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December 2021

HKGCC: The Voice of Business in Hong Kong

bulletin
工商月刊



CHINA'S 20 YEARS AT THE WTO



中國入世20年

BUSINESS PROSPECTS SURVEY
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Celebrating China's WTO Anniversary

Joining the global trade organization accelerated Mainland's economic growth and provided new opportunities for Hong Kong





慶祝中國入世20載

加入全球貿易組織有助促進內地經濟發展，
為香港開創新機遇

今年是中國加入世界貿易組織20周年，是個好契機反思中國經濟自入世以來的驚人增長，以及對香港的助益。

長久以來，香港一直是連繫內地與全球各地的橋樑，而中國加入世貿組織大大加快了國家發展。這正好讓香港企業一展所長，發揮中西文化薈萃的獨特優勢，尤其是金融及專業服務技能方面。

展望下一個 20 年，大灣區建設顯然是香港發展的重要動力。隨着計劃漸趨成熟，區內壁壘消除，這個全球其中一個增長最快的經濟集群自會產生協同效應，進一步推動經濟增長。

總商會在過去幾年進行的調查結果顯示，本港企業對大灣區發展充滿信心，並渴望進軍這個龐大而活力十足的市場，抓緊商機。不過，新冠病毒疫情可能令許多公司被迫擱置大灣區業務計劃。

行政長官出席最近舉行的商界聯席午餐會時表示，與內地通關將逐步進行，預料初期先推出配額制免檢疫雙向通關。我們希望首階段通關進展順利，以便進一步放寬限制，容許香港商務人員前往大灣區處理業務。畢竟，經濟全面復蘇的關鍵在於重新開放邊境。

邁向 2022 年，香港企業有理由保持審慎樂觀。儘管旅遊業等部分行業仍然深受疫情打擊，但隨着香港連續多天未有新增本地感染個案，日常生活逐步恢復正常，其他行業開始漸見起色。

經歷了過去幾年的艱難日子，經濟前景漸趨明朗。根據本會最近一項調查，有 79% 受訪企業表示 2021 年上半年的營業額較去年有所增加或維持不變。

其他好消息包括：就業市場持續改善，8 至 10 月的失業率降至 4.3%。在政府消費券計劃帶動下，本港零售業銷貨額在 9 月份按年增長 7.3%。

加入世貿組織是中國走向開放的一大步，有助促進內地的驕人發展。大灣區規劃標誌着國家經濟發展的另一重要里程碑。香港企業都期盼儘早通關，讓我們能切實把握大灣區及其他地區精彩萬分的機遇。

The 20th anniversary of China's entry to the World Trade Organization offers an opportunity to reflect on the extraordinary growth of the Chinese economy since then – and the benefits that have flowed to Hong Kong.

Hong Kong has long been the bridge between the Mainland and the rest of the world, and China's WTO entry greatly accelerated the nation's development. This in turn enabled Hong Kong businesses to use their expertise and unique East-meets-West advantages – in particular our financial and professional services skills.

And as we look to the next 20 years, it is clear that the development of the Greater Bay Area (GBA) will be the principal driver of Hong Kong's growth. As the project matures and the barriers come down within the GBA, the natural synergies will turbo-charge what is already one of the fastest-growing economic clusters in the world.

We know from our Chamber surveys over the past few years that local businesses are tremendously positive about the GBA initiative, and are keen to access the opportunities in this huge and dynamic market. But the Covid-19 pandemic may have put the brakes on many companies' GBA plans.

The Chief Executive told members at our recent Joint Business Community Luncheon that the reopening of the border with the Mainland will be gradual. It is expected that, initially, a limited daily quota will be able to travel without the need for quarantine at either end. We hope that the initial crossings will progress smoothly, enabling a further relaxation of restrictions to allow Hong Kong businesspeople to get back to doing business in the GBA in person. Key to a full economic recovery, of course, will be the reopening of our borders.

So, as we move into 2022, Hong Kong businesses have good reason to be cautiously optimistic. While some sectors, like tourism, remain badly affected, others are starting to see the benefits of the lack of active local Covid cases in Hong Kong and relatively few restrictions on day-to-day life.

After a very tough couple of years, the economic outlook is now becoming brighter. In a recent Chamber survey, 79% of respondents said that their business turnover had increased or remained the same in the first half of 2021, compared to last year.

In other good news, the employment situation continues to improve, with the August-October unemployment rate dropping to 4.3%. Hong Kong retail sales enjoyed a rise of 7.3% year-on-year in September, buoyed by the Government's e-voucher scheme.

Joining the WTO was a huge step in China's opening up and helped facilitate its extraordinary development. The GBA initiative represents another major milestone in the nation's economic progression. Here in Hong Kong, businesses look forward to the reopening of the borders so that we can really grasp the fantastic opportunities in the GBA and beyond.

Peter Wong
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《工商月刊》今與昔





Readers may have noticed that *The Bulletin* has started arriving in new eco-friendly envelopes. This packaging is made from plant-based materials including soy, wheat, corn and others. So, besides being re-usable and water-resistant, the packaging is also 100% compostable, conforming to the latest strict E.U. standards. We thank members for your continued support as we try to reduce our environmental impact at the Chamber.

各位讀者或已留意到《工商月刊》改以全新的環保信封寄發。這款信封以植物原料製成，成分包括大豆、小麥和粟米等。因此，新包裝除了可重用和防水，更為百分百可分解，符合嚴格的最新歐盟標準。總商會一直致力減少對環境的影響，感謝各位會員一如既往的支持。



A Busy Year for the Chamber

Despite restrictions, we have been able to operate a very active programme of events throughout 2021 to serve our members





總商會充實的一年

在防疫措施限制下，我們在2021年仍積極舉辦各式活動，為會員服務

年末將至，又是時候檢討過去12個月的工作表現，並反思如何作出改進。儘管新冠病毒疫情改變了總商會服務會員的形式，我們卻依然忙個不停，繼續提供多元化的服務和活動。

「香港做得到！幸運大抽獎」是總商會在2021年的重點活動之一，期間吸引數百萬位已完成接種疫苗的市民參加，並向數千名幸運兒送出總值4,300萬港元的獎品。我們還舉辦了慈善高爾夫球賽，為香港保護兒童會籌得30萬港元善款。此外，本會年內定期籌辦小型企業社會責任活動，支持惜食堂、東華三院、海洋公園保育基金和香港導盲犬服務中心的工作。當中大部分工作有賴卓妍社會員積極響應，協助本會籌得超過180萬港元捐款，用於為弱勢社群製作關愛包。

在商業活動方面，我們今年舉辦了約400場線上和線下會議、研討會和工作坊，包括超過90個培訓課程。除了透過Zoom在網上進行活動，我們還與多國駐港總領事和政府官員會面，最近還舉行了一年一度的行政長官「商界聯席午餐會」。我們亦已復辦實地考察和歡樂時光聯誼活動，並將於12月舉辦「聖誕聯歡酒會」，歡迎各位會員參與。

政策倡議方面，總商會就野生動物罪行、即棄塑膠餐具等廣泛議題向政府提呈建議，每年亦就《施政報告》和《財政預算案》向政府出謀獻策。除了我們的立法會代表，本會今年還提名會員出選選舉委員會商界（第一）界別委員，確保「商界之聲」得到聆聽，並為建設更美好的香港出力。

我們與高中生和大學生的互動交流也未有間斷。本會在11月啟動了第三屆「商業案例競賽」，由大學生組成約200支參賽隊伍，合力拆解企業面對的實際商業難題。其他專為青年而設的活動包括：「160+實習計劃」，為本地大學生提供1,600個實習職位；還有已舉辦多年的「商校交流計劃」，活動可謂豐富多彩。此外，本會最近推出「完美求職計劃」，幫助學生為未來事業發展鋪路。

過去一年大家好不容易熬過，隨着2021年即將成為過去，我們均展望更美好的2022年。根據總商會進行的「商業前景問卷調查」結果（詳見第16頁），近半受訪企業預期來年業務有所增長，並且計劃增聘人手。

12月亦是不少會員續會的月份，本人衷心希望總商會的服務能讓大家在過去一年有所得着，我們定當繼續竭誠為您們服務。謹此祝願各位讀者聖誕快樂，期盼來年能與諸位共聚。

As the end of the year approaches, it is traditional to look back on the achievements of the past 12 months and consider where we can do better. While the Covid-19 pandemic has impacted how we serve our members, the Chamber has remained as busy as ever delivering a wide range of services and events.

A major initiative in 2021 was our Hong Kong We Can Do It! Lucky Draw campaign, which saw millions of vaccinated citizens participate and thousands win prizes worth HK$43 million in total. We also hosted a charity golf tournament that raised HK$300,000 for the Hong Kong Society for the Protection of Children, and as well as other smaller-scale CSR events regularly during the year in support of Food Angel, Tung Wah Group of Hospitals, Ocean Park Conservation Fund and the Hong Kong Seeing Eye Dog Service. Much of this work was done by our WEC members, who collected more than HK$1.8 million in donations to create care packages for disadvantaged citizens.

On the business front, we organized around 400 hybrid meetings, seminars and workshops this year, including over 90 training programmes. Not all events were on Zoom, as we also met face to face with several Consuls General and government officials, and recently hosted the annual Hong Kong Business Community Luncheon with the Chief Executive. We also resumed site visits and Happy Hour networking events, and for December we will hold our Christmas Cocktail Reception for members.

On the lobbying side, your Chamber made submissions to the Government on topics ranging from wildlife crimes to disposable plastic tableware, as well as our annual Policy Address and Budget proposals. Besides our LegCo representative, this year we also nominated members for the Commercial (First) Election Committee, to ensure that the "voice of business" is heard and to help create a better Hong Kong for all.

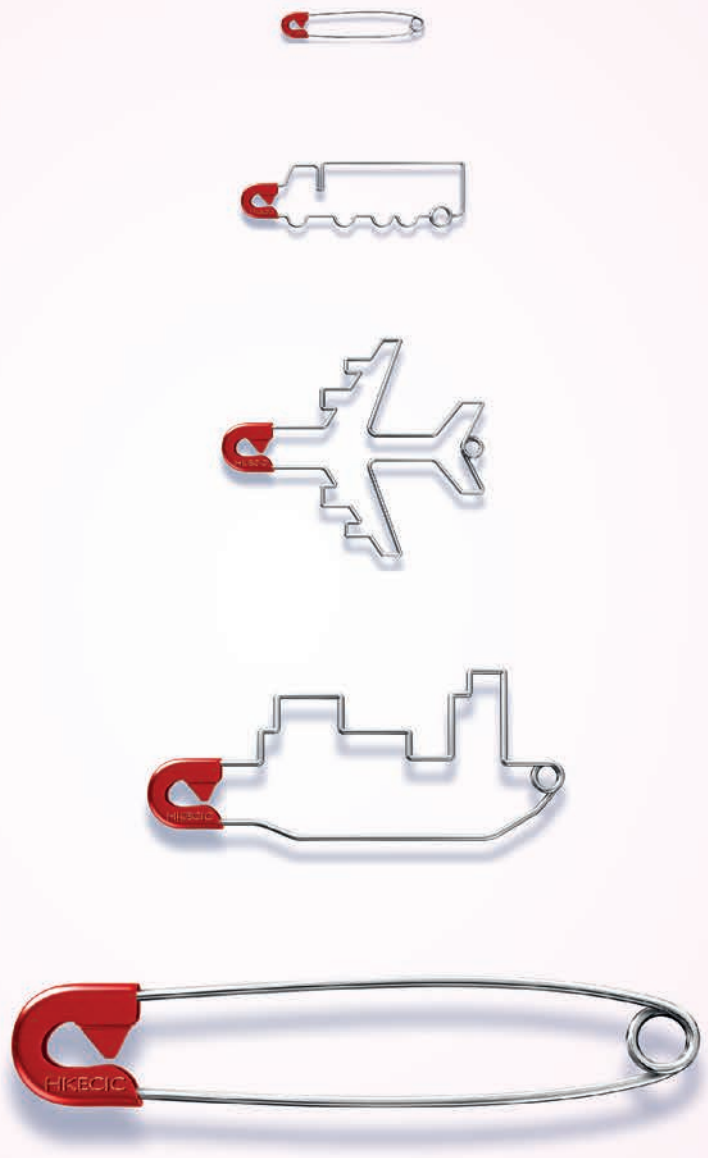
Our important interaction with high school and university students continued uninterrupted. November saw the launch of the third edition of our Business Case Competition, where around 200 teams of university students tackle real-life business challenges. Other projects for young people included creating 1,600 places for our 160+ Internship Scheme, and our long-running Business-School Partnership Programme had a full calendar of activities. A new initiative was our Pitch Perfect Programme to help students get their careers off to a flying start.

Despite it being a trying year for us all, 2021 seems to have flown by and we are looking forward to a better 2022. In the Chamber's Business Prospects Survey, which you can read about on page 16, around half of businesses are expecting business to grow and hiring to increase.

December is also membership renewal time for many of you: I hope that you have found our services useful in the past year, and we will continue to serve you with our best endeavours. I wish all of our readers a merry Christmas, and look forward to seeing you in person in 2022.

George Leung
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China's 20 Years at the WTO
中國入世20年

From hosting high-level meetings to producing in-depth reports, HKGCC played an active role in preparations for China to join the global trade group
從舉辦高級別會議到編製深入報告，總商會為中國加入全球貿易組織積極做好準備

Twenty years ago, after a 15-year application process, China was finally admitted to the World Trade Organization (WTO). While the nation's economy had been opening up since 1978, membership of the WTO has undoubtedly fuelled its astonishing growth over the past two decades.

While some jurisdictions had reservations at the time about China joining the organization, Hong Kong was among those that recognized the huge benefits that were likely to emerge.

"I see extraordinary opportunities for Hong Kong and our businesses after China's accession into WTO," said Chief Executive Tung Chee-hwa, speaking at the Chamber's Hong Kong Business Summit in December 2000.

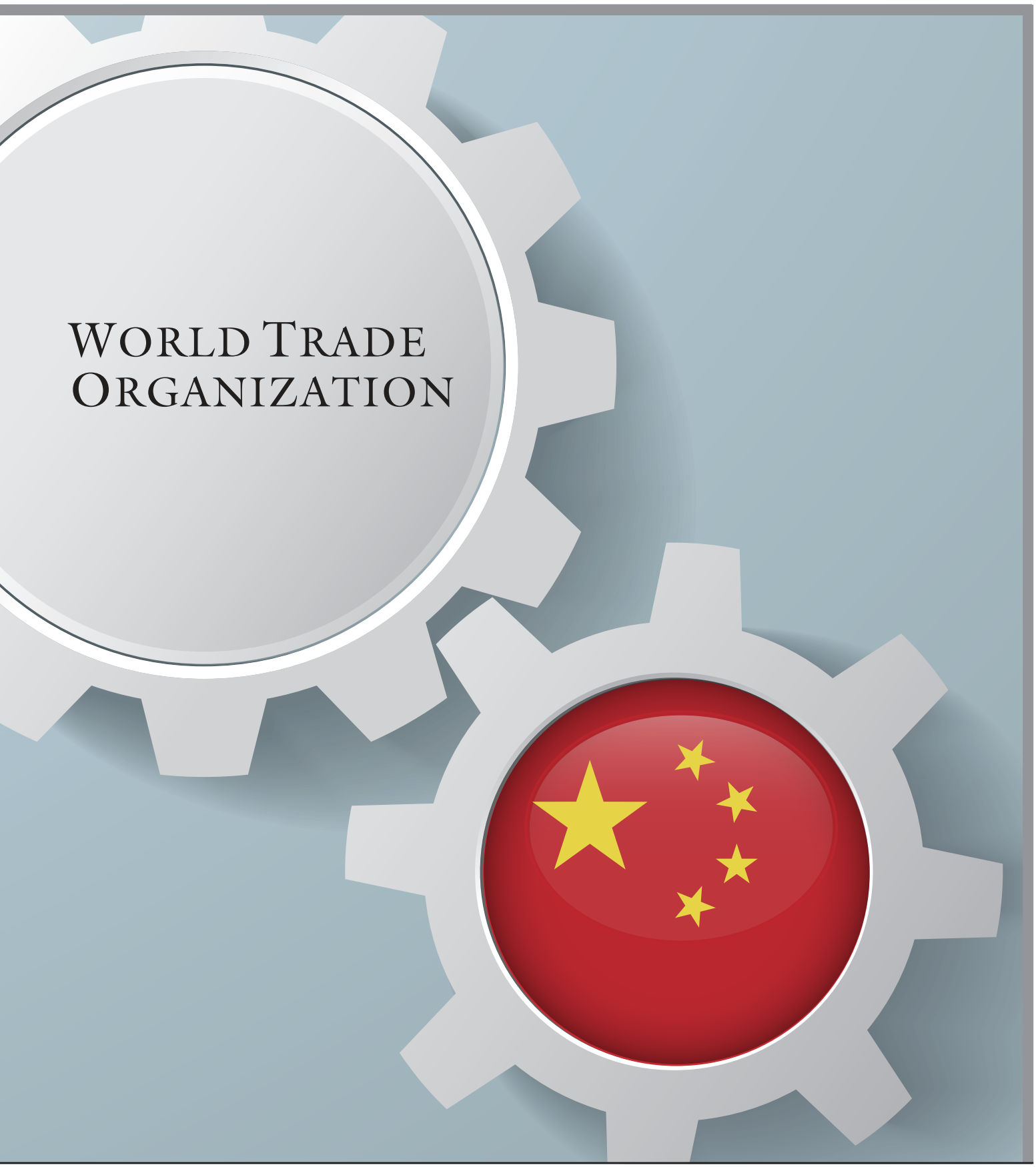
"Across the board, in the financial, IT, telecommunications, tourism and professional services sectors, Hong Kong is now well positioned to take full advantage of the vista of new opportunities which will flow."

HKGCC's role

China's years-long preparations to join the WTO also meant a great deal of activity for HKGCC. Long before the WTO agreement was signed, we were busy lobbying for China's membership, holding discussions with Central Government representatives, and helping to train Mainland officials. This was in addition to extensive work to prepare Hong Kong businesses for the changes ahead.

During the 1990s, the Chamber held a series of meetings with senior officials, in Beijing and in Hong Kong, to share the thoughts of the Hong Kong business community on the Mainland's reform process. Many of these meetings were with the Ministry of Foreign Trade and Economic Co-operation (MOFTEC), which was handling China's WTO application.

HKGCC at that time typically arranged three annual missions to Beijing – under the General


WORLD TRADE
ORGANIZATION





(Top) Chinese Foreign Trade and Economic Cooperation Minister Shi Guangsheng signs the WTO accession documents during a ceremony in Doha, Qatar, on 11 November 2001. (Left) Shi and WTO Head Mike Moore, along with Qatari Finance, Economy and Trade Minister Sheikh Yussef Hussein Kamal, share a toast during the signing ceremony.
（上）中國對外貿易經濟合作部部長石廣生在2001年11月11日於卡塔爾多哈簽署中國入世議定書。（左）石廣生、世貿總幹事Mike Moore與卡塔爾金融、經濟及貿易部部長Sheikh Yussef Hussein Kamal在簽字儀式上舉杯慶祝。
(AFP PHOTOS法新社圖片)

China's Rapid Growth Since Joining WTO

China's GDP grew from US$1.3 trillion in 2001 to US$14.7 trillion in 2020.

The country's total trade grew from US$500 billion in 2001 to US$4.6 trillion in 2019.

Trade in goods between the U.S. and China increased from less than US$100 billion in 1999 to US$558 billion in 2019.

In 2001, China was the sixth largest exporter of goods in the world. In 2009, it became the largest, and in 2014 overtook the E.U. In the 1970s, China's share of global trade had been less than 1%.

From 1990 to 2015, the share of the Chinese population living in extreme poverty declined from 67% to under 1%.

Committee, the China Committee and the HKCSI group.

As HKCSI was the policy think-tank of the Chamber, it took the lead in WTO-related activities and, in 1995, formed an "Expert Group" with representatives from various sectors. This Expert Group held meetings with Mainland officials, organized training sessions on both sides of the border, and carried out in-depth research.

A key meeting of the Expert Group took place in April 1996, when the Chamber invited MOFTEC officials to Hong Kong. MOFTEC's Director An Min led the delegation along with four members of China's WTO negotiation team. The key purpose of this half-day meeting was to exchange views on the reforms that Beijing was carrying out ahead of joining the WTO, in particular tariff reductions and elimination of non-tariff barriers, the opening of trading rights, transparency of laws and implementation procedures and liberalisation of the services sector.

They also discussed the likely benefits for Hong Kong businesses.

"It is the Expert Group's belief that continuous liberalisation in China will be the key ingredient to boost the efficiency and competitiveness of local industries by lowering costs of production while improving quality, and to advance the physical, social and human infrastructures so as to promote long-term economic growth," our report on this meeting said.

"As the economic development in China has been the backbone of

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Vice Premier Zhu Rongji greets Chamber Chairman Peter Sutch during a HKGCC mission to Beijing in 1998. Zhu, who was a key driver of China's economic reforms ahead of joining the WTO, met HKGCC representatives on a number of occasions.

1998年，朱鎔基副總理接見由總商會主席薩秉達率領的北京訪問團。朱鎔基積極推動中國的經濟改革和入世進程，曾多次與總商會代表會晤。

Hong Kong's future growth, the Chamber Expert Group continuously supports China's accession to the WTO."

At the meeting, HKGCC representatives put forward detailed proposals on a wide range of topics, such as modernizing the customs infrastructure by developing electronic documentation, and allowing greater participation of foreign management in airport-related projects.

Another topic discussed was the complaints procedures in the legal system. We suggested that, to improve foreigners' familiarity with the system, a handbook outlining procedures for filing complaints and the speed of the process should be published in both Chinese and English.

Following this in-depth and constructive dialogue, the MOFTEC officials also had the opportunity to see some of the sights in Hong Kong, including a visit to Happy Valley Racecourse as guests of the Chamber.

Chamber representatives also held discussions with other high-ranking Chinese officials as the WTO preparations continued. Among these was Vice Premier Zhu Rongji, who met with HKGCC members in the late 1990s during our missions to Beijing. Zhu was a major driver of China's economic reforms and its progress towards the WTO. It was Zhu that travelled to the United States in 1999 to meet President Bill Clinton to assuage U.S. concerns about its readiness for WTO accession.

HKGCC also worked to address U.S. reluctance by putting our global network into action. We encouraged our members to contact their U.S. business partners, and ask them to connect with local politicians to help them understand how China joining the WTO would benefit U.S. businesses.



HKGCC's report on the impact on Hong Kong businesses was first published in January 2000. In response to strong demand we published an updated edition in June the same year.
總商會於2000年1月發表有關中國入世對港商的影響的研究報告。有見報告反應熱烈，本會遂於同年6月推出新訂本。

Besides holding policy meetings, HKCSI also organized a number of practical training sessions to share Hong Kong's expertise with Chinese officials. One of these was a three-day seminar in Nanjing in November 1998, where 120 participants from across Mainland China explored the impact of liberalization on services, especially in the retail, wholesale and logistics industries.

While the Chamber was extremely busy throughout this period ahead of China's WTO accession, it is worth noting that much of this activity was carried out behind the scenes by many hardworking HKGCC members from a wide variety of sectors.

Informing Hong Kong businesses

The more public side of the Chamber's work around China and the WTO was informing Hong Kong businesses about the changes, and help them find the opportunities that were opening up.

Chief among these was our report: "China's Entry into the WTO and the Impact on Hong Kong Businesses," first published in January 2000. The extensive research was carried out from May 1999 to January 2000 by nine working groups. In the report, we summarized the likely outcomes:

"There is no doubt that the reduction in tariffs, the liberalization of service industries, and the increasing transparency and rules-based commerce brought about by China's WTO accession – along with a general rise in Chinese living standards due to the anticipated economic growth – will benefit Hong Kong."

The report also reflected some of the worries of the time about China's business environment, such as market inefficiency, lack of qualified staff, and cumbersome procedures for transactions. While we expressed some concern that Hong Kong's gateway function could diminish, we foresaw that international firms would continue to use the city as the entry point to China.

"New players, especially SMEs from abroad, can find know-how and expertise in Hong Kong to help them do business in the China market that will continue to be very diverse and complex."

We also anticipated that, with more Chinese companies going global, this would give Hong Kong a new middleman role. "Hong Kong professional firms can expand their business in China," the report stated. "Mainland enterprises will become their potential customers."

Besides this major report – which was updated for subsequent editions and sold thousands of copies – the Chamber also organized a range of events to inform members about the impact and opportunities for different sectors. Speaking at one of these workshops in November 2001, Marshall Byres, COO at Ernst & Young, likened the number of international companies heading for China to the California Gold Rush.

"There is gold over there. There is no question about that," he said. "It is a huge country – the largest emerging market that has ever been seen. And if we, sitting in Hong Kong, don't put ourselves out to get a bit of it, then we will have been very silly."

Impact on Hong Kong

Perhaps the most notable impact on Hong Kong is that China's accession to the WTO directly paved the way for the Closer Economic Partnership Agreement (CEPA) between the two economies.

Indeed, HKGCC first suggested such an arrangement in our "China's Entry into the WTO" report: the following year, the HKSAR Government made



"I see extraordinary opportunities for Hong Kong and our businesses after China's accession into WTO." Chief Executive Tung Chee-hwa, speaking at the Chamber's Business Summit in December 2000.

2000年12月，時任行政長官董建華在總商會「香港商業高峰會」上表示：「中國加入世貿會為香港和本地商界創造龐大機遇。」

a formal proposal to Beijing on the topic. The Chamber shared the business community's suggestions in 13 separate papers, and the CEPA agreement was signed in June 2003.

"The Chamber is very pleased that many of our ideas have found their way into the agreement," we said at the time. "From zero tariff, to lowering barriers for retail and banking, to early liberalization for distribution, to allowing our professionals to practice in China, to further liberalization for exhibitions, for example. These were all submitted by us to the Government during this long period of negotiation."

Members involved in the Chamber's WTO work included our CEO George Leung. At that time, Leung was an economist at HSBC, and shared his expertise with HKGCC in our Banking Expert Group that researched the impact of China joining the WTO.

He recalled that Hong Kong was one of many jurisdictions around the world lobbying for China to be accepted, and that the business community here was particularly keen to see China's accession finally take place.

"Of course, fellow Chamber members at that time were enthusiastic about China joining the WTO," Leung said, "as they could see how Hong Kong businesses would benefit."

The reduction in tariffs lead to a seismic change in the global supply chain. With China in the WTO, all member countries could access not just the lower costs but also the huge scale and unrivalled skillset of Chinese manufacturing, and many of them moved production to China.

"The process of globalization really got under way after the year 2000," Leung said. "If China hadn't joined the WTO, it would not have been able to become the world's factory, and Hong Kong would not have been able to enjoy the benefits of the nation's growth."

Looking back to the events of 20 years ago, there is no doubt that China's membership of the WTO was a huge landmark in the nation's development. It also conferred many advantages on Hong Kong as the bridge between the Mainland and the rest of the world for businesses around the world.

It is clear that Hong Kong's fortunes will continue to grow alongside Mainland China's as the nation's opening-up process continues. After getting the Covid-19 outbreak under control relatively quickly, China's economy rapidly returned to growth. Here in Hong Kong, right now we are awaiting the reopening of the physical border. This will enable us to get back to business with our Mainland partners and get back on the path to prosperity, for the next 20 years, and beyond.



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中國入世後飛速增長

中國經濟規模從2001年的1.3萬億美元增至2020年的14.7萬億美元。

國家貿易總額從2001年的5,000億美元增至2019年的4.6萬億美元。

美中雙邊貨物貿易總額從1999年的不足1,000億美元增至2019年的5,580億美元。

在2001年，中國為全球第六大貨物出口國，在2009年躍升至全球第一，到2014年更超越歐盟的出口總額。在1970年代，中國佔全球貿易額的比例不到1%。

1990年至2015年期間，中國的赤貧人口比例從67%下降至1%以下。

經過歷時15年的申請程序，中國在20年前終於獲准加入世界貿易組織。內地經濟自1978年起對外開放，但成為世貿成員無疑促進了國家在過去20年的驚人發展。

當時一些國家對中國加入世貿有所保留，但香港認為這將能帶來莫大裨益。

2000年12月，時任行政長官董建華在總商會「香港商業高峰會」上表示：「中國加入世貿會為香港和本地商界創造龐大機遇。」

他指出：「香港無論在金融、資訊科技、電訊、旅遊和專業服務等各方面均具備優勢，可充分把握中國加入世貿後湧現的新商機。」

總商會的角色

中國為加入世貿籌備多年，總商會亦為此忙個不停。早在入世協議簽署之前，我們已為爭取中國加入世貿積極進行遊說，並與中央政府代表磋商及協助培訓內地官員。此外，本會亦展開各項工作，協助港企為迎接轉變做好準備。

在1990年代，總商會多次在北京和香港與高級官員會面，包括與負責中國申請入世事宜的對外貿易經濟合作部（外經貿部）舉行多場會議，分享香港商界對內地改革進程的意見。

總商會當時每年組織三次北京訪問團，分別由理事會、中國委員會及香港服務業聯盟率領。

香港服務業聯盟為總商會的政策智庫，負責領導世貿相關活動，並在1995年成立由不同行業代表組成的「專家小組」，除了與內地官員開會，亦在中港兩地舉辦培訓活動，以及展開深入研究。

在1996年4月，總商會邀得外經貿部官員訪港，與專家小組進行一場重要會議。外經貿部台港澳司司長安民率領代表團，聯同中國入世談判團隊的四名成員來港。為期半天的會議旨在就北京政府在入世前推行的改革交流看法，尤其是削減關稅和消除非關稅障礙、開放外貿經營權、提升法規和實施辦法的透明度，以及開放服務業。

雙方還探討了有關措施對港企的潛在益處。

本會的會議報告指出：「專家小組相信，中國持續開放將可降低生產成本和改善質素，提升地方工業的效率和競爭力，並有助完善實體、社會和人力基建，從而促進長遠的經濟發展。」

「鑒於中國經濟發展與香港未來的增長息息相關，總商會專家小組一直支持中國加入世貿組織。」

會上，總商會代表就廣泛議題提出了詳盡建議，包括發展電子文件以促進海關基建現代化，以及准許外商參與管理更多機場相關項目。

另一討論議題為法律制度的申訴程序。本會建議，為了讓外商通曉有關機制，當局應以中英雙語編制指引，列明申訴程序及所需時間。

進行深入的建設性對話後，外經貿部官員亦藉機參觀香港名勝，包括以總商會貴賓身份造訪跑馬地馬場。

隨着中國入世的籌備工作進行得如火如荼，總商會代表亦與其他內地高官會晤，其中朱鎔基副總理便在1990年代末接見本會的北京考察團。朱鎔基積極推動中國的經濟改革和入世進程，曾於1999年遠赴美國會見總統克林頓，釋除美國對中國是否已為入世做好準備的疑慮。

總商會亦動用其環球網絡，務求讓美方釋疑。我們鼓勵會員聯絡美國的業務夥伴，遊說他們與當地政客溝通，協助他們了解中國入世為美國企業帶來的好處。

除了舉行政策會議，香港服務業聯盟亦舉辦了一系列的實用培訓課程，與內地官員分享香港的專業知識。其中一項活動是在1998年11月於南京舉行為期三天的研討會，120名來自內地各省市的與會者從中了解到開放服務業的影響，尤其是零售、批發和物流業。

總商會在中國加入世貿前馬不停蹄地展開商討和研究，其中值得一提的是，大部分工作均在各行各業的會員全力支持和協助下順利完成。

向港商通報

對外方面，總商會定期向港商通報中國入世動向，並協助他們探索箇中的機遇。

當中的重要工作，要數本會於2000年1月首次發表的「中國加入世貿對港商的影響」研究報告。九個工作小組於1999年5月至2000年1月期間進行了廣泛研究，其後在報告中總結中國入世的潛在影響：

「毫無疑問，中國加入世貿後，將減免關稅、開放服務業市場、提高透明度，以及建立以法規為本的商業機制，加上內地經濟發展，生活水平亦會隨之提高，這一切將使香港受惠。」

該報告還反映出當年中國營商環境存在的隱憂，例如市場運作欠效率、缺乏合資格人員和交易程序繁瑣等。儘管我們對香港的門　角色或被削弱表



Vice Minister of the Ministry of Commerce An Min and the HKSAR Financial Secretary Antony Leung sign the Closer Economic Partnership Arrangement (CEPA) on 29 June, 2003.
國家商務部副部長安民及香港特區財政司司長梁錦松於2003年6月29日簽署《內地與香港關於建立更緊密經貿關係的安排》。

示關注，但預期國際企業仍將繼續以香港作為切入點，進軍中國市場。

「那些進軍內地的『新手』，也需依賴香港提供的技術和專門知識，以協助他們在千變萬化和複雜的內地市場經營，當中以海外中小企業對這方面的需求尤為殷切。」

我們還預期，隨着更多中國企業走出去，香港將扮演中介人這個新角色。報告指出：「香港的專業服務公司可抓緊機會，拓展內地的業務，而內地企業將成為此等專業服務商的客戶。」

除了這份屢經修訂、銷量過千的重要報告外，總商會亦舉辦了連串活動，向會員講解中國入世對各行各業的影響和機遇。安永會計師事務所行政總裁白敏恩於2001年11月應邀擔任其中一場工作坊的主講嘉賓時，把國際企業覷視中國市場的盛況，比作當年加州的淘金熱潮。

「中國無疑是一大金礦，幅員遼闊。這個新興市場之大，前所未有，若我們身處香港，還不主動出擊分一杯羹，未免太不智。」

對香港的影響

中國入世對香港最明顯的影響，大概是為中港兩地簽訂《內地與香港關於建立更緊密經貿關係的安排》（CEPA）鋪路。

事實上，總商會在「中國加入世貿對港商的影響」研究報告中率先提出CEPA的概念；翌年，香港特區政府正式就此向北京提呈建議書。總商會在13份獨立報告中闡釋了商界的建議，CEPA協定最終於2003年6月簽署落實。

本會當年表示：「總商會很高興我們大部分的意見獲納入協議之中，如零關稅、降低零售業和銀行業的門檻、提早開放分銷業、容許本地專業人士在內地執業、進一步開放展覽服務業等，而這些建議全由本會於漫長的磋商期間向政府提出。」

總商會總裁梁兆基亦有參與本會的世貿相關工作。當時他在滙豐銀行出任經濟師，也是本會銀行業專家小組的成員，協助研究中國加入世貿的影響，並提供專業意見。

他憶述，香港與全球多個地區共同為中國入世進行遊說，本地商界非常樂見中國最終獲准加入世貿。

梁兆基表示：「當時總商會會員都熱切期待中國加入世貿，因為他們明白香港企業將可從中獲益。」

關稅減免令全球供應鏈出現巨變。中國入世後，所有成員國不僅受惠於中國製造業的低成本、產業規模和技術優勢，不少企業更把生產線遷往中國。

他續道：「全球化的進程在2000年後真正啟動。假如中國當初未有加入世貿，就不會發展成為世界工廠，而香港也無法分享國家經濟發展的好處。」

回顧20年前的歷史，中國加入世貿絕對是國家發展的重要里程碑，而香港作為通往內地與世界各地的橋樑，亦受益匪淺。

隨着中國內地持續開放，香港的經濟發展將繼續與國家唇齒相依。中國經濟在疫情迅速受控後不久已重拾增長動力。香港方面，當下我們盼待邊境重開，好讓港企恢復與內地通商，經濟得以重回正軌，迎向下一個豐盛的20年。

Reasons for Optimism in 2022
2022年前景可期

Chamber's annual Business Prospects Survey reflects improving business sentiment for next year and hopes that the border will reopen soon

總商會的年度「商業前景問卷調查」結果反映企業對來年營商信心有所增強，並期望儘快通關

Business sentiment in Hong Kong continues to improve, according to the findings of the Chamber's annual Business Prospects Survey, with 45% of respondents indicating they expect business turnover to increase in 2022.

For the first 10 months of 2021, 75% of the 320 respondents said that their business turnover had remained stable or improved compared to the same period last year. Of these, 40% said that it had increased, while for 35% it had remained the same.

The improvement in business confidence is likely due to Hong Kong's success in containing the pandemic, and optimism over the expected reopening of the border with Mainland China.

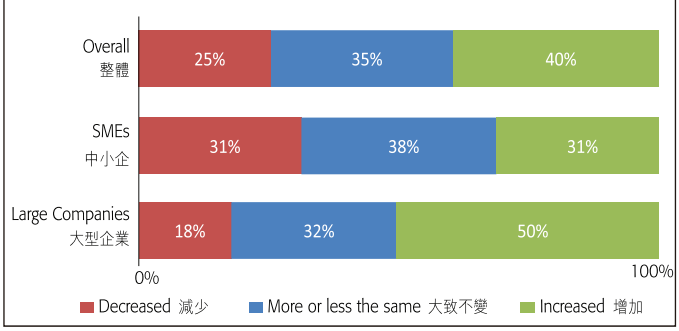
However, it should be noted that improvements in this year's results are especially significant due to a low base effect in 2020, when the pandemic first hit and before vaccines were available. Another reason for a tempering in optimism is the fact that the pandemic is quite rampant in other locations. This has allowed mutations to take place with the emergence of new omicron variant at the end of November. A return to normalcy therefore remains quite distant.

Although most respondents anticipated business turnover next year would either remain at current levels or increase, a significant minority – 32% of respondents – anticipated a decrease in business turnover in 2022 compared to pre-pandemic levels.

Reduced cross-border travel remains the primary concern for businesses and this worry has escalated in intensity compared to a survey conducted by the Chamber in July. The loss of talent has overtaken restrictive social-distancing measures as the second biggest impediment facing businesses, notably for larger corporations.

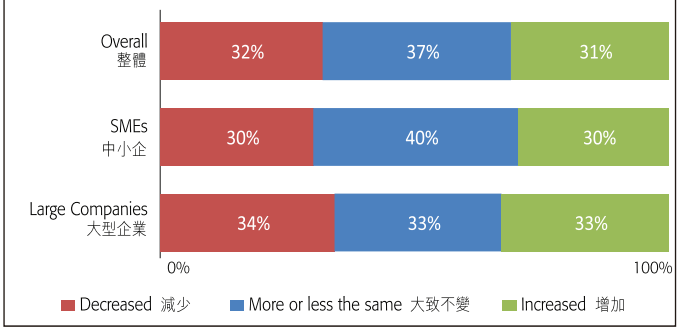
How was your business turnover for the first ten months of 2021 **compared to the same period last year?**

與去年同期相比，貴公司在2021年首十個月的營業額表現如何？



What is the outlook for your company's business turnover for 2022 **compared to pre-pandemic levels?**

與疫情前水平相比，您預期貴公司在2022年的營業額表現如何？



Wilson Chong, wilson@chamber.org.hk
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SMEs, meanwhile, are particularly vulnerable to the impact of measures such as social-distancing rules because they are less able to access finance to tide them over more difficult times.

On a positive note, more businesses are planning to increase their workforce over the next 12 months, with respondents in this category rising to 35% from 21% a year ago. Investment sentiment remains cautious, with only 17% of those polled planning to put additional capital in Hong Kong, compared to 14% a year ago.

This cautionary sentiment could have a longer term impact on Hong Kong, as underinvestment tends to have a lasting effect on productivity, an important catalyst of growth and competitiveness.

In contrast, the Greater Bay Area (excluding Hong Kong) continues to be an attractive investment destination. For respondents that already operate in the region, 42% said they would increase capital investment over the next 12 months. This compares very favourably to plans for capital investment (30%) in the rest of the Mainland.

Businesses are generally positive about the Northern Metropolis plan announced by the Chief Executive in her recent Policy Address. This project will see a new urban area – including businesses, technology development and residential – built along the border with the Mainland. A majority (63%) of respondents to our survey said they believe this plan is likely (44%) or very likely (19%) to improve Hong Kong's competitiveness.

However, there are questions over the project's execution as "delays and overruns" was identified as the top concern, followed by reservations ("unable to achieve stated benefits") and the price tag ("too costly") of the undertaking. It is hoped that the Government will ensure efficiency and transparency as the project gets under way, to address these concerns and ensure the plan fulfils its potential.

The Chamber has also recently unveiled its 2022 economic forecast, which predicts real GDP to grow by 2.8% and a headline inflation of 2.2%. With the economy back on its feet in many regards, we expect growth to moderate next year. Critical to sustaining such growth, and enabling businesses to prosper, will be a resumption of cross-border activities in particular, and a wider relaxation of the city's travel restrictions.

About the survey

A total of 320 companies responded to the Chamber's survey conducted from 8-12 November 2021. The largest group of respondents (21%) were professional and business services, followed by traders 16%, and financial services 11%.

總商會的年度「商業前景問卷調查」結果顯示，45% 受訪企業預期 2022 年營業額將較今年增加，反映香港的營商氣氛持續改善。

是次調查合共收回 320 份問卷，其中合共 75% 受訪企業表示 2021 年首十個月的營業額較去年同期增加（40%）或大致不變（35%）。

營商信心改善可歸因於本港有效控制疫情，以及企業對本港與中國內地恢復通關抱持樂觀態度。

然而，不可忽略的是，2020 年正值疫情爆發初期、疫苗尚未面世的時候，比較基數較低自然利好今年表現；此外，前景未宜過分樂觀的原因是病毒仍在多個地區蔓延及出現變種，特別是 11 月底出現的新病毒株 Omicron。因此，企業要回復常態，仍有漫長的路要走。

儘管大部分受訪企業預期 2022 年的營業額將較今年增加或維持穩定，但有為數不少的受訪企業（32%）預料明年營業額將仍低於疫情前水平。

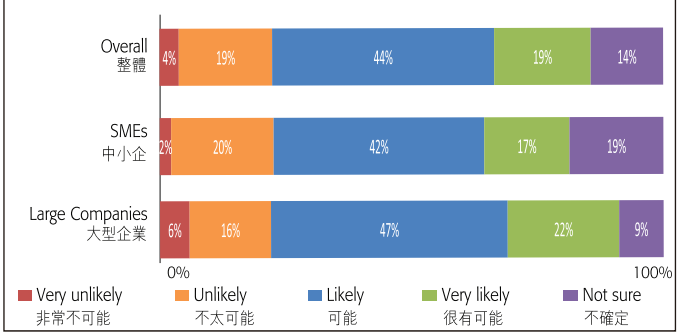
跨境往來受阻依然是企業面對的最大挑戰，而企業受影響的程度也較本會今年 7 月進行調查時加劇。此外，人才流失亦超越社交距離措施，成為企業面對的第二大挑戰，尤其是大型企業受影響較大。

與此同時，社交距離限制等措施持續影響企業運作，當中融資能力較弱的中小企首當其衝。

可喜的是，有 35% 受訪企業計劃在未來 12 個月增聘人手，較去年的 21% 為多。不過，企業投資意欲維持審慎，只有 17% 受訪公司計劃在香港增加資本投資，與去年的 14% 相若。

由於生產力是驅動經濟增長和提升競爭力的重要因素，而投資不足將對生產力造成深遠的影響，因此企業投資

How likely will the proposed Northern Metropolis development plan raise Hong Kong's competitiveness for future development?
您認為「北部都會區」發展計劃能否提升香港未來發展的競爭力？



Please rank the top three concerns, if any, that you have regarding the Northern Metropolis.
請依序列出您對「北部都會區」的三個關注事項。(1 = the highest priority 1 = 最優先)

Concerns 關注事項	Overall 整體	SMEs 中小企	Large Companies 大型企業
Delays and overruns 工程延誤及超支	1	1	1
Unable to achieve stated benefits 未能達到預期效益	2	2	2
Too costly 成本太高	3	4	3
Environmental impact 對環境的影響	4	3	5
Over concentration in certain industries/business activities 過度集中於某些行業/商業活動	5	5	4
Insufficient construction materials and workers 缺乏建築材料及工人	6	6	6
Others 其他	7	7	7

取態維持審慎，將不利本港經濟較長遠的發展。

相比之下，大灣區（不包括香港）依然是企業的投資熱點。在當地設有業務的受訪企業中，42% 表示將於未來 12 個月增加對區內的投資，而計劃在內地其他地區增加投資的比率則為三成，可見大灣區在招商引資方面具備相當優勢。

企業普遍對特首在最新一份《施政報告》中提出的北部都會區計劃持正面態度。根據這項計劃，本港與內地連接的邊陲地帶將發展成全新的都會區，包含商業、科技發展以及住宅項目。大多數（63%）受訪公司表示計劃可能（44%）或很有可能（19%）提升香港未來發展的競爭力。

不過，企業對計劃如何落實執行存疑，其中首要的關注為「工程延誤及超支」，次要為「未能達到預期效益」，顯示一些受訪企業對方案有所保留，之後則為「成本過高」。就此，政府應着力提升項目效率和透明度，以釋除上述疑慮，並確保計劃發揮理想成效。

總商會最近亦發表 2022 年經濟預測，預料明年經濟實質增長 2.8%，整體通脹率為 2.2%。隨着經濟已走出谷底，預計來年增長將會放緩。要拉動經濟增長和促進商業活動，能夠恢復跨境活動和進一步放寬旅遊限制是為關鍵。

關於調查

香港總商會在 2021 年 11 月 8 至 12 日期間進行「商業前景調查」，合共收回 320 份問卷。受訪企業最多（21%）來自專業及商業服務界別，其次為貿易（16%）及金融服務（11%）。



Pros and Cons of SPACs
特殊目的收購公司的利弊

The benefits of introducing a listing regime for Special Purpose Acquisition Companies in Hong Kong may not outweigh the drawbacks

在香港引入特殊目的收購公司上市制度未必利大於弊

Special Purpose Acquisition Companies – or SPACs – are shell companies created to raise money through public listing with the aim of later acquiring an existing company. They have attracted considerable interest of late, and Hong Kong Exchanges and Clearing (HKEX) has proposed introducing a listing regime for SPACs.

However, there are also growing concerns over the potential shortcomings of SPACs in jurisdictions where they have had a longer history, such as the United States.

The Chamber has responded to HKEX's recent Consultation Paper on the topic: the key points from our submission are below.

General Comments

Any consultation on a new policy initiative such as this should be accompanied by a regulatory impact assessment, demonstrating that the benefits of the proposal exceed its costs. In this respect, we have two concerns:

1 The Consultation Paper lists a number of "potential benefits" of introducing a SPAC listing regime in Hong Kong, but also a number of "major issues." It is not clear that the benefits of introducing a SPAC listing regime exceed its costs. Indeed, the Consultation Paper seems to indicate that the opposite may be the case.

2 Nevertheless, the Consultation Paper proposes that a SPAC listing regime be introduced in Hong Kong. It does not invite public views, in particular on whether the benefits of introducing such a regime exceed the costs.

Potential benefits

The Consultation Paper distinguishes between three categories of potential beneficiaries of a SPAC listing regime: SPAC Investors, De-SPAC Targets, and Hong Kong itself.

However, as far as SPAC Investors are concerned, the suggested benefits identified are in fact safeguards to protect them if a SPAC listing regime were introduced, which is a different matter.

As regards potential benefits to De-SPAC Targets – the companies that will be acquired – the Consultation Paper states that one of the "purported" benefits of listing via a SPAC is that less time is needed to execute a De-SPAC Transaction than to execute a traditional IPO transaction. Reduced execution time is stated as being important to ensure that an issuer lists at a time that is optimum to ensure its highest valuation.

However, the Consultation Paper questions whether this alleged benefit is actually a real one. It also questions the alleged benefit that the De-SPAC Target will be able to list at a more attractive price than under a traditional IPO.

Major issues

The major issues of introducing a SPAC listing regime in Hong Kong appear to be more definite than the potential benefits, according to the Consultation Paper – at least in the absence of appropriate safeguards.

These include concerns about shell companies, volatility of share prices, the risk of market manipulation and insider dealing, quality of management concerns, quality of market concerns, and shareholder protection concerns. This last category is perhaps the most important, given HKEX's statutory duty to protect the interests of the investing public.



Proposed safeguards

The Consultation Paper proposes a number of safeguards that aim to find a suitable balance between providing the potential benefits, while mitigating the major risks. Perhaps the most significant one is that the subscription and trading of SPAC securities prior to a De-SPAC Transaction should be limited to Professional Investors (as defined in the Securities and Futures Ordinance) only.

However, we have two concerns about this proposed safeguard:

1 By severely limiting the number of Potential Investors, it would also limit further the potential benefits of introducing a SPAC listing regime. The population of Professional Investors in Hong Kong to whom SPACs could be marketed is relatively small.

2 If one potential benefit of introducing such a regime is to enable HKEX to compete more effectively against its counterparts in the U.S., United Kingdom and Singapore, such a limitation would undermine this potential benefit.

We therefore recommend that, if a SPAC listing regime is introduced, rather than imposing a limitation to Professional Investors only, attention should be focused on ensuring that the other proposed safeguards are sufficient.

Conclusion

SPACS are currently a controversial topic worldwide, particularly in the U.S. The Consultation Paper itself notes that, after earlier popularity, they have recently fallen out of favour there because of increased regulatory scrutiny based on shareholder protection concerns.

At the same time, a SPAC listing regime has recently been introduced in Singapore, and the United Kingdom's regime has recently been refined.

We recommend observing how the current controversy surrounding SPACs resolves itself, and assessing the impact of recent regulatory changes in the U.K. and Singapore, before deciding whether to introduce a SPAC listing regime in Hong Kong.

This is especially the case since the possible benefits of such a regime do not appear compellingly to outweigh the costs, and there is no pressing demand for the introduction of such a regime.

However, should the decision be made to accommodate the use of SPACs as a listing vehicle in Hong Kong, we suggest that existing listing rules be applied to the greatest extent possible.

This is an abridged version of the Chamber's response to the HKEX Consultation Paper on Special Purpose Acquisition Companies. You can read our full response on the HKGCC website.

特殊目的收購公司（SPAC）是一種空殼公司，其成立目的是為上市籌集資金，繼而於稍後收購一家現有的公司。SPAC近來引起市場廣泛注視，香港交易及結算所有限公司（港交所）遂建議引入SPAC上市機制。

然而，市場也日益關注SPAC上市制度在美國等已施行一段時間的地區可能出現的弊端。

總商會就港交所近期刊發的有關特殊目的收購公司諮詢文件提呈意見，下文為建議書的重點：

一般意見

凡就這類擬議政策展開任何諮詢時，應同時進行規管影響評估，以證明有關方案的效益大於成本。就此，我們關注到兩個問題：

1 諮詢文件一方面列舉各項在香港引入SPAC上市制度的「潛在裨益」，一方面羅列多項「主要議題」。推行SPAC上市機制的效益是否大於成本，目前仍未清楚，而事實上，諮詢文件似乎顯示實際情況可能恰恰相反。

2 不過，諮詢文件仍建議在香港推行SPAC上市制度，而又未有邀請公眾發表意見，尤其是引入有關制度是否利大於弊。

潛在裨益

諮詢文件界定三類可望受惠於SPAC上市制度的對象：SPAC投資者、SPAC併購目標和香港。

然而對SPAC投資者來說，諮詢文件載述的好處，其實只是針對在港設立SPAC上市制度而採取的一些投資者利益保障措施，不能混為一談。

至於對SPAC併購目標——即將被收購的公司——的潛在益處，諮詢文件表示，經SPAC上市的其中一個好處，是執行SPAC併購交易所需的時間較執行傳統的首次公開發售（IPO）交易少，又指縮短執行時間相當重要，有助確保發行人於估值最高的最佳時機上市。

不過，諮詢文件質疑這個據稱的好處是否確實存在，也對SPAC併購目標能否以高於傳統首次公開發售的價格上市存疑。

主要議題

根據諮詢文件，在香港引入SPAC上市機制帶來的主要問題似乎較其潛在裨益明顯，至少就目前缺乏適當保障措施的情況而言。

這些問題涉及對殼股公司、股價波動、市場操控和內幕交易風險、管理質素、市場質素和股東保障的關注，其中又以股東保障的問題最為重要，畢竟保障公眾投資者的利益是港交所的法定職責。

建議保障措施

諮詢文件提出一些保障措施，務求在提供潛在裨益與減低主要風險之間取得適當平衡。當中的重點建議，是僅限專業投資者（定義見《證券及期貨條例》）方可在SPAC併購交易前認購和買賣SPAC證券。

不過，我們對這項建議有以下疑慮：

1 嚴格限制潛在投資者的數量，將進一步妨礙SPAC上市制度發揮潛在效益。在香港，能夠購買SPAC股份的專業投資者數量相對較少。

2 假如推行有關機制的好處之一，是促使港交所更有效地與美國、英國和新加坡的交易所競爭，那麼施加前述限制將有礙實現這項潛在效益。

有見及此，我們認為SPAC上市制度若然在港實施，與其設限僅供專業投資者參與，不如着眼於確保其他建議措施能提供充分的保障。

結論

SPAC議題在世界各地引起爭議，以美國尤甚。諮詢文件指出，SPAC最初在美國掀起熱潮，但當地監管機構其後基於保障股東的考慮，收緊對上市SPAC的規管，導致市場情緒近期有所降溫。

與此同時，新加坡和英國最近分別引入和完善SPAC上市制度。

對於香港應否設立SPAC上市制度，我們建議先觀察當前SPAC爭議的發展，並評估英國和新加坡近期的規管變動帶來的影響，然後再作決定。

目前的情況更應如此——這種機制的潛在效益似乎不足以抵銷成本，也不見得有迫切需要引入制度。

不過，倘若當局決定接納SPAC作為在香港上市的途徑之一，我們建議盡量採用現行的上市規則。



本文節錄自總商會就港交所有關特殊目的收購公司的諮詢文件呈交的建議書，全文可瀏覽本會網站。

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New Retail Model Puts Customer Experience First
新零售模式：客戶體驗為先

Changes in consumer expectations means that price and convenience are no longer the key factors for online shopping, reports HKT

隨着消費者期望轉變，價格和便利度不再是網購的主要考慮因素

With the rapid growth of the internet economy in the Mainland in recent years, the once profit-making sales model of the traditional retail industry has experienced setbacks while the e-commerce retail model, driven by online sales, has seen exponential growth. The traditional retail industry was further hit by the Covid-19 outbreak in 2020.

To survive the challenges brought by the pandemic, traditional retailers have been forced to transform quickly. However, does embracing digital sales channels necessarily mean a change in fortune for companies amid the current headwinds?

Daphne is one of China's "shoe kings" – a large shoe company with thousands of outlets across the country. However, it announced in the second half of 2020 that it was planning a large-scale closedown of offline physical outlets in pursuit of its strategic transformation into an "asset-light" business model focusing on online sales. Will such a restructuring lead to a change in the company's fortunes? It remains to be seen.

The commercial use of emerging technologies such as big data and cloud computing enables the in-depth combination of data and business logic, which has created a new retail landscape and an opportunity for a new wave of explosive growth.





However, if the new retail model is simply seen as an integration of physical stores and digital sales channels, it could be said that business transformation is only completed on a superficial level.

The rise of the new retail landscape is not only driven by new technologies, but also by a fundamental change in consumer perception.

While consumers were initially attracted to online shopping by the lower prices and convenience, a "consumption upgrade" means that product price is no longer the key factor for consumers in making a purchase. Instead, they are placing more emphasis on their shopping experience.

From the perspective of customer experience, traditional retailers enjoy intrinsic advantages such as extensive outlets and a physical interactive experience between staff and customers. E-commerce merchants cannot compete in this way. However, there are many ways that online retailers can use technology to enhance customer experience.

Transformation to the new retail model is a major undertaking for traditional retailers. It requires a restructuring of people, products and outlets, which involves an in-depth integration of online and offline channels. Making

use of technologies like big data throughout the whole sales process, from personalized and accurate marketing, inventory and logistics forecasting to product delivery, is the key to building a personalized, digitized and smart retail model.

Under the new retail landscape, restructuring and upgrading is an inevitable path for traditional retailers to emerge from the current doldrums. To lay a solid foundation for enhancing their competitiveness, traditional retailers should identify their weaknesses, understand the essence of the new retail model, restructure and upgrade based on existing infrastructure, accelerate strategic adjustment to meet market demand, while also building and retaining customer loyalty and trust.

Traditional retail has limited ways to acquire new customers, and imprecise marketing, which make it difficult for businesses to get an accurate picture of their consumers. The new retail model allows retailers to thoroughly record user data with digital tools, thereby developing a full and clear picture of their customers, which serves as a reliable basis for decision-making. By making a range of marketing tools available, digital transformation also helps increase the repurchase rate of old customers effectively and attract new customers efficiently.

Quality technical support can help retailers shift from physical outlets to the new retail model. HKT, for example, has helped jeweller Chow Tai Fook transform into a sales platform integrating more than 4,800 physical branches and online shopping. This is an example of good practice of adapting to the new retail landscape with clear planning and comprehensive deployment.

Unlike the O2O model that focuses on drawing customers from online channels to physical stores, the new retail model aims at more than just meeting the needs of customers both online and offline. Its aim is also to achieve two-way close-looped channelling, where the online and offline channels, interconnected by a logistics network, are complementary instead of competitive to each other. Ultimately, this offers customers a diverse range of shopping experiences based on different consumption scenarios.

近年，隨着中國內地互聯網經濟快速發展，傳統零售業的銷售模式紅利期已過，以網上銷售為主的電商零售模式迎來了井噴式增長，尤其是受到2020年爆發的新冠疫情影響，傳統零售更是遭遇重創。

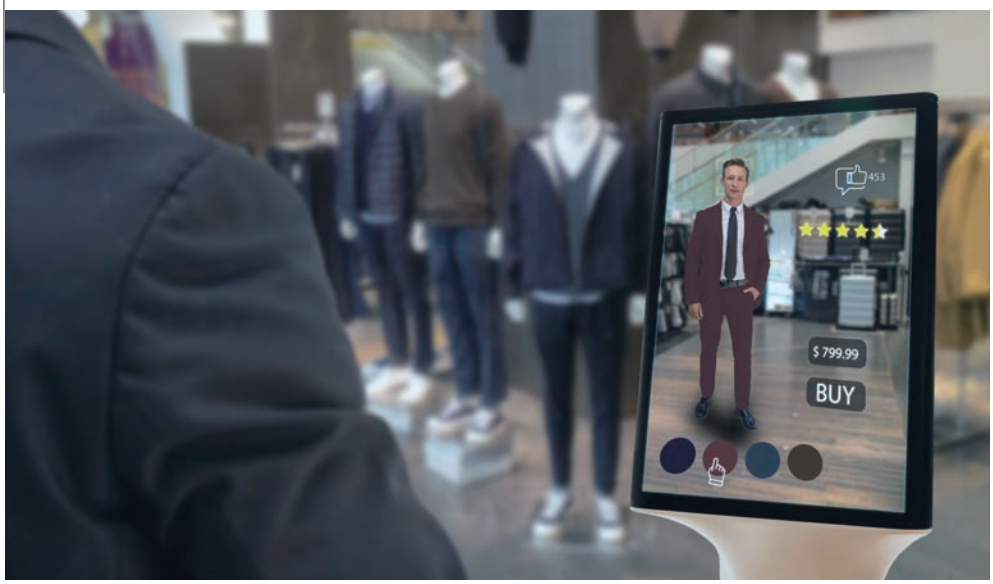
為了能夠生存下去，傳統零售企業被迫快速轉型，但是否開拓電商銷售渠道就能實現逆風翻盤呢？

在內地設有數千家分店的大眾「鞋王」達芙妮，也在2020年下半年宣布大規模關閉線下實體門店，實行「輕資產」業務模式的戰略轉型，轉向網上銷售，但是否能夠讓達芙妮轉虧為盈呢？這仍然是未知數。

大數據、雲端運算等新興技術的商業應用，將數據與商業邏輯進行深度結合，催生了新零售生態，這是零售業迎來下一個爆發式增長的新契機。

不過，若然新零售被簡單理解為「實體門店+電商渠道」，那麼企業轉型只是完成了最表面的一層。

新零售生態的誕生，不僅是因為新技術的應用，更多是因為底層消費觀念的變遷。





[People]
【人】

- Omni-channel
  全渠道
- User portrait
  用戶畫像
- Precise service
  精準服務
- Personalized service
  個人化服務

[Outlets]
【場】

- Mobile guided shopping
  移動導購
- Facial recognition
  人臉識別
- RFID fitting
  RFID試穿
- Smart stores
  智能門店
- Online windows such as Tmall, JD, WeChat Mini Program
  天貓、京東、微信小程序等線上視窗

[Products]
【貨】

- Online and offline inventory sharing
  線上線下共用庫存
- Smart ordering and restocking
  智能訂補貨
- Smart logistics
  智能物流
- Product lifecycle management
  貨品全生命週期管理

消費者過往被網購的廉價產品和便利服務吸引，但隨着消費升級，產品價格不再是決定購買與否的重要因素，顧客更注重的是消費體驗與感受。

從客戶體驗來說，傳統零售商擁有先天優勢，包括門店分布廣泛、員工與客戶之間良好的互動交付體驗，電商商家無法在這方面與之競爭。然而，網上零售商可透過不同的方式應用科技，提升客戶體驗。

轉型新零售是傳統零售商當前的重要工作，需要完成的是人、貨、場的重構，要求線上線下的深度融合，運用互聯網、大數據等技術完成整個銷售環節的賦能，從前期的個人化精準營銷、倉儲庫存／物流配送的預測到貨物交付場景的設計等環節，去完成整個零售過程的個人化、數碼化和智能化。

在新零售背景下，轉型升級是傳統零售業打破困境的必然趨勢。傳統零售商應認清自身缺點，理清新零售的本質內涵，在現有基礎上轉型升級，加快調整戰略，迎合市場需求，逐步增加消費者黏度和信賴度，為提升市場競爭力奠定穩固基礎。

傳統零售商的獲客渠道局限，營銷不精準，無法獲取清晰的客戶畫像。轉型新零售，可以運用數碼化工具，全面記錄用戶數據，構建豐富清晰的用戶畫像，為企業決策提供可靠的依據。數碼化轉型還能幫助企業利用多種營銷工具，有效提高舊客戶復購率，並提升獲客效率。

優質的技術支持有助零售商從實體店過渡至新零售模式。例如香港電訊便協助珠寶零售商周大福打通線下4,800多家分店與網上營銷平台，實現線上線下的雙融合驅動，這是轉型新零售過程中有着清晰規劃和布局的成功實踐。

有別於強調引流概念的O2O，新零售模式的目標是不管在線上還是線下都能超乎預期地滿足消費者的需求。新零售是以線上線下互為流量渠道，並以物流為連接，線上線下不再是敵對競爭的關係，而是互補的關係，實現雙向閉環引流，根據不同的消費場景為消費者提供不同的體驗。

Law Firm Celebrates 170 Years
律師行邁向 170 周年

A Chamber member since 1904, Deacons has grown alongside Hong Kong by keeping up with the city's dynamic and evolving business environment

自 1904 年加入總商會以來，的近律師行與活力充沛、不斷演變的商業環境同步向前，與香港一同成長

Deacons, an independent home-grown Hong Kong law firm, celebrates its 170th anniversary this year. The firm has evolved with the city, thriving in good times and weathering bad times through plagues, wars and many commercial booms and busts.

"We are a Hong Kong partnership and our fortunes are firmly tied to Hong Kong," said Senior Partner Lillian Chiang.

> **We are a Hong Kong partnership and our fortunes are firmly tied to Hong Kong.**
> **作為一家本地合夥企業，我們的發展與香港息息相關。**
>
> **Lillian Chiang, Senior Partner, Deacons**
> **的近律師行首席合夥人　蔣瑞福**



"Following a strong growth trajectory over the past 20 years, the firm employs over 700 people today."

Deacons traces its origins to 1851 when a barrister, William Thomas Bridges, established a practice in Hong Kong. Educated at Oxford, Bridges became Acting Attorney General three years after his arrival in Hong Kong. When he left the city 10 years later, Hong Kong's commercial potential was undeniable. The rule of law was gaining pace, and, thanks to Bridges' pioneering spirit, a robust and dynamic legal practice had been born.

In those days the distinction between barristers and solicitors was blurred. However, in 1864 the professions were separated, and the practice registered as a solicitors' firm. Victor Deacon joined the firm, then known as Messrs Brereton and Wotton, in 1880 and was admitted as a partner in 1882, thus adding his own name. One of his nephews subsequently joined and in the intervening years the firm was known by various names until the "Deacons" name was established in 1906.

"Back in 1851, who could have imagined that Hong Kong would become one of the top financial centres of the world?" said Chiang.

"It has been an extraordinary journey, both for Hong Kong and for us as a firm. Deacons' business has literally evolved with Hong Kong. As our clients' needs have become increasingly diverse, there has been a constant need to adapt while being mindful of maintaining a strong culture of observing traditional values."

Much like Hong Kong, Deacons grew steadily in the first decades of the 20th century. While the First World War made little impact on the territory, the Second World War was catastrophic. Luckily, a senior local member of staff was able to save the firm's client and business records from destruction during the Japanese occupation. The preservation of these records, including documents dating back to the 19th century, enabled the firm to quickly resume operations in late 1945.

The records also cover many important commercial transactions in Hong Kong's history, including the first ever registration (in 1874) of a trademark in Hong Kong. This was for a large European client for which the firm still acts.
In another example of the firm's continuity and contribution to the Hong Kong business community, Deacons has



been a member of the HKGCC since 1904. This is a testament to the firm's decades-long commitment to HKGCC as a recognised industry association. The Chamber's dedication to giving back to its community by offering its members valuable networking opportunities is a principle that the firm also shares. It is the same belief that has allowed Deacons to stay connected with the thriving business ecosystem over the years.

One of the ways the firm has adapted over the years has been in response to the growth of China. Deacons opened its first office in Beijing back in 1986. In 1994, it received a licence from the Ministry of Justice to operate its first representative office in Guangzhou and in 1999, a Deacons representative office was opened in Shanghai, followed by the opening of its Beijing representative office in 2002.

This year, 12 Deacons lawyers passed the first-ever 2021 Greater Bay Area (GBA) Legal Professional Examination, which took place in July. This presents significant opportunities for the firm to provide legal advice in the dynamic markets in the GBA.

The firm's talent base has also evolved to match the changing needs of its clients. Taylor Hui, Partner in the Financial Services Group, explained that the firm has had a long tradition of combining international and Hong Kong talent.

"Over the years, a combination of local and expatriate lawyers who have been long-term Hong Kong residents has given the firm very strong local roots," Hui said.

"With the rise of China's economy in recent decades, the balance has shifted, including with an increased focus on recruitment of Mainland Chinese lawyers to better serve Chinese clients, both in Hong Kong and the Mainland."

The business today is a full-service firm with practices ranging from real estate, intellectual property and litigation to corporate finance and financial services. The growing economy in Mainland China over the past 20 years has enabled Deacons to build very large equity and debt capital markets as well as investment funds practices.

"Recent developments have included forming collaborative sector groups in art law, education, fintech, life sciences and healthcare, private wealth, financial institutions and hospitality," Hui added, "which are backed by our strong property, litigation and intellectual property practices"

Sabrina Fung, Partner in the firm's Corporate Finance Group, explained that Deacons had long been committed to diversity and inclusion.

"Nearly 50% of our partners and key leaders are women and we firmly believe that a cultural embrace of diversity is central to creating equal opportunities in our workplace," she said. "While that is a good thing in itself, it also really benefits our business."

As a stalwart local business, it is perhaps no surprise that Deacons has also encouraged close involvement with the local community for many years. On the CSR front, it has been a staunch supporter of "Operation Santa Claus," and also has a long-term commitment to many local charities, including the Hong Chi Association, ImpactHK, Hong Kong Red Cross and the Senior Citizen Home Safety Association.

的近律師行是扎根香港的獨立律師事務所，今年慶祝成立 170 周年。該行與香港一同成長，在好景時蓬勃發展，在困境時迎難而上，一起克服疫症、戰亂和經濟不景等難關。

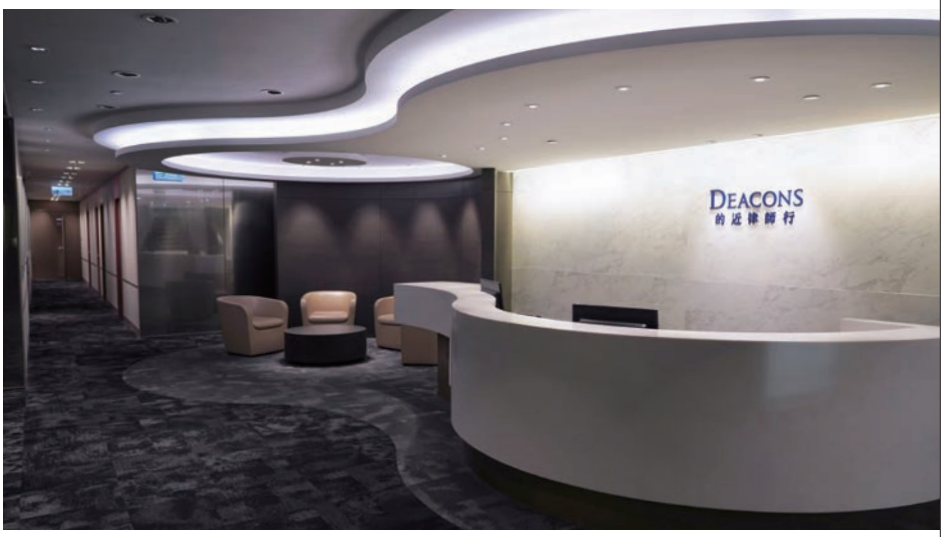
首席合夥人蔣瑞福表示：「作為一家本地合夥企業，我們的發展與香港息息相關。隨着過去 20 年經濟增長勢頭強勁，本行目前僱用超過 700 名員工。」

的近律師行於 1851 年在香港成立，創辦人 William Thomas Bridges 大律師畢業於牛津大學，來港執業三年後出任署理律政司。他在十年後離開香港時，本港的商業潛力已無

「香港和我們一同走過非凡的歷程，的近的業務亦隨着香港發展而演變。客戶需求愈趨多元化，我們必須與時俱進，同時致力維護傳統價值。」

在 20 世紀初，的近跟香港一樣穩步成長。第一次世界大戰對香港的影響輕微，第二次世界大戰卻造成嚴重打擊。慶幸一名資深本地員工在日佔時期堅決守護客戶和業務資料，令這些從 19 世紀流傳下來的文檔得以保存，而該行亦在 1945 年底迅速恢復運作。

有關文檔記錄了香港史上多宗重大商業交易，包括一家大型歐洲企業在 1874 年申請



容置疑，法治亦逐步確立完善；全賴 Bridges 勇於開創的精神，律師行業得以在香港茁壯成長，穩步發展。

過往香港並無明確區分大律師與律師的角色，直至兩者在 1864 年劃分為不同專業範疇後，該行正式註冊為事務律師行。1980 年，Victor Deacon 加入當時名為 Messrs Brereton and Wotton 的律師行，並在 1882 年成為合夥人，該行的名稱遂加入其姓氏。他的侄兒其後亦加盟律師行，期間該行曾多次易名，直至 1906 年更名為「的近」，並沿用至今。

蔣瑞福說：「在 1851 年，誰曾料到香港會成為全球領先金融中心？」

香港首個註冊商標，的近迄今仍然為該公司提供法律服務。

的近致力為香港商界作出貢獻。總商會作為廣受推崇的商業機構，的近自 1904 年已加入成為會員。總商會協助會員廣建聯繫，藉以回饋社會，而這正跟的近的理念不謀而合。的近多年來堅守這一信念，使其能夠與發展蓬勃的商業環境並駕齊驅。

該行多年來持續發展壯大的關鍵，在於積極配合中國發展。的近早在 1986 年於北京開設首個辦事處；1994 年，該行獲司法部發牌在廣州設立首個代表處；其後分別在 1999 年和 2002 年開設上海和北京代表處。

的近共有 12 名律師通過在今年 7 月舉行的首屆「粵港澳大灣區律師執業考試」，可望在充滿活力的大灣區市場大展拳腳，提供法律意見。

該行亦着力擴大人才庫，以迎合客戶不斷轉變的需求。金融服務合夥人許揚解釋，該行貫徹匯聚國際與香港人才的悠久傳統。

許揚說：「這些年來，土生土長的本地律師和長居香港的外籍律師攜手合作，令本行能在香港奠定扎實的業務根基。」

「隨着過去數十年中國經濟騰飛，公司的業務重心亦有所轉移。例如我們更注重招聘內地律師，為中港兩地的中國客戶提升服務水平。」

該行現時提供全方位的法律服務，涵蓋房地產、知識產權、訴訟、企業財務及金融服務等範疇。內地經濟在過去 20 年不斷發展，有助的近拓展其股權及債務資本市場和投資基金服務的規模。

「本行最近與各行各業合作成立行業小組，包括藝術、教育、金融科技、生命科學與醫療保健、私人財富、金融機構和酒店等領域，由我們的物業、訴訟和知識產權律師提供支援。」

企業融資合夥人馮海莉解釋，的近一直致力推動多元共融。

「本行接近一半的合夥人和主要領袖由女性擔任。我們深信多元文化對在職場創造平等機會至關重要。這本身是一件好事之餘，亦有利公司的業務發展。」

作為本地企業的中流砥柱，的近多年來也積極回饋社區。在企業社會責任方面，該行除了熱心支持「愛心聖誕大行動」，還長期捐助多間本地慈善機構，包括匡智會、同路舍、香港紅十字會和長者安居協會等。

Company 公司名稱：**Deacons 的近律師行**
HKGCC Membership No. 總商會會員編號：HKD0032
Established 創辦年份：1851
Website 網站：www.deacons.com

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- VIE structure setup [2]/Incentive plan design
  VIE架構搭建 [2]/激勵方案設計
- Employee incentive plan execution
  授予員工激勵
- Trust setup
  信託建立

IPO

- Pre-IPO warm-up
  IPO前期預熱
- IPO retail distribution, international placement, friends and family shares [1]
  IPO零售分銷、國際配售、親友股 [1]
- Marketing promotion during subscription period
  認購期企業推廣

Post-IPO 上市後

- Investor relations IR/PR
  投資者關係IR/PR
- Foreign exchange filing [1,2]
  外匯報備 [1,2]
- Tax withholding [1,2]
  個稅代扣 [1,2]
- Share vesting and allocation [1]
  行權/歸屬 [1]
- Share sale /repatriation [1,2]
  出售股票/結匯回境 [1,2]

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Robots help to make public areas safer with advanced sanitising abilities

機械人具備先進的殺菌功能，有助打造更安全的公共空間

The Covid-19 pandemic has made the whole world more aware of the importance of cleanliness to prevent the spread of illness. Traditional manual cleaning protocols may not be enough to protect against the different viruses and bacteria present today.

Avalon SteriTech is a part of Avalon BioMedical Management, a home-grown biomedical group founded in 2013. It focuses on developing next-generation healthcare solutions in areas including public health and infection control, diagnostics, medical devices and pharmaceutical.

Of key interest in the current climate is the company's innovations that use biomedical, technological and robotic elements to complement and enhance traditional cleaning practices. These products are deployed to carry out deep cleaning and disinfection in areas including public spaces, ultimately reducing the potential health risks to the community.

"We aspire to become a worldwide leader in public health and protection," said CEO Lewis Ho.

For example, the group co-developed its VHP Robot with the MTR Corporation. This robot has been in action disinfecting train compartments, stations and related facilities since March 2020. It performs deep-cleaning procedures by spraying disinfectant into gaps and crevices that are difficult for human hands to reach.

The success of the VHP Robot boosted Avalon SteriTech's profile and helped the company to expand its footprint in the Mainland, where it has now been adopted by the metro systems in Shenzhen and Beijing. In fact, it was partly Avalon SteriTech's expansion plans that led them to join HKGCC.



"The Chamber's network has allowed us to connect with the local business community, as well as some of the most renowned associations in Hong Kong," said Ho.

The MoonStar is an upgraded smart disinfection solution from Avalon SteriTech – and is being used on airplanes, among other locations. In collaboration with Cathay Pacific and HAECO, the new generation of disinfecting robots has overcome the difficulties in cleaning an aircraft thoroughly. It has recently been deployed on the MTR Airport Express as well.

The MoonStar is also one of the few disinfectant-spraying robots that can effectively remove particles smaller than 40 microns, one of the strict requirements set in place by Boeing and Airbus. The company expects to collaborate with more airlines on its technology in the near future.

These solutions are all part of the efforts that Avalon SteriTech has made to combat the Covid-19 pandemic. But another important part of the company's work is educating the public on the merits of automation in this area. With these technology and robotic solutions, the group hopes to restore public confidence in the safety of the environment, and help pave the way for the business community and society's recovery as a whole. There are challenges in getting this message across, however.

As Ho explained, robotics and disinfection solutions – and how they work alongside manual cleaning methods – are still relatively new to the general public, and this may cause misunderstandings about the technologies. Ideas such as "robots replacing human workers" or "disinfection is equal to traditional cleaning" are common misconceptions that have emerged in response to the rise of automation in the industry.

"Therefore, it is essential for us to educate our audience, or even change their perceptions," said Ho. "Hence, our marketing strategy focuses on building awareness, creating content for educating the audience, and engaging them through seminars, webinars and B2B events."

"We aspire to become a worldwide leader in public health and protection."

「我們希望能在公共衞生和防護領域上，引領全球發展。」



新冠病毒疫情令全球更注重清潔，以防疾病傳播。傳統人手清潔方式未必足以抵禦現今各種病毒和細菌的入侵。

生物醫學集團鎧耀環境衛生科技於 2013 年在香港成立，為鎧耀生物醫藥科技（管理）有限公司旗下的公司，致力在公共衞生和感染控制、診斷、醫療設備和製藥等領域開發各種創新醫療方案。

該公司的嶄新產品融入了生物醫藥、科技和機械人等元素，能彌補傳統清潔方式的不足，並加以完善，在當前環境下無疑是一大亮點。有關產品可為不同地方包括公共場所進行深層清潔及消毒，減低社區的潛在健康風險。

首席執行官何偉康稱：「我們希望能在公共衞生和防護領域上，引領全球發展。」

以該集團與港鐵公司共同研發的「雙氧水霧化消毒機械人」為例，這個方案自 2020 年 3 月起投入服務，為港鐵的車廂、車站和相關設施進行消毒，其噴灑的消毒劑可深入人手較難觸及的縫隙，達至深層淨化效果。

「雙氧水霧化消毒機械人」大派用場，助鎧耀環境衛生科技打響名堂，為拓展內地市場鋪路。這款機械人現已應用於深圳和北京的鐵路系統。事實上，鎧耀環境衛生科技之所以加盟總商會，部分原因是為了擴展業務。

「總商會的網絡有助我們與本港商界及各大協會建立聯繫。」何偉康說。

「MoonStar」是鎧耀環境衛生科技開發的一項升級智能消毒方案，目前應用於飛機及其他地方。該公司與國泰航空和港機集團合力研發出這款新一代的消毒機械人，能克服各種清潔障礙，為飛機徹底消毒，最近更應用於港鐵的機場快線。

「MoonStar」亦是少數能有效清除小於 40 微米粒子的霧化消毒機械人，符合波音和空中巴士的嚴格要求。該集團期望在不久的將來能與更多航空公司開展技術合作。

這些方案都是鎧耀環境衛生科技抗疫工作的一部分。此外，該公司還有另一要務，就是向大眾推廣自動化清潔技術的好處。該公司希望這些技術和機械人方案能重拾公眾對環境安全的信心，促進商界以至整個社會的復蘇。不過，要傳遞這個訊息也有難度。

何偉康解釋，機械人技術、消毒方案，以及兩者如何與人手清潔方式相輔相成，對普羅大眾來說仍是頗新的概念，市民容易對自動化清潔技術產生誤解，例如將有關概念錯誤解讀為「機械人取代人手」，又或是「消毒等同傳統清潔」。

「因此，我們必須教育受眾，甚至改變他們的觀念。」何偉康補充：「為此，我們的營銷策略着重透過舉辦各種線上線下研討會和企業對企業（B2B）活動，加強受眾對這方面的認知，鼓勵積極參與。」

Company ：**Avalon SteriTech Ltd**
公司名稱：**鎧耀環境衛生科技有限公司**
HKGCC Membership No. 總商會會員編號：HKA0950
Established 創辦年份：2017
Website 網站：www.avalonsteritech.com

To help members better understand the Mainland's new laws and regulations on data privacy and security, Jason Ma, Partner of Shanghai Qin Li Law Firm, used a number of real-life cases to highlight implementation trends and issues particularly regarding cross-border considerations, at a 3 November webinar. As IP protection is a major challenge for many companies, Ma also shared some ways for businesses to deal with trademark squatting.



為協助會員深入了解內地針對資料私隱及安全出台的新法規，上海勤理律師事務所合夥人馬鋒於 11 月 3 日出席網上研討會，分享多個真實案例，講解有關法規的實施趨勢和問題，尤其是跨境考量。保護知識產權是許多公司面臨的一大挑戰，馬律師亦就此提出了一些應對商標搶註的方法。

Companies based in the Greater Bay Area (GBA) have emerged as leading innovators in industries including fintech, proptech, biotech and edutech, and are also driving evolutionary changes in the healthcare and logistics sectors.

At a seminar on 5 November, Allen Tak Bun Yeung, President of the Greater Bay Area International Information Technology Association; William Gee, Partner of PwC Mainland China & Hong Kong; Peter Mok, Head of Greater Bay Area of Hong Kong Science and Technology Parks Corporation; and Charlie Tang, Business Development Director of China Business, Commercial Group, HKT, shared the latest technology developments in the GBA and their impact on businesses, and discussed the opportunities for further enhancing the connections between Hong Kong and the other GBA cities. The speakers also shared their thoughts on the challenges and opportunities for companies in the new tech-driven future.









大灣區企業不論在金融科技、房地產科技、生物科技和教育科技等領域的創新，還是在醫療保健和物流業界的變革，皆處於業界前沿。

在 11 月 5 日的研討會，大灣區國際信息科技協會會長楊德斌、羅兵咸永道中國內地及香港地區合夥人季瑞華、香港科技園公司大灣區發展總監莫偉軒和香港電訊商業事務中國業務商務拓展總監鄧偉忠，分享大灣區的最新科技發展及其對企業的影響，並探討進一步促進香港與區內其他城市的商貿聯通，以及企業迎向創新科技未來所面臨的挑戰與機遇。



Petrina Tam, Convenor of the Chamber's GBA Working Group, and a number of fellow group members, met with representatives from the Guangzhou Tax Bureau on 11 November to discuss the business opportunities in the Greater Bay Area, in particular the related Chinese industry and tax issues.

大灣區工作小組召集人譚唐毓麗聯同多位小組成員於 11 月 11 日與廣州市稅務局的代表會面，探討大灣區的商機及相關的國家產業和稅務議題。



GBA Working Group Convenor Petrina Tam was invited to share her insights on the future tourism opportunities in the Greater Bay Area at an event organized by Connexus Travel on 17 November on the theme of "Travelling in the World of New Normal."

大灣區工作小組召集人譚唐毓麗應邀出席全旅達於 11 月 17 日舉辦的活動，探討「新常態旅遊」，並分享對大灣區未來旅遊商機的見解。

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Yau Lee Construction Co. Ltd.



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Krungthai Bank

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Scheme & Awards

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Dr. Mark Lee
Committee Chairman
The APSIE Awards



APIFS
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Americas Committee
美洲委員會

Strengthening Connections with Peru

Enrique Carlos Cardenas Arestegui, Consul General of Peru, accompanied by Consul Francisco Xavier Garcia Lara, had a courtesy meeting with Chamber CEO George Leung, Americas Committee Chairman Evaristo Trevino Berlanga, Vice Chairmen Juan Lago and Mark Michelson, and the Chamber's Director of Public Relations & Programs Malcolm Ainsworth on 26 October. During the meeting they discussed Peru's agricultural exports, with grapes, avocados and blueberries being the most popular fresh products among consumers in Hong Kong. The visitors also shared that some interesting events had been lined up in Hong Kong in November, such as Peruvian coffee appreciation and celebrations of Peruvian cuisine. Both sides also discussed the investment opportunities across various sectors in Peru, such as aviation and tourism, and explored possible areas for collaboration in the future.



與秘魯加強聯繫

秘魯總領事 Enrique Carlos Cardenas Arestegui 在領事 Francisco Xavier Garcia Lara 陪同下，於 10 月 26 日到總商會作禮節性拜訪，由本會總裁梁兆基、美洲委員會主席 Evaristo Trevino Berlanga、兩位副主席萊歡和麥高誠，以及本會公共關係及項目總監麥爾康接待。雙方討論秘魯的農產品出口，包括葡萄、牛油果和藍莓等大受香港消費者歡迎的秘魯鮮果。二人還介紹將於 11 月在香港舉辦的連串精彩活動，例如秘魯咖啡品味會和美酒佳餚盛會。雙方亦探索了當地航空和旅遊等不同行業的投資機遇，並商討未來合作。

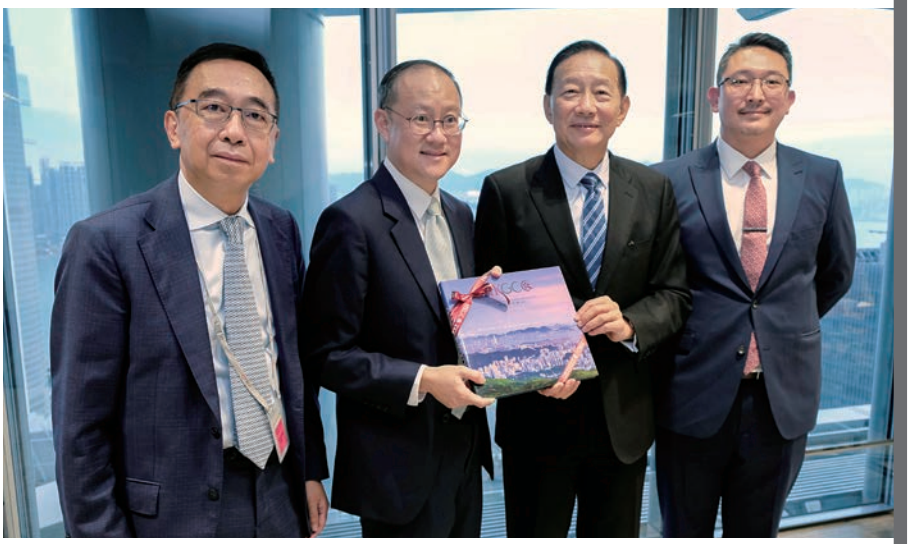
Update on Mexico
墨西哥最新動向

墨西哥憑藉其戰略位置、多元產業發展和有利營商的環境，成為拉丁美洲最大的經濟體之一。美洲委員會於 11 月 10 日舉行會議，邀來墨西哥總領事 Pablo Macedo Riba 分享當地資訊。總領事預料墨西哥經濟今年增長 5% 至 7%，而受惠於與中國內地等約 50 個國家簽訂的自由貿易協議，墨西哥可望於 2050 年前成為全球第八大經濟體。他續稱，內地是墨西哥第三大出口市場，僅次於美國和加拿大，不少墨西哥企業亦已在內地開設業務，而約一成墨西哥對中國的出口貨物經香港轉運。



Mexico's strategic location, highly diversified industries and pro-business environment have enabled it to become one of the largest economies in Latin America. Speaking at the Americas Committee's knowledge-sharing session on 10 November, Consul General of Mexico Ambassador Pablo Macedo Riba said the country's economy is projected to expand by 5% to 7% in 2021. He said that Mexico is expected to become the world's eighth-largest economy by 2050, helped by its free trade agreements with about 50 countries including Mainland China. He added that the Mainland has become Mexico's third-largest export market, behind the U.S. and Canada. Many Mexican businesses have also established a presence in the Mainland and around 10% of all exports from Mexico to China pass through Hong Kong.

Asia & Africa Committee
亞洲及非洲委員會



Meeting with Consul General of Singapore
與新加坡總領事會面

Singapore Consul General Ong Siew Gay met with Chamber Chairman Peter Wong, CEO George Leung, and Asia & Africa Committee Chairman Jonathan Lamport on 25 October to discuss how Asia's two leading business and financial hubs are managing during the pandemic. During the meeting, they shared their views on Hong Kong's outlook, especially within the context of the Greater Bay Area, as well as the current travel restrictions and geopolitical challenges.

新加坡駐港總領事王首毅在 10 月 25 日與總商會主席王冬勝、總裁梁兆基和亞洲及非洲委員會主席林偉全會面，討論亞洲兩大領先商業和金融中心如何應對疫情影響。會上，雙方亦展望香港前景，尤其是本港作為大灣區核心城市之一的發展，並就現時的旅遊限制和地緣政治挑戰分享見解。

Strengthening Connections with Japan
與日本加強聯繫

Kenichi Okada, the new Consul General of Japan in Hong Kong, visited the Chamber on 29 October. He was accompanied by Consul Ishibashi Hirotsugu, and met with Chamber CEO George Leung and Asia & Africa Committee Chairman Jonathan Lamport.

He explained that over 70% of the public in Japan, including 90% of the elderly population, had already been fully vaccinated. Japan is one of Hong Kong's favourite business and tourism destinations, so widespread vaccination will hopefully help the two sides open up and get back to normal business soon.



新任日本駐港總領事岡田健一及領事石橋弘嗣在 10 月 29 日到訪，與總商會總裁梁兆基和亞洲及非洲委員會主席林偉全會面。

總領事解釋，日本超過七成人口已完成接種疫苗，當中長者的接種率達到九成。日本是最受香港歡迎的營商和旅遊目的地之一，因此廣泛接種疫苗有望促進兩地通關，儘快回復正常商業運作。

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委員會主席



Americas Committee
美洲委員會
Mr Evaristo Trevino Berlanga



Asia & Africa Committee
亞洲及非洲委員會
Mr Jonathan Lamport
林偉全先生



China Committee
中國委員會
Mr Eric Fok
霍啟山先生



HKCSI – Executive Committee
香港服務業聯盟 — 執行委員會
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陳婉真女士



Economic Policy Committee
經濟政策委員會
Mr John Anthony Miller
苗學禮先生



Environment & Sustainability Committee
環境及可持續發展委員會
Mr Wilson Kwong
鄺永銓先生



Europe Committee
歐洲委員會
Mr Davide De Rosa
戴偉德先生



Financial & Treasury Services Committee
金融及財資服務委員會
Mr Harrison Ho
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Industry & Technology Committee
工業及科技委員會
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Chief Executive Speaks to the Business Community
行政長官與商界對話

HKSAR Chief Executive Carrie Lam spoke to around 700 business executives, mostly attending virtually due to social-distancing regulations, at the Joint Business Community Luncheon on 2 November. In her speech, the Chief Executive elaborated on her Policy Address and plans for Hong Kong's development, including the visionary Northern Metropolis scheme. She also answered questions from participants, touching on topics including innovation and technology development, Hong Kong's long-term industrial policy, as well as how to strike a balance between controlling the spread of the coronavirus and reopening the economy.

香港特區行政長官林鄭月娥於 11 月 2 日出席商界聯席午餐會，向約 700 名企業高管進一步闡述其《施政報告》內容和香港的發展計劃，包括前瞻性的北部都會區方案，並就創科發展、香港的長遠產業政策及如何在防控疫情與重啟經濟之間取得平衡等議題，解答與會者的提問。受社交距離限制，大部分參加者以網上形式參會。



Asia & Africa Committee
亞洲及非洲委員會



Bangladesh Opportunities
孟加拉機遇

We had an informative session on Bangladesh's business environment and investment opportunities on 11 November, with Acting Consul General Md Nazmul Alam discussing prospective areas for investment and the incentives available. He said the country's competitive workforce and large consumer market made it an attractive investment destination. Dewan Saiful Alam, president of The Bangladesh Metropolitan Chamber of Commerce Hong Kong, and Tareq Rafi Bhuiyan, Managing Director of NewVision Solutions Ltd, also joined the discussion and shared their insights on Bangladesh's growing sectors beyond textiles, including pharmaceuticals, automobile and agro-food.

孟加拉署任總領事 Md Nazmul Alam 在 11 月 11 日到訪，介紹孟加拉的營商環境、投資機遇和優惠政策。他表示該國的勞動人口具競爭力，加上消費市場龐大，使當地成為具吸引力的投資目的地。香港孟加拉商會主席 Dewan Saiful Alam 和 NewVision Solutions Ltd 董事總經理 Tareq Rafi Bhuiyan 亦有與會，就製衣業以外的新興產業分享見解，包括醫藥、汽車和農業食品等。

Economic Policy Committee
經濟政策委員會





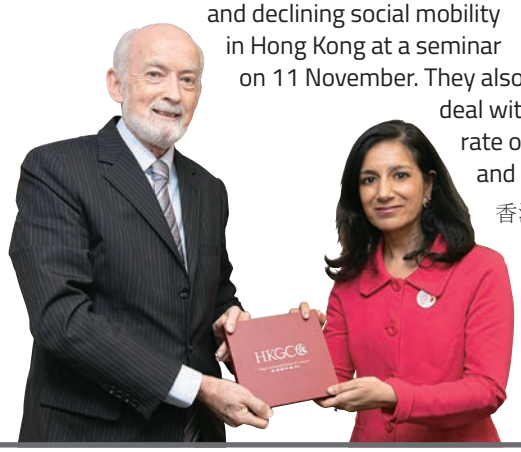
An ageing population and competition from Greater Bay Area cities are putting further pressure on Hong Kong in the global race for talent. At a seminar on 20 October, Stephen Ching, Associate Professor of Economics at the University of Hong Kong, and KC Kwok, CEO of the Hong Kong Academy of Finance, provided an overview of the local labour landscape and Hong Kong's attractiveness to overseas and Mainland talent, particularly when compared to other jurisdictions.

人口老化加上大灣區其他城市對人才的渴求，令香港在全球招攬人才的競賽中進一步受壓。在 10 月 20 日的研討會，香港大學經濟學副教授程騰歡及金融學院行政總裁郭國全講解本地勞動市場環境及香港對海外和內地人才的吸引力，尤其是相比其他地區的優勢。





Richard Wong, Chair of Economics and Philip Wong Kennedy Wong Professor in Political Economy at the University of Hong Kong, and Shalini Mahtani, founder and CEO of The Zubin Foundation, shared their thoughts on the widening wealth gap and declining social mobility in Hong Kong at a seminar on 11 November. They also discussed the Government's options to deal with these issues, including improving the rate of home ownership to promote resilience and restore a sense of community.



香港大學經濟學講座教授兼黃乾亨黃英豪政治經濟學教授王于漸及小彬紀念基金會創辦人兼行政總裁馬夏邐出席 11 月 11 日的研討會，剖析本港貧富差距擴大和社會流動性下降的現象，並探討政府應對這些問題的方案，包括提高置業率以加強韌力及重建社區歸屬感。

Financial & Treasury Services Committee

Christopher Hui, Secretary for Financial Services and the Treasury, briefed members on 2 November about the Government's latest initiatives to develop the financial industry, as announced in this year's Policy Address. These included measures to further enhance the city's listing regime, develop offshore RMB businesses, and promote the development of Hong Kong as a green finance centre.



At the same meeting, Richard Wong, committee member and Director of China Global Solutions, Aon Hong Kong, as well as his colleagues Paul Young, CEO of Aon Hong Kong, and Poh Chua, Asia Head of IP Solutions, explained the concept of IP-backed financing and the potential benefits for Hong Kong in becoming a centre for such a fundraising tool.

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中小型企業委員會
Mr Norman Yeung
楊敏健先生



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稅務委員會
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Taiwan Interest Group
台灣小組
Mr P C Yu
余鵬春先生



Women Executives Club
卓妍社
Ms Nikki Ng
黃敏華女士



Young Executives Club
卓青社
Mr Eric Fok
霍啟山先生



Ms Elsa Wong
黃玉娟女士



金融及財資服務委員會

在 11 月 2 日的委員會會議，財經事務及庫務局局長許正宇概述本年度《施政報告》中促進金融業發展的最新措施，包括進一步完善本港的上市機制、發展離岸人民幣業務，以及推動香港發展為綠色金融中心。

會上，委員會成員及怡安香港業務發展和市場營銷總監黃廣林、行政總裁楊保羅及知識產權亞洲主管 Poh Chua 介紹知識產權融資的概念，以及香港發展為知識產權融資中心的潛在裨益。

Industry & Technology Committee
工業及科技委員會



Dr Yiu-Man Wong, Principal Consultant, BPS Logistics Technology, spoke at a webinar on 20 October on how digitization and big data analysis can help companies to optimise productivity. He also discussed industry trends for warehouse automation systems, as well as enhancing operational efficiency by using technologies such as robotic arms, carton shuttles and automated forklifts.

威裕物流科技技術總監王耀文博士出席 10 月 20 日的網上研討會，講解數碼化和大數據分析如何協助企業提升生產力。他亦探討了倉庫自動化系統的行業趨勢，以及如何利用機械臂、箱式穿梭車和自動叉車等技術提升營運效率。



Alfred Sit, Secretary for Innovation and Technology, visited the Chamber on 28 October to exchange views on the I&T-related initiatives outlined in the latest Policy Address. Issues discussed included capacity building, allocating land for I&T facilities, and enhancing cross-border cooperation among GBA cities.

創新及科技局局長薛永恒在 10 月 28 日到訪總商會，就最新一份《施政報告》提出的創科相關措施交流意見。討論議題包括提升能力、撥地興建創科設施及加強大灣區城市之間的跨境合作。



A judging panel chaired by Victor Lam, Chairman of the Industry and Technology Committee, met on 12 November to interview the 11 companies shortlisted for the "2021-22 Hong Kong Awards for Industries: Innovation and Creativity." The biennial award aims to promote a culture of innovation and creativity in Hong Kong by recognizing companies that excel in these capabilities.

工業及科技委員會主席林凱章在 11 月 12 日率領評審委員會，與「2021-22 香港工商業獎：創意」的 11 家入圍企業進行面試。兩年一度的獎勵計劃旨在促進本港的創意文化和表揚優秀企業。



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基本課程100系列

課程編號	課程名稱	課程時間 (天)
IP 101	知識產權基礎課程	2
IP 102	內地的知識產權管理與保護	2
IP 103	香港的知識產權註冊及申請程序	1

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- 企業可免費參加「IP 204：知識產權管理人員實務工作坊」及獲贈實務指南乙本
- 「知識產權管理人員」完成100系列的任何一個課程後，企業可獲得計劃的參加證書乙張
- 企業可以特價優惠報名參加「亞洲知識產權營商論壇」
- 立即登記：**www.ip.gov.hk/ipms**

進階課程200系列

課程編號	課程名稱	課程時間 (天)
IP 201	知識資本組合管理課程	1
IP 202	知識產權商品化管理及策略	2
IP 203	技術轉移管理及策略	2
IP 204	知識產權管理人員實務工作坊	0.5

註：1.所有報讀進階課程200系列的人士，必須先完成IP 101：知識產權基礎課程。 2.知識產權署保留更改課程內容及安排的最終決定權。 3.課程內容及安排以網頁公布的資料為準。

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Hong Kong We Can Do It! Lucky Draw: Final Two Prizes Driven Home

「香港做得到！幸運大抽獎」送出兩份壓軸大獎

The two lucky winners of the second and third Mercedes-Benz C-Class saloons in the Chamber's "Hong Kong We Can Do It! Lucky Draw," Ms Chan (right), and Mrs Chan, drove their brand new cars from Zung Fu at the Mercedes-Benz Brand Centre, Hong Kong Island on 22 November.

Dr YK Pang, Deputy Managing Director and Hong Kong Chairman of Jardine Matheson, and HKGCC CEO George Leung, presented both winners with their prizes.

Ms Chan said she couldn't believe she had won the car in the sixth lucky draw, and was thrilled that she now has the keys. Mrs Chan, who won the third car in the seventh round, said it was a dream come true for her family.

Speaking at the presentation ceremony, Pang said that Jardines was proud to have played a part in the initiative. "Thanks to HKGCC's lucky draw to help raise vaccination rates and protect more citizens against Covid-19, the number of people getting their vaccination rose steadily over the summer to almost 70%," he said. "We hope people will continue to get their shots to protect themselves and their loved ones."



Leung thanked all of the Chamber members who sponsored the campaign. "We could not have organized this meaningful event without their generosity and care for the community. These fantastic prizes provided an extra incentive for people to get vaccinated."

Seven rounds of lucky draws took place between July and September. More than 2 million people entered for a chance to win one of the 6,760 prizes worth over HK$43,000,000 in total.

As the campaign concluded, members of the Chamber's General Committee all signed a card for Chamber staff to thank them for their hard work organizing the Lucky Draw.

總商會「香港做得到！幸運大抽獎」送出的第二及第三部平治 C 系列房車大獎的兩位得主——陳小姐（右）和陳太於 11 月 22 日到仁孚的平治港島品牌中心領獎。

怡和控股有限公司副行政總裁及香港區主席彭耀佳聯同總商會總裁梁兆基向兩位得獎者頒獎。

陳小姐坦言，能夠在第六輪抽獎贏得大獎，實在難以置信，如今車匙在手，仍然興奮莫名。在第七輪抽獎中贏得第三部平治房車的陳太則形容，今次中獎令一家人夢想成真。

彭耀佳在頒獎儀式上表示，怡和很高興能夠參與是次活動。他說：「有賴總商會的抽獎活動協助提高疫苗接種率，本港的疫苗接種人口在今夏穩步上升至近七成，令更多市民免受新冠病毒感染。我們希望市民繼續接種疫苗，以保護自己和身邊人的安全健康。」

梁兆基衷心感謝會員為活動贊助豐富的獎品，「他們慷慨的支持、對社會的關懷，成就了今次別具意義的抽獎活動，而且成功鼓勵了許多市民接種疫苗。」

七輪抽獎活動於 7 月至 9 月期間舉行，合共送出 6,760 份獎品，總值超過港幣 4,300 萬元，吸引逾 200 萬人參加。

隨着活動圓滿結束，總商會一眾理事簽署感謝卡，向負責籌辦是次活動、勞苦功高的總商會員工表達謝意。

Legal Committee
法律委員會

Ada Chung Lai-Ling, Privacy Commissioner for Personal Data, explained the latest anti-doxxing legislative provisions to members at a webinar on 8 November. The changes have been adopted into the updated Personal Data (Privacy) Ordinance, which came into effect in October. They include the creation of offences to curb doxxing acts, empowering the Commissioner to carry out criminal investigations and institute prosecutions, and conferring on the Commissioner powers to issue cessation notices.



在 11 月 8 日的網上研討會，個人資料私隱專員鍾麗玲向會員講解打擊起底行為的最新法例。《個人資料（私隱）條例》經修訂後於 10 月生效，將起底行為訂為刑事罪行，並賦權私隱專員進行刑事調查、作出檢控及發出停止披露通知。

Manpower Committee
人力委員會



Eric Stryson, Managing Director – Global Services at the Global Institute For Tomorrow (GIFT) introduced the Stay & Build initiative at a webinar on 1 November. The goal of the initiative is to provide a platform to empower young professionals to come up with solutions to some of the key challenges facing Hong Kong and to encourage constructive participation. Stryson also introduced some of the organization's pilot projects, which are on a range of topics including community sports, public spaces, ageing in place and local food production. He also discussed these issues with participants at the event, and shared ideas on how Hong Kong's young people can help to drive the development of the city.

在 11 月 1 日的網上研討會，全球未來研究所（GIFT）全球服務董事總經理 Eric Stryson 介紹「Stay & Build」計劃。該計劃旨在為年輕專才提供平台，鼓勵他們設法解決香港面對的主要挑戰，積極參與建設社會。Stryson 還講解了 GIFT 推出的試驗項目，涵蓋社區體育、公共空間、居家安老和本地食品生產等廣泛領域。他和與會者討論有關議題，並就香港青年如何促進本港發展分享見解。

Retail & Tourism Committee
零售及旅遊委員會

Dane Cheng and Becky Ip, respectively the Executive Director and Deputy Executive Director of the Hong Kong Tourism Board (HKTB), met with members on 11 November to discuss measures for reinvigorating Hong Kong's appeal as a tourist destination. Members also brainstormed a number of industry-specific suggestions for inclusion in the Chamber's submission to the 2022/23 Government Budget.

香港旅遊發展局總幹事程鼎一和副總幹事葉貞德在 11 月 11 日與委員會成員會面，商討提振香港作為旅遊勝地的措施。成員亦就本會的 2022/23 年度《財政預算案》建議書集思廣益，提出多項針對行業發展的建議。



Smart City Working Group
智慧城市工作小組



Tracy Poon, General Manager, Technical Department, Octopus Cards, spoke at a working group meeting on 5 November about the company's various smart city initiatives. These include promoting the use of electronic payment through the Government's Consumption Voucher Scheme, applying big data in the development of a Green Minibus Real-Time-Arrival App and facilitating studies by the University of Hong Kong to predict Covid-19 infection rates in Hong Kong.

在 11 月 5 日的工作小組會議，八達通技術部總經理 Tracy Poon 介紹該公司的多項智慧城市措施，包括透過政府的消費券計劃推廣電子支付、應用大數據開發「專線小巴實時到站資訊應用程式」，以及支援香港大學進行研究，預測本港的新冠病毒感染率。

Small & Medium Enterprises Committee
中小型企業委員會



Every day, millions of people visit YouTube to be informed, inspired or simply entertained. The platform also provides a useful marketing outlet for businesses. Kaman Louie, YouTube Strategic Partner Manager and Head of Government Affairs, and Timothy Tam, Head of Public Policy (Hong Kong), at Google, highlighted the opportunities and latest trends on YouTube at a webinar on 26 October. They explained that views of videos titled "At Home" had grown six-fold since the beginning of the pandemic, while another recent trend is that viewers are watching more content in real time. The speakers also shared YouTube's policy on managing video content, and how content creators could appeal for review if their videos were removed.

每天有數百萬人次瀏覽 YouTube 網站，藉此掌握資訊、啟發靈感或純粹休閒消遣。與此同時，該平台亦為企業提供實用的營銷渠道。YouTube 策略合作夥伴經理 Kaman Louie 和 Google 香港政府事務及公共政策總監譚雨川出席 10 月 26 日的網上研討會，介紹 YouTube 的相關機遇和最新趨勢，例如自疫情爆發以來，以「在家」為標題的影片錄得六倍增幅，而觀看實時直播的觀眾亦不斷增加。講者亦分享了 YouTube 管理影片內容的政策，以及內容創作人發現影片被刪除後如何上訴複審。



Committee members and some of their family members enjoyed a tour to Sai Kung District on 12 November. They visited the High Island Training Camp of Hong Kong Adventure Corps, a facility previously owned by the British Army that now serves as a training centre for local youths, as well as the East Dam of the High Island Reservoir, part of the Hong Kong UNESCO Global GeoPark.

委員會成員連同家人一行於 11 月 12 日到西貢郊遊，參觀了香港少年領袖團萬宜訓練營，了解到營地從英軍設施演變成本港青年訓練中心的歷程。團員還暢遊了列入香港聯合國教科文組織世界地質公園範圍的萬宜水庫東壩。

Sustainable Finance Working Group
可持續金融工作小組



Grace Hui, Head of Green and Sustainable Finance at HKEX, provided an overview of the Mainland's carbon trading market at a meeting on 4 November. She also discussed the role of Hong Kong in fulfilling local and nationwide objectives to curb emissions, as well as providing market-based incentives to drive these changes.

At the same event, Pamela Mar and KM Wong, who represent the Chamber respectively on the Capacity Building and Data Working Groups of the Cross Agency Steering Committee's Centre for Green and Sustainable Finance, provided a progress report on developments to date with their Working Groups.

香港交易所綠色及可持續發展金融主管許淑嫻出席 11 月 4 日的會議，簡介內地的碳交易市場，並探討香港在實現本地和全國減排目標，以及提供市場誘因促進變革方面的角色。

會上，總商會在綠色和可持續金融跨機構督導小組的技能培訓工作小組代表馬家敏及數據工作小組代表 KM Wong 報告所屬工作小組的工作進度。

Christmas Cheer for Children
為兒童送上聖誕祝福

With the Christmas season approaching, Chamber members teamed up with the Hong Kong Society for the Protection of Children (HKSPC) to prepare care packages for children in need. The volunteers arrived at the Chamber Theatre on 18 November to pack the donated goods, which included food and stationery as well as fun festive gifts. The packages were then distributed at the HKSPC centre in Mong Kok two days later, where members learned about the organization's history and wide range of services on a tour led by Susan So and Chan Chi Yiu, Director and Deputy Director at HKSPC respectively.

The event was a joint effort from the Chamber's Women Executives Club, Europe Committee and Retail & Tourism Committee, led by WEC Chairman Nikki Ng and Europe Committee Chairman Davide De Rosa.







聖誕將至，總商會會員聯同香港保護兒童會為有需要的兒童送上祝福。義工在 11 月 18 日齊集總商會演講廳，合力把會員捐贈的食品、文具和應節禮物包裝成關愛包，並在兩天後送往位於旺角的香港保護兒童會中心。會員在香港保護兒童會總幹事蔡蘇淑賢和副總幹事陳志耀的帶領下參觀中心，了解該會的歷史和各項服務。

是次活動由總商會卓妍社、歐洲委員會和零售及旅遊委員會合辦，並由卓妍社主席黃敏華及歐洲委員會主席戴偉德領導。

Talent Development
人才發展

In today's fast-paced work environment, it can be difficult to make the right decision at the right time. At a training workshop on 20 October, Selina Kam, a Senior Talent Development Consultant, introduced participants to some of the essential skills for problem solving and decision making. She also taught attendees how to enhance their creative mindsets by observing situations from a broader perspective, which can lead to better decision making.



現今工作環境節奏急促，要在適當時機作出正確的決策並非易事。在 10 月 20 日的培訓工作坊，資深人才發展顧問金志穎向學員介紹解難和決策技巧，並講解如何從宏觀角度分析各種情況，提升創意思維，從而作出更佳的決策。

In recent years, increasing numbers of legal actions have been brought against employers for breach of provisions safeguarding employees' leave entitlements. On a similar topic, there have been cases of employees using legal loopholes to abuse leave benefits. At a workshop on 29 October, Raymond Fung, Principal Consultant at Strategic Consulting, shared his practical suggestions on lawful and effective solutions to issues involving employees' leave. Attendees learned how to more effectively manage leave benefits for staff while also preserving a positive team and company culture.



近年，執法機構對僱主未能履行僱傭條例下僱員假期福利的起訴日漸增多，同時亦有個案涉及僱員利用法律漏洞濫用假期福利。在 10 月 29 日的工作坊，卓思顧問首席顧問 Raymond Fung 分享合法而有效地解決僱員假期問題的實用建議。學員了解到如何更有效管理員工的假期福利，同時維持正面的團隊和企業文化。

Women Executives Club
卓妍社



Members enjoyed a visit to CoCoon, one of Hong Kong's first co-working spaces for start-ups and entrepreneurs, on 18 October. The event was hosted by WEC Executive Committee member Erica Ma, who is also Co-founder of CoCoon.

During the visit, members heard about the history of CoCoon and some of the initiatives the company is currently involved in, such as its partnership with Google for Startups. They also enjoyed a guided tour around the co-working space, which is now among the biggest in Hong Kong. After the tour, members watched presentations from edtech firm Xccelerate and retail innovator MPower Technologies, two start-ups based at CoCoon.

會員於 10 月 18 日前往浩觀參觀。浩觀是香港最早成立的共用工作空間之一，專為初創公司和企業家而設。

是次考察活動由卓妍社執行委員及浩觀共同創辦人馬殷帶領，期間會員獲安排導賞本港規模最大的共用工作空間之一，還了解到浩觀的歷史及正在參與的項目，例如與 Google for Startups 合作等。其後，兩家駐場初創企業——教育科技企業 Xccelerate 和創新零售商 MPower Technologies 的代表分別介紹公司的業務。

Young Executives Club
卓青社

The Burgundy region of France is renowned for its red and white wines, and has been growing grapes for wine at least 2,000 years. YEC members learned about a selection of Burgundy wines, including the climate and soil conditions required to produce them, at a fun and informative evening event at L'Imperatrice Tasting Room on 26 October. Participants also had the opportunity to sample the wines while networking with fellow members at this relaxing event.

法國勃艮第以盛產紅白葡萄酒馳名，當地種植釀酒葡萄已有至少 2,000 年歷史。卓青社會員於 10 月 26 日到訪 L'Imperatrice 品酒室，了解釀製勃艮第葡萄酒所需的氣候和土壤等條件，更有機會一嚐多款精選葡萄酒，歡聚交流。





三位在本地推動多元共融的先驅出席 11 月 9 日的線上線下同步活動，分享個人經歷，以及在職場和不同範疇推廣共融理念的工作。

三位講者分別為香港傷健共融網絡創會成員兼總幹事莫儉榮、CareER 聯合創辦人及行政總裁崔宇恆，以及英國格林威治大學社會工作系講師游家敏，他們探討如何實踐職場共融文化、成功落實有關政策對企業的益處、僱主如何以更包容的態度篩選應徵者，以及如何發掘殘疾應徵者的潛能。

Three local pioneers of the inclusion and diversity movement spoke at a hybrid event on 9 November, where they shared their personal stories as well as their efforts to promote inclusivity in the working environment and beyond.

The three panelists – Kim Mok, Founding Director and Chairman of the Hong Kong Network for the Promotion of Inclusive Society; Walter Tsui, Co-Founder and CEO of CareER Association; and Carmen Yau, Lecturer of Social Work at the University of Greenwich – explored how inclusion in the workspace can be implemented organically and also the benefits for businesses of successfully implementing such a policy. The discussion also covered how employers can be more inclusive when screening potential candidates, and how to focus on the potential of candidates with disabilities.



「完美求職計劃」第一階段已正式展開，在11月逢周三舉辦共四節培訓活動，協助學生為投身職場做好準備。多位導師分別講解不同的課題，包括求職、適應職場和建立個人品牌等。多名卓青社會員亦為計劃擔任導師，向學生分享職涯經驗。

在最後一節活動當天，七家贊助企業的代表介紹公司業務，協助學生了解第二階段的活動內容。





The first stage of the Pitch Perfect Programme got under way in November. Students attended four training sessions to help them prepare to enter the workforce, held on each Wednesday during the month. At each session, trainers explored various aspects, from job hunting and entering the workplace to personal brand building. Also at the events, YEC members who are serving as mentors to the programme shared their own career experiences with the students.

On the last training day, representatives from the seven sponsors also introduced their companies to the students, ahead of the second stage of the competition.

Young Executives Club Co-Chairmen Eric Fok and Elsa Wong, Vice Chairmen Jacky Cheung, Victor Lam and Samuel Tsang, and other club members attended the Youth Business Luncheon with Chief Executive Carrie Lam on 29 October. The lunch was an opportunity for young businesspeople to hear from the Chief Executive about the latest developments in social policy and the economy. She also shared her thoughts on how young Hong Kong executives could actively participate in the opportunities arising from the nation's Dual Circulation strategy and 14th Five-Year Plan, and contribute to Hong Kong's continued growth and prosperity.



卓青社兩位聯席主席霍啟山、黃玉娟，三位副主席張卓賢、林凱章和曾昭武，聯同多位會員於10月29日出席青年工商界專題午餐會，聽取行政長官林鄭月娥闡述《施政報告》重點，同時掌握社會政情、經濟發展等最新動向。特首亦分享年青行政人員可如何積極把握國家的「雙循環」戰略和「十四五」規劃發展機遇，推動香港的持續發展和繁榮。

A Bright New Future Ahead
迎向光明新未來



Chief Executive shares her confidence in Hong Kong's development at annual Joint Business Community Luncheon
行政長官在年度商界聯席午餐會上表示對香港前景充滿信心

Chief Executive Carrie Lam discussed her latest Policy Address and shared her optimism for the city's future development with Hong Kong executives at the Joint Business Community Luncheon on 2 November.

She said that the buzzword defining her latest Policy Address and plans for the city was "new."

"Hong Kong is entering a new era. We will shortly welcome a Legislative Council based on a new electoral system and we will be governing with a new paradigm," she said. "There will be new impetus to Hong Kong's economy, and we can all welcome a new future."

The current HKSAR government must also provide fresh ideas and innovation in taking Hong Kong forward, Lam added. On this theme, the biggest proposal in this year's Policy Address was the Northern Metropolis Development Strategy. This ambitious plan will create a new urban area in the north of the SAR including technology parks, new homes and businesses, as well as enhanced transport connections with the rest of the Greater Bay Area.

She described the plan as not just a physical development but also one that requires a new mindset: "It is a new spatial conceptualization, looking beyond Hong Kong's geographical layout into Shenzhen, the Greater Bay Area and the Mainland."

A second buzzword the Chief Executive shared was "confidence."

"I am extremely confident about Hong Kong's future," she said. "This confidence is built on a very strong basis; it is not wishful thinking."

Lam then ran through the reasons for her confidence: firstly, the restoration of law and order to the city after the upheaval of 2019. She said that the recent changes to the structure of the Legislative Council mean there is still room for disagreement among lawmakers, but they should strive to build a consensus so Hong Kong can move forward.

"The second basis for my confidence is that Hong Kong's fundamental strengths have not been weakened or eroded over the last two years or so," she said. "On the contrary,



many people have come to appreciate our fundamental strengths."

First and foremost among these is the rule of law. Hong Kong continues to have a very transparent judiciary that has made the city one of the most attractive arbitration centres in the world. Hong Kong remains highly ranked globally in areas like our financial services sector, world-class universities and our free economy, and is improving its global standing on innovation and technology. Meanwhile, we have recovered ground in rankings of city safety after the quelling of the violence in 2019.

The third reason is the hard data that demonstrates Hong Kong's economic resilience, with 2021 likely to finish at the higher end of the Government's 5.5 to 6.5% growth target. Merchandise trade, food and beverage, retail, horse racing and air cargo are among the areas where Hong Kong has seen a marked recovery this year, while the three-month unemployment rate dropped to 4.5%.

Hong Kong is entering a new era. We will shortly welcome a Legislative Council based on a new electoral system and we will be governing with a new paradigm. There will be new impetus to Hong Kong's economy, and we can all welcome a new future.





"All these figures confirm that Hong Kong's economy is very resilient and Hong Kong people are very resilient. When circumstances improve, we will bounce back very quickly."

The Chief Executive added that the city's athletes had also made the city proud this year with their successes in the Tokyo Olympics and National Games.

The fourth reason for Lam's confidence is the "staunch and unfailing support of the Central Government." In particular, the Chief Executive noted Beijing's support for not just Hong Kong's traditional industries, but also other sectors







including culture, innovation and technology, intellectual property and aviation.

Acting as a bridge, Hong Kong will continue to serve the nation but also to benefit for continued opening up and cooperation, she added. For example, the introduction of new cross-border schemes such as the Bond Connect and Wealth Connect are creating new opportunities for investors.

The Chief Executive then acknowledged that the key concern of businesses right now is when they can resume travel. She reassured the audience that this is top of her agenda as well, and that this was why her Government had recently tightened its quarantine and other Covid measures.

"We are 100% committed to the resumption of travel with the Mainland and hopefully thereafter with overseas destinations, for businesses and the people of Hong Kong," she said.

The resumption will be very gradual: business needs will take precedence over tourism at first, and there will be quotas and other conditions.

Lam appealed to the business community to help facilitate the opening up of the border by mandating use of the LeaveHomeSafe app for people entering their premises, and encouraging people to get vaccinated.

The Joint Business Community Luncheon, organized by HKGCC and the other major local and international chambers, has been an annual event for more than 20 years. The Chief Executive said that she welcomes the opportunity to speak to the business community and that she hoped this tradition would continue for many years to come.

Due to social distancing rules, the in-person luncheon was much smaller than usual, with the majority of participants attending online. We hope the easing of Covid-related restrictions will enable us to return to a full-scale Joint Business Community Luncheon next year.

行政長官林鄭月娥在 11 月 2 日出席商界聯席午餐會，向香港企業高管闡釋最新一份《施政報告》的內容，並表示對香港的未來發展抱持樂觀態度。

她指出新一份《施政報告》及未來規劃的主題為「革新」。

「香港正在進入新局面。我們即將在新選舉制度下迎來新一屆立法會，政府施政亦會有一番新氣象。香港經濟將注入新動力，為我們迎來新未來。」她說。

林鄭月娥補充，今屆特區政府必須提出創新構思，引領香港邁步向前。就此，《北部都會區發展策略》是今年《施政報告》重中之重，當中提出在香港北部建設新都會區，內設科技園區、住宅和商業區，同時加強與其他大灣區城市的交通聯繫。

她形容這項規劃不僅是一項實體建設，還融入了新思維——「方案體現了空間拓新，把目光放遠到香港以外，及至深圳、大灣區及內地。」







香港正在進入新局面。我們即將在新選舉制度下迎來新一屆立法會，政府施政亦會有一番新氣象。香港經濟將注入新動力，為我們迎來新未來。

特首提及的另一重點為「信心」。

她說：「我對香港的前景充滿信心，此乃建基於堅實的理據，而非一廂情願的想法。」

其後特首逐一闡述信心的來源：首先，2019 年的社會動盪已經平息，香港得以恢復法紀。她指出，最近更新立法會的組成後，議員之間仍有機會出現分歧，但他們應積極尋求共識，令香港能夠邁步向前。

「這份信心亦來自香港的根本優勢。這些優勢在過去兩年多不但沒有減弱或消失，更得到充分肯定。」她說。

首先，法治是香港賴以成功的基石，透明的司法制度令我們成為全球最具吸引力的仲裁中心之一。本港的金融服務業、世界一流的大學和自由經濟一直位居世界前列，在創科領域的國際地位亦持續提升。與此同時，在 2019 年的暴力行為停止後，香港的安全城市排名已經回升。

第三個理由是數據展現出香港的經濟韌力，政府預測 2021 年全年經濟增長 5.5% 至 6.5%，有望接近區間上限。商品貿易、餐飲、零售、賽馬和空運等領域今年顯著復蘇，而最近三個月的失業率亦下跌至 4.5%。

「上述數據肯定了香港的經濟韌力，反映香港市民靈活應變。當環境有所改善，我們將可迅速反彈過來。」

她補充，香港運動員今年在東京奧運和全運會取得佳績，亦令我們引以自豪。

第四個理由源於「中央政府堅定不移的支持」。特首指出，北京政府不僅支持香港的傳統產業，還鼓勵文化、創新科技、知識產權和航空等行業發展。

香港將繼續擔當橋樑的角色，為國家作出貢獻，同時受惠於持續開放和合作交流。舉例說，推出「債券通」和「跨境理財通」等新計劃能為投資者創造新機遇。

她理解商界目前的首要關注是何時恢復旅遊，並向與會者重申這亦是她的優先要務，為此政府最近已收緊隔離檢疫和其他防疫措施。

她表示：「我們正在為香港商界和市民全力爭取恢復與內地通關，並希望稍後能與海外地區重啟旅遊。」

中港兩地將以循序漸進的方式恢復通關：以商業需求優先，其次為旅遊，而且設有配額和其他條件。

特首呼籲商界跟隨政府的做法，要求進入轄下場所的人士使用「安心出行」應用程式，以及鼓勵市民接種疫苗，為通關創造有利條件。

一年一度的商界聯席午餐會由總商會聯同各大本地和國際商會合辦，至今已舉行超過 20 年。行政長官表示很高興有機會與商界對話，希望這項傳統能延續下去。

在社交距離限制下，大部分與會者改以網上形式參與是次年度盛會，我們盼望在防疫限制放寬後，明年能如常舉辦商界聯席午餐會。

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Up-and-coming Bangladesh
孟加拉嶄露頭角



Rapidly growing economy and growing ease of doing business are helping to make the South Asian country attractive to investors

經濟蓬勃發展，加上日益便利的營商環境，有助這個東南亞國家招商引資

Bangladesh's economy is growing at an astonishing pace, even amid the Covid-19 pandemic, and is projected to be the fastest growing economy in the world by 2030.

Speaking at the Chamber's webinar on 11 November, Acting Consul General Md Nazmul Alam gave an update on Bangladesh's latest business developments, and introduced some of the prospective areas for investment and the incentives available.

Bangladesh's economy has remained resilient during the pandemic, maintaining a 5.2% growth rate, with the figure expected to rise to between 6% and 7% in 2022. "The plan is to become a developed country by 2041," he said.

Lying at the heart of a triangle formed by the world's most dynamic economies – China, India and Southeast Asia – Bangladesh is conveniently situated to take advantage of its neighbouring markets.

"You are not only looking at the 160 million-strong consumer market within the country," the Acting Consul General said. "By setting up shop in Bangladesh, you are giving yourself access to a growing regional market of over 3 billion people."

ACG Alam then explained that, apart from its renowned garments and textiles industry, which account for 84% of the country's overall exports, Bangladesh also offered opportunities across a wide range of industries. These include ICT, infrastructure, electronics, light engineering, pharmaceuticals, healthcare, agribusiness and leather products.

He added that the country's competitive work force and business-friendly policies



made it an attractive investment destination. "Almost all sectors bar a few are open for foreign investment, bundled with 5-10 years of tax holidays, full repatriation of capital and profits, and cash incentives for export-oriented businesses."

Also speaking at the event, Dewan Saiful Alam, President of The Bangladesh Metropolitan Chamber of Commerce Hong Kong, said he had witnessed how quickly the country had been growing.

"The government has taken a lot of initiatives in improving the infrastructure," he said. "Everything like rail and roads are being built and improved across the country."

"The plan is to become a developed country by 2041."

– Md Nazmul Alam, Acting Consul General

Bangladesh's major infrastructure improvements are well under way, including two deep sea ports, a new terminal at Dhaka Airport, metro and bus transits in Dhaka, as well as the 6.15km Padma Bridge, the country's signature Belt and Road project, will be its longest bridge when it is eventually completed.

The government is also in the process of establishing 100 economic zones, ripe for foreign investment. All things considered, the government estimates it will require US$350 billion investment in infrastructure to reach its economic goals by 2030.

Dewan Saiful Alam also noted that the country had become more business friendly in the past decade in terms of day-to-day operations. "Banking issues were commonplace in the past, but now it is much easier," he said. "Now there is no need to worry about payments not clearing on time."

Tareq Rafi Bhuiyan, Managing Director of NewVision Solutions Ltd., also spoke at the webinar and shared his insights about Bangladesh's "thrust" sectors such as pharmaceuticals, light engineering, automobile and agro-food.

In terms of auto, companies such as Suzuki, Honda, Mitsubishi and Yamaha have set up manufacturing plants in Bangladesh to take advantage of its competitive labour force and export-friendly policies. Bhuiyan said people may not be aware that Japanese businesses have consistently topped the charts for investment in Bangladesh, and continue to have interest in the country.

According to a survey conducted by JETRO and the Japan Chamber of Commerce, Japanese companies hold Bangladesh in higher business confidence compared to other counties in Asia, and the country remains the destination of choice for a majority (70%) of companies for expansion.

In other sectors, global companies like Nokia and Samsung also have manufacturing presence in the country.

Bhuiyan said businesses entering Bangladesh should make sure they find a good partner, and prepare to learn the culture and adapt to the country's way of doing business.

"Delays and untimeliness are to be expected, so think about your delivery dates and timelines," he said. "Also, most companies are family-run, so business decisions can be quite centralized, and ESG is often not on the top of their list of considerations."

"The government has taken a lot of initiatives in improving the infrastructure."

– Dewan Saiful Alam, President of The Bangladesh Metropolitan Chamber of Commerce Hong Kong

He added that partners will often expect a high return on investment, and will think in the short term. "Bank loans are usually only for five years and interest rates are high (8-10%), so investors want to a see return on investment in a relatively short time span," he explained.

Bhuiyan added that Bangladeshi people are friendly to work with and welcoming to foreigners, but it is often up to investors to find the best way to work with them.

"Bangladeshi people are very intelligent and have a lot of pride," he said. "Go in humbly as an equal and don't try to think yourself superior to the locals."

即使面對新冠病毒疫情的挑戰，孟加拉經濟仍以驚人的速度增長，有望到 2030 年成為全球增長最快的經濟體。

在總商會於 11 月 11 日舉行的網上研討會，孟加拉署理總領事 Md Nazmul Alam 介紹孟加拉的最新商業動向、潛在投資領域和招商計劃。

孟加拉經濟在疫情期間保持穩健，增幅維持在 5.2%，可望於 2022 年升至 6% 至 7%。他說：「孟加拉計劃在 2041 年之前成為發達國家。」



「孟加拉計劃在 2041 年之前成為發達國家。」

—— **Md Nazmul Alam**
孟加拉署理總領事

孟加拉位處全球三大活躍經濟體——中國、印度和東南亞的核心，盡享近水樓台之便。

署理總領事稱：「透過在孟加拉開展業務，不但能進軍當地坐擁 1.6 億人口的消費市場，更可開拓人口超過 30 億、發展蓬勃的區域市場。」

Alam 解釋，孟加拉以製衣紡織業聞名，業界佔全國整體出口的 84%，而其他領域如資訊及通訊科技、基建、電子、輕工業、醫藥、保健、農業和皮革製品業，亦機遇處處。

他續道，該國具競爭力的勞動人口及便利營商的政策，使其成為具吸引力的投資目的地。「除少數行業外，當地幾乎所有行業均對外開放投資，更為外資提供五至十年的免稅期，容許資金和利潤全額匯回本國，並向出口導向企業發放現金獎勵。」

香港孟加拉商會會長 Dewan Saiful Alam 亦有與會，並指自己見證了孟加拉的飛速發展。

「孟加拉政府在全國各地修建鐵路和道路等設施，着力完善基建網絡。」他說。

孟加拉多項主要的基建提升工程正進行得如火如荼，當中包括兩個深水港口、達卡機場新建的客運大樓、達卡的鐵路和巴士轉運系統，以及帕德瑪大橋——當地「一帶一路」的重點項目，這座大橋全長 6.15 公里，竣工後將成為國內最長的大橋。

此外，該國政府現正建設 100 個經濟區吸引外資。考慮到各項因素，當地政府估計孟加拉要吸納 3,500 億美元基建投資，方能到 2030 年實現其經濟目標。

Dewan Saiful Alam 指出，國內營商環境在近幾十年不斷改善，促進了企業的日常運作。「銀行服務延誤以往屢見不鮮，如今已變得快捷簡便，無需再擔心款項未及結算等問題。」他說。

同場的 NewVision Solutions Ltd 董事總經理 Tareq Rafi Bhuiyan 就孟加拉的醫藥、輕工業、汽車和農食品業等「優勢」產業分享見解。

「孟加拉政府在全國各地修建鐵路和道路等設施，着力完善基建網絡。」

—— **Dewan Saiful Alam**
香港孟加拉商會會長

汽車業方面，孟加拉憑藉勞動人口的競爭優勢和出口優惠政策，成功吸引了鈴木、本田、三菱和 Yamaha 等企業進駐設廠。Bhuiyan 表示，大家可能未必留意到，日本企業一直是孟加拉最重要的外資來源，對該國的投資興趣持續不減。

根據日本貿易振興機構和香港日本人商工會進行的一項調查，相比其他亞洲國家，日企對於在孟加拉營商更有信心，而且該國仍然是大多數（70%）受訪企業拓展業務的首選目的地。

其他行業方面，諾基亞和三星等國際企業亦在該國設廠。

Bhuiyan 表示，企業若進駐孟加拉，務必找個好夥伴，也要了解和適應當地的文化和營商方式。

「營商難免會出現延誤或進度超前的情況，因此要小心訂立交付日期和時間表。」他補充道：「再者，大部分公司均為家族式經營，商業決策比較集中，而環境、社會及管治因素往往不是他們的首要考量。」

他又指出，業務夥伴總期望獲取豐厚的投資回報，並着眼於短期利益。他解釋：「銀行貸款年期一般不超過五年，加上息率偏高（8-10%），投資者自然希望在較短時間內取得投資回報。」

Bhuiyan 補充，孟加拉人親切好客，易於共事，投資者不妨探索最適合彼此的合作方式。

「孟加拉人相當聰明，自尊心也特別強。與他們共事宜表現謙遜，平等以待，切忌自視高人一等。」他說。

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Visit to HIT
參觀香港國際貨櫃碼頭



Members tour port facilities and learn about the industry's automation advances
會員參觀港口設施，了解航運業的自動化進展

Members of the SME Committee enjoyed a tour of Hongkong International Terminals (HIT) on 17 November. HIT is one of the operators at Hong Kong's Kwai Tsing Port, which remains one of the biggest and busiest ports in the world, even amid growing global competition.

Bertha Ung, Manager, Group Corporate Affairs, explained to members that HIT is part of Hutchinson Ports – a global company that is rooted in Hong Kong. It has more than 50 ports in 26 countries around the world, and handles more than 80 million TEUs annually. Hutchinson Ports' portfolio includes Yantian in Shenzhen, which can accommodate five mega vessels at a time, the United Kingdom's biggest port Felixstowe, and Barcelona, which is one of the company's first semi-autonomous terminals.

"The recently built Terminal D at Laem Chabang Port in Thailand also uses a lot of automation, including autonomous trucks," Ung said.

Technical upgrades such as increasing automation are being introduced across the company and will be a key focus of the industry's future development.

"Hong Kong is not as automated as some other ports, including those in China," Ung explained. "Hong Kong port has a long history, and it is more difficult to change current equipment. It is a lot easier to introduce automation in a new terminal, like in Thailand."

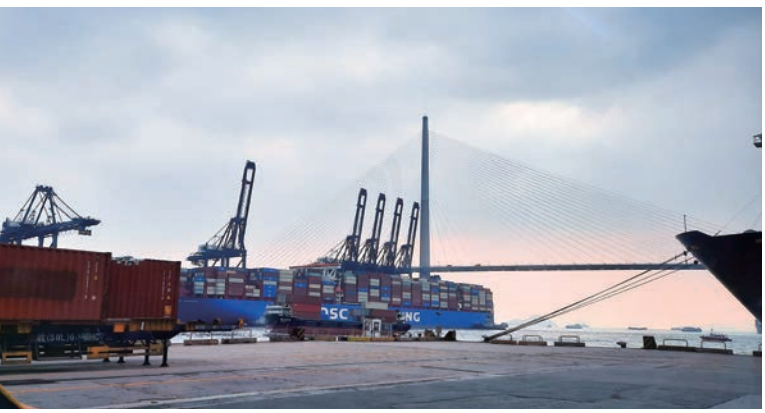
However, there has been some retro-fitting of the facilities in Hong Kong, and the visitors had the opportunity to see some of HIT's remote crane operators at work. Their air-conditioned offices and computers are much more comfortable than the cranes, where they are isolated and exposed to the weather throughout their shift.

"Remote control provides better working conditions, and means they can operate more than one crane at a time, so it is also more efficient," Ung said.

Members then had the opportunity to see the port in action on a drive around the yard, which was buzzing with activity, with a constant flow of trucks and several ships being loaded and unloaded. Some of the biggest cranes on site are as high as 50 storeys.

The Covid-19 pandemic has created a number of issues for the shipping sector in the past two years. Supply chain bottlenecks have been in the news recently: in October, a record backlog of 100 ships





中小型企業委員會成員在 11 月 17 日前往香港國際貨櫃碼頭（HIT）參觀。全球競爭日熾，香港葵青港仍然是全球規模最大、最繁忙的貨櫃港之一，而 HIT 正是其中一家碼頭營運商。

集團企業事務經理 Bertha Ung 向會員解釋，HIT 為和記港口的屬下機構。和記港口是扎根香港的跨國企業，在全球 26 個國家經營超過 50 個港口，每年處理超過 8,000 萬個標準貨櫃單位。和記港口的網絡涵蓋能同時停靠五艘超大型貨櫃船的深圳鹽田港、英國最大港口菲力斯杜港，以及集團旗下首個半自動化碼頭巴塞南歐碼頭。

Ung 表示：「最近落成的泰國蘭差彭港 D 碼頭亦大量應用自動化技術，包括自動駕駛貨車。」

公司各部門現正進行技術升級和提升自動化水平，這將成為業界未來發展的一大重點。

「香港的自動化水平不及內地和其他地區的港口。」Ung 解釋：「我們的港口歷史悠久，較難更換現有設備。相比之下，在泰國等新碼頭引入自動化技術容易得多。」

不過，香港港口亦不斷加裝新設施。考察期間，團員有機會一睹 HIT 的遙距操作人員操控吊機。操作員的辦公室設有空調，工作環境遠較吊機駕駛室舒適，工作期間不必與外界隔絕或受日曬雨淋之苦。

Ung 表示：「遙距操作能改善工作環境，而且操作人員可同時操作多部吊機，有助提升效率。」

其後，團員乘車參觀貨櫃場，了解港口運作。場內貨車絡繹不絕，多艘船舶正在裝卸貨物，現場最大的吊機高度相當於 50 層樓。

新冠病毒疫情在過去兩年為航運業帶來多項挑戰。供應鏈瓶頸問題已成為近期的新聞焦點：今年 10 月，美國洛杉磯和長灘港外有 100 艘貨輪等候卸貨，創下歷史新高。

「供應鏈受阻對香港的影響不如其他地區嚴重。」Ung 續稱：「美國和歐洲亦受到貨車司機短缺的問題困擾，可謂雪上加霜。」

儘管亞洲港口未有大受影響，營運商仍需克服其他問題，例如世界各地爆發本土疫情，導致港口暫停運作，並引發連鎖效應。



was waiting to unload outside the Los Angeles and Long Beach port complex in the United States.

"The supply chain disruption has not been as serious in Hong Kong as in other places," Ung said. "The U.S. and Europe have also been impacted by a shortage of truck drivers, which has made the situation worse."

Although ports in Asia have not been so badly affected, they have still had to deal with ongoing issues such as the knock-on impact when ports around the world have shut down temporarily due to local Covid outbreaks.

Sai Kung's Outdoor Attractions
西貢郊遊樂









Members of the Chamber's SME Committee and some of their families enjoyed a tour to Sai Kung District on 12 November to see some of the area's tourist attractions and facilities. Led by SME Committee Chairman Norman Yeung, members visited the High Island Training Camp of the Hong Kong Adventure Corps. Formerly a facility owned by the British Army, the site now serves as a centre to help the city's young people develop their confidence and leadership skills. The group also visited the High Island Reservoir East Dam, part of the Hong Kong UNESCO Global GeoPark, which is globally renowned for its unique geological formations.

總商會中小型企業委員會成員連同家人一行於 11 月 12 日到西貢郊遊，參觀區內的旅遊景點和設施。在委員會主席楊敏健帶領下，團員到訪了香港少年領袖團萬宜訓練營，了解到營地如何從英軍設施演變成本港青年建立自信和領導才能的訓練中心。團員還暢遊了以獨特地質景觀聞名的香港聯合國教科文組織世界地質公園——萬宜水庫東壩。



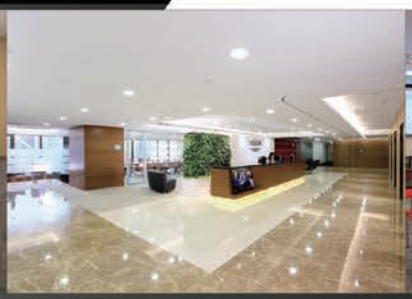


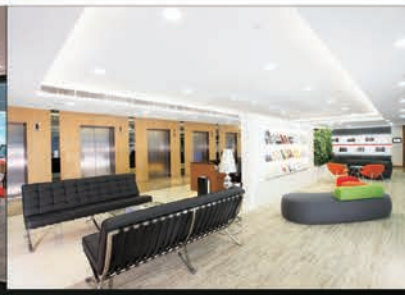
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BSP Programme Launches
商校交流計劃啟動

Representatives from schools and businesses meet online to discuss their plans for this year's Business School Partnership Programme

商校交流計劃的參與學校和企業代表以網上形式會面，討論本年度的活動計劃

The Chamber's Business School Partnership BSP Programme got under way for this academic year with a virtual meeting on 8 November.

Around 150 teachers and Chamber members attended the Online Briefing for BSP 2021/22, to learn more about programme's objectives and meet their partner for the first time. This year, 56 member companies and 53 secondary schools are participating.

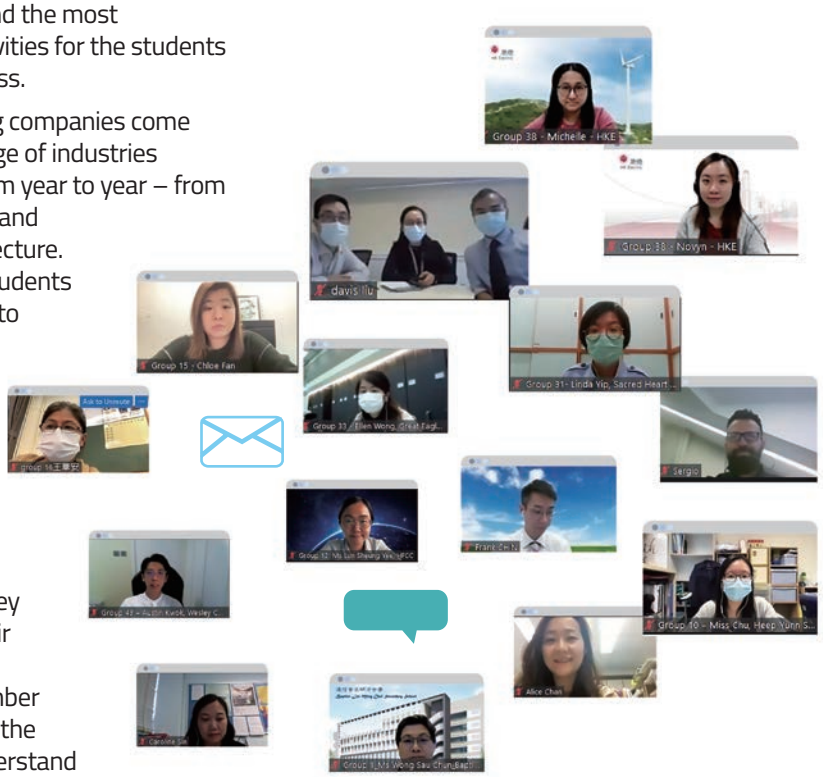
"While the pandemic has caused the suspension and cancellation of many Chamber programmes and events, the Business School Partnership Programme is one of our core student programmes and has continued running throughout," said Chamber CEO George Leung.

He thanked all the participating companies and schools for making this possible, particularly given the difficult conditions over the past two years.

Wilkins Lau, Assistant Manager of Talent Development, then introduced the BSP Programme in more detail. Established in 2001, it connects students with the commercial world by linking a school with a member company for a series of talks, visits, workshops and other activities.

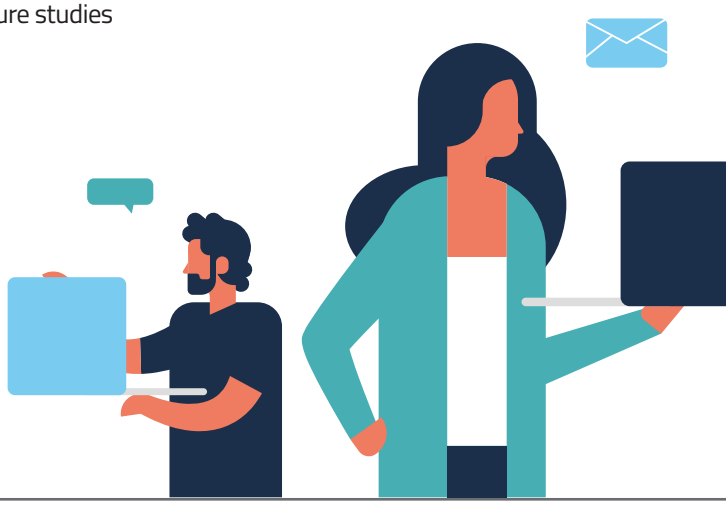
The programme allows for a great deal of flexibility in terms of format and scheduling, enabling member companies to find the most appropriate activities for the students and their business.

The participating companies come from a wide range of industries which varies from year to year – from banking to legal and retail and architecture. This gives the students the opportunity to get a good understanding of the different types of jobs available at different companies, and the sorts of qualifications they will need for their chosen career paths. The Chamber hopes to inspire the students to understand more about themselves and to prepare for their future studies and career.



At the online briefing, the representatives from member companies and schools had the chance to discuss the activity plans for the year ahead.

The BSP Programme also includes the Student Ambassador Scheme, which gives a select number of students the opportunity to participate



in some large-scale business events, such as the Chief Executive Luncheon and the Chamber's annual Business Summit.

Due to social-distancing restrictions, some of the BSP Programme's events have been held online. However, with the pandemic coming under control, we have been able to organize more physical events in recent months. We hope we will be able to continue this practice as we move into the new year.

總商會在 11 月 8 日舉行「商校交流計劃」網上會議，為本學年的活動揭開序幕。

約 150 名教師和總商會會員出席 2021/22 年度商校交流計劃網上簡介會，深入了解計劃的目標，並與合作夥伴首次會面。今年有 56 家會員公司和 53 間中學參與其中。

總商會總裁梁兆基表示：「本會多項計劃和活動都因疫情而被迫停辦甚至取消，而商校交流計劃作為我們的核心學生項目之一，卻未有受到影響，繼續如期進行。」

他感謝一眾企業和學校積極參與，尤其是在過去兩年的艱難處境，有賴他們的鼎力支持，各項活動方能順利完成。

人才發展副經理劉偉健其後詳細介紹商校交流計劃。這項計劃自 2001 年推出以來，透過為中學與會員公司進行配對，以及安排一系列的講座、實地考察、工作坊和其他活動，協助學生與商業世界建立聯繫，促進交流。

無論在活動形式還是時間編排上，會員公司都可因應學生和業務所需，靈活彈性地安排最適切的活動。

每年的參與企業均來自各行各業，包括銀行、法律、零售、建築等，讓學生有機會詳細了解不同公司提供的各類職位，以及他們選擇的職業道路所需具備的條件。總商會希望啟發學生深入了解自己，從而為日後升學和就業做好準備。

在網上簡介會上，各會員公司和中學的代表一起討論未來一年的活動計劃。

商校交流計劃旗下亦設有「學生大使計劃」，讓獲選學生有機會參與一些大型商界活動，例如行政長官午餐會，以及總商會一年一度的商業高峰會。

面對社交距離限制，商校交流計劃的部分活動需改以網上形式進行。不過，隨着疫情受控，我們近月已逐步復辦實體活動，期盼來年能繼續舉辦更多活動。



WHAT'S ON 最活新動

What's happening at the Chamber
總商會最新動態

Due to the ongoing coronavirus health threat, many of our events are now taking place online. Please check our website or app for the latest status of scheduled events.

COMMITTEE MEETINGS
Check with secretariat for details

TAXATION
Introduction to the IRD's e-filing project
Dec 7 10:00 am

ASIA & AFRICA
Business and finance environment in Mauritius
Dec 8 10:30 am

INDUSTRY & TECHNOLOGY
Hong Kong's position as a regional intellectual property trading centre
Dec 9 3:30 pm

MANPOWER
Dec 10 4:00 pm

RETAIL & TOURISM
Policy recommendations for the Chamber's Budget Submission
Dec 13 4:00 pm

SMALL & MEDIUM ENTERPRISES
Employment of people with disabilities in Hong Kong
Dec 14 4:00 pm

LEGAL
Current and upcoming initiatives of the Competition Commission
Dec 15 4:00 pm

HKCSI
Latest developments in WTO negotiations on services trade
Jan 11, 2022 4:00 pm

NETWORKING (Check website for details)



CHAMBER CHRISTMAS COCKTAILS
Dec 9 6:00 - 8:00 pm

YEC Christmas Dinner Party
Dec 17 6:00 - 11:55 pm

WEBINARS (Visit website for full details and to register)

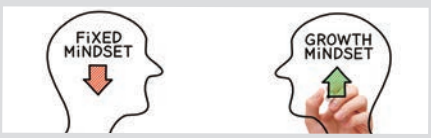


ALTERNATIVE REFERENCE RATES IN A POST-LIBOR LANDSCAPE: WHAT CORPORATES SHOULD KNOW
Dec 9 10:30 - 11:45 am

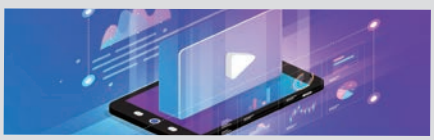


SOURCING SHIFT: MANAGING SUPPLY CHAINS ACROSS THE REGION
Dec 10 11:00 am - 12:15 pm

TRAINING & SEMINARS (Check website for details)



Nurturing Growth Mindset for Change
Dec 2 12:30 - 5:00 pm



How Companies Can Leverage on YouTube Ads to Grow Their Lead Generation and Sales
Dec 3 3:00 - 4:30 pm



Create Innovative Advantage in Digital Economy through Design Thinking
Dec 7 11:00 am - 3:15 pm



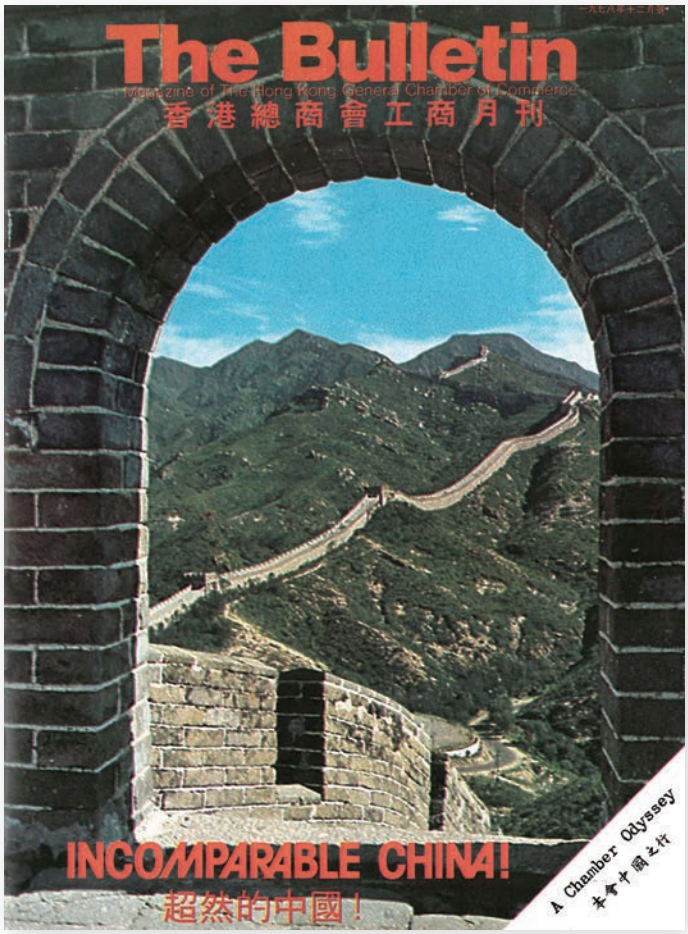
The Magic of Mirror: Regenerating International Interest in Hong Kong Pop Culture
Dec 16 11:00 am - 12:00 pm

SITE VISITS



KOL MARKETING INSIGHTS: VISIT TO K-CONCEPT STUDIO
What are the keys to KOL success? Participants will learn more at this photography and video studio at the Institute of Vocational Education, which is used by the college to develop students' skills in corporate grooming and personal branding
Dec 2 4:00 – 5:30 pm

The Bulletin Through the Years
《工商月刊》今與昔



This year your Chamber celebrates its 160th anniversary, so we thought it would be interesting to look back at past *Bulletins* and key events in Hong Kong's history.

In December 1978, *The Bulletin* reported on the Chamber's groundbreaking mission to the Mainland just as the nation began its reform and opening-up process. Fifty participants representing 16 different nationalities visited Hangzhou, Shanghai and Beijing on a 12-day trip that Nigel Rigg, Chamber Chairman and leader of the trip, described as "an unqualified success."

總商會今年慶祝創會160周年，讓我們回顧一下昔日的《工商月刊》，重溫香港的歷史大事。

1978年12月，《工商月刊》報導了總商會破天荒的內地訪問團，了解國家改革開放的進程。在為期12天的行程中，來自16個不同國籍的50位團員先後到訪了杭州、上海和北京，總商會主席兼考察團團長雷勵祖形容此行為「一次絕對成功的試驗」。

***Bulletin* Back Issues Archive 《工商月刊》資料庫**

Read past *Bulletin* issues back to 1966 in the Chamber Archives on our website
登入總商會網站，重溫本會自1966年起出版的《工商月刊》





TRAINING & DEVELOPMENT

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Nurturing Growth Mindset for Change

The mindset of team members can be just as important as their skill set, yet traditional corporate training methods can have limited sustainable impact on mindset transformation. In this seminar, the speaker will introduce Growth Mindset, a concept by psychologist Dr Carol Dweck:

- Why is Growth Mindset development important for Hong Kong organizations today?
- What programme formats and approaches are proven to increase Growth Mindset in organizations?
- How can organizations use a blended learning approach to increase Growth Mindset? (With case studies in banking, high-tech and NGO)

Trainer：Dr Andrew Ma
導師：馬文藻博士
Date：2 December 2021
日期：2021年12月2日
Time：2:30 – 5:00 p.m.
時間：下午2時30分至5時
Venue：HKGCC Theatre, 22/F United Centre
地點：金鐘統一中心22樓香港總商會演講廳
Language：Cantonese
語言：廣東話
Fees： Member $380 / Non-member $770
費用：會員$380 / 非會員$770



Dr Andrew Ma, PhD, EMBA,
Founder and Co-owner of
Chorev Consulting

馬文藻博士
高宏國際顧問
創辦人和共有人

培養成長思維應對轉變

在團隊中，成員的思維和技能同樣重要。然而，傳統的企業培訓方法未必能持續改變員工的思維。在是次研討會，講者將介紹心理學家Carol Dweck博士提出的「成長思維」概念：

- 為何建立成長型思維對現今的香港企業十分重要？
- 哪些培訓形式和方法獲證實能促進企業的成長思維發展？
- 企業如何利用混合學習方法促進成長思維？（銀行業、高科技和非政府機構的案例）

Create Innovative Advantage in Digital Economy through Design Thinking

Design thinking uses systemic reasoning and intuition to address complex problems and explore ideal future states. Its human-centred approach focuses on the unmet, hidden and potential needs of end users, and can help businesses undergoing transformation.

Target Audience:

- Middle to top management of business departments
- People in charge of digital transformation or business transformation projects

Upon completion of this module, you will be able to:

- Understand the new customer behaviour in post-Covid era
- Know the keys of emotionally engaged products or services in digital economy
- Discuss successful cases in China, Hong Kong and globally

設計思維應用：建立創新優勢　推動數碼經濟

設計思維透過有系統的推理及思考，尋求創新的解決方案，並創造更多的可能性。這套思維方式以人為本，集中找出終端用戶未被滿足、隱藏和潛在的需求，同時有助企業變革轉型。

對象：
•營業部門的中層至高層管理人員
•負責數碼轉型或業務轉型項目的人士

透過本工作坊，參加者將可了解：
•後疫情時代的新消費行為
•在數碼經濟下以情感打動顧客購買產品或服務的關鍵
•中國內地、香港及全球的成功案例

Trainer： David Chung
導師： 鍾大為
Date： 7 December 2021
日期： 2021年12月7日
Time： 2:00 – 6:00 p.m.
時間： 下午2時至6時
Venue： HKGCC Theatre, 22/F United Centre
地點： 金鐘統一中心22樓香港總商會演講廳
Language： Cantonese
語言： 廣東話
Fees： Member $950 / Non-member $1,150
費用： 會員$950 / 非會員$1,150



David Chung
Senior Partner,
InnoEdge Consulting

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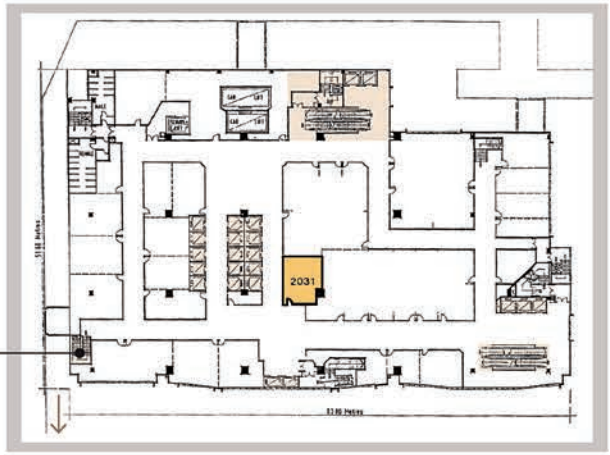




OVERVIEW



Staircase leading to
Pacific Place pedestrian bridge









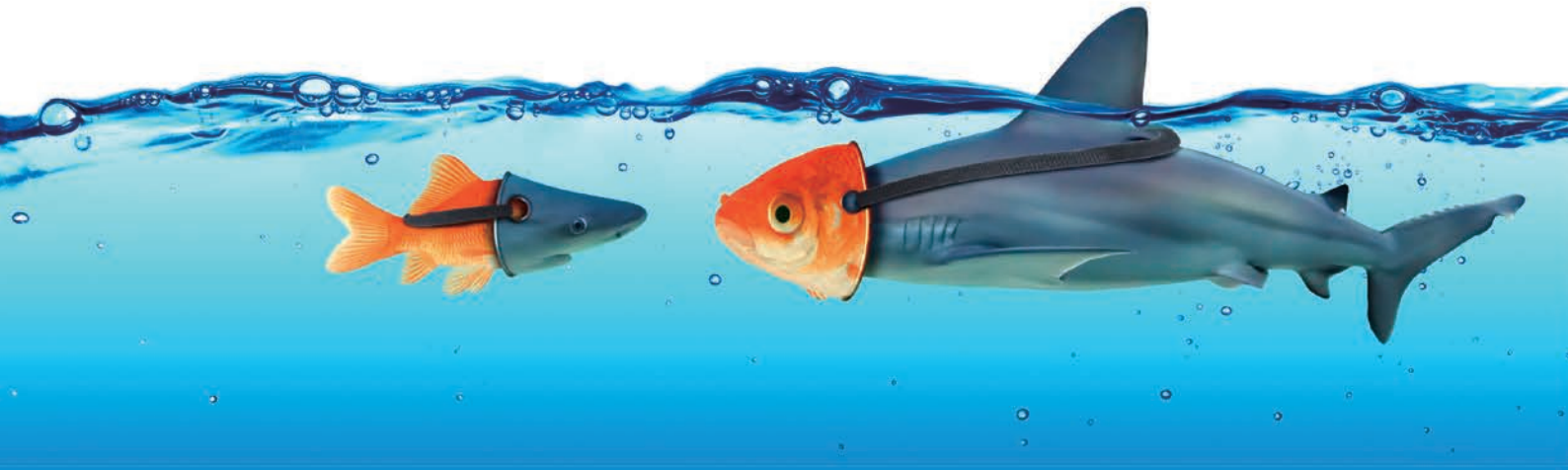
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- License
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