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in the Development of the GBA

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阮重文

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鐘錶業的變革者

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目錄 Contents

04
會長序言 Message from the President

06
立法會內外 Inside LegCo

08
專題 Focus
↳ 解鎖香港在大灣區發展的新定位
Unlocking Hong Kong's New Position in the
Development of the GBA



26
ESG 洞悉 ESG Pulse
↳ 綠色投資為香港企業帶來機遇
Green Investment Brings Business Opportunities





18

18

企業透視 Entrepreneur Report

- └ 阮重文：鐘錶業的變革者
Paul Yuen: An Innovator in the Watch Industry



34

34

息息商關 Business Broadband

- └ CMA 檢定中心助力「照護食」發展
CMA Testing: Raising Care Food Standards
- └ 簽訂 CEPA 第二份修訂協議
CEPA Amendment Agreement II Signed
- └ 民營經濟促進法草案提升民企信心
Draft Law to Boost Private Sector's Confidence
- └ 中小企高效數碼行銷指南
Effective Digital Marketing Strategies for SMEs

26

CMA 焦點 CMA Spotlight

- └ ESG 獎促業界發展綠色生產力
ESG Awards Promote Green Productivity



52

52

文化消閒 Lifestyle

- └ 黑白銀鹽 細述香江昔日歲月
Reviving Hong Kong's Past: The Silver Halide Legacy

58

活動快拍 Activity Snapshot

64

活動預告 Upcoming Events

香港人才引進新篇章

Refining How We Attract Talent



特區政府多項人才計劃自啟動以來，短短兩年間已經取得顯著成績，收到 36 萬個申請，其中約 16 萬名專業人士及其家人已成功來港。這些數字充分顯示出香港在吸引人才方面的競爭力。

從「量」而言，這些計劃絕對是超額完成目標，踏入下一階段應循「精準」方向發力，以確保引進的都是我們所需的人力資源，同時讓他們在香港尋覓到理想的發展機會，進而落地生根。

早前公布的《施政報告》便提出了多項優化措施，更具針對性地吸納合適人才。例如，更新「專業清單」，加入推動「八大中心」所需的專業人士，並在「高才通」名單中納入 13 間海內外頂尖大學，以涵蓋更多相關專才。此外，當局還將成立教育、科技及人力資源委員會，以加強「頂層設計」和跨域協調。

值得注意的是，《施政報告》亦建議在「優秀專才入境計劃」下增設機制，主動邀請頂尖人才來港發展。最近，世界桌球冠軍奧蘇利雲便透過該計劃成為香港居民，如果有更多這類名人或行業領軍人士來說，絕對有助為本港這個國際高端人才集聚高地「省靚」招牌。

未來，我們也希望當局能讓各界參與引進專才的工作。例如，邀請行業組織、領先企業及商會等共同到海外進行推廣，並開放渠道讓這些民間組織推薦他們領域認為理想的人才。面對全球人才競爭愈演愈烈，政府也應考慮更具創新和進取的政策措施。例如允許創科領域的頂尖專才攜帶自己的團隊來港發展，甚至提供研發資源，這有助提升香港作為高端人才集聚高地的吸引力。

除了吸引專業人士，留住他們同樣重要。早前有團體進行調查，訪問部分來港的外來專才，發現約兩成尚未找到工作。雖然這並非全面調查，但在某程度上反映了他們在求職方面的困難，這可能跟香港的產業仍不夠多元化有關。因此，政府應進一步加快產業升級，例如吸引更多重點企業來港投資，為香港構建多元化的產業生態鏈，讓各

領域的專業人士有「用武之地」；反過來，也可以引導和協助他們創業，藉此為香港引入新產業。

另一方面，我們亦可透過加強與內地，特別是大灣區城市的合作，利用大灣區成熟的產業結構和配套，互補優勢，聯合招攬國際高端專業人才，攜手打造大灣區成為高水平專才的集聚地。為充分發揮大灣區的人力資源共享，廠商會一直建議在北部都會區設立「通關緩衝區」，以促進跨境人員的流通。

我們亦認為「人才辦」可加強統籌角色，協助來港專才更好地融入本地就業市場。例如鼓勵用人單位利用政府的「人才服務窗口」網上平台，發布針對性的職位需求信息；另一方面，當局也應著手建立申請來港及到港專業人士的資料庫，向招聘機構開放，並提供更精準的配對服務。

隨着透過「高才通」等計劃來港的專業人士逐漸需要向入境處申請續簽，我們建議當局藉此展開調查和數據統計，了解他們決定繼續留港的原因和需要，以便提供更適切到位的支援。

Since the launch of various talent schemes by the HKSAR government, significant progress has been made in recruiting talent in just two years. So far, 360,000 applications have been received, resulting in approximately 160,000 professionals and their families successfully relocating to Hong Kong. These figures demonstrate Hong Kong's competitiveness in attracting talent.

In terms of quantity, these schemes have exceeded their targets. In the next phase, our focus should shift to attracting the specific human resources we need and ensuring that these professionals find ideal development opportunities in Hong Kong.

The recently announced policy address outlines several optimisation measures aimed at achieving this goal. The "Talent List", for example, will be updated to include professionals essential for promoting the Eight Centres. Eligibility for the Top Talent Pass Scheme will expand to include graduates from 13 additional Mainland

Chinese and overseas universities. The government also plans to establish a Committee on Education, Technology, and Talents to enhance strategic planning and cross-sector coordination.

Notably, the policy address also proposes creating a mechanism under the Quality Migrant Admission Scheme to proactively invite top talents to pursue their careers in Hong Kong. Recently, world snooker champion Ronnie O'Sullivan became a Hong Kong resident through this scheme. If more celebrities and industry leaders follow suit, it will enhance the city's reputation as an international talent hub.

Looking ahead, we hope the government will engage various sectors in the talent recruitment process. The government could, for example, invite industry organisations, leading enterprises, and chambers of commerce to jointly promote our vibrant city and its opportunities overseas. It could also create channels for these organisations to recommend ideal candidates in their fields. Given the escalating global competition for talent, the government should consider more innovative and proactive policy measures. These might include allowing top professionals in the innovation and technology sectors to bring their teams to Hong Kong and providing research and development resources to bolster the city's appeal as a hub for high-end talent.

Retaining professionals is as important as attracting them. A recent survey found that approximately 20% of incoming professionals had not yet secured employment. While this survey may not provide a comprehensive assessment, it suggests that some individuals face challenges in job hunting, potentially due to the limited diversity of Hong Kong's industries. Therefore, the government should accelerate industrial upgrades, attract key enterprises to invest in Hong Kong, and build a diversified industrial ecosystem that offers opportunities for professionals across various fields. Efforts could also be made to guide and assist incoming professionals in starting their own businesses, thereby introducing new industries to Hong Kong.

Enhancing cooperation with the Mainland, particularly with Greater Bay Area cities, can leverage the region's mature industrial structure and support, allowing us to attract international high-end professionals and create a high-level talent hub in the Greater Bay Area. To fully utilise shared human resources within the Greater Bay Area, the CMA has suggested establishing a designated zone in the Northern Metropolitan area to facilitate cross-border personnel flows.

We also believe that Hong Kong Talent Engage could strengthen its coordinating role to help incoming professionals better integrate into the local job market. For example, it could encourage employers to utilise the government's one-stop manpower information portal for job postings. Establishing a database for applicants and incoming professionals, which is also accessible to recruiters, would provide more precise matching services.

As the first batch of professionals who arrived in Hong Kong through programmes such as the Top Talent Pass Scheme prepares to renew their visas, we recommend that the authority take this opportunity to conduct surveys. This information would provide insight into the professionals' reasons for staying in Hong Kong and their specific needs, allowing for more tailored support.



盧金榮博士 Dr Wingco K.W. Lo BBS JP
會長 President



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廠商會立法會代表
Legislative Council Representative of the CMA

「車」的啟示 轉型太慢 恨錯難返

Lessons from the Automotive Industry:
Slow Transformation Leads to Missteps

商場向來是最現實的競技場！近日兩則關於汽車企業的新聞，一喜一憂，揭示在新型工業化的浪潮下，傳統工業若錯失轉型時機，隨時要「停賽」。

先說喜聞。據《人民日報》報道，內地汽車業巨頭比亞迪的鄭州基地啟動了本年度第二次大規模招聘，崗位多達4,000個，其中負責簡單裝配的一線操作工最為緊缺。而另一車企、小米汽車在北京亦莊的超級工廠也於今年上半年啟動雙班生產，同樣曾大量招聘基層操作工人。

隨着新能源汽車市場急速冒起，車企求才若渴、「搶人」屬意料之內。根據國家工信部的資料顯示，到2025年，該行業的人才缺口將達到103萬。

或者大家會心生疑問：新型工業趨向自動化，何以還會出現大量招聘？有學者解開謎團：隨着產業高速擴張，新能源車廠的數量與廠房規模同步大幅擴張，「每次新建一間工廠，就會創造大量的就業崗位，除了包括科技技術人員，還有一線操作工人。」

然而，大量招工不等於技術降級；學者解釋，雖然企業對這類一線工人的體力要求並非很高，但對他們的教育和技能水平卻提出更高要求，企業招聘後需要對他們進行專業培訓。由此可見，產業要成功轉型，必須從科技設施到勞工層面全方位升級。

再談另一則新聞。貴為歐洲最大車企的德國汽車巨擘福士集團（Volkswagen Group）宣布考慮關閉在德國本土的工廠，集團行政總裁 Oliver Blume 更警告，歐洲汽車業的形勢非常嚴峻。

事實上，福士與不少老牌同業一樣，正面對轉型太慢、錯失時機，導致產品滯銷的困局。過往歐洲燃油車雄霸市場，老牌車企沉醉於「吃老本」，把發展重心過度傾斜於包裝設計，而忽略了科技創新。直至今日，中國新能源車平地一聲雷冒起，各地老牌車企方如夢初醒，但畢竟中國十多年前已籌謀發展新能源車，老牌車企或難以追上。

而根據荷蘭國際集團（ING）全球宏觀經濟主管 Carsten Brzeski 分析，福士集團考慮關閉本土工廠的事件，側面反映出德國經濟停滯不前、改革缺乏成效的局面。

事實上，德國政府早於2013年便針對「工業4.0」，推出十大未來發展專案，全面提升製造業智慧化，然而福士卻未能緊握時機、及時轉「新」，如今落後於人、瀕臨窘境，叫人慨嘆！

商山

The business world has always been a realistic arena. Two recent news pieces about automotive companies—one positive and one negative—reveal that in the wave of new industrialisation, traditional industries that time their transformation poorly risk being sidelined.

Let's start with the good news. According to People's Daily, the Mainland automotive giant BYD has launched its second large-scale recruitment of the year at its Zhengzhou base, with up to 4,000 positions available. The company is particularly focused on seeking frontline workers responsible for simple assembly tasks. Similarly, Xiaomi Auto started dual-shift production at its main factory in Beijing E-town in the first half of this year, having previously recruited a large number of frontline workers.

Given the rapid rise of the new energy vehicle market, it is not surprising that automotive companies are aggressively pursuing talent and competing intensely in recruitment. According to the Ministry of Industry and Information Technology of the PRC, the talent shortage in this industry is estimated to reach 1.03 million by 2025.

Yet, some may question: with the trend towards automation in the new industrial era, why are large-scale recruitments still taking place? A scholar explained that the industry's rapid growth has led to a significant increase in the quantity of new energy vehicle factories and a growing scale of production facilities. This scholar states, "Each time a new factory is established, it creates a large number of job opportunities, including not only positions of research and technical personnel but also frontline workers."

However, mass recruitment does not imply a downgrade in skills. Although enterprises may not make high physical demands on their frontline workers, they increasingly expect higher educational and skill levels, necessitating professional training after recruitment. This shift highlights the need for a comprehensive upgrade across all aspects of the industry, from technological infrastructure to the labour force, for successful transformation.

On a less positive note, the renowned German automotive giant Volkswagen Group, Europe's largest car manufacturer, has announced that it is considering shutting down factories in Germany. The group's CEO, Oliver Blume, cautioned that the European automotive industry is facing an extremely challenging situation.

Along with numerous long-standing competitors, Volkswagen is facing the struggles of slow transformation and missed opportunities, resulting in stagnant product sales. Historically, European conventional fuel vehicles have dominated the global market, with established car manufacturers depending excessively on past successes and prioritising design aesthetics over technological innovation. Today, the rapid rise of Chinese new energy vehicles has roused established companies across the globe. However, given China's strategic planning for new energy vehicles over a decade ago, traditional automotive giants may find it challenging to keep pace.

According to Carsten Brzeski, Global Head of Macroeconomics at the Dutch international group ING, the Volkswagen Group's potential closure of domestic factories reflects broader economic stagnation and ineffective reforms in Germany.

Attempting to prevent such challenges, in 2013, the German government initiated ten major future development projects focusing on "Industry 4.0" to comprehensively enhance the intelligence of the manufacturing industry. Regrettably, Volkswagen missed the opportunity to make a timely transition to the new era and now finds itself lagging behind in a precarious situation. 商山



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解鎖香港 在大灣區發展的新定位

Unlocking Hong Kong's New Position in the Development of the Greater Bay Area

粵港澳大灣區是國家高質量發展和高水平開放的前沿陣地。各界關注香港如何把握大灣區機遇，調整角色和定位，在變幻莫測的國際政經形勢中站穩腳跟。在團結香港基金主辦、廠商會冠名贊助的「2024 粵港澳大灣區企業家論壇：香港的角色及定位」中，政府官員、商界領袖、行業專家和學者聚首一堂，探討香港在大灣區中所扮演的獨特角色，以及如何革新傳統產業和發展新興產業，為香港發展注入新動能。

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) stands as the frontier for the country's high-quality development and high-standard openness. There is widespread attention to how Hong Kong can seize opportunities presented

by the GBA's development, adjust its role and positioning, and maintain a firm foothold amid the ever-changing international political and economic landscape. At the Guangdong-Hong Kong-Macao Greater Bay Area Entrepreneurs Forum 2024: Hong Kong's Role in the New Era, organised by Our Hong Kong Foundation and title-sponsored by the CMA, government officials, C-suite leaders, industry experts, and scholars gathered to discuss Hong Kong's unique role within the GBA. They also explored ways to upgrade traditional industries and develop emerging industries, injecting new momentum into Hong Kong's development.



是次論壇吸引 400 多名來賓出席參與，並由各主辦機構代表的致辭揭開序幕，包括：香港中文大學（深圳）協理副校長王叢；團結香港基金總裁李正儀；時任署理商務及經濟發展局局長陳百里；廣東省發展改革委副主任、省大灣區辦常務副主任朱偉；全國政協常委、新華集團主席、粵港澳大灣區企業家聯盟主席蔡冠深；以及廠商會會長盧金榮。

其中，盧金榮會長指出，國家提出的「新質生產力」概念為大灣區的發展指明了方向，香港除了要繼續提升內部能力，也應發揮我們在設計、貿易、金融、品牌管理、檢測認證，以及 ESG 合規等領域的長處，深化與大灣區各城市的合作，從而孕育強大的生產動能。



盧金榮會長致辭時指，香港地位得天獨厚，擁有世界一流的大學和科研實力，未來的發展重點，是要將優秀的科研成果轉化為實際的經濟效益

Dr Wingco Lo stated that Hong Kong holds a unique position, with its world-class universities and research capabilities. A key focus for future development is to transform outstanding research outcomes into tangible economic benefits

香港是內地企業「出海」最佳跳板

論壇設有兩場主旨演講，首場聚焦分析香港作為國家最國際化城市所發揮的關鍵作用。小鵬汽車副董事長兼總裁顧宏地指出，大灣區是世界上最大的市場之一、擁有龐大的人才庫及具前瞻性的營商環境，結合廣東供應鏈優勢及香港強大的國際貿易和融資能力等，形成一個完善的生態系統，有利企業發展。他表示：「香港是小公司衝進國際市場的良好跳板，我相信透過為研發和測試提供監管支援，香港在發展自動駕駛技術方面有很大潛力引領國際市場。」

DMALL 國際業務首席執行官 Marcus Spurrell 也強烈建議，有意發展國際市場的內地科技公司將香港作為第一站：「擴展國際市場需要巨大的投資、面對巨大的文化轉變，而香港與內地文化相近、特區政府支持力度強，香港可以幫助他們適應很多監管規則。因此內地公司要出海，最好是從自己的家門口開始，這絕對是合乎邏輯的一步。」

分散供應鏈 應對國際局勢

另一主旨演講環節則集中討論如何加強內地產業的全球競爭力，並為大灣區創造新機遇。香港生產力促進局主席陳祖恒表示，港商一向主攻歐美市場，但近年地緣政治局勢緊張，企業在採購原材料和接訂單方面愈趨困難，未來應多關注內地及其他新興市場的商機。此外，企業不能將生產線全都設在內地，而應發展「中國+1」，甚至「中國+2」、「中國+3」模式，以應對日趨加劇的貿易壁壘，並更好地控制成本。



駱百強副會長（左一）主持其中一場行業透視環節，與一眾嘉賓探討人工智能和高端製造業在大灣區的發展機遇
Mr Robert Lok (first from the left) hosted one of the industry insight sessions in which he and other guests discussed development opportunities in AI and high-end manufacturing in the GBA

陳祖恒也提到，經過 40 多年的改革開放，內地已形成極具效率和競爭力的供應鏈，不但擁有自家品牌，而且產品「性價比」相當具競爭力，這意味香港的定位需要作出轉變，「以往香港是將資本、科技及訂單引進內地，現在反過來，香港的角色是幫助內地的科技和產品『走出去』國際市場。」他認為，香港擁有成熟的國際場景，可以充當「試驗田」為內地提供國際標準等支援，協助他們對接國際生產標準及進行市場測試，這樣還可以吸引內地企業來港設立總部和進行供應鏈管理，達致雙贏。

香港貿易發展局研究總監范婉兒表示，貿發局近年持續對內地企業探索國際市場的意願進行追蹤調查，發現有意「出海」的企業比例由 2021 年的約 70% 持續上升至今年的 92%，「這反映在地緣政治衝擊日益增加的大環境下，更多內地企業希望開拓國際市場，並願意來到香港尋求稅務、金融、法律和會計等專業服務支持，他們一致認可香港這個平台及所提供的專業服務質量。」

促進產學研合作 提升製造業產值

國家「十四五」規劃明確支持香港發展成為國際創新科技中心，《粵港澳大灣區發展規劃綱要》亦提出加強大灣區內創新科技合作。在廠商會副會長駱百強主持的其中一場行業透析中，一眾講者聚焦探討企業如何善用香港在基礎研究、知識產權等方面的優勢，建立一體化的創新科技鏈。

目前特區政府正積極推動傳統工業升級轉型，發展新型工業化，希望將製造業佔本地生產總值（GDP）由現時約 1% 提升至 2032 年的 5%。香港科技大學電子與計算機工程學系教授、松山湖機器人產業基地（XbotPark）創始人、深圳科創學院發起人李澤湘教授認為，將製造業佔 GDP 的比例提升至 5% 只是香港第一步，而非最終目標。事實上，其他生產成本與香港相若的地區，例如新加坡和瑞士，他們製造業佔 GDP 的比例達到 18%、甚至 20%。香港未來的發展關鍵是需要特區政府、大學與業界攜手合作，共同努力。他提及，目前 XbotPark 正在大灣區發展「1 地 + 1 校 + 1 平台 + 1 園區」的初創模式，希望可以為製造業及供應鏈創新合作帶來改變。



在國家發展「新質生產力」的背景下，愈來愈多中國品牌的產品及科技「出海」開拓海外市場

Under the national strategy of developing new quality productive forces, more Chinese brands are venturing abroad with their products and technologies to explore overseas markets

商湯科技亞太區香港前任總經理周宏謙相信，粵港澳大灣區正朝着技術驅動的未來邁進，其核心戰略使命是發展人工智能和高端製造業，「企業要把握箇中機遇，應該要做到三點；第一是擁抱『新質生產力』，應用先進科技以提升競爭力，其次是推動創新，包括研發投資，跟學界及科研機構合作，以保持科技前沿水平，第三是打造創新文化，滿足全球客戶持續變化的需求。」他表示，大灣區企業應充分利用香港優勢，包括先進的供應鏈、良好的知識產權保障框架、世界一流的營商環境以及亞洲領先的數字基礎設施，持續創新。

利豐發展（中國）有限公司董事總經理張家敏認為，發展高端製造業的過程可劃分為由 0 到 1、再由

1 到 10、由 10 至 10,000 或以上等不同階段，由 0 到 1，即技術由無到有的過程，本港大學有能力做到；10,000 或以上的大規模生產和應用則可交由大灣區內地城市進行，而中間由 1 至 10 的階段，即把科技概念轉化為產品原形，以小規模生產方式測試產品功能，是製造業發展的重要階段。「我建議香港可參考日本秋葉原的經驗，在由 1 至 10 這階段多下功夫，吸引高端製造業企業來港發展。」

他續指，香港的產品檢測及認證服務擁有良好國際聲譽，加上對保護知識產權的重視，這些優勢可以幫助香港維持其在供應鏈的價值。🇭🇰



香港擁有高度法治化、市場化和國際化的營商環境，是內地企業擴展國際市場的「第一站」

With its highly regulated, market-driven, and international business environment, Hong Kong serves as the springboard for Mainland enterprises looking to go global

Over 400 guests attended the Forum, which opened with warm welcoming speeches from representatives of various co-organisers, including Professor Wang Cong, Associate Vice President of the Chinese University of Hong Kong, Shenzhen; Dr Jane Lee, President of Our Hong Kong Foundation; Dr Bernard Chan, the then Acting Secretary for Commerce and Economic Development; Mr Zhu Wei, Deputy Director of Guangdong Provincial Development and Reform Commission and Standing Deputy Director of Leading Group Office of Guangdong on Construction of Guangdong-Hong Kong-Macao Greater Bay Area; Dr Jonathan Choi, Chairman of Sunwah Group and Chairman of Guangdong-Hong Kong-Macao Bay Area Entrepreneurs Alliance; and Dr Wingco Lo, President of the CMA.

Dr Wingco Lo highlighted that the national government's emphasis on new quality productive forces provides clear direction for the development of the GBA. In addition to enhancing its internal capabilities, Hong Kong should leverage its strengths in areas such as design, trade, finance, brand management, testing and certification, and environmental, social, and governance (ESG) compliance to deepen its cooperation with other GBA cities. This collaboration can generate strong, productive momentum for the city.

Hong Kong as the springboard for Mainland enterprises to go global

The Forum featured two keynote addresses, with the first focusing on Hong Kong's pivotal role as China's most internationalised city. Dr Brian Gu, Vice Chairman and President of XPENG, noted that the GBA is one of the largest markets in the world, with a vast talent pool and a forward-looking business environment. Leveraging Guangdong's supply chain advantages and Hong Kong's capabilities in international trade and financing can create a comprehensive ecosystem, with favourable conditions for business growth. He stated, "Hong Kong is an important hub for young companies to establish a global presence. We see significant potential for Hong Kong to lead the international market in the development of autonomous driving technology by providing regulatory support for research and development (R&D) and testing."

Mr Marcus Spurrell, CEO of International Business of DMALL, strongly recommended that Mainland tech companies intending to expand into international markets consider Hong Kong their primary destination. He explained, "Going global requires huge investment and substantial cultural adaptation. Maximising Hong Kong's cultural affinities and strong governmental support, Mainland companies can effectively navigate various regulations and necessary compliance requirements before venturing into new markets. For Mainland companies aspiring to go global, it is logical to initiate their expansion endeavours on their own doorstep."



香港生產力促進局主席陳祖恒（中）及香港貿易發展局研究總監范婉兒（右）均認為，香港薈萃國際人才，這是香港幫助內地企業「走出去」的一大優勢

Hon Sunny Tan (centre), Chairman of the Hong Kong Productivity Council, and Ms Irina Fan (right), Director of Research at Hong Kong Trade Development Council, both believe that Hong Kong, as a hub of international talent, can help Mainland enterprises tap into international markets

Diversifying supply chains to address global geopolitical challenges

The other keynote address focused on ways to enhance the global competitiveness of Mainland industries and create new opportunities for the GBA. The Hon Sunny Tan, Chairman of the Hong Kong Productivity Council, stated that, historically, Hong Kong businesses have concentrated on the European and U.S. markets. However, with recent geopolitical tensions, companies face increased challenges in sourcing raw materials and securing orders. Looking ahead, businesses should explore opportunities in the Mainland and other emerging markets and adopt supply chain diversification, such as a "China plus one" or even "China plus two or more" strategy, to mitigate the risks of escalating tariff barriers and to improve cost control.

Tan also mentioned that after 40 years of reform and opening-up, the Mainland has developed an efficient and competitive supply chain. Not only does it possess its own brands, but its products also offer high cost-effectiveness. This underscores the necessity for Hong Kong to redefine its role in national development. As Tan noted, "In the past, Hong Kong was the gateway for attracting capital, technology, and orders to the Mainland. However, this role has evolved; Hong Kong can now act as the platform to introduce Mainland technology and products to the international market." With its well-established international environment, Hong Kong can function as a testing ground, helping Mainland companies align with global production standards and conduct market testing. This approach may attract Mainland companies to establish headquarters and manage their supply chains in Hong Kong, leading to a mutually beneficial outcome.

Ms Irina Fan, Director of Research at Hong Kong Trade Development Council (HKTDC), indicated that in recent years, the HKTDC has conducted tracking surveys on the willingness of Mainland enterprises to explore international markets. The findings showed that the proportion of companies interested in going global has risen steadily from approximately 70% in 2021 to 92% in 2024. Fan explained, “Faced with increasing geopolitical challenges, more Mainland companies are eager to explore overseas markets. They come to Hong Kong to tap into our expertise - whether it’s in tax, finance, legal, or accounting services - because they know they can count on the quality of what we offer here.”



多位行業專家建議傳統工業加快應用創新科技，升級轉型，以提升競爭力
Industry experts have suggested that traditional industries accelerate the adoption of innovative technology to enhance competitiveness

Promoting research-academic-industry collaboration to boost manufacturing output value

The 14th Five-Year Plan supports Hong Kong’s development as an international innovation and technology hub, while the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area emphasises strengthening innovation and technology cooperation within the GBA. In one of the industry insight sessions hosted by **Mr Robert Lok, Vice President of the CMA**, speakers discussed how enterprises can leverage Hong Kong’s strengths in basic research and intellectual property protection framework to establish an integrated innovation and technology chain.

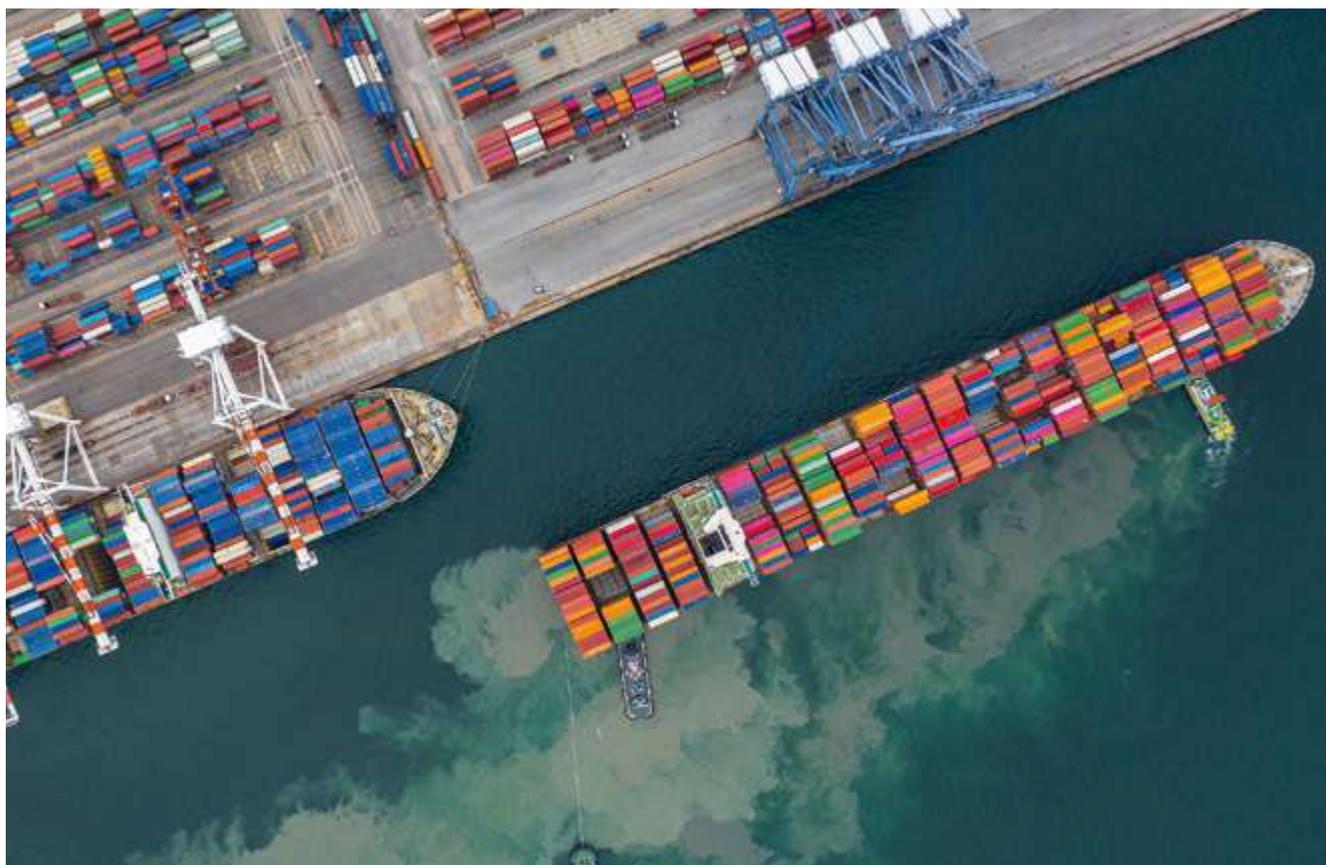
The government is currently promoting the upgrade and transformation of traditional industries and developing new industrialisation, with the goal of increasing the manufacturing sector’s percentage contribution to the GDP from the current 1% to 5% by 2032. **Professor Zexiang Li, Professor of the Department of Electronic & Computer Engineering at the**

Hong Kong University of Science and Technology, Founder of XbotPark, and Founder of Shenzhen InnoX Academy, believes that raising the contribution of the manufacturing sector to 5% of the GDP is a first step, not the ultimate goal. In fact, in regions with production costs similar to Hong Kong, such as Singapore and Switzerland, the manufacturing sectors contribute approximately 18%–even 20%–of their GDP. The advancement of Hong Kong’s manufacturing sector hinges on collaborative efforts among the government, universities, and industry. To facilitate such collaboration, Professor Li mentioned that XbotPark is currently developing a “1 Place + 1 School + 1 Platform + 1 Park” innovation model in the GBA, with the hope of bringing transformative change to the manufacturing industry and supply chain.

Mr Nixon Chau, former Managing Director and General Manager of SenseTime, believes that the GBA is moving towards a tech-driven future, with AI and high-end manufacturing at the core of its strategic mission. “To capitalise on this trend, businesses should focus on three key aspects: first, embracing new quality productive forces by applying advanced technologies to boost competitiveness; second, fostering innovation through investment in R&D and collaboration with academia and research institutions to remain at the forefront of technology; and third, nurturing an innovation culture that meets the evolving needs of global customers.” Chau noted that companies in the GBA should utilise Hong Kong’s strengths to their fullest extent, including its advanced supply chains, robust intellectual property protection frameworks, world-class business environment, and cutting-edge digital infrastructure in Asia, to sustain innovation.

Mr Ka Mun Chang, Managing Director of Li & Fung Development (China) Ltd, believes that the development of high-end manufacturing can be divided into various stages: from 0 to 1, from 1 to 10, and from 10 to 10,000 or beyond. The initial stage, 0 to 1, involves the creation of technology from scratch—a task well within the capabilities of Hong Kong universities. The final stage, which involves the large-scale production and application of 10,000 units or more, can be handled by other GBA cities. The intermediate 1-to-10 phase, in which a technological concept is transformed into a product prototype and tested through small-scale production, is a crucial stage in manufacturing development. As Chang suggested, “Hong Kong could take Akihabara in Japan as a reference, focusing efforts on the ‘1 to 10’ phase to attract high-end manufacturing companies to develop in Hong Kong.”

Chang continued that Hong Kong’s product testing and certification services enjoy an excellent international reputation, along with a strong emphasis on intellectual property protection, helping Hong Kong maintain its value within the global supply chain. (完)



在日益複雜的國際環境，企業需要分散供應鏈，以管控風險
In an increasingly complex international environment, businesses need to diversify their supply chains to mitigate operational risks

其他嘉賓發言要點

Highlights from Other Speakers

粵港雙方在低空經濟發展上，完全是心有靈犀，志同道合，期待雙方緊密合作，合力釋放低空經濟巨大潛能。
Guangdong and Hong Kong share the same aspirations and vision regarding the development of a low-altitude economy. We look forward to close cooperation to unlock the future's vast potential.



廣東省發展改革委副主任、省大灣區辦常務副主任朱偉
Mr Zhu Wei, Deputy Director of Guangdong Provincial Development and Reform Commission, Standing Deputy Director of the Leading Group Office of Guangdong on Construction of Guangdong-Hong Kong-Macao Greater Bay Area

有中央政府的強力支持，香港在鞏固和發展傳統優勢的同時，通過不斷的改革创新，加快發展「新質生產力」，可以構建新的競爭優勢，使香港作為國際金融中心的地位更為鞏固。
With strong support from the Central Government, Hong Kong can consolidate and leverage its traditional strengths while accelerating the development of new quality productive forces through continuous reform and innovation. This will enable Hong Kong to build new competitive edges and strengthen its status as an international financial centre.



廣東省工商業聯合會黨組成員、秘書長關向明
Mr Guan Xiangming, Leading Party Member and Secretary-General of Guangdong Federation of Industry and Commerce

香港向來是連接內地和歐美的橋樑，未來香港需要為內地與中東及其他國家搭建一個新橋樑。為實現這個新價值，香港應要了解自身優勢，更要了解內地和世界各地的變化。

Hong Kong has long been the gateway between the Mainland and the West, particularly Europe and the United States. In the future, Hong Kong should establish a new bridge connecting the Mainland with the Middle East and other countries. To achieve this, Hong Kong must understand its own strengths and, more importantly, stay informed about changes in the Mainland and the rest of the world.

香港中文大學（深圳）公共政策學院副院長、
香港國際金融學會主席肖耿教授
Professor Geng Xiao, Associate Dean of the School of Public Policy at
the Chinese University of Hong Kong, Shenzhen,
Chairman of the Hong Kong Institution for International Finance





在「3060」雙碳目標的政策大方向下，全國正朝着可持續發展的方向推進，這甚至可以帶動全亞洲一起實現這一目標，香港身處其中，並作為國際金融中心，可以為國家和亞洲籌集資金。

To achieve the “3060” dual carbon goals, the nation is advancing sustainable development, which could even draw the whole of Asia together. As an international financial centre, Hong Kong can play a key role in raising funds for both the country and Asia.

畢馬威中國合夥人，環境、社會及管治服務香港主管合夥人吳柏年
Mr Pat Woo, Partner and Head of ESG - Hong Kong, KPMG China

在推動虛擬資產發展上，香港舉辦更多大型研討會及金融科技周將極具效用，可以向世界展示香港在這一領域的認真投入，而且具備最優秀的科技和人才。

In promoting the development of virtual assets, organising large-scale conferences and FinTech Week is especially useful. Such events tell the world that Hong Kong is a leading hub of this area, equipped with superior technology and talents.



私人財富管理公會行政總裁 Vivien Khoo
Ms Vivien Khoo, CEO & Managing Director of
Private Wealth Management Association

香港是中國的國際城市，在金融、科技創新、招攬人才及全球化方面均具有獨特優勢。相信香港定能為粵港澳大灣區的發展注入新動力，確立其國際化地位。

Hong Kong, as an international city in China, possesses unique advantages in finance, technological innovations, talent attraction, and globalisation, which can inject new momentum into the development of the GBA and facilitate its internationalisation.

香港中文大學（深圳）經管學院學術院長、深圳高等金融研究院學術院長熊偉教授
Professor Wei Xiong, Academic Dean of the School of Management and Economics, and
Shenzhen Finance Institute, the Chinese University of Hong Kong, Shenzhen



阮重文
Paul Yuen

與「時」俱進 鐘錶業的變革者

Abreast of the Times: An Innovator in the Watch Industry

時代巨輪轉動，鐘錶見證着時間的綿亙不休，鐘錶業亦應當順應時代的變化，與時俱進；從事電子業逾 30 年，達騰工業有限公司董事及香港鐘表業總會秘書長阮重文，深諳「智者順時而謀」的智慧。憑着多年生產戶外運動手錶的經驗，他懷揣着推動業界發展的雄心壯志，期望透過融合傳統工藝與無線智能物聯網技術，實現鐘錶業的革新升級。

Just as watches have evolved over time, the watch industry must remain up-to-date. Having spent 30 years in the electronics industry, Mr Paul Yuen, Director of Dayton Industrial and Secretary-General of The Federation of Hong Kong Watch Trades & Industries Limited (FHKWTI), recognises the wisdom of devising progressive strategies. With years of experience in manufacturing outdoor sports watches, Paul is driven by a strong ambition to promote industry development. He hopes to achieve innovation and upgrade the watch industry by integrating traditional craftsmanship with wireless connectivity and IoT technology.

在上世紀 60 年代，阮重文的父母創立了「堅力實業」，成為香港最早的收音機生產商之一。然而，隨着行業競爭加劇，他們轉向 OEM 和 ODM 模式，專注於微電子產品的設計、開發和生產，產品包括自行車碼錶、戶外運動手錶、運動健身器材、心率監測器及潛水錶等，達騰工業亦在此時誕生。

受家族背景熏陶 從事電子業

出身於電子世家，阮重文是家族第二代成員，他早年留學美國，主修法律及工商管理，培養出多元創新的思維；他在 1987 年加入家族企業，由低做起，到了 1996 年，他出任公司董事，帶領達騰工業邁向高增值發展。近十年，在他的領導下，達騰工業專注發展電動運輸和智能穿戴設備，前者包括電控自行車系統，後者則涵蓋智能手錶、戒指、耳機等，並與 Suunto、Garmin、Trek、Specialized、Giant、Speedo、Bosch 等知名品牌建立了多年合作關係。

厚積薄發：加入鐘錶業總會 推動傳統與創新融合

作為在電子業界耕耘超過 30 年的先驅，阮重文對推動行業發展的熱情不僅未減，反而愈發熾熱。善於發掘機遇的他，早已注意到智能穿戴設備的龐大市場潛力，特別是具備信息處理能力的智能手錶。因此，他萌生了利用自身專長，推動香港鐘錶業改革升級的想法。

2017 年，他在前輩、香港鐘錶業總會永遠名譽會長孫秉樞的引薦下，加入香港鐘錶業總會，並先後擔任該會會董、工業部部長和財務及行政部部長。在第四十三屆董事會上，他獲得業界的信任，出任秘書長一職，持續在不同崗位上服務業界。「經歷三年疫情，大眾對健康日益重視，對能夠監測身體機能的智能手錶的需求隨之增加。憑藉生產戶外運動手錶的豐富經驗，我決定由鐘錶業入手，透過促進鐘錶、電子業及醫療科技的跨領域合作，推動行業的高增值發展。」阮重文娓娓道出對推動本港鐘錶業發展的想法。

談到香港的優勢，阮重文侃侃而談，展現出對本港鐘錶業和電子業前景的強烈信心。他指出：「鐘錶業曾是香港的四大支柱產業之一，不論是在時尚設計、拋光打磨工藝，還是鐘錶零部件的生產、成表組裝以至維修保養，都享有盛譽。經過近一個世紀的發展，香港擁有完整的供應鏈，並且是全球主要的鐘錶產品出口地。此外，電子業是香港最大的產品出口創匯行業，物料供應充足，能夠滿足各類智能手錶產品開發商、設計師和客戶的需求。我相信，只要將傳統工藝與精密電子電訊技術互相結合，定能顯著提升鐘錶業的競爭力。」

順時而謀：讓創新意念真正落地

鐘錶業的發展猶如不斷轉動的時代巨輪，由昔日發出滴答、滴答聲的傳統機械錶，演變到運用電池驅動的電子錶，再到石英錶年代，一步步推進到現今的數碼浪潮，湧現出各式各樣智能手錶，成為潮流玩意；

正所謂「智者順時而謀，愚者逆理而動」，時代不斷轉變，要成功必須順應時勢去謀事，等待合適的時機，全力一搏，具遠見的阮重文深明這個道理。在他的帶領下，2022年起，達騰工業與香港鐘表業總會、香港生產力促進局及香港貿易發展局等機構合作，在2024香港鐘錶展/國際名表薈萃上推出Link2care智能生態聯盟，設計出一系列兼具匠人工藝和實用性的智能穿戴產品。

聯盟設計的設備包括智能手錶、智能戒指、智能生物傳感耳機、血流動力監測系統、血壓計、血糖計和心電圖記錄器等，這些產品利用具備先進4G上網功能的手錶 Watch2Care 為收集、儲存和上傳數據的核心，實現個人健康指標、醫療設備數據和個人安全系統的互聯互通。而這些智能產品能夠通過GPS實時定位，以及基本的健康監測功能來獲取數據，如心率、血含氧量、睡眠質量和運動表現等。



誠然，創新是行業升級轉型的關鍵一環，在阮重文看來，成功創新的首要條件是深入觀察周圍人群和社會大眾的需求，並與業界保持緊密聯繫，收集專業意見，這樣才能研發出符合市場需求且具商業價值的產品。「真正實現智能化的關鍵在於，在產品基礎上融入創新技術，為其增值。用戶無需重新學習使用方法，便能輕鬆上手，這才是有效的創新。我希望能實現『個性化設計；大規模製造』，讓更多消費者能夠找到最適合自己的產品。」阮重文強調道。



憑着在可持續發展的持續努力，達騰工業有限公司在2024年勇奪廠商會頒發的香港ESG獎——中小型企業特別獎

Committed to sustainable development, Dayton Industrial won the Special Award for SMEs at the Hong Kong ESG Awards in 2024 from the CMA



2024年，達騰工業與香港鐘錶業總會合作，推出Link2care智能生態聯盟
In 2024, Dayton Industrial partnered with The Federation of Hong Kong Watch Trades and Industries Limited to launch the "Link2Care" Smart Wearable Alliance

爭分奪秒：把握銀髮商機

當前，全球各地政府都面臨人口老齡化的挑戰，這催生了龐大的銀髮市場，也為智能穿戴設備和電動交通工具帶來了商機。根據聯合國的預測，隨着全球人均壽命的上升，到2050年，65歲及以上的人口將達到15億。在香港，這數字更是驚人，預計將有40%的人口年齡超過65歲。這將對本港的醫療系統造成沉重壓力，同時也會為照顧者，包括家人和朋友，帶來挑戰。

阮重文指出，開發智能穿戴產品的初衷是希望讓銀髮族群能夠「活得更長久、更健康、更快樂」。在當今社會，長者希望能夠有尊嚴地生活，他們大多成長於資產快速增長的年代，擁有一定的財務自由，渴望像年輕人一樣選擇喜愛的生活方式。然而，目前市場上針對長者的健康產品在外觀上缺乏吸引力，選擇也不多，令他們卻步。

「事實上，鐘錶業和電子業的改革升級不僅限於技術創新，亦涵蓋了業界對健康管理的全新理解，因此，我們想到研發智能中西醫手錶，結合中醫的觀念與西醫的精確數據。現時我們正與中科院研發一款智能中醫手錶，融入中醫的經絡理論和體質分析，具備測量五臟功能的能力，可以為篤信中醫的長者提供個性化的健康及養生建議。而為了滿足消費者的多元化需求，我們亦從外觀設計、工藝、材料選擇著手，令產品更具時尚感。」阮重文道。

莫失時機：醫療設備市場成另一行業風口

醫療科技，用於改善醫療診斷、治療和病人結果，是達騰工業的發展新方向。阮重文相信，人口老齡化所帶來的醫療需求使這個領域充滿潛力。他解釋道：「香港特區政府銳意推廣全民健康，市民的健康意識將會顯著提升。然而，目前大多數可用的醫療設備並不便攜。例如，傳統的心電圖監測儀需要用戶在身上附上多個電極貼片，並將監測儀掛在身體上達3至5天，非常不便。因此，我們開發了一種貼片式防水心電圖記錄器，具備數據存儲和傳輸功能，旨在幫助中年人及早發現中風或心血管問題的徵兆。該產品還提供適合敏感肌膚的貼片。」

順應時勢：推動企業永續發展

實踐可持續發展是全球大趨勢，更是中小企在激烈的商業競爭中生存的必要條件；作為公司的掌舵人，阮重文對推動企業可持續發展不遺餘力，今年更帶領達騰工業勇奪廠商會頒發的香港ESG獎——中小型企業特別獎。在環境保育方面，他帶領公司建立碳排放指標體系，採用先進數據分析技術和訊息披露平台，實現碳排放訊息的全面披露，並根據反饋進行優化，以配合國家2060年的碳中和目標。

「以員工為本」和承擔社會責任是達騰工業的企業管理文化。在公司成立初期，達騰工業設立了福利會制度。無論業績好壞，公司每年都會從採購預算中撥款支持福利會的運作。福利會的運作由各部門派出一位員工代表參與討論員工福利資源的運用，管理層不會介入決策過程，讓員工擁有更大的自由度。

阮重文形容，達騰工業是一家家庭式企業，視員工為重要資產。他表示：「自從我入職以來，管理層一直非常重視人情味，並採取人性化的管理方式，這讓員工對公司產生歸屬感。員工對公司來說，就像家人一樣。而這種企業文化的形成，甚至早於ESG中社會責任的概念，我衷心希望能夠將這種企業文化傳承下去。」



2017年，阮重文獲邀加入香港鐘錶業總會，在不同崗位上貢獻業界
Yuen was invited to join the board of the Federation of Hong Kong Watch Trades and Industries Limited in 2017 and has since supported the industry in various roles

In the 1960s, Paul’s parents founded Kendy Enterprise Ltd, one of Hong Kong’s earliest radio manufacturers. Later, due to intense market competition, they shifted to the OEM and ODM models, focusing on designing, developing, and producing microelectronic products. The family’s production, which included bike computers, outdoor sports watches, fitness equipment, heart rate monitors, and diving watches, led to the establishment of Dayton Industrial.

Influenced by family background and engaged in the electronics industry

Paul is the second generation of a family in the electronics industry. He studied abroad, majoring in Law and Business Administration, which helped him cultivate an open mind and innovative perspective. In 1987, he joined the family business as a junior employee and became a director in 1996, guiding Dayton Industrial toward high value-added growth. In the last decade, under his leadership, the company has concentrated on developing e-mobility and smart wearables, including e-bike systems, smartwatches, smart rings, and bio-sensing earbuds. Dayton Industrial has formed long-term partnerships with renowned international brands such as Suunto, Garmin, Trek, Specialized, Giant, Speedo, and Bosch.

Advancing the industry’s integration of tradition and innovation through chambers

As a pioneer in the electronics industry with over 30 years of experience, Paul has never waned in his enthusiasm and determination for advancing the industry’s development. Attuned to opportunities, he noticed the significant business potential of smart wearables, particularly smart watches with information-processing capabilities. His insight prompted his idea of leveraging his expertise to promote reform and modernisation in Hong Kong’s watch industry.

In 2017, Paul joined the FHKWTI at the recommendation of Dr Samson Sun, the organisation’s Permanent Honorary President. He assumed multiple roles, including Director of the Board, Director of the Industry Division, and Director of the Finance & Administration Division. Earning the trust of the industry, he eventually became the Secretary-General of the federation’s 43rd Board of Directors, providing support in various capacities.

Paul shared his insight on the development of the watch industry: "After three years of the COVID-19 pandemic, the public has become increasingly health-conscious, leading to a greater demand for smartwatches that can monitor overall health. With my background in high-quality sports watch manufacturing, I chose to focus on the watch industry to promote high value-added development through collaboration between the watch and electronics sectors."

Speaking of Hong Kong's overall advantages, Paul shared his confidence in the prospects of the city's watch and electronics industries. As he explained, "The watch industry has historically been one of Hong Kong's four pillar industries. We've built a strong international reputation in watch design, polishing craftsmanship, parts manufacturing, as well as assembly and maintenance. Over nearly a century, Hong Kong has developed a comprehensive supply chain and is now a leading exporter of watch products globally. Additionally, the electronics sector is the largest contributor to the territory's merchandise exports, ensuring a sufficient supply of materials for smartwatch developers, designers, and customers. I believe that by integrating traditional craftsmanship with modern electronic technology, we can greatly enhance the competitiveness of the watch industry."



阮重文建議鐘錶業界與香港貿易發展局及香港旅遊發展局合作，在「香港鐘錶展」和「亞洲鐘錶工商業促進研討會」期間，吸引更多高端會議獎勵旅客來港

Yuen suggested that the watch industry to work with Hong Kong Trade Development Council and the Hong Kong Tourism Board to attract more high-end MICE travellers to Hong Kong during the Hong Kong Watch & Clock Fair and the Asian Horological Trade and Industry Promotion Conference



達騰工業在東莞設有兩個廠房，近年逐步引進自動化和智能化技術，以提高產品質素
Dayton Industrial has established two factories in Dongguan and has gradually introduced automation and smart technologies to enhance product quality

Turning innovative ideas into reality

The evolution of the watch industry resembles a spinning wheel of time. Watches have evolved from traditional mechanics that echoed the ticking sounds of the past to battery-driven electronics, to quartz watches, and now to digital innovations, with the emergence of various smart watches and trendy gadgets.

As the saying goes, "The wise adapt to the times, while fools do the opposite." In this ever-changing era, business success can only be achieved by following current trends and grasping business opportunities at the right moment. With keen market insight, Paul has recognised the wisdom of keeping pace with the times. Under his leadership, starting in 2022, Dayton Industrial has collaborated with the FHKWTI, the Hong Kong Productivity Council, and the Hong Kong Trade Development Council. Together, these organisations launched the "Link2Care" Smart Wearable Alliance during the 2024 Hong Kong Watch & Clock Fair and Salon de TIME, designing a series of smart wearable products that integrate both craftsmanship and functionality.

The smart wearables designed by the alliance include smart hybrid watches, smart rings, smart bio-sensing earphones, blood flow dynamics monitoring systems, blood pressure monitors, blood glucose metres, and an electrocardiogram recorder. The products utilise the advanced 4G internet of the "Watch2Care" smart watch as the core for collecting, storing, and uploading data, which enables seamless interconnectivity between personal health indicators, medical device data, and personal safety systems. They also collect data through real-time GPS positioning and body indicator monitoring, including heart rate, blood oxygen levels, sleep quality, and sports performance.

Innovation is always the key to industry upgrading and transformation. Paul believes that the foundation of successful innovation lies in thoroughly understanding the needs of target customers and the wider public. He emphasises the importance of maintaining close ties with industry professionals to gather valuable insights, enabling businesses to create products that meet market demand and offer significant commercial value.

As Paul explained, “To truly excel in smart manufacturing, we need to integrate innovative technologies into existing products to enhance their value. Users should be able to use products without having to learn a new method; this, in my opinion, defines effective innovation. My goal is to achieve mass personalisation in manufacturing, enabling more consumers to find products that best fit their needs.”

Seizing the business opportunities of the silver economy

Governments around the world are grappling with the challenges posed by ageing populations, giving rise to the silver economy and new business opportunities in smart wearables and e-mobility products. According to estimates from the United Nations, by 2050, there will be 1.5 billion individuals aged 65 and older globally due to increasing life expectancy. In Hong Kong, the situation is even more pronounced, with projections indicating that 40% of the city’s population will be 65 or older by 2050. This demographic shift is expected to place a significant burden on Hong Kong’s healthcare systems, while also presenting challenges for caregivers, including family members and friends.

阮重文擔任 2024 國際名表薈萃的研討會的主旨演講嘉賓
Yuen was the keynote speaker at the 2024 Salon de TIME “Tech-Forward Ageing: Towards a Connected & Active Lifestyle” seminar



Paul emphasised that smart wearables aim to help the elderly live longer, healthier, and happier lives. In today’s world, elderly people prioritise living with dignity. Many grew up in an era of rapid global asset appreciation and have maintained financial independence. They desire the freedom to choose their own lifestyles, much like younger generations. However, the health products currently available on the market for seniors often lack aesthetic appeal and have a limited selection, which can make these consumers hesitant to engage.

Paul shared his vision for developing a smartwatch aimed at medical applications: “In fact, the upgrading and advancement of the watch and electronics industries are not limited to technological innovation; they also encompass a new understanding of health management

within ageing population. Therefore, we came up with the idea of developing a smartwatch that integrates concepts from TCM (Traditional Chinese Medicine) with precise data from Western medicine. We are currently collaborating with the Chinese Academy of Sciences to develop a smartwatch for TCM that incorporates the theories of meridians and constitution analysis, enabling it to measure the functions of five organs and provide personalised health and wellness recommendations for elderly individuals who strongly believe in Chinese medicine. We also focus on the design, craftsmanship, and material selection to make the products more fashionable in order to meet the diverse needs of various consumers."

The MedTech market as an industry hotspot

Medical technology (MedTech), used to improve healthcare diagnosis, treatment and patient outcome, is a new development direction for Dayton Industrial. Paul is convinced that the ageing population's medical needs make it a potential market. As he explained, "The HKSAR government is keen on promoting public health, which will significantly raise citizens' health awareness. However, most medical devices currently available are not portable. For instance, traditional ECG monitors require users to attach multiple electrode pads and hang the monitor on their bodies for three to five days, which is very inconvenient. Therefore, we have developed a patch-style waterproof ECG recorder with data storage and transmission capabilities, aimed at helping elderly individuals detect early signs of stroke or cardiovascular issues. The product also offers a version suitable for sensitive skin."



阮重文形容，達騰工業是一家家庭式企業，以員工為本，視員工為重要資產

Yuen described Dayton Industrial as a family-owned enterprise that values its employees as important assets



阮重文希望政府向中小企提供更多資助政策，並簡化資助計劃的申請及審批程序，支援更多企業升級轉型

Yuen hopes that the government will provide more funding schemes to SMEs and simplify application and approval procedures to offer better support for SMEs to upgrade and transform

Embracing global trends and achieving sustainable development

As sustainability becomes a key global business trend, SMEs must adopt sustainable strategies to thrive amid intense competition. Paul is committed to promoting sustainable development and has successfully led Dayton Industrial to receive the Special Award for SMEs presented by the CMA at the Hong Kong ESG Awards this year. In terms of the environmental aspect of ESG, he guided the company in establishing a carbon emission indicator that leverages advanced data analysis technology and an information disclosure platform. This initiative enables comprehensive reporting of carbon emissions, allowing the company to improve its operations and align with the national goal of achieving carbon neutrality by 2060.

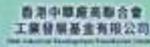
The corporate management culture of Dayton Industrial is centred around "employee-centricity" and social responsibility. In the early days of the company, Dayton Industrial established a welfare committee system. Regardless of performance, the company allocates funds from its procurement budget each year to support the operations of the welfare committee. The committee's activities involve employee representatives from various departments who participate in discussions on the utilisation of employee welfare resources. Management does not participate in the decision-making process, allowing employees greater freedom.

Paul described Dayton Industrial as a family-owned company that values its employees as important assets. "Since I joined the company, the human touch has been key to our management approach. Our employees develop a strong sense of belonging, and we truly feel like one big family. This corporate culture predates the concept of social responsibility in ESG, and I sincerely hope it continues to be passed down."





2024「香港ESG獎」 Hong Kong ESG Awards



廠商會嘉獎踐行 ESG 企業 促業界發展綠色生產力

The CMA Honours Companies Championing Green Productivity

「綠色化」是香港發展新質生產力不可缺少的一環。為鼓勵香港企業持續提升環境、社會及管治（ESG）表現，廠商會聯同香港品牌發展局於10月7日舉行2024「香港ESG獎」暨「ESG約章」頒授典禮，向16家得獎企業代表頒發獎項，並向本年度參與約章的公司代表頒發證書，以激發業界發展綠色生產力。

Green development is essential to advancing new quality productive forces in Hong Kong. The 2024 Hong Kong ESG Awards cum ESG Pledge Presentation Ceremony, held on 7 October, celebrated Hong Kong enterprises that continuously enhance their environmental, social, and governance (ESG) performance. The event was hosted by the Chinese Manufacturers' Association of Hong Kong (the CMA) and the Hong Kong Brand Development Council (the BDC), with awards presented to representatives from 16 winning companies, and certificates awarded to companies participating in the ESG Pledge this year, aiming to inspire the industry to develop green productivity.

作為可持續發展的堅定倡導者，廠商會先後推出「ESG約章」、「香港ESG獎」以及一系列支援綠色轉型及綠色生產的服務，以鼓勵和協助業界以實際行動實踐ESG，提升競爭力。

獲獎企業屬業界典範

「香港ESG獎」今年踏入第二屆，關注度不斷提升，有愈來愈多企業參與獎項競逐。評審團對企業的ESG整體表現、核心項目績效評分後，選出得獎企業。2024年度「香港ESG獎」的最高榮譽「ESG大獎」由東華三院勇奪，「ESG獎」由10家企業分別奪得，而獲「中小型企業特別獎」的則有5家企業。

廠商會會長盧金榮在頒獎典禮上致辭時指出，近年各地監管機構不斷提升ESG的披露要求，雖然目前這些要求只針對上市公司或大型企業，但中小企作為商業生態圈的重要一環，如果能及早行動，將有助他



盧金榮會長讚揚得獎企業切實履行創造經濟價值和社會價值的雙重使命，是業界典範

Dr Wingco Lo commended the award winners for effectively creating economic and social values, serving as industry role models

公認機構 Co-organizer
香港品質發展局
Hong Kong Brand
Development Council

「香港ESG獎」暨「ESG約章」頒授典禮 2024 Hong Kong ESG Awards cum ESG Pledge Presentation Ceremony

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們贏得投資者和客戶青睞。「今次得獎企業除了大型企業和機構，還有不少是中小企，他們在ESG各領域也展現出前瞻性和遠見，並切實履行創造經濟價值和社會價值的雙重使命，是業界的學習典範。」

廠商會推動 ESG 工作受肯定

為隆重其事，廠商會邀得財政司副司長黃偉綸擔任主禮嘉賓，商務及經濟發展局副局長陳百里、環境及生態局氣候變化專員黃傳輝等擔任頒獎嘉賓。黃偉綸副司長在致辭時，強調推動ESG發展有賴各界支持，讚揚廠商會在推動提升香港商界整體ESG表現的工作，並祝賀各得獎公司的ESG成果獲得肯定。

他指出，近年國際社會對ESG高度重視，積極制定相關法規規範企業行為，有不少地區已把碳排放要求納入相關法律，對各行各業特別是中小企帶來了不少挑戰。政府已舉辦多次研討會協助中小企將ESG概念融入日常營運，並從三方面積極推動ESG，包括綠色金融、新能源使用及支援企業ESG發展。



主禮嘉賓財政司副司長黃偉綸肯定廠商會的ESG推廣工作
Guest-of-honour Mr Michael Wong Wai Lun, Deputy Financial Secretary, praised the CMA's efforts in promoting ESG



財政司副司長黃偉綸（左）與廠商會會長盧金榮（右）頒發「ESG大獎」予東華三院第三副主席蔡加怡
Mr Michael Wong Wai Lun (left) and Dr Wingco Lo (right) presented the ESG Grand Award to Ms Choi Ka Yee, Crystal, 3rd Vice Chairman of Tung Wah Group of Hospitals

各界攜手共建可持續城市

過去兩年，已累計有超過1,000家企業簽署「ESG約章」，並訂立了行動承諾。大會特別邀請其中200間參與本年度「ESG約章」的公司代表出席接受證書。此外，恆益物業管理有限公司、信和物業管理有限公司，以及偉邦物業管理有限公司，在年內各成功推薦超過50間公司參加約章，獲頒「ESG約章銀鑽倡導公司」嘉許證書；另有6間公司各推薦超過10間公司參加約章，獲頒「銀」嘉許證書以表揚它們對推廣ESG理念的貢獻。

「香港ESG獎」由滙豐和廠商會工業發展基金贊助，CMA檢定中心作為策略夥伴，支持機構包括香港生產力促進局、香港品質保證局和香港聯合國教科文組織協會。CMA檢定中心和香港生產力促進局也是ESG約章的策略夥伴。

As a strong advocate for sustainable development, the CMA launched the ESG Pledge and Hong Kong ESG Awards, along with various services designed to support green transitions and green production. These initiatives help the industry adopt practical ESG measures and improve competitiveness.

Setting a benchmark for excellence

Entering its second year, the Hong Kong ESG Awards have gained increased attention, with more companies competing for recognition. To determine this year's winners, the judging panels evaluated the participating companies' overall performance in various ESG aspects and relevant projects. The Tung Wah Group of Hospitals received the highest accolade: the ESG Grand Award. Ten companies were honoured with the ESG Award, and five won the Special Award for small and medium-size enterprises (SMEs).

Dr Wingco Lo, President of the CMA, remarked at the ceremony that demands for ESG disclosure have been increasing worldwide. While these requirements currently focus on listed or larger corporations, SMEs – an essential part of the business ecosystem – would benefit from acting early to attract investors and customers. "This year's winners include both large corporations and SMEs. They have demonstrated foresight and vision across various ESG fields, fulfilling the dual mission of creating economic and social values and serving as exemplary models for the industry."



活動贊助代表滙豐香港工商金融董事總經理暨商業金融主管楊偉強（右）接受由廠商會會長盧金榮頒發的感謝狀

Mr Paul Yeung (right), Managing Director, Head of Enterprise Banking, Commercial Banking, Hong Kong, HSBC, received an appreciation certificate for sponsorship from Dr Wingco Lo



商務及經濟發展局副局長陳百里（左）與廠商會常務副會長馬介欽（右）一同頒發「香港 ESG 獎：中小型企業特別獎」予得獎企業代表

Dr Bernard Chan (left) and Dr Warren Ma (right), presented the Special Award for SME to a winner



環境及生態局氣候變化專員黃傳輝（左）與廠商會副會長黃家和（右）一同頒發「ESG 約章銀鑽倡導公司」嘉許證書予倡導企業代表

Mr Wong Chuen Fai (left) and Mr Simon Wong (right), presented the Silver Diamond Certificate to an ESG Pledge Advocate

The CMA recognised for promoting ESG development

The event was graced by guest-of-honour Mr Michael Wong Wai Lun, Deputy Financial Secretary, as well as award presenters Dr Bernard Chan, Under Secretary for Commerce and Economic Development, and Mr Wong Chuen Fai, Commissioner for Climate Change of the Environment and Ecology Bureau. In his speech, Mr Michael Wong Wai Lun emphasised that promoting ESG development relies on support from all sectors. He praised the CMA for its efforts in enhancing the overall ESG performance of Hong Kong's business community and congratulated the winners.



頒獎典禮雲集超過 400 位嘉賓及企業代表
The ceremony attracted 400 prominent guests

Mr Wong noted the increasing international emphasis on ESG, with new regulations affecting corporate behaviours. Many regions have incorporated carbon emission requirements into law, presenting challenges for businesses across various sectors, particularly SMEs. The government has held numerous seminars to help SMEs integrate ESG principles into their daily operations and is actively fostering the development of an ESG ecosystem in Hong Kong through different ways, including green finance, new energy adoption, and corporate support.

Collaborative efforts towards a sustainable city

Over the past two years, more than 1,000 companies have signed the ESG Pledge and made action commitments. During the ceremony, certificates were presented to representatives of 200 selected companies participating in this year's ESG Pledge. As Hang Yick Properties Management Limited, Sino Estates Management Limited, and Well Born Real Estate Management Limited successfully recommended over 50 business partners and suppliers to join the scheme, they earned Silver Diamond Certificates under the ESG Pledge Advocator programme. Six companies that referred ten or more participants received the Silver Certificates, in recognition of their contributions to promoting ESG principles.



廠商會副會長吳國安（右）向支持機構之一香港生產力促進局主席陳祖恒致送感謝狀

Mr Dennis Ng (right), Vice President of the CMA, handed a certificate to Mr Sunny Tan, Chairman of the Hong Kong Productivity Council, a strategic partner of the Awards

The Hong Kong ESG Awards is proudly supported by HSBC and the CMA Industrial Development Foundation as sponsors, along with strategic partner CMA Testing and supporting organisations including Hong Kong Productivity Council, Hong Kong Quality Assurance Agency, and UNESCO Hong Kong Association. CMA Testing and Hong Kong Productivity Council also serve as strategic partners for ESG Pledge scheme.



合辦機構香港品牌發展局主席陳家偉（右）向「香港 ESG 獎」決賽評審委員會主席、香港品質保證局主席何志誠頒發感謝狀
Ir C S Ho, Chairman of Hong Kong Quality Assurance Agency, accepted a certificate of appreciation on behalf of the judging panel from Mr Calvin Chan (right), Chairman of the BDC



CMA 檢定中心主席駱百強（左）接受大會之策略夥伴及活動贊助感謝狀

CMA Testing is the strategic partner and sponsor of the Hong Kong ESG Awards. Mr Robert Lok (left), Chairman of CMA Testing received a certificate of appreciation



2024 香港 ESG 獎 得獎企業 2024 Hong Kong ESG Awards Winners

2024 香港 ESG 大獎 | 2024 ESG Grand Award

東華三院

Tung Wah Group of Hospitals

2024 香港 ESG 獎 | 2024 ESG Award

亞洲聯合基建控股有限公司	Asia Allied Infrastructure Holdings Limited
香港九龍東皇冠假日酒店	Crowne Plaza Hong Kong Kowloon East
福田實業(集團)有限公司	Fountain Set (Holdings) Limited
奇華餅家有限公司	Kee Wah Bakery Limited
僑豐行有限公司	Kiu Fung Hong Ltd
羅氏集團(羅氏時裝集團有限公司)	Laws Fashion Group Limited
七海化工(集團)有限公司	Seven Sea Chemicals (Holdings) Ltd
偉邦物業管理有限公司	Well Born Real Estate Management Ltd (A Member of Henderson Land Group)
永順控股香港有限公司	Winson Holdings Hong Kong Limited
有利集團有限公司	Yau Lee Holdings Limited

2024 香港 ESG 獎：中小型企業特別獎 | 2024 ESG Award: Special Award for SME

歐達傢俱有限公司	Arredamenti Company Limited
達騰工業有限公司	Dayton Industrial Co., Ltd
信源智能有限公司	EnerRight Intelligent Limited
金朗科研有限公司	Golden Fine Research Limited
添成鈕扣有限公司	T & S Buttons Co. Ltd

「ESG 約章」倡導公司 ESG Pledge Advocate Programme Winners

獎項 Awards	企業 / 機構名稱 Companies/Organisations
銀鑽 Silver Diamond Certificate	恒益物業管理有限公司 Hang Yick Properties Management Limited
銀鑽 Silver Diamond Certificate	信和物業管理有限公司 Sino Estates Management Limited
銀鑽 Silver Diamond Certificate	偉邦物業管理有限公司 Well Born Real Estate Management Limited
銀 Silver Certificate	金茶王加盟店有限公司 Kamcha Franchising Concept Limited
銀 Silver Certificate	僑豐行有限公司 Kiu Fung Hong Ltd
銀 Silver Certificate	康業服務有限公司 Hong Yip Service Company Limited
銀 Silver Certificate	雷臨集團控股有限公司 Fulum Group Holdings Limited
銀 Silver Certificate	恒香老餅家有限公司 Hang Heung Cake Shop Company Limited
銀 Silver Certificate	昇捷管理服務有限公司 Synergis Management Services Limited

初賽評審委員會 Preliminary Judging Panel

陳家偉 榮譽勳章 Mr CHAN K W, Calvin, MH	香港中華廠商聯合會副會長兼香港品牌發展局主席 Vice President, the CMA cum Chairman of the BDC
馬介欽博士 銅紫荊星章 Dr MA Kai Yum, BBS	香港中華廠商聯合會常務副會長兼廠商會財務委員會及社會及公益事務委員會主席 Executive Vice President cum Chairman of the Finance Standing Committee and the Social and Community Affairs Committee, the CMA
盧金榮博士 銅紫荊星章 太平紳士 Dr Wingco LO, BBS, JP	香港中華廠商聯合會會長(初賽評審委員會主席) President, the CMA (Chairman of the Preliminary Judging Panel)
黃家和 銅紫荊星章 太平紳士 Mr WONG K W, Simon, BBS, JP	香港中華廠商聯合會副會長兼廠商會總務委員會主席 Vice President cum Chairman of the General Affairs Standing Committee, the CMA
駱百強 Mr LOK P K, Robert	香港中華廠商聯合會副會長兼廠商會工業發展基金有限公司董事局主席 Vice President, the CMA cum CMA Testing Board Chairman

決賽評審委員會 Final Judging Panel

何志誠工程師 Ir C S HO	決賽評審委員會主席, 香港品質保證局主席 Chairman of the Final Judging Panel, Chairman, Hong Kong Quality Assurance Agency
黃傳輝先生 太平紳士 Mr WONG Chuen Fai, JP	環境及生態局氣候變化專員 Commissioner for Climate Change Environment and Ecology Bureau
盧金榮博士 銅紫荊星章 太平紳士 Dr Wingco LO, BBS, JP	香港中華廠商聯合會會長 President, the CMA
張沁教授 Prof Karen Q CHEUNG	香港聯合國教科文組織協會會長 President of UNESCO Hong Kong Association
馬介欽博士 BBS Dr MA Kai Yum, BBS	香港中華廠商聯合會常務副會長兼香港品牌發展局副主席 Executive Vice President, the CMA cum Vice Chairman of the BDC
盧麗華博士 BA, MBA, MSc, DBA, MH Dr Miranda LOU, BA, MBA, MSc, DBA, MH	香港理工大學行政及拓展副校長 Executive Vice President, the Hong Kong Polytechnic University
陳祖恒議員 Hon Sunny TAN	香港生產力促進局主席 Chairman, Hong Kong Productivity Council



35 海馬牌床褥連續
年香港銷量冠軍
(1989-2023銷量調查)

31 海馬牌枕頭
年香港銷量冠軍
(1989-2001,2004-2005,2008-2009,2010-2023銷量調查)

恭賀七海化工(集團)有限公司
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2024 ESG Award ESG 獎



汪明荃
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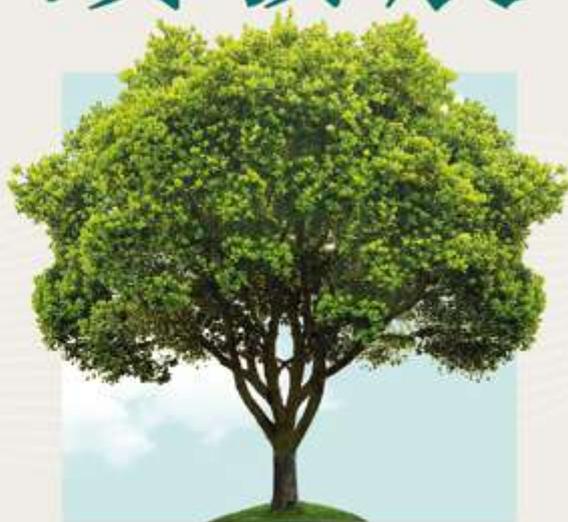
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- IP 203 知識產權商品化
- IP 204 知識產權管理人員實務工作坊
- IP 205 授權協議和議定使用費的注意事項

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CMA 檢定中心 助力「照護食」發展

CMA Testing: Raising Care Food Standards

全球人口正加速進入老齡化階段，幾乎每個國家老年人口的數量和比例都在持續攀升，我國也不例外。根據國家統計局發布的《中國統計年鑒 2024》及香港政府統計處的數據，2023 年內地 60 歲以上人口佔總人口的 15.4%，而香港這一比例更是高達 31.01%，數量超過 200 萬人。如何滿足這一龐大群體的需求、提升其生活質素，已成為全球面臨的共同課題。

The global population is ageing rapidly, with the number and proportion of elderly individuals rising in almost every country. The situation in China is no exception. According to the China Statistical Yearbook 2024, compiled by the National Bureau of Statistics, in 2023, people aged 60 and above accounted for approximately 15.4% of the Mainland's population. Data from Hong Kong's Census and Statistics Department show that in Hong Kong, this figure reached 31.01%, with the population aged 60 and above exceeding two million. Addressing the needs of this expanding demographic and improving their quality of life has become a pressing global challenge.

民以食為天，老年人亦不例外。然而，對於患有吞嚥困難的長者來說，享受一餐美食並非易事。根據香港大學吞嚥研究所的數據，香港約六成安老院舍的長者存在吞嚥困難的問題。其中，31% 的長者屬於「輕度」吞嚥困難，而「中度」和「嚴重」吞嚥困難的長者則分別佔 19% 和 11%。這表明幫助這些長者重拾飲食樂趣，已迫在眉睫。

制定「照護食」大灣區標準

實際上，國家已開始重視長者在飲食方面的困境。2023年10月底，國家民政部聯同24個部門發布了《關於進一步促進養老服務消費 提升老年人生活品質的若干措施》。該文件為養老服務的高質量發展提供了明確的方向，旨在滿足老年人服務需求，提升其生活品質。針對老年人吞嚥功能障礙可能引發的營養不良和誤吸問題，文件明確指出，將積極推動特殊醫學用途配方食品中增稠產品的審評審批，以滿足特殊人群的營養健康需求。

與此同時，香港在為吞嚥困難人士設計的「照護食」領域，尚未有統一的標準。為此，廠商會與香港社會服務聯會（社聯）攜手，發起了「照護食」大灣區標準的制定工作，這項工作將與粵港澳三地政府、業界和學者共同協作，確立統一標準，規範相關食品的生產流程，確保其安全性。統一標準的制定不僅能提高市場透明度，促進良性競爭，還將通過引入產品標籤，將「照護食」的軟硬度和黏度進行分級，幫助消費者更輕鬆地為家人選購合適的食品，從而提升照顧者和長者的生活質素。

檢測認證提升市場信心

在此背景下，企業通過檢測和認證來增強消費者信心，並搶佔市場先機的重要性愈加凸顯。廠商會屬下的CMA檢定中心，作為一家擁有超過40年經驗的第三方檢測機構，在食品安全檢測領域具有豐富的專業知識。CMA檢定中心與政府和業界保持着緊密合作，致力於平衡政、商、民三方需求，並確保產品符合市場標準及規範。對於「照護食」產品，CMA檢定中心能夠確保其符合健康與營養要求，成為產品進入市場前的關鍵合作夥伴。

推動技術創新與跨地區合作

展望未來，CMA檢定中心將致力於持續完善並推廣「照護食」標準，幫助業界進一步促進技術創新和產品多樣性。同時，CMA檢定中心將加強公眾教育，通過如「照護食」烹飪班等活動，提升大眾對「照護食」的認知與接受度。此外，CMA檢定中心還將強化與內地及國際的跨地區合作，推動更多研究與發展，以積極應對日益嚴峻的老齡化社會挑戰。🔍



Food is essential for everyone, but for seniors with dysphagia (swallowing difficulties), eating can be a significant challenge. According to the Swallowing Research Laboratory at the University of Hong Kong, approximately 60% of elderly residents in Hong Kong's nursing homes experience some form of dysphagia. Among them, 31% suffer from mild difficulties, while 19% and 11% are classified as having moderate or severe conditions, respectively. Helping seniors regain the pleasure of eating is, therefore, a critical issue.



Establishing GBA standards for care food

The Mainland has begun to prioritise the dietary needs of its ageing populations. In late October, the Ministry of Civil Affairs, along with 24 other departments, released a document aimed at promoting consumption in elderly care services and improving senior citizens' quality of life. This document provides a clear roadmap for developing high-quality elderly care services that meet the specific needs of older adults and enhance their overall well-being. Notably, it highlights the risks of malnutrition and aspiration associated with dysphagia and commits to expediting the evaluation and approval of thickening agents in foods for special medical purposes to address the nutritional needs of this vulnerable group.

In Hong Kong, however, there is currently no unified standard for care food specifically designed for individuals with swallowing difficulties. To bridge this gap, the CMA, in partnership with the Hong Kong Council of Social Service, is leading the development of Greater Bay Area (GBA) care food standards. This initiative involves collaboration between government agencies, industry stakeholders, and academic experts from Guangdong, Hong Kong, and Macao to establish a unified framework. The standards will regulate food production processes, ensuring safety, promoting market transparency, and fostering healthy competition. The standards will also introduce product labelling that classifies care food by texture and viscosity. This will make it easier for caregivers and families to select appropriate products for their loved ones, ultimately improving caregivers' and care recipients' quality of life.

Boosting consumer confidence

With the introduction of the GBA standards, testing and certification are becoming increasingly important for businesses seeking to enhance consumer confidence and secure a competitive edge. CMA Testing, a subsidiary of the CMA, brings over 40 years of experience in food safety testing to the table. By maintaining close communication with government bodies and industry players, CMA Testing ensures that products meet the necessary market standards and regulatory requirements. This dedication guarantees that care food products adhere to strict health and nutritional guidelines, establishing CMA Testing as a vital partner for businesses preparing to launch products into the market.

Innovation and collaboration

Looking ahead, CMA Testing will focus on refining and promoting the care food standards, fostering industry advancements in technological innovation and product diversification. To raise public awareness and understanding, the organisation will introduce initiatives such as care food



cooking classes, encouraging greater acceptance of care food products. CMA Testing will also strengthen inter-regional collaboration, driving further research and development to address the challenges of an ageing population.

僱主守法 勞保買足免刑責
Obey the Law
 Take out adequate Employees' Compensation Insurance cover

《僱員補償條例》規定，所有僱主，不論僱員全職或兼職（包括外籍或本地家庭傭工），合約期或工作時數的長短，必須投購足夠金額的僱員補償保險。若僱主不依法例投購僱員補償保險，可被檢控，一經定罪，最高可被判罰款十萬元及監禁兩年。The Employees' Compensation Ordinance provides that all employers are required to take out adequate employees' compensation insurance cover for their employees, regardless of whether they are full-time or part-time (including foreign or local domestic helpers), their contract periods or length of working hours. An employer who fails to comply with the Ordinance to secure an insurance is liable to prosecution and, upon conviction, to a maximum fine of \$100,000 and imprisonment for two years.

僱員如懷疑僱主未有投購僱員補償保險，可向勞工處舉報，電話：
An employee who suspects that his/her employer has not taken out employees' compensation insurance could report to the Labour Department by phone:

2815 2200





CEPA 服貿新修訂協議 引領國家走向高品質開放之路

CEPA Amendment Agreement II: A Path to High-quality Opening-up

時隔約五年，香港特區政府與國家商務部再次對《〈內地與香港關於建立更緊密經貿關係的安排〉（CEPA）服務貿易協議》進行修訂，於10月9日簽署了第二份修訂協議（《修訂協議二》），令內地對港服務貿易開放的深度和廣度得以進一步擴展。

After five years, the HKSAR government and the Ministry of Commerce have again amended the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) Agreement on Trade in Services, signing Amendment Agreement II on 9 October. This amendment expands the depth and breadth of the Mainland's opening-up of its services trade to Hong Kong.

《修訂協議二》於簽署之日起生效，將於明年3月1日起正式實施，多項條款回應了本港業界的訴求，更涵蓋多項重要的制度創新。部分開放措施還會在粵港澳大灣區先行實施，反映中央一如既往地高度重視大灣區在內地對外開放的先行先試作用。

放寬香港服務業准入限制

《修訂協議二》中，針對香港具優勢的多個服務領域，例如金融、建築及相關工程、檢測和認證、電信、電影、旅遊服務等推出加碼的擴大開放措施。此外，還對從事建築及相關工程、會計、醫療及牙科、教育等領域的專業人士和相關企業進一步放寬資歷要求和資格考試限制，有利香港企業和專業人士以更便捷和優惠的條件開拓內地市場，從而提升內地服務業發展的競爭力，達至「雙贏」。

同時，《修訂協議二》亦為從事廣告、檢測和認證、電影、銀行、旅遊等領域的香港業界「拆牆鬆綁」，放寬他們在內地的業務範圍限制，擴闊了這些行業的發展空間。以檢測認證行業為例，本次修訂「再跨一步」，全面取消香港檢測認證機構在內地從事中國強制性產品認證（CCC）檢測以及認證業務的地域限制，令他們的服務覆蓋範疇可擴展至從境外進入內地消費市場的商品，有助發揮香港檢測認證機構的公信力以及與國際接軌的優勢，鞏固、提升香港作為亞太區檢測認證中心的地位。

推動制度創新鞏固香港優勢

制度方面，《修訂協議二》中多項改革有助促進內地營商環境的優化，亦兼顧和配合了香港經濟及產業發展的當前需要，特別是契合香港打造「八大中心」的定位，凸顯了國家對香港經濟轉型的實質性支持。

例如，「港資港法」由深圳前海擴大至大灣區試點城市經營的港資企業，而「港資港仲裁」則由廣東自貿區延伸至大灣區珠三角九市的港資企業，這將極大增強港商在內地市場投資及營商的信心保障，同時有助於大灣區建立更加國際化、市場化和法治化的營商環境。另一方面，「港法擴用」更可充分發揮香港在國際法律及爭議解決服務方面的獨特優勢，為香港法律服務及仲裁行業創造更多業務機遇，有利於香港打造成為亞太區的主要國際法律及爭議解決服務中心。

另外，《修訂協議二》在大部分領域均取消香港服務提供者須在本港從事實質性經營3年的規定，令香港初創企業可以盡早享受CEPA的優惠待遇，為香港創科產業發展加添動力，更可成為特區

政府在對外招商引資時的新「賣點」，吸引更多外資企業及國際人才來港經商和落戶，增強香港的中介功能。

大灣區試點探索開放新路徑

儘管此次新協議的大部分開放措施在內地全境實施，但當中亦有部分開放措施會在大灣區先行實施，例如放寬建築及工程服務企業的市場准入、優化跨境理財通的業務試點等。同時，新協定亦增加了香港入境廣東的外國旅遊團的免簽政策適用的入境口岸，並擴大停留區域至廣東省全省範圍，體現了中央對香港打造「一程多站」旅遊產品的支持。

總的來看，CEPA實施21年以來，不僅承載着加強香港與內地經貿合作的重任，亦見證兩地經貿合作正不斷邁上新的里程碑，為兩地經濟的深度融合和發展「開疆拓土」。在國家推動制度型開放的新形勢之下，大灣區將繼續肩負加強內地與香港在規則銜接和制度對接的試驗場角色，為國家新一輪擴大開放探索新的路徑。🇭🇰

資料來源：廠商會政策研究部



圖片來源：政府新聞處
Source: Information Services Department

Amendment Agreement II will be formally implemented on 1 March 2025. Many clauses respond to the appeals of Hong Kong’s business sectors and include significant system innovations. Certain opening-up measures will also be implemented first in the Greater Bay Area (GBA), demonstrating the area’s pilot role in the nation’s opening-up efforts.

Relaxing entry restrictions

Amendment Agreement II introduces enhanced and expanded opening-up measures targeting several service sectors in which Hong Kong enjoys advantages, such as finance, construction and engineering, testing and certification, telecommunications, film, and tourism. It also relaxes qualification requirements and qualification examination restrictions for professionals and enterprises

engaged in construction and engineering, accounting, medical and dental services, and education, among other fields. By helping Hong Kong enterprises and professionals explore the Mainland market under more convenient and preferential conditions, while enhancing the competitiveness of the Mainland’s service sector development, the amendment creates a “win-win” situation.

The amendment also removes barriers for Hong Kong industries engaged in advertising, testing and certification, film, banking, and tourism as it relaxes limitations on their business scope in the Mainland and broadens their development opportunities. For instance, the geographical restrictions on Hong Kong testing and certification bodies engaging in China Compulsory Certification (CCC) testing and certification businesses in the Mainland will be completely removed. This allows the service coverage of these businesses to extend to overseas goods entering the Mainland market, solidifying Hong Kong’s position as a testing and certification hub in the Asia-Pacific region.



Driving institutional innovation

The amendment initiative underscores the nation's concrete support for Hong Kong's economic transformation. Several of its reforms aim to optimise the Mainland's business environment and address needs associated with Hong Kong's economic and industrial development, especially with its goal of becoming Eight Centres.

For example, the measures that allow "Hong Kong-invested enterprises to adopt Hong Kong law" and "to choose for arbitration to be seated in Hong Kong" will be extended to the entire GBA, offering Hong Kong businesses flexibility and convenience. These measures will significantly increase Hong Kong businesses' confidence in investing in the Mainland and will contribute to a more international, market-oriented, and law-based business environment in the GBA.

The expanded application of Hong Kong law can fully leverage Hong Kong's unique advantages in international legal and dispute resolution services. This will create more business opportunities for Hong Kong's legal services and arbitration industries and contribute to the city's development as a major international legal and dispute resolution service centre in the Asia-Pacific region.

Amendment Agreement II also removes the three-year operational requirement for Hong Kong service suppliers to engage in substantive business operations in Hong Kong across most sectors. This alteration will allow Hong Kong start-ups to sooner enjoy preferential treatment under the CEPA and encourage international enterprises and talent to establish a presence in Hong Kong and explore the Mainland market. Both developments will strengthen Hong Kong's roles as a "super connector" and "super value-adder".



GBA pilot schemes to explore opening-up

While most of the amendment's opening measures will be implemented across the Mainland, several will initially be rolled out within the GBA. Such measures include easing market entry requirements for construction and engineering service providers and enhancing the Cross-boundary Wealth Management Connect Pilot scheme. The agreement also expands visa-free entry for foreign tour groups travelling from Hong Kong to Guangdong by adding more boundary control points and broadening the permissible travel area to encompass the entire Guangdong province. This change reflects the Central Government's backing of Hong Kong as a core demonstration zone for multi-destination tourism.

Over the past 21 years, the CEPA has strengthened economic and trade cooperation between Hong Kong and the Mainland, paving the way for deeper economic integration and development. Under the new national drive for institutional opening-up, the GBA will continue to serve as a testing ground for aligning rules and systems between the Mainland and Hong Kong. 港通

Source: Research Department of the CMA



ECONOMY

內地首部民營經濟促進法成型 為民企保駕護航

Draft Law on Private Sector Promotion Set to Boost Business Confidence

民營經濟是推動中國經濟增長的重要動力，但近年發展卻遭遇瓶頸。為重新激發民營經濟的活力，國家司法部和國家發展改革委員會（國家發改委）於10月公布《民營經濟促進法（草案徵求意見稿）》（草案）。作為內地首部專門針對民營經濟的法律，這部法案一旦落實，將對內地民營經濟的發展具有深遠影響。

The private sector has long been a key driver of China's economic growth, but it has faced numerous challenges in recent years. To rejuvenate the private economy, in October, the Ministry of Justice and the National Development and Reform Commission (NDRC) published a draft of the Law to Protect and Promote Private Economy. Once adopted, this will be China's first comprehensive law dedicated to the development of the private sector, with the potential to significantly impact the sector's trajectory.

改革開放以來，民營企業撐起了國民經濟的「半邊天」，坊間對其重要性早有「56789」之說，即民營經濟貢獻了50%以上的稅收、60%的本地生產總值、70%的技術創新成果、80%的城鎮就業職位、以及90%以上的企業數量，其健康發展對內地經濟長遠繁榮、科技創新乃至社會長治久安的重要性不言而喻。

民企疲弱 多項政策促進發展

然而，全球經濟復甦滯緩，內地有效需求不足，加上前兩年內地政府對民營企業集中的行業進行監管與整頓，令民營企業的營商信心和增長實績雙雙陷入低谷，民間投資佔比和增速均大幅縮水。為扶持民營經濟走過這個脆弱階段，國家自2023年年中開始圍繞「保民企，撐民企」推出了一系列強而有力的措施，除了為民營經濟的長遠發展構建友善有利的環境，更是希望重啟這個經濟引擎，助力實現短期GDP增長的目標。

《民營經濟促進法（草案徵求意見稿）》的出台，標誌着促進民營經濟的法律體制已進入「最後一里路」。草案的77條條文涵蓋八大方面，包括明確的總體要求、保障公平競爭、改善投融資環境、支持科技創新、注重規範引導、優化服務保障、加強權益保護和強化法律責任等，力求讓民營經濟在有序發展的前提下增加投資動力和激發活力。

完善草案 提升民企法律地位

廠商會認為，草案內容亮點紛呈。首先，《民營經濟促進法》（法案）是首部開宗明義為支持民營經濟發展而制定的法律，確認和宣示民營經濟對社會發展的重要性，有助鞏固和提升民營經濟的法律地位。其次，法案強調要透過對公權力的合理制約來促進民營經濟健康發展，確保行政權得到恰當的行使，為民營企業進行平權和維權夯實了法律基礎。

同時，草案還為民營企業發展新質生產力掃除了多個「絆腳石」。例如，針對政策落實和行政服務供給存在短板的問題，草案提出多項措施，包括推動開放市場准入標準，推進公平競爭，並改善融資環境和實施差異化監管等。同時，草案還著眼於紓解訊息不對稱的問題，支持民營經濟組織對開放的公共數據資源依法進行開發利用，增強數據要素共享性、普惠性，前瞻性地為處理民營企業在數字經濟環境中的平權問題奠下基礎。另外，草案中亦指出要加強知識產權保護，為民營企業實現科技成果的商品化及其相關收益提供更穩固的制度保障，亦凸顯了中央對民營企業發展新質生產力的支持。

範圍爭議 呼籲明確港資身份

值得一提的是，在草案公共諮詢期間，關於港澳企業應否歸類為民營經濟組織的議題引起了熱烈討論。有意見指，「國有」、「民營」、「外資」三種類型往往被並列提及，港資企業因其「外資」身份宜被排除在民營經濟組織的定義之外。但根據意見稿「附則」第七十六條的定義，「民營經濟組織是指在中華人民共和國境內依法設立的由中國公民控股或實際控制的營利法人、非法人組織和個體工商戶，以及上述組織控股或實際控制的營利法人、非法人組織」。該條款同時指出，「民營經濟組織涉及外商投資的，亦適用外商投資法律法規的相關規定」。基於法理邏輯的推導，大多數港資企業無論是從投資者的國籍所屬還是「準外資」特性這兩個層面來看，其作為民營經濟組織的身份具有內在的合理性。

廠商會認為，草案中所聚焦的民營經濟發展痛點，不少正正是港澳企業當前普遍面臨的共性問題；將這部新法一併適用於港澳企業亦是務實而恰當之舉。在《民營經濟促進法》的最終定稿中，若能明確將港澳資企業納入法律的適用範圍，對提振港澳資企業這個至今仍是內地最大外來投資來源群體的營商信心、推進國家高水平開放，以及完善我國市場經濟基礎制度、締造更加公平和更具活力的市場環境，無疑都有積極的現實意義。



資料來源：廠商會政策研究部

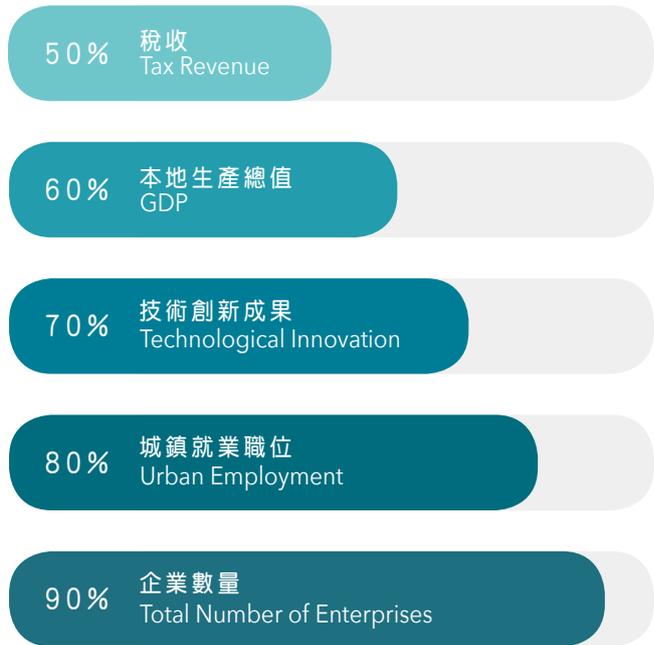


Since the reform and opening-up period, private enterprises have become the cornerstone of China's national economy. Their importance is often summarised as "56789", representing the private sector's contribution to over 50% of tax revenue, 60% of gross domestic product (GDP), 70% of technological innovation, 80% of urban employment, and more than 90% of the total number of enterprises. A healthy private sector is crucial to the long-term prosperity of China's economy, technological progress, and social stability.

Multiple policies to boost the private sector

The private sector has been hit hard by weak domestic demand, government regulatory actions, and the global economy's sluggish recovery over the past two years. These factors, along with restructuring efforts within key industries, have led to a significant decline in private investment and growth rates. In response, since mid-2023, the Central Government has introduced a series of robust measures to support private enterprises through these difficulties. These policies aim to create a favourable environment for the private sector's long-term growth while stimulating GDP.

The release of the draft law represents a significant step towards establishing a legal framework for private sector promotion. The 77-article draft, which adopts a pragmatic and problem-oriented approach, covers eight major areas. These include defining broad objectives, ensuring fair market competition, improving the investment and financing environment, supporting technological innovation, optimising services for private enterprises, and strengthening the protection of their rights and interests. The draft also includes provisions to improve regulatory oversight and clarify legal responsibilities.



Elevating the legal status of private enterprises

The CMA views the draft law as a landmark achievement that underscores the institutional development and advancement of the private economy. The Law to Protect and Promote the Private Economy is the first legislation of its kind, affirming the private sector's crucial role in social and economic development and elevating its legal standing. It also emphasises the need to foster healthy private sector growth by balancing public power, ensuring the proper application of administrative authority, and reinforcing equal rights and protections for private businesses.

Importantly, the draft law seeks to remove several obstacles that have hindered the growth of new quality productive forces in the private sector. For example, to address issues related to policy implementation and administrative services, it proposes measures such as expanding market access, promoting fair competition, improving the investment and financing environment, and adopting differentiated regulatory approaches. The law also aims to reduce information asymmetry by supporting private enterprises in legally utilising public data resources, enhancing data sharing, and addressing equal rights concerns for private enterprises in the digital economy. As the draft underscores the importance of intellectual property protection, it provides a strong institutional framework for technology commercialisation and its associated returns.



Clarifying the status of Hong Kong-funded enterprises

During the public consultation period, considerable attention was drawn to the classification of Hong Kong- and Macau-funded businesses as private enterprises. Some argued that because the categories of state-owned, private, and foreign enterprises are often mentioned together, Hong Kong-funded businesses, due to their quasi-foreign status, should not be considered private entities. However, Article 76 of the draft's supplementary provisions defines private entities as those established in the country and controlled or held by Chinese citizens. It also states that "if private entities involve foreign investment, the relevant provisions of foreign investment laws and regulations shall also apply." Based on this legal reasoning, most Hong Kong-invested enterprises could be considered private economic entities, given their nationality and quasi-foreign nature.

The CMA believes that many of the challenges faced by private enterprises, as highlighted in the draft, are common to Hong Kong and Macau businesses. Therefore, extending the application of this new law to Hong Kong- and Macau-funded enterprises is practical and appropriate. Including supplementary provisions to explicitly recognise these businesses within the law's scope would boost the businesses' confidence. Hong Kong- and Macau-funded enterprises constitute the largest source of foreign investment in Mainland China, so their inclusion would support the country's high-level opening-up efforts, enhance China's basic socialist economic systems, and create a fairer, more dynamic market environment. 

Source: Research Department of the CMA



DIGITAL MARKETING

中小企電商指南： 掌握高效數碼行銷策略

Mastering Effective Digital Marketing Strategies for SMEs

在經濟下行和消費行為深度改變的雙重衝擊下，很多中小企正面對經營困境。所謂「窮則變，變則通」，在大數據、科技、人工智能發展正盛的年代，中小企自救之路必然離不開數碼化。為協助企業掌握高效的數碼營銷策略，香港品牌發展局早前舉辦研討會，邀得市場策劃專家分享最新數碼推廣趨勢與當前挑戰。

Amid the dual impact of an economic downturn and significant shifts in consumer behaviour, many small and medium-sized enterprises (SMEs) are grappling with operational challenges. The adage "change is the only constant" resonates strongly in today's landscape. In this era marked by rapid advancements in big data, technology, and artificial intelligence, the road to recovery must involve digital transformation. To help businesses remain relevant and to drive growth in the digital world, the Hong Kong Brand Development Council organised a seminar on mastering effective digital marketing strategies.

數碼行銷近年成為品牌提升知名度、增強顧客黏性和促進銷售的重要手段。對於香港眾多中小企業而言，積極運用數碼渠道來推廣產品和服務，將大大提升其競爭力。

高質量內容行銷成效顯著

香港數碼市場策劃有限公司聯合創辦人譚景鴻表示，消費者行為和市場需求正在快速變化，千禧年代和 Z 時代的消費者逐漸成為購買主力軍，他們習慣在網絡上獲得產品及服務的相關資訊，因此企業需適應這些變化。譚景鴻認為，中小企應該重視線上品牌形象的建立，有吸引力、具備良好的用戶體驗和易於導航的界面的網站是基礎。

他續指，社交媒體平台也是建立品牌形象的重要渠道，企業可以在平台上積極與消費者互動，分享相關的內容和資訊，而高質量的內容是吸引與留住顧客的關鍵。中小企可定期分享有價值的內容，如文章、圖片、視頻等，為潛在顧客提供所需的信息，還能展示企業的專業性。譚景鴻舉例指，專注健康產品的中小企可以撰寫與健康相關的文章，分享產品的使用方法及效果，或是邀請專家進行訪談，這些內容不僅能引起目標受眾對產品的興趣，還能提升對品牌的信任度。

利用數據分析進行精準營銷

譚景鴻指，高質量的內容固然重要，但數據分析才是高效數碼行銷的核心。他建議中小企運用 Google Analytics 等不同的數據分析工具來追蹤網站訪問者的行為，包括他們的訪問來源、網頁停留時間和購買行為的轉換率。通過這些數據，企業可以更好地理解顧客的需求和偏好，並根據這些信息來調整行銷策略。

此外，企業還可以利用客戶關係管理 (CRM) 系統來收集和分析顧客數據，根據顧客的購買歷史和偏好，企業可以制定針對性的促銷活動，從而實現個性化的行銷，進一步提高轉化率 (CVR)。

社交媒體廣告宜與 SEO 結合

另外，搜索引擎優化 (Search engine optimisation, SEO) 和在社交媒體投放廣告也是兩個重要的推廣渠道。譚景鴻分享指，SEO 是提升網站流量的重要手段，企業可優化關鍵詞，確保企業網站在搜索結果的排名更靠前。不過，他提醒，SEO 網站排名涉及多方面的因素，包括內容質素、載入速度、反向連結和競爭對手的表現等等，因此見效時間較長，或需一年時間，企業需要耐心經營。

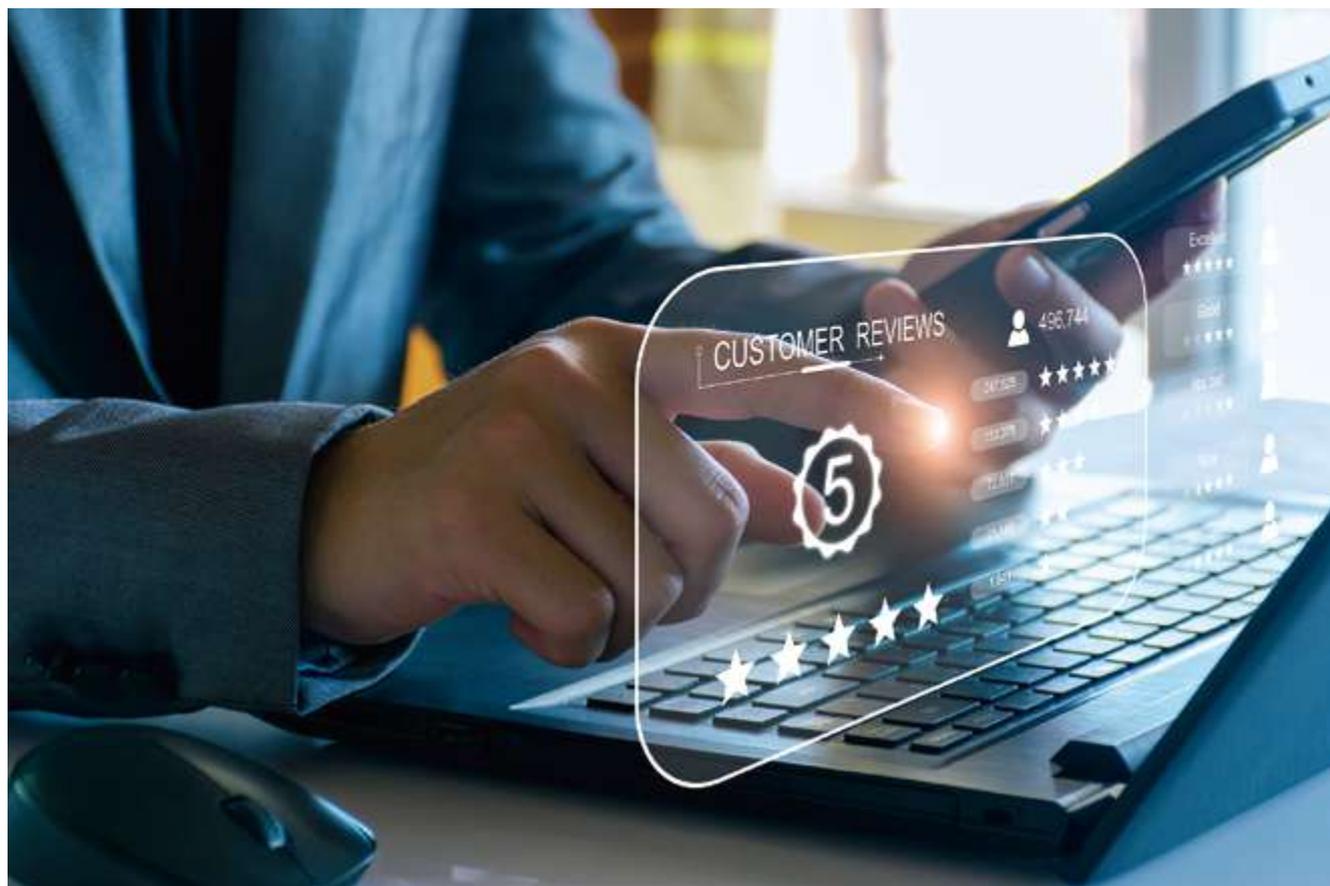
為提升推廣效率，企業可以考慮將 SEO 與社交媒體廣告結合，例如 Facebook、Instagram 等平台能提供的定位功能，使企業能夠針對特定的人群投放廣告，達到更高的曝光率和轉化率，從而提升營銷效果。

最後，譚景鴻提醒行銷人員，數碼行銷是一個不斷變化的領域，中小企應該保持對新技術和新趨勢的敏感度，持續學習並調整營銷策略，才能在激烈的市場競爭中脫穎而出，實現業務的可持續發展。🚀



香港數碼市場策劃有限公司聯合創辦人譚景鴻指，企業需適應市場變化以吸引新世代消費者
Mr Chris Tam, co-founder of Strategic Digital Marketing Company Limited, said businesses need to adapt to market changes to attract new generations

Digital marketing has become a crucial tool for enhancing brand visibility, fostering customer loyalty, and driving sales growth. By using digital platforms to proactively promote products and services, SMEs in Hong Kong can markedly elevate their competitive edge.



High-quality content brings remarkable results

In the rapidly evolving landscape of consumer behaviour and market demand, millennials and Gen Z are emerging as key consumers. Mr Chris Tam, co-founder of Strategic Digital Marketing Company Limited, emphasised that businesses need to adapt to these consumers' reliance on online information for products and services. Tam suggested that SMEs prioritise the establishment of a strong online brand presence. In particular, they should ensure that their websites are well designed and offer an excellent user experience.

Tam stressed that social media platforms are essential channels for brand building as they allow businesses to actively engage with consumers and share product content. To attract and retain customers, businesses must provide high-quality content. He recommends that SMEs regularly share valuable content, such as articles, images, and videos, to offer potential customers relevant information and to demonstrate the business's expertise. An SME focused on health products, for example, could feature expert interviews or create health-related articles on product usage guides and outcomes. Such content can capture the target audience's interest and bolster brand trust.



Data analysis for targeted marketing

While high-quality content is crucial, Tam underscored that data analysis is at the heart of effective digital marketing. SMEs should utilise Google Analytics or other data analysis tools to track website visitor behaviour, including traffic sources, time spent on pages, and conversion rates for purchases. These data help businesses understand customer needs and preferences, allowing them to adjust their marketing strategies accordingly.

Businesses can also leverage customer relationship management (CRM) systems to collect and analyse customer data. Based on purchase history and preferences, these systems can help businesses tailor promotional campaigns for personalised marketing, further enhancing conversion rates.



Integrating social media advertising with SEO

Search engine optimisation (SEO) and social media advertising are two other important promotional channels. Tam explained that by employing SEO, businesses can optimise relevant keywords to boost their websites' ranking in search engine results and so increase website traffic. However, because SEO ranking involves various factors, including content quality, loading speed, backlinks, and competitors' performance, it can take time to see results – potentially up to a year.

To enhance promotional efficiency, businesses can consider combining SEO with social media advertising, such as targeted advertising through Facebook ads and Instagram ads, to increase visibility and conversion rates. The targeting features offered by these platforms allow businesses to reach specific demographics, which enhances marketing effectiveness.

As Tam noted, digital marketing is a constantly evolving field. SMEs should stay attuned to new technologies and trends, continuously learning and adapting their marketing strategies to stand out in a competitive market and achieve sustainable business growth. 

ESG

綠色投資為香港企業帶來機遇

Green Investment Brings Business Opportunities

可持續發展已成為當今社會各界的共同目標，持份者對企業及其淨零排放目標提出更多要求，綠色金融因而成為熱門議題，各類與 ESG 相關的金融產品正以倍數增加，為企業實現綠色增長提供不同的融資選擇。廠商會早前舉辦講座，介紹 ESG 融資及各項解決方案。

Sustainable development is a shared goal of all sectors of society today, and stakeholders are placing increasing demands on businesses and their net-zero emission targets. Green finance, which could help businesses achieve green growth, has become a hot topic, leading to a surge in financial products related to environmental, social and corporate governance (ESG). Recently, a seminar was held to introduce ESG financing and various solutions available to businesses.

滙 豐香港工商金融可持續金融主管吳嘉鈺指，不少企業正積極探索綠色融資，且用途正愈趨多元化。目前市場上的可持續融資方案主要包括「綠色貸款」和「可持續發展表現掛鉤貸款」。

按需選擇融資項目

其中，「綠色貸款」的資金必須用於指定的綠色項目，吳嘉鈺提醒有意申請此類貸款的企業須留意三點，「第一，公司要先進行內部評估，確保項目是否合適進行綠色融資；第二，要做好資金管理，確保能夠追蹤資金流向；第三，適當的信息披露，最少每年一次向持份者匯報進展。」

至於「可持續發展表現掛鉤貸款」則較具彈性，適用於一般企業的營運支援。吳嘉鈺指，銀行在批款前會與貸款企業訂下若干與可持續發展相關的績效指標 (KPI)，例如碳排放量、用水量、職工安全與員工培訓、管理層的男女比例等。「貸款利率與企業表現掛鉤，達標數目越多，還款額越少；相反，若未能達標，銀行或會調高利率。貸款企業亦要做好信息披露，向持份者負責，其表現亦須取得第三方認證。」

ESG 投資具長遠價值

吳嘉鈺認為，港商普遍樂意把可持續發展融入業務營運的原因之一是，海外買家及企業開始從環境保護、社會責任及企業管治三方面對合作夥伴進行評分，而相關分數會影響商業合作決定；其次，愈來愈

多企業了解到，引入節能減排設備能夠大幅降低日常營運開支，且投資多能在短時間內回本。同時，實踐 ESG 能夠為企業及品牌形象加分，贏得持份者及公眾的支持，創造長遠價值。

她建議，中小微企作為香港商界的重要組成部分，應把握粵港澳大灣區發展和「一帶一路」建設帶來的龐大機遇，合理利用市場提供的綠色金融工具，借力進行升級轉型，達至可持續發展。[\(圖\)](#)



吳嘉鈺指，港商普遍樂意把可持續發展融入業務營運
Ms Carrie Ng noticed that Hong Kong businesses are increasingly willing to integrate sustainable development into their operations

Ms Carrie Ng, Head of Sustainable Finance, Commercial Banking, HSBC Commercial Banking Hong Kong, highlighted the growing interest in green financing and its diverse applications. Currently, the sustainable financing solutions offered in the market primarily include green loans and sustainability-linked loans.

Selecting financing projects based on needs

For green loans, the funds must be used for designated green projects. Ng reminded companies intending to apply for such loans to consider three aspects: "First, the company should conduct an internal assessment to determine whether the project is suitable for green financing; second, it should ensure effective fund management to track the flow of funds; and third, it should provide appropriate information disclosure to stakeholders at least once a year."

Sustainability-linked loans are more flexible and applicable to general business operations. Ng explained that before approving a loan, banks will set a number of sustainability-related key performance indicators (KPIs) with the borrowing company, such as carbon emissions, water consumption; occupational safety, employee training, and the male-to-female ratio of management. "The loan interest rate is linked to the company's performance. The more targets

achieved, the lower the repayment amount, and vice versa. Borrowers must also ensure proper information disclosure and accountability to stakeholders. In addition, third-party certification is required to verify that targets are met."

ESG investing offers long-term value

Ng noticed that Hong Kong businesses are increasingly willing to integrate sustainable development into their operations. One reason for this shift is that overseas buyers and companies are beginning to rate their partners based on ESG criteria, and these scores will influence business decisions. Besides, more and more companies understand that investing in energy-saving and emission-reduction equipment can significantly reduce daily operating costs, and such investments can often pay for themselves in a short period. ESG initiatives can also enhance corporate image, garner support from stakeholders and the public, and create long-term value.

Ng encourages SMEs, a vital part of the Hong Kong business community, to seize the enormous opportunities brought by the development of the Guangdong-Hong Kong-Macao Greater Bay Area and the Belt and Road Initiative. By leveraging the green financial tools available in the market, they can upgrade and transform to achieve sustainable development. 



廠商會舉辦講座，向中小企介紹 ESG 融資及各項解決方案
The CMA held a seminar to introduce ESG financing and various solutions to SMEs

略攝影服務社

黑白銀鹽

Reviving
Hong Kong's
Past :

The Silver Halide Legacy
細述香江昔日歲月

置身在「鍾文略攝影工作室」，仿如走進時光隧道，牆上一幅幅舊相片記載着上世紀香港的時代特點和市民生活，令如煙往事在腦海中逐步變得清晰。為將香港的過去重現人們眼中，工作室主理人鍾易理（Stanley）致力整理其父、已故攝影大師鍾文略的作品，並以銀鹽沖印工藝重現昔日香江的風土人情，讓凝聚在相片中的故事和情感得以傳承下去。

Stepping into James Chung Studio feels like entering a time capsule. The walls are adorned with vintage photographs that capture the essence of life in Hong Kong over the course of the last century. Determined to preserve these moments, Stanley Chung, the studio's owner, is committed to safeguarding the work of his late father, renowned photographer James Chung. Through the art of gelatin silver printing, Stanley revives the culture and stories of a bygone era, allowing the emotions embedded in the photographs to be passed down through generations.



數碼攝影的強勢崛起，令菲林逐漸淡出歷史舞台，也令銀鹽沖印技術走向式微，成為少數人掌握的專業技能。不過，銀鹽工藝的細膩階調與溫潤的材質觸感，和伴隨相片顆粒感而來的懷舊感，仍令時下不少攝影發燒友愛不釋手，這項工藝的魅力之大可見一斑。

銀鹽技藝 呈現懷舊感覺

現年 68 歲的 Stanley 是香港現時少數的銀鹽相片沖印師，他介紹說，菲林化學感光材料主要成分是鹵化銀，屬於「鹽」化學分類，故稱為銀鹽，利用這種成分沖印的技術就被稱為銀鹽沖印。現時，許多年輕人對這項技術的了解來自於電影：在昏暗的房間中，用夾子輕輕晃動浸在藥水中的相紙，再將相紙置於架子上晾乾，這成為不少人對這項沖印技術的初印象。

說起來容易做起來難，銀鹽沖印的過程其實十分繁複。首先，為製作出比菲林尺寸更大的相片，要把底片放入光投影機，把負片影像放大，再透過粒子進行對焦及調整，然後按下計時器，相紙便開始感光，

將影像曝光在相紙上。隨後，沖印師要再憑經驗為相片進行調色，將相紙在不同氣味刺鼻的藥水盆間移動，同時需注意移動膠盆時的力度，讓藥水平均分布在相紙上，經歷顯影、急制、定影，最後用清水水洗照片，才算完成了「洗」相過程。

Stanley 介紹說，「在沖印過程中，房間溫度、藥水配比等條件不同，會令照片最後所呈現出的色澤、對比、顆粒、亮度都有不同，就算是同一格菲林，曬出來效果也不盡相同，這便是銀鹽沖印的魅力所在。」他又指，這種沖印較數位印刷更接近人類肉眼看見的樣子，不生硬且飽富生活感，較數碼打印的效果更佳。



Stanley (左) 與父親鍾文略 (受訪者提供)
Stanley (left) with his father, James Chung (Provided by the interviewee)

傳承技藝 留存情景感情

談及堅守這份技藝的原因，Stanley 表示，除了想傳承這門沖印技術，另一方面是想在數碼沖印的洪流下，將凝聚在父親遺下菲林中的故事和感情，和昔日香港的景象流傳下去，這也成為了他堅持這份使命的動力。

「一出世，我身邊已全是菲林。」Stanley 回憶道，「小時候跟着爸爸到處拍照，做御用模特兒，就是為了吃雪糕。」不過，這段「打工」過程並不輕鬆，他要跟着爸爸從北角沿電車路步行到西環，在烈日下站兩至三小時，卻不知道爸爸拍到了什麼，「那時候心裡只想着：『快一點』，『還未行？』，『可以了吧』。」時至今日沖印爸爸拍攝的底片時，Stanley 才發現爸爸的作品無論取材、構圖、光影、質感皆有深意，是過去情景和感情的完美縮影。

及到 Stanley 8 歲時，父親鍾文略經導演李翰祥介紹，加入時稱國際電影懋業有限公司的國泰機構（香港）有限公司做攝影師，Stanley 便也充當了父親的助手，年少的洪金寶及「七小福」戲班，還有周潤發、梁醒波等，都曾是父子倆鏡頭下的人物。

耳濡目染 走上攝影之路

自幼受父親熏陶的 Stanley，自然而然地也愛上攝影並入了行，但始終捉摸不到攝影的奧妙，「爸爸攝影憑經驗直覺，難以言傳，我只能略為『偷師』一二。」為了提升攝影造詣，他索性跑去學習平面設計，尋找父親不能言傳的「感覺」；更曾遠赴日本，成為攝影名師中村的助手，終於摸索出了自己獨到的攝影心得。

由於當時做攝影很有「錢途」，Stanley 對攝影的興趣便越來越濃厚，「日薪有 300 元，一星期做 3、4 日，收入就十分可觀。」在高峰期，Stanley 還買下對面單位，與父親打對台，各有各影。無論是商業攝影、明星劇照，還是龍舟競渡，他都組織攝影隊拍攝，他笑言，「那時我和爸爸的生意都十分紅火，難分勝負。」



1957 年鍾文略與友人合資購入人生第一部相機 Rolleicord Vb F3.5，當時售價 200 元，後來為了參加沙龍，他典當了相機買相紙，最後贏得比賽，獎品竟是同一款相機，後將典當了的舊相機贖回，便有了兩部 Rolleicord Vb F3.5

In 1957, James Chung and his friends pooled \$200 to purchase his first camera Rolleicord Vb F3.5. Later, he pawned the camera to fund his entry into a salon contest, ultimately winning the competition with the same camera as the prize. He then redeemed the camera he had pawned

沖印舊相 講述香港舊事

到 2018 年父親離世，Stanley 也決定退下來，整理父親遺下的數以萬計的菲林，以銀鹽沖印技術還原舊照片。他說，父親初時多拍攝唯美的線條構圖，大師級的攝影技巧在數十年後仍被攝影愛好者爭相仿效，例如拍攝石硤尾邨「天空之境」的技巧、在尖沙咀火車站候車室借助日光拍出人們倒影等，都成為攝影教材。

而後在老前輩提點下，父親轉而拍攝具有寫實意味的照片，反映社會實況。「五、六十年代的香江，沒有那麼多高樓大廈，民風純樸，爸爸的底片記錄了那時香港社會的真實樣貌。」例如，攝於柴灣街頭的《食水難》，反映了當年全港制水，每天只供水兩小時的苦況。這張照片也讓父親鍾文略奪得由香港攝影學會主辦「國際沙龍」銀像獎。其他照片如《送外賣》、《窮家孩子拾荒》、《雨中拉車》、《長辮子媽姐》，還有遍布山頭的木屋區等等，也在本港及內地展出過。

談到近期計劃，Stanley 透露正在籌備海外及內地的作品展覽，還想將部分作品數碼化，加入人工智能 AI 技術，令照片「活」起來，變成影片一般，讓人們通過更生動的方式細味昔日香港的街景和日常。此外，未來他還想在家鄉新會設立鍾文略攝影紀念館或博物館，保存父親的作品，讓更多人看到香港過去的故事。📷

《食水難》被公認為最能反映該時代艱辛的一張感人作品（受訪者提供）

"Precious Water" is considered a powerful reflection of the era's hardships (Provided by the interviewee)





鍾文略的作品反映了香港五、六十年代的社會實況（受訪者提供）
James Chung's works reflect the social realities of Hong Kong in the 1950s and 1960s (Provided by the interviewee)

In a world dominated by digital photography, film—and, by extension, gelatin silver printing—has gradually faded into the background. Yet the delicate tones, warm textures, and nostalgic grain of gelatin silver prints continue to captivate photography enthusiasts, keeping the technique alive.

A sense of nostalgia

Stanley Chung, now aged 68, is one of Hong Kong's few remaining technicians specialised in silver halide, the key component of traditional film photography. The process of developing photos with silver halide is known as gelatin silver printing. Younger generations are often introduced to this method through film scenes in which a character, in a dimly lit room, gently sways photo paper in chemical baths before hanging it to dry.

Though the technique may appear simple, gelatin silver printing is far from straightforward. To enlarge a photograph beyond the size of the original film, the negative is placed in a projector, where it is illuminated and focused. Once the film is in place, the timer is pressed, and the photo paper begins to be exposed to light. The technician needs to use their expertise to adjust the image's colour and clarity, guiding the paper through trays of pungent chemicals to ensure even distribution. The process involves several steps: developing, fixing, and finally washing the photograph in clean water.



右圖是鍾文略在他工作的戲院拍下的一張相片。Stanley 以加減光的技巧將光線的層次加強，讓原本隱沒於漆黑中的超等座座位、窗戶細節和揚塵等顯現出來

The image on the right is a photo taken by James Chung at the theatre where he worked. Stanley enhanced the layers of light using exposure techniques, revealing details originally hidden in darkness

"During printing, factors such as room temperature and chemical composition can affect the final outcome," Stanley notes. "Even with the same negative, the results can vary. That's the beauty of gelatin silver printing." He adds that this method mirrors human perception, imbuing the images with a unique vitality.

Preserving cherished moments

When asked what fuels his devotion to this craft, Stanley explains that beyond preserving the printing technique itself, he is driven by a desire to safeguard the stories captured in his father's films.

"Since I was born, I've been surrounded by film," Stanley recalls. "As a child, I'd follow my father on photo shoots, sometimes posing as his model just for the promise of ice cream." Despite the reward, the work was no easy task. Stanley remembers walking alongside his father from North Point to the Sai Wan, tracing the tram route for hours, often unaware of what his father was trying to capture. "Back then, I just wanted it to be over," he laughs. It's only now, as he prints his father's negatives, that Stanley fully appreciates the depth and meaning behind each photograph, which encapsulates the emotions and scenarios of the past.

When Stanley was eight, his father joined the International Film Company (now Cathay Organization (Hong Kong) Limited) as a photographer, following an introduction by film director Li Han Hsiang. Stanley often assisted his father in capturing figures like Sammo Hung, the "Seven Little Fortunes", Chow Yun Fat, and Leung Sing Poh through his lens.



Stanley 憶述，父親曾表示最愛拍攝工展會，更會向他分享如何為了一張相片而走到工展會對外的地盤、擺好腳架拍照（受訪者提供）

Stanley recalls that his father had a passion for photographing the Hong Kong Brands and Products Expo and often set up a tripod outside the exhibition area just to capture a photo (Provided by the interviewee)



鍾文略喜歡為兒女留影，圖為他以對角拍出 Stanley 與妹妹仰望看西裝人偶的《看櫥窗》（受訪者提供）

James Chung enjoyed capturing moments with his children. He photographed Stanley and his younger sister looking at a mannequin in a shop window (Provided by the interviewee)

A new photographic journey begins

Growing up immersed in his father's world, Stanley naturally developed a love for photography. However, despite his passion, he struggled to master the subtleties of the craft. "My dad's photography was based on experience and intuition, things that are hard to teach," he says. To refine his skills, Stanley pursued graphic design, seeking to grasp the elusive "feel" that his father often spoke of. He even travelled to Japan to work under renowned photographer Nakamura, where he began to cultivate his own photographic vision.

At that time, Stanley was earning about \$300 a day as a photographer, working three to four days a week—an impressive income that only deepened his interest in the craft. He purchased a space across from his father's studio, where they worked independently. Stanley's portfolio included commercial photography, celebrity portraits, and even dragon boat races, placing him in direct competition with his father.

Unveiling old Hong Kong stories in modern ways

After his father's passing in 2018, Stanley decided to step back from commercial work to focus on organising the tens of thousands of negatives his father had left behind. He now dedicates himself to restoring these memories using traditional silver halide printing techniques.

Stanley recalls how his father initially focused on capturing aesthetically pleasing compositions, honing techniques that are still admired by photography enthusiasts today. Notable examples include his famous shots of the “Sky Mirror” in Shek Kip Mei and the sunlit reflections of people at Tsim Sha Tsui railway station—images that have become staples in photography education.

Over time, under the mentorship of senior photographers, his father transitioned to a more documentary style, capturing the social realities of Hong Kong. “In the 1950s and 1960s, Hong Kong wasn’t filled with high-rises. Life was simpler, and my dad’s negatives captured the true essence of that era,” Stanley says. One such photograph, titled “Precious Water”, taken on a street in Chai Wan, documented the city’s water scarcity, when water was available for just two hours a day. This image earned his father the PSHK silver medal award of the Hong Kong International Salon of Photography, organised by The Photographic Society of Hong Kong. Other notable works, such as “Delivering Takeout”, “Poor Kids Scavenging”, “Pulling a Cart in the Rain”, and “Braid-Wearing Woman”, have been exhibited in Hong Kong and Mainland.

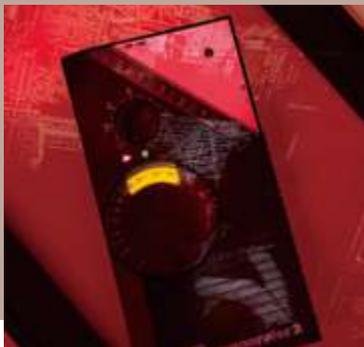
Looking ahead, Stanley is preparing for exhibitions overseas and on the Mainland. He also plans to digitise some of his father’s works, incorporating AI technology to bring these historic photographs to life. This fresh take will allow modern audiences to experience the vibrant street scenes and daily life of old Hong Kong in a more dynamic way. Stanley’s other goal is to establish a museum in his hometown of Xinhui to preserve his father’s legacy and ensure that future generations can continue to connect with the rich history of Hong Kong through his father’s lens. 



現時流行的攝影技巧「天空之鏡」早在 50 年代出現（受訪者提供）
The popular photography technique used for “Sky Mirror” actually emerged in the 1950s (Provided by the interviewee)



銀鹽沖印流程
Silver Halide
Printing Process





第 11 屆美食嘉年華圓滿閉幕

The 11th Hong Kong Food Carnival Drew to Successful Close

廠商會主辦的「香港美食嘉年華」今年踏入第 11 屆，於 10 月 27 日至 11 月 4 日假香港葵涌運動場舉行。雖然受颱風影響，展會順延了一天舉行，但市民熱情依舊，重開當日一早已有大批人士在門外等候入場。最終 9 天展期創下了理想佳績。

今屆展會設有 5 個主題展區、超過 300 個攤位，推出過百項購物優惠，包括大量低至 1 折、甚至「1 蚊」的產品。為配合特區政府發展盛事經濟，大會積極為「香港美食嘉年華」注入新元素，例如在新增的「Chill 飲 Chill 食」區，設有別具特色的酒吧佈置及多個打卡點，提供多種酒類及佐酒小食。大會更每日免費派發 100 杯啤酒及舉辦活力啤一啤 @ 嘉年華，讓市民及旅客邊暢飲邊享受展會的樂趣。此外，為歡迎中央贈港的一對大熊貓抵港和慶祝港產大熊貓龍鳳胎的誕生，廠商會聯同金茶王推出了限量版熊貓奶茶，並在是次展會送出 8,000 支予公眾人士，助推熊貓經濟。



新增的「Chill 飲 Chill 食」區吸引不少人駐足
The Chillax zone drew considerable attention



大會舉辦嘩鬼大派對，與入場人士歡度萬聖節
The Halloween party offered a spooky-fun atmosphere for everyone to revel in

作為一個與民同樂的嘉年華，展會期間，大會還準備了近 30 場舞台表演、烹飪示範、攤位遊戲和不同主題的工作坊，讓大人、小朋友一齊參與。亮點之一是在萬聖節當日（10 月 31 日）舉行的嘩鬼大派對，多名演員在場內巡遊，與入場人士互動拍照，一同歡度萬聖節。

為慶祝廠商會 90 歲生日以及建國 75 周年，大會除向每日首 90 名入場人士送出價值港幣 160 元的福袋外，還舉辦多重獎賞和有獎遊戲，送出總值逾港幣 100 萬元的豐富獎品，與大眾分享喜悅。[\(圖\)](#)

The 11th Hong Kong Food Carnival was held from 27th October to 4th November at the Kwai Chung Sports Ground. Despite a one-day postponement caused by the impact of Severe Tropical Storm Trami, the enthusiasm of the citizen remained undiminished, with a long queue forming before its opening on the first day, leading to great success over its nine-day run.

With over 300 booths in five thematic zones, this year's carnival offered a wide array of products with discounts up to 90% off or priced as low as HK\$1. The CMA has been actively complementing the government's initiatives to promote mega event economy and continues to infuse the carnival with new elements. The new Chillax zone, adorned with uniquely designed bar installations, offered various alcoholic beverages and wine-pairing snacks. The CMA also hosted a daily beer giveaway of 100 cups and a beer drinking contest. Furthermore, to commemorate the arrival of a pair of giant pandas gifted by the Central Government and the birth of locally-born giant panda cubs, the CMA,

in collaboration with KamCha, introduced a limited edition giant panda Hong Kong-style milk tea. A total of 8,000 bottles were distributed to the public during the event to promote "panda economy".

As a festive celebration for all, the carnival also featured nearly 30 stage performances, cooking demonstrations, booth games, and workshops with various themes for both adults and children to enjoy together. One of the highlights was the grand Halloween party on 31 October, where a host of characters with Halloween costumes roamed the venue, allowing attendees to take photos and interact with them.

In celebration of 75th anniversary of the founding of the People's Republic of China and the 90th anniversary of the CMA, the first 90 visitors each day received a gift bag worth HK\$160. Various prize draws and games with prizes worth over HK\$1 million in total were also held to share the festivities with the wider community. 齊聚



美食嘉年華日夜人流暢旺
The Carnival was bustling with visitors day and night

孫玉菡及陳潔玲擔任廠商會會董晚宴嘉賓

Mr Chris Sun and Ms Maisie Chan Spoke at the CMA General Committee Dinner Receptions

廠商會9月及10月的會董晚宴，分別邀得勞工及福利局局長孫玉菡及粵港澳大灣區發展專員陳潔玲擔任主講嘉賓，與廠商會成員分享香港人力資源及大灣區發展的最新概況。

孫玉菡局長指，政府近兩年「搶人才」成效顯著，為香港經濟注入不少活力，人才服務辦公室未來將加強對外推廣，並計劃邀請僱主一起到訪東南亞、歐洲等地，吸納不同行業的人才；此外，當局亦推出多項計劃，填補中端技術行業的人才缺口。孫局長亦表示，政府將適時諮詢業界意見，以檢視並更新「人才清單」，確保能切合市場及本港未來發展的實際需求。

陳潔玲專員則表示，特區政府一直致力推動粵港澳大灣區「9+2」城市內人流、物流、資金流、信息流等要素的高效流動，例如今年2月啟動的跨境理財通2.0，就為兩地投資者及金融機構帶來龐大商機。她又提到，最新簽署的修訂CEPA服務貿易協議為香港各界拓展內地市場創造更加有利的條件，鼓勵港商把握國家高質量的高速發展和國內國際雙循環策略帶來的商機。



勞工及福利局局長孫玉菡指，當局致力於進一步提升香港引進各類人才策略的靈活性和多樣性
Secretary Sun indicated that the authority is committed to further enhancing the flexibility and diversity of Hong Kong's talent acquisition strategies



陳潔玲專員講解了大灣區構建更高水平互聯互通的各項政策
Commissioner Chan outlined the various policies aimed at fostering connectivity within the GBA

The CMA General Committee Dinner Receptions, held in September and October, were graced by the presence of Mr Chris Sun, Secretary for Labour and Welfare and Ms Maisie Chan, Commissioner for the Development of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). They shared insights with CMA members on the latest developments in Hong Kong's labour market and the GBA respectively.

Secretary Sun highlighted that the government's efforts to attract talents have yielded substantial results over the last two years, injecting new momentum into Hong Kong's economy. Looking ahead, the Hong Kong Talent Engage will expand its outreach efforts and plans to organise joint recruitment trips with employers to Southeast Asia and Europe, targeting talent from a variety of industries. Furthermore, the government has implemented various schemes to address the shortage of skilled technicians. Sun also mentioned that the government will regularly consult with industry timely to review and update the Talent List, ensuring it aligns with current market demands and supports Hong Kong's future growth.

Commissioner Chan emphasised the government's commitment to promoting efficient flow of people, goods, capital, and information among the 9+2 cities in the GBA. She pointed to the launch of Cross-boundary Wealth Management Connect 2.0 in February, which presents substantial opportunities for investors and financial institutions in both Hong Kong and the Mainland. She also highlighted that the latest amendments to the CEPA agreement on Trade in Services provides more favourable conditions for Hong Kong businesses seeking to develop the Mainland market. She encouraged Hong Kong businesses to capitalise on the opportunities stemming from the nation's high-quality growth and dual circulation development strategy.

《廠商會 90 周年紀念冊》出版

The CMA's 90th Anniversary Commemorative Booklet Released

紀念冊以「流金韶華」為主題，收錄了一系列廠商會珍貴的歷史照片和文獻資料，回顧廠商會在過去 90 年如何引領業界自強不息，為國家發展作出重要貢獻，激發業界對未來的無限展望。

The booklet *Golden Moments to Remember* features a collection of valuable historical photos. It reflects on how the CMA has guided the industry over the past 90 years, making significant contributions to national development and inspiring a boundless outlook for the future. 



「流金韶華」電子版
E-Booklet of
Golden Moments to Remember



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2024 年度香港品牌發展局會員大會

品牌局動態

2024 Annual General Meeting of the BDC Concluded Successfully

香港品牌發展局於9月27日舉行周年大會，品牌局理事及會員公司代表等出席了會議。品牌局主席陳家偉回顧了品牌局在過去一年的多項主要工作，包括舉辦「香港·進·品牌大灣區」廣州站活動、「品牌『智』勝研討會2023」、「ESG企業永續經營系列專家講座」，發表《香港企業ESG發展現狀與動向》研究報告，與廠商會合辦「ESG約章」和2024年「香港ESG獎」等項目，推動業界開啟品牌新質化發展的新征程。

The Hong Kong Brand Development Council (the BDC) held its Annual General Meeting on 27 September, attended by council members and representatives from member companies. Mr Calvin Chan, Chairman of the BDC, reviewed the council's key projects from the past year, which aim to advance the industry along a new path of high-quality brand development. Notable initiatives included the Hong Kong · IN · Brand Greater Bay Guangzhou Brandfest, the Branding to Win Seminar 2023, the ESG Sustainability Series Seminar, the Survey on Hong Kong Industries' ESG Initiatives and Trends, the ESG Pledge Scheme, and the 2024 Hong Kong ESG Awards.



品牌局主席陳家偉於會員大會上致辭
Mr Calvin Chan, Chairman of the BDC addressed the attendees at the Annual General Meeting

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"

由香港品牌發展局、廠商會、特區政府工業貿易署及香港貿易發展局合辦的品牌「智」勝研討會2024於9月30日舉行，吸引近100位業界代表出席。

是次研討會以鍛造香港「新質品牌力」為主題，多位業界人士深入講解香港品牌定位、行銷的實例，並分享了在實際業務營運中實踐ESG及新零售「O+O」的經驗，協助業界更好地理解「新質品牌力」，學習如何利用科技提升經營效益及質量。

The Branding to Win Seminar 2024, jointly organised by the BDC, the CMA, the Trade and Industry Department, and the Hong Kong Trade Development Council, held on 30 September, attracted nearly 100 industry representatives. Under the theme of Unleashing the "New-Quality Branding Force", various industry professionals delved into Hong Kong brand positioning and marketing strategies. They also shared practical insights on implementing ESG initiatives and the "O+O" new retail model in businesses, helping attendees better grasp the concept of "New-Quality Branding Force" and learn how to use technology to improve operational efficiency and quality.



品牌局主席陳家偉及廠商會副會長吳國安、梁兆賢出席了研討會
Mr Calvin Chan, Chairman of the BDC, and the CMA Vice Presidents Mr Dennis Ng Kwok On and Mr Jackson Leung were present at the seminar

CMA 檢定中心與益客 簽署戰略合作夥伴協議

CMA 檢定中心消息

CMA Testing Signed a Strategic Partnership Agreement with Ecolovo

CMA 檢定中心於 10 月與內地大型農牧食品集團益客簽署戰略合作夥伴協議，創立益客 CMA+ 聯合創新研發中心，聚焦食品及其相關生態領域，利用 CMA+ 資源及科技商品化模式，凝聚香港及國際創新科技和可持續發展人才及技術，協助推動國家及相關企業在食品科學領域的綠色轉型。

In October, CMA Testing signed a strategic partnership agreement with Ecolovo, a Mainland agri-food conglomerate, and established the Ecolovo CMA+ Joint Innovation R&D Centre with the focus on food and related ecological fields. The centre will focus on food science and its related ecological areas, utilising the CMA+ resources and expertise in technological commercialisation. It gathers innovative technologies and professionals in sustainability from Hong Kong and international markets. The goal is to facilitate the green transformation of national and related businesses within the food science sector.



CMA 檢定中心首席營運總監林俊康代表簽署戰略合作夥伴協議
Mr Dominic Lam, Chief Operations Officer of CMA Testing, signed the strategic partnership agreement

廠商會推「歎」積分換領平台計劃

The CMA Launches Carbon Redemption Scheme

一齊支持減碳、即享「嘆」積分!

「智慧消費，綠色生活」
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- 真正運用再生能源及植樹造林等減碳項目累積減碳量
- 吸引更多客戶的目光，突出閣下之商號、服務及產品
- 為環保項目做出貢獻，從而在競爭激烈市場上突圍而出
- 平台推廣將於工展會首次亮相，預期超過10萬新用戶登記

立即成為《支持減碳商戶》，為品牌開拓綠色環保市場

隨着氣候變化和環境危害對企業的影響日益顯著，投資者和政府都正在努力加強環保措施，加速實現碳中和目標。

作為可持續發展的堅定倡導者，廠商會與 CARBON POINT 攜手推出「歎」積分換領平台計劃，消費者選購參與計劃的商戶產品可換取碳積分並兌換豐富的禮品及優惠，藉此推動香港成為全球領先的可持續發展城市。過程中，旗下之 CMA 檢定中心將運用其碳審計的專業，為此計劃下的減碳環保項目提供第三方碳審核，核實減碳量。

With the growing impact of climate change and environmental risks on businesses, investors and governments alike are striving to enhance environmental protection measures and expedite the realisation of carbon neutrality.

As a staunch advocate of sustainable development, the CMA is partnering with CARBON POINT to launch a redemption scheme. Consumers purchasing products from participating merchants in the programme can earn carbon points, which can be redeemed for a variety of gifts and discounts. This initiative aims to promote Hong Kong's position as a leading sustainable city. CMA Testing will leverage its carbon auditing expertise to provide third-party carbon verification for carbon reduction and environmental protection projects under this scheme.

nov **11**



07

行政長官李家超午餐演講會
Joint Business Community Luncheon
with the Chief Executive

20

2024「品牌選舉」初賽
2024 Preliminary Screening of Hong
Kong Brand Awards

21

廠商會與社聯《照護食標準合作備忘錄》
簽署儀式

Care Food Standard MOU Signing
Ceremony between the CMA and
HKCSS

22

廠商會婦女委員會 30 周年呈獻：
女性在經濟與社會轉型中的角色論壇
The CMA Ladies' Committee 30th
Anniversary Presents: Role of Women in
Economic and Social Transformation

26

「勞例實務：聘請外判、自由工作者、兼
職或合約員工須知」工作坊
Workshop on Guide to Hire
Outsourcing, Freelance Workers,
Part-time or Contract Employees

28

會董會會議及晚宴
GC Meeting & Dinner Reception

29

「企業敏捷式管理指南：如何培訓出敏捷
型經理及團隊？」工作坊
Workshop on Survival for the Agile
Organisation: How to Train an Agile
Manager and Team

dec **12**



04

第 58 屆工展會新聞發布會
Press Conference of the 58th Hong
Kong Brands and Products Expo

04

「新世代企業風險及危機管理學」工作坊
Workshop on Corporate Risk and Crisis
Management in New Generation

13

2024「香港新星品牌選舉暨香港新星服
務品牌選舉」決賽
2024 Final Judging of Hong Kong
Emerging Brand Awards & Hong Kong
Emerging Service Brand Awards

14 - 4/1

2024「香港名牌選舉」、「香港服務名
牌選舉」之「工展會」會場投票
2024 Public Polling of Hong Kong Top
Brand Awards & Hong Kong Top Service
Brand Awards

14 - 6/1

第 58 屆工展會
The 58th Hong Kong Brands and
Products Expo

19

會董會會議及晚宴
GC Meeting & Dinner Reception

jan **01**



06

2024「香港名牌選舉」決賽
2024 Final Judging of Hong Kong Top
Brand Awards

07

2024「香港服務名牌選舉」決賽
2024 Final Judging of Hong Kong Top
Service Brand Awards

23

會董會會議
GC Meeting



香港中華廠商聯合會
保險代理有限公司
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同時購買兩份保單或以上 可獲「折上再9折」優惠

中小型單位 保費低廉

50年以下樓宇一律免收附加費

100萬財物保險，損毀財物以新換舊計算

500萬個人及住戶責任

保費低至

\$435

錯過了要等一年，機不可失！

廠商會保險代理有限公司再度推出“一年一度工展優惠”，新客戶於2024年12月1日至2025年1月15日（“優惠期”）期間購買家居保險，一年保費低至75折/\$435起，同時購買兩份保單或以上，更可獲「折上再9折」優惠。若客戶持有其他保險公司的未到期保單，本公司可安排「先登記後購買」，優惠可保留至2025年4月30日前正式購買。

家居保險提供最高100萬家居設施保障，並附加500萬個人責任保障，保障業主或住戶因疏忽或意外，導致他人身體受傷或財物損失（如鋸窗墮街或單位滲水等）而引起之索償。

保障內容	中國平安(保障額)	藍十字(保障額)
1. 家居設施全險：包括傢俬、電器、電腦、音響、電視、鋼琴等物品	\$1,000,000	\$500,000
2. 個人及住戶責任保險	\$5,000,000	\$8,000,000
單位建築面積	保費(非棧房)	
< 500平方呎	\$435 (原價\$580)	\$510 (原價\$680)
501 - 1,000平方呎	\$660 (原價\$880)	
1,001 - 3,000平方呎	\$1185 (原價\$1580)	

* 50年以下樓宇一律免收附加費只限中國平安，藍十字為45年以下。* 所有優惠只限新客戶投保家居保險的首年保費。編保保費為原價保費九折。* 以收到申請表傳真或電郵當日為準。詳情請向本公司職員查詢。* 「先登記後購買」是給予保單未到期人士一種安排。正式投保時，保單必須於一個月內生效。

詳情請瀏覽 www.CMAinsurance.com.hk/bigsales 或 銷售熱線：2390 9811。

填妥網上下載的申請表格並傳真至 2390 4508 / 電郵：GI@CMAinsurance.com.hk 購買。

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