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April 2024

HKGCC: The Voice of Business in Hong Kong

# bulletin

工商月刊



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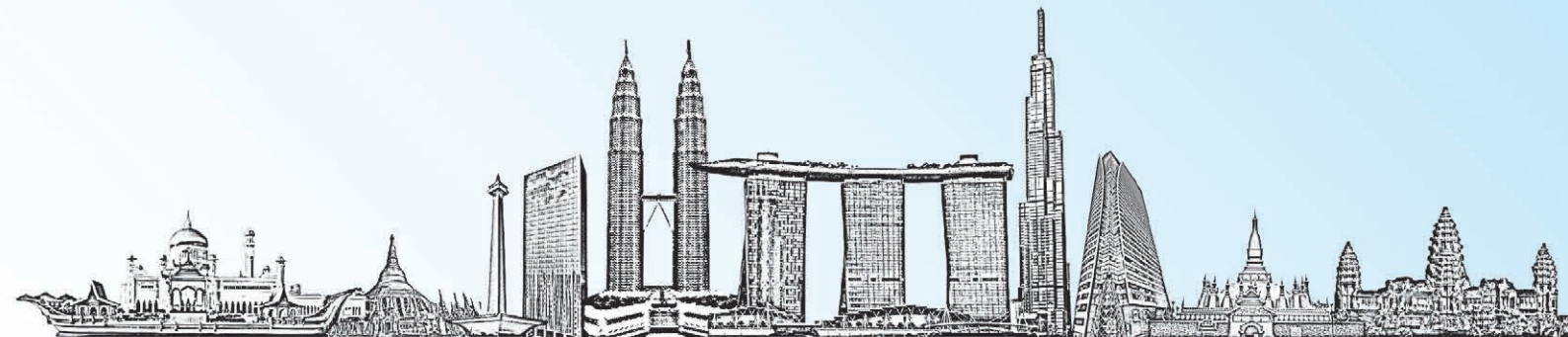
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## Capitalizing on Our Advantages

The Two Sessions held in March indicated how Hong Kong can further align its unique strengths with the nation's goals



## 全力發揮香港優勢

3月舉行的兩會表明香港應善用其獨有優勢，進一步配合國家發展目標

數千位政治領袖上月雲集北京，參與一年一度的全國兩會（全國人民代表大會及中國人民政治協商會議），會議明確訂下國家在未來一年和今後的優先要務。

今年兩會的重點為發展「新質生產力」，透過打造經濟增長新引擎，配合國家發展模式的轉型進程。這個概念由國家主席習近平於2023年初提出，採取創新為本的方針，擺脫傳統經濟增長方式，發展先進生產力。

受房地產市場不景、通縮風險、消費者需求疲弱及投資者信心低迷等種種因素拖累，內地經濟持續疲弱不振之際，中央政府將2024年的增長目標定為5%左右。會議期間公布的政策以促進就業、提升收入為主，同時透過穩健的貨幣政策，防範化解風險因素。

一如既往，習主席在兩會期間重申對香港的支持，又強調香港長遠繁榮穩定十分重要。因此，《基本法》第23條立法草案於3月19日在立法會通

過，將保障香港的長遠發展，並締造更安全的營商環境。

行政長官李家超列席全國人大二次會議開幕會，他承諾香港將充分把握「十四五」規劃、大灣區建設和「一帶一路」倡議帶來的機遇，積極融入國家發展大局。

總理李強在開幕會上發表工作報告時亦表示，香港應「發揮自身優勢和特點」，積極參與大灣區建設。我認為大灣區發展規劃為香港的不同領域提供前所未有的機遇，例如創科和創業一類驅動區內經濟增長的重要動力。

在當前環境下，香港必須與商界、政策制定者和監管機構攜手合作，在大灣區城市推動創新。大灣區匯聚各種優勢，將有效促進高質量發展，有利香港提升國際競爭力和推動未來發展。

隨着內地着力推進產業和區域經濟增長，本港商界必須繼續發揮其獨特優勢，滿足香港和國家的需要。

Last month, thousands of political leaders converged upon Beijing for the annual “Two Sessions” of the National People’s Congress and the Chinese People’s Political Consultative Conference. Also known as *lianghui*, the meetings clearly laid out the country’s priorities for the coming year and beyond.

The focus of the Two Sessions this year was on developing “new quality productive forces,” in line with China’s efforts to transform the country’s development model by fostering new growth drivers. First announced by President Xi Jinping in 2023, the concept is innovation-centric and translates into advanced productivity beyond traditional economic paths.

The Central Government is aiming for around 5% growth in 2024, amid several factors contributing to a sluggish economy: a downturn in the property market, deflationary risks, weak consumer demand and low investor confidence. The policies announced during the meetings are built around boosting employment and income while tackling risk factors through prudent monetary policies.

As in the past, President Xi Jinping keenly reiterated his support for Hong Kong during the Two Sessions. Resting on the foundation of “one country, two systems,” he said the long-term prosperity and stability of our city has always been important. To that end, the passing of the Basic Law Article 23 legislation bill in the Legislative Council on 19 March will ensure Hong Kong’s long-term growth, while making it a safer destination for businesses operating here.

Chief Executive John Lee, who attended the opening meeting of the second session, promised that Hong Kong would fully grasp the opportunities offered by the 14<sup>th</sup> Five-Year Plan, the development of the GBA, as well as the Belt and Road Initiative, which are important for active integration into national development.

Delivering his work report at the opening of the annual session, Premier Li Qiang also urged Hong Kong to “play to its distinctive strengths” and take an active role in the Greater Bay Area (GBA) scheme. I believe the GBA development plan definitely gives Hong Kong unprecedented opportunities in areas such as innovation and technology (I&T) and entrepreneurship, which are key drivers of economic growth in the region.

Now more than ever, Hong Kong must collaborate with industry players in the business community, policy makers and regulators to drive innovation in GBA cities. With its high concentration of advantages, the GBA is an excellent catalyst for high-quality development, which is intrinsically linked to the international competitiveness and future growth of Hong Kong.

As the Mainland sets its sights on utilizing diverse sectors and regions to channel economic growth, the Hong Kong business community must continue to leverage our unique strengths in order to meet the needs of our city as well as the nation.

**Betty Yuen**  
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## HONG KONG HOTELS: GOING GREEN 香港酒店邁向綠色未來



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### HKGCC

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。





# Making Big Strides in Economic Development

Hong Kong should actively align with national development strategies to promote economic growth



## 發展經濟 大步向前

香港應積極配合國家發展策略，推動經濟增長

國家把今年經濟增長目標訂為約 5%，並擴大高水平對外開放，加大力度吸引投資，共建一帶一路。內地致力發展經濟，同時亦為香港經濟穩步發展提供最強支撐。

國務院在 3 月發表《政府工作報告》，提出着力擴大內需、推動經濟良性循環，以及擴大高水平對外開放。其他措施包括推動外貿、支持企業開拓多元化市場，並繼續縮減外資准入限制措施。國家亦支持高質量共建「一帶一路」，深化多雙邊和區域經濟合作。

事實上，外國投資者亦希望走進內地的龐大市場，因此國家放寬外資管制措施對投資者而言是好消息。香港作為粵港澳大灣區一分子，不僅得到國家大力支持，同時享有聯通世界的優勢，應當充分發揮「超級聯繫人」的角色，配合國家發展經濟，以把握內地高速發展的時機及有利條件，協助兩地企業走出去，把外資引進來。

面對全球經濟復蘇乏力及複雜的地緣政治，香港商界除了着眼於歐美等傳統市場，亦應積極開拓新興市場。就此，香港特區政府已向貿發局撥款，協助中小企把握「一帶一路」倡議和大灣區建設的機遇，開拓新興市場，並加強環球推廣。

新一份《財政預算案》亦有多項開拓中東市場的措施，包括與沙特阿拉伯及巴林進行投資協定談判，並計劃在利雅得、土耳其和埃及分別增設經貿辦及顧問辦事處，在新興市場加強貿易推廣。

開拓市場亦要有良好的交通運輸配套。我樂見香港特區政府配合國家「空中絲綢之路」的建設，針對具潛力的「一帶一路」航線加強航空服務。香港商界一貫懂得靈活變通，在國家及香港特區政府支持下，應當把握新機遇，踏步向前。

With a GDP growth target of around 5% for 2024, China will take steps to pursue a high standard of opening up, intensify efforts to attract investment and promote cooperation in building the Belt and Road (B&R). These endeavours to spur development will provide a strong backing for steady economic growth in Hong Kong.

According to the government work report released in March, the authorities are working to expand domestic demand, drive the economy to realize a virtuous cycle and pursue a high standard of opening up. Other measures include promoting foreign trade, supporting businesses in diversifying overseas markets, and the continued relaxation of market access restrictions on foreign investment. The Government is also looking to support high-quality B&R cooperation, and deepen multilateral, bilateral and regional economic cooperation.

Indeed, foreign investors are also eager to tap into China's huge market. As such, the relaxation of foreign investment control is good news for them. As part of the Greater Bay Area (GBA), Hong Kong enjoys unwavering support of the motherland while being connected to the world. We should therefore give full play to our role as a "super-connector" to dovetail with the country's push for economic development. This will allow us to take advantage of the opportune timing and favourable conditions brought by the nation's rapid development, helping businesses on both sides of the border to go global while bringing in foreign capital.

Given the sluggish global economy and complicated geopolitics, the Hong Kong business community should seek to explore emerging markets beyond traditional markets like Europe and the United States. In view of this, the HKSAR Government has provided additional funding to the Hong Kong Trade Development Council to help SMEs seize opportunities arising from the B&R Initiative and GBA development, tap into emerging markets, and step up promotional efforts worldwide.

The latest Budget also rolled out various measures to strengthen economic and trade relations with the Middle East. These included conducting negotiations with Saudi Arabia and Bahrain on an Investment Promotion and Protection Agreement, opening an Economic and Trade Office in Riyadh, and setting up consultant offices in Turkey and Egypt, with a view to enhancing trade promotion in emerging countries.

Sound transport infrastructure is essential for access to new markets. I am pleased to see the HKSAR Government's move to support the country's initiative to develop the "Air Silk Road" by strengthening aviation services on routes with potential along the B&R. Known for their flexibility and adaptability, Hong Kong businesses should embrace new opportunities to make big strides, with the solid support of the Mainland and the HKSAR Government.

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## Strengthening Global Links

The Chamber's upcoming overseas missions will explore business opportunities and forge new friendships



## 加強國際連繫

總商會即將舉行多個商務考察團，探索商機、建立聯繫

香港作為貫通東西的超級聯繫人，一直擔當經濟和文化交流的戰略跳板角色，並且從中獲益。隨着政府不斷擴大香港的貿易和金融服務網絡，總商會亦持續擴展與海外和內地市場的聯繫，鞏固現有網絡之餘，同時發展新夥伴關係。

中東地區潛力龐大，區內愈來愈多國家正致力推動經濟多元發展，並推出綠色和可持續政策措施，謀求長遠發展。這些改革正為香港各行各業的企業開創機遇。

去年，香港特區政府率團出訪沙特阿拉伯王國和阿拉伯聯合酋長國（阿聯酋），期間簽署13份諒解備忘錄和合作意向書，涵蓋創科和能源等不同範疇，其中包括總商會主席阮蘇少涓與利雅得商會簽署的協定。

為進一步增進相互了解，本會正籌備於本月稍後率領代表團出訪巴林和阿聯酋。團員此行將會見當地政府官員，參觀具有重要文化價值的景點，並與當地商會和企業代表會面，務求打開雙邊貿易投資通道，以及開拓房地產和旅遊等市場。

歐盟與香港多邊往來密切，是本港的第二大貿易夥伴，僅次於內地。總商會將於5月率團考察西班牙和葡萄牙，協助會員加強與歐洲的商業聯繫，探索新的投資渠道和業務擴展機會，從而進一步鞏固雙邊關係。

除了牽頭舉辦外訪活動，本會亦積極深化與大灣區城市的聯繫，促進區內融合，從而保持香港國際化的特色。上月，總商會率團考察澳門、橫琴和珠海，並與當地官員和商企會面，了解這些城市的最新發展和投資政策。我們亦正籌組商務代表團，訪問中山、深圳和佛山。

與此同時，香港可透過加強與內地合作，在國家發展策略中發揮獨有優勢。繼去年11月的訪京之行，今年我們將組團前赴上海、重慶等內地城市，推動跨境合作。

西方哲學有句名言：唯有變化永恆不變。在擴展聯繫之際，我們切記要勇於求新求變，這樣香港和商界方可在競爭中保持領先，再創佳績。

As a super-connector between the East and West, Hong Kong has always benefited from its position as a strategic springboard for economic and cultural exchange. With the Government continuing to expand Hong Kong's trade and financial services network, the Chamber is also extending its reach to overseas and Mainland markets, building on existing relationships and forging new ones.

The Middle East is an oasis of vast potential. A growing number of countries in the region are working to diversify their economies and explore green and sustainable initiatives for long-term development. Such reforms present new opportunities for Hong Kong companies across a wide range of industries.

Last year, the HKSAR Government led a successful mission to the Kingdom of Saudi Arabia and the United Arab Emirates, where 13 Memoranda of Understanding or Letters of Intent were inked across a range of fields, from innovation technology to energy. These included an agreement signed by Chamber Chairman Betty Yuen and the Riyadh Chamber.

To further bridge the knowledge gap on both sides, the Chamber is leading a mission to Bahrain and the UAE later this month. Our delegation will connect with government officials, visit culturally significant sites, and meet representatives of local business chambers and companies, opening up two-way paths in trade and investment as well as sectors such as real estate and tourism.

Hong Kong has long enjoyed multilateral exchanges with the European Union, which is our

second largest trading partner after the Mainland. The Chamber will undertake a mission to Spain and Portugal in May to help our members deepen their business ties on the continent, explore new investment avenues and seek expansion, further solidifying bilateral connections.

Besides spearheading international outreach initiatives, the Chamber is also forging deeper links with cities in the Greater Bay Area (GBA) for better integration, which is a crucial aspect of Hong Kong's internationalization. Last month, a delegation from the Chamber visited Macao, Hengqin and Zhuhai, where we connected with local government officials and enterprises for an insight into the latest developments in these cities and their investment policies. Further business trips are planned to Zhongshan, Shenzhen and Foshan.

Simultaneously, by pursuing cooperation with the Mainland, Hong Kong can leverage its unique advantages in the nation's development strategy. This year, we will undertake missions to Mainland cities such as Shanghai and Chongqing, on the heels of the high-level mission to Beijing last November, underlining the importance of cross-border collaboration.

It is said that change is the only constant. As we continue to widen our reach, we must remember that embracing transformation will help Hong Kong and the business community stay ahead of the competition and emerge stronger than ever.

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# Hong Kong Hotels: Going Green

## 香港酒店邁向綠色未來

With a growing number of hospitality brands in Hong Kong committed to sustainability, we take a look at the range of initiatives adopted by hotels leading the charge  
愈來愈多香港酒店品牌致力推動可持續發展，採取各式各樣的措施引領革新

**From state-of-the-art water conservation measures to food recycling systems, hotels in Hong Kong are striving to make a positive environmental impact and offer guests sustainable experiences – as well as the inspiration to go green.**

Responsible for around 1% of global emissions, according to hotels generated 363 million tonnes of carbon dioxide in 2021, enough to power about 45.7 million homes a year. Energy, waste and water management remain pressing issues, and as hotels continue to expand their portfolios around the world, there is a greater need for efficient operations backed by sustainable initiatives.

In 2022, Hong Kong's total greenhouse gas emissions amounted to 33.5 million tonnes, representing a decrease of about 4% compared with 2021. In line with Hong Kong's Climate Action Plan 2050, the Government has not only introduced a waste charging scheme, but is also banning disposable plastic tableware and plastic products from 22 April, coinciding with Earth Day. The target

is to reduce carbon emissions by 50% before 2035 as compared to the 2005 level, and to achieve carbon neutrality before 2050.

"Promoting renewable energy and waste reduction as well as recycling are by far the key initiatives to pursue sustainability in the hospitality sector, which has made laudable efforts on the renewable energy front," said Secretary for Environment and Ecology Tse Chin Wan.

He pointed out that going "plastic-free" is not only about protecting the environment but also ourselves and future generations. "While hotels are still allowed to provide such disposable plastic products at a charge, it is ever encouraging to see that the hotel sector seeks not only to comply with the regulation, but has been proactive in sourcing non-plastic alternatives so as to provide a green and sustainable hospitality experience for tourists. Because of the hotel sector's green enthusiasm, product suppliers are coming up with more non-plastic options at increasingly lower price levels."





Gold Coast Hotel's Green Upcycled Room features an armchair made of wooden wine boxes and wine corks, a wall accent made of recycled plastic bottles, and coffee tables and chairs constructed from magazines and egg cartons.

香港黃金海岸酒店的綠色升級再造客房選用了多項手工再造藝術品，包括由葡萄酒木箱及軟木塞製成的扶手座椅、由廢棄塑料瓶再製的主題牆裝飾，以及由雜誌和雞蛋紙盒再造的咖啡桌椅等。

### Attracting Eco-Conscious Visitors

Adopting sustainable practices also helps to improve hotel brand image and attract more eco-conscious customers. Recent studies have shown that millennials and Gen-Z, who represent a sizeable chunk of global travel spending, are willing to pay more for sustainable experiences as they seek to reduce their carbon footprint. Embracing social responsibility beyond marketing strategies helps hotels to gain guests' loyalty and trust, while burnishing Hong Kong's reputation as an international travel hot-spot that takes sustainability seriously.

"The hotel industry in Hong Kong has always been at the forefront of supporting the Government in sustainable development," said Peter Wong, Chairman of the Hong

Kong Hotels Association (HKHA). "The industry has taken significant steps to adapt its business strategies to centralize ESG, and has embraced sustainability practices proactively, which has helped it gain a competitive edge in the global market."

To further strengthen the sector's competitiveness, HKHA launched an ESG development program in 2021 to equip members with the knowledge and skills required to apply ESG concepts and practices.

### Sustainable Practices

With Hong Kong working to transition to a low carbon economy, decarbonization and waste management have become some of the key focuses of the sector.

"Sino Hotels continues to seek practical ways to reduce energy consumption, improve efficiencies

in our operations, and implement an array of environmentally friendly measures to enhance energy efficiency, while raising awareness among our stakeholders," said Nikki Ng, Non-Executive Director, Sino Group, and Chairman of the Chamber's Retail and Tourism Committee.

Sustainable consumption is at the foundation of the group's resource and waste management efforts. "Since 2018, we have installed smart filtered water stations and removed plastic bottled water from our hotels. Food waste is managed through a structured recycling programme and by working with likeminded partners," she explained.

The Fullerton Ocean Park Hotel in the Southside offers smart filtered water refill stations all around the property for guests as a sustainable option to replace plastic bottled

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water, said Melanie Kwok, Assistant General Manager, Sustainability, Sino Land Company Limited. Its EcoBricks Path, constructed with 2,800 bricks in partnership with Sino Inno Lab, used over 800kg of plastic upcycled from 30 old washing machines and 38 road barriers, saving it from going to landfills.

To promote urban biodiversity and responsible consumption, the hotel's Farm by the Ocean initiative celebrates local biodiversity by growing herbs for its restaurants and bars. It also sources sustainable seafood for its restaurants, and is one of the members of the Sustainable Seafood Business Membership Programme organized by WWF Hong Kong.

Another Sino brand, the Hong Kong Gold Coast Hotel, is a family-friendly beach resort that embarked on its green journey in 2018. Green initiatives include replacing single-use plastic amenities, utensils and bottled water, and installing solar panels to generate renewable energy. It also boasts Hong Kong's first Green Upcycled Room, which features colourful furniture and art made with upcycled waste from the hotel.

"In 2022, Sino Group announced a decarbonization blueprint and set GHG emission reduction targets with HKUST academics as per the Science Based Targets Initiative methodology," said Ng. "In Hong Kong, we were among the first to sign the Business Environment Council's Low Carbon Charter in March 2019. We also disclose annual GHG emissions in the Environment and Ecology Bureau's Carbon Footprint Repository for Listed Companies in Hong Kong."

**The 18m tall vertical garden at Hotel Icon, which consist of over 8,000 plants, is powered by rooftop solar panels. The hotel's bathroom amenities are made of certified organic ingredients and biodegradable packaging.**

唯港薈酒店內高達18米的垂直花園種植了超過8,000棵植物，由安裝於天台的太陽能發電板供電灌溉。酒店的洗滌用品均由認可的有機原料製成，並採用可生物降解包裝。

Meanwhile, Sheraton Hong Kong Tung Chung Hotel is actively working on the BEAM Plus (Green Hotel) project, which emphasizes sustainable building design and operation. Other initiatives include a collaboration with the Environmental Protection Department to ensure proper disposal of chemical waste, specifically through fluorescent tube recycling.

"We have also partnered with (nonprofit organization) Foodlink to minimize food waste through





**At The Peninsula Hong Kong, bathroom amenities like partially used soap bars are recycled. Surplus food is donated to food banks, while energy- and water-saving equipment has been installed.**  
香港半島酒店回收輕度用過的肥皂等洗滌用品，並向食物銀行捐贈剩食，還安裝了各種節能節水設施。

data analysis and redistribute surplus food to those in need, while implementing refillable bottles or water dispenser in guest rooms to reduce single-use plastic waste,” explained General Manager Adam Cheng. “Plastic amenities have also been swapped out with wooden alternatives. Other ongoing efforts include the installation of solar panels on the rooftop.”

Over at Hong Kong PolyTechnic University’s Hotel Icon – the world’s first fully-integrated teaching and research hotel – many eco-initiatives are in place to reduce the impact of the hotel’s operations. Rooftop solar panels power an 18-metre tall vertical garden, home to 8,603 plants spanning 71 species. Efficient lighting systems have been installed across the property, and rooms have been fitted with filtration and purification drinking water systems.

General Manager Ian Lee said the hotel’s in-room Green Program features biodegradable and compostable amenities derived from plant starch, fibre and synthetic polymer. And tapping Hong Kong’s reputation as a leading culinary destination, the hotel’s restaurants utilize food recycling systems and employ food waste recycling technology such as Orca, to minimize waste and recycle water. The hotel also collaborates with sustainability-minded suppliers to ensure its operations and environmental goals align. In 2020, the luxury boutique brand Ovolo Hotels took a significant step towards ethical eating and conscious cuisine by becoming the first international hotel brand to commit to a vegetarian-led offering. “Our objective is to transform people’s mindsets around how irresistible plant-based food can

be – it’s not only good for you but good for our planet too,” said Amanda Cottome, Director of Brand Experience and Sustainability.

Offering Plant’d, plant-forward cuisine that evolves seasonally, Ovolo Central’s VEDA restaurant recently collaborated with Cathay Pacific on the development of the airline’s new plant-focused meals that focus on nutrition and flavour while reflecting international culinary influences around the world. “The hotel has also removed single-use plastics while minimizing food waste and implementing recycling schemes,” said Cottome.

To dovetail with the Government’s climate action plan, Ovolo Hotels will work to improve energy efficiency via upgrades to energy management systems, building automation and controls.

Hong Kong and Shanghai Hotels, which owns The Peninsula Hong Kong, has had a corporate responsibility and sustainability programme since 2013. “The group’s current strategy, Sustainable Luxury Vision 2030, focuses on three stakeholder pillars – enhancing our guest experience, empowering our people and enriching our communities,” said CEO Clement Kwok.

The Peninsula Hong Kong collaborates with SoapCycling to recycle amenities such as partially used soap bars, shampoo and shower gel. Surplus food is donated to local charities and food banks. A long-term partnership with The Nature Conservancy ensures that discarded oyster, mussel and clam shells from restaurants are reintroduced into local waters to help restore marine habitats.



The Fullerton Ocean Park Hotel implements an array of environmentally friendly measures, such as smart filtered water refilling stations instead of plastic water bottles.

香港富麗敦海洋公園酒店採取一系列環保措施，例如智能添水站，取代塑膠水樽。

“Many energy-saving initiatives are in place too, including LED lightings, building recommissioning, etc, while low-flow sanitary fittings and faucets are installed to save water,” said Joshua Wong, Director, Corporate Responsibility and Sustainability. “The brand is also committed to transition away from single-use plastics by 2025. Bottled water, beverages, straws, stirrers, takeaway packaging and bathroom amenities are made from sustainable alternatives, without any petroleum-based plastics.

### A Greener, Cleaner Future

Besides transforming operations by switching to more sustainable practices, the hotel industry plays a crucial role in educating and driving positive change, as well as presenting a positive image for the millions of guests visiting Hong Kong each year. At Sheraton Tung Chung, for example, future plans encompass the implementation of cutting-edge paperless solutions for streamlined hotel check-in experiences,

complemented by a wide-ranging recycle and reuse projects, said Cheng.

Hotel Icon is looking at building energy-efficient motors for its ventilation systems, enhancing the hotel's glass facade to harness maximum energy from the sun, and expanding the areas powered by the rooftop solar panels. Lee suggested that hotels could provide guests with information on achieving a low-carbon lifestyle, from developing restaurant menus that include carbon emission information to offering low-carbon options for guests to exchange for future credits.

Hotels can also work to prioritize local produce in their F&B outlets, sharing the stories of local farmers to enhance the guest experience, while supporting local communities, said Cottome. “Communicating sustainability actions and achieving certification will also provide credibility to visitors and demonstrate the industry's commitment to sustainable practices,” she added.

The Peninsula Hong Kong will continue to prioritize the implementation of energy saving initiatives, and conduct feasibility studies to identify opportunities to install on-site renewable energy in our own properties. Wong said the brand is also planning to adopt more electric vehicles and offer electric vehicle charging in all hotel car parks.

Apart from sustainable operations, Sino Group's Ng said the sector could develop various tourism products, such as green ecology and marine tours, as highlighted in the Chief Executive's 2023 Policy Address, which would raise Hong Kong's profile as a destination that prioritizes sustainability.

“It is encouraging to note that the hospitality sector is playing an increasingly active role in making Hong Kong greener, more sustainable and more attractive to all visitors,” said Secretary Tse. “We will continue to work hand-in-hand with the industry on this green and sustainable journey.”



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## 從先進的節約用水措施到剩食回收系統，香港酒店業正致力創造正面的環境影響，為賓客帶來可持續體驗，啟發綠色生活靈感。

世界各地的酒店在2021年合共產生3.63億噸二氧化碳，佔全球排放量約1%，足以為約4,570萬戶家庭供電一年。面對迫在眉睫的能源、廢物和水管理問題，酒店持續在全球擴展業務的同時，亦要推行可持續措施，從而提升營運效率。

2022年，香港的溫室氣體總排放量達到3,350萬噸，較2021年減少約4%。為配合《香港氣候行動藍圖2050》，政府除了推出廢物收費計劃，亦將於4月22日（即「世界地球日」）起管制即棄膠餐具和其他塑膠產品，力爭在2035年前將碳排放量減少至2005年水平的一半，並在2050年前實現碳中和。

環境及生態局局長謝展寰表示：「推動可再生能源、減廢和循環再造是酒店業邁向可持續發展的主要方向，業界在可再生能源方面的表現尤其可嘉。」

他指出「走塑」不僅能保護環境，也是為自己和下一代着想。「儘管酒店仍可提供收費的即棄塑膠產品，業界追求的並不只是遵法守規，各酒店正積極採購非塑膠替代品，務求為旅客提供可持續的綠色住宿體驗，這個趨勢令人鼓舞。酒店業熱心推動環保，產品供應商亦推出更多價格相宜的非塑膠產品。」

### 吸引注重環保的旅客

採用可持續的營運模式亦有助酒店提升品牌形象，吸引更多注重環保的顧客。近期有研究顯示，千禧世代和Z世代是全球旅遊消費力的重要來源，而他們願意為可持續體驗多付點錢，為減少碳足跡出力。當酒店履行社會責任是為了達成營銷以外更遠大的目標，這種遠見卓識將有助贏得賓客的忠實支持和信任，同時提升香港作為國際可持續發展旅遊熱點的聲譽。

香港酒店業協會主席黃澤峰表示：「香港酒店業一直走在最前，支持政府邁向可持續發展。業界已採取措施調整業務

策略，將環境、社會及管治（ESG）視為核心要素，積極實踐可持續作業模式，從而在全球市場取得競爭優勢。」

為了進一步提升業界的競爭力，香港酒店業協會在2021年推出ESG發展計劃，協助會員掌握應用ESG概念和實務的知識技能。

### 可持續實務

隨著香港逐步向低碳經濟轉型，減碳和廢物管理成為業界的關注所在。

信和集團非執行董事、總商會零售及旅遊委員會主席黃敏華表示：「信和酒店不斷尋求實際可行的方式，以節能減耗、提升營運效率，又推行一系列提升能源效益的環保措施，同時提高持份者對這個議題的認識。」

可持續消費是該集團進行資源和廢物管理的核心理念。她解釋：「自2018年起，我們在旗下酒店安裝智能過濾添水站，並停止供應塑膠樽裝水。我們亦與志同道合的夥伴合作，透過有系統的回收計劃管理廚餘。」

信和集團助理可持續發展總經理郭鏗怡表示，坐落港島南區的富麗敦海洋公園酒店在各處提供智能過濾添水站，為賓客提供替代塑膠樽裝水的可持續選項。此外，酒店與信和創意研發室合作，以2,800塊環保磚砌成小徑。環保磚以超過800公斤回收自30部舊洗衣機及38個路柵的塑料升級再造而成，有助減輕堆填區的負擔。

為推廣都市生物多樣性和負責任消費，酒店的海洋農莊種植用於餐廳和酒吧的香草，讓食客欣賞本地生物多樣性。酒店亦是世界自然基金會香港分會的環保海鮮企業會員計劃會員之一，承諾為餐廳採購可持續海產。

信和集團旗下另一品牌——香港黃金海岸海店是家庭友善的海濱度假酒店，在2018年開始踏上綠色旅程。環保措施包括停止供應即棄塑膠洗滌用品、餐具和樽裝水，以及增設太陽能電池板，提供可再生能源。酒店亦打造全港首間綠色



Plastic amenities like toothbrushes have been replaced with wooden alternatives at Sheraton Hong Kong Tung Chung Hotel.

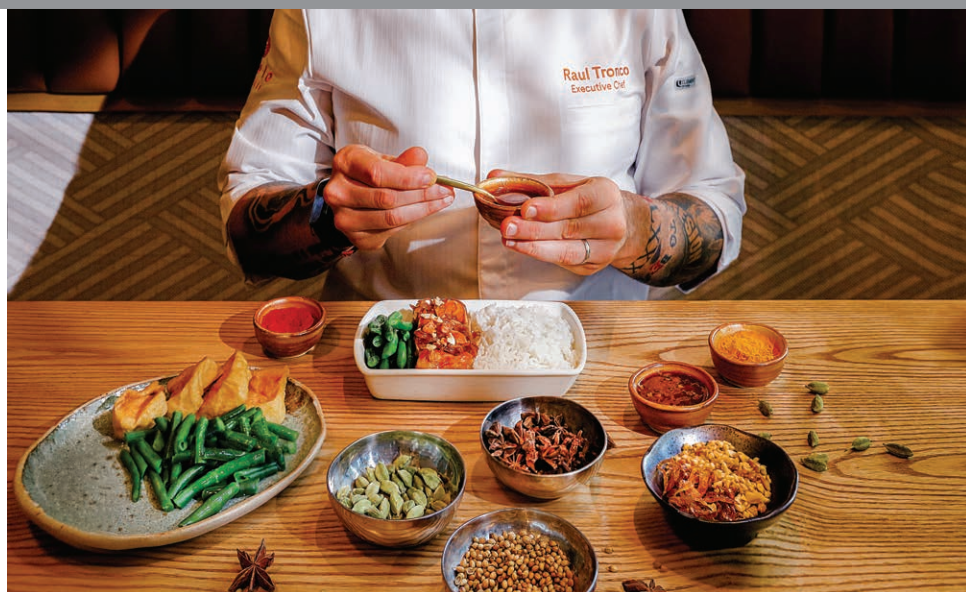
香港東涌世茂喜來登酒店以木製洗滌用品（如牙刷）取替塑膠製品。

升級再造客房，將酒店的廢物升級再造，製成色彩繽紛的家具和藝術品。

黃敏華說：「2022年，信和集團發表《減碳藍圖》，與香港科技大學合力就溫室氣體排放制定科學基礎減量目標。我們在2019年3月簽署商界環保協會發起的《低碳約章》，為香港首批簽署企業之一。我們亦向環境及生態局建立的『香港上市公司碳足跡資料庫』披露年度溫室氣體排放量。」

與此同時，香港東涌世茂喜來登酒店亦正採用「綠建環評」評估工具，審視建築物設計和運作的可持續表現。該酒店亦與環境保護署合作，透過參與回收光管等計劃，確保妥善棄置化學廢物。

酒店總經理鄭振宗解釋：「我們亦與（非牟利組織）膳心連基金合作，透過數據分析，向有需要人士派發剩食，盡量減少食物浪費。為減少即棄塑膠廢物，我們在客房提供可重用水樽或飲水機，並以木製洗滌用品取代塑膠製品。酒店天台亦安裝了太陽能光伏板。」



**Ovolo Central's VEDA restaurant has collaborated with Cathay Pacific to develop plant-focused meals for the airline.**

中環奧華酒店旗下餐廳VEDA與國泰航空合作開發以植物為主的航膳。

香港理工大學設立的唯港薈是全球首間集教學研究與商業功能於一身的酒店，該酒店實施了不少環保措施，減少業務運作對環境的影響。位於頂層的太陽能板為酒店大堂內18米高的垂直花園提供能源，該花園種植了超過8,603棵植物，涵蓋71款品種。酒店亦採用高效能照明系統，而所有客房亦已安裝超濾淨水系統。

唯港薈總經理李景恒表示，酒店客房提供的洗滌用品由植物澱粉、纖維和合成聚合物等可生物降解和可堆肥的物料製成。為保持香港美食之都的美譽，酒店內的餐廳均採用Orca廚餘處理技術，盡量減少廚餘及回收用水。唯港薈亦與理念一致的供應商合作，確保業務運作符合環保目標。

精品酒店品牌奧華酒店於2020年成為首家標榜素食主義的國際酒店品牌，向飲食道德和意識方面邁出重要一步。酒店品牌體驗及可持續總監Amanda Cottome說：「我們的目標是改變食客的心態，協助他們發掘植物基食品的魅力——既有益健康，亦惠及地球。」

中環奧華酒店旗下的餐廳VEDA推出Plant'd計劃，每季為饗客呈獻各種素菜佳餚。該餐廳最近夥拍國泰航空聯手打造全新蔬食航膳，讓乘客品嚐到色香味

俱全而又營養均衡的素食菜式，盡享多國風味。Cottome說：「酒店亦棄用一次性塑膠產品，同時減少食物浪費，又實施回收計劃。」

為配合政府的氣候行動藍圖，奧華酒店將升級能源管理系統，並引入建築物自動化和管控方案，以提升能源效益。

持有香港半島酒店的香港上海大酒店有限公司自2013年起推出企業責任及可持續發展計劃。行政總裁郭敬文說：「集團目前推行的『尊上傳承2030願景』策略以三大支柱為核心任務，分別為提升賓客體驗、讓員工各展所長，以及令所屬社區更豐盛。」

香港半島酒店與再皂福合作，回收輕度用過的肥皂、洗髮液和沐浴露等洗滌用品；而剩餘的食物則會捐贈予本地慈善團體和食物銀行。酒店亦與大自然保護協會建立了長期夥伴關係，從旗下的餐廳回收被丟棄的蠔殼、青口殼和蜆殼，再將之投放到本港海域，轉化成蠔礁底基材料，協助修復海洋生態。

集團企業責任及可持續發展總監黃書培表示：「我們還實施了各種節能措施，包括使用LED照明、建築物改建修復等，同時亦安裝低流量衛生設備和水龍頭，以節省用水。」他續道：「品牌亦承諾於2025年前淘汰即棄塑膠用品。樽

裝水、飲料、飲管、攪拌棒、外賣包裝盒、浴室洗滌用品等，皆以可持續替代物料製成，不含石油基塑膠。」

**更潔淨的綠色未來**

除了轉向更可持續的運作模式，酒店業界亦肩負重要的教育角色，能為社會帶來正面轉變之餘，同時也向每年數百萬名訪港旅客推廣香港的良好形象。

以香港東涌世茂喜來登酒店為例，鄭振宗表示酒店將引入先進的無紙系統，以精簡客房入住手續，還會推出一系列的循環再造和環保重用計劃。

唯港薈正計劃為酒店的通風系統加裝符合能源效益的發動機，提升玻璃幕牆收集太陽能的效率，以及擴大天台太陽能板的覆蓋面積。李景恒提議酒店向賓客提供低碳生活貼士，例如在餐單上加入碳足跡資訊，並提供低碳飲食選項，以供換取優惠禮遇。

Cottome指出，多間酒店的餐飲部亦優先選用本地農產品，分享本地農民的故事和成果，以提升食客體驗，同時支持本地社區。她解釋：「採取可持續的行動和取得認證，亦能給予賓客信心，以及展示業界對可持續發展的決心。」

香港半島酒店將繼續積極推行節能措施，並就酒店內安裝可再生能源發電系統展開可行性研究。黃書培表示該品牌亦正計劃引入更多電動車，以及在旗下的所有停車場提供電動車充電服務。

除了實踐可持續的營運模式，信和集團的黃敏華認為業界亦可響應行政長官在2023年《施政報告》提出的措施，開發綠色生態和藍色資源旅遊等各類旅遊產品，提升香港作為可持續旅遊目的地的形象。

謝展寰說：「酒店業愈來愈積極參與可持續發展，向各地旅客展現一個更環保、更可持續發展和更有魅力的香港，實在令人鼓舞。我們將繼續與業界攜手合作，一同踏上這個綠色可持續旅程。」

## 產地來源證

全港最多簽發量

## Certificates of Origin

Issuing the most COs  
in Hong Kong

## 專業商貿文件認證服務

## Professional Trade & Business Certification Services

## 代辦領事認證

一站式完成商會加簽  
及領事認證

## Consulate Endorsement Facilitation

One-stop-shop services



## 商事證明

提高商貿文件的認受性

## Certification of Documents

The key to document  
credibility & legitimacy



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## 實名企業認證

提升企業聲譽

## Certificate of Business Identity

Enhance business reputation



## 暫准進口證

免關稅臨時進口至78個國家或地區

## ATA Carnet

Duty free & tax free for temporary imports to 78 countries or districts

## 進出口報關

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# Building a Sustainable ESG Workforce

## 建立可持續的環境、社會及管治人才庫

Fostering a culture that empowers individuals for effective ESG transformation is essential for corporate success in Hong Kong  
推動個人實踐ESG轉型是在港營商的成功之道

**In recent years, Hong Kong has witnessed a significant shift in its corporate landscape with the emergence of Environmental, Social, and Governance (ESG) principles as a driving force for sustainable innovation, in response to growing global awareness of sustainability issues.**

In 2016, the Hong Kong Exchanges and Clearing Limited (HKEX) introduced ESG reporting requirements, making it mandatory for listed companies to disclose their ESG performance. This move has not only increased transparency but has also facilitated the integration of ESG considerations into investment decisions.

### **Elevating Corporate Strategy**

ESG provides a framework for businesses to assess and manage their impact on the environment, society and governance. By considering factors such as employee welfare, diversity and inclusion, and community engagement, businesses can identify and mitigate risks associated with climate change, resource scarcity, labour practices and other sustainability challenges, enhancing their long-term resilience.

Aligning business strategies with ESG principles enhances brand reputation, attracts global investors, provides access to international markets and strengthens relationships with stakeholders. Embracing sustainability practices increases the likelihood of attracting socially responsible investors and consumers who value ethical and environmentally conscious products and services.

By aligning their operations with ESG goals, businesses in Hong Kong can differentiate themselves in the market and gain a competitive edge. ESG is no longer perceived as a burdensome obligation but has emerged as an untapped competitive advantage. Companies can create a positive impact and contribute to the sustainable development of the organization.

### **ESG Talent Retention**

In the competitive talent arena, ESG plays a crucial role in attracting and retaining top talent. In today's workforce, employees seek purpose beyond a paycheck and are drawn to organizations with a strong ESG profile. Businesses that prioritize ESG practices create a workplace culture that nurtures loyalty and dedication. ESG serves as a

compass, attracting individuals who are deeply committed to the success and sustainability of the organization.

Keeping the best and the brightest in the fold is essential. Hiring individuals with a commitment to ESG is one crucial step; retaining them is another. At Robert Walters, experience tells us that people who are passionate and motivated about ESG are most likely to remain with an employer when leaders "walk the talk", backing up their ESG policies and strategies with action and accountability.

Instead of "greenwashing," an organization should be open and transparent about its ESG targets and its progress towards them. The organization should go beyond what it must do (i.e. basic compliance) and challenges itself to do what it should do (i.e. ethical decision-making) to demonstrate its commitment to sustainability and create a sense of trust and loyalty among employees.

### **Empowering People for ESG Transformation**

We strongly advise companies not only to attract but also to nurture talent, fostering a corporate culture that empowers



individuals for effective ESG transformation. Acknowledging that every workforce inherently possesses the raw ingredients for ESG transformation is crucial. While not everyone may have decades of experience in managing ESG issues, many employees possess transferable skills that can be valuable in ESG initiatives. Various professions can be transformed into ESG specialists through upskilling to tackle ESG challenges, creating a workforce equipped to navigate the evolving landscape.

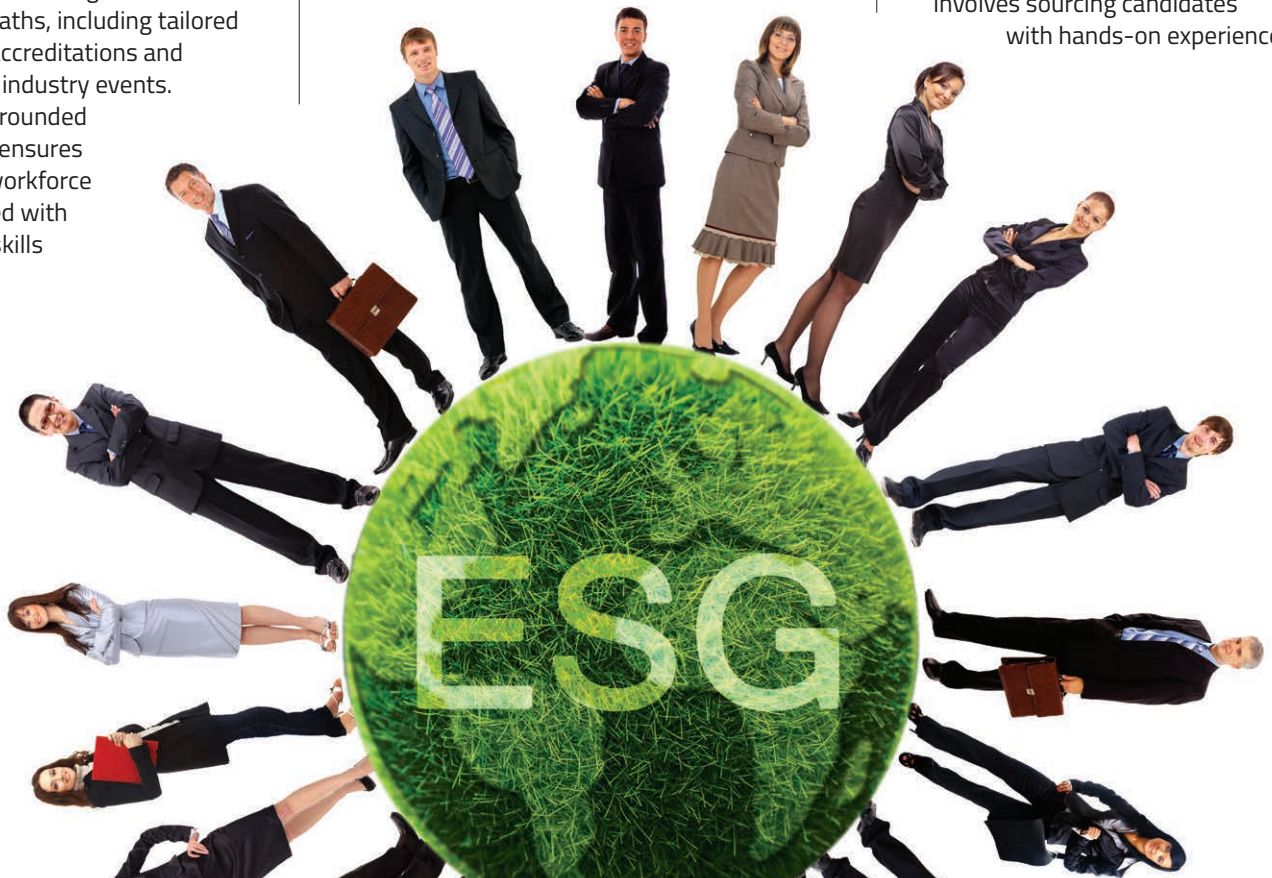
Training and development play a pivotal role in enhancing ESG capabilities within your company. Specific ESG knowledge acquisition is facilitated through diverse learning paths, including tailored courses, accreditations and attending industry events. This well-rounded approach ensures that the workforce is equipped with the right skills

to navigate the complex world of sustainable business practices. Taking an example from construction and engineering, professionals in this field are adept at identifying current and potential problems and developing ethical and socially responsible solutions as part of any ESG strategy. Utilizing their technical skillsets, they can extend these practices to address various ESG issues, including recycling, waste disposal, public health concerns, land contamination, green assets and energy supply. Additionally, external partnerships can also provide a great source of

specialist skills and capabilities. Organizations have successfully drawn upon the expertise of industry peers, environmental consultancies, universities, government partners, charities and NGOs. This collaborative trend fuels a growing demand for candidates with proven collaboration and communication skills.

### Hiring ESG Talent

Although there has been a surge in green talent in the market in recent years, it is still difficult to find skilled candidates who are well-versed in environmental policies, sustainability reporting processes, and data analysis. Talent scouting involves sourcing candidates with hands-on experience



in a specific field or industry, and other times identifying candidates with the aptitude and potential to quickly learn on the job.

Employers often express that the challenge lies in determining whether these candidates can effectively implement ESG initiatives in practice. Engaging a recruitment consultant offers insights into ESG talent acquisition. Through confidential discussions with companies, recruitment consultants can clarify the skills necessary for successful ESG transformation. Their experience and network become invaluable assets in assisting companies in securing talent with the requisite skills for their ESG goals.

When it comes to attracting talented people who are motivated and skilled in ESG, the interview process is critical. If a senior leader is driving your ESG strategy, it really sets the tone when they engage personally with candidates during the interview process. Hearing directly from a leader about the organization's ESG vision, goals, and milestones provides a powerful statement of intent for candidates. In the everchanging and competitive corporate landscapes of Hong Kong and Asia, the pursuit of ESG talent should transcend traditional recruitment norms. Beyond a stringent focus on experience during sourcing and interviews, we strongly advise hiring managers to prioritize candidates who truly believe in and commit to sustainability. A successful hiring strategy means being flexible



and seeking candidates with practical experience, excellent communication skills, and a willingness to adapt quickly to the job's demands.

To sum it up, the corporate scene in Hong Kong is in the midst of a transformation where ESG is more than just a checkbox – it's a crucial strategy for long-term success. As businesses fully embrace ESG principles, the benefits go beyond meeting regulations. Companies attract investments, foster a culture of responsibility and create an environment that resonates with and keeps top talent. By integrating ESG values into their core operations, companies enhance their competitive position and emerge as leaders driving positive change across the broader business landscape.

隨着全球各地日益重視可持續發展議題，環境、社會及管治（ESG）原則成為可持續創新的動力，香港的商業環境近年亦出現重大變化。

2016年，香港交易及結算所有限公司（香港交易所）強制要求上市公司發布ESG報告，披露ESG表現。此舉除了增加透明度，亦鼓勵企業將ESG因素納入投資決策流程。

### 提升企業策略

ESG為企業提供實用框架，有助評估和管理公司業務對環境、社會及管治的影響。當企業關注僱員福祉、多元共融和社區參與等因素，便能識別並降低氣候變化、資源稀缺、勞工常規和其他可持續挑戰的相關風險，從而長遠提升韌性。

業務策略與ESG原則配合一致，有助提升品牌聲譽、吸引全球投資者、進入國際市場，以及加強與各





持份者的關係。實踐可持續發展亦能吸引注重產品和服務合乎道德和環保意識、積極履行社會責任的投資者和消費者。

將ESG目標融入業務流程，可令港企在市場中脫穎而出，建立競爭優勢。ESG不再被視為沉重的責任，而是有待開發的競爭優勢。企業可創造正面的影響，為可持續發展出力。

## 保留ESG人才

人才市場競爭激烈，ESG對吸引和留住頂尖人才至關重要。現今不少僱員尋求薪酬之外的工作意義，傾向選擇ESG表現良好的機構。企業以ESG為優先要務，將能培育忠誠投入的工作文化。ESG是招攬人才的指南針，引領機構邁向成功，實現可持續發展。

企業必須竭力留住最優秀的人才。僱用注重ESG的員工是關鍵一步，

設法留住這些員工亦同樣重要。根據華德士的經驗，當領導身體力行，以行動和勇於承擔的態度實踐ESG政策和策略，對ESG充滿熱誠幹勁的員工往往會繼續留任。

機構不應以「漂綠」方式取巧，而要對ESG目標和進度採取開放透明的態度。除了履行責任（如基本合規），機構亦應多走一步，敢於挑戰自己，做該做的事（如道德決策），展現對可持續發展的承諾，從而建立僱員的信任和忠誠度。

## 推動員工實踐ESG轉型

我們強烈建議公司除了要吸引人才，亦要着力培育員工，建立促進ESG轉型的企業文化。每位員工都有ESG轉型的潛能，即使未必擁有數十年的ESG議題管理經驗，他們亦具備可轉移的技能，可為ESG項目創造價值。來自不同專業的員工都可以提升技能，轉型為ESG專家，協助機構在不斷變化的環境中應對ESG挑戰。

培訓和發展對提升公司的ESG能力十分重要。僱員可透過多元學習途徑，包括量身定製的課程、認證制度和業界活動等，獲得ESG專門知識。採取全方位的學習模式可確保僱員掌握合適的技能，能處理複雜的可持續發展議題。

以建造及工程業為例，業界專才擅於識別現有和潛在的問題，並提出符合道德和社會責任的方案，以配合ESG策略。他們可運用專業技能，將做法應用於其他ESG議題，包括循環再造、廢物處理、公共衛生、土地污染、綠色資產和能源供應。

此外，外部合作夥伴亦能提供各種專業技能和能力，讓機構借助同行、環境顧問、大學、政府夥伴、慈善機構和非政府組織的專業知

識。這種協作趨勢帶動市場對具備協作和溝通技能的人才需求日增。

## 招攬ESG人才

儘管近年市場上的綠色人才大增，物色熟悉環境政策、可持續發展匯報程序和數據分析的人才仍然困難重重。招攬人才的要求包括在特定領域或行業有實際經驗，以及迅速掌握職場知識技能的能力和潛力。

不少僱主表示，評估求職者能否有效執行ESG措施是挑戰所在。就此，招聘顧問能為企業提供招募ESG人才方面的意見。招聘顧問透過與公司進行保密討論，釐清成功進行ESG轉型所需的技能，並憑藉寶貴的經驗和網絡，協助公司延攬技術專才，實現ESG目標。

要吸引有熱誠、有才幹的ESG人才，面試過程是為關鍵。制定ESG策略的高級領導與求職者直接交流，是面試過程的決定因素。由主管直接講解機構的ESG願景、目標和里程碑，能向求職者展示誠意。

香港和亞洲的營商環境瞬息萬變、競爭激烈，招攬ESG人才時應突破傳統招聘常規。我們建議招聘經理不應過度注重經驗，應優先考慮秉持可持續發展理念的求職者。成功的招聘策略需要靈活變通，挑選擁有實際經驗和出色溝通技巧，並願意迅速適應工作需求的求職者。

總括而言，香港商業環境正處於轉型階段，ESG並不止於合規責任，而是取得長遠成功的關鍵。企業全面實踐ESG原則，除了遵守規定，更能吸引投資、培養負責任的文化，並引起優秀人才的共鳴，促使他們願意留下來。將ESG價值融入核心營運流程，能助企業增強競爭力，成為驅動變革的商業領袖。

# Key Takeaways from the Two Sessions

## 全國兩會焦點

The Beijing meetings set out clear policies to rejuvenate China's economy, as authorities take a proactive role in stimulating investment to bolster market sentiment

兩會明確訂下振興中國經濟的政策，當局將積極刺激投資，提振市場情緒

**The week-long second session of the 14<sup>th</sup> National People's Congress in Beijing last month will shape the government's policy agenda for the upcoming year. The prominent annual political event, known as the Two Sessions, brought together around 3,000 delegates from across the country. It provided insights into the overall fundamentals of the Mainland economy, and shed light on the direction and focus of China's future development.**

### Ambitious Economic Targets

During the meeting, Premier Li Qiang delivered his inaugural government work report, in

which he unveiled a relatively ambitious economic growth target of around 5% for 2024 – identical to last year's target. Despite achieving 5.2% real GDP growth last year, attaining 5% this year poses a greater challenge due to a higher base number, compounded by China's sluggish post-Covid recovery, challenges in the property sector, dampened confidence, and deflationary pressure.

Li acknowledged the rocky road to economic recovery post-pandemic, and highlighted the adverse effects of the global environment on the country's development. He emphasized the importance

of a "proactive" fiscal policy and "prudent" monetary policy in response to these circumstances. Nonetheless, the ambitious target indicated that the top leaders are committed to supporting economic growth. Despite the absence of a large-scale economic stimulus plan, the Central Government has taken the market by surprise with its pledge to issue ultra-long-term special treasury bonds for several years in a row, starting from RMB 1 trillion in 2024. This unexpected step sends a positive signal, indicating the Government's proactive role in stimulating investment, and is anticipated to bolster market sentiment.

**Two Sessions Government Work Reports Key Economic Targets (2020 – 2024)**

兩會政府工作報告主要經濟目標 (2020–2024)

	2020	2021	2022	2023	2024
GDP Growth (year-on-year) 國內生產總值增長	/	Above 6% 6%以上	Around 5.5% 5.5%左右	Around 5% 5%左右	Around 5% 5%左右
Inflation (year-on-year) 居民消費價格漲幅	Around 3.5% 3.5%左右	Around 3% 3%左右	Around 3% 3%左右	Around 3% 3%左右	Around 3% 3%左右
New Urban Employment 城鎮新增就業	Above 9 mn 900萬人以上	Above 11 mn 1,100萬人以上	Above 11 mn 1,100萬人以上	Around 12 mn 1,200萬人以上	Above 12 mn 1,200萬人以上
Surveyed Urban Unemployment Rate 城鎮調查失業率	Around 6% 6%左右	Around 5.5% 5.5%左右	Within 5.5% 5.5%以內	Around 5.5% 5.5%左右	Around 5.5% 5.5%左右
Deficit-to-GDP Ratio 赤字率	Above 3.6% 3.6%以上	Around 3.2% 3.2%左右	Around 2.8% 2.8%左右	3% 3%	3% 3%



### **New Quality Productive Forces**

The government work report outlines the 10 major tasks for 2024, with the first task highlighted as “striving to modernize the industrial system and developing ‘new quality productive forces’ at a faster pace”. The term “new quality productive forces,” first introduced by President Xi Jinping last September during an inspection tour to Northeast China, refers to “advanced productivity that is freed from traditional economic growth mode and productivity development paths, features high-tech, high efficiency and high quality.” Mentioned for the first time in the report, it is evident that it has taken a prominent position in China’s economic agenda. This signifies a concerted effort by the Mainland to enhance the breadth and depth of in developing high-tech industries. More resources will be allocated to technological innovation and advanced manufacturing, particularly in areas such as artificial intelligence, big data, new energy vehicles, and other related sectors.

### **Further Opening Up**

While many areas of China’s economy rebounded in 2023 due to the great reopening, foreign investment remained sluggish. The latest figures released by the State Administration of Foreign Exchange showed that China’s foreign direct investment significantly declined by 82% year-on-year to US\$33 billion on the net basis in 2023, marking the lowest level since 1993.

Against this backdrop, the priorities of boosting trade and attracting foreign investment remain at the forefront of the policy agenda. The Central Government has announced it will further shorten its negative list for foreign investment. Specifically, it will remove all market access restrictions in manufacturing fields and relax market access for telecommunications, medical and other service industries. It will also expand the Catalogue of Encouraged Industries for Foreign Investment and encourage foreign-invested enterprises to reinvest earnings in the country. With these concerted efforts to attract foreign

direct investment, it is anticipated that FDI inflows into China will rebound in 2024.

### **Hong Kong as a Bridge**

The Two Sessions have emphasized the importance of technological innovations in China’s economic progress. In the months ahead, ministries and local governments will work towards formulating policies to effectively implement the ambitious modernization agenda outlined during the meetings.

In line with these efforts, Hong Kong has been actively promoting the development of innovation and technology on all fronts. In his recently announced Budget, the Financial Secretary unveiled plans and measures to expedite the development of artificial intelligence, life and health technology, green technology, and more. It is crucial for Hong Kong continue playing its role as a bridge, facilitating investment and fostering collaboration between the Greater Bay Area, the Mainland and other regions.

為期一周的第十四屆全國人民代表大會第二次會議於上月在北京閉幕，近3,000名全國人大代表共赴這個俗稱「兩會」的年度政壇盛事，為政府未來一年的施政制定方向。會議有助了解內地整體經濟基調，以及中國未來發展的方向和重點。

### 進取的經濟目標

兩會期間，總理李強發表任內首份《政府工作報告》，並將2024年經濟增長目標定為5%左右，增幅與去年的目標相同，可謂相對進取。儘管去年內地經濟實質增長5.2%，但由於基數較高，加上中國疫後復蘇乏力、房地產業面臨危機、市場信心受挫和通縮壓力等因素，今年要達到5%的增速並非易事。

李強坦言疫後經濟復蘇之路顛簸不平，指出全球環境對國家發展造成負面影響。他強調，面對這些不利的環境，積極的財政政策和穩健的貨幣政策十分重要。

不過，進取的經濟增長目標亦表明國家最高領導人推動經濟增長的決心。儘管報告未有提出大規模刺激經濟方案，惟中央政府擬從2024年起連續數年發行超長期特別國債，今年先發行1萬億元人民幣；此舉引起市場熱議之餘，同時向外界發出正面訊息，反映當局積極推出措施刺激投資，可望提振低迷的市場氣氛。

### 新質生產力

《政府工作報告》部署了2024年十大重點工作，首要任務是「大力推進現代化產業體系建設，加快發展新質生產力」。「新質生產力」一詞由國家主席習近平於去年9月考察東北期

China's foreign direct investment hit 30-year low in 2023  
2023年中國外商直接投資創30年新低



Source: State Administration of Foreign Exchange 來源：國家外匯管理局

間初次提出，意指「擺脫傳統經濟增長方式、生產力發展路徑，具有高科技、高效能、高質量特徵，符合新發展理念的先進生產力質態」。

「新質生產力」首次寫入報告，成為中國經濟議程的重中之重。由此可見，內地將全力提升高科技產業發展的深度和廣度，並調配更多資源推進技術創新及先進製造業發展，尤其是針對人工智能、大數據、新能源汽車等相關行業。

### 進一步對外開放

中國於2023年全面解封以來，經濟在多方面出現反彈，惟外商投資仍然疲弱。國家外匯管理局公布的最新數據顯示，2023年中國外商直接投資淨額按年大跌82%至330億美元，創下1993年以來新低。

在此背景下，促進貿易和吸引外資繼續是國家施政的優先要務。中央政府宣布將進一步縮減外資准入負

面清單，全面取消製造業領域外資准入限制，並放寬電信、醫療等服務業市場准入。《鼓勵外商投資產業目錄》亦將擴大範圍，鼓勵外資企業將境內利潤再投資。觀乎當局設法吸引外商直接投資，預料中國外商直接投資流入量將在2024年回升。

### 香港的橋樑角色

兩會凸顯出科技創新對中國經濟發展的重要性。未來數月，各部委和地方政府將着手制定政策，有效落實在會議期間提出的現代化宏圖。為配合有關政策措施，香港一直積極在各方面推動創新科技發展。財政司司長在最近發表的《財政預算案》中公布了多項計劃和措施，加快人工智能、生命健康科技和綠色科技等領域的發展。這將有助香港繼續擔當橋樑角色，促進大灣區、內地與其他地區之間的投資和合作。



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# Brewing Success

## 釀出成功

Leveraging on its extensive network and resources, Budweiser APAC is placing emphasis on social responsibility and sustainability to bring long-term value to the brand. 百威亞太善用廣泛的網絡和資源，積極履行社會責任及促進環境可持續發展，為品牌創造長遠價值。

**In recent years, the beer market in Hong Kong has experienced significant growth as demand for premium hops continues to rise. Despite the rosy outlook, competition is intense due to changing customer preferences, the rise of microbreweries and the popularity of beer festivals.**

Headquartered in Hong Kong since 2019, Budweiser APAC has a strong presence in major markets such as China, South Korea, India and Vietnam, with 47 breweries across the region. Carrying over 50 popular brands including Budweiser, Hoegaarden and Harbin, the Asia-Pacific's leading beer brewer offers an array of quality options that caters to every taste and preference.

To stay ahead in the digital era, Budweiser APAC launched BEES, an integrated business-to-business digital

sales platform, in 2021 for better operational efficiency and to improve business performance. Covering a distribution network of over 230 cities around the world, BEES offers retail customers a seamless order and delivery experience. It has been expanding rapidly and now accounts for a significant portion of the company's revenue.

Amid global economic headwinds, Budweiser APAC remains focused on growth and premiumization through a diversified portfolio of premium and super premium brands such as Stella Artois and Corona as key differentiators in the market.

"We saw the premiumization trend continue its positive trajectory across the market, which shows beer remains a very resilient category and an accessible luxury," said Jan Craps, CEO and Co-Chair of Budweiser APAC.



### Budweiser Brewing Co APAC Ltd

百威亞太控股有限公司

HKGCC Membership No. 總商會會員編號：HKB0618

Established 創辦年份：2019

Website 網站：www.budweiserapac.com



As a customer-centric business, the company is dedicated to thriving with the communities in which it operates. Creating meaningful brand experiences is key to realizing the vision. In 2019, Budweiser APAC launched the “Corona Extra Lime”

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**“Being a member of HKGCC has helped expand our network and build ties with the business community in Hong Kong and beyond.”**

**– Jan Craps  
CEO and Co-Chair**



program in Anyue, Sichuan, in response to the provincial government’s call for rural revitalization.

By providing end-to-end support to local farmers at every stage – from seed selection and harvest to distribution – the business model has had a positive impact on both the local community and the company. By end 2023, the program offered a national supply of Anyue limes, which boosted impoverished farmers’ income while ensuring a stable supply of top-quality limes to enhance the drinking experience with Corona.

Beyond business, Budweiser APAC is also a keen advocate for environmental

sustainability. Working towards net-zero emissions by 2040, the company has shown its commitment by taking pioneering steps in 2021. These included realizing carbon neutrality in its Wuhan brewery, which showcased Budweiser APAC’s leadership in environmental management and protection. “We are not just meeting but also leading consumer expectations on environmental responsibility,” said Craps.

Looking ahead, Budweiser APAC will continue to expand its brand portfolio and develop strategic partnerships to maintain its leading position in the regional premium beer

industry. One example is the introduction of award-winning craft beer brands, such as Goose Island and BrewDog, to beer lovers in China, where economic growth coupled with the burgeoning middle class’s appetite for premium and super-premium brews paint a positive outlook for the market.

“Being a member of HKGCC has helped expand our network and build ties with the business community in Hong Kong and beyond,” Craps explained. “Through more informed dialogues with fellow members, we can better navigate the rapidly changing market and identify growth opportunities.”

隨着高端啤酒的需求日增，香港啤酒市場近年大幅增長。儘管業界前景可期，惟客戶喜好改變、微型酒廠興起，加上啤酒節廣受歡迎，均令市場競爭加劇。

百威亞太於 2019 年來港設立總部，現已在中國、南韓、印度和越南等主要市場取得長足發展，區內共有 47 間酒廠。該公司作為亞太區領先啤酒商，擁有超過 50 個廣受歡迎的品牌，包括百威啤酒、Hoegaarden 和哈爾濱啤酒，提供各式各樣的優質產品，以滿足不同客戶的口味和喜好。

**「加入總商會有助我們拓展網絡，與香港和其他地區的商界建立聯繫。與其他會員交流分享。」**

——楊克  
首席執行官及聯席主席

為了在數碼時代保持領先，百威亞太於 2021 年推出綜合商對商數碼銷售平台 BEES，以提升營運效率和業績表現。BEES 的分銷網絡遍及全球超過 230 個城市，為零售客戶提供順暢無縫的訂購和送貨體驗。該平台持續迅速擴展，現已成為公司重要的收入來源。

面臨全球經濟逆風，百威亞太繼續專注追求增長和高端化，透過 Stella Artois 和 Corona 等高端和超高端品牌的多元化產品，在市場上突圍而出。

百威亞太首席執行官及聯席主席楊克表示：「我們留意到市場高端化趨勢持續推進，反映啤酒仍然是朝



The company's "Corona Extra Lime" program in Anyue, Sichuan provides support to local farmers, positively impacting the community.

該公司在四川安岳推出「科羅娜特選青檸」項目，支援當地農民，為社區帶來正面影響。

力十足的產品類別，也是容易入門的奢侈品。」

該公司秉持以客為本的理念，致力與業務所在的社區一同茁壯成長，而創造有意義的品牌體驗是實現這個願景的關鍵。2019 年，百威亞太在四川安岳推出「科羅娜特選青檸」項目，以響應省政府的農村振興工作。

從挑選種子、收成以至分銷產品，該公司在每個環節為當地農民提供對端支援，這一業務模式同時為當地社區和企業帶來正面影響。在 2023 年底，項目旗下種植的安岳青檸已供應至全國各地，除了增加貧困農民的收入，亦確保優質青檸供應穩定，從而提升享用 Corona 啤酒的體驗。

除了拓展業務，百威亞太亦着力推動環境可持續發展。為了在 2040

年前達至淨零排放，該公司在 2021 年邁出重要一步，在武漢酒廠實現碳中和，可見百威亞太在環境管理和保護方面的領導角色。楊克說：「我們不止於滿足顧客對環境責任的期望，亦希望引領他們精益求精，更上層樓。」

展望未來，百威亞太將繼續擴展品牌組合，並建立戰略夥伴合作關係，以維持在區域高端啤酒業的領先地位。舉例說，該公司將得獎精釀啤酒品牌 Goose Island 和 BrewDog 引入中國，當地經濟增長迅速，中產階級對高端和超高端啤酒的需求與日俱增，市場前景一片光明。

楊克解釋：「加入總商會有助我們拓展網絡，與香港和其他地區的商界建立聯繫。與其他會員交流分享，讓我們更深入了解瞬息萬變的市場環境，從中發掘增長機遇。」



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# What's in store for China's economy in 2024?

## 2024 年中國經濟展望

Economic growth in the Mainland will be marked by a mixed bag of imbalances, opportunities and challenges even as the Government zeroes in on stability

國家着力維持經濟穩定，內地經濟仍將呈現不平衡增長、挑戰與機遇並存的基本格局

**At the opening session of the National People's Congress in 2024, Premier Li Qiang delivered his first government work report, proposing the main economic and policy goals for 2024. As widely expected, the GDP growth target is set at "around 5%," unchanged from last year. The continuity hints at a focus on economic stability. However, without the aid from reopening demand and a lower relative base, the bar for achieving this target will be significantly higher this year.**

Months into 2024, the economy still showed an uneven recovery, with concerns about housing market corrections and deflationary pressures still to be addressed to restore private sector confidence. As the economy shifts from a property-led growth model, enhanced support for new economy sectors should help compensate for the slack in the housing market while promoting the government's pursuit of high-quality growth. In our view, the Chinese economy will be marked by "four imbalances," "three challenges" and "three opportunities" in 2024.

### Four Imbalances

First, nominal GDP growth is abnormally lower than real GDP growth under a deflationary environment. A negative GDP deflator may be a major factor in poor private sector sentiment, as household incomes and corporate earnings are directly related to nominal GDP. If nominal GDP continues to disappoint, achieving the real GDP growth target alone may not be enough to revive the private sector.

Second, consumer spending remains disproportionately skewed toward service consumption. But in the absence of a significant good consumption stimulus, a broader consumption recovery will depend on higher income growth and improving consumer confidence. But that may take longer to materialize.

Third, fixed asset investment is primarily led by public investment, while private investment still declined. The bifurcation is driven in part by ongoing policy support to promote the so-called new infrastructure investment (such as

new energy vehicle charging stations and big data centres). But property investment, which is largely privately owned, remains a drag.

Fourth, new economy sectors have significantly outshone old economy sectors. The term "new three products" was born out of the strong domestic and foreign demand for solar cells, electric vehicles and lithium batteries in the context of global green energy transformation. Trade-in schemes to boost sales of "old products" (garment, furniture, household appliances) sales were announced, but more clarity would still be needed with regard to the size and financing of such schemes.

### Three Challenges

First, how can the housing market achieve a soft landing? The policy tone of the housing market has undergone fundamental changes, and the regulatory barrier for home purchases has significantly lowered. But households' home buying decisions remain complexly influenced by a range of factors,



including income expectations, house price expectations or concerns about home delivery. Despite targeted financial support to ensure the delivery of pre-sale homes, property developers are still facing cash flow pressures as home sales recover at a sluggish pace.

Second, how to revive private sector sentiment? A lack of confidence among households, corporates and investors remains widespread. There appears to be no quick fix, but stabilization of house prices, a clear exit from deflation and a more predictable regulatory environment will be the necessary conditions for a rebound in sentiment.

Third, how to pull the economy out of deflationary pressure? Easing destocking pressures on certain products, such as pork and cars, coupled with a low relative base, should pave the way for a moderate return to inflation. But overall weak

demand could put it well below the government's target of around 3%.

### Three Opportunities

First, macro policies will remain accommodative, and policy coordination will improve. Fiscal measures will play a leading role, supplemented by monetary support. Although support from the traditional fiscal toolkits (i.e. budget deficits and local government special bond issuance) appears to be modest and little changed from last year, actual fiscal spending is likely to be boosted by special central government bonds issuances, which seek to provide targeted support for strategic initiatives. To support expansionary fiscal policy, monetary policies will also be coordinated to provide a favourable liquidity environment for financing.

Secondly, the government will continue to facilitate the

development of new growth drivers to pick up the slack from the housing sector. Digital transformation and energy transition should still stand out given their strategic significance, and ongoing tax and financing incentives towards these initiatives should continue to roll out.

Thirdly, public housing investment could step up to offset the softness in commercial housing investment. The resumption of the pledged supplementary lending (PSL) program was widely thought to be supporting the so-called "three major projects," which include public housing and urban village renovation. For an optimistic scenario where these funds are fully used to purchase undeveloped land or unfinished projects from private developers and convert them into public housing, this will help reduce housing inventory and ease cash flow pressure for developers as well.

在十四屆全國人大二次會議開幕會上，國務院總理李強宣讀其任內第一份《政府工作報告》，提出 2024 年主要經濟和政策目標。一如普遍預期，GDP 增長目標設定為 5% 左右，與去年持平。這顯示了維持經濟穩定的政策重點，但在低基數效應和積壓需求釋放殆盡的背景下，今年實現這一目標的門檻將明顯提升。

踏入 2024 年，經濟復蘇仍不平衡，私營部門信心仍受制於房地產市場調整和通縮壓力。隨着房地產市場的結構性變化，內地經濟正過渡至「後地產時代」，亟待培育新增長動能，以配合中央政府邁向高質量發展的目標。我們認為，中國經濟在 2024 年將呈現「四重不平衡」、「三大挑戰」及「三大機遇」的基本格局。

### 四重不平衡

一是名義 GDP 增速滯後於實際 GDP 增速。2023 年中國全年 GDP 平減指數為負值，反映了通縮壓力，也直接影響居民收入和企業利潤等名義經濟指標的修復，可能是私營部門氣氛淡靜的主因。如名義 GDP 繼續表現欠佳，單單達成實際 GDP 目標或不足以重振私營部門。

二是貨物消費落後於服務消費。在缺乏大規模耐用品消費刺激的情況下，更全面的消費復蘇將取決於居民收入和消費者信心的改善，但這可能需要更長時間才能實現。

三是固定資產投資主要由公共投資推動，民間投資仍然滯後。造成這種分歧的部分原因在於產業政策重心不斷向新基建領域（如新能源汽車充電站和大數據中心）轉移，而由民營企業主導的房地產投資則不斷萎縮。

四是傳統經濟產業落後於新興經濟產業。受惠於全球能源綠色轉型，包括電動車、鋰電池、太陽能電池在內的



「新三樣」產品的海內外需求持續走強，而「老三樣」產品（服裝、家具、家電）將開展以舊換新計劃促銷，惟計劃規模和資金來源仍有待明確。

### 三大挑戰

一是房地產市場如何軟著陸？房地產市場的政策基調已徹底改變，購房門檻明顯降低。然而，居民購房決定仍受制於收入預期、房價預期、期房爛尾等因素，房屋銷售復蘇緩慢。儘管供給端融資支持政策不斷出台，以確保期房能按期交付，房地產發展商仍然面臨資金周轉壓力。

二是如何重振私營部門信心？針對家庭、企業和投資者信心疲軟的狀況，我們認為房價穩定、通脹回升及穩定的監管環境將成為信心回升的必要條件，不能一蹴而就。

三是如何幫助經濟走出通縮壓力？豬肉、汽車等若干產品去庫存壓力緩解，加上基數較低，今年通脹可望溫和修復。但由於內需疲軟，在政府目標約 3% 以下的核心通脹低位運轉的現象很可能會持續。

### 三大機遇

一是宏觀政策有望維持寬鬆，同時財政與貨幣政策將協同發力。儘管 2024 年財政預算赤字率及新增專項債額度與去年相比變化不大，但考慮到去年和今年發行的特別國債，實際財政支出力度將明顯增強。積極的財政政策有望帶動總需求，加上穩健的貨幣政策協同配合，為政府發債融資提供有利的流動性環境。

二是新舊增長動能切換可望持續，新興產業上行繼續對沖房地產下行。「數碼化」和「綠色化」將繼續成為政策的着力方向，相關的稅收和融資激勵措施或將繼續加碼。

三是保障性住宅建設有望加速，以彌補商品房投資下滑。市場普遍認為，人民銀行在去年底重啟的抵押補充貸款主要投向「三大工程」，其中包括保障性住房和城中村改造。在理想的情況下，保障性住宅建設可透過改建或收購存量商品房作為保障房，盤活閒置土地和房屋，有效地減少市場庫存，並舒緩發展商的資金壓力。



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## China Committee 中國委員會



Chamber Chairman Betty Yuen, CEO Patrick Yeung and Petrina Tam, GBA Working Group Convenor, attended the 2024 CCPIT spring festival reception and inauguration ceremony of the Guangdong-Hong Kong-Macao GBA Development Business Roundtable on 26 February. HKGCC is a member of the Roundtable, which was jointly established by CCPIT Guangdong and the CCPIT Representative Office in Hong Kong and Macao.

總商會主席阮蘇少涓、總裁楊偉添和粵港澳大灣區工作小組召集人譚唐毓麗於2月26日出席「2024年粵港澳貿促合作交流會暨粵港澳大灣區發展工商圓桌會議啟動儀式」。圓桌會議由廣東省貿促會、中國貿促會香港和澳門代表處共同成立，總商會為成員之一。

Chamber members attended a conference titled the "New Era of Free Trade Ports & the Future of Hainan and Hong Kong," organized by the People's Government of Sanya City on 27 February. The event offered an introduction to Hainan's free trade port policy and the business opportunities available in the Sanya Demonstration Zone for Hainan-Hong Kong Economic Cooperation.

多位會員於2月27日參與「自貿新時代 瓊港新未來」推介會。是次活動由三亞市人民政府舉辦，介紹海南自由貿易港政策和瓊港經濟合作三亞示範區的商機。



Chen Weidong, Minister of the United Front Work Department, Haikou, visited the Chamber on 1 March. The delegation was received by Eric Fok, General Committee Member and China Committee Chairman.

Haikou, which has a population of 3 million, welcomed over 1 million newly registered companies in 2023. Chen said the local government was proactively working to improve the business environment and encourage more foreign investment.

海口市委常委、統戰部部長陳衛東於3月1日到訪總商會，由理事及中國委員會主席霍蔚山接待。

海口約有300萬人口，2023年在當地新註冊的企業超過100萬家。陳衛東表示，當地政府正積極改善營商環境和吸引更多外來投資。



The world's economy never been more connected. However, amid rising geopolitical tensions, greater inflationary pressures, a global pandemic and wars, this may change. Recent data points to persistently uneven recovery, with notable imbalances between consumption and production, public and private investment, manufacturing and services, new and old economy sectors, etc.



At a seminar on 6 March, Bernard Aw, Chief Economist of Coface for Asia Pacific, and Junyu Tan, Regional Economist for North Asia, shared their insights into the outlook of the global and China economy in 2024.

全球經濟聯繫日趨緊密，但面對地緣政局緊張、通脹壓力上升、疫情全球大爆發及戰事連連，這個發展趨勢未必能夠延續。近期數據顯示經濟復蘇持續不平衡，消費與生產、公共與私人投資、製造與服務業、新舊經濟產業之間顯著失衡。

在3月6日的研討會，科法斯亞太區首席經濟學家歐章良和北亞區域經濟學家譚俊譽分享2024年全球和中國經濟展望。



At the Keqiao (Hong Kong) Economic and Trade Cultural Promotional Conference on 6 March, Chen Hao, Party Secretary of Keqiao's District Committee, gave an interesting presentation on the textile production base, whose trading volume in 2023 was over RMB 360 billion.

Ranked first among similar markets in China for more than three decades, Keqiao's exports to Hong Kong exceeded RMB 372 million in 2023, a year-on-year growth of 257.47%. Chen hoped that the international platform offered by Hong Kong could be strategically used to further promote Keqiao's development advantages and investment environment. He also looked forward to strengthening cooperation with Hong Kong enterprises and talent. Members of the China Committee attended the conference.

柯橋（香港）經貿文流推介會於3月6日舉行。浙江紹興柯橋區委書記陳豪致辭時表示，柯橋區是紡織之都，2023年的貿易額超過人民幣3,600億元，連續30多年位居全國同類市場首位。2023年，柯橋對香港的出口額超過人民幣3.72億元，按年增長257.47%。陳豪希望借助香港提供的國際平台，進一步推廣柯橋的發展優勢和投資環境，並期望與香港企業和人才加強合作。中國委員會多位會員亦有參會。

China Committee Vice Chairman Felix Lee attended the Qianhai Economic and Trade Exchange Seminar on 8 March. Organized by Qianhai Management Authority, the event offered a detailed outline of Qianhai's opening up and latest developments for Hong Kong companies looking to learn more about business opportunities in the Greater Bay Area.

中國委員會副主席李家聰於3月8日出席「2024年（香港）經貿交流會」。是次會議由前海管理局舉辦，旨在介紹前海最新發展及開放情況，讓港企深入了解大灣區的商機。

The Xinjiang Aksu – Hong Kong Industrial Cooperation Conference was held on 12 March in Hong Kong to promote “eight 100 billion-level industrial clusters” and “seven demonstration zones” for high-quality regional economic development. Michael Ngai, Chairman of the Chinese Financial Association of Hong Kong, said Hong Kong would work to promote cooperation with Xinjiang by sharing development opportunities as well as providing sufficient and diverse funding to support its development.

「新疆·阿克蘇地區—香港產業合作對接會」於 3 月 12 日在香港舉行，旨在推廣「八個千億級產業集群」和「七個示範區」，促進地區經濟高質量發展。香港金融發展協會主席魏明德表示，香港將致力促進兩地合作，共享發展機遇，並為當地發展提供充足和多元化的資金支援。

Maisie Chan, Commissioner for the Development of the Greater Bay Area, updated members on the latest developments in the GBA at a committee meeting on 14 March. Chan said Hong Kong could provide world-class professional services and an experienced workforce to help enterprises develop business there. The city was also a strategic springboard for overseas start-ups and enterprises looking to enter the GBA.

粵港澳大灣區發展專員陳潔玲於 3 月 14 日出席委員會會議，介紹大灣區的最新動向。陳潔玲指出香港可提供世界級的專業服務和經驗豐富的人才，協助企業在當地發展業務，亦可作為海外初創企業和公司進入大灣區的跳板。



Chamber Deputy Chairman Agnes Chan, General Committee member Roy Ng and China Committee Vice Chairman Edmond Yew attended the Guangdong Province Spring Reception 2024 on 18 March. HKSAR Chief Executive John Lee, Governor of Guangdong Province Wang Weizhong, also attended the event, which was organized by the Council for the Promotion of Guangdong Hong Kong Macao Cooperation.

總商會常務副主席陳瑞娟、理事伍俊達及中國委員會副主席姚逸明於 3 月 18 日出席廣東省 2024 年春茗。是次活動由廣東省粵港澳合作促進會舉辦，香港特區行政長官李家超和廣東省省長王偉中亦有出席。

HKGCC Legislative Council Representative Jeffrey Lam represented the Chamber at the 2024 New Year Symposium on 17 March, organized by the Foshan Municipal Government. Foshan is an important node city in the GBA, with a regional GDP of RMB 1,327.6 billion in 2023.

立法會代表林健鋒於 3 月 17 日代表總商會出席由佛山市政府舉辦的 2024 新春座談會。佛山是大灣區的重要節點城市，2023 年地區生產總值達到人民幣 13,276 億元。

Chamber CEO Patrick Yeung and China Committee Vice Chairman Felix Lee attended the 2024 Hong Kong Spring Reception and 135<sup>th</sup> Canton Fair Promotion Seminar on 18 March. The event, which welcomed over 200 guests, was jointly organized by the China Foreign Trade Centre and the Commercial Office of the Economic Affairs Department at the Hong Kong Liaison Office.

總商會總裁楊偉添和中國委員會副主席李家聰於 3 月 18 日出席「2024 年香港春茗暨第 135 屆廣交會推介會」。是次活動由中國對外貿易中心及中聯辦經濟部貿易處合辦，共有 200 多位賓客出席。



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



### Cambodia's Secretary of State Calls on Chamber

H.E. Sopheak Sok, Secretary of State, Ministry of Commerce, Cambodia, called on the Chamber on 19 March to discuss increasing trade and cooperation between Hong Kong and Cambodia. Accompanied by Bunthorn Sok, Deputy Director-General for International Trade, the visitors were welcomed by Chamber Deputy Chairman Agnes Chan, CEO Patrick Yeung, as well as General Committee members and the Asia, Africa & Middle East Committee leadership.

Despite the geographical proximity between Cambodia and Hong Kong, the two regions have yet to optimize trade and economic cooperation. Secretary Sok said the ongoing infrastructural and trading development in Cambodia presents many opportunities in various sectors, especially in agriculture, professional services, green technology, and financial technology.

He hopes that more investment and technology transfers from Hong Kong can increase the country's expertise and position in the value chain. Chan said that under the East-meets-West strategy, Hong Kong, as a financial hub, could play the role of super-connector. It was agreed to explore further collaboration and the signing of an MoU with the Cambodia Chamber of Commerce to facilitate dialogue, exchanges and trade missions.

### 柬埔寨副部長到訪總商會

柬埔寨商務部副部長 H.E. Sopheak Sok 於 3 月 19 日到訪，商務部國際貿易副總幹事 Bunthorn Sok 亦有隨行，由總商會常務副主席陳瑞娟、總裁楊偉添、多位理事和亞洲、非洲及中東委員會領導接待，雙方討論香港與東國之間的貿易和合作與日俱增。

柬埔寨和香港的地理位置相近，但兩地的經貿合作仍有待加強。Sok 副部長表示柬埔寨持續推動基建和貿易發展，為各行各業創造大量機遇，尤其是農業、專業服務、綠色科技和金融科技等領域。

他希望香港增加對柬埔寨的投資和技術轉移，以改善當地的專業技術水平，提升其在價值鏈上的定位。陳瑞娟指出在中西融會交流的策略下，香港作為金融中心，可發揮超級聯繫人的作用。雙方同意探討進一步合作，以及與柬埔寨商會簽署合作備忘錄，促進對話交流和貿易外訪。

## Economic Policy Committee 經濟政策委員會

The Economic Policy and Taxation committees co-hosted a post-Budget briefing on 1 March featuring Maurice Loo, Deputy Secretary for Financial Services and the Treasury, and Joyce Cheung, Principal Economist of the Financial Secretary's Office. They exchanged views with members on the recently announced Budget and discussed a range of issues.

經濟政策委員會及稅務委員會於 3 月 1 日合辦《財政預算案》簡報會，財經事務及庫務局副秘書長羅淦華及財政司司長辦公室首席經濟師張頌詩應邀出席，就最近發表的《財政預算案》與會員交流意見，並討論廣泛議題。



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

The Chamber hosted the second part of the “Smart City Symphony: A Collective Innovation Series” on 27 February, in partnership with the American Chamber of Commerce in Hong Kong (AmCham) and Google Hong Kong. Titled “Closing the Talent Gap for Innovation



Development in Hong Kong,” the seminar focused on addressing talent development challenges as the city aims to become an innovation and technology powerhouse.

Delivering opening remarks, Chamber CEO Patrick Yeung, AmCham CEO Eden Woon and Cyberport’s Charleston Sin highlighted the need for private-public collaboration and the role of generative AI in talent development.

The panel discussion, moderated by Google Hong Kong’s Nancy Ting, featured Miranda Wong from the Hong Kong Federation of Youth Groups and Anice Chan from TransUnion. They discussed strategies for nurturing talent and positioning Hong Kong as a leading tech hub.

總商會於 2 月 27 日與香港美國商會及 Google 香港合辦「Smart City Symphony: A Collective Innovation」系列的第二場活動。研討會以「填補人才缺口 促進創新發展」為主題，集中探討香港發展為創科引擎的人才發展挑戰。

總商會總裁楊偉添、香港美國商會總裁翁以登和數碼港代表冼超舜致開幕辭，強調公私營界別需要開展合作，以及生成式人工智能在人才發展方面的角色。

隨後的小組討論環節由 Google 香港代表丁樂恩主持，她與香港青年協會代表黃好儀和環聯代表 Anice Chan 討論培育人才及將香港定位為領先科技樞紐的策略。



At a roundtable luncheon on 7 March, Jim Taylor, Chairman of the Economic Policy Committee, Kelvin Lau, Senior Economist at Standard Chartered Bank, and Stanley Ho, Tax Partner at KPMG, shared their thoughts on the Budget. The speakers provided valuable insights into the rationale behind bond issuances and discussed the implications of key tax measures. Discussing Hong Kong’s economic outlook for the year, they highlighted the challenges faced by SMEs and stressed the need to restore confidence.

經濟政策委員會主席戴樂生、渣打銀行高級經濟師劉健恆及畢馬威稅務合夥人何家輝出席 3 月 7 日的午餐會，就《財政預算案》分享見解。幾位講者就發債理據提供寶貴意見，並討論主要稅務措施的影響。他們亦展望本港今年的經濟發展，指出中小企面對重重挑戰，恢復信心十分重要。

## 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  
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環境及可持續發展委員會  
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Mr Victor Lam  
林凱章先生



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

## Environment & Sustainability Committee 環境及可持續發展委員會

Government officials and experts spearheaded a seminar on 5 March with the topic “Navigating transitional opportunities for businesses – Learnings from COP28: The role of climate disclosure and ESG investment in APAC.”

CF Wong, Commissioner for Climate Change, Tasos Zavitsanakis from UBS AG, and Dr Vincent Cheng and Dr Bruce Chong, both from Arup, shared their expertise and perspectives on the importance of going beyond ESG compliance and embracing the opportunities presented by low carbon transitions. The seminar emphasized the urgency for companies to adapt their business plans and seize the potential for growth and resilience. The significance of taking on advisory roles for Hong Kong companies has been highlighted during this transitional phase, positioning the Hong Kong companies as leaders in the evolving market landscape.

In the Q&A session that followed, the floor was abuzz with interesting questions and perspectives, igniting new discussions about how companies can go beyond compliance and embrace proactive measures.



政府官員和專家在3月5日出席研討會，主題為「企業轉型機遇——聯合國氣候變化大會重點：氣候披露與亞太區環境、社會及管治（ESG）投資」。

會上，氣候變化專員黃傳輝、瑞士銀行有限公司代表Tasos Zavitsanakis、奧雅納代表鄭世有博士及莊宏曦博士分享專業意見，指出在符合ESG的規範下力求卓越和把握低碳轉型機遇十分重要。一眾講者強調企業調整業務計劃、把握增長機遇和提升韌力刻不容緩。港企應在轉型階段積極提供建議，在瞬息萬變的市場中發揮領導角色。

在隨後的問答環節，會員踴躍提問和發表意見，探討企業如何創造合規以外的價值，積極實踐ESG措施。

Theresa Wu, Assistant Director of the Environmental Protection Department, briefed the Chamber on the upcoming Municipal Solid Waste Charging scheme on 12 March. Due for implementation on 1 August, the scheme aims to promote sustainable waste management practices and foster a circular economy through closer collaboration between the Government, businesses and the public.

Wu highlighted the scheme’s objective of encouraging waste reduction and recycling by introducing a charges for municipal solid waste disposal. Effective implementation hinges on bridging the gap between policymakers and stakeholders, ensuring a comprehensive understanding of the scheme’s rationale and operational details.

Recognizing the commercial sector’s pivotal role, Wu underscored the need for extensive information dissemination and public engagement efforts prior to the launch date. This proactive approach would enable businesses to adapt their operations seamlessly and contribute to the scheme’s success.

The event marked the first in a series dedicated to facilitating a smooth transition to the new waste charging regime.



環境保護署助理署長胡勁欣於3月12日到訪總商會，講解即將於8月1日實施的都市固體廢物收費計劃。計劃旨在推廣可持續的廢物管理方式，並促進政府、商界和公眾更緊密合作，從而邁向循環經濟。

胡勁欣強調計劃的宗旨是透過對棄置都市固體廢物收費，鼓勵減廢和循環再用。計劃能否取得成效，取決於化解政策制定者和各持份者的分歧，確保各方能全面了解計劃的理念和執行細節。

胡勁欣認為商界擔當重要角色，在計劃正式生效前需廣泛傳達資訊和加強公眾參與。採取積極行動將有助企業無縫調整營運方式，為計劃成功落實出一分力。

是次活動為順利過渡至廢物收費新機制而設的首場講座。

## Europe Committee 歐洲委員會



### EU Policymakers' Priorities and Perspectives on China 歐盟政策制定者的關注重點及對華觀點

Conall McDevitt, Senior Partner and Managing Partner for Europe and Asia, Penta Group, and Managing Director Thomas Kwan called on the Chamber on 4 March to share insights from their recently released European Union policymaker research report, which surveyed more than 600 policymakers in the EU and its member states between March and August 2023.

Kwan pointed out that while EU policymakers have concerns about digital security – particularly cybersecurity and data protection – they are still open to working with Chinese companies in sectors like AI, medical devices and e-commerce.

McDevitt added that interest in Sino-European cooperation in the fields of climate change and environmental protection is extremely strong. Europe Committee Chairman Alfonso Ballesteros, together with committee members, welcomed the visitors.

Penta Group 歐亞高級合夥人兼執行合夥人 Conall McDevitt 及董事總經理關景圖於 3 月 4 日到訪總商會，分享他們最近發表的歐洲聯盟政策制定者研究報告；該調查在 2023 年 3 月至 8 月期間進行，訪問了歐盟及其成員國超過 600 位政策制定者。

關景圖指出，儘管歐盟政策制定者關注數碼安全問題，尤其是網絡安全和數據保護，他們對於與中國企業在人工智能、醫療服務和電子商貿等不同領域的合作仍然保持開放態度。

McDevitt 表示，市場對中歐在氣候變化和環境保護方面的合作甚表興趣。兩位來賓由歐洲委員會主席歐方信及多位會員接待。

### IP-backed Financing Working Group 知識產權融資工作小組

During a meeting on 23 February, Working Group Convenor Richard Wong led discussions on Hong Kong's development as a regional intellectual property (IP) trading centre, including the creation of a potential platform to facilitate IP trading for specific sectors, and exploration of collaborative opportunities with public and private organizations to enhance the ecosystem for IP commercialization. The working group also confirmed changes to its terms of reference to further enhance its scope of focus to facilitating IP trading and financing.

在 2 月 23 日的會議，工作小組召集人黃廣林主持討論，探討香港作為區域知識產權貿易中心的發展，包括設立平台促進特定行業的知識產權貿易，以及探索與公私營合作，從而推動知識產權商業化的生態系統發展。工作小組亦確認其職權範圍的變動，聚焦知識產權貿易及融資發展。

## 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  
Mr Eric Ma  
馬紹祥先生



**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

## Financial & Treasury Services Committee

### 金融及財資服務委員會

On 5 March, Lester Ip, Chief Inspector of the Cyber Security and Technology Crime Bureau, Hong Kong Police Force (HKPF), shared the latest trends in cyber-enabled financial crimes, with corporate investment fraud accounting for a significant portion of financial losses and virtual asset related risks becoming increasingly prevalent in recent years.

Ip also introduced key initiatives by the HKPF to combat cybersecurity risks, including the "Scameter" – a tool designed to assist in the early detection and mitigation of online scams, and shared tips on how businesses can safeguard themselves from the ever-evolving landscape of cyber threats.



香港警務處網絡安全及科技罪案調查科總督察葉卓譽於3月5日出席會議，分享網絡金融罪案的最新趨勢。企業投資詐騙是造成財務損失的主因，而虛擬資產相關的風險在近年與日俱增。

葉卓譽亦介紹警務處應對網絡安全風險的主要措施，包括協助及早辨識和預防網上騙案的工具「防騙視伏器」，並講解企業如何提防受到日新月異的網絡罪案威脅。

## Legal Committee

### 法律委員會

The Legal Committee led the formulation of a response to the Government's proposed implementation of the Basic Law Article 23 Legislation. In its submission, the Chamber welcomed the new legislation, which would safeguard national security under the principle of "one country, two systems," as well as sustain the city's economic and social prosperity. It also advocated that sufficient clarity on the legal provisions, education, and support from the Government for businesses and the public should also be considered to facilitate awareness and consensus-building for the new legislation.

法律委員會牽頭草擬總商會對政府建議實施《基本法》第23條立法的回應。本會在建議書表示歡迎新例在「一國兩制」原則下保障國家安全，同時維護本港的經濟和社會繁榮，並建議政府考慮進一步明確法例、為企業和公眾提供教育及支援，以提高認知和凝聚共識。

## Shipping & Transport Committee

### 船務及運輸委員會

Nic Fong, Corporate Sustainable Aviation Fuel Programme Manager, Cathay Pacific, delivered a presentation on the environmental benefits of their Sustainable Aviation Fuel (SAF) and the corporate sustainable aviation fuel programme at a committee meeting on 6 March.

Fong shared insights into the freight industry's ongoing journey towards decarbonization and outlined the strategic roadmap aimed at achieving net-zero carbon emissions by 2050. He emphasized the importance of embracing sustainable aviation fuel, despite the higher costs involved, highlighting SAF's potential as the most viable green solution for the airline industry. Additionally, he called for corporate collaboration on the importation of SAF from foreign countries, stressing the need to enhance its popularity as well as widespread adoption within the industry.

國泰航空企業可持續航空燃油計劃經理方展鴻出席3月6日的會議，介紹可持續航空燃油（SAF）創造的環境效益及企業可持續航空燃油計劃。

方展鴻分享貨運業的減碳進程，並講解在2050年前實現淨零碳排放的策略路線圖。他指出SAF涉及的成本雖然較高，但有潛力成為航空業最可行的綠色方案。此外，他呼籲企業合作從外國進口SAF，強調有需要提高業界的認知，從而促進廣泛應用。





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

CS Liu, Under Secretary for Transport & Logistics, provided an overview of Hong Kong's Major Transport Infrastructure Development Blueprint at a committee meeting on 22 February. He outlined the strategic development of railway and major road networks to address the anticipated transport and logistics demands up to 2046 and beyond. This includes initiatives surrounding the creation of the Northern Metropolis.



運輸及物流局副局長廖振新出席 2 月 22 日的會議，概述《香港主要運輸基建發展藍圖》。他介紹策略性鐵路及主要幹道網絡，以滿足遠至 2046 年及以後的運輸及物流需求，包括配合北部都會區建設的項目。

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



The SME Committee organized a day tour of Sha Tau Kok on 8 March, giving members the opportunity to discover the town's beautiful scenery, try local delicacies and learn more about its history. Besides the iconic Sha Tau Kok Pier, members also visited the local wet market and the STK Eco Park for a deeper understanding of the local culture and general development.

中小型企業委員會於 3 月 8 日舉辦沙頭角一日遊，與會員一起欣賞當地美景、品嚐地道美食，並探索小鎮歷史。會員除了參觀區內地標沙頭角碼頭，還暢遊了沙頭角街市及 STK ECO Park，深入了解本土文化和發展。

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

Anson Lai, Deputy Director-General of Trade and Industry, gave members an update on Hong Kong trade and how the department is supporting local SMEs at the committee meeting on 7 March. Lai encouraged enterprises to visit the SME service centre, which provides consultation services and the resources needed to do business.

工業貿易署副署長黎日正出席3月7日的委員會會議，講解香港的貿易現況和該署對本地中小企的支援。他亦鼓勵企業到訪中小企服務中心，獲取諮詢服務和營商資源。



## Taxation Committee 稅務委員會

The Chamber put forward a number of suggested jurisdictions that Hong Kong should actively pursue Comprehensive Avoidance of Double Taxation Agreements with, in response to an invitation from the Financial Services and the Treasury Bureau on 8 March. The Chamber has emphasized the critical importance of expanding Hong Kong's tax treaty network and recommended that the Government allocate additional resources to expedite the process.

總商會在3月8日應財經事務及庫務局的邀請提呈建議，希望香港積極與多個司法管轄區展開磋商，訂立全面避免雙重徵稅協定。總商會深信拓展香港的稅務協定網絡十分重要，因此建議政府調配額外資源推進有關工作。

## Talent Development 人才發展



## Common Writing Error Workshop 避免常見寫作錯誤工作坊

Members learned how to avoid common grammatical and lexical mistakes in business writing at a workshop on 1 March. Richard Charles, Writing Consultant of Connect Communication, taught participants about the origins and sources of mistakes including linguistic "false friends," bad influences, fossilized errors and misapplied rule. He also explained how to use traditional and contemporary tools to proofread and check grammar and vocabulary.

在3月1日的商務寫作工作坊，會員學習如何避免犯下常見的文法和用字錯誤。Connect Communication 寫作顧問 Richard Charles 講解出錯的原因，包括語言「偽友」、不良影響、固化錯誤和錯用法則等，並介紹如何利用傳統和現代的工具檢查文法和詞彙。

## Essential of Debt Collection Tactics Amidst Market Change 因應市場變化的收賬技巧

As Hong Kong's economy continues to evolve in the post-pandemic era, it is important for companies to keep up with market trends and the associated opportunities and risks. At a seminar on 13 March, Norris Chan, Senior Consultant of Receivable Management Services (HK) Ltd, shared insights into enterprise risk management and current market conditions with the iQor RMS' global collectability index and exclusive big data analysis. He also introduced the latest debt collection techniques in the market and taught participants how to enhance the accounts receivable collection process, without being affected by changes in corporate personnel.

香港經濟在後疫情時代持續變化，企業必須掌握市場趨勢，了解相關的機遇與風險。在3月13日的研討會，美國歐文氏（香港）有限公司資深顧問陳有德講解如何運用 iQor RMS 的環球壞賬催收率指標和獨有的大數據分析，剖析企業風險管理和當前市場環境。他亦介紹坊間最新的債務追收技巧，並指導參加者如何促進應收賬款的催收過程，而不受企業人事變動影響。



## Student Programme / Engagement 學生活動



As part of the Chamber's Business-School Partnership Programme 2023-24, the EY organization in Hong Kong led an executive talk at Ying Wa College on 29 February, which was attended by over 150 Form 5 students.

Jasmine Lee, Managing Partner of EY Hong Kong and Macau, discussed current career development trends and shared practical advice on how students can best equip themselves for the workplace. Vanco Keung, Partner of EY member firms in Hong Kong, explained how the company's innovative initiatives served to empower and support the next generation of leaders. The interactive talk fostered discussions and gave students a deeper understanding of the opportunities and challenges awaiting them in the professional world.

安永香港的行政人員於 2 月 29 日到英華書院主持就業講座，超過 150 位中五學生出席。是次活動為總商會 2023-24 年度「商校交流計劃」的一部分。

安永香港及澳門區主管合伙人李舜兒討論職業發展的最新趨勢，並與學生分享如何裝備自己，為投身職場做好準備。安永香港金融服務合伙人姜成曄講解該公司的創新策略如何培育和支持新一代領袖發展。是次互動講座有助學生深入了解職場世界的機遇和挑戰。

## Young Executives Club 卓青社



At the YEC Network and Learn Dinner at Watermark on 14 March, the Hon Duncan Chiu, Member of the Legislative Council for the Technology and Innovation Constituency, shared his insights into the latest policies on IT and youth development, covering topics from talent to entrepreneurship.

卓青社於 3 月 14 日舉行 Network & Learn 晚宴，立法會議員（科技創新界）邱達根就資訊科技和青年發展的最新政策分享見解，並討論人才和創業等議題。

A total of 23 members enjoyed the Tour around Hong Kong Charity Walk 2024 on 24 March in support of artists with disabilities. The morning walk at The Peak offered panoramic views of Victoria Harbour and a chance to view an exhibition by the artists.

一行 23 名會員在 3 月 24 日早上參與「藝遊·香港」港島慈善行 2024，身體力行支持展能藝術發展。會員遊走山頂步行徑，飽覽維多利亞港全景，還參觀了展能藝術家作品展覽。



# Business Community Luncheon with FS Paul Chan

## 財政司司長陳茂波出席商界午餐會

At the Chamber's Business Community Luncheon in March, the Financial Secretary reiterated his confidence in Hong Kong and the need to restore public confidence

財政司司長在 3 月出席由總商會主辦的商界午餐會，重申對香港前途充滿信心，惟有需要重建公眾信心

**Hong Kong still has plenty of skin in the game despite external factors like geopolitical conflicts and rising interest rates, said Financial Secretary Paul Chan at the HKGCC Business Community Luncheon on 15 March.**

Outlining his 2024-25 Budget to Consuls General, chambers of commerce and business leaders in Hong Kong, the Financial Secretary emphasized that the need of the hour was to restore confidence, especially amid concerns about public finance.

In 2023, the Hong Kong economy returned to normalcy in the aftermath of the pandemic. Private consumption expenditure grew 7.3% in real terms last year, thanks to the distribution of consumption vouchers, the "Happy Hong Kong" and "Night Vibes Hong Kong" campaigns, and the continuing increase in household income. Overall

investment expenditure also rebounded, by 10.8%, alongside the economic recovery. Importantly, visitor arrivals also bounced back sharply, to about 34 million last year. However, the challenging external environment has affected Hong Kong's export performance.

To revitalize the economy, Chan said the new Budget followed three main lines of thought: to bolster

confidence in the immediate term, pursue high-quality development in the medium to long term, and strive for fiscal consolidation and a return to a balanced budget in two to three years' time.

Explaining Hong Kong's current position in attracting enterprises and talent, Chan said this included over 40 strategic enterprises, with InvestHK attracting more than 380 companies to our shores in 2023.

The Government's talent admission schemes saw over 158,000 applications approved, with 106,000 people arriving in the city. Meanwhile, in the Top Talent Pass Scheme, around 50% of the professionals came with family members, while 54% of those who arrived more than half a year ago are already employed.

To boost confidence and revive the beleaguered property market, all

**“The new Budget follows three main lines of thought: to bolster confidence in the immediate term, pursue high-quality development in the medium to long term, and strive for fiscal consolidation in two to three years' time.”**





demand-side management measures for residential property have been removed, while associated mortgage arrangements have been relaxed, The Government is also working to implement the recommendations of the Task Force on Enhancing Stock Market Liquidity.

SMEs can enjoy continued support with the extension of the 80% and 90% guarantee

products application period until March 2026. The injection of \$500 million into the BUD Fund will increase the total commitment from \$6.5 billion to \$7 billion, thus sustaining its operation and tying in with the launch of E-commerce Easy. Meanwhile, those SMEs in the F&B and retail sectors will be invited to select suitable options among ready to use basic digital solutions,

and apply for subsidies on a matching basis under the Digital Transformation Support Pilot Programme.

The authorities are also keenly following mega trends in economic development: "green future," which includes the fields of green tech, green finance, green shipping and aviation, photovoltaic pilot scheme etc.; and "digital economy," comprising cross-

boundary data flow, digital finance, Web 3.0, digital trading, among others.

Explaining the need to accelerate high-quality development, Chan pointed out that the 14<sup>th</sup> Five-Year Plan supports the development of Hong Kong in eight key centres, including an international financial centre, IT hub, international, legal and dispute resolution service centre, and a global aviation hub, among others.

To promote the city as an IT hub, for example, Chan said the Government is working to boost research and development of AI as well as life and health technology. New industrialization development is also a key focus area, with the \$10 billion New Industrialization Acceleration Scheme, supplemented by a tech talent admission scheme.

After the address, Chamber Chairman Betty Yuen moderated a Q&A session



「最新一份《財政預算案》提出三大方向：短期內堅定信心、促進中長期高質量發展，以及在兩至三年內整合財政。」



where the Financial Secretary fielded questions from the floor. To a query about the potential for including SMEs and start-ups in the Northern Metropolis development, Chan said that the project was primarily meant to attract bigger enterprises. However, depending on sector, SMEs could avail themselves of the space currently available in existing facilities such as Science Park. He added that there also were many incubation and funding scheme options for SMEs looking for further support.

On diversifying Hong Kong's approach to investment beyond traditional markets such as Europe and the

United States, Chan said that the authorities have long been focusing on other regions, such as the Middle East and the ASEAN region, as the axis of economic power tilts eastwards. He also pointed out that such outreach initiatives go hand in hand with telling the world that Hong Kong is prospering under the "one country, two systems" principle.

Reiterating his confidence in Hong Kong's future, Chan thanked the business community for their hard work to revitalize the economy, and urged them to continue with their efforts as well as to share good stories about Hong Kong to their connections overseas.

在3月15日的商界午餐會上，財政司司長陳茂波表示，面對地緣政治衝突和利率上升等外圍因素，香港仍然勇於承擔風險。

財政司司長向多位駐港總領事、商會代表和商業領袖闡述2024至2025年度《財政預算案》的內容，他強調恢復信心為當務之急，尤其是釋除市民對公共財政的疑慮。

2023年，香港經濟走出疫情困境，逐步邁向復常。政府發放消費券、推出「開心香港」和「香港夜繽紛」活動，加上住戶入息持續增加，帶動私人消費開支去年實質上升7.3%。隨着經濟復蘇，整體投資開支亦回升10.8%。重要的是，訪港旅客去年大幅回升至約3,400萬人次。不過，外圍環境挑戰重重，繼續影響本港的出口表現。

陳茂波表示，最新一份《財政預算案》為振興經濟提出三大方向：短期內堅定信心、促進中長期高質量發展，以及採取財政整合策略，力求在兩至三年內恢復收支平衡。

招商引才方面，陳司長指出投資推廣署於2023年協助超過380間公司在香港設點，其中包括40多間重點企業。政府的人才入境計劃已批出超過158,000宗申請，當中有106,000人已抵港。此外，在高端人才通行證計劃下，約五成高才帶同家屬來港，而54%抵港超過半年的申請人現已受僱。

為增強信心和提振萎靡不振的房地產市場，所有住宅物業需求管理措施現已撤銷，相關的按揭安排亦已放寬。此外，政府正着力落實促進股票市場流動性專責小組提出的建議。



八成和九成信貸擔保產品的申請期延長至 2026 年 3 月，持續為中小企提供支援。向「BUD 專項基金」注資五億元，將總承擔額由 65 億元增至 70 億元，有助維持基金運作及推出「電商易」。與此同時，餐飲及零售業的中小企將獲邀在現成的基礎數碼方案配套中挑選合適方案，並在「數碼轉型支援先導計劃」下申請配對資助。

當局亦緊貼經濟發展的主要趨勢，包括「綠色未來」範疇下的綠色科技、綠色金融、綠色運輸及航空和光伏先導計劃，以及「數碼經濟」範疇下的數據跨境流動、數碼金融、第三代互聯網和數碼貿易等。

陳茂波解釋，加快推動高質量發展十分重要，而「十四五」規劃確立香港發展為八個重點領域的發展中心，包括國際金融中心、資訊科技樞紐、國際法律及爭議解決服務中心，以及國際航空樞紐等。

舉例說，為提升本港作為資訊科技樞紐的地位，政府正大力促進人工智能研發和生命健康科技發

展。新工業化發展亦是重點領域，就此，政府已設立 100 億元的新型工業加速計劃，又推出科技人才入境計劃以作配合。

致辭完畢後，總商會主席阮蘇少涓主持問答環節，財政司司長回應與會者的提問。就有關在北部都會區引入中小企業和初創公司的提問，陳茂波表示項目主要為吸引大型企業而設。不過，部分行業的中小企可申請進駐科學園等現有設施。他補充，中小企業亦可透過各項孵化和資助計劃，尋求進一步支援。

有關香港實現投資多元化，開拓歐美等傳統市場以外的商機，陳茂波指出隨著經濟重心東移，當局一直專注拓展中東和東盟地區等其他地區的新興市場。在舉辦外訪活動的同時，我們亦向世界宣揚香港在「一國兩制」下蓬勃發展。

陳茂波重申對香港的未來發展充滿信心，並感謝商界為重振經濟出力。最後，他呼籲商界繼續努力，向海外商業夥伴說好香港故事。

# Fred Ma's Vision for Hong Kong

In the latest instalment of our "CEO 123 Tell Me More Series," the distinguished Frederick Ma Si-Hang led a lively and illuminating talk centred on what's in store for Hong Kong in the next five years.

The former Secretary for Commerce and Economic Development explored a range of topics and answered questions from the audience. Drawing from his considerable experience in the public and private sectors, Ma discussed the various industries that can be shored up to boost the economy. He also highlighted the need to burnish Hong Kong's standing as an international financial centre of repute, and explained why the city's future remains bright.

Taking on recent claims in the media that "Hong Kong is over," Ma explained that the city was going strong as it possessed seven unique characteristics that set it apart from the rest, along with backing from the Mainland under "one country, two systems." These include a buoyant financial sector, the city's role as an international financial centre, free flow of capital and people, an independent judicial system, internet freedom, competitive education opportunities, plus it is a top destination



**Businesses are turning to regions such as the Middle East and ASEAN nations, which offer plenty of investment opportunities and potential for growth.**

for international talent. Ma explained that the authorities need to take advantage of these qualities to give Hong Kong the impetus it needs, especially in the face of external factors like geopolitical conflicts and high interest rates, which cannot be controlled.

Ma reiterated that since Hong Kong enjoyed a high credit rating, there was no cause to worry about falling into debt. He also pointed out that the city's banking and insurance sectors and the bond market were performing very well. The wealth management policies have been effective in attracting more family offices to our shores. According to statistics from the Securities and Futures Commission, the net inflow of funds domiciled in Hong Kong grew

to HK\$87.1 billion in 2023, marking a year-on-year increase of 92.9%.

In regard to the stock market, Ma said the performance was a little unsatisfactory, but added that stocks would rise once global interest rates fell and the Mainland economy experienced an uptick. He also gave particular attention to Hong Kong sectors such as tourism, which he said could benefit from measures to attract high-end visitors, such as improving the taxi service.

Explaining the need to look beyond traditional markets such as Europe and the United States, Ma said the authorities were turning to regions such as the Middle East and ASEAN nations, which offer plenty of investment opportunities and potential for growth.



# 馬時亨展望香港未來

企業正積極開拓  
中東和東盟等地  
市場，這些國家  
增長潛力龐大，  
可望提供大量的  
投資機遇。

在本會最近舉行的「CEO 123 Tell Me More」系列研討會，政商名人馬時亨展望香港未來五年發展。

會上，商務及經濟發展局前局長馬時亨討論廣泛議題，並回應與會者提問。馬時亨憑藉在公私營界別的豐富經驗，探討如何加強多個行業的優勢，從而促進經濟。他亦強調必須提升香港作為國際金融中心的地位，又解釋本港未來仍然大有可為。

針對近日一篇關於「香港玩完」的評論文章，馬時亨指出香港的表現仍然良好，除了在「一國兩制」下得到內地的支持，還享有無可比擬

的七大獨有優勢，包括穩健的金融市場、國際金融中心的角色、資本和人員自由流動、獨立的司法制度、自由的互聯網、具競爭力的教育機會，以及國際人才的首選目的地。他表示當局要發揮這些優勢，為香港提供發展動能，才能應對無法控制的外圍因素，例如地緣政治衝突和利率高企。

馬時亨強調，香港保持良好的信貸評級，因此無需擔心債務問題。他亦指出本港的銀行、保險業和債券市場均表現出色，財富管理政策亦能有效吸引更多家族辦公室落戶。證券及期貨事務監察

委員會的統計數據顯示，2023年在香港註冊成立的基金淨流入為871億港元，按年上升92.9%。

至於股市，馬時亨表示這方面的表現較為遜色，但股市本身有周期，只要環球利率回落，內地經濟好轉，港股自然會反彈。他還特別談及旅遊業等其他本地產業，認為當局可推出措施吸引高端旅客，例如改善的士服務體驗。

他又解釋未來要放眼歐美等傳統市場以外的商機，而政府正積極開拓中東和東盟等地市場，這些國家增長潛力龐大，可望提供大量的投資機遇。

## CEO 123 Tell Me More Series 系列

### Hong Kong: The Many Splendored Futures

Our next speaker in the series is Professor Christine Loh, Chief Development Strategist, Institute for the Environment at The Hong Kong University of Science and Technology, and Asia Society Hong Kong's Scholar in Residence (2023-24). She will address Hong Kong's current predicament and the possible "futures" that the city could choose. She will also discuss the Mainland's development, demographics, technology trends, and achieving environmental and social sustainability.

Date 日期 : 10/4/2024

Time 時間 : 12:30-14:00

Book your seat on the Chamber's website today: [www.chamber.org.hk](http://www.chamber.org.hk)

請即登入總商會網站 [www.chamber.org.hk](http://www.chamber.org.hk) 報名參加。

### 香港：展望光明未來

本系列的下一位講者為香港科技大學環境學院首席發展策略師、亞洲協會香港中心常駐學者（2023至2024年）陸恭蕙教授。她將探討香港現時面對的困境，以及香港的可行「未來」選項，亦會討論內地發展、人口和科技趨勢，以及如何實踐環境和社會可持續發展。



# HKGCC X CanCham – Cheers!

## 與加拿大商會舉杯暢飲！

**What could be better than enjoying a refreshing drink while broadening your professional networks?**

At our Joint Happy Hour with The Canadian Chamber of Commerce in Hong Kong on 7 March, Americas Committee Chairman Evaristo Treviño Berlanga and CanChamHK Executive Director Patrick Levesque welcomed fellow members and raised a glass to the strengthening ties between Hong Kong and Canada. It was a fun evening combining leisure with business networking!



能夠在觥籌交錯間拓展人脈，可謂一舉兩得。

總商會於3月7日聯同香港加拿大商會合辦歡樂時光聚會。美洲委員會主席 Evaristo Treviño Berlanga 和香港加拿大商會執行董事

Patrick Levesque 歡迎一眾會員，並舉杯祝願加港兩地合作更上層樓。當晚活動集休閒與商務元素於一身，其樂融融。





## Donating Blood Saves Lives 捐血救人

The Chamber joined forces with Medical Conscience on 2 March in support of the Hong Kong Red Cross Blood Transfusion Service (BTS), as blood stocks have been running very low in Hong Kong.

Around 48 people registered to donate blood on the day. Chamber CEO Patrick Yeung joined the organizer of the blood donation drive and Chair of Medical Conscience, Dr Charas Ong, on the day with representatives of other supporting organizations. Through the event, we learned that the ban on people who had previously lived in the United Kingdom, France and Ireland from donating blood – due to mad cow disease – had been abolished, so they can now also donate blood.

香港的血庫存量已降至極低水平，有見及此，總商會和醫護誠信同行於3月2日響應香港紅十字會輸血服務中心的捐血呼籲。

當天約48人報名參與活動，總商會總裁楊偉添聯同捐血活動主辦商、醫護誠信同行主席王子婷醫生及其他支持機構的代表亦有出席支持。是次活動亦讓我們得悉早前針對瘋牛症實施的暫緩捐血指引已經解除，曾於英國、法國或愛爾蘭居住的人士可以再次獻血。





Commissioner of Police Siu Chak-ye presents the Good Citizen of the Year Award to the six boatmen who rescued 37 people during an accident at sea.

警務處處長蕭澤頤向六名船家頒發「全年好市民獎」，他們在一次海上意外拯救了37人。

## Rewarding Hong Kong's Brave Residents 嘉許英勇香港市民

**Eighty citizens were commended for preventing or detecting crime, arresting criminals and saving lives at the Good Citizen Award (GCA) presentation ceremony, organized by the Hong Kong Police Force, on 17 March. Seven organizations were also recognized for going above and beyond at the event, which was held at the Hong Kong Convention and Exhibition Centre. The Chamber has supported the Good Citizen Award Scheme since it was launched 51 years ago.**

In his speech, Commissioner of Police Siu Chak-ye said that the GCA not only highlights the importance of cooperation between the Police and the community, but also the Force's aspirations to promote community

engagement and strengthen connections with various sectors of the community. He attributed the success of the scheme to the support of Chamber, the Fight Crime Committee (FCC), and stakeholders from all sectors.

Chamber Deputy Chairman Agnes Chan also officiated at the ceremony, and expressed pride in the bravery of the GCA recipients, including bank staff who successfully intercepted scams and protected victims from further losses. She said that the business sector would

continue to collaborate with the Force and stakeholders to promote crime prevention, making Hong Kong a better place to live and work.

Siu said this year's awardees included 11 security guards and taxi drivers, who utilized their "work strengths" to take

**Member of the Fight Crime Committee, Siu Chor-kee, presenting the Good Citizen Award to the eldest awardee of this year, Lee Chung-mei, who is 84 years old.**

撲滅罪行委員會委員蕭楚基頒發「好市民獎」予今屆最年長的得獎者——84歲的李仲美。



香港警務處於3月17日在香港會議展覽中心舉行「好市民獎」頒獎典禮，嘉許80名協助預防撲滅罪行、維護法紀的好市民，而七間積極支持警方滅罪破案的機構亦獲表揚。「好市民獎勵計劃」成立至今51年，總商會一直鼎力支持計劃。

警務處處長蕭澤頤致辭時表示，好市民獎不單彰顯警民合作的重要性，亦見證警隊致力推動社群參與和加強聯繫社會各界的初心。他指出計劃得以成功舉辦至今，有賴總商會、撲滅罪行委員會和各界持份者的支持。

主禮嘉賓之一、總商會常務副主席陳瑞娟表示對「好市民獎」得獎者見義勇為的精神感到驕傲，當中包括成功阻止騙案、讓受害人免受更大損失的銀行職員。她指商界將繼續與警方和各持份者推動防罪滅罪工作，使香港成為市民安居樂業的地方。

蕭澤頤提到今屆有11位任職保安員和的士司機的得獎者，善用他們工作上的優勢，發揮積極機警的特質，主動多走一步協助警方撲滅罪案，非常值得表揚，又呼籲市民效法，共同為社會編織更強大的安全網。他提醒市民在遇到可疑來電或銀行帳戶時要提高警覺，見疑即報，

the initiative and go the extra mile to help fight crime. Siu urged members of the public to follow their lead and collectively contribute to a stronger safety network in society. He also reminded residents to be vigilant when encountering suspicious phone calls or bank accounts, and to familiarize themselves with the correct use of the Scameter+ mobile app to avoid falling prey to scams. He also called on the public to collaborate with the Force in the fight against deception by reporting any suspicious activities immediately.

Siu Chor-kee, a member of the FCC, said the Committee would continue to support the police to prevent crime, and praised the oldest GCA



**HKGCC Deputy Chairman Agnes Chan presents a certificate to Khan Muhammad Mohsin, in recognition of his bravery in saving the life of a teenager.**

總商會常務副主席陳瑞娟向穆先頒發證書，表揚他勇救一名青年的行為。

透過正確使用「防騙視伏 App」，拆穿騙徒的陷阱，與警方一同打擊騙案。

撲滅罪行委員會委員蕭楚基表示，委員會繼續致力協助警隊防罪滅罪，又讚揚今屆最年長的獲獎者非常機警，成功協助警方打擊騙案，是市民大眾的典範。

今屆首次由六人同時獲得「全年好市民獎」。六位得獎者都是船家，在一次海上意外中自發駕船出海參與救援，救起37名遇險人士。當日的獲救者亦親身到場向六人致謝。

recipient for acting as a role model for all citizens.

This is the first time that the Good Citizen of the Year Award (GCYA) was presented to six awardees – boatmen who volunteered to rescue 37 people during a maritime accident. The rescued persons also attended the ceremony to express their gratitude.

Launched in 1973, the Good Citizen Award Scheme is co-organized by the Hong Kong Police Force and the FCC, with the support of HKGCC. Each awardee is presented with a certificate and \$3,000, while the GCYA recipients are awarded a plaque and \$4,000.

「好市民獎勵計劃」於1973年推出，由香港警務處和撲滅罪行委員會合辦，並得到香港總商會支持。每名得獎者獲頒發獎狀和獎金3,000元，「全年好市民獎」得主更獲頒獎牌及4,000元獎金，計劃至今已嘉許超過4,600名市民。

頒獎禮場內亦播放警務處全新製作的「你好·市民」系列短片，改編自今屆四位得獎好市民的故事，並分別以「遇見」、「認識」、「約定」和「同行」為副題，由得獎人親身參與拍攝。短片已上載至警隊YouTube頻道。

More than 4,600 citizens have been commended over the past 51 years.

The presentation ceremony also featured a new video series titled "Hello Good Citizen," produced by the Force, with the sub-themes "Encounter," "Acquaintance," "Commitment" and "United." The videos have been adapted from the stories of four GCA awardees who were also invited to participate in the film. The series can be viewed on the Police's YouTube channel.

For more information about the GCA and its history, visit [www.chamber.org.hk/gca2023/](http://www.chamber.org.hk/gca2023/)

有關好市民獎及其歷史的更多資訊，請瀏覽 [www.chamber.org.hk/gca2023/](http://www.chamber.org.hk/gca2023/)

# Pitch Perfect Programme

# 完美求職計劃



## Empowering Young Leaders 培育青年領袖

The Chamber was abuzz on 18 March with the opening ceremony of the Pitch Perfect Programme 2024. The event was attended by Clarence Leung, Under Secretary for Home and Youth Affairs, and over 150 tertiary students, company and school representatives, trainers and mentors.

The afternoon kicked off with a session titled "Stand Out in the Crowd as a Perfect Candidate," setting the stage for training in topics like leadership and personal branding. The collaborative atmosphere facilitated plenty of connections as well as knowledge-sharing among the attendees. Students took part in interactive discussions and practical exercises designed to enhance their skills, while trainers and mentors offered their insights into career development and the tools required to excel in the professional world.



The Pitch Perfect Programme aims to equip students with basic skills for embarking on their career through training courses, mentorship and internship. Students will participate in a competition and get the

opportunity to impress a senior executive in the field and win cash prizes. The programme is a testament to the Chamber's commitment to empowering and inspiring the next generation of leaders.



總商會於3月18日舉辦2024年度「完美求職計劃」開幕禮，邀得民政及青年事務局副局長梁宏正出席，共有超過150名大專生、企業和院校代表、講師和導師參與。

首個環節以「完美表現 脫穎而出」為主題，培訓內容涵蓋領導能力和個人品牌等範疇。現場氣氛熱烈融洽，眾人踴躍交流和分享知識。學生參與互動討論和技能提升實戰訓練，而講師和導師就事業發展分享見解，並介紹在專業領域取得成功的重要工具。

「完美求職計劃」旨在透過培訓課程、導師指導和實習體驗，協助學生掌握基本技能，為投身職場做好準備。學生將參與各個比賽環節，有機會令企業高管留下深刻印象及贏得獎金。本計劃充分體現總商會為培育和啟發新一代領袖不遺餘力。



## MARK YOUR DIARY

CEO 123 Tell Me More Series

**Hong Kong: The Many Splendored Futures..**

10 April 2024  
12:30 - 14:00

**Christine Loh**



Dialogue with HKGCC Former Chairman:

**Dr Y K Pang**, GBS, JP

○ Deputy Chairman and Deputy Managing Director, Jardine Matheson Limited

29 April 2024 (Monday) 4:30 pm - 5:30 pm



## COMMITTEE MEETINGS

Check with secretariat for details

### AMERICAS

The changing dynamics and future of US-China relations

Apr 11 11:00 am

### ENVIRONMENT & SUSTAINABILITY

Maximizing the value of green and sustainable finance through technology

Apr 16 10:00 am

### HKCSI – EXECUTIVE

The latest Web 3.0 developments in Hong Kong

Apr 16 3:00 pm

### FINANCIAL & TREASURY SERVICES

Driving sustainable finance in Hong Kong

Apr 26 3:30 pm

## NETWORKING

Visit website for full details and to register



### YEC BOWLING PARTY

Apr 12 6:00 - 9:00 pm



### HKGCC X ROTARY CLUB BUSINESS NETWORKING HAPPY HOUR

Apr 19 6:00 - 8:00 pm

**Mission to Bahrain & UAE**  
Manama, Dubai, Abu Dhabi, Sharjah

**20 - 26 April 2024**

## ROUNDTABLE TALK

Visit website for full details and to register



### COUNTRY BRIEFING ON SPAIN AND PORTUGAL

Apr 9 12:30 - 2:00 pm



### HONG KONG: TAKING THE LEAD IN THE RACE TO ATTRACT FAMILY OFFICES

Apr 24 12:30 - 2:00 pm

## WORKSHOPS & SEMINARS

Visit website for full details and to register



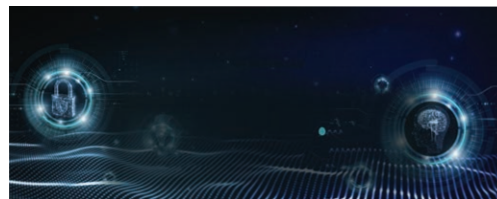
### ENHANCING SOCIAL MEDIA ENGAGEMENT THROUGH AI INTEGRATION

Apr 10 9:30 am - 12:00 pm



### OUTSOURCING TO A PROFESSIONAL EMPLOYER ORGANIZATION (PEO): CAN IT HELP YOUR BUSINESS GROW?

Apr 24 9:30 am - 12:00 pm



### WEBINAR: STRATEGIES FOR EFFECTIVE IP COMMERCIALISATION







Apr 10 2:00 - 2:45 pm





## TRAINING

Visit website for full details and to register

 <p><b>BECOME AN EFFECTIVE COMMUNICATOR: HOW TO SPEAK WITH GRAVITAS AND PRESENCE</b> Apr 9 9:30 - 11:30 am</p>	 <p><b>UNDERSTANDING DIGITAL SUSTAINABILITY &amp; GREENWASHING</b> Apr 11 10:00 am - 12:00 pm</p>	 <p><b>HOW TO HANDLE IRD'S ENQUIRY OR INVESTIGATION</b> Apr 16 2:30 - 5:30 pm</p>
 <p><b>AVOIDING LEGAL PITFALLS WHEN HANDLING EMPLOYEES' LEAVE ENTITLEMENTS</b> Apr 18 9:30 am - 5:30 pm</p>	 <p><b>MANAGING CONFLICTS WITH DIFFICULT PEOPLE</b> Apr 19 9:30 am - 12:30 pm</p>	 <p><b>LEVERAGING AI-POWERED STRATEGIES IN CONTENT MARKETING</b> Apr 23 2:30 - 5:30 pm</p>

## HKGCC Annual General Meeting 香港總商會周年會員大會

The Annual General Meeting of the Hong Kong General Chamber of Commerce will be held at 6:00 p.m. on Friday, 10 May 2024 at the Hong Kong Convention and Exhibition Centre, Meeting Room N201.

A cocktail reception and registration of members will start at 5:00 p.m.

Six members of the General Committee are required to retire this year, and four of them may stand for re-election if they wish:

- |   |  |
|---|--|
| ■ Jennifer CHAN, Chairman,                      | DT Capital Ltd                             |
| ■ Oscar Vee Tsung CHOW, Non-Executive Director, | Chevalier International Holdings Ltd       |
| ■ Allen FUNG, Director,                         | Sun Hung Kai Infrastructure Investment Ltd |
| ■ Aron H HARILELA, Chairman & CEO,              | Hari Harilela Ltd                          |
| ■ Wilson KWONG, Director,                       | Jardine Pacific Limited                    |
| ■ SUN Yu, Vice Chairman & Chief Executive,      | Bank of China (Hong Kong) Ltd              |

Any Chamber member intending to be nominated for election to the General Committee should submit a completed nomination form to Chamber CEO Patrick Yeung on or before 16 April 2024.

For election-related enquiries, Mr Yeung is available at tel. 2823 1211, or email ceo@chamber.org.hk.

本年度香港總商會周年會員大會訂於2024年5月10日（星期五）下午6時假香港會議展覽中心會議室N201舉行。酒會和會員入座登記將於下午5時開始。

以下六位理事須於本年度卸任，當中四位可選擇競選連任：

- |                             |     |
|-----------------------------|-----|
| ■ 鼎立資本有限公司主席                | 陳佩君 |
| ■ 其士國際集團有限公司非執行董事           | 周維正 |
| ■ 新鴻基建投資有限公司董事              | 馮玉麟 |
| ■ Hari Harilela Ltd主席及行政總裁  | 夏雅朗 |
| ■ Jardine Pacific Limited董事 | 鄺永銓 |
| ■ 中國銀行（香港）有限公司副董事長兼總裁       | 孫煜  |

有意參選理事的會員，請於2024年4月16日或之前填妥參選表格，並提交予本會總裁楊偉添。

有關選舉查詢，請致電2823 1211或電郵ceo@chamber.org.hk。



# TRAINING & DEVELOPMENT

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## Managing Conflicts with Difficult People 處理棘手人際問題

Dealing with negative people, also known as "emotional vampires," is a common issue in the workplace. These coworkers can drain you emotionally, leaving you feeling exhausted and confused. How can you cope with such people and manage your interactions effectively? This workshop offers insights into dealing with difficult colleagues, and provides effective techniques to manage your work relationships with confidence and assertiveness, contributing to a positive mindset and better work ethic.

### Content:

1. Identify four options for solving people problems
2. Spot the six major types of difficult people
3. Understand the different behavioural types and responses
4. Adopt effective assertive techniques to deal with difficult people

### Learning Outcome:

Participants will be equipped with the necessary techniques to enhance their confidence in dealing with conflicts between people both externally and internally.

在職場難免遇到一些難相處的團隊成員，他們會令你感到洩氣沮喪、困惑不安。如何應付這類同事，以達致有效互動？本工作坊將助你了解怎樣應對難相處的同事，並提供工作關係管理的實用技巧，讓你以自信堅定的態度作出應對，令工作事半功倍。

### 內容：

1. 掌握人際問題的四個處理方法
2. 了解六種性格難相處的人
3. 分析不同的行為種類和反應
4. 學習有效的堅定自信技巧

### 學習成效：

參加者將可掌握提升自信的技巧，輕鬆應對公司內部和對外衝突。



Trainer 導師：  
Tony Ngo 吳家騰  
Senior Partner,  
Connect  
Communication  
高級合夥人

📅 19/4/2024 (9:30 a.m. – 12:30 p.m.)

🗣️ Cantonese 廣東話

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

## Leveraging AI-Powered Strategies in Content Marketing 利用人工智能驅動的策略進行內容營銷

Social media has transformed the global landscape, reshaping how individuals connect and businesses engage with their audiences. Yet, many marketing strategies remain stagnant within traditional approaches, overlooking the potential of innovative content strategies fueled by artificial intelligence (AI). This workshop aims to bridge the gap between conventional marketing methods and contemporary digital demands, empowering businesses to thrive in the dynamic realm of social media.

### Session 1: Content Marketing Basics

- Explore Different Content Types
- Crafting Effective Content Strategies for Different Social Media Platforms

### Session 2: AI in Content Marketing (AIGC)

- Overview of AI's Role
- Integration with Content Marketing

### Session 3: Case Study

社交媒體改變了全球格局，重塑了個人溝通方式及企業與客戶的互動模式。然而，許多營銷策略仍然停留在傳統層面，忽略了人工智能推動的創新內容策略的潛力。本工作坊旨在拉近傳統營銷方法與當代數碼需求之間的距離，促進企業在社交媒體領域的發展。

### 第一節：內容營銷基礎知識

- 探索不同的內容類型
- 為不同的社交媒體平台制定有效的內容策略

### 第二節：人工智能在內容營銷方面的應用 (生成式人工智能)

- 人工智能角色概述
- 與內容營銷整合

### 第三節：個案研究

📅 23/4/2024 (2:30 – 5:30 p.m.)

🗣️ Cantonese 廣東話

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



Trainer 導師：  
Daryl Choy 蔡伯偉  
Author, Experience Wave  
《體驗曲線》作者

## Green Search Engine Optimization (SEO) to Reduce Emissions 透過綠色搜尋引擎優化減少排放

Green SEO is an innovative approach that combines search engine optimization (SEO) with environmental consciousness. It aims to minimize the carbon footprint associated with online activities, particularly those related to SEO. By joining this workshop, participants will understand the concept of Green SEO and its role in reducing the carbon footprint of online activities, and learn how to create eco-friendly and valuable content.

### Outline:

1. Introduction to Green SEO
2. Optimizing Website Performance for Sustainability
3. Green Metrics
4. Tools and Technologies that support Green SEO efforts

綠色搜尋引擎優化將搜尋引擎優化 (SEO) 與環境意識結合，這種創新方法旨在盡量減少網上活動相關的碳足跡，尤其是SEO相關的活動。透過本工作坊，參加者將了解綠色SEO的概念及其在減少網上活動碳足跡方面的作用，並學習如何創建既環保又有價值的內容。

### 大綱：

1. 簡介綠色SEO
2. 優化網站效能，實現可持續發展
3. 綠色指標
4. 支援綠色SEO的工具和技術



Trainer 導師：  
Vishwas Thakkar  
Founder &  
Head of Digital Strategy,  
Concinnity Ltd  
創辦人及數碼策略主管

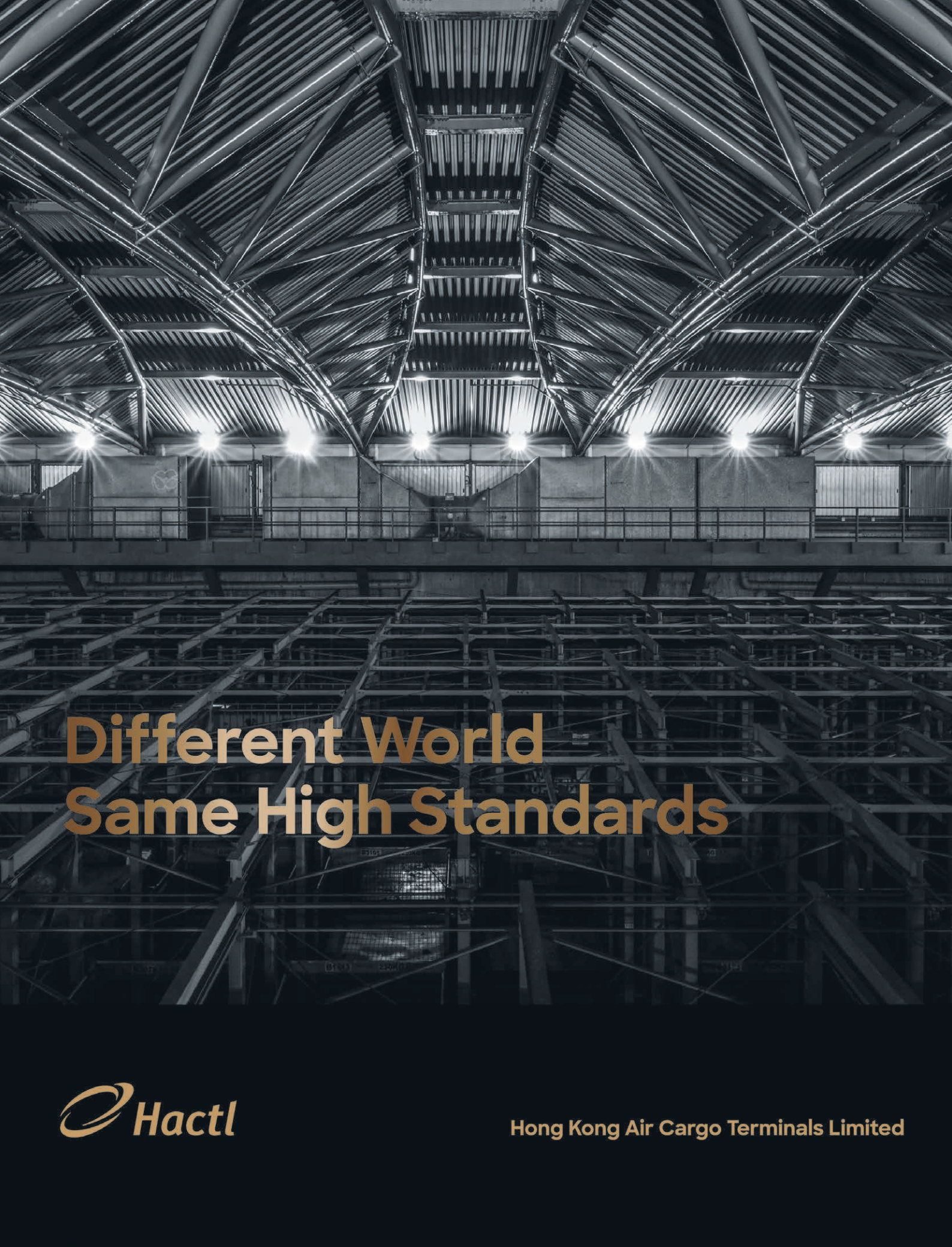
📅 7/5/2024 (10:00 a.m. – 12:00 p.m.)

🗣️ English 英語

💰 Member 會員 \$600  
Non-member 非會員 \$800



Training course venue: HKGCC Theatre, 22/F United Centre | 培訓課程地點：金鐘統一中心22樓香港總商會演講廳



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**HKGCC** 

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