條款，使調解成為任何爭議解決程序中必須強制性地採取的首個步驟。或者，在爭議各方均同意參與調解的情況下，可隨時進行調解。貴公司也可在 www.hkiac.org 下載更多關於調解的資料。

總結

牽涉入財務糾紛的公司可能需要面對大量問題。上文概述了其中某些最普遍的問題，並提出了可協助貴公司避免該等問題的若干建議。當然，審慎的財務管理一向是避免財務糾紛的最佳方法，日後也會如此。 **B**

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- 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友均可參加，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

Focus on Open Markets Not Attacking Outsourcing

By JIM GRADOVILLE

In recent months, hardly a day has gone past without American businesses coming under fire for outsourcing jobs to China and India. Such critics miss the real issue, which is the need to correct inequities in bilateral trading relations and address issues of market access – rather than hamstringing the ability of U.S. companies to utilize the advantages offered by countries such as China.

Open markets allow American companies, and thereby the U.S. economy as a whole, to remain competitive. Over the past few years, American exports to China have increased significantly. These have risen 75% since China joined the World Trade Organization in 2001, which contrasts remarkably with a world-wide decline in U.S. exports over the same period. And earnings of American companies in China have also improved, with 75% of the companies that responded to an American Chamber of Commerce in China survey last year indicating they were profitable in 2002. However, the continued ability of U.S. companies profitably to do business in China depends on American lawmakers showing their commitment to open and fair trade.

Outsourcing is not new; it has been going on for decades. The U.S. has dealt with this by remaining the world's most open and flexible economy, much to the advantage of the average American. What is new are the recent election-year proposals that would, in some cases, penalize U.S. companies that try to maintain their competitive position by outsourcing jobs.

In February, the Jobs for America Act was introduced in the U.S. Senate. If enacted, it would require companies to give three months notice of any plan to outsource 15 or more jobs. In March, the Senate overwhelmingly approved a measure banning companies from bidding for federal contracts if they plan to outsource any of the work involved overseas. Over the past two years, legislative proposals have been introduced in over 20 states to outlaw various forms of outsourcing or penalize firms doing it. Fortunately, few if any of these proposals have become law. To do so would be wrongheaded and only serve to make U.S. companies less globally competitive, thereby depressing profits, reducing share prices, and discouraging employment in America.

Today's competitive environment requires companies to manage complex global-supply chains where products often pass through a series of countries in a tightly choreographed process. This all contributes to America's global competitiveness, because U.S. companies are leaders in supply-chain and global-organizational management. But, if American companies do not have the freedom to organize themselves in the most efficient way possible, European, Japanese and Korean

competitors will take market share from us. This will inevitably lead to a decline in American competitiveness; causing U.S. companies to go bankrupt, and accelerating job losses.

We're not disputing the commitment of lawmakers in Washington and the state capitols to long-term prosperity and job creation. But these measures are the wrong way of achieving those goals. Instead the focus should be on promoting American goods and services overseas, and addressing barriers to market access. That's why the Bush administration has placed such a high priority on pressing for the opening of overseas markets – with China as a primary target.

To many – including a large number of companies doing business here – China's market still looks like an uneven playing field. Even though American exports to China are rising and the U.S. is China's largest foreign market, the growth of American exports has not kept pace with overall growth in China's imports. That's partly because China's market has yet to be fully opened, and the country imports many raw materials that America does not sell on the global market. A number of non-tariff barriers, including, a lack of distribution rights, the issuance of unreasonable technology standards, and extremely high capitalization requirements all inhibit the ability of U.S. companies to sell products and services in China.

Perhaps the greatest opportunities denied to U.S. companies in this burgeoning market are a result of China's failure to vigorously protect intellectual property. Companies from America's strongest industries – including consumer goods, pharmaceuticals, media and entertainment, semiconductors and software – are hurt by pirates and counterfeiters. Pirated music CDs and movie DVDs are sold on the streets of Beijing with impunity. Fake copies of drugs patented by U.S. pharmaceutical companies, or worse – poor imitations of those products – are sold to an unknowing public. There is also an exasperatingly widespread use of pirated software on computers in China's government agencies. Sadly, many of America's leading companies look at this situation and refuse to enter the market because of the risk of losing their most valuable assets.

But there are signs the Bush administration is taking action to address these problems. Washington recently filed its first complaint against China for breaching World Trade Organization obligations, by providing tax rebates to domestic semiconductor manufacturers. And [last month] Vice Premier Wu Yi led a delegation of senior Chinese leaders to Washington, D.C. for Cabinet-level bilateral meetings on commerce and trade.

The focus should be on pressing China to continue to open its markets and honor its WTO commitments. That, rather than, a misguided crusade against outsourcing, which will only cost jobs in the long run, is the best way to assure America's economic future. **B**



Visiting Chinese Vice-Premier Wu Yi addresses a dinner co-sponsored by the US-China Business Council, the US Chamber of Commerce and the National Committee on US-China Relations in Washington on April 22.

4月22日，中國副總理吳儀在華盛頓出席美中貿委會、美國商會和美中關係全國委員會合辦的工商界晚宴並發表演講。

市場開放才最重要

關德輝

近數月，美國企業因向中國和印度外判工作而備受抨擊。這些批評忽略了真正問題所在，就是需要糾正雙邊貿易關係的不公平現象和解決市場准入問題，而非妨礙美商利用其他國家提供的好處，例如中國。

市場開放使美國企業以至美國整體經濟得以保持競爭力。過去數年，美國輸往中國的出口大幅增加，自2001年中國加入世貿後已上升75%，相反，同期美國對全球出口卻持續下跌。在中國經商的美國企業盈利亦有改善，中國美國商會去年進行的調查顯示，75%回覆問卷的美國企業表示於2002年錄得盈利。然而，這些企業能否繼續獲利，就取決於美國國會對維持開放和公平貿易的決心。

外判並非新鮮事，已存在好幾十年。美國在這方面的對策是維持其全球最開放和最靈活的經濟體系，這對於一般美國人大有裨益。值得關注的是近來針對選舉年提出的多項議案，旨在處罰藉外判工作來維持競爭地位的美國企業。

二月，美國參議院提出《美國就業法》。此法案一經通過，凡企業計劃外判15份或以上工作，均須事先給予當局

三個月通知。三月，參議院又以絕大比數通過一項措施，以禁止有意把任何工序外判海外的公司競投聯邦政府合約。此外，過去兩年亦有20多個州先後提出立法議案，希望取締各種形式的外判或懲罰外判工作的企業。幸而，這些議案皆未成為法律，因為此舉是錯誤的，只會削弱美商的環球競爭力，因而令盈利和股價下降，最終打擊美國就業。

面對今天競爭激烈的環境，企業須管理複雜的全球供應鏈，確保產品順利進出多個國家和地區。這正有助提高美國的環球競爭力，因為美國企業擁有一流的供應鏈和全球組織管理能力。可是，如美商無法自由採用最迅速的方法來籌劃業務運作，歐洲和日韓同業便會奪去我們的市場分額。這勢必導致美國競爭力下降，本土公司破產及失業加劇。

我們並非否定華府的立法人員和國會對維持美國長遠繁榮和創造就業的決心。不過，這些措施不是實現目標的正確方法。相反，著眼點應是向海外推銷美國的商品和服務，以及設法消除市場准入壁壘。因此，布殊政府已把爭取海外市場開放納入重點工作之一，首要對象是中國。

許多人 (包括大批在香港營商的企業) 認為, 中國看來仍然是一個不公平的市場。儘管美國對中國出口不斷增加, 美國也是中國的最大外國市場, 美出口增長卻跟不上中國整體進口增長。部分原因是中國市場尚未完全開放, 而且, 中國進口很多美國並無行銷全球的原料。多項非關稅壁壘, 包括欠缺分銷權、頒佈不合理的技術標準及資本要求極高, 均抑制了美商在中國銷售產品和服務的能力。

美商無法享有這個蓬勃發展市場帶來的巨大機遇, 可能是中國未能著力保護知識產權所致。盜版和冒牌商品對經營美國最興旺行業的公司造成損害, 包括消費品、藥品、媒體和娛樂、半導體和軟件。販商可在北京市面兜售翻版音樂光碟和影碟而不受懲罰, 還向無知大眾銷售美國藥廠專利藥物的贗品甚至偽劣品。更令人憤怒的是, 中國政府機關正廣泛使用盜版電腦軟件。遺憾的是, 這種情況令大部分美國主要企業不願進軍中國市場, 因為它們害怕喪失



最寶貴的資產。

然而, 有跡象顯示布殊政府正著手對付這些問題。華府近日首次控告中國違反世貿責任, 所持理由是中國給予國內半導體製造商退稅。下週, 中國副總理吳儀將帶領高層代表團訪問華盛頓, 進行內閣級的雙邊商貿會議。

總而言之, 我們應把注意力放在催逼中國繼續開放市場和實踐入世承諾。這才是保證未來美國經濟

繁榮的最佳方法, 而長遠來說, 取締遭誤解的外判反會造成失業。B

Jim Gradoville is chairman of the American Chamber of Commerce in China. This commentary first appeared in The Asian Wall Street Journal on April 12, 2004.

關德輝為中國美國商會主席。本評論英文版首載於2004年4月12日《華爾街日報》。

許林律師行



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DIANA CHAN
Appointed to Head Chamber Services Limited

Diana Chan has been appointed General Manager of Chamber Services Limited, effective May 1. Ms Chan has over 12 years experience in the commercial sector, mainly in business development locally and in international projects. She has also worked for non-profit organisations, including being the Asia Director for the City of San Diego, California, for five years. Ms Chan graduated in English Literature in 1987, and holds an MBA from Baptist University.

Chamber Services Limited is a wholly-owned subsidiary of the Hong Kong General Chamber of Commerce. It provides a wide range of business service to the local business community as well as international institutions. Currently, the firm provides event management services, training, exhibition service, inbound delegations & business matching programmes, trade information service, and secretariat services, among others. It also organises China training programs, seminars, and other services tailor-made for Mainland companies and organisations. For more information on Chamber Services Limited, visit, www.chamber.org.hk/csl

陳愛容
總商會服務有限公司
新任主管

陳愛容獲委任為總商會服務有限公司總經理，5月1日起生效。陳女士在工商界擁有逾12年經驗，尤擅於本地和國際商務拓展。她亦曾任職於非牟利機構5年，包括擔任加州聖地牙哥市亞洲總裁。陳女士在1987年畢業於英國文學系，後獲浸會大學工商管理碩士學位。

總商會服務有限公司是香港總商會全資附屬機構，專門為本地工商界和國際機構提供全面性的商業服務，涵蓋國際會議及活動統籌、培訓、展覽服務、訪港團和商業配對計劃、貿易資訊服務、秘書服務等等；此外，還舉辦中國培訓和研討會，並為內地企業和機構度身提供其他專業服務。查詢詳情，瀏覽總商會服務有限公司網頁 www.chamber.org.hk/csl。



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British Airways Chairman **Lord Marshall** looks back on his 21 years at the helm of the UK's flag-carrier and highlights some of the events that have redefined the aviation industry

Clearer Skies Ahead for BA

Following is an abridged speech by Lord Marshall of Knightsbridge, Chairman, British Airways, at a Chamber Distinguished Speakers Luncheon on March 26.

Over the 21 years since I joined British Airways, the international passenger market has grown by an annual average of more than 6 percent and freight, by 7.5 percent. This means that passenger demand has tripled over that period and the cargo market has quadrupled. A pretty steady business, you would think.

Yet, behind those benign averages lies a white-knuckle ride for even the most hard-headed of business people. In this industry, exhilaration and exasperation go hand in hand.

Outstanding – even breathtaking – technical, customer service and business achievement vie for attention with disappointment and disaster.

In recent years, fortunes have been lost and great companies have gone out of business as the industry came under siege from a sequence of appalling events outside its control.

Since 2000, airlines have made collective, global losses of more than US\$30 billion and around 400,000 jobs have been shed. Some famous names like Swissair, Sabena, Air Afrique and TWA have been wiped off the airport information screens. The major U.S. airlines have clung on because of government handout and loan guarantee, not to mention the cosy cushioning effect of the Sherman Act (not that we would seek such uncompetitive remedies).

At British Airways, I am pleased to say that we have survived the onslaught, even though the situation has been extremely tough and extremely worrying at times. In the 2001/2002 financial year, we recorded our first pre-tax loss in 20 years.

Serious concerns were raised in the U.K. media about our ability to pull through. Some commentators felt that BA was heading for the last runway.

We have come through more or less intact and so have our partners in the Oneworld alliance, most notably for Hong Kong, Cathay Pacific and Qantas.

Security

One of the issues which has defined my time in aviation is security. The industry was already in a state of precaution following the spate of hijackings during the 1970s. Then came incidents such as the loss, presumed sabotage, of the Air-India 747 over the Atlantic Ocean; the hijacking of the TWA 727 in Beirut; and, of course, the Pan Am Lockerbie bombing of 1988. Security against what we might call conventional terrorism became pretty effective, but then, shortly after the new millennium began, a quite different terror phenomenon appeared.

The appalling events of 9/11 in New York, of Bali and of 3/11 in Spain, together with a background of armed conflict in certain world hot spots, placed us in a new dimension.

Without doubt, security is now the defining issue for all of us, wherever we are and whatever we do.

I don't know what the current climate means for other business sectors, but at British Airways, we have spent an addition of £100 million on enhanced

security since September 2001. The cost to the industry of new protective measures since 9/11 is some US\$5 billion.

CLEARER SKIES

The irony of all this is that the economic outlook appears better than it has done for some while. Ever an indicator of economic conditions, air transport is – all things being equal – expecting 7 percent growth on global passenger traffic and 4 percent in cargo volumes this year. On services within the Asia-Pacific region, a 14 percent increase in passenger business is forecast (albeit compared to a 9.4 percent downturn last year because of SARS).

British Airways is far from the biggest player on the global scene, but we are proud of our long record. We have, for example, now been serving Hong Kong (with one notable break) for almost 70 years. We employ directly some 162 people in Hong Kong and provide work for many more.

The airline is planning to increase its investment here, with an increase in Hong Kong-London frequency from 14 to

英航前景復見光明

英航主席 Lord Marshall 領導了這家英國旗艦航空公司 21 年，且聽他回顧這段歲月，以及幾件改變航空業面貌的世界大事

下文摘錄自英國航空公司主席 Lord Marshall 於 3 月 26 日日本會「特邀貴賓演說系列」午餐會的演講。

自 我加入英航 21 年以來，全球客運市場每年平均增長超過 6%，貨運市場為 7.5%。這意味兩者需求已分別增加兩倍和三倍。你可能認為，航空業是一門相當穩定的行業。

然而，這行業存在隱憂，起伏不定，連最精明的生意人也感到挑戰重重。喜怒交織，誠屬平常。

卓越的技术、客戶服務和商業成

我感到欣慰的是，儘管經營環境持續艱困和令人非常憂慮，英航屹立依然。可是，我們於 2001/02 財政年度錄得廿年來首次稅前虧損。

當時，英國傳媒對我們能否渡過難關深表關注。若干評論認為，英航已日薄西山。

結果，我們安然無恙，「寰宇一家」聯盟夥伴亦然，其中以香港的國泰和澳航表現最為理想。

保安

在我從事航空業期間，保安問題是全球焦點之一。事實上，繼七零年

“Some commentators felt that BA was heading for the last runway.”

「當時，若干評論認為，英航已日薄西山。」



17 flights weekly in June.

We are also weighing up new opportunities for expansion in China, following the recent conclusion of a progressive new air services agreement with the U.K. We will initially be stepping up frequency between Beijing and London – going from three to four flights weekly next month, then to five flights weekly in June.

I am pleased that the further strengthening of links with Hong Kong and China will begin before I step down in July. After then, I will follow progress with great interest and much pride in our long relationship. **B**

Read Lord Marshall's entire speech at Bulletin Online, www.chamber.org.hk/bulletin

就固然矚目，但業界的挫敗和災難事件亦備受關注。

近年，一連串無法控制的駭人事件令航空業飽受困擾，導致虧損累累，一些大型航空公司更慘遭淘汰。

2000 年至今，全球航空公司合共錄得逾 300 億美元虧損及削減約 40 萬個職位。若干知名同業亦陸續倒閉，如瑞士航空、比利時航空、非洲航空和環球航空。美國主要航空公司得以生存下來，全賴政府的援助和貸款擔保，還有《休曼法》帶來的紓緩效應（這並不表示我們會要求這些缺乏競爭力的賠償）。

代的一連串劫機事件後，業界已作好一切防備。後來，多宗威脅航空安全的事故接連發生，如印度航空波音 747 班機墜入大西洋，被指由惡意破壞造成；環球航空公司的波音 727 客機被劫持到貝魯特，以及 1998 年泛美航空客機在洛克比上空爆炸墜毀。保安措施對防範這些傳統的恐怖襲擊頗為奏效，但踏入千禧年不久，恐怖活動的模式呈現顯著轉變。

可怕的紐約「911」慘劇、峇里島夜總會爆炸和 3 月 11 日西班牙火車爆炸案，加上若干旅遊勝地的軍事衝突，使我們處於一個新局面。

無疑，不論我們身在何方和做甚麼工作，安全已成為每個人的切身問題。

我不知道當前氣候對其他行業的影響，但自 2001 年 9 月以來，英航已額外花費一億英鎊以加強保安。「911」事件至今，航空業在新保護措施方面的支出約為 50 億美元。

天色放晴

諷刺的是，經濟前景看來比以前更佳。航空業一向是經濟指標，若一切因素不變，今年全球客運及貨運料分別增長 7% 和 4%。至於亞太區，預期客運業務將增加 14% (雖然去年因「沙士」爆發而下跌 9.4%)。

英航雖非全球最大規模的航空公司，但我們為本身的悠久歷史感到自豪。例如，我們已服務香港近 70 年 (期內曾離開一段時間)，在本地直接聘用約 162 名員工，並為許多人提供就業機會。

英航正計劃增加在香港的投資，由六月起，香港往倫敦的航班將從每週 14 班增至 17 班。

此外，我們最近與英國達成一項新的持續航空服務協議，還正發掘中國業務拓展機會。我們將首先增加來往北京和倫敦的班次，下月起由每週三班增至四班，六月再增至每週五班。

因此，英航與中國和香港的聯繫，將在我七月卸任前進一步加強，我為此感到高興。日後，我仍會留意有關進展，並且永遠懷念在英航的日子。B

Lord Marshall
演說全文載於
《工商月刊》網
頁 www.chamber.org.hk/bulletin。

Chamber Vice Chairman
Dr Lily Chiang presents
Lord Marshall with a small
souvenir after his talk.
Lord Marshall 演說後，
本會副主席蔣麗莉博士
向他致送紀念品。



Election Year Protectionism

Election years in the United States are always good for the economy, as the incumbent president pulls out all the stops to create jobs, reduce taxes and keep interest rates low. Businesses boom and consumers have more money burning a hole in their pockets.

As a result, the U.S. economy is expected to grow in real terms by a minimum of 4 percent this year, says Steve Forbes, President and CEO of Forbes. But at the end of the day, the elections will more likely pull it up to 5-6 percent, he told members at a joint HKGCC-AmCham luncheon on April 22.

He also predicts that the Federal Reserve will raise interest rates, sometime down the road, but doesn't expect this to happen until well after the elections, even possibly into next year.

Protectionist threats and measures also raise their ugly head along the U.S. campaign trails.

"This administration has not been very good on international trade policies" he said. "But after the election, there will be more steps to reduce trade barriers. For the moment though, there is a lot of talk in the U.S. of exporting jobs to India and China."

U.S. Presidents have traditionally looked overseas to blame others for their countries problems. Germany was criticised for taking American jobs in the 1960s. In the 1980s, Japan was painted as the bad guy, followed by Mexico in the 1990s, and today U.S. politicians are jumping on the India-and-China-bashing bandwagon.

But what doesn't get reported in an election year is that the U.S. imports more jobs than it exports. Companies like BMW employ 4,000 workers in South Carolina, Toyota has a huge plant in California, Honda employs tens of thousands in Ohio, and Samsung is building a US\$500 million plant in Texas.

"The list could go on forever, but those stories never get reported," Mr Forbes said. "It is only when a company moves overseas that it suddenly becomes a political issue. But the fact of the matter is that the U.S. imports more jobs than it exports."

After the elections he predicts protectionism rhetoric will be toned down and that there will be more of a push towards dismantling protectionist measures.

大選年充斥 保護主義

美國大選年總是有利於國家經濟，因為現任總統會設法創造就業，減稅和維持低息，而且各行業興旺，消費能力和意欲增加。

因此，福布斯集團主席及行政總裁福布斯於4月22日日本會與美國商會聯合午餐會預期，今年美國經濟至少實質增長4%，加上大選刺激，最終增長可望達到5至6%。

他亦預料聯儲局將會加息，但相信這會是大選過後甚至明年的事。

美國總統競選運動的宣傳片亦標榜保護主義威脅和措施。

他說：「美國政府一向不大善於國際貿易政策，但大選結束後，政府將會採取更多措施以減少貿易壁壘。就目前來說，有關美國向印度和中國輸出職位的言論甚囂塵上。」

美國總統向來愛將本土問題歸咎於其他國家。六零年代，德國被指責搶走美國人飯碗；八十年代的矛頭指向日本，九零年代就換上墨西哥，到今天，美國政客紛紛趕上潮流，轉而炮轟中印。

可是，大選年鮮有報道的是，美國輸入的職位是多於輸出的職位。例如，寶馬於南加州僱用4,000名員工，豐田在加州設有大型廠房，本田於俄亥俄州僱有幾萬名員工，三星亦正在德州興建一所五億美元廠房。

福布斯說：「這些例子多不勝數，但傳媒從未給予報道。相反，每當某企業向海外發展，這就會頓時變成政治爭論。但事實上，美國進口的職位遠超過其輸出的職位。」

他預測，保護主義言論在大選過後便會降溫，屆時政府便會更著力解除保護措施。

President of the Czech Republic Vaclav Klaus Visits HKGCC 捷克共和國總統瓦茨拉夫·克勞斯造訪總商會



The President of the Czech Republic Vaclav Klaus visited the Chamber on April 16 together with a 36-member delegation to promote trade and cultural exchanges between his country and Hong Kong. Chamber members also attended the meeting, which was chaired by HKGCC Chairman Anthony Nightingale.

捷克共和國總統瓦茨拉夫·克勞斯與36人代表團於4月16日到訪總商會，希望促進捷克與香港的商貿和文化交流。會議由本會主席黎定基主持，多名會員一同出席。

Luncheon with the Prime Minister of Pakistan Mir Zafarullah Khan Jamali

The Prime Minister of Pakistan Mir Zafarullah Khan Jamali spoke at a Chamber luncheon, co-organised with the Consulate General of Pakistan, on April 26 about the investment climate in the country and possible business opportunities for Hong Kong and Mainland firms. Fielding questions from the business community at the event were three of Pakistan's ministers: Minister for Investment & Privatisation Dr Abdul Hafeez Shaikh; Ministry of Information & Media Development Sheikh Rashid Ahmad; and Minister for Petroleum and Natural Resources Chaudhry Nauriz Shakoor Khan.



巴基斯坦總理 Mir Zafarullah Khan Jamali 午餐會演說

巴基斯坦總理 Mir Zafarullah Khan Jamali 於4月26日午餐會談論該國的投資環境和中港企業享有的商機。午餐會由巴基斯坦駐港總領事館和本會合辦，在會上解答工商界提問的巴基斯坦官員包括：投資及私有化部長 Abdul Hafeez Shaikh 博士、資訊及媒體發展部長 Sheikh Rashid Ahmad 和石油及天然資源部長 Chaudhry Nauriz Shakoor Khan。



eBay CEO and President Meg Whitman predicts an explosion in e-commerce usage will take place in the next three years, unleashing unprecedented opportunities for businesses of all shapes and sizes to succeed internationally

Entrepreneurs Hatching Their Business Ideas Online

Users of the online trading platform eBay traded US\$28 billion worth of goods last year. That breaks down to US\$77 million per day or US\$894 per second. Impressive as these figures are, Meg Whitman, CEO and President of eBay, reckons this is just the tip of the iceberg, as the number of online transactions is expected to skyrocket from 1.6 trillion in 2003, to 7.1 trillion in 2007.

"The Internet is fuelling an e-commerce explosion and shopping online is becoming completely mainstream," she says. "But perhaps what is most remarkable is the growth that is expected to take place in purchases online."

In 2003, an estimated 247 million people shopped online, and by 2007, that number is projected to swell to 524 million. That is good news for Hong Kong businesses, 50 percent of which

actively conduct e-commerce. Speaking at the Chamber's Distinguished Speakers Series Luncheon on April 13, Ms Whitman said she also expects e-commerce usage in the SAR to grow twice as fast as anywhere else in the world.

"Perhaps the most surprising thing [about online trading] is how accessible it is to small- and medium-sized businesses," she said. "Before, we used to think only large companies would succeed with online trading. Now, the Internet has made it a level playing field."

For sellers, trading online removes the boundaries of distance and time.

Buyers benefit from the depth and breadth of products available. The minimal costs and efficiencies online trading produce also means that businesses can pass these savings on to customers.

Ms Whitman says eBay is at the

centre of this global buyer-seller crossroads and charges a US\$1.62 toll per transaction on its intersection. This year, the company expects to generate US\$3 billion in revenue from its 95 million registered users who list between 5,000 to 6,000 items online per second.

Beyond sheer numbers, the widely acclaimed CEO said much of the success of eBay stems from the fact that people list goods either before or after their peak retail season.

Businesses unsure how customers will react or how much they are willing to pay for new products can test the market during the launch of a new product cycle. After the peak retail season, they can then off load what would in stores be considered obsolete merchandise as vintage products.

"Buyers and sellers just follow their



企業家進軍網上商貿

eBay 主席及行政總裁梅格·惠特曼預料未來三年網上商貿應用將會激增，給各類大小企業帶來空前機遇，在國際市場取勝

去年，eBay 網上交易平台用戶買賣的商品總值 280 億美元，即每日 7,700 萬美元或每秒 894 美元。這些數字雖然驚人，但 eBay 總裁惠特曼認為，這只是開始而已，因為網上交易宗數預計將由 2003 年的 1.6 兆宗飆升至 07 年的 7.1 兆宗。

她說：「互聯網正在加速網上商

passion for particular goods that they are looking for, and there is a small-town trust which is at work through interaction between individuals," she says.

Although most of eBay users are individuals, Ms Whitman says people are increasingly establishing trading companies on eBay.

"People are starting businesses on eBay and making a living on the site," she says. "This global platform allows users to grow internationally."

The challenges of shipping, customs, language and now tax issues for these virtual trading companies are being taken up by entrepreneurs offering eBay users service solutions.

"It is easier than ever before to start a new business on the Internet," she says. "eBay is opening up international trade to businesses of all sizes. It is not just the large companies that are succeeding, now it is little businesses that can have a window on the global marketplace." **B**

Listen to Ms Whitman's entire speech at Bulletin Online, www.chamber.org.hk/bulletin

貿的發展，網上購物快將成為主流。不過，最值得注意的可能是網上購物的預期增長情況。」

2003 年，估計有 2.47 億人曾在網上購物，預測到 07 年，人數將勁增至 5.24 億。這對於港商無疑是喜訊，現時本港有五成企業主攻網上商貿。惠特曼於本會「特邀貴賓演說系列」午餐會預期，特區網上商貿應用的增長速度將是全球其他地區的兩倍。

她說：「網上交易最教人驚訝的地方，也許是它給中小型企業帶來莫大便利。以前，我們一直認為只有大公司才能發展網上業務，如今，互聯網已為此締造公平的競爭環境。」

對於賣家，網上交易可消除距離和時間限制，而網上產品包羅萬有，亦令買家受惠。由於網上買賣的成本低廉，效率又高，企業可節省不少金錢，因而令客戶得益。

惠特曼說，eBay 是連繫全球買家與賣家的橋樑，每次交易收費為 1.62 美元。eBay 共有 9,500 萬名註冊用戶，每秒上載 5,000 至 6,000 項貨品，該公司預期今年可賺取 30 億美元收入。

除網上交易蓬勃外，這名享負盛譽的行政總裁認為，人們往往在零售旺季來臨前或結束後上載商品出售，才是 eBay 的成功關鍵。

如企業不肯定客戶會如何反應或願意支付多少來購買新產品，就可於新產品週期開始時，透過 eBay 交易



Chamber Vice Chairman Dr Lily Chiang presents Ms Whitman with a small souvenir following her talk to members. 演說後，本會副主席蔣麗莉博士向惠特曼致送精美紀念品。

網站測試市場反應。零售旺季過後，它們又可在 eBay 上載被視為過時的店舖商品，當作珍藏品出售。

惠特曼說：「買家和賣家總是渴望奪得心頭好，雙方正是通過彼此交流建立互信。」

她指出，雖然大部分 eBay 用戶屬於個人，但與此同時，他們正愈益借助 eBay 成立貿易公司。

她說：「人們開始利用 eBay 網站創業和謀生，這個環球交易平台使用戶得以拓展跨國事業。」

企業家正為 eBay 用戶提供服務解決方案，藉以應付航運、海關、語言和稅務問題給虛擬交易公司帶來的挑戰。

她總結：「跟過去相比，現在透過互聯網開展新業務就容易得多。eBay 正為不同規模的企業提供全球貿易渠道，大公司固然可取得佳績，連小型企業也可望進軍環球市場。」 **B**

惠特曼演說全文載於《工商月刊》網頁 www.chamber.org.hk/bulletin。

Macau: The Las Vegas of Asia

Macau is poised to become one of Asia's hottest tourism destinations as the former Portuguese colony cleans up its image and takes aim at becoming the Las Vegas of Asia. Leading this drive is the territory's Chief Executive Edmond Ho, who is bringing in the two key players who made Las Vegas what it is today, Steve Wynn and Sheldon Adelson.

Mr Wynn was behind the Golden Nugget, arguably Las Vegas's most famous casino, and built up the empire that eventually became MGM Mirage. Among other things, Mr Adelson built Las Vegas's most lavish casino, the US\$1.2 billion Venice.

Mr Ho's masterplan includes the construction of seven new mega-entertainment hotels Las Vegas style, to complement the existing six casinos run by Hong Kong tycoon Stanley Ho. The estimated cost of this plan is expected to exceed HK\$15 billion and once completed will create a "Macau Strip."

"Four out of every five dollars collected by the Macau Government is from the gaming industry," Allan Zeman, Chairman, Lan Kwai Fong Holdings, said at the Chamber's April 16 roundtable luncheon on Macau's tourism prospects. "And the reason why everyone in Las Vegas is so excited about [opening casinos in] Macau is the fact that the take per table in Macau is nine times the take in Nevada."



Mainland visitors help keep gambling takes high and are the territory's largest tourism market. Out of the 11,887,876 visitors to Macau last year, 5,742,036 – or 35.41 percent – were from Mainland China.

Maria Helena de Senna Fernandes, Deputy Director, Macau Government Tourist Office, also speaking at the luncheon, said visitor arrivals in the first two months of this year were already up 20.14 percent over the same period last year, and Mainland visitors soared 58.19 percent. For the year as a whole, she expects the strong growth to continue as more Mainland visitors take advantage of the individual travel scheme.

Hong Kong is Macau's second largest market, with 4.6 million visitors last year, followed by Taiwan with just over 1 million, and a very distant Japan with just

85,613 visitors. This mix is not expected to change too much over the short term, but the completion of the Hong Kong-Macau-Zhuhai bridge is expected to funnel visitors from the Mainland and Hong Kong into Macau much more efficiently and reverse the gradual decline in Hong Kong visitor arrivals.

Mr Zeman estimates that the proposed 29 km bridge will make it possible to drive between Hong Kong and Macau in just 20 minutes, and in effect make each SAR a suburb of the other. The potential opportunities that this link will create are enormous, he says.

"Macau's goal is to be the gaming entertainment capital of Asia," says Mr Zeman. "And this will affect far more than just the gaming side of business."

New hotel-resorts will boost employment in Macau, create new business opportunities for food and beverage businesses, retail, leisure, golf, theatres, business tourism, etc, he added.

Macau is currently in the grips of a development boom as the territory gears up for the 2005 East Asian Games and

"Macau's goal is to be the gaming entertainment capital of Asia," says Mr Zeman 盛智文說：「澳門的目標是晉身亞洲的博彩娛樂都會。」

澳門 — 亞洲拉斯維加斯

隨著澳門整頓形象和銳意成為亞洲的拉斯維加斯，這個前葡萄牙殖民地可望晉身亞洲最熱門旅遊地之一。這項計劃的領導人是澳門特區行政長官何厚鏵，他將帶來兩名建造賭城拉斯維加斯的關鍵人士 — Steve Wynn 和 Sheldon Adelson。

Wynn 曾是拉斯維加斯最著名賭場 Golden Nugget 掌舵人，並建立了今天的 MGM Mirage 娛樂王國，Adelson 則創辦了價值 12 億美元的拉斯維加斯最豪華賭場 Venice。

何厚鏵的大計包括興建七家拉斯維加斯式大型娛樂酒店，以配合香港巨頭何鴻燊目前經營的六個賭場。這項計劃的成本估計逾 150 億港元，落

the tourism opportunities that the event will bring. New tourism products are being added to existing itineraries and Ms Fernandes said her office is also enriching existing products. These include cultural tourism, dining, eco-tourism, the MICE (meeting, incentive, convention and exhibition) market, among others.

If the growth of tourism in Las Vegas is anything to go by, then Macau isn't in danger of running out of visitors anytime soon. Part of Nevada's appeal is that – besides being an adult entertainment mecca – it is also a family vacation destination, says Mr Zeman.

“People keep asking when is Las Vegas going to be max-out, but people just keep on going,” he said. “Last year, 40 million tourists visited Las Vegas and many of those were family visits. Macau is going to be the same for Asia, so I think the future looks very bright and we have an exciting journey ahead of us.” **B**

Visit Bulletin Online to listen to the entire presentation, www.chamber.org.hk/bulletin

成後將可為澳門開闢一條「賭場街」。

蘭桂坊控股有限公司主席盛智文於 4 月 16 日「澳門旅遊業前景」小型午餐會表示：「澳門政府每五元稅收中，便有四元來自博彩業。在澳門，每張賭桌的收入是內華達州的九倍，這正是拉斯維加斯業者渴望在澳門開設賭場的原因。」

內地遊客持續為澳門博彩業帶來可觀收入，並是澳門的最大旅遊市場。去年 11,887,876 名訪澳遊客中，5,742,036 名 (35.41%) 源自內地。

午餐會另一講者 — 澳門特區政府旅遊局副局長文綺華說，今年首兩個月訪澳旅客人次較去年同期上升 20.14%，內地遊客更激增 58.19%。由於愈來愈多內地居民參與「個人遊」，她預期澳門全年旅客人數將持續增長強勁。

香港是澳門第二大市場，去年旅客人數達 460 萬名，其次是台灣，約 100 萬名，然後是日本，僅 85,613 名。短期內這個比例料不會有太大變動，但預期港珠澳大橋建成後，前往澳門的內地和香港遊客將倍感便利，這可望扭轉訪澳港客人次逐漸下降的趨勢。

盛氏預料，建議的 29 公里大橋一旦落成，來往港澳兩地將只需 20 分鐘車程，實際上，這可使兩個特區成為彼此的近郊。因此，他認為大橋將可為澳門旅遊業締造巨大機遇。

盛氏說：「澳門的目標是晉身亞洲的博彩娛樂都會，由此帶來的影響亦不只局限於賭博事業。」

他續說：「新酒店度假村將可刺激澳門就業，並為餐飲業、零售業、消閒業、高爾夫球業、戲院、商務旅遊等帶來新商機。」

澳門現正處於繁榮期，2005 年東



Ms Fernandes says Macau is enriching the depth and breadth of its tourist products. 文綺華表示，澳門正在增強其旅遊產品組合。

亞運動會的籌備工作進行得如火如荼，這項盛事將為當地旅遊業提供商機。業界正給現有行程增添新元素，澳門旅遊局亦計劃豐富現有旅遊產品，構思包括文化遊、飲食、環保遊、會議和展覽市場等。

盛氏認為，如拉斯維加斯的旅遊業繼續興旺，澳門根本毋須憂慮旅客會很快流失。內華達州不單是成人娛樂勝地，還是一個家庭度假理想地，這正是其魅力所在。

他說：「人們不斷問拉斯維加斯的旅遊業何時飽和，但是前往當地的遊客仍絡繹不絕。去年，拉斯維加斯共接待了 4,000 萬名旅客，當中大部分是一家大小。在亞洲，澳門的情況亦會一樣，所以我認為前景一片光明，令人充滿期待。」 **B**

演說全文載於《工商月刊》網頁 www.chamber.org.hk/bulletin。



CD Tam gives members an overview of how Phase I of the science park is progressing.
譚宗定向本會會員簡述科技園第一期的進展。



租戶無須斥巨資購買昂貴的集成測試設備，只需在每次使用時付

Germinating Innovation and Tech

Hong Kong holds the dubious honour of being the last major economy in Asian to establish a technology park. Japan, Taiwan, Korea, India, Thailand ... and Malaysia have all firmly established themselves on the technology-park map and now the Hong Kong Science and Technology Park (HKSTP) aims to catapult the territory to the front of the pack.

The science park's Chief Executive Officer, CD Tam, does not view Hong Kong's late entry as a barrier to attracting tenants to the 22-hectare complex. In fact, he considers it an advantage.

"We are the latest one to be built, so that means we are also the most modern and have all the latest, state-of-the-art infrastructure and support facilities," he told members during the Chamber's visit to the park on April 15. "Even our buildings are very technologically advanced and can reduce energy costs."

But he is also a realist, and recognises that HKSTP cannot be all things to all people. Therefore, the park's four areas of development focus on information technology & telecommunications, electronics, precision engineering and biotechnology. Besides focusing on these four clusters, Mr Tam says Hong Kong needs to be focused on the execution of technologies regionally.

Southern China exports around 33 percent of China's total electronics exports, which account for about 10 percent of the world's total, he says.

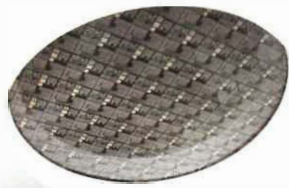
"The Pearl River Delta is very strong in manufacturing, while Hong Kong is strong in knowledge-based research and development. Just a two-hour drive away we have one of the world's largest producers of electronics so there is a lot of scope for Hong Kong and the PRD to work more closely together," he says.

The three-phase project, which is scheduled to be completed by 2009, is nearing the final stages of Phase I, while Phase II is scheduled for completion in 2006/07.

According to Mr Tam, the occupancy rate for Phase I of the park has already reached 70 percent, and once contracts for new tenants under discussion to move in are finalised, the occupancy rate will be around 94 percent.

He says much of the park's attraction is the relatively low set up costs involved for tenants. Instead of having to invest in very expensive hardware and software needed for research, tenants can simply pay for using the equipment.

"This infrastructure that we provide to tenants costs millions of dollars to invest in and it gives tenants access to software through a multi-user licensing arrangement which saves individual



Outside the IC development lab.
集成電路開發實驗室外。



Tenants can pay-per-use of the very expensive IC testing equipment, instead of having to invest in it themselves.

nology

companies from having to pay for individual licenses,” Mr Tam says. “Our aim is to lower the cost and dramatically reduce the set-up time for tenants at HKSTP.”

To illustrate his point, Mr Tam said the park supports the IC design industry by providing the infrastructure and support facilities with a dedicated building for IC design, called the Innovation Center.

“With our Innovation Center, a company can use all our equipment and pay only for the time they use. In this way, a small company inside our Innovation Center has the benefits of being able to work in much the same environment as inside a large semiconductor company such as Motorola,” he says. **B**

For more information on HKSTP visit, www.hkstp.org.



PHASE 3 第三期
expected completion: 2009/10
擬於 2009/10 年落成

PHASE 2 第二期
for completion: 2006/07
擬於 2006/07 年落成

Phase 1 第一期
for completion: 2004
擬於 2004 年落成

創新與科技萌芽



香港是最遲建立科技園的亞洲主要經濟體。日本、台灣、韓國、印度、泰國和馬來西亞已在科技園領域建立穩固地位，但香港現在才冀望藉著科技園躋身區內龍頭。

科技園行政總裁譚宗定認為，香港的晚近加入不會減低這 22 公頃園區吸引租戶的能力。他反而認為這是優點。

本會於 4 月 15 日參觀科技園，期間譚氏告訴會員：「我們的科技園是最新興建的，這亦意味園區擁有一切最現代、最尖端的基建和支援設施。園內大樓採用非常先進的科技，可減省能源成本。」

然而，他也講求實際，明白科技園無法滿足所有人的需求。因此，園區專注四個重點發展領域，包括資訊科技和電信、電子、精密工程及生物科技。此外，他認為香港還需致力開發區域科技。

他指出，中國電子總出口約佔華南出口 33%，後者約佔全球電子總出口 10%。

他說：「珠江三角洲十分擅長製造業，香港則具備一流的知識型研發能力。珠三角是全球最大的電子生產地之一，只需兩小時車程便到達，所以香港與珠三角加強合作將可帶來大量機遇。」

整個科技園項目分三期進行，預

定於 2009 年完成，第一期接近最後階段，第二期預計於 2006/07 年落成。

譚氏表示，第一期的出租率已達 70%，準入駐企業的租約一旦落實，出租率將升至約 94%。

他說，對租戶而言，科技園的最大吸引力在於起始成本相對低廉。租戶無須投資於研發所需的昂貴軟、硬件，只需繳付使用設備的費用。

他續說：「這項專為租戶而設的基礎設施價值數百萬元，可讓租戶通過一項多用戶特許協定使用軟件，因而省回個別支付許可證的費用。我們希望藉著這項設施降低成本，同時大大縮短科技園租戶的籌劃時間。」

他解釋，科技園積極支持集成電路設計業，透過集成電路設計大樓——创新中心提供基建和支援措施。

他說：「企業可以自由利用创新中心的所有設備，費用於使用時才支付。換句話說，即使是创新中心內的小型公司，也可享有跟大型半導體企業如摩托羅拉一樣完善的工作環境。」**B**

查詢詳情，請瀏覽香港科技園網頁 www.hkstp.org。



Precision engineering. 精密工程。



Inside an IC design lab. 集成電路設計實驗室內。



Business Intelligence Infrastructure

Many SMEs are now taking steps to raise their competitiveness by implementing business intelligence systems, writes **ALAN CHAN**

The ongoing quest for cost efficiency, enhanced customer relationship's and new markets has resulted in unprecedented growth in the Business Intelligence (BI) services sector over the past few years. In view of the overwhelming importance of BI to companies, the deployment of BI application infrastructure – ERP systems – is vitally important.

BI is a process that helps businesses increase their competitive advantage by intelligent use of available data in the decision-making process. BI is about turning a pool of raw data into information you can act on and that is relevant to management's area of interest, such as sales/customer relationship management (CRM), finance and production. Managerial personnel should be able to gain insights from the information, make the most informed decision, formulate the appropriate business strategy and eventually achieve greater profitability for the enterprise.

It is widely agreed that BI is not the same as a decision-making system, nevertheless an ERP system is an indispensable component of it. Today, large enterprises are already deploying their second generation BI infrastructure. But for SMEs, many are just starting to take the initiative to outperform their industry peers by choosing a right BI tool.

The most crucial factor of formulating a successful BI strategy is the capability of an ERP system to provide accurate real-time, on-line, up-to-the-minute information. With Internet-based ERP solutions, management not only can access sites locally, but also remotely and to multiple manufacturing facilities, sales rep offices or logistic centers in real time. This gives multinational companies the

flexibility to access company information 24 hours a day, seven days a week via a remote dialup, over the Internet or across WAN.

Custom-formatted reports are another pre-requisite of BI tools. Management needs to be able to obtain the analysis reports specific to their interest and needs, and generate online analysis reports in seconds.

How a business benefits from an ERP system

Sales/CRM – Customer-related processes will become more efficient and customer relationships will be improved. With BI, sales rep performances can be monitored and assessed. Management can acquire a better sales forecast through analysis of product demand trends. It also helps to identify the source and pattern of revenue and hence develop appropriate sales, product and marketing strategy.

Finance – Effective financial management will be achieved from better cash flow control and planning, better control of AR and AP, easy-to-use report writer that provide information on the company financial status in different perspective, real-time calculation of production cost that includes overhead cost, labour cost and materials consumption cost, accurate up-to-the-minute inventory report in quantity and value, capabilities to handle multi-currency, multi-company and multi-branch business operations.

Production – Enterprise will enjoy enhanced efficiency in production due to a better monitoring of production process and inventory levels. A swift, accurate and timely MRP report can be generated in minutes. Through the Demand Analysis, Actual Real-time Costing, High Performance CRP and

APS, the enterprise will be able to obtain immediate and efficient production schedules to cope with any changes in orders. APS module will provide a what-if-simulation* to forecast if an enquiry (not confirmed orders) could be fulfilled. Capacity Loading Analysis will also allow managerial personnel to spot production bottleneck and minimise unbalanced workloads among different work processes.

How an ERP system can be set up in your business

Implementation of an ERP system streamlines business operations and aligns the system with the business strategies and goals of the enterprise. In general, implementation can be divided into six phases:

1. Preparation Phase – Define project scope and objectives and prepare project-working schedule.
2. Business Workflow Study – Discuss workflow of the organisation and see if re-engineering is needed for the business.
3. Realisation Phase – Finalise the business workflow and configure master tables and settings.
4. Final Preparation Phase – End user education and training will be conducted in this phase. Start entry of opening balances and backdate entries.
5. Parallel Run – Keep on improving and fine-tuning processes and verify reports with existing system.
6. Result Measurement – Management training, result evaluation and measurement will proceed. **B**

Alan Chan is the Chief Technical Officer at B.E.L. Systems Ltd. He can be reached at, alan@belhk.com, or visit www.belhk.com for more details on ERP.

商業智慧工具

陳成友認為，許多中小企正透過採用商業智慧系統，設法提高競爭力

隨著現今企業追求更高的成本效益，開拓新市場及進一步提升客戶關係，商業智慧 (Business Intelligence, 簡稱 BI) 在過去數年得到前所未有的發展。作為 BI 應用工具－企業資源計劃管理系統 (ERP) 的應用亦變得更加為迫切。

BI 是將企業的數據轉化為知識，幫助企業作出明智業務經營決策的工具，並提供管理層需要的資料，如銷售/客戶關係管理 (CRM)、會計財務及生產等，以支持其決策過程，為企業帶來更大的利潤。

BI 是建基於企業的各類訊息化系統，如 ERP 系統，現今大型企業大多已處於 BI 工具應用的另一階段。如中小型企業希望從競爭對手突圍而出，一套合適和可靠的 ERP 系統是不可或缺的。

成功的 BI 策略是需要配合一套能夠快速地提供準確、即時和在線資訊的 ERP 系統。這些系統能透過互聯網使不同地區的生產或銷售點安全地查看及更新資料，讓跨國企業隨時隨地掌握企業的經營情況。

自行設計報表功能可讓管理層編輯所需分析報表，是有效 BI 工具所必須具備的。透過 ERP 系統，管理層更可迅速得到在線分析報表，甚至物料需求計劃 (MRP) 報表也只花數分鐘便完成，而不影響整個系統的運作速度。

ERP 系統的好處

銷售/CRM - ERP 能改善企業與客戶相關的流程及提升客戶關係。BI 技術讓管理層量化營業員的表

現，作出監察及評核。企業可從產品趨勢分析得到更全面準確的銷售預測，對收入來源和模式有更大的認知，從而制定合適的銷售、產品及市場策略。

會計財務 - ERP 使企業得到更佳的資金流動管理、應收應付賬款的監察、簡單易用的財務報表、即時計算生產成本、如經常性開支、人工成

ERP 系統的建立

ERP 系統的實施主旨是幫助企業改良營運和流程，以實現其商業策略及目標。系統實施可簡單分為以下多個階段進行：

1. 訂定項目範圍及目標，準備項目工作計劃；
2. 了解及研究企業的流程，流程改造則視乎企業的情況而定；



本及物料消耗成本、庫存報表、多貨幣、多倉庫等功能。企業能全面地掌握財務狀況，作出有效的財務管理。

生產管理 - 優質的 ERP 能提供快捷、準確及即時的物料需求計劃報表。企業可利用需求分析、成本分析、工場需求計劃 (CRP) 及預計生產計劃 (APS) 等功能安排有效的生產計劃以應付訂單需求；假設問題分析亦可幫助預測承接訂單的能力。工場負荷分析可提示各種生產問題，減少工序負荷不平衡的問題。

3. 訂定企業流程和設定主檔文件資料；
4. 安排用戶訓練及開始輸入期初數和往後數據輸入；
5. 對比新舊系統的報表以確定數據的準確性及完整性，同時對項目作出改良及調整；
6. 評估系統實施的成果及安排管理層訓練。B

陳成友為 B.E.L. Systems Ltd. 技術總監。查詢詳情，請瀏覽該公司網頁 <http://www.belhk.com>。

'Batch Mode' & 'Real-time Mode' Point-of-Sales System

「非實時」與「實時」零售系統

A proper Point-of-Sales System results in efficiency. No matter you are running a stand-alone shop, multi-shops, or chained stores, you can select a system that suits for your need.

Most POS systems comprise:

- ✧ barcode function
- ✧ update stock level by issuing purchase invoices and shop invoices
- ✧ provides sales analysis
- ✧ supports other peripherals such as POS display, POS printer and drawer

For the owners of stand alone shops, you should pay attention to the enhancement of the system in the future. Is it suitable if you open more shops in the future and how can they

一套合適的零售系統有助提高效率。不論是獨立商舖，多商舖或連鎖店，也有適合其需要之電腦系統以供選擇。

市場上一般的零售軟件都包括以下功能：

- ✧ 條碼功能
- ✧ 開立購貨發票及零售發票，更新存貨數量
- ✧ 銷售分析

be linked together? For multi-shops or chained stores owners, you should emphasize on the communication between shops and offices.

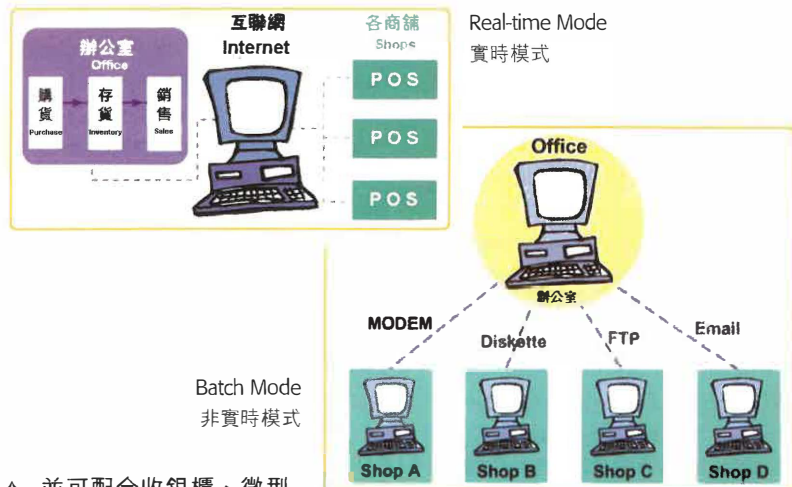
Generally, 'Batch Mode' or 'Real-time Mode' is being adopted.

For 'Real-time Mode' users, you should notice how the system responds in case of disconnection. A well-designed POS system should

allow user to issue invoices in offline mode. Transactions should be updated automatically when the system re-connects again. It will be a shame to terminate the business operations because of the failure!

Prepared by:

Dynamic Software Development Ltd.
Consultant - W. Y. Cheng



- ✧ 並可配合收銀櫃、微型列印機及零售顯示器使用

獨立商舖的用戶應特別注意軟件的擴充性，如日後開分店時是否可以繼續使用，並連繫各分店數

據。至於多商舖或連鎖店之用戶，應特別注意零售系統如何幫助各商舖及辦公室之間的溝通及存貨流動。

一般來說，多商舖之客戶於各商舖及辦公室之間可採用「非實時模式」或「實時模式」兩種連繫方式。

用戶選擇「實時模式」之零售系統時須留意系統於線路中斷時之處理方法。一套設計完善的實時零售系統，必須容許用戶在斷線情況下離線工作，於線路恢復時重新接駁並自動更新資料，令用戶不致因為線路故障而停止運作！

資料提供：

縱橫軟件發展有限公司
顧問 — 鄭慧怡

	Batch Mode 非實時模式	Real-time Mode 實時模式
Data Transfer 數據傳輸	the transactions at shop can be transferred to the office through MODEM, diskettes, FTP or Email 門市數據可經 MODEM、磁碟、FTP 或以電子郵件方式轉往辦公室	shops are connected to office and hence there isn't any special data transfer operations. 各商舖及辦公室以連線方式運作，可省卻交換數據的程序
Data update status 數據更新情況	the stock level is not updated immediately 於數據傳輸前，辦公室部份並不能即時更新存貨出入及銷售記錄	stock level, sales records, customer credit amount and bonus points are up-to-date 存貨、銷售記錄、客戶期數及積分資料可即時更新
Operation Cost 營運成本	connect by using telephone line during data transfer, the cost is lower 可使用普通電話線連線，成本較低	need to use leased line or broadband to access internet continuously, the cost is relatively higher 須長時間使用專線或連接國際網絡，成本相對較高



"Digital Rights Management" (DRM)

This new technology is very important for protecting proprietary and sensitive information sent over the Internet and preventing those information from being misused by other parties. DRM solutions ensure the secure delivery of information and provide continuous control over content even after it's delivered to recipients.

The solution lets organizations control whether documents/emails can be viewed, printed, copied, saved locally, or forwarded – even after recipients have it. In addition, senders can revoke access to documents/emails and dynamically change usage policies regardless of where the documents/emails are located.

DRM enables manufacturers to share highly confidential and

proprietary information (e.g. product design, price books) with customers/factories/suppliers quickly, without losing control of those extremely valuable intellectual property.

DRM is a patented technology from an US company called Authentica. SecureNet Asia is Authentica's authorized reseller in Hong Kong, China, Macau and Korea.

How Law Firms Use Authentica's Recall Products

Mergers and Acquisitions

When a client makes itself available for acquisition it must enable potential acquirers to view sensitive information. Authentica's products make it reasonable to do this over the Internet because it prevents unauthorized individuals from reading the material.

Client Communications

E-mail has become a primary method of communication. With Authentica, privileged communications remain secure and all

communications can be tracked ensuring completeness as well as providing billing support.

No Misdirected Information

It is all too easy for electronic information to be misdirected – accidentally or intentionally. Every counsel fears crucial information inadvertently landing in the hands of opposing counsel – a fear made vastly more realistic by the Internet. With Authentica, a message that did happen to reach opposing counsel would be unreadable.

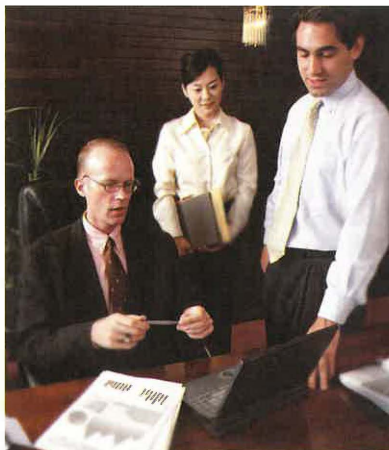
Internal Management

The overwhelming majority of compromised information is the result of internal misuse or abuse by individuals within an organization. With Authentica, you can create defined levels of information access and use.

A Valuable Tool for Corporate Legal Departments or Law Firms

Authentica's Recall suite of information protection products lets you leverage the Internet to speed the legal process while ensuring that sensitive information always remains under your control.

For more information about DRM solutions, please contact SecureNet Asia at 2586 1272 or email info@securenetasia.com.



Visual Communication – Why is Video Essential?

Business communication relying on just e-mail and phone are missing the opportunities to establish higher productivity at the workplace

People tend not to focus on business issues when they rely on the phone and e-mail as the main form of communication, while they give noticeably more attention to face-to-face communications, according to a recent survey, conducted by RoperASW, and TANDBERG.

Only one-in-four respondents polled said they pay full attention when participating in an audio conference call, and three in four do not finish reading an entire email. For video conferencing and calls, 93 percent said they pay more attention when they see someone, and 95 percent said they like to see visual cues and body language.

Many of the communication methods in the workplace such as e-mail, IM, audio and data are often single dimensional and lacks eye contact and visual cues. Video communication can offer many of the same benefits as in-person communication. It is more engaging and creates deeper understanding by revealing real time reactions and emotions. It provides the ability to bridge language and cultural barriers with visual cues, and illuminates interaction within teams. These elements enables quick decisions, build high trust, makes negotiating easier, reduces confusion and misunderstanding, makes people more accountable, and is better for explaining details.

For companies that are keen to improve the way they communicate by adopting video, there are currently an array of systems available in the market cater for personal desktops, meeting rooms and boardrooms. These systems use either ISDN or IP, or a combination of both which will integrate seamlessly into the existing office network.

Many of TANDBERG's customers, a leader in visual communications solutions, are already enjoying the benefits of standard-based video communications, from day-to-day meetings with colleague and customers, to conducting multi-site training and product launches. So video communication goes beyond being just a travel replacement. The simplicity and reliability of this mode



of communication will make video meeting as ubiquitous as e-mail and telephone calls.

For more information on TANDBERG solutions, email hk@tandberg.net or visit www.tandberg.net.

視像通訊—為什麼影像是如此重要？

商業通訊如只單靠電郵和電話，恐怕只會失去提高工作效率的機會

由 RoperASW 和 TANDBERG 最近進行的調查顯示，一般人在使用電話和電郵時的集中力最低，但在面對面溝通時明顯較能集中精神。

調查結果指出，四名受訪者中只有一位表示在參與視像會議電話時能全神貫注，而四名受訪者中就有三位不會讀畢整封電郵。視像通訊方面，93% 受訪者表示在看到對方時較能集中，95% 受訪者表示喜歡看到視覺訊息和身體語言。

辦公室內許多溝通方法如電郵、即時通訊、音頻數據訊號都只是單向式的，缺乏了面對面溝通時的眼神接觸和視覺訊息。視像通訊可提供與面對面溝通相同的優勢，透過顯示雙方的即時反應和表情，藉以令與會人士更加投入，使大家有更深入的理解。同時，這種溝通方式亦可藉著視覺訊息打破語言和文化上的障礙，引導團體作出交流。這些元素有助加快作出決策、建立信心、使洽談更為容易、減少

混亂和誤解、使人更具責任感，而且亦有助解釋詳細的資料。

對於那些有意採用影像方式來加強溝通的公司，現時市面上出現了多種系統，以切合不同用家的個人電腦、會客室和會議室。這些系統使用整體服務數碼網絡 (ISDN) 或 IP，又或混合使用兩者來驅動，不論 ISDN 或 IP 均可順利與公司的現存網絡連接。

領先全球的視像通訊系統和服務提供者 TANDBERG 的許多客戶，現已享受到標準視像通訊為他們帶來的好處，包括每天與同事和客戶保持聯絡，以至在多個地點同時進行培訓和推廣產品。視像通訊並不只是取代出差的工具，其易於使用和可靠的特點使視像會議無異於電郵和電話，無論何時何地也可輕鬆使用。

如欲索取 TANDBERG 視像通訊器材的資料，可電郵 hk@tandberg.net 或瀏覽 www.tandberg.net。



As a global leader in real estate headquartered in Los Angeles, CB Richard Ellis (CBRE) provides a comprehensive portfolio of services to real estate owners, investors and occupiers through more than 250 owned and affiliated offices in 48 countries. CBRE produces hundreds of documents a month.

Getting a handle on document management has always been a challenge for the company, and IT has stepped up to the plate to put order in its potentially chaotic document workflow process. In daily operation, CB Richard Ellis needs to have close communications with their various overseas companies and clients. To increase the communication effectiveness and efficiency, CBRE adopted two units of Ricoh's Aficio colour multi-function products (MFPs) to add to its existing IT resources.

世邦魏理仕是全球首屈一指的物業顧問服務公司，總部設於洛杉磯，透過全球 48 個國家超過 250 個主要辦事處為房地產業主、投資者及用家提供全面性的服務。世邦魏理仕每月均需製作逾百份文件。

文件管理及處理是任何一間公司都需要面對的挑戰，而 IT 部門更要承擔起把混亂的文件流程工序整合得井井有條的職責。此外，由於業務需要，世邦魏理仕經常需要與各分公司及客戶保持密切聯繫。因此，世邦魏理仕決定選用理光彩色文件系統，令訊息交流更有效率及更加快捷。

Ricoh Colour Document System fulfills the Needs of Professional IT Managers

For IT professionals like Jason Parry of CB Richard Ellis, IT Manager of Asia Region, the task of constantly trying to reduce IT complexities in their companies is a constant challenge.

With the recent installation of Ricoh printers in their office, CBRE didn't need to install any new software onto staff's desktop PC. "Therefore, this was very simple and we can replace desktops or upgrade the printers with minimal impact," Mr Parry explained. He is impressed that the Ricoh colour document systems provides total solutions to meet their needs.

Fast Printing Speed

Compared to traditional systems, Ricoh's advanced colour document system provides fast printing speeds, which increases office productivity tremendously.

Cost Effective Printing with Low Total Cost of Ownership (TCO)

The flexible arrangement means CBRE is only required to pay the cost

of consumables and a monthly fee based on the number of pages generated by each unit. Ricoh also provides on-going support and preventive maintenance service as well as regular end-user training sessions for free.

Companies with over 100 employees print huge volumes every day, and therefore need to carefully consider the per page costs. With traditional colour printers, both toner and special paper costs are very expensive, but Ricoh's cutting-edge colour printing technology reduces this significantly. "We are keeping up with technology, reducing cost per page, and our maintenance is low because we don't have to allocate in-house IT skills for the repair and installation of the Ricoh printers," Mr Parry noted. "And the total running cost for colour printing has been reduced by 15 to 20 percent."

Ease of Use

Mr Parry also noted that the machines, despite being complex, are

simple to use, and is impressed with Ricoh's excellent customer service, with the on-going training reminding users how to get the most out of the systems. "Without proper training, people restrict their knowledge and use of the unit to 60 percent or 70 percent of its full capability," noted Mr Parry. Furthermore, by using the "scan-to-eMail" function, users can scan and eMail to designated single or multiple recipients at a time.

Network Consulting Service

Prior to installation, Ricoh dispatches professional consultants offering technical support to ensure the system will operate smoothly on the company's network. Besides, Ricoh's "2-hour response service" provides speedy technical support and brings users peace of mind.



理光彩色文件系統

滿足專業資訊科技經理要求



據 世邦魏理仕亞洲區資訊科技經理 Mr Jason Parry 表示，從專業角度來說，要不斷地減低公司內資訊科技的複雜性是一項挑戰。

據 Mr Parry 表示：「安裝理光彩色文件系統可說非常簡單和容易，因為我們無需在員工的電腦上安裝新的軟件，亦因此令我們可以在最低影響的情況下把現有文件系統升級。」而且他認為理光彩色文件系統所提供的全面性方案非常吸引，能夠滿足公司的各種需求。

快捷的打印速度

理光彩色文件系統採用極先進的數碼技術，打印速度較一般打印機快速，大大提升辦公室工作效率。

打印成本更經濟

理光靈活的合約只需客戶支付機器的耗材費和一個根據使用量來收費的月費，便可使用到一個高質素的文件管理方案。與此同時，理光亦不斷地提供技術支援以及免費的用戶訓練課程，讓客戶能夠將機器及工作流程整合得更完善來提升工作效率。

對於逾百人的公司來說，員工每天所需打印的文件數目往往非常龐大，因此每張打印文件的成本必須小心謹慎計算。如使用一般彩色打印機，其碳粉價格高昂，成本不菲。相反，理光彩色文件系統採用尖端科技，令每張打印文件的成本大幅降低。Mr Parry 表示：「由於我們無需分配額外人手修理及安裝

理光彩色文件系統，令我們能夠把打印成本降至最低。在選用理光彩色文件系統後，我們的整體運作成本減少了 15 至 20%。」

操作更簡易

Mr Parry 除了考慮機器功能外，操作起來方便與否亦同樣重要。他對理光出色的客戶服務極為滿意，而用戶培訓課程能夠令用戶清楚知道如何使用機器，從而獲得最大的工作效率。他表示：「沒有適當的使用訓練，員工只能用到系統 60 至 70% 的功能」。另外，使用者更可透過掃描至電郵功能，一次過把文件掃描並電郵至多個收件者，既簡單又快捷。

網絡顧問服務

在顧客安裝系統之前，理光會派出專業顧問提供技術協助，確保系統日後運作正常。此外，理光的「2 小時服務承諾」，能夠提供快速及可靠的技術支援，周全照顧客戶需要。



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此優惠至 2004 年 12 月 31 日

RICOH
Image Communication

Few software companies can claim to have sold more software than Microsoft. Yet for Symantec, which shipped more Norton AntiVirus packages in September last year than Bill Gates shipped Windows, the achievement highlights the growing concern about online security issues.

Last year in Hong Kong, approximately 32 percent of all companies suffered from some form of computer attack – virus, hacking, denial of service and information theft – according to the Hong Kong Computer Emergency Response Team Coordination Centre.

Despite being high, the figure does give some cause for encouragement as it is down from 54 percent in 2002.

David Sykes, Senior Director, Symantec Enterprise Sales, Asia Pacific, says there is a lot more awareness about online security issues, but the greatest risk continues to be users themselves.

“Users still don’t believe that they could lose their job or their company could be damaged through a security breach,” he says. “So everything starts on the company’s security policy. If you don’t have a policy then you are wasting your money on technology, because it won’t do you any good as long as people continue to give passwords over the phone, or open attachments from people they don’t know.”

Although he views much of the coverage on computer attacks in the media as hype, he welcomes the effect that they have had on helping raise awareness of the problem. It has also kept the anti-virus market growing at about 20-22 percent per quarter, and secured Symantec a 70 percent market share of the consumer security market.

Expanding business

When Symantec set up in Hong Kong in 1995, it distributed a wide range of software products, from WinFax to ACT Database. “The only thing we really do now is security,” he says. “So we have moved from a company that was quite broad in its product focus to one that is now the number-one Internet security company in the world.”

During that process, the company has also diversified its client base from

predominantly home users, to corporate consumers. Today, over half of Symantec’s global revenues come from corporate clients, and the segment has become the focus of the company’s growth strategy which seems to be paying off.

Since 1999, Symantec’s fiscal revenues have more than doubled, from US\$632 million to US\$1.4 billion last year. With its recently released Internet security packages, as opposed to standalone products, Mr Sykes expects sales to remain brisk.

“Separate protection products, from firewalls to anti-virus and intrusion software are commonly used now, but a big challenge is to get all of those integrated into a single, seamless suite,” he says. “This is a natural evolution that has taken place with almost every popular software program.”

Greater awareness

Some people have argued that harsher punishment should be meted out to offenders who unleash viruses, worms and even spam, but Mr Sykes says this – if it were possible – would do little to curb the problem.

“I am quite certain that a lot of people who write these viruses and worms – particularly the ones that are not malicious, but the ones that clog up the Internet – probably don’t realise that those same worms are clogging up the pipes in a hospital or the calls of the emergency services,” he says.

Even with harsher penalties, catching the offenders is extremely difficult as governments’ efforts to hunt down and prosecute spammers is proving. There have been examples where governments have said they are going to get a spammer and put him in jail, only to trace the source back to one of their own servers which they had left open.

“It is a little naïve to think you can do this when you actually stop and look at the world in which we work. What we should be focusing on is how can we get word out about the damage this causes and how can we get kids to understand that this kind of stuff is not cool,” he says.

With everything from virus and spam attacks to stolen personal data to porn intrusions, some of the appeal of

Symantec



the Internet is starting to wane. Will the idea of controlled online communities which filter out such threats make a comeback? Mr Sykes thinks not.

“At the end of the day, the Internet is now beyond control,” he says. “But I think future issues will be more about not how people access the Internet, but how the Internet accesses their lives.”

Increasingly, this natural evolution will move forward to a point where security will be integrated, or embedded into the Internet, which is already starting to happen, as telecommunications companies explore ways to embed filters and controls to protect their customers.

He also foresees that just as past standalone software products have been merged into packaged suites, the same will be true for security software. So instead of buying a firewall, anti-virus, intrusion and privacy software from four different companies, managing the licenses and updating them one by one, integrated security suites will provide a much simpler and securer solution.

“People won’t go out and buy an anti-virus program anymore. They will go out and buy an Internet security program,” says Mr Sykes. **B**



"I think future issues will be more about not how people access the Internet, but how the Internet accesses their lives," says Mr Sykes. 施達威表示：「我認為日後的問題會涉及互聯網如何滲透人們的生活，多於人們如何使用互聯網。」

極少軟件公司會聲稱比微軟售出更多軟件，Symantec 卻屬例外。該公司去年九月所付運的 Norton 防毒軟件，較比爾蓋茨同期付運的視窗軟件還要多。Symantec 的成就，在在突顯了人們對網上安全問題日益關注。

香港電腦保安事故協調中心的資料顯示，去年約有 32% 香港公司遭到不同形式的電腦襲擊，包括病毒、黑客、中斷服務和竊取資料。

這個數字雖大，但相比 2002 年的 54%，已有所下降，無疑令人鼓舞。

Symantec 亞太區企業銷售高級總監施達威 (David Sykes) 表示，人們已對網上安全問題提高警惕，但最大的風險依然源於用戶本身。

施氏說：「用戶仍不相信他們會因保安失誤而失掉工作以至整間公司。事實上，保安政策對公司極為重要，欠缺保安政策就等於白白浪費投放在科技上的金錢。要是人們繼續在講電話時洩露密碼，或者開啟陌生人傳來的電郵附件，公司就會不斷受到傷害。」

縱使施氏覺得有關電腦攻擊的新聞報道，很多時都渲染實情，但他卻

認為此舉有助增加人們對問題的注視，亦令防毒市場得以每季 20 至 22% 的速度持續增長，使 Symantec 穩守個人及家庭用戶保安產品市場的 70% 佔有率。

擴展業務

1995 年，Symantec 在香港成立，推出各式各樣的軟件產品，從 WinFax 到 ACT Database 一應俱備。施氏稱：「現在我們專注發展保安業務，銳意把 Symantec 由一間提供多元化產品的公司，發展為全球互聯網保安公司之首。」

在這個過程中，該公司亦改變客戶群的結構，從原來以家庭用戶為主，改為著重企業客戶。現時，Symantec 逾半環球收益來自後者，由此可見，其重視企業客戶的發展策略，已經奏捷。

Symantec 的財政收益從 1999 年的 6 億 3,200 萬美元，倍增至去年的 14 億美元。隨著該公司近年改為著力推出互聯網保安整合方案，而非單點產品，施氏預期銷售額將保持可觀增長。

他續稱：「單點防護產品，例如防火牆、防毒和入侵偵察軟件，十分普及，惟我們面對的最大挑戰在於如何把它們整合成一套天衣無縫的解決方案。每一套流行軟件都差不多必須經歷這個進化過程。」

提高警惕

有人主張加強對發出病毒、蠕蟲和垃圾電郵罪犯的懲罰，以收阻嚇作用，但施氏認為，即使這樣，也難解決問題。

他表示：「我敢肯定編寫這些病

毒和蠕蟲的人 (尤其是那些並無惡意但確實令互聯網擠塞的程式)，大都不知道類似的蠕蟲正堵塞著醫院的管道或急救服務的熱線。」

再者，儘管加強懲罰，但逮捕罪犯仍然相當困難。政府為捉拿和檢控垃圾電郵製造者所作的努力，可資印證。一些政府表示會捉拿垃圾電郵製造者並判他入獄，但政府只單憑追蹤製造者的一個沒有關上的伺服器。

他說：「如你停下來看看我們的工作世界，你認為可憑此成事的想法，便顯得有點幼稚。我們該聚焦於宣傳垃圾電郵所造成的禍害，並使兒童明白這些舉動其實不甚明智。」

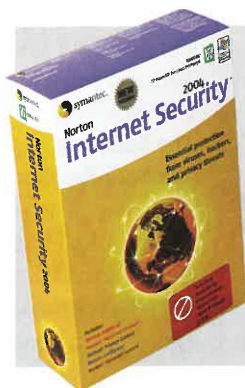
病毒和垃圾電郵攻擊、盜取個人資料、性騷擾等，令互聯網的吸引力慢慢減退。那麼，加強網上控制以過濾此等威脅的構思，會否再次受到歡迎呢？施氏認為不會。

「歸根結柢，互聯網現時是不受控制的。但我認為日後的問題會涉及互聯網如何滲透人們的生活，多於人們如何使用互聯網。」

這個自然進化過程的終點，是把保安與互聯網結合。此情況已開始顯現，正如一些電訊公司設法安裝過濾器和控制器，以加強對客戶的保障。

由於原先的單點軟件產品已逐漸整合成組合方案，施氏預計保安軟件亦會同樣演變。從四間公司分別購買防火牆、防毒、入侵偵察和私隱保護軟件，並分開處理授權和逐一更新，當然不及使用整合式保安軟件套裝來得簡便和安全。

施氏總結道：「人們不再願意購買單點防毒軟件，他們想要的是互聯網保安安全綜合方案。」 **B**



Member Profile 會員巡禮

Company: Symantec

Business: Internet security

Established: 1990

Year joined HKGCC: 2001

Web site: www.symantec.com

公司: Symantec

業務: 互聯網保安

成立年份: 1990

入會年份: 2001

網址: www.symantec.com

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Financial Services

Mr Adrian LI

Information Services

Mrs Cindy CHENG

Professional Services

Mr Ian ROBINSON

Real Estate Services

Mr Kyran SZE

Travel/Tourism

Mr Alan WONG

Americas

Professor Harry Harding,

Dean, Elliot School of International Affairs, George Washington University, USA, spoke at the Chamber's March 16 roundtable luncheon on "U.S.-China Relations in an Election Year."

A delegation from **the U.S. China Economic and Security Review Commission** called on Chamber CEO Dr Eden Woon on March 19. The commission was established in 2000 to monitor, investigate, and report to Congress on national security implications of bilateral trade and economic relations between the U.S. and China. The commission is composed of 12 members, all of whom are appointed by members of Congress.

Asia/Africa

Jun Yokota,

Consul General of Japan in Hong Kong, spoke at a Chamber luncheon on March 19 on "The Japanese Economy and Economic Integration in Asia."



Hiroshi Nakada, Mayor of Yokohama, Yokohama City Government, Japan, met with Dr Eden Woon, Chamber CEO on March 30. Yokohama is keen to forge relations with Hong Kong.

China

Several Mainland provinces and municipalities held, or will hold, trade fairs in Hong

Kong this spring and visited the Chamber to seek assistance in promoting their events. These included:

Tan Xiaolin, Deputy Secretary General of Jiangxi Province (March 17), for the Jiangxi & Hong Kong Investment & Projects Promotion Symposium on April 15.

Gao Hongmei, Vice Chairman of Anhui CCPIT (March 17) and Wang Fuhong, Director of the Bureau of Commerce of Anhui Province (March 23), for the Anhui Fair on May 18.

Ji Chuntang, Hengshui City Mayor, Jiangsu Province (March 22), for the Hengshui Fair on March 24.

Nie Chenxi, Handan City Mayor, Hebei Province (March 22), for the Hebei Fair on March 23.

Zou Erjun, Vice Director of Office for Fujian Hong Kong Fujian Macau Economic Cooperation Promotion Committee (March 24), and Yang Biao, Vice Director of Fujian Foreign Investment Services Center (March 30), for the visit by the governor of Fujian Province to Hong Kong in mid June.

Weng Wen Xiang, Chairman of CCPIT Guangzhou Sub-council (April 13), for the "Hong Kong-Guangzhou Services Sector Conference" in Guangzhou in June.

Zhang Lei, Jiangsu, Director of the Jiangsu Commercial Bureau (April 15), for the Jiangsu Fair on June 17.

The Secretary of Hebei Province Bai Keming,

Governor of Hebei Province Ji Yunshi, and Vice Governor Cai Limin officiated over the opening ceremony of the Hebei-Hong Kong Economic

& Trade Fair on March 23. Chamber CEO Dr Eden Woon represented HKGCC at the event, and on the second day of the fair delivered a speech at the CEPA Service Industry Seminar.

Dr Jin Bei, Deputy Director, Institute of Industrial Economics, Chinese Academy of Social Science, led a delegation to the Chamber on March 25 to share the findings of their recent survey on Enterprises Competitive Index, which focuses on beverage industries in China. Company representatives from several major beverage companies in China, including Tsingtao Brewery and Hainan Yedao, joined the delegation.

Peng Qinghua and Li Guikang, Deputy Directors of the Liaison Office of the Central Government of PRC in HKSAR, attended a breakfast meeting at the invitation of Chamber Chairman Anthony Nightingale on April 15. During the meeting, Chamber General Committee members and Committee Chairmen discussed with the guests topics related to the implementation of CEPA and the future economic development of Hong Kong.

Amy Law, Director & CPA of K L Lee & Partners CPA Ltd, spoke on



"New Policy for Overseas Taxpayers Who Failed to Report their Individual

Cayman Islands Officials Speak at the Chamber

George McCarthy (right), Financial Secretary of the Cayman Islands, McKeeva Bush (left), Leader of Cayman Islands Government Business, and Daniel Scott, Managing Partner, Ernst & Young, spoke at a Chamber roundtable luncheon on March 24 on "The Cayman Islands: The International Financial Center."



開曼群島官員親臨總商會演說

開曼群島財政秘書長 George McCarthy (右)、開曼群島政府商務領袖 McKeeva Bush (左) 和安永會計事務所合夥人 Daniel Scott 於 3 月 24 日小型午餐會演說，講題是「開曼群島：國際金融中心」。

美洲

美國喬治華盛頓大學 **Harry Harding** 教授於 3 月 16 日「美國大選年的中美關係」小型午餐會演說。

美中經濟及保安檢討委員會代表團

於 3 月 19 日到訪，與本會總裁翁以登博士會面。委員會於 2000 年成立，旨在監察、研究及向國會匯報國家安全對美中雙邊經貿關係的影響。委員會的 12 名成員全由國會議員委任。



亞洲及非洲

日本駐香港總領事 **橫田淳** 於 3 月 19 日本會午餐會，談論共有經濟和亞洲經濟融合。

日本橫濱市市長 **中田宏** 於 3 月 30 日與本會總裁翁以登博士會面，中市長表示渴望與香港建立關係。

中國

內地多個省市代表先後探訪本會，旨在宣傳今春假香港舉行的多個貿易洽談會，包括：

江西省人民政府副秘書長 **譚曉林** (3 月 17 日) — 4 月 15 日江西省 (香港) 招商引資項目推介會。

中國貿促會安徽省分會副會長 **高紅妹** (3 月 17 日) 和安徽省商務廳廳長 **王福宏** (3 月 23 日) — 5 月 18 日安徽 (香港) 投資貿易說明會。

江蘇省衡水市人民政府市長 **冀純堂** (3 月 22 日) — 3 月 24 日衡水市投資及發展洽談會。

河北省邯鄲市人民政府市長 **聶辰席** (3 月 22 日) — 3 月 23 日河北省 (香港) 投資貿易洽談會。

閩港閩澳經濟合作促進委員會副主任 **鄒爾均** (3 月 24 日) 和福建省外經貿廳廳長 **楊彪** (3 月 30 日) — 福建省省長將於六月中訪港。中國貿促會廣州分會會長 **翁文祥** (4 月 13 日) — 六月在

廣州舉行「穗港服務業大會」。

江蘇省對外貿易經濟合作廳廳長 **張雷** (4 月 15 日) — 6 月 17 日蘇港經貿合作商機發布會。



河北省省委書記 **白克明**、河北省人民政府省長 **季允石** 和副省長 **才利民** 主持 3 月 23 日「河北與香港經貿洽談會」開幕禮。本會總裁翁以登博士代表本會出席洽談會，翌日於「CEPA 服務業研討會」演說。

中國社會科學院工業經濟研究所副所長 **金碚** 博士於 3 月 25 日率領代表團到訪，分享該所最近對內地飲料業進行的「企業競爭指數」調查結果。團員包括來自內地多家主要飲料企業代表，包括青島啤酒和海南椰島。

中聯辦副主任 **彭清華** 和黎桂

香港總商會

委員會
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香港—台北經貿合作委員會
蔣麗莉博士

工業及科技委員會
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黃友忠

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
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香港服務業聯盟
執行委員會
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李氏橋

資訊服務委員會
鄭韓菊芳

專業服務委員會
羅寶信

地產服務委員會
施家殷

旅遊委員會
黃家倫

Income Tax in Mainland China" at the Chamber's April 15 roundtable luncheon.

Europe

March Allard, Director of France, Hong Kong Development Trade Council, led a business delegation to the Chamber on March 16, to meet with members interested in furthering business interests with their French counterparts.

Goran Kinnander, Managing Director, Jonkoping Chamber of Commerce, led a business delegation to the Chamber on March 18. Located in southern Sweden, Jonkoping is particularly strong in mechanical and wood manufacturing industries. Chamber members met with the delegation to discuss possible business opportunities.

Marcela Velis, International Director, Primec-Sefes (Business Confederation of Small and Medium Companies in Catalonia, Spain), visited the Chamber on March 22 with a business delegation to meet Chamber members interested in developing business ties in the country.

Tyrone Mong, Chief Director, Italian Trade Commission, visited the Chamber on March 30 with a delegation for a business matching meeting with members. The delegates were interested in seeking business partners in China and expanding their Chinese

markets with Hong Kong companies.

Environment

The Chamber and the Business Coalition for the Environment co-organised the intercham luncheon "**Designing Hong Kong Harbour District**" on April 15. Carrie Lam, Permanent Secretary for Housing Planning and Lands, Christine Loh, Chairperson of the Society for Protection of the Harbour, and Paul Zimmerman, convener of the Designing Hong Kong Harbour District project, spoke at the event.

CEPA

The "**Experience Sharing Workshop - Logistics**" took place on March 22 with speakers talking about the ups and downs that they have encountered when applying for the Hong Kong Service Supplier Certificate and in doing business in Mainland China.

Pearl River Delta

Chamber CEO Dr Eden Woon hosted a luncheon for Rosanna Wong of the Hong Kong Federation for Youth Groups and Peter Wong of Standard Chartered Bank - the Chamber's partners in the "Pearl for Youth" project - on 16 March. During the meeting, it was decided that the project should run again in 2004, and that a working plan for 2004 be drawn up.

KW Tsang of the Labour Department, visited the Chamber on March 31 to

PBEC HK

Yang Wenchang (right), Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the HKSAR, attended PBEC's cocktail reception to mark the official opening of the council's international office on March 23. Arthur Kobler, President of PBEC, and David Eldon, Chairman of PBEC Hong Kong, both spoke at the event and thanked members for their support of PBEC HK and in facilitating the move of PBEC international from Hawaii to Hong Kong.



太平洋地區經濟理事會香港委員會

中國外交部駐香港特區特派員楊文昌(右)於3月23日出席太平洋地區經濟理事會酒會，慶祝理事會的國際辦事處正式啟用。理事會總裁高伯樂和理事會香港委員會主席艾爾敦於酒會上致辭，並感謝會員對理事會香港委員會的支持及協助理事會將國際總部從夏威夷遷至香港。

discuss possible collaboration on the Pearl for Youth project in 2004. The Chamber and the Labour Department will co-organise a "career expo" to encourage young people to find careers in the Mainland.

Intellectual Property

The Chamber co-organised the "**No Fakes Campaign**" in support of the "Hong Kong - The Real Experience Seminar" on March 22. Secretary for Trade and Industry John Tsang opened

the seminar, which was organised by the Intellectual Property Department.

HKCSI Geneva Mission

HKCSI Secretary General Dr WK Chan attended the Global Services Network delegation to Geneva on March 22-23 to push for progress in the services negotiations to be re-launched under the Doha Round of WTO trade negotiations. The delegation comprised of 43 participants

from 12 countries / economies. Besides 13 meetings with WTO negotiators, a press conference and an internal meeting of the Global Services Network's core group were held. The GSN agreed, among other things, to send a letter to WTO members who have not yet submitted services liberalisation offers to urge them to do so.

HKTBCC

Lu Ping, Director, Kwang Hwa Information & Culture Center, moderator HKGCC CEO Dr Eden Woon, David Lie, CEO of NewPower Group, and Dr Joseph Cheng, Professor of Political Science, City University of Hong Kong, analysed the future development of Taiwan after the island's election at a Chamber's roundtable luncheon on April 1.



Service Industries

The Retail and Distribution Committee met on April 14 to hear senior officials from the police force talk about crimes related to retail and tourism.

The HKCSI Executive Committee met on April 14 to discuss a range of issues, including progress of the services negotiations in the WTO, and services promotion programme, among others. **B**

康應本會主席黎定基邀請，出席4月15日早餐會。會上，本會理事會成員和委員會主席與嘉賓討論「更緊密經貿關係安排」實施和香港未來經濟發展事宜。

李家樑合夥會計師事務所有限公司董事及執業會計師**羅鳳霞**於4月15日小型午餐會演說，講題是「境外納稅人漏報個人所得稅稅務新政策」。

歐洲

香港貿易發展局法國事務總監**March Allard**於3月16日帶領商務代表團到訪本會，與會員商討如何促進與法國同業的業務。

Jonkoping 商會董事總經理**Goran Kinnander**於3月18日率領代表團到訪，與本會會員洽談商機。Jonkoping 位於瑞典南部，精於機械和木製造業。

西班牙加泰隆尼亞中小企業商業同盟 (Primec-Sefes) 國際總監**Marcela Velis**與商務代表團於3月22日到訪，與本會會員討論在西班牙拓展商貿聯繫事宜。

意大利貿易委員會首席總監**Tyrone Mong**與代表團於3月30日探訪本會，與會員舉行商貿配對會議。團員表示有意尋求內地商業夥伴，並與港商合作擴展中國市場。

環境

本會和商界環保大聯盟於4月15日合辦「**共創我們的海港區**」聯合午餐會。規劃及地政常任秘書長林鄭月娥、保護海港協會主席陸恭蕙和「共創我們的海港區」計劃召集人司馬文於午餐會上演說。

緊貿安排

「**內地營商經驗分享工作坊—物流業**」已於3月22日舉行，講者在會上講述他們在申請香港服務提供者證明書和內地營商時遇到的困難。

珠江三角洲

本會總裁**翁以登**博士於3月16日宴請香港青年協會總幹事王葛鳴和渣打銀行董事王冬勝。青協、渣打銀行和本會為「珠三角·青雲路」計劃的合作夥伴。午餐會上，三方決定於今年再度開展計劃及擬定2004年工作大綱。

勞工處代表**曾健和**於3月31日到訪本會，商討2004年「珠三角·青雲路」計劃的合作事宜。本會與勞工處將合辦「職業博覽會」，鼓勵青年人北上發展事業。

知識產權

本會為「**正版正貨**」承諾計劃的協辦機構，並支持3月22日的「**正貨之都 @ 香港**」保護知識產權講座，工

商及科技局局長曾俊華主持揭幕儀式，是次講座由知識產權署籌辦。

香港服務業聯盟 訪問日內瓦

香港服務業聯盟秘書長陳偉群博士聯同環球服務網絡代表團於3月22至23日訪問日內瓦，爭取在世貿多哈回合談判下重開服務貿易談判。代表團共有43名成員，來自12個國家和地區。除與世貿談判員舉行了13次會議外，環球服務網絡還召開了記者會和內部會議。該組織已同意致函尚未給予服務自由化的世貿成員，促請它們採取行動。

香港—台北經貿合作 委員會

光華新聞文化中心主任**路平**、總商會總裁**翁以登**博士、新大中集團執行主席李壯和香港城市大學政治科學系教授**鄭宇碩**博士於4月1日小型午餐會，分析台灣大選後的未來發展形勢。

服務業

零售及分發委員會於4月14日召開會議，邀請警務處高級人員談談與零售和旅遊業有關的罪案。

香港服務業聯盟執行委員會於4月14日開會討論多個問題，包括世貿下的服務貿易談判進展和服務業推廣計劃。 **B**

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What's On 活動預告

UPCOMING EVENTS 活動一覽

18 May

Europe Committee Roundtable Luncheon: "Foreign Direct Investment and Poland's Accession to the European Union"

18 May

Training: Individual Income Tax in PRC (Cantonese)
如何申報在國內的個人所得稅 (廣東話)

19 & 27 May

"非一般的專業服務態度" — 針對零售業從業員而設的講座 (廣東話)

19 May

Training: Professional Telephone Skills for Receptionists, Junior Secretaries & Frontline Staff (Cantonese)

19 & 21 May

Training: Constructive Feedback For Performance Gap (Designed for supervisors, managers, or anyone who needs to give performance feedback to their subordinates)

20 May

Business-matching Meeting with Anhui Bureau of Commerce Service-Sector Delegation
安徽省商務廳服務貿易代表團商業配對會

20 May

Chamber Golf Outing at Long Island Golf & Country Club, Dongguan
總商會高爾夫球同樂日 — 東莞長安高爾夫球鄉村俱樂部

24 May

Roundtable Luncheon: "The Principles of High Performance Leadership"

27 May

PRD Roundtable Series: "Practical Issues on Investing in Guangdong"

27 May

Chamber Happy Hour at Pacific Bar, 8/F Conrad Hong Kong

28 May

Roundtable Luncheon: "Evaluating Security Reality for Hong Kong Business Environment"

2 June

Training: Professional Assistant to Top Management (Cantonese)

7 June

Training: Customer Relationship Management for the Chinese Culture (Cantonese)
顧客關係管理在中國市場的運用 (廣東話)

8 June

Training: Requirement on Representative Offices in the PRC (Cantonese)
常駐大陸代表處應注意的操作規範 (廣東話)

8 June

Training: Consultative Selling Skills (Cantonese)

9 June

Training: Setting up Individual Private Enterprises to Benefit from CEPA (Cantonese)
如何配合 CEPA 在中國開設個體戶進行貿易 (廣東話)

9 June ~ 28 July

Training: Oral English for Call Centre Staff (English)

10 June

Training: Legal Issues Related to Setting up Company and M&A in the Mainland (Cantonese)
在內地設立公司及收購、合併應注意的法律問題 (廣東話)

10 June

Training: Smart Coaching (Cantonese)
「勁量管理」Smart 教練講座 (廣東話)

11 June

Training: Understanding Function of Documents Clearly To Determine Discrepancies Confidently and Accurately

15 June

Roundtable Luncheon: "Digital Rights Management"

COMMITTEE MEETINGS 委員會會議

18 May

Europe Committee Meeting

20 May

Legal Committee Meeting

21 May

Environment Committee Meeting

25 May

Taxation Committee Meeting

27 May

Real Estate and Infrastructure Committee Meeting

10 June

China Committee Meeting

24 June

General Committee Meeting

8 July

e-Committee Meeting

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

MARK YOUR DIARY 重點項目

31 May ~ 1 June

General Committee Beijing Mission (by invitation)

8 ~ 9 June

HKGCC Mission to Macau and Zhuhai
香港總商會澳門珠海考察團

25 ~ 29 June

PBEC IGM Beijing

17 June

Training: High-Powered Sales Negotiation (Cantonese)
勁量「銷售談判法則」講座 (廣東話)

17 June ~ 9 September

Training: Basic Mandarin Speaking Group for Managers (Mandarin)
行政人員普通話基礎班 (普通話)

23 July

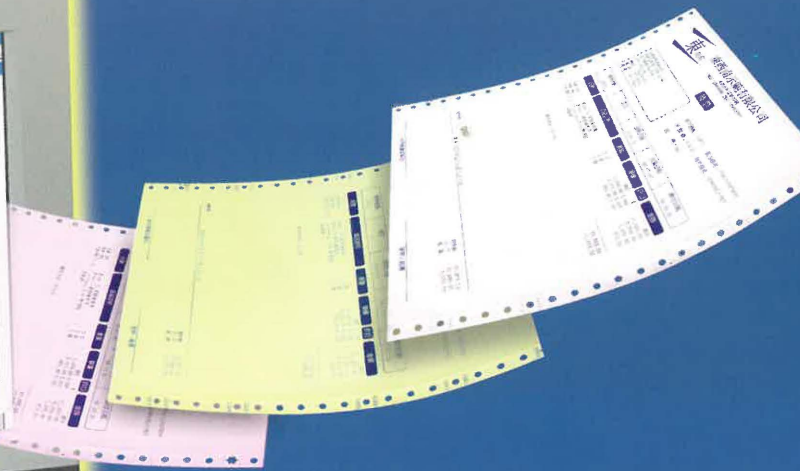
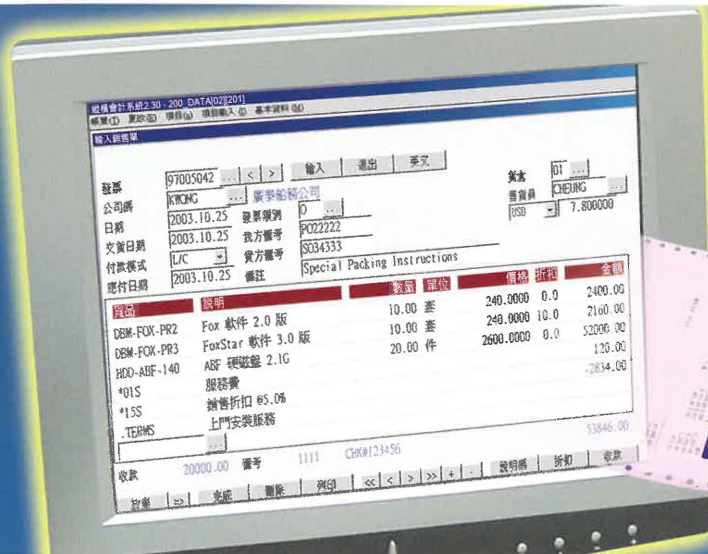
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現金代用券管理帳	Coupon Management
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來貨寄售管理功能	Consignment IN
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