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



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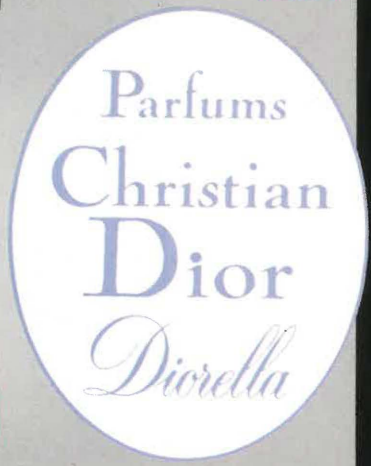
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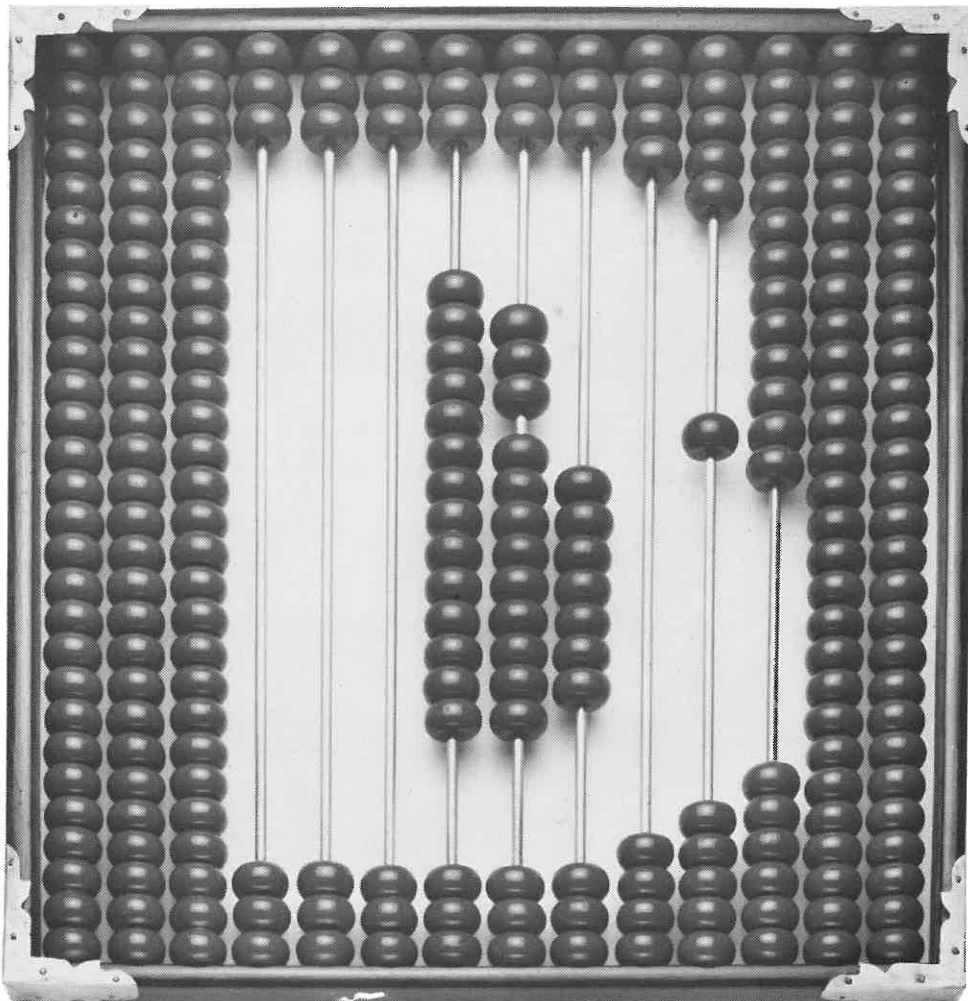
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To beat crime - prevention is better than cure. Page 11.



Counterfeit activities in Hong Kong. Page 15.

### Note for Bulletin cover

Our cover features a collage of familiar logotypes, more usually known as logos, one of the most visible forms of "intellectual property". Their function of course is to enable the public easily to identify a company, its products, or its service. The design of a good logo requires considerable care and research, a high degree of creative inspiration - and usually a little luck. See also our centre spread, pages 20, 21, which give a typical case history.

## 3 Chamber in Action

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

## 4 Recession hits the small man

Recession, weakening order booking, factory closures, unemployment ... too much has been said about it. To get a clearer picture of the situation, The Bulletin recently conducted a spot survey of leading industries and found the situation not all bad.

## 7 When did you last prevent a crime?

This year, the campaign to beat crime stresses crime prevention. The police believes the majority of crime is preventable, and gives advice on how to foil the criminal.

## 13 Catching the copy cats

Hong Kong's free port status makes it vulnerable to counterfeiting and pirating activities. A new Trade Descriptions Bill seeks to step-up legal muscle to crack the problem. We include in this feature an explanation of how the law protects patents, trade marks, designs and copyright.

## 23 In Tray

## 27 本會動態

內容摘錄自執行董事之每月報告。

## 28 你可會防止過罪行？

今年的減罪運動着重宣傳防止罪行。警方認為本港大部份的罪案原是可以預防的，並提供了市民須知的防盜知識。

## 33 經濟衰退打擊小廠商

有關衰退、訂單續減、工廠倒閉、失業……等問題，已聞說不少。為了解實際情況起見，本刊最近進行了一項局限性的工業調查，發現廠商的情況並非全部陷於困境。

## 34 緝查模仿者 保障知識產權

香港的自由貿易政策，使它容易受到商業偽冒及翻版活動的威脅。新商品說明法案旨在加強對付冒牌問題的法律權力。本文內容概述法例如何保障專利權、商標、圖案、設計及版權。

## 39 簡報匯編

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## New Companies Ordinance

As members will know, a **new draft Companies Ordinance** was recently published. After consultation, this will be passed into law either in its present, or in an amended, form. In order to see that the interests of members and the commercial community are fully protected, the Chamber has **commissioned a leading local firm of solicitors to carry out an indepth study** of the draft Ordinance and to report to the Chamber's Legal Committee. The Legal Committee will in turn recommend what, if any, submission the Chamber should make to the Government concerning revisions to the new Ordinance. We shall report on progress to members from time to time.

## How Much Is A Civil Servant Worth ?

Peter Williams, Secretary General of the Standing Commission on the Civil Service, met with one of the Chamber's Ad Hoc Committees recently and a wide ranging discussion took place regarding different **policies** that might be adopted **for setting civil service salary levels**.

The Chamber strongly urged that a **comparison of pay levels with the private sector** should continue to be an **important**, but not necessarily the only, factor in setting civil service pay. We suggested, however, that the **role of the present P.I.U.** could be **enlarged and improved**, and that fuller consultation could take place with the private sector before Government increases were announced. We also suggested that there might be advantages in explaining more fully the way which comparisons between private sector and public sector were made. We felt that there was a lot of confusion arising because of the **timing and back-dating of Government pay awards** and that procedures here could be improved.

## Selling in Europe

Senior Trade Manager, W.S. Chan and representatives of 15 Chamber member companies left Hong Kong last month to take part in the **Berlin Import Fair Partners for Progress**. The Chamber has taken part in this particular exhibition for the past 13 years and, as usual, we anticipate good results for the present Fair. After Berlin, Mr. Chan together with



*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*

representatives of five member companies will visit **Gothenburg** in Sweden for the **International Consumer Goods Fair**. This is the first time the Chamber has participated in this event.

## Selling in Hong Kong

The Chamber is one of the co-sponsors of the **Expoship '80 Exhibition** organised by the Seatrade Organisation, which will take place at Ocean Terminal on 17-21 November. As a sponsor, **the Chamber has been offered a free stand at the Exhibition**, which we will use in order to distribute promotional material on Hong Kong trade and industry to overseas visitors, and to help recruit new members to the Chamber from among local visitors. The stand will be open from 10 a.m. to 5 p.m. and Chamber members are cordially invited to inspect it.

## Sell to the World With the Chamber During 1981

An ambitious programme of **two-way overseas missions** has been drawn up for next year by the Chamber's Trade Division. This will shortly be considered by the General Committee and details will be sent to members.

## Be In Fashion - Join the Chamber

**More new members than ever** are joining the Chamber. Our average rate of recruitment this year has been almost 25 new members per month. This is higher than the rate for recent years. It was about 20 new members per month in both 1979 and 1978.

## 40 Good Citizens Awarded

Mr. Chan Pak Keung, a member of the **Good Citizen Award Appeal Committee**, helped the Chamber distribute a total of \$38,500 to 40 local citizens who had actively helped the Police fight crime during a **presentation held at Shun Lee Estate at Kwun Tong on Sunday, 31st August**. The programme was arranged in cooperation with the Royal Hong Kong Police Force and Rediffusion Television. Rediffusion provided a stimulating programme of entertainment for the large crowd which watched the event and distributed RTV Golden Whistles to some of the more outstanding good citizens.

## Leading World Banker To Speak to Chamber Members

Mr. A.W. Clausen, **President of the Bank of America**, will speak to members at a joint luncheon meeting held with the American Chamber on 7th October. Mr. Clausen is a very senior member of the world's banking community and will be speaking on a **subject that is of interest to all of our members - protectionism**. If you have not already booked for this event, please contact Mr. F.M. Castro at 5-237177 Ext. 32.

## Cooperating with Japan

Mr. D.K. Newbigging, Chairman of the Chamber, and Assistant Directors, Cecilia Fung and T.L. Tsim, will visit Japan early in October to attend sessions of the **Japan/Hong Kong Business Cooperation Committee**.

An **economic conference will also take place in Kagoshima** in the southern Japanese island, Kyushu, between 18 and 21 November. The Chamber will be represented by the Director, Jimmy McGregor. Representatives of the Trade Industry and Customs Department and delegates from the two universities will also attend.

A third series of meetings will be held in Yokohama towards the end of November when the **Yokohama/Hong Kong Economic Conference** will take place.

*Any member who would like fuller information on any of the matters reported above is invited to contact the Director's PA, Miss Louise Wong at 5-237177 Ext. 30.*

# Recession hits the small man

by Harry Garlick

*In the face of conflicting reports regarding the impact on Hong Kong of recession, and in particular its effect on factory closures and unemployment, the Chamber took a spot check among its industrial members to find out their view of their industries. Their comments suggest that recession so far has been largely restricted to smaller firms. But many still feel optimistic about the future.*

It is virtually impossible to open the business pages of any newspaper today without the word 'recession' screaming from the headlines. That there is a recession, most particularly in the United States and also in some European countries, is agreed. What is not so clear is how deep the recession is biting and how long it will last.

In Hong Kong, reports are also conflicting. The survey of future manufacturing orders-on-hand carried out by Government indicates that there has been a marginal drop in order books over the past few months. However, this has not yet been reflected in trade figures, or for example, the Chamber's own Certification of Origin figures, which reflect pretty faithfully the volume of goods being shipped from Hong Kong.

More ominous reports occasionally hit the headlines. For instance, the Christian Industrial Committee recently claimed 100 electronic factories have shut down this year, and a further 200 garment factories will close during the latter part of the year. Thirty textile factories had shut down between February and May, they claimed. The number of unemployed might eventually exceed 220,000, it was reported.

A mid-year survey of the economy printed in The Bulletin for July was not entirely pessimistic in its findings. A spokesman for the electronics industry, for instance, pointed out that new factors were at work in that industry which would make this recession different from previous recessions.

Another theme that cropped up in the Chamber's survey was that Hong Kong might expect to be cushioned from some of the effects of previous recession because of the growth of trade with China.

Where then do we stand? In an attempt to analyze a rapidly changing situation, the Chamber's Industry Division took a spot survey of selected industrial members.

The survey was too small to be representative of the entire manufacturing sector, but it did cover a range of manufacturing, including principal industries such as garments, textiles, plastics, electronics etc.

We asked our members what their business performance had been like during recent months; how they saw developments for the next six months; how many, if any, workers had been laid off; and what was happening to wages. Our questions concerned not just the individual companies approached, but also how they saw their industry as a whole.

It must be made clear that the companies replying are among the larger and better employers, and this is significant.

The overall picture that emerged at end-August, 1980 was that the effects of recession are restricted largely to the smaller companies. By and large, the bigger companies are still doing good business, although in some cases not quite as good as a few months ago, and some anticipate that the situation might get worse before it gets better. Others seem reasonably optimistic and were able to give reasons for their optimism.

Two diverse comments were:

'Business has been decreasing since January. Profits down by 10% compared with last year. About 80% of spinning mills in HK will lose their profit in the next year. In fact some smaller mills have been closed down.'

This was said by a company in the spinning and weaving sector, which has perhaps been harder hit than other sectors, and illustrates the less optimistic side of the picture.

The spokesman went on to say that although monetary wages had increased by up to 15%, real income had declined not only because of inflation, but because less hours were being worked as a result of shortage of orders.

The company in question stressed that its policy was to retain workers as far as possible at times of recession even though they may not be fully employed.

At the other extreme, a garment manufacturer said that he had experienced a steady growth of 10% in business during 1980 and looked forward to a 10% increase throughout the year ahead. Like the spinning and weaving factory, his factory was not fully operational, but this was the result of labour shortage, not shortage of orders. Wages had increased by up to 25% during the past year.

Despite stories of workers being laid off, only one of the companies we approached admitted to having been obliged to reduce their workforce. On the other hand, several - including companies in electronics, toys and electrical products - reported that they were still experiencing a labour shortage. One respondent made the point however that shortages were apparently in particular skills and included apprentices, rather than overall. It seems apparent that whatever impact illegal or even legal immigrants have had on the labour market, they have by no means entirely eradicated the problem of labour shortage.

There are however some signs of the labour situation easing. A company in the light metal industry reported that mobility of workers was decreasing. He did not find himself short of labour, even though the number of workers he required was currently increasing. A similar report was made by employers in the plastics and watch industries. This easing in the labour situation did however seem to be somewhat patchy, with some regions still short of labour. The areas Yau Tong and Tuen Mun were mentioned.

Insofar as there has been an easing of the situation, part of it must undoubtedly have come about as a result of closures. Respondents in the printing, watch and light metal industries reported that there had been closures in their industries, but mainly among smaller size units. In the case of the watch industry, these almost certainly were among companies that jumped onto the boom without an adequate long term investment in the industry.

Although there was unanimity of opinion that closures had affected smaller units only, industrialists find it difficult to quantify the extent of such closures and the effect this will have on the unemployment rate.

Likewise, short time working was believed to be increasingly common in some industries. A metal industry employer

observed, 'Many small factories are now only operating between 30-40% of the time.'

Short time working might be affecting take-home pay, but basic wage rates nonetheless seem to be going up, although not perhaps as rapidly as in the past two or so years. Employers who referred to increases mention a minimum figure of 10% since the beginning of the year, and a maximum of 30% over the past 12 months. Most employers quoting figures however gave the norm as a 10-15% increase for the current year.

The determination of most employers contacted to keep on staff for the foreseeable future seems to be justified by their comments about their own companies' business performance. Some comments were:-

- 'Orders have increased in value terms.' (Plastics)
- 'We believe business will improve by about 10% in the year ahead.' (Garments)
- 'Business in computer and computer peripheral field had been exceptionally strong and profits good.' (Electronics)
- 'Company continued to receive increasing orders, business satisfactory.' (Electronics)
- 'Not so good for the first half of this year but quite good in the past three months.' (Toys)
- 'Because of penetration into new markets, business is good.' (Plastics)
- 'Business very good.' (Light metal)

The situation was however not uniformly good. Textiles, as reported above, certainly face problems of both turnover and profitability, and one manufacturer remarks that the company has 'subsidized' their spinning and weaving opera-

tions with their real estate earnings.

A watch manufacturer expected business to be maintained for the next 12 months but did not anticipate growth. A metal manufacturer foresaw a downturn for the next six months. Another metal manufacturer reported exports of one of his lines as by dropping as 10% and local sales by 50%. However, he anticipated an uptrend during the second half of 1981. Yet another metal company was optimistic regarding the coming six months but was reluctant to forecast beyond that period. A printing company believed that its prospects would be largely determined by what happened in the USA and UK.

Employers were however largely agreed on the fact that whatever may have happened to order books, profit margins have certainly been squeezed. This comment came from employers in printing, watches, textiles and electronics.

Once again, it cannot be over emphasized that the Chamber survey was not conducted on an industry-wise basis. It was nonetheless made among people who are well placed to have a feeling for what is happening in their respective industries.

Their views fit in convincingly with other reports, which suggests that although Hong Kong may be close to recession, its full effect have yet to be felt. But the \$64,000 question of 'how long and how deep' remains unanswered. Certainly, there is a considerable volume of evidence to suggest that whatever happens elsewhere in the world, Hong Kong may well get by with a minimum of dislocation. ■

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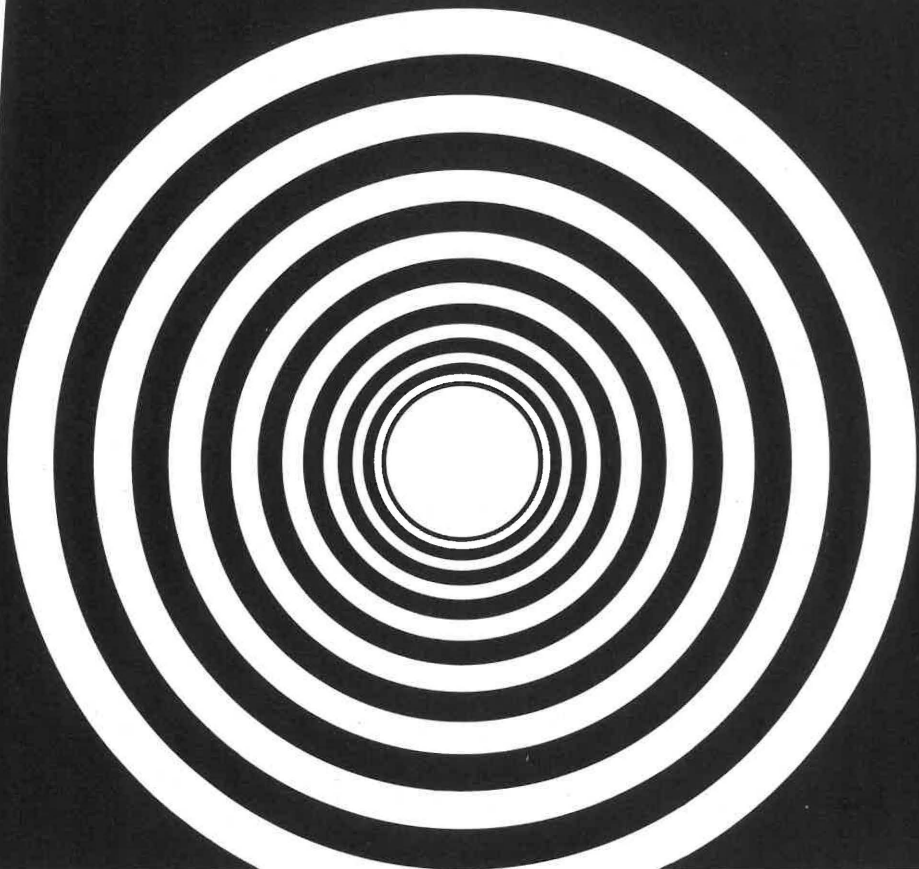
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# When did you last prevent a crime?

by KK Leung

*As our population continues to increase, a corresponding increase in crime is expected. If we are to meet this threat, the effort must come from the Triple Alliance - the public, the police and the Government. This year the Government campaign to beat crime is Crime Prevention under the slogan "Stop Crime Now". The police is expanding its Crime Prevention Bureau to take a more aggressive role in giving advice to people on crime prevention. On the part of the public, they should report crime and take simple, sensible precautions against crime.*

"Earlier this year, our Crime Prevention Bureau staff approached a goldsmith and jewellery shop in Tsuen Wan and pointed out its inadequate security against robbery and burglary. The shopowner, however, turned a deaf ear to our advice. Three months later, the shop was robbed and lost goods worth more than \$1 million."

This short account by Mr. K.W. Chan, Superintendent of the Police's Crime Prevention Bureau, illustrates the general public's attitude towards security. They see little return in the investment in security, and very often they start thinking of the importance of security and make the investment only after they have been victims of crime.

Since 1973, Government campaigns to beat crime have been directed to Fight Violent Crime, Report Crime, Community Against Crime, War-on-Rape, Beat Crime, Police Recruiting and so on. This year the objective is Crime Prevention under the slogan "Stop Crime Now".

Mr. Chan pointed out that it is disheartening for police officers to find employers who do not take the trouble of taking even the most elementary precautions. In addition to putting property at risk, employers may expose their staff to needless risk of injury.

In his opinion, a majority of all crime committed in Hong Kong is preventable. To elaborate on this point, the Commissioner of Police Mr. Roy Henry in a recent luncheon speech to the Lions Club explained, "That is not to say that all crime can be prevented. Rather it means that if people take simple, sensible and relatively inexpensive precautions most criminals will be discouraged, if not deterred."

"By far, the largest proportion of crimes are committed for gain. And, the sad fact of the matter is that far too many of our citizens still make it far too easy for the criminal to achieve his objective. Even when fully aware of the possibilities, some still blithely

believe it will never happen to them." He added, "Homes and business premises are left unsecured, particularly the latter, and owners very often are unable to identify their valuables when the need arises."

"If the principles of home security are applied with the same care to business premises, this would do much to reduce what is, by far, one of the most preventable crime problems in Hong Kong," he noted.

Concurring with Mr. Henry's view is Mr. B. James, who is the chief consultant of Hong Kong Security Limited, the biggest industrial and commercial security organization in Hong Kong.

Mr. James said that people in Hong Kong take great care of their possessions and privacy at home by putting up security devices, such as metal doors, window grilles, door viewers and door chains. It has almost come to a point that people prefer to keep themselves safe at home behind the metal bars, while criminals are free in the streets, he commented.

To employers in the industrial and commercial sectors, security expense is often the last thing in their budget because crime prevention is intangible and a long-term investment. "They simply wait until something bad happens to them. By taking simple and common sense precautions we can save ourselves a lot of worry, inconvenience

and financial loss," Mr. James explained.

For instance, there are still far too many employers sending their staff to banks to collect wage packets. Paying staff by cheque, by direct credit into a bank, or having cash in transit handled by security guards, can eliminate the risk of payroll robberies. Also, depositing cash takings daily eliminates the potential loss from overnight burglaries of safes. The installation of adequate security equipment eliminates the smash and grab type of raid on jewellers' shops.

The proposal to build an integrated security system within a new office building 10 years ago was considered a waste of money and turned down immediately. But, with the current development of high-rise buildings, it has become a prerequisite for the management to build-in security before tenants move in. Moreover, such systems require sophisticated electronic devices in combination with security guards. "Just think of a building with more than 25 storeys, how many guards will be needed if no electronics monitoring system is incorporated to reduce manpower?" Mr. James said.

He told *The Bulletin* that security is especially important for premises that have computers. "Protection of computers and computer rooms, especially

## Even Bulletin Writers Aren't Safe!

*The Bulletin's* article on security is timely, as this issue is thinner than would have been the case had not one of our contributors been prevented from filing his copy as a result of injury sustained during a robbery.

Graham Jenkins, who has contributed several articles to recent *Bulletins*, was attacked at his home on July 23rd, 1980, when answering the door to a group of men.

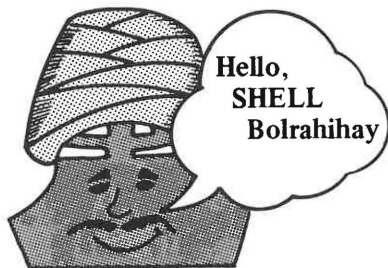
Graham admitted that he was foolish in opening the door to strangers (so keep in mind that lesson !), but having done so, he was assaulted. In the struggle Graham's hands were injured. Needless to say, for a person whose profession is writing, this counts as a serious injury. We wish Graham a speedy recovery and hope that no permanent damage has been done. But in the meantime, be careful when answering the door to the strangers...

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control of access to ward off mischievous persons, requires expertise. Employers just can't afford to see the machines broken up or computer information stolen or defiled," he explained.

Although people know about security and protection, Mr. Francis Knight, director of Guardforce Limited, said they do not take enough precautions because they think the police are always available to help them.

The growth in population, the increase in crime and the continuing expansion of urban areas means the level of police protection must at times be strained. It is the duty of the individual to provide his own basic protection.

According to Mr. Knight, protection need not call for huge sums of money, provided that security is given due consideration at the design stage. He said that in many projects security precautions can be built in with little extra cost if the right advice has been sought at the planning stage. "This is now a common phenomenon in the US, but is still comparatively new in Hong Kong," he said.

To give the public a better understanding of commercial and industrial security, the International Professional Security Association (Hong Kong Branch) will stage a one-day seminar on "Design for Security 1980". It will be held in September at the Hilton Hotel to enable those with a responsibility for planning, designing or managing new buildings to learn the latest techniques.

The "Stop Crime Now" campaign is intended to publicize crime prevention by defending and protecting property, and reporting suspicious persons loitering in the common parts of buildings.

Mr. Chan pointed out that many of the crimes committed are "prima facie preventable" and that people should be advised they themselves could effectively prevent and deter crime. He encourages residents to think about their neighbourhood and to form a united front against crime.

For this year's campaign, the Crime Prevention Bureau of the police has been expanded by setting up specialized crime prevention units in every district division. They attend scenes of

crime, visit commercial, residential and industrial concerns on a regular basis to give advice on security. They have carried out since March a total of 750 security surveys at their own initiative and a further 547 surveys immediately after crimes have been committed.

In January this year, the Crime Prevention Bureau opened in the police headquarters a display room with more than half-a-million-dollars worth of security equipment, to convince the public that the means are readily available for protection. The equipment is provided by the various security companies in Hong Kong.

As our population continues to increase, a corresponding increase in crime is to be expected. If we are to meet this threat the effort must come from the "Triple Alliance" - the public, the Government and the police.

The Commissioner of Police explains, "Society as a whole cannot shelve its responsibilities by relying solely on specialists and specialist actions. Our objective must be to engender and enhance community spirit, thereby reinforcing the will of the vast majority to prevent and resist crime. To achieve this, one requires an authority to coordinate and orchestrate activities

at all levels. Clearly, the initiative must come from the Government. The creation of the Fight Violent Crime Committee in 1973 to combat crime was a significant step taken towards this objective."

As a result of the joint effort by the Triple Alliance, the police recently announced that robberies and burglaries have continued to decline from a peak in September last year.

The daily average reports for robberies have dropped from 30 in September to 25.5 during the following seven months, and further declined to 23 between May and July - a drop of 23 percent in 10 months. Daily burglary average reports have also reduced from 25.5 in September to 22 in May-July period.

With the expansion of police facilities, the simplification of reporting procedures, and the introduction of the new beat radio system, the public have been encouraged to make more contact with the police.

To promote crime prevention, the Crime Prevention Bureau has compiled a list of advice to *The Bulletin* readers so as to give them a better understanding in the prevention of robberies and burglaries.



Reporting crime promptly helps the police to beat crime.

# How to keep the criminals out

## Burglary

Although nothing can be made 100% burglar proof, the aim of management should be to make unlawful entry as difficult and as time consuming as possible. In order to do this, the design of the premises should be first checked for points of weaknesses in security and the remedies decided upon. The following points are where security weaknesses are likely to occur:-

### Doors

The number of doors to the premises should be restricted to a minimum, compatible to business and fire safety requirements.

Rear and side doors should be of robust construction. A minimum requirement being solid wooden doors with concealed hinges. The locks fitted should be mortice type and of a particularly high quality. Bolts should be fitted on the inside, at the top and the bottom.

Where the front doors, for display purposes and the need to conform with the design of the frontage are made of glass, or fitted with large panes of glass, the installation of a metal shutter or metal grille is essential. The glass doors themselves should be fitted with locking devices at the top and the bottom, whether or

not a central locking device is used.

The front shutter or grille, or any side or rear doors, should be fitted with intruder detectors incorporated into an alarm system.

Where a padlock is used to secure a metal shutter or grille, the padlock should be of high thief resistant quality.

### Windows

Where it is insisted that windows are to be retained, they should be reinforced by mild steel bars on the inside. The recommended specifications of these bars and method of their installation are available from the Crime Prevention Office. Where they exist, the opening devices on windows should be fitted with a locking device.

### Lighting

It is recommended that some interior lights are left on during the hours of darkness.

If the inside of the premises can be viewed from the outside then they should be illuminated at the rear of the interior, so as to reveal the presence of an intruder.

Slide and rear doors should also be illuminated at night. Lights with strong glass covers and protective wire guards are to be preferred.

Where shutters are used, apertures

should be provided to enable a security check to be made from outside. With high risk premises e.g. goldsmith/jewellers, furriers, consideration should be given to adjacent premises. Where the next door premises become frequently vacant or have a low standard of security, the strengthening of the dividing walls should be considered.

### Safes

Cash on the premises should be kept to a minimum and deposited in a modern safe, with drill and cutting torch resistant qualities. The thief resistant qualities of a safe should always be compatible with the value of its contents.

Where it is possible, the safe should be sited where it can be viewed by a security check from outside the premises. The safe should be illuminated to facilitate security checks.

It is recommended that the safe be fitted with a combination lock. Great care must be exercised not to leave the code laying around or written on the back of a calendar or on a nearby wall. Change the code periodically, especially after an employee leaves the firm.

A time lock should be considered for very high risk contents such as jewellery and precious stones.

All safes should be anchored to the floor.

The security of the contents should never rely entirely upon the physical qualities of the safe. Safes should in turn be protected by an alarm.

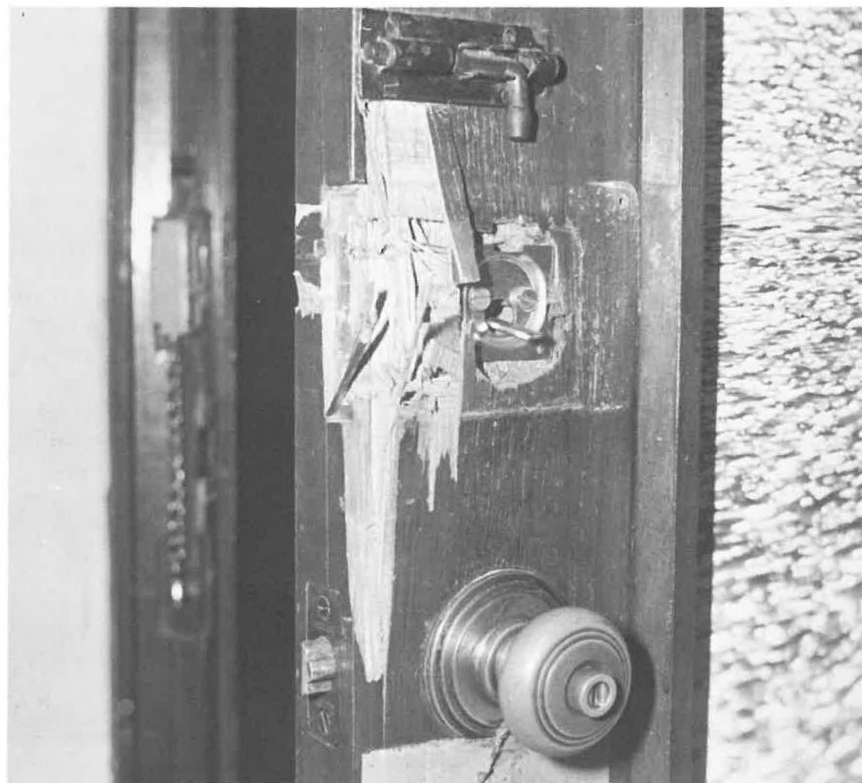
Cash registers should always be emptied prior to leaving the premises. The drawer of a cash register should then be left open, thus avoiding damage caused by an intruder when forcing it open.

## Robbery

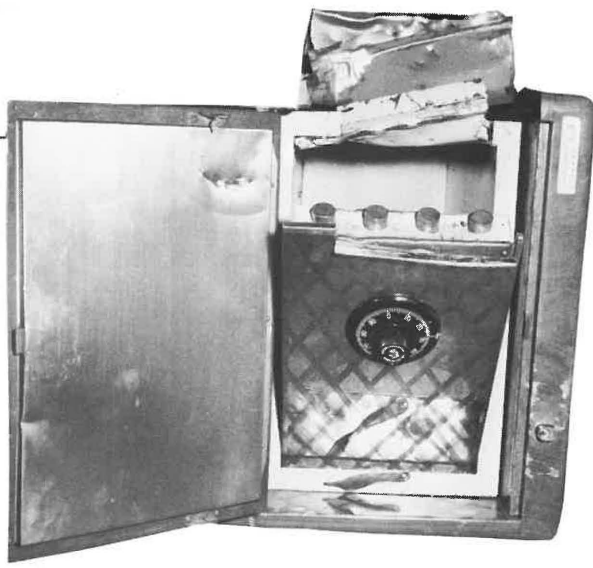
It is important that when management have decided on their anti-robbery measures, that they ensure that all employees are aware of these measures and of their individual responsibilities and duties. Good anti-robbery practices are:-

### Before a robbery

- 1 Avoid placing merchandise so as to obstruct a view of the interior from the outside.
- 2 Keep rear and side doors locked when not in use. Fit inspection lenses to these doors to enable staff to check the outside area before opening these doors.



No concealed hinges, lack of high quality locks, bolts not fitted - an open door for burglars.



This safe was not safe in the hands of burglars!  
It is not resistant to drilling and cutting.

- 3 Keep the 'float' in the cash register to a minimum by providing a strong metal box bolted firmly to the cash desk. The box should have a pay-in slot through which the cashier can deposit her excess cash. This box should be kept locked and the key kept by a senior member of the staff, not the cashier. A notice should be displayed prominently declaring that the cashier does not have a key to the box.
- 4 Provide a robbery alarm device which can be activated by the cashier without raising the suspicion of the robber. This should be in the form of an alarm button or lever close to the cashier's foot or, in the form of a metal banknote clip in the cash register which activates the alarm when the notes are removed. Other positions from where the alarm can be activated should be considered.
- 5 The robbery alarm should not be audible on the premises.
- 6 Care must be exercised when opening and closing the premises. These are times when the premises are extremely vulnerable.
- 7 Restrict the exposure of cash on the premises as much as possible.
- 8 The cashier's position should not be sited close to the entrance. This enables a thief to plan a snatch and quick getaway.
- 9 Do not keep large sums of money on the premises.
- 10 The amount of cash kept on the premises should be 'milked' as often as possible, either by irregular visits to a nearby bank in daylight by different employees, or by collections made by a security firm. The latter measure is preferable.
- 11 The cashier's position should be designed so as to prevent cash be-

ing snatched from the register or counter.

- 12 The cash registers and their overflow boxes should not be emptied until the premises have been closed for business.
- 13 A careful check should be made for persons attempting to conceal themselves on the premises, toilets, cupboards, cocklofts, etc.
- 14 It is also recommended that employees be briefed on how to identify robbers.

#### During a robbery

When a robbery takes place the following advice should be borne in mind:-

- 1 Keep quiet.
- 2 Do not resist.
- 3 Obey the orders of the robber.
- 4 Do not move unless ordered to do so.
- 5 If possible activate the silent alarm, but do not jeopardize your safety.
- 6 If a hold-up note is used, try to retain possession of it.
- 7 Try to memorise as many characteristics of the robbers as possible, i.e. physical appearance, clothing, scars, speech.
- 8 If more than one robber is involved, study the nearest one.
- 9 Do not make it obvious that you are trying to memorise his identity.
- 10 Note the direction of escape.
- 11 Note the registration number of the car if one is used.
- 12 If a banknote clip operated alarm is used, give the money from the clip to the robber as soon as possible, this gives the police a better chance of catching the robbers.

#### After the robbery

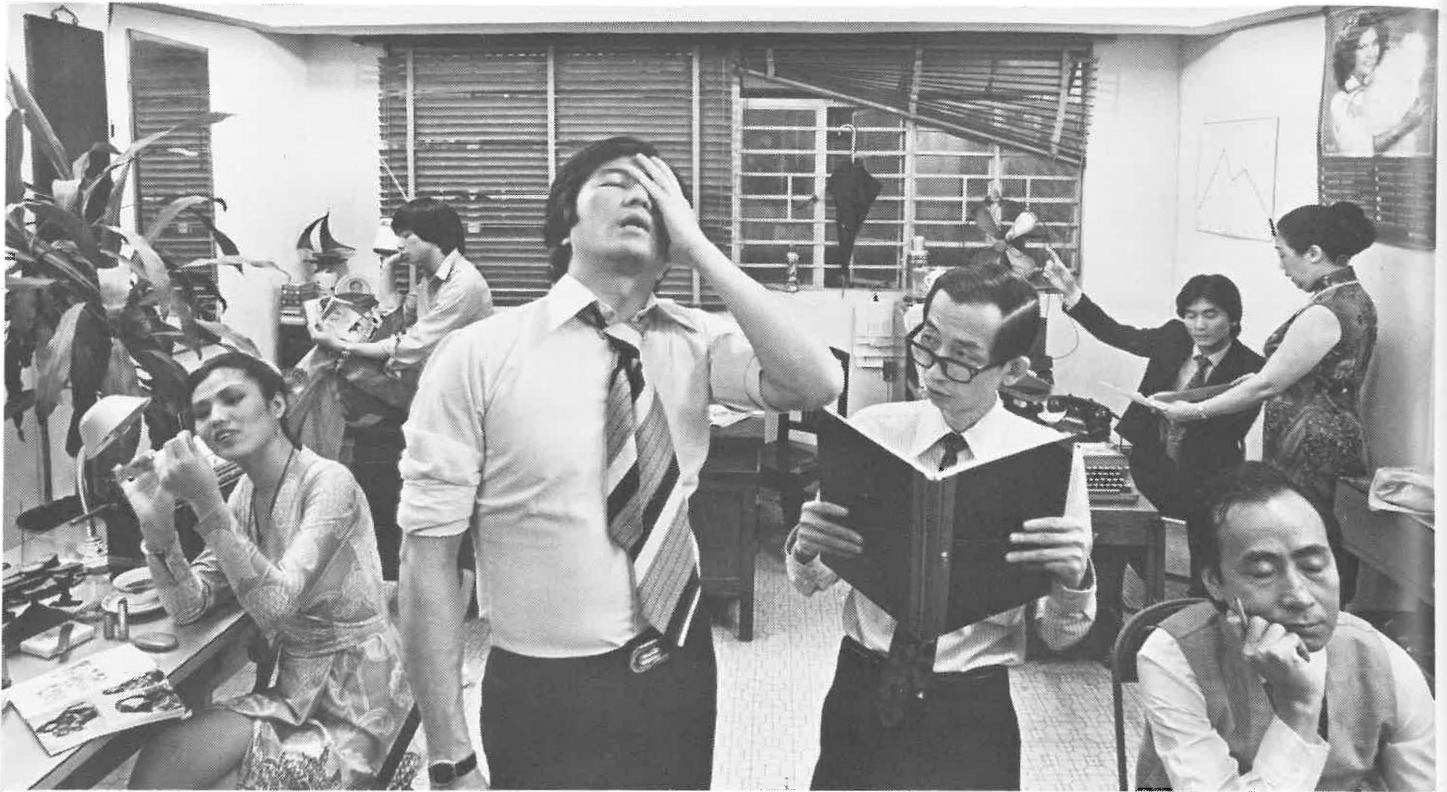
- 1 The nearest person to the telephone should dial '999' and report the robbery to the police as

soon as it is safe to do so, whether the alarm has been activated or not.

- 2 Speak as clearly as possible and keep the line open after making the report. The police will have already commenced their action and may want some more details from you.
- 3 Try to hold all witnesses until the police arrive.
- 4 Prevent any disturbance to the scene, do not move anything. Those present should move about as little as possible.
- 5 Allow no one else to enter other than police.
- 6 Do not discuss the hold up with anyone else even among yourselves.
- 7 The staff should write down as soon as possible all the information about the robbery that they can remember. They should record only what they know and not discuss robbery with each other.
- 8 Do not touch any articles that have been touched or left by the robbers.
- 9 Be prepared to be asked for the following information which is generally asked by the police:-
  - a Location of the armed robbery.
  - b Whether anyone was injured.
  - c When the robbery occurred.
  - d The weapon used by the robber.
  - e Direction in which the robber went.
  - f Description of the robber.
  - g Description of his clothing.
  - h Description of money and articles taken.
  - i How the robber carried the stolen property, e.g. red plastic bag, or blue airline bag.

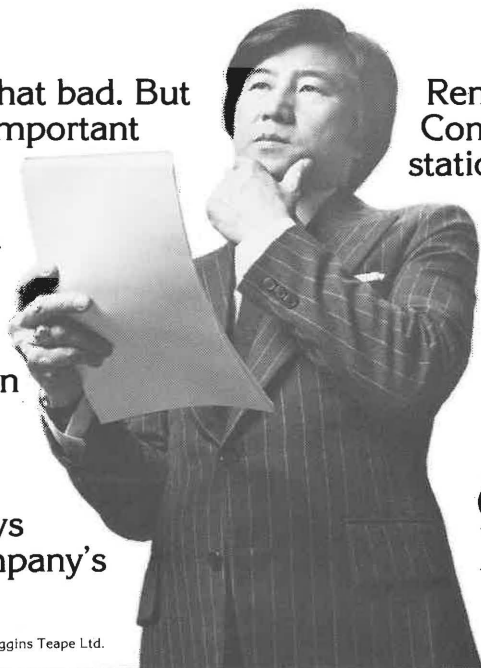
A robbery alarm can be incorporated into the overall burglar alarm system and should not be audible on the premises. It should terminate in the control room of a security company. Arrangements can be made for a robbery alarm to terminate in neighbouring premises from where a '999' telephone call can be made, but again, it should not be audible on the premises that are being robbed.

Should the overpowering and arrest of a robber or robbers be considered, the action taken should be one of calculated risk. Lost cash and property can be replaced, lost life cannot.



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# Catching the Copy Cats

by KK Leung

To protect their products and profits, companies are investing in a variety of new defences. Some have developed new improved technology. Others are increasingly resorting to legal action. Some employ consultants, or private 'police' forces, to watch over their rights. Governments, including the Hong Kong Government, are gradually developing a unified approach to tackle poachers. This article looks at some of the problems in Hong Kong.

Rolex, Omega, Nikon, Levi, Christian Dior, Pierre Cardin, Johnny Walker, Revlon ... An almost unending list of popular brands for various types of products can be easily spotted when one strolls along shopping paradise in Central or Tsim Sha Tsui.

Not only do these famous labels enable the public to identify the products and the companies which manufacture or trade them, they also stand for good product quality and prestige. They are so well-known on the market that they easily become targets of counterfeit or pirated goods. Although there is legislation to protect trade marks, designs, patents and copyright, companies are taking increasingly strong action to protect products against counterfeits and industrial spies. The government is also concerned about this, and has recently drawn up a new Trade Descriptions Bill in the hope of strengthening its efforts to stop the manufacture and sale of goods with false marks and false descriptions. The Bill is designed to give protection to traders as well as consumers. Throughout the industrialized world, there are few manufacturing companies that have not at some time faced the problem of product protection. High technology industries are more likely to fall victim to industrial espionage, while consumer goods companies are more often the victim of counterfeiting operations. But, whatever the means, there seems to be an increasing threat to product security.

Of all these threats, probably none has received more publicity than commercial counterfeiting, or the passing off of generally inferior merchandize under pirated trademarks or copyright of the legitimate manufacturer. As the society becomes more affluent, one reason for the counterfeiting boom may be the increasing availability to average earners of certain famous brand names. Another factor is of course the high profitability in making and selling counterfeit or pirated goods. This becomes even more attractive in countries which

impose high duties on imported goods with internationally well-known labels.

Hong Kong is an open market where imports and exports pass freely with minimum controls. But the situation does leave scope for unscrupulous traders.

False marking of products takes many forms. The most obvious is to apply well-known international brand names to goods without authorization from the owner of the brand name. Another is to apply a false country of origin to goods where that country may have a reputation for quality in fashion or craftsmanship - France for women's clothing, Italy or UK for shoes.

In some cases the false marks are applied to locally manufactured products, while others are imported and ordered by local traders who know the goods are fake but find the price right. Fashionware has become a prime target for such racketeers, and leatherware, neckties, scarves and fashion garments are particularly vulnerable.

High on the fake products list are also jewellery items, precious stones, pharmaceutical products, detergents, watches, pre-packed rice and breakfast cereals.

The Trade Investigation Branch of the Trade, Industry and Customs Department is the responsible authority to which one directs complaints. And the controlling legislation to deal with counterfeiting goods is Merchandize Marks Ordinance which provides penalties up to a maximum of HK\$50,000 with two years' imprisonment in the lower Courts, and a maximum of \$100,000 with five years' imprisonment in the higher Courts.

Later this year would see the enactment of the Trade Descriptions Bill which seeks to replace the current Merchandize Marks Ordinance. Under the present law, any individual can go to a magistrate to take out a search warrant of premises which are suspected of selling counterfeit goods. The police then execute the warrant. In the Trade Descriptions Bill, the



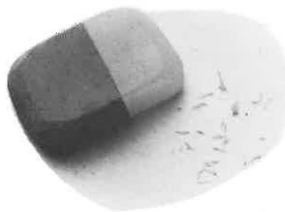
Counterfeit goods seized by the Trade, Industry and Customs Department.



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The new Trade Descriptions Bill seeks to improve labelling information on food packages.

enforcement of the legislation will be passed to the Trade, Industry and Customs Department. It also states that a warrant will no longer be required as a pre-requisite to the search of premises.

During the first seven months, a total of 180 complaints were investigated by TIB, resulting in seizure of counterfeit goods valued on the market at \$2.67 million and fines of \$327,390. Mr. J.M. Howard, chief industry officer of TIB, said that the trend is similar to that of the corresponding period in 1979. He commented, 'Counterfeiting is still a problem in Hong Kong, but it is not serious and increasingly under control. It is hoped that the new Bill will inject more officers to the TIB to speed up investigation.'

TIB works closely with Consumer Council, Hong Kong Tourist Association, overseas trade commissions, and owners of internationally known trade marks in following up investigation of complaints. 'I know some owners of well-known brand names are reluctant to give knowledge of the counterfeiting of their products since they think this may well affect marketing of their genuine products. But nothing can be farther from the truth - if the source of supply is smashed at least one door is closed against counterfeiters,' he said. Because of its popularity in the apparel market, Levi Strauss has to take precautions to protect its products. In its 1979 annual report, it said the company continues to press forward in its legal efforts to prevent misuse of its trade marks and the sale of counterfeit Levi's jeans. It added, However, Mr. H.L. Kam, regional marketing services manager of Levi Strauss (Far East) Limited, commented, 'I think that in the long run marketing by constant and consistent consumer education of our

products and trade marks is a more effective tool than legal action.'

The marketing tactics include strict selection of reliable retailers, keeping a close relationship with retailers, uniform coloring and heavy promotional signs for Levi's retail booths, and advertising of Levi's registered trade marks and designs. 'These tactics are meant to help consumers to easily identify those booths that sell genuine Levi's goods,' he said.

In Malaysia, the company has introduced a guarantee card system to protect the quality of Levi's products. Mr. Kam explains it is a marketing device to arouse consumers' concern about Levi's products and to ward off the fake goods.

In Southeast Asia, he told The Bulletin, counterfeiting of Levi's products is most serious in Malaysia, Thailand and Taiwan, mainly because they impose heavy import duties on the products. Counterfeiters are willing to take the risk as they see a good profit in making and selling the fake goods at lower prices.

He said that the counterfeiting situation in Hong Kong is less flagrant because lack of import duties enables goods to be sold at a reasonable price as mass merchandize.

Walt Disney Productions, the owner of copyrights and merchandizing rights of the various world famous characters created by Walt Disney Corporation, has granted Fidelity Management Limited the right to license third parties in Hong Kong and Thailand to utilize these materials. The company is also the sole agent in Southeast Asia for King Features Syndicate characters, such as Popeye.

So far, Fidelity Management has 29 Walt Disney licensees in Hong Kong, who have to pay royalties in exchange for the use of the famous characters. These licensees are mainly engaged in the manufacturing of toys, stationery

items and novelty gift items. In addition to manufacturing, the licensing agreement may also permit the licensee to market the goods in certain countries or areas.

Because of the popularity of Walt Disney and King Features Syndicate designs, Fidelity Management has to keep a close watch over against infringement, said Mr. Dennis Chan, the company's promotion manager. He added, 'Hong Kong needs a closer watch because it is the world's leading manufacturing and export centre of toy and novelty items. Many small factories still attempt to copy our designs without a licensing agreement with us.'

To deal with infringers, the company usually gives written warning and if the infringer still ignores it, the company will consider taking legal action. Mr. Chan told The Bulletin one of the biggest legal actions taken in recent years was against a factory in Hong Kong that used the Mickey Mouse design on watch dials. 'We are considering bringing another copy cat to court in the very near future so as to tell the public that such designs and trade marks are well protected by law,' he noted. 'Fidelity Management has its own manpower to keep watch of the counterfeit market that uses our registered designs.'

The Trade, Industry and Customs Department has a Copyright Protection Subdivision to tackle copyright piracy. After years of painstaking investigation and successful raids, the subdivision claims that pirated tapes and records have almost completely disappeared from local shops.

Mr. M.H. Lo, assistant superintendent of the subdivision, said that more than 99 percent of the recordings being sold on the market are now genuine. He attributes this to efforts of the investigation officers and vigilance of copyright holders. He also appreciates the aid from the International Federation of Phonograms and Videograms which is one of the main information sources to reveal copyright infringements.

The bulk of the pirated books are textbooks, novels, books on English conversation and musical volumes. The cost of these books is only one-third or half of the original prices as the manufacturers do not have to pay the author and the creative director. ►



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## How the law works

In Hong Kong, there is legislation to protect patents, designs, trade marks and copyrights. This enables holders or successors to oppose infringement or circulation in their territory of protected products (patents, marks, designs etc.) by unauthorized third parties.

A patent can be obtained when an inventor develops a new idea. It is a monopoly over a limited period of time, and is designed to enable him to have a head start over his competitors since he can sue through the courts to prevent others from copying his idea.

There is no original grant of patents in Hong Kong. Under the Registration of Patents Ordinance, the grantee of either a United Kingdom Patent or a European Patent may, within five years from the date of the grant of the patent, apply to have the patent registered in Hong Kong.

A registered design is a monopoly for a limited period given to the first to produce a new, ornamental shape or pattern for the outside appearance of an article. He can sue through the courts if someone produces an article of that shape or pattern.

Hong Kong legislation does not provide for local registration of designs. But under the UK Designs (Protection) Ordinance enacted in Hong Kong, anyone who has registered a design in the UK under the UK Registered Design Act (1949), enjoys the same rights as if the certificate of registration in the UK had been issued with an extension to Hong Kong. Automatic protection for original designs without registration is also conferred by the Copyright Ordinance (1973).

Under the Copyright Ordinance, copyright protection is afforded to every original literary, dramatic, musical or artistic work (which, for this purpose, includes designs) whose author was domiciled or resident in Hong Kong at the time when the work was made or first published. Power to enforce the Ordinance is vested in the Director of Trade, Industry and Customs.

The maximum penalty for copyright pirates is \$50,000 and two years' imprisonment, while those possessing pirated articles for sale may be fined \$1,000 for each item plus one year's imprisonment.

An author can enjoy his copyright for 50 years after the goods have been on sale. Copyright holders can protect their rights by reporting to police or take civil action against the culprits and sue for damages.

To enhance copyright protection, the Government approved in October, 1979, the establishment of a Copyright Tribunal to settle disputes between copyright holders and users. A panel of some 20 members are selected to act as judges of the tribunal. As a service to owners who wish to rely on copyright protection only, the Federation of Hong Kong Industries has established a Design Depository in which artistic designs may be lodged for the purpose of preserving evidence which could aid in proving ownership of copyright in infringement disputes.

There is also an association called The Composers and Authors Society of Hong Kong Ltd. (CASH) which protects and administers the rights of those who compose music or lyrics in Hong Kong. The society, established under the sponsorship of The Performing Right Society of Britain, started operation in October, 1977.

Any person, firm or corporation causing or authorising a performance in public of copyright music under CASH's control must obtain permission, in the form of licences, regardless of the nature of entertainment or the kind of premise at which the performance takes place and irrespective of whether a charge for admission is made. So far about 2,000 licences have been issued, and last year's income from the licence fees was \$5.3 million.

Trade Marks are registrable in Hong Kong under the Trade Marks Ordinance. Every trade mark, even if already registered in the UK or any other country, must satisfy all the requirements of the Hong Kong Trade Marks Ordinance before it may be accepted for registration.

The Hong Kong Merchandise Marks Ordinance provides protection against false application of trade marks and false use of trade descriptions. This Ordinance is expected to be replaced by the Trade Descriptions Bill.

Up to the end of March this year, the total number of registered trade marks

in Hong Kong is 34,694. Out of the total applications during the financial year 1979/80, the number of trade marks registered was 1,900. The top four countries of origin of applications are Hong Kong (463), USA (441), UK (216), and Japan (204).

A registered trade mark is a monopoly granted on a rather different basis. A manufacturer may build up a reputation in a product which he labels with a particular brand name. He then registers the name to obtain a monopoly. According to Mr. Tony Rackham, a chartered patent agent, the rationale behind the monopoly is to prevent the public from being confused into thinking that they are purchasing a genuine product of known quality, whereas in fact they might be obtaining an inferior product which damages the reputation of the protected manufacturer.

If he wishes to grant the right to someone else to make the product, he can license it in return for some consideration, usually royalty payments. If a registered trade mark is licensed, there must be control by the owner of the mark over the production by the licensee to see the quality of the product is up to standard.

Mr. Rackham said control can be achieved in one of the two ways - financial control or subcontracting. He added that in granting a licence under a registered trade mark, there is inevitably some transfer of technology since the owner has to instruct the manufacturer as to how the product is to be made.

The owner of a patent, a design, or a trade mark can license his rights in exchange for a consideration. Mr. Rackham added that there are other things which can be licensed which are less tangible, such as technical knowhow.

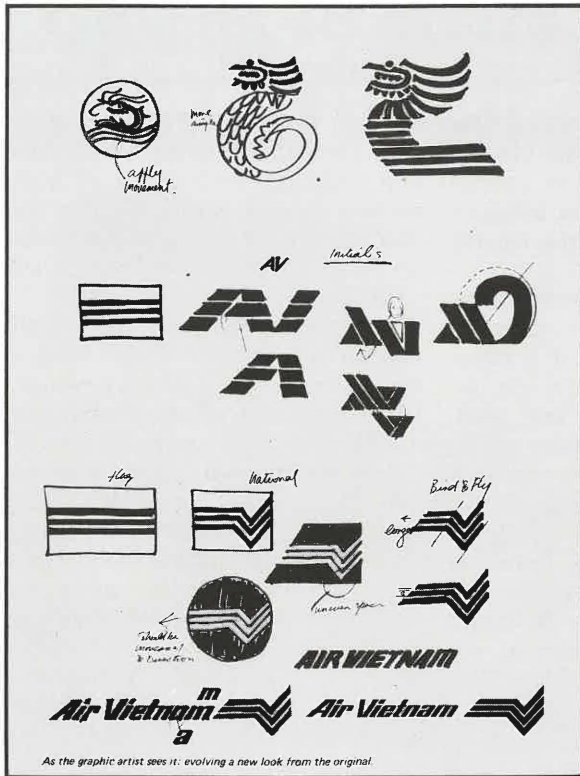
He believes that obtaining new technical knowhow through licensing is worthwhile because it provides a valuable, initial entry into a market and so brings forward the time when profits can be made. 'There are an increasing number of Hong Kong companies who could benefit from purchasing technical knowhow from abroad and could equally make a contribution to their profits by licensing this type of knowhow to others,' he comments.

# Case study of a logotype

The logotype, used to identify a company, its products or its services, is one of the most common forms of intellectual property. We illustrate here how Pat Pri Associates Ltd. developed a logo for Air Vietnam.

The Air Vietnam symbol as it existed in 1973 was based on the dragon that is the most important of the four creatures of Vietnamese mythology. It was seen as particularly propitious; consequently much thought was given to the possibility of retaining it, albeit in a far more up-to-date, stylized form. However it tended to result to become less readily recognizable and therefore less meaningful; and it was decided that it should be replaced by a totally new design. To this end an approach was taken in which the designers took into account two main factors: the design of the Vietnamese national flag and the A and V of Air Vietnam.

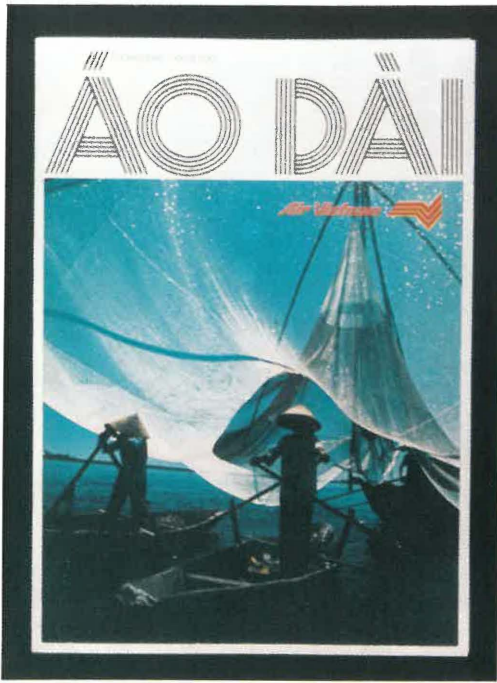
As can be seen from the very small selection shown here (left) of the many working drawings produced in the course of the project, the road to the final design of the symbol/logotype element was a long one. Yet the steps that were taken had a certain inevitability about them, leading to a conclusion that was both logical and relevant.



# Air Vietnam



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The new symbol/logotype element was used in a wide variety of applications, ranging from the front cover of a promotional calendar (above left) and the Air Vietnam in-flight magazine (above) to the airline's fleet of support vehicles (left).



Among the many other applications of the new symbol/logotype element were (clockwise from the left): baggage tags, ticket covers and baggage claim tags; corporate stationery; and - at perhaps its most spectacular - the livery of the Boeing 707 and Boeing 727 aircraft operated by Air Vietnam. The design was also carried through into many areas such as badges worn by the airline's flight crew, cabin crew and ground staff personnel; the frontages of the airline's ticket offices; cutlery and other in-flight items; and all promotional material and print media advertising. ■

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Please send me more information about employee retirement plans.

Name . . . . .

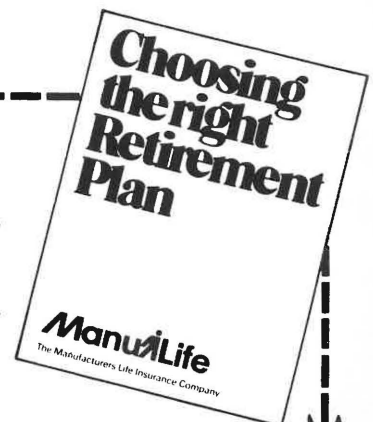
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## New members

A total of 29 companies joined the Chamber as new members during August:

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 Epic Designers Ltd.  
 Glenthams Trading Co. Ltd.  
 Glory Trading Company  
 Gruppo Orenti Moda Ltd.  
 Indo Arab International  
 La Belle International Ltd.  
 Lamag Company  
 Mars Trading  
 Mascot International Manufacturers  
 Netgete Ltd.  
 Newmarket (Hong Kong) Ltd.  
 Paching's Tailor  
 Quad International Enterprises Ltd.  
 Rever Trading Company  
 Rhombus Ltd.  
 Rita Manufacturing Company  
 Robt. Bradford Hobbs Savill (Hong Kong) Ltd.  
 Samrich Trading Company  
 Sealand Export Company  
 Shun Cheong Lung Rattan Fty.  
 Societe Generale, Rep. Office for China  
 Super Wise Company  
 Tsai Hwa Industries Ltd.  
 Vernalion Investments Ltd.  
 Welman Trading Corporation  
 Wuhan Knitwear Manufactory Ltd.

## Seminar on marketing costs in developing countries

A seminar on analysis of marketing costs and ways of reducing them is to be held in New Delhi between 25th and 28th January, 1981.

The seminar is organized by the Institute of Marketing and Management in New Delhi, in collaboration with the International Marketing Development Institute, International Marketing Federation, and the U.K. Trade Agency for Developing Countries.

A number of top-level speakers, including Mr. Altaf Gauhar, Secretary General of the Third World Founda-

## Meet the Chamber



Mr. T.L. Tsim (left) Assistant Director of Trade, explains the operation and service of the Chamber to Mr. Kan Kee of Takara Toys Co. Ltd., at the "Meet the Chamber" reception. The reception was held last month to welcome 65 companies which have just joined the Chamber as new members.

## Another industrial investment success for Chamber



The Chamber has assisted Mita Industrial Co. Ltd., which has invested HK\$25 million to set up a factory in Hong Kong to assemble office copying machines. With over 200 employees working three shifts per day, the plant's production capacity is expected to reach 3,000 units per shift. At the press conference in Hilton Hotel to mark opening of the factory, Ms. Cecilia Fung (centre), the Chamber's Assistant Director for Industry, welcomed decision of Mita's president Mr. Junkei Mita (right) to bring new technology to Hong Kong's industry. On the left of Ms. Fung is Mr. Sidney Fung, Chamber's Assistant Manager for Industrial Promotion.

tion for Social & Economic Studies, will be present at the seminar.

For further information, please contact the Secretariat, Institute of Marketing and Management, New Delhi, India. Telex: 31-3643-IMM-IN.

## "Safety at work" congress in November

A four-day congress to feature occupational safety and health will be held in Hong Kong on 25th November.

The Asian Regional Safety and Accident Prevention Congress is join-

tly organized by the World Safety Organization, Chinese Manufacturers' Association, and the Hong Kong Occupational Safety and Health Association.

The congress will highlight important aspects of safety in practice, and provide a forum for exchange of ideas and practices among participants.

Specialists from the U.K., Australia, Philippines, Singapore and Hong Kong will speak on a number of issues, including latest development on safety technology, effective implementation and safety education.

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Asian Regional Safety and Accident Prevention Congress, c/o Chinese Manufacturers' Association, 9/F, Wing Hang Bank Bldg., 161 Queen's Road C., Hong Kong.

## Conference to study investments in Australia

The Financial Times is to organize a conference, "Australia: the Attractions for Future Investment," in Melbourne on 30th and 31st October, 1980.

Australia's prime minister Mr. Malcolm Fraser will give the keynote address at the conference, while other leading ministers will head a panel of international speakers in the field of business, banking and administration to examine aspects of the Australian economy, development of natural resources and opportunities for investment.

The conference is organized in association with the International Federation of Stock Exchanges, and supported by the Australian Associated Stock Exchanges.

For further information, please contact Financial Times Ltd., Conference Organization, Minister House, Arthur Street, London EC4R 9AX.

## New personnel management aid

A new management aid has been developed by Dr. Max Kostick, professor of Industrial Psychology at State College, Boston. Known as Perception and Preference Inventory (PAPI), it is designed to help managers to select and develop staff.

PAPI is used in more than 20 countries. PA Management Consultants Ltd held worldwide rights, including these for Hong Kong.

PAPI covers twenty human characteristics which people apply towards their work, and are significant in determining motivation and productivity.

The results are presented in a simple chart format, which provide an insight into the individual's motivation, leadership potential, capacity for personal development, and ability to handle human relationships.

For further details, please contact PA Management Consultants Ltd, Rm. 1206 Shell House, 24 Queen's Road, C., Hong Kong.

## Hong Kong traders attend Berlin Fair



The 14th Hong Kong delegation organised by the Chamber attended the Berlin Fair between 27th and 31st August. 36 Hong Kong companies participated. The Hong Kong Pavilion displayed a wide range of products, including silk flowers, fur garments, electronics toys and clothing accessories. At the fair's opening, the Chamber's Senior Manager W.S. Chan (right), greeted Mr. D. Stobbe (second right), Governing Director of Berlin and Mr. O.G. Lamsdorff (left), Federal Minister for Economics.

## Invitation from Kagoshima



Officials from Kagoshima, Japan, called on the Chamber recently to finalize plans for a Hong Kong group visit to Kagoshima in November. Talking to the press about the group visit are (from right) Mr. Y. Koriyama, director of Kagoshima's planning department; Professor Y. Takahashi of Kagoshima University; and Mr. I. Fukunaga, sub-section chief of Kagoshima's planning department.



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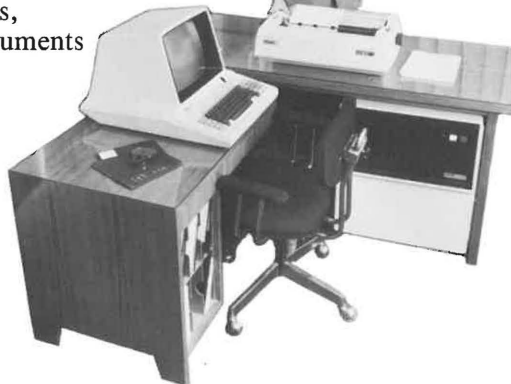
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## 新公司法例

會員大概知道，政府最近公佈了一九八〇年公司（修訂）法案。在立法局下次會議年度提出討論後，該法案將通過成為法例。為着維護會員及本港工商界的利益起見，本會經委聘本港一間大律師行就公司（修訂）法案進行一項專業性研究，并向本會法律委員會報告研究結果。而本會法律委員會則會按此報告向當局提出意見書。本刊將再度為會員報導有關的進展情況。

## 公務員薪酬何價？

公務員薪酬及服務條件常務委員會秘書長衛理欽最近出席本會其中一個特別委員會會議，就制訂公務員薪酬的各種不同政策提出了廣泛性的討論。

本會認為，將政府公務員與私人機構僱員的薪俸水平作比較雖然重要，但這未必是制訂公務員薪酬的唯一因素。

本會建議目前薪俸調查組的職責範圍應加以擴大和改善，且在政府未宣佈公務員加薪幅度前，應與私人機構進行更詳盡的諮詢討論。此外，本會亦建議當局宜就公私機構薪俸比較的標準作詳細解釋。鑒於公務員加薪的時間及回溯計算日期常有混亂，本會認為這方面的程序可有改善。

## 訪歐促銷活動

本會貿易部高級經理陳煥榮於上月率領十五間會員公司代表，前往參加柏林「攜手邁進」貿易展覽。今年乃本會第十四次參加此項大型歐洲商展，預料是次參展將取得美滿成績。

繼柏林商展後，陳氏將陪同五間會員公司代表前往瑞典參加在高德堡舉行的國際消費品展覽。此乃本會首次組織香港代表團前往參展。

## 港內宣傳活動

由海貿機構主辦的「八〇年船務博覽會」定於十一月十七日至廿一日假海運大廈舉行。本會以該展覽贊助人名義，獲主辦機構給予一個免費展



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。

覽攤位。本會準備利用攤位陳列各類有關本港工商業的宣傳性刊物資料，供參觀人士取閱，并希望藉此機會招募新會員。展覽開放時間由上午十時至下午五時。歡迎會員屆時蒞臨參觀。

## 四十位市民 獲頒發好市民獎

最近一次的好市民獎頒獎典禮於八月卅一日在觀塘順利邨舉行。好市民獎計劃籌款委員會委員陳百強代表本會頒發好市民獎予四十位得獎者，獎金總額達三萬八千五百元。大會節目由麗的電視與皇家香港警察隊聯合安排。麗的電視除提供精采表演節目外，并頒發金笛獎予其中四位最傑出好市民。

## 世界著名銀行家 將發表午餐會演講

美國銀行總裁克萊新（MR. A. W. CLAUSEN）將於十月七日，應邀出席由本會與美國商會聯合舉行的午餐會。克氏是世界銀行界知名人士，他將以貿易保護主義為題在席上發表演講。會員如有興趣參加此盛會，請與本會聯誼秘書賈仕道聯絡，電話：五一二三七一一七七，內線三二。

## 會員總數續增

本會新會員數目正在與日俱增。今年徵求新會員的成績極理想，打破

近年最高紀錄，每月平均約有廿五個新會員入會。七八／七九年間的新會員入會數字平均每月約為二十個。

## 港日經濟合作

本會主席紐璧堅、助理董事馮若婷及詹德隆將於十月初赴日，出席日港貿易合作委員會會議。

一個經濟交流會議定於十一月十八至廿一日在日本鹿兒島舉行。執行董士麥理覺將代表本會出席該會議。工商署及本港兩間大學亦將委派代表參加會議。

此外，橫濱／香港經濟會議亦定於十一月底在橫濱舉行。

## 一九八一年貿易促進大計

本會貿易部已擬定了明年的貿易促進大計，建議計劃將在理事會下次會議中提出討論。有關詳情將於短期內通告各會員。

會員欲知有關以上各項報導之詳情，請與董事助理黃麗華小姐聯絡，電話：五—二三七一七七，內線三十。

# 你可曾防止過罪行？

隨着人口持續增長，罪案相應增加乃意料中事。若要應付這個威脅，市民、政府及警方必須齊心合力撲滅罪行。今年，警方推行防止罪行運動的宣傳口號是「慎防盜賊，速滅罪行」。警方現正擴充防止罪案科，以採取積極行動為市民提供防盜知識。市民方面，應舉報罪案及採取簡單有效的預防措施。

「今年初，防止罪案科人員曾向荃灣一間金舖提出警告，指稱該店的防盜設施不足，有改善的必要，但店主並沒有對此加以理會。三個月後，該店果然被劫，損失超過一百萬元。」

防止罪案科警司陳啓榮以上之簡述，說明了本港一般市民對保安的態度——他們認為投資防盜設備不會帶來可觀利潤，通常他們只在被劫後，才體會到保安措施的重要性。

由一九七三年起，港府一直把滅罪運動集中於撲滅暴力罪行、舉報罪案、警民合作及警員招募等各方面。今年，警方推行防止罪行運動的宣傳口號是「慎防盜賊，速滅罪行。」

陳氏指出，僱主不做好最基本的預防措施，是令警員失望的。除不保護本身財物外，僱主并使僱員面臨不必要的受害危險。

他認為，本港大部份的罪案原是可以預防的。警務處長韓義理最近在香港獅子會午餐會上闡稱：「這並不是說所有的罪案都可以預防，但假如市民能夠採取簡單有效而經濟的預防措施，則可使匪徒感到氣餒，而避免罪案的發生。」

「目前，匪徒作奸犯科的動機大都是為錢財。市民對保安措施疏忽，使匪徒輕易得逞，是個危害社會的現象。即使體會到罪案的可能性，有些人士依然輕率地相信罪案不會在他們身上發生。」

他續稱：「不少住宅及工商樓宇（尤其工商樓宇）都疏忽了保安措施。有時，戶主甚至無法認回所損失的貴重財物。」

他指出：「假如市民能將家中保安原則用於工商業樓宇，對於減少本港其中一些可以預防之罪案有莫大幫助。」

香港安全護衛有限公司總顧問詹美士與韓氏的看法相同。

詹氏稱，香港人似乎較為注重家中財物的安全，因而大都在居室安裝了如鐵閘、鐵枝、防盜眼及防盜鏈的保安設備。目前情況是，市民寧願保

持家居安全，另一方面，匪徒却可以伺機在街上進行不法活動。

對工商業僱主來說，保安費通常是他們財政預算中最後考慮到的一個事項，因為防盜是一項無形及長期的投資。詹氏闡釋說：「他們一般只待至罪案發生時，才去謀補救方法。採取簡單和常識的預防措施，可免却我們的顧慮，不便和錢財上的損失。」

舉例而言，目前仍有很多僱主派職員往銀行提取糧款。以支票、銀行直接過戶方式發薪，或由保安護衛員護送提存之現金，皆可排除糧款劫案的可能性。此外，按日存款入銀行亦可免夾萬被爆竊的可能損失。安裝嚴密防盜設備亦可排除打破金舖櫥窗搶劫一類案件發生的可能性。

在新商業樓宇建設綜合保安系統的計劃，在十年前曾被視為浪費之舉而遭拒置。但在樓宇續向高空發展的今日，大廈管理處在用戶遷入前設置內裝的保安系統已幾乎成了一個必要條件。再者，這些系統需要精密電子儀器與護衛員的互相配合。詹氏稱：「試想如果一座超過廿五層高的大廈未有裝置電子防盜系統，它將需要多少個護衛員來防守整座大廈？」

他表示，保安設施對裝有電腦的寫字樓尤為重要。他說：「電腦及電腦室的防衛，尤其控制通道慎防搗亂，皆需要專門學問。僱主方面實不能蒙受電腦機遭破壞，或電腦資料被盜竊和沾污的損失。」

衛安有限公司董事黎發稱，市民雖認識到安全及保護的需要，但由於

他們認為警方可以隨時提供協助，他們一般並沒有做好預防措施。

人口增長，罪案增加及市區的持續發展皆意味着，警方的保護力量有時未必足夠。市民應有責任保障本身的基本安全。

黎氏表示，只要在設計樓宇時適當考慮到保安設備的裝置問題，防盜并不需要耗資龐大經費。他指出，倘在設計階段策劃得宜，內裝保安設備工程并不需要很大的額外開支。他稱：「在美國，這是個常見的現象，但在香港則是個較新的現象。」

為着促進市民對工商樓宇保安措施的了解，國際保安專業協會（香港分會）將舉辦一項「八〇年保安設計」研討會。該研討會定於九月假希爾頓酒店舉行，目的旨在使負責策劃、設計及管理新樓宇保安措施的人士，認識最先進的防盜方法。

防止罪行運動旨在向市民宣傳保障財物安全，及發覺四周環境有可疑人物時，立即報警，藉以防止罪案發生。

陳啓榮警司指出，本港很多罪案原是可以預防的，市民應知道他們本身可以有效地預防及阻止罪案發生。陳氏鼓勵居民睦鄰，與街坊齊心合力對抗罪行。

為配合今年推行的防止罪行運動，警方防止罪案科已增加人手，在各區設立防止罪案專組，負責巡視罪案黑點，定期派員到各住宅及工商業樓宇用戶作非官式訪問，提供防盜指導。自三月以來，防止罪案科已主動地

## 本刊撰稿員遇劫

今期「工商月刊」一篇論述保安問題的文章寫得正合時，因為剛巧本刊特約撰稿員曾競時最近不幸遇劫受傷，故他不能為今期供稿。

曾氏是於七月廿三日在家中遭遇賊劫。糾纏中，曾氏被一名持刀的匪徒擊傷手部。不用說，對執筆寫作的人來說，這要算是嚴重的損傷。事發當日，幾名匪徒上門，曾氏一時間並不為意，開門後始知是打劫。曾氏承認自己當時太大意，因此，我們應切記不要隨便開門給陌生人。

本刊希望曾氏能早日痊癒。

展開了七百五十宗保安調查，另有五百四十七宗調查是在罪案發生後立即進行。

今年一月，防止罪案科在警察總部開設現代保安裝備展覽，展出價值五十多萬元的保安設備，供市民參觀，使他們確信防盜可保安全。這些設備是由香港多間安全護衛公司提供。

隨着人口持續增長，罪案相應增加乃意料中事。若要應付這個威脅，市民、政府及警方必須齊心合力撲滅罪行。

警務處長稱：「社會人士不應推卸責任，依賴警隊單方面的行動。防止罪行運動的目的旨在鼓勵和促進市民的公益精神，加強他們預防及抗拒罪案的意志。要達到這個目的，就必須得到市民的全力支持，發揮羣策羣力的力量。在這方面，政府顯然必須採取主動。一九七三年成立之撲滅暴力罪行委員會，以策劃、組織及統籌政府與民衆力量去撲滅罪行，乃香港有史以來在撲滅罪行一個大有意義之進展。」

基於政府、警方及市民合力撲滅



速報罪案，可協助警方撲滅罪行。

罪行，警方資料報導，搶劫盜竊案數字已由去年九月的高峯水平逐漸下降。

在去年九月至今年二月間，每日平均發生的搶劫案數字已由三十宗減少至廿五點五宗。今年五月至七月間，數字再度下降至廿三宗。換言之，過去十個月間，本港的搶劫案已減少了百分之廿三。去年九月，每日平均發生的盜竊案為廿五點五宗，而今年

五月至七月間，這個數字已下降至廿二宗。

目前，警方正在不斷擴充人力，增加資源、簡化報案手續及採取無線電巡邏系統，以鼓勵市民與警方聯絡，提供罪案資料。

為宣傳防止罪行運動起見，防止罪案科特為本刊讀者提供下列商業機構須知之防盜知識，使他們對保安措施能有更清楚的認識。

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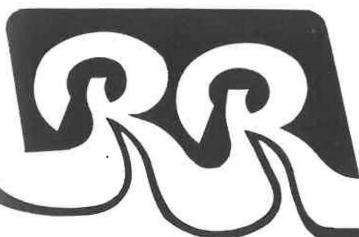
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# 如何防止罪行？

## 盜竊

在未談及一般防盜措施之前，我們必須明白到沒有任何一種防盜措施是絕對百分之一百的安全。我們所能做到的，就是盡量防止不法之徒擅自闖入大廈範圍之內，以伺機進行不法活動。商業機構或商店的有效保安措施必須為全面化與整體方面的。要具備一個嚴密而全面化的保安系統，當然不容許有「萬一」可能發生的保安漏洞出現。所以嚴密而謹慎的防範，是商業機構防盜措施的必要條件。以下是一些制訂防盜措施時值得留意的要點：

## 門戶

所有門戶必須穩固堅實。所有門鎖必須堅固樺接及製造精密。門內上下必須加設門栓，以策安全。正門如為玻璃門，則應裝設鐵閘或鐵格，門內上下亦應加設堅固的鎖。

商店大門、側門及後門處應考慮裝設防盜探測器，與警鐘系統連接。

## 窗戶

窗戶必須加設防盜鐵枝。有關安裝的方法及選用鐵枝的規格，可向防止罪案科查詢。凡窗戶可以開關的部份，必須加設堅固的鎖。

## 燈光

傍晚時，應把店內部份電燈開着。拉門及後門亦應有充足的照明設備。裝有鐵絲罩的燈泡，可防止匪徒破壞。

如使用鐵閘的話，應設有隙縫，以便護衛員巡視四周環境。

商品價值較高（如珠寶、金飾、皮草等）的商店，採用的防盜措施亦要更為先進與嚴密。樓宇的出入口、後門、側門、甚至是隔鄰的建築物或分隔牆壁等，也應加以留意。

## 夾萬

商店內不應存放大量現金。收藏現金之夾萬，應採用配有精細密碼的鎖。夾萬更應堅牢地裝嵌地板之內。配有防盜系統的夾萬，更能發揮高度安全效能。夾萬密碼應小心保密，按時進行更換。尤其當有僱員離職時，更應更換密碼，以策安全。

夾萬如收藏有貴重首飾寶石等物品，則宜考慮安裝時間鎖。

## 搶劫

當店主已採取適當防盜措施時，店員亦應予以合作。以下是一些簡單的商店防盜措施：

### 案發前

①店內商品的陳列方法不應阻礙店外的視線，以備萬一有匪徒行劫時，街上亦可能有人看見。

②如非必要時，商店的側門或後門應予關閉，門上應裝上防盜眼，以辨別訪者身份。

③收銀機內不應存放大量現金。可在收銀機桌內加設一個堅固的金屬錢箱，以盛載額外的現金。該箱的鎖匙應由店內的另一位高級職員妥為收藏。

④收銀機應裝設防盜系統，警鐘按鈕可設在地板或裝在收銀機的銀紙夾上。收銀員被迫取出銀紙時，便可暗中不動聲色發出警報。店主亦可考慮在店內一些適當位置安置警鐘。

⑤裝設的防盜警鐘系統應接駁至大廈管理處或戶外，而不應在店內發出警報聲響。

⑥商店開門營業前或閉門之時，應特別小心。

⑦金錢要妥為收藏，應謹記「財不可露眼」。

⑧收銀機的位置不應接近門口或出路，以免賊人衝入打劫後可立即逃走。

⑨商店內不應存放大量現金。

⑩商店內的現金應每天在不同的時間內，分別小量存入銀行，或經護衛公司護送，以策安全。

⑪出納處的設計應盡量嚴密，以免賊人衝入後可輕易掠去收銀機或櫃面的現金。

⑫在關閉門戶之後，始可取出收銀機內的全部款項加以核算。

⑬關門之前，應檢查店內的洗手間、大櫃、或其他角落，看看是否有人意圖躲藏起來。

⑭時常提醒店員對可疑人物提高警覺。

### 案發時

萬一不幸被劫時，應該怎麼辦？

①保持鎮靜。

②不要胡亂反抗。

③聽從匪徒之命。

④除非聽命，否則不要移動。

⑤在安全情況之下，始可暗中按動警報系統。

⑥匪徒如使用遞箋方式行劫，盡可能保留該字箋。

⑦留意匪徒的特徵，如面貌、衣服、疤痕、聲音、方言等。

⑧若匪徒不只一個，應觀察位置最近的匪徒特徵。

⑨應暗中留意，而非明顯觀察。

⑩留意匪徒逃走的方向。

⑪留意匪徒的汽車車牌號碼。

⑫如警鐘按鈕裝在收銀機的銀紙夾上，應盡快從銀紙夾取出銀紙夾予匪徒，以便暗中不動聲色發出警報。這使警方有機會立即追緝匪徒。

## 案發後

①立即撥電話 999 報警。

②在電話中向警方清楚報述案發情形。不要掛斷電話線，因為警方將已開始着手偵查該案，追緝犯人，故可能需要報案人提供更詳盡資料。

③所有現場目擊証人，應逗留在現場，直至警方到場。

④不要移動或觸摸現場的任何物件。現場人士盡量不要走動。

⑤除警方人員外，切勿讓其他人士進入現場。必要時，應鎖上大門。

⑥事後不要與任何人士討論案情。

⑦職員不要互相討論案情，應各自盡快把所記得的案發資料紀錄下來。

⑧不要觸動匪徒觸摸過或留下的物件。

⑨應準備向警方供述下列各點：

A、發生劫案地點。

B、是否有人受傷。

C、案發時間。

D、匪徒使用的武器。

E、匪徒逃走的方向。

F、描述匪徒樣貌。

G、描述匪徒衣着。

H、描述所損失的財物。

I、匪徒如何帶走贓物，如用紅色膠袋或藍色航空袋。

裝設的防盜警鐘系統應與大廈管理處總防盜系統接連，或接駁至護衛公司的控制室或隔鄰大廈，不應在店內發出警報聲響。

在考慮制服及拘捕匪徒時，應先顧及個人安全。錢財乃身外物，生命比財物更寶貴。

# 經濟衰退打擊小廠商

鑒於各界對香港受經濟衰退打擊，尤其有關工廠關閉及失業情況的報導不一，本會最近向工業會員進行了一項選擇性調查，探索他們對本行的意見。他們的答覆顯示，直至目前為止，受衰退打擊的主要是小廠商。他們很多對業務前景仍表示樂觀。

今日，報章經濟版幾乎每日都可以見到「衰退」的大字標題。世界經濟呈現衰退，尤以美國及若干歐洲國家為然，已是一致公認的事實。目前尚欠明朗的只是衰退將持續多久及其打擊程度會有多大。

在香港，有關經濟衰退影响的報導亦未見一致。政府對製造業未來訂單展開的一項調查結果顯示，近數月的訂單數量已告略減，但此現象尚未在貿易數字或足以反映港貨出口情況的產地來源証簽証數字表現出來。

有時，報章頭條新聞亦有報導關於工廠歇業的壞消息。舉例而言，基督教工業委員會最近指稱，今年已有一百間電子廠停業，另有二百間製衣廠亦將於年底間結束。據稱，由二月至五月間，已有三十間紡織廠停業，失業人數可能超過廿二萬名。

本刊七月號發表的八〇年中期經濟調查報告顯示，工商界對本港經濟展望并非完全悲觀。例如一位電子業發言人曾指出，電子業的新演變因素，將使目前的衰退與以往的衰退情況不同。

報告中發表的另一個論點，是中港的貿易發展或可緩和在本港在以往衰退期間所經受的打擊。

究竟本港經濟現狀如何？為試圖分析目前急劇轉變的情況，本會工業部最近向工業會員進行了一項調查。

該項調查的規模雖小，未足以代表整個製造業，但它已包括了本港的主要工業如製衣、紡織、塑膠及電子。

本會向會員提出的主要問題包括他們最近的業績表現，未來半年的業務展望，工人解僱及工資情況等。這些問題不單只針對個別公司，亦涉及他們對整個行業的看法。

截至八〇年八月底止的大體情況是，目前受經濟打擊的主要是小廠商。雖然，有些大廠商的業務或會比數月前略差，但他們的生意一般尚維持穩好。有些廠商預料在情況未好轉前，業務可能會更呈惡化。其他則對業務前景抱樂觀態度，並提出了理由。

其中兩個不同的論點是：

「自一月起，生意已逐漸減少，盈利較去年下降百分之十。預料明年會有約百分之八十的本港紗廠虧利。其實。現時已有若干紗廠被迫歇業。」

以上是一位紡織商提出的意見。由於紡織業受衰退打擊比其他行業更猛烈，其言論反映出較悲觀的一面。

該發言人續稱，貨幣工資雖增加了百分之十五，但實質工資却減少，其中的原因不單只是通貨膨脹，訂單疏落亦使工人開工率縮短。

他又強調指出，儘管衰退期間工人未能全職受聘，該廠的一貫政策是盡量保留工人。

在另一個極端，某製衣廠商則稱他今年內的生意額穩定增長百分之十，他展望未來的生意額會再度增加百分之十。與紡織業一樣，該間製衣廠的開工率亦未達百分之百，但其原因並非訂單不足，而是勞工短缺。去年的工資增幅已達百分之廿五。

雖則有報導謂工人遭資方解僱，但接受調查的廠商當中，只有一間承認被迫裁員。另一方面，若干行業的廠商一包括電子、玩具及電器產品一却稱他們仍面臨工源短缺的問題。一位廠商指出，他們並非全面缺乏工人，目前所缺乏者主要是技術工人（包括學徒）。由此可見，儘管非法及合法移民對勞工市場的供應有幫助，但他們始終未能全面解決工源不足問題。

然而，目前亦有若干跡象顯示勞工缺乏的情況漸告緩和。一間輕金屬廠商報稱，工人的流動率已減低。他表示，雖則勞工需求增加，但他并不感到工人供應缺乏。另外，塑膠及手錶業的廠商亦作出同樣的報導。

但勞工緩和的情況似乎僅屬偏面，若干地區如油塘及屯門，目前仍缺乏工人。

工廠停業必定有助於緩和勞工的問題。接受調查的印刷、手錶及輕金屬廠商報稱，停業的主要是小廠商，他們大多是趁繁榮時勢入行而未有足夠長線投資的新廠戶。

雖則一致認為受衰退打擊而停業的只是一些小商戶，但工業家對工廠關閉及失業率的影响，仍難以確定。

據說開工時間縮短在若干行業已漸趨普遍。某金屬廠商指稱：「目前許多小廠戶的開工率僅達百分之三至四十。」

開工時間短可能減少工人實得的工資，但基本薪金却似上升，雖然加幅或未如兩年前那般可觀。廠商指出

，自年初以來，工資的最低加幅為百分之十，而過去十二個月的最高加幅則為百分之三十。大部份接受調查的僱主皆表示，今年度的平均加薪率為百分之十至十五。

大多數廠商對保留員工所作決定，似可從他們對業績的意見獲得合理證明。

其中的一些意見是：

—「以價值計，訂單有增加。」

（塑膠業）

—「展望來年的生意會好轉，增長可達百分之十。」（製衣業）

—「電腦及與電腦有關的行業異常堅穩，利潤可觀。」（電子業）

—「公司接獲的訂單續增，業績理想。」（電子業）

—「今年上半年業務不景，但近三個月的業務則尚算不錯。」

（玩具業）

—「由於打進了新市場，業務甚佳。」（塑膠業）

—「業績非常理想。」（輕金屬業）

不過，本港的工業情況并非全面良好。正如上文所述，紡織業現正遭受營業額及利潤下降的問題。

某製錶商預料，未來十二個月的生意尚可維持，但并不展望會有增長。一位金屬製造商則預測未來六個月的業務會轉淡。另一位金屬製造商報稱，其中一類產品的出口額下降百分之十，內銷數量則減半。不過，他展望一九八一年下半年的業務將會好轉。又一位金屬廠商表示，未來六個月的業務前景樂觀，但不願預測六個月以後的情況。某印刷商認為，該行業的前景需端視美國及英國的經濟而定。

廠商大致認為，不論訂單情況如何，利潤必會縮減。此見乃來自印刷、手錶、紡織及電子業人士。

本會此項工業調查的局限性是不容過於強調的，因為接受調查的，都是一些對行業現況有實際感受的廠商。

他們提出的意見與其他報告相符，顯示出香港雖可能陷於衰退邊緣，但其全面性的影响相信至今尚未感受到。經濟衰退將「持續多久及有多大的影响」尚難確定。無疑，多方面的証據皆足以顯示：不論世界各國發生什麼事故，香港將可在最低程度困擾下渡過難關。

# 緝查模仿者保障知識產權

為保障產品及利潤起見，廠商現正致力謀求各種防備措施。有些發展了新先進科技，其他則加強採取法律行動。有些委聘顧問或私家偵探密切注意他們的權利。各國政府（包括港府）正在不斷研究採取一致的方法，去對付侵犯知識產權的人士。本文旨在探討本港這方面的一些問題。

凡在中環或尖沙咀購物天堂遊逛的人士，都必定可以隨處見到如勞力士、亞米茄、利惠、姬仙蒂姆、皮亞卡丹、紅牌威士忌、露華濃……等各類產品的盛行牌子。

這些著名標誌不單可使大眾識別某產品、其製造及經銷的公司，而且還象徵着優良品質及聲譽。由於這些標誌馳譽世界，它們遂成為冒牌貨及翻版貨的偽造目標。

雖則本港有法例保障商標、圖案設計、專利權及版權，但廠商方面仍在致力採取強硬行動，以防範假冒及工商業間諜。港府方面亦關注到本港的假貨問題，最近擬定商品說明法案的目的是禁止製造及銷售附有偽冒商標或虛假商品說明的貨品，該法案亦旨在給予廠商及消費者更大的保障。

世界各工業國家的廠商或多或少都必定會遇到產品權保護的問題。高技術工業常受到工業刺探活動的威脅，而消費品廠商受假冒威脅的情況則較常見。儘管政府及廠商方面已悉力對付，但目前產品權保護的威脅似乎仍有增強之勢。

產品權的保護問題，以商業偽造最受大眾注意。換言之，就是以劣質商品冒充某註冊商標或版權所有的貨品。

社會進步，消費者對名廠貨的購買力提高，可能是形成偽冒製造業激增的其中一個原因。另一主要因素當然是製造和銷售假貨或翻版貨可以圖取厚利。在徵收高入口稅的國家，偽冒著名國際標誌的引誘力更大。

香港是個限制少，進出口自由的開放市場，這無形中給予不道德商人一個藉製造假貨發達的機會。他們並不難接受外國買家的訂單，製造符合買家要求的產品。同樣，零售商亦受到本港消費者及外來遊客的現成日增需求所誘惑。

虛報標誌的方式有很多。最常見的方式是未經商標持有人許可，擅用著名的國際商標。另一常見的虛報標誌方式是在貨品上標明虛假之產地名稱，因該產地在時尚、潮流及手工方面享譽極隆。舉例而言，法國是以女裝馳名的產地，而意大利和英國則是

以皮鞋馳名的產地。

在某些事例中，是在本港製品附貼假冒標誌，而本地商人也有定購輸入假貨品，只是價錢却是實價。時尚貨品成為欺詐商人的主要偽造目標。皮具、領帶、絲巾及時裝尤易遭不法之徒假冒。此外，首飾、寶石、成藥、洗粉、手錶、袋裝米及早餐穀物等商品亦常有偽造的事例。

工商署貿易調查科是負責處理本港偽冒商品的部門。現時的商品內容標注條例規定，在較低法院判處的懲罪為最高罰款五萬元及入獄兩年，在較高法院則為最高罰款十萬元及入獄五年。

今年後期，制訂中的商品說明法案獲通過成為法例後，將取替現時的商品內容標注條例。根據現行法例，

任何人士均可向裁判司申請搜查令，入屋搜查涉嫌售賣假貨的商店，搜查令由警方執行。

商品說明法案的規定，將交由工商署負責執行。該法案亦規定，工作人員毋須持有搜查令，便可入屋搜查涉嫌為製造偽冒商品的工場。

今年首七個月內，貿易調查科總共調查了一百八十宗偽冒商品投訴案，搜獲的贗品總值二百六十七萬元，法庭判處罰款的數額達卅二萬七千三百九十元。貿易調查科總工業主任侯護表示，今年趨勢與七九年同期相似。他評稱：「偽冒在本港仍是一個問題，但情況並不嚴重，而且正在日漸受到控制。我們希望新法案會增加調查人員人手，使緝查工作得以迅速進行。」



工商署搜獲的偽冒商品。

這是個實際必要的期望，因為本會就新法案所提出的一個重要評論，是它將封閉迄今保障產品一個普遍有效的途徑——這就是通過裁判司取得對付假冒商人的私人行動權利。新法案將權力集於工商署一身，倘工商署能充份增加經驗調查員人手，一切當沒有問題，但這仍有待試驗。

除增加調查人員人手外，侯氏亦籲請市民提高警覺。他解釋說，如根據投訴搜獲偽冒貨品，投訴人士不必出庭作證，這將由受過這方面訓練的專業人士負責。

貿易調查科與消費者委員會、香港旅遊協會、海外商務專員公署及國際著名的商標持有人緊密合作，對這些機構接獲的投訴進行調查。他稱：「我知道有些知名的商標持有人是不願意提供有關產品被假冒的資料，因為他們認為這樣做可能會破壞產品聲譽，影響真貨的銷路。但事實遠超一切，如果能掃盪贗品的供應來源，就至少可以永遠封閉一個詐騙門路。」

由於利惠牌子流行服裝市場，該公司需提防產品遭人假冒。其一九七九年發表的年報稱，該公司將繼續加緊採取法律行動，以防不法商人濫用

利惠商標和售賣假利惠貨。年報又指出：「為此，本公司去年已在世界各地獲得若干防止商標濫用或假冒的禁令及授權証，并與偽冒商人進行交涉索取額外賠償。」

該公司認為，對付假冒的問題，推銷宣傳可與法律行動產生同樣效果。利惠（遠東）有限公司市場服務部經理甘慶林稱：「長期而言，我認為持續向消費者灌輸有關利惠產品及商標的知識，比法律行動的效果更大。」

推銷策略包括謹慎選擇可靠的零售商，與零售商保持密切關係，在利惠零售貨攤陳設大量色調一律的宣傳性標誌，做廣告宣傳利惠的註冊商標及圖案設計。甘氏稱：「這些策略的用意在於協助消費者容易辨認銷售利惠正貨的攤位。」

該公司在馬來西亞推行了一種保證咭制度，以保障利惠產品的品質。甘氏解釋說，這是一項旨在引起消費者對利惠產品注意及提防假冒的推銷策略。

他向本刊表示，在東南亞區，假冒利惠產品問題最嚴重的國家是馬來西亞、泰國及台灣。其主要原因是這

些國家採取高入口稅政策。為圖厚利，偽冒商人願意冒險以低價製造及售賣假貨。

甘氏稱，由於香港不徵收入口稅，使進口貨可以合理價錢出售，港內假冒利惠貨品的情況并不太嚴重。

為保障產品起見，利惠公司已註冊了一系列的商標和圖案設計。例如「Levi's」字的標記，各類出品袋邊突出印有「Levi's」標誌的布條等等。

利惠的三藩市總公司設有保安部，負責調查涉嫌侵犯該公司註冊商標的事件。利惠在本港的辦事處亦設有類似的部門，負責監察東南亞市場。

狄士尼製作公司—世界著名人物的版權及經商權持有人—授予正信工商服務有限公司特許第三者港商及泰商使用這些題材的權利。該公司亦為**King Features Syndicate Characters**的獨家代理。

目前，正信工商服務在本港共有廿九個狄士尼特許商戶，他們需付出專利費，換取狄士尼著名人物的使用權。這些受特許的商戶大多是玩具、文具及新穎禮品的廠商。除獲得特許製造權外，特許協議亦批准特許商戶在若干國家或地區推銷產品。



新商品說明法案旨在加強管制食品包裝標籤。

正信工商服務有限公司業務推廣部經理陳國新稱，由於狄士尼及 **King Features Syndicate** 的設計流行各地，該公司需密切注意侵犯設計專用權的活動。他續稱：「鑒於香港乃世界玩具及新穎物品的主要製造及出口中心，本港市場需要更緊切的注視。很多小廠商仍企圖在沒有特許協議下，模仿我們的設計。」

該公司對付侵犯設計權者的方法，是先發出書面警告，倘侵犯者忽視警告，正信工商服務就會考慮採取法律行動。陳氏表示，近年最大一宗的控訴案，是檢控本港一間廠商未經許可在錶面使用米奇老鼠的圖案設計。他稱：「我們現正考慮在短期內控告另一個模仿者，以讓大眾知道這些設計和商標是受到法律保障的。」他又指出，正信工商服務委有專人負責監察市場，調查涉嫌非法使用該公司註冊設計的事件。

工商署設有版權保護小組，負責緝查侵犯版權案件。經多年來的努力調查及取締行動下，該小組聲稱，翻版唱片盒帶在本港商店幾已完全絕跡。

負責版權保護的助理監督魯萬鴻稱，目前，超過百分之九十九在市面出售的唱片錄音盒帶都是正貨。他把杜絕翻版的成就歸功於調查人員的努力及版權持有人的警戒。

此外，他亦感謝 **International Federation of Phonograms and Videograms** 所提供的協助。這是調查及檢控侵犯版權事件的一個主要消息來源。

去年，共有三十四人因侵犯版權而被定罪。檢獲各類翻版貨品（包括錄音機）總值達二萬七千五百元。

除唱片錄音帶外，版權保護人員亦嚴厲取締翻版書出版商。去年，版權保護小組曾處理十三宗與侵犯書籍出版權有關的案件，檢獲翻版書籍 10,400 冊，零售價值十萬六千五百八十七元。

翻版的書籍有教科書、小說、英語會話及歌曲譜等。因為沒有創作及寫作費用，翻版書的成本大約只是正版本的三分之一或一半。

香港訂有法例保障專利權、圖案設計、商標及版權。這些法例規定，第三者如未經許可侵犯任何人士、公司或機構的知識產權，有關的持有人

可向法庭申請，要求彼賠償損失。

凡創造性的構思都可以申請註冊，享有專利權。這個有限期的專利權，旨在保障創作者本身的利益，使他人不得模仿。

香港本身不頒授專利權，根據專利權註冊條例，凡已獲得英國專利權或歐洲專利權的人士，得由頒授之日起五年內，申請將該專利權在香港註冊。註冊費為一百二十元，專利註冊需在香港政府憲報刊登。

註冊圖案給予首先創作某物品外型設計的人士有限期的專用權。任何人士或公司如侵犯該圖案版權，持有人可向法庭要求彼賠償損失。

香港並沒有圖案版權的註冊。但根據英國圖案（保障）法例，凡依一九四九年註冊圖案法例領得圖案版權的人士，皆可享有相同權利，一如該項版權是在英國頒發後而適用於香港。

根據版權法例，版權保護的種類有著作出版權、上演權、演奏權、藝術作品版權（包括圖案設計）。工商署長負責執行該法例的規定。

侵犯版權人士最高可被罰款港幣五萬元及入獄兩年，藏有翻版物品者如定罪，每件翻版物品可被罰款港幣一千元及入獄一年。

著作人，創作者享有版權的年期一般是版權物品上市後的五十年。除刑事行動外，版權持有人更可提出民事訴訟，以祈得到其損失所有應得之補償及對翻版書的禁制令。

為加強版權保護起見，港府於一九七九年十月批准成立版權審裁處，負責調停版權持有人與使用者之間的爭執。當局已選出二十名成員，擔任版權審裁處裁判員。

一九七四年底，香港工業總會建立了設計版權儲存所，為有意依賴版權保護的工業界人士提供服務。設計版權儲存所的目的，旨在保管與設計版權有關的證據，以便創造性設計的創作人或所有人在版權訴訟案件中，可以提出證明。

此外，香港作曲家及作詞家協會亦保護本港作曲及作詞家的權利。該會是於一九七七年十月，在英國演出權協會贊助下成立。

任何人士、影片或公司如有意公演受香港作曲家及作詞家協會管制的版權音樂，不論其演出的娛樂性、地點如何，及是否收入場券，都必須申

領許可証。直至目前，該會約簽發了二千個許可証，去年簽証費收入達五百三十萬元。

香港作曲家及作詞家協會不單只管制本港會員指定的音樂作品，而且還管制世界四十多個聯屬作曲家協會會員的樂曲。

商標註冊以商標條例為依據。任何商標，即使已在英國或其他國家註冊，亦須符合香港商標條例的一切規定，方可在香港註冊。

商品內容標注條例規定，禁止偽冒商標及提供虛假商品說明。

商標註冊按照產品性質分為三十四類，包括成藥、成衣、手錶、化學品、漆油及光漆等。截至今年三月底止，已註冊的商標總數達 34,694 個。七九/八〇年度接獲的註冊申請中，准予註冊的商標共有 1,900 個，首四個主要來源國是香港（463）、美國（441）、英國（216）及日本（204）。

註冊商標所授專利的依據略有不同。製造商可憑其牌子的特別標記，建立產品的聲譽。由是，他可申請註冊，取得商品的專利權。據一位特許專利代理人洛加漢（**Rockham**）稱，註冊商標准予專利權的理論根據是禁止不法商人以劣質貨冒充正貨，欺騙消費者，和破壞受保護製造商的聲譽。

倘註冊商標持有人有意授權他人製造其產品，則可採以特許協議方式。接受特許的廠商通常需付出一筆生產專利費，給予商標持有人作為使用報酬，而其生產必須受到持有人的控制，以確保產品品質符合標準。

洛氏稱，控制可取以財政控制或分包方式。他表示，由於商標持有人需指導廠商有關產品的製造法，這種特許必定會涉及一些技術上的轉移。

另一種特許涉及卡通及其他虛構人物的覆製及經銷權。

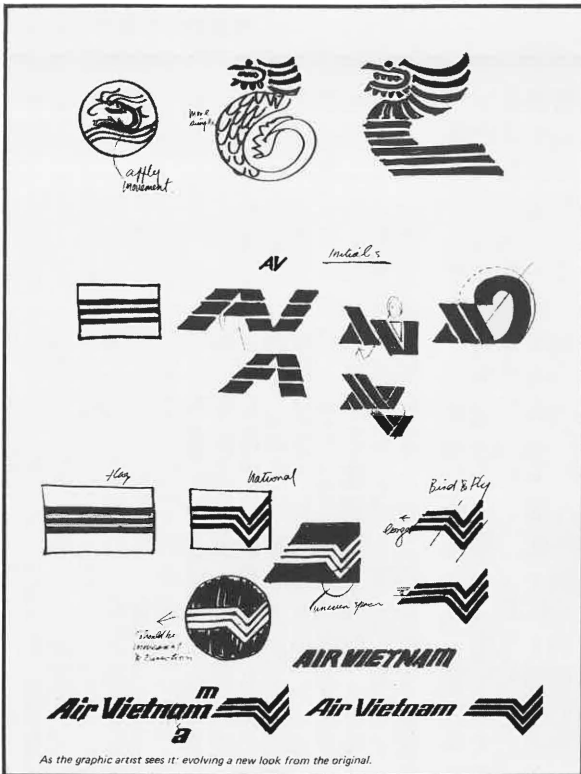
註冊圖案或商標專利權的持有人，可以議定的報酬條件容許別人使用他的專利權。他稱，此外，尚有其他的特許方式，如技術知識的特許。

洛氏認為，通過特許方式獲取新技術知識是值得的，因為它提供了初步進入市場的門路，並提前了獲利的時機，他評稱：「從外國購入科技獲益的港商越來越多，另一方面，他們亦同樣可以通過特許協議將這些技術知識提供予他人，帶來利潤。」

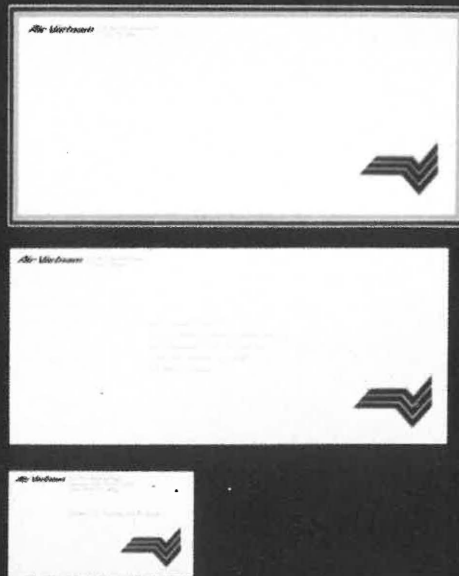
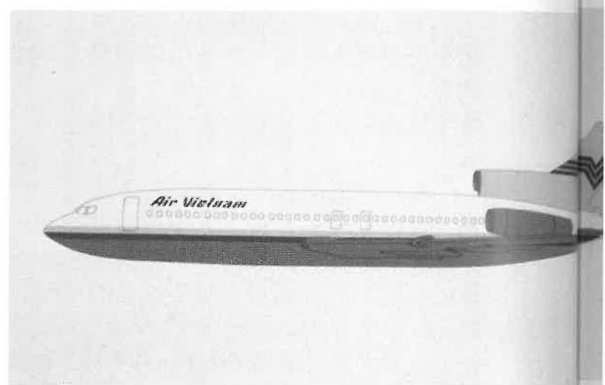
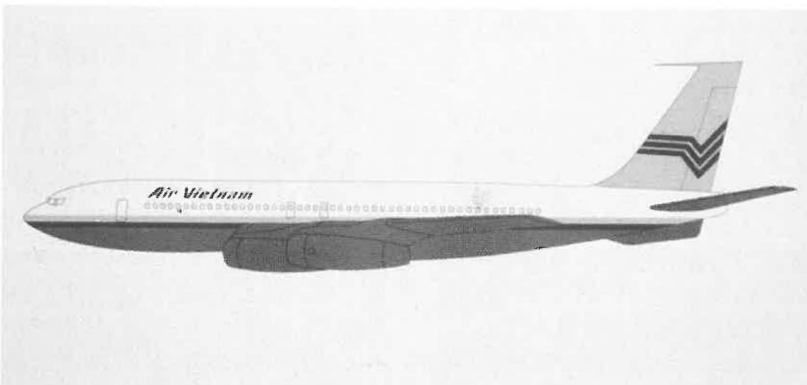
「標誌」是知識產權的一個最常見的形式，用來識別一間公司及其服務。本文闡述百奔淘廣告有限公司 (Pat Printer Associates Ltd) 為越南航空公司設計新標誌。

一九七三年，越南航空公司採用的標誌設計是以龍的形狀為依據。南神話中四大重要靈物之一，有吉祥之兆。年來，標誌式樣雖略有改變，航仍盡量保留龍的形象。其後，終因標誌變得不易辨認和意義漸失，定改換一個全新設計的標誌。設計師的構圖取材於越南國旗及越航的「V」兩個英文字母。

從左面的一系列圖案可見，由初步設計進展至最終的標記／標誌，需要經過悠長的構圖工作過程。然而，每一個步驟都是互相連貫，及合符邏輯。



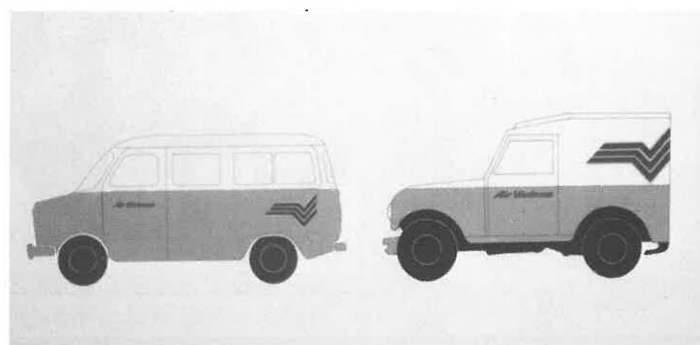
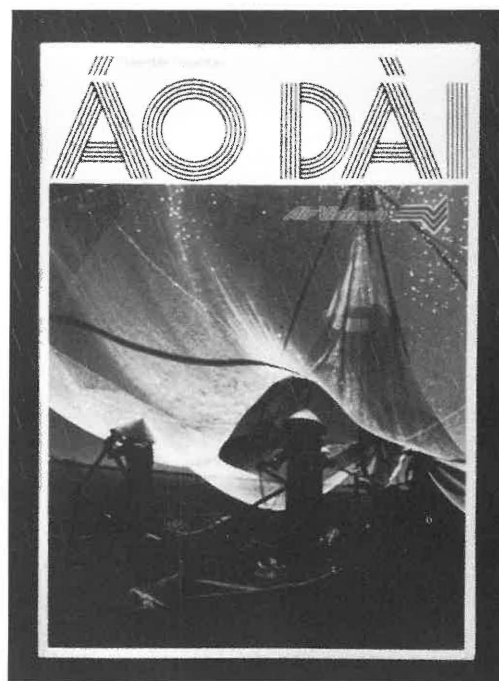
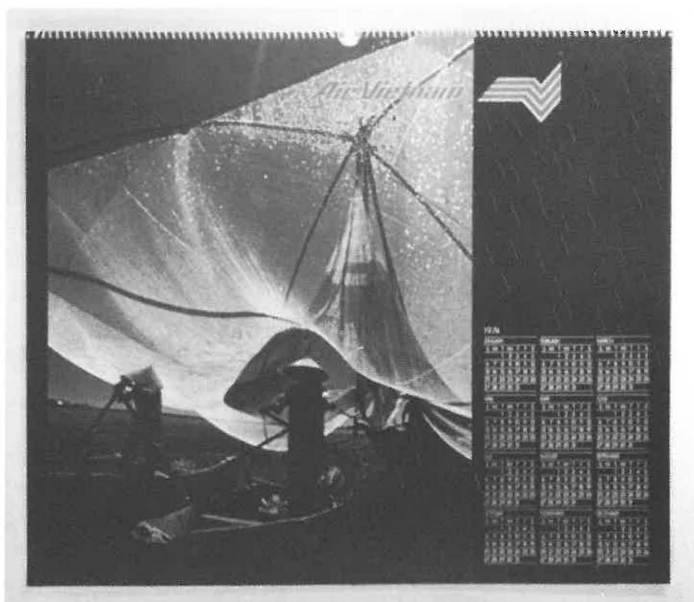
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# 簡報匯編

## 歡迎新會員

本刊歡迎廿九間公司於八月份加入本會，成為香港總商會會員。（新會員名單詳刊本期英文版）。

## 〔工作安全〕

### 會議十一月在港舉行

一個研討職業安全衛生問題及技巧的國際性盛會，定於今年十一月廿五日至廿八日在港舉行。

〔亞洲區安全及防止意外會議〕乃由世界安全組織、香港中華廠商聯合會及香港職業安全衛生協會聯合主辦。

會議目的旨在提高各界人士對職業安全的警覺，通過與會人士的研討，交流安全知識及有效執行之技巧。

講者有來自英國、澳洲、菲律賓、新加坡及香港等地，他們都是知名的安全專業人士，保險專家及顧問工程師。他們將探討職業安全各項問題，包括安全技術之最新發展、有效推行方法及安全教育等。

任何人士如有興趣參加上述會議，請與香港中華廠商會聯絡，地址：香港皇后大道中一百六十一號永亨銀行大廈九字樓。

## 發展中國家市場 推銷成本研討會

一個以分析市場推銷成本，及探討減低成本方法為主題的研討會，定於一九八一年一月廿五日至廿八日在印度新德里舉行。

該研討會乃由新德里市場推銷及管理協會、國際銷售發展協會、國際推銷聯會及英國發展中國家貿易機構合辦。

若干知名高層人士將被邀擔任主講，其中包括了第三世界社會與經濟研究基金組織秘書長高赫先生。

查詢詳情，請與印度新德里市場推銷及管理協會秘書處聯絡。（專用電報：31-3643-1 MM-IN）

## 研究〔澳洲投資〕會議

金融時報將於今年十月三十日及卅一日假墨爾本舉行會議，探討〔澳洲：吸引未來投資〕的問題。



本會貿易部助理董事詹德隆（左）在歡迎新會員酒會上，向新會員講述本會服務及工作情況。該酒會於八月廿二日假會議室舉行，六十五間新會員公司代表獲邀參加，由本會職員介紹各部門工作概況。

## 本會工業投資促進活動另一成就



在本會努力爭取日本工業家來港投資設廠下，三田工業株式會社最近在港建立首間影印機生產工場，員工人數二百多名，每日三班制工作，估計每班可生產三千部影印機。

在新廠開幕舉行的記者招待會上，本會工業部助理董事馮若婷（中）對三田工業株式會社總裁三田先生（右），為香港工業引進新科技表示歡迎。左旁為本會工業促進科副經理馮棟澤。

## 鹿兒島香港交流會



日本鹿兒島縣企劃部代表團最近訪問本會，商討有關十一月舉行之鹿兒島香港交流會事宜。會晤報界的日方代表有：（右起）鹿兒島縣企劃部長、鹿兒島大學教授，及該縣企劃部一名次官。

澳洲總理弗雷澤將在會上發表主要講話，其他政府部門首長將主持小組討論，與國際知名商界、銀行及行政業人士，共商有關澳洲經濟、天然資源發展及投資機會等各項問題。

該會議乃由金融時報與國際證券交易所聯合合辦，由澳洲聯合證券交易所贊助舉行。

查詢詳情，請與金融時報有限公司聯絡。(地址參閱本期英文版)。

## 引進新管理法

一種專為選聘僱員及發揮僱員個人潛能而設計之管理方法現經已由 PA 管理顧問有限公司引進入本港。此種名為「感覺及選擇存錄」(Perception and Preference Inventory, 簡稱 PAPI) 的管理方法，是由美國波士頓州立大學工業心理學教授郭仕迪博士研究而成。

PAPI 管理法現已在二十多個國家採用，PA 管理顧問有限公司最近已獲得此種管理方法之全球使用權。

PAPI 管理法包括二十種人們對工作所表現出之人性特點，這對決定動機和生產率尤為重要。

## 港商參加柏林展覽



由本會組織的第十四屆香港代表團於八月廿七日至卅一日參加柏林商展。在展覽攤位陳列的港貨種類繁多，包括絲帶花、皮草、電子玩具及衣服附屬品。本圖為展覽開幕儀式中，本會高級經理陳煥榮(右)迎迓柏林總督史托(右二)及經濟部長林斯杜夫(左)

應用此種管理方法取得之結果是以一簡單圖表展示出來，它能剖析個人之動機，領導潛能，個人發展限度、應付人際關係之能力和其他行為特

性等。

查詢有關詳情，請與 PA 管理顧問有限公司聯絡。地址：香港皇后大道中 24 號，亞細亞行 1206 室。

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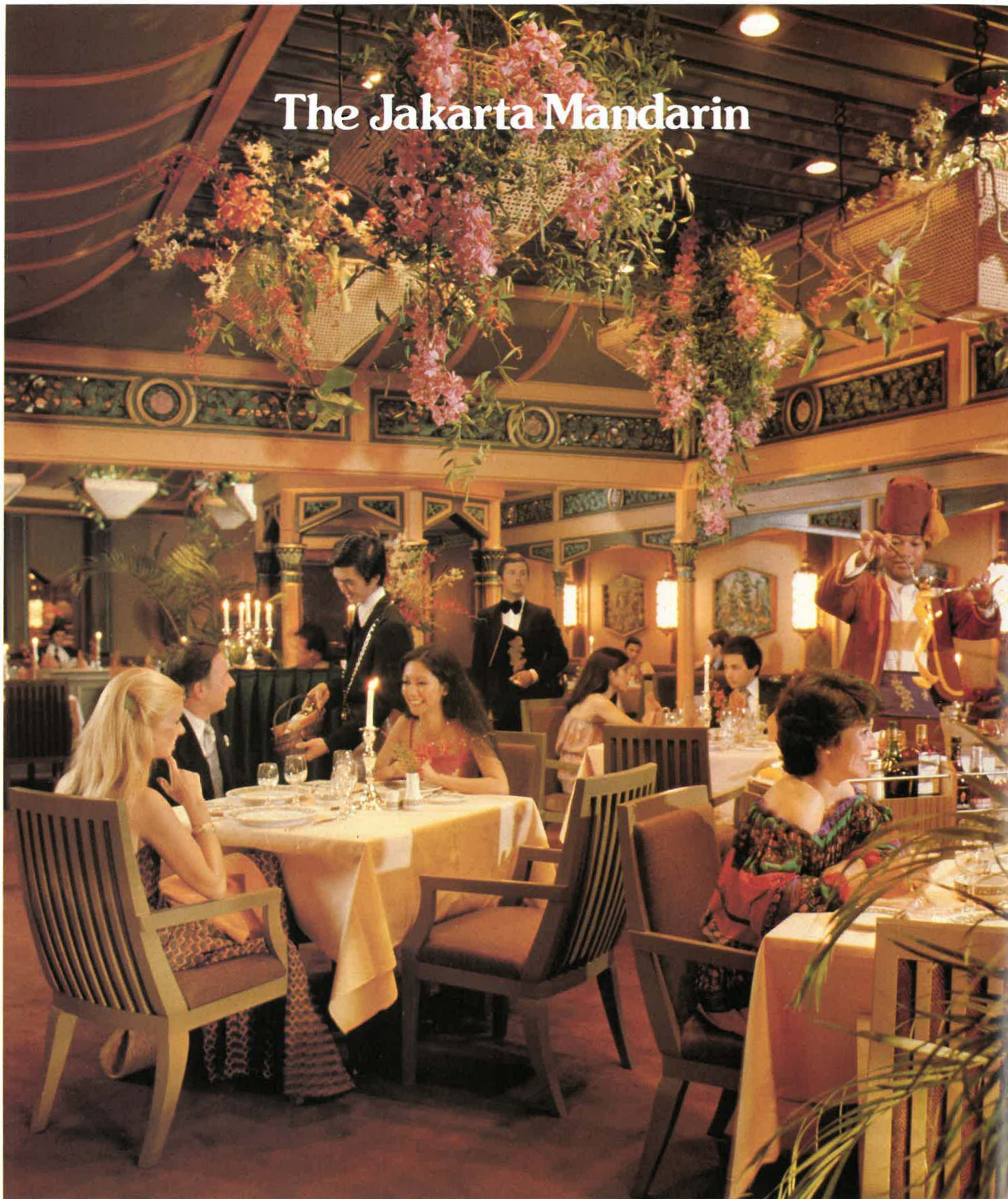
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