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香港工業再展翅 · 締造輝煌新一頁

灣區融合：內地餐飲品牌攻港熱潮
GBA Integration: Mainland Catering Brands Sweep Across Hong Kong

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開關一年，港人北上消費早已成為日常，不少吸引港人北上的餐飲品牌，又被港人吸引來港開店，完成了一場「雙向奔赴」。從茶飲品牌林香檸、茶救星球、蜜雪冰城，到餐飲品牌楊國福、農耕記及木屋燒烤等，這些國內耳熟能詳的品牌接連躍現在香港街頭巷尾。內地餐飲品牌南下擴張，已成為城中不可忽視的新風潮。

Northbound consumption – that is, consuming in the Mainland – has become a new normal for Hong Kong people since customs clearance resumed one year ago. Yet the attraction has been mutual. Various catering brands that draw Hong Kong people to the Mainland have also been drawn to Hong Kong by the market's potential. From beverage such as Lam Heung Ling Lemon Tea, Jo's Cha, and MIXUE Ice Cream & Tea, to dining, such as Yang Guo Fu Mala Tang, Nongenji Hunan Cuisine, and Mu Wu BBQ, well-known domestic brands are continuously appearing on the streets and alleys of Hong Kong. This southbound expansion from the Mainland has become a new trend worth noticing.

內地餐飲來港定價提高 吸客力未見影響

顯然，北上港人出手闊綽，不但在當地盡情「食」、「玩」、「買」，更會將形形色色的食品「打包」帶回香港，驅使眾多內地連鎖餐飲來港擴張。從正餐、火鍋、速食小吃，到茶飲，再到烘焙，各類餐飲店都紛紛插旗香港。單是2023年，就有17個餐飲品牌在香港開設首家門市，其中「太二」酸菜魚在投資推廣署的協助下一連開設4間專門店，母公司九毛九集團預計將會在香港布局15至20家店。而作為港人「北上手信三件套」之一的「鮑師傅」，也預計於今年上半年進駐香港。

食物價格便宜、服務態度好是吸引港人北上「搵食」的主要原因，但當內地餐飲品牌進駐香港，亦難逃香港高昂的物價、租金及工資成本，而大幅上調價格。以位於中環的「楊國福麻辣燙」為例，食材定價為19.8港元100克，與內地價格相差近3倍；「西塔老太太」烤肉的價格也相差約1倍。

不過，港人對內地餐飲品牌的熱情卻沒有因此而冷卻。以在沙田新城市廣場開店的「太二」酸菜魚為例，即使價格貴了，每晚依然大排長龍，門庭如市的景象與深圳領展中心商場的分店並無二致，可見形成品牌效應後，實際價格反而成了次要因素。甚至有消費者認為，乘車北上需時，消耗精力及金錢，如果在香港分店也能享受到一樣的服務和食物質素，即使價格較高亦在心理預期之內。



豐富中餐細分市場 帶動本地餐飲業提升服務

實際上，內地品牌來港擴張已非新鮮事。「海底撈火鍋」、「湊湊火鍋」、「絕味」、「喜茶」等內地餐飲品牌早在幾年前已進駐香港，迅速打開本地市場並在各區擴展分店。如今，隨着新一輪內地知名餐飲品牌的入駐，將進一步豐富中餐的細分市場，給予消費者更多選擇，帶動本地消費。同時，原已具影響力的內地餐飲來港，必然會加劇本地餐飲市場的競爭，或許能鞭策香港餐飲品牌改變現狀，以留住顧客。

例如，本地餐飲業的服務態度常遭人詬病，通關後兩地交通便捷，大批北上港人不僅享受到了更具性價比的食物，也感受到了內地食肆如沐春風的服務。優良的服務，相信是內地餐飲企業來港的信心來源之一，亦能促進本地餐飲業的良性競爭，推升行業整體服務水平。

視香港為國際化跳板 布局更大市場

從戰略角度來看，內地餐飲紛紛來港的一個重要原因，是原有的內地市場趨向飽和，需要向外尋求新市場。據業界人士分析，這些餐飲品牌今年不約而同地赴港「開荒」，除了看好香港市場，其實更看重香港優越的國際地位，希望透過香港這個平台提升知名度，繼而進軍海外市場；從另一角度看，反映他們對香港經濟前景和營商環境充滿信心，同時也意味着在投資者眼中，香港作為「超級聯繫人」的價值始終不變。

值得注意的是，去年進駐香港的內地餐飲品牌，大多是廣東企業，毗鄰港澳，對香港市場更為熟悉，而非廣東企業如蜜雪冰城，也在廣東省設立了供應鏈公司，為打入香港市場做足了準備。在《粵港澳大灣區發展規劃綱要》發布這5年間，三地的經貿合作不斷深化，由昔日港資餐飲品牌去內地擴張、佈局供應鏈及店鋪版圖，到如今內地品牌來港尋求資本、探索國際化的機會，這正是大灣區城市融合的一個真實寫照。

Price increase hasn't diminished Mainland catering brand appeal in Hong Kong

Hong Kong people are generous when consuming in the Mainland. They not only "eat", "play", and "shop" but also bring back various food items to Hong Kong. This trend has motivated numerous Mainland chain brands to expand into the Hong Kong market, encompassing a wide range of options such as regular meal, hotpot, fast food, snacks, teas, and even bakeries. In 2023 alone, 17 catering brands opened their first stores in the city. Among those brands, Taier Chinese Sauerkraut Fish opened four branch stores in succession with the assistance of InvestHK. Taier's parent company, Jiumaojiu International Holdings Limited, has planned to establish 15 to 20 stores in Hong Kong. Bao's Pastry – one of the so-called "three must-buys in the Mainland" – is also expected to enter Hong Kong in the first half of this year.

Reasonable food prices and good service are the main reasons why Hong Kong people are attracted northward for food hunting. However, when the Mainland catering brands enter Hong Kong, they cannot avoid the city's high rent and labour costs, leading to a significant increase in prices. At Yang Guo Fu Mala Tang in Central, for example, the food ingredients are priced at HK\$19.8 for 100 grams, which is nearly three times higher than in the Mainland; meanwhile, the price of Xita Lao Tai Tai Grill is also about double that in the Mainland.

Despite the increased prices, Hong Kong's enthusiasm for Mainland catering brands has not dampened. The newly opened branch of Taier Chinese Sauerkraut Fish in Sha Tin New Town Plaza boasts a long queue every night, and the bustling scene is no different from the branch in Shenzhen's Link CentralWalk. This indicates that, thanks to established brand influence, actual price has become a secondary factor for consumers. It takes time and money to travel north, so if consumers can enjoy the same service and quality of food in the Hong Kong branches, many are willing to accept the higher – though still reasonable – price.

Enriching the Chinese food market and driving service enhancement in the local catering industry

The expansion of Mainland brands into Hong Kong is not a new phenomenon. Haidilao Hotpot, Cou Cou Hot Pot, Jue Wei, and Heytea had already entered the Hong Kong market a few years ago, rapidly establishing a presence and opening branches in various districts. The current influx of well-known Mainland catering brands will further enrich the market for segmented Chinese cuisine, providing consumers with more choices and driving local consumption. At the same time, the arrival of influential Mainland brands in Hong Kong will inevitably intensify market competition, prompting local catering brands to change the status quo to retain customers.

For instance, the local catering industry is often criticised for staff's service attitude. A large number of Hong Kong people who travel northbound appreciate not only the more cost-effective food but also the warmth and welcoming service provided by Mainland restaurants. The arrival of Mainland catering enterprises, known for their excellent service, is expected to expedite the improvement and elevation of the overall service standards within the local catering industry.

Hong Kong as an international springboard to expand the market layout

From a strategic perspective, one important reason for the influx of Mainland catering establishments into Hong Kong is saturation in the Mainland market. According to industry experts, these dining brands are converging in Hong Kong because they not only see potential in the Hong Kong market but also value the city's superior international status. Using Hong Kong as a platform, they hope to enhance their brand visibility and expand into overseas markets. This approach also reflects their confidence in Hong Kong's economic prospects and business environment. It shows that the value of Hong Kong as a "super connector" remains unchanged in the eyes of investors.

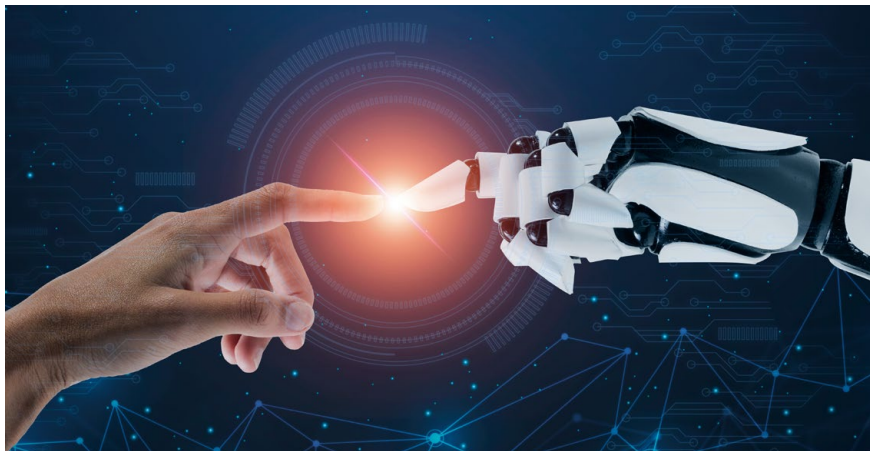
It is worth noting that most of the Mainland catering brands that entered Hong Kong last year were Guangdong-based companies. These companies, positioned adjacent to Hong Kong and Macau, were familiar with the Hong Kong market. Non-Guangdong-based enterprises, such as MIXUE Ice Cream & Tea, have also established supply chains in Guangdong, indicating their preparations to enter the Hong Kong market. Over the past five years since the release of the "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area", there has been a deepening of economic and trade cooperation among the three regions. The movement of Mainland catering brands to Hong Kong can be seen as a manifestation of the strengthening bonds within the Greater Bay Area.



歡迎掃描 QR code 閱讀此內容

加快發展新質生產力激發興動能

Accelerating the Development of New Quality Productivity to Stimulate Dynamic Energy



全國兩會於3月中旬圓滿結束，這次兩會的焦點之一是國務院總理李強在政府工作報告中，首次將「新質生產力」列入今年政府十大工作任務之首，充分突顯中央政府重視的程度。

簡單而言，「新質生產力」是以科技創新推動生產力，既戰略性地培育壯大新興產業，亦同時升級改造傳統產業。自國家主席習近平於去年9月在黑龍江考察調研期間提到「新質生產力」後，他在不同場合亦多次強調，在兩會期間更對發展「新質生產力」作出進一步闡述，當中習主席便強調不是要忽視、放棄傳統產業，各地要因時制宜發展「新質生產力」。

其實深圳、廣州近年在科研產業化的發展也相當成功，香港與其他大灣區城市在科研領域、人才、資金方面亦各有優勢，各地可以發揮協同作用，互助互補，助力融入國家發展大局。另一方面，香港特區政府必須抓緊機遇，加大創新力度，壯大本港新興產業。要實現高質量發展、達致「新質生產力」，都需要以創科為先導的發展戰略。目前，香港正大力建設國際創新科技中心，特區政府於今年財政預算案中亦積極推進新型工業化和港深創科園建設的工作部署，及積極發展高新技術、綠色經濟等這些新興產業，這都是以創新服務國家發展戰略的重要對接點。特區政府需加快香港新型工業化發展，利用北部都會區推動工業產業鏈供應鏈部署，加大新型工業化發展的投入力度，切實與國家現代化產業體系對接，積極融入國家發展大局。

事實上，中央政府加速發展「新質生產力」重視的程度，同時是為香港產業轉型升級提供關鍵時刻，它能夠有力推動香港傳統產業高端化、智能化、綠色化發展，提升當前香港生產力發展水平，提高香港整體的競爭力。因此，本港在發展「新質生產力」的同時，也千萬不要忽視或放棄傳統產業的發展，要根據資源、產業基礎、科研條件等，推動新產業、新模式、新動能發展。

加快發展「新質生產力」是「極具前瞻性的布局」，香港可以從源頭創新、產業創新、人才創新三方面加速形成「新質生產力」。新興與傳統產業兩者「雙軌並行」才能壯大香港固有優勢，帶動更大發展動力。筆者認為，這些新產業能夠帶動香港傳統產業轉型升級的同時，亦能令到中國的經濟增長動力有所提升，持續地推動經濟發展。

現時，特區政府正就基本法第23條立法的工作全速進行，國家安全是香港繁榮安定的基石，香港在維護國家安全條例下，經濟社會才能聚焦朝向高質量發展，增強發展「興」的動能。



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廠商會立法會代表
The Hon Ng Wing Ka, Jimmy, BBS JP
CMA Legislative Council Representative



The National People's Congress and the Chinese People's Political Consultative Conference (NPC & CPPCC), also known as the "Two Sessions," concluded successfully in mid-March. One of the key highlights of this year's Two Sessions was the inclusion of "new quality productivity" as the top priority among the government's ten major tasks in Premier Li Qiang's government work report. This significant recognition underscores the central government's emphasis on promoting and developing new quality productivity.

In simple terms, "new quality productivity" refers to promoting productivity through technological innovation. It involves strategically nurturing and strengthening emerging industries while also upgrading and transforming traditional industries. Since President Xi Jinping mentioned "new quality productivity" during his inspection and research in Heilongjiang in September last year, he has emphasized it on various occasions. During the Two Sessions, President Xi further elaborated on the development of "new quality productivity." He emphasized that it does not mean neglecting or abandoning traditional industries, but rather, each region should develop "new quality productivity" according to local conditions and circumstances.

In fact, Shenzhen and Guangzhou have achieved significant success in the development of research-industry integration in recent years. Hong Kong, along with other cities in the Greater Bay Area, also possesses advantages in terms of research, talent, and funding. By leveraging synergies and complementing each other's strengths, these regions can contribute to the overall development of the country. On the other hand, the Hong Kong SAR government must seize the opportunity and enhance its innovation efforts to strengthen emerging industries in the city. To achieve high-quality development and realize the potential of "new quality productivity," a development strategy led by innovation and technology is crucial. Currently, Hong Kong is actively building an international innovation and technology hub. The SAR government has also set forth initiatives in the fiscal budget this year to promote new industrialization and the development of the Hong Kong-Shenzhen Innovation and Technology Park. Efforts are being made to actively develop high-tech industries, green economy, and other emerging sectors, serving as important points of convergence with the national development strategy. The SAR government needs to accelerate the development of new industrialization in Hong Kong, utilize the opportunities in the northern metropolis to drive industrial and supply chain deployment, increase investment in new industrialization, effectively align with the national modern industrial system, and actively integrate into the overall national development agenda.

Indeed, the emphasis that the central government has placed on accelerating the development of "new quality productivity" presents a crucial moment for Hong Kong's industrial transformation and upgrading. It provides a strong impetus for the high-end, intelligent, and green development of traditional industries in Hong Kong, thereby enhancing the current level of productivity and overall competitiveness. Therefore, while we focus on developing "new quality productivity," we must not overlook or abandon the development of traditional industries. Instead, we should promote the development of new industries, models, and drivers based on our available resources, industrial foundations, and research conditions.

Accelerating the development of "new quality productivity" is a forward-looking strategy. Hong Kong can expedite the formation of "new quality productivity" through innovation at the source, industrial innovation, and talent innovation. The coexistence of emerging and traditional industries is essential to leverage Hong Kong's inherent advantages and drive greater development momentum. In my opinion, these new industries can not only facilitate the transformation and upgrading of traditional industries in Hong Kong but also contribute to the overall economic growth of China, continuously propelling economic development forward.

Currently, the SAR government is actively working on the legislation of Article 23 of the Basic Law. National security is the cornerstone of Hong Kong's prosperity and stability. With the maintenance of national security laws, Hong Kong's economy and society can focus on high-quality development and enhance the momentum for development.

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職業訓練局代表團訪會



職業訓練局總辦事處(行業合作)高助助理執行幹事顏淑賢(左四)率領代表團一行3人於1月29日蒞會訪問，由本會盧金榮會長(右四)、馬介欽常務副會長(右三)及周瑞麒行政總裁(右二)等接待。

日本駐港領事館代表團訪會



日本駐港領事館代表團一行4人於今天2月2日蒞會訪問，由周瑞麒行政總裁(中間)及國際事務委員會主席徐晉暉常務會董(右一)一同接待。

「慶祝中法建交六十周年暨趙無極大師紀錄片全球發佈會」



由蔡冠深基金會和法國亞歐洲國際影視機構主辦的「慶祝中法建交六十周年暨趙無極大師紀錄片全球發佈會」於2月2日在香港故宮博物館演講廳舉行。本會盧金榮會長(左四)代表本會出席，並與主禮嘉賓全國政協常委蔡冠深(右四)和何超瓊(左五)等合照。本會吳宏斌永遠名譽會長(右二)、史立德永遠名譽會長(左三)、盧文瑞名譽會長(右三)和陳鴻基名譽會長均有出席。

南通市委統戰部代表團訪會



南通市委常委、統戰部部長王小紅(左六)率領代表團一行5人於2月23日蒞會訪問，由本會梁兆賢副會長(右六)、周瑞麒行政總裁(右二)、常董會董和行委召集人等接待。

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



由廣東省貿促會主辦的「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」於2月26日在香港麗思卡爾頓酒店舉行。本會盧金榮會長(前排右五)代表本會出席，並與廣東省貿促會陳小鋒會長(前排中)等合照。

「粵港月講(第4期)」之「加強粵港航運合作提升灣區樞紐能級」研討交流活動



由廣州南沙粵港合作諮詢委員會(諮委會)主辦的「粵港月講(第4期)」之「加強粵港航運合作提升灣區樞紐能級」研討交流活動於2月28日在香港W酒店7樓舉行，副會長梁兆賢(左)和黃偉鴻(右)代表本會出席。

深圳市寶安區委統戰部代表團訪會



深圳市寶安區委統戰部陳香川常務副部長(左四)率領代表團一行3人於2月28日蒞會訪問，由本會林凱章常務會董(右四)和會董等接待。

「第二屆紅十字會定向挑戰」啟動禮(本會贊助)



由香港紅十字會主辦，本會贊助的「第二屆紅十字會定向挑戰」啟動禮於2024年3月2日假旺角奧海城2期舉行，本會馬介欽常務副會長(左2)代表本會出席，並與「紅十字會定向挑戰」籌備委員會主席馬澤華(右2)及其他機構代表上台接受感謝狀及合照。

全城零碳行動研討會系列-「邁向可持續和智慧居所」研討會



由香港女工商及專業人員聯會，本會為支持機構的「全城零碳行動研討會系列-「邁向可持續和智慧居所」研討會」於3月4日假中環街市舉行，廠商會常務會董王象志(後排中)代表本會出席接受感謝狀，並到台上與房屋局局長何永賢(前排中)及一眾嘉賓進行合照。

吉林省商務廳代表團訪會



吉林省商務廳外資處處長徐德辰處長(前排右八)率領代表團一行25人於3月5日蒞會訪問，由本會周瑞麒行政總裁(前排右七)、常務會董及行委會召集人等接待。

第一屆「職安健創新及科技博覽」開幕禮



由職業安全健康局主辦，本會協辦的第一屆「職安健創新及科技博覽」於3月7日假香港會議展覽中心舉行開幕禮，廠商會馬介欽常務副會長(左三)、黃家和副會長(中)、周瑞麒行政總裁(右一)，多位常務會董、會董及行委會召集人出席支持。

「投資灣區 合作共贏」深圳市前海合作區寶安區2024年(香港)經貿交流會



由深圳市寶安區人民政府、深圳市前海管理局、投資推廣署、香港貿易發展局主辦的「深圳市前海合作區寶安區2024年(香港)經貿交流會」於3月8日在香港會議展覽中心舉行。本會副會長吳國安、梁兆賢、駱百強、常董會董及召集人出席。

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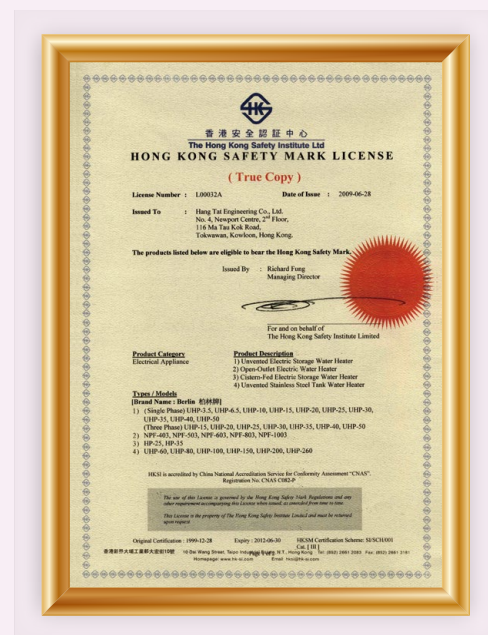
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精明消費者購買電器前先查詢產地來源，並比較其他同類貨品，不同牌子的售價及產品功能，廣告內容可能誇張或誤導，若買入物非所值的貨品就會浪費金錢及後悔。「企業責任」

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廠商會接待來訪機構及活動

第一屆「職安健創新及科技博覽」閉幕禮及「第一屆職安健創科大獎」頒獎禮



由職業安全健康局主辦，本會協辦的第一屆「職安健創新及科技博覽」於3月8日假香港會議展覽中心舉行閉幕禮及「第一屆職安健創科大獎」頒獎禮，廠商會馬介欽常務副會長(右二)代表本會出席，並與主禮嘉賓勞工及福利局長孫玉菡(右六)、勞工處處長陳穎超(右五)及一眾嘉賓合照。

廣州市海珠區發改局代表團訪會



廣州市海珠區發改局局長、區大灣區副主任李滿紅(右五)率領代表團一行5人於3月12日蒞會訪問，由本會吳國安副會長(右四)、周瑞麒行政總裁(右一)及常董會董等接待。

新疆·阿克蘇地區—香港產業合作對接會



由新疆阿克蘇地區主辦的「新疆·阿克蘇地區-香港產業合作對接會」於2024年3月12日在嘉里酒店舉行。本會吳清煥常務會董(右一)和鄧錦添會董(左一)出席，並與阿克蘇地委副書記、行署專員阿迪力·艾力(左二)等合照。

深圳市人民政府港澳事務辦公室代表團訪會



深圳市人民政府港澳事務辦公室副主任李麗蓉(中)率領代表團一行2人於3月13日蒞會訪問，由本會吳國安副會長(右三)及常董會董等接待。

“在湖州看見美麗中國”湖州(香港)城市推介會



由中共湖州市委和湖州市人民政府主辦的“在湖州看見美麗中國”城市(香港)推介會於2024年3月15日在嘉里酒店舉行。本會胡詠琨常務會董(左)和吳清煥常務會董(右)出席，並與湖州市委書記陳浩(中)合照。

肇慶市高要區人民政府代表團訪會



肇慶市高要區委書記陳德培(前排左五)率領代表團一行10人於3月15日蒞會訪問，由本會吳國安副會長(前排中)、駱百強副會長(前排右五)、周瑞麒行政總裁(後排右一)、常董會董和行委召集人等接待。

3月7日廉政公署《誠信營商約章》簡介會

本會為廉政公署《誠信營商約章》的首個合作伙伴，攜手推廣誠信管理制度。《誠信營商約章》現只供本會會員及轄下「ESG+計劃」的企業參加，費用全免，參與約章可直接達成ESG裡的G(Governance)成效。

為加深企業對約章的認識，會籍部再度於3月7日舉辦簡介會，邀得廉政公署防止貪污處總防貪主任葉錦峰先生，介紹約章的價值、申請手續和後續由該署為企業提供的各類培訓和支援。參加企業更可即場登記《約章》計劃，並獲發培訓證明。



3月17日「廠商會單車隊」參加「上海商業.博愛 單車百萬行」

由博愛醫院主辦的「上海商業.博愛 單車百萬行」於3月17日圓滿結束，主要目的是為博愛醫院籌募善款以及推廣單車運動，宣揚環保生活。活動獲廠商會專業及服務業行委會召集人郭志成贊助「廠商會單車隊」參加，出席隊員包括李世傑常務會董、黃繼雄會董、鄧立本會董、史昊洛會董及多位會員，氣氛愉快。



贊助人專業及服務業行委會召集人郭志成（左二）與一眾單車隊員合照



3月18日廠商會名人飯堂—盧金榮會長

會籍部於3月18日假馬車會所舉行「廠商會名人飯堂」活動，是次活動邀得盧金榮會長擔任主持人，當日共筵開5席，多位本會首長包括吳國安副會長、黃偉鴻副會長、周瑞麒行政總裁、多位常務會董及會董均有出席，與一眾會員午聚交流，氣氛愉快。



活動反應熱烈，盧金榮會長與會員互动交流。



3月22日廠商會珠海食品科技考察團

會籍部於3月22日組織一行50人的交流團前往珠海，考察珠海嘉業水產海鱸貨倉、鶴洲規劃展廳、香洲區食品加工中心、香港百家企業集團直播中心及鳳山科技園。會員透過是次活動深入了解珠海預製菜行業的概況及直播電商行業的高品質發展，以助抓緊大灣區機遇。



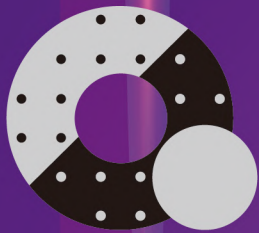
團長吳國安副會長率會員前赴珠海考察，於珠海嘉業水產海鱸貨倉留影。

3月8日廠商會婦女委員會2024年龍年新春團拜

婦女委員會於3月8日假上海總會舉行「2024年龍年新春團拜」活動，是次活動邀得多位嘉賓，包括中央駐港聯絡辦協調部巡視員陳鐵英女士、婦女處調研員楊振華女士以及香港中華總商會文化委員會主席蔡關穎琴女士。多位本會首長包括：馬介欽常務副會長、黃家和副會長、吳國安副會長、駱百強副會長、周瑞麒行政總裁、雷振範名譽會長、吳清煥顧問、史顏景蓮顧問、多位常務會董及會董均有出席，與一眾成員午聚交流，氣氛愉快。



吳柳咏主席、中央駐港聯絡辦協調部巡視員陳鐵英女士、婦女處調研員楊振華女士、香港中華總商會文化委員會主席蔡關穎琴女士及多位本會首長合照。



2023-24香港工商業獎： 設備及機械設計

主辦機構



2021-22 香港工商業獎頒獎典禮
Hong Kong Awards For Industries Awards Presentation Ceremony



設備及機械設計大獎
Equipment and Machinery Design Grand Award

設備及機械設計
Equipment and Machinery Design

Department

HKRMA



政務司司長陳國基先生(右)頒發
2021-22香港工商業獎：
設備及機械設計大獎

比賽旨在鼓勵和提高本港在設備及機械的
設計水準，藉此提高產品競爭力，及對傑出的
產品加以獎勵。

報名費用
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香港特區政府全力支持



參賽類別 (消費者相關產品除外)

- 生產機械及設備
- 機械/機械用具、配件及零件
- 科學儀器、光學儀器、控制及測試設備及其配件或零件
- 機器人及其配件或零件
- 工商業用的智能科技設備及軟件
- 雜項類

參賽資格

所有參賽產品的設計研究，
須完全或部份在香港進行。



獎項

- 香港工商業獎：
設備及機械設計大獎
- 香港工商業獎：
設備及機械設計獎
- 香港工商業獎：
設備及機械設計優異證書

所有得獎機構可展示香港工商業獎的標誌，彰顯其產品的傑出設計，更有機會獲得大會安排，宣傳得獎產品。

截止報名日期

2024年6月7日



查詢：☎ 2542 8624 ✉ hkai@cma.org.hk 🌐 www.cma.org.hk/hkai

2024 年五大資訊保安風險 黑客利用人工智能犯案成新趨勢

Five Key Information Security Risks to be Aware of in 2024
Hackers Exploiting AI for Crimes Becomes a New Normal

隨著人工智能的普及，黑客行動速度可能較網絡安全行業發展更迅速。生成式人工智能等工具的出現令網絡攻擊顯著增加，尤其是網絡釣魚詐騙，加上人工智能驅動的威脅具有適應性，可以即時分析防禦並重新調整策略，對傳統網絡保安預防措施造成嚴峻挑戰。

香港電腦保安事故協調中心（HKCERT）在2023年共處理7,752宗保安事故，其中網絡釣魚更佔整體個案接近一半（3,752宗，48%），按年上升27%，達雙位數增幅，創五年新高。與網絡釣魚相關的連結更突破19,000萬條，增22%，四年內升逾一倍，主要集中銀行、金融及電子支付行業，其次是電子商貿。與此同時，勒索軟件攻擊越趨嚴重，黑客集團會主動尋找目標機構的網絡弱點，入侵後竊取資料並將原檔案加密，藉此要求贖金。

HKCERT歸納2024年必須留意的五大資訊保安風險：

1. 人工智能「武器化」：人工智能降低了成為黑客的技術門檻。黑客利用生成式人工智能下達指令，產生惡意程式碼、欺詐數據、生成虛假影片等。

2. 新一代釣魚攻擊：黑客通過利用AI Deepfake製作虛假影片；在社交平台設置假冒品牌專頁；利用搜尋引擎的優化功能，令釣魚網站位列搜尋結果前列，令使用者容易錯誤地登入假冒網站。

3. 網絡犯罪趨向組織化：在2023年，香港出現多宗針對企業的勒索軟件攻擊，而市民則面對「毒App」和網絡釣魚的威脅。同年，全球勒索軟件攻擊及漏洞數量再創新高，顯示有組織及系統的網絡犯罪日趨嚴重。

4. 針對智能設備的攻擊：具備網絡連接功能的新式電子產品網絡安全標準不一，容易被入侵和惡意操控，部分產品更難以堵截網絡攻擊。

5. 使用第三方服務的風險：使用其他公司提供的IT服務或會衍生IT供應鏈攻擊及公司內部網絡安全風險，引致數據洩漏、勒索軟件攻擊等後果。



With the rise in popularity of AI, hackers' actions may outpace the development of the cyber security industry. The emergence of tools such as generative AI has significantly increased the prevalence of cyber attacks, particularly in the realm of phishing scams. The level of simulation has become increasingly sophisticated. AI-driven threats possess adaptability, allowing them to analyse defences in real-time and readjust strategies, posing serious challenges to traditional cyber security measures.

The Hong Kong Computer Emergency Response Team Coordination Centre (HKCERT) handled a total of 7,752 security incidents in 2023. Among them, phishing accounted for nearly half of all cases (3,752 cases, 48%), showing a double-digit increase, up 27% from 2022, also breaking the five-year record. The number of links related to phishing also exceeded 19,000, with a 22% annual increase. The number was doubled in four years. Phishing attacks were concentrated in the banking, finance and electronic payment industries, followed by e-commerce.

At the same time, ransomware attacks have become increasingly severe. Hacker groups actively search for vulnerabilities in organisations' networks, exploiting them to gain unauthorised access, steal data and encrypt the files in order to demand ransom payments.

HKCERT concludes the five key information security risks to be aware of in 2024 are:

- 1. "Weaponisation" of AI:** AI lowers the entry level of becoming a hacker. By using generative AI, hackers can issue instructions for generating malicious code and disinformation, create fake videos and so on.
- 2. Next-level Phishing Attacks:** Hackers use AI Deepfake to create fake videos, set up fake social media pages, use search engine optimisation (SEO) techniques to make phishing websites appear at the top of search results, deceiving more victims.
- 3. Trend towards Organised Cybercrime:** In 2023, Hong Kong experienced several ransomware attacks targeting local organisations, while citizens also faced threats from malicious apps and phishing. Globally, the number of ransomware attacks and vulnerabilities reached a new high in the same year, indicating an increasingly serious trend of organised and systematic cybercrimes.
- 4. Attacks Targeting Smart Devices:** Electronic products with network connectivity have varying cyber security standards and are susceptible to intrusion and malicious manipulation. Some products are even difficult to block cyber attacks.
- 5. Risks of Utilising Third-party Services:** Using third-party provided IT services may give rise to IT supply chain attacks and insider threats, leading to data breaches, ransomware attacks and other consequences.

針對以上資訊保安威脅，生產力局數碼轉型部總經理兼HKCERT發言人陳仲文先生說：「企業及個人用戶應該做好隨時被黑客攻擊的準備。當企業選用具備連接其他設備或互聯網功能的電子設備及第三方服務時，可參考國際保安標準，制訂保安策略及預防措施，以減低連接網絡後須面對的風險。」

面對多變的網絡環境，HKCERT 會繼續為企業及公眾提供解決網絡保安事故的方法及意見，並會與網絡供應商及不同國家的電腦保安事故協調中心合作，主動出擊清除可疑網站。



HKCERT會繼續多管齊下，提醒公眾提防網絡釣魚等風險。
HKCERT will continue taking a multi-pronged approach to remind the public to beware of risks such as phishing.

General Manager, Digital Transformation of HKPC and spokesperson of HKCERT said, "Both organisations and individual users should be prepared for potential hacker attacks at any time. Furthermore, when using electronic devices with connectivity to other devices or the internet and third-party services, security strategies and measures can be made by referencing international security standards, to reduce risk after implementations."

Facing the ever-changing cyber environment, HKCERT will continue providing strategies and advice to the enterprises and public for handling cyber security incidents, and take proactive actions and collaborate with internet service providers and computer emergency response teams from different countries to remove suspicious websites.



為幫助中小企及其他機構以有限的資源來維持和增強系統防禦，HKCERT特別編制了《中小企保安事故應變指南》，請掃描二維碼閱讀更多。

In order to assist small and medium enterprises (SMEs) and other organisations with limited resources in maintaining and maximising their systems' defences, HKCERT has developed the "Incident Response Guideline for SMEs". Please scan the QR code to learn more.



資料提供：香港生產力促進局
Information provided by: Hong Kong Productivity Council

廠商會多媒體頻道 Hashtag CMA

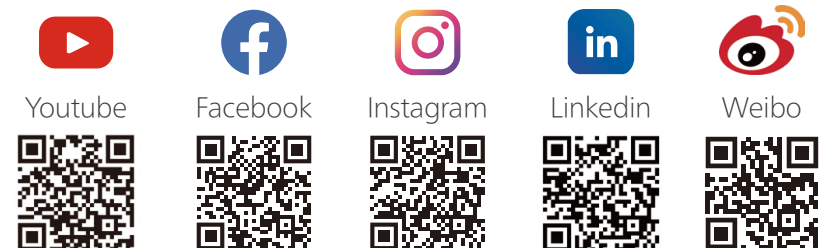
CMA Multi-media Channel Hashtag CMA



Hashtag CMA (#CMA)是香港中華廠商聯合會(廠商會)轄下的多媒體頻道，內容集時事熱話、業界資訊、營商策略於一身，並不時邀請各界嘉賓分享意見，令觀眾對討論的話題有多角度的了解。

Hashtag CMA (#CMA) is a multi-media channel under the Chinese Manufacturers' Association of Hong Kong (CMA). It combines current affairs, industry information and business strategies, and from time to time invites guests from all walks of life to share their views, so as to provide viewers with a multi-faceted understanding of the topics under discussion.

立即追蹤 Follow Us



電動助力手推車 Electronic Power Assist Trolley System



近年，不同行業對於創新科技的需求日益增長。不少企業都希望利用科技提升日常運作的效率及生產力。在物流業，以及其他行業中，工作人員都需要重覆地搬運重物，有機會導致工傷。因此，物流及供應鏈多元技術研發中心(LSCM)研發了電動助力手推車，令搬運重物的工作更輕鬆，並提升效率。

電動助力手推車備有直覺式操控功能，巧妙地將傳感器內置於手推車的手柄中，當使用者用力推動手柄時，傳感器便會測量手柄材料的微細變形程度，並根據從中取得的數值，透過手推車上的人工智能控制器，以每秒100次的頻率計算出當中所涉及的扭矩力，令與車輪連接的兩個摩打將扭矩力倍增，以控制手推車轉向、前進或後退。電動助力手推車沒有加設按鈕、操縱桿及控制器，它的操控方式與傳統手推車相同，工作人員毋須事先接受相關的培訓。使用手推車時，工作人員無需大力推拉手推車便能輕鬆地移動重物，有助減低他們搬運重物時受傷的風險。電動助力手推車能使搬運重物的工作變得更輕鬆、更安全及更有效率。此外，它內置的動力再生及剎車系統讓工作人員即使在斜坡上亦能安全地使用手推車。電動助力手推車適用於不同行業，例如物流業、物業管理行業、酒店業等。

LSCM於近期的業界活動展示電動助力手推車，包括LSCM物流高峰會、亞洲物流航運及空運會議、職安健創新及科技博覽；吸引了不少業界人士查詢手推車的應用。手推車更於第48屆日內瓦國際發明展上獲得金獎。



The demand for innovation and technology by different industries has been increasing rapidly in recent years. Enterprises have been exploring different technologies to enhance efficiency and productivity in their daily operation. In the logistics industry, as well as many other industries, workers have to deliver heavy items repeatedly, which may cause work injuries. Logistics and Supply Chain MultiTech R&D Centre (LSCM) has, therefore, developed the Electronic Power Assist Trolley System to make the transportation of heavy items easier and enhance efficiency.



The Electronic Power Assist Trolley System is equipped with an intuitive control function. Electronic sensors are strategically embedded in the trolley handlebar to measure the micro deformation of the materials when force is applied by the user. Based on the sensors' value, the onboard AI controller calculates the torque vector at a frequency of 100 times per second. The torque is then amplified by two motors connected to the wheels of the trolley to control the steering, forward movement and backward movement of the trolley. Without buttons, joysticks and controllers, the control of the trolley is the same as that of traditional trolley. No prior training is required by the user. The trolley makes transporting heavy items easier, safer, and more efficient. Additionally, the trolley's built-in power regeneration and brake system allows it to be safely used even on ramps. It is suitable for adoption in different industries, such as logistics industry, property management industry, and hotel industry, etc.

The Electronic Power Assist Trolley System was showcased in some recent industry events and a lot of enquiries about the adoption of the trolley were received. It was demonstrated in the LSCM Logistics Summit, Asian Logistics, Maritime and Aviation Conference (ALMAC) and OSH Innovation & Technology Award and Expo. The trolley was also awarded a Gold Medal in the 48th International Exhibition of Inventions of Geneva.



物流及供應鏈多元技術研發中心

Logistics and Supply Chain MultiTech R&D Centre

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新一輪設備更新和消費品以舊換新政策出台

China unveils plan on equipment renewal, trading-in of consumer goods



2024年3月13日，國務院正式印發《推動大規模設備更新和消費品以舊換新行動方案》（簡稱《行動方案》）。

《行動方案》提出，到2027年，工業、農業、建築、交通、教育、文旅、醫療等領域設備投資規模較2023年增長25%以上；重點行業主要用能設備能效基本達到節能水平，環保績效達到A級水平的產能比例大幅提升，規模以上工業企業數字化研發設計工具普及率、關鍵工序數控化率分別超過90%、75%；報廢汽車回收量較2023年增加約一倍，二手車交易量較2023年增長45%，廢舊家電回收量較2023年增長30%，再生材料在資源供給中的佔比進一步提升。

《行動方案》明確了5方面20項重點任務。一是實施設備更新行動。推進重點行業設備更新改造，加快建築和市政基礎設施領域設備更新，支持交通運輸設備和老舊農業機械更新，提升教育文旅醫療設備水平。二是實施消費品以舊換新行動。開展汽車、家電產品以舊換新，推動家裝消費品換新。三是實施回收循環利用行動。完善廢舊產品設備回收網絡，支持二手商品流通交易，有序推進再製造和梯次利用，推動資源高水平再生利用。四是實施標準提升行動。加快完善能耗、排放、技術標準，強化產品技術標準提升，加強資源循環利用標準供給，強化重點領域國內國際標準銜接。五是強化政策保障。加大財政政策支持力度，完善稅收支持政策，優化金融支持，加強要素保障，強化創新支撐。

China has released an action plan to promote the large-scale equipment upgrades and trade-in of consumer goods, as part of its efforts to boost domestic demand and support continuous economic growth this year.

The action plan issued by the State Council, is aimed at increasing its investment in equipment for industry, agriculture, construction, transportation, education, culture, tourism and medical care by at least 25 percent by 2027, compared with 2023. For industrial enterprises above the designated size, the penetration rate of digital research and development and design tools should exceed 90 percent, while the numerical control rate of key processes should surpass 75 percent by 2027.

As of 2027, the recycling volume of scrapped vehicles is planned to roughly double from the level of 2023, while used car transactions will increase by 45 percent, the plan states. In addition, recycling of used household appliances will increase by 30 percent by 2027 compared with 2023.

The plan specifies 20 key tasks in five sectors, namely equipment renewal, consumer goods trade-in, used goods recycling, standard leveling-up and policy reinforcements, and fiscal and financial support.

According to the action plan, an effort will be made to promote equipment upgrades in the directions of energy conservation and emission reduction, ultra-low emissions, safe production, digital transformation and intelligent upgrading, which is conducive to promoting the high-end, green and intelligent industry and further expanding effective investment.

資料整理：香港中華廠商聯合會
備註：本文稿內容以中文版為準

Information collation: The Chinese Manufacturers' Association of Hong Kong
Remarks: The Chinese version shall prevail



歡迎掃描 QR code 閱讀此內容

淺談廠商會中學學生會作用

CMASS Students' Union



全校同學參與學生會選舉，培養公民意識，慎思明辨，做一個負責任的選民。
All students in the school participate in the Student Union elections, cultivating civic awareness, thoughtful discernment, and becoming responsible voters.

廠商會中學學生會的成立旨在為同學謀求福利，培養同學自治、協作精神。一直以來，學生會透過舉辦各種活動，加強學校與學生的溝通，增加全校同學的歸屬感。此外，學校多年來積極培育學生多元發展，透過不同的活動讓同學認識自己的長處和興趣，提升學生的自信心，為升上高中後擔任領袖的角色做好準備，參選學生會正正是同學其中一個發揮領導才能的好機會。

每年學校都會舉辦學生會選舉答問大會，讓同學對應屆學生會的全年工作計劃進行諮詢及提問，培養候選內閣的領袖才能及識見。全校同學參與投票，慎思明辨，做一個負責任的選民，藉此教育同學了解公民的權利及義務。

除此之外，學生會內閣同學每年均會舉辦多個級際、班際及師生活動，如中一新生迎新競技賽、三分籃球神射手、師生閃避球等，同學、老師均積極參與，樂在其中。此外，學生會因應同學的意見及需要，向校方反映意見，如曾為同學成功爭取在校內售賣雪糕等。這全有賴學生會同學積極推動活動，表達意見，師生主動參與，建立和諧歡樂的校園生活，同時亦培養了大家對學校的歸屬感。

廠商會中學學生會，作為校內重要的學生組織，定必聆聽及收集同學意見，向學校反映，從而建立學校與同學之間良好聯繫。學生自治需要學生一同努力，邀請每一位同學共同參與學生會運作，培養同學自主、自信及自律的能力，成為一位熱愛社區、關愛社群的人，共創美好。

The establishment of the CMASS Student Union aims to advocate for the welfare of students and foster a sense of autonomy and collaboration. Throughout the years, the Student Union has organized various activities to enhance communication between the school and students and increase the sense of belonging among all students. Additionally, the school has actively cultivated students' diverse development by introducing different activities that allow students to discover their strengths and interests, boosting their self-confidence and preparing them for leadership roles in high school. Running for the Student Union is an excellent opportunity for students to showcase their leadership abilities.

Every year, the CMA Secondary School holds a Student Union election and Q&A session, allowing students to consult and ask questions about the annual work plan of the upcoming Student Union cabinet. This cultivates leadership skills and insights among the candidates. The entire student body participates in voting, encouraging thoughtful consideration and responsible citizenship, thereby educating students about their rights and responsibilities as citizens.



全校同學參與學生會選舉，培養公民意識，慎思明辨，做一個負責任的選民。
All students in the school participate in the Student Union elections, cultivating civic awareness, thoughtful discernment, and becoming responsible voters.

In addition, the Student Union cabinet organizes inter-class, inter-form, and teacher-student activities throughout the year. Examples include the S.1 Freshmen Welcoming Competition, Three-Point Basketball Shootout, and Dodgeball games involving students and teachers actively participating and enjoying themselves. Furthermore, the Student Union represents students' opinions and needs by communicating them to the school administration. For instance, they have successfully advocated for the sale of ice cream on campus based on student feedback. All of this depends on the active involvement of Student Union members in promoting activities, expressing opinions, and encouraging the participation of teachers and students, thereby fostering a harmonious and joyful campus life while cultivating a sense of belonging to the school.

As an important student organization within the school, the Student Union acts as a bridge between students and the school administration. They listen to and collect students' opinions, and communicate them to the school, thereby establishing a good connection between the school and the students. Student autonomy requires collective effort, and every student is invited to participate in the operation of the Student Union, fostering their abilities in self-governance, self-confidence, and self-discipline. This cultivates individuals who love their community and care for society, working together to create a better future.



學生會候選內閣候選政綱及宣傳品。
Student Union cabinet candidates' political platforms and promotional materials.



學生會透過舉行不同的課外活動，構建和諧同樂的校園生活。
The Student Union constructs a harmonious and joyful campus life through organizing various extra-curricular activities.

歡迎新會員 OUR MEMBERS Welcome!



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Nestlé Hong Kong Limited**

代表：張勳先生（董事總經理）
產品：奶類和乳酪產品、雪糕、穀類早餐、嬰幼兒食品、咖啡飲品等
Representative: Mr Cheung Mung (Managing Director)
Product: Dairy and yoghurt products, ice cream, cereal breakfast, baby and toddler food, and coffee etc.



**明豐食品有限公司
Ming Fung Food Factory Limited**

代表：翁永光先生（經理）
產品：麵、雲吞皮、水餃皮
Representative: Mr Yung Wing Kwong (Manager)
Product: Noodle, wonton wrap, dumpling wrap



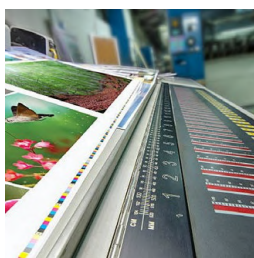
**臻味烘焙制作所有限公司
CM Bakery Production Limited**

代表：丁秀麗女士（董事）
產品：烘焙製品
Representative: Mdm Ting Sau Lai (Director)
Product: Baked goods



**新發病毒診斷(香港)有限公司
Emerging Viral Diagnostics (HK) Limited**

代表：劉樂庭博士（聯合創辦人/總裁）
產品：體外診斷系統、研發生產、生物科技、技術轉化
Representative: Dr Lau Lok Ting (Terence)
(Co-Founder and President)
Product: IVD system, R&D & Manufacture, Biotech, Tech Transfer



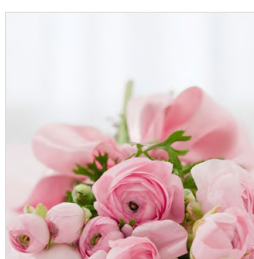
**義興印刷廠有限公司
Yee Hing Printing Factory Limited**

代表：鄧碧清女士（經理）
產品：紙品包裝及印刷
Representative: Mdm Tang Pik Ching Anna (Manager)
Product: Packaging product manufacturer



**富莊集團有限公司
ASL Group Limited**

代表：蔡吐媚女士（董事）
產品：投資及貿易
Representative: Mdm Choi To May (Director)
Product: Investment & trade



**自然花藝有限公司
N Florist Company Limited**

代表：劉綺嫦女士（創辦成員）
產品：植物及鮮花進口、零售、設計、批發
Representative: Mdm Lao I Seong (Founder Members)
Product: Plant and flower import, retail, design, wholesale



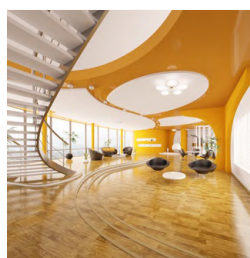
Face Worldwide

代表：黃可風先生（首席顧問）
產品：政府資助顧問
Representative: Mr Deacon Wong (Chief Consultant)
Product: Government funding advisory



**中海廣告展覽有限公司
United Advertising and Exhibition Limited**

代表：藍君如女士（董事總經理）
產品：會議、展覽廣告代理
Representative: Mdm Lam Kwan Yu
(Managing Director)
Product: Conference, event, exhibition & advertising agency



E F Design Limited

代表：馮天耀先生（常務董事）
產品：室內設計公司
Representative: Mr Fung Tin Yiu Eric
(Managing Director)
Product: Interior design



**永偉包裝印刷有限公司
Wing Wai Packaging & Printing Company Limited**

代表：葉佩玲小姐（秘書）
產品：高級包裝印刷
Representative: Ms Ip Pui Ling Michelle
(Personal Assistant to Director)
Product: High-end packaging & printing



**東昇電腦顧問有限公司
Eastop Computer Consultants Limited**

代表：鄭競雄女士（行政總裁）
產品：企業資源計劃管理系統
Representative: Mdm Sophie Cheng (CEO)
Product: ERP System

廠商會90周年誌慶活動： 青少年音樂劇場 — 《重新啟航GO GO GOAL!》



今年適逢廠商會90週年誌慶，本會贊助港幣90萬元予懲教署合辦[青少年座談會]。[青少年座談會2023]分為青少年音樂劇場及5間學校巡演兩個階段進行。冀廣泛地讓參與學生了解犯罪帶來的沉重代價，明瞭「愛護家國、奉公守法、遠離毒品、支持更生」的信息。

青少年音樂劇場 - 「重新啟航GO GO GOAL!」於1月26日假伊利沙伯體育館舉行，大會邀得署理政務司司長卓永興、保安局局長鄧炳強、廠商會會長盧金榮及懲教署署長黃國興主持開幕儀式，並吸引超過2,000名來自27間學校的師生、校長、家長教師會成員、社工、撲滅罪行委員會成員和社區不同合作夥伴出席參與。

音樂劇於伊利沙伯體育館演出完畢後，劇團亦走訪到五所學校作巡迴演出，將劇中信息傳遞予更多學生，包括仁濟醫院董之英紀念中學、神召會康樂中學、中華基督教會扶輪中學、香海正覺蓮社佛教梁植偉中學及何文田官立中學，五所學校的師生總出席人數超過900位，讓更多青少年了解犯罪帶來的後果。



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「項目管理培訓」工作坊

日期 Date: 23/4/2024

查詢電話 Enquiry Hotline: 2542 8635



「新質生產力與香港高質量發展」高峰論壇

日期 Date: 24/4/2024

查詢電話 Enquiry Hotline: 2851 1555



「廠地被徵收、被收回、被土地整備、被收購時的應對策略」工作坊

日期 Date: 3/5/2024

查詢電話 Enquiry Hotline: 2542 8635



大灣區新機遇巡禮系列-廠商會中山科技考察團

日期 Date: 10/5/2024

查詢電話 Enquiry Hotline: 2851 1555



名人飯堂-吳永嘉議員及馬介欽常務副會長

日期 Date: 27/5/2024

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