

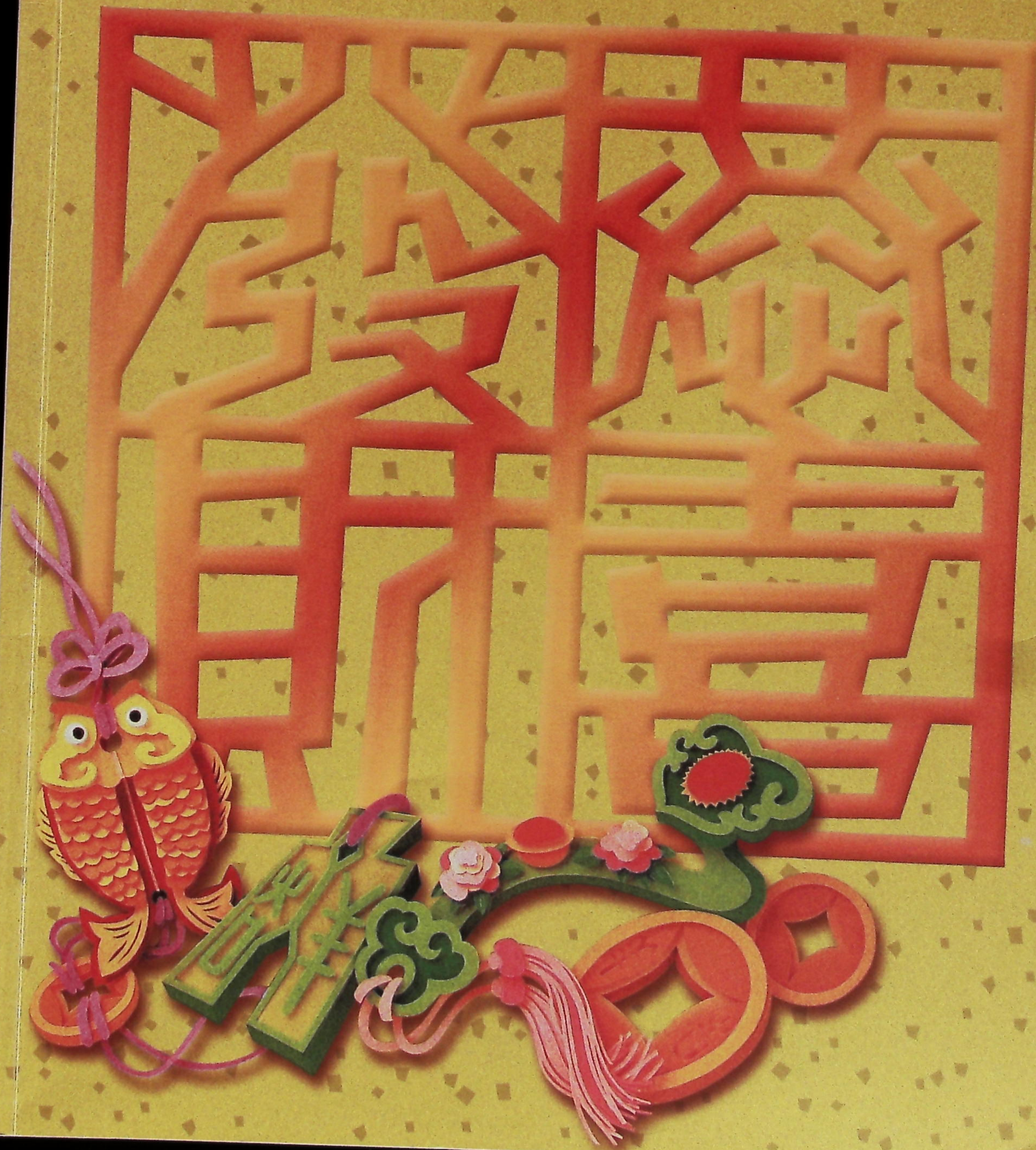
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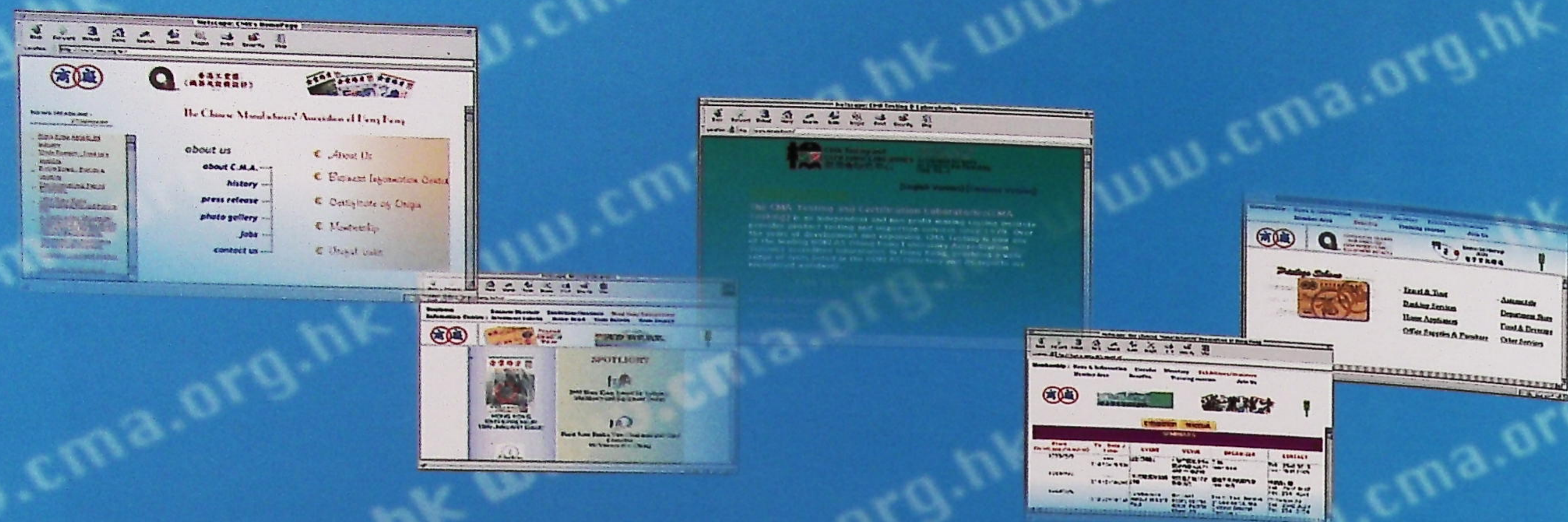
企業雄才

HONG KONG ENTREPRENEUR



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





廠商會網頁—— 工貿資訊的匯聚點

國際互聯網的商業應用和連繫越趨廣泛，香港中華廠商聯合會網址內容詳盡、搜羅及列載最新之工貿訊息，為本港及海內外工商企業提供一個免費而便捷的交流途徑。其中 "Notice Board" 一欄，更讓各地企業自由刊登工貿訊息，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

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- △ 貿易及投資諮詢簡訊，提供海內外買家及投資者招商資料
- △ 本會月刊「企業雄才」及會員通訊
- △ 其他本地商會及工貿機構連繫

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本 會 評 論

二零零一年香港經濟展望

公元二千年的香港經濟錄得了強勁的增長，全年的增長率估計超過10%。隨著經濟進入全面增長的階段，對外貿易的各個環節均錄得顯著的增長，港產品的出口扭轉了下滑的趨勢；內部需求加速回升，疲弱的消費市場開始復甦，工商投資的步伐亦明顯加快。二零零零年香港經濟的另一項重要的發展是結構調整取得較大的進展，新經濟形態奠定了雛型，具體表現為：全社會對創新科技的投資大幅增加；企業加速重組；融資市場更趨活躍；創業精神成為風尚；以及政府調整經濟政策並擴大市場開放。新經濟的崛起標誌著香港以創新科技為本、朝高增值為方向的經濟轉型已全面啟動。

展望二零零一年，香港經濟仍將在上升軌道上運行，內部消費和固定資本投資對經濟增長的推動作用將進一步增強。隨著成本結構的調整已臻完成，「開源增效」的策略正取代「減員節支」成為工商界努力的方向，僱員的薪酬可望改善；政府繼續凍結一些與民生有關的公共服務收費，亦有利於保障市民實際可支配收入的增加，使其體會和分享經濟增長所帶來的利益，促進內部消費持續上升。同時，由於創新科技所帶來的機遇和衝擊日益深入人心，通縮的物價環境亦降低投資的成本，企業可望繼續購置機器設備，特別是增加資訊科技方面的支出，藉以擴充生產能力和提升長遠競爭力。

外圍經濟環境對本港仍然有利。國際原油價格雖然繼續高企，但無論從成因還是從影響面看，均不足以產生類似前兩次石油危機的嚴重衝擊。受惠於科技革命所釋放的生產力，加之聯邦儲備局已多次調高利率，引導股市調整和冷卻經濟，美國經濟可望實現較平滑的「軟著陸」；其作為世界經濟火車頭的作用雖會減弱，但出現逆轉的機會較微。短期內，西歐、亞洲各國內部需求將持續增長，而日本經濟加速復甦，東亞地區的內部貿易正蓬勃興起，均有助於抵銷美國經濟放緩的影響。

另一方面，由於美國的息口已經見頂，經濟減速更增加了減息的必要性。最近聯邦儲備局已宣佈

減息半厘，本港的利率水平亦緊跟著向下調整，減輕了工商業的借貸成本，為內部需求的擴張提供較寬鬆的貨幣環境。而歐元區與美國經濟此消彼長的變化，使二者在實質因素、息口等方面的差距縮小，歐元有望扭轉弱勢，並引致國際資本的重新分配。如果港元跟隨美元走軟，亦會刺激本港的商品和服務出口。

「中國因素」將繼續對香港經濟發揮強大的支撐作用。預計二零零一年大陸經濟將呈現高增長、低通脹的局面，增長速度更可望達到8.5%左右。中國加入世界貿易組織將成為現實，這不僅意味著貿易、投資的機會將大量湧現，更意味著規範化、高透明度和符合國際慣例的營商環境將在內地加速確立，進而帶動本港的工商活動、以及港商在大陸的業務邁入廣闊的新天地。

雖然今年香港的經濟形勢仍然樂觀；但由於出口可能放緩及比較基準提高等原因，經濟增長率會較二零零零年為低，估計全年為5%左右。就業市場將進一步改善，但由於結構性失業難以在短期內消除，失業率仍會維持在4.0%的水平；通縮的情況則有望在年中實現逆轉，使全年的通貨膨脹率重新呈現輕微的正數。

二零零一年較高增長率、較低通脹的宏觀經濟環境將有利於各項結構性的調整。工商界可以利用盈利回升但營商成本仍然較低的時機，擴大投資，提升技術水平，重組企業運作流程和經營模式，加強對員工培訓，增加人力資源儲備，加緊朝高增值方向轉型。政府則可騰出精力，全面檢討各項社會經濟政策，特別是確立長遠的人力資源發展策略和鞏固公共財政的穩健性。此外，國際經濟環境的變化亦會促使本港外貿的地區結構進一步多元化。除了大力開拓整合中的西歐和中東歐市場、積極參與東亞區的內部貿易之外，工商界應把握中國入世和西部大開發的歷史性機遇，在國內建立多層次、全方位、集「生產基地、市場依托和策略性伙伴」於一身的經濟腹地。

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廠商會會員 在國內投資 情況 二零零零年 問卷調查報告

近年，香港廠商在內地的投資繼續蓬勃發展，其投資的策略、型態亦隨著時間的推移及內外環境的變遷而處於演變之中；另一方面，中國加入世界貿易組織已指日可待，加上「西部大開發」戰略正如火如荼地推行，國內的投資環境發生著深刻的變化，使香港投資者面臨機遇與挑戰並存的態勢。

香港中華廠商聯合會繼一九九七年的「會員在國內投資情況調查」之後，特於二零零零年六月組織另一次較大規模的問卷調查，旨在(1)掌握會員在大陸投資、經營的最新情況和趨勢；(2)了解會員對國內投資環境的評價，評估中國加入世貿組織以及實施「西部大開發戰略」對港商在內地投資的影響；(3)探討業界在內地投資所面對的問題和所需要的協助。

是項調查採用郵寄問卷的方式進行。本會於二零零零年六月向屬下3,000多名會員廠號寄出問卷，在指定的期限內共收回202份有效問卷。由於個別回應的會員在回答某些問題時存有遺漏之處，故統計分析是基於每項問題的實際有效樣本數目進行的。

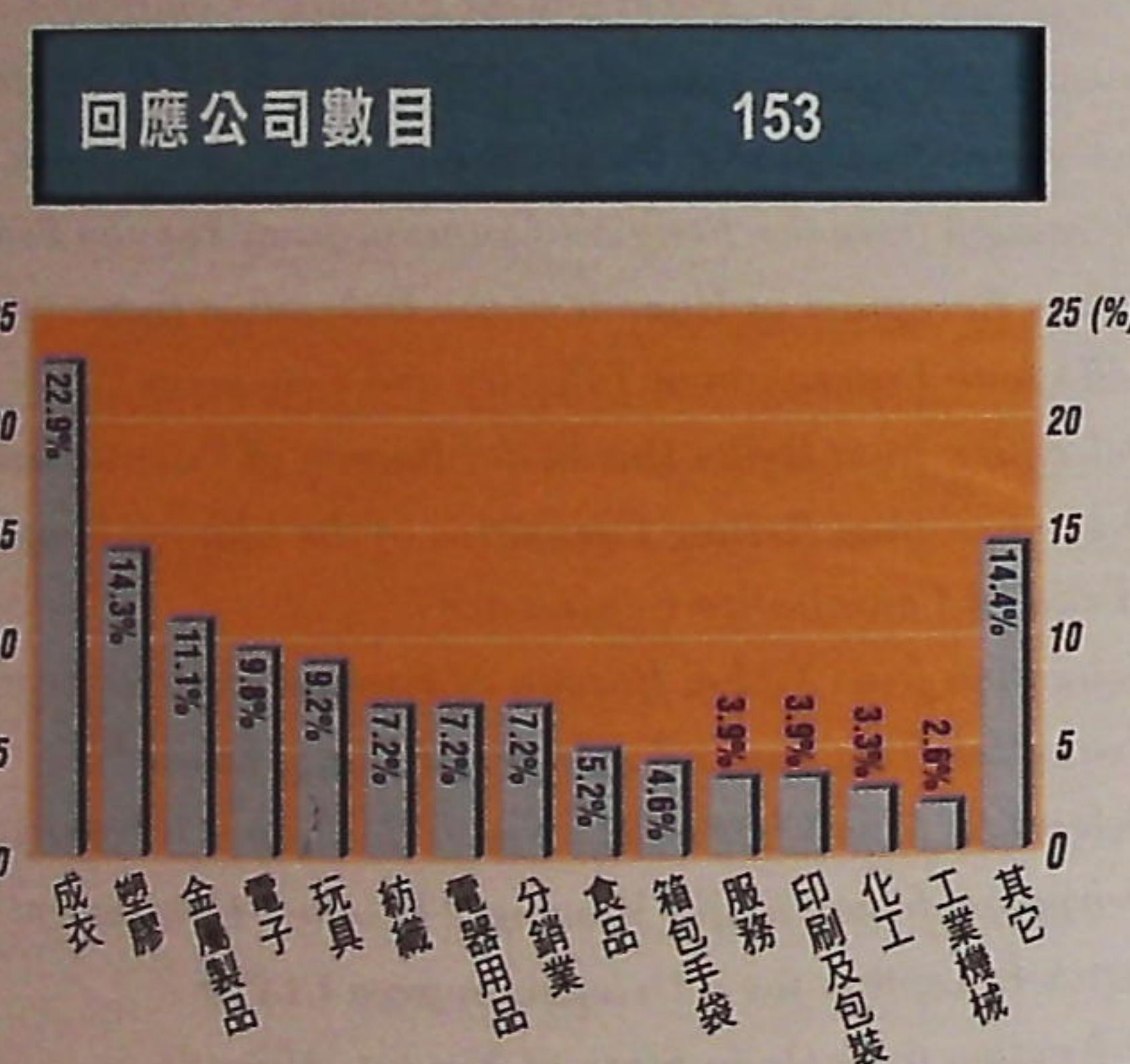
第一章：調查結果

一、投資現況

表一、在內地投資經營業務的公司比例

回應公司數目	202
有投資	86.1%
沒有投資	13.9%

圖一、投資行業分佈



註：由於回應公司可能投資於不止一個行業，故此各個行業所佔百分比之總和可能大於100%。

表二、投資地區分佈

回應公司數目	174
東部地區	98.2%
中地區	6.8%
西部地區	6.3%

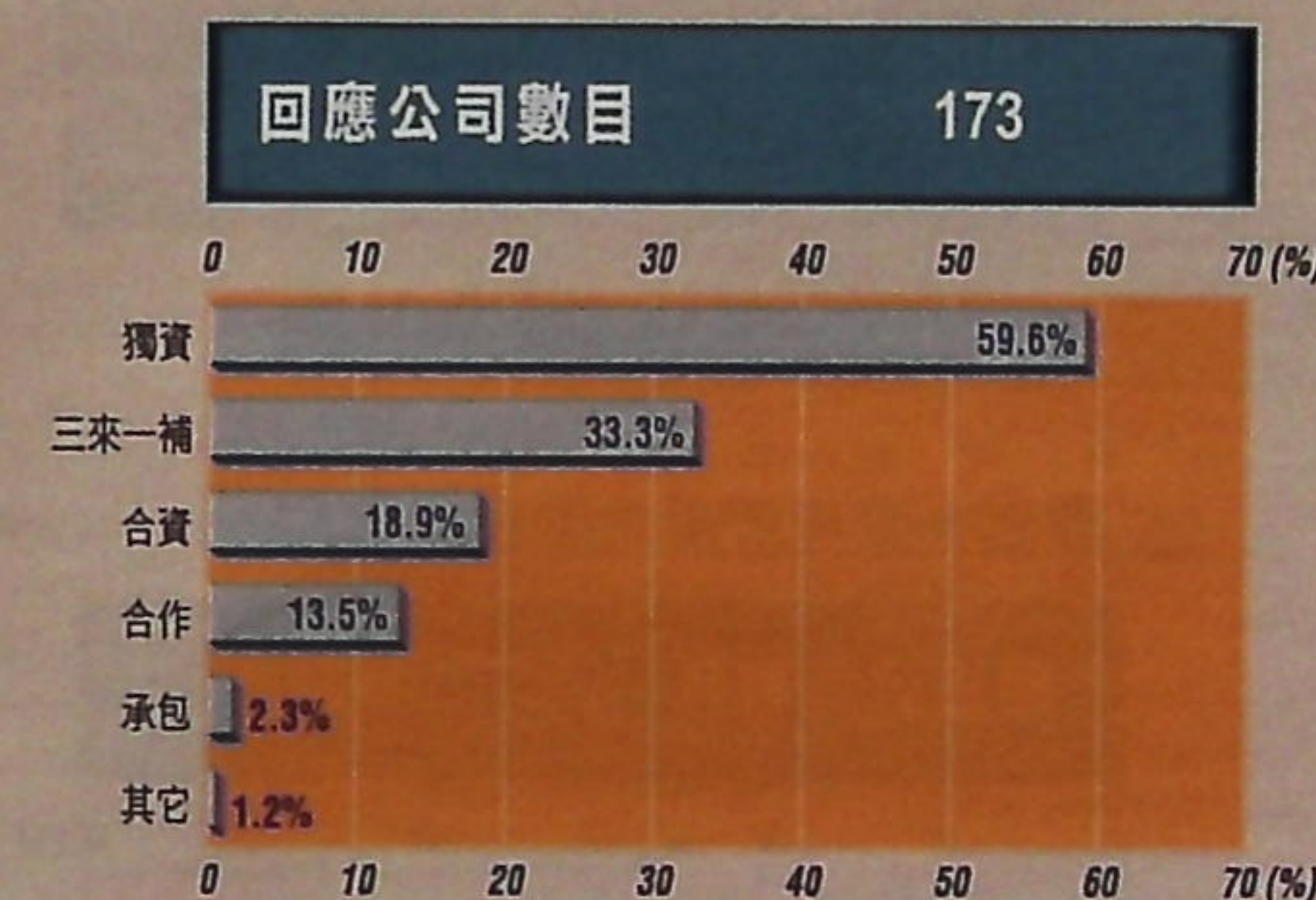
註：由於回應公司在回答時可選擇多於一項，故各地區之百分比總和不等於100%。

表三、投資起始年份

回應公司數目	164
早於1979年	3.7%
1980-84年	14.6%
1985-89年	41.5%
1990-94年	28.0%
1995-2000年	12.2%

二、營運狀況

圖二、投資方式



註：由於回應公司可能有不止一個投資項目，故每項之百分比總和可能大於100%。

表四、內地員工總數

回應公司數目	166
10人或以下	1.8%
11-20人	3.0%
21-50人	3.0%
51-100人	10.8%
101-200人	13.3%
201-500人	28.3%
501-1000人	16.3%
1001-5000人	21.7%
5001人或以上	1.8%

表五、內地公司管理人員的數目

回應公司數目	164
5人或以下	17.3%
6-10人	22.4%
11-20人	25.6%
21-50人	21.2%
51-100人	7.1%
101-200人	5.8%
201人或以上	0.6%

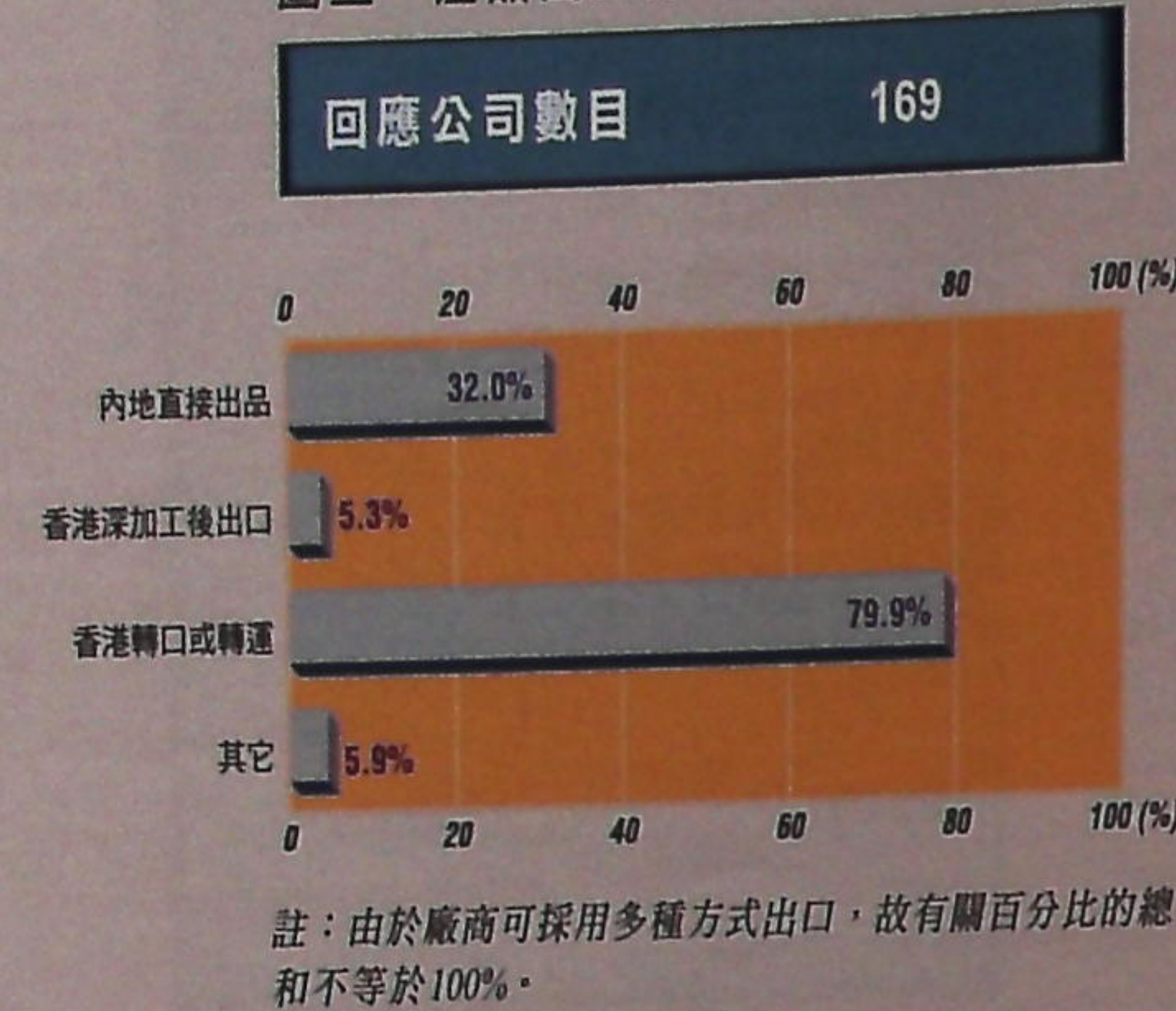
表六、內地投資額佔公司總資產之比重

回應公司數目	164
20%或以下	11%
21-40%	16.5%
41-60%	18.9%
61-80%	23.8%
81%或以上	29.9%

表七、產品出口比重

回應公司數目	147
0%	2.7%
少於10%	3.4%
11-50%	6.1%
51-80%	14.3%
81-99%	19.7%
100%	53.7%

圖三、產品出口方式

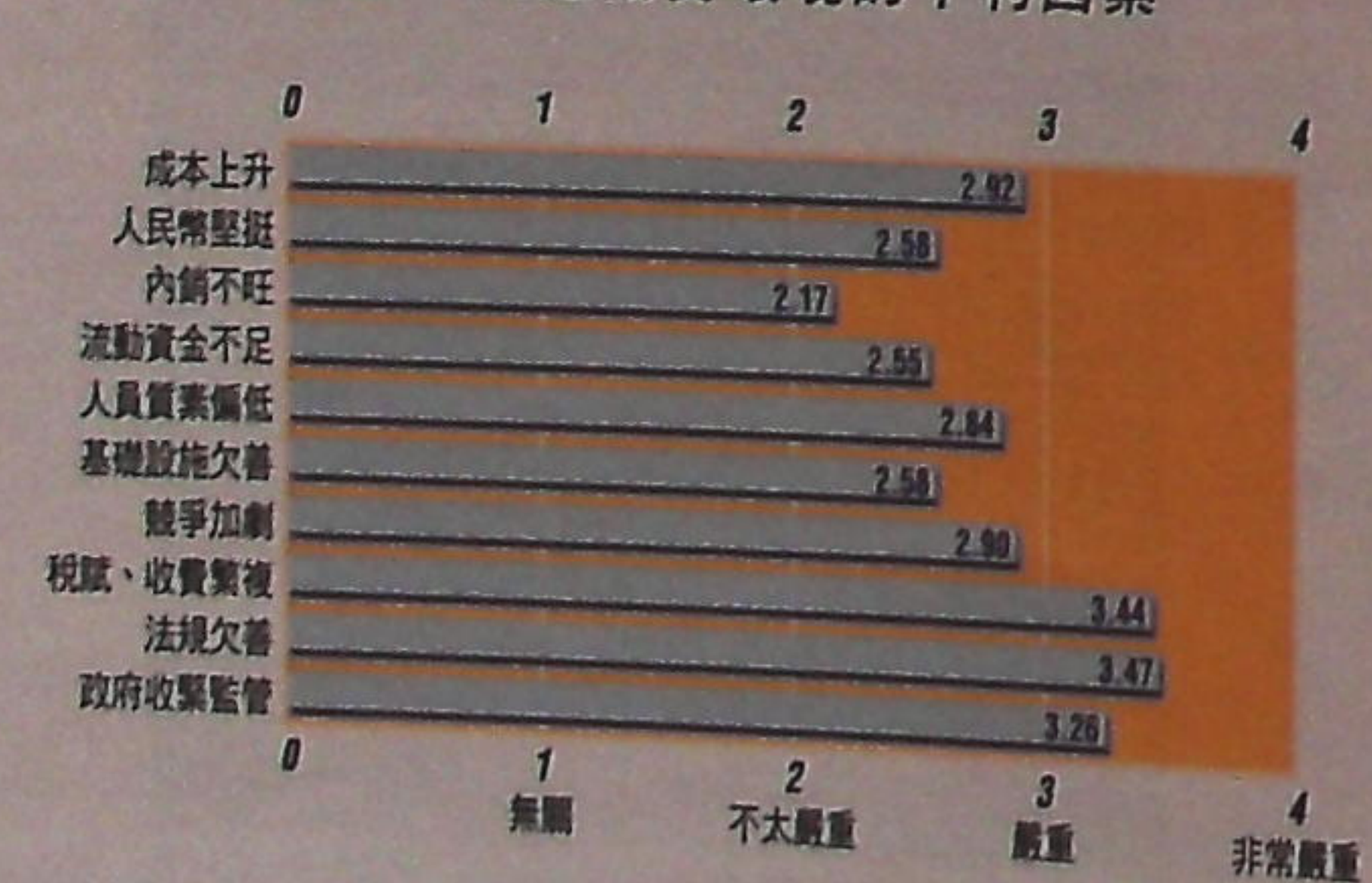


三、國內投資環境

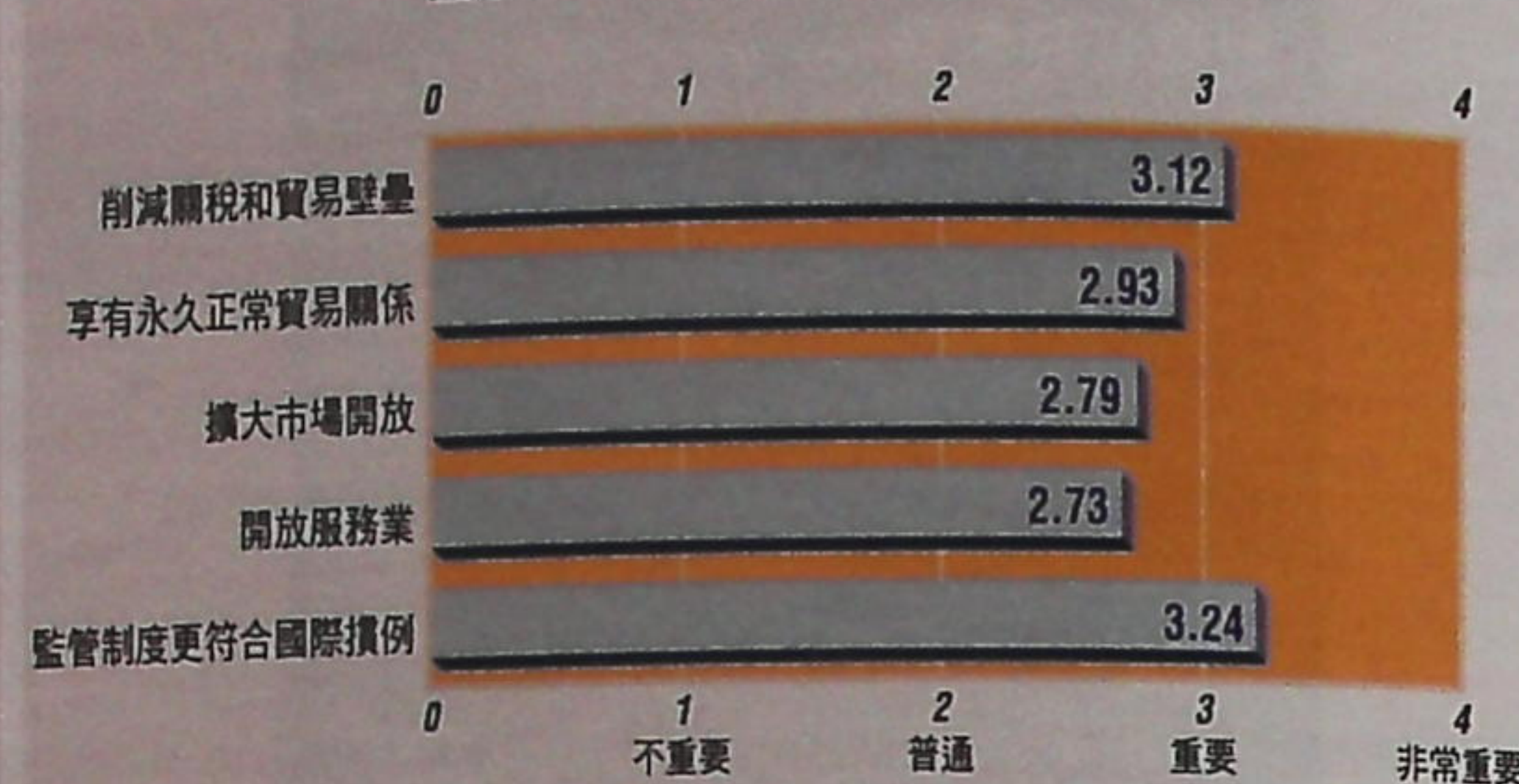
圖四、大陸投資環境的有利因素



圖五、大陸投資環境的不利因素



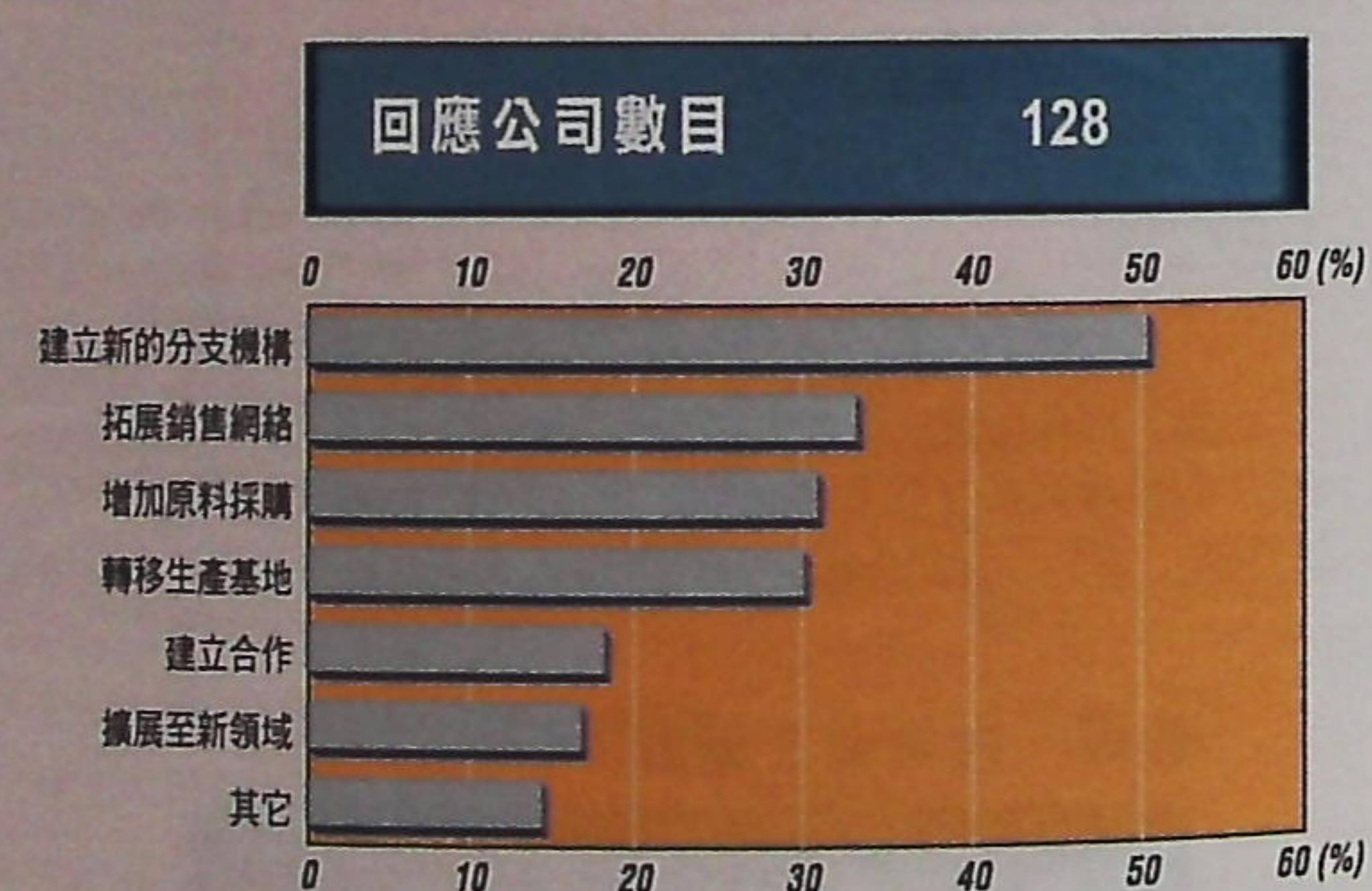
圖六、中國加入世貿的正面影響



表八、赴西部投資的興趣

回應公司數目	147
有興趣	12.2%
暫時無興趣	87.8%

圖七、參與西部大開發的策略

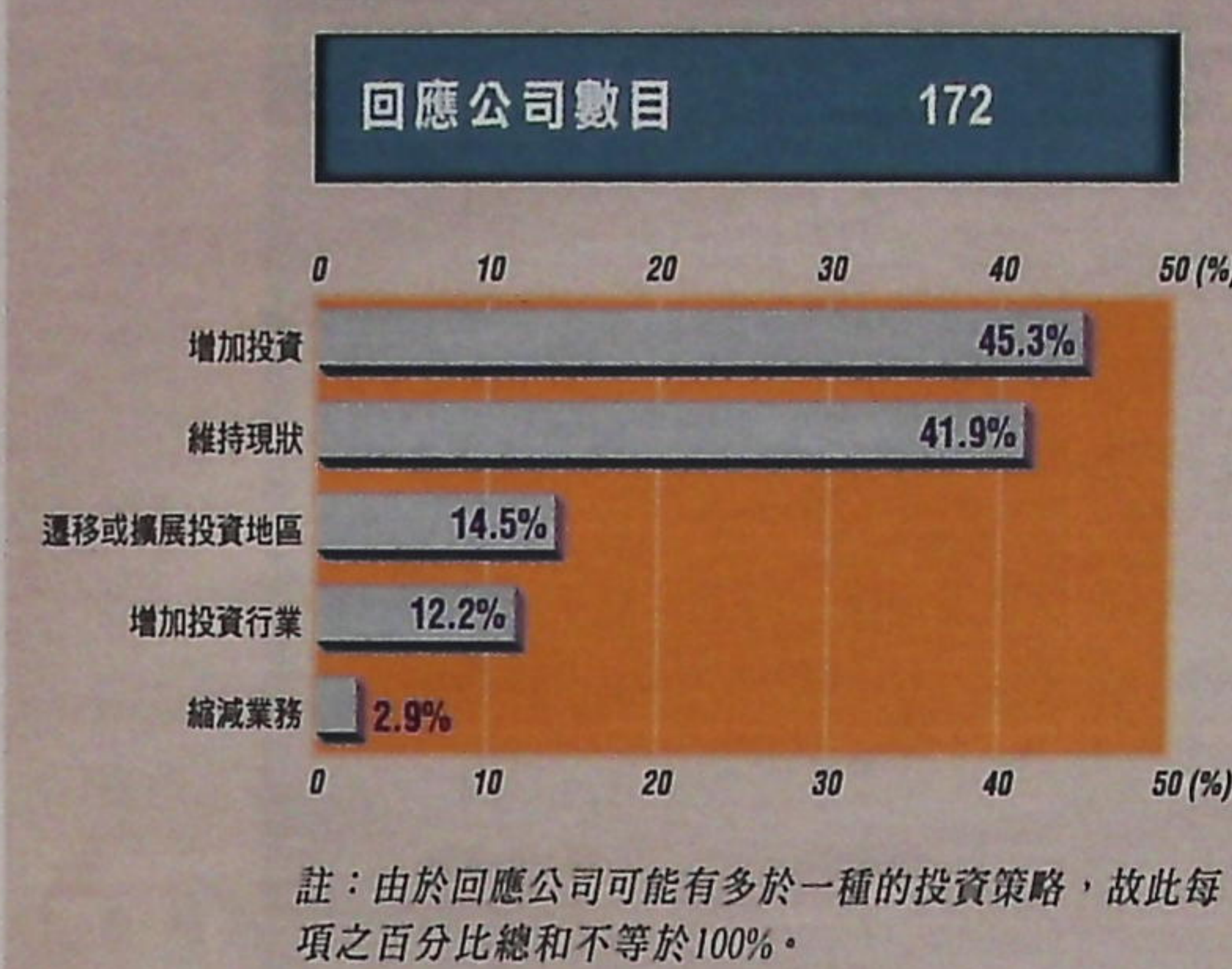


註：由於回應公司可選擇多於一項，故有關百分比的總和不等於100%。

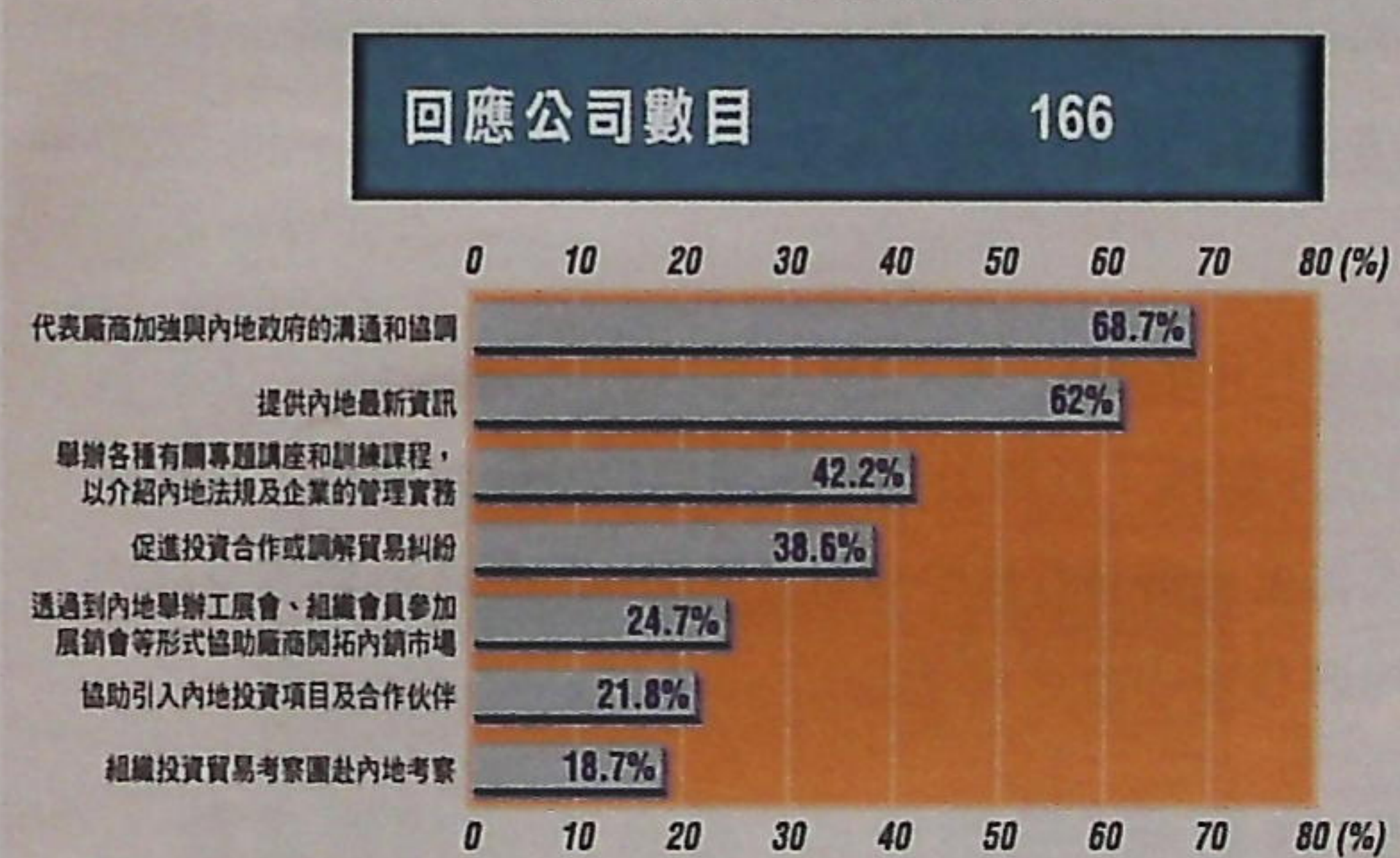
圖八、對國內總體投資環境的評價



圖九、未來兩年之投資計劃



圖十、需要廠商會提供的協助



第二章：分析與討論

1. 港商多採橫向擴張的方式向內地發展

企業赴海外投資一般可採取三種策略：橫向擴張，即投資於企業原先從事的行業，增加生產、經營的地域網點；縱向擴張或垂直整合，即投資於與原先業務密切相關的行業；多元化擴張，即投資於與原先業務無關的行業。是次調查中，回應企業在香港和內地的行業分布情況十分相近，88.8%的企業在香港和國內所從事的行業完全一致；祇有17家企業在兩地的業務範圍有所不同，其中15家是屬於縱向擴張。顯然，港商赴內地投資時，

大多採取橫向擴張的方式，從事原先的老本行；或者投資於自己較為熟悉、有一定聯繫的行業，尤其是與本行有密切關聯的上游行業或下游行業，而真正開展多元化業務的並不多見。

2. 中港之間垂直分工

港商在大陸的投資加深了香港和內地的國際分工；但迄今為止，中港之間的產業關係仍以垂直式分工為主。是次調查有數項結果支持這一結論：其一，從公司的生產運作流程來看，73.4%的回應公司在香港的總部已不生產製成品，祇是負責採購、營銷、運輸等生產的前期和後期支援活動；其二，從產品的銷售渠道來看，87.8%的回應公司將內地生產的產品全部或大部分出口，而近8成的公司採用「內地生產，香港轉口或轉運」的方式；其三，從公司內部的職能分工與協作來看，大部分國內分支機構都需要香港公司在許多方面提供支援，特別是在資金財務(佔回應公司之95%)、市場拓展(91%)、原材料採購(84%)、產品設計與研究開發(82%)、技術(79%)等方面；相對而言，內地公司在人力資源管理(74%)、品質監控(70%)、以及生產計劃和日常管理(56%)等方面則擁有較大的自主性，較不需要香港公司的幫助。可見，雖然許多企業已將生產基地轉移到內地，但一些高增值的環節，例如營銷、融資、技術等，仍然掌握在香港公司手中。

3. 「步步為營，由近至遠」的地域擴展策略

廠商在國內的投資集中在東部地區，比重達98%以上；其中，廣東省是港商進入內地的首要橋頭堡，超過九成的企業在廣東省內經營業務。廠商在中、西部地區的投資不算顯著，分別只有6.8%及6.3%，但越早到內地投資的企業，其向中西部擴展的可能性似乎亦就越高。例如，1989年之前赴內地投資的98家企業中，目前在中部和西部有投資的各佔10.2%；而最近10年內才開始到大陸投資的66家公司中，相應的比重則分別僅為1.5%和3.0%。

從表九中可以看出另一個輕微的趨勢，即投資年期越長的企業，其業務涵蓋的地理範圍就越廣，涉及的省份就越多。

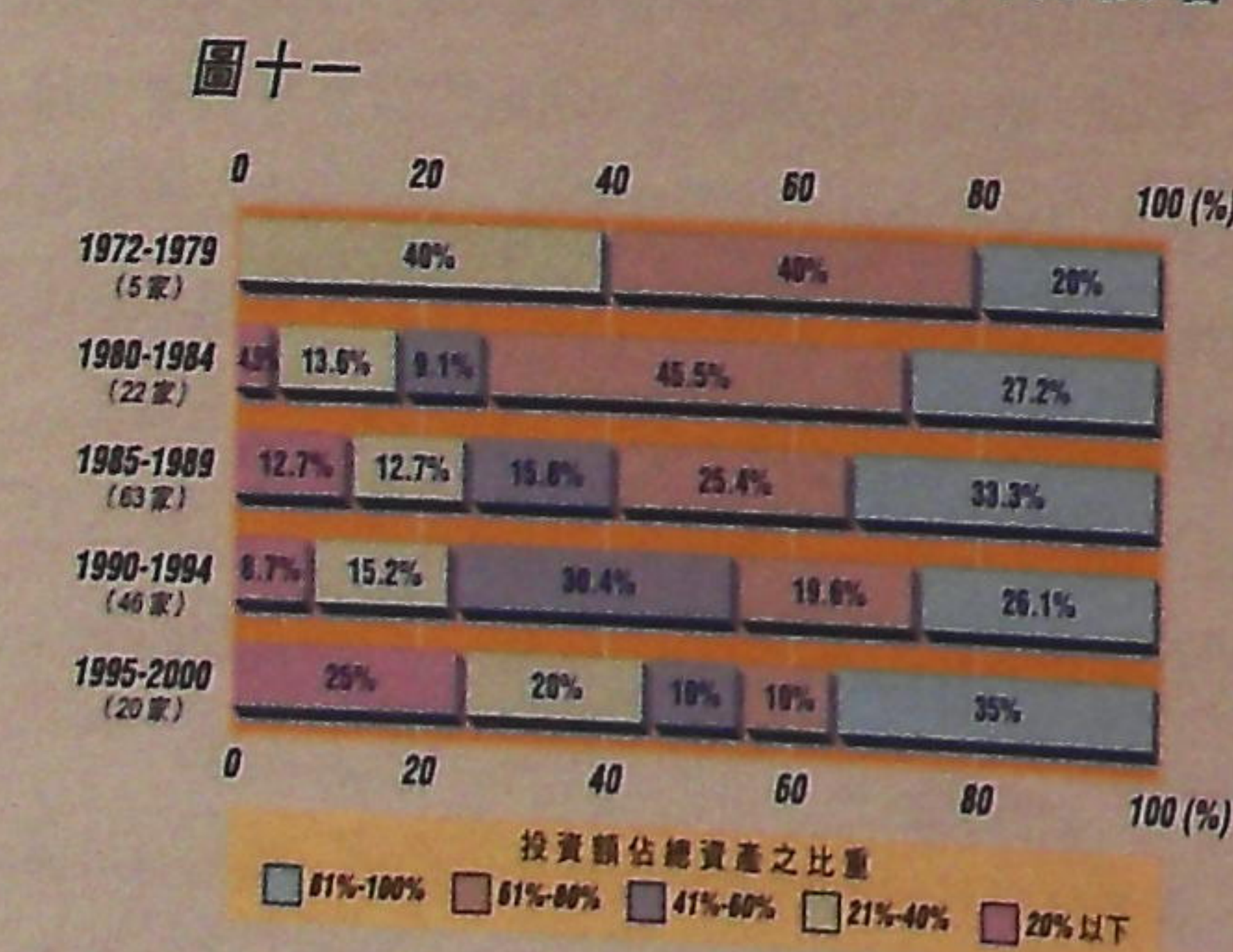
表九、投資年期與涉及的省份數目

首次投資年份	投資涉及的省份數目			
	東部	中部	西部	合計
1972~1979	9 (1.50)	1 (1.00)	4 (2.00)	14 (2.33)
1980~1984	30 (1.25)	1 (1.00)	1 (1.00)	32 (1.33)
1985~1989	103 (1.51)	16 (2.00)	12 (1.74)	131 (1.92)
1990~1994	56 (1.21)	3 (1.00)	1 (1.00)	64 (1.39)
1995~2000	24 (1.20)	0 (—)	1 (1.00)	25 (1.21)
小計 1972~2000	224 (1.39)	21 (1.91)	19 (1.63)	264 (1.61)

註：括號內的數字為在有關地區投資的回應公司平均每家所涉及的省份數目。

可見，港商在大陸的投資首先集中在東部沿海省份，特別是與本港地理相近、語言相通、歷史和文化關係密切的廣東省。但是，隨著投資年期的增加，港商對國內的投資環境逐漸熟悉，開展跨境生產的經驗亦日益豐富，加之在東部沿海的成功經驗增強了企業擴展業務的能力和信心，因此投資的足跡逐漸延伸到更多的省份，包括中、西部地區。

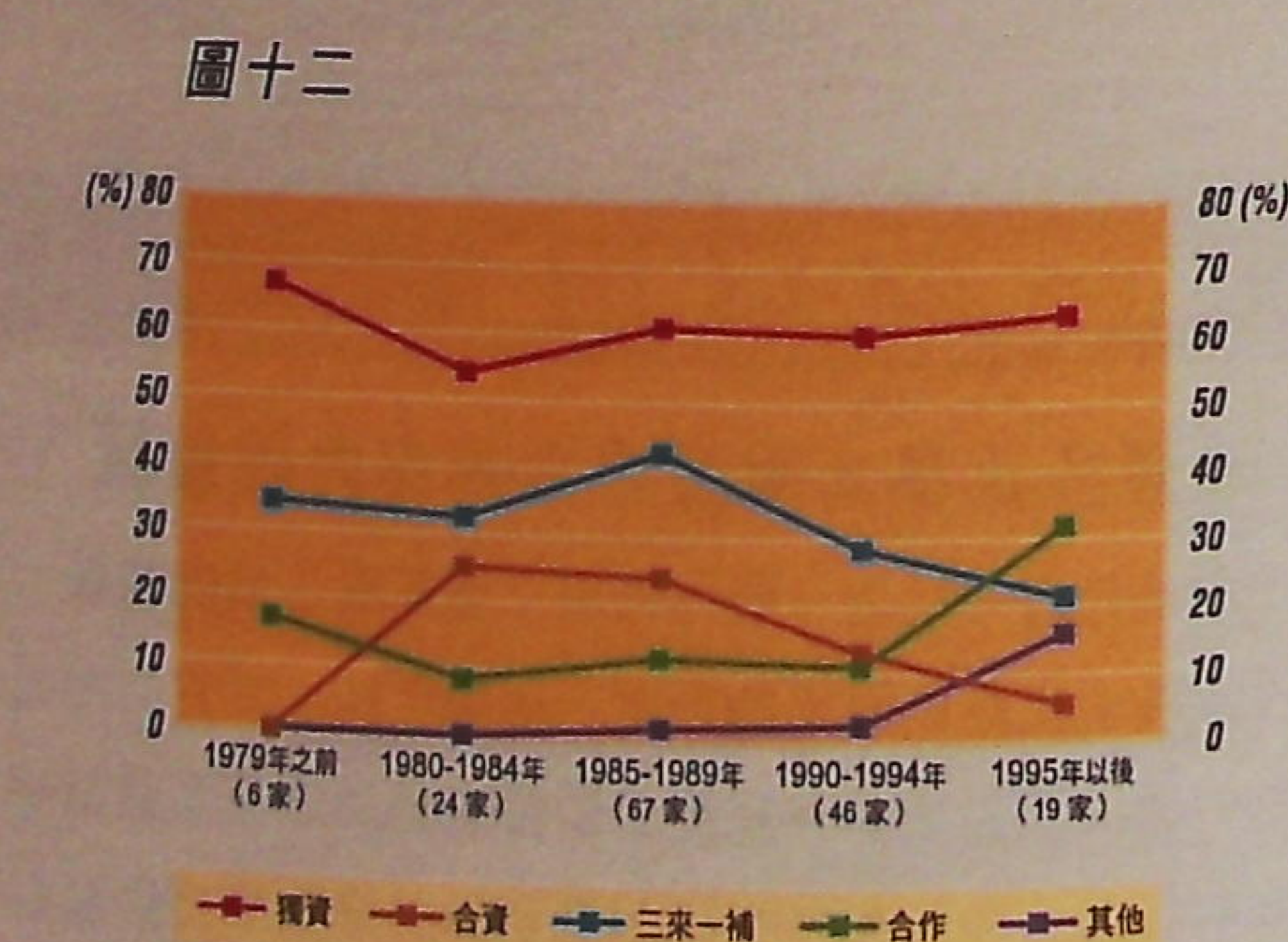
4. 經營重心向內地轉移的程度與日俱增



如圖所示，內地投資額佔公司總資產達六成以上者，投資年期超過20年的5家公司（即1979年之前進行首次投資）中有3家，佔60%；投資年期在15至20年之間的有72.7%；

10至15年的有58.1%；5至10年的有45.7%；5年以下的為45%。顯然，回應公司在內地的投資時間越長，其投入大比重資本的可能性亦隨著增加，經營重心從本港向內地轉移的程度也可能越高。

5. 合資和「三來一補」投資方式相對式微



如圖顯示，不論投資時間長短，回應公司最多採用的投資方式一直是獨資，約佔各投資年期組別的六成。「三來一補」和合資分別是第二、第三種最常用的方式；但這兩種方式在80年代中後期達到高峰之後，最近幾年已較少為投資者所採用。

一般來說，在國內推行改革開放的初期，香港廠商對當地投資環境既不熟悉又無信心，投資策略大多保守而又欠長遠計劃，故較多地採用加工貿易這類相對簡單的經營方式，或者與內地的合作伙伴組建合資公司，藉以利用對方的一些長處，例如對當地市場的認識、社會關係、現有的廠房設備，甚至資金等。但近年來，港商在大陸的經營策略趨向長期化，對經營管理方面的自主權和控制權更為重視，故獨資的方式大行其道，而合資和「三來一補」則相對式微。自一九九五年以來，港商採用合作經營和其他投資方式，如承包等的企業明顯增多，這可能與近期中地政府鼓勵外商參與國企改革有關。

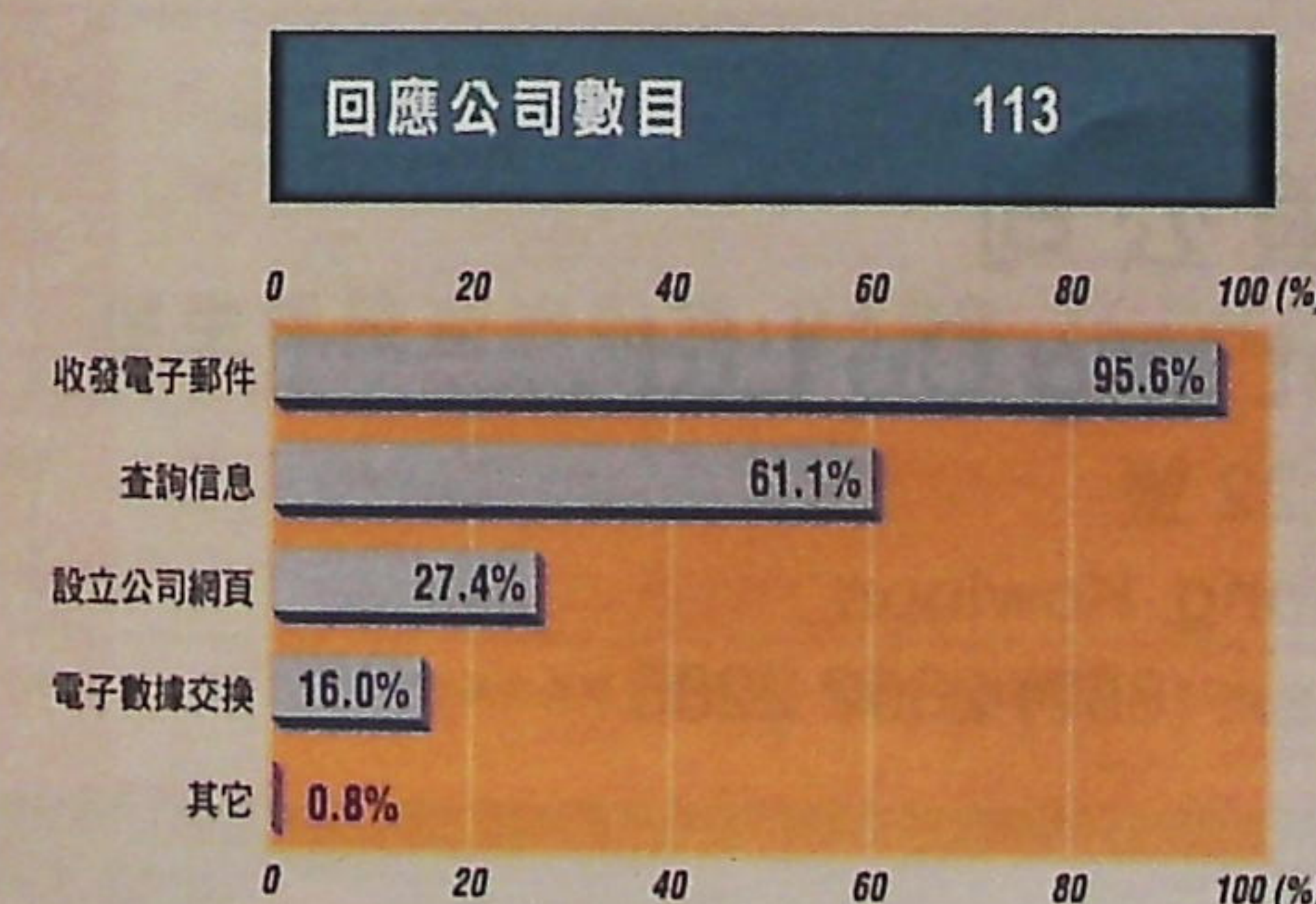
6. 互聯網的使用方興未艾

調查中發現，79.3%有投資的回應公司已在內地的分支機構使用電腦，其中更有65.6%已使用互聯網。據估計，目前國內企業的上網率僅為10%左右；香港特區政府資訊科技及廣播局則估計香港本地企業使用互聯網的比率為35.8%。可見，回應的投資企業在互聯網的使用上已遠遠領先於香港和國內企業的整體水平。

表十、互聯網的普及程度

回應公司數目	174
有使用電腦	65.5%
無使用且未配置電腦	13.8%
未使用但已配置電腦	20.7%

圖十三、互聯網的用途



投資內地的廠商在電子商務方面遙遙領先的可能原因之一，乃這些企業的國際化程度較高，對信息的需求、以及對新技術的敏感性和認受性通常較高；而採用互聯網又可以增強企業開展國際化經營的能力。例如，企業不僅可以利用互聯網加強內部各部門之間的溝通，大大降低長途通訊的成本，提高效率 and 協同性；而且還可以突破時間和空間上的限制，接觸遠方的市場；並可提高對市場需求的反應速度，改善與客戶的關係。此外，國際市場上的競爭壓力以及客戶的要求亦很可能是這些廠商加快電子商貿發展步伐的外部動力。

7. 改善內地投資環境應從制度因素著手

綜觀回應企業對最近幾年國內投資環境的評價，似乎有每況愈下的趨勢。認為「滿意」和「很好」者佔全部回應企業的比重從1998年的56%，降為1999年的30%、2000年的28%、以及未來兩年的27%。雖然如此，國內的投資環境並非絕對地大幅度惡化。實際上，如果按照加權評分來看，回應公司對國內總體投資環境的看法始終維持在「尚可」水平之上，而絕大多數的回應公司都憧憬中國加入世界貿易組織所帶來的商機。這一點亦可以從有關公司未來兩年的投資計劃看出。調查中發現，大多數回應公司均會在來來兩年增加(47.1%)或維持(41.9%)業務規模，表示會縮減業務的僅佔2.9%，顯示廠商投資內地的信心有增無減。

值得注意的是，妨礙廠商在內地投資的眾多不利因素當中，最為嚴重的並非來自經濟層面，而是制度方面的因素，包括法律制度不健全、稅賦及收費繁複、政府收緊監管。無獨有偶，回應公司在預測內地入世之後的正面影響時，亦將「制度更符合國際慣例」列為最重要的因素；更有其者，在回答本會應提供何種協助這一問題時，最多的回應廠商(68.7%)表示希望本會代表業界加強與內地政府的溝通和協調。顯然，國內要改善投資環境，以增強對外資的吸引力，當務之急是應從制度因素著手；而代表廠商向中央政府表達意見，促使有關外資政策完善化、合理化，亦是本會今後理應堅持不懈的重點工作。

恭賀新禧 大展鴻圖

陳永棋
致意

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滙豐集團成員



二零零零年廠商會 獎學金頒獎典禮

第三十七屆香港中華廠商聯合會獎學金頒獎典禮已於二零零零年十二月一日舉行，由會長陳永棋，副會長楊孫西、盧文端、陸增鏞，會長助理林學甫、蔡衍濤及教育委員會主席鄭正訓主持，本會並邀得教育統籌局副局長祝建勳擔任主禮嘉賓。

自一九六四年成立以來，廠商會獎學金每年均由熱心的董會及會員捐助，旨在鼓勵及表揚本港中學及大專院校成績優異的學生。來自二十九間院校共243名學生獲頒逾港幣四十七萬元的獎學金，並由祝局長代表本會頒贈。

本會謹向二零零零年廠商會獎學金所有捐款人致謝，名單如下：

劉謙齋慈善基金	80,000	百達製衣有限公司	3,000	利家安企業有限公司	1,000
長江製衣廠有限公司	20,000	大慶石油有限公司	3,000	李仲潮會董	1,000
蔡章閣基金有限公司	20,000	和富慈善基金有限公司	3,000	天光五金製造廠有限公司	1,000
威利馬電器有限公司	20,000	惠元昌有限公司	3,000	李嘉惠會董	1,000
永和實業有限公司	13,500	丁午壽會董	3,000	嚴燦枝會董	1,000
豐利洋行	10,100	柏記五金塑膠製品廠有限公司	3,000	香港米聯企業有限公司	1,000
雷康侯博士JP	10,000	威達絕緣材料製造有限公司	3,000	李琳明金屬製品廠有限公司	1,000
獅球教育基金	10,000	步陞鞋業有限公司	3,000	林慕南會董	1,000
維達企業有限公司	10,000	黎明金屬製品廠有限公司	3,000	美麗都織造廠有限公司	1,000
葉慶忠副會長	10,000	亞美輝達有限公司	3,000	利添集團有限公司	1,000
香江國際集團	10,000	大中實業股份有限公司	2,500	科源(亞洲)有限公司	1,000
文明電子有限公司	10,000	立基糖瓷廠有限公司	2,500	永昌金屬製品廠有限公司	1,000
美羅針織廠(香港)有限公司	10,000	安泰有限公司	2,500	綜合製衣廠有限公司	1,000
榮利錄音錄影帶製造廠有限公司	10,000	大公布廠	2,500	利獲時工業有限公司	1,000
亞非紡織集團	10,000	崔氏工程有限公司	2,500	大鵬首飾製品廠	1,000
周潤寬常務會董	10,000	麗東工貿管理有限公司	2,500	錦記樹膠製品廠有限公司	1,000
英輝船舶有限公司	10,000	中華商務聯合印刷(香港)有限公司	2,500	豪華鈕廠有限公司	1,000
何柱國會董	10,000	榮信工程有限公司	2,500	新光燈飾製品廠有限公司	1,000
得美(楊氏)實業有限公司	10,000	奇美廚房用品有限公司	2,500	高斯電子有限公司	1,000
茂豐有限公司	10,000	徐秀夫常務會董	2,000	香港電業自動工程有限公司	1,000
光遠實業有限公司	10,000	曾金城會董	2,000	賢聖財務顧問有限公司	1,000
仁興礦務有限公司	10,000	鄭學禮會董	2,000	星光實業有限公司	1,000
精美工業有限公司	7,500	豪華製造廠有限公司	2,000	新法工業集團有限公司	500
企達鐘錶有限公司	5,000	梅氏金城製衣有限公司	2,000	蔡德河常務會董	500
銀壳電器工業(集團)有限公司	5,000	德成印刷有限公司	2,000	陳鴻基會董	500
孫啟烈會董	5,000	精棉發展有限公司	2,000	周林邦會董	500
依利安達國際集團有限公司	5,000	興發塑膠製品有限公司	2,000	何煜榮會董	500
勵新實業有限公司	5,000	超錦製品廠有限公司	2,000	曹金霖會董	500
福興實業有限公司	5,000	羅大行實業有限公司	1,500		
美輝製帽國際有限公司	5,000	義記鋼鐵電器有限公司	1,500		
立基五金飾物製品廠有限公司	4,000	劉文煒常務會董	1,000		
				總共	470,100



左起：會長助理蔡衍濤，副會長陸增鏞、楊孫西，教育統籌局副局長祝建勳，會長陳永棋，副會長盧文端，會長助理林學甫，本會教育委員會主席鄭正訓於十二月一日主持二零零零年廠商會獎學金頒獎典禮。

求職資訊站2000

為讓求職人士獲取最新之職位空缺及再培訓資料，以及協助僱主聘請合適的員工，本會與勞工處、僱員再培訓局及本地五個僱主團體於十月十八日舉辦「求職資訊站2000」。

是次展覽共二十多間機構參與，包括來自各行業的僱主公司及各大培訓機構。主辦機構並安排了連串求職講座及錄影帶欣賞，藉此加強求職人士對培訓課程、職位空缺及各種求職技巧之認識。此外，僱主亦獲安排與申請人即場進行面試。



市民十分踴躍參觀求職資訊站2000。

電子商貿介紹講座系列

「電子商貿」對工商界來說，乃面向國際市場的必然途徑和競爭模式。為加深會員對推行「電子商貿」之認識，本會一連三個月就不同範疇之問題舉行了三個介紹講座。繼八月十五日舉行首個講座後，本會分別於九月十九日及十月十日，舉行「電子商貿世界之嶄新推廣及管理模式」及「電子收費系統概覽」介紹講座。本會邀得數碼通寬頻服務有限公司寬頻商業市場高級營業及市務推廣經理蔡永祥，以及軟件發展有限公司執行董事歐陽劍華作為「電子商貿世界之嶄新推廣及管理模式」講座之主講嘉賓，分別就網上之推廣策略及個案進行探討及剖析，以及詳細講解了企業資源管理系統之成功因素。至於「電子收費系統概覽」介紹講座則由香港郵政電子服務科高級核證業務分析經理鍾少賢，亞太貿易卡有限公司業務聯盟總監陳婉明，大新銀行商業銀行處助理總經理麥智華、高級業務經理吳文誠及業務網絡管理部經理劉淑賢擔任主講嘉賓，他們分別就「香港郵政公共核證服務」、「如何建立及推行安全可靠之企業對企業(B2B)付款系統」，以及「網上融資服務及付款系統」等課題發言。報名參加上述講座之會員逾八十人。

第二期少數民族知名人士 香港研討班學員訪會



由中央統戰部副局長趙書綱(左)率領代表團一行三十八人於二零零零年十月十九日蒞會訪問，由本會副會長呂明華(中)主持接待。雙方互就內地及香港的工業發展交換意見。

本會與印尼工商業聯合會合辦貿易洽談會

本會、香港總商會及香港華僑華人總會應印尼工商業聯合會之邀請，於二零零零年九月十九日與該會訪港代表團假印尼領事館合辦貿易洽談會。洽談會開幕禮於當日上午舉行，分別由印尼駐港總領事Mr Effendi，代表團團長、印尼工商業聯合會主席Mr Sulisto，以及本港三家合辦商會的代表致辭，本會並由會董鄭學禮代表出席。洽談會於下午進行，期間印尼工商業聯合會代表二十多名團員與本港企業代表就有關投資項目進行洽談。



本會會董鄭學禮(左二)，印尼駐港總領事Mr Effendi(右三)，印尼工商業聯合會代表團團長及主席Mr Sulisto(右二)及其他嘉賓主持貿易洽談會開幕禮。

福州市代表團訪會



福州市委副書記陳揚富(左四)一行六人，於二零零零年十二月二十七日蒞會訪問，由本會會長陳永棋(中)主持接待。會上，雙方就閩港兩地經貿合作事宜交換意見。

內蒙古自治區人民政府代表團



內蒙古自治區人民政府代表團一行十人，由該政府副主席王鳳岐(右六)率領，於十月十八日蒞會訪問，由本會會長陳永棋(右五)主持接待。

遼寧省政府代表團訪會



遼寧省政府代表團一行六人，由遼寧省政府副秘書長齊文彬(左五)率領，於十二月八日蒞會訪問，由本會副會長葉慶忠(中)主持接待。

福建省總商會代表團訪會



福建省總商會代表團一行三人，由該會副會長陳大明(左三)率領，於十一月七日蒞會訪問，由本會副會長盧文端(右三)主持接待。

宴請中國貿促會代表團



由中國貿促會會長俞曉松(左)率領之十六人代表團與本會代表於十一月七日進行午餐會議，由本會會長陳永棋(右)主持接待。

中國貿促會法律部 出證認證工作小組訪會



本會會長助理林學甫(右四)於二零零零年九月二十日接待中國國際貿易促進委員會法律部出證認證工作小組一行六人，並致送紀念品予該會法律部副部長黃河(左四)。會上，雙方就兩地產地來源證及出證認證等事宜交換意見。

湖南省岳陽市人民政府代表團訪會



湖南省岳陽市人民政府代表團於十二月十四日蒞會訪問。本會會長助理蔡衍濤(右四)接受該市市長羅碧升(左五)所饋贈的紀念品。

浙江省委統戰部代表團



浙江省委統戰部代表團一行三人，由浙江省委統戰部常務副部長徐長福(左四)率領，於二零零零年九月二十五日蒞會訪問，由本會副會長梁欽榮(右五)主持接待。會上，雙方代表分別就浙港兩地的經貿情況進行交流。

河南省洛陽海外聯誼會經濟考察代表團



河南省洛陽海外聯誼會經濟考察代表團一行六人，由洛陽海外聯誼會副會長張耀平(右五)率領，於十月二十四日蒞會訪問，由會長陳永棋(右四)主持接待。會上雙方互就豫港兩地經貿合作事宜交意見。

廣州市外經貿委訪會



廣州市對外經濟貿易委員會綜合處處長湯悅才(右)及辦公室副主任吳毅(左)於十月二十四日蒞會訪問，由本會會長陳永棋主持接待，雙方並互就兩地經貿事宜交換意見。

浙江海外聯誼會訪會



浙江海外聯誼會經貿考察團一行五人，由浙江省委統戰部副部長方德根(中)率領，於十月二十四日蒞會訪問，由本會會長陳永棋(右五)、副會長陸增鏞(右四)及會長助理蘇包陪慶(左五)等接待。

西藏林芝地區代表團訪會



由福建省南平市委員會委員兼西藏林芝地區委員會委員楊根生(中)率領的西藏林芝地區代表團一行六人於十月十八日蒞會訪問。

長江開發滬港促進會代表團訪會



長江開發滬港促進會代表團一行六人，由該會秘書長兼上海市人民政府發展研究中心副主任吳修藝(左五)率領，於十一月二十三日蒞會訪問，由本會副會長林輝實(右五)主持接待。會上，吳副主任介紹了該會新設立的網上投資洽談系統。

「深圳市進一步優化投資環境和產業發展策略」研討會



由深圳外商投資企業協會及本會舉辦之「深圳市進一步優化投資環境和產業發展策略」專題研討會於十一月二十九日舉行，由深圳外商投資企業協會執行副會長郭小慧(前排左一)及本會副會長葉慶忠(前排中)主持。

西藏自治區人民政府代表團訪會



由西藏自治區常務副主席徐明陽(中)率領之八人代表團，於十月十一日蒞會訪問。

大連市政府代表團訪會



大連市政府代表團一行九人，由大連市人民政府代市長李永金(左五)率領，於十月二十六日蒞會訪問，由本會會長陳永棋(右五)主持接待。

智利政府代表團訪會



智利政府代表團一行十人，由智利政府駐中國領使Mr Jorge Tarud(左五)率領，於十月二十日蒞會訪問，由本會常務會董趙振邦(右六)主持接待。

雲南省政府代表團



雲南省政府代表團一行三人，由雲南省商會會長兼中國民營企業交易會組委會副主任蘇正國(左三)率領，於十一月八日蒞會訪問，由副會長林輝實(左四)主持接待。會上雙方互就滇港兩地經貿合作事宜交換意見。

宴請中華全國工商業聯合會代表團



本會會長陳永棋(左五)、副會長葉慶忠(右四)、呂明華(左四)、林輝實(右二)、會長助理林學甫(左二)及蔡衍濤(右一)等，於十一月八日舉行晚宴款待由中華全國工商業聯合會副主席保育鈞(左五)率領之二十三人代表團，雙方互就兩地之經貿合作事宜交換意見。

廣東省新會市對外經貿局代表團



廣東省新會市對外經貿局代表團一行九人，由新會市外經貿局局長鄭宏斌(左七)率領，於十一月二日蒞會訪問，由副會長葉慶忠(中)主持接待。會上雙方互就粵港兩地經貿合作事宜交換意見。

天津市政府代表團訪會



由天津市政府副秘書長劉紅升(左五)率領的八人市政府代表團於十二月七日蒞會訪問，獲本會副會長梁欽榮(中)主持接待。

福建省外經貿廳代表團訪會



由福建省外經貿廳副廳長賀汪洋(中)率領的六人代表團，於十二月四日蒞會訪問，由本會會長助理林學甫(右五)主持接待。

北京市政協赴港澳考察團及北京市區縣企業廠長(經理)培訓班



北京市政協赴港澳考察團及北京市區縣企業廠長(經理)培訓班一行十五人，由北京市政協副主席朱育誠(前排左二)率領，於十一月二日蒞會訪問，本會並於會後設宴款接該代表團。代表團由副會長梁欽榮(前排中)主持接待，會上雙方互就京港兩地經貿合作事宜交換意見。

尼日利亞Ondo州代表團

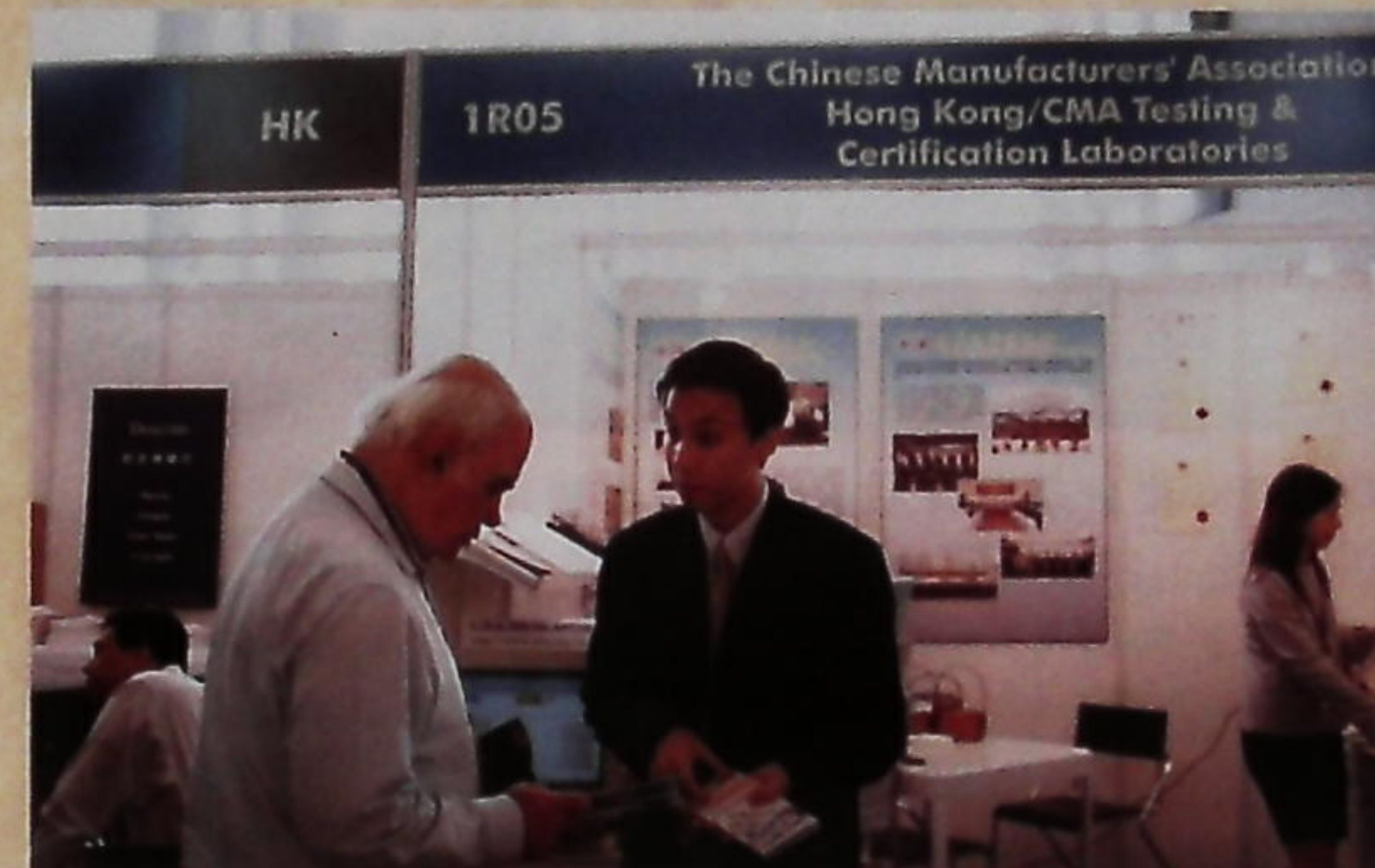


尼日利亞Ondo州代表團一行十三人，由尼日利亞Ondo州Executive Governor HE Adebayo Adefarati(左六)率領，於十月三十一日蒞會訪問，由副會長陸增鏞(中)主持接待。會上雙方互就尼港兩地經貿合作事宜交換意見。

本會參與香港電子產品展

本會於十月十一日至十四日參與香港電子產品展。是次展覽會假香港會議展覽中心新翼舉行，共有來自二十二個國家及地區的一千五百家參展商參加。

本會是次於展覽會展出成功，有賴各會員的支持，借出其生產的禮品及家庭用品於本會攤位內展出，產品更獲不少本地及外地廠家垂青，有助推廣香港對外貿易及業務合作。



外地廠家垂詢有關本會及本會檢定中心的服務。

河北省招商局代表團訪會



本會副會長陸增鏞(左六)於十二月十九日接待河北省招商局代表團一行七人，並致送紀念品予該局副局長桑秀國(左五)。

內蒙古呼和浩特市總商會代表團訪會



內蒙古呼和浩特市總商會代表團一行十人，由市委副書記王鐵小(左五)率領，於十二月十三日蒞會訪問，由本會副會長林輝實(中)主持接待。

江西省九江市人民政府代表團訪會



本會副會長葉慶忠(右五)於十二月八日接待江西省九江市人民政府代表團，並致送紀念品予九江市市長劉積福(左七)。

雲南商業集團訪會



由雲南商業集團有限公司董事長陳思雄(前排右五)率領的二十八人代表團於十二月十二日蒞會訪問，由本會副會長林輝實(前排中)主持接待。

第四屆「北京・香港經濟合作研討洽談會」

「北京・香港經濟合作研討洽談會」於十一月二日至三日假香港會議展覽中心舉行。本會為是次活動主辦機構之一，本會會長陳永棋應邀代表本會擔任於十一月二日開幕式之主禮嘉賓之一。為期兩日的研討洽談會活動包括開幕式、主旨報告會、經濟論壇、北京2008年奧運會申辦委員會記者招待會和專場推介會，以及於十一月三日舉行之新經濟合作企業家論壇和項目簽約儀式。



出席第四屆「北京・香港經濟合作研討會」的主要嘉賓。

本港四商會聯合舉辦午餐會



本會聯同香港紡織業協會、香港出口商會及香港付貨人委員會於十一月三十日假香港富豪酒店舉行午餐會，邀得保安局局長葉劉淑儀(左二)任主講嘉賓。本會會長陳永棋(右二)、香港出口商會會長林健鋒(右一)及香港付貨人委員會主席林宣武(左一)致送紀念品予葉局長。

「智者之選－展能與就業」計劃



本會婦女委會撥款贊助聖雅各福群會「智者之選－展能與就業」計劃，主席周陳小玲(右一)等於十月十五日出席該會五十週年開放日。

赴澳門代表團



本會於去年十月二十日組織一行十四人之代表團，由會長陳永棋(前排左四)率領前赴澳門，出席由澳門貿易投資促進局舉辦之第五屆澳門國際貿易投資展覽會開幕典禮。圖為本會代表團於展覽會會場拍照留念。

本會青年委員會活動



本會青年委員會於九月二十三日聯同香港中華總商會青年委員會舉行室內槍戰活動。

港加商會代表團



港加商會代表團一行三人，由該會主席包樂民(中)率領，於十一月二十九日蒞會訪問，獲本會副會長陸增鏞主持接待。會上雙方互就加港兩地經貿合作事宜交換意見。

廠商會中學校舍新翼命名典禮

廠商會中學在十一月十六日於該校舉行傅陳潤美紀念樓命名典禮，邀得本會會長陳永棋、傅鈞照先生、傅承蔭先生及校監尹德勝常務會董主持命名儀式。

承蒙陳除慶堂慷慨捐贈一百二十萬港元、傅鈞照先生捐助一百萬港元予該校，設立「廠商會中學教育發展基金」，作為該校課程發展、資訊科技教育、教師專業發展及提升學生的學習效能之用，該會遂將校舍新翼以「傅陳潤美紀念樓」命名。此外，本會會董亦積極響應，由尹德勝常務會董率先捐助十萬元，而周忠繼名譽會長、朱祖涵名譽會長、楊孫西副會長、盧文端副會長、陸增鏞副會長、蘇包陪慶會長助理、蔡宏豪常務會董、鄭正訓常務會董及周克強會董亦各捐五萬元。

會員參觀香港生產力促進局

香港生產力促進局由政府撥款資助成立，透過提供專業顧問服務提高本地工商企業的生產力。本會於十一月十日安排會員參觀香港生產力促進局。當日由該局代表接待及介紹所提供之各項服務，並親臨了解轄路庫、經緯集、數碼21廣場及創新產品開發院。透過是次參觀，會員對該局所提供之服務有更深入的认识。



香港生產力促進局創新產品開發院高級顧問杜紹忠先生(前排左五)與本會會員合照留念。

除主禮嘉賓外，出席典禮的嘉賓尚包括陳瑞球先生、盧文端副會長、陸增鏞副會長、林學甫會長助理、蔡衍濤會長助理、鄭正訓常務會董及周克強會董等逾百人。



(左起)本會會長陳永棋、傅鈞照先生、傅承蔭先生與校監尹德勝常務會董主持傅陳潤美紀念樓揭幕儀式。



鄰苯二甲酸鹽 監管尚欠明確

在 全球性趨勢帶動下，含有鄰苯二甲酸鹽(Phthalate)的乙烯軟膠(PVC)玩具和嬰兒用品已不再在市場上出現。當中不少零售商已停止採購含鄰苯二甲酸鹽的PVC產品，尤其針對三歲以下兒童能放進口中的產品。事實上，除了歐洲，多個主要市場的監管團體(regulatory bodies)已對上述問題作出即時行動。

美國是其中一個主要市場，現正重新測試鄰苯二甲酸鹽對人體所造成的危害。不少認可團體(recognized bodies)更開始進行科學測試和研究，為要對將來禁售含鄰苯二甲酸鹽產品行動提供有力依據。美國消費產品安全委員會內的一個審查會(The Chronic Hazard Advisory Panel(CHAP))將於今年二月二十八日前發表一項報告，以證明DINP不會令人體致癌。美國玩具協會(TMA)亦支持一項量度兒童吸吮和咀嚼PVC玩具時間的研究，有關研究報告將於二零零一年一月發表。此外，該協會亦有研究預防性指導理念(Precautionary Principle)的可行性和其會否影響公眾對這項沒有科學證據的條例之理解。

歐洲是現時全球最大的市場，歐洲聯盟委員會(EU)已將暫時性禁制含鄰苯二甲酸鹽產品的禁令申延至二零零零年十二月五日。很多歐盟國家已對市

場上的玩具和物品制訂以下指引，包括禁止售賣：

- (i) PVC製成品，當中含有以下一種或多種化學物：DINP，DEHP，DNOP，DIDP，BBP和DBP，其重量超過相對製成品重量千分之一(0.1%)；及
- (ii) 能放入三歲或以下兒童口中的產品。

歐洲聯盟委員會已要求聯合研究中心(Joint Research Centre)確認一個歐洲各國可接受的測試方法來測量鄰苯二甲酸鹽在PVC玩具上可接受的滲透成份(acceptable migration levels)。這項試驗將由十五間歐洲和美國實驗室合作共同研究三種測試方法。與此同時，有關機構亦正在討論一項由歐盟委員會草擬的永久禁止鄰苯二甲酸鹽及其標籤程序(labeling procedure)條例。

其他國家如日本和澳洲並沒有實施對含有鄰苯二甲酸鹽玩具的管制。不過，日本玩具協會已要求市面出售的產品亦要有標籤程序。

如閣下對上述資料有任何查詢，歡迎致電2698 8198與本會檢定中心聯絡。

註：上述資料參照美國玩具協會報告(No.S-4/二零零零年九月二十六日)及香港工業貿易署通報。

在過去的四十年裡，我們慶幸能與六十年代建設中的香港一起成長。



今日 我們更得以最新科技參與香港最大基建——新機場核心工程（如客運大樓、維修中心、引擎試驗場、訓練中心、機鐵快線、青馬大橋、會展中心等）提供設計及引入先進科技產品等服務。

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僱員補償條例 —

死亡補償的改善

2000年僱員補償(修訂)(第2號)條例已於2000年8月1日生效。該修訂條例改善了因工死亡的補償及有關的申索機制,同時亦提高多項違例事項的罰款額,以及清楚闡釋總承判商的法律責任。

死亡補償

- 提供額外的途徑以解決沒有爭議的致命工傷申索,在僱主和已故僱員的家人的同意下,勞工處處長可裁定這些個案的申索。
- 規定僱主須全數支付死亡補償予已故僱員的家庭成員,而非其受養人。
- 規定僱主在等候勞工處處長裁決時,須向已故僱員的配偶支付臨時付款。臨時付款的數額設有上限,並且可在日後支付予該配偶的補償金額中扣除。
- 規定在所有致命工傷個案中,僱主須支付殮殮費和醫護費,以港幣35,000元為上限。

上述的各項改善,只適用於在2000年8月1日或之後所發生的意外。當推行之後,這些措施可助縮短解決致命工傷補償申索的時間。而廢除供養程度的準則,以及規定僱主在所有個案支付殮殮費的條文,一般來說,可令已故僱員的家庭成員獲得較大筆的補償金。

罰款水平

- 提高多項違例事項的罰款額至港幣10萬元。有關的違例事項包括沒有支付補償、沒有投購僱員補償保險,以及未能出示保險單以備查核。

闡釋總承判商的法律責任

- 明確規定如果總承判商在沒有合理解釋的情況下,未有根據僱員補償條例第24條向其次承判商的受傷僱員支付補償,一經定罪,可被罰款港幣10萬元。

(資料來源:勞工處《勞資透視》)



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貴州省簡稱黔或貴，省會貴陽市，人口3,560多萬，總面積17.6萬平方公里。貴州地處中國西南雲貴高原東部，平均海拔1,000米。

天然資源

貴州天然資源豐富，礦產資源、水能資源和生物資源種類繁多。其中已探明礦產儲量名列全國前4位的有16種。農作物主要是稻米、玉米、花生、小麥、薯類等，經濟作物主要有油菜、煙草、棉花、甘蔗、水果、甜菜等。畜牧業主要是肉禽、蛋、奶等畜產品。茶樹分佈廣，綠茶品種多。

基礎建設

貴州省相繼動工建設株六鐵路複線貴州段、內昆鐵路貴州段和貴陽至畢節高等級公路，以及城建、環保、倉儲、住房、農田水利等一批重點工程，水城至柏果鐵路和貴陽至新寨高等級公路等一批重點工程項目施工步伐加快。貴陽東北繞城高速公路已建成通車。

貴州省交通形成了以鐵路為骨幹及水路、公路、航空綜合運輸網。鐵路線黔桂、川黔、貴昆、湘黔四條幹線有100多條專用線，鐵路營業里程1,423公里；公路線以遵義、安順為中心，通達省內各縣，公路里程32,700公里；水運內河航道里程1,899公里，以貴陽為中心，通達北京、鄭州、成都、昆明、上海、廣州等地；郵電以貴陽為中心遍及全國各地及省內各鄉鎮。

工業發展

貴州逐步建立了煤炭、冶金、化工、機械等重工業。主要工業產品有紗、糖、卷煙、白酒、彩色電視機、家用電冰箱、原煤、發電機、鋼材、平板玻璃、水泥、木材、化肥、輪胎外胎、微型電子計算機等。

海外投資

1999年外國直接投資項目共43個，合同金額總值達6千6百萬美元，實際利用外資額達4千萬美元。主要投資來源地為香港、加拿大、美國、緬甸及馬來西亞，外國投資集中在原料、建築、機械及電子等產業。

貴州省現正鼓勵外國投資者投資汽車零件、旅遊及輕工業，特別是紡織、食品加工、醫藥及健康產品。貴州亦積極與外國投資者合作改進工業企業、發展高新技術工業、轉化舊區及改善基建。

重要投資項目

1. 糧食、蔬菜、水果、禽畜產品、水產品的儲藏、保鮮和加工
2. 林木營造及林木良種引進
3. 竹資源的綜合利用
4. 水資源合理開發、利用與保護工程
5. 公路、獨立橋樑和隧道的建設、經營
6. 煤炭加工應用技術開發及產品生產

7. 鈦冶煉、加工企業技術改造
8. 低品位、難選冶金礦開採
9. 鋁鹽生產企業技術改造
10. 磷礦開採、高濃度磷複肥、磷化工產品生產
11. 新型電子元器件開發、製造
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商業秘密的法律保障



隨着中國市場經濟的發展，競爭日趨激烈，保障自身的商業秘密對經營者來說尤為重要。以下簡要介紹中國有關保障商業秘密的法律規定。

商業秘密的含義和構成條件

所謂商業秘密，是指不為公眾所知悉、能為權利人帶來經濟利益、具有實用性並經權利人採取保密措施的技術信息和經營信息。這裏所說的技術信息和經營信息，包括設計、程序、產品配方、製作工藝、製作方法、管理訣竅、客戶名單、貨源情報、產銷策略、招投標中的標底及標書內容等信息。

可見，商業秘密的構成須具備以下幾個條件：

- 一、秘密性：有關的技術信息和經營信息不為公眾所知，並不能從公開渠道直接獲取。
- 二、實用性：有關的技術信息和經營信息具有確定的可應用性，能為權利人帶來現實或潛在的經濟利益或競爭優勢。
- 三、權利人對有關的技術信息和經營信息採取了保密措施：訂立保密協議、建立保密制度及採取其他合理的保密措施，包括訂立口頭或書面的保密協議、對商業秘密權利人的職工或與商業秘密權利人有業務關係的他人提出保密要求等合理措施。只要權利人提出了保密要求，商業秘密權利人的職工或與商業秘密權利人有業務關係的他人知道或應當知道存在商業秘密，即視為權利人採取了合理的保密措施，職工或他人就應對權利人承擔保密義務。

侵犯商業秘密的行為

實踐中侵犯商業秘密的行為主要有以下幾類：

- 一、以盜竊、利誘、脅迫或者其他不正當手段獲取權利人的商業秘密；

- 二、披露、使用或者允許他人使用以不正當手段獲取權利人的商業秘密；
- 三、與權利人有業務關係的人士違反合同約定或者違反權利人保守商業秘密的要求，披露、使用或者允許他人使用其所掌握的權利人的商業秘密；
- 四、權利人的職工違反合同約定或者違反權利人保守商業秘密的要求，披露、使用或者允許他人使用其所掌握的權利人的商業秘密；
- 五、明知或者應知權利人的商業秘密是經由上述各手段獲取的第三人，獲取、使用或者披露權利人的商業秘密。

中國有關保障商業秘密的法律規定

目前中國有關保障商業秘密的法律法規主要有：

- 一、全國人大1986年4月12日通過的《中華人民共和國民法通則》第118條；
- 二、全國人大常委1993年9月2日通過的《中華人民共和國反不正當競爭法》第10、20、25條；
- 三、國家工商行政管理局1995年11月23日公佈的《關於禁止侵犯商業秘密行為的若干規定》。

保障商業秘密的手段

商業秘密的權利人在日常業務中要注意加強保密意識，建立公司內部保密制度，包括與職工簽訂的勞動合同中應訂明保守商業秘密及違約賠償條款，或者與職工簽訂保密協議；與有業務關係的人士訂立的合同，也應視情況需要訂明保守商業秘密及違約賠償條款，或者簽訂保密協議。若發現商業秘密受到侵害，權利人可以請求當地工商行政管理局查處，也可以直接向有管轄權的人民法院提出起訴。

本文由方和、吳正和律師行供稿，查詢請電：2848 4848。

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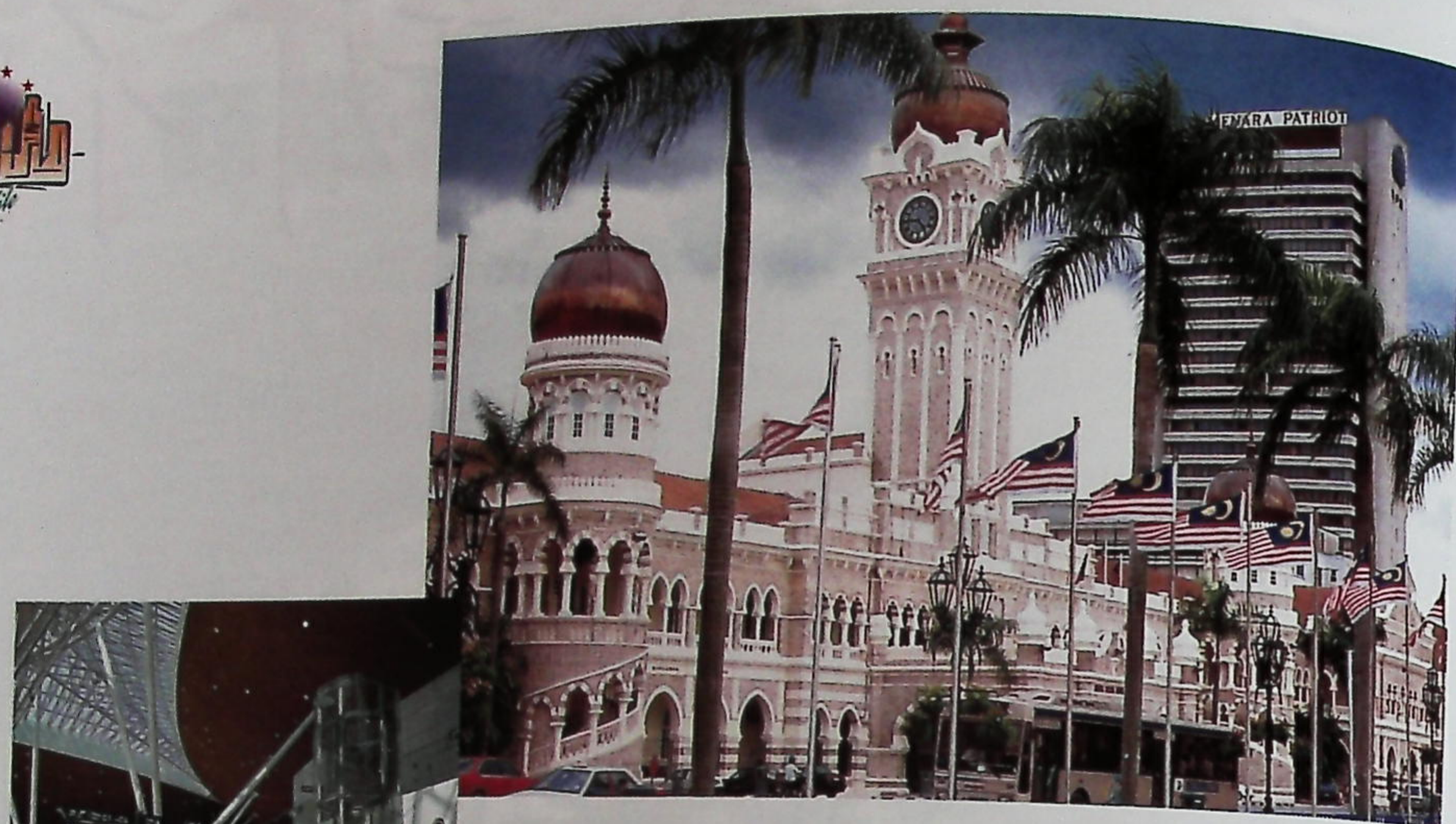
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馬來西亞

馬來西亞由 13 個國家和 2 個聯邦地區(吉隆坡和納敏島)組成。由於沙巴洲及沙撈越與馬來半島中間隔著南中國海，故稱為東馬來西亞。馬來西亞的首都是吉隆坡，馬來語為國家語言，英語為商用語，普通話、淡米爾文及其他方言同時通用。馬來半島的種族包括馬來人(60%)、中國人(30%)及印度人(10%)，通用貨幣為零吉(Ringgit)。

經濟發展

馬來西亞天然資源豐富，錫、橡膠、棕櫚油及森林資源均有大量出口，石油及天然氣儲藏量豐富。農業曾是馬來西亞的經濟支柱，但當地政府大力推動海外投資及協助經濟復甦，令製造業成為經濟主導。

隨著 1997 年 10 月馬幣對美元貶值 34% 後，股票交易市場下跌，經濟放緩，政府實施嚴峻的經濟政策以減低政府及企業的開支，加強銀行業及金融業的發展，增加製造業及農業的生產力，減少依賴進口貨並增加出口。政府設立國家經濟計劃局以處理國家經濟問題。

2000 年首季國內生產總值增長 11.7%，其中製造業佔 33%，顯示經濟正逐步復甦。首季消費品

進口上升 23%，預計在第二季將會繼續增長。但是由於國庫開支的限制，公共支出在 1999 年自最後一季起下跌 50%。外國直接投資已回復到金融危機前的水平。

貿易政策

馬來西亞是東南亞國家協會(ASEAN)的成員之一。為了進一步刺激貿易及投資，以及強化與其他東協成員國的貿易關係，馬來西亞建立了許多三邊發展計劃，以促進區域經濟發展。

馬來西亞對關稅的收費是建基於協調系統，政府正逐步削減關稅以配合其在世貿中的發展。

馬來西亞要求進口食品必須取得"halal"證書，這在肉類產品方面尤為重要，動物製品必須根據

伊斯蘭教的規定製造及處理。以下四個項目列舉出限制內容：

項目 1：包括違禁品，基於宗教、道德、保安及環境理由和來自以色列的所有進口貨一律被禁。

項目 2：包括家禽、肉、蛋、大米、糖、磚、木、安全帽和電訊設備一律需要許可證。

項目 3：以下產品要求許可證藉以暫時保護本地製造商。產品包括奶、白菜、咖啡、麵粉、部份鋼鐵產品及電線等。

項目 4：以下產品僅在符合特定要求下才可進口。包括動物、動物產品、植物、植物產品、香煙、泥土、動物性肥料及電器配件。

外國投資

製造業牌照由馬來西亞工業發展局授予，優先權會給予由馬來族原居民持有股權的合資企業。若有關項目可提供工作及訓練機會予當地人，或可提高本地技術及製造專門技能、有增值能力及為馬國製品提供出口機會，均可獲優先權。此外，能舒緩國內不同民族間貧富不均情況的項目亦會被優先考慮。



馬來西亞在 1986 年實施投資促進法以獎勵投資項目及吸引外國投資。此外，亦有特別獎勵計劃鼓勵農業發展、道路建設以及興建住宅或商業大廈。沙巴和沙撈越地區亦有獎勵藤及木類產品的製造商。整套獎勵計劃的詳情可向馬來西亞工業發展局索取。

馬來西亞共設有 13 個自由區域，其中 10 個自由工業區為投資者提供免稅進口原料、零件、機器並給予減免過關控制及手續。馬來西亞亦為從事訓練、分拆、分級、重新包裝、重新標籤及轉換的企業設有一個自由商業區。其餘 2 個自由區域用於出口貿易。

為了吸引特別是製造業方面的外國投資者，馬來西亞政府採用多種具吸引力的稅收制度和獎勵計劃。34% 的企業稅可透過多種津貼和其它獎勵而得到減免。

香港與馬來西亞的貿易

香港到馬來西亞的總出口自 1999 年下半年急劇上升 13% 後，於 2000 年首 7 個月進一步增長 20%。約 70% 由香港出口到馬來西亞的產品為中介品，主要包括半導體、電子活門及管道等(佔 14%)、電訊設備及組件(12%)、辦公室儀器及電腦組件(佔 10%)、電器及電路(9%)、電動機械及組件(6%)。

從馬來西亞進口到香港的貨品在 1999 年第四季有所增長，並在 2000 年首 7 個月增加 27%。馬來西亞進口到香港的貨品主要是中介貨物，包括辦公室儀器及電腦組件(24%)、半導體、電子活門和管道(17%)、電訊設備及組件(8%)。

聯絡單位：

馬來西亞工業發展局
3rd-6th Floor, Wisma Damansara,
Jalan Semantan, P.O.Box 10618,
50720 Kuala Lumpur, Malaysia
電話：(603)255 3633
電報：MIDAMA 30752
傳真：(603)255 7970

特區政府委任新一屆

中小型企業委員會成員

特

區政府於二零零零年十二月十五日公布了新一屆中小型企業委員會委員名單，任期為兩年，由即日起生效，委員會由二十五名人士組成。本會會長陳永棋先生獲委任為委員會主席，其他成員包括本地中小型企業經營者、工商界人士、學者、銀行界人士、為中小型企業提供支援服務的機構代表，以及工業貿易署署長及工商局副局長。委員會成員名單如下：



陳永棋先生(主席)

區煒洪先生
陳子政先生
朱嘉榮先生
朱鈞林先生
何忻基教授
許長青議員
許浩明先生

林偉駿先生
劉偉光先生
羅富昌先生
盧文端先生
吳宏斌先生
倪錦輝先生
蘇開鵬先生

孫國華先生
譚炳昌先生
楊國琦先生
余鵬春先生
俞肇熊教授
宋兆麟先生
(香港生產力促進局代表)

黎黃露玲女士
(香港貿易發展局代表)
何世柏先生
(職業訓練局代表)
工業貿易署署長
工商局副局長

新一屆中小型企業委員會的職能是就本地中小型企業的發展向行政長官提出意見，並向他建議有助支援和促進中小型企業長遠發展的措施。委員會的首要工作，將會是按行政長官在二零零零年十月的施政報告中提出的構思，就中小型企業在不同發展階段所面對的問題，以「便利創業」、「協助立足」和「促進發展」三大方向，探討可行的支援方案。

中小企應用電子物流個案



物流是一種物品實體流通活動的行為，在流過程中，透過管理程序有效結合運輸、倉儲、裝卸、包裝、流通加工、資訊等相關物流機能性活動，以滿足顧客及社會需求。簡單來說，物流是物品從生產地至消費者或使用地的整個流過程。「物流中心」則是一種設施，在商品的實體配銷過程中具備有訂單處理、倉儲管理、流通加工、揀貨配送，甚至擴大至兼具尋找客源、擁有最終通路、採購、產品設計及開發自有品牌等功能。

對於一些小規模的貿易商，若果要親力親為處理物流程序，由國際貨運到存貨管理，其實很麻煩，成本亦很高昂。善用電子物流公司便可節省成本，達致更佳成本效益。

小型貿易行的困難

一般小型公司除非可承諾每年提供最低生意額，否則船公司或貨運代理很難給予合理收費，然而合約可訂明若最終未能提供最低生意額，該貿易公司

則需支付部分差額。事實上，小型貿易行很難直接享受船公司提供的服務。一些國際性速遞公司物流都是處理乾貨，但對於一些需要溫度控制的貨物，則需要找專門的物流公司代勞。

處理凍貨之物流公司

傳統購貨方法是透過電話或傳真落單，然後出信用狀，過程頗依賴紙張。互聯網可使訂貨過程得以簡化，亦可透過網上銀行申請信用狀，至於採購，買家可利用特定的網上交易平台，輸入相關的資料，搜尋相關的買家。有了網上交易平台後，小型公司再不需要EDI(電子數據交換)也可以使用電子物流公司的服務，且成本較低。

網上存貨控制

進入了物流公司的網站內，客戶可同時進行存貨控制。公司亦可預約貨倉及預訂車隊安排取貨。由此可見，電子物流為中小企帶來不少便利。

《資料來源：經濟一週》

東亞興業嶄新網頁 引領進入網上融資新時代



近年，互聯網發展一日千里。各大機構提供的網上服務種類越來越多，商業活動漸趨頻繁。為配合時代的步伐，東亞興業亦將其網頁www.castasiaheller.com革新，為中小型企業提供多元化的網上服務，以配合電子商貿發展的需要。

在新的網頁內，各中小企業東主和主管們可於任何時間、地點進行融資借貸，完全不受時空所限，且申請手續簡便，只須在網上填妥有關資料便可即時獲知批核結果。而運作系統保安嚴密，所有資料絕對不會外洩或被竊。

東亞興業的網上融資，將特別為中小企業度身訂造的「資產融資」服務帶進互聯網的世界裏，對業務正在擴展的中小企業尤為適合。資產融資是從

一個較寬闊的層面去分析企業的資產，如應收賬項及機器設備等，從而提供短、中或長期的資金，毋須再單以「磚頭」作抵押，增加融資的靈活性。東亞興業短期融資，主要以應收賬項融資為主，包括本地或出口發票貼現及應收賬項循環貸款服務。而中至長期融資一般年期介乎二至五年，主要根據企業現有並無抵押之廠房及設備，以分期付款、租賃、售後租回或整體機器投資等方式貸出款項。

此外，東亞興業備有一個非常完善的資料庫，儲存數以萬計的客戶資料。客戶可透過互聯網隨時查核戶口結餘，每日上單及其顧客付款狀況，大大減低行政成本。東亞興業將與不同的商業對商業(B2B)入門網站合作，協助客戶解決過剩消費製成品(excessive inventory)，擴展他們的營商空間。

資料提供：東亞興業有限公司，查詢電話：2586 0006

龍騰虎躍 喜賀春禧

盧文端

致意

榮利集團有限公司
Wing Li Holdings Ltd.

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兩岸擴大開放服務業 對香港的挑戰與契機

香港貿易發展局首席經濟師梁海國

中國大陸及台灣即將相繼「入世」，大幅度開放服務業，對於已成為服務業主導經濟體系的香港來說，肯定是大展所長的好機會。中國大陸進入世貿，是大陸的市場經濟發展與國際經濟接軌的重要一步，在貿易全球化的趨勢及國際組織的規範之下，大陸的經濟改革得以落實推行與繼續深化，最終達至全面開放；至於台灣，由於經濟方面早與國際銜接，多種行業已逐步對外開放，因此「入世」所帶來的經濟調整，重點在於加強在國際經貿組織的參與。無論如何，在全球化的經濟運作下，包括香港在內的兩岸三地將會越來越互相依存、擴大合作，兩岸先後「入世」，對經濟發展國際化與多元化的香港有利，也為香港與台灣的合作帶來新契機。

中國大陸與台灣開放服務業，對香港帶來的經貿影響，可以循以下各方向探討：

「入世」後中國大陸作為港商及台商的生產基地

「入世」後，中國出口產品進入國際市場將得到更大保障，海外市場需對「中國製造」產品開放，因此有利於在中國大陸設廠生產的港資與台資公司。例如世貿成員國會給與中國最惠國待遇，而美國近日已通過中國的永久正常貿易關係法案並正式簽署成為法律，中國大陸產品輸美的限制將大為減少，在大陸設廠的港商與台商再毋須每年為了可能失去優惠待遇而不安。同時，根據中美協議規定，遵照世貿紡織品及服裝協議，中國可於2005年享受取消配額限制的利益。並且，當出現貿易糾紛時，則可通過世貿組織的仲裁機制來解決爭議。

「入世」後中國大陸成為港商與台商的內銷市場

「入世」後中國的內銷市場開放，外國貨品與外資公司有更多機會開拓中國市場，這將會扭轉一直以來港商與台商很難在大陸擴大內銷的形勢。屆時港商與台商既可以通過當地或外國的分銷商來銷售貨品，也可以自行建立分銷網絡，從批發或零售的層面，推銷自己的貨品。目前外資不能在中國大陸從事批發業務，零售方面也有很大限制；中國大陸入世後，外資公司將獲得全面的貿易及分銷權，港、台貿易商可在內地經營，拓展分銷業務。

過去由於缺乏龐大的內銷市場，長期以來，香港廠商大多數依賴原件製造(OEM)。中國「入世」後，國內市場將為港商展現出前所未有的業務新天地，並促使港商為了搶佔市場而建立品牌，增強原創設計(ODM)的生產，提高產品檔次。面對新形勢的吸引力，約50%在內地生產的港商有意在內地開展或擴大銷售業務。

製造業的機遇與服務業的開放息息相關

港商與台商除了可擴大在大陸的製造業生產外，製造業的蓬勃發展將帶動對服務業的需求。目前超過八成的港商在內地設廠生產；出口內地產品的香港公司更超過八成，為此，對於與生產業務相配套的服務，需求甚殷。

在內地發展業務的香港公司，絕大部分仍然以香港作為營運基地。逾九成的公司，未來將維持或增加在香港的貿易融資、業務洽談、市場研究、保險、市場推廣、貿易文件處理與仲裁活動等。

香港商業高度國際化與多元化，專業服務供應商雲集，因此向大陸企業提供生產相關服務方面，極具優勢，例如商業顧問公司、核數及會計師事務所、律師事務所與公關公司等，均可為在大陸生產的企業提供配套的服務。

至於製造業的發展促進商品流通，則對運輸與物流業的需求大增。中國大陸的出口貿易在入世後料會大幅增加，加上內部市場的開放，對貨運與物流服務的需求相應激增，香港及台灣的貨運與物流服務公司可從中把握商機。

香港個別服務行業在內地市場的商機

中國大陸即將擴大開放服務業，對於以服務業為經濟主導的香港，無疑是進入市場的良機。

分銷業的開放，將為有關服務供應商提供新的機會。近年來在內地經營的香港貨運代理與物流服務供應商增長迅速，在四百多家外商投資貨運代理當中，約有一百家是香港公司。目前多數香港的貨運業者在內地均從事國際貨運代理業務，在大陸開放分銷市場後，港商更可兼營內地及國際的貨運業務，提供倉儲及配送、運貨和併貨等一攬子服務。

金融業務逐步開放，外資有機會在內地提供全面的銀行服務。港資銀行已早著先鞭，躋身目前在大陸經營人民幣業務的幾間外資銀行之列。此外，其他金融服務也將作不同程度的開放，例如保險與再保險、證券與基金管理業務等等。

港商將來亦可以參與中國大陸的電訊與互聯網業務，包括互聯網在內的增值服務將率先開放，流動電話與固網服務隨後。香港公司已作好準備，以富有市場推廣經驗的優勢，進軍內地的互聯網與電子商貿市場。

廣告需求增長迅速，特別是小型廣告客戶。由於內地專才不足以應付急劇增加的需求，許多在內地拓展的國際廣告公司須依靠香港提供支援服務。香港廣告業發展成熟，擁有訓練有素的專業隊伍，可以提供廣告創意、圖像設計和製作等一系列服務。

其他外資有機會參與的服務行業，包括旅遊、法律服務、會計、建築及相關工程服務等，在上述不同領域，港商均大有空間發揮所長。

台灣地區作為香港服務業市場的機遇

台港之間經濟關係密切，香港是台灣第三大外來投資者，半數以上投資於服務業，特別是集中於金融業。不論是否為了適應入世的要求，台灣目前正在逐步開放服務業，為香港的服務業供應商提供了參與機會，特別是在金融、電訊、基建方面。

台灣在入世協議方面，承諾於明年一月取消當地銀行的外資控股限制。雖然外資很早便進入台灣的金融市場，可是外資只能佔當地銀行的15%股權，去年才提高至50%。香港的銀行已於多年前涉足台灣的銀行業務，預料台灣全面開放予外資參與後，香港銀行今後的經營將會更加活躍。

台灣的電訊市場也逐步開放，根據台灣與美國的入世雙邊協議，外資可擁有台灣電訊公司的控股權60%。香港憑藉先進的電訊基礎設施，正好在台灣電訊市場的開放浪潮中大展所長。

至於基建領域，則是台灣新近開放的部分，台灣當局正在為基建發展尋求私人融資，最近又在一些重大的公共建設項目上，引入建造—營運—移交(BOT)模式。香港在BOT運作模式方面素有經驗，更擅於擔當「基建整合」的重任，將項目設計、建造與融資的工作融為一體。因此，在台灣大力推動基建發展的過程當中，香港公司應可佔一席位。

兩岸入世對香港作為國際商貿首府的挑戰

香港是中國大陸商品的採購、分銷與運輸中樞，但隨著大陸越來越多採用直接付運的方式發貨、並預料入世後這種趨勢有增無減，香港的貨運樞紐的地位將面臨嚴峻的挑戰。香港公司若要繼續保持貨運與物流服務的樞紐地位，必須提供更優質的服務，方能夠應付來自外國公司與大陸公司的競爭。

不管中國是否加入世貿，貨物從香港分流至內地其他港口將成為長期趨勢。相信其他地區與內地運輸聯繫的改善，不會損害香港的貿易樞紐角色。現時全港共有九萬家以上的貿易公司，據香港貿易發展局最新調查顯示，超過四分之三的海外買家通過香港採購中國貨品。另一方面，超過一千家跨國公司在港設立地區總部及地區辦事處，專門從事在內地市場的銷售業務。

在中國大陸融入全球經濟的過程當中，十分需要服務業的支援，多個在香港發展成熟、具有優勢的服務行業，可以大展所長，香港的服務業樞紐地位是無可取代的。在金融服務業方面，香港的地位便無法動搖，仍然維持是中國大陸的國際金融與集資中心。

誠然，上海是一個正在迅速成長的金融中心，將對香港的金融服務業在內地的發展構成一定的競爭；不過上海以提供國內金融服務為主，其國際金融服務、監管制度和機構仍未發展完備，而在可見將來，人民幣的資本項目仍然不可以全面兌換，因此，上海要建立完整的國際金融業務體系，與世界市場接軌，仍需一段時間。由此可見，香港和上海提供的金融服務，互補性甚高。上海會成為國內金融中心，籌集國內資金，協助國有企業改革重組和私營企業拓展業務；而香港則保持亞洲的國際金融中心地位，又繼續是大陸企業向外集資的主要場所。

在中國加入世界貿易組織之後，無疑在某些方面，香港作為外商進軍中國內地的橋樑地位將

會稍為減退。部分大型跨國公司有意置身國內的中心地帶，可能將「中國業務」的地區總部北移到上海或其他國內城市。但是香港憑藉地利之便，以及文化、語言上的優勢，加強與內地聯繫和合作；更可憑藉國際認可的營商慣例、悠久的「中國貿易」經驗，繼續作為區內的商業中心。一些新崛起的中小型外國公司，更加需要香港所提供的專業、優質和高效率的服務。它們仍會選擇在香港建立地區總部，協助其在亞洲區內全面開展業務。

兩岸三通對香港的影響

由於1997年之前，半數在港台資公司已將註冊地點轉移至其他地區，因此「三通」對香港投資中介作用的影響並不嚴重。至於基於投資及財務管理等實務原因而仍然留在香港的台資公司，估計不會因兩岸實現「三通」而撤離。

預料將來兩岸通航的禁制一旦撤銷，對香港中介地位的影響在空運方面會較海運為大。假設六成台灣旅客不再取道香港前往大陸，訪港旅客總數將減少5%。至於經香港轉口或轉運的兩岸貿易方面，假設兩岸之間的貨物有三成不再使用香港作為轉口港，香港海運貨物處理量每年大約會減少2%。

雖然「三通」會在某些方面削弱香港的中介地位，但是同時亦有助促進兩岸的經貿往來，令香港這個服務中心從中受惠。估計「三通」後，大多數駐港台資公司會擴大對大陸的貿易及投資。

結論

根據世界銀行估計，「入世」後中國在世界出口的比重會從現在的3.7%倍增至2005年的7.3%。同期間，進口的比重亦從現今的3.4%激增至五年後的7.2%。中國貿易的倍增，和兩岸加強經貿合作的結果，將十分有利香港以貿易為重心的服務業發展。

同時，國內擴大開放服務業，亦為港商提供前所未有的機遇。服務業在香港的本地生產

總值中所佔比重高達85%，但在內地的比重卻少於40%；由此可見，中國在與全球經濟融合的過程中，仍然需要依賴外來的服務支援，這種形勢，無疑是對香港的服務主導型經濟有利，也將為香港的服務供應商帶來新一輪商機。

總結而言，兩岸開放服務業，不僅可帶動兩岸各自的經濟發展，更有利於具有服務業優勢的香港，可說是一個「三贏」的局面。



中國老人用品市場 發展空間廣闊

據估計，目前中國約有三千萬退休人士，老年人的退休金、再就業收入、贍養費等高達二千億元人民幣，形成一股龐大的購買力。資料顯示，中國近五成的老年人有離退休金收入，儘管老年人的消費力較弱，但人均醫療費用卻是年輕人的三、四倍，保健營養品的主要消費者仍是老年人。隨著人均壽命的進一步延長，老年醫療保健用品的消費需求將會逐步上升。

老人市場在中國內地剛剛起步，與國外相比尚有相當差距，主要因為老年產品單一、功能和設計簡單。老年產品在開發和引進技術方面無人過問，多為政府以福利形式包辦。由於現時內地一些大型的百貨商店逐漸開設老年用品專櫃，不少保健品的生產商，也改變過去只重年輕人的經營思路。中國老齡產業市場龐大，令海外企業趨之若鶩。目前美國、日本、台灣等地已開始在內地合資生產的老年保健產品，銷路一直看好。

老年保健產品以食品類最暢銷，一天有上萬元的利潤，老年人需要營養豐富且易於消化的食品，現在商場食品架上雖然也有一些老年食品，但適宜老年糖尿病患者的低糖、低脂類食品卻不多。目前市場上以無糖脫脂奶粉最為暢銷，這種產品易為老年人吸收，又不會造成能量過剩，有些還加入了老年人需要的各類維生素，故特別受歡迎。另外，雜糧類也切合老人需要。隨著內地居民生活水平的提高，雜糧以其粗纖維易消化、低熱量、易吸收到老年人的歡迎。

老年玩具及時裝受歡迎

玩具商們也開始發展老年玩具，據了解，目前內地玩具市場中專門供老年人的玩具非常少；但去年底，在北京舉辦的首次國際玩具展上，一些國外展商帶來的電子狗、電子貓等老年玩具，特別受北京老年人的歡迎。展覽期間，老年人紛紛購買，雖然價格不菲，但很快銷售一空。而耐用的保健體育用品，雖然效果不錯，但價格高的產品便很難接受。倒是一些中低檔產品，銷量較好。

目前內地老年人平均每月花費在保健品上的開

支大約為一百元人民幣，佔收入的六分之一。隨著保健品不斷增加，銷售數字可能還會增加。據市場調查，目前最受歡迎的為價格在五十元左右的食物及二百元左右的健身器。

針對老年人特點設計的服裝和衛生用品，目前可謂寥寥無幾，由於經營者對老年產品的設計和市場營銷沒有足夠重視，老年服裝一般營業狀況不太好。業內人士認為，老年休閒服裝應為未來中老年人服裝消費的首選。適合老年人穿的衣服，是要根據老年生理上特點進行設計，例如老年人行動不便，衣服應該使用方便的拉鍊和尼龍搭扣。因此，注意細節設計，是打開老年人服裝市場的關鍵。

與老年用品相比，適合老年人的精神產品基本上一片空白。據調查顯示，內地書報刊市場、電影市場及影音製品市場，適合老年人的產品確實太少。由於業餘活動較少，因此老年人看電視的時間最長，但這些忠實觀眾，如今已經被越來越多的年輕人節目排斥在外，漸漸退出觀眾行列，轉而回到久違的收音機。雖然老人看電視減少，電視台卻專門開闢了老年節目，在黃金廣告時段經常可以看到老年保健品的廣告。

國家鼓勵發展老齡產業

目前，老齡產業問題已逐步納入政府規劃。國家計委、民政部、全國老齡委員會等部門正在研究制訂相關鼓勵政策，並要求各地政府機構，集中人力、物力和財力，加快研究老齡產業政策。

老齡人口發展速度位居全國第二位的浙江省，去年提出積極發展老齡產業的對策，一是政府加大資金投入；二是給與老齡產品的生產企業優惠政策；三是歡迎海外企業投資。天津市改變長期由政府純福利性興辦老年產業的政策，鼓勵社會各界積極參與，並對興辦老年公寓項目實行免稅政策。據了解，天津市政府最近決定採取更為優惠的政策，鼓勵企業興辦社區服務中心、老年公寓，以及開發適合老年人的精神產品以及服裝、食品和保健品等。

《資料來源：香港貿易發展局》



四海魚蛋進軍四海

魚蛋是香港人的一種普通食品，過去多是由家庭式小作坊製造。然而本港的一位年青企業家卻成功地將這門食品工業發揚光大，向企業化、國際化發展。這位業界奇才便是有「魚蛋大王」美譽的唐海通。

唐海通是香港四海魚蛋有限公司的董事總經理，早年曾任職酒店管理，七十年代末加入家族創辦的四海魚蛋公司後，改變了過去山寨式的經營方法，向企業化發展。他首先向政府申請了本港第一個魚蛋食品製造牌照，為進軍食品市場打好基礎。在唐氏的帶領下，四海在幾年間自置了廠房，開拓多條生產線，業務範圍逐步遍及港九、新界、離島及澳門，產量由一九七七年公司創立時的每年十萬公斤增至一九八四年的一百萬公斤。然而，四海的成功之路並不平坦。一九八五年發生的「水楊酸事件」，曾一度令四海的发展停頓，魚蛋的銷量暴跌六成，其後幾經艱苦才渡過難關。九十年代初是四海業務發展的轉捩點，當時由於本港經濟發展蓬勃，勞工短缺，租金暴升，使勞工密集的鱼蛋製造業承受沉重的成本壓力，高瞻遠矚的唐海通毅然決定將生產線北移往深圳。經過兩年多的調整和員工培訓後，自一九九六年起業務突飛猛進，經營產品由魚蛋擴大至魚麵、肉類製品、日本食品及高級點心等數十種，年產量逾七百萬公斤，營業額超過一億元。目前，四海產品佔本港市場的七成，澳門市場近九成，在廣東省也穩佔同類產品市場的首位。

唐海通表示，四海的座右銘是：「見於遠大，善於用人，強於團結，恆於改進，勇於創新」。他指出，四海以製造魚蛋而馳名。四海魚蛋的特點是「鮮、爽、滑、白」，而且品質十分穩定。要做到這些特點並不容易，因為魚蛋是一種很特殊的產品，原料的來源和品質無法固定。用來製造魚蛋的主要原料是海魚，每批魚獲



唐海通指出，四海的目標是邁向世界。

的品種、新鮮度和大小都不相同，因此魚蛋的品質好壞主要取決於技師的經驗和技術。因此，他對員工培訓非常嚴格，不少技術人員和研究人員都是聘自國內的大專院校，各級員工需按不同的工種經過三至六個月的嚴格培訓才能分配到生產崗位上。除了有良好的培訓制度外，公司更設有完善的人際溝通制度和工作制度，務求團結員工、發揮「嚴守紀律，群策群力，盡展己才」的工作精神。至於「恆於改進、勇於創新」則包括人、事、物各方面，以求達到提高生產效率、增加經濟效益、拓展市場的目的。

唐海通對公司未來的發展前景甚為樂觀，因為四海具備了良好的發展條件，各部門的員工均經過嚴格訓練，其優質的製品和誠懇的服務態度已廣泛得到顧客的認同。而且原料來源非常充裕和穩定，中國沿海的廣東、廣西、海南、福建、浙江、山東、遼寧都有四海的採購點，遠至東南亞和北美洲亦有不同品種的貨源供應。在生產設備方面，四海近年不斷更新設備，並準備明年遷至比現廠房大兩倍多，位於深圳福永區自置的十八萬平方尺新廠房，並預留了充裕的土地供未來的發展。新廠房投產後，四海將申請國際性的HACCP食品生產監控及衛生管理標準，為四海產品拓展海外市場創造更有利的條件。唐海通揚言，四海的目標是邁向世界，首先是海外華人市場，第二步是外國人的市場。



為配合業務的發展，四海不斷更新生產設備及擴大廠房。

暢遊香港上空



曾於舊啟德機場乘坐飛機離港或到港的你，在飛機上或許曾經俯瞰香港繁華鬧市的景色。遺憾的是，這只維持片刻，當飛機升上數千呎後，一切景物都變得模糊一片，然而印象卻十分深刻。原來香港有一間專門提供直昇機空中漫遊服務的公司，讓我們在遊車河及船河以外，亦可選擇以空中暢遊的方式，欣賞香港的美麗景色。

香港雖然是彈丸之地，但空中景觀卻相當吸引，市中心的高樓大廈跟郊外的高山與海灘形成強烈的對比。其實空中暢遊活動在外國已流行了多年，此活動在香港的主要對象是以遊客為主，而直昇機服務(香港)有限公司是一家提供空中暢遊的商業機構。該公司的直昇機機師經驗豐富，具多年的飛行經驗。

空中暢遊的手續非常簡便，在電話或網上預約及繳費後便可登機。乘客以十二歲為下限，心臟病及高血壓患者的申請不會被接納，懸掛三號風球或以上時則暫停服務。價錢方面，以十五分鐘為一節，每節港幣二千五百元，一小時則需一萬元，如此類推。價錢是以直昇機為單位，一架直昇機可載五位乘客，暢遊一小時每人約需二千元。



直昇機服務(香港)有限公司提供的飛行服務以觀光為主，亦可租用作拍攝、測量及吊貨之用，飛行路線多元化。一般半小時的飛行，若客人沒有特別要求，機師會環島飛行，於金鐘添馬艦旁的停機坪起飛後，直昇機先會在維多利亞港上空盤旋，讓乘客欣賞香港大都市的面貌，

由於直昇機的飛行高度最低為五百呎，故機師能以近距離穿梭於高樓大廈之間，讓乘客領略驚險刺激的空中暢遊之樂。而最特別的是，直昇機可停於半島酒店頂層，讓乘客可清楚俯瞰整個維多利亞港及香港高樓密佈的商業區。

此外，直昇機亦會飛到淺水灣、深水灣等港島南區的上空，領略一下陽光海灘與昔日漁港的風情。接著，直昇機會以高速飛行至大嶼山的天壇大佛，機師會在大佛頭部作三百六十度盤旋。若是一小時的行程，將會增添西貢及新界等地的飛行路線。

除了指定的路線外，客人亦可自選飛行路線，但以不離開香港及白天飛行為原則。坐在直昇機裏，藍天碧海的景緻盡收眼底，換一個嶄新的角度觀賞香港的風光，或許可以為你帶來一次難忘的體驗。

直昇機服務(香港)有限公司
電話: 2523 6407 / 2802 0200
電郵: helicopt@heliservices.com.hk
網址: www.heliservices.com.hk



研討會 SEMINARS / 訓練課程 TRAINING COURSES

日期 Date	項目 Event	地點 Venue	主辦機構 Organizer	聯絡人/電話及傳真 Contact Person / Tel & Fax
2,9,16,23.02.2001	實用小型企業管理課程	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	邢宏彬先生 Mr Sam Ying ☎: 2836 1826 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
6.02.2001	Problem Solving & Decision Making	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	黃昭欽博士 Dr C Y Wong ☎: 2836 1930 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
13.02.2001	Managing Change	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	黃昭欽博士 Dr C Y Wong ☎: 2836 1930 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
20.02.2001	Resolving Conflict of The Middle Manager Cantonese Series	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	黃昭欽博士 Dr C Y Wong ☎: 2836 1930 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
21.02.2001	Six Thinking Hats	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	何世柏先生 Mr Alfred Ho ☎: 2836 1824 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
20-21.02.2001	How to build and manage your company for increased profits	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	邢宏彬先生 Mr Sam Ying ☎: 2836 1826 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
22-23.02.2001	Managing Superior Customer Service	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	邢宏彬先生 Mr Sam Ying ☎: 2836 1826 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk
27.02.2001	Creativity Workshop for SMEs	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	邢宏彬先生 Mr Sam Ying ☎: 2836 1826 ☎: 2572 7130 ✉: mdc@vtc.edu.hk Ⓜ: http://www.vtc.edu.hk

洽談會 CONFERENCES / 展覽會 EXHIBITIONS

日期 Date	項目 Event	地點 Venue	洽談會/展覽項目 Items	主辦機構 Organizer
26-28.02.2001	2001香港國際毛皮時裝展覽會 2001 Hong Kong International Fur and Fashion Fair	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類皮革製品 All kinds of leather goods	Hong Kong Fur Federation ☎: (852)2367 4646 ☎: (852)2739 0799
5-8.03.2001	香港國際珠寶展二零零一 Hong Kong International Jewellery Show 2001	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類珠寶首飾 All kinds of jewellery	Hong Kong Jewelry Manufacturers' Association ☎: (852) 2766 3002 ☎: (852) 2362 3647
15-17.03.2001	LinuxWorld 研討會及博覽2001 LinuxWorld Conference & Expo Hong Kong 2001	香港會議展覽中心 Hong Kong Convention & Exhibition Centre		IDG World Expo (Asia) Ltd ☎: (852) 2527 9338 ☎: (852) 2529 9956
18-19.03.2001	香港國際塑膠展2001 Hong Kong International Plastics 2001	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	塑膠機械及材料 Plastic machinery & materials	Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379
18-19.03.2001	香港國際包裝展2001 Hong Kong International Packaging Exhibition 2001	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類包裝原料及設備 All kinds of packaging materials and equipment	Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379
21-23.03.2001	香港國際春季時裝材料展二零零一 Interstoff Asia Spring 2001 International Fabric Show	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類時裝材料 All kinds of fabrics	Messe Frankfurt (H.K.) Ltd ☎: (852) 2802 7728 ☎: (852) 2511 3466
26-28.03.2001	亞太區皮革展2001 - 時尚皮具及時裝 - 春季展 Asia Pacific Leather Fair 2001 - Fashion and Finished Products - Spring Show	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類時裝及鞋類 All kinds of garments and footwear	Asia Pacific Leather Fair Ltd ☎: (852) 2827 6211 ☎: (852) 2827 7831
28-31.03.2001	中國國際紡織面料及輔料博覽會 China International Trade Fair for Apparel Fabrics and Accessories	China International Exhibition Centre, Beijing	各類紡織原料 All kinds of fabric materials	Messe Frankfurt (HK) Ltd ☎: (852) 2802 7728 ☎: (852) 2598 8771 ✉: textile@hongkong. messefrankfurt.com

新會員 NEW MEMBERS

普通會員 ORDINARY MEMBERS

關東百源堂(靈藥德興堂)聯合藥廠有限公司
董事: 馮順秋
業務: 製造中成藥
Kwan Tung Pak Yuen Tong
(Ling Yok Tack Hing Tong) Union Medi Fty Ltd
Director: Ms Fung Shun Chau
Nature of business: Manufacturing of Chinese medicine

世貿傢俬有限公司
經理: 歐陽秋嫻
業務: 出入口傢俬
Trade International Furniture Ltd
Manager: Ms Angelina Au-Yeung
Nature of business: Importing and exporting of furniture

穩達電梯有限公司
董事: 曾民德
業務: 製造及出口電梯
Wontec Elevator Ltd
Director: Mr Chan Man Tak
Nature of business: Manufacturing and exporting of
elevators and escalators

偉隆貿易有限公司
董事: 李成志
業務: 製造及入口燈飾
Wai Lung Trading Ltd
Director: Mr Lee Shing Chee
Nature of business: Manufacturing and importing of
lighting products

斯科特(中國)商標工業有限公司
董事: 曾民德
業務: 製造及出入口商標
Scott Tag (China) Label Industrial Co Ltd
Director: Mr Chan Man Tak
Nature of business: Manufacturing, importing
and exporting of labels

邁進新世紀

飛騰喜業

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梁欽榮
葉慶忠
楊孫西
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蘇包陪慶

洪克協
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丁午壽

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

大新銀行
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E D I T O R I A L

ECONOMIC OUTLOOK FOR 2001

The estimated GDP growth rate for 2000 was over 10%. With the full economic recovery, Hong Kong's external trade has shown hectic growth on all aspects, domestic demand is picking up markedly, and the expenditure on machinery and equipment has gained momentum. Another intriguing development in 2000 is the path-taking progress in structural transformation, which is characterized by an investment boom on innovation and technology, accelerated corporate restructuring, quick adjustments on the part of financial markets, the rise of entrepreneurial culture, and the speeding up of deregulation especially in telecommunication markets. Suffice it to say New Economy has gained ground in Hong Kong as our economy has quickened its pace towards the technology-driven, high value-added direction.

Looking ahead, Hong Kong economy will remain on a fast track, propelled further by the upswing in domestic consumption and fixed capital formation. Now that the cost adjustment has nearly consummated, firms are shifting the focus of their pursuit from cost-effectiveness to value adding, thus paving the way for better remuneration. Freezing charges for public services are also conducive to the accrual of citizen's dispensable income, enabling them to better benefit from the economic growth. On the other hand, expenditures on machinery and equipment especially IT, are expected to be on a steady up-trend, to the extent that Hong Kong companies are stepping up their readiness for the new economy era, and the investment costs are relatively low due to the protracted deflation.

Externally, international environment still bodes well for Hong Kong, even though some uncertainties are looming large. The recent oil price hike, though having brought about adverse impacts, seems unlikely to derail the world economy as the Oil Crises of 1973-74 and 1979-80 did, given the different underlying causes and the reduced petroleum dependence in oil importing countries. The U.S. economy is engineering a smooth "soft landing" through monetary tightening up and asset market adjustment. Hopefully, it will continue to give a lift, though much moderated, to the global economic growth rather than put on the brake. In the short term, the domestic demand is still strong in both Western Europe and Asia. This, coupled with the economic recovery of Japan and the robust growth of intra-regional trade in the East Asia, will help to offset the repercussions of a slackening American economy.

Moreover, with economic slowdown deepening, the U.S. interest rate has topped out and begun to reverse the course. The sudden 0.5% interest cut by U.S. Federal Reserve in early January has prompted the interest rate of Hong Kong Dollar to moderate in tandem. As a result, local monetary conditions are being eased and financing costs

alleviated, providing an additional boost to the recovery of domestic consumption and investment. At the same time, since the discrepancies between Euroland and the U.S., in respect of both underlying economic performance and interest rate level, are narrowing, a turnaround in the fortune of Euro is around the corner. Should this happen, a softer Hong Kong Dollar — as a result of the linkage exchange regime, would also favour the exports of our commodities and services.

As usual, "China factor" will continue to buttress up Hong Kong economy as the Mainland is expected to achieve an even buoyant economic growth of 8.5% in 2001 while keeping inflation at bay. Moreover, with China's accession to the WTO materialized, Hong Kong companies will enjoy not only immense opportunities for trade and investment, but also favourable business environment characterized by high transparency, regulatory framework, and better compliance with the international norm.

Though the economic outlook for Hong Kong is still promising, the possible slowdown in export and a much elevated base of comparison, will probably result in a 5% annual GDP growth rate, lower than the economic growth in 2000. Due to the lingering structural unemployment, unemployment rate may keep standing at 4%, while the decline in general price levels will continue to moderate before the GDP deflator come back to the positive territory around mid-2001.

The macro-economic conditions of 2001 will offer a breathing space for Hong Kong to press ahead on restructuring. As the prospect for profitability has been improving and the price levels are still favourable, local business can take this opportunity to pursue capital deepening through increasing outlays on equipment and technology, while uplifting productivity through reengineering modus operandi, streamlining management and upgrading human resources. Relieved from the overwhelming task of pump-priming the economy, the Government can now devote more energies to positioning Hong Kong for long-term sustainable development, especially through formulating a manpower development strategy and strengthening the soundness of public finance. Moreover, the new developments in world economy will provide an additional driving force for Hong Kong to further diversify its exporting markets. While exploring the integrating European market and engaging in the intra-regional trade in East Asia, Hong Kong companies should capitalize on the opportunities stemming from China's accession to the WTO and the Developing the West campaign. This would help Hong Kong manufacturers gain a firmer foothold on our hinterland — which nowadays provides not only production base, but also market outlet and strategic partnership for Hong Kong.



2000 Survey Report on CMA Members' Investments in Mainland China

In recent years, Hong Kong manufacturers' investments in Mainland China have undergone a prosperous growth and a continued evolution in response to both internal and external environments. On the other hand, China's imminent accession to the WTO and the ongoing "Developing the Great West" campaign have exerted profound impacts on the country's investment environment, posing both opportunities and challenges for Hong Kong businesses.

In June 2000, the Chinese Manufacturers' Association of Hong Kong conducted a questionnaire survey targeted at its members with investments in Mainland China. The survey, as the second one of this kind since 1997, aimed to: 1) keep abreast of the latest profile and trends of Hong Kong manufacturers' operations in the Mainland China; 2) review China's current investment environment and assess the impacts of "Developing the Great West" Strategy and China's accession to the WTO on Hong Kong manufacturers' investments in China; 3) and to identify the barricades faced by Hong Kong investors. The Association hoped that findings from the survey would shed light on the ways to enhance its supports to members' development in China.

A total of 202 companies responded to the survey. In order to remedy errors or omissions that occurred on some returned questionnaires, statistical analysis for each item was based on its respective size of valid sample.

I. Survey Results

1. Profile of Investment

Table 1: Proportion of companies with Investment in the Mainland

Number of Responding Companies 202	
With Investment	86.1%
Without Investment	13.9%

Diagram 1: Sectoral Distribution of Investment



* Since some responding companies may invest in more than one industry, percentages may not add up to 100%.

Table 2: Geographic Distribution

Number of Responding Companies 174	
Eastern Region	98.2%
Central Region	6.8%
Western Region	6.3%

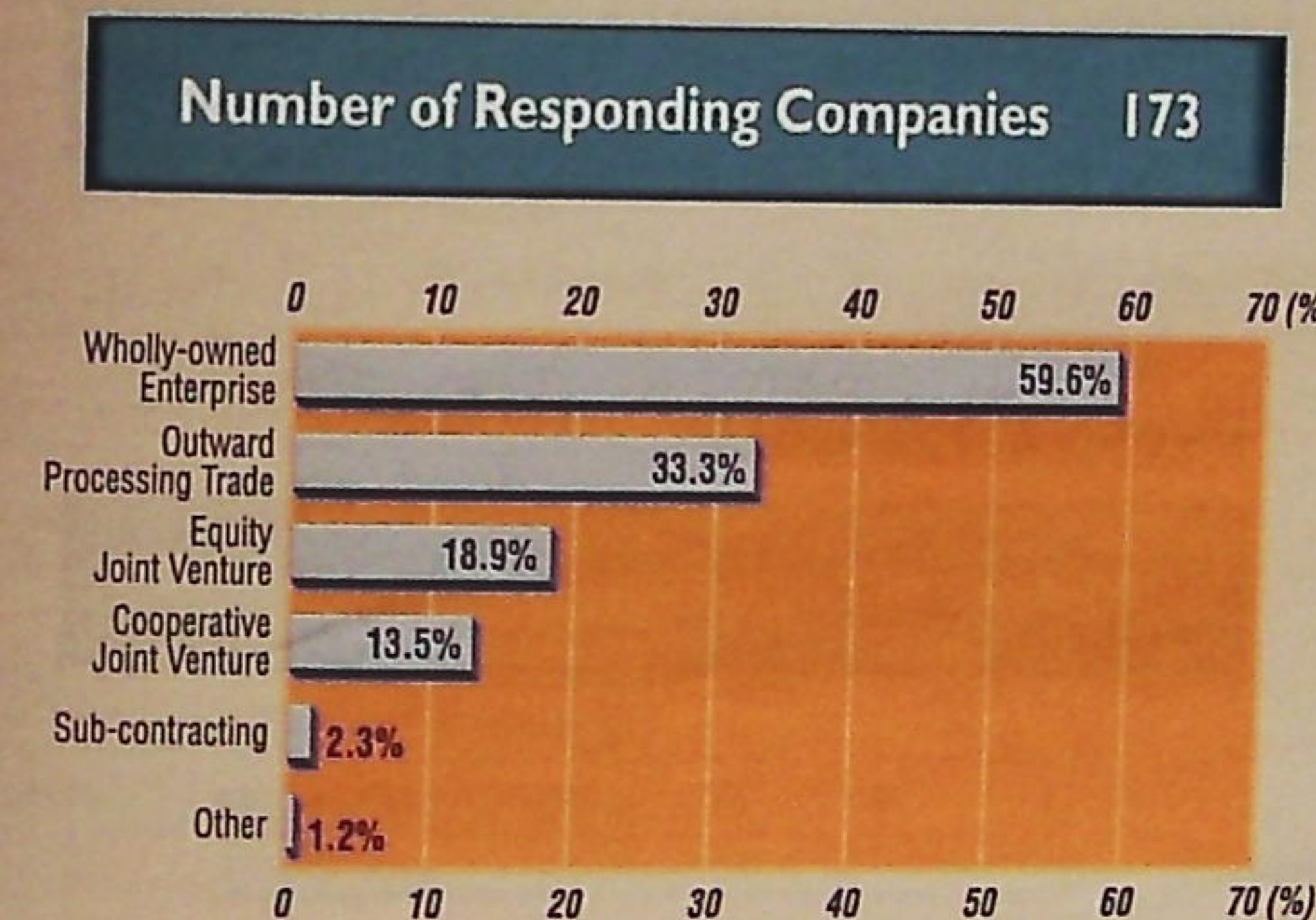
* Figures may not add up to 100% due to multiple choices.

Table 3: Year of Initial Investment

Number of Responding Companies 164	
Prior to 1979	3.7%
1980-84	14.6%
1985-89	41.5%
1990-94	28.0%
1995-2000	12.2%

2. Profile of Operation

Diagram 2: Forms of Investment



* Percentages may not add up to 100% as some responding companies have invested in more than one project.

Table 4: Employment Size in the Mainland

Number of Responding Companies 166	
10 persons or less	1.8%
11-20 persons	3.0%
21-50 persons	3.0%
51-100 persons	10.8%
101-200 persons	13.3%
201-500 persons	28.3%
501-1000 persons	16.3%
1001-5000 persons	21.7%
5001 persons or more	1.8%

Table 5: Management Size in the Mainland

Number of Responding Companies 164	
5 persons or less	17.3%
6-10 persons	22.4%
11-20 persons	25.6%
21-50 persons	21.2%
51-100 persons	7.1%
101-200 persons	5.8%
201 persons or more	0.6%

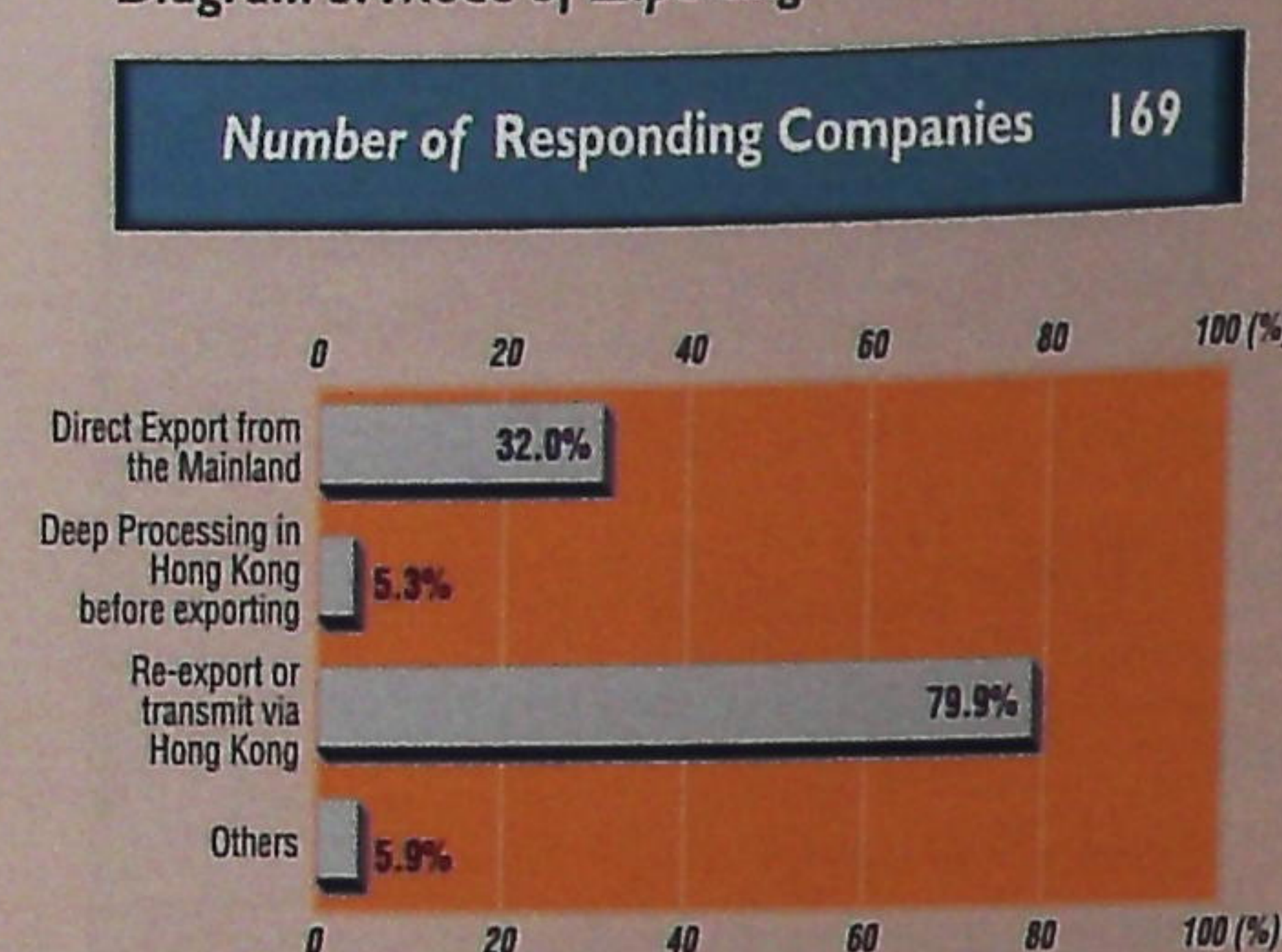
Table 6: Investment Amount as Percentage of Company's Total Asset Value

Number of Responding Companies 164	
20% or less	11%
21-40%	16.5%
41-60%	18.9%
61-80%	23.8%
81-100%	29.9%

Table 7: Ratio of Export to Output

Number of Responding Companies 147	
0%	2.7%
Less than 10%	3.4%
11-50%	6.1%
51-80%	14.3%
81-99%	19.7%
100%	53.7%

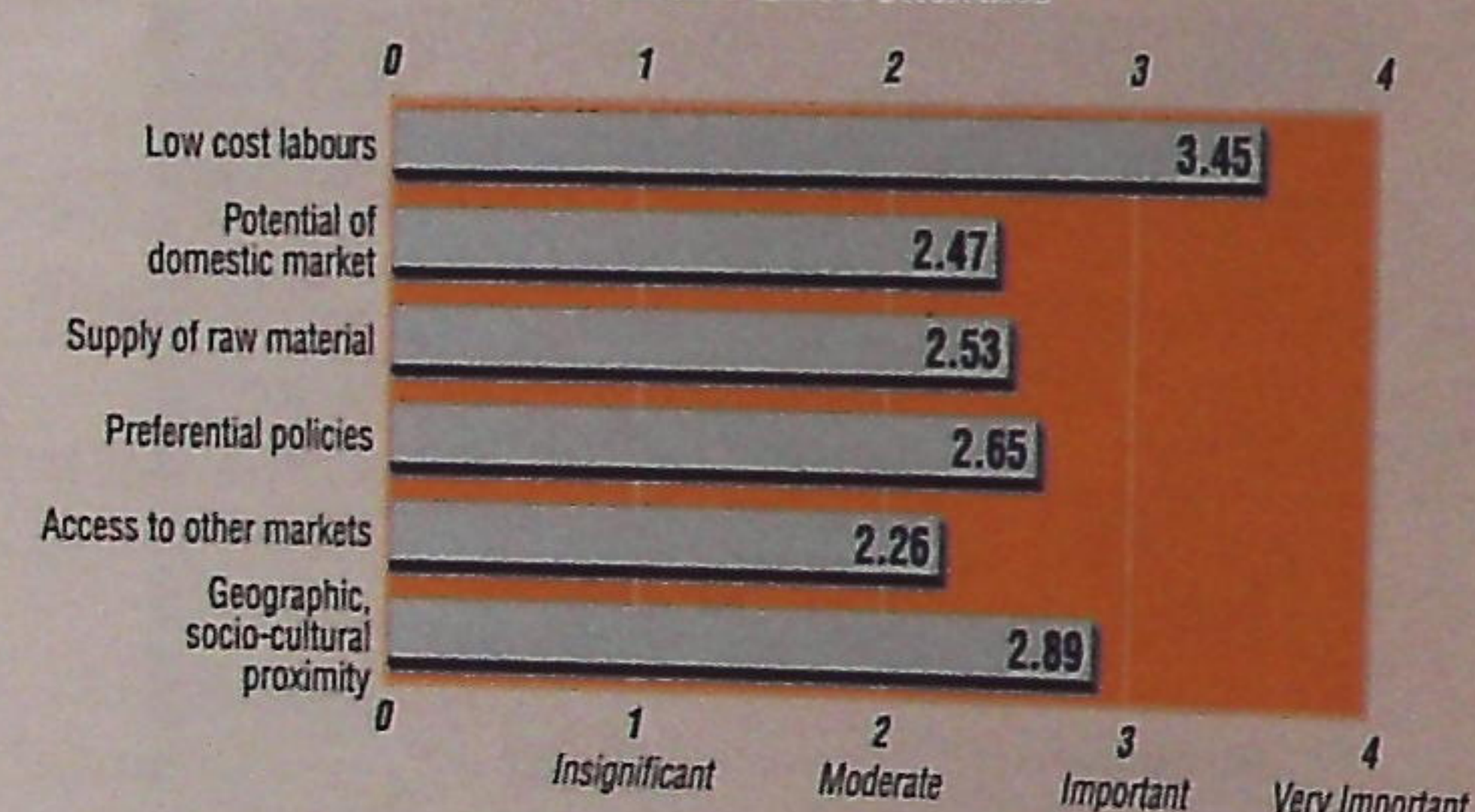
Diagram 3: Mode of Exporting



* Percentages may not add up to 100% due to multiple modes adopted by some responding companies.

3. Investment Environment

Diagram 4: Favourable factors for the Mainland's Investment Environment



* Respondents were required to rate the relative importance of the motivational factors that drove their investment in the Mainland, using a 4-point rating scale. Figures shown in the diagram are the mean scores.

Diagram 5: Unfavourable factors for the Mainland's Investment Environment

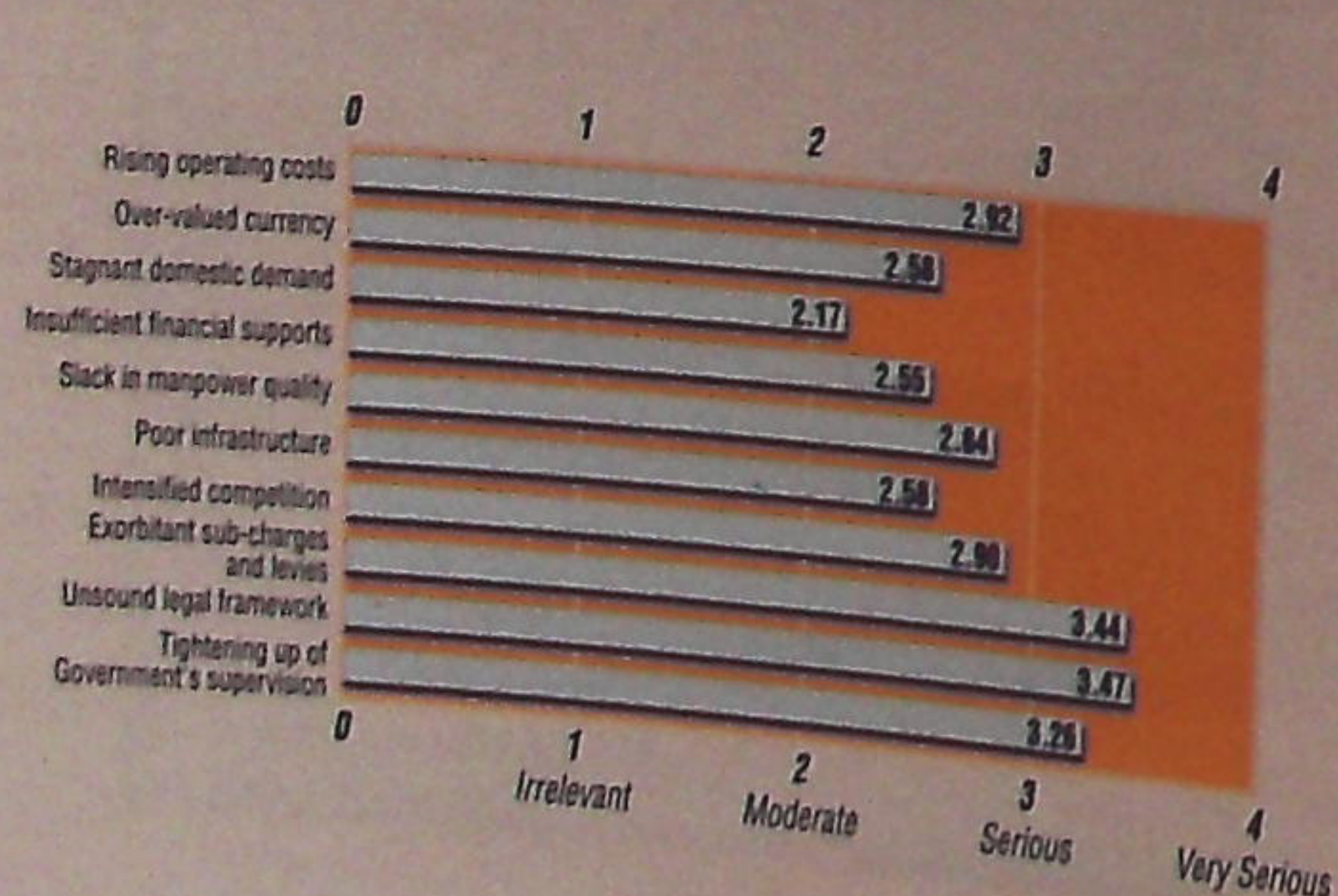


Diagram 6: Positive Impacts of China's Accession to WTO

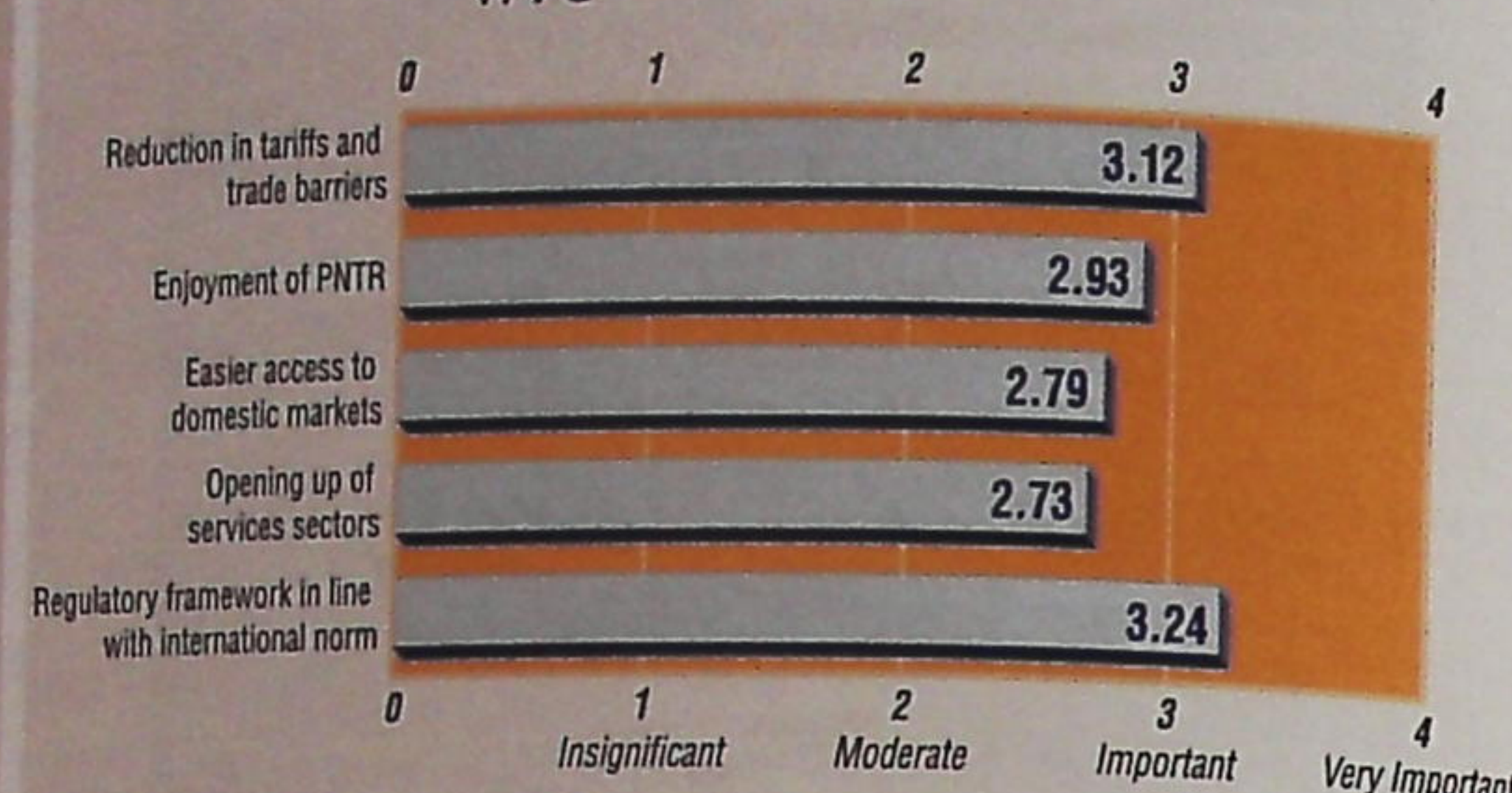


Table 8: Propensity to invest in the Western regions

Number of Responding Companies 147	
Showing interest	12.2%
Having no interest	87.8%

Diagram 7: Strategies for "going west"

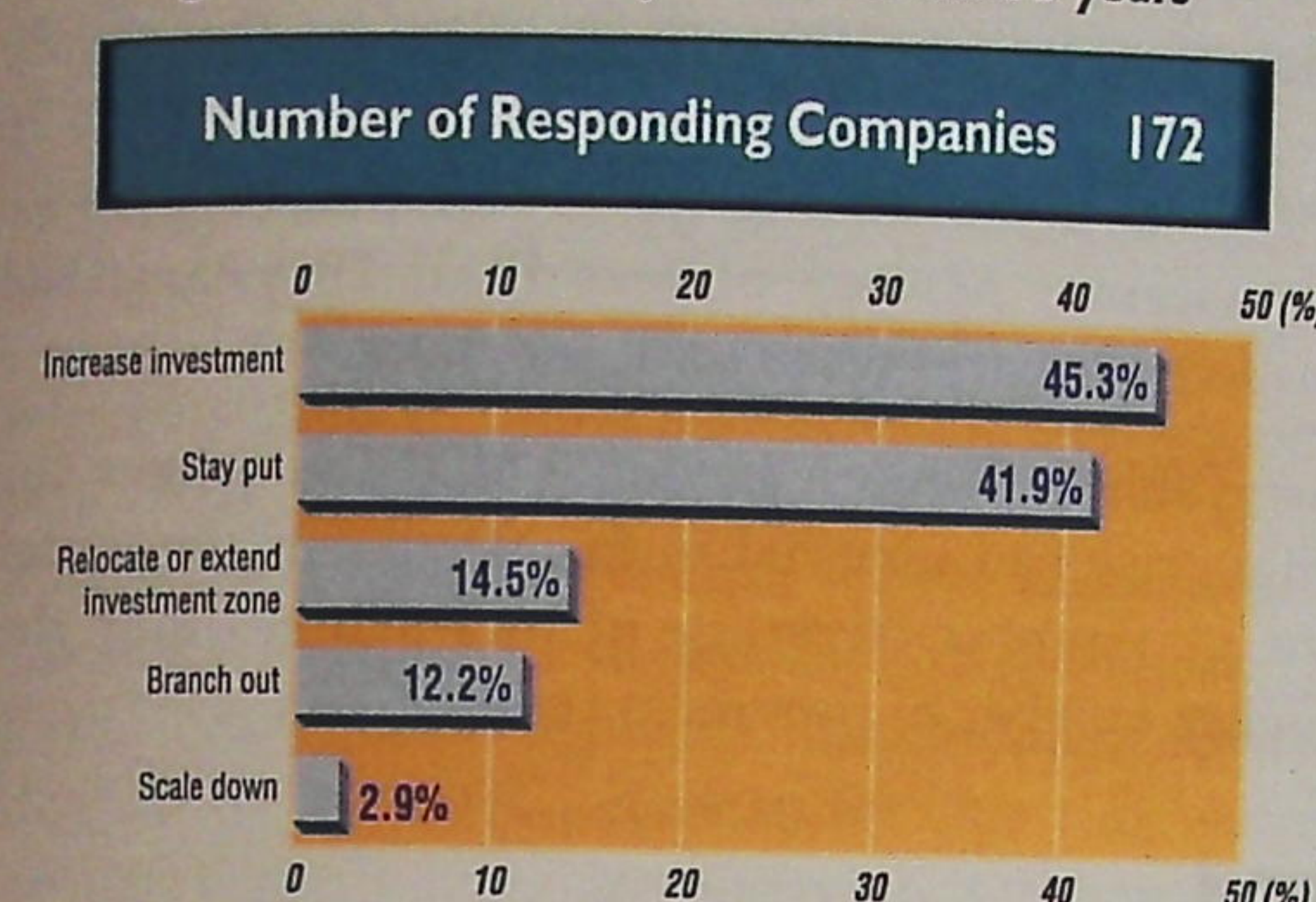


* Percentages may not add up to 100% due to multiple choices.

Diagram 8: Rating on China's Overall Investment Environment

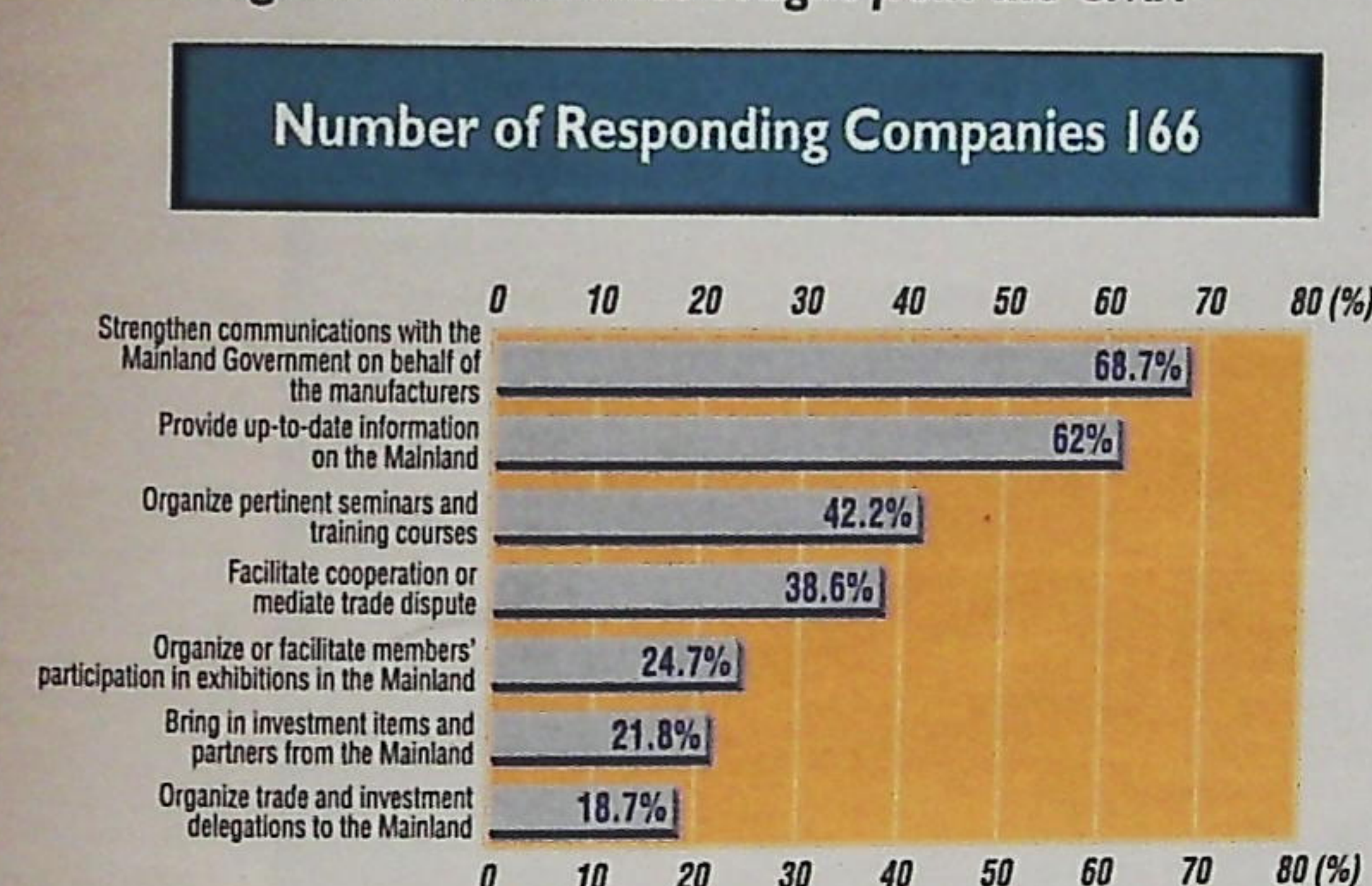


Diagram 9: Investment plans in the next 2 years



* As part of the responding companies were inclined to adopt multiple development strategies, figures may not add up to 100%.

Diagram 10: Assistance sought from the CMA



II. Analysis and Discussions

I. Horizontal expansion taking dominance

In general, a firm's expansion overseas can take three basic forms: (1) horizontal expansion, which would lead to the production of similar or identical products abroad; (2) vertical expansion, whereby the overseas subsidiary specializes in industries or production stages highly related to the operation at home; and (3) diversification, through which the firm takes up new business that has not much to do with its original core business.

Our survey revealed an impressive similarity between respondents' operations in Hong Kong and those in the Mainland as far as the industrial distribution is concerned. Moreover, for 88.8% of the responding companies with investment (Investing Respondent hereafter), their Mainland operations were in line with their counterparts in Hong Kong. Among 17 companies whose business

scope was divergent across the border, 15 could be classified as the vertical expansion category. Apparently, Hong Kong enterprises prefer the horizontal expansion when going to the hinterland. Instead of pursuing diversification, they often opt for what they have been producing at home, or just branch out to industries in regard to which they have better knowledge or connections, especially those at the direct upstream or downstream of their original business.

2. Vertical division of labour between Hong Kong and the Mainland

The flourishing investment by Hong Kong enterprises in the Mainland has deepened the division of labour between the two places, which, however, has been mainly confined to the vertical pattern so far. The findings derived from our survey have substantiated this conclusion. First, in regard to the operational mode, 73.4% investing respondents had shifted their home operations from hands-on manufacturing to production-supporting activities like procuring, marketing and shipping.

Second, in regard to the market outlet, 87.8% investing respondents exported the bulk or 100% of the goods manufactured in the Mainland, mostly via Hong Kong under re-export or transshipping arrangements.

Third, in regard to the intra-firm synergy, a large portion of the Mainland subsidiaries were heavily dependent upon their Hong Kong headquarters for supports in an array of functional areas, ranging from finance (95% of the respondents expressed this need), marketing (91%), procurement of raw materials (84%) to research and development for products (82%) and technology (79%). Relatively speaking, the Mainland subsidiaries might have higher autonomy in respect of human resources administration, quality control, production planning and day-to-day administration, with 74%, 70% and 56% of them seeking assistance from their Hong Kong headquarters respectively.

From these observations, it is self-evident that although many Hong Kong enterprises have relocated production base northwards, most high value-adding activities like marketing, financing and R&D remain under the control of their Hong Kong headquarters.

3. Step-by-step encroachment

East China has been the traditional focus area of Hong Kong's investments with Guangdong province as the primary epicenter that assembled 90% of the investing respondents of our survey, while the Central and Western regions took only a meager share of 6.8% and 6.3% respectively. There were indications that the longer a firm had been operating in the Mainland, the more likely it would set foot on the Midwest. For instance,

among the 98 companies that invested in the Mainland before 1989, 10.2% of them had made inroad to the Central regions and another 10.2% to the West; while among the 66 companies with an investment history of less than 10 years, the respective shares were 1.5% and 3.0%.

Table 9 shows a tendency that the longer the enterprise had invested in the Mainland, the wider the geographic coverage of its business and the higher number of provinces covered.

Table 9: The number of investment years and provinces covered

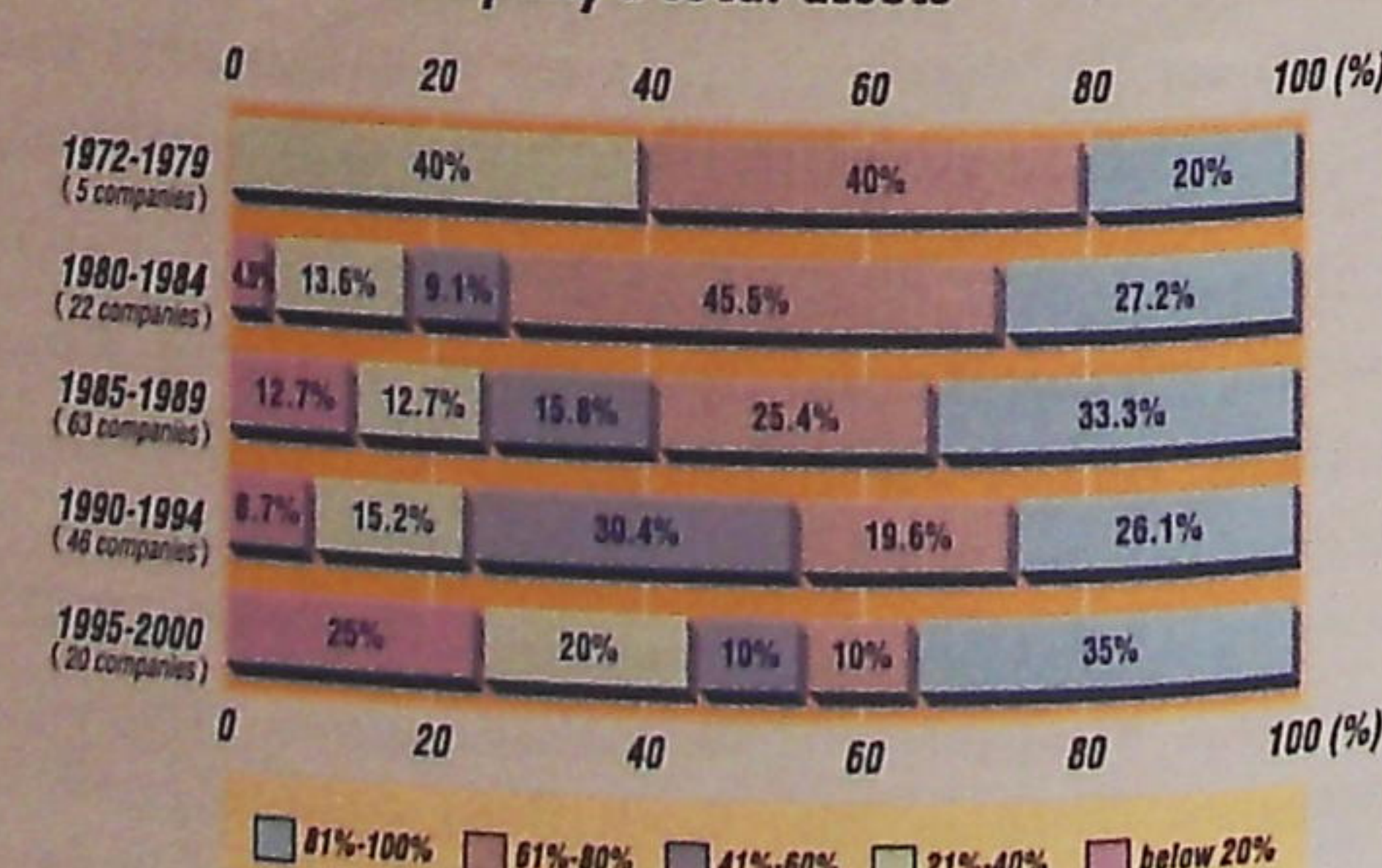
Year of initial investment	Provinces covered			
	East	Central	West	Total
1972 ~ 1979	9 (1.50)	1 (1.00)	4 (2.00)	14 (2.33)
1980 ~ 1984	30 (1.25)	1 (1.00)	1 (1.00)	32 (1.33)
1985 ~ 1989	103 (1.51)	16 (2.00)	12 (1.71)	131 (1.92)
1990 ~ 1994	56 (1.21)	3 (1.00)	1 (1.00)	64 (1.39)
1995 ~ 2000	24 (1.20)	0 (—)	1 (1.00)	25 (1.21)
Sub-total 1972 ~ 2000	224 (1.39)	21 (1.91)	19 (1.63)	264 (1.61)

* The bracketed number is the average number of provinces invested by each responding company in the respective region.

These findings tie in with the commonsense story about Hong Kong companies' adventure in Mainland China. The attraction of the East coastal provinces, especially Guangdong, as desirable locale for investment lies mainly in their proximity to Hong Kong in respect of geography, culture and probably language, which are conducive to saving transaction costs and facilitating cross-border control. However, with the passing of time, as Hong Kong companies have garnered not only knowledge of the business practice and environment in the Mainland, but also experience, capacity and confidence, an expansion of their business coverage coupled with a subtle shift in geographical preference has become increasingly justified.

4. Northward relocation steadily making headway

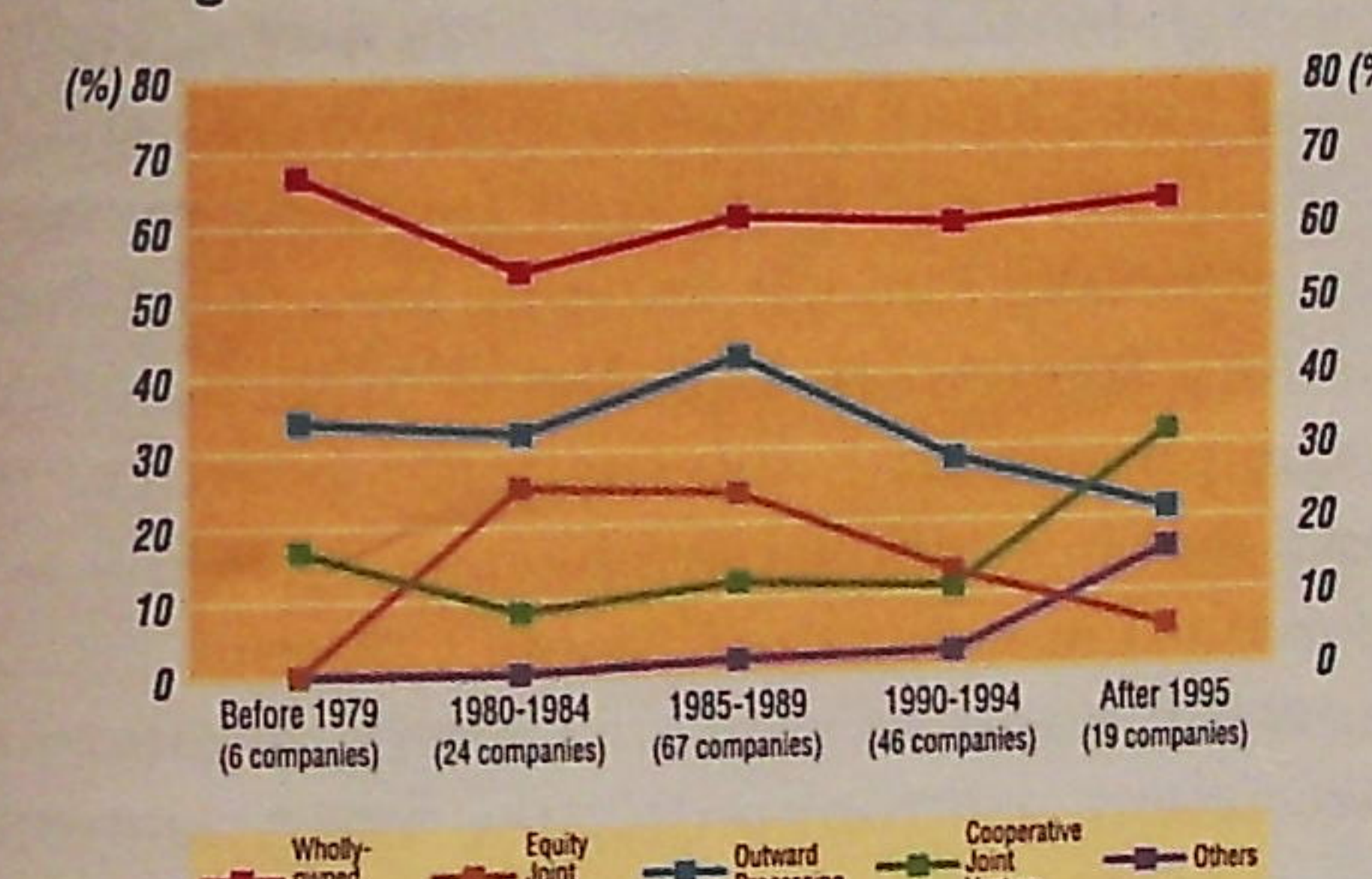
Diagram 11: Investment amount as a percentage of the company's total assets



As the above diagram shows, 3 out of the 5 (60%) companies with an over 20-year-long investment history had allotted more than 60% of their total assets to the Mainland. For companies with a history of 15 to 20 years, the corresponding percentage was 72.7%; while for categories between 10 to 15 years, between 5 to 10 years, and less than 5 years, the shares were 58.1%, 45.7% and 45% respectively. In a sense, the share of investment amount in a company's total assets value could be a desirable measurement for the degree of industrial relocation. Our time-series comparison seems to imply that Hong Kong companies' propensity to relocate northward has an inclination to climb up as the term of investment prolongs.

5. Subtle shifts in organizational preference

Diagram 12



With regard to the organizational modality, Wholly Foreign-owned Enterprise (WFOE) had always been the most popular ownership adopted by more than 60% investing respondents. Outward Processing Trade (OPT) and Equity Joint Venture (EJV), though standing at the second and third place, had suffered an eclipse after reaching a peak in the mid 1980s.

At the early stage of China's Open Door Policy, manufacturers were generally conservative without long-term planning because they were not confident of and well versed with investment environment in the Mainland. Therefore, following a short-run operating strategy, a large portion of them tended to opt for simple investment modes like Outward Processing Trade or just set up joint ventures to make use of local partners' advantages, such as market knowledge, social connections, existing plants and equipment, and sometimes capital. However, with China's investment

environment improving and hands-on experience accumulating, there have seen changes in the investor's philosophy in recent years, resulting in subtle shifts in their ownership preference. Now that autonomy and the right to control have become critical and the business landscape has to be mapped out from a longer-term perspective, the popularity of EJV and OPT has been dwindling continuously. Since 1995, there has been growing numbers of Contract Joint Venture and Sub-contracting enterprises, probably resulted from the government's encouragement of foreign investment in the reform of SOEs (State-owned Enterprises).

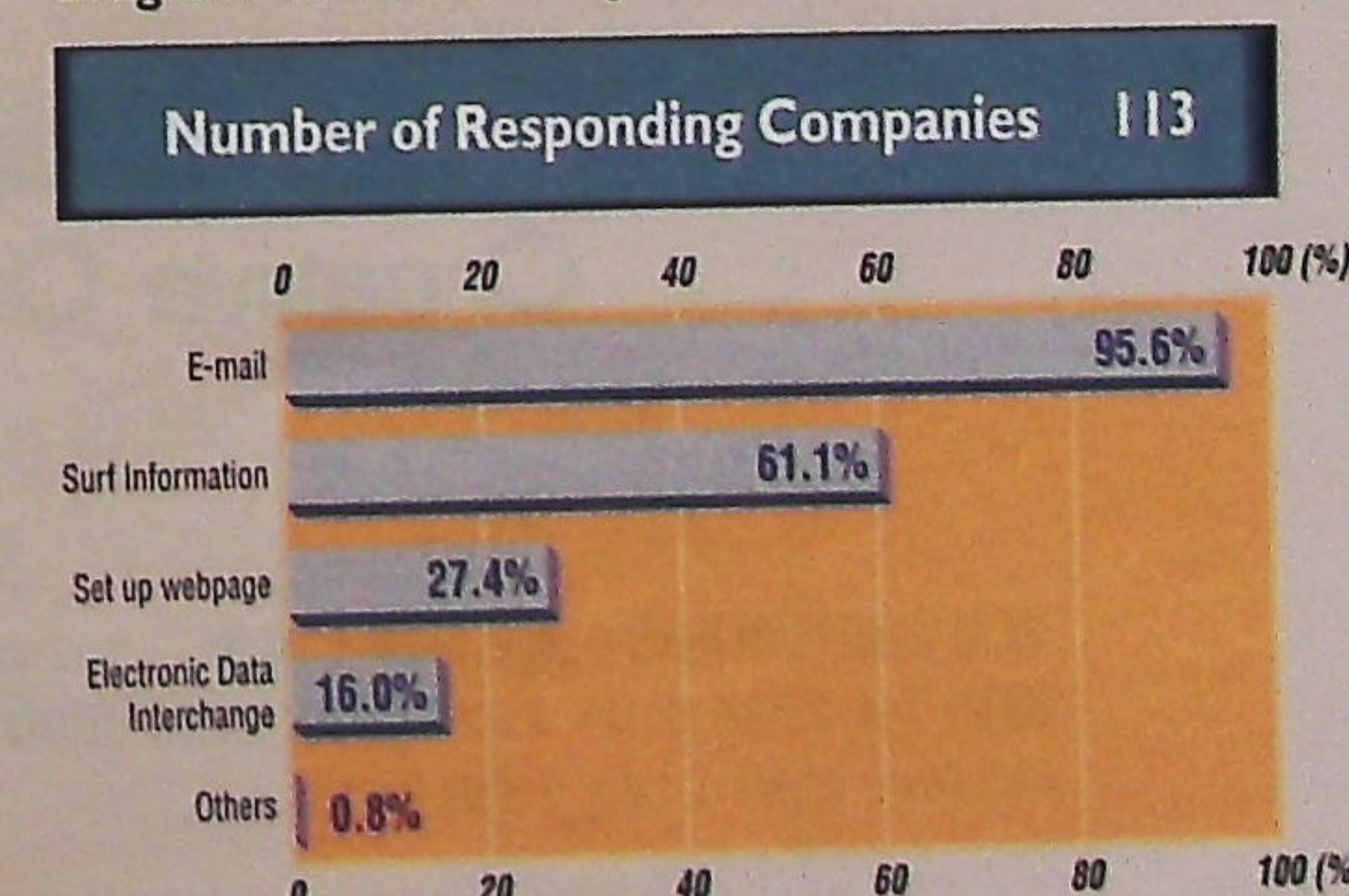
6. Popularity of Internet

According to the Hong Kong Information and Broadcasting Bureau, 35.8% of Hong Kong's enterprises have used Internet so far and it is estimated that only 10% of the Mainland's enterprises have connected to the Internet. However, in our survey, 79.3% respondents claimed to have equipped their Mainland establishments with computers, of which 65.6% had been connected on-line. Apparently, as far as Internet adoption is concerned, these Mainland subsidiaries had generally out-performed their counterparts in both Hong Kong and Mainland China.

Table 10: Availability of Internet

Number of Responding Companies		174
Available	65.5%	
Unavailable but computers installed	20.7%	
Unavailable and computer not installed	13.8%	

Diagram 13: Function of Internet



A possible reason behind this phenomenon could be the higher degree of internationalization exhibited by the respondents, which had boosted their demands for information as well as the readiness to take in new technology. On the other way around, the Internet can greatly enhance the firms' ability to operate and compete in the international arena by, for example, cutting long distance telecommunication expenses, improving internal synergy, tapping into remote market, increasing responsiveness, and strengthening customer relations. Moreover, the pressures from international suppliers, customers and competitors, which were often well-established western companies, could be an additional driving force for the e-commerce adoption.

7. Institutional factors critical to Mainland's Investment Environment

In appraising the overall investment environment of China, most respondents answered "satisfactory" or "acceptable," yet there had been a downward trend in the level of satisfaction from 1998 onwards. The cumulative share of "Excellent" and "Satisfactory" categories declined from 56% for 1998 to 30% for 1999, 28% for 2000 and was projected at 27% for the next two years.

Nevertheless, there is no reason for feeling gloomy about the future of the Mainland's inbound Foreign Direct Investment. In fact, judging from the weighted averages of rating -

which had never fallen off below the "2" level, it is evident that the overall investment environment of Mainland remained above the "acceptable" level from investors' point of view. Moreover, most of the respondents had expressed optimism over China's post-WTO era and shown interest in expanding or maintaining their operations in the next two years. In contrast, only a handful (2.9%) would consider disinvestment. These provide convincing evidence that Hong Kong entrepreneurs' investment confidence has kept on the high side.

It is noteworthy that the top deterrents to Hong Kong's investment have arisen from the institutional front, rather than the economic arena. As respondents admitted, they were much bothered by the unsound legal system, onerous burden of sub-charges as well as the new initiatives by the Mainland Government to tighten up supervision over foreign-funded enterprises. Also, they strongly expected that China's accession to the World Trade Organization would bode well for their investments, especially through fostering an ameliorated regulatory framework with better transparency and compliance with international practice. It follows that institutional arrangements should be the foremost area for the Chinese Government to address if it wants to improve China's investment environment. Undoubtedly, the CMA should continue to strengthen its pivotal role in enhancing communications between the Mainland Government and Hong Kong investors.

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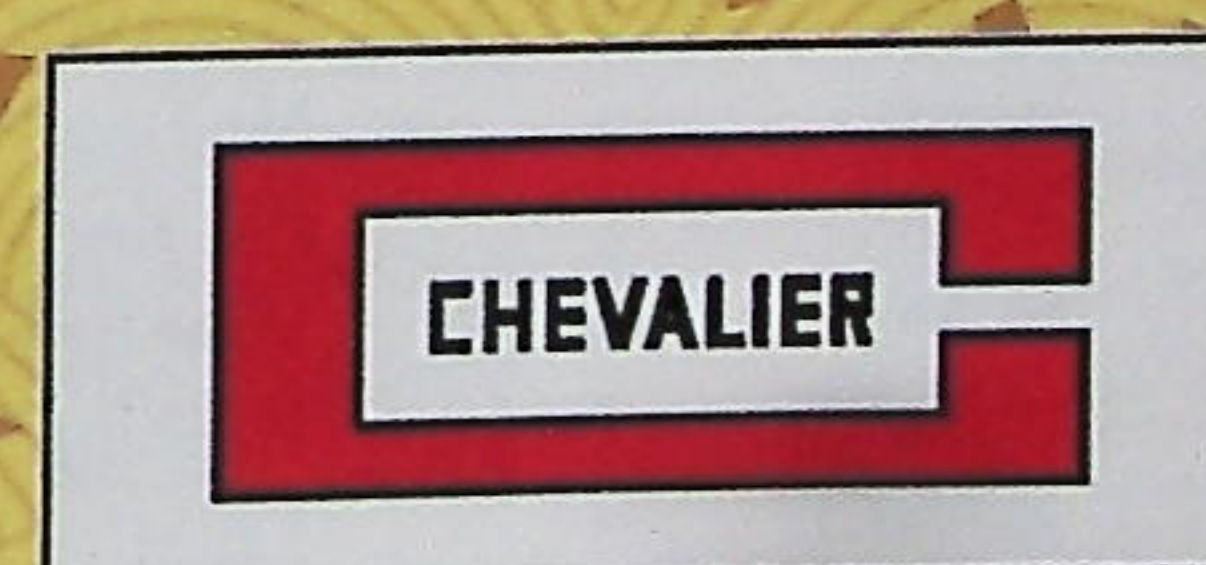
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CMA & DONORS SCHOLARSHIP PRESENTATION CEREMONY 2000

Officiated by Deputy Secretary for Education and Manpower Mr Philip Chok; CMA President Mr Chan Wing Kee; Vice Presidents Dr Jose S S Yu, Mr Lo Man Tuen, Mr Eddie Lu; Assistants to President Mr Lam Hok Po; Mr Choi Hin To and CMA Education Standing Committee Mr Graham Cheng, the CMA & Donors Scholarship Presentation Ceremony 2000 was held on December 1, 2000.

To promote technical education in Hong Kong, CMA has established the CMA & Donors Scholarship Programme since 1964, presenting annual scholarships to outstanding students from secondary schools and tertiary institutes. Presented by Mr Philip Chok on behalf of the Association, a total of 243 students from 29 institutes were awarded scholarships donated by benevolent members of the Association amounting HK\$470,100.



Deputy Secretary for Education & Manpower Mr Philip Chok (left) presented a scholarship to a student.

The Association extends sincere thanks to the following donors:

The Mr. Lau Kim Chai Charitable Trust	80,000	Fuk Hing Industries Co Ltd	5,000
Yangtzekiang Garment Mfg Co Ltd	20,000	Mei Fai Hats Int'l Mfg. Co. Ltd	5,000
The Choi Cheung Kok Foundation Ltd	20,000	Lup Kee Metal Ornament Fty. Ltd	4,000
Goodway Electrical Co Ltd	20,000	Hong Kong Garment Mfg. Co Ltd	3,000
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Funny Corporation	10,100	Wofoo Foundation Ltd	3,000
Dr. Philip Lai JP	10,000	Wai Yuen Cheong & Co Ltd	3,000
Lion & Globe Educational Trust	10,000	Mr Ting Woo Shou Kenneth, JP	3,000
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Mr Yip Hing Chung, MBE, JP	10,000	Vitar Insulation Manufacturers Ltd	3,000
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Gemmy Development Co Ltd	2,000	Associated Garment Mfg. Co Ltd	1,000
Hing Fat Plastic Mfg. Co Ltd	2,000	Levox Industrial Co Ltd	1,000
Chui Kum Manufacturing Co Ltd	2,000	Tai Pang Jewellery Mfy	1,000
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HK Rice Merchants Enterprises Ltd	1,000	Mr. Choy Tak Ho	500
Lee Lim Ming Metal Works Ltd	1,000	Mr. Michael H K Chan	500
Mr Lam Mo Nam	1,000	Mr. Chow Lam Boon	500
Mirador Fashion Garments Ltd	1,000	Mr Ho Yuk Wing	500
Lucky Team Holdings Ltd	1,000	Mr. Chao King Lin	500
Golden Tech (Asia) Co. Ltd	1,000		
Win-Chance Metal Factory Ltd	1,000	Total	470,100

Introductory Series to E-Commerce

To the industry and commerce, e-commerce is the only means and competitive model for the development of international market. In order to enhance the understanding of our members on its implementation, the Association had organized three seminars with different focuses three months in a row. Following the first one on August 15, the Association held another two on September 19 and October 10, with themes on 'Revolutionary Marketing and Management Models of the E-World' and 'Introduction to E-Payment Systems' respectively. Mr Dan Choi, Senior Manager, Sales & Marketing, Business Markets of SmartTone Broadband Services Limited, and Mr Alex Au Yeung, Managing Director of Softwork Limited, were invited to speak at the seminar on 'Revolutionary Marketing and Management Models of the E-World'. On the occasion, Mr Choi talked about the marketing strategies in the world wide web and cited some cases to share with the participants while Mr Yeung explained to the audience the successful factors of an enterprise resources planning system. Concerning the seminar on 'Introduction to E-Payment Systems', speakers included Mr. Danny Chung, Senior Certification Authority Business Analyst, Electronic Services Division of Hongkong Post, Ms Elke Chan, Director, Alliance Management of TradeCard, Asia/Pacific Limited, Mr Ernest Mak, Assistant General Manager and Mr Timothy Ng, Senior Business Manager and Team Head, both from Commercial Bank Division, and Ms Lau Suk Yin, Manager, Channel Management Department, Dah Sing Bank Limited. Topics of the day were 'e-Cert of Hongkong Post', 'Building and Implementing a Secure B2B Online Payment System' and 'Online Financing and Payment Systems'. There were more than 80 members enrolling at the seminar.

Employment Information Post 2000

The Association, in collaboration with the Labour Department, Employees Retraining Board and five other local employers' chambers, organized the 'Employment Information Post 2000' on October 18, 2000. It aimed to assist job seekers to solicit latest news on job vacancy and retraining information and to help employers in recruiting suitable staff.

Over 20 employers from different trades/industries participated in the event. In order to facilitate job seekers to acquire useful information on retraining courses, vacancies as well as skills and techniques for job interview, a series of seminars and video shows were arranged. Employers also conducted on-site interviews for candidates.



Employment Information Post 2000.

The 4th Beijing - Hong Kong Economic Cooperation Symposium

Jointly organized by the CMA, the Beijing Municipal People's Government and other Beijing related parties as well as a number of trade and industrial organizations in Hong Kong, the 4th Beijing - Hong Kong Economic Cooperation Symposium was held at Hong Kong Conference and Exhibition Center from November 2 to 3. CMA President Mr Chan Wing Kee was invited as one of the officiating guests at the Opening Ceremony. The activities of the Symposium included Opening Ceremony, Keynote Reports, Economic Forum, press conference of the Beijing Committee of Application for the Hosting of the 2008 Olympic Games, Introductory Meetings held on November 2 and Forum of Entrepreneurs in New Economies and Ceremony for the Signing of Projects which were held on November 3.



The honourable guests of the 4th Beijing-Hong Kong Economic Co-operation Symposium.

A Delegation from United Front Work Department of Zhejiang



Executive Deputy Head of United Front Work Department of Zhejiang Mr Xu Zhang Fu (4th from left) led a 3-member delegation to visit the Association on September 25, 2000 and was received by CMA Vice-President Mr Herbert Liang (5th from right). At the meeting, both parties exchanged views on strengthening economic cooperation between Zhejiang and Hong Kong.

A Delegation from the Legal Affairs Department of China Council for the Promotion of International Trade



CMA Assistant to President Mr Lam Hok Po (4th from right) received a delegation from the Legal Affairs Department of China Council for the Promotion of International Trade on September 20, 2000, and presented a souvenir to the Deputy Director Mr Huang He (4th from left). Both parties exchanged views on issuing Certificates of Origin between the two regions.

A Delegation from Yueyang, Hunan Province



A delegation from Yueyang, Hunan Province, visited the Association on December 14. Mr Choi Hin To, Assistant to President, (4th from right) received a souvenir from the Mayor of the Province, Mr Luo Bisheng (5th from left).

A Delegation from the Chinese Minority Group



A 38-member delegation of the Chinese Minority Group, led by the Second Bureau of the United Front Work Department of the CPC Central Committee Mr Jiang Jian Yong visited the Association. During the meeting, both parties exchanged views on the industrial development between the Mainland China and Hong Kong.

A Delegation from Fujian General Chamber of Commerce



A 3-member delegation led by Vice-Director of Fujian General Chamber of Commerce Mr Chen Da Ming (3rd from left) visited the Association on November 7 and was received by CMA Vice President Mr Lo Man Tuen (3rd from right).

Trade Meeting with the Indonesian Chamber of Commerce

Upon the invitation of the Indonesian Chamber of Commerce and Industry (ICCI), the Association, the Hong Kong General Chamber of Commerce and the Hong Kong Overseas Chinese General Association organized a trade meeting with the ICCI delegation at the Consulate General of Indonesia, Hong Kong, on September 19, 2000. The opening ceremony of the trade meeting was held in the morning, with Indonesian Consul General of the Republic of Indonesia in Hong Kong The Honourable Mr Effendi, delegation Chief and ICCI Chairman Mr Sulisto and representatives of local organizing chambers of commerce as the officiating guests to address the audience. Mr James Cheng, CMA General Committee Member attended the opening on behalf of the Association. The trade meeting was held in the afternoon, with more than 20 delegates and local entrepreneurs participated.



Mr James Cheng, CMA General Committee Member (2nd from left), the honourable Consul General of the Republic of Indonesia in Hong Kong (3rd from right) and Mr Sulisto, ICCI delegation Chief and Chairman (2nd from right) and other guests officiated the opening ceremony of the trade meeting.

A Delegation from Jiujiang, Jiangxi Province



CMA Vice-President, Mr Yip Hing Chung (5th from right) received a delegation from Jiujiang, Jiangxi Province and presented a souvenir to the Mayor of Jiujiang, Jiangxi Province, Mr Liu Ji Fu (7th from left).

A Delegation from The People's Government of Liaoning Province



A 6-member delegation led by Deputy Secretary-General of The People's Government of Liaoning Province Mr Qi Wen Bin (5th from left) visited CMA on December 8 and was received by CMA Vice-President Mr Yip Hing Chung (centre).

A Delegation from Luoyang Overseas Friendship Association of Henan Province



Vice-President of Luoyang Overseas Friendship Association of Henan Province Mr Zhang Yao Ping (5th from right) led a six-member delegation to visit the Association on October 24, 2000 and was received by CMA President Mr Chan Wing Kee (4th from right). Both parties exchanged views on strengthening economic cooperation between Henan and Hong Kong.

A Delegation from the Inner Mongolia Autonomous Region of China



A 10-member delegation led by Deputy Chairman of the Inner Mongolia Autonomous Region of China, Mr Wang Feng Qi (6th from right) visited the Association on October 18 and was received by CMA President Mr Chan Wing Kee (5th from right).

A Delegation from Fuzhou Municipal C.P.C Committee



Vice Secretary of Fuzhou Municipal C.P.C Committee Mr Chen Yang Fu (4th from left) led a 6-member delegation to visit the Association on December 27, 2000 and was received by CMA President Mr Chan Wing Kee (centre). Both parties exchanged views on strengthening economic cooperation between Fuzhou and Hong Kong.

A Delegation from the Commission for Foreign Economic Relations and Trade Guangzhou



Director of the Commission for Foreign Economic Relations and Trade Guangzhou Mr Tang Yue Cai (right) and Vice Director Mr Wu Yi (left) visited the Association on October 24 and was received by CMA President Mr Chan Wing Kee. Both parties exchange views on the trade and economic co-operation between the two areas.

A Delegation from the Zhejiang Chinese Overseas Friendship Association



Deputy Head of United Front Work Department of Zhejiang Mr Fang De Gen (centre) led a delegation to visit the Association on October 24, and exchanged views on the economic and trade cooperation between Zhejiang and Hong Kong.

A Delegation from the Development Research Centre of Shanghai Municipal Government



A 6-member delegation led by Deputy Director of the Development Research Centre of Shanghai Municipal Government (DRCS) Mr Wu Xiuyi (5th from left) visited the Association on 23 November and was received by CMA Vice-President Mr Lin Fai Shat (5th from right). During the meeting, Mr Wu had introduced the newly established system for on-line investment.

Seminar on Shenzhen Investment Environment



Organized by Shenzhen Association of Enterprises with Foreign Investment and CMA, a seminar on Shenzhen investment environment was held on November 29. It was chaired by Vice President of Shenzhen Association of Enterprises with Foreign Investment Ms Guo Xiao Hui (front row, 1st from left) and CMA Vice President Mr Yip Hing Chung (front row, centre).

A Delegation from Dailian Government



A 9-member delegation led by Acting Mayor of Dailian Government Mr Li Yung Jin (5th from left) visited the Association on October 26 and was received by CMA President Mr Chan Wing Kee (5th from right).

A Delegation from LinZhi Committee of Tibet



A 6-member delegation led by the member of Nan Ping Standing Committee of Fujian and member of LinZhi Committee of Tibet Mr Yang Gen Sheng (centre) visited the Association on October 18.

A Delegation from Tibet Autonomous Region



A 8-member delegation led by Executive Vice-Chairman of Tibet Autonomous Region Mr Xui Ming Yang (centre) visited the Association on October 11.

A Delegation from the People's Government of Yunnan Province



Deputy Director of the Organizing Committee of the China NSRE Fair and President of the Chamber of Commerce of Yunnan Province Mr Su Zhang Guo (3rd from left) led a 3-member delegation to visit the Association on November 8, 2000 and was received by CMA Vice-President Mr Lin Fai Shat (4th from left). At the meeting, both parties exchanged views on strengthening economic cooperation between Yunnan and Hong Kong.

A Delegation to Macau



Led by President Mr Chan Wing Kee (4th from left, front row), a 14-member delegation of CMA was formed and attended the Opening Ceremony of the 5th Macau International Fair on October 20, 2000. The delegation posed for a photo at the fair.

A Dinner Reception in Honour of the Delegation from All-China Federation of Industry and Commerce



The Association hosted a dinner reception in honour of the delegation led by the Vice-Chairman of All-China Federation of Industry and Commerce Mr Bao Yu Jun (5th from left) on November 8, 2000. The delegation was received by CMA President Mr Chan Wing Kee (5th from right), Vice-Presidents Mr Yip Hing Chung (4th from right), Dr The Hon M W Lui I (4th from left), Mr Lin Fai Shat (2nd from right), Assistant to Presidents Mr Lam Hok Po (2nd from left) and Mr Choi Hin To (1st from right).

A Delegation from Hebei Provincial Bureau of International Investment and Cooperation



Mr Eddie T Y Lu (6th from left), Vice-President of the Association, received a 7-member delegation from Hebei Provincial Bureau of International Investment and Cooperation on December 19, and presented a souvenir to the Vice Director General of the Bureau Mr Sang Xiu Guo (5th from left).

A Delegation from Beijing Committee of the Chinese People's Political Consultative Conference



Led by Vice-Chairman of the Beijing Committee of the Chinese People's Political Consultative Conference Mr Zhu Yu Cheng (front row, 2nd from left), a 15-member delegation from Beijing visited the Association on November 2, 2000 and was received by CMA Vice-President Mr Herbert Liang (front row, centre). Both parties exchanged views on strengthening economic cooperation between Beijing and Hong Kong. After the meeting, the Association hosted a dinner reception for the delegation.

A Delegation from Xinhui Bureau of Foreign Trade & Economic Cooperation



Director of Xinhui Bureau of Foreign Trade & Economic Cooperation Mr Kuang Hong Bin (7th from left) led a delegation to visit the Association on November 2, 2000 and was received by CMA Vice-President Mr Yip Hing Chung (centre). Both parties exchanged views on strengthening economic cooperation between Xinhui and Hong Kong.

A Delegation from Yunan Commercial Group Limited



A 28-member delegation led by Chairman of the Board, Yunan Commercial Group Ltd Mr Chen Sixiong (front row, 5th from right), visited the Association on December 12 and was received by CMA Vice President Mr Lin Fai Shat (front row, centre).

A Delegation from Chile



A 10-member delegation led by Ambassador of Chile in China Mr Jorge Tarud (5th from left) visited the Association on October 20 and was received by CMA Executive Committee Member Dr Chiu Chun Bong (6th from right).

CMA Youth Committee's Activity



The Youth Committee organised an indoor wargame with Youth Committee of the Chinese General Chamber of Commerce on September 23.

A Delegation from Tianjin Municipal People's Government



A 8-member delegation led by Deputy Secretary-General of Tianjin Municipal People's Government Ms Liu Hong Sheng (5th from left) visited the Association on 7 December and was received by CMA Vice President Mr Herbert Liang (centre).

A Lunch Reception for a Delegation from CCPIT



A lunch reception was held for a 16-member delegation led by Chairman of CCPIT Mr Yu Xiaosong (left) on November 17 and was received by CMA President Mr Chan Wing Kee (right).

A Delegation from Ondo State of Nigeria, Africa



Executive Governor of Ondo State of Nigeria Mr HE Adebayo Adefarati (6th from left) led a delegation to visit the Association on October 31, 2000 and was received by CMA Vice-President Mr Eddie Lu (centre). Both parties exchanged views on strengthening economic cooperation between Nigeria and Hong Kong.

Visit of Members to the Hong Kong Productivity Council

The Hong Kong Productivity Council (HKPC) is a multidisciplinary organisation established by statute to promote productivity of local industrial and business sectors. The Association organised a visit to the HKPC for members. By visiting the Powerhouse, Compass North, DigiHall 21 and Product Development & Innovation Institute, members gained a better understanding about the services provided by the HKPC.



Mr. Spencer Tao (front row, 5th from the left), Senior Consultant of the Product Development & Innovation Institute, HKPC, took a group photo with CMA members.

Joint Associations' Luncheon



The Association, in collaboration with the Textile Council of Hong Kong, the Hong Kong Exporters' Association (HKEA), the Hong Kong Shippers' Council (HKSC), jointly organized a luncheon with Mrs Regina Ip (2nd from left), Secretary for Security of the SAR Government, as the keynote speaker of the luncheon held at Regal Hong Kong Hotel on November 30. CMA President Mr Chan Wing Kee (2nd from right), HKEA President Mr Lam Kin Fung (1st from right) and HKSC Chairman Mr Lam Suen Mo (1st from left) presented a souvenir to Mrs Ip on the occasion.

Open Day of the 50th Anniversary of the St. James Settlement



CMA Ladies Committee sponsored the St. James Settlement. Chairlady Cecilia Chan (1st from right) and committee members attended the Open Day of its 50th Anniversary on October 15.

A Delegation from Fujian Provincial Department of Foreign Trade and Economic Cooperation



A 6-member delegation led by Vice-Director of Fujian Provincial Department of Foreign Trade & Economic Cooperation Ms He Wang Yang (centre) visited the Association on 4 December and was received by CMA Assistant to President Mr Lam Hok Po (5th from right).

A Delegation from Hong Kong-Canada Business Association



CMA Vice-President Mr Eddie Lu (4th from left) presented a souvenir to National Chair of the Hong Kong-Canada Business Association Mr Maxwell Brotman (3rd from left).

A Delegation from Huhhot Communist of the Chinese Communist Party



A 10-member delegation led by Deputy Secretary of Huhhot Communist of the Chinese Communist Party Mr Wang Tie Xiao (5th from the left) visited the Association on December 13 and was received by CMA Vice President Lin Fai Shat (centre).

CMA Participated in Hong Kong Electronics Fair

The CMA participated in the Hong Kong Electronics Fair held at the New Wing of Hong Kong Convention & Exhibition Centre from October 11 to 14. More than 1,500 exhibitors from 22 countries and regions participated in the Fair.

We would like to thank members for supplying their gifts and houseware products for display in the CMA booth, which helped promote local products and facilitate external trade.



Overseas visitors are interested in services provided by our Association and the CMA Testing and Certification Laboratories.

LOOSE REGULATION OF PHTHALATE

The global trend of driving PVC toys and childcare articles containing phthalates off the market has been commonly expected for a long time. Some retailers have stopped purchasing PVC products with phthalate, especially products intended to be put into the mouth by children under 3. In fact, regulatory bodies in many major markets except Europe have taken immediate action on this issue.

One of the major markets, United States, is now reviewing the hazard of phthalate to human beings. Many recognized bodies are initiating scientific research and studies to provide adequate support for further action. The Chronic Hazard Advisory Panel (CHAP), a body under the US Consumer Product Safety Commission (CPSC), will issue a report to prove DINP is non-carcinogenic to human beings before February 28, 2001. TMA also supports a study for measuring the length of time children suck and chew on PVC toys which will be published in January 2001. And TMA also has another study on the use of the Precautionary Principle and its impact on public perceptions of regulation, which is not based upon scientific evidence.

In another largest market, Europe, the Commission of European Union (EU) has extended the temporary ban on the same issue until December 5, 2000. A number of EU member

states have already enacted the ban and prohibited the sale of the toys and articles:

- (i) made of PVC containing more than 0.1% by weight of one or more of DINP, DEHP, DNOP, DIDP, BBP and DBP; and
- (ii) intended to be put into the mouth by children of less than three years of age.

The Commission has asked the Joint Research Center to validate a European harmonized testing method for measuring acceptable migration levels of phthalates. It will involve a collaboration of 15 laboratories from EU and the US working on three testing methods. In the meantime, organizations concerned have been discussing an ordinance drafted by the Commission for permanent ban and labeling procedures for phthalates.

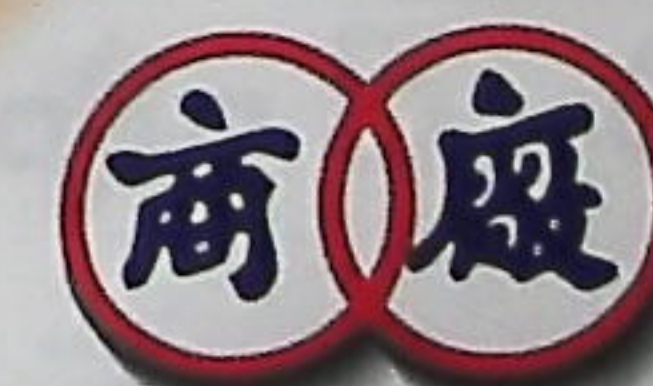
There is no regulation on toys containing phthalates in other countries such as Japan and Australia. However, the Japan Toy Association has published a recommended labeling procedure.

For technical assistance or queries of the above, please feel free to contact CMA Testing at 2698 8198.

Remark: The above information is abstracted from TMA Bulletin (No.5-4/ September 26, 2000) and the circular of the Trade and Industry Department of the HKSAR.



TCL Enquiry
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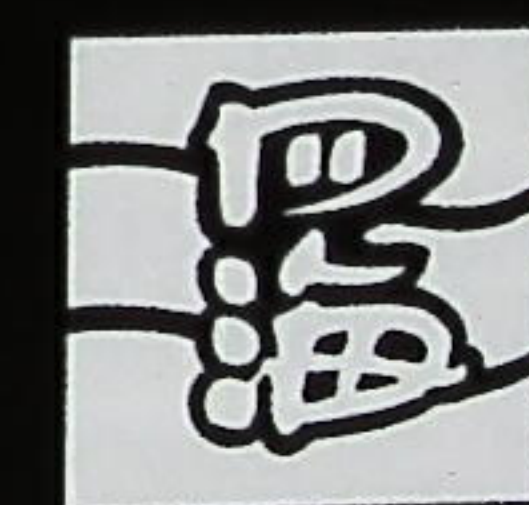
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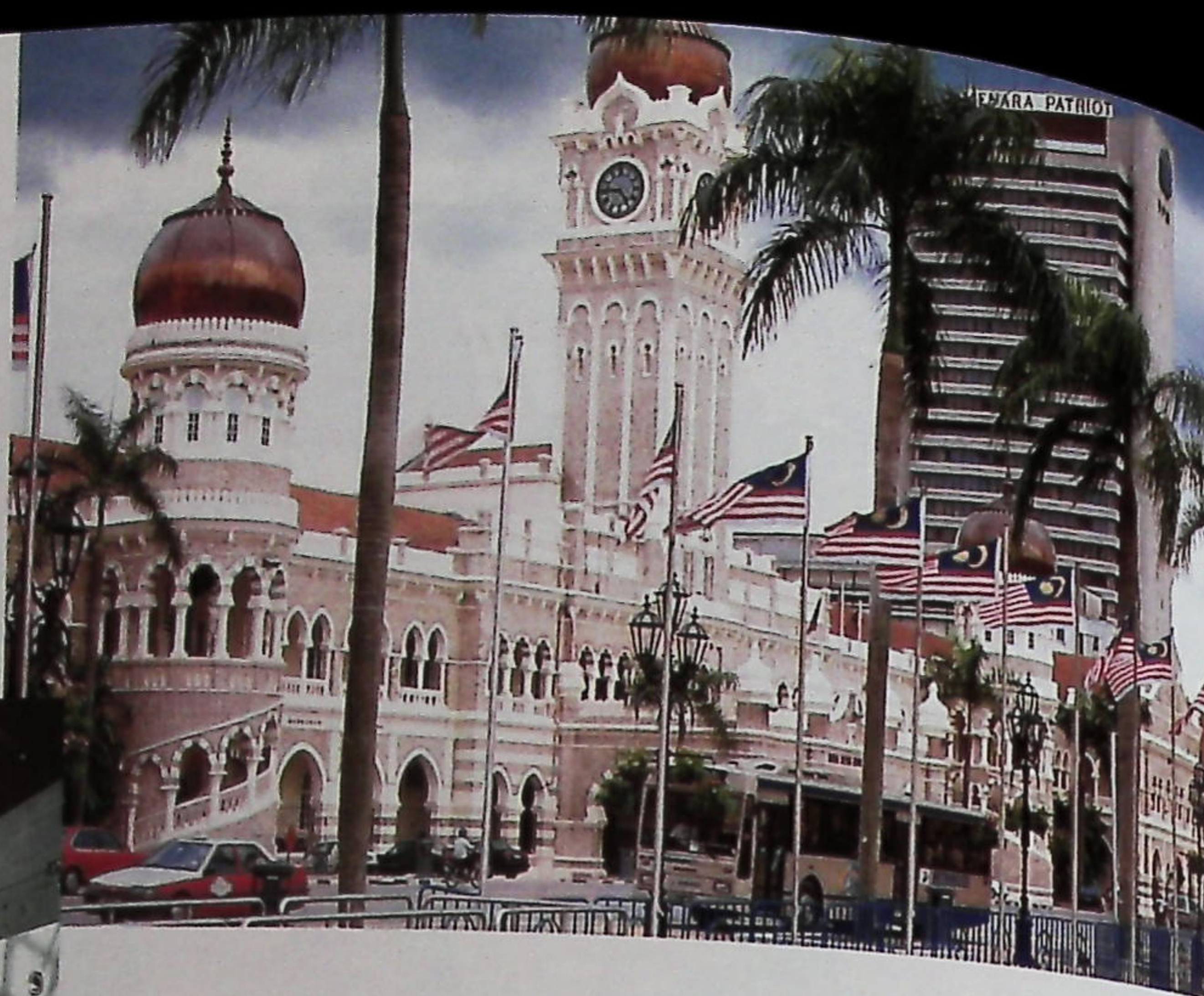
4, 5, 6 四海魚蛋啖啖肉!!

7, 8, 9 四海魚蛋最搶手!!

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Malaysia

The country of Malaysia is made up of 13 states and two federal territories - Kuala Lumpur and Labuan. Two of the states, Sabah and Sarawak, are separated from Peninsular Malaysia by the South China Sea and are called East Malaysia. Kuala Lumpur is the capital. Languages used are Bahasa Malaysia (National language), English (Commercial), Mandarin, Tamil and a range of other dialects. The main races in Peninsula Malaysia are Malays (60%), Chinese (30%), and Indians (10%). Currency used in Malaysia is Malaysian Ringgit.

ECONOMIC DEVELOPMENT

Malaysia is well endowed with natural resources and is a leading exporter of tin, rubber, palm oil and tropical hardwoods. The country has large reserves of petroleum and natural gas. Agriculture used to be the mainstay of the Malaysian economy but a strong push by the government to encourage overseas investment, and more latterly to assist in economic recovery, has resulted in manufacturing now being the major driving force in the economy.

Following a 34 % drop in the value of the ringgit against the US dollar in October 1997, a major stock market decline and a slowing economy, the government introduced strong austerity measures aimed at cutting government

and corporate sector spending, overhauling the banking and finance sectors, increasing the productivity of the manufacturing and agricultural sectors, reducing dependence on imports and increasing exports. The government established the National Economic Action Council (NEAC) to gauge the impact of the country's economic problems and to seek solutions.

GDP growth of 11.7% in the first quarter of 2000 indicates that the momentum of the economic recovery is gathering pace. The manufacturing sector represents 33% of GDP and it is this sector's performance that is leading the recovery. Imports of consumption goods rose 23% in the first quarter and is expected to

continue growing in the second quarter. Public expenditure has dropped by around 50% since the last quarter of 1999 due to the reigning in of fiscal spending. Foreign direct investment is down on pre-crisis levels.

TRADE POLICY

Malaysia is a member of the Association of South East Asian Nations (ASEAN). In an effort to further stimulate trade and investment in various parts of the country and to strengthen its trading relationship with its ASEAN neighbours, Malaysia has been the catalyst for the establishment of a number of growth triangles in the region.

The Malaysia customs tariff nomenclature is based on the Harmonized System (HS). The government is progressively implementing a tariff reduction programme in line with its undertakings to the WTO.

A "halal" certification is needed for food imports to Malaysia. This is particularly important for meat product where the animals have to be prepared or handled in accordance with Islamic laws. There are four schedules listing a range of items under varying levels of restrictions.

Some of the items included in the list are:

List 1: Includes prohibited items i.e., all imports from Israel and products

banned for religious, moral, security and environmental reasons.

List 2: Products under this list require licenses - the list includes poultry, meat, eggs, rice, sugar, clinkers, wood, safety helmets and telecommunications equipment.

List 3: Products under this list require a licence to afford temporary protection to local manufacturers. Products covered include milk, cabbage, coffee, cereal flours, some iron and steel products and certain wires and cable.

List 4: Products within this list can only be imported after meeting specific criteria. The list covers animals, animal products, plants, plant products, cigarettes, soils, and fertilisers of animal origin and electrical accessories.

FOREIGN INVESTMENT

Approval for manufacturing licences is granted by the Malaysian Industrial Development Authority (MIDA). Preference is given to joint-venture projects in which equity is held by bumiputras. Projects that provide needed jobs and training for Malaysians, enhance local technology and manufacturing expertise, have high local value-added and establish export outlets for Malaysian-made products are also given preference. Consideration is also given to projects that can redress the economic imbalance among Malaysia's ethnic groups.

A range of incentives are offered by the Malaysian Government to attract foreign investments under the 1986 Promotion of Investments Act. There are also industry-specific incentives to encourage agricultural projects, road construction and construction of residential or commercial buildings. Regional incentives exist in Sabah and Sarawak for the manufacturing of rattan and wood-based products. Details on the full range of other incentives are available from MIDA.

There are 13 free zones located in Malaysia. Ten Free Industrial Zones (FIZs) offer investors duty-free importation of raw materials, parts and machinery and feature minimal customs control and formalities. One Free Commercial Zone



(FCZ) is designed for establishments engaged in training, breaking bulk, grading, repacking, relabelling and transit. The other two free zones are for trading in export products.

To encourage foreign investments particularly in manufacturing, the Malaysian Government has a range of attractive tax structures and incentives. Corporate tax rate is levied at 34% but can be reduced through a range of allowances and other incentives.

HONG KONG'S TRADE WITH MALAYSIA

Hong Kong's total exports to Malaysia rebounded strongly since the second half of 1999. After rising by 13% in the second half of 1999, Hong Kong's total exports to the country increased further by 20% in the first seven months of 2000. About 70% of Hong Kong's exports to Malaysia are intermediate goods. Major items include semi-conductors, electronic valves & tubes, etc. (14% share), telecommunications equipment and parts (12%

share), parts and accessories of office machines/computers (10% share), electrical apparatus for electrical circuits (9% share) and electric power machinery and parts (6% share).

Hong Kong's imports from Malaysia picked up since the last quarter of 1999 and increased by 27% in the first seven months of 2000. Hong Kong's imports from the country are mostly intermediate goods. Major items include parts and accessories of office machine/computers (24% share), semi-conductors, electronic valves and tubes (17% share) and telecommunications equipment and parts (8% share).

Contact organization:

Malaysian Industrial Development Authority (MIDA)
3rd-6th Floor, Wisma Damansara, Jalan Semantan,
P.O.Box 10618, 50720 Kuala Lumpur, Malaysia
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THE POWERS OF PARTNERSHIP & QUALITY SERVICE

By Mr. Ron Kaufman



PARTNERSHIP POWER: GOOD SERVICE BEGINS IN SALES. NEW SALES BEGIN IN SERVICE.

How many times is the Sales Team on one side of the organization while the Service Department is over on the other? How often does this "divide" lead to destruction of possible sales, increase of tension between the groups, and negative service perceptions by the customer?

At one high-end European car dealer, the physical separation between Sales and Service was so thick, they called it the Berlin Wall.

It doesn't need to be this way!

In a bold effort to bring the two groups together, the car dealer actually tore down the physical wall that separated Sales from Service. But the Sales staff were concerned. They were afraid that good prospects might be "turned off" by what they saw in the Service Department. And the Service Team was equally unsure. They were afraid that criticisms would become even more frequent and furious from their "colleagues" over in Sales.

I am working with the car dealer now to change these points of view.

Think about it. When you buy a new car, when do you want to meet the folks in the Service Department? Do you want to wait until your first problem, tune-up or oil change? By that time you will be "just another customer" with a new car needing service.

Or would you prefer for

the people in Sales to introduce you personally to the Manager of the Service Department? Wouldn't you like that Manager to know your name, greet you face-to-face and match you with your car BEFORE you ever need the help of his department?

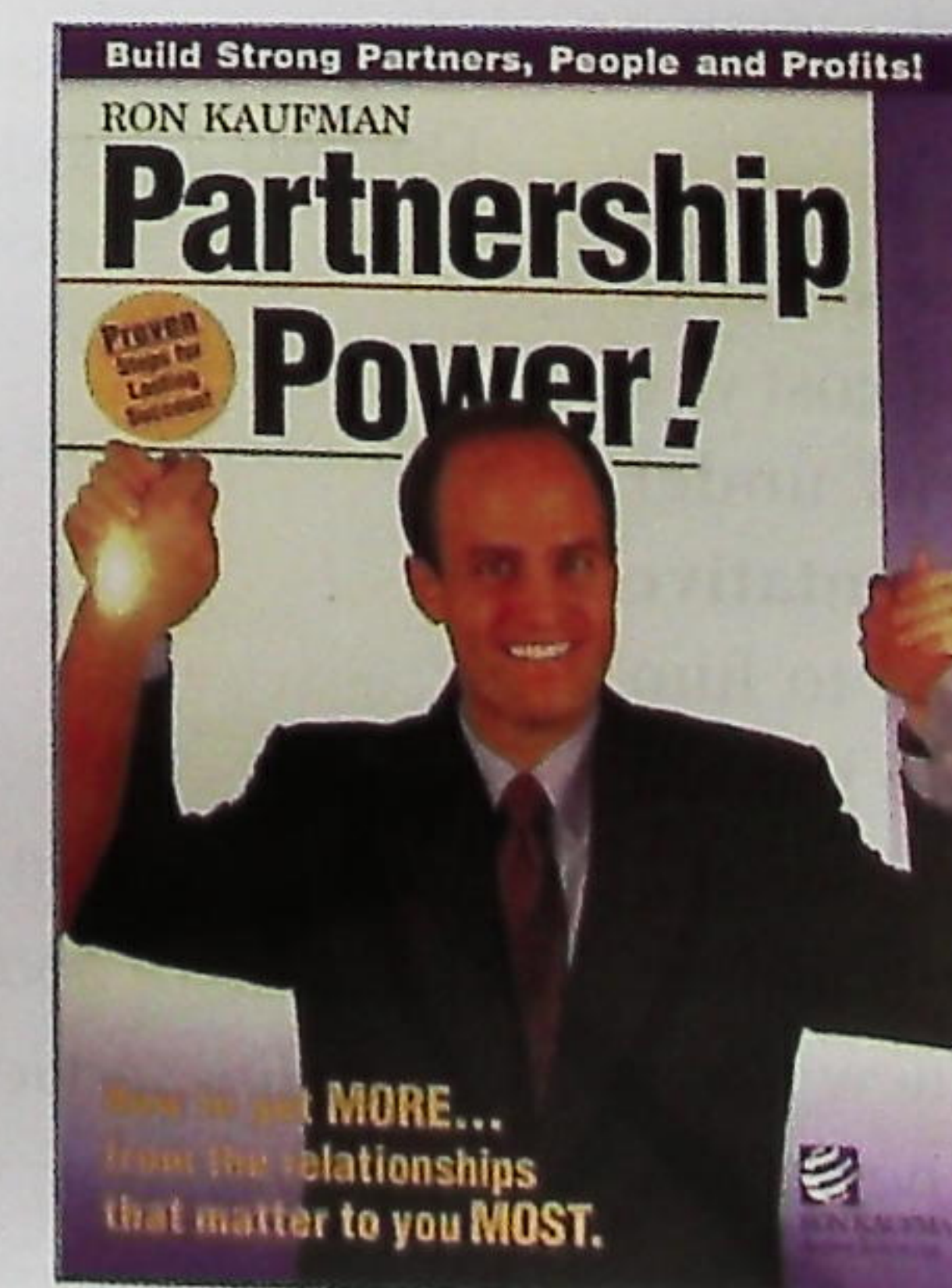
A proper, proactive introduction to the Service Department can have a huge impact on the experience and satisfaction of the customer. This makes sense: good service begins in sales.

And when do new sales begin? Each time you take your car for service, or someone fixes your washing machine, or you take your stereo, mobile phone or television for repair - who knows all about the hot new models and latest features? Who can tell you which ones are popular, reliable and easy to maintain? Of course, it's the people working in Service.

"Good afternoon, Mr. Kaufman. We've got your car scheduled for a tune-up and new tires, and we'll have it ready by four o'clock. By the way, have you seen the new line of cars that came in last month? I thought you'd enjoy driving one of latest models, so we reserved one for you to use today a loaner vehicle. Have a good afternoon, and enjoy driving the new car!"

Where do new sales begin? Of course, sales can begin in service.

By the way, this car dealer is taking things much further than just tearing down a wall. They are changing the compensation programme to pay Sales people when customers get great service, and pay Service people when the Sales Team sells more cars. That's one smart way to get people working closely together!



Key Learning Point: How well integrated are your Sales and Service Teams? Do they work together to create positive service impressions AND stimulate new sales? What can you do to "tear down the wall" between these two key departments? Remember, your customer experiences both sides, and each can support the other.

SERVICE POWER: TOTAL RECOVERY = CUSTOMER DELIGHT

Douglas Davidoff is an old friend and long-time subscriber. We used to live down the street from one another when we were boys.

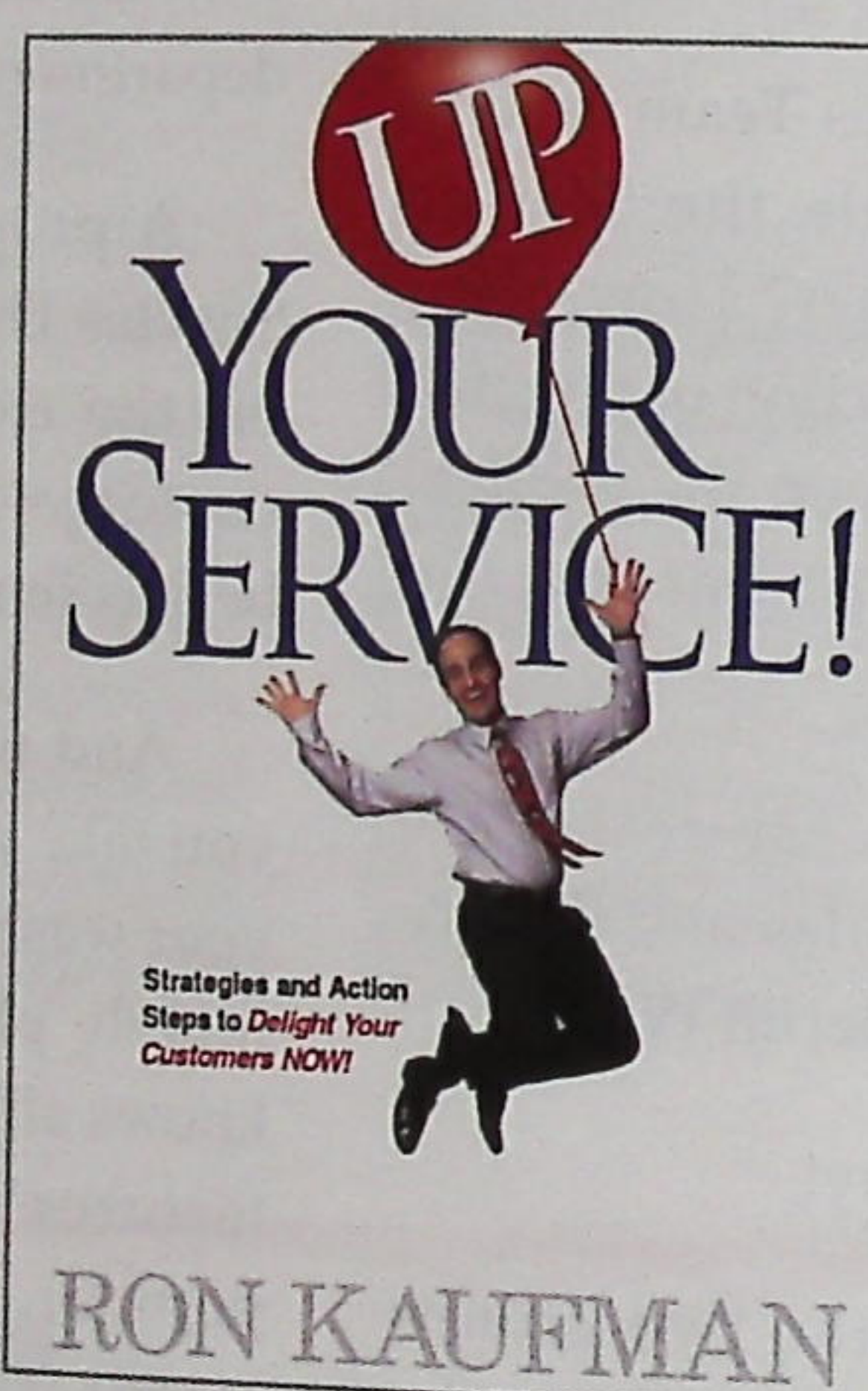
He recently wrote describing how he had been "truly delighted" by a company - not just "pleased", "satisfied" or "completely satisfied".

Douglas was at the Democratic National Convention in the USA and dropped his "Handspring Visor Personal Digital Assistant (PDA)" onto the polished stone floor of his hotel lobby. The cosmetic outer case of the PDA was chipped in one corner - but the software and the system still worked. He called Handspring to purchase a replacement cover for the PDA.

"Nothing doing", Handspring customer service replied. They insisted that he needed a completely new Visor.

"Nothing doing", Douglas retorted. "Why should I buy a new Visor, costing hundreds of dollars, just to replace a plastic part worth a dollar or two at most?"

"Oh no", the customer service representative assured him. "The all-new Visor won't cost you a penny. Your current Visor is still under warranty." The Handspring representative promised to ship a brand new Visor to him overnight, and said that he could ship the old unit back in the very same box. Then the representative apologized that she had just missed the deadline for sending out a new Visor for next day delivery, so my friend's new PDA would arrive in two days instead.



Two days later a package was waiting for him at the hotel. In a custom-built suspension frame inside the box lay his brand new Visor with instructions on how to transfer data from the old Visor into the new one. A pre-addressed Federal Express slip was also enclosed. All he had to do was transfer his data, put the old Visor with the chipped cover into the box, apply the pre-printed label and then call the toll-free number to arrange a pick-up from Federal Express.

Douglas is very clear about his feelings: "This was truly delightful service. I now define delightful as something completely beyond what is expected, and something that brings true joy to the customer. I sure received it in this case."

Key Learning Point: When things go wrong, you have a precious opportunity to totally "Wow!" your customer, IF you do everything you can to solve the problem in a fast, generous and very convenient manner.

Handspring understands the value of a "truly delighted" customer.

Do you?

What is a "truly delighted" customer worth to your business, in repeat sales, in active referrals, in positive word of mouth? Do your policies reflect this understanding? Do you actively make the investment? Does everyone in your company agree?

Ron Kaufman is an internationally acclaimed innovator and motivator for partnerships and quality service, and the author of the best-selling book, "UP Your Service!"

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