

JUN 2015

# 商 薈

CGCC VISION

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## 內地中產消費轉向

### CHANGING CONSUMPTION TRENDS OF MAINLAND'S MIDDLE CLASS

初創企業備受青睞

Start-ups are Widely Sought After

留住這時光

Capturing Time



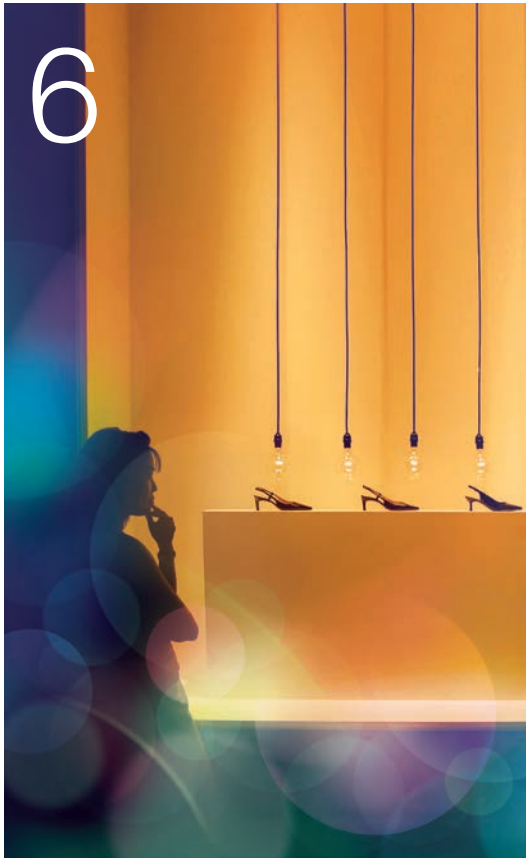
香港中華總商會

The Chinese General Chamber of Commerce

HK\$20

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楊釗 博士  
Dr Charles Yeung

## 支持政改 促進經濟向前

### Support Constitutional Reform to Drive Economy Forward

**香**港政制發展即將進入關鍵時刻，中總及絕大部份工商界人士均支持特區政府提出的“行政長官普選辦法”具體方案，期望立法會議員能以大局為重，表決通過政改方案，讓本港民主發展向前邁進，令各界聚焦經濟發展、改善民生，提升香港長遠競爭能力。

#### 工商界支持落實普選

自特區政府公佈政改方案以來，社會各界對於香港最終能否實現2017年“一人一票”普選特首甚表關注。工商界普遍支持香港政制循序漸進發展，相信通過方案將有助改善本港營商環境，對促進經濟與社會持續穩定發展亦會帶來正面影響。

早前，中總聯同其他五間主要商會，就政改方案向屬下會員進行問卷調查，結果顯示逾九成的受訪會員支持特區政府按照《基本法》和“8.31決定”提出的普選方案，並認為立法會議員應順應民意投票贊成通過方案。近九成受訪會員認同通過方案將有利一國兩制在香港落實，促進香港民主發展繼續向前，對經濟持續發展及社會和諧穩定均帶來裨益。

此外，本會亦積極參與“保普選反暴力大聯盟”發起的簽名行動，我們多位首長、常董及會董亦踴躍簽名支持通過政改方案，並呼籲立法會議員聆聽社會主流包括工商界的意見，讓全港500萬合資格選民達成普選行政長官的願望。

#### 方案通過有利香港發展

事實上，穩定的政治環境對投資者信心和工商機構營運至為重要。過去一段時間，香港經

歷了“佔領行動”、針對水貨及內地旅客等事件，加上立法會內的“拉布”行為，對本港的營商環境以至整體競爭力已構成一定影響。上月，中國社科院發表2015年《城市競爭力藍皮書》，深圳首次超越香港成為全國最具競爭力的城市，這無疑對香港經濟長遠發展帶來警示，我們必須加以關注。

工商界作為社會的重要組成部分，我們十分關注無止境的社會爭拗和內耗帶來的負面影響。我們衷心希望2017年行政長官普選方案能夠順利通過，為社會締結和諧穩定的政治環境，並凝聚各方力量，共同推動本港經濟持續與創新發展，藉着進一步鞏固香港的優勢，主動抓緊國家新一輪經濟發展帶來的新機遇，積極配合國家“走出去”戰略發展，如在“一帶一路”戰略佈局、“亞投行”建設和自貿區發展等進程中發揮香港“超級聯繫人”的功能角色，促進香港各個相關產業邁向更高增值發展，為工商企業帶來新商機，也為我們的年青一代提供更多就業和事業發展新機遇，全面提升本港經濟競爭力。

總括而言，政通人和、發展經濟、改善民生是中總、工商界和主流社會普遍期待。我們希望立法會議員能客觀全面地考慮包括工商界在內的各界意見，求同存異，凝聚共識，盡快實現2017年普選行政長官，並推動各界着眼經濟與民生發展，齊心協力提升香港競爭力，促進整體經濟邁步向前。👉

**W**ith Hong Kong's constitutional development about to enter the critical phase, the CGCC and a vast majority in the business community are in favour of the package put forward by the HKSAR Government on the "Method for Selecting the Chief Executive by Universal Suffrage". We hope that the Legislative Council members will consider Hong Kong's overall interests and vote in favour of the constitutional reform package to drive Hong Kong's democratic development forward. This will also enable all communities to focus on economic development, improvement of people's livelihood and enhancement of Hong Kong's long-term competitiveness.

### **Business Community Supports Implementation of Universal Suffrage**

Since the HKSAR Government's announcement of the constitutional reform package, all sectors of the society have been paying very close attention to whether Hong Kong can eventually achieve one-person-one-vote election of the Chief Executive in 2017. The business community generally supports the progressive development of Hong Kong's constitution and believes that adopting the package will help improve Hong Kong's business environment and have a positive impact on the sustainable and stable development of its economy and society.

Earlier, in conjunction with five other major business associations, the CGCC conducted a questionnaire survey on our respective members with regard to the constitutional reform package. Among the respondents, more than 90% support the universal suffrage package put forward by the HKSAR Government in accordance with the *Basic Law* and the NPC's "August 31 Decision" and believe that the Legislative Council members should respect public opinion and vote in favour of the package. Nearly 90% of the respondents agree that adopting the package will help the implementation of "One Country, Two Systems" in Hong Kong and drive Hong Kong's democratic development to continue to move forward, bringing benefits for Hong Kong's sustainable economic development as well as social harmony and stability.

In addition, the CGCC was actively involved in the signature campaign launched by the "Alliance for Peace and Democracy". Many of our office bearers, standing committee members and committee members had actively put their signatures down in support of adopting the constitutional reform package. They also called on the Legislative Council members to listen to the mainstream opinion of the business community and society so that Hong Kong's five million eligible voters are able to achieve their aspiration to select the Chief Executive by universal suffrage.

### **Adoption of Package is Favourable to Hong Kong's Development**

In fact, a stable political environment is very important to investor confidence and business operations. Hong Kong has, over a period of time in the past, experienced incidents such

as the Occupy movement, as well as protests against parallel traders and Mainland tourists. In addition, the "filibustering" in the Legislative Council has affected Hong Kong's business environment and overall competitiveness to some extent. According to the *2015 Blue Book of Urban Competitiveness* published by the Chinese Academy of Social Sciences last month, Shenzhen has surpassed Hong Kong to become the country's most competitive city for the first time, which is undoubtedly a warning to Hong Kong about its long-term economic development.

As the business community is an important part of the society, we are very concerned about the negative impact caused by the endless social disputes and internal conflicts. We sincerely hope the package for selecting the Chief Executive through universal suffrage in 2017 can be adopted on schedule as it will build a harmonious and stable political environment for the society and gather the strength of all communities to drive Hong Kong's sustainable and innovative economic development. Hong Kong can then actively capture the new opportunities arising from the country's new round of economic development. This can be done by further consolidating its strengths and performing its functional role as a "super-connector" in the country's deployment of its "One Belt, One Road" strategy, establishment of the "Asian Investment Bank" and development of free trade zones. In so doing Hong Kong will not only actively support the country's strategic development of "going global", but also drive Hong Kong's related industries towards a higher value-added development to enhance Hong Kong's economic competitiveness. This will bring new opportunities for businesses and provide our younger generation with more new opportunities for employment and career development.

All in all, the common aspirations of the CGCC, business community and mainstream society are for the government to function well, the economy to move forward, and the people to live in harmony and see the improvement of their livelihood. We hope the Legislative Council members could objectively and comprehensively consider the views of all communities, including those of the business community, and seek common ground and build consensus to implement the 2017 election of the Chief Executive by universal suffrage as soon as possible. They should not only encourage all communities to focus on economic development and improvement of people's livelihood, but also work together to enhance Hong Kong's competitiveness to drive its overall economy forward. 🇭🇰



# 內地中產 消費轉向

花得起、潮得起的中產階級主宰內地龐大的消費市場。他們敢於嘗試新品牌，追求個性和質量的消費模式，形成一股低調奢華的風尚。港商如何從內地中產消費最新走向中覓得商機？





## 黃醒彪： 內地中產消費 更重品味

**中**產消費者普遍購買力高，其喜好、品味可謂主宰內地消費市場，絕對是港商發展內銷市場的主要對象。香港貿易發展局大中華首席經濟師黃醒彪認為，內地中產階層消費習慣日趨成熟，正從早年的“敢消費”逐步走向“追求品味和品質”，尤其注重商品或服務的獨特性和高質素。

### 重品味 忌冒牌

黃醒彪指出，現時內地中產階層對國際大品牌的熱度依然高漲，因這些商品有品質保證。為了追求個性化，不少中產消費者亦積極嘗試新產品，甚至選擇知名度較低、使用人數較少的“低調奢華”商品，突顯與眾不同的品味。他補充道，由於內地民眾更加關注生態環境與食品安全，中產階層對主打“綠色”、環保、節能的品類特別青睞。





港商需因應中產消費者對獨特性與品味的追求，突出自身品牌的風格特徵。  
Given that the Mainland middle class consumers go for uniqueness and good taste, Hong Kong brands should highlight their distinguishing features.

除了品牌之外，商品的外觀包裝亦左右內地中產階層的消費意欲。黃醒彪以包裝食品為例，大部分中產消費者會因精緻包裝而購買從未嘗試過的产品。但他強調，中產階層對一些模仿知名品牌包裝、“傍大牌”的冒牌貨較為反感，因此商家更應在产品包裝設計上做到獨樹一幟，切忌邯鄲學步。

### “北上”需充分準備

內地日益蓬勃的中產消費市場為港商帶來龐大商機。對於有意進軍內地消費市場的港商來說，黃醒彪坦言，“北上”前必須“做足功夫”。一方面，香港企業要充分善用本港時尚之都、服務標準、品質較佳等固有印象優勢；另一方面，港商亦需因應中產消費者對獨特性與品味的追求，突

出自身品牌的風格特徵，盡可能讓消費者清晰理解全新品牌所代表的形象和理念。黃醒彪提醒，中產消費者亦越來越重視產品和服務的專業水平，前線銷售人員固然要以禮待客，亦要充分了解產品相關專業知識，向消費者清楚解釋產品的性能，而非一味遊說顧客購買。

他續指，口碑仍是影響中產階層消費至關重要的因素，緣於他們喜歡在社交媒體與“圈中好友”分享購物經驗和感受。因此，如何利用“圈子營銷”營造“有口皆碑”的品牌效應值得本港企業留意。黃醒彪還建議，港商需要進一步了解內地消費者的生活習慣，針對不同年齡層採取不同宣傳策略，例如針對年輕消費者，港商可考慮利用“微信”等內地年輕人使用比例較高的社交媒體進行宣傳。

談及在內地投資興業的選址問題，黃醒彪提醒港商，除了傳統沿海城市商圈，亦可考慮一些二、三線城市，如重慶、成都和鄭州等中西部或中部城市，緣於這些城市的零售環境和檔次都在提升，並發展迅速。他還強調，港商親赴當地考察非常重要。在觀察城市中心商圈的營商環境之外，亦可將眼光擴展至城市周邊的新商圈，因為交通日趨便利促使人們更常到市中心以外的新商圈消費，且新商圈通常佔地面積較大，設施更新，購物環境亦更加舒適。

### 網購潮流顯商機

李克強總理提倡“互聯網+”的經濟形態有助推動內地電子商務的發展。黃醒彪表示，中產階層網購習慣亦見大幅升勢，原因在於網購不僅物美價廉，更重要是中產消費者可通過互聯網覓得更多彰顯個性的獨特產品。

面對網購商機，黃醒彪認為每家企業需因應自身產品的特性，有的放矢開展“線上”和“線下”業務。他舉例說，內地家長利用網絡購買兒童玩具比例日益增加，但嬰幼兒貼身衣物還是喜歡到實體店購買。黃醒彪表示，商家可利用互聯網的無限空間盡可能展示更多新產品，並配以精美圖片等裝飾，同時還要注意經常更新網站以及加強互動性，最終實現“線上”和“線下”並駕齊驅，相得益彰。



## 吳秋全： 市場有路勤為徑

**汗** 流浹背之時，來一瓶冰凍飲料，最感暢快。啤酒？汽水？選擇琳瑯滿目，說不定最後你挑的是一瓶涼茶。近年，本地不少傳統品牌銳意革新，鴻福堂就是其中一家。這家開業近30年的涼茶店，最初店面也是金漆牌匾配酸枝傢俱，與一般傳統涼茶店無異。後來面對生存空間日益狹窄，才決心徹底改造品牌形象，終發展成今天每年銷售額逾五億的行業龍頭。去年夏天，集團更招股上市，同時也打算於內地大展拳腳。當年為鴻福堂“診症”及“處方”的MCL品牌顧問有限公司執行總裁兼創作總監吳秋全借此例說明，社會時刻變化，商品也絕不可能墨守成規。



商品外觀包裝影響消費意欲。  
Product packaging affects consumer's spending decisions.

## 衣食足而知榮辱

背負“品牌醫生”雅號，近年向吳秋全“求診”的不乏內地公司。談到內地消費模式轉變，他認為這是每個社會的必經階段。美國著名心理學家馬斯洛曾提出“需求層次理論”，指人在滿足飲食、居住等基本需要之後若仍有條件，就會進一步追求社交、尊重及自我實現等需要。吳秋全據此闡釋：“內地消費者經濟能力改善，自然對商品有更高要求。”

他並指，內地中產的消費口味轉變特別可體現於餐飲及娛樂上。如愈來愈多優質及具有特色的食肆進駐大城市的商

場，反映消費者更為注重場所、食物的美感，而非只看價錢。“你看上海的水上樂園，內裏的玩意層出不窮。”吳秋全說，內地中產崛起也使主題樂園變得潛力無限。以上海為例，除了廣受注目的迪士尼外，另一海洋公園亦於浦東臨港地區動工中。

## 將心比己

不過，吳秋全亦強調，機遇並不獨存在於個別行業。相反，如若商家肯動腦筋，從顧客角度出發，主動研究消費者心理，“摸準”口味的話，則到處都是商機。他又以洗髮產品為例，指品牌 head & shoulders 曾在香港風行一時，欲乘勝進軍內地，卻在上海鐵羽而歸，原因是當地人需求有所不同。“經調查才知道，上海女子流行長髮，她們希望洗髮用品為她們帶來柔順飄逸秀髮，所以 head & shoulders 宣傳的去屑效果在當地未見管用。”吳秋全總結經驗，認為市場既然時刻變化，商家提供產品，也就絕無所謂“成功方程式”。市場十分現實，只要稍一鬆懈，消費者就會離你而去。

## 香港優勢未容忽視

成也市場，敗也市場。這個道理，不少商家都明白。要企業成功發展，他們更明白單憑一己之力去猜度市場，無疑管中窺豹，只見一斑。所以，他們會聘用品牌顧問，靠團隊科學分析，制定專業建議，才有望臣服“市場”這龐然大物。吳秋全這位“品牌醫生”在本地起家，後來衝出香港為內地企業“斷症”，發現當地商家固然財大，但並非如一般人心目中的氣粗。“經驗所得，他們都頗為願意採納

專家的建議。”他更指，在內地不少商家心中，香港形象依然優越，所以港人專家的意見，他們不會置若罔聞。

吳秋全續指，對本地商家而言，香港的良好形象也屬一筆無形寶貴資產。香港國際都會形象，在內地甚為根深蒂固。所以港資企業在內地發展，容易予內地中產消費者帶來時尚感。相對內地同業一下子便劍指全國市場，香港商家投資傾向穩健保守，但吳秋全認為這也可看成是港人的優點。本地商家欲北上爭取中產客群支持，如能看準市場需要，配合香港傳統務實穩健營商作風，仍然可以大有作為。🌀

# Changing Consumption Trends of Mainland's Middle Class

China's rising middle class – who are able and willing to spend to stay trendy – now dominate much of Mainland's huge consumer market. Their way of consumption which includes trying out new brands, seeking individualism as well as quality has become a low-key luxury trend. How can Hong Kong businesses seek opportunities from such consumption trends of China's middle class?

## **Billy Wong:** Mainland Middle-class Consumers Go for Tasteful Lifestyle

**M**iddle-class consumers, with their higher spending power, are dominant customers of the mainland consumer market. Their preferences and tastes are now market mainstays. This group is definitely a key target for Hong Kong businesses eyeing the China domestic market. **HKTDC Principal Economist (Greater China) Billy Wong** feels that spending habits of the mainland middle class are more sophisticated today. They are gradually progressing from a “dare to spend” mindset to being discerning about good taste and quality. These consumers are very concerned about the uniqueness and superior quality of products or services.

### **Good Taste and No Counterfeits**

According to Wong, the mainland middle class still has a passion for leading international brand names because quality of these products is assured. But some middle-class consumers who like to make a statement in their spending are trying out new products, even “subtle luxury” goods from lesser known brands

with limited followings. These choices can highlight their unique taste. He adds that ecological environment and food safety are major concerns of mainland shoppers, and brands that carry “green”, “environment friendly” and “energy saving” messages are particularly popular among middle-class consumers.

Apart from brand names, product packaging also affects middle-class consumers’ buying decisions. Wong takes packaged food as an example. Most middle-class consumers would buy something they have never used before because the package is attractive. However, he stresses that this consumer group dislikes counterfeits and fakes that replicate or imitate famous brand goods. Companies should therefore offer products of unique design to retain their individuality instead of imitating others.

### **Make Good Preparations before Venturing North**

China’s huge middle-class consumer market presents great opportunities to Hong Kong businesses. Wong advises Hong Kong companies planning to tap the mainland consumer market to “make good preparations” before “venturing north”. On one hand, Hong Kong businesses should capitalize on Hong Kong’s good image of being a fashion capital and a place of good service and product quality. On the other hand, given that middle-class consumers go for uniqueness and good taste, Hong Kong businesses should highlight the special features of their new brands to clearly communicate images and values associated with the brand. Wong reminds sellers that middle-class shoppers are getting increasingly demanding about professional standards of products and services. Besides attentive service, frontline sales personnel must also have professional knowledge of the products they are selling. They should be able to present product features in detail and avoid pushy salesmanship.

He further points out that word-of-mouth remains a key factor that influences middle-class consumers.

They are active social media users and like to share shopping experiences and impressions with “online friends”. Hong Kong businesses should consider creating word-of-mouth by social circle marketing. Wong also suggests that they learn more about mainland consumers’ lifestyles and tune their promotion strategies to suit different age groups. For example, businesses targeting young consumers can advertise their products on social media platforms with a high percentage of mainland young users, such as WeChat.

On the choice of location for investment and business startup, Wong reminds Hong Kong businesses that apart from the traditional coastal commercial zones, tier-two and tier-three cities are also worth considering. Examples are midwest and western cities like Chongqing, Chengdu and Zhengzhou. Both the retail landscape and market grade are improving in these cities and urban development is progressing rapidly. He also stresses the importance of visiting the locations personally. While examining the business environment in city centre commercial districts, investors should also check out new commercial districts on the outskirts because as communication improves people will shop at new commercial districts outside city centers more often. These new districts are also more spacious with newer facilities, which offer a more comfortable shopping experience.

### **Attractive Opportunities in Online Shopping**

The Internet Plus economic strategy introduced by Premier Li Keqiang will promote the development of e-commerce in China. Wong indicates that online shopping is fast becoming a norm with middle-class consumers, with strong growth in online transactions. This is because online shopping offers great value for money. More importantly, middle-class consumers can get more unique products online to make their style statements.

Faced with the business opportunities in e-shopping, companies should develop

“online” and “offline” business activities that suit the nature and characteristics of their products. For example, more and more mainland parents are buying toys for their children online but when it comes to personal clothing for babies they still prefer brick and mortar stores. Wong says businesses can showcase more new products in the infinite space online, complemented by eye-catching images and other embellishment. Websites should also be updated regularly with strong interactive elements. Ultimately, they will materialize a business model in which “online” and “offline” modes are integrated and complementary to each other.

## **Charles Ng: Diligence is the Path to Success**

**A**n ice-cold drink on a scorching day is an instant-relief. The choices can be beers or soft drinks. Perhaps eventually you choose a bottle of herbal tea. In recent years, many traditional brands have revamped their image and among them is the 30-year-old herbal tea shop Hung Fook Tong. In its early beginnings Hung Fook Tong featured traditional wooden plaques with golden painted calligraphy, and the interior furnishings are quaint mahogany wood – exactly what you would expect from an old-style herbal tea shop. Later, as it had experienced difficulty in sustaining the business, the shop decided to revamp its brand image and later developed itself into an industry leader with an annual turnover of over HK\$500 million. Last summer, the group held its initial public offering with plans of expansion to the Mainland. **Charles Ng, CEO and Creative Director of Maxi Communications Limited**, cited the case of Hung Fook Tong to illustrate that products/services have to keep pace with the ever-changing society.

### **Looking for More Than a Full Belly**

Having established his reputation as a “brand doctor”, Ng has a wide clientele including, in recent years, Mainland



companies. Speaking about changes in consumer trends on the Mainland, he believes that every society has to go through such changes. US psychologist Abraham Maslow, renowned for creating the “hierarchy of needs”, points out that once a person’s basic needs of food and dwellings are fulfilled, that person would pursue higher level needs such as social interaction, respect of others, and self-actualization. Ng further explains, “As Mainland consumers have become more well off, they naturally ask for better quality of merchandise.”

He points out that the changes in consumption habits of the middle class are evident in areas of catering and entertainment. For example, there are growing number of quality dining establishments with special characteristics in shopping malls of large Mainland cities and this is a sign that middle-class consumers are increasingly demanding for not only fine food but also décor of the restaurants. Ng further comments that the rising middle class also brings a wealth of opportunities for theme parks as he says “The water

parks of Shanghai, for example, feature a multitude of fancy attractions.” Take Shanghai as an example, besides the much anticipated Disneyland resort, construction of another ocean park is already in progress at the Pudong harbor front.

### Putting Yourself in Another’s Shoes

However, Ng also emphasizes that opportunities do not exist in individual industries. However, if businesses are willing to study consumer behavior by putting themselves in the shoes of those they serve and obtaining a good grasp of their tastes, opportunities are everywhere. He takes hair products as an example. The shampoo brand *head & shoulders* used to be rather popular in Hong Kong, but its foray into the Chinese Mainland, specifically Shanghai, was met with failure. The reason was that the people of Shanghai had different needs. “It was after a survey that we learnt that Shanghai women like to keep their hair long. They want hair products to bring them silky and flowing hair, and that is why the key message of *head &*

*shoulder* – dandruff removal – was not met with positive response.” Concluding his experience, Ng believes that the market is ever-changing and that there is no such thing as a “formula of success” for a business or product. The harsh reality of the market is: the slightest lapse of attention will cost you your clientele.

### Unique Competitive Edge of Hong Kong

What the market gives, the market takes – it is a simple rule that all businesses understand. One’s own insights are often insufficient in grasping market trends. This is why companies hire brand consultants who apply scientific analysis through team work, based on which professional advice is offered aiming to tame this beast called the “market”. “Brand doctor” Ng made his name in Hong Kong, and later set out to help “diagnose” Mainland companies. He found out that while Mainland businesses are often flushed with capital, they are not necessarily uncultured parvenus as many would believe. “My experience is that they are quite receptive to professional opinions.” He even points out that many businesses on the Mainland still regard their Hong Kong counterparts as superior, which is why they do pay heed to what Hong Kong experts have to say.

Ng continued by pointing out that for local businesses, the positive and long-standing image of Hong Kong as an international metropolis presents an intangible yet invaluable asset. The presence of Hong Kong business on the Mainland can offer the sense of vogue much sought-after by the Mainland middle class. Also, compared to Mainland businesses who seek immediate nation-wide presence, Hong Kong investors tend to proceed with caution. Ng considers this an edge of Hong Kong businesses. He is confident that Hong Kong businesses intending to explore the middle-class clientele on the Mainland will be able to flourish, provided that they can accurately gauge the market and keep to their traditional strengths – be pragmatic and steadfast. 🌀

# 初創企業備受青睞

香港作為全球最自由經濟體，向來是創業營商的首選地。商務及經濟發展局局長蘇錦樑認為，香港的創業生態環境十分成熟和完善，培養出不少極具潛力的初創企業，備受各方投資者的關注，使香港成為創業家進軍國際市場的最佳平台。

**近**年本港初創企業如雨後春筍般湧現，蘇錦樑援引數據指出，現時共有1,065間初創企業在共用工作空間內營運，合計聘用2,381名員工，當中超過一半初創企業由本地人創辦。

## 國際品牌銳意培育

蘇錦樑表示，現時不少國際知名企業競相培育初創企業，正是因為看好初創企業富於創意，以破格思維應用新科技，改變傳統經營模式，將嶄新技術轉化為更具競爭力的產品和服務。他們最終可透過培育初創企業提升整體競爭力，進一步鞏固並擴大市場份額。

一些國際品牌如寶潔 (P&G)、聯合利華 (Unilever) 及億滋 (Mondelez) 等大企業早已開創嶄新的創業培育模式，主動向初創企業提供資金及支援，並讓其使用企業內部的實驗室設施。蘇錦樑指出，本港亦有類似例子，如友邦保險去年曾推出名為 AIA Accelerator 培育計劃，選出八間初創企業來到香港，協助加速發展他們的業務。另外，Google 早於 2013 年亦與香港中文大學合作，推出創業培訓計劃。

## 初創企業嶄露頭角

事實上，本港的一些初創企業已嶄露頭角，蘇錦樑便以 GoGoVan 為例，

說明香港初創企業如何開啟成功之門。他介紹，GoGoVan 的三位共同創辦人都是海外留學回流香港，開發了一個 P2P 模式（點對點技術）的貨車對接服務平台，與超過 20,000 輛登記貨車及 74,000 多名司機合作。GoGoVan 採用的手機程式與傳統召車模式不同，透過電腦運算並由司機自行回覆訂單，實現由召車到回覆客戶時間由過去長達半小時，大幅縮短至半分鐘。開業短短一年多，GoGoVan 已處理超過 100 萬宗交易，總交易金額逾一億港元。

在蘇錦樑看來，GoGoVan 是利用科技結合傳統工業而成功突圍的例子，為物流和運輸業帶來新局面。他亦勉勵年輕人要學懂從失敗中學習，“創業者要具備從錯誤中學習經驗的能力，才有機會成功。”

## 物聯網發展迅猛

隨着智能穿戴式裝置等科技產品逐漸走入日常生活，“物聯網”概念亦慢慢為人熟悉，亦是不少初創企業踏足商界的切入點。物聯網可看作是互聯網的延伸，利用互聯網將傳感器、控制器、人和物等連在一起，最終形成人與物、物與物相聯，實現信息化、遠程管理控制和智能化的網絡。蘇錦樑指出，物聯網是近年眾多新興行業中發展較快的行業，並將以驚人的發展速度融入各行各業，為人類生活帶來更多便利。

因應物聯網機遇，蘇錦樑認為香港具有得天獨厚優勢。一方面，香港具備完善電訊網絡，不只擁有先進的電訊基礎設施，還能以吸引價格提供各類高效率又可靠的服務；另一方面，香港背靠南中國生產基地，對從事生產及設計智能可穿戴設備的企業而言，可謂十分省時和便捷。

## 初創企業需各界支持

除了香港固有創業和營商的有利環境外，蘇錦樑認為，初創企業還需要各界提供配套措施加以扶持，如種子基





現時本港共有 1,065 間初創企業在共用工作間營運。  
There are currently 1,065 start-ups operating in shared offices in Hong Kong.

金、商務發展支援、推廣平台及持續投資等。他舉例說，投資推廣署曾開展大型推廣活動 StartmeupHK，積極宣傳香港作為全球初創企業樞紐的優勢，吸引創新和具潛力的初創企業來港開業，同時亦吸引不少國際級天使投資者和風險投資基金注視以香港為基地的企業。

他還特別提及，政府在今年預算案中亦推出一系列支援初創企業措施，包括香港科技园公司會預留 5,000 萬元設立“科技企業投資基金”，以配對形式投資園內的初創企業等。蘇錦樑希望，透過各類支援措施能夠切實改善本地初創企業生態環境，配合香港經濟高增值發展的大方向，促進本地產業多元化，從而推動工商業界持續發展。



Google 早於 2013 年亦與香港中文大學合作，推出創業培訓計劃。  
Google cooperated with CUHK to implement the start-ups training program early in 2013.



## Start-ups are Widely Sought After

As the world's freest economy, Hong Kong has always been the preferred place for starting up and doing business. **Gregory So, Secretary for Commerce and Economic Development**, believes that as Hong Kong's very mature and sound ecological environment for entrepreneurship has nurtured many promising start-ups, it has attracted wide attention from investors and enables Hong Kong to become the best platform for entrepreneurs to enter the international market.



GoGoVan 已處理超過 100 萬宗交易，總交易金額逾一億港元。  
GoGoVan has processed more than 1 million transactions with a total transaction value of more than HK \$ 100 million.

**S**tart-ups have mushroomed in Hong Kong in recent years. Citing data, So noted that there are currently 1,065 start-ups operating in shared offices, employing a total of 2,381 people.. Among these start-ups, more than half are founded by locals.

### International Brands are Keen to Nurture Start-ups

So said that many internationally renowned companies are in competition with one another to nurture start-ups. This precisely is because they are optimistic that start-ups' bountiful creativity will enable them to move away from the traditional business model and

think out of the box to transform new technologies into products and services that are more competitive. Ultimately, through nurturing start-ups, these international companies can enhance their overall competitiveness to further consolidate and expand their market share.

Some international brands such as Procter & Gamble, Unilever and Mondelez have already created a new business incubation model to proactively provide funding and support to start-ups, as well as allowing these start-ups to use their internal laboratory facilities. So pointed out that there are similar cases in Hong Kong. The AIA Accelerator incubator programme is one example. Under the programme, launched last year, AIA selected eight start-ups to help accelerate their development. Another example is the entrepreneurship training programme rolled out by Google in collaboration with the Chinese University of Hong Kong in 2013.

### **Startups are Gaining Attention**

In fact, a number of start-ups in Hong Kong have stood out from the crowd. Citing GoGoVan as an example, So explained how start-ups in Hong Kong

are opening the door to success. He elaborated that the three co-founders of GoGoVan, having returned to Hong Kong after completing their studies abroad, developed a service platform to connect vans with customers based on the peer-to-peer (P2P) technology. Via the platform, they have partnered with more than 20,000 registered vans and about 74,000 drivers. GoGoVan's mobile app is different from traditional app for booking vehicles. Its app is computer-operated and enables drivers to respond directly to orders themselves, thus significantly shortening the time between booking of vehicles and responding to customers from half an hour in the past to as little as half a minute now. Started operation just over a year ago, GoGoVan has so far processed more than one million transactions, with total transaction value exceeding HK\$100 million.

To So, GoGoVan is a successful example of combining technology with traditional industries, enabling it to open up a new dimension in the logistics and transport industries. He also encouraged young people to learn from failure: "Entrepreneurs must have the capacity to learn from the experience of making mistakes in order to stand a chance to succeed."

### **Internet of Things is Developing Rapidly**

As technology products such as smart wearable devices gradually enter our everyday life, the Internet of Things (IOT) concept has not only become familiar to people, but also is the entry point for many start-ups to set foot in the business sector. So explained that IOT may be seen as an extension of the Internet. Linking sensors, controllers, people and things together

via the Internet, it eventually forms a computerized, remotely controlled and intelligent network connecting people with things, and things with things. He noted that among the many emerging industries, the IOT industry has developed rapidly in recent years, and will integrate with various industries at an alarming rate to bring more convenience to our daily lives.

So believes that Hong Kong's unique strengths will enable it to capitalize on the opportunities arising from IOT. On the one hand, Hong Kong has a sound telecommunications network, which not only boasts an advanced telecommunications infrastructure, but also is able to provide various kinds of highly efficient and reliable services at competitive prices. On the other hand, Hong Kong is backed by South China as

a production base, which is really time-saving and convenient for businesses engaged in the production and design of smart wearable devices.

### Start-ups Need Community Support

In addition to Hong Kong's inherent entrepreneur- and business-friendly environment, So believes that start-ups need support measures from all sectors, such as seed funding, business development support, marketing platform and sustained investment. As an example, he said that Invest Hong Kong has launched the StartmeupHK Venture Programme, a large-scale promotional event, to actively promote Hong Kong's strengths as a global hub for start-ups. It not only attracts innovative and high-potential start-ups to operate in Hong Kong, but also draws

the attention of many international angel investors and venture capital funds to Hong Kong-based enterprises.

In particular, he mentioned that the Government has also launched several measures in this year's Budget to support start-ups. For instance, the Hong Kong Science & Technology Parks Corporation will earmark HK\$50 million to set up a technology corporate venture fund for co-investment in start-ups located in the park. So hopes that the various support measures can effectively improve the local ecological environment for start-ups, aligning with Hong Kong's general direction of high value-added economic development to promote local industrial diversification. This will lead to sustainable development of the business community. 

# 上海自貿區 迎來港滬合作新里程

上海正致力於2020年基本建成國際級的經濟、金融、貿易及航運中心，預視“四個中心”及上海自貿區擴建等將帶動有關的專業及配套服務的需求，香港具備商務、物流、金融等產業優勢，可積極配合上海的經濟建設，彼此互利共贏。

**香**港向來是上海的最大外資來源地。根據香港特別行政區政府駐上海經濟貿易辦事處（駐滬辦）主任鄧仲敏介紹，截至2014年，香港在上海的投資項目累計23,976個，合同金額1,164.8億美元。2014年香港在滬主要投資領域包括金融、房地產及批發零售業。

## 駐滬辦擔當橋樑角色

因應內地與香港日益緊密的經貿關係，駐滬辦於2006年9月正式成立，主要職能包括加強服務區域（上海、江蘇、浙江、安徽和山東）的聯繫和溝通；促進內地與香港在經貿和其他範疇的交流與合作；加深內地民眾對香港的認識；以及為在內地遇上困難的香港居民提供實務協助。

鄧仲敏表示，駐滬辦一直透過各種形式致力推動港滬經貿合作，並與香港的商會組織以及香港貿易發展局及旅遊發展局等機構緊密合作，積極參與和支持他們籌辦的經貿活動。駐滬辦也擔當橋樑角色，一方面向香港主要工商團體適時通報區內最新經貿政策、法規和措施；另一方面也會收集當地香港企業對法規的意見，適當地向內地相關部門反映。

## 把握自貿區擴建機遇

上海自貿區掛牌以來，備受香港工商界重視，截至今年2月底，累計有2,585家香港企業落戶自貿區，佔外資企業的31%。目前上海正積極籌備自貿區擴建部署，鄧仲敏認為，隨着上海自貿區進一步擴充，可為在內地發展的香港企業提供更便利的營商環境和更廣闊的拓展空間，其中本港現代服務業亦可配合自貿區開放的經濟發展模式。

因應自貿區不斷發展，鄧仲敏強調，駐滬辦亦積極協助港企掌握商機，密切留意自貿區的最新政策及收集統計數據，適時向業界發放最新資訊。駐滬辦也樂於協助香港各商會及團體考察上海自貿區，如今年3月本會會長楊釗便連續第二年率團訪滬，與中央政治局委員、上海市委書記韓正會面，鄧仲敏亦參與會面，共同商討上海自由貿易試驗區發展等議題。

## 金融合作前景佳

去年正式啟動的滬港通標誌着滬港金融合作的新里程。鄧仲敏表示，滬港通是一個互惠互利的合作計劃，促進雙方股票市場互相開放，不但有助內地資本項目逐步開放及人民幣國際化的進程，同時鞏固和提升香港作為國際金融中心及離岸人民幣業務中心的地位。

鄧仲敏續指，滬港金融合作向來是兩地一個重要課題。她舉例說，香港財經事務及庫務局一直與上海有關部門緊密聯繫，討論共同關注的金融議題，如滬港通的落實情況、加強兩地跨境人民幣業務、證券、期貨及保險業方面的合作，以及深化兩地金融人才培訓和交流等。

鄧仲敏認為，上海自貿區將是推動滬港金融合作的重要平台，有利促進跨境人民幣業務和金融中介服務的發展，並鼓勵港商加強與上海企業的對接及聯繫，通過自身的經驗和人脈，



積極拓展在滬商機，同時協助內地企業透過香港走向國際，達致雙贏。

除了上海自貿區和金融方面的合作，剛剛在四月圓滿完成的滬港經貿合作會議第三次會議，香港特區政府商務及經濟發展局、財經事務及庫務局和公務員事務局分別與上海政府有關部門簽署協議，確認滬港兩地在10個

範疇、27個專案措施方面的合作，其中涉及金融、商貿、科技發展及創業產業等，都與兩地的持續發展息息相關。這也顯示了滬港兩地合作內容多樣化、多層次和多方向的特點，有利於為國家、香港和上海締造“三贏”的局面。👉

## Shanghai FTZ Ushers in a New Era of HK-Shanghai Cooperation

Shanghai is focused on basically developing itself into world-class economic, financial, trade and shipping centres by 2020. These “four centres” and the expansion of the Shanghai Free-Trade Zone (FTZ) are expected to drive the demand for relevant professional and support services. With its strengths in the business, logistics and finance industries, Hong Kong can actively support Shanghai’s economic development in a win-win situation.

**H**ong Kong has always been the biggest source of foreign investment for Shanghai. According to **Victoria Tang, Director of the Hong Kong Economic and Trade Office in Shanghai (SHETO)**, as of 2014, Hong Kong had a total of 23,976 investment projects in Shanghai, with total contract value amounting to US\$ 116.48 billion. In 2014, the main areas of Hong Kong’s investment in Shanghai include finance, real estate, wholesaling and retailing.

### SHETO Plays a Bridging Role

Formally established in September 2006 in response to the increasingly close economic and trade relations between the Mainland and Hong Kong, the SHETO’s main functions include strengthening the ties and communications among the service areas (Shanghai, Jiangsu, Zhejiang, Anhui and Shandong); promoting communications and cooperation between the Mainland and Hong Kong in economic, trade and other areas; deepening the Mainlanders’ understanding of Hong Kong; and providing assistance to Hong Kong residents who encounter difficulties in the Mainland.

Tang said that the SHETO has always been committed to promoting trade and economic cooperation between Hong

Kong and Shanghai through various approaches, and is working closely with Hong Kong’s chambers of commerce and organisations such as the Hong Kong Trade Development Council and Tourism Board by actively participating and supporting the economic and trade activities organised by them. The SHETO also serves as a bridge: on the one hand, it briefs the major business groups in Hong Kong on the latest regional economic and trade policies, regulations and measures in a timely manner; on the other hand, it collects the views of Hong Kong enterprises operating in Shanghai on the local regulations to provide appropriate feedback to the relevant Mainland authorities.

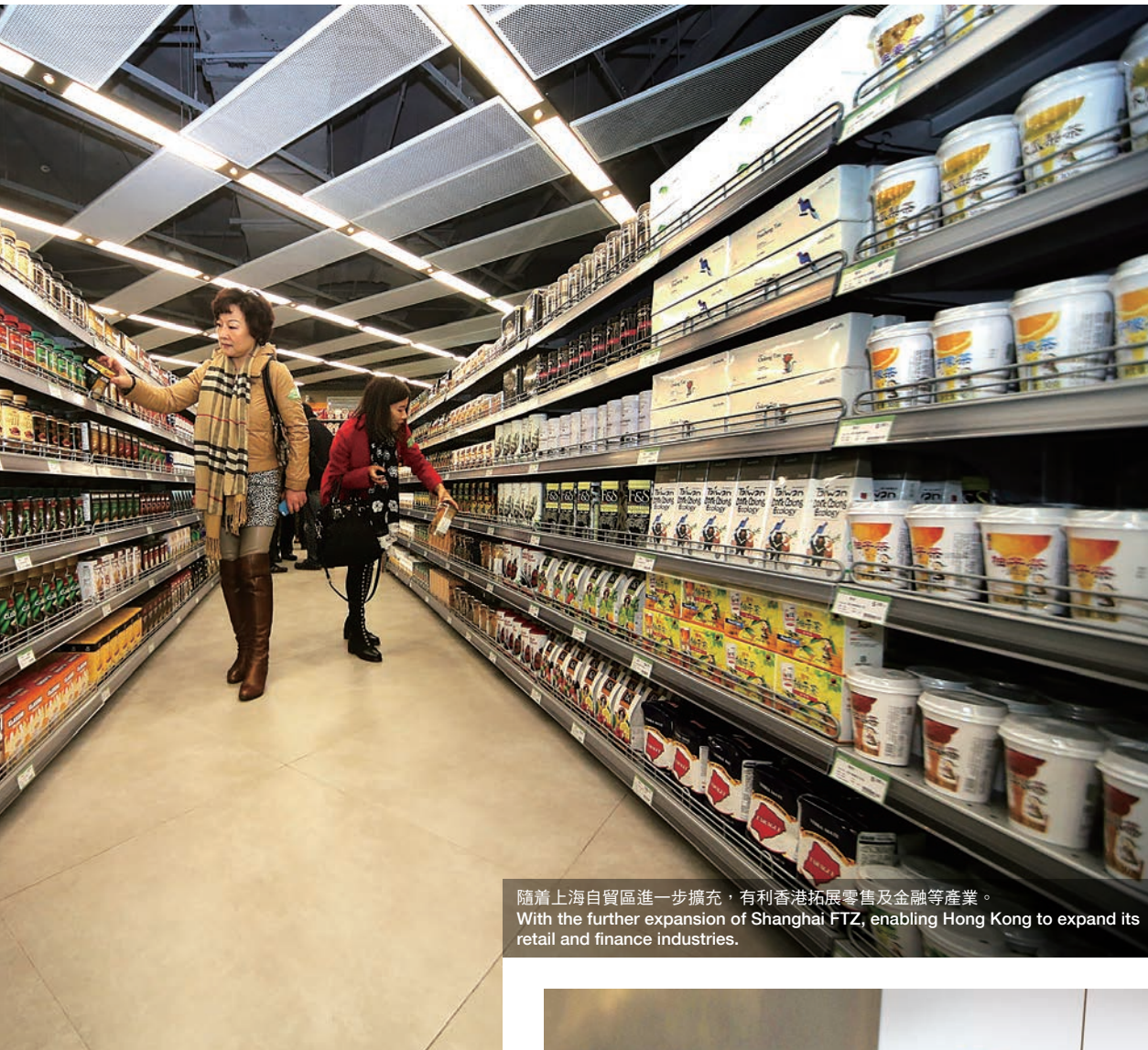
### Capture Opportunities Arising from FTZ Expansion

Since its unveiling, the Shanghai FTZ has attracted increasing attention from the Hong Kong business community. As of end-February this year, there were a total of 2,585 Hong Kong enterprises set up in the FTZ, representing 31% of all foreign-funded enterprises. Currently, Shanghai is actively preparing for expanding the FTZ. Tang believes that the further expansion of the FTZ can provide a more convenient business environment and broader development space for Hong Kong enterprises operating in the Mainland. Among them,



Hong Kong’s modern services can also support the FTZ’s mode of open economic development.

In response to the FTZ’s continuous development, Tang stressed that the SHETO also actively assists Hong Kong enterprises to capture business opportunities by closely monitoring the FTZ’s latest policies and collecting statistics in order to disseminate the latest information. The SHETO is also pleased to assist Hong Kong’s chambers of commerce and groups to visit the Shanghai FTZ for first-hand observation. For instance, in March this year, the



隨着上海自貿區進一步擴充，有利香港拓展零售及金融等產業。  
 With the further expansion of Shanghai FTZ, enabling Hong Kong to expand its retail and finance industries.

Chamber's Chairman Charles Yeung, led a delegation to visit Shanghai for the second consecutive year to meet with Han Zheng, a member of the Political Bureau of the CPC Central Committee and Secretary of the CPC Shanghai Municipal Committee to discuss issues such as the development of Shanghai's free trade experimental zone. Tang also attended the meeting.

**Good Prospects for Financial Cooperation**

Officially launched last year, the Shanghai-Hong Kong Stock Connect



marks a new era for financial cooperation between Shanghai and Hong Kong. Tang said that the Stock Connect is a mutually beneficial cooperation scheme to open up the respective stock markets of Shanghai and Hong Kong to each other, which will not only help the gradual liberalisation of the Mainland's capital accounts and internationalisation of the RMB, but also consolidate and enhance Hong Kong's status as an international financial centre as well as an offshore RMB business centre.

Tang added that financial cooperation between Shanghai and Hong Kong has always been an important issue for both places. For example, she said that Hong Kong's Financial Services and the Treasury Bureau has been in close contact with Shanghai's authorities to discuss the financial issues of mutual interest, such as the implementation

status of the Shanghai-Hong Kong Stock Connect, strengthening of cooperation on cross-border RMB business, securities, futures and insurance, and deepening of training and exchanges of financial personnel in both places.

Tang believes that the Shanghai FTZ will be an important platform for driving financial cooperation between Shanghai and Hong Kong, which is beneficial to cross-border RMB businesses and financial intermediary services, and encourages businesses in Hong Kong to strengthen their connection and ties with businesses in Shanghai, actively tapping the business opportunities in Shanghai through their own experiences and contacts, while assisting the Mainland enterprises to go global through Hong Kong, thus achieving a win-win situation.

In addition to the Shanghai FTZ and financial cooperation, at the third session of Hong Kong, Shanghai Economic and Trade Cooperation Conference successfully held in April, the HKSAR Government's Commerce and Economic Development Bureau, Financial Services and the Treasury Bureau and Civil Service Bureau respectively signed agreements with the relevant departments of the Shanghai Municipal Government. Cooperation between both places in 10 areas and 27 specific has been affirmed. It covers the finance, trade, technology development and creative industries, which are all closely related to the sustainable development of both places. It also shows that cooperation between Shanghai and Hong Kong is diversified, multi-level and multi-directional, a form of cooperation that will help the country, Hong Kong and Shanghai to create a "win-win-win" situation. 🔄





## 國產大飛機年底衝上雲霄

本會常董、中銀國際英國保誠資產管理公司董事長 謝湧海

過去大型飛機的研發和生產由歐美國家獨佔鰲頭，隨着國家綜合實力增強及國策支持，中國自主研製大型飛機技術日趨成熟，未來可望在飛機製造的市場分一杯羹，並有助推動新材料、先進動力等高新技術產業發展，成為中國經濟的新增長點。

**前**不久，我隨中總訪滬代表團參觀“中國商用飛機設計研究院”，彭小忠副院長全程陪同，並介紹了中國國產大飛機光輝而又艱難的成長之路，他還帶領我們實地參觀了C919的模擬機和鐵鳥。臨別時，彭小忠希望香港的企業家們抓住國產大飛

機的商機，收購海外飛機零部件研製機構和生產廠商，為國家的航空事業作出新貢獻。

### 國產大飛機現狀

目前，世界上只有七個國家和地區自主研製大型飛機。美國波音公司和歐

洲空客公司只生產150個座位以上的商用飛機，是全球自主研製大型飛機的第一梯隊。第二梯隊來自巴西航空工業集團和加拿大的龐巴迪商用飛機公司。它們避開與波音和空客的競爭，專門研製80至130座位的商用飛機。另外三個有能力自主研製大型飛機的國家是澳洲、日本和俄羅斯。相比之下，俄羅斯研製能力較強，歷史悠久。但受政治影響，俄羅斯“閉門造車”，與美歐制定的適航安全標準不一致，得不到國際認可。

中國早在1970年開始了一項代號為708的大飛機工程，並在10年後研製出“運10”飛機。這是中國第一架按美英適航條例設計的國產飛機。但由

於種種原因，80年代中期該項目被迫下馬。

2007年，國務院決定重新啟動大飛機工程。2008年5月，中國商用飛機有限責任公司在上海成立，並制定了三步走的發展戰略。第一步研製70至100座級的商用飛機，其中第一款為ARJ21-700翔鳳客機，以積累經驗。ARJ21-700是一款完全按照國際適航標準研製的渦扇噴氣支綫客機，今年下半年將在上海航空、深圳航空、成都航空等的內陸航綫上正式投入商業飛行。

第二步是在ARJ試驗的同時，研製真正意義上的大飛機——C919。目前，168座的C919飛機已經進入總裝階段，計劃今年底進行首飛。

C919是最受歡迎的支幹綫機型，中國商用飛機公司已接獲450架C919的訂單。根據預測，C919進入市場後，

總銷量有望達到2,000架次左右，這將開啟一個十億美元規模的市場。此外，研究院已開始研發雙通道寬體商用客機，該項目有可能與俄羅斯合作，即第三步戰略。

### 國產大飛機的國產率高

從1985年中國採購第一架空客飛機起，空客公司就開始向中國外包飛機零部件生產和大部件製造。目前，成都飛機公司（成飛）已成為空客後機門的全球兩家供應商之一，並承擔A320機頭主要部件的製造；瀋陽飛機公司（瀋飛）是A320應急門的全球唯一供應商；西安飛機公司（西飛）是A320機翼提供者；上海飛機公司（上飛）負責製造A320貨機艙門隔框；哈爾濱飛機公司（哈飛）與空客在飛機複合材料製造方面的合作處於業界前沿水平。從上述不難看出，中國生產C919水到渠成：成飛製造機頭；中航飛製造機身；西飛製造機翼，發動機來自美國通用與法國CFM公司合

資生產的LEAP-XIC，中國商用飛機公司計劃2020年後使用國產發動機；航電系統由中航工業與美國通用公司各佔50%股權的合資公司提供，飛機部分內飾更是來自香港公司。

C919較波音737和A320還有明顯優勢。(1) C919機頭側面只用兩塊擋風玻璃，更具流綫型，減少阻力，節省能源；(2) C919大量採用複合材料，減少飛機的重量，並有效降低機艙噪音20%；(3) C919的碳排放較同類飛機減少50%；(4) 機艙內座位和通道，以及行李箱更寬敞舒適；(5) 中國的採購成本和製造成本低於外國同行業，具明顯的價格優勢。

大型飛機是現代製造業的尖端，必將拉動中國新材料、現代製造技術和裝備、先進動力、電子技術、自動控制、計算機等高技術產業發展，也勢必帶動中國各項基礎學科實現重大突破。🚀

## Homegrown Passenger Aircrafts to Take off by Year End

### Tse Yung-hoi, Standing Committee Member of the Chamber, Chairman of BOCI-Prudential Asset Management Limited

Development and production of large passenger aircrafts used to be dominated by European countries and the U.S. As the integrated strengths of our homeland grow and with the support of national strategies, native Chinese technology in developing and producing large airliners is also increasingly mature. China is well-positioned to take a share of the aircraft production market in the near future. The industry will help promote the development of high-tech sectors such as new materials and advanced power, enabling these to become new growth points in the Chinese economy.

Not too long ago, I joined the Chamber's delegation to Shanghai and visited the Center of Commercial Aircraft Corporation of China. Deputy Director Peng Xiaozhong accompanied us throughout the visit and told us about the glorious yet difficult evolution of Chinese homegrown large passenger aircrafts. Director Peng also showed us the flight simulator of C919 and the actual plane. Before bidding our farewells, Director Peng said that he hoped Hong Kong's entrepreneurs would seize the business opportunities on homegrown planes and acquire the overseas R&D institutes and production plants for aircraft parts and components, so as to make new contribution to the country's aviation industry.

### Current Circumstances for Homegrown Large Passenger Aircrafts

At the moment, only seven countries or locations are developing their own



large passenger aircrafts. The Boeing Company of the US and the Airbus Group of Europe are only producing commercial aircrafts with 150 seats or above. They form the first echelon of the world's independent manufacturers of large passenger aircrafts. The second echelon comprises of Embraer S.A. of Brazil and Bombardier Aerospace of Canada. They keep themselves away from direct competition with Boeing and Airbus, focusing their development on commercial aircrafts with 80 to 130 seats. Australia, Japan and Russia are three other countries that are capable of developing and producing their own large passenger aircrafts. Comparatively speaking, Russia is stronger in development and manufacturing as it has a longer history in doing so. However, with politics in play, Russia is only making planes behind closed doors. As the airworthiness standards of their products differ from those established in Europe and the U.S., Russian planes are not internationally recognized.

As early as in 1970, China had begun a large passenger aircraft project with the

code name "708". The "Y-10" plane was developed and produced 10 years later. It was China's first homegrown plane designed according to the airworthiness regulations of the U.S. and the U.K. However, the project was forced to be abandoned in the mid-1980s because of various reasons.

In 2007, the State Council decided to re-launch the large passenger aircraft project. In May 2008, Commercial Aircraft Corporation of China, Ltd. (COMAC) was founded in Shanghai, and a three-step development strategy was formulated. The first step, as a step for experience accumulation, was to develop and produce commercial aircrafts with 70 to 100 seats, and one of these was ARJ21-700 Xiangfeng passenger jet. ARJ21-700 is a turbofan powered regional jet that was developed and manufactured in full compliance with international airworthiness standards. The model is officially entering commercial aviation service on the domestic flights of Shanghai Airlines, Shenzhen Airlines, and Chengdu Airlines, etc. in the second half of this year.

The second step is concerned with the development and manufacturing of C919 – an actual large passenger aircraft, alongside ARJ's flight-testing. At the moment, the 168-seat C919 has entered final assembly stage, and its maiden flight has been scheduled to take place by the end of this year.

C919 is one of the most popular regional jetliners. COMAC has already received 450 orders for C919. It is estimated that the total volume of sales will reach about 2,000 when C919 becomes commercially available. The volume will open up a sizeable market that is worth USD 100 billion. In addition, the research institute has already begun developing wide-body (also known as "twin-aisle") commercial passenger airliners. The project may be conducted in collaboration with Russia, marking the third step of the strategy.

### Homegrown Large Passenger Aircrafts are Highly Domestic

Since China purchased its first airbus plane in 1985, the Airbus Group has begun outsourcing its production of

aircraft parts and components, as well as the manufacturing of large parts to China. Currently, Chengdu Aerospace Corporation (CAC) has become one of the two international suppliers for the rear passenger doors of airbus planes and the manufacturer of main parts of A320's nose section. Shenyang Aircraft Corporation (SAC) is the one and only supplier for A320 emergency exit doors. Xi'an Aircraft Company (XAC) supplies A320 with the fixed trailing edges on wings; Shanghai Aircraft Manufacturing Factory (SAMF) produces aircraft cargo door frames for the A320 family. The collaborated composite manufacturing between Harbin Aircraft Industry Group (HAIG) and Airbus is industry-leading. It is therefore not difficult to see from the above that China's production of C919 happens naturally without extra efforts: CAC creates the nose; AVIC Aircraft Co., Ltd. produces the plane body; XAC

makes wings, while the engines, LEAP-XIC, are produced by the joint venture of General Electric of U.S. and the French CFM. COMAC plans to use homegrown engines after 2020. The avionics systems are provided by a 50-50 joint venture of Aviation Industry Corporation of China and General Electric of the U.S. Some of the interior finishes have even come from a Hong Kong company.

C919 has obvious advantages over Boeing 737 and A320. (1) the side of the C919 nose only requires two pieces of windshield glass, meaning it is much more streamlined, and both resistance and energy consumption are reduced; (2) C919 makes use of large quantities of composite materials. The aircraft's weight is reduced and the cabin noise is effectively lowered by 20%; (3) C919 has a 50% smaller carbon footprint comparing to same type airliners; (4)

seats, aisles and overhead luggage bins inside of the cabin are much wider, which can surely make passengers more comfortable; (5) the relevant procurement and production costs in China are lower than that of other countries, thus giving homegrown planes an obvious price advantage.

Large passenger aircrafts represent state-of-the-art technology in modern manufacturing. It will provide traction to the development of various high-tech industries in China, including new materials, modern production technology and equipment, advanced power, electronics technology, automated control, computing, etc. It will also provide momentum to ground-breaking achievements in different fundamental subject areas in China. 🚀



## 本港社會經濟發展仍待振興

立法會功能界別商界（第二）議員 廖長江

整體而言，今年《財政預算案》（撥款條例草案）是三年以來最好及最全面的一份，不但兼顧基層需要，支援中產力度之大亦是近年少見。雖然仍未能完全紓解中產的怨氣，但亦切實減輕了中產的一些壓力，值得一讚。

### 籌劃未來 值得支持

**根** 據港大民調市民對《預算案》的滿意度，亦創下五年內的新高。《預算案》貫徹了《施政報告》的施政理念，為多項政策提供財政支援，而且內容務實審慎。

面對外圍經濟波動、人口老化等結構性問題，財政司司長為香港成立“未來基金”，積穀防飢，有助於應付與

日俱增的長遠財政承擔，具前瞻性，所以值得支持。

### 抓緊“一帶一路”機遇

《預算案》在籌劃本港經濟長遠發展方面，確實是有進步的，不但着墨比以往多，更提出不少措施獲得到相關業界的認同。例如，在金融業方面，政府投放資源大力培訓金融人才，尤其在保險和資產財富管理的專才等。

隨着國家開展“一帶一路”戰略及設立“亞投行”，《預算案》更能抓緊這些千載難逢的新機遇，我希望特區政府能夠加快研究，盡快找出香港為這些重要國策能扮演的哪些角色，並擬定相關的發展策略，讓相關的業界及人才可按此做好準備，及時出擊，從而更好發揮香港的優勢，能為香港帶來更多發展機遇。

## 未能加促經濟多元化

不過，《預算案》對於打破現有經濟發展的樽頸，以推動產業多元化方面，卻仍然強差人意，未有對香港經濟的傳統優勢正被不斷被侵蝕的情況，作出全盤剖析及提出針對性的對策。

財政司司長向傳媒解釋《預算案》時，曾提及現時香港對外貿易的依存度是 GDP 的 344%，遠高於美國的 30%，香港可算是排在世界前列。但與此同時，香港的轉口貿易正因競爭力不足而下降，情況實在令人關注。但很可惜，亦未見政府公開交代有何對策，希望當局日後詳加解說日後如何應付。

## 須輸入外勞 扶助中小企

今年《預算案》對中小企的困境作出了積極的回應，包括：延長“中小企融資擔保計劃”的特惠措施；同時又為“中小企業市場推廣基金”注資，提高每個項目的資助上限，以及擴大“中小企業市場推廣基金”的資助範圍等。

然而，中小企目前仍然面對人手短缺及租金高企等問題，都極待政策措施協助解決。在人手短缺方面，現時本港已經是全民就業，但從外地輸入香港的勞工只有二、三千人，佔總勞動人口的 0.1%。

我歡迎《預算案》提出要認真考慮輸入勞工，而勞顧會已經在商談細節，希望盡快可以達到共識及落實有關的政策措施，確保本港有足夠的勞動力來利便經濟的長遠發展。與此同時，當局除了積極覓地建屋外，亦不應該忽略規劃足夠的土地作工商業發展。

此外，當局亦應加強協助提升中小企的競爭力，特別是研究為中小企提供促進產業創新與研發發展的扶助計劃，向業界提供對研發投資的扣稅額，並且為中小企業的創新與轉型發展提供全面支援，讓作為本港經濟骨幹的中小企能夠健康發展。

## “派糖”宜三思

但是《預算案》在推動社會經濟發展方面，仍嫌力度不足。其實以特區政府現時傲視全球的財政狀況，理應加大投資，為本港長遠的經濟發展打好基礎，可惜最後政府卻只顧“派糖”，則未免過於短視。“派糖”雖有正面意義，可緩解民困，但只能夠產生短期的效用，實際上對於香港的長遠經濟發展不會有所幫助。

再者，公共資源畢竟有限，不能永無止境地“派糖”，否則當局一直預計公共財政將會出現結構性財政赤字，若只加大力度“派糖”，兩者是否存在矛盾呢？特區政府一直面對深層次矛盾，貧富懸殊問題惡化，市民大眾

一直未能分享到經濟成果，“派糖”對這些結構性問題是無補於事。

要徹底解決這些問題，政府應該趁外圍經濟疲弱這個絕佳時機，善用盈餘，增加投資未來，推動長遠經濟發展，促進多元經濟，“做大個餅”，加快經濟轉型，才能令整體社會得益，為社會帶來新希望。🔗

如對上文內容有任何意見，歡迎向廖長江議員反映。

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# Hong Kong in Great Need of Robust Socio-Economic Growth

## Martin Liao, Legislative Council Member, Commercial (Second) Functional Constituency

Overall speaking, this year's *Budget* (Appropriation Bill) is the best and the most comprehensive one of these past three years. Not only has it taken care of our grass root citizens, support to the middle class is also the strongest in recent years. Although the grievances of the middle class are yet to be fully mitigated, the proposed measures do help alleviate certain pressure amongst the class and therefore, deserve a round of applause.

## Planning for the Future – A Move Worth Our Support

According to findings of a public opinion poll conducted by the University of Hong Kong, the satisfaction level of Hong Kong citizens towards the *Budget* registered a record high of the past five years. The *Budget* has echoed to the policy initiatives of the *Policy Address* with supportive financial

provisions for implementation many of which are pragmatic and prudent.

Amidst fluctuations in the external economy and local structural issues such as an aging population, the Financial Secretary is setting up the “Future Fund” as a measure to lighten the increasingly heavy financial burden over the long run. It is a forward-looking move and deserves our support.

### Seizing Opportunities from “One Belt and One Road”

Improvements are also evident in the *Budget* in terms of planning for Hong Kong's long term development. Not only do we see a stronger presence of the subject in the *Budget*, but also a number of industrially-recognized measures being proposed. For example, the government will be investing resources to strengthen the training of financial talents for the financial industry, in particular on insurance and wealth management professionals.

The *Budget* is also seizing the once-in-a-millennium opportunity as China rolls out the “One Belt and One Road” strategy and establishes the Asian Infrastructure Investment Bank. I do hope that the HKSAR government can expedite its research work and identify the role of Hong Kong in these important national strategies as soon as possible. Relevant development strategies should be formulated, such that the industry and Hong Kong people could get well-prepared accordingly and take the necessary actions in a timely manner, better exerting Hong Kong's advantages and bringing more opportunities for the territory.

### Economic Diversification Awaits Stepping-up

However, the *Budget* is still far from satisfactory in breaking down the existing bottlenecks in economic development to promote economic diversification. We do not notice any attempt of a comprehensive analysis in view of the continuously eroding traditional edges of the Hong Kong economy, nor has it raised tactics to address these fading strengths.

When the Financial Secretary explained to the press about the *Budget*, he mentioned that at present, Hong Kong's degree of dependence on foreign trade equals 344% of the GDP, which is much higher than 30% in the U.S. In other words, Hong Kong tops the list in this respect. However, at the same time, Hong Kong's entrepot trade has been declining because of its lack of

competitiveness. The situation does give out a clear signal for our grave concerns. Unfortunately, the Government has stayed on mute with the problem. We do hope that the authorities could explain in details how to deal with this in future.

### Import of Labor Necessary to Assist SMEs

The *Budget* has responded positively to the predicament of SMEs. The application period for the special concessionary measures under the SME Financing Guarantee Scheme has been extended, and new funds are injected into the “SME Export Marketing Fund” to increase the maximum funding support for each project and expand the scope of beneficiaries.

SMEs are, however, still facing shortage of manpower and soaring rents; they are in dire needs of supportive policies and measures to help alleviate their plights. In terms of manpower shortage, Hong Kong is at present registering full employment. There are only about 2,000 - 3,000 employees imported from overseas, which accounts for about 0.1% of the entire working population.

I welcome how the *Budget* proposes to seriously consider importing manpower, and details are being discussed at the Labour Advisory Board. We are looking forward for a consensus and relevant policies and measures to be rolled out as soon as possible to ensure sufficient manpower supply to meet with the long term economic development. While the Authorities are actively identifying residential land, they should also bear in mind that adequate land should be made available for commercial and industrial development.

Furthermore, the authorities should also put more efforts into sharpening the edges of SMEs. In particular, they should research into assistance plans that promote industrial innovation and scientific researches in SMEs, provide tax deductibles on research investments for the industry, and offer comprehensive support to the innovation and

transformation development for SMEs, such that this pillar of Hong Kong's economy can gain healthy development.

### Think Twice Before Handing out Giveaways

The *Budget* has not done enough to drive our socio-economic development. In fact, with the Government's world-leading fiscal strength, it has every reason to augment its investment, so as to create a solid foundation for the long term economic development of Hong Kong. Unfortunately, the Government has been too short-sighted and pre-occupied with handing out giveaways. Despite the merits of alleviating citizens' financial hardship it is short-lived and cannot make substantial impacts on economic development of Hong Kong in the long run.

Moreover, as public resources are scarce, giveaways cannot be infinite. Giving out sweeteners is contradictory to the Government's objective to solve structural deficits in public finance. The HKSAR Government has always been facing deep-rooted conflicts – wealth inequality is worsening, and the general public is yet to share the fruits of economic prosperity. Giveaways are not at all helpful in tackling these structural contradictions.

To resolve these problems from their roots, the Government should leverage on the golden opportunity of a weak external economy and make good use of its huge budget surplus to increase its investment for the future; it should drive long-term economic development and promote diversification in our economy. Only by baking a bigger pie can the Government accelerate economic transformation, boost economic growth and generate new hopes to the entire society to benefit from its fruits. 🍷

Should you have any comments on the article, please feel free to contact Mr Martin Liao.

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## 留住這時光

蘇彰德  
Douglas So

對攝影稍有涉獵者，聽到“F11”自會想到光圈級數。有人說，這光圈不大，適合用來拍夜景，表現深度和緩慢感。一家博物館，若以此攝影術語命名，相信也是出於一份對舊日時光的緬懷。

**跑**馬地予人感覺西化，但區內也不乏極富中國色彩的街名：例如載德街，長度雖短，名字卻蘊含了中華文化“厚德載物”的大義；附近的毓秀街，頌讚地方鍾靈毓秀，名字本已雅緻得叫人一步三徘徊。能有一所博物館座落於此，更使街名顯得名副其實。

### 滿載回憶的快活谷

香江廣廈千萬間，F11 攝影博物館兩年前選擇於毓秀街11號落腳。該處原為一座身負80載歲月的三層住宅，被香港古物古蹟辦事處評為第三級歷史建築。攝影既是一門留住時光的藝術，以古蹟為之襯托，可謂合適不過。然而，F11 攝影博物館創辦人、

香港大學副校長蘇彰德卻直言，這一切原屬無心插柳。

“香港的歷史建築不是一般‘樓盤’，無法說買就買。”蘇彰德回憶，最初壓根兒沒有辦博物館的宏願。他說，自小在大坑長大，後來又碰巧在馬會做事，跑馬地的大街小巷，到處都盛





載了他的回憶。毓秀街的一片地，當然他也留下數不清的足印。所以當初決定購入博物館現址，純然是為了一份情意結。他日要作何用，概念還是相當模糊。

### 來自北歐的啟示

只想不到一次丹麥旅行，竟玉成了蘇



為求保留古蹟原貌，小至門鉸也一絲不苟。蘇彰德指，此“蝴蝶鉸”香港今已難覓，只能到內地訂造。  
To preserve the original charm of the historical building, painstaking attention is paid to even the smallest details, such as door hinges. According to So, it is impossible to get this “butterfly hinge” in Hong Kong nowadays. It has to be custom-made on the Mainland.



◀ 蘇彰德認為，學攝影要多觀摩名家作品。對於這幀法國攝影大師布烈松的名作《跳躍的瞬間》，他讚口不絕。  
So thinks it is important to learn from the works of renowned photographers. He is full of praise for *The Jumping Moment* by French master Henri Cartier-Bresson.

▼ 為紀念“徠卡之父”奧斯卡·巴納克，徠卡發源地德國韋茨拉爾的一條街道便以其命名。蘇彰德找來這塊貨真價實的街道牌，懸於徠卡相機展廳外。  
In memory of Oskar Barnack the creator of Leica, a street in Leica's place of origin Wetzlar is named after him. So managed to find this authentic street sign. It now sits above the Leica gallery entrance.



彰德與博物館的緣份。據他說，當時他與家人遊覽位於哥本哈根的藝術與設計博物館，沒想到這由非官方機構營辦的博物館，也可以如此有聲有色。“記得那椅子展覽，已教我和家人流連忘返。”念念不忘，必有迴響。步出了博物館的大門，一脈來自北歐的靈光，也跟隨蘇彰德回到香港——既然自己熱愛攝影，鍾情收藏徠卡相機，何不認真地將心中所愛公諸同好？

### 日以繼夜 傾注熱誠

愛因斯坦說：“興趣是最好的老師。”蘇彰德自言，當初燃起辦博物館的熱情後，隨之而來是驅之不散的誠惶誠恐：“因為涉足愈深，就愈發現自己無知，益發硬着頭皮要向專家們虛心討教。”結果，由加固建築結構到內外裝潢設計，每星期都利用工餘與團隊開會，事必躬親，每至黃夜亦在所不辭。“有一趟遇上八號風球，建築師家住西貢，怎也無法為他張羅的士！”

這些狼狽經歷，今天在蘇彰德口中道出，盡成可堪回味的小韻事。用心經營的背後，除了興趣，除了情意結，還有一份使命感。一處地方的價值，除了經濟指標外，近年還流行比較“軟實力”。在蘇彰德眼中，香港面積雖小，卻蘊含無窮文化資產。他希望透過保育舊建築，開設私人性質的博物館，但求盡一己之力，為香港增添一個吸引外人前來的理由。

### 千金難買心頭好

“像兵馬俑那類展覽，須靠官方組織才有望成事。但以私人興趣為主題的小型博物館，在外國其實比比皆是。”蘇彰德認為，大型博物館固然有存在價值，但小型博物館勝在焦點集中，特色更易彰顯。籌辦有道者，甚至足以代表城市。比如克羅地亞薩格勒布就有“失戀博物館”，收集世界各地失戀者捐贈的“愛情遺物”，藉以向每一段失諸交臂的戀情好好憑弔。這

份帶着心碎的創意，幾年前獲授予“歐洲最具創意博物館獎”。

擁有跑馬地一幢舊宅竟不拆卸改建，蘇彰德不諱言，在有些人眼中這等於有錢不賺，非常不智。但他覺得保育價值難以用金錢衡量，而且一路走

來，焚膏繼晷，廣結善緣，他賺回了金錢買不到的知識和友誼。他以蘋果前執行總裁喬布斯的名言“求知若渴，虛懷若谷”自勉：“活到老，學到老，別要畏懼新事物。”正如他，從零開始創立一所攝影博物館，本以為留住時光，誰知也展示了將來。🔗

## 儒雅君子話攝影



去年徠卡 60 周年，這部 M60 是特製的紀念版相機，全球限量 600 部。此機刻意模仿有“永恆經典”之稱的型號 M3，蘇彰德將它放在了在展廳的當眼處。他說，除了太太所贈的 M6 外，最喜歡的就是 M3。

Leica launched this special edition M60 last year to celebrate the brand's 60th anniversary. Only 600 pieces are available worldwide. The design is based on the all-time icon M3. So has reserved a prominent spot in the gallery for this model. He says M3 is his second favourite next to the M6 given to him by his wife.

蘇彰德新任港大副校長，雖然自謙沒有教育經驗，但聽他親自介紹 F11，數據、資料信手拈來，如數家珍，活脫是一派學者風範。“我們這裏，是 80 年代電影《行錯姻緣路》的拍攝場地呢！”整個訪問，聽着他談心頭好，笑容可掬如一，使人覺得他與攝影這段姻緣路，明顯沒有行錯。

在一所給徠卡新舊相機簇擁的展覽廳中，問他最喜歡的是哪部？答曰：“當然是太太所贈的那部！”蘇太當年餽贈的 M6，是蘇彰德的首部徠卡，他強調直到今天依然在使用。這件珍藏中的珍藏，一如所料不在博物館。“抱歉，這部只能留守家中！”

此時，背景音樂恰巧是音樂劇《貓》的名曲《回憶》。“若靠近我，你就會明瞭快樂真諦。”曲末這兩句歌詞，大概足以成為這次訪談的一道精美附註。



## Capturing Time

Anyone reasonably familiar with photography would associate “F11” with an aperture value. This aperture is optimal for night scenes, and it’s ideal for showing depth and slowness. When a museum calls itself F11, chances are the name was chosen for nostalgic reasons.

**H**appy Valley, a seemingly westernized local district, has many streets with refined Chinese names. One example is Tsoi Tak Street. With only two words the name expresses the traditional Chinese virtues of self-discipline and social commitment. Another example is Yuk Sau Street which comes from an idiom about places endowed with fine

spirits. With such an elegant name, the street makes you want to linger and discovery more. Now that a museum joins the neighbourhood, the street really lives up to its name.

### Happy Valley Memories

Amongst thousands of buildings in Hong Kong, F11 Photographic Museum

chose 11 Yuk Sau Street for its address two years ago. This 80-year-old three-storey residential house has been named a grade III historic building by the Antiquities and Monuments Office. Photography itself is an art that captures time; it makes every sense to pair it with a heritage building. However, **Founder of F11 Photographic Museum** and

**HKU Pro-Vice-Chancellor Douglas So** says the whole thing was totally unintended.

So says, "Historical buildings in Hong Kong are not ordinary properties on offer. You can't just buy one that pleases your eyes." Looking back, he says starting a museum was never his dream. Having grown up in Tai Hang and later worked for the Jockey Club, he has fond memories of Happy Valley. He knows every little corner of the district and Yuk Sau Street surely has a lot of his footprints. He bought the building purely for sentimental reasons and had no definite plan for its future use. The whole idea was very vague then.

### Nordic Inspiration

Unexpectedly, a trip to Denmark led to his destined founding of the museum. According to So, he visited Design Museum in Copenhagen with his family and they were pleasantly surprised by the impressive collections of this NGO-operated museum. "The exhibition of chairs alone kept my family members and I there for hours," says So. That unforgettable experience motivated a plan. He left Design Museum and took



## Photography — Love of A Refined Gentleman

So was recently appointed Pro-Vice-Chancellor of the University of Hong Kong. A modest man, he says he has no experience in education, but his scholarly flair is evident when you listen to his recount of setting up F11. Itemizing data and information accurately, he is familiar with every detail. He says, “Our building was the filming location of the 80’s movie *Wrong Wedding Trail*.” Throughout the interview, he talks about his passion with a contented smile. Apparently, his wedding with photography is anything but wrong.

In a gallery where many new and old Leica cameras are showcased, I ask him to pick his favourite. Without any hesitation, he says, “The gift camera from my wife.” The M6, a gift from Mrs So all those years ago, was his first Leica. He stresses that he is still using the camera now. For that reason, this best of the best is not included in the museum collection. “I’m sorry. It must remain at home.”

Just then, I hear music in the background. It is *Memories* from *Cats* the musical. The last lyric line — *If you touch me, you’ll understand what happiness is* — sums up our lovely chat today.

the Nordic inspiration back to Hong Kong. As a photography enthusiast with a personal collection of Leica cameras, he toyed with the idea of sharing his prized possessions with the public.

### Tireless Efforts and Endless Passion

Einstein said, “Interest is the best teacher.” So admits that his passion for founding a museum was soon followed by fear and trepidation. “The deeper I ventured into the project, the more ignorant I felt. I had to seek advice from the experts modestly.” So it turned into a long journey of tireless efforts. He had to see the project team after work every week to discuss building structure reinforcement, interior and exterior design and everything in between. Personally involved in every aspect of the project, he was prepared to work through the night whenever necessary. “There was one time when typhoon signal no. 8 was up. No matter how hard we tried, there was no way to get a taxi for the architect lived in Sai Kung.”

Reminiscing now, these moments of distress have become memorable episodes. Putting his mind to making the museum a success, So is driven by a love of photography, affection,

and a sense of mission. The value of a place can be measured by economic indicators. It can also be gauged by “soft power”, a set of criteria popular in recent years. So feels that Hong Kong has numerous cultural assets despite her modest size. By conserving old buildings and founding a private museum, he hopes to do his part to create another reason for tourists to visit Hong Kong.

### Things That Money Can’t Buy

“Exhibitions like the Terracotta Army would not be possible without the

support of official bodies, yet small thematic museums for personal hobbies are very common overseas.” So feels that while large museums have their value, small ones are highly focused and perfect to showcase special characteristics. Well curated small museums can be icons of their home cities. There is a museum dedicated to broken relationships in Zagreb, Croatia, that collects “love legacies” donated by people whose love affairs have failed. These exhibits testify to numerous relationships that did not have a happy ending. This museum based on heart-broken creativity was awarded the most innovative museum in Europe a few years ago.

Owning an old building in Happy Valley without tearing it down for redevelopment, So admits that some people would think he is refusing money and very unwise. However, he feels it is hard to measure conservation value with money, and during the long and strenuous process of developing the museum he has earned knowledge and friendship that money cannot buy. He motivates himself with a quote from the late Apple CEO Steve Jobs: Stay hungry. Stay foolish. “Learning is a lifelong process. We must never be afraid of new things.” He is a fine example indeed. Founding a museum from scratch, his original idea was to capture time, but inadvertently he has also revealed the future. 🌀





## 支持政改 利港發展

Supporting Political Reform for Well-being of Hong Kong

“保普選 反暴力大聯盟”舉辦“保民主 撐政改 反拉布 做選民”簽名活動，於各區收集市民簽名。本會相信香港政制能向前邁進，必定比原地踏步好，盼望立法會議員聆聽工商界和社會主流意見，以理性務實態度，支持政改方案順利通過。為響應活動，本會於中總大廈地下大堂設立簽名站，收集近2,000個簽名。

隨後本會聯同其他六大商會公佈早前就“行政長官普選辦法”具體方案向屬下會員收集意見的調查結果。當中逾九成支持方案，相信有利本港經濟與社會持續穩定發展。(9-17/5、21/5)



**T**he Alliance for Peace and Democracy organized a signature movement for supporting political reform. Believing that it is better for our constitutional system to move forward than to stand still, the Chamber expects the LegCo Members can more clearly listen to business sector and the mainstream opinions on the implementation of constitutional reform and to support it in a pragmatic manner. To support the signature movement, the Chamber set up a signature point at its lobby and nearly 2,000 signatures has been collected.

Later, in collaboration with six major chambers of commerce in Hong Kong, the Chamber announced the members' survey results regarding their views on the specific constitutional package for selecting the Chief Executive by universal suffrage. It had over 90 percent of respondents agreeing the reform package. They believe that it offers favorable conditions to underpin the continuous and stable development of Hong Kong's economy and social well-being. (9-17/5, 21/5) ↻





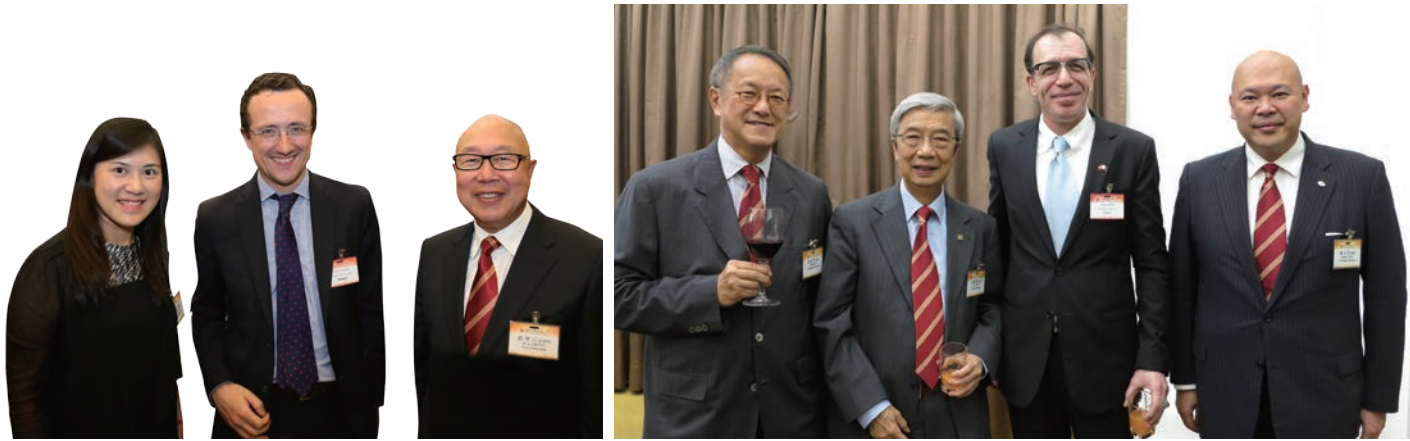
## 多國領事 聚首一堂 Consuls Mingled at CGCC Cocktail Reception

**本**會連續第15年舉行領事酒會，與各國駐港領事館、外國商會聯誼。今年近100位駐港領事及商務參贊、商會代表及嘉賓蒞臨酒會，包括外交部駐港特派員公署副特派員宋如安、商務及經濟發展局局長蘇錦樑及中聯辦經濟部副部長張夏令。本會會長楊釗、副會長莊學山和王國強、永遠榮譽會長陳有慶、霍震寰和陳幼南及對外事務委員會主席范仁鶴亦有出席，本會永遠名譽會長蔡冠深致歡迎

辭。當晚氣氛輕鬆愉快，各國領事、商會代表與本會成員及本港企業家把酒言歡，在談笑間增進友誼。(20/5)

**F**or the 15th year in a row, the CGCC Cocktail Reception was held for the Chamber to enhance its friendship with foreign consuls, trade commissioners and entrepreneurs. This year's reception was participated by around 100 foreign consuls or trade commissioners, representatives from foreign chambers





of commerce in Hong Kong and other guests. Among the guests were **Song Ruan**, Deputy Commissioner of Office of the Commissioner of the Ministry of Foreign Affairs of the PRC in the HKSAR; **Gregory So**, Secretary for Commerce and Economic Development Bureau; and **Zhang Xialing**, Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR. The Chamber's

**Chairman Charles Yeung**, Vice-chairmen **H S Chong**, **Wong Kwok-keung**, Life Honorary Chairmen **Robin Chan**, **Ian Fok** and **Ian Chan**, External Affairs Committee Chairman **Philip Fan** also attended. The Chamber's Permanent Honorary President **Jonathan Choi** delivered the welcome address. In the event, the guests exchanged and chit-chatted with the Chamber's members and local entrepreneurs in a relaxing atmosphere. (20/5) 🍷



## 中博會探討鄂港合作機會

Expo Central China 2015 Explores Wubei-Hong Kong Cooperation Opportunities

**由**會長楊釗及副會長王國強率領代表團，一行約20人前赴武漢，出席第九屆中國中部投資貿易博覽會。國務院副總理汪洋、湖北省委書記李鴻忠、商務部副部長鍾山、中部六省省長等分別於開幕式上發表演講。

湖北省副省長甘榮坤接見代表團，就進一步加強鄂港合作交流意見。代表團亦分別拜會湖北省政協常務副主席范興元、湖北省委統戰部常務副部長盛國玉等領導，增進相互了解，探討合作。(18-20/5)

**L**ed by Chairman Charles Yeung and Vice-chairman Wong Kwok-keung, the Chamber organized a 20-person delegation to attend the Expo Central China 2015 at Wuhan. Vice Premier of State Council Wang Yang, Secretary of CPC Wubei Provincial Committee Li Hongzhong, Vice-Minister of Commerce Zhong Shan and Secretaries of Six Provincial Committees of Mid-China have addressed in the opening ceremony respectively.

The delegation was received by Vice Governor of Wubei Gan Rongkun. Views towards Hong Kong's cooperation with Wubei were exchanged during the meeting. To enhance mutual understanding and to explore cooperation opportunities, the delegation has also met with Executive Vice Chairman of Wubei Provincial Committee of CPPCC Fan Xingyuan and Executive Deputy Director of United Front Work Department of CPC Wubei Provincial Committee Sheng Guoyu. (18-20/5) 📍





## 加強兩岸四地文創合作

Strengthening Cultural and Creative Cooperation of Cross-Strait Four Regions



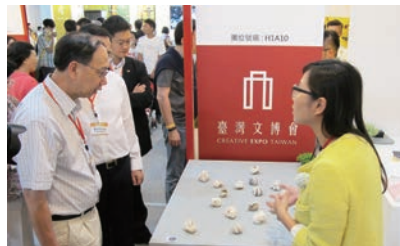
本會文化產業委員會及港台事務委員會日前組團前往台灣考察，拜訪海峽交流基金會董事長林中森、台北市文化局局長倪重華、台灣工商協進會理事長林伯豐等，共同探討兩岸四地文化創意產業的發展和合作

機遇。團員亦參加位於松山文創園區及華山1914文創園區的“台灣文博會”，並參觀台灣設計館及當地文創企業“學學文創志業”，就台灣創意人才培育作深入交流。

考察團由本會副會長曾智明，文化產業委員會主席鍾瑞明、副主席司徒源傑及港台事務委員會主席李文俊率領，團員包括本會會董、會員及香港經濟貿易文化辦事處代表等約20人。(2-4/5)



林伯豐（右三）  
Liu Por-fong (third from right)



and cooperation opportunities of cultural and creative industries among cross-strait four regions. Members also participated in Creative Expo Taiwan located at Songshan Cultural & Creative Park and Huashan 1914 Creative Park, visited Taiwan Design Museum and the local cultural and creative enterprise, "XUE XUE INSTITUTE", and had in-depth communications about nurturing creative talents of Taiwan.

**T**he Chamber's Cultural Industries Committee and Hong Kong-Taiwan Affairs Committee organized a creative and cultural mission to Taiwan. The delegation visited **the Chairman of the Straits Exchange Foundation Lin Join-sane, Commissioner of Department of Cultural Affairs, Taipei City Government Ni Chung-hwa, and Chairman of CNAIC Lin Por-fong**, among others, to discuss development

The delegation was led by **the Chamber's Vice-chairman Ricky Tsang, Cultural Industries Committee Chairman Chung Shui-ming and Vice-chairman Szeto Yuen-kit**, and **Hong Kong-Taiwan Affairs Committee Chairman Raymond Lee**, around 20 persons in total with committee members, members and representatives from Hong Kong Economic, Trade and Cultural Office. (2-4/5) 📍



## 開心活力賀端陽

### Dragon Boat Festival Party with Happiness and Energy

**本**會“愛心行動”假香港會議展覽中心舉辦“開心活力賀端陽”活動。勞工及福利局局長張建宗及常任秘書長譚贛蘭、前扶貧委員會社會參與專責小組副主席紀文鳳、香港會議展覽中心董事總經理梅李玉霞應邀出席，並聯同本會會長楊釗及副會長莊學山一起擔任主禮嘉賓，與近300名精神復康人士享用豐富自助午餐、欣賞歌唱及魔術表演。大會更向參加者派發應節糰子和愛心福袋，預祝端午佳節。

“愛心行動”及旭日集團更特別準備10,000隻糰子贈予全港各個復康機構及院舍，並於活動上舉行送贈儀式。此外，本會亦向慷慨捐助“愛心行動”的會員頒發感謝狀，以示表彰。(31/5)

**T**he Chamber's "We Care • We Share" Campaign hosted a Dragon Boat Festival gathering at Hong Kong Convention and Exhibition Centre. Invited to officiate the event were: **Secretary for Labour and Welfare Matthew Cheung** and **Permanent Secretary Annie Tam**, former Vice-Chairman of the Societal Engagement Task Force of the Commission on Poverty **Leonie Ki**, Managing Director of HKCEC **Monica Lee-Müller**, together with the Chamber's Chairman **Charles Yeung** and Vice-chairman **Chong Hok-shan**. They joined to enjoy the lunch buffet, singing performance and magic show with nearly 300 ex-mentally ill persons, who were also given rice dumplings and gift packs as greetings of coming Dragon Boat Festival.

As a highlight, the Chamber's "We Care • We Share" Campaign and Glorious Sun Group prepared 10,000 rice dumplings for rehabilitation organizations and centres in Hong Kong and the donation ceremony was held during the activity. Meanwhile, the Chamber also delivered certificates of appreciation to some of the sponsors. (31/5) 📌





## “愛心之歌” 短片比賽傳遞關愛精神

Video Contest for “We Care • We Share” Campaign  
Theme Song Promotes Caring Spirit

**本**會“愛心行動”日前舉行“愛心之歌”短片創作比賽頒獎禮，頒發獎項予16隊得獎隊伍，表揚他們的出色表現。勞工及福利局局長張建宗應邀擔任主禮嘉賓，本會會長楊釗、副會長莊學山、愛心行動委員會主席何志佳及副主席孫大倫、會員聯絡委員會主席李應生、文化產業委員會

副主席司徒源傑、著名歌星林子祥、作曲家陳雋騫、著名導演楊紫燁及黃修平、香港青年協會 M21 媒體空間總監莫漢輝、香港知專設計學院講師李智健及多位嘉賓應邀出席，與獲獎團隊分享創作感受和獲獎喜悅。全部參賽作品及獲獎名單可於 <https://m21.hk/reg/cgcc/award.php> 瀏覽。(25/4)





**T**he chamber successfully held the award ceremony of “We Care·We Share” Campaign Theme Song Video Contest, during which 16 winning teams were awarded for their prominent performances. **Secretary for Labour and Welfare Matthew Cheung** was invited to officiate at the ceremony. **The Chamber’s Chairman Charles Yeung, Vice-chairman H S Chong, the “We Care · We Share” Committee Chairman Nelson Ho and Vice-chairman Dennis Sun, Liaison Committee Chairman Tommy Li, the Cultural Industries Committee Vice-chairman Szeto Yuen-kit of the Chamber** were joined by, among other guests, renowned singer **George Lam**, composer **Phoebus Chan**, film directors **Ruby Yang** and **Adam Wong**, **Media 21 Director James Mok**, and **Hong Kong Design Institute Lecturer Ken Lee**, to share the creative feelings and joys with winning teams. All the entries and the list of winners can be browsed at the following website (<https://m21.hk/reg/cgcc/award.php>). (25/4) 📱







## 資助大專生赴內地深度體驗國情

### Sponsorship for Tertiary Students' Mainland Internship

**本**會今年再度撥款220萬元，資助本港十間專上院校舉辦共15項交流計劃。450名大學生將親赴內地，透過參與貿易、金融服務、醫療及法律等多個領域的交流實習，了解國家最新發展情況。

“香港中華總商會大學生實習交流計劃2015”早前舉行啟動儀式，由本會會長楊釗、教育局局長吳克儉、中聯辦青年工作部副部長李薊貽、本會副會長馬忠禮、榮譽會長林廣兆，以及

教育資助委員會主席陳智文，聯同各院校的校長、副校長、學生事務處處長及主任、學生等逾200人，共同揭開交流活動序幕。(12/5)





**T**his year the Chamber's Intern Exchange Program for Tertiary Students offered HK\$2.2 million to sponsor 15 projects of ten local tertiary institutions. Under the program, 450 tertiary students will be sent to the Mainland for internship. Through placement in sectors including trading, financial, medical and legal services, the students are expected to have better understanding about the country's latest development.

The kick-off ceremony of the program was held earlier. **The Chamber's Chairman Charles Yeung, Secretary for Education Eddie Ng, Deputy Director-General Li Jiyi of Youth Department of Liaison Office of Central Government in HKSAR, the Chamber's Vice-chairman Lawrence MA, Honorary Chairman Lam Kwong-siu, as well as Chairman Steven Tan of the Education Funding Committee** were joined by presidents, vice-presidents, academic registrars and other officials from the institutions, as well as the participating students, to mark the launch of the program. (12/5) 📍



四川省省長魏宏（左）表示，香港已成為四川最大的境外投資來源地。因此，四川非常注重與香港工商界的合作，願為港商提供良好的投資環境。希望港商更多參與四川的經濟建設，期望雙方充分發揮各自優勢，進一步擴大合作領域，互利共贏。（8/5）

**Wei Hong** (left), **Governor of Sichuan Province**, said that Hong Kong has been the most important outbound investment source of the Province. Thus, Sichuan has paid much attention to cooperate with Hong Kong business sector and is willing to create favorable investment environment. He hopes Hong Kong businesses could be more eager to take part in Sichuan's construction of economy. It is expected that the two cities would maximize their strengths in order to expand the scope of cooperation for mutual benefit.



**1.** 廣東省委統戰部副部長郭漢毅（左）（19/5）

Guo Hanyi (left), Vice Minister of the United Front Working Department of Guangdong Provincial Committee of PRC

**2.** 上海市青浦區區長夏科家（左五）（15/5）

Xia Kejia (fifth from left), Chief of Qingpu District of Shanghai

**3.** 江蘇省淮安市委書記姚曉東（左）（20/5）

Yao Xiaodong (left), Secretary of CPC Committee of Huaian of Jiangsu Province

**4.** 貴州省委統戰部副部長王茂愛（左三）（6/5）

Wang Maoai (third from left), Vice Minister of the United Front Working Department of Guizhou Provincial Committee of PRC

**5.** 江西省贛州市政府辦公廳副主任郭瀾（右三）（7/5）

Guo Lan (third from right), Deputy Director of General Office of Ganzhou Municipal Government of Jiangxi



**6.** 廣州市人大制度研究會會長楊武（右四）（24/4）

Yang Wu (fourth from right), Chairman of Society for Theoretical Research on the System of People's Congresses of Guangzhou

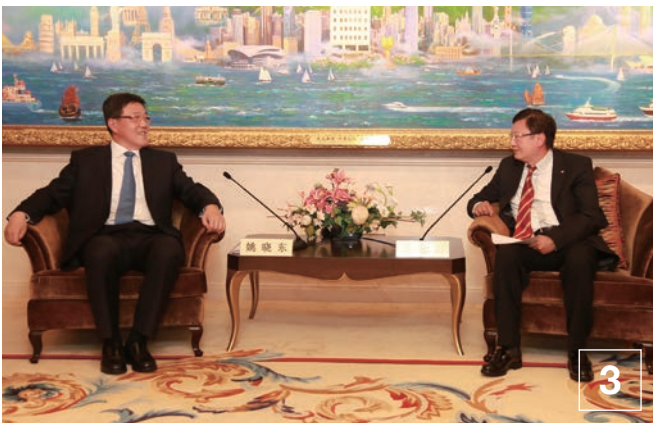
**7.** 廣州商業總會會長荀振英（左二）（14/5）

Xun Zhenying (second from left), Chairman of Guangzhou General Chamber of Commerce

**8.** 商務及經濟發展局局長蘇錦樑（前排左四）（11/5）

Gregory So (fourth from left, front row), Secretary for Commerce and Economic Development

# 接待嘉賓 Reception of Guests



1. 青委會與15家青年團體合辦，基本法推廣督導委員會工商專業界工作小組協辦“基本法與社會繁榮穩定”座談會，邀請香港基本法澳門基本法研究會會長王振民蒞臨演講，並聯同基本法委員會委員譚惠珠主持交流環節，與本港工商界青年深入探討基本法。(16/5)

With assist from Industrial and Business Professional Group of Basic Law Promotion Steering Committee, the Youth Committee partnered with 15 youth organizations in organizing “Prosperity and Stability of the Society with Basic Law” Seminar.

**Chairman of Hong Kong Basic Law and Macau Basic Law Research Association Wang Zhenmin** was invited to be the speaker, and to officiate the sharing session with **Maria**



**Tam, Member of the HKSAR Basic Law Committee**, in order to further explore the *Basic Law* with the youth from local business sector.

## 會員活動 Members' Activities



2. 青委會舉辦“Green Monday — 推動可持續發展和綠色經濟”講座，邀請社會企業 **Green Monday** 創辦人楊大偉蒞臨演講，分享推動環保、低碳的生活模式，以及發展綠色經濟的心得。(20/5)

The Youth Committee held “Green Monday – Promoting Sustainable Development and Green Economy” seminar, inviting **David Yang, Founder of Green Monday**, to share his view on environmental friendly and low-carbon lifestyle, as well as his experience on developing green economy.

3. 本會七區聯絡處合辦廣西賀州3天團，遊覽賀州黃姚古鎮、姑婆山國家森林公園等當地景點，團員並於首晚欣賞土瑤風情表演，歡聚聯誼。(15-17/5)

The seven District Liaison Groups jointly organized a 3-day trip to Hezhou of Guangxi for visiting tourist attractions such as Huangyao Old Village and Guposhan National Forest Park. As a highlight, the tour enjoyed a show by Tuyao People in the first night of the trip.

