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# BUILBUIL

## 4月號 APRIL 2023

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## 2021-2023年會員月報編輯委員會成員名單

主席: 李慧芬 常務會董 顧問: 莊家彬 常務會董 蒙志婷 常務會董 林凱章 常務會董 孫榮良 常務會董 胡詠琚 常務會 明永等

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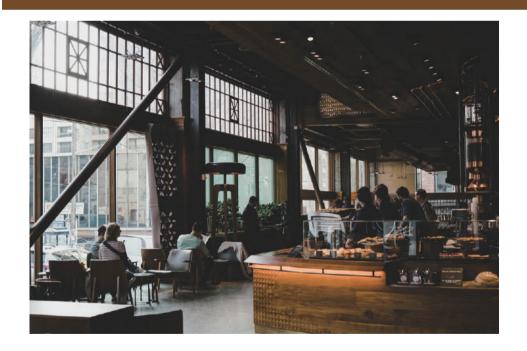






在互聯網時代,營銷概念互聯互通,萬物皆可跨界合作,天下事情無奇不有。「寺廟」和「咖啡」原是兩個風馬牛不相及的概念,但在內地茶飲市場同質化競爭激烈的背景下,這兩個概念就這樣被商家湊在一起,在內地掀起一股風潮。從杭州永福寺、台州龍興寺,到廈門南普陀寺、上海的玉佛寺等,「寺廟咖啡」遍地開花,形成了現代中國的一大都市奇觀。

In the age of the internet, inter-industry integration and crossover marketing have become more and more common. "Temple" and "café" might seem unrelated. Yet the two concepts have merged, becoming a trend sweeping across Mainland China. Established in Yongfu Temple in Hangzhou, Longxing Temple in Taizhou, Nanputuo Temple in Xiamen and Jade Buddha Temple in Shanghai, among many other Buddhist temples, "temple cafés" have become an urban wonder in modern China



#### 反差營銷 創造熱潮

在傳統觀念裹,咖啡店大多設於商業或住宅區內,而到咖啡店喝咖啡的人大多是打扮新潮的年輕人或在城市打工的精英白領。當清心寡慾的和尚開始賣咖啡、佛門清淨地變成咖啡打卡聖地,人們不免產生驚訝:「吓,咁都得」?「寺廟咖啡」走紅的背後,實際上玩的就是製造反差感的營銷手法,讓消費者產生好奇,從而製造社會熱話,為咖啡店帶來龐大的流量。



#### 佛系風格的沉浸式體驗

除了反差營銷,「寺廟咖啡」的精粹還在於為消費者提供沉浸式體驗,實行「假戲真做」。在寺廟中開設的咖啡店貫徹內地社會流行的「佛系」風格,除了店員身穿袈裟打扮成和尚外,咖啡商品的名稱也以「佛語」命名,例如花生拿鐵取名為「拈花」、牛油果生椰拿鐵取名為「觀自在」、風味美式咖啡取名為「浮雲」。對於有選擇困難症的消費者,只要和店員說一句「隨緣」,就會隨機獲得一杯飲品。



雖然寺廟咖啡現正風行,但隨著愈來愈多商家選擇在寺廟開設咖啡店,「寺廟咖啡」的概念難免將會變得不再獨特,其熱度亦不可能一直依靠營銷手段維持下去。如此一來,我們需要追問的是:下一步是什麼呢?傳統答案或許會是比拼產品質量和成本控制,但除此之外,掌握內地年輕人面對巨大生活壓力喜歡「佛系」自嘲的商家,給出了他們獨特的答案:一不做,二不休。

#### 寺廟經濟 情緒價值

目前,內地商家除了繼續在寺廟售賣咖啡之外,還進一步開拓畫展、 法律諮詢、心理輔導、圖書館、國學班、敲電子木魚等業務,將清 幽寧靜的寺廟打造成為集多功能於一身的公共場所,使之成為年 輕人周末放鬆心情、釋放壓力的好去處。

「寺廟咖啡」走紅的背後,不只是它為消費者提供的新鮮感,更 在於它拿捏了內地年輕人喜歡苦中作樂、引人注目的群體屬性, 並滿足他們舒緩生活壓力的實際需要。

#### Contrasting marketing strategies create an upsurge

Cafés are typically found in commercial or residential districts, attracting young, trendy customers or elite white-collar workers in urban areas. However, when pure-hearted monks began selling coffee in serene temples, these sacred places became popular destinations for people to "check in." Many have wondered how this could happen. Behind the temple café boom is a marketing strategy premised on creating a sense of contrast that triggers consumer curiosity with novelty. The social buzz around and heavy foot traffic in these unique cafés show this strategy is working.

#### An immersive Buddhist experience

In addition to clear contrast marketing strategies, the essence of the temple café is to provide consumers with an immersive experience. These cafés, located in temples, fully embrace the popular "Buddha-like" mentality and lifestyle emerged in recent years. Baristas are dressed in cassocks, and coffee products feature Buddhist words – the peanut butter latte is called "Nianhua", the avocado coconut latte is called "Guan Zizai", and the classic Americano is known as "Floating Cloud". For those unsure of what to order, they can simply say "Suiyuan" to the barista, who will surprise them with a random drink.

Although temple cafés are currently popular, as more and more merchants open simila businesses, it is not enough to rely solely on marketing gimmicks to sustain. Therefore, we need to ask, "What's next?" A conventional answer may involve competing on product quality and cost control. However, some businessmen, who understand the self-mocking culture among the "Buddhist youth", have come up with a unique answer regarding the next step: Go big or go home

#### Generating emotional value with the temple economy

In response, merchants are now expanding their businesses beyond selling coffee in temples to include art exhibitions, legal consultations, psychological counselling, libraries, Chinese studies classes and electronic wooden fish tapping activities. They have transformed these tranquil temples into multifunctional public venues, making them a fun place for young people to unwind and release tensions on weekends.

The popularity of the temple café is not due only to its novelty value. Temple cafés also cater to the group attributes of Chinese youth, who enjoy self-deprecating humour, seek attention and need stress relief.





## 推動港商融入國家發展大局

Motivating Hong Kong Enterprises to Integrate into National Development



在今年兩會上,中央支持香港融入國家發展大局,習近平主席表示「推進 強國建設,離不開香港、澳門長期繁榮穩定」;李強總理提到「支持香港、 澳門發展經濟、改善民生、破解經濟社會發展中的深層次矛盾和問題上,領 導人的講話精神,對香港社會和全體市民表達了肯定、鼓勵、殷切囑咐之 情,我們一定要謹記於心,積極回應,把融入國家發展大局的各項工作落到 實處。

新一屆特區政府上任後,成立了「融入國家發展大局督導組」,主動 對接「十四五」規劃、大灣區建設和「一帶一路」高質量發展等國家 戰略,從策略和宏觀角度推進及督導跨局的工作,並加強與內地機構 溝通。最近,特首李家超率領特區團隊在北京拜訪11個不同的中央 部委和機構,積極尋求與國家其他部委的緊密合作,絕對是一件好事;往 後的日子,希望特區政府與內地由中央到地方各級政府的構通與合作,可 以做到系統化、恒常化。我相信,只有通過當局「打通天地線」,才 能夠第一時間排解港商在拓展內銷市場的各項難題。

為加強對港商融入國家發展大局的支持,特區政府可以與內地磋商,對 「通關緩衝區 | 內生產並符合「CEPA | 原產地標準的產品實施「先銷售, 後徵稅」的便利化安排;更可參考內地對跨境電子商務進口貨物實施 「行郵稅」(B2C 進口模式),以及採取將關稅、進口環節增值稅和消 費稅合併徵稅(B2B2C進口模式)的做法,讓港產品進口內地時可獲得 一定程度的增值稅減免。

另外,我建議特區政府可以強化香港出口信用保險局對港商的支 援。針對從事電子商貿的企業,當局應與時並進,推出向內地買 家銷售貨品的新信保產品,協助港商把握內銷電商市場的契機。 例如,可以由商務及經濟發展局牽頭,支持香港出口信用保險局 與內地信貸機構的直接溝通、資源共享和信息交流,與內地建立更 高層次的策略性關係,強化香港出口信用保險局的地位和「對內」 合作,更好協助「香港品牌」拓展內銷市場,推動香港成為更好 的內循環「參與者」和外循環「促進者」。

During the National People's Congress (NPC) and the Chinese People's Political Consultative Conference (CPPCC), the Central Government supports Hong Kong to integrate into the National development. President Xi Jinping said that the long-term prosperity and stability of Hong Kong and Macao is part and parcel of the building of a strong China. Premier Li Qiang mentioned about the Central Government will support Hong Kong and Macao in growing their economies, improving their people's lives, and resolving deep-seated issues and problems in economic and social development. The speech of the leaders has expressed the recognition and encouragement to the Hong Kong society and citizens. We will keep it in heart and act proactively to execute the projects of integrating into the National development.

The new-term HKSAR government has established the Steering Group on Integration into National Development to actively dovetail with the national strategies such as the 14th Five-Year Plan, the Guangdong-Hong Kong-Macao Greater Bay Area development and high-quality development of the Belt and Road Initiative. It also presses ahead with initiatives across bureaux and provides steer from a strategic and macro perspective, and enhances communications with Mainland authorities. The Chief Executive John Lee Ka-Chiu led the HKSAR team to visit 11 ministries and commissions under the State Council to seek for cohesive cooperation with the ministries. We hope that the HKSAR Government will systemize the communication and cooperation with various levels of the mainland government, from local government to Central government, in a regular manner. I believe it is only with the "network" with the Central Government that the various difficulties of Hong Kong enterprises expanding in the domestic consumption will be resolved.

To strengthen the support to Hong Kong enterprises in integrating into the National development, the HKSAR Government can discuss and negotiate with the mainland to have "sales first and tax later" convenience arrangement for goods which meet the standard of CEPA originating goods and is produced in the "grace regions for clearance". The government can also use Personal Postal Articles tax (B2C import model) on cross-border e-commerce and joint assessment of tariff, import value-added tax and consumption tax (B2B2C import model) as reference, so that the value-added tax of Hong Kong goods entering mainland will be reduced for a certain level.

Apart from that, I suggest the HKSAR Government to strengthen the Hong Kong Export Credit Insurance Corporation's support to the Hong Kong enterprises. For the enterprises in the e-commerce industry, the Government should keep pace with the times and launch new credit insurance products for selling goods to mainland buyers and assists the Hong Kong enterprises to grasp the mainland e-commerce opportunity. For example, the Commerce and Economic Development Bureau can initiate and support the direct communication, resource sharing and information exchange between the Hong Kong Export Credit Insurance Corporation and credit institution in mainland and establish a higher level of strategic relationship and strengthen the status of the Hong Kong Export Credit Insurance Corporation and the cooperation with mainland. This will better assist the "Hong Kong brands" to expand into domestic markets and promote Hong Kong to be the "participant" of internal circulation and "facilitator" of external circulation



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## 廠商會接待來訪機構及活動

#### 本會與埃及駐港澳總領事館總領事巴赫爾●舍維西大使會面



#### 遼寧省商務廳代表團訪會



「香港認可經濟營運商計劃」(香港AEO計劃)大型宣講會



#### 「深圳市光明區赴港經貿交流合作會」



深圳市光明區人民政府主辦的「深圳市光明區赴港經貿交流合作會」於3月3日假港島香格里拉大酒店舉行,本會 立德會長(左一)代表出席,並與政制及內地事務局局長曾國衛(中)及深圳市光明區委副書記、區長邱浩 (左二)等嘉賓合照。

#### 瀋陽市瀋河區人民政府代表團訪會



廣西壯族自治區港澳事務辦公室代表團訪會



廣西壯族自治區港澳事務辦公室宋海軍副主任(左五)率領代表團一行6人於3月17日蒞會訪問,由史立德會長(右五 和會董等接待。



## 廠商會接待來訪機構及活動

#### 坦桑尼亞「一帶一路」戰略投資機遇交流會 (本會支持)



#### 中國對外貿易中心代表團訪會



#### 「商約」惜水大獎2022頒獎典禮



# 肇慶市人民政府代表團訪會



#### 瀋陽市人民政府駐深圳辦事處代表團訪會



瀋陽市人民政府駐深圳辦事處束從傑主任 (左四)率領代表團一行3人於3月21日蒞會訪問,由史立德會長(右四) 周瑞駐行政總裁(右一)和常董會董等接待。

#### 故宫博物院代表團訪會





## 23/2廠商會會董晚宴

本會於2月23日假香港萬麗海景酒店舉行2月份「會董晚宴」,當晚邀得勞工及福利局局長孫玉菡親臨作出分享,增進交流。 晚宴共筵開8席,氣氛熱鬧愉快。



## 7/3會員樂Bar

會籍部於3月7日假尖沙咀海景嘉福洲際酒店Tiffany's New York Bar舉辦會員「樂」Bar聚會,逾50位會員歡聚交流,一同拓展廣闊的工商網絡。





## 7/3會員樂Bar



## 2/3廠商會「電影欣賞之夜」《流浪地球2》

會籍部於3月2日晚上假尖沙咀iSQUARE英皇戲院舉辦「電影欣賞之夜」,免費邀請會員欣賞內地猛片《流浪地球2》, 該電影是一部立意高遠、水準超高的國產大片,它不單止是中國科幻電影的一大突破,更展示出中國強大的工業科技實力,絕對值得欣賞。





## 14/3名車試駕日 - 平治

會籍部聯同平治於3月14日隆重舉辦「名車試駕日」,讓會員親身體驗最新型的電動車及汽油車款,感受其操控感及獨有魅力。



## 21/3「廠商會名人飯堂-吳永嘉議員及盧金榮常務副會長」

會籍部於3月21日假上海總會舉行「廠商會名人飯堂」活動,是次邀得吳永嘉議員及盧金榮常務副會長擔任主持人,當日共筵開6席, 逾70人出席,除了兩位主持人外,多位本會首長,包括史立德會長、吳國安副會長、陳家偉副會長、周瑞鹿生行政總裁、陳鴻基名譽會長、 多位常務會董、會董及行委會召集人均有出席,與一眾會員午聚交流,氣氛愉快。



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# 生產力局舉辦「並肩同行成就新型工業化」活動與逾二百政產學研夥伴共襄香港發展新機遇

HKPC Organises the "Appreciation Day 2023 - Our New Industrialisation Journey" Event Gathers 200+ Government, Industry, Academic and Research Partners to Embrace

New Development Opportunities for Hong Kong

香港生產力促進局(生產力局)日前舉辦「並肩同行 成就新型工業化」活動,答謝中小企、香港特別行政區政府及生產力局團隊多年來的信賴和支持。逾200位來自不同界別的政產學研夥伴一同見證了生產力局與客戶於2022年取得的豐碩成果,探討香港如何利用自身優勢迎接新機遇。活動反應熱烈,現場座無虛席,內

地網上平台更吸引到超過200,000位嘉賓觀看直播。



是次活動獲香港特別行政區政府創新科技及工業局局長孫東教授 親臨現場支持。孫東教授致辭時強調,創新科技是驅動經濟及社 會高質量發展的主要動力來源,特區政府會加強支援策略性的先 進製造產業在港建立產業研發和生產基地,亦會協助香港傳統製 造業利用創新科技升級轉型,實現智能化製造。

生產力局總裁畢堅文先生於活動上分享了生產力局於2022年囊括98個本地、內地和國際獎項及嘉許,科研相關獎項佔比增加至七成,當中近八成獲獎研發更已落地應用,成就非凡。預計到2023年底,生產力局將有多條智能生產線在香港投入運作,涵蓋食品、醫藥、新材料等行業,繼續推動香港工業發展。

於活動期間舉行的「說好創科故事 - 香港新型工業化的實踐與前景」研討會中,由位元堂藥廠有限公司執行董事鄧蕙敏女士及怡加新(香港)實業有限公司董事陳嘉新先生分享生產力局如何利用數碼技術分別協助他們建立中成藥自動包裝系統及新鮮粟米汁智能生產線,改善生產流程,提升產能、效率及產品質素。

請掃描二維碼了解更多生產力局工作。

Please scan the QR code to learn more about the work of HKPC.







Hong Kong Productivity Council (HKPC) organised the "Appreciation Day 2023 - Our New Industrialisation Journey" event recently to express its heartfelt appreciation for the support and trust from small and medium enterprises and the HKSAR Government over the years. More than 200 representatives from the Government, industry, academic and research sectors joined the event to celebrate the remarkable accomplishments achieved by HKPC together with its clients in 2022 and explored how Hong Kong can leverage its strengths to embrace new development opportunities. The event was well received with a full house of participants who graced the event in person, and over 200,000 joined virtually through a Mainland online streaming platform.

The event was supported by the presence of Professor SUN Dong, Secretary for Innovation, Technology and Industry of the HKSAR Government. In his remarks, Professor SUN Dong emphasised that innovative and technology (I&T) is the main growth engine for high-quality economic and social development. The HKSAR Government will strengthen its support for the strategic advanced manufacturing industry to establish industrial research and development (R&D) and production bases in Hong Kong, on the other end, will also assist the Hong Kong's traditional manufacturing sector in upgrading and transforming with I&T to achieve intelligent manufacturing.

During the event, Mr Mohamed BUTT, Executive Director of HKPC, shared the extraordinary achievements made by HKPC in 2022, including winning 98 local, Mainland and international awards and recognitions, of which the proportion of technology-related awards increased to 70%, and among these projects, nearly 80% have already been adopted in practical applications. It is expected that by the end of 2023, several new smart production lines will be put into operation in Hong Kong, covering various industries including food, pharmaceuticals, and new materials, etc., boosting Hong Kong's industrial development continuously.

A panel discussion session on the theme of "Tell Good Stories of Hong Kong's Innovation and Technology - Realisation and Development of New Industrialisation in Hong Kong" was organised at the event. Ms Vivian TANG, Executive Director of Wai Yuen Tong Medicine Holdings Limited and Mr Ka-san CHAN, Managing Director of 2 Plus 3 (HK) Industrial Company Limited, shared how HKPC utilised digital technologies to help them establish an automated packaging system for Chinese medicine products and a smart production line for fresh corn juice respectively, improving production processes as well as increasing production capacity, efficiency and product quality.



另外,生產力局兩位年青工程師代表分別分享了他們在新材料應 用及機械人系統方面的心得,以及生產力局如何在研發工作、資 源和配套設施等方面提供協助,讓他們能夠鑽研相關技術,取得 突破發展。他們亦鼓勵更多年輕人投身科研行業,加入生產力局 一同推動創科發展。

展望未來,生產力局會繼續配合特區政府施政方針,提升 香港整體競爭力,落實《施政報告》、《香港創新科技發 展藍圖》及《財政預算案》中創科發展相關的措施,加速建設香 港成爲國際創新科技中心。而作為新型工業化的促成者和 推動者,生產力局將繼續秉持「創新·從未停步」的精神,與特 區政府及業界同行,成為工商及製造業界最強後盾,以先進技術 及創新服務,全力提量、提速、提效、提質,促進本地科研發展,成 就新型工業化,推動香港產業及經濟更蓬勃發展。



In addition, two young engineers from HKPC shared their insights on the application of new materials and robotics systems, as well as how HKPC provides assistance in R&D, resources and supporting facilities to enable them to delve into relevant technologies and achieve breakthrough developments. They encourage more young people to pursue a career in the R&D industry and join HKPC in promoting the I&T development.

Looking forward, HKPC will continue supporting the HKSAR Government's policy objectives to boost Hong Kong's overall competitiveness, and facilitate the implementation of the measures in supporting I&T development as envisioned in the Policy Address, the Hong Kong Innovation and Technology Development Blueprint, and the 2023-24 Budget, accelerating Hong Kong's transformation into an International I&T centre. As a key facilitator and promoter of new industrialisation, HKPC will uphold the spirit of "Innovation Never Stops", continue working closely with the HKSAR Government and industries, and act as the most trusted partner of the business community and the manufacturing industry. HKPC will enhance the quantity, speed, efficiency and quality in the provision of advanced technologies and innovative solutions, to promote I&T development and realise new industrialisaiton, for Hong Kong's industries to excel and for the economy to prosper.

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

## 廠商會多媒體頻道 Hashtag CMA CMA Multi-media Channel Hashtag CMA















豐盛生活服務:擁抱創新科技 **FSE Lifestyle:** 

**Embracing innovation and technology** 



Allen's Talk

香港優勢領域:生物科技與 醫療產業 | 專訪胡定旭 Biotechnology and medical industries in Hong Kong | Anthony WU





機不可失:深化兩地醫療合作 | 專訪胡定旭 Deepen cooperation between Hong Kong and Mainland on

medical services | Anthony WU



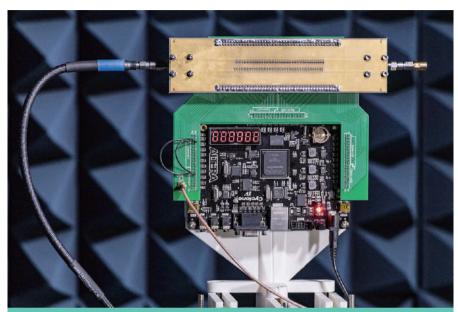


Get Ready to Upgrade



## 城大研發新一代天線促進第六代無線通訊發展

New-generation antenna developed at CityU promotes 6G wireless communications



香港城市大學(城大)署理學務副校長、電機工程學系電子工程 學講座教授陳志豪教授領導的團隊,研發出可調控輻射波束的方 向、頻率和幅度的新一代天線,有望在第六代無線通訊的通訊感 知一體化中發揮重要作用。

這款新一代天線名為「無邊帶時空編碼超表面天線」,其創新特徵 之一是表面上有許多開關掣,可以控制電流以改變超表面的響應, 藉此產生所需的輻射模式及高度定向性的波束。

傳統天線的結構與特性在製成之後即無法改變,而新一代天線能透 過時空編碼軟件的控制,以改變天線的輻射波束的方向、頻率及幅 度,這使其應用有極大的靈活性。

陳教授亦是城大太赫茲及毫米波國家重點實驗室主任。他指出,新 一代天線輻射波束的能量能夠聚焦在固定或可變焦距的焦點上,可 用於實時成像,以及作為一種掃描環境與反饋數據的雷達來使用。

城大太赫茲及毫米波國家重點實驗室博士後研究員吳耿波博士說: 「除了使用不同的時空編碼輸入之外,無需重新設計天線,即可在 輸入頻率處產生高定向性波束和多種輻射特性。」

陳教授解釋說:「這項發明在第六代無線通訊的通訊感知一體化中發 揮重要作用。例如,輻射波束可以掃描和複製與真人類似的影像,手 機用戶可透過3D全息圖成像來交談。與傳統的發射機架構相比,新 發明在防竊聽方面亦有更佳表現。」

這項研究成果已發表在知名學術期刊《自然·電子學》,題為「無 邊帶時空編碼超表面天線」。

陳教授續說:「我們希望新一代天線科技在未來更加成熟,能以較 低成本,應用於更小的集成電路及更廣闊的範圍。」

A research team led by Professor Chan Chi-hou, Acting Provost and Chair Professor of Electronic Engineering in the Department of Electrical Engineering at City University of Hong Kong (CityU), has developed a new-generation antenna that allows manipulation of the direction, frequency and amplitude of the radiated beam and is expected to play an important role in the integration of sensing and communications (ISAC) for 6th-generation (6G) wireless communications.

The new-generation antenna is called a "sideband-free space-time-coding (STC) metasurface antenna". One of its innovative features is that there are many switches on its surface, and the response of the metasurface can be changed by turning on and off the switches to control the electric current, thus creating a desired radiation pattern and a highly-directed beam.

Structures and characteristics of traditional antenna cannot be changed once fabricated. However, a significant feature of the new-generation antenna is that the direction, frequency, and amplitude of the radiated beam from the antenna can be changed through space-time coding software control, which enables great user flexibility.

Professor Chan, who is also Director of the State Key Laboratory of Terahertz and Millimeter Waves (SKLTMW) at CityU, said that the energy from the radiated beam of the new-generation antenna can be focused to a focal point with fixed or varying focal lengths, which can be used for real-time imaging and treated as a type of radar to scan the environment and feedback data.

"A high-directivity beam is generated at the input frequency, allowing a wide range of radiation performance without having to redesign the antenna, except for using different STC inputs, said Dr Wu Gengbo, postdoctoral fellow at CityU's SKLTMW.

"The invention plays an important role in the ISAC for 6G wireless communications," Professor Chan explained. "For example, the radiated beam can scan and duplicate an image that is similar to a real person, so that mobile phone users can talk with each other with 3D hologram imaging. It also performs better against eavesdropping than the conventional transmitter

The findings were published in the prestigious journal Nature Electronics under the title "Sideband-Free Space-Time-Coding Metasurface Antennas"

"We hope that the new-generation antenna technology will become more mature in the future and that it can be applied to smaller integrated circuits at lower cost and in a wider range of applications," Professor Chan said.



## 香港國際創科展 InnoFX

#### InnoEX







#### 亞洲地區年度創科盛事

科技貿易是科創生態圈的重要一環。為向全球展示香港的科創優勢, 促進香港與內地、海外的科創成果產業化,協助世界各地的科技產品 及解決方案對接市場,香港特別行政區政府與香港貿易發展局將於今 年4月共同主辦「香港國際創科展」(InnoEX),並於同期舉辦「國際創 科營商周」(Business of Innovation and Technology Week) 等系列創 科活動,打造香港成為亞太區域領先的科技貿易中心,助力香港完善 上中下游創科產業鏈。

以「智慧生活 聯繫世界」為主題,香港國際創科展將以創新的科技場 景應用為主線,聚焦智慧城市、數碼業務、人工智慧等香港重點發展 的科技板塊,呈獻各種來自政府、科技企業、初創企業及創科人才、 有助構建智慧城市、業務與生活方式的創科方案。促進跨區域、跨行 業B2B、G2G、G2B、B2G 合作,並彙聚科技專家、政策制定者、商 界領袖和具影響力人士,深入探討最新創科發展及應用技術的突破。

其中,香港特區政府的政府資訊科技總監辦公室將設「智慧●香港」展 館介紹香港各項智慧城市措施,政府創新科技署的重點創科專案 InnoHK亦將展出一系列人工智慧和機械人技術相關的企劃。同時,中 國內地多個省市將於會場設多個展館,展示內地智慧城市發展和科技 成就。另有加拿大及法國兩大展館展出一系列創科產品和解決方案。

創科展另有數碼港、香港科學園、智慧城市聯盟及Big Data for Business (B4B) 的代表展館;重量級參展商包括華為、海康威視、用友、金 邦達及創動樂等;以及多家香港本地科研中心及大學。

實體展日期:2023年4月12日至15日 — 香港會議展覽中心 | 網上展日期:2023年4月12日至22日 — 「商對易」 網站:innoex.hk

#### 重量級講者嘉賓雲集 分享真知灼見

創科展設有多場內容豐富和引發思考的論壇及研討會。首屆「香港國 際創科論壇」邀請一眾創科界精英巨頭,包括Addo AI 聯合創辦人 Ayesha Khanna及311 Institute行政總裁 Matthew Griffin,將於主題 演講環節分享如何利用人工智能及自動化技術領先同儕以及未來50年 的科技趨勢如何影響各行各業等多個熱門話題。來自不同地區的政 府、學術及科研機構的講者市將出席剖析行業最新發展。此外,同期 亦有多項初創企業活動,包括專案提案比賽、初創投資專案對接會、 分享及啟導環節,以及初創企業介紹會等,讓參加者一覽創新意念並 與一眾創科人交流切磋。

#### 香港國際創科論壇

4月12 日(星期三) | 上午9:30至下午5:15 | 香港會議展覽中心, 展覽廳3FG, InnoHall

#### 「商對易」線下及線上融合模式

創科展以「FXHIBITION+ L (展覽+) 線下及線上融合模式舉行,讓買 家的採購旅程由香港會議展覽中心現場,延伸到「商對易」 (Click2Match)智能商貿配對平台及「貿發網採購」(hktdc.com Sourcing) 平台。在這個融合的展覽模式下,買家更可於4月12至22 日期間,透過「商對易」與本地及海外展商進行網上洽商。

#### 國際創科營商周

香港國際創科展是「國際創科營商周」的旗艦活動,期內還有香港貿 發局香港春季電子產品展及數位經濟峰會。各大活動發揮協同效應, 鞏固香港作為國際創科中心的領先地位。

#### Asia's Most Anticipated I&T Event

With the emergence and rapid diffusion of digital technologies over the past decade, and the rapid advancement of emerging technologies such as artificial intelligence, big data, robotics, and Internet of things, etc. the HKTDC envisions April 2023 a high time to transform the sourcing-focused ICT Expo into a marketing-oriented platform to showcase next-gen smart solutions, cutting-edge technologies and disruptive innovations and assist businesses to capture the immense opportunities arising from the global trends.

Organised by the HKSAR Government and HKTDC under the theme "Connecting the World with Innovations for Better Living", InnoEX aims to facilitate regional and cross-sector B2B, G2G, G2B, B2G collaborations, with a special focus on Asia. Influential tech experts and thought leaders will gather to discuss upcoming trends and share insights into future opportunities.

Apart from Hong Kong's smart city development, the event will feature top technology clusters such as Cyberport, Hong Kong Science & Technology Parks (HKSTP), the Smart City Consortium and Big Data for Business (B4B); prominent exhibitors including Huawei, Hikvision, Yonyau, Goldpac and OTG; and various local R&D centres. Latest I&T products and solutions by exhibitors from the Mainland China, Canada and France will can also be found at the Event.

Physical: 12-15 April 2023 (Wed-Sat) Hong Kong Convention and Exhibition Centre Click2Match: 12-22 April 2023 (Wed-Sat) | Website: innoex.hk

#### Influential Tech Experts and Thought Leaders Gathers at InnoEX Forum

The debut InnoEX Forum brings together experts from the global I&T sector to share their experience and insight on technology commercialisation and vision of next-gen strategies towards brighter, smarter cities of tomorrow. Keynote speakers, Ayesha Khanna, CEO of ADDO Al, and Matthew Griffin, CEO of 311 Institute will share thought-provoking insights and visions on latest industry intelligence such as Al and automation, and forecast on the future tech trends. Distinguished speakers from governments, academia and R&D centres will also discuss how international collaboration can catalyse cross-sectoral R&D success. In addition, InnoEX also hosts a range of events for the start-ups community, including pitching competitions, investment matchmaking sessions, mentoring and networking events.

12 April 2023 (Wed) | 9:30a.m. – 5:15.m. | InnoHall, Hall 3FG, Hong Kong Convention & Exhibition Centre

#### Click2Match Smart Business Matching Platform under EXHIBITION+ Hvbrid Model

InnoEX is being held in the EXHIBITION+ hybrid model, providing buyers with sourcing opportunities not only at the Hong Kong Convention and Exhibition Centre, but also through the HKTDC smart business matching platform Click2Match and the hktdc.com Sourcing platform. The hybrid model also enables buyers to schedule and conduct online meetings with local and overseas exhibitors via Click2Match for an extended period from 12 to 22 April.

#### Business of Innovation and Technology Week (BITWeek)

Driven by the Government of the Hong Kong Special Administrative Region (HKSARG) and the Hong Kong Trade Development Council (HKTDC) to highlight Hong Kong's strategic role as a leading innovation and technology hub, the inaugural Business of Innovation & Technology Week (BITWeek) from 12-22 April 2023 is the overarching publicity campaign that brings together a wide array of I&T-related exhibitions, high-level conferences, seminars, roundtables and networking events in Hong Kong, setting the perfect scene for industry exchanges and cross-disciplinary collaborations for business. InnoEX is one of the flagship events under the inaugural Business of Innovation & Technology Week (BITWeek) from 12-22 April 2023.

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





立即報名 Apply Now

截止日期 31/05/2023

中電一直鼓勵企業及機構運用創新方案提升能源效益,藉「創新節能企業大獎」表揚工商客戶在節能減碳上的卓越表現,並推動香港轉型成為低碳智慧城市。我們期待大家積極參與,一起減碳動起來!

CLP encourages businesses and organisations to enhance energy efficiency through innovation. With the Smart Energy Award programme, CLP recognises organisations for their outstanding performance in energy conservation and carbon reduction, driving Hong Kong's transformation into a low-carbon smart city. We look forward to your participation. Let's move towards a low-carbon future!





新世代·新動力 **Energy for Brighter Tomorrows** 

大獎設有兩個組別\*。每個組別的三大獎項將由評審團評選後選出 得漿機構。

The awards are open to two separate participant groups and three major award categories are available to each group. Winners will be chosen by a judging panel.

\*組別1 Group 1:

\*組別2 Group 2:

企業/政府部門

餐飲及中小企/非牟利機構/學校

Corporate and **Government Bodies**  Catering & Small and Medium Enterprises (SMEs), Non-governmental

Organisations (NGOs), and Educational Institutes



### 參加資格 Eligibility

中電工商客戶

CLP's commercial and industrial customers



#### 創新方案大獎 Innovation Award

#### 主要評分範疇 Key Criteria:

應用創新節能方案以優化用電管理 Adoption of innovative ideas in energy management



低碳管理大獎 Carbon Management Award

#### 主要評分範疇 Key Criteria:

減碳措施及相關的成效 Efforts in carbon reduction measures and related performance



## 能源管理大獎

Energy Management Award

#### 主要評分範疇 Key Criteria:

實踐節能措施及提升能源效益 Energy efficiency and conservation measures and performance

此外,我們亦會頒發可再生能源貢獻大獎、齊心節能大獎、可持續願景大獎及新增的驅動低碳大獎予節能減碳上有長遠 計劃的機構。

In addition, we will present Renewable Energy Contribution Awards, Joint Energy-Saving Awards, Sustainable Vision Awards, and new Low-Carbon Driving Awards to businesses and organisations with long-term plans for energy conservation and carbon reduction.



### 如何得益 Reasons to Join



獲邀出席頒獎典禮並 接受嘉許

Chance to receive an accolade at our awards ceremony



有機會獲邀參與媒體 宣傳活動

**Opportunity for positive** media coverage



提升企業 品牌形象

**Enhanced** brand image



#### 計劃流程 Programme Timeline

4-5月 Apr - May

6-7月 Jun - Jul 7月中 Mid Jul

Final

Judging

第4季度 Fourth Quarter

最後評審

頒獎典禮及 宣傳活動 Award Ceremony &

Promotion

報名 Open for Submission

遴選 Selection

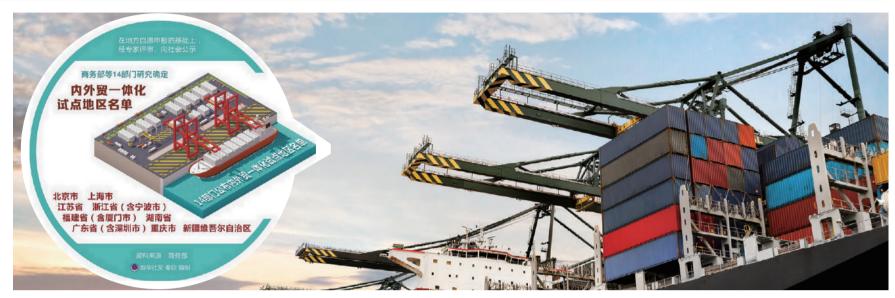






## 廣東入選內外貿一體化試點地區

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



14部門公布內外貿一體化試點地區名單GD。

14 Departments announces the List of Pilot Regions for the Integration of Domestic and Foreign Trade.

2023年1月11日, 商務部官網發布《商務部等14部門關於開展內外 貿一體化試點的通知》(以下簡稱《通知》),廣東等9地區入選內 外貿一體化試點地區。《通知》要求試點地區各部門突出目標導向, 聚焦若干重點產業,力爭培育一批內外貿一體化經營企業,打造一批 內外貿融合發展平台,形成一批具有國際競爭力、融合發展的產業集 群,建立健全促進內外貿一體化發展體制機制。

2020年以來,國家陸續出台措施,鼓勵企業拓展國際市場的同時, 支持適銷對路的出口產品開拓國內市場,推進內外貿一體化發展。這 也是許多廣東進出口企業尋求轉型升級的呼聲,不少地區已在探索。 為支持適銷對路的出口產品轉內銷,深圳海關與深圳市市場監督管理 局於2021年聯合發布《關於推進內外貿產品「同線同標同質」認證 工作的通知》,鼓勵企業積極申請三同認證,對三同企業優先納入 CCC免辦便捷通道,鼓勵認證機構簡化出口轉內銷強制性產品認證程 序,縮短辦理時間。在廣州,花都海關建立內銷聯繫協調機制、設立 內銷專窗,指導外貿應用集中辦理內銷手續模式,先將產品在國內銷 售,再按約定時間期限完成集中申報納稅手續。

在拓展內銷渠道方面,廣東省發改委於去年12月印發《廣東省「十四 五」現代流通體系建設實施方案》,明確推動內外市場銜接聯通,拓 展出口產品內銷渠道。未來,廣東將推動外貿企業與電商平台、連鎖 企業、商品市場合作,開闢線上線下外貿產品內貿專區,針對國內市 場開展精准營銷;鼓勵中國進出口商品交易會(又稱「廣交會」)、 中國加工貿易產品博覽會(又稱「加博會」)等拓展功能,舉辦出口 產品轉內銷等活動;利用RCEP協定市場開放承諾和規則,推動擴大 產品進出口;引導外貿企業主動適應國內消費趨勢,推進出口產品加 工改造,鼓勵有條件的企業打造內銷自有品牌。

資料整理:香港中華廠商聯合會 Information collation: The Chinese Manufacturers' Association of Hong Kong



## 「綠綠」無窮在校園:《香港廠商「綠」影》文集

Evergreen at School Campus: Thematic Anthology of Hong Kong Manufacturer's Sustainability (Chapter One)



世界公民需要擁有可持續發展觀及全球視野,廠商會蔡章閣中學一直以來都透過多元策略培育學生,讓他們擁有「香港根、中國心、世界觀」。

2015年,在為期三天的可持續發展峰會上,聯合國發佈了17個可持續發展目標,從社會、環境、經濟三個層面推動可持續發展。《Hi 17SDGs 逐個行》是《Hi 17SDGs》特輯的第二季,每集都會訪問一間來自不同領域的認證可持續發展企業(CSDC),並與青年大使、大學生和中學生一起探討企業如何將可持續發展目標融入商業模式及企業運營當中。該校學生觀看《Hi 17SDGs 逐個行》特輯後,撰寫了反思文章,在師生共同努力下,這些文章最後輯錄為文集(《香港廠商「綠」影》第一冊),並於2022年12月正式面世。

為了結合商界與學界的力量,深化彼此的協作、交流與反思,文集內還收錄了可持續發展認證企業代表,以及教師們所撰寫的文章點評。除此之外,文集籌劃小組還邀請十多位重量級人士替文集撰寫質辭、序言,當中包括第十五屆巴塞爾公約會議主席Mr. Osvaldo-Patricio Alvarez-Perez、環境及生態發展局局長謝展寰先生、商務及經濟發展局局長丘應樺先生、創新科技及工業局局長孫東教授、香港聯合國教科文組織協會執行會長兼秘書長張沁教授、廠商會會長史立德博士等。社會的慷慨支持及積極回應,著實令文集生色不少。

期望廠商會蔡章閣中學繼續 努力,積極籌辦多元化的學 與教活動,培養學生成為自 律守紀、愛護環境、具同理 心的世界公民,為香港、為 世界作出貢獻。



Global citizens must grasp the concept of sustainable development and adopt a global vision. CMA Choi Cheung Kok Secondary School has been employing multiple strategies to nurture students with "Root in Hong Kong, Heart in China, and Outlook on the World."

In 2015, the United Nations promulgated 17 sustainable development goals at a 3-day summit on sustainable development to promote sustainable development in three aspects: social, environmental, and economic. "Hi 17SDGs One by One" is the second season of the special edition of "Hi 17SDGs". Representatives of Certified Sustainable Development Corporations from various fields were interviewed in each episode. Youth ambassadors, college students, and secondary school students engaged in discussing how sustainable development goals are integrated into business models and corporate operations. After watching "Hi 17SDGs One by One", students wrote reviews. Considering this, these articles were finally compiled into an anthology dubbed Thematic Anthology of Hong Kong Manufacturer's Sustainability (Chapter One) and officially published in December 2022.

To leverage the strengths of the business world and academia, deepening their mutual collaboration, exchange, and reflection, the anthology amassed critical articles from representatives of Certified Sustainable Development Corporations and teachers. Furthermore, the editorial team also invited over 10 distinguished figures to draft congratulatory speeches and prefaces for the anthology, including Mr. Osvaldo-Patricio Alvarez-Perez (President of the 15th Conference of the Parties to the Basel Convention), Mr. Tse Chin-wan (Secretary for Environment and Ecology), Mr. Algernon Yau Ying-wah



校長頒發文集予撰文學生
Principal is presenting the anthology to student writers

(Secretary for Commerce and Economic Development), Prof. Sun Dong (Secretary for Innovation, Technology and Industry), Prof. Cheung Sum (Executive President, and Secretary-General of UNESCO Hong Kong Association), and Dr. Shi Lop Tak (President of the Chinese Manufacturers' Association of Hong Kong). The luminaries added splendor to the anthology with their generous support and enthusiastic response.

It is hoped that CMA Choi Cheung Kok Secondary School will continue its efforts, arrange diversified learning and teaching activities, and cultivate self-disciplined, environment-friendly and empathetic global citizens who contribute to Hong Kong and the world.



備註:如本會會員有興趣索取《香港廠商「綠」影》第一冊, 請致電2452 0681或電郵至info@cmacck.edu.hk與劉世蒼校長聯絡。

Remarks: If members of CMA wish to get a copy, please contact Principal Lau Sai Chong at 2452 0681 or email to info@cmacck.edu.hk.



## **OUR MEMBERS**



#### 海皇國際有限公司 **Ocean Empire International Limited**

代表: 蕭楚基先生(執行董事)

產品:粥品、餐廳

Representative: Mr Siu Chor Kee (Managing Director)

Product: Congee/Food & beverage



#### 仁御堂有限公司 Yan Yue Tong Limited

代表:王鎮峯先生(董事) 產品:售賣蔘茸海味

Representative: Mr Wong Chun Fung (Director) Product: Selling ginseng dry seafood



OOD GOD

#### Powersellers Worldwide Limited

代表:施身廸先生(董事)

產品:馬來西亞食品、日本食品及環球凍肉 Representative: Mr Sy Sun Tin Simon (Director)

Product: Frozen food



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#### 愛斯產品研發有限公司 **IPC Works Limited**

代表:李維恩先生(行政總裁)

華潤怡寶飲料(控股)有限公司

Limited

產品:怡寶水

錦暉發展公司

China Resources C'estbon Beverage (Holdings) Company

代表:張偉通先生(董事長、首席執行官)

Representative: Mr Cheng Hiu Tung(Manager)

Representative: Mr Zhang Weitong

Product: C'estbon Beverage

King Shine Development Co.

Product: Skin care, supplement

代表:鄭曉東先生(經理)

產品:護膚品、保健食品

產品:健康產品

Representative: Mr Li Wai Yan Vian

(Chief Executive Officer)

Product: Health care products



#### 新元科技(亞洲)有限公司

#### New Age Technology (Asia) Limited

代表:王南先生(創辦人及主席) 產品:保健產品及器材 Representative: Mr Wang Nan

(Founder & Chairman)

Product: Health care products & devices



#### 萬資源有限公司

#### **Million Source Limited**

代表:梁錦玲女士(常務董事)

產品:營養補充品

Representative: Mdm Leung Kam Ling Marita

(Managing Director)

Product: Health supplement



#### 安國國際有限公司

#### **Andex International Enterprise Limited**

代表:鍾敬國先生(董事長)

產品:專營優質無紡布、不織布製品 Representative: Mr Andy Chung (Director)

Product: Specializing in quality non-woven products



#### 善宇環球有限公司

#### V Give Global Company Limited

代表:陳錦漢先生(董事/經理)

產品:天然健康產品

Representative: Mr Chan Kam Hon Ivan

(Director/Manager) Product: Natural healthy products



#### 九記食品廠有限公司

#### Kau Kee Food Factory Limited

代表:李昕君小姐(經理)

產品:港式小食

Representative: Ms Lee Yan Kwan(Manager)

Product: Food



#### 信昌機器工程有限公司

#### The China Engineers, Limited

代表:曾美寶小姐

產品:新機、二手、租賃、零件及維修服務、 工程機械、發電機/發動機組、叉車、空壓機等

Representative: Ms Tsang Mei Po Mabel

(Marketing Exe.)

Product: New, used equipment, rental, parts and services equipment, engine, generator sets, forklifts, compressor