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卓青社越南訪問團

January 2024

HKGCC: The Voice of Business in Hong Kong

bulletin

工商



2024:
ENTER THE
WOOD DRAGON
喜迎木龍

MEET SIMON MURRAY
與馬世民會面

HK\$40 RMB45



Hong Kong General Chamber of Commerce
香港總商會 1861

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Hong Kong General Chamber of Commerce
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WE WISH YOU ALL THE BEST FOR

2024

HAPPY NEW YEAR



Paving the Way for Prosperity

As Hong Kong's new District Council members take office, we must all come together to work for the greater good of the community



Photo: info.gov.hk

The District Council Election on 10 December was of great significance to Hong Kong, as it was the first large-scale, territory-wide election to be held after the District Councils were reformed. It served as a crucial watershed in improving the structure of district governance and public services while strengthening social development.

The Chamber was pleased to note that over 1.19 million registered electors cast their votes in the election. Greatly revamped and improved, the District Council election system has produced qualified and competent members to contribute to the smooth running and well-being of the districts. The Government has appointed 179 persons who are expected to enhance the advisory and service functions of the district councils. The registration of 27 incumbent Chairmen of Rural Committees as ex officio members has also been confirmed as valid in accordance with the District Councils Ordinance.

As Chief Executive John Lee pointed out, now that the election is behind us, it is time to highlight the constructive outcome and focus on problem-solving and engaging with the community. To that end, the revamped municipal-level bodies will prioritize livelihood issues and various district matters. The elected members will also be readily accessible to the residents and look after their interests.

The Government has said that the performance of all the new District Councillors will be

monitored, unlike those elected during the 2019 elections. The new monitoring mechanism that has been introduced will allow citizens to keep tabs on the performance of the councillors during their terms in office. This will ensure that all the elected members provide high-quality services to citizens.

It is very encouraging to note that the new system has seen the appointment of members who hail from a range of sectors, professions and all walks of life. Significantly, the number of representatives from ethnic minority groups has also increased, helping the Government to deliver services to minority communities. This will lead to more resonant connections with the districts while catering to the diverse demographic for which Hong Kong is known.

I have full confidence that the newly elected councillors, who started their four-year term on 1 January, will firmly have a finger on the pulse of their districts and spare no effort in serving the people of Hong Kong.

As the Government strives to provide services that better address the needs of its people and streamline district-level governance, we must all do our part by working together to maintain the long-term prosperity and stability of Hong Kong, and inject new impetus into economic recovery.

Betty Yuen
阮蘇少湄
chairman@chamber.org.hk

為未來繁榮鋪路

隨着香港新一屆區議員上任，我們必須同心協力，共建更美好社區

在12月10日舉行的區議會選舉是重塑區議會後的首場全港性大型選舉，標誌着完善地區治理和公共服務架構的重要分水嶺，有助促進社會發展，對香港意義重大。

總商會欣見有超過119萬名登記選民在選舉中投票。區議會選舉制度經大幅改革和完善後，成功產生多名合資格、有才幹的區議員，為地區運作和福祉作出貢獻。此外，政府已委任179名議員，以提升區議會的諮詢和服務功能；而27位現任鄉事委員會主席亦已根據《區議會條例》確認有效登記為區議會當然議員。

行政長官李家超在選舉結束後指出，現在是時候積極建設社區，專注解決問題，與市民互動。為此，完善後的區議會將以民生和地區事務為依歸，當選的區議員亦樂意接觸居民，並照顧地區利益。

政府表示，有別於在2019年當選的區議員，新一屆區議員的表現將受到新設立的履職監察機制監察，確保他們任內履職盡責，為市民提供優質服務。

在新區議會制度下，委任議員來自廣泛社會階層、界別和專業，令人鼓舞。值得注意的是，少數族裔的代表亦有所增加，有助政府推展少數族裔服務。這將促進區議會與社區的緊密聯繫，並滿足本港多元共融社會的需要。

新一屆區議員已於1月1日履新，開展四年任期，我深信，他們將充分掌握社區脈搏，竭誠服務香港市民。

隨着政府致力提供更切合市民所需的服務和加強地區治理，我們必須同心協力，維持香港長遠的繁榮穩定，並為經濟復蘇注入新動力。

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Chairman: Betty Yuen
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Editor: Christine Iyer
Translated By: Rachel Shum, Monica Cheuk,
Jonathan Man
Graphic Design: Andy Wong, Fish Chan

Editorial Enquiries: Christine Iyer
Tel: 2823 1210
Email: christine@chamber.org.hk

Advertising: HKGCC Bulletin
Tel: 2823 1282 Fax: 2821 9582
Email: adv@chamber.org.hk

The Chamber is apolitical.
Any advertisement of a political nature does not necessarily imply endorsement by the Chamber

Published By:
The Hong Kong General Chamber of Commerce
22/F United Centre, 95 Queensway, Hong Kong
Tel: 2529 9229 Fax: 2527 9843
www.chamber.org.hk

Printed By: OMAC Production House Ltd
21/F Kiu Yin Commercial Building,
361-363 Lockhart Road, Wanchai, Hong Kong
Tel: 2893 0944 Fax: 2832 7903
Email: info@omac.com.hk

主席：阮蘇少涓
常務副主席：陳瑞娟
副主席：白德利 李澤鈺 吳宗權
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設計：黃惠強 陳海榆

編輯查詢：顧善婷
電話：2823 1210
電郵：christine@chamber.org.hk

廣告：HKGCC Bulletin
電話：2823 1282 圖文傳真：2821 9582
電郵：adv@chamber.org.hk

本會並非政治組織，任何帶有政治意味的廣告均不代表本會立場。

出版：香港總商會
香港金鐘道統一中心廿二樓
電話：2529 9229
圖文傳真：2527 9843
網址：www.chamber.org.hk

承印：奧瑪製作室有限公司
香港灣仔駱克道361-363號
翹賢商業大廈21字樓
電話：2893 0944
圖文傳真：2832 7903
電郵：info@omac.com.hk

Jan 2024

The opinions expressed in articles in The Bulletin are those of the individual authors and do not necessarily reflect the views of HKGCC.

《工商月刊》刊載的文章內容乃個別作者意見，並不反映香港總商會立場。



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Hong Kong General Chamber of Commerce
香港總商會 1861

The Voice of Business 商界之聲

The Hong Kong General Chamber of Commerce has been representing and safeguarding the interests of business in Hong Kong since 1861.
自1861年起，香港總商會一直代表香港商界，致力捍衛企業的權益。

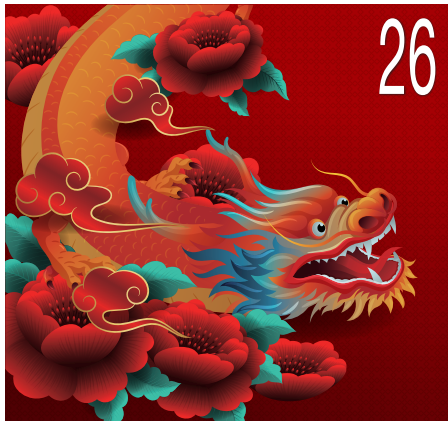




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《工商月刊》以環保信封寄發。這款信封以植物原料製成，成分包括大豆、小麥和粟米等。因此，新包裝除了可重用和防水，更為百分百可分解，符合嚴格的最新歐盟標準。總商會一直致力減少對環境的影響，感謝各位會員一如既往的支持。





Belt & Road: Promising Prospects Ahead

With the Government spearheading global outreach initiatives, we must seize opportunities in emerging belt & road markets



一帶一路 大有可為

政府牽頭舉行商務外訪活動，我們必須把握機遇，拓展「一帶一路」新興市場

中國在 2013 年提出「一帶一路」倡議，十年過去，成果豐碩。放眼未來，中東、東盟這些新興市場充滿潛力，商界及專業服務業當走出去，尋找機遇，開拓商機。

特區政府在去年的《施政報告》提出要拓展全球經貿網絡，推展區域合作，在連接歐美市場的同時，拓展「一帶一路」建設，包括東盟、中東、中亞和非洲等市場。

事實上，今屆政府已先後率團到中東和東盟進行商務考察，與當地大型企業交流。其中，行政長官李家超率領的中東一行促成了兩地簽訂 13 份合作備忘錄和意向書，並就金融、科技、綠色經濟和可持續發展等方面的合作展開討論。

有了政府牽頭開路，我其後亦多次到訪中東。去年 11 月底，我與企業代表及青年領袖出席在阿聯酋迪拜舉行的第 28 屆聯合國氣候變化大會，探討香

港及粵港澳大灣區在發展綠色和可持續金融、創新科技方面的角色。

事實上，在新冠疫情過後，社會復常，國際恢復交流，世界各地亦重新關注全球環境、氣候變化及可持續發展等議題。

根據香港金融管理局的數據，香港綠色債券及綠色貸款已由兩年前的 110 億美元增至超過 800 億美元，可見綠色金融有不少發展空間。

香港作為國際金融中心，可透過區塊鏈技術、金融科技及綠色債券等服務，提供綠色融資平台，為全球邁向碳中和、建立可持續未來出力。

沙特阿拉伯未來投資倡議研究所上月首次在亞洲舉辦 PRIORITY 峰會，並選址香港，香港貿易發展局本月亦舉行亞洲金融論壇；政府已為商界打開中東之門，「一帶一路」大有可為，我期望商界積極探索商機，大展拳腳。

Since China launched the Belt & Road Initiative in 2013, all the effort and work over the past decade has borne fruit. Looking ahead, given the huge potential of emerging markets such as the Middle East and ASEAN, the business community and the professional services sector should reach out and seek opportunities in these regions.

In the 2023 Policy Address, the SAR Government highlighted the importance of expanding Hong Kong's global economic and trade networks as well as promoting regional cooperation. While maintaining close ties with European and American markets, the Government is also expanding its reach to B&R markets including in ASEAN, the Middle East, Central Asia and Africa.

In fact, the current Government has organized business missions to various countries in the Middle East and ASEAN for exchanges with major enterprises there. On a trip to the Middle East led by Chief Executive John Lee, a total of 13 Memorandums of Understanding and letters of intent were signed. There were also discussions on cooperation in areas such as finance, technology, green economy and sustainability.

With the Government taking the lead in such outreach initiatives, I have visited the Middle East several times since then. Last November, I attended the 28th United Nations Climate Change Conference in Dubai, along with representatives of companies as well as youth leaders, to explore the role of Hong Kong and the Greater Bay Area in the development of green and

sustainable finance, innovation and technology.

Indeed, as society returns to normalcy post-pandemic, international exchanges have also resumed. As such, countries around the world have refocused their attention on issues concerning the global environment, climate change and sustainable development.

According to the Hong Kong Monetary Authority, the value of green bonds and green loans issued in Hong Kong surged from US\$11 billion to more than US\$80 billion over the past two years, underscoring the great growth potential of green finance.

As an international financial centre, Hong Kong can serve as a green financing platform by offering services such as blockchain technology, fintech and green bonds. By doing so, we can play our part in contributing to the global effort to achieve carbon neutrality and create a sustainable future.

With Saudi Arabia's Future Investment Initiative (FII) Institute holding its inaugural Asia FII PRIORITY Summit in Hong Kong last month, and the Hong Kong Trade Development Council hosting the Asian Financial Forum this month, the Government is working to help businesses access the Middle East market. In view of the promising prospects that the Belt & Road offers, I hope the business community will proactively explore opportunities in these emerging markets and make big strides.

Jeffrey Lam
林健鋒
jeffrey@jeffreylam.hk



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Going All Out to Chase Growth

Hong Kong must continue to fire on all cylinders amid slower than expected economic recovery in 2024



全力以赴 推動增長

香港經濟復蘇步伐較預期慢，2024年必須繼續竭盡全力

龍年將至，香港仍在竭力提振經濟，力求恢復至疫情前的增長水平。本港在2023年初取消所有防疫限制措施，帶動經濟強勁反彈。不過，外圍逆風在短期內持續遏抑商和消費意欲。

總商會最近進行的「商業前景問卷調查」顯示，港企對明年營業額持審慎樂觀態度——在200家受訪企業當中，37%預計營業額將增加，約20%認為營業額將減少，另有43%預料營業額將大致不變。

面對需求疲弱、國際衝突和利率高企等不明朗因素，總商會預測明年全年經濟實質增長2.9%，低於2023年的3.3%。值得注意的是，是次調查於亞太經合峰會前進行，此後中美關係顯著回暖，營商氣氛或已好轉。

財政司司長陳茂波將於下月公布2024年度《財政預算案》，他表示儘管外圍風險因素難以控制，政府正竭盡全力重振經濟，並已推出多項特別計劃和措施來吸引國際專才和企業。

與此同時，大型企業較憂慮在近年導致勞工市場緊絀的人才流失問題，中小企則尤其關注

通脹問題。這些因素令企業招聘受壓，31%受訪企業計劃增聘員工，較去年的34%減少；近半數表示會維持人手不變，另有11%表示會縮減人手。

香港亦要面對疫後消費習慣和模式的轉變，例如在假期外遊。行政長官李家超繼續推出多管齊下的「開心香港」活動振興經濟後，亦承諾繼續設法鼓勵本地消費。報復式消費熱潮亦見退卻，加上利率高企，預料明年零售銷售增長將會減慢。總商會估計零售銷售將於2024年增長5.3%，較2023年的15.3%大幅回落。

從好的方面看，港企看好大灣區作為經濟引擎的前景。在區內設有業務的受訪公司中，近半數表示會在未來12個月增加在區內投資，高於一年前的34%，另有32%正考慮擴展業務。

隨着政府加緊努力重振經濟，香港在龍年必須繼續全力以赴，發揮作為領先金融中心的既有優勢和韌力，推動經濟增長。

With the Year of the Dragon almost upon us, Hong Kong is still labouring to shore up the economy as it seeks to regain pre-pandemic levels of growth. The removal of all Covid restrictions early in 2023 had an extremely positive effect on the economy, which picked up strongly. But external headwinds have continued to put a dampener on business and consumer sentiment over the short term.

The Chamber's latest Business Forecast Survey showed that Hong Kong firms are cautiously optimistic about their turnover next year – 37% of the 200 companies polled believe it will get better, about 20% expect a decrease, while some 43% forecast it will stay about the same.

In the face of prevailing uncertainties like weak demand, international conflicts and high interest rates, the Chamber expects growth to slow down next year with an estimated rate of 2.9%, down from 3.3% in 2023. However, we must keep in mind that the survey was conducted before the notable warming in China-U.S. relations during the APEC summit, which could buoy up business sentiment.

Financial Secretary Paul Chan, who will reveal his 2024 Budget next month, has said that even though not much can be done to mitigate external risk factors, the Government is pulling out all the stops to regrow the economy by attracting international professionals and companies through special schemes and initiatives.

Meanwhile, bigger firms continue to worry about the brain drain, which has had a crushing effect on the labour market these

past few years, while SMEs are concerned about inflationary issues. Such sentiments have impacted hiring, with 31% of respondents planning to recruit more staff, down from last year's 34%. Nearly half want to maintain their headcount, while 11% plan to reduce their staff numbers.

Hong Kong is also grappling with a paradigm shift in post-pandemic consumer habits, such as travelling abroad during holidays. Chief Executive John Lee has vowed to explore ways to encourage local spending, on the heels of the multi-pronged "Happy Hong Kong" campaign to invigorate the economy. Revenge consumption has also dropped, and coupled with high interest rates, points to slower retail sales growth next year. The Chamber estimates retail sales will grow by 5.3% in 2024, a rather steep drop from the 15.3% growth in 2023.

On the brighter side, Hong Kong enterprises revealed a positive forecast on the economic juggernaut that is the Greater Bay Area. Among respondents already conducting business in the region, nearly half want to increase investment over the next 12 months, up from 34% last year, while 32% are considering expansion.

As the Government doubles down on efforts to revive the economy, Hong Kong must remain fired up in the Year of Dragon, and continue to chase growth with its inherent strength and resilience as a leading financial hub.

Patrick Yeung
楊偉添
ceo@chamber.org.hk

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Simon Murray: Businessman Extraordinaire

馬世民：傳奇商業大亨

In a wide-ranging talk, the tycoon, adventurer and author discussed the future of Hong Kong and shared experiences from his remarkable career

大班、探險家兼作家出席講座，探討香港未來發展等廣泛議題，
並分享非凡的事業發展歷程

Insightful, fascinating and lively, Simon Murray's talk last month was a fitting kick-off for the Chamber's inaugural "CEO 123 Tell Me More Series."

The legendary businessman, author and adventurer spoke to a full house at the Chamber on 4 December, sharing his views on topics ranging from the future of Hong Kong to the threat of climate change.

"I am so happy to see so many of you here today," he began, eliciting laughs when he explained this was how a former British minister inadvertently addressed inmates during a prison visit.

An Extraordinary Career

Murray's life has an excitingly uncharted feel to it, which he documents in his new book, *Nobody Will*

Shoot You If You Make Them Laugh: One Man's Journey Through The Mountains and Valleys of Life.

At the Chamber he regaled the audience with anecdotes from his chequered life, from peeling potatoes aboard a ship from Rotterdam to Argentina, to working in an iron foundry on the princely wage of one pound a day, and fighting in the Algerian War during five years as a French Legionnaire.

He also spent more than four decades as a successful businessman in Asia. Murray moved to Hong Kong in 1965, when he joined the Jardine Matheson Group, overseeing its engineering business and trading operations. Between 1984 and 1993, he became Group Managing Director of Hutchison Whampoa, the flagship company of Asia's biggest businessman Li Ka-Shing. He also pioneered





the group's entry into the mobile telecommunication business and negotiated the rights to develop Orange, a leading European PCN network.

Later, as Executive Chairman Asia Pacific for the Deutsche Bank Group, he supervised operations in 17 countries. He is also the founder and Executive Chairman of GEMS, an investment company in Asia. Now 84, he is a director of a number of companies including Cheung Kong Holdings and Compagnie Financiere Richemont SA.

But it hasn't been only about multibillion dollar corporate deals. At the age of 60, when one usually contemplates hanging up one's hat, Murray ran the Marathon des Sables, a 242km race across the unforgiving Moroccan desert. A few years later, he embarked on a

1,200km trek to the South Pole and made it into the Guinness Book of Records as the oldest man to do so unsupported.

Future of Hong Kong

Discussing what is in store for Hong Kong post-2047, Murray said he was very optimistic about the future, especially as China is committed to opening up.

"I believe China strongly supports Hong Kong, and wants Hong Kong to work towards integration and be loyal, as a part of the country," said Murray.

He also highlighted Hong Kong's position as a hub for trade and investment, making it a lynchpin in China's overall development under the "one country, two systems" principle.



Simon Murray documents his extraordinary life in his new book, *Nobody Will Shoot You If You Make Them Laugh: One Man's Journey Through The Mountains And Valleys of Life*.

馬世民在新書《幽默待人 免挨子彈：跨越人生的高山低谷》中將非凡人生歷程娓娓道來。



To celebrate the 50th anniversary of the Good Citizen Award (GCA), I would like to take this opportunity to seek your help in ensuring that this very important and meaningful award continues for many more years by making a donation to the GCA Fund.

The Chamber is very proud to have sponsored the GCA since its inception in 1973, in conjunction with the Hong Kong Police and the Fight Crime Committee. The award really does change lives.

Over the years, **over 4,500** members of the public have been presented with a Good Citizen Award and a cheque in recognition of their bravery. These donations are from you, our members – you are the reason the award has been made possible for so many years. As previous donations are nearly exhausted, we need your support to ensure that Hong Kong remains one of the safest cities in the world.

By donating HK\$500 or above, you will receive HK\$400 worth of dining vouchers as gifts of appreciation (500 sets available), comprising:

- **The Tiffany Blue Box Café Hong Kong – HK\$200 Dining Voucher**
(sponsored by The Tiffany Blue Box Café Hong Kong)
- **The Fullerton Ocean Park Hotel Hong Kong – HK\$100 Dining Voucher**
(sponsored by Sino Group)
- **Hong Kong Gold Coast Hotel – HK\$100 Dining Voucher**
(sponsored by Ng Teng Fong Charitable Foundation)

We truly hope you will show your support for Hong Kong's brave citizens, who do the right thing and keep us all safe. Thank you for caring about this important award.

Making a donation is simple and quick, so please show your support for Hong Kong's Good Citizens via this link:

chamber.org.hk/gca2023

Scan the QR code below or simply PayMe. Your generosity will ensure that our good citizens will continue to be rewarded for their civic-minded actions and that Hong Kong remains a safe place to do business and for families to live.

If you have enquiries, please contact
Mr Jonathan Man

Email: jonathan@chamber.org.hk

Tel: 2823 1229



Donation Form



You may be interested to know the story of the youngest award winner in 1974, 6-year-old Fung Man-chung, pictured here with Lydia Shum, affectionately called "Fei Fei" by Hongkongers. Fung received the award after paving the way for the Police to arrest his kidnappers, and was inspired to become a policeman after graduating.

Other inspiring stories include:

Winner of the Good Citizen of the Year 2021

While on patrol as a building supervisor on three occasions between December 2020 and June 2021, Yeung Sui-lin detected cases of residents who were at risk of death in their flats if not rescued promptly. She made a report to the police immediately, and in doing so saved their lives.



“By going a step further, we can save one more life,” said Ms Yeung. “I hope everyone will continue to care for our community and pass on the spirit of mutual help and caring to the next generation.”

Winner of the Good Citizen Award 2022

In November 2021, Oscar Cheng saw a security guard chasing a man in a shopping mall. Joining the chase, he managed to subdue the suspected shoplifter and reported the case to the police.



“Be a model citizen with Hong Kong in mind,” said Mr Cheng. “Work together to ensure the stability of our city. Go hand in hand for a prosperous future.”

"Hong Kong is also a terrific bridge between the East and West, especially as a historical port of trade with the rest of the world. 'When goods don't cross frontiers, armies will,'" said Murray, quoting Frédéric Bastiat. "Trade is important for peace."

As a financial centre with a strong international reputation, Hong Kong has always been strategic to the growth of the nation. "Hong Kong is a gateway to China and especially the Greater Bay Area, which is home to 86 million people," he said, adding that business would keep pouring into Hong Kong as it works to further burnish its standing as a competitive world city.

"When I first arrived in Hong Kong, the city used to receive 500,000 tourists a year. Today, it welcomes 51 million visitors annually. Take hotels like the Mandarin Oriental – it ranks among the biggest names in the hospitality sector around the globe. This is Hong Kong! And I believe Hong Kong will be fine," he stated to a round of applause.

U.S-Sino Relations

Sharing his views on the relationship between the United States and China, Murray said he was of the opinion that relations between the world's two biggest economies would get warmer in time.

He underlined his point by quoting from a speech made by a high-ranking Chinese official at the American Asiatic Association: "It has been a great pleasure to watch the progress of the AAA in helping to bring our two nations closer together, and I can say today



that America is beginning to really understand China, and China has a much better understanding of America. We must use our growing friendship to ensure this mutual understanding continues to the benefit of us all."

He then revealed to the surprised audience the year in which the address was made – 1910, some 113 years ago.

"China is patient," said Murray, adding that the country had always advocated for cooperation and stronger ties with the U.S. He also pointed out that President Xi Jinping has said China and the United States can enjoy cooperation while respecting each other's ways.

The Threat of Climate Change

Murray is a proponent of nuclear energy as the future of clean energy, as it does not produce carbon emissions or noxious greenhouse gases through its operation.

"The population of the world in 1950 was about 2 billion. Today, the population is 8 billion. In 30 years, it is estimated to be over 9 billion – and that is quite a lot of demand for energy. Where is that energy going to come from? The answer, according to me, is nuclear."

Quoting statistics from the International Energy Authority, he explained that converting a third of the oil used today into renewables would be equivalent to building 4.2 billion solar roofs or 3 million windmills over 50 years.

"These are sobering numbers, and that's what we are faced with going forward," said Murray. "We have a lot to think about. In my opinion, I believe the future is going to be nuclear – 40% of our energy baseload will be nuclear, 25% renewables, 10% coal, 15% oil, and around 10% gas."

He also discussed the hot-button issue of the world's melting polar

“Hong Kong is a gateway to China and especially the Greater Bay Area, which is home to 86 million people. Business will keep pouring into Hong Kong as it works to further burnish its standing as a competitive world city.”

CEO 123 Tell Me More Series

Cleopatra—from Lotus to Bauhinia

Our next speaker in this series will be **Sarah Abdelrahman**, an Egyptian global citizen with a zest for the vibrant tapestry of cultures and civilizations. She is a devoted mother of two teenagers, a diplomat's wife, and an avid culture enthusiast – all while working remotely for over 18 years.

Date: 10 January 2024

Time: 12:30-14:00

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caps, with 750 billion tons of ice disappearing each year due to global warming.

“This results in rising sea levels, which pose a direct threat to coastal life in countries around the world,” said Murray. “Nearly 150 million people will be displaced 20 years from today if something is not done about it.”

Carving a Path in the World

Responding to a request for advice to students who are about to graduate and embark on their careers, Murray said: “Do not follow where the path may lead. Go instead where there is no path, and leave a trail.”

“When I was 14 or 15, I read *The Social Contract* by Jean-Jacques Rousseau. The first line says, ‘Man is born free and everywhere he is in chains.’ It made an impression on me back then,” said Murray. “But now that I am older, I realize we are not born free, but born into a box, which is the circumstances of our birth.”

He explained that having realized what the circumstances are, the objective is to get out, and forge one's path to success.

“I went to boarding school. My parents were divorced when I was two months old. I never saw my father until I was 27,” said Murray. “My advice, therefore, is to get off the path and find your space. And in that space, you will find yourself, and that is the beginning of freedom to do what you want,” he said.



馬世民上月蒞臨總商會發表見解獨到、引人入勝的演說，為本會舉辦的全新「CEO 123 Tell Me More系列」活動揭開序幕。

這位傳奇商家、作家兼探險家於12月4日應邀到總商會擔任演講嘉賓，就香港未來發展以至氣候變化的威脅等議題分享見解，全場座無虛席。

「我很高興今天看到大家聚首一堂。」這是他的開場白，他隨即解釋，一位英國前首相曾在巡視監獄期間一時口快失言，以這句話向囚犯問好，引來哄堂大笑。

非凡事業

馬世民的人生充滿刺激變化，他在新書《幽默待人 免挨子彈：跨越人生的

高山低谷》中將大半生的經歷娓娓道來。

他亦在總商會與會員分享段段曲折離奇的軼事——他曾在鹿特丹前往阿根廷的船上削薯皮，於鑄鐵廠賺取每天一英鎊的優厚薪金，並加入法國外籍兵團服役五年，期間參與了阿爾及利亞戰爭。

他亦在亞洲從商逾40載，成就不凡。馬世民於1965年移居香港後，在怡和洋行負責管理工程業務和貿易運作。在1984至1993年期間，他加入亞洲商業巨擘李嘉誠的旗艦公司和記黃埔，擔任集團董事總經理，並帶領集團進軍流動電訊業務，獲得領先歐洲個人通訊網絡Orange的發展權。

其後，他出任德意志銀行集團亞太區行政總裁，監督17個國家的業務運

作。此外，他亦是亞洲投資公司GEMS的創辦人及主席。馬世民已屆84歲，現為長江企業控股和歷峯集團等多家公司的董事。

不過，他的成就遠不止於價值數十億元的商業交易。一般人到60歲便會考慮退休，馬世民卻選擇在摩洛哥穿越嚴酷的沙漠，完成了全長242公里的撒哈拉沙漠馬拉松。數年後，他徒步1,200公里抵達南極，成為完成此創舉的最年長《健力士世界紀錄》保持者。

香港未來發展

談及香港在2047年之後的發展，馬世民表示中國正致力推進對外開放，故他對未來十分樂觀。



他說：「中國大力支持香港發展，並希望香港作為國家的一部分，能積極融合國家發展大局，忠誠服務國家。」

「香港是通往中國和大灣區的門戶，而區內人口高達8,600萬，市場潛力龐大。隨着香港進一步提升競爭力，鞏固國際都會的角色，世界各地的企業將繼續落戶香港。」

他亦強調香港作為貿易和投資中心，在「一國兩制」下是國家整體發展的重要組成部分。

馬世民說：「香港既是貫通東西的橋樑，亦是歷史悠久、聯通世界各地的貿易港口。他又引用經濟學家Frédéric Bastiat的名言：「當貨物不過境，軍隊就會過境」，指出國際貿易對促進和平十分重要。

香港作為享譽國際的金融中心，對國家發展一直起着關鍵作用。「香港是通往中國和大灣區的門戶，而區內人口高達8,600萬，市場潛力龐大。」他

補充，隨着香港進一步提升競爭力，鞏固國際都會的角色，世界各地的企業將繼續落戶香港。

他說：「我初來港時，香港每年接待50萬名遊客，現時有關數字已達到5,100萬人；文華東方等酒店亦成為國際酒店業的頂尖品牌。這就是香港！因此，我認為香港前途一片光明。」全場聽眾對此報以熱烈的掌聲。

中美關係

馬世民又分享對美中關係的看法，認為全球兩大經濟體之間的關係將逐步回暖。

他引述一位中國高官向美國亞洲協會發表的評論：「很高興看到美國亞洲協會的工作取得進展，協助把兩國拉得更近，可以說，美國現在開始真正了解中國，中國亦對美國有了更深入的了解。隨着兩國的友誼不斷增長，我們必須確保這種相互了解的關係得以延續，實現互利共贏。」

接着，他向與會者表示上述評論的發表年份為1910年，即大概113年前，令全場為之驚訝。





「中國很有耐心。」馬世民補充，中國一直提倡與美國合作，加強聯繫。他亦指出，國家主席習近平表示中國與美國可以互相合作，同時尊重對方的做法。

氣候變化的威脅

馬世民認為核能是清潔能源的未來發展方向，因其不會在使用過程中產生碳排放或有害的溫室氣體。

他說：「在1950年，全球人口為20億；如今是80億；在未來30年內，預計將達到90億人以上，這將帶來龐大的能源需求。這些能源將從何來？我相信，答案就是核能。」

他引述國際能源署的統計數據加以解釋——若把現時三分之一的石油使用量轉化成可再生能源設施，等同在未來50年興建42億塊太陽能光伏板或300萬座風車。

「這些數字發人深省，同時亦指明了未來發展方向。」馬世民說：「有很多事情要考慮。我個人認為，核電將成為主流能源——基本負載電力有40%來自核能，25%來自可再生能源，而

煤、石油和天然氣分別佔10%、15%及10%左右。」

他亦探討全球熱話，指出全球暖化導致南北兩極每年有7,500億噸的冰蓋融化。

他解釋：「這造成海平面上升，對世界各國的沿岸地區構成直接威脅。若不採取行動，未來20年將有近1.5億人流離失所。」

開拓新路

被問到對即將畢業投身社會的學生有何勉勵，馬世民說：「別沿路往前走，要開拓自己的道路，留下腳印。」

他說：「在我14、15歲時，讀了盧梭的《社會契約論》，書中開首一句是：『人生而自由，卻無往不在枷鎖之中』，令我印象深刻。但隨着年紀漸長，我意識到我們並非生而自由，而是生來就在一個箱子中，也就是我們出生的情境。」

他解釋，當人了解自己的處境後，就會渴望走出這個箱子，闖出自己的成功路。

馬世民說：「我小時候在寄宿學校生活；在兩個月大時父母離異，要到27歲，我才第一次見到父親。所以我鼓勵青年人別走舊路，要追尋自己的一片天，找到真我，才能得到自由，做自己想做的事。」

CEO 123 Tell Me More系列

埃及艷后：從蓮花到洋紫荊

本系列講座的下一位講者是Sarah Abdelrahman。她是一位埃及裔國際公民，熱衷於研究不同文化與文明。Abdelrahman身兼兩孩之母及外交家之妻，一直酷愛鑽研文化，同時以遙距方式工作達18年以上。

日期：2024年1月10日

時間：12:30-14:00

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Uphill Path to Full Recovery

全面復蘇之路挑戰重重

Respondents in the Chamber's annual Business Prospects Survey are cautiously optimistic about business turnover next year amid worries about the negative impact of geopolitical factors

總商會的年度商業前景問卷調查顯示，地緣政治因素的負面影響令人憂慮，受訪企業對明年營業額持審慎樂觀態度

Businesses in Hong Kong remain cautiously optimistic about their prospects for 2024, but are concerned about the challenging external environment and geopolitical headwinds, according to the findings of the Chamber's annual Business Prospects Survey.

Despite experiencing a robust economic rebound when Hong Kong opened its border in early 2023, the pace of recovery has somewhat decelerated over time. For the first 10 months of 2023, 39% of the respondents reported a decrease in business turnover compared to the same period in the previous year. Only 29% indicated an improvement in their business performance, while another 31%

asserted that there had been no significant change.

Hong Kong faces a challenging path towards full recovery. A total of 37% of respondents expect an uptick in business turnover in 2024 compared to 2023. However, when comparing to pre-pandemic levels, 42% believe that their business performance has not yet fully rebounded and will continue to lag in 2024. Only 28% were optimistic about surpassing the pre-pandemic levels, in contrast to the 25% recorded in 2022.

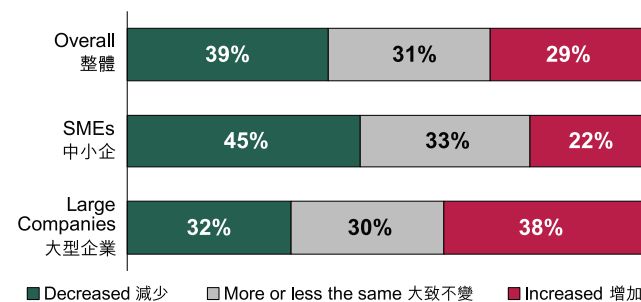
However, it should be noted that the survey was conducted back in early November when China-U.S. relations remained tense. The notable warming in China-U.S.

relations following the APEC summit may have since improved business sentiment.

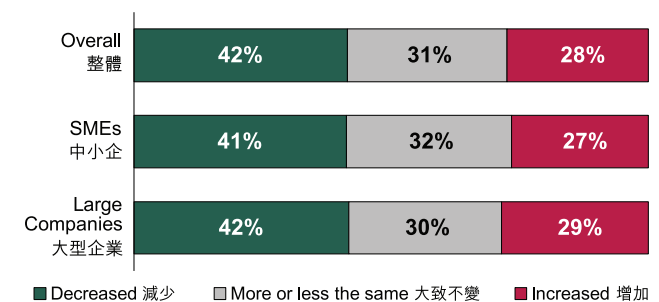
In its latest economic outlook report released in November 2023, the Organization for Economic and Cooperation and Development projected global economic growth of 2.9% in 2023, which is expected to weaken to 2.7% in 2024. The global economic slowdown, coupled with unresolved conflicts around the world, has raised significant concerns among businesses regarding the potential negative impact of external uncertainties.

On the domestic front, larger corporations also express concerns about the brain drain, as talented individuals seek opportunities

How was your business turnover for the first 10 months of 2023 compared to the same period last year?
與去年同期相比，貴公司在2023年首十個月的營業額表現如何？



What is the outlook for your company's business turnover for 2024 compared to pre-pandemic levels?
與疫情前水平相比，您預期貴公司在2024年的營業額表現如何？





Doris Fung, dfung@chamber.org.hk
馮凱盈 · 電郵: dfung@chamber.org.hk



elsewhere. Meanwhile, SMEs are grappling with the challenge of sustaining their operations amid the rising costs of doing business.

Given the uncertain outlook, companies are cautious about their hiring plans, with 31% of respondents planning to hire more staff over the next 12 months, down from 34% last year. A total of 49% said they would maintain their current headcount, while 11% indicated they would reduce their workforce. Notably, larger corporations exhibit a more optimistic outlook, as 35% are planning to hire additional staff in Hong Kong, in contrast to 27% of SMEs.

With the three-year pandemic finally behind us, there is still a cautious sentiment towards investing in Hong Kong. Only 18% of those polled planned to put up additional capital, which is slightly higher

than the previous year's 16%. In contrast, the Mainland remains a favoured investment destination, with increasing interest among businesses to invest in the Greater Bay Area (excluding Hong Kong). While the Government is making a concerted effort to establish connections with ASEAN countries and the Middle East, many businesses are taking a cautious "wait-and-see" approach when it comes to investing in these regions, with more than a third of the respondents expressed uncertainty regarding their upcoming capital investment plans. This hesitation is particularly evident among SMEs, which is understandable considering their limited resources for expansion into the overseas markets.

The global economy is shrouded in a cloud of mounting uncertainties.

The persistent hurdles of high inflation and escalating costs will undoubtedly continue to exert pressure on the businesses. Additionally, the intricate dynamics of geopolitical tensions, combined with the somewhat unstable – albeit improving – relations between China and the U.S., further complicate the situation. Looking ahead, 2024 could potentially present another challenging year to come.

About the Survey

The annual Business Prospects Survey was conducted from 7-16 November 2023, and received a total of 200 valid responses. The largest group of respondents were professional and business services (27%), followed by traders (14%) and real estate/ construction (11%).

總商會進行的年度「商業前景問卷調查」結果顯示，香港企業對來年前景保持審慎樂觀，惟對外圍環境挑戰和地緣政治逆風表示關注。

香港經濟曾在恢復通關後強勁反彈，但復蘇步伐已略為放緩。39%受訪企業表示2023年首十個月的營業額較前一年同期減少，只有29%表示業績表現有所改善，另有31%指出營業額大致不變。

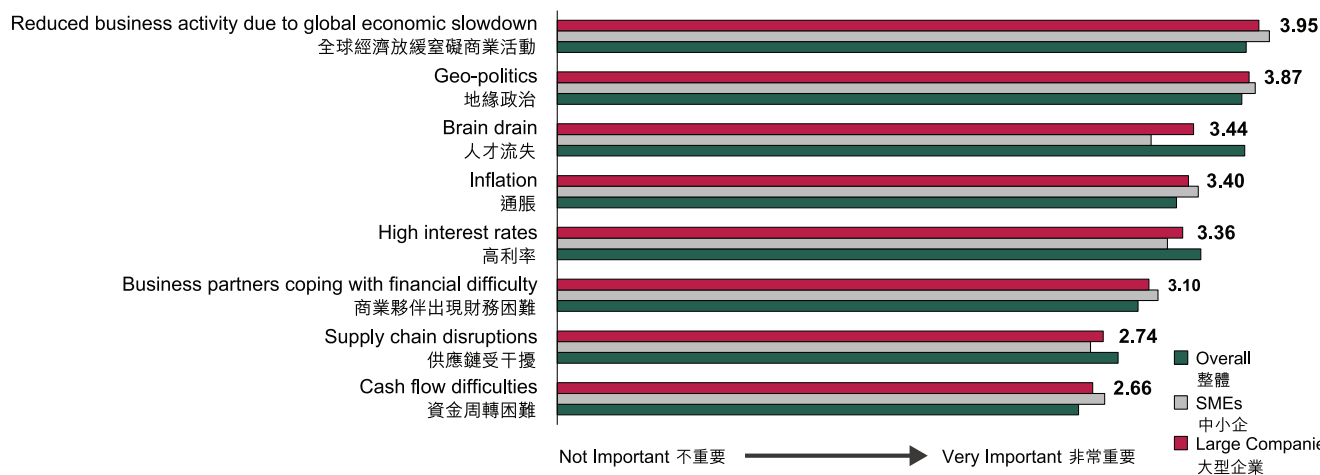
本港經濟全面復蘇仍然前路漫漫。合共37%受訪企業預期2024年營業額將較去年增加。然而，與疫情前水平相比，42%受訪公司表示業務表現仍未全面恢復過來，預期2024年營業額將仍較低。只有28%預料營業額將高於疫情前水平，而一年前的比率為25%。

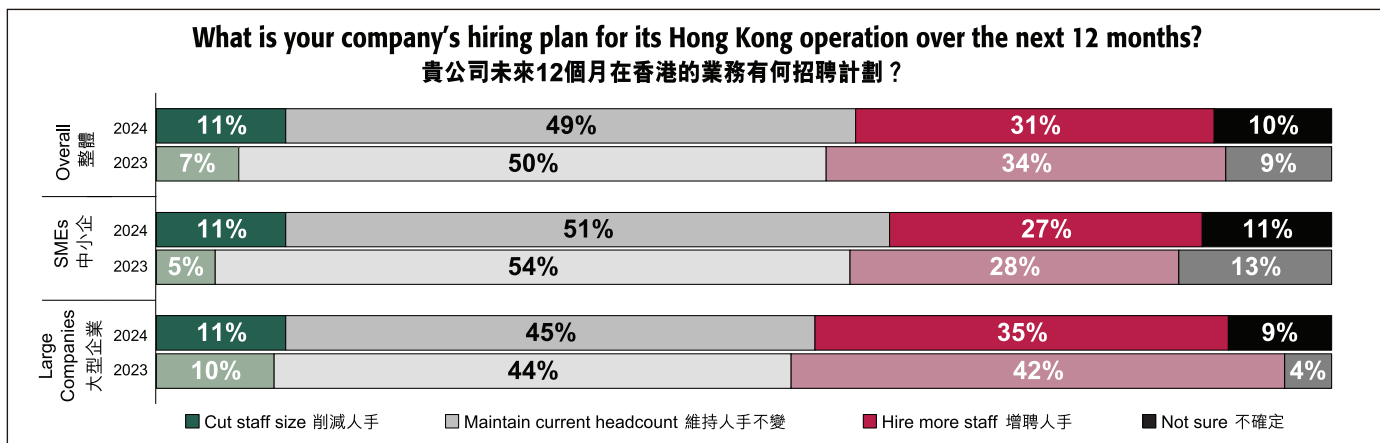
值得注意的是，是次調查於去年11月初進行，當時中美關係仍然緊張。隨着中美關係在亞太經合峰



Please rate the key challenges facing your business for the next 12 months on a scale of 1 to 5
請為貴公司未來12個月面對的主要挑戰評分

(1 = not important 完全不重要 5 = very important 非常重要)





會後顯著回暖，相信現時營商氣氛已有好轉。

經濟合作與發展組織在 2023 年 11 月發表最新一期經濟展望報告，預測 2023 年全球經濟增長 2.9%，並在 2024 年減慢至 2.7%。全球經濟放緩，加上各地衝突持續，令企業尤

其關注外圍不確定因素可能帶來的不利影響。

本地市場方面，鑒於不少人才前赴外地尋求發展機會，大型企業特別關注人才流失問題。與此同時，中小企業面對營商成本上升，正努力維持經營。

環球前景不明朗，導致企業招聘意欲受壓。31% 受訪企業計劃在未來 12 個月增聘人手，較去年的 34% 下跌；亦有 49% 表示會維持人手不變，11% 則表示會縮減人手。顯然，大型企業對招聘相對積極，共有 35% 計劃在香港擴充人手，中小企的比

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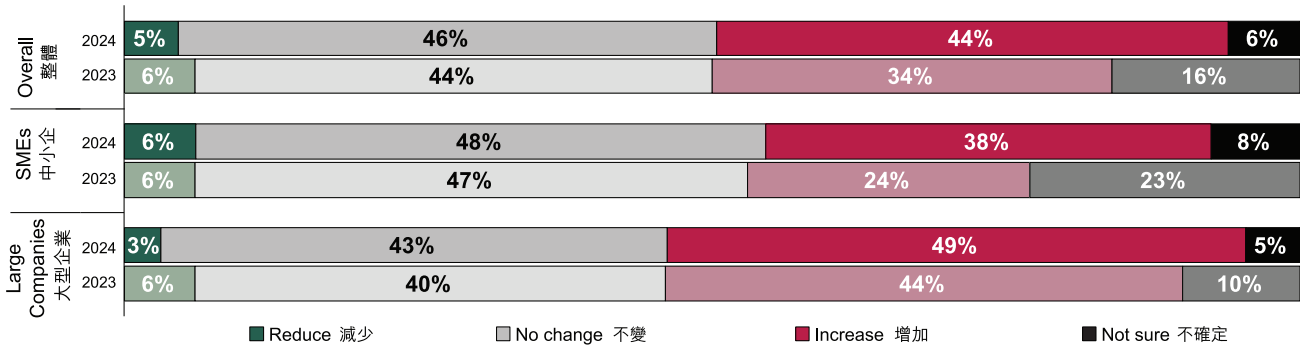
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What is your company's capital investment plan in the Greater Bay Area (excluding Hong Kong) over the next 12 months?
貴公司未來12個月在大灣區（不包括香港）的業務有何資本投資計劃？



率則為 27%。

三年疫情過去，企業在港投資意欲仍然維持審慎；只有 18% 受訪公司計劃增加資本投資，較一年前的 16% 輕微上升。另一方面，內地繼續是熱門的投資目的地，企業對大灣區（不包括香港）的投資興趣與日俱增。

儘管政府正積極與東盟和中東國家建立聯繫，不少企業對投資這些地區仍

然採取審慎的觀望態度，有逾三分之一受訪企業仍未確定未來的資本投資計劃。這種猶豫不決的態度在中小企業之中尤為明顯，而考慮到中小企拓展海外市場的資源有限，這一現象實在可以理解。

環球經濟正受到種種不明朗因素困擾。通脹高企和成本上升的趨勢，無疑對企業持續造成壓力。此外，地緣政治格局

錯綜多變，加上中美關係雖有所改善但仍不穩定，令局勢更添複雜。展望未來，2024 年或許仍然充滿挑戰。

關於調查

總商會在 2023 年 11 月 7 至 16 日期間進行一年一度的「商業前景問卷調查」，合共收回 200 份有效回覆。受訪企業最多來自專業和商業服務界別（27%），其次為貿易（14%）及地產／建造業（11%）。

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Enter the Wood Dragon

喜迎木龍

What does 2024 have in store for Hong Kong and the economy?

We look ahead at what the next 12 months might bring

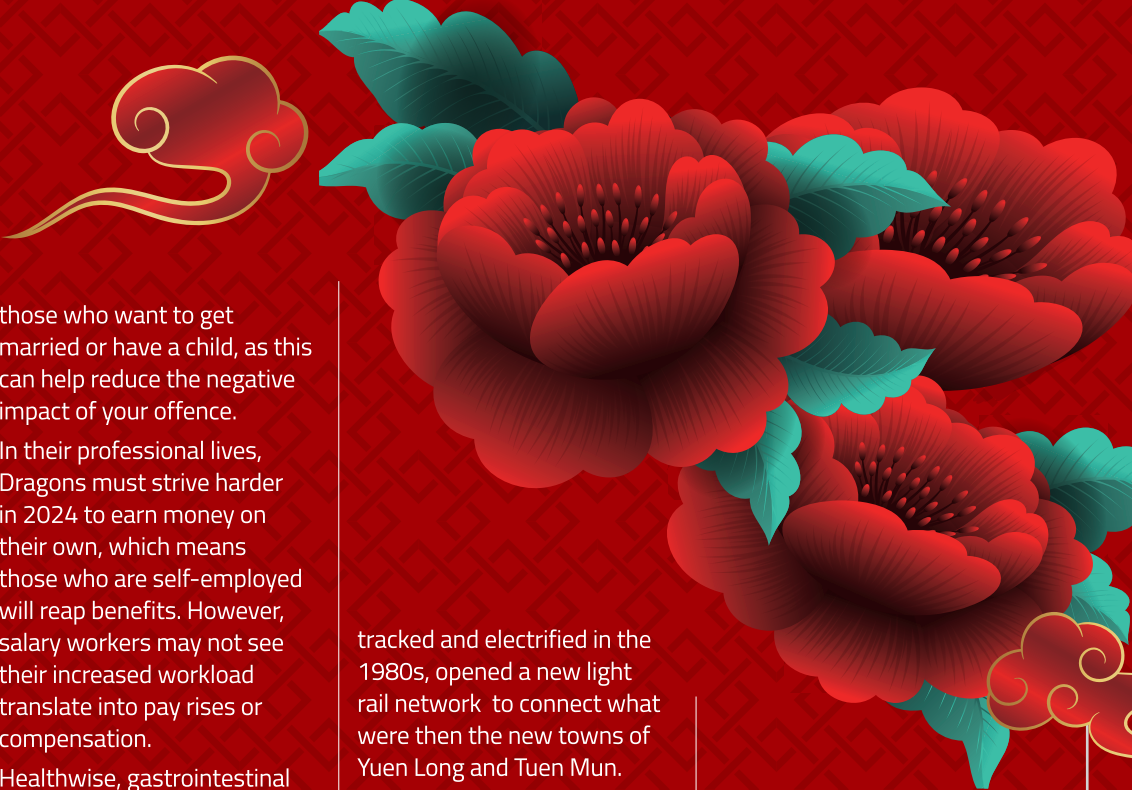
香港經濟在2024年前景如何？讓我們一起預測未來12個月的發展

After the challenges of the Covid-19 pandemic, the Year of the Rabbit saw Hong Kong experiencing a measure of hope and some economic recovery. As we step into 2024, what do astrologers expect the Wood Dragon to bring to Hong Kong and the world? How will our economy and investments fare over the next 12 months? Will it be a good time to angle for a promotion, launch a business or switch to a new career? Our feng shui experts forecast what is in store as we prepare to welcome the Wood Dragon.

Economic Outlook

As 2024 is the only year with a strong Water inclination amid a Wood-Fire dominance that stretches from 2022 to 2027, Hong Kong's economy is expected to slowly strengthen. While the stock market as well as the property sector might experience some bullish trends, corporate performance could dip and therefore will not fully support the market outlook. However, this could be a good year for investors looking to recover losses incurred on the stock market. It is a good time to sell stocks at peak prices, but beware of being too greedy as rising stock prices might not be sustainable in the long term.

Of the Five Elements this year, Earth is the strongest, which points to excellent performance in sectors such as real estate and construction, allowing for good profits. Fire, which was the strongest element in 2023, falls to second place in 2024. Industries like telecommunication, electronics and fossil fuels might not fare as well this



year. Next comes Wood, with business in papermaking, fabric, herbal medicine, furniture, etc., expected to be weaker. With Metal similarly weak, those trading in gold and silver, hardware and steelmaking should be cautious. Finally, Water is at the bottom of the list, which means those in finance, banking, freight, travel, F&B, etc., should be prudent when taking business decisions.

2024 happens to be the first year under Land Luck #9, which means there might be some significant changes. The uncertainty and turbulence of the last few years is poised to end, and a decade of stability can be expected from 2028 onwards.

Personal Dragon Forecast

This year Dragons are offending the presiding god, which could result in fights and quarrels with people around you. It is important to not get into disagreements because you are angry or unhappy, as this could increase your offence of the presiding god and negatively impact your wealth and career. To offset such emotions, it might help to take a trip or plan to travel. Romantically, this is a good year for Dragons, especially

those who want to get married or have a child, as this can help reduce the negative impact of your offence.

In their professional lives, Dragons must strive harder in 2024 to earn money on their own, which means those who are self-employed will reap benefits. However, salary workers may not see their increased workload translate into pay rises or compensation.

Healthwise, gastrointestinal problems could plague Dragons this year, which could be made worse by overworking. Make sure to get enough rest and relaxation every evening.

Past Dragon Years

In 2012, the previous year of the Dragon, Hurricane Sandy slammed into the East Coast of the United States, killing around 200 people. Also that year, 14-year-old Pakistani schoolgirl Malala Yousafzai was shot by the Taliban for campaigning for the right to go to school. And after nearly two decades of negotiations, Russia finally joined the World Trade Organization as its newest member.

In 1988, Hong Kong's Kowloon-Canton Railway (KCR), which was double-

tracked and electrified in the 1980s, opened a new light rail network to connect what were then the new towns of Yuen Long and Tuen Mun.

1976 saw Steve Jobs and Steve Wozniak come together to set up the Apple Computer Company in California, while the Concorde flew the world's first ever scheduled supersonic passenger service, with British Airways flying from London to Bahrain and Air France from Paris to Rio de Janeiro. In China that year, a devastating earthquake hit Tangshan, killing nearly 250,000 people and injuring about 170,000. And in Hong Kong, 1976 was when the Home Ownership Scheme was launched, allowing public housing tenants to purchase their own homes.

A notable Dragon year for Hong Kong was 1964, when the legendary Olympic torch came to the city. Hong Kong was one of the 12 metropolises around the world

through which the flame passed on its way to Japan for the 1964 Olympics. It was the first time the event was held in Asia.

Also that year, the Civil Rights Act of 1964 was passed in the U.S. – one of the most historic and far-reaching pieces of legislation in American history. In South Africa, Nelson Mandela was sentenced to life imprisonment on Robben Island for conspiring to overthrow the state.

In 1952, George VI of England died, and his daughter became Queen Elizabeth II at the age of 25, and in 1940 Winston Churchill was elected Britain's Prime Minister in 1940.

Mickey Mouse, Disney's most iconic character, made his first appearance in 1928, which was also the year the Oscars were held for the first time ever.

隨着香港在兔年走出疫境，經濟復蘇漸見曙光。新年伊始，玄學家預期木龍年會為香港和世界帶來何種景象？未來12個月本港的經濟和投資走勢如何？今年是升遷、創業或轉行的好時機嗎？一起來看看風水大師對龍年運勢的分析。

經濟前景

2022至2027年為木火流年，當中2024年是唯一的大水年，預料本港經濟將逐步好轉。股市和樓市可望上揚，惟公司業績或會倒退，市場前景難言樂觀。不過，今年不失為在股市收復失地的好時機，投資者宜把握機會趁高沽出，但股價升勢未必持久，要慎防過於進取，導致得不償失。

今年五行以土獨旺，房地產和建築等屬土行業的表現將最為亮眼，其次是去年最旺的屬火行業，電訊、電子和化石燃料業的表現或會回落。然而，造紙、紡織、中藥和傢具等屬木行業表現較弱。屬金行業同樣流年不順，進行金銀、五金和鋼材交易時須格外留神。屬水行業流年最弱，從事金融、銀行、貨運、旅遊和餐飲等行業者，作出決策時應保持謹慎。

2024年為地運轉行「九運」的第一年，有機會出現重大轉變。過去數年動盪不穩的局面即將結束，預料自2028年起將進入長達十年的穩定期。

肖龍運程

肖龍今年犯太歲，易與身邊人發生爭執口角，切忌因一時不悅造成人事不和，令運勢進一步下跌，不利財運和事業發展。要消除負面情緒，不妨計劃出遊散心，整頓心情。



肖龍今年感情運極佳，宜嫁娶或添丁，有助化解犯太歲的影響。

事業方面，今年為辛苦個人力量得財年，屬龍者於2024年應加倍努力，多勞多得的自僱人士將有所進帳。相比之下，打工一族工作量雖然增加，卻未必能帶來財務回報，例如加薪或花紅。

健康方面，肖龍今年腸胃易有不適，而過度操勞會令情況惡化，故應確保有充分休息、放鬆身心。

昔日龍年

上一次龍年為2012年，颶風桑迪吹襲美國東岸，導致約200人喪生。同年，14歲的巴基斯坦少女馬拉因爭取女性上學權利而遭塔利班射擊。經過接近20年的談判，俄羅斯最終加入了世界貿易組織，成為正式成員國。

1988年，在80年代已進行雙軌電氣化工程的香港九廣鐵路開通輕鐵網絡，連接元朗和屯門等當時的新市鎮。

1976年，喬布斯與沃茲尼亞克在

加州共同創立了蘋果電腦公司，和諧式飛機亦在全球首次提供超音速客運服務，由英國航空和法國航空分別開通了倫敦至巴林及巴黎至里約熱內盧的航線。年內，中國唐山發生強烈地震，造成近25萬人死亡，約17萬人受傷。在香港，「居者有其屋計劃」於1976年推出，讓公屋住戶能夠自置居所。

1964年的龍年對香港意義重大，該屆奧運會首次在亞洲舉行，奧運聖火在抵達東京前，沿途經過全球各地一共12個城市，香港是其中之一。

同年，《1964年民權法案》在美國通過，成為美國歷史上最意義最深遠的法例之一。在南非，曼德拉因叛國罪名被判終身監禁，在羅賓島服刑。

1952年，英王喬治六世駕崩，其年僅25歲的長女伊利沙伯二世登基繼位；1940年，邱吉爾當選英國首相。

迪士尼最經典的角色——米奇老鼠於1928年誕生；首屆奧斯卡金像獎亦於同年舉行。

Personal Forecasts for the Year of the Dragon



龍年生肖運程

龍 Dragon

(1928, 1940, 1952, 1964, 1976, 1988, 2000, 2012, 2024)

Charismatic and colourful. Wants to be centre of attention. Very arrogant, lucky and successful.

魅力非凡、豐盛多彩、渴望成為焦點、高傲、幸運、成功

Dragon entrepreneurs and the self-employed will do well this year and even make extra money. Salary workers might find it harder as a pay rise might be hard to come by. Dragons in love should consider getting married or starting a family, while single Dragons will start dating. Don't let arguments affect your relationships. There is a risk of contracting stomach ailments this year.

肖龍的從商和自僱人士今年財運亨通，業務興隆，但打工一族加薪機會不大。感情穩定者宜考慮嫁娶或添丁，單身人士亦有望開展新戀情；避免因爭執影響感情。今年腸胃易生毛病，應密切注意健康。



蛇 Snake

(1929, 1941, 1953, 1965, 1977, 1989, 2001, 2013)

High moral principles, mostly when applied to others. Sophisticated and charming. More than meets the eye.

恪守道德、待人以嚴、老於世故、富有魅力、深沉內斂

This is a good year for Snakes to invest or pursue further education, for which you may need to set aside some funds. Salary earners should work to stay competitive in the job market. Don't rush headlong into starting a new business. 2024 will be a promising year for both health and relationships – Snakes will be in peak physical shape, and get along very well with family members and friends.

今年是投資或進修的好時機，屬蛇人士宜審慎理財，做好預算。上班族要在職場力保競爭力，切忌輕舉妄動，急於創業。肖蛇今年健康甚佳，感情運亦趨旺盛，與親友相處融洽。



馬 Horse

(1930, 1942, 1954, 1966, 1978, 1990, 2002, 2014)

Confident and proud, but prone to erratic behaviour. Heart is in right place. Can be flighty and emotional.

自信驕傲、捉摸不定、心性善良、多愁善感

Expect more expenses than usual, especially if you want to invest or buy property. It is not a bad time to pursue further education, as Horses should try to acquire new skills and knowledge. Your love life this year is all about stability and peace. Single Horses who want to date should try harder. Healthwise, you are not in conflict with the presiding god but the star Xie Ren could mean some minor injury.

肖馬人士若然有意投資或購置物業，開支將有所增加。不妨考慮進修，掌握新技能和知識。感情生活穩定和諧，渴求姻緣的單身人士要加緊努力。健康方面，屬馬者流年太歲相合，但凶星「血刃」入命，身體易有損傷。



羊 Goat

(1931, 1943, 1955, 1967, 1979, 1991, 2003, 2015)

Sensitive, creative and multi-talented. Eccentric. Has much fortitude. Loves to be loved, hates to be pushed.

多愁善感、創意十足、多才多藝、特立獨行、堅毅不屈、享受被愛、討厭壓迫

Goats that are self-employed stand to benefit this year, as will entrepreneurs, who will make profitable business connections. Also expect some progress in your career. This is a good year for Goats in love, although singles might have to wait longer before meeting their special someone. Gastrointestinal health can be an issue, so stay away from food that is cold, raw or greasy.

屬羊的自僱和從商人士今年可通過業務聯繫獲得助力，有利事業發展。情侶感情穩定，惟單身者需耐心等待良緣。流年腸胃易生問題，宜避免進食生冷或油膩食品。



猴 Monkey

(1932, 1944, 1956, 1968, 1980, 1992, 2004, 2016)

Wily and cunning. Ignores regimented rules. Free spirit. Loves movement and change. Can be rather selfish.

足智多謀、抗拒規範、追求自由、好動求變、較自我中心

Monkeys might be tempted to slow down this year, which is not necessarily a bad thing. Career-wise, they will get help from others, especially superiors. Monkeys will enjoy being on good terms with people around them as it is their year of triple union, but a new romance is unlikely. This is a year of niggling gastrointestinal problems but overall they will enjoy good health.

屬猴今年傾向放慢步伐，享受當下未必不智。事業上可得貴人尤其是上司扶助。另今年是三合年，人際關係相對穩定，惟開展一段新戀情的成事機會不大。流年腸胃易生毛病，但整體健康狀況良好。



雞 Rooster

(1933, 1945, 1957, 1969, 1981, 1993, 2005, 2017)

Brave and enthusiastic. Notoriously picky. Highly intelligent. Rarely has wool pulled over its eyes.

勇敢熱情、吹毛求疵、聰穎精明、鮮少受騙

Roosters don't want to work hard this year, so it is best that they spend a lot of time on working out their long-term career plans. This is a good time to build business connections with clients old and new. Married or pregnant Roosters will enjoy stronger relationships with their significant other. In matter of health, they will do much better than last year.

肖雞今年較為慵懶，宜專心規劃長遠事業發展，並與新舊客戶加強溝通聯繫。已婚或懷孕者與伴侶感情更為穩定。健康亦遠較去年佳。



狗 Dog

(1934, 1946, 1958, 1970, 1982, 1994, 2006, 2018)

Honest, loyal, sincere. Believes in justice for all. Fights for principles. Sometimes bad tempered, self-righteous.

忠誠正直、信守公義、堅守原則、偶爾易怒、自以為是

Dogs will see their income grow, especially businesspeople and the self-employed, who will be busy in 2024. They might spend more than usual this year. Due to conflicts with the presiding god, they may see some changes in their romantic life. Married Dogs or those with a family might move to a new home. Besides gastrointestinal issues, there is a likelihood of accidents. Motorists should be careful.

屬狗今年是個人力量得財年，收入隨工作量增加，從商和自僱人士將直接受益，惟流年開支可能較多。又今年沖太歲年，感情易生變化，已婚或有家室者有機會搬屋。健康方面，宜注意腸胃疾病，慎防意外或損傷，駕駛人士應格外小心。



豬 Pig

(1935, 1947, 1959, 1971, 1983, 1995, 2007, 2019)

Kind and thoughtful. Sincere and honourable. Self-sacrificing and altruistic. Occasional fits of wilfulness and rage.

善解人意、誠懇正直、無私奉獻、偶爾倔強任性

Pigs will enjoy more power and a boost to their social status. It is also a good year for a pay rise and fame. Thanks to Hong Luan's blessings, Pigs will be lucky in love. Those in committed relationships should get married. This is a good year for singles looking to meet someone new. Although 2024 is year of stomach ailments, Pigs are generally blessed with a sound digestive system.

肖豬今年的權力和地位得以提升，是名利雙收的大好之年。在紅鸞桃花星的助力之下，姻緣運勢極佳，已有穩定伴侶者更可能有嫁娶之喜，單身人士亦有望遇上心儀對象。2024年容易出現腸胃不適，惟消化系統整體健康良好。



(1924, 1936, 1948, 1960, 1972, 1984, 1996, 2008, 2020)

Essentially charming. Compassionate. Renowned for thrift and love of family. Rather superficial at times.

富有魅力、同情慈悲、節儉愛家、有時流於膚淺

Rats will be successful social climbers this year. Entrepreneurs and the self-employed stand to gain the most. They should attend more events to be more widely known, which can help career prospects. This is a stable year for established relationships as well as those who started dating in 2023. Healthwise, Rats are not particularly likely to have an accident despite being prone to minor injuries.

屬鼠今年社會地位得到提升，從商和自僱人士可望獲取豐厚利潤，因此多應酬交往有助廣結人脈，有利事業發展。已有固定對象者或剛交往的情侶今年感情穩定。健康方面，遭逢意外或嚴重受傷的機會不大，惟容易有小意外，例如割傷或絆倒。



(1925, 1937, 1949, 1961, 1973, 1985, 1997, 2009, 2021)

Calm, patient, studied character. Takes things at a slow, steady pace. Is rather dictatorial but very industrious.

冷靜自若、富有耐性、深思熟慮、循序漸進、頗為專橫、勤奮可加

Like the Dragon, Oxen have to work hard for money on their own, which will benefit the self-employed. Business will be steady, allowing them to take it easy if you feel like. This is an ordinary year for love and relationships. The Ox should be mindful of their emotions and their partner's feelings. They should avoid subjecting themselves to a lot of stress this year, which could end up affecting stomach health.

屬牛今年為辛苦個人力量得財年，對自僱一族尤其有利。流年業務維持平穩，心態上不妨放鬆一點。愛情和人際關係走勢一般，宜留意個人情緒變化，照顧伴侶的感受。今年應遠離壓力，以免影響腸胃健康。



(1926, 1938, 1950, 1962, 1974, 1986, 1998, 2010, 2022)

Very warm, loving. Independent-minded. Pays scant regard to others when pursuing fun and freedom.

熱情澎湃、細心周到、意志堅定、不惜一切追尋快樂自由

Tigers will enjoy good luck in wealth this year, especially those who are entrepreneurs. The self-employed will also fare well, but wage earners will not see any benefits, unless their company has profited and hands out a bonus. Those who began dating last year might see their relationship blossom into a long-term one. Single Tigers should try to meet someone. Health issues will be few and far between.

屬虎今年財運亨通，從商者做生意如魚得水，自僱人士亦財源滾滾，惟打工一族未能受惠，除非公司錄得盈餘，並向員工派花紅。去年開展的新戀情有望長久發展，單身人士可嘗試主動結識新朋友。健康方面問題不大。



(1927, 1939, 1951, 1963, 1975, 1987, 1999, 2011, 2023)

Very sensitive soul. Discreet but quietly ambitious. Self-indulgent.

敏感脆弱、謹慎低調、雄心萬丈、任性放縱

Rabbits will have an excellent year of wealth and should work harder to achieve what they missed out on in 2023. Businesses will enjoy growth while the self-employed will see their careers prosper. Rabbits might find their love life to be a bit turbulent. The year's prevailing gastrointestinal issues across the Zodiac may not plague Rabbits but they should guard against skin ailments.

肖兔今年財運不俗，應努力工作，收復去年的失地。從商和自僱人士將會有所發展。今年感情易生波折，宜加注意。健康方面，小心腸胃和皮膚問題。

The Sky is the Limit

開創無限可能

With a 40-year presence in Canada, Cinese International Group Holdings Ltd is capitalizing on the post-pandemic boom in the travel industry

富盈環球集團控股有限公司在加拿大經營 40 年，現正把握疫後旅遊熱潮帶來的機遇

With everything online nowadays, travellers planning business trips or holidays get to enjoy greater autonomy and a wider range of options with just a few clicks. While tourism operators have long played a crucial role in facilitating leisure and business travel, they are facing challenges when it comes to retaining loyal clients amid the digitalization trend.

Cinese International Group, a prominent player in the travel industry, is a long-established air ticket consolidator, travel business process management provider, as well as travel products and services provider. With more than 40 years of operating history in Canada since it was established in 1976, it focuses on serving travel agents and online ticket distribution platforms.

"While individual consumers may shift towards booking air tickets online, institutional clients remain unaffected by this digitalization trend," said Chairman and CEO Dr. Mariana Kou.

The sustainability of tourism services also relies heavily on finding new destinations to satisfy wanderlust and keep clients returning for more.

In December 2020, China announced the Culture and Tourism Development Plan for the Greater Bay Area (GBA), setting out the direction for developing the region as a world-class tourism destination and a cultural exchange hub of the East and West. The Group began its new venture of providing company-operated cultural tours in the GBA after the Covid-19 pandemic and successfully generated new revenue.

Kou, who participated in the Chamber's trip to Shenzhen in June last year, said: "It was

an incredible experience to meet the local community in Shenzhen. I have learnt a lot about Shenzhen's development plans as well as its synergies with Hong Kong and other GBA cities. The visit supported our positive outlook on the region, and we plan to expand our business operations in 2024 and beyond."

The rising demand for air travel bounced back significantly in 2023. Airlines around the world began expanding their flight networks and offering more destinations to meet the growing needs of passengers.

"In the first quarter of 2023, the Group

had already resumed package tour services," Kou said. "The increasing numbers of bookings and passengers reveal a strong recovery of tourism services."

Kou is optimistic about the growth of the travel industry in the coming years, as well as business opportunities. Leveraging on its expertise and experience, the Group plans to implement strategic measures to sustain its business by consolidating its presence in the GBA, and explore potential opportunities for travel-related services, such as travel consultancy, healthcare,

— Dr. Mariana Kou
Chairman and CEO
Cinese International Group
—— 高頌妍博士
富盈環球集團主席兼首席執行官





現時網上服務包羅萬有，旅客在計劃商務或觀光行程時可享有更大的自主權，只需點擊幾下，即可選擇各式各樣的方案。旅遊營運商一直為促進商務和休閒旅遊擔當重要的角色，但面對數碼化趨勢，留住忠實客戶已成為一大挑戰。

富盈環球集團是歷史悠久的知名旅遊公司，從事機票分銷和旅遊業務流程管理，並提供旅遊產品和服務。自1976年成立以來，集團已於加拿大經營超過40年，專注服務旅遊代理和網上票務分銷平台。

主席兼首席執行官高頌妍博士表示：「個人消費者或已轉向在網上購買機票，但機構客戶並未受到數碼化趨勢影響。」

旅遊服務要達至可持續發展，關鍵在於物色新興目的地，滿足客戶對旅遊的渴望，並吸引他們回頭光顧。

中國在2020年12月公布《粵港澳大灣區文化和旅遊發展規劃》，旨在引領大灣區成為世界級旅遊目的地及中外文化交流的樞紐。集團在疫情結束後開辦大灣區文化旅行團，成功創造新的收入來源。

高頌妍曾於去年6月參與總商會深圳考察團，她說：「在深圳接

觸當地社區是一次難忘的體驗。我從中了解到深圳的發展計劃，以及與香港和其他大灣區城市的協同效應。此行令我們深信區內前景亮麗，並計劃在2024年及未來擴充業務。」

隨著航空旅遊需求在2023年大幅回升，世界各地的航空公司開始擴展航線網絡，增設更多航點，以滿足乘客不斷增長的需求。

高頌妍表示：「集團在2023年第一季已恢復提供旅行團服務。訂單和乘客數目節節上升，反映旅遊服務業正強勁復蘇。」

她對旅遊業未來數年的發展和商機感到樂觀。集團計劃運用其專業知識和經驗，推行多項可持續發展措施，包括鞏固大灣區業務及探索旅遊相關服務的潛在機遇，例如旅遊顧問、醫療保健、款待和其他服務業。

「我們將繼續部署業務策略，在提供旅遊相關產品的同時，探索各行各業的合適商機，以創造協同效應、加強盈利能力，從而為股東創造價值。」高頌妍解釋：「總商會擁有廣大的社群和會員基礎，是我們擴展大灣區業務的寶貴資產。此外，我們亦期望與總商會探索合作機遇，透過企業社會責任項目回饋社會。」

Company : **Cinese International Group Holdings Ltd**

公司名稱：富盈環球集團控股有限公司

HKGCC Membership No. 總商會會員編號：HKC1394

Established 創辦年份：1976

Website 網站：www.cighl.com

hospitality and other service industries.

“We will continue to deploy business strategies with a view to sustaining our travel-related products, and work to explore suitable business opportunities from time to time in various industries, creating business synergy, enhancing earning capability, and bringing value to our

shareholders,” Kou explained. “HKGCC’s large community and membership support are seen as valuable assets for our business expansion in the GBA. We are also interested in exploring collaboration opportunities with the Chamber for corporate social responsibility initiatives so that we can give back to society.”

China Committee 中國委員會



Chamber Deputy Chairman Agnes Chan joined Sima Hong, Vice Mayor of Beijing, and delegates at a welcome luncheon on 28 November, organized by the Hong Kong Trade Development Council.

Chamber Chairman Betty Yuen attended the opening ceremony of the 26th Beijing-Hong Kong Economic Cooperation Symposium on 29 November, of which HKGCC was a co-organizer. Around 40 Chamber members joined the opening ceremony and other sessions at the conference.

總商會常務副主席陳瑞娟於 11 月 28 日出席由香港貿易發展局舉辦的京港洽談會歡迎午餐，歡迎北京市副市長司馬紅一行。

總商會主席阮蘇少涓於 11 月 29 日出席第 26 屆「北京—香港經濟合作研討洽談會」開幕式。總商會為洽談會的協辦機構之一，共有 40 多名會員參與開幕式及其他專場活動。

Zhang Kai, Deputy General Manager, Beijing-Hong Kong-Macau Youth Innovation and Entrepreneurship Center, Zhongguancun, called on the Chamber on 28 November. The delegation was received by Wendy Lo, Assistant Director of China Affairs & Projects. The two sides discussed the direction of future cooperation.

中關村京港澳青年創新創業中心常務副總經理張凱於 11 月 28 日到訪總商會，由中國事務及項目副總監盧慧賢接待，雙方討論未來合作方向。

Tan Wei, Deputy Director, Department of Commerce, Yunnan Province, led a delegation to the Chamber on 7 December, where they were received by Felix Lee, Vice Chairman of the China Committee. Wu Zhifeng, Deputy Director of Kunming Economic and Technological Development Zone and Pilot Free Trade Zone (Kunming Area), shared the development updates and core advantages of the zone. Wu explained that Yunnan is currently the only open-feature park in China to offer free trade, economic development, comprehensive bonding, cross-border cooperation and port functions, and is backed by China's huge domestic market as well as the Southeast Asian market.



雲南省商務廳副廳長譚偉於 12 月 7 日率團到訪總商會，由中國委員會副主席李家聰接待。昆明經開區（自貿試驗區昆明片區）副主任吳智峰介紹經開區的最新發展和核心優勢。他解釋，雲南是目前全國唯一擁有自由貿易、經濟開發、綜合保稅、跨境合作及口岸功能的開放型特色園區，背靠龐大的國內市場和東南亞市場。

Chamber Deputy Chairman Agnes Chan attended the opening ceremony of the GBA Innovation Development Summit & OCTF 2023 (Hong Kong) Intelligent Technology Exhibition and the 12th Roundtable on International People-to-People Exchanges: New Opportunities for Innovative and High-Quality Development of Industries in the Greater Bay Area on 8 December.

The theme of the exhibition was “Unite Innovation, Forge the Future,” with the aim to promote innovative cooperation and development of intelligent technology in the GBA.

總商會常務副主席陳瑞娟於 12 月 8 日出席「粵港澳大灣區創新發展峰會暨僑交會 2023 (香港) 智能科技展」開幕式。

展會以「融聚創新，共鑄未來」為主題，旨在推動大灣區智能科技的創新合作和發展。



The 23rd Joint Meeting on Upgrading and Transformation of Hong Kong Enterprises in Dongguan was held on 13 December with the aim to deepen cooperation between Dongguan and Hong Kong, as well as promote domestic and international trade for Hong Kong firms. General Committee member Emil Yu represented the Chamber at the meeting, where he shared his views on development in Dongguan. The annual event serves as an exchange platform for Hong Kong businesses and Dongguan Government.

The 2023 Dongguan-Hong Kong Science and Technology Manufacturing Cooperation Seminar was held the same day.

理事于健安於 12 月 13 日代表總商會出席第 23 次「在莞港資企業升級轉型聯席會議」，就東莞發展分享見解。一年一度的聯席會議旨在深化莞港合作、促進港企內外貿一體化發展，為東莞政府與港企提供交流平台。「2023 莞港科創製造合作交流會」亦於同日召開。



Zhang Ge, Deputy Director, Economic Development Bureau of Hengqin, shared about the latest developments in the Guangdong-Macao In-depth Cooperation Zone in Hengqin as well as opportunities for Hong Kong businesses at the China Committee meeting on 13 December.

橫琴經濟發展局副局長張戈出席中國委員會 12 月 13 日的會議，分享橫琴粵澳深度合作區的最新發展，以及為港企帶來的機遇。



Americas Committee 美洲委員會



美國總領事館新任首席商務領事彭傑夫出席 12 月 5 日的委員會會議，分享美國與香港的貿易和經濟展望，又介紹美國商務處的團隊和架構，以及他們如何協助美國公司在香港和更廣泛地區拓展業務。美國商務處亦支援有意在美國開設業務的香港企業，除了指導這些公司辦理相關的文書手續，還會提供業務發展建議。

彭傑夫表示，香港不僅是通往中國內地的大門，亦是連接東南亞的通道。此外，香港的商業文化與國際接軌，其商業樞紐角色無可替代。隨着香港在疫後復常，愈來愈多美國代表團來港訪問，而這可視之為重要的教育過程，有助美國企業了解來港營商的優勢，並加以利用。

Geoffrey Parish, the new Chief Commercial Consul at the U.S. Consulate General, updated members on the U.S.-Hong Kong trade and economic outlook on 5 December. Speaking at the Americas Committee meeting, Parish introduced his team and structure, in addition to how they help U.S. companies expand business in Hong Kong and the wider region. Their office also helps Hong Kong companies interested in setting up in the United States navigate the regulatory paperwork and suggests areas of the country most suited to their particular business.

Parish said Hong Kong is an ideal gateway not only for entering the Mainland China, but also into Southeast Asia. He explained that with Hong Kong back to normal after the pandemic, more delegations from the U.S. are visiting the city. This is an important part of the process of educating people about the benefits of doing business here, as Hong Kong is an irreplaceable commercial hub with a special, truly international business culture, so it is crucial that U.S. businesses leverage Hong Kong's advantages.

Asia, Africa & Middle East Committee 亞洲、非洲及中東委員會

The Chamber's mission to Osaka, Nara and Wakayama from 26-30 November, led by Jonathan Lamport, Chairman of the Asia, Africa & Middle East Committee, aimed to explore what opportunities are available for business development and investment in Kansai, as the region's reputation as a magnet for tourism, food and innovation continues to grow. This is expected to accelerate during Expo 2025 when Osaka will host the World Expo from 13 April-13 October 2025. Read the full report on page 42.

亞洲、非洲及中東委員會主席林偉全於 11 月 26 至 30 日率團訪問日本大阪、奈良及和歌山，探索關西地區的商業和投資機遇。關西地區以蓬勃的旅遊、食品和創新產業見稱，而大阪將於 2025 年 4 月 13 日至 10 月 13 日主辦世界博覽會，預料將進一步帶動這些產業發展。詳情載於第 42 頁。



Digital, Information & Telecommunications Committee 數碼、資訊及電訊委員會



As Hong Kong presses ahead with its blueprint of becoming a leading international innovation and technology hub, building a smarter digital city and as well as fostering the growth of the startup ecosystem will be the key driving forces of its success.

At a seminar on 4 December, Chamber CEO Patrick Yeung, American Chamber of Commerce in Hong Kong (AmCham HK) President Eden Woon, Cyberport's Chief Financial Officer Edmond Lau, and InvestHK's Head of Information and Communications Technology Wendy Chow, shared their vision on the way forward for Hong Kong's Smart City initiatives and how to build a better digital infrastructure for a more sustainable and efficient environment in Hong Kong.

In the panel discussion, moderated by Google Hong Kong's General Manager Michael Yue, Crystal Fok, Head of STP Platform, Hong Kong Science and Technology Parks Corporation, and Medhy Souidi, Head of Transformation and Ecosystem of DBS Bank (Hong Kong), discussed opportunities for public and private sector collaboration, as well as how corporates and startups can enhance the city's competitiveness on the innovation front.

The Chamber partnered with AmCham HK and Google Hong Kong for the event, which kicked off the "Smart City Symphony: A Collective Innovation" series. The series was launched on the back of Google Hong Kong's "Smarter Digital City Report: Rocketing to New Heights."

要打造香港成為領先的國際創新科技中心，當局正積極推進相關發展藍圖，而建設智慧數碼城市及促進初創生態系統發展，將成為主要的驅動力。

總商會總裁楊偉添、香港美國商會總裁翁以登、數碼港首席財務官劉業民和投資推廣署創新及科技行業主管周寶芬出席 12 月 4 日的活動，分享香港智慧城市的未來發展願景，以及如何提升數碼基建，為香港締造可持續發展的高效環境。

小組討論環節由 Google 香港總經理余名德主持，他與香港科技園公司 STP Platform 總監霍露明和星展銀行（香港）轉型及生態系統主管 Medhy Souidi 討論公私營合作機遇，以及如何促進大型企業與初創公司協作，提升香港在創新方面的競爭力。

是次活動由總商會、香港美國商會及 Google 香港合辦，為 Smart City Symphony: A Collective Innovation 系列揭開序幕。本系列為 Google 香港《智慧數碼城市—飛躍新高》研究報告的延伸活動。

COMMITTEE CHAIRMEN 委員會主席



Americas Committee
美洲委員會
Mr Evaristo Treviño Berlanga



Asia, Africa & Middle East Committee
亞洲、非洲及中東委員會
Mr Jonathan Lamport
林偉全先生



China Committee
中國委員會
Mr Eric Fok
霍啟山先生



HKCSI – Executive Committee
香港服務業聯盟 — 執行委員會
Mr James Tong
唐偉邦先生



Digital, Information & Telecommunications Committee
數碼、資訊及電訊委員會
Ms Elsa Wong
黃玉娟女士



Economic Policy Committee
經濟政策委員會
Mr Jim Taylor
戴樂生先生



Environment & Sustainability Committee
環境及可持續發展委員會
Prof Ir Steve Wong
黃兆輝教授



Europe Committee
歐洲委員會
Mr Alfonso Ballesteros
歐方信先生



Financial & Treasury Services Committee
金融及財資服務委員會
Mr Jack Chan
陳凱先生



Industry & Technology Committee
工業及科技委員會
Mr Victor Lam
林凱章先生



Legal Committee
法律委員會
Mr Nick Chan
陳曉峰先生

Digital, Information & Telecommunications Committee

數碼、資訊及電訊委員會

At the DIT committee meeting on 12 December, Lillian Cheong, Under Secretary for Innovation, Technology and Industry, shared updates on the Government's measures to advance the city's status as an innovation and technology hub, in aspects such as smart city innovation, enhancements of digital infrastructure, and elevation of research and development capabilities, as detailed in the 2023 Policy Address.

創新科技及工業局副局長張曼莉出席 12 月 12 日的會議，介紹各項政府措施如何提升香港作為創科樞紐的地位，包括推動智慧城市創新、完善數碼基建和提升研發能力，詳情載於 2023 年度《施政報告》。



Industry & Technology Committee

工業及科技委員會

Karen Fung, Chief Marketing Officer & General Manager, InnoPreneur (SME & Startup Growth) and FutureSkills of Hong Kong Productivity Council (HKPC), gave a presentation on how HKPC will actively support the HKSAR Government's work in leading Hong Kong's development as an international I&T centre at the Committee meeting on 29 November.

香港生產力促進局（生產力局）新世代企業及技能發展部總經理馮嘉寶出席 11 月 29 日的會議，介紹生產力局如何支援香港特區政府，積極引領香港發展成為國際創科中心。

Europe Committee

歐洲委員會



Jennifer Bourke, Consul General of Ireland, gave members of the Europe Committee an update on the latest business developments in the country on 7 December.

Despite the challenges of recent years, from Brexit to the pandemic and war, Bourke said Ireland's economy has remained resilient and is forecast to grow 2%, while the labour market saw full employment in 2023.

As the only English-speaking common law country in the European Union, she said Ireland is an ideal investment destination, backed by a pool of local and international talent, as well as a simple and low tax regime. Conglomerates such as Google, Facebook, Amazon and eBay have maintained their presence in the country for over a decade.

愛爾蘭總領事白嫻出席 12 月 7 日的委員會會議，分享當地最新商業發展。

白嫻表示，儘管近年愛爾蘭面對英國脫歐、新冠疫情和地緣戰爭等挑戰，國內經濟仍然保持韌性，預測增長為 2%，勞動市場在 2023 年亦達到充分就業。

她又指出，愛爾蘭作為歐盟內唯一以英語為母語的普通法國家，擁有大量本地和國際人才，加上實行簡單低稅制，是理想的投資地點。Google、Facebook、亞馬遜和 eBay 等企業集團已在當地落戶超過十年。

COMMITTEE CHAIRMEN 委員會主席



Manpower Committee
人力委員會
Mr Jeff Tang
鄭添之先生



Membership Committee
會員關係委員會
Ms Agnes Chan
陳瑞娟女士



Real Estate & Infrastructure Committee
地產及基建委員會
Prof Eric Ma
馬紹祥教授



Retail & Tourism Committee
零售及旅遊委員會
Ms Nikki Ng
黃敏華女士



Shipping & Transport Committee
船務及運輸委員會
Mr Mark Slade
司馬文先生



Small & Medium Enterprises Committee
中小型企業委員會
Ms Angela Wai Yin Lee
李慧賢女士



Taxation Committee
稅務委員會
Mr Wayne Lau
劉穎先生



Taiwan Interest Group
台灣小組
Mr P C Yu
余鵬春先生



Women Executives Club
卓妍社
Ms Tammy Wu
吳丹女士



Young Executives Club
卓青社
Ms Olivia Kung
龔海欣女士



Chamber CEO on Hong Kong's Future in TVB Interview 總商會總裁接受無綫電視專訪

CEO Patrick Yeung sat down with TVB (Television Broadcasts Limited) on 30 November to share his thoughts on Hong Kong's business environment and what 2024 will mean for the economy.

He also discussed the city's future as a global aviation hub, and why it is vital to capitalize on Hong Kong's position both as a gateway to the GBA and as a super-connector between the Mainland and the international market.

The interview will be broadcast on TVB channels 81 and 83 by early January.

總裁楊偉添於 11 月 30 日接受無綫電視（電視廣播有限公司）專訪，分享對香港商業環境的看法及 2024 年經濟展望。

他亦討論香港作為國際航空樞紐的未來發展，同時強調本港必須繼續發揮優勢，做好作為大灣區門戶及內地與國際市場之間的超級聯繫人角色。

是次訪問將於 1 月初在無綫電視 81 翡翠台及 83 新聞台播放。

Real Estate & Infrastructure Committee 地產及基建委員會

Under Secretary for Development David Lam and his colleagues from the Development Bureau, Civil Engineering and Development Department, as well as the Planning Department, gave a talk on the progress of the Kau Yi Chau Artificial Islands Development Project at the Committee meeting on 16 November. The speakers elaborated on key planning and land use objectives to foster the building of a prosperous, sustainable and innovative third Central Business District to enhance Hong Kong's economic competitiveness.

At the same meeting, Joseph Law and Ball Wong were elected Vice Chairmen, following T K Chiang's retirement.

發展局副局長林智文一行聯同土木工程拓展署及規劃署的代表出席 11 月 16 日的會議，講解交椅洲人工島發展計劃的進展。講者詳述主要規劃及土地用途，目標為打造繁榮、可持續和創新的第三個核心商業區，以提升香港的經濟競爭力。

會上，羅嘉進和黃劍榮當選副主席，接替卸任副主席的蔣東強。



Shipping & Transport Committee 船務及運輸委員會

Amy Chan, Commissioner for Maritime and Port Development, shared with members the Government's plans to further enhance the development of Hong Kong's high-end maritime services at the Committee meeting on 23 November. She also introduced the recently unveiled Action Plan on Modern Logistics Development, which aims to boost the city's position as an international hub for aviation and shipping.



海運及港口發展專員陳婉雯出席 11 月 23 日的會議，講解政府進一步推動香港高端航運服務業發展的計劃，並介紹最近公布的《現代物流發展行動綱領》，旨在加強香港作為國際航空和物流樞紐的地位。

Small & Medium Enterprises Committee 中小型企業委員會

Digital transformation is the integration of digital technologies into various areas of a business. It is a necessary process for a company – no matter the size or sector – to remain relevant as the world becomes increasingly digital.

At a seminar titled "Learn and Connect: How Your Businesses Can Succeed in Digital Transformation" on 7 December, Leo Hsu, Partner at PwC, Sunny Yaury, Business Director of United Technologies (Int'l) Ltd, and Dennis Lam, Director, Dong Woo Industrial Co. Ltd, shared the latest trends, technologies and safeguards in implementing digital strategies and their practical experiences.

數碼轉型是指企業在不同業務範疇融入數碼科技。隨着世界邁向數碼化，各行各業的大小企業要與時並進，就必須進行數碼轉型。

羅兵咸永道合夥人許錦華、United Technologies 業務總監姚孫策及東宇實業有限公司董事林以禮出席 12 月 7 日的「學習與交流系列：數碼轉型成功關鍵」座談會，講解數碼轉型的最新趨勢、技術和保障措施，並分享實戰經驗。

Student Engagement 學生活動



Rachel Lau, the Champion of HKGCC's Pitch Perfect Programme 2023, had the opportunity to meet Allan Zeman, Chairman of Lan Kwai Fong Group, for lunch at BACI restaurant in Lan Kwai Fong, where the legendary businessman shared his insights into the local corporate environment and offered advice on career development.

總商會 2023 年度「完美求職計劃」總冠軍劉佩瑩獲安排在蘭桂坊 BACI 餐廳與蘭桂坊集團主席盛智文共晉午餐。這位傳奇商人就本地企業環境分享見解，並提供職涯發展建議。



Kenneth Leung, Assistant General Manager for Hong Kong Export Credit Insurance Corporation, outlined the latest services provided by HKECIC at the Committee meeting on 12 December. In his 2023 Policy Address, Chief Executive John Lee announced that HKECIC's statutory maximum liability will increase to HK\$80 billion, thus continuing to provide comprehensive support to Hong Kong exporters.

香港出口信用保險局（信保局）助理總經理梁卓倫出席 12 月 12 日的會議，介紹信保局提供的最新服務。行政長官於 2023 年度《施政報告》宣布，信保局法定最高負責額將提升至 800 億港元，持續為香港出口商提供全面支援。

More than 500 tertiary students from diverse backgrounds submitted 140 proposals for the HKGCC Business Case Competition 2023. Twelve teams will be shortlisted for the online selection and mentoring phase, and will present their ideas at the final session on 26 January.

總商會 2023 年度「商業案例競賽」吸引 500 多名來自多所大專院校的學生參賽，提交 140 份建議書，其中 12 支隊伍將晉級網上遴選和專業指導階段，並於 1 月 26 日舉行的決賽上進行簡報。

Talent Development 人才發展

How to Manage Your Foreign-sourced Incomes in Hong Kong 如何管理香港境外收入

Dominic Chan, Certified Public Accountant of C & A CPA Ltd, explained the latest developments in BEPS (Base Erosion and Profit Shifting) 2.0 and the changes in the Foreign-Sourced Income Exemption regime at a workshop on 22 November. He also discussed the ways in which corporate tax liabilities and exemptions could be affected, and how businesses can adapt to the new regulations.

中滙會計師事務所執業會計師陳道銘主持 11 月 22 日的工作坊，講解稅基侵蝕及利潤轉移 (BEPS 2.0) 的最新發展，以及海外所得免稅制度的變動。他還討論了企業稅款和減免可能受到的影響，以及企業如何應對新規定。



Media and Social Media Landscape: Implications to Public Relations Approach 傳統和社交媒體格局對公共關係管理的影響



Catherine Wong, communication trainer and coach, and Man-Kit Chui, a part-time lecturer, delved into the latest trends in the ever-evolving media as well as the social media landscape during a workshop on 29 November. They also explained the implications for public relations, and shared some useful techniques to build brand reputation and tackle crises.

媒體和社交媒體格局瞬息萬變，溝通技巧培訓師及教練黃國恩和大學兼任講師徐文傑主持 11 月 29 日的工作坊，探討業界最新趨勢及其對公共關係的影響，並分享建立品牌聲譽和應對危機的實用技巧。

Young Executives Club 卓青社



Vietnam Mission

Fifteen members of the Young Executives Club (YEC) were in Ho Chi Minh City, Vietnam from 20-22 November to tap business opportunities and explore the city. Read the full report on page 52.

越南考察團

卓青社 15 名會員於 11 月 20 至 22 日前往越南胡志明市探索商機，同時遊覽市內景點。詳情載於第 52 頁

Kansai Prepares to Welcome the World

關西迎向世界

Members visit Osaka, Nara, Wakayama to learn more about opportunities in this booming region
會員到訪大阪、奈良及和歌山，探索這個蓬勃發展的地區的商機

Japan is enjoying a tourism boom. Tourists who were kept away due to Covid travel restrictions for years are now rushing to the country to get their Japanese fix. In September, foreign visitors to Japan hit 96% of pre-pandemic levels, and if the Chamber's observations during our business mission to Kansai last month are anything to go by, that figure has already been far surpassed.

The surge is a double-edged sword. On the one hand the influx of visitors is bringing badly needed business to everyone from hotels to izakayas and giving a boost to the economy. But like Hong

Kong and many popular tourism destinations, the country has not yet managed to rebuild operations and staffing levels to cope with the demand.

This was highlighted in the media reporting on people having to queue for over two hours to get through security and immigration procedures at Kansai International Airport. But it also highlighted the huge interest waiting to be tapped.

Mission leader and Chairman of the Asia, Africa & Middle East Committee Jonathan Lamport said mega development projects in the centre of Osaka in preparation for

Expo 2025 are expected to draw millions of additional visitors, and also reinforce Kansai's role as a key business and financial hub.

"The 'Grand Green Osaka' in the heart of Umeda aims to attract international businesses and talent to the Kansai Region, and they have given a lot of attention to 'midori' – or user contact – to make life comfortable and enjoyable for people visiting, working or living there," he said.

A key feature of the development, which is expected to open in phases starting in 2024, are open and green working spaces designed to

allow people work remotely and encourage innovation, Watanabe Hideto, from Hankyu Hanshin Toho Group, told members.

The Kansai Region, with a population of 21.3 million, or 16.9% of Japan's total population, is a major driver of the country's economy. Its GDP is around US\$805 billion, just behind the Netherlands at US\$833 billion. It is Japan's second largest economic area and business costs are around half those in Tokyo. "The fact that office rents and even wages are lower than those in Tokyo make it more affordable for smaller businesses to dip their toe into the Japanese market," added Lamport.

Supporting Smaller Businesses

During a visit to MUIC Kansai Innovation Center, a member-based innovation hub for tourism and inbound travel operators, Manager Yasutaka Mashiko explained to members that the facility is a problem-solving, open innovation centre that encourages co-creation solutions for companies.

Foreign companies, for example, could approach the center to seek help in localizing their online platform or business model for Japan.

Kelven Lit, Director, Censpot Trading Corporation, who joined the mission, said the trip was useful to help him meet with a number of tech start-ups and companies founded by young people.

"Unlike the common perception that Japanese are quite conservative, I saw their eagerness to open their markets and willingness to cooperate with overseas companies," he said. "We, as



Members examine a model of the mega development project in the heart of Umeda. It is set to open in phases, starting this summer.

會員檢視梅田區核心地段的超大型發展項目模型。該項目將於今年夏季起分階段啟用。

delegates from Hong Kong, also had the chance to exchange market updates and promote our products through business matching sessions. This will help to facilitate more business opportunities between both sides, especially given that we are all working very hard to recover after pandemic. So this mission was a golden opportunity for us to restart and reach out to the long-absent overseas markets.'

World Expo 2025

Based on the theme "Designing Future Society for Our Lives," Expo 2025 is set to run from 13 April 2025 to 13 October 2025 on an artificial island located in Osaka Bay, served by a newly built subway station.

Yoshiyasu Takuya, from the Japan Association for the 2025 World Exposition, explained that future

society showcase projects will be based on smart mobility, virtual reality, digitization, art, green technology and future life experiences. Visitors to the expo can look forward to travelling on electric buses powered by electric coils built into the roads, or if you are in a rush take a flying car.

Natalia Sukhanova, Senior Corporate Development Officer for Messe Frankfurt (HK) Ltd, said: "It was inspiring to see the designers combining Japanese traditional art and construction techniques with cutting-edge technologies in the grand roof at the Expo site. The roof is an impressive ring-shaped wooden structure with a diameter of 600 m and a circumference of about 2 km. Constructed without nails, it will take about two years to build and will be one of the largest wooden structures in the world. The



Imai Masahiro (back row, 5th from left), Chairperson, China Business Committee, said it was good to see business delegations from Hong Kong visiting Japan again.

OCCI中國商務委員會委員長今井雅啓（左後五）表示，很高興看到香港商務代表團重臨日本。

design symbolizes the idea of 'unity in diversity' – standing on the roof, one can connect with the sky and the ocean."

"I also find the idea of 'Brilliance of Life Project' very moving. It is a thematic project directed by eight leading producers from various fields – such as filmmaking, writing and literature, music, mathematics, animation, biology, etc. – to explore life and practise creativity during Expo Osaka 2025."

During a meeting with the Osaka City Government, Sakata Yuko, Manager for International Business Promotion, said the government was placing great emphasis on contingency plans. This includes creating the necessary infrastructure and know-how, as well as attracting international talent, to allow Osaka to step in

should there be a major problem in Tokyo, for example. "Our target is 2050, which is a very long-term vision, but our short-term target is to put in place the foundations of the project in time for the 2025 Expo," she said.

During a meeting with the Osaka Chamber of Commerce and Industry (OCCI), Imai Masahiro, Chairperson, China Business Committee, said it was good to see business delegations from Hong Kong visiting Japan again. OCCI provides its 30,000 members with market updates on overseas markets, especially Mainland China.

"Japanese SMEs traditionally are not very keen to work with foreign companies or explore overseas markets on their own as the domestic market is so big," he said.



Members network with entrepreneur counterparts during a business matching session at shared working facility Quintbridge.

會員在共享協作空間Quintbridge參加商業配對活動，與當地企業家分享交流。



Members visited a few unique investment sites in Nara Prefecture, including Hotel Ebisukan in Yoshino, and Hotel Subaru in Totsukawa, two incredibly beautiful areas of Nara.

會員參觀奈良縣多個特色投資項目，包括位於縣內觀光勝地的吉野戎館旅館及十津川昇酒店。



“However, that is now changing, and we have been getting more and more enquiries from our members, but it is difficult for those with only domestic business experience.”

Wakayama’s New Business Model

Located around one hour from Kansai International Airport, Wakayama is hoping to attract tourists and young entrepreneurs to the prefecture by promoting it as a work-ation destination. Boasting beautiful beaches and scenery, hot springs, and even a domestic airport, the Wakayama Prefectural Government is offering tax and investment incentives to businesses looking to set up in the area.

The area is famous for its manufacturing and IT sectors, but it hopes to grow into an IT hub.

It has had some successes, with Salesforce, NEC, and Sakurug, among others, establishing offices there. Young entrepreneurs are also being drawn there to shared work spaces.

Another advantage is that it is only an hour from Tokyo to the nearby domestic airport. Katsunori Kobayashi, Director, Office Cloud 9, said Covid forced companies to spread out their workforce and work remotely, which pushed companies to understand that their employees can work remotely.

He added that young entrepreneurs are attracted to work in area by the support that Office Cloud 9 offers to people looking to set up a business in the prefecture. “They are also motivated by the lower costs here, and maintaining a good work-life balance which ultimately increases productivity and innovation,” he said.

An Inspiring Trip

The mission was organized after an Invest Japan Seminar at the Chamber earlier this year, co-hosted by JETRO, introduced the potential of the region. Summing up the mission, Lamport said he saw a lot of opportunities in the Kansai region, not only for tourism, but also in environmental and information technology sectors.

“It was quite inspiring to meet young and passionate Japanese entrepreneurs. They are very open to ideas and very different from the stereotypical impression that Japanese businesses are very traditional and formal. So not only is the business structure changing but so too are the people,” he concluded.

日本旅遊業正蓬勃發展。在過去數年疫情期間受旅遊限制影響而無法訪日的旅客，現正紛紛湧入日本盡情吃喝玩樂。去年9月訪日旅客人數已恢復到疫情前96%的水平，而根據總商會上月在關西商務考察期間的親身觀察，旅客人數已經遠超疫情前水平。

遊客激增有利亦有弊。一方面，蜂擁而至的旅客為酒店和居酒屋等商企帶來期盼已久的生意，帶動經濟增長；另一方面，跟香港和許多熱門旅遊目的地一樣，日本款待業仍未全面恢復運作，而且人手不足，一時間無法應對龐大需求。

據媒體報道，訪日旅客要在關西機場輪候兩個多小時，才能完成安檢和入境手續。但換個角度，這個情況正好反映當地蘊藏巨大的商業潛力，有待開發。

考察團團長兼亞洲、非洲及中東委員會主席林偉全表示，大阪為迎接2025年世界博覽會，在市中心開展多個超大型發展項目，可望額外吸引數以百萬計遊客入境，同時鞏固關西作為主要商業和金融中心的角色。

他說：「『Grand Green 大阪』項目位於梅田區的中心地段，旨在吸引國際企業和人才到關西地區發展。當局尤其注重『綠色生活』，致力為在當地旅遊、工作和居住的人士打造舒適愉快的生活。」

阪急阪神東寶集團的渡邊秀斗向團員解釋，預料「Grand Green 大阪」項目將於2024年起分階段開放，而項目的一大特色，是提供開放式的綠色辦公空間，方便使用者遙距工作，同時鼓勵創新。

關西地區人口2,130萬，佔全國人口16.9%，是日本經濟的主要動力。當地生產總值約8,050億美元，僅次於荷蘭的8,330億美元，是日本第二大經濟區，而企業營運成本僅為東京約一半。林偉全補充：「關西的寫字樓租金乃至薪金都比東京低，規模較小的企業更易在當地設立據點，進軍日本市場。」



Members visited Office Cloud 9, shared working spaces set in gorgeous surroundings, allowing companies to operate from anywhere and increase staff efficiency.

會員參觀環境怡人的共享工作空間Office Cloud 9，該設施讓企業在任何地方都能運作，提升員工效率。

支援小企業

一行亦到訪會員制觀光和入境旅遊创新中心「MUIC Kansai」。經理益子泰岳解釋，該中心為企業提供開放的創新平台，鼓勵協作解難，共同制定解決方案。

舉例說，外國企業可與中心接洽，商討如何完善其網上平台或業務模式，以迎合日本市場的喜悦。

代表團成員之一、昇博經貿有限公司執行董事列家誠表示，此行考察了不少由年輕人創辦的科技初創公司和企業，讓他獲益良多。

「日本人普遍予人較保守的印象，但依我所見，當地人都很願意開放市場，並樂於與海外企業合作。」他說：「我們作為香港的代表，亦藉機透過商業配對活動，與他們交換市場資訊，並推廣我們的產品。這有助雙方促成更多商機，尤其是我們都正努力從疫情中復蘇。這

次訪問提供了一個黃金機會，讓我們重新打開闊別已久的海外市場。」

2025 世界博覽會

2025年大阪世界博覽會以「構建未來社會，想像明日生活」為主題，將於2025年4月13日至10月13日在大阪灣的人工島舉行，島上設有新建的地鐵車站。

2025年日本世界博覽會協會代表吉安拓也解釋，未來社會展示項目的主題包括智慧出行、虛擬實境、數碼化、藝術、綠色科技和未來生活體驗。電動巴士將可透過鋪設於路面下的電感線圈充電；若然時間緊迫，訪客更可選乘空中飛車。

法蘭克福展覽（香港）有限公司高級企業發展主任 Natalia Sukhanova 表示：「設計師揉合日本傳統工藝與尖端科技，在會場建造『大屋根』，讓我們大開眼界。這個壯觀的木造環形無釘建築直徑達600米、圓周約兩公里，建造過程耗時兩年，



落成後將成為全球最大型的木造建築之一。該建築設計體現了『多元合一』的理念——訪客置身其中，猶如與天和海融為一體。」

她續道：「『生命光輝項目』亦令我深受觸動，這個專題項目匯聚八名來自不同領域的頂尖創作人，包括電影、寫作與文學、音樂、數學、動畫和生物學等，在 2025 大阪世博會期間共同探索生命奧秘、發揮創意。」

考察團與大阪市政府代表會晤期間，國際投資促進課長坂田祐子表示政府十分重視應變計劃，包括發展必要的基建設施和專業知識，同時吸引國際人才，慎防東京一旦發生嚴重事故等情況下，大阪能夠伸出援手。她說：「我們計劃在 2050 年前達成目標。為實現這一長遠願景，我們亦訂下了短期目標，預期於 2025 年世博會舉行前為項目奠定基礎。」

大阪商工會議所（OCCI）中國商務委員會委員長今井雅表示，很高興看到香港商務代表團重臨日本。OCCI 為三萬多名會員提供海外市場的最新動向，尤

其是中國內地的發展。

他說：「鑒於國內市場規模龐大，日本中小企一向不熱衷於與外國企業合作，或自行探索海外市場。不過情況正在改變，我們接獲愈來愈多的會員查詢，但只有本地營商經驗的會員面對不少困難。」

和歌山新商業模式

和歌山距離關西國際機場約一小時車程，當地正積極推廣作為辦公度假目的地的優勢，以吸引遊客和年輕企業家到訪。該縣擁有景致優美的海灘和 泉，而且設有國內機場。此外，和歌山縣政府為有意在當地設點的企業提供稅務和投資優惠。

和歌山以製造和資訊科技業聞名，銳意發展成為資訊科技樞紐，成果有目共睹。Salesforce、日本電氣和 SAKURUG 等大型企業於當地設有辦事處，年輕企業家亦紛紛進駐共享辦公室。

該縣的另一優勢在於毗鄰國內機場，只需一小時即可直達東京。Office Cloud 9 館長小林且典表示，新冠疫情迫使企業分散勞動力，安排員工遙距工作，這些經驗令公司意識到遙距工作切實可行。

他補充，Office Cloud 9 為有意在縣內設立業務的人士提供支援，成功吸引年輕企業家進駐。他說：「和歌山的營運成本較低，提供良好的工作與生活平衡，有助提升生產力和推動創新，也是他們選址這裡的原因。」

啟發之旅

總商會去年與日本貿易振興機構（JETRO）合辦投資研討會，介紹區內發展潛力，促成了是次考察團。林偉全總結道，此行讓他了解到關西地區的旅遊、環境和資訊科技業機遇處處。

他說：「與充滿熱誠的年輕日本企業家會面，令人深感鼓舞。日本企業向來予人傳統拘謹的刻板印象，但跟他們相處過後卻有另一番體會，他們對新主意持開放態度。由此可見，除了產業結構轉變，當地人的思維亦正在改變。」



Wakayama has had some success in encouraging IT companies to set up operations in the prefecture, including Salesforce.

和歌山已成功吸引Salesforce等資訊科技企業落戶。

Christmas Cocktail Reception

聖誕聯歡酒會





Everyone had a merry time at our annual Christmas Cocktail Reception on 5 December!

Over 400 members joined Chamber leaders as they clinked their glasses to success and celebrated the festive season. In her speech, Chairman Betty Yuen remarked on the strengths of our diverse membership and their collective efforts in helping to revitalize the economy over the year.

Besides receiving Christmas gifts from Santa, two members won fabulous prizes in the lucky draw – two economy class roundtrip tickets from Greater Bay Airlines and a night's stay for two with breakfast at Andaz Macau.







一年一度的聖誕酒會於12月5日舉行，眾人歡慶佳節，氣氛熱鬧。

超過400名會員與總商會領導一同舉杯暢飲，分享聖誕喜悅。主席阮蘇少濶致辭時表示，總商會會員人才濟濟、群策群力，希望在未來一年能夠攜手振興經濟。

當晚除了有聖誕老人派禮物，兩位會員更在幸運抽獎環節贏得豐富的獎品，分別為大灣區航空的雙人經濟客位來回機票及澳門安達仕酒店一晚雙人住宿連早餐。





Mission to Vietnam 越南訪問團

YEC's recent business trip to Ho Chi Minh City helped connect Hong Kong and Vietnamese businesses, paving the way for investment and collaboration
卓青社最近率團訪問胡志明市，聯繫香港與越南企業，為會員打開投資及合作的大門

From a business matching session to tours of Southeast Asia's second-tallest building and a dragon fruit farm, the Young Executives Club (YEC) recent business mission to Ho Chi Minh City on 20-22 November opened doors to a range of opportunities in Vietnam.

Past YEC missions have included trips to China, Cambodia, Israel, Japan, South Korea and the United States, and this year's choice of destination, the historic Southeast Asian city formerly

known as Saigon, reflected Vietnam's rise as one of the world's fastest growing economies.

Bilateral trade between Vietnam and Hong Kong has been increasing at a rate of over 10% per annum. The country exported goods worth US\$10 billion to Hong Kong last year, while imported commodities worth US\$1.78 billion from the city – up 19.8% year-on-year.

Hong Kong is currently Vietnam's fifth largest foreign investor, with 2,164

projects representing a total investment of nearly US\$29.5 billion, mostly in the processing and manufacturing industry, real estate, and electricity, gas and water production and distribution.

Business Matching

The YEC mission kicked off with a business and investment matching session and gala dinner at the Tan Son Nhat Golf Course, which was attended by around 150 Vietnamese and Hong

Kong enterprises, as well as representatives from the Ministry of Planning and Investment, Ministry of Industry and Trade, and the Institute for Economic and Trade Development (IETD) of Vietnam, Ho Chi Minh City. The event offered plenty of networking opportunities with exhibitors showcasing food and beverages, healthcare products, jewellery and handicrafts at over 30 booths.

After presentations on the country's economic development and special



Far left: The delegation visited Southeast Asia's second-tallest building, Landmark 81.

左：代表團參觀東南亞第二高建築物 Landmark 81。

Middle: HKGCC also signed an MoU with IETD during the trip.

中：行程期間，總商會亦與越南經貿發展研究所簽署合作備忘錄。

Right: Touring Vinhomes Grand Park, one of Ho Chi Minh City's biggest real estate developments.

右：考察胡志明市其中一個最大型的房地產開發項目 Vinhomes Grand Park。



policies for Hong Kong investors, YEC Chairman Olivia Kung and HKGCC General Committee member Edmond Yue thanked the Vietnam Government and underlined the need to strengthen Vietnam-Hong Kong ties in their speeches. On behalf of HKGCC, Yue signed a Memorandum of Understanding with IETD to enhance mutual trade and people-to-people links.

in Ho Chi Minh City, and it was impressive to note that on completion, the mega city will have 15 recreational parks under various themes. Some are the first of their kind in the country, such as a mini-terrain golf park and a kayaking zone. Members also had the opportunity to meet the project leaders of an artificial beach made with sand brought in from Nha Trang Beach.

Major Developments

Vinhomes Grand Park is one of the largest and most ambitious real estate projects

Another highlight of the trip was Vingroup's Landmark 81, the second tallest skyscraper in Southeast Asia at 470m. After enjoying the breathtaking city views,



Exploring a dragon fruit farm in Long An.
探索隆安的火龍果園。

A range of products on display at the Hong Kong and Vietnam business matching session.
香港越南商務配對會展出各式各樣的產品。

The group also called on the HKTDC office in Ho Chi Minh City.

一行亦拜會香港貿發局駐胡志明市辦事處。

Attending a gala dinner at Tan Son Nhat Golf Course.

出席在新山一高爾夫球場舉行的晚宴。

members were shown around a Vinhomes luxury apartment on one of the highest floors, and stopped by the Vinfast showroom on the ground floor for updates on the latest developments in motoring technology.

The delegation also called on Tina Phan, Director, Indochina, at the Hong Kong Trade Development Council in Ho Chi Minh City, where the two sides exchanged views on development in Vietnam and opportunities for businesses in Hong Kong.

The three-day mission wrapped with a day trip to Long An, a province in the Mekong Delta that counts among Vietnam's largest producers of dragon fruit, where members learned about the cultivation process and sampled some freshly plucked dragon fruit. They also toured a few fresh and dried fruit factories to see how the produce is processed after harvesting.



卓青社於 11 月 20 至 22 日率團訪問胡志明市，一行除了參與商業配對活動，還參觀了東南亞第二高建築物 and 火龍果園，為會員打開越南商業大門。

卓青社過往曾赴中國、柬埔寨、以色列、日本、南韓和美國考察，今年的目的地為胡志明市。這座歷史悠久、原名西貢的東南亞城市近年發展蓬勃，充分體現越南作為全球其中一個增長最快的經濟體的地位。

越南與香港的雙邊貿易每年增長超過 10%。去年越南對香港的出口貨物價值達 100 億美元，從香港進口的商品價值則為 17.8 億美元，按年增長 19.8%。

香港現為越南第五大投資來源地，在當地開展 2,164 個項目，總投資額近 295 億美元，集中在加工與製造業、房地產市場，以及電力、燃氣和水的生產供應。

商業配對會

行程第一站為新山一高爾夫球場，代表團在該處出席商務投資配對會暨晚宴。當晚活動設有超過 30 個展覽攤位，展出各式各樣的食物飲料、醫療保健產品、珠寶首飾及手工藝品，吸引約 150 名來自越南和香港企業、胡

YEC Chairman Olivia Kung in a traditional Vietnamese "ao dai".

卓青社主席龔海欣穿上傳統越南長襖。



志明市規劃及投資部、工商部及經貿發展研究所的代表參加，提供難得的聯誼交流良機。

卓青社主席龔海欣及總商會理事余國賢向大會致辭，介紹越南的經濟發展，並講解當地為香港投資者提供的特別政策。他們亦感謝越南政府的款待，強調加強越南與香港聯繫十分重要。余國賢又與越南經貿發展研究所簽署合作備忘錄，促進相互貿易和人才連繫。

重大發展

Vinhomes Grand Park 是胡志明市規模最大、最先進的房地產項目之一。該超級園區落成後，將設有 15 個主題休憩公園，部分設施更是全國首設，包括迷你高爾夫球場、獨木舟碼頭等。團員亦有機會與園內人工

沙灘項目的主管會面，該沙灘的沙粒來自著名的芽莊海灘。

另一重點行程是考察東南亞第二高摩天大樓、由 Vingroup 集團建設的 Landmark 81。團員從樓高 470 米的地標塔俯瞰胡志明市的美景後，再參觀大樓高層的 Vinhomes 精品公寓，又到地面的 Vinfast 陳列室了解汽車技術的最新發展。

一行亦拜會香港貿易發展局駐胡志明市辦事處中南半島總監 Tina Phan，雙方就越南發展和港企商機交換意見。

三天行程的最後一站為隆安省。該省位於湄公河三角洲，是越南火龍果的主要產地之一。當天，團員了解到火龍果的種植過程，並品嚐了新鮮採摘的火龍果，其後又到訪鮮果和乾果工廠，探索果實收割後的加工過程。

YEC's Merry Christmas Party!

卓青社聖誕聯歡派對



Chamber CEO Patrick Yeung joined over 30 members of the Young Executives Club for a Christmas party on 1 December. Everyone was in good spirits at the celebration, which was held at The Foreign Correspondents' Club Hong Kong. The evening included a lucky draw, with some members getting their first Christmas presents of the season!

總商會總裁楊偉添於 12 月 1 日與超過 30 名卓青社會員同慶聖誕。當晚的聖誕聯歡晚會於香港外國記者會舉行，佳節將至，眾人興高采烈，歡聚一堂。現場亦設有抽獎活動，向幸運兒送上今年首份聖誕禮物！





Annual Staff Dinner: Fun & Games

The Chamber's annual staff party on 8 December was a night to remember, with plenty of great food, conversation, games and fun photo-ops!

There were some amazing lucky draw prizes to be won, too – huge thanks to our members for their generous donations.

Chamber CEO Patrick Yeung also presented gold 30-year service awards to Thinex Shek, Looby Ho, Chan Wun Ling, Cheung Wing Fai, Jacky Lai, Suzanne Lee, Bonnie Ng and May Pang for their contributions over the years.

Yeung later took to the stage to croon a few songs, prompting everyone to turn on their phone lights and sing along!

員工歡聚年度晚宴

總商會於 12 月 8 日舉行周年員工晚宴，員工邊享用美食邊玩遊戲，又手持各種有趣道具拍照打卡，眾人樂在其中。

晚宴亦設有緊張刺激的抽獎環節，總商會衷心感謝會員公司慷慨贊助豐富的獎品。

當晚，總裁楊偉添分別向石平佛、何璐茵、陳煥玲、張泳輝、黎啟康、李麗容、吳鶯芳和彭秀美頒發 30 年長期服務獎，答謝多位資深員工多年來的貢獻。

楊偉添其後更上台獻唱，大展歌喉，全場同事紛紛亮起手機燈一同合唱。



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Dialogue with the General Committee Series:

Betty Yuen

Chairman, Hong Kong General Chamber of Commerce
Chairman, CLP Power Hong Kong Ltd
Jan 19 4:30 - 5:30 pm

COMMITTEE MEETINGS

Check with secretariat for details

RETAIL & TOURISM

Fireside chat on the role Hong Kong and the Mainland play in Asia's hospitality industry rebound
Jan 15 12:15 pm

FINANCIAL & TREASURY SERVICES

Insurance Authority on plans to develop Hong Kong as a global risk management centre and insurance hub
Jan 18 10:00 am

ECONOMIC POLICY

Dr Stephen Wong, Head of Chief Executive's Policy Unit, on Hong Kong's economic outlook
Jan 18 3:00 pm

MANPOWER

Latest updates on the Government's various talent schemes
Jan 29 4:00 pm

ASIA, AFRICA AND MIDDLE EAST

Jan 30 11:30 am

LEGAL

OGCIO on cross-border data sharing plans
Jan 31 4:00 pm

WORKSHOPS & SEMINARS

Visit website for full details and to register



CUHK CII OPEN FORUM AND PILOT STUDY

Jan 4 2:00 - 5:30 pm



PRACTICAL TIPS ON HOW TO MITIGATE TAX RISK FOR CHARITABLE FOUNDATIONS

Jan 15 10:30 am - 12:00 pm



HKGCC AND MAYCHAM FIRESIDE CHAT AND LUNCHEON

Jan 15 12:15 - 2:00 pm



PIMCO 2024 MARKET OUTLOOK – PRIME TIME FOR BONDS

Jan 16 12:00 - 2:00 pm



GEARING UP! WOMEN ON BOARDS

Jan 17 4:30 - 6:30 pm



ENTERING THE BEPS 2.0 PILLAR TWO ERA: UNVEILING THE NEW TAX LANDSCAPE AND IMPACTS

Jan 30 10:30 am - 12:00 pm



TOWN HALL FORUM SERIES:

THE HON ALICE MAK Secretary for Home and Youth Affairs

Jan 22 12:15 - 1:45 pm



MARK YOUR DIARY

Women Executives Club presents:



Gearing Up! Women on Boards

• 17 January 2024 (Wed) • 4:30 - 6:30 pm



Catherine Yien
Managing Director
Listing Division
Hong Kong Exchanges and Clearing Ltd



Kelly Lee
Senior Vice President
Policy and Secretariat Services, Listing
Hong Kong Exchanges and Clearing Ltd



Grace Huang
Partner and Co-Head
International Capital Markets Group
Freshfields Bruckhaus Deringer



Dr Christopher To
Chairman
Hong Kong Institute of Directors

"CEO 123 Tell Me More Series"
Cleopatra – from Lotus to Bauhinia

Speaker: **SARAH ABDELRAHMAN**

Wednesday, 10 January 2024 12:30pm - 2:00pm

BUSINESS CASE COMPETITION 2023/24
Jan 26 5:00 - 6:00 pm

Welcoming Reception

Date: 30 Jan 2024 (Tue)
Time: 5:00 - 6:30 pm

China's National Studies Programme

Date: 31 Jan to 1 Feb 2024
Location: Zijing Mountain Villa, Shenzhen
Language: Putonghua

HKGCC CHINESE NEW YEAR DINNER 2024

Early Bird Discount!

Thursday, 29 February 2024
18:00 - 21:30
Gordon Wu Hall, B P International
8 Austin Rd, Tsim Sha Tsui

TRAINING

Visit website for full details and to register

<p>PRACTICAL MEDIATION AND NEGOTIATION Jan 11 2:30 - 5:00 pm</p>	<p>INCOTERMS 2020 IN GLOBAL PURCHASING Jan 18 2:30 - 5:00 pm</p>	<p>INTERVIEWING SKILLS FOR RECRUITING AND ATTRACTING THE RIGHT TALENTS Jan 23 9:30 am - 12:30 pm</p>
<p>COMMON WRITING ERROR WORKSHOP Jan 25 2:00 - 6:00 pm</p>	<p>AUTHENTIC LEADERSHIP: STAND OUT, INSPIRE AND SHINE AT WORK Jan 31 9:30 am - 5:30 pm</p>	<p> </p>



TRAINING & DEVELOPMENT

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Practical Mediation & Negotiation


The ability to build consensus through negotiation is a core competency essential for success. As companies are increasingly placing more emphasis on teamwork, managers, businessmen and professionals must have a thorough understanding of mediation and negotiation skills and know how to use them effectively in the daily work environment.

This workshop is designed to provide participants with an array of negotiation concepts, processes and strategies that can be applied practically in the workplace. The interactive session will feature lectures, role-playing and group discussions.

調解與談判實務

透過談判建立共識是達成成功的核心能力。隨着企業日益注重團隊文化，管理人員、商家和專業人士必須透徹了解調解和談判技巧，並在日常工作環境中運用這些技能。

本互動工作坊旨在為參加者提供一系列可在職場實踐的談判概念、流程和策略，設有講授、角色扮演和小組討論環節。

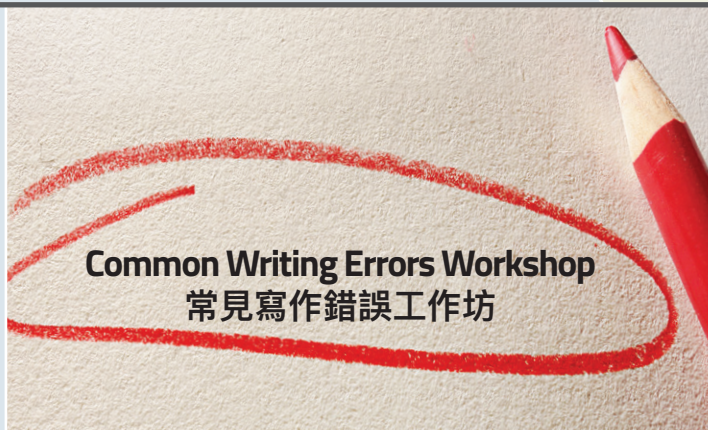
 11/1/2024 (2:30 – 5:30 p.m.)

 Cantonese 廣東話

 Member 會員 \$850
Non-member 非會員 \$1,050



Trainer 導師：
Oscar Tan 陳慶生
Barrister-at-law
大律師




Common Writing Errors Workshop 常見寫作錯誤工作坊


If you want to tighten up the accuracy of your writing, expand the breadth and precision of your vocabulary, and make use of AI grammar and vocab tools online or apps, this session is for you.

It is always important to use grammar and vocabulary accurately in your work. This workshop will highlight common grammatical and lexical mistakes, how to avoid them, and the best ways to check and proofread texts. You will learn where slips, mistakes and fossilized errors come from, the most common workplace errors among writers in Hong Kong, and techniques that help you to proofread effectively and efficiently.

如果你想提高寫作準確度，掌握廣泛且精確的詞彙，並在網上或應用程式使用人工智能語法和詞彙工具，這個工作坊是為你而設。

在工作上準確使用文法和詞彙十分重要。本工作坊將介紹常見的語法和用詞錯誤，並講解如何避免出錯，以及檢查和校對文章的最佳方法。你將了解到失誤、差錯和慣常錯誤從何而來、本地職場上最常見的錯誤，以及更快捷高效地校對文章的技巧。

 25/1/2024 (2:00 – 6:00 p.m.)

 English 英語

 Member 會員 \$950
Non-member 非會員 \$1,150



Trainer 導師：
Richard Charles
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