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歐美政局動盪下的環球經濟前瞻

GLOBAL ECONOMIC OUTLOOK AMID EUROPEAN AND US POLITICAL TURMOIL

領帶連心 社企藏愛

Establishing Ties with Neckties -
A Social Enterprise with Love

社交網絡公關與時間、創意競賽

PR on Social Media: Competing with
Time and Creativity



HK\$20

目錄 CONTENTS

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會長的話 CHAIRMAN'S MESSAGE

- 4** 強化與東盟合作 香港有獨特優勢
Hong Kong Boasts Unique Advantages for Strengthening Hong Kong-ASEAN Collaboration

政經縱橫 SPOTLIGHT



- 7** 歐美政局動盪下的環球經濟前瞻
Global Economic Outlook Amid European and US Political Turmoil

- 23** 源頭減廢 你我有責
Waste Reduction at Source: Everyone's Responsibility



- 17** 第14屆世界華商大會
緬甸經濟大開放、開創歷史新紀元
14th WCEC – An Opening Economy in Myanmar,
A New Epoch in History

商海導航 TALKING BUSINESS

- 29** 領帶連心 社企藏愛
Establishing Ties with Neckties – A Social Enterprise with Love

- 35** 社交網絡公關與時間、創意競賽
PR on Social Media: Competing with Time and Creativity

中華點滴 SOMETHING CHINESE

- 41** 履上添繡花 舊貌換新顏
Embroidery Gives Footwear a New Look

商會快拍 CGCC SNAPSHOT



46 同賀68周年國慶
Cheers to PRC's 68th Anniversary

50 接待嘉賓
Reception of Guests

52 會員活動
Members' Activities

48 考察寧夏 促進合作
Visiting Ningxia for Enhancing
Cooperation

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強化與東盟合作 香港有獨特優勢

HONG KONG BOASTS UNIQUE ADVANTAGES FOR STRENGTHENING HONG KONG-ASEAN COLLABORATION

上月，香港與東盟正式完成近三年的自貿協定談判，標誌着雙方經貿與投資合作將邁進新里程。預期彼此貨物貿易將變得更為頻繁，服務貿易往來限制也會放寬；香港尤其可善用在金融及專業服務的優勢，在促進與東盟區域合作、攜手參與“一帶一路”建設發揮重要作用。

自貿協定助拓展東盟消費市場

香港奉行自由貿易政策，絕大部份進口香港的東盟貨品均毋須關稅，但香港輸往東盟的產品則須繳付不同程度的關稅。隨着自貿協定落實，香港產品輸往東盟應可受惠關稅減免，而進口香港的東盟商品種類亦會愈趨多元化，長遠有利把彼此貿易往來的餅做大。

近年，東盟中產消費力快速增長，為香港產品提供重要市場發展空間，特別是一些較優質和中高檔次商品，未來應可在自貿協定下迎來更大商機。我們期望特區政府能為港產品出口東盟爭取更大幅度關稅減免，最終達至零關稅目標。當局更可推進彼此跨境電子商貿發展，長遠配合內地電子商貿龐大市場，共建跨區域電子商貿合作平台，帶動區內零售消費、物流、快遞、財務支付、保險等行業和經濟活動發展。

服務業合作空間龐大

現時，香港與東盟在服務業對外開放仍存有差異和限制。落實自貿協定可望加強雙方服務業合作，例如透過放寬企業相互設立經營據點限制、優化專業資格認可條件並放寬專業人士註冊執業限制等，提升彼此服務業水平。雙方更可攜手為“一帶一路”沿線發展項目提供優質的服務支援，帶動香港和東盟服務企業開拓前所未有新商機。

我早前參加了一些有關探討區域合作的論壇和研討會，亦率領中總代表團赴緬甸出席第14屆世界華商大會。在多個活動上，我提出香港在促進與東盟服務業合作可擔當C.I.O.角色，即發揮“聯繫者”(Connector)、“投資者”(Investor)和“營運者”(Operator)的獨特優勢和功能。

香港作為國際金融中心，可與新加坡等東盟金融樞紐“強強聯手”，透過提供企業上市集資、銀團貸款等金融服務，為世界各地資金投資東盟和東亞區域、“一帶一路”沿線市場擔當聯繫平台。不少東盟國家與伊斯蘭經濟有緊密聯繫，香港近年也積極拓展伊斯蘭金融業務，彼此如能在相關業務上加強對接，將有利帶動雙方金融業更多元發展。此外，香港是人民幣跨境貿易結算主要平台之一，海外資金在香港自由流通，加上香港股票和債券市場與內地“互聯互通”，也令香港成為包括東盟在內的海外資金投資內地的重要中轉站。

香港是全球最自由經濟體，擁有健全法制、低稅率和簡單稅制等優勢，一直是推動內地企業“走出去”和海外資金“引進來”的理想平台。香港與東盟簽署自貿協定，將為彼此雙向投資提供更完善保障，香港可透過加強兩地企業建立更緊密聯繫，互補優勢，攜手開拓內地市場；港資企業也可與國企、央企進一步合作，共同拓展東盟及“一帶一路”沿線市場，全面發揮香港作為區域投資平台的獨特功能。

香港在不少基建項目營運和管理均達到國際一流水平，包括參與內地城市地鐵綫和協助海外鐵路發展。香港企業在港口營運也有豐富經驗，香港國際機場貨運量更是全球首位，也是全球最繁忙客運機場之一。落實自貿協定將有利香港與東盟在營運和管理方面進行全方位合作，攜手在“一帶一路”和東亞區域基建項目有更多的參與。

我們十分期待香港與東盟在11月正式簽署自貿協定，為工商界進一步拓展東盟市場提供更開放、更廣泛和更優惠的具體政策支援。我們亦期望特區政府考慮在東盟地區設立更多經貿辦事處，通過商會與東盟的網絡聯繫，為本港企業提供最新資訊和服務，並安排經貿考察與推廣活動，協助企業更有效開拓東盟市場，推動香港更好地發揮C.I.O.功能角色。📍

“香港作為國際金融中心，可與新加坡等東盟金融樞紐‘強強聯手’，透過提供企業上市集資、銀團貸款等金融服務，為世界各地資金投資東盟和東亞區域、‘一帶一路’沿線市場擔當聯繫平台。

As an international financial center, Hong Kong can form a win-win alliance with Singapore and other ASEAN financial hubs to serve as a connection platform for international capital investing in ASEAN, East Asia and markets along the B&R.”

Hong Kong and ASEAN concluded almost three years of Free Trade Agreement negotiations last month. This is a new milestone for the two region's cooperation in trade and investment. More frequent trade of merchandise between Hong Kong and ASEAN is expected and restrictions on trade in services will also be relaxed. Specifically, Hong Kong can ride on her advantages in financial and professional services to further collaboration with ASEAN countries. Working together, we can play important roles in the construction of the "Belt and Road" (B&R) Initiative.

Free Trade Agreement (FTA) supports the exploration of ASEAN consumer markets

Hong Kong pursues a free trade policy and the majority of imported ASEAN goods are not subject to tariff. However, tariffs of various rates are charged on Hong Kong exports to ASEAN markets. With the FTA in place, Hong Kong products will enjoy tariff reduction and exemption in ASEAN.

The rapidly growing ASEAN middle class has offered Hong Kong products important space for market expansion in recent years. We hope the HKSAR Government can negotiate bigger tariff reductions for Hong Kong exports to ASEAN countries, and ultimately achieving zero tariff. The Hong Kong and ASEAN governments can also promote cross-border e-commerce to support the huge e-commerce market of China in the long run. A regional e-commerce collaboration platform should be developed to drive economic activities in the region.

Broad space for collaboration between service industries

At present, the service industries of Hong Kong and ASEAN are different in terms of openness and restrictions. The FTA is expected to strengthen collaboration between the two regions and in turn enhance overall quality of the industry. Hong Kong and ASEAN countries can also team up to provide quality service support to development projects along the B&R. These endeavors will unfold unprecedented new business opportunities for service businesses of Hong Kong and ASEAN countries.

I attended a number of forums and symposiums on regional collaboration earlier, and also led a CGCC delegation to the 14th World Chinese Entrepreneurs Convention (WCEC) in Myanmar. On these occasions, I proposed that Hong Kong, in promoting cooperation with the ASEAN service industries, can play the role

of C.I.O., which means capitalizing its unique advantages and functions in being a "connector", "investor" and "operator".

As an international financial center, Hong Kong can form a win-win alliance with Singapore and other ASEAN financial hubs to serve as a connection platform for international capital investing in ASEAN, East Asia and markets along the B&R. Many ASEAN countries have close ties with the Islamic Economy, and Hong Kong has been actively exploring the financial markets of Islamic countries in recent years. More effective docking in related business activities would drive diversification of the financial sectors on both sides. Besides, Hong Kong is one of the major platforms for cross border Renminbi settlement; overseas funds enjoy free flow in Hong Kong. This, coupled with Hong Kong-Mainland equity and bond market interconnections, makes Hong Kong a pivotal entrepot for overseas funds (including ASEAN funds) investing in China.

Hong Kong is the freest economy in the world. It has always been an ideal platform that facilitates mainland businesses to go global and bringing in overseas capital. The FTA between Hong Kong and ASEAN will provide the two-way investment flows with better protection and promote mutual efforts to explore the mainland market. At the same time, Hong Kong businesses can seek further collaboration with State-owned enterprises and central enterprises in opening up markets in ASEAN countries and along the B&R, thus realizing Hong Kong's unique capacity as a regional investment platform.

The operation and management of many infrastructure projects in Hong Kong are world-class, and Hong Kong businesses are highly experienced in port operation. Hong Kong International Airport ranks first globally for cargo throughput; it is also one of the busiest passenger airports in the world. The implementation of FTA will be instrumental to all-round collaboration between Hong Kong and ASEAN on the operation and management fronts.

We really look forward to the official signing of the Hong Kong-ASEAN FTA in November, which will provide specific policy support for the business sector to further explore the ASEAN market. We also hope the HKSAR Government would consider setting up more economic and trade offices in ASEAN countries. By providing the latest information and services and organizing business study tours and promotional events, these offices can help Hong Kong companies develop the ASEAN market more effectively and facilitate Hong Kong to perform well in her role as C.I.O. 🌐

歐美政局動盪下的 環球經濟前瞻

Global Economic Outlook Amid European and US Political Turmoil

當前歐美政經局勢變數重重，英國與歐盟在“脫歐”談判中拉鋸之際，美國總統特朗普上任後亦風波不斷，其提倡貿易保護主義亦恐對美國經濟發展弊多於利，加上存在暗湧的意大利大選，種種不明朗因素為環球經濟帶來挑戰。

The numerous uncertainties plaguing the current political and economic situations in Europe and the US, such as the see-sawing “Brexit” negotiations between the UK and the EU, the endless controversies since US President Donald Trump took office, and the undercurrents in Italy’s election, are posing challenges for the global economy.





潘永才 Daniel Poon

潘永才： 歐美局勢危中有機

歐 美局勢屢現暗湧，令市場對後市發展存在若干憂慮，**香港貿易發展局環球市場首席經濟師潘永才**對此表示認同，惟就歐洲及美國現況來看，亦毋須過於悲觀。

英國“脫歐”負面影響 續收窄

“先看歐洲方面，英國‘脫歐’出乎意料，對歐洲以至環球經濟的確帶來即時震盪，連帶投資信心亦受打擊，但隨着局勢推進，除英國股市創新高外，英鎊偏軟也利好出口及旅遊，各方面發展不如預期差。”潘永才引述貿發局就英國“脫歐”對出口的影響，向本港廠商進行持續性的調查：去年第三季，即相距“脫歐”約一個月後，調查結果反映約有17%廠商擔心出現負面影響；至今年首季，同類調查中，為此憂慮的廠家減至13%；剛進行的第三季調查，更見有關比例

縮減至8%，可見廠家的信心正逐步回復。

與此同時，英國與歐盟就“脫歐”展開談判，仍處於拉鋸階段。不少現時將總部設於英國的大銀行及機構均表示，若最終談判破裂，會選擇將總部遷往其他歐盟國家。潘永才強調，如事態按此壞方向發展，不但對英國經濟造成打擊，部分與英國經濟及貿易關係較密切的歐盟國，如荷蘭及愛爾蘭等，也勢將受到牽連，甚或影響廣及以歐洲為主要出口市場的國家及地區。

親歐派當選定軍心

市場反應漸趨穩定，潘永才相信，這與今年歐洲多個國家大選相繼塵埃落定亦有關係，諸如荷蘭、法國及德國皆繼續由親歐派執政，歐洲經濟同樣穩步復甦，促使消費信心漸見增強。

至於歐洲局勢的中長線發展，潘永才認為，市場將聚焦於明年年初的意大利大選，相對今年舉行大選的多個歐盟國，意大利的負債高、銀行體系脆弱，經濟現況相對較差，對歐元的認受性亦較低，或為選情添上變數。

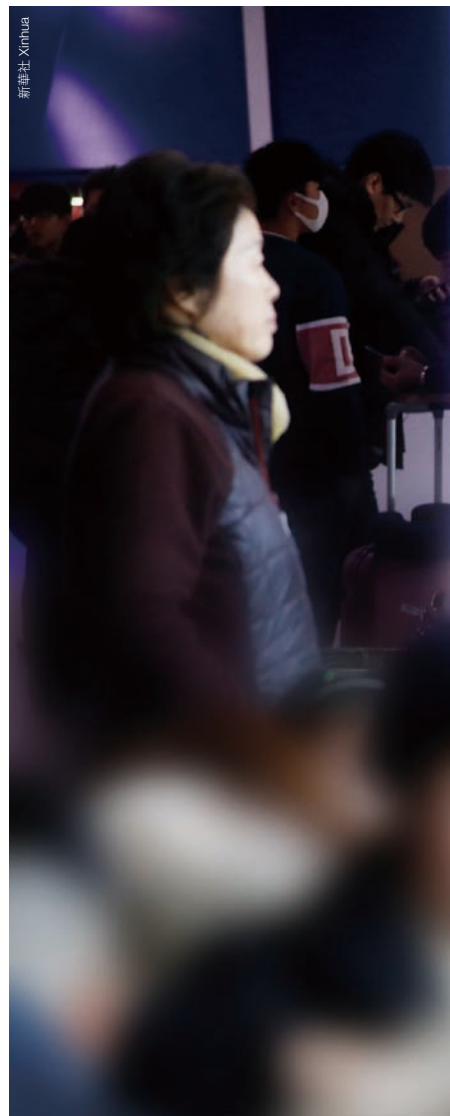
中美經貿關係穩定向好

放眼美國，去年特朗普當選總統被視為另一隻黑天鵝，一度造成環球股市大幅波動。潘永才稱，自特朗普上任後，雖時有出位言行，但在對華事務上則採取較務實態度，並於今年四月與國家主席習近平會面，雙方關係不俗。“特朗普強調會力推貿易保護主義，上任後亦引用許多貿易條款，對大量入口產品進行調查，如鋁及鋼材等，對中國有若干影響，但並非針對中國；而早前中、美公佈兩國經濟合作百日計劃取得重大進展，達成10項協議，包括中國恢復進口美國牛肉、同意向美國信用評級機構和

信用卡公司開放市場等；而美國亦承諾將同等對待中國銀行及其他外資銀行，展現友好合作。”

美退出TPP 利好 “一帶一路”

但潘永才補充，中美關係仍存在暗湧，值得市場關注的是美國最近引用301條款對中國知識產權問題進行調查，或因而引致貿易磨擦。根據過去多次調查往績，每次最終也是透過談判達成協議，相信今次也能順利解決，雙方會盡量避免產生貿易戰。另一方面，近日北韓多番挑釁令朝鮮



半島局勢緊張，美軍轟炸機早前巡航至北韓東部海域上空，引發美國與北韓的互相對罵。事實上，北韓危機亦是促使中美保持良好關係的契機，經濟及貿易發展與政治息息相關，美國深明北韓與中國經貿關係深厚，故要處理北韓危機，務必與中國聯手，因此在政治及經濟均會致力與中國保持緊密合作。

對於美國退出《跨太平洋夥伴關係協定》(TPP)，潘永才形容長遠對中國是好事，既毋須擔心如越南等成員國的出口競爭力因而

上升，影響中國的出口業務，更為中國帶來制定未來國際路線圖的黃金機會，利好“一帶一路”發展，未來在這方面建立倡導地位。他續指，美國退出《巴黎協定》，中國可藉此在氣候及綠色經濟方面制定指標，料可從中擔當更重要的領導角色，增加國際影響力。而香港作為連接中國與其他國家的主要樞紐，亦可受惠其中。

分散市場應對挑戰

面對歐美局勢變數甚多，反觀近年全球經濟中心由歐美轉至亞

洲的新興市場，潘永才建議，本港廠商可考慮透過拓展新興市場以作應對。“廠商可藉分散生產基地及採購地區，如將生產重鎮由生產成本不斷上升的珠三角地區，移師至亞洲其他國家，如孟加拉、緬甸、印尼及越南等，既可減低生產成本，也較易打入歐美市場。提升產品的附加值也是另一可行方法，即從品質、設計、功能及服務等全面增值着手，而非以低價競爭，如此並可免除被美國視為以不公平價格傾銷產品到當地，甚或遭徵收反傾銷稅。”



北韓危機是促使中美保持良好關係的契機。

The North Korean crisis is an opportunity to maintain the good relationship between China and the US.



羅家聰 Law Ka-chung

羅家聰： 歐美局勢影響 經濟屬周期性

去年“脫歐”公投之後，英國將在2019年3月底前脫離歐盟。交通銀行香港分行首席經濟師及策略師羅家聰表示，英國“脫歐”雖成事實，但對環球經濟影響有限。他指出，“脫歐”後難免出現新的貿易模式，關鍵在於結果跟預期相差多遠。“英國和歐盟之間的貿易量相當龐大，雙方的出入口貿易往來頻繁，預計不會一下子截斷彼此貿易往來。”據統計，歐盟入口英國的貿易量更大，羅家聰認為若兩者切斷貿易往來，對歐盟並無好處，預料拉鋸的最終結果不會太差。

英國“脫歐”影響有限

英國與歐盟於7月展開“脫歐”談判，並集中三大議題：1) “脫歐”後，互相給予公民的權利；2) 英國賠償予歐盟的“分手費”；



英國與歐盟的“脫歐”談判進展緩慢，對環球經濟影響有限。
The overall process of the UK-EU Brexit negotiations is slow therefore its impact on the global economy is limited.

3) 雙方在“脫歐”後的邊境安排。雙方於9月初完成第三輪談判，但似乎未有明確進展和突破。到底現階段英國與歐盟存在哪些不明朗因素？羅家聰認為，大多屬“錢銀”上的談判。雖然早前英國首相文翠珊發表有關“脫歐”計劃的演說時沒有提出“分手費”實際金額，但有指英國準備支付400億歐元。他續指，雖然雙方就談判早已設下“死綫”，但整體進程緩慢，故影響不會當下出現，對環球經濟未至於存在即時威脅。

預期意大利經濟路線穩定

在歐洲的另一端，不少人擔憂意大利大選存在暗湧，對歐元區的經濟前景構成壓力，內外經濟下行的風險仍然存在。其中主張反歐元的“五星運動”政黨仍有一定支持度。對此，羅家聰對“五星運動”的“評估不算高”：“英國今次‘脫歐’表現未如理想，加上早前法國大選，瑪琳·勒龐落選，可見左翼抬頭的說法和支持度不算高。而且意大利與英國不同，意大利在歐盟中屬受惠



國，英國則更多傾向付出，所以意大利“脫歐”誘因不大。”

雖然意大利大選結果存在變數，但羅家聰指不論甚麼黨執政，均不會對歐元區的經濟前景構成重大壓力：“相信不同政黨的經濟或金融政策分別應不會太大，未必對歐元區經濟前景構成壓力；而且無論哪個政黨當選，都要衡量客觀的經濟因素，包括產業結構、財政政策、人口前景等，這些因素更直接影響經濟增長。”他強調，意大利經濟已發展到一

定地步，有其既定路線，哪個政黨執政都難以跳出這個框框，不會一時三刻出現明顯改變。

美國經濟政策未有重大舉動

至於另一經濟龍頭美國，不少貿易專家都質疑美國總統特朗普未有兌現競選承諾，包括推動經濟措施，加上鼓吹貿易保護主義，故學者普遍擔心，特朗普的舉動對美國經濟發展弊多利少。然而，羅家聰則指，自特朗普上任後，暫未見切實改變重大政策，特別是稅改和醫改，而這兩者會

直接影響整個國家的長遠分配，由此對美國經濟的長遠發展未必產生重大影響。

就歐美經濟中、短期前景而言，主要受全球收緊政策影響，有可能引發全球性的投資氣氛出現重大轉變。羅家聰提到，自2009年實施第一輪量化寬鬆政策後，樓市及股市熾熱，營造良好的市場氣氛。現時全球緊縮政策慢慢推進，不少央行開始收稅，難免影響投資氣氛。亞洲及各新興市場的債務風險存在，他預計未來半年至一年，亞洲局部地區會有泡沫爆破的危機。

歐美局勢屬周期性

羅家聰強調，歐美政經局勢的轉變屬周期性，未至於對環球經濟造成大影響。他又提到自金融海嘯以至特朗普上任後，全球對資本主義的質疑愈來愈多，而貿易保護主義則逐漸抬頭：“早在三至五年前，貿易數據已有轉弱趨勢，不僅美國，許多國家不論在移民或貿易政策上開始出現排外情緒。人口增長下跌對經濟固然有影響，但貿易都十分重要。現在的外貿交易已不及從前龐大，對全球經濟發展的影響已慢慢顯現出來。”

同時，不少人憂慮歐美政局成股市的風險來源。就長綫投資來說，羅家聰認為現階段樓市、股市有稍為過熱的跡象，他提醒投資者在留意環球經濟好壞、市場供求等客觀因素外，亦要注意資金因素。“如貨幣政策一出，對樓市、股票這些資產的名義價格一定有所影響。”他指出，現時美股未見“泡沫化”，加上美國沒有衰退壓力，即使股市下跌亦不會太嚴重，投資者可放心。不過，他忠告要小心投資變成“投機”，受槓桿效應等影響，市場或出現波動，只想賺差價的投機者要多加注意風險管理。🔗

Daniel Poon: Risks and Opportunities in Europe and US

Amidst the repeatedly emerging undercurrents in Europe and US, the market has certain concerns over how events will unfold. While **Daniel Poon, Principal Economist (Global Research) of the Hong Kong Trade Development Council**, understood why the market is anxious, he also reckoned there is no need to be overly pessimistic after assessing the present situation of the two economies.

Negative impact from Brexit continues to diminish

“Let’s first take a look at the European side. The vote for ‘Brexit’ was a surprise and it did cause immediate shock to the European and even the global economy, which also affected investment confidence. However, as the situation evolves,

development in different aspects is not as bad as expected.” Poon quoted a tracking survey conducted by TDC on Hong Kong manufacturers regarding the impact of “Brexit” to export. In Q3 last year, i.e. one month after the “Brexit” vote, survey outcomes showed that about 17% of the manufacturers were worried about the emergence of negative impact. In this year’s Q3 survey, the relevant percentage has dropped to 8%, demonstrating a recovering confidence amongst manufacturers.

Meanwhile, “Brexit” negotiations between the UK and the EU have commenced, albeit still at a see-saw stage. Many sizeable banks and organizations that are now headquartered in the UK have indicated their intention to relocate their headquarters to other EU countries if the talks break up.

Poon stressed that if matters developed towards the bad direction, it would not only cause concussion to the British economy, but also affect EU countries that have closer economic and trade relationship with the UK, such as the Netherlands and Ireland, etc. It may even affect countries and regions where Europe is their major export market.

Overall sentiment stabilized by elected Pro-EU administrators

Market responses are gradually stabilizing. Poon believed that this has much to do with general elections settled in many European countries this year. Pro-EU administrators will continue to govern the Netherlands, France and Germany. As the European economy is also steadily recovering, consumer confidence is also seeing continual improvement.

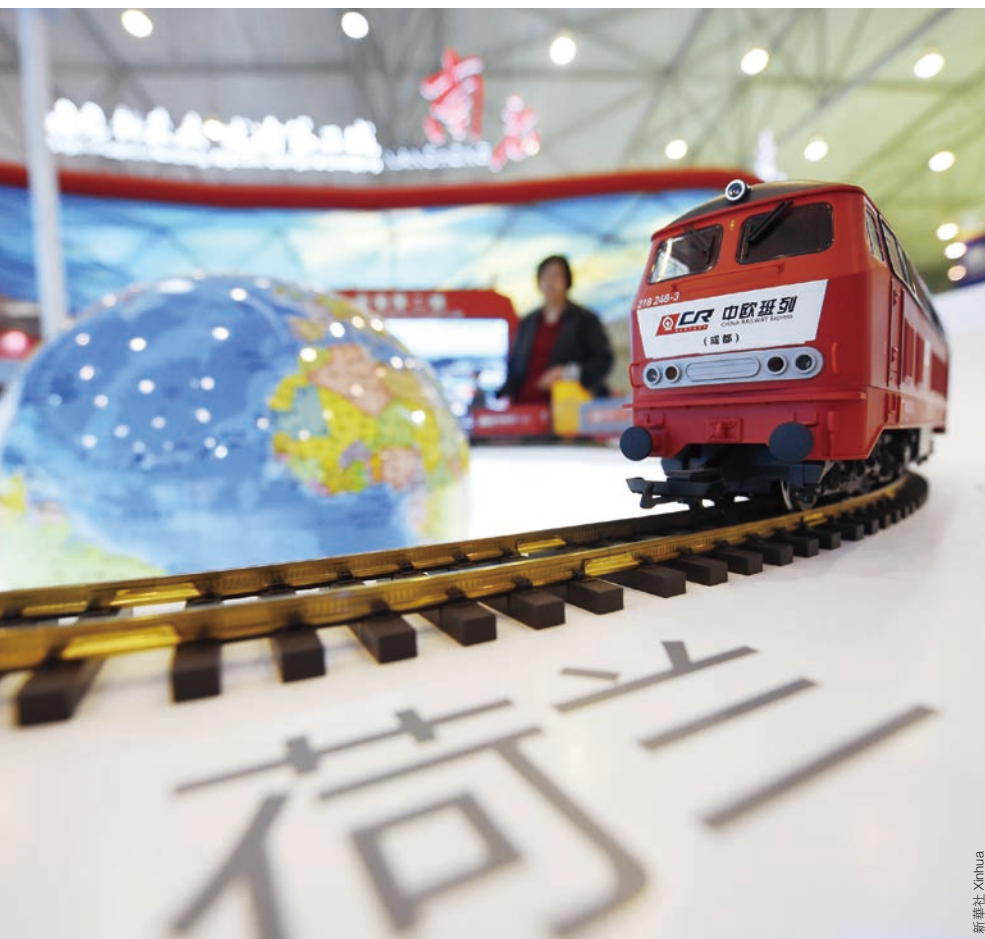
As for the medium-to-long term development in Europe, Poon reckoned that the market will focus on the general election of Italy to be held early next year. Comparing to the many EU countries which held their elections this year, Italy has a much higher debt and a fragile banking system; its economic situations are relatively bad and it has low recognition to Euro. All these may add variables to the outcomes of the election.

Chinese-US economic and trade relationship going steady and positive

Poon said that while Trump may be making unconventional comments since his presidency began, he has been rather pragmatic in China-related affairs. He even met with Chinese President Xi Jinping in April. “Trump emphasized that he would drive trade protectionism. After he took office, Trump has also applied many trade laws and conducted investigation on a large selection of import products; yet, these were not targeted at China. The major progress achieved in the 100-Day Action Plan on China-US economic cooperation earlier on is showing signs of amicable collaboration.”

US exit from TPP favorable for the “Belt and Road”

Yet, Poon added that there are still undercurrents in the Chinese-US relationship. It is worth to note that the US has recently applied Section 301 to investigate intellectual property matters in China, which could lead to trade friction. In the past, majority of such investigation ended up with agreements



after negotiations. It is believed that the same could also be smoothly resolved this time. On the other hand, North Korean provocations have been causing heated tensions in the Korean Peninsula. US bombers, which have recently flown off to the sky above the eastern shore of North Korea, have triggered a series of mudslinging between the US and North Korea. In fact, the North Korean crisis is an opportunity to maintain the good relationship between China and the US. Understanding fully about the deep trade and economic relationship between North Korea and China, the US must work with China to handle the North Korean crisis; therefore, it must strive to maintain close cooperation with China politically and economically.

Regarding the exit of the US from the *Trans-Pacific Partnership* (TPP), Poon said that it would be good for China in the long term, as it does not need to worry about the potential rise in export competitiveness of member countries such as Vietnam, which would affect the export industry of China. On the other hand, the exit also creates a golden opportunity for China to formulate its international route maps of the future, which is favorable for the development of the “Belt and Road” initiative. He continued to explain that the exit of the US from the *Paris Agreement* has given China the opportunity to formulate climate and green economy targets, from which the country is likely to take up a more important leading role and augment its global influence.

Responding to challenges through market diversification

Due to the considerable uncertainty in Europe and the US, the world’s economic epicenter has been shifting from the two economies to emerging markets in Asia in recent years. Poon suggested that Hong Kong manufacturers can consider responding to the situation by expanding into emerging markets. “Manufacturers could diversify their manufacturing bases and sourcing locations. For example, the production centers could be moved to other Asian countries, such as Bangladesh, Myanmar, Indonesia and Vietnam, etc. Another feasible way is to enhance the added value of products, i.e. to work on value adding in all aspects, including quality, design, function and service. By doing so, it could reject the US’s excuse that goods are dumped to the country at an unfair price, or even the charging of anti-dumping duties.”



Law Ka-chung: Economic impact of Europe and US situations is cyclical

The UK will leave the EU by the end of March 2019 after the “Brexit” referendum last year. **Law Ka-chung, Chief Economist & Strategist at Bank of Communications Hong Kong Branch**, said that while “Brexit” is now a fact, its impact on the global economy is limited. He pointed out that as a new trade model will inevitably emerge after “Brexit”, the key lies in how much the outcomes will differ from expectations. “Britain and the EU are unlikely to abruptly cut off trade with each other since mutual trade volumes are huge.” According to statistics, the UK buys more from the EU than the EU imports from

the UK, so the EU will not benefit if both parties cut off trade, in Law’s view.

“Brexit” has limited impact

The UK-EU Brexit negotiations, which began in July, focus on three major issues: 1) post-Brexit citizens’ rights; 2) the exit fee that the UK must pay the EU; and 3) post-Brexit border arrangements. What are the uncertainties surrounding Britain and the EU at this stage? In Law’s view, most of them centered around negotiations over money. Although UK Prime Minister Theresa May did not mention the exact amount of the “divorce bill” during her

speech on the “Brexit” plan, there are some suggestions that the UK is prepared to pay 40 billion euros as the “Brexit” fee. He added that although the two sides had set a deadline on the negotiations, there is no immediate threat to the global economy as the overall process is slow.

Italy's economic roadmap expected to be stable

At the other end of Europe, many people are worried that the undercurrents in Italy's general elections are creating headwinds for the eurozone's economic outlook, resulting in internal and external economic downturn risks. Among them is the support for the Five Star Movement, an anti-euro Italian political party. In this regard, Law does not rate the Five Star Movement highly: “The unsatisfactory “Brexit” and Marine Le Pen's recent defeat in France's elections show that the rise of and support for the left wing are not as strong as claimed. Moreover, unlike the UK, Italy has little incentive to exit the EU as it is a beneficiary state in the union.”

Although there are uncertainties surrounding Italy's elections, Law said that the results will not constitute a significant pressure on the eurozone's economic outlook no matter which party comes into power: “I believe Italy's political parties do not differ greatly in economic or financial policies, and regardless of which party is elected, it must evaluate the different objective economic factors.” He stressed that the Italian economy has reached a state where it is difficult to significantly change its

established roadmap overnight whichever party is in power.

No major move yet in US economic policy

Regarding the US economic powerhouse, academics are generally worried that Trump's actions will do more harm than good to the US economy. However, Law noted that Trump has yet to make any substantial changes in major policies since taking office, especially on tax and health care reforms, which may not lead to material impact on America's long-term economic performance as the direct effects of both reforms on the country are in the long term.

As to the short- and medium-term prospects for the European and US economies, the impact of global policy tightening may trigger a major change in the global investment climate. Law said that the property and stock markets were red hot after the implementation of the first round of quantitative easing in 2009, creating a favorable market atmosphere. At present, with global policy tightening progressing slowly, many central banks have begun to levy taxes, which will inevitably affect the investment climate. In view of the debt risks in Asia and other emerging markets, Law envisaged a bubble burst crisis in some parts of Asia in the next six to twelve months.

Changes in Europe and US situations are cyclical

Law stressed that changes in Europe and

US economic and political situations are cyclical and do not have a big impact on the global economy. He also said that after the financial tsunami and Trump's taking office, more and more people across the world are calling capitalism into question, along with gradually rising trade protectionism: “As early as three to five years ago, trade data started to weaken and xenophobia began to appear in immigration or trade policies not only in the US, but also many other countries. Foreign trade currently is not as huge as before, with its impact on global economic growth slowly emerging.”

Meanwhile, many people are worried that the European and US political situations will be a source of risks to the stock market. For long-term investment, with the property and stock markets showing signs of being a little overheated, Law reminded investors to keep an eye on objective factors such as global economic health and market supply and demand, as well as capital factors. “The nominal prices of assets such as properties and stocks will surely be affected when a monetary policy is adopted.” He said investors can rest assured that even if the stock market declines, the decline will not be too severe as there is no sign of a bubble forming in the US stock market yet and the US has no recessionary pressures. Nevertheless, he advised against investment turning into speculation, and speculators who want to profit from price differences should pay more attention to risk management. 🌀



第14屆世界華商大會 緬甸經濟大開放、開創歷史新紀元

14th WCEC – An Opening Economy in Myanmar, A New Epoch in History

第14屆世界華商大會早前於緬甸仰光舉辦，本會組織近40人代表團赴會，與來自世界20多個國家近3,000名華商交流。

The 14th World Chinese Entrepreneurs Convention (WCEC) was hosted at Yangon, Myanmar. The Chamber organized a delegation of nearly 40 members to attend the convention for exchanges with nearly 3,000 Chinese entrepreneurs from 20 countries or regions worldwide.



林鄭月娥 Carrie Lam



吳敏瑞 U Myint Swe



王欽敏 Wang Qinmin

今年大會更特別邀請到香港特別行政區行政長官林鄭月娥出席，並擔任主旨演講嘉賓，就促進區域經濟合作和香港發揮的作用，與來自內地、香港、東盟及世界各地的政府官員、華商領袖等交流意見。

大會以“緬甸經濟大開放、開創歷史新紀元”為主題。緬甸副總統吳敏瑞致辭說，主題非常切合緬甸國情和經濟發展情況。他指出，緬甸和中國是友好鄰邦，彼此經貿合作不斷升溫，緬甸將積極參與“一帶一路”發展，相信世界華商大會等交流平台將為緬甸經濟和社會發展帶來良好機遇。

林鄭月娥於開幕式主旨演講時指出，香港與東盟同樣是“一帶一路”沿線重要節點，十分重視與緬甸以至其他東盟成員加強合作。她並表示，香港與東盟即將簽署《自由貿易協定》和《投資協定》，為香港進入東盟市場提供更多和更佳條件，為營商人士創造商機，也有助加強貿易和投資交流。

全國政協副主席、全國工商聯主席王欽敏亦應邀出席開幕式及致辭，中國海外交流協會副會長許又聳在開幕式上宣讀了全國政協主席俞正聲的賀信。緬甸中華總商會會長吳繼垣、緬甸工商聯合會主席 Zaw Min Win、泰



國中華總商會主席陳振治、泰國正大集團主席謝國民等亦於開幕式上致辭。

在為期三天的會議上，大會舉辦多場論壇，本會會長蔡冠深擔任演講嘉賓。蔡冠深其後代表世界華商大會召集人組織在閉幕儀式上致謝辭，他表示，本屆論壇實現了一次跨越文化、





跨越各經濟領域的華商交流盛會，大會匯聚不少重量級演講嘉賓，充分發揮連接國際的平台作用。

大會並正式宣佈2019年第15屆世界華商大會將在英國倫敦舉行，新加坡中總並接任成為第四屆秘書處，任期至2023年。

This year, **Chief Executive of the HKSAR Carrie Lam** was invited to be the keynote speaker for exchanging ideas with the worldwide government officials and Chinese entrepreneurs.

With the theme of “An Opening Economy in Myanmar, A New Epoch in History”, the convention was honored to have

Vice President of Myanmar U Myint Swe to deliver an opening address. He foresaw trading between China and Myanmar will be more frequent as two countries are in friendly relationship. Myanmar will participate in the development of “Belt and Road Initiatives”, he believed the platforms like WCEC brings opportunities for Myanmar’s economic and social development.





英國中華總商會主席張進隆 (左一) 代表第 15 屆大會主辦機構接過會旗。
Zhang Jinlong (first from left), President of UK Chinese Business Association, on behalf of the organizer of the 15th convention, receives the flag of WCEC.



新加坡中華總商會會長黃山忠 (右一) 在本會會長蔡冠深 (中) 的見證下接過大會秘書處印章。
Ng San Tiong (first from right), President of Singapore Chinese Chamber of Commerce & Industry, receives the seal of WCEC secretariat under the witness of the Chamber's Chairman Jonathan Choi (middle).

At the opening ceremony, Lam said Hong Kong is one of the important region in the “Belt and Road Initiatives” like ASEAN countries. Therefore, the cooperation among Hong Kong, Myanmar and other ASEAN members is certain to carry weight. She added Hong Kong and the ASEAN will sign a free-trade agreement and a related investment agreement to give Hong Kong better access to the ASEAN markets to create new business opportunities and further enhance trade and investment.

CPPCC National Committee Vice Chairman and ACFIC Chairman Wang Qinmin was also invited to give a speech. **Vice-chairman of China Overseas Exchange Association Xu Yousheng**

read a congratulatory letter written by **Chairman of the Chinese People's Political Consultative Conference Yu Zhengsheng**. Among others, also invited to deliver speech at the opening ceremony were **President of the Myanmar Chinese Chamber of Commerce U Myint Shwe, Union of Myanmar Federation of Chambers of Commerce and Industry Zaw Min Win** and **President of Thai Chinese Chamber of Commerce Jitti Tangsithpakdi** and **Chairman of Chia Tai Group Dhanin Chearavanont**.

Forums were hosted during the three-day convention. **The Chamber's Chairman Jonathan Choi** spoke at the forum. Later, Choi delivered a speech at the closing

ceremony. He said the forums this year were rich as they were cross-cultural and diversified in different economic areas for Chinese entrepreneurs to exchange, which were able to enhance mutual cooperation. Choi thought that the potential of Indonesia is unlimited, therefore the business opportunities should be cherished under this situation. WCEC acted as an ideal international platform as many important speakers were invited.

The convention announced that the 15th WCEC would be held at London, UK in 2019. Singapore Chinese Chamber of Commerce & Industry was succeeded as the secretariat until 2023. 📍



源頭減廢 你我有責

Waste Reduction at Source: Everyone's Responsibility

黃錦星
Wong Kam-sing



香港固體廢物棄置量驚人，為了從源頭減廢，環境局推出都市固體廢物收費計劃。透過污者自付原則的收費計劃，局方期望達到於2022年將香港都市固體廢物人均棄置減少四成的目標，共同構建綠色社區。

To promote waste reduction at source, the Environment Bureau is rolling out a Municipal Solid Waste (MSW) Charging Scheme based on the polluter-pays principle. The Bureau hopes to achieve the waste disposal reduction target of 40% in Hong Kong by 2022.



根 據2011年的數字，香港的都市固體廢物每日人均棄置量達1.27公斤，遠高於台北及首爾等鄰近城市。**環境局局長黃錦星**表示，減廢是環保工作中重要一環，並以“香港資源循環藍圖”和“香港廚餘及園林廢物計劃”作為重點，冀通過“多管齊下”方式，將本港人均固體廢物棄置量在2022年減少至0.8公斤或以下。

培養市民減廢習慣

在減廢進程上，今年政府提出的都市固體廢物收費計劃是一項影響每位市民的重大舉措。黃錦星在闡釋計劃時以年前推行的“塑膠購物袋徵費計劃”為例，指出徵費能有效減低廢物數量。他認為，垃圾按量收費是透過經濟誘因改變市民行為，培養減少棄置廢物的習慣。早前當局就徵費進行公眾諮詢，結果顯示大部分市民支持該計劃。環境局正就收費細則及相關配套措施收集各界意見作進一步研究，目前擬訂的收費機制將分為“按袋”和“按量”兩種模式。

“按袋”收費模式適用於由食環署收集垃圾的樓宇，包括大部分住宅樓宇，市民須使用指定垃圾袋把廢物包妥以後才可棄置。指定垃圾袋將設九種容量，容量由3至100公升不等，建議收費為每公升0.11元，而體積超過100公升的大型廢物則須在棄置前貼上大型廢物指定標籤，費用為每件11元。“按量”收費模式則主要適用於聘用私營廢物收集商將廢物直接送往堆填區或廢物轉運站的處所，主要涵蓋工商機構和建築工地。在此機制下，堆填區及廢物轉運站將收取每公噸365元的“入閘費”，為平衡廢物處理設施的流量，市區及新界西北廢物轉運站的收費會訂於較高的水平，即每公噸395元。

支援措施協助市民適應

黃錦星透露，局方將於今年向立法會提交條例草案，審議完成後需時12



至 18 個月準備，預計相關徵費最快在 2019 年下半年實施。政府現階段建議，收費水平在首三年維持不變。他表示，局方將推出一系列措施，協助市民適應固體垃圾收費計劃，例如提供外展服務，向居民解釋相關計劃。但他強調，為了確保垃圾徵費能夠貫徹實施，當局亦會派出執法人員前往食環署與大廈的廢物收集點突擊檢查，同時設立熱線，讓市民舉報違規個案，罰則除了定額罰款，嚴重者更可能面臨監禁六個月。

收費計劃以外，政府亦將提供支援作配合。黃錦星提到，局方除繼續在社區實施源頭分類，將紙張、塑膠及金屬分類回收，玻璃樽及電器的生產者亦要承擔責任提供相關的回收服務，逐步提升回收比例，減輕堆填區的

負荷。與此同時，政府亦正擴展回收計劃至慳電膽、光管及充電池等低價值回收物，同時又提高公眾對減少廚餘的關注，並正着手擴大有機資源回收中心規模，務求在方方面面着手減廢，建立綠色香港。🌀

Figures from 2011 show that the per capita disposal rate of MSW in Hong Kong reached 1.27 kg per person per day, which was much higher than that in neighboring cities such as Taipei and Seoul. According to **Wong Kam-sing, Secretary for the Environment**, the “Hong Kong Blueprint for Sustainable Use of Resources” and “A Food Waste & Yard Waste Plan for Hong Kong” will be used as the bases and it is hoped that by implementing a multi-pronged approach, the per capita disposal rate of MSW in Hong Kong could be brought down to 0.8 kg/person/day or below by 2022.

Cultivating a waste reduction habit in the city

In terms of the progress of waste reduction, the MSW Charging Scheme proposed by the government this year is a major move that would affect every member of the public. Wong reckoned that the scheme is to change the public's behavior through economic incentives such that a habit to reduce waste disposal can be cultivated. The results of a public consultation conducted earlier on showed that the majority of the public supports the scheme. The Environment Bureau is now collecting views from different sectors regarding the provisions of the charges and the complementing measures for further studies. At present, two charging modes will be adopted in the proposed charging mechanism, namely "charging by designated garbage bags" and "charging by weight".

"Charging by designated garbage bags" will apply to premises currently using the waste

collection service provided by the Food and Environmental Hygiene Department (FEHD), which includes most residential buildings. Waste should be properly wrapped in designated garbage bags before disposal. Designated garbage bags will have volumes ranging from 3 liters to 100 liters. The proposed per-liter charge will be set at \$0.11. Oversized waste exceeding the size of 100 liters should bear an oversized waste label before disposal. The charge would be set at \$11 per item. "Charging by weight" will mainly apply to premises which hire private waste collectors to dispose of waste directly at landfills or refuse transfer stations, which mainly covers industrial and commercial organizations and construction sites. Under this system, a "gate fee" of \$365 per tonne would be charged by the landfill or refuse transfer station. Refuse transfer stations located in the urban area and the North West New Territories Transfer Station would charge a higher price at \$395 per tonne.

Supporting measures to help public transition

Wong shared that the Bureau will be submitting a bill to the Legislative Council this year. After the passage of the legislation, a preparatory period of 12 to 18 months will be needed and it is expected that the relevant charges will be implemented in the second half of 2019 at the earliest. Currently, the government proposes that the price levels will remain the same for the first three years of implementation. Wong said that to help the public get used to the solid waste charging scheme, the Bureau will be providing outreaching services to explain the relevant schemes to the public. The Bureau will also arrange enforcement staff to conduct spot checks. In addition to fixed penalties, serious offenders may also be liable to six months' imprisonment.

To complement the charging scheme, the government will enhance its support for

recycling. Wong noted that the Bureau will continue its efforts on implementing the Source Separation of Waste Programme in the communities to facilitate separating paper, plastic and metal for recycling; producers of glass bottles and electrical appliances will also be undertaking the responsibilities to offer relevant recycling services. All these would gradually enhance the proportion of recycling, alleviating the load at landfills. At the same time, the government is also expanding the recycling scheme to lower-value recycled materials such as energy-saving light bulbs, fluorescent tubes and rechargeable batteries. It is also raising the awareness of the public about food waste reduction, as well as expanding the scale of organic resources recycling centers, so that waste reduction is put in place in every aspect for a greener Hong Kong. 🔄



領帶連心 社企藏愛

Establishing Ties with Neckties A Social Enterprise with Love

有說是為了擦戰刀，有說是為了擦嘴，領帶的起源眾說紛紜，莫衷一是。時至今天，男士結上領帶大多是為了表現典雅莊重。但可曾想過，領帶即使用舊了也可有第二生命？一群基層婦女，正是藉着舊領帶尋覓生活新姿彩。

Some say it was for wiping battle swords; others say it was a napkin for wiping the mouth. There are so many varied versions of the necktie's origin. Today, neckties are part of refined and formal dressing for men. But have you ever imagined that used neckties can have second lives? A group of grassroots women are precisely adding new colors to their lives with old neckties.

詩 人余光中寫過一首叫做《或者所謂春天》的詩，當中有這麼一句：“所謂一輩子也不過打那麼半打領帶。”寫於50年代的詩句，或許未必足以反映現況了。婚喪喜慶場合，闊窄直橫花紋，對於經常穿西服，又要追求搭配得體的男士而言，衣櫃擱有數十甚至上百條領帶，絕對不是甚麼稀奇事。就像一位味蕾挑剔的廚師，其調味架也必定琳瑯滿目。

閒聊催生產品意念

然而，萬物有序，領帶亦然，用舊了的領帶應該怎麼處理？“當成舊衣回收的話，其實浪費得很。”愛連心創辦人梁倩互說，不少舊領帶質料上乘，如果只視之為一般舊衣處理，可能終被一體切碎。這種做法，確實可惜，難怪她大有煮鶴焚琴之嘆。



梁倩互 Margaret Leung



愛連心產品中的香港圖象，是從不同領帶剪下圖案，巧妙拼湊而成，產品內並藏有解說文字。她們的團隊，早有專人好好將領帶圖案分類儲藏。The Hong Kong scenes on LBA products are intarsia designs made up of motifs cut out from neckties. Besides, narrations are attached inside the LBA products. Designated team members are responsible for categorizing and stocking these cut-outs.

身為銀行高層的梁倩互，成立愛連心這家社會企業乃出於機緣巧合。“開會時，我常是在座唯一女性。”憶述自己在行業內日漸發現性別比例的不平衡，促使她思考女性權益問題。後來“佔中”發生後，香港社會呈現前所未見的撕裂狀態，觸發梁倩互決意要成立愛連心，希望藉此撫平社會傷口。

愛連心收集二手領帶，再將之製造成不同款式的手袋、錢包及飾物。“選擇重用領帶，是因為有次與一位男性友人聊天的意外啟發。”她說，那位友人知道她希望成立社企協助基層婦女，便問能否助一臂之力。在思考之

時，面前友人的領帶映入眼簾，便聯想到何不將舊領帶重用？愛連心產品的意念，就是這樣而來。

安能辨我是雄雌

由於在投行工作時已成立婦女委員會，故多年來梁倩互經常與社工接觸，使她能物色到一群基層婦女。她們很多都是為了照顧家庭而無法外出工作，遑論接觸外面世界。“有次到一家聾人學校，希望找學生幫忙。豈料該校校長反而說：其實學生的媽媽更需要你們協助。”

領帶是男性的象徵，故梁倩互特別要利用這特點，將之變成手袋錢包，帶

來女性化第二生命。她覺得，既然社企取名“連心”，就應該連繫各界，無分男女。“在‘佔中’期間，在報章經常看到英文‘tie’字，令我格外感觸。”領帶的英語“tie”一詞亦有“連結”之義，這可算是個美麗的巧合。事實上，不少領帶質料優良，顏色繽紛，圖案特別，而且體積細小，易於處理，相當適合愛連心這類小型社企。

融入歷史 勞力有價

在她眼中，要令香港社會傷口早日癒合，還須重新認識香港。於是，她們製作團隊設計的產品，多以香港地標為意念。有些甚至內藏解說文字，簡



林鄭月娥帶同愛連心手袋出席回歸20周年煙花慶典。Carrie Lam attended the HKSAR reunification 20th anniversary fireworks display ceremony with LBA handbag.



愛連心榮獲促進婦女經濟能力嘉許計劃“傑出計劃獎”。LBA has got Outstanding Project Awards in the Award Scheme in Promoting Women's Economic Empowerment.



述圖案背後的香港歷史。“就這樣，基層婦女以至他們的小孩，都可以用更活潑的形式認識昔日香港。”說到這裏，梁倩互眼鏡片後投出的是一脈滿懷理想的澄光。

有別於一般慈善機構，社企肩負社會責任的同時，也會追求營利以期有力持續經營。長年於銀行界打滾的梁倩互自然深明此理，所以愛連心的出品走高檔路線，並非靠便宜取勝。“希望基層婦女知道，她們的出品也能登大雅之堂。”

終得伯樂賞識

梁倩互續說，開創愛連心期間也聽過

一些冷言，並不看好她們的出品，直指銷情定必慘淡。然而，世上無難事，只怕有心人。有人以為無人問津的手袋，卻贏得行政長官林鄭月娥的青睞。梁倩互指，一次間接地請人聯絡林太，希望她能試用一款以煙花作主題的手袋，沒料到竟然得到林太首肯，結果帶同前赴出席回歸20周年煙花慶典。

未來，愛連心計劃不少，例如稍後就會與希慎合作舉辦活動，長遠更有展覽、出書及辦“手造書工房”的打算。匡正社會風氣從來不易，但只要踏出第一步，薄薄領帶原來亦足以蘊藏契機。🌀

Indispensable for weddings, funerals, celebrations and festive events, neckties come in different widths, stripes and patterns. For men who prefer gentleman-like classic outfits and often wear suits, they may have a few dozen or even over a hundred neckties in the wardrobe. This is hardly surprising at all, just like chefs with discerning taste buds would have all sorts of condiments.

An idea from a chat

What should one do with old neckties? “It is actually such a waste to recycle them like used clothes,” said **Margaret Leung, Founder of Les Beatitudes (LBA)**. She explained that many neckties are made with fine fabric, and it would be a pity to treat them as used clothes and shred them up with other apparel items. No wonder



she likened it as the old saying: burning a zither for fuel or cooking a crane for meat.

A senior executive in the banking sector, Leung founded the social enterprise purely by chance. "I was often the only woman in the room when we had corporate meetings." She recalled gradually noticing the gender imbalance in her industry and beginning to think about women's rights and interests. "Occupy Central" that took place later gave her the determination to set up LBA, in a bid to heal the wounds of society.

LBA recycles used neckties and transforms them into handbags, purses and accessories of different styles. "My decision to recycle old neckties came by chance during a chat with a male friend." The idea of reusing old neckties came up when she saw her friend's necktie. The LBA product concept thus took root.

Androgynous beauty

Leung has worked with social workers for many years. This connection enables her to recruit a group of grassroots women. Many of them have demanding family

commitments which prevent them from taking ordinary jobs, let alone getting connected with the outside world.

Leung feels that to live up to its Chinese name, part of which literally means "connecting hearts", LBA should connect men and women from all walks of life. The English word "tie" also means connecting, which is a lovely coincidence. In fact, many neckties are made with quality materials with eye-catching colors and patterns, and their small size makes them very easy to handle. Just ideal for a small social enterprise like LBA.

Being part of history and earning a decent living

Leung thinks it is essential to rediscover Hong Kong if we are to heal its wounds. With this idea in mind, the LBA production team's designs feature mostly Hong Kong's famous landmarks. Some even have descriptive text to narrate the history behind the feature scenes.

Unlike ordinary charitable organizations, social enterprises seek profit for sustainable

operation while shouldering social responsibility. A veteran member of the banking sector, Leung knows this too well. LBA therefore produces up-market products instead of offering low prices.

Long awaited appreciation

Leung says LBA attracted some sarcastic or bitter remarks. These critics did not think their products would do well in the market. She indirectly through a kind supporter pleaded Carrie Lam to use an LBA handbag in fireworks theme. To her surprise, Lam said yes and attended the HKSAR reunification 20th anniversary fireworks display ceremony with that handbag.

LBA has many plans for the future. Near-term activities include co-organizing events with Hysan, while longer-term projects include exhibitions, publications and workshops. It is never easy to make right existing social ills, but the first move is paramount. Who would have thought that a flimsy necktie can unfold marvelous opportunities? 🌀



社交網絡公關與 時間、創意競賽

PR on Social Media: Competing with Time and Creativity

社交媒體是市場推廣的全新戰場，其迅速傳播的特點，時刻考驗着公關的應變能力，稍一不慎即可能發生“關公災難”。為了不要令“關公很忙”，公關從業員必須在心態與技能上作好準備。

Social media has become a new battlefield for marketing. Its characteristic of rapid information dissemination is constantly testing the ability of public relations (PR) practitioners to respond to any situation. Any little, unintended mistake may lead to a “PR crisis”. To avoid such a blunder, PR practitioners must be prepared in terms of mindset and skill set.



梁綺蓮 Pamela Leung

梁綺蓮又提醒，企業公關人員利用社交媒體，必須識別受眾最常接收資訊的平台，並了解各個不同平台的用處和特點。現時，香港的公關人員最常用的社交平台肯定是 Facebook，內地則較傾向使用微信的公眾號，至於 Instagram、Twitter 等亦各有不同受眾，公關人員要留意各平台的特性，再作出合適的宣傳策略。此外，要與受眾建立共同語言，懂得在合適的時間發佈合適的內容，這亦是利用社交媒體作為公關手段的成功關鍵之一。

好公關要懂得說故事

從社交媒體接收到的眾多訊息當中，梁綺蓮尤其留意非牟利團體及社會公益的資訊。“最近我看到一間從事食物回收的社企，其宣傳短片透過形象正面的社會名人走訪社區，帶出城中一些小人物的感人故事，讓觀眾產生共鳴，並且準確傳遞致力減少食物浪費及紓解貧窮的機構訊息。”

從以上的案例可見，一個好公關要懂得說一個好故事，以喚醒受眾的想像力，甚至震撼心靈，而不只是節錄新聞稿內容或陳述冷冰冰的數據。有需要時，公關需扮演說故事者，而在網上這個角色有個特別稱呼——社交媒體編輯（“小編”）。

容讓年青員工發揮創意

以梁綺蓮任職的機構為例，亦聘請了

社 交媒體普及，使傳統公關模式發生巨大轉變，繼而出現“網絡公關”一詞，意思是利用互聯網營造企業形象，提升大眾及網民對企業或機構的了解，從而維持良好關係與互動，最終目標是創造更多商機。

擅用社媒機遇多於挑戰

在此風氣下，不少商業機構、政府部門，以至社會名人均流行利用社交媒體與大眾溝通。然而一旦遇上公關災難，一件小事亦會發酵成為負評“洗版”事件，令很多人誤解社交媒體為公關業界帶來挑戰多於機遇，甚至有資深公關認為最好遠離社交媒體這片“是非地”。

香港公共關係專業人員協會會長梁綺蓮卻認為“水能覆舟，亦能載舟”，社交媒體冒起反而是機遇多於挑戰，“社交媒體的接觸面確比傳統大眾媒體更直接更廣闊，這是難以否認的事實，只要公關人員懂得如何有效運用，社交媒體即可成為有效的訊息傳播工具，為企業或機構帶來最佳的宣傳效果。”

認清目標受眾 選擇合適平台

梁綺蓮表示，企業在利用社交媒體前，需要清楚知道受眾是誰。“同一句話，對不同受眾說，會產生不同的效果。例如是廿來歲的年青人，抑或在職的行政人員？表達方式及用語均要迎合他們的喜好。”

專門負責社交媒體的年輕員工，主要負責管理官方專頁等網上相關工作。談到與這些網絡新世代相處及共事時，她強調有一項重要的原則要遵守：“即使是資深公關主管也要持開放態度，容讓下屬在社交媒體發揮創意，因網上世界是一個不同領域，思維及宣傳手法與傳統並不一樣。”

她建議，資深公關主要扮演守門員的角色，建立一個內部溝通機制，在不干預創意發揮的情況下，過濾出一些敏感的議題。“此乃雙贏之舉，如機構‘抽水’抽錯了，輕則引來負評，重則令品牌聲譽受損，屆時該名年輕員工亦要承擔責任。”

“關公災難”拆彈分秒必爭

網絡新時代的公關，如何有效駕馭瞬息萬變的社交媒體呢？梁綺蓮以一句話總結：心態比知識更重要。“無論多麼資深的公關，都要不斷與時並進，像我在與年輕同事的合作中，便學到許多網絡用語及創意手法。此外，要謹記‘內容為王’，互聯網令資訊急劇膨脹，在網上出現的公關內容，絕不能照搬新聞稿，必須以適合的語言及方式，最大程度地吸引網民點擊、讚好，以及最重要的分享及留言。”

若不幸遇上“關公災難”，公關人員必須分秒必爭，立即聯絡各方找出“真相”，並透過社交媒體快速回應及處理危機。梁綺蓮說：“危機公關處理時，最重要是反應要快。在未有新

Social media's popularity has led to tremendous changes to the traditional PR model. One development is the emergence of "online PR", which uses the Internet to build a corporate image to increase awareness of the business or organization among the public and netizens in order to maintain good relations and interaction, with the ultimate goal of creating more business opportunities.

Social media offer more opportunities than challenges

This trend influences many business organizations, government departments, as well as well-known public figures who have jumped on the bandwagon and are using social media to communicate with the public. Nevertheless, many people misunderstand that social media bring more challenges than opportunities to the PR industry. Some veteran PR practitioners even believe that it is best to stay away from social media where one is apt to get into trouble.

However, **Pamela Leung, President of the Hong Kong Public Relations**

媒體的年代，危機處理時間以日計，隔天能召開記者會已經算快；但來到現時負評可以極速發酵的年代，公關人員回應時間縮短至以小時計，甚至分鐘計，總之愈快愈好。”

Professionals' Association, believes that the emergence of social media offers more opportunities than challenges: "It is hard to deny the fact that social media's reach is more direct and broader than traditional mass media if PR practitioners know how to use them effectively."

Identify the target audience and choose the right platform

Leung said that businesses need to clearly identify the audience before using social media: "The same comment will have different effects to different audiences, so the choice of words and approach of expression must cater to their preferences."

Leung also reminded that to use social media, corporate PR practitioners must identify the platform where the audience most often receives information and understand the usefulness and characteristics of each of the different platforms. At present, the social platform most commonly used by Hong Kong's PR practitioners is Facebook while those in the Mainland prefer WeChat Official Account, with Instagram and Twitter also having different audiences. Furthermore,

establishing a common language with the audience and knowing when to release appropriate content at the right time are also some of the key success factors in using social media for PR.

Good PR must know how to tell story

Leung pays particular attention to information on non-profit groups and social welfare. “Recently I came across a promotional video of a social enterprise engaged in food recycling. Through community visits by well-known public figures with a positive image, the video told touching stories about some ordinary folks, which resonated with the viewers.”

The above example shows that a good PR must know how to tell a good story to stimulate the imagination or even inspire the heart and soul of the audience, rather than merely presenting an excerpt from a press release or hard, cold data. When necessary, the PR must act as a storyteller. On the Internet, this role has a special title: social media editor.

Empower young employees to use creativity


The organization where Leung works is a case in point. It employs young employees who are exclusively responsible for social media. When it comes to working together with these members of the new online generation, she stressed that there is an important principle to follow: “Even veteran PR executives have to keep an open mind to allow subordinates to use their creativity on social media.”

She suggested that veteran PR executives should mainly play the role of a gate keeper and establish an internal communication mechanism to filter out sensitive issues without interfering with creativity.

Every second counts when defusing a “PR crisis”

In the new Internet era, how can PR effectively harness the rapidly changing social media? Leung summed it up in one sentence: Mindset is more important than knowledge. “Veteran PR executives, no

matter how experienced they are, must keep pace with the times. In addition, they must remember that ‘content is king’ and information on the Internet can expand rapidly. Online PR content must not merely reproduce verbatim press releases. Instead, they must use the appropriate language and approach to propel netizens to click and like, and most importantly, share and leave a message.”

If a “PR crisis” unfortunately occurs, the PR practitioner must run against the clock to immediately contact the various parties to find out the facts, and respond and deal with the crisis quickly through social media. Leung said: “When dealing with a PR crisis, the most important thing is to respond quickly. In the era when new media were not yet invented, it took days to deal with a crisis. However, now in the era when negative comments can spread very swiftly, PR practitioners must respond in hours or even minutes. In short, the sooner the better.” 



履上添繡花 舊貌換新顏

Embroidery Gives Footwear a New Look

“穿上好鞋子的女人，一定不會難看。”時尚女王香奈兒的名言，道出鞋履美感於女性何其重要。有人只視之為保護雙腳之物，卻也有人珍而重之，天天一針一線，為世間女子履上添花。

“A woman with good shoes is never ugly.” This famous quote from fashion queen Coco Chanel underscores how important the aesthetic beauty of footwear is to women. Some think of shoes as merely something to protect the feet, but there are also others who treasure them, adding embroidered beauty to women’s footwear with needle and thread day after day.



王嘉琳 Miru Wong

電 視廣告一句“開心買鞋，不開心買鞋”說中不少時下女性的心事，閨中儲上一百數十雙鞋子的大不乏人。鞋在腳上，雖然只佔身體一小部分，但論重要，卻絕不亞於衣裳。恰如一塊燒得表層焦香，內裏嫩滑的西冷牛排，總不該缺了一小杯單寧柔順、口感絲滑的葡萄酒。

繡花鞋的前世今生

衣食足而知榮辱，隨着生活條件提升，人對鞋履美感亦變得講究。在中國，秦漢時期開始着重鞋子設計。及至唐宋時期，社會富庶，精緻的繡花鞋蔚然成風，當時女子更將之視為定情信物。自此以後，紅彤彤的繡花鞋，就成了婚嫁喜慶的一面圖騰。

“但我在搜集資料時，繡花鞋總是與鬼怪故事扯上關連！”**先達商店第三代傳人王嘉琳**接手家族繡花鞋生意之際，亦著書立說寫下了《繡花鞋》一書。經歷一番孜孜查究，該書獲得2017年度香港出版雙年獎，也填補了這門傳統手藝在學術領域的一片空白。

先達商店 香江故事

先達商店並非位於香港人熟知的旺角先達商場，而是在數個港鐵站距離之外的佐敦寶靈商場。那是一個老式商場，外表毫不起眼，但區內人都知道



位於彌敦道的先達商店舊舖。
The original Sindart in Nathan Road.

那裏是傳統衣飾福地。要找人改衣，要訂製旗袍，這裏滿是老師傅。

聽王嘉琳縷述往事，可見自幼與祖父母朝夕相處的她與家庭關係非常融洽。正因如此，才會使一位看似在百德新街喝茶購物的時尚女子，甘心天天在老氣橫秋的寶靈街打滾。這間由祖父王達榮在50年代創立的鞋店，由彌敦道“樓梯舖”輾轉到現時的商場舖，期間各樣難題紛至沓來，一家人見招拆招，不經不覺就經營了半世紀，是非常典型的香江故事。

活化傳統 扭轉偏見

一代才子錢鍾書在剖析唐傳奇《霍小玉傳》時寫過“鞋者，諧也”，指出鞋在中國文化上象徵了夫妻間的琴

王嘉琳與祖父王達榮
Wong and her grandfather



瑟和諧。訪問當天，腳蹬自家出品繡花鞋的王嘉琳，搭配一身潮流年輕打扮，竟也出奇地和諧。正值花信年華的她，視活化繡花鞋為接手家族生意後的一個要務，自然需要身體力行。

“聽過店外有路人跟小女兒說，這是古代纏足婦女穿的鞋子。”那時王嘉琳按捺不住解釋一番，唇舌費了，卻未能令那位母親信服。由此可見，偏見若然根深柢固，要糾正談何容易，就像千年前的中國人也曾經崇尚小腳為美。王嘉琳知道自己不只要活化店裏的繡花鞋，更要活化普羅大眾心中的繡花鞋。

舊酒新瓶顯風韻

除了著書立說之外，要使繡花鞋贏得時下女士的青睞，最實際的還是把鞋造得漂亮，切合潮流。繡花鞋若然只能用於婚嫁，自然難以普及。有見及此，王嘉琳的祖父推出了拖鞋款式，使繡花鞋不再局限於緣定終生的重要場合，也可以是買菜逛街的生活日常。時至今天，拖鞋款式繡花鞋仍是先達商店的長銷系列。

婚禮是人生最美一刻，女子莫不著重。故即使在婚嫁場合的繡花鞋，王嘉琳也銳意注入新元素，以迎合天下女子的一份期許。例如中西交融的高跟婚嫁繡花鞋，就是近年一大突破的產品。

現實不易 人情不離

先達商店的鞋架上，貼着“不可議價”的標籤。說到現實環境，往往不像王嘉琳一頭秀髮那樣時刻閃閃生光。“總有些客人覺得我們的出品不過是‘尋常街市貨色’，就算跟他們說鞋子全是人手製造，亦未能令他們動容。”事非經過不知難，要弘揚傳統價值，最好就是使更多人知道一雙精巧的手工繡花鞋得來不易。於是，自小從祖母身上習得一手好針黹的王嘉琳，除了天天縫製不同鞋子之外，更開辦工作坊傳授製鞋技藝。

老店經營日久，就會積累一群熟客，這正是老店無可替代的資本。她說，曾經試過商店電郵遭入侵，發出要求借錢的假郵件，竟然有熟客回覆詢問是否需要幫忙。或許這一份人情味，使90後的王嘉琳在自然而然的狀況下就決定擔起祖業。製鞋、看店、授徒，甚至計劃為商店60周年籌備展覽，忙得像個陀螺，卻是不亦樂乎。

問到這位雲英未嫁的小姑娘將來婚禮時會穿上怎樣的繡花鞋？“我會選草綠色的，突破傳統嘛。”王嘉琳笑着回答。那剪水雙瞳，看到盡是對願景的期盼。來日正長，希望在她努力之下，繡花鞋這門傳統手藝非但不至式微，甚至可以路途如茵。一切就似她所心儀的顏色那般，一片草綠青蔥。🌀

Nowadays it is not unusual to find women having at least 100 pairs of shoes at home. Shoes worn on the feet cover only a small part of the body, but they are no less important than clothes.

Past and present of embroidered shoes

People have become more particular about the aesthetics of footwear as living conditions improved. In China, people began to attach importance on shoe design during the Qin and Han dynasties. By the time of the Tang and Song dynasties, when society was affluent, exquisite embroidered shoes became a prevailing fashion. At that time, they were even regarded by women as love tokens.

“But when I was gathering information, I found that embroidered shoes were always associated with ghost stories!” **Miru Wong, the third-generation owner of Sindart**, wrote a book titled *Embroidered Shoes* when she took over the family business of embroidered shoes. Thanks to her painstaking research, the book was one of the winners of the Hong Kong Publishing Biennial Awards 2017 and filled the void of this traditional craft in the academic field.

Sindart is located at Bowring Centre in Jordan, an old shopping mall with an inconspicuous appearance, but people in the area know that it is a paradise of traditional clothes and ornaments. Here, one can easily find an old hand to alter their clothes or tailor a cheongsam.

Listening to Wong, who has stayed together with her paternal grandparents from an early age, talking about the past, one could see that she had a very harmonious family. Probably for this reason,



熊貓款繡花鞋是先達商店長銷貨品之一。
Embroidered shoes with panda pattern is one of the Sindart's long-lasting bestsellers.

這對繡花鞋曾成為本地電視劇《城寨英雄》的道具。
This pair of embroidered shoes was once the prop of a local drama.



先達商店出品全部經由人手縫製。
Products from Sindart are all handmade.



有時尚女王之稱的美國設計師 Iris Apfel 亦曾到訪先達商店。
American fashion icon Iris Apfel in Sindart.



開辦工作坊，傳授製鞋技藝。
Wong holds workshops to teach shoe-making skills.

a fashionable young woman like her is willing to spend her career working at the old-fashioned Bowring Street on a daily basis. Sindart was started in the 1950s by her paternal grandfather at Nathan Road. The store's journey from a space under a staircase to a shop in a mall was faced with various challenges. The family tackled each challenge successfully and has now run the business for over half a century.

Rejuvenating tradition and correcting misconception

On the day of the interview, Wong dressed in a young trendy outfit, which surprisingly matched very harmoniously with her embroidered shoes. As a young lady, her priority after taking over the family business is to revitalize the craft of embroidered shoes. Naturally, she must put words into action.

"I once heard a passer-by outside the shop telling her little girl that these shoes were worn by women with bound feet in olden times." At that time, Wong tried to clear up this misunderstanding, but failed to convince the mother despite her best efforts. It can be seen from this that correcting a misconception is easier said than done if it is deeply rooted. Wong knows that she needs to not only rejuvenate the embroidered shoes in her

store, but also rejuvenate the embroidered shoes in people's minds.

Old wine in new bottle works a charm

Besides writing a book, the most practical approach to making women nowadays turn their interest to embroidered shoes is to make the shoes beautiful and trendy. It is obviously difficult to make embroidered shoes popular if they can only be used for wedding occasions. In view of this, Wong's grandfather introduced embroidered slippers. Today, embroidered slippers are still Sindart's long-lasting bestsellers.

Every woman values their wedding ceremony as the most beautiful moment of their life. Therefore, Wong always strives to inject new elements into embroidered wedding shoes to fulfill every woman's anticipation. For example, the east-meets-west high-heeled embroidered wedding shoes are a major breakthrough in recent years.

Reality is challenging but human touch lingers on

Sindart has a sign that says "no bargaining" pasted on its shoe racks. "There are always customers who think that our products are just 'ordinary street-market stuff', so they will still not be interested even if we tell

them our shoes are entirely handcrafted." As the saying goes, one can only appreciate the difficulty involved through actual experience. To foster traditional values, the best way is to make more people aware that a pair of delicate hand-embroidered shoes is not easy to make, so Wong holds workshops to teach shoe-making skills.

Wong said that some time ago the store's email account was hacked and fake emails were sent from the account to borrow money. Some of the regular customers replied to ask if the store needed help. Perhaps it was this human touch that inspired the post-1990 Wong to naturally decide to take over the family business. Though as busy as a bee, she enjoys every aspect of the business, including making the shoes, minding the store, teaching shoe-making, and even preparing for an exhibition to celebrate the store's 60th anniversary.

What kind of embroidered shoes will this still-single young woman put on for her wedding ceremony? "I will go for a pair of grass-green ones because it's unconventional," she replied smilingly. There is a long future ahead for Wong. Hopefully, under her efforts, the traditional craft of embroidered shoes will not disappear, but will flourish like green grass. 🍀



同賀68周年國慶 Cheers to PRC's 68th Anniversary

香港工商界同胞慶祝國慶籌委會舉行“慶祝中華人民共和國成立68周年國慶酒會”。全國政協副主席梁振英、署理行政長官張建宗、外交部駐港特派員公署特派員謝鋒、中央政府駐港聯絡辦副主任譚鐵牛、財政司司長陳茂波、律政司司長袁國強及立法會主席梁君彥應邀擔任主禮嘉賓，聯同籌備委員會主席團成員、工商及社會各界友好逾500位嘉賓共賀國慶。籌委會主席團成員包括本會會長蔡冠深及副會長袁武、香港中國企業協會會長岳毅及副會長兼總裁張夏令、香港中華廠商聯合會第一副會長陳淑玲及副會長徐晉暉、香港工業總會主席郭振華及副主席查毅超、香港總商會主席吳天海及總裁袁莎妮、以及香港地產建設商會執委會主席梁志堅和秘書長龍漢標等。(21/9)

此外，香港工商界婦女慶祝國慶籌委會舉行“慶祝中華人民共和國成立68周年午餐會”。中央政府駐港聯絡辦副主任仇鴻、全國人大常委會基本法委員會副主任梁愛詩、特區政府商務及經濟發展局副局長陳百里、原中央政府駐港聯絡辦副主任陳鳳英及外交部駐港特派員公署政研室副主任任紅岩應邀擔任主禮嘉賓。籌委會主任委員、本會婦女委員會主席周莉莉聯同主禮嘉賓及籌委會委員及顧問，與一眾嘉賓共賀國慶。席間，梁愛詩及陳百里就“一帶一路”為香港帶來的機遇及香港經貿發展前景等議題分享意見。(12/9)

同時，本會亦舉辦“慶祝68周年國慶暨香港回歸祖國20周年文藝演出”，政務司司長張建宗、中央政府駐港聯絡辦協調部部長沈沖擔任主禮嘉賓，並聯同本會會長蔡冠深，副會長袁武、李應生及永遠榮譽會長張永珍、林廣兆、馬

忠禮，以及愛心行動委員會和會員聯絡委員會委員，與近1,500名嘉賓、會員及各區青少年朋友一起欣賞國際著名的中央芭蕾舞團精彩演出，同賀國慶，共迎中秋。(30/9) 📺

A celebrating reception was hosted by the preparatory committee of compatriots of commercial and industrial circles in Hong Kong. Officiating at the reception were **Vice-chairman of the CPPCC C Y Leung, the acting Chief Executive Matthew Cheung, Commissioner of Ministry of Foreign Affairs of PRC in HKSAR Xie Feng, Deputy Director of Liaison Office of the Central People's Government Tan Tieniu, Financial Secretary Paul Chan, Secretary for Justice Rimsky Yuen and President of Legislative Council Andrew Leung.** Accompanied by the preparatory committee's presidium, namely **the Chamber's Chairman Jonathan Choi and Vice-chairman Yuen Mo, HKCEA Chairman Yue Yi and Vice-Chairman & President Zhang Xialing, CMAHK First Vice President Shirley Chan and Vice-president Marvin Hsu, FKHI Chairman Jimmy Kwok and Vice-chairman Sunny Chai, HKGCC Chairman Stephen Ng and CEO Shirley Yuen as well as Chairman of Executive Committee of REDA Stewart Leung and Secretary General Louis Loong** and over 500 guests, they proposed a toast to the prosperity of the motherland. (21/9)

Adding to the joy was a celebrating luncheon held by the preparatory committee of women in the Hong Kong business community. Invited to officiate the luncheon were **Deputy Director of Liaison Office of the Central People's Government Qiu Hong, Deputy Director of the Basic Law Committee of the NPC Standing Committee Elsie Leung, Under Secretary for Commerce and Economic Development Bernard Chan, former Deputy Director of Liaison Office of the Central People's Government Chen Fengying and Deputy Director of the Political Research Department of the Commissioner's Office of the Ministry of Foreign Affairs of PRC Ren Hongyan. The Chairman of the Chamber's Ladies' Committee Lily Chow,** who is also Preparatory Committee's Chairman, joined the members and advisers of the preparatory committee to celebrate



the national anniversary with the attendees. As a highlight of the event, Leung and Chan shared opinions on Hong Kong's prospect under the national "Belt and Road" Initiative. (12/9)

Besides, the Chamber organized a variety performance in celebration of the 68th anniversary of the founding of the PRC and Mid-Autumn Festival. **Chief Secretary of Administration Matthew Cheung** and **Director General of the Coordination Department of the Liaison Office of the Central People's Government Shen Chong** were the officiating guests. Among others attended the event were the Chamber's Chairman **Jonathan Choi**, Vice chairmen **Yuen Mo**, **Tommy Li** and **Life Honorary Chairmen Alice Cheng**, **Lam Kwong-siu** and **Lawrence Ma**. Including the committee members and their relatives, 1,500 attendees enjoyed a wonderful ballet show performed by the National Ballet of China. (30/9) 





考察寧夏 促進合作

Visiting Ningxia for Enhancing Cooperation

早 前本會會長蔡冠深率領香港工商界代表團赴寧夏考察，並出席2017中國—阿拉伯國家博覽會（“中阿博覽會”）。蔡冠深於峰會上發表演講，介紹香港在促進中國與阿拉伯國家經貿合作所發揮的作用，期間並代表本會與寧夏貿促會簽署合作備忘錄。在寧期間，代表團並參觀當地機構。

蔡冠深表示，今次率團到寧夏參加“中阿博覽會”，希望延續“一帶一路”的推動工作，為港企與寧夏及阿拉伯國家合作搭建平台。代表團榮譽顧問、中聯辦副主任仇鴻亦表示，“中阿博覽會”是國家面向阿拉伯國家開展“一帶一路”

合作的重要平台。寧夏自治區政協主席齊同生向香港工商界代表團介紹了當地經濟發展情況，他希望香港企業家能把握這次難得機會，通過實地考察，多了解寧夏，發掘投資機會。

在“中阿博覽會”期間，代表團並出席“寧夏—香港經貿交流對接會”，來自寧夏、香港兩地工商界先後就金融、旅遊、葡萄酒業等合作機遇交換意見。其後，團員參觀了銀川智慧城市管理指揮中心、中衛市西部雲基地數據中心、以及多間旅遊、葡萄酒、農產品、金屬物料等企業。（5-9/9）






Earlier, the Chamber's Chairman **Jonathan Choi** led a study tour to Ningxia for participating the "China Arab States Expo" (CAAE). Choi delivered speech in the Summit for introducing Hong Kong's role in enhancing trading between China and Arab states. He also signed MOU with China Council for the Promotion of International Trade of Ningxia on behalf of the Chamber.



Leading a tour to Ningxia and facilitating for the cooperation among Hong Kong, Ningxia and Arab states, Choi hoped to continue his work on "Belt and Road Initiatives". **Honorary Advisor of the delegation, Deputy Director of Liaison Office of Central People's Government in HKSAR Chou Hong** said CAAE was an important platform for China to introduce "Belt and Road Initiatives" to Arab states. **Chairman of Ningxia Provincial Committee of CPPCC Qi Tongsheng** introduced the economic situation of the Province to the delegation. He hoped that the Hong Kong entrepreneurs to make good use of the time in Ningxia for understanding and exploring the Province to explore investing opportunities.



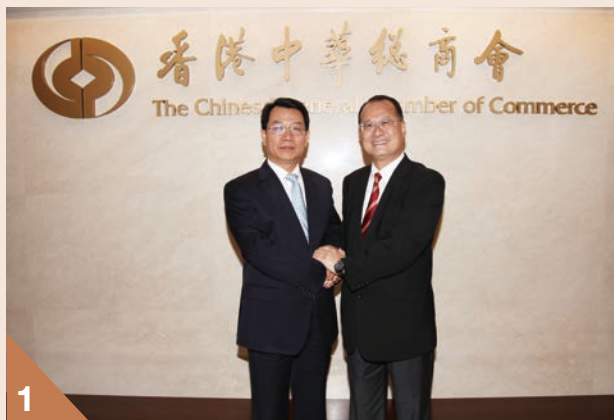
During participating CAAE, the delegation attended a meeting for exchanging ideas on the cooperation of finance, tourism and wine with the local members from industrial and commercial sectors. Later, the delegation visited some technological organizations and local enterprises. (5-9/9) 





深圳市委書記王偉中（左）表示，香港具備眾多優勢，如教育、科研、醫療、金融、專業服務等正是深圳的短板。深圳可以利用香港這些優勢，與自身在科技創新、創業、產業化、專業配套等優勢領域合作，攜手共進。他認為，深圳在下一步的發展中需要向香港學習，從而提升其國際營商環境。（24/9）

Wang Weizhong (left), **Secretary of CPC Committee of Shenzhen**, mentioned that Hong Kong has edges on the aspects of education, scientific research, medical care, finance and professional services, which are also weaknesses of Shenzhen. In his view, Shenzhen can capitalize Hong Kong's strengths and combine with its own favorable areas such as technological innovation, entrepreneurship, industrialization and professional support. He believes Shenzhen need to learn from Hong Kong to enhance its international business environment at the next stage of Shenzhen's development.



1. 天津市委常委、統戰部部長冀國強（左）（4/9）
Ji Guoqiang (left), Standing Committee Member and United Front Work Department Director of CPC Tianjin Municipal Committee
2. 山東省副省長及工商聯主席王隨蓮（前排右五）（12/9）
Wang Suilian (fifth from right, front row), Vice Governor of Shandong Province and Chairman of Shandong Federation of Industry and Commerce

3. 珠海市商務局局長王小彬（右四）（18/9）
Wang Xiaobin (fourth from right), Director-General of Bureau of Commerce of Zhuhai
4. 商務及經濟發展局副秘書長（工商）潘偉榮（右一）（13/9）
Gary Poon (first from right), Deputy Secretary (CI) of the Commerce and Economic Development Bureau

雲南省副省長陳舜（前排左四）介紹，目前是雲南理想的發展時期，經濟發展速度較快，並加大對外開放的力度。在國家“一帶一路”倡議下，由於雲南與幾個東盟國家相鄰，就由開放的末梢變成了前沿，雲南的高原特色農業、清潔能源、旅遊、物流等產業都正研究與周邊國家合作。（11/9）

Chen Shun (fourth from left, front row), **Vice Governor of Yunnan Province**, stated that Yunnan is now at an ideal stage, with a faster economic growth and expanding opening up in scope. As Yunnan is close to some ASEAN countries, so it has become a frontier under the “Belt and Road” initiative. In the future, Yunnan will look for cooperation with neighboring countries in certain fields, including highland agriculture, clean energy, tourism and logistics.



5. 智利礦業部長 Aurora Williams（左三）（5/9）
Aurora Williams (third from left), Chilean Mining Minister

6. 亞洲策略與領導研究院首席執行官楊元慶（右五）（25/9）
Michael Yeoh (fifth from right), CEO of Asian Strategy & Leadership Institute

7. 卡塔赫納商會會長 Miguel Martinez Bernal（中）（8/9）
Miguel Martinez Bernal (middle), President of the Chamber of Commerce of Cartagena



會員活動 Members' Activities



1. 文化產業委員會及青年委員會合辦晚餐講座，邀請香港電視娛樂有限公司 **ViuTV** 總經理魯庭暉，探討電視業界的營運概況與市場前景。(22/9)

Cultural Industries Committee and Young Executives' Committee co-organized a dinner session, inviting **Hong Kong Television Entertainment ViuTV General Manager Lo Ting-fai** to elaborate on the current condition and prospect of the television broadcasting industry.

2. 愛心行動委員會與油尖旺區聯絡處合辦“粵港青少年交流團2017”，邀請本港學生組團赴粵參觀，並與當地年青一代溝通共融。(15/9)

“We care · We share” Committee and Yau Tsim Mong District Liaison Group co-organized a tour for youngsters to Guangzhou, fostering mutual communication and understanding.



3. 地區事務委員會組團參觀“創科博覽2017”，透過參觀中華古代科技文明與今天創科成就，以達“鑑古追今，開創未來”之效。(26/9)

District Affairs Committee visited the InnoTech Expo 2017. Participants gained innovative insight through seeing the ancient Chinese science and technology as well as today's achievements.