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中國內銷市場——港商的機會、挑戰和策略

China's Domestic Market — Opportunities, Challenges & Strategies for Hong Kong Manufacturers

協助中小型企業發展成長

是我們一貫的經營宗旨!

在今天的商業社會，經營中小型企業無疑是一項異常艱巨的挑戰，而成功尋得一位各方面皆能配合得宜的融資夥伴就更是難上加難。

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本會支持特區政府紓解經濟困難方案

本會對特區政府於六月二十二日宣布即時推出總值320億港元的連串措施，用以紓緩本港經濟困難表示歡迎和支持。特區政府今次推出的措施，表現出其願意聽取社會人士意見和與民共渡時艱的決心，尤其是在增加市民和投資者信心以及放鬆銀根方面，更是對準了本港現時經濟出現問題的核心而對症下藥。本會呼籲全港市民和工商界人士響應特區政府的行動，對本港經濟前景保持信心，齊心協力令香港衝出困境。

對於政府宣布成立一項20億元的信貸計劃以協助中小型企業解決融資困難的問題，本會認為是極之需要、適當和適時的舉措。自亞洲金融風暴發生後，本港利率持續高企，銀行不斷收緊信貸，各工商企業尤其是中小型企業面對十分嚴峻的資金緊絀問題，導致百業經營困難，整體經濟疲弱不堪。政府剛於六月初推出的五億元「信貸保證計劃」，在一定程度上對中小型企業資金緊絀的問題起着紓緩的作用，是次政府再注資20億元進一步協助中小型企業借貸，其融資困難的情況必定會大大改善。本會籲請政府盡快制訂是項信貸計劃的具體執行方法，並應盡量簡化有關的手續和提高計劃的靈活性，確保借貸利率和手續費維持在低水平，使中小型企業能夠真正受惠。

至於政府豁免公司在本地賺取利息收入須繳交利得稅的措施，本會認為這對引導資金回流香港金融體系和紓緩銀根短缺問題會有正面的刺激作用。本會亦希望本港的利率能夠盡快回落，令金融體系中增多的資金可以較低成本注入工商各業，這對各行各業以至本港整體經濟的長遠發展均會有利。

對於政府決定暫停賣地及擴大「首次置業貸款計劃」和「自置居所貸款計劃」的規模，本會認為對穩定樓市會有幫助。本會強調，房地產是本港經濟重要的一環，其價格波動太大對經濟的穩定性和市民的信心會造成嚴重影響，故此本港必須有一個穩定和健康發展的樓市。

本會亦對政府透過退回差餉、調低柴油稅和減收出入口商費用以減輕市民負擔和企業營商成本表示歡迎。雖然這些舉措以及政府高官凍結加薪對市民和工商界而言實際得益有限，但其正面的象徵意義卻非常重大，表明特區政府完全明白全港市民所面對的困苦，並身同感受，願意與市民共渡時艱，這對增強市民的信心非常需要和重要。

本會認為，雖然本港的經濟受到亞洲金融風暴的影響而出現十多年來最艱難的境況，但香港的經濟基礎至今仍然相當穩固，這從香港有足夠條件讓特區政府在亞洲金融風暴持續數月後，仍能果斷地推出這麼龐大的紓解經濟困難方案，可見一斑。全港市民以至本地及外國投資者應該對香港的經濟充滿信心，毋須對市場的波動太過敏感和對經濟前景太過悲觀，而減弱了本港經濟的復甦活力。

其實，去年年中爆發的亞洲金融風暴基本上已受到控制，日本最近出現的金融波動雖然對整個亞洲區影響深遠，但祇要日本能及時改善其金融制度和進一步落實執行振興經濟政策，而東南亞國家又能妥善處理內部的社會和經濟問題，相信區內的金融風暴很快便會平息，亞洲的發展前景仍能保持美好，而本港經濟在政府的決心和全港市民的信心支持下，必定會很快復甦。

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本會評論 1

專題
4 中國內銷市場──港商的機會、挑戰和策略

人物專訪
8 從「香港植樹日」看譚惠珠的另一面

廠商會動態
10 本會宴請日本駐港總領事槙田邦彥／
京港經濟合作研討洽談會籌備工作小組代表團／
本會宴請北京市政府官員／
內蒙古自治區伊克昭盟總商會代表團／
「中國勞動法律制度介紹」研討會／
甘肅省赴港澳經貿代表團訪會／
中華全國工商業聯合會代表團／
廣東省科學技術委員會代表團訪會／
港加商會代表團／
「勞工法例及人事管理」證書課程／
甘肅省酒泉地區政府代表團訪會／
河南省鄉鎮企業代表團訪會／
梁鈘榮會長獲港加商會頒發獎座／
本會婦女委員會赴上海杭州代表團／
「如何避免中港雙重徵稅？」研討會

神州經貿
16 中國未來的運輸發展

檢定中心通訊
18 社會責任國際標準：Social AccountabilitySA8000

投資地區
20 越南中部

經濟新知
22 九八亞洲工業博覽會── 雲集各地廠商 網羅尖端科技

貿易概況
24 香港航運中心地位穩固
25 美國寵物用品市場迅速崛興
26 西班牙：傳統玩具再領風騷

企業管理
27 內地員工缺乏自發性

中西部透視
28 四川

洽談會／展覽會 30

新會員 30

研討會／訓練課程 31

EDITORIAL
33

FOCUS
34 *China's Domestic Market — Opportunities, Challenges and Strategies for Hong Kong Manufacturers*

PROFILE
42 *Maria Tam from a Different Perspective — The 'Hong Kong Tree Planting Day'*

CMA ACTIVITIES
46 *Dinner Reception in Honour of Mr Kunihiko Makita, the Consul-General of Japan/*
Delegation of Preparatory Committee of Beijing-Hong Kong Economic Co-operation Symposium/
Seminar on 'An Introduction to PRC's Labour Law'/
Delegation of Yihju League General Chamber of Commerce, Inner Mongolia Autonomous Region/
Economic and Trade Mission of Gansu Province/
Delegation of Hong Kong-Canada Business Association/
Dinner Reception for Beijing Officials/
Delegation of All China Federation of Industry & Commerce/
'Labour Law and Personnel Management' Certificate Course/
Delegation of Science & Technology Commission of Guangdong Province/
Delegation of Jiuquan Administrative Office, Gansu/
Delegation of Henan Township Enterprises/
CMA Ladies Committee Visited Shanghai and Hangzhou/
Seminar on 'How to Avoid Double Taxation in Hong Kong and the Mainland'/
Hong Kong-Canada Business Association Awarded CMA President Mr Herbert Liang

TCL BRIEFING
54 *Social Accountability SA8000*

SEMINARS / TRAINING COURSES 56

CONFERENCES / EXHIBITIONS 56

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專題報道 Focus

中國內銷市場 — 港商的機會、挑戰和策略

亞洲金融風暴蹂躪整個東亞市場，後者看來最少要一兩年時間才能回復正常。反觀中國所受影響則較為輕微，內部消費經宏觀調控後得以逐漸提升，難怪成為港商轉移銷售目標的熱門對象。關於如何拓展國內市場的討論氣氛，最近在業界中又再熱熾起來。

宜針對內地市場特性促銷

自一九九六年廣東省頒布放寬外商投資企業內銷比例新規定後，港商投放於擴展國內市場的力度才漸見明顯。

一直以來，許多外資加工企業，都有進行小規模的內銷業務。它們一般是以工廠批發直銷方式進行，即國內買家(包括省外)到工廠選貨，以現金成批購買，然後帶到各地銷售。

這方面的買家主要有幾類，其中包括從事加工的個體戶。他們到外資加工廠購買半製成品後，再經簡單加工，便推出市場銷售。

第二類是國內企業的採購人員。他們多採購一些自己無法生產的零配件或半製造品，以應付加工生產的需要。

第三類則是在外資企業工作的外省工人。他們儲蓄了一定資金後，就會向廠方購買一些在自己家鄉有銷路的產品，帶回當地市場銷售。

從地域而言，深圳、廣州、廈門以及上海的零售市場均有轉旺的跡象。這些地區的消費者以追求「物美」為重，價錢有時反為其次。不過，熱門城市雖旺熱，但經營成本較高，利潤反而不及競爭少的內陸地區，如成都、武漢及瀋陽。

至於內陸消費者的心態，主要有幾點要注意；一是「牌子能響」。原來，內陸居民對名牌的追求不亞於沿海居民，甚至更願花費。故此名牌商標一定要放在當眼位置，大一點也不嫌誇張。

二是「款式要土」。貨品總之不能太新潮和太花巧，顏色以冷色為主，但有時亦要照顧「高雅大方」的要求，如皮襖加「茸茸毛」，就給人一種高檔的感覺。

三要贈送小禮品。這是極為重要的招徠方法；有部分人決定購買，就是「貪」這小便宜。

不過，大城市居民對於商品質量的要求愈來愈高，有些人寧願花多點錢也要買名牌，認為是質素的保證。然而，普通打工仔仍然喜歡揀拾街邊檔的便宜貨。在深圳、廣州等大城市，購買專業產品例如高級音響或服裝鞋帽的消費者，較喜歡到貨式齊備的專賣店選購。購買大件家用電器如雪櫃、洗衣機、冷氣機等，有六、七成人會到大百貨公司選購，原因是貨品品質較有保障。至於白領階層包括政府公務員、金融保險從業員及企業高級職員等，則喜歡到大型商場購買服飾。

內銷市場挑戰與機會並存

不少人對內銷市場的前景表示樂觀，並認為要盡早開拓，理由是內地市場龐大，若有了這個市場作為後盾，即使海外生意有變，也可平衡損失。

消費者往往喜歡到大型百貨公司選購名牌家庭電器，以求得到可靠的品質保證。

有業者則擔心，「二會」以後國有企業甚至政府部門精簡架構製造大量下崗工人及幹部，或會對港貨零售造成衝擊，因為三數同僚籌集少量資金，即可成為港商的競爭對手。

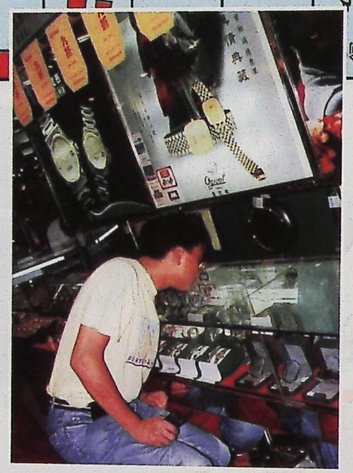
北京百貨公司備有各式帽子供消費者選購。

雖然面對來自內地愈來愈多的競爭，但部分港商仍然對內地市場抱有樂觀的態度。他們認為其與內地競爭對手無論在產品檔次與客路方面均截然不同，港商除須在建立關係網絡上額外苦心經營之外，其他均比內地企業經營者優勝，祇要零售需求增加，以上憂慮不成問題。

事實上，目前有部分國營產品的質素水平正不斷提升，追貼港產品，使後者的零售價無法造高。除了人所共知的「花花公子」、「金利來」等品牌已以連鎖店經營方式在內地打響名堂外，其他與國產水平相約的家電產品，由於面對供過於求的問題，銷路始終受到影響。現時，洋貨在內地的優勢已大不如前，而部分港貨由於缺乏良好的售後保養維修服務，競爭力亦有所削弱。

不過，香港仍然保留很多具備優勢的產品，首推當然是時裝，其次便是食品。香港的食品製造商多已引入外國生產技術，創造了一批有獨特口味的零食，由於內地缺乏類似的食品，自然無法競爭。此外，港商的化粧品、時款皮革製品及首飾等均是有市場潛力的產品。

外商要在內地開拓內銷市場，無疑是困難重重。其一是收數困難，資金被壓。外商產品內銷多以寄售方式進行，代售商長期拖數，令外商資金積壓，束手無策。



形形式式的進口及國產手表，為消費者提供了眾多的選擇。

二是政策極不穩定。中央和地方政府的聯繫不夠緊密，步伐也不一致，政策時有更改，且詮釋不同，令外商無所適從，有時甚至成為政策改變的犧牲者。

三是外商除內銷產品必須申請內銷權外，申請內地銷售營業執照的手續更為繁複和困難。加上內地政府各級部門不少都是架床疊屋，每個營業執照之申請，都必須經過多個部門審批覆核，費時失事。

四是國內現時仍有不少地區規定，所有輸入銷售的外資企業產品，除了要有內銷權外，更需要辦理「准運證」才可出售。這些措施削弱了外商的投資意慾。

五是港貨(廣貨)在國內市場有弱化趨勢，除少數名牌外，市場佔有率正不斷下降，甚至呈現萎縮。

一項研究指出，內地對外開放，以致「廣貨」原有市場漸被上海、江蘇、浙江的產品所取代。內地各省市、各企業間的競爭，可謂異常激烈。

現時，外省人時常掛在口邊的一句說話是：「把失去的市場奪回來」。整體而言，港貨正面對着北軍南下、洋商進逼的形勢。

開拓內銷市場的策略和竅門

搞內銷，如何選擇最適合的地點開業是成敗之關鍵。紡品貿易商三美發展有限公司董事總經理李立偉曾到上海商場考察，研究能否利用廣東省製衣港廠的支援，從事華北時裝批發。他得出的結論是，上海市場有很大的發展潛力，惟商場要求他的公司承包商場一層用戶(約20戶)的成衣批發，但訂單每款數十件，賒數期一般又長至兩至三個月，若交貨後無法追收尾數，公司很有可能被拖垮。

在內地做生意，必須倚靠內地合伙人。鐘錶商梁偉浩便建議，最好與有信譽的大機構合作，讓他們賺到錢，並逐步加強其商業意識，以改變內地「欠錢不還沒啥不妥」的觀念。

若國內有關機構欠第一筆錢，便要他清還後才發第二批貨，同時須警告他們，若再不清還款項，便無下次交易。內地分銷商一般都希望長做長有，故此這招萬試萬靈。另外，港商最好在內地有存貨分配倉，經整合後才召集分銷商取貨。此舉有助減少海關政策鬆緊帶來的供貨變動，使貨價趨向穩定。

有了伙伴，港商下一步便要考慮如何推銷產品，以及推出些甚麼產品。香港貿易發展局時裝部主管楊吳輞眉指出，港商拓展內地市場的當務之急，是先要花時間創造出一個有名氣的牌子，至於產品是走高檔、中檔抑或低檔，還屬其次，祇要是名牌，生意額就會有保證。

但為何有時名牌時裝也會滯銷？據香港名時裝設計師文麗賢解釋，原因是價錢偏高。畢竟，重點城市如北京的穿着品味，與海外相去甚遠，以她自己的品牌為例，目標雖然是對準了追求新潮的打工一族，但他們還未能像香港人般作出單件組合。港貨中高檔時裝在內地主要城市表現欠佳，另一個可能是與宣傳不足、消費者對牌子印象不深有關。

由此可見，商品形象及包裝在內地市場十分重要。港商除了自創品牌外，還可選擇直接轉售外國名牌。鎮通香港有限公司市務經理黃斌指出，所謂品牌銷售，實際是一種服務經營的方式，利用香港資訊發達，與外國商家有眾多接觸的機會，取得外國一些名牌子、名商標的中港代理權，然後透過改善內地企業的生產和包裝技術，轉售名牌產品。

在內地拓展內銷及零售，根本不可能在每處自設自營店。一個最快最有效的捷徑是利用原有商場進行「寄售」。不過，這無可避免地要承擔被拖數欠款的風險。

過去眾多寄售失敗的個案，總結原因多是缺乏監督和支援工作，故容易被代銷商欠數拖垮。因此，港商首要的工作是嚴格挑選寄售商場，查清其背景實力，最好選擇背景實力較強、歷史和信譽較優的字號。

梁偉浩指出，他的經驗是在每個分區設立辦事處，用五至六名當地員工負責選點、布置、培訓、補充產品和追數，及向總公司報告。香港要員則定期到分區查核帳目、存貨及傳達指令。為推動當地員工的積極性，公司採用了員工收入與當地市場銷售額和收數掛鈎的策略。

中國零售市場競爭日趨激烈。

其實，在商場寄售祇是踏腳石，更重要的是取得產品和進行公司形象宣傳、市場測試、尋找合作伙伴，以及了解當地的消費模式。

除寄售外，開設連鎖店也是港商開拓內銷市場經常採用的途徑，其優勢絕非單一店舖所能媲美。

開設連鎖店在某程度上亦有助分散風險，也易於收集各地區的市場訊息，而在採購貨源方面也較易取得折扣和海外代理權，特別是那些名不經傳的海外品牌。

在人力資源管理方面，分店型式給予員工有晉升成分店經理的機會，使員工產生歸屬感。這與單一店舖員工互爭晉升，導致合作氣氛容易破壞的情況不盡相同。

不過，這種經營模式的缺點是成本較高，單是經常巡察分店業務所需的交通和食宿，已經所費不菲。若產品需要強勁售後維修服務作後盾，經營壓力倍添。

其次，連鎖店經營方式令財務管理易出漏洞，部分分店可能會借公司名義做自己的生意，例如上門維修服務，若生意失敗，會連帶損害商譽。

另外，資金調動也欠靈活，如分店間或總公司與分店間的文件轉遞，以及分店在銀行祇能取得定額現金等，總公司需要較長時間籌集回籠資金，始能再作投資。

在資源運用方面，總公司宜統一採購貨源、人力培訓及產品營銷策劃，以提高營運效率及經濟效益。

在市場銷售方面，總公司可把有市場價值的新產品放在分店測試市場反應。由總公司集體聘用內地銷售專才，總比由分店各自招聘來得化算。

港商須注意的其他事項包括要建立與國家機構的商務機會，其次是各分店的裝修、器材、傢俬雜物使費。員工特性方面，港商應了解到中港兩地對金錢理念的不同，須知內地員工特別喜歡走「私邦」。另外，港商亦要了解註冊資本的問題，皆因內地每個行業都有不同的最低資本規定，而且一經註明，便不能轉為經營其他產品，這與香港不同。

人物專訪 Profile

從「香港植樹日」看 譚惠珠的另一面

香港植樹日籌備委員會

據傳媒報導，譚惠珠是一名有社會良知的大律師，一個惹人爭議的政治家及活躍於商界的女強人。過去二十年，譚惠珠因擔任許多職務而有多種不同的身份，這些身份角色有時互相衝突，令人覺得她儼如多個不同人物的化身，或是一個擁有多重性格的人。

倡導植樹的意義

在過去的讚譽和批評中，真正描寫譚惠珠較人性一面的文章可謂絕無僅有。其實，她是一個自然愛好者，一個勤奮的學者和一個孝順的女兒。身為一個環保活躍份子，她大力提倡舉辦「香港植樹日」，這個一年一度的活動現時定於每年三月第四個周日舉行。

「我知道內地正式舉辦植樹節已有一段很長時間，我希望香港也可以仿傚。」說着，譚惠珠便從自己那個環保購物袋中掏出一份新聞稿。「不論貧富，天然林木畢竟是人人都可以真正享受到的東西。」她補充說。

受到這個環保意念的驅使，譚惠珠聯同其他多位社會知名人士游說多個政府部門和行政長官董建華於今年三月二十二日舉辦首個香港植樹日。在這個綠色力量抬頭的年代，她這個建議自然順理成章地得到各方支持。

為紀念本港首個植樹日而舉行的植樹儀式由行政長官董建華主持，他在維多利亞公園種植了一棵十呎高的樹。而對植物認識有限的譚惠珠當日也響應環保，身體力行地體驗植樹的滋味。「雖然我自己沒有花園，但我很喜歡樹木。」自認對園藝不大熟悉的她笑容滿面地說。

植樹日的主題分為兩方面，既實事求是又隱藏着豐富內涵。第一方面是開宗明義地要「締造更美麗的香港」。第二方面是中國諺語——「十年樹木，百年樹人」；其實，這句口號隱含着一種深遠的意義，植樹通常可用來象徵年輕人的希望、理想和勤奮。

譚惠珠說：「這是一項環保教育的活動，同時，也讓我們有機會關心小孩子和年輕人，表達對他們茁壯成長的期望。」

她稱，在植樹日之後，本港多間學校年內會舉辦多項教育活動來推廣環境保護，較早前所舉辦的海報設計比賽，便吸引到來自多間中學超過400名中學生參加。

今年市政署和漁農署會向學生提供種子，以鼓勵他們在校園內栽種自己的園圃。譚惠珠說：「我們的世界將是年輕人世界，我們的前途都在他們手裏，我們希望可以灌輸他們更多環保的知識。」

植樹活動亦歡迎那些期望改善市區環境的市民參加。譚惠珠熱切呼籲：「若市民周末有空，當局很歡迎他們參加由多個臨時區議會舉辦的植樹活動。」

政治生涯的轉折期

身為一個積極的政治家，譚惠珠從未脫離種種爭議的紛擾。在英國管治香港的殖民地時期，她一度被指為親中派。她的言行多次遭民主派人士炮轟批評，且被指有取悅北京的意圖。

「早前，我被指為親英派。其後，我又被指為親中派。但我並無因此而感到困擾，我祇是做我認為對的事。」

她說，舉辦植樹日的目的並非要取悅北京，祇是為改善港人的生活環境。

回歸後，譚惠珠仍然活躍於政壇。她較早前辭退了臨時立法會議員的職務，並於今年三月就任中華人民共和國全國人民代表大會代表。這位資深政治家的政治生涯將面臨另一次重大轉變。

她說：「我會用更多時間專注履行全國人大代表的職責。身為法律專業人員，我覺得自己可以為大陸的法律教育作出一點貢獻。」

譚惠珠認為，內地現在缺乏法律專業人員，對法律服務的需求量很大。她重申，大陸的法律制度可透過多方面的措施來改善，希望能在這方面貢獻自己的專業知識。

此外，譚惠珠對香港及南中國的經濟發展寄望甚殷，並堅信兩地的緊密聯繫將可確保本港長遠的經濟繁榮，這是本港擁有的明顯優勢。

她解釋道：「內地能夠提供足夠的土地和勞動力，而本港則可以工商管理的專長來配合，使一些在內地設廠投資的企業能形成前店後廠的格局。」她強調，如日後珠江三角洲和香港之間的交通得到改善，相信一個強大的經濟聯合體將會出現。

上圖：譚惠珠（右）、行政長官董建華及其夫人（左一、左二）與本會會長梁欽榮（右二）在「香港植樹日」參加植樹活動。

下圖：香港植樹日籌備委員會及執行委員會成員出席植樹日儀式。

享受生命的美好時光

這位機敏靈巧的政治家兼大律師也有生活輕鬆的一面。她會在百忙中抽出時間來享受生活，並經常會拿出最寶貴的時間來與她摯愛的母親共聚天倫。

「我最享受和母親共處的時光，我喜歡和她一起，每年我都往加拿大探望她，大家一起去購物。」

譚惠珠說：「目前可說是我生命裏最好的時光，可以同時幹着三種自己喜歡的工作，包括法律專業、自己的生意、政治及社區工作，在心滿意足。人生到此夫復何求！」

本會宴請日本駐港總領事槇田邦彥

本會會長梁欽榮(右)於晚宴上致送紀念品予日本駐港總領事槇田邦彥。

本會副會長陳永棋致歡迎辭。

本會於五月二十八日設宴款接日本駐港總領事槇田邦彥，副會長陳永棋在晚宴上致歡迎辭時指出，香港一直與日本保持着緊密的經濟聯繫，去年港日雙邊貿易額高達3,100億港元，佔本港對外貿易總額10%，而日本是本港第二大供應來源地及第四大出口市場，亦是本港第四大外來投資者，投資額佔外來投資總額15%，截至一九九六年日本在本港的直接投資總額高達944億港元。

陳副會長稱讚槇田總領事具備豐富的外交經驗及對中國和香港事務有深入的了解，深信他必定能夠成功領導領事館的工作，為中、日、港三地進入強勁伙伴關係的新紀元作出貢獻。本會會長梁欽榮並於席間頒發紀念品予槇田總領事。

槇田總領事在晚宴上就中日關係、日本的經濟、港日經濟合作等課題發表了講話，其中更以日本領事館最近進行一項問卷調查之結果，指出日本企業對本港的發展前景仍然充滿信心。槇田總領事的演辭摘錄如下：

前言

大概在三十年前，我曾經在香港工作過，其實那也是我第一次獲派駐海外。今次重臨香港，本人感到非常的高興。相信各位也能夠想像，香港已非我當年的那麼樣，不過改變一向是香港活力面貌的一部分。

提起改變，我相信在香港現代歷史上最大的改變，莫過於去年的主權回歸了。對於那些曾經參與主權移交過程的人們，我祇有無限的欽佩；對香港市民在新政府之下接受挑戰，我祇有不盡的讚賞。

儘管是最熱誠的樂天人士也不敢奢望移交會如此順利，亦無法想像到經歷了主權回歸的激動後會是如此安寧。在新政府的首次選舉圓滿結束之際，可以看到香港市民對剛過去的日子感到驕傲和對最近的未來表現出樂觀。

中日關係

一九九七年固然會因為香港的順利回歸而為人所記憶，在中日兩國關係史上也是重要的一年。一九九七年同時標誌着，自從戰後第一位訪問了中國首都的日本首相田中角榮，與中國周恩來總理簽署中日聯合聲明，實現了中日兩國邦交正常化以來的二十五周年。這份聲明連同六年後於一九七八年簽訂的中日和平友好條約，形成日後關係持續發展的基礎。

我想我應該重申日本非常重視中日關係。隨着兩國關係的不斷發展演化，我們在意見上可能會遇到分歧，但日本意識到兩國間建立起一個強力而具合作性的關係，不僅對我們自己及亞太區很重要，對整個世界也一樣。

剛才我也提到過，一九九七年標誌着中日關係正常化二十五周年，而今年，一九九八年，則是和平友好條約簽訂二十周年。為此，日本橋本首相於去年九月訪問了中國，而中國的李鵬總理亦於十一月回訪日本，以茲誌慶。此外江澤民主席也安排在今年稍後時間訪問日本，中日兩國擁有共同的目標是很清楚的，那就是去鞏固這種密切和友好的關係。

現時，日本是中國最大的貿易伙伴，而中國是日本第二大的貿易伙伴。記牢這些統計數據很重要，因為儘管我們可能不時有爭議，中日雙方對彼此仍然很重要，對世界整體亦然。比方說，一九九七年的中日貿易額達638億美元，而由中國輸出到日本的，兩倍於日本輸往中國的。日本對中國的貿易逆差早在一九八八年起便已存在了。

還有，自一九八四年開始，日本對華直接投資有顯著的增長。例如，在一九九五年四月到一九九六年三月之間，日本在中國的直接投資達45億美元，僅次於日本在美國的直接投資。在亞洲，中國是日本直接投資的最大受惠國。

另外還有一個我們兩國在財政上互相依賴的例子。為了有力地支援中國藉着改革開放政策而進行的現代化，日本在一九七九年至一九九六年之間，提供給中國的ODA，即日本政府開發援助，已超過了二兆日圓。

最近，有些地方傳出不滿所謂日本軍國主義復辟的聲音。我想藉此機會，澄清一下日本的立場。

日本對和平的承諾是不會動搖的。禁止日本使用武力作為解決國際糾紛手段的和平憲法，至今堅持不變，仍然繼續被堅定地遵守着。這是日本人民的意願，他們和本區域其他人民一樣，遭受過在日本軍國主義下無法言喻的苦難。顯而易見，日本並無擴軍或許是形成所謂「新亞洲秩序」的意圖。那些不時為報刊製造頭條新聞的右翼極端分子，並非日本政壇的主流，而且祇是一個永遠再也不會統治日本的少數派。

一九七二年的中日聯合聲明，訂下了日後發展雙邊關係的原則性指導方針，這也是會繼續被堅定地遵守的。日本人民由衷地體會到該聲明中對我國曾經加諸中國人民的痛苦與損害所表達的深刻反省，而這種感受必定會繼續下去。日本完全尊重中國所作出，關於台灣是中國領土不可分割的一部分的立場，同時日本無論如何也無意介入或干涉台灣問題，如非這樣說，那是錯誤的。

日本和中國是亞洲的重大要素，也同時是推動冷戰結束後，世界運作的重要齒輪。儘管我們有差異，我們仍然維持着彼此是近鄰和友好伙伴。

日本的經濟

日本充分認識到自己本身的經濟復甦對其他東亞經濟體系恢復穩定是何等重要，作為亞洲最大的經濟實體，日本不顧自己本身的困難，充分感受到這個責任。現在橋本首相領導的政府全力以赴地務求日本經濟早日復甦，這不但對日本有利，對亞洲其餘地區亦然。在嚴峻的情勢及巨大的壓力下，日本執政黨正盡最大努力，透過刺激消費和促進改革經濟架構，務求使日本經濟重上軌道。

事實上日本經濟目前正面臨許多挑戰，在提及日本經濟的時候，亦用上了「蕭條」、「衰退」等字眼，但日本已採取了更為深入的措施來應付。最近在四月二十四日，日本政府公布了一個歷來最龐大的綜合經濟措施，總額超過十六兆日圓，佔日本國內生產總值(GDP)的3.2%。

這些針對日本經濟低迷的挽救方案，在一定程度上相似於香港最近採用來應付類似的病症，那就是停滯不前的經濟及不斷增加的失業人口。事實上，財政司司長最近發表廣受讚賞的財政預算案，包括寬減稅項和增加公共開支等，與日本的一籃子改革方案也很相近。可能人們見證過香港和日本近年來令人注目的成功，因此更讓他們對目前的經濟表現感到沮喪。不過這些祇是屬於財經市場的過敏心理本質而已。有這樣一種講法，說要是中國領導人打個噴嚏，香港市場便會患一場感冒。可能，現在整個地區都情況欠佳，但是過於悲觀的言論製造出一片沮喪絕望的沉重氣氛，對有如驚弓之鳥的市場來說毫無幫助。

再進一步，讓我們看一下日本的經濟和日本的財政基礎，有些人對日本總是太早便下定論。日本經濟雖然最近遭受到挫折，但基礎仍舊是很穩健的。例如在一九九八年三月，日本的外匯儲備總額達2,240億美元，而一九九七年的日本貿易結算顯示有十兆日圓的盈餘。除此之外，還應該記着日本是最大的債權國而非負債國，在一九九七年，日本的純資產達125兆日圓。

當了解到日本目前經濟基礎的實力，及日本是如何去擺脫目前所陷入的低潮之後，我想介紹一下日本如何努力協助區內其他正陷於困境中的國家。

儘管日本在亞洲經濟危機爆發後，所提供的援助總額比任何其他援助國為多，光是透過雙邊途徑訂下的，已達370億美元，然而日本仍然受到大肆批評。

指責日本並無就目前的亞洲經濟危機提供充分協助這種講法是不對的。與其聽取這些毫無根據的批評，不如讓我們看一看事實，其實日本已透過國際貨幣基金組織(IMF)及其他國際組織，作出以下的雙邊協議支援：

- 予泰國40億美元，而美國及歐盟並無作出任何貢獻。
- 總共給予印尼50億美元援助基金，而美國則提供了30億美元，歐盟又一次沒施以援手。
- 總共給予韓國的援助達100億美元，美國這次提供了50億美元，而歐洲各國則合共支援63億5千萬美元。

單看這些數字就已經清楚，事實並非像有些人認為的那樣，日本對陷於困境中的鄰國毫無建樹，日本其實比任何國家或地區做得更多。

老實說，我覺得有些時候日本的援助被視作是理所當然的，一旦發生廣泛地區性或全球性經濟危機之時，人們便輕易立即認為日本要不是甚麼也沒做便是沒盡其本份。很簡單，當我們提及最近的亞洲危機，日本比世界其他地區或國家反應得更快亦更慷慨，若認為並非如此的話，那是既不公平又不符合事實的。

日本與香港

正如我們認為與中國關係是非常重要那般，日本和香港的關係也是一樣重要。我們是亞太地區的重要成員，也因此許多事情都是可以攜手合作去做。

在大戰後的世界，香港是日本企業向海外拓展的最早地點之一。日本與香港的良好商業關係和經由香港與中國華南等地區的伙伴們所建立的良好商業關係，創立了成功和安定的紐帶。存在於日本和香港之間的伙伴關係就是建基在我們的良好、穩定和互惠的關係，而這種關係正不斷日益增強及多元化。

香港長期是一個吸引海外企業的商業中心，這一點深受日本商社的欣賞。此外還有許多優點，例如自由經濟政策、低稅率、有誠信的法治、具透明度及高效率的政府、自由而暢順的資訊傳播等。

香港回歸中國以後，這些元素祇有些微或是沒有任何改變，這對維持香港的公平、開放和自由的社會制度很重要。當香港像亞洲其他地方那樣，經歷了由亞洲經濟危機而引起的經濟放緩，我仍然能夠對香港的未來感到樂觀。正如日本一般，香港依然維持良好的經濟基礎，仍然享有我在前面提過的優點。以目前的情況來說，一國兩制證明是成功的，而且獲得中國政府熱心的支持，這些事實給予人們很大的信心。

有些香港人認為日本公司對香港失去信心，因此會迅速撤離香港，這反映出本地最近的悲觀情緒。為了回應這種負面情緒，我想借這個晚餐會發表一些最新的統計資料，以供參考。

日本領事館在上個月進行的一項有關香港的日本企業之問卷調查，總共有737間公司接受了訪問，他們全部都是香港日本人商工會議所的會員。回收的答案顯示令人鼓舞的訊息。從一九九七年七月到一九九八年三月為止，這些公司不單沒有減縮，事實上反而增加聘用了職員。

調查結果顯示在同一期間，擴充了公司或廠房面積的公司比縮減了公司面積的為多。更令人鼓舞的是，當被問及未來三年內他們公司的政策時，祇有10%計劃縮減規模。而63%的多數，計劃最低限度維持目前的規模，而25%更進一步，計劃在未來三年內擴充業務。這種積極的態度在商業及製造業方面尤其來得顯著。在這些行業當中，差不多三分之一的被訪者肯定他們在未來三年內會擴充業務。

這些資料都顯示許多日本公司對香港目前處境並沒有感到悲觀，他們其實對香港的未來很有信心。與其說日本企業正在匆忙撤離，不如說他們對香港未來的幾年充滿憧憬。我很希望這些最新資料能夠給大家一點鼓勵。

結語

最近在翻閱本地報章時，我偶然看到某新聞工作者的一則評論。他認為要求日本官僚主動進行改革，就像交一把刀子給一條鮮魚，要求它泡製一道生魚片一樣。隨着日本最近的「BIG BANG」改革方案的提出，日本的改革巨輪已開始轉動了，我想我們應該留意一下，有可能會看見揮刀自戮的吞拿魚呢！

在結束今天的講話之前，我想重申，日本非常珍惜與中國和香港的關係，並會努力讓這種關係在未來的日子裡更上一層樓。作為日本駐香港總領事，我會在任期內竭盡所能，協助發展日本與香港的良好關係，從而彼此拉近，共同創造成功的明天。

京港經濟合作研討洽談會籌備工作小組代表團

北京市市長助理衣錫群(中)率領京港經濟合作研討洽談會籌備工作小組代表團於五月五日蒞會訪問。

本會宴請北京市政府官員

本會於五月六日宴請以北京市委副書記李志堅(前排左四)及以北京市市長助理衣錫群(前排左二)為首的北京市政府代表團，由會長梁欽榮(前排右四)主持接待。

內蒙古自治區伊克昭盟總商會代表團

內蒙古自治區伊克昭盟總商會代表團一行十七人，由該會副會長吳楓(左三)率領，於五月五日蒞會訪問，由本會會長梁欽榮(右三)主持接待並致送紀念品。

「中國勞動法律制度介紹」研討會

本會與香港法律教育信託基金於四月十五日合辦「中國勞動法律制度介紹」研討會，由本會會董、香港法律教育信託基金主席周陳小玲女士主持，並邀得該基金訪問學者——上海大學文學院港澳台法研究中心主任徐靜琳副教授，就中國於一九九五年一月一日正式實施之《中華人民共和國勞動法》的內容及要點進行講解。研討會反應熱烈，參加者逾七十人。

研討會主持人周陳小玲會董(左)與講者徐靜琳副教授合照。

甘肅省赴港澳經貿代表團訪會

甘肅省赴港澳經貿代表團一行九人於五月十五日蒞會訪問，由本會會長梁欽榮(前排右五)主持接待，並接受該代表團團長、蘭州市副市長兼甘肅省蘭州市交易會組委會主任楊咏中(前排左四)致送紀念品。

中華全國工商業聯合會代表團

中華全國工商業聯合會副主席保育鈞(中)於五月四日蒞會訪問，並與本會會長梁欽榮(右二)、副會長林輝實(左二)、常務會董蔡德河(右一)及會董鄭學禮(左一)共晉午膳。

廣東省科學技術委員會代表團訪會

廣東省科學技術委員會代表團於五月十四日蒞會訪問，由本會會長梁欽榮(前排右二)主持接待，並與代表團團長梁湘教授(前排左二)、其他成員及廠商會其他代表合照。

港加商會代表團

本會於五月十四日接待港加商會代表團一行四十四人。圖為廠商會會長梁欽榮(前排右五)、代表團成員及廠商會其他代表大合照。

「勞工法例及人事管理」證書課程

本會與勞工處勞資關係推展組聯合主辦之「勞工法例及人事管理」證書課程，已於五月十二日完滿結束。本會邀得勞工處多位資深主任及香港管理專業發展中心高級顧問黃昭欽博士，分別就勞工法例及人力資源管理的問題進行講解，並提供個案剖析，藉此讓中小型企業東主、企業部門主管及從事人力資源管理工作的人士了解法例的內容和重要性，以及協助他們解決人事管理方面的有關問題。是項課程反應熱烈，參加者逾五十人，大部分學員均能出席全數六節課堂，獲本會及勞工處聯合頒發證書。

課程其中一位講者——勞工處勞工事務主任鍾秋源先生向學員闡釋香港的勞資關係，以及僱傭條例中有關工資及僱傭合約等方面的問題。

甘肅省酒泉地區政府代表團訪會

本會於五月二十五日接待甘肅省酒泉地區政府代表團一行。圖為會長梁欽榮(前排右四)，代表團團長、甘肅省酒泉地區行政公署副專員陳偉(前排中)，代表團其他成員及廠商會代表合照。

河南省鄉鎮企業代表團訪會

河南省鄉鎮企業代表團於五月二十二日蒞會訪問，由本會副會長陸增鏞(前排左六)主持接待。

梁欽榮會長獲港加商會頒發獎座

本會會長梁欽榮(右)於五月十八日獲港加商會前主席吳仲昶頒發獎座，以表揚他在推動港加兩地的經貿投資友好合作方面作出之貢獻。

本會婦女委員會赴上海杭州代表團

本會婦女委員會代表團一行二十六人於五月五日赴上海市及浙江省作為期六天的訪問。圖為廠商會會長梁欽榮(前排右五)在送機時與代表團全體成員合照。

「如何避免中港雙重徵稅?」研討會

本會於五月二十六日舉辦「如何避免中港雙重徵稅?」研討會，共有逾六十位會員代表參加。研討會上，龔敏康會計師有限公司執業會計師龔敏康先生及會計師倪偉忠先生，分別就中港雙重徵稅的具體情況、避免雙重徵稅之各項安排、將來稅務條例的發展、及常見的可疑及缺乏憑證之交易等問題作出深入剖析。

研討會講者 —— 龔敏康(左)及倪偉忠。

研討會反應熱烈，共有逾六十位會員代表出席。

神州經貿 China Economy

中國未來的運輸發展

在未來數年，中國將透過多種途徑及不同形式以外資來加快建設各級運輸基建和設施。據國家計劃委員會一名官員表示，用於這方面的外資包括來自國際性銀行和外國政府的貸款、直接投資及參與業務經營。

落後的基建設施一直是中國運輸發展的一個障礙。與此同時，內地在計劃經濟過渡至市場經濟期間對運輸的需求日益增加。根據第九個五年計劃(一九九六至二零零零年)，全國的總貨運量將達到160億噸，年均增幅為5.23%。其中八億噸貨物以鐵路運載，年均增幅為2.5%；十億噸貨物經港口轉運，年均增幅為4.52%；民航運輸方面則每公里貨物流量140億噸，年均增幅為14.4%。

在客運方面，中國的總載客量為175億人次，至二零零零年時年均增幅為8.43%，其中鐵路客運為10億2,500萬人次，年均增幅為4%；民航運輸方面則每公里人流客量一億人次，年均增幅為14.3%。

連接南市和浦東新區的南浦大橋。

根據國家計劃委員會資料顯示，在第九個五年計劃期間，國家將優先考慮發展南中國沿海及港澳邊境地區的運輸設施，以符合港澳地區的運輸量和規劃需求，以確保港澳地區的繁榮安定。

按照九五計劃，鐵路發展將會集中於大型發電機、符合國際標準的大噸位集裝廂、重型貨櫃、冷藏貨櫃車、中高級雙層客車，並引用高科技來發展客運快速鐵路。

高速公路則主要發展高級行車公路，將國家公路網絡的行車時速提高至每小時60公里，以開拓重型貨車、貨櫃拖車及中高級載客巴士等發展。

民航方面，國家的主要航線多採用50座位客機，200座位的客機則多用於較繁忙的航線，至於分站航線就採用100座位客機，中長途國際航線則用大型客機來加強競爭力，並會就航空交通管制的國際標準實行改革。

不少專家估計，由於缺乏資金及科技，要實現這些計劃將會遇到重大困難。不過，國家計劃委員會承諾中國會鼓勵外商投資生產建造鐵路、公路及港口的所需設備，並會鼓勵外商透過合資或合作經營模式來參與國內鐵路、配套設施、公路、吊橋隧道、港口設施及民航機場等建築工程和管理。

此外，中國將繼續透過租賃來購置飛機、車輛、船舶及其他先進運輸設備和貨物裝卸設備。國內單位及企業在得到國家批准後可徵收交通費，以償還公路、吊橋隧道及其他交通設施等建築工程資金所需的貸款。

(本文譯錄自經濟日報出版之《中國貿易與投資》1998年2月號)

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社會責任國際標準：Social AccountabilitySA8000

本刊一九九七年十一月/十二月號曾報導香港玩具協會(Hong Kong Toys Council)用了兩年時間，制訂**玩具業責善守則**(Code of Practice)，希望日後可呈交國際玩具協會(International Committee of Toys Industries)作為全球玩具生產安全約章，以喚起業界提高職業安全的意識。

雖然計劃仍未落實，但本港已有報章在今年一月披露Council on Economic Priorities Accreditation Agency(CEPAA)宣布全球**社會責任國際標準Social Accountability SA8000**將率先在香港推行。

社會責任國際標準Social Accountability SA8000，是第一個界定全球性道德標準的指標。據今年一月四日香港經濟日報刊載，香港檢定協會會長楊學和解釋，SA8000結合了歐洲和美國等標準，成為一項國際認可標準。另外，有報章亦指出CEPAA總裁Alice Tepper Marlin表示SA8000的內容，是根據國際勞工組織公約、全球人權聲明及聯合國兒童權利公約制定，目的是監察廠商製造產品的模式，是否符合國際統一的社會標準，以改善工人生活和全球的工作環境，包括工會權益、童工、被逼勞工、健康及安全、工資及工作時間管理等體系。詳情可參閱表一的SA8000標準撮要(草擬版)。

近年，海外市場消費者除關注產品的安全及品質外，更關注供應商是否提供安全的生產環境，以及是否以人權標準來對待員工。換言之，他們覺得貨品的品質與其製造環境有密切關係，希望所購買的貨品是在人道的工作情況下造成。據說，美國衛生調查人員在美國某校的午餐中，發現在士多啤梨裏藴含了肝炎菌，其原因是由於在南美包裝這批士多啤梨的工人工資低，窮困得不能就醫，故此在工作時把病毒傳播於食品中。

據報導稱，SA8000已在歐美推行，而三間跨國企業包括阿維安化妝品有限公司(Avon Cosmetics)，玩具反斗城有限公司(ToysR Us)及世界最大的郵遞公司奧托弗勝(Otto-Versand)均簽訂及履行這個指標。玩具反斗城有限公司(ToysR Us)已要求其5,000間供應商盡快申請獲得證明，該公司的入口部主席湯姆德盧卡(Tom Deluca)表示，該公司會與那些沒有獲得證明的供應商終止買賣。阿維安化妝品有限公司(Avon Cosmetics)亦已為旗下的19間工廠申請獲得證明書。

另外，亦有報導指生產商可向CEPAA申請SA8000認證，收費方面，則跟ISO標準的收費模式相同，以每一個工作人員的工作日(per man day)計算。追求達致SA8000標準的企業肯定會大大提高生產成本，但企業的質素亦會隨之而提高，有助加強在市場上的競爭力。

表一：SA8000標準撮要(草擬版)

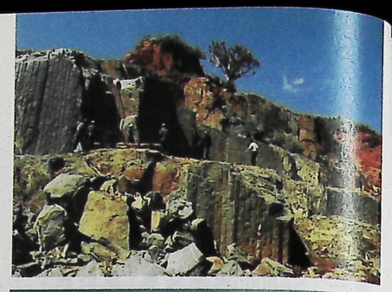
項目	公司應履行的責任
童工	・不能僱用15歲以下兒童 ・若僱用童工工作，公司須出示文件及與童工保持聯繫，證明不影響童工日常上學 ・童工不能在危險地方工作
被逼勞工	・不能僱用非自願性工作的勞工 ・不得徵收工作報名費用
健康與安全	・提供之工作環境，應避免意外或對健康產生傷害 ・須僱用高級管理人員，專責執行健康及安全條款 ・給予員工定期健康及安全訓練 ・所提供予員工之宿舍、衛生設施和食物貯存器皿，必須清潔及安全達到員工基本需求
組織的自由及集體爭取利益的權利	・應容許員工組織工會 ・要確保員工代表不會遭受歧視，並與員工保持溝通
歧視	・不能涉及種族、階級、出生地、宗教、傷殘、性別、性傾向、工會成員身份或政治等歧視 ・不能容許行為上帶有懲罰、威脅、虐待和利用成分
紀律方法	・不能涉及體罰、精神或身體抑遏和語句凌辱
工作時間	・在任何情況下，員工不應一星期工作逾48小時，每7日應至少有一日假期 ・超時工作每星期不能逾12小時
工資	・工資必須合符法律標準和員工基本需要 ・任何扣減工資行動，不涉及懲罰性原因
管理系統	・制訂公司社會責任策略 ・定期檢討有關策略及程序 ・讓非管理層員工選出代表，以便和高級管理員工溝通 ・確保有關標準執行 ・建立對外溝通的系統

(資料摘錄自一九九七年十二月二十三日香港經濟日報)

投資地區 Investment Profile

越南中部

越南中部是指越南中北部以南及越南中南部以北的經濟特區。該區之東面爲太平洋，西面分別與寮國及柬埔寨接壤，面積爲97,294平方公里，佔越南總面積的29%。該區地勢較爲多山，在夏季易受颱風吹襲及受水浸影響，而冬季則較爲乾燥。雖然該區是越南未被發展及最貧窮的地區，但發展潛力不弱。



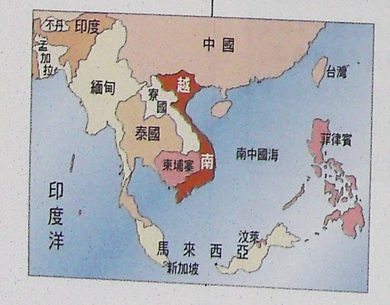
上圖：花岡岩是越南蘊藏量較多的礦物資源。
下圖：越南中部的港口是東南亞的轉口港之一。

地理優勢

越南中部的海港與北亞及南亞的海路航道十分接近。現時，連接着越南中部海港與寮國及柬埔寨的道路建築工程經已完成，大大改善兩地之間的運輸。越南中部有利的地理位置，使該區成為東南亞商業及出口加工中心，亦為東南亞擔當着轉口港之角色。海港如芽庄等地方便極具潛力發展為國際貿易中心，並協助越南西部高原省份及寮國之出入口活動。

海產資源

越南中部之海岸線長達1,172公里。海產資源是該區最重要資源之一。該處魚量豐富，其地理環境亦適宜培殖海產類如蝦、魷魚、墨魚等。然而，由於現時該區技術落後，暫時仍未能善用漁產量特多的優勢，以一九九五年為例，該區祇有196,000噸海產收成。不過，越南政府已定下目標，希望於二零零零年，該區可有215,000噸的漁產收成，並可為國家帶來1億4千5百萬美元的外匯收入。故此，政府會優先處理捕魚科技及設施投資項目。



土地資源

越南中部多個省份都有森林，而該區亦留有大部分土地作植樹之用。越南政府十分鼓勵木片加工、層壓木板及造紙等投資項目。

過去數年，該區無論在食物的生產、原料的加工及工廠的數目方面都有增加，令區內人民收入增加，生活水平亦得以提高。至於農地擴展及增加種植品種亦獲得好結果；現時，區內多個省份已經發展了糖、木薯、檳如樹堅果及煙草的加工廠。

礦物資源

該地之礦物雖不及北越豐富，但較為集中和易於開採。區內多個省份蘊藏大量花岡岩及其他較硬的石塊，適宜作建築材料之用。然而，由於該區設備未臻完善，故此祇有少量礦產被開發。

在沿岸的沙區中，亦儲存着大量適宜製造玻璃的白沙。投資在開採、分類、過濾及清洗可出口的白沙或用於建築的白沙，以及興建合符國內及海外標準的玻璃製造廠，同樣獲優先考慮。

另外，區內多個省份的沿海地區都有大量黑沙，蘊藏著鈦、鈦鐵礦及鋯石。至於在西面的高原地帶亦有大量的金和鋁土礦。

經濟情況

整體而言，越南的經濟在過去數年能夠穩定地、高速地增長，全賴推行改革政策。在一九九一年至九五年間，國內年均生產總值增幅約為8.2%，而在一九九六至九七年間之增幅更躍升至9%。物價指數方面，一九九一年的通脹率約為67.4%，但在一九九六年已大幅下降至4.6%。高速的經濟增長及低通脹，都是現時越南穩定的重要因素。

現時越南國有企業及私營企業的投資增長迅速。同時，外國企業在越南的投資亦維持在高增長水平。一九九七年六月，越南已批出2,054個項目，登記投資總額為310億美元。撇除一些逾期及退出的申請，該國仍有1,718個投資項目，金額總數達280億美元，目前已落實的投資項目涉及金額共120億美元，佔登記投資總額四成。

不過，相比起南部和北部，越南中部的外商直接投資增長較慢。為鼓勵更多外商投資，越南政府致力改善交通及基礎建設，又在中部發展多項旅遊項目，並制訂多項優惠措施和修訂法例，以製造有利的營商環境，藉着刺激更多外資流入中部來帶動南北部以至整個越南的經濟發展。

投資政策

為使投資及發展的資源得以靈活運用，越南政府制訂了連串政策，來推動中部及整個國家的經濟發展。

首先，為維持微觀經濟政策的穩定性，政府革新了財務及貨幣政策，以便充分利用各種資源，並增加了用作投資及發展的儲備，及鼓勵消費(其中包括國家的支出)和分散多個渠道，以便資金流通。

另外，越南亦鼓勵本地人多從事合法生意，希望加強本地的投資金額。政府亦透過不同渠道發展和擴大集資市場，例如各類長期或短期的存款計劃、發行政府及公司債券、擴大投資基金、為債券市場作出準備等辦法，都可依照越南的情況更有效地流動及運用資金。

越南政府亦正計劃向國際組織借貸，以便解決發展資金不足的障礙。該款項將主要用作興建經濟及社會基本設施，增強及改善科技及管理之技術，作為在農業、林木、養魚及生產消費品的投資基金。獲借貸的項目必會先肯定其還款能力及方法，以減少浪費資源的可能。

為確保貸款的成效，申請貸款的項目亦會先進行研究以確定其可行性，然後再參照國家意願，認定是否值得優先處理，並為接收貸款前作出準備。

越南除了想增加本地投資外，亦同時希望可吸引到外國集團的直接投資；政府希望可於一九九六年至二零零零年間，吸引130億至140億美元，佔社會發展總投資額的30%。

為達到此目的，越南政府於一九九六年引入和修訂了外國投資法例，以配合一些優惠投資項目政策，籍此吸引海外投資者。越南政府現時正積極批出外商遠至二零零零年的投資計劃，以便吸納更多外資。另外，政府亦列出鼓勵外商投資的地區及項目，以及外商未能參與的投資項目，供外商參考。

越南的海外投資集中於生產出口製成品及高科技行業。同時，海外投資亦集中在興建工業及高科技區域和基本設施，以加快國家經濟增長及加速國家現代化和工業化。

與此同時，越南政府尚需處理一些問題，如發牌予外資公司的程序等，以便外資公司能在更有利的環境下發展在越南的投資，而越南亦將繼續其對外國的友善政策，開放門戶予外國投資者。

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經濟新知 Economy Update

九八亞洲工業博覽會

雲集各地廠商　網羅尖端科技

由工商業展覽有限公司主辦及本會贊助的「九八亞洲工業博覽會」將於七月二十三至二十六日，一連四天假香港九龍灣國際展貿中心舉行，預料將吸引25,000多位來賓入場參觀。

博覽會為業內人士洽談業務、交流技術提供一個重要渠道。工商業展覽有限公司主席鄧鉅強先生表示：「九八亞洲工業博覽會是亞太區內一年一度的工業盛事，匯集工業機械、包裝、印刷、電子、表面裝置、儀器、塑膠等行業的先進科技，規模龐大，是海內外工商界人士搜羅一級科技、了解市場趨勢及物色業務伙伴的大好機會。」

現時，有近200家廠商來自十多個國家及地區如澳洲、中國、德國、意大利、日本、台灣、印尼、孟加拉、香港等參加，盛況空前。他們均是業內著名企業，計有Aziz Pipes Limited、多米諾印刷技術有限公司、杜芬工程有限公司、捷華實業有限公司、杭州科雷工貿有限公司、合源國際貿易有限公司、華漢商業器材有限公司、依瑪士公司、Improdex Pty Limited、日本國長野縣政府、株式會社近畿製作所、九龍機械有限公司、梁發記機器廠有限公司、Ostmann Werkzeug Tools Germany、寶惠機械有限公司、寶力機械公司、德機印刷器材有限公司、東寶自動機械工程公司、和東國際有限公司、環球爐業工程有限公司、環球印刷器材有限公司、台灣煒煌有限公司、王氏港建電子設備有限公司、兆騰企業有限公司等。

展品內容豐富，種類齊備。機械工業方面有電腦數控線切割機、數碼式放電火花機、加工中心、電腦鑽床、抄數系統、電腦線切割機、螺杆式空氣壓縮機、三座標測量系統、叉車、平面傳動帶、各類用途輸送帶、輕巧型輸送機、R&R無動力滾筒。包裝及印刷方面有噴墨編碼機、條碼標籤列印機、包裝機、真空包裝系統、工業用激光機、膠印機、印前印後印刷系統、中央速霸型裝釘系統、影像系統、打孔系統、鋁箔紙、拉伸圍膜系統。電子儀器方面有焊接機、循環或熱風系統、無塵車間設備、自動輸送帶系統、迴流焊爐、氣動熱壓機、ARO氣動雙隔膜泵、1301/1302探測儀、鐵氧體材料、自動IC取置機、直壓式精密注塑機、電爐設備。塑膠技術及物料方面則有吹塑機、注塑機、分切機、壓延機、熱塑性聚氨酯工程塑料、塑膠色料、色粉、PVC配料等。

九八亞洲工業博覽會由六個實力雄厚的工業展覽組成，包括第十九屆亞洲國際工業器材展覽會、第十二屆亞洲國際包裝及印刷器材展覽會、第十五屆亞洲國際電子工業展覽會、第十屆亞洲國際電子零件展覽會、第十二屆亞洲國際表面裝置技術展覽會和第十五屆亞洲國際塑膠工業展覽會，陣容龐大。

除本會外，博覽會還得到多個工業團體鼎力支持，計有香港工業總會、香港生產力促進局、香港科技協進會、香港電子業商會、香港印刷業商會、香港包裝專業協會、香港模具協會、香港金屬製造業協會及香港塑膠科技中心。

展覽會開放時間為七月二十三至二十五日上午十時至晚上七時，七月二十六日上午九時至下午五時，免費入場，歡迎業內人士蒞臨參觀。為方便來賓，主辦單位設有免費穿梭巴士來往九龍灣地鐵站及展覽場地。工商界人士如欲預先登記，請聯絡工商業展覽有限公司。

新聞界查詢詳情，請與工商業展覽有限公司冼小姐或謝小姐聯絡(電話：2865 2633)。

歡迎參觀至尊工業盛會

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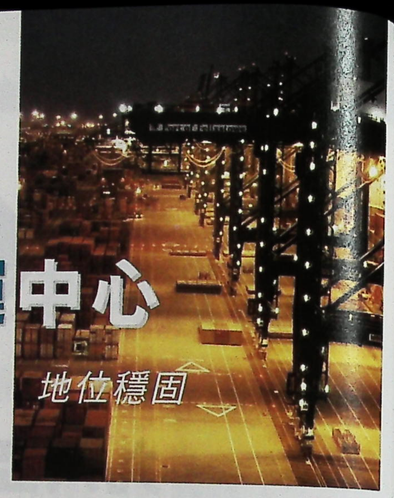
貿易概況 Trade News

香港航運中心 地位穩固



香港擁有人力資源和深水港兩大優越條件。航運與相關業務從業員約佔本港就業人口的五分之一，這足以反映航運業對本港經濟的貢獻。

隨着港商在深圳設廠生產，本港航運業成了深圳製造基地與海外市場之間的橋樑。與此同時，本港金融界所提供的服務亦有助鞏固香港作為全球主要航運中心之一的地位。

由於香港能提供各類專業航運服務，包括船運經紀、保險、海上法律及商檢服務等，不少日本和南韓船舶均委託香港公司負責人事安排及管理。目前，香港是亞洲首要的海運中心，在世界上的地位則僅次於倫敦，航運服務質素達至世界級水平，可謂傲視同儕，是營運船公司的理想地點。

本港航運服務完善 比倫敦紐約更優勝

香港的航運支援服務如保險、財務、船舶經營及船務管理等，完善齊備，而與內地的緊密聯繫，亦使本港的優勢較諸倫敦及紐約等航運中心更勝一籌。香港貨運周轉期短，貨運量及作業效率之高在世界上首屈一指，能為船公司提供一流的服務。

由於香港船公司往往根據屬下船隊的結構，行走有利可圖的航線，因此業務較受鋼鐵業興衰以及氣候變化(影響穀物運量)左右，本地的市場發展因素反屬其次。本港航運業深受世界經濟形勢牽制，至目前為止，雖然九十年代的業務比八十年代穩定，但預料一九九八年除了運油業務可望表現良佳外，航運業整體表現僅屬平平。

儘管如此，華南地區製造業欣欣向榮，促使本港港口迅速發展成為這個製造基地的海運樞紐。一九八七至九五年間，本港的貨櫃吞吐量從350萬個20呎櫃增加至1,200萬個。可是，一九九六年本港的貨櫃吞吐量升幅僅約7%，創下九年來增幅低於10%的紀錄。

貨運吞吐量仍然上升 雙位數字增長難持續

香港作為華南地區貨物外運唯一通道的地位，是造成貨運吞吐量過去急劇增長的主因，但相信這個雙位數字增幅難以長期持續。據估計，一九九七年的貨櫃吞吐量為1,400多萬個20呎櫃，比一九九六年增加8%；至於一九九七至二零零一年的增幅則約為4%左右，之後，這個較合理的升幅將會維持一段時間。另外，業者並不認為本港貨櫃吞吐量放緩與華南沿岸三個新港口先後投入服務有關。

深圳經濟特區的蛇口、赤灣港、鹽田港，雖然預料其中部分的吞吐量會倍增，但業者相信香港的貨物處理量不會因此而流失，原因是這三個華南港口的規模尚小，一九九七年的總吞吐量約100萬個20呎櫃，基本上不能與本港相提並論。故此，這幾個港口並未如最初估計般對本港構成重大威脅。即使這些港口擁有設施收費較廉的優勢，但累計其他方面的收費，總費用與本港的收費相去並不太遠。

由於香港港口服務齊全，因此進出的船舶絡繹不絕。每天約有六艘遠洋輪船駛離本港港口。另外，華南港口與本港港口可互補不足，內地和本港均配合各自的本地需求來發展所需設施，相信本港港口不會受華南港口影響。

預料短期內，鹽田、蛇口和赤灣碼頭的角色仍然次於本港，而華南沿岸其他較小型的港口則將繼續為本港發揮集散港的功能，集中處理珠江三角洲一帶的內河貿易。此外，上海是中國沿岸另一個優良港口，亦是一個深水港，但鑒於需要花上多年時間進行淤泥挖掘工程，暫時未能與香港一爭長短。

本港深水港得天獨厚 台灣新加坡難與爭鋒

此外，高雄及新加坡這兩個亞洲的「區內航運樞紐」亦不可與本港同日而語。新加坡與本港所服務的腹地迥異；至於高雄則祇是一個轉運港，並無提供船舶營運支援服務，對本港威脅不大。

本港港口能發展至今天的地位，有賴多個獨特因素，而非單單由於區內缺乏競爭對手所致。首先，本港擁有一個天然深水港口，加上港口管理完善，貨流量快，作業效率高，因此獲得不少船公司稱許。縱使有船公司表示裝卸費用較為昂貴，但港口營運商卻聲稱所提供的服務物有所值。為了保持這方面的優勢，本港不斷改善港口設施，務求盡用所有貨運能力。

對於這點，付貨人卻持有不同意見。據報導，目前香港港口的吸納能力已達飽和，改善設施祇會作為壓搾付貨人的另一個借口，船公司往往託辭「岸上設施費用大幅上升」，藉以提高付運費用。

港口設施如何配合發展需求是一項艱巨的工作，這個責任除了由政府當局聯同私營集團肩負外，港口發展局亦任重道遠。

回歸後本港地位不變 繼續擔任兩岸中轉站

香港是中國內地與台灣之間的貨運中轉站，地位獨特，假若海峽兩岸繼續互不通航，本港港口可繼續擔任重要角色。

香港回歸曾一度對本港的中轉港地位構成威脅，幸而兩地政府最終達成協議，同意台灣註冊船舶駛進本港海域時毋須懸掛旗幟，而本港註冊船舶進入台灣海域時可懸掛特區政府區旗，問題始獲得解決。然而，即使海峽兩岸直接通航，預料對本港港口造成的影響亦祇屬輕微。

儘管香港港口過去貨物吞吐量以雙位數字增長的輝煌日子也許難以復再，甚至可能喪失作為海峽兩岸之間的中轉港地位，但本港航運業前景依然一片光明。市場對香港航運服務的需求持續殷切，短期內，不論鹽田或蛇口的發展如何，亦不足以對香港構成影響。

(資料：香港貿易發展局)

美國寵物用品市場

迅速崛興

在美國家庭用品市場，家居飾品及浴池用品炙手可熱。與此同時，寵物用品市場亦迅速興起，且備受注視。

美國人每年在寵物食品、護理和裝扮方面的開支約200億美元，不少市場分析家預計，這項支出於未來十年將會大幅飆升，但這不表示寵物數目有所增加，祇是主人對寵物疼愛有加，樂於在牠們身上花更多金錢。

去年進行的一項調查顯示，美國有59%的家庭飼養寵物，其中以狗隻佔大多數，有近四成家庭最少養有一頭狗，其次是貓、金魚及雀鳥。

儘管飼養寵物者以有子女的家庭居多，但許多專家相信沒有子女的人士是最不惜花錢為寵物購置用品的顧客。對於單身人士、無孩子的夫婦和老人來說，寵物猶如子女，能給他們帶來情誼與溫馨，因此對寵物呵護備至。

調查又發現，有7%的狗主

上圖：備受寵愛的狗隻戴上帽子。左圖：經營寵物用品的專門店。

以郵購方式購買狗帶及狗圈等用品，8%的貓主郵購維他命等保健產品，而採用郵購方式購買貓糧狗糧的寵物主人則祇有1%。由此觀之，目錄營銷商應避免透過郵售推銷寵物實用物品。

由於調查顯示45%的寵物主人會在特別節日送禮物給其寵兒，經營寵物禮品及配件生意可為業者賺取豐厚利潤，故此禮品和家居飾品營銷商紛紛加入銷售寵物用品的行列，例如家居裝飾郵購公司便推出仿豹皮寵物床及磨光銅雀籠，至於禮品目錄營銷商更推銷可以刻字的花崗岩寵物紀念碑。

此外，女士禮品目錄營銷商以五花八門的寵物配飾如羊毛爪靴及狗頸巾等廣作招徠。另一家則推出千奇百怪的寵物用品，包括專為狗隻設計的萬聖節服裝。至於專門營銷個人禮品的郵購目錄商，亦將專為人類而設計的個人用品擴闊至寵物用品，例如刻上寵物名字的食物碟及盛水器等。

(資料：香港貿易發展局)

西班牙：傳統玩具再領風騷

調查研究數據顯示，西班牙玩具業經過歷時五年的衰退後，一九九八年的產品銷量預料可增長約3%。

不久前掀起一陣熱潮的電子寵物，似乎已為小朋友所厭棄，而電子遊戲機及相關產品對他們的吸引力亦逐漸減退。遊戲小子(Game Boy)於六年前面世時曾經風靡一時，不少家庭至今仍然擁有最少一具這類遊戲機。不少業內人士相信，隨着電子遊戲機售價在一九九八年漸趨大眾化，該類產品的市道將重現蓬勃景象。

鑒於玩具潮流瞬息萬變，設計師都積極發掘新意念。至目前為止，由於大型玩具廠商仍未在西班牙市場推出新穎吸引的產品，因此預料一直有不俗表現的傳統玩具將於一九九八年再領風騷。據零售商表示，動作玩具、電視節目人物玩具、芭比洋娃娃、兒童電腦以及其他電子益智玩具將大受歡迎，並會取代以操控為主的電子遊戲，原因是有輿論批評，兒童沉迷於這類電子遊戲，性格將變得孤僻，不易與人相處。

電子教育玩具在西班牙大受歡迎。

聖誕節是玩具的銷售旺季，銷量佔全年75%。據悉，一九九六年聖誕期間玩具市道暢旺，零售商存貨均被搶購一空，可惜製造商未能及時應付額外需求，否則銷售業績應可更佳。儘管如此，一九九七年一月至八月的銷量較一九九六年同期增加了3%。

業內人士表示，該國玩具銷量經過五年持續下跌後，於一九九七年聖誕節首次回升，估計有2%至3%增長。西班牙兒童在聖誕節的玩具花費，平均每人約為115美元，換言之，當地家庭在這期間的有關開支約達一億三千萬美元。

根據一九九六年的貿易數字顯示，進口西班牙的玩具總值超過三億美元，較一九九五年增加約14%，其中出口佔二億七千萬美元，較一九九五年增加超過30%。

西班牙從香港進口的產品大部分為售價低於14美元的遊戲及玩具。一九九五年，香港對西班牙出口的玩具總值95萬美元，進口則為68萬美元，貿易順差達40%。可是，香港於一九九六年輸往該國的玩具產品總值降至87萬美元，進口卻增至75萬美元，貿易順差減至17%。

總而言之，香港的遊戲和玩具獲得西班牙人垂青，主要因為產品種類繁多，而且價格比西班牙本土製品便宜。有意進軍西班牙玩具市場的香港玩具廠商，應該注意這點。

(資料：香港貿易發展局)

內地員工缺乏自發性

企業管理 Business Management

職業訓練局屬下管理及督導訓練委員會於一九九六年進行了一項有關本港商業及服務業在內地的管理發展需求調查，其中關於在內地招聘、培訓及員工能力等問題被列作調查項目。調查結果顯示，有高達59%被訪的本港機構認為內地員工「自發性不足」。本刊今期特別刊登由香港管理專業發展中心提供的有關文章，與讀者剖析這個備受關注的問題。

內地員工「自發性不足」之原因有以下幾點：

一、本港管理人員及內地員工未有改變本身的處事方式，以致無法互相配合。香港管理專業發展中心於一九九六年進行的一項研究指出，若本港管理人員希望在內地工作有卓越的表現，其中一個主要的成功因素是適應內地的工作環境。反過來說，如本港管理人員對內地員工未能提供清楚的指示，則很難期望他們在工作上有自發性表現。

二、內地員工可能較為拘謹(從文化層面來看)，尤其是那些從未與國外管理人員共事的員工。其實，要改變這些固有的行為，僱主可舉辦各類社交活動，並鼓勵員工多參與，讓他們有更多機會溝通。就以內地一間合資工廠為例，廠方便曾採用這種做法而取得成果。工廠的管理層委派專人為員工安排各類工餘社交活動，例如舞會、舞蹈班、歌唱比賽等，從而改變內地員工的拘謹性格。

三、在內地，員工的同輩行為對整體僱員的自發性構成極大影響，儘管部分員工並未有這種行為表現，但同輩行為模式仍深具影響力。因此，要求員工改變積習或固有態度，可能是一項艱鉅甚至是徒勞無功的工作。較可取的做法是為員工營造一個自由開放的工作氣氛。

四、內地員工「缺乏自發性」，可能是因為他們過份怯於本港管理人員的權威。其實，本港管理人員理應受到內地員工的尊重，同時亦須以適當態度，鼓勵下屬積極地在工作上作出貢獻。

五、「缺乏自發性」的根源，可能是「避免犯錯」。這種情況也許與下列兩個因素有關：

- 獲委派執行任務員工的能力；
- 犯錯的後果。

若從提高工作能力方面着手，內地員工須學習工作所需技能，本港管理人員則須接受管理及督導訓練。但有一點必須留意，員工可能從過往的事件得到啟示，即所犯錯誤的大小，與須承擔的後果是不相稱的。員工因而會極力抑壓本身的自發性行為，及避免在公司事務上擔當積極的角色。

六、「缺乏自發性」可能反映內地員工無法在工作方面得到滿足感，因而導致他們的工作表現祇會符合機構的最低要求。本港管理人員可能高估物質報酬對內地員工的效用，而忽略了其真正需要。

七、「缺乏自發性」可能是本港管理人員單方面的看法，未必反映真實情況。根據香港管理專業發展中心在一九九六年進行的內地和本港僱員工作特色研究，內地員工認為他們工作時的自發性很高。事實上，內地員工在這方面比本港僱員略勝一籌。

由於管理情況可能是引致員工缺乏自發性的表面原因，這個問題應作進一步研究。此外，群體行為、管理模式、工作環境及管理作風等亦屬進一步研究的範圍，以便找出員工缺乏自發性的真正原因。

(本文節錄自香港管理專業發展中心《卓越管理》第25期，作者為該中心首席顧問邢宏彬先生)

中西部透視 The Mid-West Outlook

四川

四川省是農業、工業、科技及資源大省，全省總人口達8,357萬，居全國第三位。

一九九六年，該省社會消費品零售總額達1,091億元人民幣，居全國第九位、西部地區第一位。

工業發展

四川的電子業在國內佔有重要位置，企業數目亦是全國最多。四川的電子業以大規模生產見稱，並運用先進科技、專業人才和先進設備生產。省內企業亦可製造多種電子設備如工業雷達、電訊設備、收音機、電視機及電腦等。成都電子科技大學便在這些領域為中國培育大量傑出人才。

在能源方面，四川的煤年產量達8,970萬噸，炭的年產量則達440萬噸。另外，四川擁有中國最多的天然氣，並有40%用在化學工業上。由於天然氣對發展化學工業有一定的幫助，故四川的化學工業十分發達。

此外，四川的輕工業發展亦十分迅速及多元化，發展理想的輕工業包括皮具加工、食品加工及農產品加工等。另外，在紡織業方面，四川亦開始採用由外地引入的高科技及機器以提高生產力。

四川另一項優勢是有大量的科技人才。該省擁有超過1,800間發展及研究院，超過60間大專院校，共有155萬多名技術人員及科學家，為全中國之第三位。

通訊業

由於四川位於內陸地區，四周環山，對外交通一直不太方便，但是經過多年的改善，現時交通及通訊設備已大大改善。鐵路方面，成都—重慶、成都—昆明、重慶—貴陽等多條路線便已把四川與多個鄰近省份連接起來。航空方面，該省擁有超過150條國內外航線，連接超過50個國內外城市。另外，由於鄰近長江、嘉陵江及烏江，四川的水路發展亦十分發達，而電訊網絡在當地的發展形勢亦十分理想，手提電話、無線電通訊在當地已十分普及。

對外經貿關係

截至一九九七年九月底，四川已與138個國家和地區建立了經貿合作關係，直接吸引外資80億美元，實際利用外資累計約45億美元；美國摩托羅拉、德國西門子、日本豐田等國際知名集團都已在四川開辦企業。四川省累計共有外商投資企業4,799個，一九九六年全省進出口總額達26億美元。

在所有外商投資中，香港所佔的比重最大。截至一九九六年底，香港在四川的投資額累計約45億美元，佔總投資額55%，涉及3,514個項目。

四川省一九九七年首三季外貿進出口總值超過12億美元，其中出口8.7億美元，進口3.4億美元，貿易順差5.3億美元。

近年，四川省三資企業外貿發展迅速，其進口份額已佔全省進口總值40%以上，其中以中外合資企業外貿出口最為突出。綿陽、樂山、宜賓和江油等地三資企業的外貿呈良好發展態勢。

在四川外貿進出口商品構成中，工業製品的出口比例正在增加。在一九九七年首三季度，工業製成品出口達七億美元，比去年同期增長8%，其中鋼鐵、金屬製品、非鐵道用車輛及其零件和光學檢測儀表出口勢頭看漲。另外，民族地區(甘孜、阿壩、涼山三州)近年來充分發揮其盛產松茸、蟲草等土特產品的優勢，積極開拓國際市場，對外貿易取得了可喜成績，尤其是松茸暢銷日本、韓國、美國和香港地區。據統計，一九九七年首九個月，三州外貿進出口值864萬美元，比去年同期增長68.3%，遠遠超出全省外貿發展水平。

另外，四川高新區外貿發展也十分迅速，一九九七年首三季度，成都、綿陽高新技術開發區進出口值累計2,812萬美元，比去年同期增長23.8%，高於全省外貿發展水平。

主要城市—成都

成都為四川省會，現已建成國家級期貨交易所、人才市場和技術交易所，並建成了一批區域性和全國性大型批發市場。國務院將成都規劃為中國西部地區的商貿、科技、金融中心和交通、通訊樞紐。

一九九七年，成都市實現國內生產總值超過1,000億元人民幣之目標，成為中國西部地區繼重慶直轄市後又一個產值過1,000億元人民幣的城市。其經濟綜合實力在國內各大中城市位居第十二位。

四川有充足的能源供應。

成都是國務院確定的西南地區金融、科技、商貿中心和交通通訊樞紐。在一九九六及一九九七年，成都經濟增幅穩定在11%以上，並保持了財政收入高速增長，三層產業協調發展。

成都市建成西部最大的台商投資開發區及高新技術開發區，成為經濟發展和吸引外資最具活力的地方。

改革開放以來，成都市充分發揮區位優勢，提出了發展大流通、搞好大商貿、建設大市場的戰略決策，使商貿業在全市經濟的比重不斷加大。目前，成都市有各類市場700多個。

服務機構
嘉陵公司
JiaLing (Hong Kong) Co Ltd
地址：銅鑼灣軒尼詩道555號
東角中心2102室
電話：2572 8897
傳真：2570 4371

研討會／訓練課程

日期	項目	地點	主辦機構	聯絡人／電話及傳真
一九九八年				
七月二日	中國現行商業稅制、類別及徵收管理 I	灣仔職業訓練局	香港管理專業發展中心	邢宏彬先生 電話: 2836 1826 傳真: 2572 7130
七月六日至二十三日	ISO 9000系列——內容及實際應用	九龍旺角彌敦道636號銀行中心13樓	香港生產力促進局	香港生產力促進局顧問 電話: 2780 8251 傳真: 2770 7902
七月七日至八日	標準借鑑	九龍塘達之路 香港生產力促進局大樓	同上	歐麗萍小姐 電話: 2788 6381 傳真: 2788 6056
七月九日	中國現行商業稅制、類別及徵收管理 II	灣仔職業訓練局	香港管理專業發展中心	邢宏彬先生 電話: 2836 1826 傳真: 2572 7130
七月九日至十日	變革管理	九龍塘達之路 香港生產力促進局大樓	香港生產力促進局	歐麗萍小姐 電話: 2788 6381 傳真: 2788 6056
七月十三日至十四日	業務重整	同上	同上	同上
七月十六日	中國現行商業稅制、類別及徵收管理 III	灣仔職業訓練局	香港管理專業發展中心	邢宏彬先生 電話: 2836 1826 傳真: 2572 7130
七月二十三日	中國現行商業稅制、類別及徵收管理 IV	同上	同上	同上
七月三十日	中國現行商業稅制、類別及徵收管理 V	同上	同上	同上

洽談會／展覽會

日期	項目	地點	洽談會／展覽項目	主辦機構
一九九八年				
七月八日至七月十二日	SPORTS CLUB 98	莫斯科	各類體育用品	Stand Service Ltd 電話：(7095) 332 0210 傳真：(7095) 937 5040
七月十四日至十七日	香港時裝節 99 春夏系列	香港會議展覽中心	各款春夏時裝、首飾及配件	香港貿易發展局 電話：(852) 2584 4333 傳真：(852) 2824 0249
七月二十二日至二十七日	香港書展九八	香港會議展覽中心	各類書刊、印刷品、工藝品、文具及版權代理	香港貿易發展局 電話：(852) 2240 4222 傳真：(852) 2824 0249
七月二十三至二十六日	98 亞洲工業博覽會	九龍灣國際展貿中心	機床及金屬加工機械、包裝及印刷機械、塑膠加工機械、電子生產設備及元件、物料搬運設備及絲印設備	工商業展覽有限公司 電話：(852) 2865 2633 傳真：(852) 2866 1770

新會員 NEW MEMBERS

普通會員 Ordinary Members

捷成五金實業公司
營務助理：雷麗娟
業務：鈕扣製造及出口
Jebsen Metal Industrial Co
Assistant Manager: Mrs Fanny Lui Lai Kuen
Nature of business: Buttons manufacturing and export

先豪實業有限公司
董事助理：吳惠娥
業務：塑膠模具製造及出口
Lintall Industries Ltd
Assistant Managing Director: Ms Ng Wai Ngo, Katherine
Nature of business: Plastic moulds manufacturing and export

勝聯有限公司
經理：紀曉惠
業務：梳織品製造及出口
Good & Best Ltd
Manager: Ms Kei Yiu Wai
Nature of business: Woven manufacturing and export

星光製衣有限公司
董事：徐開元
業務：成衣製造及出口
Starlight Garment Ltd
Managing Director: Mr Hsu Kai Yuan
Nature of business: Garment manufacturing and export

僑興針織製衣廠
經理：陳培揚
業務：針織品製造及出口
Kiu Hing Knitting Garment Fty
Manager: Mr Chan Pui Yeung, Michael
Nature of business: Knitwear manufacturing and export

新豐柯式製本有限公司
副董事：周志文
業務：印刷
Sun Fung Offset Binding Co Ltd
Executive Director: Mr Raymond Chau
Nature of business: Printing

友利(香港)製衣廠
董事：郭偉
業務：成衣製造及出口
Yau Lei (HK) Gmt Fty O/B Grand Conqueror Ltd
Director: Mr Kwok Wai
Nature of business: Garment manufacturing and export

聯運製衣有限公司
董事：商少華
業務：成衣製造及出口
United Winner Garment Ltd
Director: Mr Siu Siu Wah
Nature of business: Garment manufacturing and export

浩泰製衣廠有限公司
董事：洪友良
業務：成衣製造及出口
H & T Garment Fty Ltd
Director: Mr Hong Yao Liang
Nature of business: Garment manufacturing and export

贊助會員 Associate Members

鄧氏企業集團有限公司
總裁：鄧曉蘭
業務：地產、金融及基建
Deng's Corporation Ltd
President: Mdm Deng Xiao Lan
Nature of business: Property, finance and construction

並昌針織有限公司
經理：周慧儀
業務：針織品出口
Pink Strong Knitting Ltd
Manager: Ms Chow Wai Yee
Nature of business: Knitwear export

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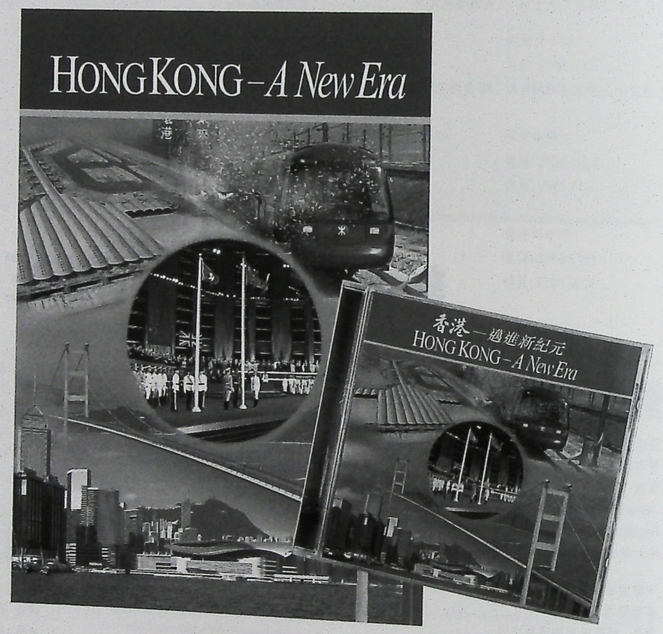

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CMA Supports the Rescue Bid for Economy

The Association welcomes and supports the HK$32-billion rescue package unveiled on June 22 to ease pressure on the economy. The move shows that the HKSAR Government is willing to listen to public opinions and is resolved to share the ups and downs with the community. The bailout package addresses the heart of the matter, particularly in boosting up the confidence of our people and investors, and in easing money flow. The Association urges the community and the business sector to support the government's move, keep confidence in our future economy, and to work together in order to extricate Hong Kong from the present predicament.

The Association believes that it is extremely essential, appropriate and timely for the government to provide a HK$2 billion loan scheme to help solve the financing problems of small- and medium-sized enterprises (SMEs). Since the outbreak of the Asian financial storm, the continued high interest rates and unceasing credit contraction of banks have created severe hardships on the operation of our SMEs. Our business drops and our economy weakens. To a certain extent, the pilot HK$500 million Credit Guarantee Scheme launched by the government in early June helps SMEs to ease their tight financial problem. The additional HK$2 billion package would certainly further help them in their cash flow. The Association urges the government to stipulate details of this scheme as soon as possible, which should involve simple application procedures and allow maximum flexibility. Low interest rates and application fees should be achieved to the benefit of SMEs.

As regards to the tax exemption for companies on interest earned on locally held deposits, the Association opines that this would lure the cash now logged in foreign markets back to the local financial sector and ease money flow to stimulate our economy. The Association hopes that the interest rates could drop as soon as possible, to enable more capital to be injected into the business sector at much lower costs, facilitating our commercial and economic developments as a whole.

The Association believes that the suspension of land sales and the expansion of the quotas of the 'Home Starter Loan Scheme' and 'Home Purchase Loan Scheme' will help stabilize the property market. The Association stresses our view that the property market is an important element of Hong Kong's economy and any abnormal price fluctuation would harm our economic stability and public confidence. Therefore, Hong Kong needs to have a stable and sound property market.

The Association also welcomes the government's proposal of giving a rate rebates, cutting the duties on diesel and lowering charges for importers and exporters, all aimed to alleviate the burden on our people and enterprises. Though these measures, together with the pay freeze on top officials, will not greatly benefit the general public and the business sector, yet the symbolic significance behind is immense, which is that the government fully understands our hardships and is committed to share the economic woes with the community at large. This is extremely necessary and important for strengthening public confidence.

Hit by the Asian financial storm, Hong Kong is now experiencing the worst economic downturn ever happened in the past ten years. However, the Association believes that our economic foundation is still very solid, as evidenced by our ability and determination to launch such a massive rescue package months after the Asian financial storm started. Hong Kong people, together with our local and foreign investors, should continue to have confidence in our economy. We do not need to be too sensitive to market fluctuation, nor too negative on our economic outlook, as such responses would weaken the revival capacity of our economy.

Indeed, the Asian financial storm started in the middle of last year has already been under control. Though the recent sliding Japanese yen incurred another adverse impact on the Asian region, yet the financial turmoil in the region is expected to be quickly relieved, as long as Japan could improve its financial system and implement its revitalization package in time, and Southeast Asian countries could cope with their social and economic problems. The prospects for Asia are still promising. Our own economy, supported by the government's determination and the confidence of the whole community, will then rapidly revive.

FOCUS 專題報導

China's Domestic Market —

Opportunities, Challenges & Strategies

for Hong Kong Manufacturers

The Asian financial turmoil devastates the whole East Asian market. It is believed that the region needs at least one or two years to regain its economic strength. China is comparatively less affected and after undergoing the marco-economic adjustment, its domestic consumption gradually increases. It is therefore not surprising for Hong Kong manufacturers to turn to the China market. Regarding discussions on way of tapping the domestic market in the mainland, the atmosphere has been heated up again among members of the trade and industry.

Sales Promotion to cope with Characteristics in the Mainland Market

Since Guangdong Province proclaimed new regulations to relax domestic sales proportion for foreign invested enterprises in 1996, it has become apparent that Hong Kong manufacturers begin to direct vigorous efforts in expanding China's domestic market.

In the past, many foreign invested enterprises for outward processing have also engaged in small size domestic sales, in a direct wholesale manner from the factory. Buyers from the mainland (including those from other provinces) will go to the factories to buy in cash and re-sell the goods elsewhere.

There are mainly three types of buyers. First, the individual business operators for outward processing who purchase semi-finished products from foreign invested processing enterprises, conduct simple processing on these products and resell them. Second, merchandizers from enterprises in the mainland. They purchase parts, accessories or semi-finished goods which they cannot produce themselves. Third, workers from other provinces. They use their savings to buy commodities saleable in their hometown.

The retail markets in Shenzhen, Guangzhou, Xiamen and Shanghai all show signs of an upturn. In these regions, consumers emphasize on product quality. Price is sometimes the second consideration. However, though popular cities attract good retail business, yet the operation costs there are much higher. Profit margins in these regions will be smaller than those in less competitive inland areas such as Chengdu, Wuhan and Shengyeng.

The behaviour of consumers in inland areas exhibited the following psychological features. Firstly, people are 'brand name' oriented. Indeed, their passion for brand products measures the same with that of consumers in the coastal areas. They are sometimes even more willing to spend money on brand items. Therefore, it is not exaggerating at all to display brand products in an eye-catching position, and even in sizes above average.

Secondly, products should bear some traditional taste. Commodities, all in all, should not be too trendy or fancy, keeping a cool colour. To meet the consumer demand, products sometimes should also be elegant looking, like high priced items such as the downy fur-line jacket.

Thirdly, products should be promoted with offering small gifts. This is a very important promotion strategy as some consumers buy just to enjoy such small benefits.

However, residents of major cities have increasing demand for product quality and they are willing to spend more money on brand products. Ordinary working people may still prefer to buy inexpensive items at roadside stalls. In Shenzhen and Guangzhou, consumers would like to buy sophisticated products from specialty stores with an endless array of exhibits such as deluxe audio equipment or clothes or footwear. For higher quality assurance, 60% to 70% consumers will buy the bulky commodities such as refrigerators, washing machines and air conditioners in large department stores. As for white-collar class including civil servants, employees in finance and insurance and senior executives, big shopping malls would be their favourable places of buying clothes.

Challenges and Opportunities Co-exist

Many people feel optimistic about China's domestic market, and opine that the latter should be developed as soon as possible in view of its vast potential. Acquiring such a market as an investment back up would help balance the losses for enterprises even if their overseas business drops.

After the first sessions of the 9th National People's Congress and the 9th Chinese People's Political Consultative Conference, the state-owned enterprises and government departments have streamlined their organizational structure, creating a large number of unemployed workers and cadres. Some people in the industry worry that this would hamper the retail business of Hong Kong products in the mainland as these unemployed may raise funds to run businesses to compete with Hong Kong manufacturers.

Despite facing increasing competition from the mainland, some Hong Kong manufacturers are still very positive. They believe that their product lines and target customers totally differ from those of their competitors in the mainland. These manufacturers are stronger than their competitors in every aspect, except the network of relations which demands them their utmost efforts. However, as long as the retail market in the mainland continues to grow, they really do not need to worry any problem.

Indeed, some state-owned enterprises are currently upgrading their product standards in order to catch up with Hong Kong products, thereby barring any increase in retail prices of Hong Kong products. 'Playboy' and 'Goldlion' are well-known brand items available in chain stores. Apart from these famous names, other home electrical appliances having more or less the same quality as China made ones, eventually do not sell well. Currently, even imported goods no longer dominate the mainland market as before and some Hong Kong products are also losing their competitiveness due to the lack of good after sales maintenance services.

However, Hong Kong still has good quality products - fashion followed by foodstuff. Most Hong Kong's foodstuff suppliers have imported foreign production techniques to produce batches of snack with extraordinary taste. These items naturally dominate the market as there are no comparable foodstuffs manufactured in the mainland. In addition, cosmetics, fashionable leather products and accessories from Hong Kong are products with good market potentials.

Foreign enterprises will encounter numerous difficulties in exploring the domestic market in the mainland. Firstly, the agents' default in payment often leads to squeezed capital. Foreign enterprises usually market their products through agents. Once these agents default in payment, these enterprises will lack money for transactions.

Secondly, the unpredictable change of policy. With inadequate communications and inconsistent steps between the central government and regional governments, different interpretations of policy often arise. It is difficult for foreign enterprises to follow the rules and they sometimes even fall victim to such policy changes.

Thirdly, other than obtaining the right for domestic sales, foreign enterprises also need to go through complex and awkward procedures in applying for such licenses. In the face of the overlapping of government departments in the mainland, such applications are time-consuming processes in order to get approval from the various departments.

Fourthly, many areas in the mainland stipulate that all imported products from foreign invested enterprises also need to apply for 'transporting permit' for domestic sales. These measures will weaken the desire of foreign enterprises in making investments in the mainland.

Fifthly, with the exception of a few brand products, the market share of Hong Kong products (Guangdong products) in the mainland is unceasingly dropping, some even shrinking.

A survey indicates that the opening up of the mainland market leads to a gradual replacement for Guangdong products by those from Shanghai, Jiangsu and Zhejiang. Competition between different mainland's provinces and cities and different enterprises are extremely keen.

Currently, people from other provinces often say 'Regain the lost market'. As a whole, Hong Kong products are now facing challenges from those made in northern China and those imported.

A department store in Chengdu provides a superb collection of home electrical appliances.

Strategies and Clues to Tap the Mainland's Domestic Market

How to select the most appropriate location for starting business is crucial to hit successful domestic sales in the mainland. Mr Allen Lee, Managing Director of Sammitex Co., Ltd once visited a shopping mall in Shanghai to study the feasibility of establishing a garment wholesale business in northern China, with the support of Hong Kong invested factories in Guangdong Province. He concluded that Shanghai has a great market potential for garment wholesale. But he was required to enter into wholesale contract with 20 tenants of the shopping mall. The order size for each product category is only a few dozens and the credit terms span for two to three months. Any default in payment from buyers may lead to bankruptcy of his own company.

It is necessary to find a mainland partner for operating business in the mainland. Watch and Clock manufacturer Mr Eddie Leung suggests it would be best to work with some reputable and well-established organizations in the mainland. Some profit gained will help enhance their business sense, and change their concept of allowing defaults of payment.

If parties in the mainland fail to honour the first payment, it is necessary to warn them that no further transaction would proceed unless they pay. This tactic works every time because retails usually want to have continuous business. In addition, it would be better for Hong Kong manufacturers to set up warehouses for distribution which, after integration, facilitates their retailers to pick up the goods. This would help reduce the supply variation brought about by the changes in customs policies, and also help stabilize the prices of goods.

After getting a partner, the next step for Hong Kong manufacturers is to consider how to promote the products and what kinds of products should be launched. Mrs Mimi Yeung, Head of Fashion, Hong Kong Trade Development Council, pointed out that Hong Kong manufacturers urgently need to create a prestigious brand. It is a minor problem to consider whether the products promoted are high priced, medium or low priced. Only brand products guarantee good sales.

Clothes stalls on the roadside offer alternative to ordinary working class.

But why brand fashion sometimes experience sluggish growth in sales. Prominent fashion designer Miss Judy Mann said that high price is the factor. Nonetheless, the fashion taste for market in key cities like Beijing is far different from the overseas market. Take her own brand products as an example, the target audience is the working class pursuing trendy fashion, but they are not as flexible as Hong Kong people in dressing up themselves matching different single items. Another factor for the poor sales of Hong Kong's medium and high priced fashion in the mainland may be due to inadequate publicity, failing to impress the consumers.

Product image and packaging are vital elements in selling in the mainland market. Apart from promoting their own brand products, Hong Kong manufacturers can also directly market the brand products imported from overseas. Miss Priscilla Wong, Marketing Manager of World Pride Hong Kong Ltd pointed out that the so called brand marketing is really a mode of service operation which enables Hong Kong manufacturers to act as agents of some overseas brands in mainland China and Hong Kong. They then improve the production and packaging techniques of the mainland enterprises to resell these brand products.

It is not possible to set up individual store in every location to develop domestic sales and retail business in the mainland. One most effective way is to have the products sold in existing shops. However, it is inevitable to take the risk of default.

In the past, the major factor for the failure of selling on commission basis is the lack of supervision and supporting work, so that it is very easy for agents to default payment. Therefore, what Hong Kong manufacturers should do first is to meticulously select a commission shop. It is best to choose a well-established company with a long history and good reputation.

Mr Eddie Leung pointed out that his company has set up branch offices in each area, where five to six mainland employees are employed to take care of site searching and decoration, staff training, stock control and debts collection. The key personnel from the Hong Kong headquarters will pay regular visits to check the ledger accounts and stocks in the mainland, to ensure effective communication of the company's instructions to their mainland employees. To motivate these employees, the company also links up their wages with the domestic sales and debt receipts.

In fact, the commission shop is only a stepping stone. What's more important is to publicize the products and the corporate image, test the market, search business partners and to understand the consumption pattern in the mainland.

In addition to commission sales, Hong Kong manufacturers may also develop the mainland's domestic market by opening up chain stores, capitalizing on the advantages where one single store cannot afford.

The chain store operation, to a certain extent, can help dilute the risks and gather market information from different regions. It also make easier for Hong Kong manufacturers to get discounts in purchasing and to act as agents of imported products, particularly some unknown foreign brands.

As regards human resources management, chain store operation can provide employees more promotion opportunities, nurturing them a sense of belonging to the company. This is what a single store operation, where internal competition for promotion is rife, cannot offer.

However, the weakness of this kind of operation is rather costly, because transportation and accommodation expenses for business travel of key personnel are extremely huge. These costs will further increase if strong after sales maintenance service is required.

Also, chain store operation easily leads to problems in financial management. Some chain stores may engage in their private business such as on-site repair services under the name of the same company. This will harm the company's reputation if their private business fails.

In addition, this kind of operation will hinder the flexible allocation of funds if communication between branches or between branches and the headquarters is not smooth. Also branches can only gain access to limited bank loans. The headquarters then needs to take longer time to arrange capital for other investments.

In the utilization of resources, the headquarters should centralize procurement, manpower training and product marketing in order to enhance operation efficiency and cost effectiveness.

In sales and marketing, the headquarters can place new products with market potentials in its branches to test market response. It is more economical to hire marketing professionals in the mainland through a centralized recruitment exercise from the headquarters instead of from the branches.

What Hong Kong manufacturers should note are the opportunities of creating more business with government organizations, then the decoration, installation of equipment and furniture, and miscellaneous expenses of the branches. Hong Kong manufacturers should note that employees in the mainland differ from Hong Kong employees in their concept to money, the former are likely to do private business. Besides, Hong Kong manufacturers also need to understand the problems regarding their registered capital, because every industry in the mainland is required to meet the minimum requirement on capital. The capital, once registered, is not transferable for other business operations. This is quite different from Hong Kong.

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現時無數僱主不單要面對員工流失及勞工短缺之問題，亦要應付長期服務金之承擔。因此，一套簡單妥善的**公積金計劃**，除令員工獲得優厚及長遠之福利保障外，僱主亦可加強招聘實力，保留人材。有見及此，香港中華廠商聯合會特為廠商會會員設立**公積金計劃**。此項計劃由怡安僱員福利顧問有限公司策劃，美國友邦保險（信託）有限公司承保。

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Profile 人物專訪

Maria Tam

from A Different Perspective — The 'Hong Kong Tree Planting Day'

Ms Maria Tam Wai-chu is reportedly a barrister of social conscience, a controversial politician and an active business woman. In the past two decades, Ms Tam wore many hats which were so different and sometimes contradictory that she gave people the impression of being a multi or even a split personality.

Advocacy of Tree Planting

Be it a piece of commendation or criticism, not one article on Ms Tam in the past touched upon her human aspects. She is, all in all, a lover of nature, a diligent scholar and a dutiful daughter.

As a green activist, Ms Tam is one of the strong advocates to establish the 'Hong Kong Tree Planting Day', now an annual event to be held on the fourth Sunday in March.

"I know that there have been official tree planting days in mainland China for a very long time. I wonder if we could follow suit in Hong Kong," Ms Tam explained as she was busily fishing out the relevant press release from her cotton environment-friendly shopping bag.

"After all, plants and trees in a park are truly things which can be enjoyed by everybody, both the rich and the poor," she added.

Struck by this brilliant idea, Ms Tam teamed up with other celebrities to lobby various government departments and the Chief Executive Mr Tung Chee-hwa to launch the first Tree Planting Day in Hong Kong on March 22 this year. Her proposal was naturally accepted, now at a time when green power was most influential.

The ceremony to mark the first-ever 'Hong Kong Tree Planting Day' was officiated by HKSAR Chief Executive Mr Tung Chee-hwa, during which he planted a 10-feet-high tree at the Victoria Park.

Ms Tam also rode the green bandwagon at the occasion. She gladly tried her hands on tree planting with limited botanical knowledge. "I don't have a garden myself but I like trees," she said with a beaming smile, confessing that she was an outsider to gardening.

Being both pragmatic and meaningful, the theme of the Tree Planting Day is twofold. One is obvious — 'To make Hong Kong more beautiful'. The other has a somewhat hidden meaning, as conveyed by the Chinese saying: 'A decade to grow trees, a century to nurture people'. The adage is a profound metaphor. Tree planting is used to signify hopes, aspirations and diligence of young people.

"This is an environmental education exercise," Ms Tam explained, "it is at the same time an opportunity to show our concerns for children and youths. It reflects our hopes of seeing them grow up and blossom."

Following the Tree Planting Day, many educational programmes will be held in schools to promote environmental protection throughout the year, according to Ms Tam. Earlier, a poster design competition had been held which attracted more than 400 entries from students of various schools.

During the year, the Urban Services Department and Agricultural and Fisheries Department will also supply seeds to encourage students to tend their own gardens on their campus.

"We hope to educate the young people more on environmental issues," Ms Tam said. "Our world is a world for the youths and they own its future."

The tree-planting programme also welcomes citizens who are eager to improve the urban environment. "If they have some time to spare during the weekends, they are also welcome to join one of those tree-planting programmes organized by various provisional district boards," Ms Tam appealed anxiously.

Political Career

As an active politician, Ms Tam has never been able to stay out from controversies. She was once labeled as pro-China during the colonial British rule. Bombarded by criticisms from the democratic faction, many of her actions were interpreted as attempts to please Beijing.

"I have been accused of being pro-British in the early days. Later on, I was labeled as pro-China," said Ms Tam. "I am not bothered by these expressions and I just do whatever I think is right."

Members of the Organizing Committee and Executive Committee of the 'Hong Kong Tree Planting Day' attended the tree planting ceremony.

Top: Ms Maria Tam (right), HKSAR Chief Executive Mr Tung Chee-hwa and Mrs Tung (left and 2nd from left) and CMA President Mr Herbert Liang at the 'Hong Kong Tree Planting Day'

Below: CMA President Mr Herbert Liang (right) presented a souvenir to pop singer Mr Leon Lai.

"But the idea of the Tree Planting Day must not be seen as an act to flatter Beijing. It is solely for the betterment of the environment for our Hong Kong people," she said.

After the handover of Hong Kong's sovereignty, Ms Tam has remained active in the political arena. She resigned recently from the Provisional Legislative Council and was elected National Peoples' Congress (NPC) Deputy of the People's Republic of China in March. The veteran politician envisaged another important turn in her political career.

"I will spend much more time in doing my job as an NPC deputy," she said. "As a law practitioner, I also see my role to make contributions toward legal education in the mainland."

Ms Tam believes there is a strong demand of legal services in the mainland since the country falls short of legal practitioners.

"A lot of work can be done to develop the legal profession in China. This is where I can contribute my expertise," she reiterated.

Other than the legal profession, Ms Tam is also optimistic in the economic developments of Hong Kong and southern China. She contends that Hong Kong still enjoys a cutting edge and strongly believes that the territory's close ties with mainland China will ensure Hong Kong's prosperity in the long run.

"Mainland China can provide an abundant supply of labour and land, whereas Hong Kong can complement with its expertise in business administration," she explained. "Many Hong Kong businesses have already established this mode, with production in mainland China and selling in Hong Kong."

Ms Tam stressed that the Pearl River delta region and Hong Kong, if later connected by more improved transportation infrastructure, would be poised to emerge as a strong economic pact.

The Best Time in Life

On the lighter side of life, the agile politician and barrister enjoys every minute she is able to squeeze out from her busy agenda. The most precious time is always reserved for her beloved mother.

"I most enjoy spending time with my mother. I like to be with her," she said. "I visit her every year in Canada and we will go shopping together."

"I should say this is now the best time of my life," Ms Tam stressed. "I can juggle with my three areas of interest at the same time: my legal profession, my own business, and political and community work. I can ask no more."

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廠商會獎學金計劃

Dinner Reception In Honour of Mr Kunihiko Makita, the Consul-General of Japan

CMA held a dinner reception on May 28 in honour of Mr Kunihiko Makita, the Consul-General of Japan. In his welcoming speech, CMA Vice-President Mr Chan Wing Kee said that Hong Kong has maintained close economic ties with Japan for years. In terms of trade, bilateral trade between the two places amounted to HK$310 billion in 1997, representing one-tenth of Hong Kong's global trade. Indeed, Japan is Hong Kong's second largest supplier and the fourth largest export market. In terms of investment, Japan ranks as Hong Kong's fourth largest investor, accounting for 15% of Hong Kong's total inward investment, with an overall direct investment of HK$94.4 billion by end 1996.

Mr Chan commended on Mr Makita's extensive experience in the Ministry of Foreign Affairs as well as his knowledge of China and Hong Kong, and expressed with strong confidence that Mr Makita will successfully lead the consulate to make contributions towards a new era of powerful partnership between Japan, China and Hong Kong. On behalf of the Association, CMA President Mr Herbert Liang presented a souvenir to Mr Makita.

Addressing at the occasion, Mr Kunihiko Makita, the Consul-General of Japan spoke on such important issues as Sino-Japanese relations, the Japanese economy and Hong Kong-Japan economic cooperation. He especially used the results of a recent survey conducted by the Japanese Consulate to reaffirm Japanese enterprises' high confidence on Hong Kong's future. An abstract of his speech is given hereinafter.

Mr Kunihiko Makita, the Consul-General of Japan addressed the audience at the dinner reception.

Introduction

I actually served here some thirty years ago - in fact, Hong Kong was my first overseas posting. I am delighted to be back in Hong Kong. As I am sure you can imagine, one or two things have changed since I was last here, but change has always played a part in Hong Kong's dynamic make-up.

In talking of change, it is, I think, fair to say that the biggest alteration in Hong Kong's recent history occurred last year with the handover of sovereignty. Let me say I have nothing but the utmost admiration for all those who were involved in the handover proceedings, and nothing but praise for the way Hong Kong people have taken up the challenge under the new administration.

Even the most fervent optimists could not have dared hope that the handover would go so smoothly, nor could they have imagined the constructive calm which has followed the excitement of July 1997. As we approach the first elections under the new administration, it should be with feelings of pride and renewed optimism that Hong Kong people reflect on the recent past and the immediate future.

Sino-Japanese Relations

While 1997 will of course be remembered for the successful handover of Hong Kong, it should be noted that last year was also an important one in the history of Sino-Japanese relations. 1997 marked 25 years since Kakuei Tanaka became the first post-war Japanese Prime Minister to visit the Chinese capital, where he and Premier Zhou Enlai signed the China-Japan Joint Communique that heralded the normalization of relations between our two countries. This document, along with the Treaty of Peace and Friendship, which was signed six years later in 1978, forms the foundations of a continually evolving relationship.

Ladies and Gentlemen, I think it is vitally important for me at this stage to re-iterate the importance Japan attaches to Sino - Japanese relations. While we may encounter differences in opinion as our relationship evolves and develops, Japan recognizes that the building of strong, cooperative ties between our two countries is vital, not only for ourselves and the Asia-Pacific Region, but also for the rest of the world as well.

As I have already mentioned, 1997 marked the 25th anniversary of the normalization of ties between Japan and China, and this year, 1998, marks the 20th anniversary of our Treaty of Peace and Friendship. In commemoration of these events, Japanese Prime Minister Hashimoto visited China last September, and Chinese Premier Li Peng made the reverse journey to Japan in November. With President Jiang Zemin also scheduled to visit Japan later this year, it is clear to see that Japan and China share the common goal of cementing solid and friendly relations.

Now, Japan is China's largest trading partner and China is Japan's second largest trading partner. These kinds of statistics are important to bear in mind, for while from time to time we may disagree, China and Japan are still vitally important to each other, and the world as a whole. For example, trade between Japan and China in 1997 totalled US$63.8 billion, with China's exports to Japan almost doubling those of Japan to China. Indeed, Japan has had a trade deficit with China since 1988.

Furthermore, Japan's direct investment in China has been growing at a significant rate since 1984. For example, between 1995 April and 1996 March, Japan's direct investment in China reached US$4.5 billion, this figure being second only to Japan's direct investment in the US. In Asia, China is the biggest recipient of Japanese direct investment.

There is another example of financial interdependence between our two countries. In order to make a significant contribution to assisting China's modernization through its open door and reform policy, between 1979 and 1996, Japan's ODA, or Official Development Assistance to China totalled in excess of 2,000 billion Yen.

Recently there have been murmurings of discontent from some areas regarding a supposed return of Japanese militarism. I would like to take this opportunity to clearly state Japan's position.

Japan's commitment to peace is unwavering. The Peace Constitution, which prohibits Japan's use of force as a means to settle international conflicts, remains very firmly in place, and continues to be faithfully observed. This is the will of the Japanese people who, together with other peoples of this region, underwent unspeakable suffering at the hands of Japanese militarism. Quite clearly, no military expansion or 'new Asian order' is envisaged by Japan. Those right-wing extremists who occasionally make the headlines in the newspapers are not in the mainstream of the Japanese political spectrum, and are but a tiny minority who will never again rule Japan.

The 1972 China-Japan Joint Communique, which sets out guiding principles for the furthering of bilateral relations, will also continue to be faithfully observed. Profound remorse expressed in the document for the pain and suffering inflicted upon the Chinese people by my country is shared, and will continue to be shared by the people of Japan. China's claim that Taiwan is an inseparable part of China will be fully respected by Japan, and Japan has no intention whatsoever of interfering in the Taiwan issue - it is wrong to suggest otherwise.

Japan and China are massive elements in Asia, and vital cogs in the machinery of the post-Cold War world. Regardless of our differences, we remain close neighbours and firm partners.

The Japanese Economy

Japan fully recognizes how important its own economic recovery is to restoring stability to other East Asian economies, and as the largest economy in Asia, Japan feels this responsibility, despite its own difficult situation. The present government of Prime Minister Hashimoto is totally committed to an early economic recovery in Japan - one that will benefit not only Japan, but the rest of Asia as well. Under difficult circumstances and a great deal of pressure, the ruling party is doing its best to get the Japanese economy back on track through stimulating demand and the promotion of economic structural reform.

It is true to say that there are currently many challenges facing the Japanese economy, but even as words like 'stagnant' and 'recession' are being used in connection with the Japanese economy, far reaching measures are being introduced. As recently as April 24th, the Japanese Government announced the largest ever package of comprehensive economic measures, totalling more than 16 trillion Yen, or 3.2% of Japan's GDP.

These potential remedies to Japan's economic downturn are somewhat similar to those currently being employed by Hong Kong to cure similar ills - a stalling economy with rising unemployment - although these ills do not necessarily originate from similar causes. Indeed, the Financial Secretary was widely applauded for his most recent budget, which much like the Japanese package of reforms, featured extensive tax cuts and an increase in public spending.

It is perhaps a testament to the phenomenal success of Hong Kong and Japan in recent years that people are now so gloomy over our current economic performances. Such is the overly sensitive psychological nature of financial markets; it used to be said that when a Chinese leader sneezed, the Hong Kong markets caught a cold. Well, perhaps the whole of the region is a little under the weather at the moment, but jittery markets are not being helped by overly pessimistic reports creating a heavy atmosphere of gloom and doom.

Furthermore, let us consider the economic and financial fundamentals of Japan, a country some people seem determined to prematurely write off. Despite recent setbacks, the Japanese economy is still supported by healthy fundamentals. For example, as of 1998 March, Japan's current Foreign Currency Reserves totalled US$224 billion, while Japan's trade balance in 1997 showed a surplus of 10 trillion Yen. In addition, it should be remembered that Japan is the largest creditor nation in the world, not a debtor, and as of 1997, Japan held net assets of 125 trillion Yen.

Having noted the strength of Japan's current economic fundamentals, and how the country is looking to pull itself out of the current slump, I would like to briefly focus on Japan's efforts to assist other nations in the region who are struggling during these difficult times.

Despite the fact that since the outbreak of the Asian economic crisis Japan has provided by far the largest total assistance of any donor nation - some US$37 billion on a bilateral basis alone - there is still massive criticism of Japan.

It is just not right to suggest that Japan has not provided sufficient assistance to address the current Asian economic crisis. Rather than listening to the unsubstantiated criticism, let us consider the facts. The truth of the matter is that Japan has contributed the following bilateral support in order to assist the stability of currencies through the IMF and other international frameworks:

- To Thailand, US$4 billion when the US and the European Union have contributed nothing.
- To Indonesia, US$5 billion of the total assistance fund when the US has provided 3 billion dollars and once again the EU has contributed zero.
- To Korea, US$10 billion of the total assistance when the US has pledged 5 billion dollars and a group of European countries 6.35 billion dollars.

These figures alone show that far from doing nothing, as some have suggested, Japan is in fact outdoing any other nation or region in helping its struggling neighbours.

I have to be honest and say that I do think that sometimes Japan is taken for granted, and thus when there is a regionwide or global economic crisis, people are prone to instantly suggest that Japan is either doing nothing or is not behaving responsibly. Quite simply, when we talk of the current crisis in Asia, Japan has reacted both more quickly and more generously than any other nation or region in the world, and to suggest otherwise is neither fair nor true.

Japan and Hong Kong

Just as our relationship with China is considered of vital importance, so are our links with Hong Kong. We are both important members of the Asia-Pacific community and as such have a lot to do together.

In the post-war world, Hong Kong was one of the first overseas destinations for many Japanese companies as they sought to expand outside Japan. Good business relationships with Hong Kong, and those made through Hong Kong, for example with partners in Southern China, have created a successful and stable bond. The partnership that exists between Japan and Hong Kong is based on our good, stable and mutually beneficial relations, and through these, it is a relationship that is constantly growing both stronger and more diversified.

CMA President Mr Herbert Liang (centre), the Consul-General of Japan Mr Kunihiko Makita (second from left), CMA Vice-Presidents Mr Yip Hing Chung (left) and Mr Chan Wing Kee (right) and the Member of Basic Law Committee Mr Wu Wai Yung (second from right) at the dinner reception

A point greatly appreciated by Japanese businesses is that Hong Kong has long been an attractive business centre for foreign enterprises. There exist here a large number of advantages such as a free economic policy, low rates of tax, a dependable rule of law, a transparent and efficient administration, and the free and smooth circulation of information.

Since the handover there has been little or no change in these elements, and this is vital if Hong Kong's fair, open and liberal social system is to continue. While Hong Kong, like other places in the region, has experienced a slowdown due to the current Asian economic crisis, I believe there are grounds for optimism for the future. Much like Japan, Hong Kong still possesses sound economic fundamentals, it still enjoys the advantages I listed earlier, and it has gained confidence from the facts that thus far, one country - two systems has proved to be a success, and the support of the Chinese Government has been forthcoming.

Mirroring the recent pessimism found in the region, some people in Hong Kong have been suggesting that Japanese companies are losing confidence in Hong Kong and are thus withdrawing at a swift rate. In order to counter these negative sentiments, I would like to release the very latest statistics relating to Japanese businesses in Hong Kong which were compiled as recently as last month by our Consulate.

737 companies, all members of the Japanese Chamber of Commerce and Industry were questioned, and the replies are encouraging. For the period 1997 July to 1998 March, far from cutting back, these firms actually increased the number of staff they employ.

During the same period more companies in the survey said they had expanded their office or factory space than those who had reduced their working area. Even more encouraging is the fact that when these companies were asked what their strategies were for the next three years, only 10% said they planned to reduce in size.

A massive 63% planned to at least maintain their current size, while an impressive 25% were actually planning to expand their operations over the next three years. The positive outlook was particularly true in the commerce and manufacturing sectors, where nearly one third of the Japanese companies questioned confirmed they would be expanding their operations over the next three years.

All these figures suggest that far from being pessimistic about their current status in Hong Kong, many Japanese companies are in fact very upbeat about the future. I very much hope that this latest information will encourage people here - rather than beating a hasty retreat, Japanese companies are looking forward with relish to the next few years in Hong Kong.

Concluding Remarks

Browsing through a local newspaper recently, my eye was caught by the comment of one particular journalist. He suggested that asking Japan's bureaucracy to deregulate was like giving a knife to a fish and asking it to make sashimi! Well, since the wheels of deregulation in Japan have very much been put into motion with the recent implementation of Japan's Big Bang, I think we had better watch out for knife-wielding suicidal tuna!

In drawing this address to a conclusion I would like to re-iterate that Japan greatly treasures its relationships with China and Hong Kong, and will be working hard to ensure these relationships are enhanced in the years to come. As the Japanese Consul-General in Hong Kong, I will do my best during my time here to help develop good relations between Japan and Hong Kong, and so draw our communities closer as we work together towards future success. ”

Delegation of Preparatory Committee of Beijing-Hong Kong Economic Co-operation Symposium

Assistant to Mayor of Beijing Mr Yi Xi Qun (centre) led a delegation to visit the Association on May 5. At the meeting, he introduced the preparation progress of the Beijing-Hong Kong Economic Co-operation Symposium which will be held in Hong Kong this October.

Seminar on 'An Introduction to PRC's Labour Law'

The Association, in conjunction with the Legal Education Trust Fund, organized a Seminar on 'An Introduction to PRC's Labour Law' on April 15. The seminar was chaired by CMA General Committee member and the Chairman of the Legal Education Trust Fund Mrs Cecilia Chow. Associate Professor Ms Xu Jin Lin, Director of the Hong Kong, Macau and Taiwan Legal Research Centre of the Arts Faculty of the Shanghai University was invited to brief members on the details of the 'Labour Law of the People's Republic of China' which came into effect on 1995 January 1. The seminar received enthusiastic response with more than 70 participants.

CMA General Committee member Mrs Cecilia Chow (left) and Associate Professor Ms Xu Jin Lin at the Seminar on 'An Introduction to PRC's Labour Law'

Delegation of Yihju League General Chamber of Commerce, Inner Mongolia Autonomous Region

A delegation of Yihju League General Chamber of Commerce, Inner Mongolia Autonomous Region visited the Association on May 5. CMA President Mr Herbert Liang (front row, centre) chaired the meeting and posed for a photo with delegation members and other CMA representatives.

Economic and Trade Mission of Gansu Province

Vice Mayor of Lanzhou Mr Yang Yong Zhong (3rd from left) led a delegation to visit the Association on May 15 and was received by CMA President Mr Herbert Liang (3rd from right).

Delegation of Hong Kong-Canada Business Association

National Vice Chair of the Hong Kong-Canada Business Association Mr John Mah (second from left) led a 44-member delegation to visit the Association on May 14 and was received by CMA President Mr Herbert Liang (2nd from right).

Dinner Reception for Beijing Officials

The Association hosted a dinner reception for Deputy-Secretary of the Standing Committee of Beijing Provincial Committee Mr Li Zhi Jian (front row, 4th from left) and members of the delegation of Beijing Municipal Government led by Assistant to Mayor of Beijing Mr Yi Xi Qun (front row, 2nd from left). Photo shows CMA President Mr Herbert Liang (front row, 4th from right) and other representatives posing with the guests.

Delegation of All China Federation of Industry & Commerce

CMA President Mr Herbert Liang (2nd from right) and Mr Bao Yu Jun (2nd from left), Vice-Chairman, All China Federation of Industry & Commerce, CMA Vice-President Mr Lin Fai Shat and Ms Wu Lian Lian, Deputy Director of All China Federation of Industry and Commerce at the luncheon hosted by the Association on May 4

'Labour Law and Personnel Management' Certificate Course

The 'Labour Law and Personnel Management' Certificate Course jointly organized by the Association and Labour Relations Promotion Unit of Labour Department was concluded on May 12. Labour officers of Labour Department and Senior Consultant of the Hong Kong Management Development Centre Dr C Y Wong were invited to deliver lectures on labour law and human resources management respectively. Case studies were also conducted to enable owners of small- and medium-sized enterprises, department heads of companies and human resources management personnel to better understand the contents and significance of the labour law, and help them solve the problems relating to personnel management. The course received enthusiastic response with more than 50 participants. Most of them attended all six sessions and were awarded certificates jointly issued by the Association and the Labour Department.

Senior Labour Officer Mr Chung Chow Yuen conducted a session of the course. He gave an account on the employer-employee relations in Hong Kong, matters related to wage and employment contract of the Employment Ordinance.

Delegation of Science & Technology Commission of Guangdong Province

Former Director of Science & Technology Commission of Guangdong Province Professor Liang Xiang (centre) led a delegation to visit the Association on May 14.

Delegation of Jiuquan Administrative Office, Gansu

Vice-Chief of Jiuquan Administrative Office, Gansu Ms Chen Wei (2nd from left) led a delegation to visit the Association on May 28 and was received by CMA President Mr Herbert Liang (2nd from right).

Delegation of Henan Township Enterprises

Mr Zhou Shu Qun (right), Deputy Director of Henan Township Administrative Bureau led a delegation to visit the Association on May 22 and was received by CMA Vice-President Mr Eddie Lu (2nd from right). Photo shows Mr Lu presenting a souvenir to Mr Zhou.

CMA Ladies Committee Visited Shanghai and Hangzhou

A 26-member delegation of CMA Ladies Committee went to Shanghai and Zhejiang for a 6-day visit on May 5. Photo shows CMA President Mr Herbert Liang (5th from right, front row) and all delegates posing at the airport.

Seminar on 'How to Avoid Double Taxation in Hong Kong and the Mainland?'

More than 60 member representatives attended the Seminar on 'How to Avoid Double Taxation in Hong Kong and the Mainland?' which was organized by the Association on May 26. At the seminar, Mr Daniel Kung and Mr Ngai Wai Chung, Certified Public Accountant and Accountant of Daniel Kung CPA Limited, introduced cases of double taxation in Hong Kong and the mainland, arrangements to avoid such problem, future developments of Inland Revenue Ordinance, and commonly seen transactions that are suspicious and lack of proof respectively.

CMA Assistant Executive Secretary Mr Daniel Chan (left) presented a souvenir to Mr Daniel Kung (centre) and Mr Ngai Wai Chung.

Hong Kong-Canada Business Association Awarded CMA President Mr Herbert Liang

CMA President Mr Herbert Liang (right) was awarded a trophy by the former Chairman of Hong Kong-Canada Business Association Mr Frank Ling on May 18 to recognize his contribution to the increasing friendly cooperation between Hong Kong and Canada in terms of trade, economy and investment.

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Social Accountability SA8000

According to the 1997 November/December issue of *Hong Kong Entrepreneur*, the Hong Kong Toys Council has spent two years' time to draft a Code of Practice for Toy Industry to be submitted to the International Committee of Toys Industries for the Safety Charter of Toy Manufacturing in the world. It aims to arouse public awareness towards occupational safety.

While the plan is still in progress, some local newspapers have already reported in January this year that the Council on Economic Priorities Accreditation Agency (CEPAA) announced to firstly implement the global Social Accountability SA8000 in Hong Kong.

Social Accountability SA8000 is the first indicator for global moral standard. In the January 4th issue of *Hong Kong Economic Times*, the chairman of the Hong Kong Association of Certification Laboratories Ltd. Mr Henry Yeung was quoted saying that SA8000 is an international recognized standard integrating the standards of Europe and the US. According to some newspapers, CEPAA Executive Director Mr Alice Tepper Marlin pointed out that SA8000 is drafted in accordance with the International Labour Organization Covenant, Declaration of Global Human Rights and United Nations Children's Right Covenant. It aims at supervising the production modes of manufacturers to ensure what they produce is conform to international unified social standard for improvement in living and working conditions of workers. It includes union rights, children labour, forced labour, health and safety, wages and working hour management, etc. For details please refer to the summary of SA8000 standard in table 1(Draft).

In recent years, consumers in overseas market concern not only the product safety and quality but also what safe production environment can suppliers provide and whether they treat employees up to human rights standard or not. In other words, consumers believe that product quality is closely related to the production environment and they hope what they buy is produced in a working condition conforming to human standards. A source says, "The US health investigators find infectious hepatitis in strawberry of a school canteen's lunch. The reason behind is that South America's workers with hepatitis packaging the strawberry are low paid so that they cannot afford medical treatment and pass on the infection in the food at work."

It is reported that SA8000 has already been implemented in Europe and the US. Three multi-national enterprises including Avon Cosmetics, ToysRUs and the world's largest delivery company Otto-Versand have already committed themselves to comply with the standard. According to the chairman of Import Section of ToysRUs Mr Tom Deluca, the company has already requested its 5,000 suppliers to apply for relevant certification and decided to terminate business with those companies which fail to obtain certificates. About 19 subsidiary plants under Avon Cosmetics have also successfully obtained relevant certification.

Some reports indicate that manufacturers can go to CEPAA for SA8000 application and its application fee structure is the same as that of ISO standard. That means the application fee is based on per man day of every working staff member. Pursuing the SA8000 standard will definitely lead to a rise of production cost, but the enterprises can also upgrade themselves which in turn help reinforce their competitive edge in the market.

Table 1 : Summary in SA8000 Standard (Draft)

Items	Companies' Obligations
Children labour	• companies are prohibited to employ children under 15 • in case of employing children, companies need to present documents and keep close contact with employed children to prove their daily school lives are not disrupted • children labour are prohibited to work in a hazardous place
Forced labour	• companies are prohibited to employ non-voluntary labour • companies are prohibited to levy a fee on job applications
Health and safety	• companies should provide a safe and healthy working environment • companies need to employ senior manager with special duty in enforcing health and safety clauses • companies provide regular training for health and safety to staff • companies provide staff quarters with basic hygiene facilities
Freedom to organize and have rights to strive for collective interests	• employees are allowed to organize unions • companies should assure that union representatives will not be discriminated and maintain communications with employees
Discrimination	• employees should not be discriminated because of race, social status, birthplace, religion, disability, gender, sex inclination, identity of union member and politics • employees should not be treated with penalty, intimidation, maltreatment and exploitation
Disciplinary means	• corporal and mental punishment, abuse and humiliation should not be allowed
Wages	• Wages should meet legal requirements and basic needs of employees, any deduction in wages should not involve punitive factors
Management system	• companies set up corporate strategy for social accountability • companies conduct regular reviews on the relevant strategy and procedure • companies allow non-management level staff to elect their representatives for communications with senior management • companies should ensure execution of the relevant standards • companies should establish a system for external communications

(Source: Hong Kong Economic Times, 1997 December 23)

SEMINARS / TRAINING COURSES

Date	Event	Venue	Organizer	Contact Person/ Tel & Fax
1998				
July 2	Managing in China (Business Management 1): China Business Taxation	VTC Tower	The Management Development Centre of Hong Kong	Mr Sam Ying Tel: 2836 1826 Fax: 2572 7130
July 6-23	ISO 9000 — Its Contents & Application	13/F Bank Centre, 636 Nathan Road, Mongkok, Kowloon	Hong Kong Productivity Council	HKPC Consultants Tel: 2780 8251 Fax: 2770 7902
July 7-8	Benchmarking for Process Improvement	Hong Kong Productivity Council Building, Tat Chee Avenue, Kowloon Tong	Hong Kong Productivity Council	Ms Mill Au Tel: 2788 6381 Fax: 2788 6056
July 9	Managing in China (Business Management 2): China Business Taxation	VTC Tower	The Management Development Centre of Hong Kong	Mr Sam Ying Tel: 2836 1826 Fax: 2572 7130
July 9-10	Change Management	Hong Kong Productivity Council Building, Tat Chee Avenue, Kowloon Tong	Hong Kong Productivity Council	Ms Mill Au Tel: 2788 6381 Fax: 2788 6056
July 13-14	Business Process Re-Engineering	-ditto-	-ditto-	-ditto-
July 16	Managing in China (Business Management 3): China Business Taxation	VTC Tower	The Management Development Centre of Hong Kong	Mr Sam Ying Tel: 2836 1826 Fax: 2572 7130
July 23	Managing in China (Business Management 4): China Business Taxation	-ditto-	-ditto-	-ditto-
July 30	Managing in China (Business Management 5): China Business Taxation	-ditto-	-ditto-	-ditto-

CONFERENCES / EXHIBITIONS

Date	Event	Venue	Items	Organizer
1998				
July 8-12	Sports Club 98	Moscow	All sports and recreation related business and trade	Stand Service Ltd Tel: (7095) 332 0210 Fax: (7095) 937 5040
July 14-17	Hong Kong Fashion Week for Spring/Summer '99	Hong Kong Convention & Exhibition Centre	Spring/summer fashion collections, garment accessories	Hong Kong Trade Development Council Tel: (852) 2584 4333 Fax: (852) 2824 0249
July 22-27	Hong Kong Book Fair '98	Hong Kong Convention & Exhibition Centre	Books, printed matters, art & crafts, stationery and rights agents	Hong Kong Trade Development Council Tel: (852) 2240 4222 Fax: (852) 2824 0249
July 23-26	The Asian Industrial Expo '98	Hongkong International Trade & Exhibition Centre	Machine tools and metalworking machinery, packaging and printing, plastics machinery and materials, electronics production equipment and components, material handling equipment, screen printing equipment	Business & Industrial Trade Fairs Ltd Tel: (852) 2865 2633 Fax: (852) 2866 1770

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$1,200 的國際宣傳策略

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市場競爭日趨激烈，企業要維持業務，宣傳推廣絕不可少。
然而，在營運成本不斷上漲的情況下，
企業究竟如何可利用有限的資源，甚至少至 HK$1,200 的費用，
在一年內（平均每日 HK$3.3）落實國際宣傳策略？
答案是 .....

商廈

中小型企業網頁製作計劃

- 乃本會獲政府「服務業支援資助計劃」撥款贊助推行之「中小型企業資訊網絡」（SME-Net）專責工作計劃其中一項重點工作。
- 以 HK$1,200 之優惠價為 300 家工商企業（中小型企業優先）提供基本網頁製作服務。
- 製成之公司網頁，在首十二個月內可免費存放於SME-Net內，讓有關企業能透過互聯網向世界各地之準客戶和業務伙伴宣傳公司業務和產品。
- 本會將在不同類型的展覽會中展示 SME-Net ，有關企業之公司網頁同時會收到宣傳之效。
- **參加辦法**

1. 取用報名表格，可以：
   a) 填妥右方的索取報名表格回條，郵寄或傳真至本會；或
   b) 依照網址 http://www.sme-cma.org.hk/lotus/default.htm，從SME-Net 下載報名表格與細則。
2. 填妥報名表格後，連同劃線支票（抬頭請寫：香港中華廠商聯合會）寄交本會。
3. 查詢詳情請聯絡曾先生（電話：2542 8637）。

名額有限，報名從速

致：香港中華廠商聯合會 ADP
地址：中環干諾道中 64 號廠商會大廈 3 字樓
傳真號碼：2541 4541

中小型企業網頁製作計劃
索取報名表格回條

公司名稱：

聯絡人姓名： 職銜：

地址：

電話： 傳真：

現凡參加本會中小型企業網頁製作計劃者，均可免費獲贈一套由 Lotus Development Software (Hong Kong) Ltd 送出之多功能互聯網電子郵件客戶軟件 — **Lotus Mail**。

意見 | 尋找 | 輔助 | 關於我們

Document: Done.