

工月商刊 THE Bulletin

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

November, 1982
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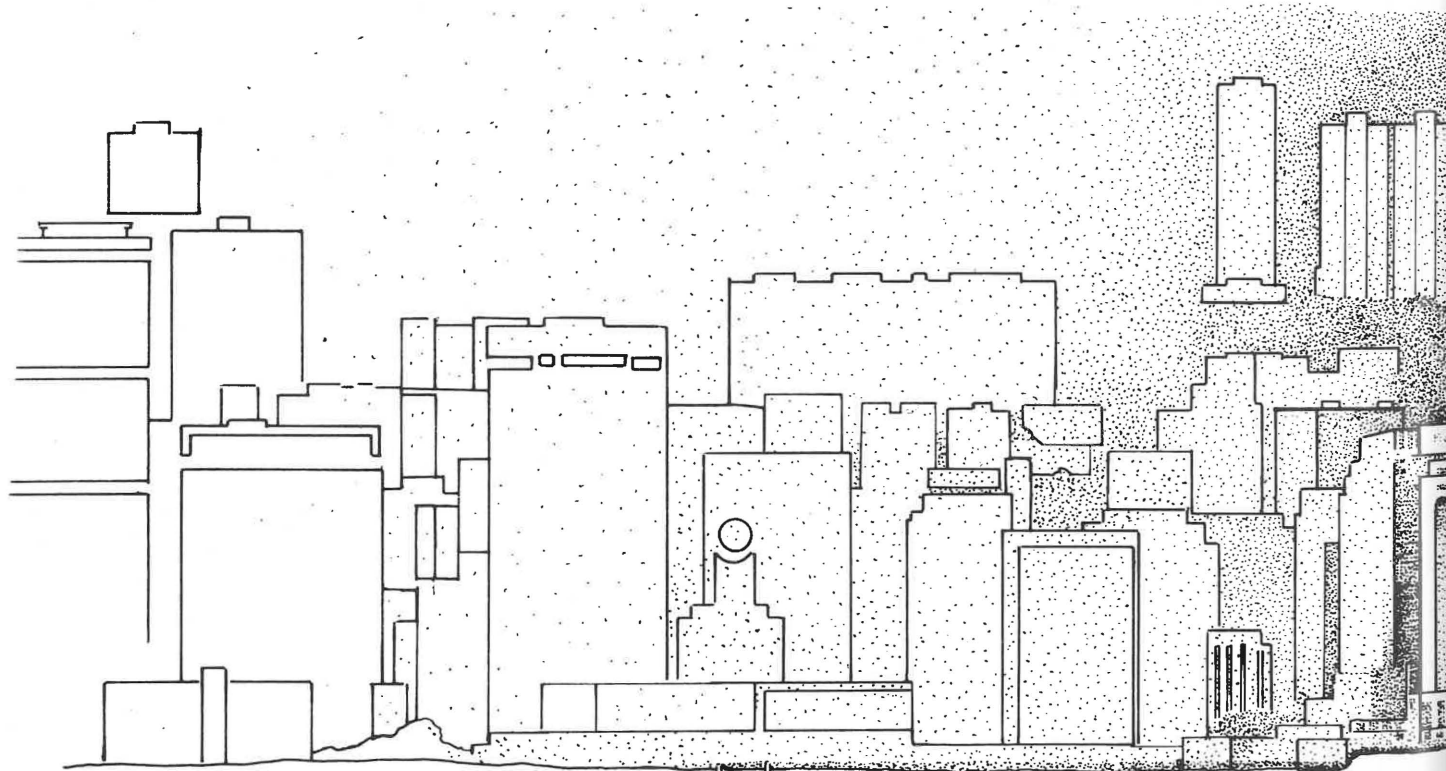
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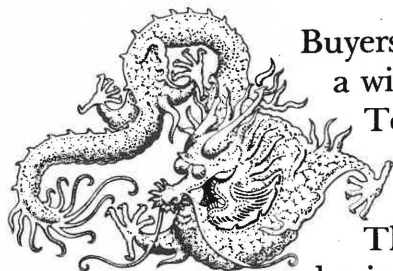
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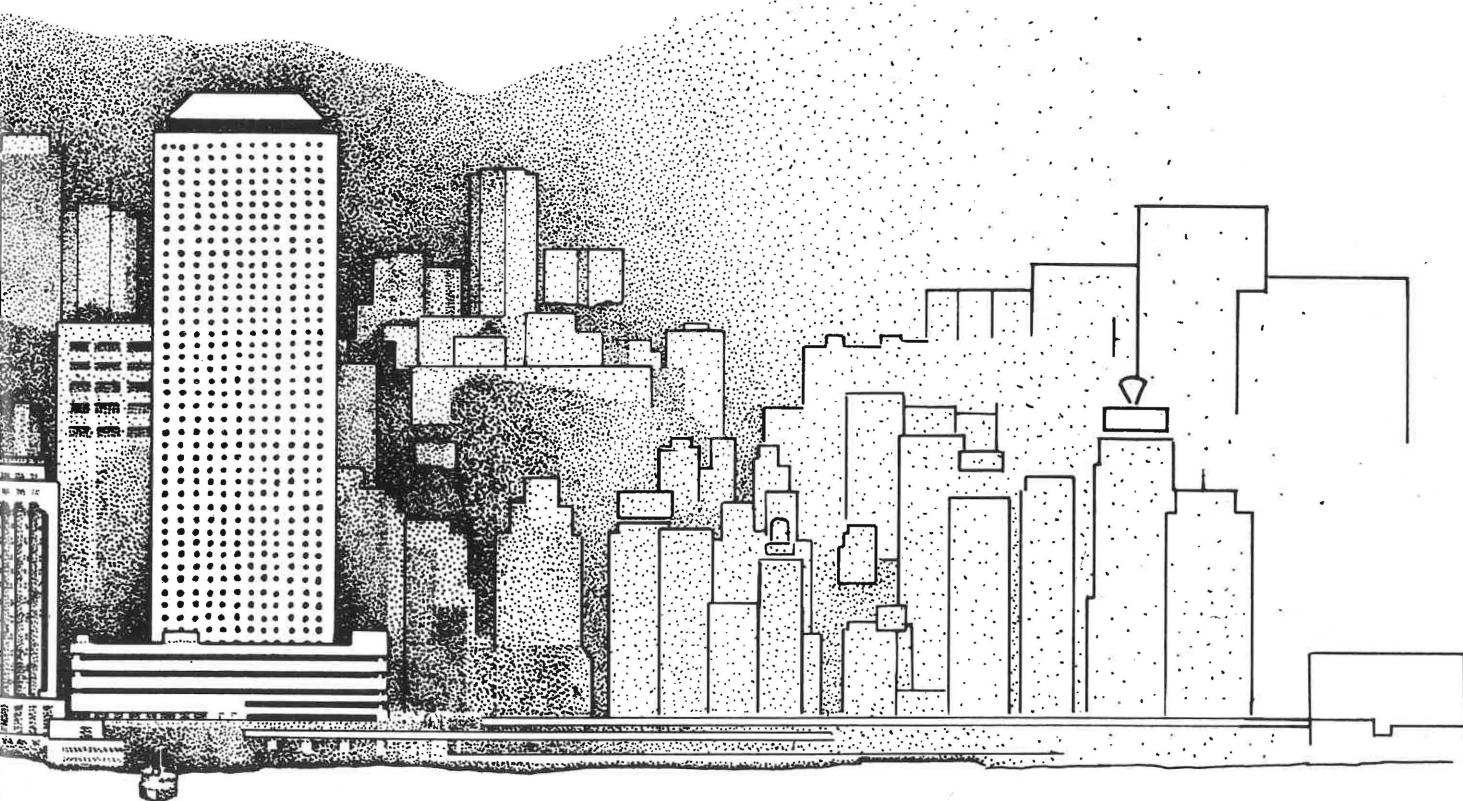
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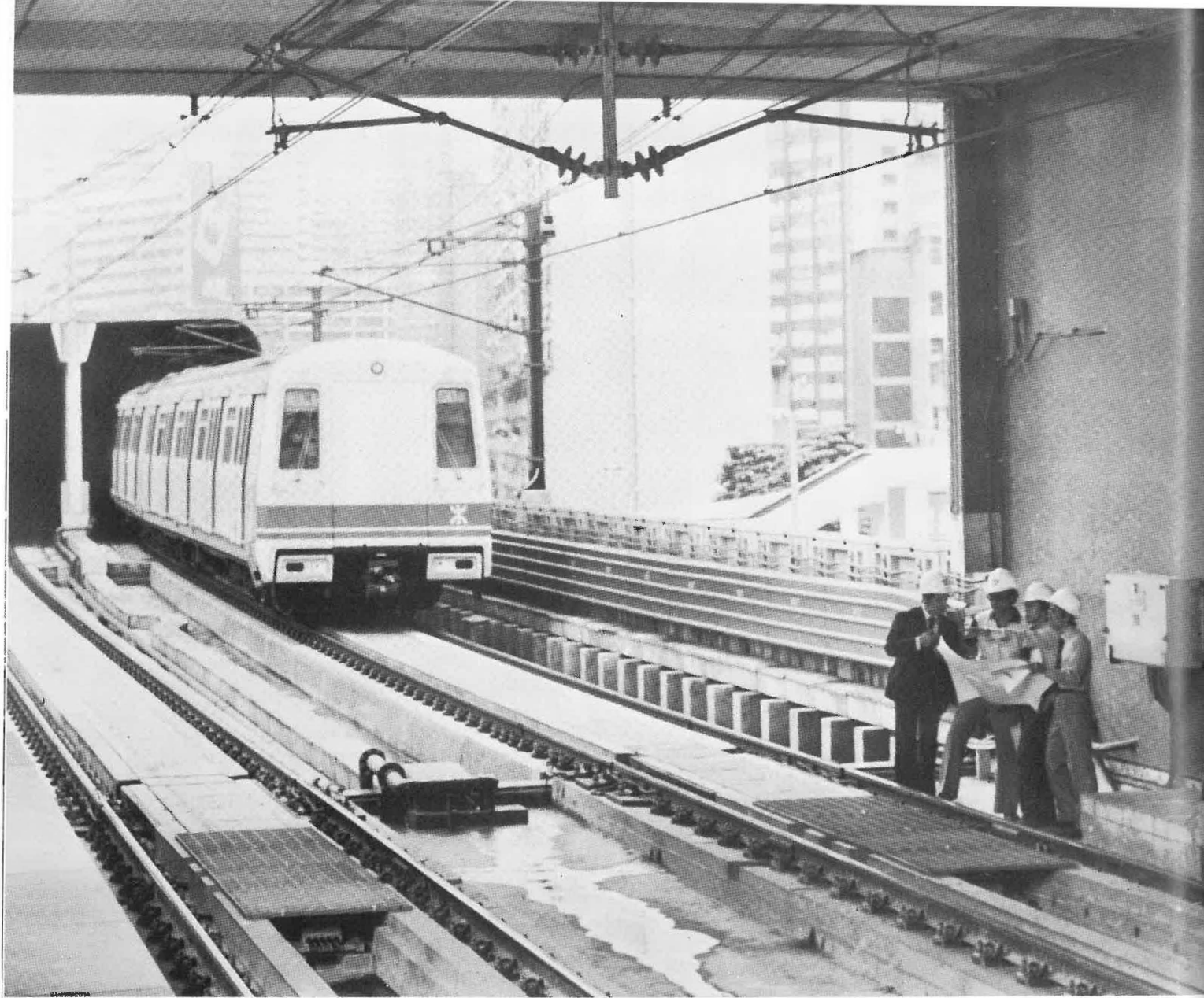


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The Chamber in Action

*Extracts from the monthly reports
issued to General and other committee
members by the Director, Jimmy
McGregor.*

Finance

The August accounts show a surplus of income over expenditure for only the second month this year. However our overall deficit for the year is small and considerably less than the budgetted figure, which is pleasing. We have produced very good results from several major recruitment drives and our certification income is a little above the expected figure. We have had some unforeseen expenses however, notably in staff medical costs. We still have a good chance of recording a small surplus for the year as a whole.

Membership

As a result of several large scale recruitment campaigns, a total of 361 new members have joined the Chamber during the past nine months, averaging 40 each month. Chamber membership at the end of September was 2,899, a record figure.

Luncheon for the Rt. Hon. Margaret Thatcher, MP, 27th September

The joint Chamber, CMA, FHKI luncheon in honour of Mrs. Thatcher was held successfully on Monday, 27th September in the Mandarin Hotel with an attendance of 180, including 50 Chamber members. In her speech after lunch, Mrs. Thatcher referred to the British commitment to Hong Kong and to recognition of the importance of Hong Kong to British trade and industry. She paid sincere tribute to Hong Kong's outstanding economic performance and to the significant contribution of Hong Kong's commercial and industrial sectors to this fine record.

Mrs. Thatcher and her Government have begun the inevitable and necessary negotiations with the Chinese Government on Hong Kong's future. These will be difficult and may take

time but there are good grounds for optimism as to the outcome. The Chamber and its members must contribute to the maintenance of confidence during what will be a sensitive time for Hong Kong.

Shipping Committee

The Committee met on 30th September. It was agreed that the Chamber would co-sponsor, with the Hong Kong Shipowners Association, the Asian Maritime Exhibition '83 in Hong Kong, with the understanding that no expenses will be incurred for the Chamber.

Industrial Committees

The Industrial Affairs Committee and the Textiles Committee jointly met on 15th September to discuss the Employees' Compensation (Amendment) Bill, 1982, the proposed extension of scope for redundancy payments resulting from geographical relocation of companies, the proposed preferential bank interest rate for industry and the Shirley Institute Report's recommendation to the Government to provide a special zone for the dyeing and finishing industry.

Knowing that the Home Affairs Committee has already made a submission to the Commissioner for Labour regarding the Employees' Compensation Bill expressing similar views to those held by the Industrial Committees, members agreed to wait for a Government response before considering further action. Several members expressed particularly strong views against the proposed extension of scope for redundancy payments and considered the proposal both ill considered and untimely, particularly when Hong Kong's industry is suffering rather severely from recession. It is also an apparent contradiction of Government's policy to encourage

relocation of industries to the new towns in the New Territories.

Central & South America Area Committee

The Committee organised a meeting in the Chamber Boardroom on 5th October to receive the President of the Panama Chamber of Commerce, Ing. Dominador Kaiser Bozan and his colleagues, who were visiting Asia to promote the "Expocomer", an international commercial exposition in Panama, from 12th to 16th January, 1983. In addition to members of the Committee, 45 member company representatives also attended this meeting.

Japan, Taiwan & Korea Area Committee

Members discussed at a meeting on 23rd September, arrangements for the goodwill mission to Korea from 4th to 7th October. The two-day programme includes visits to the Ministry of Commerce and Industry, Korean Traders Association, Korea Chamber of Commerce and Industry, Korea Trade Promotion Corporation and the Seoul International Trade Fair.

Trade Mission to Northern Europe

A 9-member Chamber mission to Europe returned to Hong Kong on 25th September after a 12-day tour of Helsinki (Finland) and Stockholm (Sweden). Firm orders worth HK\$800,000 with further contracts of HK\$3.6 million under negotiation were received by mission members.

Reception for Officials of PRC Agencies based in Hong Kong 27th September

This function is organised annually by the China Committee to enable Chamber members to meet PRC

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The Chamber in Action

agency officials. This year, over 300 member representatives met and exchanged views with 170 guests from 70 PRC agencies in Hong Kong during the Reception on 27th September in the Furama Hotel. David Newbigging represented the General Committee and delivered a speech of welcome.

Goodwill Mission to China

The China Committee met on 3rd September to discuss detailed arrangements for a small Chamber delegation to visit Beijing, Shanghai and two other cities in China between late November and early December to prepare for a larger trade mission in early 1983. Subsequently, the Chairman of the Committee Mr. Helmut Luehrs addressed Mr. Wang Yaoting, Chairman of the China Council for the Promotion of International Trade (CCPIT), advising Mr. Wang of the proposed mission and requesting advice and support.

Trade Missions from Japan

Two missions organised respectively by the Kagoshima and Fukuoka Prefectures will visit Hong Kong in October. The Chamber will provide information and assistance to both missions and arrange appointments for them to meet our members. In recent years, Japanese Prefectural authorities have looked increasingly to the Chamber for assistance in their promotion of trade links with Hong Kong.

The 20th Overseas Import Fair "Partners for Progress"

32 Hong Kong companies participated in the Fair which was held from 8th to 12th September in Berlin. As members are aware, the Chamber is responsible for Hong Kong's participation every year. Participants were pleased with the arrangements and considered the business results satisfactory. Orders amounting to HK\$3 million were

obtained, with further contracts to the value of HK\$11 million under negotiation.

Hong Kong Trade Fair, 18th-23rd October

20 member companies had taken up individual booths in the Chamber Pavilion. A further 28 companies exhibited their goods in the General Display which we arranged. Three briefing meetings had been held and participants given detailed explanations on the arrangements. We were given full co-operation by the Fair organisers and the Chamber Pavilion, located near the entrance, was attractively decorated. I believe that the Fair provided a good opportunity for our members.

Confederation of British Industry (CBI) Scholarships

The Chamber assists the CBI in its annual selection of graduate engineers in Hong Kong to receive scholarships for training in British industries. A publicity campaign was mounted in September to encourage applications for scholarships from qualified graduates. This included a meeting of returned scholars with the press.

The Japan Institute of Labour — 7th Liaison Meeting

Cecilia Fung, Assistant Director — Industry Division, will represent the Chamber at the Liaison Meeting in Tokyo from 27th October to 2nd November. She will present a paper entitled "Industrial Relations — the Hong Kong Scene" at the meeting.

Hong Kong/Kagoshima Conference — 8th to 12th November

A 17-member delegation, led by the Chamber Chairman, John Marden, will represent Hong Kong at this

Conference. Delegates include representatives from the two universities, the Urban Services Department, the Industry Department, Japan Trade Centre in Hong Kong, the Hong Kong Japanese Chamber of Commerce & Industry, the Hong Kong Tourist Association, the Hong Kong Trade Development Council and the Hong Kong Japan Business Co-operation Committee.

The delegation will hold separate discussion sessions with the Kagoshima group on trade and industry, tourism and cultural exchanges.

First Asian Retailers Convention — 26th to 29th April, 1983

Mr. H. Nagotoshi, Executive Director of the Japan Retailers Association visited the Chamber on 3rd September and discussed with Daniel Koo and Ernest Leong, Assistant Director — Trade Division, Hong Kong's participation at the above Convention. Mr. Koo accepted an invitation to deliver a keynote speech at the Convention.

Pocket-size Appointments Diary

Sales of this business diary began on 15th September. By the end of the month about 300 copies had been ordered. Over the counter sales will be opened upon delivery. This is a trial publication to complement the issue of our very popular desk diaries.

Christmas Cards

Sales of Christmas Cards to members have been exceptionally good this year with orders of nearly 100,000 cards at the closing date in Mid-September. Another sales campaign aimed at non-member companies was also successful. A promotional circular was sent to companies making use of Chamber certification services on 22nd September. At the end of the month 11,000 cards had been ordered. □

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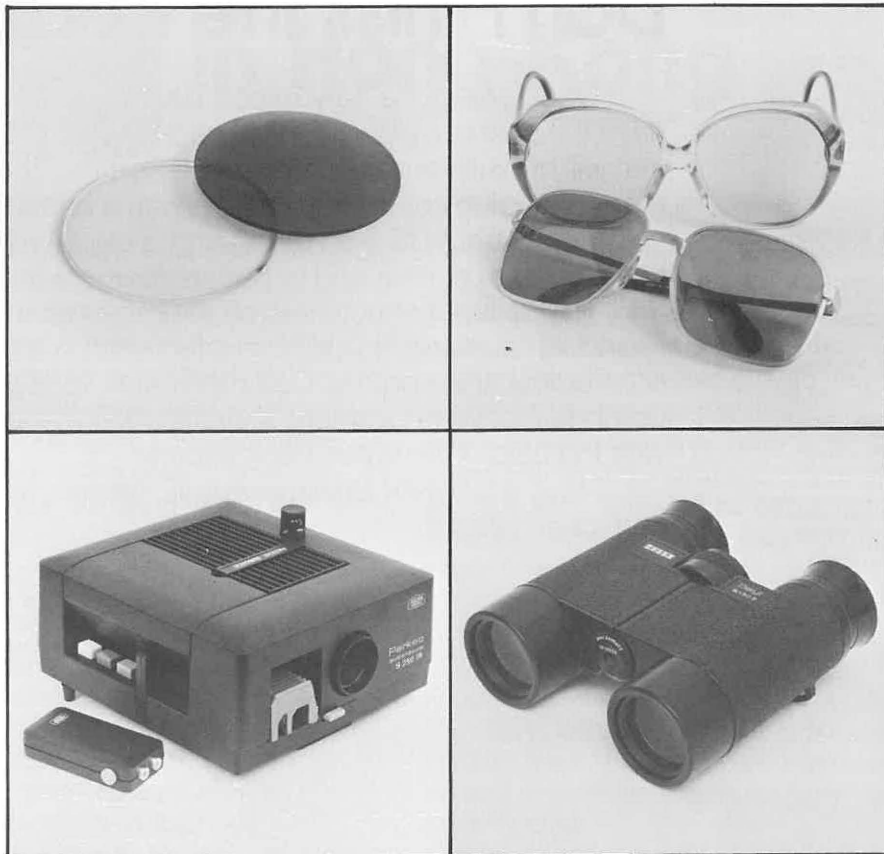
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Message from Dr. Hans J. Dietrich German Consul-General in Hong Kong

When you read this message, I shall have left Hong Kong after a most interesting and stimulating tour of duty of 5 years. At the beginning of next year, when becoming 65, I am reaching "the end of my official life". But before retiring I will once again visit various Chambers of Industry and Commerce in Germany informing them about Hong Kong's importance for the rising region of East Asia – Pacific.

After all, Hong Kong is not only a producer and market in its own right but also a very efficient regional centre for trade, finance, transport and communications as well as the base camp, so to speak, for climbing the economic mountain of China.

We Germans have great respect and admiration for the unique achievements of Hong Kong, brought about by its industrious, ingenious people as well as its liberal and experienced administration.

I admired most the "swinging" workers on the bamboo scaffoldings of high rising

buildings, envied most the flexibility of the entrepreneurs in the toy industry (once Germany's "baby"!) and marvelled most at the administration's ability to assure Hong Kong's fast growth and the health of its crowded people.

When comparing last century's "barren rock" (Lord Palmerston) with today's sophisticated Hong Kong, I know of no better explanation than that of a British-Chinese "symbiosis", – according to "Webster's Dictionary" the state of two dissimilar organisms living in close relationship, each benefitting from such an association."

People from many other countries including Germany, who are living here, are also benefitting from Hong Kong's continuing "stability and prosperity" to which they, too, are contributing.

With my best wishes for Hong Kong and all its people I am saying farewell, or rather "Auf Wiedersehen!"

Basic Information

The Federal Republic of Germany consists of the 10 Federal States (Bundesländer or just Länder) of Baden-Württemberg, Bavaria (Bayern), Bremen (city state), Hamburg (city state), Hesse (Hessen), Lower Saxony (Niedersachsen), North-Rhine Westphalia (Nordrhein-Westfalen), Rhineland-Palatinate (Rheinland-Pfalz), Saarland and Schleswig-Holstein.

The City of Berlin (West) is fully integrated into the legal and economic system of the Federal Republic of Germany.

Total Area: 248,630.32 sq km

Total Population: 61.6 million (incl. 4 mio foreigners)

Language: German

Capital: Bonn (population 284,000)

Other important towns: Berlin, Hamburg, München, Köln, Essen, Frankfurt, Dortmund, Düsseldorf, Stuttgart, Bremen, Hannover

Government: Parliamentary democracy. Legislative bodies are the two houses of Parliament: Bundestag (House of Representatives) 519 seats

Bundesrat (Federal Council) 45 seats

Executive body is the Federal Government.

Each of the Federal States is administered by its own Government headed by a Prime Minister.

Head of State: Federal President – Prof. Dr. Karl Carstens (since 1/7/1979)

Head of Federal Government: Chancellor Dr. Helmut Kohl (since 1/10/1982)

Economy (1981):

Gross National Product – DM1,552 trillion

GNP per capita – DM25,166

Total Trade – DM766 billion

Export – DM397 billion

Import – DM369 billion

(DM1 = HK\$2.58)



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Economic Relations With the Federal Republic of Germany



by Dr. Peter C. Hausewedell
Consul, Economics & Trade
German Consulate General

Hong Kong and Germany, although far apart geographically and different in size, both had their own "economic miracles" in the last thirty years and are today among the world's largest trading nations. Having few natural resources, they both have to import most of their energy and raw materials and rely on the diligence, know-how and ingenuity of their people to sustain their living. Being dependent on their exports for their livelihood, they have taken an anti-protectionist stand in world trade.

Germany is Hong Kong's third largest market (after the US and Britain); in 1981 it took about 8.8% of Hong Kong's domestic exports. Last year, Hong Kong moved up to the 21st place in the ranking order of supplier countries to the German import market, overtaking, among others, Canada, South Africa, China, Poland and India. In terms of total trade it is still Germany's second largest trading partner in Asia after Japan with an annual volume of (1981) HK\$11 billion. Although last year Hong Kong's exports to Germany declined for the first time in many years, Hong Kong still has a comfortable trade surplus of more than HK\$4 billion (See accompanying table). The world-wide recession has affected the German economy's capacity to absorb Hong Kong goods, so during the first seven months of 1982 Hong Kong's domestic exports to Germany have further declined (-3%). With relatively high interest rates continuing, there is no indication of an upswing in consumer demand. At the moment only the figures for export of electrical equipment and apparatus and cameras show an increase.

Hong Kong's exports to Germany consist mainly of garments, (1981 = 61%), consumer electronics, watches and clocks, cameras, toys, travel goods, furs and jewellery. In many of these goods Hong Kong has captured a leading share in the German import market, for example for watches and clocks (1981 = 28%), radios (10.5%), toys and games (11.7%).

Hong Kong's success in the German market is largely due to the initiative of the Hong Kong manufacturers and traders and to the efforts of the Hong Kong Trade Development Council. The TDC maintains two offices, in Hamburg and Frankfurt. It does excellent market research and organizes Hong Kong's presence at almost all major German trade fairs, reaching not only German, but also international customers. I must also pay tribute to the General Chamber's annual organization of Hong Kong representation at the Berlin Partners for Progress Fair, another major event in the European calendar.

German exports to Hong Kong have held up well. In 1981, Germany ranked as Hong Kong's eighth largest supplier, showing a marked increase over the previous year. The figures for the first seven months of 1982 indicate a mere 1% increase of imports from Germany over the same period in 1981. Hong Kong's major imports from Germany are chemicals, machinery, optical and precision industry goods, textile yarns, telecommunication equipment, cars and consumer articles.

German Business Community

There are now almost 2300 Germans in Hong Kong, constituting the second largest West European expatriate community after the British. There are more than 210 German firms, subsidiaries and affiliates here and their number is growing further. Although the majority of them are general im-

port-export trading houses, the banks, the forwarders, the large chemical and steel firms, shipping and airline representatives etc. are all well represented. All major German department stores and mail order houses have their buying offices and agents here, covering not only Hong Kong but also the China market and East Asia as a whole. German businessmen appreciate the advantages of doing business in Hong Kong: Excellent telecommunications and air-communications, very good service industries (shipping, financing, insurance, an excellent harbour, container port and air cargo facilities), lack of bureaucratic red-tape and government intervention, low tax structure.

In relation to Germany's role in Hong Kong's trade, German investment in Hong Kong's manufacturing is relatively insignificant. Altogether there are 21 factories with German investment here, of which 12 are joint ventures with Hong Kong partners. According to Hong Kong official figures, at the end of 1981 known German investments stood at HK\$37 million, representing just 2.6% of total foreign investment. According to German statistics, however, by the end of 1981 German investments in Hong Kong had accumulated to about HK\$800 million. Although most of the German companies here are in garments or electronics, there are also various other examples. In order to promote further German investment, Hong Kong's Industry Department has opened an industrial promotion office in Stuttgart, West Germany, in October. Since investments are not only a one way affair, it is also worth noting that Hong Kong's direct investments in the Federal Republic of Germany amounted to HK\$216 million at the end of 1981. Despite its distance from Germany, Hong Kong is a major attraction for German tourists. Last year 62,926 Germans visited Hong Kong, constituting about 2.5% of all incoming tourists. □

Development of Hong Kong's Trade with the Federal Republic of Germany (1978 - 1981)

Value: HK\$ Million

	1978	1979	% Change 78/79	1980	% Change 79/80	1981	% Change 80/81
Domestic Exports	4,426	6,344	+ 43	7,384	+ 16	7,048	- 5
Re-exports	215	459	+ 113	655	+ 43	624	- 5
Imports	2,072	2,775	+ 34	2,883	+ 4	3,383	+ 17
Total Trade	6,713	9,578	+ 43	10,922	+ 14	11,055	+ 1
Trade Balance	+2,569	+4,028		+5,156		+4,289	



German Entrepreneurs Win With Coffee, Zippers and Garments

German interests wholly own at least nine industrial establishments in Hong Kong and are involved in joint-ventures with Hong Kong manufacturers in about 12 others.

The total investment is thought to be about HK\$53 million, of which \$37 million is German equity. The factories employ about 2,200 workers.

The Bulletin interviewed resident Germans running a cross-section of those producing for regional markets, the domestic market and the German market:

Melitta Pacific Ltd, the long-established and successful German manufacturers of Arabica coffee and coffee-making equipment, is a classic example of how to build a viable regional business in the Far East, using Hong Kong as a base.

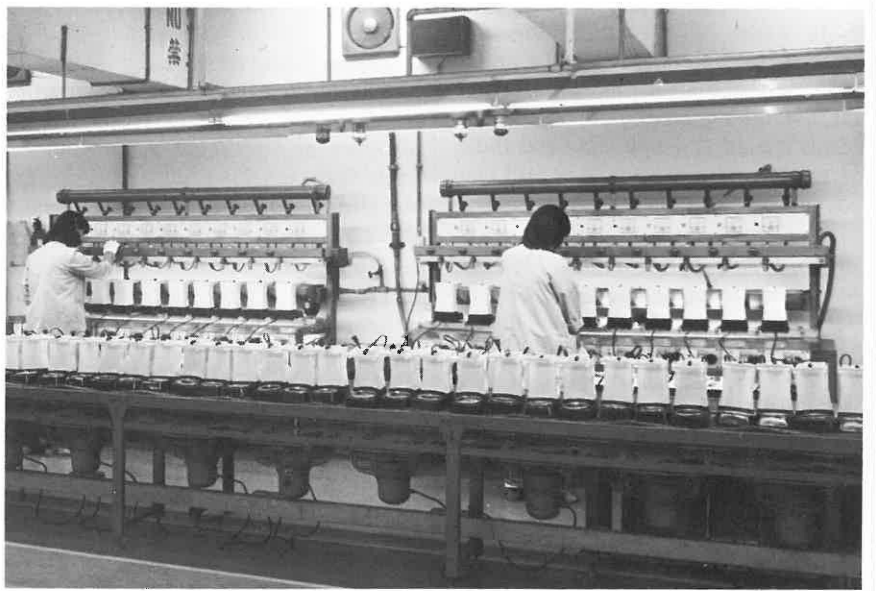
Melitta first went to Japan in 1974 with a wholly-owned subsidiary. When it had carved itself a sizeable share of the consumer market, its managing director, Mr. D.M.T. von der Lüche, had sufficient Asian experience in what was an infant industry in this part of the world to sense the opportunities in developing regionally with a minimal input.

He left the management of his Japan business largely to his Japanese staff instead of remaining pre-occupied with that single market. He began to scout the Far East region looking for a location outside Japan where he could establish a regional headquarters and begin manufacturing and innovating to meet Asian needs.



Mr. von der Lüche went to Korea, Taiwan, Hong Kong, Singapore and the Philippines. "It became obvious our base had to be either in Singapore or Hong Kong," he says now.

"Hong Kong, it seemed to me, had some advantages over Singapore. It was geographically more central and bordered China where we had a long-



Every Melitta coffeemaker is tested on its Hong Kong production line for faultless functioning.

term interest. It didn't have the same incentives and tax holidays. But Hong Kong did have low tax and a record for free market principles.

"Of course, so does Singapore. But there the free market seems limited with some direction from the top and you never know what that could be. Besides, Hong Kong seemed to have a more developed industrial infrastructure.

"Here you have a massive number of sub-contractors in everything from small electrical appliances, to injection moulding, tool-making, metal parts and electric and electrical components, all of which are pre-requisites in our production and product-development.

"Fourthly, but not least, Hong Kong has the qualified staff to do the job.

"Hong Kong's major disadvantage is its limitation on space. The cost of land weighs heavily. But if you locate yourself where the land is less expensive and you don't have a competent staff

infrastructure you haven't got a viable operation."

Melitta established a project office in Hong Kong in 1976. It comprised Mr. von der Lüche, his secretary and a Japanese assistant. He plunged into analysing the local market and by 1977 had established a local marketing company to promote Melitta products. Mr. von der Lüche looked a lot farther than that. He wanted to manufacture in Hong Kong for the region, improve his logistics and innovate. Initially, he used sub-contractors and sold some of his output to affiliated companies in the United States and Canada.

He soon found his product requirements so complex he needed his own assembly line. He involved the Hong Kong Productivity Centre in selecting key staff, setting up the organisation and in ensuring he had an Asian outfit alive to regional needs rather than a German transplant.

Mr. von der Lüche rented factory space



at Kwai Chung and was assembling by March 1978. "The investment was minimal. We made mistakes. But it soon worked well, which reflects the efficiency of Hong Kong," he says.

"It took us three months from the time the local company was incorporated. In Europe it would take you a year and a half to do that.

"We tried to be different from some local factories. We wanted to create a quality image. The first essential for staff quality awareness is to establish an appearance of cleanliness. Some people thought we were wasting money. But customers got a shock when they saw how clean and efficient our place was and its helped our product reputation in the long-run.

"When we had our quality image established things really started to move," says Mr. von der Lühe. "Now we are well into vertical integration. We are into pre-assembly areas, such as metal parts and more recently injection moulding. We are beginning tool-making."

Mr. von der Lühe says he's not taking jobs away from Germans working in

the parent company's plants. He's strengthening the company and making jobs in Germany more secure.

In Hong Kong, Mr. von der Lühe has found a major market in the hotels. They use big Melitta equipment designed and produced in Hong Kong. He quotes an impressive list of Hong Kong hotel users. He says he's beginning to sell to hotels in China as well.

"Hong Kong has proved a very good base for taking root in the region," he says. "We are familiar with our market in a way we never could have become from Germany. We have our own production know-how and we are even able to provide new ideas for Germany.

"We have reduced the mystique about Japan's production and management methods because we've had practical experience there and we are using their product design and engineering expertise in our own product development.

"We have managed to attract and retain very competent people which makes it easier for us to translate opportunities into real business in both the regional marketing environment and in Hong Kong production."

Finally, Mr. von der Lühe says: "Our innovative capacity, our creative input in new product development is based on the use of components and production techniques they often cannot afford in Europe. Here tools are cheaper and we have more flexibility.

"We still have freedom to incorporate components, like expensive porcelain, in production that would be out of the question in Europe where labour is 60% of our costs and most of the rest of the production cost is in energy. "As a result we now have big market shares everywhere from New Zealand and Australia right up to Japan and including China."

Optilon (Hong Kong) Ltd., a wholly-owned subsidiary of the Opti Group of zipper manufacturers at Essen, is a case of a German company transferring home sales to a local operation to meet low-cost pressures largely created by Japanese competition.

The Opti Group, through subsidiaries, joint-ventures, licensing arrangements and agencies, operates almost world-

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wide. In turnover and capacity it has been overtaken by the Japanese. But Opti still dominates in Europe.

There are about 200 zipper manufacturers in Hong Kong. However the Japanese and Optilon dominate the garment industry market where only a handful of zipper manufacturers are relatively important.

By establishing in Kwai Chung, Optilon has been able to meet the low-cost pressures that it could not have done from Germany and thus retain its long-standing local customers.

Innovation

The Opti Group has a long history of innovation in zipper manufacture. Its own research into new methods, the use of economic materials and improving quality plus acquisition of patents had largely been responsible for moving the industry first founded in United States in 1903 from a manual operation to constantly improving machinery to do the job.

It has moved from metal zippers to the first spiral synthetic nylon coil zipper (1955) and into the moulded zipper. Today at Optilon all three types are being manufactured from components imported from Germany. The nylon spiral coil is now used in the production of about 60% of Hong Kong manufactured garments.

Mr. Hartwig Doerner, Optilon's managing director, explains Optilon began in 1971 in Hong Kong with a small scale assembly line for one type of zipper. Originally, it began to shorten German-made zippers to local requirements to fit the style and size of Hong Kong-made garments and to re-assembling the opening device.

This gave Optilon new flexibility in meeting customers needs. It expanded into two nylon zippers in 1972 and in 1973 added another type, increasing its assembly capacity with new machinery. By 1976 it was also producing the newly-invented moulded zipper with its teeth elements produced from granulates melted and pressed on to tape.

Mr. Doerner says that since Opti invented the nylon zipper it was always Optilon's primary target. But when fashion demanded the moulded zipper it produced that, too. Then in 1978 it went back to also producing the metal zipper, giving Optilon the

complete range of locally-produced zipper types.

Nothing new in zippers has since been invented. But new production methods and machinery are continuing to be employed on the three basic types of zippers.

At Kwai Chung, Mr. Doerner employs 150 workers. Quite a lot of the work remains manual and semi-automatic, he says. He sees no other way of further advancement except into fully automatic machinery.

Opti operates throughout the Far East. Optilon does export occasionally but exports are less than 5% of total turnover.

Mr. Doerner says Optilon's fortunes vary with the fortunes of the industry it serves. "We live as well or as badly as the textiles industry."

In addition to making and selling zippers, Optilon trades in a complete range of items required by garment manufacturers, such as sewing thread, Velcro tape (magic) and waist bands.

Mr. H.D. Rautenberg, managing director of **Rautenberg Enterprises (H.K.) Ltd.**, is a rare German figure in the Hong Kong garment industry. There are plenty of European traders in garments in Hong Kong but Mr. Rautenberg thinks he's probably the only one who is doing his own manufacturing in addition to trading. He's actually more unusual than that.



Mr. Rautenberg had a garments manufacturing business in Germany as well as acting as a trader. He has transferred his manufacturing operation to Hong Kong. And he is now exporting his Hong Kong-made products, mainly men's shirts, to Germany, the Benelux countries and Switzerland. Mr. Rautenberg attributes the reason for his decision to transfer his manufacturing operation to Hong Kong to the pressure in Germany of low-price imports. He says only about seven per cent of garments sold in Germany are now made in that country.

Garment-makers left in Germany, Mr. Rautenberg says, are in the more sophisticated top-end of the market. But even there they are not finding their businesses all that profitable because of the pressure of imports from places like Hong Kong.

Mr. Rautenberg began buying for export in Hong Kong in 1968. He incorporated his own Hong Kong



Making shirts for Germany at Rautenberg Enterprises (HK) Ltd, Sanpokong.



company and began manufacturing in 1972. Now he also has a liaison buying office in Seoul. He buys from Korea for the lower end of his market and manufactures the more fashionable and higher-priced exports in Hong Kong at his own Sanpokong factory. He says Hong Kong is more efficient at adapting to fashion changes. But Korea is important in supporting sales in Germany where Mr. Rautenberg still maintains a sales office. Since 1972 he has also expanded into the United States and United Kingdom markets. He goes abroad four times a year and his wife, his chief designer, at least three times annually.

Fashion, he says, springs from the interplay of cultural influences in the markets where garments are sold. It is not determined in Hong Kong. But Hong Kong is good at adapting to the latest designs mainly produced in Venice, Rome, Milan and Paris because Hong Kong garment workers are interested in the latest fashions and like themselves to wear them.

Mr. Rautenberg says he started up in Hong Kong while still resident in

Germany. He used to come to Hong Kong three or four times a year. But after a while he recognised he should have his own independent operation here to control his production and have his own quotas.

He then took up permanent residence in Hong Kong. He explains producing in Hong Kong himself gives him a marginal saving compared with buying from others and exporting.

He has invested in his own factory, in machinery and in working capital, as well as in his own flat.

He is looking at Korea to make a start with exporting regionally. He thinks there is an increasing element of the population there that could afford to buy higher quality Hong Kong garments.

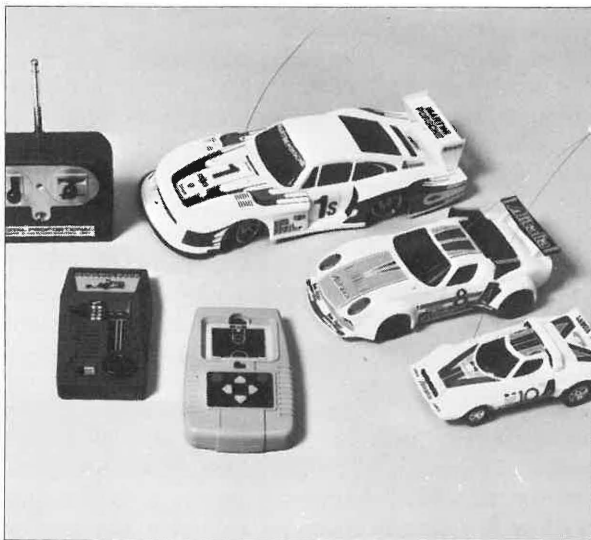
Some Hong Kong companies have developed manufacturing in other parts of the region, such as in Singapore and Malaysia, Mr. Rautenberg says. But they have not developed their own marketing. He thinks it is logical to manufacture as a result of first developing a market for one's Hong Kong products. Asia is most

attractive, he thinks, in diversifying sales shares.

Mr. Rautenberg describes Japan as a highly sophisticated market. Hong Kong could cope with Japan's requirements if, for example, it set up small sections within its existing manufacturing operations that could be made more efficient than average and exercised strict quality control.

Mr. Rautenberg says this would give Hong Kong the advantage of access to fashion changes abroad, because it could benefit from what overseas buyers specified, allied with its own ability quickly to adapt to fashion changes. □

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Germans — No. 2 Among Hong Kong's Europeans — Perhaps That's Why They Try Harder

More than 2,300 Germans live in Hong Kong. After the British they comprise the largest West European community.

Some represent big German banks and firms that have spread worldwide. Others have lived in Hong Kong for a long time and are very familiar with China.

Some are local entrepreneurs in their own right. The Bulletin went to interview a cross-section:

Mr. Jan von Doetinchem, retiring director and general manager of **Bodum Export Ltd.**, describes the impact of recession in Hong Kong's markets as a "big black hole" and he sees "no light at the end of the tunnel" yet.

Bodum Export took over in 1974 the export department of **Jebsens** founded in Hong Kong in 1895. It trades mainly with Central Europe, Scandinavia and Holland, exporting garments, toys, electronics and many other items. It also does business with Eastern Europe, China and Japan.

Mr. von Doetinchem says the recession is weeding out Hong Kong factories that have always relied on high utilisation of their capacity to make a profit and that don't want now to re-invest in new machinery to upgrade to more efficient production.

This development seemed to be accelerating and it was irritating, for example, when decisions to install new equipment were taken only shortly before production dates.

At the same time others are upgrading across the whole spectrum of their operations into products that are better quality to meet the needs of consumers who, in recession, have become cost and quality conscious and who will spend a little more for better quality but buy less often than they used to.

However, Mr. von Doetinchem says that trend does not apply to all products. Mothers were usually still just as interested in price for children's wear, knowing their children would grow out of a garment just as fast as it

would wear out.

He says Bodum Export had in the circumstances done comparatively well because it had dealt heavily in coordinates in sportswear that mixed-and-matched woven and knitted tops and bottoms produced in different factories, which were a little different to the more normal jeans.

Mr. von Doetinchem says that in toys this year he's done fairly well but he has felt the recession. Travel and handbags were very slow. Consumers were prepared to get along with last year's bag. Bodum used to be one of the biggest Hong Kong traders in Eastern Europe and Mr. von Doetinchem was chairman of the General Chamber's East European Area Committee. He says there has been a dramatic downturn in Hong Kong's business with that area.

Mr. von Doetinchem attributes this to a hard currency squeeze. Eastern European countries have the problem now of not being able to export as much as they did to the West and are getting no more Western loans.

Ironically, Poland is still the best customer. This is because the Poles have relatives overseas who send them remittances from, for instance, the United States. They buy in their own country in the remitted hard currencies.

In China, Bodum has offices in Shanghai and Peking. Mr. von Doetinchem says **Jebsens** have been trading with China for many decades. Those involved in two-way trade understand one another better and know the market.

Business, especially with South China, had increased dramatically in the last four years. Bodum's re-exports of handicraft and light industrial products, such as textiles and canned goods, had increased and expanded including growth in sales of good quality basic pharmaceuticals.

He says packing and styling still needed more expertise. But, as light industry expanded slowly and China adapted to the market it could expect a bright future.

"If you want to sell to Japan, then you have got to be damn good," says Mr. von Doetinchem, speaking from personal experiences. "The consumer knows the fashion and colour trends. It's a sophistication in daily life that others don't think important.

There is as a result a lack of understanding of their requirements." He says Hong Kong has still to establish any sort of image in the Japanese market. And he sees no reason why the Japanese should change. "Why should they?" he asks. "They are successful."

Mr. von Doetinchem has been in Hong Kong for 20 years and he's going back to Hamburg to join **Jebsen** and **Jebsen** as a managing partner. He'll be doing business direct with Hong Kong complimenting the **Jebsen/Bodum** operation.

Mrs. Ines Yung-Plien, of **Priestley and Plien**, says she runs her business as a result of what she calls an accident. She formed a partnership in 1964 and



had just sent out samples to prospective buyers when her partner quit to return to England.

"She couldn't even wait to see if we got any orders," says Mrs. Yung-Plien. "We specialised in terry-knit (towel-ling) and in knitwear and we did get quite a few orders.

"Of course, I fulfilled them. And I've gone on running the business ever since. I don't have to work for a living. But I enjoy doing it. I don't take on too much."

Mrs. Yung-Plien says at first she did business with Germany, the Benelux countries and Switzerland. But eventually she found she could work with English buyers and now her business is largely with United Kingdom. She represents a number of UK companies that have Italian designers. She arranges manufacture in Hong Kong to their specifications.

Her husband is Mr. Peter H.C. Yung, a local Chinese textile technologist who is in real estate. Mrs. Yung-Plien first met him in Leeds, while he was studying general textile management at Leeds University and she was

living with a Yorkshire family learning English. They married in Germany in 1961 and returned to Hong Kong.

Mrs. Yung-Plien's last job, before coming to Hong Kong, was with the Indonesian newsagency, Antara. It was part of an Indonesian post-independence plan to re-establish its trade with Europe. "I was a 'girl-Friday' for them doing all sorts of work from business to translating and writing," she says.

In Hong Kong, Mrs. Yung-Plien thinks she's had a unique opportunity to get to know the Chinese. She lived for a number of years with her husband's parents in a big two-storey house in Kowloon Tong together with four of her husband's brothers and elder sister.

"Each had his own living quarters but we all ate together in two dining rooms, one for the adults and one for the children," says Mrs. Yung-Plien. "I often ate with the kids because they knew English."

She enjoyed the experience and believes it provided her with an insight to local life most Europeans in Hong Kong miss. Now, Mrs. Yung-Plien lives

with her husband and daughter in their own home in Kowloon Tong. Her son is at school in the United States.

Mrs. Yung-Plien laughs and describes Stafford Road, where she lives, as part of the red-light district because of the motels in the vicinity. "I have complained about it," she says. "But then again for some reason or another this development has stopped the burglaries we used once to experience and property prices have gone up, not down."

Talking on the affects of recession on the industry in which she is involved, Mrs. Yung-Plien says: "Some may well dread the approach of the Chinese New Year. Today I get requests like, 'Please use my quotas so I won't lose some of them next year.' A year ago I paid \$40 a dozen for quota for knitted shirts which I can now get for nothing."

Mrs. Yung-Plien describes the quota system as "about as fair as it can be. But sometimes I wonder whether there oughtn't to be a better insight into some operations and their use of different names." ▶

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In her experience, the quota system in Hong Kong is better than in Macau or Taiwan.

Juergen Kracht came to Hong Kong 11 years ago from Germany, where his background was in international trading. He worked here with Jebsen & Co. Ltd. as an executive.

Mr. Kracht firmly believes that considerable potential exists for German companies in Hong Kong, but that a barrier to developing this potential is the high cost of maintaining an office here employing expatriates.

Early this year, he therefore set up **Fiducia Limited**, which offers services in promoting trade between Hong Kong and German-speaking countries. Their services include incorporation of companies in Hong Kong, company administration, management of companies, and a wide range of corporate and financial services.

The company's Business Services Division also handles business activities including promotion of products and services, agency function and representative office.

"Fiducia aims to open a number of doors to do business in and through Hong Kong, yet without the burden of high expatriate expenses," Mr. Kracht explains. "Using Hong Kong as a base gives ready access through one contact point to the numerous advantages being offered here."

"Our strong point for a German company — or, indeed, any other overseas company — is our local knowledge and qualified professional staff which allows us to act efficiently on-the-spot in the client's interests."

"Additionally, although a high level of English is widely spoken by executives in German-speaking countries, it is sometimes of help in business to deal with people who are proficient in both languages."

Dr. Uwe H. Rameken, chief executive and managing director of **WestLB Asia Ltd.**, one of the first eight licensed deposit-taking companies in Hong Kong, says: "Those guys with the money who are prepared to invest now in Hong Kong are going to make a lot of money."

WestLB Asia Ltd. is one of three wholly-owned subsidiaries in a world network of branches, representative of-

fices and affiliates of one of Germany's biggest banks, Westdeutsche Landesbank Girozentrale, with head offices in Dusseldorf and Munster. Total shareholder investment is \$195 million.

"If you agree the economy moves in cycles, Hong Kong always exaggerates its ups and downs," says Dr. Rameken. "It makes it very difficult to decide on the right timing — when to invest and when to pull out."

"We started early in Hong Kong real estate and we pulled out 18 months ago. We missed the slump that has hit the market bringing some top residential property prices down by 50%."

Dr. Rameken, in a modern new office in Bank of America Tower, agrees the estimated general drop of 40% in property prices may go down still further, presenting new opportunities for investors who exercise the right timing. He says German investment in Hong Kong had been in real estate rather than industry. It is also in trade financing for German-related trading companies.

WestLB, 14th in world bank rating, first came to Hong Kong in 1975 in a joint-venture in financing with Hutchisons in the late Sir Douglas Clague's days. WestLB Asia Ltd. was established as a wholly-owned bank subsidiary in 1978. The asset base in 1975 was \$120 million. In 1981 it had grown to \$3.8 billion.

Dr. Rameken says about 50% of its loan portfolio is in international loans within Southeast Asia. The company was doing refinancing through the interbank market and lending sums as low as \$1 million. But it really didn't like to look at anything less than \$5 million.

The loans were in industry, trade, real estate and shipping. WestLB Asia had done some business with China but the market there hasn't developed as hoped. That however presents no problem, for WestLB. It has found it far better to work with Hong Kong companies rather than spend time and money chasing China business.

Last year WestLB Asia's asset base grew 40% compared with 70% the year before. The slower growth was because the business climate was cooler and less active. Total earnings in 1981 were HK\$23 million (\$16 million in 1980).

Dr. Rameken says he is not optimistic about the immediate future (6-12

months) of the Hong Kong economy, which depends on exports. He thinks often-quoted economic growth rates are in the fields of construction and private and government spending on infrastructure. If the contribution made by the construction programme is deducted the picture looks very different.

But he adds the very moment recession bottoms out Hong Kong will begin to benefit.

Total assets of the **European Asian Bank**, owned by seven of the largest international banks in Europe, have grown from Deutsch Marks 240 million in 1972 to DM5,257 million in 1981. Its business volume in the same 10-year period has increased from DM 300 million to DM6,504 million.

Mr. Horst Kaiser, Joint Chief Manager of the Hong Kong branch, says his bank provides a strong banking bridge between Asia and Europe and its growth reflects the economic growth rates of the region in which it operates.

The European Asian Bank last year completed its 10th year following its take-over of the business activities of the Deutsch Asiatische Bank that was founded in Shanghai in 1889 to finance railway construction in China. Its headquarters are in Hamburg and it has eight branches as well as a main office in Hong Kong.

It also has branches in Bangkok, Bombay, Colombo, Jakarta, Karachi, Kuala Lumpur, Seoul, Singapore and Taipei. It has an offshore unit in Manila and representative offices in Sydney and Tokyo.

Mr. Kaiser says his bank is in every aspect of banking that is allowed from local currency financing, all types of documentary transactions, international money management, onshore and offshore financing in Asian and Euro-currencies and project financing right through to current and savings accounts.

Because its network of branches are involved in so many kinds of banking business the European Asian Bank has a strength and a flexibility that kept it growing though business is difficult now. But in this respect Hong Kong is no exception. Its economic wellbeing depends on how its export markets are performing.

"And that depends on what money people in those markets have in their



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pockets to spend, "Mr. Kaiser continues. "Faced with recession and unemployment those people have cut back on their spending. They are getting by with fewer new shirts every year and less expensive toys for their children at Christmas. They have become cost-conscious.

Nevertheless, Mr. Kaiser is cautiously optimistic about Hong Kong's future prosperity. But he does not see any substantial upturn for the rest of this year, nor in early 1983. He recalls the same sort of estimates were made last year.

Where he sees continued growth is within the Asian region where there has been a slowdown in the spectacular growth rates of the last 10 years, reflected in his own bank's results.

"In Europe you could not do as well as we have done," Mr. Kaiser says. "We have opened branches only to find them immediately successful. Our confidence and expectations have been very much exceeded."

Mr. Kaiser thinks the peoples of the newly-independent countries of the region have had high expectations themselves. Their expectations generated development of their own resources, and their own processing of those resources for export increased their standards of living, which in turn created new demand.

Regional growth is still possible in the slowdown, he suggests.

Mr. Helmet H. Braun, general manager for textiles and administration of **Quelle (Far East) Ltd.**, expects the Hong Kong garment industry to further trade-up as a result of the quota negotiations in Brussels with the EEC. "Whatever the outcome we are all going to be affected. Hong Kong, like the other newly industrialising countries, will have to compensate for its losses in quantity, money and turnover.

"A simple example of what it could do might be with jeans," Mr. Braun says. "A pair costing now \$25-30 could be made more sophisticated by adding some embroidery and sold for \$40."

Quelle (Far East) Ltd. is the Hong Kong buying office for Europe's biggest group of mail-order houses — two in Germany and each one in France, Austria, Switzerland and Belgium. In volume it is second in the world only to Sears Roebuck in the United States.

Quelle first came to Hong Kong in 1967. It had a 600 sq. ft. office with eight staff. Today it has 10,000 sq. ft. with 76 employees. Mr. Braun describes his exporting operation as extremely important to Hong Kong. It is among the largest buyers of Hong Kong-made textiles, hardware, electrical and electronic products and many other items. This business arose from a European demand for inexpensive goods. Quelle found it wise to set up its own office to control its own orders.

Quelle does its own market research and then goes to Hong Kong factories showing the styles and specifications it needs and gets manufacturers to make the goods. Its business used to be mainly in garments. But over the years percentages have shifted and Quelle is now substantially involved in buying non-textile items.

Mr. Braun said over the years Quelle has established trade contacts with a number of reliable suppliers. "They have learned to live with us and we have learned to live with them. The result has been cordial cooperation in dealing with fashion changes and new items."

In the field of electronics, Mr. Braun says, the Hong Kong manufacturer is often influenced by Japan in what he can offer. We offer our principals whatever they can offer, provided it complies with safety and interference standards.

Mr. Braun was chairman last year of the Hong Kong Exporters' Association. He is now chairman of the Hong Kong Woollen Knitwear Manufacturers' and Exporters' Association.

Quelle in Hong Kong has split its responsibilities under two general managers. Mr. Braun's colleague, Mrs. E. Zint, handles hardware.

The Dresdner Bank AG, which is Germany's second biggest private bank with a worldwide reputation, has had a representative office in Hong Kong since 1977 and a branch since 1979. Its name has been featured prominently in co-ordinating the re-scheduling of Poland's debts to the West and the financial rescue operation of AEG-Telefunken.

Mr. Karl Grutschnig, a joint senior manager in Hong Kong, hastens to say this is not because the Dresdner Bank is more heavily involved financially in



Polland and in AEG-Telefunken than other Western banks. Its name, he explains, is getting publicity because of the co-ordinating role it has responsibly accepted as one of Europe's leading banks.

Both the German Government and the banking industry were involved in a legal procedure to avert the liquidation of AEG-Telefunken and keep alive a company that had contributed so much to modern technology. For instance, the colour transmission system of television in Hong Kong, as in the United Kingdom, is an AEG-Telefunken invention, Mr. Grutschnig explains.

Dresdner Bank AG was founded in 1872 in Saxony, now part of East Germany. But the bank had its headquarters in Berlin for many years and is now a West German bank with headquarters in Frankfurt.

In its first wave, in 1972-73, of establishing branches abroad, the Dresdner Bank went to London, New York, Tokyo and Singapore. It chose Singapore because of the dollar market that existed there. Later, it came here be-

cause Hong Kong became a leading financial centre and one of the regional money centres of the Far East.

Mr. Grutschnig says Dresdner Bank sees potential in Hong Kong for developing an international clientele, opportunities locally and in regional trade with its high growth rates and in trade with Germany.

He explains that the Germany banking system differs from United Kingdom banking law, which separated some activities. Dresdner Bank was able to act as brokers in securities and offer a wide range of financial services.

It has over 1,000 branches for retail business and can provide safe custody services and buy and sell gold and bonds and shares. It can do wholesale trust business and domestic underwriting.

Dresdner saw in Hong Kong opportunities not only for granting loans but other activities, such as deposit-taking, financial advice, brokering, foreign exchange transactions and buying and selling in money and gold markets. □

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Germany's Social and Cultural Activities

Though Hong Kong was founded 140 years ago as a trading post, with commerce its life-blood, German activities up to the end of last century were foremost in the fields of Christian Mission and social welfare:

During the 18th century an "awakening" movement within Europe's Protestant Church had set in, opposing orthodox petrification and leading to the founding of the Free Church of Scotland, the Communities of Quakers, Baptists and Methodists as well as the German Rhenish Mission (Rheinische Mission in Wuppertal-Barmen) which, from 1829 onward, was sending missionaries to Indonesia and China.

Due to the persuasion of Reverend Dr. Guetzlaff who had been appointed the Chinese Secretary by Hong Kong's first Governor, Sir Henry Pottinger, the "Chinese Rhenish Church" was founded in 1847, and is now flourishing more than ever before.

In 1850 Dr. Guetzlaff had also been instrumental in establishing the Berlin Women's Association for China ("Berliner Frauenverein für China") which, in 1861, opened "Bethesda", one of the first founding hospitals in Hong Kong, whose population had grown to 120,000.

From "Bethesda" Hospital branched off the "Ebenezer Home and School for the Blind" in Pokfulam, founded in 1897 by the German Hildesheim Mission to the Blind ("Hildesheimer Blindenmission"). In spite of the two World Wars which, for the first time, saw Britain and Germany on opposite sides, "Ebenezer" is still supported and owned by the Hildesheim Mission, due to Britain's recognition of its successful work.

Next to "Bethesda" Hospital the German Lutheran congregation built a small church in 1881. Back in 1858 a missionary of the Swiss Basel Society had written home:

"I preached to the German sailors, for there are always ships arriving from Hamburg and Bremen. Also

this year a German established a German Inn for sailors, where always a few people are staying until they can find employment. In this Inn I preached until the sailors had had enough, and that they had quite soon!"

At the end of the last century a number of German trading houses had established themselves in Hong Kong followed by the Hamburg "German Asian Bank" in 1905.

The "Club Germania" in Kennedy Road and a Captains' club in Wyndham Street became centres of community life, which otherwise was rather uninspiring.

German medical doctors formed an association; in 1907 one of its members, Dr. Paulun, became famous as promoter and cofounder of the German speaking "Shanghai National Tung Chi University" for Medicine (later also for Engineering). In May last the 75th anniversary of the University's founding was celebrated not only in Shanghai but also by a reunion of about 150 "Old Students" in Hong Kong.

It was many years after the first World War that the German community here again formed a club, only to be closed at the outbreak of the 2nd World War. Since its end in 1945, the social and cultural life of the gradually increasing number of Germans (now 2,300) mostly young and with families, has been characterized by open-minded initiatives and comprehensive variety. It is not nationality, but rather the German language, which makes people join together, we now have:

– the **German Swiss International School** with more than 700 students from nearly 30 nations in both the German and English branches;

- the **Goethe-Society** with members from many countries as well as Hong Kong, interested in German culture and lifestyle;
- the **German Speaking Ladies' Group** assisting families from Europe in settling into Hong Kong;
- the **German speaking Churches** of protestant and catholic denominations;
- the **German Academic Exchange Program** for lecturers and students from Germany and Hong Kong;
- the **Association DOES (= Deutschland, Osterreich, Schweiz)** founded 1930 in Canton by and for Chinese having studied in Europe's German-speaking countries;
- the recently formed **German Stage Hong Kong** ("Deutsche Bühne Hongkong") welcoming any German speaking potential actor;
- the **Gallery Art East – Art West** single-handedly run by the art-loving wife of a German banker;
- the **Bach Choir**, formed in 1963 by "Robin Boyle Singers" of many nations and devoted to Bach's Baroque choir music in its original German language;
- and above all the German Cultural Centre **Goethe Institut** for language and culture with its great variety of German and Chinese presentations, often arranged in close cooperation with the Arts Centre or the Urban Council of Hong Kong.

Mr. Hartwig Doerner is chairman of a 20-member German-speaking theatre group that meets every Wednesday evening in the German-Swiss School in Guildford Road. Its first 10-15 minute sketch will be performed at the German-Swiss spring ball. It then goes into rehearsals of two or three one-act plays it hopes to stage in the Arts Theatre. □



Germany — More Than the Brothers Grimm and Lederhosen

Mention the Federal Republic of Germany to someone in Hong Kong and the image immediately conjured up is that of a European economic powerhouse, the largest trading nation and a substantial market in the EEC for Hong Kong goods.

Germany is rarely thought of in pure vacation terms yet foreign visitors — making up only 8% of the total overnights — chalked up a record 21 million bednights in 1981, leaving behind DM14 billion (HK\$34.5 billion) in German coffers, pushing Germany to fifth place in European tourism, after Spain, France, Austria and Italy.

The first thing a visitor to Germany learns is that there is no one constant image of the country. Rather, each section offers something different, something unique when compared with its neighbours, in much the same way as the various areas of China are similar, yet distinct.

The scenic beauty spots of the North Sea and the Baltic Sea, for example, are quite different from the Central Mountain Range and the Alps, and quite visually distinct again from the river valleys of the Rhine, Main, Mosel, Neckar and Danube rivers.

Along the 'Romantic Road' through Rothenburg, Dinkelsbuehl, Noerdlingen, the Middle Ages come back to life again. In Bavaria, the land of beer and **Lederhosen** from which so much of Germany's overseas image is founded, you are surrounded by the Baroque,

while in the North one can feel the grandeur of the Gothic. The big, modern cosmopolitan cities mix ancient and 20th century history because Germany has either meticulously preserved or labouriously reconstructed its past.

And then there is **Gemuetlichkeit**, a word, or rather an atmosphere, which is experienced during the country's festivals, whether they be beer or wine festivals, carnivals and any other of the numerous public and private occasions. Accommodation in all parts of the country is abundant; from a simple



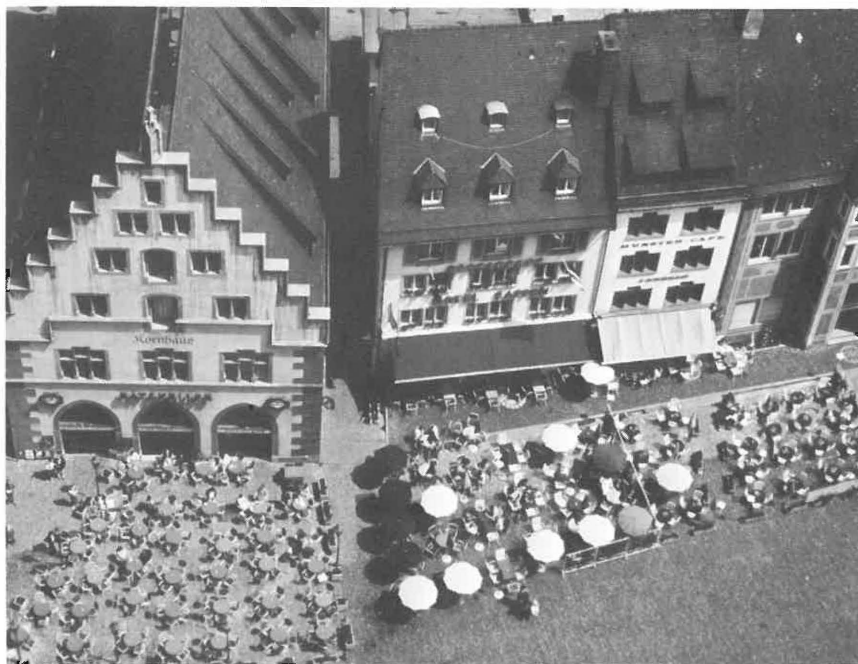
Braunfels Lahn — market place

Munich — Nymphenburg garden site





Schloss — Neuschwanstela



Freiburg — Munsterplatz

farmhouse or a low-priced private home in the city, each with its own traditional, regional "home-cooked" cuisine to skyscraping international luxury-hotels offering a wide diversity of international dishes. Close to two million beds are available country-wide, including those in private homes.

Nearly 2,000 camping sites are scattered throughout the country's scenic spots. For young hiking enthusiasts, there are almost 600 youth hostels. The scenic beauty of the Federal Republic of Germany can be extensively explored on a well-established network of hiking-routes.

But you don't have to walk to see Germany. For motoring enthusiasts, there are many scenic routes and numerous Nature Reserves. Motorists quickly discover the efficient and diversified highway network, particularly the **Autobahnen**, Germany's famous super-highways, which connect major cities in the country. (Incidentally, there are no speed limits on these roads!).

Between major cities, Lufthansa Germany Airlines offers an efficient system of air links, on some routes offering hourly departures at peak times.

Because Germany is so well developed touristically, there are actually mapped out holiday routes such as The German Alps Road, The Romantic Road, The German Holiday Road Alps-Baltic Sea, The Upper Schwaebisch Barock Road, The Danube Road and last but not the least, the German Fairy Tale Road to better follow the Brothers Grimm!

The German Federal Railway links the country with the comfortable Trans Europe Express, the Inter-City and other express trains, which come with dining cars and sleeper compartments. These trains are all useable with the "Eurail pass". German Railways also offers city tours at reduced prices all year round with further reductions available for youth travel, senior citizens and group tours.

The formalities for visitors from Asia to Germany have been reduced to a minimum. Hong Kong holiday makers require a visa, but processing normally takes only two working days.

Apart from commercial travel companies, the German National Tourist Board is responsible for promoting international travel to Germany. It has 16 offices abroad, 11 of which are in Europe. A cooperation agreement with Lufthansa German Airlines, enables the German National Tourist Board to be further represented in Hong Kong and Southeast Asia through Lufthansa's offices.

The South East Asia Regional Office, German National Tourist Office, Lufthansa German Airlines, 27th Floor Realty Building, 71 Des Voeux Road, Hong Kong can supply further information on all aspects of tourism in Germany, including the informative brochure "Happy Days in Germany" which is published annually in 17 languages. □



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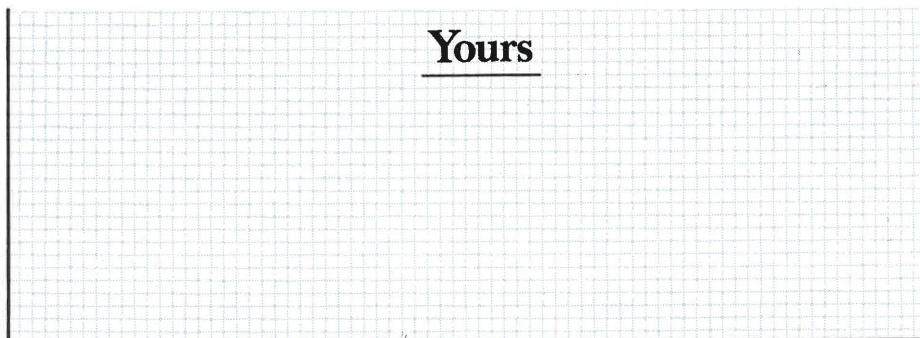
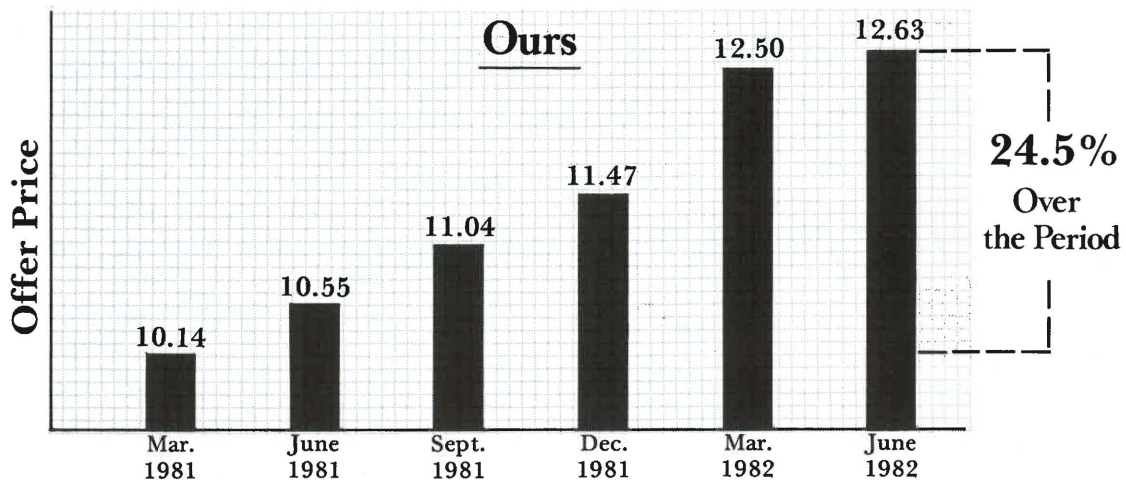


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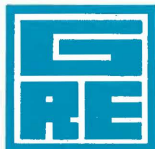
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Lufthansa — Growing in Cargo and Tourism

Cathay Pacific, the Hong Kong airline, has expressed an interest in flying a passenger service to Germany and other European cities, in addition to its flights to London.

Mr. Georg von Goetz, general manager for the Far East and Australasia of Lufthansa German Airline, says Lufthansa would welcome the move if it eventuates.

"We have long enjoyed good relations with Cathay Pacific as a regional carrier on a give-and-take basis. I think the extra marketing effort by a quality carrier, like Cathay, would stimulate passenger traffic between Germany and Hong Kong and beyond.



Mr. von Goetz goes on to say the proof of the pudding is in the eating. Recent collaboration between Lufthansa and Cathay Pacific in a joint venture in cargo services has already proved profitable to both airlines.

"We have managed to get a lot more cargo in our joint services than either of us got before when we each worked alone," says Mr. von Goetz. "Before our agreement, Lufthansa's cargo operation was on a charter basis. Now we have scheduled cargo services, facilitating trade."

Lufthansa has six passenger and

two cargo flights each week to Hong Kong. Cathay Pacific operates an additional two cargo flights to London, via Frankfurt in the joint venture arrangement.

Each plane carries 100 tons. Textiles exceeds in volume other cargo items. A good deal of the rest of the freight is in electrical and electronic products, optical instruments, watches, etc.

"You name it, we carry it," Mr. von Goetz adds.

Why is Lufthansa working with Cathay Pacific rather than, say British Airways?

Mr. von Goetz explains BA is competing with rather than complimenting Lufthansa. Cathay compliments Lufthansa with its regional services in the Far East.

Lufthansa hopes to increase its six-day service to Hong Kong to seven. A potential imbalance in rights that blocks a Lufthansa frequency extension was created about two years ago when BA cut out its Frankfurt stop-over on its London service.

Does Mr. von Goetz favour international airline deregulation? He says some regulation is still needed. The American airline proliferation of services after deregulation didn't set a very good example of economic prudence. It was responsible for Braniff's failure.

The industry, Mr. von Goetz thinks, is suffering from an over-supply of services in addition to recession. There were still national airlines operating some routes for the foreign currencies they earned rather than the dividends they brought shareholders.

Lufthansa, he says, is one of the few airlines in the world that operates in the black. Profits in the first six months of 1982 exceeded DM150 million.

Mr. von Goetz manages the geographic region from Pakistan east to the international dateline. He says it embraces half the world's population and has immense potential.

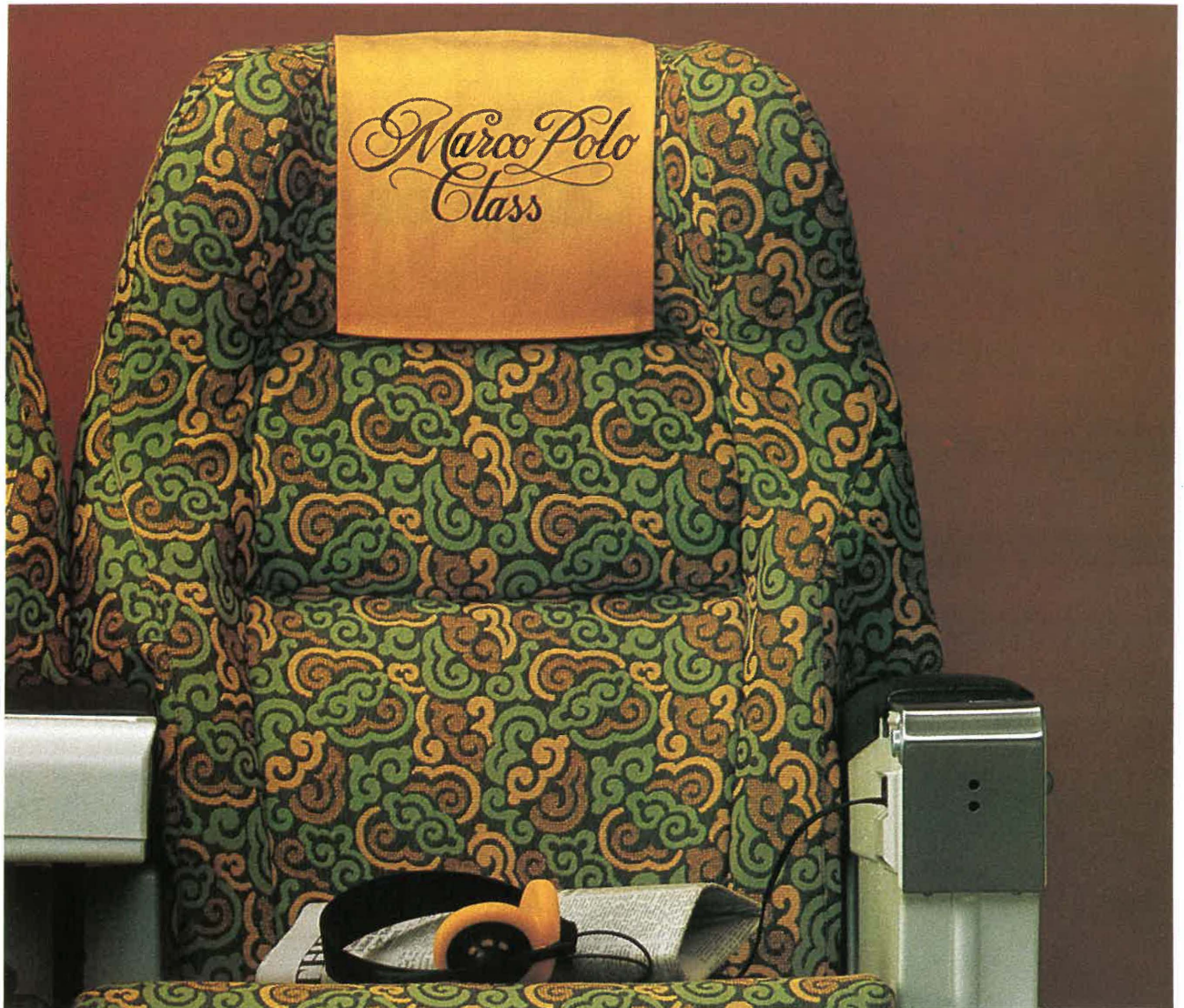
Lufthansa's highest growth rates in its passenger and cargo services are to the Far East. Despite recession and, though tourism on short routes declined 4%, the long haul traffic to the Far East has in the first six months of 1982, grown 15% outward from Germany and 11% inward.

Because wide-bodied jets could not be filled alone by the volume of business travellers Lufthansa two years ago began offering holiday fares. Now 40% of its passenger volume is businessmen and a lot of the rest package tours. This has helped Lufthansa maintain adequate frequencies and kept fares down for businessmen.

Mr. von Goetz says both Hong Kong and Lufthansa target on high-yield tourists. Lufthansa therefore is putting a lot of effort into providing for the comfort of and service to its passengers. It has introduced sleepers and is changing its seats to wider and bigger chairs for business travellers. It plans also to introduce more one-stop flights to and from Frankfurt.

Lufthansa serves 10 airports within Germany as well as its worldwide services network. Augmenting its internal services, it has chartered three streamlined express trains capable of 200 kilometres an hour. The trains from Frankfurt to Bonn, Cologne and Dusseldorf take two hours to complete a beautiful relaxing journey along the banks of the Rhine.

Mr. von Goetz says the trains are far cheaper to operate and break-even on a 25% load factor. □



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A

20th Overseas Import Fair – Partners for Progress

Despite recession, once again the Chamber's Pavilion at the Berlin Trade Fair has paid dividends for Hong Kong manufacturers in orders from European buyers for Hong Kong products.

The 33 Hong Kong Chamber members who exhibited in the stylish Pavilion secured firm orders worth HK\$3 million and are negotiating additional orders expected to be worth another HK\$11 million.

Mr. W.S. Chan, the Chamber's senior trade manager who organised Hong Kong's participation for the 16th time under the Chamber's auspices, reports the Hong Kong Pavilion attracted 200 inquiries, despite a recession linked decline in trade visitors.

Popular Hong Kong-made items sold included blouses, underwear, outer garments, travelling bags, leather goods, plastic compact mirrors and custom jewellery.

The 35-square metre Hong Kong Pavilion was near the entrance to the Fair, held between September 8 and 12. It was considered one of the most conspicuous stands. Many important buyers, including representatives from leading European department stores and mail order houses visited the Chamber's Pavilion.

Mr. Chan says most European businessmen thought the market would improve in the first half of next year. There are already indications some importers are beginning to place orders with Hong Kong to replenish their stocks.



B



C

About 1,200 exhibitors from 61 countries exhibited at the 20th Overseas Import Fair – Partners for Progress. □

A. The Chamber's Hong Kong Pavilion at the Berlin Trade Fair, showing its modern design and attractive displays of Hong Kong products.

B. Mr. W.S. Chan, escorts Mr. Elmar Pieroth, Berlin Senator for Economics and Transport, on a tour of the Hong Kong Pavilion.

C. Mr. Chan, meets Mr. Carstens, the President of the the Federal Republic of Germany, at a reception for Fair exhibitors at Bellevue Palace.



Maria Cheung — Christian Ethics in a Capitalist Jungle

When the almost universal drive for self-betterment in a member of an immigrant Hong Kong family is reinforced with long training in Catholic Christian ethics the result can be dynamic. Mrs. Maria Cheung is a good, yet genteel, example.

Mrs. Cheung is executive director for international trade at Hing Yu Metal Works Ltd. that makes, in a spick-and-span new factory at Taipo Industrial Estate, motor vehicle exhaust systems for export to the United States and Europe.

Hing Yu is the only factory of its kind in Hong Kong and one of a handful in the world serving what Mrs. Cheung calls the "after-market," that is workshops that fit the replacement exhaust system to your vehicle when the original burns out after 18 months or more.

The factory, with a capacity of 5,000 units in a nine-hour day, is the brainchild of Mrs. Cheung's husband, Mr. Michael Cheung, who is managing director. It is an offshoot of the original Hing Yu metal works plant at Shamshuipo begun by his father. The factory is an example of locally-initiated upgraded technology which Mr. Cheung learned in his scientific and industrial engineering studies in the United States.

Maria, as well as insisting on raising without an amah her family of four, is Michael's chief helper and confidant. She recalls, for instance, fitting a sort of silencer to her typewriter at home not to wake the children and typing into the small hours of the morning all the plans Michael devised for the new factory that had to be submitted to the Hong Kong Industrial Estates Corporation.

"Some others employ a team on their applications. We did it all ourselves," says Mrs. Cheung with obvious satis-

faction and great admiration for her husband. But Mrs. Cheung also believes in prayer. She admits she prayed for God's help.

"We didn't cheat and God has many ways to pick you out. I believe He did pick us out," says Maria, who continues to allow her devotion to her religion to govern her work in getting orders for Hing Yu.

"To me there are no bad people," a kind and devout Mrs. Cheung explains. "Everybody is willing to help others. It's this belief that enables me to have many friends and to continue making more."

Mrs. Cheung volunteers the thought that she is an unlikely businesswoman. She explains she majored at Northwest University in Chicago in journalism. Before that she majored as a vocalist in musical education and liturgical music at the German Jesuit Marquette University in Milwaukee, Wisconsin.

She taught music and religion and television production and continuity part time in Hong Kong after seven years in the United States. Under a pen name she wrote as a columnist for several Chinese-language newspapers as well as helping at Hing Yu.

Maria says she originally wanted to be a journalist because she enjoys finding out things she didn't know before. Her penchant for inquiry goes back to her early childhood when she came to Hong Kong in 1949 with her father and mother from Nanning in Guangxi Province.

Her father, the late Mr. Huang Chungkin, a Stanford graduate, was deputy governor of Guangxi but he had no money when he arrived in Hong Kong. The family lived in a stone hut in Shekkipmei and, like so many others, had to embark on the uphill task of bettering its own human resources.

He taught and eventually became Assistant Director of Education in Brunei.

From the age of eight Maria won her education through hard work that earned her scholarships both at the Tack Ching Girls' middle school in Castle Peak Road and in the United States at Milwaukee and at Chicago.

The scholarships, she says now, were her only chance though kind Alverno nuns did sometimes explain it could be just as Christian to receive as it was to give.

Hard Way

Bent upon earning her way the hard way, Mrs. Cheung says she can only once remember not getting a straight "A". That was when she first went to Milwaukee. In an inspection of her dormitory she got marked down because she had overlooked cleaning the wash basin.

Now her family complains she sends them all nearly crazy the way she's always cleaning the house and her children. And at the factory they complain the premises are so spotless the company is in danger of having its rateable value increased.

Yes, she does polish the outside of her wok as well as the inside. She believes cleanliness is next to godliness. When Maria Cheung arrived in Milwaukee she couldn't speak English very well. She studied every night until the nuns kicked her out of the classroom. But even then she went on studying in her dormitory until after midnight.

She also couldn't read music nor play a note. But Maria soon corrected that by practising on the piano six hours every day. Her lack of knowledge of Latin limited her appreciation of liturgical music. The Pope happily took care of that. He allowed Latin to

THE ONE STOP EXPORT SHOP

be replaced by local dialects.

In Chicago in her spare time Maria Cheung helped the Maryknoll Catholic Mission as a social worker in Chinatown. It was at the Mission she met Michael while he was studying industrial engineering. They married in a registry and came back to Hong Kong together in 1967. Then they had a church wedding and the usual banquet.

By marrying a businessman, Mrs. Cheung says jokingly, she fell into the "business trap." Now she's up half the night making oversea phone calls, sending cables and typing letters. She looks after Hing Yu's principal clients. Many have become personal friends.

She thinks her journalism training reinforced the independent streak in her character. "I don't like compromising," Mrs. Cheung says. "I'm very bad at that though I realise it's important in business."

She thinks her training has also been handy in spotting and minimising red tape. For instance, Mrs. Cheung says she goes on "shopping" expeditions to find out what problems Hing Yu's employees encounter in doing their jobs. And she isn't backward at knocking on top people's doors.

She claims she got a typewriter and a telephone for the use of office boys and girls in the Department of Trade when applications for certificates and export licenses sometimes needed amendment.

Mrs. Cheung gave up writing columns for local newspapers about two years ago. But she says, with a twinkle in her eye, that she found that work quite rewarding in getting quick results in a number of fields.

That is where she found working people had legitimate grievances they didn't know how to overcome and their bosses never attempted to help. □

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The In-tray

Swiss Export Directory

The 14th edition (1983-85) of the Swiss Export Directory (who exports what products and services?). This reference-work contains data on 4200 export firms, 6000 export products and services, 2000 trade marks (partly reproductions of the original trade-marks) as well as details on the 2100 member-firms of the Swiss Office for the Development of Trade.

The contents of the book are based on a written enquiry among Swiss exporters. This investigation showed clearly that many changes have occurred since the appearance of the preceding edition of 1978. New export firms have been founded, others are no longer active abroad.

About 1000 specialities of manufacturers are listed in the index. In addition, the book contains free enquiry-cards for special requirements. Whatever a prospective buyer is looking for, the Swiss Office for the Development of Trade will find it, if it is at all made in Switzerland.

The Directory has 900 pages and is written in four languages (English, French, Spanish, German). It is available (also for inspection on the spot) at Swiss Embassies, Consulates, Chambers of Commerce and the Swiss Office for the Development of Trade, CH-8035 Zurich (telex 53 111 osec ch) and Swiss Office for the Development of Trade, 1001 Lausanne (telex 25425 osec ch).

Price: £22, US\$38 or equivalent, postage included.

Document Storage

The LMK Group of Companies has recently set up a new company - Density Data (HK) Ltd. to operate Hong Kong's first extensive Document Storage Service. The Service offers low cost, secure, air conditioned, document storage together with sophisticated indexing facilities and on-site client reading rooms. A fast document retrieval service is offered through an arrangement with DHL's existing Document Exchange Service. Controls are imposed at all stages of storage to en-



Mr. John L. Marden, the Chamber's Chairman, accompanies British Prime Minister, Mrs. Margaret Thatcher, to the luncheon given jointly in her honour at the Mandarin Hotel on September 27 by the Chamber, the Chinese Manufacturers' Association and the Federation of Hong Kong Industries. Behind Mrs. Thatcher is Mr. Ngai Siu-kit, president of the CMA. Mr. P. French, general manager of the Mandarin Hotel, is on the Prime Minister's left.



Mrs. Thatcher with her joint hosts: Mr. J.L. Marden, chairman of the General Chamber (right), Mr. Ngai Siu-kit, president of the CMA (left) and Mr. H.C. Tang, chairman of the Federation of Hong Kong Industries.

sure complete security and privacy of documents.

Density Data (HK) Ltd. also has plans to operate a microfilm bureau and to expand into providing mini-containers for storage of office and household items.

The service is located in the new Join-in (LSH) Centre opposite the Kwai Fong MTR Station. Further information can be obtained from: Mr. Donald L. Gordon, General Manager Density Data (HK) Ltd., 15/F, Join-in Estate, 77-81, Container Port Road, N.T., Hong Kong. Tel.: 0-282211 Ext. 301.



Mrs. Norah Tew, secretary of the recent "Elegance and Excellence" mission from the City of Westminster Chamber of Commerce, visited the Chamber's Director, Mr. J.D. McGregor. Mrs. Tew is a London interior design consultant and an executive of the Westminster Cham...

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香港

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location, with excellent air links, makes it easy for your delegates to include other Asian destinations before or after the meeting. To help you submit a proposal for a conference in Hong Kong, our Conferences and Meetings Department has put together this step-by-step guide, the Conference Planning Manual. Then there is the "Meeting Guide to Hong Kong" which outlines all of Hong Kong's venues and meeting facilities. Both are available free. We can also help you present your proposal to the international committee of your organisation and can provide promotional materials, films and even speakers to accompany your presentation. Site inspections to Hong Kong can also be arranged.

So why not start planning now to have your international organisation's next conference in Hong Kong? Make it the most successful, most memorable conference you've ever had. Clip the coupon for details, or call 5-244191.

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Mr. Harry Garlick, the Chamber's Assistant Director who is the Hong Kong representative of the Confederation of British Industry, chatting on September 22 with (from left) Mr. F.M. Castro, secretary of the CBI scholarship committee, and last year's three CBI graduate engineer scholars, Messrs. Tong Woon-ming, Pang Hon-wah and Sui Koon-hoi. The scholars attended a press conference in the Chamber's boardroom to help publicise the benefits of the CBI scholarships which this year will give more Hong Kong graduate engineers an opportunity to do post-graduate work in Britain. Each of the scholars said he had gained useful experience from the CBI on-the-job work scheme.



Mr. David Newbigging, the Chamber's immediate past chairman, welcomed at a reception on September 27 more than 160 officials from more than 70 organisations in Hong Kong which represent the many interests of the People's Republic of China. With Mr. Newbigging were Messrs. Helmut Luehrs and Anthony Russell, the Chairman and Vice-chairman of the Chamber's China Committee, and the Chamber's Director, Mr. J.D. McGregor.



Mr. John R. Torell III, president of Manufacturers Hanover Trust Company, spoke of his American bank's continued investment and confidence in Hong Kong in an address on October 8 to about 300 members of the Chamber and the American Chamber of Commerce in Hong Kong. The two Chambers arranged a joint luncheon to hear Mr. Torell speak on the US Economy. Mr. Jack Tank, the Chamber's vice-chairman, introduced Mr. Torell.

ARTDO Conference

The Hong Kong Society for Training and Development is hosting the 9th Asian Regional Training and Development Organisation (ARTDO) four-day conference between November 30 and December 3.

This Hong Kong Society was formed in 1980 and is a non-profit making body of training professionals. Over 200 training managers and officers in commerce, industry and the Hong Kong Government are members. The Society's aim is to promote training knowledge and professionalism in Hong Kong.

The regional conference will be the Society's major effort this year towards an exchange of training knowledge and experience. The conference theme will be: "Developing Human Resources - Interchange of Technologies."

Over 40 international and local experts will present papers on the latest developments to about 400 delegates from the Asia-Pacific region.

The conference will be in the Shangri-La Hotel. The secretariat arranging bookings is at 7 Earl street, ground floor, Kowloon. Telephone 3-386111.

Institute Seeks To Place Diploma Graduates

Mr. W.T. Wan, head of the department of textile industries at the Kwun Tong Technical Institute, is seeking support in employing the Institute's diploma graduates from its Knitwear and Knitting Plant Maintenance Mechanic course.

Mr. Wan is asking potential employers to direct any inquiry to him regarding graduated student employment. His telephone number is: 3-414331 ext. 24. The Institute's address is 25 Hiu Ming Street, Kwun Tong. □



Mr. Deacon T.K. Chiu, representing the Chamber, on September 27 presented Good Citizen Awards to 59 winners at the Lai Kok Estate. Pictured receiving an award from Mr. Chiu is Miss Wu Fung-ming

Trade in Progress

Hong Kong Overall Merchandise Trade (HK\$M)

	Jan.-July 1982	Jan.-July 1981	% Change
Imports	81,064	77,922	+4
Domestic Exports	45,497	42,956	+6
Re-Exports	24,990	22,913	+9
Total Exports	70,487	65,869	+7
Total Trade	151,551	143,791	+5
Balance of Trade	-10,577	-12,053	-12
Visible Gap as % of Total Trade	7.0	8.4	

Imports : Major Suppliers (HK\$M)

	Jan.-July 1982	Jan.-July 1981
China	18,157	15,804
Japan	17,903	18,278
USA	8,821	8,450
Singapore	6,057	6,025
Taiwan	5,959	6,135
UK	3,806	3,467
South Korea	2,609	3,172
Fed. Rep. of Germany	1,952	1,924
Switzerland	1,539	1,731
Australia	1,360	1,062

Imports : Major Groups (HK\$M)

	Jan.-July 1982	Jan.-July 1981
Raw materials	32,828	31,842
Consumer goods	21,445	20,544
Capital goods	11,417	11,457
Foodstuffs	9,133	7,839
Fuels	6,241	6,239

Domestic Exports : Major Markets (HK\$M)

	Jan.-July 1982	Jan.-July 1981
USA	16,951	15,314
UK	3,812	4,097
Fed. Rep. of Germany	3,802	3,901
China	2,124	1,402
Japan	1,637	1,488
Australia	1,564	1,321
Canada	1,402	1,229
Singapore	1,079	953
Netherlands	931	866
France	836	810

Domestic Exports : Major Products (HK\$M)

	Jan.-July 1982	Jan.-July 1981
Clothing	15,970	15,096
Toys, dolls and games	4,913	3,598
Textiles	2,791	2,852
Watches	2,720	3,094
Radios	1,949	2,042
Electronic components for computer	811	1,329
Electric fans	733	790
Handbags	653	599
Hairdryers, curlers and curling tong heaters	522	447
Footwear	469	448

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

	Jan.-July 1982	Jan.-July 1981
China	4,730	4,550
USA	3,179	2,617
Indonesia	2,572	2,326
Singapore	1,931	1,784
Taiwan	1,507	1,390
Japan	1,486	1,453
South Korea	927	763
Macau	864	740
Philippines	829	691
Nigeria	558	562

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

	Jan.-July 1982	Jan.-July 1981
Textiles	3,954	3,925
Chemicals and related products	2,233	1,958
Electrical machinery, apparatus and appliances and electrical parts	1,911	1,656
Crude materials, inedible except fuels	1,716	2,029
Photographic apparatus, equipment and supplies and optical goods, watches and clocks	1,682	1,836
Articles of apparel and clothing accessories	1,633	1,163
Food	1,513	1,074
Non-metallic mineral manufactures	1,474	1,523

Values and volume - monthly progress (HK\$M)

	Imports		Domestic Exports		Re-exports		Total Trade
	\$M	Quantum Index (1973:100)	\$M	Quantum Index (1973:100)	\$M	Quantum Index (1973:100)	\$M
1979	85,837	176	55,912	175	20,022	184	161,771
1980	111,651	209	68,171	195	30,072	253	209,894
1981	138,375	233	80,423	210	41,739	324	260,537
Monthly Average							
1981	11,531		6,702		3,478		21,711
		(1981:100)		(1981:100)		(1981:100)	
Jan. 1982	10,023	81	6,239	91	3,319	87	19,581
Feb.	11,220	91	4,694	67	3,597	93	19,511
Mar.	12,178	99	6,577	93	3,714	96	22,469
Apr.	12,302	101	6,541	93	3,589	93	22,432
May	11,340	94	6,854	97	3,760	99	21,954
June	11,714	98	6,953	97	3,451	91	22,118
July	12,376		7,680		3,578		23,634

Area Comparison (HK\$M)

	Imports Jan.-July 1982	Domestic Exports Jan.-July 1982	Re-exports Jan.-July 1982
Asia (excluding China)	37,371	5,181	11,729
China	18,157	2,124	4,730
West Europe	11,839	12,945	1,800
(EEC	9,604	10,524	1,330)
North America	9,448	18,353	3,358
Australia	1,360	1,564	393
Africa	550	1,497	1,099
Middle East	893	2,058	1,163
Latin America	590	1,220	487
Rest of World	856	555	231

本會動態

本文內容乃摘錄自執行董事
麥理覺向理事會及其他
工作委員會發表之每月報告

財政

八月份的帳目顯示收入比支出為多，這是本年內本會出現盈餘的第二個月。不過，本會今年的整體赤字不算大，而且比預算的數字少得多，這是值得欣慰的。本會多次大型招募會員活動的成績非常美好，而簽證收入比預期數字略高。開支方面卻有若干預料不到的支出，最主要是職員醫藥費。相信以全年計算本會仍有大好機會獲得少量盈餘。

會員

由於本會推行了數次大型招募會員運動，過去九個月來共有三百六十一間新會員公司加入本會，平均每月四十間。本會九月底會員數目達2,899，是有史以來最高的紀錄。

戴卓爾夫人出席午宴

本會與中華廠商會及工業總會為款待戴卓爾夫人而合辦的午宴於九月廿七日星期一假文華酒店舉行，共有一百八十人參加，包括五十位本會會員。席上戴卓爾夫人發表演說，提到英國對香港的承擔，以及香港對英國工商業的重要性。她表誠讚揚香港超卓的經濟表現，以及香港工商界所作出的重要貢獻。

戴卓爾夫人與英政府已跟中國政府就香港前途展開必須的談判。相信談判會很艱巨而且需花一段時間，不過現時有良好的基礎，可望談判有樂觀的結果。本會與會員當此敏感時刻應當維持信心。

工業委員會

工業事務委員會與紡織業委員會於九月十五日聯合召開會議，討論一九八二年的僱員賠償（修訂）法案、建議中擴大因遷移僱傭地點而發給僱員遣散費的範圍、為工業提供特惠銀行利率之建議、以及英國雪萊研究所

向港府提出設立漂染專用區之建議。

有鑑於民政事務委員會已就僱員賠償法案向勞工署呈交意見書，內容跟工業委員會所見略同，因此工業委員會委員同意等候政府作出反應後才考慮採取進一步行動。幾位委員更強烈表示反對擴大遣散費範圍建議，認為此項建議並沒有為僱主設想，而且際此香港工業受經濟衰退嚴重打擊之時提出此項建議，可謂不得其時。同時跟政府鼓勵工業遷往新界市鎮的政策大相逕庭。

船務委員會

委員會於九月三十日開會。會上委員同意本會與香港船東協會合辦八三年度在香港舉行的亞洲航運展覽。

中南美洲區委會

委員會於十月五日假本會會議廳接待巴拿馬商會會長及同行人員。該商會到亞洲訪問，乃為推廣巴拿馬於八三年一月十二日至十六日舉行的國際商務展覽。除委員會委員外，四十五位本會會員機構代表亦有出席會議。

日、台、韓區委會

委員會於九月廿三日開會討論十月四日至七日派遣親善團往韓國訪問的各項安排。該兩日行程包括到訪工商部、韓國貿易協會、大韓商會議所、大韓貿易振興公社、以及參觀漢城國際交易會。

款待中國駐港機構酒會

此乃本會轄下中國委員會籌辦的活動，使本會會員得有機會會晤中國駐港機構的高級職員。今年的酒會於九月廿七日假富麗華酒店舉行，有來自七十家中國駐港機構的一百七十位嘉賓及三百多位本會會員公司代表出席，彼此交流意見，暢談甚歡。紐璧堅先生代表理事會致送歡迎詞。

訪中國親善團

中國委員會於九月三日開會，討論派遣一小規模總商會代表團於十一月底十二月初往訪北京、上海及中國另兩個城市的細節。此代表團乃為一九八三年初一個較大型貿易團訪華而鋪路。

西德第二十屆「攜手邁進」海外進口商品展

此商品展於九月八日至十二日假柏林舉行，共有三十二家香港公司參展。如各會員所知，本會每年均負責香港的參展事宜。參加者對各項安排均感稱心，並認為接單成績相當理想，共接獲訂單達三百萬港元，另有價值一千一百萬港元的訂單在洽商中。

貿易團訪北歐

本會訪歐洲的九人貿易團到芬蘭的赫爾辛基及瑞典的斯德哥爾摩進行為期十二日的訪問後，於九月廿五日返港，共接單八十萬港元，另有三百六十萬元訂單在洽商中。

日本貿易團訪港

由日本鹿兒島縣及福岡縣組辦的兩個貿易團將於十月訪港，本會將予提供資料及協助，並安排本會會員與該兩團成員會晤。近年日本縣政府愈來愈多尋求本會協助推廣彼等與香港的貿易連繫。

香港交易會 十月十八至廿三日

本會二十家會員公司已訂下本會展館的個別攤位，另有廿八家公司將在樣本陳列中心展出展品。

本會已先後為參展者舉行三次會議，詳細解釋各項安排。本會得到交易會負責人充份合作，而本會設於近入口處的場館亦將佈置得美觀得體。

本會動態

本人相信交易會能為本會會員提供良好機會。

英國工業聯會獎學金

本會協助英國工業聯會每年在香港挑選工程師，頒發獎學金供彼等往英國受訓。本會於九月推行宣傳運動，鼓勵符合資格之大學畢業工程師申請上述獎學金。宣傳運動包括安排前獎學金得主與報界會晤。

日本勞工局—— 第七屆聯絡會議

工業部助理董事馮若婷將代表本會出席十月廿七至十一月二日假東京舉行之聯絡會議。屆時馮氏將發表一份題為「香港勞資關係」的文章。

香港與鹿兒島會議—— 十一月八日至十二日

由本會主席馬登先生率領的十七人代表團將代表香港出席此會議。團員包括兩家大學代表、市政局、工業署、香港日本人商工會議所、香港旅遊協會、香港貿易發展局及港日經濟合作社。

港團將與鹿兒島代表團分別討論工商業、旅遊與文化交流。

第一屆亞洲零售商會議—— 八三年四月廿六至廿九日

日本零售商協會行政董事於九月三日到訪本會，與古勝祥先生及本會貿易部助理董事梁紹輝先生討論香港

參與上述會議之詳情。古先生應邀於該會議席上致送重要演詞。

袖珍型記事簿

本會於九月十五日開始推出此袖珍型記事簿。九月底訂購數目達三百本。此乃首次試行推出，希望與本會之檯頭大型日記簿同受歡迎。

聖誕咭

今年本會向會員推出聖誕咭，反應特別好，九月中截止日期前接獲之訂購數量幾達十萬張。

另一個以非會員為對象的推銷運動亦相當成功。至九月底訂購數量已達一萬一千張。 □



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One of the World's Biggest Chemical Companies

Ventures into China and Hong Kong

On January 1, 1982 BASF China Ltd., Hong Kong, a branch of the German company BASF, takes up its work — with German specialists who are at the disposal of Chinese and Hong Kong industries as partners in various production areas.



They represent one of the world's biggest and broadest-based chemical companies, which is at home in 144 countries.

BASF, founded in Ludwigshafen, Federal Republic of Germany, in 1865, is a company with tradition and experience which has made a name for itself worldwide with epoch-making inventions and developments.

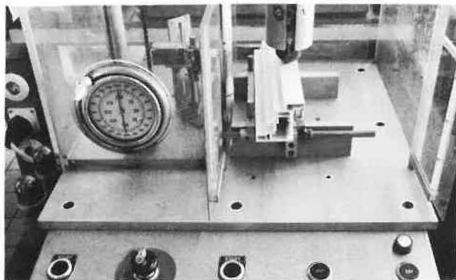
One of the important stages in this career is the Haber-Bosch ammonia synthesis process, which made the manufacture of nitrogenous fertilizers possible. Every third person on earth now lives from the increase in yield resulting from this invention. A further milestone is Reppe chemistry. Walter Reppe's at BASF laid the foundation, inter alia, for the acrylates — building blocks for a most diverse group of plastics. BASF today offers a range of more than 6,000

products for all branches of industry, such as agriculture, the energy and building sectors, the automotive industry, the pharmaceuticals, textile, leather and paper industries, and the animal feeds sector, to mention only a few.

Above all, BASF offers the technological know-how, which is absolutely necessary for achieving optimum results under widely different production and marketing conditions. BASF can help you to increase harvest yields, to replace valuable raw materials, and to save energy. BASF can help you to rationalize industrial production and make it more efficient, thus increasing international competitiveness.

Get in touch with us — we're immediately at your service.

BASF China Ltd.



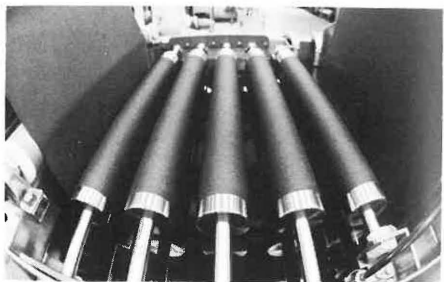
*Production and processing of plastics.
Testing the tenacity of profiles made of a specialty plastic in BASF's Plastics Laboratory.*



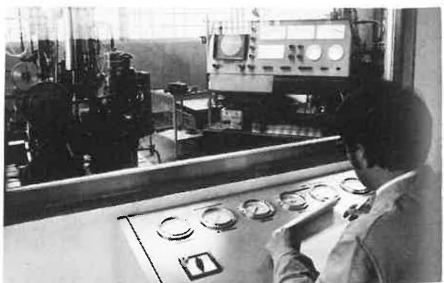
*Agricultural chemistry:
Large-area greenhouse of the Herbicide Laboratory.
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德意志 聯邦共和國 駐香港總領事 狄德禮博士 獻詞

各位讀到這篇獻詞的時候，本人已經離開了香港。本人任職駐港總領事已有五年，期間工作深富趣味性與激勵性。明年開始，本人即踏入六十五歲，到達「官職生涯的末期」。

不過在退休之前，本人將再次到訪西德各工商會，陳述有關香港在東亞太區的重要性。

畢竟香港本身不單是生產區及市場，更是亞太區內一個效率非常高的貿易、財經、運輸及通訊中心，同時又是進軍中國市場的「基地」。

我們國人對於香港居民的勤奮機敏、自由而富經驗的行政管理所創造的獨特成就，深表敬意與欽佩。

本人最感欽佩的，是在高樓大廈外竹棚上工作的建築工人；最妬羨的，是玩具業企業家的靈活性（須知玩具業曾一度是西德的「寶貝」呢！）；而最感到不可思議的，是港府確保香港迅速增長的能力，以及港人在擠逼環境下仍能保持健康。

若把上一世紀被形容為「不毛之地」與今日進步的香港相較，本人認為導致這種演變的產生，最佳解釋莫如中國與英國的「共存現象」：中英兩國雖截然不同，卻在密切的關係下共存，互惠互利。

很多其他國家（包括德國）的旅港僑民，也從香港繼續「穩定與繁榮」的情況中受惠，並對其穩定與繁榮作出貢獻。

在此本人謹向香港及其全體市民道別，並衷心致意。



香港與西德 之經濟關係

作者：德意志聯邦共和國總領事館
經濟與商務領事豪斯偉德爾

西德和香港，就地理及面積而言，皆遙遠且迥異。但在過去卅年來，兩者都各有「經濟奇蹟」，且已成為今日世界上最大的貿易國之一。港德兩地均缺乏天然資源，都依靠輸入所需之能源及原料、及其人民之工業知識和機敏來維持生活。基於西德及香港都依賴出口貿易為生，在國際貿易上均持反對保護主義的立場。

西德是香港第三大市場，僅次於美國及英國；一九八一年西德吸納了香港本地出口產品的8.8%。去年，香港晉升為西德進口市場供應國的第二十一位，超越加拿大、南非、中國、波蘭及印

度等國。就貿易總額而言，香港僅次於日本，是西德在亞洲的第二大貿易夥伴，每年的貿易額（截至一九八一年）達110億港元。即使在一九八一年，港對德之出口貿易於多年來首次下降，但香港依然對德國出口達40億港元以上（請參閱附表）。

世界性經濟衰退令西德吸納港貨的能力蒙受影響，因此在一九八二年首七個月內，港貨去銷西德進一步削減了3%。由於利率繼續高企，消費需求並無上升跡象。現時只有電動儀器及相機的出口數字有增加趨勢。

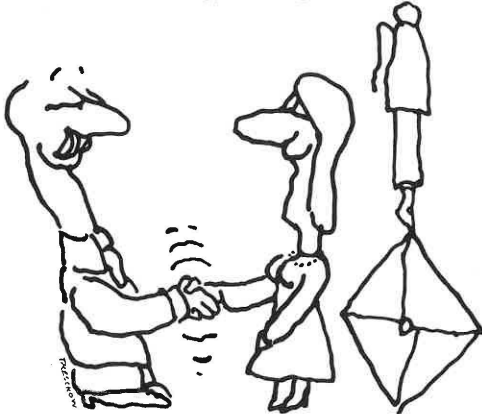
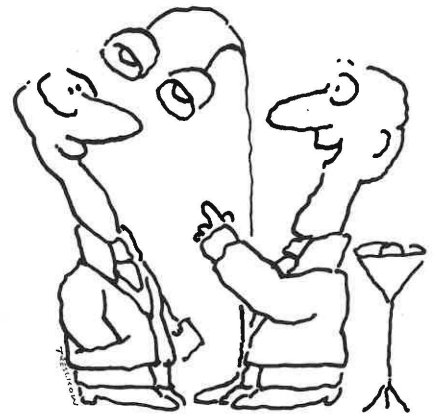
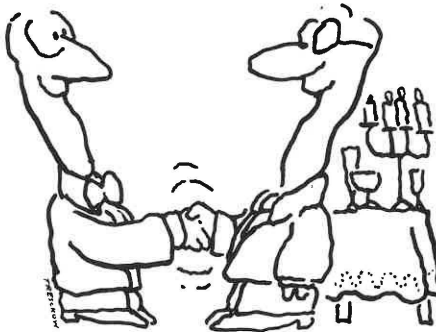
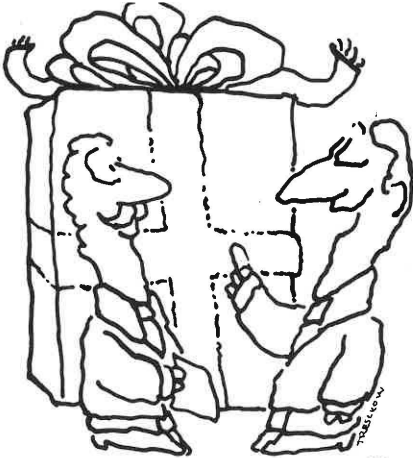
香港輸往德國的產品，主要包括成

衣（一九八一年為61%）、電子消費品、鐘錶、相機、玩具、旅行用品、皮草與首飾。其中不少港貨在西德進口市場上佔首要席位，例如鐘錶（一九八一年佔西德進口市場的28%）、收音機（10.5%）、玩具與遊戲產品（11.7%）。

香港成功地發展了西德市場，香港廠商之進取心和香港貿易發展局之努力功不可沒。香港貿易發展局在漢堡和法蘭克福設有辦事處，並進行了卓越之市場研究和安排港商參與大部份主要的德國商展，除了使香港廣讓德國人認識之外，也令國際顧客深留印象。在此本人並要向香港總商會致意，感謝其代表

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香港對德國貿易發展

(1978 — 1981)

價值單位：百萬港元計

	1978	1979	增減率 78 / 79	1980	增減率 79 / 80	1981	增減率 80 / 81
本港出口產品	4,426	6,344	+ 43	7,384	+ 16	7,048	- 5
轉口	215	459	+113	655	+ 43	624	- 5
進口	2,072	2,775	+ 34	2,883	+ 4	3,383	+ 17
貿易總額	6,713	9,578	+ 43	10,922	+ 14	11,055	+ 1
貿易平衡	+2,569	+4,028		+5,156		+4,289	

香港策劃參與一年一度的「攜手邁進」柏林商品展會；此展會在歐洲商界是另一大型盛事。

西德對香港的出口同樣有增長。在一九八一年德國被列為香港的第八大供應國，這反映了在過去數年間德對港貿易也有顯著增加。一九八二年首七個月的數字顯示香港輸入德貨比八一年同期增加了1%。香港從西德進口之產品，主要為化學物品、機械、光學和精確之工業產品、紡紗、電訊裝備、汽車和其他消費品等。

德國商業社團

現約有二千三百名德國人居於香港，是在西歐國家中，僅次於英國之第二大外籍人士社團。香港目前大約有二百一十多間德國公司、附屬公司或分店，數目與日俱增。雖然這些公司一般為進出口商貿易辦事處、銀行、運輸業、大型化學與鋼鐵公司等，它們均在港駐有良好的代表。所有德國百貨商店及郵購服務公司都在此間設有購物辦事處，其業務範圍更包括整個中國市場和東亞細亞。

德國商人認為在香港營商的好處很

多：香港具有優良的電訊設備與服務行業（航運、信貸、保險、優良海港、貨櫃碼頭與空運設施），沒有繁複的公文程序，政府也不干預，稅率則很低。

德國在香港的貿易佔一吃重角色，相較之下，德國在香港製造業的投資則不大顯要。德國在香港投資設廠的數目為二十一間，其中十二間是與香港合夥人合資經營。根據香港的官方數字顯示，一九八一年年底西德在香港的投資達三千七百萬港元，只是全部外國投資的2.6%。不過根據西德的統計數字，則截至一九八一年年底，西德在香港的投資已累積至八億港元左右。雖然在香港的德國公司大都為成衣或電子業，但同時也有其他行業。為進一步促進德國在港投資，香港工業署已於十月在西德史圖加開設工業促進辦事處。另一方面，香港在西德的直接投資，截至八一年年底亦達二億一千六百萬港元。

雖然香港與西德在地理上如此遙遠，但香港同樣是德國遊客的一個主要旅遊區。去年有6萬2千926名德國遊客來港觀光，佔來港遊客總數的2.5%。□

旅港德國企業家

德國在香港的全資工業機構至少有九間，另外與香港製造商合資經營的廠號則約有十二間。全部投資約為5300萬港元，其中3700萬港元為德國資本。工廠僱用的工人約有2,200名。「工商月刊」訪問了多位旅港德國僑民，他們之中有分別為亞太區市場、本港市場及德國市場而製造產品的產銷商。

美樂家是一間歷史悠久的德國公司，專門生產咖啡與製咖啡機。這是利用香港作為基地，在遠東建立業務有成的典型例子。

美樂家最先在一九七四年在日本開業，那是一間德國全資附屬公司。當該公司在消費市場上佔一席位的時候，其董事長方德龍先生已經具備足夠經驗，覺察到可以利用最少資金在亞洲區大展拳腳的機會。

他把日本的業務全交給公司的日本職員打理，自己則在遠東其他地區四出尋訪一處可以作為亞洲區總部的地方。

他先後到過韓國、台灣、香港、新加坡與菲律賓。他認為公司的亞洲區總辦事處應該設在新加坡或香港。

他說：「香港似乎比新加坡較有利。香港的地位較正中，而且鄰近中國，我們對在中國發展則抱有長遠興趣。香港並沒有政府獎勵制度或免稅假期，不過香港稅率低，而且一向遵行自由市場原則。」

「當然新加坡也有自由市場的優點

，不過該國的自由市場似乎要聽命於政府高層而有所限制。在香港投資則沒有這種顧慮，而且香港的工業基本結構似乎更發達。

「香港有大量承包商，由小型電器用品、以至啤塑、工具製造、金屬零件與電氣及電機組件……幾乎每樣東西均有承包商，而上述物件都是我們的生產及產品發展程序的先決條件。」

「第四個原因是香港有符合資格的人才從事工作。」

「最主要的不利條件是香港的土地有限，土地成本昂貴，不過如果在土地較廉宜的地區發展，而僱員又不能幹的話，那末經營便會無利可圖。」

美樂家於一九七六年在香港開設了一個計劃辦事處，除方德龍先生外，尚有一名秘書及日籍助理。他開始投入分析本港市場，及至一九七七年便設立了一間本地推銷公司以推廣美樂家的產品。

方德龍先生還有更大的抱負。他希望在香港為亞洲區製造美樂家產品，並加以改良及創新。最初他借助承包商，

把一部份出產運銷美國及加拿大的分公司。

不久他發覺亞洲區對美樂家產品有很多複雜的不同需求，因此他需要有獨立的裝配線，而不是單靠從德國把生產過程移植香港。他尋求香港生產力促進中心的協助，為他物色主要職位的人選、成立公司、以及確保這間公司能夠迎合亞洲區內的需求。

方德龍先生在葵涌租下工廠，一九七八年三月已開始從事裝配。「最初的投資很少。我們犯了不少錯誤。不過工廠很快上軌道，正好反映出香港的效率，」他說。

「這間公司只需三個月時間便組成了。在歐洲可要花上一年半呢！」

「我們設法表現出我們跟別的本地工廠不同。我們希望創立一個品質至上的形象。令職員明白到品質至上的首要條件是予人一種潔淨的印象。有些人認為我們在浪費金錢，不過當顧客看到我們工廠多麼潔淨和具有效率，他們都很愕然，這在長遠來說有助我們的產品享



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「我們建立了品質至上的形象後，一切都開始有進展。現時我們進入了垂直綜合生產。我們又進入了預先裝配的範圍，例如金屬部件以及較近期的注塑技術。此外我們正開始從事工具製造。」

方德龍先生表示他並非剝奪了母公司工廠的德國工人就業機會，其實他令到母公司的實力更雄厚、工人在德國的就業機會更牢固。

方德龍先生發覺香港的酒店是美樂家產品的一個主要市場。不少酒店採用在香港設計及製造的美樂家大型儀器。他瑯瑯訴說一大堆酒店用家的名字，並表示他現正開始向中國的酒店銷售美樂家產品。

「香港不愧是作為在亞洲區落地生根的上好基地。在這裏我們可以熟知亞洲市場的情況，如果在德國則辦不到了。我們又有本身的生產技術，甚至可以向德國提供新構思。

「我們在日本有實際經驗，而我們正採用日本的產品設計與工程知識，應用在我們本廠的產品發展方面。

「我們聘用了一些十分能幹的人才，使我們在亞洲市場及香港生產方面能夠較易把握機會，將之轉化為真實的生意。

最後，方德龍先生說：「我們的創新能力、在新產品發展方面的創造性，是基於我們採用在歐洲可划不來的組件與生產技術。這裏的工具較便宜，而我們則更富靈活性。

「我們仍可自由在生產過程中加入一些組件，如昂貴的陶瓷之類。這在歐洲可行不通，因為勞工佔成本的六成，而其他的生產成本則大多數用在能源方面。

「所以我們的大市場分佈東半球各地，由紐西蘭、澳洲，一直至日本，中國也包括在內。」

奧特朗（香港）有限公司是奧狄集團的全資附屬公司，該集團於西德埃森以製造拉鍊而馳名。這是一個德國公司把本國的銷路轉移至香港的例子，在香港奧特朗遭遇到其他低成本產品的壓力，主要是源自日本產品的競爭。

奧狄集團在世界各地幾乎都有業務，在營業額及生產能力方面雖為日本所超越，但奧狄仍然雄踞歐洲。

香港約有二百家拉鍊製造公司，不過日本公司與奧特朗卻支配了成衣業市場的拉鍊生意。

由於奧特朗在葵涌成立公司，因此

得以抵受日本產品的低成本壓力，從而保留了長久光顧的本地顧客；這在德國可辦不到。

奧狄集團在拉鍊製作方面已有長遠歷史。其對新方法的研究、對經濟材料的採用及提高品質，加上取得專利權，使這門最初在一九〇三年在美國成立的工業由人手操作發展至由不斷改進的機器代替人手；又由金屬拉鍊發展至尼龍牙拉鍊（一九五五年）以至塑膠拉鍊。時至今日，三種拉鍊奧特朗都有製造，採用的組件由德國輸入。現時港製成衣中，有六成是採用尼龍牙拉鍊的。

奧特朗的董事長杜錦華先生，解釋公司的成立過程。奧特朗一九七一年在香港開業時只有一小型裝配線，僅裝配一類拉鍊。最初，奧特朗剪短德製拉鍊的長度以符合港製成衣的款式與尺碼；此外，又把拉鍊的開啓設計予以重新裝配。

這令到奧特朗在適應顧客需求方面具有新的靈活性。一九七二年奧特朗擴大至兩類尼龍拉鍊的製造，一九七三年再添一類，並增加新機器以提高裝配能力。一九七六年，該公司更生產當時新發明的塑膠拉鍊。

杜錦華先生表示，自從奧狄發明尼龍牙拉鍊以來，這種拉鍊一直都是奧特

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朗的主要生產目標，不過後來潮流需求塑膠拉鍊，奧特朗亦有製造。跟著一九七八年奧特朗另外再生產金屬拉鍊。至此三類拉鍊奧特朗皆有在本港生產。

此後並沒有新拉鍊發明，不過在上述三種基本拉鍊的製作上，經常採用新方法與新機器。

奧特朗在葵涌僱有一百五十名員工。很多工作仍然依靠人手或半自動機器。杜錦華先生表示，除了採用全自動機器外，他認為不會有進一步發展。

奧狄集團在整個遠東區均有業務。奧特朗間中亦有出口，不過出口佔總營業額不及5%。

此外，杜錦華先生表示奧特朗的命運與紡織業息息相關。

除了製造及銷售拉鍊外，奧特朗亦經營成衣製造商所需產品的貿易，諸如縫紉線、魔術貼與褲頭膠等。

歐登寶企業(香港)有限公司董事長歐登寶先生在香港成衣業中，是絕無僅有的德國人。香港的成衣業貿易商有不少歐洲人士，不過歐登寶先生認為自己大概是唯一除了從事成衣貿易外還從事成衣製造的歐洲人。

他在德國曾經經營成衣製造及貿易，

後來把業務轉移至香港。現時他把公司在港製造的產品(主要是男裝恤衫)運銷德國、瑞士、以及比、荷、盧三國。

歐登寶先生解釋他把製造成衣的業務轉移至香港的原因，是基於在德國受到廉價進口貨的競爭壓力。他說現時在德國出售的成衣，大約只有七成是在德國製造。

他表示現時留在德國的成衣製造商主要是出產高級貨，不過他們的利潤並不高，因為有來自其他地方如香港的產品的競爭壓力。

歐登寶先生在一九六八年開始在香港買貨付運出口，一九七二年在香港自設公司，開始製造成衣。現時他在漢城亦有一個購貨聯絡辦事處。他在韓國選購低價貨，在香港則製造較時髦及較高價的出口貨。他在新蒲崗自設有工廠。

他說香港較能適應潮流的轉變，不過韓國的產品對他的公司也很重要，因為他在德國仍設有一個銷售辦事處，而韓國為他的公司供應不少成衣。自從一九七二年開始，他更擴展到美國與英國市場。他一年赴外國四次，而他的妻子兼首席設計師則每年至少出門三次。

他說潮流源自各出售成衣市場的文化衝激，而不是由香港決定，不過香港

擅於跟隨威尼斯、羅馬、米蘭與巴黎等地的最新設計。

他表示他最初在香港開展業務的時候仍然是德國居民的身份。那時他每年來港三至四次，不過不久他發覺到應該在香港自設公司以控制出產及取得配額。

後來他在香港取得永久居留權。他解釋說自己在香港製造成衣，較諸向其他商人購貨及出口化算得多。

他在香港投資設廠，購置機器，並且自置物業。

他正指望向韓國輸出香港成衣，作為出口亞洲區的第一站，因為他認為愈來愈多韓國人可以買得起高品質的香港成衣。

歐登寶先生表示有些香港公司在亞洲其他地區從事成衣製造，卻未有充份發展市場。他認為亞洲最具吸引力。

歐登寶先生形容日本是一個高級市場。香港也可以迎合日本的需求，譬如在現有的製造部門中設立小組，嚴格執行品質管制。

他表示如此一來，香港可以更快追得上外國潮流的轉變，因為香港能夠依照海外買家的指示出產成衣，使買家對港貨更具信心，舉凡潮流轉變，便把式樣交由香港廠家製造。 □

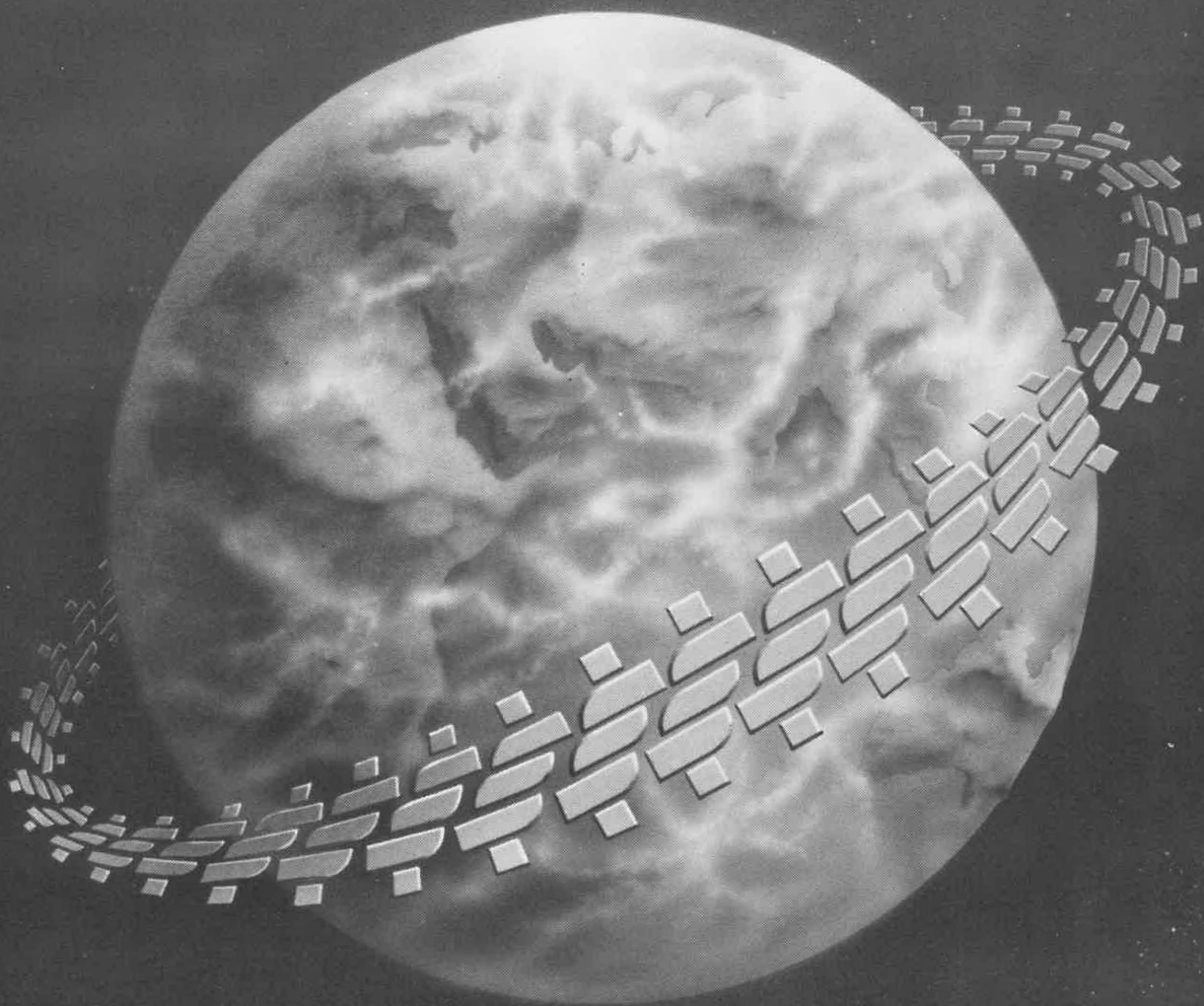
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德國人—— 香港第二大 歐籍人士社團

現約有二千三百多名德國人居於香港，是西歐國家中，僅次於英國的第二大外籍人士社團。他們之中有德國大銀行及商行的代表。有些在香港住上多年，對中國十分熟悉；另一些則是本港的企業家。本刊訪問了其中具有代表性的幾位：

行將退休的捷東洋行董事兼總經理杜德蔭先生，形容香港海外市場所受的經濟衰退衝激為一個「大黑洞」，而他暫時仍看不見「盡頭有光明」。

捷東洋行於一九七四年接手捷成洋行出口部，主要跟中歐、北歐與荷蘭進行貿易，出口產品包括成衣、玩具、電子及很多其他物品，亦與東歐、中國及日本經商。

杜德蔭先生表示，經濟衰退令很多香港工廠無法立足，因為這些工廠一向盡量利用廠內生產能力以圖利，卻不願意在現時再投資於新機器來提高產品水準及生產效率。有時廠方在離生產期不遠之時作出購置新機器的決定，以致未能及時改善生產情況。

與此同時，其他廠家則全面提高他們的產品品質，以適應消費者的需求；由於經濟衰退，消費者很注重產品的品質與價格，寧可花多一點錢購買較高品質的貨品，而比以前買得較少。

不過，杜德蔭先生表示潮流並不是適用於所有產品的，童裝便是一例。因為做母親的知道孩子長得快，衣物很快便不合穿，所以注重其價格多於其耐穿程度。

他表示在經濟衰退的情況下，捷東洋行的表現仍算不錯，因為該行大量生產體育衣物，可與不同工廠出產的針織上衣及褲子調合配襯。

杜德蔭先生表示，今年捷東洋行在玩具方面的貿易情況相當良好，不過多少也受到經濟衰退的影響。旅行袋與手袋卻十分滯銷。

捷東洋行以前是東歐的最大規模香港貿易行之一，而杜德蔭先生曾任香港總商會屬下東歐區委會主席。他表示香港與該區的業務往來已經很明顯的下降。

杜氏認為這是由於東歐國家出口往

西方的產品數量減少，而且不再獲得西方國家貸款所致。

不過波蘭卻仍然是東歐各國中的最佳買家，因為波蘭人在國外（例如美國）的親友給他們匯款，他們便使用匯款在國內購貨。

在中國，捷東洋行於上海及北京均設有辦事處。杜氏表示他公司的前身（即捷成洋行）跟中國通商已有好幾十年，雙方已有充份了解，而且熟知市場形勢。

捷東洋行與中國、特別是南中國的業務往來在過去四年突飛猛進。捷東洋行轉口的手工藝品與輕工業產品（如紡織品與罐頭）均有擴增，甚至品質優良的基本石油化工產品的銷量亦有增長。

杜氏表示，中國產品的包裝與設計仍須改進，不過隨著輕工業慢慢擴展，而中國能夠因應市場需求，則前景可望樂觀。

杜氏並根據個人經驗，指出如果要向日本推銷，產品則一定要絕對優良，因為日本的消費者知道時款與顏色的趨勢，所以需求特高。因此港商對他們的需求也難以捉摸。他表示香港仍須在日本市場樹立港貨的形象。

杜氏在香港已有二十年，他即將回到漢堡去，加入 Jebsen and Jebsen 出任董事長，並將繼續與香港保持業務往來。

百事利洋行的翁迺施女士表示她打理業務，完全出於「意外」。她在一九六四年與人合夥開設公司，剛把產品樣本寄予有可能成為買家的人士，她的合夥人卻退出，返回英國去。

翁太說：「她甚至不看看我們是否

獲得訂單便急不及待的離開了。我們專門經銷毛巾布與針織用品。我的合夥人走了後，一直由我經營業務。我不須為口奔馳，所以我不太緊張，不過我很喜歡我的工作。」

她最初跟德國、瑞士、以及比、荷、盧三國有業務往來。後來發覺與英國買家更合得來，現時主要跟英國通商。幾家有意大利設計師的英國公司都找她做代表，還在香港製造他們所設計的產品。

她的丈夫翁先生是一名紡織技術專家，現時在香港經營地產。翁太初在英國里茲市認識他。當時他在里茲大學攻讀一般紡織管理，而她則在一個約克郡家庭居住，學習英語。他們一九六一年在德國結婚，然後返港。

翁太認為她在香港有機會認識中國人的特性，因為她曾與夫家生活在一起多年。現時她與丈夫及女兒同住在九龍塘，兒子則在美國讀書。翁太笑說她所住的地區被形容為紅燈區，因為附近有很多汽車別墅呢！

談到經濟衰退對她的行業所造成的影響，翁太表示，農曆年關將至，竟有不少行家央求她使用他們的配額，以免他們明年喪失這些配額的運用權。一年前她購入針織恤衫的配額要付出四十元一打，現時卻不費分毫。

翁太表示香港的配額制度已算公平，至少優於澳門或台灣，不過仍可加以改進。

葛友勤先生（Juergen Kracht）十一年前由德國來港。他在德國曾從事國際貿易，來港後加入捷成公司為行政人員。

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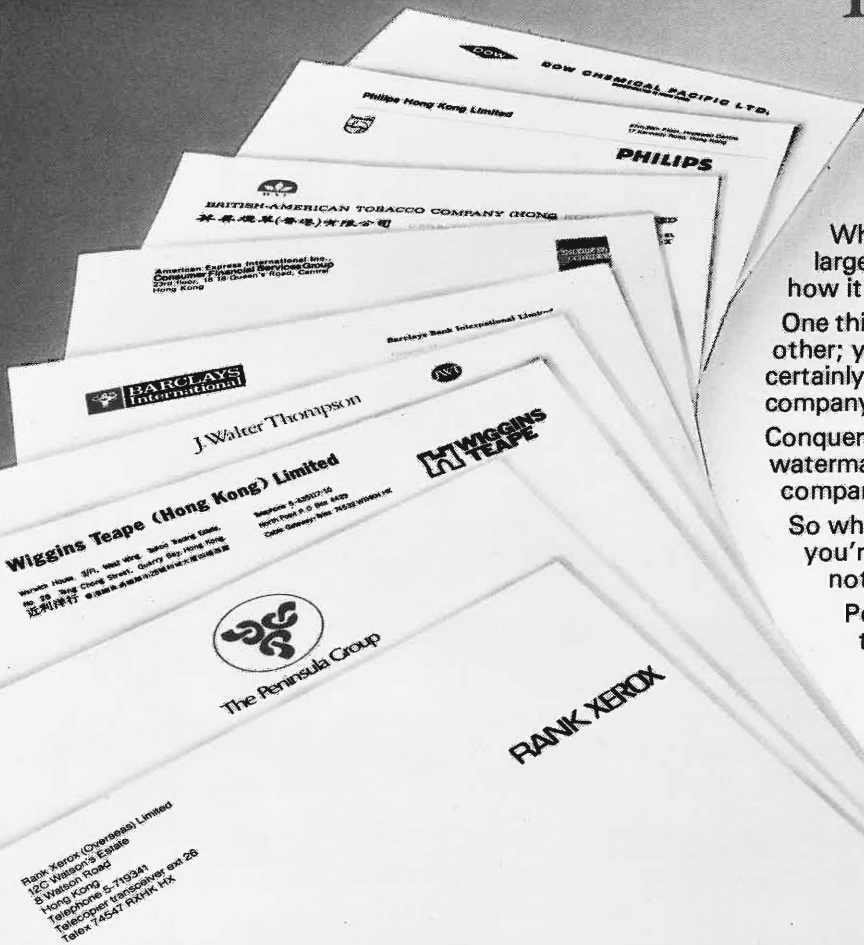
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葛氏深信德國公司在香港有很多發展潛力，不過其中一重障礙是在香港開設寫字樓及聘用外籍人士所需的成本甚高。

有見及此，葛氏續於今年初設立了一間名為 Fiducia 的公司，為促進港德（及德語國家）之間的貿易而提供服務。服務範圍包括在香港組織公司、公司行政、公司管理、以及多種公司及財經服務。

該公司的商業服務部亦處理商業活動，包括推廣產品與服務、負起代理人的職責以及作為代辦處。

葛氏表示其公司的目的是為在香港港及通過香港營商的公司廣設門徑，而無僱用外籍高級職員之沉重負擔。

他說：「由於本公司對香港有認識，而且擁有合資格的專業職員，因此我們能夠就客人的利益迅速及有效率地行事。這點對德國公司或任何一間外國公司均有好處。」

「此外，雖然在德語國家的行政人員很多都懂得說英語，不過在商務上如果能夠兼顧德、英兩種語言則有時會很有幫助。」

德銀亞洲貿易有限公司董事長雷文謹博士表示，如果現時在香港投資，日後將賺大錢。

德銀亞洲貿易有限公司是最先在香港成立的首八間持牌接受存款公司之一。其母公司為德國最大銀行之一的 Westdeutsche Landesbank Girozentrale，股東投資總額為 1 億 9,500 萬元。

雷氏表示：「如果你同意經濟有循環，那麼香港的經濟波動特別大，因此很難決定何時投資、何時退出最適當。」

「我們很早便插手香港地產業，十八個月前收手，因而避過了地產市道的不景氣，有些上等住宅樓宇的價格回落五成之多呢！」

雷氏同意一般估計地產市道回落四成，還可能會進一步下降的講法，卻為看準時機的投資者提供新機會。他表示德國在香港的投資以地產多於工業，亦有為與德國有關的公司提供貿易融資。

德銀亞洲的母公司名列世界第十四大銀行，最初在一九七五年來港，與和記集團合作，從事貸款業務。一九七八年德銀亞洲貿易有限公司成立。一九七五年其總公司在香港的基本資產為 1 億 2 千萬元，一九八一年增至 38 億元。

雷氏表示其公司從事的貸款約有一半為東南亞區內的國際性貸款。公司通過銀行同業市場從事再貸款業務，最低貸款限額為一百萬元，不過實際上以五百萬元以上的貸款為合。

這些貸款分佈於工業、貿易、地產及船務。「德銀亞洲」曾與中國進行業務往來，不過當地市場發展未如理想。這對該公司並不構成問題，因為「德銀亞洲」發覺跟香港公司打交道好得多。

去年該公司的基本資產增長了四成，前年為七成。去年增長放緩的原因是由於一般商業活動冷卻所致。一九八一年的總收益為 2,300 萬元（一九八〇年為 1,600 萬元）。

雷氏表示他對於香港經濟的短期前景（六至十二個月）並不樂觀，因為香港經濟有賴出口，出口放緩，自然影響經濟。他認為經常被引用的經濟增長率是在建造業及公私營機構在基本建設的開支。如果除去建造業所作的貢獻，則整個情況便大為改觀。

不過他補充說，經濟衰退一旦復甦，香港便會受惠。

歐洲七家最大國際性銀行均有資本的歐亞銀行，其總資產由一九七二年的二億四千萬西德馬克增至一九八一年的二億五千七百萬西德馬克。同期十年間的生意額則由三億西德馬克增至六十五億四百萬西德馬克。

香港分行的總經理凱沙先生表示，該行提供一道鞏固的銀行橋樑，貫通亞洲與歐洲，而該行的增長正好反映出亞洲區的經濟增長率。

歐亞銀行的總行在漢堡，在香港設有總辦事處及八間分行。此外，歐亞銀行在曼谷、孟買、可倫坡、耶加達、喀拉蚩、吉隆坡、漢城、新加坡及台北亦有分行。在馬尼拉、雪梨與東京則設有辦事處。

凱氏表示其銀行經營各種銀行業務。由於分行遍佈多個地區，因此歐亞銀行在此商業不景氣期間仍能堅定發展。不過由於香港的經濟有賴其出口市場的表現，因此香港多少也受到世界性經濟衰退的衝激。

不過，凱氏對於香港的未來繁榮仍然是審慎的樂觀。可是他不認為實際的復甦會在今年年底或明年初出現。

他認為亞洲區可望繼續增長，過去十年亞洲區有卓越的增長成績，只是最近才減慢下來。這方面從其銀行的業績可以反映出來。

凱氏說：「在歐洲可不可能辦得這麼成功。我們在亞洲區開設分行，馬上便見成效，大大超過了我們本來的信心與期望。」

他同時認為亞洲區內國家的人民本身也有很高的期望，因此他們對本國的資源加以發展，並親自予以加工作出口之用，從而提高了他們的生活水平，亦製造了新的需求。

凱氏表示雖然經濟減慢，亞洲區內仍會有所增長。

德商廣利洋行（遠東）公司總經理白漢睦先生期望香港與歐洲共市在布魯塞爾舉行的紡織品配額談判，可能會進一步把香港製衣業推向高價貨發展。

他舉例說：「以牛仔褲為例，現時售價為廿五至卅元一條的牛仔褲可加上刺繡，以四十元出售。」

他的公司是歐洲最大郵購集團在香港的採購辦事處。該郵購集團有兩家公司在德國，而在法國、奧地利、瑞士及比利時則各有一家公司。在營業額方面只是僅次於美國的一家公司而名列世界第二位。

德商廣利洋行最初於一九六七年來港，當時寫字樓佔地六百平方呎，職員人數為八名。今日其寫字樓面積達一萬平方呎，職員有七十六人。白氏形容其出口業務對香港至為重要，他的公司是購入港製紡織品、五金、電氣與電子產品及很多其他物品的最大買家之一。

其業務的興起是由於歐洲方面對廉價貨品有所需求。德商廣利洋行發覺自設辦事處是明智之舉。

該行親自進行市場研究，然後找香港的廠商製造該行所要求的款式。其業務最初主要在成衣方面，不過經過多年以後，該行現時採購相當多紡織品以外的物品。

白氏表示這麼多年來其公司跟很多可信賴的供應商建立起貿易聯繫，大家表誠合作，迎合潮流的轉變與新產品的面世。

在電子業方面，白氏表示香港製造商往往受日本影響，而只要他們的要求符合安全及干擾水平，則港商都可以為他們製造。

白漢睦先生去年為香港出口商協會主席，現任香港羊毛針織製造商及出口商協會主席。

德商廣利洋行在香港有兩名總經理，分別掌管不同業務；另一位總經理負責五金方面的業務。

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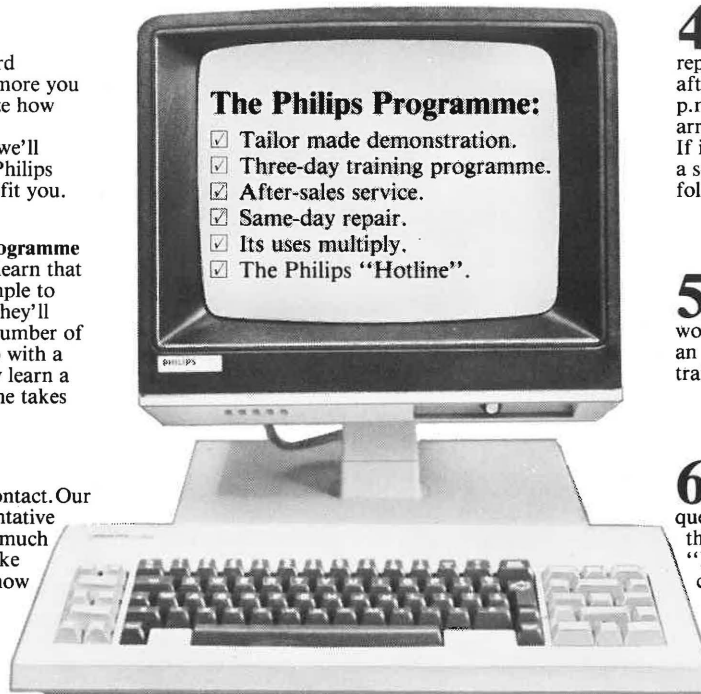
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We've won a world-wide reputation for our comprehensive after-sales service. Call before 3.15 p.m. and our service engineer will arrive at your office the same day. If it breaks down after 3.15 p.m., a service engineer will be there the following morning.

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世界知名的西德捷能銀行，是西德第二大私人銀行，自一九七七年開始，該銀行在香港設有代辦處，而在一九七九年更開設分行。

由於該銀行負責調協波蘭向西方貸款的重新安排，以及在德律風根公司發生財政困難時加以援手，銀行的名聲更是不脛而走。

香港分行的高級經理顧思歷先生立刻表示，這並不是由於捷能銀行插手處理波蘭與德律風根的財政問題比其他西方國家的銀行為多。其銀行之所以經常被提及，只不過是由於該行作為歐洲大銀行之一，負起了協調的角色。

顧思歷先生表示，西德政府與銀行

界均有份參與一項法律程序以防止德律風根公司破產。德律風根公司對現代科技的貢獻良多，實有必要使其繼續經營下去。

西德捷能銀行創立於一八七二年，總行現設於法蘭克福。一九七二至七三年間，該銀行首先大舉在國外設立分行，先後涉足倫敦、紐約、東京與新加坡。該行選擇新加坡，因為該處有美元市場。後來該行又到香港發展，因為香港已成為金融中心。

顧思歷先生表示其銀行認為香港很有潛力，可以發展國際性客戶網，在本地及亞洲區內的貿易均提供大量機會；此外，與西德的貿易亦有長足發展。

他解釋說西德的銀行系統有別於英國銀行法例。英國銀行法例把若干業務分隔開，但西德捷能銀行能夠作為證券的經紀，並提供廣泛的金融服務。

其分行超過一千間，辦理零售業務，並可提供保管服務，買賣黃金、債券與股票，又可從事批發信託業務及家庭保險。

西德捷能銀行認為香港所能提供的機會，不僅在貸款方面，其他方面如接受存款、提出有關財務建議、從事經紀業、外匯交易、貨幣及黃金市場買賣等亦大有可為。 □

德國在香港的社會及文化活動

雖然香港於一百四十年前開埠時乃一商埠，商業為其命脈，不過直至上世紀末，德國在香港的活動最先是在教會及社會福利方面：

德國自一八二九年開始，即已派遣傳教士到印尼及中國。當時香港首任港督砵甸乍爵士所委任的華民政務司乃一名德國傳教士。在他說服之下，港督批准德國傳教士在香港建立教會，時維一八四七年。現時教會活動更是前所未有的活躍。

一八五〇年，德國傳教士又在中國設立柏林婦女會，該會旋於一八六一年在香港開辦醫院，是香港最先創建的醫院之一，而香港當時的人口接近十二萬人。

一八九七年，德國喜迪深盲人教會在薄扶林創立了「心光盲人院暨學校」。雖然經歷兩次世界大戰，英德兩國站在敵對地位，不過英國仍然允許喜迪深教會繼續開辦「心光盲人院暨學校」。

一八八一年，在德國人開設的醫院側，德國路德教會興建了一座小教堂。

一九〇五年，「德亞銀行」在香港開設。十九世紀末，不少德國貿易行紛紛在港設立。

當時在堅尼地道的「德國人會所」及雲咸街的「船長會所」成為德國人社交生活的中心。

德國醫生在香港亦成立了一個協會。其中一名會員於一九〇七年在上海鼓吹及與人聯合創辦一所德語醫科大學（

後來更開辦一所工程大學）。去年五月該大學在上海慶祝成立七十五週年，而在香港方面亦約有一百五十名舊生舉行聯歡。

第一次世界大戰結束後多年，在香港的德國人士才再次成立一個會所，只不過第二次世界大戰爆發時便關閉了。

自從一九四五年二次大戰完結後，在香港的德國人士才漸漸增多（現時有二千三百名），他們大都是年輕及有家庭之人，在香港進行的社會及文娛活動多樣化，更成立很多有關組織，包括：

一「德瑞國際學校」，分德語及英語教學，學生超過七百人，來自三十個不同國家。

一「香港歌德社」，會員來自多個國家，包括香港，皆為對德國文化及生活方式感興趣者。

一「德語淑女團」，成立目的為協助來港安居的歐洲家庭。

一「德語教堂」，基督教及天主教的教堂均有。

一「德國學術交流計劃」，為德國及香港的講師及學生而設。

一「香港德奧瑞同學會」，於一九三〇年成立於廣州，乃為曾留學於歐洲德語國家的華人而設。

一「德國戲劇社」*，最近才成立，歡迎任何會說德語而有演戲潛質的人士參加。

一「東西畫廊」，由一位酷愛美術的德國銀行家妻子獨力經營。

一「巴哈合唱團」，成立於一九六三年，專門以正宗德語演唱巴哈那風格奇異的合唱歌曲。

一「歌德學院」，乃促進文化交流及教授德語的機構，舉辦項目種類繁多，絕大多數與香港藝術中心或市政局合辦。 □

*「德國戲劇社」有會員二十人，會長為杜錦華先生。該劇社逢星期三晚假德瑞國際學校聚會，首齣獨幕劇將於德瑞國際學校春季舞會席上演，為時十至十五分鐘。稍後該劇社將綵排兩、三齣獨幕劇，希望能在藝術中心劇院上演。

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西德遊踪

提起西德，香港人立刻會想到一個歐洲經濟強國、歐洲共市的最大貿易國以及香港貨在歐洲共市的龐大市場。

很少人會想到德國也是一個旅遊勝地。不過，事實上一九八一年到德國觀光的外國遊客使德國的國庫收入增加了一百四十億馬克（三百四十五億港元），使德國躍居為歐洲第五大遊客最多的國家，僅隨西班牙、法國、奧地利與意大利。

遊客初到德國，首先會發覺到該國並沒有一個固定的形象，而是每一地區均有個別的特色，正如中國各地有相同亦有獨特之處。

舉例說，北海與波羅的海的風景區跟阿爾卑斯山及中央山脈的景色就相當不同，跟萊茵河、梅因河、莫素河、力卡河與多瑙河的河谷亦大異其趣。

「羅曼蒂克大道」上，洋溢著中古時代的氣息。被稱為「啤酒與吊帶短褲之鄉」的巴伐利亞，週圍豎立著巴羅克式（雕琢式）的建築物，而在北區則可以感受到哥德式（尖拱式）建築物的雄偉氣派。德國曾銳意保留及大事重建其古老建築，因此，在其

現代化的大都市，融合了古代與二十世紀的歷史。

德國另一個特色，是在該國的節日裏，無論是啤酒或洋酒節、嘉年華會及其他公眾及私人的慶祝活動，皆充滿了濃厚的歡樂氣氛。



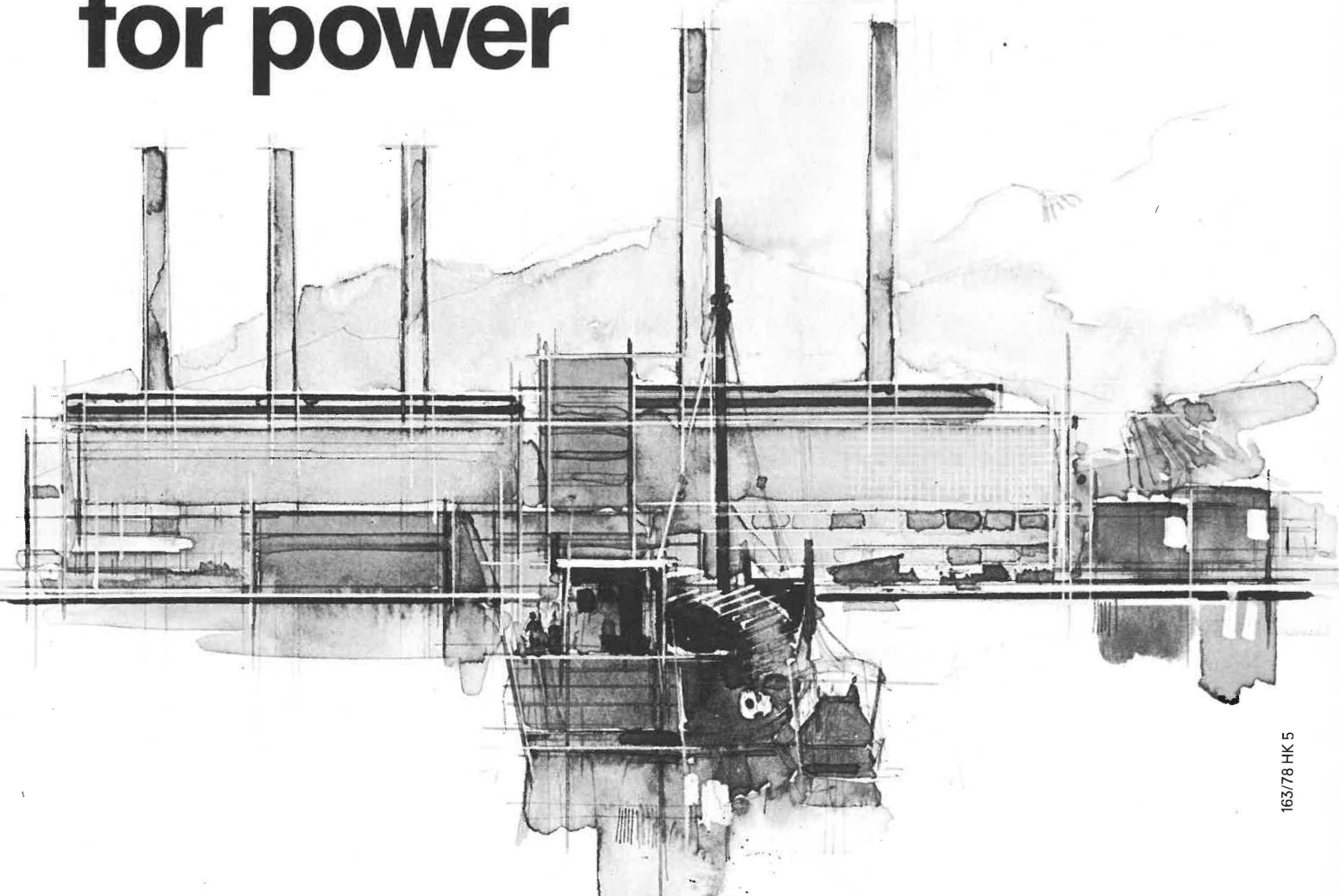
巴朗費斯蘭市集一景。



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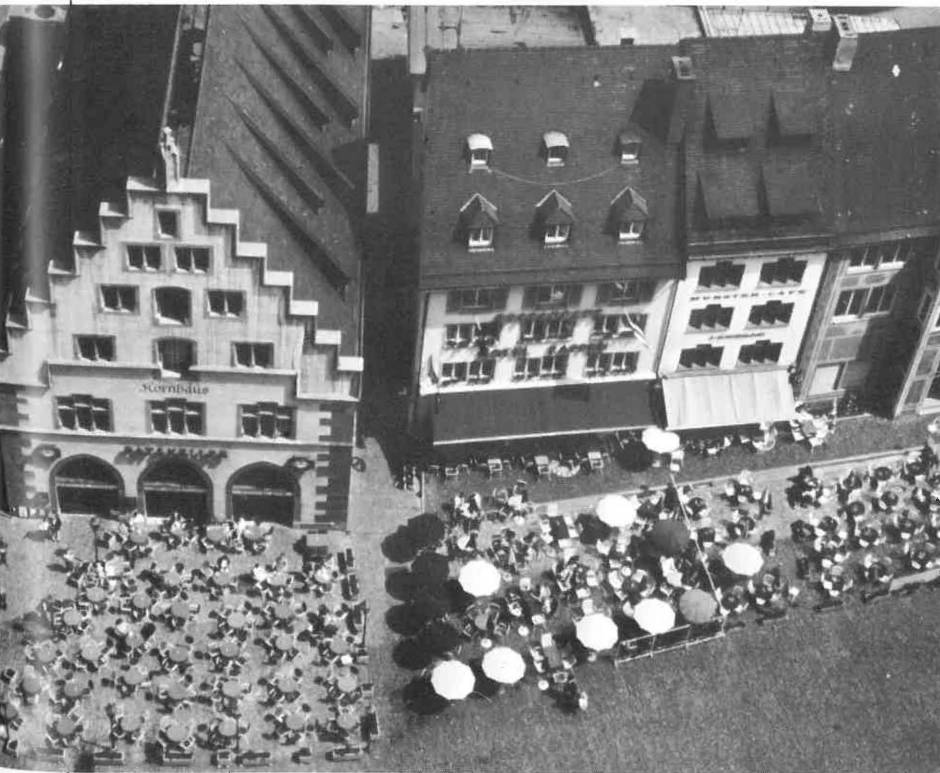
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當然不一定要徒步旅行才可以欣賞德國的美景。德國另有很多汽車公路及多個自然保留區，汽車駕駛者可以在公路上風馳電掣，並且可以沿途



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巴佛利亞的舒利亞河畔，一羣穿着傳統服裝的舞蹈員正在聞歌起舞。

溜覽秀麗的景色。西德的公路網極具效率，廣佈國內各大城市。（有些公路甚至沒有車速限制呢！）

此外，德國航空公司又在各大城市之間提供有效率的空運服務，在繁忙時間內，若干航綫甚至每小時均有飛機起飛。

由於德國有這麼多旅遊勝地，很

多旅遊路綫均經制定於地圖上，例如德國阿卑爾斯山道、羅曼蒂克大道、阿卑爾斯山至波羅的海的德國度假道、多瑙道及德國童話道以至格利姆兄弟道等。

鐵路方面，西德鐵路局提供跨越全國各地的特快火車，附設有膳食服務與就寢車廂。西德鐵路局並以特惠

票價，全年提供市內遊覽團；青少年、年長市民及集體旅遊人士更可獲進一步特惠優待。

西德當局已經盡量減少亞洲遊客到該國旅遊所需辦理的手續。香港旅客須申請入境簽證，惟一般只需兩個工作日即可辦妥。

除了商辦的旅行社外，德國旅遊局負起促進外國人士到德國旅遊的使命。該局於西德國外設有十六個辦事處，其中十一個設在歐洲。該局並與德航取得合作協議，通過德航辦事處設立該局在香港及東南區代辦處。

德國旅遊局的東南亞區辦事處位於香港德輔道中七十一號聯邦大廈廿七樓德國航空公司。（電話：五一二一四二七五）。該局可以提供到德國旅遊的詳情，並印有一份資料小冊備閱。 □



德國航空公司 客運貨運俱增

香港的國泰航空公司表示，繼開辦香港至倫敦的客運航綫後，該公司有興趣開辦香港至西德及其他歐洲城市的客運服務。

德國航空公司的遠東及澳大利亞區總經理高茲先生表示，如果此事能夠實現的話，德航會十分歡迎。

他說：「我們與國泰航空公司一向都有良好的合作關係。如果像國泰這般有水準的航空公司開辦上述航綫，我想會促進港德之間的客運。」

他表示最近德航與國泰合營負起貨運服務，證實對兩家航空公司均有好處。就以德航來說，該公司比以前取得更多貨運機會。同時從包租性質轉為開辦定期的貨運服務，從而促進了貿易。

德航每星期有六班客機及兩班貨機飛香港。國泰航空公司在合營協議下，辦有兩班貨機經法蘭克福飛倫敦。

每部飛機載貨一百噸，紡織品比其他貨物的數量為多。其他貨物大部份為

電氣與電子產品、視覺儀器、手錶等。為何德航跟國泰而不是其他航空公司（如英航）合作呢？



高茲先生表示英航與德航是在競爭而不是相輔相承的地位上。國泰的服務網由於遍佈遠東區，所以能夠補足德航的服務。

高氏認為航運業除了受到經濟衰退

影響外，服務供過於求亦對該業造成打擊。德航是世界上少數能夠維持不虧蝕的航空公司之一。一九八二年首六個月的盈利逾一億五千萬西德馬克。

高氏負責的區域由巴基斯坦東面一直至國際子午綫。他表示這個區域囊括了全球一半人口，而且具有龐大的潛力。

德航在客運及貨運服務上的最高增長率是飛遠東的航綫。雖然經濟衰退，同時短途的旅遊人數下降4%，不過西德至遠東的客貨運在一九八二年的首六個月內增長了15%，遠東飛西德的客貨運則增長了11%。

由於大型噴射機不可能單靠商業旅客填滿乘客座位，因此德航於兩年前開始為度假人士提供特廉機位。現時其乘客之中有四成是商家，其餘大部份則為旅行團乘客。如此一來，有助德航維持足夠的班機次數，而且不須加重商業旅客的機票負擔。

高氏表示香港與德航均以消費高的旅客為爭取對象。因此，德航致力為乘客服務，盡量使乘客感到舒適，例如推出睡覺機位，將商業旅客的座位改裝得更寬、更大，並計劃開辦更多中途只停留一站的航綫來往法蘭克福。

德航為西德國內十個機場服務，同時航綫遍佈世界各地。為了擴大國內服務，德航包租了三列特快火車，每小時可行走二百千米。火車由法蘭克福開出，沿萊茵河畔，經波恩、科倫與杜塞道夫，全程需二小時。沿途風景秀麗，令人心曠神怡。

高氏表示經營火車廉宜得多，座位負載因素達25%即無虧蝕之虞。 □



雖然世界經濟不景，但是參加柏林商品展會的三十三間本港公司，在別具風格的香港總商會場館展出本港產品，大受買家歡迎，接獲多宗訂單，總值達三百萬港元，尚有價值一千一百萬港元的訂單在洽商中。

總商會代表香港參展已是第十六次，負責籌組參展事宜的總商會貿易部高級經理陳煥榮先生匯報，雖然經濟衰退引致參觀者減少，但是香港展館仍吸引超過二百宗諮詢。

最受歡迎的港製產品包括襯衣、內衣、外衣、旅行袋、皮製品、塑膠鏡盒與人造首飾等。

此乃第二十屆「攜手邁進」海外入口產品展會，於九月八日至十二日假西德柏林舉行，共有來自六十一個國家約一千二百間商號參加。

香港展館佔地三百五十平方米，位置接近展會入口，屬最矚目展館之一。不少重要買家，包括歐洲各大百貨公司代表亦有到香港展館參觀。

陳氏表示大多數歐洲商家認為市場將於明年上半年有起色，而事實顯示，若干進口商正開始向港商訂貨以添補貨品。 □

香港參與柏林商展



柏林商品展會內本會所設之香港場館，設計新式，展品擺設引人入勝。



陳煥榮先生引領柏林經濟及運輸部參議員參觀香港展館。



陳氏出席西德政府為參展商而設的招待會，會見西德總統時攝。

張黃荔韶特寫



早年隨家人從中國大陸移居香港，不斷的驅策自己求取進步，再加上長時期接受天主教的教義，使張黃荔韶成為幹勁十足的一個人。

張黃荔韶是興宇金屬製品廠有限公司的執行董事，負責國際貿易。該公司在大埔工業邨設有一間極其整潔的嶄新工廠，專造汽車廢氣系統，出口美國與歐洲。工廠在每日九小時的工作時間內可生產五千部件。

同類的工廠在香港只有興宇一間，在全世界而言也是寥寥可數，專為汽車修理廠供應汽車廢氣系統，以更換燒壞

了的原有系統。

興宇是張黃荔韶的丈夫張孟豪一手策劃的。張先生是該廠的常務董事。他繼承父業，更運用自己在美國學得的科學與工業工程知識，把父親原先在深水埗所設的金屬製品廠發揚光大，提高工廠的技術水平。

張太便是她丈夫的得力助手。她本身已經要照顧一家四口，卻堅持不僱用傭人，所以家事與公事兼顧，確是忙得不可交加。她回想說，她曾把家中打字機裝上減聲器，以免吵醒孩子，又為了向工業邨公司呈交申請書，在夜闌人靜之時，還要把丈夫草擬的設廠計劃打好。

「有些廠戶聘用顧問公司代他們申請，我們則親力親為，」張太顯得很滿足，同時對張先生深表仰慕，不過張太亦相信祈禱的力量。她承認曾祈求天主的幫助。

她說：「我們並沒有混騙，天主有很多方法加以分辨的。我相信我們得到祂的眷顧。」她為興宇尋求訂單時，仍然根據她的宗教信條行事。

充滿慈愛、態度虔誠的張太說：「對我來說這個世界並沒有壞人。每個人

都願意幫助別人。就是這種信念使我結識到很多新知舊雨。」

張太表示自己並不似是商業女性。她在芝加哥的西北大學主修新聞學。在此之前她在威斯康辛州密爾瓦基一所大學主修音樂教育及禮拜儀式音樂。

在美國七年後她回到香港，兼職教授音樂、宗教、電視製作與廣播節目的插播。又以筆名為多份中文報章撰寫專欄。與此同時還在興宇協助打點一切。

她表示最初想成為新聞從業員，因為她喜歡發掘前所未知的事物。她強烈的求知慾可追溯至她童年的早期。她是在一九四九年隨父母由廣西南寧來港的。她的先父畢業自史丹福大學，後任廣西副省長，不過來到香港時卻身無分文，舉家住在石硤尾的一間石屋，跟其他很多人一樣，要在艱苦中奮鬥。黃先生埋頭苦幹，後來在文萊出任助理教育司。

張黃荔韶自八歲開始便勤奮向學，在香港讀中學及在美國讀大學都取得獎學金。她說那些獎學金是她藉以接受教育的唯一機會呢。

在艱苦中求學的張黃荔韶表示，她在校一向的成績都是甲等的，記憶中只有

一次例外，那是她初到密爾瓦基攻讀大學的時候：舍監巡視宿舍時扣她的分，因為她沒有把洗手盆清潔妥當。

現時她的家人卻埋怨她的潔癖差點把他們都逼瘋了。工廠方面亦同樣一塵不染。不錯，她把鑊的裏外都擦得光光亮亮。她相信潔淨只是僅次於神聖。

張黃荔韶初到密爾瓦基時英語說得不大好。她每晚都勤加修習直至修女要鎖上班房門為止，但她仍然在宿舍苦讀至午夜。

她亦不懂得看樂譜或彈奏音樂，不過每日六小時苦練鋼琴使情形改變過來。她對拉丁語文缺乏認識亦妨礙了她對禮拜儀式音樂的欣賞能力。幸而教宗容許拉丁語文由當地語文取代，問題便迎刃而解。

在芝加哥的時候，張黃荔韶利用空餘時間在唐人街協助天主教瑪利諾傳道會從事社會工作。她就是在教會裏邂逅當時在美國攻讀工業工程學的張先生。他們在婚姻註冊署註冊結婚，然後雙雙於一九六七年返港，在教堂補行婚禮及擺設婚宴。

張太太帶著開玩笑的口語說，嫁了一名商家，使她跌落了「商業陷阱」。現時她在深夜有一半時間要跟海外商家通電話、拍發電報與打信等。她跟與宇最主要的客戶聯絡，其中不少已成爲私交。

她認爲她的新聞寫作訓練加強了她的獨立性格。她說：「我不喜歡妥協，不過我知道在商場上，懂得妥協是很重要的。」

她認爲她所受的訓練，在查察及盡

量減少繁瑣公事程序的時候大派用場。舉例說，她經常在廠內「巡察」，以找出員工在工作上遭遇甚麼問題。同時若須求助於高層人士，她也不甘後人。

她說她得到商業署的准許，若與宇職員在申請簽證及出口證時發覺有更改資料的需要，可使用該處的打字機與電話。

張太太於兩年前已沒有爲本地報章撰寫專欄了，不過她說那份工作很有價值，專欄所寫及的多方面話題都很快獲得反應。

正因爲撰寫專欄須發掘很多事物，使她發覺到工人有很多合理的不滿情緒卻不知怎樣平伏，而僱主則從沒有試圖加以援手。由於她明白工人的困難，所以能夠體恤他們、從旁協助。 □

簡報滙編

瑞士出口指南

瑞士出口指南的第十四版（一九八三至八五年度）業已出版。該指南收集的資料包括四千二百間出口公司、六千種出口產品與服務、二千個商標（一部份爲原有商標的複印品）、以及瑞士貿易發展辦事處的二千一百間會員詳情。

該指南的內容乃根據向瑞士出口商進口調查所得結果而寫成。調查明確顯示，自該指南的一九七八年版面世以來，已有不少變遷，例如有新出口公司成立，而部份舊公司在海外則已停止業務。

索引上列出製造商約一千種特別產品。此外，書中並附有免費詢問咭，以供特別需要之用。無論買家想購買甚麼產品，只要是在瑞士製造，瑞士貿易發展辦事處都會爲買家找得到。

該指南有九百頁，以四種文字寫成（英、法、德、西班牙）。各瑞士大使館、領事館、商會及蘇黎世與洛桑的瑞士貿易發展辦事處皆備，以供閱覽。

若想購閱，價錢爲廿二英鎊（卅八美元或同等幣值），連郵費。

文件保密服務

一個文件保密服務中心最近在香港開業。該中心提供的文件貯存服務廉價而安全，且有空氣調節、索引設施及顧客閱讀室。此外，該中心並與敦豪國際有限公司合作，通過敦豪現有的文件交換服務，向顧客提供快速的收取文件服務。收取及貯存文件的各個過程皆受到操控，以確保文件不會損毀遺失或資料外泄。

該文件保密中心更計劃設立一個縮影室，以及擴展至提供小型集裝箱，以存放辦公室與家居物品。



本會主席馬登先生陪同英國首相戴卓爾夫人出席由本會、中華廠商會及工業總會聯合爲戴卓爾夫人舉行之午宴。該午宴於九月廿七日假文華酒店舉行。圖中在戴卓爾夫人背後者爲中華廠商會會長倪少傑先生，戴卓爾夫人左邊者爲文華酒店總經理。



戴卓爾夫人與本會主席馬登先生（右）、廠商會會長倪少傑先生（左）及工業總會主席唐翔千先生合攝。



威斯敏斯特市商會最近派遣訪問團來港，圖為該團秘書到訪本會執行董事麥理覺先生。

該服務中心位於葵芳地鐵站對面新建的鍾意中心。欲知詳情，可致電：零一二八二二一一內線三〇一。

亞洲區訓練及發展組織會議

香港訓練及發展學會將於十一月三十一日至十二月三日主辦第九屆亞洲區訓練及發展組織會議。

該會成立於一九八〇年，乃一訓練專業人士之非牟利機構。超過二百名工商界及香港政府的訓練經理與主任為會員。該會目的為提高香港的訓練知識與專業程度，而今次會議的主題為：「人力發展——科技的交流」。

屆時將有四百名來自亞太區的代表出席會議，會上將有四十多位國際及本地專家就最新發展發表報告。

會議舉行地點為香格里拉酒店。有意訂座者請電三一三八六一一一。

工業學院謀求安排畢業生出路

觀塘工業學院紡織工業系主任溫永泰先生籲請各廠商僱用該學院之針織衣物製造文憑及針織設備保養技工課程畢業生。倘有垂詢，可致電三一四一四三三一，內線廿四，與溫先生聯絡。觀塘工業學院位於觀塘曉明街廿五號。 □



邱德根先生代表本會於九月廿七日在麗閣邨舉行的「好市民獎」頒獎典禮上頒發予五十九位好市民。圖為其中一位好市民領獎時攝。



本會行政部助理董事葛立科先生（英國工業聯合會香港代表）與（左起）英工業聯合會獎學金委員會秘書賈仕道先生及曾獲該獎學金之三位工程師湯煥銘先生、彭翰華先生及邵冠開先生合攝。該三位獎學金得主於九月廿二日出席本會假會議廳舉行之記者招待會，講述他們接受英工聯合會獎學金後的得益，三位皆表示從英工聯合會的在職訓練計劃中獲得寶貴經驗。今年該獎學金已接受申請，將有更多香港工程師受惠。



本會主席紐壁堅先生於九月廿七日款待駐港中國機構酒會上致詞，歡迎來自七十多家駐港中國機構的一百六十多名代表。與紐壁堅先生在一起的，還有本會轄下中國委員會主席呂雅士先生、副主席羅素先生及本會執行董事麥理覺先生。



漢華實業銀行總裁莊道偉先生十月八日出席本會與美國商會合辦之午餐會，向兩個商會的三百名會員講述美國經濟，並談及其銀行對香港充滿信心，將會繼續在港投資。本會副主席唐驥千先生向在座者介紹莊道偉先生。

嘉獎僱員 出色表現

富格林金幣更得體

超卓能幹、忠心不懈的僱員對公司或機構來說，價值珍貴，媲美黃金；要表揚他們的服務，富格林金幣是最明智得體的選擇。

富格林金幣是世界上擁有黃金的最佳方式，世界通行，以長線言，比現金更經得起通貨膨脹的考驗，而且備有四種重量，切合不同用途需要；用以嘉獎僱員，既有紀念價值，更有深長意義，是現金花紅所難比擬。

實行僱員獎勵計劃，最明智得體的方式就是：賞以富格林金幣。

欲諮詢詳細資料，請填妥下列表格寄回：香港中環亞細亞行1104室，國際黃金有限公司。

姓名：_____ 職位：_____

公司名稱：_____

公司地址：_____



1/20安士 1/10安士 1/4安士 1/2安士

富格林金幣

世上投資黃金的最佳方式

富格林金幣現於下列地點發售：東亞銀行，東京銀行，法國東方滙理銀行，栢克萊國際銀行，渣打銀行各主要分行，浙江第一銀行，周生生珠寶金行有限公司，周大福珠寶金行，得期派萊遠東/得期澳門有限公司，歐亞銀行，滙業集團公司，恒生銀行，香港華人銀行，香港工商銀行，康年銀行，日本信用保證財務，佳富金融投資(集團)，景福珠寶金行，廣安銀行，廖創興銀行，恒寶珠寶，海外信託銀行，豪詠投資，上海商業銀行，新鴻基金業公司，友聯銀行，永亨銀行，永隆銀行，永安銀行，永安公司。



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