



CMA Monthly Bulletin

7月號
JULY 2023

香港工業再展翅 · 締造輝煌新一頁



內地另類旅遊模式崛起的反思
A Reflection on the Rise of New Travel Styles in the Mainland



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2021-2023年會員月報 編輯委員會成員名單

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最近，如果打開「微博」、「小紅書」等內地社交媒體軟件，佈天蓋地呈現在我們面前的，想必是年輕人正準備如何在暑假進行「特種兵旅遊」及成為「老年團寵」：到底為何出現以上兩種新興的旅遊方式？背後又反映了何種社經現況？

If you take a look at popular Chinese social media platforms such as Weibo and Xiaohongshu, they are filled with young people discussing their preparations for "military-style travel" and "being loved by the senior tour group" during the summer vacation. What do these two novel travel styles signify, and what kind of social and economic conditions do they reflect?

兩極旅遊紅爆內地

「特種兵旅遊」早在4月於內地爆紅，與傳統窮遊有異：特種兵旅遊更強調在短時間內，以最少費用來遊玩最多景點，可以說這種方式的艱苦程度堪比軍隊特種兵訓練，因而得名。例如，有位葉姓小紅書博主上傳前往沈陽的一天旅遊的體驗，他先是明確此行是以試盡當地美食為目標，然後在短短24小時內，品嚐10間食店逾20道食品，全數為平民美食，價格大多在數十元人民幣左右，當夜乘航班歸家。這種模式不但在國內流行起來，更延伸至「國外遊」，衍生出「首爾一日特種兵旅遊」、「東京一日特種兵旅遊」等。

另一邊廂，有另一群年輕人則發展與前者截然不同的「老年團寵」旅遊模式。內地有不少以老年人為目標顧客的旅行團，一般價格實惠、行程相對固定，主要前往自然景區、著名景點等，起床時間亦較早，在某些年輕一代眼中，反成為「健康」、「養生」的標誌。不少年輕人參與後表示，由於年齡與「老友記」的兒女相近，因而獲得不錯的照顧，成為「團寵」。



高壓生活催化新模式

這兩種旅遊方式並沒有像其他網絡現象般曇花一現，起碼在媒體大肆報道後的兩、三個月，仍被內地青年視為時髦的旅行方法，甚至有呈常態化的趨勢。不少評論對此持不同態度：有人認為，成為「特種兵」及「團寵」的底層原因，為現今年輕人旅行經費緊張，間接反映國內因受疫情打擊而疲憊的經濟，而老年團友的關懷則能讓年輕一代在高壓的環境獲得喘息。

業界應把握時機多元發展

上述說法有其緣故，畢竟多間大行接連下調國內經濟增長預測，這反映中國經濟要全面復甦仍需一段時間。亦有更激進的評論指「特種兵旅遊」對國內旅遊業貽害無窮，因為這種方式讓旅遊業可賺的收益減少。客觀而言，國內觀光旅遊業普遍存在「小、散、亂」等問題，先不論旅客的消費模式應由個人意志主宰，更值得思考的是，這種現象到底是出自經濟的低迷還是個人主義的展現？「特種兵」為極限的挑戰，而「團寵」則是一種對悠閒與關懷的嚮往，如要從經濟低迷的角度切入去看，兩種方式其實都是一種對現實生活不滿的呈現手法。究竟會持續多久？這是值得研究的部分。

事實上，香港亦「感受」到國內旅客消費模式的轉變；雖然自「通關」以來，國內旅客紛沓而至，但不少零售及餐飲業界人士卻表示對生意的幫助並無預期般大，原因是旅客的消費模式已明顯改變了，喜歡光顧平民化餐廳，平均花費減少至少兩成。

在這經濟持續低迷的時期，也許正是旅遊產業調整方向的大好時機。香港和業界應思考如何建立好城市和觀光區的品牌，並發展更多樣化的旅遊模式，創造獨特的體驗，吸引更多遊客，這樣才能將新趨勢轉化為新商機。

Two extreme tourism models immensely popular in the mainland

"Military-style travel," which differs from traditional budget travel, became a hit in the mainland back in April. This mode of travel emphasises visiting as many scenic spots as possible in the shortest amount of time and at the lowest possible cost. It is known for its hardship and has been compared to military training. For example, in a blog uploaded to Xiaohongshu, blogger Ye described his one-day travel experience to Shenyang, where his goal was to try all the local food. He managed to taste more than 20 dishes in 10 restaurants within just 24 hours, most of which were inexpensive—priced at a few dozen RMB. He then flew home that night. This mode has not only become popular for domestic travel but also extended to overseas travel, with trips such as "one-day military-style travel" in Seoul and Tokyo.

Another group of young people has developed a very different travel model called "being loved by the senior tour group". Many tour groups target seniors with their affordable prices and relatively fixed itineraries. The tourists have to rise early and mainly visit natural scenic spots and famous sites. Some young people view such travel as a symbol of "health" and "wellness". Many also said that they were well-cared-for and loved by the senior tour group, as the young people were of similar age to that of the seniors' children.

Stressful life catalyses new travel models

These two travel modes are not just a passing craze as other internet phenomena. Even after two to three months of media hype, young people in the mainland still regard them as fashionable. Some believe that the underlying reason for the emergence of these new travel styles is that today's young people have limited travel funds, indirectly reflecting China's bumpy post-pandemic recovery. At the same time, the friendly care of the senior group may offer the younger generation breathing space in a high-pressure society.



Seizing opportunities for diversified development

Major banks have cut their GDP growth forecasts for China, suggesting that the economy will take some time to fully recover. Some critics have said that "military-style travel" is harmful to domestic tourism as it reduces its profitability. However, objectively speaking, there are many problems in domestic tourism, such as its "small scale", "lack of planning", and "nonconformance of policy requirements". With respect to current travel trends, tourists' consumption patterns are typically governed by an individual's will, prompting the question of whether the present phenomena come from an economic downturn or the emergence of individualism. "Military-style travel" is the ultimate challenge, while "being loved by the senior group" satisfies a need for leisure and care. If viewed from the perspective of an economic downturn, both modes are a means of expressing dissatisfaction with real life. We should seriously consider how long these phenomena will last.

Hong Kong has also sensed a shift in the consumption patterns of domestic tourists. Although the resumption of normal traveller clearance between Hong Kong and the mainland led to an influx of domestic tourists, many retail and catering businesses noted that it did not help their businesses as much as expected because tourists' consumption patterns have changed significantly. Mainland tourists prefer to patronise standard, cheap restaurants and, on average, spend at least 20% less travel expenses than they did before the pandemic.

This sustained economic downturn may offer an opportune time for the tourism industry to reorient itself. Hong Kong and the industry should think about how to build brands for the city

拓展內銷市場 信保局可助一臂之力

Develop Domestic Market Hong Kong Export Credit Insurance Corporation provides support

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



外圍經濟疲弱，全球商品貿易急劇放緩。國際評級機構惠譽預測，今年全球貿易增長僅得1.9%，較去年5.5%增幅顯著下降。影響所及，本港進出口按年跌幅擴大。根據政府最新數字，本港5月份進出口跌幅擴大，出口按年下跌15.6%，進口按年跌16.7%，兩者都是近4個月以來最大跌幅。出口轉口貿易是香港經濟增長其中一個重要引擎。財政司長陳茂波表示，本港出口面對很大挑戰，若下半年外圍環境差，要達到全年經濟增長目標會有難度，需要依靠消費「頂住」。

所幸的是，隨着內地經濟漸拾增長動力，今年首季GDP按年增長4.5%，預料次季可加快，全年有望實現年初訂下的5%經濟增長目標。香港經濟有內地作為後盾，無疑是一項優勢。同時，在中國進出口貿易表現雙雙改善的帶動下，加上去年低基數效應影響，業界普遍預期，本港出口數字可得益於內需穩步回暖，在下半年重新錄得單位數的按年增長。

近年來，內銷市場正為港商特別是已經在內地設子公司的出口商帶來龐大商機。根據香港出口信用保險局（「信保局」）的數據，內地市場的受保業務近年不斷增長，所佔的信用限額亦已超越美國成為最大受保市場，目前承保額約286億元。在傳統出口市場復甦之際，港商須尋找新的增長動力來源，盡快利用大灣區切入內地龐大的內銷市場，以分散出口風險，使業務得以持續發展。

不過，港商過去大多以發展海外市場為主，對內地信貸環境未必十分熟悉，尤其是，由於一些內地私營企業在信貸及財務資料的披露較為參差，信貸及風險評估有一定難度，本港廠商在內地開拓內銷市場時，較難取得出口信用保險，因而承受較高的放帳風險。

在香港積極融入國家發展大局的背景下，建議特區政府加強與內地在官方層面的信息互通與對接機制，例如將內地企業信用信息數據庫開放給香港信保局，降低其信息獲取成本，使其補足買家資料，以便信保局提供更多針對內銷市場的出口信用保險產品，支援香港出口商進一步發展內銷市場。同時，信保局亦應該繼續延長各項支援香港出口商的措施，包括增加信用限額彈性、提高風險保障、加快審批速度等，全力讓中小企保戶在爭取更大的訂單及市場份額上更顯優勢，並更易獲取出口融資。

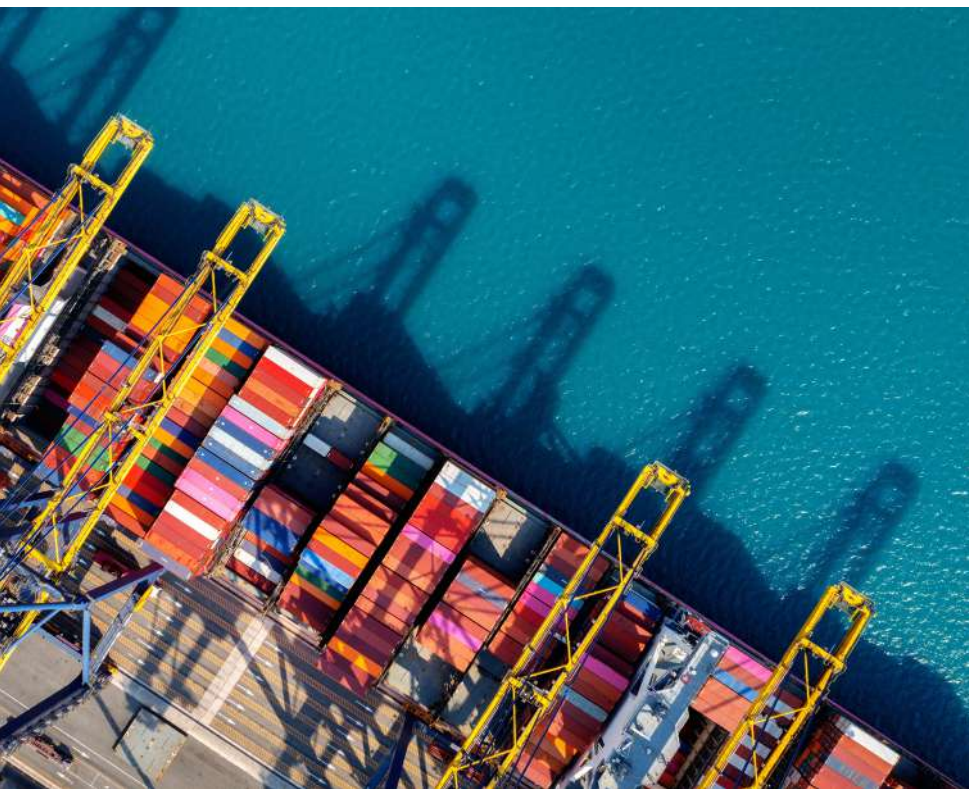
With weak external economy, the global commodity trade slows down sharply. The international rating institute Fitch Ratings predicts that there is only a 1.9% growth in the global trade, an obvious decrease from 5.5% growth of last year. This posted impact to Hong Kong annual import and export. According to the latest government figures, the import and export of Hong Kong has recorded a further decrease that the annual export decreases by 15.6% and annual import decreases by 16.7%. Both are of record highs in the last 4 months. Entrepot Trade is an important engine for the economic growth of Hong Kong. The Financial Secretary Paul Chan said Hong Kong's export is facing a huge challenge. If the external economy worsens in the second half of the year, it is difficult to reach the annual economic growth and requires the support from consumption.

As mainland economy picked up the growth gradually, it recorded an annual GDP growth is 4.5% in the first quarter. It is expected to speed up in the second quarter and reach the objective of 5% economic growth. Hong Kong economy being backed up by the mainland is a strength. Also, with the improvement of the China import and export, the business sector generally expects the Hong Kong exports could reach an annual growth of single digit.

In recent years, the domestic market brings huge opportunity to Hong Kong enterprises, especially those having subsidiary companies in mainland. According to Hong Kong Export Credit Insurance Corporation, the insured business in mainland kept increasing in recent years. The credit limit has exceeded the U.S. and becomes the biggest insured market with an underwriting limit around 28.6 billion dollars. As the traditional market is pick up, Hong Kong enterprises need to explore new source of growth and make use of the huge domestic market through the Greater Bay Area to diversify the risk and sustain the development.

Hong Kong enterprises focused on foreign market in the past and were not familiar with mainland credit environment. The varied level of disclosure of credit and financial information of some mainland private enterprises makes credit and risk assessment difficult. It is difficult for Hong Kong manufacturers to have export credit insurance when they develop the domestic market in mainland, and thus bear higher lending risk.

Under the situation where Hong Kong proactively integrate into the national development, we suggest the government to strengthen the information exchange and matching system on the government level, for example, to open the mainland enterprise information database to Hong Kong Export Credit Insurance Corporation to lower the cost of receiving information and make it more convenient for Hong Kong Export Credit Insurance Corporation to provide export insurance products for domestic market and support Hong Kong exporters to expand the domestic market. Also, Hong Kong Export Credit Insurance Corporation should extend the measures to support Hong Kong exporters, which includes increasing the flexibility of credit limits, increasing risk protection and speeding up the approval process. This supports the SMEs to capture orders and market share and make it easier to receive export venture.





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廠商會接待來訪機構及活動

數字經濟峰會2023 (本會合辦)



由香港特別行政區政府及數碼港共同主辦，本會聯同香港總商會、香港工業總會、香港青年工業家協會、香港中華總商會、香港電子業商會、智慧城市聯盟、香港應用科技研究院、香港生產力促進局、香港科技園公司及香港貿易發展局合辦的「數字經濟峰會2023」於2023年4月13-14日假香港會議展覽中心舉行。本會史立德會長(第二排左六)代表本會出席開幕式，並與主禮嘉賓香港特區政府李家超行政長官(前排中)合照留念。

警務處網絡安全及科技罪案調查科代表團訪會



警務處網絡安全及科技罪案卓譽總督察(左五)率領代表團一行5人於4月14日蒞臨本會，由會長史立德、吳長勝常務會董、會董尹德輝、羅程剛等接待。

「第133屆中國進出口商品交易會歡迎晚宴」



「第133屆中國進出口商品交易會歡迎晚宴」於4月14日在廣州舉行，本會史立德會長(前排右二)出席會議，並與商務部黨組副書記、國際貿易談判代表(正部長級)兼副部長王受文(前排中)、廣東省人民政府副省長張新(前排右四)等嘉賓會見。

中國國際貿易促進委員會大連市分會代表團訪會



中國國際貿易促進委員會大連市分會副會長董振明(左五)率領代表團一行7人於4月14日蒞會訪問，由本會史立德會長(左六)、盧金榮常務副會長(右六)、會董尹德輝(右四)及羅程剛(右五)等接待。

上海市委統戰部代表團訪會



上海市委常委、統戰部部長陳通(前排左三)率領代表團一行7人於4月17日蒞會訪問，由本會史立德會長(前排中)、吳永嘉議員(後排中)、盧金榮常務副會長(前排右三)、副會長吳國安(前排右二)、梁兆賢(後排左三)、陳家偉(後排右二)、駱百強(前排左一)、施榮恆(後排右三)、周瑞麒行政總裁(前排右一)、陳鴻基名譽會長(後排左二)及常董會董等接待。

中國國際貿易促進委員會河北省委員會代表團訪會



中國國際貿易促進委員會河北省委員會會長劉勁松(前排左)率領代表團一行23人於4月17日蒞會訪問並與本會簽署合作備忘錄，由本會史立德會長(前排右)、周瑞麒行政總裁(後排右一)、陳鴻基名譽會長(後排右二)、蔡志婷常務會董(後排右三)及行業委員會召集人等接待。

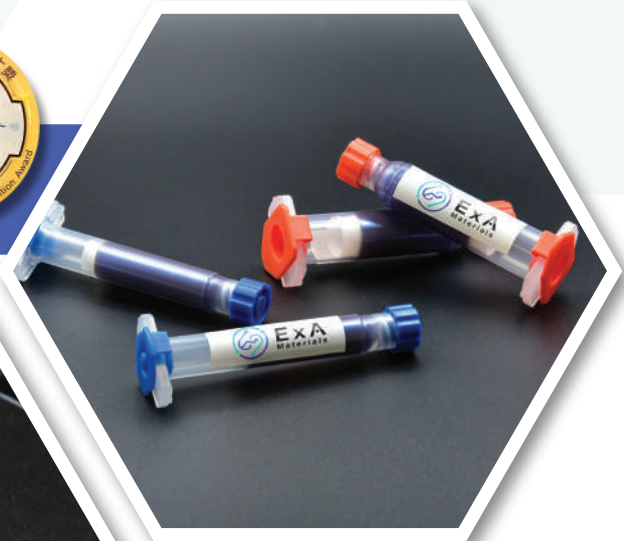


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25/5 廠商會會董晚宴

本會於5月25日假上海總會舉行5月份「會董晚宴」，當晚邀得懲教署署長黃國興親臨作出分享，增進交流。



多位本會領導包括：史立德會長、尹德勝永遠名譽會長、吳宏斌永遠名譽會長、常務副會長盧金榮、副會長陳國民、吳國安、梁光賢、陳家偉、行政總裁周瑞麟、名譽會長陳鴻基、趙振邦，及嘉賓懲教署署長黃國興、助理署長唐尙、入境事務處處長區嘉宏，以及香港玩具廠商會陳明耀名譽會長合照留念。



懲教署署長黃國興親臨擔任演講嘉賓。



史立德會長(右)主持問答環節。



多家新會員出席與史立德會長合照及交流。



全新「Whatsapp」廠商會AI會員服務專員功能 New "Whatsapp" CMA AI Service Executive Function

為加強本會與會員間的溝通，會籍部除早於手提電話軟件「Whatsapp」建立「廠商會會員尊訊」群組，透過此溝通平台不定時發放本會活動資訊，讓會員獲悉本會最新的活動安排。此外，已加入群組的會員亦可以與其他在群組內的會員進行工商交流或介紹公司業務、產品，發掘潛在商機。

至近期，為讓會員能更有效第一時間接收本會活動信息及報名參加，會籍部於「Whatsapp」啟用「廠商會AI會員服務專員」功能，此AI將會不定時向會員獨立發佈各項精選活動及連結，方便大家即時報名，務求進一步提升會員服務質素。若有任何意見，歡迎隨時向本會反饋。

To strengthen the communication with our members, Membership Department has created the "CMA Members' News" group on mobile phone app "Whatsapp", to disseminate information and arrangement of activities so to update our members. Apart from that, members who has joined the group can exchange ideas or introduce the products and services with other members in the group to explore business opportunity.

In order to ensure members can receive the information of activities and register effectively, Membership Department launched the "CMA AI Member Services Executive" function recently. The AI will send out the news and links of activities so members can register easily. We would like to further enhance the service to our members. Please feel free to contact us if you have any feedback.



16/6 《南沙方案》發佈1周年暨「穗港協作」宣講會

適逢《南沙方案》發布一周年，為加深內地企業對香港最新投資營商環境的了解、深化粵港澳大灣區城市之間的交流合作，會籍部於6月16日聯同廣州市商務局、廣州市工商業聯合會（工商聯）以及香港特區政府駐粵經濟貿易辦事處（駐粵辦）於廣州合辦「《南沙方案》發佈1周年暨『穗港協作』宣講會」，邀得多位粵、港兩地的政商界領袖和專家擔任分享嘉賓，鼓勵內地企業藉着投資香港、踏足國際舞台。

宣講會吸引逾200家內地民企代表出席，除本會副會長吳國安外，主要嘉賓包括廣州市商務局副局長陳彥川、香港特區政府駐粵辦副主任葉海崙、廣州市工商聯黨組成員、專職副主席余劍春、天河區統戰部副部長、區工商聯黨組書記陶小民，和南沙區委統戰部副部長、區工商聯黨組書記羅建中。



本會聯同廣州市商務局、廣州市工商聯以及香港特區政府駐粵辦於廣州合辦「《南沙方案》發佈1周年暨『穗港協作』宣講會」。



吳國安副會長致辭。



廣州市工商聯黨組成員、專職副主席余劍春致辭。



滙豐銀行(中國)有限公司廣州分行中小企業廣東區業務拓展總監陳俊生分享。



駐粵辦副主任葉海崙致辭。



廣州市商務局黨組成員、副局長陳彥川致辭。



南沙區委統戰部副部長、區工商聯黨組書記羅建中分享。



31/5 婦女委員會-中英街及深圳紫荊山莊一天考察團

婦女委員會於5月31日以「銘記歷史 振興中華」為題，舉辦中英街及深圳紫荊山莊一天考察團，遊覽獨具特色的中國歷史文化名街——中英街外，並獲得中聯辦協調部鼎力支持，特別安排考察團參觀沙頭角邊防駐軍營，以及不對外開放且環境優美的深圳紫荊山莊。



婦女委員會雷菊芬主席(左十三)、胡詠琚常務會董(左十一)、陳曉暉會董(左十四)、陳小玲首任暨榮譽主席(左十五)及一眾名譽主席、執委及會員於紫荊山莊大合照留念。



婦女委員會成員於中英街合照留念。



生產力局以先進科技開發創新建築技術 改善建造業人手短缺 全面實現高質量發展

HKPC Builds Innovative Construction Solutions with Advanced Technologies Easing Manpower Shortage Problems of the Industry and Fully Realising High-quality Development

香港建造業持續興旺，然而，香港工地空間狹窄，工作環境艱苦，容易引發工傷事故，導致技術人口老化，難以注入新血，人手短缺問題逼在眉睫。為此，香港生產力促進局（生產力局）積極出謀獻策，身體力行研發各種創新建築技術，利用先進科技配合可持續發展理念，引領建造業界邁向新型工業化。

早前，生產力局與紹榮鋼鐵有限公司（紹榮鋼鐵）簽署合作研發協議，共同開發突破性科研製鋼技術——「鋼材熱軋提質技術」，協助傳統建造行業升級轉型，在產業價值鏈中創優增值。由龐氏家族創立的本地老字號品牌紹榮鋼鐵，擁有67年歷史，多年來為本地樓宇及大型基建項目供應優質鋼材，對香港基建發展貢獻深遠。除了繼續擴展本地市場，紹榮鋼鐵留意到國家正加快大灣區建設，區內基建項目進行得如火如荼，預期更多基建項目會陸續落成，對鋼材需求殷切。然而，要打入大灣區內地市場，鋼材強度必須符合區內標準，而要改變鋼材強度，傳統上需要在原料內混入成本較貴的材料，以加強其機械性能，高昂成本曾令紹榮鋼鐵卻步。



生產力局與紹榮鋼鐵合作，研發「鋼材熱軋提質技術」開發新鋼材，藉以擴闊產品市場。
HKPC collaborates with Shiu Wing Steel in the research and development of the "Hot Rolling-based Steel Properties Enhancement Technology" to produce new steel materials for expanding the product market.



生產力局首席數碼總監黎少斌先生（前排左）與紹榮鋼鐵常務董事龐心怡小姐（前排右）簽署合作研發協議；生產力局總裁畢堅文先生（後排左）、生產力局理事會成員潘偉賢工程師（後排中）及紹榮鋼鐵董事龐榮怡先生（後排右）共同出席簽署儀式。

Mr Edmond LAI, Chief Digital Officer of HKPC (front row, left), and Ms Samanta PONG, Executive Director of Shiu Wing Steel (front row, right), signed the collaborative R&D agreement. Mr Mohamed BUTT, Executive Director of HKPC (back row, left), Ir Paul POON, Council Member of HKPC (back row, centre), and Mr Alex PONG, Director of Shiu Wing Steel (back row, right) jointly attended the signing ceremony.

有見及此，生產力局就多個技術領域為紹榮鋼鐵提供專業支援，包括材料科學、工藝研發、機器設計以及智能製造，並透過科學原理控制材料的微觀結構變化，協助研發「鋼材熱軋提質技術」，以先進科技度身訂製出符合區內標準及成本效益的高強度鋼材，為紹榮鋼鐵帶來黃金機遇，同時提升產能，大大增強紹榮鋼鐵的市場競爭優勢。

此項新技術的出現和應用除了有助創造更多元化的產品，成為紹榮鋼鐵在大灣區拓展業務的重要一步，亦充分展現了傳統鋼筋供應商如何利用先進技術融入建造業，成為同業的借鏡，為推動建造業智能化及邁向高增值發展發揮示範作用。

The construction industry in Hong Kong continues to thrive, however, the proneness to occupational incidents due to narrow construction space and tough working environment in Hong Kong construction sites has made it difficult to attract new blood, resulting in an ageing skilled population in the industry and a critical manpower shortage problem. Hence, Hong Kong Productivity Council (HKPC) has been playing an active role in the research and development (R&D) of innovative construction solutions and application of advanced technologies in line with sustainable development concepts, with different ideas and suggestions, to lead the construction industry towards new industrialisation.

HKPC and Shiu Wing Steel Limited (Shiu Wing Steel) have recently signed a collaborative R&D agreement to jointly develop a novel rebar rolling technology, the "Hot Rolling-based Steel Properties Enhancement Technology", supporting the upgrade and transformation of the traditional construction industry, and generating value in the industrial value chain. Founded by the Pong's family, Shiu Wing Steel is a time-honoured local brand with 67 years of history. The company has been instrumental in providing top-quality steel materials for numerous buildings and large-scale infrastructure projects in Hong Kong, thereby contributing significantly to the local infrastructure development over the years. While Shiu Wing Steel continues focusing on local market expansion, it has also recognised the rapid growth of the Greater Bay Area (GBA) and the subsequent surge in demand for steel materials from the ongoing and upcoming infrastructure projects in the region. Nonetheless, to expand its market reach in the Mainland market of the GBA, conformity to the region's strength standards is paramount for steel manufacturers, which the traditional approach requires the addition of costly materials to the raw materials for enhancing mechanical ability, and this can be daunting for Shiu Wing Steel.

To address the challenges, HKPC has provided Shiu Wing Steel with professional support in terms of multiple technical aspects, including material science, process R&D, machine design and smart manufacturing. HKPC has also assisted in the R&D of the "Hot Rolling-based Steel Properties Enhancement Technology" by utilising scientific research to effectively control the microstructure changes of materials, enabling the production of high-strength steel materials that meet both regional standards and the cost-effectiveness objectives, opening up golden opportunities for Shiu Wing Steel and increasing production capacity, thus significantly enhancing the competitive advantages of Shiu Wing Steel in the market.

The emergence and application of this new technology are beneficial to creating more diversified products and represent a significant step for Shiu Wing Steel in expanding its business in the GBA. This showcases how traditional steel suppliers can integrate cutting-edge technologies into the construction industry, setting an example for promoting smartification and high value-added development in the industry.

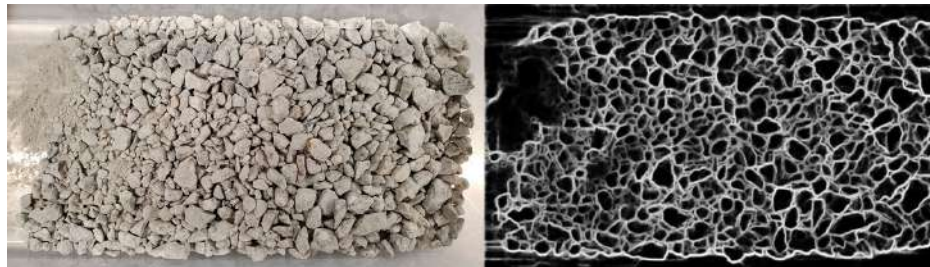


紹榮鋼鐵要打入大灣區內地市場，鋼材強度必須符合區內標準，新技術能製造出可滿足區內建造業市場需要的新鋼材。

For Shiu Wing Steel to successfully enter the Mainland market of the GBA, it is essential that the steel strength can conform to the region's standards. The new technology will produce new steel materials that meet the requirements of the construction industry market in the region.

另外，為進一步節省人手及提升施工質量，生產力局亦自家研發了一套有效篩選碎石的嶄新智能系統。在以往的工程項目中，工人只能靠肉眼及傳統的篩子去量度和辨別混凝土骨料的大小，不但容易在材料混合時出錯，工序需時，而且人力資源成本亦十分高。因此，生產力局研發了一套3D激光掃描分析系統，運用高速3D攝取影像技術拍攝碎石，並配備人工智能技術用以計算碎石的長、闊、高及深度，即時顯示骨料或碎石的大小分布，讓前線工程人員參考，從而節省人手區分材料的時間、確保材料混合的準確度、提升混凝土的品質。此系統可協助前線工程人員進行實時材料監測，節省人手及時間讓施工團隊能專注其他重要工作，更有效提升工程效率。

生產力局深明建造業界對高質量產品及先進技術的追求，積極提供一條龍綜合技術支援以改善其生產流程，並提升產能、營運安全及出品質素。生產力局期望將來繼續與不同業界夥伴緊密合作，鼓勵更多工地全方位採用數碼解決方案，使工程項目更安全、更有效率，為香港建造業實現高質量發展立下穩固的基石。



工程碎石實物（左）及透過3D雷射掃描分析系統獲得的碎石3D影像（右）。
Actual gravels (left) and an image of gravels captured by the 3D laser scanning system (right).

Moreover, to further save manpower and improve construction quality, HKPC has developed a homegrown smart system for effective gravel sieving. In the past, workers of construction projects could only measure and identify the size of concrete aggregates with a traditional sieve and naked eyes. Such manual processing often results in inaccurate material mixing, time-consuming operations and high costs in human resources. Therefore, HKPC has come up with the 3D laser scanning system, which can capture gravel images with high-speed 3D imaging technology, and equips with artificial intelligence (AI) technologies to calculate the length, width, height and depth of gravels, instantly showing the size distribution of aggregates and gravels for references by frontline construction workers, thereby saving the time required for the manual identification of materials, ensuring accurate material mixing, and improving the quality of concrete. This system can also assist frontline workers in conducting real-time monitoring of materials, allowing them to save time and focus on other important procedures, so as to enhance the overall construction efficiency.

HKPC fully understands the construction industry's pursuit of high-quality products and advanced technologies, and has been actively providing one-stop comprehensive technology support to optimise the manufacturing process, and enhance production capacity, operational safety and product quality. HKPC looks forward to continue cooperating closely with various industry partners in the future, and will strive to promote the all-round adoption of digital solutions at more construction sites to make the engineering projects safer and more efficient, thereby laying the foundation for the high-quality development of construction industry in Hong Kong.

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

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CMA Multi-media Channel Hashtag CMA

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6月份精彩活動回顧 June Highlights

【友德傾】
【Allen's Talk】



融入國家「雙循環」發展格局 |
專訪丘應樺
Integration into China's dual circulation
economic strategy | Mr Algernon Yau



【雄才誌】
【Entrepreneur Report】



香港珠寶製造業廠商會榮譽主席林志強：
傳承珠寶工藝 培育業界人才
Inheriting craftsmanship and nurturing talents |
Mr Ricky Lam, Honorary Chairman of
Hong Kong Jewelry Manufacturer's Association





香港名牌選舉暨 香港服務名牌選舉

Hong Kong Top Brand Awards &
Hong Kong Top Service Brand Awards

2023



宗旨

表彰香港公司創立的傑出品牌，提升香港產品和服務的知名度。

獎項

香港傑出品牌領袖獎
香港名牌十年成就獎
香港卓越名牌
香港名牌(最多10個)

香港服務名牌十年成就獎
香港卓越服務名牌
香港服務名牌(最多10個)

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作

評審標準

- 知名度(香港、中國內地及海外)
- 經營特色
- 創新意念
- 品質
- 形象
- 環保、社會責任及企業管治

「香港名牌選舉」決賽評審團成員

- 香港特區政府工業貿易署署長黃少珠太平紳士(主席評判)
- 香港中華廠商聯合會會長史立德博士, SBS, BBS, MH, 太平紳士
- 香港生產力促進局主席陳祖恒議員
- 香港品牌發展局副主席盧金榮博士, BBS, 太平紳士
- 香港工業總會副主席劉榮濤先生
- 香港設計師協會會長木下無為女士
- 香港貿易發展局助理總裁梁國浩先生

「香港服務名牌選舉」決賽評審團成員

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士(主席評判)
- 香港品牌發展局主席陳國民博士, MH
- 香港旅遊發展局主席彭耀佳博士, GBS, 太平紳士
- 香港中華總商會副會長李引泉先生
- 香港理工大學行政副校長盧麗華博士
- 香港零售管理協會副主席余偉傑先生
- 香港總商會代表

頒獎典禮

2023年選舉頒獎典禮暨慶祝晚宴暫定於二零二四年二月五日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府主要官員擔任主禮嘉賓。

報名截止日期

2023年8月31日

有關報名詳情，
請查閱品牌局網站(www.hkbrand.org)
查詢電話：2542 8634
電子郵件：info@hkbrand.org



香港新星品牌選舉暨 香港新星服務品牌選舉

Hong Kong Emerging Brand Awards &
Hong Kong Emerging Service Brand Awards

2023



宗旨

表彰香港公司創立的新興品牌，提升香港產品和服務的附加價值和競爭能力。

獎項

香港新星品牌(原則上以五個為限)
香港新星服務品牌(原則上以五個為限)

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫
- 參賽品牌的創立時間不得超過八年
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作

評審標準

- 知名度(香港、中國內地及海外)
- 經營特色
- 創新意念
- 品質
- 形象
- 環保、社會責任及企業管治

評審團成員

- 香港特區政府商務及經濟發展局常任秘書長利敏貞太平紳士(主席評判)
- 香港品牌發展局副主席陳家偉MH
- 香港中小型企業總商會會長黎卓斌先生
- 香港品質保證局主席何志誠工程師
- 香港城市大學資訊系統與電子商務講座教授李國安教授
- 香港設計中心署理副行政總裁陳昌琪小姐

頒獎典禮

2023年選舉頒獎典禮暨慶祝晚宴暫定於二零二四年二月五日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府主要官員擔任主禮嘉賓。

報名截止日期

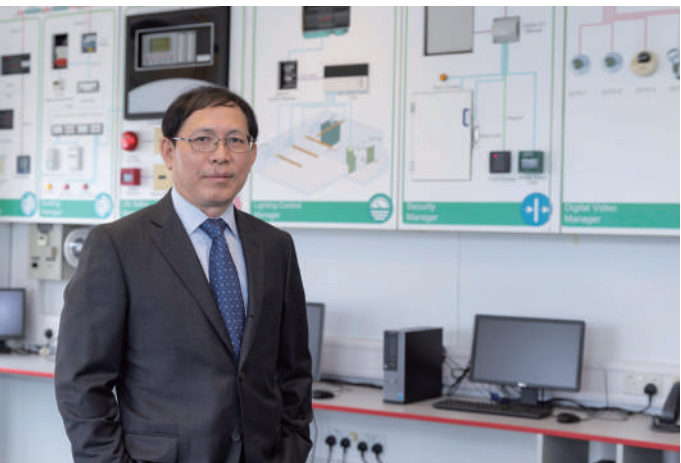
2023年8月31日

有關報名詳情，
請查閱品牌局網站(www.hkbrand.org)
查詢電話：2542 8634
電子郵件：info@hkbrand.org



中央空調全生命周期優化策略 提升建築能源效益及用能柔性 打造智慧綠色低碳未來

Life-cycle Optimization for Central Air Conditioning
Making buildings smarter, energy-efficient and energy-flexible for a greener and carbon-neutral future



香港的建築領域消耗了超過九成整體電力，而中央空調則佔工商業建築總能耗一半以上。然而，不當的系統設計或控制維護時常導致大量能源被浪費。這與建築智能化的目標相差甚遠。

為提升建築領域

的整體能源效益，香港理工大學建築環境及能源工程學系王盛衛教授率領研究團隊，利用人工智慧及不確定性分析、智慧傳感網絡、物聯網、5G無線通信等新型資訊和優化技術，制訂了全生命週期節能優化策略，研發建築能源系統的設計優化、現場適應調試、控制優化及診斷調適的創新方案。

例如在設計階段，團隊利用能耗模擬平台預測建築負荷的概率分佈，考慮施工和運行中的不確定性，逐一評估不同系統設備設計選項在啟用後的能效表現，優化系統的設計。在運行階段，團隊基於物聯網技術與樓宇自控系統，利用人工智慧與大數據分析技術，進行系統故障診斷與調適，確保建築能源系統能夠高效運行。

王教授以應用實例來解釋現場適應調試：「常規設計計算需用兩個大型水泵來滿足100%冷負荷需求，而根據不確定性分析，我們發現兩個較小型水泵已有可能滿足要求，所以我們建議用三個較小型水泵的設計方案來替代兩個大型水泵，暨增加了調試的彈性，又保持了系統設計的可靠性。實際調適時，兩個較小型水泵的確滿足了滿負荷要求，實際節能達到33%。」

可再生能源是打造綠色未來的重要議題，然而太陽能和風能供應並不持續，易受天氣影響，以致影響電網平衡及穩定性。王教授的團隊遂提出「具能源效益及用能柔性建築」這一概念，探討建築物與電網之間的雙向交互性能，提升智慧電網的可再生能源消納能力。

十多年來，王教授和團隊一直為合作夥伴提供顧問服務，如為環球貿易廣場、智選假日酒店等商業建築，以及生物醫藥廠房等各類型場所優化能源系統。而「具能源效益及用能柔性建築」的技術也將於西九龍一幢超大型綜合商業中心應用。這些建築物的能源效益得以大幅提升，每年可節省數百萬度電，省下的電費數以百萬元計，減低營運成本之餘，又為碳中和發展作出貢獻，一舉兩得。



In Hong Kong, buildings consume over 90% of electricity, and central air-conditioning accounts for over 50% of total energy consumption in commercial and industrial buildings. However, due to improper or obsolete system design, operation, control and maintenance, a significant amount of energy is wasted, hindering the development of 'smart buildings'.



香港蘇豪智選假日酒店
Holiday Inn Express Hong Kong SoHo
資料來源：香港綠色建築議會有限公司
Source: Hong Kong Green Building Council Limited

To boost overall energy efficiency of buildings, Professor Shengwei WANG from the Department of Building Environment and Energy Engineering of The Hong Kong Polytechnic University, leads a research team to develop all-round optimization strategies throughout buildings' life-cycle. By adopting advanced information and optimization technologies, e.g., artificial intelligence, uncertainty analysis, smart sensor networks, Internet of Things, and 5G wireless communication, they developed a series of innovative solutions for design optimization, on-site adaptive commissioning, control optimization, fault detection and diagnosis of building energy systems.

For example, Prof. Wang's team proposes a probabilistic approach to achieve optimal system design considering the probability distributions of building loads and uncertainties of operating conditions. During the operation phase, artificial intelligence and big data analysis techniques are applied for system fault detection and diagnosis, ensuring reliable and high-efficiency system operation.

Prof. Wang explained on-site adaptive commissioning using a practical case: "Conventional design requires two large pumps to fulfill 100% of cooling loads. However, according to our uncertainty analysis, it is possible to meet the requirements using two smaller pumps. We therefore suggested a design using three smaller pumps instead of two large pumps, which provides the flexibility of commissioning while maintaining system reliability. During on-site commissioning, two smaller pumps indeed met the full load requirements, resulting in an energy saving of 33%."

Renewable energy is desirable, but solar and wind energy are intermittent and weather-independent, raising the stress on grid power balance and reliability. Prof. Wang's team promotes the concept of "energy-efficient and energy-flexible buildings" to explore the bidirectional interaction between buildings and power grids and to contribute energy flexibility of power grids for high renewable penetration.



For over a decade, Prof. Wang's team has provided consultancy services for various kinds of premises such as International Commerce Centre, Holiday Inn Express, and buildings for bio-medicine manufacturing. The energy-efficient and energy-flexible building technologies are currently being implemented at a new super-large commercial complex in West Kowloon. With enhanced energy efficiency, these buildings can save millions of kWh of electricity each year, equivalent to millions of dollars in electricity bills. This not only reduces operating costs but also contributes to global carbon neutrality.



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中電推出「可再生能源證書」，讓工商客戶以靈活簡易的模式支持本地可再生能源發展，同時得以申領相關環境權益，大大提升企業形象。



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中電作為業界能源夥伴，我們深明中小企要實踐低碳轉型，外界支援至關重要。有見及此，中電提供一系列可持續發展配套服務，協助中小企客戶提升能源效益，節省營運支出。另外，我們積極與不同夥伴合作，為參與節能減碳活動的中小企提供各種獨家禮遇，優惠一浪接一浪，低碳賞不停。

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勞動爭議典型案例分享（上）

案例一：員工違反競業限制返還補償及支付違約金案

（一）案情撮要

劉某於2018年3月29日進入A公司擔任總經理，雙方簽訂了期限至2021年3月31日的勞動合同及《保密、知識產權保護暨競業禁止合同》。雙方約定劉某在任職期間及離職後兩年內不得在與A公司經營同類業務的企業任職或兼職，如有違反，按劉某離職前當年月平均收入的24倍數額支付違約金；若A公司所受損失大於該數額的，劉某應按實際損失賠償。2019年7月4日，劉某從A公司離職，雙方一致確認劉某離職前月平均工資為42,049.34元。劉某離職後，A公司自2019年8月起按每月9,000元標準支付劉某競業限制補償金。2019年7月1日，劉某入職與A公司存在競爭關係的B公司擔任總經理職務，薪資為每月30,000元加10,000元績效，產生業績後另有提成。在2019年6月27日至6月28日期間，A公司的8名員工（劉某原下屬）相繼離職並加入B公司。A公司為此申請勞動仲裁，要求劉某承擔違約金1,009,184.16元。

（二）裁決結果

終審法院認為：劉某在A公司任職期間，掌握A公司大量具有商業價值的信息，而其在職期間即入職與A公司存在競爭關係的B公司，且與其下屬等人集中從A公司離職，對A公司的業務造成極大影響，劉某的行為性質惡劣，主觀惡意極大。反之，A公司在劉某離職後按月支付約定的競業限制補償金，誠信履行其義務，本意在降低劉某違約的可能性。綜合考慮A公司經營業務的利潤模式及劉某在B公司的在職期限和收入水平、與A公司商業秘密等保密事項的市場價值相較，另鑒於競業限制違約金的懲罰性、賠償性特徵，A公司與劉某約定的違約金數額屬於合理範圍。支持A公司要求劉某承擔違約金1,009,184.16元。

（三）典型意義

法律法規並未明確就競業限制違約金的上限進行明確限制。競業限制補償金與競業限制違約金兩者性質不同，系不同的對價，即使二者約定的金額相差巨大，法院也有可能認為並不違公平。本案屬於典型的競業限制違約金約定較高的案件，但審理思路從一般酌定調整違約金的做法轉換為尊重協議雙方意思自治原則，不再調整競業限制違約金的數額，具有較強的參考意義。



案例二：員工違反忠誠義務解除勞動合同案

（一）案情撮要

趙某自2011年4月起入職A公司，先後擔任銷售總監、副總之職。勞動關係存續期間，趙某以其母親和自己名義與公司另兩名銷售經理的近親屬，在北京及A公司主要客戶所在地共同設立了與A公司經營範圍類似的B公司，並將A公司正在磋商的業務，以B公司名義與客戶簽署購銷合同賺取利益。2019年5月，A公司以趙某嚴重失職，營私舞弊、嚴重違反規章制度為由，單方解除了與趙某的勞動合同。隨後，趙某以A公司未提前一個月通知無故單方解除勞動合同為由，主張違法解除勞動合同賠償金以及未提前一個月通知的代通知金。

（二）裁決結果

法院審理認為，趙某在A公司任職期間設立並擔任經營業務相同的競爭企業的股東，利用職務之便損害A公司權益，嚴重違反了職業道德、保密義務和忠誠義務，同時違反雙方勞動合同的約定，公司解除勞動合同並無不妥之處，故判決駁回趙某的訴訟請求。

（三）典型意義

針對此類無法直接對勞動者適用競業限制條款進行約束的情況，用人單位立足於現代法律體系「誠實信用」這一重要原則，探索性地以勞動者應當遵守忠誠和保密義務為由，解除了雙方勞動關係，並得到法院支持。體現了司法實踐中已將「忠誠義務」作為履行勞動合同的天然義務，為「非典型競業行為」案件的辦理提供了新思路和新拓展。因此，當企業發現員工存在違反職業道德和忠誠義務的行為時，應及時收集和固定相關證據，並加強內部監管，以免造成更大的損失。



2023 VEX機器人世界錦標賽

CMAss Robotics Team



廠商會中學的參賽作品
The competition entry of CMASS

廠商會中學的參賽編號
The entry number of CMASS



廠商的團隊精神盡顯現
CMASS greatly demonstrates the power of team spirit

VEX機器人世界錦標賽是全球最大型的機器人比賽，參與年齡跨及小學至大學，每年吸引70多個國家、超過24,000隊共襄盛舉。針對每個賽季所推出的工程設計主題，學生需建構一個機器人，並在賽事中與其他賽隊進行合作與競賽，其涵蓋的教育內容不僅考驗學生在科學、科技、工程與數學領域(STEM)的實力，更造就其團隊合作、領導力、溝通能力以及解決問題的能力，是一個提供予STEM能力培養者的完善實踐平台。

今年2月，廠商會中學兩支高中組隊伍及一支初中組隊伍出戰2023香港工程挑戰賽，獲得高中聯賽冠軍、初中卓越獎等四個獎項，分別有一隊高中組及一隊初中組獲得2023 VEX機器人世界錦標賽的參賽資格。2023 VEX機器人世界錦標賽於今年4月25日至5月4日在美國達拉斯舉行，高中組共811隊、初中組共489隊，是睽違3年後，首次全部隊伍以實體形式進行比賽。

世錦賽中，廠商會中學高中組7984A隊經過十場小組排名資格賽後，取得小組第三十三名的成績。而初中組7984C隊在十場小組資格賽中以七勝三負的成績，被第十七種子隊選為隊友，後於十六強止步。歷經多次挑戰賽的激烈競爭，同學們從未放棄，不斷優化及調校機器人，加強與隊友的溝通，改善對戰策略。雖然廠商會中學兩支參賽隊伍未能在世錦賽中再下一城，但同學們都很開心能站上世界舞台與全球菁英賽隊競技，獲得了豐富的實戰經驗。

賽後，同學們亦獲安排到當地大學及機器人研發中心參觀，除深化了科技知識，拓闊了科技視野外，亦與世界各地的隊伍交流切磋了科技心得。期間，同學們接觸了58個不同國家的高中組種子隊伍，互贈紀念品並收集了彼此的簽名。

感謝廠商會一直支持CMAss Robotics Team，讓同學們有機會學習關於STEM的知識，成就他們的科學夢；又提供一系列海外科研交流機會，使他們能與海外隊伍同場競技，激發潛能，努力為國家和香港爭取佳績！期待CMAss Robotics Team精益求精，不斷突破，未來在機器人領域發光發熱。

The VEX Robotics World Championship is the world's largest robotics competition. This year's competition took place in Dallas, USA, from April 25 to May 4, 2023, with 811 finalists from elementary schools to universities from around the world who were asked to build a robot based on the season's theme.

In February, two senior high school teams and one junior high school team from CMA Secondary School participated in the Hong Kong Tech Challenge Game 2023 and won four awards, including the Middle School Excellence Award and High School Tournament Champion. In addition, one senior high school team and one junior high school team were qualified for the 2023 VEX Robotics World Championships. The 2023 VEX World Championships were held in Dallas, USA from April 25 to May 4, with 811 teams in the high school division and 489 teams in the junior high school division, making it the first time after a three-year absence that all teams competed in a physical format.

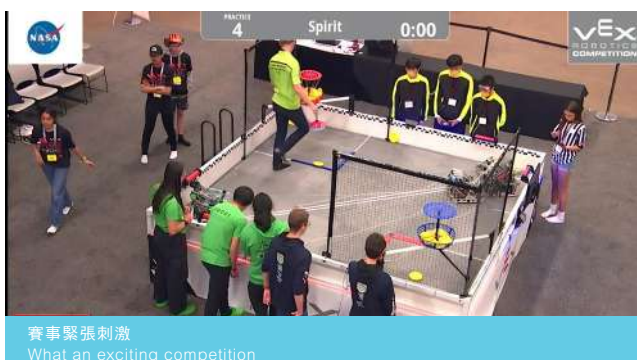
The CMA Secondary School senior team 7984A finished 33rd in the competition after ten group ranking qualifying matches. Team 7984C in the junior group was selected as a teammate by the 17th seeded team with a score of 7 wins and 3 losses in ten group qualifying matches and then stopped at the 16th round. Throughout the fierce competition, the students never gave up, constantly optimising and adjusting their robots, strengthening communication with their teammates and improving their strategies. Although the two CMA Secondary School teams did not win the World Championships, they were very happy to be able to compete on the world stage with the best teams in the world and gain rich experience in the field.

After the competition, the students were arranged to visit local universities and robotics research and development centres to deepen their knowledge and broaden their horizons in technology, as well as to exchange technological know-how with teams from around the world. During the tour, students met with seed teams from 58 different countries, exchanged souvenirs and collected each other's signatures.

A big thank you to the CMA for their continuous support, which has given the students the opportunity to learn about STEM and fulfil their scientific dreams. We hope that the CMAss Robotics Team will continue to strive for excellence and breakthroughs in the field of robotics in the future!



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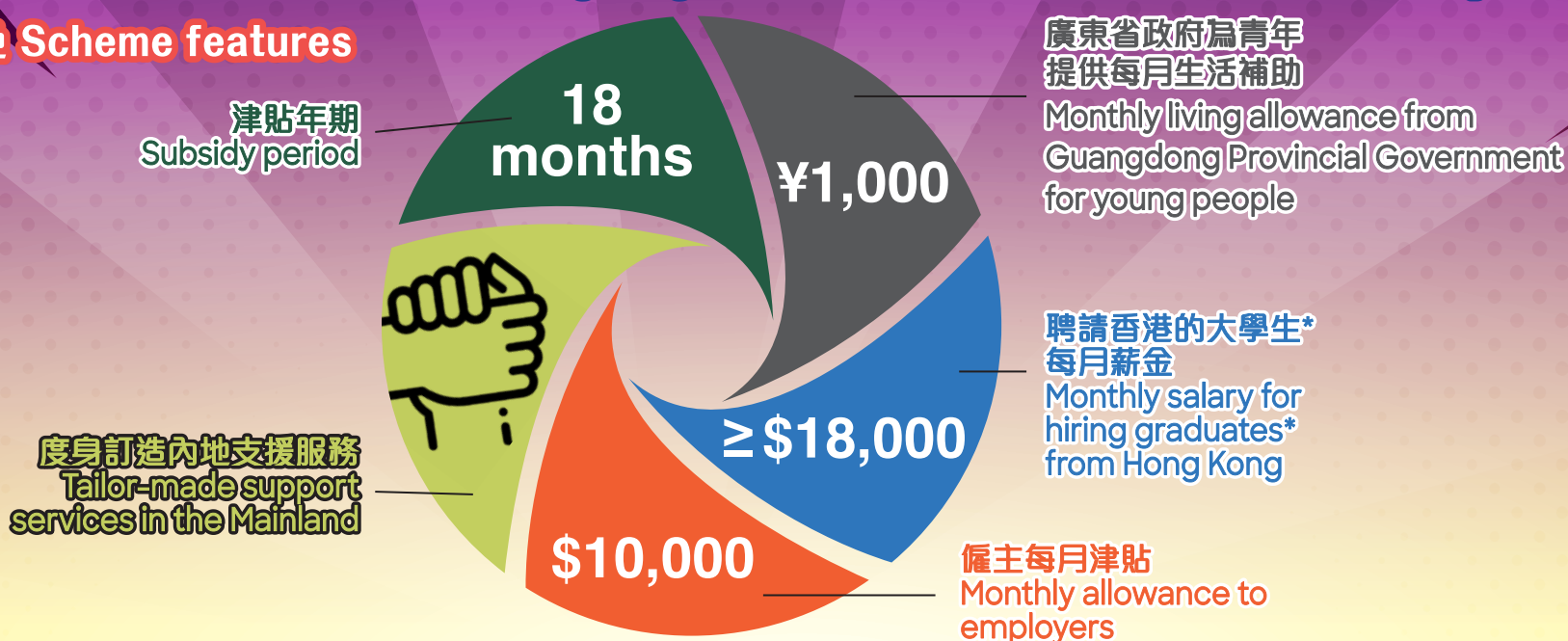
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- 僱主獲政府津貼最長18個月，每月達\$10,000，減輕培育人力成本
Monthly allowance of \$10,000 up to 18 months from the Government lowers training costs
- 簡化程序，網上平台及電子形式遞交申請，專責職員跟進個案
Simplified application procedures with extensive use of online platform and electronic means, coupled with enhanced follow up services by designated officers
- 引入靈活措施，按業務需要，調派受聘青年於香港及大灣區以外內地城市培訓或工作¹
Flexibility for enterprises to deploy the hired young people to work and receive on-the-job training in Hong Kong and Mainland cities outside the GBA.¹

* 2021-2023年獲頒學士或以上學位香港居民合資格參加計劃。

Hong Kong Residents awarded bachelor's degrees or above from 2021 to 2023 are eligible to join the scheme.

¹ 計劃容許機構在18個月的資助期內，派駐受聘青年到香港及大灣區以外的內地省市工作，為期最長6個月。

Enterprises are allowed to deploy hired young people to Hong Kong and Mainland cities outside the GBA for up to 6 months during the 18-month subsidy period.

如欲了解計劃詳情及提供職位空缺，請瀏覽：

If you are interested to know more about the scheme and offer job vacancies, please visit:

www.jobs.gov.hk/gbayes



查詢 Enquiry

2969 0446/2969 0460