



# CMA Monthly Bulletin

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香港工業再展翅 · 締造輝煌新一頁

# 即時零售

## 消費新潮流

A NEW CONSUMER TREND:

# INSTANT RETAIL

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### 2021-2023年會員月報 編輯委員會成員名單

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內地零售業正穩步復甦，但三年的疫情已徹底改變民眾的消費習慣，開啟「即時零售」的新零售模式；「即時零售」的運作模式與餐飲業的「外賣」相似，消費者在線上平台下單購物後，商店就會立即安排速遞員送貨上門，省卻傳統電商冗長的物流程序，以滿足消費者的即時需求。隨着消費者習慣了「即買即送」帶來的便捷，「即時零售」將成為消費新藍海。

The retail industry in the Mainland is recovering steadily. The new consumption habits of Mainland people that have developed over the past three years during the COVID-19 pandemic have opened the door for a new retail trend: instant retail. The application of instant retail is similar to takeaways, in which consumers place orders via online platforms and stores arrange immediate delivery by courier, eliminating the conventional logistics process in traditional e-commerce to meet consumers' instant needs. Since consumers have become accustomed to the convenience of 'buy-and-take' consumerism, instant retail is expected to become a booming market.



過去幾年內地疫情反反覆覆，物流業運力大減，令傳統電商的出貨時間大幅延長，消費者於是另闢蹊徑；透過應用程式向所在小區內的商店下單，當商店接單後，就會透過速遞員即時送貨，確保消費者在30分鐘至60分鐘內即可收到商品。不論是蔬果、零食，還是日用品、藥物、寵物用品，甚至電子產品如充電線、直髮夾等都可以透過「即時零售」方式下單，幾乎「萬物皆可外賣」。

### 消費者對送貨速度要求愈來愈高

根據麥肯錫發布的研究報告顯示，內地消費者對購物配送速度的要求愈來愈高，近6成90後消費者希望下單後即日便收到貨，但傳統電商的運送時間往往要3天至5天，有的甚至需時一星期。而「即時零售」則講求「即需即買、即買即送」，主要透過社區中的傳統超市、實體商店和便利店的實時商品供應，以縮短貨品的派遞時間，對凡事講究快捷、方便的年輕人來說，有很大的吸引力。

## 新型便利店加入「戰團」

現時不少內地電商巨頭如美團、京東、阿里巴巴旗下的生活服務平台均有發展「即時零售」業務，而且發展得相當成熟，送貨方式更不局限於「車手」和「步兵」。以美團為例，2021年他們將無人機送貨納入為恆常服務，截至2022年底，無人機送貨已為近2萬名住戶提供服務，平均12分鐘內將商品送達，最快僅需時7分鐘。

事實上，經歷了三年的疫情，不少內地市民都習慣了「即買即享受」的快感，因此愈來愈多實體商店、連鎖便利店和小型社區超市都加入「即時零售」的「戰場」。新型便利店亦如雨後春筍般湧現，希望在市場上分一杯羹；這些新型便利店除了經營實體業務，更設有倉存中心，以便為線上消費者提供數量充足且多元化的商品，而開店選址大多是商廈、創業園區、地下停車場等區，為附近數公里內、以線上下單的消費者提供服務。

## 「即時零售」模式在港仍處於起步階段

至於香港，「即時零售」模式仍在起步階段；疫情爆發初期，不少港人在家工作或者減少外出避疫，有知名網上外賣平台看準時機擴展網購業務，發展自營網上超市、網上生活百貨，並提供商業送貨服務。其中自營網上超市在全港多區設有配送中心，這些配送中心將各類型的貨品分門別類地擺放，選址則大多是網購活躍的民生社區，方便送貨員接單後取貨，縮短送貨時間。

雖然「即時零售」模式還未盛行，但對於香港這樣繁忙、生活節奏這樣急速的都市，消費者對送貨速度的要求只會愈來愈高，相信不久的將來，「即時零售」模式將為本港零售業帶來一番新景象。

The volatility of the pandemic significantly affected the logistics industry in the Mainland, greatly delaying the delivery schedules of traditional e-commerce operators. The concept of instant retail then emerged. After receiving consumer orders through mobile applications, local stores offering instant retail arrange delivery through a courier immediately so that customers can receive the goods within 30–60 minutes. When it comes to products for delivery, instant retail covers almost everything from vegetables, fruit, snacks, daily necessities, medicine and pet supplies to electronic products such as charging cables and hair straighteners.

### Growing demand for faster delivery

According to a recent research report by McKinsey and Company, consumers in the Mainland have a growing need for express delivery services. Nearly 60% of post-90s consumers expect to receive their goods within 24 hours after placing their orders. However, traditional e-commerce operators usually require three to five days or even a week to deliver. Instant retail highlights on-demand delivery by reducing the delivery cycle of goods supplied from local supermarkets, stores and convenience stores; this is attractive to young people who desire quick and convenient shopping.

### Modern convenience stores joining the instant retail battle

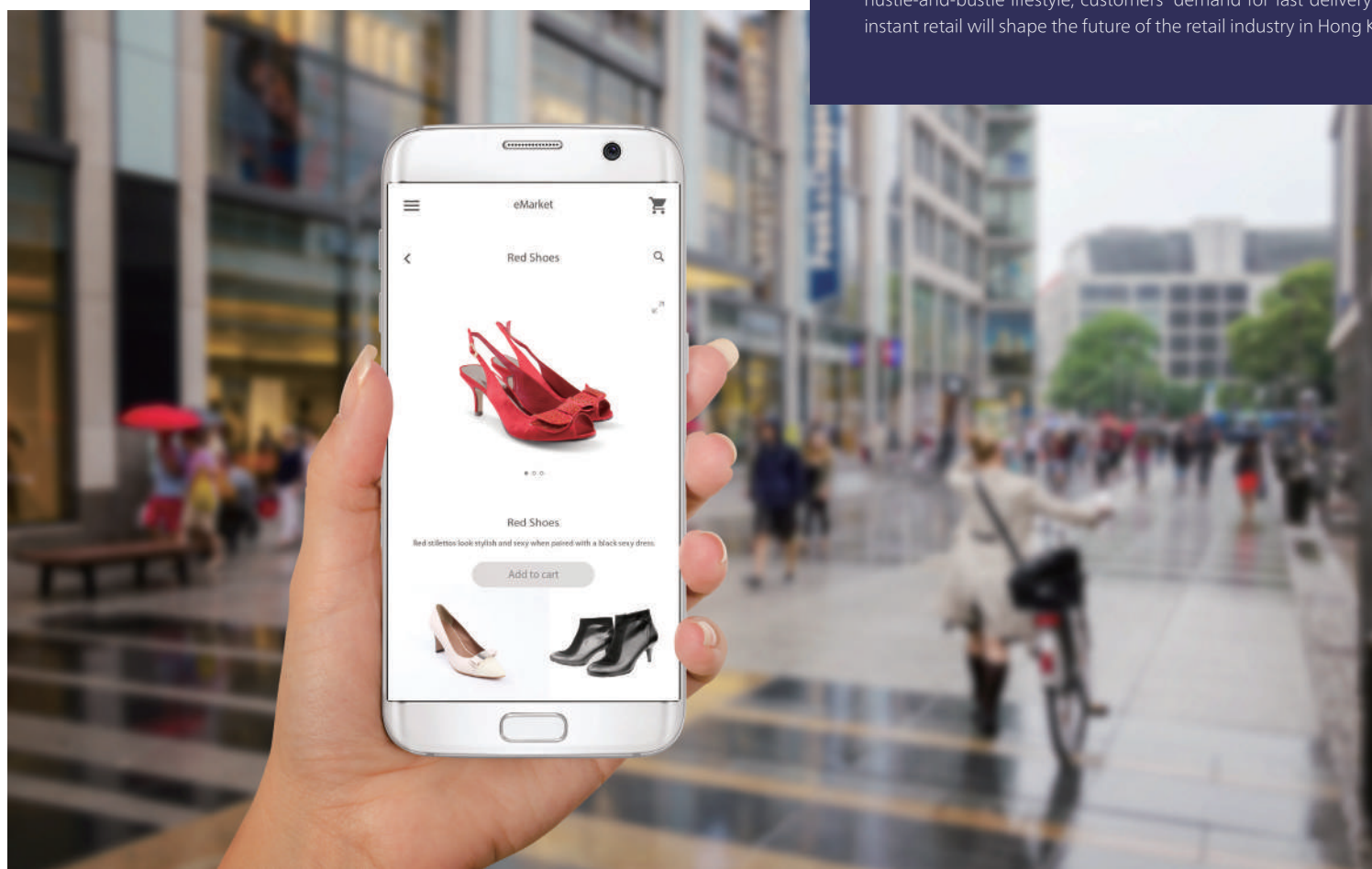
Many life service platforms under e-commerce giants in the Mainland, such as Meituan, JD.com and Alibaba, have already developed instant retail businesses. Retailers are no longer limited to delivery by motorcycle or foot. Meituan, for example, have started offering drone delivery service since 2021. By the end of 2022, drones had served nearly 20,000 households, delivering goods within an average of 12 minutes and even as quickly as seven minutes.

Many people in the Mainland have gotten used to the convenience brought about by instant retail over the past three years of the pandemic. Therefore, more and more physical stores, convenience store chains, and local grocery stores have joined the instant retail market. At the same time, some emerging convenience stores are evolving, aiming to take a share of the market. Other than physical retail businesses, modern convenience stores also operate storage centres to supply diversified products in large quantities to online consumers. Most are located in business buildings, startup clusters or underground parking areas, serving online customers within a few kilometres.

### Instant retail still in its infancy in Hong Kong

In Hong Kong, instant retail is still in its infancy. In the early stages of the pandemic, many people preferred work-from-home setups and spent most of their time staying at home. A famous online delivery platform took the opportunity to expand its business, developing self-operated online supermarkets and grocery stores while providing commercial delivery services. Self-operated online supermarkets have multiple distribution centres that are mostly located in residential areas with huge online shopping demand. In these distribution centres, various types of goods are arranged by category to facilitate the packing of orders and reduce delivery times.

Instant retail is not yet dominant in the Hong Kong market; however, in a city well known for its hustle-and-bustle lifestyle, customers' demand for fast delivery is growing. It is expected that instant retail will shape the future of the retail industry in Hong Kong.



## 「高效市場」須加強跨境政府間合作

Strengthen Cross-border Partnership between Governments For an “Efficient Market”

吳永嘉議員 BBS 太平紳士  
廠商會立法會代表  
The Hon Ng Wing Ka, Jimmy, BBS JP  
CMA Legislative Council Representative



今年的預算案明確提出「更好結合『有為政府』和『高效市場』」，在需要政府引導的範疇，要「敢於引領、全力承擔、加速推動」，這對廣大市民和工商界朋友來說，無疑是一劑強心針，大家都期待特區政府在轉變治理理念方面，敢做事，能做事，做實事，把不斷增強香港的發展動能作為政府施政的一大重點。

以前我們常說，「小政府、大市場」，政府盡量少干預；但當今全球政經局勢越來越複雜，只靠企業自身單打獨鬥已不合時宜，政府應該扮演更加積極有為的角色。因此，從「企業對企業」（B2B, Business to Business）到「政府對政府」（G2G, Government to Government）的轉化，尤其是尋求在粵港澳大灣區的框架下，促進香港與內地政府間的跨境合作，既有重要性也有緊迫性。

近年來，港商積極拓展內地的內銷市場，取得了巨大的成效，當然也遇到不少的困難。最近，有業界人士反映，現香港品牌在內地商標註冊的手續相當複雜，費用高昂，花了錢也未必成功註冊；而且，不少港商在內地經營品牌時，面對各種惡意行為，包括搶註商標、無正當理由申請註銷他人商標、不負責任的指控及無理纏訟等。

簡單而言，香港的商標註冊採用「使用在先」原則，而內地的商標註冊均採用「申請在先」原則。因此，港商要拓展內銷市場，經常要面對商標在內地被「搶先註冊」的問題，即使成功註冊，但還要面對另一個問題，就是所謂「商標撤三」，指在內地註冊的商標連續三年不使用或使用不當，任何單位或個人皆可向中國商標局申請撤銷該註冊商標。過去三年的疫情期間，不少港商在內銷市場處於停頓狀態，連帶商標亦被申請撤銷註冊，大失預算。

今年全國「兩會」，我將首次履行港區人大代表的職責，就加強跨境政府間合作，構建「高效市場」提出3項議案建議。其中，在兩地商標註冊與糾紛調解方面，中央和特區政府的商標管理部門應加快推進商標註冊及保護方面的合作。例如，兩地的商標評審委員會可邀請來自對方的工商界、法律界等方面的代表出任其顧問或委員會成員，以便在各自的商標註冊申請和審核決策過程中能更「貼地」、周全地考慮到兩地商業、社會環境的特點和業界跨境營運的實際情況與訴求。

The 2023-24 Budget proposes “better integrate a ‘capable government’ with an ‘efficient market’”. Also, in areas where government leadership is needed, to be “dare to lead, take full responsibility and push forward at an accelerated pace”. This is undoubtedly a shot in the arm for the general public and people from the business sector. From the perspective of governance concept change, people expect to see a bold, capable and practical government that focuses on strengthening Hong Kong’s development momentum in terms of the government policy.

We used to say “small government and big market” with least government intervention. However, nowadays, the global political and economic situation has become more and more complicated, it is no longer an appropriate move to allow corporates to fight alone. The government should serve a more active and valuable role. Therefore, the transformation from B2B (Business to Business) to G2G (Government to Government) is an important and urgent move, particularly in promoting cross-border partnership between Hong Kong and the Mainland governments within the framework of the Greater Bay Area.

In recent years, Hong Kong companies actively expand the Mainland’s domestic market. They have achieved spectacular result and naturally have encountered many difficulties. Recently, there are business people suggest that the procedures for Hong Kong brands applying for registration of trade mark in the Mainland are very complicated and costly, and registration can be failed even if money is spent. Also, many Hong Kong companies face various malicious acts including trademark squatting, application for cancellation of trade mark without justifiable grounds, irresponsible charges and vexatious litigation etc. while operating business in the Mainland.

In a nutshell, the principle of “prior use” is applied for the registration of trade mark in Hong Kong; the principle of “prior application” is applied for that in the Mainland. As a result, when Hong Kong companies want to expand domestic market, they always encounter the problem of “preemptive trademark registration” in the Mainland. Registered trade mark can be cancelled based on “3-year non-use cancellation”. If a trade mark registered in the Mainland is not used or is used improperly for 3 consecutive years, any entity or individual may apply to the China Trademark Office for cancellation of the trade mark. During the 3-year pandemic period, many Hong Kong companies came to a standstill in the domestic market. Coupled with the application for cancellation of their trademarks, unexpected losses are incurred.

In China’s Two Sessions 2023, I will, for the first time, perform my duty as Hong Kong deputy to the National People’s Congress. I would put forward 3 motions on strengthening cross-border governmental partnership to develop an “efficient market”. Among which, in terms of trademark registration and mediation, both PRC government and Hong Kong government should promote the partnership of registration and protection of trade mark. For example, the Trademark Appeal Board in Mainland China and Hong Kong can invite each other’s representatives from business and legal sectors etc. to serve as their consultants or members of the Board, to “localize” the application for registration of trade mark and decision making of appeal. Full considerations of economic and social characteristics of Mainland China and Hong Kong can be taken into account, as well as the actual situation and demands of the cross-border operation of the companies.

### Trademark Application

#### A. General Questions

Proposed Insured's Name:

(Please use capital letters)

Birth Date:

01

January

2016

Gender:

Male

Address:

Phone Number:

ID Number:

Status:

Single

Married

Divorced

Others

Occupation:

Social Security Number:

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No



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## 廠商會接待來訪機構及活動

「第18屆中國國際保險精英圓桌大會」開幕式



由中國國際保險精英圓桌大會組委會主辦的「第18屆中國國際保險精英圓桌大會」開幕式於10月21日假亞洲國際博覽館舉行。本會史立德會長(右四)出席為主禮嘉賓之一，並與香港特區政府財政司司長陳茂波(中)、CMF 港澳台秘書長鄧錦添博士(右七)等多位主禮嘉賓主持開幕儀式。

「2022年香港品牌博覽會」開幕式



「2022年香港品牌博覽會」開幕式於10月21日假亞洲國際博覽館舉行。史立德會長(右七)代表本會出席，並與粵港澳大灣區發展專員袁民忠(右十一)、CMF 港澳台秘書長鄧錦添博士(中)等多位嘉賓主持開幕儀式。

領航「9+2」·第三屆粵港澳大灣區發展論壇暨頒獎典禮



由香港大公文匯傳媒集團主辦，本會協辦的「領航「9+2」·第三屆粵港澳大灣區發展論壇暨頒獎典禮」於10月24日假香港會議展覽中心會議廳舉行。廠商會史立德會長(左二)代表出席，並與主禮嘉賓李嘉超行政長官(中)等合照。

中電「創新節能企業大獎2022」頒獎典禮



由中華電力主辦，本會支持的中電「創新節能企業大獎2022」頒獎典禮於10月26日假香港嘉里酒店舉行，廠商會史立德會長(第一行右四)代表出席擔任頒獎嘉賓，並與主禮嘉賓能源諮詢委員會郭振華主席(第一行左六)、中華電力蔣東強總裁(第一行右六)及得獎者等合照。

ESG及綠色金融論壇暨嘉許禮2022



由《香港經濟日報》主辦，本會支持的「ESG及綠色金融論壇暨嘉許禮2022」於10月27日假香港瑞吉酒店，廠商會史立德會長(左二)代表出席，並與主禮嘉賓財經事務及庫務局局長許正宇先生(中)、香港經濟日報集團執行董事王清女士(左一)等合照。

HKUST Industry Engagement Day: Innovation and Technology Showcase (本會支持)



由香港科技大學主辦，本會支持的「HKUST Industry Engagement Day: Innovation and Technology Showcase」於11月7日假香港科技大學舉行，本會史立德會長(左一)代表本會出席，並與創新科技及工業局局長孫東教授(中)、香港科技大學校長葉玉如教授(左二)等嘉賓合照留念。

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溫馨提示

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## 17/2 廠商會舉行會員新春團拜暨行業聯歡晚宴

會籍部於2月17日舉辦了「癸卯年會員新春團拜暨行業聯歡晚宴」，當晚邀得商務及經濟發展局局長丘應樺擔任主禮嘉賓，並聯同廠商會一眾首長向超過200多位來自各行各業的會員送上新年祝賀，並藉此增進交流。大會更為當晚安排了豐富節目，包括幸運大抽獎、財神派利是等，與會員們共度愉快難忘的一夜。



商務及經濟發展局局長丘應樺致辭。

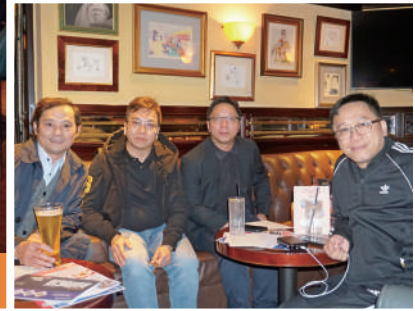


本會於2月17日圓滿舉行會員新春團拜暨行業聯歡晚宴，多位領導與會員共賀新禧，氣氛熱鬧愉快。





## 10/1 會員樂Bar



會籍部於1月10日假尖沙咀海景嘉福洲際酒店Tiffany's New York Bar復辦深受業界歡迎的會員「樂」Bar聚會，讓不同行業的會員聚首一堂，暢飲交流，一同拓展廣闊的工商網絡！



## 6/1 「廠商會名人飯堂 - 史立德會長」



會籍部於1月6日舉辦本屆首次「廠商會名人飯堂」活動，榮幸邀得會長史立德博士擔任主持人，與會員近距離交流，午宴延開四席，共有逾40名會董及會員出席，反應熱烈。



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# Survey shows delayed boost from policy pivot

New GBA Index report now available



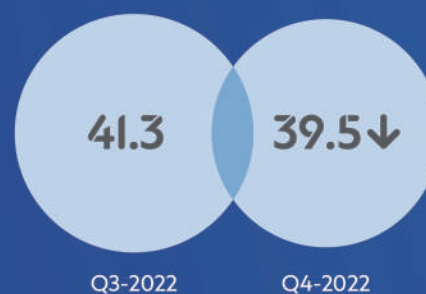
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## Report highlights

- GBA indices extended their YTD fall in Q4, led by destocking pressure and weaker financing appetite
- Manufacturers underperformed, credit index improved
- China's recent COVID relaxation efforts only started halfway through the survey period and were not fully captured

### Current performance



### Expectations



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# 生產力局公布2023年第一季「渣打香港中小企領先營商指數」 企業對前景重拾信心 銳意拓展至大灣區內地城市

HKPC Announces Standard Chartered Hong Kong SME Leading Business Index for Q1 2023  
Enterprises Regaining Confidence and Looking into Expansion to Other Greater Bay Area Cities

隨著逐步通關及放寬社交距離等措施，本地中小企正迎來曙光。香港生產力促進局（生產力局）早前公布2023年度第一季「渣打香港中小企領先營商指數」調查結果，顯示季度指數回升2.5至46.7。其中四項指數，包括「招聘意向」、「投資意向」、「營業狀況」和「環球經濟」均有所上升，當中「招聘意向」和「投資意向」更升至50點中性水平線以上。

渣打中小企指數調查結果亦顯示，本季11大行業指數中，九個行業均錄得升幅。「金融及保險業」（53.2）、「社會及個人服務業」（52.9）及「住宿及膳食服務業」（51.6）行業指數在此季更超越50點中性水平線。



生產力局首席數碼總監黎少斌先生（左）和渣打銀行（香港）有限公司大中華區高級經濟師劉健恆先生（右）公布2023年度第一季「渣打香港中小企領先營商指數」調查結果。  
Mr Edmond LAI, Chief Digital Officer of HKPC (left), and Mr Kelvin LAU, Senior Economist, Greater China, Global Research, Standard Chartered Bank (Hong Kong) Limited (right), announced the "Standard Chartered Hong Kong SME Leading Business Index" for the first quarter of 2023.

SMEs are seeing rays of hope with gradual boundary reopening and relaxation of the pandemic measures, as reflected in the "Standard Chartered Hong Kong SME Leading Business Index" for the first quarter of 2023, announced earlier by the Hong Kong Productivity Council (HKPC), which the Overall Index rebounded by 2.5 to 46.7. Four of the sub-indices, including "Recruitment Sentiment", "Investment Sentiment", "Business Condition" and "Global Economy", have increased, among which "Recruitment Sentiment" and "Investment Sentiment" rose above the 50 neutral level.

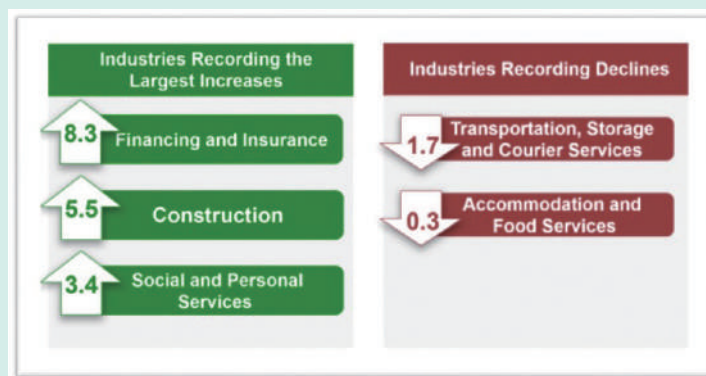
The Standard Chartered SME Index survey also shows that, out of the 11 industry indices, nine recorded increases. The industry index of "Financing and Insurance" (53.2), "Social and Personal Services" (52.9) and "Accommodation and Food Services" (51.6) surpassed the 50 neutral level in this quarter.



投資趨勢方面，90%中小企預期2023年第一季整體投資額會維持或上升，當中佔比最高的行業為「社會及個人服務業」（94%）、「金融及保險業」（94%）、「專業及商用服務業」（94%）及「進出口貿易及批發業」（93%）。



90%

中小企預期整體投資額  
維持不變或上升

In terms of investment trends, 90% of SMEs expected their overall investment to remain or increase in the first quarter of 2023, with "Social and Personal Services" (94%), "Financing and Insurance" (94%), "Professional and Business Services" (94%) and "Import/Export Trade and Wholesale" (93%) having the highest proportions.



90%

SMEs expected no change  
or even an increase on the  
overall investment

請掃描二維碼了解2023年第一季「渣打香港中小企領先營商指數」詳細調查結果。

Please scan the QR code to learn more about the "Standard Chartered Hong Kong SME Leading Business Index" for the first quarter of 2023.



中文



ENG

生產力局首席數碼總監黎少斌先生指出，香港特區政府適度放寬社交距離措施及入境防控安排，市場對此反應正面，為預期之內，並反映於指數結果。加上香港及內地通關，相信兩地人員往來會逐步增加，有助帶動本港經濟復蘇。調查亦顯示不少中小企預計會增加2023年第一季度投資額，反映商界正逐步重拾投資信心，為與內地全面通關作準備。

另外，是次專題調查探討本港中小企將業務拓展至大灣區內地城市的看法。目前，有逾一成（11%）受訪中小企已經在大灣區內地城市有銷售業務，當中41%表示在大灣區內地城市的營業額佔其總營業額一半或以上，反映大灣區商機龐大。

專題調查結果反映大灣區內地城市市場規模更大、成本較香港及其他地方低，而且有更多商業伙伴、供應商、外判商，因此能夠吸引香港中小企到當地拓展業務。同時，他們須面對如不熟悉當地法規、香港及大灣區內地城市客戶需求有差異等多項挑戰。

### 中小企進軍大灣區內地城市遇到 / 預期遇到的挑戰



有見及此，生產力局開設的「粵港澳大灣區生產力大講堂」會繼續定期舉辦主題系列講座，並邀請區內地方政府代表和行業專家為企業介紹當地經濟及行業發展狀況和最新的支援方案。相信隨著更多商家掌握大灣區內地城市的產業落地資訊宣傳及規劃，未來會有更多香港中小企拓展當地市場，把握大灣區內地城市發展的各種商機，促進大灣區經濟融合及協同發展。

### Challenges SMEs Have Encountered / Expected to Encounter when Expanding into Other GBA Cities



Mr Edmond LAI, Chief Digital Officer of HKPC, pointed out that with the HKSAR Government's relaxation of pandemic measures and inbound travel control arrangements, an expected upturn was well-reflected in the index results. With the boundary reopening between Hong Kong and the Mainland, it is believed that the flow of people in the regions will gradually increase, which will in turn help boost the recovery of the Hong Kong economy. The survey also found that some SMEs expect to increase their investment in the first quarter of 2023, showing that the business sector is gradually regaining confidence in investment and preparing for full boundary reopening with the Mainland.

Furthermore, the thematic survey explored the views of Hong Kong SMEs on expanding their businesses to other Greater Bay Area (GBA) cities. Currently, more than one-tenth (11%) of the surveyed SMEs have already had their sales businesses in other GBA cities, of which 41% claimed that their turnover in other GBA cities accounted for 50% or more of their total turnover, revealing the immense business opportunities in other GBA cities.

The findings of the thematic survey reflected that Hong Kong SMEs are attracted to expand their businesses to other GBA cities because of the larger market size, lower costs compared to Hong Kong and other places, and more business partners, suppliers and outsourced service providers. At the same time, they have to face challenges such as unfamiliarity with local regulations and differences in customer needs among Hong Kong and other GBA cities, etc.

In view of this, HKPC's "Bay Area Forum" will continue organising a series of thematic seminars regularly and invite representatives from the local governments and industry experts to introduce the industrial environment and economic situation as well as the latest support packages to enterprises. It is believed that as more businesses are aware of the publicity efforts and policy plans for the development of industries in other GBA cities, more Hong Kong SMEs will be able to expand into the local markets and grasp the various business opportunities arising from the development of other GBA cities, thereby promoting economic integration and synergy in the GBA.

資料提供：香港生產力促進局  
Information provided by: Hong Kong Productivity Council

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## 理大初創成就精準室內導航 客服機械人打造客戶新體驗

PolyU Startup Enables Accurate Indoor Navigation and Develops HK's First Guest Services Robot

全球定位系統（GPS）能為人們導航，但它的應用只限於室外，因室內結構會阻擋或干擾GPS衛星信號。有鑑於此，香港理工大學（理大）初創企業藍點子（香港）有限公司的聯合創辦人及行政總裁梁仲明博士開發Dolphin室內定位系統，並以此為基礎開發客服機械人，擴大系統應用，迎合市場需要。



理大初創企業藍點子的聯合創辦人及行政總裁梁仲明博士。  
Dr. Gary Leung, Co-founder and CEO of PolyU startup Blue Pin.

### Dolphin室內定位系統

梁博士的系統採用低功耗藍牙信標來傳送信號，較市場上同類系統準確、穩定，成本亦較低；而理大的專利協作定位技術則可擴大定位網絡，在接收情況較差時增強信號。該系統的精準度高達三米以內，有效為用戶引路，提升用戶體驗，同時能收集人流數據，供市場分析、推廣和研究之用。Dolphin系統已在香港、中國及美國申請專利，並應用於亞洲國際博覽館、創新中心、理大工業中心，以及香港和內地多個展覽中心、商業中心和商場。

### 酒店客服機械人

藍點子於2020年開始與帝京酒店進行合作研究，並於2021年出全港首台酒店客服機械人。內置Dolphin系統的機械人可為酒店客戶提供入住房間、即場付款、提取匙卡等服務，有助減輕前台員工的工作量。藍點子現為全球最大型數據庫管理公司甲骨文在酒店物業管理方案方面的合作夥伴，亦與理大產品可靠性暨系統安全研發中心（CAIRS）合作，利用深度學習演算法提升產品性能。

客服機械人在優化客戶體驗的同時，也協助酒店業界實現無紙化及節省成本，邁向可持續發展；而在疫情下，它還能減少“staycation”客戶與員工的接觸。現時，帝京酒店和帝苑酒店都採用了藍點子的客服機械人，而唯港薈亦將加入此行列。隨著旅遊業逐步復甦，相信客服機械人將大派用場。

### 藍點子科技產品潛力無限

藍點子的解決方案深受市場推崇，屢獲本地及國際殊榮，潛力優厚。梁博士計劃把技術應用推展到更多業務範疇及場所類型，如物業管理、物流運輸、銀行、醫院、圖書館和政府綜合大樓等。除了場內房間、店舖和展位外，系統還能為物件定位；以圖書館為例，用戶可利用它確定書本的位置，並以最短的路線取得該書。展望未來，公司期望為其產品開拓海外市場，把這個香港品牌介紹給國際。



Dolphin室內定位系統軟件利用擴增實境技術為用戶引路。  
Dolphin IPS software uses AR technology to guide users to their destinations.

The Global Positioning System (GPS) effectively navigates users to their destinations, but it only works outdoors, as indoor structures block or reflect GPS satellite signals. Therefore, Dr Gary Leung, Co-founder and CEO of Blue Pin (HK) Limited – a startup nurtured by The Hong Kong Polytechnic University (PolyU), developed the Dolphin Indoor Positioning System (IPS). A Dolphin-IPS-based guest services robot (GSR) has also been invented to cater for market needs.

### Dolphin Indoor Positioning System

Dolphin IPS uses Bluetooth Low Energy beacons to transmit signals, making it more accurate, stable and affordable than other IPSs. Meanwhile, PolyU's patented Cooperative Positioning technology extends the indoor network and strengthens signals where reception is poor. With an accuracy of up to three metres, Dolphin IPS enables users to find their ways easily, enhancing user experience. Besides, it also serves analysis, marketing and research purposes with its powerful data collection function. With patent applications filed in Hong Kong, China and the US, Dolphin IPS is adopted in AsiaWorld-Expo, InnoCentre, and PolyU's Industrial Centre, as well as exhibition centres, commercial centres and shopping malls in Hong Kong and the Mainland.

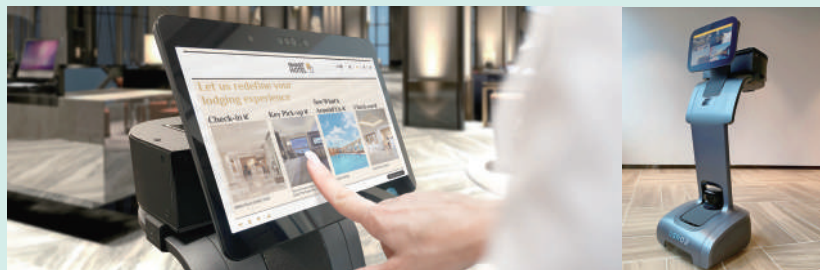
### Guest services robot for hotels

In 2020, Blue Pin started collaborative research with the Royal Plaza Hotel, and launched Hong Kong's first GSR for hotels in 2021. With built-in Dolphin IPS, GSR alleviates the workload of front desk staff by performing customer services such as check-in, on-the-spot payment and keycard pickup. Blue Pin is now Oracle's business partner in hotel management solutions, and is working with PolyU's Centre for Advances in Reliability and Safety (CAIRS) to improve product performance with deep learning algorithms.

While GSR enhances guest experience, it facilitates the hotel industry to go paperless, reduce costs and achieve sustainable development. It also minimised the physical contact between 'staycation' customers and staff during the pandemic. Blue Pin's GSR is deployed in the Royal Plaza Hotel and the Royal Garden, and will be in service at Hotel ICON soon. As the tourism industry continues to recover, the demand for GSRs is expected to increase.

### Great potential of Blue Pin solutions

Blue Pin's solutions are recognised locally and internationally. Dr Leung hopes to tap into other business areas and indoor spaces, including property management, logistics, banks, hospitals, libraries and government complexes. In addition to rooms, shops and exhibition booths, the system can help users quickly locate and reach objects, such as books in a library. Looking forward, the company aspires to launch this Hong Kong brand to international markets.



酒店客服機械人大大提升客服體驗。  
Smart Hotel Guest Services Robot enhances customer experience.

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# 貿發局訂四大工作焦點 聯繫環球商界創新機遇

## HKTDC's four focus areas create opportunities



香港貿發局與阿布扎比工商總會交換合作備忘錄。  
The HKTDC exchanged Memorandum of Understanding with the Abu Dhabi Chamber of Commerce and Industry.

香港貿發局公佈2023/24年度的工作重點，致力向國際商界推廣香港優勢，鞏固香港作為商業樞紐的角色，全方位說好香港故事，助業界創新機遇，推動經濟向前發展。

香港貿發局主席林建岳博士表示：

「貿發局積極配合特區政府重振經濟的施政方向及國家『十四五』規劃的發展方針，於今年舉辦連串展覽、會議、海外推廣及營商活動，進一步發揮香港背靠祖國、聯通世界的獨特優勢，並鞏固香港作為環球商業樞紐的角色，全方位聯繫本地、內地及國際商界，為他們創新機遇。」

### 助港招才引資

貿發局透過多元化商貿推廣活動創造商機，吸引內地及國際企業善用香港營商平台。隨着香港與內地恢復通關，該局會繼續聚焦「十四五」規劃帶來的機遇，並且推動香港作為國際金融和貿易樞紐的角色，吸引環球企業通過香港營商平台拓展業務。主要活動包括：「亞洲金融論壇」、「一帶一路高峰論壇」、「創新升級·香港論壇」、「港·潮流」以及由特區政府官員率領的商貿考察團等，以推動內地企業、香港專業服務及海外項目擁有者的三方合作。

### 說好香港故事

貿發局於全球設有50個辦事處，並與47個位於世界各地的香港商會建立聯繫。該局會善用其環球網絡，全天候向海外商界推廣香港最新發展，說好香港故事。為推廣香港城市品牌及協助港商拓展RCEP商機，該局於7月在泰國舉行「成就機遇 首選香港」活動；此外，亦會在內地及海外的重要商貿展覽中設「香港館」，推廣香港的專業服務和品牌產品。

### 推動新興行業

貿發局將加強推廣科技創新、醫療保健和可持續發展，並把這些新興產業融入支柱行業推廣活動。該局亦會通過全新融合展覽模式「EXHIBITION +」和「商對易」智能配對平台，全年無休促進買賣雙方合作，更會重新配置旗下重點展覽，整合4月份原有的多項科技展覽，推出全新的「香港國際創科展」。該局亦會藉「亞洲知識產權營商論壇」推動科技成果商業化、市場化，助港商進軍環球市場。其他重點活動包括「亞洲醫療健康高峰論壇」、「香港國際醫療及保健展」及「國際環保博覽」。

### 支援企業發展

因應企業的不同需要，貿發局推出多個支援計劃全力推動中小企和初創的發展，包括「T-box升級轉型計劃」、「GoGBA灣區經貿通」以及「創業快綫」初創培育計劃，而「香港·設計廊」則協助推廣香港品牌及設計。

As Hong Kong reopens its doors to Mainland China and the world at large, the Hong Kong Trade Development Council (HKTDC) will roll out a full season of trade fairs and conferences and plethora of overseas promotions to create opportunities for the Hong Kong, mainland and international business communities.

HKTDC Chairman Dr Peter K N Lam said: "We will align our strategy to support the Hong Kong SAR Government's policies and the 14th Five-Year Plan to reinvigorate the city's economy, and have prepared a full programme of fairs, conferences, overseas promotions and support activities throughout the year, giving full play to Hong Kong's unique advantages of being backed by the motherland and connected to the world. We also aim to reinforce Hong Kong's role as a global business hub and help international, mainland and local businesses connect and succeed."

### Attract investment and talent

The HKTDC will organise business events to create opportunities and attract international and mainland companies.

With the Hong Kong-mainland border reopening, the HKTDC will focus on opportunities arising from the 14th Five-Year Plan, and leverage Hong Kong's role as an international financial and trading hub to attract global companies to do business through Hong Kong. Major events include the Asian Financial Forum, Belt and Road Summit, SmartHK, ChicHK and outbound missions led by government officials to facilitate tripartite cooperation between Hong Kong service providers, mainland investors and overseas project owners.

### Tell good Hong Kong stories

The HKTDC will tell good Hong Kong stories to overseas business communities through the HKTDC's network of 50 offices worldwide and 47 Hong Kong Business Associations. To promote the city brand, the HKTDC will organise a Think Business, Think Hong Kong event in Thailand in July. Hong Kong pavilions will also be set up at major trade fairs around the world to promote professional services and branded products.

### Develop emerging industries

The HKTDC will promote key opportunities in tech and innovation, medical and healthcare and sustainability, integrating these into pillar industry events.

In addition to supporting year-round sourcing with HKTDC's Exhibition+ model and Click2Match digital service, the HKTDC will consolidate the tech-oriented fairs in April and launch the new InnoEx. The HKTDC will also strengthen Business of IP Asia Forum's focus on intellectual property to help commercialise and expand technology advancements. Other major events include the Asia Summit on Global Health, Hong Kong International Medical and Healthcare Fair and Eco Expo Asia.

### Support enterprises

The HKTDC supports the development of SMEs and start-ups through programmes catering for their diverse needs. These include T-box, GoGBA platform and Start-up Express, as well as Design Gallery to promote local brands and designs.

資料提供：香港貿易發展局 Information provided by: Hong Kong Trade Development Council



由香港貿發局組織、香港特區行政長官率領的商貿代表團於二月訪問沙地阿拉伯和阿拉伯聯合酋長國，以促進香港與兩地之間的經貿聯繫，並發掘新的合作機遇。

The HKTDC organised a delegation, led by HKSAR Chief Executive Mr John Lee, to the Kingdom of Saudi Arabia and the United Arab of Emirates in February to foster economic and trade ties with the two countries, and explore new collaboration opportunities.

# CLP Renewable Energy Certificates Supporting Businesses to Achieve Carbon Reduction Targets

## 中電「可再生能源證書」 全力協助企業實現減碳目標

Support 支持



### LOCAL RENEWABLE ENERGY 本地可再生能源

As environmental, social and governance (ESG) performance becomes increasingly valued, more businesses are committing to implementing carbon reduction plans and investing in renewable energy to lower the environmental and social impacts of their operations. To that end, CLP's Renewable Energy Certificates (RECs) can support organisations across every sector in their low-carbon transformation strategies. By entering long-term cooperation agreements with CLP and purchasing more REC units for longer periods, businesses can help accelerate local renewable energy development and demonstrate their dedication to achieving sustainable development.

隨着社會越發重視環境、社會及管治(ESG)表現，工商企業爭相落實減碳計劃，並承諾長期投資可再生能源，以減少業務對環境和社會的影響。中電「可再生能源證書」計劃支持不同界別的企業及機構邁向零碳營商，而企業透過與中電簽訂長期合作方案，購買額度更大、年期更長的可再生能源證書，全力推動本地可再生能源發展，展示實踐可持續發展的決心。

### 客戶分享參與計劃心得 Customer Stories



#### Hang Seng Bank 恒生銀行



“ Hang Seng is committed to promoting sustainable development. In 2021, we signed a 10-year agreement with CLP for the longest-term purchase of RECs since the programme launched in 2019. On top of committing to achieve net zero in our operations and supply chain by 2030 or sooner, we are also the first Hong Kong bank that has pledged to use 100% renewable energy by 2030 via our own renewable sources and RECs.

恒生決心推動可持續發展，由2021年起連續10年購入中電「可再生能源證書」，是計劃自2019年推出以來最長年期的協議，並承諾在2030年或之前，在營運及供應鏈達到淨零碳排放。我們亦是香港首間本地銀行承諾於2030年或之前實現以可再生能源滿足其電力需求，包括透過自行產生可再生能源及認購可再生能源證書。 ”



#### Rosewood Hong Kong

香港瑰麗酒店  
ROSEWOOD  
HONG KONG

“ Rosewood Hong Kong has ambitious goals in achieving long-term sustainable development. We have committed to participate in CLP's REC programme for six years in support of local green energy development, reducing carbon emissions, and promoting a lower carbon future in Hong Kong.

香港瑰麗酒店在可持續發展方面抱持遠大目標，承諾連續6年參加中電「可再生能源證書」計劃，支持發展本地綠色能源和減少碳排放量，推動香港邁向更低碳的未來。 ”





## AirTrunk



“ AirTrunk and CLP have pioneered the first-of-its-kind renewable energy solution that will see AirTrunk source hourly RECs from CLP Power to provide renewable energy matching at its HKG1 data centre. It is the first solution linked to an identifiable renewable energy project in Hong Kong, and supports CLP's goal to use only clean energy in all its operations.

AirTrunk數據中心與中電推出首個與香港指定可再生能源發電項目掛鈎的「每小時可再生能源證書」，開創業界先河，滿足客戶需求同時兼顧可持續發展，進一步實現全天候使用潔淨能源的營運目標。 ”



## UNIQLO HONG KONG, LIMITED



“ Sustainable development is an integral part of UNIQLO's business strategy. We aim to use 100% renewable energy in our stores and main offices by 2030. With the support of CLP's RECs, we can claim our environmental attributes, gradually moving towards becoming a zero-carbon business.

UNIQLO致力將可持續發展元素融入營運策略，目標於2030年在店舖和主要辦公室使用100%可再生能源。在中電「可再生能源證書」的協助下，UNIQLO申領相關環境權益，逐步邁向零碳營商。 ”



## Tai Hing Catering Group 太興飲食集團



“ Rooted in Hong Kong for over 30 years, Tai Hing has always placed a strong emphasis on sustainable development. To this end, we installed solar power generation equipment and participated in CLP's REC programme with the aim to reduce our carbon footprint and create a better living environment for the community.

太興植根香港逾30年，非常重視可持續發展，為此安裝太陽能發電設備，並參與中電「可再生能源證書」計劃，致力減低碳排放，為香港締造更美好的生活環境。 ”



## Hong Kong Air Cargo Terminals Limited 香港空運貨站有限公司



“ As part of our ongoing Green Terminal programme, Hactl is committed to reducing our carbon footprint. We are the largest purchaser of CLP's RECs in the airport community. Our long-term agreement provides us with an easy and highly effective way to support the generation and use of clean energy.

香港空運貨站有限公司致力減少碳足跡以貫徹「綠色貨站」方針。貨站與中電簽訂香港機場社區最大額的中電「可再生能源證書」長期協議，以便捷高效的方式支持潔淨能源的生產及應用。 ”

Learn More 了解更多



# 廣東涉企政策服務平台「粵企政策通」使用指引

## Guangdong Enterprise-related Policies Service Platform "GD e-Policy" Handbook



「粵企政策通」網頁

GD e-Policy Website: <https://sqzc.gd.gov.cn/sqzc/m/home/index>

「粵企政策通」是廣東省涉企政策一站式服務平台，依託廣東數字政府集約化支撐能力，發布廣東省和各地市制定的涉企法規和政策文件、相關的解讀以及各類政策專題，並提供以關鍵字檢索相關政策、解讀、項目和公示的查詢功能，為企業提供找得到、看得懂、用得上的政策信息服務。「粵企政策通」網頁設有6個主要欄目：政策庫、解讀庫、報項目、查結果、精準搜、互動交流、熱點專題。

其中，「政策庫」欄目分類細緻，文件更新及時，除可選區域、主管部門、政策主題外，還可選擇行業、企業規模類型。除網頁版外，「粵企政策通」亦推出了微信小程序版的涉企政策文件庫，通過微信掃描以下小程序碼，即可隨時隨地查閱各類涉企政策及項目。

「粵企政策通」微信小程序 - 涉企政策文件庫  
"GD e-Policy" WeChat Mini Program - enterprise-related policy document library

「精準搜」欄目可以幫助企業快速、精確地匹配出適合的政策，通過四個簡單步驟就能為企業進行政策匹配分析：輸入企業名稱 - 自動匹配企業特徵 - 確認企業政策主題 - 完成政策匹配分析。

「互動交流」欄目可供瀏覽近期的熱點諮詢問答，企業亦可輸入關鍵詞搜索感興趣的內容。如無適合企業的相關內容，可以按「提訴求」鍵提問，等待後台答覆。

為進一步幫助廣大企業了解相關扶持政策，推動政策落實，廣東省工業和信息化廳會同相關部門對廣東省2022-2023年涉企政策進行梳理，編輯形成《廣東涉企政策匯編2023版》，共收錄8類企業扶持政策，含創業扶持篇、科技創新篇、轉型升級篇、人才建設篇、融資專項篇、財稅支持篇、產業扶持篇、技術改造篇等。每項政策包含政策摘要、政策依據、支持方式和標準、申報條件、申報途徑、申報時間、主管部門等內容。《廣東涉企政策匯編2023版》匯編政策的截止日期為2023年1月，全文可於「粵企政策通」在線閱覽或下載。使用手機掃描以下二維碼，即可查看2023版電子版圖書。



「政策庫」欄目 Columns of "Policy Library"

"GD e-Policy" is a one-stop service platform for enterprise-related policies in Guangdong Province, relying on Guangdong digital government's intensive support capacity to release enterprise-related regulations and policy documents formulated by Guangdong Province and other prefecture-level cities, relevant analysis and various policy projects. It also serves search functions for related policies, analysis, projects and public notifications with keywords to provide enterprises with policy information services that can be found, understood and used. There are six main sections on "GD e-Policy" website: Policy Library, Policy Analysis, Project Reporting, Public Notifications, Policy Match, Consultation and Hot Topics.

Among which, "Policy Library" is categorized into distinct columns and updated in a timely manner. Categories consist of district, department, policy subject, industry, and business size. Beyond the website, "GD e-Policy" has also launched a WeChat Mini Program which contains an enterprise-related policy documents library. Scan the below Mini Program code by WeChat to consult various enterprise-related policies and projects anytime and anywhere.



「精準搜」欄目 "Policy Match"

"Policy Match" quickly and accurately matches enterprises with appropriate policies. Policy matching analysis of enterprises can be done in four simple steps: enter the name of the enterprise - automatically match with enterprise features - confirm the enterprise policy subject - complete policy matching analysis.

"Consultation" allows access to recent hot FAQ while enterprises can also search for interested content by keywords. If no relevant result is found, enterprises can press the "Ask Now" button to raise questions and wait for the answers from the backstage.

To further help enterprises understand relevant support policies and promote policy implementation, the Department of Industry and Information Technology of Guangdong Province, together with related competent authorities organized the Guangdong Province's enterprise-related policies for 2022-2023 to publish the "Guangdong's Enterprise-related Policies Compilation 2023". It consists of 8 categories of enterprise support policies including support for start-up business, technology and innovation, transformation and upgrading, talent development, financing, fiscal and tax support, industrial support and technological transformation. Information such as brief summary, policy basis, supporting methods and standards, reporting conditions, reporting channels, reporting time and competent authorities, are provided for each policy. "Guangdong's Enterprise-related Policies Compilation 2023" is due in January 2023. The full text can be viewed online and downloaded. Scan the below QR code to read the 2023 electronic edition.



# 公民科與國民身分認同之培養

## Nurturing Citizenship and Social Development and sense of national identity



用心欣賞故宮文物博物館。  
Appreciating historical pieces at the Hong Kong Palace Museum.

公民科與其他學科相同，著重培養學生「堅毅」、「尊重他人」、「責任感」、「國民身分認同」等等的價值觀，當中「國民身分認同」的培養須以「自主」、「認識」和「反思」為基礎。老師從「認識」不同主題（「『一國兩制』下的香港」、「改革開放以來的國家」，以及「互聯相依的當代世界」）的學習重點，給予學生「自主」學習的機會。例如讓學生在課前以電子工具自主地預習，老師則於課堂中協助學生將預習成果用以探討客觀的真實情境，引導學生「認識」國家的歷史、文化、經濟、科技、政治體制等各方面的國情和發展，全方位地增進學生對國家民族的認同感和歸屬感，從而培養學生成為具國家觀念、香港情懷和國際視野，對社會有承擔的新一代。

「國民身分」是集體化的身分。「身分」的「分」重質，即「身為XX人，有XX的本份。」認同一種身分，就是認同一個群體，甘願同負造福這個群體的義務，以此體現作為成員的本份。如要達致此目標，除上述的基礎外，「體認」更加不可或缺，課程中老師舉辦不同的體驗活動，如非物質文化遺產剪紙工作坊、參觀故宮文化博物館等，學生親身參與剪紙、親睹文物，進一步了解國家的優秀文化與歷史。而透過探訪內地學校，生生之互動，有助學生與同胞建立情感、關注和尊重。「體認」可加強學生體現國家的綜合國力發展，以及有助學生建立對國家之歸屬感與認同感，以達致「國民身分認同」，則甘願同負造福國家的義務不遠矣。



剪紙工藝之創新。  
Innovative paper-cutting art.

從學生建立自身身分方面，公民科的教育培養學生慎思明辨、解決問題等能力，有助學生活在全球多元文化及不同價值觀衝擊的社會下，對自身身分作出思考和作出抉擇，從而建立美好的、正面的自我品質，達到「教養孩童，使他走當行的路，就是到老，他也不偏離。」

Like other subjects, Citizenship and Social Development emphasises the necessity to nurture students' positive values such as "Perseverance", "Respect for Others", "Responsibility", "National Identity". Amongst all these values, "National Identity" acts as a foundation to promote essential values such as autonomy, cognition, and self-reflection. Through different themes such as 'One Country, Two Systems', 'Our Country since Reform and Opening-up' and 'Interconnectedness and Interdependence of the Contemporary World', autonomy learning opportunities are provided for students through the use of electronic tools and lesson preparation. During lessons, teachers can facilitate students to utilize their lesson preparation to objectively explore real-world scenarios and guide them to understand different aspects of national affairs and the development of history, culture, economy, technology and political system of our country. With the efforts to enhance students' sense of identity and belonging towards the nation on all fronts, we will nurture a new generation with a sense of national identity and social responsibility, who have an affection for Hong Kong and an international perspective.

"National Identity" is a collective identity. Recognizing an identity is acknowledging a community and thus willing to bring benefit to this community which displays a member's responsibility. To achieve this aim, teachers have organized different experiential learning activities such as intangible cultural heritage paper cutting workshop, visiting the Hong Kong Palace Museum and many more. Students have been able to understand our country's exceptional culture and history. Visiting schools in Mainland China has allowed our students to interact with local students promoting communication, care and respect. Having recognition can help students understand more about our country's comprehensive national power and thus promote their sense of belonging and identity with the country, so that they will be willing to take on the responsibility of benefiting the country.

In the aspect of establishing students' own identity, this subject helps cultivate students to develop skills of rational analysis and problem-solving which helps them to live under this multicultural and value-diverse society. Even with such varied and strong impacts, students are still able to nurture positive and respectable self-qualities.



體認文物與歷史。  
Recognizing cultural relic and history.



剪紙工藝之承傳。  
Inheriting the art of paper cutting.

# 歡迎新會員

## OUR MEMBERS

# Welcome!



**卓亞國際食品有限公司**  
**Chaaya Group HK Limited**

代表：李艷芬小姐（董事）  
產品：急凍食品  
Representative: Ms Li Yan Fen Sandy (Director)  
Product: Frozen food



**百本專業護理服務有限公司**  
**Bamboos Professional Nursing Services Limited**

代表：奚曉珠女士（主席及行政總裁）  
產品：為各大醫院、院舍、醫療機構及個人提供全面的醫療及護理人手解決方案  
Representative: Mdm Hai Hiu Chu (Chairman & CEO)  
Product: Provide comprehensive medical and nursing staffing solutions for HR and private hospitals, medical institutions and home care



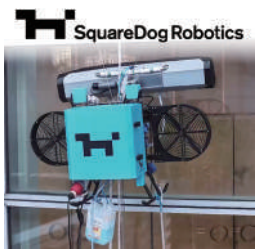
**六保健有限公司**  
**Green Green Limited**

代表：張嘉鎔小姐（董事）  
產品：健康飲品  
Representative: Ms Cheung Ka Yung (Director)  
Product: Healthy beverages



**氣淨達國際有限公司**  
**airDefender International Company Limited**

代表：黃浩文先生（行政總裁）  
產品：抗菌消毒塗層液  
Representative: Mr Wong Ho Man Albert  
(CEO & Founder)  
Product: Antibacterial coating solution



**SquareDog Robotics Limited**

代表：何仲豪先生  
產品：智能機器人  
Representative: Mr Stanley Ho  
(Chief Development Officer)  
Product: Smart service robots



**名策專業商務有限公司**  
**Lion Consulting Limited**

代表：張新彬先生（董事總經理）  
產品：財稅、企業管理及東南亞投資諮詢  
Representative: Mr Benson Chang  
(Managing Director)  
Product: TCSP, corporate, tax advisors and invest indonesia specialists



**優質(香港)有限公司**  
**Weber (HK) Co., Limited**

代表：張喬智先生（業務發展董事）  
產品：建築材料、門窗五金  
Representative: Mr Cheung Kiu Chee George  
(Business Development Director)  
Product: Building materials, window & door hardware



**豐裕茶莊有限公司**  
**Fung Yu Tea Company Limited**

代表：蔡穎雅小姐（總經理）  
產品：茶葉及養生食材  
Representative: Ms Choi Wing Ngar  
(General Manager)  
Product: Tea



**雅莎迅有限公司**  
**Asia Action Limited**

代表：梁甘秀玲女士（總裁）  
產品：鑽石酒家佳餚、花瑪貝莉護膚品  
Representative: Mdm Margaret S L Leung  
(Chief Executive Officer)  
Product: Food & beverages, skin care



**滿恩慧集團有限公司**  
**Full Grace Group Limited**

代表：許仁滿先生（經理）  
產品：急凍食品  
Representative: Mr Hui Yan Moon (Manager)  
Product: Frozen food



**威升實業有限公司**  
**Power Up Industrial Limited**

代表：陳栢平先生（董事長）  
產品：服裝  
Representative: Mr Chan Pak Ping (Director)  
Product: Garment



**恆駿貿易公司**  
**Hang Chun Trading Company**

代表：黃麗君女士（經理）  
產品：韓國保健養生產品  
Representative: Mdm Wong Lai Kwan (Manager)  
Product: Korean health products