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CMA會員
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The Chinese Manufacturers' Association of Hong Kong



CMA

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書中自有黃金聲 — 《好聲》書 A book holds a sound of gold. — "Sounds Great" Books



大家可有細想，當我們拼命追趕新潮流，又可有時間沉澱下來，細味前人留給我們的智慧和經驗，好好了解歷史和文化？此外，對於長者和視障人士，科技產品會否令他們無所適從，缺乏合適的娛樂，令他們與外界隔絕？

為了正視以上的問題，有社會企業最近推出一系列播音書—《好聲》書，收錄中國名著、粵曲戲寶、藝人專訪和播音故事，一方面可為長者和視障人士提供娛樂，播放為人熟悉的歌曲及典故，另一方面可以保留集體回憶，並為香港文化史寫下新一頁。

《好聲》書更希望達致「弘揚傳統文化」的目的。有鑑於香港有很多值得珍藏的文化瑰寶，像戲曲、流行音樂、歷史和文學等，因此希望通過有聲書來保存珍貴的聲音紀錄，成為大家的集體回憶，又能令長輩緬懷黃金歲月，現有的作品包括金庸武俠小說、粵劇戲寶、影視藝人專訪、粵語流行曲還有資深播音人的掌故，日後更打算推出醫療保健和兒童故事等題材，針對不同讀者的需要，保育香港文化。

《好聲》書在設計和技術上花了不少心思，以滿足聽眾，尤其一眾長者和視障人士的需要。第一，產品只設有電源開關、播放及暫停，以及音量調節鍵，盡量以最簡單的步驟收聽內容，操作容易。第二，產品特別採用紅外線技術，讀者只需揭到其中一頁，就能自動播放該頁的內容。除此之外，產品更以立體聲 (stereo) 播放，具備清晰音質，希望讓聽眾可以更加投入其中。

在技術上，《好聲》書會不斷改良，產品將會增設「自動播放」功能，只需將書本打開，聲音便會自動播放，無需按下任何電源鍵。另外會增設「快轉」鍵，讀者可以自由調校他們想收聽的段落及會繼續研發在保留原有的紅外線技術之餘，把產品變得更輕、更薄，並減少用電量，環保之餘亦更加方便聽眾。產品種類上，為配合不同題材和受眾的需要，有關社會企業亦計劃推出「電子書」(Video)，讓讀者不僅聽到聲音，亦會有高質素的視覺享受。

《好聲》書是結合社會需要和文化保育的科技產品，推出至今已經有超過二萬名市民受惠，獲得廣泛好評。香港社會人口老化，這類滲入社會關懷和娛樂元素的科技產品，對本地創意工業有著很好的示範作用。

Do you ever think about sparing some time to settle for savouring predecessors' wisdom and experience or comprehending our history and culture while throwing yourselves at new trend and pursuing to master the global trend? In the era of rapidly-developed information, technology products may make the elderly and the visually impaired at loose ends. Will inadequate appropriate entertainment isolate them from the outside world?

To address such problems, a social enterprise recently launched a series of audio books named "Sounds Great", featuring Chinese literature classics, Cantonese opera, artists' autobiographies and broadcast history. By playing familiar songs and classics, the audio books can offer abundant entertainment to elderly and visually impaired, and at the same time preserve collective memories and start a new chapter of Hong Kong's cultural history.



Moreover, "Sounds Great" audio books target to "uphold traditional culture". In view of plentiful cultural treasures in Hong Kong, such as opera, pop music, history and literature, the social enterprise hopes to preserve these precious sound records through audio books which become our collective memories and allow elderly to recall their golden age. First phase of "Sounds Great" includes Jin Yong series, Cantonese Opera, celebrity autobiographies, Cantonese pop music and broadcast history. The social enterprise also plans to launch healthcare and children series targeting various audiences and thus preserving Hong Kong's unique culture.

Designers have spent tons of effort regarding design and technology of "Sounds Great" audio books so as to satisfy the audience, especially the elderly and visually impaired. First of all, audio books are set with only power switch, play, pause and volume control button keys which make operation as easier as possible with the fewest steps. Secondly, infrared technology is equipped in the audio books. Simply flip over any page, relevant content on that page will be automatically played. Last but not least, stereo function offers clear sound quality aiming at enjoyment enhancement.

"Sounds Great" will continue to improve and endeavour for the utmost regarding enhancement in operational convenience and flexibility and thus benefitting more needy people. Technically, audio books will add "AutoPlay" function. Without switching any power key, sound will automatically play once you open the book. In addition, a "Fast Forward" key will be added to allow the audience to freely adjust to the desired section. The social enterprise strives to develop advanced functions while preserving the existing infrared technology, making the product lighter and thinner, and at the same time more energy-saving. All these environmentally-friendly features can facilitate the utilisation by the audience. As for product categories, to tie in with different topics and audience needs, the Enterprises also plans to launch "Online Books" (Video) which offer both quality audio and visual enjoyment.

"Sounds Great" audio book is a product combining social needs and cultural conservation. Over twenty thousand people are benefited since launch while such product receives wide acclaim. Due to aging population problem, introduction of technology products inclusive of social care and entertaining elements in Hong Kong market sets an excellent role model to local creative industries.



《好聲》書小檔案
"Sounds Great" Profile:

好聲服務有限公司是一間社會企業，於2015年推出《好聲》書，概念來自黃霑先生「為香港留下最美麗動人的聲音」的心願。《好聲》由著名創作人林海峰先生命名，取其「好聲」諧音，通過贈送《好聲》書關心長輩的娛樂需要。另一方面，《好聲》也有「好聲音」的意思，更邀請了著名藝人及播音人參與製作，包括譚詠麟、葉麗儀、陳百祥、黃杏秀、黃秋生、古天樂和李若彤等，可謂「聲」光熠熠。《好聲》書以立體聲 (stereo) 播放，希望讓聽眾可感受「香港最美麗動人的聲音」

Sounds Great Services Limited, a social enterprise, launched "Sounds Great" audio book in 2015. The launch indeed fulfills James Wong, the late multi-media talent, vowing to preserve Hong Kong's vocal treasures. "Sounds Great" was named by famous lyricist Jan Lamb which shared its Chinese homonym. Sending free "Sound Great" to elderly can satisfy their entertainment desires. On the other hand, alternative meaning implies "Great Sound" and various well-known artists and vocal talents are invited to involve in production, including Alan Tam, Frances Yip, Natalis Chan, Cecilia Wong Hang-sau, Anthony Wong, Louis Koo and Carman Lee Yeuk-tung. What a "Sound" team! "Sounds Great" books come in stereo audio and thus bringing the audience to experience the most beautiful and melting voices in Hong Kong.

資料及相片提供：好聲服務有限公司
Data and photos provided by: Sounds Great Services Limited
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智能流動電動車充電系統

Multi-standard Mobilized Smart Electric Vehicle Charger



智能流動電動車充電系統
Multi-standard Mobilized Smart EV Charger

電動車技術發展一日千里，加上環保及稅務優惠等因素，電動車越來越受消費者歡迎。不過，充電網絡不足及電池續航里程限制等問題始終影響電動車的普及化。香港生產力促進局屬下的汽車零部件研究及發展中心成功研發全港首個「智能流動電動車充電系統」，可提供靈活的充電解決方案，今年4月在瑞士舉行的「第44屆日內瓦國際發明展」中更榮獲銀獎。

目前，大部分電動車的續航能力不足200公里，一旦電動車電量耗盡而附近沒有充電站，便會影響旅程。此外，日本、歐洲、美洲各有不同的電動車充電標準，充電站需要配備各種充電接口。由於傳統充電站要連接電網，需安裝在固定位置，因此充電服務供應商需仔細考慮充電站的安裝位置、成本及供電類型。駕駛人士則要面對充電泊位不足或被非電動車霸佔充電泊位等問題。

由研發中心開發的智能流動充電系統可提供一個完善的解決方案。這系統採用鋰電池包供電，可支援全球的主要電動車充電標準，包括日本快速充電 CHAdeMO、歐洲快速充電 IEC Combined Charging System (CCS) 和 IEC62196 / SAE J1772 中速充電等多種接口，能配合香港市面上各種型號電動車的需。一部電動房車若使用這充電系統的快速充電模式，只需40分鐘便可滿充（電力約25kWh）。

這個流動充電系統的最大特點是方便於停車場內穿梭於車位間，靈活地提供點對點充電服務。在公路上，它能提供應急充電服務，僅需5至7分鐘，便可為電動車增添20公里里程，讓電動車可行駛至最近的充電站，然後再補充電源。

As a result of technology advancements, concerns on the environment and tax incentives, more and more consumers have switched to the zero-emission electric vehicles (EV). Yet, EV adoption has remained slow due to insufficient charging facilities and range limitations. To address these issues, the Automotive Parts and Accessory Systems (APAS) R&D Centre of the Hong Kong Productivity Council (HKPC) has successfully developed Hong Kong's first Multi-standard Mobilized Smart EV Charger. This flexible EV charging solution has also

won a silver medal at the "44th International Exhibition of Inventions Geneva" in Switzerland in April.

At present, most EVs have a range of under 200km. When the EV battery level becomes low, and there is no charging station nearby, the user's journey may be affected. Also, with different charging standards in Japan, Europe and the US, it is not easy to find a charging station fitted with the appropriate charging coupler. Moreover, as EV charging stations are built at fixed location in order to connect to the power grid, EV charging infrastructure operators need to consider the location, installation costs, and charging speed in their operation planning. On the other hand, EV drivers are facing the problem of insufficient EV charging bays, or occupation of the charging bays by non-EVs.

Developed by the APAS R&D Centre, the mobilized EV charger presents an ideal solution. Using a Lithium battery pack as the EV power source, it is fitted with charging couplers that support major international EV fast and medium charging standards, including CHAdeMO in Japan and IEC Combined Charging System (CCS) in Europe for fast charging; and IEC62196 / SAE J1772 for medium fast charging. It can serve all EV models in Hong Kong. Using the fast charging mode, it will only take 40 minutes to fully charge a sedan EV (or about 25kwh of electricity).

The most important feature of this mobilized EV charger is its flexibility. It can easily move around the car park to provide on-spot charging. On the road, it can provide emergency charging services. It only takes 5 to 7 minutes to give the battery-drained EV an extra 20km mileage, enabling it to reach the nearest charging station for proper charging.



由汽車零部件研發中心開發的流動充電系統於「第44屆日內瓦國際發明展」中榮獲銀獎

The APAS R&D Centre-developed mobilized EV charger won a silver medal at the "44th International Exhibition of Inventions Geneva" in April

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展銷專家 勇於創新 符策雄會董

Exhibition Expert

Courage for innovation

General Committee Member, Mr Sam Fu



受到全球經濟下滑和內地訪港旅客下跌等因素影響，本港食品業進入了寒冬期。從事食品製造及銷售多年的符策雄會董，卻視每個危機為新的機遇，憑著勇於創新和求變的精神，開拓更多商機。

符氏多年前開設室內設計

工程公司及經營酒吧，其後於機緣巧合下認識了食品生意的合作伙伴，遂開展其食品製造及銷售業務，很快便於內地開設逾 20 家連鎖零食店。符氏成功創立多個零食品牌，善用展銷會作速銷渠道。符氏表示，展銷會可較靈活地安排貨量及資金的運用，並避免高昂的商鋪營運、上架費或贊助費等令人頭痛的支出。符氏曾於一年內參加超過 40 個中港各地的展會，更於數天內售出超過 1200 箱產品，成績斐然。符會董表示，參加國內或海外的展會，可開拓更大的消費群，惟展商需要注意更多方面的營運安排，熟悉各地人的購物文化，及小心揀選具信譽的展會主辦商，避免招致損失。

符氏表示說到面對現時零售業艱難的經營情況，更要親力親為，並且要事事用心和敢於創新。他建議業界可進一步於產品款式上著手，為顧客提供更多的選擇，以提昇顧客的購買欲；此外，業界亦可嘗試開拓更多銷售渠道，如社企或網上銷售等，接觸不同的客戶群。

兩年前，符氏創辦了名為「開心愛社群」的慈善團體，希望能以自身力量回饋社會，他特別感謝商會裡的熱心人士為慈善出錢出力，捐助不同的福袋物資定期送贈予低收入、傷病及長者等有需要人士；同時也通過舉辦慈善晚宴，步行等活動進行籌款。未來，他希望能申請「開心愛社群」成為一個非牟利組織，惠及更多有需要人士。

符會董樂觀開朗，時刻散發正能量，更經常以自身的經驗協助其他廠商，作為本會會董會成員，符氏十分高興有機會能與不同範疇人士接觸，並透過參加國內外不同的探訪、考察及會議等等活動，與業界賢達相互學習，擴闊對不同領域的認識，祈能有助為同業發聲，以爭取更多權益，促進業界的發展。符氏現時除了為本會的會董，同時亦為大中華工商企業聯合會聯席會長、香港經貿商會會董、香港海南商會會董及香港食品委員會會董等。

Hong Kong's food industry has entered a period of cold winter as a result of the global economic downturn and the fall in Mainland visitors. However, Sam Fu, who has been engaged in food manufacturing and sales for many years, regards each crisis as a new opportunity. He has been opening up more business opportunities based on the courage to innovate and the spirit of reform.

Fu opened an interior design engineering firm and operated a bar many years ago. Afterwards, he met with a food business partner by an accidental opportunity and started his food manufacturing and sales business. Quickly, more than 20 snack chain stores were opened in Mainland. Since then, he established a number of snack food brands and used trade fairs as one of sales channel. Fu advised that trade fair can make the arrangement of goods and capital to be more flexible. Moreover, troublesome expenditures such as expensive operating costs, shelves stacking expenses or sponsorship fees can be avoided.



Fu have participated in more than 40 exhibitions in all areas in Hong Kong and Mainland within one year in the past. He has sold more than 1200 containers of products in a few days, which resulted in impressive achievements. Fu said that exhibitions could help open up a larger consumer base through either at Hong Kong or abroad. Exhibitors shall pay more attention to operational arrangements, familiarize themselves with the shopping culture of local people, and carefully select the reputable exhibition organizers to avoid incurring losses.

Fu believed that devotion to the business and spirit of innovation is the key to face difficult situation in retail business. He suggested that the industry could make additional effort on innovating diversified product models to provide for customers in order to enhance their intention of shopping. In addition, the industry could also try to develop more sales channels such as social enterprises' shops or online sales shop to expand customer base.

Two years ago, he founded a charity group named "Fun In Love", which was aimed to feedback to the society. Fu specially thanked the enthusiastic members in the association for their charitable contributions and donations which were sent to those who have low income, are in sickness, and the elderly regularly. Meanwhile, he also raised funds through activities, for example charity dinner and charity walking. In the future, he hopes to apply the "Fun In Love" for a non-profit-making organization to benefit more people in need.

Fu is optimistic, bright and always distributes positive energy and assists other manufacturers with his own experience. He is willing to share his experience such as the application tips of different projects supported by the government, including sales situation in different areas with them. As a member of the association, he is very pleased to have the opportunity to meet with people from different fields and learn from each other to broaden their understanding by participating in various visits, investigations and conferences. He hopes to express the ideas to gain more rights and interests to promote the development of the industry. At present, he is also the Co-president of the Federation of Hong Kong Business Council of Greater China, general committee member of Hong Kong Economic and Trade Association, Hong Kong Hainan Commercial Association and The Hong Kong Food Council.



創建未來的 3C 管理 (下)

3C Management for Building the Future (Part 2)



精神狀態及提升工作效率。

縱使輔導與教練同時應用了某程度的臨床心理學，但兩者卻有不同；輔導重於協助員工適應，而教練重於協助員工發展。不過，兩者之理念皆為「助人自助」：幫助當事人去幫助自己。

祈願 3C 管理能幫助大家做好管理，構建美好的 2017！

As the manager, your prominent role is the commander. You are responsible for giving commands, assigning tasks and supervising your subordinates' performance leading them towards the goals. The significance of being a commander lies not in blind control but in tightening or freeing rein in the light of situations. Appropriate delegation and motivation are effective drivers, but good leadership in other aspects is fruitless in the absence of discipline exercised in accurate manner with courage.

As the coach, a manager's goal is to guide the employees to break through their limitations for further development and bring their potential into full play. A good coach realizes an employee's fears and irons them out with love besides moving with emotions and

reasons, encouraging and guiding with own actions. In other words, a manager guides by setting a role model with his own acts.

The counselling function may seem irrelevant with management activities, but it is a kind of essential support. Future-building managers must offer to help their subordinates maintain good working performance and remain unaffected by emotional upheavals. This helps maintain good spirit and high efficiency.

Both the counsellor and coach apply clinical psychology to a certain extent, but they are actually different. A counsellor focuses on helping an employee adapt whereas a coach focuses on helping an employee develop. Nevertheless, both follow the principle of "self-reliance": help others to help themselves.

It is my sincere wish that the 3C management can enhance management so that everyone faces a better year in 2017!

資料提供 Information provided by:

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身為管理者，你的首要角色是司令官，負責發出指令、分配任務及監控部屬的表現，率領他們朝一定方向前進，以達至目標。司令官的真諦不在於盲目地控制，而在於收放自如。適度的授權與激勵是動力，但沒有勇氣以正確的方法去執行紀律的話，領導的其他工作做得多好都是徒然的。

管理者作為教練，主要目的是促導員工不斷突破自己的局限，持續發展，充分發揮其潛能。好的教練看穿員工的恐懼，以愛去撫平恐懼，並且能曉之以理、動之以情、勵之以志及導之以行，即管理者要以自身的行動來引導學生，注重以身作則。

輔導功能看來不屬於管理活動領域，但創建未來的管理者卻要間中為部屬進行輔導，給予情緒的支援，以免讓情緒影響工作，有助員工保持良好的

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踏入中年，腰膝酸痛，成晚去廁所？

客戶廣告

繁忙的都市人往往忽視自然韻律，緊張的生活節奏，令人忽視自己的健康變化，長期缺乏適當的調理，容易導致腎虛氣弱、腰膝無力、關節酸痛、感覺疲倦、夜間頻醒、失眠多夢、手腳冰冷、甚至會引致精力減退等症狀。

腎虛當中區分為腎陰虛或腎陽虛。腎陰虛主要症狀為四肢乏力、手心發熱、容易出汗、面色青白、頭暈、耳力退化、記憶力衰退、脫髮、牙齒鬆動、口乾、煩躁、精力減退等。腎陽虛主要症狀為腰膝酸痛、如廁頻繁、手腳冰冷、畏寒怕冷、精神不振、容易疲累、下肢浮腫等症狀。此外，腎陽虛還會容易導致男女生活不調。人到中老年之所以衰老，原因是人體機能出現了問題，導致氣血虛衰，精神耗損，腎陰不足，肝火上亢，毒素積存及經絡不通。醫學研究顯示，腎虛會隨年齡的增加而遞增。如缺乏適當的保健護理，只會令問題日益嚴重。要健康的身體應以『虛者

補之，損者益之』的原則，以滋養補益為主。

啟泰藥業『回春丹鹿尾丸』以優質鹿尾膠，美國花旗參、正高麗參、霍山石斛、吉林血茸、杜仲、巴戟、天麻等純名貴中藥材煉製，依照古方配合現代科技煉製而成，能夠補肝健腎，調節身體機能。每日只需服食 1 次，每次 1 小樽有助強壯腰膝、男女腎虛、手足冰冷、面色蒼白、舒緩關節酸痛、改善夜間頻醒，提升睡眠質數，男女皆宜，功效顯著，100% 香港製造，更有中成藥註冊，質量保證，信心之選。

買得越多 慳得越多!

憑此印花到啟泰各門市購買回春丹鹿尾丸

每盒即減 \$10

如此難得 最高可減至 \$60 兩盒即減 \$20

使用條款:

1. 每次只能使用一張印花，不可與其他優惠同時使用。
2. 此優惠如有任何更改，恕不另行通知。
3. 啟泰藥業集團保留修改及註銷權。
4. 優惠期至 2017 年 2 月 28 日。

CMA

工作壓力大 引起焦慮情緒

香港生活節奏急促，工作壓力大增，容易引致精神緊張，情緒變得焦躁不安，難以集中精神，容易疲勞，加快衰老、力不從心、失眠等症狀。

秘魯瑪卡，又稱為秘魯人蔘，生長於海拔 3500 米以上的安第斯山區，晝夜溫差達 20 度以上的環境才可生長，世界衛生組織已將瑪卡列為全球稀有植物。

啟泰藥業深明此道，特選源自秘魯瑪卡為原材料，利用先進的生產技術及南美千年的傳統智慧結合而成『秘魯瑪卡膠囊』

有助於強壯身體、消除焦慮情緒、增強男士活力、提升免疫能力、舒緩更年期不適，絕對是男士恩物，女士之寶。只需每日服食 1 次，每次 3 粒，100% 香港製造，質量保證，信心之選。

此外，現到啟泰門市或專櫃則可享優惠價 \$238/盒，買 2 盒額外 9 折，平均只需 \$214.2/盒。



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廠商會接待來訪機構及活動

搜尋人物、地點和事物



圖 1 渣打銀行香港中小企領先營商指數《洞悉經濟轉變·穩奪市場先機》中小企智囊論壇 2016 (10/11)
由香港生產力促進局及渣打銀行(香港)主辦,本會為支持機構的渣打銀行香港中小企領先營商指數《洞悉經濟轉變·穩奪市場先機》中小企智囊論壇 2016 已於 11 月 10 日舉行。本會會長李秀恒博士(前排左三)代表本會出席為專題座談的演講嘉賓之一,並與主禮嘉賓商務及經濟發展局副局長梁敬國先生(前排中)、生產力促進局主席林宜武先生(前排左五)及渣打銀行香港區行政總裁陳秀梅女士(前排右五)等合照留念。

圖 2 「貴州名優白酒」品鑒會 (10/11)
「貴州名優白酒」品鑒會於 11 月 10 日假香港會議展覽中心舉行。本會吳清煥副會長(右二)出席為主禮嘉賓之一,並與貴州省人民政府慕德貴副省長(中)會面。

圖 3 中國賀蘭山東麓葡萄酒產區香港商會成立典禮 (9/11)
「中國賀蘭山東麓葡萄酒產區香港商會成立典禮」於 11 月 9 日假香港會議展覽中心舉行。本會吳清煥副會長(右)出席為主禮嘉賓之一,並與寧夏自治區人民政府郝林海特邀顧問(左)會面。

圖 4 吉林省委統戰部代表團訪會 (4/11)
吉林省委常委、省委統戰部姜治堅部長(左五)率領代表團一行 11 人於 11 月 4 日蒞會訪問,由本會戴澤良副會長(中)主持接待。

圖 5 「第 20 屆北京·香港經濟合作研討洽談會」(3/11)
由北京市人民政府、香港貿易發展局、本會、香港中華總商會、香港總商會、香港工業總會及香港中國企業協會聯合舉辦的「第 20 屆北京·香港經濟合作研討洽談會」開幕式於 11 月 3 日假北京舉行。本會永遠名譽會長施樂懷(右三)應邀出席為主禮嘉賓之一。

圖 6 第九屆中國(香港)國際服務貿易洽談會 (2/11)
「第九屆中國(香港)國際服務貿易洽談會」於 11 月 2 日假香港會議展覽中心舉行。本會吳宏斌副會長出席為主禮嘉賓之一。

圖 7 佛山市順德區環境運輸和城市管理代表團訪會 (28/10)
佛山市順德區環境運輸和城市管理伍成亮副局長(左四)率領代表團一行 5 人於 10 月 28 日蒞會訪問,由本會余德明會董(中)主持接待。

圖 8 國際環保博覽開幕典禮 (26/10)
由香港貿發局及 Messe Frankfurt 主辦,本會為支持機構的國際環保博覽開幕典禮已於 10 月 26 日假亞洲國際博覽館東大堂舉行。本會副會長戴澤良博士(第三排,左四)代表本會出席為台上嘉賓之一,並與主禮嘉賓環境局局長黃錦星先生(第一排,中)合照。

圖 9 2015/2016 年度家庭友善僱主獎勵計劃頒獎典禮 (25/10)
由民政事務局及家庭議會主辦的 2015/2016 年度家庭友善僱主獎勵計劃頒獎典禮已於 10 月 25 日假九龍灣展覽中心 6 樓 3 號展覽廳舉行。本會常務會董胡詠瑤(左一)代表本會出席,並接受由政務司司長林鄭月娥(右三)致送的感謝狀。

圖 10 重慶市代表團訪會 (25/10)
重慶市對外貿易經濟委員會會展推廣處劉繼龍副處長(中)率領代表團一行 5 人於 10 月 25 日蒞會訪問,由本會戴澤良副會長(右四)主持接待。

圖 11 「一帶一路政策介紹及風險防範研討會」(20/10)
由「香港-內地商會聯席會」主辦、中國國際經濟貿易仲裁委員會香港仲裁中心合辦的「一帶一路政策介紹及風險防範研討會」已於 2016 年 10 月 20 日舉行。本會李秀恒會長(中)擔任研討會演講嘉賓;本會李慧芬常務會董(左二)擔任研討會主持人。其他出席嘉賓包括中國貿促會駐香港澳門代表處總代表楊平安(左六)、中聯辦經濟部副部長兼貿易處負責人楊益(右六)及香港律政司副法律政策專員(政策事務)黃慶康(左五)等。

圖 12 攜手走進一帶一路一部分沿綫國家投資環境研討會 (19/10)
「攜手走進一帶一路一部分沿綫國家投資環境研討會」於 10 月 19 日假香港會議展覽中心舉行。本會李秀恒會長(後排左五)出席為主禮嘉賓之一,並與香港特區政府財政司司長曾俊華(前排左四)會面。

圖 13 雲南省普洱市人民政府代表團訪會 (18/10)
雲南省普洱市人民政府楊照輝市長(左六)率領代表團一行 10 人,於 10 月 18 日蒞會訪問,由本會徐晉輝副會長(左七)主持接待。

圖 14 2016 陝港金融合作平台交流會 (18/10)
「2016 陝港金融合作平台交流會」於 10 月 18 日假香港會議展覽中心舉行。本會吳清煥副會長(左)出席為主禮嘉賓之一,並與陝西省人民政府王莉霞副省長(中)會面。

圖 15 陝西省商洛市人民政府代表團訪會 (17/10)
陝西省商洛市人民政府王勇副市長(前排左四)率領代表團一行 14 人於 10 月 17 日蒞會訪問,由本會吳清煥副會長(前排右四)、戴澤良副會長(前排右三)及常董等接待。





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會員刊登《企業雄才》
廣告可享 7 折！

《企業雄才》7至9月號經已出版，今期專題探討香港「共享經濟」的商機及發展前景，並邀請青年創業家暢談自己的創業路。其他精彩內容包括：本會創新科技委員會參觀科學園，了解業界最前沿的發展及經驗；重溫廣受傳媒及社會關注的「一帶一路」中亞考察團；以及闡述當局推出「單一窗口」平台及檢討現行報關做法，對港商的利與弊。季刊會發送至各大工商機構、企業、中港政府部門、團體、媒體，以及學術機構。誠邀會員訂閱及刊登廣告！

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廠商會名人飯堂－楊志雄副會長及吳宏斌副會長



廠商會會員海鮮火鍋晚會



12月會員「樂」Bar



廠商會非凡金鑽系列 - Maserati 試駕日



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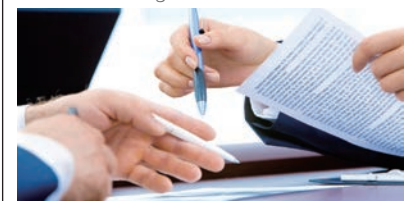
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 - (1) 出口商發票及其他商業文件：\$270 (原價 \$315)
 - (2) 9 款指定商業文件：\$190 (原價 215)
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工展會主辦機構廠商會推出貨運保險普及計劃，劃一保率 0.049%，5 月 15 日前登記，最低保費減至 \$208，首張『最低保費保單』保費全數回贈，之後每張送現金券，一經登記，優惠保留至 2016 年尾。



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婦女委員會「工展親恩同樂日」



青年委員會《第 51 屆工展會 - 廣告 Teen 才短片創作比賽》暨《第 51 屆工展會 - 「TEEN 創商機」攤位創業計劃》頒獎典禮



海南島 - 未被污染的旅遊樂土 名勝處處 旅遊配套優質齊全

*Hainan Island – One of the Purest Travel Paradise
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海南島，有度假天堂的美譽，是南中國海上最璀璨的明珠，與全球著名的度假勝地，被共同稱為世界上「少有的幾塊未被污染的淨土」。四季如春的氣候，一流的空氣質量，誘人的海水、沙灘，迷人的熱帶雨林，良好的自然生態環境，以及獨特的黎、苗等少數民族文化，這些得天獨厚的條件，使海南島成為最富有特色的著名國內外的遊旅地點。

三亞位於海南島的最南端，是中國最南部的熱帶海濱旅遊城市。其空氣質素為全國最好之地區，亦是全國最長壽的地區。三亞市風光優美，環境獨特，集山、海、河自然美景於一體，被譽為“東方夏威夷”，擁有全島最美麗的海濱風光，更是位居中國四大一線旅遊城市“三威杭廈”之首。

位於三亞的海棠灣是區內觀光熱點，其海水蔚藍清澈，能見度高，沙質潔白如玉，年平均海水溫度 22-25.1° C，終年可游泳。它被《中國國家地理》雜誌評為中國最美八大灣之一。海棠灣水質優良，更有 13 平方公里的珊瑚生長區，屬國家級珊瑚礁保護區。無論是寧靜的海灣，原生態熱帶雨林、世界級高爾夫球場，還是壯觀的碼頭，都非常適合各年齡段遊客前往體驗。此外，蜈支洲島亦是三亞另一好去處，海水能見度高，是國內最重要的潛水聖地之一，也是進行摩托艇、香蕉船、水上降落傘等水上活動的好地方。

三亞海棠灣君悅酒店新近於海南島盛大揭幕，其坐落於“國家海岸”海棠灣的黃金地段，可俯瞰著名的蜈支洲島，交通便利，距三亞鳳凰國際機場僅 34 公里。酒店設有 435 間客房、套房及別墅，盡覽壯美園景及海景。

酒店設有各式各樣的康樂設施，三個不同設計的室外泳池，水療設施及悅趣營一系列精心設計的遊戲及趣味活動，是全家共享的理想度假樂園。由“世界旅行家”海頓帶領小朋友們參加小廚師廚房、攀岩牆等寓教於樂的豐富活動。父母們可以享受怡然自得的假日，也可以與孩子們一起參加家庭活動。一系列為家庭賓客專屬訂製的主題客房，同樣會為孩子們帶來驚喜，包括田園農莊、航海探險、野外露營，使孩子們仿若身臨其境。

酒店更擁有四家餐廳，以壯闊的大海為背景，向客人提供卓越的餐飲體驗和正宗的中外美食。富有特色的中餐廳“愉村”，靈感源自海南古樸的疍家人船屋，並以“竹”為主要元素，引領賓客步入海南懷舊時光。位於沙灘附近的池畔燒烤餐廳，主打現烤的上等牛排和各式海鮮。置身屋頂的露天吧台，暢飲一盞雞尾酒，眼觀萬頃閃爍碧波，耳聽迷人海潮音樂。沿着酒店大堂一側的螺旋樓梯來到咖啡廳，欣賞出自開放式廚房各種誘人的亞洲和國際美食，享受豐盛的自助早餐。

除以上多元化的設施外，酒店內的煥水療結合中國文化與本地傳統與先進科技。採用擁 200 餘年歷史的匈牙利 Omorovicza 品牌水療產品，身心舒放的水療護理為賓客帶來養生諮詢、全身按摩及足療護理等精選理療項目。

Hainan Island is described as paradise place for vacation and the most glamorous pearl in the South China Sea. Along with other prominent island destinations, Hainan Island is one of the rare uncontaminated continental and oceanic areas. Enjoying spring-like climate all year round, first-class air quality, fascinating sea water and sandy beach, alluring tropical rainforest, excellent natural environment, and unique culture of Li and Miao, all these inherited natural conditions comprise Hainan Island to be the most famous tourist attraction at China and the world.

Located in the southernmost tip of Hainan Island, Sanya is the most popular tropical seaside destination in China with the highest air quality ranking and the longest life-span in the country. Beautiful scenery and unique environment give Sanya renowned name “Oriental Hawaii”. Sanya is also the top of China’s four first-tier tourist cities out of Weihai, Hangzhou, and Xiamen.





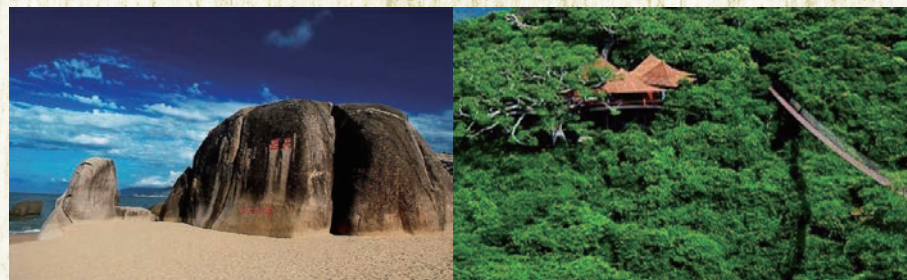
Haitang Bay, situated at Sanya, is a popular spot in the region and it offers visitors clear blue sea with high visibility and silvery sand beaches. Average annual sea surface temperature is between 22-25.1°C that is perfect for swimming all year round. Haitang Bay was also chosen as one of the eight most beautiful islands in China by Chinese National Geographic magazine. The water at Yalong Bay is of excellent quality and 13km² of coral growth area, belonging to Sanya Coral Reef National Nature Reserve, can be found. Its prime location allows guests to quickly discover the splendor of Sanya, as well as a wide variety of recreational facilities for visitors of all ages, including tranquil bays, unspoiled tropical rainforests, world-class golf courses and stunning marina. In addition, Wuzhizhou Island is regarded as alternative sightseeing spot in Sanya. Also with clear sea, this is one of the most important shrines for diving and also for motor boats, banana boats, water parachutes and other water sports.

Grand Hyatt Sanya Haitang Bay Resort & Spa has been open in Hainan Island recently, conveniently located 34 km from Sanya Phoenix International Airport. It features 435 spacious and comfortable guestrooms, suits and villas, which offers stunning garden or ocean views.

Grand Hyatt Sanya Haitang Bay Resort & Spa has plenty to offer, with 3 different designs of outdoor pools, Huan spa and Camp Hyatt programs for kids. The 900 sqm indoor and outdoor adventure playground and activity center Camp Hyatt is specially designed for kids of different age groups led by loveable children's character, Hyden. Parents can relax while their children are entertained with 3 different designs of junior chefs' kitchen, rock-climbing wall and activities specially developed to encourage fun and educational enrichment. The children's paradise continues in the guestrooms. A series of adventure-themed rooms are offered for families, including Countryside, Nautical and Campsite themes, with evocative designs and sleeping arrangements.

Four signature restaurants bring culinary expertise to a romantic beach setting and showcase the finest Chinese and international flavors. Signature Chinese restaurant "Yu Cun" provides creative Cantonese dishes, plus freshly caught seafood and local Hainan specialties. The Pool Grill offers a casually chic setting for relaxed lunch and dinner with family and friends. Connected to the lobby by a spiral staircase, Grand Café showcases an alluring array of Asian and international cuisines served from open chef kitchens, plus grand breakfast buffets.

Apart from the diversified facilities, Huan Spa blends culture and indigenous traditions with advanced science and technology. A carefully curated treatment menu includes wellness consultation, body massages and facials using Omorovicza high-performance hydro-mineral skincare products from the thermal springs of Budapest. Huan Spa is dedicated to restoring calm, healing the body and reviving the spirit in an environment of abundance and endless possibilities.



三亞海棠灣君悅酒店現為香港中華廠商聯合會會員提供 9 折訂房優惠，預訂請聯系 ilias.ladzharov@hyatt.com 或致電酒店熱線 (86) 898 8881 1234 轉 6525。

Grand Hyatt Sanya Haitang Bay Resort & Spa now provides special offer for CMA Members of **10% off** daily rate for booking. For reservation and enquiries, please contact at (86) 898 898 8881 1234 ext. 6525 or via ilias.ladzharov@hyatt.com.

憑著獨到眼光及膽色 開創事業新里程 甘薈韓國生活品味有限公司麥俊傑先生

*Kick Start A New Career Journey With Own Unique Vision and Bravery
Glourish Korean Lifestyle Limited, Mr. Jacky Mak*



很多人常說現今的香港環境，年輕人要成功創業並不容易，但只要有眼光有膽識，以及懂得掌握市場及經濟趨勢，成功絕非不可能。今期的專訪主角 - 甘薈韓國生活品味有限公司董事麥俊傑先生，正是年紀輕輕已闖出事業一片晴天。

麥氏在 2011 年成功創立了甘薈韓國生活品味有限公司，在此之前他是從事金融業，並無從商的經驗，但就是因為他的金融業背景，使他對世界經濟的走向觸角很靈敏，尤其國內經濟正在急速發展及轉型，消費市場非常龐大，商機無限，於是他就是憑藉一股決心及勇氣，毅然改行做生意，主力針對發展大陸及香港市場。

麥氏認為剛剛開始經商，需要選擇起步較容易，自己可以承擔的產品，同時又要懂得緊貼環球政策及經濟走向。他認為當時中國經濟正要從出口轉型至以內需主導，於是對全球市場進行對比和分析，發現韓國美容產品在韓國正逐漸飽和，需要出口，而且剛好遇到日本 311 海嘯，預測到一部份日本產品需求會轉移到韓國，逼使東南亞吹起一股韓流風潮，所以最後選擇了代理和銷售韓國的美容產品作為經商的第一步，最後亦證明他的獨具慧眼，懂得捕捉市場潮流。

甘薈韓國主要經營韓國「保寧海泥」的護膚品牌產品，「保寧海泥」原是由韓國保寧市政府生產的，經過韓國中南大學的檢測，發現當地的海泥蘊含豐富的礦物質，有助肌膚排出污垢和多餘的油脂，極具美容效果，故此保寧市政府便把當地的海泥加入到護膚品當中，創辦了「保寧海泥」這品牌。麥氏取得代理權後，策劃不同的銷售方案推廣產品，包括透過落地推銷、在雜誌報紙上投放廣告、撰寫美容網誌、進行網絡銷售、參加各類

展會等作宣傳，最終取得理想成績，賺得第一桶金。在銷售的過程中，麥氏憶述印象深刻的一次挑戰是在 2012 年參加工展會，那時候他安排了數十萬的貨品參展，初期銷售策略以推廣品牌形象為主，但銷售反應未如理想，於是他靈機一觸，將展位改了一個充滿節日氣氛的特賣專場，以節日和韓流氣氛帶動購物欲，並作特價促銷，令銷售額大幅提升，最後更獲得了不錯的收益。

不過，麥氏表示現時代理韓國美容品牌越來越困難，主要由於從 2012 年起韓國美容產品開始在國內和香港流行，市場漸趨飽和，截至 2015 年單在國內和香港便已有數千個代理品牌，市場競爭極為激烈。此外，國內的營商政策正不斷改變，港人在國內經商的優勢已不明顯，所以他也跟著政策走，現時公司業務已慢慢從護膚產品轉營到兒童用品，也把國內的直營業務轉移到香港交易。除了轉變經營策略外，為了更有效地掌握市場走向，善於創新和緊貼市場的麥氏亦把業務渠道拓展到雜誌和手機應用程式，務求能更廣濶地推銷旗下產品，以及為業務帶來增值。

最後，麥氏表示非常高興加入廠商會這個大家庭，藉著廠商會的平台，可以拓展人際網絡，認識不同行業的精英，無論在公在私均獲益良多。

Many often say it is challenging for the youth to start a business nowadays under such environment in Hong Kong. However, by virtue of distinct vision and bravery, and capability to accurately master the market and economic trends, nothing is impossible. Our interviewee, Mr. Jacky Mak, Director of Glourish Korean Lifestyle Limited, is the best role model as a young yet successful entrepreneur.

In 2011, Glourish Korean Lifestyle Limited was established by Jacky. Prior to that, Jacky was engaged in financial work while possessed no business experience. However, only just due to his financial background, he mastered high sensitivity to global economic situation especially concerning how rapid development and transformation of domestic economy created unbounded business opportunities in the consumer market. Thereupon, on the strength of his resolved determination and courage, Jacky decided to change his career path and start a new business mainly targeting mainland and Hong Kong market.

Jacky mentions it is easier for one to pick affordable products at the start-up. And one should stay tune with updated global policies and economic trends. He also considers that Chinese economy was transforming from exporting to domestic demand oriented at that moment, so Jacky conducted comparison and analysis to global market. From the result, it is discovered that Korean beauty products are gradually reaching saturation locally and will have to resort to exports. At the same time, Japan was facing the 311 tsunami, he expects that part of the demand of Japan products will shift towards Korea, forcing Korean Wave to sweep across the SouthEast Asia. Jacky made his final decision as agents and sales medium of Korean beauty products at the starting. Achievements prove his unique vision and sensitivity to current market trend.

The Company mainly manages Korean skincare brand "Boryeong Mud" which was originally produced by Boryeong City Government. Local marine mud passed the tests by Chungnam National University, and were found to possess abundant minerals that help removing dirt and excess from your skin and thus achieving beautification effect. Therefore, Boryeong City Government added the marine mud into skincare products and established "Boryeong Mud" brand. After obtaining dealership, Jacky has made various marketing and promotional plans, including on-site sales, advertising in newspaper and magazines, writing beauty blogs, conducting online sales and attending different exhibition, etc. Ultimately, the brand achieves excellent publicity and allow Jacky to earn his first pot of gold.

During the progress, to him, the most memorable challenge happened at the HKBPE in 2012. Several hundred thousands of goods were arranged for exhibition while Brand promotion was the main sales strategy. However, public response to initial sales was not that satisfactory. A brainwave suddenly came to him! He transformed the booth into a festive mega sale with the festive and Korean ambience to boost the purchasing desire, plus the special promotions and thus significantly increasing sales volume and earning superb income.

However, Jacky expresses his concern and difficulties as being a Korean beauty brand agent nowadays as such brands started to hit mainland and Hong Kong since 2012 and now the market becomes saturated. As of 2015, not to mention overseas, thousands acting brands exist only in China and Hong Kong which create severe competition within the market. In addition, ever-changing domestic business policies weaken the predominance of Hong Kong businessmen. Hence, by keeping abreast of current policies, the company's business direction gradually switches from skin care products to kid products, and transforms to Hong Kong trade from Mainland direct sales. Apart from this, in order to effectively master the market trend, innovative and market-friendly mindset allows Jacky to expand business to magazines and mobile applications, so as to spread promotional messages extensively and add values to business.

Last but not least, Jacky takes this opportunity to express his pleasure to join CMA family. Through CMA platform, he can then expand his interpersonal network, meet elites from all sectors and thus benefiting a great deal.



加入 廠商會義工隊

香港中華廠商聯合會自成立以來，一直致力推動香港工商業發展，並十分重視和積極履行企業社會責任。本會現計劃凝聚會員力量，成立「廠商會會員義工隊」，透過參與各類慈善及義務工作，讓廣大市民感受到工商界的愛心和關懷。義工隊將協力促進社會和諧，為香港創造新景象貢獻力量。與此同時，本會亦希望能藉著義工隊的成立，發揮會員間互助互愛的精神，進一步增強凝聚力。



報名詳情

對象： 廠商會會員企業代表、員工及親友，人數不限
(會員以企業或個人名義參加均可)

報名方法： 請於 www.cma.org.hk/files/fckfiles/cir_volunteer_team_edm.pdf
下載報名表格，傳真(傳真號碼：2815 5713)至本會會籍部，本會將有專人聯絡確認申請

查詢 ☎ : **2851 1555**

本會活動速遞 *CMA Focus*

活動 Event	名車試駕日 CMA Test Drive Event	會董晚宴 GC Dinner	廠商會義工隊活動 - 「長者探訪」日 CMA Volunteer Team - Visiting for Elderly	會員樂 Bar CMA Bar Time
日期 Date	2 月份	23/2/2017	24/2/2017	9/3/2017
查詢電話 Enquiry Hotline	2542 5765	2851 1555	2542 5765	2851 1555

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新會員介紹

Introduction of New Members

Company : AVT International Limited

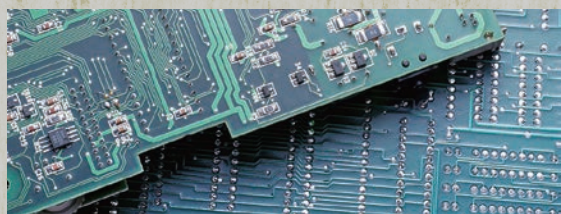
代表：市場經理 李澤浩先生

Representative : Marketing Manager

Mr Lee Chak Hol Michael

產品：電子供電系統、微電路板、設計及包裝等

Product : Electronic power supply, electronic microcircuits, design & packaging



公司：華建控股有限公司

Company : CIL Holdings Limited

代表：董事 王景耀先生

Representative : Director

Mr Wong Wilson

產品：分銷伺服器儲存、多媒體及通訊產品、家電、設計及包裝
Product : Distribute PC server, multi media and communication products, electronic appliances, design & packaging



公司：鴻偉（亞洲）控股有限公司

Company : Hong Wei (Asia) Holdings Company Limited

代表：董事長兼主席 黃長樂先生

Representative : Chief Executive Officer & Chairman

Mr Wong Cheung Lok

產品：刨花板

Product : Particle board



公司：香港錢方好近有限公司

Company : QFPay Near Hong Kong Limited

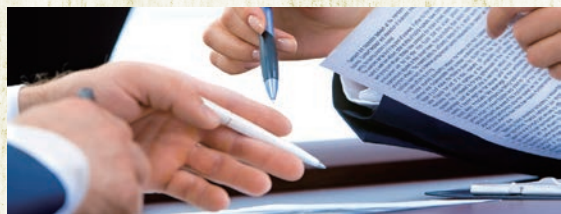
代表：董事 李英豪先生

Representative : Director

Mr Lee Ying Ho Tim

產品：貿易信息技術及軟件開發

Product : Trading information technology & software design



公司：中國建設銀行（亞洲）股份有限公司

Company : China Construction Bank (Asia) Corporation Limited

代表：商業銀行部主管 李煜垣先生

Representative : GM, Head of Commercial Banking Division

Mr Lee Yuk Wun Patrick

產品：提供多元化的銀行產品和服務

Product : offers a wide array of banking products and services to customers



公司：卓越展覽（香港）有限公司

Company : Aplus Exhibition (HK) Limited

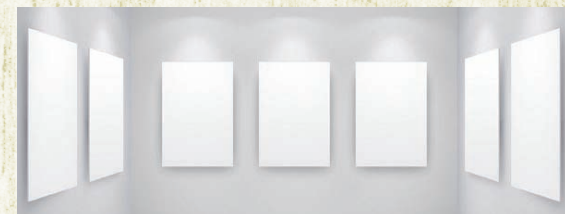
代表：董事 李昭先生

Representative : Director

Mr Li Chiu Anthony

產品：展覽

Product : Exhibition



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1. 不適用於聘珍樓香港有限公司所定下之指定日子。2017年1月20日至2月12日、5月6日及7日、5月13日及14日、6月10日及11日、6月17日及18日、9月29日至10月5日、12月5日至22日
2. 結帳時需出示有效之會員卡方可享有優惠。
3. 只適用於堂食惠顧晚市主餐牌。
4. 適用不多於一席 (最多 12 人) 惠顧及每次只可使用優惠一次。
5. 除特別註明外，不可與任何其他推廣優惠同時使用及兌換現金或餐飲。
6. 不適用於茶芥、飲料 (酒精及不含酒精)、外賣、優惠菜單、特價食品、現金、推廣項目、產品及酒席宴會。

優惠日期至 2017 年 12 月 31 日

網址：www.heichinrou.com

聘珍樓觀塘店
九龍觀塘道 392 號創紀之城 6 期 6 樓
電話：2954 8000

聘珍樓鑽石山店
九龍鑽石山龍蟠街 3 號荷里活廣場 2 樓 208 室
電話：2955 9933

名都酒樓
香港中環金鐘道 95 號統一中心 4 樓
電話：2865 1988

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Terms and Conditions :

1. Not applicable to black-out days as designated by Hong Kong Ping Jeng Lau Co. Ltd. 20 Jan to 12 Feb, 6-7 May, 13-14 May, 10-11 Jun, 17-18 Jun, 29 Sep - 5 Oct, 5 Dec - 22 Dec 2017.
2. Valid membership card should be presented upon payment.
3. Applicable to a-la-carte dinner menu and dine-in orders only.
4. Applicable to one table (maximum 12 diners), and can be used once per visit.
5. Unless otherwise specified, the offers cannot be used in conjunction with other special promotions, discounts or promotional coupons, nor be transferred or exchanged for cash or other offers.
6. Not applicable to tea charge, condiment (if applicable), drinks (alcoholic & non-alcoholic), takeaway, discounted set menu, discounted item, cash coupon, special promotional item, product, event & banqueting.

The offer is valid until 31 December, 2017

Website: www.heichinrou.com

Heichinrou Restaurant - Kwun Tong Shop
Shop 208, Level 2, Plaza Hollywood, 3 Lung Tong Road, Kowloon
Tel: 2954 8000

Heichinrou Restaurant - Diamond Hill Shop
Shop 208, Level 2, Plaza Hollywood, 3 Lung Poon Street, Diamond Hill, Kowloon
Tel: 2955 9933

Metropol Restaurant
4/F, United Centre, 95 Queensway, Central
Tel: 2865 1988

日本航空
Japan Airlines Co., Ltd.



廠商會會員優惠：
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- 成人香港 - 東京 (成田) 來回商務客艙機票每位港幣 \$6,650 (小童折扣: 2 至 11 歲成人票價之 75 折)
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1. 只限日航營運航班 JL736/JL735 來往香港及東京成田機場。
2. 機票有效期：最少逗留期間：2 日 最長逗留期間：17 日。
3. 商務客艙 (預訂艙位：X)
4. 預約可變更，每次改期費為港幣 \$1,000，須於原定航班出發前更改。
5. 不可簽轉、不可更改路線、不設退票。
6. 優惠只限香港中華廠商聯合會會員、員工及公司使用，但最少二人同行，須乘搭相同航班。
7. 所示票價未包括燃油附加費、香港機場保安費及其他稅項。
8. 須經由日航天地旅遊有限公司 (日航集團附屬公司) 訂位及出票。

優惠推廣期：於香港出發之有效旅遊日期為 2016 年 12 月 28 日至 2017 年 1 月 25 日，2017 年 2 月 3 日至 4 月 11 日，4 月 17 日至 30 日

查詢電話：3429 1250
傳真：2840 0553
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網址：www.hk.jal.com

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1. Valid on JAL operating flights JL736/JL735 between Hong Kong and Tokyo (Narita).
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5. Ticket is Non-endorsable, non-reroutable, non-refundable.
6. This offer is for CMA members, employees and companies only and must be travel together for entire journey for at least 2 passengers.
7. All applicable taxes and surcharges are not included in above fare.
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Valid Date: Valid travel period departure from Hong Kong 28 Dec 2016 - 25 Jan 2017, 03 Feb 2017 - 11 Apr 2017, 17 Apr 2017 - 30 Apr 2017

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上述優惠為商戶與會員之商業交易，如交易時就優惠內容有任何糾紛，均與香港中華廠商聯合會無關。
Any claims, disputes or complaints arising from the goods and/ or services shall be resolved with the merchant by the members. The offer is not related to The Chinese Manufacturers' Association of Hong Kong.

超值優質的廣告宣傳平台

廠商會《會員月報》(CMA Monthly Bulletin)自 2009 年起出版，隨著內容及設計不斷革新，獲得讀者們正面的評價。現時月報除郵寄至全體逾 3,700 家會員企業外，更進一步擴闊至全港立法會議員、區議會議員、各大專院校，以及逾 1,000 家友好商會等，將讀者層面及數量作大幅提升。月報設有多款廣告位置，為會員企業提供更多宣傳及推廣業務的有效渠道，而有關廣告收益，將撥放於月報的製作上，從而提升月報的質素。

《會員月報》CMA Monthly Bulletin 廣告位置及價目詳情

廣告位置	每期收費	一次性訂購半年 (共 6 期) 收費	一次性訂購一年 (共 12 期) 收費
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專輯廣告 (只限內頁全版) (包括專人撰稿、攝影及排版)	HK\$8,000	可享半價優惠 合共 HK\$24,000	可享半價優惠 合共 HK\$48,000
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註：如上述廣告價目有所更改，將不作另行通知，請留意本會最新廣告價目表。
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全心為你 「會員近況專欄」及專訪服務



《會員月報》(CMA Monthly Bulletin)，除為本會會員提供營商資訊外，亦以推廣會員服務及活動，提昇會方與會員間溝通為主要目的。

《會員月報》現特別推出「會員近況專欄」，歡迎會員來稿報導企業的最新動態，例如新張誌慶、喬遷之喜、新產品發佈、近況及業務擴展等，冀能藉此加深會員間的了解。

此外，倘會員有意分享其營商心得、業務經營上的創新理念或管理之道等，均歡迎提交申請，會籍部將因應申請情況安排專人上門進行採訪，之後於《會員月報》內刊載。

有興趣刊登專欄或受訪的會員，請填妥右邊回條以圖文傳真至會籍部(傳真號碼：2815 5713)審批，相片則請電郵至 eaa7@cma.org.hk，本部將有專人聯絡及跟進。倘有垂詢，請致電會員服務熱線(電話：2851 1555)。

致：香港中華廠商聯合會(傳真號碼 Fax no.: 2815 5713)

EAA7

CMA Monthly Bulletin (廠商會會員月報) — 會員近況專欄及專訪

本公司 有意來稿刊登「會員近況專欄」。
 有意接受廠商會訪問。

請填寫以下資料：

公司名稱：_____ 會員編號：_____

聯絡人：_____ 電話：_____ 電郵：_____

i) 刊登「會員近況專欄」

近況類別：_____

(例如新張誌慶、喬遷之喜、新產品發佈及業務擴展等。)

請提交約 200 字(中文)詳情及相關照片一張(建議為 jpeg 檔及大小 2MB 或以上)至本會。

(電郵：eaa7@cma.org.hk)

ii) 申請接受廠商會訪問 *

公司簡介：_____

產品 / 服務：_____

* 本會將有專人聯絡 貴公司跟進安排。

註：本會擁有審批刊登申請內容及受訪安排的決定權。

「會員會客室」服務



為 促進會方與會員之間的了解和溝通，會籍部推出「會員會客室」服務，定期安排會員與本會不同行業領導作親身會晤，就各項會員服務或企業營商等問題相互交流意見，增進聯繫，歡迎各會員踴躍參與。

如對本服務有任何查詢，
請致電會員服務熱線 2851 1555。



廠商會工展顯關懷之「回歸 20 載除夕樂歡欣」 萬名市民與政府官員 倒數迎接 2017 年

*Thousands of Citizens and Governmental Officials Gather for
HK SAR 20th Anniversary's Eve: Countdown Fun Fun Fun*



多年來，工展會除為香港市民帶來無數歡樂外，亦致力建立和諧社會。適逢今年是香港特別行政區成立 20 周年，本會響應政府，鼓勵社會各界一同參與回歸盛事，於除夕夜（2016 年 12 月 31 日）假工展會場內，舉辦工展顯關懷之「回歸 20 載除夕樂歡欣」活動，為本會一系列慶祝回歸活動打響頭炮。

是次活動由本會「工展顯關懷」計劃贊助，透過社署、東華三院以及多個慈善機構，邀請 2,500 個基層家庭，合共約 10,000 名市民到工展會，與多位政府官員及歌手方力申一同歡度除夕，欣賞各項為他們精心準備的精彩表演節目並迎接 2017 年，包括歌曲、雜耍、擊鼓、魔術等表演，市民亦可與工展會吉祥物「繁榮」和「安定」及一大班動漫人物互動，而今年將慶祝 40 周年的海洋公園為表示支持，亦派出威威司令等吉祥物到場與市民拍照。此外，每位市民更可獲贈港幣 300 元的現金券於活動期間在工展會內購物，不少受惠家庭也大袋小袋、滿載而歸，臉上流露愉悅滿足的表情。

倒數活動獲特區政府多名首長級官員現身支持，行政長官梁振英和經濟發展局蘇錦樑局長雖然要出席其他官方活動，但仍堅持抽空前來與市民

見面，並向現場市民派發由青少年在囚人士製作的曲奇，提早與市民分享除夕的喜悅，獲在場商戶及受惠家庭熱烈歡迎。

本會亦特別邀請了政務司林鄭月娥司長、勞工及福利局張建宗局長、教育局吳克儉局長、環境局黃錦星局長、中聯辦經濟部貿易處劉亞軍副部長、懲教署林國良署理署長，以及平機會主席陳章明教授擔任活動的倒數儀式的主禮嘉賓。林鄭月娥司長亦參觀了會場內的攤檔及社企。

本會會長李秀恒對能夠團結商界及市民，一同見證及慶祝香港自回歸 20 年以來的成就感到高興，又預告廠商會今年將舉行一系列慶祝回歸 20 周年的活動。他致辭時表示，希望前來參加活動的基層市民能感受到商界的溫暖：「香港成功除了靠『獅子山精神』外，還靠理性、務實和團結一心，深信憑着香港人的變通和智慧，香港未來依然是顆耀目的『東方之珠』。」他祝願市民新年快樂，身體健康。

為凝聚商界的資源和力量回饋社會、履行企業社會責任，本會自 2011 年起推行「工展顯關懷計劃」扶助弱勢社群，把工展會的成果與社會一同分享。廠商會副會長兼展覽服務有限公司主席戴澤良博士表示，本年度「工展顯關懷計劃」的撥款已加碼至港幣 680 萬元，除舉辦當晚的除夕倒數活動外，早前亦資助了多個慈善舉措，包括向 1200 戶劏房或板間房戶及獨居長者送贈福袋，讓他們感受社會關愛。

出席第 51 屆工展會工展顯關懷之「回歸 20 載除夕樂歡欣」活動的廠商會代表尚包括：永遠名譽會長施榮懷；副會長徐炳光、吳清煥及吳宏斌；以及一眾名譽會長、常務會董、會董、行委會主席、婦委及青委成員等。





The 51st HKBPE is at its full blast! Over the years, HKBPE has strived to bring no end of joyful happiness to Hong Kong citizens and build a harmonious community. This year marks the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). In response to such grand occasion, The Chinese Manufacturers' Association of Hong Kong (CMA) encourages the whole city in active participation. On 31st December 2016, as the New Year's Eve, "HKSAR 20th Anniversary Eve: Countdown Fun Fun Fun" event was successfully held onsite at the HKBPE venue at Victoria Park in Causeway Bay, Hong Kong. This kicks off the upcoming series of activities in celebration of HKSAR 20th anniversary.

The event was sponsored by CMA's Caring for the Community Programme. Through the SWD, the Tung Wah Group of Hospitals and various charitable organisations, around 10,000 underprivileged members from 2,500 low-income families were invited to HKBPE, altogether with multiple governmental officials and singer Alex Fong, in celebrating the New Year's Eve. Public can enjoy various thrilling entertainments, including singing, juggling, drumming, magic and other performances while at the same time interact with the exhibition mascots named "Frankie" and "Wendy" and a group of animation characters. Ocean Park, celebrating its 40th anniversary, expressed its full support and sent and this year will celebrate the 40th anniversary of the Ocean Park to support, also sent The Park's Whiskers and other mascots onsite for photo taking. In addition, each participant received a HK\$300 cash coupon for shopping at the HKBPE. Most beneficiaries enjoyed the day much and returned home with satisfaction and bags of goods.

It is honoured to have different directorate officials attend the countdown events. Notwithstanding their tight schedules for other official events, Chief Executive, Mr. C Y Leung, and the Secretary for Commerce and Economic Development, Mr. Gregory SO Kam-leung, still spared some time to meet the public and distributed cookies made by young offenders at HKBPE aiming at sharing New Year joys in advance. They were warmly welcomed by the on-the-spot merchants and families.

Chief Secretary for Administration, Mrs. Carrie Lam, Secretary for Labour and Welfare, Mr. Matthew Cheung Kin-chung, Secretary for

Education, Mr. Eddie Ng Hak-kim, and Secretary for the Environment, Mr. Wong Kam-sing, Deputy Director General of Trade Office of the Economic Affairs Department of the Liaison Office of the Central People's Government (CPGLO) in the HKSAR, Mr. Liu Ya Jun, Acting Commissioner of Correctional Services, Mr. Lam Kwok-leung, Equal Opportunities Commission Chairperson, Prof. Alfred Chan officiated at the countdown ceremony. Moreover, Mrs. Lam also visited the booths and social enterprises.

CMA's President, Dr. Li S H, Eddy, is delighted to unite the commercial world and the public, witness and celebrate Hong Kong's achievements since its return 20 years ago. A series of exciting events are upcoming in celebrating its 20th anniversary. In his speech, he hoped every single member from grassroots families could feel the warmth from commercial circles. "Apart from Spirit of Lion Rock, Hong Kong's sustainable success all depends on rationality, pragmatism and union. By virtue of high degree of flexibility and wisdom, Hong Kong will still remain as the most dazzling "Pearl of the Orient"." He wished all Hong Kong citizens a happy New Year and good health.

In order to contribute to the community and fulfill its corporate social responsibilities, via cohering all the resources from commercial world, CMA has launched "Caring for the Community Programme" targeting the underprivileged and vulnerable and endeavoured to share its results with the community. CMA Vice President cum Chairman of CMA Exhibition Services Ltd., Dr. Tony C.L. Tai mentioned the CMA stepped up its efforts by injecting another HK\$6.8 million to the Programme. Apart from this countdown event, 1,200 elderly citizens living alone as well as grassroots families in sub-divided flats and cubicles received gift packs symbolising a festive blessing from the society.

CMA's Permanent Honorary President Mr. Irons Sze, Vice-Presidents Dr Tsui Ping Kwong, Mr. Ng Ching Wun and Dr. Ng Wang Pun; and various Honorary Presidents, Executive Committee Members, General Committee Members, Chairmen of Industrial Committees, Members from Ladies Committees and Youth Committees were invited to present at such joyful event.

