

企業雄才

HONG KONG ENTREPRENEUR



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

AXE

CROCODILE



GOODWAY 威馬



維他奶

龍發製藥

10

香港十大名牌
Hong Kong Top Ten Brandnames



二零零零年

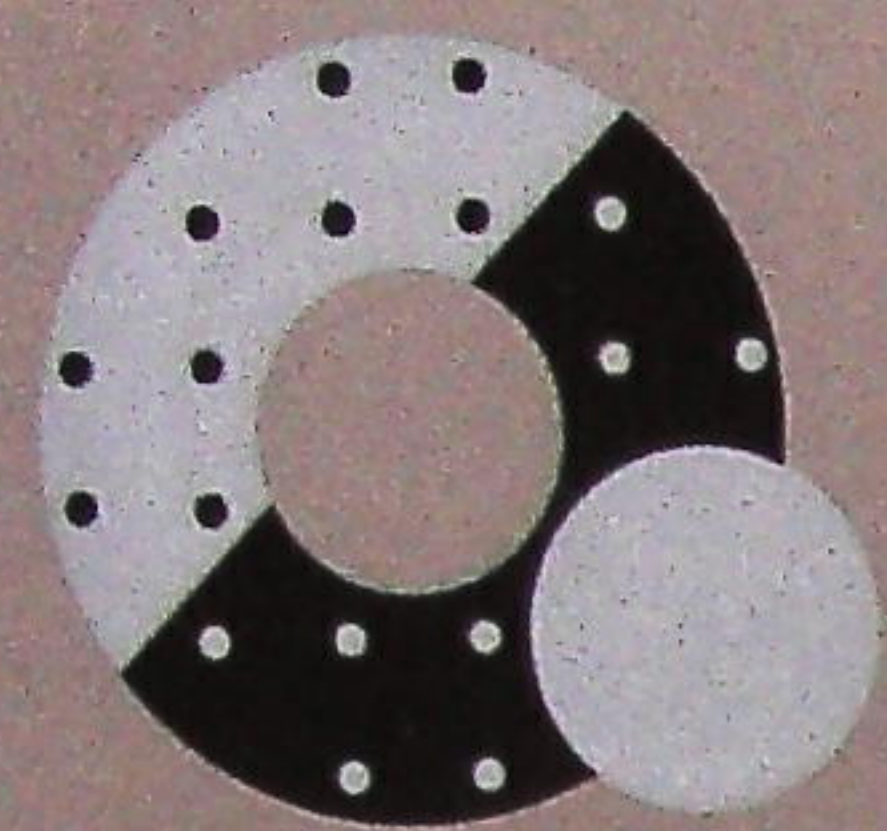
「香港十大名牌」

選舉

2000

Hong Kong Top Ten
Brandnames Awards





2001

香港工業獎
HONG KONG
AWARDS FOR
INDUSTRY

歡迎參加

2001香港工業獎：機器及設備設計

香港中華廠商聯合會為「香港工業獎：機器及設備設計」比賽之主辦機構，藉以促進工業多元化，鼓勵廠商發展及改良產品。現已接受2001年香港工業獎比賽的報名申請。

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參賽產品分為六個組別：

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2. 生產工具之配件及零件
3. 科學儀器、計量儀器、控制及測試設備及其配件或零件
4. 辦公室文儀用具(包括電腦)及通訊器材
5. 工業用之電腦軟件
6. 雜項類

獎項

比賽中最傑出之產品可獲頒發「香港工業獎」，各組別得獎產品則可獲頒發「廠商會機器及設備設計獎」，優異產品則獲「廠商會機器及設備設計優異證書」。

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截止報名日期

2001年4月20日

比賽現已接受報名，歡迎踴躍參加。報名表格及章程可在廠商會中環總辦事處及各分處索取。倘有查詢，請與香港中華廠商聯合會聯絡：

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

本 會 評 論

國內擬立法扶持中小企 本會提五項建議

國內首個專為中小企而擬定的法規—《中小企業促進法》正在緊鑼密鼓的醞釀之中。該法規的出台，反映了中小型企業的重要性正逐步得到社會的認同。

中小企業在國民經濟中佔有舉足輕重的地位。國內現有中小企業3,980萬多家，佔全國企業總數的99%，資產總額、銷售額和出口額則分別佔50%、60%和60%。中小企業相對集中於勞動密集型產業，吸納了全國75%的就業人口。

不僅如此，促進中小企業還能從多方面對我國現階段的經濟發展產生積極的作用。首先，中小企業的啟動資金少，適宜作為民間投資的增長點。通過激活中小企業，可帶動投資的增長，以配合擴大內需的需要。其次，中小型企業應變能力強，擅長因應市場的需要迅速調整生產和經營方向，其小型化的規模亦與國際需求多樣化和個性化的新趨勢相適應。促進外向型中小企業的發展可為出口貿易的增長增添動力。

再者，中小企業受資源所限，往往選擇專業化的經營路線，彼此之間亦容易開展協同合作。中小企業的發展可以深化產業內部分工，更可為大企業提供配套產業體系。此外，中小企業的發展亦與高新科技的進步相輔相成，這是因為知識經濟具有腦力密集型和個體研究的特徵。世界上許多著名的高科技公司都是從只有幾個人的小公司成長起來的，而我國目前轉讓的技術專利中，亦有近六成由以中小企業為主的鄉鎮企業所購買。

但是，中小企業畢竟實力較稍遜，管理水平較低，缺乏經驗，抵抗經營風險的能力相對較弱。營運資金緊絀、研發能力不足、市場開拓乏力、人才不易延攬以及信息管道狹窄是困擾中小企業的普遍問題。鑑於中小企業的先天不足，政府的支持與幫助顯得至為重要。實際上，政府以傾斜性政策向中小企業施以援手，乃國際上的普遍做法，例如美國的「小型商業管理」機構，南韓的「中小企業基本法」，台灣的小企業輔導體系，以及香港的「中小企業特別信貸計劃」，而類似的例子亦比比皆是。

近兩年來，國內中小企業亦逐漸獲得政府的重視，並得到一些政策上的支持。例如，國有商業銀行開始設立中小企業信貸部；財政部將小規模商業企業的增值稅率調減為4%；國家經貿委設立了中小企業司。然而，國內對中小企業的扶持畢竟起步較遲，有關措施尚不夠周全，扶持的力度亦有待加強。政府在制訂《中小企業促進法》以及今後的工作中，不妨從以下幾個方面著手進行研究和改進：

一是營造有利於中小企業發展的社會環境，從指導思想意識上明確中小企業與大企業對我國經濟、社會發展的同等重要性，促進公平競爭。

二是強化中小企業管理機構的職能，組建中小企業服務體系。例如，幫助中小企業建立信息網絡；提供技術支援和融資協助；組織面向中小企業各類培訓；鼓勵人才到中小企業就業；促進中小企業與大企業的合作；及擴大對中小企業的政府採購等。

三是拓闊中小企業的融資渠道。除了鼓勵金融機構增加對中小企業的貸款之外，還應大力發展中小企業發展基金和信用擔保體系，協助中小企業在國內和境外的股票、債券市場開展直接融資，並加速建立風險投資機制和創業板股票市場。

四是推動中小企業的國際化。政府應加速下放外貿經營權，使更多的中小企業能夠自行開展進出口業務，直接參與國際競爭；同時亦從進出口信貸、國際商情信息的提供、業務人員出入境手續、企業境外融資和對外投資的審批程序等方面作出配合和協助。

五是促進中小企業的對外交流。對外交流不僅能帶來商務機會，而且有助於中小企業開闊視野，引進信息、技術和管理經驗。香港和台灣分別有三十萬和一百零二萬家中小企業，乃國內企業的最佳範本和合作伙伴。海峽兩岸和香港的中小企業可在互惠互利的基礎上，發揮優勢互補，建立多種形式的策略聯盟，特別是在國企改革、開拓內銷市場、創立國際品牌、高新科技的研發與應用等領域開展合作。

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企業雄才

HONG KONG ENTREPRENEUR

二零零一年二月號 2001 FEBRUARY ISSUE

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二 零 零 零 年 「香港十大名牌」選舉



主禮嘉賓工商局局長周德熙(前排中)，本會會長陳永棋(前排左四)、副會長兼第三十五屆工展會執委會主席團召集人楊孫西(前排右四)、評審團成員及得獎公司代表在一月十八日舉行的二零零零年「香港十大名牌」選舉頒獎典禮上合照。



本會會長陳永棋(右)致送紀念品予二零零零年「香港十大名牌」選舉主禮嘉賓工商局局長周德熙。

本會於一九九九年首舉「香港十大名牌」選舉，成績斐然，獲得各界廣泛的關注及熱烈的支持，成為城中一大盛事。為配合第三十五屆工展會的舉行，本會於去年續辦「香港十大名牌」選舉，並再次獲得業界的積極響應及參與，參選品牌超過四十個。經過兩輪激烈的初賽及決賽後，結果選出十個得獎品牌。本會於一月十八日舉行有關選舉的頒獎典禮，並邀得特區政府工商局局長周德熙頒授證書及獎座予各得獎公司代表。

是項選舉獲大新銀行獨家贊助，旨在表彰香港生產商創立的傑出品牌，激勵廠商繼續精益求精，並提升港產品的知名度，增強社會各界、海外商家及消費者對本港品牌和廠商的認識。參加「香港十大名牌」選舉的品牌必須為香港公司所創立，而參賽公司亦須是屆「工展會」的參展商。

今屆「香港十大名牌」選舉的參選情況非常踴躍，共有超過四十個來自不同行業的品牌參選，較上屆三十餘個參選品牌成績更為彪炳。這些品牌無論在知名度、產品特色、創新意念、品質、形象與包裝、以及環境保護等方面，均有高水準的表現，表明本港在品牌創立方面實具有不可限量的潛質，令人感到鼓舞。

另外，為了加強市民對參賽品牌的認識，今年的選舉還特別增設了「公眾投票」環節，深受市民的歡迎。許多市民瀏覽了工展會官方網站「網上工展」(www.hkpe.com.hk)，並投票選出「網上最受歡迎品牌」；而「工展會」會場的現場投票更吸引成千上萬的入場人士踴躍參與。現場投票的成績乃今次決賽評審的部分依據。



本會副會長兼第三十五屆工展會執委會主席團召集人楊孫西(右)致送紀念品予大新銀行董事長黃守業，以感謝大新銀行獨家贊助是項選舉。

今次得獎的品牌來自多個不同的行業，非常具代表性；其中不乏家傳戶曉的傳統名牌，亦有近年不斷銳意創新、脫穎而出的新牌子，更有蜚聲海內外的世界級品牌。本屆獲獎的品牌包括南順商務拓展有限公司之「斧頭牌」、鱈魚恤有限公司之「鱈魚恤」、健康食品企業有限公司之「鷹牌」、威馬企業有限公司之「威馬」、合興集團有限公司之「獅球嘜」、龍發製菓(香港)有限公司之「龍發」、星光實業有限公司之「紅A」、新順福食品有限公司之「壽桃牌」、世界通集團有限公司之「世界通」及維他奶國際集團有限公司之「維他奶」(排名不分先後)。此外，「鱈魚恤」更在網上公開投票環節中以最高票數當選「網上最受歡迎品牌」。

本會很榮幸邀得工業貿易署署長羅智光為今屆選舉的評審團主席；其他評審委員則來自本港主要的工商機構，包括香港中華廠商聯合會會長陳永棋、香港生產力促進局主席方鏗、香港中華總商會會長陳有慶、香港總商會常務副主席鄭維志、香港工業總會副主席梁君彥、香港貿易發展局副總裁邱達宏以及大新銀行董事長王守業。

評審團在長達近四個小時緊張而激烈的決賽中，聽取了十四間入圍公司代表的介紹，並依據六項評審標準包括知名度、產品特色、創新意念、品質、形象與包裝、以及環境保護，對各參賽品牌逐項進行評議。鑑於許多香港公司的經營活動日趨國際化，參賽品牌在海外及大陸市場的表現亦是評審時的考慮因素之一。



評審團成員(左起)：大新銀行董事長黃守業、香港工業總會副主席梁君彥、香港中華總商會會長陳有慶、廠商會會長陳永棋、工業貿易署署長羅智光、香港生產力促進局主席方鏗、香港總商會常務副主席鄭維志及香港貿易發展局副總裁邱達宏。



本會常務副會長兼第三十五屆工展會香港十大名牌選舉部部長黃友嘉(右)致送紀念品予主席評判工業貿易署署長羅智光。

「香港十大名牌」選舉的頒獎禮於一月十八日假香港會議展覽中心新翼隆重舉行，出席的嘉賓達二百餘人，場面熱鬧。其中包括多位廠商會正副會長及會董、特區政府官員、中央政府駐港聯絡辦領導、駐港領事、選舉評判、各工商先進及得獎公司代表等。

本會會長陳永棋在頒獎禮致辭時表示，在過去的數十年裏，香港工業取得了舉世矚目的成就。八十年代以來，香港工業家利用國內改革開放的歷史性機遇，紛紛將生產工序北移，使本港逐步發展成控制和管理中心。然而，雖然本港廠商致力緊朝高增值的方向發展，自創品牌仍是較為薄弱的一個環節。至今為止，香港的工業基本上仍未走出加工貿易型的階段，許多廠商仍以原件製造(OEM)為主，為外國品牌提供貨源。但是，隨著國際市場的競爭愈趨激烈，本港的相對優勢正在減弱，在這種情況下，透過創立

自身的品牌增值創富，拓展原設計製造(ODM)，無疑是本港工業現實而迫切的發展路向之一。有見及此，本會在一九九九年舉辦了首屆「香港十大名牌」選舉，希望對培養港商自創品牌的風氣發揮積極的推動作用。

AXE

CROC'DILE

鷹牌
EAGLES

GOODWAY威馬

世界通
UNIVERSE

維他奶

龍發製菓

此外，工商局局長周德熙在致辭中亦對「名牌」作了一番的闡釋，他表示，企業要建立和維持「名牌」的地位，便必須不斷開發先進的技術和引入創新的意念，提升產品的質素和價值。唯有這樣，才能在競爭熾熱的全球市場

中脫穎而出。我國即將加入世貿組織，香港企業更必須把握機遇，積極開拓內地市場，力求以優秀的品質、設計和服務水平，贏取內地消費者心目中的「名牌」地位。今屆的得獎品牌來自各行各業，既有一些家傳戶曉、陪伴香港市民一同成長的老字號，也有一些



得獎公司的產品在香港會議展覽中心地下香港貿易發展局「設計廊」內展出。

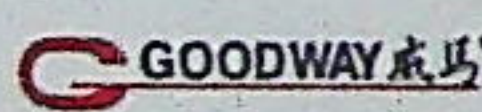


工展會會場內參觀人士踴躍投票選出二零零零年「香港十大名牌」。

新崛起的後起之秀。由此可見，香港企業不論歷史是否悠久，規模是否龐大，只要憑著高質的產品，配合敏銳的市場觸覺和創新的推廣模式，都能夠創立成功的品牌，贏得消費者的認同和可觀的業績。

最後，本會衷心感謝香港貿易發展局的鼎力支持，安排得獎公司的產品於一月十五日至二十九日期間在香港會議展覽中心地下該局「設計廊」內展出，讓市民參觀。

二零零零年十大名牌

品牌	公司	品牌創立年份	主要產品
 斧頭牌	南順商務拓展有限公司	1972年	洗潔精、衣物清潔用品、家居清潔用品
 鱷魚恤	鱷魚恤有限公司	1952年	恤衫、男裝、女裝、童裝
 鷹牌	健康食品企業有限公司	1977年	花旗蔘、靈芝、珍珠系列；鹿精、鹿尾靶丸
 威馬	威馬企業有限公司	1995年	電熨斗、風筒、熱水瓶、風扇、微波爐
 獅球嘜	合興集團有限公司	1936年	花生油、粟米油、芥花籽油及橄欖油
 龍發	龍發製菓(香港)有限公司	1999年	排毒美顏寶
 紅A	星光實業有限公司	1949年	家庭用品、微波爐用具、工業容器、藥水樽
 壽桃牌	新順福食品有限公司	1960年	雲腿鮑魚麵、瑤柱蝦子麵、花菇瑤柱麵、担担麵、通心粉
 世界通	世界通集團有限公司	1981年	手機配件(電池、充電器、皮套、耳機)，鹼性電池
 維他奶	維他奶國際集團有限公司	1940年	荳奶、荳漿

「威馬」產品以質優價廉 和良好服務打出名堂



威利馬電器有限公司董事長蔡龍威。

榮獲「香港十大名牌」稱譽的「威馬」(Goodway)牌是近年在本港家庭電器市場迅速崛起的名牌，產品包括電熨斗、電水煲、電烤爐、暖風機等三十多個品種，以優良的品質、新穎的設計和合理的價格贏得了廣大消費者的認同。

製造商威利馬電器有限公司董事長蔡龍威對是次獲獎感到十分高興，認為對提高該公司品牌的知名度及進一步拓展海內外市場很有幫助。

蔡氏稱，威利馬是一九八二年成立，初期產品全部出口，暢銷海外五十多個國家和地區。「威馬」這個品牌是在一九九五年創立。早期，「威馬」電器主要靠代理開拓本銷及中國內地市場，而成績卻一直未如理想。蔡氏遂先後將內地和香港的代理權收回，自行推廣拓展。在蔡氏的精心策劃和員工的全力以赴下，無論是本地、中國和海外市場，均取得了驕人的成績，營業額節節上升。以二零零零年為例，營業額比前一年大幅增加三成以上。最暢銷的「拳頭商品」為電熨斗，在本銷市場中穩佔領導地位；而出口市場同樣表現出色，其中輸往美國的數量每年便達到三、四百萬件，高踞當地市場的首位。

在商場上累積了數十年經驗的蔡龍威認為，「威馬」這個品牌能打出名堂，主要是由於產品質量好、銷售服務佳和價格合理。

他認為，產品品質是企業的生命。「威馬」產品從原料進廠到成品付運，需要經過重重一絲不苟的質量檢查。「威馬」產品除了獲得香港安全認證外，並於一九九九年通過ISO9000國際質量體系認證，以及於一九九八年在中國全國家用電器質量抽查評核中被評為優質規格。此外，威利馬亦獲德國一家大型連鎖集團頒發證書，確認其家電產品品質優良。這些榮譽充份表明「威馬」電器的品質是得到保證的。在注重品質的同時，威利馬還因應市場潮流，不斷更新產品的款式。該公司每種電器產品的款式設計幾乎每年都會更換一次。此外，為了提高消費者使用「威馬」產品的信心，威利馬還特別為用戶購買「產品安全保險」，一旦用戶使用「威馬」產品時發生意外，將可獲得保險賠償。在產品質量保證和使用安全保險的雙重保障下，廣大消費者對「威馬」品牌自然信心大增。

優良的產品品質配合積極進取的宣傳推廣策略也促使「威馬」品牌的知名度大大提高。近年來，威利馬在本地市場展開了龐大的宣傳攻勢，除了參加每年一度的「工展會」和其他展銷會外，還在各種媒介推出廣告，邀請影視紅星薛家燕為品牌作宣傳，使「有威馬電器，生活更添美」這句廣告語街知巷聞、深入人心。據一項市場調查顯示，八成以上的受訪者均認識「威馬」這個品牌。

蔡龍威對市場前景十分樂觀。他說，威利馬現時每年的家庭電器產量達七百多萬件，估計今年的營業額將繼續以雙位數字增長。威利馬今後的市場發展目標仍以中國和海外市場為主、本地市場為輔，並將針對中外不同的飲食文化和消費習慣，繼續研製及發展優質的新產品。他還表示非常重視吸納國內的科研人才，藉此加強研究和拓展新產品隊伍的實力，為未來的市場發展建立更穩固的基礎。



風行中外的「威馬牌」電熨斗及微波爐。

AXE

CROCODILE

鷹牌
EAGLES

GOODWAY 威馬

世界通
UNIVERSE

維他奶

龍發製菓

「鱷魚恤」不變中不斷在變



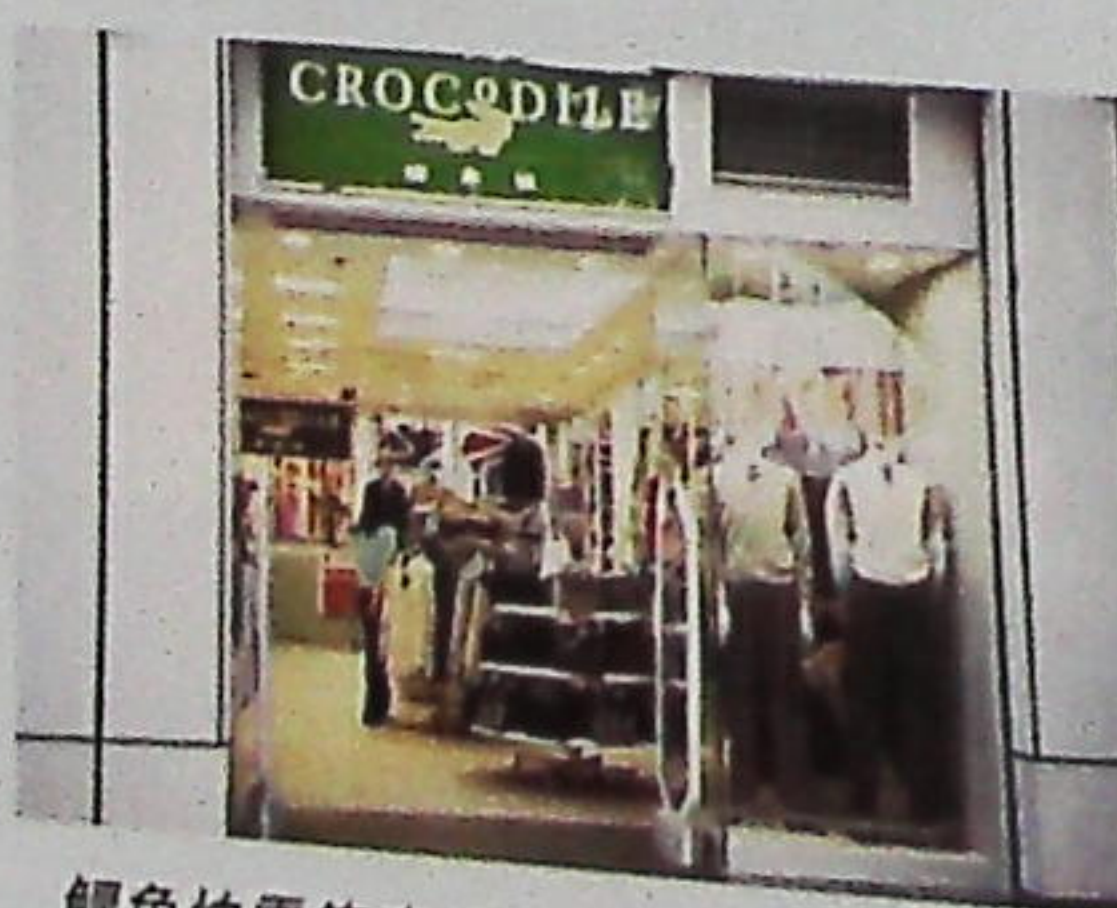
鱷魚恤高級行政人員(由右至左)林建名、林煒珊、程林舜儀、林美寶、羅文樂攝於「香港十大名牌選舉」頒獎禮。

「鱷魚恤」在本港已流行了近半個世紀，家傳戶曉，深入民心。這次榮獲「香港十大名牌」及「網上最受歡迎品牌」兩項殊榮，使「鱷魚恤」這個名牌再一次得到肯定。

「鱷魚」這個商標早於一九一零年已取得註冊，當時只從事出口業務，還沒有發展香港的零售生意。到五十年代，這盤生意輾轉傳至陳俊先生家族，並於一九五二年，由陳氏家族正式成立「鱷魚恤有限公司」。到一九八七年，林百欣先生家族斥資十三億港元，全資收購於麗新集團旗下，成為集團一間主力公司。

鱷魚恤有限公司副總裁林煒珊表示，鱷魚恤植根香港，憑著多年奮鬥創立了穩健的根基。該公司近年在中國市場發展迅速，成功在國內建立強大的時裝連鎖店網絡，並建立了名牌服裝的領導地位。除了香港和中國外，鱷魚恤的銷售網絡亦遍佈中東、東南亞等地區。目前，鱷魚恤的業務已發展至包括香港零售、中國零售及批發、入口品牌零售、成衣出口，以及制服訂製等，員工數目超過二千人，每年成衣生產超過三百萬件，加上入口品牌，成衣銷售量超過一千萬件，營業額平均超過十億港元。

鱷魚恤產品多年皆獲香港工業局頒發優質產品獎項，足可證明其產品是以高質素贏得顧客的稱譽。選料方面，鱷魚恤一向採用歐美及日本等地進口的高



鱷魚恤零售店分佈香港各地，顧客可選購各款優質的鱷魚恤產品。

級衣料，經專人嚴格挑選，務求達到觀感、觸感、柔度、彈性、耐磨、縮水度、耐洗度及染色度均達到指標，以確保產品達到優質標準。為適應客戶對品質及款式之要求，工廠不斷投資購置西德及日本等地的先進機械及設施，生產實施全面電腦化，以求達至世界水平。另外，鱷魚恤亦積極研究結合現代新科技的布料處理方法，例如防綳、防水、防污、防油，以滿足顧客不同需要，故能贏盡口碑。鱷魚恤的貨品已獲得國際認可的 ISO 質量報告。此外，鱷魚恤亦以 AQL4.0 作為收貨標準，嚴格控制成品的質量。

作為著名的時裝零售店，鱷魚恤非常注重對客人的服務，並設立了客戶熱線，聽取顧客意見，以改善服務質素，務求令顧客稱心滿意。

鱷魚恤在香港已成功建立其價格相宜的優質大眾化名牌價值。在國內，它更被喻為高檔優質名牌的標記，吸引不少追求名牌及品質的富品味消費者購買。

鱷魚恤歷年來均著重品牌推廣及業務宣傳。作為香港本地產品，能成功闖出名堂，令鱷魚恤的品牌在香港及中國深入民心，建立及保持聲譽，其宣傳策略是功不可沒的。除戶外廣告及印刷媒介廣告外，鱷魚恤是最先在電視播放廣告的服裝零售商之一。過往邀得歌影視紅星林子祥演出的一系列廣告及 Croco Kids 廣告至今仍有不少消費者記憶猶新、津津樂道。歷年來不論男、女、童裝都有個別的廣告，有效建立個別獨特形象，包括品味獨特的男士、成功的職業女性及活潑開朗的兒童。鱷魚恤更在近年推出「不變中不斷在變」的廣告，向消費者傳遞與時並進、質優不變的訊息，強化企業形象。

鱷魚恤亦因應市場需要，與銀行合作推廣優惠計劃，送贈品以回饋顧客。至於社會活動方面，鱷魚恤熱心參與公益及慈善活動，例如贊助球類活動等。

展望未來，鱷魚恤將配以先進的工藝，提供創新的衣服款式；並致力搜羅更多合適衣料，生產更多元化的服裝，以不斷提升鱷魚恤品牌的知名度。悠閒和簡潔的服裝，仍然是鱷魚恤未來的發展路向。



CROCODILE

恭賀鱷魚恤有限公司邁向五十周年入選「香港十大名牌」

Celebration of Crocodile Garments Limited awarded the 2000 Hong Kong Top Ten Brand Names Awards

AXE

CROCODILE

鷹牌
EAGLE'S

GOODWAY

世界通
UNIVERSE

維他命

龍發製藥

健康集團致力將中藥標準化、現代化、普及化及多元化



致力於中藥革新的健康集團創辦人及主席趙漢鐘先生。

「認住呢隻鷹，真材實料有保證。」這句廣告語近年膾炙人口，人們一提起花旗參茶，自然都會想起「鷹牌」。

「鷹牌」是健康食品企業集團所創立的「名牌」。始於七十年代，健康集團便率先為消費者提供保健產品。當時，集團旗下的高麗參中心

有限公司已在香港成立，除了成為大韓民國政府專賣廳駐港高麗參陳列室外，更是廣大市民購買優質高麗參，確保貨真價實的專門店。

高麗參中心的成功，證明了消費者對優質中藥產品需求龐大。集團創辦人及主席趙漢鐘先生認為，中藥是中華民族智慧的結晶，有著悠久的歷史，源遠流長。中藥在補身、調養和治療方面的卓越功效，在五千萬年的歷史進程中，早被確認。此外，其絕少副作用的「皇道」藥性，更被世人所推崇備至。

趙氏又認為，隨著時代的變遷、生活節奏加速，中藥的傳統劑型和服用方法必需改良，才不致與時代脫節。健康食品企業集團的宗旨，是將中藥進行四化：標準化、現代化、普及化及多元化，藉著改革中藥以滿足消費者的需求。趙氏遂於一九七七年創立了健康食品企業有限公司，借鑒日本、韓國以至歐美的經驗，致力於改革中藥劑型。

他率先研究發展的項目是「花旗參」，又稱「洋參」。花旗參不同於高麗參，其補而不燥、清熱提神的藥用價值及普及價值，早為趙漢鐘深悉。七十年代初，他已大規模從事花旗參及高麗參的經營，對花旗參饒具心得。憑藉豐



「鷹牌」產品品質優良，種類多元化。

富的經驗，加上致力改良中藥劑型的宏願，終於在一九七九年創出「融參於茶」的花旗參飲用法，推出全球首創的花旗參沖劑，並命名為「鷹牌」，除表示花旗參來自美國外，更寓寄精神奕奕、振翅高飛的深意。

「鷹牌」花旗參茶無論在參的選擇、加工、生產和包裝各方面，均一絲不苟，因此質量一直保持上乘，在香港推出以來，迅即受到消費者歡迎，掀起即沖即服中藥製品的熱潮，同時並贏得花旗參原產地美國威斯康辛州花旗參農業總會推介為「真正優質花旗參(西洋參)產品」的榮譽。

繼「鷹牌」花旗參茶後，健康集團再接再厲，推出多元化的「鷹牌」保健產品，包括「鷹牌」花旗參膠囊及花旗參合片；靈芝茶及靈芝膠囊；珍珠茶、珍珠膠囊及珍珠合片；鹿尾杞丸及鹿茸丸；「鷹牌」鹿精；花旗參川貝枇杷膏、花旗參潤喉糖等，為消費者提供更多優質的選擇。

早於八十年代中，健康集團已進軍國內保健食品市場。經過多年耕耘，旗下的「鷹牌」花旗參茶已成為中國最暢銷的沖劑製品，風行中國各地，覆蓋面遼闊，包括北京、上海、蘇州、杭州、成都、福州、廈門、廣州、深圳、珠海等重點市場，每年營業額亦由最初的數百萬港元，激增至超越數億港元，卓越佳績，一時無兩。

此外，自健康集團成立後，曾獲多個中國政府機關嘉許及頒授獎項，以表揚其產品品質、盈利能力及高質素管理。其中一些主要獎項包括：「鷹牌」花旗參茶在九三年獲推介為「中國最受消費者歡迎飲品」，九四年獲「中國全國獨家特色商品金獎」，九五及九七年分別獲選為「上海最受消費者歡迎飲品」及「浙江十大暢銷保健飲品」；健康藥業亦於九四年獲評定為「中國最大規模外資企業第491位」，九五年獲評為「中國全國信譽度百佳企業」，九六年獲評為「廣東省製藥劑品質管理之先進企業」，以及九四至九八年間多次獲珠海促進外資辦事處頒發「先進科技企業獎」。二零零零年「鷹牌」榮獲香港中華廠商聯合會頒發「香港十大名牌」殊榮，可謂實至名歸。

鷹牌
EAGLE'S



「鷹牌」獲選為2000年香港十大名牌

「鷹牌」榮獲香港中華廠商聯合會頒授「2000年香港十大名牌」，口碑載道，實至名歸。

10
香港十大名牌
Hong Kong Top Ten Brandnames
2000年香港中華廠商聯合會頒授



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龍發製菓

「獅球嘜」重品質、重創新

中國人有句諺語：「開門七件事，柴、米、油、鹽、醬、醋、茶」。可見在日常生活必需品之中，食油是必不可少的，現時本港大多數家庭主婦在選購食油時，「獅球嘜」總是優先之選。「獅球嘜」獲選為「香港十大名牌」更加強了廣大消費者對這個品牌產品的信心。

生產「獅球嘜」的合興食油有限公司董事陳世安介紹，合興公司是一九三四年從國內移師來香港發展的，初時的牌名「合興花生油」，後改名為「獅球嘜」。品牌的圖案設計是「獅子滾球」。獅子雄壯威猛和充滿活力，寓意合興可以在市場中爭取領導地位；而地球則寓意市場不僅局限於香港，而是擴展至世界五大洲。事實上，現時在美洲、澳洲、歐洲和東南亞各地，有華僑的地方便有「獅球嘜」。

陳世安表示，這次獲選「十大名牌」是對以往辛勤工作的肯定，使公司全體員工士氣大受鼓舞。他認為，獲選的關鍵在品質。在這方面，合興確實是花了不少的心血。本港食油廠商所出售的食油，大多以製成品入口，然後略作加工包裝上市。原料運送來港的航程需時四、五十天，途中日曬雨淋，油質容易受污染或變質，從而影響到食油供應市場的品質。有見及此，合興早在十二年前便斥資數千萬元在本港興建了第一座物理煉油廠，由外國直接入口毛油，自己提煉加工及包裝出售，確保了產品品質和新鮮度。透過合興的專業物理提煉技術，可以在完全不用依靠抗氧化劑(BHA、BHT)的情況下，確保產品有較長的儲存時間，達到產品標籤上所列明的食用儲存期，可算是當時食油業的一項創舉。

此外，「獅球嘜」食油的另一優點是煙點高，遠超過一般食油牌子的220度煙點。煙點越高表示煮食時產生的有礙衛生和健康的油煙越少。廠商會檢定中心於97至98年間曾作過一項測試，在加熱至同一溫度下，「獅球嘜」花生油所產生的油煙較少，色澤變化不大；而其他牌子則油煙較大及因析出了雜質而顯著變得深黃。陳世



獅球嘜全新膠樽設計，倒油方便就手。



獨特銀色罐身，更富時代氣息。

安又說，為了確保

「獅球嘜」食油保持穩定的優良品質，合興每年都花巨額的開支於產品品質控制和質量提升上，務求做到盡善盡美。

好的品質與新產品配合使「獅球嘜」更受歡迎。針對香港小家庭越來越多，合興除繼續生產容量大的鐵罐裝外，近年更推出了多款容量較小、更環保的透明不碎塑料輕便瓶裝。合興為迎合現代消費者的不同要求，不斷發展新產品。近年更進行了大型的消費者調查，了解消費者的口味與喜好，為香港食油業創造新機遇。首先針對城市人越來越注重健康，合興先後推出了低飽和脂肪含量的芥花籽油和橄欖油。最近，合興更推出了兩款全新的花生油系列產品——「初榨醇香花生油」及「花生香味健康食油」，為消費者帶來更多更美味的健康選擇。

「初榨醇香花生油」是以初次壓榨的優質花生煉製而成，故此花生香味特別濃郁，專門供食家享用海鮮之用。至於「花生香味健康食油」則是由純正花生油、粟米油及芥花籽油精煉而成，集三種食油之優點，既有花生香味，健康成份亦與芥花籽油相若，解決了消費者在使用芥花籽油煮食時，淡而無味的感覺。此食油之飽和脂肪含量極低，能減低患上心臟病機會；同時單元不飽和脂肪含量極高，亦能降低血液內總膽固醇量及有害膽固醇。用於家常小炒，既美味、又健康。

合興亦致力於拓展國內市場，以供應龐大的國內市場需求。1997年合興在廣東番禺投資開設了一間佔地三百多畝的新廠房。新廠房採用「一條龍」的先進生產方法，由榨油、煉油以致入樽均在自設廠房完成，為獅球嘜食油的新鮮品質提供了保障。陳世安說：「十多年前興建物理煉油廠使合興的業務踏進新的里程，番禺新廠的投產標誌著合興的業務再創高峰」。

獅球嘜花生油系列

獅球嘜
榮獲2000年
香港十大名牌

100%
純正花生油



初榨醇香花生油



純正花生油



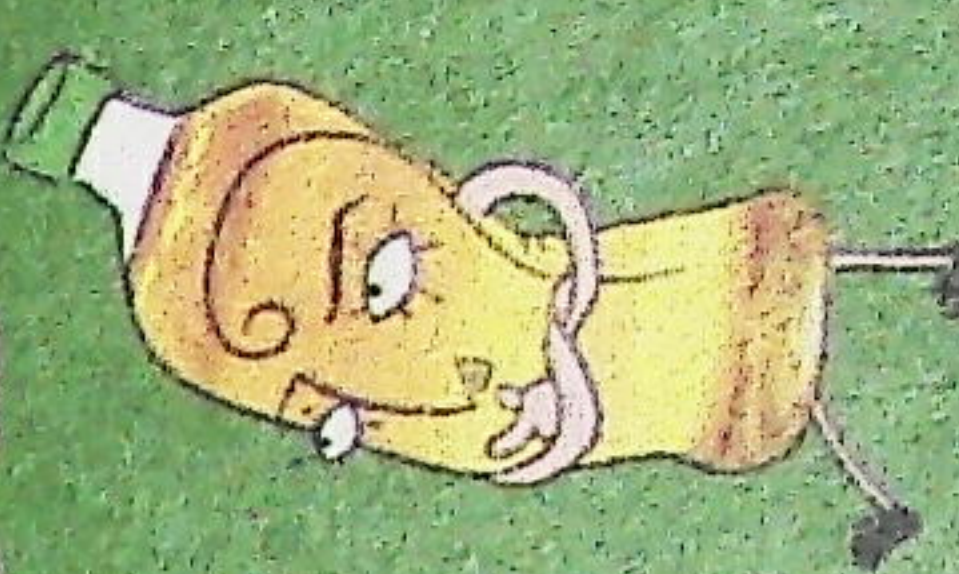
花生香味健康食油

100%絕無膽固醇



合興集團出品

“我唔係花心
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龍發製藥

龍發製藥「排毒美顏寶」 以質優贏得口碑和市場



龍發製藥總裁韓進祿高瞻遠矚、眼光獨到。

龍發製藥(香港)有限公司的「排毒美顏寶」是近年在本港保健產品市場中脫穎而出的後起之秀，這次獲選為二零零零年度「香港十大名牌」，更受人矚目。

據龍發製藥總裁韓進祿介紹，「排毒美顏寶」是由國內一位九十多歲高齡的「中醫泰斗」聯同一批專業人員，總結幾十年的臨床經驗研製而成，產品通過嚴格檢定，才正式生產和銷售。

「排毒美顏寶」一九九九年在本港市場推出，迅即受到消費者的歡迎，銷量屢創佳績，分別獲香港大型連鎖店「屈臣氏」和「萬寧」評為最暢銷產品，以及某大暢銷報章選為「十大產品」。據調查顯示，平均每十一個香港人便有一個曾服用「排毒美顏寶」。

「排毒美顏寶」在香港市場聲名大噪，成功的關鍵在於韓進祿能夠看準社會人士對保健產品的需求日益殷切。由於香港人生活緊張，缺乏運動，體內很容易積聚新陳代謝的廢物、多餘的糖和脂肪，以及由於憂懼緊張引致的氣血和功能失調等所產生的內在毒素，加上空氣污染、化學品、不潔的食物、噪音、電磁波等的外來毒素，對人體產生不良的影響，從而引發各種疾病和健康問題，包括便秘、肥胖、容顏憔悴、倦怠等。「排毒美顏寶」所宣傳的理念是「排毒」：通過服用「排毒美顏寶」打通人體內的排毒管道，包括血管、淋巴管、氣管、



「排毒美顏寶」掀起保健新潮流。

各臟腑聯絡管、經絡、汗腺、尿道、消化排毒管道等，使毒素通暢地排出體外，從而收到「排清毒素身體好」的功效。

韓進祿指出，「排毒美顏寶」是利用純天然漢方配製，重金屬含量低於國際標準，無論男女老幼都可以服用，絕無副作用。自產品面世以來，從未收到服後不適的投訴。反之，顧客的讚揚信則堆積如山，迄今總數已達三萬多封，可見好評如潮。

龍發製藥為客戶提供售前及售後服務，特別成立了「國際排毒養生協會」，招收服用過「排毒美顏寶」的人士入會，為會員提供免費醫師義診服務。此外，龍發製藥又創辦《香港健康報》，向讀者提供健康資訊，免費派發給會員、醫學學院、醫院、老人中心以及多家國貨公司及連鎖店，為公司和品牌建立形象。

「排毒美顏寶」功效顯著，除了因為配方獨到，材料精良以外，嚴格的品質控制也是重要的因素。龍發製藥在中國內地、香港和海外都設有製藥廠，生產廠房擁有GMP國際認證(Good Manufacturing Practice優良生產運作)，採用無菌、無污染方式生產，符合國際上的嚴格規範，並獲發多國的各項藥物及衛生檢定證書。

韓氏自豪地說：「產品本身會說話。產品好，口碑好，生意自然好。」

儘管「排毒美顏寶」在香港保健產品市場中已穩佔領導地位，但韓進祿並不因此而自滿。他的目標是：「衝出香港，面向世界」。去年，龍發製藥的市場拓展又向前邁進了一步。「排毒美顏寶」成功地推廣至東南亞、日本、韓國和台灣，從而在亞洲地區掀起了一股「排毒」熱潮。以對藥品管制嚴格的新加坡為例，在當地舉行的一次展銷會上，「排毒美顏寶」在三個小時內便被搶購一空，銷售額達到66萬新加坡元，創下新加坡保健產品的最佳銷售紀錄。

談到未來的鴻圖大計，韓進祿表示將會繼續推出針對城市人心臟、腦血管問題的健康產品，而所有的產品都必將經實踐證明功效顯著才推出市場。他又說，當發展的基礎更穩固和時機成熟，龍發製藥將爭取成為香港的上市公司。

LONG FAR 龍發製藥

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紅A產品與時並進、不斷創新

星光實業有限公司是香港最大型之塑膠用品製造商，其生產的「紅A」牌塑膠產品出類拔萃，揚威本地及海外市場五十多年，被選為「香港十大名牌」，實屬實至名歸。

星光於一九四九年成立，前身為星光製刷廠，主力生產牙刷、衣刷、指甲刷、鬚刷及塑膠鐘等，至一九五二年開始專營「紅A」牌塑膠家庭用品。一九五六年，星光實業有限公司正式成立，同時購入巨型塑膠機，生產更多不同類型的塑膠家庭用品。

「紅A」這個品牌自星光成立以來便一直使用。紅色代表吉祥與興旺，而「A」是首個英文字母，代表高品質(Good Quality)的意思。

「紅A」塑膠產品包羅萬有，與社會發展息息相關。例如在六十年代的三級制水事件中，紅A大水桶幫助市民解決了水桶供應問題。七十年代政府大力推行清潔運動，大量紅A垃圾桶被搶購。八十年代香港工業開始發達，紅A工業容器成為工業界搶購對象。九十年代的禽流感爆發，政府訂購了三萬個紅A塑膠雞籠。目前紅A塑膠製品包括了家庭用品、微波爐煮食具、飲用器皿、傢俱、燈飾、藥水樽和工業容器等五百多款。

「紅A」塑膠產品各具特色。顏色方面，除一貫採用紅、藍、綠、橙外，亦作出新嘗試，推出一系列的粉色、珍珠色及透明系列。圖案方面，不斷設計新款產品和新穎的圖案，以適應市場的需求。品質方面，所有接觸到食物的產品原料，供應商均需提供品質證書以證明所有原料完全符合FDA(美國藥物及食品管理局)的標準，而所有微波爐煮食用具也均需要符合FDA的質量要求。此外，產品每個生產過程，都需經過品質檢定。包裝方面，星光積極改善包裝設計，以往傳統的包裝逐漸由新穎美觀的設計取代，同時簡化不必要的包裝，務求達到實用、美觀及環保的目的。

值得一提的是，星光無論在生產或產品設計上，都盡量配合環保的要求。(一)水口的處理：售賣水口或採用「即打即用」的處理方法。(二)產品的連接：用超聲波方法接

接，盡量避免使用天拿水。(三)低噪音：生產機器全屬低噪音，使噪音滋擾減到最低。(四)機油的處理：採用機油過濾器將使用過之機油循環再用。(五)製成品及半製成品之處理：大部份用自己生產的工業容器盛載，減少使用紙盒及膠袋。(六)產品方面：產品特別耐用，減少廢物產生，並設計具環保意識的產品如購物車，鼓勵市民少用膠袋；而購物車採用橡膠腳輪能減低噪音的產生。

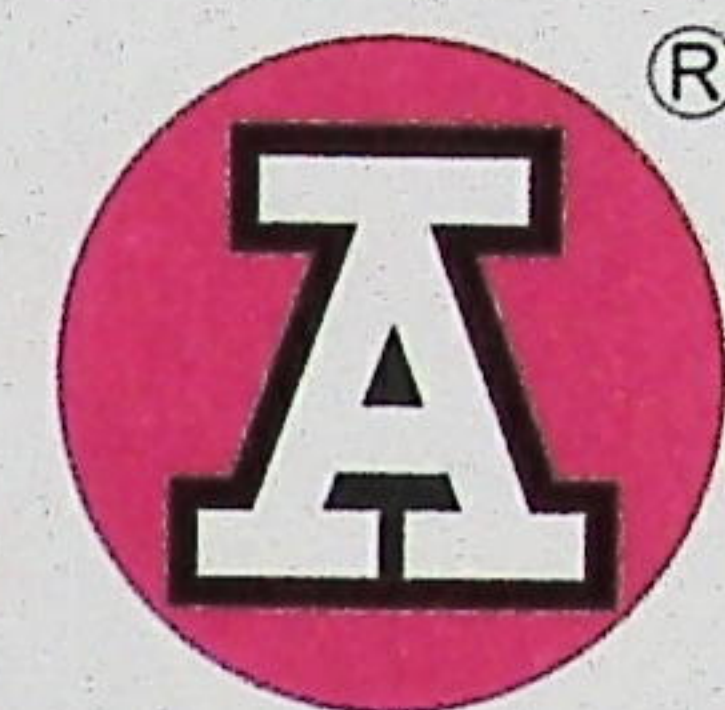
目前，紅A共有四千多個本地及海外客戶。本地的客戶包括醫院管理局、漁農處、蔬菜統營處、政府化驗所等政府機構，零售點包括香港各大小家庭用品店鋪及百貨公司如吉之島、實惠等約六百多個。海外客戶約有七百多個，包括貿易公司及直接買家。除日本大板的IBO陳列推廣「紅A」產品外，現時國內多間大型百貨公司亦有「紅A」產品出售。

展望未來，星光實業有限公司除了繼續提升公司在香港的市場佔有率外，亦將會積極拓展海外市場如歐洲及美加等地，公司將採取的行動如下：

- 一系列的新產品將會陸續推出，以迎合外國市場的需求；
- 全新產品包裝；
- 繼續參予更多的海外展覽會，將紅A牌產品推廣到世界各地；
- 因洞悉到網上電子商業在海外已相當普及，將不斷改善及更新公司的網頁，讓買家及顧客可第一時間瀏覽到紅A產品的最新資料，同時更能提高外國客戶對香港廠商的信心。



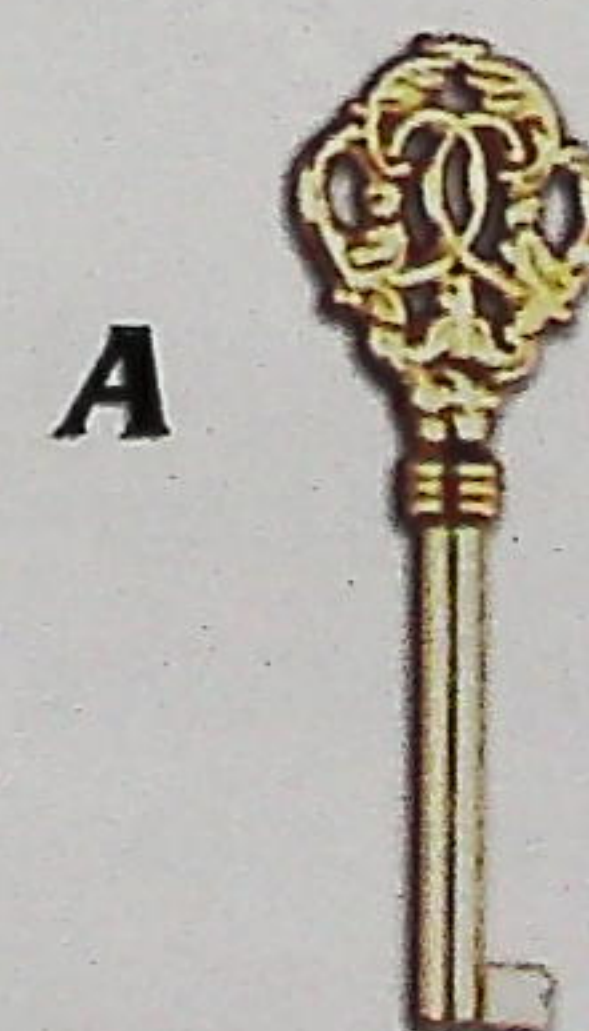
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星光實業有限公司
STAR INDUSTRIAL CO., LTD.

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麵

是香港人主要食糧之一。在芸芸的麵食製品品牌之中，榮獲「香港十大名牌」殊榮的「壽桃牌」屬本港中式麵食最具代表性的「品牌」之一。

「壽桃牌」製造商新順福食品有限公司經理鄭偉明表示，「壽桃牌」已有四十年的悠久歷史，源遠流長的傳統風味，加上不斷推陳出新，使「壽桃牌」歷久不衰，在整個中式麵市場中佔領導地位，堪稱「中式靚麵嘅專家」。

「壽桃牌」選料上乘，主要採用進口原材料，有加拿大及美國進口的麵粉，以及來自日本、韓國、瑞士、新加坡的其他配料，產品的獨特風味和優良品質得到保證。在生產方面，採用先進的生產設備與符合衛生標準的廠房，以及ISO的質量管理。

「壽桃牌」產品主要特點是：「爽、滑、香」。各款系列各具特色，自成一派，適合不同年齡、階層及種族人士的口味。產品中不少極具地方色彩，如四川擔擔麵、上海麵、北京拉麵、台山奇麵、廈門和潮州手工麵線、港式車仔麵、日式烏冬麵、廣東的蝦子麵、全蛋麵、雲吞麵等；另附加不同口味，如麻辣味、牛肉味、香菇味、豬骨味及雞湯味等。此外，更有為重視健康及愛美一族而設的，如高纖的蕎麥麵、低脂的全麥麵、清淡的綠茶麵和健康的蔬菜麵；還有送禮自奉皆宜的禮盒裝雲腿鮑魚麵、瑤柱蝦子麵、花菇瑤柱麵，以及煮食方便的爽杯麵。上述品種全部蒸製，除附料外不含油脂。即使是最新推出的伊麵系列，也是選用上等低脂肪食油加工而成，含油量比其他牌子減低一半，消費者可放心食用。

為了吸引顧客的購買意慾，新順福對「壽桃牌」的包裝設計也費盡心思。早在一九八五年，新順福便從日本訂購可印製精美彩圖而不脫



「人無我有、人有我優」的 「壽桃牌」麵食

色的塑料作為「壽桃牌」產品的外包裝材料，使「壽桃牌」在同類產品中顯得份外醒目突出。目前，「壽桃牌」的外觀包裝有盒裝及袋裝兩大類。盒裝高貴大方，袋裝古樸典雅。兩種包裝都色彩新穎，包裝獨特，使消費者在購物時，萌起購買的意慾。

「壽桃牌」各款產品的內外包裝袋，均採用符合食品衛生管制標準的塑料，不會對人體健康及環境造成損害。公司更委託政府衛生部門對產品作定期抽查檢驗，以確保產品完全符合嚴格的衛生標準。由於「壽桃牌」產品製作嚴謹、衛生，二零零零年初榮獲香港百佳有限公司頒贈首屆的「食品衛生檢定安全」獎狀。

「壽桃牌」之所以能夠維持高知名度，當然離不開電視、電台、報章等媒體的宣傳。此外，「壽桃牌」還在港九各地的日資百貨公司及超級市場，定期舉行試食推廣宣傳活動，通過各種營銷方法，使「壽桃牌」在香港人人知曉，當吃中式麵時，就聯想到「壽桃牌」。

目前，「壽桃牌」的銷售網絡已遍佈本港各大日資百貨公司、超級市場及國貨公司。此外，更遠銷海外和國內。新順福雖然在歐洲、美洲和亞洲均已代理，但該公司更期望有一日，祇要有華人的地方，就有「壽桃牌」的出現。

鄭偉明表示，新順福的未來發展目標是要在五年內逐步擴闊銷售層面，由現在的推廣至八至三十五歲人士也能接納，真正做到老少咸宜，有口皆碑，以達致「人無我有、人有我優」的優質境界。



壽桃牌®

中式靚麵嘅專家

“壽桃牌”榮獲2000年
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香港十大名牌

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維他奶享譽飲品市場六十載



維他奶國際集團有限公司董事總經理江明彥先生。

如果說「維他奶」豆奶幾乎是每個香港人都熟悉的名字絕不誇張，因為這種健康有益的飲品面世已有六十年，陪伴香港市民成長，成為男女老幼都喜愛的飲料。因此，「維他奶」獲選為「香港十大名牌」實屬眾望所歸。

維他奶國際集團有限公司董事總經理江明彥介紹，「維他奶」的中文名字六十年來都沒有改變。「維他奶」的命名，不但套用了英語中「豆奶」(soya milk)的概念，更重要的是強調了它的營養價值。此外，「維他」來自拉丁文的vita，意即「生命」，而在英語中，又有vitamin一字，指人體不可缺少的營養成份；亦有vitality一字，意即「活力」。

「維他奶」這個品牌是四十年代羅桂祥博士創立的。當時是基於大眾在戰亂中多患營養不良，又沒法負擔昂貴的牛奶，因此以有「中國之牛」之稱的黃豆製造豆奶，為大眾提供有豐富蛋白質而價錢廉宜的飲料，「維他奶」豆奶便成為一種代乳品。

戰後，隨著人們對「維他奶」豆奶這一種代乳品的需求減低，「維他奶」的市場定位也隨之逐漸轉變。時至今日，對消費者來說，「維他奶」是一隻高品質、營養豐富、有益健康、好味道而又價格廉宜的豆奶；予人一種溫馨、親切及關懷的形象，是一隻由三歲至八十歲消費者都喜愛的產品。

「維他奶」豆奶受到廣大消費者的歡迎，關鍵在於它的獨特品質。大豆的營養價值十分高，它不單脂肪含

量低，同時為人體提供多種重要養份，包括蛋白質、纖維、鈣質、維生素與及一種植物化學物質「異黃酮」等，其營養豐富無容置疑。近年的研究還發現，大豆產品能有效地降低膽固醇，抵抗癌病及有助骨骼健康，而「維他奶」以優質大豆製造，這是它在世界各地皆受到關心健康的消費者歡迎的主要原因，成為現今追求健康人士的一個優先選擇。

此外，產品美味可口，亦是「維他奶」深受各地人士喜愛的另一原因。為了滿足消費者不同口味的要求，「維他奶」除了原味及麥精味外，還有蜜瓜味、朱古力味及椰子味豆奶。

此外，針對現今都市人對鈣質日益重視，對低脂飲料需求不斷提高，維他奶又推出「維他奶鈣思寶」高鈣低脂豆奶。產品含大豆獨有異黃酮，除可幫助防止有害膽固醇(LDL)阻塞血管流通之餘，又不會影響有益膽固醇(HDL)的水平，從而減低因膽固醇過高而患上心臟病的機會。另一產品「維他奶山水鮮豆漿」及「鮮麥精豆漿」，味道秉承傳統山水豆漿風味，不但高鈣，而且低脂，絕不含膽固醇，新鮮有益。

江明彥指出，時常留意消費者的需求，令產品和市場定位與時並進是「維他奶」產品產銷成功的要訣。「維他奶」不但伴隨著市場的轉變而推出新產品和轉換新包裝，廣告策略亦與時並進。「更高、更強、更健美」、「點止汽水咁簡單」曾一度是四十至七十年代膾炙人口的「維他奶」廣告語。踏入千禧年，「維他奶」以煥然一新，更年青，更具時代感，健康新穎的表達手法宣傳「始終有益維他奶」的健康親切形象。

江明彥又表示，隨著健康飲食的發展趨勢，豆奶飲品更能切合消費者對健康飲食的要求，維他奶將會繼續推出更多新產品，迎合消費者的需要，不斷更新「維他奶」的品牌和形象，保持它的健康形象的同時，亦令它更有時代感及更清新，予人與時並進的感覺。



各種營養豐富、有益健康的「維他奶」飲品。

始終有益



工業貿易署署長

羅智光

工業貿易署署長羅智光在辦公室接受本刊訪問時說：「我們正透過創新科技邁向一個知識為本的經濟體系」。去年二月，策略委員會確定了七個主要行業和領域有助香港建立亞洲首要國際都會的地位，它們包括金融和商業服務；吸引及保留跨國企業在港設地區總部；旅遊業；資訊服務與電訊業；創新科技；貿易、運輸和物流服務；以及創作和文化活動。

工業發展趨向高科技、高增值、講求創新和建立品牌。他解釋，由於工資成本高昂，難以在港進行生產製造的過程，因此本港工業應專注於物料採購、產品設計、市場推廣及業務策略訂定等環節，以生產高質素、配合客戶所需的產品。今後，產品將不再在香港製造(made in Hong Kong)，而是由香港製造(made by Hong Kong)。

世界經濟全球化，本港必須發展以創新科技主導、知識為本的經濟體系，以維持國際級商業中心地位。



其實，資訊科技的發展對香港的經濟增長十分重要。政府正積極推廣資訊科技的應用，並預計可發展為高增長的工業。

羅氏相信中國加入世貿對香港有兩個重要的意義。其一，世界經濟全球化，本港必須發展以創新科技主導、知識為本的經濟體系，以維持國際級商業中心地位。其二，本港應加強作為中介人的角色，進一步發展與內地的策略性夥伴關係，並發展為內地與世界其他地方連繫的合作夥伴。

首先，中國會隨著加入世貿而減低關稅。有些大規模外資公司便可直接與大陸貿易，但中小型企業則需繼續倚靠本港。他表示，本港的港口設施、保險、金融、法律和專業等增值服務對支援他們開發內地市場仍然非常重要。

整體而言，由於內地的總出口增加，經本港的轉口貿易亦將有增無減。羅智光補充說，經濟分析家估計本港國內生產總值的年增長率將由四至五個百分點增至四點五至五點五個百分點，增幅為零點五至一個百分點。

此外，香港背靠大陸，港商亦最早往大陸投資。羅氏稱，港商不單在沿海一帶建立基地，也在北京與上海等大城市，甚至西部及內陸地區投

資，港商應繼續抓緊在內地投資的機遇。去年這些「二線」市場的入口佔了內地入口的六成，總值一千一百一十億美元。

他續說，內地開放內銷市場，本港生產商可由原件製造(OEM)改變為原設計製造(ODM)，港商應重新定位，建立自己的品牌，以便將貨品打入內地及世界各地的市場。

當前的挑戰是日益加劇的競爭。世界各國都希望在中國市場分一杯羹，港商可提升管理技巧、建立自己的品牌、加強人力資源培訓如英語及科技等。同時，他認為，本港必須保持現有的稅制和法制，以及自由貿易的政策。他相信本港企業家頭腦靈活，亦無懼競爭。

為配合經濟轉型，貿易署已於去年七月改組並重新命名為工業貿易署，將為工商企業提供方便快捷的一站式服務。

除了一些創新及科技發展項目由創新科技署負責外，工業貿易署日後的工作包括處理出入口簽證、工業支援，以及為中小企提供協助。

香港企業中有百分之九十八屬中小型企業，工業貿易署的其中一項重要工作便是為這些企業提供所需的支援。行政長官在去年十月發表的施政報告中，提出政府會按中小型企業在不同發展階段所面對的問題，以「便利創業」、「協助立足」及「促進發展」三大方向，探討可行的支援方案。

新成立的中小型企業委員會將會就「融資及財務」、「人力資源」、「科技應用」、「營商環境」和「市場拓展」等五個對中小型企業影響較大的範疇作研究。委員會將就五個範疇提出實際支援措施，並向行政長官遞交有關建議，委員會現正諮詢商界的意見。

此外，政府在資源上仍會繼續承擔，為中小型企業提供援助。「中小型企業特別信貸計劃」所剩餘的二十億元金額，將繼續用以提供其他支援計劃。

政府又將會推行多項服務來支援中小型企業。其一是去年十一月正式開展的「營商友導」試驗計劃，專門邀請經驗豐富的商界人士分享營商的成功秘訣。目前已有四十位商界人士參與這計劃，擔當起導師的角色，為八十家中小型企業提供意見。其二是提供一站式的資訊及諮詢服務，範圍包括關稅、牌照申領及協調部門與其他機構如貿易發展局等提供的服務。其三是為中小型企業舉辦科技、管理及時事等座談會及工作坊。



談到工業貿易署在二零零一年的工作大計，羅智光表示，首先政府會加強對傳統工業的聯繫及支援，如製衣、鐘錶、塑膠、五金及紡織等行業。他說：「除了高科技行業需要科技外，傳統工業也需要創新科技來提高生產力和工作效率，發展新產品及加強競爭力」。其次，本港將加強與內地的聯繫，包括前往內地考察訪問，舉行會議及組成聯合委員會來加強彼此交流。隨著中國即將加入世貿，政府亦將舉辦大型研討會，以加深本港商界對世貿組織的認識，以便他們可更好把握國家入世所帶來的機遇。此外，該署亦會積極參與世貿組織的工作。另一方面，中國作為亞太經合組織今年會議的主席，香港屆時亦會參與亞太經合組織的會議。

本會二零零零年會員大會／會員特別大會

會員大會

本會於去年十二月十四日舉行二零零零年會員大會，會長陳永棋在會上致辭時表示，踏入二十一世紀，香港經濟錄得了近十五年來最強勁的增長。根據政府公佈的數字，估計二零零零年全年的經濟增長率超過10%；同時，失業率亦進一步回落。他續稱，二零零零年的香港經濟已進入全面增長的階段；一方面對外貿易均錄得顯著增長，特別是港產品的出口扭轉了下滑的趨勢。另一方面，本港的內部需求亦加速回升，首三季私人消費開支上升，表明了疲弱的消費市道已經復甦。同時，工商投資的步伐亦明顯加快，上半年機器及設備開支都比去年同期有所增長。

他又指出，二零零零年香港經濟的另一重要發展是結構調整取得較大進展，並形成了新經濟形態的雛型：全社會對創新科技的投資大幅增加；企業加速重組；融資市場更趨活躍；創業精神成為風尚；以及政府調整經濟政策並擴大市場開放。新經濟的崛起標誌著香港以創新科技為本、朝高增值為方向的經濟轉型已經全面啟動。展望二零零一年，香港由於在內部經濟或國際環境都具備有利條件的關係，故此，經濟仍將繼續向好。

他又表示，「中國因素」將繼續對香港經濟發揮強大的支撐作用。隨著中國快將入世，內地將湧現無限商機，香港憑著地理優勢及豐富經驗，港商必能穩握先機，爭取發展空間。陳會長並指出本會會員乃本港工商界赴大陸經商投資的先鋒，根據本會一項調查顯示，百分之八十六的受訪會員已在大陸投資，而會員在大陸的業務更佔其總投資很大的比重。為了使會員更能把握中國入世的歷史性機遇，廠商會將更積極地促進業界與內地政府的聯繫與溝通，而這亦是本會多年的主要工作。

此外，陳會長認為今年香港低通脹、較高增長的宏觀經濟環境將有利於工商界，特別是中小型企业擴大投資。除此之外，本會亦將致力於協助會員發展電子商貿，提升互聯網的應用水平。同時，本會亦將加強對會員的其他服務，例如公司推廣、會員優惠及職位配對等，力求使本會服務更多元化、質素更佳、切合時宜兼互動性強。

會員特別大會

本會於去年十二月十四日舉行二零零零年會員特別大會，提請通過修訂本會章程特別決議案。會長陳永棋於特別大會上表示，為使本會能在長遠和健康發展的基礎上服務會員，繼續致力促進本港製造業整體發展，本會有需要建立更完善的內部機制，以便能在健全的制度下有效運作。故是次修章乃根據社會時勢、工商文化因素而作出應有的配合。

是次修章內容由本會修章委員會經過三次擴大會議後擬定而成，全体會董皆獲邀出席這三次會議。有關修訂經過第三十三屆會董會第十四次會議通過，並依法呈交公司註冊處核准。

陳會長表示是次修章主要目的為提高本會的靈活性，希望經過修定，本會更能善用人才資源；例如其中第三十五條建議修訂本會會董會成員的數目，最多人數由一百零一人增加至一百二十人。此外，修章的另一個主要目的是為本會制定更完善的機制，增加本會的透明度，其中包括第五十條建議在選舉正副會長、常務會董、會董、以及各常務委員主任委員時，須由出席的會董以投票方式過半數獲選方為有效。陳會長更表示通過是次修章，會員及會董對本會機制的監察力能得以提高，使本會得以建立長遠穩固的基礎，從而更有效地為會員和港商服務。

最後陳會長藉這次二零零零年會員特別大會，對各修章委員會委員及會董致以衷心銘謝。



本會於去年十二月十四日舉行會員大會及會員特別大會。

宴請財政司司長曾蔭權

本會於去年十二月十九日設宴款接財政司司長曾蔭權，並邀得他在會上發表講話。

曾司長在致辭時表示，承接著一九九九年復甦的勢頭，二零零零年香港經濟呈現了更強勁的增長。他預期今年經濟將持續增長，但速度應會較二零零零年減慢。由於去年本港經濟復甦，二零零一年的比較基準已提高，再加上油價波動以及美日經濟走勢仍未明朗等負面因素影響，各界對此不能掉以輕心。

雖然預期今年經濟增長將放緩，然而曾司長指出香港作為中國大陸的第三大貿易夥伴，應從中國經濟的持續增長中受惠。根據國務院外經貿部的估計，中國今年全年進出口貿易總值將達四千五百五十億美元，較去年上升百分之二十六點二；在去年首九個月，中港兩地的貿易總額已較上年同期增加了兩成。

他又稱隨著中國加入世貿在即及內地西北地區的開發，內地經貿體制、法規及營商環境將進一步改善，港商應憑著在內地營商的豐富經驗，和本港在通訊、空運、港口等基礎設施的優勢，積極地把握當中的商機。此外，對鄰近地區的挑戰也不能忽視，要時刻保持本港的競爭力。



本會會長陳永棋(右)致送紀念品予財政司司長曾蔭權。

廠商會推動中文域名註冊

本會創新科技委員會主席葉志光博士於去年十二月四日代表本會出席會員「中文域名有限公司」舉辦之記者會，介紹了為會員公司及業界提供之中文域名登記服務。他指出，中文域名登記將有助會員公司善用資訊科技發展中國市場，另外，本會亦計劃加強與會員公司合作，推出會員互惠及利便營商之電質方案，以加強會員服務。



本會創新科技委員會主席葉志光博士(左一)於「中文域名有限公司」舉辦之記者會介紹了為會員公司及業界提供之中文域名登記服務。

本會與國家外經貿部會晤



本會於去年十二月二十日聯同本港十餘家主要商會的代表會晤來港訪問的國家外經貿部官員，會議假世貿中心舉行，雙方就內地投資環境問題交換意見。會議由本會會長陳永棋(左四)主持，外經貿部出席的代表包括外貿司副司長劉作章(左三)，其他出席的本會代表計有副會長楊孫西，常務會董李秀恆及會董孫啟烈等。

本會與山東省煙台市投資促進局代表團簽訂合作協議



本會副會長呂明華(左六)於去年十二月二十日接待山東省煙台市投資促進局代表團及主持簽訂合作協議儀式，並致送紀念品予該市外經貿委副主任劉治波(右五)。

福建省南平市代表團訪會



福建省南平市代表團一行八人，由福建省南平市市長徐謙(右五)率領，於去年十二月二十日蒞會訪問並參觀第三十五屆工展會，由本會會長助理林學甫(左四)主持接待。

中國貿促會湖南省分會代表團訪會



中國貿促會湖南省分會代表團於去年十二月二十日蒞會訪問及參觀第三十五屆工展會。本會副會長陸增鏞(左三)致送紀念品予該會副會長賀德欣(右三)。

青海省政府代表團訪會



青海省政府代表團一行二十八人由該省副省長馬培華(後排右五)率領，於去年十二月十五日與本會合辦青海省經濟發展推介會，由本會副會長梁欽榮(後排中)致辭。會後並有當地民族舞蹈表演。

員工團年聚餐



本會於一月十一日舉行員工團年聚餐，共有近二百名員工參加，場面熱鬧。當晚並邀得副會長楊孫西致辭及頒獎，其他出席嘉賓包括副會長陸增鏞、會董趙耀祖、李嘉惠、崔少全和羅志雄。

浙江省政協代表團



本會會長陳永棋(右三)於去年十二月二十二日接待浙江省政協代表團，並致送紀念品予該省政協秘書長俞文華(左四)。

環保技術支援計劃講座



由香港生產力促進局、創新科技署及本會舉辦之環保技術支援計劃之經驗分享講座分別於一月十日及十二日假本會舉行。該支援計劃乃本會與香港生產力促進局合作，獲「工業支援資助計劃」撥款，針對本地工業的污水排放問題為中小型企業廠商提供技術支援服務，以協助港商符合環保法例。

北京市懷柔縣政府代表團訪會



北京市懷柔縣政府代表團一行七人，由該縣副縣長王建中(左五)率領，於一月九日蒞會訪問，由本會副會長梁欽榮(右五)主持接待。會上，雙方互就懷柔縣的投資概況及如何加強兩地的經貿合作事宜交換意見。

貴陽市政府代表團訪會



貴陽市政府代表團一行四人由該市副市長邵祥林(左四)率領，於一月十五日蒞會訪問，由本會副會長林輝實(右四)主持接待。

本會婦女委員會赴澳門代表團

本會婦女委員會於一月九日組團，拜訪澳門中華總商會及該會於去年十月剛成立的婦女委員會。訪問團一行二十人，團長為本會婦女委員會主席周陳小玲，副團長為梁李鳳清、冼婁文英，團員包括周盧美磁、張戴月美、林孫嫻微、麥林素英、馮鄭慧芳、倫李蓬轉、陳曾柳素、張胡詠琚、劉龔燕霞、雷蔡菊英、黃丁惠文、王李清白、陳燕兒、鄭依玲、張美蓮等。

訪問團抵步後，即與澳門中華總商會舉行座談會，就港澳兩地工業貿易發展及婦女發展等事宜交換意見。出席接待座談會之澳門中華總商會代表包括：許世元理事長、黃國勝、姚汝祥常務理事、賀定一副理事長兼婦女委員會主任；婦女委員會代表何佩芬、何桂鈴、盧德華副主任、王淑梓、霍麗斯、邱蓮香、洪華、林燕妮、黃珮琳、譚瑞儀及王樺。會上代表團並與該會婦女委員會洽談有關婦女自身質素之提高、兩地商機之拓展及經濟發展之推動等事宜。

本會婦女委員會周陳小玲主席表示，女性的社會地位趨提高，在工商界及家庭上均擔當重要角色，此行希望加強兩地婦女之溝通與聯繫，共同為港澳兩地之經濟發展作出貢獻。隨拜訪外，訪問團亦參觀了多個澳門景點，從而認識當地的文化及旅遊事業。



廠商會婦女委員會赴澳門代表團團長周陳小玲(左三)接受中總理事長許世元(左四)和副理事長兼婦女委員會主任賀定一(右四)致送紀念品。



歐洲議會發出處理電子及電器產品廢物指引

時至今天，不少人已意識到環境保護對我們未來資源的分配是非常重要。在過去數十年，人們的環境保護意識祇是停留在理念和有限度的實踐階段，實際支持廢物循環再造的用戶只屬少數。事實證明我們以往不但未能有效地使用資源，棄置的廢物更嚴重地侵害和破壞著我們的生態環境。

有見及此，歐洲議會最近發出了有關處理棄置電子和電器產品的指引。自此，廢物循環使用和再造的責任便由家轉移到生產商身上。這項指引主要針對如何處理、再用及循環再造電子和電器產品的廢物。歐洲議會亦希望透過這項指引減低該類產品的廢物及加強該類產品在整個廢物處理過程中有份參與工作的技術人員的能力，尤其是負責廢置部份的人員。

指引亦明確闡述歐共體成員國必須確保所有分銷商或產品持有人將免費回收客戶棄置的電子和電器產品。為了有效地收集該類產品，生產商需要充份提供電子和電器產品的成份物料以及產品內危險物質的位置。為配合廢物循環再造計劃，該指引將在二零零七年初公佈。另外，歐共體國家需要督導生產商在二零零六年初之前達到以下目標：

• 大型家庭電器：(一)翻新比率預算提升百分之八十以上；(二)成份、物料和物質的循環使用和再造比率預算提升百分之七十五以上。

• 小型家庭電器：(一)家庭用品、電子、電動玩具及工具(物件本身包含陰極射線管除外)的翻新比率預算提升百分之六十以上；(二)成份、物料和物質的循環使用和再造比率預算提升百分之五十以上。

• 資訊科技及電信產品(物件本身包含陰極射線管除外)：(一)翻新比率預算提升百分之七十五以上；(二)成份、物料和物質的循環使用和再造比率預算提升百分之六十五以上。

• 廢氣排放燈：成份、物料和物質的循環使用和再造比率提升百分之八十以上。

• 包含陰極射線管的電子及電動產品：(一)翻新比率預算提升百分之七十五以上；(二)成份、物料和物質的循環使用和再造比率預算提升百分之七十以上。

當人類不斷追求物質生活的同時，大自然的生態亦因為我們濫用資源而受到嚴重的破壞。歐洲議會首次為電子和電器產品修定指引，藉此指導我們如何善用寶貴的自然資源。該條例不但可減低人類對環境所作出的破壞，長遠看來，甚至有助減低生產商的生產成本。如有任何詢問，歡迎致電2698 8198與本會檢定中心聯絡。



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- (1) Date & Time : March 5th 2001 (Monday), 7:15p.m.-8:30p.m.
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雲南省



大理白族自治州

大理白族自治州位於雲南省中部偏西，總面積29,454平方公里。全州轄一市十一縣，一九九九



年底總人口約326萬人，少數民族人口約佔50%，是一個居住漢、白、彝、回、栗僈、藏、納西等26個民族的地區。

自然資源

大理州地處金沙江、怒江、瀾滄江成礦帶，礦產資源豐富，種類繁多。金屬礦產資源有鐵、金、銀、銅、鉛、鋅、錫、鈷、鉬、鎳、鋁、汞、鉍、鎢、鎂十七種，共198個礦床(點)。大理州的水力資源理論蘊藏量938萬千瓦，可開發利用的水力資源807萬千瓦。

大理州土地總面積4,258萬畝，山地佔83.7%，是森林、礦產、中藥材、經濟林、草食性牲畜、土特產、旱糧等重要產區；平壩佔16.3%，是糧食、經濟作物、乳牛、生豬、水產、水果等主要產區。有耕地294.5萬畝。園地面積20餘萬畝，佔土地總面積的0.5%，是柑桔、蘋果、桃、梅、梨、茶、桑等生產基地。水域面積約83萬畝，佔土地總面積的1.9%，是水產養殖的重要基地。而全州有林地面積1,408.7萬畝，森林覆蓋率33.6%，能形成商品的有雲南松、華山松、冷杉、鐵杉、雲杉、楸、

桶、柏、樟、椿、核桃、旱東瓜等。珍稀樹種有銀杏、牟尼柏、羅漢松、秀杉、紅豆杉、珙桐等，森林資源極為豐富。

基礎建設

大理地處滇西通衢要衝，公路、鐵路、航空交通便利。境內公路四通八達，130個鄉鎮全部通路，公路通車總里程8,888公里。大理機場於1995年建成通航，距市區14公里，可起降波音737客機，已開通大理至昆明、大理至天津、大理至西雙版納的航班。大理機場、廣大鐵路、楚大一級汽車專用公路的建成，使大理作為滇西交通樞紐和北進藏、西向南亞及東南亞的通行地位更加突出。

郵電通訊方面，大理的郵電服務機構遍佈城鄉並形成網絡，可與國內外及港、澳、台直接通話，無線尋呼實現與全省聯網，電話交換機總容

量達20多萬門，電話用戶達10萬多戶，GSM移動交換機達4萬門，用戶達1萬多戶。

大理州內電力設備完善，電力供應充裕。州內電站總裝機容量35.7萬千瓦；大理州與臨滄交界的瀾滄江上規劃建設的三座百萬千瓦級大型水電站，裝機容量150萬千瓦的漫灣電站已建成投產，135萬千瓦的大朝山電站正在建設中，420萬千瓦的小灣電站進入前期準備工作。電力資源的開發利用，促進大理電網結構的完善，供電可靠性更強，電力更充足。

經濟概況

雲南省大理州現已建成比較齊全的工業門類，以食品、輕紡為主，其他行業包括冶金、煤炭、電力、機械、建工建材、造紙、化工、製藥、服裝及民族手工藝等。

近年來，大理州的「兩煙」、旅遊、生物資源、建材開發四大支柱產業發展蓬勃。據統計，大理州與聯合國屬下機構及海外23個國家和地區的單位及企業，在經濟及文化方面已發展出交流合作的關係；並與國內29個省、市、自治區和省內的15個地、州、市的部門、企業、單位建立了協作關係。至1999年底，累計簽訂經濟技術合作項目2,394項，協議引進資金59.9億元人民幣，含重點建設等外來投資在內，協議引進州外資金140.1億元人民幣，實際引資到位55.8億元人民幣，引進各類專業技術人才3,430人，對國民經濟和社會發展起到了推動作用，加快了富民興州的進程。

投資導向

大理州鼓勵外來投資者在下列領域進行投資和開發合作：

1. 改善基礎設施，創造良好投資環境的項目。
2. 增強農業基礎地位，進行農業綜合開發、農業產業化經營、農副產品保鮮、儲藏、深加工、荒山荒地開墾、中低產田、低產林改造、高效優質農、畜、水產品新品引進開發和農產品商品基地建設的項目。
3. 引進資金、設備、工業產權、專有技術，嫁接改造現有企業，提高產品檔次，增強企業

市場競爭能力，提高經濟效益的項目。

4. 高新技術產業項目。
5. 以「市場換技術」的辦法吸引大公司到該州投資建設的項目。
6. 利於該州旅遊資源開發的項目。
7. 生物資源開發為主的食品工業項目。
8. 利用當地資源，生產適應國內外市場需求的新材料、新產品，發展礦產品深加工業和建築建材業的項目；主要是新型建材、大理石、花崗石、鉑、鋁、金、銀、銅、錫、鉛、鋅、銻、錳、鐵、鹽化工、硅業土、石膏等開發項目。
9. 鼓勵和爭取在金融、外貿、商品零售、以安居工程為重點的舊城改造、有償有限出讓基礎設施和市鎮公用設施經營權、科技、訊息等方面合資、合作或獨立經營的項目。



10. 大型骨幹、能帶動地區、行業發展的獨資、合資企業項目。
11. 具有扶貧作用的綜合開發項目。
12. 生產技術含量高、經濟效益好、在國內外市場具有競爭力的名特優產品的項目。
13. 具有外銷前景的出口工業產品和農副產品開發項目。

聯絡機構

大理州政府經濟技術協作辦公室
電話：(86) 872-2123788
傳真：(86) 872-2188180

中國允許外商投資電影院



去年十月二十五日，國家對外貿易經濟合作部及文化部聯合發佈了《外商投資電影院暫行規定》(以下簡稱“《規定》”)，允許外國投資者投資設立外商投資電影院，從事電影放映業務。下面簡要介紹一下《規定》，供有興趣的投資者參考。

一. 投資者的資格

外國公司、企業和其他經濟組織或個人(包括港、澳、台投資者，以下簡稱外方)按照平等互利的原則，經中國政府批准，可以在中國境內與中國的公司、企業(以下簡稱中方)設立中外合資、合作企業(以下簡稱外商投資電影院)，從事建設、改造電影院或電影放映業務。

二. 組織形式

中外雙方可以合營或合作的形式共同投資設立外商投資電影院，但是不允許外方獨資設立電影院。

三. 外商投資電影院應當符合以下條件：

- 符合當地文化設施的佈局與規劃；
- 註冊資本不少於一千萬元人民幣；
- 有固定的營業(放映)場所；
- 外商投資電影院不得冠以境外影視(媒體)、院線名稱；
- 中方在外商投資電影院註冊資本中的投資比例不得低於51%，或中方應擁有外商投資電影院的經營主導權；
- 外商投資電影院的經營期限不超過三十年；
- 符合中國有關法律、法規及有關規定。

四. 設立外商投資電影院的報批程序

- 中方須向所在地省級外經貿主管部門提出申請，並提交以下資料：
 - 設立外商投資電影院項目申請書；

- 中方的法人資格證明、電影院土地使用權的有關證明、銀行資信證明；
 - 外方的資格證明、銀行資信證明、會計師事務所開出的財務狀況證明；
 - 工商行政管理部門開出的外商投資電影院名稱預核准通知書；
 - 可行性研究報告、合同、章程；
 - 法律、法規和審批機構要求提供的其他資料。
- 所在地省級外經貿主管部門在徵得省級電影行政管理部門同意後，將審核同意意見上報對外貿易經濟合作部。對外貿易經濟合作部在徵得國家廣播電影電視總局、文化部的同意後，依照國家有關外商投資的法律及法規進行審批，對批准設立的外商投資電影院頒發《外商投資企業批准證書》。
 - 獲批准設立的外商投資電影院，應自收到對外貿易經濟合作部頒發的《外商投資企業批准證書》之日起一個月內，持《外商投資企業批准證書》到國家工商行政管理部門辦理註冊登記手續。
 - 外商投資電影院完成建設、改造任務後，經有關部門驗收合格，持《外商投資企業批准證書》及《營業執照》向省級人民政府管理電影的行政部門申領《電影放映經營許可證》，方可從事電影放映業務。

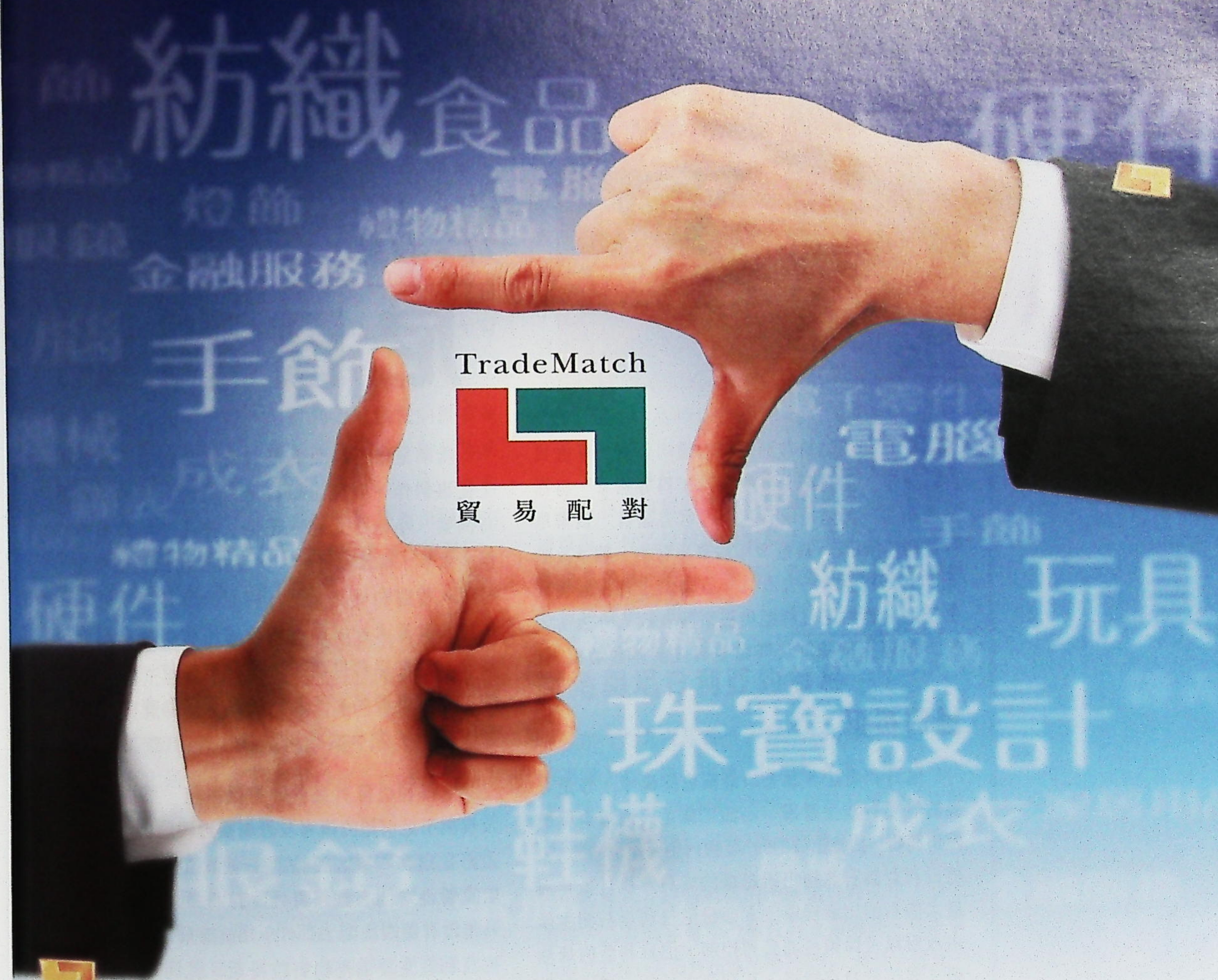
已設立的外商投資電影院變更股權及投資額時，應按上述報批程序辦理。

五. 外商投資電影院的業務

外商投資電影院必須遵守國家有關法律、法規，依照《電影管理條例》從事經營活動，接受中國政府有關部門的監督和管理，放映的影片必須持有國務院廣播電影電視行政部門頒發的《電影片公映許可證》，不准放映走私、盜版電影及不得從事營業性的錄像、VCD、DVD的放映，而外商投資電影院附屬從事其他娛樂服務業務亦要符合國家有關規定。

本文由方和、吳正和律師行供稿，查詢請電：2848 4848。

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電子郵件：hktadc@tdc.org.hk
網址：tdctrade.com



非洲 尼日利亞

尼日利亞位於非洲西部的畿內亞灣，鄰近貝寧、尼日爾、喀麥隆及乍得等國家，首都為阿布加。英語是尼日利亞的官方語言，貨幣單位是奈拉(Naira)。經過多年的軍事管治、戰爭及動亂，尼日利亞於一九九九年五月二十九日回復民主統治。雖然尼日利亞仍被宗教及政治分裂所困擾，但現正積極解決問題並專注於基建發展。

經濟概況

尼日利亞是非洲人口最稠密的國家，亦是非洲的主要石油生產國。石油工業是該國最重要的經濟範疇，佔總出口的90%及國內生產總值的50%。尼日利亞為石油輸出國組織的成員，並且是非洲最大的石油出產國家。大部份尼日利亞石油生產由政府以及跨國產油公司控制。尼日利亞的煉油廠主要位於哈克特港、瓦利及卡杜納。石油業是尼日利亞外匯收入的主要來源。



尼日利亞的下游工業也受尼日利亞國家石油公司所控制，該公司擁有全國四家煉油廠及所有大型銷售公司的重要股權。但是，缺乏資金及貪污令下游基礎結構現仍處於失修狀態，迫令石油及財政部門降低對石油工業的直接干預。

農業是尼日利亞的經濟支柱，超過五成的勞工從事耕作，並能自給自足。該國主要的農產品有高粱、小米、大豆、花生、棉花、馬鈴薯、棕櫚、大米、橡膠和可可。主要農業出口是棕櫚油、可可、橡膠和棉花。尼日利亞的雨林提供紅木、黑檀和其他木材。由跨國公司所擁有或合資的植林業，已在原料供應方面穩佔一席位。尼日利亞的工業以農產品加工及消費品製造為主，包括肥皂、成衣、煙草產品和家具。

尼日利亞擁有完善的運輸系統，然而因維修及規劃不足引起的擠塞及設施損毀問題仍然存在。道路是貨物和乘客運輸的主要渠道，而拉哥斯與哈克特港之間有鐵路貫通。拉哥斯、卡諾和哈克特港均有國際機場，並有多條航線飛往各大城市。尼日利亞主要的港口有拉哥斯、瓦利、哈克特港及卡拉巴。

近期經濟發展

一九九九年五月，Olusegun Obasanjo接任為尼日利亞總統。新政府承諾履行市場改革及採取改善貧困的措施。一九九九年，尼日利亞的經濟表現好壞參半。雖然石油價格的回穩提高了出口收入，但尼日利亞的工業生產在一九九九年下跌1.4%，而同年的消費品價格提高13%，比政府的目標高出3%。

在一九九九年十一月，Obasanjo總統就二零零零年財政年度提出一項五千億尼日利亞元的財政預算。教育和國防分別佔政府支出的8%和7%，其它如農業、醫療和警備等主要項目的撥款亦有增加。一九九九年十二月，尼日利亞宣布一九九九至二零零三年的經濟政策，政策目標是把尼日利亞轉變成以市場及私人主導的經濟，以增強貨物和服務在本地及國際之競爭力。

一九九九年，尼日利亞的經濟因原油價格的迅速回升而騰飛。原油的生產是尼日利亞的經濟命脈，佔總出口收入的95%以上。農業產量也增加3.7%。然而，同年的工業生產卻下跌1.4%。尼日利亞政府估計實質國內生產總值在一九九九年有2.7%增長。

一九九九年一月，尼日利亞廢除雙向匯率系統。二零零零年一月，銀行同業市場中的貨幣交易率約為1美元對98奈拉(尼日利亞元)。在一九九九年十月，尼日利亞政府進一步將外匯市場自由化，允許石油公司將其外匯收入出售到自選銀行，銀行之間可自由進行外匯交易。

隨著增加收入和鼓勵私人參與的政策，尼日利亞經濟正逐步走向自由化，並正加速私有化計劃。政府預算於二零零零年將十三家銀行業、電訊業、工業及石油市場業公司進行私有化。為了推進私有化過程，尼日利亞政府正向世界銀行申請一項四千萬美元的貸款。

尼日利亞正考慮放鬆對石油產品市場的干預。目前，尼日利亞政府每年需花十七億美元補助本地的燃料消耗。但是，預期此政策將遇到強烈反對，因為燃料價格上升將令貧困問題更趨惡化。

尼日利亞在東部城市卡拉巴設立一個出口加工區域，投資者能進口免稅的原料和半製成品作生產及出口之用。除了股息和利潤免徵稅外，該出口加工區更允許外商獨資經營。

貿易政策

一九九六年，隨著尼日利亞實行貿易自由化計劃，進口牌照亦已撤消。然而仍有約二十個受禁制的進口項目，主要是農產品及紡織品，以求恢復尼日利亞農業及保障外匯收益。

尼日利亞在一九九九年九月再度實施預裝船檢查制度，進口商必須通過獲授權的商業銀行提交「表格M」予出口國裝運港的指定檢查代理。根據政府的計劃，預裝船檢查在一九九九年四月被目的地檢查所取代。

一九九五年，政府重整關稅結構。在現時的關稅制度下，進口貨物按不同的稅率分類：農產品10%-20%；農業資本設備0-5%；化學品5%-10%；基本原料5%-20%；中介貨物和組件10%-25%；資本設備5%-25%；必需品20%-35%；其它消費品25%-35%；及奢侈品40%-45%。

尼日利亞在一九九四年引入一項增值稅，差不多所有進口貨均徵收5%稅率。一些項目可豁免增值稅，包括醫學和醫藥製品、書本及教材、基本食品項目、肥料、農藥和獸醫藥品、耕種機械和耕作運輸設備。

香港與尼日利亞的貿易

在一九九九年首十一個月，尼日利亞是香港的第四十八大出口市場，出口總計達1.62億美元，比一九九八年同期增長8.7%。同期，香港輸往尼日利亞的本地出口下跌35%，但轉口上升約11%。

香港輸往尼日利亞的十大出口商品中，有七項在一九九九年首十一個月有正面增長--鞋類製品增長22%；人造料紡織品增長45%；測量、檢查、分析及控制用具儀器增長9%；照明設備增長14%；電訊設備和組件增長33%；鐘錶增長613%，汽車增長213%。但是，下跌的產品包括收音機(下跌11%)；化工產品(下跌12%)；及紡織和皮革機械(下跌23%)。

香港自尼日利亞進口的貨品相對較次要，於一九九九年首十一個月佔三百萬美元。主要進口貨品包括棉織品、珍珠、寶石和半寶石、魚乾和木材。



2000 香港環保企業獎

本港的服務業持續發展，已成為經濟收入的最大支柱。為保持競爭力，企業正積極尋求方法，以提升產品及服務的質素。環保措施向來可滿足顧客、讓企業獲得社會認同、提升生產力及競爭力。因此，愈來愈多企業領導人認為把環保元素納入企業運作是明智的商業決定。

為了鼓勵這些機構延續他們的環保動力，環境保護運動委員會聯同香港中華總商會、香港總商會及香港生產力促進局，在環境及自然保育基金的支持下，攜手合作籌辦了「2000香港環保企業獎」。香港中華廠商聯合會亦為協辦機構之一。

香港環保企業獎獎勵計劃的目的是鼓勵及嘉許在業務中推行環保措施的機構；同時向各類企業推廣環保的重要性和益處，以及向它們提供環保辦公室及企業營運管理的指導和資料。

今年的計劃設有「環保辦公室獎」、「環保物業管理獎」及「最佳環保報告獎」三個獎項，參賽

情況踴躍，分別有三十一、三十二及十一間公營及私營機構競逐上述三個獎項。

「環保辦公室獎」及「環保物業管理獎」的評審準則主要是以參賽機構在三個環保範疇上的表現為依據：它們分別是環保領導、環保計劃與表現以及伙伴協力合作。另外「最佳環保報告獎」的評審準則是基於環保報告中的三個主要範疇：它們分別是報告的結構和內容、表達和製作以及分發和回應。是項計劃亦提供了一系列的資訊及教育項目，包括講述環保企業模式兼附有說明和成功例子的簡易手冊，以協助企業在它們的辦公室或營運管理上推行環保措施，從而將該機構轉化為「綠色企業」。

「2000香港環保企業獎」的頒獎典禮已於本年一月十六日舉行，並邀得特區政府工商局局長周德熙先生擔任主禮嘉賓。

(資料來源：環境保護運動委員會)

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「2000 香港環保企業獎」得獎名單

環保辦公室獎

榮譽金獎	香港萬豪酒店
金獎	建築署、中華電力有限公司(發電業務部)、恒益物業管理有限公司(總所)
優異獎	比華利山(物業管理)有限公司、維保生、EPSON香港有限公司、第一太平戴維斯物業管理有限公司、恒毅物業管理有限公司(海濤居)、恒益物業管理有限公司(嘉兆台)、新昌營造廠有限公司(屯門4C區TMTL384地盤)、新昌營造廠有限公司(新昌中心)、啟勝管理服務有限公司、麥行記(香港)建築有限公司、香港遊艇會、瑞安中心物業管理有限公司、偉邦物業管理有限公司

環保物業管理獎

榮譽金獎	恒益物業管理有限公司(得寶花園)、啟勝管理服務有限公司(加州花園及加州豪園)
金獎	比華利山(物業管理)有限公司、富寧物業管理有限公司(翠寧花園)、信和物業管理有限公司(香港黃金海岸一及二期)
優異獎	長江實業港基物業管理有限公司(嘉湖山莊)、長江實業港基物業管理有限公司(中環中心)、恒益物業管理有限公司(嘉兆台)、新昌地產物業管理有限公司(銀海山莊)、新昌地產物業管理有限公司(嘉盛苑)、香港萬豪酒店、仲量聯行一物業管理部、九龍香格里拉大酒店、機場富豪酒店、新港城物業管理有限公司(新港城四期)、偉邦物業管理有限公司(新寶城)

最佳環保報告獎

榮譽金獎	中華電力有限公司
金獎	嘉宏電路有限公司、國泰航空公司
優異獎	建築署、機電工程署、恒益物業管理有限公司、香港房屋委員會、香港日航酒店、啟勝管理服務有限公司

海峽兩岸及香港特區經貿合作研討會系列 —

實現直接“三通” 促進兩岸經貿關係發展

中國社會科學院台灣研究所經濟室主任劉映仙

兩岸經貿交流自一九七九年起步以來，至今已有一百二十二年。期間，兩岸經貿交流與合作從小到大、由淺入深，取得可喜的發展。目前，兩岸優勢互補、互惠互利的經濟聯繫正逐漸形成。在兩岸各項經貿交流與合作中，兩岸貿易發展尤其突出。一九七九年兩岸貿易總額僅7,700萬美元，進入九十年代，先後突破100億、200億美元大關，一九九九年達到234.8億美元。同時，隨着祖國大陸加快改革步伐和擴大對外開放，以及島內外經濟形勢的變化，台商到大陸投資漸趨熱絡。至一九九九年，大陸共批准台商投資43,945項，合同台資金額446.4億美元，實際利用台資240.4億美元。今年一月到八月，台商對祖國大陸投資不斷升溫，經台灣核准的投資金額達16.12億美元，較去年同期增長146%。其中，電子電器業居首位，所佔比重達60%以上，較上年大幅提高。預計加入世界貿易組織後，這種趨勢將更加明顯，科技產業和金融服務業將成為台商投資的熱點。

毋庸置疑，兩岸經貿關係的迅速發展和各方面交往的增多，在客觀上要求兩岸實現直接“三通”，這是兩岸同胞利益之所在，完全應當採取實際步驟加速推動其早日實現。海峽兩岸具有產業分工合作的天然優勢，受台灣島內市場狹小、基礎科技薄弱等因素的限制，台商紛紛到祖國大陸開拓市場或投資合作，這完全是“看不見的手”引導的結果，拒絕“三通”，人為設限，

增加了經營成本，違反了經濟規律，對兩岸經濟合作與各項交流的正常發展造成傷害。由於目前不能直航，大陸與台灣之間的貿易貨物須經第三地，不僅延誤時間，更造成巨大的經濟損失。

世界經濟發展全球化、自由化和區域集團化的趨勢日益明顯，也要求海峽兩岸發揮各自的優勢，加強經濟合作。台灣與祖國大陸存在着經濟上的互補性，台商投資大陸具有投資到其他地方所沒有的優勢。祖國大陸經過二十年來不斷深化的改革開放，經濟潛力與市場規模有了巨大的提高，對台商和外商有着極強的吸引力。

近年來，隨着國際國內形勢發生的深刻變化，特別是面對亞洲金融危機的衝擊和因應入世後的新形勢，祖國大陸不斷調整外資政策，推出一系列新舉措，包括積極有步驟地推進服務貿易領域的對外開放；允許多種所有制吸引外資；加大中西部地區利用外資力度等。尤其是西部大開發戰略的實施，必將為台商和外商帶來更加廣闊的發展空間。在入世後，台商在祖國大陸享有的投資優惠一般不會重大變化，兩岸經貿關係必將繼續發展。

兩岸經貿交流與合作的進一步發展對直接“三通”提出更迫切的要求。台灣一些輿論認為，如果當局把兩岸經貿過度地與台灣安全相連結，不僅無法為人們所接受，也將因此一再延誤企業的商機，致使企業與當局漸行漸遠；當局只有進一

步推動兩岸“三通”，放寬“戒急用忍”政策，對台灣安全才更加有利，因為兩岸“三通”以後，可以使台灣經濟透過互補互利的過程獲得更大的利益，從而有利於台灣經濟安全與穩定。

台灣在規劃“小三通”的同時，應勇敢面對“大三通”問題。但遺憾的是，這種宣示僅停留在口頭上，實際行動並不積極。從台灣新領導人提出的競選政策“白皮書”看，在其所謂“經濟安全發展戰略”思想下，對未來兩岸經貿發展和“三通”做了相當嚴格的限制。例如：控制兩岸貿易依存度提高，將總出口依存度警戒線定為15%至20%；又如，嚴格控管中資入島。尤其是，對“三通”的主張大體是“單向直航”的構想，而不是對等雙向直接“三通”。這些所謂政策構想與兩岸經貿發展的客觀形勢是不相適應的，是有損於兩岸同胞共同利益的。

一般估計，兩岸將於今年底或明年年初先後入世。入世無疑將對兩岸現行以間接、單向為主的

不正當經貿發展形態造成衝擊，兩岸“三通”已不能回避。如果台灣當局以政治理由援引入世的互不適用條款，繼續拖延兩岸“三通”，則兩岸經貿將無法正常發展，對雙方都將造成重大損失。而如果台灣領導人想回避一個中國原則進行“三通”談判，更是行不通的。兩岸“三通”應該是一個國家內部的雙向直接三通。無論是海運、空運談判，都不可能回避一個中國原則問題。台灣領導人如果真的要推動“三通”，就應該早日回到一個中國原則上來。

隨着經濟全球化的發展，兩岸入世時間的迫近，以及新世紀初台灣經濟結構調整的要求，兩岸“三通”顯得日益迫切。相信在兩岸同胞，尤其是工商界朋友們的共同努力下，目前的局面終將會有所突破，兩岸經貿關係也將隨着兩岸直接“三通”的實現而更加快速地向發展！



廠商會網頁— 工貿資訊的匯聚點

國際互聯網的商業應用和聯繫越趨廣泛，香港中華廠商聯合會網址內容詳盡、搜羅及列載最新之工貿訊息，為本港及海內外工商企業提供一個免費而便捷之交流途徑。其中“Notice Board”一欄，更讓各地企業自由刊登工貿訊息，以促進貿易、投資等合作機會。歡迎上網瀏覽廠商會網頁：www.cma.org.hk

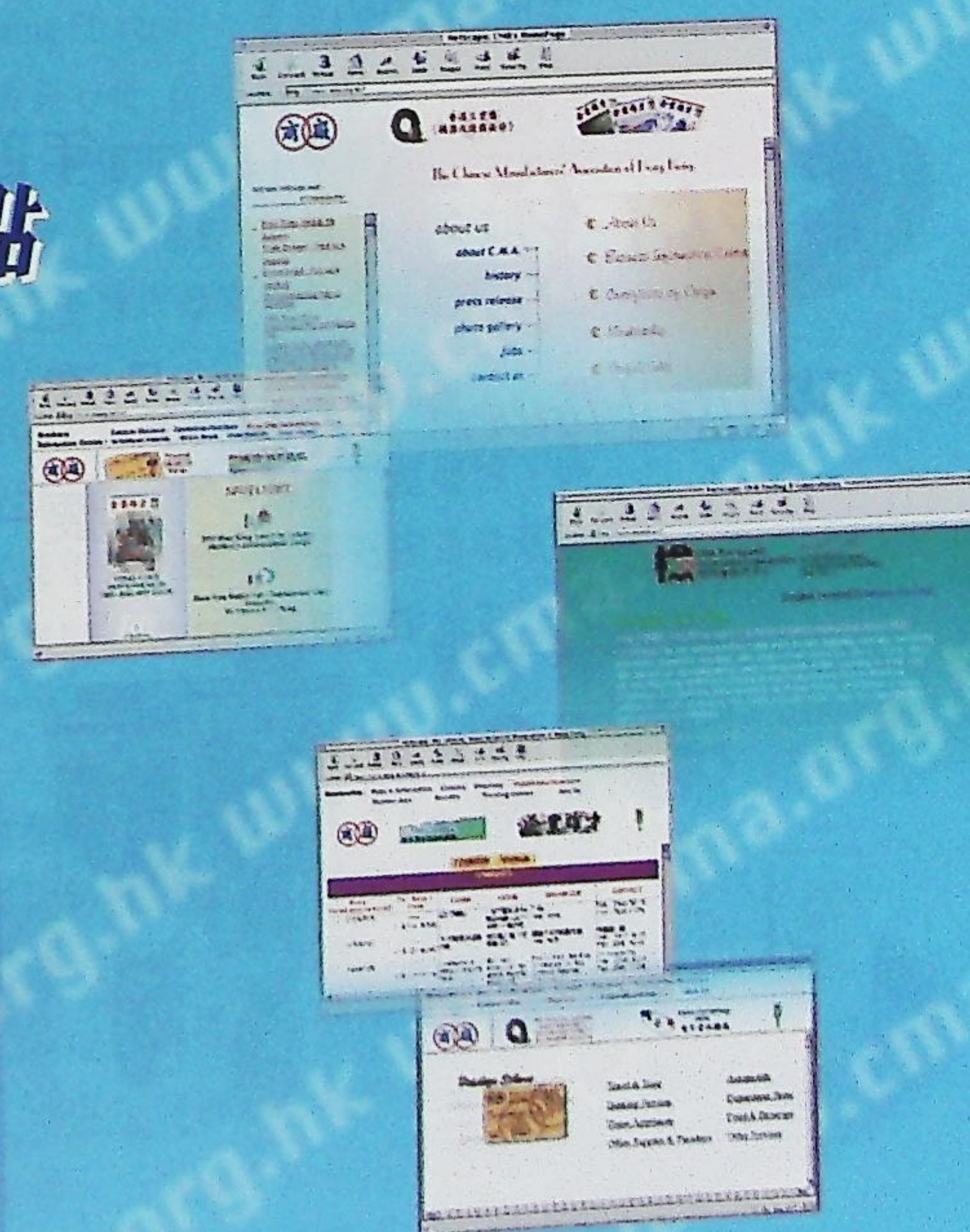
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- △ 貿易及投資諮詢簡訊，提供海內外買家及投資者招商資料
- △ 本會月刊「企業雄才」及會員通訊
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* 倘欲於本會網址刊登標題廣告，
請致電本會行政助理黃詠思小姐(電話：2542 8626)。



庭外成功和解的 懷孕歧視個案

一位剛放完產假的婦女在重返工作崗位的第一天，發現自己失掉工作。僱主解釋，由於業務不景而解僱她。她在該公司任職已達三年，期間僱主從未投訴過她的工作表現。在放產假期間，她原來擔任的會計師工作由另一名臨時職員接替，該職員更在她被解僱後正式接替她的職位。投訴人花了六個月時間仍未能找到新的工作，期間承受沉重的精神壓力。她指稱，其僱主是基於她懷孕而解僱她，她於是向平等機會委員會提出申訴。

僱主的解釋

該僱主否認所有指控，並聲稱解僱投訴人的真正原因是她的工作能力欠佳。他又指出，接替投訴人的職員資歷較高，會計經驗更豐富，因此辭退投訴人。

該僱主的代表律師辯稱，由於公司並非在投訴人懷孕期間，而是在她放完產假後才解僱她，反歧視法例因此並不適用。

委員會的行動及政策考慮

僱員在懷孕期間被解僱是明顯的歧視行為，但當她們放完產假後復職才被解僱，歧視情況則沒有那麼明顯。委員會認為，假如該名投訴人沒有懷孕和不需要放產假，她便不會被替換及解僱。經調查後，委員會嘗試為雙方進行調解，但不成功。投訴人遂向委員會申請法律協助，並獲委員會答允。正當展開法律程序前，該公司同意向投訴人作出金錢賠償。此宗投訴個案終能得以解決。

資料來源：平等機會委員會



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—訪和興白花油藥廠有限公司主席顏為善

和興白花油藥廠有限公司是本港一家歷史悠久、信譽昭著的藥廠。其生產的「白花油」已在市場行銷逾七十年，成為家喻戶曉、家居旅行必備的良藥。近年來，和興繼續拓展銷售網絡，開發具有龐大發展潛力的中國和海外市場，使業務攀上更高峰，現時每年的營業額達一億元左右。

和興主席顏為善表示，和興白花油能風行中外數十年，關鍵是產品的療效顯著，贏得了消費者的口碑。白花油使用方便，是一種家居良藥，對咳嗽、舟車暈浪、頭痛、肌肉疼痛，以及蚊叮蟲咬等均有顯著療效。白花油是由顏為善的祖父顏玉瑩精心研製，因療效良好親友試用後備受歡迎，因而大量生產推出市場銷售。經過多年在新加坡、馬來西亞以及鄰近亞洲地區獲得卓越的銷售業績後，顏玉瑩憑其銳利眼光，洞悉到香港是一個潛力優厚的市場，故此將白花油的基地移師香港。一九五二年在香港設立香港和興公司，開設白花油生產中心。其後和興不斷更新設備，提高生產效率，大力宣傳推廣，將白花油普及到更廣泛的用戶階層。至一九九一年，白花油國際有限公司在香港聯合交易所上市，確定了在香港的發展路向和承諾。

近年世界各地興起一股以傳統方法治病的潮流，越來越崇尚採用天然成份的藥品，和興白花油採用桉葉油、薄荷油和薰衣草油等數種天然植物油配製而成，其他成份大部分也是天然物質，而且製造過程嚴格遵守國際健康準則，正好揉合傳統與現代化之精粹，自然更能迎合大眾的要求。在有效的推廣宣傳下，和興的產品因而取得了有利的市場位置。

除了針對市場的需求推行有效的宣傳策略以外，確保穩定和良好的產品品質也是和興致勝之道。白花油的配方是祖傳的，而原料則是來自世界各地。例如薰衣草油來自法國，桉葉油進口自澳洲，薄荷腦由中國供應。總而言之，那裏的原

料品質好，便選用那裏的產品，即使來貨價格較高也在所不惜。同時原料供應商基本上是固定的，以保證貨源和品質的穩定。除了選料上乘以外，嚴格的生產管理也是優質的保證。和興配合市場的發展，不斷動用龐大資金提升生產設備，加強自動化生產運作和現代化管理。近年和興先後獲得澳洲衛生局頒發優質產品管理規範證書(GMP - Good Manufacturing Practice)、通過ISO9002標準認證，以及獲得「香港Q嘜」優質產品證書。一九九九年「和興白花油」更獲得香港中華廠商聯合會頒發「一九九九年香港十大名牌」的獎項，足以証明和興的管理和產品受到本地和海外市場的推崇。



和興白花油藥廠有限公司主席顏為善

顏為善又指出，和興今日的成功，員工的忠誠與勤奮功不可沒。無論是公司的管理階層、經驗豐富的老員工或年青新進，在面對重重挑戰及各種機會下，都能同心協力，兢兢業業地為公司建功立業。

談到未來的發展大計，顏為善表示，和興將會在穩固的基礎上再闢高峰，引領業務開創新紀元。顏氏認為，成功當然需要不斷的努力與不撓的決心，因此，在成長與轉變之同時，和興更會致力增強產品之質素與價值，為顧客做到最好。和興的目標是要進一步拓展中國和海外市場，包括歐洲和中東地區；同時亦會物色國內一些優良的醫療單位和大專院校，合作研究及發展新產品以及鑒定現有產品的新療效，為未來的發展創造更有利的條件。

互動玩具注入新生命

當今的玩具市場，不少製造商將嶄新意念注入傳統玩具，例如應用電腦晶片、紅外線科技和感應器等，以開發新穎的互動玩具。這些互動玩具備有觸覺、活動和發聲功能，能增強兒童的想像力和創造力。目前應用高科技的玩具包括洋娃娃、動作人物公仔、毛毛玩具、玩具電話、機械寵物、積木及兒童電腦等，種類正與日俱增。

注入科技元素的玩具面世，與兒童的生活方式出現變化有關。現時社會普遍強調兒童教育由嬰兒開始，家長希望子女在入學前學習更多數字和詞語，以致具有教育功能的科技玩具特別受重視。



很多新款幼兒玩具，其實都是一些受歡迎的傳統毛毛玩具的科技版本，如一款專為六個月以上嬰兒和幼兒而設的玩具小狗和小貓，只要按一下小動物上的心形牌，便會讀出字母和數字，還會發聲唱歌。又如另一款毛毛玩具小狗，可播放古典音樂，眼睛裝有感光器，可與幼兒玩遊戲，並裝有聲音感應器，一探測到哭聲即會自動播出輕柔的聲音哄幼兒再入夢鄉。這些玩具能刺激兒童的感官，有助他們的早期發展。

此外，有些是專為學前兒童而設及提供角色扮演和模仿成年人遊戲的玩具，藉此發揮想像力，同時又可學習數字、字母、顏色以至簡單的電腦技巧。其中一款手裏拿著玩具流動電話的毛毛鸚鵡，兒童可使用玩具流動電話，透過紅外線與鸚鵡通話。

除了毛毛玩具外，一直大受兒童歡迎的積木亦注入了科技元素。兒童可用一些專為學前兒童而設及具有動作感應功能的積木拼砌機械人，同時為機械人設定動作程序。此外，有些

積木更具有音樂播放功能，無論兒童是按積木形狀或隨意拼砌，砌成後都會播出音樂。

由於現今的兒童較以前的兒童更熟悉科技，並視數碼產品為生活一部份，過去為成年人而設的科技產品，現時亦大受兒童歡迎，促使玩具製造商爭相推出更有趣及益智的電腦玩具。其中一款可配合軟件在屏幕上駕駛汽車的四級難度遊戲機駕駛盤便是一個例子。另外，有些廠商更推出兒童手提電腦，外型與成年人的款式一樣，可提供六十多種學習活動，包括電腦技巧、拼字和文法。

另外，大受女孩子歡迎的洋娃娃也增添了互動功能，可對聲音和觸摸作出反應。有一間生產商推出具先進說話能力的洋娃娃，它擁有全功能計時電腦及32Mb的聲音記憶體，說話時可作出相應的動作，還可以玩遊戲、講故事等。這款洋娃娃更備有多款配套電腦軟件可供選擇。

除了兒童玩具外，不少廠商亦為人們飼養的寵物推出電子玩具，以解除它們在無人照顧時的孤獨感覺。一些外型分別有小貓、小狗的填充玩具，附有錄音功能，當寵物觸碰時，便會發出主人預先錄下的聲音。

不少製造商致力將科技元素注入曾經風靡一時的玩具，希望藉此令兒童對玩具建立更深厚的感情，以免小孩在熱潮過後即忘記這些玩具。

(資料來源：香港貿易發展局)



研討會 SEMINARS / 訓練課程 TRAINING COURSES

日期 Date	項目 Event	地點 Venue	主辦機構 Organizer	聯絡人/電話及傳真 Contact Person / Tel & Fax
2, 9, 16, 23 & 30.03.2001	實用小型企業管理課程	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	邢宏彬先生 Mr Sam Ying ☎: 2836 1826 ☎: 2572 7130 ✉: mdc@vtc.edu.hk 🌐: http://www.vtc.edu.hk
3, 10, 19 & 26.03.2001	Project Management (Diploma) - Cambridge University Award	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	黃昭欽博士 Dr C Y Wong ☎: 2836 1930 ☎: 2572 7130 ✉: mdc@vtc.edu.hk 🌐: http://www.vtc.edu.hk
5, 6 & 9.03.2001	Managing Service Quality	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
5, 7 & 12.03.2001	國內創業探討課程	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	邢宏彬先生 Mr Sam Ying ☎: 2836 1826 ☎: 2572 7130 ✉: mdc@vtc.edu.hk 🌐: http://www.vtc.edu.hk
6, 13, 20 & 27.03.2001	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
13.03.2001	Good Managers' Seminar	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	黃昭欽博士 Dr C Y Wong ☎: 2836 1930 ☎: 2572 7130 ✉: mdc@vtc.edu.hk 🌐: http://www.vtc.edu.hk
14-15.03.2001	足智多謀 Think On Your Feet	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
27.03.2001	Presentation Skills	灣仔職業訓練局大樓 VTC Tower, Wanchai	香港管理專業發展中心 The Management Development Centre of Hong Kong	黃昭欽博士 Dr C Y Wong ☎: 2836 1930 ☎: 2572 7130 ✉: mdc@vtc.edu.hk 🌐: http://www.vtc.edu.hk

洽談會 CONFERENCES / 展覽會

日期 Date	項目 Event	地點 Venue	洽談會/展覽項目 Items	主辦機構 Organizer
15-17.03.2001	LinuxWorld研討會及博覽2001 LinuxWorld Conference & Expo Hong Kong 2001	香港會議展覽中心 Hong Kong Convention & Exhibition Centre		IDG World Expo (Asia) Ltd ☎: (852) 2527 9338 ☎: (852) 2529 9956
16-19.03.2001	香港國際包裝展2001 Hong Kong International Packaging Exhibition 2001	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類包裝原料及設備 Packaging equipment & packaging materials	訊通展覽公司 Paper Communication Exhibition Services ☎: (852) 2763 9011 ☎: (852) 2341 0379
21-23.03.2001	香港國際春季時裝材料展二零零一 Interstoff Asia Spring 2001 International Fabric Show	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類服裝材料 Fabrics	Messe Frankfurt (H.K.) Ltd ☎: (852) 2802 7728 ☎: (852) 2511 3466
26-28.03.2001	亞太區皮革展2001— 時尚皮具及時裝—春季展 Asia Pacific Leather Fair 2001 - Fashion and Finished Products - Spring Show	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類時裝及鞋類 Footwear, finished goods, garments, accessories & components	Asia Pacific Leather Fair Ltd Miller Freeman Asia Ltd ☎: (852) 2827 6211 ☎: (852) 2827 7831
28-31.03.2001	中國國際紡織面料及輔料博覽會 China International Trade Fair for Apparel Fabrics and Accessories	China International Exhibition Centre, Beijing	各類紡織原料 All kinds of fabric materials	Messe Frankfurt (HK) Ltd ☎: (852) 2802 7728 ☎: (852) 2598 8771 ✉: textile@hongkong. messefrankfurt.com
1-4.04.2001	亞太區皮革展2001-原料及製造技術展 Asia Pacific Leather Fair 2001 - Raw Materials and Manufacturing Show	香港會議展覽中心 Hong Kong Convention & Exhibition Centre	各類原料及機器 Raw materials, components for finished products & footwear, process chemicals, machinery	Asia Pacific Leather Fair Ltd ☎: (852) 2827 6211 ☎: (852) 2827 7831
3-6.04.2001	越南布料及製衣配件展覽會/ 第十一屆河內紡織及製衣工業展覽會 Vietnam Fabric & Garment Accessories Expo 2001/Vietnam Textile & Garment Industry Expo - 11th Expo (HANOI-TEX)	越南 河內 Cultural Palace, Hanoi, Vietnam	各類製衣配件 Fiber, filament, material, accessories & supplies	香港華進國際展覽公司 CP Exhibition Hong Kong (Head Office) ☎: (852) 2511 7427 ☎: (852) 2511 9017

新會員 NEW MEMBERS

普通會員 ORDINARY MEMBERS

中都發展有限公司
董事長：何文君
業務：製造及出口單車及配件
Chinadour Development Limited
Director: Mr Bob Ho
Nature of business: Manufacturing and exporting of
bicycles and parts

環力(香港)有限公司
公司代表：嚴兆輝
業務：製造針織成衣
Global Force (HK) Limited
Chief Executive Officer: Mr S F Yim, Steve
Nature of business: Manufacturing of knitwear

贊助會員 ORDINARY MEMBERS

dots21 group Limited
行政總裁：莫乃光
業務：網上管理服務
dota21 group Limited
Chief Executive Officer: Mr Charles Peter Mok
Nature of business: Internet and telecom service

第一太平銀行
商業貸款部副總裁：陳達榮
業務：銀行服務
First Pacific Bank Limited
Vice President: Mr Chan Tat Wing, Albert
Nature of business: Banking

梁卓輝會計師樓
負責人：梁卓輝
業務：會計服務
Leung Cheuk Fai & Co
Principal: Mr Leung Cheuk Fai
Nature of business: a CPA firm

SUGGESTIONS ON CHINA'S FORTHCOMING LAW FOR PROMOTING SMEs

China's first law to promote small and medium enterprises (SMEs) is on the pipeline. This move, aiming to pave the way for SME's long-term development by elevating their legitimate status, is a reflection of SMEs' increasing importance to the Chinese economy. Nowadays, there are over 39.8 million SMEs in China, accounting for 99% of the country's enterprises in population, 50% in assets value, 60% in turnover and 60% in exports. Due to their relatively labour-intensive nature, SMEs have been the most important employers in China, providing nearly 75% of job opportunities.

Besides overwhelming weights, SMEs are also pivotal to the current development of Chinese economy on several other accounts. First, since SMEs are liable to kick-start business with relatively small amount of capitals, they have the potential to become a powerhouse for private investment, whereby to pump-prime the growth of domestic demands. Second, with high degree of flexibility and resilience, SMEs are apt at attuning their products and operational modes to the ever-changing market needs, and their smallness matches well the growing trends towards personalization and diversification that are prevalent in the international marketplace recently. Beyond doubt, externally-oriented SMEs are an important driving force for the sustainable growth of China's import and export.

Third, in order to make the best use of limited operating resources, SMEs are more inclined to fit into team work, while pursuing specialization individually. Because of this, they often act as a catalyst for the deepening of industrial division of labour, as well as cornerstones for the synergetic network that supports and nurtures large-scale companies. Fourth, with the advent of New Economy era, SMEs can also become a cradle for innovations, in that knowledge-based economy is much predicated on individual researches and entrepreneurship. As a matter of fact, a lot of world-class hi-tech giants like Microsoft, Yahoo! have evolved from anonymous start-ups with few employees, and it is reported that more than 60% of the patent transferred in China have gone to Village and Town Enterprise - which are dominated mainly by SMEs.

However, it should be admitted that SMEs are generally less than solid, relatively slack in management, and lacking the experience and ability to guard against external shocks. Among other things, financing, R & D, marketing, human resources, and information management are the foremost areas that often pose difficulties for them. In order to assist SMEs to overcome such inherent weaknesses, many governments have taken concrete measures to offer some relief. The Small Business Administration of the US, SME Basic Law of South Korea, SME Guidance System of Taiwan, and Special Financial Scheme for SMEs of Hong Kong are cases in point.

In Mainland China, SMEs have drawn increasing attention from the government in the recent two years. For example,

state-owned banks have been advised to set up credit departments catering for SMEs, the VAT (Value Added Tax) rate for small commercial firms has been cut down to 4%, and the Department of Small and Medium-sized Enterprises has been established under the aegis of the State Economic and Trade Commission. These measures, though having started the ball rolling, are far from sufficient. In this connection, the CMA would like to suggest several directions for the Chinese government to pursue in its future work, especially in formulating the Law for Promoting SMEs:

First, to create a friendly social environment. Above all, it is imperative to give due recognition to SMEs' contributions toward China's economic and social development, so as to treat them on equal terms with big companies, and eliminate any discrimination in terms of size or stature.

Second, to establish a supporting system. For the one thing, the Government should strengthen the function of its administrative arms in charge of SME affairs, and broaden its representativeness. For the other, more efforts should be devoted to establishing a supporting system that can provide full-scale assistance to SMEs in respect of, for example, information, finance, technology, manpower recruitment and training, and inter-enterprise cooperation.

Third, to improve SMEs' financing ability. Financing is always a headache for SMEs. To alleviate this difficulty, a SME Development Fund and a credit insurance system should be set up as soon as possible. Moreover, the Government should stimulate SMEs' direct financing activities through liberalizing security markets, setting up a second board stock market and fostering venture capitalism.

Fourth, to promote internationalization. In order to pave the way for SMEs to tap international market, franchises on foreign trade should be greatly delegated, and red tapes should be reduced to facilitate cross-border travel, overseas investments and international financing. Moreover, export credits and market intelligence, which are desperately needed by SMEs, should also be placed top on the list of government's supporting initiatives.

Fifth, to foster intra-regional collaborations. International cooperation not only brings about business opportunities, but also lead to the inter-fertilization of ideas, technology and managerial skills. To the extent that there are 300,000 SMEs in Hong Kong and 1.02 million in Taiwan - which are ideal paragons and partners for their counterparts in the Mainland, SMEs in the Greater China can forge a variety of strategic alliances based on complementarity and to the mutual benefit. In particular, they can team up to explore domestic market, establish brand names, develop and commercialize new technology, and even participate in the reform of Mainland's State-owned Enterprises (SOEs).

廠商 會員名錄 Directory of Members 2001-2002

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香港中華廠商聯合會是本港最具代表性的商會之一，屬下約四千家會員公司均為本港各業翹楚，是本港及海外公司推廣業務的最佳對象。廠商會編印的會員名錄以中英對照詳細刊載會員的最新資料，一直深受各界歡迎，為業務上必備的參考指南。會員名錄發行數量達5,000本，使用期長達兩年，宣傳效用宏大，除派發予廠商會員外，亦同時於多個本港、內地及海外大型展覽發售。在會員名錄刊登廣告，不但價錢合理，更能將訊息直接傳達予目標客戶。凡廠商會會員及認可廣告代理公司均可獲八五折廣告優惠。

The Chinese Manufacturers' Association is one of the most representative business associations in Hong Kong, with approximately 4,000 member companies leading various sectors of industry and trade. The bilingual CMA Directory of Members is a biennial publication covering comprehensive and up-to-date information of these 4,000 most sought-after business targets, and is a popular and useful guide for local and overseas buyers and exporters. With a circulation of 5,000, the Directory will be distributed to all CMA members and be open for sale at many large-scale exhibitions in Hong Kong, Mainland China and overseas. With consideration to the two-year shelf life and the reasonable advertising rates, placing an advertisement in the CMA Directory of Members will be a most cost-effective decision. CMA members and recognized advertising agencies can enjoy a 15% discount of the rates.

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	非會員價目 Rates (non-members)	會員優惠價 Preferential Rates (CMA members)
印刷廣告 Print Advertisement		
四色 4/C	HK\$31,000	HK\$26,350
封底外頁 Outside Back Cover	27,000	22,950
封面內頁 Inside Front Cover	24,000	20,400
封底內頁 Inside Back Cover	22,000	18,700
封面內頁之鄰頁 Page Facing Inside Front Cover	20,000	17,000
目錄之鄰頁 Page Facing Contents	17,000	14,450
"如何使用名錄"之鄰頁 Page Facing "How to Use the Directory"	13,000	11,050
全頁 Full Page	8,000	6,800
半頁 Half Page (橫 Horizontal)	9,000	7,650
黑白 BW 全頁 Full Page	6,000	5,100
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書籤 Bookmark 單面 Single Side	27,000	22,950
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光碟廣告 CD-Rom Advertisement		
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優惠廣告套餐 Special Advertising Package		
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廣告尺寸 Advertisement Size

	高 Height (mm)	闊 Width (mm)
實際名錄尺寸 Trimmed Size	286	210
全頁 Full Page		
出血 Bleeded	296	220
非出血 Non-bleeded	270	194
半頁 Half Page		
非出血 Non-bleeded	125	194

來稿標準 Material Requirements

黑白 : 菲林正片
Black & White : positive film
四色 : 分色正片連同打稿
Four Colour : colour separation with progressive proofs (positive)
線網 : 175 lpi
Line screen : 175 lpi

- 註 Notes:
1. 預訂廣告限期: 二零零一年五月十五日
Booking Deadline: 2001 May 15
 2. 來稿限期: 二零零一年五月三十一日
Material Deadline: 2001 May 31
 3. 本會可替客戶設計及製作廣告，收費視乎客戶要求而定。
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AXE

CROCODILE

鷹牌
EAGLES

GOODWAY 威馬

世界通
UNIVERSE

維他奶

龍發製菓

focus
專題報導

2000 Hong Kong Top Ten Brandnames Awards

100
香港十大名牌
Hong Kong Top Ten Brandnames



Guest-of-Honour Mr Chau Tak Hay, Secretary for Commerce and Industry (middle, front row); CMA President Mr Chan Wing Kee (4th from left, front row); CMA Vice-President & Convenor of the Executive Committee of the 35th Hong Kong Products Expo Dr Jose Yu (4th from right, front row), the panel judges and representatives from the winning companies posed for a photo at the "2000 Hong Kong Top Ten Brandnames Awards" Prize Presentation Ceremony.

CMA President Mr Chan Wing Kee (right) presented a souvenir to the Guest-of-Honour of the Prize Presentation Ceremony Mr Chau Tak Hay, Secretary for Commerce and Industry.

In 1999, the Association organized the first ever "Hong Kong Top Ten Brandnames Awards", which drew enthusiastic response and earned extensive support from the public. In view of the success of the Awards and in line with the organization of the 35th Hong Kong Products Expo, the Association organized the second "Hong Kong Top Ten Brandnames Awards" in 2000. The Awards, once again, received active participation from the industries, with more than 40 entries. Following two rounds of preliminary judging and final judging, ten winning brandnames were finally selected. The Prize Presentation Ceremony was held on January 18, at which Mr Chau Tak Hay, Secretary for Commerce and Industry, HKSAR

Government, was the Guest-of-Honour to present trophies and certificates to the winning companies.

Solely sponsored by Dah Sing Bank, the Awards aims to give recognition to outstanding brandnames established by Hong Kong companies, to encourage manufacturers in pursuit of excellence, to promote Hong Kong products, and to enhance the profile, both locally and internationally, of Hong Kong's manufacturing industry. Under the requirements of the Awards, any entry brandname should be owned and established by a Hong Kong company, and the latter must also be an exhibitor of the 35th Hong Kong Products Expo.



CMA Vice-President & Convenor of the Executive Committee of the 35th Hong Kong Products Expo Dr Jose Yu (right) presented a souvenir to Mr David Wong Shou Yeh, Chairman of Dah Sing Bank, to thank him for sponsoring the Awards.

Response to the "2000 Hong Kong Top Ten Brandnames Awards" was overwhelming. Over 40 entries from a wide cross-section of industries were received. The number was far greater than over 30 applications recorded in 1999. All the entry brandnames have exhibited high level performance in respect of Reputation, Product Distinctiveness, Innovation Quality, Image and Packaging, and Environmental Performance, showing that Hong Kong has immense potential in building its own brandnames.

To enhance publicity, an on-line polling on the Internet and an on-site polling at the venue of the Hong Kong Products Expo were newly introduced to this year's Awards. Both pollings had attracted thousands of people to participate. The results of the On-site Polling were also taken into account in the Final Judging.

The winners of the "2000 Hong Kong Top Ten Brandnames Awards" come from a wide spectrum of industrial sectors. Besides world-class players and well-established brandnames with a long history, some newly emerging labels have also succeeded in winning the Awards. The winners are (in alphabetical order): "AXE" of Lam Soon Marketing Services Limited, "Crocodile" of Crocodile Garments Limited, "Eagle's" of Health



CMA Executive Committee Member & Chairman of the Sub-Committee for the Awards Dr David Wong (right) presented a souvenir to the Chair of the Judging Panel Mr Joshua Law, Director-General of Trade and Industry.

Food Enterprise Limited, "Goodway" of Goodway Electrical Enterprise Limited, "Lion & Globe Brand" of Hop Hing Holdings Limited, "Long Far" of Long Far Herbal Medicine Mfg. (HK) Ltd., "Red A" of Star Industrial Co. Ltd., "Sau Tao Brand" of Sun Shun Fu Foods Co. Ltd., "Universe" of Universe Holdings Ltd., and "Vitasoy" of Vitasoy International Holdings Limited. Moreover, "Crocodile" has also won the "Most Popular Brandname On-line", registering the highest vote in the On-line Polling.



Members of the Judging Panel (from left): Mr David Wong Shou Yeh, Chairman of Dah Sing Bank; Mr Andrew Leung, Deputy Chairman of the Federation of Hong Kong Industries; Mr Chan Wing Kee, CMA President; Dr Robin Chan, Chairman of the Chinese General Chamber of Commerce; Mr Joshua Law, Director-General of Trade and Industry; Mr Kenneth Fang, Chairman of Hong Kong Productivity Council; Mr Christopher Cheng, Deputy Chairman of the Hong Kong General Chamber of Commerce; and Mr Dennis Yau, Deputy Executive Director of Hong Kong Trade Development Council.

AXE

CROCODILE

EAGLES

GOODWAY

UNIVERSE

維他奶

龍發製藥

Headed by Director-General of Trade and Industry Mr Joshua Law, the Judging Panel consisted of prominent leaders of the local business community including Mr Chan Wing Kee, President of the Chinese Manufacturers' Association of Hong Kong; Dr Robin Chan, Chairman of the Chinese General Chamber of

Commerce; Mr Kenneth Fang, Chairman of Hong Kong Productivity Council; Mr Christopher Cheng, Deputy Chairman of the Hong Kong General Chamber of Commerce; Mr Andrew Leung, Deputy Chairman of the Federation of Hong Kong Industries; Mr Dennis Yau, Deputy Executive Director of Hong Kong Trade Development Council, and Mr David Wong Shou Yeh, Chairman of Dah Sing Bank.

The Final Judging meeting lasted for a lengthy four hours. Competition was keen and the fourteen companies shortlisted from the Preliminary Judging were asked to make presentations to the Judging Panel. The judging criteria are based on six major elements, namely Reputation, Product Distinctiveness, Innovation, Quality, Image and Packaging, and Environmental Competitiveness. As many Hong Kong companies have become highly internationalized, the performances of each entry brandname both in Hong Kong as well as in the Mainland China and overseas markets were also taken into consideration.

More than 200 guests attended the Prize Presentation Ceremony held on January 18 at the Hong Kong Convention and Exhibition Centre. They included CMA President, Vice-Presidents and General Committee members, HKSAR



Products of the winning companies were showcased at the Hong Kong Trade Development Council's Design Gallery at HKCEC.



Visitors were actively voting for the "Hong Kong Top Ten Brandnames Awards" at the Hong Kong Products Expo.

Government officials, officials of Liaison Office of the Central People's Government, consular corps, the panel judges, leading businessmen and representatives from the winning companies.

Addressing at the Prize Presentation Ceremony, CMA President Mr Chan Wing Kee said that in the past decades, Hong Kong industry has attained eye-catching achievements. Especially since the 1980's, capitalizing on Mainland China's open-door initiatives, Hong Kong industrialists have shifted their production base northward and at the same time, transformed their Hong Kong operations into control and managerial headquarters. Yet, although manufacturers have been making commitments to pursue high value-added developments, brand building has remained comparatively weak. Up to now, Hong Kong's manufacturing industry is still basically in the nature of processing trade. Our manufacturers mainly engage in Original Equipment Manufacturing (OEM) and act as suppliers for foreign labels. However, now that the competition in the international market has been intensifying and other developing rivals are catching up quickly, Hong Kong's comparative advantages have been eroded. It is, therefore, increasingly imperative for us to build up brandnames of our own and step up Original Design Manufacturing (ODM), so as to gear our industries towards high value-added production to achieve sustainable development.

Mr Chau Tak Hay, Secretary for Commerce and Industry, also expressed his views on "popular brandname" while addressing at the Ceremony. He said that to establish a popular brandname and maintain its popularity, the enterprise should spare no effort in exploring advanced technology and introducing new ideas to raise product quality and value. This is the only way that the enterprise can stand out from the rest in the highly competitive world market. Hong Kong enterprises should grasp the opportunity of China soon entering the World Trade Organization. They should proactively explore the Mainland market and try their best to achieve superb quality, design and service standards in winning the recognition of "popular brandname"

from Mainland consumers. The winning brandnames of this year's Awards come from a wide variety of industries. Apart from those well-known and long-lived labels, there are also some newly emerged brandnames. From this, we can conclude that no matter how old or how big the enterprise is, if it can possess high product quality, acute market sensitivity and creative marketing tactics, it can establish a successful brandname, winning the recognition from the consumers and enjoying a high turnover.

Finally, the Association is thankful to the Hong Kong Trade Development Council for showcasing the products of the winners at its Design Gallery at the Hong Kong Convention and Exhibition Centre from January 15 to 29.

2000 Hong Kong Top Ten Brandnames

Brandname	Company	Brand Founding Year	Major Products
AXE	AXE	Lam Soon Marketing Services Limited	1972 Dishwashing Detergents, Laundry Products, Household Cleaning Products
CROCODILE	CROCODILE	Crocodile Garments Ltd.	1952 Shirt, Men's Wear, Ladies' Wear, Kids' Wear
EAGLES	EAGLES	Health Food Enterprise Ltd	1977 American Ginseng, Lingzhi, Pearl Range; DeerEssence & Tail Capsule
GOODWAY	GOODWAY	Goodway Electrical Enterprise Ltd	1995 Electric Iron, Hair Dryer, Thermos Pot, Fan, Microwave Oven
Lion & Globe Brand	Lion & Globe Brand	Hop Hing Holdings Limited	1936 Peanut Oil, Corn Oil, Canola Oil and Olive Oil
LONG FAR	LONG FAR	Long Far Herbal Medicine Mfg. (HK) Ltd	1999 Beauty & Healthy
RED A	RED A	Star Industrial Co., Ltd	1949 Houseware, Microwave Cookware, Industrial Containers & Medicine Containers.
SAU TAO BRAND	SAU TAO BRAND	Sun Shun Fuk Foods Co., Ltd	1960 Noodle Series, Macaroni
UNIVERSE	UNIVERSE	Universe Holdings Ltd	1981 Mobile-Phone Accessories, Battery
VITASOY	VITASOY	Vitasoy International Holdings Limited	1940 Soya Bean Milk, Soya Milk

Joshua Law

Director-General of
Trade and Industry, Hong Kong



In an interview with Hong Kong Entrepreneur at his Mongkok office, Director-General of Trade and Industry Department Mr Joshua Law says, "We are heading towards a knowledge-based economy through innovation and technology".

Last February, the Commission on Strategic Development outlined seven key sectors that will position Hong Kong as the World City of Asia: financial and business services; attracting and retaining the regional headquarters of multinational corporations; tourism; information services and telecommunications; innovation and technology; trade, transportation and logistics; and creative and cultural activities.

Translated into business terms, industries should shift to high technology, innovation, value-added services and branding. "Actual manufacturing will no longer take place in Hong Kong, since labour costs here are high. Accordingly, industries should aim at producer services — sourcing, design, marketing, formulating business strategies, producing high quality, tailor-made products. Products will be "made by Hong Kong" instead of "made in Hong Kong", he explains.



Globalization: to maintain its international status, Hong Kong must develop a knowledge-based economy through innovation and technology.....

Indeed, the development of information technology will be crucial to Hong Kong's growth. The government is actively promoting the use of info-tech and it is expected that this will be an industry of high growth.

As China enters the WTO, it means a lot to Hong Kong's entrepreneurs. Mr Law believes that there are two implications: (1) Globalization: to maintain its international status, Hong Kong must develop a knowledge-based economy through innovation and technology; and (2) Hong Kong must strengthen its role as an intermediary — forming strategic partnership not only with the mainland, but also between the mainland and the rest of the world.

First of all, tariffs in the PRC will decrease as China enters the WTO. Some big foreign companies may switch to trade directly with the mainland, but SMEs (small and medium enterprises) will still rely on Hong Kong. "Hong Kong's port facilities and value-added services, like insurance, finance, legal and professional services, are invaluable to them," he says.

On the whole, re-exports will not decline but grow, because the mainland's overall trading volume will increase. "Economists predicted that Hong Kong's annual GDP growth rate will be raised by around 0.5 to 1 percent, which is from a growth rate of 4 to 5 percent going up to 4.5 to 5.5 percent," Mr Law adds.

Besides, Hong Kong companies should continue to seize the advantages of proximity and early entry into the mainland. "Hong Kong businessmen have established foothold not only

in coastal regions and big cities like Beijing and Shanghai, but also inner and western provinces," he says. Such "second-tier" markets account for 60 percent (US\$111 billion) of the mainland's imports last year.

As the mainland opens its domestic market, Hong Kong manufacturers can switch from OEM to ODM. "Hong Kong manufacturers should reposition themselves and establish their own brands," he says. "They can get their products into the mainland market, and later to the rest of the world."

The challenge is increased competition. With the whole world eyeing the piece of pie, how can Hong Kong entrepreneurs stay ahead? "Upgrade their management techniques, develop their own brands, and focus on human resources training — including English and technology. Meanwhile, we have to maintain our tax and legal systems, and free trade policies," he advises. But, he believes, "Hong Kong entrepreneurs are quick-witted and are not afraid of competition."

In line with the changing economy, the Trade and Industry Department was restructured in July 2000. The Department hopes to provide more convenient, one-stop services for both trade and industries. Apart from innovation and technology, which is the responsibility of the Innovation and Technology Commission, the Trade and Industry Department handles everything from import/export papers to providing industrial support and SME assistance.

As 98 percent of Hong Kong's businesses are SMEs, providing them with the necessary support is an important part of the Department's work. In the Chief Executive's Policy Address last October, the government announced three main areas to help SMEs at different stages of development. They are: "helping to start a new business", "helping to build a new business" and "helping to expand a business".

Consequently, the new Small and Medium Enterprises Committee (SMEC) was formed last December and five areas were identified: finance, human resources, technology and innovation, business environment, and marketing. SMEC has to come up with practical recommendations and submit them to the Chief Executive before mid

June. Currently, they are consulting business organizations for their views and they welcome yours as well.

Apart from this, the government has committed financial resources to help SMEs. Remaining funds from the Special Finance Scheme for SMEs, which amounts to HK\$2 billion, will be used in other SME assistance programmes.

One of the services to support SMEs is the Pilot Mentorship Programme, which provides an opportunity for experienced entrepreneurs to share their experiences with newcomers. Kicked off in November last year, the programme now has 40 members giving advice to 80 enterprises. Other services include providing one-stop information and advisory services on tariff rates, licensing requirements, and co-ordinating services provided by other departments and organizations, such as the Hong Kong Trade Development Council; as well as organizing seminars and workshops from technology, management to current affairs while increasing communication with SMEs.

Finally, Mr Law reveals some of the plans for the Department in 2001. The Department will increase communication with and support to traditional industries, such as clothing, watch, plastic, metal, textile industries. "Technology is not limited to high-tech companies; traditional industries need innovation and technology to increase productivity and efficiency, to develop new products and increase their competitiveness," he says. Also, it will strengthen ties with the mainland, which includes organizing visits, conferences and joint committees. A seminar will be held on 1 March to help Hong Kong entrepreneurs take advantage of the opportunities that arise when China enters the WTO. Furthermore, the Department will be actively involved in the WTO's multilateral trade talks; and participate in APEC talks, with China being the chairman of this year's APEC meetings.



Hong Kong must strengthen its role as an intermediary — forming strategic partnership not only with the mainland, but also between the mainland and the rest of the world.



2000 ANNUAL GENERAL MEETING / EXTRAORDINARY GENERAL MEETING OF CMA



The Association held its Annual General Meeting and Extraordinary General Meeting on December 14, 2000.

ANNUAL GENERAL MEETING

The Association held its 2000 Annual General Meeting on December 14, 2000. Speaking at the meeting, CMA President Mr Chan Wing Kee said that Hong Kong hit a 15-year high economic growth at the beginning of the 21st century. According to the government's figure, it is estimated that the growth rate for year 2000 as a whole would stand at over 10% and the unemployment rate would get a further decline. The President pointed out that Hong Kong's economic recovery has been in full swing in 2000. On the one hand, external trade has shown hectic growth on all aspects. In particular, domestic exports rebounded in the first three quarters, reversing the two year-long downtrend. On the other hand, domestic demand has been picking up markedly. The increase in private consumption expenditure (PCE) during the first three quarters has indicated the recovery of the weakening consumer market. In addition, sanguine business outlook has rendered a boost to the expenditure on machinery and equipment (EME).

The President also claimed that another important development in 2000 is the path-taking progress in transformation of economic structure, which is characterized by an investment boom on innovation and technology,

accelerated corporate restructuring, prosperous financial markets, rise of entrepreneurial culture, and the speeding up of deregulation especially in telecommunication markets. Looking ahead, Hong Kong economy will remain staying on a fast track, propelled by the upswing in domestic consumption and fixed capital formation. Externally, international environment still bodes well for Hong Kong. Therefore, Hong Kong's economic growth will be promising in the coming year.

The President pointed out that "China factor" will continue to buttress up Hong Kong's economic growth. With China's accession to the WTO, there will be plenty of opportunities for

trade and investment. With our extensive connections, solid experience, first-mover advantage, as well as our unrivalled edges in geographic, social and cultural affinities with the Mainland China, there are great development opportunities for Hong Kong companies. According to a survey on CMA Member's investment in the Mainland China, 86% of respondents have investments in the Mainland and over half of them share a large percentage of their companies' asset there. In order to assist our members to take the greatest advantages in China's accession to the WTO, the Association will further enhance the communications and liaison between Hong Kong industry and the Mainland Government, as a matter of fact, it has been one of our major works in recent years.

Besides, in the President's opinion, in 2001, Hong Kong will enjoy favorable macro-economic conditions with relatively high growth and low inflation, especially Small and Medium Enterprises (SMEs) can take this opportunity to pursue capital deepening through increasing expenditure on equipment and technology. Other than the abovementioned, the CMA is putting effort to assist members to develop E-commerce. In the meantime, the Association will line up an array of benefits for members, e.g., company promotion and job matching, in an attempt to enhance the quality, variety, timeliness and interactivity of our services.

EXTRAORDINARY GENERAL MEETING

The Association held its 2000 Extraordinary General Meeting on December 14, 2000. Speaking at the meeting, CMA President Mr Chan Wing Kee stated that the Extraordinary General Meeting is to consider and pass the Resolution on the Proposed Amendments to the Memorandum & Articles of Association of the Association. In order to better serve our members and to facilitate our long-term industrial development, it is imperative for the Association to perfect its internal mechanism and to maximize its operational capability based on a healthy system. The President pointed out that the proposed amendments aim to complement the developments of the current social environment and business culture.

The President claimed that the provisions of the amendments have been drawn up on the basis of three enlarged meetings of the Revision of Articles of Association Committee, in which all the General Committee members were invited to participate and to put forward their invaluable advice. The 14th Meeting of the 33rd General Committee endorsed these amendments, which were subsequently submitted to and granted approval by the Companies Registry.

According to the President, one of the major purposes of such amendments is to enhance the Association's flexibility. For instance, Article 35 proposes to increase the maximum number of the General Committee members from 101 to 120, the aforementioned revisions will enable the Association to better utilize its human resources, thereby increasing its mobility on one hand, while encouraging members to make contribution to the Association on the other. Through these measures, more manufacturers will be attracted to join the CMA and our representativeness will be further strengthened.

Another major objective of the amendments is to improve our operating mechanism and increase our transparency. Along this line of reasoning, Article 50 proposes that any candidate of the President, Vice-Presidents, Executive Committee Members and General Committee Members shall be validly elected by ballot only if he has obtained over half of the votes of the General Committee members present at the election. Moreover, the President indicated that the amendments enhance the supervision by members and General Committee, so as to ensure that the Association shall serve its members and the business community on a long-term and sound basis.

At the end of his speech, the President expressed his heartfelt gratitude to members of the Revision of Articles of Association Committee and members of the General Committee.

CMA Takes the Initiative in Promoting Chinese Domain Name Registration

CMA Innovation and Technology Committee Chairman Dr Yip Chi Kwong was invited to deliver a speech at the press conference of Chinese Domain Name Corporation Limited (C-DN). He introduced the service of Chinese domain name registration to member companies and the others. Besides, he pointed out that members can make use of IT to develop the China market and CMA is planning to strengthen the cooperation with member companies to provide a better service in electronic applications.



At the press conference of Chinese Domain Name Corporation Limited (C-DN), Dr Yip Chi Kwong (1st from left), Chairman of the CMA Innovation and Technology Committee, introduced the service of Chinese domain name registration.

A Delegation from Qinghai Province



The Association, in collaboration with a 28-member delegation led by Vice Premier of Qinghai Mr Ma Pai Hua (back row, 5th from right), held an investment forum on Qinghai Province on December 15. The forum was addressed by CMA Vice President Mr Herbert Liang (back row, centre) and a folk dance was performed following the forum.

Dinner Reception in Honour of Financial Secretary

The Association hosted a dinner reception in honour of Mr Donald Tsang, JP, Financial Secretary on December 19, 2000.

Addressing at the dinner, Mr Tsang said that succeeding the economic recovery in 1999, a more rapid economic growth has arrived in 2000. He predicted there will be a sustainable growth in Hong Kong's economy but in a slower pace. It is because after the rapid economic growth in 2000, the comparison base for 2001 is bigger. In addition, some negative factors, including the fluctuating petroleum price, the uncertainties in Japan and the United States economies, still prevail. The Financial Secretary advised that Hong Kong people must take these factors very seriously and keep an eye on Hong Kong's economy as well as the world's.

According to Mr Tsang, Hong Kong, as the third largest trading partner of China, should benefit from the sustainable economic growth in China though a slower economic growth is expected this year. It is predicted that the total value of import and export trade in 2001 will reach US\$455 billion, a 26.2% rise over last year. In the first nine months last year, the total value of trade between China and Hong Kong increased by 20% over the same period in the preceding year.

Mr Tsang also pointed out that Hong Kong manufacturers, with their rich trading experiences and excellent facilities in communications and transportation, should try their very best to seize the opportunities resulted from China's accession to the WTO, the development of north-west region of the mainland and the improvement of mainland's economic system, judiciary and business environment. Moreover, the Financial Secretary emphasized that we must not neglect the challenges from the neighbouring countries and keep Hong Kong competitive.

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



CMA President Mr Chan Wing Kee (right) presented a souvenir to Financial Secretary Mr Donald Tsang (left).

A Delegation from Nanping, Fujian



An eight-member delegation led by Mayor of Nanping, Fujian, Mr Xu Qian (5th from right), visited CMA and the 35th Hong Kong Product Expo on December 20 and was received by CMA Assistant to President Mr Lam Hok Po (4th from left).

Meeting with Yantai Municipal Commission of Foreign Economic Relations & Trade



CMA Vice-President Dr The Hon M W Lui (6th from left) received a delegation from Yantai Municipal Commission of Foreign Economic Relations & Trade on December 20 last year, and presented a souvenir to the Deputy Director Mr Liu Zhi Bo (5th from right).

Meeting with the Foreign Investment Administration Ministry of Foreign Trade & Economic Cooperation



The Association joined the representatives of other major chambers of commerce in Hong Kong on December 20, 2000, to meet with officials of the Foreign Investment Administration Ministry of Foreign Trade & Economic Cooperation, The People's Republic of China. Both parties exchanged ideas of the investment environment in the mainland. Deputy Director General of the Foreign Investment Administration Ministry of Foreign Trade & Economic Cooperation Mr Liu Zuo Zhang (3rd from left) attended the meeting while CMA President Mr Chan Wing Kee (4th from left) chaired the meeting. Other representatives from CMA included Vice President Dr Jose Yu, Executive Committee Member Dr Eddy Li and General Committee Member Mr Cliff Sun.

A Delegation from the China Council for the Promotion of International Trade Hunan Sub-council



A delegation from the China Council for the Promotion of International Trade Hunan Sub-council visited the Association and the 35th Hong Kong Products Expo on December 20, 2000. CMA Vice-President Mr Eddie Lu (3rd from left) presented a souvenir to Vice-Chairman of the Sub-council Mr He De Xin (3rd from right).

A Delegation from Beijing Deputy County Magistrate of the People's Government of Huai Rou County



A seven-member delegation led by Beijing Deputy County Magistrate of the People's Government of Huai Rou County Mr Wang Jian Zhong (5th from left) visited the Association on January 9 and was received by CMA Vice President Mr Herbert Liang (5th from right). During the meeting, both parties exchanged views on economic cooperation between the two places.

A Delegation from Zhejiang Provincial Committee of the CPPCC



CMA President Mr Chan Wing Kee (3rd from right) received a delegation from Zhejiang Provincial Committee of the Chinese People's Political Consultative Conference on December 22, 2000 and presented a souvenir to the Secretary-General Mr Yu Wen Hua (4th from left).

A Delegation from CMA Ladies' Committee to Macau

CMA Ladies' Committee (LC) organized a 20-member delegation to Macau on January 9. The delegation was led by CMA General Committee Member and Chairlady of the LC Ms Cecilia Chen with Vice Chairladies Ms Alice Leung and Ms Rita Sin as the Deputy Leaders.

The delegation visited the Macau Chamber of Commerce and the Chamber's Ladies' Committee and was warmly received by the Vice President Hoi Sai Iun, Standing Committee Member and Chairlady of the Ladies' Committee Ms Ho Teng Iat, and other senior representatives of the Chamber. Both parties discussed issues on the economic and women's development of the two regions.



CMA General Committee Member and LC's Chairlady Ms Cecilia Chen (3th from left) received a souvenir from the Macau Chamber of Commerce Vice President Hoi Sai Iun (4th from left) and Standing Committee Member and Chairlady of the Ladies' Committee Ms Ho Teng Iat (4th from right).

A Delegation from Guiyang Municipal People's Government



Led by Vice Mayor of Guiyang Municipal People's Government Mr Shao Xiang Lin (4th from left), a four-member delegation was received by CMA Vice President Mr Lin Fai Shat (4th from right).

Seminar on Technical Assistance Programme on Environmental Compliance



Co-organised by the Hong Kong Productivity Council (HKPC), Innovation and Technology Commission and CMA, two disseminating seminars on Technical Assistance Programme on Environmental Compliance were held on January 10 and 12 respectively. The Technical Assistance Programme, which is co-operated by CMA and HKPC and funded by Industrial Support Fund, provides technical assistance to help local SMEs overcome their constraints to comply with environmental regulations.

Staff Annual Dinner



The Association's Staff Annual Dinner was held on January 11 and nearly 2000 staff members attended the dinner. CMA Vice-President Dr Jose Yu was invited to deliver a speech to the staff. Other guests included Vice-President Mr Eddie Lu, General Committee members Mr Paul Chu, Mr Johnny Li, Mr Chui Sju Chuen and Mr Lo Chi Hung.

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THE EUROPEAN PARLIAMENT ISSUED A GUIDE TO TREAT THE WASTE OF ELECTRICAL AND ELECTRONIC PRODUCTS

Today, more and more people have realized the importance of environmental protection to resources allocation in future. Over the past few decades, the matter was incubated through table discussion and small-scale recycling by environmentally conscious end users. Facts showed that in the past we were not efficiently using our resources and the waste generated had caused substantial damages to our ecology.

In view of this, the European Parliament recently issued a guide to treat the discarded electrical and electronic products, subsequently shifting the responsibility of waste reuse and recycling from end users to the manufacturers. The guide mainly focuses on the issues of reuse and recycling of the waste of electrical and electronic products. The objectives are to reduce the disposal of such waste and improve the environmental performance of all economic operators in the trade, particularly operators directly involved in the treatment of waste of electrical and electronic products.

The guide clearly describes the obligation of all member states to ensure that systems are set up so that final holders and distributors can recycle the waste of electrical and electronic products from private households free of charge. Furthermore, manufacturers need to provide, when deemed necessary by the treatment facilities, appropriate information to identify the different components and materials of electrical and electronic products, and the location of dangerous substances used during the fabrication by January 1, 2007 and on a three-yearly basis thereafter. Manufacturers of member states shall take the necessary measures to ensure the following targets fulfilled by January 1, 2006:

- For large household appliances, the rate of recovery shall be increased to a minimum of 80% by an average weight; the reuse and recycling of the component, material and substance shall be increased to a minimum of 75% by an average weight per appliance.

- For small household appliances, consumer equipment, electrical & electronic tools and toys, with the exception of equipment that contain cathode ray tubes, the rate of recovery shall be increased to a minimum of 60% by weight of the appliance. The reuse and recycling of the component, material and substance shall be increased to a minimum of 50% by weight of the appliances.
- For IT and Telecommunication equipment with the exception of equipment that contains cathode ray tubes, the rate of recovery shall be increased to a minimum of 75% by weight of the appliances. The reuse and recycling of the component, material and substance shall be increased to a minimum of 65% by weight of the appliances.
- For all separately collected waste gas discharge lamps, the reuse and recycling rate of component, material and substance shall reach a minimum of 80% by weight of the lamps.
- For all separately collected waste electrical and electronic equipment containing a cathode ray tube, the rate of recovery shall be increased to a minimum of 75% by an average weight per appliance. The reuse and recycling of the component, material and substance shall be increased to a minimum of 70% by an average weight per appliance.

In the last century, there were numerous environmental disasters that would continue to have impact throughout the new century. This is the first directive that provides guidelines on how to work better with our natural resources. It is also a guide that, in long term, saves money for both the manufacturers and end users. For more information, please contact the CMA Testing and Certification Laboratories at tel: 2698 8198.

Source: Plastics Network No.12 9-10.2000

PUTTING PEOPLE FIRST

*Technology could Provide the Key to
Asia's Human Resources Makeover*

Human-resources (HR) departments should be modeling themselves on dotcoms, says Indraneel Roy, Asia Pacific HR chief for Hewitt Associates, an international management consultancy specializing in human resources.

HR departments are often derided as a hindrance, cost centres that simply interfere with employees getting on with their jobs. It does not have to be that way, Roy argues. "dotcoms have demonstrated disintermediation, giving businesses direct contact with customers."

This does not mean the end of the HR department, but it does mean a change of role as automation takes over many functions. At the bottom end, applications for leave and similar functions can all be automated. At the top end, through the company intranet, employees might be able to manage their own pension plan, take courses and so on. Roy says 80% of "pencil and paper" will be automated.

The new HR department will be charged with managing the interface between a business and its employees, not getting in the way of it. In the new model, HR departments have to be more sensitive to their customers, the employees. It is no good putting up fancy technology for employees to access data and perform functions on the web, if they are not being used.

The motivation for the HR department to change is the tight and tightening market for talent, which makes it as crucial for a company to attract and retain employees as for an e-business to attract and keep customers.

Smaller companies will stick to what Roy calls the "replacement play", automating HR tasks. The biggest companies' HR departments can take things to the next level, the "mediator play", which represents a radical new way of looking at human resources. "If I were buying a car, typically my human-resources department

would not be helping me out," says Roy. "Given the technology available and given the fact that the human resources departments of large organizations have direct contact with 10,000 or more employees, it makes sense for them to say, we will help you through the process, which will give you some free time because you aren't running around during office time. While we do that we will try to get some revenue out of the car dealers'. It's win-win for everyone. The employees get easier access to services, the dealers get business, the company is happy because its employees are happy. Human resources could have a business model; whether they want to have a profit motive is up to them."

The idea of HR as dotcom can shatter the image of the human resources department as a hindrance, which is one of the two biggest advantages the human resources departments see. The other is that it gives them the ability to manage the entire function as if they were managing a business. Lots of human-resources departments want to manage a business, they just didn't before because they didn't have the model, they thought of themselves as just a cost centre with a budget.

Across Asia the concept is being adopted at different speeds. Roy says one of the prerequisites for this model to work is a basic tech infrastructure with database from which to pull information. "The more sophisticated the department, the easier it is," says Roy. "Unfortunately in Asia Pacific, not many markets have that human-resources technology. They do in Hong Kong, Australia and Singapore, and of course Japan, which together with South Korea, is the most technologically advanced." Roy says other markets will come on in about a year, places like China, India and Southeast Asia, excluding Singapore.

Source: Asian Business October 2000 Issue

HONG KONG ENTREPRENEUR 2001 FEBRUARY ISSUE



Nigeria, Africa

Nigeria is situated on the Gulf of Guinea in West Africa. Its neighbours are Benin, Niger, Cameroon, and Chad. The Federal Capital is Abuja. English is the official language and there are over 250 other languages spoken in Nigeria. The local currency is the Naira. Nigeria was returned to civilian rule on the 29 May 1999 after many years of military rule, war and civil unrest. Nigeria is still tormented with frequent disruptions of a religious or political nature, however it is struggling to iron out the problems and concentrate on building up the infrastructure.

ECONOMIC CONDITION

Nigeria is Africa's most populous country and also Africa's leading oil producer. Nigeria's oil industry is the country's most important sector in its economy, providing over 90% of its total exports and accounting for nearly 50% of its gross domestic product (GDP). Nigeria is part of the Organisation of Petroleum Exporting Countries (OPEC) and is the largest producer of petroleum in Africa. Most of Nigeria's

petroleum production is controlled by Nigeria's government together with international oil producing companies. This is controlled by the Nigerian National Petroleum Corporation (NNPC). Nigeria's oil refineries are located in Port Harcourt, Warri and Kaduna. Nigeria's upstream oil industry is the most important and a major source of foreign exchange.

Nigeria's downstream industry is also under the close control of the NNPC which owns the country's four refineries and has a significant shareholding in all of the larger marketing companies. However, lack of money and widespread corruption have contributed to the current state of disrepair of the downstream infrastructure and is forcing the oil and finance ministries to recognise the logic of reducing direct state involvement in the oil industry.

The economy of Nigeria is mainly agricultural, with more than half of the workforce engaged in farming, most of which is subsistence. The chief crops are sorghum, millet, soybeans, peanuts, cotton, yam, palm products, rice, rubber and cocoa. The leading

agricultural exports are palm oil, cocoa, rubber and cotton. There are natural rainforests and these supply mahogany, ebony and other woods. Plantations, sometimes owned by or in partnership with multinational corporations, are gaining ground in producing raw materials for processing. Industry in Nigeria is largely confined to the processing of agricultural goods and manufacturing consumer goods like soap, clothing, tobacco products and furniture.

Nigeria has a well-developed transportation system, though poor maintenance and planning have caused congestion in places, as well as deterioration of services and facilities. Most delivery of goods and passenger travel is by road, however there are railway lines that run from Lagos and Port Harcourt. There are international airports at Lagos, Kano and Port Harcourt, and numerous airlines serve the larger centres. The country's chief seaports are Lagos, Warri, Port Harcourt and Calabar.

RECENT ECONOMIC DEVELOPMENTS

In May 1999, Olusegun Obasanjo was inaugurated as Nigeria's new president after winning in the presidential election in February 1999. His government promised to carry out market reforms and adopt measures to alleviate poverty. The performance of Nigeria's economy was mixed in 1999. Although the recovery of oil prices boosted its export revenue, Nigeria's industrial production however fell by 1.4% in 1999. In 1999, consumer prices rose by 13%, three percentage points higher than the official target.

In November 1999, President Obasanjo proposed a budget of 500 billion nairas for fiscal 2000. While education and defence accounted for 8% and 7% of government expenditure, allocations for other major sectors such as agriculture, health and police also increased. In December 1999, Nigeria announced its economic policy for 1999-2003. The policy objective is to transform Nigeria into a market-oriented and private-led economy, so that its goods and services will be competitive locally and internationally.

Nigeria's economy for 1999 was boosted by rapid rises in crude oil prices. Crude oil production is the lifeline of the Nigerian economy which generally accounts for more than 95% of its total export revenue. Agricultural output also increased by 3.7%. However, industrial production fell by 1.4% in 1999, compared with the previous year. The Nigerian government estimated the real GDP to grow at 2.7% in 1999.

In January 1999, Nigeria abolished its dual exchange rate system; the currency traded at around 98 naires to one US dollar in the inter-bank open market in January 2000. In October 1999, the Nigerian government further liberalised the foreign exchange market by allowing the oil companies to sell their foreign exchange revenue to the bank of their choice. Banks may trade the foreign exchange among themselves.

With the objectives of generating revenue and encouraging private participation in its gradually liberalised economy, Nigeria has accelerated its privatisation programme. The government intends to privatise 13 companies in the banking, telecommunications, industrial and oil marketing sectors in 2000. To facilitate the process of privatisation, the Nigerian government is applying for a soft loan of US\$40 million from the World Bank.

Nigeria is considering the deregulation of the market for petroleum products. Currently, the Nigerian government has to spend a total of US\$ 1.7 billion annually in subsidising local fuel consumption. However, strong resistance is expected as higher fuel prices will lead to worsening poverty.



Nigeria is developing an Export Processing Zone (EPZ) near the city of Calabar in eastern Nigeria. In the EPZ, investors can import duty-free raw materials and semi-finished products for manufacture and export. In addition to tax free remittance of dividends and profits, 100% foreign ownership is also permitted in the EPZ.

TRADE POLICY

Import licensing was abolished in 1996 in conjunction with Nigeria's trade liberalisation programme. However, importation of about 20 items is prohibited, principally agricultural products and textiles. The objectives of the ban are to restore Nigeria's agricultural sector and to conserve foreign exchange.



Nigeria re-introduced pre-shipment inspection in September 1999. Under the system, importers have to submit a "Form M" through an authorised commercial bank which will be responsible for sending it to the appointed inspection agents at the shipping port of the exporting country. According to the government's original plan, pre-shipment inspection would be replaced by destination inspection in April 1999.

In 1995, the government revised the tariff structure. Under the current tariff system, import goods are classified into groups with different duty rates: 10%-20% for agricultural goods; 0-5% for agricultural capital goods; 5%-10% for argo-chemical goods; 5%-20% for basic raw materials; 10%-25% for intermediate goods and components; 5%-25% for capital goods; 20%-35%

for essential consumer goods; 25%-35% for other consumer goods; and 40%-45% for luxury goods.

A value added tax (VAT) was introduced in 1994 and a flat rate of 5% is applied to almost all imports. Some items are exempted from the VAT, including medical and pharmaceutical goods, books and educational materials, basic food items, fertiliser, agricultural and veterinary medicine, farming machinery and farming transportation equipment.

HONG KONG'S TRADE WITH NIGERIA

Nigeria was Hong Kong's 48th largest export market in the world in the first 11 months of 1999. Total exports amounted to US\$162 million in the first 11 months of 1999, an increase of 8.7% compared with the same period the year before. During the first 11 months of 1999, Hong Kong's domestic exports to Nigeria dropped by around 35% while re-exports rose by 11%.

Seven of Hong Kong's top ten exports to Nigeria recorded positive growth in the first 11 months of 1999 - footwear (up 22%); woven fabrics of man-made textile materials (up 45%); measuring, checking, analysing and controlling instruments and apparatus (up 9%); lighting fixtures and fittings (up 14%); telecommunications equipment and parts (up 33%); watches and clocks (up 613%) and passenger motor cars (up 213%). However, three laggards were radios (down 11%); miscellaneous chemical products (down 12%) and textile and leather machinery (down 23%).

Comparatively, Hong Kong's imports from Nigeria were rather negligible, amounting to US\$3 million in the first 11 months of 1999. Major imports included woven cotton fabrics; pearls, precious and semi-precious stones; dried fish and wood.

HOW TO SAVE TAXES ON EXPORT SALES

Saving Taxes on Export Sales Through Trade Planning



Import duties, which could be better described as taxes, are normally built into the cost price of a product. Many companies consider import taxes as an accepted cost element. Since it is mostly a small portion of the cost, say 6% on average, it is usually considered as less important. In reality a 6% tax on turnover can result in much higher amount of tax being paid than a 16% to 33% corporate tax rate. Therefore, it comes as a great surprise that trade planning or even a clear responsibility for import taxes receives so little attention in so many companies. The message is that these taxes should be assessed somewhere in the company, either in the tax function, the finance function or the logistics function.

Chinese/Hong Kong companies can profit from the existing legislation and realize savings on their import taxes to Europe (hereafter EC) and the USA. The planning scheme below should also be interesting for companies that are not importing themselves in their export markets. If they start importing and apply the trade planning techniques below they can increase their profit margin with the savings mentioned without increasing the price to the customer.

Many Chinese/Hong Kong companies work with so-called "import processing" or "contract processing" arrangements. In an "import processing" scenario, the processing company sells the finished products to the trading company with the processing company purchasing the raw materials necessary for the production of the finished products. In a "contract processing" scenario, the processing company only produces the finished products. The raw materials necessary for the production of finished products are purchased by the trading company, who subsequently provide these to the processing company free of charge. The processing company needs to pay a

processing fee. The trading company retains title to the raw materials and the finished products produced.

CUSTOMS VALUE UPON IMPORT

Generally, if goods are imported into the EC or USA, customs duties need to be paid. The customs duty burden depends on the customs value of the imported goods and the duty rate applicable to those goods. Usually, the customs value is based on the "transaction value" of the imported goods, i.e. the price actually paid or payable by the EC/USA customer.

However, the customs law allows basing the customs value on any transaction value. So if there are more transactions, preferably the lowest should be taken. In an "import processing" scenario this could be the inter-company sales price between the processing and the trading company. In a "contract processing" scenario this could be the processing contract between the trading company and the processor. Both examples below show that this can result in a lower customs value and thus a lower tax burden.

"IMPORT PROCESSING"

As explained, normally the sales price to the client in the EC/US of 100 is used as the basis for the determination of the customs value upon import. However, based on the law, it is possible to use the inter-company price between the processing and the trading company of 70 as the basis for the customs value. Of course there are certain conditions to satisfy before it would be allowed to use the first sale for export as the customs value.

"CONTRACT PROCESSING"

Also in a "contract processing" scenario often the sale price to the client in the EC/US is

used to determine the customs value. Again however, based on the law, the "contract processing" contract between the trading company and the processing company can often be used as the starting point for the determination of the customs value. Consequently, the customs value is determined based on the processing fee paid to the processor and the value of the raw materials provided by the trading company free of charge. Also in this case certain conditions have to be met.

ASSESS YOUR SAVINGS

The following example illustrates how companies can assess their possible tax savings. The company in the example sells sport shoes

and has a total turnover of USD 600 million. For this company we were able to realise a recurring annual saving of USD 18 million.

IMPLEMENTATION

As one can see the law offers companies the possibility to considerably lower their customs duty burden for their EC/USA imports. Based on our experience, we could achieve savings up to 30%. Implementing such a scenario should be carefully planned and the result should be secured by obtaining a ruling from the Customs authorities in advance.

Source: Arthur Andersen "Tax Interactive Volume 1 - November 2000"

	US\$M	Average Import Tax %	US\$M
Sales to EU	300	12%	36
Sales to the USA	300	8%	24
Total	600		60
Possible savings		30%	18



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2001 April 20

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