

香港十大名牌選舉

香港中華廠商聯合會為表彰香港生產商創立的傑出品牌，提升港產品的知名度，並增強社會各界及海外商家、消費者對本港品牌和廠商的認識，將於本年十二月十一日至二零零一年一月二日舉行第三十四屆「香港國際工業出品展銷會」的同時，舉辦首屆「香港十大名牌」選舉活動，評選本地最卓越的十個品牌。

參賽資格：參賽品牌必須為香港公司直接擁有，且首次註冊於香港。有關品牌下可有不同類別的產品，且產品的銷售地亦不局限於香港；

參賽公司必須為第三十四屆「工展會」的參展商；

每家參賽公司的參賽品牌限一個。如參賽公司為一家貿易公司，則須向主辦機構證明擁有該品牌之專有權。

獎項：設得獎名額十個。得獎者將獲頒「香港十大名牌」證書及獎座，並允許將有關稱號及「香港十大名牌」之標誌用於推廣得獎品牌之產品。

評選：由政界、工商界及其他社會知名人士組成的評審團負責評審。評審標準側重於品牌的知名度、產品特色、創新意念、品質、包裝及環保等方面。

參加辦法及截止日期：有興趣參賽者，請填妥「工展會」參展申請表格及「香港十大名牌選舉」參加表格，以傳真（號碼：2811 9156）或郵寄遞交「工展會」管理機構立新國際展覽公司。參賽者報名後須根據主辦機構之通知，提供詳細、準確、客觀的資料，連同參賽品牌之產品樣本、相片及產品介紹冊於一九九九年十月廿一日之前送交主辦機構。

公佈結果日期：一九九九年十二月十六日，得獎名單將在頒獎典禮上隆重宣佈。

查詢：香港中華廠商聯合會梁婉婷小姐（電話：2545 6166 內線 619）。

第一屆香港十大名牌選舉參加表格

公司名稱：_____ 經營範圍：_____

聯絡電話：_____ 傳 真：_____

公司地址：_____ (英文)

參賽品牌：_____ (中文)

品牌註冊地及日期：_____ ATP

產品種類：_____

(歡迎自行複印表格，或從香港中華廠商聯合會網頁下載。網址：<http://www.cma.org.hk>)。

本 會 評 論

政府應加強對中小企業在應用資訊科技的援助

步入九十年代以來，經濟全球化、自由化的趨勢日益增強，科學技術突飛猛進，特別是資訊科技的快速進步和電子商務的崛起，促使企業的營商方式發生了翻天覆地的變化，越來越多的企業透過國際電腦網絡傳遞商業信息、開展無紙貿易，以及在全球範圍內調度、組織生產經營活動。

資訊科技的興起為香港廣大中小企業帶來了不可限量的商機。例如，互聯網的廣泛運用打破了地域和時空的界限，通過互聯網進行電子交易，企業可以用低成本、高效率的方式獲取信息、接觸大量的潛在客戶、推廣產品和服務、開拓新市場，而無需耗費精力在當地設立辦事處或興建有形的營運設施。同時，企業可更方便、更快地與客戶和供應商直接溝通，保持緊密聯絡，既能縮短生產週期，減少存貨和提高反應能力，又為客戶提供更優質、更具效率的服務，從而增進商業關係。這對於經營資源不足、人力財力相對有限的中小企業，尤其有莫大裨益。

然而，資訊時代的來臨亦對中小企業的資源配置、經營理念和管理能力提出了新的要求，許多中小企業礙於經營資源所限，在資訊科技運用方面相對滯後，亦存在認識不足的問題。根據香港政策研究所的調查，本港中小型企業的互聯網使用率僅為17%，遠低於公營機構的51%和政府部門的88%。本會較早前的一項專門調查亦發現，被訪的中小製造業企業有超過八成未曾透過電腦取用商業信息，而互聯網的使用率僅為13%，電子郵件的使用率為23%。可見，本港中小企業對資訊科技的應用尚處於起步階段。

為了推動中小企業採用資訊科技，提升長遠競爭力，本港應營造一個有利於高新科技發展的社會環境，政府尤應從以下幾個方面加以扶持和催谷：一是組織多種形式的推廣、宣傳活動，提高中小企業對資訊科技的認識，特別是激發其對電子商務的重視和興趣；二是開展專題研究，加強輔導和支援工作，協助中小企業開發和應用適用性的資訊技術(Appropriate Technology)；三是提供適當的財務支持和稅賦優惠措施，扶植中小高科技企業，並鼓勵一般企業購置技術設備以及增加對相關的研究、開發和培訓活動的投入，例如可對有關的支出給予補貼和稅項扣減等；四是強化人力資源的培訓，組織更多適合中小企業的培訓課程和研討會，並鼓勵科技人才到中小企業服務。

政府方面亦應增加投入，加速發展適用於中小企業的資訊科技基礎設施，促進本港基礎網絡架構的建設，降低業界採用資訊科技的成本。此外，鑑於本港大多數的中小企業已在國內開展貿易、投資業務，特區政府還應致力於推動本港與內地、在資訊科技領域的交流與合作，當務之急是應改善兩地的通訊聯絡，加強資訊交換，以及放寬對內地資訊科技人才的入境限制等。

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

會長 PRESIDENT
盧俊義 Herbert Lung, MBE

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

副會長 VICE-PRESIDENTS
黃慶忠 Yip Hing Chung, MBE, JP
陳永基 Chin Wing Yee, CBE, JP
陳漢波 Chan Han Po, JP
呂振華 Lui King Wah, JP
林耀興 Tin Yau Sing
盧文輝 Lu Man Tung, JP
陸耀輝 Eddie T. Lu, CBE

執行幹事 EXECUTIVE SECRETARY
劉國明 Francis Lau

編輯 EDITOR
企業雄才編輯委員會
Hong Kong Entrepreneur Editorial Board
電話 Tel: 2542 8641
傳真 Fax: 2541 4541

廣告部 ADVERTISING ENQUIRIES
陳慶忠及陸耀輝
CMA PR & Publications Division
電話 Tel: 2542 8641
傳真 Fax: 2541 4541

承印 PRINTER
聯利印刷有限公司 Sunward Printing Limited
香港新界荃灣荃灣工業中心 2205室
Room 2205, Hong Man Industrial Centre, 2 Hong Man St.,
Tsuen Wan, Hong Kong

總辦事處 HEAD OFFICE
香港中環皇后大道中64號廣發大廈
CMA Building, 64 Queen's Road Central, Hong Kong
電話 Tel: 2542 8641 / 2542 8600
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號廣發中心701-702室
Room 701-2, Wu Fung Plaza, 664 Nathan Road, Mong Kok, Kowloon
電話 Tel: 2302 5195
傳真 Fax: 2785 1865

沙田辦事處 TSIMSHATSUI OFFICE
九龍沙田廣發中心521室
Room 521, Cusack Centre, 5 Canton Road, Tsimshatsui, Kowloon
電話 Tel: 2725 0200
傳真 Fax: 2725 3769

離島辦事處 KWUN TONG OFFICE
九龍離島葵青區115號葵青中心15樓E室
Unit E, 15/F, Po Shau Centre, 115 Hong Ming Street,
Kwun Tong, Kowloon
電話 Tel: 2344 3300
傳真 Fax: 2739 4850

廠商會檢定中心
CMA TESTING & CERTIFICATION LABORATORIES
香港新界荃灣荃灣工業中心15樓E室
Room 1401-3, Yau Fung Plaza, 664 Nathan Road, Mong Kok, Kowloon
電話 Tel: 2302 5195
傳真 Fax: 2095 4177
網址 Web Site: <http://www.cmaid.com>
電子郵件 E-mail: info@cmaid.com

本刊歡迎轉載 ● 惟須註明來源
Reproduction of articles is welcomed
as long as credit is duly given to the CMA.

企業雄才

HONG KONG ENTREPRENEUR
一九九九年六月號 1999 JUNE ISSUE

本會評論

- 1 政府應加強對中小企業在應用資訊科技的協助

專題

- 4 慶祝千禧世紀盛事第三十四屆香港「工展會」

人物專訪

- 8 中國投資集團有限公司主席及行政總裁王英傑

廠商會動態

- 10 本會資深會務發展中務會處因辭世 /
家謙先生利赴港轉任董事白惠逸博士 /
「一九九九年香港環保產品展」並開閉幕儀式 /
中國加入世界貿易組織對香港經濟的影響 /
會員交流處訪港 / 離別新華社香港分社副社長馬國木倫牧師 /
「技藝中小企業活動計劃」 / 香港工業界：得獎經驗交流研討會 /
青年委員會舉辦午間講座 / 對外貿易經濟合作部代表團 /
「勞工法例及僱傭實務」證書課程 / 新華社香港分社副社長劉山在訪會 /
江蘇省淮陰市商會代表團 / 天津經濟技術開發區代表團訪會 /
河北省石家莊市總商會代表團 / 青島市政府及企業代表團 /
婦女委員會贊助「綠色生活從此起」計劃

檢定中心通訊

- 18 升學：已獲布萊二甲離離禁令

中小企情報區

- 19 「中小企業特別信貸計劃」是否有助中小企業融資？
20 「提升業主及中小企業管理員管理效能」課程系列
20 再談電腦千年蟲

神州經貿

- 22 南京江寧經濟技術開發區

投資地區

- 24 突尼西亞

貿易概況

- 26 國內珠寶消費多元化發展

新產品速遞

- 27 雙牙牙膠義齒智能枕 - 感應體溫體重、自動調整承托高度
27 為你省錢節約的窗 - 註銷窗的出現，為亞洲區門窗業帶來一個新風潮

消閒加油站

- 28 高爾夫球國內球會面面觀 (一)

研討會 / 訓練課程

31

新會員

31

洽談會 / 展覽會

32



EDITORIAL

- 33 The Government should Increase its Support on IT Application of SMEs

FOCUS

- 34 The 34th Hong Kong Products Expo - A Spectacular Event for New Millennium Celebration

PROFILE

- 38 Mr Wilfred Wong, President and CEO of China Investment Group Limited

CMA ACTIVITIES

- 42 Dinner Reception in Honour of Austrian Consul-General in Hong Kong
Cheque-Presentation Ceremony of the "1999 Hong Kong Eco-Products Award" /
Seminar on "Impact of China's WTO Accession: Economic Implication for Hong Kong" /
"Help SMEs Activities Programme" /
Briefing for New Members '99 /
Delegation of Tianjin Economic, Technological Development Area /
Hong Kong Awards for Industry: Experience-sharing Seminar /
Visit by Mr Liu Shan Zai, Vice-Director of Xinhua News Agency, Hong Kong Branch /
Farewell Dinner in honour of Deputy Director of Xinhua News Agency (Hong Kong Branch) Mr Ulan Mulan /
Certificate Course in Labour Legislation and Employment Practices /
Lancheon Talk Held by the Youth Committee /
Delegation of Department of Foreign Investment Administration, Ministry of Foreign Trade & Economic Cooperation /
Delegation of the Qingdao Enterprises /
Delegation of Hebei Province Shijiazhuang Chamber of Commerce /
Delegation of Jiangsu Huaiyin Chamber of Commerce /
The Ladies' Committee Sponsored the "Green Life" Project

TCL BRIEFING

- 49 Denmark: Ban on Phthalates

INVESTMENT PROFILE

- 50 Tunisia

BUSINESS MANAGEMENT

- 52 Employee Training Produces Bottom-Line Benefits

SEMINARS / TRAINING COURSES

54

CONFERENCES / EXHIBITIONS

55

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



慶祝千禧世紀盛事 第三十四屆香港 「工展會」

承接去年的佳績，廠商會今年再接再厲，假添馬艦舉辦跨世紀的第三十四屆「香港國際工業出品展銷會」(工展會)，並以「共創佳績新紀元」為口號，象徵本港製造業群策群力，在踏入新紀元再開高峰，全力向高科技、高增值發展。

今屆工展會的會期由今年十二月十一日至明年一月二日為止，除展銷本港傳統的優質產品外，將設有「科技館」、「中西部地區館」、「澳門館」及「美食廣場」，以展示本港科技的最新面貌、澳門本地的製品及為入場人士提供本港及內地各省市特色美食。此外，更特別設有「兒童天地」，擺放各式兒童產品及遊戲攤位，使工展會成為一家老少購物消閒的好去處。



本會會長梁欽榮(右五)、常務副會長兼工展會常設委員會主席梁乃榮(左五)、副會長兼第三十四屆工展會籌備委員會副主席葉慶忠(右四)、副會長陳永棋(左四)、林耀賢(右三)、副會長兼第三十四屆工展會籌備委員會副主席盧文瑞(左三)、副會長陸增輝(右二)、會長助理科學園(左二)、會董兼第三十四屆工展會宣傳部部長馮元傑(左一)及立新國際展覽有限公司總經理王素嫻(右一)在工展會記者會上合照。

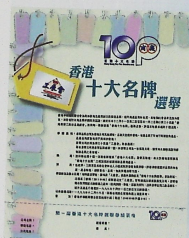
為中國和港澳 經濟交流提供良機

本會於五月十八日舉行記者招待會，由本會會長梁欽榮公佈今年第三十四屆工展會的參展細則及籌備情況。他表示，除了振興本港工業發展、刺激本地消費，舉辦今屆工展會的目的是要繼續推廣香港的經濟發展及加強對外貿易，梁會長又向在場的記者簡介今年工展會的重點節目，出席今次午宴及記者會的傳媒代表約有數十人。

本屆「工展會」的展期跨越千禧，並適逢澳門回歸祖國，意義非常重大，本會將於十二月二十日澳門回歸祖國首日及十二月三十一日除夕夜安排大型慶祝活動，與民同歡。本會去年首次在「工展會」設「科技館」及「澳門館」，向市民展示澳門包羅萬有的本土製品及本港的高科技產品，成績斐然，參觀人士絡繹不絕。該會今年將進一步擴大兩館的規模，成為獨立展館，邀請更多企業參展，藉此加深本港市民對澳門工業及本港科技發展的認識。

中西部地區館

梁會長並表示，香港與內地之間的經貿活動日益頻繁，為進一步加強兩地企業的合作，今屆工展會將在傳統以零售為主的模式上，增加業務洽談的內容，包括邀請內地省市政府或工商機構組織企業來港參展，除向本港市民介紹當地產品外，更可利用會場設施如表演台及會議室進行招商引資及業務洽談活動。本會屆時並將提供一籃子的服務，協助安排這些參展團在港招商時有關的工作。



香港十大名牌選舉

梁會長又宣佈今屆「工展會」將會首次舉辦「香港十大名牌選舉」，「香港十大名牌選舉」舉辦目的是為表揚本港不同行業的傑出品牌，藉以喚起市民對本港工業產品的支持及提升產品在市場上的競爭力，本會將邀請來自政界、工商界、學術界和其他界別的人士組成評審團，評審的標準包括產品的受歡迎程度、特色、包裝及著重環保程度，而參賽之品牌必須由工展會參展商所擁有或代理，並在本港註冊。



本會會長梁欽榮(中)、常務副會長兼工展會常設委員會主席梁乃榮(左)及副會長兼第三十四屆工展會籌備委員會副主席葉慶忠(右)主持第三十四屆工展會記者招待會。



吉祥物設計比賽

為慶祝新紀元的來臨及加強市民對「工展會」的認識，今屆工展會特別舉辦「吉祥物設計比賽」，得獎作品將被採用作「工展會」吉祥物，成為「工展會」的標記，比賽設冠軍一名及優異獎五名，獎金豐富，冠軍可獲港幣八千元，優異獎各得港幣一千元，歡迎全港市民踴躍參加，發揮創作天份。

工展小姐選舉

歷屆「工展小姐選舉」均是工展會的重頭節目，為普羅大眾談論的焦點，今屆「工展小姐選舉」總決賽已定於十二月二十四日聖誕節前夕舉行，並一改過去數屆在室內進行的形式，移師往會場表演台，讓參觀人士現場觀看及投票，希望增加他們對歷史悠久的工展會之認識及參與，是屆「工展小姐選舉」冠、亞、季軍的獎金及獎品非常豐富，總值超過港幣一百萬元。



多項公開比賽歡迎市民參與

本會為增添會場熱鬧氣氛，今屆「工展會」將安排更豐富、更精彩的節目，除邀請本港及內地著名表演團體在會場演出，亦會邀請參展商贊助舉辦一些大型時裝或綜合性表演，並設有「美食廣場」，及「兒童天地」，提供本港及內地各省市特色美食及讓小朋友亦能享受參觀工展會的樂趣，此外，本會將繼續舉辦多項比賽供入場人士及參展商參加，包括發揮小朋友創作天份的「兒童繪畫比賽」，為攝影愛好者而設的「全港公開攝影比賽」，以及鼓勵參展商把攤位佈置得美輪美奐的「攤位設計比賽」，務求令工展會成為集娛樂、購物、消閒於一身的好去處。

主將第三十四屆「香港國際工業出品展銷會」記者招待會人士除會長梁欽榮外，尚包括常務副會長兼工展會常設委員會主席梁乃榮；副會長兼第三十四屆工展會籌備委員會副主席葉慶忠；副會長陳永祺、呂明華、林輝賢；副會長兼第三十四屆工展會籌備委員會副主席盧文瑞；副會長陸增耀；會長助理林學用；會董兼第三十四屆工展會宣傳部部長高元龍及立新國際展覽有限公司總經理王秉耀等。

工展會資料

展覽名稱：第34屆香港國際工業出品展銷會（工展會）

主 題：共創佳績新紀元

主辦機構：香港中華廠商聯合會

贊助機構：香港特區政府工業署

協辦機構：香港旅遊協會

香港生產力促進局

香港貿易發展局

香港總商會

香港中華總商會

香港工業總會

香港中國企業協會

澳門廠商聯合會

澳門中小企業協進會

管理機構：立新國際展覽有限公司

日 期：1999年12月11日至2000年1月2日（展期為二十三天）

開放時間：逢星期一至五 上午十一時至晚上九時

逢星期六、日及公眾假期 上午十一時至晚上十時

12月20日（星期一） 上午十一時至晚上十時

12月24日（星期五） 上午十一時至晚上十二時

12月31日（星期五） 上午十一時至凌晨二時

地 點：香港中環添馬艦

場地面積：二萬平方米

攤位數量：室內標準攤位（約四百五十個）及室外露天攤位（約二百個）

合共約六百五十個

攤位價目：室內標準攤位—港幣二萬五千元

室外標準攤位—港幣一萬六千元

展品範圍：紡織、服裝、鞋帽、箱包、皮具、流行飾物、輕工藝品、珠寶、陶瓷、美容用品、鐘錶、玩具、禮品、文價及體育用品、家居用品、傢具、電器、糧油食品、電子產品、醫藥保健、塑膠用品、五金製品、手提電話及傳呼機。

主要內容：

科技館

中西部地區館

澳門館

青年特區

美食廣場

兒童天地

工展小姐選舉

澳門回歸慶祝活動

千禧慶祝活動

吉祥物設計比賽

攝影比賽

兒童繪畫比賽

攤位設計比賽

香港十大名牌選舉

入場費用：港幣10元（身高一米以下小童、六十五歲以上長者及傷殘人士免費招待）

售票地點：1. 地下鐵路地利店

2. 工展會會場

3. 廠商會辦事處

王英偉



王英偉公務繁忙，除出任中國投資集團有限公司主席及行政總裁外，更擔任多項公職，包括第九屆全國人民代表大會香港區代表、香港工商專業聯會主席等。

王英偉於一九九二年離開政府，結束他十七年的公務員生涯，當時四十歲的他認為年紀並非問題，決定重新開始另一事業。他加入嘉華集團擔任行政總裁，從工作中取得豐富的中國貿易經驗。他表示，當時很多內地公司都是國營，因此到內地做生意會覺得自己往往要與政府官員而非一般商人打交道。這位由政府高官轉身變成的商界強人很快便和內地的商業夥伴同聲同氣。他於一九九四年自組公司，創立中國投資集團有限公司，而他的業務有九成在中國大陸。

由於工作關係及經常要出席全國人大會議，王英偉每年大部份時間均在內地。他說：「中國是一個龐大的市場，現時擁有二億人口的美國已經是世界最大的消費市場，如果中國十二億人口能有足夠的購買力，則可會是一個更龐大的市場。」

不過，這個潛力優厚的市場也需要時間發展。中國於一九七八年實行改革開放，只不過是二十年前的事，自此中國便不斷進行改革。目前中國正面對兩大嚴峻的難題，就是国企改革和加入世界貿易組織。

「中國改革至今都很成功，內地的營商環境正不斷改善，內地人士和港商及外商合作做生意的經驗也日益豐富，企業領導不再是官方人員，法制漸趨完善，並且鼓勵貿易發展。」

整體而言，他相信中國正逐步改善，維持穩定及百分之七至八的經濟增長是相當重要，中國再過二十年，十二億人口都會漸漸成為消費者。

作為全國人大委員，他明白內地的法律制度是需要急切改革。由於中國幅員廣闊，中央政府雖然頒佈法例，但要在省政府推行則並不容易，加上貪污風氣令法例難於落實執行。

香港過去亦曾經面對貪污問題。除了設立廉政公署，香港政府更以「高薪養廉」的策略來確保公務員廉潔無私，藉此遏止貪污風氣。同樣地，內地政府亦將推行體系改革，提高公務員的薪酬；法律制度正不斷改善，有更多的法律專業人士可滿足需求，法律精神亦逐步傳遍整個國家。

他建議那些有意在內地投資的人士注意幾點：

1. 避免投機取巧，要從事正當公平的業務投資；
2. 要有長遠投資的耐性，不要期望即時回報，因為由人才培訓、興建設施、建立零售及批發的渠道，到市場分析及建立人際關係等都需要相當時間，故往往需要三至五年才可獲得投資回報；
3. 不要把中國看成一個龐大市場，中國每個省份有不同法規，可自成一個獨特的市場。

王英偉的業務遍及內地多個城市，包括天津、杭州、珠海和山東，該公司的核心業務是投資內地的基建項目，如收費大橋及高速公路等。

投資中國基建的不只是王氏的中國投資集團，其他大企業如長江集團和新世界集團也有同類的投資。像中國投資集團這類中型公司如何有生存空間？

王英偉相信做生意講求先知先覺，洞悉先機，他的公司是首間以合資企業形式參與投資天津交通基建項目的港資公司。他認為，做生意講求信譽，正如他正在參與杭州運輸局的一項工程時，又準備爭取寧波另一宗基建項目工程。他建議寧波的客户直接致電杭州運輸局，查詢該局對集團的看法。結果翌日，他就成功贏得寧波的客户，他終於明白大公司不感興趣的中型項目就是他的機會，他的公司有優勢承接這些工程。

「另一方面，由於內地出現通縮，集團在廣州和武漢的連鎖店零售業務都未如理想，現時對於零售業和集團均是一個艱苦的經營時期。」他皺眉說。

集團還有很多不同類型的投資，包括於一九九五年成功收購專門從事蒸餾水製造的城市食品有限公司；成為本港著名之電影發行及影院經營機構洲立公司集團之聯營公司，發行和路迪士尼電影，經營美蘭華、翡翠及明珠（預計於六月重開）等影院。集團還計劃待股票市場轉旺時在本港上市。

王英偉是一個公眾人物，他經常就本港各項社會問題在報章發表意見，如居港權、合併兩個市政局和改革政府運作。王氏如此投入社會事務，理由就是要「回饋社會」。他表示，自己已在香港長大，大學畢業後便加入政府當公務員，又得到政府保薦往英國牛津和美國哈佛等大學深造，這一切都是香港社會給他的機會。

後來，王氏又出任香港基本法諮詢委員會委員及香港特別行政區籌備工作委員會委員。過去十年，他一直為香港順利過渡而作前線的籌備工作，他把握這個千載難逢的機會，全力以赴，但對於家庭，他多少要作出犧牲。

香港目前似乎問題多多，這位前政府官員強調這些問題並非一夜之間發生，他解釋，在香港回歸之前，港英政府為怕破壞社會穩定而不敢作出改革（如教育、房屋及政府架構等），這些問題如權價變升就自然在回歸後浮現出來，故此不能歸咎於特區政府。他預計未來幾年可能會出現更多問題。

他認為，香港和內地需要建立互信的關係。他作個比喻說：兩者的關係就如母子相連，不可分離，就像井水與河水不可分開。假如我們對內地心存疑慮，則她所做的都是惡行，主權移交只是一個儀式，香港人需要有一個態度上的轉變，香港和內地需要加強溝通，以增加彼此的瞭解。

香港由一個貿易港發展為工業城市以至今日的服務中心，未來將會是科技中心。他表示，目前雖然未必肯定香港發展科技是否可為，但我們需要抱負。香港應力求進步，爭取成為世界一流的都市。我們不應以新加坡、東京或巴黎為對手，而應以倫敦和紐約等為目標，我們一旦有了抱負，標準就會自然提高，更高的教育水準、更佳的服務、更清潔的環境及更有效的政府，只有這樣香港才有更大優勢。

王英偉大部份時間都花在自己的業務上，其餘時間則奉獻給社會服務，最後才是家庭生活。雖然他在香港大部份時間要開會，但無論多忙碌，他亦會盡量抽出時間在週末陪伴兩個兒子。他說，兒子有一次寫了一篇「我的父親」的文章，他寫父親要在許多不同地方工作，很多時只能在電視上看見他。另外，多年前自己的外貌酷似一位電視節目主持人，兒子便指著電視叫「爸爸、爸爸……」。

這個訪問結束後，王英偉又立即要出席會議，然後飛往杭州公幹，就如平日一樣忙碌。



香港由一個貿易港發展為工業城市以至今日的服務中心，未來將會是科技中心。他表示，目前雖然未必肯定香港發展科技是否可為，但我們需要抱負。香港應力求進步，爭取成為世界一流的都市。



本會資深會董羅展常務會董 因病辭世

本會資深會董羅展常務會董於本年五月六日因病辭世，喪禮業於五月二十二日假紅磡世界嘉儀館舉行。

羅展常多年來為母會服務，貢獻良多，為致深切哀悼，本會當日進行公祭，由會長梁欽榮主祭，常務副會長梁乃榮宣讀祭文，副會長葉慶忠、陳永棋、呂明華、盧文瑞等陪祭，常務會董蔡宏豪、劉文煒、蔡衍濤、周潤賢、會董黃慶苗、彭顯璋、鄭學禮、馮元良、馮繼海、李漢忠、葉榮、李仲剛、嚴耀枝、周林邦、何煜榮、馮敬、崔少全、林嘉南、馮彥、婦女委員會司庫周盧美蘭、委員陳鴻運、林孫維龍、青年委員會副主席梁瑞玲、司庫馮國言及會員潘祥生等參與公祭，共表追思。辭靈時並由會長梁欽榮、常務副會長梁乃榮、會董馮元良、嚴耀枝以及香港橡膠鞋業廠商會四位代表扶靈辭禮。

常務副會長梁乃榮在喪禮上宣讀祭文，內容如下：
「今日，我們懷著沉痛的心情追悼羅展先生，羅展先生於一九九九年五月六日上午五時在伊利沙伯醫院與世長辭，惜聞享壽八十三歲。

羅展先生生前是位積極務實的工業家，過去數十年，羅展先生致力推動本港橡膠業發展，對本港整體工業發展貢獻良多。羅展先生為香港橡膠鞋業廠商會創會會長，為維繫本港橡膠業做了大量工作，付出了畢生的心血，令人萬分敬仰。

羅展先生服務香港中華廠商聯合會近五十多年，乃廠商會元老，自五十年代開始，歷任廠商會小組主席、會董、常務會董以及交際委員會主席數十年，

一生熱愛廠商會，積極參與會務，對推動會務發展不遺餘力。羅展先生對本會歷屆工展會更是建樹良多，先後出任多屆工展會籌備委員會主要成員和各部部長，盡心盡力推展各項工作。本會工展會得以在促進本港工業發展方面作出重大貢獻，羅展先生實功不可沒，本會同寅等更是至表欽敬。

羅展先生愛國愛港，熱心公益，一生兢兢業業，勤勤懇懇，為人誠懇寬厚，古道熱腸，處事謙遜禮讓，心胸廣闊，並樂於提携後進，諄諄善誘，實是我們的良師益友，今痛失知交，同寅等至感哀悼。

羅展先生為我們留下了良好典範，我們在悲傷之餘，謹盼能以羅展先生為榜樣，繼續推動本港工業發展，並誠望羅展先生家人節哀順變，秉承先生遺願，繼續為社會作出貢獻。」



羅展常董之喪禮於五月二十二日舉行，並由本會會長梁欽榮(右排一)主祭，常務副會長梁乃榮(右排二)宣讀祭文。

羅展常務會董熱心參與各項會務，對歷屆工展會更是鞠躬盡瘁，建樹良多。以下是羅常董生前照片，以資紀念：



羅展常董(左一)攝於一九五三年。



羅展常董(左三)攝於工展會籌備會開會前。



羅展常董(後排中)於九七年參加本會赴陝西省高層代表團，出發前與各團員合照留念。



羅展常董(右一)與前新華社香港分社社長周南(左二)合照。



右三為羅展常董。



本會於九四年舉辦第三十二屆工展會，羅展常董(右五)與各常董及會董攝於開幕禮上。



在九七年本會舉行的慶祝香港回歸祖國酒會上，羅展常董(左二)與財政司司長曾蔭權(左四)、本會各副會長及一眾賓客合照。

宴請奧地利駐港總領事白嘉逸博士



梁欽榮會長(左)致送紀念品予白嘉逸博士。

本會於五月二十七日舉行會董晚宴，並邀得奧地利駐港總領事白嘉逸博士出席及於會上發表講話。其他應邀出席之嘉賓尚包括匈牙利駐港總領事Mr.Laszlo Vizi、香港奧地利協會主席夏勵博士及奧國商務專員處商務專員邁爾博士。

本會會長梁欽榮於晚宴上致辭時表示，今年初歐羅巴世界與中國可望於不久將來加入世界貿易組織，這兩項新發展對國內、香港及歐洲三地的經貿關係起到正面和深遠的影響。他指出，歐羅巴世界有利於開展對歐貿易，其好處包括減少匯兌風險、降低交易成本、增加價格透明度以及提高商業效率等，而香港區內與歐洲有經

貿合作關係的企業可獲益最多。梁會長並表示，隨著歐洲企業在亞洲市場的經貿活動日趨頻密，香港作為歐洲公司在亞太地區的營運中心的地位可望進一步增強。

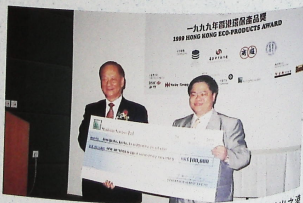
另一方面，梁會長並表示中國加入世貿組織將有利於中國產品，包括港商在內地投資企業的產品打入遠東國家市場。而內地的產品市場和服務市場皆會進一步開放，為外商帶來不可限量的商機。香港作為海外企業，特別是歐美企業進入國內市場的重要門戶，必將在大陸新一輪的開放浪潮中發揮更重要的作用。



梁欽榮會長(右五)聯同副會長葉慶忠(左三)、盧文瑞(左四)、陸增鏞(右三)、常務會董鄭正訓(左一)及會董林蔚南(右二)與各主要嘉賓包括白嘉逸博士(左五)等合照。

「一九九九年香港環保產品獎」支票頒贈儀式

由本會、香港中華總商會及香港總商會聯合主辦之「一九九九年香港環保產品獎」於五月二十日舉行支票頒贈儀式，擔任該獎項督導委員會主席之本會中小企業委員會主席蘇紹培隨同會董主席及代表接受由匯豐銀行送出的港幣二十五萬元支票。另外，規劃環境地政局副局長蘇啟龍(Mr. Kim Sui-keung)代表大會接受由香港太古集團有限公司送出的港幣二十五萬元支票。而本會副會長葉慶忠亦代表大會接受由昇華服務有限公司送出的港幣十萬元支票。當日應邀出席之嘉賓人數眾多，包括本會副會長呂明華、陸增鏞、常務會董趙振邦、香港中華總商會副會長林廣亮、香港總商會環境委員會主席高保利(Mr. Bernie Cook)等，場面熱鬧。



本會副會長葉慶忠(左)代表接受由昇華服務有限公司送出的港幣十萬元支票。

中國加入世貿對香港經濟的影響研討會



梁欽榮會長於研討會上致歡迎辭。

為使業界人士加深了解有關中國加入世貿為本港帶來的挑戰和機遇，以便及早作好準備及部署發展策略，本會特於五月二十六日舉辦「中國加入世貿對香港經濟的影響」研討會，研討會首先由會長梁欽榮致開幕辭，並由副會長盧文瑞主持，亦邀得新華社香港分社副社長劉山在蒞臨致辭，貿易署副署長邱騰華闡述特區政府對中國加入世貿的意見，香港貿易發展局助理首席經濟司曾錫堯講解中國加入世貿為本港帶來的機遇，屈臣氏公司企業策劃——中國部總經理阮家圖闡述中國加入世貿對拓展中國內銷零售市場的影響，以及怡和太平洋有限公司董事高麗泉談論中國加入世貿對外商參與內地第三產業之機遇，是次研討會反應踴躍，共有逾一百一十名參加者出席，更提出了不少問題，由各主講嘉賓逐一詳細解答，使與會者對此課題有更深入的了解。



出席研討會之嘉賓包括(由左至右)怡和太平洋有限公司董事高麗泉、香港貿易發展局助理首席經濟司曾錫堯、盧文瑞副會長、梁欽榮會長、陳永根副會長、香港特區政府貿易署副署長邱騰華、屈臣氏公司企業策劃——中國部總經理阮家圖及新華社香港分社副社長劉山。

會員交流座談會

為增進本會與會員公司之間和溝通，加深會員對本會組織架構和所提供有關服務的認識，以及聽取會員的寶貴意見，本會特於五月六日舉行會員交流座談會。梁欽榮會長主持座談會時表示，隨著本港經濟和工業轉型，本會向會員提供的服務亦須因應會員公司的需要而不斷改善，以協助他們進一步拓展業務，藉此推動本港整體經濟繼續蓬勃發展。另外，梁會長並介紹了本會各項活動，包括工展會、赴外地考察代表團，以及各項研討會、課程等，出席之會員皆踴躍發表意見，是次座談會除梁欽榮會長外，出席者尚包括副會長陸增鏞、常務會董周潤賢、會董嚴榮枝、曾金棠、崔少全及會員代表共二十三人。



梁欽榮會長(中)於五月六日主持會員交流座談會。

饒別新華社香港分社副社長烏蘭木倫伉儷



本會於五月十八日設宴歡送新華社香港分社副社長烏蘭木倫(前排左四)及其夫人(前排右四)。梁欽榮會長(前排中)並讚揚烏蘭木倫副社長在任時的建樹及感謝其對商會的大力支持與協助。除梁會長外，出席歡送晚宴之本會代表尚包括副會長葉慶忠(前排左三)、林輝賢(前排左二)、陸增鏞(前排左一)及會長助理林學南(後排左三)等。

「扶助中小型企业活動計劃」



財務融資座談會由本會中小型企业委員會主席蘇包爾慶(中)主持，並邀請工業署助理署長陳建興(左二)、恒生銀行集團高級經濟研究經理關永盛(右二)、香港公開大學人文社會科學院副教授羅偉忠博士(左一)及東亞興業有限公司董事總經理蕭銘輝(右一)擔任主講嘉賓。

為鼓勵中小型企业利用現時由政府及公私營機構提供的服務解決營運問題，本會特推出一項「扶助中小型企业活動計劃」，目的乃透過各項問卷調查及一系列專題座談會、研討會、訪問等活動，協助本地中小型企业健康發展。

該計劃的首個座談會「財務融資」座談會，已於五月五日假本會會議廳舉行，由本會中小型企业委員會主席蘇包爾慶會重主持，本會邀得工業署助理署長陳建興先生、恒生銀行集團高級經濟研究經理關永盛先生、香港公開大學人文社會科學院副教授羅偉忠博士及東亞興業有限公司董事總經理蕭銘輝擔任主講嘉賓，並邀得政府中小型企业委員會主席李榮鈞先生、香港中小型企业聯合會副會長陳順海先生、香港上海匯豐銀行助理總經理謝文彬、廠商會中小型企业委員會財務工作小組召集人黃友嘉常務會重、德勤、關黃陳方會計師行合夥人

陳嘉輝、陳黃隨會計師事務所合夥人黃華榮、東康財務顧問有限公司董事總經理陳英新及香港商報經濟版採訪主任吳啟宗擔任討論嘉賓，各主講及討論嘉賓與參加者分享他們對中小型企业特別信貸計劃檢討文件、中小型企业融資問題等方面的見解及看法，並接受在座五十多位與會者的提問，氣氛熱烈。

計劃內的第二個座談會主題為「可持續發展」，已於五月十九日於本會會議廳舉行，「可持續發展」座談會主要探討可持續發展各項重要因素對中小型企业發展之影響，由本會中小型企业委員會科技工作小組召集人葉志光會重擔任主持，出席的主講及討論嘉賓包括本會中小型企业委員會主席蘇包爾慶、規劃署署長馮志強、教育處課程發展處處總監陳嘉琪博士、香港中文大學經濟學系副教授鄭啟新博士、



「可持續發展」研討會之主講嘉賓及主持包括(由左至右)：本會中小型企业委員會科技工作小組召集人葉志光博士、香港中文大學經濟學系副教授鄭啟新博士、本會中小型企业委員會主席蘇包爾慶會重、規劃署署長馮志強、教育處課程發展處處總監陳嘉琪博士及香港理工大學商業學系系主任劉佩璇副教授。



本會會員正留心觀看香港貿易發展局中小型企业服務中心代表作網上查詢商貿資訊示範。

香港理工大學商業學系系主任劉佩璇副教授、Bio-Rad Pacific Limited總裁歐維琳、香港生產力促進局電子部總經理張華坤博士、創念醫療集團有限公司執行董事張俊勇先生及哥丁結實業有限公司董事顏國雄，座談會反應熱烈，出席的會員公司代表達五十餘人。

此外，本會並於五月份舉行了兩項參觀活動，第一項於五月七日舉行，地點為香港貿易發展局「中小型企业培訓中心」，出席者包括會董何煥榮及會員共十多人，由該局副高級經理黎清雄接待，包括參觀貿易發展局商貿資訊中心及中小型企业服務中心，並由各中心代

表介紹其對中小型企业所提供的資源和服務，如電子商業操作示範、查閱商貿及市場資訊、貿易統計資料及學習使用電子資料聯通，與潛在買家和供應商作網上聯繫等。

第二項活動為參觀生產力促進局，已於五月二十八日舉行，該局代表向各出席會員介紹其所提供之各項服務，並帶領會員參觀了電腦兼容科技中心、快速原型中心、以及新近成立之簡略庫、數碼21廣場等。



本會會員於五月二十八日前往香港生產力促進局參觀，該局製造工程技術部及CAD/CAM工場助理經理陳善慶先生(左)並向會員示範應用電腦掃描機輸出圖案的製版。

香港工業獎：得獎者經驗交流研討會

香港工業獎得獎者經驗交流研討會於三月二十三日舉行，讓業者交流及學習不同工業中成功典範的寶貴經驗和策略。

是次經驗交流研討會由香港工業獎籌備委員會秘書處及主辦機構首次合辦，吸引近百名商界人士參加，應邀出席之1998年度香港工業獎計劃的其中七間得獎公司代表就製造業不同範疇發表演講，並與各出席人士交流心得。



1998年度香港工業獎：機殼及設備設計得主堅毅工程有限公司代表黃文先生解釋移印技術的原理。

青年委員會舉辦午間講座

本會青年委員會於四月十七日舉辦午間講座，邀請醫院管理局副執行總監高永文醫生就本港常見疾病進行講解，出席者包括青年委員會主席蔡志斌，副主席盧金治、梁耀玲及秘書麥森等。



青年委員會主席蔡志斌(右)致送紀念品予醫院管理局副執行總監高永文醫生(左)。

新華社香港分社副社長劉山在訪會



新華社香港分社副社長劉山在(前排左三)一行三人於五月五日蒞會訪問，由本會會長梁欽榮(前排右三)，副會長陳永權(前排左二)、楊孫西(前排右二)、盧文瑞(前排右一)、梁增耀(後排左四)等接待。

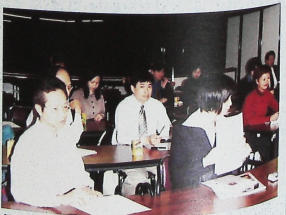
對外貿易經濟合作部代表團



由國家對外貿易經濟合作部外資司司長汪師嘉(前排左三)率領之代表團於五月十九日蒞會訪問，由本會會長梁欽榮(前排右三)，副會長梁慶忠(前排右二)、呂明華(前排右一)、梁增耀(後排左三)及其他廠商會代表主持接待。

「勞工法例及僱傭實務」證書課程

本會與勞工處聯合主辦「勞工法例及僱傭實務」證書課程，旨在提高中小型企業東主、部門主管及從事人力資源管理工作的人士對有關法例之認識，從而協助他們制定符合法例的人事管理政策。是項課程為期六節，於四月十三日至三十日期間舉行，並邀請勞工處資深勞工事務主任及平等機會委員會主任為講者，分別就有關法例之內容及其對人力資源管理政策之影響進行講解及提供意見，並輔以個案剖析。



學員正留心聆聽講者的講解。

江蘇省淮陰市商會代表團



江蘇省淮陰市商會會長吳明泰(前排右二)率領十一人代表團於五月二十日蒞會訪問，由本會會長梁欽榮(前排右三)主持接待。

天津經濟技術開發區代表團訪會



本會副會長林耀實(右四)及會董曾金城(右三)於五月十日主持接待天津經濟技術開發區代表團一行，並致送紀念品予代表團，由團長、開發區辦公室主任池長貴(右五)代表接受。

河北省石家莊市總商會代表團



河北省石家莊市總商會副會長李玲福(左四)率領二十二代表團於五月二十一日蒞會訪問，由常務會董趙振邦(中)、會董曾金城(左三)及何煥榮(右三)接待。

青島市政府及企業代表團



青島市政府及企業代表團一行二十七人於五月十三日蒞會訪問，由本會副會長林耀實(前排右五)及會董曾金城(前排左五)、馮元侃(前排左四)、曹金聲(前排左三)及青年委員會秘書麥森(後排左三)接待。

婦女委員會贊助「綠色生活從此起」計劃



為響應環保運動，本會婦女委員會特別贊助由香港基督教女青年會長青松柏中心舉辦的「綠色生活從此起」計劃，內容包括環保講座、競技遊戲、參觀大棠荔枝園等多項活動，有關之支票贈禮儀式於四月二十三日舉行，婦女委員會主席陳小玲會董聯同各成員致送支票予該中心代表。

丹麥：已頒布 鎘苯二甲酸鹽禁令

奧地利於一九九八年八月四日宣布實施鎘苯二甲酸鹽禁令，凡三歲或以下兒童的玩具及某些指定護理物品均嚴禁使用鎘苯二甲酸鹽，而含有鎘苯二甲酸鹽的玩具，由一九九九年一月一日起亦不得在市場上公開發售。

據香港特別行政區工業署提供的資料顯示，丹麥環境及能源部已頒布一項與奧地利類似的鎘苯二甲酸鹽禁令，並於今年四月一日起開始生效。下列產品或其部份，如含有超過本身重量0.05%的鎘苯二甲酸鹽（即用鎘苯二甲酸製成的脂），便受該法令管制，不得在丹麥生產、進口或銷售：

(i) 明顯供三歲或以下兒童玩耍設計或擬供他們作此用途的產品；

(ii) 提供三歲或以下的兒童放入口中或通常預計會被兒童放入口中的產品，尤其是奶嘴、奶瓶、飾物及游泳用品；及

(iii) 不屬上述兩項所列產品，但因其結構及設計而預計會被三歲或以下兒童作玩具的產品。

如上述受管制產品在法令生效時現有存貨，則仍可於二零零三年四月一日之前出售。

至於供戶外用途或在公眾泳池使用的吹氣游泳用具，則仍可於二零零三年一月一日之前生產、進口及出售。

如有疑問，請致電2698 8198向本會檢定中心市場部查詢。

註：此中譯本只供參考之用。倘若中英文本有任何差異，仍以原文為準。

非洲商貿森林 歡迎待你開墾

(機會每週6次)

助您直飛非洲無邊商機，首選南非航空，每週6班航機，直達約翰內斯堡，並可於當地轉機前往非洲或南美洲其他24個城市。查詢請致電各大旅行社或2877 3277

●逢星期三、五、日之航機，由倫敦飛往開羅。

南非航空公司
SOUTH AFRICAN
AIRWAYS

遨遊南非 熱情回憶

查詢網址: <http://www.saa.co.za>

18 企業雄才 一九九九年六月號

「中小型企业特別信貸計劃」

是否有助中小企業融資？

中小企業
情報區

港府自去年八月推出25億元的「中小型企业特別信貸計劃」以來，金融機構以至中小型企业均有不同反應，較多的意見是指有關計劃的貸款條件過於嚴苛，嚴重影響金融機構參與計劃的積極性，以至中小型企业融資上未能得到真正的幫助。有見及此，港府在本年初就有關計劃進行檢討，並於三月下旬提出若干改善建議，如將政府分擔風險的比例由50%提高至70%，延長保證期至兩年、取消申請人需聲明在過去12個月內未曾有過逾期60天仍未償還貸款之不良紀錄的規定等。至於計劃25億元的總額及200萬元的最高保證額上限則維持不變。然而，經修訂後的「中小型企业特別信貸計劃」是否有助中小型企业融資？金融機構及中小型企业對有關改善建議又有何意見？政府在協助中小型企业融資方面又可擔當什麼角色？這一連串的問題仍有待解答。

本會於五月五日舉行的一個「財務融資」座談會上，恆生銀行策劃處高級經濟研究經理關永盛表示，港府將其於信貸計劃的擔保比率由50%提高至70%，換句話說，即減低了參與計劃的貸款機構所須承擔的風險，這對貸款機構以至中小型企业來說均是一個好消息，減低了風險，貸款機構自然積極推廣該信貸計劃，而中小型企业亦能較易透過有關計劃進行融資，以進一步發展業務。然而，他重申有關信貸計劃的目的乃協助一些經營狀況良好的企業融資，而不是協助一些經營上出現問題的企業，故貸款機構不會因為風險減低了而放鬆審核條件。

此外，他建議政府應考慮以第三者保證人的方式提供擔保，在貸款機構未能收回欠款的情況下，由政府悉數將款項還予貸款機構，這樣可鼓勵更多金融機構積極參與上述信貸計劃。

此外，他亦建議貸款機構應享有收回欠款的優先權，並基於投資機構的回本期往往較長的考慮，建議政府將信貸計劃的保證期延長至三年。

在同一場合，東亞興業有限公司董事總經理潘銘指出，除了傳統的融資方法，中小型企业事實上可考慮選用資產融資以籌集資金，所謂資產融資，是指企業利用本身的資產如應收賬、存貨、廠房及機器設備等獲取短期、中及長期的資金，推動業務的發展。若企業要籌集短期資金，可以發票貼現、發票及期票轉讓等形式，把應收賬以若干折扣率轉托給銀行或財務機構以籌集資金。此外，中小型企业亦可透過售後租回及機器貸款等方式，籌集中期貸款。售後租回指中小型企业可先將機器轉售給融資機構以籌集資金，再向融資機構租回該機器生產。融資機構更可視乎個別公司需要，分別以季節性或循環性形式作出適當安排，以配合個別行業或企業的特性。至於機器貸款，則指中小型企业可透過將機器抵押予融資機構以獲取中期貸款。

潘銘表示，資產融資能提供全面而具彈性之服務，以及不同組合之財務安排，以配合企業整體資產增值之需要。由於其交易以現金為主，是貿易融資以外的一種更具靈活性的服務。至於貸款手續亦相當簡便，企業只需帶備最近三年經核數師處理的財務報告、應收未收賬報告、應付未付賬報告、註有現存存貨總額的存貨報告、現有資產表，包括機器及設備（請註明製造商資料及型號、購買時價值及現時估值），以及主要銀行之信貸額（包括透支額及貿易融資信貸額）等資料，便可向有關融資機構申請貸款。

「提升東主及中小型企業 管理人員管理效能」課程系列



為協助本地工商企業尤其是中小企業之東主及部門主管進一步掌握現代管理技巧，本會將於本年八月起舉辦一系列的管理效能課程，包括：工作改善指導、工作表現評核面試、領導技巧、時間管理、定立目標、策劃工作技巧、解決問題之道及制定決策等八個課程，並邀請香港管理專業發展中心資深顧問負責主講，就現代管理人員所需具備的各種管理技巧進行深入剖析及個案研究。課程將以小組形式進行，強調經驗分享及實務分析。

課程A-工作改善指導

目標

- 辨別工作表現欠佳的徵兆
- 分析工作表現欠佳的原因
- 訂立工作改善指導過程模式
- 掌握工作改善指導過程所需的技巧

內容

- 工作表現及態度問題的徵兆
- 工作表現欠佳的原因
- 工作改善指導討論的要素
- 工作改善指導討論的步驟

上課日期及時間

1999年8月7日及14日(星期六)
上午9:00-12:00(共兩節)

上課地點

廠商會大廈27字樓會議廳
(地址：中環干諾道中64-66號)

授課語言

廣東話(輔以中文講義)

費用

每項課程為港幣1250元(會員)及
港幣1350元(非會員)

課程B-工作表現評核面試

目標

- 客觀地評核員工的工作表現
- 編排面試過程及控制面試情況
- 掌握工作表現評核面試所必需的技巧

內容

- 定出評核工作表現的客觀準則
- 制訂工作表現評核面試的方式
- 發問技巧
- 處理對峙局面的技巧

上課日期及時間

1999年8月21日及28日(星期六)
上午9:00-12:00(共兩節)

截止報名日期

7月30日(課程A) / 8月13日(課程B)

證書

凡出席每一課程者均可獲本會頒發出席證明，
修畢全部課程者將獲本會及香港管理專業發展中心聯署簽發的結業證書。

查詢

本會秘書處黃淑儀小姐，電話：2542 8633

再談電腦千年蟲



關於電腦千年蟲的問題，不少業界人士甚至政府已曾多次作出廣泛討論。港府自去年年中開始便透過傳媒大肆宣傳，要求各工商企業正視有關問題，盡早尋求解決千年蟲的辦法；亦有私營機構出版電腦光碟，介紹「除蟲」方法，我們也曾在本商會的「科技簡訊」中發表過有關的文章，一時間，全城似乎都將注意力集中在解決千年

蟲的問題上。然而，最近一則新聞報導了有騙徒利用一般人士對千年蟲的無知而行騙得手的案件，這引發了一個值得深思的問題：到底多少人對千年蟲仍然一無所知？特別在工商界方面，企業管



理層是否知道千年蟲的禍害程度？他們是否有足夠的時間化險為夷？據估計，若工商企業在本年首季仍未採取減蟲行動的話，便很有可能來不及處理這問題。現時已踏入一九九九年的下半年，即使未到公元二千年，但某些企業可能大限已至，日常運作亦已陷於一片混亂。雖然本港廠商利用電腦系統作全面性管理的為數不多，但由於在電腦系統方面的投資所費不菲，對中小型企業而言更可說是一項重大投資，若電腦系統一旦受到蟲患而無法運作，以往的投資不但付諸流水，更可能令公司面臨無可估計的損失。

現時，市場上能提供減蟲服務的機構不多，而減蟲行動與消滅家居蟲患截然不同，並非一、兩天功夫可以解決的。減蟲機構首先要評估受影響的範圍，然後轉換數據，跟着便是修改後的測試和最後審核等，所需時間不短，而所費亦不輕。對於大型或跨國企業來說，這可能是一項划算的投資，但對於中小型企業而言，安裝一套全新的電腦系統也許更為適合。由於儲多第少，即使廠商願意投資除蟲，減蟲機構也未必能立刻進行減蟲工作；加上減蟲服務並沒有絕對保障，故廠商亦不可安枕無憂。唯一可以解決千年蟲的方法，便是放棄原來的電腦系統，以新換舊，這不但可杜絕蟲害，亦更能迎合現今貿易趨勢的需要，祇要軟件供應商能保證數據轉換的安全性及整合性，企業便能繼續如常運作。

要引入一套新系統，初期雖然會出現一些問題如工作量增加、超時工作的開支上升、工作效率下降，甚至會出現一點點的混亂，但這祇屬暫時性的影響，相對因千年蟲引起的問題，已經算是十分輕微的了。

其實，安裝一套新的電腦系統不但可免受千年蟲所影響，更可配合企業的未來發展，因為：

1. 新系統的功能比舊的優勝

一般存在著千年蟲問題的電腦系統多以MS-DOS形式運作，既不能支援複雜的運算，亦不能處理圖像，無法迎合最新的企業管

理及電子貿易的需要，對廠商未來的發展有很大的限制。

2. 新系統的操作簡易，令管理更富彈性

新系統以Windows視窗作業環境為基礎，使用者無須強記大量指令，易於學習，使企業在員工培訓、職位變動、人手調配等方面較易安排；加上Windows早已成為市場的主流，全球的軟件發展趨勢也環繞著Windows的作業環境開發，這有利於廠商日後增加或配合其他軟件工具。

3. 新系統有助推廣業務及提供優質服務

國際貿易方式在過去數年間起了很大的變化，傳統的傳真及長途電話已經不能滿足海外客戶的要求，若新系統能配合國際互聯網絡，不但有利於向外界推廣業務，客戶更可在網上查詢價格、訂購產品及查詢訂單的生產情況；有些國家的客戶更指定生產商必須使用電子貿易作為交易工具，這無疑是一種更有效率及經濟的方式。對廠商而言，這正是更換電腦系統的好時機。

4. 歐美市場的牽引力

目前，歐美市場的運作形式與資訊科技息息相關，各國在資訊科技投入的資源所佔的比重亦不斷增加；同時，此等國家對其貿易伙伴利用資訊科技管理及交易的情況亦十分關注，並希望他們在這領域不斷提升，以配合其本身的發展需要。因此，本港廠商必須盡快投入資訊科技的大洪流，以免落後於人，無法在競爭激烈的國際市場中存活。

由於篇幅所限，這裡祇列舉新系統所能提供的部份功能，還有很多優點是舊有系統不能做到的。目前，市場上可供選擇的系統不少，廠商必須按本身的需要及負擔能力逐一比較，以選擇一套適合公司的新系統。然而，可以肯定的是，新系統在各方面的表現都會較舊有的優勝。

(軟件提供：軟件發展有限公司 Softwork Limited)



南京江寧經濟技術開發區

南京江寧經濟技術開發區地處南京市都市發展園內。

南京在中國長江下游平原內，位於國家生產力布局中

最大的經濟核心區—長江三角洲，是江蘇省省會。

南京臨江近海，是中國東部地區綜合性工業基地及

重要交通樞紐和通訊中心。南京市擁有人口520萬，

轄區面積6,516平方公里。

南京經濟實力雄厚，工業總量佔全國工業總量約1%，工業門類齊全，已建立起以電子、汽車、石油化工和一批特色產品為主導，擁有36個工業行業，200多個工業門類，2,000多個大類產品的綜合性工業體系。

南京是長江三角洲地區僅次於上海的大商埠，社會商品零售額名列十大城市之列，擁有各類零售商業、飲食、服務網點七萬個，各類市場450多個，從業者35萬人，是華東地區重要的商品集散和貿易中心之一。

南京金融事業已形成了由中央銀行、外國銀行、專業銀行和地方金融機構組成的金融體系，擁有各類金融機構976家。

基礎設施

南京公路四通八達，密度每平方公里達1.15公里，居全國第一，年公

路貨物運輸總量超過7,000萬噸，開發區與104國道、312國道、滬寧高速公路、機場高速公路和繞城公路相接。

開發區距華東地區最大客貨兩用機場—南京祿口國際機場18公里，年旅客吞吐量超過600萬人，貨物吞吐量已達10萬噸。

開發區距火車站七公里，南京為連接華中、華東、華北的重要鐵路樞紐，津浦、滬寧、寧蘇三條鐵路交匯於此，貨運可達全國各大城市。

南京港是亞洲內河第一大港，東距入海口347公里，擁有萬噸級以上泊位16個，年貨物吞吐量已達5,000萬噸以上，其中進出口貨物達600萬噸以上，集裝箱碼頭吞吐量已達15萬標箱以上。有華東地區最大的中轉進出口物資的集裝箱企業，港內可常年停泊2.5萬噸級的遠洋貨輪。

自來水廠現日供水能力為5萬噸，從長江引水的30萬噸水廠正建設之中，日處理四萬噸的污水處理廠已著手建設，區內實行污水、雨

水分流，電力方面，11萬伏新區變電站已向全區供電，22萬伏變電站主體工程已經完工。此外，區內建有通訊大樓，五萬門程控交換機直接承擔國際、國內通訊業務。

該地區勞動力充裕，勞動力隊伍中高中與職業高中畢業的佔70%，初中畢業的佔30%，同時，由於緊靠南京，各類高級專業人才都可從市場招聘，廠商既可以直接招收工人，也可以委託開發區勞動人事部門招收，開發區職業教育中心還可以為各個企業培訓熟練技工。目前，熟練工工資約一個月50美元左右。

開發區總體規劃

開發區以百家湖為核心，依次向外分設三個發展圈層：一是百家湖風景遊覽城，內設商貿、別墅、植物、療養、遊樂、國際會議六大中心；二是金融、科技、社團及住宅區；三是高新技術產業加工區，以及佔地6,000畝、可容納五萬名師生的高教科研區。目前，區域功能逐步完善，南京航空航大、河海大學、金陵職大分別進駐客戶高教區，新區的形象開始展現，福特、摩托羅拉、西門子、愛立信等一大批國內外著名公司紛紛進駐區戶。

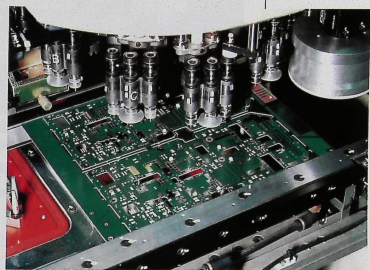
優惠政策

企業所得稅

在開發區興辦的高新技術企業按15%的稅率徵收所得稅，生產性外商投資企業通過地方財政返還的辦法，減按15%的稅率交納企業所得稅。其中，經營期限在十年以上的，自獲利年度起，第一年和第二年免徵企業所得稅，第三年至第五年減半繳納企業所得稅。產品出口企業，減免企業所得稅開辦後，凡當年企業出口產品產值達到當年產值70%以上的，減按10%的稅率繳納企業所得稅，先進技術企業減免企業所得稅開辦後，可延長三年減按10%的稅率繳納企業所得稅。

匯出所得稅

外商將其從企業分得的利潤匯出境時，免交匯出利潤所得稅。



電子業為南京重要工業之一。

再投資退稅

外商將其從投資的企業中分得的稅後利潤，再投資於本企業或其它外商投資企業，經營期限在五年以上的，可退還再投資部分已納所得稅稅款的40%，再投資於開發區內的產品出口企業或先進技術企業的，全部退還再投資部份已納的所得稅款。

個人所得稅

個人所得稅實行分項扣除、分項合計、分項徵收。工資、薪金所得，以每月收入額減除費用人民幣800元(外籍人員可附減除費用3,200元)後的餘額為應納所得額，適用5%至45%的9級超額累進稅率，其它應稅項目適用20%的比例稅率。

增值稅

對銷售貨物、提供加工修理配勞務及進口貨物徵收增值稅，增值稅實行價外計徵，基本稅率為17%，低稅率(限定四類貨物)為13%，對出口商品適用零稅率，並實行根據發票註明稅金進行稅款抵扣制度。

服務機構

南京江寧經濟技術開發區管理委員會
地址：南京中華門外河安橋
郵政：211100
電話：(86 25) 2108 888, 2101 667, 2109 423
圖文傳真：(86 25) 2108 455





突尼西亞



突尼西亞的面積為162,154平方公里(其中25,000平方公里為沙漠)，而其邊界則圍繞著地中海。其地中海海岸長達1,300公里，包括5個海灣。突尼西亞與歐洲無論在水路或空中都有完善的運輸網絡。她一方面位於歐洲的十字路口，另一方面則位於中東及非洲的交差點。該國氣候溫和，夏天溫度約20°C至36°C，冬天則約10°C至20°C。預計於2000年，該國將有1,000萬人口，其官方語言為阿拉伯語，不過，在所有中學及高等學府均教授外語，如法語、英語等。

基礎設施

該國共有6個機場並有58間外國航空公司提供服務，亦有8個商用碼頭，連接突尼斯與馬賽、意大利及西班牙港口，而該國之高速公路及鐵路亦很先進。

傳訊服務在突尼西亞發展迅速，長途電話可直撥至170多個國家，如要連接國際互聯網、衛星及光纖線亦很方便。能源方面，該國遍布著大量電力在1,974,000千瓦以上的電廠，亦有長達790公里的高壓線。

經濟

於1987年至97年間，突尼西亞每年平均本地生產總值之增幅為4.5%，而其年人口增長則為1.5%。每位國民一年之生產總值為2,160第納爾，約為5,100美元。該國約60%人口為中產階級，另根據1995年之統計顯示，只有約6.2%人民生活在貧窮線以下。

貿易

突尼西亞出口往歐盟愈趨重要，於1976年出口往歐盟只佔該國出口的51%，但於1997年，已跳升至78%。香港方面，突尼西亞於1998年出口

總值4千2百萬港元之貨物來港，較1997年的港幣2千1百萬高出一倍。至於香港出口往突尼西亞之總值則由1997年的1億7千9百萬港元輕微下降至1998年的1億6千2百萬港元。

於1987年至1997年間，該國之貨物出口平均每年增長為7%，尤以製造業及旅遊業發展較為迅速，佔總出口75%，亦因為有大量的出口，該國之貿易赤字已由1992年至93年度佔國民生產總值的9%降至1996年至97年度的3%。

另外，突尼西亞亦與多個亞拉伯國家簽署合作協議，例如突尼西亞與利比亞已簽署合作協議，讓兩國接近所有貨物皆能免稅出口。

投資優惠

突尼西亞的投資鼓勵法規涵蓋了農業、漁業、製造業、公共設施、旅遊業、手工業、交通運輸、教育、文化、娛樂設施、衛生保健、環境保護和房地產等領域。

此法規給予稅收和金融方面多項優惠。其中的稅項免稅計有出口、農業項目及地區發展等項目的收入在首十年內可免徵企業所得稅，而從第11年起至無限期的出口收入及第二個10年的地區發展等項目則可減免50%所得稅。至於完全生產出口產品的公司進口設備、原材料和半製成品可完全免徵進口稅和其他稅收。

其二是投資獎勵，與環境保護有關的項目可獲補貼20%的項目成本；與地區開發有關的項目則獲補貼8%至25%的項目成本；而與農業發展有關的項目可獲補貼7%的項目成本，位於乾旱地區的農業項目或位於資源尚未開發地區的漁業項目可再獲補貼8%的成本。另外，亦由政府全額或部份負擔某些基礎設施建設經費，包括旨在開發水產養殖或利用地熱水的地區發展項目；及從地區開發獎勵項目中獲益的其他地區項目等。



突尼西亞的航空業非常發達，該國擁有六個機場並有58間外國航空公司提供客運及貨運服務。

服務機構

Foreign Investment Promotion Agency
63 Rue de Syntie 1002 Tunis Belvedere
電話：(216-1) 783 021
傳真號碼：(216-1) 782 971
電郵：fipa.tunisia@mei.gov.tn
互聯網：http://www.investitunisia.tn

to success.
成功之鑰

訂閱者姓名
Subscriber Name

職位
Title

公司名稱
Company Name

地址
Address

電話
Tel

傳真
Fax

訂閱者請將此表寄回：
Subscription to send with

郵寄地址：(本報地址) / 郵局：(本報地址) / 郵政管理局：(本報地址)
Chinese: (Chinese address) / English: (English address) / Post Office: (Post Office address)

企業雄才
Subscribe to HONG KONG ENTREPRENEUR

本港訂戶 Local Subscriber

☐ 六個月訂閱費 180 元 (包括送貨費)
HK\$180 for 6 issues (including delivery charge)

☐ 十二個月訂閱費 360 元 (包括送貨費)
HK\$360 for 12 issues (including delivery charge)

海外訂戶 Overseas Subscriber

☐ 六個月訂閱費 360 元 (包括送貨費)
US dollars for 6 issues (including postage)

郵寄地址：
郵寄地址：
郵寄地址：

郵寄地址：
郵寄地址：
郵寄地址：

國內珠寶消費

多元化發展

近年來，國內珠寶業發展蓬勃，無論是各種珠寶首飾的生產或是消費，均有顯著的上升。自一九九一年以來，中國珠寶內銷市場平均每年銷售金飾品逾二百噸，說明了國內珠寶業的巨大發展潛力及空間。

業內人士指出，中國珠寶市場持續升溫，不過在傳統的黃金飾品消費方面卻有漸趨平穩之勢。近來，黃金價格時有波動，並呈下滑趨勢；而其他珠寶如鑽石等因具有保值意義和收藏價值，價格正逐漸上揚。據資料顯示，鑽石現時價格比五年前高出百分之三十左右。

珠寶色彩豐富，如珍珠有乳白、黃、淡藍、粉紅等色調；翡翠則有綠、紅、紫、黃、灰、黑等多種顏色。黃金、白銀色調單一，較之耀目繽紛的寶石，吸引力自然是略遜。

珠寶飾品的市場方興未艾，佔有率日高，早已引起許多投資者的興趣，除本土珠寶商表示興趣外，一些國外珠寶銷售公司亦有意於中

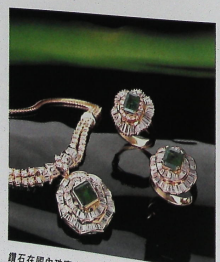


珍珠色彩繁多，令人目不暇給。

國珠寶市場分一杯羹。世界最大的鑽石批發商更預測，大約到了公元二千年時，中國的鑽石消費人口將增長百分之五十，購買量增長百分之四十七，年銷售可望突破六億美元大關，中國預期將繼美、日之後成為世界第三大鑽石市場。

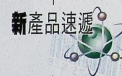
業內人士指出，目前國內鑽石消費群體正在逐步定型，以有一定經濟實力的新婚夫婦為大多數。根據調查所得，價格屬中檔的中小型鑽石比較暢銷，其中以重二十至三十份、價格為三千至五千元的結婚鑽戒最受新婚夫婦歡迎。中國寶玉石協會曾作調查，預測未來五年，價格屬高檔的白色中型鑽石及少量大型鑽石將進入國內鑽石市場，以滿足新興富裕階層對鑽石的需求。

(資料提供：香港貿易發展局)



鑽石在國內珠寶市場之受歡迎程度與日俱增。

本欄免費刊載會員旗下創新／高科技產品的資料。歡迎踴躍投稿，請將五百字中文產品資料簡連同兩張產品圖片寄交香港中環干諾道中64-66號廠商會大廈三樓公關及刊物部收。如有垂詢，歡迎聯絡本會助理秘書部萃聰小姐，電話：2542 8641，傳真：2541 4541。



雅芳婷錦囊智能枕

感應體溫體重・自動調整承托高度

“錦囊智能枕”除了沿用雅芳婷專有之“彈力透氣床”外，更選用世界最新科技成果“太極線”作為頸部承托的主料。“太極線”具有高度人工智能，遇上不同眼力和身體熱能會自動調整適當承托。當仰睡時頸部承托會自動降低約一吋，當轉身側睡時（壓力減低）頸部承托會升高一吋，確保頸骨保持平穩。

多份醫學衛生報告指出，枕頭、被褥、床褥是細菌和塵蟎滋生溫床。報告同時亦指出，枕頭用上六年便含有10%的細菌、蟎蟲糞便，甚至死去及活生生的蟎蟲。錦囊智能枕頭則具有防蟎殺菌功能。

“錦囊智能枕”頸部和頸部分開承托，整個枕頭分為三格：中格是給仰睡時用；頸部承托會感應個人體溫和體重後自動調節低於左右兩格，頸部承托有圓形凹位，令頸椎之自然弧度得到護理和穩定，使用者仰睡時呼吸暢順，鼻新相計減少。左右兩格是側睡專用區；頸部承托比中格約高一吋，減少側睡時頸部的壓力，保持頸椎骨和脊柱骨成水平線，為照顧部份頸部（後頸部）較痛之人士，“錦囊智能枕”加設“後頸寬墊”放在中格圓窩凹位上，確保所有人士都能充份享受“錦囊智能枕”之功能。

聯絡：雅芳婷有限公司
電話：2406 0635



為你省錢節約的窗

鈦鋼窗的出現，為亞洲區門窗業帶來一個新局面！

鈦鋼窗針對亞洲的天氣，以歐洲造窗技術改良而成，突破了傳統鋼窗及鋁窗的設計，內藏精鋼，外包UPVC塑料，塑料內又含氧化鈦，故能抗紫外光，不褪色、不變形、不易被賊人開啟。同時，還可根據客戶的要求，安裝雙層、強化玻璃、雙層玻璃等，由單層玻璃改裝雙層玻璃或其他玻璃，均無需更換窗框，十分方便。

在保安和密封方面，鈦鋼窗的功能顯著，鈦鋼窗本身是四角焊接，密封度極高，又有多點式運動鎖位，確保窗戶緊閉，不易被賊人開啟。同時，還可根據客戶的要求，安裝雙層、強化玻璃、雙層玻璃等，由單層玻璃改裝雙層玻璃或其他玻璃，均無需更換窗框，十分方便。

過去四十年來，這種門窗在歐美十分受歡迎，在國內更是國家鼓勵的新建材料，取代鋼窗和鋁窗，在香港也越來越多人有興趣，特別是酒店和私人住宅。

現在進入廿一世紀高科技時代，鈦鋼窗具備了環保條件，必然成為最新一代之窗。鈦鋼窗無須保養，耐用三十年，容易清潔，對廠家、商家、酒店、及私人家居都能帶來營運節省。

聯絡：昇華窗業有限公司
電話：2523 0121



高爾夫球

國內球會面面觀 (一)

高爾夫球近年成為時尚的體育活動，受到不同年齡人士所喜愛，尤其深得管理層人士的擁戴。現時內地多個省市均已建成不少環境優美、設備齊全、交通便捷，以及收費廉宜的高爾夫球場。本港不少高爾夫球愛好者皆喜歡利用週末假期與三五知己結伴前往這些場地進行練習，藉此鍛鍊身體及舒緩緊張的工作生活。

本欄將一連三期介紹內地多個省市著名的高爾夫球會及收費，讓喜愛高爾夫球的讀者參考。



地址：廣東省東莞市附城區迎賓大道
聯絡電話：(0769) 220 9998
傳真：(0769) 225 9988
球場面積：5,000畝
長度：6,765碼
球洞數目：36
標準桿數：72
從市區前往球場所需交通時間：10分鐘

東莞峰景高爾夫球會

東莞峰景高爾夫球會鄰近東莞中心，依傍鳳凰山麓，毗鄰虎英湖郊野公園，景色宜人。從深圳機場及福永碼頭只需40分鐘便可到達，往返香港的車程亦只需1.5小時。

東莞峰景高爾夫球場乃適合國際級比賽的36洞球場，由著名球場設計師Jim Engh設計，首18洞現已投入服務。球會內設有雙層發球台練習場，為初學者提供一個提高球技的場地。同時並設有果嶺，讓球技漸進的練習者進行模擬試打練習。

收費			
果嶺費：			
平日	免(會員/海外會員)	HK\$400(會員陪同之嘉賓)	
週末	免(會員/海外會員)	HK\$800(會員陪同之嘉賓)	
假期及週日	免(會員/海外會員)	HK\$800(會員陪同之嘉賓)	
球價費：	HK\$100	球車租金：	HK\$200

珠海翠湖高爾夫球會

珠海翠湖高爾夫球會由名師J. Michael Poellot設計，長達6,912碼的山嶺球場對於經驗球手是巨大的挑戰，而湖泊球場將令球手在6,729碼的全程球道當中盡情瀏覽到延綿不斷的湖泊景色。

整個球場球道多是根據地形、地勢興建而搶奪人造地形，充滿自然環境的氣息。球會位置優越，來往香港與珠海僅需七十分鐘，快捷方便。



地址：珠海市金灣鎮大南山
聯絡電話：(756) 338 3666
傳真：(756) 338 3898
球場面積：380英畝
長度：6,912/6,729碼
球洞數目：2 x 18
標準桿數：72
從市區前往球場所需交通時間：30分鐘

收費			
果嶺費：			
平日	免(會員/海外會員)	HK\$300(會員陪同之嘉賓)	
		HK\$600(訪客)	
週末	免(會員/海外會員)	HK\$600(會員陪同之嘉賓)	
		不設訪客	
假期及週日	免(會員/海外會員)	HK\$600(會員陪同之嘉賓)	
		不設訪客	
球價費：	HK\$120	球車租金：	HK\$240



蓮花山高爾夫球會

蓮花山高爾夫球會是珠江三角洲早期興建的第一批球會之一，先由香港公司設計，再由德國名師Bernhard Langer對設計作修訂。該球場的特色是原址有很多天然巨石，百年來當地人便在那裡採石開闢，球場設計充分利用了那些露出來的巨石，配合魚池和水塘，營造出有趣而又富特色的景觀。

蓮花山球會是舉行中國業餘公開賽的熱門場地，水池比較多，可以說是考驗業餘球手的最佳場地。

收費			
果嶺費：			
平日	免(會員/海外會員)	¥440(會員陪同之嘉賓)	
		¥770(訪客)	
週末	免(會員/海外會員)	¥770(會員陪同之嘉賓)	
		¥1,320(訪客)	
假期及週日	免(會員/海外會員)	¥770(會員陪同之嘉賓)	
		¥1,320(訪客)	
球價費：	¥110-130		

地址：廣東省番禺市蓮花山鎮
聯絡電話：(020) 8486 6666
傳真：(020) 8486 6454
球場面積：一百公頃
長度：6,277米
球洞數目：18
標準桿數：72
從市區前往球場所需交通時間：45分鐘
：5分鐘(從蓮花山港口)



肇慶高爾夫渡假村

肇慶高爾夫渡假村位於廣東省旅遊名城肇慶市之南岸高要市，由世界名將Gary Player設計，球場建設優良，場內水障礙處處可見，18個洞當中14個洞都是有水障礙的，水障礙既增加景觀視覺效果，亦提高球場難度。

球會並建有一系列供會員享用的別墅小區，令整個球場更見閒情雅致。

收費		
果嶺費：	平日	免(會員/海外會員) 免(會員/海外會員)
	週末	免(會員/海外會員)
	假期及週日	免(會員/海外會員)
球費：	¥130	球車租金：¥200

地址：高要市回龍鎮
聯絡電話：(0758) 817 1118
傳真：(0758) 817 1178
球場面積：3,500畝
長度：6,592米
球洞數目：18
標準桿數：73
從市區前往球場所需交通時間：30分鐘

觀瀾湖高爾夫球會

觀瀾湖高爾夫球會率先在1995年成功主辦了「世界盃高爾夫隊際錦標賽」而引起全球矚目。

球會設有四個世界級18洞球場，由當今球壇天王保克·尼克勞斯、尼爾遜和尼克·費度所設計，盡量保持球場原有的整體天然環境及為打球技術各異的球手帶來不同的難度是球場的最大特點。



地址：深圳觀瀾鎮觀瀾湖大道
聯絡電話：(0755) 802 0888
傳真：(0755) 801 0713
球場面積：1,100,000平方呎
長度：6,970/7,001/7,200/7,100碼
球洞數目：18x4
標準桿數：72x4
從市區前往球場所需的交通時間：20分鐘

收費		
果嶺費：	平日	免(會員/海外會員) HK\$500 (會員陪同之嘉賓)
	週末	免(會員/海外會員) HK\$1,000 (訪客) HK\$900 (會員陪同之嘉賓)
	假期及週日	免(會員/海外會員) HK\$1,500 (訪客) HK\$900 (會員陪同之嘉賓)
球費：	HK\$100	球車租金：HK\$200

30 企業英才 一九九九年六月號

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
一九九九年七月十三日	行政主管專題講座：資訊科技拓展	灣仔職業訓練局	香港管理專業發展中心	黃柏欽博士 電話：2286 1030 傳真：2572 7130 電子郵件：mco@vtc.edu.hk
七月十九日至八月十六日	電腦電子班	九龍塘生產力大樓	香港生產力促進局	電話：2788 5923 傳真：2788 5011 電子郵件：kyleung@hkpc.org
七月二十八日	中層管理管理技巧系列(粵語)：「起飛執行」	灣仔職業訓練局	香港管理專業發展中心	電話：2836 1818 傳真：2572 7130 電子郵件：mco@vtc.edu.hk
八月四日至六日	Data-Mining Technology For Decision Makers (Hands-On)	九龍塘生產力大樓	香港生產力促進局	電話：2788 5923 傳真：2788 5011 電子郵件：kyleung@hkpc.org
八月五日至二十三日	離字設備工程文憑課程 單元六：保養管理	九龍塘生產力大樓	香港生產力促進局	電話：2788 5923 傳真：2788 5011 電子郵件：kyleung@hkpc.org
九月廿一日至二零零二年二月一日	綜合航運證書課程	廟田會大廈	香港付貨人委員會	沈麗霞小姐 電話：2834 0010 傳真：2891 9787

新會員 NEW MEMBERS

普通會員 ORDINARY MEMBERS	贊助會員 ASSOCIATE MEMBER
<p>恒基亞洲有限公司 總經理：鍾錦光 業務：各種餐館製造及出口 Good Leader Enterprise Co Manager: Mr Zhong Jinguang Nature of business: All kinds of bags manufacturing and products export</p> <p>斯達針織有限公司 董事：李樹鵬 業務：針織品製造及出口 28 Knitwear Ltd Director: Mr Leo Min Hok Nature of business: Knitwear manufacturing and products export</p>	<p>新系統有限公司 業務：玩具、家庭用品、精品等製造及出口 New System Ltd Managing Director: Mr Daniel Solly Nature of business: Toys, housewares, premium manufacturing and products export</p> <p>成美織造製衣廠 東主：黃敬永 業務：針織品製造及出口 Beauty Knitting & Garment Factory Sole Proprietorship: Mr Sze Kau Wing Nature of business: Knitwear manufacturing and products export</p>

一九九九年六月號 企業英才 31

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				
七月十五日至二十一日	中國大連出口商品交易會	大連星海會展中心	各類電子產品、機械產品、五金礦產品、石化產品、糧油食品、紡織服裝、土產產品及輕工工藝品	中國大連出口商品交易會組委會 電話：(86-411) 3601813/3690894 圖文傳真：(86-411) 3690934
七月二十一日至二十三日	國際版權交易會	香港會議展覽中心	各類版權代理商、書籍、報章、雜誌、兒童圖書出版商、文藝代理商	香港貿易發展局 電話：(852) 2240 4583 圖文傳真：(852) 2840 0026
七月二十一日至二十六日	香港書展	香港會議展覽中心	各類書籍、印刷品、手工藝品、文具、印刷服務及多種體產品	香港貿易發展局 電話：(852) 2240 4583 圖文傳真：(852) 2840 0026
七月二十二日至二十五日	Malaysia International Food & Beverage Exhibition 99	Malaysia International Exhibition Showroom, Kuala Lumpur	各類食品及飲料	Forum Exposition Sdn Bhd 電話：(603) 273 1988 圖文傳真：(603) 273 4435 電子郵件：foreexpo@po.jaring.my
七月二十九日至三十一日	99數碼世界博覽會	香港會議展覽中心	流動辦公設備、電子娛樂及遊戲、數碼影音技術及各種通訊產品	IDG世界博覽(亞洲)有限公司 鄭美華小姐 電話：(852) 2527 9338 圖文傳真：(852) 2529 9956 電子郵件：arica_cheng@idg.com.hk
七月三十一日至八月一日	香港電子商務博覽會	香港會議展覽中心	網上遊覽	IDG世界博覽(亞洲)有限公司 趙小姐 電話：(852) 2233 9362 圖文傳真：(852) 2529 9956

E D I T O R I A L

THE GOVERNMENT SHOULD INCREASE ITS SUPPORT ON IT APPLICATION OF SMES

Since the 1990's, the increasing economic globalization and liberalization, the rapid technological advancement particularly the drastic progress of information technology (IT) and the rise of electronic commerce have prompted a revolutionary change in business operation. Through internet, more and more enterprises can communicate with each other, launch paperless trading, and arrange and organize their production and operation processes in the world.

The rise of IT provides endless business opportunities for many small and medium sized enterprises (SMEs) in Hong Kong. For instance, the extensive use of internet enables electronic commerce regardless of space and time, benefiting enterprises with low cost, easy access of information, great exposure to potential customers, publicity of products and services and in exploring new markets. No office or any visible operation facility which demands huge resources is required. Meanwhile, enterprises can easily and promptly communicate with clients and suppliers so that they can keep a close contact with one another. This, in turn enhances business relationship between both parties, as on one hand shorter product cycle, less stock and higher responsive ability can be achieved and on the other hand higher quality and more efficient services can be provided to customers. It offers enormous benefit to SMEs without adequate resources, manpower and capital.

However, the approach of IT age brings new demands on resources allocation, operation belief and management ability of SMEs. Due to limited resources for operation, many SMEs are still very backward and lack of a thorough understanding of IT application. According to a survey by Hong Kong Policy Research Institute, the rate of using internet among Hong Kong SMEs is only 17%, far below that of public-funded organizations (51%) and government departments (88%). A survey conducted by the Association earlier finds that over 80% of the

responded SMEs have never used computer for information access and only 13% use internet and 23% use e-mail. It reveals that IT application of Hong Kong SMEs is still at the infant stage.

To encourage IT application of the SMEs so as to enhance their long-term competitiveness, Hong Kong should create a favourable environment for high technology development. The government should provide more assistance in the following areas. First, various promotion and publicity activities should be organized to enhance IT knowledge of SMEs and arouse their concern and interest in electronic commerce. Second, research on specific topics should be launched and counseling and support works should be strengthened to help SMEs to develop and apply appropriate technology. Third, sufficient financial support and tax concessions should be provided to assist those hi-tech SMEs. Other incentives such as subsidy and tax deductions should also be offered to encourage general enterprises to purchase technical equipment and increase relevant research, development and training. Fourth, to strengthen human resources, more training courses and seminars that suit SMEs should be organized and more effort should be made to encourage IT experts to work for SMEs.

The government should speed up the development of basic IT facilities that suit SMEs, promote the construction of local basic network and reduce the cost of using IT in the industry. In addition, since many SMEs in Hong Kong have developed trading business with the Mainland enterprises and made investment in the Mainland, the SAR government should put efforts in promoting IT exchange and co-operation between two areas. Its primary tasks are to improve communication between Hong Kong and the Mainland, to reinforce IT exchange and to loosen restriction on the immigration of the Mainland IT experts.



The 34th Hong Kong Products Expo - A Spectacular Event for New Millennium Celebration

Following the remarkable achievement of the 33rd Hong Kong Products Expo (HKPE) last year, the Chinese Manufacturers Association of Hong Kong (CMA) will stage again the 34th HKPE at Tamar Site, under the theme of "Advancing into the New Millennium". The motto symbolizes the concerted efforts of local manufacturers in developing towards high technology and high-value added manufacturing in the new millennium.

This year, the HKPE will be staged from December 11, 1999 to January 2, 2000. In addition to displaying traditional high-quality products, the exhibition will feature "Technology Pavilion", "Mid-West Region of Mainland China Pavilion", "Macau Pavilion" and "Food Plaza", to show the latest development of Hong Kong technology, Macau made products and to offer a variety of authentic cuisine from Hong Kong and Mainland provinces and cities respectively. In addition, the "Kiddyland" is specially designed to offer children products and games, making the HKPE an ideal place of shopping and leisure for different age groups.



CMA President Mr Herbert Liang (center), Executive Vice-President and Chairman of the Expo's Standing Committee Mr Leung Nai Wing (left) and Vice-President and Vice-chairman of the 34th Expo's Organizing Committee Mr Yip Hing Chung hosted the press conference for the 34th Hong Kong Products Expo.

PLATFORM FOR ECONOMIC EXCHANGE AMONG HONG KONG, MACAU AND MAINLAND

To launch a series of publicity campaign, the CMA held a media luncheon and press conference on May 18, 1999 to announce details of the "34th Hong Kong Products Expo". Mr Herbert Liang, President of the CMA, said that the objectives of the 34th Hong Kong Products Expo are to continuously promote Hong Kong economic development and strengthen external trade in addition to the extension of reviving Hong Kong industry and stimulating local consumption. He then briefed the members of media about the Expo's highlights this year. Dozens of journalists from print and electronic media attended the luncheon and press conference.



Representatives of the CMA and Newway International Trade Fairs Limited announced details of the "34th Hong Kong Products Expo" at the press conference on May 18.

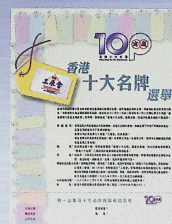
This year's Expo is most meaningful, during which it will witness the reunification of Macau with China as well as the dawn of the new millennium. To celebrate these occasions, the CMA will organise a series of special programmes on December 20 and 31 for the public to participate. In last year's Expo, the CMA set up the "Macau Pavilion" and "Technology Zone" to display a wide variety of Macauese goods and Hong Kong hi-tech products respectively, which were well-received by visitors. This year, the Association has decided to enlarge the scale of both sections into individual exhibition halls, in order to accommodate more exhibitors and to enhance the public understanding of Macau's industry and Hong Kong's high technology development.

MID-WEST REGION OF MAINLAND CHINA PAVILION

Mr Liang also pointed out that economic activities between Hong Kong and the Mainland have become increasingly vibrant. In addition to adopting its retail-oriented tradition, the CMA will increase the trade contents of the Expo to strengthen cooperation between enterprises of both places. To do so, the CMA will invite provincial, municipal and autonomous regions governments and business associations of the mid-west region of the Mainland to recruit their local enterprises to participate in the Expo. Apart from displaying their products in the "Mid-West Region of Mainland China Pavilion", the exhibitors can make use of the facilities on-site such as the performance stage and meeting rooms to conduct trade and investment forums. The CMA will also provide one-stop shop service to the delegations for organizing these activities.

TOP TEN HONG KONG BRANDNAMES AWARDS

Mr Liang announced that the Association will organise an election of "Top Ten Hong Kong Brandnames" at the Expo. The objective of this election is to commend outstanding brands, so as to arouse the public's support to local industrial products and to increase the products' competitiveness in the worldwide market. The Association plans to invite





celebrities from the political, business & academic sectors and other prominent figures to from a judging pane. Judging will be based on the popularity, features, creativity, quality, packaging and environmental friendliness of the product. All entry brand names must be registered in Hong Kong, and must be owned or distributed by exhibitors of the Expo.

MASCOT DESIGN COMPETITION

To celebrate the new millennium and to enhance the public understanding of the Expo, the Association specially organises a "Mascot Design Competition" this year. The winning entry will become the emblem of the Expo. Attractive prizes will be offered to the champion and five merit-prize winners. The champion will be awarded a cash prize of HK\$8,000, while each merit-prize winner will be given a cash prize of HK\$1,000. People of all ages are welcome to participate in the competition.

MISS EXHIBITION PAGEANT

The traditional "Miss Exhibition Pageant" has been the public focus and highlight of the Exhibition. The final contest of this year's "Miss Exhibition Pageant" will be staged on December 24. Unlike the preceding Expos, this year's contest will be held at the stage of the Exhibition, providing audience the opportunity to witness the birth of the Miss Exhibition and to vote on the spot. Winners of the Pageant will be awarded prizes in cash and in kind at a total value of HK\$1,000,000.



COMPETITIONS FOR THE PUBLIC TO ENROL

This year's Expo will also feature a wide range of fascinating programmes and activities. Apart from renowned local and the Mainland performing groups, the CMA will also invite exhibitors to sponsor fashion and variety shows to enable visitors to enjoy the festive ambience of the Expo. Riding on the success of last year, the CMA will continue to organise "Children Drawing Competition", "Photo Contest" and "Booth Design Competition", aiming for children to develop their creativity, for photography lovers to demonstrate their skills, and to encourage exhibitors to decorate their booths as elegant as possible.

CMA representatives attending the press conference include President Mr Herbert Liang; Executive Vice-President and Chairman of the Expo's Standing Committee Mr Leung Nai Wing; Vice-President and Vice-Chairman of the 34th Expo's Organising Committee Mr Yip Hing Chung; Vice-Chairman of the 34th Vice-Chairman of the 34th Expo's Organising Committee Mr Lo Man Tuen; Vice-President Mr Eddie Lu; Assistant to Vice-President Mr Lam Hok Po; General Committee Member and Publicity Sub-committee Chairman of the 34th Expo Mr Fung Yuen Hon; and Newway International Trade Fairs Limited General Manager Mr Corence Wong, etc.

Fair Facts

Name	: The 34th Hong Kong Products Expo
Theme	: Advancing into the New Millennium
Organizer	: The Chinese Manufacturers' Association of Hong Kong
Sponsor	: Industry Department, HKSAR Government
Co-organizers	: Hong Kong Tourist Association Hong Kong Productivity Council Hong Kong Trade Development Council The Hong Kong General Chamber of Commerce The Chinese General Chamber of Commerce Federation of Hong Kong Industries The Hong Kong Chinese Enterprises Association Industrial Association of Macau The Small and Medium Enterprises Association of Macau
Fair Manager	: Newway International Trade Fairs Limited
Date	: 11 December 1999 - 2 January 2000 (total 23 days)
Opening hours	: Mondays to Fridays 11:00 am - 9:00 pm Saturdays, Sundays & Public Holidays 11:00 am - 10:00 pm 20 December (Monday) 11:00 am - 10:00pm 24 December (Friday) 11:00 am - 12:00 midnight 31 December (Friday) 11:00 am - 2:00 am
Venue	: Tamar Site, Central, Hong Kong
Exhibition area	: 20,000 square meter
No. of booths	: Approximately 450 indoor booths and 200 outdoor booths
Booth rate	: Indoor booth - HK\$25,000 Outdoor booth - HK\$16,000
Exhibit profile	: Textile, clothing, footwear & hat, luggage, leather goods, fashion accessories, handicraft, jewelry, china clay products, beauty products, clocks, watches, toys, gifts, stationery & sporting goods, household products, furniture, electrical appliances, foodstuffs, electronic products, pharmaceutical products, plastic goods, basic & fabricated metal products, mobile phones and pagers.
Programme	: Technology Pavilion Mid-West Region of Mainland China Pavilion Macau Pavilion Youth Zone Food Plaza Kiddyland Miss Exhibition Pageant Celebration for the Reunification of Macau with China Millennium Celebrations Mascot Design Competition Photo Contest Children Drawing Competition Booth Design Competition Top Ten Hong Kong Brandnames Awards
Admission Fee	: HK\$10/person (Free admission for children below 1 meter in height, senior citizens over the age of 65 or who are disabled)
Ticket Offices	: 1. Daily Stop at MTR stations 2. Exhibition venue 3. CMA offices



Mr Wilfred Wong

President and CEO of
China Investment Group Limited



Mr Wilfred Wong has more roles than the average businessman does. President and CEO of his own company, Deputy of the 9th National People's Congress (NPC) of the PRC, Chairman of the Business and Professionals Federation of Hong Kong are just some of them.

1992 was the year when Mr Wong decided to end his 17-year career with the Hong Kong government to venture into the China market. "This year, Deng Xiaoping made a trip to inspect southern China," he says, his eyes beaming with enthusiasm.

He was 40 years old then, but age is not a problem when it comes to starting a new career. He joined K Wah International Limited as Deputy Chief Executive, gaining hands-on experience in China trade. "At that time, companies in the Mainland were state-owned. I found myself negotiating not with businessmen, but with government officials," he recalls. The government-official-turned-businessman was soon talking the same language with his business counterparts. Two years later, in 1994, he formed his own company, China Investment Group Limited. Now, ninety percent of his business is in China.

Mr Wong spends most of his time in the Mainland, either for business trips or for NPC meetings. As a businessman, he sees the Mainland with great potential. "China is a vast market. The United States has a population

of 200 million and is already the world's largest consumer. If all the 1.2 billion people in China have enough purchasing power, China would be a far bigger market," he says.

But this great potential market takes time to develop. "China opened its doors in 1978 — only 20 years ago. Since then, they have been implementing reforms, starting with the easiest ones. Now they are facing the toughest part, such as reforming state-owned enterprises and admitting into the WTO.

"So far, the reforms are successful. The Mainland business environment is improving. People are more experienced in doing business with local or foreign counterparts; government officials and enterprise owners are now separate people; and the legal system is improving, with laws to encourage trade," he says.

On the whole, he believes that things are improving step by step. "Maintaining stability with a high economic growth of 7% to 8% is important. Give China, say, another 20 years, and the 1.2 billion people will gradually become consumers," he predicts.

But there are still problems. As an NPC member, he understands that the Mainland's legal system urgently needs reforms. The problem is that China is too large: the central government has enacted laws but has difficulty in implementing them at the province level. There is also problem of corruption.

Hong Kong has faced corruption problems before. "Apart from establishing the ICAC (Independent Commission Against Corruption), the Hong Kong government used a 'high salary tactic': that is civil servants were given a huge salary raise, forcing bribers to pay an incredibly huge amount before they can bribe them. This deterred corruption." In the same way, the Mainland's next step is to reform its government system and raise the pay of civil servants. Meanwhile, there are more legal professionals and the legal system is improving. The spirit of the law is gradually spreading throughout the country.

He gives some advice to those who plan to invest in the Mainland:

1. Don't be speculative. Do business fair and square.
2. Be patient. Don't expect immediate rewards. Investment returns take 3 to 5 years, because you need to start from scratch — training, building the facilities, establishing retail and wholesale channels, analysing the market and building relationships. Keep in mind that not everything is well established.
3. Don't take China as one big market. Each province is a unique market with different regulations.

Mr Wong's company is not the only one engaged in this kind of investment. Giant companies like Cheung Kong and New World are also in the same business. How can a medium-sized conglomerate survive and secure business?

Mr Wong believes that the early bird catches the worm: be the first company to get in touch with the client. His company was the first joint-venture partner for infrastructure projects in the transportation sector in Tianjin. Reputation is also important. For instance, he was doing a project with Hangzhou's Bureau of Transport when he went to pitch for another one in Ningbo. He actually told the Ningbo people to call Hangzhou and ask them how they think of his company. And the next day, he got the business. Finally, he believes that large companies may not be interested in medium-sized projects, giving him an advantage.

On the other hand, retail business is not doing well for the company's "Bigway", a chain of mega-store in Guangzhou and Wuhan. "Business is not so good due to deflation in the Mainland. It is a difficult period for both the retail sector and our company," he glooms.

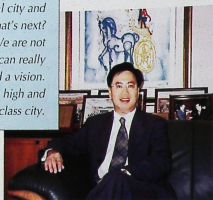


The company's other investments include the acquisition of distilled water manufacturer Citifood in 1995, and movie distributor and cinema operator, the Intercontinental

Mr Wong himself has businesses in many cities, including Tianjin, Hangzhou, Zhuhai and Shandong. He is responsible for his company's core business — investing in the Mainland's infrastructure, such as toll bridges and highways.

Group, which has Disney Movies as one of its clients and operates Miramar cinema, Pearl and Jade (both scheduled to re-open in June this year). The company plans to be publicly listed in Hong Kong when the stock market revives.

Hong Kong has developed from a trade port to an industrial city and to a service centre. What's next? "Technology," he says. "We are not certain whether technology can really work out, but we need a vision. Hong Kong should aim high and strive to become a world-class city."



Mr Wong has another role as a public person. His views are frequently seen in the newspapers, on issues such as the right of abode, merging the two Urban Councils and reforming the government system. The reason for this dedication stems from the belief "Repaying what society has given me". He explains, "I grew up in Hong Kong and became an administrative officer after graduating from university. The Hong Kong government sent me to Oxford and Harvard for further studies. These opportunities were given to me by the Hong Kong society."

Then I had a chance to work in the Basic Law Consultative Committee and the Preparatory Committee. Over the past 10 years, I have been working in the frontline for the smooth transition of Hong Kong. This is a rare opportunity. I must seize it and do my best. But I have to sacrifice part of my family life.

Hong Kong seems to be full of problems nowadays. The former government official emphasizes that these problems weren't developed overnight. "In the years before the Handover, the Hong Kong and British governments did not implement reforms (in education, housing, government system etc.) for fear of disrupting stability. These problems, like soaring property prices, naturally exploded after 1997. One should not blame the SAR government," Mr Wong explains. He expects more problems to emerge in the coming years.

Another issue is the relationship between Hong Kong and the Mainland. A trusting relationship is needed. He cites an analogy: "It's like living with your mother. You can't be completely separated from her, like separating river water from well water. If you are suspicious of her, anything she does for you is evil. It's a matter of attitude. The Handover was a ceremony. What Hong Kong needs is an attitude change." This can be done through more communication and understanding.

Hong Kong has developed from a trade port to an industrial city and to a service centre. What's next? "Technology," he says. "We are not certain whether technology can really work out, but we need a vision. Hong Kong should aim high and strive to become a world-class city. We should compare ourselves not with Singapore, Tokyo or Paris, but with London and New York. Once we have this vision, our standards will automatically go up — higher standard of education, better services, cleaner environment, and a more efficient government. Only through this can we stand out from the rest."

When it comes to time management, Mr Wong spends most of his time in business, followed by community service. Family comes last. Although his limited time in Hong Kong is squashed with meeting, he tries to spend the weekend with his two sons. How busy is he? He relates two stories. "My son wrote an essay on the topic 'My Father': My father works in many places. Sometimes I see him on TV." The poor child must have missed his father very much. "Many years ago, my looks resembled a TV host. My son would point at the TV and say 'daddy, daddy...'"

A meeting is waiting for him immediately after this interview. Then he'll be flying over to Hangzhou. A typical day for Mr Wong.

SPECIALIST IN TESTING



The **CMA Testing and Certification Laboratories (TCL)** is an independent and non-profit making testing and inspection institute which works according to the most up-to-date national and international standards such as **Association of Official Analytical Chemists (A.O.A.C.)**, **Food and Drug Administration**, **British Standard Institute**, **Food Chemicals Codex** and **United States Pharmacopoeia**.

TCL specializes in testing of foodstuffs and beverages:

- Oil and fats
- Nutritional information
- Microbiological tests
- Metal contaminants
- Food grade plastics
- Preservatives
- Other general food testings

For details, 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: 2608 8198 Fax: 2605 4177 Email: tc@cma.hk

DINNER RECEPTION IN HONOUR OF AUSTRIAN CONSUL-GENERAL IN HONG KONG



On behalf of the Association, President Mr Herbert Liang (left) presented a souvenir to Dr. Helmut Boeck.

The Association hosted a dinner reception in honour of Dr Helmut Boeck, the Austrian Consul-General on May 27. Other distinguished guests attending the dinner included Mr Laszlo Vizi, Consul-General of the Republic of Hungary, Mr Erwin Hardy, Chairman of the Hong Kong Austrian Association and Dr Alfred Mayer, Consul of the Austrian Trade Commission.

In his opening remarks, Mr Herbert Liang, President of the CMA, stated that there are two new major developments in the world economy which bear positive and profound influences on the economic relationships between Mainland China, Hong Kong and Europe. The first one is the introduction of the Euro in early 1999 and the other is China's accession to the World Trade Organization (WTO) most likely later this year.

Mr Liang said that the successful launch of the Euro would help the trade in lowering exchange risks, reducing transaction costs, improving price transparency and enhancing business efficiency. These benefits will be enjoyed by many Hong Kong companies having extensive trade and investment relationships with their European partners. He also pointed out that with Europe's increasing presence in Asia, the position of Hong Kong as a prime regional centre would further be strengthened.

Regarding China's recent negotiations with the US as well as the European Union (EU) over its accession into the WTO, Mr Liang said that such an inclusion would definitely be accompanied by the further opening of China's domestic market, in terms of both products and services, thereby creating abundant business opportunities for foreign companies. Hong Kong's role as the gateway for European companies to tap the Mainland market will become increasingly important.



Mr Herbert Liang (5th from right) posed for a photo with Dr. Helmut Boeck (5th from left) and other distinguished guests.

Cheque-Presentation Ceremony of the "1999 Hong Kong Eco-Products Award"

Co-organized by the Association, The Chinese General Chamber of Commerce (CGCC) and The Hong Kong General Chamber of Commerce (HKGCC), the Cheque-presentation Ceremony of the '1999 Hong Kong Eco-Products Award' was held on May 29. As the Chairlady of the Steering Committee of the Award, CMA General Committee Member and Chairlady of the Association's SMEs Committee Mrs Anna Pao Sohen, delivered a welcoming speech at the occasion and received a cheque of HK\$250,000 on behalf of the Award presented by HSBC. Also, Mr Kim Salkel, Deputy Secretary for Planning, Environmental and Land Bureau received a cheque of HK\$100,000 and CMA Vice-President Mr Yip Hing Chung received a cheque of HK\$100,000 presented by John Swire and Sons (H.K.) Ltd. and Starform Services Limited respectively on behalf of the Award. More than 30 guests attended the ceremony including CMA Vice-Presidents Dr M W Lui and Mr Eddie Lu, Executive Committee Member Dr Chiu Chun Bong, CGCC Vice-Chairman Mr Lam Kwong Siu and Chairman of the Environmental Committee of HKGCC Mr Barrie Cook.



Chairlady of the Steering Committee of the Award Mrs Anna Pao Sohen delivered a welcoming speech.

Seminar on "Impact of China's WTO Accession: Economic Implication for Hong Kong"



President Mr Herbert Liang delivered welcoming remarks at the seminar.

It is expected that China's accession into the WTO will bring along opportunities as well as challenges to Hong Kong. Therefore, it is necessary for the business and industrial sectors of Hong Kong to know more about the issue in order to have better planning and develop relevant strategies to cope with the situation. In view of the importance of the issue, the Association held a seminar on "Impact of China's WTO Accession: Economic Implication for Hong Kong" on May 26. Mr Herbert Liang, President of the Association delivered welcoming remarks at the seminar which was hosted by Vice-President Mr Lo Man Tuen. The Association also invited Mr Liu Shan Zai, Deputy Director, Xin Hua News Agency (Hong Kong Branch) to deliver a speech. In addition, Mr Edward Yau, Deputy Director-General, Trade Department, HKSAR Government and Mr Joseph Tsang, Assistant Chief Economist, Hong Kong Trade Development Council were invited to speak on "the Preliminary View of China's Accession to WTO from the Trade Department of HKSAR Government" and "China's Accession to WTO: The

Opportunities for Hong Kong" respectively. Ms Carrie Yuen, General Manager, Corporate Planning - China, A. S. Watson & Co Ltd spoke on the topic "China's Accession to WTO: The Impact in Developing Chinese Retail Markets". Lastly, Mr Stanley K. C. Ko, Director, Jardine Pacific Ltd presented the topic "China's Accession to WTO: Opportunity for Foreign Investors in Tertiary Industries". The seminar received enthusiastic response with over 110 participants.



Guests attending the seminar included (from left to right) Mr Stanley K. C. Ko, Director, Jardine Pacific Ltd; Mr Joseph Tsang, Assistant Chief Economist, Hong Kong Trade Development Council; Mr Lo Man Tuen, CMA Vice-President; Mr Herbert Liang, CMA President; Mr Chan Wing Ico, CMA Vice-President; Mr Edward Yau, Deputy Director-General, Trade Department of HKSAR Government; Ms Carrie Yuen, General Manager, Corporate Planning - China, A. S. Watson & Co. Ltd and Mr Liu Shan Zai, Deputy Director, Xin Hua News Agency (Hong Kong Branch).

'HELP SMES ACTIVITIES PROGRAMME'



Host and Keynote speakers of the Forum on "The Financing of SMEs" included (from left to right) Dr Harry Lo, Mr Sidney Chan, Mrs Anna Pao Sohmen, Mr Vincent Kwan and Mr Siu Ming Wah.

To encourage more frequent use of services provided by the government and public and private institutions for SMEs, the Association launched a 'Help SMEs Activities Programme' in April. The aim of the programme is to help SMEs to develop healthily through a series of activities including questionnaire surveys on different topics, forums, seminars, visits, etc.

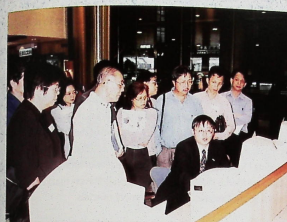
Forum on 'The Financing of SMEs', the first activity under the programme, was held on May 5 with Mrs Anna Pao Sohmen, Chairlady of the CMA SMEs Committee, being the host. Representatives from different sectors were invited as keynote speakers and panelists of the forum, including Mr Sidney Chan, Assistant Director-General of Industry; Mr Vincent Kwan, Senior Economic Research Manager, Planning Division of Hang Seng Bank Limited; Dr Harry Lo, Associate

Professor, School of Arts and Social Science of The Open University of Hong Kong; Mr Siu Ming Wah, Managing Director of East Asia Heller Limited; Mr Denis Lee, Chairman of the Government SMEs Committee; Mr Luk Shun Hoi, Vice-President of The Hong Kong Small and Medium Business Association; Mr Benny Tse, Senior Executive, Corporate and Institutional Banking of The Hongkong and Shanghai Banking Corporation Limited; Dr David Wong, Convener of the Finance Working Group of CMA SMEs Committee; Ms Barbara Chan, Partner of Deloitte Touche Tohmatsu; Mr Thomas Wong, Partner of Chan, Wong, Chung & Co., C.P.A.; Mr Edmond Chan, Managing Director of Eastern Richfield Financial Consultants Ltd. and Mr Ng King Chung, Business Chief Reporter of Hong Kong

Commercial Daily. The keynote speakers and the panelists shared their opinions and views with the participants and answered the questions raised by them.



Host and Keynote speakers of the Seminar on "Sustainable Development" included (from left to right) Dr Dennis Yip, Dr Kwong Kai Sun, Mrs Anna Pao Sohmen, Mr Bosco Fung, Dr K K Chan and Professor P K Lau.



Representative from the SME Service Centre of HKTDC demonstrated to the members how to obtain relevant on-line trade and market information.

The second forum under the programme was held on May 19, focusing on 'Sustainable Development' with an aim to explore the influence of the sustainable indicators on the development of SMEs. Dr Dennis Yip, Convener of the IT Working Group of CMA SMEs Committee was invited to be the host of the forum. Keynote speakers and panelists of the forum included Mrs Anna Pao Sohmen, Chairperson of CMA SMEs Committee; Mr Bosco Fung, Director of Planning; Dr K K Chan, Chief Executive, Curriculum Development Institute of the Education Department; Dr Kwong Kai Sun, Associate Professor, Department of Economics of the Chinese University of Hong Kong; Professor P K Lau, Associate Head, Department of Business Studies of The Hong Kong Polytechnic University; Mr Lo Luk Lam, President of Bio-Rad Pacific Limited; Dr Stephen Cheung, General Manager, Electronics Division of the Hong Kong Productivity Council; Mr Thomas Cheung, Executive Director of Innomed Group Limited and Mr Ngan Kwok Hung, Director of Honest Kid Industrial Limited. The forum received encouraging response with more than 50 participants from member companies attended.

Besides, the Association organized two visits in May. The first was a visit to the SME Training Centre of Hong Kong Trade Development Council (HKTDC) held on May 7. Participants included CMA General Committee Member Mr Ho Yuk Wing and more than 10 members. They were received by Mr Lai Ching Hung, Senior Deputy Manager of HKTDC. Representatives from the TDC Business InfoCentre and SME Service Centre introduced their services like e-commerce demonstration on internet, quick access to relevant trade and market information, trade statistics, hands-on electronic data interchange applications, contacting potential buyers or supplies, etc. to the members.

The second visit to the Hong Kong Productivity Council (HKPC) was held on May 28. Members were shown the services provided by HKPC and the Electromagnetic Compatibility Centre, Rapid Prototyping Technology Centre, as well as the newly established Powerhouse and DigiHall 21.



A visit by our members to the Hong Kong Productivity Council was held on May 28. Mr Norman Chan (left), Associate Consultant of the Manufacturing Engineering Division/CAD-CAM Workshop, demonstrated the use of computer in moulding.

Briefing for New Members '99

To enhance new members' understanding of the Association and the services provided, and to gather feedback from members, the "Briefing for New Members '99" was held on May 6. Hosting the briefing, CMA President Mr Herbert Liang said that the Association would continuously improve its services according to the changing economic environment of Hong Kong and the needs of members. Besides, Mr Liang introduced to the members events and seminars organized by the Association aiming to enhance economic and industrial development of Hong Kong. The briefing received enthusiastic response from the members with over 20 representatives attended. In addition to President Mr Liang, other CMA participants included Vice-President Mr Eddie Lu; Executive Committee Member Mr Chow Yun Shueing; General Committee Members Mr Yin Chan Chee, Mr Chao King Lin and Mr Chui Siu Chuen.



"Briefing for New Members '99" was held on May 6 and was hosted by CMA President Mr Herbert Liang (centre).

Delegation of Tianjin Economic Technological Development Area



Mr Chi Chang Gui, Director of Administrative Commission Office, Tianjin Economic Technological Development Area (2nd from right) led a delegation to visit the Association on May 10 and gave a brief introduction on "The First PECC International Trade & Investment Fair" which will be held from September 14 to 18, 1999.

Hong Kong Awards for Industry: Experience-sharing Seminar

The Hong Kong Awards for Industry held its first Experience-sharing Seminar on March 23 with an aim to promote to companies successful practices and strategies adopted by companies from different aspects of industrial excellence.

Co-organised by the Secretariat of the Organising Committee and the leading organisers, the seminar drew over 100 attendees. Presentations were made by seven winners of the 1998 Hong Kong Awards Scheme, including winners of the Hong Kong Awards, Leading Organisers' Awards and Certificates of Merit. The Seminar also provided a platform for dialogue between market leaders, budding businessmen and government officials.



Mr. David Ho of Kent Engineering Co. Ltd., winner of the 1998 Hong Kong Award for Industry: Machinery and Equipment Design, gave a presentation on pad printing.

Visit by Mr Liu Shan Zai, Vice-Director of Xinhua News Agency (Hong Kong Branch)



Led by Vice-Director Mr Liu Shan Zai (3rd from left, front row), the 3-member Delegation of Xinhua News Agency (Hong Kong Branch) visited the Association on May 5 and held a meeting with CMA President Mr Herbert Liang (3rd from right, front row); Vice-Presidents Mr Chan Wing Kee (2nd from left, front row), Mr Jose Yu (2nd from right, front row), Mr Lo Man Tuen (1st from right, front row), Mr Eddie Lu (4th from left, back row) and other CMA representatives.

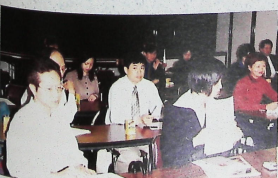
Farewell Dinner in honour of Deputy Director of Xinhua News Agency (Hong Kong Branch) Mr Ulan Mulin



The Association hosted a farewell dinner in honour of Deputy Director of Xinhua News Agency (Hong Kong Branch) Mr Ulan Mulin (4th from left, front row) on May 18. CMA President Mr Herbert Liang (centre, front row) praised the contribution made by Mr Ulan Mulin to the economic development of Hong Kong, as well as the assistance provided for CMA. Other attendees from the Association included Vice-Presidents Mr Yip Hing Chung (3rd from left, front row), Mr Lin Kai Shat (2nd from left, front row), Mr Eddie Lu (1st from left, front row); Assistant to President Mr Lam Hok Po (3rd from left, back row) and other CMA representatives.

Certificate Course in Labour Legislation and Employment Practices

The Association jointly organized a certificate course in Labour Legislation and Employment Practices with the Labour Department from April 13 to 30. The course aimed to enhance understanding of employers and managerial staff on the content of the labour legislation and anti-discrimination ordinances, and to help them set up personnel policies in compliance with the regulations. Experienced officers from the Labour Department and the Equal Opportunities Commission have been invited to speak and discuss with the participants on labour issues with case studies.



Participants are attentive to the elaboration of the speaker.

Luncheon Talk Held by the Youth Committee

The Youth Committee of the Association held a luncheon talk on April 17. Dr K M Ko, Deputy Director (Operation) of the Hospital Authority, was invited to speak on the common diseases in Hong Kong. The luncheon talk marked a total of over 20 attendees including Chairman Mr Gilbert Choy; Vice-chairlady Miss Aster Lo, Miss Lillian Liang and Secretary Miss Noreen Mak of the Committee.



Dr K M Ko (left), Deputy Director (Operation) of the Hospital Authority received a souvenir from Mr Gilbert Choy.

Delegation of Department of Foreign Investment Administration, Ministry of Foreign Trade & Economic Cooperation



Led by its Director General Mr Hong Shiji (3rd from left, front row), the delegation of Department of Foreign Investment Administration, Ministry of Foreign Trade & Economic Cooperation visited the Association on May 19 and was received by CMA President Mr Herbert Liang (3rd from right, front row); Vice-Presidents Mr Yip Hing Chung (2nd from right, front row), Dr M W Lai (1st from right, front row), Mr Eddie Lu (3rd from left, back row) and other CMA representatives.

Delegation of the Qingdao Enterprises



The 27-member delegation of the Qingdao Enterprises visited the Association on May 13 and was received by CMA Vice-President Mr. Lin Fui Shat (5th from right, front row) and other CMA representatives.

Delegation of Hebei Province Shijiazhuang Chamber of Commerce



Led by Vice-Chairman of Hebei Province Shijiazhuang Chamber of Commerce Ms. Li Ling Fu (4th from left), the 22-member delegation visited the Association on May 21 and was received by CMA Executive Committee Member Mr. Chiu Chun Bong (centre), General Committee Member Mr. Chan Kim Sing (3rd from left) and Mr. Ho Yuk Wing (3rd from right).

Delegation of Jiangsu Huaiyin Chamber of Commerce



Led by President of Jiangsu Huaiyin Chamber of Commerce Mr. Wu Ming Chun (right), the 11-member delegation visited CMA on May 20 and was received by CMA President Mr. Herbert Liang (centre) and General Committee Member Mr. Ho Yuk Wing (left).

The Ladies' Committee Sponsored the "Green Life" Project

To support the environmental protection campaign in Hong Kong, the Ladies' Committee of the Association sponsored the "Green Life" Project organized by the H.K.Y.W.C.A. Cheung Ching Social Centre for the Elderly. The Project composed of a series of activities including seminar, games, visit, etc. A cheque presentation ceremony was held on April 23. Chairlady of the Committee and CMA General Committee Member Ms. Cecilia Chen presented the cheque to the representative of the Centre.



Ms. Cecilia Chen (5th from left) presented the cheque to the H.K.Y.W.C.A. Cheung Ching Social Centre for the Elderly and posed for a photo with members of the Ladies' Committee and the Centre representative.

DENMARK : BAN ON PHTHALATES



TCL Enquiry
☎ 2698 8198

On August 4, 1998, Austria introduced a regulation on banning the use of phthalates in toys made of synthetic material for children under the age of 3 and prohibited the sale of such items starting from January 1, 1999.

According to the circular provided by HKSAR Industry Department, the Danish Ministry for Environment and Energy has also adopted a statutory order similar to Austria's regulation, which was effective from April 1, 1999. The Statutory Order prohibits the manufacture, import and sale of the following products or parts thereof if they contain more than 0.05% by mass of phthalates (i.e. esters of phthalic acid):

- (i) products which are clearly designed or intended for children under the age of 3 to play;
- (ii) products which are intended for or normally expected to be placed into the

mouth by children under the age of 3, including in particular dummies, feeders, jewelry, and bathing articles; and

- (iii) products not covered by (i) and (ii) but which must be expected to be used as toys by children under the age of 3 because of the product's structure and design.

The products which are in stock when the Statutory Order enters into force can still be sold until 1 April 2000.

The production, import and sale of inflatable bathing articles for outdoor uses or for public swimming baths will continue to be allowed until 1 January 2003.

If you have any enquiries, please contact the Marketing Department of CMA TCL at 2698 8198.

Note: The Chinese text is for reference only. In case of discrepancies between the English and Chinese texts, the English text shall for all purpose be conclusive.

廠商會網頁 - 工貿資訊的匯聚點

國際互聯網的商業應用和聯繫越趨廣泛，香港中華廠商聯合會網址內容詳盡、種類及數量最新之工貿資訊，為本港及海外工商企業提供一個免費而健康的交流渠道。其中"Notice Board"一欄，更讓各地企業自由刊登工貿訊息，以促進貿易、投資等合作機會。歡迎上網瀏覽廠商會網頁：www.cma.org.hk

網頁上所提供的資料包括：

△ 本會提供予會員之服務及福利	△ 貿易及投資諮詢資訊，提供海內外
△ 本會全體會員公司資料	買家及投資者招商資訊
△ 海內外展覽會資料	△ 本會月刊「企業通訊」及會員通訊
△ 本會定期舉辦之研討會及訓練課程	△ 其他本地商會及工商機構聯繫

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

* 欲查閱本會網址刊登標願廣告，請致電本會秘書處查詢（電話：2542 8828）*



Tunisia

investment
profile



Tunisia has a surface of 162,154 square kilometers (of which 25,000 square kilometers is desert) and borders on the Mediterranean.

Its Mediterranean coast is 1,300 kilometers long and includes five gulfs. Tunisia is also equipped with a significant maritime and air

transportation network linking it to Europe. It stands as a crossroad to Europe on the one hand and to the Middle-East and Africa on the other. The climate is mild with annual temperatures varying

between 10°C and 20°C in winter and between 20°C and 36°C

in summer. It is expected to have 10 million inhabitants by

the year 2000. The official language is Arabic. However, other

foreign languages such as French and English are taught in all

secondary and higher education institutions.

INFRASTRUCTURE

There are six airports with 58 foreign airlines and 8 commercial ports with shipping lines connecting Tunis to Marseille, Italian ports and Spanish ports. Moreover, the highway and railway systems are very sophisticated.

The development of communication grows quickly in Tunisia. Long distance calls can direct to more than 170 countries. There are diversified services like quick connection to the Internet, satellites links and fiber optic cable links. Moreover, the energy supply is available and reliable that there are 1974 MW electricity plants installed and 790 kilometers of high pressure natural gas lines.

ECONOMY

The average annual GDP growth was 4.5% for the period of 1987-1997, while annual population growth was only 1.5%. Per capita GNP is 2,160TD. Expressed in purchasing power parity, this is equal to nearly US\$5,100. The middle class contains 60% of the population where only 6.2% of the population live below the poverty level according to the 1995 survey.

TRADE

Exports to the EU becomes more important in Tunisia. In 1976, exports to the EU accounted for 51% of Tunisia's total export.

It rose to 78% in 1997. Referring to Hong Kong, they export HK\$42 million of goods to Hong Kong in 1998 which was double than that in 1997 (HK\$21 million). The total exports from Hong Kong to Tunisia slightly dropped to HK\$162 million in 1998 from HK\$179 million in 1997.

The average annual growth rate on exports was 7% during the period of 1987 to 1997. In particular, the manufacturing industry and tourism grew more rapidly and accounted for 75% of the total exports. Due to a higher amount of export, the trade deficit to GNP dropped from 9% in 1992-93 to 3% in 1996-97.

Moreover, Tunisia has signed co-operation agreements with many Arabic countries. For example, Tunisia and Liberia signed the agreement that allows tax-free trade between two countries in nearly all commodities.

INVESTMENT INCENTIVES

The sectors covered by the Investment Incentive Code are agriculture, fisheries, manufacturing industries, public works, tourism, handicrafts, transportation, education, culture entertainment facilities, health care, environmental protection and real estate.

The Code grants a number of tax and financial advantages. As for tax concession, there is full exemption from corporate income tax for the first 10 years for revenue from export, agricultural projects and projects of

regional development. Moreover, there is a 50% reduction in the tax rate for revenue from export starting from the 11th year and continuing indefinitely and projects of regional development for a further 10 years. Lastly, there is a total exemption from import duties and taxes for imported equipment, raw materials and semi-finished products for companies producing entirely for export.

As a premium on investment, subsidies are granted for certain projects. There is a 20% of the project cost subsidy when it is related to environmental protection, or an 8% to 25% of the project cost subsidy when it is related to regional development, and a 7% of the project cost subsidy when it is related to agricultural development. An additional 8% premium is granted to agricultural projects in arid regions and fisheries projects in regions where resources are unexploited. Additionally, subsidy will also go to the government's funding on infrastructure which includes the projects of developing aquaculture, regional development with the use of geothermal water and other regional projects benefited from incentives programmes in regional development.

Service Organization

Foreign Investment Promotion Agency
63 Rue de Syrie 1002 Tunis Belvedere
Tel: (216-1) 783 021
Fax: (216-1) 782 971
Email: fipa.tunisia@mci.gov.tn
Website: <http://www.investintunisia.tn>



Tunisia's aviation industry is well-developed. There are six airports with 58 foreign airlines providing passenger and cargo transportation services.

EMPLOYEE TRAINING PRODUCES BOTTOM-LINE BENEFITS

*Too many employers spend more
money on copy machine maintenance
than they do on training their people.*

A sales assistant talks to a friend on the telephone while a customer stands waiting, money in hand, to make a purchase. A receptionist leaves a caller on hold interminably, never checking back to see if he would like to continue to wait or leave a message. When a customer arrives at the appointed time to pick up her car, the mechanic tells her the repairs won't be completed until the next day.

These are not uncommon occurrences; they are the norm. Exceptional customer service is the key to the success of any business, and yet, employers spend more money on copy machine maintenance than they do on training their people. Unfortunately, their employees break down more often than their machines, but they fail to do anything about it.

Too many employers aren't aware of the bottom-line benefits of training their employees to provide exceptional customer service. They are reluctant to spend money on training, and many just don't believe they can change behaviours and attitudes. The less employers pay employees, the less they value those employees. The less they value employees, the less they train them. And yet, 99 percent of customer contact is made through those employees.

The great fear for many employers is that they will spend the money to train employees, who will soon leave for other jobs. To them, I say, "Offer it and they will stay". What's

worse, to train employees and take the chance that some might leave the company, or to not train them and have them stay? And have the customer leave instead. It's not a difficult choice.

A good training programme not only decreases employee turnover and increases employee loyalty, it increases sales and customer loyalty. Based on the generally accepted rule that attracting a new customer costs five times as much as keeping a current customer, a good employee training programme has a value of at least five times its cost.

A few years ago, Citicorp conducted a study of 17 companies that had been recognised for superior customer service. It found that each company made investment of up to 2 percent of gross sales for formal, ongoing service education programmes.

A good training programme also increases productivity. The Late Warren Blanding, a leading service consultant and president of the Customer Service Institute in Silver Spring, Maryland, found that under conditions of typical productivity in customer service operations, an employee earning \$40 to \$50 an hour has an actual fully distributed cost of as much as \$150 to \$190 an hour. If, through training, that employee becomes 10 percent more productive, the cost is reduced to \$120 to \$170, a savings of about \$160 per employee per day.

Tips for employers when establishing an employee customer service training programme:

- Take 10 percent of your advertising budget and use it to train your employees.
- Spend a minimum of 40 hours per year training each employee in the art of customer service.
- In order to create a culture of change and keep enthusiasm high, you must introduce a new training stimulation every six months.
- Service education for frontline employees must be at least six solid hours, with a follow-up session a month or two later, if you expect a behaviour change and a commitment to service standards.

- Establish clear objectives, so employees know what you want them to be able to do once they have completed the programme.

- Communication, cooperation and commitment — from top-level management to frontline employees — are critical to the success of any training programme and to changing a company's culture.

Employers must begin to realize that it is knowledgeable, courteous, helpful employees that bring in and retain customers. Advertising will bring customers in the door but poor service will turn them away and point them in the direction of a competitor. Employers must hire good people, train them, coach them and reward them.

Source: This article is written by Mr Frank J. Adick, Managing Director, Dew-Point International Ltd.



歡迎租用敝商會議廳

Welcome to Rent CMA Conference Hall

適宜舉辦研討會、講座及會議
Suitable for conferences, seminars
and meetings

會員可享八五折優惠
Members can enjoy a 15% discount

歡迎致電本會楊志玲小姐查詢詳情
電話：2545 6166
For details and bookings,
please contact Ms Connie Yeung
at tel. 2545 6166



SEMINARS / TRAINING COURSES

Date	Event	Venue	Organizer	Contact Person/ Tel & Fax
1999				
July 13	Executive Briefing: 'Deriving Business Values From Information Technology' Cantonese Series	VTC Tower, Wanchai	The Management Development Centre of Hong Kong	Dr. C. Y. Wong Tel: 2386 1930 Fax: 2572 7130 E-mail: mdc@vtc.edu.hk
Jul 19 - Aug 16	Family Multimedia Computing	HKPC Building, Kowloon Tong	Hong Kong Productivity Council	Tel: 2788 5923 Fax: 2788 5011 E-mail: kyleung@hkpc.org
July 28	Effective Managers Series (Cantonese)	VTC Tower, Wanchai	The Management Development Centre of Hong Kong	Tel: 2836 1818 Fax: 2572 7130 E-mail: mdc@vtc.edu.hk
Aug 4 - 6	Data-Mining Technology For Decision Makers (Hands-On)	HKPC Building, Kowloon Tong	Hong Kong Productivity Council	Tel: 2788 5923 Fax: 2788 5011 E-mail: kyleung@hkpc.org
Aug 5 - 23	Professional Diploma in Building Services Design, Installation and Maintenance	HKPC Building, Kowloon Tong	Hong Kong Productivity Council	Tel: 2788 5923 Fax: 2788 5011 E-mail: kyleung@hkpc.org
21 September 1999 - 1 February 2000	Comprehensive Certificate Course in Shipping	OMA Building	Hong Kong Shippers' Council	Ms Carina Shum Tel: 2834 0010 Fax: 2891 9787

CONFERENCES / EXHIBITIONS

Date	Event	Venue	Items	Organizer
1999				
July 15-21	China Dalian Export Commodities	Dalian International Convention & Exhibition Center	Electronics & electrical products, Cereals and Foodstuffs, Metals and Minerals, Textiles, Garments, Native produce and Animal by Products, Handicrafts, Metallurgical products, Automobiles, Medicine and Health Care Products, Petrochemical products and light industrial products.	Dalian Export Commodity Fair Office Mr Li Yuxi- Project Manager Tel: (86-411) 3601613/3690894 Fax: (86-411) 3690934
July 21-23	ICE-International Copyright Exchange '99	Hong Kong Convention & Exhibition Centre	Literary agents, books, newspapers, magazines, children books publishers, art agents	Hong Kong Trade Development Council Tel: (852) 2240 4583 Fax: (852) 2824 0026
July 21-26	Hong Kong Book Fair '99	Hong Kong Convention & Exhibition Centre	Books, printed matters, art & crafts, stationery, printing services and multimedia products	Hong Kong Trade Development Council Tel: (852) 2240 4583 Fax: (852) 2824 0026
July 22-25	Malaysia International Food & Beverage Exhibition '99	Malaysia International Exhibition Showroom, Kuala Lumpur	All kinds of food and beverage products and related services	Forum Exposition Sdn Bhd Tel: (603) 273 1988 Fax: (603) 273 4435 E-mail: foreexpo@po.jaring.my
July 29-31	Digital World '99	Hong Kong Convention & Exhibition Centre	Mobile office automation, electronic entertainment, digital AV products and digital communication products	IDG World Expo (Asia) Ltd. Ms Erica Cheng Tel: (852) 2527 9338 Fax: (852) 2529 9956 E-mail: erica_cheng@idg.com.hk
July 30 - Aug 1	Internet Commerce Expo '99 (ICE HK '99)	Hong Kong Convention & Exhibition Centre	Internet Commerce, Intranet/Extranet, Networking	IDG World Expo (Asia) Ltd. Ms Carmen Chau Tel: (852) 2233 9362 Fax: (852) 2529 9956

平治Vito多用途客貨車



*圖示規格有別於香港出售之型號

全新CDI引擎，耗油量更低，用途更多元化。

▶ 平治汽車一向以客為本，汽車的設計以滿足不同客人的需要為大前提。

▶ 平治Vito多用途客貨車結合了多用途車和客貨車的性質，對於各中小企業、需要經常運載貨物，又或者是一些經常接載客人往返新機場的客戶，平治Vito是最稱職的多用途客貨車。

▶ 平治Vito是最新科技的成果，安裝配有全新平治研發的CDI引擎，新的CDI引擎採用直接燃油噴注形式，高壓燃油噴注，令燃油更徹底燃燒，把耗油量降低至每公里50.4，而引擎輸出則可產生300牛頓米的驚人扭力，二段噴注式的

引擎，不但大大減低引擎的噪音及震動，為乘客帶來更舒適寧靜的旅途。

▶ 另外，Vito亦可選配新設計的四速連自動波箱，動力轉檔程序Dynamic Shift Program (DSP)可因應路面的斜度、車輛負重、波箱油溫度及引擎數據去選擇最適合的波位。

▶ 平治Vito多用途客貨車的設備齊全，標準的裝備包括有五或六座位座椅選擇、前後可調及乘客安全氣袋、收音錄音機、可調節高度駕駛艙、紅外線遙控中央門鎖、多種金屬車身顏色可供選擇等等。

▶ 加上仁孚行嚴謹進美的兩年原廠保養計劃，妥善的售後服務足以令客戶安穩無憂。

▶ 如欲更進一步了解平治Vito通人之處，歡迎查詢仁孚行商用汽車部，電話：2895 7248。



Mercedes-Benz
領導時代 駕馭未來

仁孚行有限公司 香港及澳門平治汽車獨家代理 怡和集團成員之一
商用汽車部：香港銅鑼灣希慎道33號利園31字樓 電話：2895 7248/8105 5680 (24小時熱線) 傳真：2890 1475

廠商會經
香港特區政府
授權簽發

轉口產地來源證

轉口產地來源證

轉口產地來源證是一份很重要的清關或貿易文件用作證明經香港轉口到外地貨物的產地來源

本會簽證服務的優點

- 本會為國際商會會員
- 會員享有每證 \$22 折扣優惠
- 特快簽證服務
- 聯網月結客戶服務
- 設有辦事處在主要商業地區
- 免費影印及傳真服務（只限有關申請之文件）
- 不限時間或次數修改來源證
- 免費派發申請表格
- 免費代客打印證書服務



CMA is authorized by
the **HONG KONG SPECIAL
ADMINISTRATIVE REGION
GOVERNMENT** to issue

**Certificate
of Origin -
Re-export**



Certificate of Origin - Re-export (CR)

The CR is a vital certificate in customs clearance or trade documentation to certify goods of foreign origin re-exported from Hong Kong.

Our strengths in the certification services

- Member of the International Chamber of Commerce
- Membership discounts
- Express certification service
- Branches-in-One monthly account service
- Offices in major business areas
- Free photocopy & fax service (related documents only)
- No limitation on the number of amendments and on time restriction
- Free application forms provided
- Free certificate-typing service

香港中環干諾道中 64-66 號廠商會大廈
CMA Building, 64-66 Connaught Road Central, Hong Kong
Tel: 2542 8613 Fax: 2544 2406
Web Site: <http://www.cma.org.hk> e-mail: cmahk@hk.cma.org.hk

支持工業教育 請捐助廠商會獎學金

廠商會獎學金計劃創立於一九六四年，旨在鼓勵年青人投身工業，以增加發展工業的人力資源。每年籌集所得之獎學金，均以捐款人、捐款公司或廠商會名義，頒贈予各專上學院及學校成績優異之學生。為推動本港工業朝高增值、高科技方向發展，本會將繼續擴大獎學金計劃，增加受獎名額，以培育更多本港工業轉型所需的人才。為貫徹支持工業教育的精神，獎學金計劃極需要您的捐款，敬請將下列捐款表格填妥，連同支票寄回本會（地址：香港干諾道中64-66號廠商會大廈三樓）。如有查詢，請與本會助理秘書黃淑儀小姐聯絡，電話：2542 8633。

一九九九年獎學金受獎學校如下：

香港大學	香港專業教育學院（葵涌分校）	鄧鏡波學校
香港中文大學	香港專業教育學院（黃克競分校）	九龍工業學校
香港科技大學	香港專業教育學院（李惠利分校）	鄧肇堅維多利亞官立學校
香港理工大學	香港專業教育學院（沙田分校）	錦葵灣官立工業中學
香港城市大學	香港專業教育學院（屯門分校）	中華基督教會扶輪中學
香港浸會大學	基協中學	廠商會中學
香港專業教育學院（柴灣分校）	基新中學	廠商會慈惠閣中學
香港專業教育學院（青衣分校）	何東中學	香港布爾商會朱石麟龍業先修中學
香港專業教育學院（摩利臣山分校）	香港仔工業學校	
香港專業教育學院（觀塘分校）	龍翔官立中學	

一九九九年廠商會獎學金認捐表格

公司名稱：（中文） _____
 （英文） _____
 地址：（英文） _____
 電話： _____ 傳真： _____

本公司捐贈獎學金詳情如下：

☐ 由會方代為分配捐款
 港幣 _____（元）

☐ 指定受獎學校捐款
 （請參閱上列學校名單）

受獎學校名稱	獎學金名稱*	獎學金名額	每名金額**	合共港幣(元)

* 如無指定獎學金名稱者，將統一以「廠商會獎學金」名義頒發。

** 指定捐贈專上學院及香港專業教育學院（柴灣分校）及（青衣分校）每名獎學金不少於HK\$2,500，其他學校每名不少於HK\$500。（捐款金額最低為HK\$500）

捐款請以劃線支票支付，抬頭請寫「廠商會工業發展信託基金」，（The Chinese Manufacturers' Association Industrial Development Trust）。根據稅務條例，捐贈本會工業發展信託基金之款項可憑收條申請免稅，本會收到認捐款項後，即發出收據。

該收據抬頭應為： _____
 負責人簽署： _____ 日期： _____（本會填寫）
 姓名： _____
 收據編號及日期： _____

廠商會
獎學金計劃