



• 奧米加-3(Omega-3)含量極豐富 •

刺身級

3A™ 翡翠皇™

(Jade Perch - Scortum Barcoo)



3A品牌經嚴格檢定保證

安全。新鮮。健康。

SANTAI
Eco Fishery Limited
三泰環保漁業有限公司



www.santaieco.com



廠商會檢定中心
CMA TESTING

認證編號
CMAPS-FHN(SG)-001:2012



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

careingorganisation
Caring Organisation

CMA Monthly Bulletin

六月號 June Issue 2013

肩負提昇國家食品安全使命

三泰致力發展環保活魚養殖科技

Shouldering the Mission to Advance the Country's Food Safety

Santai Eco Fishery Co., Ltd. Is Committed to Developing Environmental Friendly Fish Farming Technologies

「我 希望能夠證明中國內地也能出產既優質又環保的魚產！」眼前風度翩翩的蔡少森會董，一提到他的環保養殖大計，便顯得分外興奮。

面對內地有關食品安全的負面消息不斷，從事製衣業多年的蔡少森會董，於數年前毅然開展另一門截然不同的生

意：環保活魚養殖，「選擇投資環保活魚養殖的原因，是希望為地球可持續發展盡一分力。環保養殖可於不破壞海洋生態的情況下，滿足我們對魚的需求，同時可確保魚產沒有被污染！而環保魚於內銷市場存在著龐大的發展空間，且十分符合中央的政策方向，這正是我們選擇投資的原因！」

蔡氏於2008年正式成立「三泰環保漁業有限公司」，為香港首間以環保科技結合生態養殖的漁業公司，隨即將有關技術引入內地，於東莞市興建首個利用全天候環保養殖系統(AEFS)的養殖場，除嚴格監控魚糧及飼養水外，並特別由澳洲入口優質的魚種，其奧米加3為三文魚的4倍，



營養價值非一般魚類可比擬。

蔡氏致力為大眾提供健康、安全、味美的魚產，他把養殖的「環保魚」定名為「翡翠皇」(Jade Perch)，正正切合其出品肉質潤澤飽滿的特點！

為讓會員對環保生物科技有更深的了解，廠



商會於5月16日舉辦「東莞環保生物科技考察團」，由蔡氏帶領各位團員到其位於東莞的環保養殖漁場作實地參觀，親身接觸有關環保養殖技術及先進設備。養殖場總面積為24,000平方米，共設魚池28個，當中24個為養殖池，其餘為隔離池及淨化池。

整天的參觀過程，充份體驗了蔡氏對於食品安全的嚴謹要求。首先，各位團員於進入漁場範圍前，要需要戴上腳套，並經過特別設計的風淋消毒室，去除身上的塵埃及細菌，以確保魚類不受感染。

進入漁場範圍後，蔡氏帶領團友參觀其先進的污水處理系統。「養魚先養水！」蔡氏表示水對於養殖魚類至為重要，他遂與著名大學共同研發先進的「OAB污水處理系統」，利用螺殼上凹凸不平的表面滋生的微生物，再加入臭氧、細沙、活性炭及紫外線進行過濾，經三個月的循環處理，方可使用。此外，蔡氏的專業團隊每天均會進行水質檢查，確保魚類在最優質的水質下成長。由於水質極佳，「翡翠皇」不像一般養魚混有「泥味」，相反魚身及魚鰓位置均十分乾淨，這為坊間其他養魚所不及！

養殖方面，蔡氏亦別有一番獨到見解。魚苗於正式放進養殖池前，需先放進隔離池觀察，待確定魚

苗健康無病後，才放進養殖池，以減少感染其他魚的機會！約7-8個月後，魚苗生長至700-800克便可出售。銷售前的「翡翠皇」亦需再度隔離淨化，讓其盡量排出廢物，使肉質更鮮嫩。而運輸安排亦做到一絲不苟，蔡氏更特別於加拿大購入特製的水箱，讓魚產於安全衛生情況下出口。蔡氏表示：「由於漁場的安全監控極為嚴謹，我們已取得直接出口的許可，魚類毋需送至中央檢疫，足見三泰漁業的安全性。」蔡氏十分重視魚糧的質素，親自由外國著名的生產商購入高質素的魚糧，以確保其品質，並強調絕不使用抗生素及化學劑，使食用者更加安心。

「翡翠皇」的品質及安全性現時已為市場廣泛認可，除香港馬會、美心集團已選用入饌外，現亦已於各大超市發售，三泰環保漁業去年更榮獲「環保生態協會」頒發的「環保生態貢獻大獎2012」，由此可見外間對於三泰環保漁業對環保養殖的高度評價。

現時，三泰環保漁業年產逾400萬噸，致力出品達至符合3大A級品質：安全、新鮮、健康的魚產。展望企業未來的發展，蔡氏希望能繼續大展拳腳，向內陸及北方更多的地區推廣「翡翠皇」，進一步拓展內銷的市場。

"I hope to prove that manufactures in mainland China are also able to produce high quality fish in an environmental friendly way." Mr. Philip Choi, General Committee Member of the CMA, got very excited once mentioning his environmental friendly farming plan.

Shocked by the constantly negative news about food safety in mainland China, Choi, who used to be engaged in the garment industry for years, decided to embark on a totally different business—eco fish breeding couple of years ago. "The reason I chose to invest in eco aquaculture is my hope to contribute to the earth's sustainable development. Eco aquaculture can meet our demand for fish without destroying the marine ecosystem, and ensure that fish are not contaminated. Environmental friendly fish have great potential markets in mainland and are in line with the policy direction of the central government, which is exactly the reason to explain our investment."

Founded in 2008, the Santai Eco Fishery Co., Ltd. was the first fishing company in Hong Kong that combined environmental technology and aquaculture. Later after its establishment, Choi introduced relevant technologies into mainland and constructed the company's first farm that adopted the AEFS (Weather Eco-Fishery System) in Dongguan City. In addition to strictly monitoring the fish food and feed water, the farm also imported high-quality species from Australia, the Omega-3 of which were as four times as that of Salmon,

thus their nutritional value was incomparable by other types of fish.

Choi is committed to providing healthy, safe, and delicious fish to the public. He named his "environmental friendly fish" "Jade Perch", precisely reflecting the tender and juicy natures of its flesh.

To allow members to have a deeper understanding on the biotechnology, the CMA organized the "Mission to Dongguan on Environmental Biotechnology" on May 16. Led by Choi, participants visited the eco fish farm in Dongguan, personally feeling the environmental friendly farming technologies as well as advanced equipments. Occupying a total area of 24,000 square meters, the farm has 28 fish ponds, 24 of which are farming ponds while the rest are for isolation and purification.

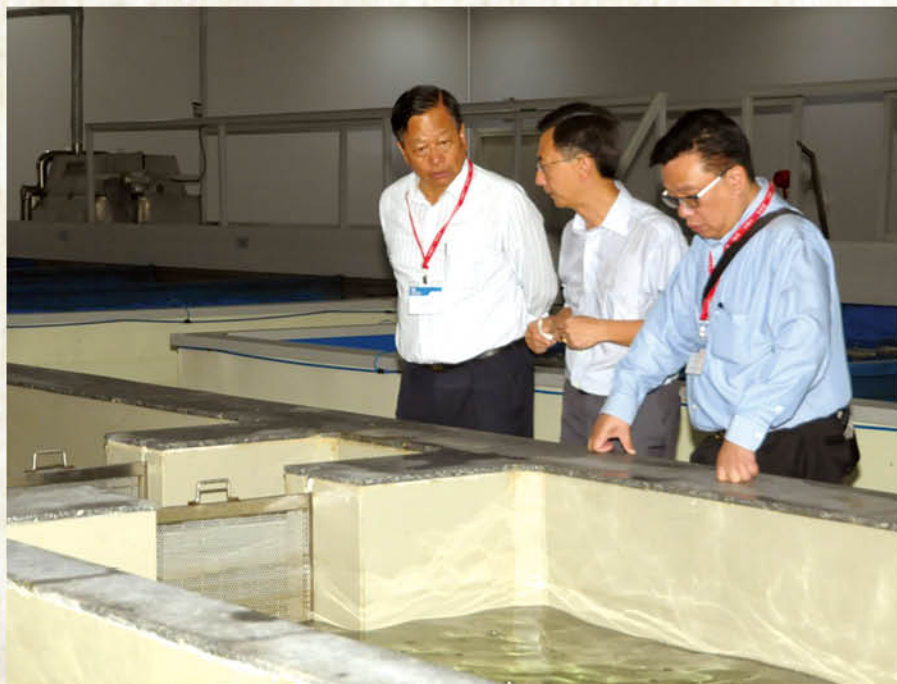
Through the whole day's visit, participants fully experienced Choi's stringent requirements on food safety. First, before entering the fishing grounds, all members were required to put on foot protectors and go into a specially designed air shower disinfection room to remove dust and bacterial on them, so as to ensure that fish were not infected.

After entering the fishing ground, Choi showed the OAB system—a world-class waste water treatment system to our members. "Nurturing water is a necessary procedure before breeding the fish". Choi



會員服務熱線

2851 1555



said that water was of vital importance to fish farming. As a result, he developed the "OAB system" in joint forces with a renowned university. The system employs microorganisms bred on the uneven surfaces of oyster shells coupled with ozone, sand, activated carbon and ultraviolet to filter the water; the water can be put into use only after three months' repetitive processing. Moreover, Choi's professional team examines the water quality each day, to ensure that fish can grow in water with optimal quality. Attributable to the excellent water quality, "Jade

Perch" does not have the "mud taste" like ordinary fish; instead, the body and gills of the fish are very clean, which cannot be compared by other types of fish.

Choi also has his own knack when it comes to farming. Before entering the ponds, the fries need to be placed into the quarantine pool for observation and could be put into the farming ponds only after they are confirmed as disease free, so as to mitigate infection to other fish. The fries are available for sales after 7-8 months when they grow to 700-800 grams. Before that, "Jade Perch" should be re-isolated for purification and

removal of waste in its body, so that the meat would be more tender. The transportation is also meticulous. For this, Choi imported special tanks from Canada to ship the fish in a safe and hygienic manner. "As the safety of the farm is rigorously monitored, we have obtained the direct export license, meaning that our fish does not need to be tested by the competent central quarantine department. This fully reflects the safety of Santai's products", said Choi. In addition, Choi also attached great importance to the quality of fish feed. He personally purchased high-

quality fish feed with no antibiotics and chemicals from a renowned foreign manufacturer, so consumers can put their mind at ease.

The quality and safety of "Jade Perch" have been widely recognized in the market. In addition to being enlisted in the food of Hong Kong Jockey Club and Maxim Group, "Jade Perch" is also available in major supermarkets now. In 2012, Santai's environmental fishery was awarded the "Econ Contribution Award 2012" by the Eco Association, reflecting the public's high evaluation on Santai's eco fishery.

At present, Santai can produce 4 million tons of eco fish each year. The company strives to offer the 3A fish products that fulfill the three quality standards: Safe, Fresh and Healthy. Looking ahead, Choi hopes to strengthen efforts to further promote "Jade Perch" in mainland and other Northern areas, so as to further tap the domestic market.



重要資訊 Important Information

環保減廢及商業廚餘處理分享會

Sharing Session of Waste Reduction and Food Waste Recycling

近年廚餘回收風氣愈趨盛行，並獲得社會各界的廣泛認同。透過廚餘回收，可達至以源頭減廢，有助環境的持續發展。此外，若廚餘處理得宜，甚至可將回收到的潔淨食物轉贈予社會上有需要的人士，宣揚珍惜食物的信息，饒富意義。為進一步推廣環保廚餘的理念，本會轄下婦女委員會將於6月28日（星期五）舉辦「環保減廢及商業廚餘處理分享會」，並非常榮幸邀得香港特別行政區行政長官夫人梁唐青儀女士親臨列席作分享。請各位會員把握是次難得機會，踴躍報名！

日期：2013年6月28日（星期五）

時間：下午3時至5時

地點：廠商會大廈27樓會議廳

（地址：中環干諾道中64-66號）

In recent years, food waste recycling is gaining popularity as well as recognition from various members of the society. Through effective management, waste can be reduced at the source and the environment can enjoy more sustainable development. Also, certain food waste can be handed out to the needy, and the message of cherishing food can be spread among the community. To promote the concept of food waste management, the Lady's Committee of CMA will hold a sharing session on Friday, June 28. We have invited Mrs. Regina Leung Tong Ching-yee, wife of the HKSAR Chief Executive to share her experience. All members are welcome to register for the event! Details are as follows:

Date: 28 May 2013 (Friday)

Time: 3:00 pm-5:00 pm

Venue: Conference Hall, 27/F, CMA Building
(Address: 64-66 Connaught Road Central, H.K.)



網上報名登記：<http://event.cma.org.hk/registrations/register/168>

Online Registration: <http://event.cma.org.hk/registrations/register/168>

特區政府職能架構小百科 (四)

Encyclopedia of the Hong Kong SAR Government's Structure and Functions IV

過往數期為各位初步介紹特區政府轄下12局的首長及職能，今期將進一步介紹其中與工商界息息相關的**商務及經濟發展局**，其轄下分別設有多個部門（詳見附表），其中**創新科技署**、**知識產權署**、**投資推廣署**、**工業貿易署**及**香港經濟貿易辦事處**等，均對推動本港經濟發展，以及改善營商環境等擔當著重要角色，今期將先重點介紹**創新科技署**及**知識產權署**的職能。

In the past bulletins, we have introduced 12 bureaux of the Hong Kong SAR government and their respective heads and functions. In this issue, we will take a closer look at the **Commerce and Economic Development Bureau** which bears the closest relationship with the industry and commerce sector. The Bureau oversees the operation of several arms, namely the Innovation and Technology Commission, Intellectual Property Department, Invest Hong Kong, Trade and Industry Department, Hong Kong Economic and Trade Office etc. They all play a major role in driving the growth of our economy and improving our business environment. In this issue, we will introduce two departments to start with: the Innovation and Technology Commission and the Intellectual Property Department.



商務及經濟發展局

香港天文台 創新科技署 知識產權署 投資推廣署 政府資訊科技總監辦公室 通訊事務管理局辦公室 香港郵政 香港電台 工業貿易署 香港經濟貿易辦事處（海外）

創新科技署

現任創新科技署署長為王榮珍女士，該署一直致力引領香港成為以知識為本的世界級經濟體系，除積極推動和支援應用研究及發展與科技轉移及應用外；亦著重培養社會的創新科技風氣，促進科技創業活動。此外，該署亦協助提供基礎設施和發展人力資源，以支援制定和推行政府的政策、計劃及措施，以推動創新及科技，並肩負推廣國際承認的標準和合格評定服務，為香港的科技發展和國際貿易建立穩固的基礎。

再者，創新科技署分別設立不同的資助計劃，以協助本港企業，特別是中小型企業可以得到更佳的发展，包括：創新及科技基金、應用研究基金、專利申

請資助計劃、新科技培訓計劃、投資研發現金回贈計劃等。

知識產權署

現任知識產權署署長為張錦輝先生，該署的主要職能包括：就香港保護知識產權的政策和法例，向商務及經濟發展局局長提供意見；亦就知識產權事宜向政府各局和部門提供民事法律意見。此外，該署作為註冊商標、專利、外觀設計及版權的特許機構，專門負責為市民提供高質素和迅捷的專利、商標及外觀設計的註冊服務，以及負責有關保護知識產權的推廣及教育，以提高公眾對保護個人知識產權的意識，使他們尊重別人的權益。

下期我們將繼續介紹其他商務及經濟發展局轄下部門，好讓大家加深了解。

Innovation and Technology Commission

The Commission is currently headed by Miss Janet W C Wong. It is dedicated to spearheading Hong Kong's drive to become a world-class, knowledge-based economy. To accomplish this mission, the Commission actively promotes and supports applied research and development, and technology transfer and application. It also works to foster an innovation and technology culture in the community, and promote technological entrepreneurship. In addition,

the Commission is responsible for facilitating the provision of infrastructure and development of human resources to support innovation and technology, as well as formulating and implementing the Government's policies, programmes and measures to promote innovation and technology. It also promotes international accepted standards and conformity assessment services to underpin technological development and international trade.

The Commission has set up various funding schemes to help local businesses especially SMEs, including the Innovation and Technology Fund, Applied Research Fund, Patent Application Grant, New Technology Training Scheme, Research and Development Cash Rebate Scheme etc.

Intellectual Property Department

The Department is currently headed by Mr. Peter KF Cheung. It is responsible for legislation for the protection of intellectual properties and providing advice to the Secretary for the Commerce and Economic Development Bureau. It also provides civil legal advice to the government and its various departments on affairs related to intellectual properties. In addition, the Department provides high-quality and responsive services in patent, trademark and designs registration to the public in Hong Kong, as well as promotes awareness of intellectual property rights of the individual, and a respect for the rights of others.

In the next issue, we will continue to introduce other departments under the Commerce and Economic Development Bureau, so that you can gain a deeper understanding of their functions.

相片提供：香港特區政府 Photo: HKSAR Government



會員探訪 Member company visit

公司名稱：易普語言科技有限公司
 受訪代表：總經理葉浩柏先生
 業務性質：網上一對一普通話教學



受訪後感想：

非常感謝游先生及陳先生上星期抽空拜訪我司，同時，可藉此交流寶貴的網路營銷經驗，增進對我司的了解及介紹貴會相關合適的服務。我們也衷心希望能夠通過廠商會這個平臺，幫助我們更好地推廣普通話學習至香港甚至世界每個角落。e-Putonghua.com是一家網上一對一普通話教學中心，以全球最優惠的每節課25港元的價格、24小時網上預約系統服務於全球的學生。

Company name: E-Putonghua.com Limited

Company representatives: General Manager Raymond Ip

Business nature: One on one mandarin learning

After thoughts on the visit:

We would like to express our sincere thanks to Mr. Yau and Mr. Chan for their visit on last week. Through listening to our experience in online business, they have gained a deeper understanding of our company and have introduced relevant services provided by the CMA to us. We also wish to promote Putonghua learning across Hong Kong and even around the world through this great platform. e-Putonghua.com is a one-on-one online Putonghua learning center, serving students with the world's most competitive price at HK\$25 per class as well as a 24 hours online booking system.

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

資歷架構知多D

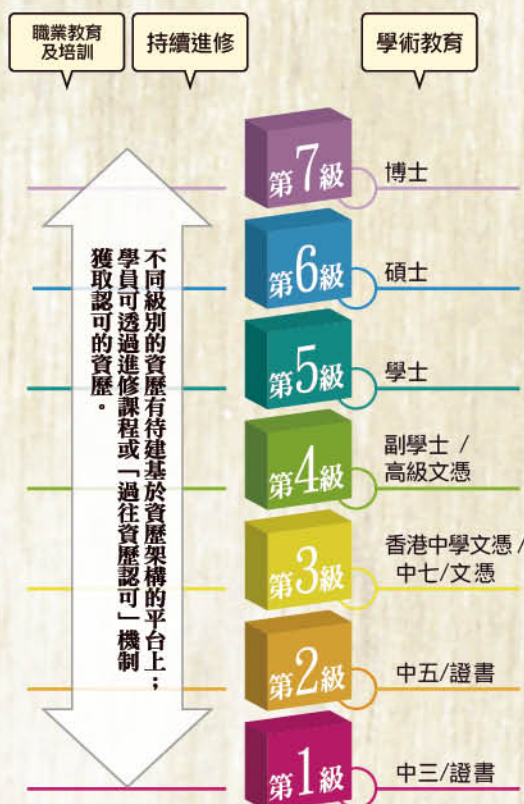
Qualifications Framework

你對資歷架構了解有多少？希望透過未來幾期的會員月報，可讓大家進一步認識資歷架構、資歷名冊及其相關的質素保證機制。

資歷架構是什麼？

資歷架構是一項透過鼓勵持續進修來提升香港人質素及競爭力的重大規劃，並已於2008年5月5日正式推行。簡單來說，它把各界別的資歷，有系統、

不同界別的資歷示例



資歷架構
Qualifications Framework

有條理地納入一個統一的架構內。這個架構會訂明各級資歷所應達到的能力水平，以及不同資歷之間的銜接關係，就好像一個四通八達的進修階梯，讓大家可以因應自己的能力和需要，自行確立進修的目標、方向和途徑，並透過選讀合適的課程，獲取有質素保證的資歷。

基本上，資歷架構有以下特點：

- 資歷架構旨在推動終身學習，提升整體人力資源質素及競爭力，以配合知識型經濟的需要。
- 資歷架構是一個資歷級別制度，涵蓋及統整學術、職業及持續教育界別的資歷。
- 資歷架構把資歷分為七級，由基礎第一級至最高第七級。
- 資歷級別是根據「通用級別指標」所釐訂，並說明每個級別的成效標準。

How much do you know about the Qualifications Framework (QF)? We hope you can learn more about the QF, QF Register, and the associated quality assurance mechanism in the next few issues.

What is QF?

Officially implemented on May 5, 2008, QF is a major plan aiming at elevating the quality and competitiveness of Hong Kong residents by encouraging continuing education and lifelong learning. Simply put, QF organizes qualifications of various sectors into a unified framework systematically and orderly. This framework will provide the level of competence that each level of qualification should attain and how different levels of qualifications are interconnected; so it's like a convenient progression ladder – everyone can define his goals, direction and ways of education at his own discretion based on his own

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	Professional Diploma 專業文憑 Professional Certificate 專業證書	Advanced Diploma 高等文憑 Advanced Certificate 高等證書	Diploma 文憑
5	Bachelor 學士				
4	Associate 副學士	Higher Diploma 高級文憑 Higher Certificate 高級證書			
3					
2					
1					Foundation Certificate 基礎證書

abilities and needs, and then acquire quality-assured qualifications through appropriate courses.

Basically, the QF has the following characteristics:

- It aims to promote lifelong learning, and enhance the overall HR quality and competitiveness so as to meet the needs of a knowledge-based economy.
- It is a qualification level system, covering and integrating qualifications of academic, vocational and continuing education sectors;
- It classifies qualifications into seven levels, from level 1 to level 7 in an ascending order.
- It is formulated on the basis of Generic Level Descriptors, and specifies the outcome standards of each level.

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

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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

5月「東莞環保生物科技考察團」(Part 1) (4 photos)



5月「東莞環保生物科技考察團」(Part 2) (5 photos)



5月「東莞環保生物科技考察團」(Part 3) (3 photos)





Bulletin

| 尋找朋友

| 主頁



4月 會董晚宴 (6 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公司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門票4張。查詢熱線：2851 1555

「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



4月 會員樂Bar (6 photos)



「會員產品及服務配對計劃」



會員可免費發放全方位的採購及銷售訊息，有助不同行業的會員各取所需，拓展商機。查詢熱線：2851 1555

「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

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會員事務發展小組委員專題訪問

天洋旅遊有限公司 營業拓展經理麥湛天先生 以客為本的服務承諾

Interview on Members' Affairs Development Committee

*Sherwin Mak, Business Development Manager of
Any Tours Enterprises Limited*

Customer-oriented Service Commitments

對於旅遊或酒店等服務性的行業，專業的服務態度往往是邁向成功的最重要一環。今期專訪嘉賓——會員事務發展小組轄下的會員聯絡及活動委員會副主席麥湛天先生（Sherwin）就是時刻秉持著顧客為先的宗旨，使其經營的「天洋旅遊有限公司」縱然面對同業的激烈競爭，成立逾30年仍然屹立不倒，於業界享負盛名。

麥氏於大學畢業後，未有即時加入公司接手生意，而選擇加入跨國保險公司，吸收工作經驗，希望透過工作令其待人處事更為圓滑，並同時訓練其社交手腕！麥氏於5年後回巢協助母親打理家族旅遊生意，運用其習得的經驗以及任職保險業時所採用的管理模式，致力完善公司各項制度，使管理更為規範化，推動公司的發展。

回想1997年前，麥氏表示當時天洋旅遊仍以商務客戶為主，接待的客戶以外國客人居多，由於當時旅遊資訊未及現時流通，加上工資不高，公司發展順利，很快便賺得第一桶金。後來，隨著科技不斷進步，客戶輕易便能透過互聯網取得旅遊資訊，加上金融風暴導致外圍經濟不景，客戶選擇旅遊服務多只著重價格，市場間遂牽起激烈的價格戰！是次價格戰為麥氏帶來不少沖擊，然而亦促使其檢討單靠門市銷售這一種單一營運模式的不足，從而著手開拓網上市場，致力研發網上購物系統，務求網羅一眾年輕的網上客戶。

麥氏一手策劃整個網上購物系統的研發過程，由構思以至試驗操作，皆由他一手包辦。「我們的網上購物車訂購系統為同業間首創，客人可尊享24小時全天候訂購機票、酒店套票、自遊行套票及郵輪旅遊套票等一站式優質服務。」麥氏表示於製作有關網上購物系統時，匯集了公司專業團隊以及前線員工的意見，製作一絲不苟，確保切合客人需要。

談到實行改革初期，麥氏坦然亦曾遇到不少困難。例如在成立網上購物系統，公司的資深員工對於有關嶄新的營業手法存著不少疑問，麥氏遂對全體員工就新的工作安排作出詳細的講解，並加強對員工的溝通，最後各位同事均樂意接受有關網上購物系統。



麥氏於13年年初加入廠商會這個大家庭，隨後獲會員事務發展小組轄下的「會員聯絡及活動委員會」潘志忠主席誠邀成為該小組旗下委員，並擔任副主席一職。麥氏希望憑藉其豐富的社交經驗及龐大的人際網絡，與各業會員作緊密聯繫，並協助廠商會舉辦更多切合會員需要的活動，提升會員服務質素。

For tourism, hotel and other services industry, professional service attitude is the most important factor for success. The guest of this issue, Mr. Sherwin Mak, Vice Chairman of the Members' Liaison and Activities Committee of the CMA, has empowered Any Tours Enterprises Limited to stand thirty years of vicissitudes and enjoy a long-standing reputation by

upholding the purpose of customer first.

Upon graduation from college, Mak did not immediately join the company to take over family business. Instead, he chose to work for a multinational insurance company to gain work experience, in a hope to become more sophisticated and improve his social skills. Five years later, he returned to his own company and helped his mother run the family tourism business. Leveraging on the experience and management methods learnt during his service at the insurance company, he successfully boosted the company's development by improving various company regulations and further standardizing its management.

Mak said that before 1997, Any Tours mainly relied on corporate accounts and the majority of its customers were foreign guests. As tourist information then was not as circulated as nowadays and wages were relatively lower, the company developed smoothly and soon earned

its first pot of gold. Later, with the continuous advances in technology, customers could easily access travel information through Internet; coupled with the economic downturn in foreign countries caused by the financial crisis, customers began to pay more attention to prices when selecting the travel service agency. This change led to a fierce price war in the market, which greatly impacted Mak. He started to review the deficiencies of the operation mode that merely relied on outlet sales. As a result, he began to expand the online market and was committed to developing an online order system to attract young online customers.

Mak planned the R&D process of the online order

system by himself, ranging from conception to testing. "Our online shopping cart ordering system is the first of its kind in the industry. It can provide customers with one-stop quality services covering ticketing, hotel booking, selfservice travel and cruise package." Mak also said that when developing the online order system, the company had consulted opinions from professional teams and field staff, and worked meticulously to ensure that the system can cater to the demands of customers.

When talked about the initial stage of reform, Mak frankly said that he also had encountered many difficulties. For example, senior staff had many doubts about the new business practice of building an online

order system. Therefore, Mak explained the new work arrangements to all employees in detail and strengthened the communication with them.

Finally, all associates were on board. Mak joined CMA at the beginning of 2013 and soon after began to serve as the Vice Chairman of the Members' Liaison and Activities Committee under the invitation of the Committee's Chairman Keith Pon. Mak hopes that, by virtue of his rich social experience and wide business network, he can closely communicate with other members and assist the CMA to convene more activities in line with the needs of its members, so as to further enhance the quality of member services.



冷知識 Trivia

如何清潔皮革上的原子筆跡？ *How to clean ballpoint pen marks on leather?*

日 常生活中我們經常使用原子筆書寫，相信不少人也試過不小心把原子筆劃在皮革製造的手袋、銀包或傢俬上，這些污跡往往不易清除，若使用強力的清潔劑，有可能會損毀皮革表面，究竟有什麼方法可以簡易去除那些有礙觀瞻的原子筆跡呢？

用牙膏去除原子筆跡

原來當用原子筆劃上皮革時，筆上的顏色只會暫時依附在皮革的最表層，我們可以於筆跡上塗搽牙膏，並用乾布反覆打圈清潔，牙膏內含的細微粒子就可透過反覆的打圈磨擦，將依附在皮革表面的原子筆跡擦掉，簡單方便，亦絕對符合經濟原則，大家不妨試試！

In daily life, we use ballpoint pens a lot. Many of you must have accidentally left ballpoint pen marks on leather handbags, wallets or furniture. Often these stains are very difficult to get rid off - if you use strong cleaning agents, it may damage the surface of the leather. Is there a simple way to remove these unsightly ballpoint pen stains?

Use toothpaste

When you leave ballpoint pen marks on leather, the color of the pen is only temporarily attached to the outermost surface of the leather. At this point, we can apply toothpaste on the pen marks and then use a dry cloth to wipe the marks repeatedly in a circular manner. In this way, the fine particles contained in the toothpaste can remove the pen marks on the leather surface via the repeated friction. This is really simple and convenient, and absolutely cost-effective. So check it out and see how it works.



焦點活動

Event Focus



Maserati 試駕日

Maserati Test Drive Event



日期：7/5/2013
Date: 7/5/2013

地點：瑪莎拉蒂淺水灣陳列室
Venue: Maserati Repulse Bay Showroom

會籍部於5月7日聯同著名車廠瑪莎拉蒂（Maserati）香港代理Auto Italia Ltd假其淺水灣陳列室舉行試駕活動，吸引一眾愛車人士出席，共同享受Maserati獨有魅力及爆炸力。是次獲試駕的車款為GranTurismo Sport及GranCabrio，參加者可於淺水灣縱橫馳騁，飽覽四周迷人景色，體驗駕駛樂趣。活動吸引多位會董會成員及會員出席，出席的會董會成員包括本會吳清煥副會長、蔡志婷會董及五金業委員會丁兆君主席，由車廠品牌總經理莫志偉先生親自接待，氣氛輕鬆熱鬧。

The Membership Department teamed up with the Hong Kong agent of Maserati - Auto Italia Ltd. to hold a test drive event at the latter's Repulse Bay showroom on 7 May. A large number of car enthusiasts were attracted to enjoy the unique charm and explosive power of Maserati.

Car models available for test drive in this event were GranTurismo Sport and GranCabrio. Participants can drive the cars along the Repulse Bay, enjoying the stunning scenery and experiencing the driving pleasure. The event successfully attracted a number of CMA General Committee Members, including Vice President Mr. Ng Ching Wun, General Committee Member Ms Eva Choy and Chairman of the Metal Products Industrial Committee Mr. Ting Siu Kwan, as well as many other members. They were received personally by Timothy Mok, Brand General Manager of the auto agent. The event ended in a pleasant and relaxed atmosphere.



升格永遠會員介紹 *Introduction of Upgraded Permanent Members*

公司：活力健國際有限公司
Company: Holistol International Limited
代表：董事總經理 唐彼勤小姐
Representative: Managing Director
Ms Edna Tong
產品：健康產品
Product: Health products



公司：和興白花油藥廠有限公司
Company: Hoe Hin Pak Fah Yeow Mfy Ltd
代表：執行董事 顏為善先生
Representative: Executive Director Mr Gan Wee Sean
產品：和興白花油、和興活絡油、和興止痛膏、和興白花膏及和興驅風油
Product: White Flower embrocation (Pak Fah Yeow), Hoe Hin strain relief, Hoe Hin analgesic cream, White Flower ointment & Hoe Hin universal oil



公司：梁介福(斧標)藥業有限公司
Company: Leung Kai Fook (Axe Brand) Medical Co Ltd
代表：總經理 梁善權先生
Representative: General Manager Mr Leong Sin Kuen
產品：斧標驅風油、寶寶丹及金牌風油精
Product: Axe brand universal oil, Bobo Tan & Golden Medal medicated oil



公司：澳門鉅記餅家(香港)有限公司
Company: Macau Koi Kei Bakery (Hong Kong) Limited
代表：行政總經理 甄雅芬小姐
Representative: Administration General Manager
Ms Ian Nga Fan
產品：杏仁餅、花生糖、蛋卷及中式餅
Product: Almond cookie, peanut candy, egg roll and Chinese cake



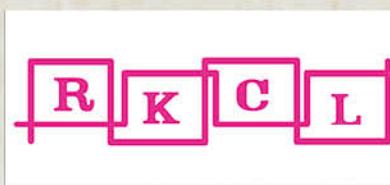
公司：阿波羅雪糕有限公司
Company: Appolo Ice-Cream Co Ltd
代表：董事 楊婉珍小姐
Representative: Director
Ms Yeung Yuen Chun
產品：雪糕
Product: Ice cream



公司：彩豐行有限公司
Company: Choi Fung Hong Company Limited
代表：總經理 楊振源先生
Representative: Managing Director
Mr Yeung Chun Yuen
產品：美容護膚品
Product: Skin care goods



公司：玫瑰針織(亞洲)有限公司
Company: Rose Knitting (Asia) Ltd
代表：執行董事 葉子盛先生
Representative: CEO
Mr Yap Michael
產品：針織毛衫
Product: Knitwear



公司：飛達織造廠有限公司
Company: Fee Tat Knitting Fty Ltd
代表：董事 黃振昌先生
Representative: Director
Mr Wong Tsun Cheong
產品：針織製成品及成衣出口；織造廠
Product: Knitted sweaters & garments exporter



新會員介紹 *Introduction of New Members*

公司：施施國際有限公司
Company: Sze Sze International Limited
代表：董事長 施訓敏先生
Representative: Director
Mr Sze Fan Man
產品：化妝品
Product: Cosmetic



公司：半島亞洲集團有限公司
Company: Peninsular Asia Group Limited
代表：執行董事 陳浩弘先生
Representative: Executive Director
Mr Chan Robert Wesley Ho Wan
產品：食品批發
Product: Food wholesale



公司：亞洲國際博覽館管理有限公司
Company: Asiaworld-Expo Management Limited
代表：行政總裁 哈永安先生
Representative: Chief Executive Officer
Mr Allen Ha
產品：展覽等場地供應
Product: Venue provider



公司：八達通卡有限公司
Company: Octopus Cards Limited
代表：營業及市場部副總經理 苗華正先生
Representative: Deputy General Manager
(Sales & marketing)
Mr Peter Miu
產品：八達通產品
Product: Octopus products



公司：啟業工藝製品有限公司
Company: Sincere Creates & Manufactures Limited
代表：董事 林啟滔先生
Representative: Director of Administration
Mr Lam Kai To
產品：人造植物
Product: Artificial flower & plant



公司：聯佳科技有限公司
Company: Vantage Technology Limited
代表：總經理 張來貴先生
Representative: General Manager
Mr Cheung Loi Kwai
產品：離型紙
Product: Release paper



公司：杉夏有限公司
Company: SunShia Limited
代表：行政總裁 李奕彬先生
Representative: CEO
Mr Li Yik Pan
產品：粉絲及榨菜
Product: Packed food



公司：祥發紙品包裝有限公司
Company: Cheung Fat Paper Box And Packing Company Limited
代表：董事 黃亮明先生
Representative: Director
Mr Wong Leung Ming
產品：紙盒包裝
Product: Paper box



公司：王氏港建國際(集團)有限公司
Company: Wong's Kong King International (Holdings) Limited
代表：主席兼行政總裁 王忠桐先生
Representative: Chairman & CEO
Mr Senta Wong
產品：製造電腦、辦公室設備產品、電訊、電器及電子產品
Product: Manufacture of computer, office automation products, telecommunication, consumer electrical & electronic products



公司：溢昇興業有限公司
Company: Year Development Limited
代表：市場總監 曾秀貞小姐
Representative: Marketing Director
Ms Tsang Daisy Sau Ching
產品：空氣淨化機
Product: Air purifier



公司：廚家班程班長飲食集團股份有限公司
Company: Captain Cheng Cook Family Group Limited
代表：董事 程致賢先生
Representative: Director
Mr Cheng Chih Hsien
產品：牛肉麵及冷凍食品
Product: Taiwanese beef noodles & frozen food



公司：裕豐行海味有限公司
Company: Yu Fung Hong Marine Products Limited
代表：董事總經理 張雅麗小姐
Representative: Company Director
Ms Ally Cheung
產品：海味食品
Product: Marine products and food



公司：雅麗商利有限公司
Company: Arly Development Company Limited
代表：董事總經理 潘綺華女士
Representative: Executive Director
Mdm Pun Yee Wah
產品：美容產品
Product: Skin care



名車薈

Vehicle Show Case



全新Mazda6繼承「KODO魂動——Soul of Motion」的設計靈感，抓住了獵豹鎖定獵物後瞬間爆發前的形態，將其在運動瞬間，所展現出來的強勁力度、速度美感與張力轉化為全新設計主題。配備頂尖科技SKYACTIV-G 2.5公升引擎、i-stop停車熄匙系統以及史無前例的i-ELOOP制動能

源回收系統，成就節能高達25%。Mazda6更贏得國際級設計獎項及最高安全評級，絕對集型格、性能及安全於一身。

All new Mazda6 was an inspired expression of Mazda's "KODO — Soul of Motion" design theme, which is like a lithe animal in that it powerfully signals

its appeal and presence to everyone who sees it on the road. Equipped with the ground-breaking SKYACTIV-G 2.5L engine, i-stop engine start-stop system and a cutting-edge regenerative braking system — the i-ELOOP, enables Mazda6 to achieve up to 25% better fuel economy. It has also been honored with several internationally-recognized prize for outstanding product design and top-class safety rating.



引擎形式Engine :	SKYACTIV-G In-Line 4-cyl. DOHC 16-valve with i-stop & i-ELOOP
汽缸容積 Displacement :	2,488 cc
傳動系統 Transmission :	SKYACTIV-Drive 6-speed +/-
懸掛系統 Suspension :	Front: MacPherson Struts Rear: Multi-link
車身規格 Dimension (mm) :	4,865 (L) x 1,840 (W) x 1,450 (H)
最大馬力Maximum Output :	188 bhp / 5,700 rpm
最大扭力 Maximum Torque :	25.5 kg-m (250 Nm) / 3,250 rpm
油缸容量Fuel Tank Capacity (L) :	62
最低油耗 Fuel economy :	15.6km/L
輪圈Wheels :	Factory fitted 19-inch alloy wheels
照明系統 Lighting system :	Bi-Xenon headlamp with Adaptive front-lighting system (AFS)
音響裝置 Sound system :	BOSE premium surround sound system with 11 speakers



廠商會會員專線：3768 4888

CMA Enquiry Hotline：3768 4888

資料提供：宏益汽車（香港）有限公司

Source：Vang Iek Motors (Hong Kong) Limited

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

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