



CMA Monthly Bulletin

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香港工業再展翅 · 締造輝煌新一頁



把握**流量時代**
短視頻**營銷內容至上**

The Era of Network Traffic:
Putting Content First in Short-Video Marketing



大綱 Index

- 02 封面故事
Cover Story
- 04 觀點
Views
- 06 會務—活動回顧
Our Chamber—Event Highlights
- 12 啟動升級
Get Ready to Upgrade
- 15 專題
Feature
- 17 廠商會廣州代表處快訊
CMA Guangzhou
Branch Newsletter
- 18 校園動態
Our School
- 19 會員—優惠
Our Members—Privileges

2021-2023年會員月報 編輯委員會成員名單

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流量時代降臨，令自媒體視頻平台迅速蓬勃發展，短視頻成為互聯網用戶不可或缺的娛樂方式，龐大的用戶量必然帶來巨大的市場潛力，拉動市場規模進一步增長。數據顯示，中國短視頻市場規模在2022年達到3,765.2億元人民幣，同比增長了83.6%，預計2025年中國短視頻行業市場規模會達到10,660.8億元，增長驚人。

In the unfolding era of online traffic, self-media video platforms are experiencing rapid growth. Short videos have become a key form of entertainment for internet users, and the vast user base brings tremendous market potential, propelling further market-scale expansion. Data show that the market size of China's short video industry reached RMB 376.52 billion in 2022, a year-on-year increase of 83.6%. By 2025, it is anticipated that the market size of China's short-video industry will reach RMB 1,066.08 billion.

流量至上 內容為王

隨着越來越多消費者轉向社交媒體來找尋產品，並在高知名度的網紅和普通創作者的推薦下購買，短視頻的巨大流量能為產品帶來可觀的銷售額，其多種優勢令其成為當下最炙手可熱的營銷方式。

首先，短視頻短小精悍，適應了現代人注意力短暫和節奏快的生活方式，使得觀眾更容易接觸和消化內容，從而提高品牌的曝光率。其次，短視頻的視覺和聽覺元素能夠更直觀地傳達品牌的訊息。比起靜態圖文，視頻帖子往往也更具可信度。

此外，短視頻平台的社交互動性也為品牌帶來了巨大的機會。觀眾可以在視頻下方留言、點讚、分享，進一步擴大品牌的影響力和可見度。這種互動性也使品牌和觀眾之間建立了更親密的聯繫，加強了品牌忠誠度和口碑。

我們常聽到「視頻引流、直播收割」，卻鮮有商家將「視頻引流、視頻收割」作為營銷策略。如何能將流量轉化為源源不斷的銷售額，是進行短視頻營銷的核心痛點。在短視頻營銷領域頗有經驗的新奇蹟策略營運總監胡家昌指出，「我們一直着眼於追逐流量 (views)，但流量主要聚焦於內容 (content)。所以『流量至上，內容為王』！」。



新奇蹟策略營運總監胡家昌
K. C. Woo,
Chief Operating Officer
New Wonder Strategies

建立聯繫 高效轉化

成功的短視頻營銷需要結合創意和策略。因此，品牌需要確定目標觀眾，瞭解他們的需求和喜好，推出有針對性且具有吸引力的內容。鑒於短視頻觀眾的平均注意力下降，商家必須在10秒內抓住觀眾目光，因此短視頻的內容應該精簡有趣，在幾秒鐘內傳達核心訊息，並通過故事情節、幽默或情感元素引起觀眾的共鳴，在電光火石間抓住觀眾的心，才有機會獲得長期的流量。

此外，與短視頻社交平台合作也是一種有效的營銷策略。「品牌可以與網紅或熱門用戶合作，進行合作創作或贊助，以擴大品牌的觸及範圍和影響力。」胡家昌指這種合作能夠使品牌更好地融入目標觀眾的生活中，提高品牌的可信度和關注度。隨着觀眾開始了解一個品牌的價值觀或創作者的偏好，並看到網紅或熱門用戶分享的一些生活細節，就會開始把創作者視為朋友，建立情感聯繫，並接受他們的「安利」（即強烈推薦）。這種準社會關係常常會驅使用戶進行重複購買。

融入創意 多管齊下

隨着短視頻平台不斷完善其功能，例如增加「彈幕」（即時字幕評論功能），這種具互動性和個性化的功能，能使觀眾更主動地參與和定制內容。這將為品牌提供更多的創意空間，同時也提高觀眾的參與感和忠誠度。當然，短視頻營銷也要和其他營銷渠道進行更緊密的整合，例如社交媒體、網站、電視廣告等，形成更完善的營銷矩陣，在更廣泛地推廣品牌和產品的同時，提高品牌和產品的一致性和識別度。

此外，胡家昌提醒想要以短視頻方式打開內地市場的港商，應注意視頻使用的語言問題，「要進入這個市場分一杯羹，首先要用普通話製作短視頻，走出大灣區；面向整個中國市場才能夠發揮背靠祖國的優勢。」

For Traffic, Content is King

As more consumers turn to social media to discover and purchase products recommended by high-profile online celebrities and content creators, the substantial traffic generated by short videos can lead to considerable product sales. The advantages of short videos are making them the hottest marketing trend.

Because short videos are tailored to the fast-paced, attention-span-challenged lifestyles of modern individuals, their adaptability makes it easier for audiences to digest content, enhancing brand exposure. The visual and auditory elements of short videos also provide an intuitive means of conveying brand messages. Compared to static text and images, video posts often exude a higher level of credibility.

The social interactivity of short-video platforms also presents significant opportunities for brands. Viewers can leave comments and likes and share the video, further expanding the brand's influence and visibility. This interactivity can foster a closer connection between the brand and the audience, enhancing brand loyalty and reputation.

We often hear about "video attracts traffic, live-streaming harvests", but few businesses adopt "video attracts traffic, video harvests" as a marketing strategy. Indeed, the core pain point for short-video marketing is how to convert traffic into a steady stream of sales. K. C. Woo, Chief Operating Officer of New Wonder Strategies, a seasoned expert in short-video marketing, points out that we should shift our focus from solely chasing traffic or views to recognising that traffic is generated by compelling content. That's why we say, to put traffic first, "content is king!"

Establishing Connections for Efficient Conversion

Successful short-video marketing requires a combination of creativity and strategy. Brands must identify their target audiences, understand those audiences' needs and preferences, and deliver targeted and engaging content. Given the decreasing average attention span of short-video viewers, businesses must capture the audience's attention within the first 10 seconds. To do so, short-video content should be concise and interesting, convey core messages within seconds, and resonate with the audience through storytelling with humorous or emotional elements. Capturing the hearts and minds of the audience in the blink of an eye is the only way to secure long-term traffic.

Collaborating with short-video social platforms is also an effective marketing strategy. As K. C. Woo suggested, "Brands can collaborate with internet celebrities or popular users for co-creation or sponsorship to expand the brand's reach and influence." Such collaborations can enable brands to better integrate into the lives of their target audiences, enhancing credibility and attention. As viewers gain insights into a brand's values or creator's preferences, and observe personal details shared by internet celebrities or popular users, they start to treat the creators as friends, establishing emotional connections and embracing their *an li* (strong recommendations). This kind of social relationship often drives users to make repeat purchases.

Infusing Creativity and Employing Diverse Strategies

As short-video platforms continue to enhance their features, such as adding *dan mu* (real-time subtitle comments), these interactive and personalised features allow viewers to more actively engage and customise content. This provides brands with more space for creativity and ways to increase viewer engagement and loyalty. Short-video marketing also allows close integration with other marketing channels, such as social media, websites, and TV advertisements, to form comprehensive marketing matrixes and improve the consistency and recognition of brands and products while promoting them more widely.

K. C. Woo reminds Hong Kong businesses looking to tap into the mainland market through short videos to be mindful of the language used in videos. "To gain a foothold in this market, they need to step out of the Greater Bay Area by creating short videos in Putonghua. This can help target the entire Chinese market and leverage the advantage of being backed by the motherland."

發展工業旅遊 推進產業融合

Developing Industrial Tourism to Promote Industry Integration



旅遊業及周邊的服務業遭受疫情衝擊，香港經歷了前所未有的艱難時刻，三年過去，特區政府為加快推進各行各業的復甦，尤其重振四大經濟支柱之一的旅遊業，接連舉辦了「你好，香港！」、「開心香港」及「香港夜繽紛」等一系列宣傳活動，旅遊發展局上月公布的訪港旅客數字顯示，累計今年頭10個月錄得約2,680萬人次，數字說明了經過這些活動的催谷，旅客再次重臨，也印證了香港歷來都是內地及國際遊客首選目的地。

旅遊業的恢復速度，連帶周邊產業如零售、酒店、餐飲及運輸等行業的復甦步伐，可說是相輔相成，更是「興衰與共」。今年2月全面恢復通關後，訪港旅客模式出現了重大改變，以往熱衷的「買買買」購物遊不再，取而代之的是追求深度的「文化遊」，而香港既有的工業發展背景，給「工業旅遊」打下了發展的基石，為「文化遊」注入更多的元素。

「工業旅遊」源自於上世紀五十年代的歐洲，發展至今已近四分三個世紀，涵蓋至德國、美國、日本、南韓及內地等國家。顧名思義，「工業旅遊」就是由工業與旅遊業融合而成的產業形態。

近年內地的貴州茅台酒廠集團公司已把「酒都」茅台鎮打造的茅台酒廠工業旅遊區，以茅台酒的廠區約5平方公里的面積作範圍，圍繞國酒生產過程，整合開放生產車間、酒庫車間、包裝車間等生產參觀點，讓遊客了解國酒生產工藝及流程；而本港的健康食品品牌「天然靈芝」，該公司開放位於上水的香港靈芝培育中心供遊客參觀，凸顯100%在本地培植靈芝和製造產品的特色，絕對是一個可以推廣的工業旅遊項目。

遊客可透過「工業旅遊」參觀和體驗工業生產過程、工廠設施及相關產業，尤其是在創新科技日新月異下，生產技術和設施都智能化，很多惜日的工序和設施已日漸被取締，因此「工業旅遊」可涵蓋一定的歷史和文化元素，不僅提供娛樂性的體驗，還具有教育意義，讓新一代感受上世紀本業發展期，港人刻苦耐勞、同舟共濟的「獅子山精神」。

事實上，香港在發展「工業旅遊」方面具備了濃厚潛質，適逢「文化遊」的興起，特區政府正好「火乘風勢」，將「工業旅遊」發展策略和執行措施納入擬更新的《香港旅遊業發展藍圖》。同時籌建的「北部都會區」，規劃中的「宜遊」既保留鄉郊保育和自然風光，也可配合創科和新型工業重鎮的定位，發展高科技旅遊，打造「新舊交匯的工業旅遊」新模式。然而，私人企業要發展「工業旅遊」，不僅涉及不菲的資金投資，因此特區政府在鼓勵營人企業發展這種旅遊模式之餘，更需要提供誘因，包括資金援助、津貼或稅務優惠等，減少企業在經營和轉型上的風險。

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



The tourism and service industries in Hong Kong have faced unprecedented challenges due to the impact of the pandemic. Over the past three years, the SAR government has been working diligently to expedite the recovery of various sectors, particularly the revitalization of the tourism industry, which is one of the four key pillars of the economy. A series of promotional activities, including "Hello, Hong Kong!", "Happy Hong Kong" Campaign, and "Night Vibes Hong Kong", have been organized to boost the industry. The latest visitor figures released by the Hong Kong Tourism Board last month show a cumulative total of approximately 26.8 million visitors in the first 10 months of this year. These numbers demonstrate the success of these initiatives in attracting visitors back and reaffirm Hong Kong's status as a preferred destination for both domestic and international travelers.

The recovery of the tourism industry goes hand in hand with the revival of related sectors such as retail, hospitality, food and beverage, and transportation. It can be described as mutually supportive and interconnected. Since the full resumption of cross-border travel in February this year, there has been a significant shift in the visitor patterns to Hong Kong. The previous emphasis on shopping and retail experiences has given way to a desire for immersive "cultural tourism". Hong Kong's industrial development background has laid a solid foundation for the growth of "industrial tourism" and has infused "cultural tourism" with additional elements.

"Industrial tourism" originated in Europe in the 1950s and has since developed for nearly three-quarters of a century, encompassing countries such as Germany, the United States, Japan, South Korea, and mainland China. As the name suggests, "industrial tourism" is an industry that combines the fields of industry and tourism.

In recent years, the Kweichow Moutai Distillery Group, a renowned liquor company from mainland China, has developed the Maotai Distillery Industrial Tourism Zone in Maotai Town, known as the "liquor capital". Covering an area of approximately 5 square kilometers, the tourism zone revolves around the production process of Maotai liquor. It integrates open production workshops, storage facilities, packaging workshops, and other production viewing points to allow visitors to understand the craftsmanship and processes involved in producing the national liquor. On the other hand, Hong Kong's health food brand "Mytianran" has opened its lingzhi cultivation center in Sheung Shui for visitors to explore. This highlights the unique feature of cultivating Lingzhi and manufacturing products locally, making it a promising industrial tourism project that can be promoted.

Through "industrial tourism," visitors have the opportunity to tour and experience the industrial production processes, factory facilities, and related industries. Especially in the rapidly evolving landscape of innovative technologies, production techniques and facilities are becoming increasingly automated, and many traditional processes and facilities are being phased out. Therefore, "industrial tourism" can encompass certain historical and cultural elements. It not only provides entertaining experiences but also holds educational significance. It allows the younger generation to appreciate the industrious and resilient spirit of Hong Kong people during the development period of the last century, known as the "Lion Rock Spirit."

In fact, Hong Kong has great potential in developing "industrial tourism." With the rise of "cultural tourism," the SAR government is seizing the opportunity by incorporating the development strategy and implementation measures for "industrial tourism" into the upcoming updated "Development Blueprint for Hong Kong's Tourism Industry". The planned "Northern Metropolis" incorporates the idea of "ideal for travel", which aims to preserve rural conservation and natural landscapes while aligning with the positioning of innovation and new industrial hubs, can be developed into high-tech tourism destinations, creating a new model of "industrial tourism" that combines the old and the new. However, for private enterprises to develop "industrial tourism," it involves substantial financial investment. Therefore, besides encouraging and supporting private enterprises in developing this tourism model, the SAR government needs to provide incentives such as financial assistance, subsidies, or tax benefits to reduce the risks associated with business operations and transformation.

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廣東省韶關市商務局代表團訪會



廣東省韶關市商務局張雙局長(左五)率領代表團一行4人，於7月4日蒞會訪問，由本會吳國安副會長(右五)、周瑞麒行政總裁(右一)、會董和行業委員會召集人等接待。

「香港工業總會63周年晚宴」



由本會擔任贊助之一的「香港工業總會63周年晚宴」於31/7假香港君悅酒店舉行。本會盧金榮常務副會長、副會長黃家和、陳國民、吳國安、梁兆賢、陳家偉、駱百強出席支持，並與吳宏斌永遠名譽會長、多位會董及一眾出席來賓合照。

中關村京港澳青年創新創業中心代表團訪會



中關村京港澳青年創新創業中心張凱常務副總經理(左三)率領代表團一行3人，於7月11日蒞會訪問，由本會梁兆賢副會長(中)、周瑞麒行政總裁(右二)和會董等接待。

「新時代·新征程·新風彩」- 廣東省工商聯系統及港澳工商界企業家書畫作品巡展(香港站)開幕式



由廣東省工商業聯合會、廣州市工商業聯合會及香港巴林商會主辦的「新時代·新征程·新風彩」- 廣東省工商聯系統及港澳工商界企業家書畫作品巡展(香港站)開幕式於7月11日舉行。本會史立德會長(左二)代表出席為主禮嘉賓之一，並與廣東省工商聯黨組成員唐小兵(右四)、廣州市工商聯黨組成員余劍春副主席(右二)、商務及經濟發展局副局長陳百里(右三)、香港巴林商會會長周維正(左四)等嘉賓合照。

江門外商投資企業協會代表團訪會



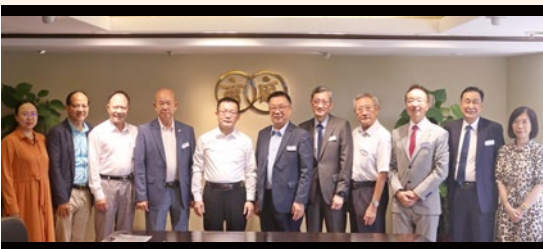
江門外商投資企業協會會長甄瑞權(左五)率領代表團一行6人於7月20日蒞會訪問，由本會史立德會長(左六)、黃家和副會長(右六)及會董等接待。

韶關市製造業及文旅產業招商推介會



由中共韶關市委和韶關市人民政府主辦的「韶關市製造業及文旅產業招商推介會」於7月20日在尖沙咀香格里拉酒店舉行。吳國安副會長(中)代表本會出席，並與韶關市委副書記、市長陳志清(右)等合照。

東莞市政協代表團訪會



東莞市政協黨組成員萬卓培(左五)率領代表團一行6人於7月26日蒞會訪問，由吳國安副會長(中)、周瑞麒行政總裁(右五)和常董會董等接待。

中國對外貿易中心代表團訪會



中國對外貿易中心副主任張思洪(前排左四)率領代表團一行7人於8月1日蒞會訪問，由本會盧金榮常務副會長(前排左五)、梁兆賢副會長(前排中)、周瑞麒行政總裁(後排右二)、常董會董及會員等接待。

內蒙古自治區商務廳代表團訪會



內蒙古自治區商務廳副廳長郭周明(左六)率領代表團一行7人於8月1日蒞會訪問，由本會梁兆賢副會長(右六)、周瑞麒行政總裁(右二)、常董及會董等接待。

激發香港「興」的動能座談會 (本會聯合主辦)



由香港特區政府及中聯辦指導，香港貿易發展局、香港中國企業協會、一帶一路總商會、香港中華總商會、香港總商會、香港工業總會、香港中華出入口商會及本會聯合主辦的「激發香港「興」的動能座談會」於8月2日假香港會議展覽中心舉行。本會盧金榮常務副會長(後排左四)和陳家偉副會長(後排右一)代表出席，並與主禮嘉賓香港特區政府李家超行政長官(前排中)、中聯辦鄭雁雄主任(前排左五)及一眾嘉賓等合照。

山東省濟南市委統戰部代表團訪會



濟南市委常委、統戰部部長馬保嶺(前排左四)率領代表團一行8人於8月3日蒞會訪問，由本會梁兆賢副會長(前排左五)、周瑞麒行政總裁(後排右二)和常董會董等接待。

貴州-香港經貿文旅合作座談會



由貴州省人民政府主辦的「貴州-香港經貿文旅合作座談會」於8月7日在香港會議展覽中心舉行。史立德會長代表本會出席為發言嘉賓之一。

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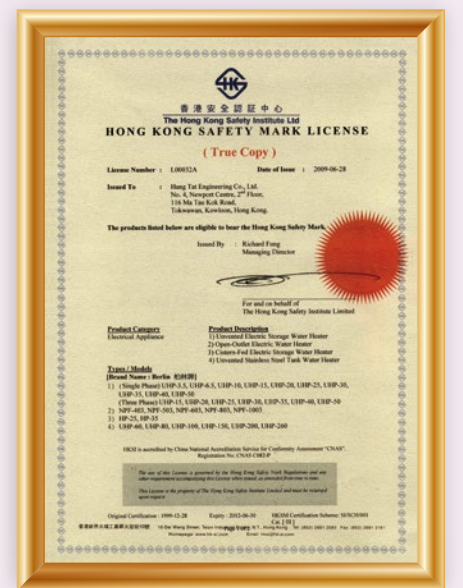
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10月26日廠商會會董晚宴

本會於10月26日假上海總會舉行10月份「會董晚宴」，當晚邀得警務處處長蕭澤頤親臨作出分享，增進交流。



晚宴邀得警務處處長蕭澤頤蒞臨分享，並與史立德會長、永遠名譽會長梁欽榮、尹德勝、吳永濤議員、副會長黃家和、陳國民、吳國安、馬介欽、駱百強、施榮植、周瑞麒行政總裁、名譽會長陳鴻基、趙振邦、雷振龍，特邀嘉賓香港工業總會莊子雄主席、林世豪常務副主席、常務副主席陳祖恒議員，以及陳心愉總裁合照。



史立德會長(右)主持問答環節。



警務處處長蕭澤頤擔任演講嘉賓。

史立德會長(右)頒發新會員證書。

廠商會多媒體頻道 Hashtag CMA

CMA Multi-media Channel Hashtag CMA

立即追蹤 Follow Us



11月份精彩活動回顧 November Highlights

【友德傾】
【Allen's Talk】



香港「海、陸、空」交通的發展機遇 | 專訪林世雄 (上)
Opportunities for the Development of Sea, Land and Air Transportation in Hong Kong | Lam Sai Hung



優化香港交通網絡 | 專訪林世雄 (下)
Optimising Hong Kong's Transportation Network | Lam Sai Hung



合辦《誠信營商約章》啟動禮
CMA and ICAC jointly organised the launching ceremony of the "Business Sector Integrity Charter"



11月2日「會員商聚」

會籍部於11月2日假廠商會大廈27樓會議廳舉行「會員商聚」活動，讓不同行業的會員聚首一堂交流營商心得之餘，場內更設有多個產品/服務攤位，方便會員可即席進行商貿配對，開拓商機。



史立德會長(左四)及多位首長及會員合照留念，增進商務合作。



史立德會長(左一)、並由吳國安副會長(右一)陪同，頒發感謝狀予分享嘉賓東九龍總區防止罪案辦公室警署警長馬雲虎(中)。



11月17日大灣區新機遇巡禮系列一廠商會南沙AI科技及電動車新發展考察團

「大灣區新機遇巡禮系列一廠商會南沙AI科技及電動車新發展考察團」於17/11舉行，吳國安副會長擔任團長，帶領胡詠琚常董、雷鴻仁行委會召集人和會員合共29人，前往南沙廣汽豐田汽車有限公司 (Toyota) 廠房、人工智慧領軍企業「雲從科技」及全國最大最先進的臨港倉庫群「廣州南沙國際物流中心」考察，推動兩地更深層次合作。



團長吳國安副會長(前排右五)、胡詠琚常董(前排右四)、雷鴻仁行委會召集人(前排左四)和一眾會員考察南沙廣汽豐田汽車有限公司。



南沙區工商聯書記、南沙區統戰部副部長羅建中(左五)出席午餐與會員交流



香港特區政府駐粵辦事處大灣區發展推廣中心劉錦泉主任向交流團介紹大灣區各城市的發展現況



發還產假薪酬計劃

Reimbursement of Maternity Leave Pay Scheme

《僱傭條例》下的法定產假已由10個星期延長至14個星期。透過發還產假薪酬計劃，僱主可申領發還已支付的第11至第14個星期的法定產假薪酬，以每名僱員80,000元為上限。

The statutory maternity leave (ML) under the Employment Ordinance (EO) has been extended from 10 weeks to 14 weeks. Through the Reimbursement of Maternity Leave Pay Scheme, employers may apply for reimbursement of the 11th to 14th weeks' statutory maternity leave pay (MLP) paid, subject to a cap of \$80,000 per employee.



申請資格 Eligibility Criteria

- ✓ 申請人僱用與申請相關的僱員受《僱傭條例》保障
the employee pertinent to the application employed by the applicant is covered by EO
- ✓ 僱員符合資格根據《僱傭條例》享有產假及產假薪酬
the employee is entitled to ML and MLP under EO
- ✓ 僱員已放取產假及申請人已向僱員支付14個星期的產假薪酬
the employee has taken her ML and the applicant has paid 14 weeks' MLP to the employee
- ✓ 僱員於2020年12月11日或之後分娩
the employee's confinement occurs on or after 11 December 2020
- ✓ 已支付予該僱員的新增四個星期產假薪酬不曾 / 將不會獲其他政府撥款支付 / 補貼
the additional four weeks' MLP paid to the employee has not been / will not be covered / subsidised by other government funding

申請途徑 Application Channels

- 「發還易」網站
"Reimbursement Easy Portal"
www.rmlps.gov.hk



- 電郵、傳真、郵寄或親身遞交
by email, fax, post or in person



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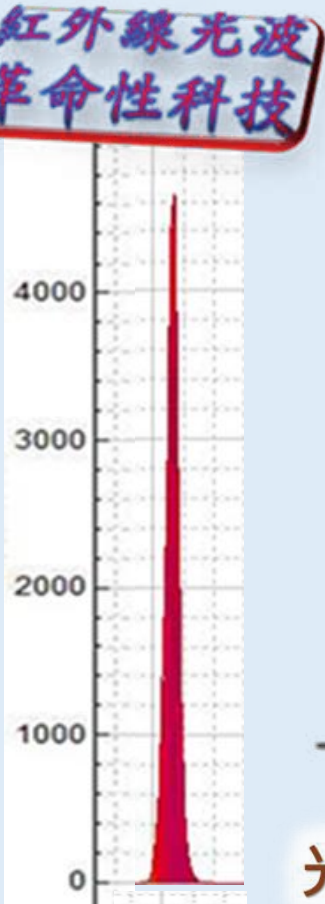
針形紅外線光波
穿透人體達至30-50mm.

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1. 血管疏通

2. 細胞修復

3. 針灸穴位



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肩膊背痛



光波隱帽 \$1600
生髮防脫髮
改善頭痛
增強記憶

光波腳踏墊
糖尿腳患
腳底筋膜
全身修復 \$2800



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雙腳無力
關節腫痛



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生產力局領先3D打印技術 助力傳統製造業升級轉型

HKPC Cutting-edge 3D Printing Technology

Empowers Traditional Manufacturing Upgrade and Transform



生產力局提供一系列3D打印技術，助企業提升生產效率及產品質素。
HKPC provides a range of 3D printing solutions to help businesses improve production efficiency and product quality.



「全彩光敏聚合物噴射技術」3D打印設備可製作精美3D模型。
Exquisite 3D models are made possible with the "Full-Colour Photosensitive Polymer Jetting" 3D printing equipment.

現時不少先進工業國家正全力推動三維（3D）打印技術，結合物聯網和智能製造技術，為工商業及經濟發展帶來前所未有的轉變。香港生產力促進局（生產力局）致力利用創新科技協助傳統行業升級轉型、創優增值，而3D打印則是傳統製造業革新的其中一項關鍵技術。

因此，生產力局成立「先進3D 打印與直接製造技術中心」，設有多項領先全港的工業級3D 打印設備，例如配合工程級尼龍塑料使用的「射流熔融技術」3D打印設備，準確度和強度極高，製作速度比傳統3D打印快10倍，成本亦更低；而「全彩光敏聚合物噴射技術」3D打印設備可打印出多達500,000種全彩色精細高像素及不同軟硬度的模型，成品精美，更可配合各式各樣生產需要。此外，生產力局亦配備「黏著劑噴射成型金屬技術」3D打印設備，可以中小批量形式製作幾何形狀或不銹鋼金屬零部件，克服傳統加工方式的痛點。

憑著逾28年應用3D打印技術的經驗和專業團隊，生產力局可因應企業所需提供一站式服務，由產品設計開發、3D掃描、3D電腦輔助設計、多樣化物料3D打印，到為小批量生產度身訂造的3D打印方案一應俱全。業界可利用生產力局各種工業級先進3D打印設備直接製造產品或零部件，讓創新意念活現市場。而且，中小企及初創企業運用生產力局先進的3D打印技術便可製作樣板以至中小批量產品或零部件，毋需投資大量資金購買高端的3D打印機，縮短產品從工廠到消費者手上的時間，全面提升企業生產力及業務效率、減省營運成本，令企業在本地和海外市場中保持競爭優勢。



「射流熔融技術」的打印速度比傳統3D打印方式快10倍。
The printing speed of "Jet Fusion Technology" is 10 times faster than traditional 3D printing methods.

Nowadays, many advanced industrial countries are actively promoting the adoption of 3D printing technology. Together with the Internet of Things and smart manufacturing technologies, it is bringing about unprecedented transformation across business sectors and economic development. The Hong Kong Productivity Council (HKPC) has been committed to assisting traditional industries in upgrading and transforming, and delivering values for enterprises by leveraging innovative technologies, while 3D printing is one of the pivotal technologies that transforms the traditional manufacturing industry.

Hence, HKPC has established the "Advanced 3D Printing and Direct Manufacturing Technology Centre", possessed with a wide range of state-of-the-art industrial-grade 3D printing facilities. For instance, the "Jet Fusion Technology" 3D printing equipment utilises engineering-grade nylon plastic, delivering exceptional precision and strength, boasting a printing speed 10 times faster than traditional 3D printing methods while achieving lower costs. The "Full-Colour Photosensitive Polymer Jetting" 3D printing equipment is capable of producing models with full colour spectrum as many as 500,000 kinds of different colours, in high-resolution and varying degrees of hardness. The outcome quality is exquisite and the solution can cater to different production needs. Also, HKPC is equipped with "Adhesive Jetting Metal" 3D printing equipment that can produce geometric shapes or stainless steel metal components in small to medium batch sizes, addressing the pain point of traditional machining methods.

With over 28 years of experience and a team of professionals specialising in applied 3D printing technology, HKPC offers one-stop services tailored to meet the needs of businesses, from product design and development, 3D scanning, 3D computer-aided design to a diverse range of material 3D printing and customised 3D printing solutions for small-batch production. Through HKPC's leading industrial-grade 3D printing equipment, industries can directly manufacture products or components, enabling them to bring innovative ideas to the market. For small and medium-sized enterprises (SMEs) and startups, they can leverage the advanced 3D printing technology of HKPC to fabricate prototypes and engage in small-batch production of products or components, without the need of making substantial investments in high-end 3D printers. This significantly shortens the time for products from the factory to the hands of consumers, enhances business productivity and operational efficiency, reduces costs, and helps enterprises maintain a competitive edge in both local and overseas markets.

請掃描二維碼了解更多生產力局的先進製造技術。
Please scan the QR code to learn more about HKPC's advanced manufacturing technologies.



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

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自2019年，國際毛皮協會引入「全球優質毛皮標籤」(FURMARK)認證制度，套用最新的區塊鏈 (Blockchain) 技術記錄產品供應鏈，由第三方審核毛皮產品每一生產階段，確保達致可持續發展、養殖農場符合動物福祉等標準

碳排放量低於 化纖6倍 環保之選

製作一件天然毛皮禦寒成衣碳排放量約6公斤；而製作一件合成化學纖維禦寒成衣則達32至36公斤，較天然毛皮成衣排放量高5至6倍

自然分解僅6個月

純動物纖維屬天然物料，研究顯示純動物纖維僅需6個月即可於泥土中分解，而化纖物料降解則需500年

Sustainable
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BY HONG KONG

一件着10年 實踐永續時尚

皮草耐用程度高，是可持續物料，保養得宜可穿10年以上，即使款式設計不合時，也可隨時升級再造 (upcycling)，改成新款，實踐零廢棄

城大CIMDA成功研發革命性人工智能技術 帶來「低成本、易操控」的數碼化運動新體驗

CityU CIMDA develops innovations for physical fitness through AI

香港城市大學（城大）創立的智能多維數據分析研究中心（Centre for Intelligent Multidimensional Data Analysis, CIMDA）成功研發兩項人工智能新技術，支援學生和教師進行體能活動。CIMDA為一所在創新科技署資助的InnoHK計劃下所創立的世界級研究中心。

兩項新技術：運動項目評估系統和AI跑步系統均容易安裝，而且價格屬可負擔水平，除了為學生帶來沉浸式的數碼化運動體驗外，更讓教師可準確地監察學生的運動進度。

第一項技術是運動項目評估系統，用家只需佩戴細小和輕巧的腳踝帶，就可以進行包括跳繩、開合跳、抬膝跑、掌上壓和仰臥起坐的五項熱身運動。系統將熱身運動遊戲化，用家的運動質素和速度會直接影響模擬比賽中的表現，將有助提升學生做運動的動力和表現。

另一項技術是AI跑步系統，除了將跑步遊戲化外，更著重於監察跑手的跑步時間和速度。用家只需在跑步時佩戴一個識別徽章，系統就能夠透過預先設置在學校跑道上的鏡頭，實時並準確自動偵測跑手的跑步時間和速度，即使同一時間有超過35人在跑道上跑步，系統都能捕捉相關數據，及即時將各跑手的跑步時間由快至慢排序。

CIMDA總監兼黃俊康教授（數據工程）嚴洪教授說：「今次的研究目標是為學校體育課程引進新技術，為教師日常繁複和沉重的評估工作提供更快捷和準確的解決方法，同時為學生提供一個更有趣和有效率的體育課程。」

此外，系統亦適用於學校以外的任何體育機構，方便它們進行多於35人的訓練時，可以透過系統協助進行體能訓練。由於系統不受用家的移動速度所限，在人數眾多的情況下，都能即時自動評估每一名用家的運動表現和實時顯示成績，使教練和運動員可更輕鬆監測訓練進度，並即時作出改善。

嚴教授說：「一般而言，類似的系統通常需要配合其他較昂貴的器材使用；但這兩項技術均無需輔以大量其他設備，因此系統的整體成本比其他類似系統低，加上，即使用家不諳電腦和電子器材都能輕易安裝和立即使用此系統，使學校或其他體育機構進一步減省花費在系統設置的教學上，以及在教師和學生使用系統的訓練上的成本和時間。



嚴教授（左一）與CIMDA團隊，聯同其他學校合作伙伴成功研發兩項人工智能新技術，支援學生和教師進行體能活動。Professor Yan (first from left), CIMDA colleagues, and their school collaborator in a sharing session for the two new AI technologies that support physical fitness for students and teachers.

Two new AI technologies that support physical fitness for students and teachers have been developed by the Centre for Intelligent Multidimensional Data Analysis (CIMDA) at City University of Hong Kong (CityU).

CIMDA is a world-class research centre established under the InnoHK programme funded by the Innovation and Technology Commission (ITC).

Sports Activity Assessment and AI Runner Track, which are affordable and easy to set up, provide students with an immersive digital experience and make it easier for teachers to monitor progress accurately.

For the first innovation, Sports Activity Assessment, which is a runner simulation system, users only need to wear a small and lightweight ankle-band for warm-up exercises simulated as a racing game with five modes: skipping, star jump, high knee run, push-ups and sit-ups. The gamification of the warm-up exercises can boost student motivation and overall physical performance as the quality and speed of their warm-up directly influence performance in the racing game.

The other innovation is AI Runner Track, a runner assessment system gamified with racing elements but with a heavier focus on monitoring time and speed. A tag that users attach to their vests while running will be automatically detected by cameras along a running track. The system can accurately capture the running time and speed in real-time of a large group of users, even ranking them from fastest to slowest.

“Our objective is to introduce new technologies into the PE curriculum to support teachers on tedious and lengthy evaluation work with quicker and more accurate solutions while also giving students the benefit of a more fun and efficient PE lesson overall,” said Professor Yan Hong, Director of CIMDA and Wong Chun Hong Professor of Data Engineering.

The systems can be used at schools and any sports institutions that hope to introduce technology to aid physical training for groups of over 35 people and, even if the subjects move quickly, the evaluations are automatic and instant, capturing results shown in real-time and making it easier for students and teachers to monitor progress and improve performance.

“As neither of our systems requires a lot of equipment to begin with, the overall cost is much lower than similar systems, which may require more expensive gear,” said Professor Yan. “In addition, our systems are ready-to-use as they are not difficult to set up even for those not as well versed with computers and electronic devices, so you can save on costs and time spent on pre-implementation work such as staff training or student workshops.”



如有任何查詢，請與城大發展處聯絡（電話：3442-5306或電郵：do@cityu.edu.hk）。
For enquiries, please contact Development Office of CityU at 3442-5306 or via email do@cityu.edu.hk.



運動項目評估系統將熱身運動遊戲化，提升學生做運動的動力和表現。
Sports Activity Assessment gamifies warm-up exercises which can boost student motivation and overall physical performance.

廉署與廠商會攜手推出《誠信營商約章》 提升企業價值並推動建設廉潔營商環境

ICAC and CMA jointly launch “Business Sector Integrity Charter” to enhance corporate value and co-build a clean business environment



多位廠商會會長及會董會成員已率先參與《誠信營商約章》（左起副會長駱百強、馬介欽、黃家和、立法會代表吳永嘉、廉政專員胡英明、財政司副司長黃偉綸、會長史立德、常務副會長盧金榮、副會長陳國民及梁兆賢）。

廉政公署（廉署）最近推出《誠信營商約章》，推動工商業界實施「誠信管理制度」，以加強誠信操守及企業管治，配合國家早前推出《「一帶一路」廉潔建設高級原則》鼓勵加強公私營合作，共同預防及打擊貪污。廠商會成為《約章》首個合作伙伴，於2023年11月7日與廉署合辦啟動禮，由財政司副司長黃偉綸、廉政專員胡英明、廠商會會長史立德、立法會代表吳永嘉，以及常務副會長盧金榮擔任主禮嘉賓。連同史立德會長在內，廠商會的十多名首長及會董會成員更率先參與《約章》，進行誓師儀式！

現階段《約章》開放予廠商會的會員企業參加，參加企業須實施「誠信管理制度」。廠商會正展開連串推廣行動，鼓勵更多會員企業加入行列！《約章》亮點有：

「誠信管理制度」包括三大廉潔元素 「一個委派」

- 委派一名「誠信執行官」，協助落實並監察誠信政策及良好企業管治

「兩個承諾」

- 執行一套包括十大要素的誠信政策
- 安排「誠信執行官」/ 至少一名高級管理人員每年參與最少一個由廉署舉辦的誠信培訓課程

參與《約章》為企業帶來三大好處

1. 加強客戶對公司的信心
2. 提升抵禦貪污和誠信違規的能力及ESG表現
3. 令公司成為優質投資選擇，吸引投資者及擴大業務

廉署免費提供三大支援

1. 諮詢服務 - 協助制定誠信政策，並按要求提供防貪建議
2. 培訓 - 安排誠信培訓
3. 防貪資源 - 提供防貪刊物及工具

參加《約章》三步曲

1. 填妥參加表格及制定您的誠信政策（可參考廉署提供的誠信政策範本）
2. 透過電郵遞交以上文件至《約章》秘書處 (bsic@cpd.icac.org.hk)
3. 收到秘書處發出的確認書及承諾宣言



請即參加《約章》！實踐「以誠建品牌，憑信創商機」！

參加表格、誠信政策範本及其他詳情，請瀏覽：
cpas.icac.hk/ZH/Info/TP_Library?cate_id=10029。如有疑問，歡迎透過電郵
(bsic@cpd.icac.org.hk) 與《約章》秘書處聯絡。

The Independent Commission Against Corruption (ICAC) recently launched the “Business Sector Integrity Charter” (BSIC) to promote the implementation of the “Integrity Management System” (IMS) in the commercial and industrial sectors, with a view to strengthening integrity management and corporate governance. BSIC has embodied the spirit of the High-Level Principles on Belt and Road Integrity Building earlier introduced by the country, which encourage public-private partnership between government and enterprises in preventing and combatting corruption together. The Chinese Manufacturers’ Association of Hong Kong (CMA), the first-phase partner of BSIC, co-hosted a launching ceremony with ICAC on 7 November 2023, which was officiated by Deputy Financial Secretary Mr Wong Wai-lun, ICAC Commissioner Mr Woo Ying-ming, CMA President Dr Shi Lop-tak, CMA Legislative Council Representative the Hon Ng Wing-ka, and CMA Executive Vice President Dr Lo Kam-wing. Including CMA President Dr Shi, more than 10 CMA office bearers and General Committee members led by example by joining BSIC at the ceremony!



CMA member companies are eligible to join BSIC at the current phase. Participating companies are required to implement IMS. CMA is now promoting BSIC through various channels to encourage your active participation! Highlights of BSIC are:

3 Integrity Elements of IMS

“One Delegation”

- Delegate an “Integrity Officer” to assist in the implementation and oversight of integrity policy and good corporate governance

“Two Commitments”

- Implement an integrity policy that includes 10 core elements
- Arrange the “Integrity Officer” or at least one senior management staff member to receive a minimum of one integrity training course provided by ICAC every year

3 benefits of joining BSIC

1. Amplifying customer confidence in your company
2. Adding resistance against corruption and integrity violations, and boosting ESG performance
3. Attracting investors and expanding your businesses

3 free support services from ICAC

1. Advisory Services – assisting you in drawing up the integrity policy, and providing corruption prevention advice upon request
2. Training – organising integrity training
3. Corruption Prevention Resources – providing corruption prevention publications and tools

3 steps to join BSIC

1. Complete the subscription form and draw up your integrity policy (reference can be made to the sample integrity policy provided by ICAC)
2. Email the above documents to the BSIC Secretariat (bsic@cpd.icac.org.hk)
3. Receive a confirmation letter and statement of commitment from the Secretariat

Join us NOW! “Build your brand with probity, Create your value through integrity”!

Visit our website cpas.icac.hk/EN/Info/TP_Library?cate_id=10029 for details including the subscription form, sample integrity policy and more. For enquiries, please email the BSIC Secretariat - bsic@cpd.icac.org.hk

參加指引
Subscription Guidelines



參加表格
Subscription Form



聯合國持續發展17目標

《我們共同的未來》

善企證書及四大獎項 2023 / 24



- 1 無貧窮
- 2 零飢餓
- 3 良好健康與福祉
- 4 優質教育
- 5 性別平等
- 6 清潔飲水和衛生設施
- 7 經濟適用的清潔能源
- 8 體面工作和經濟增長
- 9 產業、創新與基礎設施
- 10 減少不平等
- 11 可持續城市及社區
- 12 負責任消費與生產
- 13 氣候行動
- 14 水下生物
- 15 陸地生物
- 16 和平、正義與強大機構
- 17 促進目標實現的夥伴關係

SUSTAINABLE DEVELOPMENT GOALS

鼓勵各企業參與「聯合國持續發展17目標」，亦即《我們共同的未來》計劃。以文字、照片、訪問、影片等紀錄企業在任何一項或多項「持續發展目標」中的事實，作出報告，相互參考，共同勉勵。**各企業均可參與！**



方方樂趣教育機構
目標 4「優質教育」



信貸便利店有限公司
目標 1「無貧窮」



承創科技集團有限公司
目標 8「體面工作和經濟增長」



智慧光慈善基金
目標 2「零飢餓」



基督教永明基金
目標 3「良好健康與福祉」



洪子晴慈善基金會
目標 3「良好健康與福祉」



香港環境師學會
目標 17「促進目標實現的夥伴關係」

吳惠容博士
目標 12「負責任消費與生產」

我們近期的活動花絮

為推廣聯合國 SDG 項目獎項及 AI 對各 SDG 項目的幫助，我們聯同香港環境師學會、香港華商會所、香港理工大學，以及公益電視等舉辦逾百人的培訓。



本年8月12日攝於香港理工校友營



本年9月28日華商會所晚宴



本年10月28日假座香港中環街市



本年11月12日在Sky100分享AI 環節



主辦機構
奧地利史懷哲協會中國分部



合辦機構
英國管理專業人員協會



支持機構
聯合國開發計劃署



支持機構
香港公益電視



網站：www.sdghk.org
查詢：2972 2319

(廣告)

中國全面取消製造業領域外資准入限制措施

China Cuts Foreign Investment Restrictions in Manufacturing Sector



第三屆“一帶一路”國際合作高峰論壇

THE THIRD BELT AND ROAD FORUM FOR INTERNATIONAL COOPERATION

10月18日，國家主席習近平在「一帶一路」國際合作高峰論壇開幕式的主旨演講中，宣佈了中國支持高質量共建「一帶一路」的系列舉措，其中包括「全面取消製造業領域外資准入限制措施」。

在《外商投資准入特別管理措施(負面清單)(2021年版)》中，涉及製造業的負面清單僅有兩項，「出版物印刷須由中方控股」和「禁止投資中藥飲片的蒸、炒、炙、煨等炮製技術的應用及中成藥保密處方產品的生產」。而自2022年1月1日起，《自由貿易試驗區外商投資准入特別管理措施(負面清單)(2021年版)》已實現了自貿試驗區製造業條目清零。現在的全面放開是在先行先試的基礎上，從試點推向全國，展現持續擴大開放的決心。

未來，中國將繼續調整外資准入負面清單，研究進一步放寬外資股比限制的可能性，以吸引更多全球資源進入中國市場。同時，各部門和地方將共同努力落實《國務院關於進一步優化外商投資環境加大吸引外商投資力度的意見》，為外資企業提供更優質的服務，打造市場化、法治化、國際化的營商環境。

廣東公布融資租賃支持製造業高質量發展

10月19日，廣東省人民政府辦公廳發布《廣東省大力發展融資租賃支持製造業高質量發展的指導意見》，提出了10條發展措施，明確了廣東融資租賃行業發展目標，以橫琴、前海、南沙為集聚地，打造立足灣區、聯動港澳、服務全國、輻射全球的融資租賃業發展高地。指導意見鼓勵製造業大市、沿海城市以及粵東粵西粵北等地區圍繞各自產業特點發展融資租賃；鼓勵各地市在出台融資貼息、風險補償政策時將融資租賃納入支持範圍；支持通過直接融資租賃方式購置設備且符合條件的工業企業申請技改資金支持等。同時，支持聯動港澳深化跨境合作，探索跨境租賃資產交易，共建粵港澳大灣區國際融資租賃中心。

On October 18th, President Xi Jinping delivered a keynote speech at the opening ceremony of the third Belt and Road Forum for International Cooperation, and announced a series of initiatives to support the high-quality development of the Belt and Road Initiative, including the decision to remove all restrictions on foreign investment in the manufacturing sector.

In the 2021 version of the national negative list, the number of manufacturing items prohibited for foreign investors has been reduced to 2, while the negative list for pilot Free Trade Zone has been reduced to zero. The complete removal of restrictions on foreign investment in the manufacturing sector is a significant indicator of China's increasing openness to the world.

China will continue to adjust the negative list for foreign investment and explore the possibility of further relaxing restrictions on foreign shareholding ratios to attract more global resources into the Chinese market. At the same time, various departments and localities will work together to implement the Opinions of the State Council on Further Optimizing the Foreign Investment Environment and Increasing the Attraction of Foreign Investment. This will aim to provide better services for foreign-funded enterprises and create a market-oriented, rule-of-law, and internationalized business environment.

Guangdong Province Introduces Financing Lease Support for the Manufacturing Industry

On October 19th, the Guangdong Provincial People's Government issued the Guiding Opinions on Vigorously Developing Finance Leasing and Supporting High-quality Development of Manufacturing Industry in the Guangdong Province (Opinions).

The Opinions puts forward 10 measures, which include encouraging the development of financing lease based on local industrial characteristics in major cities, coastal areas, and eastern, western, and northern regions of Guangdong. It also encourages local governments to include financing lease in the scope of support when issuing policies related to financing subsidies and risk compensation. Furthermore, it supports industrial enterprises that meet certain conditions to apply for technology improvement funds through direct financing lease to purchase equipment. Additionally, it supports deepening cross-border cooperation with Hong Kong and Macau, exploring cross-border leasing asset transactions, and jointly building an international financing lease center in the Greater Bay Area.

多元校隊創佳績 學生潛能盡展現

Diverse school teams achieving excellent results Showcasing students' full potential



校長親自到場為男女子籃球隊打氣及拍攝大合照
The Principal came to cheer on the basketball teams and took group photos with them

廠商會蔡章閣中學一直鼓勵學生多元發展，積極籌辦各種活動，給予學生盡展所長的機會。隨着疫情緩和，校園生活復常，該校也逐步恢復各項校隊訓練。

該校積極鼓勵對運動充滿熱誠的學生加入校隊，並安排專業教練每週提供有系統的訓練，藉此協助學生培養恆常運動的習慣，以及建立健康的生活模式。除了技術指導外，教練亦致力培養學生的正面價值觀和態度，所以會嚴格要求校隊成員守時守規，以積極的學習態度，認真地參與訓練。通過校隊訓練，學生可以親身體會到律己守規、堅持不懈的重要性。

除了常見的籃球、足球、排球校隊外，該校也照顧到南亞裔學生的喜好，特別設立板球校隊，並歡迎不同種族的學生參與，藉此促進文化交流及種族共融。運動是世界共通的語言，不同國籍、種族的人，都可以透過運動互相溝通及交流，而該校的校隊訓練也成功使不同族裔的學生團結一致，朝着共同目標前進。

為了讓學生感受比賽氣氛，提升他們的自信心和應對逆境的能力，該校每年都積極參加由香港學界體育聯會、香港賽馬會等機構舉辦的校際比賽。這些比賽都是學生展現潛力、綻放光芒的舞台。近年，該校的球隊在各項比賽中屢獲獎項，而該校的板球隊更不止一次勇奪全港學界亞軍。此外，該校的男子甲組籃球隊本年度亦以全勝的戰績進入複賽。學生們不僅在賽場上獲得成功，他們的團結與堅毅更讓老師和家長引以為榮。



熱愛足球的同學專注練習運球技巧
Those football enthusiasts are practicing their dribbling skills



球員們都深深明白到除了技術，聽從教練指示及團隊合作也很重要
Besides basketball skills, students also realize that it is important to listen to the coach's instructions and work as a team during competitions

學校對運動的重視和支持，以及師生的堅持和努力，讓該校運動風氣日盛。該校老師指出，近年有志加入校隊的學生人數一直錄得顯著增長。期望更多年青人像蔡章閣中學的學生一樣，愛上運動，享受運動帶來的樂趣和滿足感。



板球是非華語學生的強項，今年定能上下一心，再創佳績
NCS students have made commendable achievements in cricket competitions. We believe that we will achieve more this year

CMA Choi Cheung Kok Secondary School encourages students to have diverse development and actively organizes various activities to provide them with opportunities to showcase their talents. As the pandemic eases, campus life is returning to normal, and the school is gradually resuming various team trainings.

The school actively encourages students who are passionate about sports to join different school teams, and arranges systematic training with professional coaches on a weekly basis. This helps students develop the habit of regular exercise and establish a healthy lifestyle.

In addition to professional guidance, the coaches also focus on cultivating positive values and attitudes in students. Therefore, team members are expected to observe punctuality, obedience, and participation with a positive learning attitude. Through team training, students can experience the importance of self-discipline and perseverance.



初中的排球隊隊員練得汗流浹背，努力鞏固基本功
Volleyball players from the junior form are practicing their fundamental skills

In addition to the ordinary basketball, football, and volleyball teams, the school also caters to the preferences of South Asian students by setting up a cricket team and welcoming students from different ethnic backgrounds to participate. This promotes cultural exchange and racial harmony. Sports are a universal language that allows people of different nationalities and races to communicate and interact with each other. The school's team training has successfully united students of different ethnicities to work together towards common goals.

To let students experience the atmosphere of competitions and enhance their confidence and resilience in facing adversity, the school actively participates in inter-school competitions organized by the Hong Kong Schools Sports Federation, Hong Kong Jockey Club, and other institutions. These competitions provide stages for students to demonstrate their potential and shine. In recent years, the school's teams have won numerous awards in various competitions, and the cricket team has won the runner-up in the Hong Kong schools' league for multiple times. In addition, the school's men's basketball team has entered the playoffs with an undefeated record this year. The students' success on the field and their unity and perseverance have made teachers and parents proud.

The school's emphasis on sports and its support, along with the dedication and efforts of teachers and students, have led to a thriving sports culture in the school. Teachers point out that in recent years, there has been a significant increase in the number of students who are interested in joining the school teams. It is hoped that more young people will, like the students of the school, develop a love for sports and enjoy the fun and fulfillment that sports bring.

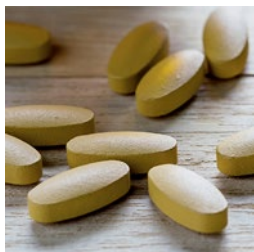


隊員們排好隊用心地進行接球訓練
All team members lined up and were ready for the ball-catching drills



隊員正在進行擊打訓練
Team members are having batting practice

歡迎新會員 OUR MEMBERS Welcome!



捷成消費品有限公司
Jebsen Consumer Products Company Limited
代表：黃麗斯小姐（副總經理 品牌管理及渠道銷售）
產品：保健食品
Representative: Ms Wong Lai Sze
(Deputy General Manager, Brand Management and Channel Sales)
Product: Health supplement



諦媛諾有限公司
Tianmo Limited
代表：黃隆安先生（董事）
產品：保健食品
Representative: Mr Wong Lung On Leon (Director)
Product: Health supplement



鑫寶食品公司
Yumbo Food Products Company
代表：雷丹霞小姐（董事）
產品：鮑魚、盆菜
Representative: Ms Lui Tan Ha (Director)
Product: Abalone, poon choi



邁步財經印刷有限公司
iPro Financial Press Limited
代表：郭純恬先生（主席）
產品：設計/印刷
Representative: Mr Kwok Shun Tim (Chairman)
Product: Design & printing



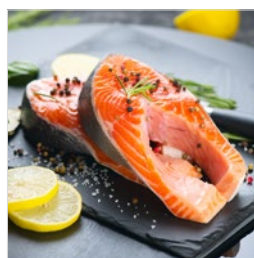
大樹建築材料有限公司
Bigtree Construction Support Corp Limited
代表：馬精蔚先生（董事）
產品：鐵製鋼製建築材料
Representative: Mr Ma Ching Wai (Director)
Product: Iron and steel building materials



華鏗貿易有限公司
Billion Dollar Cooperation Limited
代表：李梓樂先生（董事）
產品：保健產品
Representative: Mr Li Tsz Lok (Director)
Product: Health product



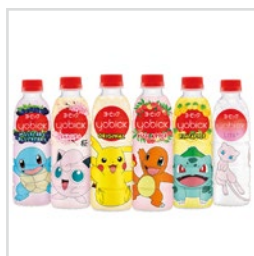
香港中國旅行社有限公司
China Travel Service (Hong Kong) Limited
代表：陳瑞東先生（總經理）
產品：旅行及相關配套服務
Representative: Mr Ruidong Chen (General Manager)
Product: Travel and related supporting services



領鮮環球食品有限公司
Global Champion Food Company Limited
代表：伍家俊先生（董事總經理）
產品：挪威三文魚
Representative: Mr Ng Ka Chun (Managing Director)
Product: Norway salmon



兆利發展有限公司
Sharp Link Development Limited
代表：陳俊培先生（董事總經理）
產品：涵蓋大多數產品包括糧油食品、護膚、酒、健康產品、母嬰產品等
Representative: Mr Chan Chun Pui
(Managing Director)
Product: FMCG, skincare, healthcare, alcohol, baby products



駿馬達國際控股有限公司
JMD International Holdings Limited
代表：劉志達先生（董事）
產品：乳酸菌飲品
Representative: Mr Lau Chi Tat (Director)
Product: Yoghurt flavoured drink



簡和堂國際集團有限公司
Simply Health International Group Limited
代表：李潔晶小姐（董事）
產品：簡和堂益生菌
Representative: Ms Li Jie Jing (Director)
Product: Simply Health probiotics



朗曼酒業(亞洲)有限公司
Naturalis World Limited
代表：吳承宗先生（董事）
產品：葡萄酒及食品進出口及批發
Representative: Mr Ng Summy Josely
(Managing Director)
Product: Wine importer & wholesales



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