

January, 1981  
一九八一年一月號

# 工月商刊 THE Bulletin

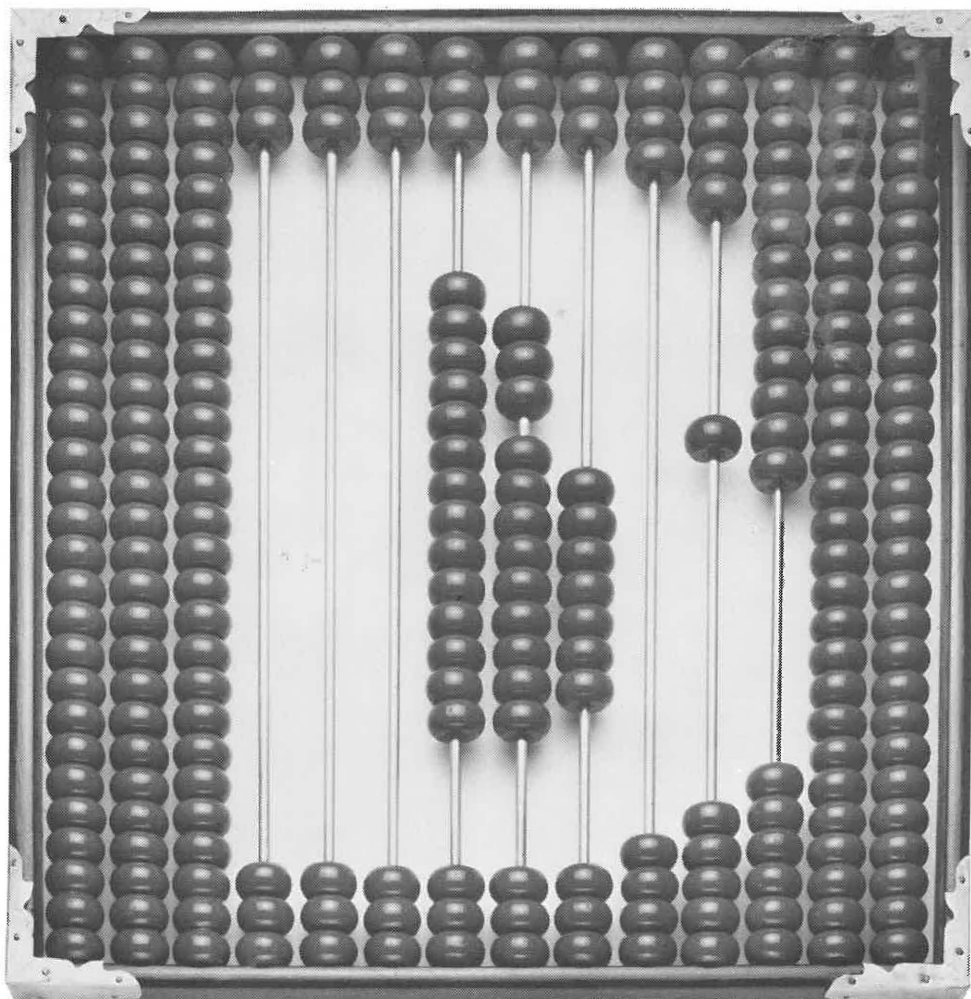
A Hong Kong General Chamber of Commerce Magazine 香港總商會月刊



The changing face of Hong Kong

轉變中的香港面貌

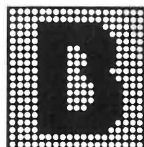
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### Chamber in Action

Extracts from the Director's monthly report on recent activities of the Chamber.

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### Trade in Progress

A New Bulletin feature summarising in statistical form up-to-date trends in overseas trade.

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### New Landmarks for Old

The Year of the Cockerel will be the year of the New Landmark - not only the Hong Kong Land development in Central, but new landmarks throughout the Territory, new office blocks, new housing, new roads, a new infrastructure. The Bulletin takes a pictorial look at the changing face of Hong Kong.

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### In Tray

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### 本會動態

內容摘錄自執行董事之每月報告。

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### 貿易進展一覽

本刊新設專欄，以統計形式概括香港對外貿易之趨勢。

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### 陸標新貌

雞年將成為新陸標年——不單只是置地的中區發展，還有全港九新界各區的新陸標、新商業樓宇、新住宅樓宇、新道路和新設施。  
。今期「工商月刊」用圖片展示轉變中的香港面貌。

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### 簡報滙編

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# The Chamber in Action

*This page summarises for members' information recent activities of the Chamber. These are extracts from the Director's monthly reports issued to General and other committee members.*

## Membership

I have been watching with great interest the weekly record of payments of membership subscriptions for the Chamber for 1981 to determine whether the increase in fees from \$1200 to \$1500 will have some effect on what was, at the end of 1980, an all time record membership of 2573 companies. Normally, we lose 5-6% of our members at each year end for one reason or another but quite often because they have found that our services are not directly appropriate to their needs. Sometimes, business is not good and economy demands a tight rein on fees.

In a year of increased fees, we lose rather more than 6% of our members even though, as with the 1981 fees, the increase is relatively small and the fee itself may be pretty reasonable. **As at the time of writing this report, we have received (thank you, early subscribers!) 1,363 (54.2%) fee payments and have recorded 28 (1.1%) resignations** which is more or less the same as the proportionate position at the end of last year. So I dare to hope that our Chamber's performance and services will be sufficiently appreciated by members to overcome any feeling of reticence over this small increase in fees!

## Sir Murray To Address Committee Members

The **Committee Members Annual Dinner**, due to be held at the Mandarin Hotel on January 22nd, is **already fully booked**. Space limitations restrict the number of places available, and the good response this year has made it unnecessary for us to issue reminder circulars to Committee Members. Our guest of honour will be HE The Governor.

## New Arrivals Course For March

A further **Hong Kong For New Arrivals Course** is planned for March 24th,

**25th, and 26th**. This popular item in the Chamber's calendar introduces newly arrived executives of member companies to the city that will be their home for the immediate - or longer term - future. At present, a panel of speakers is being recruited and we plan to invite applications for attendance early in February.

## Ad Hoc Committee Will Continue To Watch Over Consumer Legislation

Members will be aware that the new **Trade Descriptions Bill** was recently passed by the Legislative Council. The Chamber was somewhat disappointed to see that some of the recommendations it put forward were not accepted by Government and its advisers. Nonetheless, the Chamber wholeheartedly endorses the need for improved legislation to protect the consumer, and will be watching with interest to see how the Bill works out in practice. The **Ad Hoc Committee set up to study the Bill**, under the Chairmanship of Mr. Ian MacCallum, **will remain in existence** for the time being, and when the time is right, **will meet to consider the impact of the Bill on Hong Kong**.

## Trade Committees

Members are aware that the Chamber has organised an aggressive trade promotional programme for 1981. This requires a great deal of detailed planning for several months before each overseas promotion. The Trade Division is greatly helped in this work by the Trade Area Committees, local Consulates, Trade Commissions and individual businessmen.

The South Asia/Pacific Committee has assisted in organising a **trade mission scheduled to visit Brisbane, Sydney and Melbourne during March**, whilst the Central and South America Committee, with many successful missions behind them, has decided to organise

**another one in September to visit Argentina, Chile and Mexico.**

## New Members Reception

We continue to arrange new members' receptions in the Chamber premises designed to advise new member companies on the services available within the Chamber and to introduce them to Chamber staff.

## Careers Visits to Members

The Chamber has assisted the Education Department in arranging a series of visits for career masters to Member Companies during the school Christmas vacation.

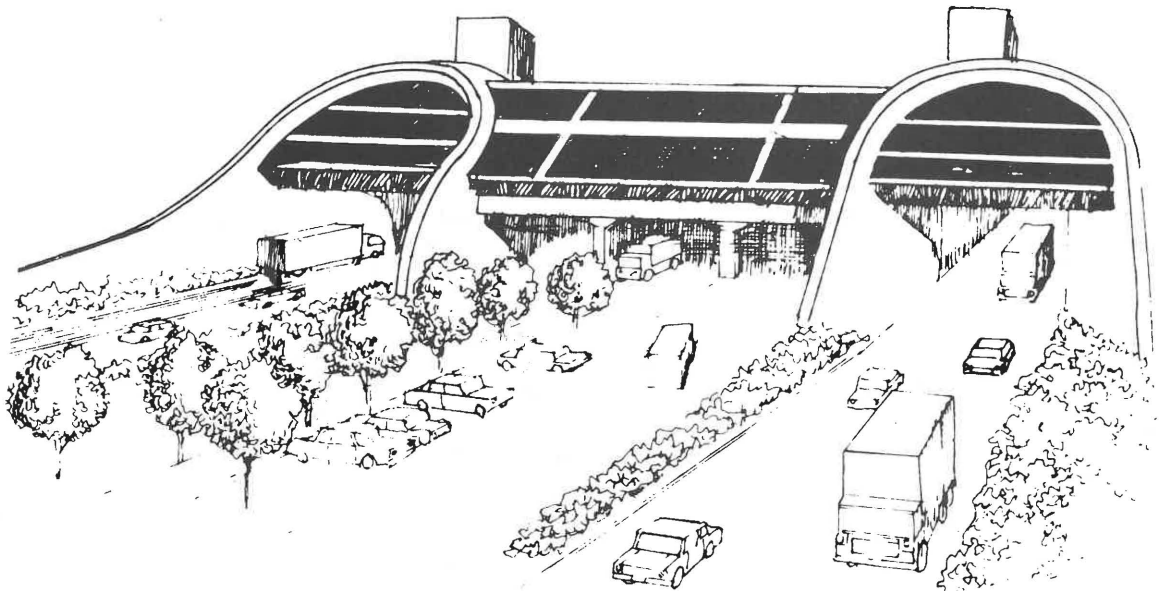
## Take Back Your Bottles

The Chamber was recently asked by the Urban Services Department for our reaction to a proposal that **regulations should be introduced to require beverage bottles to be returned to source and not left around as litter**. This problem has become serious in recent years. After consultation with the trade, **we had to advise however against the proposal** USD had in mind, largely on the grounds that it would send up costs to the consumer, possibly without having much impact on the problem.

## North of England Development Council Seminar

The Chamber is in discussion with the North of England Development Council regarding the organisation of a programme in Hong Kong in May 1981 during which a seminar will be held for NEDC speakers to stress the **advantages for Hong Kong investors which might accrue from industrial and trade investment in the northeast area of Britain**. This will be the second such seminar which the Chamber has helped to organise with the intention of improving, on a continuing basis, contact and goodwill between Hong Kong and Britain.

# GEC Technology at work



In the Aberdeen Tunnel, GEC is supplying and installing equipment for computerised traffic control, surveillance, toll collection, ventilation, power distribution and lighting.

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# Trade in Progress

## Hong Kong Overall Merchandise Trade (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	% Change
Imports	89,482	69,309	+29
Domestic Exports	56,030	44,995	+25
Re-exports	24,023	16,132	+49
Total Exports	80,054	61,127	+31
Total Trade	169,536	130,435	+30
Balance of Trade	-9,428	-8,182	

## Imports : Major Suppliers (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	1979
Japan	20,477	15,683	19,320
China	17,342	11,897	15,130
USA	10,866	8,469	10,365
Taiwan	6,255	4,781	6,035
Singapore	5,692	3,925	4,821
UK	4,362	3,579	4,350
South Korea	3,010	2,029	2,529
Fed. Rep. of Germany	2,405	2,284	2,775
Switzerland	2,314	2,083	2,592
Australia	1,412	1,281	1,579

## Imports : Major Groups (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	1979
Raw materials, and semi-manufactures	37,711	30,152	37,507
Consumer goods	23,132	17,272	21,530
Capital goods	12,969	9,988	12,156
Foodstuffs	9,668	8,009	9,968
Fuels	6,002	3,887	4,676

## Domestic Exports : Major Markets (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	1979
USA	18,961	15,323	18,797
Fed. Rep. of Germany	6,022	5,007	6,344
UK	5,464	4,797	5,974
Japan	1,902	2,243	2,656
Australia	1,627	1,439	1,789
Singapore	1,490	1,148	1,413
Canada	1,438	1,313	1,637
Netherlands	1,275	1,084	1,406
China	1,197	416	603
France	1,088	751	1,004

## Domestic Exports : Major Products (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	1979
Clothing	19,081	16,348	20,131
Toys, dolls and games	5,072	4,175	5,156
Watches	4,160	2,722	3,516
Textiles	3,669	3,226	4,065
Radios	3,238	2,509	3,186
Electronic components for computers	1,128	634	778
Handbags	851	634	780
Hair dryers curlers and curling tong heaters	659	455	551
Footwear	497	410	518
Transistors, 3 terminal devices with 2 junction	470	408	499



## Re-exports : Major Markets (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	1979
China	3,399	934	1,315
USA	2,345	1,642	1,995
Indonesia	2,222	1,352	1,684
Singapore	2,034	1,451	1,804
Taiwan	1,876	1,433	1,730
Japan	1,846	2,179	2,477
Macau	770	466	605
Philippines	753	658	777
South Korea	741	658	818
Nigeria	639	265	377

## Re-exports : Major Products (HK\$M)

	Jan.-Oct. 1980	Jan.-Oct. 1979	1979
Textiles	3,372	2,236	2,772
Chemicals and related products	2,327	1,797	2,201
Photographic apparatus, equipment and supplies and optical goods, watches and clocks	2,262	1,449	1,802
Non-metallic mineral manufactures	1,971	2,021	2,379
Crude materials inedible except fuels	1,894	1,256	1,580
Electrical machinery, apparatus and appliances and electrical parts	1,611	957	1,195
Articles of apparel and clothing accessories	1,253	743	935
Food	1,116	1,010	1,220

# Values and volume — monthly progress

	Imports		Domestic Exports		Re-exports		Total Trade
	Value	Quantum Index (1973:100)	Value	Quantum Index (1973:100)	Value	Quantum Index (1973:100)	
1977	48,701	125	35,004	136	9,829	120	93,534
1978	60,056	152	40,711	150	13,197	145	116,964
1979	85,837	176	55,912	175	20,022	184	161,771
<u>Monthly Average</u> 1979	7,153		4,659		1,669		13,481
Jan. 1980	8,132	189	4,997	179	2,047	215	15,176
Feb.	7,124	166	4,131	147	1,788	187	13,043
Mar.	8,959	207	4,585	163	2,202	230	15,746
Apr.	9,537	220	5,389	190	2,303	239	17,228
May	9,456	216	5,968	208	2,527	260	17,951
June	8,824	199	6,079	210	2,378	243	17,281
July	9,193	206	6,087	207	2,423	245	17,703
Aug.	9,448	210	6,769	228	2,696	269	18,913
Sept.	9,388	207	5,980	200	2,782	275	18,150
Oct.	9,572		6,106		2,899		18,577

Units in HK\$M

## Area Comparison (HK\$M)

	Imports (Jan.-Oct. 1980)	Domestic Exports (Jan.-Oct. 1980)	Re-exports (Jan.-Oct. 1980)
South and East Asia (excluding China)	41,369	6,760	12,114
China	17,342	1,197	3,399
North America	11,495	20,399	2,527
Europe	13,946	18,788	2,631
EEC	10,964	15,666	1,903
Australia	1,412	1,627	356
Africa	1,283	2,137	1,233
Middle East	1,080	2,196	1,048
Rest of World	1,555	2,926	715

# There's no such thing as a company.



## Only people.

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Let us make you a written proposal. After a briefing from you, we will provide a detailed recommendation for your particular circumstances.

Please send me more information about employee retirement plans.

Name .....

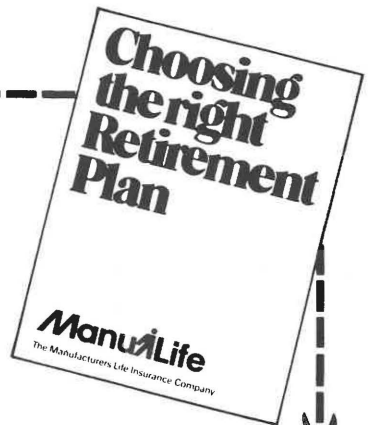
Company .....

Address .....

Have you done business with us before?

Yes       No

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Manulife, 2005, Connaught Centre,  
Hong Kong, Tel: 5-251321



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# New Landmarks for old 陸標新貌

New Year - a time for turning away from the old and welcoming the new. It is surely wrong to see all of the past as a mistake, when much of it represents substantial achievement. But Hong Kong is one of the few places in the world where almost everyone, the businessman, the civil servant, the clerk, the worker, the hawk, the schoolboy, welcomes the New with eagerness and perhaps a touch of wonder.

It is said that we are a conservative community. Yet paradoxically we are a conservative community that must greet what is new, smart and modern more enthusiastically than does virtually any other community in the world. Perhaps that is part of our secret for success.

As we turn from the Year of the Monkey to the Year of the Cockerel, *The Bulletin* this month presents - not the usual year-end economic summary - but a pictorial record of what has been achieved in the recent past and the face we now present to the future.

Our reference to 'landmarks' was neither unintentional nor unconsidered. If the Year of the Monkey was also the year of the Mass Transit, surely the Year of the Cockerel is the year of the New Building, be it a Landmark, an Admiralty Centre, a Hopewell Centre, a housing estate in the New Towns, even perhaps a flyover?

Kung Hey Fat Choy.

新年是除舊迎新的時候，但當過去代表着偉大的成就時，把舊的一切視作錯誤自是不應。香港人不論是商人、公務員、文員、工人、小販或學童，皆以欣喜驚奇的心情去迎接新事物，這種熱情是世間少有的。

人謂香港是個保守的社會，但自相矛盾的，是我們迎接任何現代、新奇、巧妙事物的熱情卻比世界一般地方有過之無不及。或者，這就是我們成功的一個秘訣。

送猴迎雞，新的一歲又告開始。今期「工商月刊」的主題並非如常的經濟回顧與展望，而是「香港發展」的圖片專輯——展示本港近年的發展成就，及前景展望。

本文以「陸標」為題是有意和經過深思熟慮的。猴年若是地鐵年，雞年則必定為新建物之年——不論是置地廣場、海富中心、合和中心、新市鎮屋邨或者甚至天橋等各項建設，都會在年內大量施工和落成。

恭喜發財。

## Central contrast 中心對照



When seen from the Peak the world famous overview of Hong Kong seems to alter only slowly ...

從太平山頂俯覽，香港風貌的轉變似為緩慢……



... but at close quarters the difference is dramatic

.....但從近的角度看，香港風貌卻有顯著的改變。





... both in new Landmarks

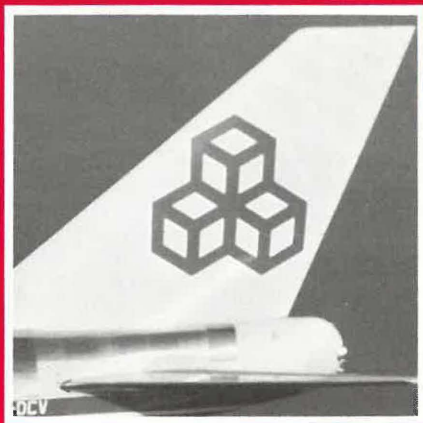
……新陸標建設。



... and old。

……及舊。

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# Making Time Run 地下鐵路



Hong Kong not only has a new look but a new dimension - underground.

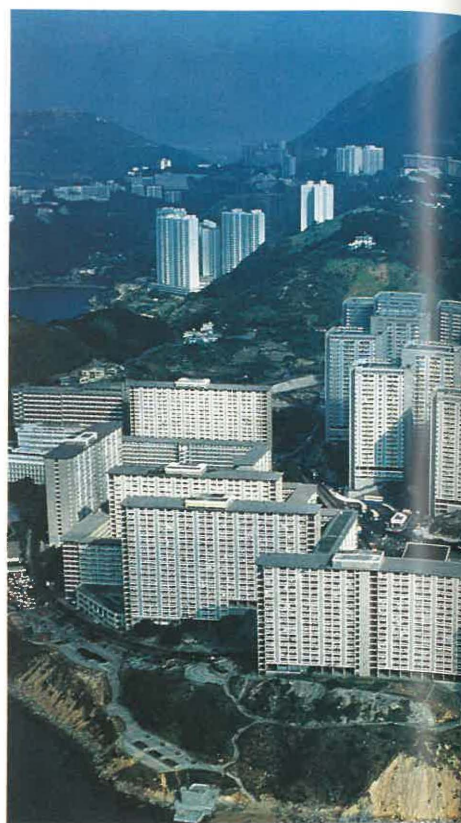
香港不單只換上新貌，而且還有新的地下發展一面。





With the growth of the Home Ownership Scheme, Hong Kong moves towards becoming a property owning society : Shun Chi Court at Kwun Tong.

隨着「居者有其屋」計劃的發展，香港將日漸成爲一個置業社會：觀塘順緻苑。



the large estates brood over the Hong Kong

俯瞰港島景色的大型屋邨（華富）。



Given flair at interior decoration - and a little cash - the interiors of Home Ownership Scheme apartments can exemplify the best in modern living.

「居者有其屋」單位經過悉心佈置，可成爲美好現代生活居屋的模範。



For those prepared to commute, home own countries is within grasp of middle-income

對準備經常來往市郊的人士來說，元朗錦綉花園是





Wah Fu Estate (Wah Fu)



While Government rented accommodation continually evolves better standards : Wo Che Estate at Sha Tin

公共房屋設備一應俱全：沙田禾輦邨



on a scale common in the developed : Fair View Garden at Yuen Long.

階層能力所及的置業對象。

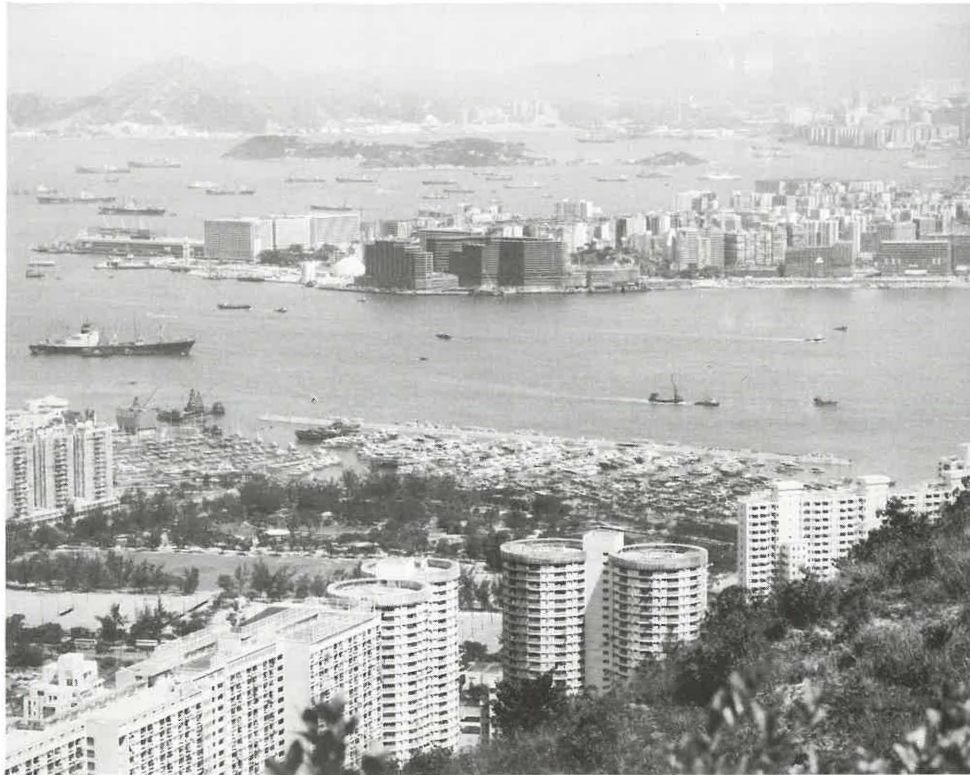


commercial complex at Wo Che Estate

禾輦邨商場

# Shapes in the environment

## 環境新貌



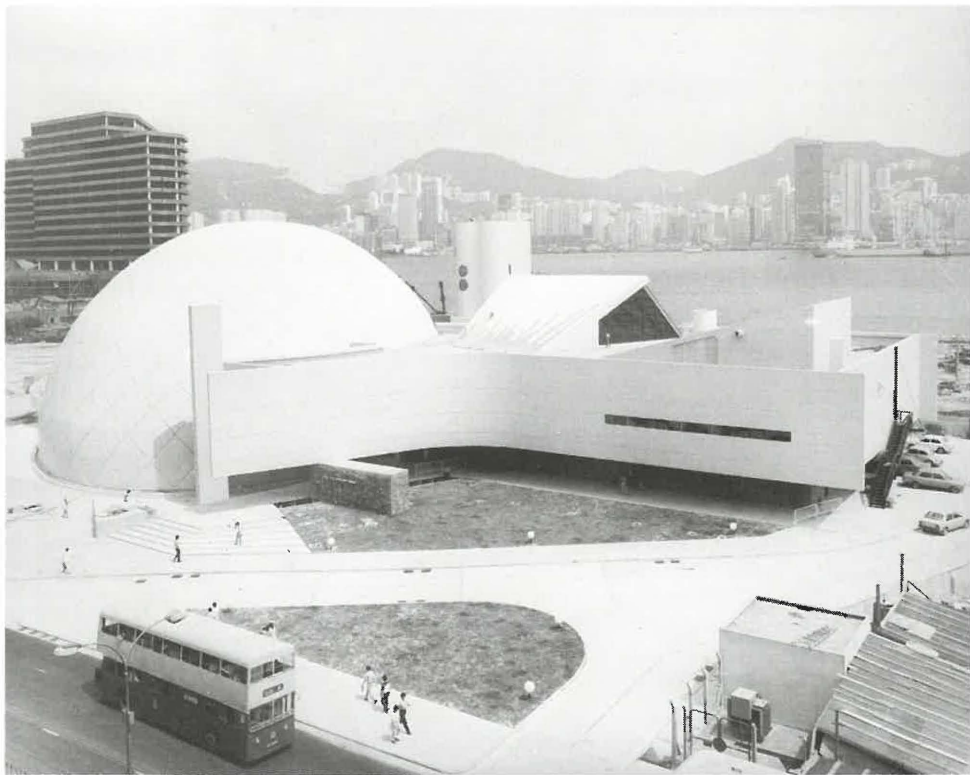
Another golden mile takes shape along the east Kowloon Peninsula

東九龍道路工程已近完成。



The jumble of squatter huts ...

雜亂的木屋區……



- with the most distinctive new shape of all

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into the geometry of temporary housing

▼ ……改建為整齊而有系統的臨時房屋區。



The sea may be eternal and changeless, but the shore line alters quickly - at Stanley ...

大海可能永恆不變，但濱岸景物卻驟眼轉變——赤柱海灣……

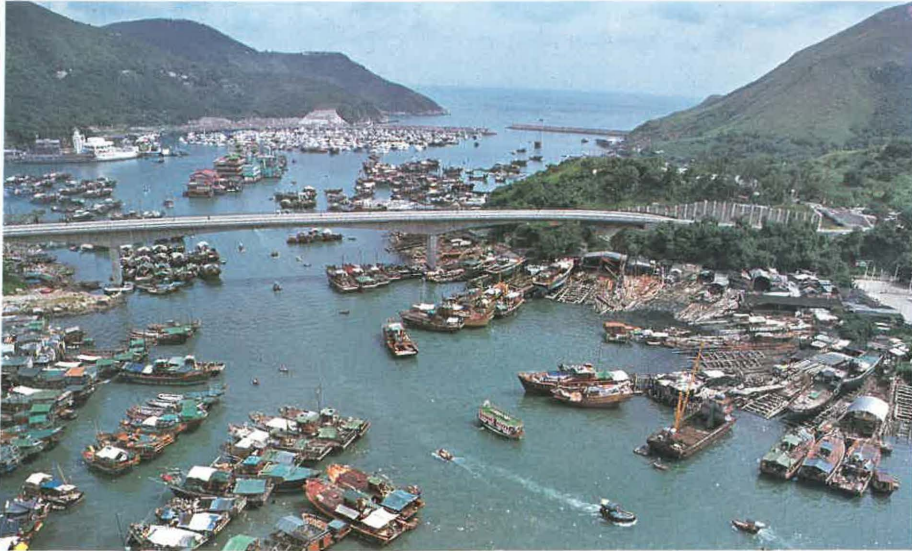


... and at Silvermine Bay.

……銀鑛灣

## Snakes, serpents and seafarers

橋道蜿蜒 木舟輕駕



Ap Li Chau bridge hangs across the landscape like the back of a mythical dragon rising from the sea ...

鴨脷洲大橋之造型猶如出海神龍，橫跨香港仔與鴨脷洲……



... while new freeways coil snake-like across the landscape

……新公路則似蛇般繞曲轉折。



More snakes ... the Tuen Mun Highway

屯門公路。



... and new leisure activities bring colour to the beaches

……新消閒活動使海灘更添姿采。



Sui Wo Court Estate at Sha Tin New Town  
沙田新市鎮穗禾苑。



But as elsewhere in Hong Kong, aspects of the traditional are preserved: Po Lin Temple at Lantau.  
但香港有些地方仍保留着傳統的景貌：大嶼山寶蓮寺。



New weekend homes (lower middle distance) bring a new look to the Cheung Chau foreshore.  
新建的週末渡假屋為長洲海灣添了新貌。

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Telex 33823

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Off Medical Road, Ikeja  
Lagos, Nigeria  
Tel 963948  
Telex 21332

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Mail Address: G.P.O. Box 939, Hong Kong. Tel. 5-4511192 Telex 86200 HKXC HX

Dear Sirs,

Please send me full details about your facilities.

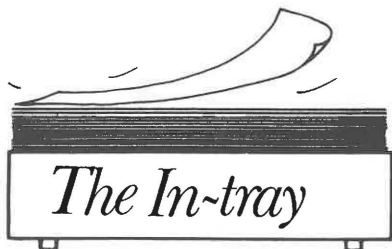
Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

HEC-2488



## New Members

Thirty-seven companies joined the Chamber during December :

Australia & New Zealand Banking Group Ltd.  
 BCCI Finance International Ltd.  
 Banco Hispano Americano  
 Berger Paints (Hong Kong) Ltd.  
 Bonabouti  
 Chemical Bank  
 Commercial Bank of Hong Kong Ltd.,  
 Comptech Engineering  
 Credit Suisse  
 Distar International Ltd.  
 Far East Feeders Ltd.  
 Gulf Air  
 Happy Garment Ltd.  
 Hip Wah Company  
 IBU International Finance Ltd.  
 K. Rajsons  
 Kitoys Traders Company  
 Lafaco & Company  
 Leaven Trading Co. Ltd.  
 Lotus Onda Industrial Co. Ltd.  
 Lufthansa German Airlines  
 Malayan Banking Berhad  
 Navos Consultants Ltd.  
 On Tai Jewellery Co.  
 P.K. Ng & Associates  
 Peilin Trading Company  
 Po Huat & Co.  
 Ravi International Co. Ltd.  
 Siman Trading Co.  
 Sun Cheong Designer's Jewellery Ltd.  
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 Summer Metal Products Manufacturing Co. Ltd.  
 Superjays (H.K.) Co. Ltd.  
 Swiss Bank Corporation  
 Union Bank of Switzerland  
 Vernes Asia Ltd.  
 World Ways Co. (H.K.) Ltd.



Mr. G.H. Campbell, Head of the Asia and Pacific Section of the Confederation of British Industries, visited the Chamber during December as part of a familiarisation tour of the Region. A programme of visits to Government officers, trade associations and factories was arranged for him by Chamber Director Jimmy McGregor, who is also the local Representative of the CBI.

## Failure to sell in Japan is our fault, Hong Kong exporters told

Hong Kong could expect to encounter continued difficulties in the Japanese market unless something is done to change the Japanese impression of Hong Kong.

This was the main theme of a recent discussion between Mr. K.Y. Lee of Trinity Textiles Ltd., who has extensive experience of trading with Japan, and members of the Japan, Taiwan and Korea Area Committee.

Mr. Lee said that the Japanese have already formed a consensus of opinion regarding Hong Kong. It is looked upon as a market for Japanese products, as a bridge to China, and as a production centre (often joint-ventures with local companies) for products destined for overseas markets other than Japan. He stressed that Japanese will be surprised if they are told there are trade barriers overt or implied in Japan. Hong Kong therefore should not feel that the Japanese are discriminating against Hong Kong products in favour of other suppliers such as Korea and Taiwan.

Mr. Lee pointed out whereas Hong Kong could rely to a certain extent on exports of short lived "fashion" products (wigs, double knit polyester garments, TV games etc.) to some markets, it must be realized that there is no similar demand in Japan.

The Japanese market wants a continuous supply of consistently high

quality, technologically oriented products. Manufacturers must tailor their production according to Japanese consumer requirements.

Manufacturers and exporters must also take a long term development view and be prepared to make short term sacrifices which might mean accepting losses in the beginning. They must give their Japanese counterparts an assurance of business continuity and growth, Mr. Lee said.

To sell successfully in the Japanese market, one must deal with someone with marketing know-how. The best way to go about this is to tie up with a Japanese manufacturer who has a brandname and to supply him with products under his own labels.

Opportunities could be expanded if Hong Kong developed more supporting industries. As an example, Hong Kong relied on Japan for supply of good quality fabrics for making men's shirts, whereas Korea and Taiwan produce their own fabrics. This makes it difficult for Hong Kong to compete. Regarding high rentals, Mr. Lee said that Hong Kong industrial rentals do not put manufacturers in an unfavourable position since they represent only 5% of the export price. In Japan, factories are located in the countryside, and there are additional costs related to the recruitment of workers, transportation, building of dormitories etc. In the case of Hong Kong, there is a saving on these costs. Our cost of production was therefore still lower than that in Japan.



Chamber Director Jimmy McGregor told the Committee that during his recent visit to Yokohama, he had discussions with Japanese businessmen who had drawn his attention to two important points.

Firstly, Japanese department stores have special sections where quality goods are displayed. As most Hong Kong products do not have brand-names, they have virtually no access to these specialized sections.

Mr. McGregor also confirmed that Japanese importers are concerned over reports which suggest that the Japanese Government and business sector have some sort of a conspiracy against Hong Kong to prevent imports. This was not the case. The failure of Hong Kong to sell successfully in Japan was purely a market problem.

He told the Committee that he would be writing to the Hong Kong Government and the Hong Kong/Japan Business Co-operation Committee to make these views known.

Mr. D.W.B. Christie, the Area Chairman, endorsed the Director's views. He said the tenor of publicity about Hong Kong-Japan trade had become unfortunate and reports on meetings were sometimes distorted. He believed that it would do Hong Kong no good if publicity appeared to blame the Japanese authorities for being the main cause for the present large adverse trade imbalance.

**Polytechnic research results available to members**

The Hong Kong Polytechnic has issued a short booklet summarising original research carried out over the past few years, broken down into the various disciplines involved eg. business and management studies, civil engineering, electronic engineering, design, etc., together with an appendix listing publications of Polytechnic staff in the recent past.

Copies of this booklet may be of assistance to members in a variety of industries, particularly manufacturing. Members wishing to obtain a copy should apply to the Hong Kong Polytechnic, Yuk Choi Road, Hung Hom, Kowloon, telephone : 3-638344. Companies interested in initiating new research projects with the Polytechnic are invited to contact Dr. L.H. Lees, Chairman of the Research Committee (Tel. 3-638653) or the Director, Dr. Keith Legg.

A major Good Citizen Award Presentation ceremony was held on December 11th at Tsun Wan Town Hall, when awards totalling \$39,500 were presented to 45 crime-busting citizens. 1. Mr. S.H. Sung of the Chamber's General Committee presents the Awards. 2. Entertainment is an essential part of Good Citizen presentations - the Tsun Wan ceremony included a show by RTV dancers. 3. Chamber Director Jimmy McGregor (second right) and Good Citizen Appeal Committee member Pat Carpenter (right) were among the hundreds who attended.



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# 本會動態

本文內容乃摘錄自執行董事向理事會及其他工作委員會發表之每月報告。

## 會員

本人一直留意本會八一年度會費繳交之週期報告，以確定每年會費由一千二百元增加至一千五百元，對八〇年底創下的2,573會員最高紀錄，是否有所影響。年底時的會員退會比率一般約為百分之五至六，會員退會通常是因本會服務未直接符合他們需要，或因生意不景迫於削減開支等。

加費年度的會員退會數字多逾百分之六。事實上，本會八一年度會費略加尚算合理。撰文時，已有1,363個會員（54.2%）繳交了下年度會費，接獲會員退會通知為廿八份（1.1%），此數與去年比較大致相若。因此，本人敢期望會員重視本會的業績和有效服務，而不致對加費之事持有保留態度。

## 「新來港外籍人士瞭解香港課程」定三月舉行

下屆「新來港外籍人士瞭解香港課程」已定於三月廿四至廿六日舉行。此項為會員公司新來港外籍僱員特設之課程，重點在於介紹香港之工商、教育、居住及娛樂狀況，深受歡迎。現時本會已選請了各界傑出代表前來講課。該課程將於二月初開始接受報名。

## 特委會繼續研究消費法例修訂

新商品說明法案最近已獲立法局通過。雖然，本會提出的部份建議並未獲港府及其顧問接納，但本會對修訂商品法例給予消費者更多保障，極表贊同。特別委員會將繼續觀察新法案施行之實際效果。為考慮商品說明法案而設之專門委員會，乃由麥嘉霖任主席。該委員會將於適當時間開會，研究新法案施行後對本港之影響。

## 港督將應邀出席週年晚餐會

本會委員會週年晚餐會定於一月廿二日假文華酒店舉行。由於會員反應熱烈，是晚餐券經已全部售罄。港督麥理浩爵士將再度蒞臨，成為晚餐會的主賓，並將在席上向會員致詞。

## 貿易委員會

會員大概知道，本會已擬定了一九八一年度貿易促進大計。本會舉辦的各個海外貿易促進團，均需經過數月間的周詳策劃。在這方面，本會貿易分區委員會、各國駐港商務公署及工商界人士，提供了莫大的協助。

南亞太區貿易委員會協助籌組貿易團，三月間訪問布里斯班、雪梨及墨爾本。中南美洲貿易委員會亦定於九月組團訪問阿根廷、智利及墨西哥。該委員會曾多次舉辦貿易團在拉丁美洲展開促銷活動，成績美滿。

## 北英格蘭發展局研討會

本會現正與北英格蘭發展局商討有關明年五月在港舉辦投資研討會事宜。會議主講者將強調港商在英國東北部從事工商業投資的各項優點。此乃本會第二次協助籌辦這類旨在持續改善港英聯繫與友好關係的研討會。

## 香港工商協會徵求新會員

會員大概知道，香港工商協會是個總會設於倫敦的私人組織，會員由數百名對香港有特別興趣的工商界人士組成。本人是工商協會香港分會的名譽秘書，簡悅強爵士是現屆主席。我們認為有必要擴充會員，以對倫敦總會促進香港在英國利益之工作提供充份的輔助服務。本會高層代表團最近之訪英活動，就是得到該會協助安排。徵求新會員運動進展順利，現時

香港分會會員總數已由一百五十名增至五百五十名左右。因此，我們應可為香港分會會員舉行一個特別午餐會，邀請英國知名人士就一些共同興趣的題目，發表演講。

順便一提，我們剛為香港工商協會會員設計了一款精緻領帶，每條售價三十元。我們隨時歡迎喜愛精緻領帶的非會員人士加入香港工商協會。有意者請與本人聯絡，致電或致函均可。

## 新會員酒會

本會定期在本部舉行酒會款待新會員的目的旨在介紹本會服務及各部門職員。本會不斷改善酒會型式，務求達到最佳效果。

## 職業參觀

本會於學校聖誕假期間，協助教育司署為職業教師安排一系列訪問程序，前往參觀多間會員公司。本會會員將向教師闡述有關投身銀行、保險、船務、電訊及出入口等行業之職業前途。

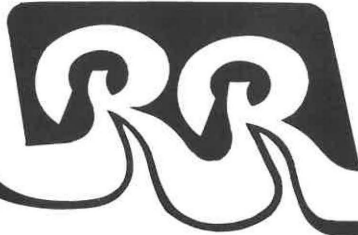
## 飲品回樽

本會最近應市政事務署邀請，就立例規定樽裝飲品必須回樽的建議，提供意見。近年來，廢樽的問題已見日益嚴重。本會經向飲品業人士諮詢，並決定反對市政事務署之建議。反對的原因是此項規定可能將增加的成本轉嫁給消費者，而對解決問題本身則未必能收效。然而，本會向市政事務署保證，我們將樂意考慮和支持成本效率方法去解決問題。

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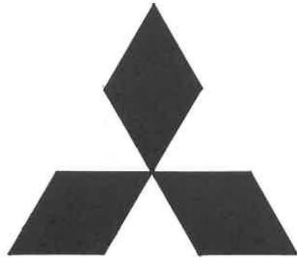
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# 簡報滙編

## 歡迎新會員

本刊歡迎卅七間公司於十二月份加入本會，成為香港總商會會員。（新會員名單詳列本期英文版）。

## 港出口商稱： 港貨輸日失敗， 港方應承擔責任

除非我們能促使日人改變對香港的印象，否則香港在拓展日本市場方面必將繼續遭遇困難。

以上乃萬邦製衣廠有限公司李國源先生，與本會日台韓區貿易委員會最近開會之討論主題。李氏對日本貿易經驗豐富，他在會上表示：日人對香港產生了一個一致的概念。他們把香港視為（一）日貨之外銷市場，（二）與中國貿易之橋樑及（三）外銷貨品之生產中心（尤以與港商聯營生產居多）。

他強調指出，日人對日本市場存有貿易障礙之說感到驚奇。因此，香港不應認為日人對其他國家（如台灣、韓國）的產品有偏好，而歧視港貨。

李氏稱，在某程度上言，香港雖可依賴對若干市場輸出「流行一時」的產品，（如假髮、聚脂纖維針織品、電視遊戲機等），但我們須知日本並沒有類似的需求。日本市場所需要的主要是高級和技術性產品。港廠商必須能適應日本消費者的需求，始可打進日本市場。

此外，廠家及出口商亦必須從長綫發展觀點看日本市場，並應準備作短綫犧牲，即甘願在早期蒙受虧損。同時，他們更必須使日商確信生意發展前景遠大。

如要在日本市場推銷成功，就必須與懂得市場技巧的人士交易。最佳的辦法是與有商標的日本廠家建立商務聯繫，供應他名下的產品。

倘香港發展更多輔助工業，日本市場的機會將可擴展。舉例而言，香港需依賴日本供應優質纖維，製造男裝恤衫，而南韓及台灣則自產纖維。這使香港難以競爭。

至於租金狂漲，李氏稱，香港工業樓宇租金上升並未對廠商競爭造成不利，因為廠租僅佔出口貨價百分之五。日本方面，工廠多設於市郊區，招聘工人涉及額外成本——如車資津

由本會與皇家香港警察隊及麗的電視合辦的好市民獎頒獎大會，於十二月十一日假荃灣大會堂舉行，共有四十五位協助撲滅罪行的好市民獲頒贈獎金及獎狀，獎金總值三萬九千五百元。

- ①本會理事宋常康先生頒發好市民獎。
- ②文娛表演是頒獎大會的基本節目之一——麗的電視藝員演出歌舞助慶。
- ③本會執行董事麥理覺（右二）與好市民獎計劃籌款委員會郭本德（右）出席頒獎大會。



貼及興建工人宿舍等。而香港則可省略這方面的開支。因此，我們的生產成本仍較日商為低。

本會執行董事麥理覺在最近訪問橫濱期間，曾與日商進行會談。他們提出了兩個重點：

其一，日本百貨公司設有特別部門陳列高價貨品。由於大多數港貨都沒有牌子，它們難有展列的機會。

其二，麥氏亦証實日本進口商對日政府與工商界密謀制止港貨輸日的消息甚感關注。事實並非如此。香港在日本推銷失敗純為市場上的問題。

麥氏向委員會表示，他將致函港府及香港/日本貿易合作委員會，知會他們有關上述的意見。

日台韓區貿易委員會主席祈斯帝對麥氏的觀點表贊同。他稱，港日貿易聲譽日差使人遺憾，會議報告有時亦不確實。他認為，倘我們繼續指責日方為促成貿易逆差龐大的主因，則不會對香港有任何利益，因為這是於事無補的。

### 理工發表研究報告

香港理工學院研究工作委員會刊印了一本小冊，內容按學科分類，概



英國工業聯會亞太區首長甘貝爾於十二月間訪港，考察亞太區工業情況。本會執行董事麥理覺身為英工聯會駐港代表，為甘氏安排了一系列程序，拜會政府官員、工商組織代表及參觀工廠。

述近年推行之各項研究工作結果，例如商業及管理學、土木及電子工程學、設計學等。該小冊並附錄有理工教職員之近年著作一覽。

該小冊對各行業（尤其製造業）廠商會員或有參考價值。

查詢索閱，請與香港理工學院聯絡，地址：九龍紅磡育才道，電話：

3-638344。

任何公司如有興趣向理工引進新研究計劃，請與研究工作委員會主席 L.H. LEES 博士，或院長李格致博士聯絡。

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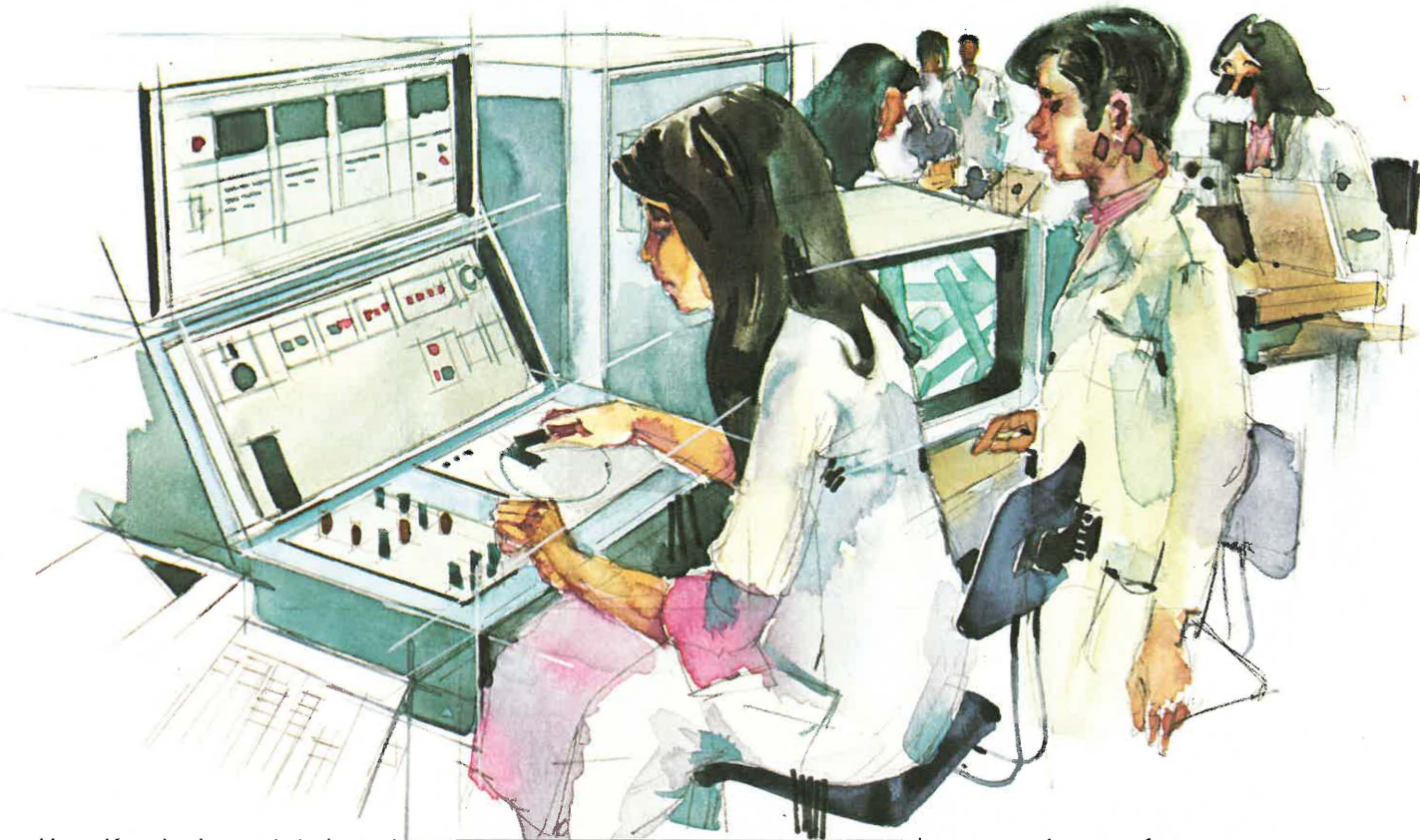
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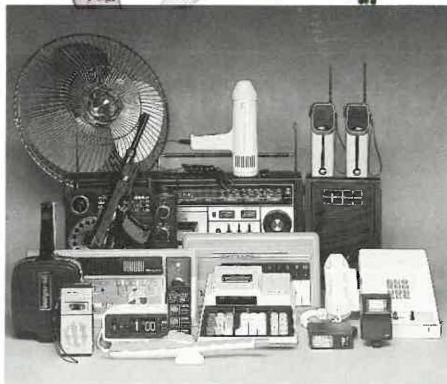
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