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CMA Monthly Bulletin

8月號
August 2024

香港工業再展翅 · 締造輝煌新一頁



「熊貓經濟」：香港發展的新契機

The Panda Economy: New Opportunities for Hong Kong

The Panda Economy: New Opportunities for Hong Kong

8月號
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Our Members-Welcome!



居港大熊貓「盈盈」和「樂樂」最近為香港誕下首對可愛的龍鳳胎。此前，中央政府亦宣布會再次贈送一對大熊貓給香港，特首李家超隨即親赴四川，精心挑選了一對5至8歲的大熊貓，爭取在十一國慶前將牠們帶到香港與市民見面。各界認為，這四位新的「熊貓居民」，不僅將成為香港的新寵兒，更可以激發「熊貓經濟」潛力，成為推動香港經濟多元化發展的新動力。

Hong Kong has welcomed the birth of its first-ever giant panda twins. Just ahead of this exciting news, the Central Government announced that another pair of pandas would be sent to Hong Kong. Chief Executive Mr John Lee immediately visited Sichuan to choose a pair of giant pandas aged between 5 and 8 years old, aiming to introducing them to Hong Kong citizens before National Day. These new pandas are expected not only to become favourites among the public but also to stimulate the "panda economy", serving as a new impetus for Hong Kong's diversified economic development.

熊貓吸金能力強大

熊貓憨態可掬的形象風靡全世界，「熊貓熱潮」更席捲全球。在成都，外號「花花」的大熊貓「和花」，可以說是當今熊貓界的「頂流」，「花花」每吸引一名遊客，就能為當地帶來1,075元人民幣（約1,166港元）的收益。

熊貓為其故鄉帶來了可觀收入是意料之內的，但其他地區也能收穫「熊貓經濟」的紅利。例如，香港第一對大熊貓「安安」和「佳佳」在1999年到港，首兩年就為海洋公園帶來3億港元進帳。不少旅居國外的熊貓亦對當地經濟起到了極大的推動作用。以長期旅居南半球澳大利亞的大熊貓「網網」和「福妮」為例，第一年落戶就為當地經濟貢獻了5,750萬澳元（約2.94億港元），每年平均吸引約50萬名遊客前來參觀。

此外，在日本出生的大熊貓「香香」，在日本居住的三年半期間已為當地帶來了4.02億美元（約31.4億港元）的經濟效益。這些數據反映了熊貓強大的吸金能力。

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深度挖掘大熊貓的「IP價值」

然而，香港要真正發揮熊貓的經濟價值，僅僅引進牠們是不夠的，畢竟要看大熊貓，不一定要來香港。因此，香港需要制定全面的策略，積極打造「熊貓經濟」產業鏈。韓國的成功經驗值得借鑒。以旅韓大熊貓「寶家族」為例，所在的愛寶樂園熊貓世界單日遊客數量達到7,000至8,000人，當地還推出一系列主題商品，銷量至今已超過270萬件。此外，本年初建成的互動博物館「寶家族博物館」，開放首月訪客數量已突破3萬。

據了解，選定來港的雄性大熊貓動作敏捷，聰明好動；雌性大熊貓則溫柔可愛，性情溫順。我們可以根據牠們的特點塑造獨特形象，深度挖掘大熊貓的「IP價值」，善用直播、短視頻等新媒體推動流量關注。

此外，通過跨界合作，將熊貓元素融入文創、時尚、甚至食品等各種產品和服務中，可以讓「國寶」資源發揮到最大化的效用。例如，廠商會為慶祝成立90周年，將聯乘「金茶王」推出限量版熊貓奶茶，並計劃將部分產品免費送給市民，分享國慶75周年和創會的喜悅，同時慶賀大熊貓的到來。



日本推出的熊貓元素手信
Panda souvenirs launched in Japan



廠商會聯乘「金茶王」推出熊貓奶茶
CMA partners with Kamcha to launch
a panda-themed milk tea

「熊貓經濟」價值不限於旅遊

與其他國家不同，來港大熊貓是國家「贈予」香港的禮物，牠們及其後代可永久留在這裡，這為香港提供了獨特的機遇。我們可以開發長期的、可持續的項目。有建議海洋公園可以推出沉浸式體驗活動，例如讓遊客試做窩窩頭，亦可設計以大熊貓為主題的餐飲和酒店房間，甚至發展結合熊貓元素的生態旅遊。值得注意的是，香港在熊貓保育方面十分出色，全世界最長壽的圈養大熊貓就來自香港，因此我們可以將熊貓保育工作與STEAM教育相結合。

總括而言，「熊貓經濟」的價值遠不止於提振旅遊業，它是一個涵蓋文化、教育、科研、環保等多個領域的綜合性概念。通過深度開發「熊貓IP」，香港有望打造出一個獨具特色的「熊貓經濟」生態系統。這不僅能為香港帶來直接的經濟效益，更能提升城市的文化軟實力，增強國際影響力。

Pandas' great earning power

The irresistible charm of pandas has caused the "panda fever" to sweep the world. The giant panda He Hua, affectionately called Hua Hua, is the star of the panda world. Hua Hua, housed in Chengdu, generates CNY1,075 (HK\$1,166) in revenue per visitor for the city.

Pandas have the potential to bring considerable revenue not only to their home regions but also to other areas. Hong Kong's first pair of giant pandas, An An and Jia Jia, which arrived in Hong Kong in 1999, brought in HK\$300 million for Ocean Park in the first two years. Pandas that have travelled abroad have also played a significant role in boosting the local economy. For example, the giant pandas in South Australia, Wang Wang and Fu Ni, have contributed AU\$57.5 million (HK\$294 million) to the local economy and attracted around 500,000 tourists annually.

Furthermore, a panda born in Japan, Xiang Xiang, has generated JPY402 million (HK\$3.14 billion) in economic benefits during her three and a half years of life there. These figures clearly demonstrate the substantial earning power that pandas can have.

Exploring the "IP value" of pandas

If Hong Kong really wants to explore the economic value of pandas, it is not enough to simply bring them here. After all, tourists may not come to Hong Kong to see pandas. Hong Kong must develop a comprehensive strategy to build a "panda economy" industry chain. In this endeavour, Korea's successful experience with the "Bao Family" offers a useful example. The Panda World of Everland, where this panda family lives, attracts 7,000 to 8,000 visitors in one day. To maximise their economic benefits, the park launched a series of themed merchandise and developed the interactive "Bao Haus" museum, which attracted over 30,000 visitors in its first month of operation.

The male panda selected to come to Hong Kong is reported to be agile, smart, and active, while the female is gentle and cute. Well-designed images that highlight their characteristics could be used to explore the "IP value" of pandas. For example, we can utilise new media like live broadcasts and short videos to drive internet engagement and traffic.

Additionally, through cross-industry collaborations, we can integrate panda elements into various products and services, such as cultural and creative products, fashion, and even food, to maximise the utilisation of these "national treasures". For instance, CMA is celebrating its 90th anniversary this year. It will collaborate with Kamcha to launch a limited-edition panda-themed milk tea, and plans to distribute some of the products for free to the public, sharing the joy of the 75th anniversary of the founding of the PRC and the association's establishment, while also celebrating the arrival of new pairs of pandas.

The "panda economy" beyond tourism

Because Hong Kong's giant pandas are a gift from the Central Government, they and their descendants can become permanent local residents, creating unique economic opportunities for Hong Kong through long-term and sustainable projects. Ocean Park may launch immersive activities, such as allowing tourists to make cornstarch buns for the pandas, designing panda-themed catering and hotel rooms, and developing local eco-tourism that incorporates panda elements. Moreover, because Hong Kong excels in panda conservation, with the world's oldest captive pandas coming from the city, panda conservation could become part of STEAM education.

The value of the "panda economy" goes far beyond tourism. It is a comprehensive concept that covers multiple fields, such as culture, education, scientific research, and environmental protection. By fully developing "panda IP", Hong Kong can create a unique "panda economy" ecosystem that will not only bring direct economic benefits but also enhance the city's cultural soft power and strengthen its international influence.



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尋找香港工業足跡 由街名出發

Tracing Hong Kong's Industrial Footprints
Exploring Through Street Names

留港過暑假，不妨來一趟本地親子遊，深度認識香港。不甘於平凡的你，可選擇另類工業旅遊，漫步「工業街道」，追尋「工業典故」。

筲箕灣：工廠街

上世紀初，筲箕灣開了不少山寨廠，後來更興建了一些小型工廈。1931年，工廈聚集的一條街獲命名為工廠街，早年那裏曾有製酒廠，街頭有間叫「馮強樹膠廠」的專製膠鞋，另外還有玩具廠、手襪廠，包羅萬有。

北角：電廠街、灣仔：電氣街

電廠街上曾經有一間發電廠，不過本港首間發電廠並非落戶北角，而是灣仔。

1889年香港電燈公司註冊成立，翌年在灣仔靠近金鐘山邊興建了本港第一所發電廠，旁邊的街道命名為電氣街，附近幾條街則取名日、月、星和光明，為港島發光閃亮。

隨着電力需求急增，港燈在北角興建新發電廠，於1919年投產，附近街道分別取名電廠街、大強街（Power Street）及電氣道。

土瓜灣：木廠街、炮仗街

很多人都聽過「土瓜灣十三街」，木廠街是其中之一。早期「十三街」是小型工業區，木廠街上確有一間鋸木廠。然而，後來雄踞該街的卻是汽水廠，包括寶利、屈臣氏、可口可樂等。

現在最出名的「木廠街19號」，於1963年成立，是本港唯一為失明人士提供訓練並推自家品牌的工廠。

同區還有一條炮仗街，本來有間炮仗廠。上世紀初，香港有位「爆竹大王」陳蘭芳，原本在東莞製造爆竹、煙花，1916年他獲准在旺角開設公司，獨家製造爆竹（炮仗），遠銷北美、南非及東南亞，及後他斥資在土瓜灣建廠，聘用了千名工人。

旺角：染布房街

1940年代，旺角經填海造地，漸漸變成多元工業區，染布房街是漂染廠集中地。早年以黑布和白布最暢銷，遂發展出黑布街和白布街。

至於附近的洗衣街也是「衍生產品」，皆因一帶廠房大量使用工業洗衣機。

葵涌：工業街

上世紀60年代起葵涌工廠愈開愈多，以食品工業為主，知名品牌「同珍醬油」亦在區內設廠。同區的工業街是工廠區歷史印記。

到了70年代，葵涌貨櫃碼頭啟用，為這區加添「重工業風」。

沙田：科學園路、科技大道

新型工業離不開創科，香港有條科技大道，貫通科學園。

香港科學園位於沙田白石角，佔地22公頃，共分三期。園內主要三條道路分別取名科學園路、科技大道東和科技大道西。

科學園現由香港科技園公司管理，據官方網頁介紹，目前園內創新科技企業超過1800間，逾14000名科研人員在園內作業，本地及海外獨角獸各6間。

帶大家「遊歷」多條「工業街道」之後，忽發奇想，未來創新科技重鎮北都又會有多少「創新街道」？我建議政府以創新思維，舉辦徵名比賽，讓市民對北都更有參與感。

工業足跡，街上留名，深度遊歷，體驗風情。



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吳永嘉議員 BBS 太平紳士
廠商會立法會代表
The Hon Ng Wing Ka, Jimmy, BBS JP
CMA Legislative Council Representative

If you're staying in Hong Kong over the summer, why not embark on a local family tour to deepen your understanding of the city? For those of you who seek something beyond the ordinary, you can opt for an alternative industrial tour and wander through "industrial streets" to explore the "industrial anecdotes".

Shau Kei Wan: Factory Street

In the early 20th century, Shau Kei Wan had many cottage industries. Later, small industrial buildings were also constructed. In 1931, a street where these industrial buildings clustered was named Factory Street. In the early days, there were wine breweries, a rubber shoe factory called "Fung Keong Rubber Manufactory Ltd.", as well as toy factories and glove factories, covering a wide range of industries.

North Point: Tin Chong Street, Wan Chai: Electric Street

There used to be a power plant on Tin Chong Street. However, Hong Kong's first power plant was located in Wan Chai instead of North Point.

The Hong Kong Electric Company was registered in 1889, and the following year, the company built Hong Kong's first power plant near the base of Victoria Peak in Wan Chai. The adjacent street was named Electric Street, and the nearby streets were named Sun, Moon, Star, and Kwong Ming Street respectively, illuminating the Hong Kong Island.

As electricity demand surged, the Hong Kong Electric Company built a new power plant in North Point, which commenced operation in 1919. The nearby streets were named Tin Chong Street, Power Street, and Electric Road.

To Kwa Wan: Mok Cheong Street, Pau Chung Street

Many people have heard of the "Thirteen Streets of To Kwa Wan", and Mok Cheong Street is one of them. In the early days, the "Thirteen Streets" was a small industrial area, and there was indeed a sawmill on Mok Cheong Street. However, what later dominated the street were soda factories, including brands like Barker, Watson's, and Coca-Cola.

The most famous "19 Mok Cheong Street" was established in 1963 and is the only factory in Hong Kong that provides training for the blind and promotes its own brand.

There is also a Pau Chung Street in the same district, which used to have a firecracker factory. In the early 20th century, there was a "Firecracker King" named Chen Lanfang in Hong Kong. Originally from Dongguan, he was granted permission to set up a company in MongKok in 1916 to exclusively manufacture firecrackers for export to North America, South Africa, and Southeast Asia. He later invested in a factory in Tokwawan, employing a thousand workers.

Mongkok: Yim Po Fong Street

In the 1940s, as Mongkok was reclaimed, it gradually became a diversified industrial area, and Yim Po Fong Street was a hub for dyeing factories. In the early days, the best-sellers black and white fabrics led to the development of Black Cloth Street and White Cloth Street.

The nearby Sai Yee Street is also a "derivative product", as the factories in the area extensively used industrial washing machines.

Kwai Chung: Kung Yip Street

From the 1960s onwards, more and more factories were set up in Kwai Chung, mainly in the food industry. The well-known brand "Tung Chun Soy Sauce" also had a factory in the area. Kung Yip Street in the same district is a historical marker of the factory area.

In the 1970s, the Kwai Chung Container Terminal was commissioned, adding a "heavy industry" atmosphere to the area.

Sha Tin: Science Park Road, Science and Science Park Avenue

Modern industry is inseparable from innovation and technology. The Science Park Avenue runs through the Science Park.

The Hong Kong Science Park is located in Pak Shek Kok, Sha Tin, covering an area of 22 hectares and divided into three phases. The three main roads in the park are named Science Park Road, Science Park East Avenue, and Science Park West Avenue.

The Hong Kong Science and Technology Parks Corporation currently manages the Science Park. According to the official website, there are over 1,800 innovation and technology companies in the park, with more than 14,000 research and development personnel on-site, including 6 local and 6 overseas unicorns.

After "touring" several "industrial streets", I suddenly have a thought - how many "innovative streets" will the future innovation and technology hub in the North also have? I suggest the government take an innovative approach and hold a naming competition, allowing the public to participate more in the development of the North.

Industrial footprints, street named after factories; in-depth exploration, and experiencing the local ambiance.

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江門市投資促進局代表團訪會



江門市投資促進局副局長劉劍(左三)率領代表團一行2人於6月20日蒞會訪問，由本會陳鴻基名譽會長(左二)、會董余立明(中)、李國明(右三)、吳碧君(右二)等接待。

海口市工商聯表團訪會



海口市工商聯(總商會)主席(會長)劉文民(前排左)率領代表團一行15人於6月21日蒞會訪問，並與本會簽署合作備忘錄，由本會黃家和副會長(前排右)、及常董會董等接待。

本會與孟加拉駐港總領事館總領事Ms Israt Ara會面



孟加拉駐港總領事館總領事Ms Israt Ara(左四)於6月26日蒞會訪問，由本會盧金榮會長(右四)、吳國安副會長(右三)及常董會董等接待。

本會歡宴中聯辦經濟部副部長兼貿易處負責人周強



中聯辦經濟部副部長兼貿易處負責人周強率領代表團一行6人於6月26日出席本會備設的晚宴，由盧金榮會長、吳永嘉議員、馬介欽常務副會長、副會長黃家和、吳國安、梁兆賢、黃偉鴻和常董會董等接待。

重慶現代生產性服務業香港推介會



由重慶市發展改革委員會和中國國際貿促會重慶市委員會主辦的「重慶現代生產性服務業香港推介會」於6月27日在香港君悅酒店舉行。本會盧金榮會長代表出席為致辭嘉賓之一，並與重慶市胡衛華市長和中聯辦尹宗華副主任等見證簽約儀式。

「2024深圳(羅湖)--香港經貿合作交流會」



「2024深圳(羅湖)--香港經貿合作交流會」於7月3日在香港麗晶酒店舉行，本會盧金榮會長擔任主禮嘉賓，並與羅湖區委書記范德繁、商務及經濟發展局副局長陳百里等嘉賓合照。

中國-東盟博覽會代表團訪會



中國-東盟博覽會秘書處時祖耀副秘書長(中)率領代表團一行4人於7月10日蒞會訪問，由本會吳清煥常務會董(右三)和吳碧君會董(右二)等接待。

深圳市光明區代表團訪會



深圳市光明區委書記蔡穎(左七)率領代表團一行9人於7月10日蒞會訪問，由本會林凱章常務會董、會董及行委會召集人等接待。

香港政協青年聯會代表團訪會



香港政協青年聯會沈慧林主席(前排左五)率領代表團一行10人於7月15日蒞會訪問，由本會盧金榮會長(前排左六)、駱百強副會長(前排右五)、常董會董和行委員召集人等接待。

湖南省粵港澳大灣區經濟貿易交流促進會(籌)代表團訪會



湖南省粵港澳大灣區經濟貿易交流促進會(籌)擬認執行會長郭新景(左一)率領代表團一行2人於7月15日蒞會訪問，由本會黃偉鴻副會長(右二)接待。

香港第一家電熱水爐廠

柏林牌 為香港電熱水器業開創先河

1967年至今在香港製造

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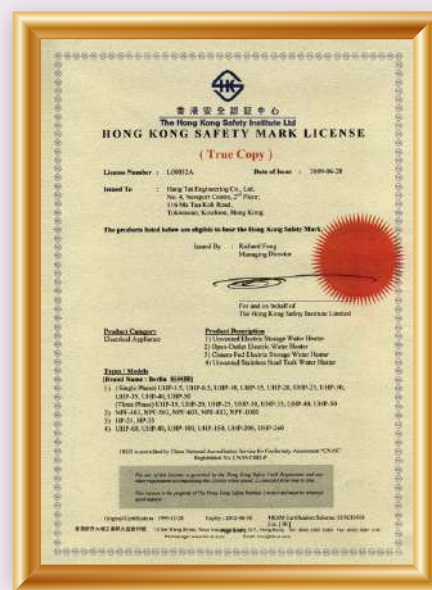
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6月27日廠商會會董晚宴

本會於6月27日假馬車會所舉行6月份「會董晚宴」，當晚邀得運輸及物流局林世雄局長親臨作出分享，增進交流。



晚宴邀得運輸及物流局林世雄局長蒞臨分享，並與盧金榮會長、史立德永遠名譽會長、馬介欽常務副會長、副會長黃家和、吳國安、梁兆賢、駱百強、黃偉鴻、名譽會長徐炳光、戴澤良、陳鴻基、趙振邦、雷振龍及黃震合照。



運輸及物流局林世雄局長擔任演講嘉賓。



盧金榮會長(右)主持問答環節。



會務－活動 Our Chamber - Events

8月
10月
AUG & OCT
9月
SEP

「如何處理及協助表現欠佳的員工」工作坊

日期Date: 19/8/2024

查詢電話Enquiry Hotline: 2542 8635



「『小紅書』行銷全攻略」實務工作坊

Workshop on "Practical Guide to Advertise on Xiaohongshu"

日期Date: 30/8/2024

查詢電話Enquiry Hotline: 2542 8635

廠商會與各國駐港領事交流酒會

In celebration of the 75th Anniversary of the Founding of the PRC and the 90th Anniversary of CMA: Cocktail Reception for Consular Corps

日期Date: 20/8/2024

查詢電話Enquiry Hotline: 2851 1555



「認識《僱傭條例》：僱員薪酬計算」工作坊

Workshop on "Calculation of Payroll according to the Employment (Amendment) Ordinance in Hong Kong"

日期Date: 6/9/2024

查詢電話Enquiry Hotline: 2542 8635

「碳關稅發展趨勢以及港企如何利用綠色供應鏈把握『出海』新機遇」研討會

Seminar on "Trends of Carbon Pricing & How Hong Kong Enterprises Make Good Use of Green Supply Chains"

日期Date: 28/8/2024

查詢電話Enquiry Hotline: 2542 8635



「產能調整後廠房資產常見法律糾紛及對策」工作坊

日期Date: 9/9/2024

查詢電話Enquiry Hotline: 2542 8635

慶祝中華人民共和國成立75周年暨廠商會90周年誌慶晚宴

75th Anniversary of the Founding of the PRC cum 90th Anniversary of CMA Gala Dinner

日期Date: 12/9/2024

查詢電話Enquiry Hotline: 2851 1555

品牌「智」勝研討會2024：鍛造香港「新質品牌力」

Branding to Win Seminar 2024: Unleashing the New-Quality Branding Force

日期Date: 30/9/2024

查詢電話Enquiry Hotline: 2542 8635

2024「香港ESG獎」暨「ESG約章」頒授典禮

2024 Hong Kong ESG Awards & ESG Pledge Presentation Ceremony

日期Date: 7/10/2024

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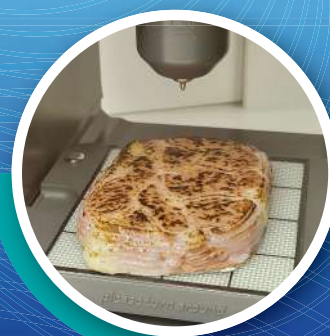
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Event details
詳情



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STEM 學習套件



Success Cases under Public Sector Trial
公營機構試用成功案例

7月1日廠商會90周年紀念盃

為慶祝成立90周年，本會於7月1日香港回歸祖國27周年的重要日子，假沙田馬場舉行「廠商會90周年紀念盃」賽事，逾250名嘉賓聚首一堂，與全港馬迷同申慶賀，一同祝願祖國繁榮昌盛，香港與廠商會如駿馬般奮發前進。

「廠商會90周年紀念盃」是當日的第4場第3班1000米賽事，共12匹馬匹角逐錦標。政商界領袖包括行政會議非官守議員張宇人、劉業強、財經事務及庫務局常任秘書長（財經事務）甄美薇、中聯辦經濟部副部長兼貿易處負責人周強、商務及經濟發展局副局長陳百里、香港賽馬會主席利子厚、董事黃嘉純、行政總裁應家柏，一眾廠商會成員今午雲集馬會廂房，為現場賽事打氣。

出席活動的重要嘉賓尚包括日本、印尼、土耳其，以及白俄羅斯的駐港領事館代表和多位立法會議員。而本會領導，包括會長盧金榮、永遠名譽會長施榮懷、吳宏斌、史立德、立法會代表吳永嘉、常務副會長馬介欽、副會長黃家和、吳國安、梁兆賢、陳家偉、駱百強、施榮恆，以及黃偉鴻亦有出席，與多位會員共享喜悅。



本會於7月1日假沙田馬場舉行「廠商會90周年紀念盃」



廠商會首長及一眾嘉賓進行祝酒。



盧金榮會長於儀式上致歡迎辭。



一眾嘉賓於「廠商會90周年紀念盃」頒獎典禮上合照。



盧金榮會長頒發獎盃予奪冠馬匹勝出馬主「餘年慶團體」代表。



7月5日婦女委員會高新科技深圳一天考察團

婦女委員會於7月5日舉辦「高新科技深圳一天考察團」，到訪美團及深圳高度創新技術有限公司，並與深圳市婦聯代表會面。考察團由婦女委員會吳柳咏主席帶領，與陳小玲首任暨榮譽主席及多位婦委成員及行委會召集人等逾30人出席。



吳柳咏主席與深圳市婦聯劉佳晨主席合照留念。

7月17日「香港經濟前瞻及銀行業界支援中小企融資措施研討會」

本會會員事務委員會及中小型企業委員會聯同香港銀行公會於7月17日假廠商會大廈27樓會議廳，合辦「香港經濟前瞻及銀行業界支援中小企融資措施研討會」，滙豐銀行、中國銀行、渣打銀行及恒生銀行均有代表出席分享銀行支援中小企措施的最新資訊。



盧金榮會長致辭。

盧金榮會長（右四）、會員事務委員會主席吳國安副會長（左四）與香港銀行公會商業銀行委員會主席王海珍女士（右三）及一眾出席銀行代表合照。

由會員事務委員會主席吳國安副會長擔任主持人（中），與滙豐香港工商金融業務理財業務及客戶常務總監劉耀鋒先生（右二）、中國銀行（香港）工商金融部副總經理王浩輝先生（左一）、渣打香港區財富管理及零售銀行業務中小企業銀行部主管董美怡女士（左二）及恒生銀行商務理財業務總監黃宏活先生（右一）進行專題討論。

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香港名牌選舉暨 香港服務名牌選舉

Hong Kong Top Brand Awards &
Hong Kong Top Service Brand Awards

2024

接受
報名

宗旨

表彰香港公司創立的傑出品牌，提升香港產品和服務的知名度。

獎項

香港傑出品牌領袖獎
香港名牌十年成就獎
香港卓越名牌
香港名牌（最多10個）

香港服務名牌十年成就獎
香港卓越服務名牌
香港服務名牌（最多10個）

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作

評審標準

- 知名度（香港、中國內地及海外）
- 經營特色
- 創新意念
- 品質
- 形象
- 環保、社會責任及企業管治

「香港名牌選舉」決賽評審團成員

- 香港特區政府工業貿易署署長（主席評判）
- 香港中華廠商聯合會會長盧金榮博士，BBS，太平紳士
- 香港生產力促進局主席陳祖恒議員
- 香港品牌發展局副主席馬介欽博士，BBS
- 香港工業總會副主席劉榮濤先生
- 香港設計師協會主席梅傲笙女士
- 香港貿易發展局助理總裁梁國浩先生

「香港服務名牌選舉」決賽評審團成員

- 香港特區政府商務及經濟發展局副局長陳百里博士，太平紳士（主席評判）
- 香港品牌發展局主席陳家偉MH
- 香港旅遊發展局主席彭耀佳博士，GBS，太平紳士
- 香港中華總商會副會長謝湧海BBS
- 香港理工大學行政及拓展副校長盧麗華博士，MH
- 香港零售管理協會副主席黃曦嵐先生
- 香港總商會總裁楊偉添先生

頒獎典禮

2024年選舉頒獎典禮暨香港品牌發展局二十周年誌慶晚宴定於二零二五年二月十一日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波GBM, GBS, MH, 太平紳士（暫定）和其他主要官員擔任主禮嘉賓。

報名截止日期

2024年8月31日

有關選舉詳情，
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電子郵件：info@hkbrand.org



香港新星品牌選舉暨 香港新星服務品牌選舉

Hong Kong Emerging Brand Awards &
Hong Kong Emerging Service Brand Awards

2024

接受
報名

宗旨

表彰香港公司創立的新興品牌，提升香港產品和服務的附加價值和競爭能力。

獎項

香港新星品牌（原則上以五個為限）
香港新星服務品牌（原則上以五個為限）

參賽資格

- 參賽品牌必須在香港創立或者與香港有實質的密切聯繫
- 參賽品牌的創立時間不得超過八年
- 參賽品牌及所屬公司必須在香港註冊，並於香港有實質業務運作

評審標準

- 知名度（香港、中國內地及海外）
- 經營特色
- 創新意念
- 品質
- 形象
- 環保、社會責任及企業管治

評審團成員

- 香港特區政府商務及經濟發展局常任秘書長（主席評判）
- 香港品牌發展局副主席駱百強先生
- 香港中小型企業總商會會長黎卓斌先生
- 香港品質保證局主席何志誠工程師
- 香港城市大學商學院院長陳家樂教授
- 香港設計中心署理副行政總裁陳昌琪小姐

頒獎典禮

2024年選舉頒獎典禮暨香港品牌發展局二十周年誌慶晚宴定於二零二五年二月十一日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波GBM, GBS, MH, 太平紳士（暫定）和其他主要官員擔任主禮嘉賓。

報名截止日期

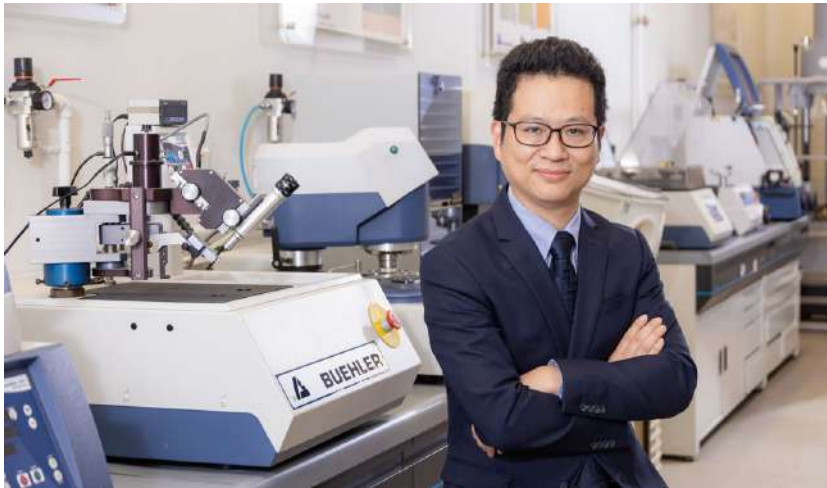
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電腦模擬提升良率 改善超薄曲面玻璃生產

Computational simulation boosts yield for ultra-thin curved glass manufacturing



香港理工大學(理大)機械工程學系副教授阮海輝博士率領科研團隊，為全球領先的電子設備外蓋玻璃製造商伯恩光學(香港)有限公司解決生產上的難題。他們考慮到可能影響玻璃工件質量的所有參數，利用電腦模擬玻璃的熱變形過程，找出最可能導致生產成功和失敗的參數組合。結果，團隊在實驗性生產中減少了多達98%的物料開銷，在大規模生產中將良率提升了一倍以上。

今日，智能手機已成為都市人必備的多功能隨身工具。隨著科技進步，設計師有更大的野心，他們希望以耐撞、防刮、高透明、超薄的「3D玻璃」覆蓋曲面屏幕，甚至把整部手機包裹起來。3D玻璃被視為未來高端電子產品的亮點，除了智能手機外，還被應用於穿戴式裝置和混合實境眼鏡。但3D玻璃對精密度的要求甚高，生產良率低、廢品率高，以致成本十分高昂，生產商必須先解決這個難題，才能讓它普及起來。

3D玻璃的生產過程主要包括熱彎曲和化學強化兩個工序。可是，兩個工序都如黑箱操作，業界對背後的原理毫無頭緒，無法掌握成功要訣，只能不斷嘗試，又不斷犯錯。3D外蓋玻璃的生產過程非常精密，生產過程中極微小參數變化都會造成整個批次玻璃生產失敗。伯恩光學過去曾因試產一件複雜的玻璃製品，而累積了五十萬件不合格的廢品，遂向阮博士求助。團隊於是用其計算模型模擬生產過程，在試製一萬塊玻璃工件後，良率已達合理水平，成功建立一條生產線。另外，伯恩光學不斷鑽研下一代虛擬實境眼鏡的曲面玻璃，但由於良率太低，產品從未作大規模生產。阮博士的團隊用計算模型揭示了品質問題的根本原因，經過改善後，良率大幅提升了一倍多。

為了支持玻璃製造業並促進玻璃技術的發展，理大與伯恩光學合作，於2021年成立「伯恩光學-香港理工大學玻璃研究聯合實驗室」，藉以倡導知識轉移，將科研成果授權予其他玻璃製造商，與業界共享成果。伯恩光學創辦人兼總裁楊建文博士表示：「我們很榮幸能夠參與這個饒有意義的合作項目，它不僅是學術界和工業界的橋樑，更為玻璃製造業和相關科研領域培育年輕人才，為工業發展作出重大的貢獻。」

Dr RUAN Haihui, Associate Professor, Department of Mechanical Engineering, The Hong Kong Polytechnic University (PolyU), has addressed the pain points experienced by Biel Crystal (HK) Manufacturing Ltd, a world-leading manufacturer of glass covers for electronic devices. His team uses computational simulations to factor in all possible parameters that may make or break a workpiece. This can reduce the expenses on materials by up to 98% in trial productions and more than double the yield in mass productions.

Smartphones have come a long way to become the all-purpose must-have tools that most urbanites can't live without. Today's designers want to cover curved screens or enclose a whole device in thin, impact-and-scratch-resistant, high-clarity glass. This so-called '3D glass' – ubiquitously found on smartphones, wearable devices, and mixed reality headsets – is heralded as the next big thing in upmarket electronics. But before it can be popularised, one issue must be solved: it's not difficult to achieve them in small-batch, costly production, but it becomes a challenge when you need to make hundreds of thousands of pieces at one time at a reasonable cost, and each piece has to conform to strict geometric and strength requirements.



To make 3D glass covers for electronics, two key steps are involved: hot bending and chemical strengthening. Unfortunately, both steps operate like a black box. The processes are meticulous, and even minor changes in the process parameters can ruin a batch of glass products. In a case involving a complicated glass product, Biel Crystal ended up with 500,000 substandard workpieces in trial production before seeking Dr Ruan's help. After using his simulation models and verifying the model predictions on 10,000 trial workpieces, a viable production line was set up. Biel Crystal had been working on curved glass for next-generation virtual reality headsets for several years. The glass was never mass produced because the yield was too low. With Dr Ruan's computational models, the root causes of the quality issues were revealed and the yield more than doubled.

To support the glass manufacturing industry and facilitate advancements in glass technologies, PolyU partnered with Biel Crystal to establish the Biel-PolyU Glass Research Joint Laboratory in 2021. The lab advocates knowledge transfer and licenses research outcomes to other glass manufacturers. "We are honoured to be a part of this meaningful project. It not only bridges academia and industry, it also fosters young talent in both the glass manufacturing sector and relevant research disciplines," says Dr YEUNG Kin-man, the founder and president of Biel Crystal.

原文 Original Story



中文版



英文版

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香港首個「新質生產力展館」開幕 生產力局推動「智能微工廠」發展新質生產力

Hong Kong's First "Future Manufacturing Hall" Grand Opening HKPC Promotes "Microfactory" to Enhance New Productive Forces

生產力局一直積極響應國家「新質生產力」發展戰略，全港首個「新質生產力展館」日前正式開幕。



新質生產力展館於2024年7月初在生產力局開幕。
Future Manufacturing Hall opened at HKPC in early July 2024.

展現「香港有工業」 開展「香港製造」新時代

全新展館不僅展示國際領先的智能生產線成功案例，更融合「智能微工廠」的創新理念，透過高端智能生產技術，實現高度靈活的生產模式，提升生產彈性和空間使用效率，並發揮出客製化、小批量、快速回應市場等特點，促進傳統產業升級及新興產業發展。

展館匯聚了大灣區眾多成功案例，彰顯香港工業發展的獨特優勢。這個全港首個「新質生產力」展示平台將推動香港、內地與國際政、產、學、研在各領域深化交流合作，展現「香港有工業」、開展「香港製造」的新時代。

創新科技及工業局局長孫東教授致辭表示，發展新質生產力是國家重要政策方向及推動經濟邁向高質量發展的核心引擎。香港須充分發揮自身獨特優勢，因地制宜地發展新質生產力，推動「新型工業化」，支撐新實體經濟的高質量發展，更好地融入國家發展大局。

生產力局主席陳祖恒議員表示，新展館展示了生產力局配合政府助力企業設立智能生產線的成果，特別是「新型工業化資助計劃」的成就，標誌著香港在推動產業轉型升級方面將邁出關鍵一步。生產力局鼓勵企業利用政府資助設立智能生產線，提升產能。特區政府於今年1月推出「新型工業化資助計劃」優化措施，提供高達4,500萬港元資助企業在港開設智能生產線，利用創新科技令業務升級轉型。生產力局作為工商業界的堅實後盾，本局專家會協助企業善用科技，申請政府資助，利用智能生產線助業務更上一層樓，共同推進香港的新型工業化進程。



左起：2024年7月初，生產力局總裁畢堅文先生、創新科技及工業局局長孫東教授、生產力局主席陳祖恒議員主持全港最大的全新「新質生產力展館」開幕典禮。

From left: Mr Mohamed D. BUTT, MH, Executive Director of HKPC, Professor Dong SUN, JP, Secretary for Innovation, Technology and Industry of the HKSAR Government, and Hon Sunny TAN, Chairman of HKPC, officiated at the opening ceremony of Hong Kong's largest brand new "Future Manufacturing Hall" in early July 2024.

The Hong Kong Productivity Council (HKPC) has proactively adhered to the national strategy to develop New Productive Forces. Recently, HKPC unveiled Hong Kong's first "Future Manufacturing Hall" (FM Hall).

Showcasing "Hong Kong Got Industries" Ushering in a New Era of "Made in Hong Kong"

The FM Hall not only showcases internationally leading smart production line success stories but also integrates the innovative concept of "Microfactory". By leveraging advanced smart production technologies, Microfactory enables highly flexible production modes, thereby enhancing both production flexibility and space utilisation efficiency. Boasting features like customisation, small batch production, and quick market responsiveness, Microfactory is instrumental in driving the upgrading of traditional industries and the development of emerging industries.

The FM Hall gathers numerous successful cases from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), highlighting Hong Kong's unique advantages in industrial development. It will foster deeper exchanges and cooperation among government authorities, industries, academia, and research sectors in Hong Kong, the Mainland and overseas, showcasing the new era of "Hong Kong Got Industries" and "Made in Hong Kong".



展館展示了國際領先的智能生產線成功案例，其中紡織業的智能微工廠最受關注。
The Future Manufacturing Hall displays successful cases of world-leading smart production lines, with the Microfactory in the textile industry drawing the most attention.

Professor Dong SUN, Secretary for Innovation, Technology and Industry of the Hong Kong Special Administrative Region, stated in his speech that the development of new quality productive forces is a crucial policy direction for the country and a core engine driving high-quality economic development. Hong Kong should fully leverage its unique advantages with new quality productive forces being developed according to local conditions, promoting new industrialisation to support the high-quality development of the new real economy and better integrate into national development.

Hon Sunny TAN, Chairman of HKPC, stated that the FM Hall showcases the results of HKPC's efforts in helping enterprises set up smart production lines, especially the achievements of the New Industrialisation Funding Scheme (NIFS), marking a crucial step in Hong Kong's industrial transformation and upgrade. HKPC encourages enterprises to utilise Government funding to set up smart production lines and enhance productivity. In January of this year, the HKSAR Government introduced optimised measures for the NIFS, providing up to HK\$45 million to support enterprises in setting up smart production lines in Hong Kong, using innovative technologies to upgrade and transform their businesses. As a solid backstop for the industrial and commercial sectors, HKPC's experts will assist enterprises in leveraging technology, applying for Government funding, and utilising smart production lines to take their business to the next level, jointly promoting Hong Kong's new industrialisation process.

生產力局向「新型工業化資助計劃」申請企業提供30%顧問項目人員費用寬減優惠

而為進一步加強對業界的支援，生產力局宣布推出為期8個月的寬減措施 — 在2024年8月1日至2025年3月31日期間，向申請「新型工業化資助計劃」的廠商提供30%的顧問項目人員費用寬減優惠，範圍涵蓋業務痛點及需求評估、一站式新型工業化發展方案、資助項目申請準備及建議，以及相關人才培養及發展等，助企業更順利申請政府資助，邁上智能化之路。

生產力局希望透過新展館讓市民和企業更好了解甚麼是新質生產力，助力香港融入國家發展大局。未來將繼續以先進技術、未來人才培訓及政府資助計劃等，全方位支援企業。有興趣的企業團體歡迎致電 (852) 2788 5678 或電郵至 hkpcenq@hkpc.org 預約參觀展館。請掃描二維碼了解更多。



生產力局主席陳祖恒議員致辭表示，望香港能建造更多「智能微工廠」，並鼓勵企業利用政府資助設立智能生產線，提高競爭力。
Hon Sunny TAN, Chairman of HKPC, stated in his speech that he hopes Hong Kong can build more "Microfactories", and encouraged enterprises to utilise Government funding to set up smart production lines to enhance competitiveness.

HKPC Offers 30% Concession of Manpower Cost to Applicant Company of the "NIFS"

To facilitate the policy of the HKSAR Government to promote new industrialisation and strengthen support for the industry, HKPC has announced an 8-month subsidy measure - from 1 August 2024 till 31 March 2025, a 30% concession of manpower cost will be offered to the companies applying for "NIFS"1. The scope will cover business pain point and demand assessment, one-stop new industrialisation development solution, funding application preparation and recommendations, as well as related talent cultivation and development, helping enterprises apply for Government funding more smoothly and embark on the path of smartification.

HKPC hopes through the FM Hall, the public and enterprises can better understand what new productive forces are and assist Hong Kong in integrating into the national development landscape. In the future, HKPC will continue to fully support enterprises with advanced technology, FutureSkills training, and Government funding schemes. Companies and organisations interested in visiting the FM Hall can call (852) 2788 5678 or email hkpcenq@hkpc.org to schedule a visit.

Please scan the QR code to learn more.



資料提供：香港生產力促進局
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7月精彩回顧
April Highlights



廠商會·價值創造之旅
CMA•Value Creation Journey



香港的新型工業化及創科發展 | 專訪查毅超
New industrialisation, innovation and technology development in Hong Kong | Sunny Chai



2024年度的大灣區青年就業計劃現正接受申請， 歡迎在香港及大灣區內地城市均有業務的企業參加！

The 2024 Greater Bay Area Youth Employment Scheme is now open for application.
Enterprises with businesses in both Hong Kong and GBA Mainland cities are welcome to join!



政府於2021年1月試行大灣區青年就業計劃，參與企業及青年對計劃的評價非常正面。勞工處於2023年3月開始恆常推行該計劃，鼓勵更多企業提供職位，聘請香港的青年到大灣區內地城市工作，促進他們的事業發展及大灣區內的人才交流。在2023年，270多間企業在計劃下提供職位空缺及聘用超過700位青年。

The Government launched the pilot scheme in January 2021, which received favourable feedback from the participating enterprises and young people. The Labour Department launched the regularised scheme in March 2023 to encourage more enterprises to offer jobs and hire young people to work in GBA Mainland cities, so as to foster their career development and the exchange of talent in the GBA. In 2023, over 270 enterprises provided job vacancies and hired more than 700 young people under the scheme.

參與企業須按照香港法例，以不低於月薪18,000港元聘請合資格青年*，並派駐他們到大灣區內地城市工作及接受在職培訓。本年度的計劃更推出多項靈活措施，包括：

Participating enterprises shall employ eligible young people* in accordance with Hong Kong laws, offer them a monthly salary of not less than HK\$18,000 and station them in GBA Mainland cities to work and receive on-the-job training. This year, the scheme introduces a number of flexibility measures, including:

- 自本年度起全年接受申請
Open for application year round
- 容許企業聘用在過往12個月內曾於同一機構或相聯公司擔任為期不多於6個月在學實習職位的合資格青年
Enterprises are allowed to hire qualified young people previously employed by the same enterprise or its associate company for student intern positions for a period not exceeding 6 months within the past 12 months
- 企業可申請將青年派駐回港或到大灣區以外內地省市工作的時間由6個月延長至9個月

Enterprises may apply for an extension of deploying the young people to work in Hong Kong or Mainland cities outside the GBA from 6 months to 9 months

政府委聘服務機構在內地提供全面支援及定期舉辦活動，令青年更快適應新環境。

The Government has commissioned service contractors to provide comprehensive support services in the Mainland to help young people quickly adapt to the new environment.

我們期待你的支持和參與！

We look forward to your support and participation!

*2022年至2024年獲頒學士或以上學位的香港青年合資格參加計劃。

Hong Kong young people awarded bachelor's degrees or above from 2022 to 2024 are eligible to join the scheme.

企業可經計劃網頁提交職位空缺

Enterprises can submit job vacancies through the scheme website

www.jobs.gov.hk/gbaves

查詢請致電熱線

For enquiries, please call the hotline

2969 0446 / 2969 0460

政府向參加計劃的企業
發放每名受聘青年每月津貼

HK\$10,000

為期最長18個月

The Government will grant a monthly allowance of HK\$10,000 to participating enterprises for each employed young person for a period up to 18 months



計劃詳情
Details on the scheme



財政部等4部門聯合設備更新貸款財政貼息政策



2024年6月25日，財政部、國家發展改革委、中國人民銀行、金融監管總局聯合發布《關於實施設備更新貸款財政貼息政策的通知》(以下簡稱《通知》)。《通知》指出，經營主體按照《國務院關於印發〈推動大規模設備更新和消費品以舊換新行動方案〉的通知》要求實施設備更新行動，納入相關部門確定的備選項目清單，且銀行向其發放的貸款獲得中國人民銀行設備更新相關再貸款支持的，中央財政對經營主體的銀行貸款給予貼息。備選項目清單由國家發展改革委、工業和信息化部、交通運輸部、農業農村部等部門協商確定。

貼息標準方面，銀行向經營主體發放的貸款符合再貸款報銷條件的，中央財政對經營主體的銀行貸款本金貼息1個百分點。按照相關貸款資金劃付供應商賬戶之日起予以貼息，貼息期限不超過2年。期限條件方面，在《國務院關於印發〈推動大規模設備更新和消費品以舊換新行動方案〉的通知》印發之日(2024年3月7日)至2024年12月31日期間，經營主體簽訂貸款合同、設備購置或更新改造服務採購合同，且相關貸款資金發放至經營主體並劃付供應商賬戶的，可享受貼息政策。結合中國人民銀行設備更新相關再貸款額度使用情況，可視情延長政策實施期限。

《通知》明確了貸款和貼息流程。貸款申請方面，經營主體實施設備更新，凡納入相關部門確定的備選項目清單的，可向所在地的相關經辦銀行提出設備更新貸款申請，並按要求提供相關證明材料。貸款審核和發放方面，經辦銀行參考相關部門確定的備選項目清單，按照市場化原則審核、審批經營主體的貸款申請，自主決策是否發放貸款及發放貸款條件，對符合條件的申請及時審批放款。貼息資金申請方面，經辦銀行的省級分支機構按季度匯總已發放貸款，向所在地省級財政部門提出貼息資金申請。省級財政部門在收到經辦銀行貼息資金申請後5個工作日內，按一個季度貼息資金需求的80%撥付至相關經辦銀行省級分支機構。

為強化監督管理，經營主體要確保將貸款資金專項用於設備更新和技術改造，嚴禁虛報、冒領、套取、截留、擠佔、挪用貸款資金，嚴禁將貸款資金用於償還企業其他債務或投資、理財等套利活動。對於未用於設備更新和技術改造的，一經發現，取消享受優惠政策支持資格，追回中央財政貼息資金，並依法依規追究相應責任。

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最佳採訪獎

Best Interview Award



《傳媒初體驗》大合照
First Experience in Media group photo

廠商會中學中國語文科與生涯規劃組在上年度的暑期期間，以跨學科合作的性質，參加了由香港電台主辦的《傳媒初體驗》種子教育計劃一專為學生提供傳媒教育及影子實習，希望透過這教育計劃將傳媒操守、正確及健康的傳媒訊息帶給學生，以及讓校園記者和有志投身傳媒工作的同學認識傳媒工作，從語文學習至認識傳媒工作範疇，同學獲益良多。

踏入資訊爆炸的年代，年輕新世代除了與時並進，亦需要學習有效及符合道德地運用資訊與資訊科技，讓學生成為負責任的公民和終身學習者。傳媒作為傳播資訊的載體，接收資訊和傳遞資訊的前線工作者，亦有責任把好關，不偏不倚地將準確及健康的傳媒訊息傳達至普羅大眾。

學校四位中五的同學經過寫計劃書，入圍參加是次計劃。整個計劃分階段進行，同學們參加了不同的講座、工作坊、影子實習、模擬採訪，以及短片比賽。四位同學因對電台工作範疇特別感興趣，所以被安排參與香港電台不同部門的工作，透過在電台部及製作事務組的實習，了解傳媒行業各個崗位的製作流程以及實際工作情況。

四位同學印象最深刻的是化身攝影師和記者，全情投入首屆「亞藝無疆」藝術節重點節目「亞裔藝采」。平時談吐溫文的四位女生，鼓起勇氣走入人群，以多種語言進行現場採訪。在採訪過程中，她們屢屢遇到挑戰，多次遭到拒絕採訪；同時，她們學會適時就受訪者的應答，調整問題及回應，並嘗試拿起攝影機，拍攝整個採訪過程。活動的親身體驗讓她們學以致用，最終有幸獲得「最佳採訪獎」的殊榮，同學收穫滿滿。



《傳媒初體驗》「亞裔藝采」採訪照片
First Experience in Media

The Chinese Language Department and the Career Planning Section of CMA Secondary School participated in the Seed Education Programme "Media Experience" organised by Radio Television Hong Kong (RTHK) last summer as a cross-curricular collaboration to provide students with media education and shadowing programmes, with the hope that through this education programme, students would be brought to know more about the ethics of the media, the correctness and the health of the media, as well as to know more about media work from the perspective of language learning to understanding media work. Through this programme, we hope to bring media ethics, correct and healthy media messages to students, and to enable campus journalists and students who aspire to a career in the media to learn about the work of the media. Students have gained a lot of benefits from language learning and the work of the media.

In the age of information explosion, the younger generation needs to learn to use information and IT effectively and ethically, not only to keep abreast of the times, but also to become responsible citizens and lifelong learners. The media, as a vehicle for information dissemination, and as frontline workers who receive and pass on information, must also recognise the importance of keeping a tight rein on the impartiality of accurate and wholesome media messages to the general public.

Four Secondary 5 students from the school were shortlisted to participate in the programme after writing a proposal. The project was carried out in phases, including seminars, workshops, shadowing, mock interviews and a video competition. Students were particularly interested in the field of radio work, they were arranged to work in different departments of RTHK. Through the internships in the Radio Department and the Production Services Section, they learnt about the production process and the actual working conditions of different positions in the media industry.

What impressed them most was the involvement in the inaugural Asian Arts Festival's key programme "Asian Arts" as photographers and reporters. The four girls, who are usually very soft-spoken, had the courage to go into the crowd and conduct on-site interviews in multiple languages. In the course of the interviews, they were repeatedly challenged and being rejected many times; at the same time, they learnt to adjust their questions and responses, pick up the camera and film the whole interview process. They learnt how to apply what they learnt and were honoured to win the "Best Interview Award".



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First Experience in Media interviews



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