

一九九九年三月號・1999 MARCH ISSUE

企業雄才

HONG KONG ENTREPRENEUR



香港中華廠商聯合會月刊
A Monthly Publication of
The Chinese Manufacturers'
Association of Hong Kong

工展會

第33屆香港國際工業產品展銷會
33rd Hong Kong Products Expo

香港中華廠商聯合會
The Chinese Manufacturers' Association of Hong Kong



Are you looking for recognised and independent testing laboratories?

CMA Testing and Certification Laboratories is your good choice!

Testing and Inspection Scope:

- 1 Toys and Children Products,
- 2 Textiles and Garments,
- 3 Electrical and Electronic Products,
- 4 Food and Drugs,
- 5 Materials and Commodities,
- 6 Environmental Testing.

WE also provide a wide range of services including Calibration, Technical Consultancy, ISO 9000 Consultancy and application for various safety and quality marking.

HOKLAS
Registration No. 4

This Laboratory is accredited by HOKLAS for the specific range of tests listed in the HOKLAS Directory of Accredited Laboratories.

Please contact us now



CMA Testing and Certification Laboratories

廠商會檢定中心

Room 1401-1403 Yan Hing Centre, 9-13 Wong Chuk Yeung Street, Fo Tan, Shatin, NT., Hong Kong
Tel: (852) 2698 8198 Fax: (852) 2695 4177
E-mail: tcl@hkstar.com Web Site: <http://www.cma.org.hk>



本會評論

振興工業必須雙管齊下

回顧過去一年，香港經濟出現巨大的逆轉，本港經濟這份依賴地產及金融業的內在缺陷在亞洲金融風暴中暴露無遺。然而，經過一年多痛苦的調整，本港經濟發展的條件已逐步得到了改善。另一方面，亞洲其它地區的經濟亦已開始顯露轉機，內地的經濟預期在九九年仍可保持7%左右的高速增長，對本港出口、轉口以及服務貿易的回升構成有力的支持。加上國際金融局勢趨穩，美元轉弱以及歐元面世，有利於本港經濟復甦的外部條件已相繼出現。

本會認為，與九八年相比，今年香港經濟的前景可審慎樂觀，且有望於下半年走向復甦。但是，目前本港經濟的整體形勢仍然嚴峻，本港必須加速結構調整，除了進一步推動成本下調之外，更應加緊開拓和啟動新的經濟增長點，而當務之急是應從工業著手，通過振興本港工業，短期內可擴大就業，促進本港經濟復甦，鞏固本港經濟結構；從長遠看，有利於提升本港競爭力，保持經濟持續發展的內在動力。

振興本港工業具有利條件

本港目前的經濟調整已為工業的發展提供了不少有利的條件。例如，現時本港工業用地和廠房的租金大幅下滑，一些位於新界的工業用地的租金已差不多與大陸鄰近的地區看齊；在經濟不景的情況下，企業紛紛調整了薪金或精簡編制，令經營成本得以下降，生產效率有所提升；香港現時處於通貨緊縮，自去年十一月份以來，本港的消費物價指數已連續四個月下跌，一月及二月份的跌幅更分別達1.1%和1.7%；加上港元與美元掛鈎，保證了貨幣的穩定性。這些因素皆有利於吸引海外及本地企業在港發展工業。

振興工業應雙管齊下

本港工業必須雙管齊下，努力朝高增值的方向發展：一方面發展高科技、新穎工業的發展；另一方面加大力度推動傳統產業升級換代。

香港擁有一定數量的科技人才，完整的工業協作體系和基礎設施、完善高效的金融服務、卓越的管理技能、以及多元化的國際行銷渠道，並可利用內地廣闊的經濟腹地及雄厚的科技力量。本港實具備發展高質素、高科技產品的條件，特別是在發展資訊科技產品及中醫藥等方面具有廣闊的空間。

同時，在今後較長的一段時間內，本港仍有必要適度發展一些勞動密集型產業，本港目前的失業率早已高達6%，失業人口超過二十萬人，其中教育程度不高的佔有相當部份，有選擇地發展一些勞動密集型產業，可為這部份勞動人口帶來工作機會，亦可為高科技的發展提供必要的產業基礎和配套協作體系。更何況，一些傳統工業通過提高技術含量，革新工藝，提升產品檔次，同樣可以走高增值的路線，保持長久的生命力。

政府應積極改善營商環境

為了吸引本地及海外企業投資香港的工業，締造更佳的營商環境，特區政府宜採取更積極的態度作出推動。首先，政府必須增加對工業發展的投入，盡快設立創業基金，為有志創業的青年或失業人士提供財務支援，並改善二十五億元中小企業特別信貸計劃，增加對中小企業貸款的保證金額及放寬申請限制。此外，政府還應推動第二板股票市場和債券市場的發展，以拓寬工商企業的融資渠道。長遠而言，政府亦可逐步斥資設立工商發展銀行，負責管理及營運二十五億元中小企業特別信貸計劃和五十億元創新基金，以協助本港企業融資。針對目前一些交通、公共及專營服務，如燃油、氣體燃料等收費偏高的不合理現象，政府應加強監管，政府可總結近期開辦電訊業的經驗，開放更多行業的專營權，引入競爭機制，促使有關收費調整至合理水平，以降低企業經營的外部成本。最後，政府應簡化各項營商的手續及程序，加強部門之間的協調及工作的靈活性，以實踐行動體現方便營商的精神。

加快舊工業區重建

最近幾年，香港的人口迅速增長，已由九二年的880萬，上升至九八年的680萬，大大增加了對住屋的需求。為了應付龐大的土地需求，增加房屋供應，政府宜加快對舊區進行重建，特別是將一些舊工業區重新規劃，改作商業和住宅用途。同時，政府可選擇在邊境地區建設新工業區，興建配有先進設施的多層工業大廈。政府更應開闢連接市區的鐵路及在工業區周邊興建大型的屋苑，以便為新工業區提供便捷的交通網絡及保障充足的勞工供應來源。

出版人 PUBLISHER
香港中華廠商聯合會
The Chinese Manufacturers' Association of Hong Kong

會長 PRESIDENT
梁敬衛 Herbert Liang, MBE

常務副會長 EXECUTIVE VICE-PRESIDENT
梁乃榮 Leung Nai Wing

副會長 VICE-PRESIDENTS
黃慶忠 Yip Hing Chung, MBE, JP
陳永祥 Chan Wing Hoi, CBE, JP
楊祥發 Jose Yip, JP
呂明生 Lui Ming Wah, JP
林寶賢 Lai Fai Shai
盧文福 Lo Man Tuen, JP
陸漢儀 Eddie T.Y. Lu, CBE

執行幹事 EXECUTIVE SECRETARY
劉達明 Francis Lau

編輯 EDITOR
余東雄才編輯委員會
Hong Kong Entrepreneurial Editorial Board
電話 Tel: 2545 6166
圖文傳真 Fax: 2541 4541

廣告查詢 ADVERTISING ENQUIRIES
廠商會公關及刊物部
CMA PR & Publications Division
電話 Tel: 2542 8641
圖文傳真 Fax: 2541 4541

承印 PRINTER
輝林印刷有限公司 Sunland Printing Limited
香港中環干諾道中44號新會豐光澤
CMA Building, 44 Cantonment Road, Central, Hong Kong
Room 2208, Hong Man Ind. Centre, 2 Hong Man St.,
Chai Wan, Hong Kong

總辦事處 HEAD OFFICE
香港中環干諾道中44號新會豐光澤
CMA Building, 44 Cantonment Road, Central, Hong Kong
電話 Tel: 2545 6166 / 2542 8600
圖文傳真 Fax: 2541 4541
網址 Web Site: <http://www.cma.org.hk>
電子郵件 E-mail: info@cma.org.hk

旺角辦事處 MONGKOK OFFICE
九龍旺角彌敦道664號豐華中心701-702室
Room 701-2, Wat Hung Plaza, 664 Nathan Road, Mong Kok, Kowloon
電話 Tel: 2382 1189
圖文傳真 Fax: 2789 1860

尖沙咀辦事處 Tsimshatsui OFFICE
九龍尖沙咀彌敦道通運海中心521室
Room 521, Ocean Centre, 5 Canton Road, Tsimshatsui, Kowloon
電話 Tel: 2796 0288
圖文傳真 Fax: 2730 3169

觀塘辦事處 KOWUN TONG OFFICE
九龍觀塘可倫士115號裕興中心15樓E室
Unit E, 15/F, Po Shai Centre, 115 How Ming Street,
Kowun Tong, Kowloon
電話 Tel: 2344 3380
圖文傳真 Fax: 2795 4850

國際認證中心
CMA TESTING & CERTIFICATION LABORATORIES
新界沙田大老廣街9-13號C興中心401-202室
Room 401-2, Yan Hing Centre,
9-13 Mong Chai Yung Street, Po Tan, Sha Tin, NT
電話 Tel: 2608 8188
圖文傳真 Fax: 2605 4177
網址 Web Site: <http://www.cmaid.com>
電子郵件 E-mail: info@cmaid.com

本報歡迎轉載 ● 惟註明來源
Reproduction of articles is welcomed
as long as credit is duly given to the CMA.

企業雄才

HONG KONG ENTREPRENEUR
一九九九年三月號 1999 MARCH ISSUE

本會評論

- 1 振興工業必須雙管齊下

專題

- 4 回歸後首屆香港工展會盛況空前

人物專訪

- 18 香港出口信用保險局總監——姚紀中

廠商會動態

- 20 本會拜會新華社香港分社姜惠柱社長／
99中國轉路研討會／
嚴慶祥研討會／
「資訊科技在企業發展中的角色」研討會／
本會會員參觀廠商會樓宇中心／
頒發一九九八年廠商會傑出員工獎／
家語勞工處處長張建榮／
新華社香港分社協理鄧少明／
深圳市港澳經濟研究會代表團／
「實施就業研討會 1999」／
浙江會代表團／
廈門對台出口商品交易會組委會代表團／
廠商會中學音樂日總決賽

神州經貿

- 26 中國保險法規：如實告知是投保人必須履行的義務
28 溫州市

投資地區

- 30 南非東海岸

經濟新知

- 32 創業板市場增加新興企業融資渠道

貿易概況

- 34 廉價貨商店其門如市
35 飲品市場向高檔發展

洽談會／展覽會

37

新會員

37

研討會／訓練課程

38



EDITORIAL

- 40 A Two-way Approach for Hong Kong's Industrial Development

FOCUS

- 42 The Magnificent Hong Kong Products Expo
Firstly Held After the Handover

PROFILE

- 58 Commissioner of the Hong Kong Export Credit Insurance Corporation —
Mr Thomas Yiu

CMA ACTIVITIES

- 60 CMA Representatives Met with Director of Xinhua News Agency
(Hong Kong Branch) Mr Jung En Zhu/
Shenzhen Delegation/
The Euro Seminar/
China Tax Seminar '99/
Lunch Reception in Honour of the Commissioner for Labour
Mr Matthew Cheung, JP/
Visit to CMA Testing & Certification Laboratories (TCL)/
Music Day 1999 of CMA Secondary School/
Seminar on Open Employment for People with Disabilities 1999/
The Role of Information Technology in the Development of
Enterprises/
Visit by Coordination Department of the Xinhua News Agency
(Hong Kong Branch)/
Prize-Presentation Ceremony of the CMA Best Performing
Staff Award 1998/
Delegation of Zhejiang Province/
Xiamen Dai Tai Chu Kou Shang Pin Jiao Yi Hui

INVESTMENT PROFILE

- 64 The Eastern Cape

BUSINESS MANAGEMENT

- 66 Corporate Management and the Environment

CONFERENCES / EXHIBITIONS

70

SEMINARS / TRAINING COURSES

71

目錄 CONTENTS



廣告垂詢請聯絡
廠商會公關及刊物部
電話：2542 8641
傳真：2541 4541

For Advertisement,
Please Contact:
CMA PR &
Publications Division
Tel: 2542 8641
Fax: 2541 4541

回歸後首個香港工展會 盛況空前



本會全體會員於工展會門樓前合照留念。



為期二十五日的工展會入場參觀人次超過75萬。



社會各界支持工展會

由本會主辦之「第三十三屆香港國際工業出品展銷會」(簡稱工展會)已於一九九八年十二月十八日至九九年一月十一日假香港中環添馬艦舉行,共有超過五百個室內及室外攤位展銷各式各樣琳瑯滿目的高質素產品,是屆工展會邀得特區政府工業署為贊助機構,香港旅遊協會、香港生產力促進局、香港貿易發展局及香港總商會為協辦機構。

工展會自一九三八年首次舉辦以來,一直深獲本地廠商支持及市民大眾歡迎,後因缺乏合適場地,遂於一九七四年停辦,一九九八年是「工展會」創辦六十周年,為繼續推動本港工業發展,同時協助港商拓展國內市場、加強國內與本港和海外業界人士的交流和合作,本會特別重辦工展會以茲紀念。



本會會長、副會長、會長助理及兩名資深會董出席工展會升旗禮。

第三十三屆「工展會」於十二月十八日舉行預展,本會常務副會長兼工展會常設委員會主席梁乃榮、常務會董兼工展會總務部部長羅展及會董兼工展會宣傳部部長馮元傑三位資深元老主持升旗禮,為一連二十五天的工展會正式揭開序幕。

為答謝廣大市民多年來對「工展會」的大力支持,本會特於預展當天安排全港各社區團體免費參觀工展會,並於同日下午舉行歡迎儀式。應邀出席的嘉賓包括新界鄉議局主席劉景發、灣仔區議會主席林貝聿嘉、中西區區議會主席陳健貴、離島區議會主席林偉強,以及李祖澤、黃守正和余國春等社會知名人士,還有港島東、油尖旺、深水埗、西貢、大埔、沙田、葵青等各區區議員。



本會會長梁乃榮(右四)、全國政協副主席霍英東(右六)、全國政協副主席、中華全國工商業聯合會主席經叔平(左六)、香港特區行政長官董建華(右五)、新華社香港分社社長姜恩柱(左五)、本會常務副會長兼工展會主席梁乃榮(左四)主持工展會開幕剪綵儀式。



本會會長梁乃榮(右四)陪同香港特區行政長官董建華(右三)、中華全國工商業聯合會主席經叔平(右二)及全國政協副主席霍英東(右一)參觀工展會。



(上圖)本會會長梁欽榮(右)對歡迎金港各社團街坊團體儀式上贈送紀念品予主席嘉賓新界鄉議局主席劉景發(左)。

(下圖)前勞工處處長李卓人(左三)在本會副會長林耀賢(左二)、會董曹金欽(左四)及執行幹事劉建明(左一)陪同下參觀工展會。

第三十三屆「工展會」開幕儀式於去年十二月十九日隆重舉行，本會邀得全國政協副主席霍英東、全國政協副主席、中華全國工商業聯合會主席經叔平、香港特區行政長官董建華、新華社香港分社社長晏恩柱、副社長為蘭木倫、中國外經貿部部長助理安民、特區政府財政司司長曾蔭權、律政司司長梁愛詩、工商局局長周德興、立法會主席范徐麗泰等擔任開幕禮之主禮嘉賓，並由本會會長梁欽榮及常務副會長兼工展會常設委員會主席梁乃榮陪同主持剪綵。當日各界嘉賓均踴躍出席，場面十分熱鬧，除本會正、副會長、名譽會長、全體會董及各業小組主席外，並有新華社高級官員、政府

部門首長、工商先進、駐港使節、各國商會代表及各大機構代表等參加。

展出期間，多位內地、本港及澳門政府官員均蒞臨參觀工展會，包括前勞工處處長李卓人、四川省副省長徐世群、外交部駐港特派員馬毓真及副特派員唐國強、新華社香港分社社長鄒智開及鄒國雄、澳門政府經濟協調政務司貝爾安博士、以及河北省副省長才利民等，他們的光臨令工展會生色不少。



外交部駐港特派員馬毓真(右一)在本會會長梁欽榮(右二)陪同下參觀工展會。



(上圖)本會會長梁欽榮(左七)、副會長陳永順(左五)、楊孫西(左四)、盧文瑞(左三)、陸增輝(左一)與澳門政府經濟協調政務司貝爾安博士(左六)等於工展會澳門館內合照。

(下圖)本會會長梁欽榮(左五)、常務副會長梁乃榮(左六)、副會長陸增輝(右一)、常務會董羅鳳(右四)、會董馮元根(右七)、嚴耀枝(右二)、何耀榮(右六)與一眾過往曾多次採訪工展會的資深記者會攝於工展會的入口。



(上圖)為響應行政長官董建華倡導以創新與科技來增進本港經濟動力，是屆工展會特別設立「科技館」，以展示本港工業高科技的一面。科技館佔地一萬平方呎，參展商包括多家從事高科技產業的企業機構，並有八十家企業展出其於「一九九八年香港工業獎」得獎的產品和圖片，希望藉此機會加強市民認識本港工業在本地和海外所取得的出色成就，以及吸引年青一輩投身本港高科技工業。此外，部分參展商更即場示範產品生產過程，例如香港模具協會、香港塑膠機械協會和香港生產力促進局攜手合作，於工展會現場生產鑄造鏡組件，並免費贈予參觀人士自行裝嵌。

(下圖)工展會入場人士參觀圖書館。

設「科技館」推動本港高科技工業

為響應行政長官董建華倡導以創新與科技來增進本港經濟動力，是屆工展會特別設立「科技館」，以展示本港工業高科技的一面。科技館佔地一萬平方呎，參展商包括多家從事高科技產業的企業機構，並有八十家企業展出其於「一九九八年香港工業獎」得獎的產品和圖片，希望藉此機會加強市民認識本港工業在本地和海外所取得的出色成就，以及吸引年青一輩投身本港高科技工業。此外，部分參展商更即場示範產品生產過程，例如香港模具協會、香港塑膠機械協會和香港生產力促進局攜手合作，於工展會現場生產鑄造鏡組件，並免費贈予參觀人士自行裝嵌。

精彩節目吸引逾七十五萬參觀人士

精彩節目包括：

- 一、工展小姐選舉
- 二、攤位設計比賽
- 三、攝影比賽
- 四、兒童繪畫比賽
- 五、「香港工業六十年」圖片展覽
- 六、中國古代服飾及禮節表演
- 七、幸運抽獎
- 八、第三十三屆名及第六十萬名入場幸運兒獲獎
- 九、發售紀念郵封及電話咭



本會會長梁欽榮(左)隔同外交部駐港特派員馬毓真(右二)參觀工展會澳門館。



工展會場外人如潮湧。



工展小姐候選人初次與新聞界會面。

一、工展小姐選舉

工展小姐選舉是歷屆工展會的重點項目，本會舉辦是項比賽的目的，是讓市民重溫昔日工展會的風采及為香港工業界選出三位親善大使，協助推廣本港工業。本會於去年八月下旬開始，便展開一連串有關的宣傳活動，首次的工展會記者招待會於八月二十日假灣仔皇朝會舉行，由本會副會長兼工展會籌委會副主席盧文端詳述舉辦工展小姐選舉的目的及參加辦法。比賽規定所有參選者必須由參展商提名，在工展會期間向參觀人士介紹其所屬公司的產品，是屆選舉初賽先在十二月十八日至二十三日之工展會展期內舉行，入場參觀人士可根據參選者的儀態、談吐、外貌及對該公司產品和香港工業的認識程度等，投票選出他們心目中的工展小姐。當選之工展小姐隨即成為香港工業界的親善大使，協助及參與本會推廣宣傳香港工業的活動。

本會與亞洲電視於十一月十二日舉行聯合記者會，會上，亞洲電視獲委任為是屆「工展小姐選舉」之大會指定電視台，雙方代表於會上簽約。

十二月八日，本會聯同亞洲電視假海逸酒店再次舉行記者招待會，向傳媒介紹九位候選佳麗，她們分別是21攝影美術製作有限公司的沈利、普德拉金屬飾物廠有限公司的王志敏、維達時裝有限公司的賴思燕、香港品珍飾物廠有限公司的麥美寶、近代時裝有限公司的黃恩琪、和興白花油廠廠有限公司的薛祖思、至剛尼(亞洲)有限公司何佩瑩、YGM Group的梁翠珊(剛後因病退出)及其士集團的洪婉萍。



八位進入初賽候選佳麗與本會會長、副會長及會董合照留念。

為了令參賽佳麗有更佳表現，大會特別邀請施麗瑜小姐及林佩佩小姐分別指導各佳麗儀態；黃桂林先生則訓練各佳麗口才。另外，美國淳美化粧品作為是屆選舉之大會指定化粧品，並為各候選佳麗免費提供美容化粧品課程，令每位參選者儀表更為出眾。



工展小姐候選佳麗與本會副會長盧文端(左一)及五位評判合照。

至於大會指定髮型設計，由The Salon International 擔任；而大會指定菲林及相紙贊助商則為富士菲林，陳葉馮會計師事務所有限公司亦擔任大會指定義務核數師，協助點算公眾人士的投票。在衣飾方面，本會邀得Miss K及Fisco Sportwear International Ltd贊助各佳麗於記者會之服裝，香港皮革廠有限公司贊助皮革，Rib Yeung 贊助時尚服裝系列，Giovanni贊助宴會服裝系列，藝詩新禧服務中心贊助晚裝系列，Teams Knitting Factory贊助懷舊沙灘裝，Amigo Collection Ltd贊助皮鞋，以及嘉樂手套製造有限公司贊助手套。

為使入場人士積極參與投票，本會除將印有各佳麗資料的宣傳單派予進場人士，更在場內設大型展板展示各佳麗的影照及攤位號碼，今屆工展小姐選舉的投票情況十分踴躍，許多市民甚至親往各佳麗所屬攤位與之拍照留念，或索取其簽名。

本會並在決賽前的十二月二十三日，於港匯酒店舉行另一次記者招待會，向新聞界介紹十二月二十六日決賽之評判團成員，包括署理工業署署長唐海怡女士、立法會議員何鍾泰、香港工商專業聯會主席王英偉先生、香港電影導演會會長吳思遠先生及影視紅星葉童小姐，各評判亦於記者會上發表其對八位佳麗之觀感。

工展小姐選舉決賽於十二月二十六日，假香港會議展覽中心二期大禮堂之「工展會六十周年誌慶暨會員聯歡晚宴」中舉行，八位佳麗事前已作多次綽排，準備充足。



第三十三屆「工展小姐」冠軍洪婉萍(中)、亞軍黃恩琪(左)、季軍薛祖思(右)。

電視直播節目

長達一小時十五分鐘的電視節目於八時三十分開始，由亞洲電視本港台製作及作現場直播。當晚節目內容圍繞過往六十年香港工業的發展概況，並於節目中穿插有關歷史圖片，把本港工業的不同發展階段介紹給觀眾。



工展小姐評判團由署理工業署署長唐海怡(中)擔任主席，成員包括立法會議員何鍾泰(左二)、香港工商專業聯會主席王英偉(左一)、香港電影導演會會長吳思遠(右一)及影視紅星葉童(右二)。

在決賽第一個環節，八位佳麗均須回答一條有關其所屬公司產品的問題。評判則根據參賽者的儀態、應對技巧及對其所屬公司之業務及產品認識程度等

選出洪婉萍、黃恩琪、蘇穎思、黎美寶及何凱瑩五位進入第二回合。在第二回合中，參賽者被安排於台下向現場嘉賓推銷其所屬行業以外之產品，就她們的推銷技巧選出洪婉萍、黃恩琪及蘇穎思三位進入第三回合。在第三回合中司儀向三位參賽者發問有關如何推廣香港工業的問題，由她們各人的應對技巧及答案決定其所得之名次。

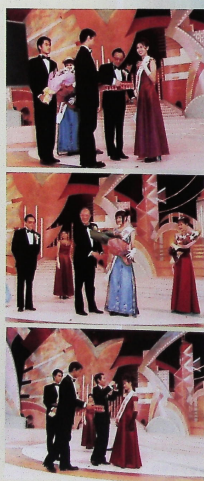
經過評判商議後，主席評判唐海怡署長總結其他評判之意見，定出最後決賽實果，宣布冠、亞、季軍及加冕儀式為當晚全場最矚目的一刻。

結果由提問於世界各地主要機場展覽本地工業產品以推廣本地工業之候選人洪婉萍成功登上冠軍寶座，並由梁欽榮會長加冕；亞軍為黃恩琪，由梁乃榮常務副會長加冕；季軍蘇穎思則由盧文端副會長加冕。三位得獎者今後將扮演親善大使的角色，協助本會推廣香港的工業，而晚會亦在一通掌聲中圓滿結束。

工展會六十周年誌慶暨會員聯歡晚宴

當晚出席「工展會六十周年誌慶暨會員聯歡晚宴」及「工展小姐選舉決賽」的嘉賓包括外交部駐港特派員馬毓真伉儷、新華社香港分社副社長陳鳳英、中法聯合聯絡小組中方首席代表吳紅波、中華旅行社總經理鄭安國、新華社香港分社顧問李偉庭、人大代表鄧維康、東泰公司集團主席李東海、日本駐港總領事植田邦彥、中國國際貿易促進會廣東省分會常務副會長吳曉峰、中國國際貿易促進會駐港首席代表徐大有、恒生銀行副董事長兼行政總裁鄭海泉，以及其他嘉賓和贊助商等共約一百餘人，由本會全體正副會長及常董會董款接。

本會會長梁欽榮(上圖)、常務副會長梁乃榮(中)及副會長盧文端(下)分別為工展小姐冠、亞、季軍加冕。



廠商會代表與第三十三屆工展小姐及評判合照留



廠商會會長、副會長及會長助理於「工展會六十周年誌慶暨會員聯歡晚宴」上向到場嘉賓及會員祝酒。

晚宴上更公佈是屆「工展會」攤位設計比賽的得獎參展商，並分別由副會長葉慶忠、陳永祺、楊孫西頒發獎項。是次晚宴筵開八十九席，超過一千位嘉賓出席，星光熠熠，場面盛大。

工展小姐頒獎典禮

頒獎典禮於一月四日在工展會會場舉行，冠、亞及季軍的佳麗均有出席。冠軍洪婉萍獲友邦國際集團有限公司頒贈南黃金海岸洋房一層、廠商會送出現金獎港幣十五萬元及首飾一套、T.L.C.健美連鎖中心贈送健美會籍、課程及香薰美容護理禮券、美國淳美化粧品贊助化粧品、護膚品及美容禮券、東方表行領贈手錶一隻及天然有限公司送出相機一部。

亞軍黃恩琪除獲得由新世界電話有限公司贊助現金獎港幣十萬元外，並獲廠商會送出首飾一套、T.L.C.健美連鎖中心致送健美會籍、課程及香薰美容護理禮券、美國淳美化粧品贊助化粧品、護膚品及美容禮券、東方表行領贈手錶一隻及麗星郵輪送出「雙魚星號」雙人套房三日兩夜海上之旅禮券一張。

季軍蘇穎思則獲得廠商會送出現金獎港幣五萬元及首飾一套、T.L.C.健美連鎖中心致送健美會籍、課程及香薰美容護理禮券、美國淳美化粧品贊助化粧品、護膚品及美容禮券及東方表行贊助手錶一隻。



工展小姐冠、亞、季軍於頒獎典禮後與評判、贊助商代表及本會會長、副會長及會長助理合照。



(上圖)本會會長梁欽榮(右)頒發十五萬元現金獎予工展小姐冠軍洪婉萍(左)。

(下圖)友邦國際集團有限公司許敬茂先生(右)頒贈南黃金海岸洋房一層予工展小姐冠軍洪婉萍(左)。

二、攤位設計比賽

攤位設計比賽亦是歷屆工展會的特色之一。一如過往，今屆很多參展商都花盡心思將自己的攤位裝飾得美輪美奐來突出產品的特質，以吸引參觀人士。本會更獲得香港旅遊協會總幹事陳綺雯女士、香港生產力促進局總裁鄧觀瑛先生、香港貿易發展局高級設計經理梁志昌先生；以及香港總商會服務部總經理郭陳相燕女士出任評判。



攤位設計比賽冠軍京都念慈藥廠有限公司之攤位設計極富創意。

四位評判於工展會期間巡視各攤位，根據攤位的設計、色調的運用、產品的鋪陳及整體設計是否配合產品的特色選出三個最別出心裁的攤位。結果冠軍由京都念慈藥廠有限公司奪得，該攤位的設計以「一組趣緻及活動的『念慈搖滾樂隊』」為主，突出其雖是傳統中藥但充滿時代氣息的产品形象；亞軍屬興白化花油藥廠有限公司，各評判一致認為該攤位設計簡潔，主題突出鮮明；至於季軍則屬雅蘭企業有限公司，評判團表示它的睡房設計能巧妙地配合其展出的床上用品。



攤位設計比賽亞軍和興白化花油藥廠及季軍雅蘭企業有限公司的設計各有特色。

三、全港公開攝影比賽

「全港公開攝影比賽」以「本屆」工展會「掠影」為題，鼓勵市民由開幕至九九年一月二日之展期內前往添馬艦會場拍攝任何人物或景物，以攝影作品勾劃出「工展會」的演變。是項比賽得到大公報及香港攝影學會鼎力支持，擔任協辦機構，並由天然神略有限公司獨家贊助。參賽組別分學生組及公開組，參賽人數眾多，共收集到超過八百張參賽作品，且內容廣泛，包括「工展會」夜景、特色攤位、參觀人

潮及工展小姐等，水準相當高。經過由主席評判、「工展會」宣傳部部長馮元佩會董、攝影名家陳復禮、簡慶福、莫光、《大公報》攝影版編輯劉培亨、《香港攝影學會》會長譚寧、副會長任遠組成的評判團一輪仔細的評選後，兩組之三甲及十名優異獎得主順利誕生。（三甲得主名單見表一）

| 獎項 | 參賽者姓名 | 作品標題 |
|------------|-------|---------|
| 公開組 | | |
| 冠軍 | 韓國楨 | 新的開始 |
| 亞軍 | 李卓文 | 繁榮昌盛工展會 |
| 季軍 | 余玉露 | 精彩表演 |
| 學生組 | | |
| 冠軍 | 周肇偉 | 齊跳健康舞 |
| 亞軍 | 馮志彬 | 進食容易 |
| 季軍 | 陳玉梅 | 全情投入 |



(後排由右至左)梁啟榮會長(第九位)，副會長李慶忠(第十位)、盧文瑞(第七位)、陸增輝(第十一位)，會長助理周啟(第六位)及會董馮元佩(第十二位)、趙耀輝(第四位)、何紹榮(第五位)與全港公開攝影比賽得獎者於頒獎禮合照。

(上圖)梁啟榮會長(右)頒發予「全港公開攝影比賽」公開組冠軍韓國楨。
(下圖)全港公開攝影比賽公開組冠軍作品。



獎品方面，公開組三甲得主均獲獎座一個、名貴數碼相機一部及現金獎分別為港幣伍仟元、三仟元及一仟元。優異獎得主亦各得獎狀一張、現金獎港幣伍百元及電子記事簿一部。至於學生組方面，三甲得主獲獎座一個、名貴數碼相機一部及現金獎分別為港幣三仟元、二仟元及一仟元。至於優異獎得主則獲獎狀一張、現金獎港幣伍百元及望遠鏡一部。



全港公開攝影比賽學生組冠軍作品。



各正副會長及會董與兒童繪畫比賽得獎小朋友合照留念。

兒童繪畫比賽反應熱烈，比賽期間每天均有逾一百名小朋友參賽。

四、兒童繪畫比賽

另外，為使小朋友對「工展會」留下深刻的印象，本會同時舉辦了「兒童繪畫比賽」，以「今時今日工展會」為題，讓小朋友自由繪畫他們參觀今屆「工展會」所見到的情景。是次比賽由星島日報協辦及力嘉國際集團贊助，並得到聯合出版集團有限公司贊助。比賽日期由九八年十二月二十四日至本年一月二日，參賽情況踴躍，共有超過一千二百名小朋友參加。

「兒童繪畫比賽」分初級組（八歲以下）和高級組（八至十二歲），參加者於比賽期間每日下午四時至六時前往「工展會」會場表演台參加比賽。本會邀得多位資深美術工作者擔任評判，包括星島日報美術主任廖漢榮、香港貿易發展局設計部主管梁志昌、奧美廣告創作服務

部總監譚麗轉、國際書刊出版社美術總監許思華，並由趙耀祖會董擔任主席評判，從每組選出冠、亞、季軍各一名及優異獎十名。評判一致讚揚參賽的小朋友觀察力及想像力，且非常用心繪畫，作品水準高超。（三甲得獎名單見表二）

| 高級組 | | 初級組 | |
|-----|-------|-----|-------|
| 獎項 | 參賽者姓名 | 獎項 | 參賽者姓名 |
| 冠軍 | 區光宇 | 冠軍 | 許漢君 |
| 亞軍 | 黃芷淵 | 亞軍 | 梁可欣 |
| 季軍 | 胡溢峰 | 季軍 | 何茜茜 |

表二

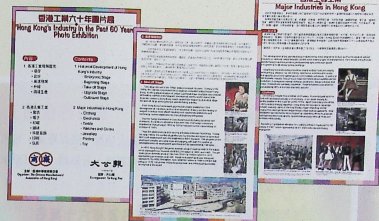
獎品方面，每組三甲得主各得獎座一個、精美禮品包及現金獎分別為港幣一千元、五百元及三百元，與及書券分別為三百元、二百元及一百元。優異獎得主亦獲贈獎狀一張及精美禮品以示獎勵。

兩項比賽頒獎禮已於本年一月十日於會場舉行，由會長梁欽榮、副會長葉慶忠、盧文端、陸增輝、會長助理周敏、會董馮元佩、趙耀祖等及各贊助機構代表頒發共五十二個獎項。應邀出席之嘉賓並包括各協辦機構、贊助機構的代表，以及兩項比賽的評判。會長梁欽榮在致辭時感謝各協辦機構、贊助機構及評判的鼎力支持與協助，使兩項比賽得以順利舉行，並獲得圓滿的成果。

「兒童繪畫比賽」初級組冠軍許漢君作品。



（上圖）梁慶忠副會長（右）頒發予「兒童繪畫比賽」高級組冠軍區光宇。
（下圖）高級組冠軍區光宇作品。



五、「香港工業六十年」圖片展

一九九八年為工展會創辦六十周年紀念，為讓入場人士重溫昔日香港工業的光輝歲月，會場內特別舉行「香港工業六十年」圖片展，展出各式各樣與本港工業息息相關的圖片，希望藉此加深入場人士對香港工業的了解，從而推動本港工業邁向新里程。圖片展展出期間，參觀人士眾多，透過多張珍貴的歷史圖片，市民更清楚了解到香港工業六十年來的轉變，以及本港工業未來應朝著的發展路向。

六、中國古代服飾及禮節表演

本會特別從北京邀請中國古代服飾舞蹈表演藝術團於十二月十九日至二十一日蒞臨工展會會場表演助興，全面展示唐、宋、元、明、清各朝代的服飾、頭飾、禮節以及唐樂、漢舞等部份獲獎優秀民族舞蹈，此項服飾表演在國內難得一見，因此吸引了無數參觀人士駐足觀賞。



中國古代服飾舞蹈表演藝術團作古代服飾及禮節示範表演。



商業電台「嘩！嘩！嘩！打到嚟之結婚馬戲」節目於工展會會場作現場直播，並與現場觀眾一起創設迎接新一年來臨。



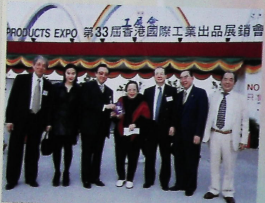
亞洲電視藝員在工展會作現場表演，並和現場參觀人士玩遊戲。



舞龍表演吸引入場人士駐足觀賞。

七、幸運抽獎

本會於工展會期間亦舉行了幸運大抽獎，獎品豐富，包括迷你音響組合、電視機、微波爐、傳真機、五層樓、五層原味煲及旅遊禮券等。



本會會長梁欽榮(左三)贈送一枚名貴珍珠項鍊予第六十萬名幸運入場人士余登玉蓮女士(中)。

八、第三十三萬名及第六十萬名入場幸運兒獲獎

大會為了慶祝去年為「工展會」第三十三屆及六十週年紀念，特別送出名貴獎品予第三十三萬名及第六十萬名入場幸運兒。首位得獎者於去年十二月三十一日誕生，而第六十萬名入場人士亦於一月六日誕生。首名幸運兒由本會常務會董蔡衍濤及會董黃慶苗即時頒贈由雅閣企業有限公司贊助貴族床褥一張。另一位幸運兒則由本會會長梁欽榮頒贈名貴珍珠項鍊一枚。

九、發售紀念郵封及電話咭

此外，為慶祝工展會六十週年紀念，本會特別發行一款紀念封，並得到香港郵政署批准蓋上「工展會」開幕當日郵戳。紀念封限量發行二千個，每個定價港幣十元，於工展會期間全部售罄。同時，本會亦與新世界電話有限公司攜手推出兩款限量發行的「工展光輝六十載」紀念電話咭，每張定價港幣一百元，共發行一萬五千張。兩款電話咭更印有工展會的珍貴歷史圖片，讓市民回味工展會過去的光輝點滴。



工展會六十週年紀念封(左圖)、優惠券(中)及「工展光輝六十載」紀念電話咭(右)。

工展會答謝宴

為期二十五日的工展會於一月十一日圓滿結束，成績美滿。為答謝各界人士對工展會的鼎力支持，本會於一月十五日設宴招待各界人士。會長梁欽榮代表本會向來賓致辭，並頒發紀念品予是屆工展會之贊助機構及協辦機構，包括贊助機構特設政府工業署代表首席貿易主任何鎮和先生、協辦機構香港旅遊協會代表旅遊發展部經理李志恒先生、香港生產力促進局代表工商拓展管理科副總裁程自強先生、香港貿易發展局代表副總裁林天福先生，以及香港總商會代表服務部總經理郭陳燕女士、會長梁欽榮。

在宴會上致辭時向各贊助及協辦機構致謝，感謝各機構的大力贊助，使今屆工展會無論在海外宣傳、招展情況及參觀人數方面，都得到理想的成績。同時，他表示，今屆工展會得以順利舉行，有賴多個政府部門、社會團體及私人機構的鼎力協助，包括警務處、運輸署、勞工處、地政總署、路政署、市政總署、環境保護署、消防處、中西區民政事務署、臨時市政局、香港聖約翰救傷隊、新巴有限公司、城巴有限公司、地鐵公司及中信泰富有限公司等。

出席該宴會的尚有今屆工展小姐冠軍、亞及季軍、第三十二屆工展小姐冠軍余淑芬及各項比賽之評判、贊助商代表、主要參展商等，賓主盡歡，場面熱鬧。



本會會長梁欽榮於工展會答謝宴上感謝各方的支持。



(上圖)本會會長梁欽榮(右六)、常務副會長梁乃榮(左三)、副會長楊瑞西(右五)、林耀賢(左一)、盧文燦(右四)、陸增輝(右三)、第三十三屆工展小姐冠軍許佩珊(左四)、亞軍黃恩琪(左二)、季軍薛慧恩(右二)及第三十二屆工展小姐冠軍余淑芬(右一)於工展會答謝宴上合照留念。

(下圖)本會常務副會長梁乃榮(左)頒贈獎旗予協辦機構香港貿易發展局副總裁林天福(右)。



本會會長梁欽榮(前排左四)、常務副會長梁乃榮(前排左三)、副會長楊瑞西(前排右四)、林耀賢(前排右三)及陸增輝(前排左二)與多位在工展會期間表現出色的常董、會董及職員於一月會董會晚宴上進行的工展會頒獎禮上合照。

姚紀中



出 香港工業大部份以中小企業為主，其中不少均從事出口及轉口貨物或服務。由於規模較小，承擔風險能力有限和資金緊絀自然是無可避免的問題。正因如此，香港出口信用保險局所扮演的角色可謂舉足輕重。

面對香港經濟逆轉的環境，信保局總監姚紀中在積極籌謀如何協助中小企業渡過困境之餘，亦尋求自強之道，力求減低該局因經濟不景所受的衝擊。

受到亞洲金融危機的拖累，香港出口顯著放緩。姚紀中表示，為減低出口商成本，該局由一九九八年十月起減收「綜合貨運保單」及「港外貿易保單」等多種保單的保費及豁免有關保單的年費。有關保費削減百分之五（保費因不同出口目的地及付款條件而異，平均約為出口單價的百分之零點五五）。優惠期直到本年三月底；豁免保單年費可令廠商節省最多達港幣五千元（年費按公司規模而定，由一千至五千元不等）。

他續稱，減幅雖然不多，但希望此舉或多或少能對廠家有幫助。此項計劃首先進行半年，稍後再作檢討。屆時會就香港出口單據進行諮詢，再決定是否延長優惠期。當然，要決定是否延長優惠期，姚紀中表示，主要視乎香港整體的出口情況及信保局財務業績。現時，信保局約有二千名公司顧客，其中超過一半為中小企業。

此外，姚氏透露，今年會全力加強推廣「綜合性保單」，即一張綜合保單涵蓋出口、轉口及港外貿易等三方面的保障，務求增加保單承保彈性。這項保單佔去該局所有保單的八成，預計未來會增至百分百。

善用人力 開拓市場

姚紀中坦言，受到現時經濟逆轉影響，大客戶保單數目減少，保費收入也隨之減少，為開拓業務，該局在市場推廣方面下了很大工夫。在一九九八年四月至七月，該局共接獲約一百張新保單，比上一年同期倍增。他表示，能取得今次美滿的成績，主要有賴實施了有效的人手調配，把營業部瑣碎的工作交由文書去做，以便營業員有更多時間去開拓新客戶。

不過，他指出，自金融風暴後於一九九八年四月至十月期間，該局總承保出口額下跌了百分之三點五，保費收入也下調了百分之六，主要由於不少大客戶要求對其所持保單重新評估及再作修訂，期間亦有客戶調低保費。儘管承保收入會出現問題，但相信不會超過二千萬元。目前信保局的投資收入儲備高達二千五百萬元，足以抵銷保單損失部分。一九九八年初，該局估計九八年全年承保業務，可望有百分之五的增長。姚氏期望總承保出口額的跌幅不要擴大，並能鎖著在負百分之三的水平。

面對逆境 加強部署

被問及經濟低迷信保局會否收緊對出口信用保險申請的審批時，姚紀中表示，對各項申請依然採取審慎態度，並非來者不拒，但會加強與銀行的溝通，例如經常舉辦研討會，讓解現時出口企業面對的融資困難，亦會邀相熟銀行接納信保局保單，作為融資抵押的一部分，藉此增加批核機會。

同時，信保局會加強出口商的風險管理意識，提醒他們在經濟逆轉時，更應盡早作好部署。為此，該局就信貸管理如何影響香港出口業務表現，訪問了三千零二十二家出口商。調查發現，雖然一些出口商面臨流動資金緊絀的問題，但對信用證以外的信貸貿易方式始終抱持謹慎態度。超過半數的受訪者表示，從未嘗試過申請出口融資。

調查又顯示，香港出口商未有就拖欠付款的風險採取足夠的保障措施。在受訪者中，只有二成八表示已購買針對這些風險的信用保險。對此，姚紀中建議，要有效對付壞帳問題，並不需要完全避免進行放帳交易，只要設立一個有效率的信貸管理系統，便可幫助企業在審慎控制風險的基礎上全力發展業務，以確保取得合理回報。

儘管今次的金融風暴來勢洶湧，但姚紀中表示信保局業務所受的影響不大。事實上，自一九九七年以來，該局已對東南亞市場的承保情況定期作出檢討，東南亞市場在該局承保總額中不超過百分之二，其主要海外市場為歐美國家。

管理之道

在姚紀中眼中，信保局雖由香港政府全資擁有，獲政府保證承擔全部債項，但始終有別於政府部門。他採用了商業手法來經營信保局，把它視為自己生意，務求達至自給自足。

在內部管理方面，他認為，前任總監黎福寶珍花了不少心血來達到內部改組及改善品質管理的目標，並領導該局成功取得 ISO 9001 證書，使之成為全球首家獲得此項認證的信用保險機構。內部管理既已上軌道，該局未來的工作將集中於拓展保單業務。

為減低金融風暴的影響，該局將致力開源節流。一方面要向出口商解釋風險管理的重要性，務求協助他們減低風險，並開拓局方的業務；另一方面要求員工節省資源，目標是降低百分之五的成本開支，計劃由一九九八年十月起推行。不過，姚氏強調，絕不會藉故裁員，如發覺員工投閒置散，只會增加其工作量，以提高生產力及擴展承保業務，而員工對局方的管理方針亦非常樂意接受。

致出口商的特別訊息

迅速把存貨變成現金

積壓的存貨不僅佔去您寶貴的面積，更浪費您的金錢。現在，您可以利用 Asian Sources 存貨推銷網頁找尋合適的買家，盡速售清積壓已久的存貨。

來自全球超過100個國家的合資格買家每星期透過 Asian

Sources Online 發出超過34,000個產品查詢。閣下的存貨推銷網頁就正好投於 Asian Sources Online，收效不容置疑。您的存貨網頁包括一張彩色的產品圖像、產品規格說明、最少訂貨量及出售的價格。

為什麼還要花錢、花時間印製

小冊子或進行電話推銷？Asian Sources 數天內便可將您的存貨上網，讓您的存貨獲得即時曝光，而30天的全球曝光亦只需港幣\$740。這絕對是最快捷、最有效的傾銷途徑。

請立即致電(852)2831-0203或電郵至 jlee@asiansources.com。

asian sources
www.asiansources.com



本會拜會新華社香港分社姜恩柱社長

本會各正副會長於一月二十五日拜會新華社香港分社姜恩柱社長，並就一些共同關注的經貿問題交換了意見。

本會會長梁欽榮向姜恩柱社長介紹了「海峽兩岸及香港特區經貿研討會」和「工展會」有關情況。姜社長讚揚本會為繁榮香港經濟、促進香港與內地、台灣三地的經貿交流所作出的貢獻。此外，姜社長詳細介紹了內地的經濟情況，並預期通過採取積極的財政政策，啟動內需，開拓農村市場和拓展對外貿易等措施，今年大陸經濟將保持適度的快速增長。



本會會長梁欽榮(左五)於一月二十五日拜會新華社副會長梁乃榮(左四)、副會長葉慶忠(右四)、陳永棋(左三)、呂明華(右三)、林輝實(右二)、盧文端(左二)、陸增端(左一)一行拜會新華社香港分社社長姜恩柱(右五)，會後雙方代表並合照留念。

'99中國稅務研討會

為使會員對國內稅務措施轉變帶來之影響有所認識及了解，從而作出相應措施及準備，本會特於二月四日舉辦「99中國稅務研討會」，邀得羅兵咸永道有限公司高級稅務經理傅振雄、莊子男及洪宏德，分別就國內五年過渡優惠期結束後的稅務檢討、稅務檢查及轉讓定價條例之最新發展，以及香港稅務的新資訊等方面作出詳細剖析。研討會反應熱烈，出席之會員代表逾八十人。



梁欽榮會長(左)與姜恩柱社長互就一些共同關注的經貿問題交換意見。

梁會長在會談中並指出，今年本港和內地在海外貿易方面將面臨更嚴峻的形勢，有鑒於此，為了繼續吸引外資、減輕外商投資企業的負擔，內地政府宜避免在外資政策上作出重大變動，同時應進一步簡化稅制和有關手續，原有給予外商的優惠亦應保留。另一方面，梁會長亦建議內地政府宜放寬科技人才以及與經貿有關的政府官員簽證的限制，在每天一百五十名持單程證赴港定居名額的基礎上適當增加名額。

參加是次會晤的除姜恩柱社長和梁欽榮會長外，尚包括新華社協調部副部長周志榮、處長呂敏、與本會常務副會長梁乃榮、副會長葉慶忠、陳永棋、呂明華、林輝實、盧文端、陸增端。



「99中國稅務研討會」邀得(左起)羅兵咸永道有限公司高級稅務經理傅振雄、莊子男及洪宏德擔任主講嘉賓。

歐羅研討會

歐羅已於本年一月一日正式面世，成為歐洲的法定貨幣，為歐洲各國的貨幣政策及歐盟國家及其貿易夥伴之經濟體系帶來巨大的改變及影響。為使會員加深對歐羅的認識及了解，本會特於一月二十六日舉行歐羅研討會，由本會會長梁欽榮致開幕辭，並邀得歐洲聯盟歐洲委員會香港辦事處大使駱一德先生擔任主講嘉賓，以「Europe's New Money」為題發表演講。另外，是次研討會尚邀得羅兵咸永道會計師事務所稅務部合夥人Mr Guy Ellis及高國寶銀行外匯及資金市場推廣部副總裁李仲瑛擔任主講嘉賓，分別以「Preparing Your Business for the Euro」及「Impact of the Euro for the Corporate Sector & Currency Outlook」為題發言。本會副會長陸增端並主持主題演講後之答問環節，與會者反應熱烈，提出了不少問題，由嘉賓逐一詳細解答，令與會者對歐羅面世帶來的轉變及影響有更深入的認識。



本會會長梁欽榮(左二)於歐羅研討會上致開幕辭，並由副會長陸增端(左一)主持答問環節。研討會之主講嘉賓包括歐洲聯盟歐洲委員會香港辦事處大使駱一德(右一)、羅兵咸永道會計師事務所稅務部合夥人Mr Guy Ellis(右三)及高國寶銀行外匯及資金市場推廣部副總裁李仲瑛(右二)。



陸增端副會長(右)代表本會致送紀念品予駱一德大使(左)。

「資訊科技在企業發展中的角色」研討會

本會與中小企業委員會、政府工業署及其他六間工商機構於二月五日至十二日聯合舉辦「中小企業週」，透過多項不同類型活動如展覽會、論壇、研討會及香港中小企業獎等，推廣為中小企業提供的各類支援服務。

為提高本港中小企業對資訊科技之應用及認識，本會於二月十二日假香港會議展覽中心舉辦「資訊科技在企業發展中的角色」研討會，由本會中小企業委員會主席蘇紹堯會長主持開幕，以及委員會科技工作小組召集人葉志光會董介紹本會中小企業資訊網絡之發展及服務。研討會並邀得香港電話商業市場營業經理鄧基先生、怡和科技集團Internet Solutions部門助理經理黎勇勤先生及Drake Training資深導師黎家偉先生擔任主講嘉賓，各就本港企業在資訊科技之發展及應用情況進行深入之講解。研討會反應熱烈，共有逾百人報名參加。



「資訊科技在企業發展中的角色」研討會之嘉賓及講者包括：(左起)怡和科技集團Internet Solutions部門助理經理黎勇勤、本會中小企業委員會科技工作小組召集人葉志光博士、本會中小企業委員會主席蘇紹堯、香港電話商業市場營業經理鄧基及Drake Training資深導師黎家偉。



葉志光博士向與會人士介紹本會中小企業資訊網絡之發展及服務。

本會會員參觀廠商會檢定中心

廠商會檢定中心為香港實驗所計劃認可之獨立及非牟利檢定機構，提供一系列產品檢定服務，為使會員更深入地了解中心所提供的服務，本會產地來源證及檢定中心業務推廣委員會於二月九日舉辦廠商會檢定中心參觀活動，由委員會聯合主席林學甫、蔡衍濤及第三十三屆工展小組冠軍洪婉萍及亞軍黃恩琪帶領及向會員詳細介紹檢定中心之運作，此外，會員並到訪各產品及物料測試部門，由專人進行各類測試示範及講解。



產地來源證及檢定中心業務推廣委員會聯合主席林學甫(左二)、蔡衍濤(右二)，帶領會員參觀廠商會檢定中心，並與檢定中心副執行幹事林俊康(右一)、高級業務拓展經理鄭達祥(左一)、應屆工展小組冠軍洪婉萍(右三)及亞軍黃恩琪(左三)合照留念。



廠商會檢定中心玩具部化驗師莊婉英(左一)向會員示範玩具測試過程。

頒發一九九八年廠商會傑出員工獎

本會於二月四日舉行員工週年晚宴，秘書處及檢定中心逾一百七十名員工出席，場面熱鬧。同時，並頒發了一九九八年傑出員工選舉的獎項。

本會副會長楊孫西在主持頒獎儀式時表示，舉辦傑出員工選舉的目的乃表揚表現出色的員工，及加強員工對廠商會的歸屬感。經過一連串提名及評審程序後，一九九八年傑出員工分別為秘書處簽證部旺角辦事處黃麗英及檢定中心行政部吳玉荷；另外，優異獎得主分別為秘書處行政部林玉葵和貿易部黃詠思，與及檢定中心市場推廣部李天恩和玩具部何碧芝。

當晚應邀出席的嘉賓包括副會長楊孫西、盧文端、陸增謙、會董曾金城、何楚榮、曹金霖、崔少全及蘇包陪慶。



本會副會長楊孫西(左四)、盧文端(左二)、陸增謙(右三)、會董曾金城(右二)、崔少全(左一)及執行幹事劉達明(右一)與兩位一九九八年廠商會傑出員工得獎者黃麗英(右四)及吳玉荷(左三)在員工週年晚宴上合照。

宴請勞工處處長張建宗



本會於二月十日宴請勞工處處長張建宗太平紳士(前排左二)，由本會會長梁欽榮(前排右二)、副會長楊孫西(前排左一)、盧文端(前排右一)等接待，就現時本港的勞資問題，以及如何促進本港的就業機會等交換意見。雙方並贊同加強勞資溝通對整體經濟利益及社會和諧的重要性。

新華社香港分社協調部訪會



新華社香港分社協調部部長王永樂(前排左三)率領一行八人於二月十一日蒞會訪問，由本會會長梁欽榮(前排右三)、副會長梁慶忠(前排右二)、楊孫西(前排右一)、陸增謙(後排右三)及常務會董蔡德河(後排右二)主持接待。雙方表示今後將進一步加強合作及聯繫，為促進香港的經濟繁榮而共同努力。

深圳市港澳經濟研究會代表團



本會副會長梁慶忠(中)於二月八日主持接待深圳市港澳經濟研究會代表團一行，並致送紀念品予代表團團長、深圳市政策研究室處長鄧偉時(左五)。出席接待之本會代表尚包括會董麥雄(右五)及林慕南(右四)。

「展能就業研討會1999」



本會與勞工處、僱員再培訓局、平等機會委員會、職業訓練局、香港工業總會、香港僱主聯合會等十五個政府部門及工商社團聯合舉辦之「展能就業研討會1999」於一月十三日假香港會議展覽中心舉行，旨在透過展覽、錄影帶播放及經驗分享等活動，向僱主展示殘疾人士擁有的工作能力，從而促進殘疾人士的平等就業機會。本會常務會董劉文煒(左)應邀出席，並代表本會接受勞工處處長張建宗太平紳士致送紀念品。研討會反應熱烈，共有約380名僱主及人力資源管理人員出席。

24 企業雄才 一九九九年三月號



中國保險法規：

如實告知

是投保人必須履行的義務

引言

這是一個有關機動車輛的保險，在保險有效期間內，由於車主沒有告知保險人便將受保車輛賣給他人，出事後引起賠償糾紛的案件。案中，雖然投保人有履行自己的義務，但法院判決保險公司敗訴，從中可以看出有《保險法》第30條的解釋原則，在實際運用中往往過於草率，如實告知是投保人必須履行的義務，在其不履行的情況下，保險公司拒賠是合法的，這是《保險法》明文規定的。

案例

處某是桑塔納車主，於一九九五年八月七日在保險公司購買車輛損失險為22萬元，第三者責任賠償限額20萬元，保險期由一九九五年八月八日至一九九六年八月七日。該車於一九九六年五月二十四日通過南京市工商局舊機動車輛交易市場，轉賣給新車主李某，由於車管部門日期限定，當日車輛未能過戶，直至八月份才過戶。五月二十五日下午2時，南京市中山陵園管理處對某駕駛該車由南京開往江陰，在312國道上與趙某相撞，趙死亡，車輛損壞，事故經交警處理，認定駕駛者負全責，賠償計14.6萬元，由新車主墊付。保險公司調查此事故後認為，該車轉賣手續完畢，由於原車主未及時通知保險公司，保險單未保險公司賠償車輛損失險則第三責任險，法院認為，車輛在保險合同有效期內，發生交通事故時駕駛者負全部責任，造成的損失除免賠20%外，其餘部分保險公司應負責賠償，保險公司以保險車輛發生道路交通事故前已轉賣完畢為由拒絕賠償理由不充分，判決保險公司一次性賠償處某車輛損失修理費、估價費8.42萬元，餘額由處某承擔。

評析

本案雖然以保險公司敗訴告終，但只要看一遍此案例便可明白，此案判決結果有商榷性，保險公司拒賠是合理合法的。

1. 拒賠符合保險條款的規定——本家中桑塔納小轎車的保險期由一九九五年八月八日至一九九六年八月七日，此期間該案保險金適用的條款為中國人民銀行一九九五年二月六日頒發的機動車輛保險條款。該條款第23條規定：在保險合同有效期內，保險車輛轉賣、轉讓、贈送他人或變更用途，被保險人應先書面通知保險人，並申請辦理批改。顯然，本家中被保險人處某既未事先通知保險公司，也未申請批改，屬於違約在先，對此造成的結果，保險條款第27條規定：被保險人不履行本條款第21條至第26條規定的義務，保險人有權拒絕賠償或自書面通知之日起終止保險合同；已賠償的，保險人有權追回已付保險賠款。顯然，保險公司拒賠有章可稽。況且，中國人民銀行針對一九九五年二月六日頒發的機動車輛保險條款的解釋中，對於保險車輛轉賣他人後被保險人應申請批改義務作了詳盡註釋：轉賣的保險車輛經車輛交易市場合法交易後，應經工商部門認可的發票，向保險公司申請辦理批改被保險人稱謂，被保險人處某通過南京市工商局機動車輛交易市場將桑塔納車賣給李某屬於合法交易，但買賣後，新、舊車主都未向保險公司申請批改手續，就屬於「不履行被保險人義務」。

2. 拒賠符合《保險法》中關於投保人應告知義務的規定——本家中被保險人處某將桑塔納車向中保財產保險南京分公司投保，中保財產保險南京分公司接受投保，並簽發了保險單，雙方通過訂立機動車輛保險合同，形成保險關係，保險雙方必須依照所訂合同享受權利和履行義務。

《保險法》第33條規定：「本案中的桑塔納轎車自一九九六年五月二十四日下午已經轉到李某手中，至此本車輛的司機、用途及各種環境都發生了變化，已失去了當初承保的條件」。《保險法》第13條規定：「投保人故意不履行告知義務，保險人對於保險合同解除前發生的保險事故，不承擔賠償或者給付保險金的責任，並不退還保險費。」本家中投保人處某沒有將桑塔納車轉賣情況及時告知保險公司，直至發生了交通事故，此種情況不屬於主觀上的故意行為，但在客觀環境上卻形成「隱瞞被保險財產的真實情況」的事實。

3. 拒賠符合《保險法》中關於投保人对保險標的應具有保險利益的規定——中國《保險法》第11條規定：投保人对保險標的應當具有保險利益；投保人对保險標的不具有保險利益的，保險合同無效；保險利益是指投保人对保險標的具有法律上承認的利益，本家中投保人和被保險人都是處某，那麼處某是否具有保險利益？顯然，從投保時起至一九九六年五月二十四日下午將桑塔納車轉賣給新車主李某止的期間，處某對保險標的一桑塔納車具有保險利益；然而隨著車子轉賣手續的完成，處某就不再具有保險利益；不具有保險利益，處某就喪失了對車子在轉賣日期的次日下午交通事故損失的索賠權。管他擁有保險單，因為保險合同此時已失效，保險利益原則作為保險適用的四大原則之首，體現了此原則的重要性和決定性，而保險的基本理論認為：財產保險的保險利益相對容易確定，通常產生於財產所有權，投保人或被保險人對其投保的財產具有合法的所有權，就具有保險利益，但財產保險的保險利益又不限於財產所有權，凡因財產發生危險事故將受到損失，或因財產保存而得到利益或預期利益者，均具有保險利益。綜合本案可以歸納出三點，處某如果擁有保險利益，則處某必須具有桑塔納車的財產所有權，或者因桑塔納車發生事故受到損失，或者因桑塔納車保存而得到利益。中國《民法》規定，所有權是民事權利的一種，其法律特徵之一是具有排他性，一個物只能設定一個所有權，某人對某物享有所有權，就意味着他人不能對該物享有所有權；另外，依照《民法》的規定，買賣合同主要法律特徵是財產的

所有權由出賣人轉移給買受人，因此，本家中處某在通過工商部門的汽車交易市場將桑塔納車轉賣給李某的同時，也將財產所有權轉移給了李某，新車主李某購買桑塔納車後，具有占有、使用、收益和處分桑塔納車的四種權利，這四種權利構成了完整的所有權內容，正是擁有了所有權，新車主李某才能於購買車輛的次日下午將車子交由南京市中山陵園管理處到某駕駛，才有了後來的肇事，才有了交警部門依法由李某墊付賠償費14.6萬元。顯然，交警部門依照《道路交通事故處理辦法》第31條規定：交通事故責任者對交通事故造成的損失，應當承擔賠償責任，承擔賠償責任的機動車駕駛者暫時無力賠償的，由駕駛者所有單位或者機動車的所有人員負責墊付，新車主（車輛所有人）李某「墊付」賠償費實質是替肇事駕駛人劉某「墊付」。因此，處某在轉賣桑塔納車完畢後，他不會因桑塔納車發生事故受到損失或者因桑塔納車保存而得到利益，即處某在完成轉賣手續後已喪失保險利益。另外，保險的基本理論認為：在保險利益確定的時間上對於財產保險而言，要求從投保時到合同終止，一定要具有保險利益，如果投保時具有保險利益，而當損失發生時不具有保險利益，保險合同無效。因此，原車主處某對保險利益的喪失，可以判斷其索賠權的喪失。

結論

一般人認為，保險合同是符合合同，投保人不參與合同內容的起草，而是由保險人事先訂印的，因此，當保險雙方當事人在履行合同中某些條款的理解不一致時，《保險法》規定法院應當作出有利於被保險人的解釋，其實，現在的主要保險條款由保險監管機關——中國人民銀行制訂並頒布，各保險公司依照執行，特別是機動車輛保險條款，因此，上述制訂者為例，保險公司也沒有參與合同內容的起草，保險公司和被保險人處某只能選擇及適應條款，況且，對保險合同的解釋還要依據文義解釋原則、依法原則、誠實信用原則及整體性原則，而不能片面地及簡單地地使用「作出有利於被保險人」的解釋。

（本文轉載自《保險研究》1998年第8期，由中保財產保險南京分公司提供）

儋州市



儋州市位於海南省西部，面積為3,343平方公里，人口達80萬，是海南省面積最大，人口最多的城市。

獨特的地理優勢

儋州境內成立了舉世矚目的洋浦經濟開發區，為海南開發的重點和國際投資熱點。其次，該市地處海南最適合發展大型現代工業區的核心地段，日後將成為海南主要的重化工業中心。另外，該市擁有海南最大的天然深水港，具有發展國際航運和石油天然氣工業的優勢和巨大潛力。再者，儋州地處海南西北部海陸交通要衝，西線高速公路貫穿市內，距省會海口市130公里，並與廣西北海通航，接連了中國的大西南市場。

豐富的自然資源

(一) 水產豐富—全市擁有大、中型水庫33個，總儲水量超過350億立方米。(二) 礦產資源豐富—市內已探明可開採礦產有十餘種，其中儲藏量較大的有石英砂、油頁岩、花崗岩等，且開採條件良好。(三) 農業資源豐富—儋州屬熱帶季風氣候，長年陽光普照，雨量充足，土地肥沃，具備發展熱帶高效農業的優越條件。(四) 旅遊資源豐富—全市有26處自然景點和人文景觀，有些更被國家和省列為開發景點。全市海岸線長達225公里，並有十多個港灣，開發海洋及灘塗資源的潛力極大。

良好的投資環境

(一) 電力充足，全市建有多個發電站。(二) 郵電通訊完善，為海南省西部郵電通訊中心。

裝有國際先進水平的以程控交換機和光電，以及有線和無線相結合的多功能數字通訊網絡和無線電話4萬門。(三) 城市設施建設不斷完善，近年來，市政府投資十餘億人民幣開發建設美化大城區。(四) 治安穩定，社會秩序良好。

龐大的市場潛力

儋州是西部地區商品的集散地，商品流通渠道廣泛，市場龐大。市內有十大國營農場和十多家中央、省駐市企業單位。馬井、洋浦已被中央批准為邊貿口岸，開通了與北海的海上航線，接連了祖國大西南市場，市場潛力優厚。

鼓勵外商投資的政策

為方便投資者，市政府實行一個「窗口」一條龍辦事制度，並制定了一系列投資優惠政策。首先，凡到儋州市投資開發有一定規模的項目，手續交由經濟合作部門協調辦理，投資者毋須往個別部門處理；第二，凡屬高科技工業項目投資，政府將提供土地；第三，凡是來儋州市投資的新辦企業，項目建設期間豁免一切手續費用，並返還財政稅收；第四，凡是來儋州市投資的企業，獲得的所得稅一律實行「免二減八」，即前二年免掉，後八年繳7.5%；第五，凡是來儋州市投資建設有一定規模項目，其增值稅稅務費減免50%以上；第六，投資興辦企業者因治安問題造成損失，由市政府負責協調賠償。

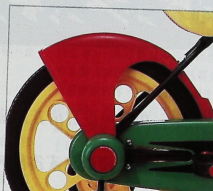
服務機構
華海有限公司
地址：九龍彌敦道79號南洋中心第一座302B-304室
電話：2311 0168
傳真號碼：2722 7868

美能達色彩測量計 各行各業 ——賞「色」 電腦配色及色彩控制均可



▲ 家庭用品之外觀色彩控制

美能達各式色彩測量計，精準準確，色彩上最微細差異，亦能即時辨別，高度提高產品與原料之色彩控制，絕無偏差。美能達CM-2002分光測色計，輕巧便捷，能準確測定物體的光譜反射率，最適合色彩分析及顏料配色之用。美能達CR-300色彩色差計，攜帶方便，用途廣泛，能即時提供準確色彩數據，萬無一失。美能達CM-2002及CR-300，同具電腦接駁功能，可將測量資料直接輸入電腦內，進行分析處理，令效能大大增強，色彩穩定，可脫無出其右！



▲ 塑膠業中原料與製品之色彩檢定



▲ 電腦配色系統能快捷準確提供色彩配方



▼ 製衣業中布疋與輔料之色彩控制

CM-2002 分光測色計和台式 CM-3500d
◆ 漫射 / 8" (d/8) 標準照明及觀察條件
◆ 雙光束自動補償系統
◆ 含鏡面光 / 除鏡面光 / (SCI/SCE) 選擇
◆ 4xAAA 乾電池操作，重1.6公斤
◆ 多種測試條件選擇
◆ Quick Match 配色軟件系統
CR-300 色彩色差計
◆ 設計採用 4/0" 幾何位置
◆ 漫射照明，投射光場更均勻
◆ 直徑 8 毫米之測試口徑
◆ 備配 DP301 數據處理器及打印機



▲ 油漆與塗料之色彩控制



CR-300

CM-2002



美能達香港有限公司

香港鰂魚涌英皇道1085號東達中心二樓208室 電話：(852) 2565 8181
傳真：(852) 2565 5601 (查詢請電：工業儀器部 電話：2565 2156)

歡迎垂詢工業儀器說明書，請將閣下名片寄此處，寄回美能達香港有限公司工業儀器部。

HONG KONG ENTREPRENEUR CMA



南非東海角



投資地區

東海角位於南非東南海岸，
為該國第二大省份，面積達170,600平方公里。
省內不同區域之氣候有顯著分別，一般而言，
沿岸地區氣候較溫和，內陸山區溫差則較大，
冬天會有雪，夏天則多雨。

經濟背景

東海角之兩大港口城市伊利莎伯港及東倫敦是該省的兩大工業區，主要經濟活動為製造業，其中又以汽車製造為主。此外，該省其他主要工業尚包括農業、紡織及成衣業、旅遊業、成藥製造、皮革用品、食物加工業及生產電器用品等。由於該省擁有長達800公里未經污染之海灘，又適合釣魚、遠足、滑雪等活動，自然吸引大量遊客前往遊覽及渡假，預期旅遊業增長率將不斷上升。

營商環境

東海角擁有不少優越條件，創造了有利的投資及營商環境。當地以英語為主要商業語言，基礎設施達至世界水平，該省的電力及自來水供應均是源源不絕，收費廉宜，運輸網絡四通八達，其他優質服務如銀行、保險、醫療等

亦一應俱全。此外，東海角位處世界貿易主要的路線之上，來往各地多個主要市場快捷方便。東海角地理位置優越，鄰近印度洋，而當地沿海地區的二億人口正好提供了龐大的消費市場，亦有助南非通往非洲其他開發中的市場。另外，座落於工業園附近的東倫敦及伊利莎伯港口均設有現代化的貨櫃碼頭。在南非東海角所生產之貨品可由該兩個港口直接輸往其他市場，並不受任何配額限制。

投資優惠

東海角歡迎本地及海外投資者在當地作任何投資，且毋須事先得政府批准，對投資項目的種類和幅度亦無限制。省政府對外來投資表示鼓勵，希望藉此刺激經濟及降低失業率。

第一項優惠是提高折舊限額，倘若於1996年7月1日至1999年9月30日內由付稅者買下全新或未經使用的生產機器，用作繳稅之折舊折舊期限可由五年縮短至三年。至於製造過程所興建的新樓宇，亦由二十年降至十年。

另一優惠則是免稅計劃。在該計劃下，來自一些指定的生產項目之應課稅收入可獲暫免繳稅優惠，該計劃只適用於1996年10月1日或以後成立之新公司。而有關之投資項目亦必需經由南非地區工業發展局審核。

該免稅計劃主要分三個範疇，分別是地區、工業及人力資源。投資者如在任何一個範疇達

至工業局之要求，即可獲連續兩年免稅之優惠。如三項皆能達到，更可獲最高6年免稅之優惠。這項優惠只適用於位於東倫敦、伊利莎伯港及皇后城及指定地區進行投資的新公司。另外，在工業一項，如投資項目符合了中央統計署於1993年1月訂下的標準工業分類指南中第三類項目（包括食品加工、紡織業、電器製造、機器製造等），亦可享有兩年免稅優惠。而有關人力資源方面的總支出，包括薪金、佣金、花紅及醫療福利等，如持續地超過生產成本的55%，則有關公司也可獲得兩年免稅優惠。不過此計劃只適用於在1996年10月1日以後成立及資產（如土地、工廠及機械）總值超過300萬南非幣值的新公司。

若未能符合上述之基本條件，東海角亦為企業提供中小型製造業發展計劃以作選擇，從事製造業的企業如符合中央統計署所訂定的標準工業分類指南中第三類項目，其申請可獲考慮，並可能獲得長達三年的資助。

如有興趣前往南非東海角投資，可與當地之投資及市場中心(Centre of Investment and Marketing in the Eastern Cape)聯絡。

地址：Hammer Mill House 'The Quarry Office Park'
Quartzite Drive East London South Africa
PO Box 19253 Tecomma 5214
電話：27-431-436013
傳真號碼：27-431-436023
電子郵件：info@cimec.co.za
網址：http://196.717.170-40/cimec

30 企業雄才 一九九九年三月號



東海角擁有優良港口設施，有利出口貿易發展。

一九九九年三月號 企業雄才 31

創業板市場 增加新興企業融資渠道

香港聯合交易所正密鑼緊鼓地籌備，擬於今年第四季度正式推出第二板市場，所謂第二板市場，乃相對於現行證券市場（主板市場）而言，通常又可稱為創業板市場。顧名思義，創業板市場發行和交易的是那些尚處於創業階段，但具有增長潛質的新興公司（Emerging Company）和中小型企業的股票。

傳統的主板市場一般針對基礎較好，實力較強的企業，對上市公司的要求頗為嚴格。例如，香港聯交所要求公司在上市前三年內股東所佔盈利必須不低於5,000萬港元，公司上市時的市值需超過1億港元等。新興公司與中小型公司大多規模較小，成立時間不長，基礎欠穩固，知名度較低且前景較不明朗，往往難以達到上市要求而被拒諸門外。第二板市場的建立正可為這些類型的公司提供另類集資渠道，以幫助其發展及開拓業務。

由於針對的市場目標有所不同，第二板市場不論在上市條件、投資主體，還是監管理念與手法上均與主板市場有明顯之區別。根據聯交所構思，第二板市場的上市要求相對較低，最為突出的是並無盈利方面的規定，申請的公司只需具備四年在同等的管理層及所有轄下從事活躍業務的紀錄；公眾持股量達3,000萬港元或公司市值的10%，以較高者為準；公司上市時，管理層及財政股東須合共持有公司市值至少35%，且獲配發的公眾股東不少於50名等，即有機會取得第二板市場的上市地位。此外，為了降低發行人的成本，首次公開招股並不硬性規定要有包銷安排，同時聯交所亦考慮或將准許創業板以美元交易。

第二板市場的上市條件因需照顧較小型公司而有所放寬，一些經營策略過份急進，成功機會較微的企業亦可能魚目混珠，同時，不少

新興公司尚處於探索階段，失敗的風險也較大。結果使創業板市場呈現高風險、高回報的特點，與主板市場比較，往往有更大的波動，股份流通性可能偏低，且公司倒閉及破產的機會率亦會較高。因此，第二板市場所針對的將側重於能對公司業務情況以及所涉風險作透徹、客觀評估的成熟型投資者，如專業投資者和證券市場的散戶投資者。為此，聯交所擬將最低交易額定為50,000元，以減低缺乏認識的投資者參與的意欲和防止股份被操控。

在監管方面，聯交所視第二板市場為完全獨立的市場，與現行的主板市場處同等地位，並將擁有獨立的管理架構和管理層。第二板市場的監管理念將以「買者自負」(Let the Buyer Beware)為主，有利於主板市場那套強調公司自身條件與披露相結合(Merit and Disclosure Based)的監管取向。該監管機制的重點在於提高披露資料及公司管治的要求，以及強化對保薦人的資格審定。申請在第二板市場上市的公司必須呈交「活躍業務活動陳述」，詳細披露公司上市前兩年的業務紀錄，同時，在「業務目標陳述」中詳列公司於上市後兩個財政年度的發展或擴展計劃；有關公司亦必須在呈交季度業績報告以及在半年和年度報告中，將實質業務與預定的「業務目標」作出比較。至於公司管治方面的規定則包括須成立審核及監察委員會，委任兩名富有經驗的獨立董事以及由合資格會計師處理會計事務等。此外，第二板市場的保薦人必須先符合詳盡的資格準則，包括資本額達二千萬元、三年內不得有任何違規紀錄，須有相關經驗和足夠的專業人才，以及保薦人的資格必須每年檢討等等。保薦人將在公司上市過程中負有相當的責任，包括須全面負責首次公開招股階段的事宜；在公司上市後首兩個完整的財政年度充當顧問角色；作為上市公司與聯交所的主要溝通中介；以及報告公司在遵守上市責任及達致「業務目標」方面的情况。

創業板的上市規則中亦增設了若干保障投資者權益的條款，例如：要求上市文件內刊載明顯的風險警告以警惕投資者；規定管理層股

東不得在兩年內出售公司股份，期內須將股份交由協定的托管機構存管，而財政股東的限制期為一年；建議在公司組織文件中加入特別條文，容許股東在公司違反上市規定、持續未能達致「業務目標」以及股東否決改動「業務目標」等情形下就公司清盤的決議進行投票等等。

實際上，創業板市場並非新生事物，在海外甚至不少亞洲國家和地區已獲得了長足的發展，除了較知名的美國那斯達克證券市場(NASDAQ)外，馬來西亞也設有證券交易及自動報價場外證券市場(MESDAQ)，新加坡有類似的SESDAQ，台灣亦設有場外交易市場(ROSE)，重點吸納中小型公司、新興公司或高科技公司，對當地企業的發展，金融體系的健全以及科技的進步起到了一定的推動作用。

鑑於香港擁有超過268,000家的中小企業，第二板市場的設立無疑是必需的，特別是亞洲金融風暴之後，中小企業紛紛受資金緊縮困擾，建立創業板市場雖然難以立竿見影，但從長遠看將有利於改善本地企業的融資環境，豐富其籌措資金的渠道。另一方面，創業板市場的推出亦有助於加強本港國際金融中心的地位。本港的第二板市場將具有高度開放性，延攬的對象不限於本地企業，亦包括大陸和台灣的中小企業公司，中小企業同是海峽兩岸產業發展的中流砥柱，佔兩地比重均在九成半以上，其中不乏具高增長潛力的佼佼者。本港將設立創業板的消息已在兩岸三地引起了熱烈的反響，深受各地業內人士的歡迎，在香港中華廠商聯合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合舉辦的第五屆「海峽兩岸及香港特區經貿合作研討會」上，三會的首腦一致認為香港第二板市場將為三地中小企業帶來新的發展契機，可以預期，隨著本港第二板市場的推出，海峽兩岸及本港的經貿合作亦將開闢新的篇章。





廉價貨商店其門如市

日本的街頭隨處可見的100圓店。



在一片經濟不景的氣氛籠罩下，標榜以削一低價賣各類產品的商店紛紛湧現，這類商店在世界不同地方亦有不同稱號，例如在美國和加拿大稱為一元店，在美國稱為一鎊店，在香港是八元店或十元店，而在日本則名為一百圓店。在大部分國家及地區，這類商店多以銷售價格低廉而質素較差之商品為主，但在日本之同類商店，則往往售賣真正價廉物美之貨品。

日本的經濟長期處於低迷狀態，失業率更攀升至五十年代以來最高水平，消費者為緊縮開支，紛紛搜購廉價貨品。由於日本消費者向來講究品質，商店不能單以低價吸引顧客，因此，一百圓店銷售的貨品亦須注重質量。另一方面，疲弱的零售市道，以致百貨公司生意萎靡不振，迫使製造商和進口商不得不削價求售，為一百圓店提供了大量質優價廉的貨品。

廉價商品三度興起車站四周開設店鋪

日本的一百圓店曾先後經歷三次高峰。第一次全盛期於七十年代末至八十年代初出現。當時大部份的一百圓店均屬臨時經營性質，又或是設於超級市場內一角，所銷售的貨物以日用品居多，如飾物、玩具、小吃等。第二次高峰則於八十年代末在強勁的日圓帶動下興起，當時由於日圓高企，進口貨品價格大跌，不少商店能以前所未有的低價，銷售化妝品、家庭用品、裝飾品和其他貨品。

這些於八十年代末興起的一百圓店，大多租用因小型店舖結業而騰出的空置舖位，

面積較小，一般少於一百平方米。其後隨著日圓轉弱，這類小型商店相繼銷聲匿跡，繼續保存的則擴充業務發展為連鎖店或批發商，成為現時第三個興盛的業內支柱。

這些一百圓連鎖店，除以特許經營方式發展外，有些更成為業內的批發商，為屬下連鎖店和其他獨立商店供貨外，甚至會供貨予競爭對手。

食品塑料品最受歡迎較其他商店便宜數倍

一百圓連鎖店透過大量入貨，可將售價降至最低，並以薄利多銷的手法，一律以削一價錢一百圓銷售各式各樣商品，如大小不一的塑膠籃子、水桶和碗碟等家庭用品，售價比雜貨店同類貨品便宜兩至五倍之多。

與九十年代初比較，現時的一百圓店銷售的食品種類增加了不少。從前一百圓店售賣的食品種類只限於一般小吃，即食麵和其他即食食品，現時的商店除銷售傳統食品外，更售賣米、麵粉、蛋糕粉和麵包粉等，十分多元化。此外，一些商店更刻意突出食品部以吸引顧客光顧。

超值貨品日日新鮮門庭若市全靠口碑

消費者喜歡光顧一百圓店的另一個原因，是這些商店經常推出超值貨品，每日或每週更改。加上一百圓店很少以廣告作宣傳，因此顧客經常會到店內瀏覽，發掘超值貨品。

一百圓店之所以能夠推出令人難以置信的超值優質貨品，一方面是由於他們銷貨量大，訂貨量多，因此能以極低價格，向製造商直接入貨，省卻經由「中間人」接洽所耗的金錢；另一方面，是由於他們對產品質素十分重視，要

求產品質量必須長期保持一致。鑒於一百圓店的貨品銷路穩定，貨如輪轉，對供應商來說，龐大的訂貨量足可彌補以較低價格供貨的損失，故他們亦樂得薄利多銷。

(資料：香港貿易發展局)

飲品市場向高檔發展



根據調查顯示，在內地市民的日常生活中，飲品和酒類佔了生活開支一個相當大的比例。四川省的白酒生產量在全國生產中位列榜首，所生產的白酒佔據了全國白酒市場的絕大部份。

近年來，隨著人民消費模式的改變，啤酒和果酒也日漸為當地消費者接受。四川省內有大小規模的啤酒生產商十多家，其中以中國與比利時合資的啤酒廠最具規模，年產啤酒達八十八萬噸之多。

啤酒市場潛力巨大

目前，國內人民在啤酒方面的消費，佔所有酒類消費的百分之六十六，顯示了啤酒市場的巨大潛力。以九六年的產量計算，人均消費啤酒量為十三公升，而同期世界人均消費量為二十三公升，個別發達國家更達一百公升以上。估計到了公元二千年，國內啤酒產量將達二千萬噸，並以每年平均百分之五左右的速度遞增，至二零一零年時，產量將達二千四百萬噸，達到世界人均消費水平。

中國輕工總會並為中國啤酒工業的調整和發展作出建議，包括爭取國家設立啤酒工業發展結構調整技術改造專項投資；重點扶持大型啤酒企業集團的發展，從投資、融資、發行債券、股票上市等方面給予扶持；支持國內知名品牌為龍頭的企业集團跨地區、跨行業以聯合、兼併等多種形式開展企業重組，使知名品牌和優勢企業得以迅速擴張，力圖使前十大啤酒集團在國內的生產能力合計達到全國啤酒總產量的百分之四十以上等。



國內啤酒市場前景樂觀。

隨著啤酒的銷量不斷上升，啤酒的品種亦增加了不少，例如有熟啤、生啤、純生啤等，還生產了低糖、帶果味的啤酒等較特別的口味，打破了由傳統十五至二十度黃色啤酒壟斷的局面，而保健型低糖、無醇低糖啤酒更成為啤酒市場的新寵。此外，果味啤酒、滋補啤酒和中草藥釀製保健啤酒等，以及罐裝啤酒、汽水啤酒、甜啤酒、辣啤酒、濃縮啤酒等亦相繼投入市場。估計這些味道新鮮、喝起來舒適暢快的生啤之市場佔有率將逐漸增加。

(資料：香港貿易發展局)



穿梭電子世界 把握商機更快

貿發靈

TDClink

商場致勝，分秒必爭！擁有全亞洲最龐大公司資料庫的「貿發靈」資訊系統，新增設「電子資料聯通服務中心」，提供一站式服務，讓您掌握最新商業資訊之餘，更可以電子方式與業務夥伴即時互通多種商業文件，包括購貨單、裝貨單及其他政府文件等。

「貿發靈」結合「電子資料聯通服務中心」，方便電子

資料用戶在尋找海外夥伴時，更可即時處理相關文件，輕而易舉！

請即瀏覽「貿發靈」網頁，親身體驗「電子資料聯通服務中心」如何助您提高營商效率。

<http://tdclink.tdc.org.hk>

「電子資料聯通服務中心」獲下列機構協助：



香港貿易發展局 (貿易諮詢部)
查詢熱線：2584 4383 傳真：2575 0300 電子郵件：tdclink@tdc.org.hk

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 四月三十日至五月九日 | 27th International Exhibition of Inventions, New Techniques and Products of Geneva | Palais de la Paix, Geneva | 約一千項各類新發明及新科技產品 | Salon International Des Inventions 電話：(41-22) 7360949 傳真：(41-22) 7860096 電子傳真：(41-22) 4540459 網頁：http://www.inventions-geneve.ch |
| 五月二日至四日 | 1999超級市場業國際會議和 教育博覽會 | 美國伊利諾州芝加哥 麥考米克展覽場 | 各類雜貨、乾貨、日用品、 保健及美容用品、 超級市場資訊設備、服務、 供應品及技術 | 超級市場業協會 電話：(1-202) 4528444 傳真：(1-202) 4540459 網頁：http://www.fmi.org |
| 五月四日至七日 | 第三屆亞洲國際室內裝飾、 傢俱及餐具展覽 | 香港會議展覽中心 | 各類室內裝飾及設備 | 香港展覽服務有限公司 電話：(852) 2804 1500 傳真：(852) 2528 3103 |
| 五月四日至七日 | 第四屆亞洲國際醫療、化妝、 美容及沐浴用品展覽 | 香港會議展覽中心 | 各類化妝品、化妝品及美容 | 香港展覽服務有限公司 電話：(852) 2804 1500 傳真：(852) 2528 3103 |
| 五月四日至七日 | 第八屆亞洲國際食品、 飲品、酒類、酒店及 餐館用品展覽 | 香港會議展覽中心 | 各類食品、飲品及酒類 | 香港展覽服務有限公司 電話：(852) 2804 1500 傳真：(852) 2528 3103 |
| 五月四日至七日 | 第二屆亞洲國際酒店及 酒店業科技展覽 | 香港會議展覽中心 | 酒店及酒店業科技 | 香港展覽服務有限公司 電話：(852) 2804 1500 傳真：(852) 2528 3103 |
| 五月四日至七日 | 第五屆亞洲國際飲料、 飲品及酒類展覽 | 香港會議展覽中心 | 各類飲料及酒類 | 香港展覽服務有限公司 電話：(852) 2804 1500 傳真：(852) 2528 3103 |
| 五月十三日至十六日 | 第十五屆國際電腦展覽會 | 香港會議展覽中心 | 各類電腦及設備 | 工商展覽服務有限公司 電話：(852) 2865 2633 傳真：(852) 2865 1770 |
| 五月二十日至二十四日 | 第八屆中國國際 電子通訊展覽會 | 中國國際展覽中心 | 各類電子通訊設備 | 世界貿易中心有限公司 電話：(852) 2752 2868 傳真：(852) 2318 1641 電子傳真：(852) 2318 1641 |
| 五月二十一日至二十四日 | 絲綢配件及設備展覽會 | 九龍國際展覽中心 | 各類絲綢配件及設備 | 香港展覽服務有限公司 電話：(852) 2763 9011 傳真：(852) 2341 0379 |

新會員 NEW MEMBERS

普通會員 ORDINARY MEMBERS

駿高(控股)有限公司
董事：鄧海寧
Mandor Industrial Ltd
Director: Mr Alfred Koo
業務：地產投資及貿易發展、生產、加工製
膠膜及塑膠製品
Jun Gao Holdings Co Ltd
Executive Director: Mr Wan Tak Fai Danny
Nature of business: Property investment and
trading development,
manufacture of plastic
moulds and products

德之食品有限公司
董事總經理：黎毅志
業務：食品製造及零售
Aji Ichiban Co Ltd
Managing Director: Mr Lai Hin Tai
Nature of business: Manufacture and sale of
snack food

贊助會員 ASSOCIATE MEMBER

寶達實業有限公司
董事：鄧海寧
業務：成衣製造及出口
Mandor Industrial Ltd
Director: Mr Alfred Koo
Nature of business: Garment manufacturing
and export

萬得國際香料有限公司
董事總經理：鍾漢文
業務：香料及香水製造
M-Tech Aroma Intl Ltd
Managing Director: Mr Mau Yun Lai Stanley
Nature of business: Manufacture of flavor &
fragrances

國際運送會
執行董事：陳南兒
業務：零售及會員服務
Collectors' Club
Executive Director: Ms Candy Chan
Nature of business: Retail & club services

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 | | | | |
| 四月二十日至六月二十四日 | 時裝設計全科文憑課程 | 旺角銀行中心 | 香港生產力促進局 | 電話：2780 8251 傳真：2770 7802 |
| 四月二十八日 | 人際技巧 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳嘉琳小姐 電話：2836 1822 傳真：2572 7130 |
| 四月二十八日 | 有效溝通 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳嘉琳小姐 電話：2836 1822 傳真：2572 7130 |
| 四月三十日 | 卓越管理指引 | 灣仔職業訓練局 | 香港管理專業發展中心 | 黃昭壯博士 電話：2836 1930 傳真：2572 7130 |
| 五月四至七日 | 管理培訓課程二 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳維均先生 電話：2836 1823 傳真：2572 7130 |
| 五月十一日 | 激勵員工 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳嘉琳小姐 電話：2836 1822 傳真：2572 7130 |
| 五月十一日 | 建立團隊 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳嘉琳小姐 電話：2836 1822 傳真：2572 7130 |
| 五月十二日 | 教導的技巧 | 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 1928 傳真：2572 7130 |
| 五月十四日 | 工作表現考核 | 灣仔職業訓練局 | 香港管理專業發展中心 | 田麗珊小姐 電話：2836 1941 傳真：2572 7130 |
| 五月十七至十八日 | EQ管理 | 灣仔職業訓練局 | 香港管理專業發展中心 | 何麗慧女士 電話：2836 1824 傳真：2572 7130 |
| 五月二十日 | 善用時間 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳嘉琳小姐 電話：2836 1822 傳真：2572 7130 |
| 五月二十日 | 處事方法 | 灣仔職業訓練局 | 香港管理專業發展中心 | 陳嘉琳小姐 電話：2836 1822 傳真：2572 7130 |
| 五月二十一日 | 指導員工技巧 | 灣仔職業訓練局 | 香港管理專業發展中心 | 關靜慧女士 電話：2819 1402 傳真：2572 7130 |
| 五月二十五日 | 全面品質管理 | 灣仔職業訓練局 | 香港管理專業發展中心 | 黃昭壯博士 電話：2836 1930 傳真：2572 7130 |

不可不讀之研究報告

亞洲金融危機後 香港的競爭優勢

亞洲金融危機引發的貨幣貶值風潮，令香港的長遠競爭力備受質疑。有見及此，香港貿易發展局遂對香港經濟前景進行深入研究，並將有關結果匯編成一系列名為《亞洲金融危機後香港的競爭優勢》的報告。

該系列研究報告主要探討4大範疇，包括香港製造業、離岸貿易及境外投資、香港服務業的競爭優勢，以及香港在中國內地經濟改革中所擔任的角色；另外，《跨越危機：香港競爭優勢綜論》報告則對整體研究結果作綜合論述及加以剖析。

任何關注香港未來經濟發展的商家、行政人員、企業家、中小企業、投資者、研究員，以及其他專業人士，萬勿錯過。

訂購表格

請填妥以下表格寄回貿易發展局。以信用卡付款者，可於表格傳真至2824 0249。該系列研究報告在本局商貿資訊中心以及各中小企業服務站有售；或透過本局的網上書店(<http://cyberbookshop.tdc.org.hk>)訂購。查詢請電2584 4549。

(為方便電腦處理，請以英文正楷填寫)

| 本人欲訂購： | 售價(港幣) | 英文 | 中文 | 數量 |
|--|--------|--------------------------|--------------------------|-------|
| <input type="checkbox"/> 下列整套5本研究報告(優惠價) | 400 | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> 跨越危機：香港競爭優勢綜論 | 100 | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> 香港製造業：現況與前景 | 100 | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> 離岸貿易及境外投資發展前景 | 100 | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> 香港服務業的競爭優勢 | 100 | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> 中國變革與融合國際：香港的關鍵地位 | 100 | <input type="checkbox"/> | <input type="checkbox"/> | _____ |

收件人資料

姓名：_____ 職銜：_____ 合共港幣：_____

公司名稱：_____

地址：_____

電話：_____ 傳真：_____

付款方式

☐ 本人附上支票(匯豐銀行) 支票號碼：_____

(請用劃線支票，抬頭人為「香港貿易發展局」)

☐ 本人以信用卡付款 ☐ A.E. ☐ VISA ☐ MasterCard

信用卡號碼：_____ 有效期至：_____

持卡人姓名：_____ 簽名：_____

付款總額：港幣 _____

☐ 閣下若不願意收取有關貿易發展局研究刊物及其他活動等資料，請於表格內劃上「X」

HKE

A TWO-WAY APPROACH FOR HONG KONG'S INDUSTRIAL DEVELOPMENT

Looking back, Hong Kong experienced an economic downturn in the previous year. The weakness of over-relying on the property and financial markets to guide the development of Hong Kong has become apparent under the Asian financial crisis. After a year's painful adjustment, internal factors favourable to the economic development of Hong Kong have been increasing. Externally, the Asian region has been gradually recovering from the financial crisis. The Mainland China is anticipated to maintain a 7% growth rate in 1999, which will help revitalize Hong Kong's export, re-export and service trade. In addition, the international financial market has become more stable with depreciation of the US dollars and the launch of the Euro. All these are factors favourable to the revival of Hong Kong industry.

The Association views that the economic outlook for Hong Kong in 1999 is prudently optimistic and, hopefully, the economy will begin to recover in the second half of the year. However, the current economic situation is still difficult. To speed up the structural adjustment of the economy, measures should be taken to lower production costs and to explore new growth areas. The Association suggests that the Government should focus its efforts on industrial development. Through reviving Hong Kong industry, the number of job vacancies will be increased in the short term. This will help speed up the economic recovery and consolidate the economic structure. In the long run, this will help raise Hong Kong's competitiveness and keep up the driving force for the continuous economic development.

FAVOURABLE FACTORS HAVE BEEN SEEN FOR REVIVING HONG KONG INDUSTRY

The current economic adjustment has added to the favourable development of Hong Kong industry. Recently, rents of industrial lands and factories have

dropped considerably. Rents of some industrial lands in the New Territories are almost equivalent to those across the border. Further, under the economic hardship, enterprises have reviewed staff's wages and payroll to reduce operating costs and increase productivity. Moreover, Hong Kong's commodity prices are deflating. The Composite Consumer Price Index has been showing a downward trend over the past four months, with a year-on-year rate of decrease of 1.1% and 1.7% in January and February respectively. In addition, since Hong Kong and US dollars are pegged, stability of Hong Kong currency is maintained. All these factors are favourable to attracting local and overseas enterprises to invest in Hong Kong industry.

TWO-WAY APPROACH TO REVIVE HONG KONG INDUSTRY

The Association suggests that a two-way approach should be adopted to guide the development of Hong Kong industry towards high-value added. On the one hand, it is needed to promote the development of new and high-tech industries. On the other hand, it is necessary to strengthen the technological upgrading of traditional industries.

Hong Kong has a number of IT experts, well-developed infrastructure, comprehensive financial services, excellent management skills, diversified distribution channels, and is backed by the huge market and technical strengths of the Mainland China. All these have enabled Hong Kong to develop high-tech and high value-added products. There is especially room for the development of information technology and Chinese medicines.

Along with the development of high-tech industries, a moderate growth of labour-intensive industries should also be maintained. Hong Kong's unemployment rate reached 6% in February. In other

words, there are more than 200,000 unemployed people, who are mostly under-educated. To provide job opportunities for this group of workforce as well as to offer ancillary facilities for the high-tech development, it is necessary to promote certain labour-intensive industries. Moreover, through increasing technological level, improving craftsmanship and raising product quality, some traditional industries can be upgraded to manufacture high quality products.

THE GOVERNMENT SHOULD PLAY AN ACTIVE ROLE IN IMPROVING THE BUSINESS ENVIRONMENT

To attract local and overseas enterprises to invest in Hong Kong industry, the Government should play a more active role in promoting and improving the business environment. Firstly, the Government should quickly set up a venture fund to provide financial assistance for people who wish to establish their own business. In addition, the Government should also review the "\$2.5 Billion Special Finance Scheme for Small and Medium Enterprises" by increasing the guarantee share and liberating the application requirements. To broaden the financing channels, the Government should speed up the development of venture board and bond market. In the long run, the Government should gradually establish a development bank for commerce to manage and operate the "\$2.5 Billion Special Finance Scheme for Small and Medium Enterprises" and the "\$5 Billion Innovation and Technology Fund". Since current charges of some transportation, public utilities and franchise services such as fuel are unreasonably high, it is suggested that the Government should strengthen its supervision on these services. Learning from the experience of the recent liberalization of the telecommunication market, the Government should introduce more competition to those monopolized industries in order to lower the charges to a reasonable level and reduce the operating costs of enterprises. Finally, to provide a favourable business environment

for enterprises, the Government should simplify application procedures for doing business and enhance flexibility and cooperation between government departments.

RE-DEVELOPMENT OF OLD INDUSTRIAL DISTRICTS

Hong Kong's population has grown at an accelerated rate in recent years from 5.8 million in 1992 to 6.8 million in 1998. As a result, demand for public and private housing has been increasing. To cope with the huge demand for land to house the people, the Government should speed up the process of re-development of old industrial districts by altering the land use of these districts from industrial to commercial and residential. At the same time, the Government should also develop new industrial districts near the border. In addition to modern multi-storey industrial buildings, highways connecting the town centre and residential estates should be built to provide accessible transportation network and abundant supply of labour for enterprises to operate in the new industrial districts.

focus

The Magnificent Hong Kong Products Expo Firstly Held After the Handover



A group photo of CMA committee members at the main entrance of the Expo.



The venue is surrounded by a huge crowd.



TERRITORY-WIDE SUPPORT FOR HKPE

The 33rd Hong Kong Products Expo, organized by the Association, was held from December 18, 1998 to January 11, 1999 at Tamar Site. Over 500 indoor and outdoor booths were set up at the Expo, displaying and selling a wide spectrum of high-quality goods. CMA invited HKSAR Industry Department as sponsor, Hong Kong Tourist Association, Hong Kong Productivity Council, Hong Kong Trade Development Council and Hong Kong General Chamber of Commerce as co-organizers.



CMA President, Vice-Presidents, Assistants to President and two senior CMA committee members clapped hands at the flag-raising ceremony.

Making its debut in 1938, the Hong Kong Products Expo (HKPE) has been well-received by local manufacturers and the public. Due to the lack of a suitable venue, the Expo was suspended in 1974. 1998 marked the 60th anniversary of the Expo. To commemorate the event, CMA re-organized the Expo with objectives of continued promoting Hong Kong's manufacturing industry, assisting Hong Kong manufacturers to tap the mainland's market, and stepping up economic exchange and cooperation among trade sector from Mainland China, Hong Kong and overseas countries.



CMA President Mr Herbert Liang (4th from right) accompanied HKSAR Chief Executive Mr Tung Chee Hwa (2nd from right), Chairman of the All China Federation of Industry and Commerce Mr Jing Shu Ping (2nd from right) and NCCPPCC Dr Henry Fok (1st from right) to visit the Expo.

A preview of the 33rd HKPE was held on December 18. CMA Executive Vice-President and Chairman of the Standing Committee of the HKPE Mr Leung Nai Wing, together with Executive Committee Member and Chairman of the General Affairs Sub-committee of the 33rd HKPE Mr Lo Chin, and General Committee Member and Chairman of the Publicity Sub-committee of the 33rd HKPE Mr Fung Yuen Hon conducted a flag-raising ceremony to commence the official opening of the 25-day Expo.

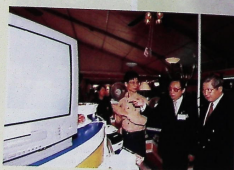


CMA President Mr Herbert Liang (4th from right), Vice-President of the National Council of the Chinese People's Political Consultative Conference (NCCPPCC) Dr Henry Fok (6th from right), NCCPPCC Vice-Chairman and Chairman of the All China Federation of Industry & Commerce Mr Jing Shu Ping (6th from left), HKSAR Chief Executive Mr Tung Chee Hwa (5th from right), Director of Xinhua News Agency (Hong Kong Branch) Mr Tang Tin Zhu (6th from left), CMA Executive Vice-President and Exhibition Chairman Mr Leung Nai Wing (4th from left) officiated the ribbon-cutting ceremony of the 33rd HKPE.



(Upper) CMA President Mr Herbert Liang (right) presented a souvenir to Chairman of the Heung Yee Kuk Mr Lau Wong Fat (left) at the welcoming ceremony for various local communities visiting the Expo.

(Below) The former Commissioner for Labour Ms Jacque Willis (3rd from left), accompanied by CMA Vice President Mr Lin Fai Shat (2nd from left), General Committee Member Mr Chao King Lin (4th from left) and Executive Secretary Mr Francis Lau (1st from left), visited the HKPE.



Accompanied by CMA President Mr Herbert Liang (2nd from right), Commissioner of the Ministry of Foreign Affairs of the PRC in HKSAR Mr Ma Yu Zhen (1st from right) toured around the 33rd HKPE.

To express our heartfelt gratitude towards the staunch support of the public, CMA invited a wide range of community organizations to visit the Expo free of charge on the day of preview. A welcoming ceremony for various community organizations was held in the afternoon. Guests attending included Chairman of the Heung Yee Kuk Mr Lau Wong Fat, Chairperson of Wan Chai District Board Mrs Peggy Lam, Chairman of Central & Western District Board Mr Chan Chit Kwai, Chairman of Islands District Board Mr Lam Wai Keung, prominent figures like Mr Lee Cho Jat, Mr Wong Sau Ching and Mr Yu Kwok Chun, District Board members of Eastern District, Yau Tsim Mong, Sham Shui Po, Sai Kung, Tai Po, Sha Tin and Kwai Tsing.

The opening ceremony of the 33rd HKPE was held on December 19, 1998. A number of distinguished official leaders were invited to attend the ceremony. They included Vice-Chairman of the National Council of the Chinese People's Political Consultative Conference (NCCPPCC) Dr Henry Fok, NCCPPCC Vice-Chairman and Chairman of the All China Federation of Industry & Commerce Mr Jing Shu Ping, HKSAR Chief Executive Mr Tung Chee Hwa, Director of Xinhua News Agency (Hong Kong Branch) Mr Jiang En Zhu, Assistant Minister of the Chinese Ministry of Foreign Trade and Economic Cooperation Mr An Min, Financial Secretary of the HKSAR Government Mr Donald Tsang, Secretary for Justice Miss Elsie Leung, Secretary for Trade & Industry Mr Chau Tak Hay, Chairperson of the Legislative Council Mrs Rita Fan. Accompanied



(Upper) CMA President Mr Herbert Liang (7th from left), Vice-President Mr Chao King Lee (5th from left), Mr Jose Yu (4th from left), Mr Lo Man Tuen (3rd from left), Mr Eddie Yu (1st from left) and Secretary of Economy Coordination of the Macau Government Dr Vitor Pessoa (6th from left) posed for a photo at the Macau Zone of the Expo.

(Below) CMA President Mr Herbert Liang (5th from left), Executive Vice President Mr Leung Nai Wing (6th from left), Vice President Eddie Leung (1st from right), Executive Committee Member Mr Lo Chin (4th from left), Committee Members Mr Fung Yuen Hsin (7th from right), Mr Yim Chun Chee (2nd from right) and Mr Ho Yuk Wing (6th from right) pictured with a group of ex-journalists who had covered many years' HUTE at the entrance of the Expo.

by CMA President Mr Herbert Liang and Executive Vice-President and Chairman of the Standing Committee of the HKPE Mr Leung Nai Wing, these Guests of Honour officiated the ribbon-cutting ceremony. Guests attending the ceremony also included senior officials of the Xinhua News Agency (Hong Kong Branch), the HKSAR government's principal officials, prominent figures of industrial and trade sectors, consular corps, representatives of various major business corporations, CMA Vice Presidents, Honorary Presidents, Executive Committee members, General Committee members and Sub-committee members.

During the exhibition, ex-Commissioner for Labour Ms Jacque Willis, Vice Governor of Sichuan Province Mr Xu Shi Qun, Commissioner and Deputy Commissioner for Commissioner's Office of Ministry of Foreign Affairs of the PRC in HKSAR Mr Ma Yu Zhen and Mr Tang Guo Qiang, Deputy Director of Xinhua News Agency (Hong Kong Branch) Mr Zou Zhe Kai and Zheng Guo Xiong, Secretary of Economic Coordination of the Macau Government Dr Vitor Pessoa and Vice Governor of Hebei Province Mr Cai Li Min visited the HKPE.

"TECHNOLOGY ZONE"

To respond to the promotion of innovation and technology advocated by HKSAR Chief Executive Mr Tung Chee Hwa to improve Hong

Kong's economic vitality, a special "Technology Zone" had been set up at the Expo to demonstrate the high technological level of Hong Kong industries. Occupying almost 10,000 square feet, the Technology Zone consisted of exhibitors of technological research organizations and enterprises. In addition, about 80 companies, which won the "1998 Hong Kong Awards for Industry", had displayed their winning products and photographs in order to step up the citizens' knowledge on the achievement of Hong Kong's industry domestically and internationally as well as attracting youngsters to join the local hi-tech industry. Furthermore, some exhibitors had made on-site demonstrations to show how their products were manufactured. For example, the Hong Kong Mould & Die Council, Hong Kong Plastic Machinery Association and Hong Kong Productivity Council jointly produced telescope parts on site and distributed them free of charge to visitors to assemble on their own.



A group photo of three title-winners of Miss Exhibition Pageant, CMA Vice-President Mr Lo Man Tuen (2nd from right) and Assistant to President Mr Tony Chau (1st from left) at the entrance of Technology Zone.



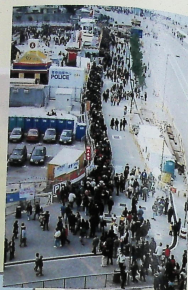
CMA President Mr Herbert Liang (left) accompanied Commissioner for Commissioner's Office of Ministry of Foreign Affairs of the PRC in HKSAR Mr Ma Yu Zhen (2nd from left) to visit the Macau Zone of the Expo.

ENTHUSIASTIC RESPONSE FROM THE PUBLIC

The HKPE received enthusiastic response from the public. The number of visitors to the 25-day exhibition was over 750,000 and a crowding scene was common on holidays. To enhance the bustling atmosphere at the Expo venue, the Association also drew up a wide range of programs for visitors to experience the festive ambience of the previous Expos while enjoying the pleasure of shopping.

Programs included:

1. Miss Exhibition Pageant
2. Booth Design Competition
3. Photo Contest
4. Children's Drawing Competition
5. "Hong Kong Industry in the Past 60 Years" Photo Exhibition
6. Demonstration of Ancient Chinese Costume and Ritual
7. Lucky draw
8. Presentation of prizes to the 330,000th and 600,000th lucky visitors
9. Sale of Souvenir Cover and Commemorative Talk Talk Card



The number of visitors to the 33rd HKPE was over 750,000.

1. MISS EXHIBITION PAGEANT

Miss Exhibition Pageant was one of the highlights of the preceding Expos. It was re-launched to recall the good old memories of visitors to the HKPE, and to select goodwill ambassadors to promote Hong Kong's industry. A series of promotional activities were launched for the Pageant starting from late August last year. A press conference for the Expo was firstly held on August 20 at Dynasty Club. During the conference, CMA Vice-President and Vice-Chairman of the Exhibition Organizing Committee Mr Lo Man Tuen announced the purpose and the application procedure of the contest. To enter the competition, all contestants must be employees of the exhibitors. Representing their companies, the contestants had to station in their companies' booths throughout the Expo period and introduced their products to visitors. The preliminary round of the Pageant was held from December 18 to 23, 1998, during which visitors voted for their ideal Miss Exhibition

according to the contestants' manner, communication skills, appearance and knowledge on the products and Hong Kong's industry. Title winners of the Miss Exhibition Pageant would become goodwill ambassadors of the industrial sector to assist and participate in activities organized by the CMA in promotion of Hong Kong industry.

Eight contestants of Miss Exhibition Pageant posed for a photo with CMA President, Vice-Presidents and General Committee members.



On November 12, CMA and Asia Television Limited held a press conference at which the Asia Television Limited was commissioned as the official television station of the Miss Exhibition Pageant. Both parties signed an agreement on the occasion.

On December 8, another press conference was held at Harbour Plaza Hong Kong to introduce the nine contestants to the public. They are Ms Lily Shum of 21st Photography & Fine Art Co. Ltd., Ms Vivian Wong of Putra Metal Ornaments My. Co. Ltd., Ms May Lai of The Wider Fashions Ltd., Ms Kalina Mak of Pun Chun Sauce & Preserved Fruit Factory Ltd., Ms Cat Wong of Neo-Fantastic Fashions Ltd., Ms Virginia Sit of Hoe Hin Pak Fah Yew Manufacturing Ltd., Ms Elaine Ho of Chiori Asia Pacific Ltd., Ms Tracy Leung of YGM Trading Ltd. (withdrawn due to health reason), and Ms Yvonne Hung of Chevalier Group.



(Upper) The contestants met with the media at the first press conference.

(Below) The contestants posed for a photo with CMA Vice President Mr Lo Man Tuen (1st from left) and five judges.

To enhance the contestants' performance, CMA invited Ms Lucy Shih to give the contestants a lecture on poise and posture while Mr Terrance Wong delivered a lecture on public speaking. Ms Kelley Lam, on the other hand, conducted a lecture on catwalk. In addition, the Association appointed Shimmer New York as the official cosmetics to provide skin-care and make-up training for the contestants.

In addition, the Salon International was invited as the official hair design, Fuji Film as the official film and paper and Charles Chan, Ip & Fung CPA Ltd. as the official honourable auditors to assist in counting public votes on the contestants of the Pageant. For sponsorship of the contestants' costume, CMA expressed gratitude to Miss K and Fisco Sportswear International Ltd for providing casual wear, Hong Kong Fur Factory Ltd for fur, Rib Yeung for fashionable wear, Giovanni for banquet wear, Lawrence Chan Photo and Associates for evening dresses, Teams Knitting Factory for nostalgic swimming suits, Amigo Collection Ltd for shoes and Carol Gloves Manufacturing Ltd for gloves.

To enable visitors to actively participate in the Pageant, a display board showing the contestants' photos with their booth numbers was set up inside the venue. Leaflets containing information of the contestants were also produced and distributed to every visitor. During the Expo, visitors were enthusiastic in voting for their ideal Miss Exhibition. Many of them even took photos with the contestants and asked for their autographs.

At the press conference on December 23, all judges of the Pageant met with the media at Conrad Hotel. With Acting Director-General of Industry Ms Annie Tang as Chairperson, the judging panel was formed by Legislative Council Member Dr. Raymond Ho, JP, Chairman of Business and Professionals Federation of Hong Kong Mr Wilfred Wong, Chairman of Hong Kong Film Directors' Guild Mr Ng See Yuen, and famous actress Ms Cecilia Yip. Each judge also expressed views on the contestants.

The final contest of the Pageant was held during the Members' Dinner Reception in Celebration of the 60th Anniversary of Hong Kong Products Expo on December 26 at Hong Kong Convention and Exhibition Centre. The event was live broadcast by Asia Television Ltd.

ATV LIVE SHOW

The 75-minute live show started at 8:30pm. The main theme of the show was to present the audience a comprehensive picture on the industrial development stages of the territory over the past 60 years. Historical photos were inserted at intervals throughout the program.

During the first round of the final contest, the eight finalists wearing cheong-sams and followed by nostalgic swimming suits, were required to answer questions on their companies' business and products. With reference to the following three criteria, i. manner and appearance, ii. communication skills, and iii. understanding of their companies' business and products, the judging panel selected five contestants, including Ms Yvonne Hung, Ms Cat Wong, Ms Virginia Sit, Ms Lily Shum and Ms Kalina Mak, to enter the second round of the competition. They were then required to promote various kinds of industrial products ranging from rattan basket to feather duster to the guests at the stage below. Based on their marketing skills, Ms Yvonne Hung, Ms Cat Wong and Ms Virginia Sit were selected to enter the third round. In the third round, they were required to answer a question on how to promote the industry of Hong Kong. The answers and performance were then used to determine their positions.

The judging panel of Miss Exhibition Pageant was chaired by Acting Director-General of Industry Ms Annie Tang (centre), Member of the Legislative Council Dr Raymond Ho, JP (2nd from right), Chairman of Business and Professionals Federation of Hong Kong Mr Wilfred Wong (2nd from left), Chairman of Hong Kong Film Directors' Guild Mr Ng See Yuen (1st from left) and famous actress Ms Cecilia Yip (1st from right).



The winners of the "Miss Exhibition Pageant" of the 33rd Hong Kong Products Expo. The champion Ms Yvonne Hung (centre), the 1st runner-up Ms Cat Wong (left), the 2nd runner-up Ms Virginia Sit (right).



CMA representatives posed for a photo with the winners and judges of the Miss Exhibition Pageant of the 33rd Hong Kong Products Expo.

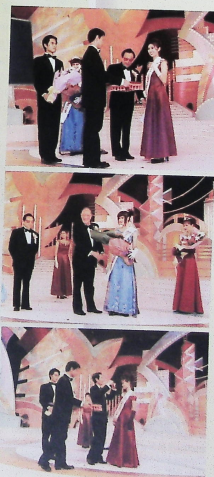
After a brief discussion among the panel members, Ms Annie Tang summarized the opinions of all other members and reached a final result. The climax of the evening was the moment to announce and crown the title-winners.

The championship went to Ms Yvonne Hung who suggested to exhibit Hong Kong's industrial products in major international airports so as to promote Hong Kong's industry. Ms Hung was crowned by CMA President Mr Herbert Liang. The first runner-up was Ms Cat Wong who was crowned by Executive Vice-President Mr Leung Nai Wing. Ms Virginia Sit, the second runner-up, was crowned by Vice-President Mr Lo Man Tuen. The title-winners will play the role of goodwill ambassadors to assist CMA in promoting Hong Kong industry in the following year. The dinner ended successfully after the coronation.

MEMBERS' DINNER RECEPTION

Over 100 honourable guests attended the Members' Dinner Reception as well as the final contest of the Miss Exhibition Pageant. They included Commissioner of the Office of the Commissioner of the MFA of PRC in HKSAR Mr & Mrs Ma Yuzhen, Vice-Director of Xinhua News Agency (Hong Kong Branch) Ms Chan Fung Ying, Chinese Senior Representative of Sino-British Joint Liaison Group Ambassador Wu Hongbo, Managing Director of Chung Hwa Travel Service Mr Cheng Ankuo, Consultant of Xinhua News Agency (Hong Kong) Mr Lee Wai Ting, Member of the National People's Congress Mr Wu Wai Yung, Chairman of Tung Tai Company Mr Leo Lee, Consul-General of Japan Mr K Makita, Executive Vice-Chairman of the CCPIT Guangdong Sub-Council Mdm Wu Xiaofeng, Chief Representative of the CCPIT Hong Kong Office Mr Xu Dayou, Vice-Chairman & Chief Executive of Hang Seng Bank Mr Vincent Cheng, etc.

CMA President Mr Herbert Liang (top), Executive Vice-President Mr Leung Nai Wing (middle) and Vice-President Mr Lo Man Tuen (below) crowned the title-winners of Miss Exhibition Pageant.





CMA President, Vice-Presidents and Assistants to President seated at Members' Dinner Reception.

During the dinner, the results of Booth Design Competition of the 33rd Hong Kong Products Expo were announced and prizes were presented by Vice-Presidents Mr Yip Hing Chung, Mr Chan Wing Kee and Mr Jose Yu. There were totally 89 tables set up on that night with altogether more than 1,000 guests. All participants enjoyed the evening very much.

PRESENTATION CEREMONY OF MISS EXHIBITION PAGEANT

On January 4, 1999, a prize presentation ceremony was held for the winners of Miss Exhibition Pageant. The champion, Ms Yvonne Hung was awarded an apartment in South Fujian Gold Coast in Fujian from Aupoint International Holdings Ltd., a cash prize of HK\$150,000 and a diamond necklace by CMA, cosmetics and treatment coupons from Shimmer New York,

membership, training courses and aromatherapy facial treatment coupons from T.L.C. Fitness Chain, a Cerutti 1881 watch from Oriental Watch Co. Ltd. and a camera from Stereo Ltd.

The first runner-up, Ms Cat Wong, was awarded a cash prize of HK\$100,000 sponsored by New World Telephone, a diamond necklace by CMA, cosmetics and treatment coupons by Shimmer New York, membership, training courses and aromatherapy facial treatment coupons by T.L.C. Fitness Chain, a Cerutti 1881 watch by Oriental Watch Co. Ltd. and a travel coupon of Star Paces Admiral Suite 3-day/ 2-night cruise for two persons by Star Cruises.

The second runner-up, Ms Virginia Sit, was awarded a cash prize of HK\$50,000 and a diamond necklace by CMA, cosmetics and treatment coupons by Shimmer New York, membership, personal training and aromatherapy facial treatment coupons by T.L.C. Fitness Chain and a Cerutti 1881 watch by Oriental Watch Co. Ltd.



(Upper) CMA President Mr Herbert Liang (right) presented a \$150,000 cash prize to the Champion of Miss Exhibition Pageant Miss Yvonne Hung (left). (Below) Mr Hui Wing Man (right), Managing Director of Aupoint International Holdings Ltd presented an apartment in South Fujian Gold Coast in Fujian to the Champion of Miss Exhibition Pageant Miss Yvonne Hung (left).



The winners of Miss Exhibition Pageant posed for a photo with judges, representatives of sponsors and CMA President, Vice-Presidents and Assistant to President.

2. BOOTH DESIGN COMPETITION

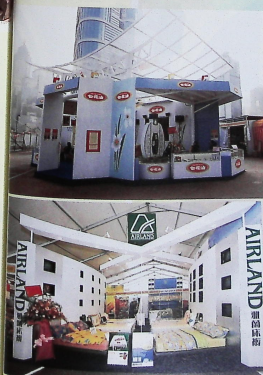
The Booth Design Competition was one of highlights of the preceding Expos. This year, many exhibitors put much effort in booth design and product display in order to attract more visitors. They all tried their best to design the booths in a special and attractive way.

CMA invited representatives from four sponsoring organizations as judges of the competition. They included Executive Director of Hong Kong Tourist Association Mrs Amy Chan, Executive Director of Hong Kong Productivity Council Mr Thomas Tang, Head of Design of Hong Kong Trade Development Council Mr Matthew Leung, and General Manager (Chamber Services) of Hong Kong General Chamber of Commerce Ms Connie Kwok.



With its creative design, Nin Jiom Medicine Mfg (HK) Ltd was the Champion of the Booth Design Competition.

The judges visited the booths during the Expo for assessment. Finally, three winners were chosen according to the selection criteria of overall design, product display and integration of booth design with product features for the best effect. The champion was Nin Jiom Medicine Manufactory (HK) Ltd. Its booth was designed with a movable and cute "Rock'n Roll Nin Jiom Band". The judges praised that the design was absolutely a breakthrough of the traditional Chinese medicine image of the product. The first runner up was Hoe Hin Pak Fah Yew Manufactory Ltd. The judges unanimously agreed that its booth design was simple and vivid in image. The second runner up was Airland Enterprise Co. Ltd. The judges opined that its booth was classic in style with a bedroom set-up that perfectly matched its bedding products.



Outstanding designs of the 1st and 2nd runners-up, Hoe Hin Pak Fah Yew and Airland Enterprise Co. Ltd, of the Booth Design Competition.



(From right to left, back row)
President Mr Herbert Liang (ninth);
Vice-Presidents Mr Yip Hing Chung
(tenth), Mr Lo Man Tuen (eleventh),
Mr Eddie Lu (eleventh); Assistant to
President Mr Tony Chau (sixth);
General Committee Members
Mr Fung Yuen Hon (twelfth),
Mr Paul Y J Chu (fourth),
Mr Ho Yuk Wing (fifth) posed for a
photo with winners of the Photo
Contest.

3. PHOTO CONTEST

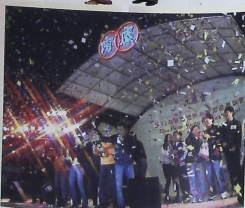
Based on the theme "Snap Shot of the Hong Kong Products Expo", participants were required to submit photos taken at the Expo before January 2, 1999. Co-organized by Ta Kung Pao and the Photographic Society

of Hong Kong and solely sponsored by the Stereo Ltd., the Contest was divided into Student Section and Open Section. With active participation from the public, over 800 photos demonstrating a wide variety of contents from the night view of the Expo, specially-decorated booths, crowd of visitors, Miss Exhibition Pageant contestants, etc. were received. After a selection process, the judging panel, formed by General Committee Member and Chairman of the Publicity Committee of the Expo Mr Fung Yuen Hon; renowned photographers Mr Chan Fok Lai, Mr Kan Hing Fok, Mr Mok Kwong; Editor of the photography page of Ta Kung Pao Mr Lau Pui Hang; Chairman and Vice-Chairman of the Photographic Society of Hong Kong Mr Tam Ning and Mr Yam Sik, finally selected the winners of the two sections.

The champion, 1st runner-up and 2nd runner-up of the Open Section each received a trophy, a digital camera and a cash prize worth HK\$3,000, \$2,000 and \$1,000 respectively. Those merit prize winners were awarded a certificate, a cash prize of HK\$500 and an electronic organizer each. For the Student Section, each of the champion and the runners-up was awarded a trophy, a digital camera and a cash prize of HK\$3,000, \$2,000 and \$1,000 respectively. Merit prize winners were each awarded a certificate, HK\$500 and a pair of binoculars.



The winning photo of the champion (Student Section) of the Photo Contest.



(Upper) CMA President Mr Herbert Liang (right) presented a prize to the champion (Open Section) of the Photo Contest.

(Below) The winning photo of the champion (Open Section) of the Photo Contest.

4. CHILDREN'S DRAWING COMPETITION

Aiming at strengthening children's understanding of the Expo, a children's drawing competition was held during the Expo from December 24, 1998 to January 2, 1999 under the theme "Today's Hong Kong Products Expo". Co-organized by Sing Tao Daily and sponsored by Luk Ka International Limited, the competition also received support from Sino United Publishing (Holdings) Limited by donating book coupons as prizes for the winners. The competition was divided into two sections: Junior Section (under 8 years old) and Senior Section (8 to 12 years old). The participants were required to draw pictures on the spot between 4 and 6 p.m. during the said period. The 10-day Competition received enthusiastic response from the children with more than 1,200 entries.

Headed by CMA General Committee Member Mr Paul Y J Chu, members of the judging panel included Chief Art Editor of Sing Tao Daily Mr Liu Han Yung, Head of Design of the Hong Kong Trade Development Council Mr Matthew Leung, Director of Creative Services of Ogilvy & Mather Advertising Miss Candy Tam and Emphasis (HK) Ltd Art Director Ms Teresita Khaw. They were all impressed by the observation and creativity demonstrated in the participants' works.

For the prizes, the champions and the runners-up of the two sections were awarded a trophy, a gift pack, a cash prize of HK\$1,000, \$500 and \$300, and a book coupon of HK\$300, \$200 and \$100 respectively. Merit prize winners were awarded a certificate and a gift pack each.

A prize presentation ceremony of the Photo Contest and Children's Drawing Competition was held on January 10, 1999, at which a total of 52 prizes were presented to the winners by CMA President Mr Herbert Liang; Vice-Presidents Mr Yip Hing Chung, Mr Lo Man Tuen, Mr Eddie Lu; Assistant to President Mr Tony Chau; General Committee Members Mr Fung Yuen Hon, Mr Paul Y J Chu; and representatives from the sponsors. Other guests included representatives of the co-organizers and judges of both competitions.

At the beginning of the Presentation Ceremony, CMA President Mr Herbert Liang expressed heartfelt gratitude to the co-organizers, sponsors and judges for their generous support and huge effort in making the competitions a success.



CMA representatives posed for a photo with winners of the Children's Drawing Competition.



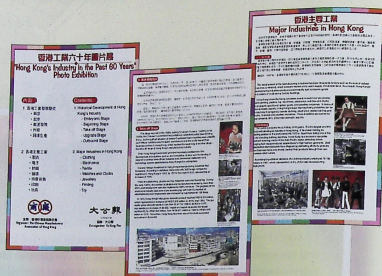
CMA Vice-President Mr Yip Hing Chung (right) presented a souvenir to the Champion of the Senior Section of the Children's Drawing Competition.



The drawing of the champion (Senior Section) of the Children's Drawing Competition.



The drawing of the champion (Junior Section) of the Children's Drawing Competition.



5. "HONG KONG INDUSTRIES IN THE PAST 60 YEARS" PHOTO EXHIBITION

1998 marked the 60th Anniversary of the Hong Kong Products Expo. To commemorate this special occasion, a photo exhibition entitled "Hong Kong Industries in the Past 60 Years" was held during the Expo to review the glorious days of Hong Kong's industrial sector. The Exhibition attracted many visitors. Through a display of many valuable historical photos sketching the industrial development in Hong Kong, people were able to have a better understanding of the transformation of Hong Kong industries and the direction of their future development.

6. DEMONSTRATION OF ANCIENT CHINESE COSTUME AND RITUAL



A professional dancing troop from Beijing performed and demonstrated the ancient Chinese costume and ritual.

From December 19 to 21, a professional dancing troop from Beijing was invited to perform and demonstrate the ancient Chinese costumes and rituals of Tang, Song, Yuan, Ming and Qing Dynasties, music of Tang Dynasty and dance of Han Dynasty. Their outstanding performance attracted numerous audiences.



Famous artists from ATV performed and played games with the audience at the Expo.

7. LUCKY DRAW

In addition, CMA also organized a series of lucky draws. Prizes included a mini hi-fi, a TV set, a microwave oven, a fax machine, two 5-ply space woks, a 5-ply pan-aroma and two travel coupons etc.

8. THE 330,000TH & 600,000TH LUCKY VISITORS

The 330,000th and 600,000th visitors of the 33rd HKPE came out on December 31 and January 6 respectively. CMA Executive Committee Member Mr Choi Hin To and General Committee Member Mr Edward Wong presented a noble mattress sponsored by Airland Enterprise Co. Ltd. to the 330,000th lucky visitor. Another lucky visitor received a valuable pearl ring from CMA President Mr Herbert Liang.



CMA President Mr Herbert Liang (2nd from left) presented a valuable pearl ring to the 600,000th lucky visitor Mrs Yu (centre).

9. SOUVENIR COVER AND COMMEMORATIVE TALK TALK CARD

In commemoration of the 60th anniversary of the Expo, CMA issued a souvenir cover with a special postmark bearing an indication of the event. Only 2,000 covers were issued for the event. Those souvenir covers, priced at HK\$10, were all sold out during the Expo. At the same time, CMA and New World Telephone Limited (NWT) jointly launched a special limited edition of "60 Glorious Years of The Expo" Commemorative Talk Talk Card Set. The whole set contained two telephone cards, Talk Talk Cards, matched with card jackets. A total of 15,000 talk talk cards were issued and each was selling at HK\$100. Historical photos of the past Expos were also printed on each card to rekindle memories of the golden old days.



The 60th Anniversary of Hong Kong Products Expo Souvenir Cover (left), Discount Coupon (middle) and Commemorative Talk Talk Card Set (right).



CMA President Mr. Herbert Liang thanked for the unfailing support from various parties at the gratitude dinner.

CMA HOSTS GRATITUDE DINNER

CMA hosted a dinner reception in honour of guests from various sectors on January 15 to express sincere gratitude to their support for the 33rd Hong Kong Products Expo. CMA President Mr. Herbert Liang delivered a thank-you speech at the event and presented souvenirs to the representatives of the sponsor and co-organizers of the Expo. Apart from the sponsor, HKSAR Industry Department Development Support Division Principal Trade Officer Mr. Thomas Or, the representatives of co-organizers included Hong Kong Tourist Association Product Development Department Special Projects Manager Mr. Terence Lee, Hong Kong Productivity Council Services & Business Branch Director Mr. Henry Ching, Hong Kong Trade Development Council Deputy Executive Director Mr. Frederick Lam and The Hong Kong General Chamber of Commerce Chamber Services General Manager Ms. Connie Kwok. While addressing the occasion, Mr. Liang gave credit to the sponsor and co-organizers for their active participation in staging the Expo, making the Expo a great success in overseas promotion, exhibitors recruitment and the number of visitors. Moreover, he also thanked for the support of the government departments, community groups and private enterprises. They included Hong Kong Police Force, Transport Department, Labour Department, Lands Department, Highways Department, Urban Services Department, Environmental Protection Department, Fire Services Department, Central and Western District Office, Provisional Urban Council, St. John Ambulance Brigade Hong Kong, New World First Bus Services Ltd., Citybus Ltd., MTR Corporation and CITIC Pacific Ltd.



(Upper) CMA President Mr. Herbert Liang (4th from right), Executive Vice-President Mr. Leung Nai Wing (3rd from left), Vice-Presidents Mr. Jose Yu (5th from right), Mr. Lin Fai Shai (1st from left), Mr. Lo Man Tuen (4th from right), Mr. Eddie Lu (3rd from right), Champion of the 33rd Miss Exhibition Pageant Ms. Yvonne Hung (4th from left), 1st runner-up Ms. Cat Wong (2nd from left), 2nd runner-up Ms. Virginia Sit (2nd from right) and Champion of the 32nd Miss Exhibition Pageant Ms. Fiona Yu (1st from right) posed for a photo at the gratitude dinner.



(Below) CMA Executive Vice-President Mr. Leung Nai Wing (left) presented a souvenir to the representative of one of the sponsoring organizations of the 33rd HKPE, Deputy Executive Director of Hong Kong Trade Development Council, Mr. Frederick Lam (right).

Other guests attending the dinner included Champion of the 33rd Miss Exhibition Pageant Ms. Yvonne Hung, First Runner-up Ms. Cat Wong, Second Runner-up Ms. Virginia Sit, Champion of the 32nd Miss Exhibition Pageant Ms. Fiona Yu, judges of all competitions, representatives from the sponsor, co-organizers and major exhibitors.

攜手創明天 跨越新紀元



1999年7月1-4日

香港會議展覽中心

七大展區全面展示高科技世界:

- ▶ 2000生活世界
踏進新紀元個人通訊、生活應用科技產品、數碼化生活系列
- ▶ 科學園
最新娛樂資訊、消閒產品及服務系列
- ▶ 夢想汽車館
未來最新概念汽車、設備及汽車用品等系列
- ▶ 現代工作間
帶領電腦硬件及軟件設計潮流、辦公室先進設備
- ▶ 研究新領域
展示新近研究之產品或服務系列，未來科技先驅
- ▶ 創建21世紀館
首次面世之高科技產品或服務系列，令人耳目一新
- ▶ 綠色地帶
環保科技，發揮保護地球使命

| 主要贊助機構 | |
|----------------|--------------|
| 資訊科技及廣播局 | 香港中華廠商聯合會 |
| 新華通訊社香港分社教育科技部 | 香港生產力促進局 |
| 中國高新技術展館協辦單位 | 香港電腦學會 |
| 中國科學技術協會 | 香港貿易發展局 |
| 維多利亞港發展局 | 香港科學館 |
| 香港康樂服務署 | 香港多媒體及影像技術學會 |
| 支持機構 | |
| 香港中文大學 | 香港工程師學會 |
| 香港理工大學 | 香港中華總商會 |
| 香港城市大學 | 香港電力局 |
| 香港科技大學 | 香港電訊管理局 |
| 職業訓練局 | 香港貿易發展局 |
| 香港經濟發展局 | 香港科學館 |
| 香港科技發展局 | 香港多媒體及影像技術學會 |
| 香港貿易發展局 | 香港工程師學會 |
| 港九電業總會 | 香港兒童電腦教育學會 |
| 香港中小企業發展局有限公司 | |

查詢熱線: 2591 9823

查詢熱線: 2591 9823

「香港2000年科技博覽」網頁: <http://www.hka.com.hk/expotech/>

索取「香港2000年科技博覽」資料，請填妥下列表格，並傳真致 2573 3311。

姓名: 公司名稱: 地址:

聯絡人: 傳真號碼:

職位: 電子郵件信箱:

電話:



Commissioner of the
Hong Kong Export Credit Insurance Corporation

Mr Thomas Yiu



ECI A majority of Hong Kong industry belongs to small-and-medium-sized enterprises (SMEs), among which many are exporters (including re-export) of goods and services. Due to the small scale of operation, their risk-taking ability is weak and their cash flow is tight. Under such circumstances, the Hong Kong Export Credit Insurance Corporation (ECIC) plays a crucial role in supporting export trade.

In face of Hong Kong economic downturn, Mr Thomas Yiu, Commissioner of the ECIC, is working extremely hard to assist the SMEs to tide them over and to seek ways of self-strengthening for the ECIC in order to minimize the negative impact on the ECIC brought by the economic deprivation.

Hit by the Asian financial crisis, Hong Kong export suffers from a major setback. Mr Yiu said that the ECIC began to lower the premium for the "Comprehensive Shipments Policy" and the "External Trade Shipments Policy" and to waive the annual fee of both schemes from October 1998. A 5% cut of premium was effective until late March 1999 (the premium depends on the exporting destinations and terms and conditions for payment, the average premium is about 0.55%). The waiving of annual fee helps local manufacturers to save up to HK\$5,000 (the annual fee, ranges from \$1,000 to \$5,000, is levied on the ground of the company size).

"The initiative, though not a drastic one, is hoped to tide the manufacturers over. This project is firstly executed for half a year and after that a review will be conducted. Depending on the results of the consultation on the export market of Hong Kong at that time, the ECIC will then consider whether to extend the promotion period for Hong Kong export trade.

Certainly, it is determined by the Hong Kong export as a whole and the ECIC's financial results. At present, the ECIC has about 2,000 corporate clients and over half of them are SMEs.

"We will step up to promote the Comprehensive Shipments Policy which covers the export and re-export of goods manufactured and external trade in order to increase the flexibility of policies. The Comprehensive Shipments Policy accounts for 80% of total policies issued by the ECIC and a growth of up to 100% is expected," said Mr Yiu.

ECI OPTIMIZATION OF MANPOWER FOR BUSINESS DEVELOPMENT

"The current economic slowdown brings a decline of large accounts as well as the premium income. The ECIC has taken a number of measures to explore more business opportunities. During the period of April to July 1998, the ECIC received a total of 100 new policies, doubling the number of policies over the same period last year. Such a good result is mainly an outcome of effective allocation of manpower, giving the sales executives more clerical support to enable more business development," he said.

However, he stressed that the total insured business experienced a 3.5% drop during the period of April to October 1998, accounting for a 6% decline of the premium income. This is mainly due to many clients' requests for re-

assessment and revision of their policies, including downgrade of policy plans with lower premium required. Even though the underwriting income suffers from a setback, the total amount is anticipated to be less than HK\$20 million which can be offset by HK\$25 million of investment income reserves. In early 1998, the ECIC expected that the insured business in 1998 would have a 5% growth. Now Mr Yiu hopes that the decline of the total insured business would be steady and stand at -3%.

ECI MORE EFFORTS TO TIDE OVER ADVERSITY

Asked if the economic downturn makes the ECIC tighten the assessment for export credit insurance application, Mr Yiu pointed out that the Corporation still adopts a cautious attitude in assessing all applications. The ECIC will also step up the communication with banks and organize seminars to explain the current financing difficulties of export business. Another task of the ECIC is to lobby banks to accept the Corporation's policies as part of collateral, enhancing the possibility of approving credit insurance.

At the same time, the ECIC will increase emphasis on risk management for exporters. Proper strategies should be formulated as early as possible during the economic slump. Therefore, the ECIC interviewed more than 3,000 exporters to explore how the credit management affects the performance of Hong Kong export trade. According to the survey, though some exporters lack cash flow, they still have reservation about the credit trade other than the warranty. Over half of the respondents said that they have never applied for the export credit.

The survey showed that Hong Kong exporters have implemented no protective measures for the risk of default. Only 28% of the respondents said that they have purchased the credit insurance. Mr Yiu suggests that the establishment of an effective credit management system can facilitate enterprises to fully develop their business, on the ground of risk monitoring system, for reasonable return.

The sweeping of the Asian financial turmoil has not significantly affected the ECIC's business. As a matter of fact, the Corporation has been constantly reviewing the Southeast Asian market since 1997. The Southeast Asian countries account for less than 2% of the Corporation's total insured export. Its major market is European countries and the United States.

ECI MANAGEMENT PHILOSOPHY

In eyes of Mr Yiu, the ECIC, a wholly-owned corporation of the Government of Hong Kong Special Administrative Region which also guarantees its contingency liability, is different from government departments. To ensure that the corporation is self-sustained, he adopts a business approach to run the operation.

In terms of internal management, the former Commissioner Mrs Alice Lai spent a lot of time to achieve the target of internal re-organization and quality management. She also led the Corporation to obtain ISO9002 certification, making it the first export credit insurer in the world to get this quality assurance certificate. As the internal management has been on the track, he believes that the task of the Corporation will be the development of insured business in the future.

To minimize the impact of the Asian financial turmoil, the ECIC will strive to achieve business expansion and cost-effectiveness. On the one hand, the ECIC needs to explain the significance of risk management to the exporters in order to reduce their risks and further the Corporation's business development. On the other hand, all staff members are required not to waste resources in order to meet the target of a 5% cut of operating cost. This programme was implemented from October 1998 onward. Mr Yiu stressed that the ECIC would not use any excuse to slack its employees. If any staff member tends to become redundant, the Corporation would increase his workload to enhance the productivity and expand the insured business. The staff also accepts the management strategy of the Corporation.



CMA Representatives Met with Director of Xinhua News Agency (Hong Kong Branch) Mr Jiang En Zhu

CMA President Mr Herbert Liang, Executive Vice-President Mr Leung Nai Wing, Vice-Presidents Mr Yip Hing Chung, Chan Wing Kee, Dr M W Lui, Mr Lin Fai Shat, Mr Lo Man Tuen and Mr Eddie Lu met with the Director of Xinhua News Agency (Hong Kong Branch) Mr Jiang En Zhu on January 25 to exchange views on some economic issues of the Mainland and Hong Kong.

Mr Herbert Liang introduced to Mr Jiang En Zhu that both the "5th Mainland China, Taiwan and Hong Kong's Trade and Economic Forum" and the "33rd Hong Kong Products Expo" were ended with fruitful results. Mr Jiang praised the Association's efforts in contributing to the prosperity of Hong Kong as well as promoting economic and trade cooperation between Mainland China, Taiwan and Hong Kong.



CMA President Mr Herbert Liang (5th from left) and other Vice-Presidents posed for a photo with Mr Jiang En Zhu (5th from right) after the meeting.

Shenzhen Delegation



Director of the Office of Policy Research for Shenzhen Mr Deng Wei Shi (2nd from left) led a delegation to visit the Association on February 8.

The Euro Seminar

As the Euro has become the official currency in Europe since January 1 this year, its introduction as the European single currency inevitably leads to fundamental changes in the monetary policy and incurs extensive impact on the economy of EU as well as on its trading partners. To keep members abreast of its latest development, the Association organized the Euro Seminar on January 26. CMA President Mr Herbert Liang delivered a welcoming address at the seminar, followed by a keynote speech on 'Europe's New Money' given by Mr Etienne Reuter, Head of Office of the European Commission in Hong Kong. Also, Mr Guy Ellis, Tax Services Partner, PricewaterhouseCoopers and Mr Stephen Li, Vice-President of the Treasury Marketing Division, Citibank were invited to speak on topics "Preparing Your Business for the Euro" and "Impact of the Euro for the Corporate Sector & Currency Outlook" respectively. Chaired by Vice-President Mr Eddie Lu, the question-and-answer session received enthusiastic response from the participants with a number of questions raised, regarding the effect brought by the birth of Euro on manufacturers in Hong Kong.



CMA President Mr Herbert Liang (2nd from left) delivered a welcoming address and Vice-President Mr Eddie Lu (1st from left) chaired the question-and-answer session of the Euro Seminar on January 26. Head of Office of the European Commission in Hong Kong Mr Etienne Reuter (1st from right), Tax Services Partner of the PricewaterhouseCoopers Mr Guy Ellis (3rd from right) and Vice-President of the Citibank Treasury Marketing Division Mr Stephen Li (2nd from right) were invited as guest speakers of the seminar.

China Tax Seminar '99

The Association organized the 'China Tax Seminar '99' on February 4. Mr Danny Po, Mr Spencer Chong and Mr Philip Hung, Senior Tax Managers of PricewaterhouseCoopers, were invited to speak on topics covering tax review after the five-year transitional and preferential period, tax audit and the latest development of transfer-pricing in the mainland, and Hong Kong tax updates. The seminar received enthusiastic response with more than 80 participants.



One of the speakers, Mr Spencer Chong, reminded participants in the seminar that relevant departments in the mainland were very concerned about the practice of manufacturers to reduce tax through transfer-pricing.

Lunch Reception in Honour of the Commissioner for Labour Mr Matthew Cheung, JP



The Association hosted a luncheon reception in honour of the Commissioner for Labour Mr Matthew Cheung, JP (left) on February 10. CMA President Mr Herbert Liang (right) exchanged views with Mr Cheung on employment issues in Hong Kong. Both parties agreed that strengthening of communication between employers and employees was necessary and important to the economic development and social concord of Hong Kong.

Visit to CMA Testing & Certification Laboratories (TCL)

The CMA Testing and Certification Laboratories (TCL) is an independent and non-profit making institute accredited by the Hong Kong Laboratory Accreditation Scheme (HOKLAS) to provide a wide range of product testing and certification services. To enhance members' understanding of the scope of services provided by the TCL, the Certificate of Origin & TCL Services Promotion Committee organized a visit to the TCL exclusively for CMA members on February 9. Led by Co-Chairmen of the Committee Mr Lam Hok Po and Mr Choi Hin To, the champion of the 33rd Miss Exhibition Pageant Ms Yvonne Hung and the 1st runner-up Ms Catherine Wong, members had the opportunity to tour around the laboratories and to see testing demonstrations on various products and materials.



Manager of Electrical Division Stephen Wong (1st from right) demonstrated to the members the operation of a testing equipment.



Co-Chairmen of the Certificate of Origin & TCL Services Promotion Committee Mr Lam Hok Po (2nd from left) and Mr Choi Hin To (2nd from right), together with the champion of the 33rd Miss Exhibition Pageant Ms Yvonne Hung (2nd from right) and the 1st runner-up Ms Catherine Wong (3rd from left), led a visit to the TCL and posed for a photo with Deputy Executive Director of TCL Mr Dominic Lam (1st from right) and Senior Business Development Manager Mr Victor Kwong (1st from left).

Music Day 1999 of CMA Secondary School



Final contest of the "Music Day 1999" of the CMA Secondary School was held at the Statin City Hall on February 9. The contest was divided into four sections, namely solo (junior section), musical instruments, group and solo (senior section). Principal of the school Mr Fan Kam Ping (centre) addressed at the prize-presentation ceremony and praised the participants' outstanding performance.

'Seminar on Open Employment for People with Disabilities 1999'



Jointly organized by the Association, Labour Department, Employees' Retraining Board, Equal Opportunities Commission, Vocational Training Council, Federation of Hong Kong Industries, Employers' Federation of Hong Kong and nine other organizations from the social and business sectors, the "Seminar on Open Employment for People with Disabilities 1999" was held at the Hong Kong Convention & Exhibition Centre on January 13. Through exhibition, video shows and experience-sharing, the seminar aims at demonstrating to potential employers working abilities of the disabled. CMA Executive Committee Member Mr Joseph Lau (left) attended the seminar and received a souvenir from the Commissioner for Labour Mr Matthew Cheung, JP, on behalf of the Association. The seminar was held successfully with over 380 employers and human resources professionals attending.

The Role of Information Technology in the Development of Enterprises



(From left to right) Assistant Manager of the Internet Solutions Department of JQS Technology Group Mr Sam Lai, Convenor of the Technology Group of CMA SME Committee Dr Dennis Yip, Chairlady of CMA SME Committee Mrs Anna Sohen, Business Sales Manager of CSI Mr David Chow and Senior Trainer of the Drake Training Mr Kenneth Lai hosted the "Role of Information Technology in the Development of Enterprises" Seminar on February 12.

Visit by Coordination Department of the Xinhua News Agency (Hong Kong Branch)



Head of Coordination Department of the Xinhua News Agency (Hong Kong Branch) Mr Wang Youle (centre) and other officials visited the Association on February 11. Both parties agreed that further cooperation and communication with each other was needed for the prosperous development of Hong Kong.

Prize-Presentation Ceremony of the CMA Best Performing Staff Award 1998

The Association's Staff Annual Dinner was held on February 4, at which the Prize-Presentation Ceremony of the CMA Best Performing Staff Award 1998 also took place.

Addressed at the ceremony, Vice-President Mr Jose Yu said that the aim of the Award was to commend staff with outstanding performance as well as to strengthen their sense of belongings. After rounds of nomination and judging processes, the CMA Best Performing Staff Award 1998 went to Ms Wong Lai Ying (C.O. Division, Mong Kok Branch) and Ms Ng Yuk Ho (Administration Division, TCL). Merit Prize-winners included Ms Lam Yuk Kwai (Management Division) and Ms Wong Wing Sze (Trade Division) from the Secretariat, as well as Ms Lee Tin Yan (Marketing Division) and Ms Ho Pek Chi (Administration Division) from the TCL.

Guests for the dinner included Vice-Presidents Mr Jose Yu, Mr Lo Man Tuen, Mr Eddie Lu; General Committee Members Mr Chan Kim Sing, Mr Ho Yuk Wing, Mr Chao King Lin, Mr Chui Sin Chuen and Mrs Anna Pao Sohen.



Winners of the CMA Best Performing Staff Award 1998 Ms Wong Lai Ying (4th from right) and Ms Ng Yuk Ho (3rd from left) posed for a photo with Vice-Presidents Mr Jose Yu (4th from left), Mr Lo Man Tuen (2nd from left), Mr Eddie Lu (3rd from right) and other CMA representatives.

Delegation of Zhejiang Province



Led by Assistant Governor of Zhejiang Province Mr Sang Guo Wei (centre), the 13-member delegation visited the Association on February 10.



Both Parties exchanges views on the cooperation between China, Hong Kong and Taiwan, and the importance of small and medium enterprises to the economic development of China. All attendees posed for a photo after the meeting. Seen in the picture were Mr Sang Guo Wei (3rd from left, front row), CMA President Mr Herbert Liang (3rd from right, front row), Vice-Presidents Mr Lin Fai Shat (2nd from right, front row) and Mr Eddie Lu (1st from right, front row).

Xiamen Dui Tai Chu Kou Shang Pin Jiao Yi Hui



Vice-Director of Xiamen General Chamber of Commerce Mr Chen Da Zhong (2nd from left) led a delegation to visit the Association on February 9. Both parties exchanged views on ways to strengthen the economic cooperation between Hong Kong, Taiwan and Xiamen.



investment
profile

Located on the southeastern seaboard of South Africa,

the Eastern Cape is the second largest province with an area of 170 600 sq. km.

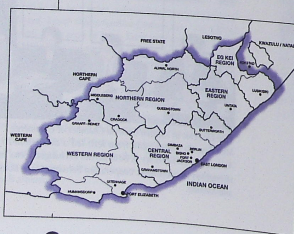
The province varies climatically from mild temperate conditions along

the coastal areas to slightly more extreme conditions among the inland areas,

with the inland mountain areas experiencing winter snows and summer rainfalls.

ECONOMIC BACKGROUND

Port Elizabeth and East London are the centres of the two largest industrial regions of the province, with major economic activity as manufacturing. Among various industries including agriculture, textiles, weaving and knitting, tourism, pharmaceutical products, leather goods, food processing, electronic appliances, etc., motor manufacturing is the most important. Tourism is expected to be the major growth industry as the province has over 800 kms of totally unspoiled tropical



64 HONG KONG ENTREPRENEUR MARCH 1999 ISSUE

beaches lapped by the warm waters of the Indian Ocean, abundant big game fishing, mountain hikes, snow skiing, game reserves and numerous resort hotels, all within a three-hour's drive from the major centre.

BUSINESS ENVIRONMENT

English is generally used and understood in business circles. Infrastructures are comparable to developed world standards, for example with surplus low cost electric power, ample water of excellent quality at low cost, good internal rail, road and air communication, high quality banking insurance services and highly specialized medical care services. In addition, the Eastern Cape is situated along the major world trade routes providing easy access to all major markets. Being well-placed to serve nearly 200 million people on the Indian Ocean Littoral and South Africa, she also provides easy access to the developing markets of Africa. Industrial parks are situated close to port of East London and Port Elizabeth. Both ports have modern berthing and loading facilities and can handle containers. Products

made in the Eastern Cape of South Africa can be easily exported through the Provinces' two ports to some of the world's major market, without being subject to quota allotments.

INVESTMENT INCENTIVES

The Eastern Cape welcomes local and foreign investment and virtually all business sectors are open to investors. No governmental approval is required to invest, and there are almost no restrictions on the form or extent of foreign investment. The national government has indicated that foreign investment should be encouraged, both to stimulate the economy and to reduce unemployment.

The first incentive is the Accelerated Depreciation Allowances. New or unused machinery or plant acquired and brought into use by a taxpayer during the period 1996 July 1 to 1999 September 30, used directly in a process of manufacture carried on by him may for tax purposes be written off over 3 years instead of 5 years. Buildings within which a manufacturing process, may be written off over 10 years instead of 20 years where the erection of such a building.

The second incentive is the Tax Holiday Scheme. Under this scheme, the taxable income arising from certain manufacturing processes will be taxed at a zero rate. The scheme is limited to new entities incorporated on or after 1996 October 1, whose sole object is the carrying on of a qualifying project. Applications are evaluated and adjudicated upon by the Regional Industrial Development Board.

The scheme consists of three components, these components being the spatial component, the industry component and the human resources component. For each component approved and certified by the Board, the qualifying company will enjoy a tax holiday status for a period of 2 consecutive years, maximum at 6 years. To qualify for a 2-year tax holiday, the new manufacturing company must locate in East London, Port

Elizabeth, Queenstown or other places listed. Moreover, under the industry component, manufacturing entities which have the sole object of one qualifying project as contemplated in "Major Division 3: Manufacturing" (including food processing, textiles, electrical appliances manufacture and various industries) of the Standard Industrial Classification (SIC) of all Economic Activities (Fifth Edition) issued by the Central Statistical Services in 1993 January. If the total amount of expenditure on human resources including salaries, wages, commissions, bonuses, medical aid is greater than 55% of the total production cost on a continuous basis, the human resources component is then fulfilled. However, the tax holiday will be available only to new manufacturing concerns with qualifying assets, i.e. land and buildings, plant and machinery exceeding R3 million. The company should be set up on or after 1996 October 1.

For those not qualified for the basic requirements of the Tax Holiday Scheme, may apply Small Medium Manufacturing Development Programme. New, secondary operations engaged in manufacturing may be considering for this as classified in "Major Division 3: Manufacturing" of the Standard Industrial Classification of all Economic Activities (Fifth Edition). The incentive package provides an establishment grant payable for three years.

Parties interested in investing in the Eastern Cape may contact the Centre of Investment and Marketing in the Eastern Cape.

Address: Hammer Mill House
"The Quarry Office Park"
Quartzite Drive East London
South Africa
PO Box 19253 Tecoma 5214
Tel: 27-431-436013
Fax: 27-431-436023
Email: info@cimec.co.za
Website: http://196.7.177.40/cimec



The Eastern Cape has well-equipped port facilities for export trade.

CORPORATE MANAGEMENT AND THE ENVIRONMENT

-Yoichi Morishita, President
Matsushita Electric Industrial Co Ltd

The air quality of Hong Kong is getting worse and worse and the same happens to our harbour. As a member of the industry and commerce, what would you do? You may think it is the responsibility of the government, but without your co-operation, nothing can be achieved. In order to preserve the environment, the government and business sector in Japan have done so much in the past decade. Let's see what have been done and whether we can do something ourselves.

ENVIRONMENTAL INITIATIVES OF THE ELECTRIC INDUSTRY

VOLUNTARY ENVIRONMENTAL PLAN

In the 1990s, a series of drastic steps have been taken in Japan in the environmental activities of business corporations, which involved a change in mindset from "how to cope with pollution" to "how to preserve the environment". Business corporations were encouraged to voluntarily design industry-specific plans for the promotion of energy and resource saving, recycling, and eco-products. In response, six major electric makers then designed their firm-specific plans for annual review.

In July 1997, the Japan Audit and Certification Organization for Environment and Quality was established under the sponsorship of 10 major electric firms to launch activities in relation to ISO 14001

certification. As of the end of 1997, 60% of firms that had obtained certification in Japan were in the electric industry. The electric industry has thus moved from conventional environmental preservation to recycling-oriented initiatives.

PRODUCT ASSESSMENT AND ENERGY SAVING

The increasing size of home appliances has now become an environmental problem. Consequently, a law was enacted in 1991 and directed the manufacturers of home appliances to examine recycling aspects during product design and development. As a result, the material used for the tubs of washing machines was changed from plastic to stainless steel to increase the recycling ratio. A refrigerator model was designed for easy dismantling to reduce the time required to remove the major parts by more than 30%. After the two oil crises, the electric industry in Japan has paid more attention to energy saving in home appliances and significant achievements have been made. However, even though the energy used in color TVs, air-conditioners and refrigerators had reduced by 25%, 32% and 61% respectively between 1975 to 1995, home electricity consumption has been increasing due to more widespread use of home appliances and their larger size.

In 1995, centres for appropriate disposal of home appliances were set up by home appliance manufacturers in various parts of Japan in cooperation with makers, distributors and local governments. An act was also

proposed to mandate the recycling of discarded or used home appliances by the manufacturers, under which the owners will be obliged to pay for the delivery of used home appliances to manufacturers while manufacturers are obliged to recycle the used appliances received. This new law is expected to be implemented starting in April 2001, with a three-year grace period.

ENVIRONMENTAL INITIATIVES OF THE MATSUSHITA ELECTRIC GROUP

ENVIRONMENTAL DECLARATION AND BASIC POLICY

Matsushita Electric Industrial Co., Ltd. (MEI) established its environmental office in 1970 to start eco-related activities in close cooperation with MEI group firms. In the same year, a subsidiary was established to produce and sell pollution prevention equipment, which is now known as Matsushita Precision Engineering Co., Ltd. The declaration of environmental policy forms the basic position of the Matsushita Electric Group (MEG) on environmental issues. Under this declaration and the slogan of "coexistence with the global environment," all factories and workers in MEG operations worldwide follow a single policy for the development of advanced environmental systems and for unique technological and product development which are eco-friendly on a global scale.

At present the MEG is concentrating on three major activities: developing recycling-oriented products; development and promotion of recycling systems for used products; and energy saving at factory and office levels.

It is easier to understand the recycling system for home appliances if it is divided into two elements: design and development of products that are easy to recycle; and the demonstration plant for recycling projects.

At the demonstration plant for recycling, research has continued on the recycling of refrigerators, air-conditioners, and washing machines, in addition to the ongoing recycling demonstration project on TVs. A recycling factory for toner cartridges used in fax machines was constructed to deliver recycled cartridges to customers. Projects for recycling used fluorescent light bulbs and motors are also in progress.

In terms of energy-saving efforts at MEC factories, those making electronic parts, batteries, and motors have been designated as model factories since they account for more than 60% of total energy used by the group. The highly efficient mains motor developed by the MEG has been installed in all production machinery and equipment, which consume 70% of the energy used at factories.

R&D ON ENVIRONMENTAL TECHNOLOGY

MEI has been carrying out R&D on four major technology types: resource conservation; environmental preservation; energy saving; and new energy sources. The basic concept is that no waste should be produced and that any produced should be recovered.

COEXISTENCE WITH THE GLOBAL ENVIRONMENT THROUGH NEW BUSINESS CREATION

The MEG has been working to commercialize solar-powered electricity generation not only for household use but also for industry and public buildings. A study on wind power is also in progress. Another important new activity is the development of solar cells that generate electricity based upon the chemical reaction between hydrogen and oxygen. This could have a wide range of use in factories, households, outdoor facilities, and electric vehicles and will become a potential source of energy as long as the supply of hydrogen can be assured.

Panasonic EV Energy was established as a joint venture with Toyota Motors for the development and commercialization of nickel-hydrogen battery packages for hybrid electric cars. This battery was installed in the Prius, a new Toyota hybrid model sweeping the market. The MEG is planning to expand business in this field in cooperation with auto makers worldwide. The MEG also manufactures a variety of environmental equipment for water treatment, air treatment, and community waste disposal.

TRANSFER OF ENVIRONMENTAL TECHNOLOGIES

The MEG has more than 200 subsidiaries and affiliated firms abroad. According to the present plan, overseas sales turnover will reach 50% and production volume 30% by 2000. Moreover, the number of overseas workers (170,000) is likely to exceed that of domestic workers (140,000). If this is the case, it will become extremely important to share the firm's basic vision and philosophy on the environment. The MEG has prepared a "basic concept of global management" in which the "operational guidelines for global activities" emphasize the need to maintain and improve the global environment. These guidelines instruct all Matsushita-related firms to carry out business activities in line with the manufacture of energy-saving and recycling-based products for the effective utilization of limited resources. Consequently, all manufacturing factories have been requested to obtain ISO 14001 certification by 1998. Of a total of 211 factories (100 domestic and 111 foreign), 80 domestic and 58 foreign factories were expected to obtain certification by March 1998.

It is also important to transfer environmental technologies. In Singapore, for example, the MEG organizes an annual environmental seminar for its 45 subsidiaries located in Asia with joint sponsorship by the Singapore Productivity and Standards Board to share environment-related know-how. The MEG had eliminated the use of CFCs by the end of

1996, 10 years before the target set by international agreements. The group believes that additional environmental technologies should be developed and equally shared worldwide via closer linkages and cooperation with foreign firms that possess advanced technologies in this field.

CONCLUSIONS

ENVIRONMENTAL ISSUES AS NATIONAL STRATEGIC POLICIES

To achieve a more recycling-oriented society in the 21st century, each nation, firm, and individual should regard environmental issues as important and make attempts to solve them. At the national level, strategic initiatives for integrating environmental policies with economic ones should form the basis of sustainable economic development. More specifically, initiatives taken by governments should include public R&D activities, legislation for the promotion of recycling and energy saving, the design of socioeconomic systems that balance environmental and economic considerations, and the introduction of tax reductions and other incentives to encourage firms and individuals to act in an environmentally friendly manner. These national strategies are significant not only for the restructuring of Japan's socioeconomic system but also for developing a global system that maintains a balance between the environment and economy. National strategies for environmental preservation should be designed and implemented so that they can act as a springboard to economic growth.

ENVIRONMENT-ORIENTED CORPORATE MANAGEMENT

In the above, the significance of environmental issues to corporate management is emphasized. Often the corporate response to environmental problems is only lip service, but this is no longer permissible. To cope with environmental issues, environment-related costs should be strategically incorporated in production costs.

Environment-related investments should be reflected in annual corporate plans and treated the same as taxes. Environmental activities undertaken by business corporations are now a significant yardstick to measure the extent of their social responsibility. The awareness level of Japanese consumers toward environmental problems has been changing. According to one survey, the ratio of consumers who were prepared to pay higher prices for commodities for the sake of environmental preservation had increased from 60% in 1991 to 74% in 1997. This is a good time to form a national consensus on and establish mechanisms for sharing the burden of environmental costs by manufacturers, consumers, and society at large.

Responding to environmental issues should be regarded as a business opportunity rather than a risk to be avoided. In view of the changing consciousness of consumers, firms should differentiate products and services that place less load on the environment and are eco-friendly. An emerging problem is how to establish communication between producers and consumers about environmental problems. Producers should reflect consumers' awareness of the environment in designing and developing new products and services and gain consumers' understanding of corporate efforts to preserve the environment. This requires a new marketing strategy in place of the conventional approach emphasizing price, function, and design. This is referred to as green marketing and will become a source of competitive advantage. This applies not only to Japanese corporations but also those in other Asian countries and will be crucial for their survival.

In the author's opinion, changing the awareness of individuals is the key to solving the environmental problems triggered by the Industrial Revolution. When natural resources such as coal, iron, and oil are excavated, people are fully prepared to make the necessary investment, and it is not logical to assume that disposal or recycling should be free. Moreover, people enjoy comfortable lives

based on the processing of natural resources and adding value to them. Therefore they should bear the cost of returning them to the environment. This is easy to argue but difficult to implement. Hence it is necessary for each nation, firm, and citizen to act responsibly. A general consensus should be formed on sharing the financial burden equally between all stakeholders, for which it is necessary to increase awareness levels and the sense of individual responsibility. People tend to be lazy in such areas as picking up litter on the streets, turning off electricity at home, and choosing recyclable containers. But the cumulative effects of these minor actions could transform a society into a more environmentally aware one.

The MEG started its "Love the Earth Citizens" campaign, aimed at energy and resource saving at home and in local communities, for all workers in February 1998. For example, temperatures should be set at 20°C for heating and 28°C for cooling. The main source of power for TV and other electric appliances should be turned off when not in use. Refrigerators should be opened and closed as seldom as possible.

Coexistence between economic activities and the environment can be achieved through continuous corporate efforts and the determination of individual citizens, which should be closely linked through mutual understanding. It should be remembered that there is only one earth to sustain future generation.

CONFERENCES / EXHIBITIONS

| Date | Event | Venue | Items | Organizer |
|------------------|--|---|---|---|
| 1999 | | | | |
| 30 April - 9 May | 27th International Exhibition of Inventions, New Technologies & Products of Geneva 1999 | Palexpo, Geneva | Approximately 1000 inventions and new products of various kinds | Salon International Des Inventions Tel: (41-22) 736 5949 Fax: (41-22) 786 0096 Email: promex@worldcom.ch URL: http://www.inventions-geneva.ch |
| 2-4 May | The 1999 International Supermarket Industry Convention & Education Exposition | McCormick Place, Chicago, Illinois, USA | All kinds of grocery, dry goods, general merchandise, health and beauty products, equipment, services, supplies and technology for the supermarket industry | The Food Marketing Institute Tel: (1-202) 4528 444 Fax: (1-202) 4294 559 |
| 4-7 May | The 3rd Asian International Interior Design, Contract Furnishing and Tableware Show | Hong Kong Convention & Exhibition Centre | All kinds of interior designs, decorations and equipment | Hong Kong Exhibition Services Ltd Tel: (852) 2804 1500 Fax: (852) 2528 3103 |
| 4-7 May | The 4th Asian International Bakery, Confectionery, Snack Foods and Ice Cream Industries Show | Hong Kong Convention & Exhibition Centre | All kinds of bakery, confectionery and snack foods | Hong Kong Exhibition Services Ltd Tel: (852) 2804 1500 Fax: (852) 2528 3103 |
| 4-7 May | The 8th Asian International Exhibition of Food and Drink, Hotel, Restaurant, Supermarket and Catering Equipment, Supplies and Services | Hong Kong Convention & Exhibition Centre | All kinds of food, beverages and equipment | Hong Kong Exhibition Services Ltd Tel: (852) 2804 1500 Fax: (852) 2528 3103 |
| 4-7 May | The 2nd Asian Hospitality Industry Technology Show | Hong Kong Convention & Exhibition Centre | Technology of the hospitality industry | Hong Kong Exhibition Services Ltd Tel: (852) 2804 1500 Fax: (852) 2528 3103 |
| 4-7 May | The 5th International Exhibition for Wine & Spirits for the Asian Region | Hong Kong Convention & Exhibition Centre | All kinds of wine and spirits | Hong Kong Exhibition Services Ltd Tel: (852) 2804 1500 Fax: (852) 2528 3103 |
| 13-16 May | The 15th International Computer Expo | Hong Kong Convention & Exhibition Centre | All kinds of computer and equipment | Business & Industrial Trade Fairs Ltd Tel: (852) 2865 2633 Fax: (852) 2866 1770 |
| 20-24 May | The 8th China International Electronics & Telecommunications Exhibition | China International Exhibition Centre, Beijing, PRC | All kinds of electronics and telecommunications products and equipment | Worldwide Conventions & Expositions Ltd Tel: (852) 2750 2868 Fax: (852) 2318 1641 E-mail: info@ww-expo.com |
| 21-24 May | The 8th Watch Parts & Equipment Exhibition | Hong Kong International Trade & Exhibition Centre | All kinds of watch parts and equipment | Paper Communication Exhibition Services Tel: (852) 2763 9011 Fax: (852) 2341 0379 |

SEMINARS / TRAINING COURSES

| Date | Event | Venue | Organizer | Contact Person Tel & Fax |
|--------------------|--|----------------------|--|---|
| 1999 | | | | |
| April 20 - June 24 | Professional Diploma in Fashion Design | Bank Centre, Mongkok | Hong Kong Productivity Council | Tel: 2780 8251 Fax: 2770 7902 |
| April 28 | Successful Supervisors Workshop Series - Interpersonal Skills | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms M Chan Tel: 2836 1822 Fax: 2572 7130 |
| April 28 | Successful Supervisors Workshop Series - Effective Communication | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms M Chan Tel: 2836 1822 Fax: 2572 7130 |
| April 30 | Good Manager's Seminar | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Dr C Y Wong Tel: 2836 1930 Fax: 2572 7130 |
| May 4-7 | Train the Management Trainers II | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms S K Chan Tel: 2836 1822 Fax: 2572 7130 |
| May 11 | Successful Supervisors Workshop Series - Staff Motivation | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms M Chan Tel: 2836 1822 Fax: 2572 7130 |
| May 11 | Successful Supervisors Workshop Series - Team Building | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms M Chan Tel: 2836 1822 Fax: 2572 7130 |
| May 12 | Instructional Skill | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Mr L Lai Tel: 2836 1828 Fax: 2572 7130 |
| May 14 | Managing for Results through Appraisal | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms L Watt Tel: 2836 1941 Fax: 2572 7130 |
| May 17-18 | EQ for Hong Kong Managers | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms P Ho Tel: 2836 1824 Fax: 2572 7130 |
| May 20 | Successful Supervisors Workshop Series - Time Management | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms M Chan Tel: 2836 1822 Fax: 2572 7130 |
| May 20 | Successful Supervisors Workshop Series - Problem Solving | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms M Chan Tel: 2836 1822 Fax: 2572 7130 |
| May 21 | Coaching for Performance | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Ms W Cheng Tel: 2919 1402 Fax: 2572 7130 |
| May 25 | Managing Quality | VTC Tower, Wanchai | The Management Development Centre of Hong Kong | Dr C Y Wong Tel: 2836 1930 Fax: 2572 7130 |

商會 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

香港中華廠商聯合會是本港最具代表性的商會之一，屬下的四千家會員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載列會員的最新資料，一直深受各界歡迎，為商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，宣傳效用特大，除派發予廠商會員外，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，更能將訊息直接傳達予目標客戶。凡廠商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

| 刊例價目 | 刊例價目 | 刊例價目 | 刊例價目 |
|--|---------------|---|----------------------------|
| Rates | 刊例價目 | 刊例價目 | 刊例價目 |
| (non-members) | (CMA members) | 刊例價目 | 刊例價目 |
| 印刷廣告 Print Advertisement | | 資料欄廣告尺寸 Print Advertisement Size | |
| 四色 4C | | 全頁 Full Page | 299 |
| 封面外頁 Outside Back Cover | HK\$31,000 | 出處 Bleed | 265 |
| 封面內頁 Inside Front Cover | 27,000 | 非出處 Non-bleed | 185 |
| 封面內頁 Inside Back Cover | 24,000 | 半頁 Half Page (橫向 Horizontal) | 120 |
| 封面內頁 Inside Front Cover | 22,000 | 非出處 Non-bleed | 286 |
| 封面內頁 Inside Back Cover | 20,000 | 實際名錄尺寸 Trimmed Size | 210 |
| 目錄之鄰頁 Page Facing Contents | 17,000 | | |
| 如何運用名錄之鄰頁 Page Facing How to Use the Directory | 11,000 | 來稿標準 Material Requirements | |
| 全頁 Full Page | 8,000 | 黑白 Black & White | 175 lines |
| 半頁 Half Page (橫向 Horizontal) | 6,000 | 彩色 Color | 175 lines |
| 全頁 Full Page | 9,000 | 其他指定位置 Other Fixed Position | 15% loading on above rates |
| 半頁 Half Page (橫向 Horizontal) | 6,000 | | |
| 光碟廣告 CD-Rom Advertisement | | | |
| 全頁 A4 彩色廣告 (One Page A4 Colour Ad) | 4,200 | | |
| 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 | 2,000 | | |
| 光碟廣告費 CD-Rom ad. rate | 1,700 | | |
| 合共 Total | 3,700 | | |

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✓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 ☐ 封面外頁 Outside Back Cover ☐ 封面內頁 Inside Front Cover ☐ 封面內頁 Inside Back Cover ☐ 目錄之鄰頁 Page Facing Contents ☐ 如何運用名錄之鄰頁 Page Facing How to Use the Directory

黑白 B/W ☐ 全頁 Full Page ☐ 半頁 Half Page (橫向)

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

茲附上港幣 _____ 元 *銀行支票支票號：_____ 支票號碼：_____ 簽名 (請蓋上公司印鑑)：_____

公司名稱 Company Name: _____ 支票 No.: _____

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: _____

* 請將支票抬頭請寫「香港中華廠商聯合會」，請將支票開具林林梓一先生交來本會。
* Cheques should be crossed, and made payable to "The Chinese Manufacturers' Association of Hong Kong". Cheques and firm positives should be forwarded together to the CMA.

地址：香港中環干諾道中 64-66 號廠商會大樓三樓 香港中華廠商聯合會公關及刊物部 鄧翠聰小姐 (電話：2542 8641；國文傳真：2541 4541)
Address: 4/F & Publications Division, The Chinese Manufacturers' Association of Hong Kong, 3/F, CMA Building, 64-66 Connaught Road Central, Hong Kong
Miss Gladys Tung (Tel: 2542 8641; Fax: 2541 4541)

廣告查詢：萬能廣告印刷公司 李瑞麟先生 (電話：9453 8329 / 2571 3234；國文傳真：2571 3234)
Enquiry on Advertisement: Art Link Advertising & Printing Co. Mr. Thomas Lee (Tel: 9453 8329 / 2571 3234; Fax: 2571 3234)

CHINA

HONG KONG

超越速遞新強勢

MPC

Delivers What You Need On Time. In No Time.

Tel: 2310 1023

MPC Express Services Ltd. 8/F, Kee Wah Ind. Bldg., 666 Castle Peak Road, Kln., Hong Kong Tel: 2310 1166 Fax: 2310 1880

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，設有專責小組分發急件、重要文件之件打
 ；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「易快遞」特快專遞以解燃眉之急。

MPC卓越的速遞服務，當然並不止此。事實上，客戶日常處理的瑣碎事情，或是處於分身乏術的情況，MPC也為您
 服務周到，如代購各類車票、船票，以至電影、演唱會門票；甚至替客戶購買貨物及指定的商品等，均已超越您想像得
 到的速遞範圍。儼如客戶的私人助理，MPC速遞，「速勢」以待，隨時「速遞您的需要」。