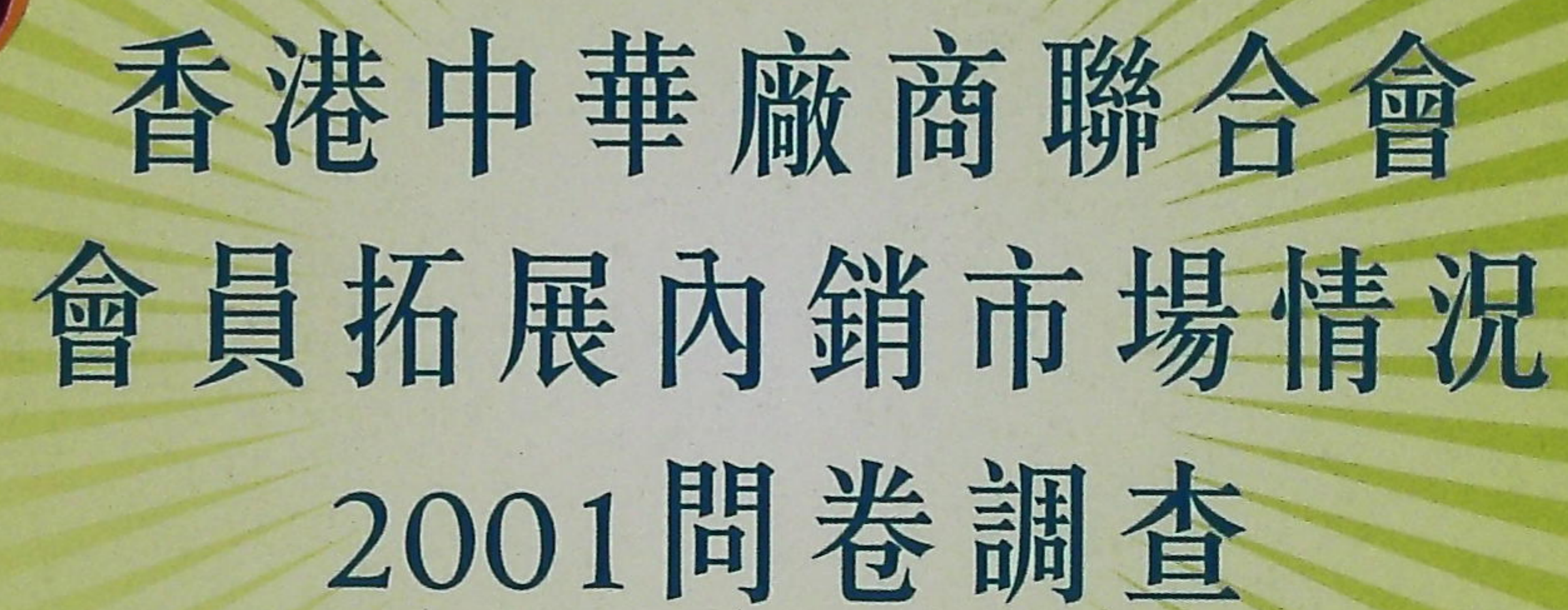


企業雄才

商 廠

香港中華廠商聯合會月刊  
A Monthly Publication of  
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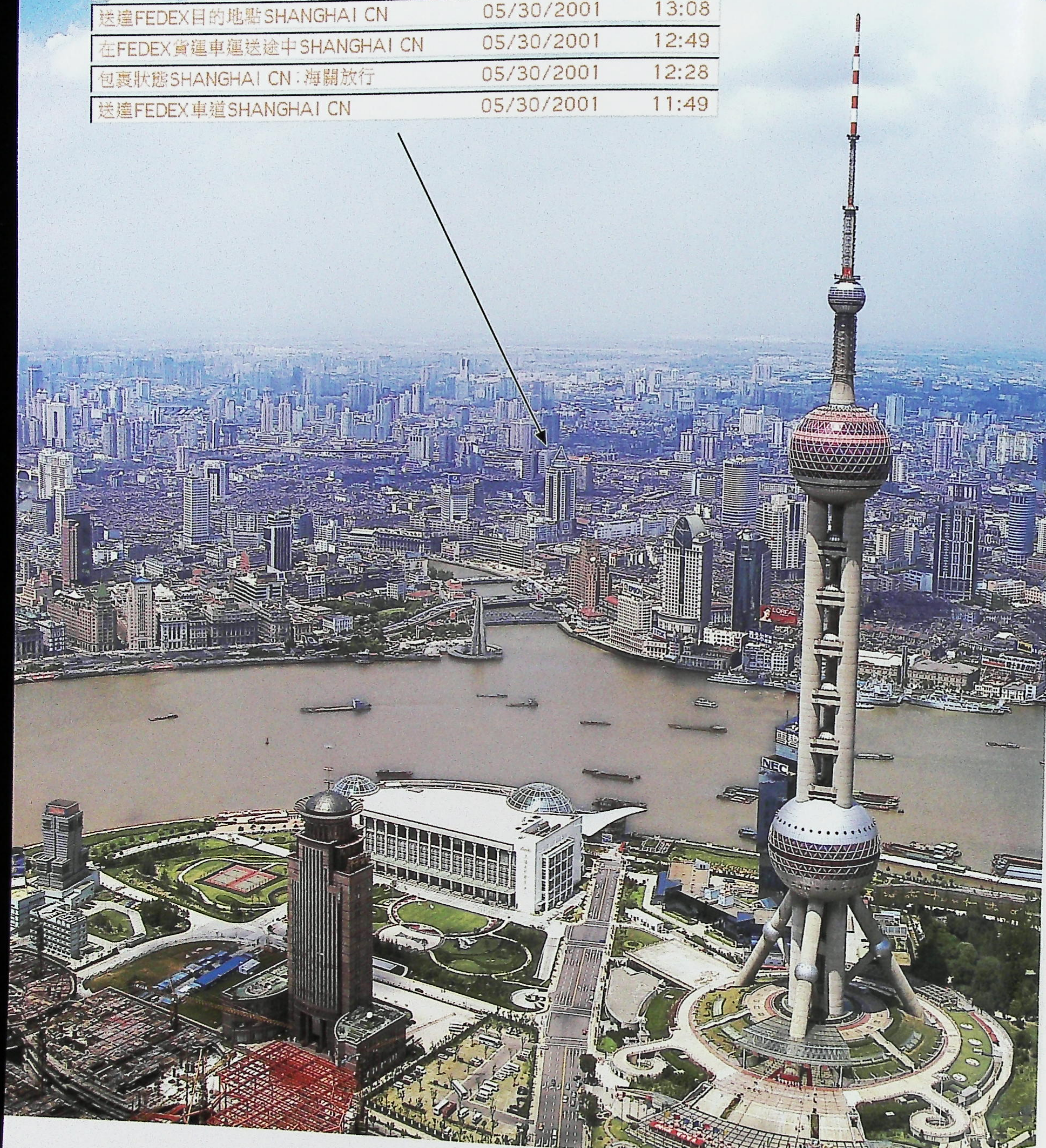


# 2001 Survey on CMA Members' Domestic Sales in Mainland China





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本 會 評 論

## 本會對2002-2003年度 財政預算案之意見

本港連續幾年錄得財政赤字，且缺口趨於擴大，實值得關注。財赤的出現既是經濟周期因素使然，亦與本港的經濟結構轉型有關。本港以及其他地區的經驗均表明，穩健的財政對經濟與社會的健康發展至為重要。故此，本會支持政府以積極態度尋求恢復財政平衡的方向，探討在中長期開闢新收入來源的可能性，包括檢討稅制；考慮透過徵收海陸離境稅、消費稅以及降低薪俸稅免稅額以擴大稅基等。但本會強調，稅制改革應在全面考慮經濟環境、社會承受力和公眾認受性等因素之後，選擇合適的時間來推行。

二零零零年以來，隨著美國經濟急轉愈下，出口市場出現全球性萎縮，本港經濟再度出現逆轉；另一方面，自九八年起，香港的內部消費一直疲不能興，綜合消費物價指數持續下滑，通縮情況未見明顯好轉。在經濟基礎羸弱、內部需求不振的情況下，開徵新稅項必然會在短期內抑制消費和投資，令疲弱的經濟雪上加霜。同時，面對經濟日益全球化、電子商貿的崛起、以及中國加入世界貿易組織等的挑戰，香港的經濟結構正處於轉型之中。由於經濟、社會的發展方向尚未明朗，推行財稅改革的時機並不成熟。本會認為，政府應在財政平衡和經濟增長之間作出審慎的平衡；現階段本港仍應集中精力促進經濟復甦，必要時仍須維持較高的開支以紓解民困和刺激經濟回升。至於稅制改革以及其他開源增收的措施，則可從長計議，待經濟好轉以及社會共識逐步形成之後方才推行。

政府更應雙管齊下，在積極探索如何開源的同時，致力節流減支。目前，政府的經常開支中有三分之二是用於支付公務員和政府資助機構員工的工資福利，政府可用於調整經濟和推動社會發展的資源實已所剩無幾。雖然政府部門已戮力進行資源增值，但尚有很大的改進空間。本會認為，政府必須以更大的決心，對公務員的薪酬、津貼和行政費用進行檢討和有效的監控；並採取果斷措施，精簡政府的架構，簡化運作程序，加快公共服務私營化和

外判的步伐，削減政府的運行成本。政府日前宣佈對九大公營機構高級員工的薪酬進行檢討，本會對此表示歡迎。本會希望政府以此作為一個試點和開端，逐步將有關工作擴展到所有公務員和全港兩百多家公營機構的各個層面，並藉此機會檢討、重整各部門的架構，建立更合理、靈敏的薪酬釐定機制，糾正公務員薪酬與市場嚴重脫節的現象。

亞洲金融風暴之後，本港經濟持續低迷，政府採取了一系列利民紓困的措施。本會認為，這類短期的財稅措施雖然不可缺少，但它們往往難以起到標本兼治的效果，而且亦有邊際效益遞減的問題。故此，本會建議政府進一步將財政開支的重點放在一些立足長遠、具有「投資」意義的領域，例如教育、人力資源再培訓、加強與中國內地的聯繫等。另一方面，鑑於香港與中國大陸的經濟融合不斷深化，政府在制定經濟社會發展政策時，應開放思想，擴闊視野，將港人在內地的跨境生產、跨境就業和跨境生活等活動納入考慮的範圍之內。例如，政府可考慮撥出資源，對港商在內地的營商活動以及在內地居住、工作的港人提供就地支援和協助。

近年來，在特區政府的倡導下，本港開始致力探索新的產業發展方向，在資訊科技、多媒體、現代醫藥、生物科技、環保、旅遊以及物流等領域積極進行嘗試。但必須承認，政府的產業政策尚未夠明晰，目標分散且欠缺延續性，扶植的力度亦欠奉，難以有效引導社會資源的投入。經過兩三年的摸索，本港雖然已在一些領域取得階段性的成績，但是真正能夠帶動整體經濟振衰起敝的新興產業群至今並未確立。由於經濟增長點模糊不清，政府進行反經濟周期調控時失卻著力點，祇能在一些短期、低效率、關聯作用弱的項目上作文章，難免事倍功半；而在缺乏內部動力的情況下，本港今後的經濟發展亦不可避免會依賴於外圍因素。為此，本會建議政府應摒棄「不干預政策」的陳腐思想，以更進取的態度，確立長遠、清晰的工業政策，採取適當的傾斜性措施，扶植一批具有高增長潛質的產業，培育未來的經濟支柱。



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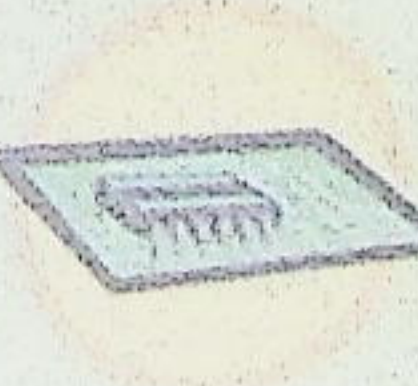
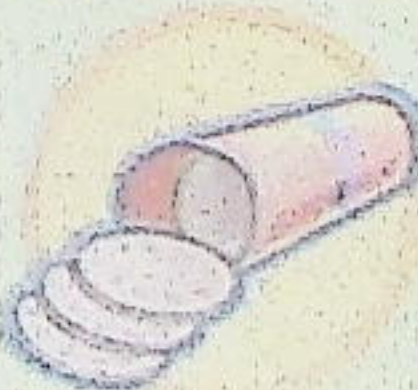
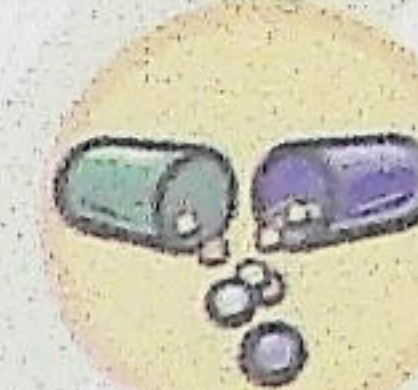


## 香港中華廠商聯合會 會員拓展內銷市場情況 2001問卷調查

### 一、背景

自八十年代推行改革開放以來，中國經濟維持了長時間的高速增長，成為世界經濟最為引人注目的陽光地帶。隨著綜合國力蒸蒸日上，居民收入大幅提升，以及商業流通體系趨於完善，內地市場無論在深度、廣度還是效率方面，均已今非昔比。與此同時，因應加入世界貿易組織的需要，中央政府加快了產品和服務市場對外開放的步伐，並透過大幅削減進口關稅、撤除內銷規限和擴大外商對分銷業的參與，為國際投資者進軍國內市場打開了方便之門。

中國市場層出不窮的商機，已吸引全球各地的投資者紛擁而至。廠商會的會員乃港商赴內地投資的先鋒，自然會「春江水暖鴨先知」。不少廠商已經先拔頭籌，在國內市場確立了一席之地；而更多的會員企業正躍躍欲試，密鑼緊鼓作出布署，準備加入逐鹿中原的行列。有見及此，廠商會特於二零零一年六月對屬下的會員進行了一項大規模的調查，旨在掌握會員企業在內地市場銷售產品的現狀和特徵，瞭解廠商對內銷環境和前景的評價、目前所面臨的障礙、以及今後的發展計劃和策略。是項調查以郵寄、傳真問卷的方式進行，在指定期限內共收回168份有效問卷。





## 二、調查結果

### 1. 回應公司情況

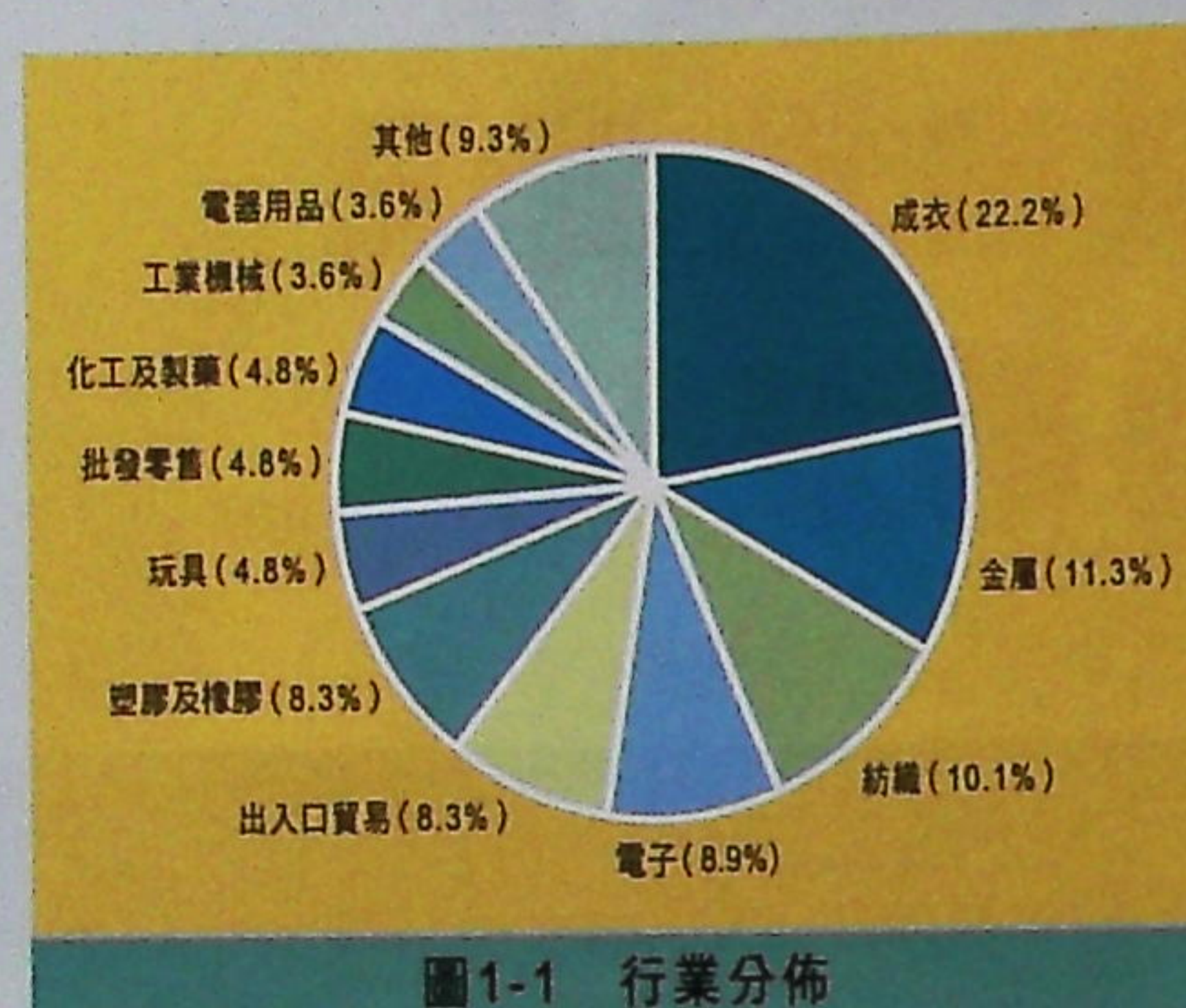


圖1-1 行業分佈

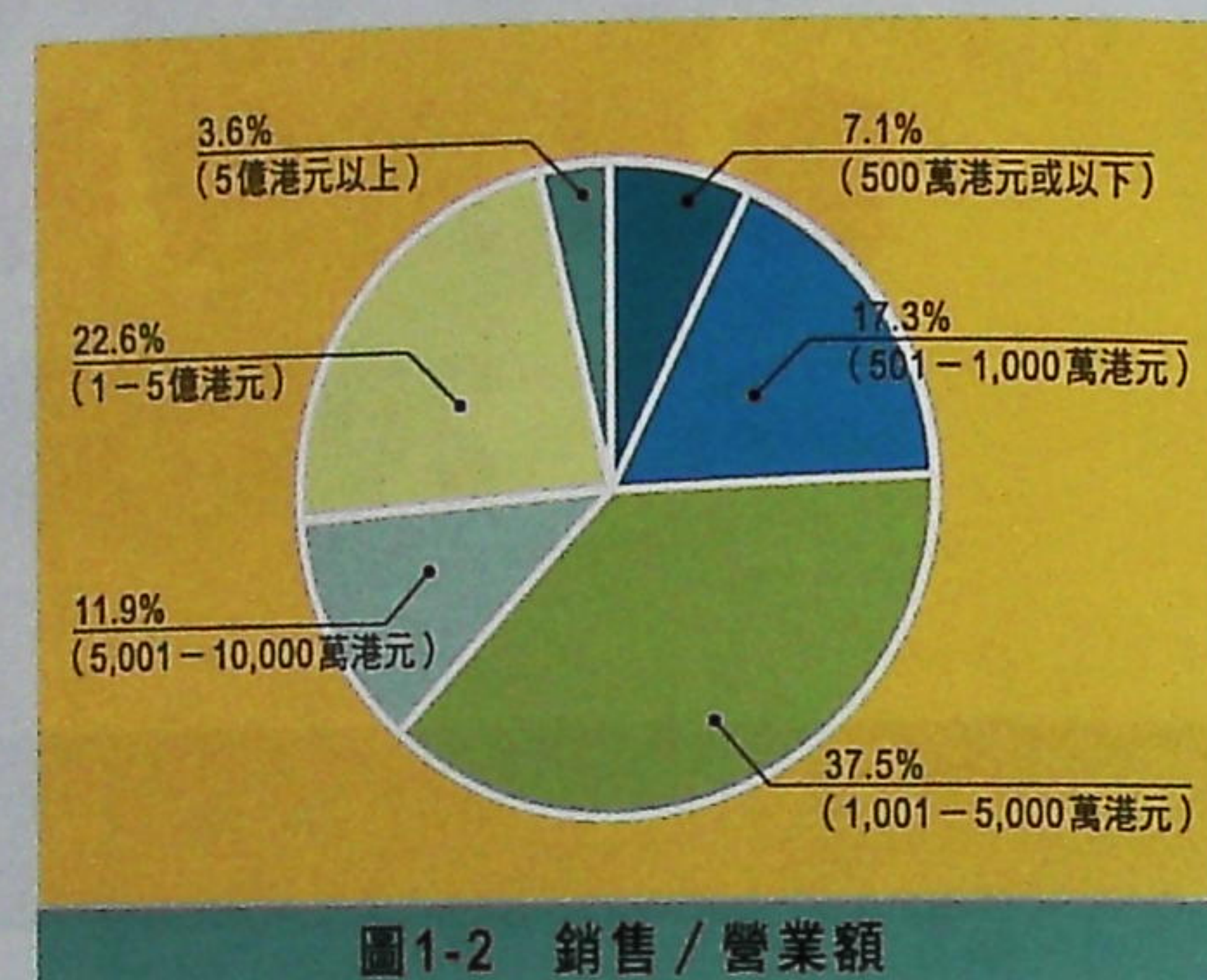


圖1-2 銷售/營業額

是次調查的回應公司來自近十多個不同的行業，主要是成衣、金屬、紡織、電子、塑膠、玩具、製藥、進出口以及批發零售業。75.6%的公司年營業額在1,000萬港元以上；全體樣本的年銷售額之平均值和中位數可分別粗略估計為9,400萬和2,500萬港元。

### 2. 銷售方式

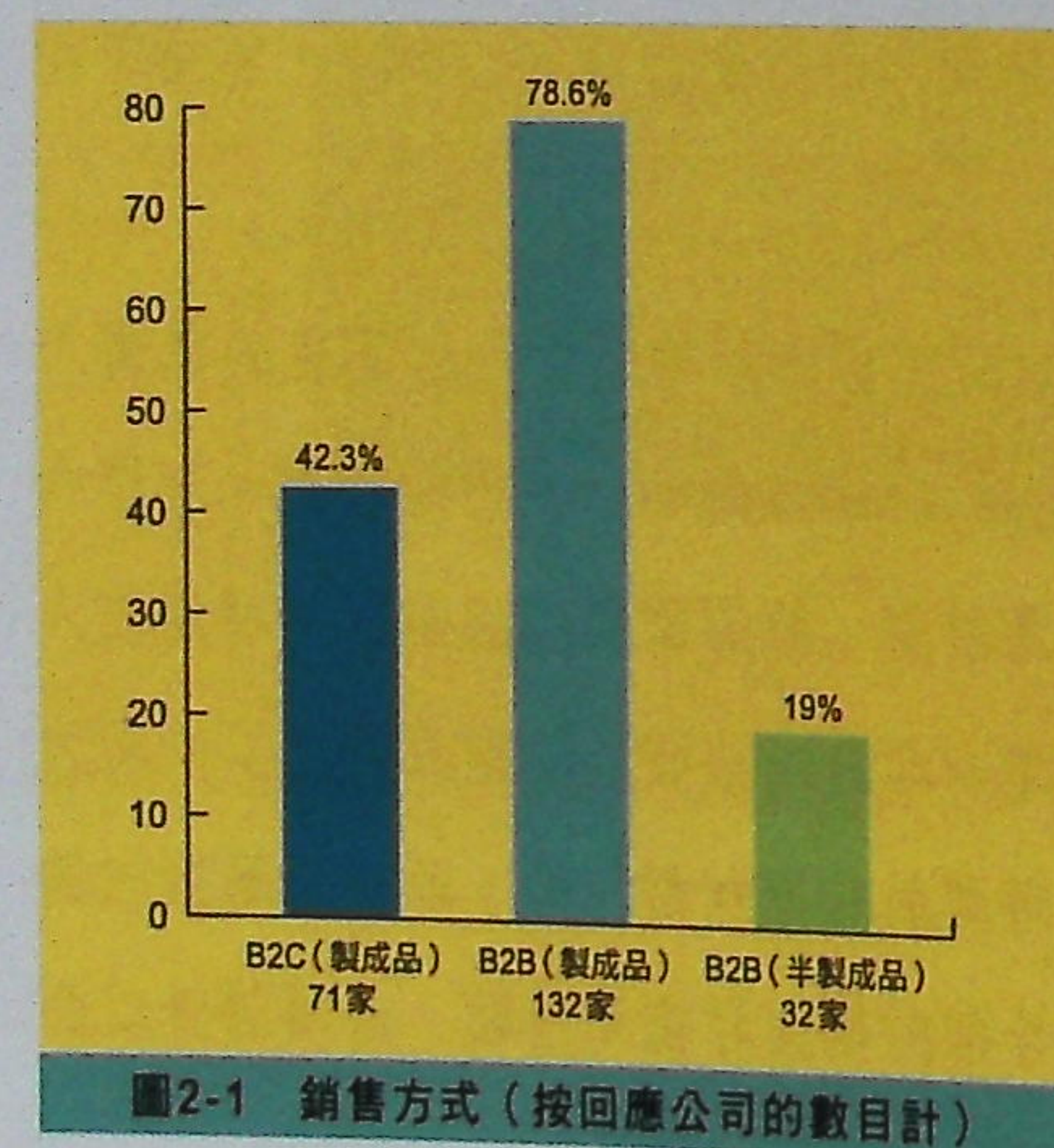


圖2-1 銷售方式（按回應公司的數目計）

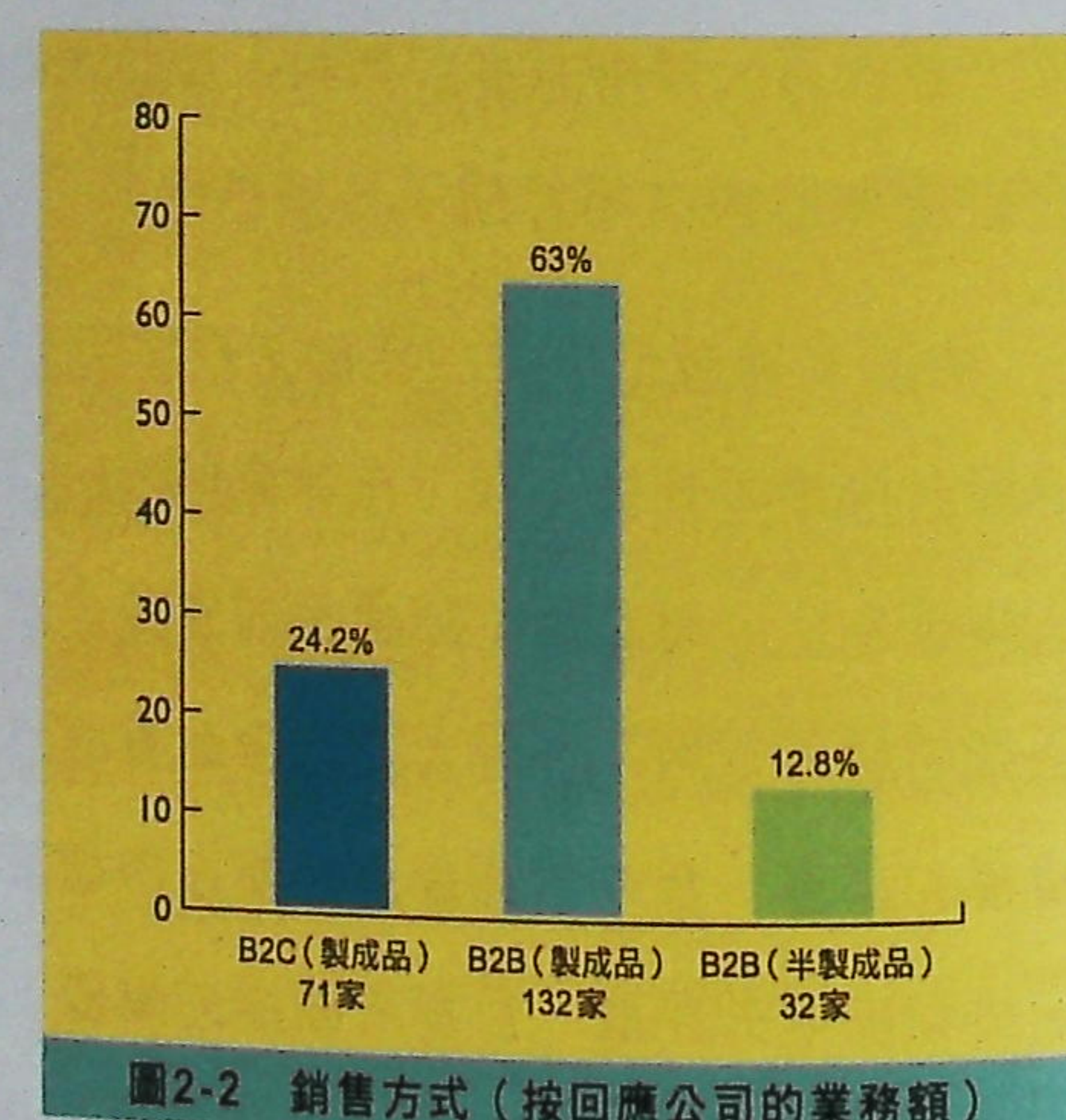


圖2-2 銷售方式（按回應公司的業務額）

回應公司中，超過八成有B2B(企業對企業)業務，專注於B2C(企業對消費者)銷售方式的佔13.1%。若以業務額所佔的平均比重計，B2B佔到全體回應公司營業額的75.8%，其中製成品佔63%，另有12.8%屬於原材料、元器件等中間產品。

### 3. 生產經營模式

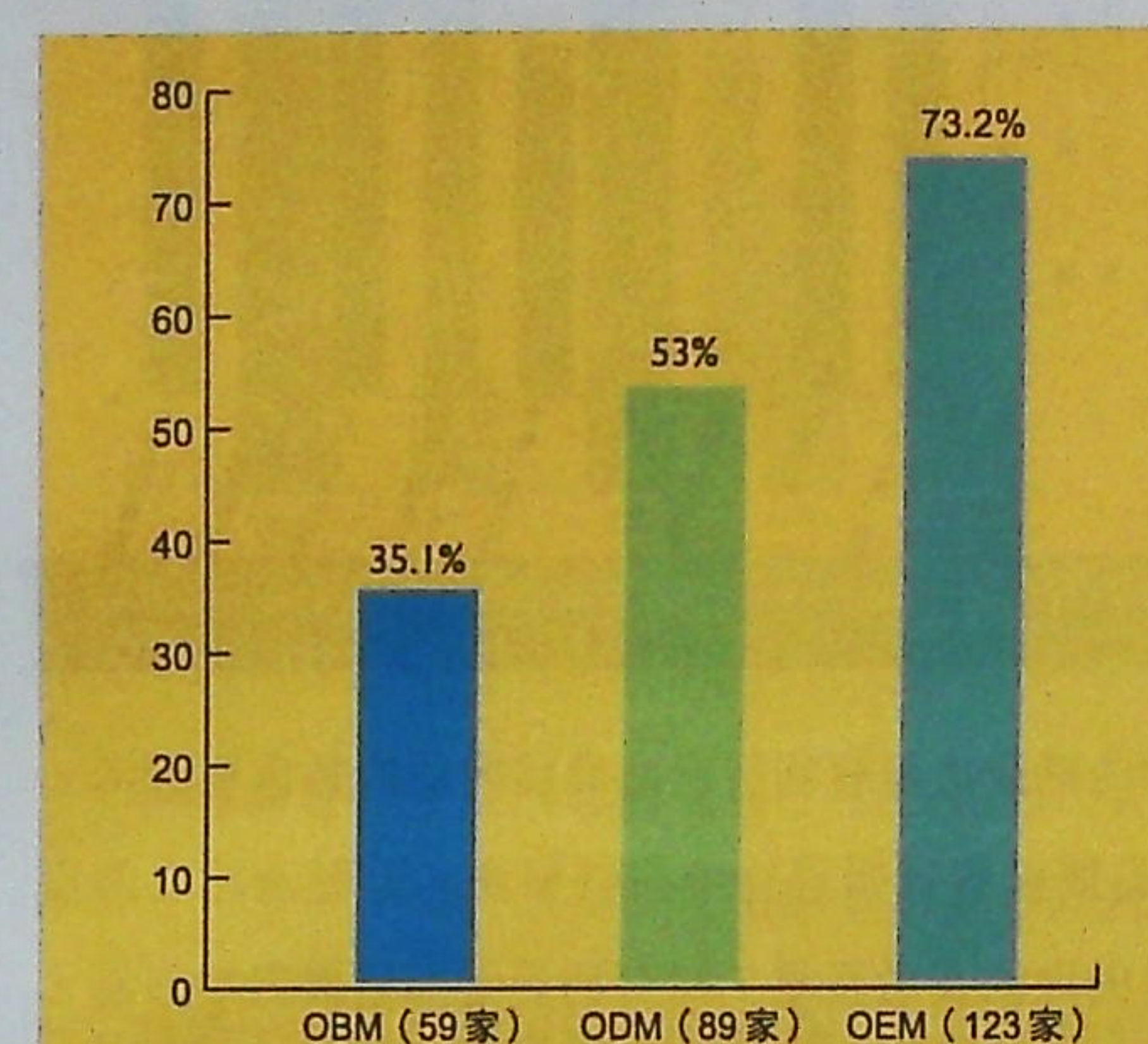


圖3-1 經營方式（按回應公司的數目計）

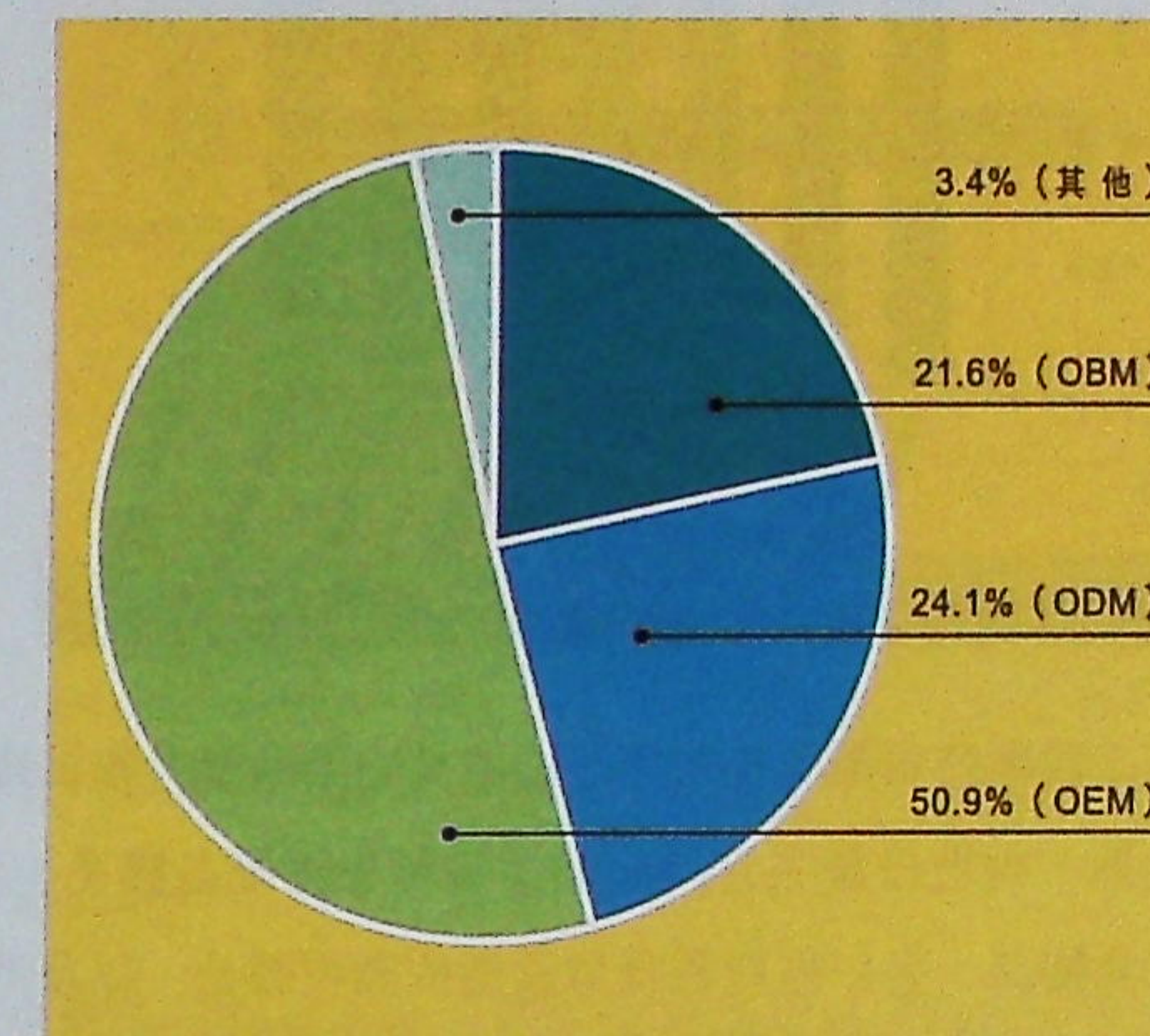


圖3-2 經營方式（按回應公司的業務計）

原設備製造(OEM)是港商最常見的生產經營模式，為73.2%的回應公司所採用；但涉及原創設計製造(ODM)的企業亦佔53%，而更有35.1%的回應公司已開始原創品牌製造(OBM)。平均而言，OEM佔回應公司營業額的50.9%；ODM和OBM則各佔24.1%和21.6%，實際上已構成了廠商業務的半壁江山。

### 4. 市場結構

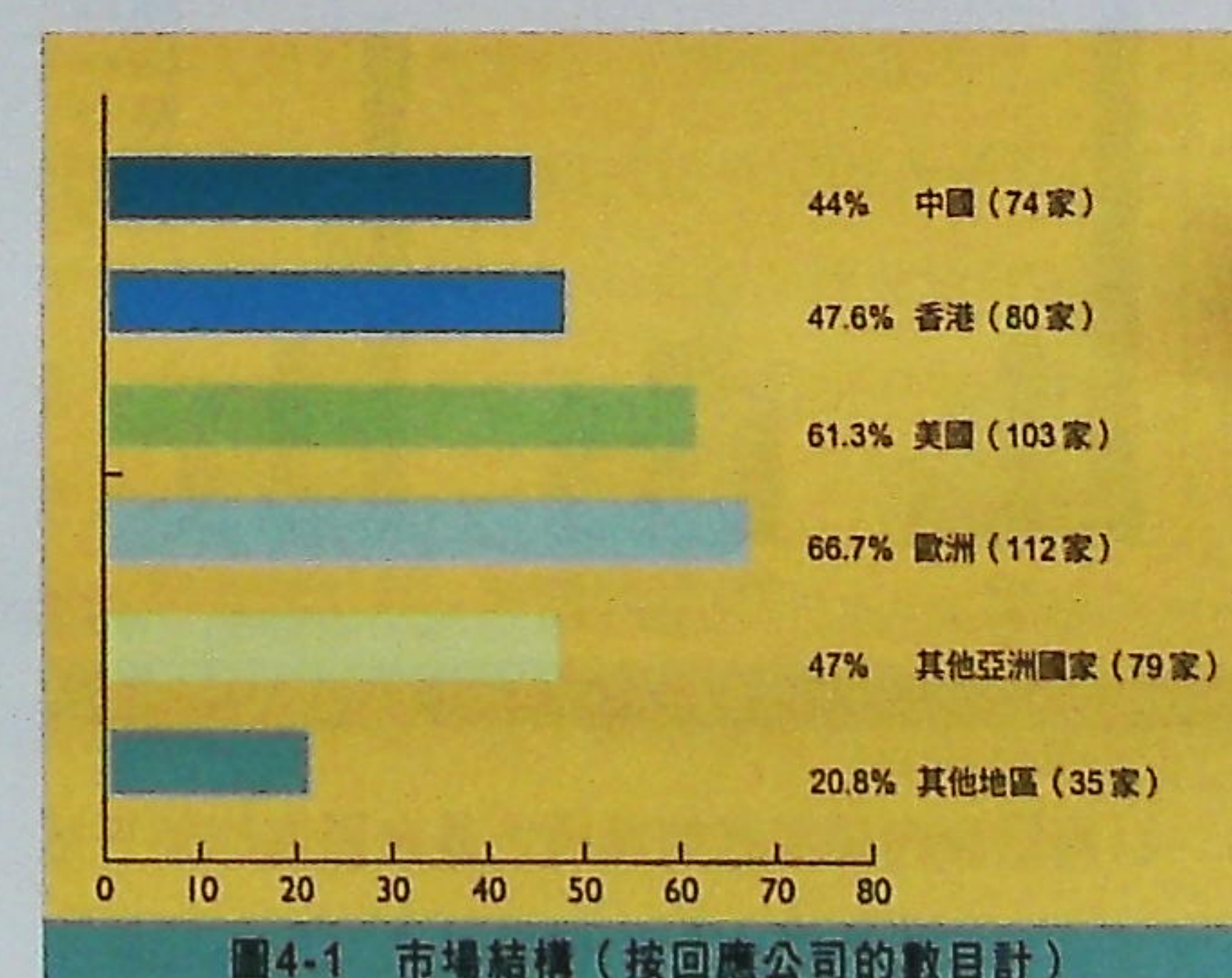


圖4-1 市場結構（按回應公司的數目計）

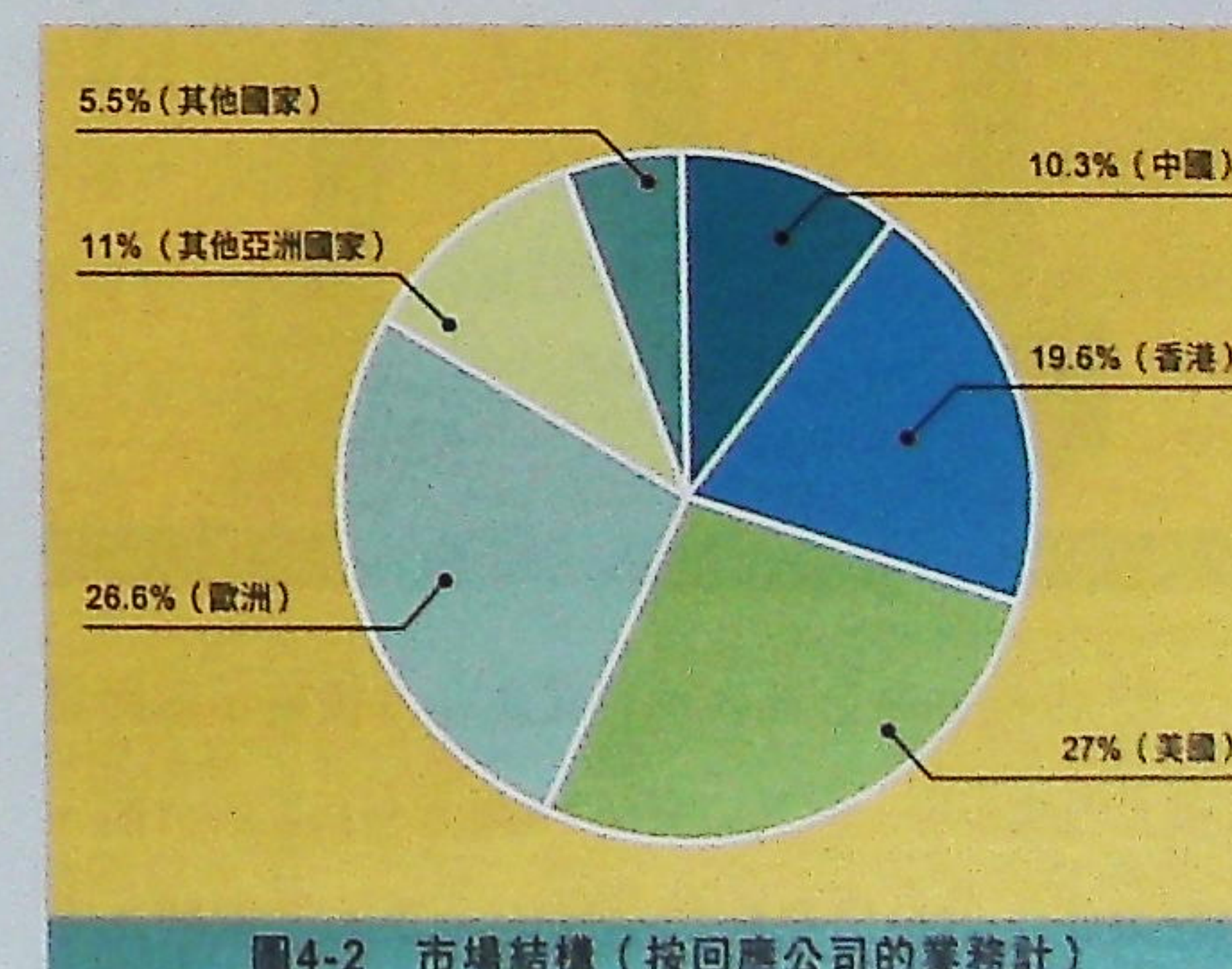


圖4-2 市場結構（按回應公司的業務計）

港商的產品銷售市場已呈現地域上的多元化，但美國和歐洲仍然吸納了27%和26.6%的產品，香港本銷市場和國內市場則平均各佔19.6%和10.3%。雖然已有44%的回應公司將產品銷往中國，但內地市場平均祇佔這些公司營業額的23.5%。



## 5. 國內的銷售環境

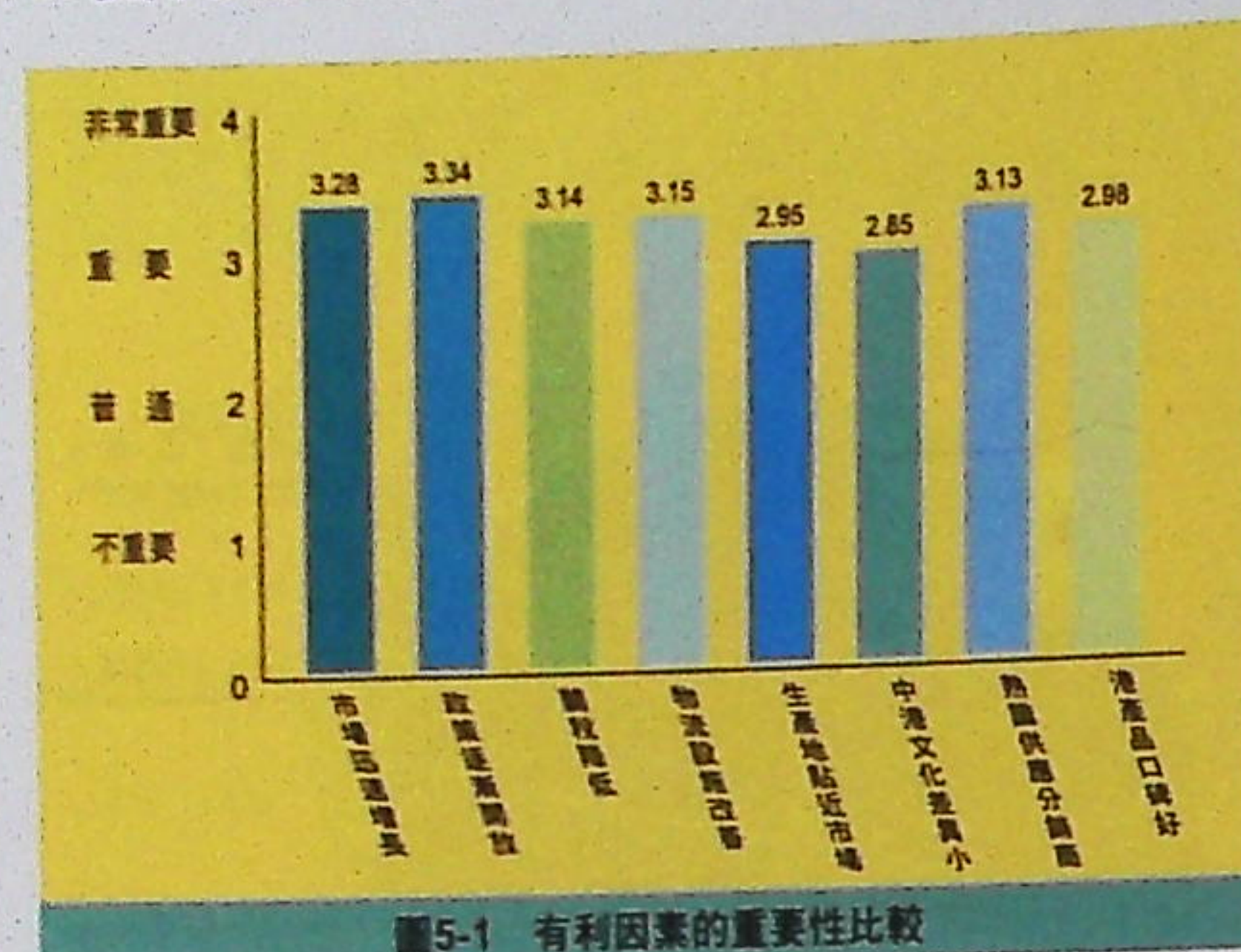


圖5-1 有利因素的重要性比較

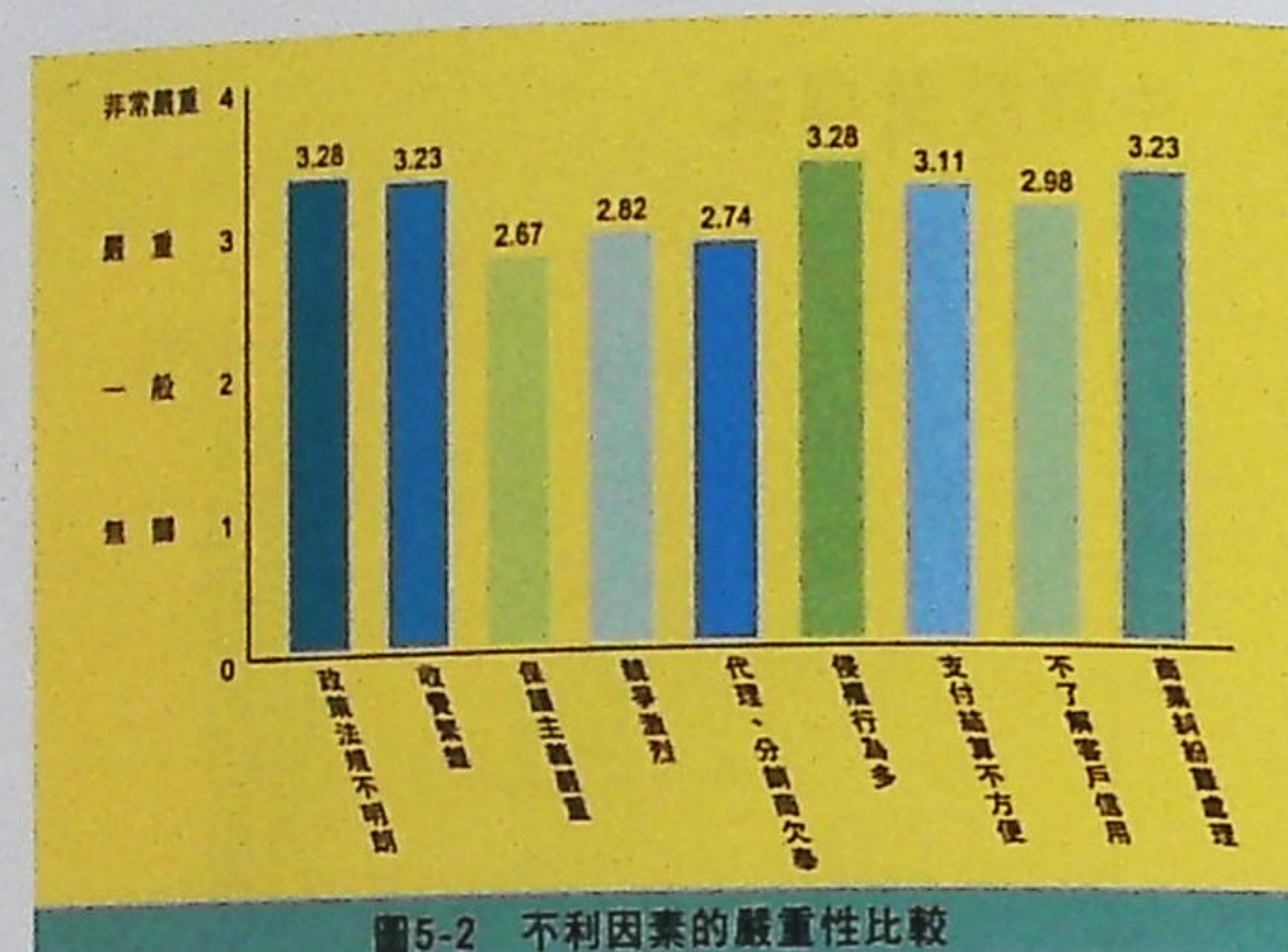


圖5-2 不利因素的嚴重性比較

回應公司都認為內地迅速增長的市場潛力和日趨開放的內銷政策是利於港商發展內銷的最重要因素。此外，內地日趨完善的交通運輸和物流配送體系，港商在長期投資經營過往中與供應商、分銷商建立的良好關係，進口原料和機器設備的關稅減低，以及港產品受內地消費者喜愛，均有利於港商拓展內地市場。

但回應公司亦指出，政策法規不明朗是港商開展內銷的主要障礙；各種收費繁雜，假冒、偽劣和侵權行為屢有發生，以及商業糾紛不易處理，支付結算方式和融資體系尚欠健全，客戶的信用狀況亦難以掌握和監控，亦令其倍感困擾。

## 6. 拓展內銷的計劃

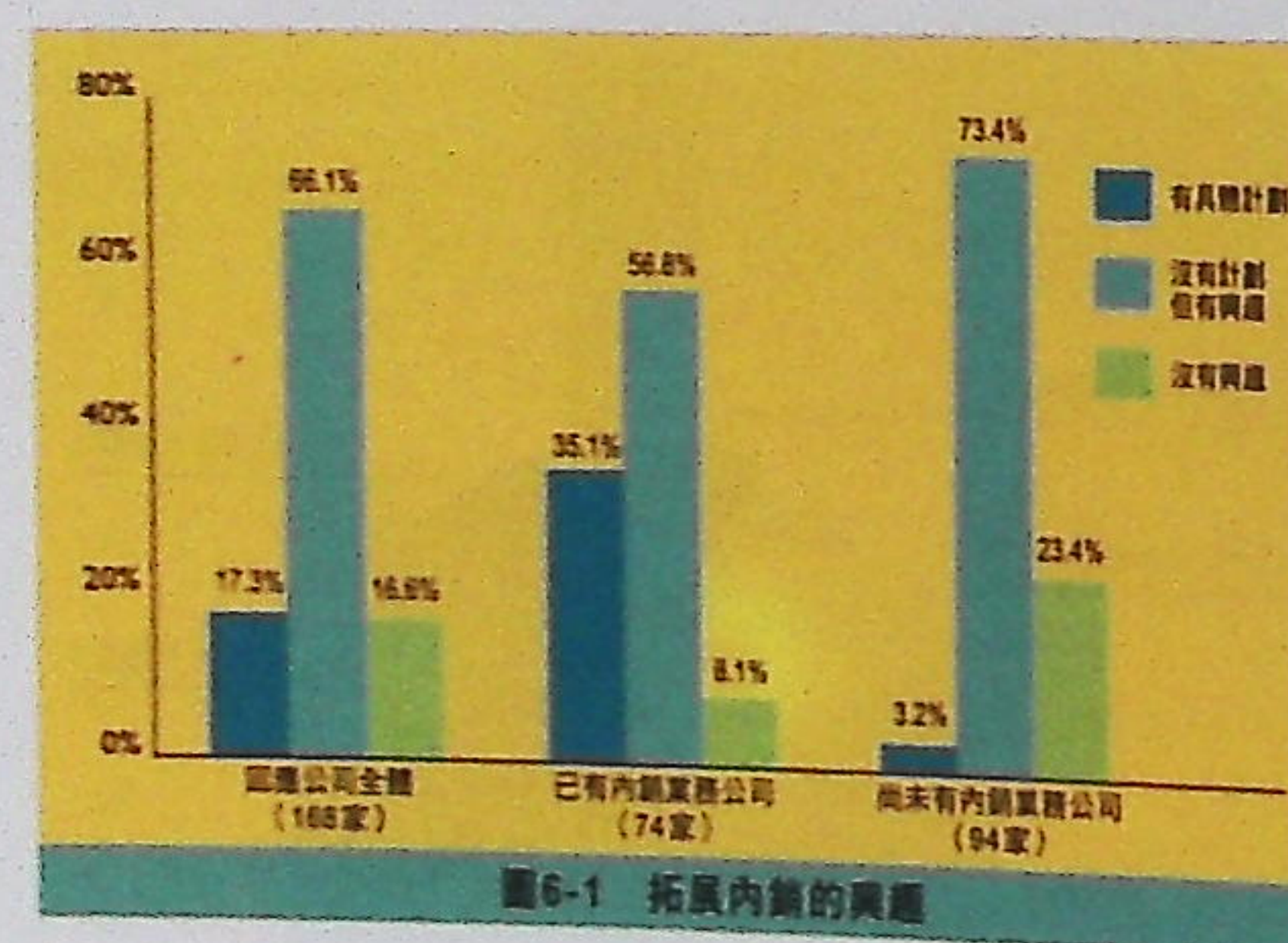


圖6-1 拓展內銷的興趣

83.4%的回應公司表示有興趣在今後兩年內踏足或擴大內地市場，但其中有66.1%尚未有具體的計劃。相對而言，目前已有內銷經驗的企業的態度較為進取，超過三分之一已經有了進一步擴張的計劃。

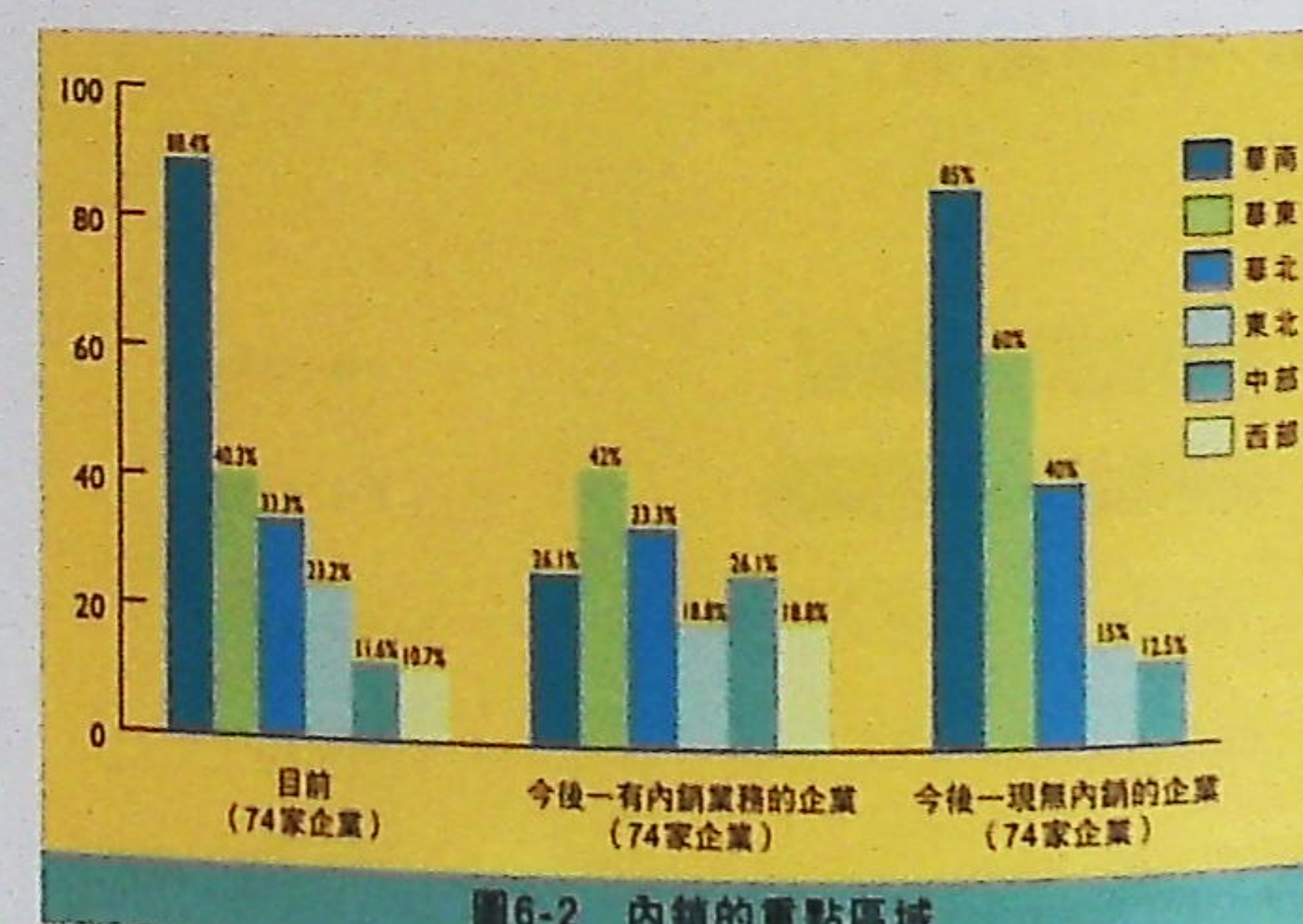


圖6-2 內銷的重點區域

目前已有內銷業務的港商，其在國內的銷售活動主要是在華南地區進行；但這些企業的興趣點正轉向華東和華北，乃至中部和西部地區。至於那些目前尚無內銷業務的港商，則會相對集中在華南、華東和華北市場。

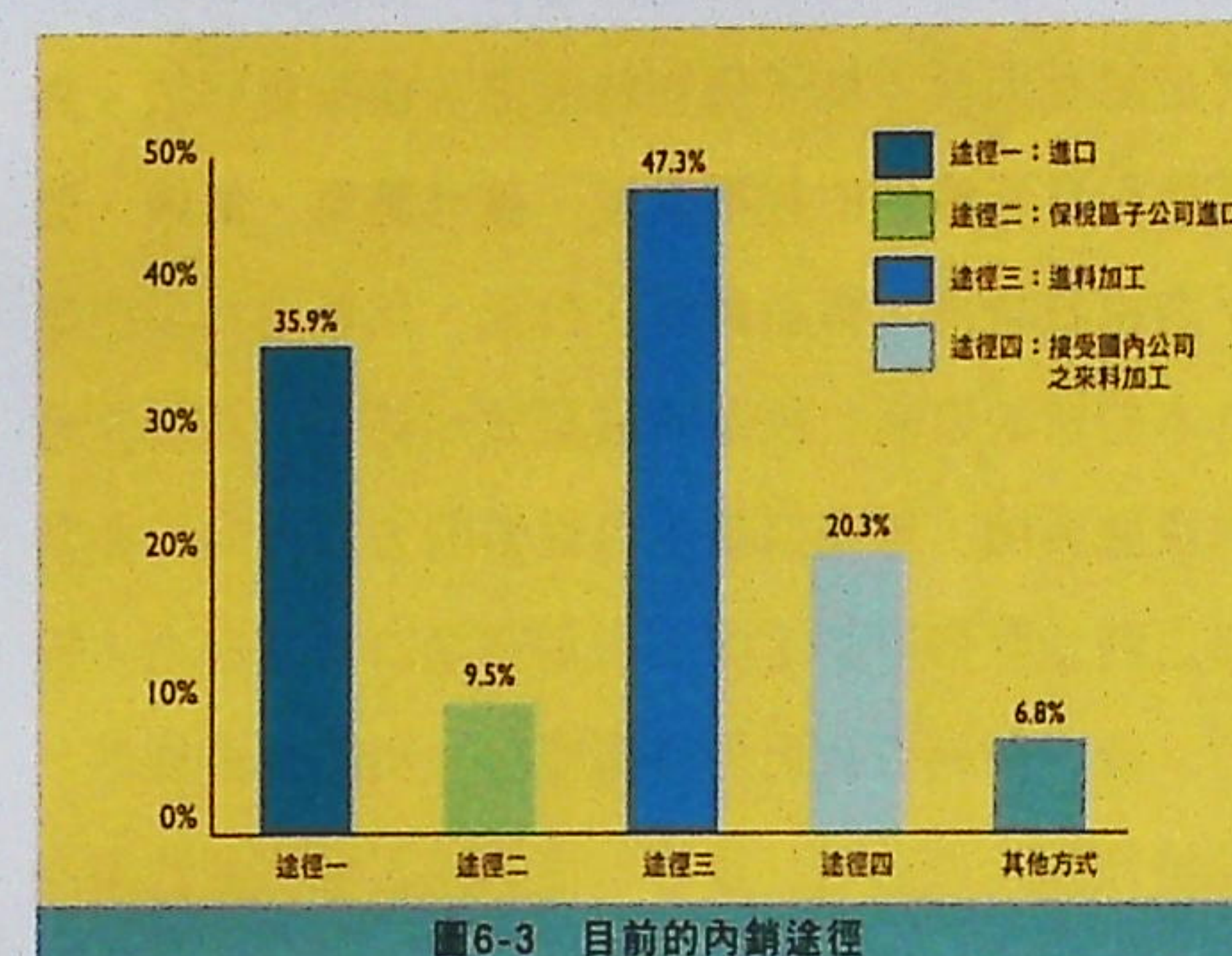


圖6-3 目前的內銷途徑

目前港產品進入內地的途徑主要是透過三資企業的進料加工、外貿公司進口、以及接受國內公司的來料加工，基本上屬於傳統的進出口業務或者直接投資所衍生的附帶業務。

今後，隨著國內市場加速開放，外商的參與方式亦會增多。有見及此，回應公司紛紛表示將採用更加多樣化的策略赴內地發展，包括與國內公司建立策略聯盟，成立專責內銷的獨資企業，推廣品牌，以及直接投資國內的零售、批發和進出口等分銷業務等。

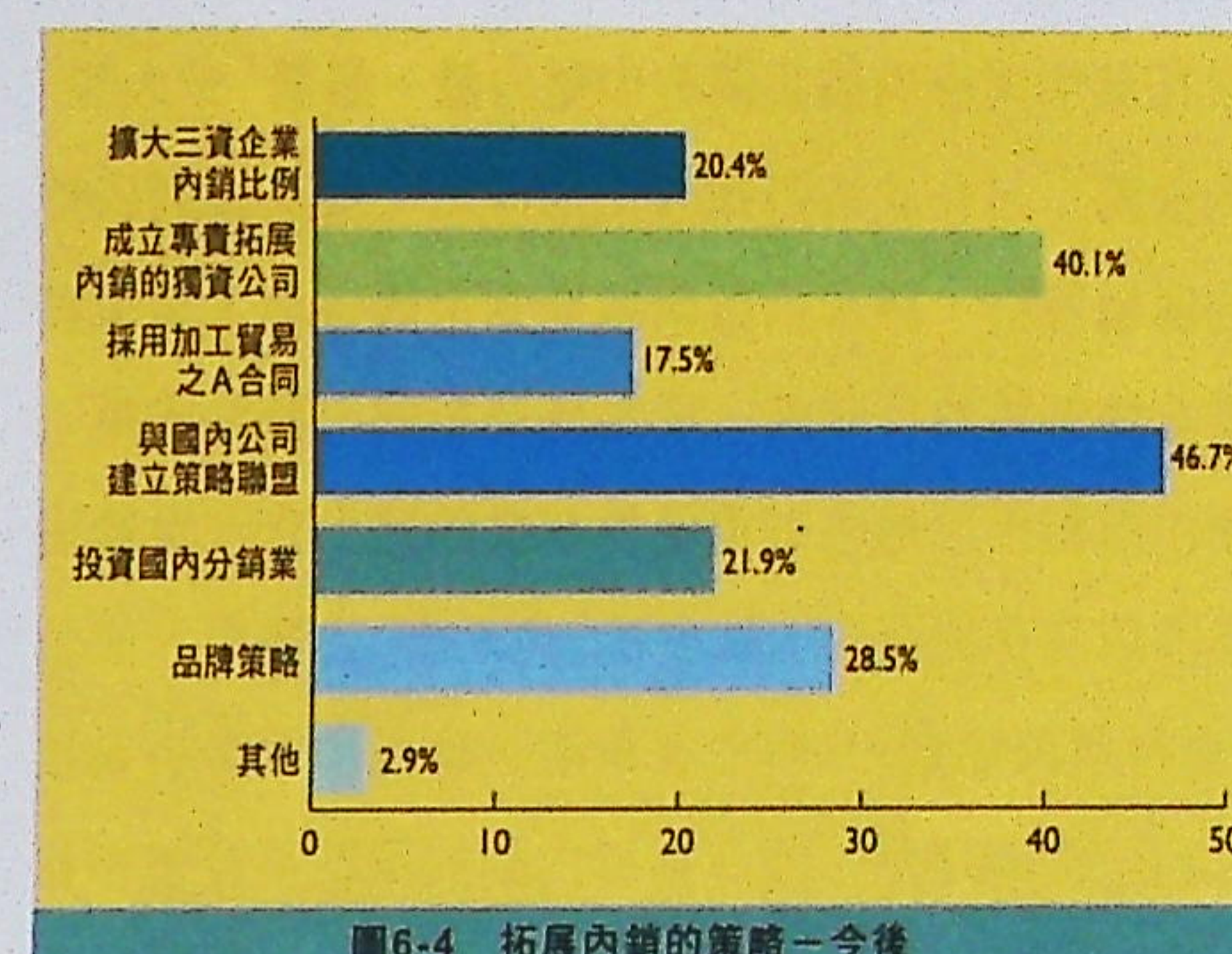


圖6-4 拓展內銷的策略—今後

## 三、結語

### 1. 綜述

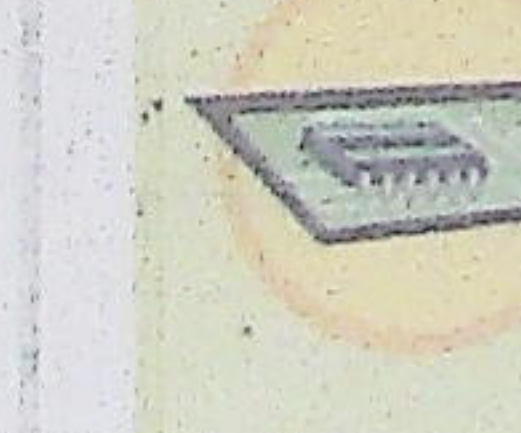
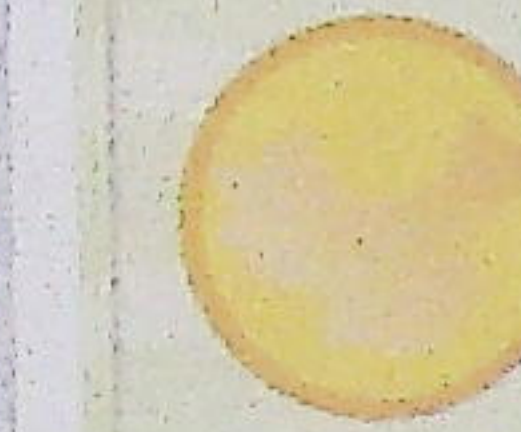
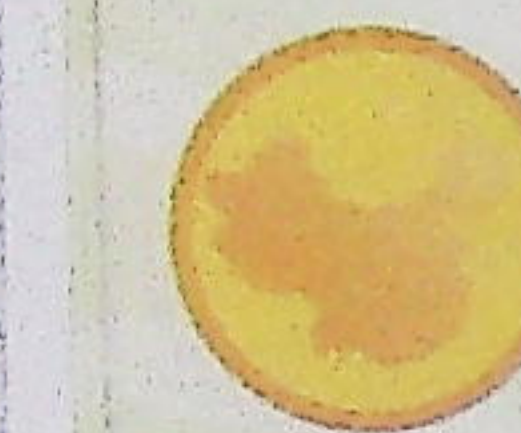
本次問卷調查發現，回應的168家企業主要以原設備製造的生產經營模式從事B2B(企業對企業)業務；原創設計製造(ODM)和原品牌製造(OBM)亦佔有一定的比重，構成港商業務的另半壁江山。回應公司的出口市場已較為多元化，但美國和歐洲仍然吸納了超過一半的產品；雖然近四成的企業已開始將產品銷往中國內地，內銷業務所佔的比重依然微弱，平均祇佔到這些公司業務的兩成左右。

目前，港商在內銷市場的發展尚處於起步階段，但其潛在的增長空間卻不可限量。鑑於國內政府已開誠佈公地取消對外商參與內銷的限制，超過85%的回應企業表示有興趣在今後兩年內踏足或擴大內地的市場，預示了港商拓展內銷的熱潮正蓄勢待發。

這股熱潮的興起，既是政策開放的直接產物，更是內地經濟層面多個拉動因素不斷增強的必然結果。毋庸置疑，隨著內地市場在深度、廣度和效率等方面突飛精進，加上交通設施和物流、配送體系日趨完善，港商問鼎中原的條件已臻於成熟。

由於對政策變動存在認知時滯和反應時滯，許多港商尚未有具體的計劃，以把握國內市場湧現的新機會。另一方面，內地市場乏善可陳的軟環境，包括欠缺透明度的政策、繁雜紊亂的稅收體制、不健全的知識產權保護制度、以及欠發達的支付結算方式和配套融資服務等，客觀上亦迫使經驗不足的企業謹慎行事，謀定而後動。





調查中發現，目前已有內銷業務的企業將是今後拓展中國市場最活躍的中堅力量。憑著「先入者」的優勢，這些企業將採取由南向北、從沿海到內地的區域策略，將業務版圖擴展到全國各地。華東和華北地區將取代華南，成為港商拓展內銷的重鎮；而中部和西部地區的重要性亦會迅速上升。至於尚無內銷業務的港商，將會步「先入者」之後塵，依循「雁行發展模式」，首先在華南、華東和華中市場建立自己的立足點。港商拓展內銷的策略將更加多樣化；除了與國內公司建立策略聯盟之外，許多港商亦傾向選擇專門化的路線，成立專責拓展內銷的獨資公司或者分銷業；而一些致力開拓ODM和OBM業務的企業，更會借重國內不斷擴容的市場，透過推行品牌策略來加快營運模式的升級。

## 2. 政策建議

港商加緊開拓國內市場，勢必進一步推動中港兩地的產業分工進入更複雜、更全面的階段，使內地成為香港全方位的集生產基地、市場和策略性夥伴為一體的經濟腹地。港商在內銷市場的發展，從本質上有別於國際市場爭奪戰中常見的「零和遊戲」(Zero Sum Game)；相反，它將延續和深化香港與內地建立在優勢互補、良性競爭基礎上的雙贏格局。短期內，港商的加盟不僅能啟動內地吸引外來投資的新增長點，而且能帶來先進的營銷知識和商業管理技能，引入更加豐富多彩的產品；一方面促進國內現代商業流通體系的確立，加速內地市場與國際市場的融合，另一方面亦有助於刺激內部消費的增長，推動內地經濟的增長模式從「出口牽引型」向「出口、內需並重型」轉化。

開放外商進入內銷市場是國內市場經濟發展進程中的一個意義深遠的里程碑，亦是一個嶄新的起點。前路漫漫，尚待各方上下求索。正如本次調查的回應公司所指出的，國內市場雖然在規模和配送

體系等方面而取得了長足的進步，但在軟環境，尤其是制度因素方面，仍有待改進。構築更開放、高透度和具延續性的政策環境，確立簡單、清晰、公平的稅收環境，締造嚴明、公正、以尊重知識產權為本的法制環境，以及發展高效、健全、功能完備的金融環境，無疑都是不可鬆懈的努力方向。而當前之務是應盡早制定開放內銷市場的實施細則，檢討、統一各地方政府的有關規定，消除多重標準，釐清模糊地帶，並且及時、清晰無誤地將新政策向外商傳達。

因應港商熱衷投資國內分銷業的訴求，中央政府不妨放寬目前過於苛嚴的進入標準，降低資格要求，或者允許中小型外商以聯合出資的方式參與國內的商業流通領域。此外，為了完善配套的金融服務，中央政府可考慮加快金融業的對外開放步伐，鼓勵中港兩地金融機構的合作，並且在適當的時機，建立兩地商業信貸資料庫的資訊交換機制。

配合港商在國內市場的發展，香港的商會亦有必要調整和強化其輔導、協調的功能，推出更多的增值服務。除了跟蹤、傳播和協助解釋有關的政策，商會應在傳統的資訊服務中加入新的元素，提供關於國內市場的商情資訊，包括各地的市場狀況、產品供求、商品稅賦、消費者動態和買家方面等的資料。為幫助香港企業把握內地的市場機會，商會可牽頭組織商貿考察團，甚至可在內地舉辦展銷會以推廣香港的产品；並可透過研討會和座談會，促進業界的經驗交流，藉以樹立成功的典型，利用示範效應，縮短業界的認知時滯。此外，藉著廣泛的社會聯繫、中立的地位和良好的信譽，商會可擔當仲介和顧問的角色，為香港企業物色熟悉內銷業務的人才，引介合適的內地合作夥伴。

①①



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 新世界電話



科聯系統集團有限公司主席

吳長勝



在當今資訊科技急速轉變的年代，香港面對強勁的競爭對手應該何去何從？香港這方面是否遠遜於新加坡？面對眼前種種的不利，香港又能否超越內地？而最常見的問題是電子商業究竟能夠生存多久？在目前世界經濟不穩的大氣候下，香港資訊科技的發展在定位前還須要解決很多問題。今期我們請來科聯系統集團有限公司主席吳長勝發表他在這方面的意見。

談吐溫文，儀表非凡的吳長勝在接受訪問時也表現出他是個思路清晰的人。他說，資訊科技的廣泛定義可包括軟件應用、硬件製造、在商業運作上引用資訊科技如建立網站等。他指出，香港的資訊科技業主要集中於軟件應用和系統整合，硬件製造只是歸納於「電子」一類。

身兼香港資訊及軟件業商會創辦人及主席的吳長勝表示，本港目前約有八百家公司從事軟件應用及服務，其中大部份是只有二十名僱員的中小型企業。

他評論香港資訊科技業時指出，本港在軟件應用的發展相當完善，但本地的IT市場則很狹隘。多年來，本港資訊科技業並未能積極開拓海外市場。綜觀本地製造業早已經在海外市場站穩陣腳，但軟件業則多年來也未能攻佔海外及內地市場。

儘管如此，香港仍然致力推動軟件應用的發展。吳氏稱，軟件應用不僅為我們日常生活提供

很大方便，亦加強了本港的競爭力。例如和我們息息相關的多種服務，包括銀行、地鐵及每日需要處理龐大投注額的賽馬會等都是因為軟件應用而得到重大改善，本港的空運及貨櫃碼頭也是因此而提高效率。

他認為，香港在軟件應用方面比新加坡先進，但在傳統硬件製造及發展方面則仍落後。

另一方面，他發覺香港公司比內地公司有更好和更具效率的管理架構。他解釋，發展應用軟件就意味著要業務轉型為自動化程序，由於本港的商業運作講求高效率，故此不少企業已掌握一套優良的業務運作概念，這些經驗對在內地工作是十分有用，因為目前很多內地企業也未曾發展一套有效率的商業系統，須倚靠本港這項優勢。

此外，吳氏亦發現香港較擅於項目管理方面的工作，以一個樓宇工程為例，當中涉及建築、物料供應及建材等多方面有很多由大判至二判或三判的工程，有效管理這些有關單位是相當重要的。

吳氏說，本港的人力成本比內地高。以較低技術的職位如電腦程式員為例，僱用內地知名大學畢業生所要付的薪酬只是本地同等大學畢業生的一半。

兩年前當香港正處於科技股熱潮時，科網公司如雨後春筍般湧現，市場對科技人才求才若渴之際，香港科技專才的薪酬實在有如坐火箭般飆升。二零零零年，香港的科技專才曾經一度十分短缺。現今科技股泡沫爆破，不少網站公司不是停止拓展便是倒閉，紓緩了市場上曾一度出現的人才短缺問題。同時，政府的輸入內地專才計劃亦有助改善這個情況。

吳氏解釋，經濟下滑嚴重影響香港科技產業的發展，「因為資訊科技並非必需品，只是一項資金投資。」客戶縮減發展資訊科技的預算，意味著科技服務供應商的業務正漸漸萎縮。而且，科網公司要面對的還有因科網熱潮時以過高薪酬聘用科技人才所帶來的高成本問題，減薪裁員因此無可避免。現在大家對電子商貿的憧憬都幻滅了。兩年前，不少企業對資訊科技有不切實際的幻想，作出大量投資來發展電子商貿，如今察覺收益難以達到預期。他補充說：「過度投資與強差人意的回報可謂對這些公司造成雙重打擊。」

不過，吳氏認為電子商貿的市場龐大，前景亦很樂觀，但他審慎表示這行業不能賺快錢。「兩年前，很多公司經營電子商貿是希望能夠藉此上市或進行收購。今日大家對電子商貿的心態也許不同了，但電子商貿仍有可觀市場。網上銀行和電子付款將會是未來的發展焦點，但不可期望它們在一兩年間會很普及。因為顧客以往也經過多年時間才可適應銀行的自動櫃員機和電話銀行服務。他指出，政府現時已透過公共服務電子化計劃(<http://www.esdlife.com>)積極推廣電子商貿的發展。」

吳氏認為，中國加入世界貿易組織對香港資訊科技可說是一大機遇和挑戰。本港的資訊科技供應商憑著其對外資企業的經驗和對大陸

市場的認識，將可從中國外資企業中找尋商機，而外地的資訊科技供應商亦將進軍中國市場，以求分一杯羹。吳氏估計，未來本港和很多大陸資訊科技的供應商將會競爭激烈，其中計有業內翹楚之一聯想轄下的神州數碼。最初香港科技公司仍有可為，但由於內地公司學習拼搏，相信未來兩三年間將可取代本地科技公司乘時而起，因此本港科技公司必須要經常提升自己。

吳氏認為，創意很重要，香港地下鐵率先採用電子車票，在當時來說是很先進，其後出現了八達通咭，再發展至目前可以廣泛應用在交通工具及一些零售商店。不過，他說如目前在大陸推行這種咭，相信幾年後便會過時。

為了迎接挑戰，吳氏統領的科聯系統集團有限公司十年前已在內地設立辦事處，並且已建立強大的客戶基礎，現時擁有約二百名內地員工，而且在北京、上海、廣州、南京、深圳、成都、武漢及瀋陽等地的辦事處訓練內地的要員。兩年前，該公司更開始把一些勞動力密集的業務運作如電腦程式等北移至內地。

科聯不僅拓展海外市場，更發展多元化業務，除軟件應用外，亦有應用服務的提供，其中一個項目便是為香港政府設計的電子收費系統，其他佳績則包括上海股票市場的自動股票交收系統及新中國電訊公司「中國移動」的項目。

吳氏相信，一間成功的科技資訊公司是要有良好的管理，因為百分之七十五的開支都用於員工身上，所以事業發展與提升工作是同樣重要。「九成的科聯員工是大學畢業生，他們期望可一展所長，所以他們需要工作滿足感。資訊科技是一門很有挑戰性的行業，市場瞬息萬變，

他們經常需要抱著棄舊迎新的態度，我們不想他們三四年都是從事同一種工作。」

展望未來的目標，吳氏希望科聯能夠不斷拓展至亞太區，成為一間跨國公司，提升人們的生活水準，為社會作出貢獻。







## 二零零一年 廠商會獎學金頒獎典禮

**第** 三十八屆香港中華廠商聯合會獎學金頒獎典禮已於二零零一年十二月七日舉行，由會長陳永棋、副會長盧文端、陸增鏞、林學甫、周潤賞、蔡衍濤及教育委員會主席司徒健主持，並邀得教育統籌局局長羅范椒芬太平紳士擔任主禮嘉賓。

自一九六四年成立以來，廠商會獎學金每年均由熱心的會董及會員捐助，旨在鼓勵及表揚本港中學及大專院校成績優異的學生。今年來自三十間院校共264名學生獲頒逾港幣五十多萬元的獎學金，並由羅局長代表本會頒贈。



會長陳永棋(右)頒贈紀念品予捐款者之一常務會董司徒健。

本會謹向二零零一年廠商會獎學金所有捐款人致謝，名單如下：

**港幣100,000元以上：**

劉謙齋慈善基金

**港幣10,000元以上：**

其士文教基金會有限公司  
李錦記有限公司  
永和實業有限公司  
盧文端副會長  
楊孫西博士  
倪錦輝會董  
農科有限公司  
捷成布廠有限公司  
信達企業有限公司  
三友實業(集團)有限公司

**港幣5,000元以上：**

企達鐘錶有限公司  
依利安達國際集團有限公司  
光遠實業有限公司

**港幣2,500元以上：**

百達製衣有限公司  
麗東工貿管理有限公司  
福興實業有限公司  
立基五金飾物製品有限公司

長江製衣廠有限公司  
龍發製藥(香港)有限公司  
豐利洋行  
亞非紡織集團  
美羅針織廠(香港)有限公司  
大同機械企業有限公司  
雅琪塑膠機器製造廠有限公司  
恒通資源有限公司  
林介明會董  
仁興礦務有限公司

蝦壳電器工業(集團)有限公司  
永發機鑄廠有限公司  
勵新實業有限公司

大慶石油有限公司  
和富慈善基金有限公司  
恒裕電器製造廠有限公司  
美誼有限公司

蔡章閣基金有限公司  
張子斌教育基金  
獅球教育基金  
周潤賞副會長  
英輝南方控股(香港)有限公司  
威利馬電器有限公司  
通用製造廠有限公司  
金皇冠膠貼產品有限公司  
德隆製造有限公司

建業五金塑膠廠有限公司  
勁運鞋業有限公司

南洋毛巾廠(1984)有限公司  
馮元侃會董  
黎明金屬製品廠有限公司  
梁廣泉先生

威達絕緣材料製造有限公司  
中華商務聯合印刷(香港)有限公司  
大公布廠

冠群英企業有限公司  
趙耀祖名譽會董  
樂信工程有限公司

大中實業有限公司  
安泰有限公司

**港幣2,500元以下：**

立基搪瓷廠有限公司  
香港電業自動工程有限公司  
利家安企業有限公司  
美麗都織造廠有限公司  
綜合製衣廠有限公司  
利記製品有限公司  
利獲時實業有限公司

超錦實業公司  
來利鞋廠  
李琳明金屬製品廠有限公司  
香港米聯企業有限公司  
新光燈飾製品廠有限公司  
何煜榮會董  
寶聯金屬製品有限公司

雅趣製品有限公司  
豪華製造廠有限公司  
天光五金製造廠有限公司  
豪華鈕廠有限公司  
亞美輝達有限公司  
麥雄會董

### 福建省林業招商貿易代表團



本會於十月五日接待福建省林業招商貿易代表團，由副會長盧文端(右七)主持接待，並致送紀念品予該省林業廳廳長何國經(左五)。

### 北韓平壤總商會代表團



本會於十月八日接待北韓平壤總商會代表團，由名譽會長黃保欣(右八)主持接待，並致送紀念品予該會副主席Mr. Kim Jae Won(左六)。

### 「增進在職管理人員技能」課程系列

為協助本港中小型工商企業之部門主管及管理人員進一步掌握現代管理技巧，本會與香港管理專業發展中心於十月六日至二十日合辦管理技能課程，內容包括：訂立目標管理表現、有效談判技巧及工作表現評核等，並邀得該發展中心資深顧問屈麗嫻及楊偉良負責主講，就現代管理人員所需具備的各種管理技巧進行深入剖析及個案研究。課程參加者達三十餘人。



學員正進行小組討論。



## 江西省吉安市人民政府代表團



江西省吉安市人民政府代表團一行十三人，由該市市長呂濱(前排右六)率領，於十月十七日蒞會訪問，由副會長林學甫(前排右五)主持接待。會上呂市長介紹於十月十九日假香港悅來酒店舉行之「2001吉安市(香港)招商引資暨旅遊推介會」。

## 廣州番禺民營工業企業協會代表團



本會於十月十八日接待廣州番禺民營工業企業協會代表團，會後常務會董嚴燦枝(右四)致送紀念品予該區政府副秘書長劉彩華(右五)。

## 廣西省欽州市人民政府代表團



廣西省欽州市人民政府代表團一行三人，由該市副市長王世光(左三)率領，於十月二十二日蒞會訪問，由副會長盧文端(中)主持接待。會上王副市長介紹於十二月十二日在香港舉行之投資項目推介會。

## 亞太經濟合作組織 2001年工商領導人峰會



由亞太經濟合作組織主辦之「亞太經濟合作組織2001年工商領導人峰會」已於十月十八至二十日在上海舉行。會長陳永祺(中)、副會長尹德勝(左)、常務會董楊孫西及呂明華代表出席是次會議，並於十八日出席由行政長官董建華主持的酒會及國家主席江澤民主持的歡迎晚宴。



會長陳永祺(前排右二)及副會長尹德勝(前排左一)於出席「亞太經濟合作組織2001年工商領導人峰會」時與其他嘉賓合照。

## 求職資訊站2001



為讓求職人士獲取最新之職位空缺和再培訓資料，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四個僱主團體於十月二十三日舉辦「求職資訊站2001」。展覽會共有二十多間來自不同行業的僱主及十間培訓機構參加。此外，主辦機構亦安排連串的求職講座及錄影帶欣賞，以及為僱主安排與申請人士進行即場面試。入場的人士和求職者達五千多人，場面熱鬧。

## 遼寧省人民政府代表團



遼寧省人民政府代表團一行五人，由該省副秘書長齊文彬(左四)率領，於十月二十三日蒞會訪問，由盧文端(左五)副會長主持接待。會上雙方互就加強兩地經貿合作事宜交換意見。

## 第五屆「北京·香港經濟合作 研討洽談會」

由北京市政府聯同本港多個工商團體聯合主辦之第五屆「北京·香港經濟合作研討洽談會」於十月二十三日至二十四日於北京市舉行。本會亦為是次活動主辦機構之一，會長陳永祺、副會長林學甫、常務會董楊孫西及會董林介明應邀代表本會出席。為期兩天的研討洽談會活動包括十月二十三日進行之開幕式、主旨報告會、專題研討會、推介會及實地考察，以及十月二十四日舉行之簽約儀式暨閉幕式。

## 終審法院首席法官李國能午餐講座



本會聯同香港報業公會、香港中華總商會及香港工商專業聯會於十月二十六日假君悅酒店舉行午餐講座，邀得終審法院首席法官李國能先生擔任主講嘉賓。本會副會長尹德勝代表大會主持提問環節。

## 遼寧省錦州市經貿代表團



本會於十月三十日接待遼寧省錦州市經貿代表團，由副會長林學甫(右四)主持接待，並接受該市人民政府副市長李忠國(左六)致送紀念品。



## 「創新與科技：經驗分享論壇」



本會聯同香港工業總會於十一月五日假金鐘萬豪酒店合辦「創新與科技：經驗分享論壇」，並由本會會長陳永棋(左三)及香港工業總會主席羅仲榮(右一)聯合主持，以闡述本港的創新科技發展。



行政長官董建華(右三)、財政司司長梁錦松(右二)及工商局局長周德熙(右一)等應邀出席「創新與科技：經驗分享論壇」，場面熱鬧。

## 本會與教育署署長張建宗午餐聚會



本會會長陳永棋(前排右三)及本會其他代表等於十一月六日與教育署署長張建宗(前排左三)、高級助理署長謝雲珍(前排右二)及李慶輝(前排左一)共晉午餐，席間雙方就本港教育發展交換意見。

## 甘肅省政府代表團



甘肅省政府代表團一行六人於十一月六日蒞會訪問，由副會長林學甫(左五)主持接待，並接受該省人民政府副秘書長張性忠(左四)致送紀念品。

## 「廠商如何解決經濟逆境帶來的出口風險」研討會



本會於十一月十三日舉辦「廠商如何解決經濟逆境帶來的出口風險」研討會，並邀得東亞銀行經濟研究部首席經濟師鄧世安、新訊商業信貸管理顧問有限公司總經理黃碧華、科法斯集團香港分行業務發展經理雷國榮及上海商業銀行業務推廣經理胡偉健，分別就「九一一事件」的影響及二零零二年國際市場概況、如何評估出口貿易風險、認識各種保障收款的工具、經濟不景環境下如何申請貿易融資等專題作出講解。參加者逾四十人。

## 越南中小型企業考察代表團



越南中小型企業考察代表團一行五人，由越南同奈省副主席Mrs. Dang Thi Kim(中)率領，於十一月二十一日蒞會訪問，由副會長陸增鏞(右四)主持接待。會上雙方互就加強兩地經貿合作事宜交換意見。

## 俄羅斯商務代表團



俄羅斯商務代表團一行十一人，於十一月二十七日蒞會訪問，由副會長洪克協(前排左三)及陸增鏞副會長(前排右三)主持接待。會上雙方商談俄港兩地經貿合作事宜，氣氛熱鬧。

## 福建省政府代表團



本會於十一月二十七日接待福建省政府代表團，副會長盧文端(右六)主持接待，並接受該省副省長曹德淦(左六)致送紀念品。

## 國務院僑務辦公室代表團



國務院僑務辦公室代表團一行六人，由該辦經濟科技司司長吳洪芹女士(中)率領，於十一月二十日蒞會訪問，由會長陳永棋(右五)主持接待。會上雙方討論如何促進各地工商界華人交流。

## 內蒙古經濟貿易委員會代表團



本會於十一月二十日接待內蒙古經濟貿易委員會代表團，名譽會長葉慶忠(前排右三)及副會長陸增鏞(前排左二)於會後與代表團一行合照。



### 河北省邯鄲市工商業聯合會代表團



河北省邯鄲市工商業聯合會代表團一行六人，由該會副會長賈生(右五)率領，於十二月四日蒞會訪問，由副會長陸增輝(右四)主持接待。會上雙方互就兩地經濟發展交換意見。

### 甘肅省定西地區代表團



甘肅省定西地區代表團一行二十二人，由該區行政公署專員朱同心(前排左五)率領，於十二月五日蒞會訪問，由副會長林學南(前排左六)主持接待。會上雙方互就兩地經濟發展交換意見。

### 宴請西藏自治區代表團



本會於十二月八日晚宴款接由西藏自治區黨委副書記熱地(左四)率領之代表團一行十三人。晚宴由本會會長陳永棋(右二)主持，陸增輝副會長(右三)及副會長尹德勝(中)、黃麗如(左二)、馮國富(左三)等。

### 遼寧省錦州市人民政府代表團



本會於十二月七日接待遼寧省錦州市人民政府代表團，副會長洪克強(前排右一)於會上與該市副市長李忠國(前排左一)簽訂合作協議。

### 勞工處處長設午宴款接本會代表



勞工處處長陳甘美華(中)與助理處長周東山(左二)於十二月四日設午宴款接本會代表，出席者包括本會會長陳永棋(右三)、副會長羅志雄(右二)、周潤賢(右一)及常務會董劉文雄(左三)等，席間雙方就本港就業情況及經濟發展交換意見。

### 本會婦女委員會參觀薄扶林技能訓練中心轄下之弱能訓練中心及中華廚藝學院

本會婦女委員會於十一月二十六日參觀薄扶林技能訓練中心轄下之弱能訓練中心及中華廚藝學院。出席者包括主席冼婁文英，副主席周盧美磁、張戴月美、尹霍淑儀，司庫陳曾柳素，康樂主任張胡詠珮、倫李達轉，委員林孫燁徽、呂鄭佩芳、黃丁惠文、劉興燕霞，會友王李清白，青年委員會副主席周紹榮及親友等共十六人。



本會婦女委員會主席冼婁文英(後排左五)致送錦旗予職業訓練局署理首席督學胡運寶(後排左四)及薄扶林技能訓練中心院長徐何家賢(後排右七)。

### 「中國加工貿易專業通關實務培訓」證書課程



本會與上海市勞動和社會保障局、拓思(香港)有限公司、弘天有限公司於十一月二十九日至十二月一日合辦「中國加工貿易專業通關實務培訓」證書課程。課程為期三天，由國內執業律師連運作講師，為學員講解中國加工貿易制度及通關實務，共有四十人參加。

### 廠商會中學「資訊科技課程體驗日」



廠商會中學於十一月十五及十六日舉行「資訊科技課程體驗日」，向來自廿一間小學的小五、小六師生、學生家長及傳媒代表等介紹該校各項資訊科技課程。

### 「內地商貿法規最新趨勢」研討會



本會與法律教育信託基金於十一月十六日合辦「內地商貿法規最新趨勢」研討會，由本會社會及經濟事務委員會主席、法律教育信託基金主席周陳小玲常務會董(中)主持，邀得西北政法學院副教授郭富青(左)及復旦大學法學講師王鋼橋(右)為主講嘉賓，向與會者講解與港商息息相關的公司法和涉外商務糾紛的仲裁等專題，深入淺出地介紹內地商貿法規的最新趨勢。出席研討會者達五十餘人，反應熱烈。



## 廠商會蔡章閣中學第十七屆田徑運動會

廠商會蔡章閣中學第十七屆田徑運動會於十一月二日及五日假天水圍運動場舉行，運動員人數高達743人。

主禮嘉賓本會副會長洪克協鼓勵參賽同學應以奧運金牌得主李麗珊為榜樣，要能在惡劣環境下乘風破浪，勇往直前，取得佳績。



校監蔡宏豪(右)致送紀念品予洪克協副會長。

## 「工商企業拓展中心」成立典禮



本會與香港城市大學高級專業學院聯合設立之「工商企業拓展中心」成立典禮於十二月十一日舉行。在工商局局長周德熙(右一)與本會會長陳永棋(左一)的觀禮下，拓展中心聯合主席一本會副會長洪克協(左二)及城市大學高級專業學院院長何斯基教授(右二)主持揭幕儀式。

## 香港道德發展中心網站啟用典禮



由香港道德發展中心主辦、本會協辦之「香港道德發展中心網站啟用典禮」於十一月二十七日舉行。本會副會長洪克協(左三)代表本會擔任主禮嘉賓及主持網站啟動儀式。

## 婦女委員會新一屆成員

本會婦女委員會於十月六日舉行新一屆副主席、司庫及康樂主任選舉，在主席冼婁文英(會董會委任)監督下，順利選出副主席周盧美磁、張戴月美及尹霍淑儀，司庫陳曾柳素，以及康樂主任張胡詠琚、雷蔡菊芬、馮鄭慧芳及倫李蓮轉，委員會並於會上聘任前主席周陳小玲常務會董為顧問。



婦女委員會主席冼婁文英(左一)、委員梁李鳳清(右二)及葉素華(右一)一起致送紀念品予前主席周陳小玲(左二)。

# 法國國家實驗所 (Laboratoire National d'Essais) 與本會檢定中心在港正式成立 LNE(亞洲)有限公司

LNE(亞洲)有限公司(LNE ASIA)是法國Laboratoire National d'Essais (LNE)及本會檢定中心共同成立的一間品質保證公司。LNE(亞洲)有限公司應本會邀請於十一月廿二日至廿六日參與在香港會議展覽中心舉行的「創新博覽會2001」。在博覽會上，LNE(亞洲)有限公司展示了LNE為客戶提供的「工效改造」服務。

現今許多創新意念及嶄新發明，不斷改變著人類的生活模式。為了評估這些意念及發明對我們的實際影響，LNE提供專業人員及獨特的設施用以觀察及研究使用者對每一產品效用的行為模式。

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其基本原則是觀察使用者在模擬實際環境下，使用產品的情況。這些使用者包括不同年齡、社會階層和職業的消費者，他們並有不同的生活習慣。而進一步的查証則透過訪問參加者及測試產品來確認。

LNE是項服務主要針對以下市場，如研究及發展、設計、品質管理、市場拓展、消費及公營組織或保安團體等。

LNE是法國國家實驗所，堅守支援工商業為原則，提供卓越的質量保證服務：

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## 湖北省襄樊市



**襄**樊市位於湖北省西北部，居漢水中游，西部是山區，海拔多在四百米以上；中部多為崗地平原，海拔一般在八十五米至一百四十米之間；東部為低山丘陵，海拔多在九十米至二百五十米之間。襄樊屬於北亞熱帶季風氣候，冬寒夏暑，四季分明，適宜農牧漁各業發展。

### 自然資源

襄樊具有良好的自然地理環境，自然資源十分豐富。水資源常年總量為二百七十二億立方米，其中作為長江最大支流的漢江約佔86%。優質的漢江水清澈見底，始終保持國家二類標準，為襄樊國民經濟的可持續發展提供了保障，也成為國家「南水北調」工程的源泉之一。襄樊有大小河流六百餘條，其中流域面積大於一百平方公里的有六十六條。

襄樊已探明的礦產資源種類達五十四種。其中，棗陽金紅石礦儲量二億四千萬噸，居亞洲第一位；保康磷礦是全國八大磷礦之一；鋁土礦、耐火粘土儲量居全省第一；重晶石儲量居中南五省區第二。



### 基礎建設

襄樊河道交通便利，通訊發達。漢江為長江最大支流，以地處漢江中下游的襄樊市為起點，行漢水，走長江，東至武漢、上海，西達重慶。襄樊機場和老河口機場位於漢十高速公路附近，分別距市區十五公里和六十五公里，均可起降大型客機。已開通襄樊至北京、上海、廣州、深圳、海口、重慶等航線。

焦枝、漢渝、漢丹線交匯襄樊，貫穿東西南北，並擁有全國十一個特大編組站之一的襄北鐵路編組站。四通八達的公路幹線，316和207兩條國道和三條高速公路（許昌—樊城、漢口—十堰、襄樊—荊州）在市區交匯，與京珠和武黃高速公路相連，並擁有亞洲最大的汽車試車場。

程控交換機總容量突破五十一萬門，移動電話交換機容量達二十七萬二千門，國家一級幹線光纜和數字微波空中通道交匯於襄樊。GSM網、智能網、無線互聯網、信令網、同步網等網絡支撐系統建設已初具規模，綜合業務系統、客戶服務中心、計費系統等三大服務支撐系統已建成。

襄樊地處華中電網西北部，電力供應充足，擁有各類變電站一百二十六座，主變二百多，容量三百二十二萬千伏安，輸電線路一百八十條達四千里，供用電量四十億千瓦時，形成了以二百二十千伏為樞紐，一百一十千伏為骨幹，三十五千伏、十千伏為配網的現代化供電網絡。

### 科技教育

襄樊市科技實力雄厚，現有各類科研機構二百一十個，其中中央部屬研究所四個，市縣屬獨立科研機構四十三個，廠辦科研所八十五個，民辦科研機構七十八個，擁有各類科技人員十一萬三千多人，享受國家級、省級專家政府津貼人數為九十人。全市擁有高新技術企業四十八家，從事高新技術產品開發的骨幹企業五十八家，二零零零年完成高新技術產品產值七十八億八千多萬元，年增長15.93%，全市科技計劃立項一百七十六項，總投資規模三億五千多萬元。目前，中國襄樊政府網站(<http://www.xf.gov.cn>)和襄樊科技資訊網站(<http://www.xfkw.gov.cn>)已開通，標誌著全省第一個數字元城市，資訊工程「數字襄樊」建設也正式啟動。

### 農業概況

襄樊是農業大市，耕地面積四十一萬六千公頃，居全省第二位。襄樊既是全國二十個優良大型商品糧棉生產基地之一，又是全國十大夏糧產區之一。糧、棉、油、制種等生產居全國前列。二零零零年，全市農業增加值達到九十七億元。目前，襄樊農業產業結構已進一步優化，農業產業化經營發展迅速，十條產業鏈、十大商品基地發展勢頭良好，許多特色農業已經基本形成。

### 經濟發展

作為全省第二大城市的襄樊，擁有適中的地理位置、豐富的自然資源和便利的交通及通訊設施。經過五十餘年特別是改革開放二十餘年來的建設與發展，襄樊的工業、農業、交通、科技、教育等方面取得了相當大的成就，經濟基礎雄厚，綜合經濟實力大大增強，名列全省第二，已初步形成了門類齊全、實力強勁的經濟發展體系和商

貿大流通格局，奠定襄樊作為漢江中上游毗鄰地區三十萬平方公里內經濟中心的地位。

隨著改革開放由東南沿海向中西部推進，加上國家實施西部大開發戰略，襄樊處於「承東啟西、南北交匯」的重要位置，也是國家政策及投資傾斜的重點之一。

### 工業概況

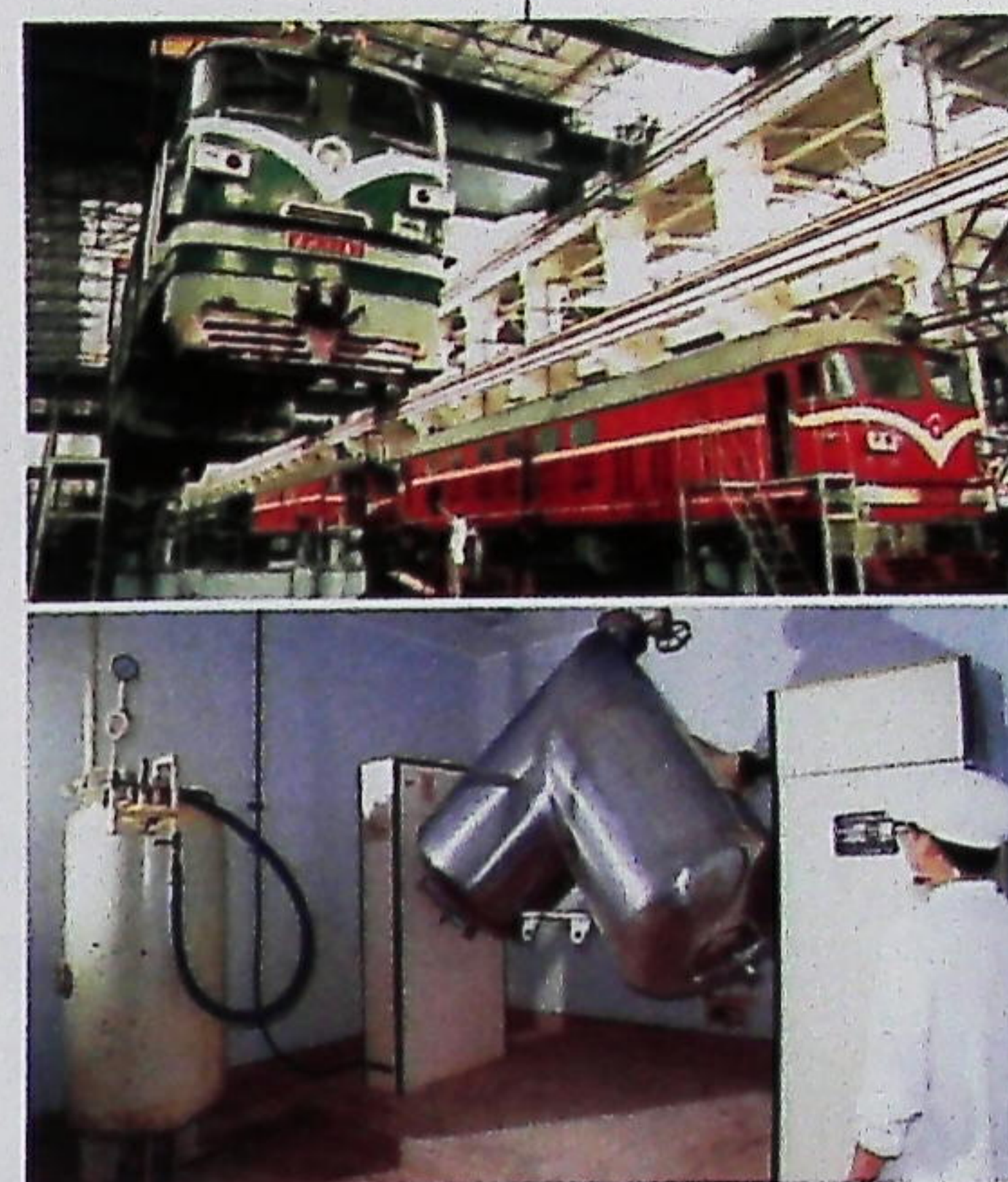
作為全國三十六個工業明星城市之一的襄樊，擁有雄厚的科技力量 and 的開發能力。襄樊市工業已具相當規模，形成了以汽車、紡織、服裝、建材等為支柱產業、門類齊全、綜合配套能力雄厚的工業體系，尤其是建立了重、中、輕、轎、寬系列的汽車產品配套格局，成為全國重要的汽車零件生產基地。目前，襄樊擁有大中型骨幹企業一百一十家，二零零零年工業企業完成總產值二百八十四億元人民幣，總量名列全省第二位。

### 對外貿易

截至二零零零年，全市實際利用外資二億二千多萬元，其中吸收外商直接投資一億三千多萬元，利用世界銀行、外國政府貸款九千萬美元。全市擁有外商投資企業三百多家，各類有外貿經營權企業八十九家。「八五」以來，累計完成自營外貿出口五億三千多萬元，出口品種達一百一十二個，其中工業製成品比例達94%，與六大洲六十四國家進行出口業務。

#### 聯絡機構：

襄樊對外經濟貿易委員會  
地址：襄樊市大廈西路114號  
三樓外資管理科  
郵編：441000  
電話：710-3450227  
傳真：710-3463081  
電郵：zsxh\_xf@public.xf.hb.cn





# 中國反傾銷條例、 反補貼條例及保障措施條例



經過十五年漫長而複雜的談判，中國終於一償所願，在142個國家代表的掌聲中加入全球最大的貿易組織——世界貿易組織，成為世貿第143個會員國。中國亦為加入世貿作出了不少讓步，包括開放市場及大幅減低對入口貨品的關稅。

面對預期進口商品對國產貨的衝擊，中國亦修改法規，按照世貿協議的原則完善用以對抗外國不公平競爭行為的法規，這些法規包括反傾銷條例，反補貼條例及保障措施條例。

## 中國反傾銷反補貼的歷史

一九九七年三月二十五日，中國政府頒布了《中華人民共和國反傾銷和反補貼條例》，此條例以世貿協議作為藍本，為中國反傾銷反補貼的審查提出法律依據，條例內容主要為下列五點：

- 一、對「傾銷」、「補貼」等用詞作出解釋
- 二、簡略列出立案原則
- 三、簡述調查事項、步驟
- 四、簡介有關措施
- 五、有關政府部門的權責

此條例為中國反傾銷及反補貼行動作出概括的釋義和規劃，但條例主要針對反傾銷行為，對補貼損害、反補貼調查和反補貼措施，條例只說明適用反傾銷的有關規定。此外，條例亦無包括有關保障措施的規定。因此，在世貿的框架下，條例實有修改的必要。

## 新條例

二零零一年十一月二十六日，中國國務院頒布《中華人民共和國反傾銷條例》及《中華人民共和國反補貼條例》，以取代一九九七年的《中華人民共和國反傾銷和反補貼條例》。同日國務院亦頒布了《中華人民共和國保障措施條例》。三條新條例同於二零零二年一月一日起施行，仍以世貿協議作藍本而作出更詳細的解釋。

### 反傾銷(Anti-dumping)

反傾銷的定義、條件及中國反傾銷的發展已於本刊二零零一年九月號中的「國內廠家如何應付外國傾銷產品」一文中討論，在此不再重覆。

### 反補貼(Anti-subsidy)

根據《中華人民共和國反補貼條例》，「補貼」的定義是指出口國／地區政府或者其任何公共機構提供的並為接受者帶來利益的財政資助以及任何形式的收入或者價格支持。而條例所指的「補貼」必須具有「專向性」，換言之，只有某些指定企業、產業、區域或達到某些條件的公司能獲得補貼。

當進口產品存在補貼，並對內地生產商造成或者威脅造成實質損害，或者實質阻礙內地生產商的建立，有關部門可依照此條例進行調查及採取反補貼措施。反補貼措施主要為反補貼稅，此稅的實行期限為五年。

### 保障措施(Safeguard)

根據《中華人民共和國保障措施條例》，當進口產品數量增加，並對生產同類產品或者直接競爭產品的內地產業造成或者威脅造成嚴重損害的，有關部門可依照此條例進行調查，採取保障措施。

保障措施的主要作用為保護內地產業對抗突然增加的進口產品，而此措施可以採取提高關稅、數量限制等形式，措施的實施期限為四年，但最長可延至八年。由於理論上所有出口國均受措施影響，條例列明外經貿部應給予受影響國家／地區充分磋商機會。

### 反傾銷、反補貼及保障措施的比較

反傾銷、反補貼及保障措施以不同方式協同內地生產商對抗外國的不公平競爭，其分別大致可分類如下：

- 反傾銷和反補貼需確定進口產品對內地生產商造成／威脅造成實質損害；保障措施則需確定造成／威脅造成嚴重損害。
- 反傾銷主要針對出口國公司的貿易／市場策略；反補貼主要針對出口國國家的貿易策略。

兩者皆主要由國內產業申請調查，在特殊情形下外經貿部沒有收到申請但有充分證據也可立案調查。

- 由於保障措施主要由進口產品數量增加並造成嚴重損害所引起，外經貿部只要有充份證據便可立案調查。而國內產業亦可申請調查。

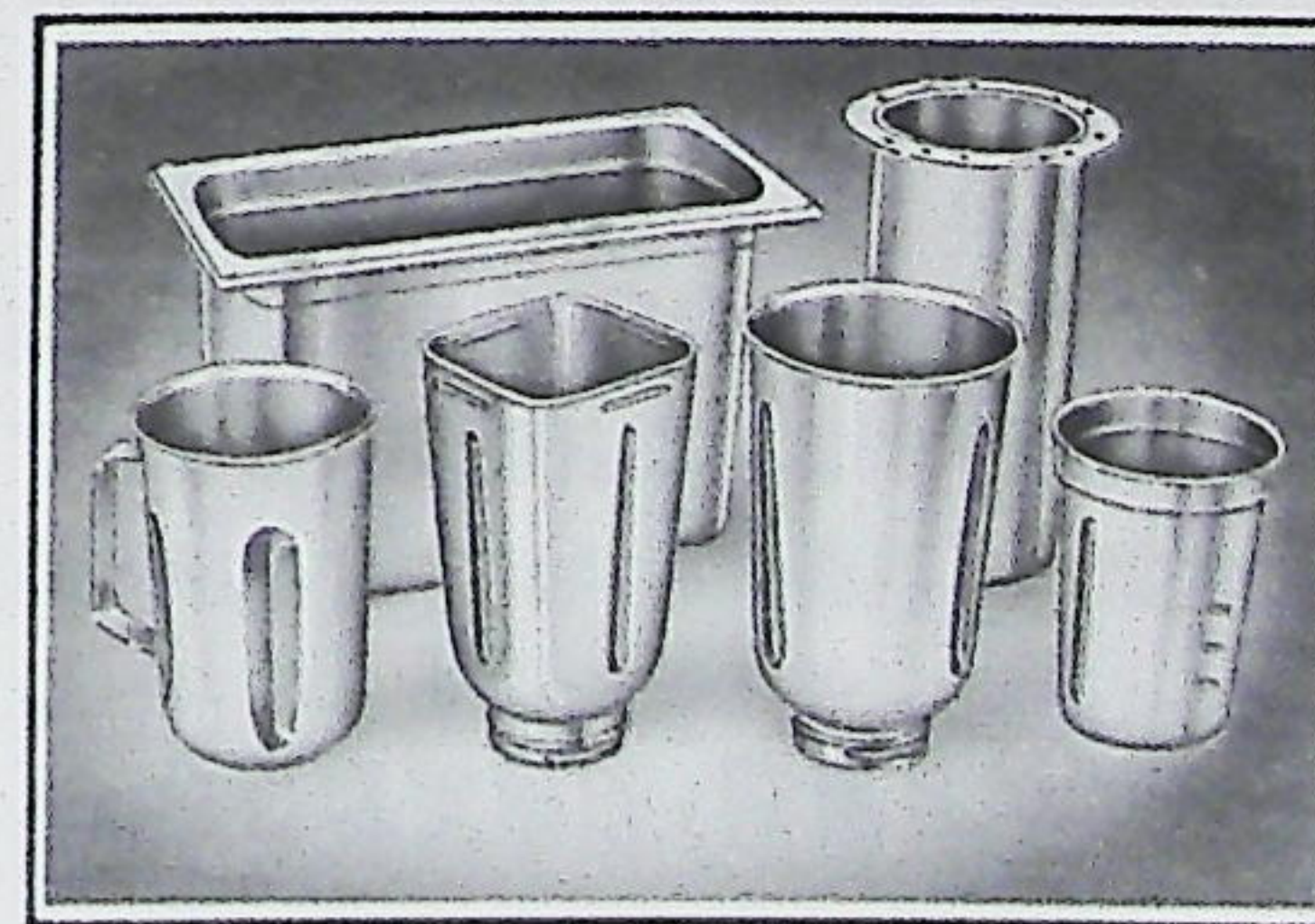
## 總結

新條例大大提高了中國反傾銷、反補貼和保障措施的申請及審查的透明度，此舉不但有利有關部門審查和執行，更有助內地生產商利用此等條例抵抗外國傾銷或補貼產品的威脅，甚至製造更有利的市場條件。廠商有需要時應尋求專家協助。

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# 《中華人民共和國商標法》

## 修改要點

第九屆全國人民代表大會常務委員會第二十四次會議於二零零一年十月二十七日通過了《關於修改〈中華人民共和國商標法〉的決定》，新《商標法》將於今年十二月一日起正式實施。比較現行的《商標法》，新《商標法》的內容有重大的改變。主要表現在：

### 一、明確規定自然人可以成為商標權主體

原《商標法》沒有明確自然人可以作為商標權的主體，新《商標法》則明確規定自然人可以作為商標權的主體，申請商標註冊。新《商標法》第4條規定：「自然人、法人或者其他組織對其生產、製造、加工、揀選或者經銷的商品，需要取得商標專用權的，應當向商標局申請商品商標註冊。自然人、法人或者其他組織對其提供的服務專案，需要取得商標專用權的，應當向商標申請服務商標註冊。」據此，從事生產、製造、加工、揀選或者經銷商品的自然人或者提供服務專案的自然人，如需取得商標專用權，均可以自己的名義申請商標註冊。

### 二、擴大了註冊商標的範圍

原《商標法》只規定了可以用「文字、圖形或者其組合」作為商標申請註冊，修改後的《商標法》規定：「任何能夠將自然人、法人或者其他組織的商品與他人的商品區別開的可視性標誌，均可以作為商標申請註冊」。具體說來，可以作為商標申請註冊的不僅包括文字、圖形，還包括數位、三維標誌和產色組合，以及該五種要素的組合。此項規定適應了我國經濟發展過程中商標數量越來越多的要求，同時也為商標註冊申請人提供了更為廣泛的選擇。

### 三、明確了對「馳名商標」的認定和保護

新《商標法》規定對「馳名商標」的認定應考慮以下五個因素：(1)相關公眾對該商標的認識程度；(2)該商標使用的持續時間；(3)該商標的任何宣傳工作的持續時間、程度和地理範圍；(4)該商標作為馳名商標受保護的記錄；(5)該商標馳名的其

他因素。關於對馳名商標的保護，新《商標法》規定，就相同或者類似商品申請註冊的商標是複製、摹仿或者翻譯他人未在中國註冊的馳名商標，容易導致混淆的，或者就不相同或者不相類似商品申請註冊的商標是複製、摹仿或者翻譯他人已經在中國註冊的馳名商標，誤導公眾，致使該馳名商標註冊人的利益可能受到損害的，均不予註冊並禁止使用。

### 四、規定了商標註冊申請的優先權原則

修改後的《商標法》規定，商標註冊申請人自其商標在國外第一次提出商標註冊申請起六個月內，又在中國就相同商品以同一商標提出註冊申請的，符合中國與該外國簽訂的協定或共同參加的國際條約，或者按照相互承認優先權的原則，該商標的註冊申請人可以享有優先權。此外，商標在中國政府主辦的或者承認的國際展覽會展出的商品上首次使用的，自該商品展出之日起六個月內，該商標的註冊申請人可以享有優先權。

### 五、遏制惡意搶註商標的行為

修改後的《商標法》將更大力度遏制惡意搶註商標的行為。新《商標法》第九條規定，申請註冊的商標不得與他人在先取得的合法權利相衝突。另第三十一條規定：「申請商標註冊不得損害他人現有的在先權利，也不得以不正當手段搶先註冊他人已經使用並有一定影響的商標」。違反前述第三十一條規定，即使有關商標已經註冊，自商標註冊之日起五年內，商標所有人或者與該商標有關係人，可以請求商標評審委員會裁定撤銷該註冊商標。

### 六、對工商行政管理部門的職權作了具體規定

新《商標法》對從事商標註冊、管理和複審的國家機關工作人員所享有的職權和應遵守的職業紀律作了具體規定，明確規定商標局、商標評審委員會以及從事商標註冊、管理和複審的國家機關工作人員不得從事商標代理業務和商品生產經營活動。

本文由方和、吳正和律師行供稿，查詢電話：2848 4848。

## 嶄新便捷的方法

# 提出小額薪酬索償

當僱主僱員未能透過勞工處勞資關係科提供的自願調解服務解決小額薪酬索償時，可向小額薪酬索償仲裁處要求仲裁。申索人不可未經調解，便直接向仲裁處提出索償仲裁的要求。

小額薪酬索償仲裁處是根據《小額薪酬索償仲裁處條例》成立，負責仲裁小額薪酬申索。小額薪酬申索是指因法定或合約僱傭權利糾紛所引起的索償；每宗索償不可多於10名申索人，而每名申索人的申索款額則不可超過港幣8,000元。

有關的申索人現可透過郵寄方式向勞工處轄下的小額薪酬索償仲裁處提出申索，以節省時間。申索人如需仲裁處職員協助辦理索償手續，

亦可如以往般預約後親身到仲裁處提出索償仲裁的要求。

仲裁處職員在核對郵寄申索表格的資料及文件後，會安排聆訊日期及寄出聆訊通知書及申索文件予當事人。如資料或文件不足，仲裁處會聯絡申索人要求提供補充資料及辦理修改手續。

小額薪酬索償仲裁處於二零零零年共審結2,640宗申索個案，大部分涉及代通知金、欠薪及有薪年假的索償，索償總額約為一千一百五十萬港元。

在二零零一年上半年，小額薪酬索償仲裁處共審結1,279宗申索個案，索償總額約為六百萬港元。

## 清潔業工人的職業健康



清潔工人可能處身於酷熱潮濕、地面濕滑、照明不足或雜亂的環境，並經常需要接觸各種危險化學品及搬運重物，有機會因此受傷或染上職業病，因此他們須注視所面對的安全健康問題，並採取相應的預防措施。

在戶外酷熱潮濕環境下工作，容易引致中暑。工作時穿着淺色、寬鬆衣服及戴闊邊帽；經常飲水及間歇地在陰涼地方休息，都可以預防中暑。保持良好通風、環境乾爽、增加照明及整齊擺放物品亦可減少意外。

各種殺蟲藥及清潔劑，如潔廁劑、漂白水等都會損害皮膚、眼睛、呼吸系統及其他身體器官。若能在工作地點保持良好通風、採取適當防護措

施及注意個人衛生，都可以減低化學品的危害。工友應採用正確的工序，不可混合不同的清潔劑使用，否則可能產生化學反應，放出有毒氣體。此外，使用一種清潔劑後若需使用另一種，應徹底以清水沖洗殘留的清潔劑，以免兩種化學品混合，引致意外。

搬運過重物件，或以彎腰、扭腰、伸展等動作提舉重物，會引致腰背痛。工友提舉重物時要姿勢正確，保持腰背挺直，需要時用手推車或找其他同事協助搬運，以防止腰背受傷。

大部份職業病或意外是可以預防的，只要僱主及僱員雙方衷誠合作，便可以保障大家的職業安全 and 健康了。

資料來源：勞工處《勞資透視》二零零一年八月第19期



# 委內瑞拉



委內瑞拉位於南美洲的北部，國土面積為916,445平方公里，包括七十二個島嶼和綿延2,813公里長的加勒比海海岸線。它的邊界西面與哥倫比亞接壤，南面毗鄰巴西，東面與圭亞那相鄰。委內瑞拉分為二十三個州，一個聯邦區和隸屬聯邦小島。該國是拉丁美洲混血人口最多的國家，人口達二千四百萬，官方語言為西班牙語，貨幣單位為玻利瓦爾(幣)。主要城市包括首都加拉加斯、瓦倫西亞、巴爾基托梅、馬拉卡伊波、馬拉卡伊及波多拉盧斯等。

## 經濟概況

委內瑞拉主要出產的農產品為蔗糖、香蕉、大蕉、玉米、水稻和柑橘，並養殖牛、豬、羊、家禽及魚類等。自然資源有石油、天然氣、鋁釩礦、金礦、鐵、鑽石、銅及鉛。工業方面，主要從事石油提煉、冶金、鋼鐵業、食品加工及化工(紡織和造紙)。主要貿易合作夥伴為德國、巴西、加拿大、哥倫比亞、美國、日本和英國。

委內瑞拉的投資領域廣泛，包括農牧業、養魚業、視聽業、汽車製造業、電力、金融及保險、

碳氫化合物和石油化工業、林業、種植業、基礎產業、採礦業、電訊、紡織業及旅遊。

由於委內瑞拉廣泛參與區域貿易協定，故能以較低稅率向拉丁美洲國家出口。向安地諾共同體的出口更是免稅的，該市場由五個國家組成，人口超過一億。此外，多種出口北美及歐洲國家的委內瑞拉產品均享有優惠。

委內瑞拉的策略性位置、豐富的資源和現代基礎設施，以及雄厚的經濟發展潛力，使之成為長遠投資獲益的理想地方。

## 農林業

在可可豆的生產加工方面，委內瑞拉提供了一個具有吸引力的潛在利潤增長點。現時，該國在可可豆加工方面的設備使用率還是較低，具有很大的發展空間。委內瑞拉的可可豆生產向以高品質和特殊口味享譽全球，最近實施的可可豆生產及商品化開放改革，為這個投資領域提供了更好的商機。

委內瑞拉擁有拉丁美洲最大的可開發森林，為林業工業提供高收益而低成本的條件，它無疑是一個具有吸引力的投資渠道。目前，政府與工業部門正進行嚴格土地法和國家土地所有制改革，因為以上法規限制了私人農場的土地發展。

## 化工業

委內瑞拉的石油儲量豐富，石油是這個世紀該國經濟發展的最主要驅動力量。委內瑞拉於九十年代經歷了石油工業的重要經濟改革，直至目前為止，在石油工業注入的私人投資額難以估計。這個重要生產領域提供各式各樣的投資機會。

## 採礦業

委內瑞拉擁有目前地球上已知的所有礦藏，在鐵、鎳、鋁、鈦、稀土礦、鋅、金和鉭鐵礦的儲藏量極之豐富，在西半球工業礦產有很高的消耗量。過去數年，由於經濟開放及私人投資的鼓勵，跨國財團在當地進行實質性投資，為採礦業帶來重要的發展。

## 電訊

電訊業在委內瑞拉是石油工業以外幾個經濟增長較快的產業之一。近五年裏，通訊業的投資總額高達六十億美元，而九八年的投資額比九七年翻了一番，證明這是一個具有吸引力的行業。在未來八年裏，電訊業的本地投資額將預期增加至五至十億美元。

## 旅遊

委內瑞拉靠著安第斯山脈及加勒比海，還有亞馬遜雨林地貌，都是一些極具吸引力的旅遊點，

如位於委內瑞拉安第斯山脈地區的美裏達，和在東南部的卡納伊瑪，距離不到一千公里，遊客一天之內可從白雪覆蓋的高山，到水量充沛的江河湖泊及熱帶森林。委內瑞拉有世界上最高的瀑布—天使瀑布和南美洲最大的湖—馬拉卡伊波湖，同時奧林科河是拉丁美洲第三大河。最近三年往委內瑞拉旅遊的人數明顯增加。

## 委內瑞拉外商投資法

委內瑞拉已實施了一系列鼓勵性措施，以更優惠的條件吸引外國資金：

- 收入所得稅最高徵收率達34%。
- 所獲利潤免稅。
- 投資利潤徵收1%稅率。
- 在農業、工業、漁業、畜業、旅遊業領域的新投資者，均在原有稅收上減免20%的稅率。
- 在碳氫化合物開採領域的新投資及與原油冶煉、運輸有關的活動，均少徵8%稅率。
- 在碳氫化合物的開採、鑽探和生產設施、運輸存儲及回收利用、對天然氣的開採、存儲上的新投資者，額外再減免4%稅率。
- 在組織特許法下進行公共服務的專賣公司免稅。
- 為吸引在石油、礦業、農業及工業領域內的新投資者，購買以上領域產品及服務的公司可豁免最多五年的稅收。
- 在新埃斯塔塔州的瑪格麗特島及法爾孔州的巴拉瓜拉島的自由港口進口及銷售貨品可免稅。
- 在農業、工業、環境、旅遊、技術調研及發展、石化、煤炭工業，木材及其它領域的計劃，可採取以債代資的方式。此方式為先購買委內瑞拉的債券，再折合成玻利瓦爾幣，作為公司的資本。



## 中小企業資助計劃

**行**政長官在去年(二零零一年)十月的《施政報告》中，公布全面接納中小型企業委員會於同年六月向其呈交的三十多項協助中小企業的建議，並決定撥款19億元推行委員會建議的中小企業基金。立法會財務委員會已於去年十一月九日通過有關撥款，推行這四項基金：

- 一、「中小企業營運設備及器材信貸保證計劃」(下稱「信貸保證計劃」)，由政府承擔最高達66億元的保證額，預計最高開支為10億元；
- 二、「中小企業培訓基金」(下稱「培訓基金」)，承擔額4億元；
- 三、「中小企業市場推廣基金」(下稱「市場推廣基金」)，承擔額為3億元；以及
- 四、「中小企業發展支援基金」(下稱「發展支援基金」)，承擔額為2億元。

政府為推行上述資助計劃，涉及的承擔總額為75億元，預計最高開支為19億元。這19億元的開支較中小型企業委員會原先建議的款額多出6億元(信貸保證計劃獲多撥5億元，市場推廣基金則獲多撥1億元)。

這些資助計劃旨在協助中小企業鞏固實力和克服困難，以面對全球經濟一體化、國家加入世界貿易組織和知識型經濟的出現所帶來的挑戰。

信貸保證計劃旨在協助中小企業向銀行及財務機構取得貸款，購置營運設備和器材。營運設備及器材可包括機械、工具、電腦軟件和硬件、通訊系統、文儀設備、運輸工具、傢俬和固定裝置(例如冷氣系統、壁櫃和照明系統，但不包括裝修工程)。政府會為中小企業提供信貸保證，每家企業的保證額最高為貸款額的50%或一百萬元，以金額較低者為準，保證期最長可達三年。這項計劃可協助中小企業從市場籌集132億元的資金，最少惠及6,600家中小企業。

培訓基金以等額出資的方式，資助中小企業的東主和員工參加與企業業務有關的培訓課程。

在員工培訓方面，每家中小企業可得的累積資助額最高為10,000元，而在東主培訓方面，則為5,000元。這項計劃可惠及最少30,000家中小企業的員工和20,000家中小企業的東主。

市場推廣基金資助中小企業參與出口市場推廣活動，包括在本港或海外舉行的展銷會，以及境外考察團。每家中小企業可得的資助額最高為資助項目所需費用的50%或10,000元，以金額較低者為準。每家企業只可獲得一次資助。這項計劃最少可令30,000家中小企業受惠。

根據政府的界定，「中小企業」是指任何從事製造業而在本港僱用少於100人的企業；或從事非製造業而在本港僱用少於50人的企業。所有在本港註冊的中小企業均符合資格申請信貸保證計劃、培訓基金及市場推廣基金。三項資助計劃均全年接受申請。

發展支援基金資助非分配利潤的支援機構、工商組織、專業團體和研究機關所進行有助提升中小企業整體或個別行業競爭能力的項目。每個資助項目的資助額最高為200萬元或項目費用總額的90%，以金額較低者為準。這項計劃通常每年接受申請兩次。計劃最少可為100個項目提供資助。假設每個資助項目平均會有200家中小企業受惠，則在這項計劃下受惠的中小企業可達20,000家。

這四項資助計劃均由工業貿易署負責管理。信貸保證計劃、市場推廣基金與發展支援基金已於去年十二月十四日起開始接受申請，而培訓基金則會於二零零二年一月中旬開始接受申請。發展支援基金的第一期申請將於二月十八日截止。

申請表格及簡介計劃的小冊子可於工業貿易署、各區民政事務處及主要中小企業支援機構索取。如欲進一步瞭解各項基金的詳情，可瀏覽中小企業資助計劃網頁([www.sme fund.tid.gov.hk](http://www.sme fund.tid.gov.hk))或致電該署熱線2398 5125。

本文由工業貿易署提供。

## 中小企業成功之路



如果你並非工業貿易署為中小企業或創業者所提供的服務的使用者，你應到剛啟用的中小企業支援與諮詢中心(英文簡稱"SUCCESS")，親身了解該中心專為中小企業而設的各種服務。該中心位於旺角工業貿易署大樓閣樓，佔地300平方米，是政府支援中小企業的旗艦中心。

SUCCESS的一個主要特色是它並非一所獨自運作的支援中心。該中心與超過30個主要的工商組織、支援機構、專業團體、私人公司及政府部門攜手合作，共同提供業務諮詢服務。中小企業或創業者可透過該服務，預約與政府部門代表及非政府機構或私營機構的專家會面，就創業、營商和拓展業務方面的事宜，諮詢他們的意見。該諮詢服務現時涵蓋24種類別，範圍由如何創業以至融資及在內地營商。諮詢類別將會逐步增加，包括政府的發牌規定等。諮詢會面是以一對一或小組的形式進行。

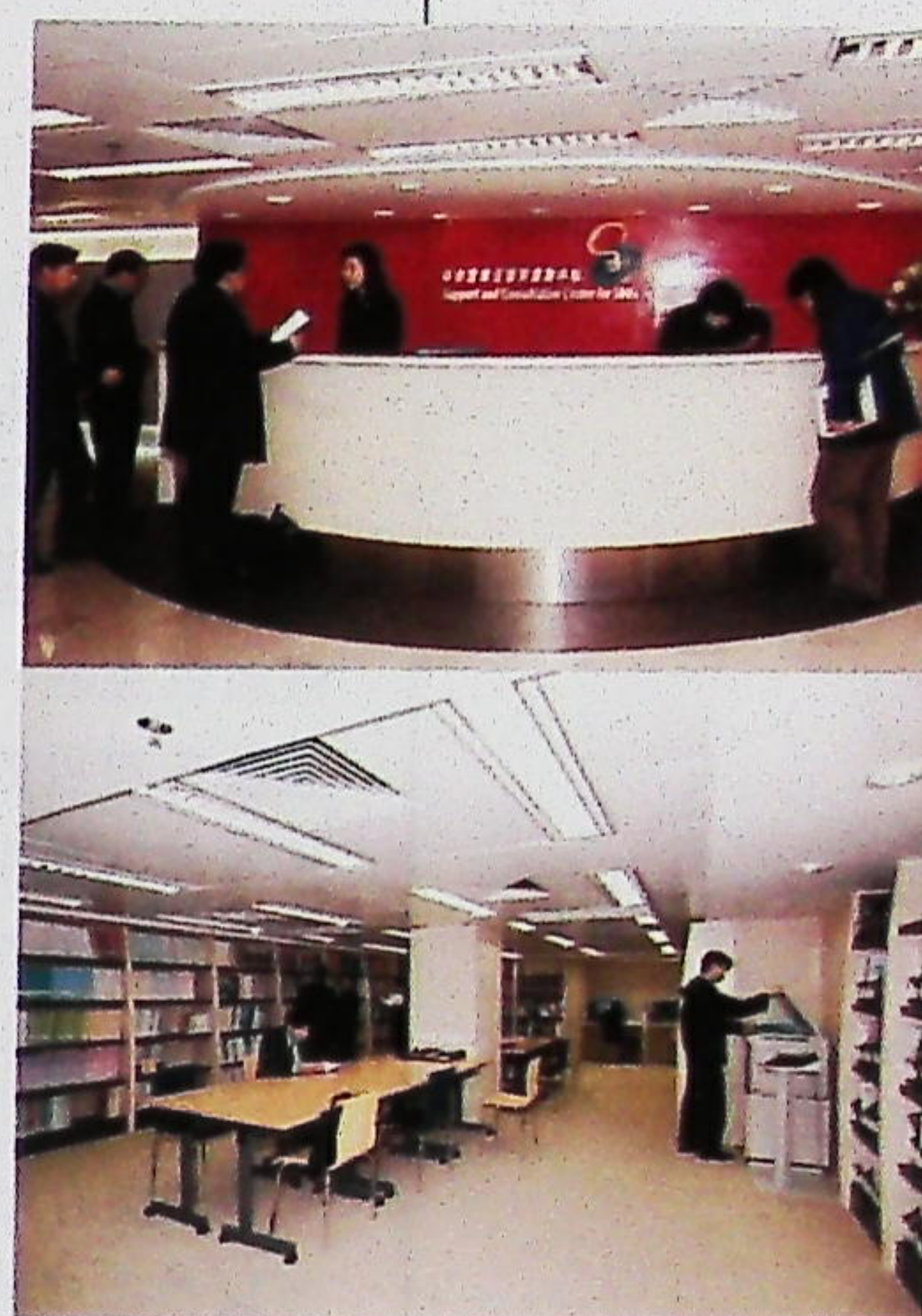
SUCCESS的設施包括參考圖書室和電腦。訪者可以免費上網，以及免費瀏覽中國資訊行和Kompass

這兩個電子資料庫。該中心的參考圖書室藏有關於中國內地的各類資料，而電腦內則儲存了全球約170萬家大小企業的資料，方便中小企業搜羅公司資料和尋找貿易夥伴。此外，中心內有足夠地方供業務諮詢服務的專家會見中小企業，以及舉辦小型研討會和工作坊之用。中心歡迎工商組織預訂場地舉行中小企業聚會或研討會。

該中心亦同時設有兩個網站，分別是中小企業網上資訊中心(<http://www.sme.gcn.gov.hk>)和商業牌照資訊服務(<http://www.info.gov.hk/licence>)。

SUCCESS的所有服務都是免費的。服務時間是星期一至星期五早上九時至下午六時，星期六早上九時至下午一時。

本文由工業貿易署提供。



## 國家計委、人行總行 規定電子綉劃收費標準



為適應銀行結算業務的發展及規範銀行結算收費，國家計委、人行總行對銀行電子綉劃收費的有關問題作出新規定。具體內容如下：

- 一、銀行電子綉劃收費標準適用於人民銀行電子聯行和建立有行內電子綉兌系統的各商業銀行自異地劃業務。
- 二、銀行電子綉劃收費標準為，綉兌金額在人民幣10,000元或以下，每筆收取5元，10,000元以上至100,000元每筆收取10元，100,000元以上至500,000元每筆收取15元，500,000萬元以上至

- 1,000,000元每筆收取20元，1,000,000元以上每筆按綉劃金額的0.2%收取，最高不超過200元。
- 三、根據客戶書面委托，保證在兩小時內資金到帳的加急即時業務，以上述規定的收費標準再加收30%。
- 四、綉劃財政金庫、救災、撫恤等款項免收電子綉劃款；綉劃職工工資、退休金、養老金等每筆收費2元。
- 五、銀行收取電子綉劃費後，不得再向客戶收取郵費及電報費。

(資料來源：廣州外商投資企業協會)



# 美國流行懷舊款式外衣

美國現時約有六成紡織品和服裝屬進口產品，為亞洲紡織品及服裝供應商帶來商機。中國和南韓這兩個亞洲主要的服裝供應地，現正積極爭取美國服裝市場的份額，其他亞洲國家如越南和柬埔寨亦爭相供應以微纖維合成質料和混紡布料縫製的流行服裝。



美國的大型服裝連鎖店成為外國供應商的主要銷售對象，多個服裝業組織都注意到中國服裝在市場的地位越見重要。除產品價格具競爭力外，中國和其他亞洲國家在服裝設計方面亦漸獲國際認同，成為羊毛及棉質紡織品與服裝的主要供應地。另外，中國和某些亞洲國家都有能力生產中低檔以至較高檔的服裝和布料。隨著中國加入世貿及世界各地於二零零五年撤銷對紡織品貿易的限制，中國將成為更熱門的服裝供應地。



過去中國只憑低廉的生產成本而受人垂青，但現在中國設計師已經冒起，使用中國布料以及日本和歐洲的布料設計服裝。再加上中國及其他亞洲國家



的服裝以手工取勝，當地製衣廠僱有技巧嫺熟的工人，可為服裝車縫精細的裝飾。

現時羊毛再度被廣泛用於時裝和高檔外衣，南韓和中國雖然也有生產羊毛布料，但合成布料方面的生產發展更快，尤以雨衣布料最為突出。中國和南韓的合成布料生產商供應很多全綳綳布料，以及綳綳混棉、混尼龍和混spandex彈性纖維布料。這些布料的優點是應用範圍廣泛，以外衣和功能服裝最為適合。

另外，現時流行的服裝，以注入時尚風格的短身和束腰外衣最為普遍，懷舊潮流方興未艾，外衣和夾克也時興套頭設計。至於顏色方面，則流行黃褐、鐵鏽和紅褐等暗沉色調。質料的潮流也起了變化，人造皮和真皮服飾成為時尚，羊毛也風靡一時，並再次流行繽紛的色彩。

由於美國政府致力推動北美自由貿易區內各地加強合作，這些發展都為港商帶來更大挑戰。據一些分析估計，美國會減少向中國進口服裝，轉而從墨西哥和加勒比海各地輸入產品。

中美地區的優勢是靠近美國市場，因此可迅速地因應美國的時裝潮流推出各類時尚服裝。可是，隨著服裝配額逐步取消，各地供應商都可憑地利、價格和品質等因素進行競爭。

(資料來源:香港貿易發展局)

## 新會員 New Members

### 永遠會員 PERMANENT MEMBERS

通利製帽有限公司  
董事長:歐陽壽煜先生  
業務:製造及出口運動帽  
Tony Headwear Mfg Co Ltd  
Managing Director: Mr Au Yeung Sau Yuk  
Nature of business: Manufacture & export of sports cap, headwear

### 普通會員 ORDINARY MEMBERS

窗藝公司  
董事:伍澤雨先生  
業務:製造百葉簾、窗飾及路軌  
Windows Fashion Expertise Co  
Director: Mr Ng Chak Ye  
Nature of business: Manufacture of blind, window shade and track rail

永富容器(香港)有限公司  
主席及行政總裁:羅富昌先生  
業務:印鐵服務;製造皇冠蓋;製造噴霧罐、糖果罐、方罐、圓罐、月餅罐、塑膠蓋/瓶

FC Packaging (Hong Kong) Limited  
Chairman & CEO: Mr Lo Foo Cheung  
Nature of business: Printing service, crown corks, can making: aerosol cans, confectionery cans, rectangular cans, round cans, moon cake cans, plastic caps and bottles

萬彩(香港)有限公司  
執行董事:郭耀銘先生  
業務:製造及出口染料、色粉、色種及添加劑  
Wan Cai Co (HK) Ltd  
Managing Director: Mr Samuel Kwok  
Nature of business: Manufacture and I/E of plastic dye, pigment

元生堂有限公司  
董事:鄭樹栢先生  
業務:製造花旗參丸、花旗參粉、八百光人參(又名頂頂光)  
Yuen Sang Hong Co Ltd  
Director: Mr Cheng Shu Pak  
Nature of business: Manufacture of American ginseng pills, American ginseng powder, Babaiguang (also known as Ding Ding Guang)

香港虹光發展公司  
董事總經理:鄧虹先生  
業務:製造無機木材防火材料  
Hong Kong Hung Kong Development Co  
Managing Director: Mr Tang Hung  
Nature of business: Manufacture of non-organic wood material

敘資有限公司  
董事總經理:劉健華先生  
業務:製造及出口成錶  
Hanville Co Ltd  
Managing Director: Mr Kevin Lau Kin Wah  
Nature of business: Manufacture & export of watch

### 贊助會員 ASSOCIATE MEMBERS

香港有醫貿易公司  
執行董事:陳麗粧小姐  
業務:出入口醫療器械  
Yau Lai (H.K.) Trading Co  
Director: Ms Chan Lai Chong  
Nature of business: Import and export of medical instruments

新訊商業信貸管理顧問有限公司  
總經理:黃碧華小姐  
業務:信貸及風險管理服務  
Frontline Business Information Limited  
General Manager: Ms Grace Wong  
Nature of business: Credit & risk management service

科法斯集團香港分行  
大中華區總經理:畢李察先生  
業務:信用保險  
Coface Hong Kong  
Regional Manager, Greater China: Mr Richard Burton  
Nature of business: Credit insurance

東澳理財策略(香港)有限公司  
董事:莫越華先生  
業務:理財顧問  
Teko Financial Planning (HK) Ltd  
Director: Mr Timothy Mok  
Nature of business: Financial planner

訊科亞太有限公司  
總裁:Mr Dinesh G Choithramani  
業務:資訊科技及網絡基建服務  
Telecommunications & Technology Asia Ltd  
President: Mr Dinesh G Choithramani  
Nature of business: IT, network infrastructure



# 公司建立電郵戶口 有助提高企業形象



為協助本港中小型企業提升形象，本會特別增設多種不同類型的電郵戶口優惠計劃。現只需付出平均每月\$8.2的超級優惠價（按選用會員價登記11個電郵戶口計劃計算），便可擁有自己公司的電郵戶口（例如：tom@abc.com），藉此建立公司形象。其他服務計劃見下圖：

電郵戶口類別	1個電郵戶口		6個電郵戶口		11個電郵戶口	
	會員 HK\$	非會員 HK\$	會員 HK\$	非會員 HK\$	會員 HK\$	非會員 HK\$
.com	400/年	600/年	790/年	1090/年	1080/年	1450/年
.org	400/年	600/年	790/年	1090/年	1080/年	1450/年
.net	400/年	600/年	790/年	1090/年	1080/年	1450/年
.com.hk	500/年	700/年	890/年	1190/年	1180/年	1550/年
.org.hk	500/年	700/年	890/年	1190/年	1180/年	1550/年
.biz	1080/2年	1360/2年	1860/2年	2340/2年	2440/2年	3060/2年
.info	1080/2年	1360/2年	1860/2年	2340/2年	2440/2年	3060/2年

- 以上獨立電郵全部設置無限虛擬戶口
- 公司更可考慮個別需要，附加登記5個或10個電郵戶口組合

以上電郵戶口均設以下服務：

✓ 24小時電話技術支援熱線	
✓ 更改密碼	✓ 更改電郵轉移
✓ 更改用戶資料	✓ 更改放假留言
✓ 更改使用規則	✓ 電話簿功能
✓ 自動回應	

為可選擇適合貴公司的名字或品牌電郵，請從速作出申請。倘有查詢，歡迎與本會產品發展部陳凱詩小姐或鍾小蘭小姐聯絡（電話：2542 8627，abp@cma.org.hk）。

# 信用管理服務與時並進

—訪高柏(亞洲)有限公司主席兼行政總裁盧業樑



會員快拍



信用管理或賬務處理是很新的概念，而香港專職回收賬目工作及其行業發展也只是近一、二十年的事。那是因為近世商業活動發展及分工愈趨精細，財經法規較前完善，環境條件漸趨成熟所致。在香港的信用管理行業中，高柏(亞洲)有限公司可算是佼佼者。在二零零零年三月，高柏通過法國驗證公司BVQi 嚴格的檢驗，成為亞洲第一家獲得ISO9002 品質檢定證書的信用管理公司。自一九八七年成立迄今，高柏所接獲客戶的總案量已達到六十億美元。

高柏(亞洲)有限公司主席兼行政總裁盧業樑指出，收與放是兩個相對的觀念，金錢的借放和回收是古今中外任何社會都存在的經濟活動。然而，傳統收債員的形象比較負面，信用管理公司必須改變這種壞形象，它應該是一家專業的、有嚴謹管理和高科技配合的公司。盧業樑曾先後在兩間國際性信用卡公司任信用管理部主管，幾位創始合夥人都是在外國和香港有豐富工作經驗的資深會計師和律師，他們成立高柏是因為觀察到當時香港缺乏專業的信用管理公司去處理各行各業日益繁重的催收債務問題，因而決心開創先河。

高柏多年的成功業績証明了盧氏眼光獨到，高瞻遠矚。公司於九六年和九九年分別於台北和高雄設立分公司，連香港總公司共僱有員工四百五十多名。高柏現時的客戶涵蓋香港和台灣的一百間銀行、三十家電訊公司和五百家上市及跨国公司，提供的服務包括追收逾期的個人消費信貸銀行欠款、企業貸款，以及代供應商向買主追收過期賬款等。

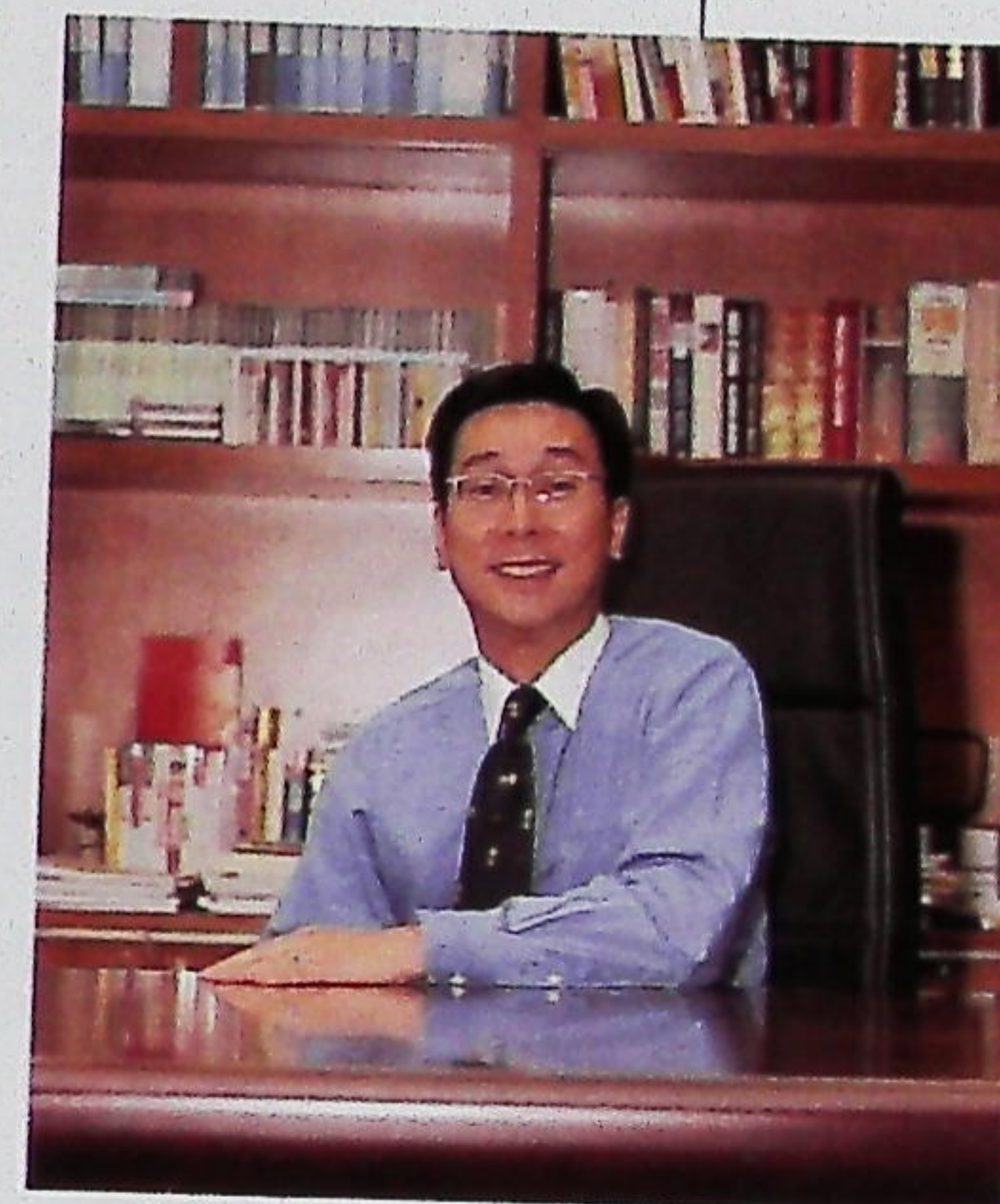
盧氏認為，員工的質素是業務成功的竅訣之一。他持續在員工培訓方面投下資本，培訓課程包括電腦應用、基本催收技巧、民事訴訟條例、公司法等核心部份，還有心理掌控，導師為心理學家，教導員工運用談判技巧與債務人達至一個雙方同意的還款安排。

高柏的營運宗旨是以合情、合理、合法的方式為客戶管理並催收欠款；以專業嚴謹的安排，先進完備的電腦系統為客戶與債務人雙方達成持久有效而又合理的還款方法，務求使三方面都滿意。

高柏在科技上投放了不少資源，自成立之初就已自行開發「全電腦化管控流程」，並於八八年正式應用在服務上。二零零零年十月，高柏開展了大規模的電腦更新計劃，迄今的總投資金額已達到三千萬元。當全部的電腦更新計劃完成後，高柏擁有的訊息資料將更完善準確，營運效率也將出現新的突破。此外公司亦配備中央電話錄音系統，鞏固監察機制，以保障客戶、債務人及本身的權益。

為配合客戶的需要，高柏於八九至九零年間積極聯繫海外同業，並簽署合作協議，於世界各主要商業城市包括紐約、倫敦、法蘭克福、巴黎、蘇黎世、悉尼、東京、漢城、星加坡、吉隆坡等提供海外信用管理服務。

憑藉著香港和台灣的成功經驗，盧氏現正積極拓展中國市場。現時在北京、上海、廣州和深圳等多個大城市，高柏與當地的一些律師事務所達成了協議，指導當地的律師如何與債務人談判，為台灣和海外的客戶處理應收賬款。他期望隨著中國加入世貿，香港的信用管理業可以進一步拓展國內市場，與國內的工商機構建立更廣泛和密切的合作關係，以實現高柏的發展目標——在二零零五年以前，成為具備國際領導地位的華人信用管理公司。





# 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
8-10.02.2002	第三屆健康食品、藥品及輔助產品博覽會 3rd Health Foods, Drugs & Auxiliary Products Expo	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類健康食品、藥品及輔助產品 All kinds of health foods, drugs & auxiliary products	訊通展覽公司 Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379 ✉: shirleylok@paper-com.com.hk Ⓘ: http://www.paper-com.com.hk
8-11.02.2002	米蘭國際餐具、家庭用品、禮品、銀器、金器及鐘錶展覽會 MACEF Primavera - International Exhibition for Tableware, Household, Gift Items, Silverware, Goldsmith's Items, Watches	Milan Fairground, Italy	各類家庭用品、禮品及鐘錶 All kinds of household, gifts & watches	Fiera Milano International ☎: 39 02 48550.1 ☎: 39 02 48004423 ✉: macef@fmi.it Ⓘ: http://www.fmi.it/macef
10-14.02.2002	美國國際玩具展覽會 American International Toy Fair	Jacob K. Javits Convention Center, New York	各類玩具及遊戲產品 All kinds of toys & games	Toy Manufacturers of America, Inc. ☎: (212) 675-1141 ☎: (212) 645-3246 ✉: toyfairs@toy-tia.org Ⓘ: http://www.toy-tia.org/AITF
15-19.02.2002	法蘭克福春季消費品博覽會 AMBIENTE	Frankfurt Fairgrounds, Germany	各類禮品、贈品、家庭用品 All kinds of gifts, premium, houseware & tableware	Messe Frankfurt ☎: (49) 69 7575-0 ☎: (49) 69 7575-64 33 Ⓘ: http://www.ambiente-frankfurt.de
21-24.02.2002	教育及職業博覽會2002 Education & Careers Expo 2002	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類教育機構、專業協會、政府及私營機構及教育器材 All kinds of educational institutions, personnel consultants, government & private organizations & educational supplies	香港貿易發展局 Hong Kong Trade Development Council ☎: (852) 2584 4333 ☎: (852) 2824 0249 ✉: hktcdc@tdc.org.hk Ⓘ: http://www.tdctrade.com
27.02-03.03.2002	HomeTech Berlin	Berlin Exhibition Grounds, Germany	All kinds of electronics, electrical & technological products	Messe Berlin Grounds ☎: 49 (0)30/3038-2016 ☎: 49(0)30/3038-2030 ✉: hometech@messe-berlin.de Ⓘ: http://www.hometech-berlin.com
27.02-02.03.2002	香港國際珠寶展2002 Hong Kong International Jewellery Show 2002	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類珠寶首飾 All kinds of jewellery	香港貿易發展局 Hong Kong Trade Development Council ☎: (852) 2584 4333 ☎: (852) 2824 0249 ✉: hktcdc@tdc.org.hk Ⓘ: http://www.tdctrade.com
28.02-03.03.2002	2002香港國際毛皮時裝展覽會 2002 Hong Kong International Fur and Fashion Fair	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類毛皮、皮革服裝、配件、機械 All kinds of fur skin, fur and leather garments, accessories & machinery	香港毛皮業協會 Hong Kong Fur Federation ☎: (852) 2367 4646 ☎: (852) 2739 0799 ✉: furs@hkfurfed.com.hk Ⓘ: http://www.hkfurfed.com.hk
07-10.03.2002	香港資訊基建博覽2002 Hong Kong Information Infrastructure Expo 2002	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類資訊產品 All kinds of information products	香港貿易發展局 Hong Kong Trade Development Council ☎: (852) 2584 4333 ☎: (852) 2824 0249 ✉: hktcdc@tdc.org.hk Ⓘ: http://www.tdctrade.com
12-14.03.2002	Hong Kong Product Exhibition in Mexico	Melia Hotel, Mexico	各類消費品 All kinds of consumer products	香港貿易發展局 Hong Kong Trade Development Council ☎: (852) 2584 4429 ☎: (852) 2824 0249/ 2824 0266 ✉: patrick.mui@tdc.org.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
13-20.3.2002	CeBIT 2002	Hannover Fairgrounds, Germany	各類資訊科技產品 All kinds of information and technology products	Deutsche Messe AG, Hannover ☎: 49 511 89-0 ☎: 49 511 89 32626 Ⓘ: http://www.cebit.de
14-17.3.2002	GDS - International Shoe Fair - Spring, Dusseldorf	Dusseldorf Fairgrounds, Germany	各類鞋類 All kinds of shoes	Messe Dusseldorf ☎: 49 (0)211 / 4560-900 ☎: 9 (0)211 / 4560-668 ✉: info@messe-duesseldorf.de Ⓘ: http://www.messe-duesseldorf.de
18-21.3.2002	第九屆中國廣州國際家具博覽會 The 9th China International Furniture Fair, Guangzhou	中國出口商品交易會展覽館 Chinese Export Commodities Fairground	各類家居和辦公家具、飾品、地毯及布藝、木工機械及工具、配件及輔料 All kinds of home and office furniture; lighting & decoration items; woodworking machinery & tools; raw materials, accessories & components	中國對外貿易中心(集團) China Foreign Trade Center (Group) ☎: 86-20-86673473 ☎: 86-20-86663416 ✉: cif@cecf-exbit.com Ⓘ: http://www.cif-gz.com.cn
19-21.03.2002	香港國際春季時裝材料展2002 Interstoff Asia Spring 2002 - International Fabric Show	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類時裝材料 All kinds of fabrics	Messe Frankfurt (H.K) Ltd ☎: (852) 2802 7728 ☎: (852) 2511 3466 ✉: info@hongkong.messefrankfurt.com Ⓘ: http://www.messefrankfurt.com
22-25.03.2002	第十屆香港國際塑膠展2002 10th Hong Kong International Plastics Exhibition 2002	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類塑膠機械及塑膠材料 All kinds of plastic machinery & plastic materials	訊通展覽公司 Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379 ✉: shirleylok@paper-com.com.hk Ⓘ: http://www.paper-com.com.hk
22-25.03.2002	第十四屆香港連繫工業國際機械展2002 14th Hong Kong International Machine Tool - Linkage Industry Exhibition 2002	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類模具及工具機械材料 All kinds of mould & tool making machines & materials	訊通展覽公司 Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379 ✉: shirleylok@paper-com.com.hk Ⓘ: http://www.paper-com.com.hk
22-25.03.2002	第九屆香港國際包裝展2002 9th Hong Kong International Packaging Exhibition 2002	香港會議展覽中心 Hong Kong Convention and Exhibition Centre	各類包裝設備及材料 All kinds of packaging equipment & packaging materials	訊通展覽公司 Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379 ✉: shirleylok@paper-com.com.hk Ⓘ: http://www.paper-com.com.hk
27-30.3.2002	中國國際服裝服飾博覽會 Beijing International Clothing & Accessories Fair	北京中國國際貿易中心 China International Exhibition Centre, Beijing	各類飾物、鞋類、手袋及皮革、皮革、紡織及製衣配件 All kinds of fashion accessories, footwear, handbags & leather products, fur garments, textiles & clothing accessories	中國國際貿易中心股份有限公司 China World Trade Center Co. Ltd. ☎: 86-10-64169522, 64169533 ☎: 86-10-64151040, 64151070 ✉: email@chic.com.cn Ⓘ: http://www.chic.com.cn



## 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
3, 9, 16 & 30.2.2002	Management Best Practices	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
4.2 - 18.3.2002	Diploma in eBusiness Engineering	銅鑼灣嘉蘭中心 Caroline Centre, Causeway Bay	香港生產力促進局 Hong Kong Productivity Council	Mr Li Kwan Hung ☎ : 2788 5016 ☎ : 2788 5599 ✉ : johnnyli@hkpc.org 🌐 : http://www.hktrainingonline.com
18-28.2.2002	Principles of Logistics Operations	九龍塘達之路78號 生產力大樓 HKPC Building, 78 Tat Chee Avenue, Kowloon Tong	香港生產力促進局 Hong Kong Productivity Council	Ms Lai Yuk Mei ☎ : 2788 5573 ☎ : 2788 5599 ✉ : maylai@hkpc.org 🌐 : http://www.hktrainingonline.com
19.2 - 26.3.2002	商業玄學及人際關係證書課程	銅鑼灣嘉蘭中心 Caroline Centre, Causeway Bay	香港生產力促進局 Hong Kong Productivity Council	Mr Li Kwan Hung ☎ : 2788 5016 ☎ : 2788 5599 ✉ : johnnyli@hkpc.org 🌐 : http://www.hktrainingonline.com
20-21.2.2002	Enneagram For Enhancing Relationship	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	何陳燕珊女士 Ms Maureen Ho ☎ : 2836 1822 ☎ : 2572 7130 ✉ : mdc@vtc.edu.hk 🌐 : http://www.vtc.edu.hk
26.2.2002	Best Practices in Branding Strategies	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	駱忠良先生 Mr C L Lok ☎ : 2836 1891 ☎ : 2572 7130 ✉ : mdc@vtc.edu.hk 🌐 : http://www.vtc.edu.hk

## E D I T O R I A L

### VIEWS ON THE 2002-2003 BUDGET

It is noteworthy that Hong Kong has recorded financial deficits consecutively in the past few years and the gap is seemingly enlarging. Apart from cyclical factor, the emergence of deficit is closely linked with Hong Kong's current economic transformation. Experiences from Hong Kong and other countries and regions show that a prudent budget is crucial to the healthy development of both the economy and society. Therefore, the Association is in support of the Government's initiatives to achieve a fiscal balance by studying the possibilities of opening up new income sources including the review of the current tax regime, and to enlarge the tax base by introducing land departure tax, sales tax and reducing salary tax allowance in the mid to long run. However, the Association reiterates that tax reform should only be carried out after a thorough study of all factors such as economic situation, social tolerance and public acceptability.

Along with the rapid slump in the US economy in 2000, Hong Kong's export market has been experiencing a contraction and our economy is again on the downward trend. On the other hand, since 1998, deflation has been casting shadow on Hong Kong's economy, which is characterized by sluggish domestic consumption and descending Composite Consumer Price Index. Under the circumstances of fragile economic foundation and poor domestic demand, the introduction of new tax charges would inevitably suppress consumption and investment in the short run, worsening the weakening economy. At the same time, in face of challenges arising from globalization of economy, emergence of e-commerce and China's entry into the World Trade Organization, Hong Kong's economic structure is experiencing a transformation. As there is no distinctive direction for the economic and social developments, it is premature to implement any tax reform. From our point of view, the Government should strike a careful balance between fiscal equilibrium and economic growth. At present, full effort should be made to revive Hong Kong's economy and, if necessary, high expenditure should be maintained to relieve social hardship and stimulate economic recovery. In terms of tax reform and other measures of escalating income, both can be put aside until the economy has recovered and consensus has been reached.

In line with exploring new income sources, the Government should strive to reduce expenditure. Currently, two-third of the Government expenditure is used to pay for the salaries and fringe benefits of civil servants and staff of related organizations. Only little remained for the Government to adjust for promoting economic and social developments. Although the Government has devoted much effort in its value-adding exercise, there is still plenty of room for improvement. It is advisable that the Government should make a bigger attempt to review and exert more control over the salaries, allowances and administration fees of civil servants, and take

timely measures to streamline the structure, simplify work procedures, speed up privatization of public services and tendering, and cut operation costs. In view of the recent announcement of the salary review of nine public organizations, the Association welcomes this move and hopes the review would gradually be extended to cover all civil servants and more than two hundred public organizations in Hong Kong, and the Government would streamline the structure of each department and build up a more sensible and flexible salary scheme in compliance with the market situation.

Following the Asian financial turmoil, Hong Kong's economy has been experiencing a depression. In light of this, the Government has carried out a series of measures to relieve hardship. Although these short-term measures are viewed as essential, they are unable to solve the fundamental problems and there are setbacks like diminishing margin returns. Therefore, it is suggested that the focus of the Government expenditure should be set on areas with long-term investment value such as education, retraining of human resources and enforcement of the tie with Mainland China. On the other hand, in view that Hong Kong and the Mainland's economic integration is continuously deepening, the Government, when formulating economic and social development strategies, should keep an open mind and a broad vision, and take into consideration of activities including cross-border manufacturing, employment and residence. For instance, the Government may consider allotting resources to provide on-site support and assistance to Hong Kong manufacturers operating businesses or Hong Kong people working or living in the Mainland.

Under the advocacy of the SAR Government, Hong Kong has begun to explore new dimensions for industrial development in areas such as information technology, multimedia, pharmacy, biotechnology, environmental protection, tourism and logistics in recent years. However, the Government has to admit that its industrial policy is unclear, lack of focus and continuity, and the support given is minimal. After a couple of years of trial period, Hong Kong has achieved partial success in certain arenas, but an emerging industrial cluster, which is able to revive Hong Kong's economy, is still lacking. Since the growth pole for Hong Kong is in mystery, the Government can only rely on short-term and ineffective measures in carrying out anti economic cyclical operation. In the lack of internal driving force, it is inevitable that Hong Kong's future economic development will depend heavily upon external factors. Therefore, it is advised that the Government should put an end to its non-interference policy and take a more proactive attitude by formulating a clear and farsighted industrial policy. In addition, preferential measures should be adopted to nurture potential industries to become Hong Kong's economic pillars.





# 2001 Survey on CMA Members' Domestic Sales in Mainland China

## I. Introduction

On the back of increased economic stature, escalated income level and continued improvement in distribution system, China's domestic market has developed by leaps and bounds in respect of breadth, depth and efficiency as well. Recently, the Chinese Government has speeded up the opening of domestic markets, on both product and services fronts, to foreign participation as part of its concerted efforts to bid for the WTO membership. The level of tariffs on imported goods has been substantially cut down, restrictions on domestic sales have been eased and the scope for foreign companies to invest in China's distribution industries gradually enlarged. All these new developments have, in one way or the other, paved the way for international investors to tap China's immense domestic market.

Members of the Chinese Manufacturers' Association of Hong Kong (CMA) are pioneers in venturing into Chinese market and they have established a substantial investment position across the border. Leveraging on "first mover" advantages, many CMA members have taken the lead in exploring domestic sale opportunities. In view of this, the Association conducted a questionnaire survey during June to August 2001, aiming to grasp the current status and characteristics of members' domestic sales, keep abreast of their future plan and developmental strategies, and solicit their viewpoints on the environment as well as prospects of Chinese market. The survey adopted the self-completion approach and received 168 valid replies.

## II. Survey Results

### 1. Profile of the Responding Companies:

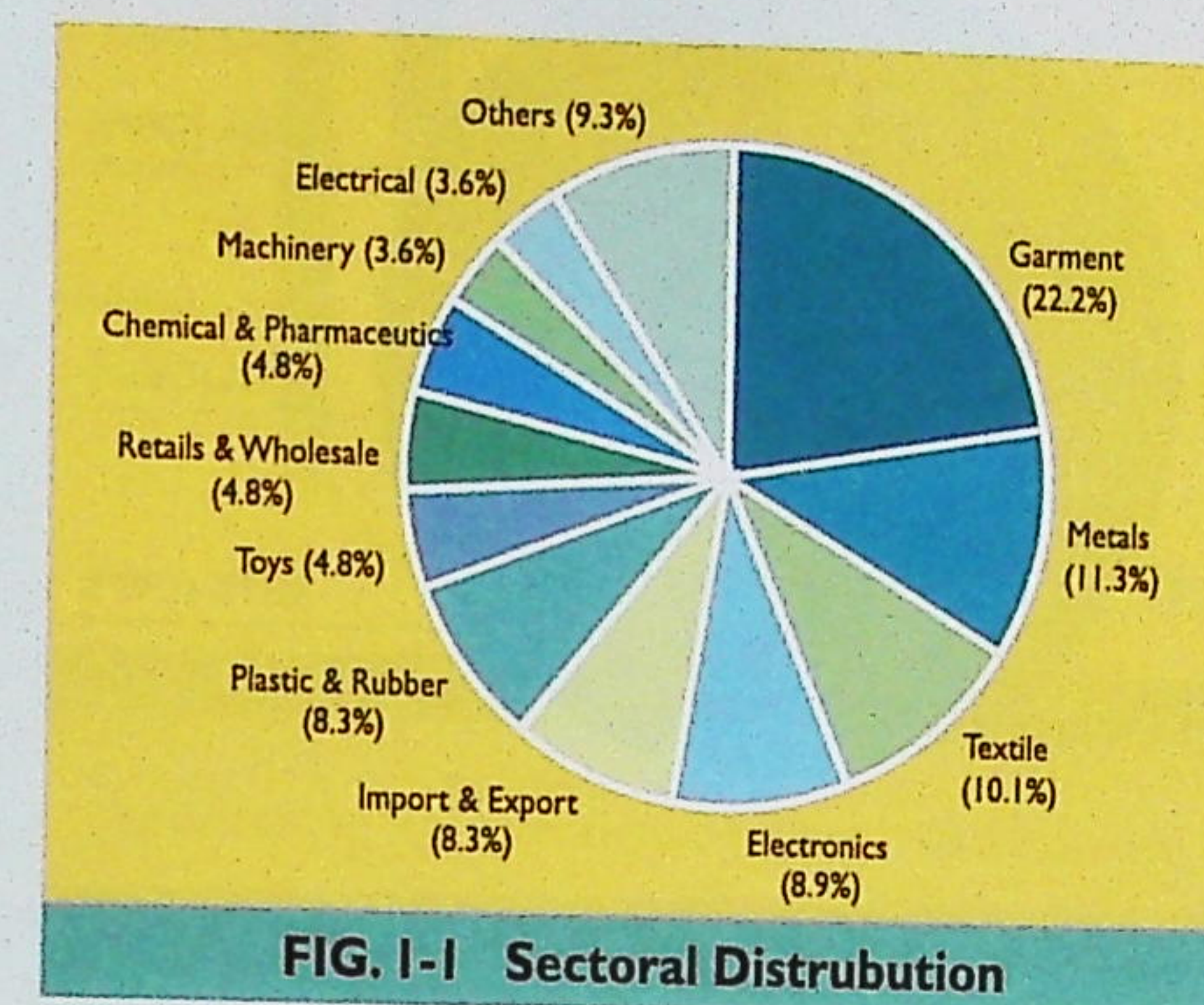


FIG. I-1 Sectoral Distribution

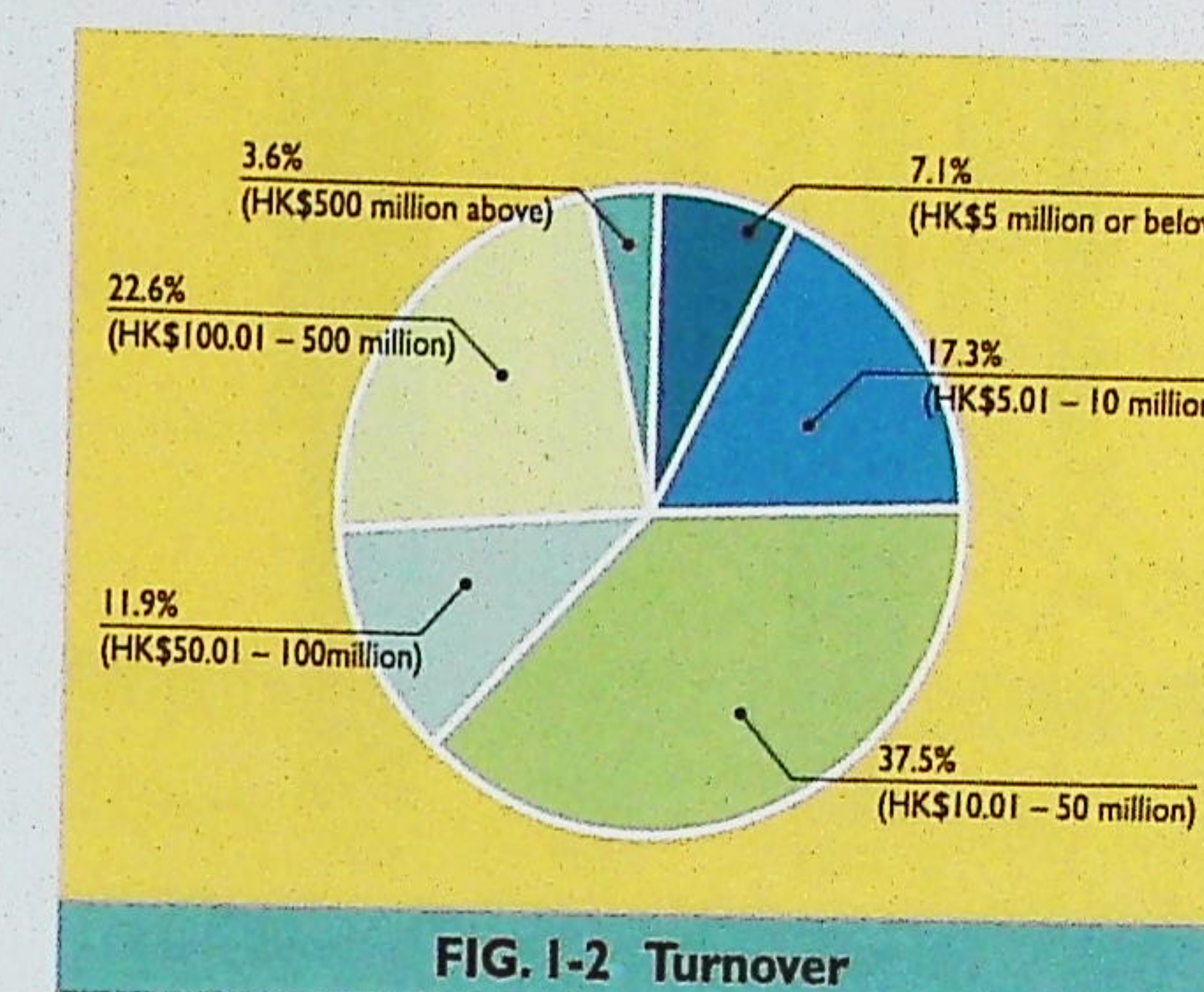


FIG. I-2 Turnover

Respondents to the Survey come from over 10 industries, including garment, metals, textile, electronics, plastics, toys, pharmacy, import & export (I/E) and trading. 75.6% of these companies have a sales volume of over HK\$10 million per year, while the mean and median of the samples' turnover can be roughly estimated at HK\$94 million and HK\$25 million respectively.

### 2. Sales Mode

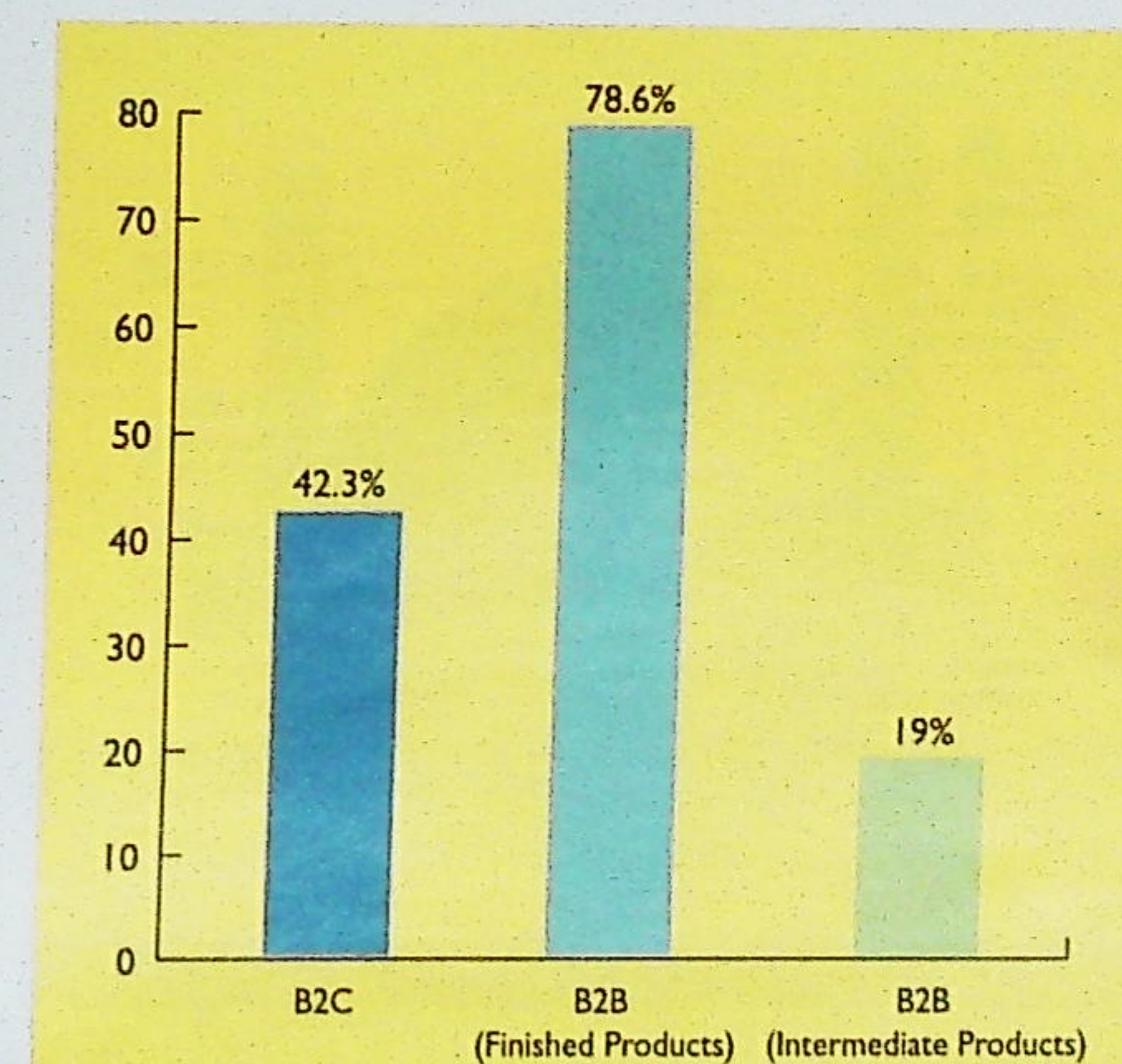


FIG. 2-1 Sales Mode (By no. of the Respondents)

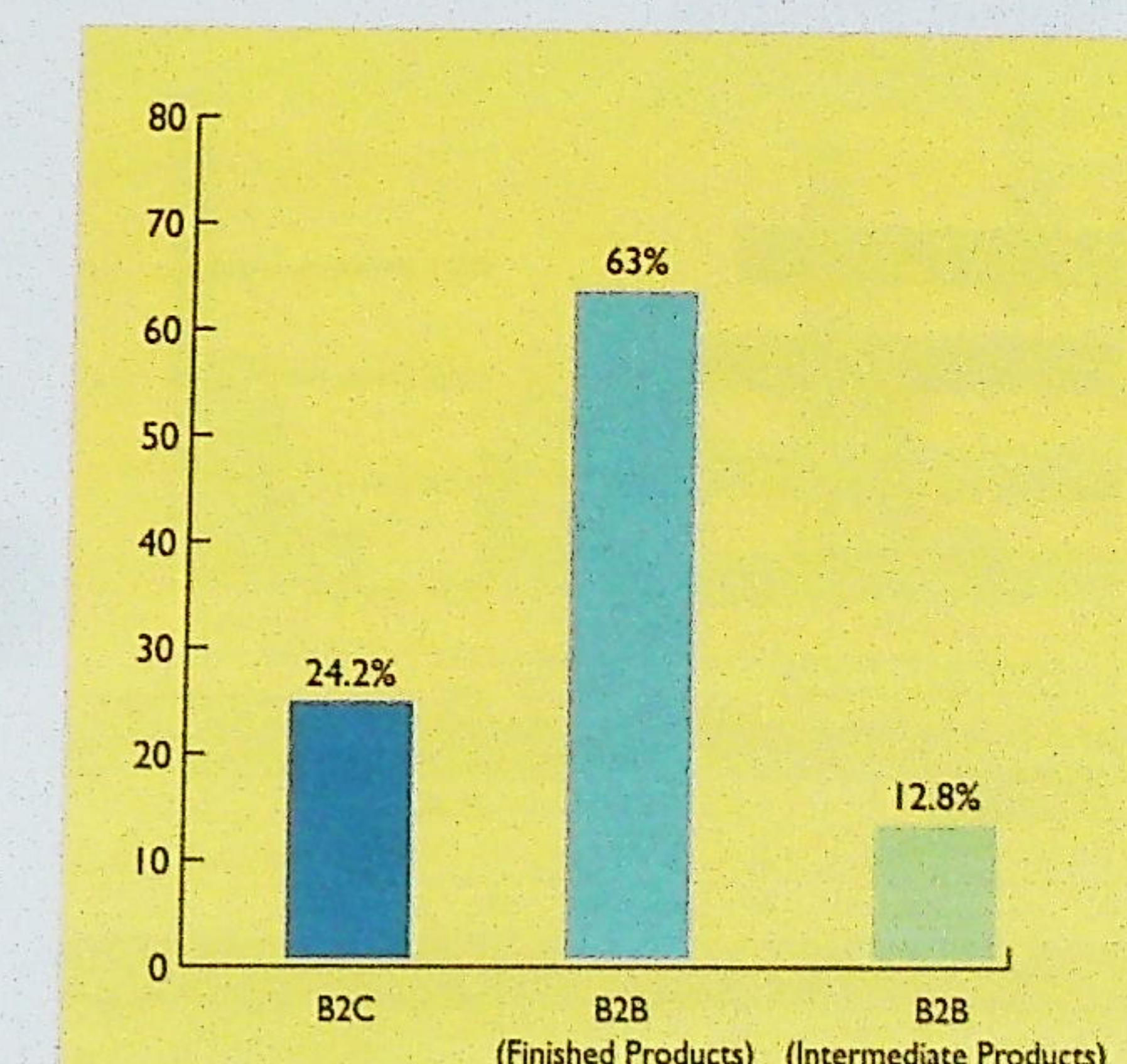


FIG. 2-2 Sales Mode (By Sales Value)

Among the responded companies, more than 80% are involved in B2B (Business to Business) activities, supplying goods to corporate customers, while 13.1% specialize merely in B2C (Business to Consumer) business. Taking the 168 sample companies as a whole, B2B accounts for 75.8% by sales value, of which 63% relates to finished products and 12.8% to intermediate products, e.g., components, parts and materials.



### 3. Operational Model

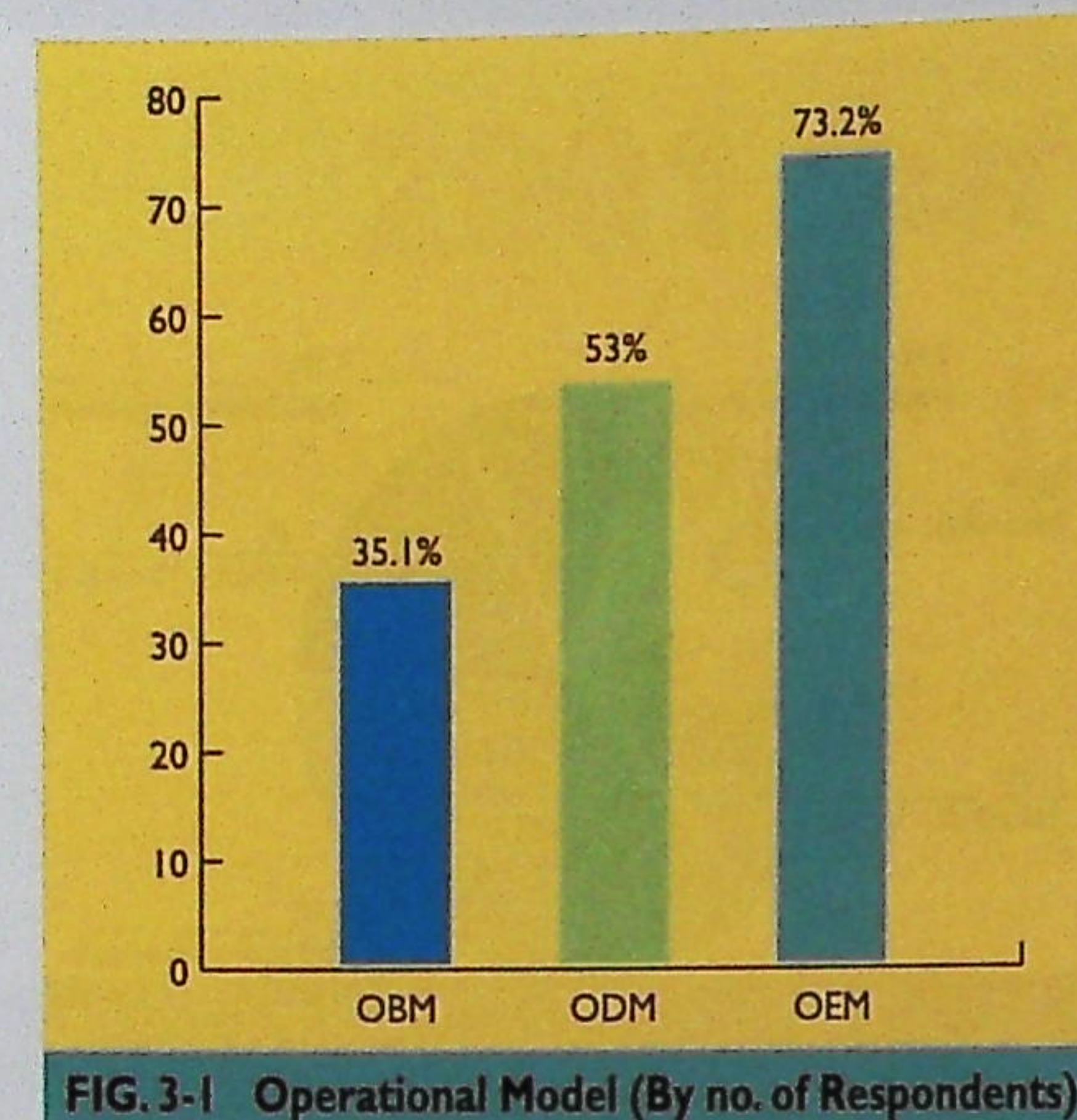


FIG. 3-1 Operational Model (By no. of Respondents)

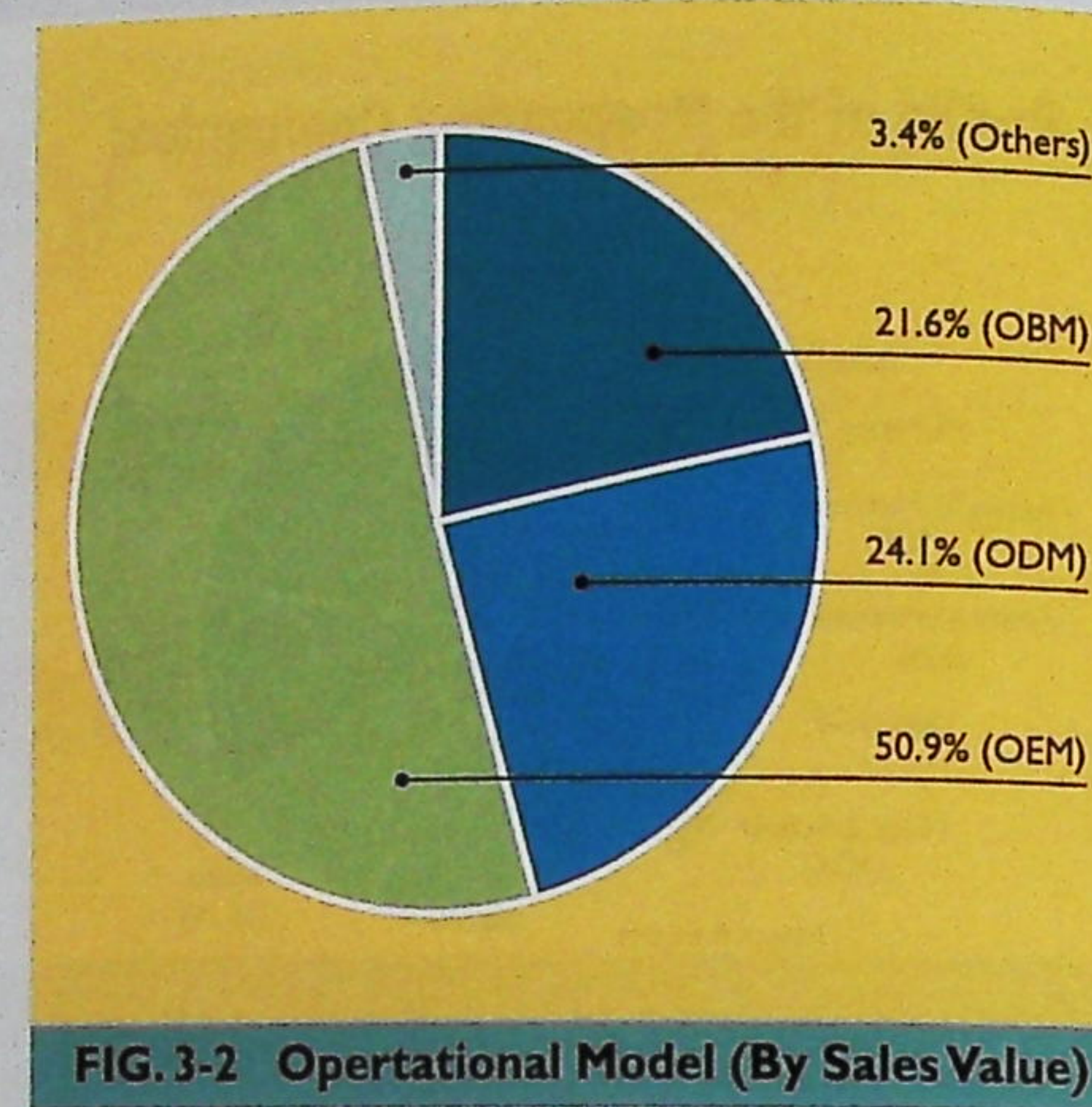


FIG. 3-2 Operational Model (By Sales Value)

As far as operational model is concerned, the majority (73.2%) of responded companies follow the oft-seen OEM mode (Original Equipment Manufacturing). At the same time, 53% companies claimed that they have been involved in ODM (Original Design Manufacturing), and the corresponding percentage for OBM (Original Brand Manufacturing) scores an impressive 35.1%. On average, OEM business constitutes 50.9% of the total sales value of the sample companies, with ODM (24.1%) and OBM (21.6%) together garnering the other half.

### 4. Market Structure

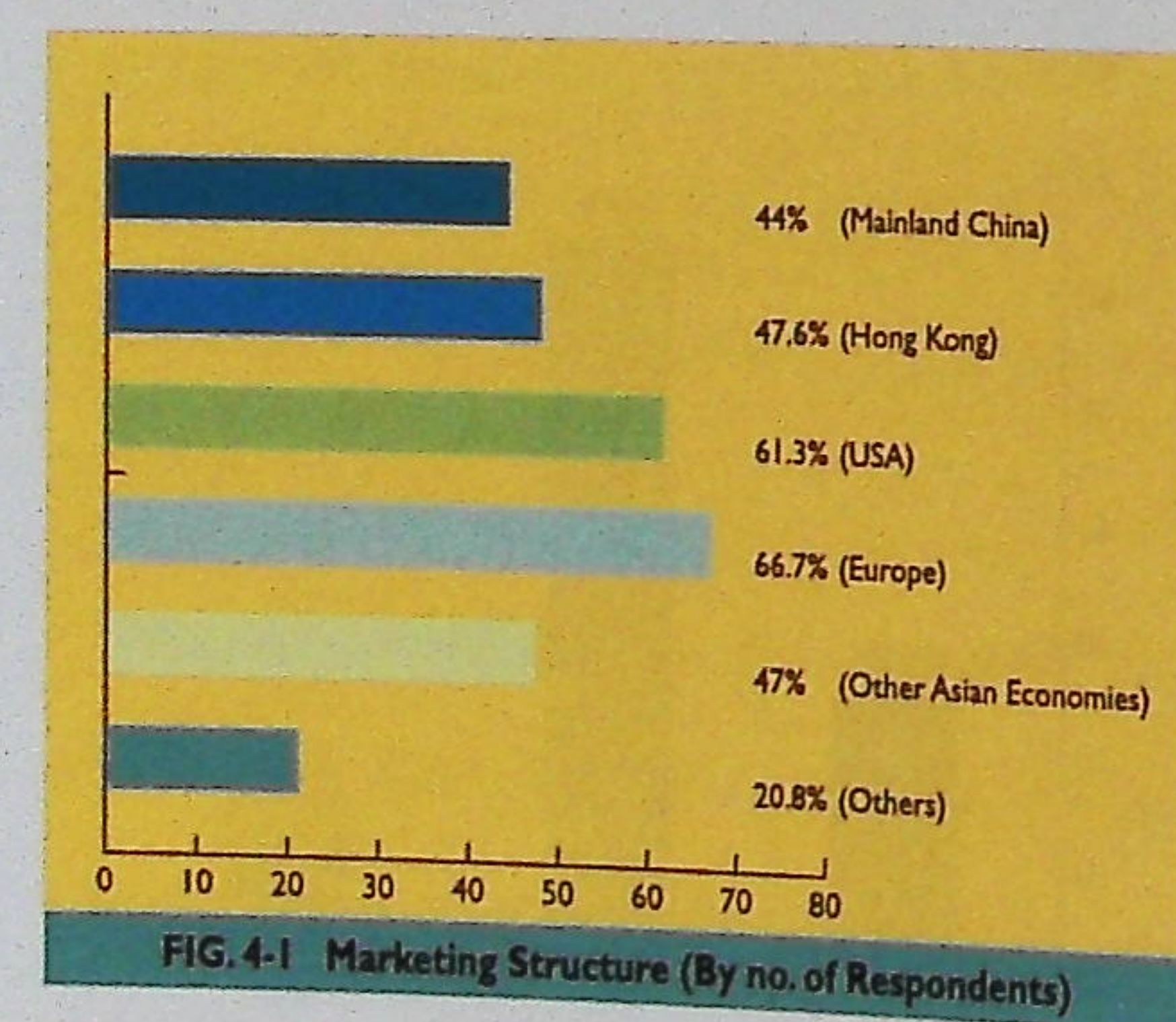


FIG. 4-1 Marketing Structure (By no. of Respondents)

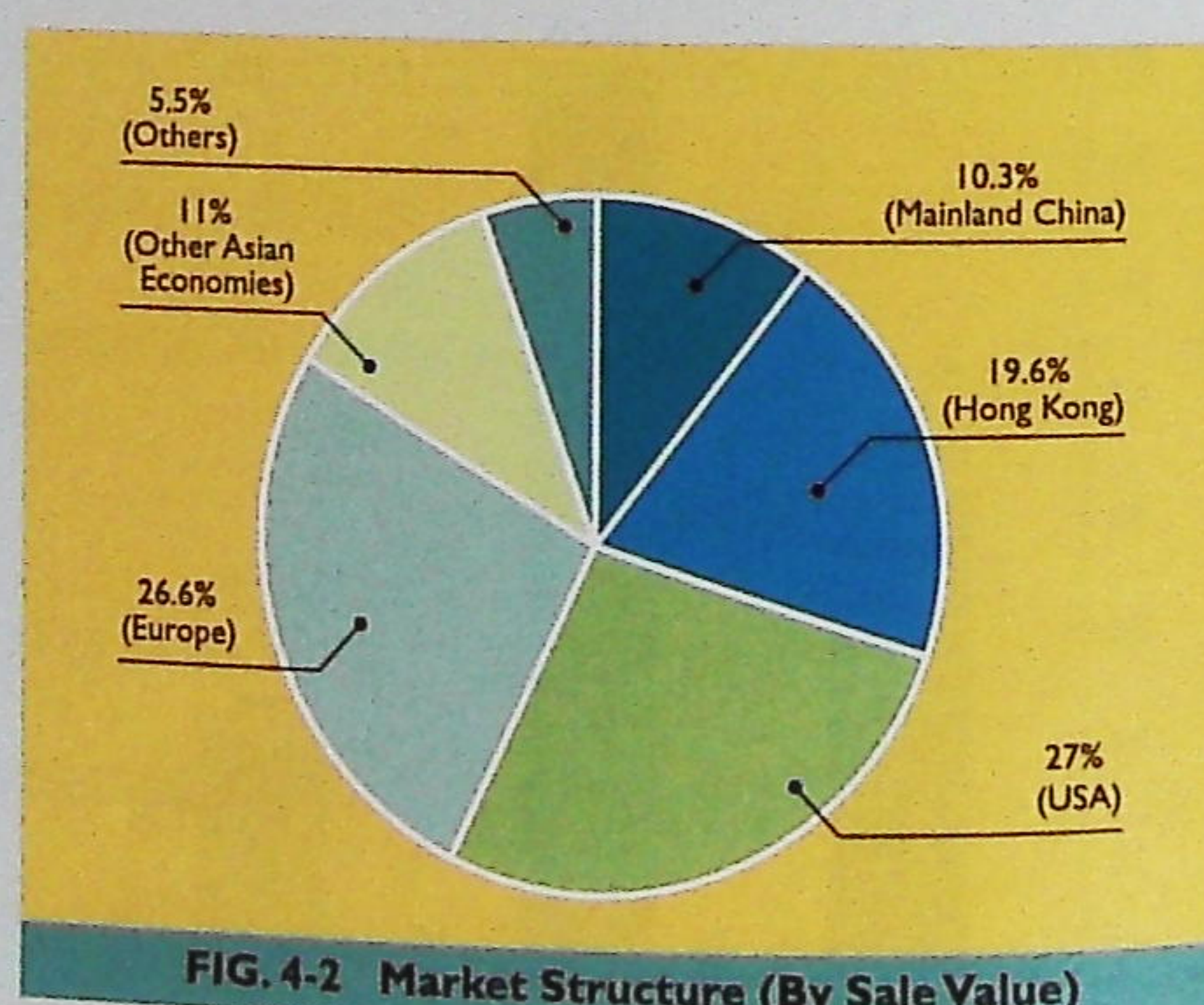


FIG. 4-2 Market Structure (By Sale Value)

In regard to the geographical structure of sales market, the responded companies have generally achieved some degree of diversification, with more than 50% of them having dispatched products to over 3 regional markets. USA and EU (European Community) remain the prime destinations, each take in 19.6%, 10.3% and 11% respectively.

Although 44% respondents have begun selling products in the Mainland, their exposure to Chinese market is still far from significant - which averages out at 23.5% as a share of these companies' turnover.

### 5. Market Conditions in the Mainland

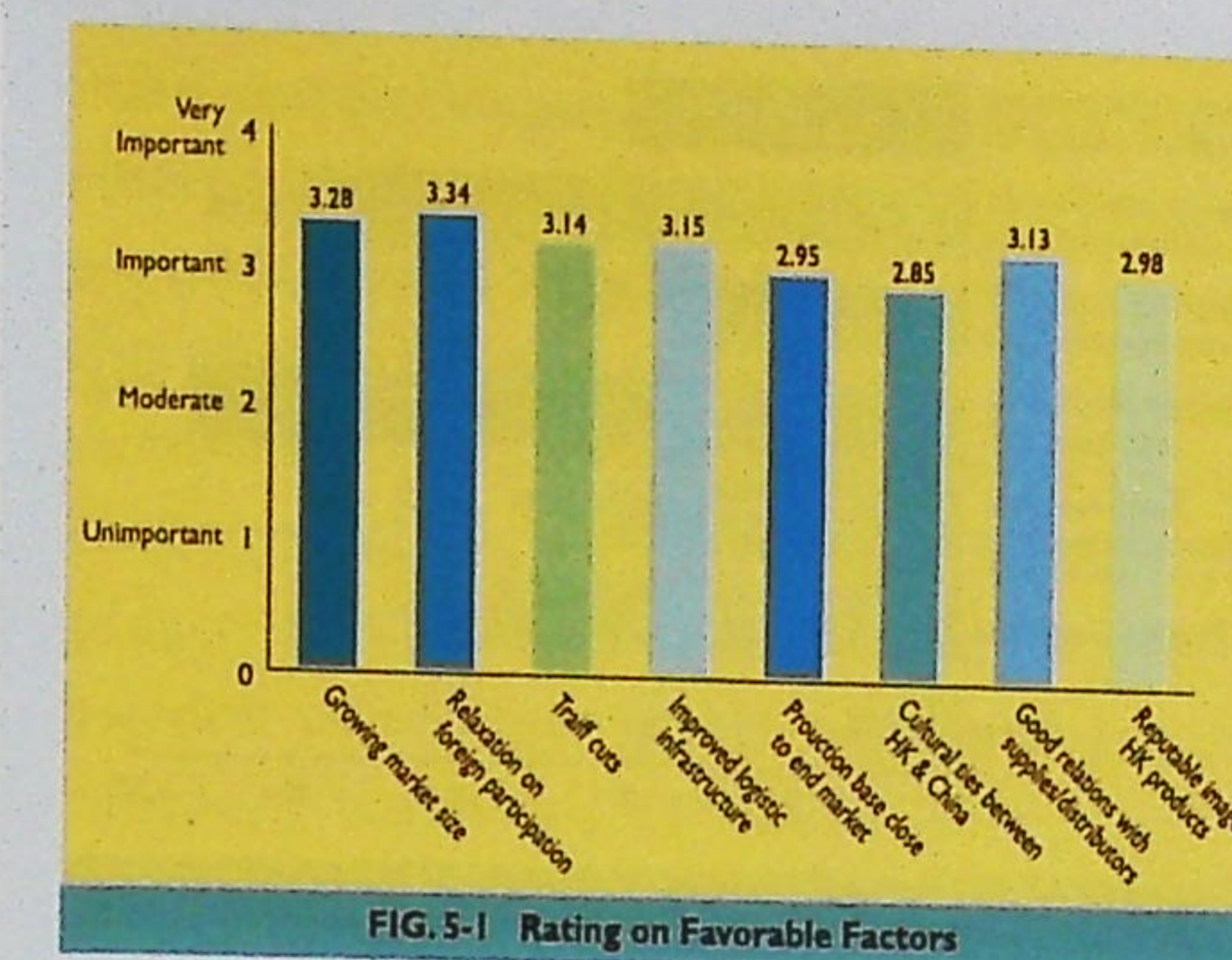


FIG. 5-1 Rating on Favorable Factors

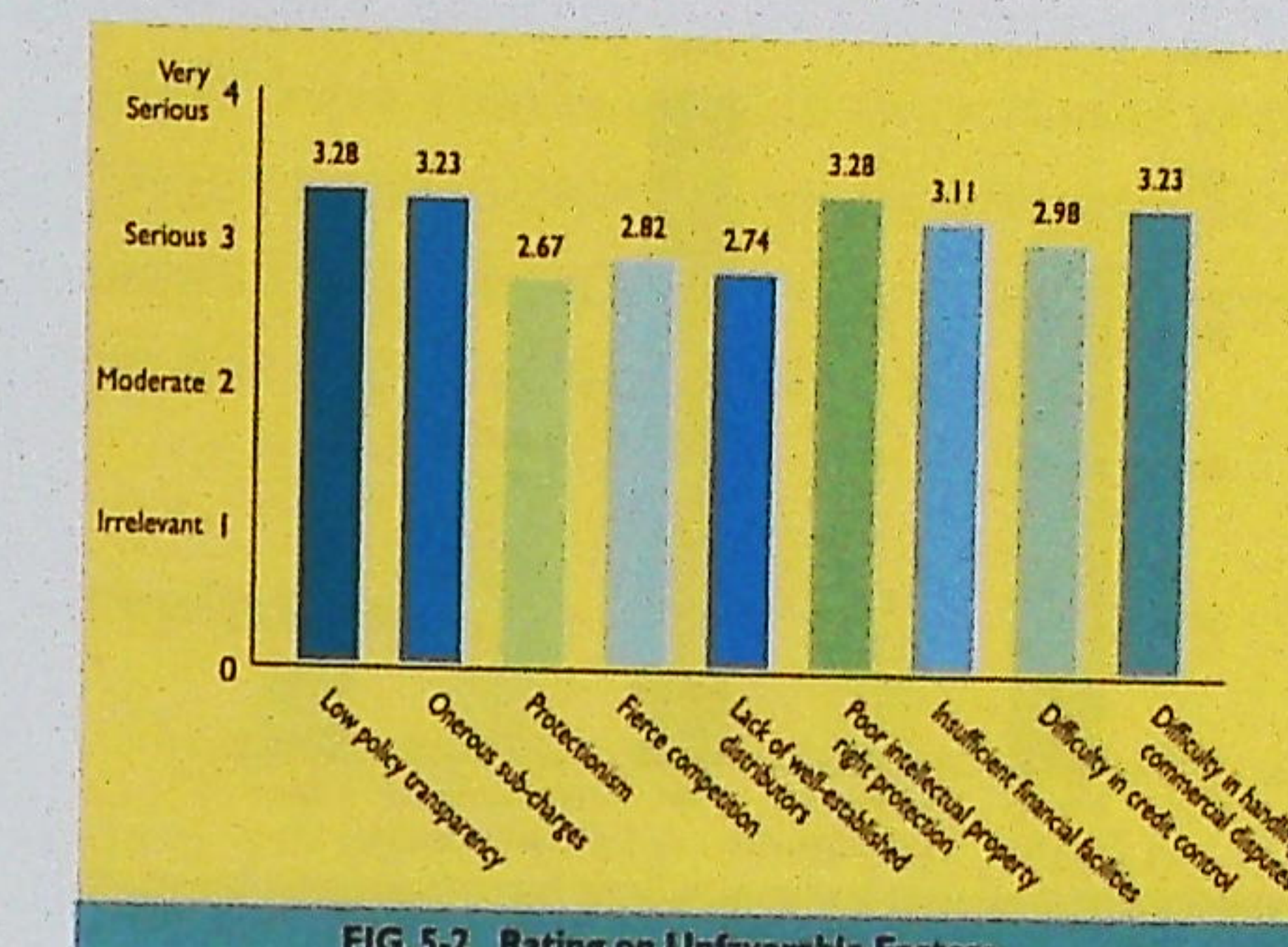


FIG. 5-2 Rating on Unfavorable Factors

According to the responding companies, China's rapidly growing market size, together with improved transportation and logistic infrastructure, the recent moves of deregulation, as well as the established relationship with local suppliers/distributors, has boosted their aspirations for pursuing domestic sales in the Mainland.

But as the other side of the coin, the respondents are much concerned about some imperfections that have been notoriously plagued Chinese market, such as the lack of transparency, onerous burden of opaque levies and sub-charges, rampant violations of intellectual property rights, and insufficiency in financial services.

### 6. Future plans for domestic sales

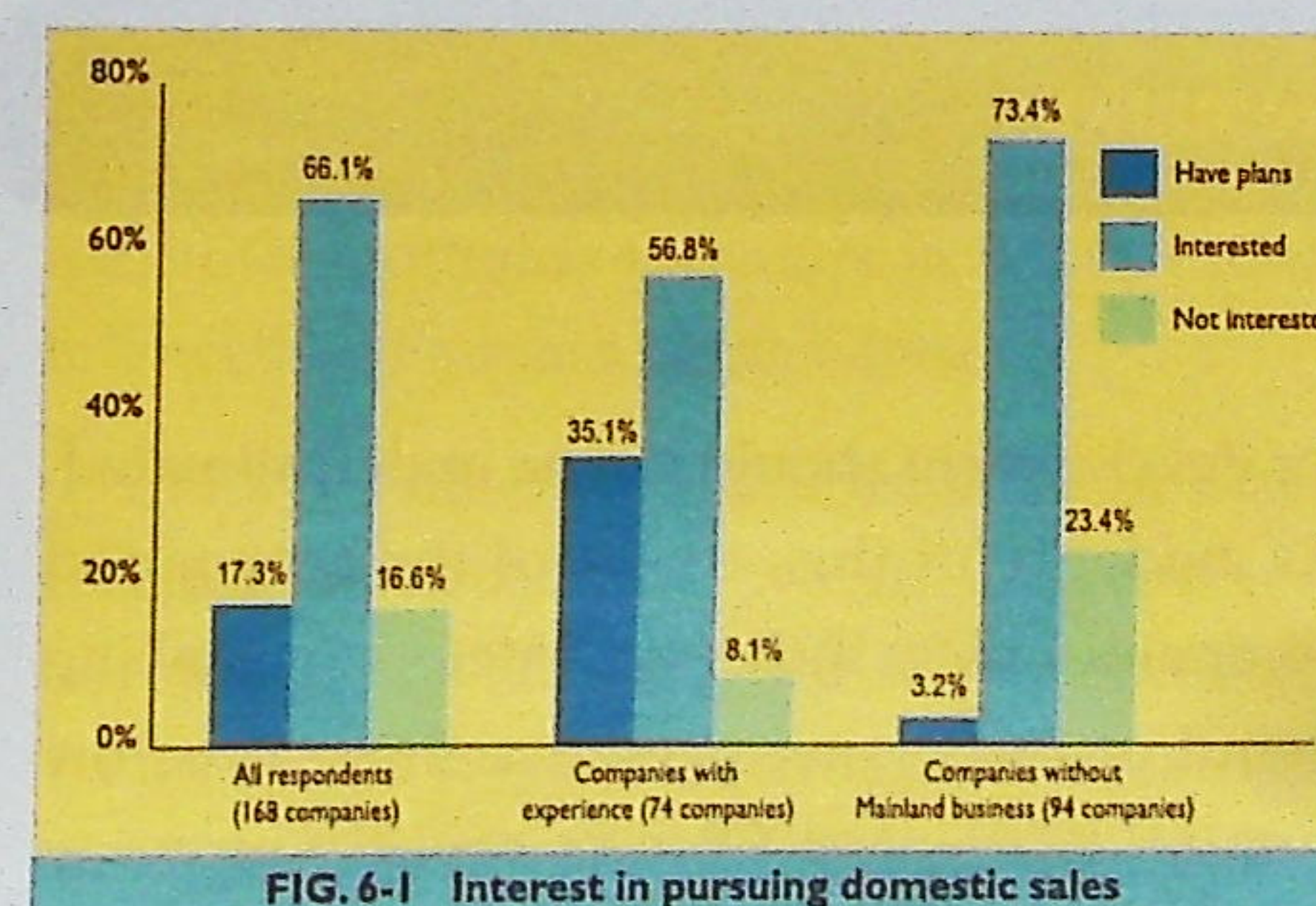


FIG. 6-1 Interest in pursuing domestic sales

Among 168 responded companies, 83.4% have indicated interest in starting or expanding domestic sales in the Mainland market over the coming two years, but 66.1% of them have not yet come up with concrete plans. Companies with experience in domestic sales are more active with over one-third of them having plans for further development.

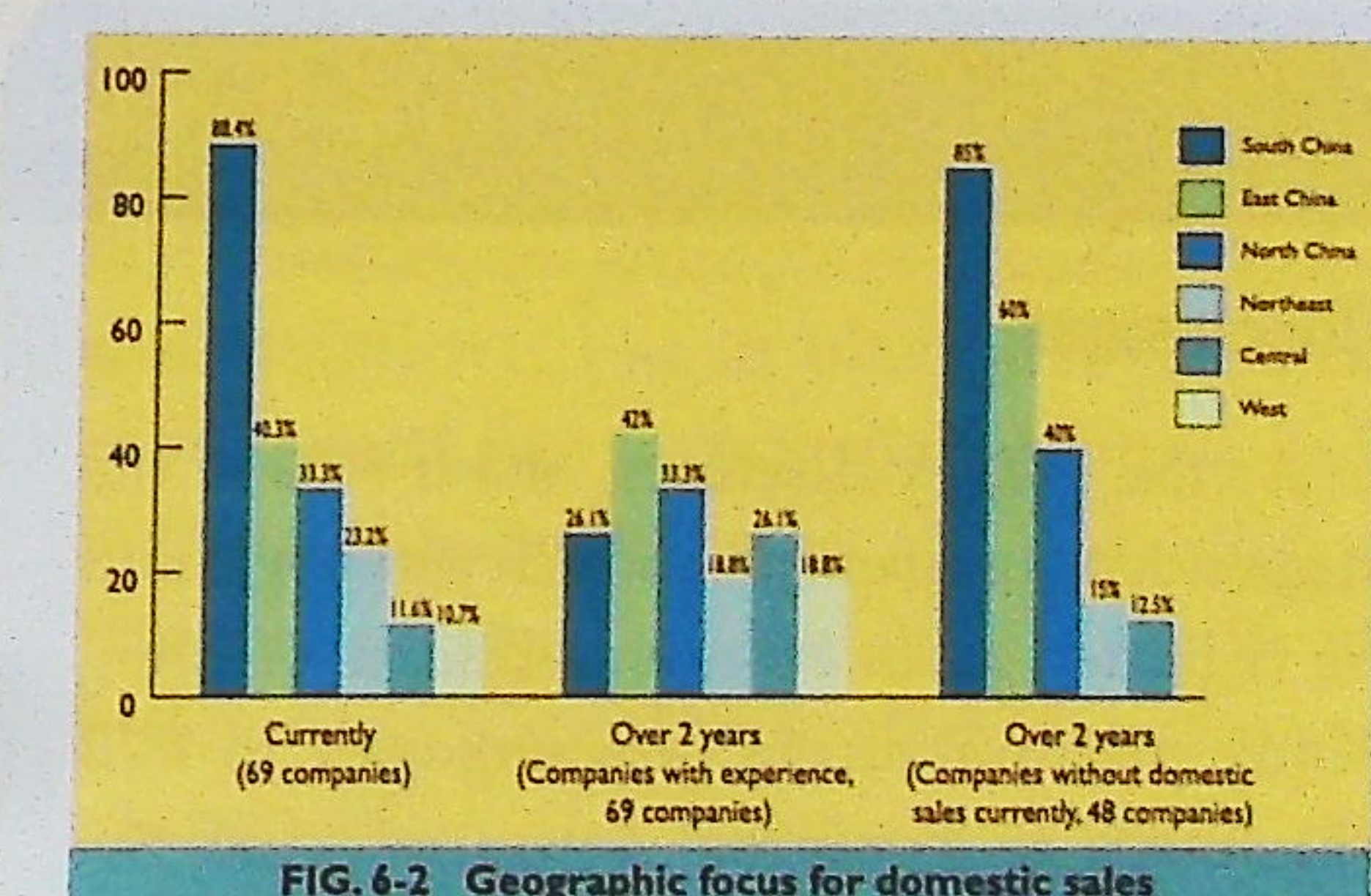
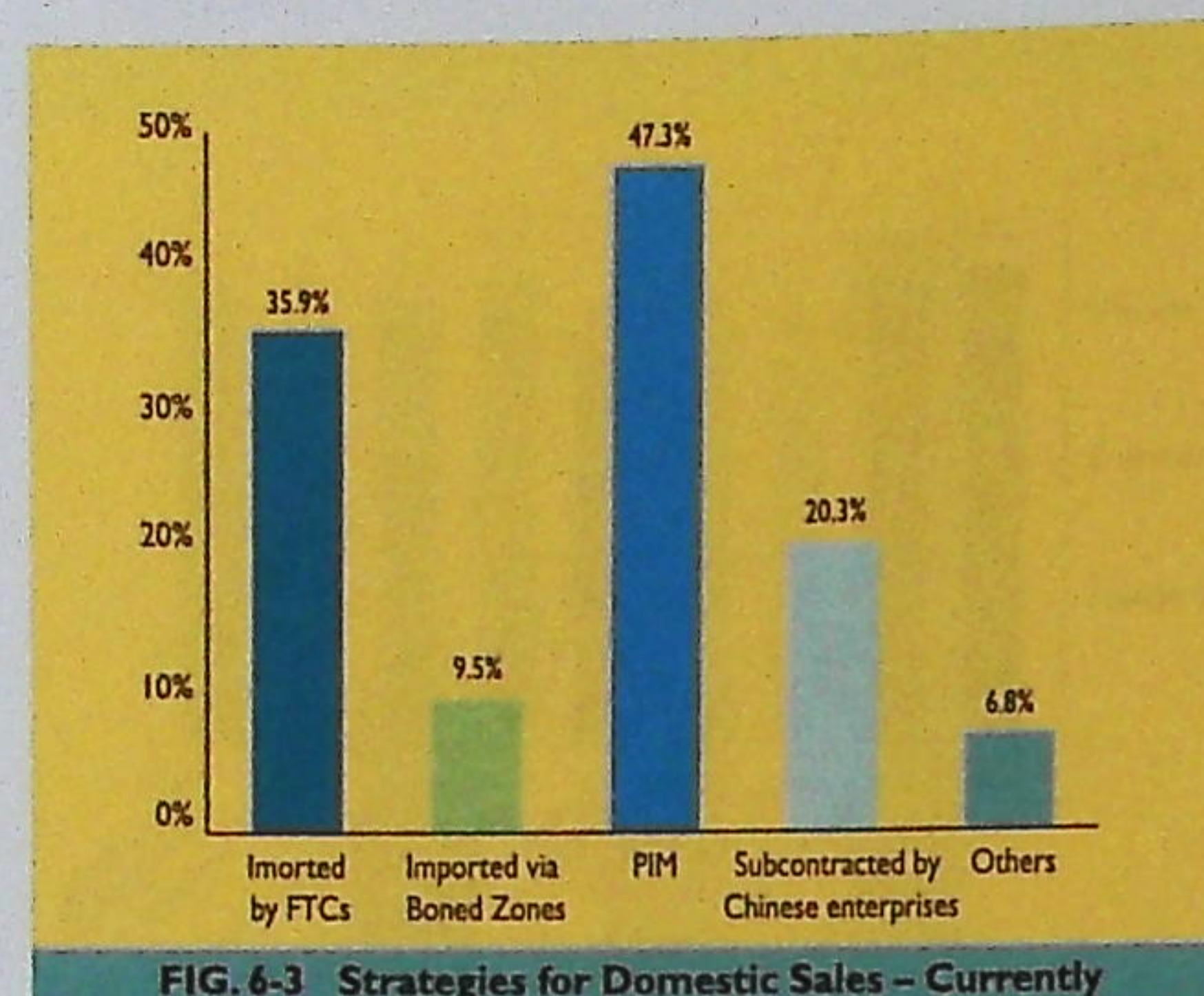


FIG. 6-2 Geographic focus for domestic sales

For 69 companies that have been selling goods to the Mainland, South China is the single most important epicenter for domestic sales thus far. However, these companies are likely to focus more on East China and North China in the coming 2 years, and they have show increasing interest in the Central and West regions. For companies that are new comers to Mainland market, they are inclined to concentrate foremost on South China, followed by East and North China.





Under the current regulatory regime, there are three major avenues for Hong Kong products to enter the Mainland market, i.e., imported by Chinese Foreign Trade Companies (FTC), through PIM (Processing of Imported Materials) of FIEs (Foreign Invested Enterprises), and under subcontract arrangements commissioned by Chinese companies.

In response to the liberalization of Chinese market, most respondents have declared that they would adopt a wider variety of strategies to pursue market share in China, such as establishing strategic alliance with local enterprises, setting up a wholly-owned subsidiary to handle domestic sales, promoting brandnames, retailing, and investing directly in China's distribution industries, e.g., retailing, wholesales and I/E.

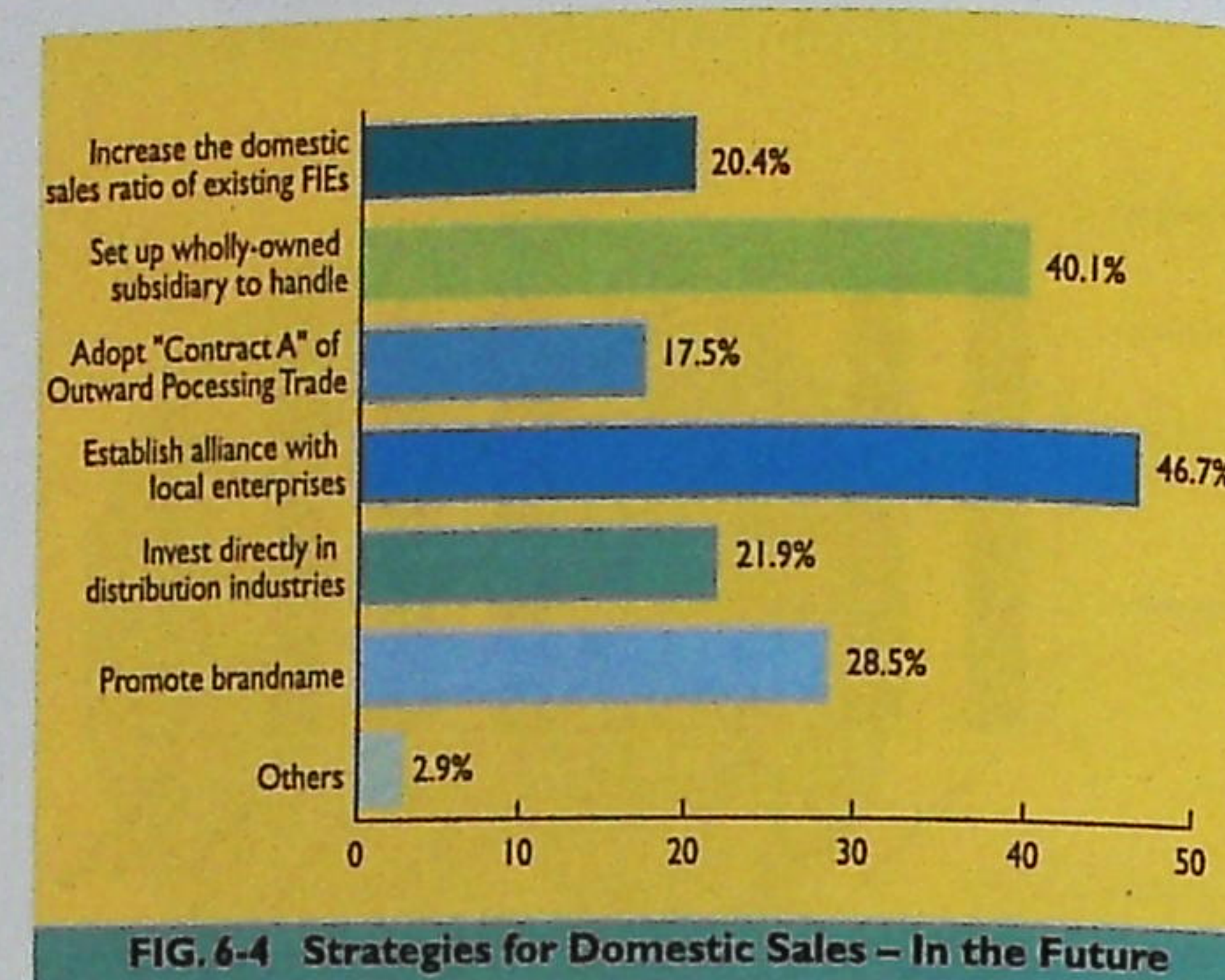


FIG. 6-4 Strategies for Domestic Sales - In the Future

### III Concluding Remarks

#### Conclusions

As the Survey discloses, about 80% of the responded companies — which actually could be regarded as an excellent epitome of Hong Kong manufacturers, are engaged in B2B (Business to Business) activities, and the majority of them still follow the oft-seen OEM mode (Original Equipment Manufacturing). Despite the fact that Hong Kong companies have generally achieved some degree of market diversification, the USA and Europe remain taking dominance, dwarfing Mainland China — which currently absorbs a meager 10.3% of all respondent's products.

Although Hong Kong products' inroad into the Mainland is still at its early stage, the room

for development should not be underestimated. As evidence of this, 83.4% of the responded companies have indicated interest in making debut or increasing presence there over the coming two years. China's rapidly growing market size, improved transportation and logistic infrastructure, the recent moves of deregulation, as well as the established relationship with local suppliers/distributors, are the *primum mobile* behind their enthusiasm. It follows that this new tidal wave of marketing in the Mainland is not only a direct ramification of the institutional shifts, but also a lead-up of the "pull factors" arising from the economic arena.

However, due mainly to the so-called "cognitive lag" and "implementation lag", many companies surveyed (66.1%) have not yet come up with concrete plans to crystallize their aspiration for domestic sales. To some extent, this phenomenon is a reflection of Hong Kong companies' prudent attitude towards China's controversial market environment, which is still plagued by lack of transparency, onerous burden of opaque levies and sub-charges, rampant violations of intellectual property rights, and insufficiency in financial services.

Relatively speaking, companies with experience in domestic sales are keener on new opportunities in the Mainland market. These early birds have an inclination to follow a "from South to North, from coast to inland" strategy in extending their business realm across China's vast territory. In particular, East China and North China are expected to replace South China as these companies' marketing focuses, while Central and West regions are also taking on increasing importance. In contrast, companies that are new comers tend to replicate the "Flying Geese Pattern," that is, they are likely to tread in the step of their pioneer counterparts and establish footholds foremost in South China, followed by East and North China.

Changes on the institutional front often trigger off adjustments in enterprises' developmental strategy and *modus operandi*. To the extent that the liberalization of Chinese market has substantially increased the maneuverable room for foreign investors, most companies responding to the Survey have declared that they would resort to a wider variety of strategies to pursue domestic sales in the coming years. Along with establishing strategic alliance with local enterprises, many companies opt for a focus approach — either by setting up a wholly-owned subsidiary to handle domestic sales or investing directly in China's distribution industries. Much impressively, a

number of responded companies, especially those that are devoted to cultivating ODM/OBM, have attached much importance to the brand name strategy, in an attempt as to capitalize on China's emerging market to speed up the upgrading of operational mode.

#### Implications

With Hong Kong companies stepping up their presence in the domestic market, the division of labour between Hong Kong and the Mainland will further deepen and broaden. Under the new cooperative pattern, Mainland is bound to become Hong Kong's all-around hinterland that combines production base, market outlet as well as strategic partner. To make this win-win situation happen, it is imperative for the Mainland to press ahead with the improvement on "software" of market environment, especially in respect of institutional factors. Among other things, it is suggested that China should devote immediate efforts to establish a policy environment that have a high degree of openness, transparency and consistency, set up a taxation environment that observes the principle of fairness, clarity and simplicity, put in place a regulatory environment that is impartial, rigorous and intellectual property-based, and to develop a financial environment that has the merits of efficiency, soundness and functional competence.

On the other hand, for Hong Kong chambers to enhance their pivotal role as facilitator and coordinator, they should make efforts to line up value adding services, such as providing market intelligence, interpreting and disseminating policy changes, identifying role models and promoting intra-industry experience sharing, and fostering cooperation between Hong Kong and Mainland enterprises.





*In today's fast-changing IT (Information Technology) age, where does Hong Kong stand amongst its toughest competitors? Are we lagging behind Singapore? Can we still outdo the mainland despite many existing disadvantages? And one of the most frequently asked questions: Can e-commerce survive and for how long? Many more questions need to be addressed in order to cement the position of Hong Kong's IT industry in the current volatile economic climate the world over. Mr. C S Ng, Chairman & CEO of Computer and Technologies Holdings Limited, offers his views.*



## Mr. C S Ng

*Chairman & CEO of Computer And Technologies Holdings Limited*

Softly spoken but has a most engaging demeanor and a systematic way of delivering a point, Mr. Ng starts off with an outline of IT: "IT" has a broad definition that includes software application, hardware manufacturing, and the use of IT for business operations such as websites. He points out that Hong Kong's IT industry focuses mainly on software application and system integration, while manufacturing hardware is usually classified under "electronics".

Both the founder and Chairman of the Information and Software Industry Association (ISIA), Mr. Ng says that Hong Kong has about

800 companies that are currently engaging in software application and services, most of which are small to medium enterprises (SMEs) with around 20 staff members.

"Hong Kong's software application is well developed. But the local IT market is not that sizeable. Yet over the years, the IT industry has failed to aggressively expand its market overseas. Unlike the manufacturing sector, which has already secured a strong foothold in the overseas market, Hong Kong's software industry has not done particularly well in capturing both overseas and mainland markets over the years," he comments.

Despite these shortcomings, Hong Kong still manages to flourish in the area of software application. Mr. Ng cites a few examples: "Banks are using a lot of IT, so is the Jockey Club, for the main function of tackling the huge amounts of bets day in and day out; and also the MTR. Our air freight and container terminals also use a lot of IT with great results and very high efficiency."

Compared with Singapore, Hong Kong is ahead of the Island Republic in software application, but in traditional hardware manufacturing and development, Hong Kong, unfortunately, still lags behind, he admits.

On the other hand, if we put Hong Kong against the mainland, Mr. Ng finds that Hong Kong companies have better and more efficient management structure than those on the mainland. "Developing an application software means transforming business processes into automatic processes. Since Hong Kong's businesses are highly efficient, we have gained a sound concept of good business process. Armed with this experience will certainly be very useful when we work on the mainland, where most companies have not yet developed an efficient business system," he explains.

Apart from this, Mr. Ng also finds that Hong Kong is more skilled in project management. "A building project, for instance, consists of many parts and sub-parts, like construction, supplies, materials and so forth. Managing each part efficiently is very important."

But human resources in Hong Kong cost more than in China. Mr. Ng says, "For positions that require relatively less skills, like programmers, the salary of a graduate from a well-known mainland university is only half of that of its Hong Kong counterpart."

And the salary situation was extremely competitive two years ago during the tech-stock

craze. Salaries of Hong Kong's IT professionals skyrocketed as mushrooming IT companies and dot coms vie for manpower. In 2000, there was a time when Hong Kong suffered a shortage of IT talents. Now that the tech-stock bubble has burst, many dot coms have either stopped expanding or closed down, relieving the once tight supply of manpower. Meanwhile, the government's Admission of Mainland Professionals Scheme has also helped alleviate the IT staff supply problem.

The economic downturn has greatly affected Hong Kong's IT industry, "because IT is not a necessity but a capital investment," Mr. Ng explains. Clients cut their IT budgets, meaning less business for IT providers. Furthermore, dot coms that have hired IT staffs at ridiculously high salaries during the tech-stock craze now face a problem of cutting staff and wages. Then there's the awakening of the e-commerce dream: companies with unrealistic hopes in e-commerce poured massive amounts of investment in IT two years ago, but now they've realized that revenues are not coming in as expected. "These companies suffered a double blow because they have overspent but got poor returns," he remarks.

Mr. Ng, however, sees a huge market and a bright future for e-commerce, but he cautions that it does not generate quick bucks. "Two years ago, many companies that engaged in e-commerce had the aim of getting listed or bought up. Today, the mentality maybe different but e-commerce still has a promising market. Internet banking and e-payment will come up next, but don't expect them to be popular within a year or two. Don't forget that the ATM card and phone banking took customers a few years to get used to them." He points out that the government has also been actively promoting e-commerce through its Electronic Service Delivery platform at [www.esdlife.com](http://www.esdlife.com).



As for China joining the World Trade Organization, Mr. Ng views it as a brief opportunity with a big challenge to Hong Kong's IT industry. Hong Kong IT providers, equipped with expertise in foreign business operations as well as knowledge of the mainland market, will be able to find business from foreign companies that set up in China. Yet foreign IT providers will also invade the Chinese market to fight for a share of this IT pie. Mr. Ng predicts keen competition with the numerous mainland IT providers, with Legend's Digital China being one of the big players among them. "Initially, there is a market for Hong Kong IT companies, but because mainland companies learn fast, they will take over in maybe two to three years. Hong Kong IT companies must therefore upgrade themselves constantly," he advises.

Mr. Ng believes that innovation is vital: Hong Kong's MTR first used electronic tickets, which was very high-tech at that time. Then came the Octopus Card. Now the ubiquitous Octopus Card can be used for public transportation and at some retail outlets. "But if we try to introduce it to the mainland a few years from now, it might be outdated," he says.

To meet the many challenges ahead, Mr. Ng's company, Computer And Technologies Holdings Limited, has set up offices on the mainland ten years ago and has established a strong customer base. Now they have 200 staff members there and have trained key personnel



in their development offices in Beijing, Shanghai, Guangzhou, Nanjing, Shenzhen, Chengdu, Wuhan and Shenyang. Two years ago, they started to move some labour-intensive operations, such as programming, to the mainland.

They are not only expanding their overseas market, but also diversifying their business - apart from software application, they are also engaged in ASP (Application Service Provision). One of such projects is both the design and operation of the Electronic Tendering System for the Hong Kong government. Other impressive track records include an automated securities trading system for the Shanghai Stock Exchange and projects for China Mobile.

"The key to a successful IT company, Mr. Ng believes, is managing its human resources well. "For every \$10 spent, \$7.50 goes to our staff," he says. Career planning and development is vital while upgrading their job nature is equally important. "Since 90% of our staff are university graduates, they look forward to a career. They also need job satisfaction, and since IT is a dynamic industry with a fast-changing market, they need to constantly put aside old ideas and acquire new ones. We can't expect them to do the same job for three or four years."

When asked what his goals are, he replies, "I hope to see my company expand into the Asia-Pacific region, or become a multi-national company, and contribute to society by improving the standard of living."

## CMA & DONORS SCHOLARSHIP PRESENTATION CEREMONY 2001

Officiated by Secretary for Education and Manpower Mrs Fanny Law, JP, CMA President Mr Chan Wing Kee; Vice-Presidents Mr Lo Man Tuen, Mr Eddie Lu, Mr Lam Hok Po, Mr Chow Yun Sheung, Mr Choi Hin To and CMA Education Standing Committee Mr Vitus K Szeto, the CMA & Donors Scholarship Presentation Ceremony 2001 was held on December 7, 2001.

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 Mrs Fanny Law on behalf of the Association, a total of 264 students from 30 institutes were awarded scholarships donated by benevolent members of the Association amounting more than HK\$500,000 this year.



CMA President Chan Wing Kee (right) presented a souvenir to one of the donors Executive Committee Member Mr Vitus Szeto.

### The Association extends sincere thanks to the following donors:

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Tingkwon Metal Manufactory Ltd.  
Hoover Button Factory Limited  
Acme Vitor Co Ltd  
Mr Mak Hung

### A Delegation from Fujian Provincial Forestry Department



The Association received a delegation from Fujian Provincial Forestry Department on October 5. Vice-President, Mr Lo Man Tuen (7th from right) presented a souvenir to Mr He Tuanjing, Director General of Fujian Provincial Forestry Department (5th from left).

### A Delegation from Panyu, Guangzhou



The Association received a delegation from Panyu, Guangzhou on October 18. Executive Committee member Mr Yin Chan Chee (4th from right) presented a souvenir to Ms Liu Chai Hua, Vice-Secretary of the Municipal People's Government of Panyu District, Guangzhou (5th from right).

### Training Course on Enriching Management-at-work Series

CMA, in collaboration with the Management Development Centre of Hong Kong (MDC), organized a training course on Enriching Management-at-work Series from October 6 to 20. Ms Lesley Watt and Mr Paul Yeung, Management Advisers from the MDC were invited as speakers of the three-series course, giving a detailed account of management skills such as formulating target management performance, effective negotiation skills and job performance appraisal. There were over 30 participants.



Participants were having group discussions.

### A Delegation from Pyongyang Chamber of Commerce, DPR Korea (PCC)



The Association received a delegation from Pyongyang Chamber of Commerce, DPR Korea (PCC) on October 8. Honorary President Dr Wong Po Yan (8th from right) presented a souvenir to the Vice-Chair of the Pyongyang Chamber of Commerce Mr Kim Jae Won (6th from left).

### APEC CEO Summit 2001



APEC CEO Summit 2001 was held in Shanghai on October 18-20. President Mr Chan Wing Kee (centre), Vice-President Mr Paul Yin (left), Executive Committee Members Dr Jose Yu and Dr The Hon Lui Ming Wah attended the Summit on behalf of the Association. They also attended the reception hosted by Chief Executive of HKSAR Mr Tung Chee Hwa and the welcoming dinner hosted by Chinese President Jiang Zemin on October 18.



President Mr Chan Wing Kee (front row, 2nd from right) and Vice-President Mr Paul Yin (front row, 1st from left) posed for a photo with other guests during APEC CEO Summit 2001.

### A Delegation of Ji'an Municipal People's Government



Led by the Mayor of Jiangxi Mr Lu Bang (front row, 6th from right), a 13-member delegation of Ji'an Municipal People's Government visited the Association on October 17 and was received by CMA Vice-President Mr Lam Hok Po (front row, 5th from right). At the meeting, Mr Lu introduced the 2001 Ji'an (Hong Kong) Investment & Tourism Exposition held on 19 October in Hong Kong.

### A Delegation of Qinzhou City, Guangxi



Mr Wang Shi Guang (3rd from left), Vice-Mayor of The People's Municipal Government of Qinzhou, Guangxi, led a 3-member delegation to visit the Association on October 22 and was received by CMA Vice-President Mr. Lo Man Tuen (centre). At the meeting, Mr Wang introduced the investment fair held on 12 December, 2001 in Hong Kong.



## Employment Information Post 2001



The Association, in collaboration with the Labour Department, Employees Retraining Board and four other local employers' associations, organized the "Employment Information Post 2001" on October 23. It aimed to assist job seekers to solicit the latest vacancies and retraining information and help employers recruit the right staff. More than 20 employers from different trades/industries and 10 local major retraining institutes joined the exhibition. A series of employment seminars, video shows and on-the-spot interviews for individual employers were arranged.

## A Delegation of Liaoning Municipal People's Government



Mr Qi Wen Bin (4th from left), Deputy Secretary-General, The People's Government of Liaoning Province, led a 5-member delegation to visit the Association on October 23 and was received by CMA Vice-President Mr Lo Man Tuen (5th from left). At the meeting, both parties exchanged views on trade and economic cooperation between the two places.

## The Fifth 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 fifth Beijing - Hong Kong Economic Cooperation Symposium was held in Beijing from October 23 to 24. President Mr Chan Wing Kee, Vice-President Mr Lam Hok Po, Executive Committee Member Dr Jose Yu and Committee Member Mr Samuel Lam attended the event upon invitation.

## A Delegation from Gansu Provincial People's Government



The Association received a 6-member delegation from Gansu Provincial People's Government on November 6. Vice-President Mr Lam Hok Po (5th from left) received a souvenir from Mr Zhang Xing Zhong, Vice Secretary General of the Gansu Provincial Government (4th from left).

## A Delegation from Jinzhou Municipal People's Government, Liaoning Province



The Association received a delegation from Jinzhou Municipal People's Government, Liaoning Province on October 30. Vice-President Mr Lam Hok Po (4th from right) received a souvenir from the Deputy Mayor Mr Li Zhongguo (6th from left).

## Luncheon Gathering with Mr Matthew Cheung, Director of Education



CMA President Mr Chan Wing Kee (3rd from right, front row) and other representatives of CMA hosted a luncheon gathering with Mr Matthew Cheung (3rd from left, front row), Director of Education, Ms Amy Tse (2nd from right, front row) and Mr H F Lee (1st from left, front row), Senior Assistant Directors of Education on November 6. At the meeting, both parties exchanged views on Hong Kong education development.

## Joint Associations' Luncheon - The Honorable Mr Justice Andrew Li, Chief Justice



The Association, in collaboration with the Newspaper Society of Hong Kong, the Chinese General Chamber of Commerce and Business and Professionals Federation of Hong Kong, jointly organized a luncheon with Mr Justice Andrew Li, Chief Justice, as the keynote speaker at Grand Hyatt Hong Kong Hotel on October 26. CMA Vice-President Mr Paul Yin hosted the question-and-answer section.

## "Innovation and Technology: Experience Sharing Forum"



The Association, in collaboration with the Federation of Hong Kong Industries, organized an "Innovation and Technology: Experience Sharing Forum" at the J W Marriott Hotel, Admiralty on November 5. It was co-chaired by CMA President Mr Chan Wing Kee (3rd from left) and Chairman of the FHKI Mr Victor Lo (1st from right), and aimed to elaborate the development of the innovation and technology in Hong Kong.



Chief Executive of the HKSAR Government the Honourable Tung Chee Hwa (3rd from right), Financial Secretary the Honourable Antony Leung (2nd from right) and Secretary for Commerce & Industry Mr Chau Tak Hay (1st from right) were invited to attend the Forum, which received enthusiastic response.



### Seminar on "Securing Your Trade in Economic Downturn"



The Association organized a seminar on "Securing Your Trade in Economic Downturn" on November 13. Mr Paul Tang, Chief Economist of the Bank of East Asia, Limited; Ms Grace Wong, General Manager of Frontline Business Information Ltd; Mr Joe Louie, Commercial Development Manager of the Coface Group Hong Kong Branch and Mr Ken Wu, Marketing Manager of Shanghai Commercial Bank Ltd were invited to elaborate the impacts of the 9.11 Incident and the outlook of the world market for 2002, introduce how to assess buyer risk, how to make use of different tools to protect trade transaction and how to apply for financing respectively. The seminar attracted more than 40 representatives from different companies.

### A Delegation of the Office of Overseas Chinese Affairs of The State Council of PRC



Director of Economy & Science-Technology Department of Overseas Chinese Affairs Office of the State Council of PRC Ms Wu Hong Qin (centre) led a 6-member delegation to visit the Association on November 20. The delegation was received by CMA President Mr Chan Wing Kee (5th from right). At the meeting, both parties discussed how to promote the exchange among Chinese business sectors from all over the world.

### A Delegation from Inner Mongolia Autonomous Region's Economic and Trade Commission



The Association received a delegation from Inner Mongolia Autonomous Region's Economic and Trade Commission on November 20. Honorary President Mr Yip Hing Chung (front row, 3rd from right), Vice President Mr Eddie Lu (front row, 2nd from left) and the delegates posed for a group photo afterwards.

### A Delegation of Small-Medium Enterprises from Vietnam



Vice-Chairman of the People's Committee of Dong Nai Province, Vietnam, Mrs Dang Thi Kim (centre) led a 5-member delegation to visit the Association on November 21. The delegation was received by CMA Vice-President Mr Eddie T Y Lu (4th from right). At the meeting, both parties exchanged views on trade and economic cooperation between the two places.

### A Business Delegation from Russia



A 11-member business mission from Russia visited the Association and was received by CMA Vice-Presidents Mr Peter Hung (front row, 3rd from left) and Mr Eddie Lu (front row, 3rd from right) on November 27. At the meeting, both parties discussed the trade and investment co-operation between the two places.

### A Delegation from the People's Government of Fujian Province



The Association received a delegation from the People's Government of Fujian Province on November 27. Vice-President Mr Lo Man Tuen (6th from right) received a souvenir from the Vice-Governor Mr Cao De Gan (6th from left).

### CMA Secondary School Information Technology Curriculum Orientation Day



CMA Secondary School held its annual Information Technology Curriculum Orientation Day for Primary Five and Six students, parents and media on 15 and 16 November. All those present were briefed about its latest IT curriculum and many other advanced facilities.

### A Delegation of Handan Federation of Industry and Commerce



Vice Chairman of Handan Federation of Industry and Commerce Mr Yan Gui Sheng (5th from right) led a 6-member delegation to visit the Association on December 4. The delegation was received by CMA Vice-President Mr Eddie Lu (4th from right). At the meeting, both parties exchanged views on promoting the economic cooperation between the two places.

### A Delegation of Dingxi Prefecture of Gansu Province



Commissioner of Dingxi Prefecture Government of Gansu Province Mr Zhu Tong Xin (front row, 5th from left) led a 22-member delegation to visit the Association on December 5. The delegation was received by CMA Vice-President Mr Lam Hok Po (front row, 6th from left). At the meeting, both parties exchanged views on promoting the economic cooperation between the two places.



### A Delegation from Tibet Autonomous Region



On December 8, CMA hosted a dinner reception for the delegation from Tibet Autonomous Region led by TAR Party Executive Deputy Secretary Mr Ragdi (4th from left). CMA President Mr Chan Wing Kee (2nd from right) hosted the reception. Other attendees included Vice-President Mr Paul Yin (centre), General Committee Members Mr Ho Yuk Wing (2nd from left) and Mr Franki Fung (3rd from left).

### Certificate Course on Mainland Processing Industries



CMA, in collaboration with Top Solution (HK) Ltd, organized a certificate course on Mainland Processing Industries from 29 November to 1 December. The three-day course aimed to introduce the system of processing industries and practical import/export declaration in Mainland China. The mainland lawyer Ms Lian Lian was invited as the speaker of the course. A total of 40 members attended the course.

### A Delegation of The People's Government of Jinzhou City, Liaoning Province



The Association received a delegation from The People's Government of Jinzhou City, Liaoning Province on December 7. CMA Vice-President Mr Peter Hung (front row, 1st from right) signed a co-operative agreement with Vice Mayor of The People's Government of Jinzhou City Mr Li Zhong Guo (front row, 1st from left).

### Lunch Meeting with the Commissioner for Labour



Commissioner for Labour Mrs Pamela Tan (centre) and Assistant Commissioner Mr T S Chow (2nd from left), arranged a lunch meeting with CMA representatives including CMA President Mr Chan Wing Kee (3rd from right), Vice-Presidents Mr Lo Chi Hong (2nd from right), Mr Chow Yun Sheung (1st from right) and Executive Committee Member Mr Joseph Lau (3rd from left) on December 4. At the meeting, both parties exchanged views on Hong Kong's employment situation and economic development.

### Launching Ceremony of the Web Site of Hong Kong Ethics Development Centre



The launching ceremony of the web site of Hong Kong Ethics Development Centre was held on November 27. CMA Vice-President Mr Peter Hung (3rd from left) was invited to officiate at the ceremony on behalf of the Association.

### Seminar on "The Latest Development of the Mainland Commercial Laws"



The Association and the Legal Education Trust Fund co-organized the captioned seminar on November 16. Ms Cecilia Chen (centre), the Chairman of CMA Social & Economic Affairs Standing Committee and the Legal Education Trust Fund hosted the seminar. Associate Professor of North West Political and Law College Mr Guo Fu Qing (left) and Lecturer of Fu Dan University Mr Wang Gang Qiao (right) were invited to speak on the corporate laws and arbitration as well as the latest development of commercial laws in Mainland China. More than 50 members attended the seminar.

### Inauguration Ceremony of the Centre for Entrepreneurial Development (CED)



Co-established by CMA and the College of Higher Vocational Studies, City University of Hong Kong, CED held its inauguration ceremony on December 11. Mr Brian Chau (2nd from left), Secretary for Commerce and Industry, CMA President Mr Chan Wing Kee (2nd from right), Vice-President Mr Peter Hung (1st from right) and Mr Professor Richard Ho (1st from left) officiated at the ceremony.

### CMA Choi Cheung Kok Secondary School Sports Day

CMA Choi Cheung Kok Secondary School held its annual sports day at Tin Shui Wai Stadium on November 2 and 5. CMA Vice-President Mr Peter Hung was invited as the guest of honour and he encouraged students to strive for the best performance with perseverance like the Olympic gold medallist Ms Lee Lai-shan.



The School's Supervisor Mr Patrick Choi (right) presented a souvenir to CMA Vice President Mr Peter Hung.



# Venezuela



Located at the northern coast of South America, the Venezuelan territory covers 916,445 sq.km., including 72 islands and 2,813 km coast on the Caribbean Sea. Its border countries are Colombia to the West, Brazil to the South and Guyana to the East. Venezuela is divided politically into 23 states, 1 federal district and the federal dependences. With a population of 24.2 millions, Venezuela is one of the countries with more miscegenation in Latin America. The official language is Spanish. The unit of currency is Bolivar (Bs.). Major cities are Caracas (capital), Valencia, Barquisimeto, Maracaibo, Maracay and Puerto La Cruz.

## ECONOMY

Major agricultural products include sugar cane, banana, plantain, corn, rice and orange. Breeding products are bovine, swine, goat, poultry and fish. Natural resources include petroleum, natural gas, bauxite, gold, iron, diamonds, copper and lead. Important industries are petrochemical, oil refining, metallurgy, steel, food, chemical (textile and paper) and communications. Major commercial partners of the country include USA, Colombia, Germany, Japan, Canada, Brazil and United Kingdom.

There are plenty of trade and investment opportunities in Venezuela and the most attractive and feasible business are in areas related to agriculture, agroindustry, aquiculture, audiovisual, automotive, electricity, finance and insurance, hydrocarbons and petrochemicals, forestry plantation, infrastructure, manufacturing, metallurgy, mining, telecommunications, textiles and tourism.

The country's extensive participation in regional trade agreements allows exportation to Latin American countries with reduced tax. The export from Venezuelan to the Andean Community, a five-country market with a population of more than 100 million, is tax-free. Many of Venezuela's products enjoy preferential access to North American and European markets as well.

The strategic location, resources diversity, modern infrastructure and the future economic prospects make Venezuela a natural candidate for companies in search of international investment opportunities which guarantee long term profitability.

## AGRICULTURAL & PLANTATION

Venezuela offers investors an enticing growth potential for sectors such as cacao production and processing since consumption levels are comparatively low. Furthermore, associated installed capacity is underused, opening spaces for new initiatives in the cacao-processing sector. Venezuela's cacao production tradition is famous worldwide thanks to its high quality and flavor. Recent liberalization reforms in production and marketing have introduced new comparative advantages and opened excellent investment opportunities.

With one of the largest exploitable forest area in Latin America allied with a tropical climate ideal for rapid growth, Venezuela offers high profits and low costs, making the forestry plantation industry, for both local and broad markets, an attractive investment sector. At present, government and industry are working in the reform of the country's strict agrarian and land ownership legislation, which has limited private plantation development so far.

## PETROCHEMICALS

Petroleum is the country's most well known wealth and since the last century, it has been leading the Venezuelan economy. In 1990, important economic reforms mirrored the oil industry - where until very recently, private investment reintroduction was inconceivable. Nowadays, opportunities for private investment in the country's most important productive sector are manifold and diversified.

## MINING

Thanks to its geological characteristics, Venezuela has almost all kinds of mineral resources existent in the earth. Despite the country is among those with the highest worldwide reserves of iron, nickel, niobium, thorium, rare earth, zinc, gold and tantalum and the highest consumption rates of industrial minerals in the Western Hemisphere, the wealthy deposits remains untapped. In the last few years, due to the economic opening process and the private investment encouragement, important mining projects have been consolidated as substantial investments by major multinational partnerships.

## TELECOMMUNICATIONS

Telecommunications is one of the non-oil sectors with the fastest economic development in Venezuela. Accumulative investment in the last five years hit a breathtaking US\$6 billion in total while in 1997 total investment in the sector doubled 1998's figure. This proves how attractive the sector can be and is a clear growth indicator for sector analysis. Expected domestic investment by the telecom industry for the next eight years ranges from US\$5 to US\$10 billion.

## TOURISM

Venezuela is an Andean, Caribbean and Amazonian country thus offering plenty of options in the tourism sector. The distance between destinations such as Merida in the Venezuelan Andes (West) and Canaima (Southeast) is less than 1,000 km, enabling visitors to go all the way from snow-covered mountains to plentiful rivers and tropical forests in a single day. Venezuela can praise itself for the highest waterfall in the world (the Angel Falls) and the largest lake in South America (the Maracaibo Lake) while the Orinoco River is the third longest

river in Latin America. The number of tourists visiting Venezuela has grown remarkably in the last three years.

## LEGAL SYSTEM FOR FOREIGN INVESTMENT IN VENEZUELA

In Venezuela, several incentives have been established to allow international competitiveness in more favorable conditions under the increasingly difficult task of attracting foreign capital:

- The maximum rate of Income Tax has been set to 34%.
- Profits are tax-free.
- Capital Gains Tax is 1%.
- New investments in agriculture, agro-industry, fishing, livestock and tourism benefit from a 20% lowering in Income Tax.
- New investments in hydrocarbon exploitation and related activities such as crude oil refining and transportation enjoy an income tax reduction of 8%.
- New investments in hydrocarbon exploration, drilling and production installation, transport and storage as well as secondary recovery and in gas exploitation, conservation and storage benefit from an additional Income Tax lowering by 4%.
- Works and public services concessionaire companies governed by the Organic Concessions Law may be exonerated from the Income Tax.
- Companies purchasing goods and services for new investments in oil, mining and agro-industrial projects may be exempted from paying Wholesale Tax for up to 5 years.
- Goods imports and sales made in the Margarita (Nueva Esparta) and Paraguana (Falcon) free ports are also exempted from the Wholesale Tax payment.
- Projects in agriculture, agroindustry, environment, tourism, research and technical development, petrochemicals, coal industry, timber and others may enter into a debt-for-investment swap program. This program consists of buying Venezuelan external debt bonds under their nominal value, which are later converted into Bolivars and used as company capital top.



## SME FUNDING SCHEMES

In his Policy Address in October 2001, the Chief Executive announced his decision to accept all the 30 or so recommendations which the Small and Medium Enterprises Committee (SMEC) had put forward to him for consideration in June 2001, and to provide \$1.9 billion to implement the proposed SME funding schemes. The Finance Committee of the Legislative Council approved the following funding on 9 November 2001:

- (a) \$6.6 billion for setting up the SME Business Installations and Equipment Loan Guarantee Scheme (BIG). Government's expected maximum expenditure under the scheme is \$1 billion;
- (b) \$400 million for the setting up of the SME Training Fund (STF);
- (c) \$300 million for the setting up of the SME Export Marketing Fund (EMF); and
- (d) \$200 million for the setting up of the SME Development Fund (SDF).

The establishment of the above funding schemes will result in a total government commitment of \$7.5 billion, with an expected maximum expenditure of \$1.9 billion. The \$1.9 billion amount is \$600 million more than the original amount proposed by the SMEC (\$500 million more for BIG and \$100 million more for EMF).

The four funding schemes aim to help SMEs build up their capabilities and redress their weaknesses, with a view to embracing the challenges brought about by globalisation, China's accession to the World Trade Organisation, and the emergence of a knowledge-based economy.

The BIG helps SMEs secure loans from banks and financial institutions for procuring business installations and equipment by providing government guarantee of up to 50% of the loan amount, or \$1 million per SME, whichever is less. Business installations and equipment may include machinery, tools, computer software and hardware, communication system, office

equipment, transport facilities, furniture and fixtures (e.g. air-conditioning system, built-in cabinets and lighting system, but exclude decoration works). The maximum period of guarantee is three years. The scheme will help generate a pool of \$13.2 billion in the market specially for installations and equipment financing and benefit at least 6,600 SMEs.

The STF provides financial assistance, on a dollar-to-dollar matching basis, to SME employers and employees to attend training courses relevant to their business operation. The maximum cumulative amount of financial support that an SME can obtain from the scheme is \$10,000 for employees' training, and \$5,000 for employers' training respectively. Employees of at least 30,000 SMEs and employers of at least 20,000 SMEs will benefit.

The EMF provides financial assistance to SMEs to participate in export promotion activities, including trade fairs held overseas or locally, and overseas study missions. The maximum amount of financial support that an SME can obtain is 50% of the expenditures on fundable items, or \$10,000, whichever is less. An SME can only receive financial assistance once under the scheme. The scheme is expected to benefit at least 30,000 SMEs.

The Government defines 'SMEs' as any manufacturing businesses which employ fewer than 100 persons in Hong Kong; or any non-manufacturing businesses which employ fewer than 50 persons in Hong Kong. All locally registered SMEs are eligible to apply for BIG, STF and EMF. Applications will be accepted all year round.

The SDF provides financial assistance to non-profit distributing support organisations, trade and industrial organisations, professional bodies and research institutes to carry out projects that would help enhance the competitiveness of SMEs in general or SMEs in specific sectors. The maximum financial assistance for each funded project is \$2 million, or 90% of the total project

cost, whichever is less. Applications will normally be invited twice a year. It is estimated that at least 100 projects will be funded. On the assumption that a funded project would on average benefit 200 SMEs, 20,000 SMEs will benefit from the scheme.

All the four funding schemes are administered by the Trade and Industry Department. The BIG, EMF and SDF have started accepting applications since 14 December 2001, whereas the STF will start accepting applications from mid-January 2002

onwards. The deadline for the first tranche of SDF applications is 18 February 2002.

Application forms and leaflets introducing the funding schemes are available at the Trade and Industry Department, District Offices and major SME support organisations. Interested parties may visit the homepage of the SME Funding Schemes at [www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk) or call the Department's hotline at 2398 5125 for further information.

*The article is contributed by Trade and Industry Department.*

## A HIGHWAY TO SUCCESS FOR SMES



If you are not yet a frequent user of the services that the Trade and Industry Department is providing to SMEs or business starters, we suggest you to visit the newly furnished Support and Consultation Centre for SMEs (SUCCESS), Government's flagship SME support centre, to discover a whole range of customised services provided there. The Centre is located at the M/F of the Trade and Industry Department Tower at Mongkok and has a floor area of 300 m<sup>2</sup>.

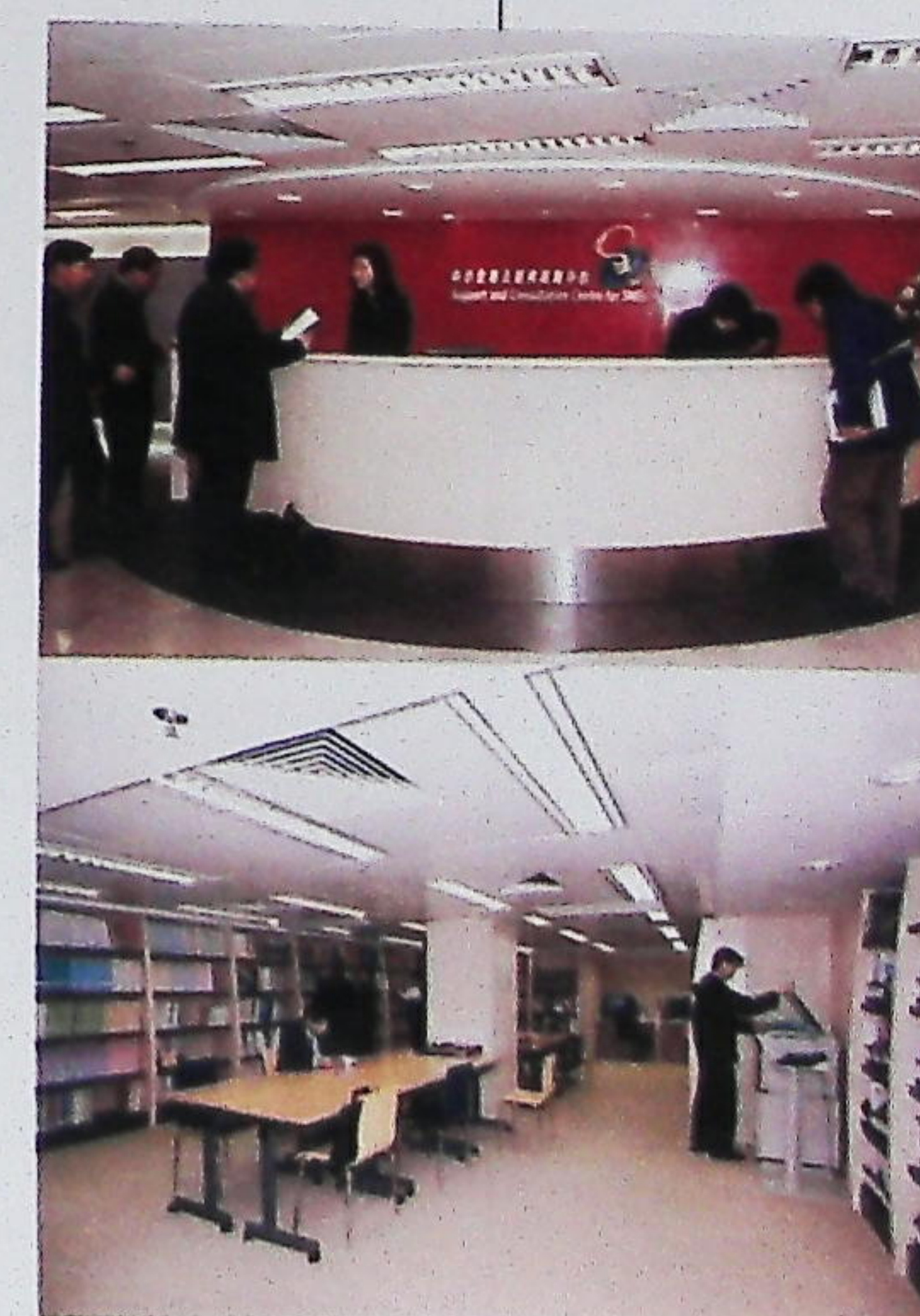
A key feature of SUCCESS is that it is not a stand-alone support centre. Rather, the Centre has collaborated with over 30 major trade and industry associations, support organisations, professional bodies, private firms, and government departments to jointly run a business advisory service. Under this service, an SME or a business starter can, by appointment, meet representatives of relevant government departments and NGO/private sector experts to seek advice on aspects relating to starting, running and expanding businesses. Advice is currently available on 24 topics, which range from how to start a business to financing and doing businesses in the Mainland. The number of topics will gradually be expanded, including Government's licensing requirements. The advisory sessions may adopt a one-on-one or a small group discussion approach.

Facilities in SUCCESS include a reference library, computer workstations which provide free access to the Chinainfobank and Compass databases, in addition to free access to the Internet. The former contains comprehensive information on the Mainland whereas the latter contains data on about 1.7 million big and small enterprises all over the world to facilitate business matching and company search. There is also an area for running the meet-the-advisors sessions, and hosting mini-seminars and workshops. Trade and industry associations are welcome to book the area for SME gatherings and/or seminars etc.

SUCCESS also maintains two websites, namely the Virtual SME Information Centre (<http://www.sme.gcn.gov.hk>) and the Business Licence Information Service (<http://www.info.gov.hk/licence>).

All services provided by SUCCESS are free of charge. The Centre is open from 9 a.m. to 6 p.m. from Mondays to Fridays, and 9 a.m. to 1 p.m. on Saturdays.

*The article is contributed by Trade and Industry Department.*







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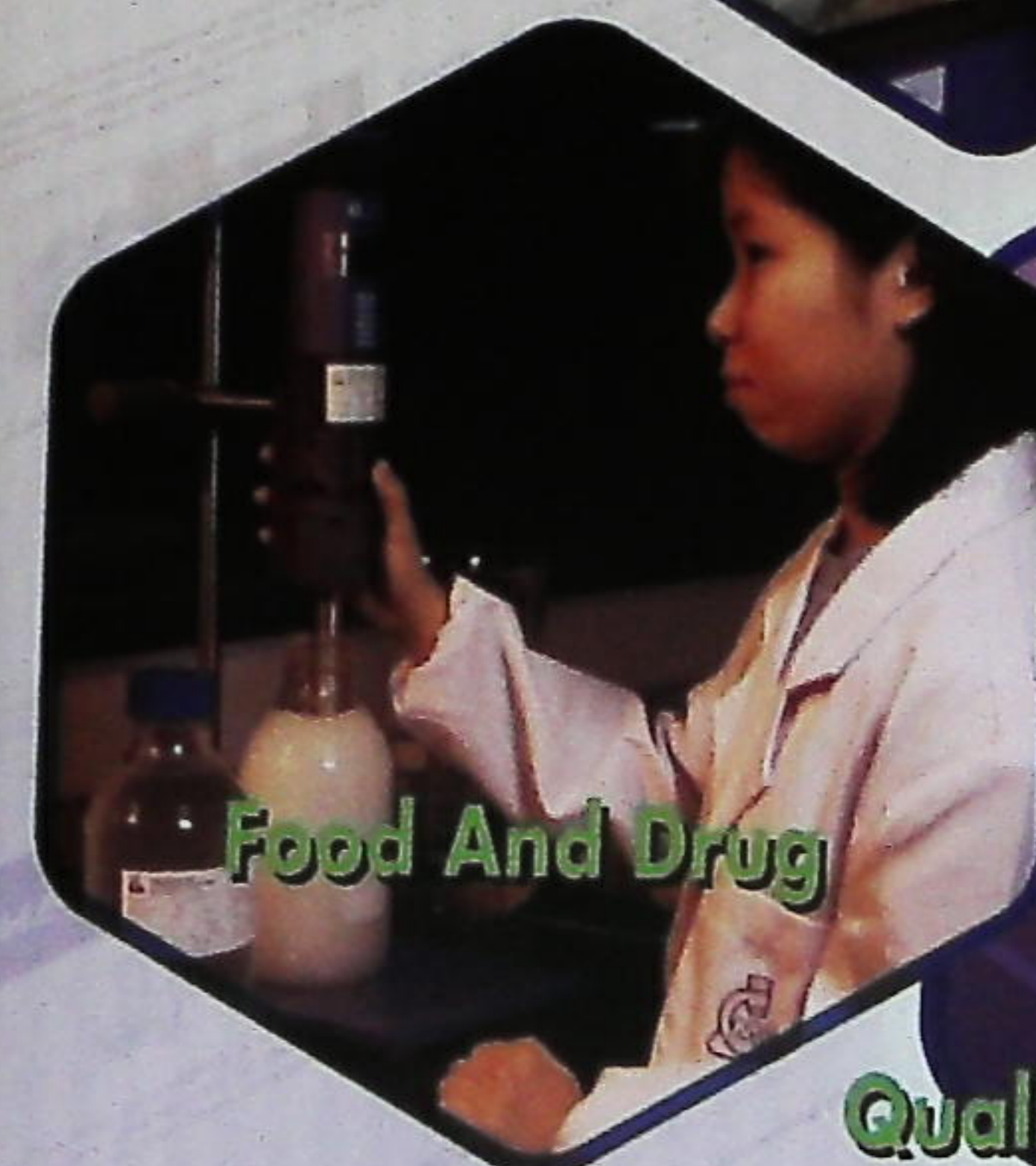
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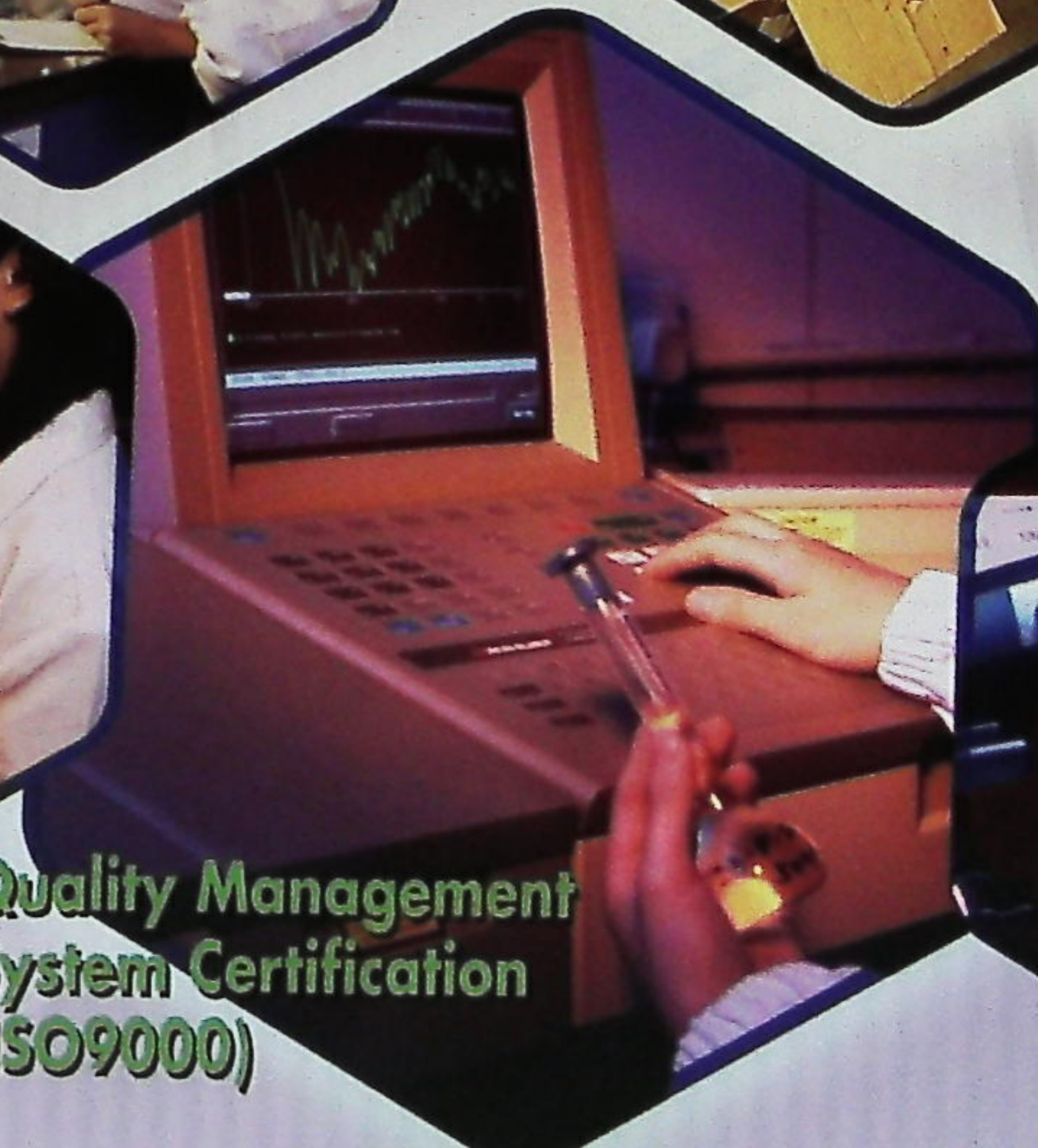
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