

# 商 睿

CGCC VISION

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## 港建亞洲首個 新型可持續金融平台

HONG KONG  
SETS UP ASIA'S FIRST  
NEW SUSTAINABLE  
FINANCE PLATFORM



供應鏈透明化  
創營運優勢

Supply Chain Transparency  
Creates Operational  
Advantages

健康環保新選擇 培植肉蓄勢待發  
Cultivated Meat is Just Around the Corner

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JAN 2021



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ID: CGCCHK  
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ID: CGCCINFO  
中總微信訂閱號

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### 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)

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Link-Up Design Ltd  
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### 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: HKD20



袁武  
YUEN Mo GBS, JP

# 樂觀應對 共迎新機

## EMBRACING THE FUTURE WITH OPTIMISM WELCOMING NEW OPPORTUNITIES IN SOLIDARITY

去年，新冠疫情席捲全球，香港經濟亦經歷了近20年來最嚴峻考驗。隨着疫苗面世，疫情可望得到紓緩，有助環球經濟在新一年扭轉頹勢，特別是內地嚴控疫情有顯著成效，去年經濟已見快速反彈，預期今年內地經濟將進一步錄得增長，為香港經濟復甦帶來重要支持。

### 果斷措施應對疫情

受疫情打擊，本港經濟嚴重受挫，航空、旅遊、酒店業更成為重災區。特區政府去年推出多輪防疫抗疫基金，支援多個受疫情嚴重影響的行業和人士，惟疫情影響廣泛，收緊社交距離、關閉處所等措施可能持續一段時間，期望當局考慮推出第三期“保就業計劃”，緩解企業部分營運壓力，避免出現大量結業潮和裁員潮。

面對疫情反覆，特區政府必須以更大決心，採取果斷措施，包括投放更多財政資源，擴大在社區層面進行病毒檢測，增加社區檢測中心，以及強制個別高危群組如醫務人員、食肆員工、護理人員和有較多確診個案的大廈群組接受檢測，盡快斷絕傳播鏈，讓市民生活回復正常。唯有在本地疫情明顯受控，甚至達到“清零”目標後，各項促進經濟的支援措施才能發揮作用，並落實內地與香港健康碼互認互通安排，盡快恢復兩地人員跨境往來，為香港經濟活動帶來積極的提振作用。

事實上，今年經濟很大程度取決於環球及本地疫情發展。特區政府即將展開疫苗接種工作，期望當局能做好為市民接種的配套預備及宣傳工作，確保接種計劃順利進行。長遠而言，特區政府應加強與內地互相配合防控疫情，善用內地抗疫經驗、豐富資源和制度優勢，擴大香港的病毒檢測和治療能力，同時加強培訓本地檢測人員，引入更多先進檢測技術和儀器，安排更多合適場地等，應對疫情可能出現的變化。

### 大灣區成發展關鍵

隨着疫苗開始在各地使用，相信疫情有望逐漸受控，加上

不少國家將推出振興經濟方案，為今年全球經濟重回正軌燃起希望。國家“十四五”規劃提出加快構建“國內國際雙循環”新發展格局，並深化粵港澳大灣區建設，將為香港經濟未來發展帶來龐大新機遇。港商可配合特區政府的市場推廣計劃，包括貿發局即將推出的一站式“GoGBA”平台，積極拓展內銷業務。香港更可充分發揮國際貿易樞紐優勢，強化作為連接內地與國際市場的中介角色，打造成為“雙循環”交匯點。

香港金融服務尤其可擴大在灣區城市的發展，推動特色金融產業，鞏固和提升國際金融中心的樞紐地位。粵港雙方更應加強科創合作，把香港高校和科研機構的基礎研究能力與大灣區高新技術產業的優勢緊密聯結起來，提升科技創新水平。

行政長官在新一份《施政報告》提出“大灣區青年就業計劃”和“大灣區青年創業資助計劃”，可為青年人帶來更多元化就業和創業機會。期望當局考慮進一步擴大對企業招聘青年的資助範圍，透過給予培訓資助和工資補貼，鼓勵企業招聘沒有工作經驗或專業技能較低的年輕人。

總括而言，預期疫情將繼續主導今年的經濟發展，而內地將繼續引領環球經濟復甦，香港應更好利用“一國兩制”優勢，重新定位，加快與內地融合，積極參與大灣區建設，服務國家所需，推動本港經濟邁向更多元化發展。

The year 2020 saw the world grappling with the COVID-19 pandemic, while Hong Kong's economy experienced the toughest challenges in nearly two decades. The arrival of the vaccine comes with the hope that the pandemic will be gradually brought under control, and the possibility of global economic recovery in the new year. In the Mainland, the painstaking effort to curb the spread of the coronavirus has proven to be a success, as reflected by the fact that the country's economy already bounced back last year. Further growth is expected for the Mainland economy in 2021, which will also fuel the recovery of Hong Kong's economy.

“香港應更好利用“一國兩制”優勢，重新定位，  
 加快與內地融合，積極參與大灣區建設，推動本港經濟發展。

*It is all the more important for Hong Kong to take advantage of the “One Country, Two Systems” principle to reposition itself and speed up integration with the Mainland. In particular, it should actively contribute to the development of the Greater Bay Area while continuing to promote development of the local economy.*”

### Resolute measures to cope with the impact of the pandemic

The COVID-19 pandemic has dealt a severe blow to the Hong Kong economy, with tourism-related industries including aviation, travel and the hotel sector hit the hardest. In response, the HKSAR government launched the Anti-epidemic Fund and rolled out several rounds of subsidies over the past year to help hard-hit industries and workers. Since the impact of the pandemic is extensive and that social distancing restrictions and closure of venues may need to stay in force for some time, we hope the authorities will consider launching the third tranche of the “Employment Support Scheme” to relieve some of the burden on businesses and prevent large-scale business closures and layoffs.

As long as the pandemic remains volatile, the HKSAR government must resolutely adopt all necessary measures to curb its spread. Particularly, it should earmark more resources to expand community testing, increase the number of testing centers, and make testing compulsory for high-risk groups such as medical workers, restaurant workers, caretakers and residents of buildings with a large number of confirmed cases, so as to stop the spread of the coronavirus at source and allow the public to get back to their normal life. In fact, the government’s measures aimed at economic recovery will take full effect only when the spread of the disease is contained, if not when a “zero case” scenario is achieved. The Hong Kong authorities should also implement the mutual recognition system for health codes with their Mainland counterparts, so that the movement of people between the two places can resume as soon as possible to boost economic activities in Hong Kong.

In truth, how the Hong Kong economy will turn out in the year ahead will likely be dictated by the development of the pandemic in not just Hong Kong but also around the world. While the HKSAR government is about to launch a vaccination program, we hope it will make all the essential preparations and ensure enough public awareness to facilitate the smooth implementation of the program. In the long run, it will be wise for the HKSAR government to work with the Mainland authorities in countering the spread of diseases, as the Mainland’s extensive experience, rich resources and sound systems can help to expand Hong Kong’s disease detection and treatment capabilities. It is equally important to train local personnel, introduce advanced testing technology and medical equipment, as well as identify suitable medical venues to cope with sudden challenges that may arise from the current pandemic.

### Development in the Greater Bay Area is key

As the vaccine is being applied across the world, it is hoped that the COVID-19 pandemic will slowly come under control. The economic revival policies implemented by various governments also spark hopes that the global economy will go back on track this year. For Hong Kong, the acceleration of the establishment of a “dual circulation” development pattern and intensified development of the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area) proposed under China’s “14th Five-year Plan” are expected to generate tremendous opportunities for its economy. The HKSAR government’s business promotion initiatives such as the one-stop “GoGBA” platform to be launched by the Hong Kong Trade Development Council will also help Hong Kong businesses to tap into the Mainland market. Leveraging its strength as an international trade hub, Hong Kong can consolidate its role as an intermediary between the Mainland and international markets to become a convergent point in the country’s “dual-circulation” strategy.

In particular, the financial sector can promote its unique services to other Greater Bay Area cities to further consolidate Hong Kong’s position as an international financial hub. Meanwhile, Hong Kong should step up cooperation with Guangdong in the area of innovation and technology, so that the basic research capabilities of Hong Kong’s higher institutions and research organizations can achieve synergy with the high-tech industry in the Greater Bay Area to raise the level of technological innovation in the region.

The “Greater Bay Area Youth Employment Scheme” and the “Funding Scheme for Youth Entrepreneurship in the Guangdong-Hong Kong-Macao Greater Bay Area” highlighted in the Chief Executive’s latest *Policy Address* are expected to create diverse employment and business opportunities for Hong Kong youths. We hope the authorities will consider expanding the scope of subsidies for companies, such as providing subsidies on training and salaries, to encourage businesses to hire low-skilled young people with little or no work experience.

In summary, the pandemic will, in 2021, continue to influence the course of the global economy, whose recovery will be driven by Mainland China. Under the circumstances, it is all the more important for Hong Kong to take advantage of the “One Country, Two Systems” principle to reposition itself and speed up integration with the Mainland. In particular, it should actively contribute to the development of the Greater Bay Area and serve the needs of the country, while continuing to promote diversification of the local economy. 

# 港建亞洲首個 新型可持續金融平台

## Hong Kong Sets Up Asia's First New Sustainable Finance Platform

全球正面臨着由全球氣候變化所帶來的挑戰，而可持續及綠色金融為公司提供選擇，透過“綠化”日常業務運作，以採取負責任的商業決策和行動。

The world is facing challenges posed by global climate change, and sustainable and green finance offers companies the option to take responsible business decisions and actions by “greening” daily business operations.



## 許淑嫻：港交所 STAGE 推動可持續及綠色金融發展

Grace Hui: HKEX's STAGE Promotes Sustainable and Green Finance Development



許淑嫻 Grace Hui



STAGE 為亞洲首個多元資產類別可持續金融產品平台。  
STAGE is Asia's first multi-asset sustainable financial product platform.

隨着市場對綠色及可持續發展投資的需求快速增長，香港交易及結算有限公司（下稱港交所）12月1日宣佈正式成立可持續及綠色交易所——STAGE。

STAGE 為亞洲首個多元資產類別可持續金融產品平台，支持全球不斷增長的可持續金融發展需求。香港交易所綠色及可持續發展金融主管許淑嫻指出，“我們希望透過設立 STAGE，提高綠色及可持續投資產品的知名度、流通、可用數據及透明度，支持亞洲可持續金融市場進一步增長。我們的最終目標是導引未來的資金流向可持續金融市場，支持本地市場朝着可持續發展方向轉型過渡。”

### 初期涵蓋 29 個相關投資產品

STAGE 平台設有網上產品資訊庫，推出之初涵蓋 29 個在香港交易所上市、由亞洲領先企業發行的可持續發展金融產品，包括公共事業、交通運輸、房地產發展以至金融服務等多個行業發行的可持續發展、綠色及轉型債券，以及 ESG（環境、社會及管治）相關的交易所產品。產品涵蓋範圍日後會逐漸擴大至香港及其他地區不同行業發行人、多資產類別。

發行人可在 STAGE 平台向投資者提供更多有關其可持續投資產品的資訊，促進相關資訊流通及提高訊息透

明度。許淑嫻續指，加入 STAGE 的發行人亦須就有關產品作更多的自願披露，例如所得款項用途報告、發行後的年度報告等，方便投資者更便捷掌握區域內有關可持續投資的可靠資訊。與此同時，這些資訊及數據亦可用作發行人為可持續項目籌集資金的衡量基準，有助可持續發展考量標準的規範化。

雖然目前全球可持續金融市場方面的投資約 30 萬億美元，亞洲的佔比不到 1%，但許淑嫻認為，隨着越來越多政府及相關政策的有力支持，亞洲區內可持續金融市場無論是在業務方面或投資方面都會有愈來愈大的影響力。

### 投資者看重 ESG 表現

許淑嫻提及，上市公司在 ESG 上的表現已是機構投資者在作出投資決策時的重要考慮因素，“一個結構完整且經過深思熟慮的 ESG 匯報方式，有助公司及投資者辨別個別業務的長短處，亦有助發現並減低 ESG 風險。公司在制定業務策略時，若能貫徹 ESG 原則，一旦遇上突如其來的轉變亦可更靈活應對。”

她舉例，新冠肺炎疫情打亂了市場運作，有些公司比過往更仔細檢查供應鏈，以確保營運模式穩固及可持續發展，“這種在供應鏈管理上融入 ESG

考量因素的做法，便是良好業務策劃及 ESG 準備工作的重要一環，幾乎適用於所有業務。”

許淑嫻表示，STAGE 將致力成為一個教育和宣傳平台，為市場提供容廣泛的個案資料、視頻、相關指引材料、研究報告及其他業刊物，加強參與者對可持續金融、可持續金融產品及 ESG 方面的知識。

As the market demand for green and sustainable investments grows rapidly, Hong Kong Exchange and Clearing Limited (HKEX) launched the Sustainable & Green Exchange (STAGE) on 1 December.

STAGE is Asia's first multi-asset sustainable investment product platform to support growing global demand for sustainable finance. “Through setting up STAGE, we want to support the growth of Asia's sustainable finance market by increasing awareness, accessibility, data availability, and transparency of green and sustainable investment products,” said **Grace Hui, Head of Green and Sustainable Finance of HKEX.** “Our ultimate goal is to channel future capital flows to sustainable financial markets and support the transition of local markets towards sustainability.”

### STAGE features 29 sustainable-themed investment products initially

As an online product repository, the STAGE

platform at launch features 29 HKEX-listed sustainable-themed financial products from leading Asian corporates. These products include sustainability, green, and transition bonds from issuers across a variety of sectors including utilities, transportation, property development and financial services, as well as ESG (Environmental, Social, and Corporate Governance)-related exchange traded products. The scope of the product repository will expand over time across asset classes and industries in Hong Kong and beyond.

Through STAGE, issuers can provide investors with more information on their sustainable investment products, facilitating information access and transparency. Hui added that issuers included on STAGE must provide additional voluntary disclosures on their sustainable investment products, such as use of proceeds reports and annual post-issuance reports, so that investors can more conveniently access reliable

information on sustainable investment in the region. At the same time, the information and data will act as a benchmark for issuers seeking to raise funds for their sustainable projects, as well as contribute to the standardization of sustainability metrics.

Around USD30 trillion is invested in the sustainable finance market worldwide, but less than 1% of that is in Asia. However, in Hui's view, with increasing government and policy support, Asia's sustainable financial market will have growing influence in terms of business and investment.

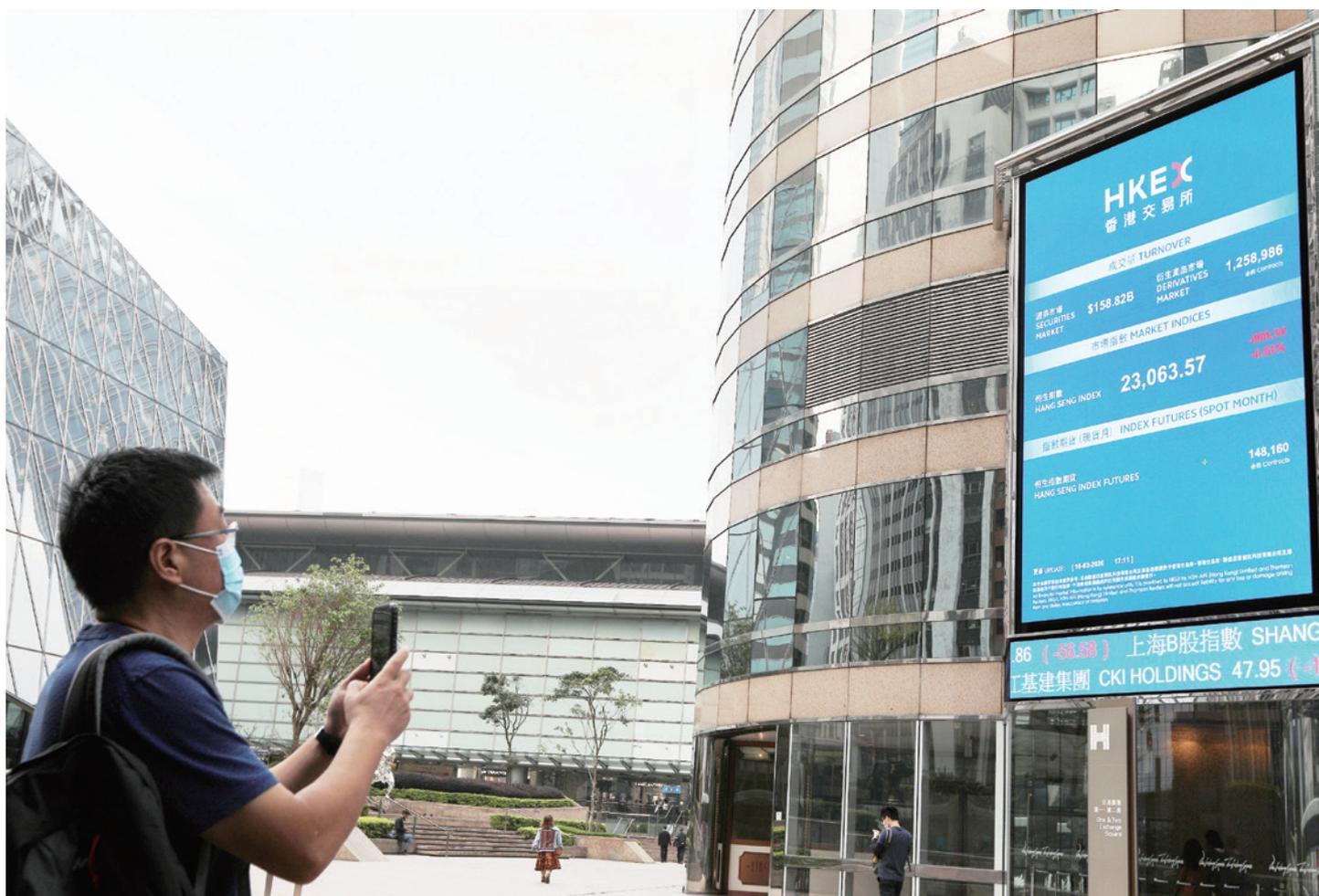
### Investors place value on ESG performance

Hui mentioned that the ESG performance of listed companies has become an important investment decision factor for institutional investors, "A structured and well-thought-out approach to ESG reporting helps companies and investors identify the strengths and weaknesses of a business, as well as

detect and mitigate ESG risks. Consistently applying ESG principles to business strategy formulation will make companies more agile to deal with sudden changes."

Citing an example, she said that due to Covid-19-related market disruptions, some companies are looking at their supply chain in greater detail to ensure that they have a certain and sustainable operational model, "This approach of integrating ESG factors into supply chain management is a critical part of good business planning and ESG preparedness for almost all businesses."

Hui said that STAGE will strive to be an educational and promotional platform providing extensive resources such as case studies, webcast videos, guidance materials, research papers and other publications to help market participants enrich their understanding of sustainable finance, sustainable financial products and ESG.



## 林寶興：專業認證增投資者及持份者信心

### Lam Po-hing: Professional Certification Strengthens the Confidence of Investors and Stakeholders



林寶興 Lam Po-hing

綠色及可持續發展金融是推動粵港澳大灣區和“一帶一路”發展和區域合作的重要戰略工具，亦是全球實現可持續發展的關鍵要素。去年11月公佈的《十四五規劃》亦提及，國家將深入實施可持續發展戰略，促進社會經濟綠色轉型，支持綠色金融的發展。

香港作為國際金融中心和環球人民幣業務樞紐，具備明顯優勢發展綠色及可持續發展金融，建立內地發行者與國際投資者對接的門戶市場。2019年頒佈的《粵港澳大灣區發展綱要》，也支持香港發展為綠色金融中心、建立國際認受的綠色債券認證機構。上年底發表的《施政報告》亦再次強調，特區政府將配合大灣區發展，發揮香港優勢，強化“中介人”角色，鞏固國際金融中心地位，推動綠色金融發展。

#### 重視企業 ESG 表現

香港品質保證局總裁林寶興表示，該局作為一所獨立公正的合格評定機構，在促進綠色及可持續發展金融市場的透明度和信任度上，扮演重要角色，為綠色融資的項目建立了明確的監控制度，增加投資者和持份者的信心。“同時，亦便利投資者在市場上選擇合適的綠色及可持續發展債務工

具，帶動更多資金流向綠色融資的發展用途，直接助力應對氣候變化、環保等問題。”

30多年來，香港品質保證局致力提供嶄新的合格評定服務，促進業界及社會持續進步。林寶興指出，隨着社會責任、環境、社會和管治(ESG)及可持續發展等概念在國際市場上興起，他們過去十多年積極配合業界需求，將可持續發展理念融入核心業務之中，開發多元化服務，協助企業提升ESG表現，推動責任投資。

#### 推行綠色金融認證計劃

早於2007年，香港品質保證局已開始提供可持續發展報告的核實服務，2008年推出“HKQAA 社會責任指數”，提供定量指標評估企業的社會責任表現；於2014年起為“恒生可持續發展企業指數系列”就上市公司的可持續發展表現提供評級服務，並發佈年度整體評級研究報告，推動本港經濟、環境及社會的可持續發展。

為支持特區政府配合國家綠色經濟發展，林寶興指出，他們於2018年推出“綠色金融認證計劃”，協助提升綠色債券及貸款的公信力，增加持份者信心。至今獲認證綠色金融發行總額超過170億美元。“翌年我們更啟動‘綠

色金融認證計劃——綠色基金’，以支持證監會的綠色金融策略框架，並推出‘綠色金融認證計劃——ESG基金’，進一步促進資訊披露和加強市場對可持續發展金融產品的信心。”

#### 構建綠色經濟區域合作平台

除了聚焦於香港，香港品質保證局亦致力建立區域性的交流平台，例如舉行多場大型論壇及專題研討會，在大灣區及陝西省推廣綠色金融及責任投資，並進行相關的研究；亦發表了大灣區可持續發展融資研究報告及出版兩本書籍，介紹綠色金融及社會責任在香港的發展。

同時，香港品質保證局亦積極參與可持續發展金融的國際標準制定，貢獻自身在社會責任、可持續發展及責任投資等領域的知識和經驗。林寶興表示，除了擔任《綠色債券原則》的觀察員之外，該局專家亦分別獲中國標準研究院及香港特區政府創新科技署提名，直接參與制定《ISO 14030 綠色債務工具——指定項目及資產的環境表現》及《ISO 32210 可持續金融框架——原則和指南》國際標準。

因應疫情持續，香港品質保證局去年7月開發“抗疫金融認證計劃”，銳意推動更多發行者將資金引導至與



疫情防控、復甦和建立韌性相關的項目，並推出綠色貸款“評定易”網上平台，鼓勵更多不同企業透過綠色貸款評定，協助將貸款用於發展及參與綠色業務、投資環保項目。林寶興強調，該局在新常態下銳意提供更多解決方案予企業及社會，與各界一起應對未來的挑戰，攜手建設一個可持續發展的未來。🌀

Green and sustainable finance is an important strategic tool for promoting development and regional cooperation in the Greater Bay Area and the “Belt and Road Initiatives”. The 14th Five-Year Plan, released last November, mentioned that China will implement in-depth sustainable development strategies and promote green transformation of the socio-economic landscape.

Leveraging its clear advantages in developing green and sustainable finance, Hong Kong can establish a gateway market for Mainland issuers to connect with international investors. *The Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area*, promulgated by the Central Government in 2019, supports Hong Kong's development into a green finance center and setting up an internationally recognized green bond certification institution. The *Policy Address* issued late last year stressed again that the HKSAR Government will work in conjunction with the development of the Greater Bay Area to promote green finance.

### Attaching importance to corporate ESG performance

**Lam Po-hing, CEO of the Hong Kong Quality Assurance Agency (HKQAA)**, said that the HKQAA plays an important role in promoting transparency and trust in green and sustainable financial markets, establishing a conformity assessment system for green financing projects. “At the same time, it facilitates investors’ selection of suitable green and sustainable debt instruments in the market, directing more funds to the development of green financing to contribute to addressing issues such as climate change and environmental protection.”

For over 30 years, the HKQAA has been dedicated to delivering new conformity assessment services to promote the continuous improvement of the business community and society. Lam said that with the emergence of concepts such as social responsibility, environment, society and corporate governance (ESG) and sustainable development in the international market, the HKQAA has over the past decades been actively adapting to the needs of the business community to integrate the concept of sustainable development into their core business, assisting companies in improving ESG performance and promoting responsible investment.

### Launch of Green Finance Certification Scheme

The HKQAA started to provide verification services for sustainability reports in 2007; launched the HKQAA CSR Index in 2008 to assess corporate social responsibility performance; began to provide assessment and rating services on listed companies’

sustainability performance for the Hang Seng Corporate Sustainability Index Series in 2014, and release annual overall rating research reports.

Lam said that the HKQAA launched the Green Finance Certification Scheme in 2018 to help improve the credibility of green bonds and loans. Total certified green finance issuances to date have surpassed USD17 billion. “The following year, we launched the Green Finance Certification Scheme - Green Fund to support the SFC’s green finance strategic framework and launched the Green Finance Certification Scheme - ESG Fund to promote more information disclosure and strengthen market confidence in sustainable financial products.”

### Building a platform for green economic development and regional cooperation

The HKQAA is also committed to building a regional interactive platform to promote green finance and responsible investment in the Greater Bay Area and Shaanxi Province, as well as to conduct relevant research. It has also published a study report on sustainable financing in the Greater Bay Area and two books on the development of green finance and social responsibility in Hong Kong.

At the same time, the HKQAA actively participates in international standard development for sustainable finance, contributing its knowledge and experience in the fields of social responsibility, sustainable development and responsible investment. According to Lam, in addition to serving as an observer of the Green Bond Principles, the HKQAA’s expert has been nominated by the China National Institute of Standardization and the HKSAR’s Innovation and Technology Bureau to directly participate in the formulation of ISO international standards for green and sustainable finance.

In response to the ongoing pandemic, the HKQAA developed the COVID-19 Resilience Finance Certification Scheme last July, aiming at encouraging more issuers to direct capital to projects related to COVID-19 prevention, control and recovery. It also launched the Green Loan e-Assessment online platform to encourage more different businesses to use green loan assessment service for development and participation in green businesses and investments in environmental protection projects. Lam stressed that the HKQAA is determined to provide more solutions for businesses and society in the new normal, working together with various sectors to deal with the challenges ahead and to build a sustainable future. 🌀



## 供應鏈透明化 創營運優勢

### Supply Chain Transparency Creates Operational Advantages

隨着公眾愈來愈重視產品於生產、製造、運輸的透明化資訊，企業需重視實現供應鏈透明化，加上新冠肺炎疫情重創全球經濟，透明化的供應鏈更被視為企業應對風險的關鍵元素。

As the public places increasing value on transparent information on the production, manufacturing and transportation of products, businesses need to attach importance to achieving supply chain transparency. Coupled with the COVID-19 pandemic, transparent supply chains are seen as a key element in businesses' risk response.

## 張惠民：疫情加速供應鏈透明化

### Cheung Wai-man: COVID-19 Pandemic Accelerates Transparency of Supply Chains



張惠民 Cheung Wai-man

自去年新冠肺炎疫情爆發以來，停工、航運中斷等情況相繼出現，令供應鏈“斷鏈”，重創全球經濟；同時，疫情增加醫療物資的需求，部分國家更曾限制醫療物資出口，以確保國內有足夠供應；本港亦曾傳出食物供應不足等謠言，引起搶購潮。香港中文大學亞洲供應鏈及物流研究所所長張惠民表示，供應鏈透明化有助減低公眾恐慌，“只有提高供應鏈的透明度，讓大家知道貨品的存量及運送情況，才可增強公眾信心。”

#### 運送疫苗受關注

近期，各國積極研發疫苗，疫情可望有所緩和，但部分疫苗需要在特定的溫度下儲存，以確保其質素。張惠民表示，要讓公眾對疫苗的質素有信心，在生產、製造及運輸方面應增加透明度，在運輸過程中如何控制流程、紀錄儲存情況，這些都是增加供應鏈透明化的因素。

新冠肺炎疫情改變了我們的生活方式，社會進入新常態時代。公

眾亦期望對所購買的貨品有更多認知，例如整個生產過程、產地來源等，供應鏈透明化正好解決他們的憂慮，同時有利廠商在訂單及銷量上有更好預算。

要成功令資訊透明化，必須要建立一個資訊流通的平台。張惠民指出，高端的產品較容易達到供應鏈透明化，他認為買賣雙方都擔心有閃失，所以都較願意披露資訊。不過，對於一般貨品方面，因為競爭激烈，要令供應鏈透明化存在一定難度，“首先是供應商及物流商願意分享資訊，不少人覺得這些資訊是商業機密，不願意分享。”他強調，即使具備資訊，亦需加以處理及分析，才能成為有用的數據。

#### 促建立行業資訊交流平台

張惠民坦言，因成本高昂，中小企難以聘請人手分析及處理資訊，他建議可在行業的層面建立資訊交流的平台，讓業內人士可共同分享資訊，並為實現供應鏈透明化提供基礎。

行政長官在最新發表的《施政報告》中提及，在內地設廠生產出口貨品的港商因歐美市場呆滯而面對困難，香港貿易發展局將聯同廣東省及有關商會推出一站式“GoGBA”平台，為港商提供全方位支援，涵蓋大灣區市場及政策資訊、諮詢服務及培訓，以及企業推廣、拓展和對接服務。與此同時，亦會為港商提供商務支援，協助他們應對進口報關、物流配送、結算收款等營運事項。張惠民期望，這個平台可望協助港商交換資訊，並加快供應鏈透明化的進程。

A succession of work stoppages and shipping interruptions have occurred since the outbreak of COVID-19 last year, causing supply chain disruptions and dealing a heavy blow to the global economy. Meanwhile, the pandemic has led to increased demand for medical supplies, with some countries having to restrict the export of medical supplies to ensure sufficient supply domestically. There have also been rumours of insufficient food supply in Hong Kong, triggering a wave of panic buying. **Cheung Wai-man, Director of the Asian Institute of Supply Chains & Logistics of the Chinese University of Hong Kong,** said that supply chain transparency can help reduce public panic, “Public confidence can only be enhanced if supply chains become more transparent and people know about



the stock and transportation status of the goods.”

### Vaccine transportation attracts attention

The pandemic will likely ease with various countries in active development of COVID-19 vaccines, but some vaccines need to be stored at specific temperatures to ensure their quality. Cheung said that to give the public confidence in the quality of vaccines, there should be more transparency in production, manufacturing and transportation. How the processes are controlled and how the storage conditions are recorded during transportation are all factors that increase the transparency of the supply chain.

COVID-19 has changed our way of life and society has entered an era of new normal. People want to have more knowledge about the items they have purchased, such as the entire production process, the source of origin, etc. Supply chain transparency addresses their concerns in this regard, while enabling manufacturers

to make better estimates for orders and sales.

To be successful in making information transparent, a platform for information access must be set up. Cheung said that it is easier to achieve supply chain transparency for high-end products. He believes that both buyers and sellers are more willing to disclose information because they are worried about mishaps occurring. However, for normal items, there is some difficulty in making supply chains transparent because of intense competition, “First of all, suppliers and logistics providers are willing to share information, but many people are unwilling to share as they think that such information is trade secret.” He stressed that even if information is available, it has to be processed and analyzed in order to be useful data.

### Industry-level platform for information exchange

Cheung admitted that it is difficult for SMEs to employ people to analyze and process information because of the high cost. He suggested to set up an industry-level platform for information

exchange so that industry players can share information with one another, providing a basis for achieving supply chain transparency.

In her latest *Policy Address*, the Chief Executive mentioned that Hong Kong businesses that have set up factories in the Mainland to produce goods for exports are facing difficulties due to the sluggish European and American markets. Therefore, the Hong Kong Trade Development Council will launch “GoGBA”, a one-stop platform, in collaboration with Guangdong Province and relevant chambers of commerce to provide all-round support for Hong Kong businesses, covering the Guangdong-Hong Kong-Macao Greater Bay Area market and policy information, advisory services and training, as well as business promotion, expansion and matching services. At the same time, it will also provide business support for Hong Kong businesses to assist them in handling import customs clearance, logistics and distribution, settlement of receipts and other operational matters. Cheung hopes that this platform can help Hong Kong businesses exchange information and accelerate the process of supply chain transparency.



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## 林潔貽：加速推動數碼轉型 有效追蹤供應源頭

### Anna Lin: Faster Promotion of Digital Transformation for Effective Supply Source Traceability

作為全球供應鏈標準組織的香港分會，香港貨品編碼協會（GS1 HK）早於1989年已引入GS1標準作為香港的通用條碼。時至今日，全港約有九成半超級市場、近八成醫院藥房網絡及七成中式快餐店，皆使用GS1條碼。該會並建立了一個有助加強追蹤生產及供應源頭的生態系統，其成員廣及食品和飲料、醫療保健、家居用品、服裝和配飾，以及美容和化妝品等20多個行業，避免假冒商品混水摸魚。

#### 提供正貨保證

在疫情下，香港貨品編碼協會總裁林潔貽指出，社會各界對個人防護裝備的規格要求尤為嚴謹。現時本港約有110多家相關公司已採用GS1條碼，務求全面加強消費者的信心。“有關產品附有489前置碼的條碼，代表由香港註冊公司提供。它配合其他科學認證，即可成為香港個人防護裝備企業的品質標誌，證明屬正貨商品供應商，讓客戶可放心選購。”

林潔貽補充，因應GS1條碼及二維碼可採用防偽微型打印技術製成，再經由“真的碼”（REAL Barcode）流動應用程式驗證。當該應用程式掃描到假冒條碼時，便會向品牌持有人發出警報，並傳送假冒條碼的發現時間及所在地等資料，協助對方及時知悉及應對。

#### 提升食安管理水平

為了應對疫情為食品業帶來的挑戰，林潔貽稱香港貨品編碼協會於今年亦推出嶄新“優質食品計劃+”。透過全面的國際認可

標準，包括GS1全球追溯標準（GTS）、ISO 22000食品安全管理體系標準，以及HACCP食品安全控制標準，評審食品及餐飲企業，配合適時提出疫情防控建議，助業界能採取更嚴格的食品安全管理、控制及追溯措施，以加強消費者的信心。

“這是‘優質食品計劃’的升級版，為企業在追蹤溯源及具責任的事故回應以外，更能加強食品安全管理及檢視水平，確保不但有效符合法規要求，更有助企業在疫情緩和後，可進一步提升競爭優勢，令客戶信心倍增。”她補充說。

疫情同時加速企業的數碼化發展步伐。林潔貽直言，留意到不少中小企在資源有限下，難以推展全方位的O2O策略，妨礙了數碼轉型。為此，香港貨品編碼協會特別成立數碼服務小組，在緊貼市場轉變、利用數據訂出商業決策、通過為機器及生產線設置感應器以提升效率，以及協助會員善用網上渠道推廣貨品等不同範疇，為銳意推行數碼轉型的中小企提供多方面的支援。

#### 改善供應鏈追蹤效能

另一方面，為配合愈來愈多供應鏈採用物聯網作推動，林潔貽指香港貨品編碼協會早前亦推出採用雲端數據管理的“縱橫網”（ezTRACK）平台，透過聯繫不同物聯網設備，結合人工智能及數據分析，協助企業制定實時可行的方案，以改善整體分析能力、預測準確度，以及行動積極性，全面提升營運效率。“它適用於不同行業及處境，如食品及餐飲



林潔貽 Anna Lin

行業可安裝主動傳感器，持續追蹤整個供應鏈的溫度、濕度及煙霧等，摒除傳統採用人手定期記錄環境數據的做法，可更妥善地分配人力資源，同時縮短追蹤時間並提升準確度。”

展望未來，林潔貽強調，香港貨品編碼協會將繼續拓展智能商業生態系統，配合持之以恆的標準、數碼和企業數據服務，將實體及數碼世界更好地聯繫，確保各行業在供應鏈方面更為透明、安全及有效率。長遠更可通過數碼供應鏈建立更完善的協作生態系統，從而提升香港的國際貿易樞紐地位。

As GS1's local chapter, GS1 HK has established the use of GS1 standards as common practice for barcodes in Hong Kong since 1989. Today, many businesses across Hong Kong are already using GS1 barcodes. GS1 HK has also established an ecosystem that helps strengthen the traceability of production and supply sources to avoid counterfeit products.

#### Providing guarantee of authenticity

Anna Lin, Chief Executive of GS1 HK, said that amid the COVID-19

pandemic, personal protective equipment (PPE) have to meet particularly strict requirements. Currently, over 110 PPE companies in Hong Kong have adopted GS1 barcodes to boost consumer confidence. “A barcode with the prefix 489, together with other scientific accreditations, serves as a hallmark of quality for Hong Kong’s PPE companies, providing a guarantee of authenticity.”

Lin added that when the scanner app encounters a counterfeit barcode, it will send an alert, with such information as the time and location of the scan, to the brand owner to help it know and respond in a timely manner.

### Improving food safety management standards

As COVID-19 poses a challenge for the food industry, Lin said that GS1 HK has launched a new “Quality Food Scheme+” this year. Through assessment of food & beverage businesses based on comprehensive internationally accredited standards, coupled with timely recommendations on epidemic prevention and control, it aims to encourage such businesses

to adopt more stringent food safety management, control and traceability measures to boost consumer confidence.

“Beyond source traceability and responsible response to incidents, the new scheme, which is an upgraded version of the ‘Quality Food Scheme’, can strengthen food safety management and inspection standards to ensure regulatory compliance and increase customer confidence.” She added.

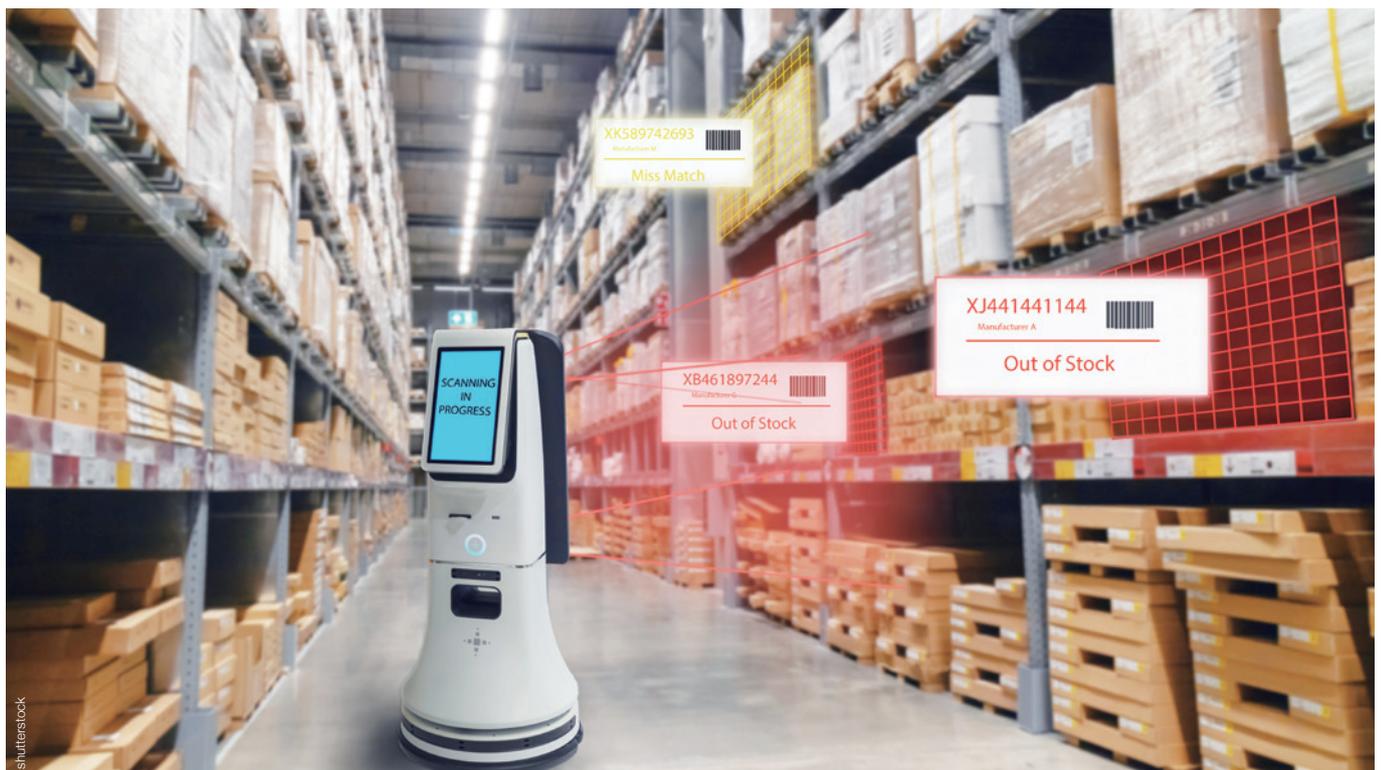
Lin noted that many SMEs have difficulty in implementing a comprehensive O2O strategy due to limited resources, thus hindering digital transformation. To this end, GS1 HK has set up a digital service team to improve efficiency by installing sensors on machines and production lines, providing various support for SMEs that are determined to implement digital transformation.

### Improving supply chain tracking performance

According to Lin, in light of more and more IoT-powered supply chains taking shape, GS1 HK has launched a cloud-based data management

platform – ezTRACK. Through connection with a variety of different IoT equipment, in tandem with AI and data analytics, it helps businesses formulate real-time actionable solutions to improve their overall analytic capabilities and accuracy of predictions, as well as enable them to take proactive actions. “For example, the food and beverage industry may install active sensors to track temperature, humidity and smoke throughout supply chains on a continuous basis, which can better allocate human resources, while reducing tracking time and improving accuracy.”

Looking to the future, Lin stressed that GS1 HK will continue to establish a smart business ecosystem, and thanks to its consistent standards, digital and enterprise data services, GS1 HK helps better bridge the physical and digital worlds, boosting the transparency, safety and efficiency of supply chains across a wide range of businesses. Over the long term, it can foster a better collaborative ecosystem via digital supply chains, thereby enhancing Hong Kong’s status as an international trading hub. 🌐





# 林鄭月娥： 冀港人積極融入大灣區發展

## Carrie Lam: Hoping for Hong Kong's Participation in Greater Bay Area



**本**會與多家商會合辦網上直播講座，邀請行政長官林鄭月娥闡述其任內第四份《施政報告》。她致辭時表示，今次準備《施政報告》可謂最困難的一次，除了因為社會動盪、中美貿易摩擦等因素影響外，疫情使市民行動受限，百業受影響，故經濟難望在短時間內復甦。故她表示，在新一份《施政報告》中，將不會再有很多動用公共財政的新措施。

但林鄭月娥指出，中央對港提供了多項支援項目，例如同意把香港上市未有盈利的生物科技公司 and 內地科創板股票納入“互聯互通”的選股範圍，以至加快落實“跨境理財通”，都是“雙循環”的具體實踐。她期望，港人能積極參與大灣區發展。

林鄭月娥尚提到，政府已全數覓得興建31.6萬個公營房屋單位的330公頃土地，可以滿足未來十年約30.1萬個公營房屋單位的需求。但“明日大嶼”計劃不僅限於房屋，也關係到未來第三個核心商業區。“相關工作已是刻不容緩，希望商界可以多加支持。”



The Chamber co-organized the Joint Business Community Webinar with other fellow chambers of commerce. **Carrie Lam, Chief Executive of HKSAR**, was invited to expound her fourth *Policy Address*. When talking about preparation work, she said it was the most difficult one as Hong Kong has long been under the influence of social unrest, US-China trade war and COVID-19 pandemic. So, she has revealed that there will not be a number of new measures which needing fiscal reserves.

But Lam restated that the central government has provide several support measures for Hong Kong. For example, it agreed to include pre-profit biotechnology companies listed in Hong Kong under the new listing regime and stocks listed on the Mainland Sci-Tech Innovation Board meeting certain prescribed criteria into the stock universe of the mutual market access programmes. Lam believes that these are concrete implementations of “dual-circulation”. She hopes Hong Kong people will participate in the development of the Guangdong-Hong Kong-Macao Greater Bay Area actively.

Lam revealed that the government had found all of the 330 hectares of land needed for 316,000 public flats, exceeding the 301,000 units targeted for the next decade. She said the “Lantau Tomorrow Vision” is not only about real estate but also the third CBD in future. “The work has to be start now. I hope the business community will be able to support our works.” 

# 切實解決土地房屋問題 穩固香港經濟民生根基

## Solving Land and Housing Problems to Stabilize Hong Kong's Economic and Livelihood Foundations

立法會功能界別商界（第二）議員 廖長江

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



土地奠定經濟發展基礎，而房屋決定民生和民心向背。土地供應和房屋問題是香港最嚴峻的問題，香港人多地少，長期受土地短缺困擾，亟待解決。土地房屋政策是每年《施政報告》的固定焦點政策範疇，需以魄力和新思維尋求突破。

### 居住乃民生之本

香港居住環境擠迫，人均居住面積約為161呎，為世界最小。近年來，“納米樓”在高房價下興起，逾20萬戶劏房居民的人均居住面積僅為56.5呎。基層不僅越住越細，輪候公屋時間亦越來越長，一般申請者平均輪候時間由過去三年的目標變為現時需等待5.6年。中產亦不見輕鬆，私樓樓價與市民收入長期脫節，置業艱難，遑論安居樂業。

為解決基層住房問題，政府於2018年公佈將未來公營、私營房屋的落成比例由6:4調整為7:3。在長期供應方面，今年是政府制定《長遠房屋策略》以來首次達標，彰顯了政府的決心。目前已覓地330公頃，足以興建31.6萬個公營單位，超過2021/22至2030/31年落成30.1萬個公營房屋的目標。成績相當值得肯定，但上述單位大多來自新發展區及改劃土地，可

土地房屋政策是每年《施政報告》的固定焦點政策範疇，需以魄力和新思維尋求突破。

Courage and new mindset are needed to seek breakthroughs in land and housing policies which are a fixture in every year's *Policy Address*.

謂是過往覓地的階段性收成公告，而非額外覓得的新地。

### 覓地不易 仍須堅持

未來的工作不僅要落實該階段性覓地成果，通過新成立的項目促進辦事處和擴大職能後的精簡發展管制督導小組，加快改劃和審批，設定具體目標和效率時間表，使“生地”盡快變為“熟地”；並且對於新界棕地和未有發展計劃的私人土地，《收回土地條例》仍有發揮空間。即使可能面臨重重困難，耗時長久，政府都不應放棄，以聚少成多，彌補居住需求，完善置業階梯。

在短期供應方面，上述330公頃“遠水難救近火”，政府亦承認公屋輪候時間需五年後才有大的改善。為解燃眉之急，破格與酒店業商討增加過渡性房屋供應是新冠疫情下的雙贏。而對於向輪候公屋超過三年的申請者發放現金津貼，在經濟下行的狀況下，應加快落實，而非待至2021年7月。

此外，今次《施政報告》在私營房屋上，着墨甚少，僅包含研究“劏房”租務管制。面對未來五年私樓落成量將出現的斷崖式下跌，年均供應僅1.6萬伙的局面，政府未能提出針對性措施。雖然小蠔灣項目一半將劃作為私樓，提供約一萬個單位，但項目推行約需15至20年，香港中短期私樓供求將繼續失衡。期望當局可檢視活化工廈相關政策，包括探討工廈轉化為私樓的可行性，並鼓勵業主申請把有關工廈改為住宅用途，紓緩社會對房屋的需要。

### 發展基於土地供應

根據估算，本港人口在2041年達到頂峰後，將呈下降趨勢，但隨着家庭戶數上升、人口老齡化及樓宇不斷老化，增長的居住面積需求、安老社服以及重置空間均須以充足的土地為支撐。而且，除居住用途之外，土地供應不足儼然已成為扼住香港經濟繼續向前發展的最大瓶頸，不僅推高了租金及營商成本，亦不利於吸引海外

企業及人才來港發展，嚴重削弱香港的整體競爭力。受新冠疫情影響，中環甲級寫字樓空置率升至6.8%，達15年新高，各區吉舖湧現。政府撤銷非住宅物業的雙倍從價印花稅的措施有利於活化商舖供應，利便企業套現，應付因經濟下行而出現的財政問題，緩減疫情對本港經濟及商業活動的衝擊。

雖然空置率上升，中環寫字樓的租金仍常年雄踞全球首位，香港亦蟬聯外派僱員生活費全球最高的城市。土地制約着香港各行各業的發展，阻礙經濟多元化，政府須因應經濟發展的需求，盡早籌謀擬定香港中長期用地規劃，並作好交通基建的配套。

### 明日大嶼具戰略意義

2018年推出的“明日大嶼願景”，不單能解決香港長期土地不足問題，更

**L**and lays the foundation for economic development, while housing determines people's livelihood and public support. Land supply and housing are the most severe problems for Hong Kong. Due to its large population but limited land, Hong Kong has long been plagued by land shortages which have to be resolved urgently. Courage and new mindset are needed to seek breakthroughs in land and housing policies which are a fixture in every year's Policy Address.

### Housing is the foundation of people's livelihood

With a per capita living area of about 161 square feet, the smallest in the world, Hong Kong's living environment is overcrowded. In recent years, "nano flats" have emerged due to high housing prices, with over 200,000 dwellers of sub-divided units living in an area of just 56.5 square feet per capita. The grassroots have to not only live in ever smaller homes, but also wait for increasingly longer time for public housing. Generally, the average waiting time for applicants has changed from the past target of three years to 5.6 years now. It is also not easy for the middle class as private property prices have long been

為未來粵港澳大灣區發展提供適切據點。作為潛在的第三個商業核心區，並以公私營7:3比例提供40萬個住宅單位，明日大嶼有利於理順經濟、社會和民生發展，具戰略意義。2020年12月初立法會財務委員會通過5.5億元中部水域人工島的研究，包含明日大嶼第一階段建設交椅洲人工島的工程、財務方案和環境影響評估，以及運輸基礎設施研究。可謂終於踏出了第一步，期望3年半的研究能夠為是否進行明日大嶼提供客觀、科學的依據，在融資方面，公私營合作的具體模式能夠確保公眾利益。

填海造陸亦是新加坡、深圳、澳門經濟升級和轉型的策略性政策。為擺脫經濟周期影響，政府必須未雨綢繆，持續造地，確保土地供應，為香港未來經濟多元化發展奠定基礎。

disconnected from people's income. It is difficult for people to afford a home, let alone live in peace and work happily.

To address the grassroots housing problem, the Government announced in 2018 an adjustment to the ratio of public to private housing from 6:4 to 7:3. In terms of long-term supply, this year marks the first time that the Government has met its target since it formulated the *Long-Term Housing Strategy*, demonstrating its commitment in this regard. Around 330 hectares of land have been identified, which should be enough to build 316,000 public housing units, surpassing the target of building 301,000 units between 2021/22 and 2030/31. The results merit recognition, but most of the aforementioned come from new development areas and re-zoned land, so it is just interim results of past efforts to look for land, rather than additionally acquired new land.

### Finding land is not easy, persistence is still needed

Looking ahead, the Government has to put the interim results of land acquisition to good use, and through the newly established Development Projects

Facilitation Office and the expanded Steering Group on Streamlining Development Control, expedite re-zoning and approval of applications as well as set specific targets and efficiency timetables to turn “raw land” into “developed land” as soon as possible. In addition, there is still room for the *Land Reclamation Ordinance* to harness the New Territories’ brownfields and private lands without development plans. The Government should not give up even if it faces numerous difficulties and has to spend a lot of time. It should keep accumulating land to meet people’s needs and provide a rung on the ladder of home ownership.

With regard to short-term supply, the aforementioned 330 hectares of land cannot meet the urgent needs before us, and the Government has also acknowledged that it will take five years before there is any big improvement in the waiting time for public housing. To meet the urgent needs, out-of-the-box discussion with the hotel industry to increase transitional housing supply is a win-win situation amid the COVID-19

outbreak. As for cash allowance for applicants who have been waiting for public housing for over three years, it should be implemented earlier in the face of the economic downturn, rather than waiting until July 2021.

In addition, the *Policy Address* focused very little on private housing, and only included a study on the rent control of “sub-divided housing units”. The Government has failed to propose targeted measures to address the coming sharp decline in the number of completed private flats in the next five years, with an average annual supply of just 16,000 units. Although half of the Siu Ho Wan project will be designated as private housing, providing around 10,000 units, the supply and demand of private housing in Hong Kong will continue to be imbalanced in the short to medium term as the project will take about 15 to 20 years to roll out. Hopefully, the authorities will review the relevant policies for revitalizing industrial buildings, including studying the feasibility of converting them into private flats, and encourage owners to apply for conversion

of industrial buildings to residential uses to meet people’s housing needs.

### **Development is based on land supply**

According to estimates, Hong Kong’s population will show a downward trend after reaching a peak in 2041. However, with the rising number of households, an ageing population and ageing buildings, sufficient land will still be needed to support the growing need for living space, social services for the elderly and resettlement space. Moreover, apart from residential uses, the inadequate supply of land has become the biggest bottleneck to Hong Kong’s continued economic growth, which not only drives up rental and business costs, but is also detrimental to attracting overseas businesses and talents, thus severely weakening Hong Kong’s overall competitiveness. Due to the COVID-19 outbreak, the vacancy rate of Grade A office buildings in Central has risen to a 15-year high of 6.8%, with unoccupied shop spaces emerging in various districts. The Government’s abolition of the double ad

valorem stamp duty on non-residential properties will help revitalise shop supply and facilitate businesses to raise money to cope with financial problems arising from the economic downturn, thus mitigating the impact of COVID-19 on Hong Kong's economy and business activities.

Despite rising vacancy rates, the rental of office buildings in Central remains consistently the highest in the world, and Hong Kong also ranks as the most expensive city in the world for expatriates to live in. As land constrains the development of various industries and hinders economic diversification, the Government must respond to the needs of economic development and formulate plans for Hong Kong's medium- and long-term land use as soon as possible, and put supporting transportation infrastructure in place.

### Lantau Tomorrow Vision has strategic significance

The "Lantau Tomorrow Vision", launched in 2018, not only addresses Hong Kong's chronic land shortage, but also provides a

sound basis for the future development of the Guangdong-Hong Kong-Macao Greater Bay Area. As a potential third core business district and offering 400,000 residential units at a public-private ratio of 7:3, the Lantau Tomorrow Vision has strategic significance in rationalizing economic, social and livelihood development. In early December 2020, the Finance Committee of the Legislative Council approved a HKD550 million funding request to conduct studies on the artificial islands in the Central Waters, including those on the engineering, financial plan and environmental impact assessment of the Lantau Tomorrow Vision's first phase of constructing artificial islands in the waters around Kau Yi Chau, together with a transport infrastructure study. It can be said that it has finally taken the first step. Hopefully, the three-and-a-half-year study can provide an objective and scientific basis for whether to proceed with the Lantau Tomorrow Vision, and in terms of financing, the specific model of public-private cooperation can safeguard public interest.

Land reclamation is also a strategic policy for economic upgrading and transformation in Singapore, Shenzhen and Macao. To shake off the cyclical economic effects, the Government must plan ahead, continuing to create land to ensure land supply, thus laying the foundation for Hong Kong's future economic diversification. 

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

如對上文內容有任何意見，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.

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## 港產物流平台助食肆轉型

### Home-grown Logistics Platform Helping Eateries Transform

疫情仍未受控，各行各業艱苦經營，但有一個行業卻是疫市造好、一枝獨秀，那就是科技公司。港產智慧物流平台 Zeek，受惠疫情下的外賣配送商機，業務急速擴張，更運用自身的 IT 技術，為餐廳提供一站式外賣軟件即服務 (SaaS)，助其搭建自家網上外賣平台，應對疫情下的挑戰。

As COVID-19 is yet to get under control, all sectors are struggling with their business. However, technology companies are performing well and outshines the rest during the pandemic. Home-grown smart logistics platform Zeek is also benefiting from the increased takeaway delivery opportunities amidst COVID-19 outbreak and expanding rapidly. Making use of its own IT technology, the company is providing restaurants with a one-stop takeaway software-as-a-service (SaaS) and helping them to construct their own online takeaway platforms to cope with the challenges under pandemic conditions.



趙家祺 KK Chiu

市民對 Zeek 這名字可能稍覺陌生，但它在餐飲業界中卻是響噹噹的名字，若到麥當勞、Starbucks、KFC 等下單叫外賣，負責配送的很可能就是它的物流團隊。**Zeek 聯合創辦人及行政總裁趙家祺**闡釋，“因 foodpanda、Deliveroo 等平台是直接面向客戶，故知名度較高；而我們主力面向企業，定位上與它們有別。”

在外賣流程中，Zeek 主力提供後段的配送服務，但此部分也是最為棘手，除了高昂的成本，當中還涉及大量車手的調配、訂單的實時管理等，但這正正是 Zeek 的強項。其車隊以加盟形式營運，包括“步兵”、單車、電單車、客貨車等，總數超過 8,000 人。再透過 AI 及大數據分析，配合熱圖 (Heatmap) 分析不同地區的交通流量等，令配送效率大增，可做到全港 30 至 40 分鐘實時送達。

### SaaS 助餐廳線上轉型

疫情下餐飲配送雖大行其道，但其實也側面反映了餐飲業的嚴峻經營環境。趙家祺指出，本港疫情反覆，加上限聚令和晚市禁堂食，不少餐廳均急需轉型求存，而 Zeek 旗下的外賣軟件即服務，可能是其中一個選擇。“一些傳統餐廳，若想轉型做線上外賣，通常面對幾個問題，包括相關的知識、線上下單平台，以及物流配送，而我們可提供一站式的 O2O 解決方案。”

趙家祺續指出，只需一星期時間便可協助餐廳建成自家的外賣網站，並對接 Zeek 的下單客戶端和 POS，整合外賣系統和流程。餐廳只需向客人提供二維碼，即可馬上下單，並透過 Zeek 的物流團隊即時配送。“與大型外賣平台比較，我們有不少優勢，包括餐廳可擁有專屬的下單平台，以及數據庫完全由自己管理，透過分析用戶行為，可推出不同優惠及宣傳；此外，我們不採取抽佣制，而是以每宗配送收取物流費，費用較大型平台相宜。”

### 生活類配送 貨品五花八門

疫情期間除了餐飲配送需求大增，還催生了不少新的物流需求，例如近年出現的網上診斷平台，醫生便需將藥物寄送到客戶；過節必吃的盆菜，趙家祺表示，今年的整體配送量比去年上升了一倍；而更有學校要求運送功課及文件予家長，“家長若到學校‘取貨’畢竟有一定風險，加上一些政府文件必需要正本，故需要寄送服務。”此外，還有蛋糕、雜貨、花卉等五花八門的貨品。他指出，針對此類點對點的配送服務，時效要求雖不算太高，但 Zeek 也可做到兩至四小時的配送承諾。

### 複製技術拓展市場

展望未來，趙家祺表示公司在 2017



紮根本港以來，投放大量資源作 IT 研發，其智能管理系統已相當成熟，團隊可把技術迅速複製至新市場。因此近年已相繼在新加坡、泰國、越南及馬來西亞設立據點，並計劃拓展其他東南亞市場。“香港的成功經驗雖有助開拓新市場，但亦需配合本土化策略，例如新加坡人慣用電動單車、滑板車等送貨，因此‘步兵’的需求就較少。針對不同市場，再調整策略，方是致勝之道。”

**W**hile the name Zeek may sound slightly unfamiliar, it is renowned in the food and beverage industry. A takeaway order made at McDonald's, Starbucks, or KFC is highly likely to be delivered by the logistics team of this company. **KK Chiu, Co-founder and CEO of Zeek**, explained, "Since platforms such as foodpanda and Deliveroo are oriented directly towards customers, their names have a higher public recognition. We are mainly enterprise oriented and are, therefore, positioned quite differently."

In a takeaway workflow, Zeek focuses on providing the delivery service at the later stage, which is one of the trickiest parts. The process does not only involve expensive costs, but also lots of work regarding the deployment of riders, as well as the real time management of orders. All these are in fact the strengths of Zeek, whose fleet operates as a franchise. Its 8,000-strong team involves deliverers performing their tasks on foot, by bicycles, motorcycles or vans. The company's delivery efficiency is much improved by AI and big data analysis, which are complemented by heatmaps that look at the traffic flow across different districts. Deliveries throughout Hong Kong can be completed between 30 to 40 minutes.

### SaaS facilitates online transformation in restaurants

The unprecedented popularity of food delivery during the outbreak is indeed demonstrating the difficult environment faced by the industry. As pointed out by Chiu, many restaurants are struggling for survival through quick transformation in the face of fluctuating confirmed cases, as well as the implementation of social gathering and dine-in bans. The takeaway SaaS of Zeek could be one of their choices.

## SaaS：投資大熱 未來大勢

### SaaS: Hot Investment Option and a Mega Trend of the Future



晚上你在看 Netflix 節目時，想起有份文件要修改，便點開 Office 365 的軟件處理。工作完畢，你把一份副本抄送到自己的 Dropbox 儲存空間中。

這是很尋常的一個片段，亦證明 SaaS 早已入滲了我們的日常生活——有別於傳統，我們現在用電腦，已漸少把軟件在自家電腦系統安裝後使用。取而代之的是 SaaS，軟件商以訂閱形式向消費者提供服務。除了上述所舉的例子，PDF 文件閱讀器 Adobe Acrobat Reader、疫情期間大熱的 Zoom 等，均為 SaaS 一族。

“宅經濟”抬頭，SaaS 更成為股市新寵，相關科網股價今年以倍計飆升。美股的 SaaS 板塊已經有十隻股票價錢翻倍，升幅中位數是 50%，如 Zoom 一年就漲了五倍。未來疫情即使完結，SaaS 的大勢料將持續發展。

As you are watching Netflix in the evening, you may think of a document and process it with Office 365. When it is done, you may make a copy and save it in your Dropbox.

This is a usual scenario that proves SaaS has long penetrated into our everyday life. Unlike the traditional way of working, we are moving away from installing computer software onto our home workstations. Instead, we are using SaaS to replace so, and software companies are offering their services to consumers through subscription. On top of the above examples, PDF reader Adobe Acrobat Reader, as well as Zoom, the highly popular software during the COVID outbreak, are all members of the SaaS family.

With the rise of the “stay-at-home economy”, SaaS has also become the darling of the stock market. The share price of relevant technology stocks has multiplied during the year. About 10 SaaS stocks in the US market have doubled their prices, with the sector's median increase at 50%. The price of Zoom, for example, soared five times within a year. The mega trend of SaaS is expected to continue to grow in future when the pandemic comes to its end.

“Traditional restaurants intending to transform and tap into online takeaway are usually troubled by a few problems. They often lack the relevant knowledge, an online ordering platform, and access to delivery logistics. We offer one-stop O2O solutions to tackle these.”

Chiu added that Zeek can help restaurants develop their own takeaway website in a week's time. This website is connected to the ordering customer terminal and POS of Zeek. In other words, the takeaway system is integrated with the complete workflow. A restaurant can conveniently provide customers with a QR code to get ordering going, and Zeek's logistics team can take up delivery immediately. “We do have quite many advantages over sizeable takeaway platforms. For example, restaurants can have their dedicated ordering platforms and they can fully manage their own databases. By analyzing user behaviors, they can also roll out different promotion and discounts. Besides, we do not operate on commissions. Rather, we charge a logistics

fee for each delivery, which is less expensive than the charges of sizeable platforms.”

### **Delivering myriad lifestyle products**

Under the current pandemic, food and beverage is not the only area in which demand for delivery has increased significantly. New logistics demands have also emerged. For example, doctors are delivering medication to patients with the rise of online diagnostic platforms that appeared in recent years. As noted by Chiu, festive basin meals are delivered double this year. Certain schools have also requested to deliver assignments and circulars to parents. “A physical visit to collect these from schools does involve certain risks for parents. True copies of some government documents are also required. As a result, delivery service is in demand.” Besides, cakes, groceries, flowers, and more are also being delivered. Chiu pointed out that while this kind of point-to-point delivery service is less time

critical, Zeek is also pledging to complete delivery within two to four hours.

### **Replicating the technology for market expansion**

Going forward, Chiu shared that Zeek has invested vast resources on IT development since the company began operating in Hong Kong in 2017. As such, its smart management system is already quite mature. Since the technology can be quickly replicated and applied to new markets, the company has already set up new footholds in Singapore, Thailand, Vietnam and Malaysia. It has also planned to expand into other Southeast Asian markets. “The successful Hong Kong experience is quite helpful for expanding into new markets, but it must be merged with localized strategies. In Singapore, for example, locals are more used to delivering by electric bicycles and scooters; the demand for foot soldiers are much smaller. Targeting different markets with adjusted strategies is our key to victory.” 



健康環保新選擇  
培植肉蓄勢待發  
**Cultivated Meat is  
Just Around the Corner**

Avant Meats 計劃會與食品生產商洽談合作，提供培植花膠、魚柳作原料加工成不同產品。  
Avant Meats is planning to collaborate with food manufacturers. The company will provide cultivated fish maws and fish fillets as raw ingredients to process into different products.

近年大眾對健康、環保的飲食意識不斷提高，植物肉掀起一場新的飲食潮流。不過，全球對肉類的需求依然有增無減，本地初創企業 Avant Meats 專注研發培植肉，以魚的再生細胞來培植花膠、魚柳，並擁有一般魚肉的口感和營養。

As the public becomes increasingly health-conscious and eco-minded in recent years, plant-based meat has stirred up a new culinary trend. That said, the global demand for meat has not stopped growing. Local start-up Avant Meats focuses on developing cultivated meat, using the regenerated cells of fish to cultivate fish maws and fish fillets that do not only taste exactly like ordinary fish but just as nutritious too.

**近**期流行的植物肉主要有兩種做法：植物素肉是以大豆等植物加工、調味而成，而另一種則是在植物素肉的基礎上以重組發酵技術加入蛋白質令產品更有“肉味”。Avant Meats 是香港唯一的培植肉初創企業，其**共同創辦人陳解頤及錢寶生**以細胞培植肉技術研發人造魚肉，他們抽取出動物再生細胞進行培植，雖然並非素食，但與植物肉一樣環保和健康。

### 培植花膠 味道口感比擬原品

Avant Meats 首先培植的第一個產品是花膠，陳解頤解釋：“我們面向亞洲市場，所以選擇亞洲人有共鳴的產品。培植肉可以製作多種肉類，但由於生產技術成本令培植肉的定價相對高昂，因此需要選擇一些本來售價較高的產品如花膠，消費者才會考慮嘗試價格相近的替代品。”在技術層面，花膠的結構單一，培植出來的效果會較接近傳統花膠。由於培植細胞來自花膠，所以營養價值與真正花膠無異；藉着組織工程學的技術，在培植細胞生長到一定程度後，可以添加支架來模擬體內生長環境，令培植肉的口感變得可控，故能夠調整至接近傳統花膠的口感。



陳解頤 Carrie Chan



錢寶生 Mario Chin

陳解頤引用2019年 A.T. Kearney 的預計 (How Will Cultured Meat and Meat Alternatives Disrupt the Agricultural and Food Industry?)，隨着人口增長及發展中國家的發展，肉類的需求愈來愈大，而隨着培植肉的技术愈趨成熟，預計在2040年培植肉可佔35%市場，植物肉則佔25%，而畜牧所得的肉類則佔40%，可見培植肉擁有巨大的商業潛力。

與此同時，大眾關注環境和個人的健康，陳解頤指培植肉不會產生傳統畜牧、捕魚對環境所帶來的污染，有助減低碳排放。“傳統畜牧需要大量農地、食水和食物，並產生大量溫室氣體排放，在飼養動物的過程中，並非所有能量都可以轉化到動物肌肉，能量轉化效率低。培植肉在實驗室培植，直接將能量轉化到細胞，不需要

經過長時間的養殖。”她補充，Avant Meats 在實驗室培植魚肉，避免了輻射、微塑膠、重金屬等污染所致的食品安全問題，更希望可以藉此減少過度捕撈令海洋資源枯竭和破壞海洋生態。

### 集資有難度 擬先行外國上架

作為初創企業，陳解頤認為香港是一個很好的培育基地，例如科學園為 Avant Meats 提供地方設立實驗室進行研發。“我們現時在香港進行產品原型開發，下一步是將產品投入生產、量產，但香港沒有這種工業，所以面對着不少的困難。”

即使初創企業擁有良好基礎，仍需要充足的資金來維持營運。Avant Meats 亦曾申請政府的資助，惟陳解頤指資助審批時間較長，對於時刻與時間競



Avant Meats 將推出培植魚柳。  
Avant Meats will launch cultivated fish fillets.





培植花膠的口感與真正花膠相近。  
The mouthfeel of cultivated fish maw is almost the same as conventional ones.

爭的科研公司來說，援助並不及時，她和錢寶生要不斷尋找新的資金來支持高昂的開發成本，而本地投資者大多對於這項技術並不熟悉，取態較歐美等地的投資者保守。

除了科研成本外，培植肉產品要在香港發售仍面對法例規管問題，陳解頤表示在2020年12月新加坡已經率先批准出售動物細胞的培植肉，Avant Meats 計劃2021年推出試驗產品，預計2022年投入生產，會先考慮在新加坡或其他已經批准培植肉產品發售的市場推出產品，“我們會與食品生產商洽談，因為他們已經有成熟的銷售網絡和品牌。Avant Meats 則會提供原材料供他們加工，甚至應要求開發新產品。”她相信，如果產品能夠在外國上架後，再入口至香港或內地市場會較為容易。🔗

**P**lant-based meat, which has been quite popular of late, is mainly manufactured in two ways. The first type of is processed from soya beans and other plants before seasonings are added. The second type rides on the foundation of plant-based meat, and protein is added by recombinant fermentation to make the products more “meat-like”. Avant Meats is the only Hong Kong start-up that specializes in cultivated meat. **The company's co-founders Carrie Chan and Mario Chin** applied the cell-based meat cultivation technology to develop artificial fish. Regenerative animal cells are extracted and used for meat cultivation. Although the product is not vegetarian, it is as ecofriendly and healthy as plant-based meat.

### Flavor and texture of cultivated fish maw compares to their original version

Fish maw is the first cultivated product of Avant Meats. Chan explained, “We are oriented towards the Asian market. Therefore, we have chosen products that



Avant Meats 在科學園設實驗室，開發新產品和改良研發技術。  
Avant Meats has its laboratory set up at the Science Park to develop new products and to improve on their R&D technology.

resonate with Asians. There are many possibilities for cultivated meats, but the technology involves high production costs, meaning the product also comes with a relatively expensive price point. Therefore, it makes more sense for consumers to consider trying cultivated fish maw, because natural ones are quite pricey.” In terms of technology, since fish maw has a singular structure, the cultivated version would resemble the conventional one more closely. As the cells used for cultivation come from fish maw, the cultivated product is just as nutritional as its conventional counterpart. Riding on the technology of tissue engineering, cultivated cells would grow to a certain state and a support frame could be added to simulate the in vivo growing environment. The mouthfeel of cultivated meat, as a result, becomes more controllable, and can also be tuned to resemble conventional fish maw.

Quoting the 2019 forecast of A.T. Kearney (How Will Cultured Meat and Meat Alternatives Disrupt the Agricultural and Food Industry?), Chan explained that the increase in population and the growth of developing countries will drive the demand for meat. As the technology for cultivated meat advances, the meat market of 2040 will be shared by cultivated meat (35%), plant-based meat (25%) and farmed meat (40%). There is indeed immense commercial potential for cultivated meats.

At the same time, the public is more aware of their environmental impact and personal health. Chan emphasized that since cultivated meat does not generate the environment pollution associated with traditional livestock production and fishery, it helps in reducing carbon emission. “Expansive farmland, large quantities of water and food are required for traditional livestock farming methods, resulting in lots of greenhouse gas emission. Over the course of raising farm animals, not all energy could be transformed into animal muscles. In fact, the efficiency of energy transfer is rather low. As cultivated meat is created in the laboratory, energy can be directly transferred to the cells, and the long span of breeding is no longer needed.” She added that as Avant Meats cultivates fish in the laboratory, radiation, micro-plastic, heavy metal and similar food safety problems caused by pollution can be avoided. The company also hopes that cultivated meat could mitigate resource exhaustion from over-fishing and prevent further damages to the marine ecology.

### Plans for overseas sale in the pipeline in the face of financing challenges

As a start-up founder, Chan considered Hong Kong a great nurturing base. For example, the Science Park has provided space for Avant Meats’ laboratory. “We are now developing prototypes in Hong Kong. Our next step is mass production, but we are facing some challenges as this kind of manufacturing industry does not exist in Hong Kong.”

Start-ups do not on need a sound foundation, but also adequate funds to maintain operation. While Avant Meats had applied government funding support, Chan noted that approval takes way too long for time-crunch technology companies, and such funding assistance is not timely enough. She and Chin have to look for new funding sources to support expensive development costs. They reckoned local investors are not too familiar with this technology,

and are often more conservative than European and US investors.

On top of research and development costs, cultivated meat products that go on the shelves in Hong Kong are faced with legal and regulatory issues. Chan said that Singapore has first approved of the selling of cultivated meat that contains animal cells in December 2020. Avant Meats has planned to launch its pilot products in 2021, and expects to begin production in 2022. The company would first consider rolling out their products in markets that have already approved of the selling of cultivated meats, such as Singapore. “We will be negotiating with manufacturers because they already have mature distribution networks and brands. Avant Meats will provide them with raw materials for processing, or we may develop new products according to their requirements.” She believed that if the products can be put on sale in foreign countries, it would be easier to reimport them to the Hong Kong or mainland China markets. 



## 公平貿易成就玉石藏量冠全球

### Fair Trade Results in One of the World's Largest Jade Deposits

晶瑩剔透的美玉一向備受收藏家所珍視，也是名貴首飾的最佳點綴。由酒店基層員工，到成為高爾夫城的總裁，再投身玉石行業，**歐陽偉傑**皆秉承助人為樂的原則，期望在創一番事業的同時，也能讓更多人從中獲益。因此，他既成立珍稀玉石展覽館，也透過以公平及道德方式向採石的內地少數民族進行收購，實踐公平交易，達致多贏局面。

Not only has crystal-clear jade always been cherished by collectors, but it is also the best embellishment for precious jewellery. From being a junior employee at a hotel to becoming the president of OGC Golf Club, and then joining the jade industry, **Au Yeung Wai-kit** always takes pleasure from helping others, aiming to forge a career while enabling more people to benefit from it. To this end, he has set up a rare jade exhibition gallery and practices fair trade by procuring from jade-mining ethnic minorities in the Mainland in a fair and ethical manner so that it is a win for all parties.



歐陽偉傑 Au Yeung Wai-kit

**提**起歐陽偉傑，很多人會聚焦於其創業的傳奇經歷，作為全球其中一間最大玉石礦藏量的公司創辦人，他崇尚公平的經營方式更是為人津津樂道。憶述1992年從事首份工作，他坦言當時學歷不足，故需由最基層做起，日常負責為進出酒店的顧客開門，惟他未有因而怠惰，而是積極面對每天的職務，並善用公餘時間報讀夜校課程，不斷進修增值，為未來事業發展作好準備。

### 家人薰陶 化愛好為事業

常言道：機會是留給有準備的人，歐陽偉傑以勤奮認真的工作態度及求學精神，在事業上步步晉升，並獲澳洲新報老闆賞識，獲聘為董事長私人助理。一向擅長運動的他，兼具童軍與拯溺等多重資格，更間接促使他於2004年獲香港 OGC 啟德高爾夫城聘任為總裁，期間高球城在他的領導下贏得全球最佳高爾夫九洞球場、全球最佳高爾夫球場、全港最佳管理高爾夫球場等多個獎項。

歐陽偉傑坦言，一切源於小時候從家人的語傳身教耳所致，助他養成勤勉向上與樂於助人的性格。至於對玉石的興趣，同樣受到家人的薰陶而來，特別是擅長玉石鑑賞的表姊，令他對這些外型精緻的瑰寶充滿好奇，並用心鑽研，促使他因緣際會於1994年認識到精通國際文物修復的文物鑑證專家與古董首飾設計師張鍾麗裳博士，隨後更獲她的賞識和悉心教導，助他逐步將這份愛好轉化為創業主題，先後在新疆及香港開設了淳霸珠寶店及



歐陽偉傑特別設立“戈壁寶石玉石研究基地”，推動公眾教育。  
Au Yeung promotes public education by setting up a jade research base.

香港純淳珠寶有限公司，現時他坐擁的玉石達5千噸以上，屬全球擁有最多玉石的收藏家之一。

### 擔任義工建奇妙友誼

“玉石的種類繁多，常見有和田玉、翡翠和瑪瑙等，各有其獨特之處及珍藏價值，遇有品質上乘的玉石，往往更是價值連城。”歐陽偉傑熱愛搜羅及珍藏玉石，深明玉石愛好者皆希望尋得珍品以作收藏，因而深入世界各地開採及收購寶石，再作加工及零售。喜愛助人的他，在玉石採購上崇尚公平交易的原則，更因而與新疆等地的少數民族建立了深厚友誼。

回顧這段跨越地域與文化的奇妙情誼，歐陽偉傑表示，他一直積極參與苗圃行動等慈善團體的義務工作，早年已常赴內地貧困山區開展服務，由此認識很多少數民族的朋友，發現當中不乏採石人及石農，以撿拾及出售沙漠的玉石維生，正與他需要搜

尋優質石源的理念不謀而合，因而促成與少數民族開展合作關係。

### 公平收購 實踐雙贏

“我的玉石公司由開採或收購寶石、加工及零售，整個流程也是一條龍，全由自家一力包辦，令品質得到全面保證。”歐陽偉傑稱，要令石源持續供應，並得到充分保障，最重要是讓提供石源的少數民族有穩定的收入以維持生活，因此，他致力推動以公平、微笑、道德及環保方式作出開採和收購，配合提供正規安全意識，令採石人及石農得到公平的收益，由此



歐陽偉傑與少數民族建立深厚情誼，並致力實踐“公平交易”。  
Au Yeung adheres to the principle of fair trade when procuring jade, which has led him to establishing a deep friendship with ethnic minorities.



亦協助新疆地區的多個少數民族及弱勢社群增加收入，他們的採石安全也有所保障。

時至今天，歐陽偉傑旗下的公司，已成為全球玉石礦藏量最多的公司之一，他認為，由此正可體現公平貿易與營商不但可和衷並存，更能產生協同效應，達致彼此共同獲益的多贏局面。展望未來，他期望可藉自身經驗，鼓勵更多同業以至從事其他產業的創業者，也能實踐公平交易的原則，只有共贏才能推動社會持續發

展，建構最佳營商環境，令不同業務皆可生生不息。🌀

**W**hen it comes to Au Yeung, many people will focus on his legendary entrepreneurial experience. As the founder of the company with one of the world's largest jade deposits, his advocacy for fair business operation is much talked about. Recalling his first job in 1992, he admitted that due to inadequate academic qualifications, he had to start from the lowest level and took on a job opening the door for guests entering and leaving a hotel. However, he

was never idle because of this. Instead, he went about his daily duties in a positive manner and made good use of his free time to attend evening courses, continuing to upgrade himself to prepare for his future endeavour.

### Turning hobby into career due to family influence

As the saying goes: Chance favours those who are prepared. Thanks to his diligent and earnest work attitude and spirit of learning, Au Yeung steadily gained promotion in his career, and appreciated by the boss of Australian Chinese Daily, he was employed as the Chairman's personal assistant. Having always been good at sports and obtained multiple qualifications, e.g. as a scout and life-saver, he was appointed the president of OGC Golf City located at the former Kai Tak Airport in 2004, during which it won several awards, including the world's best nine-hole golf course, the world's best golf course, and Hong Kong's best managed golf course.

Au Yeung said that all these stemmed from the influence of his family, which helped develop him into a diligent, progressive and helpful person. His interest in jade was similarly influenced by his family, especially his cousin who is good at jade appreciation and triggered his curiosity in these exquisitely shaped gems. He began to delve into the study of jade, which led to his chance encounter with Dr Lisa Cheung Chung in 1994. She is an artefact connoisseur and antique jewellery designer who is also an expert in restoring international artefacts. Later, he gained



歐陽偉傑積極搜尋優質石源。  
Au Yeung searches for high-quality jade supply actively.

recognition from her and received her attentive guidance, which helped turn his hobby into a business venture. He then set up Chunba Jewellery and Pure Jewellery in Xinjiang and Hong Kong. He now owns over 5,000 tonnes of jade, making him one of the collectors with the most jade in the world.

### **Wonderful friendship established through volunteer work**

“There are many kinds of jade stones, such as the common nephrite, emerald and agate jade, each with its own uniqueness and collection value. High-quality jade is often worth a king’s ransom.” Au Yeung is passionate about searching for and collecting jade. With a deep understanding that jade enthusiasts want to find precious items for their collection, he mines and procures gems from all over the world for processing and retailing. As he loves helping others, he adheres to the principle of fair trade when procuring jade, which has led him to establishing a

deep friendship with ethnic minorities in Xinjiang and other places.

Looking back at this wonderful friendship that spans regions and cultures, Au Yeung said that he has been actively involved in voluntary work with charity organizations such as Sowers Action. In the early years, he often went to the impoverished mountainous areas in the Mainland to provide services. From this, he met many friends of ethnic minorities and found that many of them made a living by mining, farming, picking and selling jade from the desert, which coincided with his idea of searching for high-quality jade supply, thus leading to his cooperative relations with the ethnic minorities.

### **Fair procurement for a win-win situation**

“My jade company operates with an integrated chain of processes all by itself, including mining, procuring, processing and retailing, which enables it to fully ensure quality is maintained.” Au Yeung said that to secure a sustained jade supply, the most

important thing is to allow the ethnic minorities who provide the jade supply to have a stable income to sustain their lives. Therefore, he is committed to mining and procuring jade in a fair, amicable, ethical and environmentally friendly manner, which coupled with providing proper safety awareness, enable jade miners and farmers to get fair returns, thus helping many ethnic minorities and vulnerable communities in Xinjiang increase their incomes and ensure their safety.

Today, Au Yeung’s company has one of the world’s largest jade deposits, which, in his view, demonstrates not only the harmonious co-existence of fair trade and business operation, but also synergies leading to mutually beneficially win-win situations for all parties. Looking to the future, he hopes that through his own experience, he can encourage more entrepreneurs in the same industry and even in other industries to practice the principle of fair trade. Only a win-win situation can lead to sustainable social development and create an optimal business environment so that different businesses can continue to flourish. 



袁武 Yuen Mo



陳茂波 The Hon Paul Chan  
財政司司長  
Financial Secretary



錢軍 Jun QIAN  
復旦大學泛海國際金融學院執行院長  
Finance and Executive Dean  
Fudan International School of Finance, Fudan University



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Managing Director, Head of Asia Economic Research  
& Chief China Economist, UBS Investment Bank

## 中總論壇網上剖析 2021 經濟前瞻 CGCC Forum Online: Exploring 2021 Economy

**本**會舉辦今年首項重點活動“中總論壇”，前瞻2021年經濟發展，並首度以線上線下互動形式進行。今年財政司司長陳茂波應邀擔任主旨演講嘉賓，復旦大學泛海國際金融學院執行院長錢軍及瑞銀亞洲經濟研究主管兼首席中國經濟學家汪濤擔任專題演講嘉賓，剖析2021年環球及內地經濟新格局。

論壇亦設有對談環節，香港旅遊發展局主席彭耀佳、香港生產力促進局主席林宣武、香港零售管理協會主席謝邱安儀及尚乘數科首席執行官李蕾，共同討論在當前經濟及社會形勢下，本港不同行業的發展前景與未來部署。(13/1)

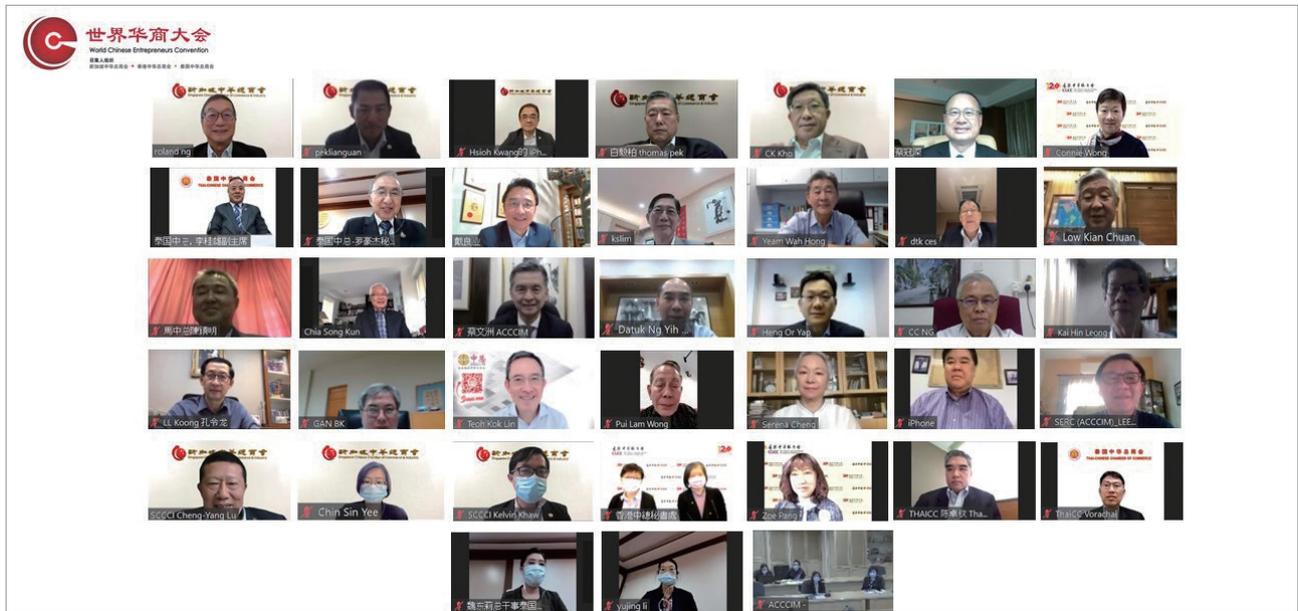
論壇演講內容精華請參看下期《商薈》



The Chamber's first highlighted event for this year, the CGCC Forum gave analyzes on the economy of 2021, and it was organized with the format of online to offline interaction for the first time. **Paul Chan, Financial Secretary**, was invited to be the keynote speaker. Guest speakers in this year were: **Qian Jun, Executive Dean of the Fanhai International School of Finance of Fudan University** and **Wang Tao, Head of Asian Economic Research and Chief China Economist of UBS**, they looked on ahead to the economic development of the year 2021.

Their speeches were followed by a panel discussion where the guest speakers, including **YK Pang, Chairman of the Hong Kong Tourism Board**; **Willy Lin, Chariman of the Hong Kong Productivity Council**; **Annie Yau Tse, Chairman of Hong Kong Retail Management Association** and **Michelle Li, CEO of the AMTD Group**, they shared views on the prospects of different industries. (13/1) 

For the highlights of the speeches, please refer to the next issue of CGCC Vision.



世界華商大會  
線上會議  
WCEC  
Online Meeting

世界華商大會召集人組織：新加坡中華總商會、本會及泰國中華總商會，日前與第16屆華商大會主辦機構馬來西亞中華總商會進行線上會議，就疫情下如何籌辦大會商議應對措施。本會永遠名譽會長蔡冠深與副會長王惠貞代表出席。(28/12) ↻

**F**ounding members of World Chinese Entrepreneurs Convention (WCEC), namely Singapore Chinese Chamber of Commerce & Industry, the Chamber and Thai-Chinese Chamber of Commerce, co-organized an online meeting with the Associated Chinese Chambers of Commerce and Industry of Malaysia, the organizer of the 16th WCEC, for discussing preparation measures during epidemics. **Jonathan Choi, the Chamber's Permanent Honorary President** and **Connie Wong, the Chamber's Vice-Chairman** have participated the meeting. (28/12) ↻