

商 峯

CGCC VISION

智慧城市潛力無限 香港全力發展再升級

HONG KONG GOES ALL OUT TO UPGRADE SMART CITY
DEVELOPMENT FOR UNLIMITED POTENTIAL

出訪九州 共建亞洲機遇
Visiting Kyushu to
Explore Asian Opportunities

小紅書熱潮 牽動旅遊業革新
Hong Kong Tourism Innovated by
Xiaohongshu



香港中華總商會

CGCC The Chinese General Chamber of Commerce, Hong Kong



www.cgcc.org.hk



ID: CGCCHK



ID: CGCCHK



ID: CGCCINFO

目錄

CONTENTS

2023.9



會長的話 CHAIRMAN'S MESSAGE

- 4** 冀施政報告聚焦增強發展動能
Hopes for 2023 Policy Address to Focus on
Creating Strong Impetus for Growth

立會匯報 VOICE IN LEGCO

- 6** 區議會改革提升地區治理水平
Reforming District Councils (DCs) to Improve District
Governance

政經縱橫 SPOTLIGHT

- 9** 智慧城市潛力無限 香港全力發展再升級
Hong Kong Goes All Out to Upgrade Smart City
Development for Unlimited Potential
- 14** “洞”悉先機 香港岩洞潛力無限
Insight into Boundless Potential of Caverns in Hong Kong
- 19** 國家科技創新繼續打好“優勢牌”
Playing the National Trump Card of Innovation and Technology

中總焦點 CGCC HIGHLIGHTS

- 22** 宴賀授勳成員
Congratulating Honor & Award Recipients
- 24** 捐款百萬 援助華北東北水災
HKD 1 Million Donation for Supporting Flood Recovery
- 27** 出訪九州 共建亞洲機遇
Visiting Kyushu to Explore Asian Opportunities
- 31** 海峽兩岸暨港澳經貿論壇
共建共享 群策群力
Cross-Strait cum Hong Kong and Macao Economic Forum
Joint Development and Benefit-Sharing



商海導航 TALKING BUSINESS

- 35** 小紅書熱潮 牽動旅遊業革新
Hong Kong Tourism Innovated by Xiaohongshu
- 41** 支援中小企 振本地經濟
Support SMEs to Boost Hong Kong's Economy

灣區透視 BAY AREA INSIGHTS

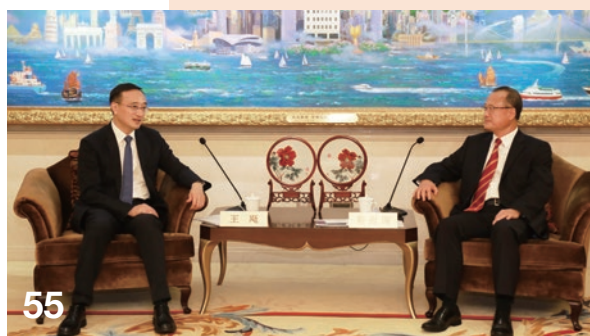
- 46** 港深合力 推動大灣區創科生態躍進
Hong Kong and Shenzhen Join Forces to Drive Innovation and Technology in the Greater Bay Area

新會員 NEW MEMBERS

- 51** 新會員介紹
Introduction of New Members

商會快拍 CGCC SNAPSHOT

- 55** 接待嘉賓
Reception of Guests
- 59** 會員活動
Members' Activities



出版人 Publisher

香港中華總商會 (於香港註冊成立的擔保有限公司)
The Chinese General Chamber of Commerce (Incorporated in Hong Kong and limited by guarantee)

會長 Chairman

蔡冠深 Jonathan CHOI

副會長 Vice-Chairmen

曾智明 Ricky TSANG 王惠貞 Connie WONG 楊華勇 Johnny YU 胡曉明 Herman HU
謝湧海 TSE Yung-hoi 張學修 Charles CHEUNG 李引泉 Li Yinquan 姚祖輝 Andrew YAO

傳訊及出版委員會 Communication and Publications Committee

主席 Chairman

李德剛 Alfred LEE

副主席 Vice-Chairmen

李濟平 Li Jiping 黃楚基 Bonnie WONG 梁香盈 Sabrina LEUNG

委員 Members

葉成慶 Simon IP 李惟宏 Robert LEE 黃楚恒 Stanley WONG 林智彬 Lawrence LAM
陳 耘 Cora CHAN 胡劍江 Michael WOO 趙式浩 Howard CHAO 周雯玲 Irene CHOW
陳建年 Kenneth CHAN 廖永通 Felix LIO 吳旭洋 Paul NG 李令德 Maggie LEE
陳楚冠 Daniel CHAN 吳 江 NG Kwong 李耀新 LEE Yiu-sun 張嘉裕 CHEUNG Ka-yue
葉常春 YIP Sheung-chun

香港中華總商會 ("本會") 保留本刊一切內容之版權。如欲轉載本刊文章，須經本會允准。本刊所載之廣告內容及外界文章所發表之言論及意見並不一定反映本會的立場。而來稿一切內容及聲明所涉及之責任概由客戶及作者負責。本會雖竭力確保本刊所載的資料準確可靠，惟不對使用該等資料所引起的任何損失或損害承擔責任。

Copyright in all material in this publication is retained by the Chinese General Chamber of Commerce ("the Chamber"). Reproduction of articles in this publication is subject to the permission of the Chamber. The content of advertisement and the views expressed by outside parties in the articles of this publication do not necessarily represent the positions of the Chamber. All responsibilities and liabilities relating to the contents and statements in the contributed articles shall be held by the clients and authors. The Chamber endeavors to ensure the accuracy and reliability of the information provided in this publication, but accepts no liability for any loss or damage arising from the use of the information.

香港辦事處 Hong Kong Office

香港中環干諾道中24至25號4字樓
(港鐵中環站A出口或香港站C出口)
4/F, 24-25 Connaught Road Central, Hong Kong
(MTR Central Station Exit A / Hong Kong Station Exit C)

Tel: (852) 2525-6385
Fax: (852) 2845-2610
E-mail: cgcc@cgcc.org.hk
Website: www.cgcc.org.hk

廣州代表處 Guangzhou Office

廣州南沙區港前大道南162號中總大廈801室
Room 801, 162 South Gangqian Road
Nansha, Guangzhou

Tel: (8620) 3991-2168
Fax: (8620) 3468-3839
E-mail: info@gzo.cgcc.org.hk

承印人 Printed by

奧華印刷設計公司 Ora Printing & Design Centre

地址 Address

香港柴灣利眾街40號
富誠工業大廈15字樓A1-A2室
Flat A1-A2, Block A, 15/F., Fortune Factory Building
40 Lee Chung Street, Chai Wan, Hong Kong

售價 Price
HKD30



蔡冠深
Jonathan CHOI GBM, GBS, BBS, JP

冀施政報告聚焦增強發展動能

HOPES FOR 2023 POLICY ADDRESS TO FOCUS ON CREATING STRONG IMPETUS FOR GROWTH

當前，香港迎來“由治及興”新階段，疫後全面復常為經濟發展帶來新動力，但環球政經局勢存在不明朗因素，為經濟復甦增添隱憂，對企業經營帶來挑戰。新一份施政報告宜為企業提供適切的財政及人力資源等支援措施，以應對經濟復常過程中可能出現的各種變數。當局亦要提出具針對性的吸納人才、培育人才措施，並制訂長遠政策，聚焦國家“雙循環”發展帶來的龐大機遇，尤其用好香港“八大中心”功能優勢，積極推動參與粵港澳大灣區、RCEP、“一帶一路”等區域合作建設，全方位增強香港發展動能。

留才招優推動多元發展

針對多個行業勞動力不足問題，特區政府應進一步優化吸引和培育人才政策，配合經濟多元化發展，並以企業需求為導向，簡化人才申請來港工作簽證手續，放寬非本地學生的工作及入境限制，亦要擴大非本地生來源，推動大學校園國際化和香港教育產業多元化發展。

在保障本地勞工基本權益前提下，我們建議當局研究進一步放寬外勞配額，例如引入外部勞工到北部都會區參與開發建設，以及將現時安老院舍輸入護理員升級為恆常化政策。長遠而言，特區政府更要制訂清晰人口政策，從教育、產業發展等範疇進行人力資源具體規劃，應對未來發展所需。

強化優勢產業功能角色

“十四五”規劃確立香港八大中心定位，當局必須深化香港在相關領域的功能角色，全面提升國際競爭力。面對國際貿易投資新格局變化，特區政府宜打造香港從轉口貿易中心邁向集各種貿易模式於一體的貿易營運中心發展，並積極推動與橫琴、海南合作，構建大灣區與瓊港合作國際貿易平台。當局也可推動設立以大灣區為試點的統一認證及檢測標準，建設大灣區優質商品認證檢測平台，協助國家出口商品對接國際標準。

在“一國兩制”下，香港擁有作為中國離岸金融中心和國際金融中心的雙重優勢，可協助人民幣國際化提速發展，例如增加香港雙幣股票交易、吸引“一帶一路”企業在香港上市以人民幣掛牌交易。香港也可以透過進一步豐富綠色金融產品、建立碳交易平台等，全方位配合大灣區綠色金融與可持續專業服務發展。

隨着國家逐步提升“科技自立自強”水平，特區政府亦宜加大對香港創科產業的資源投放，充分配合國家戰略需要和自身發展潛力，尤其在新能源、生物醫藥、人工智能等領域加強與內地合作。雙方亦可推動以大灣區作為先行先試平台，加強跨境數據合作，推動超級計算中心建設，並規劃在北部都會區引進科技龍頭企業，帶動大灣區產業上下游投資，加快產業集聚，有助增加大型科創企業進駐香港的誘因，提升北部都會區的建設效率。

加強口岸通關便利化

香港與大灣區加快融合，對融入國家發展大局至關重要。現時，市民出入境內地仍須進行俗稱“黑碼”的健康申報，大大拖慢通關流程。我們期望特區政府能與內地部門商討，爭取盡快取消有關要求，有助縮短通關時間、提升效率，相互拉動消費和投資往來。當局亦可與廣東省政府探討在港深現有口岸實施“合作查驗，一次放行”通關模式，並在重建的皇崗和沙頭角口岸實施“兩地一檢”，為推動粵港澳大灣區高質量融合發展、促進日後北部都會區人員往來提供便利跨境安排。

總括而言，新一份施政報告要抓緊國家發展帶來的機遇，全面提升整體競爭力，落實習主席對增強香港發展動能、切實排解民生憂難的期盼，為推動本港經濟持續增長與社會穩定發展構建重要基礎。🔗

“新一份施政報告要抓緊國家發展帶來的機遇，落實習主席對增強香港發展動能、切實排解民生憂難的期盼，為推動本港經濟持續增長與社會穩定發展構建重要基礎。

The new *Policy Address* must capitalize on the opportunities presented by the country's development, and strive to meet President Xi's expectations for Hong Kong to continue creating strong impetus for growth and earnestly address people's concerns and difficulties in daily life, so that sustainable economic growth and stable social development can be pursued on a sound foundation.”

Hong Kong's economic development has picked up speed again as soon as the COVID-19 situation cleared up and normalcy returned. However, the capricious global political and economic climate still poses challenges to many businesses. We are eager to see the upcoming *Policy Address* include measures that will provide businesses with suitable support to help them ride out uncertainties. There should also be targeted measures to attract and nurture talent, and long-term policies to promote Hong Kong's participation in regional cooperation, with creating strong impetus for growth in all areas as the overarching goal.

Retain and draw talent to promote diverse development

To address the labor shortages in various industries, the HKSAR government should consider further simplifying the working visa application process for foreign talent, and relaxing the restrictions on non-local students to stay and seek employment in Hong Kong. Increasing the number of incoming non-local students will also help promote internationalization on university campuses and the diverse development of Hong Kong's education sector.

Once the basic rights of local workers are secured, we recommend that the authorities should explore further increasing the quota of non-local workers. In the long run, it is important for the HKSAR government to formulate a clear population policy and carry out workforce planning in education, industrial development and other areas to meet future development needs.

Strengthen the functions of competitive industries

In light of today's international trade and investment environment, it makes sense for Hong Kong to transition from specializing in entrepot trade to operating in all types of international trade. To this end, the HKSAR government should actively work with Hengqin and Hainan to create an international trade platform that will allow the benefits of Hong Kong's cooperation with the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) and Hainan to maximize. The authorities can also use the Greater Bay Area as the pilot test point to create a uniform testing and certification standard as well as a platform for certifying and testing quality products, which will help align the country's commodity exports with international standards.

For the financial sector, Hong Kong can accelerate the internationalization of RMB by, for instance, expanding

HKD-RMB dual counter stock trading, which will attract enterprises in the “Belt & Road” Initiative markets to list and trade in RMB in Hong Kong. It can also support the development of green finance and sustainable professional services in the Greater Bay Area through enriching its own range of green financial products and setting up a platform for carbon trading.

Furthermore, more government resources should be allocated to the innovation and technology (I&T) industry, whereas cooperation with the Mainland should be enhanced in strategic areas like new energy, biomedicine and artificial intelligence. Again using the Greater Bay Area as a pilot test site, the Mainland and Hong Kong authorities can collaborate further to promote cross-boundary data flow and the development of supercomputing centers. Greater efforts should also be made to attract more globally leading I&T corporations to the Northern Metropolis and promote investments in the Greater Bay Area's upstream and downstream industry chain, so as to boost industrial agglomeration and speed up progress at the Northern Metropolis.

Make border-crossing more convenient

Currently, Hong Kong residents are still required to complete a health declaration form when entering and exiting the Mainland, which encumbers cross-boundary travel. We hope the HKSAR authorities can lobby to the Mainland for the abolition of the health declaration requirement as soon as possible. Meanwhile, the HKSAR government and the Guangdong Provincial Government can explore implementing the “collaborative inspection and joint clearance” mode at existing Hong Kong-Shenzhen boundary check points, and launching the joint boundary control system at the Huanggang and Sha Tau Kok ports once their redevelopment is completed. All these measures will be conducive to the high-quality, integrated development in the Greater Bay Area.

To conclude, the new *Policy Address* must capitalize on the opportunities presented by the country's development, and strive to meet President Xi's expectations for Hong Kong to continue creating strong impetus for growth and earnestly address people's concerns and difficulties in daily life, so that sustainable economic growth and stable social development can be pursued on a sound foundation. 🌀



廖長江 Martin LIAO GBS, SBS, JP
立法會功能界別商界（第二）議員
Legislative Council Member, Commercial (Second) Functional Constituency

區議會改革提升地區治理水平

REFORMING DISTRICT COUNCILS (DCS) TO IMPROVE DISTRICT GOVERNANCE

區議會去政治化 落實“愛國者治港”

冰 封三尺，非一日之寒。香港地區治理成效不彰不是一天的結果。在區議會成立之前，香港的地區行政主要由市政局負責，地區議員全部由港督委任。1982年區議會成立後，成為政治角力的場所。回歸後，區議會發展愈加政治化。上次區議會選舉期間，反中亂港候選人的政綱捨棄地區民生，追求政治宣洩；當選後鼓吹“港獨”和“黑暴”，並肆意侮辱官員，阻撓政府施政。第六屆區議會479名區議員，300多名因不敢宣誓擁護《基本法》，效忠特區而辭職，或者因為宣誓無效而被取消區議員資格，目前僅有146名區議員在位工作，嚴重影響區議會的正常運作。今年7月6日立法會通過的《2023年區議會（修訂）條例草案》，將設立提名安排和區議會資格審查委員會，能夠把反中亂港分子徹底排除在地區管治架構之外，在區議會層面落實“愛國者治港”原則，維護國家安全。

擴闊區議會的社會光譜 為市民做實事

讓有志服務地區的人士投身區議會，真正在地區為市民做實事，是特區政府重塑區議會方案的宗旨。改革優化了區議會的組成方式和議席產生辦法，區議會議員由委任、地區委員會界別（即間選）和地方選區（即直選）三類組別產生，數目比例約為4:4:2，另加27名當然議員。方案有利於促進均衡參與，而恢復委任制能夠吸納具有豐富專業知識，及工作經驗的精英加入，擴闊區議會的社會光譜，從而更廣泛、全面地聽取民意。未來，為提升地區治理水平，我希望政府在委任區議員時，能夠按照各區的實際情況，選擇符合當區發展需要的人士，並且讓有意參選的人士獲得公平機會接觸地區委員會委員，從整體上促進選出優秀、適合的區議員。

監察以及行政主導 提高地區治理水平

無論是委任、間選還是直選，區議員的工作與市民的福祉息息相關，他們的表現理應符合公眾期望。改革引入區議員履職監察機制，通過賦權民青局局長發出指引訂

明標準，以及啟動監察委員會進行調查，市民和政府可以監督所有區議員的表現。

為提高地區治理水平，在區議員認真履職的同時，特區政府亦應發揮《基本法》所確立的行政主導。新制度下，在強化地區治理架構，統籌地區事務之外，擔任區議會主席的民政事務專員肩負重任。專員不但可以訂立區議會的常規、要求區議員就指明的議題收集區內人士意見，還需要兼顧領導關愛隊等職務。可以說，區議會改革的成效很大程度上取決於專員的質素。政府必須選拔合適的公務員出任相關職位，並培訓提升其工作能力。我建議設立民政事務專員的KPI，並且在有職務調任需要時，作好交接，確保地區工作的連續性。

區議會組成方式合法合理 全過程民主

區議會改革的民主性方面，首先，區議會是非政權性的區域組織，其產生方法不涉及市民的民主權利，不存在是否民主的問題。再者，根據《基本法》第98條，區域組織的職權和組成方法由法律規定。區議會的組成方式只要合法律例規定便合法，並非一定要通過選舉產生。此外，實現民主有多種方式，以直選比例作為確定民主程度的唯一標準，過於簡單，亦不恰當，因為可能產生民粹的局面。

行政長官已宣佈第七屆區議會選舉將於今年12月10日舉行。我希望經改革回歸《基本法》第97條的區議會可以從多元化均衡參與以及涵蓋諮詢、決策與執行的全過程民主，彰顯制度的優越性，並從地區層面開啟良政善治的新篇章。👉

Depoliticize DCs to ensure “patriots administering Hong Kong”

The ineffective governance of Hong Kong's districts did not just happen overnight. DCs became a place for political wrangling after their establishment in 1982. Their development became increasingly politicized after Hong Kong's return to the motherland. During the last DC election, candidates

“完善地區治理，不僅是走完“愛國者治港”最後一公里路，更是真正回歸《基本法》第97條區議會非政權性的區域組織定位的初心，以提高地區治理水平，為民生排解憂難。

The key to improving the governance of the districts is to get the district bodies to truly return to their original role spelled out in Article 97 of the *Basic Law*, i.e., their positioning not as organs of political power, in order to raise the standard of district governance.”

who were anti-China, destabilizing forces abandoned the livelihood of the people in the districts in their political manifestos to pursue their political agendas and obstruct the administration of the Government. At present, only 146 seats of the sixth-term DCs are filled by serving members, severely affecting the normal operation of the DCs. The nomination procedure and the District Council Eligibility Review Committee to be established under the bill passed by the Legislative Council on July 6 can completely exclude anti-China, destabilizing forces from the district governance structure and implement the “patriots administering Hong Kong” principle at the DC level.

Broaden DCs’ social spectrum to serve the public in a practical way

The purpose of the HKSAR Government’s plan to reshape the DCs is to enable people who are dedicated to district services to participate in the actual work of the DCs. The reform improves the composition and method to fill the seats of the DCs. The plan will help facilitate balanced participation, while the resumption of the appointment system can attract elites with extensive professional knowledge and various experiences, thus enabling them to listen to public opinions in a more multi-dimensional and comprehensive way. Going forward, I hope that when appointing DC members, the Government can consider the actual situation of each district to select people who are able to meet the development needs of the district, and allow those who intend to stand for election to have a fair opportunity to contact district committee members, enabling the effective selection of outstanding and suitable DC members holistically.

Supervision and executive dominance to raise standard of district governance

As DC members’ work ties in closely with the well-being of the public, their performance should meet public expectations. The reform introduces a performance monitoring system for DC members, which, by empowering the Secretary for Home and Youth Affairs to formulate administrative guidelines to set out the standard of performance required of DC members and appointing a supervisory committee to conduct investigations, allows the public and the Government to monitor the performance of all DC members.

To raise the standard of district governance, while DC members perform their duties conscientiously, the HKSAR Government should also manifest executive dominance as laid down by the *Basic Law*. Under the new system, District Officers who serve

as DC chairs shoulder a heavy responsibility. They can not only establish the practices of the DCs and require the DC members to collect the views of the people in the district in respect to a specified issue, but also perform duties such as leading the Care Teams. The government must select suitable civil servants for such positions and provide them with training to improve their competency. I suggest setting up KPIs for District Officers and ensuring a proper handover when there is a need for job reassignment.

Lawful and reasonable composition of DCs is based on whole-process democracy

Regarding the democratic aspects of the DC reform, firstly, DCs are district bodies that are not organs of political power and their formation does not involve the democratic rights of citizens, so there is no question of whether they are democratic or not. Furthermore, according to Article 98 of the *Basic Law*, the mandate and formation of district bodies are prescribed by law. As long as it complies with the statutory provisions, the composition of DCs is lawful and does not necessarily have to be formed through elections. In addition, it is too simplistic and inappropriate to use the proportion of directly elected members as the sole criterion for determining the degree of democracy, because it may create a populist situation.

The Chief Executive has announced that the seventh District Council Ordinary Election will be held on December 10 this year. I hope that the reformed DCs can demonstrate the superiority of the system from the perspectives of diversified and balanced participation and whole-process democracy involving consultation, decision-making and execution, and open a new chapter of good governance at the district level. 🗣️

This is a free translation. For the exact meaning of the article, please refer to the Chinese version.

如對文章內容有任何意見，歡迎向廖長江議員反映。
Should you have any comments on the article, please feel free to contact Mr Martin Liao.

地址 Address:
香港中區立法會道1號立法會綜合大樓703室
Room 703, Legislative Council Complex,
1 Legislative Council Road, Central, Hong Kong

電話 Tel: 2576-7121 **傳真 Fax:** 2798-8802
電郵 Email: legco.office.liao@gmail.com

智慧城市潛力無限 香港全力發展再升級

HONG KONG GOES ALL OUT TO UPGRADE SMART CITY DEVELOPMENT FOR UNLIMITED POTENTIAL

發展智慧城市已成全球趨勢，特區政府分別於2017年及2020年公佈《香港智慧城市發展藍圖》及“2.0版”，銳意打造香港成為世界級的智慧城市。最近瑞士的國際管理發展學院發表2023年智慧城市指數，香港在全球141個城市中排名第19位，較2021年從118個城市排名第33位大幅上升，未來政府、業界及市民又應如何攜手推動香港智慧城市再上層樓。

With smart city development now a global trend, the HKSAR Government is determined to develop Hong Kong into a world-class smart city. Going forward, how should the Government, business community and residents work together to drive Hong Kong's smart city development to a higher level?



楊全盛 Eric Yeung

香港智慧城市發展有賴社會各界共同推展 Hong Kong's Smart City Development Depends on All Sectors of Society to Drive Forward



為香港智慧城市提供清晰指引的《香港智慧城市發展藍圖》及“2.0版”，合共推出逾130項措施，廣泛覆蓋智慧出行、智慧生活、智慧環境、智慧市民、智慧政府及智慧經濟這六大範疇，銳意打造香港成為世界級智慧城市。香港智慧城市聯盟創辦人兼榮譽會長、天旭科技投資集團聯合創辦人楊全盛指出，上任及現任行政長官對推動智慧城市發展投放很大力度，加上創新科技及工業局的全力配合，帶動社會各界認同，市民亦積極討論，並了解如何參與，形成良好氣氛。

設一站式數碼服務平台

楊全盛指出，近年香港在兩大領域的進步尤其明顯，其一是基礎建設，所說的並非僅是增設了若干智慧燈柱，而是見諸於當局推出“智方便 iAM Smart”流動應用程式，為港人帶來免費的一站式個人化數碼服務平台。“市民透過平台可利用臉容辨識及指紋鑑別等生物辨識功能，隨時進行身分確認，享用各項電子服務，如收到稅單後可在程式內報稅，以及連結至各個政府部門使用服務等，便利市民生活。”

另一個進步較大的領域則是數據安全。楊全盛稱，港人愈來愈注重私隱，對個人數據會否被盜用較過往敏感。然而，智慧城市的發展與大數據共享息息相關，愈多數據分享，發揮作用愈大，如何在資訊開放與保障私隱之間取得平衡尤其重要。近年在公眾教育下，他認為市民已逐漸明白兩者的分別，也了解去除敏感資料後，開放數據有助提升公共服務的效率。

推動部門資訊互通

在傳統的法例框架下，現時特區政府各個部門不能交換市民的資料，市民往往需要重複向不同部門提交資料，窒礙了智慧政府的發展步伐。楊全盛表示，政府資訊科技總監辦公室即將在“iAM Smart”程式內增設“授權數據交換閘”功能，讓市民可選擇授權政府部門，通過系統及數據互通的方式，交換個人資料，省卻他們重複輸入程序的時間，相信

更有助提升政府部門處理市申請的效率，是加快建設覆蓋全面的智慧政府的重要一步。

致力留住本地人才

提到香港成為世界級智慧城市的最大挑戰，楊全盛坦言，硬件設施及技術提升固然重要，惟人才亦是當中不可或缺的關鍵環節，如數據工程師、數據分析師及網絡安全專家等。“香港不乏培育優秀人才的世界級高等學府，近年與數據及人工智能（AI）相關的大學課程，在大學聯招的收生分數皆處於高水平，惟不少具潛力的人才未必留港發展，而是選擇前赴海外或內地投身科創專業。因此，特區政府及業界在培育人才及‘搶人才’的同時，更必須想方設法吸引他們留港發展，避免人才流失，方能推動智慧城市的發展更上一層樓。”

同時，智慧城市要全速發展，還有賴公私營機構、學術界和市民緊密合作，他建議當局應多採用公私營合作模式，持續優化智慧城市的基礎建設，鼓勵更多企業投入創意及資源，從中找到合適的商業模式進行推展，配合公眾教育，令市民理解智慧城市可提升生活質素及便利度，自然會予以支持。只有社會各界攜手合作、共同推展，香港智慧城市發展才可事半功倍。

The Smart City Blueprint for Hong Kong and Blueprint 2.0, which provide clear guidelines for Hong Kong's smart city development, have presented a total of over 130 measures to develop Hong Kong into a world-class smart city. **Eric Yeung, Founder and Honorary President of Smart City Consortium and Co-Founder of Skyzer VC Group**, said that the great efforts of the former and current Chief Executives in pushing forward smart city development, coupled with full support from the Innovation, Technology and Industry Bureau (ITIB), have drawn recognition from all sectors of society and generated good vibes.

One-stop digital services platform

Yeung said that Hong Kong has made remarkable progress in two areas in recent years. The first is infrastructure, which can be seen in the iAM Smart app launched by the ITIB to provide Hong Kong residents with

a free one-stop personalised digital services platform. “Through the platform, Hong Kong residents can use biometrics such as face recognition and fingerprint identification to confirm their identity at any time and enjoy various e-services. For example, they can file tax returns in the app after receiving their tax bills and connect to various government departments to use services, etc., thus making their lives more convenient.”

Another area of greater progress is data security. Yeung said that Hong Kongers are paying increasing attention to privacy, but smart city development ties in closely with sharing of big data, so how to strike a balance between information openness and privacy protection is particularly important. Thanks to public education in recent years, he believes that residents have gradually understood that open data can help improve the efficiency of public services.

Promote departmental information exchange

Various departments of the HKSAR Government are currently unable to exchange residents’ information under the traditional legal framework, so residents often need to submit information to different departments repeatedly, which hinders the development of smart government. Yeung said that the Office of the Government Chief Information Officer will soon enable residents to choose to

authorise government departments in the iAM Smart app, thus saving them from repeatedly submitting information, which should improve efficiency.

Committed to retaining local talents

Referring to the biggest challenge for Hong Kong to become a world-class smart city, Yeung said frankly that hardware facilities and technology upgrades are important, but talents are also an indispensable key link. “Although Hong Kong has many world-class institutions of higher learning that nurture outstanding talents, many promising talents may not stay in Hong Kong for development, but choose to go overseas or to the Mainland to engage in the technological innovation profession. Therefore, the HKSAR Government and business community must find ways to entice them to stay and develop in Hong Kong in order to drive smart city development to a higher level.”

At the same time, smart city development must go full steam ahead. He suggested that the ITIB should more adopt a public-private partnership model to continue improving the smart city infrastructure and encourage more companies to invest in creativity and resources, from which to find suitable business models to drive forward, and in conjunction with public education, let residents understand that smart city can improve quality of life and convenience so that they will naturally support it.



劉彬星 Liu Binxing

以“數智科技”助港建構智慧生活 Use Smart Digital Technology to Help Hong Kong Build Smart Living



香港自2017年提出首個《香港智慧城市藍圖》以來，全面涵蓋“智慧出行”、“智慧生活”等多個領域，推動智慧城市的建設。阿里雲智能港澳地區及菲律賓總經理劉彬星表示，有關舉措取得顯著進展。阿里雲亦致力透過其“數智科技”，協助香港各行業數碼轉型，以及改善公共服務體系，滿足公眾對智慧生活的追求。

智慧交通是智慧城市中不可或缺的關鍵。劉彬星認為，智慧交通的發展離不開各持份者的支持和投入。阿里雲多年來積極鼓勵香港公私營機構加快數碼化發展，力求運用尖端技術，從流動性、安全性、能源和環境等範疇着手，改善城市基礎設施和營運標準。他們並於2019年加入香港智慧城市聯盟，為本港的發展出謀獻策。

各界共同合作 培育科技人才

“舉一個例，早前港鐵與我們合作開發了一個智慧列車計劃平台。它應用雲端技術和人工智能，適時調節及優化列車的調度和維修。”劉彬星闡釋，這個平台正可幫助車廠應對不斷變化的營運要求，從而有效提升列車使用率，以配合社會各界日益增加的服務需求。

開拓智慧城市涉及多個領域，需要各界共同參與。劉彬星指出，如何發掘具有多元技能的科技人才，既是推動建設智慧城市的重要元素，也是各界需要面對的最大挑戰之一。“阿里雲一直致力支持培育本地科技人才，去年底更宣佈推出人才賦能計劃，為超過2,000名學生提供超過300個免費培訓課程，廣泛覆蓋雲計算、數據分析、AI及機器學習等領域。完成課程的學生將獲頒發證書，現時本地共有九間大學及教育機構參與這項計劃。”

他補充，踏入今年四月，阿里雲聯同香港大學經管學院推出首個“企業開發的雲端運算應用及精要”本科學分課程，藉此共同探索“雲上商業世界”。而阿里雲亦成為首個參與港大經管學院學分課程設計及教學的企業夥伴。

借鑒成功經驗 推動可持續發展

智慧城市的發展備受全球重視。如何透過創新科技，讓城市變得更綠色、清潔、宜居和可持續實屬關鍵。劉彬星稱，香港在推進減碳、可持續發展方面可借鑒其他城市乃至重要國際案例的實踐，配合應用技術夥伴的領先解決方案。

“以分析碳排放為例，阿里雲早前將AI可持續發展解決方案‘能耗寶’首次應用於新加坡舉辦的首屆奧林匹克電競周，協助測量及分析比賽臨時場館搭建的碳排放量，並評估一系列指標，包括能耗、廢棄物處理、指示牌及場地佈置所帶來的環境影響等。”他續說，有關工具的應用令奧委會本地組織委員會可高效地比較多種不同材料和設備對環境的影響。根據“能耗寶”的評估數據，奧林匹克電競周臨時場館採取了若干減碳措施，以電子方式替代60%的打印指示牌後，碳排放量減少了14噸。

雲服務需求增 把握新興科技機遇

劉彬星又提到阿里巴巴所建設的綠色低碳園區，率先應用各種創新的綠色低碳技術，同時為員工提供舒適宜人而充滿活力的工作環境獲得廣泛好評，故正逐步推廣至內地其他辦公環境。“其中‘能耗寶’提供的智能控制算法能根據氣象變化、室內環境溫度光暗、員工人流變化等因素，預測及控制空調及照明方案，識別閒置能耗及異常用電情況，有助大幅降低能源消耗，令阿里巴巴西溪園區的能耗節能率連續三年處於5%或以上。”

前瞻未來發展，劉彬星引述調查指在香港受訪者中，逾半數認為港企拓展大灣區業務將增加對雲服務的需求；另有超過八成人表示香港在採用雲端科技方面能與其他亞洲城市看齊，甚至領先其他城市。“香港應鞏固現有優勢，把握AI、大數據、雲計算等新興科技帶來的無限機遇，提升智慧城市物聯網及車聯網等應用，促進轉型升級，同時在推展可持續發展方面發揮作用。阿里雲亦將應用更多大灣區內的最佳技術實踐和豐富經驗，加強協同效益，助力企業數碼化轉型，推動區內的智慧城市建設。”

Hong Kong is actively pushing forward smart city development. Liu Binxing, General Manager of Alibaba Cloud Intelligence for Hong Kong and Macau Region and the Philippines, said that relevant measures have made significant progress. Alibaba Cloud is also committed to assisting the digital transformation of various industries in Hong Kong and improving the public service system through its smart digital technology.

Smart transportation is an indispensable key to a smart city. In Liu's view, the development of smart transportation is inseparable

from the support and input of various stakeholders. Over the years, Alibaba Cloud has actively encouraged Hong Kong's public and private organizations to accelerate digitalization and improve urban infrastructure and operating standards.

Various sectors work together to nurture technology talents

“For example, the MTR Corporation recently collaborated with us to develop a smart train planning platform that applies cloud technology and artificial intelligence to adjust and optimise train deployment schedules and maintenance work in a timely manner.” Liu explained that the platform can help train operators cope with changing operational requirements to meet the increasing service needs.

first Olympic Esports Week held in Singapore for the first time to help measure and analyse the carbon emissions of temporary venues for the event and assess the environmental impact they bring.” He added that the use of the tool enables the local organising committee of the Olympic Committee to efficiently compare the environmental impact of many different materials and equipment.

Make use of emerging technology opportunities amid increasing demand for cloud services

Liu also mentioned that the green and low-carbon park built by Alibaba has taken the lead in applying various innovative green and low-carbon technologies. Meanwhile, it has been widely



新華社 Xinhua

Liu said that how to identify and nurture technology talents is one of the biggest challenges. “Alibaba Cloud is always committed to supporting the nurturing of local technology talents. Late last year, it announced the launch of a talent enabling scheme, providing more than 300 free training courses to over 2,000 students. Currently, nine local universities and educational institutions are participating in the scheme.”

He added that in April this year, Alibaba Cloud and HKU Business School jointly launched the first credit course “Cloud Computing: Essential and Application in Entrepreneurship” for undergraduate students. Alibaba Cloud is the first enterprise partner of HKU Business School to participate in credit course design and teaching.

Learn from successful experiences to promote sustainability

How to make a city greener, cleaner, more liveable and more sustainable through innovative technology is the key. Liu said that Hong Kong can learn from the practices of other cities and even important international cases in promoting carbon reduction and sustainable development.

“Analysing carbon emissions is one example. Alibaba Cloud recently used Energy Expert, its AI sustainability platform for the

praised for providing employees with a comfortable, pleasant and dynamic working environment. Hence, it is gradually being promoted to other office environments in the Mainland. “Among them, the smart control algorithm provided by Energy Expert can predict and control air-conditioning and lighting solutions, as well as identify idle energy consumption and abnormal power consumption, which help significantly reduce energy consumption.”

Looking ahead to future development, Liu cited a survey saying that among Hong Kong respondents, more than half believed that Hong Kong companies' expansion of business in the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) will increase demand for cloud services. In addition, over 80% said that Hong Kong is on par with other Asian cities or even ahead of other cities in adopting cloud technology. “Hong Kong should consolidate its existing advantages and take advantage of opportunities to enhance applications such as smart-city Internet of Things and Internet of Vehicles to promote transformation and upgrading. Alibaba Cloud will also apply more of the best technology practices and extensive experiences in the Greater Bay Area to assist enterprises in digital transformation and promote smart city development in the region.”

“洞”悉先機 香港岩洞潛力無限

INSIGHT INTO BOUNDLESS POTENTIAL OF CAVERNS IN HONG KONG



■ 2007年，香港大學和水務署達成協議，把水務署西區食水配水庫及海水配水庫重置於岩洞內，騰出土地興建百周年校園
In 2007, HKU and the Water Supplies Department (WSD) made an agreement to relocate WSD's Western Fresh Water Service Reservoir and Salt Water Service Reservoirs to caverns to free up land to build the HKU Centennial Campus

為解決香港日益嚴重的土地不足問題，於90年代中期開始，政府已將一些公眾設施設於岩洞內，以騰出更多土地用作其他發展。其實岩洞開發這個概念在其他國家如新加坡、挪威和瑞典等國家亦非常普遍，放諸於香港又能否持續發展，其發展潛力又如何？

The Government has installed some public facilities in rock caverns since the mid-1990s to solve Hong Kong's land shortage problem. The idea of rock cavern development is actually very common in foreign countries, so what is the development potential if it is applied to Hong Kong?

香 港大學工程學院計算機科學系、社會科學學院地理系及建築學院客席教授鄧淑明表示，香港人口眾多，土地資源稀少，岩洞發展可有助解決本港日益嚴重的土地問題。例如當局把現有的政府設施搬遷往岩洞，便能騰出地面土地作其他更具效益的用途；把“不受歡迎”類別的設施設置在岩洞，遷移不協調的土地用途，減少對社區的影響，同時提升所騰出的土地及其周邊地區的發展潛力。於岩洞內設置新設施（包括



鄧淑明 Winnie Tang

合適的新公共及私營機構設施)，既可減少佔用地面土地，也預留了可發展土地作其他優先用途（如休憩用地、社區／住宅用途）。

香港具備優勢

鄧淑明指出，不少人口稠密的城市如芬蘭、美國等都看準岩洞發展可提供額外的土地供應，而視為土地短缺方案之一。她認為香港同樣有優勢開發岩洞：“香港山多而陡峭，岩石堅固，市區邊緣的山地其實相當適合發展岩洞。”

香港約有八成地面土地由堅硬的火成岩（即花崗岩及火山岩）構成，故非常適合發展岩洞。特別是大部分都會區及新界區的地底，均屬堅硬的晶質火成岩，在風化層之下的火成岩十分適宜挖掘，是建造岩洞的合適地方。鄧淑明指，從2011年繪製的全港岩洞發展適合性地圖中可看到，香港約有三分之二土地適合發展岩洞。若能利用當中百分之五的土地發展岩洞，保守推算可提

供面積約3,500百公頃的空間作為發展用途（相等於約180個維多利亞公園的面積）。

土地極具潛力 發展多元用途

現時香港約有64%土地具潛力適合作岩洞發展。加上香港發展地下空間多年，累積了豐富的經驗和專門技術，包括漸趨成熟的隧道鑽挖技術，同樣可以為建造工程帶來效益。她認為，其他國家的岩洞應用廣泛及多元化。政府可擴大其應用範圍，例如把骨灰龕場這類“不受歡迎”的公共設施搬遷至岩洞，既可避免社區的阻力，又可大規模提供龕位的數量，符合社會效益。

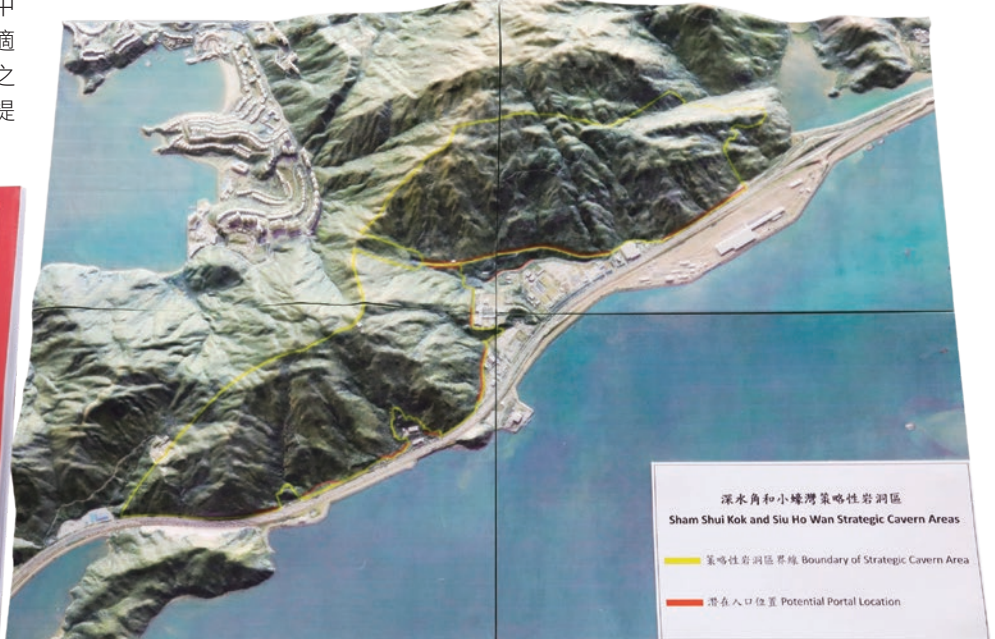
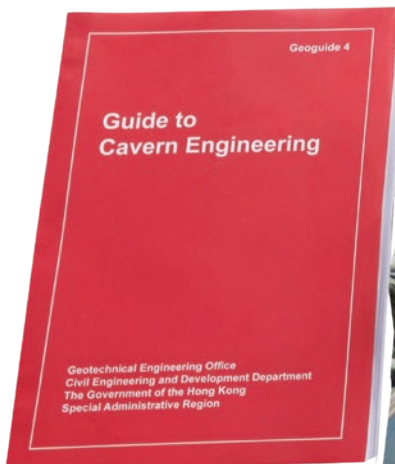
雖然香港具備足夠條件作岩洞發展，但能否進行持續開發？鄧淑明表示，現時依然面對不同的問題和障礙，當中牽涉不少技術性問題。“除了開展岩洞所需的建設成本，一般較在地面進行的工程高出數倍。還因為香港尚未廣泛製作及／或應

用三維（3D）地底環境地圖和模型，對地底狀況不明，包括基岩及土質狀況、淺層地底鋪設的地下公用事業設施及其分佈等都構成發展障礙。”她續指，另外一點就是如何在複雜的地質環境下進行爆破，都是現時面對的技術挑戰。

善用科技 改善技術

她認為智能監察系統、混合實境科技等，可提高工程質量及效率。另一方面，亦可廣泛製作及應用三維地底和岩洞環境地圖及模型，採用地理資訊系統（GIS）配合地理人工智能（GeoAI），能有助發掘更深層次的資訊，建立更精準的預測模型，在規劃及發展時便可大幅減低風險。同時進一步訂定清晰和具透明度的規劃及發展框架，並釐清岩洞和地下土地擁有權，以及選定地區繪製地下城市地圖，再配合人工智能、GIS等先進科技之助，定能有效促使岩洞可持續發展，改善本港長久以來的土地供應問題。📍

- 早年政府修訂《香港規劃標準與準則》，將岩洞總綱納入，加入更多可在岩洞發展的用途
Many years ago, the Government revised the Hong Kong Planning Standards and Guidelines to cover the Cavern Master Plan, adding more uses that can be developed in the caverns





■ 2021年，政府便開始計劃把沙田污水處理廠搬遷到亞公角女婆山岩洞，是目前最大的岩洞發展計劃
 In 2021, the Government began planning to relocate the Sha Tin Sewage Treatment Works to the cavern site at Nui Po Shan of A Kung Kok, which is currently the largest cavern development project in Hong Kong

Winnie Tang, Adjunct Professor in the Faculty of Engineering (Department of Computer Science), the Faculty of Social Sciences (Department of Geography) and the Faculty of Architecture at the University of Hong Kong, said that rock cavern development can help solve Hong Kong's increasingly serious land problem. For example, if the authorities relocate existing government facilities to rock caverns, they will be able to free up land above ground, install "undesirable" facilities in rock caverns, and enhance the development potential of the vacated land and its surrounding areas. Installing new facilities in rock caverns can not only reduce the use of above-ground land, but also set aside developable land for other priority uses.

Hong Kong has advantages

Tang said that many foreign cities see that rock cavern development can provide additional land supply and so regard it as one of the land shortage solutions. In her view, Hong Kong also has advantages: "Hong Kong's terrain is hilly and mountainous with steep slopes and solid rocks, and the mountain areas on the edge of the urban areas are actually quite suitable for the development of rock caverns."

About 80% of Hong Kong's land surface is made up of hard igneous rocks, so it is very suitable for rock cavern development. In particular, the underground of most

urban areas and the New Territories are hard crystalline igneous rocks, and igneous rocks under the regolith are very suitable for excavation. Tang said that the suitability map drawn in 2011 to delineate areas considered suitable for developing rock caverns throughout the territory showed that about two-thirds of the land area of Hong Kong is suitable for cavern development. Conservatively assuming 5% of this area could be made available for rock cavern development, this could provide about 3,500 hectares of developable land (equivalent to about 180 Victoria Parks).

Hong Kong's land has great potential for development of diverse uses

At present, about 64% of Hong Kong's land area is potentially suitable for rock cavern development. In addition, Hong Kong has accumulated extensive experience and expertise in developing underground space for many years, which can benefit construction projects. In her view, the use of rock caverns in other countries are extensive and diversified. The Government can expand their scope of use, such as relocating "undesirable" public facilities to rock caverns, which is in line with benefits for society.

Can Hong Kong sustain the development of rock caverns even though it has sufficient conditions for it? Tang said that it is still facing diverse problems and obstacles, which involve many technical

problems. "The construction costs required to develop rock caverns are generally several times higher than those projects carried out above ground. It is also because Hong Kong has not widely produced or applied 3D underground environmental maps and models, so the underground conditions are unknown, which constitutes an obstacle to development." She further said that another point is how to carry out blasting operations in a complex geological environment. All these are technical challenges now.

Leverage and improve technologies for development

She suggested to use smart monitoring system, mixed reality technologies, etc. to improve the quality and efficiency of the projects. In addition, extensively produce and apply 3D underground and cavern environment maps and models to help look for more in-depth information and establish more accurate prediction models, which can greatly reduce risks during planning and development. At the same time, further formulate a clear and transparent planning and development framework, make clear the ownership of rock caverns and underground land areas, and draw underground city maps for selected areas. Together with the help of advanced technologies such as artificial intelligence and GIS, we will be able to effectively promote the sustainable development of rock caverns. 🔄

國家科技創新繼續打好 “優勢牌”

PLAYING THE NATIONAL TRUMP CARD OF INNOVATION AND TECHNOLOGY



國家主席習近平在今年全國人大會議期間強調，“中國能不能如期全面建成社會主義現代化強國，關鍵看科技自立自強”，反映了科技創新的重要性已提升到前所未有的高度。那麼目前國家在高科技上的最新發展如何？香港在其中又扮演着怎樣的角色？

At this year's National People's Congress, Chinese president Xi Jinping emphasized the direction for innovation and technology. What is the latest progress of China's high-tech development? What role is Hong Kong playing in this area?

國家已躋身世界科技強國之列，其優勢亦於近年愈加擴大。立法會議員（選舉委員會）、商湯科技香港公司總經理尚海龍表示，國家的科技投入和產出規模繼續名列前茅。2022年，全國研發經費投入達到30,870億元人民幣，佔GDP約2.55%。

國家創科工作聚焦 四大重點

尚海龍指出，國家從不間斷支援及優化創科行業環境，例如完善現代化市場監管、促各相關部門出台多項減稅降費措施、推出吸引人才及“助企紓困”政政策，並致力激發市場活力和社會創造力。

來到2023年，尚海龍表示，國家科技創新工作有四個重點，包括創新、持續為科創人才提供良好環境、堅持“四個面向”，以及強化企業主體地位，藉以推進創新鏈、產業鏈、資金鏈、人才鏈深度融合。

他特別闡釋，“四個面向”指的是面向世界科技前沿、加強原創性、引領性科技攻關；面向經濟主戰場、不斷塑造發展新動能；面向國家重大需求、強化國家戰略科技力量；以及面向人民生命健康、創造更多民生科技成果。

數字經濟成大國必爭之地

數字經濟已成為全球大國競爭的主戰場之一，尚海龍認為，它在引領世界經濟復甦和重塑全球經濟格局發揮重要作用。根據中國信息通信研究院的《全球數字經濟白皮書（2022年）》報告，2021年全球47個國家數字經濟規模達到38.1萬億美元，中國位居第二，規模達7.1萬億美元，並維持高增速。

尚海龍相信，國家數字經濟關鍵核心技術（如高端芯片、工業控制軟件、核心元器件、基本算法）的進步、三次產業數實融合程度的推進、中小企業在數字化轉型的跨越，將更有利於未來其數字經濟規模的拓展。

香港藉基礎科研能力 聯動內地

那麼香港在創科方面的優勢及定位是什麼呢？尚海龍表示，近年特區政府積極提供支持政策，包括推出產學研1+計劃及《香港創新科技發展藍圖》。“從頂層規劃和設計著手制定的《香港創新科技發展藍圖》，以完善創科生態圈，推進香港新型工業化；壯大創科人才庫，增強發展動能；推動數字經濟發展，建設智慧香港；積極融入國家發展大局，做好連通內地與世界的橋樑的四大發展方向推進。”

除了知識產權、獨立司法制度、低稅率及資金自由流動外，尚海龍亦認為，香港的基礎科研實力也相當雄厚。“本港的大學逾七成研究項目達‘國際卓越’或以上水平，四分之一的項目更躋身‘世界領先’的行列。”他續指，香港於2023年日內瓦國際發明展勇奪佳績，獲得包括兩個大獎 Prize of the State of Geneva 和發明者協會國際聯合會獎、八個特別獎和約30個評審團嘉許金獎，足見香港具有的基礎科研能力和各項獨特優勢，與內地省市擁有的完善產業鏈互聯互補，定能共同推動創新科技的繁榮。

上述內容為本會教育及培訓委員會舉辦之國情研習班：“國家創新科技發展與香港角色”之撮要。



尚海龍 Jesse Shang

According to Jesse Shang, LegCo member (Election Committee constituency) and General Manager of SenseTime Hong Kong, China has remained a top player in terms of technology investment and output. In 2022, China spent RMB 3.087 trillion in research and development, amounted to about 2.55% of its GDP.

Four I&T foci

Shang said that China has never ceased to support and optimize the business environment for the innovation and technology (I&T) sector. For example, market regulation and control have been modernized and perfected, and multiple measures to reduce tax and fees were rolled out by relevant government bodies. It also strives to invigorate the market and generate creativity in society.

Shang explained the four foci in China's I&T efforts for 2023, namely, innovating, continuous provision of a favorable environment for I&T talents, upholding the “four strategic directions”, as well as to strengthen the dominant positions of companies, so as to propel the deep integration of the innovation chain, the industrial chain, the capital chain and the talent chain.

He specifically elaborated on the “four strategic directions”, which refer to the forefront of global innovation, where originality is strengthened, and ground-breaking scientific and technological innovation are encouraged; the main economic battleground, where new momentum is continually created and developed;

meeting the country's critical needs, building strength in China's strategic science and technology; as well as improving people's health, so as to create more technology-driven outcomes for the wellbeing of Chinese nationals.

Digital economy – the battleground of power nations

Shang thought that the digital economy plays a crucial role in leading the recovery of the global economy and in reshaping the world economy. Reportedly, the size of the digital economies of 47 countries reached USD 38.1 trillion in 2021. China ranked second at USD 7.1 trillion, and it has maintained an accelerated growth rate.


Shang believed that the advancement of the core technology of China's digital economy, the progressive

growth of Online-Merge-Offline (OMO) in the tertiary sector, and the transcendence of small-to-medium enterprises in their digital transformation will all be conducive to expanding the scale of the digital economy of the future.

Integrating with China through basic R&D capability

In terms of I&T strengths, what are the competitive edges of Hong Kong? How does it position itself? Shang said that the HKSAR government has been actively providing supporting strategies in recent years. "Planned and designed from top-down, the *Hong Kong Innovation and Technology Development Blueprint* lays out the strategies for enhancing the I&T ecosystem, fostering 'new industrialization' in Hong Kong, enlarging the I&T talent pool to create a strong impetus for growth, as

well as promoting digital economy development and developing Hong Kong into a smart city."

Shang reckoned Hong Kong has robust capability in basic research and development (R&D). "Over 70% of the research projects of local universities are 'internationally excellent' or above, among which 25% is "world-leading." He added that the outstanding results of Hong Kong at the Geneva International Exhibition of Inventions 2023 is a testimony to its basic R&D capabilities and various strengths. By connecting with different Mainland provinces and municipalities while complementing their comprehensive industrial chains, Hong Kong will be able to collaborate and achieve shared prosperity for the region's innovation and technology. 

This is an abstract of the seminar on "China's I&T Development and the Role of Hong Kong", a National Studies Class organized by the Chamber's Education and Training Committee.

歡宴
榮獲大紫荊勳賢
榮獲勳銜及獲委太平紳士會員
2023.08.18



宴賀授勳成員

CONGRATULATING HONOR
& AWARD RECIPIENTS

本會特設晚宴，祝賀2022及2023年度大紫荊勳賢，以及本會榮獲金、銀、銅紫荊星章、行政長官社區服務獎狀及獲委任太平紳士的首長、會董及會員。

應邀出席的大紫荊勳賢包括林健鋒、張宇人、廖長城、霍震霆及施子清，以及獲頒授勳銜及嘉獎、獲委任太平紳士的多位中總成員。

歡宴
榮獲大紫荊勳賢
榮獲勳銜及獲委太平紳士會員
2023.08.18





本會會長蔡冠深在晚宴致辭時表示，本會於2022及2023年合共有58位成員獲頒授勳銜及委任為太平紳士，他們長期服務香港、貢獻社區，獲獎實至名歸。是次嘉獎，除了為中總會員和社會各界樹立良好榜樣，更充分體現特區政府非常肯定本會成員為香港和國家發展付出的努力與貢獻。

副會長胡曉明（今年獲授金紫荊星章）、張學修、李引泉，永遠榮譽會長霍震寰、何世柱、胡經昌、林銘森、馬忠禮及一眾常董、會董等，亦向嘉賓表示祝賀。(18/8) 🔄

The Chamber held a dinner gathering to congratulate the Recipients of GBM and Office Bearers, Committee Members and Members who are given GBS, SBS, BBS, Chief Executive's Commendation for Community Service or appointed as JP by the HKSAR government.

Guests included the Recipient of GBM, **Jeffrey Lam, Tommy Cheung, Andrew Liao, Timothy Fok, Sze Chi-ching**, and the Chamber's Members who are given an honor, award or appointed as JP.

In his speech at the dinner, **Jonathan Choi, the Chamber's Chairman**, expressed that a total of 58 members of the Chamber were awarded honors and appointed as JP in 2022 and 2023. These members have served Hong Kong and contributed to the community for a long time, and their awards are well-deserved. This commendation not only sets a good example for members of the Chamber and various sectors of society but also fully reflects the recognition by the HKSAR government of the efforts and contributions made by the Chamber's Members to the development of Hong Kong and the country.

Herman Hu (the Recipient of GBS this year), **Charles Cheung** and **Li Yinquan, Vice-Chairman; Ian Fok, Ho Sai-chu, Henry Wu, Lam Ming-sum and Lawrence Ma, Life Honorary Chairmen** and other Committee Members congratulated all the guests as well. (18/8) 🔄



捐款百萬 援助華北東北水災

HKD 1 MILLION DONATION FOR SUPPORTING FLOOD RECOVERY

本會通過中央政府駐港聯絡辦（中聯辦）捐款100萬港元，以支援華北及東北地區抗洪救災。本會會長蔡冠深聯同副會長胡曉明、謝湧海及張學修，向中聯辦副主任尹宗華遞交善款支票轉送災區，表達對受災同胞的深切慰問。

尹宗華代表災區同胞感謝本會的關懷與協助。他表示，國家每有自然災害發生，本會均迅速捐款賑濟，充分展現“一方有難、八方支援”的中華民族傳統美德和血濃於水、守望相助的同胞情誼。中聯辦將盡快把捐款轉交受災地區，支援救災及重建工作。(25/8) 🌐

The Chamber, through the Liaison Office of the Central People's Government (LOPC), donated HKD1 million to support flood relief efforts in North China and Northeast China. **Jonathan Choi, the Chamber's Chairman**, along with **Herman Hu, Tse Yung-hoi and Charles Cheung, Vice-Chairmen**, presented the donation cheque to **Yin Zonghua, Deputy Director of LOPC**, who will forward it to the disaster-stricken areas, expressing heartfelt condolences to the affected compatriots.

Yin expressed gratitude on behalf of the affected compatriots for the Chamber's care and assistance. He stated that whenever natural disasters occur in the country, the Chamber promptly provides donations and relief, demonstrating the solidarity and mutual assistance among compatriots. LOPC will expedite the transfer of the donation to the affected areas to support disaster relief and reconstruction efforts. (25/8) 🌐

學道愛人

日本・大湾区・ベトナムにおけるビジネス、イノベーション、文化的協力について
 Business, Innovation and Cultural Collaboration in Japan, GBA and Vietnam
 福岡 Fukuoka 30.08.2023



出訪九州 共建亞洲機遇

VISITING KYUSHU TO EXPLORE ASIAN OPPORTUNITIES

為開拓大灣區與亞洲各國的合作商機，本會與粵港澳大灣區企業家聯盟、香港越南商會於8月29至31日聯合組織“日本九州訪問團”，由本會會長蔡冠深擔任團長，一行共23人前往九州訪問。

In order to explore business opportunities for cooperation between the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) and various Asian countries, the Chamber, together with the Guangdong-HK-Macao Bay Area Entrepreneurs Union and the Hong Kong-Vietnam Chamber of Commerce, jointly organized a visit to Kyushu. Led by **Jonathan Choi, the Chamber's Chairman**, as the head of the delegation, a total of 23 people embarked on the visit to Kyushu.



■ 拜訪福岡縣政府辦公室
Visiting the Fukuoka Prefectural Government

在日期間，訪問團分別會見九州經濟連合會和福岡縣政府辦公室首長，並與九州日本香港協會舉行晚宴。此外，本會與粵港澳大灣區聯盟和香港越南商會合辦“日本—大灣區—越南商業合作交流午餐”，與日本政商界代表60人會面，並邀請到香港駐東京經濟貿易首席代表歐慧心致辭。蔡冠深致辭時指出，越南是目前東南亞最具活力的經濟體之一，同時日本又是越南的其中一個最大投資者，大灣區將可協助兩國通往龐大的中國市場，造就機遇。他相信，日本、大灣區與越南之間的合作，將可產生可觀的協同效應，潛力巨大。

另外，訪問團又聯同九州大學合辦“日本、大灣區和越南商業、創新和文化合作研討會”，邀請到中國駐福岡總領事律桂軍、越南駐福岡總領事 Vu Chi Mai、九州經濟產業局局長苗村公嗣等來自商界和學術界逾70人參加。蔡冠深發表主題演講，分享他對日本、大灣區和

越南三地如何加強經濟合作的建議，並表達對年輕企業家、科技創新的關注。隨後，訪問團亦參觀了創新科技中心、食品博物館及櫛田神社。📍

During the visit, the delegation held separate meetings with the Kyushu Economic Federation and the officials of the Fukuoka Prefectural Government. They also attended a banquet with the Kyushu Japan Hong Kong Association. In addition, the Chamber, together with Guangdong-HK-Macao Bay Area Entrepreneurs Union and the Hong Kong-Vietnam Chamber of Commerce, co-organized a networking luncheon, where they had the opportunity to meet with 60 representatives from the Japanese political and business sectors. They also invited **Winsome Au, Principal HK Econ & Trade Representative in Tokyo**, to deliver a speech. In his address, Choi pointed out that Vietnam is currently one of the most vibrant economies in Southeast Asia, and Japan is one of the largest investors in Vietnam. The Greater Bay Area can facilitate access to the vast Chinese market for both countries, creating opportunities. He believes that the cooperation between



■ 拜訪九州經濟連合會
Visiting the Kyushu Economic Federation



■ 參觀食物博物館
Visiting the Food Museum



Japan, the Greater Bay Area, and Vietnam can generate significant synergies and has enormous potential.

Furthermore, the delegation, in collaboration with Kyushu University, organized a seminar that brought together over 70 participants from the business and academic sectors. They invited **Lu Guijun, Chinese Consul General in Fukuoka, Vu Chi Mai, Consul General of Vietnam in Fukuoka, and Kimihide Namura, Director General of Kyushu Bureau**

of Economy, Trade and Industry, METI. Choi delivered a keynote speech, sharing his recommendations on enhancing economic cooperation among Japan, the Greater Bay Area, and Vietnam, and expressing his concern for young entrepreneurs and technological innovation. Subsequently, the delegation also visited an Innovation and Technology Center, Food Museum, and the Kushida Shrine. 📍



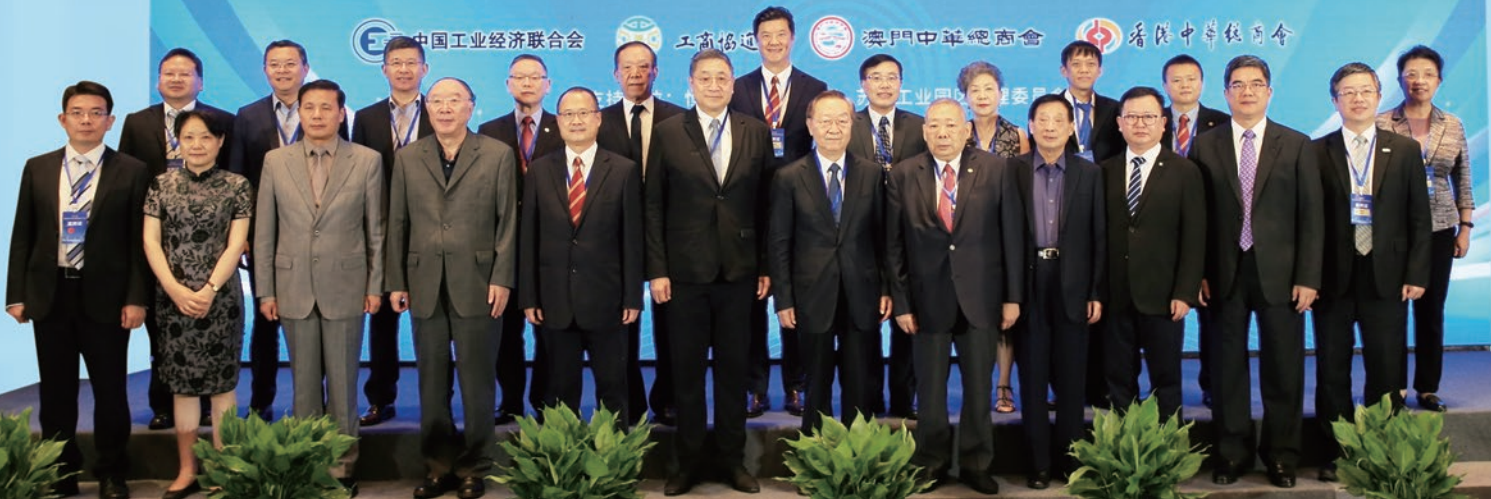
■ 參觀櫛田神社
Visiting the Kushida Shrine



海峽兩岸暨港澳經貿論壇 共建共享 群策群力

CROSS-STRAIT CUM HONG KONG AND MACAO ECONOMIC FORUM
JOINT DEVELOPMENT AND BENEFIT-SHARING

第九屆海峽兩岸暨港澳經貿論壇 歡迎晚宴



為加強兩岸四地工商界的交流與協作，本會與中國工業經濟聯合會、台灣工商協進會及澳門中華總商會，以“聚力·創新·繁榮”為題，共同主辦第九屆“海峽兩岸暨港澳經貿論壇”，吸引眾多企業代表參與。

To strengthen exchanges and collaboration among the business communities of the Mainland, Taiwan, Hong Kong and Macao, the Chamber, together with the China Federation of Industrial Economics, the Association of Industry and Commerce in Taiwan and the Macao Chamber of Commerce, hosted the 9th edition of the Cross-Strait cum Hong Kong and Macao Economic Forum.



是次論壇在蘇州舉行，與會者對於在疫情後可再次作面對面交流，反應正面及熱烈。開幕式上，受江蘇省委書記信長星委託，江蘇省委常委、蘇州市委書記曹路寶代表江蘇省委、省政府及蘇州市委、市政府對論壇的舉辦表示祝賀，並指出江蘇、蘇州與香港、澳門、台灣在科技創新、產業發展方面具有很強的協同性和互補性，鼓勵企業共謀創新之道、共享繁榮之果。

各主辦機構首長亦分別在會上致歡迎辭，本會會長蔡冠深表示，論壇為兩岸四地工商界在當前更好應對國際經貿形勢變化、共同搶抓發展機遇，提供了交流合作的平台。香港擁有背靠祖國、聯通世界的區位優勢，將積極參與構建新發展格局，為企業佈局國內國際市場提供有力支持。中國工業經濟聯合會會長李毅中則希望兩岸四地企業以這次論壇為新契機，共同聚力打造數字產業創新高地，強化優勢互補、協同聯動，大力發展數字經濟，鑄就高質量發展新引擎。台灣工商協進會榮譽理事長張安平指出，海峽兩岸暨港澳經貿論壇已經成為兩岸四地工商界的年度盛事，對

持續推進各方合作交流意義重大，有助推動企業繼續圍繞產業發展、科技創新、綠色經濟等方面開展更多合作。澳門中華總商會會長崔世昌認為，論壇的連續成功舉辦，充分體現各方推進經貿合作的信心決心，該會將持續發揮橋樑紐帶作用，推動澳門企業更好深化多元合作、融入發展大局。

蘇州市委副書記、市長吳慶文在閉幕式上致辭時表示，蘇州將持續推進與港澳台地區各領域交流合作，全方位為港澳台同胞在蘇州投資興業、安居生活創造良好環境，期盼大家能在蘇州共享機遇、共同成長。

是次論壇成果豐碩，除了發佈《海峽兩岸暨港澳創新合作與融合發展（蘇州）倡議》，亦邀請國家創新與發展戰略研究會學術委員會常務副主席黃奇帆作主題演講，並設有“智能科技引領製造未來”和“協同創新共促綠色低碳轉型”兩個大主題環節供與會嘉賓對話交流，進一步探討兩岸四地在智能科技和綠色環保的合作空間。



蔡冠深
Jonathan Choi

第九屆海峽兩岸
暨港澳經貿論壇





The Forum was held in Suzhou. At the opening ceremony, entrusted by **Xin Changxing, Secretary of the Jiangsu Provincial Party Committee, Cao Lubao, Member of the Standing Committee of the Jiangsu Provincial Party Committee and Secretary of the Suzhou Municipal Party Committee** expressed congratulations on the holding of the forum on behalf of the Jiangsu Provincial Party Committee and Provincial Government and the Suzhou Municipal Party Committee and Municipal Government, and said that Jiangsu, Suzhou, Hong Kong, Macao and Taiwan have strong synergy and complementarity in technological innovation and industrial development.

The heads of the hosting organizations delivered welcome speeches at the Forum. **Jonathan Choi, the Chamber's Chairman**, said that the Forum provides a platform for exchanges and cooperation among the business communities of the four places. Hong Kong, which has the geographical advantage of being backed by the motherland and connected to the world, will actively participate in building a new development paradigm. **Li Yizhong, Chairman of the China Federation of Industrial Economics**, hoped that the four places will work together to create a base for digital industry innovation, strengthen complementary strengths and collaborative linkage, and vigorously develop the digital economy. **Chang An-ping, Honorary Chairman of the Association of Industry and Commerce in Taiwan**, said that the Forum, which has become an annual event for the business communities of the four places, will help push enterprises to continue to carry out more cooperation around areas such as industrial

development, technological innovation and green economy. In the view of **Chui Sai-cheong, President of the Macao Chamber of Commerce**, the Forum, which fully reflects the confidence and determination of all parties to promote economic and trade cooperation, will continue to drive Macao enterprises to better deepen diversified cooperation and integrate into the overall development landscape.

In his speech at the closing ceremony, **Wu Qingwen, Deputy Secretary of the Suzhou Municipal Party Committee and Mayor of Suzhou City**, said that Suzhou will continue to promote exchanges and cooperation with Hong Kong, Macao and Taiwan in various fields, and create a favourable and stable environment for compatriots from Hong Kong, Macao and Taiwan to invest, do business and live in Suzhou.

The Forum has achieved fruitful results. Besides launching the *Cross-Strait cum Hong Kong and Macao Innovative Cooperation and Integrated Development (Suzhou) Initiative*, it also invited **Huang Qifan, Executive Academic Vice-President of the China Institute for Innovation and Development Strategy**, to give a keynote speech. The Forum also featured two thematic sessions, including "Smart Technology Leads the Future of Manufacturing" and "Collaborative Innovation Jointly Promotes Green and Low-Carbon Transition", where participants engaged in dialogue and further explored the space for cooperation among the four places in smart technologies and green environmental protection. 🔄

小紅書熱潮 牽動旅遊業革新

HONG KONG TOURISM INNOVATED BY XIAOHONGSHU

疫情退去，旅遊業迎來曙光。今年上半年，訪港旅客錄得約1,300萬人次，當中內地旅客更佔整體約八成。新一代內地旅客追求多元深度遊，不少更跟隨小紅書等社交媒體上的“攻略”，以新角度發掘不一樣的香港。面對這股新興旅遊風潮，本港旅遊業已厲兵秣馬。

As the COVIDs pandemic is fading, Hong Kong has welcomed around 13 million tourists in the first of this year. Around 80% are visiting from the Mainland and many are pursuing in-depth traveling. In particular, the new generation of visitors is inspired by the “walkthroughs” posted on Xiaohongshu and similar social media platforms. The local tourism industry is prepared to embrace this new trend.





程鼎一 Dane Cheng 迎合疫後新追求 力推文化深度旅遊 Promote Post-COVID In-depth Cultural Tourism

自香港復常通關後，旅客亦有序穩步重臨。今年首六個月，訪港旅客累計達1,300萬人。香港旅遊發展局預計，今年訪港旅客人次有望挑戰3,000萬大關。香港旅遊發展局總幹事程鼎一表示，疫後旅客追求更多元化的深度體驗。香港以“文化旅遊”為賣點，成功吸引旅客特別是年青人到訪。

香港文藝元素、自然風光吸引旅客探索

西九文化區、香港故宮文化博物館、電影或電視劇一些場面的拍攝地點，以及演唱會等表演節目，均成為內地旅客眼中的香港賣點。程鼎一認為，這正好凸顯香港多元且中外文化藝術共融的獨特性，並相信能獲得越來越多內地以至世界各地旅客的青睞。

旅發局進行的旅客調查顯示，香港豐富且生態多樣化的大自然景點同樣受到旅客喜愛，如世界級的地質公園、郊野公園、遠足路線等。程鼎一表示，只需短短車程便可到達，旅客便可遠離塵囂，盡情享受大自然的迷人景致，香港這種兼容並蓄的旅遊優勢依舊不變。

旅客使用社交媒體蔚為風潮 分享創意旅遊體驗

香港獨特的旅遊特色可滿足不同旅客的喜好，但亦有賴適當的宣傳平台將其推而廣之。近年社交媒體興起，特別是內地的小紅書，其流量龐大、影響力高，更成為年青內地旅客遊港的必讀攻略。

程鼎一指出，旅客不再如昔日般手持一本旅遊天書遊玩，而是根據網絡推介“按文索驥”，尋訪富有新鮮感、最真實地道的體驗、打卡熱點、必做和必試活動，例如在麥當勞道、快富街等吸睛路牌下拍照打卡，也會穿梭城中社區到鴨寮街“尋寶”、參觀大館了解香港歷史等。“與傳統媒體不同，網民熱衷於社交媒體發揮創意和分享個人體驗，由博主講述第一身的良好旅遊體驗，彼此互相分享，並形成一股潮流。”

旅發局多招齊出 針對不同客群

因應這股旅客新趨勢和社交媒體的影響力，旅發局早已積極部署，透過小紅書等社媒，宣傳香港旅遊的魅力所在。程鼎一表示，旅發局自去年底陸續邀請內地業界、媒體、KOL等來港，了解最新旅遊資訊，並邀請在小紅書、抖音等社交平台擁有大量粉絲的博主及“UP主”來港親身體驗，為香港旅遊業確立口碑。

程鼎一續指出，針對不同博主所面向的觀眾群，例如高消費力年青人、文青、家庭市場等，旅發局為他們度身訂造各種訪港主題行程。“透過博主們的網絡影響力，加上‘打卡教學’、‘遊覽攻略’及‘即時分享’等方式，吸引內地粉絲或旅客來港旅遊。”同時，旅發局亦與微信合作，邀請其內容創作者協助宣傳推廣，提高香港特色活動的曝光度。



邀請內地博主身穿旗袍，走訪多齣港產電影拍攝場景及打卡
Mainland influencers posed in qipao at iconic movie locations
of Hong Kong cinema.



■ 旅發局早前與小紅書平台合作，邀請近百名擁有廣大粉絲量的博主，親身體驗香港“地膽”特色活動及旅遊新玩法
In a recent collaboration between HKTB and Xiaohongshu, around 100 influencers with strong followings were invited to visit Hong Kong and share their unique experience.

程鼎一強調，香港旅遊業正處於復甦路上，上半年已錄得1,300萬旅客人次，以循序漸進的步伐增進中。程鼎一強調，旅發局除了致力為旅客提供更高質素的旅遊體驗外，包括繼續加強推廣文化旅遊、下半年舉辦“香港單車節”、“香港美酒佳餚巡禮”等多項大型盛事活動，亦會透過其全球網絡和平台，支持及協助推廣具旅遊吸引力的國際級大型盛事，如香港馬拉松、香港國際七人欖球賽等。他深信，只要各界攜手合作，令旅客在香港獲得更勝昔日的旅遊樂趣，繼而鞏固及加強香港作為國際旅遊城市的地位。

The number of inbound travelers has reached 13 million during the first six months of 2023. According to the forecast of the Hong Kong Tourism Board (HKTB), the annual visitations might reach 30 million. **Dane Cheng, Executive Director of HKTB**, commented that “cultural tourism” of the city has successfully attracted interest in “in-depth traveling”, especially younger tourists.

HK's culture & nature attract tourists

The latest hotspots, including the West Kowloon Cultural District, iconic movie locations, and concerts, all reflect the unique charm of Hong Kong. Cheng believes more tourists will be drawn to explore the East-meets-West art and culture of the city.

A HKTB survey on tourists found that they are equally enthusiastic about the rich biodiversity and natural appeals of Hong Kong. As these diverse attractions can all be reached within a short ride, Cheng is confident that such enriching travel experience will remain a distinctive strength for Hong Kong's tourism.

Tourists share travel experience on social media

The unrivaled features of Hong Kong's tourism must be publicized through the right promotion channels. The

rising popularity of social media in recent years, especially China's Xiaohongshu (also known as the Little Red Book), is characterized by countless sharing on how to experience and connect with Hong Kong by young Mainland tourists.

Cheng pointed out that tourists tend to uncover recommendations online to customize their own authentic yet lesser-known itineraries with popular check-in spots. For example, they would take photos with interesting road signs (an example is MacDonnell Road, the Chinese name of which is exactly the same as that of the fast-food chain). They also enjoy “treasure hunting” for vintage electronics along Apliu Street or visiting Tai Kwun to learn more about the history of Hong Kong. “The creative social media posts offer a wealth of first-hand traveling experience, which has now turn into a new trend.”

Multiple tactics to target different segments

In response, HKTB has been communicating Hong Kong's allure as a destination through social media platforms such as Xiaohongshu. Cheng shared that HKTB began creating word-of-mouth for Hong Kong's tourism since the end of last year. The industry, the media, and the Mainland influencers were invited to personally visit Hong Kong.

Cheng added that as influencers have their own followings, HKTB tailored various thematic itineraries for them. “Capitalizing on their online presence, and by posting the information as ‘walkthroughs’, we hope to attract more mainland tourists to Hong Kong.” At the same time, HKTB also worked with WeChat and invited their content creators to help with advertising and promotion.

Cheng emphasized that the local tourism industry is gradually stepping up their efforts, and HKTB will ride on its global network and platforms to support and assist in promoting attractive world-class events, such as the Hong Kong Marathon, the Hong Kong Sevens, etc. He is confident that the collaboration among different stakeholders will enable Hong Kong to further fortify its status as destination of choice for tourists around the globe.

陳楚冠 Daniel Chan 打造香港旅遊的小紅書名片 Market Hong Kong As A Tourist Destination with A Xiaohongshu Business Card



內地社交媒體有如雨後春筍，當中有“中國版 IG”之稱的小紅書今年迎來十周年，氣勢如虹，目前月活躍用戶量達三億，未來用戶數量亦呈現上升之勢，極具市場影響力。

本會會董、亞太網絡資訊有限公司行政總裁陳楚冠投入內地社媒市場多年，目睹當中的市場急變，“由最初主打精品海淘攻略演變至美妝、時尚等內容的平台，小紅書內容種類拓展至多元生活場景，成為用戶發掘生活靈感的聚集地、跨代人群的生活百科全書，對受眾用戶在生活和消費決策的影響力愈來愈大。”而且大部分用戶認為小紅書的內容較其他社媒更真實可靠，“相比其他平台用戶普遍需要看了六次以上類似內容才會產生購買意欲，小紅書用戶一般看了三次便有購買欲了。”

城市文化旅遊風興起

與早年內地遊客來港購買奢侈品、電子產品的旅遊風氣相比，陳楚冠表示，近年他們的旅行消費偏好有所改變，轉而發掘城市文化的深度遊，興起網紅打卡熱潮，把目光投放在景點之外的城市空間，特別是具文青風格、本地特色的地方，包括歷史建築、富設計感或格調的書店、咖啡廳，甚至是港鐵站，“就像麥當勞道、快富街的街道牌都備受注意，吸引小紅書 KOL 及粉絲打卡分享。”

他指出，目前大部分內地年青人來港前都會遍尋網絡攻略，參照小紅書資訊和網紅介紹再加以規劃行程與消費，懶人包教學及富特色的教學分享都頗受歡迎，“年青人重視當下體驗感受，享受打卡熱潮，例如會到訪港劇、香港電影拍攝的街景，以此規劃港劇一日遊、港片一日遊等。”

投其所好 建立口碑營銷

目前已有超過 17 萬個品牌進駐小紅書。因應內地旅客的需求，香港愈來愈多品牌加入小紅書推廣的行列，務求吸引用戶注意及流量。他分享其團隊為旺角一間五星酒店制定小紅書營銷策略，成功令客戶在競爭激烈的行業中突圍而出，包括在小紅書上透過建立品牌帳戶、內容“種草”（指推薦好貨以吸引購買）和 KOL 探店合作推廣，更採取了深入精準的策略技巧，針對用戶興趣，逐步部署內容種草策略，並以用戶角度出發，投入香港旅遊相關話題；根據客群制定內容以促進轉化和互動，如親子樂、打卡必備等，配合吸引眼球的廣告封面素材和標題；再透過標籤以增加搜索和曝光。

“在短短兩個月內，帖文閱讀量高逾 11 萬，更在一個月內粉絲數量激增 12 倍”，陳楚冠相信透過適切平台，按部就班將內容植根目標用戶的思想，建立口碑營銷，可逐步把流量轉為線下消費，未來會有更多本地品牌投入小紅書等內地熱門社媒的推廣中。

種草和 KOL 策略是推廣重點

經營內地社媒廣告推廣多年，陳楚冠見證內地社媒市場由以往的文字主導變成視頻主導，用戶傾向觀看視頻或

短片吸收資訊，並相信社媒上的 KOL 或素人分享均是真實體驗，因此內容種草和 KOL 策略是推廣重點因素。他建議可根據 KOL 背景、粉絲群、平台互動表現，挑選並與品牌匹配，同時運用自家研發的 AI 工具 KOOLER AI 利用大數據去挖掘小紅書筆記熱門話題、利用熱搜詞，創造高互動量的爆文爆款筆記，“種草文章要與品牌貼切，針對不同客群制定不同內容，使用貼地熱門的字眼如遛娃、媽生皮等，引起用戶共鳴。”

陳楚冠強調，社媒平台是引導人流到商戶頁面的一個入口，商戶透過成功的種草策略能吸引更多客戶消費，在小紅書建立品牌帳號，就如企業的一張名片，他期望本地旅遊相關的企業可以善用小紅書這張名片，在內地市場打響香港旅遊的名堂。📱

Now in its tenth year, Xiaohongshu is supported by 300 million active users with continuous growth projected for the future. It is a highly influential social platform.

Daniel Chan, the Chamber's Committee Member and CEO of AsiaPac Net Media Ltd, has witnessed rapid changes over the years as a player in the Mainland social media market. “Xiaohongshu contents have evolved dynamically to cover diverse scenarios in life. Today, it is a daily life encyclopedia for a wide audience of all age groups, making increasingly vital bearing on people's lifestyle and consumption decisions.” Most users think Xiaohongshu contents are more authentic and reliable than other social media. “As opposed to users of other platforms who are inclined to buy a product after reading related contents for at least six times, Xiaohongshu users develop consumption desires after coming across related contents just three times.”

Ride the wave of heritage city tours

In the past, visitors came to Hong Kong to shop for luxury goods. Chan says tourist consumption preferences have changed in recent years. There has been a new interest in experiential discovery tours that present the city's culture and heritage, such as historical buildings, book shops with a strong sense of design or style, cafés or even MTR stations. “For example, MacDonnell Road, Fife Street and other street signs are hot with tourists.”

He points out that most young Mainland visitors search the internet for strategies and walkthroughs before coming to Hong Kong. Dummies' guide and special sharing guides are favorites. “For instance, young people like to visit shooting locations of Hong Kong TV drama series and movies. Many make their own itineraries for Hong Kong TV drama one-day tours or Hong Kong movie one-day tours.”

Cater to visitors' taste and market Hong Kong by word-of-mouth

More than 170,000 brands have established a presence on Xiaohongshu, including a growing number of Hong Kong names with an eye towards Mainland marketing. Chan shared a case

where his team drew up a Xiaohongshu marketing strategy for a five-star hotel in Mongkok. Actions include setting up a brand account on Xiaohongshu, “seeding” (recommending hit products to stoke purchase desire) and arranging promotional site visits by KOLs. Topics related to holidaying in Hong Kong were also posted. Coupled with eye-catching ad covers, tag lines and hashtags, these features worked well to boost the number of searches and overall exposure.

“In just two months, these posts clocked more than 110,000 views and the number of fans hiked 12 times in one month.” Chan believes that with the right platform, brands can plant contents in target users' mind progressively to boost sales by word-of-mouth and turn social media traffic into offline consumption over time.

“Seeding” and KOL strategy main thrust of marketing campaign

Chan has seen the Mainland social media market's transition from being text-based to video-based. He believes what KOLs and amateurs share on social media are genuine personal experiences. He suggests brands to choose the right KOLs who suit their corporate image as spokespersons based on their background, fan group and platform interaction performance. They can also use big data to identify Xiaohongshu trending topics and create viral posts and hot-sellers with hot search keywords. “The trick is to create customized contents for different customer groups and strike the right chord with down-to-earth buzzwords.”

Chan stresses that social media platforms are shopwindows that draw traffic to merchant pages. A brand account on Xiaohongshu is like a business card. He hopes companies engaged in local tourism can turn this channel to their advantage and help raise awareness and popularity of Hong Kong as a tourist destination. 📱



跟着港星吃美食！附旺角4家宝藏餐厅攻略

香港一直是吃货们热爱的美食之都 🍜
大家常说香港旅游👉不去茶餐厅等于白来
那么在遍地茶餐厅的旅游打卡区-旺角
你知道哪些茶餐厅够地道吗？

支援中小企 振本地經濟

SUPPORT SMEs TO BOOST HONG KONG'S ECONOMY

中小型企業佔香港企業總數逾 98%，是香港經濟的基石。工業貿易署（工貿署）一直負責提供支援服務，以促進本港中小企的發展和協助提高其競爭力。

Small and medium enterprises (SMEs) are the cornerstone of Hong Kong's economy. The Trade and Industry Department (TID) has been responsible for providing support services to facilitate the development of Hong Kong's SMEs and help enhance their competitiveness.



黃少珠 Maggie Wong

工貿署致力全面支援中小企

TID is Committed to Provide Comprehensive Support for SMEs



本港中小企合共聘用了逾44%的私營機構僱員，工貿署署長黃少珠指出，故此中小企的發展與表現對香港經濟發展極為重要，該署亦一直致力各項支援中小企的服務。

黃少珠透露，目前工貿署有多個支援中小企業的政府資助計劃及服務，包括“發展品牌、升級轉型及拓展內銷市場的專項基金”(BUD專項基金)、“中小企業市場推廣基金”、中小企業服務中心“四合一”綜合服務與“中小企資援組”。同時，該署亦正着手推進大灣區標準化的工作。

兩項資助基金 持續推陳出新

黃少珠表示，BUD專項基金已推出多次優化措施，包括將核准承擔總額由10億元大幅增至65億元，而每家企業的累計資助上限也由50萬元增至700萬元，現時已涵蓋37個已與香港簽署自由貿易協定及／或促進和保護投資協定的經濟體。業界對優化措施反應正面，超過九成回應“年度回顧問卷”的獲資助企業認為BUD專項基金有助推動業務長遠發展。此外，政府於2023年6月中推出“‘BUD專項基金’——申請易”，以便利中小企業遞交申請及執行項目。

至於“中小企業市場推廣基金”亦推出一系列優化措施，包括進一步提高每家企業的累計資助上限至100萬元，並增設申請首期撥款選項。黃少珠指出，過去兩年，基金整體批出申請數目以及資助總額均持續上升，今年首五個月較去年全年的按月平均數目分別顯著上升30%及63%，反映基金對協助企業推廣業務發揮了積極作用。

綜合服務 全面支援

資助以外，工貿署亦提供多項綜合服務。黃少珠指出，政府已於2019年10月整合四個中小企業服務中心，提供“四合一”的綜合服務，方便中小企業在任何一個中心獲得一站式獲取諮詢和轉介服務。她透露，截至今年五月底中心已合共處理超過17萬宗查詢，而且該署於去年中更推出“中小企連線”網站以進一步加強服務。

黃少珠續指，工貿署亦於2020年1月開始以“中小企資援組”協助中小企尋找合適的政府資助計劃和解答有關申請的問題，目前該組已處理超過16,400宗查詢。她透露，政府目前已撥款一億元加強未來五年服務，該組將可進一步提供更深入支援。

推行灣區標準 提升產品質量

此外，為提升大灣區的產品和服務質量與標準化，黃少珠說，工貿署與廣東省市場監督管理局和澳門經濟及科技發展局於今年四月簽署《關於共同促進粵港澳大灣區標準發展的合作備忘錄》，透過推動粵港澳三地有關行業領域的規則銜接，共同建立適用的標準，長遠有助促進大灣區互聯互通與融合發展。她指出，粵港澳大灣區標準信息公共服務平台已發佈110項“灣區標準”，歡迎業界自願採用。她並指，“粵港澳大灣區標準化研究中心”正計劃在今年稍後就制定新一輪“灣區標準”發佈指引，向三地業界徵集申請。

Maggie Wong, Director-General of Trade and Industry, said that the TID is always committed to various services to support SMEs as their development and performance are extremely important to Hong Kong's economic development.

Wong revealed that at present, the TID has several government funding schemes and services to support SMEs, including the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund), the SME Export Marketing Fund (EMF), the Four-in-One Integrated Services of the SMEs Centers, and SME ReachOut. Meanwhile, the TID is starting work on promoting the development of standards in the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area).

Two funds continue to introduce improvements

Wong said that the BUD Fund has rolled out several improvements, including a substantial increase in the total approved commitment from HKD1 billion to HKD6.5 billion and an increase in the cumulative funding ceiling per enterprise from HKD0.5 million to HKD7 million, with the BUD Fund now covering 37 economies that have signed free trade agreements and/or investment promotion and



protection agreements with Hong Kong. In addition, the Government launched Easy BUD in mid-June 2023 to facilitate SMEs in submitting applications and executing projects.

The EMF has also launched several improvements, including further raising the cumulative funding ceiling per enterprise to HKD1 million and adding the option for initial payment. Wong said that the EMF saw continued increases in both overall number of approved applications and total funding amounts in the past two years, reflecting the fund's positive role in assisting enterprises to market their business.

Integrated services for comprehensive support

Besides funding, the TID also offers a variety of integrated services. Wong said that the Government consolidated the services of four SMEs centers in October 2019 so that enterprises can obtain one-stop advisory and referral services at any of the centers. She revealed that the centers have handled a total of more than 170,000 inquiries as of the end of May this year, and the TID even launched the SME Link website in the middle of last year to further enhance its services.

Wong further said that the TID launched SME ReachOut in January 2020 to assist SMEs in identifying suitable government funding schemes, while answering questions relating to applications. She revealed that the Government has allocated HKD100 million to strengthen services in the next five years, so the SME Reachout team will be able to provide further in-depth support.

Implement Greater Bay Area standards to improve product quality

In addition, Wong said that in order to improve the quality and standardization of products and services in the Greater Bay Area, the TID signed a Memorandum of Understanding with Guangdong Province and Macao on jointly developing applicable standards by promoting the harmonization of rules in relevant sectors in the three places (i.e. Guangdong, Hong Kong and Macao), which will help promote the interconnectivity and integrated development of the Greater Bay Area in the long run. She also said that the Standardization Research Center for the Greater Bay Area plans to issue guidelines later this year regarding the formulation of a new round of the Greater Bay Area standards, and invites applications from the sectors in the three places.

香港生產力促進局

申請業務拓展及推廣資助更便捷 HKPC: Easier to Apply for Funding for Business Expansion and Promotion

前文提到的兩項中小企資助基金，即 BUD 專項基金—申請易 (Easy BUD) 及中小企業市場推廣基金，旨在鼓勵本地企業積極拓展業務版圖，共同推動香港工商業蓬勃發展。香港生產力促進局 BUD 專項基金經理林家豪及中小企支援組高級經理陳慧芳應邀擔任講座嘉賓，介紹上述兩項基金的申請細節和優化措施，同場並設有“企業一對一諮詢”環節，即場解答參加者的疑問。

Easy BUD 減審批時間及文件要求

特區政府委託生產力促進局作為 BUD 專項基金的執行機構，今年亦新推出 Easy BUD，資助項目範圍包括投放廣告推廣、檢測認證註冊、設計或製作宣傳品、製作或優化公司網頁及宣傳用途的流動應用程式、參與香港或目標發展市場展會及相關交通和住宿開支、申請產品專利或商標註冊等。林家豪指出，每家企業累計資助上限為 700 萬元，Easy BUD 與 BUD 一般申請將共同累計。Easy BUD 獲批項目數目上限為 70 個，每個項目最高資助金額是十萬元。

Easy BUD 接受網上申請，只需登入或開設公司申請帳號，填寫申請表，包括選擇合適的申請計劃、填寫企業資料及業務狀況簡介、交代制訂項目內容及範圍、提供預算明細，然後上傳申請所需文件，便可確認及提交申請。林家豪表示，文件收妥後，將交予生產力促進局、跨部門委員會及計劃管理委員會審批，然後局方會發出結果通知書，並安排簽訂資助協議。“需要注意的是，Easy BUD 不設首期撥款，撥款於項目終期發放。”

Easy BUD 的優化重點包括將審批時間減至 30 個完整工作天、放寬個別開支預算比例上限、簡化遞交文件要求等。林家豪強調，企業只需提供最新審計報告和在港員工證明或商業交易紀錄，以證明在港有實質業務。每家企業每六個月可提交一次 Easy BUD 申請，期間亦可提交 BUD 一般申請。

中小企業市場推廣基金降門檻

與針對業務拓展的 Easy BUD 相比，中小企業市場推廣基金則主要資助參與出口推廣活動，範圍包括展覽會、商貿考察團、建立或優化公司網站及作出口推廣用途的流動應用程式、貿易刊物廣告，以及於電子平台或媒介進行出口推廣活動。



林家豪
Jun Lam



陳慧芳
Fion Chan

陳慧芳介紹，優化措施包括擴大資助範圍至涵蓋以本地市場為目標及具規模的展覽會，而符合申請資格的企業亦放寬至香港非上市公司。

每間公司累計的資助上限為 100 萬元，每個項目資助上限為總開支的 50% 或十萬元。“我們不限申請次數，以實報實銷方式，於完成活動後 60 個曆日內申請便可。如欲申領首期撥款，則需於活動開始前 45 至 120 個曆日申請，最高可先獲發整個項目資助的 75% 額款。”

她補充指，申請企業參與合資格的推廣活動，必須符合三大條件，以獲基金資助。首先，活動本身須與企業所經營的業務相關，並只可在有關活動中推廣申請公司本身的產品或服務；其次，須以香港企業的身分參與推廣活動；第三，就展覽會及商貿考察團而言，申請企業須以參展商身份參與展覽會，及以考察團成員身分參與商貿考察團。

上述內容為本會與香港生產力促進局合辦之講座：“政府中小企資助計劃最新介紹”之撮要。

The BUD Fund – Easy BUD and the SME Export Marketing Fund (EMF) aim to encourage local enterprises to actively expand their markets. **Jun Lam, Manager of the BUD Fund and Fion Chan, Senior Manager of the SME ReachOut Team at the Hong Kong Productivity Council (HKPC)**, gave a presentation on the application details and enhanced measures of the above two.

Easy BUD reduces assessment time and document requirements

The HKPC, entrusted by the HKSAR Government to be the BUD Fund Implementer, launched Easy BUD this year, under which enterprises can apply for funding for specific uses such as placement of advertisements, registration for testing and certification, design or production of promotional materials, etc. Lam said that the cumulative funding ceiling per enterprise is HKD7 million, with Easy BUD and general BUD applications accumulated together. Under Easy BUD, each enterprise may obtain funding for a maximum of 70 approved projects and the maximum funding amount for each approved project is HKD100,000.

For Easy BUD, which accepts online applications, applicants only need to log in or create a company application account,

fill out the application form, and then upload the required documents to confirm and submit the application. Lam said that the received documents will be submitted for assessment. The HKPC will then notify the applicant of the assessment result and arrange for the signing of a funding agreement. "It should be noted that Easy BUD does not issue an initial disbursement, but the grant will be disbursed at the end of the project."

The focus of Easy BUD's enhancement includes shortening the assessment period to 30 full working days, relaxing the cap on the proportion of individual budgeted expenditure, and simplifying the requirements for the documents to be submitted, etc. Lam stressed that enterprises only need to provide their latest audited reports and information on employees in Hong Kong or business transaction records to prove that they have substantive business operations in Hong Kong. Enterprises are permitted to submit one Easy BUD application every six months, during which they can also submit general BUD application.

EMF lowers threshold

Compared with Easy BUD, which aims at business expansion, EMF mainly provides funding for participation in export promotion activities, including exhibitions, business missions, etc., as well as export promotion activities on electronic platforms or media.

Chan said that the enhanced measures include expanding the scope of funding to cover large-scale exhibitions targeting the

local market and extending the eligibility criteria to non-listed enterprise registered in Hong Kong.

Each enterprise may receive funding support up to a cumulative limit of HKD1 million and the maximum amount of funding support for each project is 50% of the total approved expenditure or HKD100,000. "We have no limit on the number of applications. Enterprises need only to apply for reimbursement of eligible expenditure items within 60 calendar days after the completion date of the activity. To receive an initial payment, they need to apply within 45 to 120 calendar days before the commencement date of the activity, and upon successful application, they will receive up to 75% of the funding for the entire project."

She added that applicant enterprises must meet three criteria in order to obtain funding from EMF to participate in eligible promotional activities. Firstly, the activity must be related to the applicant enterprise's business operation and it can only promote its own products or services in the said activity. Secondly, it must participate in the promotion activity as a Hong Kong enterprise. Thirdly, regarding exhibitions and business missions, the applicant enterprise must participate in the exhibition as an exhibitor and participate in the business mission as a member of the mission. 

The above is a summary of the seminar jointly held by the Chamber and the HKPC: "Latest Update on the Government's SME Funding Schemes".



The image shows a man in a suit holding a tablet that displays the HKPC website. The website interface is overlaid on the image, showing various funding schemes. The background is a cityscape at night with glowing icons representing technology and business.

Key funding schemes visible on the website include:

- 企業支援計劃 (Enterprise Support Scheme):** 於2015年推出，資助本地企業進行內部研究及發展(研發)工作，旨在鼓勵私營機構在研發方面作出投資。
- 專利申請資助計劃 (PAG):** 資助及鼓勵本地公司或發明者申請專利以保障其智慧成果，並把成果轉化為其資產。
- 第三方物流服務供應商資助先導計劃 (TPLSP):** 鼓勵物流業透過科技應用提升效率及生產力。
- 回收基金 (RF):** 協助回收行業提高作業能力和效率，促進廢物回收和再造，從而推動回收業的可持續發展。
- 科技券 (TVS):** 於2009年推出，旨在協助本地企業/機構使用科技服務及方案，以發展生產力及提高業務競爭力。
- 為香港科技公司及香港數碼港管理有限公司的培育公司和專業生租戶而設的公營機構試用計劃 (PSTS-SPC):** 於2018年12月推出，旨在資助香港科技公司(科技港公司)及香港數碼港管理有限公司(數碼港)的培育公司和專業生租戶創辦及/或擴展其在公營機構進行試驗。進行試驗的研發成果，須由該計劃公司或專業生租戶開發，並須符合該計劃。
- 為在香港進行研發活動的科技公司而設的公營機構試用計劃 (PSTS-TC):** 為在香港進行研發活動的科技公司而設的公營機構試用計劃。於2020年3月推出，旨在資助在香港進行研發活動的科技公司製作原型/樣板及/或在公營機構進行試驗。
- 發展品牌、升級轉型及拓展內銷市場的專項基金 (BUD 專項基金):** 為個別上市香港企業在內地、自貿協定IPAs區域及指定IPAs區域提供資金支持，發展品牌、升級轉型及/或拓展內銷市場等項目，從而提升其競爭力，促進業務發展。
- 建造業創新及科技基金 (CITA):** 資助建造業企業或機構進行研發、試驗、推廣及/或在公營機構進行試驗。
- 協助中環市場推廣基金 (EMF):** 資助中環市場推廣公司進行市場推廣、試驗、推廣及/或在公營機構進行試驗。

港深合力 推動大灣區創科生態躍進

HONG KONG AND SHENZHEN JOIN FORCES TO DRIVE INNOVATION AND TECHNOLOGY IN THE GREATER BAY AREA

據世界知識產權組織發表的“2022全球創新指數”顯示，“深圳－香港－廣州”已連續三年於“全球百大科技集群排名”中位列第二。國家亦於“十四五”規劃中積極鼓勵港深創科合作，成為推動建構大灣區創科生態作重要引擎。在一系列政策助力下，港深創新及科技園（創科園）的建設亦進行得如火如荼。

The “14th Five-year” Plan expresses a strong will to further Hong Kong-Shenzhen collaboration in innovation and technology (I&T) as an important driver for the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) I&T ecosystem. Bolstered by favorable policies, the Hong Kong-Shenzhen Innovation and Technology Park (HSITP) development project has made very encouraging progress.

作 為河套深港科技創新合作區的“一區兩園”的一部分，創科園位處落馬洲，佔地逾87公頃。**創科園行政總裁馬惟善**介紹道，園區內產業主要涵蓋生命健康科技、人工智能與數據科學，以及先進製造範疇，例如微電子、新材料、機械人、新興能源科技等。

園區佈局目前分成兩期發展。“第一期將分成三批次，首批次八幢大樓由園方公司興建，將包括濕實驗室、乾實驗室、辦公室及創新斗室，將於2024年底陸續落成；第二、三批次將研討採用不

同發展模式，如批地、公私營合作等。”他續指，園區第二期則會預留作未來發展之用。

創科園受惠香港獨有優勢

談到創科園擁有哪些競爭優勢，以成為港深創科合作的橋頭堡，乃至大灣區創科生態的重要一環，馬惟善列舉出五點。

跨境便利為首要優勢。“港深科研與科技人員合共超過200萬人，園方的地理位置正處於深圳河南邊，人才可在70分鐘內直達兩地創科聚集區，這將助力香港創科產業打進大灣區龐大市場。”



第二個優勢是香港的穩健法規及自由營商空間。香港作為一個特區，奉行以普通法為基礎的法律制度，提供開放、高效及安全的營商環境。馬惟善表示，對於希望打入內地市場的海外公司，香港實屬理想的平台。“而籌集資金方面，港交所具有如18A生物科技公司等上市規則，都有助創新企業融資。”

此外，特區政府積極推行政策，促進兩地人才流、資金流、科研



馬惟善 Vincent Ma

馬惟善強調創科園的設計以人為本，為人才及其家眷提供優良的工作與生活環境，例如住宿、酒店、學校、文娛康樂、商業與零售設施等。以交通建設為例，園區距離現今的港鐵落馬洲站僅700米，而即將準備興建的北環支線亦會延伸至園區，並將在創科園綠色走廊設站。未來亦會興建200米行人天橋，接駁港深兩所園區。”憑藉上述種種獨特優勢，馬惟善深信創科園能成為世界級的知識樞紐及創科中心，為港深及大灣區創科生態作助推劑。

樣本流及數據流的互通互惠。具體措施包括優秀人才入境計劃、研究人才庫、創科實習計劃、300億港元共同投資基金、50億港元策略性創科基金等。馬惟善強調，2022年度《施政報告》亦提及要以創新、專屬、專項方式，研究試行創科合作跨境政策，而創科園正正是其中一個重點試行之處。

完善配套吸納各地人才落戶
要達到蓬勃的創科發展，馬惟善

認為，園區的硬件配套是另一項優勢。“要打造一個真正活躍的創科園，需要大、中、小持份者齊來落戶，建立一個生態圈。”他指出，園區內將具備世界級先進製造設施，銳意扶助租戶實現優質研發成果。其平台亦涵蓋孵化器、加速器，提供有競爭力的共用服務和設施，以吸引初創企業。“我們希望吸引香港、內地和世界各地的頂尖機構、研究員和學者聚集園區，攜手開發一流的研發專案。”

H **SITP** in Lok Ma Chau covers an area of some 87 hectares. According to **Vincent Ma, Chief Executive Officer of HSITP**, the Park is a hub for sectors engaging in life and health technology, artificial intelligence (AI), data science and advanced manufacturing.

The Park will be developed in two phases. Ma says, “The first phase comprises three batches. Among these, eight Batch 1 buildings developed by HSITP Limited will be completed progressively in 2024. Different development models, such as land grants and public-private partnerships, are being explored for the second and third batches.” He also indicates that the second phase of HSITP is earmarked for future development.

HSITP leverages on Hong Kong's unique advantages

Commenting on HSITP's competitive advantages for becoming the bridgehead into Hong Kong-Shenzhen I&T collaboration and a key component in the Greater Bay Area I&T ecosystem, Ma cites five unique strengths.

Top on the list is cross-border facilitation. "The Park is conveniently located in the south bank of Shenzhen River, enabling swift transfer to the I&T clusters of both cities within 70 minutes. This can advance Hong Kong I&T industries' access to the Greater Bay Area market."

The second advantage is Hong Kong's robust law and regulations and free business landscape. Under the common law system, Hong Kong provides an open, highly efficient and

safe business environment. Ma says Hong Kong is an ideal platform for overseas companies preparing to tap the mainland market.

Moreover, the HKSAR Government makes positive efforts to promote connectivity of talent, capital flows, research sample streams and data streams from both sides for mutual benefit. Notably, Ma points out that cross-border I&T collaboration on a trial basis has been proposed in the 2022 *Policy Address*, and HSITP is one of the key pilot sites.

Improving supporting facilities to attract global talent to HSITP

In Ma's opinion, good hardware facilities can create another advantage for robust I&T development. He points out that HSITP will boast world-class manufacturing facilities to support

realization or commercialization of tenants' distinguished research results. The HSITP platform will also comprise incubators and accelerators as well as competitive co-working services and facilities that appeal to startups.

Ma stresses that HSITP is designed with a people-oriented concept, aiming to provide exceptional work and living environments for all staff and their family members. Easy transport is a prime example, as HSITP is only 700 meters from the existing Lok Ma Chau MTR Station. The planned Northern Link will also cover the park, stopping at a station on the park's green corridor. Ma has no doubt that with all these unique advantages HSITP will play a strong role in propelling I&T development in Hong Kong, Shenzhen and the Greater Bay Area. 

新會員介紹

INTRODUCTION OF NEW MEMBERS

田生地產有限公司 Richfield Realty Ltd

區雅俊先生 Mr Terry AU

董事 Director

提供物業代理服務，包括物業整合及併購服務
Provision of Property Brokerage Services, Including Property Consolidation & Assembly Services

☎ (852) 3666-1533 ✉ terry.au@richfieldgroup.hk

🌐 www.richfieldgroup.hk

永聯豐集團控股有限公司 Best Linking Group Holdings Ltd

陳煜彬先生 Mr CHAN Yuk-pan

執行董事 Executive Director

回轉支承製造商，工程機械和零部件轉口貿易
Slewing Ring Manufacturer, Construction Machineries & Parts Trading

☎ (852) 2381-9300 ✉ info@blg.hk

🌐 www.blg.hk

香港文博教育資源有限公司 Hong Kong Educational Resources For Culture and Museum Co Ltd

趙雨樂教授 Prof CHIU Yu-lok

公司主席 Chairman

以藏品推廣中國歷史文化教育，透過講座、展覽、導賞，以及藏品經銷，建立大灣區文化產業新模式，提供雅俗共賞的文化平台。
To Promote Chinese Culture Through Our Fruitful Collections Used In Educational Talks, Exhibitions And Tour. These Activities Will Build Up A Concrete Cultural Industry Around The Greater Bay Area In The Long Term.

☎ (852) 9340-9403 ✉ yulokchiu@gmail.com

🌐 www.ercm.com.hk

香港范仲淹基金會有限公司 Fan Zhong Yan Foundation Ltd

范梅艷女士 Ms FAN Mui-yim

會長 President

非牟利慈善機構，致力於愛國愛港慈善公益活動，在內地26個省市設有68個慈善公益項目。

Non-Profit Charity Organization Dedicated to Patriotic & Hong Kong Charity Activities. It Has 68 Charity Projects in 26 Provinces & Cities In The Mainland.

☎ (852) 6999-3513 ✉ fefefe2888@gmail.com

花旗私人銀行 Citi Private Bank

方暢程女士, CFA Ms FONG Cheong-ching, CFA

客戶關係經理 Relationship Banker

為高淨值人士提供個性化金融服務和投資建議
Provides Personalized Financial Services & Investment Advice for Ultra-High-Net-Worth Individuals & Family Office

☎ (852) 9885-2143 ✉ agnes.fong@citi.com

🌐 www.privatebank.citibank.com/tc/
www.linkedin.com/in/agnes-fong-cc

摩根大通銀行 JP Morgan Chase NA

洪聖奇先生 Mr HONG Shing-kei

私人銀行 Private Banker

服務亞太區超高資產淨值 (USD25mm) 以上的企業家
Serves APAC Ultra High Net Worth Entrepreneurs

☎ (852) 6476-0651 🌐 hkuhongsk@gmail.com

佳理德管理諮詢有限公司
Jarade Co Ltd

江韻涵女士 Ms Janice KONG

聯合創始人 Co-Founder

提供從財富框架規劃、設立理財目標、產品選擇、全方位售後的“一站式”，同時為客戶身分、法務、稅務提供全方位服務。
Provide Wealth Framework Planning, Setting Financial Goals, Product Selection, Comprehensive After-Sales “One-Stop” Services




 (86) 153-1115-3331  janicewing75@hotmail.com
 www.jarade.cn

亞洲體育電競有限公司
Asia Motion E-Sports Ltd

莫偉晴先生 Mr Louis MOK

創辦人 Founder

全港唯一主打“運動 + 電競”的電競公司
To Break the Dilemma of Traditional Esports Market by Integrating Sports & Esports in Developing A Brand New Concept of Motion Esports in Hong Kong.

 (852) 9102-6101  louis@ame.gg
 www.ame.gg

香港中文大學
The Chinese University of Hong Kong

黎晨先生 Mr LI Chen

副教授 Associate Professor

公共政策研究與教學
Public Policy Research and Education




 (852) 9876-1832  lichen@cuhk.edu.hk
 www.ccs.cuhk.edu.hk/tc/profile/chen-li/

羅拔臣律師事務所
ROBERTSONS

曾斌先生 Mr TSANG Pan

合夥人 Partner

併購、企業融資及資本市場、銀行與融資、合規業務
Mergers & Acquisitions, Corporate Finance & Capital Markets, Banking & Finance, Compliance & Regulatory

 (852) 2861-8487 / (852) 6380-6922
 pan_tsang@robertsonshk.com
 https://robertsonshk.com/

北京同仁堂國藥有限公司
Beijing Tong Ren Tang Chinese Medicine Co Ltd

林曼女士 Ms Mandy LIN

執行董事兼首席運營官

Executive Director & Chief Operating Officer

研發、生產及銷售中成藥、中藥材、保健飲食及醫療等
Research & Development, Production, Distribution & Retail of Traditional Chinese Medicine Products, Health Supplements etc.

 (852) 2839-1628  mandylin@tongrentangcm.com
 www.tongrentangcm.com

華泰金融控股（香港）有限公司
Huatai Financial Holdings (Hong Kong) Ltd

衛智滔先生 Mr Toby WAI

法律顧問 Legal Counsel

資本市場及金融服務
Capital Markets & Financial Services



 (852) 3658-6000  tobywai@htsc.com
 www.htsc.com.hk

新家居物業有限公司
House Property Co Ltd

凌英梅女士 Ms Liz LING

執行董事 Executive Director

提供房地產、代理工商舖、住宅物業買賣及租賃代理服務
Agency Services in Selling, Buying, Leasing of Industrial, Commercial & Residential Real Estate Properties

 (852) 2682-0028 / 9186-6481
 lizling89@gmail.com

香港證券及投資學會
Hong Kong Securities and Investment Institute

王中澤先生 Mr WANG Zhongze

董事會成員 Board Member

受監管之證券與投資專業培訓及持牌資格考試
Professional Training & Qualification Examination for License of Regulated Financial Service Activities in Hong Kong



 (852) 5303-0348  zhongzew@yahoo.com
 www.hksi.org

黃黃張專業有限公司
WWC Professional Corporation Ltd

黃澤明先生 Mr Tonny WONG

執業董事 Practising Director

美國納斯達克交易所及紐約交易所上市審計
 US IPO Audit Services For NASDAQ & New York Stock Exchange

 (852) 2868-6058  tonny.wong@wwccpa.com
 www.wwccpa.com

友邦保險（國際）有限公司
AIA International Ltd

胡淑屏女士 Ms Joyce WU

區域經理 Branch Manager

資產傳承、財富管理、風險管理、公司團體保障及福利
 Estate Planning, Asset Management, Risk Management, Corporate
 Solutions & Benefits

 (852) 9806-3025  joyce.wu@aia.com.hk

大益建築材料有限公司
Tai Yick Building Materials Co Ltd

俞國威先生 Mr Johnny YU

行政總裁 CEO

磁磚零售及批發
 Ceramic Tiles Retails & Distribution



 (852) 2395-6670  sales@taiyicktiles.com
 www.taiyicktiles.com

鉅榮國際有限公司
Hugh Source (International) Ltd

袁潔婷醫生 Dr Tina YUEN

執行董事 Executive Director

生物醫療、醫療器械和保健食品產業
 Provides Evidence-Based Healthcare Products, Pharmaceuticals,
 Medical Devices, Supplement & Health Products

 (852) 9144-5014 / (whatsapp) (1) 949-501-5218
 tina@hughsource.com  www.btxa.com

按英文姓氏排序
 In alphabetical order of family names

接待嘉賓

RECEPTION OF GUESTS



1. 日本農林水產省及日本駐港總領事審議官小川良介（中）及日本駐港總領事岡田健一（左四）（17/8）
Ogawa Ryosuke (middle), Vice-Minister for International Affairs, Ministry of Agriculture, Forestry and Fisheries (MAFF) and Okada Kenichi (fourth from left), Consul-General of Japan in HKSAR
2. 南非駐港署理總領事 Stella Sigcau（左）（3/8）
Stella Sigcau (left), Acting South African Consul-General in Hong Kong

3. 湖南省政協副主席、省工聯主席張健（前排中）（17/8）
Zhang Jian (middle, front row), Vice-chairman of Hunan Provincial Committee of CPPCC and Chairman of Hunan Federation of Industry and Commerce
4. 安徽省黃山市委書記凌雲（前排左四）（3/8）
Ling Yun (fourth from left, front row), Secretary of CPC Committee of Huangshan of Anhui Province
5. 廈門市委常委、市委統戰部部長王雪敏（右三）（7/8）
Wang Xuemin (third from right), Standing Committee Member and Director General of the United Front Work Department of the Municipal Committee of Xiamen

接待嘉賓 RECEPTION OF GUESTS



6



7



8



9



10

6. 內蒙古自治區商務廳黨組成員、副廳長郭周明（右三）（2/8）

Guo Zhouming (third from right), Member of the Party Leadership Group and Deputy Director General of Department of Commerce of Inner Mongolia Autonomous Region

7. 蘇州市委常委、市委統戰部部長王颺（左）（9/8）

Wang Yang (left), Standing Committee Member and Director General of the United Front Work Department of the Municipal Committee of Suzhou

8. 吉林省商務廳二級巡視員閔德文（中）（16/8）

Yan Dewen (middle), Second-level Inspector of Department of Commerce of Jilin Province

9. 黑龍江省商務廳二級巡視員姚綱（前排左三）（17/8）

Yao Gang (third from left, front row), Second-level Inspector of Department of Commerce of Heilongjiang Province

10. 東莞市工商聯（總商會）主席黃建平（前排右）（15/8）

Huang Jianping (right, front row), Chairman of Dongguan Federation of Industry and Commerce and Dongguan General Chamber of Commerce

會員活動

MEMBERS' ACTIVITIES



1



2

1. 工商及社會事務委員會聯同香港生產力促進局合辦“政府中小企資助計劃最新介紹”會員講座，並設有一對一諮詢服務。(16/8)

The Commerce, Industry and Social Affairs Committee joined hand with Hong Kong Productivity Council to organize an introduction seminar on the government's SME Funding Schemes. One-on-one consultation services were also provided.

2. 地區事務委員會及會員服務委員會率團參觀駐香港部隊展覽中心，增進對國家歷史、解放軍歷程及駐港部隊工作的認識。(24/8)

The District Affairs Committee and the Members' Services Committee led a delegation to visit the Chinese People's Liberation Army (PLA) Hong Kong Garrison Exhibition Center to enhance their understanding of the history of China and the PLA, and also the work of the Hong Kong Garrison.

會員活動

MEMBERS' ACTIVITIES



3

- 3. 港島東區聯絡處設宴祝賀榮獲特區政府授勳的成員。(17/8)

Island East District Liaison Committee hosted dinner for congratulating its member for being awarded by the HKSAR government.

- 4. 港島西區聯絡處邀請灣仔民政事務專員張雁伶蒞臨交流，加強雙方聯繫。(30/8)

Island West District Liaison Committee invited **Cheung Ngan-ling, District Officer (Wan Chai)**, to strengthen interaction and relationship between the two parties.

- 5. 港島西區聯絡處舉辦粉嶺高爾夫球場歷史生態團，了解球場歷史古蹟及珍貴的動植物生態等。(18/8)

Island West District Liaison Committee held an eco-tour to visit Hong Kong Golf Club (Fanling) to learn about its history, monuments, as well as flora and fauna.



4



5