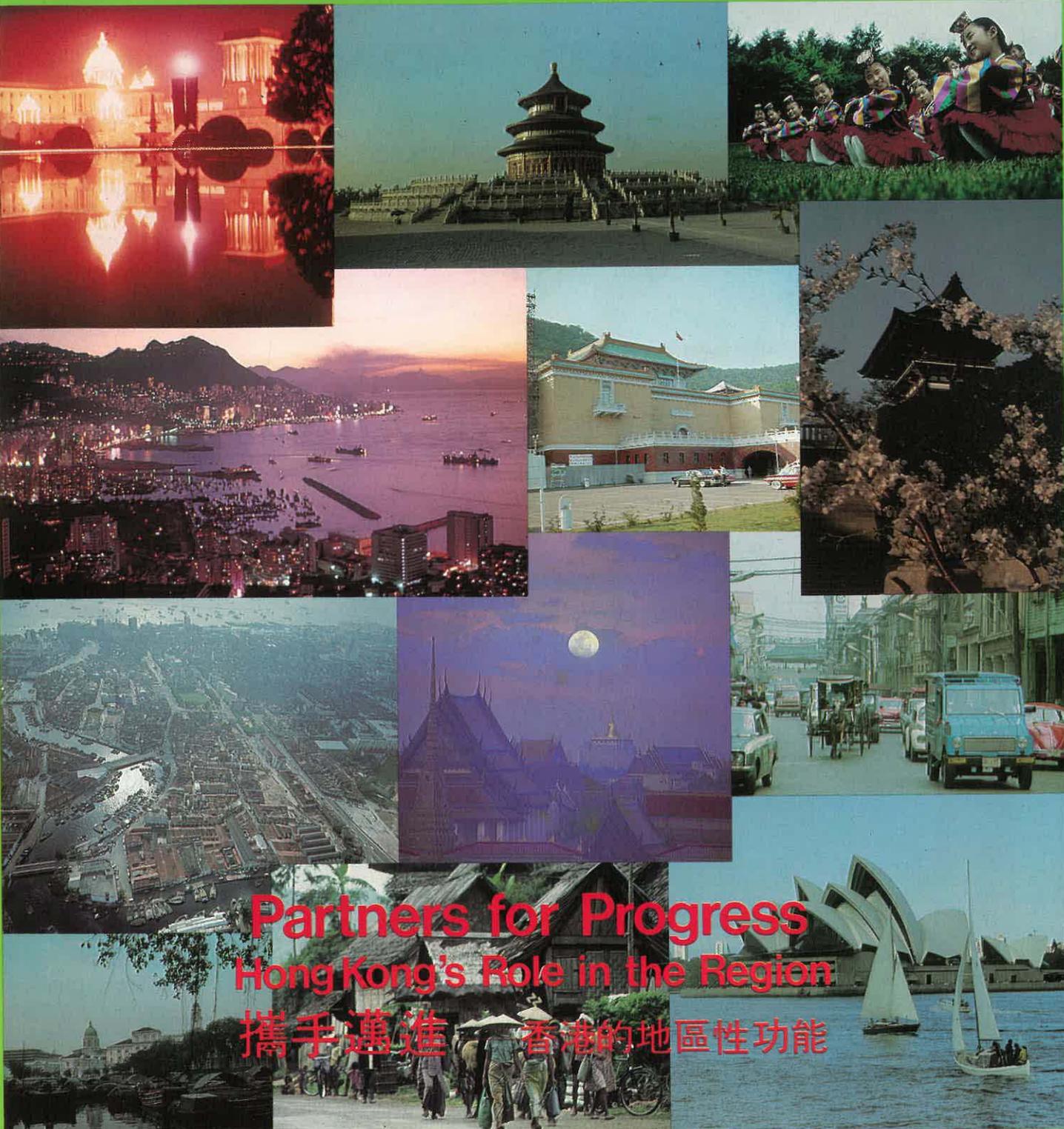


# The Bulletin

Magazine of The Hong Kong General Chamber of Commerce

香港總商會工商月刊



Partners for Progress  
Hong Kong's Role in the Region  
攜手邁進 香港的地區性功能

December, 1977  
一九七七年十二月號

# Seasons Greetings

From **FAIRCHILD HONG KONG**

— The Major Semiconductor Company  
In Hong Kong Since 1962



**FAIRCHILD**

SEMICONDUCTOR (HONG KONG) LTD.  
135 Hoi Bun Road, Kwun Tong, Hong Kong, Tel 3-890271

# The Bulletin

Published by  
The Hong Kong General Chamber  
of Commerce  
Swire House, 9th Floor, Hong Kong  
Telephone: 5-237177

Chairman  
L W Gordon

Vice-Chairman  
N A Rigg

Director  
J D McGregor, OBE, ISO

Editorial Board  
J D McGregor, OBE, ISO  
Harry Garlick  
Glynis Esmail  
Michael Parker  
Jonathan Chang Wei-chieh

Production  
Li York Ling

Printed by  
South China Morning Post, Ltd., H.K.

Subscription price: HK\$2.00

## 工商月刊

出版人：香港總商會  
香港太古大廈十樓  
電話：五一二三七一一七七

主席：高登

副主席：雷勵祖

執行董事：麥理覺

編輯部：麥理覺  
葛立科  
鄭美蓮  
白克強  
張偉傑

美術製作：李若棧

承印人：南華早報社

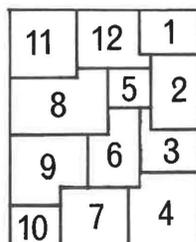
歡迎定購  
零售每份港幣二元

## Contents

Director's Viewpoint . . . . .	3
Partners for Progress . . . . .	7
HK's Role in the Region	
A Tale of Two Cities and something rather different . . . . .	11
Standards Come in All Sizes, Shapes and Colours . . . . .	17
Chamber Worldwide . . . . .	22
In-Tray . . . . .	23

## 目錄

執行董事麥理覺專欄 . . . . .	25
攜手邁進——香港的地區性功能 . . . . .	26
港新雙城記 . . . . .	28
標準檢定面面觀 . . . . .	30
本會海外動態集錦 . . . . .	32
簡報匯編 . . . . .	32



**Photographic Credits:**  
Photos 1 to 10 Courtesy of  
Cathay Pacific Airways  
Photo 11 Courtesy of Air India

### 本期圖片

一至十 由國泰航空公司提供  
圖片十一 由印度航空公司提供

**Thinking of Retirement Benefits?  
For your staff?  
For yourself?**

**For all forms of  
Retirement Benefits and  
Group Life Assurance Schemes  
consult:**

**GUARDIAN ASSURANCE CO., LIMITED**

2nd Floor, Swire House, P. O. Box 94, Hong Kong. Telephone: 5-233061

**You get a great deal from Guardian.**



## **Director's Viewpoint**

## **Discrimination and Diversification**

DESPITE the pious thoughts expressed across the world for many years by politicians, civil servants, international organisations and national associations towards trade liberalisation and the need for those who have to help those who have not, the world seems to be sliding inexorably towards greater and greater restriction on international trade. As unemployment has increased in the face of inflation, monetary problems, and falling consumer demand, the governments of the countries most affected have turned towards protectionism and restrictionism as short term palliatives. This in turn, by reducing access to markets previously unrestricted, has prompted the restricted countries to think about best interests with the inevitable threat of retaliatory restrictions.

Politicians, when considering international problems, very often take a national view and particularly if they retain power in their countries by a relatively small majority. They are constrained to take whatever action, in the national sense, may be open to them to ensure their political continuity. The voices that speak for liberal policies towards international trade become muted during these times for these are unpopular views and not likely to appeal to the millions of unemployed who feel that their livelihood may depend on some form of protection for their jobs. The short term interest therefore becomes predominant and long term planning and cooperation must take a back seat.

### **Short-Term Attitudes**

That seems to be the situation in many parts of the world at the present time. Those developed countries to which the underdeveloped world has looked with hope and expectation of leadership in world trade policies, have themselves shown every evidence, with a few exceptions only, of national orientation towards short term protectionism and discrimination against those who provide the greatest apparent threat. Unfortunately the most efficient producers and exporters are those who normally fall into this category and among them, Hong Kong must be numbered. Efficiency in production and exports over a longer period of time by so called low cost Asian suppliers and the market penetration that they have enjoyed as a consequence now bring them into serious disrepute wherever international trade policies are under examination. The present situation of EEC textile restraints is a typical example. Similar restrictive attitudes and action taken by Australia and Canada against textile imports have adversely affected Hong Kong exports to these countries. The failure of the world's textile nations to reach agreement on a new Multi-Fibre Arrangement is another example of the kind of situation resulting from short term attitudes and the national approach. The longer term failure of the same nations to reach a basis for agreement under the Multilateral Trade Negotiations (the so-called Tokyo Round) which have been going on in a desultory way since 1973 is yet another.

In all of this, Hong Kong has no influence or leverage. We have nothing to offer since our market is already wide open to all others and we do not practise any trade policy permitting discrimination or restriction on imports. Many years ago, the Hong Kong Government set its mind against retaliation as a possible instrument of external commercial relations and negotiation. We therefore practise fully what we preach but I fear that what we preach is increasingly unacceptable throughout the trading world. We seem to face a rather



# AUSTRALIA, SOUTH PACIFIC ISLANDS, NEW ZEALAND

## Improve your prospects of profitability

The South West Pacific has great potential if you want to

- establish or expand a market for your products,
- locate supplies of raw materials,
- create a base for manufacture, or for distribution.

No one is better qualified than the Bank of New South Wales to guide you into, and in this market.

We are the largest finance, investment and commercial banking complex in the South West Pacific. With 160 years of experience behind us we really know the countries, the people, and the business methods of the region.

Through a network of over 1300 offices in all Australian States, in New Zealand and the

islands of the Pacific, we can arrange valuable trade introductions and give you up-to-date information about potential markets.

Our help is yours for the asking. So that we may be of maximum help please tell us about your products and the markets or sources of supply that interest you.

Just write, and send product brochures (if available) to:

Ian W.T. Smith  
Bank of New South Wales Representative Office  
1112, Connaught Centre  
Hong Kong  
Telephone: 5-250195/6



# Bank of New South Wales

**The bank that knows Australian business best.**

*Over 1300 offices. Australia, New Zealand, San Francisco, New York, London, Frankfurt, Bahrain, Tokyo, Hong Kong, Singapore, Jakarta, Papua New Guinea, Fiji, New Hebrides, and other islands of the Pacific.*



## **Director's Viewpoint Continued**

bleak future in terms of market access. We fall unhappily between the developed countries which have a full access to each other's markets and the developing countries which, for political or other reasons, must be given preferential access to developed country markets. We are the exception, an efficient developing country feared as an exporter by the developed countries whose markets we seek and looked at warily by other developing countries whose products do not reach our standards. Increasingly as well, we face the problem that the so-called mother country is unable to look after our interests adequately since these may be inimical to her own and the constraints placed upon her by virtue of her membership of an exclusive club also restricts her ability to help Hong Kong even if so inclined.

For every problem there must be a solution, to every question, an answer. For Hong Kong the answer to our textile troubles, longer term, must be diversification of industries, products, and markets. This general aim must be translated into sensible policies, good organisation and solid promotion based on adequate research and consultation. There is much that we can do as a community to promote diversification of industries but, for full effect, this will need participation by all sectors of our society pulling together in one direction and with a common aim. The Advisory Committee on Diversification set up by the Government recently and on which every major trade and industrial organisation in Hong Kong is represented by high level appointments, has an essential job of work to do for the community. It would seem important that this Committee approaches its task with a sense of urgency and dedication. Certainly the Chamber will do everything possible to ensure that the views and interests of our members are represented in the deliberations of this important Committee. We shall also assist in every way we can in any programme of work which the Committee recommends should be undertaken to assist diversification of industry. This is an area in which we have a good deal of experience and in which we have been directly engaged for the past two years with some success.

### **And 1978?**

I should like to take this opportunity of wishing all our members a successful business year in 1978. The past year has been one of considerable uncertainty, of unpredictable (and unpredicted) changes in the short term pattern of world trade. It has been more than usually difficult for Hong Kong's traders and industrialists to plan forward in the face of worrying evidence of a gradual slide towards increased protectionism in those areas of the world which have for so long espoused and practised liberal trade policies. Let us all hope, at this turn of the year, that 1978 will see a reversal of the 1977 trend and a return to international cooperation and liberal (if not free) trade.

Your Chamber will continue to do all it can in your interest in 1978.

Now you can Buy or Rent the best

# The Rank Xerox Buy or Rent Opportunity



Now Rank Xerox does it both ways. Rental of the world's finest copiers or outright purchase. Whichever is the best for your business.

### **What's the Difference?**

None. Because Rank Xerox will first help you decide which Rank Xerox copier is best suited to your needs. Then help you compile an analysis that tells you whether it's better to buy or rent.

### **What about service?**

Either way, you win. Whether you buy or rent your Rank Xerox copier, you get the same full service and maintenance. No difference. And you also get the use of Rank Xerox analysts and methods people at all times.

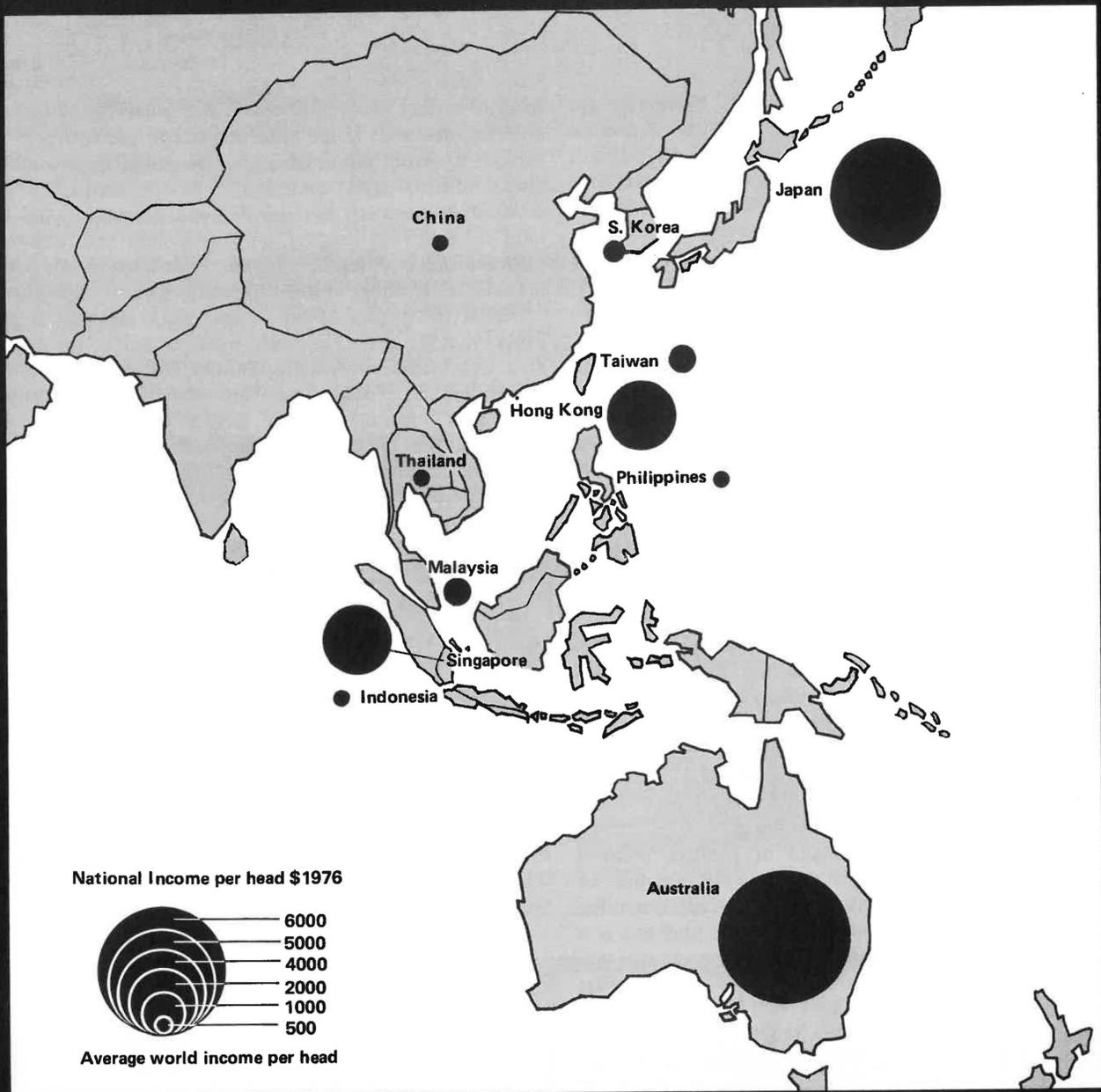
**It's the Golden Opportunity for every size of business to move into the better copying world of Rank Xerox.**

**Buy or Rent?  
Whatever Your Answer—  
You're right!**

Call us today to discuss details

**5-719341**

**RANK XEROX**



‘... the rest of Asia probably will win through to present Japanese and West European living standards by the end of the lifetimes of most Asian babies being born today, although with more vicissitudes than would occur if only politicians and planners would get out of Chinese-type businessmen’s way ...

the differing systems of Asia’s Communist autocracies and capitalist autocracies may coalesce into a new mix of systems that will work just in time, with no need for post-colonial hegemonies after all, perhaps with Communist China evolving into a Swedish version of modern Japan ... ?

*Norman Macrae  
Deputy Editor, The Economist.*

# Partners for Progress

## Hong Kong’s Role in the Region

THE prophecies prefacing this article are brave but not foolhardy. They were written by a highly competent economic journalist after a comprehensive study of most Asian countries east of Iran. On his own admission, he came to Asia largely as a stranger. Given the vastness of his subject and his unfamiliarity with it, one might be tempted to dismiss his views as naive and lacking in depth. Then one could argue equally that the stranger looking at a view for the first time will spot its significant features with a freshness that has become lost to the regular observer.

In Mr. Macrae's eyes we in HK are heroes. Not untarnished heroes, but heroes nonetheless. Hong Kong and Singapore are 'two tiny resourcesless gobbets of land that are the two most successful developing countries.' Elsewhere in his article he suggests — only half jokingly — that there may be merit in turning vast countries such as India into several hundred individual Hong Kongs. He believes that Asia as a whole has much to learn from us, from our close rivals Singapore, Taiwan and Korea, and of course from China:-

'in the past decade and a half a thrilling thing has happened in undemocratic Asia, possibly the most significant development in the world in our lifetimes. After many centuries during which the real problem of poverty in Asia has been rural underemployment, two different sorts of society have begun to break through to creating full employment at last. One of them is Communist China. The other breakthrough is being made by the capitalist roaders, who are following the trail blazed by Japan.'

Although Hong Kong is devoid of positive political significance as normally defined, its very absence of nationalist aspiration paradoxically makes it a lesson in the dangers of mixing politics with economics. And this is a phenomenon that Mr. Macrae welcomes.

HK's significance comes from its example. It is in what HK has done, rather than what its leaders have said, that the lesson for the Region, or indeed the rest of the world, lies. And the effect becomes that more penetrating when set against the examples of politically developed societies such as perhaps India, in which much has been said but very little done.

In order to understand HK's contribution to the region, we must look at its function. Much — almost all — of this must of necessity be expressed in economic terms. HK is a large buyer and seller of goods within the region. It is a centre for re-distribution (re-exports). It is a financial centre and a money and capital market. It represents some degree of leadership in technology — so long as it can con-

tinue to attract new industries. It is a generator of income on a regional scale in the hotel and tourist industries. It has helped to bring employment to Regional countries by direct industrial investment.

What do we mean by 'The Region?' Most of us use the term in a flexible manner, so that it may have different connotations in different contexts. Thus it seems fair to say that HK is a member of three regions.

HK is firstly part of South East Asia, and this is probably what is most often meant when we talk of the region. This area includes, certainly, Taiwan, Malaysia, Singapore, the Philippines, Thailand and Indonesia. Geographically it ought also to include Vietnam, Laos and Cambodia, but the latter countries are often excluded because of their political status. In this sense therefore the phrase is used to mean the 'free enterprise, democratically (more or less) governed territories of S.E. Asia.'

These countries are also part of the larger East Asia/Pacific region. This larger concept of region includes virtually all territories between Japan and Australia/New Zealand. And region in this sense must also include China — despite the economic and political differences between China and her neighbours.

Finally, there is the even larger concept of region that brings in the entire Pacific Basin — Canada, the USA and to a lesser extent Central and South American countries. This concept is perhaps the most interesting of all in its implications.

In this article we shall use 'region' in all three senses, but for the most part we shall be concerned with SE and East Asia. In each case, the context ought to make clear what is implied.

What then is HK's role in these overlapping 'regions?'

### Strengths & Weaknesses

We have suggested that HK's colonial status is at once a strength and a weakness. It is a weakness in the sense that the HK Government cannot be recognised on the same par as, say the Japanese, Canadian or Singaporean Governments. HK is not therefore able to enter into many international bodies with the freedom afforded to other territories. The Asian Development Bank is headquartered in the Philippines, not in HK. ESCAP headquarters are in Bangkok, not in Hong Kong. When Government speaks to Government, it is frequently the British Government that speaks on behalf of HK.

Moving outside the somewhat finely drawn boundaries



Australia



China

of international protocol, one finds however that HK is not entirely without a place on the international institutional map. For instance, HK has been chosen by the International Chamber of Commerce as a location for one of its Asian offices. As far as private business is concerned there have been no inhibitions to hold back HK's recognition as a desirable location for regional offices, often regional headquarters. And HK can of course assume a greater importance when its membership of the Commonwealth is taken into account — the IMF may not have met here, but the Commonwealth Finance Ministers have. (Outside of political factors, it might be added that HK's relative lack of large scale convention facilities may also be a reason why HK is not more frequently chosen as a venue for major international meetings).

On a more positive note, HK's status does bring it one unique advantage. It is, so to speak, a neutral meeting place between China and the rest of the world — not necessarily the diplomatic world, but definitely the trading, industrial, financial and information gathering world.

Hong Kong's economic significance to China as a major export customer (among the two or three largest) and as her largest source of foreign exchange is well known and documented. Virtually every Chinese trading and financial interest is represented in Hong Kong in a highly efficient infrastructure. These agencies can and do make full use in China's interest of all the many opportunities for trade oriented activity. It has been said many times that if HK did not exist, it would be necessary for China to invent something very like HK.

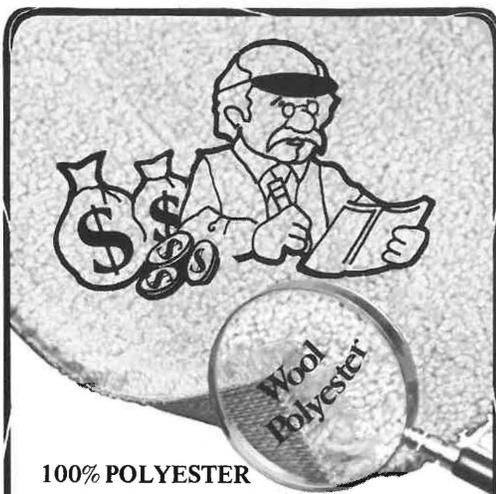
This however is speculation. What is fact is that the

ending of the Vietnam war and the return of more normal conditions to Eastern Asia has allowed HK to assume a political status that should recommend it as a common meeting ground for representatives of the countries of the Region. HK provides an ideal contact point where the representatives of countries of different political persuasions can conduct business in an atmosphere divorced of political stresses. That Hong Kong is a meeting point for East and West is well understood (it has been the basis of HK's 'China watching' industry among other things!) There is no reason why it should not develop as the most widely used meeting place for East and East as well.

### Hong Kong's Importance

There need be no speculation regarding HK's economic importance. If one takes the region in the widest sense of the entire Pacific basin, HK is an important supplier of good quality, reasonably priced consumer products; a market of some importance for industrial goods and materials, and to a lesser extent for consumer products; a centre for re-distribution of manufactured products; an important link with the official banking system in China; a business centre for important companies — both local and multi-national whose HK offices also originate business in many different parts of the world; and a stable, well-run territory for industrial re-location.

Even when one takes the region in its more restricted sense of SE Asia, HK still emerges as an important market for a wide variety of exported products; a re-distribution centre; a financial centre; a source for capital investment;



**100% POLYESTER**  
**CARPET U.S.A. (thickness 5/8")**  
**6 YEARS GUARANTEE**  
**ONLY \$7.50 PER SQ. FT.**  
**QUALITY** Much better than wool, nylon,  
 acrylics .....



**Dynasty Const. & Decoration Co.**  
 Telephone: 5-252002 (4 Lines)

**DYNASTY**  
**OFFERS**   
**THE**   
**BEST**  
**INTERIORS**

In case you wish to decorate or redecorate your home, office, factory, showroom, exhibition etc, we are always ready for your service.



**Dynasty Const. & Decoration Co.**  
 Tel: 5-252002 (4 Lines)

and the originator of projects in real estate development, hotels and tourism.

In short, a creator of employment and job opportunities throughout the region.

The tables on this page show HK's exports to Pacific basin countries. But when it comes to the region within the region, its role as a supplier is less important than its role as a market for exported products. With the passage of time, HK's trade with SE Asian countries is expanding, and these countries are replacing some of the OECD nations as sources of supply for HK's industry. In 1965, when the region as a whole was rapidly advancing into industrial development, near-by sources (including Japan but excluding China) supplied about 25 per cent of HK's overall needs, whilst Western Europe and North America together supplied over 34 per cent. In 1976 the same regional countries supplied over 40 per cent of our imports, whilst the West's share had dropped to 28 per cent. Although this gives some measure of HK's increasing dependence on the region, the dominance of large scale suppliers such as Japan does mark the increasingly important role of smaller suppliers.

The table shows however that last year Taiwan was our fourth largest supplier (1965, tenth); Singapore our fifth supplier (1965, seventh); Korea, seventh (1965, 23rd). Other regional suppliers such as Malaysia have also improved their share of HK's market, while yet others such as Thailand (largely because of its role as a supplier of rice) have held steady. Indeed, the only regional country to show a decline is Indonesia, which of course is somewhat less developed than some of our neighbours.

### Market Share

During the same period, the only western supplier to have maintained its market share (slightly improved, in fact) has been the USA, another Pacific basin country. It must however be admitted that neither Canada nor Australia, the other two leading Pacific countries, have managed to maintain their position in the HK market, which does perhaps make aspects of the 'Pacific World' theory look a bit askance with the facts.

HK plays an interesting role in the pattern of development  
(cont'd. on page 13)

### South East Asian Seven

Country	GNP Per Capita (US\$)	GNP Overall (US\$ M)	Population (Million)	Trade with HK 1976 (HK\$M)		
				Imports From	Exports To	Re-exports To
Singapore	2,465 (75)	5,595	2.3	2,517	782	938
Hong Kong	2,287 (76 GDP)	10,024	4.5	—	—	—
Malaysia	704 (75)	8,397	12	477	299	196
Taiwan	700 (75)	14,401	16	3,057	320	815
Philippines	367 (75)	15,124	42	199	171	278
Thailand	334 (75)	14,601	43	795	160	386
Indonesia	150 (74)	22,479	130	200	153	708

### North East Asian Three

Country	GNP Per Capita (US\$)	GNP Overall (US\$ M)	Population (Million)	Trade with HK 1976 (HK\$M)		
				Imports From	Exports To	Re-exports To
Japan	4,246 (75)	486,455	111	9,348	1,400	1,500
S. Korea	617 (75)	8,488	35	1,636	90	385
China	355 (75)	299,000	840	7,761	24	123

### The Pacific Fringe

Country	GNP Per Capita (US\$)	GNP Overall (US\$ M)	Population (Million)	Trade with HK 1976 (HK\$M)		
				Imports From	Exports To	Re-exports To
USA	6,729 (75)	1,498,900	215	5,309	11,236	555
Canada	6,595 (74)	142,628	23	258	1,396	87
Australia	5,370 (75)	77,300	13.5	929	1,368	252



# A Tale of Two Cities



and something rather different

HK is Singapore's fifth largest trading partner, and even this is a somewhat distorted pattern since much of Singapore's overseas trade in dollar terms is accounted for by transactions with OPEC nations. HK in turn is Singapore's fourth largest export market, after Malaysia, the USA and Japan, and out-ranking Australia, Germany, and the UK (apart from the latter two countries, the 'Pacific pattern' can be seen in Singapore's trade).

HK does not count as one of Singapore's major suppliers however, partly because of Singapore's greater success in diversifying its industry and the less pronounced role of the textile industry. And because Singapore supplies the major part of HK's fuel requirements, the balance of trade is firmly in Singapore's favour. But partnership in the economic relations between the two City States is clear. The relationship between HK and Singapore is an example of trade between two communities at roughly the same



stage of development, in fact, the two pacesetters in SE Asia Inc.

In contrast, the pattern of trade between HK and Korea shows a considerable difference from the HK/Singapore pattern. Korea's role is to act as a supplier to Hong Kong. HK exports to Korea are small, although re-export trade is not without significance.

We have here an interesting example of the industrial pecking order that is established as one ascends the development ladder. Were HK not in Singapore's debt for its fuel supplies, accounting for two thirds of HK's

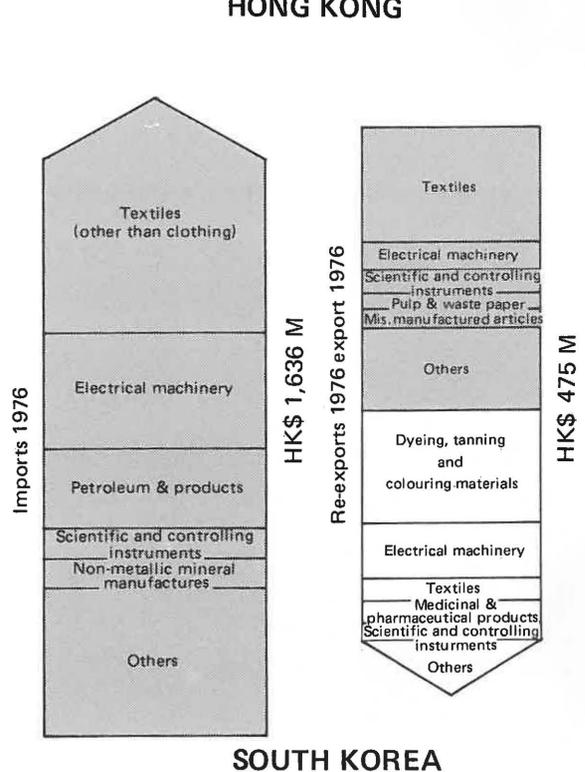
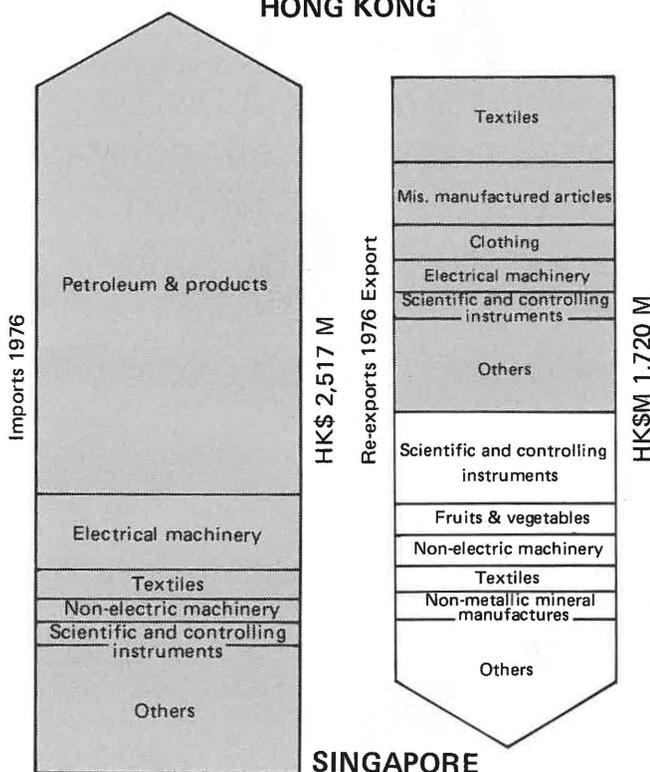
imports, Singapore would in fact run an adverse balance with HK.

But this sort of calculation is misleading, since the very fact that Singapore does supply HK with fuel is a tribute to its success in establishing refineries, and fuel of course is a *sine qua non* of HK's own industrial effort activity. Trade between the two can therefore be seen as between those with an equal footing on the development ladder.

Trade between HK and Korea however is an example of trade between unequals (when measured in terms of per capita GDP). HK acts as big brother and in effect gives a helping hand to Korea's industry. (HK is Korea's fifth largest market). One cannot help feeling that whatever HK's official influence on world opinion may be, there is a lesson here in moral leadership that many richer nations might take to heart. And it is not often that one uses the term 'moral' in discussing HK!

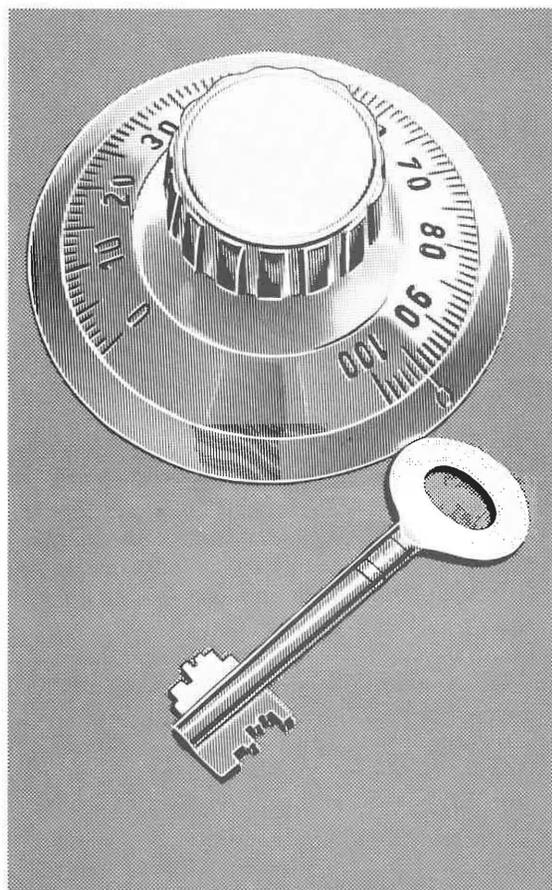
HONG KONG

HONG KONG



SINGAPORE

SOUTH KOREA



**Where there's a will,  
there's not always a  
way.**

When the key you use to open doors at home doesn't seem to be working abroad, come to the Deutsche Bank.

Rest assured: we won't stop searching until we've found the right combination to allow you to reach your goal.

Our involvement is that of a universal bank, active from the initial order, right through to the final dollar, rial or yen transacted. So we lend money, float securities and also deal in them, just as we open letters of credit or trade in bullion.

More often than not, it's the right contact at the right moment that supplies the right key in business. That's something you can expect from us; from the knowledge and experience of our people in all parts of the world.

We have been doing business internationally for over a century and good contacts do have their heritage – one that can work to your advantage, as well.



**Deutsche Bank**

Central Office: Frankfurt (Main)/Düsseldorf

Hongkong: Regional Representative Office,  
St. George's Building, 7/F, Ice House Street,  
Central G. P. O. Box 9879, Hongkong,  
Tel. 5-25 5203



*Hong Kong*



*Singapore*

ment that is occurring among the smaller countries of SE Asia. It was among the earliest of the regional territories to develop industrially. In the 'fifties both Taiwan and Korea were preoccupied with political and military priorities, and this allowed HK to obtain, and by and large to hold, an advantage over them. However, Taiwan and especially Korea possess natural advantages that HK lacks. Both have considerably larger economically active populations and both have some degree of an infrastructure in agriculture and primary industry. Perhaps most importantly of all, both are far larger and space is not so expensive a commodity when it comes to assessing manufacturing costs. The same factors hold true in varying degrees for other regional countries – Malaysia, Thailand, Indonesia, the Philippines. It will therefore be hardly surprising if the sheer volume of industrial output from these nations eventually overtakes that of HK.

Yet as the pacesetter, HK has maintained its lead in factors such as design, quality, marketing methods and management.

The pattern that has emerged therefore is that HK plays the role of a converter, as it were, of regional output into products of a higher added value than can be produced in less developed neighbouring countries. For instance, yarns bought in Taiwan are converted into boutique dresses; petrochemicals from Korea find their way into HK's plastic factories.

In this respect, HK is following what has always been a well established feature of the industrial process, since much of HK's manufactured output has always been based on materials supplied by China. HK has extended this approach to the newer, smaller countries as industry in the

latter has grown.

At the same time, as one of the richer members of SE Asia Inc. HK has taken advantage of manufacturing opportunities in other regional areas and set up plants in those countries, assisting in their development and at the same time securing a base for exporting cost-competitive products.

Additionally it has been aided by two advantages not always apparent in other regional countries. Firstly, as a British established entrepot for trade with China, HK had a sophisticated and well developed commercial and financial infrastructure even in the nineteenth century. Singapore, another one time British outpost, is significantly the only other regional city that can lay claim to being a financial or commercial – rather than purely manufacturing centre.

### Concentration

Secondly, because of its political status, HK has been free to concentrate on economic objectives, and this has been reflected in the liberal policies of the HK Government.

Seen in this light, HK's regional role is that of a pacesetter and – almost – a laboratory. Just as the knowledge of imminent death is supposed to concentrate the mind wonderfully, so in HK's case the knowledge of smallness and natural limitations has concentrated the mind wonderfully. HK cannot afford the superfluous, the extravagant or the capricious. It can only afford what works profitably. This has made HK both flexible and pragmatic. Rather than regarding its regional neighbours simply as competitors – which surely enough they are – HK also takes advantage of what they can offer and converts this to its own benefit,



*Indonesia*



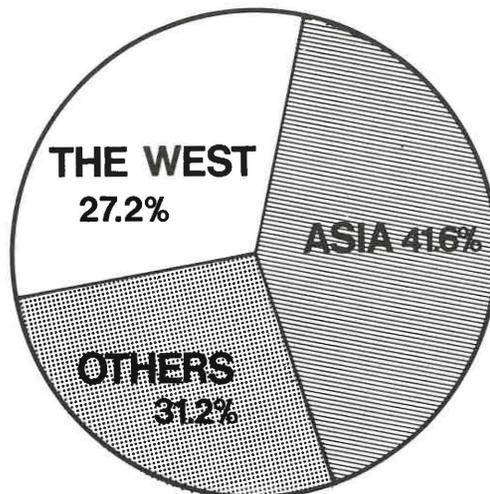
*Japan*

# The Chivas Regal of Scotches.

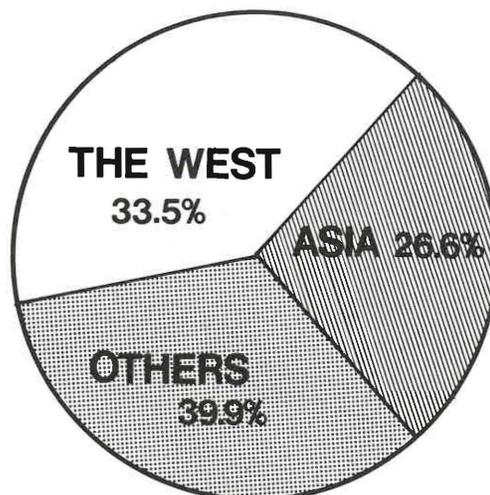


It's waited  
12 years for you.

## HONG KONG SUPPLIERS



1976



1965

thus bringing advantages to all.

What has been said of HK, can also be said of Singapore and we look more closely at the relations between the two on page 11.

One clear example of Hong Kong's economy in an Asian context is tourism. HK has for some years attracted over one million visitors each year. But tourism, of all economic activities, is an industry which is truly regional and international in character. HK is an attractive place for tourists but, so is Japan, the Philippines, Thailand, Malaysia, Singapore and other countries. By developing tourist attractions in concert, by aiming at common standards and sometimes common facilities, regional tourist industries will expand our knowledge of each other and our trade dependence on each other.

There are other ways in which HK is assisting regional development. HK has a highly experienced money market and a wide array of financial and commercial services which are utilised by Asian companies. Its experience in developing a successful export-oriented, industrial economy is also an export commodity – one which is happily contributed free of charge. Much of the institutional system supporting regional trade and industrial development owes something to HK Government policy and participation. Other Govern-



*Korea*



*Malaysia*

ments and many organisations throughout Asia have studied some of these institutions and used HK's experience in developing their own systems. HK, for its part, also learns from others more advanced than it is.

What may we expect for the future? It is now widely accepted that our Region – again allowing for the ambiguities in the term – is the fastest developing in the world, and especially as measured by the rapid growth of its manufacturing. One turns again to Norman Macrae:—

'More than half of the populations of these temporarily very poor countries are under the age of 21. In the next two decades the age bulge will surge into the twenties and thirties. During 1977-97 more than a billion people are going to flock into the most productive age groups in these east Asian Countries, a surprising majority of whom will be literate. This will be an accession to the labour force out of all proportion to any that the world has ever seen before. If we can provide most of these people with the opportunity for a job approximately in accord with their capabilities – and this is what a tolerably sensible political-economic system should do – then there could in 1977-97 be the biggest upsurge in production and living standards that the world has seen.

In this context, the untapped potential of two other Pacific basin countries, Canada and Australia, can help to secure still fuller benefits. Both countries have much in common – except that Canada has winters and Australia has summers. And both have gone through rather mixed economic fortunes during the past decade.

In the remoter past, both have grown mainly because of their vast natural riches. With a relatively small population to sustain, and thus a better chance of big shares for all, both have perhaps become a trifle too comfortable, and are

now painfully coming to terms with the fact that the world is not prepared to sit back whilst Canadians and Australians quietly prosper on their sheep farms, lumber mills and uranium mines. If we forget GNP figures, both are in a sense still developing countries, in that the potential of neither has been fully realised.

This untapped potential of both Canada and Australia is of considerable benefit in the development of the Pacific basin, in that it leaves, as it were, room for growth at the top rungs of the ladder, and this will be needed as competition among the smaller and growing territories becomes more intense.

Where does this leave HK? Ironically, HK may well emerge as the 'Europe' of the region. Given both the limitations and the advantages of HK, it seems best geared industrially to producing a relatively narrow range of high value-added products, and leaving the mass market, low unit-value products to others – to producing Jaguars rather than Minis.

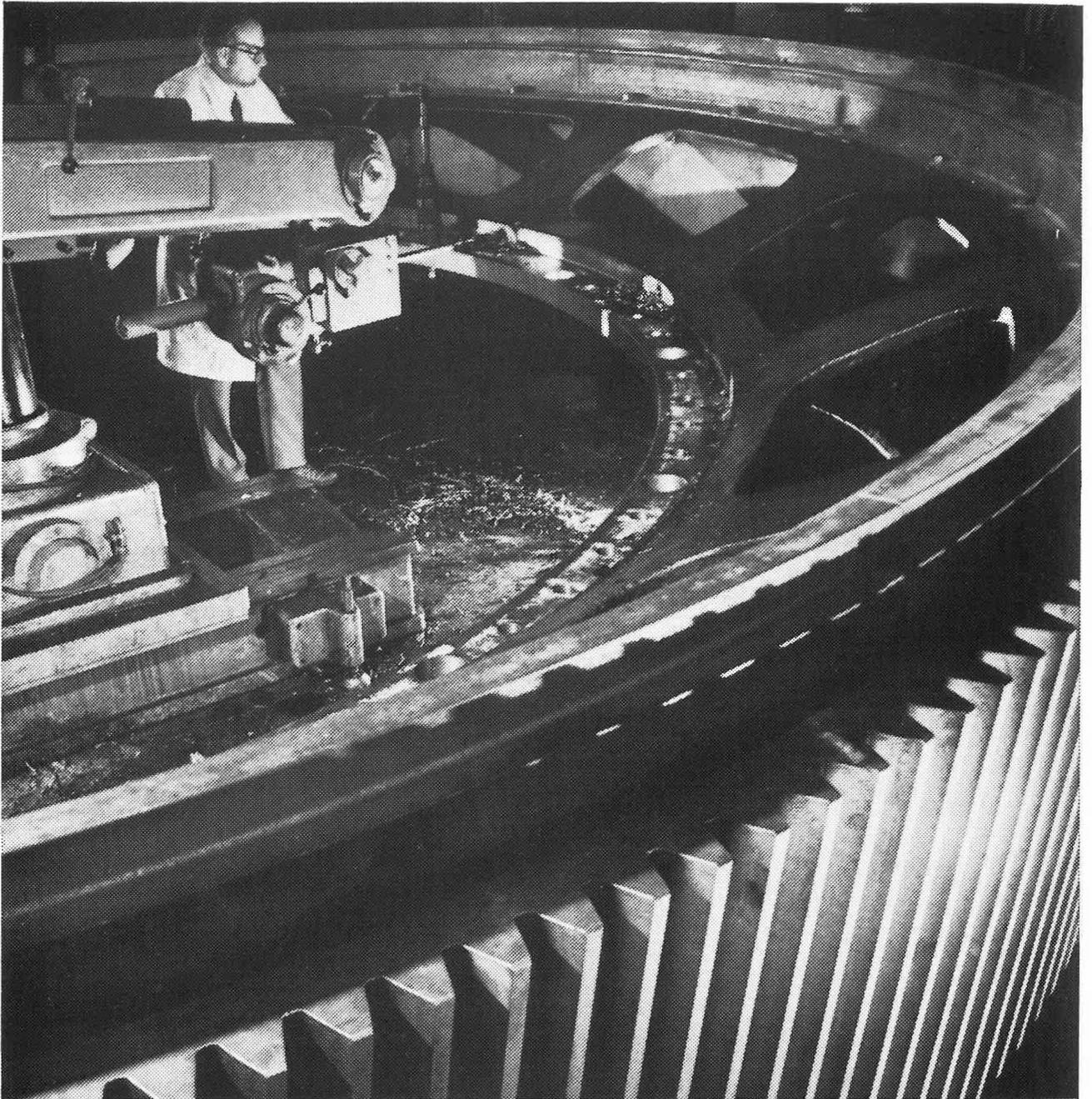
There is no doubt that HK will remain as a regional centre for services, especially financial services. In some ways, (but not in terms of employment opportunities) HK is more naturally fitted for a services rather than an industrial economy. A services geared economy does however call for a high universal standard of education. And it is not impossible that HK may even become an educational leader, since recent Government backed progress in this field is rapidly putting HK into a potentially leading position in the region. Could the day come when HK Universities are regarded in the same light as Harvard or Cambridge perhaps not, but what is more important is whether our Universities are turning out the business leaders we, and South East Asia, increasingly need. *HG*



*Philippines*



*Taiwan*



## Doesn't this tell you something about Australia?

It's indicative of Australia's large industrial capacity. A capacity that includes an extremely wide range of manufactured products. Agricultural equipment, building materials, automotive parts and accessories, materials handling equipment, refrigeration and air conditioning equipment are some that are typical of Australia's output. Australian companies have developed modern production techniques and considerable manufacturing expertise. This has helped bring about the success of Australian made products in international markets. It's very likely that Australia can supply the goods you are seeking. It could pay you to find out.

### Ask the man who knows Australia

All you have to do is contact the Australian Senior Trade Commissioner who will put you in touch with suppliers of Australian products. You can contact him at:—  
10th Floor, Connaught Centre, Connaught Road,  
P.O. Box 820, HONG KONG. Telephone: 5-227171.



**Ask the Australian Trade Commissioner**

# Standards Come in All Sizes, Shapes and Colours

UP to the end of 1976, the ISO (International Organisation for Standardisation) had published 3,300 standards, representing approximately 40,000 pages of condensed technical data. A further 1,500 draft standards and a similar number of draft proposals were registered at their headquarters in Geneva. In 1976 alone, 574 ISO standards were registered. Almost half of all existing ISO standards were published or revised in the last three years.

Is all their fervent activity really needed? One answer was given by Dr. Keith Legg of the Hong Kong Polytechnic who said on the recent World Standards Day that 'it is essential to know that a giant's shirt will not shrink to that of a dwarf's on first wash or that the carbon monoxide level in Central is excessive and therefore harmful. Such 'proving' aspects necessitate standards testing centres.'

In the simplest sense, the needs for standards is self-evident. No-one wishes to buy clothing in which the dye materials run on washing or which shrink to an unmanageable size. On a more serious level, no one wishes slowly to poison themselves by consuming foodstuffs containing additives that are injurious to health.

Although few would dispute the need for standards, agreement on what makes a standard, and its subsequent promulgation and implementation on a universal scale are far from being simple matters. Hence the existence of the ISO.

## Watchdogs

Today, almost every country has established specialist organisations to protect and educate the consumer public. Hong Kong is no different. In 1974 persistent local demand and complaint resulted in Government support (and funds) for the establishment of the Consumer Council

which, although without statutory powers, has already made its mark on consumer affairs.

Organisations such as Consumer Councils are however no more than watchdogs. Just as a watchdog can bark at friends and strangers alike, so consumer organisations, even with the best of intentions, can sometimes make mistakes.

And it is evident that standards are sometimes open to abuse. The subject can become an emotive one and in this era of increasing protectionism, it can be deliberately made so. It was significant, for example, that damaging publicity in Britain about defective Hong Kong toys for several years hit national newspapers just before Christmas, when toys sales are at their height.

There is always the fear that standards can be used as a non tariff barrier to imports. The sudden applications of an unreasonably high standard on a particular item could have the effect of banning imports.

The existence of abuses does not however lessen the need for manufacturers to adhere to meaningful standards. Indeed, abuse highlights the need for organisations such as the ISO that have the expertise and the facilities to determine and to propagate meaningful standards. And when standards are agreed, Governments and other regulatory bodies must accept the responsibility for their enforcement.

A standard as officially defined by the ISO is the result of 'the process of formulating and applying rules for an orderly approach to a specific activity for the benefit and with the cooperation of all concerned and in particular for the promotion of optimum overall economy taking due account of functional conditions and safety requirements. It is based on the consolidated results of science, technique and

experience. It determines not only the basis for the present but also for future development and it should keep pace with progress'.

## Categories

Roughly speaking, standards can be grouped into four categories. Perhaps the simplest group concern units of measurement. In this context, Hong Kong has just taken a first step. We are finally on the road to metrication. In education and in construction, metric units are slowly replacing the old imperial units.

Metrication is more of a problem for the local consumer than the manufacturer. The garment maker, for example, is perfectly adept at producing to American, UK, Australian or metric measurements. There is no doubt however that one standard measurement would make his lot easier.

Standards also apply to terminology and symbolic representation. Package labels, washing instructions, markings, street signs, toilet signs even. Colour codes are also in need of standardisation. A recent notice from the UK showed this clearly. The Electrical Appliances (Colour Code) Regulations 1969 under the Consumer Protection Act stipulates that three-core flexible cords supplied with or fitted to domestic electrical appliances sold in Britain must comply with the international colour code, ie. green and yellow for earth core, blue for neutral core and brown for the live core.

Two other applications of standards at present concern Hong Kong manufacturers more closely. The first is the huge range of product and process standards. Hong Kong does not yet have many statutory standards that must be adhered to by local firms in this area. Yet Hong Kong goods generally meet the standards set by importing countries. If a Hong Kong

manufacturer must produce to a foreign standard in order to export, the manufacturer will use the same standard when he sells on the local market.

The fourth definition of standards concerns the safety and protection of persons. This is probably the area of greatest concern to Hong Kong industry.

### Problems

In an export oriented economy, it is imperative that products made for world markets shall establish a reputation for a higher standard of hygiene and safety for the user.

Hong Kong has known problems in this area. Paints used on toys manufactured in Hong Kong were discovered to have excessive lead content. Candy produced in Hong Kong contained dangerous additives and were alleged to have poisoned a group of children. Faulty electrical appliances made here resulted in several deaths by electrocution. These and other less serious complaints caught the eye of the international press.

The safety problems with which Hong Kong has had to deal were almost inevitable given the tremendous rate of industrial growth and the relative freedom from any kind of control enjoyed by Hong Kong trade and industry. In fact, it is surprising that there were not more complaints than actually were made.

In the early 70's the Government, with the advice of the Trade and Industry Advisory Board, took a long hard look at the need for some form of standards surveillance on export products. A Health and Safety Committee was appointed to review the situation. Dennis Ting (Kader Industrial) represented the Chamber. In a matter of months the Committee produced a report recommending a surveillance licensing system to cover initially the three main problem industries — foodstuffs, toys and children's playthings and electrical products powered by mains supply.

The following year exports of two of these three items, foodstuffs and electrical products, were made licensable thereby allowing the Department of Commerce and Industry to refuse the issue of a licence should manufacturers fail to eradicate unsafe or unhygienic characteristics in a product which was the subject of a complaint by

an overseas government agency. Additionally the Government was then also able to carry out pre-shipment checks thus reducing the chance of overseas complaint by eliminating the problem at source.

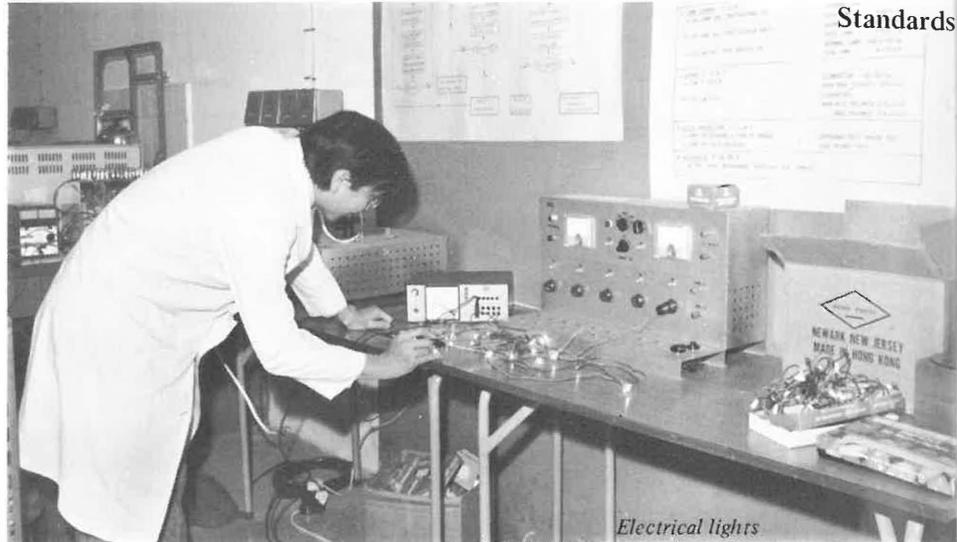
Today exporters of food and electrical items must submit an application for an export licence to the Trade Industry and Customs Department before shipment. Random samples are taken of packaged, canned or bottled

Foodstuffs and pharmaceuticals are also tested on a random sampling basis by the Government Pharmacist.

### Solutions

Electrical products powered by mains supply are also checked carefully through the licensing system. Products are tested to recognised safety standards by the Government.

The third category which the



### Standards

food. The type of imperfections which could hold up a shipment include colouring material and/or unsafe additives not permitted in the importing country, contamination in the form of insect infestation (those cockroaches get everywhere!), and incorrect labelling. All foodstuffs manufacturers are registered with the Urban Services Department. Inspectors frequently pay visits to food manufacturing premises to check sanitary conditions of the premises, workers and the processes.

Health and Safety Committee recommended for surveillance, toys and children's playthings, has not yet been brought under control. It was felt that the industry had an increasingly good record and with the incidence of complaints falling steadily, the Government believed that market pressures would continue to encourage the toy industry to aim for internationally acceptable health and safety standards.

But the Government does keep an eye on the manufacture of paints. The

Trade Industry and Customs Department maintains a paints testing programme which makes random tests on lead content. The testing takes in paints manufactured in Hong Kong and not just those used by the toy industry.

This has resulted in a great improvement in recent years. The Trade Industry and Customs Department received only eight complaints from overseas agencies in 1976, seven of which were for toys. The 1976 figure

electrical products and the remainder for a miscellany of other items. None of these were food-stuffs.

However important standards are, it is necessary to keep the problem of maintaining standards in the proper perspective. Each year thousands of categories of consumer goods are exported. It is impossible to ensure a clean slate for these goods every year. Problems concerning substandard products are bound to arise occasional-

formation must reach the exporter and the manufacturer. It is difficult enough to keep up with all the national standards not to mention the international ones.

Information on standards is channelled to local manufacturers through two sources. The latest Health and Safety Standard Measures are published by the Trade Industry and Customs Department in their Health and Safety Standards Circulars and circulated to registered factories and the institutional organisations.

As at September the Department had issued 16 circulars for 1977. Of these, the majority were in respect of standards applied in the USA. They dealt with, among other things, toxic substances, flammability of children's garments, electrically operated toys, other articles intended for use by children, and new regulations on paint containing lead.

The work of the Department of Trade Industry and Customs in promulgating standards information to Hong Kong manufacturers is further augmented by the increasing involvement in standards improvement by the Federation of Hong Kong Industries.

### Facilities

There are a number of commercial testing facilities, as well as those offered by the Productivity Centre and the Polytechnic, but the Hong Kong Standards and Testing Centre of the Federation of Hong Kong Industries since its inception has been concerned with industrial development and the need for standardisation in Hong Kong. Work on standards began more than a decade ago and today, the HKSTC is recognised as the leading testing and standards body of Hong Kong. Over the years the demand for testing facilities has grown; HKSTC laboratories are now capable of handling and testing some 90 per cent of products manufactured in Hong Kong in accordance with national and international standards.

And while the government responds to official activities overseas on standards development, the HKSTC maintains Hong Kong's link with the appropriate international bodies. The Centre is the HK member of the ISO and the World Association of Industrial and Technological Research Organisations. It is also affiliated with some 50 national and international technical

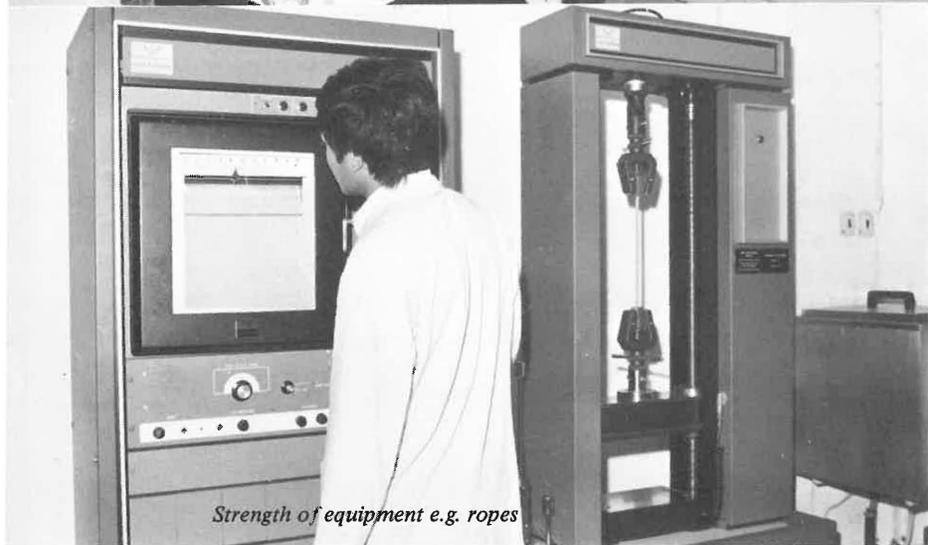
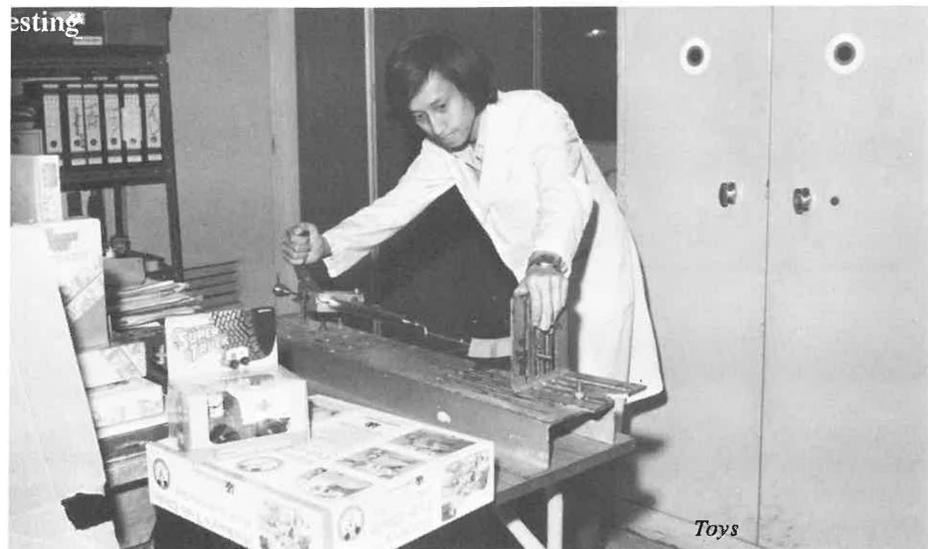
compares favourably with the 1975 figure of 26 and the 1974 record of 21 complaints. In the early 70's the Department received an average of 40 complaints a year, mainly from the United Kingdom and the United States where consumer protection is well organised both in the public and private sectors.

Nineteen seventy-seven has already had a few problems. Up to the end of November, 12 complaints were received. Three were for toys, four for

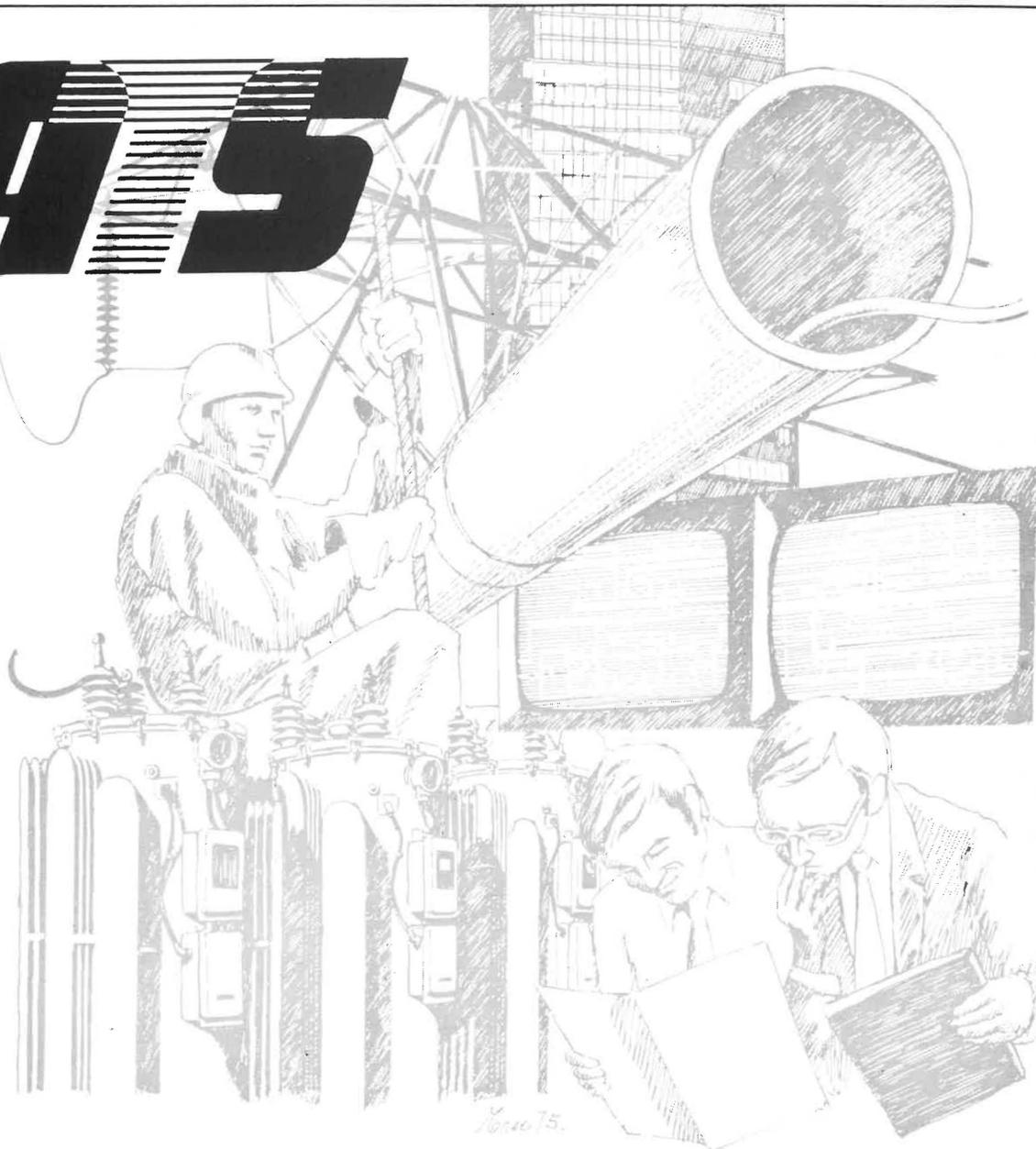
ly, especially in those countries where the degree of consumer protection is advanced.

### Changing requirements

Another difficulty for Hong Kong manufacturers when it comes to keeping up with standards is the changing requirements. The introduction of new standards and the revision of established standards around the world means a constant flow of in-



# ATS



ATS — Associated Technical Services Ltd. — now offers developers, government authorities and architects a complete range of engineering, installation and construction services. From a minor electrical installation to the procurement of large-scale process plants, ATS can handle it — on time and within budget.

The developer embarking on a new project needs ATS from the start. ATS can provide him with a

package-deal encompassing all aspects of his engineering needs, that is design, procurement, project management, contracting and maintenance for all his electrical, mechanical, structural and civil work.

ATS is backed by sound management control, computer capacity and unrivalled technical expertise.

ATS — the complete engineering service.

## ***Associated Technical Services Ltd***



*The Hongkong Electric Group*

Electric House, 44 Kennedy Road, Hong Kong Telephone 5-230111 Telex HX73071 Cable — Electric

and standards bodies all over the world. Its certificates are recognised by a large number of governmental agencies.

The Hong Kong Standards and Testing Centre has 10 laboratories. Facilities are available to members, the government, the Consumer Council and the public in general and can cater to the following: Electrical: testing of accessories, appliances, cables and wires, decoration light sets, fans and motors, lamp fittings, transformers, rectifiers and ballasts.

Electronic: testing of electronic products, radios, tape recorders, electronic components, etc.

Food: nutritional, chemical and microbiological analyses of foodstuffs and beverages.

Footwear: testing of footwear and related materials.

Packaging: testing of packaging materials and packages.

Textiles: testing of fibres, yarn, fabric, wearing apparel, clothing accessories and other made-up textile products.

Toys: testing of toys and children's playthings.

Watches: testing of watches and watch casings.



*Safety tests for children's helmets*

Gemmological: testing of gemstones and assaying of precious metals.

Chemicals: analysis of organic and inorganic chemicals, pharmaceuticals, metals, paints, rubber, water, etc.

Over 59,000 individual tests were carried out in 1976 and about the same number the year before. Testing

records show that there has been a general trend towards greater sophistication in the nature of tests conducted.

The Centre provides also the second source of information on standards for the local manufacturer. Being the Hong Kong body for standardisation matters, it is at the receiving end of much material on product standards and regulations in other countries. The Standards Library now contains over 67,000 volumes of updated overseas standards.

The Hong Kong Standards and Testing Centre also disseminates standards bulletins and is planning familiarisation seminars for local manufacturers. First one off the mark for 1978 will deal with standards and regulations in force in the United States.

The Hong Kong authorities are closely watching the work of the Multinational Tariff Negotiations Subcommittee on Health and Safety Standards which is at present studying the problems for imports arising from standards set by importing countries which developing country suppliers cannot meet.

## The Hong Kong Management Association— Hong Kong Polytechnic Joint Diploma in Management Studies

**HK  
MA**



APPLICATIONS are invited to the DIPLOMA in MANAGEMENT STUDIES jointly sponsored by the Hong Kong Polytechnic and the Hong Kong Management Association to meet the needs of in-service managers and executives who desire formal education in modern business management.

The Programme seeks to provide a broader academic base upon which executive can develop themselves in their respective environments.

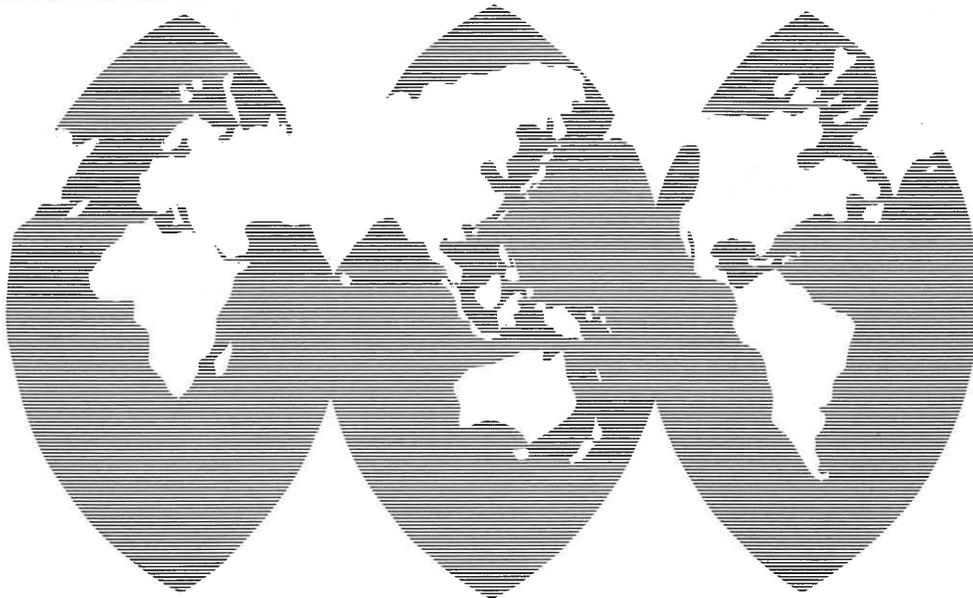
It will be built on the modular system and classes held in the evenings. Companies and individuals will find the Programme useful because flexibility has been built into it to allow participants to match their own and their company's needs with the programme. The next academic term begins in February, 1978.

Candidates are qualified for the Diploma after satisfactory completion of 6 Basic Modules and an additional 6 Modules at the choice of the participants within a maximum span of 5 years after initial registration.

ADMISSION REQUIREMENTS are:

1. Minimum age 27
2. Employed by an established organisation
3. Possession of the Hong Kong School Leaving Certificate or equivalent.
4. Final acceptance will be based on an interview

ENROLMENT FORMS will be sent to organisations/individuals on request. Detailed descriptions of modules will be enclosed. Requests for forms should be addressed to the DMS Secretariat, Joint HKMA/Hong Kong Polytechnic Diploma, Management House, 3/F., 26, Canal Road West, Hong Kong.



# The Chamber Worldwide

---

## Berlin Fair

---

As reported in the October *Bulletin*, the Chamber sent a delegation of over 30 representatives to this year's Berlin Overseas Import Fair. Despite the unfavourable market conditions in Europe total business concluded by the Hong Kong delegates amounted to more than \$4 million. In reply to a survey conducted after their return, most of the delegates said that they had succeeded in establishing new business contacts and indicated that they will certainly consider participating in next year's fair.

---

## Africa

---

Following the successful business group to Africa earlier this year the Africa Area Committee has decided to organise another group to visit Ghana, Nigeria and Kenya in April and May of 1978, leaving Hong Kong on April 21 and returning on May 18. It is hoped to form a large group covering a wide range of Hong Kong products. During the first nine months of this year Hong Kong exports to these three countries increased by 43 per cent — an indication of the potential they offer.

Members will also shortly be receiving details of a proposed business group to South Africa next June.

---

## Japan

---

A mission from Fukuoka Prefecture led by the Director of the Commerce, Industry and Marine Department of the Prefecture, Mr. Murakami, held business discussions with local businessmen at the Chamber on October 31.

---

## Malaysia

---

The Chamber promotes two-way trade — and also two-way investment. The Director, Jimmy McGregor, jointly chaired a Malaysian Investment Seminar held at the Hilton Hotel on November 8. The Malaysian Delegation at the seminar included senior representatives from the Malaysian Immigration Department, the Central Bank (Bank Negara), the Ministry of Labour and the Federal Industrial Develop-

ment Authority (FIDA). Over 100 representatives of HK companies attended.

---

## United Kingdom

---

The Senior British Trade Commissioner in Hong Kong, Mr. Derek March, briefed the West Europe Area Committee on November 22 on the UK economy.

The Vice Chairman of the Committee, Daniel Koo, will be leading the Retail Stores Buying Group to the UK in February. The group will have the opportunity of attending five major consumer product fairs. Arrangements for the group are being made by the British authorities.

---

## Kwangchow

---

Four senior executives from the Chamber attended the Autumn Fair in Kwangchow which finished on November 15. They were the Director, Jimmy McGregor, Assistant Director, Harry Garlick, Senior Manager Cecilia Fung and Ernest Leong, a Manager in the Trade Division.

Reports were as always mixed; and by mid-Fair, attendance seemed somewhat low, which may be attributed in part to the increased speed with which the Trading Corporations were apparently concluding deals. Many traders had apparently arrived in force during the opening days, finished their business and packed their bags for home. As usual, shortages in various sectors were reported, but on the other hand business seemed good in, among other categories, textiles, chemicals, and metal products. Third world representatives — apart perhaps from South Americans — were conspicuous by their absence, thus leaving the field open to Hong Kong traders, who seemed to be well represented and were apparently doing good business.

---

## South America

---

Planning proceeded on the proposed Chamber trade group visit to Panama and Venezuela scheduled for June 1978. There has been a very good response to the first circular to Members.



News, Events, Information  
From Within and Around  
The Chamber

## Chamber News

### 25 More Members for 1977

Boyden Far East Ltd.  
Consolidated Industrial & Trading Co.  
Cosmopolitan Properties & Securities Ltd.  
Harps & Co. Ltd.  
Hipson Trading Company  
Hong Fok Investment Holding Co. Ltd.  
Longines Hong Kong Ltd.  
Lykes Lines Agency Inc.  
Meximintco  
New Kwong Ngai Candle & Chemical Fty.  
Ocean Trading Company  
Otis Elevator Company (H.K.) Ltd.  
Pan Pacific Traders  
Philknit Co. Ltd.  
Polaroid (Far East) Ltd.  
Rivina Co. Ltd.  
Romantic Garment Factory Ltd.  
Sunshine Enterprises Corp.  
Technics Magnetics Ltd.  
Union West Company  
Wing Wah Knitting & Garment Factory  
World-Wide Traders  
Yau On Trading Co. Ltd.  
Ying Cheong (H.K.) Enterprises  
Financial Consultants (H.K.) Ltd.

### Chamber's Spring Dinner

The Chamber's Annual Spring Dinner will be held on the tenth day of the Lunar New Year, February 16, 1978.

The Ocean Palace Restaurant in the Ocean Centre Building in Kowloon has been booked for next year's dinner. The occasion is a relatively informal one and is intended to allow member companies and their staff to get together for an evening of good food and entertainment.

In order to assess the likely number of tables we shall need to book for this festive evening, we shall be writing to you shortly with details. If you wish to make a priority reservation, please ring Miss Marisa Tam (5-237177 Ext. 23).

## Publications

### Singapore Showcase

The Singapore International Chamber of Commerce has recently published 'Showcase 77' an illustrated directory of Singapore's products and services.

If you are interested in obtaining a complimentary copy of this publication, please write direct to the Singapore Chamber, Denmark House, Singapore 1.

## Bits & Pieces

### EBA Notice

The following is a notice issued by the Exchange Banks Association:  
"The Exchange Banks' Association,

on behalf of all members, and particularly having regard to the approach of the festive season, wishes to recommend to members of the public that any remaining practice involving the exchange of gifts between customers, banks' officers and employees be abandoned since it is open to adverse interpretation and may even have serious consequences for those concerned. To avoid embarrassment the Association is very anxious indeed that customers of the banks should be fully aware that the acceptance of a gift by an employee without the approval of his employer constitutes an offence punishable under the law and in this connection the Association wishes also to alert members of the public that the internal rules and regulations of banks usually forbid acceptance of gifts by employees in most circumstances.

It must be said that the Association is concerned to assure all bank customers that this recommendation is made in the general interest and with the greatest respect for the well-being of the banks, their officers and employees and, above all, their customers."

### GOOD CITIZEN AWARDS

On the evening of Friday November 4 and before a crowd of over four thousand, the Chamber presented 55 Good Citizen Award certificates and cheques totalling \$50,000.

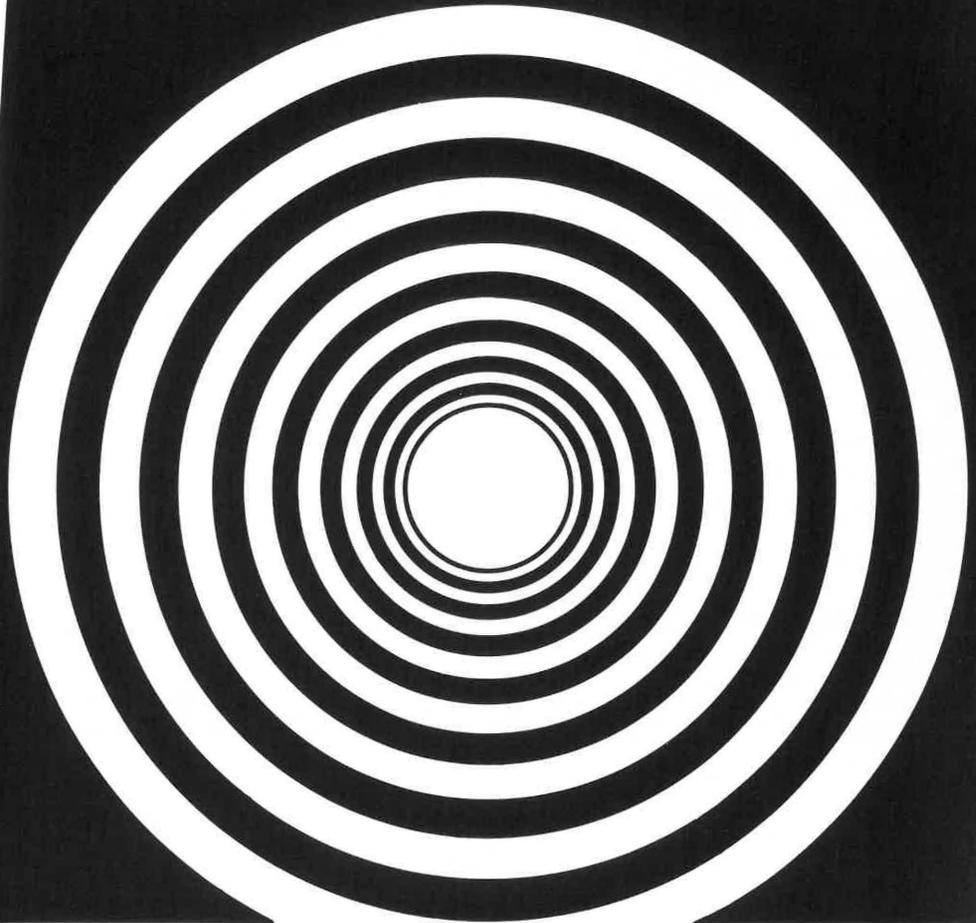
The ceremony took place at the Macpherson Playground in Mongkok and the Good Citizen Awards were presented on behalf of the Chamber by Mr. Daniel Koo of Shui Hing Co. He was assisted by the two competitors from RTV, Mr. Michael Lai and Miss Fung Bobo, and a young Woman Police Constable who is part of the JPC television show, Miss Miranda Wong.

The hour long ceremony included outstanding stage performances by stars of RTV and the popular RTV Dancers. A special award of five Golden Whistles was

also included and presented by Miss Shirley Wong on behalf of RTV, who selected the recipients with the Chamber's advice.



Mr. Daniel Koo (centre, left) presents a certificate and award to a lucky winner, watched by Mr. Michael Lai (left), Miss Fung Bobo (right) of RTV.



Our scientific planning and mechanised installation, augmented by advanced production techniques and modern management methods, make us the most up-to-date and efficient factory of its kind. With these facilities plus our continuous creative efforts, latest technical advancements, modern industrial designs and vigilant value analysis, we can supply flashlights of better quality, better design, better price and can offer you better service. For resale or own use, the best choice will always be

FLASHLIGHTS BY **SONCA**

The World's Largest Flashlight Manufacturer

**SONCA INDUSTRIES LTD.** P.O. Box 5974, Kowloon, Hong Kong. Cable: SONCALTD. Telex: 84298 SONCA HX



## 執行董事 麥理覺專欄

### 貿易歧視 與 工業多元化

雖然全世界各國政府及國際組織多年來均曾誠意希望國際貿易自由化俾各國互通有無，但是國際貿易却似乎正在無可挽回地陷入越來越大的限制之中。通貨膨脹、金融混亂、消費減退及失業增加，使深受影響的各國政府轉向保護主義及限制主義，作為緩衝的權宜之計。結果就縮小了原先未受限制的市場，又促使受到限制的國家無可避免地要考慮採取報復性的限制措施。

執政者考慮國際問題時，往往出之於本國的立場，尤以在本國未孚衆望又戀棧政壇者為然。結果，主張國際自由貿易的呼聲如今就消聲匿跡，因為此種主張不受歡迎，千百萬失業大軍認為其生計端賴保護主義以重新就業。於是，眼前利益決定了政策，長期計劃及國際合作就必須讓位了。

目前許多國家的情況似乎就是如此。發展中國家曾經指望能領導世界自由貿易的已發展國家，除了少數例外，却率先為本國利益實行短期保護主義，對最具競爭威脅的出口國採取貿易歧視政策。香港不幸首當其衝。所謂的低成本亞洲供應國長期以來在生產、出口及市場拓展方面成效卓著，如今却聲名狼藉，成了國際貿易限制的主要對象。目前歐洲共市的紡織品限制就是典型的例證。澳洲及加拿大對紡織品入口的限制亦嚴重影響了香港的出品貿易。世界各紡織業國家未能達成新的多邊纖維協定又是一例。該等紡織業國家的多邊貿易談判（東京談判）自一九七三年以來一直漫無進展，是又一例證。

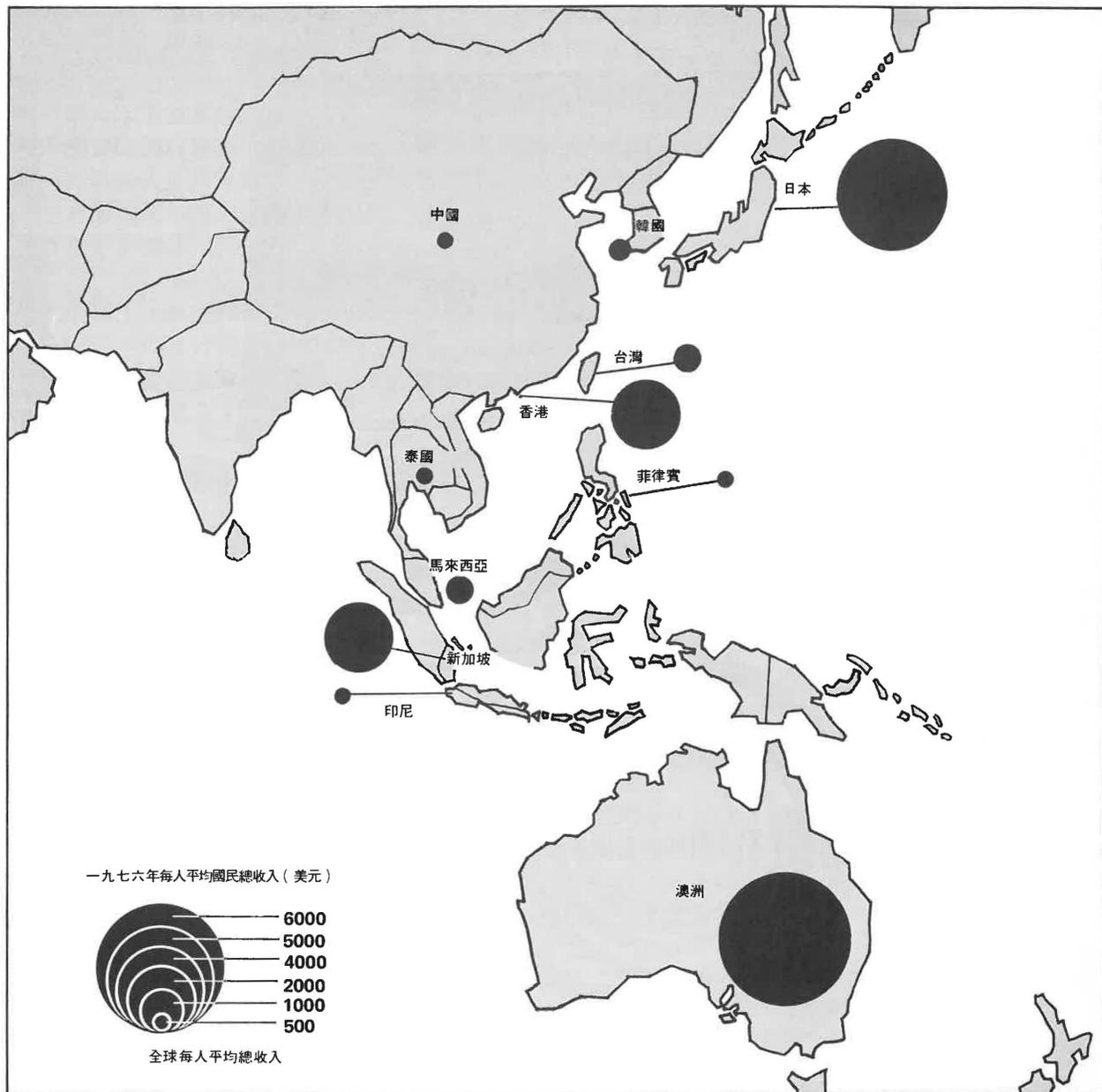
在此種談判席上，香港既無影響力，又無反擊力。香港市場早已對世界各國門戶開放，又沒有任何入口限制政策。多年前，港府決定在對外商務關係及談判中不應使用報復性手段。本人擔心香港的主張越來越不為世界各貿易國所接納。本港出口市場的前景似甚黯淡。已發展國家相互開放市場，發展中國家因為政治等理由須給予向已發展國家市場入口的特惠優待，香港不幸介於兩者之間：已發展國家畏懼香港出口對其市場的威脅，發展中國家則提防香港產品高級質素的競爭優勢。更有甚者，香港的所謂宗主國因為切身利害關係而未能充分照顧本港的利益，即使有此誠意也由於身為歐洲共市的成員國而力不從心。

任何問題，終有答案；任何難題，終有解法。香港紡織業困境的出路，就長期而言是工業、產品及市場的多元化。根據此一總目標，應制定慎密的政策，建立良好的機構，在充分調查及諮詢的基礎上展開切實的促進活動。工業多元化需要全港社會各界人士齊心合力，共同努力，才能卓有成效。港府最近成立的工業多元化諮詢委員會，有本港各大工商組織的首腦參加，對全港社會負有根本的職責。該委員會應將其職責作為當務之急，全力以赴。本會定當盡量確保本會代表在該委員會的討論中，表達本會會員的觀點及利益。本會亦將盡力協助該委員會促進工業多元化的各項計劃。在此一方面，本會在過去兩年來直接從事促進工作，而且頗有成效，已經積累了大量的經驗。

本人願藉此機會恭賀全體會員一九七八年業務興旺，萬事勝意。過去的一年頗為起伏多變，也難預測世界貿易的短期情勢。鑒於原來奉行自由貿易的國家日漸趨向保護主義，香港工商界人士更加難以制定發展計劃。值此送舊迎新之際，吾人期望一九七八年會扭轉一九七年的趨勢，恢復國際合作及自由貿易。

本會將在一九七八年中繼續努力為全體會員服務。





## 攜手邁進 香港的地區性功能

「經濟學人」副主編諾曼·馬克雷在對伊朗以東的亞洲各國進行廣泛研究之後曾經寫道：「到今日出生的亞洲嬰兒度完一生時，亞洲可能會達到日本及西歐的生活水準；如果各國執政者及決策者能擺脫中國商人式的經營作風，變化就會更多更大……亞洲的共產主義與資本主義獨裁政體均反對新殖民霸權，因而可能會發展成一種適應時代的新政體聯盟，而共產主義中國或許會演進成一種瑞典式的現代日本……」

馬克雷自認來亞洲前對亞洲知之甚微。讀者或許會視其觀點為幼稚及淺薄，但也許初次觀察最能見微識著呢。

馬克雷認為香港人是英雄。香港與新加坡雖僅是「兩塊彈丸之地，却是兩個最成功的發展中地區。」他還半開玩笑地建議，將印度等龐然大國變成數百個獨立的香港，也許會有好處。他相信亞洲應多多向香港學習，向新加坡、台灣及韓國學習，當然也要向中國學習。

「過去十五年來，亞洲發生了可能

是當代世界最偉大的進展。數世紀來亞洲貧窮的根本原因是農村的半失業，而兩種不同的社會制度終於已經開始作出了突破，創造了充分的就業。一方面是共產主義的中國。另一方面是效法日本走資本主義道路的國家。」

### 香港成就 樹立榜樣

香港不是一個國家，沒有通常概念的確定政治意義，倒也可免於政治影響經濟的危險。馬克雷對此種現象表示歡

迎。

香港的意義在於其榜樣，在於其成就，而不在於港府當局的言論。此一教訓值得亞洲甚至世界各國借鑑。相反的例子證是印度等政治社會，說得很多，做得極少。

香港對亞洲的貢獻，均在於經濟方面。香港是所在地區的一大入口、出口及轉口中心。香港是一個金融中心及貨幣資本市場。香港只要能繼續吸收新工業投資，就仍能在技術方面有一定的領導地位。香港旅客為地區各國酒店業及旅遊業增加了收入。香港的直接工業投資也為地區各國增加了就業機會。

但此處的「地區」究竟作何解呢？此詞彈性頗大，在不同的上下文中會有不同的含義，可有三解。

### 地區貢獻 影響深遠

首先，香港是東南亞的一部份。此義可說最為常用，包括台灣、馬來西亞、新加坡、菲律賓、泰國及印尼。在地理上還可包括越南、寮國及柬埔寨；但因政治狀況不同，往往不包括在內。因此此詞在此一場合是指「東南亞自由經濟及（或多或少）民主政治的國家及地區」。

上述各國也屬於範圍更大的東南亞及太平洋地區，包括自日本至澳洲及紐西蘭的所有國家。澳紐兩國雖然一向自稱為澳大利亞洲，但如今在經濟上、政

治上及軍事上均與隣近各國關係日益密切，因而在外交關係方面也已承認此一事實。此一地區也應包括中國，當然中國在政治及經濟方面與其隣國大不相同。

最後，是範圍更廣的太平洋地區——包括加拿大、美國，有時甚至還包括中南美洲國家。此一概念的含義最為有趣。有一種觀點認為太平洋已從十九世紀的鴻溝發展成為二十世紀的通道，美國及加拿大的東西海岸地區已迥然不同，一個接近於歐洲，一個傾向於亞洲。

### 香港現狀 有利有弊

所以，本文所述的「地區」會指三個概念，依上下文而定。然而，香港在上述「地區」中究竟有何地位及功能呢？

香港的殖民地地位，利弊參半。不利方面是香港政府不能與日本、新加坡或加拿大等國政府並起並坐，因而不能參加其他國家可以自由加入的許多國際組織。亞洲發展銀行的總部設在菲律賓，不在香港。亞太區經社理事會的總部設在曼谷，也不在香港。至於政府之間的對話，則往往由英國政府代表香港發言。

而在國際外交體制的繁文褥節以外，香港在世界地圖上就並非毫無地位。例如，香港已被國際商會選作其第一個地區辦事處的所在地。在私人工商業方

面，香港就很適宜作為地區辦事處甚或地區總部的所在地。香港是英聯邦的一員，當然就更具重要性——國際貨幣基金會可能不在香港開會，但英聯邦財政部長就曾在香港集會。（除政治因素之外，香港缺乏第一流的大型會議設施，也是重大國際會議不常選在香港舉行的原因。）

香港的現狀具有一個獨特的利益——為中國與世界各國不僅在外交方面，而且在貿易、金融及資料收集方面，提供了一個會晤的地點。

### 東西交匯 經濟中心

香港作為中國第二大出口市場及最大的外匯來源，對中國的經濟意義已眾所週知，毋庸詳述。事實上，中國貿易及金融的每一部門在香港均有效能極高的代理公司。該等代理行充分利用眾多的貿易活動機會，以促進中國的利益。難怪商人津津樂道：如果香港不存在，中國就必須另造一個香港。

當然此乃臆斷。事實是越戰結果之後，東亞恢復正常，使香港又適合作為地區各國代表會晤的地點。香港為不同政制國家的代表在一個沒有政治色彩的氛圍中洽談生意，提供了一個理想的接觸地點。香港歷來就是東西方的交匯點（此也正是香港「中國觀察」業的基礎！）。此種東西交匯的功能當然可以廣泛發展。

香港在經濟上有確切無疑的重要性。推而廣之整個太平洋地區，香港是高質廉價消費品的重要供應地；是工業原料及製品以及某些消費品的重要市場；是工業製品的轉口中心；是外國與中國銀行系統的重要通道；是本港及跨國大公司發展世界各地業務的中樞；又是政策穩定、管理完善的工業分散投資對象。

即使就狹義的東南亞地區而言，香港仍然是許多出口商品的重要市場；轉口中心；金融中心；資本投資來源；以及房地產、酒店及旅遊業的投資者。

一言以蔽之，香港是地區各國就業機會的製造者。

### 區域貿易 日益增長

本文附表顯示香港對太平洋地區各國的出口貿易。但就較狹義的地區而言，香港的供應國功能就相應減少，而出口市場的作用就相應提高。隨着時間的推進，香港與東南亞各國的貿易將會擴展，該等國家將會取代經濟合作發展組織某些國家而成為香港工業的供應國。

東南亞七國基本資料比較表

國家或地區	國民總產值 (百萬港元)	每人平均 (美元)	人口 (百萬)	1976年與香港貿易(百萬港元)		
				出口	入口	轉口
新加坡	5,595(76)	2,465	2.3	2,517	782	938
香港	10,024(75)	2,287	4.5	—	—	—
馬來西亞	8,397(75)	704	12	477	299	196
台灣	14,401(75)	700	16	3,057	320	815
菲律賓	15,124(75)	367	42	199	171	278
泰國	14,601(75)	334	43	795	160	386
印尼	22,479(74)	150	130	200	153	708

東北亞三國基本資料比較表

國家	國民總產值 (百萬港元)	每人平均 (美元)	人口 (百萬)	1976年與香港貿易(百萬港元)		
				出口	入口	轉口
日本	486,455(75)	4,246	111	9,348	1,400	1,500
南韓	8,488(75)	617	35	1,636	90	385
中國	299,000(75)	355	840	7,761	24	123

太平洋三大國基本資料比較表

國家	國民總產值 (百萬港元)	每人平均 (美元)	人口 (百萬)	1976年與香港貿易(百萬港元)		
				出口	入口	轉口
美國	1,498,900(75)	6,729	215	5,309	11,236	555
加拿大	142,628(74)	6,595	23	258	1,396	87
澳洲	77,306(75)	5,370	13.5	929	1,368	252

一九六五年，遠東各國迅速發展工業，隣近各國（包括日本但不包括中國）供應香港總需求的百分之二十五，而西歐及北美則供給百分之三十四強。到一九七六年，上述隣國供給香港入口的百分之四十，而西方的供應已下降至百分之二十八。雖然此種趨勢多少表明香港日益依靠隣近地區，但日本等大供應國的作用也比小供應國日趨重要。

然而，附表也顯示在去年，台灣是本港第四大供應國（一九六五年是第十

位）；新加坡佔第五位（一九六五年是第七位）；韓國佔第七位（一九六五年是第廿三位）。馬來西亞等隣近供應國也有所提高，而泰國（因為是稻米的供應國）等則維持不變。事實上，唯一顯示下降的隣近供應國是較不發展的印尼。

與此同時，唯一維持本港市場（事實上還略有增加）的西方供應國是美國——也是太平洋地區國家之一。但另外兩大太平洋國家——加拿大及澳洲就均

未能維持其在本港市場的地位，確實使「太平洋世界」理論大為遜色。

### 工業加工 增值精品

香港在東南亞較小國家的發展中也扮演著有趣的角色。香港是東南亞最早發展工業的地區之一。在五十年代，台灣及韓國均忙於政治及軍事，使香港捷足先登。然而，台灣尤其是韓國擁有香港所缺乏的天然資源。相比之下，台韓兩國人口衆多，既有農業，又有基礎工



## 港新雙城記



香港是新加坡的第五大貿易夥伴，但因新加坡對外貿易大都是與石油輸出國組織交易，所以實際情況還不止如此。香港是新加坡的第四大出口市場，超過澳洲、西德及美國，僅次於馬來西亞、美國及日本。（除英德兩國外，新加坡出口貿易均在「太平洋地區」）

但香港不是新加坡的主要供應國，部份是因為新加坡在工業多元化方面已較成功，不再過份偏重紡織業。由於新加坡供應大部份香港的燃油需求，港新貿易總是新加坡順差。但此兩個城市之間的經濟關係，顯然是兩個處於相同發展階段的社會之間，事實上是東南亞

兩個先進榜樣之間的貿易關係。

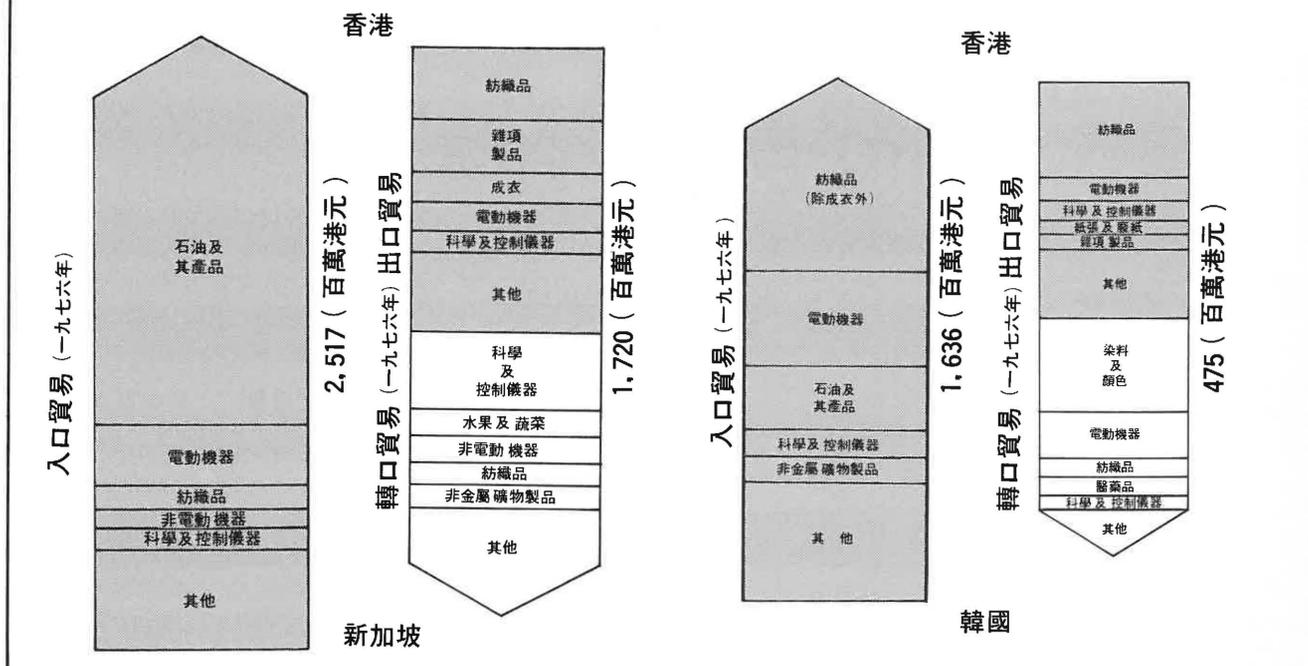
對比之下，港韓的貿易關係就與港新的貿易關係大不相同。韓國的角色是香港的供應國（參見附表），而香港對韓國的出口就微不足道，不過轉口貿易仍頗可觀。

港新貿易是平等互助、發展工業的有趣例證。香港從新加坡購入的燃油，

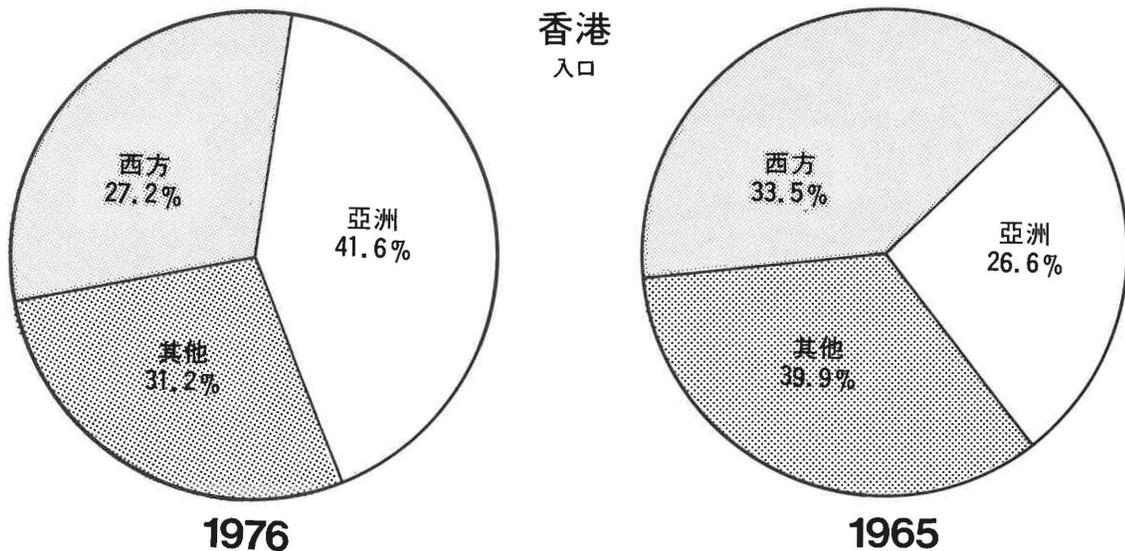
佔香港入口的三分之二；若非如此，新加坡就要在港新貿易中赤字累累了。

但此種比較容易引人誤解，因為新加坡能向香港供應燃油應歸功於其建成了煉油廠，而燃油當然也是香港工業生產的絕對必需品。因此，港新貿易是處於相同發展階段兩國間的貿易。

而港韓貿易則是處於不同發展階段兩國（根據按人口平均計算的國民總產值）之間的貿易。香港實際上是在協助韓國發展工業（香港是韓國的第五大出口市場）。儘管香港政府對世界輿論無能為力，上述事實却是值得許多富裕國家吸取的道德教訓。



## 香港 入口



業，更有廣大的土地，能大大降低生產成本。馬來西亞、泰國、印尼及菲律賓等其他隣國也或多或少俱備上述因素。因此，上述各國的工業產量終將超過香港，也不足為奇。

然而，香港作為先驅者，一直在設計、品質、市場拓展及工商管理等方面保持着領導的地位。

因此，香港目前所扮演的角色，是將地區各國的產品經過加工，轉化為有更高增值的製成品。例如，香港從台灣購入棉紗，轉化成高級時裝；又從韓國購入石油化工產品，轉化成高級塑膠製品。

此種工業加工過程由來已久，香港工業生產一直大量依靠中國供應的原料。香港已將此種過程應用於開始發展工業的較小隣國。

與此同時，香港利用其積聚的財富，在隣近各國投資設廠生產，既協助當地的工業發展，又確保出口產品的競爭實力。

### 隨機應變 講求實際

除此之外，香港還俱備其他隣國較缺乏的二項有利條件。首先，香港自從十九世紀成為中英轉口港以來，已有長期發展商業及金融業的豐富經驗。東南亞只有一度也是英國港埠的新加坡，才與香港相似，不僅是工業中心，而且正在成為金融及商業中心。

其次，香港的政治地位，使其一直可集中全力發展經濟，香港政府的自由政策也反映了此種情況。

綜上所述，香港的區域性功能是作為先驅者及實驗室。香港自知地小物缺，必須集中精力，結果的確功效超卓。

香港負擔不起多餘冗浮、奢華浪費及朝令夕改。香港只能做確保利潤的生意。因此，香港一方面隨機應變，另一方面注重實惠。香港不僅將隣國視為競爭對手，而且利用隣國的產品加工為增值製品，結果對雙方均有利益。

新加坡的情況，與香港大同小異。本期另有專文論述港新兩地的關係。

### 發展旅遊 交流經驗

不妨再從旅遊業來看香港經濟與亞洲的關係。多年以來，香港每年引來一百萬以上的旅客。但旅遊業在所有經濟活動中最具區域及國際性。香港雖是旅遊中心，但日本、菲律賓、泰國、馬來西亞及新加坡等國也有吸引遊客的地方。各國一起發展旅遊勝地，提高旅遊業水準甚至旅遊設施，地區性旅遊業必將增進各國間的相互瞭解以及貿易關係。

此外，香港還在其他方面協助地區的發展。香港俱備高度發展的貨幣市場及種類繁多的金融服務，供亞洲公司利用。香港發展以出口為主工業的成功經驗也是一種出口商品——而且樂於免費銷售。香港工商界組織對地區工商業發展的支持，也應歸功於香港政府的政策及參與。亞洲各國的政府及許多工商組織學習香港的機構，利用香港的經驗，而發展各自的制度。香港也向更先進的國家學習。

### 前途光明 東方歐洲

將來的前途又如何呢？眾所週知，香港所處的地區是世界上發展最迅速的地區，尤其以製造工業的發展速度為然，不妨再來參閱馬克雷的預測：

「該等國家暫時均甚貧窮，但其人的一半以上均在廿一歲以下。此一年齡

組的人口在今後二十年中將成長為二、三十歲的人。從一九七七至七九年，上述東亞國家中將有十億多的人口躋入最具生產力的年齡組，極大多數都受過教育。此一勞動力的增加將打破世界歷史上的一切紀錄。如果上述大多數人均有機會根據其才能獲得就業——此是任何政經制度的起碼責任——結果一九七七至七九年的生產及生活水準將出現世界歷史上前所未有的高漲。」

屆時，另外兩個太平洋地區國家——加拿大及澳洲的潛力，也有助於獲得更充分的利益。加澳兩國除冬夏相反外，有許多共同之處。兩國在過去十年期間的經濟發展均是先盛後衰。起初，兩國因地大物博，人口較少，發展甚速，生活富裕；後來，其羊毛、木材及鈾礦的出口却受到世界市場不景的嚴重影響。如不計國民總產值，加澳兩國在某種意義上仍屬發展中國家，仍有發展的潛力，使較小發展中國家競爭日烈時尚有拓展的餘地。

至於香港呢？香港將成為此一地區的「歐洲」。鑒於香港的優越性及局限性，香港工業似乎最適宜生產範圍較小的高價增值精品，將大量低價產品讓給隣國生產。

毫無疑問，香港將仍然是地區性的商業服務中心，尤其是金融中心。在某些方面（不是就在就業方面），香港更適合服務性經濟，而不是工業性經濟。然而，服務性經濟要求有更高的普及教育水準。港府最近的教育計劃使香港將迅速發展成為地區性的教育中心。香港大學終究不能媲美哈佛及劍橋，但更重要的是：本港的大學應能培養出香港及東南亞日益需要的工商領袖。

# 標準檢定工作面面觀

截至一九七七年四月底止，國際標準組織已頒佈了三千三百項標準，有關的簡要技術規定共佔了四萬頁篇幅。另有一千五百項標準草案及一千五百項建議草案已在該組織日內瓦總部登記備案。僅在一九七六年間，就有五百七十四項標準在國際標準組織註冊。國際標準組織現有標準的百分之五十以上，均在過去三年間頒佈或修改。

## 標準檢定 確屬必需

此種標準檢定是否確屬必要呢？香港理工學院院長李格致博士在最近舉行的「世界標準日」指出：「必須瞭解特大號恤衫洗過一次絕不能縮成特小號碼，中環的一氧化碳已經超過規定因而有害健康。此種『證明』就需要標準檢定中心。」

毋庸置疑，標準檢定確屬必需。沒有人願意買來的衣服洗後褪色或縮小得不能再穿。更沒有人願意吃含有有害健康附加劑的食物而導致慢性中毒。

雖然無人反對標準，但在國際範圍內對某一標準達成一致再予頒佈，却決非輕易之舉。因此才成立了國際標準組織。

如今幾乎每個國家均成立了專門保護及教育消費者的機構。香港也不例外，本港居民的不斷要求及投訴終於使港府於一九七四年四月資助成立了消費者委員會，雖然尚無法定權力，但已在消費者事務上貢獻良多。

但消費者委員會之類的組織只能起監察作用，儘管均出於善意，仍難免會犯錯誤。

不言而喻，標準有時也會遭人濫用。尤其是值此保護主義日益嚴重的時代，標準更會被人故意濫用。明顯例證之

一是英國近年來每逢聖誕節前玩具旺季就在報章上大肆攻擊香港玩具有害云云。

因此，歷來有人顧慮標準能被用作非關稅障礙，以限制入口貿易。對某一項商品突然採取不合理的高標準，結果就能禁止該商品入口。

然而，製造商仍須維持必要的標準。事實上，正因為有人濫用標準，國際標準組織應運用其專家及專門設備，決定及頒佈必要的標準。標準一旦頒佈，各國政府及其他指定機構就必須負責施行。

## 四類標準 應有盡有

國際標準組織對標準的正式定義是「為一切有關方面的利益並與其合作，尤其為促進整體經濟的最佳利益，並適當考慮到效能情況及安全要求，對特定循序處理活動所制定的規則及實施的過程」。

大致而言，標準可分為四類。也許最簡單的一類是關於度量衡的單位。在此一方面，香港剛剛邁出了第一步，終於開始了十進位公制。在教育及建築界，十進位制正在逐步取代陳舊的英美制。

本港消費者比製造商更難於適應十進位制。例如，製衣商既能適用美英澳制，也能接做公制的定單。毫無疑問，統一標準能大大簡化其工作。

標準還應用於專業術語、符號表誌、包裝標籤、洗滌說明、商標、路標、甚至廁所標示。顏色代號也需要標準化。英國最近一則通告就是一項例證。根據消費者保護法制定的一九六九年電器（顏色代號）條例規定：在英國出售家庭電器的三支花線必須符合國際顏色代號，即綠色及黃色代表地線，藍色代表中線

，褐色代表火線。

另外兩類標準目前已為香港製造商日益關注，包括有名目繁多的產品及工序標準。香港當無許多法定標準，要有關廠商遵循達到。但香港產品一般均須符合入口國家所定的標準。香港廠商如須製造標準產品以供出口，在供銷本港市場時也會達到相同的標準。

第四類標準是關於保護人的安全，也可能是香港工業最表關注的方面。

## 監察制度 功效顯著

以出口為主的經濟必須使其產品在世界市場樹立起確保使用者有較高標準衛生安全的信譽。

香港在此一方面的問題已為人週知。香港製造玩具所使用的油漆被發現含有過量的鉛成分。香港生產的糖果含有危險的附加劑，據稱曾使若干兒童中毒。本港製作的有問題電器曾導致數宗觸電死亡事件。上述事例及其他投訴引起了國際報刊的注意。

由於香港工業飛速發展，香港工商業又有極大自由而不受任何控制，所以上述的安全問題幾乎是不可避免的。事實上，尚無更多投訴案例才使人驚奇呢。

七十年代初，港府接受工商業諮詢委員會的意見，認真檢討應否對出口商品採取某種形式的標準監察制度。健康安全委員會就此成立，本會由開達實業公司的丁鶴壽先生代表出席。該委員會經數月研究完成了一份報告書，提議建立監察簽證制度，初步包括三個問題較多的工業——食品、玩具及電源發動的電器。

翌年，其中二項——食品及電器的出口已實行簽證，使工商署可對曾受外



電燈泡檢定



油漆成份檢定

國政府機構投訴又未消除安全衛生問題的產品，拒發出口證。此外，港府也能進行付貨前的檢查，當場解決問題，減少海外投訴的機會。

如今，食品及電器的出口商必須在付貨前向工商署申請出口證。各種盒裝、罐裝及樽裝食品均須抽樣檢查。可能遭致暫禁付貨的問題計有入口國不准使用的染色劑及不安全的附加劑，滋生蟲蟻的污穢骯髒（蟑螂到處都有！），及不正確的標籤。所有的食品製造商均須在市政事務署註冊。衛生督察時常登門檢查食品製造廠廠房、工人及工序的衛生條件。政府醫務人員也抽樣檢查食品及藥品。

電源發電的電器也有簽證制度以仔細檢查後，電器產品經檢查後，必須達到政府認可的安全標準。

健康安全委員會提議監察的第三個類目——玩具——尚未納入控制制度。監於玩具工業的品質日益提高而且投訴初步減少，港府相信市場壓力會繼續督促本港玩具工業爭取達到國際接受的健康安全標準。

#### 港工商署 提供資料

但港府確實留意油漆的製造。工商署有油漆檢驗計劃，抽樣檢查油漆中的鉛成份。檢查的範圍不僅只是玩具業所用的油漆，而且包括本港製造的所有油漆。

此項措施已使近年來的油漆標準大為改進。工商署於一九七六年接獲海外機構的投訴僅為七宗，其中六宗為玩具。一九七六年的紀錄，與一九七五年的二十六宗及一九七四年的二十一宗比較，已大有進步。該署在七十年代初每年平均接獲四十宗投訴，主要來自英國及美國。該兩國的政府及民間均有組織完善的保護消費者機構。

然而，一九七七年又出現了問題，到十一月為止就已接獲十二宗投訴。其

中三宗是玩具，四宗是電器，其他包括各種產品。但沒有一宗是食品。

標準固然重要，但必須諒解維持標準的困難。每年均有數千種消費品出口，不可能確保徹底嚴格檢查，難免間或發生產品未夠標準的問題，尤其是因為有些國家保護消費者的尺度已經提高。

香港製造商保持標準的另一困難是定單要求不斷變化。鑒於世界各國不斷規定新標準及修改標準，因此必須將有關資料不斷送達出口商及製造商。既要符合世界各國的標準，又要符合國際的標準，確實是難上加難了。

關於標準的資料現逕由兩個途徑傳達給本港製造商。工商署在其安全標準通告中公佈最新的健康安全標準規定，分發給註冊工廠及工商組織。

工商署今年頭九個月中已印發了十六份通告。其中大部份是關於美國實行的標準，包含毒物品、童裝的可燃性、電動玩具、其他兒童使用的物件、以及含鉛油漆的新規定。

#### 工業總會 成績斐然

香港工業總會日益改進其標準檢定服務，也進一步協助工商署向本港廠商頒佈標準資料的工作。

本港有若干商業性檢定機構，還有生產力促進中心及理工學院的檢定設施，但工業總會自成立時起就一貫致力於發展香港工業及實行標準化。該會的標準檢定工作開始於十多年之前，如今已被公認為香港主要的標準檢定機構。該會檢驗室不斷擴展其檢定設備，目前已能根據各國及國際標準檢定約百分之九十的香港製品。

在標準發展工作方面，港府負責與外國官方機構聯絡，而工業總會則與有關的國際組織保持連繫。該會是國際標準組織及世界工業及技術研究組織協會的香港會員，同時又與大約五十個世界各國及國際技術及標準組織有連繫。該

會的證明已獲得眾多政府機構的認可。

工業總會的香港標準及檢定中心已有十個檢定室。檢定設備可供該會會員、港府部門、消費者委員會及廣大公眾使用，檢定範圍包括：

化學檢定：分析有機與無機化學品、藥品、金屬、油漆、橡膠、水等等。

電器檢定：檢定電器、電器附件、電纜及電線、裝飾燈組、電風扇、電動機、燈具、變壓器、整流器及鎮流電阻器等等。

電子檢定：檢定電子製品、收音機、錄音機、電子部件等等。

食品檢定：對食品及飲料進行營養學、化學及微生物學的分析。

鞋類檢定：檢定鞋類及有關材料。

包裝檢定：檢定包裝材料及包裝。

紡織品檢定：檢定纖維、紗線、布疋、成衣、服裝配件及其他紡織製成品。

玩具檢定：檢定玩具及兒童遊戲玩具。

鐘錶檢定：檢定手錶及錶壳。

珠寶檢定：檢定寶石及貴重金屬的純度。

工業總會在過去二年中每年進行五萬九千多項檢驗。檢定記錄表明檢驗本身已普遍日趨高級精密。

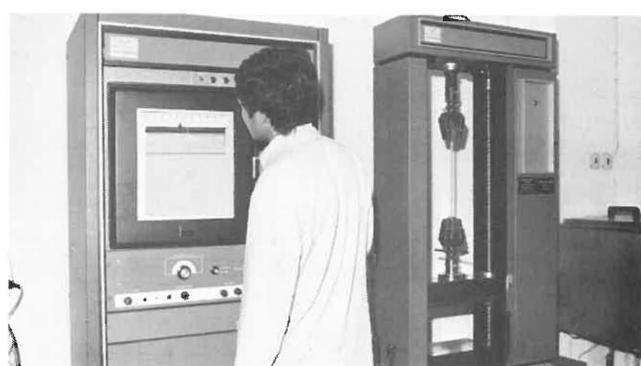
該會是除港府工商署外另一向廠商提供標準資料的來源。作為香港負責標準化的機構，該會收到外國寄來的大量標準規定資料。該會標準資料圖書館目前收藏六萬七千多冊最新的外國標準書籍。

香港標準及檢定中心還印發標準消息季刊，並計劃為本港廠商舉辦認識標準的研討會。第一個研討會將於一九七八年舉行，專門講述美國實施的標準及其條例。

香港當局正在密切注視多邊關稅談判健康安全標準專門委員會的工作。該委員會目前正在研究發展中國家出口產品無法達到入口國家規定標準而引起的問題。



玩具檢定



繩等器具拉力檢定

# 本會海外動態集錦

## 栢林貿易展覽會

本刊十月號已有報導，本會組織了三十餘人的代表團去參加本屆栢林「攜手邁進」貿易展覽會。雖然目前歐洲市場不景，香港貿易團接獲定單仍達四百多萬元之鉅。大多數團員在返港後的一次調查中均表示已建立新的生意關係，明年一定考慮再次參展。

## 馬來西亞

本會既促進雙邊貿易，也促進雙邊投資。執行董事麥理覺於十一月八日假希爾頓酒店聯合主持馬來西亞投資研討會。赴會的馬來西亞代表團包括馬來西亞移民局、中央銀行、勞工部及聯合工業發展局的高級代表。共有一百多位香港公司的代表參加了研討會。

## 英國

英國駐港高級商務專員馬卓賢先生於十一月廿二日向本會西歐貿易委員會

作英國市場情況的簡要報告。

該委員會副主席古勝祥先生將率領香港零售商購買團於明年二月訪問英國。該團將有機會參加五個大規模的英國消費品展覽會。訪問事宜正由英國有關當局安排。

## 非洲

鑒於本會貿易團今年訪問非洲大獲成功，本會非洲貿易委員會已決定於一九七八年四月二十一日至五月十八日再次組團訪問加納、尼日利亞及肯雅，並希望團員人數眾多，包括各種香港產品。今年首九個月中，香港對上述三國的出口貿易增加了百分之四十三——足以顯示該三國的市場潛力。

本會將組織另一貿易團於明年六月訪問南非，細節不久將向會員公佈。

## 廣州交易會

本會執行董事麥理覺、助理執行董事葛立科、工業部高級經理馮若婷及貿

易部經理梁紹輝等高級行政人員應邀參加了本屆廣州秋季交易會。

本屆交易會的成交總值創歷屆最高紀錄。交易會開幕初期，大量外商紛紛踴至。由於中國各貿易公司成交迅速，許多外商至交易會中期已陸續成交返國。紡織品、化學品及五金製品等許多商品生意極佳，但也有些商品仍感供不應求。除南美洲外，第三世界代表赴會人數有所減少，使大批參展的港商獲得充分的供應。

## 南美洲

本會正在計劃籌組一個貿易團，於一九七八年六月訪問巴拿馬及委內瑞拉。本會首次致會員的通知，已獲得極佳的響應。

## 日本

日本福岡縣工商漁業局局長村上先生率領該縣貿易團來港訪問，於十月卅一日在本會與本港商人洽商業務。

## 簡報滙編

### 歡迎新會員

本刊歡迎二十五家公司加入本會，成為香港總商會會員公司。（名單詳列英文版）

### 本會春譙聯歡

本會已定於一九七八年二月十六日（農曆新年初十）假尖沙咀海洋大廈海洋皇宮酒樓夜總會舉行本會會員春節聯歡譙會，專供會員公司歡聚一堂，共渡佳節，並宴酬屬下職員及客戶。

本會迅將函告有關細節，以便估計須定酒席圍數。如欲預先定位，請與譚詠珍小姐聯絡（五一式三七一七七，內線二三）。

### 外匯銀行公會通告

「外匯銀行公會茲代表全體會員銀行因年節將屆特此通告市民：顧客與銀行職員及僱員之間交換禮物，易於引起誤會甚至會導致嚴重後果，此等習俗均應免除。本會為避免尷尬場面，強調銀

行及僱客應知悉銀行僱員未獲僱主同意而接受僱客禮物皆屬違法；本會重申市民應知悉銀行規則通常亦禁止僱員收受顧客禮物。

「本會必須向全體銀行顧客申明，本通告旨在維護及尊重銀行及其職員及僱員，尤其是銀行顧客之利益。」

### 「新加坡櫥窗」

新加坡國際商會最近出版了圖文並茂的新加坡產品及服務指南——「一九七七年櫥窗」。

欲獲得贈閱本者，請直接函：Singapore Chamber, Denmark House, Singapore 1.

## 好市民頒獎大會盛況

本會於一九七七年十一月四日星期五晚上旺角麥花臣球場，舉行本會好市民頒獎大會。有五十五位好市民榮獲獎狀及共計五萬港元的獎金。他們曾協助警方破獲四十二宗罪案，因而獲警方推薦為好市民。

瑞興公司古勝祥先生代表本會頒獎。麗的電視紅星馮寶寶及黎小田協助頒獎。麗的電視藝員的精彩節目吸引了上千名觀眾聚集觀看。

在獲獎的好市民中，本會與麗的電視又選出五位好市民同時榮獲麗的金笛獎，由黃莎莉頒獎。



古勝祥先生（中左）向一位好市民頒贈獎狀獎金，兩旁協助者為麗的電視紅星黎小田及馮寶寶。

# CALTEX



**Looking  
good,  
all around  
Hong  
Kong.**



# The Hongkong Bank Group has the right key



The key to successful international business is a knowledge of  
currencies and conditions.

With over **400 offices** in **40 countries** our executives offer  
businessmen a comprehensive international banking service  
in the Asia Pacific area, the Middle East,  
Europe and the Americas.

## **The Hongkong Bank Group**

Assets exceed US\$16,000 millions

**Head Office:** 1 Queen's Road Central, Hong Kong

With 270 offices in the Asia Pacific area, and offices in the world's major financial centres