



主席 Chatroom

日期：7月30日（星期二） 時間：中午12:15-下午2:00
 地點：鉅龍酒家（地址：上環干諾道西21-24號海景商業大廈地下）
 名額：名額有限，先到先得
 費用：\$150/位（有關餐費已獲本會津貼部份費用）
 網上報名：<http://cma.org.hk/registrations/register/75>
 查詢電話：2851 1555

嘉賓主持：



紙品包裝業
何偉權主席



金融服務業
羅程剛主席

非凡龍慶午宴

香港工業再展翅 · 締造輝煌新一頁



香港中華廠商聯合會
The Chinese Manufacturers' Association of Hong Kong

同心展關懷
caring organisation

CMA Monthly Bulletin

七月號 July Issue 2013

打造香港成為亞洲郵輪樞紐 啟德郵輪碼頭任重道遠

Develop Hong Kong into Cruise Hub of Asia –
Inaugural berthing at Kai Tak Cruise Terminal



香港地理位置優越，擁有天然深水港，且旅遊業發展蓬勃，極具條件成為區內郵輪中心。作為一個主要旅遊基建項目，坐落前啟德機場跑道的啟德郵輪碼頭，有助香港發展成為亞洲區郵輪樞紐，以及進一步提升本港這個旅遊熱點的吸引力！

啟德郵輪碼頭乃啟德發展區的首個落成項目，共設兩個泊位以供停泊世界上最大（總噸位達二十二萬）的郵輪。該項工程預算八十二億元的旅遊基建設施的首個泊位已於6月12日迎接皇家加勒比國際遊輪（Royal Caribbean International）旗

下的「海洋水手號」停泊。至於第二個泊位亦預計於2014年完工，連同海運碼頭原有的兩個泊位，此項重要的基建設施標誌着香港銳意發展旅遊業成為亞洲區內的郵輪樞紐的新里程碑。

啟德郵輪碼頭設備完善，碼頭大樓提供世界級的港口設施，例如大樓內設有寬敞的乘客登船手續辦理和輪候區，以及行李處理區，讓乘客可舒適及迅速地辦理手續及提取行李。碼頭亦設有五條西班牙製造的登船橋，可靈活地於兩個泊位使用。

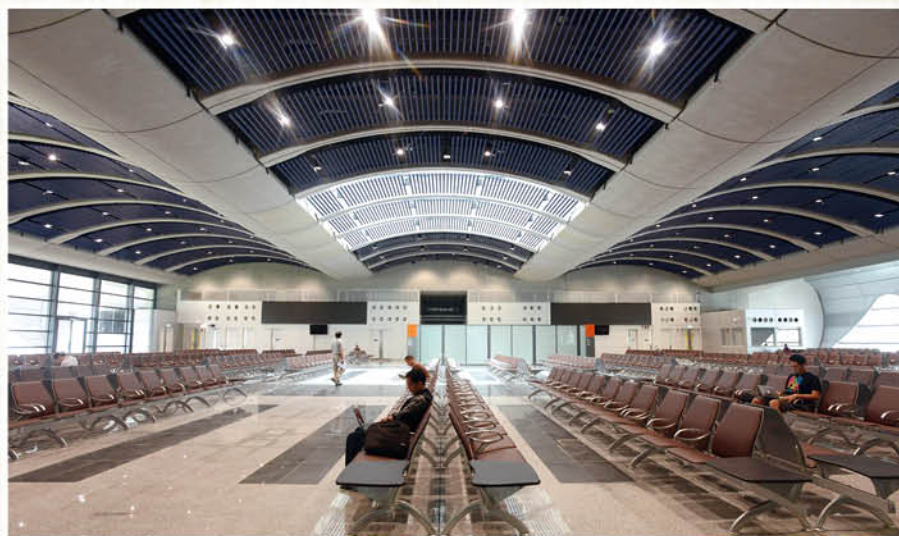
此外，郵輪碼頭天台特設面積約23,000平方米的園景平台。該園景平台將成為本港其中一個最大的天台花園，並命名為「啟德郵輪碼頭公園」。公園位處優越的維多利亞港中心，視乎有關建築工程及園景平台種植工作的進度，碼頭大樓及園景平台預計於本年第三季開放，讓郵輪旅客及本地居民可觀賞維港兩岸360度的優美景致。至於郵輪碼頭的附屬商業區，現正由負責管理的碼頭營運商就碼頭內的店鋪進行招租工作，預期首批商戶亦將於本年第四季開始營業。

現時香港的郵輪旅遊發展，仍較歐洲及北美等地區滯後，香港旅客多以乘搭飛機為主，現有的郵輪旅遊多屬前往東南亞等近距離地區。而隨著啟德郵輪碼頭啟用後，相信市民對郵輪產品的興趣將有所增加，從而帶動郵輪這種新的旅遊模式，進一步刺激香港旅遊及消費行業發展。

Hong Kong enjoys a favourable geographical location, natural deep-water harbour and a flourishing tourism industry. Hence, the city is extremely well-positioned to become a regional cruise hub. In view of this, the Government in recent years launched a major tourism infrastructure project of building the Kai Tak Cruise Terminal on the former Kai Tak Airport runway - aiming to use the terminal as an new attraction to develop the city as a popular travel destination!

The Terminal is the first completed project in the Kai Tak Development Area. It is equipped with two berths each with the capacity to accommodate the world's largest liners of 220,000 gross tonnage. The first berth of the Terminal, with an overall project estimate at MOD price of \$8.2 billion, welcomed the berthing of the first cruise liner Mariner of the Seas owned by Royal Caribbean International on June 12. The second berth is expected to be commissioned in 2014. By then, this significant infrastructure, coupled with the two existing berths in Ocean Terminal, will mark a new milestone representing Hong Kong's resolution to advance its tourism industry by developing into a regional cruise hub of Asia.

The well-equipped Kai Tak Cruise



Terminal provides world-class terminal facilities. For instance, the terminal building will have spacious boarding clearance, waiting and luggage areas for passengers to comfortably and swiftly complete boarding clearance procedures and pick up their luggage. Five Spanish-made boarding bridges will also be flexibly used for the two berths.

At the top of the terminal building, there will be a rooftop garden measuring 23,000 square metres in area. To be named Kai Tak Cruise Terminal Park, the garden centred in the Victoria Harbour is set to become one of the Hong Kong's largest rooftop gardens. Subject to the construction progress and the planting work at the rooftop garden, the terminal building and the rooftop garden are expected to open in the third quarter of this year, allowing cruise passengers and local residents to relish the magnificent panoramic view on both sides of the Victoria Harbour. For the Terminal's ancillary commercial facilities, the terminal operator responsible for the terminal management is currently recruiting tenants and the first batch of shops are expected to open in the forth quarter.

At present, Hong Kong still lags behind regions including Europe and North America in cruise tourism development. In majority terms, Hong Kong tourists still travel by air and the city's existing cruise liners are mainly bound for neighbouring ports in the Southeast Asia. However, it is believed that after the Terminal opens, citizens' interest in cruise products will increase. This will then drive the development of a new cruise travel model and further stimulate the city's tourism and retails trade development.

相片提供：政府新聞處

Photos: Information Services Department



會員服務熱線

2851 1555

特區政府職能架構小百科 (五)

Functions and Architecture of the Government of the Hong Kong Special Administrative Region (V)

上期為各位介紹了商務及經濟發展局轄下的創新科技署及知識產權署的職能，今期將介紹與各位息息相關的投資推廣署，以及通訊事務管理局。

In the last issue, we have introduced the functions of the Innovation and Technology Commission and the Intellectual Property Department under the Commerce and Economic Development Bureau. In this one, we will present to you the InvestHK and the Communications Authority.



投資推廣署

現任投資推廣署署長為賈沛年先生，該署成立於2000年7月，一直致力推廣香港的營商優勢，鼓勵外地企業以香港為據點發展業務。該署積極引進對香港經濟及發展策略有利的投資，並鼓勵這些投資項目留港發展，其一切服務均以態度熱誠、重視誠信、專業、以客為尊、方便營商及迅速回應為原則。

投資推廣署服務的客戶涵蓋海外及內地的中小企業以至大型跨國公司企業，協助其在香港開業或拓展業務，從業務籌劃以至開張擴展各個階段，均免費提供專業意見及支援服務。

通訊事務管理局

現任通訊事務管理局主席為何沛謙先生，該局屬獨立的法定組織，於2012年4月1日根據《通訊事務管理局條例》（第616章）成立，作為單一監管機構，規管正在匯流的電訊及廣播行業。其主要職能包括：就關乎電訊、廣播、反濫發電子訊息或與電訊界或廣播界有關連的活動的任何法例、立法建議及規管政策，向商務及經濟發展局局長提供意見；就本地免費電視節目服務牌照、本地收費電視節目服務牌照和聲音廣播牌照的申請及續期事宜，向行政長官會同行政會議作出建議；批出非本地電視節目服務牌照及其他須領牌電視節目服務牌照，並為該等牌照續期；以及處理有關廣播和電訊事宜的投訴，並懲處違反各項條文及規定的廣播機構和電訊營辦商等。

下期我們將介紹與工業界有著密切關係的工業貿易署，讓大家對該署的功能有更深度的認識。

InvestHK

InvestHK is led by Mr. Simon Galpin. Established in July 2000, InvestHK's vision is to strengthen Hong Kong's status as the leading international business location in Asia. Their mission is to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong. In all services, they apply the following corporate values: passion, integrity, professionalism, customer service, business friendliness and responsiveness.

InvestHK works with overseas and Mainland entrepreneurs, SMEs and multinationals that wish to set up an office – or expand their existing business – in Hong Kong. They offer free advice and services to support companies from the planning stage right through to the launch and expansion of their business.

Communications Authority (CA)

The Chairman of the CA is Mr. Ambrose HO, SC, JP. It is an independent statutory body established under the Communications Authority Ordinance (Cap. 616) on 1 April 2012, and is a unified regulatory body overseeing the converging telecommunications and broadcasting sectors. The CA is empowered to perform the following functions: tendering advice to the Secretary for Commerce and Economic Development on any legislation, legislative proposals and regulatory policies relating to telecommunications, broadcasting, anti-spamming or activities connected with the telecommunications or broadcasting sectors; making recommendations to the Chief Executive in Council (CE in C) on applications for and renewal of domestic free television programme service licences, domestic pay television programme service licences and sound broadcasting licences; granting and renewing non-domestic television programme service licences and other licensable television programme service licences; dealing with complaints about broadcasting and telecommunications and impose sanctions on the broadcasters and telecommunications operators for contravening the various provisions and requirements.

In the next issue, we will continue to introduce the Trade and Industry Department to familiarize you with its functions.



資歷架構知多D (二)

Qualifications Framework (2)



資歷架構 Qualifications Framework

上期提到資歷架構是由一系列資歷等級組成，並透過「資歷級別通用指標」來分辨及說明每一個資歷級別的成效標準和能力水平。資歷架構分為七個級別，最基礎為第一級，其成效標準和能力水平相約於中三程度，最高的第七級則相約於博士學位的程度（可參考右圖）。

「資歷級別通用指標」是什麼？

為幫助公眾人士分辨及理解每一個資歷級別的成效標準和能力水平，教育局編定了一套「資歷級別通用指標」（Generic Level Descriptors, GLD），適用於所有界別，並貫通學術、職業和持續教育多方面的資歷。「資歷級別通用指標」說明同一級別的資歷的共通特性，以成效為本，方便學術與職業界別互相銜接，並確定某項資歷在資歷架構內所屬的級別。

「資歷級別通用指標」詳細標示出每一級別的要求，其中包括四個範疇：「知識及智力技能」、「過程」、「應用能力、自主性及問責性」及「溝通能力、運用資訊科技及運算能力」。每一個資歷架構認可課程的資歷級別，必須依據「資歷級別通用指標」來訂定。有關詳情可參考以下網址：http://www.hkqf.gov.hk/guic/HKQF_GLD.asp

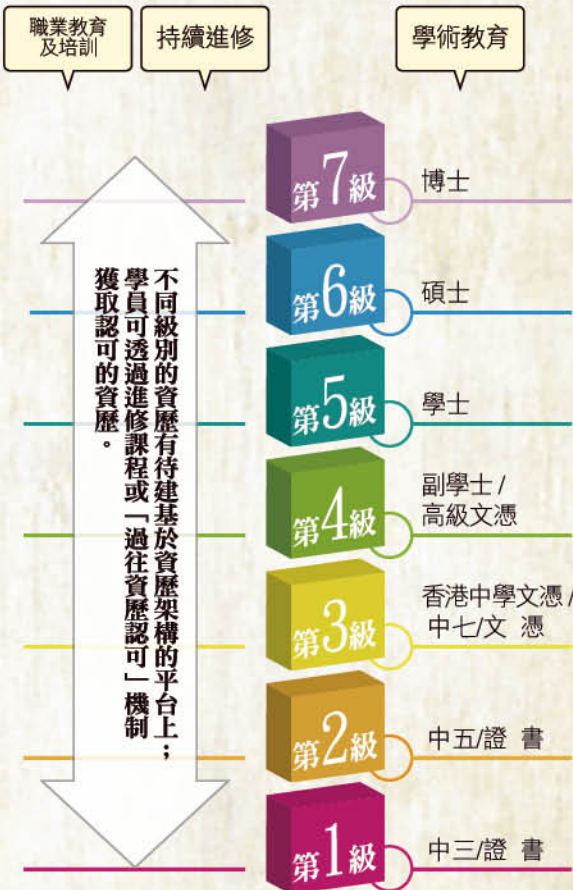
In the last issue, we have learnt that the Qualifications Framework (QF) is a hierarchy of qualifications and a set of generic level descriptors (GLD) is defined to outline what a holder of a certain qualification knows and can do. QF consists of seven levels, from level 1 to level 7 in an ascending order, with level 1 equivalent to competence of a secondary 3 school student and level 7 to a doctorate degree holder (see figure on the right).

What is GLD?

The Education Bureau has defined a set of GLD to help the public identify and understand the outcome standards and competencies that should be attained by each of the seven levels. The GLD is applicable to all sectors to facilitate the interface between academic, vocational and continuing education; they describe the common features of qualifications at the same level to facilitate the interconnection between the academic and vocational community, and, as outcome-based, are used to locate a qualification at a particular level on the framework.

The GLD describes the requirements of each level in four aspects: "Knowledge & Intellectual Skills", "Processes", "Application, Autonomy & Accountability" and "Communications, IT and Numeracy". The level of qualifications recognized under the QF must be determined based on the GLD. For details, please visit http://www.hkqf.gov.hk/guic/HKQF_GLD.asp.

不同界別的資歷示例



QF Level 資歷級別	Choice of Award Titles for Different Levels 各級別可選用的資歷名銜				
7	Doctor 博士				
6	Master 碩士	Postgraduate Diploma 深造文憑	Postgraduate Certificate 深造證書		
5	Bachelor 學士	Professional Diploma 專業文憑	Advanced Diploma 高等文憑		
4	Associate 副學士	Higher Diploma 高級文憑	Higher Certificate 高級證書	Diploma 文憑	
3					Certificate 證書
2					
1					Foundation Certificate 基礎證書

查詢：
資歷架構秘書處
電話：2836 1700
資歷架構：www.hkqf.gov.hk
資歷名冊：www.hkqr.gov.hk
資料由教育局資歷架構秘書處提供

Inquiry:
Qualifications Framework Secretariat
Tel: 2836 1700
QF: www.hkqf.gov.hk
QF Register: www.hkqr.gov.hk
Provided by Qualifications Framework Secretariat

申滙科技集團有限公司 環保循環水質處理專家

Synergy Group - the specialist in eco-friendly circulating water treatment

成立超過13年的申滙科技集團有限公司，為亞洲區內領導環保循環水質處理及除垢科技的頂尖公司之一，其設計的「SYNERGY®循環水綜合處理系統」，可有效節省能源、大大減少傳統化學處理劑量、移除及防止水垢、消滅退伍軍人菌及細菌、延長冷卻系統壽命，從而提升生產效率及確保環境健康。

申滙科技集團有限公司執行董事蔡華龍表示，以往十三年在中央空調系統之循環水處理效果已得到客戶確認成效，包括永遠不需酸洗或人工清洗冷凝器，小溫差長期保持低位，因此實現節能效應及延長空調系統之使用壽命。近年成功發展一個新領域，將循環水質處理應用到工業上，解決製造工業使用循環水衍生之各種問題，例如注塑機及模具因水垢及生物膜生成而降低換熱效率，令生產過程及製成品變得不穩定。蔡氏續稱，透過使用「SYNERGY®循環水綜合處理系統」，能有效移除已存在之水垢及生物膜，防止新水垢及生物薄層生成，並消滅退伍軍人菌、細菌、青苔及水藻等，長期淨化循環水，令循環水永遠保持最佳之冷卻及換熱功能。注塑機油溫因此得以保持穩定，模具亦可恢復並維持設定之冷卻時間，因此縮短生產週期，大大增加產量。「SYNERGY®循環水綜合處理系統」有助保持冷卻水塔的清潔，除可延長冷卻系統使用壽命之餘，更可減省注塑機及模具等的保養及維修費用，包括節省大量工人。

現時「SYNERGY®循環水綜合處理系統」已廣泛應用於中國、香港、澳門及台灣地區各類工商業範疇，包括製造業廠房、冷藏庫、商業樓宇、購物中心、酒店、度假村、銀行及醫院等，不少知名企業如領滙、港鐵、時代廣場、光輝凍倉、超毅、至卓、永南、開達、星光等均為其客戶。

Formed for more than 13 years, Synergy Group Limited is one of Asia's leading companies in eco-friendly circulating water treatment and descaling technologies. The company's designed SYNERGY® Integrated Circulating Water Treatment System can effectively save energy, greatly reduce traditional chemical treatment dosage, remove and prevent scale, destroy Legionella and bacteria, prolong the lifespan of cooling systems, enhancing production efficiency and ensuring a healthy environment.

Executive Director Kerry Choi said that in the last 13 years the positive results of circulating water treatment applied on central air-conditioning system have already been confirmed by their customers, include pickling or manual cleaning of condenser tube is not required forever, small temperature difference always maintains at low level, thence achieve energy saving effect and prolong useful life span of the HVAC system. In recent years, a new field has been successfully developed. The system also applies on industrial circulating water treatment, which resolves the variety of problems arose from using circulating cooling water by manufacturing industry. For instance, in injection molding industry, the water scale and bio-film generated in the circulating cooling water could reduce heat transfer efficiency, making the production process and finished goods become unstable.

Choi added that SYNERGY® Integrated Circulating Water Treatment System can effectively remove and prevent scale and bio-film, destroy Legionella, bacteria, moss and algae, clean up the circulating water continuously, so that circulating cooling water can always maintain the best cooling and heat transfer capabilities. The hydraulic oil temperature can thus be stabilized, the original designed cooling time of injection mold can be restored and maintained, thus shortening the production cycle time and greatly increase production capacity. On



top of that, the system helps to keep the cooling tower clean and prevent system corrosion. This not only can extend the cooling system's lifespan, but also save the maintenance and repair costs for tools such as injection molding machines and molds, as well as saving a lot of workers.

Currently, SYNERGY® Integrated Circulating Water Treatment System is widely adopted in places including China, Hong Kong, Macau and Taiwan, in both commercial and industrial sectors, such as manufacturing plants, cold storage, commercial buildings, shopping centres, hotels, resorts, banks and hospitals. Clients include a host of renowned businesses like The Link REIT, MTRC, Times Square, Brilliant Cold Storage, Multek, Topsearch, Winner, Kader and Star Industrial.

廠商會會員免費試用優惠

現凡本會會員可免費試用「SYNERGY®循環水綜合處理系統」一個月（無需改動現有水道，安裝期間不影響運作），待試用完畢後滿意才開始收費。試用名額3位，先到先得。如有查詢，請致電申滙科技集團有限公司顏小姐）電話：3904 9988 /電郵：kellyn@synergyglobal.com.hk）。

Free trial offer for CMA members

CMA members now have a chance to trial SYNERGY® Integrated Circulating Water Treatment System one month for free (without the need to uninstall existing water pipelines and operations are unaffected during installation) and only need to start paying after satisfactory completion of the trial. The limited quotas of three will be given on a first-come, first-served basis. For enquiries, please contact Ms Ngan of Synergy Group Limited (Tel: 3904 9988 / Email: kellyn@synergyglobal.com.hk).

註：上述優惠純為商戶與香港中華廠商聯合會會員之間的商業交易，如交易時就優惠內容有任何糾紛，均與香港中華廠商聯合會無關。

Remarks: The above offer is completely between Synergy Group Limited and CMA members. Any dispute over the offer's contents is unrelated to the CMA.



「SYNERGY®循環水綜合處理系統」
"SYNERGY® Integrated Circulating Water Treatment System"



申滙科技集團有限公司執行董事蔡華龍



Bulletin
編輯個人資料

行業委員會 33

- 紡織及印染業
- 鞋履及皮革業
- 紙品包裝業
- 印刷業
- 電子及光學製品業
- 影音資訊媒體製品業
- 資訊科技業
- 藥物業
- 保健品業
- 珠寶業
- 塑膠業
- 化工業
- 五金業
- 電器業
- 機電業
- 食品製造業
- 傢俬裝飾業
- 禮品業
- 文儀體育用品業
- 玩具業
- 鐘錶業
- 汽車零部件業
- 建造業
- 環保業
- 貿易服務業
- 專業服務業
- 其他製造業
- 其他服務業
- 電鍍環保化工業
- 服裝飾品業
- 餐飲服務業
- 金融服務業
- 毛皮加工及製品業

梁世華行政總裁榮休晚宴 (9 photos)



CMA Mini-outlet (6 photos)





Bulletin

尋找朋友

主頁



5月會董晚宴 (5 photos)

香港中華廠商聯合會秘書
服務有限公司

香港中華廠商聯合會秘書服務有限公司致力提供專業和優質的秘書及一站式商業服務。包括成立香港及海外有限公司、法定公司秘書、註冊地址及代收郵件、虛擬辦公室、安排會計及核數服務等。現時更推出\$5,870免除成立公司服務費的成立公司全包優惠。查詢熱線：3652 7676

全新「年費自動轉賬服務」

會員凡遞交申請表格，均可獲贈2013年度廠商會電影欣賞之夜入場券4張。查詢熱線：2851 1555



6月會員樂Bar (5 photos)



「會員特惠計劃2013」

會員盡享各式工商及消閒購物優惠，詳情請瀏覽：www.cma.org.hk/files/fckfiles/cma_booklet_201302.pdf



「廠商會專業顧問團隊」



會員專享免費諮詢服務，首次惠顧可享\$200折扣或其他特別優惠，詳情請瀏覽：
http://www.cma.org.hk/pages/cma_consultant_form

青年委員會2013永明金融赤柱國際龍舟錦標賽 (2 photos)



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進軍國內網銷市場 升級轉型新趨勢

New trends of upgrade and transformation - charging into chinese mainland's online market

近年，面對嚴峻經營環境，不少於內地設廠的港商也嘗試踏上升級轉型之路，建立自家品牌，打開內銷市場！然而，拓展內地的零售市場絕非易事，當中銷售網絡管理及品牌宣傳的技巧，尤其難以掌握，這令不少沒有零售經驗的廠商卻步。

在云云銷售及宣傳平臺當中，網絡平臺可謂當中成本較低的渠道，故因應有關需求，市場上近年新興了一種針對傳統廠商的品牌拓展套餐式服務，由產品開發、宣傳策略、市場定位、包裝設計、倉存、物流、網站、客戶服務，以至銷售報告亦已包括其中！廠商遂可於專家的協助下，利用網上平臺於內地建立自己的品牌及累積忠實的客戶群，打好根基後，更可考慮開設專櫃，甚至自設門市，拓展內地市場！

網上購物已在國內大行其道，目前內地較為受歡迎的網上銷售平台——「淘寶網」及「天貓商城」於2012年的交易總額經已超過10,000億人民幣，佔了國內網上零售總額的79%，為各個品牌進軍國內電子商貿的必爭之地。不少為港人熟悉的香港品牌，如美心、奇華、六福珠寶、莎莎等都已相繼於上述平台開展網上商店，趕上網購這輛高速列車。但要留意，「香港製造」雖然於品牌效應及商品質素方面持有一定的優勢，廠商亦必需熟悉內地網上的銷售文化，才能抓緊機遇，於國內的網銷市場上分一杯羹。

國內網銷小貼士：

1. 獨特性——網銷的市場甚為激烈，要突圍而出，產品必須要有強烈的獨特性，鼓勵港商勇於嘗試新配方及新包裝，讓客戶接受較高的定價，不建議與國內廠商進行低價競爭。



2. 清晰的市場定位——廠商需確位精準的市場定位，吸引優質的客流，以帶來金額較高的成交。

3. 揀選合適的宣傳平台——港商需因應不同銷售平臺的特性，安排不同的產品上架，例如，淘寶網的可接受按具創意的產品，廠商可運用較大膽的銷售及宣傳策略，而相反「天貓商城」則適合較為傳統的商品。

4. 網頁設計簡單易用——設立簡單易用、設計吸引的介面，為客人帶來愉快的購物體驗。

5. 讓客戶有豐富的購物體驗——內地顧客普遍喜愛「打折」，可多加利用「特別折扣」等等的銷售手法，讓客戶在整個購物過程中有「佔了便宜」的感覺，留住客人。

6. 有效運用資源——港商於發展網銷的同時，亦同時發展不容忽略現有的業務，可考慮雙線發展，充份利用各部門的專長，配過全面配合，達至成功。

In face of a harsh operating environment, many Hong Kong companies running factories on Chinese mainland are attempting the path of upgrades and transformation in recent years, in a bid to build up their own brand and open up the mainland market! However, developing a retail market is definitely not an easy task, and the skills regarding online sales management and

brand marketing are especially difficult to grasp, all of which have discouraged a multitude of manufacturers without retail experience from starting retail business.

Among the wide range of sales and promotional platforms, the internet is a relatively low-cost channel. As a result, in response to the demand for it, a new type of brand development service packages targeting conventional manufacturers have emerged on the market in the past few years. These packages widely cover a whole range of services – from product development, promotional strategies, market positioning, package design, storage and logistics to website-related assistance, customer services and even compiling sales reports! With the help of experts, manufacturers can use the online platform to build their own brand and accumulate a loyal customer base. After establishing a solid foundation, they can also consider setting up their own counters or even outlets to develop their mainland market!

In Chinese mainland, online shopping is already very common. Currently, Taobao Marketplace and Tmall.com are most popular shopping websites, whose total transactions in 2012 exceeded RMB 1 trillion – 79% of local online retail sales – making them the vital battlegrounds for brands targeting the local e-commerce field. A myriad of familiar HK brands such as Maxim's, Kee Wah, Lukfook Jewellery and Sasa have also embarked the high-speed train of online shopping by setting up their web-shops on the two websites. Although "Made in Hong Kong" still carries certain advantages in brand effects and product quality, one thing worth attention is that HK manufacturers also need to have in-depth knowledge about the local online sales culture, so as to seize the opportunities for a share of the local web-market pie.



Tips for online sales in chinese mainland:

1. Pecularity – The local online market is an arena of intense contest, so a product has to be highly distinctive to stand out. We encourage HK companies adopting new formulae and packages in order to make local customers to be much acceptable for products with higher selling price. Participating in local price wars, however, is not advised.

2. Accurate market position – manufacturers need an exact market position to attract the flow of quality customers bringing relatively high transaction amounts.

3. Suitable online platform – HK businesses need to place their products based on the features of different e-sales platforms. For example, in Taobao Marketplace where creative products are well received, producers can use more daring sales and promotional strategies; on the contrary, Tmall.com suits products more to the conventional end.

4. Simple and user-friendly web-design – a simple, easy-to-use and visually attractive interface can bring customers a pleasant shopping experience.

5. Enrichment of shopping experience – Chinese mainland customers generally like the idea of discount. To develop customers' loyalty, companies can therefore

use such sales techniques as "special discount" to let them feel that they have taken some advantages during the shopping process.

6. Effective deployment of resources – While developing their online market, HK companies should not ignore their existing businesses. Instead, they can consider having two-track development - using different departments' strengths in an overall full cooperation to achieve success.

資料提供：圓夢數碼媒體有限公司

網址：www.dreamfish.com.hk

Source: Dreamfish Digital Media Ltd

Website: www.dreamfish.com.hk



對黑膠唱片的迷思 —— 復刻唱片 *Fascinated with LP records – re-mastered records*

黑膠唱片的復興已超過十多年，但過程並不如想像中理想！十多年前，各大唱片公司爭相推出復刻版黑膠唱片，隨手拿來一些舊有的「天碟」，以黑膠唱片形式發行，以音響發燒友為對象，大打如意算盤，可惜這些復刻版唱片，製作馬虎，有些更甚至以電腦軟件左加右減，其質素簡直不堪入耳！

這局面正好做就一些認真對待音樂的小型唱片公司，如Analogue Productions推出一系列復刻Blue Note的經典Jazz錄音，可謂令人拍案叫絕！AP不單只用完裝母帶重新製作，更甚至以45轉雙碟形式發行，聲音質素更勝原版，更重要的是可以合理價錢擁有一些已被炒賣至天價的經典唱片，夫復可求呢！

In the past 10 years, we have witnessed the revival of LP records, however the developments are far from ideal. Over 10 years ago, many record companies joined the rush of publishing re-mastered records by simply copying famous old records to target hi-fi lovers. Obviously, their only goal was maximum profits, so it was no surprise these so-called re-mastered records were merely computerized versions with unnecessary additions and random deletions, resulting in music – well, bad music, to our ears!

Going against the current was a handful of smaller publishers who actually treated music with the respect it deserves. For example, Analogue Productions has released a series of jazz recordings by Blue Note that did sound like real music. This is because AP used the original master tape for re-mastering, and republished it in a 45RPM duo disc format, the sound quality even exceeded the original. More importantly, the prices were very reasonable compared to the so-called classic records that have skyrocketed to astronomical figures. What more can we ask for?



資料及相片提供：Diatonic Precision Audio

網址：www.dp-audio.net

Source: Diatonic Precision Audio

Website: www.dp-audio.net



公司名稱：莎塔里亞洲有限公司
 受訪代表：主席蔡少霖先生
 業務性質：希臘產品貿易代理



受訪後感想：

上星期游先生和潘小姐拜訪我公司在這次的拜訪活動中分享及介紹了廠商會和會員之間的活動經驗並就協助企業之間建立優勢互補及我司代理的希臘葡萄酒和橄欖油等產品提供寶貴的意見使我司獲益良多增進雙方的了解與合作體現了廠商會對會員的關心及支持。

Company name: Tsantali (Asia) Limited
 Company representatives: Director Mr Tsoi Siu Lam
 Business nature: Greek product trade agent

After thoughts on the visit:

Last week, Mr Yau and Miss Poon visited our company. During their visit, they shared with us The Association's of Hong Kong's experience in organizing member activities with its members. Apart from that, they also offered their valuable opinions on helping companies develop complementary relationships and products our company helps to market as an agent, such as Greek wines and olive oil products. Not only has the visit largely benefited our company, but it has enhanced our mutual understanding and cooperation with CMA - reflecting CMA's support and caring for its members.

如各位會員企業欲本會安排拜訪，請電郵至vivian@cma.org.hk
 To arrange company visits, please email vivian@cma.org.hk



會員優惠精選雙響炮 Member Offers

四方數碼智能電話電子產品目錄 Four Directions eCatalog

免費試用
1 month free trial

現凡廠商會會員企業可免費試用由四方創意提供的智能電話電子產品目錄套裝1個月，有關電子產品目錄可經由 AppGreen 寄存50件產品，讓使用者輕鬆於手機瀏覽產品目錄，並可於Apple App Store及Google Play Store下載，全球通用。

此外，該套裝更提供QR code咭片，能節省印刷支出，而其環保無紙設計、簡潔易用的管理系統，更能有效節省行政成本，該目錄能直接通知用戶對產品及服務的更新和最新的促銷，方便易用。

Four directions offers CMA members a one-month trial of a mobile app hosting 50 products powered by AppGreen. It is globally connected which can be downloaded by Apple App Store and Google Play Store.

In addition, the App provides QR Code which can help to save printing expense. its paperless design and an easy-to-manage system can really help to save administration costs. What's more, the App can directly notify end-users about product and service updates and latest promotions.



條款及細則

- 優惠期由 2013 年 7 月 1 日至 2013 年 12 月 31 日
 - 凡廠商會會員可免費試用上述手機App 套裝一個月
 - 客戶需自行匯入產品資料
 - 客戶智能電話電子產品目錄均支援 iPhone, iPad及Android Phone，如要支持其他平台請與客戶服務聯絡。
 - 詳細條款及細則，請致電查詢。
 - 如有任何爭議，四方創意保留最終決定權。
- 廠商會會員專線：3575 3982

Terms & Conditions

- Promotion period from 1 July 2013 to 31 Dec 2013.
 - One-month free trial for CMA members.
 - User need to upload product information themselves.
 - The app supports iPhone, iPad and Android phones; for enquiry on support of other platforms, please contact customer service hotline of Four Directions.
 - For details, please call for free telephone consultation during business hours.
 - If there is any dispute, Four Directions reserves the final decision.
- CMA Enquiry Hotline: 3575 3982

企業版八達通 Corporate Octopus

八達通除了是生活必需品，其實也可以是有助企業提昇形象及品牌知名度的精美禮品！八達通卡有限公司為各大企業提供製作「企業版八達通」服務，企業可於八達通上印上獨特的卡面設計或公司商標，為客戶及員工送上獨一無二的禮品！

廠商會會員企業現凡訂購「企業版八達通」或「企業版迷你八達通」，可尊享特別回贈優惠，訂購數量越多，贈送數量越多，請從速訂購！

Octopus is not only a kind of commodity but also a premium. Octopus Cards Limited offers enterprises with Corporate Octopus with tailor-make card face design and company logo imprinted to reinforce the corporate identity and increase brand awareness. It is definitely a unique and handy corporate gift to your clients and staff in marketing promotions and company events.

CMA Members are now enjoying special offer of bonus Octopus when ordering Corporate Octopus or Corporate Mini Octopus. Bonus quantity varies depending on order size.

訂購最低訂量已可享有回贈優惠！

Special bonus is offered even when ordering the minimum order quantity!

如訂購10,000張或以上 Order 10,000 pieces or above	回贈高達 Receive up to
「企業版八達通」 Corporate Octopus	300張* 300pieces*
「企業版迷你八達通」 Corporate Mini Octopus	220張* 220pieces*



*只限跟訂購之企業版八達通相同款式設計

註：「企業版八達通」及「企業版迷你八達通」最低訂量分別為500張及1,000張

優惠截止日期：31/10/2013

廠商會會員專線：
2266 2661 (徐小姐) / 2266 2291 (林小姐)
(請於查詢時提供會員編號)

電郵：corp-enquiries@octopus.com.hk
 網址：www.octopus.com.hk

* Same design as the ordered Corporate Octopus

Remarks: The minimum order quantity for Corporate Octopus and Corporate Mini Octopus is 500 pieces and 1,000 pieces respectively

Offer Expiry Date: 31/10/2013

CMA Enquiry Hotline:
2266 2661 (Winki Tsui) / 2266 2291 (Grace Lam)
(Please quote your CMA membership number)

Email: corp-enquiries@octopus.com.hk
 Website: www.octopus.com.hk

特別訂購優惠



■廠商會第38屆會董會就職典禮紀念八達通

冷知識 Trivia

如何去除衣服上發黃的污漬？ *How to remove yellow stains on clothes?*



光鮮亮麗的衣服可給予人良好的印象，然而，淺色的衣物經過多番洗滌後，往往容易變黃，令人感覺殘舊，使用漂白劑，卻有機會損害衣服原有顏色，而且也難以完全清除污漬。要有效去除衣物上的變黃污漬，其實非常簡單，現在就讓我們教導大家如何處理這個棘手的問題。

利用煲沸的菠菜水去除變黃污漬

首先將菠菜放入盛裝半滿水的鍋子裡，然後蓋上鍋蓋煲沸，待菠菜熟透，我們便可關火

待菠菜水放涼。我們只要把變黃的淺色衣物浸泡於菠菜水中約10分鐘，其後再把衣物直接放入洗衣機內清洗，那些頑固變黃污漬便能輕易清除了。

為什麼一鍋普通的菠菜水能發揮比一般洗衣粉更強的去黃功能？原來淺色衣物上的變黃污漬是由蛋白質形成，而菠菜則含有生物霉，經高溫煲沸後會溶於水裡。由於生物霉能分解蛋白質，故此能輕易把依附在衣物上的變黃污漬清除，衣服感覺就像剛買回來時的一樣簇新！大家不妨試試這一個既環保又經濟，令衣服保持光潔如新的方法吧！

There is no doubt that shiny and fresh clothing leaves good impression. Yet light-colored clothes can easily turn yellow after repeated washing and look worn. While some goes for the bleach option, chances are the original color may fade away and the stains remain. Believe it or not, there is a simple way that does the trick. Now let us show you how it works.

Boiled spinach water works wonders

First, put the spinach in the pot half filled with water, cover the pot and heat it up until the spinach is well cooked. Turn off the heat and let the spinach water cool off. After that, soak clothes with yellow stains in the spinach water for about 10 minutes before washing them in the washing machine. You will be surprised how the stubborn yellow stains are just gone in seconds.

So how does a pot of spinach water outshine washing powder when it comes to removing the yellow stains? The reason is that yellow stains on light-colored clothes are formed by proteins, while spinach contains biological mold that will be dissolved into water under high temperature. As biological mold can break down proteins, spinach water therefore can easily remove yellow stains on clothes. Give it a go and see how this both green and economical method can keep your clothes as good as new.



新會員介紹

Introduction of New Members

公司：Shoppingnet.HK Limited
Company：香港購物網有限公司
代表：董事 張春芳女士
Representative：Director
Mdm Cheung Chun Fong
產品：草本健康品
Product：Herbs products



公司：Po Fat Furniture Co Limited
Company：保發傢具有限公司
代表：董事 袁紹如先生
Representative：Director
Mr John Yeun
產品：傢具及床褥
Product：Furniture & mattress



公司：Yu's Trading Company
Company：善旭貿易公司
代表：經理 余文銀先生
Representative：Manager
Mr Tony Yu
產品：服裝及珍珠
Product：Apparel & accessories



公司：Recycle City Group Limited
Company：環球再生資源集團有限公司
代表：董事 許家豪先生
Representative：Director
Mr Hui Ka Ho Denver
產品：回收及資源再生
Product：Recycling



公司：Natural Group Company Limited
Company：科然集成有限公司
代表：創作總監 郭家豪先生
Representative：Creative Director
Mr Kwok Ka Ho Boris
產品：設計
Product：Design



公司：Yat Sun International Limited
Company：益新環球有限公司
代表：執行董事 劉幼行先生
Representative：Managing Director
Mr Liu Yau Hang
產品：罐頭鮑魚及乾海味
Product：Canned abalone & dried seafood



公司：Luk's Button Industrial Limited
Company：陸氏鈕扣工業有限公司
代表：董事 陸紹明先生
Representative：Director
Mr Luk Siu Ming
產品：鈕扣
Product：Buttons



公司：South China Reborn Resources (Zhongshan) Company Limited
Company：華南再生資源(中山)有限公司
代表：董事 李達興先生
Representative：Director
Mr Lee Tat Hing
產品：回收再造
Product：Recycling business



公司：Richful Deyong Corporate Management Limited
Company：瑞豐德永企業管理有限公司
代表：董事 陳洪松先生
Representative：Director
Mr Chen Hong Song
產品：專業會計
Product：Accounting services



公司：Pak Hei Marine Products Company
Company：百喜海味
代表：採購總經理 鄺雪詠小姐
Representative：Manager Purchasing
Ms Kwong Suet Wing
產品：海味
Product：Dry seafood



公司：Young Line Global Limited
Company：萬麗環球有限公司
代表：董事總經理 施源懷先生
Representative：Director
Mr Sze Hoo Huai Kevin
產品：手袋
Product：Handbag



公司：Gold City Technology Limited
Company：金都科技有限公司
代表：董事 洪鴻江先生
Representative：Director
Mr Philip Hung
產品：相機帶
Product：Camera strap



公司：Goldland International Limited
Company：嘉樂國際有限公司
代表：總裁 羅就成博士
Representative：President
Dr Law Chau Sing Rocky
產品：商業顧問
Product：Business consulting



名車薈

Vehicle Show Case



全 新Lexus IS車系備有多種駕駛模式，展現出強勁有力、靈活多變的駕駛表現。而當中Lexus IS350 F SPORT獨有的Sport S Mode及Sport S+ Mode不但可提升引擎及波箱反應，更能加強車身之穩定性及操控，配合八前速Sport Direct Shift (SPDS)自動波箱，令加速過程更流暢準繩，締造更強勁及揮灑自如的駕駛表現。Lexus IS350 F SPORT的前排座位參考了專業跑車的設計，能完全緊貼駕駛者身體，並提供絕佳體感及承托。此外，此車款配備同級豪華房車獨有、由Lexus LFA超級跑車移植過來的可移式儀錶板，儀錶圈會因應不同駕駛模式而改變燈光顏色，當駕駛者檢視各種行車資訊時，儀錶圈更會左右移動，締造超級跑車般的駕駛新體驗。

With multiple driving modes available, Lexus IS series stands out with exceptional power and versatile performances. The Sport S Mode and Sport S+ Mode, both exclusive to IS350 F SPORT, can boost the responsiveness of the engine and transmission as well as the stability and control of the car. Acceleration is smooth and accurate with the 8-Speed Sport Direct Shift (SPDS) Transmission, which brings the control and dynamics to a new level. Inspired by professional sports cars, the front seats provide optimal support and comfort with a perfect fit. In addition, the unique movable meters inspired by LFA further complete the supercar driving experience with bezel that changes color according to the driving mode and shifts when displaying different information.

Lexus IS350 F SPORT



動力裝備 Engine : V6 24-valve DOHC with Dual VVT-i (2GR-FSE)
引擎最大馬力 Maximum Output : 317 PS / 6,400rpm
引擎最大扭力 Maximum Torque : 378 Nm / 4,800 rpm
汽缸容量 Piston Displacement : 3,456 cc
傳動系統 Transmission : 8-Speed Sport Direct Shift (SPDS) Transmission
4種駕駛模式 4 Driving Modes : ECO, Normal, Sport S and Sport S+
懸掛系統 Suspension : Double Wishbone with Coil (Front) ; Multi-link with Coil (Rear)
 Adaptive Variable Suspension (AVS)
轉向系統 Steering : Electric Power Steering System (EPS)
 Variable Gear Ratio Steering (VGRS)

廠商會會員專線：2820 4020（香港）/ 2880 4151（九龍）
 資料提供：皇冠汽車有限公司

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 Source: Crown Motors Ltd.

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