

企業雄才

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The 5th "Mainland China, Taiwan and Hong Kong's Trade and Economic Forum"

The 5th Mainland China, Taiwan and Hong Kong's Trade and Economic Forum, the first of its kind, was held in Hong Kong on 27-28 February 1999. The forum was organized by the Chinese Manufacturers' Association of Hong Kong (CMAHK) and the Hong Kong Trade Development Council (HKTDC).

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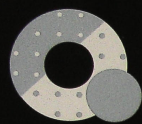
第五屆海峽兩岸及香港特區經貿合作研討會



濟

共創繁榮

九八年二月七日



香港工業獎
1999
HONG KONG
AWARDS FOR
INDUSTRY

歡迎參加

1999香港工業獎：機器及設備設計

香港中華廠商聯合會為「香港工業獎：機器及設備設計」比賽之主辦機構，藉以促進工業多元化，鼓勵廠商發展及改良產品。現已接受99年香港工業獎比賽的報名申請。

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3. 科學儀器、計量儀器、控制及測試設備及其配件或零件
4. 辦公室文儀用具(包括電腦)及通訊器材
5. 工業用之電腦軟件
6. 雜項類

獎項

比賽中最傑出之產品可獲頒發「香港工業獎」，各組別得獎產品則可獲頒發「廠商會機器及設備設計獎」，優異產品則獲「廠商會機器及設備設計優異證書」。

參賽資格

所有參賽產品之設計研究或製造，必須在香港進行。

截止報名日期

1999年4月9日

比賽現已接受報名，歡迎踴躍參加。報名表格及章程可在廠商會中環總辦事處及各分處索取。倘有查詢，請與香港中華廠商聯合會聯絡：

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香港中華廠商聯合會
THE CHINESE
MANUFACTURERS'
ASSOCIATION
OF HONG KONG

本會評論

廠商會九九年主要工作計劃

本會在九九年的工作主要分兩個層面，在國際方面，本會將加強與內地的雙向交流及連繫，並致力促進兩岸三地之民間交流與經貿合作。在本港方面，本會除積極籌備於本年底舉辦的第三十四屆「工展會」外，並將繼續推動本港中小型企業的發展，與及加強與本港各工商及勞工團體的合作連繫。

加強香港與內地的雙向交流及連繫

透過舉辦兩地交流活動，增進相互瞭解和認識——本會將繼續為內地的企業代表、政府幹部等在港舉辦培訓研討班，及接待內地政府、民間赴港代表團，使更多內地人士能夠較深入地認識香港。此外，今年本會將首次聯同中華海外聯誼會，組織香港各界人士，赴北京考察、訪問，增加港人對內地的認識，藉此推動兩地人民的交流。

組織高層代表團赴江西及廣西省考察——為協助本港及海外投資者在中國內地地區，特別是中西部地區，拓展投資合作機會，利用當地豐富的資源和廣闊的內銷市場，本會將繼續組織代表團赴中西部省市考察。今年計劃出訪的省份包括江西省及廣西省，代表團的成員除了本港工商業者以外，並將邀請銀行界代表、外商以及台商等參加。

在內地舉辦工展會——去年，本會獲中國對外貿易經濟合作部、廣東省政府及香港廠商的支持，首次在內地廣州舉辦工展會。較早前，不少內地的省市政府，如河北省及四川省已與本會接洽商議此事；本會亦與北京市及福州市有關部門簽定了合作意向書。目前，本會正研究再次在內地舉辦工展會的可行方案。

促進兩岸三地之民間交流與經貿合作

第六屆「海峽兩岸和香港經貿合作研討會」——第六屆「海峽兩岸和香港經貿合作研討會」將於本年十二月假台北市舉行。本會擬邀請出席的主要嘉賓將包括本港工商、金融界領袖、香港中國企業協會正、副會長及駐港中資企業集團的領導以及大專院校的學者等，是屆研討會的議題將側重於較實務性的專題上。

中小型企業發展國際研討會——本會與中華全國工商業聯合會及中華台北工商企業聯合會聯袂發起舉辦一個以中小型企業發展為主題的國際性研討會，是項研討會定於本年六月在上海市舉行。目的是加強兩岸三地工商交流，推廣成功的經驗，並促進社會對中小企業的重視，本會及台灣將分別組織代表團參與研討。

推動兩岸三地農業合作——在歷屆的兩岸三地經貿合作研討會上，三會代表就如何開展農產品加工及農業機械等方面的合作進行了深入的探討。為具體將有關的合作意向付諸實施，本會與有關各方初步構思在福建省內挑選一片開墾地，作為大陸、台灣及香港農業合作的試驗基地，共同投資發展糧食農業生產及農產品加工項目。

促進青年團體和婦女界代表的民間交流——本會青年委員會及婦女委員會於本年內將分別與海峽兩岸的青年及婦女團體進行交流，並合辦研討及座談會，以促進兩岸三地人民的溝通和連繫。

舉辦第三十四屆工展會

繼去年於添馬艦舉行大型戶外展覽會，本會將再接再厲，於今年十二月至二零零零年一月在同一地點舉辦第三十四屆工展會，以促進香港工商、旅遊業的發展，並作為本港慶祝回歸的系列活動之一。本屆的工展會除設置現場產品銷售攤位之外，還計劃設立行業性的展覽館，並將邀請內地、台灣及海外的工商業者參與展覽，以及安排更豐富多彩的慶祝活動。

推動本港中小型企業的發展

今年初，本會就政府推出的中小型企業特別信貸計劃提交了一份意見書，反映業界對有關計劃的改善建議，並促請政府盡早作出適當的調整。此外，本會亦成功申請政府「工業支援資助計劃」撥款，用於推出「中小型製造企業品質系統ISO9000應用專資計劃」及「ISO14001環境管理系統標準推廣計劃」。這些項目有助於本港製造商提升本身的品質和環保管理水平，以迎合國際市場的新需要，保持出口競爭力。

加強與本港各工商及勞工團體的合作

本會將致力加強與本港主要商會及工會的合作，透過雙方的溝通與合作，群策群力，共同促進本港經濟的復甦。較早前，本會與工聯會的代表舉行了兩次富有建設性的會議，就改善勞資關係、就業問題及香港長遠的經濟發展等方面交換意見。此外，本會亦分別與中華總商會和中國企業協會達成初步的共識，日後將加強合作，對本港社會、經濟等一些重要問題共同進行研究及探討，並將意見及建議向有關方面作出反映。

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本會評論

1 廠商會九九年主要工作計劃

專題

4 第五屆海峽兩岸及香港特區經貿合作研討會

人物專訪

10 僑員再培訓局行政總監——鄭勝仕

廠商會動態

13 嘉諾香港中華總商會/
温州市新華團拜/
1999年香港工業展：機器及設備設計比賽接受報名/
深圳海外聯誼會成立十周年暨第四屆理事會就職典禮/
香港中國企業協會代表團/
廣東省對外經濟貿易委員會訪會/
海商會温州市代表團/
福建省代表團

檢定中心通訊

16 美國、加拿大及英國進口實木包裝新條例
17 新發電腦產品（安全）規則（訂明產品）之符合安全
規格證明書或測試報告

神州經貿

18 金山

投資地區

20 荷蘭

貿易概況

22 電腦軟件業審勢待發
23 《廣告法》加強監管廣告

企業管理

24 創業發展中心

研討會／訓練課程

25

新會員

26

洽談會／展覽會

27

目錄 CONTENTS



EDITORIAL

28 Work Plan of CMA in 1999

FOCUS

30 The 5th "Mainland China, Taiwan and Hong Kong's
Trade and Economic Forum"

PROFILE

36 Executive Director of the Employees Retraining Board —
Mr Kwong Sing-sze

CMA ACTIVITIES

40 Lunch Reception in Honour of the Chinese General Chamber of
Commerce (CGCC) /
The 10th Anniversary of Shenzhen Overseas Friendship Association &
the Inaugural Ceremony of the 4th Committee /
1999 Hong Kong Award for Industry: Machinery and Equipment
Design Competition Invites Applications /
Delegation of Fujian Province /
Hangzhou Spring Gathering /
Delegation of Hainan Province Danzhou Municipal People's
Government /
Delegation of Commission of Foreign Economy & Trade of
Guangdong Province /
Delegation of the Hong Kong Chinese Enterprises Association

TCL BRIEFING

43 New Regulation on Import of Solid Wood Packing Materials
(SWPM) to the US, Canada and Britain
44 Boks Accredited in Prescribed Product under EPSR

INVESTMENT PROFILE

45 Netherlands

SEMINARS / TRAINING COURSES

47

CONFERENCES / EXHIBITIONS

48



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專題報導

第五屆海峽兩岸及香港特區 經貿合作研討會



第五屆海峽兩岸及香港特區經貿合作研討會於一九九八年十二月十七日隆重舉行。

由本會、中華全國工商業聯合會及中華台北工商企業聯合會共同主辦的「第五屆海峽兩岸及香港特區經貿合作研討會」，於一九九八年十二月十七日在香港舉行，旨在探討如何促進及加強海峽兩岸和香港特區之間的經貿合作。

一如過往，研討會匯集了海峽兩岸及香港特區的工商、金融界人士與學者專家，就大家共同關注的經貿課題進行研討和交流。中華全國工商業聯合會主席經叔平、中華台北工商企業聯合會理事長許勝發分別率領代表團來港參加這次研討會。大會並邀請了中國對外貿易經濟合作部部長助理安民在當日之午餐演講會上作專題演講。此外，本會聯同中華全國工商業聯合會和中華台北工商企業聯合會的主要領導於十二月十五日拜會了香港特別行政區行政長官董建華，討論兩岸三地的各項合作事宜。



香港特別行政區行政長官董建華（左二）與本會會長梁欽榮（右二）、中華全國工商業聯合會主席經叔平（左一）及中華台北工商企業聯合會常務理事張平（右一）會面。

海峽兩岸及香港特區 經貿合作研討會

研討會於一九九八年十二月十七日假香港富麗華酒店舉行。大會邀請了香港特別行政區政府工商局局長周德熙、太平紳士致開壽辭。本會會長梁欽榮、中華全國工商業聯合會主席經叔平、中華台北工商企業聯合會理事長許勝發亦分別在開幕式上致辭。

梁欽榮會長在致辭中表示，目前，海峽兩岸和香港三地已互為彼此的主要貿易伙伴，香港和台灣更分別成為大陸第一和第三大外資來源，合計佔大陸外來直接投資超過六成。不過，兩岸三地的經貿往來在最近兩年呈現了放緩的跡象。香港在大陸外來投資協議金額中所佔的比重已從一九九零至一九九五年平均的59%降為一九九六年的38%，一九九七年更跌至36%；台灣的相應份額也從一九九零至一九九五年平均的8%降為一九九六年的7%



香港特別行政區政府工商局局長周德熙在研討會開幕式上致辭。

和一九九七年的5.5%。在貿易方面，香港與內地的進出口貿易在一九九七至一九九五年期間每年皆以雙位數增長率穩步遞增，但近兩年的增長率已降低至6%；海峽兩岸通過香港的轉口貿易甚至在一九九六年出現負增長，一九九七年雖輕微反彈增長了1.4%，但比起以往的雙位數增長率已黯然失色。凡此種種，表明兩岸三地經貿合作在經過長時間的高速發展之後已開始調整步伐，有待尋找新的方向，研討會的目的就是要商討如何加強三地的經貿合作發展，以鞏固及增強大家共同的利益。



本會會長梁欽榮（左）、中華全國工商業聯合會主席經叔平（中）及中華台北工商企業聯合會理事長許勝發（右）分別為研討會致開幕辭。





來自海峽兩岸及香港的專家學者在研討會上發言：香港科技大學經濟發展研究中心主任曾慶鳴（左）；中國國務院發展研究中心綜合部部長程秀生（中）；台灣中國大學經濟系系主任、台北金融研究發展基金會執行長周添城（右）。

經叔平主席在研討會上則表示，面對世界經濟一體化的趨勢和不斷變化的國際經濟環境的影響，與自身經濟發展的需要，加強相互間合作至關重要。海峽兩岸和香港特別行政區是當今世界經濟發展最活躍的地區之一，大陸的經濟發展速度和市場潛力是世界各國有目共睹的，香港和台灣作為亞洲四小龍之一，在世界經濟中也有相當重要的影響，三地具有各自的優勢，同樣也需要發展，彼此在經濟上的密切聯繫和有效合作，已為三地的未來展示了廣闊的前景。

許勝發理事長在致辭時表示，海峽兩岸及香港特區的經貿合作，在累積了十年的經驗後，已建立了深厚的基礎，透過這項一年一度的經常性經貿合作研討會，正可以為海峽兩岸及香港特區的經貿合作扮演關鍵的推動角色。

他說，台灣地區五十年來的農業發展成就，除了因為土地政策改革成功，農業科技的研發成果以外，也得力於農業機械化，在農業機械的產製、農業機械的運用經驗，台灣都有可貴的成績，而農業、糧食的合作，是兩岸一項值得大力推動的項目。他續稱，台灣推動國營事業改革，已經有十年的歷史，包括中鋼、中石化、三家商業銀行等大型公營事業，都順利地達成民營化的目標，也大大地提高了經營效率，台灣國營事業民營化過程中，也遭遇過員工安置、資產處置等問題，這些經驗都可以提供大陸國企改革的參考。

去年的研討會包括兩個討論議題，計為：（一）農業機械化的現況、發展與合作，由中國農業機械化科學研究院副院長侯慶忠、台灣大學農經系主任陳明健和香港理工大學商業系副教授劉佩瓊作專題演講；（二）國企改革與合作機遇，講者包括中國國務院發展研究中心綜合部部長程秀生、台灣中國大學經濟系系主任兼台北金融研究發展基金會執行長周添城教授及香港科技大學經濟發展研究中心主任雷國鳴。與會的百多名海峽兩岸及香港特區的工商、金融界人士就各項議題積極交流意見，反應熱烈。

安民部長助理 於午餐演講會上發言

研討會特別邀請了中國對外貿易經濟合作部部長助理安民在當日的午餐演講會上發言，介紹國家最新的對外經貿情況及有關政策。



中國對外貿易經濟合作部部長助理安民於午餐演講會上作專題發言。

安部長助理表示，截至一九九八年十月底，中國累計批准外商投資企業項目三十二萬餘個，合同外資金額五千六百多億美元，實際使用外資金額二千五百多億美元。已經開業的15萬多家外商投資企業絕大多數經營狀況良好，獲得了可觀的經濟效益，並出現踴躍增加投資、提高技術水平的好勢頭。

他續稱，在投資領域，香港在內地吸收的海外投資中一直獨佔鰲頭，是內地吸收海外投資的主要來源，投資項目和實際金額都佔內地總額一半以上。一九九二年以來，投資項目規模不斷擴大，投資結構趨於合理，大公司、大項目投資增多。香港投資內地的區域選擇日趨分散，從沿海城市逐漸擴散到內陸省市以及人口稀少但擁有豐富資源的新疆、雲南等地，為實現縮小東西部的經濟差距發揮了積極作用。關於進一步擴大對外開放，改善利用外資水平的策略方面，國內將採取如下措施：（一）進一步優化外商投資的產業結構；（二）繼續擴大外商投資領域；（三）進一步完善外商投資的地區布局；（四）多渠道多方式吸收外商投資，實施利用外資多元化戰略；（五）積極引導跨國公司投資；（六）認真辦好現有外商投資企業；和（七）大力改善投資環境，依法加強對外商投資企業的管理。

應邀出席是次午餐演講會的嘉賓尚包括香港中華總商會會長陳有慶，香港中國企業協會會長谷永江，副會長安繼謙，新華社香港分社經濟部副部長王連平，與多位外國駐港領事館或商務代表處人員。

宴請海峽兩岸代表團

研討會結束後，本會於同日晚上設宴款待來港參加研討會的中華全國工商業聯合會及中華台北工商企業聯合會兩個代表團。其他應邀出席晚宴的嘉賓尚有中華旅行社總經理鄭安國、新華社香港分社辦事處部長郭

魁山及經濟部副部長王連平、香港特別行政區政府貿易署署長黎平、遠東貿易服務中心駐香港辦事處主任吳傑民、香港工商專業聯會主席王英偉、與及光華新聞文化中心主任江素惠。



（上圖）本會會長梁欽榮（右）頒贈紀念品予中華全國工商業聯合會主席經叔平。
（中圖）本會會長梁欽榮（左）接受中華台北工商企業聯合會理事長許勝發頒贈紀念品。
（下圖）中華全國工商業聯合會主席經叔平（左）與中華台北工商企業聯合會理事長許勝發於研討會晚宴上互贈紀念品。



商廠
會員名錄
Directory of Members
1999 / 2000

Tower 智者之選 御駕同濟
over your competitors
在廠商會會員名錄刊登廣告，
能使你的聲音直達目標客戶，
助你成功拓展業務，御駕同濟。
Tower over your competitors by
speaking directly to your target customers -
Advertise now on the CMA Directory of Members

香港中華總商會聯合會是本港最具代表性的商會之一，屬下的四千多家公司均為本港各業翹楚，是本港及海外公司推廣業務的最佳對象。廠商會編印的會員名錄以中英對照詳細刊載會員的最新資料，一直深受各界歡迎，為業務上必備的參考指南。會員名錄發行數量達5,000本，使用期長達兩年，宣傳效用宏大，除派發予廠商會會員外，亦同時於多個本港、內地及海外大型展覽發售。在會員名錄刊登廣告，不但價錢合理，更能夠直接傳達予目標客戶。凡廠商會會員及認可廣告代理公司均可獲八五折廣告優惠。

The Chinese Manufacturers' Association is one of the most representative business associations in Hong Kong, with approximately 4,000 member-companies leading various sectors of industry and trade. The bilingual CMA Directory of Members is a biennial publication covering comprehensive and up-to-date information of these 4,000 most sought-after business targets, and is a popular and useful guide for local and overseas buyers and exporters. With a circulation of 5,000, the Directory will be distributed to all CMA members and be open for sale at many large-scale exhibitions in Hong Kong, Mainland China and overseas. With consideration to the two-year shelf life and the reasonable advertising rates, placing an advertisement on the CMA Directory of Members will be a most cost-effective decision. In addition, CMA members and recognized advertising agencies can enjoy a 15% discount of the rates.

廣告價目 Advertising Rates

印刷廣告 Print Advertisement

非會員價目 Rates (non-members)	會員優惠價 Preferential Rates (CMA members)	
四色 4C 封套外頁 Outside Back Cover	HK\$31,000	HK\$26,590
封套內頁 Inside Front Cover	27,000	22,950
封套內頁 Inside Back Cover	24,000	20,400
封套內頁之鄰頁 Page Facing Inside Front Cover	22,000	18,700
目錄之鄰頁 Page Facing Contents	20,000	17,000
如欲刊登多頁，之鄰頁 Page Facing 'How to Use the Directory'	17,000	14,450
全頁 Full Page	13,000	11,050
半頁 Half Page (橫 Horizontal)	8,000	6,800
黑白 BW 全頁 Full Page	9,000	7,650
半頁 Half Page (橫 Horizontal)	6,000	5,100
其他指定位置 Other Fixed Position	15% loading on above rates	

光碟廣告 CD-Rom Advertisement

全頁 A4 彩色廣告 (One Page A4 Colour Ad)	4,200	3,570
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優惠廣告套餐 Discount Advertising Package

印刷廣告 + 光碟廣告 (Print Ad + CD-Rom Ad)	印刷廣告費 Print ad. rate	印刷廣告費 Print ad. rate
	2,000	1,700

- * 會員優惠價只適用於刊登廣告 (非透過廣告公司) 的廠商會員。
- * Preferential Rates only apply to CMA members who make booking without going through advertising agencies.

資料刊廣告尺寸 Print Advertisement Size

	長 (Height) (mm)	闊 (Width) (mm)
全頁 Full Page		
出血 Bleed	299	225
非出血 Non-bleed	265	185
半頁 Half Page (橫 Horizontal)		
非出血 Non-bleed	120	185
實體名錄尺寸 Trimmed Size	285	210

表格標準 Material Requirements

黑白	15 磅正片連印打稿
Black & White	film positives with proofs and mechanicals
四色	分色正片連印打稿
Four Colour	colour separated positives with progressive proofs and mechanicals
網	175 線
Screen	175 lines

註 Notes:

1. 預訂廣告日期：一九九九年七月二日
Booking Deadline: 1999 July 2
2. 來稿限期：一九九九年七月十六日
Material Deadline: 1999 July 16
3. 本會可接受客戶設計及製作廣告，收費視乎客戶要求而定。
Fee for design and production of advertisement by the CMA is negotiable.
4. 本會保留拒絕或取消任何刊登廣告之權利而恕不解釋。
The CMA reserves the right to reject or cancel any advertisement without explanation.

全頁 Full Page
半頁 Half Page

- ☐ 四色印刷廣告
Trimmed Page Size
- ☐ 廣告尺寸
Advertisement Size
- ☐ 出血尺寸
Bleed Ad Size

本公司設在一九九九/二〇〇〇年廠商會會員名錄刊登廣告，廣告類別為：(請在「合適方格」)
Our company would like to advertise in the CMA Directory of Members 1999/2000 with the following particulars: (please ✓ if appropriate)

四色 4C ☐ 封套外頁 Outside Back Cover ☐ 封套內頁 Inside Front Cover ☐ 封套內頁 Inside Back Cover ☐ 封套內頁之鄰頁 Page Facing Inside Front Cover ☐ 目錄之鄰頁 Page Facing Contents ☐ 如欲刊登多頁，之鄰頁 Page Facing 'How to Use the Directory'

黑白 BW ☐ 全頁 Full Page ☐ 半頁 Half Page (橫 H)

光碟 CD-Rom ☐ 優惠廣告套餐 Discount Advertising Package ☐ (請加 ✓ 印刷廣告類型 please also ✓ the type of print ad.)

茲附上港幣 元 *銀行支票支票，支票號碼： 簽署 (請蓋上公司印鑑)：_____
 公海名稱 Company Name: Cheque No.: Signature (with company chop): _____
 會員編號 (若有) Membership No. (if any):
 聯絡人 Contact Person: 職銜 Title:
 地址 Address:
 電話號碼 Tel No.: 傳真號碼 Fax No.: 日期 Date:

* 郵政支票詳情請向「香港中華總商會聯合會」，或郵政支票匯款中心一併交來本會。
 * Cheques should be crossed, and made payable to 'The Chinese Manufacturers' Association of Hong Kong'. Cheques and film positives should be forwarded together to the CMA.
 地址：香港中環干諾道中 64-66 號廠商會大廈三樓 香港中華總商會聯合會及商務部 部草組小組 (電話：2542 8641；傳真：2541 4541)
 Address: 3/F, CMA Building, 64-66 Cornhill Road Central, Hong Kong
 Miss Gladys Tang (Tel: 2542 8641; Fax: 2541 4541)
 廣告查詢：萬能廣告印刷公司 李瑞錦先生 (電話：9453 6329 / 2571 3234；國文傳真：2571 3234)
 Enquiry on Advertisement: Art Link Advertising & Printing Co. Mr Thomas Lee (Tel: 9453 6329 / 2571 3234; Fax: 2571 3234)

APP2

僱員再培訓局行政總監 鄺勝仕



其所謂六大策略，包括提高課程及服務質量、擴大服務範疇、掌握人力市場最新資料、加強與僱主和有關人士合作、提高成本效益和建立良好公眾形象，藉以建立一個以市場為主導、高增值的培訓機構。

在失業率創下百分之五點八的新高，失業人數突破二十萬的情況下，僱員再培訓局新任行政總監鄺勝仕表示，七成的學員就業率並非該局唯一的目標，該局希望設計一些度身訂造的課程，能更符合僱主及人力市場的需求，並提升課程質素和受性，以增加學員的競爭能力，長遠目標是令培訓局的課程，成為市民終生學習(LIFE-LEARNING)的一部份。

在勞工工作超過二十年的鄺勝仕，擊倒眾多對手，於去年十月到培訓局履新。在經濟不景，失業率屢創新高的時

候，鄺勝仕出任這個眾人期望能協助就業的培訓局最高掌舵人，未來要面對的種種挑戰是可想而知。鄺氏接受本刊訪問時表示，要在未來三年內完成六大策略，將僱員再培訓局建立為「五星級」的培訓機構。

其所謂六大策略，包括提高課程及服務質量、擴大服務範疇、掌握人力市場最新資料、加強與僱主和有關人士合作、提高成本效益和建立良好公眾形象，藉以建立一個以市場為主導、高增值的培訓機構。

在提升課程質素方面，鄺勝仕表示，由於目前有眾多機構開辦培訓課程，導致部分課程未能統一，為了加強品質控制，「在貴精不貴多的宗旨下，我們計劃建立系統化的課程，配合未來政府的評核制度。」

他認為，在提升課程受性的步驟中，必須得到本港僱主及商會的認同，然後希望與其他培訓機構掛鉤，由職業訓練局、大專院校、專業學會及商會等擔當培訓機構，以便最終可以獲得國際考試機構認可。為達到這個目標，未來的課程

除了實務外，還要具備技術水平，務求學員活學活用，亦可配合未來加強課程延續性的大方向。「我們務求令學員完成一個課程後，可以有機會繼續修讀深造課程，以提高學員的專業水平。」

此外，鄺勝仕強調，資訊科技、語言、工作及服務態度等軟性技巧亦不能忽視，除了硬件課程知識外，這些軟性技巧亦會成為必修科目，希望加強僱主對該局學員的信心，亦可鞏固學員工作的穩定性。

至於有關人力市場及僱主合作方面，該局會成立課程指導小組，由各培訓機構共同參予研究課程，同時邀請不同行業的代表組成「行業顧問小組」，讓僱主及不同商會在課程策劃上提供意見，從而編訂切合市場需求的課程，如物業代理、辦公室助理、家務助理和電腦課程都正籌備顧問小組。

由於去年失業率急速上升，在四月至十月的短短半年間，共有七萬一千多人報讀培訓課程，較九七年上升百分之五十，學員入職率只有百分之六十九，較低於該局的七成入職率指標，但當中以為僱主度身訂造課程的入職率最高，達七成六，故該局計劃加強這類課程，鄺勝仕表示，撇除入職率不說，「最重要是令到『貨品』具有市場價值，即是畢業學員具有合

在提升課程質素方面，在貴精不貴多的宗旨下，我們計劃建立系統化的課程，配合未來政府的評核制度。

符勞動市場需求的條件，僱主自會願意聘請，學員亦容易入職及提升工作滿足感。」

他說，在勞工市場研究方面，該局除了會進行市場預測外，亦會參考統計處及政府的人力市場研究，並會與

僱主商會定期開會，該局更計劃加入僱主商會及專業協會成為會員，加強聯繫。此外，該局會與有同類勞工需求的行業共同設計課程，如目前推行的安老院員工訓練課程，便是聯同僱主一起開辦的，而正計劃開設的課程有診所助理。他希望未來透過與僱主合作而設計更多度身訂造的課程，務求提升培訓局學員的入職率至八成。

該局又會重點發展資訊科技，以加強各培訓機構之間的溝通，讓學員可以最快掌握職位及課程空缺的資料，而各區的資源中心亦加設電腦，讓學員使用。至於資訊科技課程，則分為不同層次，由中學程度的技術課程至一些較高學歷的大專學生，甚至一些管理階級但不諳電腦資訊的人士，該局也有適合的課程提供。

鄺勝仕又謂，該局希望擴大服務範疇及加強課程彈性。過去，該局提供的課程多限於三十歲以上失業人士才可以報讀，但現時青少年失業情況同樣嚴重，局方故此考慮與青少年機構合作嘗試為他們提供軟性技巧；而愈來愈多管理層失業，局方刻下正考慮為這群中層人士提供課程，包括向大專學院或培訓機構買位，提供切合需要的課程。如一些資訊科技及中國市場管理課程都在研究之列，這樣既可提高課程水準又可增加成本效益。



他強調，過去培訓局則重與就業的掛鉤，期望新的宗旨是提升學員的就業能力，輔助就業的角色交回勞工處。

政府部門作出「服務承諾」，以增強問責性。

他強調，過去培訓局則重與就業的掛鉤，期望新的宗旨是提升學員的就業能力，輔助就業的角色交回勞工處。對於改革培訓局，鄭勝仕對自己有極大的信心，因為他廿八年在政府前工商署、勞工處、前工業教育及訓練署的工作經驗及在行內的人際關係，將有助他推行改革政策。他更指自己是「專業開荒牛」，過往參與策劃的計劃包括在七十年代成立的製衣業訓練局；商業及服務業訓練委員會研究計劃；八十年代的香港管理專業發展中心；以及近年執掌職業訓練局的人力資源管理及培訓。

修讀工商管理課程，尤其着重成本效益。他指出，該局計劃修訂課程的財政預算方法及單位成本，要求制訂課程管理及會計守則，希望各培訓機構遵守。同時，該局亦會仿效

他認為，本港的經濟發展模式並不健康，製造業佔本地生產總值不足百分之十，不少香港工人流失飯碗。反觀美國及新加坡，製造業佔當地的生產總值也有兩至三成。不過，他預計本港未來將會大大減少全職職位，不少公司都會學習外國集團以合約制及兼職形式來招聘員工，故勞工必須兼具多樣技能。同時，該局亦盡量在課程中加入其他必要技巧，如電腦操作及語言訓練等，並將課程橫向發展，如家務助理課程，就可提供部份與酒店課程共通的技巧，讓學員可以在酒店及家務範疇內尋找工作。鄭勝仕的心願是希望培訓局能提供五星級水準的培訓課程，令該局成為勞動人士可以終生學習的地方。

這個宗旨十分符合鄭勝仕「終生學習」的人生哲學。多年來，他修讀了多個學位及碩士學位課程，目前仍在港大當博士研究生，研究中國式管理。他笑言這樣努力不慚，是不想與社會脫節，與子女有代溝，亦可作為子女的一個好榜樣吧！



宴請香港中華總商會

本會於二月一日設宴款接香港中華總商會(中總)，就港人的就業問題、輸入外勞、港人在內地所生子女的居港權、中小型企業面對的困難、本港金融政策，以及內地對投資港商推行的稅制等問題作出了廣泛討論，互相交換意見。

雙方出席的首腦包括兩會的正副會長、正副司庫及會長助理。本會會長梁欽榮表示，作為本港兩大商會，廠商會及中總均肩負起促進本港工商業發展的重要使命。兩會並負有社會責任，就如何解決本港社會目前各樣的困難加以研究及探討，並將有關的意見及建議作出反映，結合兩會的力量，以引起社會更大的迴響。

中總會長陳有慶對梁會長的建議深表贊同，並認為本港必須營造一個良好的營商環境，以推動本港工商業健康發展。出席會議的中總代表包括該會會長陳有慶外，尚包括副會長何世柱、黃宜弘、林廣兆、黃光漢、司庫霍震實及副司庫鄧強。而本會代表則包括會長梁欽榮、副會長葉慶忠、盧文端及會長助理林學甫。



本會於二月一日設宴款接香港中華總商會，圖為雙方出席的首腦包括本會會長梁欽榮(中)、副會長葉慶忠(左四)、盧文端(右四)、會長助理林學甫(左二)、與及中總會長陳有慶(左五)、副會長何世柱(右五)、黃宜弘(左三)、林廣兆(右三)、黃光漢(右二)、司庫霍震實(左一)及副司庫鄧強(右一)。



本會會長梁欽榮(中)與中總會長陳有慶(左)及副會長何世柱(右)於午餐上合照。

潮州市新春團拜



梁欽榮會長於會上致辭，祝願潮州市來年經濟昌盛，人民生活富足。



潮州市新春團拜會於十一月十一日假深圳舉行。本會會長梁欽榮(前排右五)、副會長陸增謙(前排左五)及其他廠商會代表應邀出席，並聯同潮州市委書記靳森良(前排中)及其他嘉賓合照留念。

1999年香港工業獎： 機器及設備設計比賽接受報名

香港工業獎比賽於1月15日開始接受參賽報名，自一九八九年設立以來，香港工業獎旨在表揚和鼓勵在不同工業範疇中有傑出表現的廠商，並向企業推廣成功典範的經驗和策略。是項比賽共分為七大類別：機器及設備設計、消費品設計、生產力、品質、出口市場推廣、環保成就及科技成就，而本會由開始至今一直主辦其中之「香港工業獎：機器及設備設計」比賽。今屆比賽的截止報名日期為四月九日。

參賽類別

一九九九年「香港工業獎：機器及設備設計」比賽之產品分為六個組別：

- 一、生產機器及設備——供生產用途而產品為完整之機器或設備；
- 二、生產工具之配件及零件——附於機器或設備上之配件及零件，用以輔助生產，提高生產效率及控制產品質素等；
- 三、科學儀器、計量儀器、控制及測試設備及其配件或零件；
- 四、辦公室文備用具(包括電腦)及通訊器材；
- 五、工業用之電腦軟件；及
- 六、雜項類。

所有參賽產品之設計研究或製造，須在截止報名日期前一年內完全或實質上在香港進行。

評審標準

參賽產品均根據其性能、創新、應用新技術、方便使用、成本效益、安全性及對環境影響予以評審。

獎項

評審委員會在每個組別中選出傑出優異之產品頒發「廠商會機器及設備設計獎」，再從全部得獎者中選出最傑出之產品頒發「香港工業獎：機器及設備設計獎」。評審委員會更會從每個組別中選出其他優良產品頒發「廠商會機器及設備設計優異証書」。

頒獎典禮

一九九九年「香港工業獎」頒獎典禮定於本年十月尾或十一月初舉行。

如有垂詢，請與香港中華廠商聯合會聯絡(地址：香港中環干諾道中64-66號廠商會大廈一字樓；電話：2545 6166；圖文傳真：2541 4541；電子郵件：atl@cma.org.hk)。

深圳海外聯誼會成立十周年暨第四屆 理事會就職典禮



深圳海外聯誼會成立十周年暨第四屆理事會就職典禮於一月十六日假深圳市舉行，本會組織了代表團，由副會長葉慶忠率領前赴深圳出席。葉慶忠副會長(右)並代表本會致送紀念品予該會副會長黃耀南(左)。

香港中國企業協會代表團



一行六人之香港中國企業協會代表團由會長朱悅寧(前排左三)率領，於一月二十一日蒞會訪問，獲本會會長梁欽榮(前排右三)、副會長林耀賢(前排右二)、陸增鏞(前排右一)、會長助理林學甫(後排左三)熱情款待。雙方代表並於會後拍照留念。

廣東省對外經濟貿易委員會訪會



本會副會長葉慶忠(右三)聯同會董李雨川(右二)、何煜榮(右一)於一月二十七日接待蒞會訪問的廣東省對外經濟貿易委員會副主任黃志雄(左三)及粵海企業(集團)有限公司公關部經理張敏(左二)，雙方並討論了「廣東山區投資環境介紹」考察團之籌備工作。

海南省儋州市代表團



海南省儋州市代表團於一月二十九日蒞會訪問，由本會會長彭顯璋(右三)、曹金霖(右二)及何煜榮(右)接待。彭會董並致送紀念品予代表團，由市總商會副會長潘汀濤(左三)代表接受。

福建省代表團



本會會長梁欽榮(前排右二)、副會長盧文瑞(前排右一)、會長助理林學甫(後排右三)及會董何煜榮(後排右二)於二月一日接待福建省貿促會代表團，並與福州市貿促會簽訂了合辦「工展會」意向書，作為日後於福州市合辦「工展會」的基礎。圖為梁欽榮會長與福州市貿促會專職副會長黃家華(前排左二)分別代表兩會簽署意向書。



檢定中心服務電話
2698 8198

美國、加拿大及英國 進口實木包裝新條例

近日美國及加拿大政府分別宣佈了進口實木包裝新條例，此項新例的目的，是防止「光肩星天牛」——一種亞洲品種害蟲，經由實木包裝材料傳入美加，但兩國分別有其獨立而又繁複的報關手續，令中港兩地商人無所適從。

美國農業部 (USDA) 宣佈由一九九八年十二月十七日起，所有由中國 (包括香港) 離境出口的實木包裝，必須經過消毒處理才可進入美國。此項新例的目的是防止一種名為「光肩星天牛」的亞洲品種長角甲蟲經實木包裝傳入美國。

這種叫「光肩星天牛」的亞洲品種長角甲蟲，源於中國、韓國、日本，成蟲會在樹幹鑽出半寸以上的圓洞，導致樹液流出並使樹木迅速枯死。由於目前並沒有有效的方法捕殺這種昆蟲，故此被「光肩星天牛」侵襲的樹木必須整株砍伐及燒毀。

根據美國農業部的調查及分析，美國境內的「光肩星天牛」由中國傳入，原因是在韓國和日本的這種害蟲已漸受控制，近幾年更近乎絕跡。反觀中國方面問題仍然嚴重，而中國從美國最主要的貿易夥伴，所以對中國進口產品包裝實施新規定，是控制「光肩星天牛」進入美國的最佳方法。



出口往美國的實木包裝，港商必須由香港任何九間在漁農處註冊的滅蟲公司，進行消毒滅蟲程序，然後將有關公司的煙薰證書，交往港府漁農處蓋印作確證。

至於輸往加拿大的非加工木製包裝材料，在進口時須附有由漁農處簽發的植物檢疫證明書，上面應註明該非加工木製包裝材料的煙薰處理資料，申請植物檢疫證明書可向漁農處植物及除害劑監理科索取。

香港現時有九間持漁農處許可證的滅蟲公司：

- 亞洲殺蟲有限公司
- 迪勤國際滅蟲有限公司
- 飛達殺蟲消毒有限公司
- 富力殺蟲有限公司
- 香港輪船滅蟲有限公司
- 莊臣集團殺蟲有限公司
- 東南亞殺蟲公司
- 百敵消毒服務有限公司
- 香港能多潔有限公司

繼美加之後，英國也採取類似措施，限制中國木質包裝貨品進口。不過，香港輸往英國的貨運則不在限制之列，新例由一九九九年二月一日起生效 (寬限期為十五天)，所有由中國進口的木質包裝材料需拆除及燒毀，此外，港口商可選擇烘乾的木材。

上述修訂條例適用於由中國輸往英國的木質包裝貨品，大陸經香港轉口的有關貨品亦受限制，英國林業委員會認為香港並無發現該蟲，因此新的限制不會影響香港出口貨物。

簽發電器產品 (安全) 規例 〔訂明產品〕之符合安全 規格證明書或測試報告



廠商會檢定中心現已成為認可核證團體，簽發簽發電器產品 (安全) 規例 (訂明產品) 之符合安全規格證明書或測試報告。

該電器規例已於一九九八年五月一日生效，所有電器產品，無論是入口或在港製造，只要是在港供應或設計作家居使用，都必須符合電器產品 (安全) 規例。

規例規定家庭電器產品在推出市場前，必須領有「符合安全規格證明書」，若有關產品屬訂明產品，需由認可核證團體簽發證明書或測試報告，方可被接納。

有關詳情可向本會檢定中心電器部或市場推廣部查詢 (電話：2698 8198)。

* 訂明產品有六類，分別為：電風扇、電燈、電電線、電線及無線電管、儲水式電熱水器。本檢定中心為客戶發給證書，其規格及規格之符合安全規格證書及測試報告。

廠商會網頁—— 工貿資訊的匯聚點

國際互聯網的商業應用和產業發展，香港中華廠商聯合會網址內容詳盡、搜羅及列載最新之工貿資訊，為本港及海外工商企業提供一個免費而便捷的交流途徑。其中「Notice Board」一欄，更讓各地企業自由刊登工貿資訊，以促進貿易、投資等合作機會。歡迎上網瀏覽廠商會網頁：www.cma.org.hk

網頁上所提供的資料包括：

- △ 本會提供予會員之服務及福利
- △ 本會全體會員公司資料
- △ 海外外僑社團資料
- △ 本會定期舉辦之研討會及訓練課程
- △ 貿易及投資諮詢服務，提供海內外買家及投資者招商資料
- △ 本會月刊「企業雄才」及會員通訊
- △ 其他本地報章及工貿機構聯繫

歡迎上網瀏覽
網址：www.cma.org.hk
電子郵件：info@cma.org.hk

* 尚欲於本會網址刊登廣告者，請致電本會助理經理黃明麗小姐 (電話：2542 8626)。

金山



上海石油化工股份有限公司塑料廠。

金山區位處上海市西南杭州灣畔，史有“控扼大海、襟帶江甬”之說，是上海通向美國、富庶的杭嘉湖平原的門戶。全區總面積586平方公里，海岸線長達23公里，人口55萬。區內座落全國著名的上海石油化工股份有限公司。

工業概況

改革開放給金山經濟的發展帶來了巨大生機。工業發展迅速，成為本地經濟發展的支柱。在化工、輕工機械、輕紡服裝、電子、醫藥、暖通設備、食品加工等方面形成一定規模；農業產品豐富，是上海市著名的農副產品生產基地；第三產業日趨興旺，為經濟的騰飛注入了新的活力。

上海化學工業區位於金山南翼的杭州灣畔，其開發是上海經濟發展的重大戰略舉措，為二十一世紀上海新的經濟增長點。在沿海已有10多平方公里工業規劃用地的基礎上，又成功地於一九九六年圍海造地10平方公里，使之成為規劃面積20平方公里，以石油化工為主的現代化、多功能、綜合性的特大型化工工業基地。

交通設施

金山交通發達，通杭鐵路、金山鐵路支線穿越南北，擬建中的通東鐵路支線在區內東部接軌；公路交通已初步形成“三縱”（亭衛公路、松金公路、同三國道新衛路段）、“五橫”（亭楓、呂宋、廊張—張漕、杭金—閘金快速幹道、老嘉杭公路）的公路交通網絡。金山擁有23公里的海岸線，有可建約100個萬噸級深水泊位的岸段，具有良好的港口開發條件，可建成上海市重要的貨主碼頭基地。目前區內已建有申甬車客渡碼頭、化工品碼頭和煤碼頭。

農業發展

金山具有良好的農業基礎，是上海糧食、油料、蔬菜、肉類和瓜果等農副產品的主要生產基地之一。糧、油、肉的生產分別佔全市總產量的13%、26%和10%。淡水養殖、花卉栽培等行業亦有良好發展。豐富的農業資源，使金山農業產業化特別是食品工業的發展具有廣闊的前景。

金山現有農業用地52萬畝，其中耕地面積45萬畝，是上海市郊糧食和油料的主產區，每年提供商品糧11萬多噸，商品油近3萬噸，居市郊首位。

投資環境

金山通訊便捷，自動化電話交換機總容量已達10萬門，平均每百人擁有電話18部。無線尋呼、移動電話日益普及，為經濟建設架起了現代化「空中橋樑」。

金山電力充沛，現有220KV變電站1座、110KV變電站2座、35KV變電站13座，供電能力可達15億千瓦時，目前全區年售電量為5.5億千瓦時。

金山的供水排水設施完善。水廠日供水量達20萬噸，全長19公里的污水排水工程，日處理排放污水10噸；液化氣供應充足，儲配站和供應站星羅棋布，形成了儲運、灌裝、供應、銷售等服務體系。

金山的經濟服務機構已趨齊全。金融事業發展蓬勃，銀行、保險業迅速崛起，經濟信息中心、技術諮詢機構、外經服務公司等部門的設立，又為金山經濟的發展創造了良好的條件。

隨著改革開放的不斷深入和工業的推動，金山的地方工業經濟發展迅速。一九九七年，全區完成工業總產值106億元人民幣，基本形成了各具特色的機械製造、輕工電子、醫藥化工、食品加工、紡織服裝、新型建材等六大優勢行業。

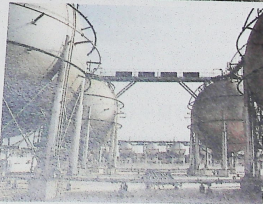
外資企業得到了健康發展。目前，該區與全世界20多個國家和地區保持良好的經濟合作關係，已開設外商投資企業400多家，協議利用外資6億美元，其中260多家企業已投產見效，絕大部分企業均取得滿意的經濟效益。一九九七年，外商投資企業工業總產值達44億元人民幣，佔全區工業總產值的42%，出口商品總交值24億元人民幣，佔全區總交值的75%。

民營企業發展迅速，在針織內衣、領帶、絲織腰帶、暖通設備、箱包等行業中佔有一席之地。到一九九七年底，全區民營企業工業總產值已達10億元人民幣，佔全區工業總產值9%。

根據金山大化工的功能定位及由此帶來的原料、公用工程和人才等優勢，金山區的鄉鎮企業、區屬企業將依托大化工基地優勢，主動爭取大工業的轉移，將重點發展化工及醫藥類相關工業；現有的塑膠手套、表面活性劑、助劑、溶劑、大輸液等項目尚有待於進一步擴大規模、開發新產品、實施新項目。同時，根據現有的工業基礎和為大化工服務配合的需要，還將大力扶持和發展機電工業；調整提高紡織服裝工業；加速發展食品工業；優化提高建材工業，使工業經濟結構有較大的改善。

服務機構

上海實業集團有限公司
地址：香港軒尼詩道48-62號
上海實業大廈10字樓
電話：2866 3918
傳真號碼：2866 3986



（上圖）1998年底與通杭高速公路相連的同三國道新衛路段。
（下圖）金山液化氣儲配站。

荷蘭



(左)阿姆斯特丹的史基浦機場是全歐洲貨運量第三大機場。
(中)全歐洲最大的鹿特丹港。
(右)荷蘭的公路網結實通達整個歐洲。

受到亞洲金融風暴的影響，愈來愈多本港公司轉向歐洲市場以增強其出口業務。與此同時，歐盟自一九九三年成立以來，歐洲各國之間的界線隨之消失，出現更為龐大的市場。決意進軍這個單一市場的跨國企業，對於後勤服務的需求便有新的定義。

基於這些因素，兩大發展趨勢應運而生。第一是分銷業務集中到單一歐洲基地；其二就是將貨物儲存以至營銷等門類日增的後勤服務外發的趨勢日益普遍。

尤其是向歐洲銷售貨品的亞洲及美國公司，將資源集中到單一貨倉及分銷中心，對於覆蓋整個歐洲市場更為有利，因為可以帶來經濟規模效益，減輕經營成本及減省人手和資產方面的開支。此外，將設施集中起來，亦加強貨物的流通性，更迅速地處理訂單，並可改善客戶服務。

「歐洲分銷中心」

由於荷蘭擁有地利之宜，因此是公司企業成立「歐洲分銷中心」首選之地。根據荷蘭國際分銷局(HDC)所作的一份調查報告，955個由亞洲及美國公司成立的「歐洲分銷中心」當中，535個以上是以荷蘭為基地，多個國際馳名品牌如Reebok、Canon、Acer、Compaq、Calvin Klein及IBM

等都接連在荷蘭設立歐洲基地，荷蘭的吸引力可見一斑。

事實上，香港和中國大陸分別已有超過30家和40家公司在荷蘭設立了其歐洲基地，產品類別由玩具以至電子及成衣製品，這些公司包括Afasia Group、聯想控股、三商行國際、偉易達，而中國公司則有China Hunan Chem Europe BV及China Resources Europe BV等。

此外，荷蘭擁有先進的交通建設設施，例如全歐洲最大的鹿特丹港，既方便進口貨運，亦使到歐洲的分銷業務更具效率；而阿姆斯特丹的史基浦機場更在全歐洲貨運量排列第三位。

荷蘭的法例靈活、稅制寬簡，有利商界發展，而且荷蘭人英語流利兼富生產力，加上在後勤服務管理方面的獨有經驗，荷蘭正吸引愈來愈多亞洲的中小企業。由於亞洲金融危機，這些企業當中不少正將注意力投向歐洲市場。

後勤服務基地

當一家公司選擇將後勤工作外發給第三者供應商處理，他們便可以集中發展本身的核心業務，外發後勤工作給供應商，公司本身毋須注入資金，又可減低風險和營運成本，更可靈

活運用公司的人手和空間，對於有意發展歐洲業務的中小企業尤其吸引，現時三分之二由美國公司設立的「歐洲分銷中心」都是將後勤工作外發，日本公司外發的比率為五分之三，而台灣更是全部外發的。

由於荷蘭的後勤服務發展成熟，對處理外發後勤工作經驗豐富，所有主要的跨國後勤服務公司均於荷蘭設立辦事處，其中包括Nedlloyd、Danzas、Kühne and Nagel、AEI、TNT、DHL及Nippon等。

供應商提供增值服務是現今後勤服務的其中一大發展趨勢。所謂「增值後勤服務」範圍相當廣泛，不單是傳統的倉儲或分銷，更包括有裝配、質量控制、測試、維修、包裝及因應需要所提供的服務。

最佳的例子便是美國電腦巨人惠普，該公司在荷蘭設立分銷中心以處理雷射打印機生產的增值工序，惠普從日本及意大利輸入零件，而最後在距離阿姆斯特丹東南面50米的Amersfoort進行裝配、組件及測試，然後運送給歐洲的客戶。於是，新產品得以在更短的時間內推出市場。以這一例子而言，「增值後勤服務」便可以對市場或附屬市場作出具成本效益及迅速的回應。



「增值後勤服務」既可減低成本；同時有助提升服務質素，是未來的必然發展趨勢；而荷蘭正是發展這一類服務的先驅。

如有任何查詢，請致電2523 5317或傳真2523 6440與荷蘭經濟部外商投資局聯絡，此為一官方機構，專門協助有興趣到荷蘭成立或擴展業務的外商，提供免費的專業顧問服務。

(資料：荷蘭經濟部外商投資局)

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電腦軟件業蓄勢待發

香港政府銳意推動資訊科技業，除成立了資訊科技及廣播局外，並於立法會選舉增設資訊科技界功能組別，以及增加了對香港生產力促進局軟件業資訊中心的撥款。

事實上，不論政府是否給予援手，香港軟件業都正不斷茁壯成長，現時，香港約有六百五十家軟件公司，其中八成為本港公司，其餘包括在港設有辦事處的跨國大企業。

這些本港公司的開業時間大多少於十年，而平均每家公司僱用了二十一名員工。雖然電腦軟件業的歷史尚短，而且只有約一萬三千名從業員，但據調查顯示，去年香港在資訊科技方面的消費高達六十億港元。

電腦系統出現危機 刺激企業投資科技

千年蟲的禍根埋於七十年代。當時，電腦記憶體的容量十分珍貴，程式編寫員只用雙位數字來代表年份，電腦程式和晶片都將「99」讀作一九九九年，「98」則讀作一九九八年，如此類推。是以當電腦顯示「00」年份時，程式便會當作一九零零年而非二零零零年，問題隨之誕生。全球電腦專家預料，假如電腦讀取年份的模式未能糾正過來，災禍將會接踵而來，例如停電、航空交通失控、銀行賬項混亂和通訊號失靈等。

據估計，全球用於探測、修正和更換電腦系統的開支，將會高達六千億美元。香港方面，政府預料將動用五億元港幣來解決千年蟲問題。專家預測，假若將私營機構的開支也計算在內，總支出更高達一百億元。

美國早已著手防範千年蟲，但本港的公司近年才開始察覺到這個問題。據調查發現，近四成公司不知道有千年蟲問題，而獲悉問題存在的公司，大多都是一知半解，或忽略了問題



PrimaVision 系統備有財務報表、基本檔案、布料創作及分色等功能。

的嚴重性。該項調查亦顯示，本公司一方面缺乏處理千年蟲問題的技術知識，另一方面又不願意投入時間和人力去解決問題。政府方面，已展開了大型宣傳運動，透過互聯網、研討會和資料單張，向香港工商界解釋何謂千年蟲，同時提供支援服務為業者解決問題。

香港盜版活動猖獗 業界發展專用軟件

香港盜版活動猖獗，也是軟件發展商必須面對的難題。要解決問題，除了由海關不斷打擊不法商人外，軟件發展商的能力有限，業者惟有專門發展服務和會計系統等需要度身訂造的專用軟件，而放棄現成的應用工具。例如本港一些遊戲軟件發展商，選擇向外地公司授子程式的特許經營權，讓其為產品包裝，在世界各地甚至香港本土分銷產品。

儘管面對困難重重，香港資訊科技業亦有不少利好因素，其中包括政府對資訊科技的重視；千年蟲問題令公眾加深認識資訊科技的價值；電腦用戶需要新軟件以配合不斷更新的電腦；以及電子商業活動如電子購物、電子銀行、電子資料聯通、智能卡等的普及。

金融風暴有利發展 電腦用戶改善設備

香港的軟件顧問業者亦對前景十分樂觀，市場研究結果顯示，儘管亞洲經濟不景，但亞太區的資訊科技業將持續發展。今後五年，區內資訊服務業的每年複合增長率預期可達百分之二十四，較全球增長率的百分之十五高出九個百分點。

企業亦普遍認同資訊科技的重要性，是以一些擁有龐大市場的公司，將不會大幅削減資訊科技方面的開支。

金融風暴前，本港公司多選用較為昂貴的外國軟件，但隨著經濟環境轉差，這些公司現已紛紛轉用較廉宜的本土軟件和服務。這些軟件供應商除了收費較廉宜外，在提供客戶服務方面亦較為優勝。

(資料：香港貿易發展局)

《廣告法》 加強監管廣告



為配合市場經濟中廣告管理和廣告活動的要求，全國人大常委會於九四年十月正式通過由國家工商行政管理局負責起草的《中華人民共和國廣告法》，並於九五年二月起實施。

為了使《廣告法》能貫徹執行，國家工商行政管理局制定了不少配套法規包括《廣告顯示屏管理辦法》、《印刷品廣告管理暫行辦法》、《食品廣告發布暫行規定》、《房地產廣告發布暫行規定》、《廣告審查員管理辦法》、《廣告投訴舉報處理工作規定》等，適用於全國。另外，各省、市也頒布了一些有關廣告的地方性法規。九七年十一月，國家工商局並發布了全國通用的《廣告經營資格檢查辦法》，所以，現時國內關於廣告的法規可謂相當全面。

《廣告法》的主要內容是：

- 一、《廣告法》之應用對象以限於商業廣告，規範所有以廣告形式發布經濟信息的活動，至於通過新聞或者其他非廣告形式(如展銷會)傳播經濟信息的行為，則並不包括在內。
- 二、廣告活動應當遵守的基本原則，分為一般標準和特殊要求兩種：

一般標準：內容必須真實，不能以不正確內容來欺騙和誤導觀眾；不可宣揚淫穢、迷信、恐怖、暴力、醜惡的訊息以及敗壞社會良好風氣；不得含有民族、種族、宗教、性別歧視及損害國家、民族的利益和尊嚴之成份等等。

特殊商品廣告的要求：主要是針對藥物、醫療器械、農藥、化妝品、食品、煙酒等涉及人體健康及人身財產安全的商品廣告而訂的特殊規定，例如煙草廣告必須標明「吸煙有害健康」。

三、廣告活動的監督管理：

1. 監督管理機關由全國各級工商行政管理局擔任。
2. 廣告經營者和廣告發布者應具備一定的資格標準，須經監督機關審查登記方可從事廣告活動。
3. 違反廣告法的行為須按法定程度而負民事責任、行政責任或刑事責任。

(資料：香港貿易發展局)



廈門新廈林立，發展商利用大型廣告牌積極宣傳。



創業發展中心

香港自從受到亞洲金融風暴影響以來，不少企業倒閉，失業率持續高企。為謀出路，不少初出茅廬的畢業生或富有工作經驗的失業人士都興起創業的念頭。

不過，有志創業的人士先要小心考慮投資哪一個行業？有關行業的市場潛力怎樣？租金、工資及管理營運成本又應如何計算？所需要的開業資金和投資回報期也必須審慎計算清楚。

在經濟逆轉的情況下，特區政府也鼓勵失業人士嘗試創業，工業署服務業支援資助計劃撥款資助職業訓練局轄下的香港管理專業發展中心成立「創業發展中心」。

「創業發展中心」於一九九八年十二月七日正式啟用，為有志創業人士，提供創業資料與意見，協助建立商業連繫網絡，以及供應基本辦公室設施，以減輕企業成立初期的開支及風險，讓創業人士得以提高成功機會，創造就業及財富。據中心發言人表示，中心由落成啟用至今已有一百五十名定期性用戶（收費見表一），相信需求會日漸增加。

中心內提供先進的辦公室設施及基本的秘書服務，所有有關成立企業的參考資料、應用表格及自學教材都一應俱全。中心的資料庫內，亦收藏了有關經營管理的書籍、雜誌和工商目錄等參考資料，供創業人士查閱。

中心內還設有資深中小型企業顧問，可為創業人士提供免費的商業、法律、會計、財務等意見。

創業發展中心是一個孕育企業的基地，幫助有志運用工作經驗及專業知識的人士，創出一番事業。有意參觀或使用創業發展中心者，歡迎向下列工作人員查詢：

地址：香港灣仔道二十七號職業訓練局大樓十樓

開辦時間：上午9:00至晚上8:00（星期一至星期六）

查詢電話：2836 1826（鄧宏彬先生）

2291 3322（何佩兒小姐）

收費表（每期三個月）	
用戶類別	月費（港幣）
一、不佔用辦公室之登記用戶	\$500
二、流動辦公室用戶	\$1,000
三、固定辦公室用戶	\$2,000
四、固定辦公室、電腦及寬頻網絡用戶	\$3,000

（表一）

理工大學提供免費招聘網頁

香港理工大學一向致力於培訓人才，以配合工商及專業人力需求。今年六月中開始，各學系將有超過四千名全日制畢業生離校就業，而於六月初至九月中，亦有超過五千名學生可於暑期工作。各機構若有職位空缺，可將招聘詳情以傳真（2774 5226）或透過網上直接刊登廣告（<http://www.polyu.edu.hk/recruit>）送達該校，如有垂詢，歡迎聯絡：

黃雪明小姐

電話：2766 6793

電郵：saswong@inet.polyu.edu.hk

劉林月明女士

電話：2766 6790

電郵：satina@inet.polyu.edu.hk

九龍紅磡香港理工大學學生事務處輔導部電話號碼為2766 6800。

研討會／訓練課程

日期	項目	地點	主辦機構	聯絡人／電話及傳真
一九九九年				
三月十五至十九日	團隊之建立與領導技巧	旺角銀行中心	香港生產力促進局	電話：2780 8251 傳真：2770 7902
三月十一日	財務數據分析	灣仔職業訓練局	香港管理專業發展中心	簡思良先生 電話：2836 1891 傳真：2572 7130
三月十三至二十七	Introduction to Windows 98	九龍塘生產力大樓	香港生產力促進局	電話：2788 5923 傳真：2788 5011
三月十五日	時間管理	灣仔職業訓練局	香港管理專業發展中心	簡思良先生 電話：2836 1891 傳真：2572 7130
三月十五至三十一	原字設備工程文憑課程 單元一：通風及空調工程	九龍塘生產力大樓	香港生產力促進局	電話：2788 5923 傳真：2788 5011
三月十七至十九日	管理發展導師課程	灣仔職業訓練局	香港管理專業發展中心	黎景培先生 電話：2836 1828 傳真：2572 7130
三月十九至二十日	「TOC生產管理之精英」課程	旺角銀行中心	香港生產力促進局	電話：2780 8251 傳真：2770 7902
三月十九至二十一日	談判技巧(粵語)	灣仔職業訓練局	香港管理專業發展中心	簡思良先生 電話：2836 1891 傳真：2572 7130
三月二十三至二十六日	管理培訓導師課程(一)	灣仔職業訓練局	香港管理專業發展中心	陳樹均先生 電話：2836 1823 傳真：2572 7130
三月三十日	推行組織變革	灣仔職業訓練局	香港管理專業發展中心	何翠珊女士 電話：2836 1824 傳真：2572 7130

新會員 NEW MEMBERS

永遠會員 PERMANENT MEMBERS

雅詩美展覽工程有限公司
董事總經理：黃健強
業務：展覽承造及設計
Arts & Sales Exhibition Contracts Ltd.
Managing Director: Mr Peter Wong
Nature of business: Exhibition contractor and designer

時代展覽
項目經理：伍榮輝
業務：展覽承造及設計
Conceptual Design & Contracting Co.
Project Manager: Mr Patrick Ng
Nature of business: Exhibition contractor and designer

普通會員 ORDINARY MEMBERS

維仙草
業主：廖廣明
業務：食品及飲料
Sole Proprietor: Ms Tong Yuen Ming
Nature of business: Food & drinks

ERS
經理：潘光基
業務：鐘錶製造及出口
Manager: Mr Chung Siu Kai
Nature of business: Watch & clock manufacturing and export

源信木器有限公司
經理：陳運泰
業務：木器傢俬製造及出口
Luk's Woodware Ltd.
Manager: Mr Estelle Luk
Nature of business: Wooden furniture manufacturing and export

三和貿易公司
業主：黃松松
業務：食品及飲料
Sama Trading Co.
Sole Proprietor: Mr Chik Yue Chung
Nature of business: Food & drinks

金龍銅業有限公司
董事：黎泳健
業務：建築材料及傢俬
Golden Dragon Brass Ltd.
Director: Mr Chak Wing Hung
Nature of business: Building material & furniture

群興有限公司
執行董事：林乃豐
業務：建築材料
Mutual Prosper Co. Ltd.
Marketing Director: Mr Lam Lai Ling, Francis
Director: Mr Lam Yu Fung
Nature of business: Building material

卓斯文金器有限公司
董事：黃鴻海
業務：手工藝品、食品及玩具
Treasure Island Enterprise Co. Ltd.
Director: Mr Yuen Chau Hoi
Nature of business: Handicrafts, food and toys

嘉寶時製衣
會計：李麗紅
業務：成衣製造及出口
IPO Fashion Factory
Accountant: Ms Lai Lai Hung
Nature of business: Garment manufacturing and export

源信有限公司
總經理：陳啟華
業務：成衣製造及出口
Hoyee Ltd.
Shipping Manager: Ms Chan Chi Wa Candy
Nature of business: Garment manufacturing and export

智成寶石公司
經理：黃智新
業務：寶石飾物製造及出口
Chi Shing Gem Co.
Manager: Mr Wong Chi Ping
Nature of business: Gem accessories manufacturing and export

永仁生(香港)有限公司
廣告及推廣經理：李錫儀
業務：藥品製造及出口
Eu Yan Sang (HK) Ltd.
Advertising & Promotion Manager: Ms Ella Lee
Nature of business: Pharmaceutical products manufacturing and export

先世海綿製品有限公司
董事：邱天成
業務：海綿產品製造及出口
Prepack Sponge Products Co. Ltd.
Director: Mr Yau Tin Shing
Nature of business: Sponge products manufacturing and export

威俊建築公司
董事：林錦豐
業務：樓宇建築及翻新
Wai Chun Construction Co.
Director: Mr Lam Yu Fung
Nature of business: Building construction and maintenance

力嘉國際集團有限公司
董事：馬偉武
業務：紙品印刷及出口
Luk Ka Int'l Ltd.
Chairman: Mr Ma Wai Mo
Nature of business: Paper printing and export

利信傳媒有限公司
董事：許瑞興
業務：廣告代理及承辦、電子螢幕顯示系統製作
Intermarket Media & Promotions Ltd.
Managing Director: Mr Tony Hui
Nature of business: Media advertising agent and electronic display system manufacturing

科源(亞洲)有限公司
董事總經理：陳少雄
業務：金屬及塑膠模具製造、機械及設備
Golden Tech (Asia) Ltd.
Managing Director: Ms Chan Siu King
Nature of business: Metal and plastic moulds manufacturing, machinery and equipment

贊助會員 ASSOCIATE MEMBER

長友國際貿易公司
經理：許榮
業務：百貨零售
Nagiomo International Trading Co.
Manager: Mr Hui Fel
Nature of business: Wholesale & retail

洽談會／展覽會

日期	項目	地點	洽談會／展覽項目	主辦機構
一九九九年				
三月九日至十一日	中東玩具展覽會	迪拜世界貿易中心	各類文具、玩具、禮品、書本、成衣等	香港貿易發展局 鄭錦麟先生／楊恩印先生 電話：2584 4153 / 2584 4429 傳真：2584 0249
三月九日至十二日	The 24th International Food and Beverage Exhibition	東京Nippon Convention Centre	各類食品及飲料	香港貿易發展局 Ms Shirley Lee / Ms Eva Leung 電話：2584 4500 / 2584 4507 傳真：2511 5687
三月十四日至十八日	第二十四屆國際春季交易會99	迪拜世界貿易中心	各類貿易產品及服務	AI Fajer Information & Services 電話：(971-4) 377727 傳真：(971-4) 378788
三月二十二日至二十五日	第十二屆製衣工業展覽會99	香港會議展覽中心	各類製衣工藝設備、配件、物料及服務	紡織展覽公司 電話：2763 9011 傳真：2341 0379
三月二十三日至二十六日	第二屆上海國際木工機械展覽會／第二屆上海國際傢俱、配件及生產設備展覽會	上海展覽中心	各類木工機械、傢俱、配件及生產設備	雅式展覽服務有限公司 電話：2811 8897 傳真：2516 5024
三月二十四日至二十六日	科技世界99	香港會議展覽中心	電子通訊設備、電腦軟件、微型電子零件、科技合作及投資、多媒體	香港工業科技中心 電話：2784 2609 傳真：2789 4261
三月二十四日至二十七日	第八屆中國國際服裝服飾博覽會	北京中國國際展覽中心	各類紡織品、服裝、飾物、手袋、鞋類、化妝品及與時俱進的刊物和產品	香港貿易發展局 馮先生／余麗儀小姐 電話：2584 4165 / 2584 4532 傳真：2824 0249 / 2511 5687
三月三十日至四月一日	Food Ingredients Asia 99	新加坡國際會議展覽中心	各類食品配料生產商及供應商	博覽有限公司 電話：2827 6211 傳真：2827 7831

WORK PLAN OF CMA IN 1999

The work of the Association in 1999 is divided into two areas. In the international perspective, in addition to promoting the communication and exchange between Hong Kong and the Mainland China, the Association is also devoted to strengthening the coordination of people as well as economic cooperation of the Mainland China, Taiwan and Hong Kong. At the local level, major effort will be put in the organization of the 34th Hong Kong Products Expo; continuous promotion of the development of the SMEs; and reinforcement of the linkage with local trade associations and labour unions.

PROMOTE THE COMMUNICATION AND EXCHANGE BETWEEN HONG KONG AND THE MAINLAND CHINA

Increase Understanding By Organizing Exchange Programmes — To increase the Mainland people's understanding of their Hong Kong counterparts, on the one hand, the Association will proceed to organize training courses for government officials and corporate executives and meet with delegations from the Mainland. On the other hand, the Association also plans to organize a mission to Beijing for people of various local sectors with the Chinese Overseas Friendship Association for the first time this year. By adopting a two-way approach, it is hoped that better understanding and closer cooperation between people of both places will be resulted.

Send High-level Delegation to Jiangxi and Guangxi Provinces — To assist Hong Kong and overseas investors in exploring investment opportunities and utilizing the abundant natural resources and huge local market of the central and western region of the Mainland, the CMA will continuously organize missions to provinces and cities in the region. Our plan this year is to visit the Jiangxi and Guangxi provinces. In

addition to practitioners of industry and trade, representatives from the banking sector, Taiwan and foreign investors and businessmen will also be invited to join the missions.

Organize the Hong Kong Products Expo in the Mainland — With the generous support of the Guangdong Government, Ministry of Foreign Trade and Economic Cooperation and active participation from Hong Kong manufacturers, the Hong Kong Products Expo made its debut in the Mainland last year. Following the Expo in Guangzhou, the Association is liaising with many provincial governments such as Hebei and Sichuan for holding the event in the provinces. The CMA has also signed a letter of cooperative intent with the Beijing and Fuzhou provinces. Meanwhile, the Association is closely examining the feasible ways of organizing a second Expo in the Mainland.

STRENGTHEN COORDINATION OF PEOPLE AND ECONOMIC COOPERATION OF THE MAINLAND CHINA, TAIWAN AND HONG KONG

The 6th Conference on "Trade and Economic Cooperation Between the Mainland, Taiwan and Hong Kong" — The 6th Conference will be held this December in Taipei. Guests to be invited include local industrial and trade leaders, Chairman and Vice-Chairmen of the Hong Kong Chinese Enterprises Association, top executives of local Chinese enterprises, as well as scholars. This year's Conference will focus on more practical issues.

International Conference on the Development of SMEs — The Association, in collaboration with the All-China Federation of Industry and Commerce (ACFIC) and the Taiwan Chamber of Commerce and Industry (TCCI), has initiated to organize an international conference focusing on the development of SMEs. The conference, to

be held in Shanghai this June, aims to promote the exchange of the trade and industry of the Mainland China, Taiwan and Hong Kong; to share the successful experience; as well as to increase people's awareness of the importance of SMEs to the economy. The Association and TCCL will send delegations to participate in the Shanghai conference.

Promote Agricultural Cooperation between the Straits and Hong Kong — In the preceding conferences on "Trade and Economic Cooperation Between the Mainland, Taiwan and Hong Kong", delegates of the CMA, ACFIC and TCCI discussed intensively on how to commence cooperation of the Straits and Hong Kong on agricultural products processing and machinery. To realize the cooperative intent, the Association has initially planned to select a piece of land in Fujian as a trial base for the three different places to jointly invest on items such as quality agricultural products and processing.

Strengthen the Communication of Youth Groups & Women's Associations — The CMA Youth Committee and Ladies' Committee will join hands with other youth groups and women's associations in the Mainland and Taiwan to organize seminars and forums to promote understanding and cooperation of people of the three places.

THE 34TH HONG KONG PRODUCTS EXPO

Building on the success of last year's Expo at Tamar Site, the Association has resolved to use the site again for the 34th Hong Kong Products Expo scheduled for December this year to January 2000. With a view of promoting trade and tourism of Hong Kong, the 34th Expo will be part of a series of programmes to celebrate the millennium. Apart from traditional exhibition booths, the Association also plans to set up exhibition halls for select industries; to invite Taiwan and overseas manufacturers and traders to take part in the Expo; as well as to organize more fun-filled celebration programmes for the public.

PROMOTE THE DEVELOPMENT OF SMEs

Earlier this year, the Association submitted a report to the Government on the suggestions of the trade to improving the Special Finance Scheme for SMEs and urged the Government to quickly make the adjustments. The Association also succeeded in applying the Government's "Industrial Support Fund", which will be used to implement an industry support scheme on "ISO14001 Environmental Management System for Small- and Medium-sized Enterprises from Selected Target Industries" and the "ISO9000 Application Task Force Programme for Small and Medium Manufacturing Enterprises". The objective of these programmes is to enable manufacturers in Hong Kong to improve their product quality and management standards so as to cope with the new requirements of the international market and maintain competitiveness.

STRENGTHEN THE COOPERATION WITH LOCAL TRADE ASSOCIATIONS AND LABOUR UNIONS

The Association strives to strengthen its linkage with local trade associations and labour unions. Through closer cooperation and more frequent contact with these organizations, the Association hopes the combined strengths will help speed up the economic recovery. A couple of meetings were held earlier by the Association with Hong Kong Federation of Trade Union to exchange views on employer and employee relation, employment issue and the long-term economic development of Hong Kong. In addition, the Association also reached consensus with the Chinese General Chamber of Commerce and Chinese Enterprises Association on further increasing the cooperation with each other. The three associations will put their heads together on pivotal social and economic issues and will jointly submit their comments and suggestions for the review of the authority.

The 5th "Mainland China, Taiwan and Hong Kong's Trade and Economic Forum"



The 5th Mainland China, Taiwan and Hong Kong Trade and Economic Forum was held on 17 December, 1998.

Jointly organized by the CMA, the All-China Federation of Industry and Commerce (ACFIC) and the Taiwan Chamber of Commerce and Industry (TCCI), the 5th "Mainland China, Taiwan and Hong Kong's Trade and Economic Forum" was held in Hong Kong on 17 December, 1998. The forum aims to provide a platform to discuss ways to promote and strengthen trade and economic co-operation between Mainland China, Taiwan and Hong Kong.

As preceding forums, prominent representatives from the industrial, commercial and academic sectors of the three regions were invited to discuss and exchange views on trade and economic issues of common concern. Two delegations led by ACFIC Chairman Mr Jing Shu Ping and TCCI Chairman Mr Hsui Sheng Fa respectively also took part in this forum. In addition, Assistant Minister of the Ministry of Foreign Trade and Economic Cooperation Mr An Min was also invited to deliver a keynote speech in the luncheon talk. Prior to the forum, principal leaders of the CMA, ACFIC and TCCI met with the HKSAR Chief Executive Mr Tung Chee-Wah to discuss matters on cooperation of the three regions on 15 December, 1998.



Chief Executive of the HKSAR Government Mr Tung Chee-Hwa (2nd from left) met with CMA President Mr Herbert Liang (2nd from right), Chairman of ACFIC Mr Jing Shu Ping (1st from left) and representative of TCCI Mr Chang Pen Jao (1st from right) on 15 December 1998.

Mainland China, Taiwan and HKSAR's Trade and Economic Cooperation Forum

The forum was held in the Furma Hotel on 17 December, 1998. Secretary for Trade and Industry Mr Chau Tak-hay was invited to give opening remarks on the occasion. CMA President Mr Herbert Liang, ACFIC Chairman Mr Jing Shu Ping and TCCI Chairman Mr Hsui Sheng Fa also addressed the audience during the opening ceremony.

Speaking at the forum, Mr Herbert Liang said that the Straits and Hong Kong are major trading partners to each other. Hong Kong and Taiwan are the largest and the third largest sources of foreign investment in Mainland China, totaling more than 60% of foreign direct investment in the mainland. However, trade and economic activities between Mainland China, Taiwan and Hong Kong have undergone a sluggish in recent two years. In agreement of the mainland's foreign investments, portion from Hong Kong went down from 59% on average during the period of 1990 to 1995 to 38% in 1996 and further to 36% in 1997. Those from Taiwan also dropped from 8% on average during the period of 1990



Secretary for Trade and Industry of the HKSAR Government Mr Chau Tak Hay addressed the opening ceremony of the Forum.

to 1995 to 7% in 1996 and 5.5% in 1997. Hong Kong's and the mainland's import and export experienced a steady annual double digital growth from 1979 to 1995. But the growth rate has declined to 6% in the recent couple of years. Re-exports of Mainland China and Taiwan through Hong Kong suffered from a negative growth in 1996. In 1997, re-exports of Mainland China and Taiwan slightly rebounded by 1.4% but it was still far below the double digital growth in the years before. All of these signified the beginning of modification for new direction of trade and economic growth in the three regions after their long rapid development. The forum aimed to discuss ways of reinforcing trade and economic cooperation and development of the three regions in order to strengthen the common interests of the three regions.



CMA President Mr Herbert Liang (left), Chairman of the ACFIC Mr Jing Shu Ping (middle) and Chairman of the TCCI Mr Hsui Sheng Fa (right) delivered opening remarks at the Forum.



Scholars and professionals from Mainland China, Taiwan and Hong Kong spoke at the Forum.

"Under the influence of Asian financial crisis, exports of Taiwan and Hong Kong experienced a sharp fall of 9% and 5% respectively in the first ten months of 1998 while Mainland China only experienced a 1.3% slight increase as compared to the corresponding period last year. In face of the common challenge, Mainland China, Taiwan and Hong Kong need to further strengthen cooperation and make

better use of the integrated advantages of the three regions to tide them over, as well as pave the way for their development in the 21st century", said Mr Liang.

"In face of the growing economic globalization and ever-changing international economic scene as well as individual needs of economic development in the three regions, it is of utmost significance to step up mutual cooperation of the three areas.

The Strait and the HKSAR are currently one of the most active economies in the world. The speeding up of economic development and market potential in the Mainland China has been universally noticeable. Being members of the "Four Little Tigers of Asia", Hong Kong and Taiwan also play very significant part in the world economy. Mainland China, Hong Kong and Taiwan have their own competitive edges and development needs. The close economic tie and effective cooperation between the three regions contribute a promising prospect for them," said Mr Jing.

In his remarks, Mr Hsui Sheng Fa said that the trade and economic cooperation between the Strait and the HKSAR has been established on a solid foundation after collecting 10 years' experience. This annual regular forum plays a pivotal role in reinforcing trade and economic cooperation between the Strait and the HKSAR.

"In addition to the successful land reform policy and research and development of agricultural technology, agricultural mechanization is also a contributing factor for the achievements of Taiwan's agricultural development over the past 50 years. Taiwan has valuable experience in operation of agricultural machinery in the agricultural production. Agriculture and cereals have been a major project for cooperation between Mainland China and Taiwan," he said.

He continued, "The reform of state-owned enterprises has been implemented in Taiwan for a decade. As a result, some extensive public utilities achieved privatization and enhanced the efficiency of operation. Experience gained in tackling issues of redundancy and assets arrangement in privatization of Taiwan's state-owned enterprises can be a reference for reform of state-owned enterprises in Mainland China."

At last year's forum, Director of Economic Research Centre of the Taiwan University Mr Chen Ming Chien and Associate Professor of Department of Business Studies of the Hong Kong Polytechnic University Miss Lau Pui King delivered speeches on the topic of "Current Status, Development and Cooperation in Agricultural Machinery Industry". Another topic was "the Reform of State-Owned Enterprise and Cooperation Opportunities." Speakers included Director of the Economic Research Centre of Chung Hsing University Mr Chou Tien Cheng and Director of Centre for Economic Development of Hong Kong University of Science and Technology Dr Francis Lui. The forum was well-received with more than 100 representatives from the industrial and business sector, financial sector of the Strait and the HKSAR attending.

Keynote Speech by Assistant Minister of the Ministry of Foreign Trade and Economic Cooperation Mr An Min

Assistant Minister of the Ministry of Foreign Trade and Economic Cooperation Mr An Min was invited to give a speech during the luncheon to introduce the latest foreign trade and economic condition and policy concerned in China. Mr An said that as at late October 1998, the approved foreign invested projects reached over 320,000, the contracted foreign

capital over US\$ 560 billion and the actual usage of foreign capital more than US\$ 250 billion. Out of over 150,000 operating foreign-invested enterprises, a majority have gained a sizable profit. Enlargement in investment and improvement in technical standard also get the momentum.

He continued that in the investment area, Hong Kong has been the largest source of the mainland's foreign investment. Hong Kong investment accounts for more than 50% of foreign investment projects and real total capital in Mainland China. From 1992 onwards, the investment projects have been unceasingly expanding and the investment structure has been more sensible. Investment from large corporations and projects are growing. Hong Kong's investment in the mainland has become more evenly distributed in regions, extending from the coastal areas to the interior provinces



Assistant Minister of MOFTEC Mr An Min delivered a keynote speech during the luncheon talk.

and cities with scarce population and abundant resources, for example Xinjiang and Yunnan. This helps achieve the goal of narrowing down the gap in economic development between the East China and West China. In connection with the further opening and improvement in policy of using foreign investment, the mainland

authority will take the following measures: (1) further improve the structure of foreign-invested industries; (2) continuously extend the scope of foreign investment; (3) further optimize the geographical distribution of foreign investment; (4) adopt diversified policy of using foreign investment; (5) activate the inflow of investment from multi-national corporations; (6) make an effective management of current foreign-invested enterprises; (7) make a drastic improvement in investment condition to step up the management of foreign-invested enterprises according to regulations.

Guests attending the luncheon included Chairman of the Chinese General Chamber of Commerce Dr Robin Chan, Chairman and Vice-Chairman of the Hong Kong Chinese Enterprises Association Mr Gu Yong Jiang and Mr An Ji Tao, Deputy Head of Economic Affairs Department of Xinhua News Agency (Hong Kong Branch) Mr Wang Liao Ping and many other consular corps and representatives of trade offices.

Dinner Reception of the Delegation of Mainland China and Taiwan

After the forum, CMA hosted a dinner reception for the delegations of the ACFC and the TCCI. Other guests included Head of Taiwan Affairs Department of Xinhua News Agency (Hong Kong Branch) Mr Xing Kui Shan, Deputy Head of Economic Affairs Department of Xinhua News Agency (Hong Kong Branch) Mr Wang Liao Ping, Director-General of Trade of the HKSAR Government Mr Alan Lai, Director of Far East Trade Service Inc., Hong Kong Branch Office, Mr Jimmy Wu and Chairman of Business and Professionals Federation of Hong Kong Mr Wilfred Wong.



(Upper) CMA President Mr Herbert Liang (right) presented a souvenir to ACFC Chairman Mr Jing Shu Ping.
(Middle) CMA President Mr Herbert Liang (left) received a souvenir from TCCI Chairman Mr Hui Sheng Fa.
(Lower) ACFC Chairman Mr Jing Shu Ping (left) and TCCI Chairman Mr Hui Sheng Fa presented souvenirs to each other during the dinner reception.



由九八年十一月二日起，
本站開始提供
電子出入口報關服務。

貿易通服務站— 廠商會分站

電子資訊聯通 (EDI) 出入口報關

特別適合

- (1) 電腦設備不足出入口商／製造廠
- (2) 小量簽證／報關出入口商／製造廠
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**Executive Director of
the Employees Retraining Board**

MR KWONG SING-SZEE



As the unemployment rate reached the 5.8% records high with more than 200,000 unemployed people, the new Executive Director of the Employees Retraining Board (ERB) Mr Kwong Sing-zee said that the Board's target is not only to ensure 70% students to be employed. The ERB's objective is to design new, tailor-made retraining courses that can satisfy the demand of employers and labour market and raise the quality and recognition of courses so as to enhance the competitiveness of retrainees. The ERB's long term objective is to make itself as a part of citizens life-learning.

With more than twenty years' extensive experience in the labour affairs field, Mr Kwong Sing-zee joined the ERD in October last year after beating down many candidates. During the times of economic

The six strategies include to enhance quantity and quality of courses and services; to extend scope of services; to upkeep market intelligence; to strengthen partnership with employers and stakeholders; to enhance cost-effectiveness; and to foster positive corporate image.

slowdown and high unemployment rate, Kwong Sing-zee took up the post of Executive Director of the ERB, a body of finding alternative employment for displaced workers. It is expected that the challenge he encountered will be enormous in the future. In an interview with the Hong Kong Entrepreneur, Mr Kwong said that six major strategies would be completed within next three years to establish a five-star training institution.

The six strategies include to enhance quantity and quality of courses and services; to extend scope of services; to upkeep market intelligence; to strengthen partnership with employers and stakeholders; to enhance cost-effectiveness; and to foster positive corporate image. The major goal is to set up a market-oriented and high-value added training institution.

Kwong Sing-zee said that many training institutions are now offering training courses and some of them are inconsistent. To strengthen quality control, the ERB plans to establish a systematic course structure to cope with the Government's assessment system in future.

He views that the upgrading of the accredited courses needs to get the employers' and business associations' recognition. It is then hoped that the ERB can link with other academic institutions such as the Vocational Training Council, tertiary institutions, professional bodies and business associations in order to offer training courses that are finally recognized by the international examination authority. To achieve this goal, the ERB needs to provide practical courses with technical standard to ensure students can apply what they learned and complement the continuity of the course development.

"We want to make sure that the retrainees would have opportunities for further study after completing a course so that they can make advancement in their professionalism," said Mr Kwong.

Kwong Sing-zee emphatically said that "soft skills" including information technology, language, working and service attitude are also significant in addition to "hardware" knowledge of the courses. The "soft skills"

will be the core module in order to step up the employers' confidence in the ERB's retrainees and stabilize the mobility of the retrainees.

In connection with the labour market and cooperation with employers, the ERB will set up course steering groups to design courses with other training institutions' participation. In addition, sectoral trade advisory groups are also composed of representatives of different sectors. This enables employers and different business associations to give advice on course structure so as to formulate retraining courses which satisfy market demand. For examples, the courses of real estate agent, office assistant, domestic helpers and computer are in the process of preparing for the establishment of advisory groups.

The ERB will focus on the development of information technology which is essential for improving communication among various training institutions

Due to burgeoning unemployment rate last year, 71,000 people have enrolled the ERB's courses during the half year of last April to October, a 50% up as compared to 1997. Only 69% retrainees are employed after finishing the courses, slightly lower than the 70% employment rate targeted by the ERB. Retrainees finished tailor-made courses are mostly hired by employers, reached 76% of the total employed retrainees. Hence, the ERB will upgrade such tailor-made courses.

"Excluding the employment rate, the most important point is to ensure the market value of 'commodities' which means the ERB's graduates possess the quality of meeting market demand. Consequently, employers are willing to recruit them and the retrainees will be easier to be employed and have more job satisfaction," said Mr Kwong.

In the past, emphasis was put on our linkage with employment. Our new objective is to enhance the employability of the retrainees while the role of job-seeking is resumed by the Labour Department.

"In the labour market research, the ERB will also consider the study from the Statistics Department and the Government's labour market research in addition to its own market forecast. The ERB will also have regular meetings with employers associations and is planning to join the employers associations and professional societies as member in order to strengthen the ties with these organizations. In addition, the ERB will also jointly develop courses with trades having same labour demand. The current training course for elderly care centre is an example of cooperation between employers and the ERB. The ERB is also planning to open the course of Clinical Assistant. The ERB aims to organize more tailor-made courses through communication with employers in order to raise the employment rate of the retrainees to 80%."

The ERB will focus on the development of information technology which is essential for improving communication among various training institutions so that the retrainees are able to get the quickest information on job vacancies and available places of training courses. The ERB will equip resources centres in

major districts with computer facilities for retrainees. IT programme will be designed on different levels to suit the needs of secondary students, tertiary students and managers without IT know-how.

"We hope to extend our scope of services by providing more flexible courses. In the past, the ERB mainly offered retraining courses to those unemployed persons aged 30 or above. However, the worsening of unemployment among youngsters has stimulated the ERB to consider providing soft skills together with youth organizations. Also, more and more middle management employees are laid off, the ERB is now considering to provide them with appropriate training courses including those of subsidized places of tertiary institutions and training bodies. For instances,



IT and management of China market are being studied in order to upgrade the standard and cost-effectiveness of retraining courses."

Mr Kwong, with a MBA degree, is very concerned about the cost-effectiveness. He pointed out that the ERB would amend the financial budget and unit cost of the retraining courses and demand training institutions to comply with the formulated course administration and accounting code. In the meantime, the ERB will follow the government departments to set performance pledge, raising the Board's accountability.

"In the past, emphasis was put on our linkage with employment. Our new objective is to enhance the employability of the retrainees while the role of job-seeking is resumed by the Labour Department," he said. Having 28 years' experience in former Commerce and Industry Department, Labour Department, former Technical Education and Industrial Training Department and extensive interpersonal relationship in labour affairs field, Mr Kwong is very confident in the ERB's reform. He also describes himself as a "professional pioneer". Over the years, he has helped establish the Clothing Industry Training Authority in 1970s; studied the development plan of Commerce and Services Training Committee; and set up the Management Development Centre of Hong Kong in 1980s. In recent years, he has managed the human resources allocation and training in the Vocational Training Council.

He views that the mode of Hong Kong's economic development is not balanced with manufacturing industry contributing less than 10% to the total Gross Domestic Product (GDP). Consequently, many workers lost their

jobs. Conversely, manufacturing industry takes up 20% to 30% of total GDP in the United States and Singapore. Moreover, he anticipates that the full-time employment will be acutely decreased in Hong Kong as many companies follow the foreign corporations to execute staff recruitment on contract and part-time employment basis. Therefore, workers should have multiple skills. In the meantime, the ERB will add the essential skills such as computer literacy and language training in the courses. The ERB will also make a horizontal course development. For instance, the programme of domestic helper may provide part of common skills that can also be applied to housekeeping in hotel. This will enable retrainees to have a wider choice of employment. Mr Kwong hopes that the ERB can provide a five-star standard of training courses, thus making it a life-learning institution for workers.

This principle is also coincided with the philosophy of Kwong Sing-zee. For years, he obtained a lot of bachelor degrees and master degrees and is currently a Ph.D student studying Chinese style management in the University of Hong Kong. "I keeps on studying because I do not want to fall behind the social development and have generation gap with my children. I also want to set a good example for my children," he said with a smile.



Lunch Reception in Honour of the Chinese General Chamber of Commerce (CGCC)

The Association hosted a lunch reception in honour of the Chinese General Chamber of Commerce (CGCC) on February 1. Heads of the two association attended the luncheon, and exchanged views on issues of Hong Kong including employment, importation of labour force, right of abode for mainland-born children of local residents, difficulties faced by SMEs, financial policy, tax system regarding Hong Kong investors in mainland China, etc.

CMA President Mr Herbert Liang reiterated the importance of the Association and the CGCC, as two major chambers of commerce in Hong Kong, to the industrial and business development of Hong Kong. CGCC Chairman Dr Robin Chan agreed with Mr Liang's opinion, and pointed out the importance of a favourable business environment to the prosperous development of the industrial and business sector.

Attendees of the luncheon included CGCC Chairman Dr Robin Chan; Vice-Chairman Mr Ho Sai Chu, Dr Philip Wong, Mr Lam Kwong Sin, Mr Wong Kong Hon; Hon. Treasurer Mr Ian Fok and Hon. Assistant Treasurer Mr Tang Kwan. Representatives of the Association included President Mr Herbert Liang; Vice-President Mr Yip Hing Chung, Mr Lo Man Tuen, as well as Assistant to President Mr Lam Hok Po.



CMA President Mr Herbert Liang posed for a photo with Chairman Dr Robin Chan (left) and Vice-Chairman Mr Ho Sai Chu (right) of the Chinese General Chamber of Commerce.



The Association hosted a lunch reception in honour of the Chinese General Chamber of Commerce (CGCC) on February 1. Seen in the picture were CMA President Mr Herbert Liang (centre); Vice-Presidents Mr Yip Hing Chung (4th from left), Mr Lo Man Tuen (4th from right); Assistant to President Mr Lam Hok Po (2nd from left); as well as CGCC Chairman Dr Robin Chan (5th from left); Vice-Chairman Mr Ho Sai Chu (5th from right), Dr Philip Wong (3rd from right), Mr Lam Kwong Sin (3rd from left), Mr Wong Kong Hon (2nd from right); Hon. Treasurer Mr Ian Fok (1st from left), Hon. Assistant Treasurer Mr Tang Kwan (1st from right).

The 10th Anniversary of Shenzhen Overseas Friendship Association & the Inaugural Ceremony of the 4th Committee



Representatives of the Association were invited to be guests of the 10th Anniversary of SOFA & the Inaugural Ceremony of its 4th Committee, which was held in Shenzhen on January 16. A delegation was formed and led by Vice-President Mr Yip Hing Chung (right), who presented a souvenir to Mr Huang Yao Nan (left), Vice-President SOFA on behalf of the Association at the ceremony.

1999 Hong Kong Award for Industry: Machinery and Equipment Design Competition Invites Applications

Founded in 1989, the Hong Kong Awards for Industry is aimed at commending and encouraging excellence as well as promoting successful practices and strategies in different aspects of industrial performance. The award scheme is divided into seven categories: Machinery and Equipment Design; Consumer Product Design; Productivity; Quality; Export Marketing; Environmental Performance and Technological Achievement.

The Chinese Manufacturers' Association of Hong Kong (CMA) has been the organizer of the Hong Kong Award for Industry: Machinery and Equipment Design since its inception in 1989. This year's competition was launched on January 15, and the closing date for application is April 9, 1999.

CATEGORIES

Under the Machinery and Equipment Design competition, entries will be divided into six categories:

- Production Machinery / Equipment - Machinery / Equipment which in itself is a complete unit and is used for production purposes;
- Device and Add-on Accessory for Production Machinery / Equipment - device and add-on accessory which is designed as part of the machinery or add-on gadget to facilitate production processes and to improve / upgrade productivity, efficiency and quality control;
- Scientific, Measuring, Controlling and Testing Equipment and its Parts and Accessories thereof;
- Office Machine / Equipment (including Computers) and Communication Equipment;
- Computer Software for Industrial Application;
- Miscellaneous.

All entries must be wholly or substantially designed or developed in Hong Kong in the year prior to the closing date for entries.

JUDGING CRITERIA

All entries will be judged according to their functionality, innovation, application of technology, ergonomics, cost-performance, safety and environmental impact.

AWARDS

The CMA Machinery and Equipment Design Award will be granted to product(s) of outstanding merit selected from each category by the judging panel. The most outstanding product among the CMA Machinery and Equipment Design Award winners will win the HONG KONG AWARD FOR INDUSTRY: MACHINERY AND EQUIPMENT DESIGN. CMA Certificates of Merit in Machinery and Equipment Design will also be granted to other products from each category at the discretion of the judging panel.

PRESENTATION CEREMONY

The presentation ceremony of the 1999 Hong Kong Awards for Industry will be held in late October or early November 1999.

For further information, please contact the Association (address: 1/F, CMA Building, 64-66 Connaught Road, Central, Hong Kong. Tel. no.: 2545 6166, fax no.: 2541 4541, email: atl@cma.org.hk).

Delegation of Fujian Province



The Delegation of Fujian Province visited the Association on February 1, and was received by CMA President Mr Herbert Liang (4th from right), Vice-President Mr Lo Man Tuen (3rd from right), Assistant to President Mr Lam Hok Po (2nd from right) and General Committee Member Mr Ho Yuk Wing (1st from right). On behalf of the Association, Mr Herbert Liang signed an agreement with the China Council for the Promotion of International Trade, Fuzhou Branch, consenting to co-organize the Hong Kong Products Expo under suitable circumstances in the future.

Huzhou Spring Gathering



CMA President Mr Herbert Liang, Vice-President Mr Eddie Lu and other CMA representatives were invited to attend the Huzhou Spring Gathering held in Shenzhen on January 11. Seen in the picture were Mr Herbert Liang (5th from right, front row), Mr Eddie Lu (5th from left, front row), Secretary General Huzhou Municipal Committee of the Communist Party of China Mr Si Xin Liang (front row, centre) and other guests at the gathering.



To add to the festive atmosphere, a grand lucky draw was held at the gathering. CMA President Mr Herbert Liang (2nd from right) was invited to draw the lucky winners.

Delegation of Hainan Province Danzhou Municipal People's Government



Vice-Mayor of Hainan Province Danzhou Municipal People's Government Mr Wang An Reng (left) led a delegation to visit the Association on January 29.

Delegation of Commission of Foreign Economy & Trade of Guangdong Province



Vice-Director of the Commission of Foreign Economy & Trade of Guangdong Province Mr Huang Zhi Wei (right) visited the Association on January 27.

Delegation of the Hong Kong Chinese Enterprises Association



President of the Hong Kong Chinese Enterprises Association Mr Zhu Yue Ning (centre) led a delegation to visit the Association on January 21. Both parties exchanged views on the ways to improve the economy of Hong Kong.

NEW REGULATION ON IMPORT OF SOLID WOOD PACKING MATERIALS (SWPM) TO THE US, CANADA AND BRITAIN



TCL Enquiry
☎ 2898 8198

The US and Canadian Governments have announced respectively the regulations on solid wood packing materials (SWPM) imported from China. The purpose of this SWPM regulation is to prevent the spread of Asian Long-horned Beetle, a forest pest, to the US and Canada. However, both the US and Canada have their own complicated processes and requirements. These cause confusion to China and Hong Kong exporters.

The US Department of Agriculture (USDA) has announced a new regulation for importing logs, lumber and other unmanufactured wood articles by adding treatment and documentation requirements for solid wood packing materials (SWPM) from China. According to the USDA, such SWPM are responsible for the spread of the Asian Long-horned Beetle (ALB), a forest pest, to the US.

The Asian Long-horned Beetle is originated from China, Korea and Japan. Adult beetles pierce holes with half-inch diameter on trunk. This causes loss of plant fluid and shortens the lives of trees dramatically. Since there are no effective methods to eliminate ALB at the present stage, all woods that have been attacked by ALB have to be cut down and burnt.

The ALB has caused serious damages to US warehouses, forests and even fruit farms. According to the investigation and analysis of the USDA, the ALB in the US comes from China since the ALB problems in Korea and Japan have been under control. In the recent years, the beetles have almost disappeared in these two countries. On the other hand, however, the ALB is still actively spreading in China. Since China is one of the major trading partners to the US, enforcing the new SWPM regulation to shipments from China is the best alternative to prevent the spreading of the ALB.

For shipments to the US, all exporters should obtain commercial fumigation certifications from one of the nine authorized fumigation companies that operate under a permit from the Agriculture and Fisheries Department (AFD) after the fumigation process. These certifications are required to be stamped officially from the AFD.



The Canadian Government requires a phytosanitary certificate issued by the AFD. The fumigation treatment conducted should be stated on the certificate. The application form for a phytosanitary certificate can be obtained from the Agriculture and Fisheries Department, Plant & Pesticides Regulatory Division.

The authorized fumigation companies in Hong Kong are as follows:

- Asia Pest Control Ltd.
- Dicken International Pest Specialists Ltd.
- Fabri-Technic Purification & Pest Control Co., Ltd.
- Flick Pest Control Ltd.

- Hong Kong Ships' Fumigation Co., Ltd.
- Johnson Group Pest Specialist Ltd.
- Kingston Fumigation Service Co.
- Pesticides Services Co., Ltd.
- Rentokil Hong Kong Ltd.

Following the US and Canada, Britain has also announced a new regulation on SWPM importing from China recently. The new regulation took effect from February 1, 1999 (with a 15-day grace period). The regulation applies to the shipments from Mainland China and those originated in PRC and transhipped through Hong Kong. Shipments originated in HK SAR are not subject to the new regulation.

HOKLAS ACCREDITED IN PRESCRIBED PRODUCT* UNDER EPSR

CMA Testing & Certification Laboratories (CMA TCL) has recently granted the HOKLAS accreditation for testing prescribed product under Electrical Products (Safety) Regulation (EPSR). Under the HOKLAS accreditation, CMA TCL can issue a "Certification of Safety Compliance" and HOKLAS endorsed report for prescribed product under EPSR.

Effective on May 1, 1998, the EPSR under the Electricity Ordinance, Cap. 406 provides statutory control over the safety of all household electrical products (both imported and domestic) supplied in Hong Kong.

The EPSR stipulates that a "certificate of safety compliance" will have to be issued in respect of an electrical product designed for household use before it can be supplied in the market.

For more information, please feel free to contact our Electrical or Marketing department at tel: 2698 8198.

* Prescribed products include plugs, adapters, lampholders, flexible cords, extension units and unvented thermal storage type electric water heaters. CMA TCL can issue certification of safety compliance and HOKLAS test report on plugs, adapters and extension units.

Netherlands

investment profile



In the wake of Asia's financial turmoil, more local companies are turning to Europe to boost exports. At the same time the formation of the European Union since 1993 has demanded some new logistics responses from international companies aiming to benefit from the greater borderless market it created.

As a result, two dominant trends have been given added force. One is the centralization of distribution to a single European base. And the second is the increasing use of outsourcing to handle a growing range of logistics, from storage to marketing.

For Asian and American companies selling into Europe in particular, it makes more sense to concentrate resources in a single warehouse and distribution centre to cover the entire market. This means economies of scale, lower costs and reduced personnel and asset overheads. In addition, a centralized facility results in greater stock flexibility, faster response to orders and improved customer service.

EUROPEAN DISTRIBUTION CENTRE

Because of its prime location in Europe, the Netherlands has become the preferred choice for companies to establish their European Distribution Centres (EDC). Of 955 EDCs set up by Asian and US companies, according to a survey of the Holland International Distribution Council, no less than 535 are based in the Netherlands. With international names such as Reebok, Canon, Acer, Compaq, Calvin Klein and IBM settling for the Netherlands as their European base, it obviously offers advantages.

In fact, already more than 30 Hong Kong companies and 40 mainland companies have established European bases in the Netherlands, in product areas ranging from toys and electronics to garments. They include Afasia Group, Legend Holdings, Theme International Holdings, VTech Holdings and mainland companies like China Hunan Chem Europe BV and China Resources Europe BV.

(Left) Amsterdam Schiphol Airport ranks third in cargo freight in Europe.

(Middle) The port of Rotterdam, the Europe's largest port.

(Right) The Dutch highway system links to every corner of Europe.



EDCs are outsourced today, along with three of five Japanese and virtually all Taiwanese that choose to outsource.

Given its well-developed and tested bank of logistics skills to handle outsourcing, all the major international logistics companies have a presence in the Netherlands - such as Nedlloyd, Danzas, Kuhne and Nagel, AEL, TNT, DHL, Nippon and others.

One of the latest trends is for logistics providers to offer value-added services. These 'Value Added Logistics' (VAL) include a range of services beyond traditional warehousing and distribution functions. For example, they include

assembly, quality control, testing, repair, customizing and packaging.

A good example is US computer giant Hewlett Packard, which runs a distribution centre in the Netherlands performing value-added activities for its laser printer operations. Components are shipped from Japan and Italy, while final assembly, configuration and testing are done in Amersfoort, 50 km southeast of Amsterdam, before shipment to customers all over Europe. New products are coming to market within shorter time spans. In this case VAL can provide a cost-effective and fast response near to the market or sub-market.

Because it combines both lower cost and higher service levels, VAL is certainly the trend for the future and the Netherlands is a pioneer in developing these kinds of services.

For enquiries, please contact Netherlands Foreign Investment Agency (NFIA) - a government agency operating as a consultancy providing free and professional services to companies aiming to establish a business presence in the Netherlands at tel. no. 2523 5317 or by fax 2523 6440.

(Source: Netherlands Foreign Investment Agency)

In addition, the Netherlands has an advanced transportation infrastructure, including the port of Rotterdam - Europe's largest - making it ideal for incoming shipments and efficient distribution to the whole continent. Also Amsterdam Schiphol Airport is ranked third in cargo / freight in Europe.

With its flexible and business-friendly legislative and tax environment, productive English-speaking workforce and unparalleled experience in logistics management, the Netherlands is attracting an increasing number of small to medium sized Asian companies. Many of them are switching their attention to the European market in light of the region's economic crisis.

OUTSOURCING HUB

At a time when more and more companies are opting to outsource their logistics to third party service provider, these companies can focus on their core businesses. Outsourcing involves no capital expenditure, less risk, more flexible use of manpower and space and lower cost. It is particularly attractive to small and medium companies aiming to develop their European business. Two out of three US

SEMINARS / TRAINING COURSES

Date	Event	Venue	Organizer	Contact Person/ Tel & Fax
1999				
March 10-19	Team Building and Leadership Skills	Bank Centre, Mongkok	Hong Kong Productivity Council	Tel: 2780 8251 Fax: 2770 7902
March 11	Financial Analysis for Non-Financial Managers	VTC Tower	The Management Development Centre of Hong Kong	Mr C L Lok Tel: 2836 1891 Fax: 2572 7130
March 13-27	Introduction to Windows 98	HKPC Building, Kowloon Tong	Hong Kong Productivity Council	Tel: 2788 5923 Fax: 2788 5011
March 15	Time Management	VTC Tower	The Management Development Centre of Hong Kong	Mr C L Lok Tel: 2836 1891 Fax: 2572 7130
March 15-31	Professional Diploma in Building Services Design, Installation and Maintenance	HKPC Building, Kowloon Tong	Hong Kong Productivity Council	Tel: 2788 5923 Fax: 2788 5011
March 17-19	Management Development Adviser Programme	VTC Tower	The Management Development Centre of Hong Kong	Mr L Lai Tel: 2836 1828 Fax: 2572 7130
March 19-20	"The Essentials of TOC Production" Workshop	Bank Centre, Mongkok	Hong Kong Productivity Council	Tel: 2780 8251 Fax: 2770 7902
March 19-21	Negotiation Skills (Residential)	VTC Tower	The Management Development Centre of Hong Kong	Mr C L Lok Tel: 2836 1891 Fax: 2572 7130
March 23-26	Train the Management Trainers I	VTC Tower	The Management Development Centre of Hong Kong	Mr S K Chan Tel: 2836 1823 Fax: 2572 7130
March 30	Managing Change	VTC Tower	The Management Development Centre of Hong Kong	Mrs P Ho Tel: 2836 1824 Fax: 2572 7130



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CONFERENCES / EXHIBITIONS

Date	Event	Venue	Items	Organizer
1999				
9-11 March	The Middle East Toy Fair 1999	Dubai World Trade Centre, Dubai, United Arab Emirates	All kinds of toys, books, gifts, stationery, apparel, etc.	Hong Kong Trade Development Council Mr Raymond Tang / Mr Patrick Mui Tel: 2584 4153 / 2584 4429 Fax: 2824 0249
9-12 March	The 24th International Food and Beverage Exhibition	Nippon Convention Centre, Tokyo	All kinds of food and beverage products	Hong Kong Trade Development Council Ms Shirley Lee / Ms Eva Leung Tel: 2584 4520 / 2584 4507 Fax: 2511 5687
14-18 March	The 24th International Spring Trade Fair	Dubai World Trade Centre, Dubai, United Arab Emirates	General trade products and services	Al Fajer Information & Services Tel: (971-4) 377727 Fax: (971-4) 378788
22-25 March	The 12th Clothing Industry Fair	Hong Kong Convention and Exhibition Centre	Clothing technology, materials, accessories and services	Paper Communication Exhibition Services Tel: 2763 9011 Fax: 2341 0379
23-26 March	The 2nd Shanghai International Woodworking Machinery Fair / The 2nd Shanghai International Furniture, Accessories and Manufacturing Fair	Shanghai Exhibition Centre, China	All kinds of woodworking and furniture machinery, tools, decorative materials, furniture hardware, etc.	Adsale Exhibition Services Ltd Tel: 2811 8897 Fax: 2516 5024
24-26 March	TechWorld '99	Hong Kong Convention & Exhibition Centre	Telecommunications, software & systems, microelectronics & components, business matchmaking, tech venture & investment and multimedia & networking	Hong Kong Industrial Technology Centre Corporation Tel: 2784 2698 Fax: 2788 4261
24-27 March	China International Clothing & Accessories Fair '99	China International Exhibition Centre	All kinds of textiles, garment and garment related industries including jewellery, handbags, footwear, cosmetics and fashion-related publications and products	Hong Kong Trade Development Council Mr Fung / Ms Ruth Yu Tel: 2584 4185 / 2584 4532 Fax: 2824 0249 / 2511 5687
30 March - 1 April	Food Ingredients Asia '99	Singapore International Convention & Exhibition Centre, Singapore	Manufacturers and suppliers of food ingredients and services	Miller Freeman Asia Ltd Tel: 2827 6211 Fax: 2827 7831



香港工業獎

1999
HONG KONG
AWARDS FOR
INDUSTRY

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1999 HONG KONG AWARDS FOR INDUSTRY : MACHINERY AND EQUIPMENT DESIGN

The Chinese Manufacturers' Association of Hong Kong is the leading organizer of the Hong Kong Awards for Industry : Machinery and Equipment Design Competition. The objective of the Competition is to promote industrial diversification and to encourage manufacturers to improve competitiveness of their products.

CATEGORIES

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- B. Device and Add-on Accessory for Production Machinery/Equipment
- C. Scientific, Measuring, Controlling and Testing Equipment and its Parts and Accessories thereof
- D. Office Machine/Equipment (including Computers) and Communication Equipment
- E. Computer Software for Industrial Application
- F. Miscellaneous

AWARDS

The most outstanding product will receive the HONG KONG AWARDS FOR INDUSTRY. Winner(s) in each category will receive the CMA Machinery and Equipment Design Award and other outstanding entries will be awarded CMA Certificates of Merit in Machinery and Equipment Design.

ELIGIBILITY

Entries must be wholly or substantially designed or developed in Hong Kong.

DEADLINE FOR APPLICATION

1999 April 9

We welcome your participation in the Competition. Brochure containing Conditions of Entry and Entry Form is now available at CMA's Head Office and Branch Offices. For enquiries, please contact:

The Chinese Manufacturers' Association of Hong Kong
1/F., CMA Building
64-66 Connaught Road Central, Hong Kong
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港中華廠商聯合會
THE CHINESE
MANUFACTURERS'
ASSOCIATION
OF HONG KONG

超越速遞新強勢

要令客戶滿意，得從專業開始。因此，我們設有多達百人的完善速遞隊伍，設有專責小組分辦急件、重要文件之押打

；客戶服務部跟進工序及作後勤支援。亦因此，我們突破一般速遞公司的服務範疇，港九各地以至中國內地，為客戶無遠弗屆；提供120分鐘完成保證「最快捷」特快遞遞以解燃眉之急。

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What You Need On Time In My Hand

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