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融入大灣區 展香港所長

Integrate with Greater Bay Area to Showcase
Hong Kong's Strengths

一文讀懂內地熱門社交媒體營銷攻略

A Comprehensive Guide to Marketing on Top Mainland
Social Media Platforms

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NOV 2021



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袁武
YUEN Mo GBS, JP

重新出發 謀劃未來

STRIVING AHEAD WITH RENEWED PERSEVERANCE CHARTING THE FUTURE OF HONG KONG

上月，行政長官發表本屆政府任內最後一份施政報告，內容相當全面，既有促進經濟的政策規劃、也為改善社會民生提出具體部署，是一份積極進取、具前瞻性的中長期發展藍圖。報告更就推動香港更好融入國家發展制定政策措施，尤其強化香港與深圳全方位合作，進一步抓緊粵港澳大灣區建設帶來的龐大新機遇。香港工商各界必須做好部署，積極配合施政報告各項政策措施，讓相關規劃落到實處，攜手勾劃香港未來。

北部都會區是創科發展重要平台

今次施政報告其中一個最大亮點，是提出甚具突破性的《北部都會區發展策略》，明顯跳出了過往百多年來香港經濟主要集中在維港兩岸的發展格局。中總早前建議香港應規劃“南金融、北創科”的“雙核心都會區”發展佈局，全方位配合大灣區發展。我們欣見施政報告提出北部都會區具體規劃，並透過與深圳締結“雙城三圈”空間格局，進一步推進港深兩地強強聯手，尤其是在創科領域進行全方位對接。

事實上，本港需要大力發展創科產業已成為社會共識，北部都會區正好是對接深圳創科發展的重要橋頭堡，既切合本地經濟發展需要，亦符合中央對香港的期望。我們相信，北部都會區可在創科發展方面與深圳互補優勢，例如借助深圳的先進製造業實力，以及河套區創新及科技園區等大型基礎設施，將新界北地區打造為香港的“小矽谷”，吸引全球創科資源和海內外頂尖科技人才集聚。

北部都會區發展包括整合落馬洲管制站和毗鄰土地，與港深創科園組合成為新田科技城，為創科產業發展提供群聚效應，有助提升本港創新水平，最令業界憧憬。特區政府可研究以直接資助或稅務優惠方式，吸引海內外大型科技企業進駐。當局更可爭取在科技城成立“國家實驗室”，承擔國家重大科研任務。我們期望當局採用靈活發展方式加快開展項目，令新田科技城早日發揮推動香港創科發展新引擎的功能。

為土地房屋供應尋求突破

在發展北部都會區的基礎上，施政報告推出一系列新措施加快造地建屋，進一步釋放港九市區及新界北部大量土地，展現出當局破解土地房屋難題的決心和承擔。

土地規劃的目標不僅是用作建屋用途，也要包括其他用地的目的的全盤規劃。我們欣見施政報告增撥土地作為創科用途，包括新田科技城、馬料水填海造地、以及流浮山為本地大學預留作科研用途土地等，將為本港創科發展打下強心針，而北部都會區更進一步回應香港缺乏宏觀和長遠土地規劃的問題。

今次施政報告提出加快土地房屋供應多屬長遠措施，面對造地建屋的迫切需要，特區政府必須多管齊下增加短期土地房屋供應，例如大幅增加資助房屋供應數量和種類、研究重啟私人機構參建居屋計劃等，盡快滿足市民的置業需求。我們也期待當局盡快壓縮土地開發流程、全面檢視相關法定程序以及行政安排、修訂有關土地的條例，務求拆牆鬆綁，在短期內增加可發展土地供應。

與內地通關乃頭等大事

要有效推動落實施政報告提出的各項政策建議，加快融入國家發展大局，大前提必然是盡快與內地恢復通關。中總樂見特區政府團隊與內地相關單位積極進行疫情防控工作對接會議，期望雙方能盡快研究落實具體細節，包括完善防疫措施，以及積極推動配合內地健康碼互認互通安排，讓兩地經貿與社會民生活動往來回復正常運作。

香港國安法實施一年多以來，本港社會已回復穩定，而中央推動完善特區選舉制度，新一屆選舉委員會已順利誕生，稍後也將進行新一屆立法會和行政長官選舉，將為確保“愛國者治港”構建堅實基礎，加上本地新冠疫情持續受控，現時絕對是為香港謀劃未來發展的好時機。我們期望特區政府能積極與工商和社會各界持份者加強溝通，盡快就施政報告提出的各項規劃願景開展相關工作安排，讓香港市民切實受惠得益。

“ 現時絕對是為香港謀劃未來發展的好時機，
我們期望特區政府能積極與工商和社會各界持份者加強
溝通，盡快開展相關工作安排。

It is the right time to chart the future of Hong Kong. We hope the HKSAR government will strengthen communication with various stakeholders of the business and other sectors, and launch the work proposed in the Policy Address as soon as possible. ”

The *Policy Address* delivered by the Chief Executive last month, the last of her current term, is not only comprehensive but also proactive and forward-looking as a blueprint for the mid- and long-term development of Hong Kong. In particular, it maps out policies and measures to ensure Hong Kong can better integrate into the national development and capitalize on the immense opportunities presented by the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area). From the standpoint of the business sector, it is important to stand ready and help facilitate the implementation of these policies and measures.

Northern Metropolis: A vital platform for I&T development

Prior to the announcement of the *Policy Address*, CGCC had recommended a “dual-core” development pattern for Hong Kong, one in which the south is strong in finance and the north in innovation and technology (I&T), to align with the development of the Greater Bay Area. We are pleased to see that the latest *Policy Address* has put forward the groundbreaking vision of the Northern Metropolis Development Strategy, a concrete plan that will help promote deeper cooperation and integration between Hong Kong and Shenzhen, especially in the I&T area.

Within Hong Kong, there is a general consensus that the development of the I&T industry should be strengthened. The Northern Metropolis will provide a strong foothold for Hong Kong to align the course of its I&T development with Shenzhen's. In our opinion, the Northern Metropolis will allow the two cities to draw on each other's strengths, and forge a “mini-Silicon Valley” in New Territories North where resources and talent from both the Mainland and overseas will converge.

Under the Northern Metropolis Development Strategy, the areas around Lok Ma Chau Control Point and the Hong Kong-Shenzhen Innovation and Technology Park will be consolidated to form the San Tin Technopole and create a critical mass for the I&T industry. The HKSAR government can consider providing direct subsidies or tax incentives to attract large-scale Chinese and international corporations to set up branches in the area. It should also lobby for the establishment of a “state laboratory” in the technopole to undertake important scientific research projects commissioned by the country. We hope the Hong Kong authorities will adopt a flexible approach to speed up the related developments.

Seeking breakthroughs in housing and land supply

The *Policy Address* has also proposed a series of new measures

to increase housing supply and free up a considerable amount of land in the urban areas and New Territories North, underlining the government's determination to resolve the obstinate problems related to housing and its willingness to undertake its responsibilities.

Land planning is not only about house building. Rather, it strives to balance the needs for different land uses in a wholistic manner. We are delighted to see that as one way to boost the development of the I&T industry in Hong Kong, the *Policy Address* has allocated more land for this purpose, while the Northern Metropolis will redress the longstanding issue of a lack of macro and long-term land planning.

Given the urgency, it is necessary for the HKSAR government to implement different measures simultaneously so that the supply of both land and housing can be increased within a short time. For instance, both quantity and types of subsidized housing should be increased drastically to meet the homeownership needs of the public. We also hope the authorities will try to shorten the time needed to increase land supply by compressing the workflow of land development – for example, statutory procedures and administrative arrangements should be reviewed, and land-related regulations may have to be revised.

Reopening Mainland border should take front seat

The effective implementation of the measures proposed in the *Policy Address* depends heavily on the reopening of the border with the Mainland. We are delighted with the active effort of the Hong Kong authorities and their Mainland counterparts to coordinate anti-epidemic measures. We hope they will be able to confirm the details of the arrangements soon so that cross-border economic and social activities can go back to normal in the near future.

After the Hong Kong National Security Law was enacted a bit more than a year ago, social stability has been restored in Hong Kong. The Central government has also successfully promoted the enhancement of Hong Kong's electoral system. The upcoming Legislative Council and Chief Executive elections will lay a solid ground for the implementation of the “patriots administering Hong Kong” principle. With the epidemic stabilizing, it is the right time to chart the future of Hong Kong. We hope the HKSAR government will strengthen communication with various stakeholders of the business and other sectors, and launch the work proposed in the *Policy Address* as soon as possible to benefit the public. 🌀

融入大灣區 展香港所長

Integrate with Greater Bay Area to Showcase Hong Kong's Strengths



“十四五”規劃給予香港多方面支持及任務，特別是推動南沙、前海及橫琴三個重要粵港澳合作平台。香港必須積極探索如何結合香港和三地的優勢，發揮香港所長、服務國家所需。

The “14th Five-Year” Plan gives Hong Kong multi-faceted support and tasks, especially to drive the three important platforms for cooperation among Guangdong, Hong Kong and Macao. The three platforms are Nansha, Qianhai and Hengqin. Hong Kong must proactively explore ways to combine its strengths with those of the three places, showcasing its strengths and serving the needs of the country.



梁振英 CY Leung

2018年11月12日，國家主席習近平接見香港澳門各界慶祝國家改革開放40周年訪問團時提出“四個希望”，包括更加積極主動助力國家全面開放、更加積極主動融入國家發展大局、更加積極主動參與國家治理實踐、以及更加積極主動促進國際人文交流。全國政協副主席梁振英認為，融入國家發展大局是“四個希望”的重中之重，港人必須思考如何做好這方面的工作。

重點在於“提升”

梁振英說，“十四五”規劃給予香港多方面的支持及任務，特別是推動南沙、前海及橫琴三個重要粵港澳合作平台。香港必須積極探索如何結合香港和三地的優勢，透過促進人流、物流、資金流和訊息流互聯互通，催生新的產業和發展機遇，發揮香港所長、服務國家所需。

梁振英續指，“十四五”規劃支持香港提升國際金融、貿易、航運中心地位，當中的重點在於“提升”。他闡釋，所謂“提升”並非將香港一直在做的搬到前海，而是為國家提供嶄新、更適切的服務；同時，市民可藉此得到更高收入，迎來更優渥的生

活條件。要做到這點，必須透過紮實的調研和溝通交流來達致。

國家是極大的服務對象

他舉例，《前海方案》提出發展航運服務業，香港法律業界可善用其熟悉國際法規、兩文三語等優勢，在前海開拓航運服務相關法律事務，並把服務範圍輻射全國。香港業界也可利用本身優勢，與前海加強合作，發展其他如知識產權交易、海事保險，以及進出口業等服務全國的新產業。“國家其實非常需要熟悉海事法的專業服務，若香港專才可以配合，就不用依賴英美的律師事務所。”他形容情況就如芯片般，若內地專才可解決問題，就可避免“卡脖子”之弊。

在貿易方面，梁振英則以寧夏與香港合作為例子。他指出，當

Of the “four hopes” expressed by President Xi Jinping in 2018, **CY Leung, Vice Chairman of the CPPCC National Committee**, believes that integration into the big picture of national development is the most important, so Hong Kongers must think about how to do well in this regard.

The focus is on “improvement”

Leung said that the 14th Five-Year Plan gives Hong Kong multi-faceted support and tasks, especially to drive the three important platforms for cooperation among Guangdong, Hong Kong and Macao. The three platforms are Nansha, Qianhai and Hengqin. Hong Kong must proactively explore ways to combine its strengths with those of the three places, showcasing its strengths and serving the needs of the country by facilitating the interconnectivity of the flow of people, things, capital and information.

Leung said further that the “14th Five-Year” Plan supports Hong Kong in

葡萄酒發展迅速，香港人口有限，與其多飲用其出產，倒不如成為葡萄酒貿易中心，協助其產品行銷全球。“情況就像香港是日本出口食物的最大買家，我們有獨特的貿易概念，從來買不是香港所需，賣不是香港所產。”他認為，國家是個極大的服務對象，當中蘊藏無限貿易機遇。

強化香港與內地融合

梁振英特別指出，香港與內地融合是歷史潮流所趨，不會影響在《基本法》下“港人治港”及高度自治的安排，故港人實在毋須諱言。他寄語工商及社會各界積極抓緊國家給予的支持，發揮自身優勢，透過與內地融合產生化學作用，催生新產業，為推動香港與內地，特別是粵港澳大灣區融合發展貢獻力量。

improving its status as an international financial, trade and shipping center, with the focus on “improvement”. He explained that “improvement” is not about moving what Hong Kong has been doing to Qianhai. Instead, it means offering new services that are more suitable to the country, while people can thereby earn a higher income and attain a better living standard.

The country is a huge market for Hong Kong’s services

Citing the development of shipping services, which has been set out in the Qianhai Plan, as an example, Leung said that Hong Kong’s legal profession can leverage its strengths to offer legal services related to shipping services in Qianhai and extend the scope of services nationwide. The Hong Kong business community can also use its strengths to enhance cooperation with Qianhai to develop new industries such as maritime insurance to serve the entire country. “The country indeed urgently needs professional services that are



familiar with maritime law. It does not have to rely on UK and US law firms if Hong Kong's professionals can meet its needs in this area."

With regard to trade, Leung cited the cooperation between Ningxia and Hong Kong as an example. He noted that as Ningxia's wine industry is developing rapidly, Hong Kong can become a wine trading hub to help its products sell globally. "We have a unique trade concept in that what we

buy is not what Hong Kong needs and what we sell is not what Hong Kong produces." In his view, this offers boundless trade opportunities.

Strengthen Hong Kong's integration with the Mainland

Leung specifically pointed out that Hong Kong's integration with the Mainland will not affect the arrangements for "Hong Kong people

running Hong Kong" and a high degree of autonomy under the *Basic Law*, so Hong Kongers really do not need to shy away from this topic. He urged the industrial and commercial sector and all sectors of society to proactively capitalize on the support from the country to stimulate the emergence of new industries and contribute to the integrated development of Hong Kong and the Mainland, especially the Guangdong-Hong Kong-Macao Greater Bay Area. 🌀



前海擴區改革 香港舞台更寬

Qianhai Zone Expansion Reform Broadens Stage for Hong Kong



“十四五” 規劃支持高質量建設粵港澳大灣區。中央亦在9月6日公佈《全面深化前海深港現代服務業合作區改革開放方案》(《方案》)，將前海深港現代服務業合作區的面積大幅擴展，並強調推動前海高水平對外開放。這項政策可望推動現代服務業創新發展，加快在前海建立與香港聯通、國際接軌的現代服務業體制。

The “14th Five-Year” Plan supports the high-quality development of the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area). On September 6, the Central Government also announced the *Plan for Comprehensively Deepening the Reform and Opening-up of Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone* (the “Plan”), which greatly expands the area of the cooperation zone and stresses the promotion of Qianhai’s high-level opening-up to the rest of the world. This policy is set to promote the innovative development of modern service industries.

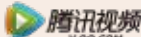
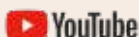


蔡冠深 Jonathan Choi



方舟 Fang Zhou

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洪為民 Witman Hung



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蔡冠深：攜手前海融入國家發展大局

早前中央政府推出一系列推動內地與香港互聯互通、促進粵港澳大灣區建設的新政策，包括跨境理財通、債券通“南向通”、《橫琴粵澳深度合作區建設總體方案》、《全面深化前海深港現代服務業合作區改革開放方案》等，為香港企業、專業人士以至廣大市民帶來龐大發展新機遇。

前海擴容拓展香港發展空間

全國政協常委、本會永遠名譽會長、粵港澳大灣區企業家聯盟主席蔡冠深指出，這次方案將為香港提供更大的發展空間，深受香港工商界關注。“原來的前海僅約15平方公里，將會擴展至120.56平方公里，為原來的八倍。這將大大擴展前海合作區發展空間，從根本上擴大港深合作創新的容量，為香港未來經濟發展提供重要‘腹地’。在原有的空間佈局中，一些創新措施影響範圍有限，如過往跨境人民幣貸款只能在前海15平方公里內部使用，擴區後必將發揮更大效應。”

他補充，方案的目標是到2035年建成全球資源配置能力強、創新策劃且匯聚資源能力強、協同發展帶

動能力強的“高質量發展引擎”，對香港意義重大。香港在推動區域經濟合作方面可發揮“C.I.O.”功能，也就是擔當聯繫者、投資者和運營者的角色，方案正好讓香港在推進港深合作、融入粵港澳大灣區建設方面，發揮更關鍵和全面的作用。

促進香港產業的長遠發展

方案亦推動擴大對香港服務領域開放，促進香港多項產業發展。蔡冠深預期將有大量惠及香港發展的政策出台，無疑有助香港鞏固優勢、發掘新潛力、推動香港經濟結構轉型。以金融業為例，方案支持將國家擴大金融業對外開放政策在前海落地實施，香港與前海將形成高度協同聯動，成為中國與世界開展金融合作的重要平台。

“未來的跨境人民幣業務創新試點，將在前海先行先試，香港作為全球最大離岸人民幣業務中心定能受惠。目前境外投資者主要通過‘滬深港通’買賣合資格的內地股票，未來前海可在內地與香港金融市場的互聯互通中，發揮先行先試作用。方案支持國際保險機構在前海合作區發展，香港保險業應積極推動內地開展續保理賠便利化試點，並將境內參與銀行優先選址在前海。”



打造香港“南金融、北創科”格局

展望未來，蔡冠深認為香港不應只着眼於推動前海港深合作，更重要是與前海前海攜手，融入國家發展大局。前海合作區建設與香港的長遠發展息息相關，香港必須積極參與、主動爭取。中總早前向特區政府建議，香港在規劃上須逐步形成南金融（中環）、北創科（新界北）的發展格局，着力發展新界北，打造香港“小矽谷”，以全方位配合大灣區發展。

因應方案的推進，特區政府更應加速新界北的重新規劃和發展，進一步強化與深圳前海的全方位對接，審視完善香港與深圳各個邊境口岸的軟硬件設施，包括跨境基建交通全方位規劃，並採取24小時“一地兩檢”模式等，帶動兩地口岸經濟，和深圳河一河兩岸經濟帶的發展，為香港和深圳創造更多嶄新發展機遇。

方舟：前海擴區拓展深港合作空間

中央公佈《方案》，香港一國兩制研究中心研究總監方舟認為，這是全面深化前海深港現代服務業合作區改革開放、系統優化深港合作佈局的重要舉措，

也是支持香港經濟社會發展、豐富“一國兩制”實踐的重大戰略部署。

特區中的特區

就背景而言，前海擴區可追溯自11年前深圳經濟特區成立30周年時，國務院批覆同意《前海深港現代服務業合作區總體發展規劃》而來。方舟指出，這是有幸得到時任廣東省委書記汪洋關顧，前海才得以成為“特區中的特區”。而在2012年，國家主席習近平在十八大後離京視察第一站就到前海，對前海開發開放作出重要指示，期望前海“依託香港、服務內地、面向世界”。中央在《粵港澳大灣區發展規劃綱要》中提及希望在前海“建設國際化城市中心”，方舟形容這是很高的定位，亦足證國家對前海實在寄望甚殷。

方舟續指，經過十餘年的開發和建設，區域範圍限制已成為制約前海改革發展的突出問題。故前海擴區可以讓其制度創新和產業升級空間載體更大，亦可望大幅增加可供產業發展的用地。除了有助深化改革，更好地在重大改革任務方面先行先試之外，亦可發揮香港優勢，提升深港合作能力，為香港經濟發展提供有力支撐。



允參與管治 促貿易自由

至於創新合作區的治理模式方面，方舟認為最值得留意的是“探索允許符合條件的港澳和外籍人士擔任前海合作區法定機構職務並參與區域治理”。在他看來這是正面信號，在借鑒香港法定機構運作的經驗之餘，亦有利於增強港人國民身分認同感。

《方案》發展目標包括推進現代服務業創新發展、加快科技發展體制改革創新、擴大金融業對外開放、提升法律事務對外開放水平、深化與港澳服務貿易自由化以及高水平參與國際合作等。方舟指出，《方案》可望推進深港雙向輻射，前海成為了方便香港進入內地的跳板，融入以國內大循環為主體的國際國內雙迴圈發展新格局，更強調深港合作雙向互補。

宜借鑒珠澳合作經驗

方舟尚提到，前海在進一步擴大深化深港合作方面，可以學習借鑒珠澳合作的成功經驗和模式，例如在海洋新城的建設中，深圳可以與香港採用共同治理的發展模式，將其打造成為“離岸自由島”，島上所有開設帳戶均為離岸帳戶，所有進入該島的資金和交易均以離岸市場管理和操作。這將大大增加其靈活性和吸引力，實現與香港離岸人民幣樞紐的一體化。同時，如能融合區內的產業功能和社會居住功能，將可以為香港市民未來帶來更多元、廣闊的工作選擇機會，以及為香港市民探索更為優質的居住環境。

總括而言，方舟認為《方案》對香港意義重大。首先這是支持香港經濟社會發展、豐富“一國兩制”實踐的重大戰略部署，為正處在由亂及治、由治及興關鍵時期的香港乘勢而上，迎合國家所需，貢獻香港所長，為香港開闢了更為廣闊的舞台。不僅豐富了“十四五”規劃中區域合作、平台建設的內涵，更注重發揮香港高端專業服務業的傳統優勢，必將為香港的專業人才和企業提供巨大機遇。

洪為民：積極發揮前海的引擎作用

國務院早前印發《全面深化前海深港現代服務業合作區改革開放方案》，前海合作區面積將由 14.92 平方公里大大擴展到 120.56 平方公里，為原來的八倍。前海管理局香港事務首席聯絡官洪為民認為，觀乎是次方案內容，地理空間的擴展固然是一大亮點，但他認為“全面深化”四字才是箇中關鍵。

“國家文件每一字皆有意思，它不是叫‘前海擴展方案’而是強調‘全面深化’改革開放。前海是一張白紙，適合嘗試一些創新的政策，因此過去一直扮演先行先試的角色，若嘗試成功，則推廣到其他地方，例如早前的‘港人港稅’政策。未來應更好發揮前海的引擎作用，促進大灣區和深圳先行示範區整體提質增效，進而帶動全國高質量發展，才是這次方案的重點。”



前海方案蘊含龐大機遇

前海一直是港商進軍大灣區市場的跳板，方案提出了一系列擴大開放政策，當中包括香港專業人士在內地執業的安排，洪為民認為絕對值得關注。“今次方案首次提出‘跨境執業’的概念，簡單而言即香港專業人士未來可在前海執業。但其實較早前建築類專業人士已獲認可在前海執業，而無需取得內地專業資格，未來政策範圍有望進一步拓寬。”

此外，洪為民指出服務業佔香港 GDP 超過 90%，但服務業最終仍需對接實體經濟，而前海是供香港服務業對接整個大灣區、以至華南地區的實體經濟的良好平台。他認為，若可做到香港、前海兩地口岸數據互聯、單證互認及監管互助互認，將大大便利兩地的人流、物流、資金流及通訊流。“例如食物安全的數據互通，將來可否做到一次檢驗、兩面放行？如兩地可加強此類資訊互通，將省卻不少冗長的程序。”

新界西北將成香港新中心

當前海擴大容量、加大開放力度對接香港時，洪為民認為香港亦應有一個地方做相應對接，而這就是新界西北。他表示，新界西北傳統上是一個“就業窪地”，人口眾多但缺乏就業機會，市民需長途跋涉到市區上班。如將來打通前海到洪水橋的運輸基建，由新界西北到前海上班，將比到中環更近。“前

海同樣提供大量服務業職位，同樣有匯豐、恆生、東亞等港人熟悉的企業。”

同時洪水橋、流浮山、屯門西等地區，乘着鄰近前海的地利之便，有巨大潛力發展跨境金融、現代物流、跨境電商等行業，長遠將可發展成香港的新中心。“如跨境電商行業是不少年青人的創業熱點，但目前香港的物流配套並不理想，如可在新界西北通過重新規劃，開拓更多跨境物流用地，對行業發展將大有幫助。”

大灣區未來是“軌道上的灣區”

要充分利用前海的機遇，完善的交通基建配套可說必不可少。洪為民舉例指，現時由深圳經西部通道到香港後，要到洪水橋一帶其實並不方便，雖然該區已有大量物流貨倉，但道路仍以小路為主，未來急需拓展公路網，以配合急速增長的物流需求。最近施政報告落實興建連接前海和洪水橋的“港深西部鐵路”，洪為民認為是一大喜訊，不但大為強化前海與新界西北的聯繫，亦對洪水橋發展為新核心商業區大有幫助。

“大灣區要發展，城際交通的連接非常重要。將來西部鐵路落成後，香港便可透過深圳接通整個大灣區的鐵路網，大幅拓展香港的發展空間。大灣區未來應以‘東京灣區’完善的交通配套為模範，力爭發



展成‘軌道灣區’，故此特區政府未來應進一步研究連接其他內地城市的跨境交通。”

楊力：利用前海稅務優惠享受政策紅利

前海深港現代服務業合作區企業所得稅優惠政策於2020年12月31日失效，但國家考慮到該區實際情況後，由財政部、稅務總局發佈關於《延續深圳前海深港現代服務業合作區企業所得稅優惠政策》的通知，在前海符合條件企業減按15%優惠稅率的政策，將在徵收企業所得稅時延續執行。政策得以更新和延續，**德勤中國稅務合夥人楊力**認為，企業應具備周全的思維分析，以充分利用稅收優惠，享受政策紅利。

政策更新重點

楊力形容，這次政策是更新成“2.0版本”。除了進一步明確申報流程、優化納稅服務、規範管理方式外，更根據前海的產業發展方向，更新和調整了企業所得稅優惠目錄，在原優惠目錄的基礎上進行修訂，新增商務服務業大類。優惠產業項目的主營業務收入佔比條件，將主營業務收入佔收入總額的要求比例，更從70%以上降至60%以上。楊力指，這為前海企業帶來不少便利。

他續指，政策更新也出現在調整產業分類，納入專業服務業等港澳優勢產業和其他重點產業。原優惠目錄的四大產業調整為現代物流業、資訊服務業、科技服務業、文化產業及商務服務業五類，並增加與香港產業結合度較高的資產評估、資信評級、國際會展、人力資源服務等專業服務業分類。另外，針對數位經濟、資訊科技服務等新趨勢，又新增了邊緣計算、區塊鏈、人工智慧、VR/AR、工業互聯網等部分具有較佳發展前景、較強輻射帶動作用的產業形態。楊力認為，國家的用意明顯是希望前海能支持及結合香港發展。

在其他優惠方面，楊力還提到例如有粵港澳大灣區境外高端人才和緊缺人才個人所得稅財政補貼、深圳前海深港現代服務業合作區人才發展引導專項資金獎勵等。他認為，企業所得稅優惠政策是否適用有待進一步明確，但香港企業已可利用前海稅務優惠政策協助發展。

合作實例與企業建議

楊力以兩個例子說明如何實際操作。如香港公司有

意通過前海公司向內地客戶提供服務，可考慮根據已有行業和管理經驗，並派遣香港人員到前海公司提供全面服務。楊力說，通過前海進入大灣區及內地市場，有機會享受 15% 企業所得稅。對於符合條件的港籍和外籍人士個人所得稅上限 15%，也有機會得到粵港澳大灣區個人所得稅返還的潛在優惠；又如香港公司有意利用內地高素質的人力資源和專業化勞動力內部支援海外市場，可以得到出口退稅 0% 或者免稅的增值稅優惠。和香港公司之間會發生關聯交易，需要合理籌劃和定價，亦可提高整體稅負效率。

楊力建議，香港企業宜先思考如何改善、規劃商業模式，例如職能拆分、重新分配等，合理搭建關聯交易。然後再分析優惠政策是否可行，考慮成本收益及風險，就可以落實計劃與申請優惠。他更強調，企業也要留意稅收優惠的事後管理，例如留存備查資料、定期自查和排查風險等。面對風險，也要知道如何溝通協商及處理訴訟，方能因時制宜，穩中求勝。🔗

Jonathan Choi: Join hands with Qianhai to integrate into national development landscape

The recent slew of new policies rolled out by the Central Government to promote interconnectivity between the Mainland and Hong Kong and to facilitate the development of the Greater Bay Area have brought huge new opportunities for development.

Qianhai expansion increases space for Hong Kong's development

Jonathan Choi, CPPCC Standing Committee Member, the Chamber's Permanent Honorary President and Chairman of the Guangdong-Hong Kong-Macao Bay Area Entrepreneurs Union, said that the Plan will provide Hong Kong with more room for development. "The expansion of the Qianhai zone to eight times its original size provides an important 'hinterland' for Hong Kong's future economic development. Some innovative measures have a limited scope of influence given the zone's original size, but such measures will definitely have a greater effect after the expansion of the zone."

He added that the Plan's target of building an "engine for high-quality development" by 2035 is of great significance to Hong Kong. Hong Kong can serve as a connector, investor and operator in promoting regional economic cooperation, and the Plan fits in nicely as it will enable Hong Kong to play a more crucial and wide-ranging role in driving Hong Kong-Shenzhen cooperation and integration into the development of the Greater Bay Area.

Promote Hong Kong industries' long-term development

Choi expects there would be a lot of policies that will benefit Hong Kong's development, which will undoubtedly help it consolidate its strengths, tap new potential, and drive its economic restructuring. The financial sector is a case in point. Hong Kong and Qianhai will form a high degree of cooperation and coordination to become an important platform for financial cooperation between China and the rest of the world.

"The coming innovative pilot for cross-border RMB businesses will first be launched in Qianhai, and Hong Kong will surely benefit from it. At present, foreign investors may buy and sell eligible Mainland stocks mainly through the Shanghai-Hong Kong and Shenzhen-Hong Kong Stock Connection schemes. Qianhai can play the role as a pilot area in this regard in the future. As the Plan supports the development of international insurance institutions in the Qianhai Cooperation Zone, Hong Kong's insurance industry should proactively prompt the Mainland to launch a pilot for facilitating insurance renewal and claim settlement, and give priority to participating domestic banks in Qianhai."

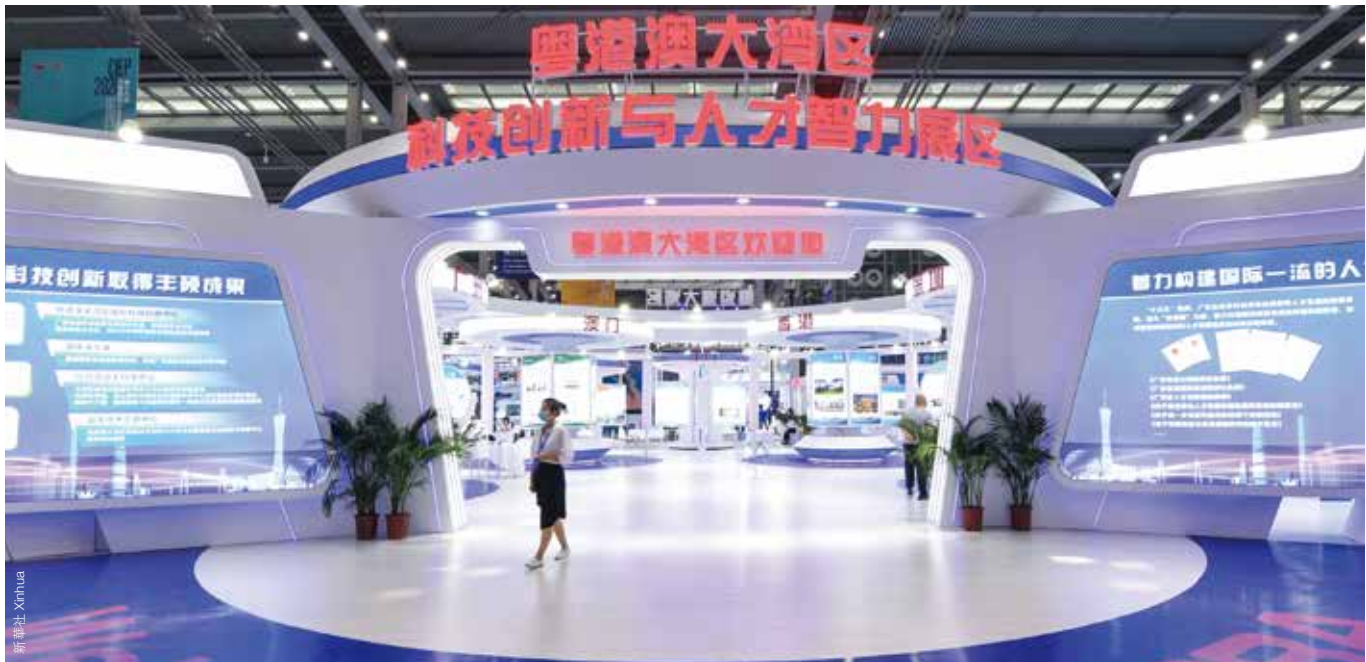
Create a "south is strong in finance, north is competitive in I&T" pattern in Hong Kong

Looking ahead, Choi believes that it is more important for Hong Kong to join hands with Qianhai to integrate into the big picture of national development. The Chamber earlier suggested to the HKSAR Government that Hong Kong must plan to gradually form a development pattern where the southern region (Central District) is strong in finance and the northern region (New Territories North) is competitive in innovation and technology (I&T), focusing on developing New Territories North into Hong Kong's "little Silicon Valley".

In response to the advancement of the Plan, the HKSAR Government should expedite the re-planning and development of New Territories North to further strengthen all-round integration with Qianhai in Shenzhen, review and improve the hardware and software facilities at Hong Kong's ports bordering with Shenzhen, and drive the development of the port economies of both places and the economic belt that covers both banks of the Shenzhen River to create more new opportunities for the development of Hong Kong and Shenzhen.

Fang Zhou: Qianhai zone expansion widens space for Shenzhen-Hong Kong cooperation

Regarding the Plan announced by the Central Government, **Fang Zhou, Research Director of the One Country Two Systems Research Institute**, believes that it is an important measure to comprehensively deepen the reform and opening-up of the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone and systematically improve Shenzhen-Hong Kong cooperation.



Special area in special economic zone

For background, the expansion of the Qianhai zone dates back to the 30th anniversary of the establishment of the Shenzhen Special Economic Zone 11 years ago, when the State Council decided to make Qianhai a “special area in the special economic zone”. Qianhai was also the first stop for President Xi Jinping’s official visit outside Beijing after the 18th National Congress of the Communist Party of China in 2012. In the *Outline Development Plan for the Greater Bay Area*, the Central Government mentioned its desire to “build an international city centre” in Qianhai, which Fang said is a testimony to the country’s high hopes for Qianhai.

Fang further said that the expansion of the Qianhai zone not only allows for greater space for institutional innovation and industrial upgrading, but is also set to substantially increase the amount of land available for industrial development. Besides helping to deepen reform, it can also leverage Hong Kong’s strengths and enhance the capacity of Shenzhen-Hong Kong cooperation, providing strong support for Hong Kong’s economic development.

Allowing participation in governance and promoting free trade

Regarding the governance model for the innovative cooperation zone, Fang believes that the most noteworthy is “exploring the possibility of allowing qualified Hong Kong and Macao people and foreigners to hold positions in the statutory bodies of the Qianhai Cooperation Zone and participate in regional governance”. In his view, this is a positive signal and will enhance Hong Kong people’s sense of national identity.

The development objectives of the Plan include advancing the innovative development of modern service industries and accelerating the reform and innovation of the system

and mechanisms for sci-tech development. Fang pointed out that the Plan could promote two-way coverage between Shenzhen and Hong Kong, with Qianhai serving as a springboard to facilitate Hong Kong’s entry into the Mainland to integrate into the country’s new development paradigm of “dual circulation”. This allows the domestic and overseas markets to reinforce each other, with the domestic market as the mainstay, and underscores the two-way complementarity of Shenzhen-Hong Kong cooperation.

Advisable to learn from Zhuhai-Macao cooperation experience

Fang also mentioned that for further expanding and deepening Shenzhen-Hong Kong cooperation, Qianhai can learn from the successful experience and model of Zhuhai-Macao cooperation. For example, for the construction of the new marine city, Shenzhen can adopt a co-governance development model with Hong Kong to build it into an “offshore free island” where all accounts opened on the island are offshore accounts, which will greatly increase its flexibility and appeal. At the same time, integrating the industrial functions and public residential functions in the zone will offer more diversified and broader job opportunities as well as explore better residential environment for Hong Kong residents.

In summary, Fang believes that the Plan is of great significance to Hong Kong. First of all, this is a major strategic initiative to support Hong Kong’s economic and social development and enrich the implementation of “One Country, Two Systems”, thus opening up a broader stage for Hong Kong. It not only adds variety to the contents of regional cooperation and platform construction in the “14th Five-Year” Plan, but also focuses more on the traditional strengths of Hong Kong’s high-end professional services, which will surely provide huge opportunities for Hong Kong’s professional talents and enterprises.

Witman Hung: Proactively harness Qianhai's role as an engine

Regarding the expansion of the Qianhai zone, **Witman Hung, Principal Liaison Officer for Hong Kong of the Shenzhen Qianhai Authority**, said that in view of the content of the Plan, the expansion of geographical space is certainly a major highlight, but he believes that the wording “comprehensively deepening” is the key.

“The country stresses ‘comprehensively deepening’ reform and opening-up. Qianhai is a blank sheet of paper that is suitable for trying out some innovative policies, so it has been serving as a place for experimentation in the past. If an experiment turns out to be successful, it will be extended to other places. An example is the ‘Hong Kong taxation for Hong Kong people’ policy earlier. In the future, Qianhai’s role as an engine should be better used to drive high-quality development across the country, which is the focus of this Plan.”

Qianhai plan offers huge opportunities

As Qianhai has always been a springboard for Hong Kong businesses to enter the Greater Bay Area market, Hung believes that the Plan’s arrangements such as that for Hong Kong professionals to practice in the Mainland is certainly worthy of attention. “The Plan is the first to mention that Hong Kong professionals can practice in Qianhai in the future. However, actually, construction-related professionals have already earlier been approved to practice in Qianhai without the need for a Mainland professional qualification. The scope of this policy is set to be further expanded in the future.”

In addition, Hung pointed out that service industries ultimately need to serve the real economy, and Qianhai is a good platform for Hong Kong’s service industries to serve the real economy in the entire Greater Bay Area as well as southern China. In his view, the flow of people, materials, funds and communications between Hong Kong and Qianhai would be greatly facilitated if data interconnection, mutual recognition of documents, and mutual assistance and mutual recognition of supervision between the ports of Hong Kong and Qianhai can be achieved.

Northwest New Territories will become Hong Kong’s new centre

Hung believes that when the Qianhai zone gets expanded, Hong Kong should get interconnected with it through Northwest New Territories. He said that Northwest New Territories traditionally has a large population but lacks job opportunities, so people have to travel long distances to work in the downtown area. If, in the future, the transportation infrastructure from Qianhai to Hung Shui Kiu is opened up, travelling from Northwest New Territories to work in Qianhai will be closer than to Central.

Meanwhile, Hung Shui Kiu, Lau Fau Shan and Tuen Mun West have great development potential due to their favourable location for being geographically near Qianhai, and may develop into Hong Kong’s new centre in the long run. “For example, the cross-border e-commerce industry

is a favourite for young people to start a business, but Hong Kong’s logistics facilities are still not satisfactory currently, so re-planning Northwest New Territories would greatly help the industry’s development.”

The future of Greater Bay Area is a “Bay Area on Rail Track”

A sound transportation infrastructure is essential to make full use of the opportunities in Qianhai. Citing an example, Hung said that it is really not convenient to go to Hung Shui Kiu after arriving at Hong Kong from Shenzhen via the Hong Kong–Shenzhen Western Corridor. As local access in the area is still dominated by small roads, there is an urgent need to expand the road network in the future to meet demand. The recent Policy Address confirmed the construction of the “Hong Kong–Shenzhen Western Railway” to connect Qianhai with Hung Shui Kiu, which Hung believes is great news.

“Intercity transport connectivity is very important for the development of the Greater Bay Area. In the future when the Western Railway is completed, Hong Kong will be able to greatly expand its space for development by connecting to the railway network of the entire Greater Bay Area through Shenzhen. The Greater Bay Area should model after the well-established transportation facilities of the Tokyo Bay Area going forward, so the HKSAR Government ought to further study the feasibility of cross-border transportation to connect with other Mainland cities in the future.”

Leo Yang: Policy dividends from Qianhai’s preferential Enterprise Income Tax

At Qianhai Shenzhen–Hong Kong Modern Service Industry Cooperation Zone, the preferential Enterprise Income Tax (EIT) policy expired on 31 December 2020. However, the State has renewed and extended the policy after considering the actual circumstances of the zone. According to **Leo Yang, Tax Partner of Deloitte China**, companies should analyze the situation thoroughly and make full use of the preferential EIT to enjoy the dividends from this policy.

Key policy updates

Yang explained that the policy was updated in accordance with industry development in Qianhai. The Catalogue for the preferential EIT policy was updated and adjusted based on the original catalogue to include a sub-catalogue of “business services”. For projects of preferred industries, the requirement to generate revenue from the primary business is now set at more than 60% of total revenue, which is reduced from 70% under the original tax incentive. According to Yang, this change offers more convenience to Qianhai companies.

He added that the policy is also renewed and adjusted in the categorization of industries, incorporating professional services and other sectors that demonstrate the strengths

of Hong Kong and Macao; other focus sectors are also included. The updated Catalogue now includes five sub-catalogues, with the addition of professional business services, which can be more closely integrated with Hong Kong's own industries. Furthermore, in response to the new trends of digital economy and IT services, certain new sectors with better prospects and stronger rippling and stimulation effect are added. Yang believes the State is showing a clear intention for Qianhai to support and integrate into the development of Hong Kong.

As for other incentives, Yang also mentioned the individual income tax subsidies for foreign high-end and outstanding talents. He thought that although it still requires further clarification on whether the preferential EIT policy is applicable, Hong Kong companies can already ride on Qianhai's tax incentive policy to help their development.

Cooperation cases and advice for companies

Yang explained how things work with two examples. For a Hong Kong company interested in providing services to Mainland clients through a Qianhai company, it can consider deploying Hong Kong persons to provide a full range of service at the Qianhai company. Yang said that

tapping into the Bay Area and Mainland market via Qianhai could enable a company to enjoy up to the EIT rate of 15%. For eligible Hong Kong residents or foreigners, the individual income tax has a ceiling of 15%, and they may be able to enjoy the potential incentives of the Bay Area individual income tax rebate. For a Hong Kong company intending to ride on the premium human resources and internal professional workforce in the Mainland to support its overseas expansion, it could enjoy export VAT exemption or a rebate of 0%. As there will be related transactions with Hong Kong companies, reasonable planning and pricing must be in place. The efficiency of the overall taxation burden can also be improved.

Yang suggests that Hong Kong companies should first consider how to enhance and plan its business model and then rationally build related transactions. Next, the feasibility of the preferential policy should be looked at – companies should consider the cost-effectiveness and the risks before starting the plan and applying for the incentives. He also stressed that companies should take note of how to manage after obtaining the tax incentives. Amidst risks, companies must also learn how to communicate, negotiate and handle lawsuits to remain agile, responsive and achieve steady success. 

提升管治效能 增加施政成效

Enhance Governance Effectiveness for More Policy Achievements



行政長官林鄭月娥日前出席由本會青年委員會等 16 家工商青年團體合辦的“青年工商界專題午餐會 2021”，闡述新一份施政報告重點議題，並深入講解提升特區政府管治效能、重組決策局等構思。

At the recent Joint Chamber Luncheon 2021 co-organized by 16 youth business organizations including the Chamber's Young Executives' Committee, **Carrie Lam, Chief Executive of the HKSAR**, elaborated on the key topics raised in the new *Policy Address* and gave in-depth explanations on ideas such as enhancing the governance effectiveness of the HKSAR Government and re-organizing the policy bureaux.

林 鄭月娥表示，特區政府必須提升管治效能，藉此推進新一份施政報告陳述的各項鴻圖大計。當局須重組政府決策局以切合施政重點，在未來數月將諮詢社會各界，並準備一份重組方案供下屆政府考慮執行。此外，特區政府將佈局有抱負、有能力、有擔當的愛國愛港人士加入管治團隊；並按“能者居之”原則，檢視公務員高層職位的選拔及聘任機制。

林鄭月娥續稱，會考慮於各局下設立專職專責的專員，以推動特定範疇工作；各政策部門亦會強化解說政策的能力，澄清市民的疑慮。此外，特首並鼓勵香港各界積極支持稍後舉行的立法會選舉，期待選出理性、務實，又能制衡並配合政府施政的新一屆立法會議員。

答問交流期間，林鄭月娥表示重組民政事務局為青年及地區事務局，能達至解決地區問題，促進青年發展的協同效應；而當局亦會從多方面包括研究降低強拍門檻，以及以規劃手段加快市區更新，以及推動公營房屋廣泛應用嶄新





建築科技等。此外，特區政府亦會爭取盡早加入“區域全面經濟伙伴關係協定”（RCEP），並協助港商拓展大灣區市場，為香港業界及青年工商界進入內地市場創造更有利條件。

Lam said that the HKSAR Government must enhance governance effectiveness to advance the ambitious plans set out in the new *Policy Address*. It must re-organize the policy bureaux to complement its policy focuses and will consult various sectors and stakeholders in the coming months to work out a re-organization proposal for consideration and implementation by the next-term Government. In addition, the HKSAR Government will get patriots who love the country and Hong Kong and who have the aspirations, ability and commitment to join the governing team. It will also review the existing selection and appointment mechanism

for the senior levels of the civil service in accordance with the principle of meritocracy.

Lam further said that consideration would be given for the various bureaux to create dedicated commissioner posts with specific responsibilities to play an “advocacy” role in certain specific areas. The various departments and bureaux will also improve their capability in information dissemination and public communication on government policies to allay public concerns. In addition, the Chief Executive encouraged all sectors in Hong Kong to proactively support the LegCo election scheduled to be held later. She looks forward to a newly elected LegCo that is both rational and pragmatic, as well as being able to act as a check and balance to and support the Government’s policies.

During the Q&A session, Lam said that re-organizing the Home Affairs Bureau into the Youth and District Affairs Bureau can achieve a synergistic effect of addressing district issues and

supporting youth development. The government will explore various ways to step up urban renewal, including lowering the compulsory sale thresholds under the Land (Compulsory Sale for Redevelopment) Ordinance and formulating plans. It will also drive wider adoption of innovative construction technology for public housing. In addition, the HKSAR Government will strive for Hong Kong’s accession to the *Regional Comprehensive Economic Partnership Agreement* (RCEP) as soon as possible and assist Hong Kong businesses in tapping the Guangdong-Hong Kong-Macao Greater Bay Area market, creating more favourable conditions for Hong Kong’s business community and youth business community to enter the Mainland market.



科技引領藝術 展翅高飛

Art Soars with Tech

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政府近年致力推動藝術科技發展，為藝術創作者提供嶄新的表達形式，亦可以加強與受眾的互動。另一方面，數碼科技亦為藝術家提供更多發表和傳播作品的渠道，例如運用區塊鏈科技的非同質化代幣（NFT）技術，保護作品版權之餘，亦有助創作者分享作品升值的經濟效益，有助支持文化藝術產業持續發展。

Art creators are enjoying an array of novel modes of expression in recent years, thanks to the government's endeavors to foster the development of art tech. On the other hand, the NFT blockchain technology has not only protected the intellectual property rights of artworks, but also helped creators share the economic gains from the appreciation of their works. All these are conducive to the continuous development of the culture and art industries.

徐英偉：政府全方位支持藝術科技

Caspar Tsui: Art Tech Backed by Government on All Fronts



徐英偉 Caspar Tsui

所謂“藝術科技”其實可理解為融合科技（例如虛擬實境、擴增實境、實時影像投射等）於藝術創作中，促進藝術創作的內容和傳遞，支援藝術的傳承，以及加深觀眾的參與和體驗。民政事務局局长徐英偉指出，行政長官在2020年發表的《施政報告》亦提出政府會積極推動和支持發展藝術科技。

他透露，在政策層面方面，民政事務局已牽頭聯同若干部門成立跨部門藝術科技專責小組，並於今年二月舉行首次會議，討論推廣藝術科技的策略和措施。各個相關的政策局已在其轄下不同的基金或計劃預留合共一億元，供有意推動藝術科技的人士申請。

專責小組推動藝術科技

徐英偉表示，專責小組會提供一站式服務，解答申請者的查詢及在合適的情況下轉介他們至適合的基金或計劃，亦會適時就其工作計劃諮詢業界及其組織代表的意見。他並指，專責小組剛於八月底舉辦網上簡介會，介紹各項基金或計劃的目標和申請要求，

並邀請了香港藝術發展局介紹它們的資助計劃。

專責小組亦關注藝術科技人才的培訓，以配合和促進藝術科技發展，並鼓勵更多青年參與文化藝術。香港演藝學院以至其他專上院校現時所設的藝術或創意媒體相關課程，已包含與藝術科技有關的課題。徐英偉相信，專上院校會不時與持份者溝通，了解最新趨勢及行業需要，以確保其課程持續切合社會發展。

強化硬件 配合發展

在硬件方面，徐英偉指康文署現正積極改善轄下演藝場地的硬件配套。現時，已有七成的文娛場地配備光纖寬頻上網設施，可支援藝團作直播或錄播演出。各場地亦陸續添置4K全遙控攝錄機、網上直播控制台等，讓藝團可以將科技融入於演出之中。

至於預計於2023年開始分階段啟用的東九文化中心，徐英偉形容，這是政府支持香港藝術科技發展的重要政策措施。為了配合藝術與創新科技融合的新趨勢，東九文化中心計劃與藝術家、創意媒體學院和創意技術專才攜手合作，推動藝術科技的發展。例如他們將其中一個多用途小劇場設置為試驗場，並命名為創館（The Lab），為業界提供一個研究和發展表演藝術科技、策劃及創作新作品的基地。

提高業界認知 配合國家要求

在提高業界認知方面，徐英偉表示配合推動藝術科技的發展，康文署自今年初起分階段舉行了一系列活動，聯繫藝術與科技業界，促進創新科技在藝術活動的

應用。例如於今年三月及五月，在荃灣大會堂展覽廳舉辦14場“東九文化中心 x 藝術科技”分享會，又於今年四月在香港科學園舉行“藝術 x 科技 相匯 @ 科學園”藝術科技展和退修會等。

徐英偉說，他在活動中留意到藝術文化界和創新科技界的從業員均對藝術科技展現莫大興趣。這證明兩個界別之間需要更多互動，促進他們的互相了解。他更指，“十四五”規劃中提及支持香港發展中外文化藝術交流中心。政府會持續推動香港與國際及內地的文化藝術交流活動、提升場地設施、支援藝團等多方面策略去達致這個目標。他期待，藝術科技的應用和人才培訓可提升香港在國際藝壇的地位。

The term “art tech” can be understood as fusing technology into art creation. It facilitates the transfer of contents created in art making, as well as supports the succession of the arts. According to **Caspar Tsui, Secretary for Home Affairs**, the government will actively promote and support the development of art tech, as announced by the Chief Executive in her 2020 Policy Address.

Tsui shared a few policy initiatives. First, the Home Affairs Bureau has taken the lead and set up a cross-departmental art tech task force. Then, a total of HKD100 million has been set aside for use by relevant policy bureaux and their respective funds and schemes, which is open for application by individuals who are keen on promoting art tech.

Task force set out to foster art tech development

Tsui commented that the task force will answer applicants' enquiries and refer them to a suitable fund

or scheme if appropriate. The task force will also consult the views of the industry and other organizations regarding its work plans in a timely manner. He added that the task force had organized an online briefing session to introduce the various funds and initiatives, explaining their objectives and application criteria. The Hong Kong Arts Development Council was also invited to brief participants on their funding schemes.

The task force is committed to grooming art tech talents. It encourages young people to take part in culture and art. Art tech-related topics are already taught at Hong Kong Academy for Performing Arts, as well as through the programs in art or creative media organized by other tertiary institutes. Tsui believed that tertiary institutes would communicate with their stakeholders from time to time to ensure the programs offered will continue to match the needs of social development.

Hardware strengthened for development

In terms of hardware, Tsui pointed out that the Leisure and Cultural Services Department (LCSD) is actively improving the hardware and amenities of their performing arts venues. Currently, 70% of art and cultural venues are equipped with optic fiber internet facilities, and venues will be gradually installed with fully remote controlled 4K video recorders, live streaming control panels, etc., such that art groups are able to integrate technology into their performances.

As for the East Kowloon Cultural Centre scheduled for opening in phases from 2023, Tsui described it as a major government policy initiative to support the development of art tech in Hong Kong. The East Kowloon Cultural Centre project is established to meet the new trend of integrating art and innovative technology. Thus, it envisions to work with artists, and schools of creative media and innovative technology experts to promote the development of art tech.

Enhancing industrial awareness and meeting national requirements

Speaking of enhancing industrial



awareness, Tsui said that LCSD has been organizing an array of events in phases since the beginning of this year to help promote the development of art tech. It has connected the art and technology sectors to foster the application of innovative technology in art events. For example, fourteen sharing sessions of “The East Kowloon Cultural Centre x Arts Technology” were held in March and May this year at the Tsuen Wan Town Hall.

Tsui said that he noted from events that practitioners of the art and

culture sectors and the innovative technology sector are both very interested in developing art tech. This shows that more interaction is needed between the two sectors. He also quoted from the “14th Five-year” Plan that Hong Kong would be supported to develop into a cultural and art exchange center between the East and the West. The government will continue to roll out various policies to achieve this goal. He looks forward to seeing Hong Kong’s art to grow globally through art tech and talent grooming. 🔄

何善衡：數碼藝術與傳統藝術攜手發展

Jacky Ho: Digital and Traditional Arts Developing Hand in Hand

近年數碼資產掀起投資狂熱，熱潮更蔓延至藝術界。NFT 成為了新的藝術載體，部分國際大型拍賣行如佳士得、蘇富比等已有提供相關拍賣服務。最轟動的例子，莫過於美國數碼藝術家 Beeple 的作品《每一天：首 5000 天》早前以 5.4 億港元成交。

數碼圖像天價賣出

表面上是一張 jpg 圖檔，人人可以複製，卻竟然可以賣出逾五億天價，當中概念不少人依然未能消化。佳士得亞太區副總裁暨二十及二十一世紀藝術部晚間拍賣主管何善衡闡釋說：“其實就像購買網上域名那般，現在我們覺得理所當然吧？但在數十載前若有人花大錢買這樣虛無縹緲的東西，同樣叫人大惑不解。”

其實 NFT 是存在於區塊鏈上無法複製的加密代幣，可用以標註資產的擁有權。這種加密代幣可代表任何數碼資產，包括數碼影

音檔案、遊戲道具等，亦可代表實體藝術品和房屋等傳統有形資產。NFT 技術的出現，可為藝術創作者提供多一個分享作品的方式；而透過每次作品交易，創作者可獲得部分收益，亦有助支持藝術家繼續創作。何善衡說，如此概念雖然新鮮，但其實亞洲收藏家圈中對此已相當接受。

生活改變 藝術隨之

對於數碼藝術新概念，何善衡繼續闡釋：“我聽過有位收藏家問得好：你目前生活是對着牆壁看畫的時間多，還是刷手機的時間多？”他認為現代人手機不離身，藝術表達形式亦不宜拘泥於傳統。故數碼藝術可謂“面對現實”，將藝術切實滲入現代人生活。他又以杜尚 1917 年在小便斗上簽名的經典名作《噴泉》為例：“這又算不算是藝術作品？每每視乎觀點與角度。”

疫情所及，現場拍賣場次減少，佳士得 2020 年全球成交總額難免不如前一年。然而亦一如不少機構，疫情也加速推展數碼化。何善衡透露，佳士得去年網上專拍成交總額按年增長 262%，創下該拍賣渠道的歷史新高，亦錄得 2021 年上半年持續上升。他續指，2020 年新客戶佔 36%，大部份來自網上專拍。而網上專拍的新買家當中，逾三成爲年齡介乎 23 至 38 歲之間的年輕收藏家。“以往網上拍賣常予人感覺是輔助性質，但現在卻成了前景樂觀的拍賣渠道。”

與藝人合作 增坊間認識

早前，佳士得與香港藝人余文樂合作拍賣其 NFT 加密藝術珍藏，



何善衡 Jacky Ho

使相關概念更爲走入尋常百姓家。何善衡形容余文樂是 NFT 加密藝術資深藏家，他所精選的拍品甚爲珍罕，足可媲美佳士得傳統現場晚間拍賣的頂級藝術品。何善衡認為，這亦反映了佳士得銳意創新投入網上拍賣，爲新晉及資深收藏家提供更豐富的收藏渠道及選擇。

何善衡更指出，NFT 加密藝術其實並非與傳統藝術難以相容。他發現，除了傳統藝術品收藏家會主動接觸新式數碼藝術外，年輕的收藏家也會倒過來接觸更多傳統藝術。背後原因，是出於藝術收藏者本身對藝術有興趣，而非執着於其表達形式。他打趣指：“就如搞科網的人會涉足地產，地產商也有些會開展科網生意那樣。”

Digital assets have sparked a frenzy among investors in recent years, with the frenzy also spread to the art world. Non-fungible tokens (NFTs) have become a new carrier of art. The most sensational example is none other than American digital artist Beeple's work *Everydays: The First 5000 Days*, which was sold for HKD540 million earlier.



香港藝人余文樂早前為慈善拍賣所收藏的《CryptoPunk 9997》，終以 3,385 萬港元成交。
CryptoPunk 9997 from Hong Kong artiste Shawn Yue's collection was sold for HKD33.85 million for charity at a Christie's auction.

Digital image sold at a sky-high price

Many people still cannot digest the idea that a jpg file could be sold at a sky-high price of over HKD500 million.

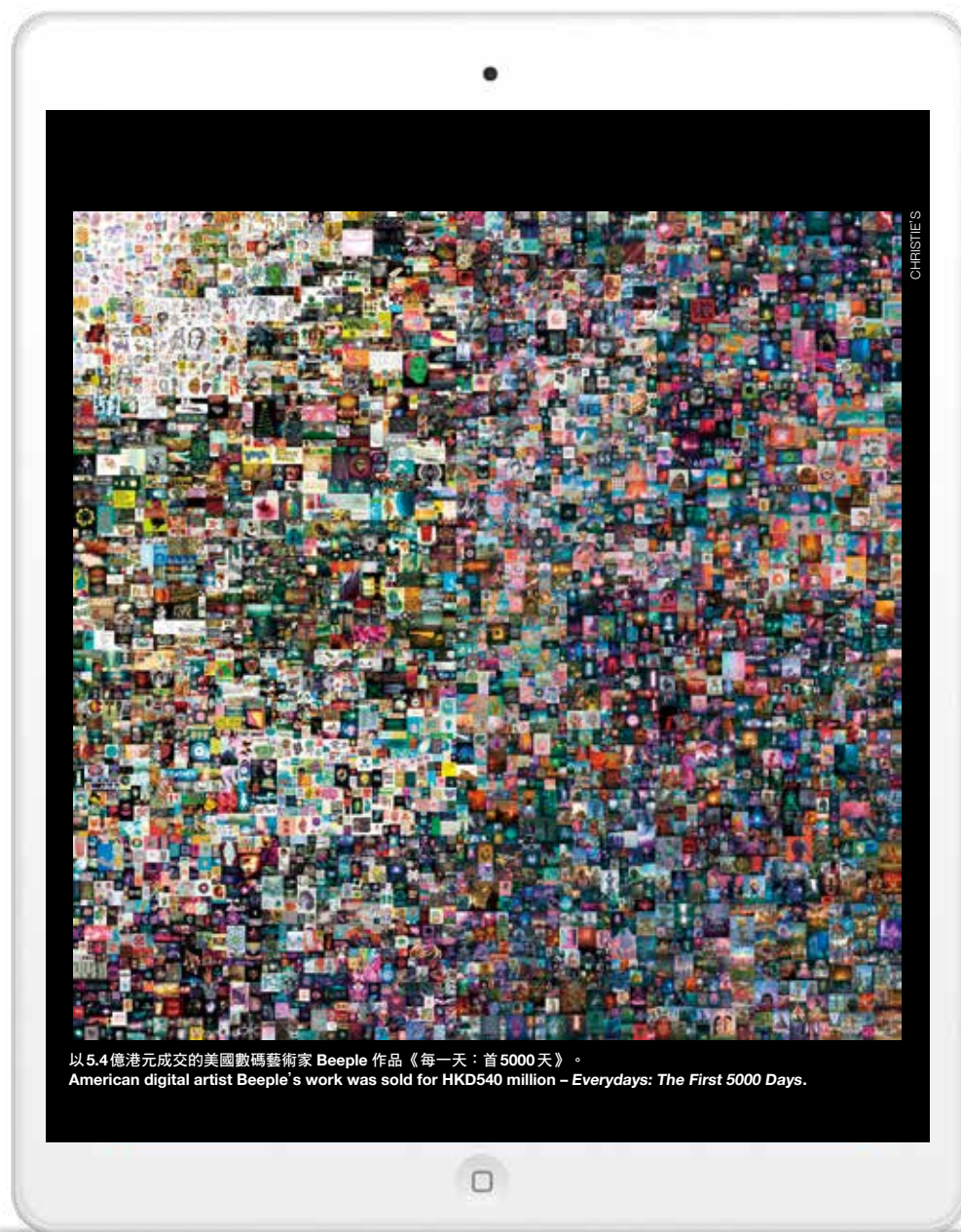
Jacky Ho, Vice President and Head of Evening Sale of 20th & 21st Century Art Department, Asia Pacific at Christie's, explained: "In fact, it's like buying an online domain name. It's just as perplexing as someone spending a fortune on such a vague thing a few decades ago."

Actually, NFTs, which are encrypted tokens built on the blockchain and cannot be duplicated, can be used to mark ownership of assets. Such encrypted tokens can represent any digital assets. NFT technology can provide art creators with one more way to share their work. Art creators receive part of the proceeds each time their work is transacted, which will help support them to continue their creation work. Ho said that such a concept is now widely accepted by collectors in Asia.

Life changes and art follows

Regarding the new concept of digital art, Ho believes that as people nowadays have their mobile phones with them all the time, expressions of art should not be confined to tradition. He cited Marcel Duchamp's iconic work *Fountain* in 1917 as an example. It was a porcelain urinal on which Duchamp signed "R. Mutt 1917". "Is that a work of art? It often depends on the point of view and perspective."

The number of live auctions has decreased as the pandemic hit. Christie's total global turnover in 2020 was inevitably lower than the previous year. Nevertheless, like in many organizations, the pandemic has also accelerated digitalization. Ho revealed that Christie's total online auction sales hit a record high last year and continued to increase in the first half of 2021. He added that new customers accounted for 36% in 2020, most of which came from online auctions. Among them, over 30% were young collectors 23-38 years old. "In the past, online auctions often seemed to be auxiliary in nature, but now they have become a promising auction channel."



以 5.4 億港元成交的美國數碼藝術家 Beeple 作品《每一天：首 5000 天》。
American digital artist Beeple's work was sold for HKD540 million – *Everydays: The First 5000 Days*.

Collaboration with artiste raised public awareness

Earlier, Christie's collaborated with Hong Kong artiste Shawn Yue to auction off his NFT encrypted art collection. According to Ho, the items selected by Yue for the auction are very rare and comparable to the top-notch art works at Christie's traditional live evening sales. In Ho's view, this reflects Christie's commitment to innovation in online auctions to provide both new and experienced collectors with a

wider range of collection channels and options.

Ho further pointed out that NFT encrypted art can actually co-exist with traditional art. He found that while traditional art collectors are taking the initiative to get into new digital art, young collectors are also getting their hands on to more traditional art. He joked: "It's just like people engaged in the internet field will dabble in real estate, while some real estate developers will get into the internet business."

梁徐錦熹：加密貨幣帶動 NFT 發展

Henrietta Tsui-Leung: NFT to be Pushed Forward by Cryptocurrency



梁徐錦熹 Henrietta Tsui-Leung

NFT 數碼藝術近年漸次興起，並逐步推展至亞洲地區，當代藝術畫廊方由美術 (Ora-Ora) 於今年五月舉行香港巴塞爾藝術展中，首次展出四個 NFT 藝術作品，並接受加密貨幣交易，創業界先河，期望緊貼世界潮流的同時，也可為藝術創作及發展帶來更多機會。

創立於 2006 年的 Ora-Ora，一貫留意並勇於接受嶄新藝術科技，除聚焦於新水墨及雕塑版塊等亞洲當代藝術外，近年也有涉足新媒體藝術項目。**畫廊創辦人梁徐錦熹**指出，NFT 數碼藝術的興起與比特幣等加密貨幣熱潮的出現有莫大關係，許多投資者累積

了加密貨幣的財富後，皆會透過買賣如遊戲裝備等虛擬產品，為資產保值及增值。

以 Art Basel 為平台小試牛刀

“NFT 的興起，對新媒體藝術家及收藏家有一大好處，就是只要一經成交，便可在區塊鏈上看到擁有權，除了獨一無二以外，理論上大家懂得利用電子錢包儲存，日後應用 NFT 以推展及收藏新媒體藝術亦會很方便。”梁徐錦熹深明推動藝術發展必須與時並進，她早於數年前已前赴電子經濟蓬勃發展的內地攻讀相關的博士課程，並密切跟進 NFT 的發展趨勢，經研究後認為現階段是適當時機，並選定在 Art Basel 這個歷史悠久的藝術展小試牛刀。

梁徐錦熹補充，早在 Art Basel 舉行前 18 個月，Ora-Ora 已開始在港物色熟悉相關技術的合作夥伴，最終與科學園一位對藝術科技亦有興趣的金融科技專家合作。“與此同時，我們於去年亦積極尋找合適的藝術家，不過仍有不少本地藝術家基於對 NFT 的技術及發展欠缺了解，而未敢參與其中，最終我們找來兩位 Art Basel 的常客：

旅居北京的香港藝術家 Cindy Ng，以及一直亦有合作的藝術家彭劍，展出四個 NFT 作品，並鎖定全球最大的 NFT 買賣平台 OpenSea 上出售。”

有助拓闊客路 惟注意風險管理

從這次實踐體會中，梁徐錦熹坦言獲得不少寶貴經驗，如接觸到很多加密貨幣投資者，當中不乏不足 30 歲的成功人士，更有特意前來觀摩 NFT 數碼藝術的年輕人，最終買走了一幅芬蘭藝術家的實體作品，有助為畫廊擴闊新一代的客戶網絡，並加深他們對 NFT 市場有更深入的认识。

至於 NFT 數碼藝術的風險方面，梁徐錦熹表示，加密貨幣的波幅無疑會影響作品的價格，無論是藝術家、收藏家，以至投資者亦必須有所了解。“我們在 Art Basel 正遇到這個情況，在作品推出時，以太幣的價格幾近升至歷史高位，約值 4,000 美元，惟其幣值於成交日卻跌至 2,400 美元，跌幅逾四成，也因而吸引收藏家決定即時購入。由此可見，加密貨幣波動較大各有利弊，最重要是做好風險管理，切勿為 NFT 投入所有資金，便不會引致損失。”

助本地藝術推向國際

NFT 數碼藝術是嶄新的發展方向，梁徐錦熹認為，本地藝術可透過這個能突破時間以至實體限制的大型國際平台，推廣至其他地區。“這次我們曾接觸不少 40 歲或以下的本地年輕藝術家，部分仍固執地認為 NFT 的潮流與自己無關，若因而忽略以至錯失由此帶來的發展機遇，無疑是非常可惜。”她續指，NFT 採用加密技術，具備一無二的特色，只要有值得收藏的內容便適用，既是市場推廣的工具，亦可變成藝術家的衍生品，任何藝術家也可參與，視乎是否具備勇於創新、具開放心胸及創意。

Ora-Ora



彭劍作品
Works by Peng Jian



Cindy Ng 作品
Works by Cindy Ng



Ora-Ora

NFT 數碼藝術領域存在無限可能，梁徐錦熹指當中拍賣的客路尤為強勁，來源也極廣泛，惟較少純粹收藏，多是作為長線投資。“NFT 未來將是我們其中一個重點特色，同時會繼續發展當代新水墨及新媒體藝術等傳統優勢，務求與世界連繫及接軌。”

At Art Basel HK held in May, four NFT art pieces were launched by Galerie Ora-Ora for acquisition via cryptocurrency payment. The offering was a first in the local art industry.

Ora-Ora has been embracing novel art tech. In recent years, it has also been involved with new media art projects. According to the gallery's founder **Henrietta Tsui-Leung**, the rise of NFT digital art has much to do with the rave of the bitcoin and other cryptocurrencies. Many investors are purchasing virtual products to protect the value of and adding value to their wealth, which were accumulated from trading cryptocurrencies.

Water tested at Art Basel

“With NFT taking center stage, both new media artists and collectors can locate the unique token of art ownership on the blockchain upon transaction completion. In theory, when everyone knows how to use an electronic wallet, it will be very convenient to promote art collection with NFT,” said Tsui-Leung. The gallery founder understands

that art development must progress with time. She has already completed a relevant doctoral program in the Mainland a few years ago, while keeping a close eye on the latest development of NFT. After studying the circumstances, she chose to test the waters at the long-standing art exhibition of Art Basel.

Tsui-Leung added that Ora-Ora had already approached Hong Kong partners who are familiar with the relevant technology 18 months before Art Basel. Eventually, the gallery worked with a Hong Kong Science and Technology Parks fintech specialist who is also interested in art tech. “In the end, we lined up Beijing-based Hong Kong artist Cindy Ng and our long-term collaborating artist Peng Jian to have four NFT pieces shown. We also put these pieces on sale at OpenSea, the largest NFT exchange platform of the world.”

Broadening clientele while managing risks

Through this NFT launch, Tsui-Leung got in touch with many cryptocurrency investors, and many of them are successful people under 30. Some other are young people who have visited the show specifically to observe and check out NFT digital art. In the end, a tangible piece by a Finnish artist was sold. The new exposure is indeed helping the gallery expand its clientele to include the younger generation.

Tsui-Leung noted that the volatility of cryptocurrency would undoubtedly affect the price of art. This is a point that artists,

collectors and even investors should understand. “At Art Basel, the value of ETH dropped more than 40% on a transaction day. A collector immediately decided to make the purchase. This told us that the volatility of cryptocurrency has its pros and cons. Thus, proper risk management is very important.”

Fostering globalization

Tsui-Leung believed that local art could ride on the huge global platform of NFT – which is able to break away from time and physical constraints – to promote itself to other regions. “We met many local young artists under 40. Some of them still think they have nothing to do with the NFT trend. They could be overlooking a huge opportunity for development.” She added that since NFT rides on crypto technology, each has its uniqueness. As long as there are contents worth collecting, the technology would be applicable. NFTs could be used as a promotional tool, or a derivative of artists. In other words, all artists can take part in it.

Tsui-Leung pointed out that the client base in auctions is especially strong, as buyers come from all walks of life. However, only a minority is collecting for the sake of collecting. Most are more concerned about long-term investment. “In the future, NFT will be one of our focal highlights. We will also continue to build on our traditional strengths in contemporary new Chinese ink and new media art. It is our goal to connect to and align with the world.”

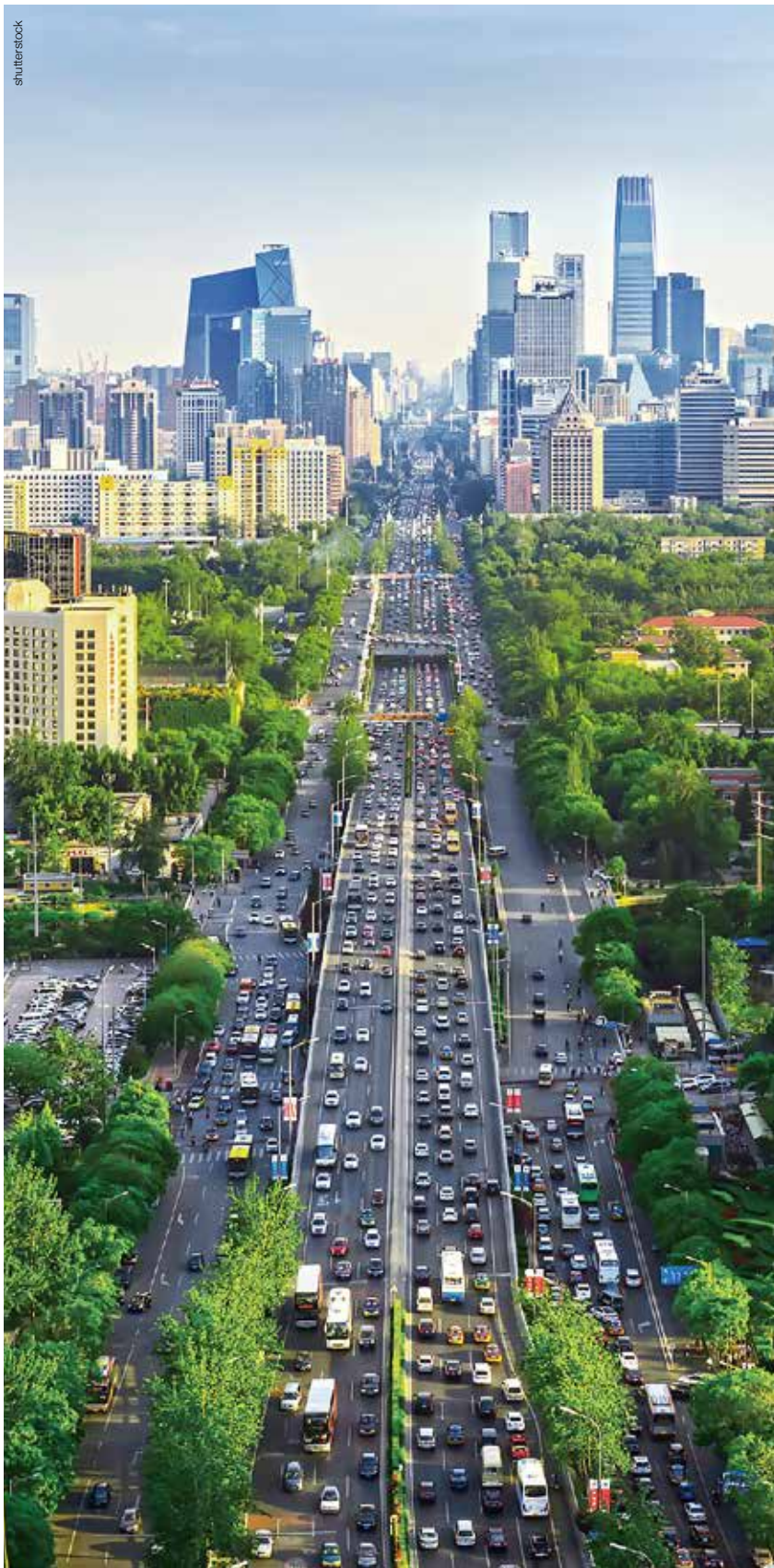


中國政制的 變與不變

The Changes and Constants of China's Political System

72年前，中國共產黨帶領一窮二白的中國逐步踏上現代化之路。今天，中國已是世界第二大經濟體，進步之快，舉世矚目。在發展進程中，中國亦難免經歷曲折考驗，但憑着吸取經驗、自我完善及制度優勢，成功踏上富強之路。

In 72 years, the Chinese Communist Party (CCP) has made exceptional progress and risen out of poverty to become the world's second largest economy. While the path to success was unavoidably tortuous, China has embarked on the road to prosperity and strength riding on its experience, continuous improvement and a strong political system.



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劉佩瓊 Priscilla Lau

中國作為一個人口及領土大國，如何達到有效管治，是一個必須思考的問題。原港區全國人大代表劉佩瓊認為，已故國學大師錢穆之著作《中國歷代政治得失》，精闢分析了各朝代管治的優劣，為中國的管治之道指明方向。她指出中國在周朝時曾長時間實行分封制，導致各諸侯國之間因爭奪資源和土地征戰不休，為人民帶來深重災禍。

單一制確保國家統一

“因此，秦朝統一後吸取教訓，創設了郡縣制，由中央直接委任官員管治下級政府，到今天中國仍基本沿襲此制度，可稱之為單一制。在此制度下，地方的所有權力皆來自中央授予，亦即 Residual Right（剩餘權力）屬於中央；與之相對則有西方的聯邦制，中央與地方實行分權制度，中央負責國防、外交等事務，而剩餘權力則歸於地方，例如美國便行此制度。”

劉佩瓊認為，單一制具備不少優點，首先是有效保障國家的統一，因人事、財政權皆在中央，地方勢力難以坐大；其次，在推動大型跨地域基建上亦有明顯優勢。“例如美國便至今無法建出一條高鐵，皆因地方政府為保護自身利益，往往拒絕高鐵路線通過。”此外，單一制下強大的中央政府，亦有助平衡各地方利益，並可透過中央的權力，令全國的財富配置更平均，長遠達到共同富裕。

共產黨不斷自我完善

中國共產黨 1949 年統一全國，亦繼續沿用單一制，開始新中國的建設。劉佩瓊指出，在共產黨領導下，中國走過不平凡的發展道路，終令中國走向富強，其中的關鍵因素之一，是其不斷自我完善的能力。“中共最初奉行馬列主義的階級鬥爭路線，主張應以革命手段改變階級結構。直到建國後的文革時期，仍一直奉行此路線，結果對國民經濟、傳統文化構成重大打擊。”

但到鄧小平上台後，即主動反省過去的一系列問題，並正式結束階級鬥爭，轉為改革開放路線；到江澤民時期，又提出“三個代表”理論，集中精力發展經濟；到胡錦濤則提出科學發展觀和構建和諧社會。“到近期習近平提出以法治國、治黨，加強黨的領導，也是因應最新形勢提出的適切理念。可見共產黨不是鐵板一塊，它會隨着時間不斷改進。中共創立了 100 年，我們不能期望它毫不犯錯，重要的是犯錯後能否自我修正，變得更好。”

由領導型到服務型政府

經歷七十多年發展，中國由一窮二白逐步變成小康社會，而政府的角色亦

同步轉型。劉佩瓊闡釋，新中國的發展由計劃經濟開始，當時是領導型政府，中央統一管理所有事務；但到改革開放後，則轉型為推動改革的建設型政府，積極招商引資；到今天的中國，則需轉型為服務型政府，這講求政府要向人民提供公共產品，包括地方水利、衛生、治安、道路建設等。

“在中國歷史上，地方管治往往欠佳，造成人民一盤散沙，在面對外部侵略時，往往兵敗如山倒，例如宋朝面對蒙古入侵、明朝面對清兵入侵、日本侵華皆是如此。”劉佩瓊認為過去的中央政權對地方採取放任態度，但現時共產黨的領導，管治和建設深入到最基層，務求讓每個人民都享受到發展成果。只有如此，方能形成人民萬眾一心，當國家逢難，才會團結抗敵，保證中國立於世界之林，不再受外侮欺凌。🌀

上述內容為本會主辦的國情研習班系列：“中國的政體及政治制度架構與改革”之撮要。

As a country with a huge population and a vast geographical span, China must consider how to achieve effective governance. **Priscilla Lau, former Hong Kong Deputy to the National People's Congress,**

considered Qian Mu's *Political Gains and Losses Through Chinese History*, which analyzed the pros and cons of the historic governments, to have shed light on a direction for China's governance. She pointed out that China's extended feudalism during the Zhou Dynasty resulted in ceaseless wars amongst the vassal states and brought disasters to the people.

Unitary system ensures national unity

“During the Qin dynasty, the government learnt its lesson after unifying ancient China and established the system of prefectures and counties. Today, China is still following this kind of unitary system, under which the central government delegates power to local governments. In other words, the residual right belongs to the central government. By contrast, the federal system, such as the one operating in the US, is adopted in the western world.”

Lau highlighted the many advantages of the unitary system. First of all, it effectively protects the unification of a country, making it difficult for local power to sustain growth and expansion. Next, there is an evident advantage in driving the construction of large-scale and cross-geographical infrastructures. “For example, there is still no high-speed rail in the US because, out of protecting their own interests, local governments often refuse a railway line to pass through their localities” Furthermore, a powerful central government under the unitary system is conducive not only to

balancing the interests of different parties, but also to more evenly distributing wealth throughout the country. In the long term, common prosperity can be made possible.

CCP is keen on continuous self-development

The unitary system has been adopted by the CCP for long. Lau pointed out that China has become prosperous and strong because it has the ability to develop and perfect itself continuously. “CCP initially pursued the Marxist Leninist line of class struggle, which resulted in a major blow to the national economy and traditional culture.”


Yet, after Deng Xiaoping rose to power, the direction was changed to reform and opening-up. By the time of Jiang Zemin, the “Three Represents” theory was put forward, and the focus was placed on economic development. Hu Jintao, on the other hand, proposed a scientific outlook and then discussed how to construct a

harmonious society. “Of late, Xi Jinping spoke of ruling the country and the party by law; the concept was appropriately raised in response to the latest circumstances. We can see from these past leaders that CCP has continued to progress and advance with time.”

From a leader’s model to a government that serves its people

After more than 70 years of development, the Chinese government has its role transformed synchronously. Lau explained that the development of the new China began as a planned economy. At that time, the government acted like a leader, and the central government managed all the affairs as a central unit. By the time of reform and opening-up, China transformed into a construction-style government that drove reform and actively drew foreign funds to their domestic business. Today, China must transform into a government

that is committed to serve its people. It must provide its people with products for the public, including local water systems, healthcare projects, law and order, and road construction, etc.

“In Chinese history, local governance was often poor, and there was no unity amongst Chinese people. When facing external aggression, it often ended in defeat.” Lau reckoned that the central power had adopted a laissez faire attitude to the regions in the past. Today, the leadership, governance and construction of CCP are all deeply rooted into the most primary levels, such that each and every national can enjoy the fruition of development. Only by doing so, Chinese nationals could unite as one and stand strong against foreign intimidation. 

This is an abstract of the CGCC National Studies Class : “The Structure and Reform of the China’s Political Regime and System”.



一文讀懂內地熱門社交媒體 營銷攻略

A Comprehensive Guide to Marketing on Top Mainland Social Media Platforms

微信、微博、小紅書、抖音被視為內地四大熱門社交媒體平台，亦成為各大品牌推廣促銷的戰場。所謂知己知彼，不同平台各有其不同的受眾、特點，如何有效精準投放宣傳內容才是王道。

WeChat, Weibo, Xiaohongshu and Tik Tok are regarded as the top four Mainland social media platforms. While different platforms can attract different audiences with their individual features, on-target publicity is always a winning card.



陳楚冠 Daniel Chan

內地市場龐大、商機無限，其社交媒體使用量更是躋身全球前列，當中最熱門的社群媒體平台包括微信、微博、小紅書、抖音，亦被各大品牌視為宣傳推廣的主要戰場。本會會董、香港跨境電子商貿總會創會會長、亞太網絡資訊有限公司行政總裁陳楚冠表示，如能掌握箇中要訣，準確接觸目標群眾，便可發揮一加一大於二的效果。

微信：着重雙向交流

作為內地最受歡迎的通訊及社交 APP，微信每月活躍用戶超過十億，覆蓋內地 94% 智能手機，上至微信支付、下至日常社交即時訊息均一一盡攬，功能多元而強大。陳楚冠指出，微信的廣告資源主要有朋友圈、小程序及公眾號，且着重雙向交流，常應用於電商活動及 O2O 宣傳策略。

陳楚冠建議商家可透過移動位置服務 (LBS) 定位投放不同類型的廣告，包括直接向公眾號關注者發放品牌資訊；提供一對一客戶服務；使用微商城、微信支付、紅包、商家優惠券、微信小遊戲等工具。他並指出，商家可利用“廣點通”這騰訊廣告投放系



統，匯聚 QQ、愛奇藝、優酷等騰訊移動廣告聯盟，提供過百種廣告款式，滿足不同客戶需求。

微博：KOL 行銷具明顯優勢

微博每月活躍用戶亦超過五億，是內地第二大最受歡迎的社交媒體，是以資訊傳遞、分享和與其他用戶互動為主要功能的博客網站，特別受白領及專業人士歡迎。

陳楚冠表示，微博着重單向資訊傳播且速度快，透過其超級粉絲通、粉絲頭條等推廣工具，能協助商家更精準針對粉絲群，再加上通過熱話主題標籤，可觸

及大量使用者進行交流。微博在 KOL 行銷上優勢明顯，除有大量在微博平台上活躍的娛樂明星 KOL，並涵蓋不同的領域。“微博是 KOL 在內地最受歡迎的平台之一，由於沒有發佈次數限制，可以每天多次促銷及進行品牌推廣，大大增加曝光和營收。”

小紅書：年輕人消費決策入口

小紅書每月活躍用戶約一億，佔八成是年輕且具高消費力的女性，而 90 後用戶則有 72%，逾半來自一、二線城市。陳楚冠形容“小紅書是年輕人的消費決策入



口，絕大多數用戶在小紅書了解品牌或商品訊息”。

KOL 廣告策略對於刺激網上購物尤其有效，陳楚冠表示，可透過受歡迎的網紅博主的“筆記種草”，利用圖文、視頻、直播帶貨等形式分享一些產品的用後感，令網友看到後有購買意欲，此過程為“種草”，有助提升品牌的影響力和銷量。

抖音：需具創意廣告內容

抖音是內地最高下載量的短視頻社交 APP，每日活躍用戶逾六億，以 25 歲以上具高消費力

的年輕人為主。平台着重速食娛樂文化和互動性，故廣告內容必須創意、活力和趣味兼備。

抖音現正推動直播帶貨，陳楚冠指出，“過往抖音會轉至淘寶、京東等第三方電商平台進行交易，現在有抖音小店及抖音支付功能，就可以直接在小店內完成交易，完善了電商生態圈。”抖音直播帶貨則只可連接到抖音小店內商品，不可連接至第三平台，短視頻商品則仍然支援連接到第三平台。此外，字節跳動旗下的“巨量引擎”，除抖音外還包含多個營銷產品，通常可因應產品需要及特性，在多個平台同時進行廣告，全面軟性推銷及口碑建立。

創意內容營銷是廣告主流

中國地大物博，陳楚冠指出，各地之間或多或少存有文化和語言差異，特別是網上流行用語或社交媒體用語等，故在透過內地社交媒體開拓業務時，宜多了解當地的文化、潮流及流行用語等，拉近彼此距離。

而不同社交媒體各有特色，惟萬變不離其宗都是圖片視頻、短視頻、訊息流等形式，不論大中小商戶都能做到，但正因門檻低，要達到突圍而出的效果亦不容易。陳楚冠強調，製作具創意、花心思、高水準的廣告內容是關鍵所在，加上再營銷、KOL 營銷和直播營銷等策略，自能事半功倍。

The huge Mainland market offers unlimited opportunities. When it comes to publicity, social media platforms are major battlegrounds for brands. According to **Daniel Chan, the Chamber's Committee Member, Founder Chairman of Hong Kong General Chamber of Cross-border E-commerce, CEO of AsiaPac Net Media Ltd**, reaching the target

audience accurately can bring handsome reward that proves one plus one is greater than two.

WeChat: Two-way exchange is the key

As China's favorite communication and social app, WeChat has over one billion active subscribers monthly and covers 94% of Mainland smart phone users. The app has multiple powerful functions. According to Chan, WeChat's advertising resources are circle of friends, applets and public accounts. Emphasizing two-way exchange, it is a common application for e-commerce activities and O2O promotion campaigns.

Chan suggests that business operators use LBS to post different types of ads, provide one-on-one customer service and deploy tools like WeChat Mall, WeChat Pay, Red Envelop, merchant coupons and WeChat Mini Games. He also says merchants can make use of Tencent's Guang Dian Tong advertisement launching system that offers over 100 ad designs to meet individual needs.

Weibo: KOL marketing is a clear advantage

Weibo clocks more than 500 million active subscribers monthly. This second most popular social media platform of China is particularly popular with office workers and professionals.

Chan indicates that Weibo focuses on one-way information transmission at high speed. Business operators can pinpoint fan groups more accurately. Added with popular and trending hashtags, their posts can reach and interact with a huge user base. Weibo has clear advantage in KOL marketing. Numerous entertainment celebrity KOLs are active on Weibo and the platform covers many different fields. "Weibo has no limit for the number of posts. You can release sales and brand promotion posts several times a day to maximize exposure and revenue."

Xiaohongshu: A consumer decision-making portal for young people

Xiaohongshu clocks about 100 million active subscribers every month. 80% of subscribers are young women of high spending power and 72%

belong to the 1990s generation. More than half of its subscribers come from tier 1 and tier 2 cities. Chan said, "Xiaohongshu is the consumer decision-making portal for young people. The majority of subscribers seek information about a certain brand or product on Xiaohongshu."

KOL advertising campaigns are particularly effective tools to motivate online shopping. Chan suggests "embedding recommendations" in popular KOL bloggers' notes, i.e. sharing product reviews through images, texts, videos and live streaming e-commerce. These recommendations can encourage purchase. It is known as "embedding", an approach to increase a brand's influence and sales.

Tik Tok: Creativity required for eye-catching ads

Tik Tok has the biggest download volume among all mainland short video social apps. Daily active

subscribers exceed 600 million, most of them are young high spenders aged 25 or above. The platform is tilted towards the instantaneous entertainment culture and interactivity. Therefore, ads must be creative, dynamic and full of fun.

Tik Tok is currently pushing forward live streaming e-commerce. Chan pointed out, "Tik Tok redirected all transactions to Taobao, JD and other third-party e-commerce platforms in the past. With the new Tik Tok Shop and Tik Tok Pay feature, users can now complete their transactions directly in the online shop." Tik Tok live streaming e-commerce can only be connected to products sold in Tik Tok Shop and not third-party platforms, whereas third party platform connection is still supported for short video products. Moreover, Ocean Engine under Bytedance offers several marketing products that enable businesses to advertise on multiple platforms concurrently to conduct full-

scale soft marketing and establish reputation.

Creative content is marketing mainstream

China is a vast country with rich resources. Chan points out that cultural and linguistic disparities between different parts of the country are inevitable, especially online buzzwords or social media language. When expanding business through mainland social media, it is necessary to learn more about local cultural, trends and popular slangs to close the gap.

Social media have their own characteristics but they invariably present with images, videos, short videos and message streams. The threshold is low but it is hard to stand out. Chan stresses that producing creative, thoughtful and high-quality ads is the key. Couple that with marketing efforts, KOL marketing and live streaming e-commerce, you can have a multiplier effect. 🔄

“香音”
奪中總盃
“Xiang Yin”
Won CGCC Cup



“香” 港中華總商會盃賽”假沙田馬場舉行，賽駒“香音”奪魁而回，馬主獲本會會長袁武頒贈獎盃。副會長李應生、永遠榮譽會長馬忠禮、劉鐵成及會董、會員多人到場支持。(24/10) 📍

The Chinese General Chamber of Commerce Cup race was held at the Shatin Racecourse. “Xiang Yin” claimed the first place and **Yuen Mo, Chairman of the Chamber**, presented the Cup to the horse owner. Among the spectators were **Tommy Li, Vice-Chairman; Lawrence Ma** and **Brandon Liu, Life Honorary Chairmen** and other Committee Members. They shared an entertaining moment together. (24/10) 📍



接待嘉賓 Reception of Guests



1



2



3

1. 緬甸駐港總領事蔓杜莎丹（左）（7/10）
Myat Thuzar Than (left), Consul-General of Myanmar in HKSAR
2. 泰國駐港領事 Ketkanya Jiarpinitnun（右二）（15/10）
Ketskanya Jiarpinitnun (second from right), Consul of Thailand in HKSAR
3. 芬蘭駐港總領事 Johanna Karanko（左）（20/10）
Johanna Karanko (left), Consul-General of Finland in HKSAR



1

會員活動 Members' Activities



2

1. 新界區聯絡處邀請港區全國人大代表陳曉峰（中）擔任“應對非法制裁及認識網上國際仲裁的重要性”講座演講嘉賓，簡介反外國制裁法及利用線上平台解決跨境爭議的最新情況。（13/9）

Nicholas Chan, Hong Kong Deputy to the NPC (middle), was invited by the New Territories District Liaison Committee as the speaker to share latest information about Anti-foreign Sanctions Law and Online Arbitration. (13/9)



3

2. 會員服務委員會舉行線上講座，邀請安永會計師事務所香港稅務爭議調解服務主管鄭傑榮就“如何有效地應對實地稅務審核”提供專業意見，包括如何制定解決方案和談判策略等。（18/9）

Members' Services Committee has organized a webinar, **Wilson Cheng, Hong Kong Tax Controversy Leader of the Ernst & Young**, was invited to provide professional advice about Field Audit, including making solution plan and formulating negotiation strategy. (18/9)

3. 九龍西區聯絡處早前於真光女書院舉辦“中學生生涯規劃分享會”，邀請11個行業的代表與在場學生及超過20間學校的數百位網上參加者，分享各行業的概況和發展前景，並與學生對談交流。（22/10）

Kowloon West District Liaison Committee has held a Career Planning Sharing Session for secondary students at True Light Girls' College. Representatives from 11 industries were invited to share about their professions with students and hundreds of online participants. (22/10)