

生活購物的駅



廠商會Mini-outlet
購物消閒首選

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歡迎參展！

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香港中華廠商聯合會

The Chinese Manufacturers' Association of Hong Kong



Monthly Bulletin

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扶貧委員會

關懷社會有需要的一群

Commission on Poverty

*Caring for the Needy
in Our Society*



香港經濟發展迅速，惟與其他發達國家一樣，同樣面對貧富懸殊的問題，為回應社會的訴求，政府成立扶貧委員會，旨於籌劃和實施全面的社會福利政策，以滿足市民基本生活保障，並妥善照顧社會所需、各界利益及優先需要處理的問題。

扶貧委員會成立於2012年12月，力主推動和監察扶貧工作，分析和檢討現行社會福利或相關政策，並透過關愛基金，為有需要人士提供各類的援助。政府於成立有關委員會前進行了多項籌備工作，如透過諮詢會、論壇及走訪多個服務機構，進一步了解社會的需要。

扶貧委員會由政務司司長出任主席，統籌具體工作，委員會轄下共設6個專

責小組，分別為「社會保障和退休保障專責小組」、「教育、就業和培訓專責小組」、「關愛基金專責小組」、「社會創新及創業發展基金專責小組」、「特別需要社群專責小組委員」及「社會參與專責小組」，為需要的人士通過經濟、就業、教育及訓練等等範疇，提供社會保障及支援，以紓緩其貧窮情況。

當局十分重視不同界別人士的意見，6個專責小組的成員除官方委任外，亦有來自各界的專業人士及非政府組織代表等等，而每年委員會均舉行扶貧高峰會議，由行政長官親自主持，以匯集社會各界的意見，訂立和強化扶貧工作的策略性方向。

扶貧委員會為加強與各界的溝通和互動，特別設立網站及網誌，冀能讓社會人士更加了解當局的工作。如欲了解更多扶貧委員會的詳情，請瀏覽<http://www.povertyrelief.gov.hk>

Despite Hong Kong's rapid economic development, we are faced with challenges arising from a widening wealth gap much the same way most developed countries are. In response to the demands of society, the government has established the Commission on Poverty to coordinate and implement comprehensive social welfare



policies. It aims to satisfy the basic needs for grassroots citizens, harmonize various interest groups and prioritize the handling of urgent issues.

The Commission was established in December 2012. It is dedicated to driving and monitoring poverty alleviation works, as well as analyzing and reviewing the current social welfare and related policies. Through the

Community Care Fund, the Commission provides assistance to all kinds of people in need. Before the Commission's establishment, the government had done much preparatory work through consultations, forums and visiting various social services organizations in order to gain a deeper understanding of the needy's situation.

The Commission is chaired by the Chief Secretary for Administration who oversees its operation. The Commission comprises 6 taskforces: The Social Security and Retirement Protection Task Force, The Education, Employment and Training Task Force, The Community Care Fund Task Force, The Social Innovation and Entrepreneurship Development Fund Task Force, The Social Needs Groups Task Force, and The Social Engagement Task Force. Through these specialized taskforces, the Commission provides assistance in a variety of ways such as financing, employment opportunities, education, training, etc. These measures are social protection and assistance that help alleviate poverty.

The authority values opinions from a wide representation of society. That's why the six taskforces are made up of not only government officials, but professionals from various sectors as well as representatives from NGOs. Every year, the Commission holds a Poverty Summit chaired by the Chief Executive himself in order to gather a diverse range of inputs for to set and reinforce strategic directions.

To facilitate communication and interaction between the Commission and the public, a website has been set up along with a blog. We hope the public can learn more about the authority's works through this website. For details, please visit <http://www.povertyrelief.gov.hk>.



關愛基金

基金於二零一一年年初成立，得到政府出資及商界募捐的支持，現時由扶貧委員會下設的關愛基金專責小組負責督導和統籌基金的工作，為長者、兒童及各類需要的人士推出不同的援助項目，包括「租住私人樓宇長者津貼」及「為輪候資助學前康復服務的兒童提供學習訓練津貼」等等。

Community Care Fund

Since its inception at the beginning of 2011, the Fund has received generous support from both the government and the business sector. The Fund is now overseen and coordinated by the Community Care Fund Task Force under the Commission of Poverty. The Fund provides assistance to seniors, children and other needy groups through a variety of schemes, such as the Subsidy for Elderly Tenants in Private Housing, the Training Subsidy for Children who are on the Waiting List of Subvented Pre-school Rehabilitation Services, etc.



會員服務熱線

2851 1555

其他製造業李國明主席 堅持品質才是王道

*Mr. Wilfred Li,
Chairman of the Other Manufacturing Sectors Industrial Committee
Quality Excellence is the Way to Win*

隨著社會日益富庶，大眾對於嬰兒以至成年人的護理用品需求越趨提高，是次專訪的主角——其他製造業委員會李國明主席可謂業界的佼佼者。由其一手創立的「加美敦實業有限公司」，以生產嬰兒、成人紙尿褲、紙尿片及床墊等護理用品為主，至今除在國內享負盛名外，在國際市場上亦佔有一席位，近期更榮獲「香港最有價值企業優秀企業獎2013服務大獎——最可靠嬰兒產品製造商」殊榮，成績卓越。

甫踏進李主席的會議室，即被牆邊放滿由「加美敦」生產的各式嬰兒、成人護理用品所吸引。現時其產品在內地逾100個城市銷售，在美國、歐洲、澳洲、中東、東南亞、非洲及港澳等50多個國家及地區也佔據著一定的市場佔有率。

回想當初的創業經過，李主席憶述需追溯至1986年，在朋友的偶然邀請下，在九龍灣合資開辦專業生產及銷售嬰兒、成人紙尿褲、紙尿片及床墊等用品。當時生產這類衛生護理用品仍屬較冷門行業，卻造就了龐大的發展契機。至2000年他正式接手公司，全身參與整體管理，對行業開始有更深入的了解。憑藉專注及努力不懈，公司得到更大的發展，並於2003年創辦「東莞嘉米敦嬰兒護理用品有限公司」，以廣東為依托，全面開拓內地市場。

與很多港商一樣，李主席在國內設廠時曾遇不少困難，例如稅項、國家政策、員工管理等，在投入大量時間及不斷累積經驗下，終能克服種種挑戰。至於近年出台的勞動合同法，令不少港商叫苦連天，但李主席則謂其工廠早已採用全自動化生產，有效減省人力資源及工人數量，故對其影響不大，反而如何培訓員工、持續提升產品質量才是企業成敗關鍵。

李主席表示，衛生護理用品行業競爭激烈，對手並不局限於本地，而是來自全球各地品牌，要突圍而出，最根本還是做好產品質量的監控。「加美



敦」從原材料進廠到成品出廠均設有嚴格的檢驗程序，集團更於2006年通過了ISO9001:2000質量管理體系認證，於2007年通過了ISO13485:2003醫療器械質量管理體系認證，並且通過了CE認證，在美國更取得FDA認證，確保產品達至國際水平，從而增加客戶及消費者的信心。

除此之外，李主席謂企業本身的商譽亦非常重要，他認為港商在國際上一直享有良好信譽，應該好好把握及保持這優勢。當然，良好的客戶服務及快捷準時的交貨期，也是維繫客戶的重要因素。此外，他認為企業必須全面了解不同市場的消費模式，從而制定適當的市場策略，例如非洲等第三世界國家，由於人民收入較低及不穩定，故其消費模式傾向貨品定價低，但購買周期快，至於已發展國家則相反。企業必須掌握不同市場的特點，才能收事半功倍之效。

對於業界，李主席勉勵同業繼續努力，善用港商靈活及良好商譽的優點，積極加大業務份額，並建議開拓金磚國家如俄羅斯、非洲等發展中或第三世界國家的市場。

面對日常繁重的工作及公務，李主席是如何減壓？原來他酷愛游泳，且一年四季都堅持，每星期平均游泳二至三次，以保持健康體魄及精神狀態，面對每天的新挑戰。

As the standard of living rises with societal advancement, the market demand for baby and adult care products is also on the rise. This interview shines the spotlight on Mr. Wilfred Li, Chairman of the Other Manufacturing Sectors Industrial Committee who is the recognized leader of the trade. He successfully founded Carmelton Company Ltd which specializes in baby care products and adult incontinence products, diapers and other related hygiene products. The company enjoys international recognition and a decent market share, and has been awarded the "Most Reliable Baby Products Manufacturer of Hong Kong's Most Valuable Companies 2013 Services Awards".

Stepping into the conference room of his company, we were immediately drawn to the numerous display products. At present, they are sold in over 100 cities in Mainland China, and exported to over 50 countries and regions including USA, Europe, Australia, Middle East, South East Asia and Africa where they occupy a certain market as well.

The story dates back to 1986: Li was invited to join his friends' business adventure and established a manufacturing plant at Kowloon Bay specialized in baby care, adult hygiene and mattress products. At that time, the product category was not popular which in turn gave rise to its huge potential. In 2000, he officially took over the company and headed its operation on a full time basis. He started to develop a deeper understanding of the industry. His dedication and perseverance fueled the company's growth. And in 2003, Dongguan Carmelton Baby Products Manufacturing Company Ltd was established. Based in Guangdong Province, it was



ideally poised to tap into the mainland market.

Just like most Hong Kong businessmen, Li used to face with lots of difficulties when setting up a manufacturing plant in the mainland: taxation, government policy, staff management, to name a few. After dedicating a lot of time to accumulating experiences, Li managed to overcome them. In recent years, a new Labor Contract Law was introduced which made things much harder for most Hong Kong businesses. However, Li's factory had already achieved full automation, effectively reducing manpower needs and shrinking staff size; so the business was not severely affected overall. Instead, the key to determine a company's success at present has shifted to staff training and quality enhancement.

According to Li, the personal care and hygiene business is competitive, and the competitors can come from anywhere in the world. Thus the company has to excel at quality so as to stand out from the crowds. Carmelton adopts the strictest quality control measures from sourcing raw materials to outputting end products. It passed ISO9001:2000, the Quality Management Systems Certification in 2006, and the ISO13485:2003 Medical Devices Quality Management Systems Certification in 2007. In addition, the products are also accredited with Conformite Europe (CE) certification, and the U.S. Food and Drug Administration (FDA) certification. In short, the company's quality assurance has been well proved by international standards, boosting the confidence of clients and consumers alike.

Of equal importance is a company's reputation, according to Li. He believes that Hong Kong businesses have always enjoyed a good reputation worldwide and

they should leverage this competitive advantage. Of course, excellent customer service and punctuality of delivery are also highly valued by clients. Apart from these, he thinks companies should develop a thorough understanding of the various consumption models operating in the market, and devise corresponding market strategies based on such understanding. For instance, in third world countries like Africa, people have access to very low incomes and even unstable incomes; therefore, a low price strategy seems sensible. However, such fast-moving consumption model is the opposite of the one viable in most developed countries. Businesses must ride on deep insights into different markets to win.

To his peers, Li encourages more joint efforts. With the reputation and agility that characterize them, Hong Kong businesses can aggressively grow their market share. He also suggests venturing into the BRICS countries like

Russia, and other third world countries such as Africa.

Faced with constant heavy workloads, how does Li relax? As it turned out, he is an all-season swimmer who enjoys the water sport 2-3 times per week on average. It not only keeps his body more energetic, but also his mind ready for new challenges every day.



善用再生能源：風力發電

Utilizing Renewable Energy: Wind Power

再生能源規模極具彈性，近年市區亦有愈來愈多地方使用再生能源，在香港也有不少建築物加設再生能源裝置。

風力發電是其中一種再生能源。傳統的風力發電場由多個風力發電機組組成，適合設置在遠離建築物及樹木、風速穩定的地方，大多使用水平軸風車。不過，在地方有限、風速或風向不平滑的市

區，較小型的垂直軸風車開始變得普及。

相對傳統水平軸風車，垂直軸風車的風葉對強風的抵抗力較高，而且不必隨風向改變而調整方向，便可以把來自不同方向的風能轉化為電能。而且發電機設在風車的底部，維修保養亦較方便。在風力不夠的日子，系統亦可以使用備用電源運作。

位於廣州市中心的珠江大廈便採用了垂直軸風車發電，配合其他節能建設如太陽能系統等，大幅減低樓宇用電衍生的碳排放。

只要選擇合適的設備，製造業亦可以在廠房內採集足夠的再生能源，為部份設備提供電力，減低碳排放。

低碳製造計劃

網頁：wwf.org.hk/lcmp

低碳製造計劃乃世界自然基金會的項目，由獨立第三方進行驗證以作評估。

Renewable energy is highly flexible, both in scope and scale. Increasingly, renewable energy is being applied in the urban environment. In Hong Kong, several buildings have recently installed renewable energy devices.

Wind power is one example of renewable energy. Traditionally, wind farms, consisting of numerous wind

turbines, are built in places with stable wind speeds that are far away from buildings and trees, usually employing horizontal axis wind turbines (HAWTs). However, vertical axis wind turbines (VAWTs) are increasingly being employed in places with limited space or unstable wind speed and wind direction, i.e. urban environments.

Compared with traditional HAWTs, the blades of VAWTs have a higher resistance to strong winds. In addition, these turbines can convert winds from different directions into electricity without needing to be manually adjusted. Furthermore, the generator is found at the bottom of the turbine, making maintenance more convenient. During days when winds are not strong enough, the system can still use backup electricity to operate.

Zhujiang Tower, or the "Pearl River Tower", situated in the centre of Guangzhou, is one example. The building uses VAWTs along with other energy-reduction measures, such as a solar energy system, which can greatly reduce the carbon emissions generated by a building's power consumption.

Once the proper research and sourcing has been conducted, manufacturers can also take advantage of renewable energy by using it to power some of their equipment and reduce their carbon emissions.

Low Carbon Manufacturing Programme

Website: wwf.org.hk/lcmp

LCMP is a WWF initiative with verification from third parties.



特區政府職能架構小百科 (三)

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

今 期本欄將繼續介紹各個決策局的首長及職能，讓大家加深認識。

財經事務及庫務局

現任局長為陳家強，該局致力發揮香港作為國際化城市的優勢和「一國兩制」下的機遇，發展為匯聚國內外資金及人才的國際融資中心、資產管理中心及離岸人民幣業務中心，並且透過與監管機構及業界合作，鞏固香港作為國際金融中心的地位。在庫務工作方面，該局責擬訂及實行政策及措施，確保能有效地控制及管理公共收入及開支。



教育局

現任局長為吳克儉，該局負責制訂教育政策，確保香港年青一代能夠接受優質教育，也負責監察這些政策的實施情況，以確保達到預期的目標和成效。該局的目標，是逐步建立可持續發展的多元化教育制度，讓年青一代有充分機會發展個人的興趣和才能，實現抱負，並且對社會、國家以至世界作出貢獻。

勞工及福利局

現任局長為張建宗，該局致力落實推行各項有利基層和弱勢社群福祉的重要政策，改善他們的生活。在勞工處、社會福利署及其他服務機構的支援下，勞福局會加緊推行各項措施，促進就業，維持和諧的勞資關係，保障僱員的勞工權益，以及促進工作安全和健康。與此同時，該局亦竭力推展政府的社會福利政策，致力扶貧紓困，協助弱勢社群。

發展局

現任局長為陳茂波，該局負責透過有效的土地用途規劃及穩定而充足的土地供應，促進香港持續發展；盡量善用土地資源，使土地管理制度保持高效率；使土地註冊制度以有效率的方式運作；推廣和確保樓宇安全與適時維修；透過改善舊區的建築環境和居住條件，全面落實市區更新政策；確保有效規劃、管理和落實公營部門的基建發展和工務計劃，同時確保計劃能以既安全又符合成本效益的方式依時進行，並維持高質素和標準；確保有可靠、充足和優質的食水供應，並提供有效率的供水服務，以及負責制訂與發展有關的文物保育政策。

運輸及房屋局

現任局長為張炳良，該局負責制定香港對外對內的交通政策事宜，包括航空服務、陸路及水上交通和物流發展。這些政策旨在加強香港作為亞洲首選運輸及物流樞紐和國際航運中心的地位。此外，亦負責制訂房屋政策，既維持私人住宅物業市場穩健發展，也為有需要人士提供資助房屋，並與相關的決策局和部門緊密合作，增加公私營房屋的土地供應，並致力善用土地及房屋資源。

環境局

現任局長為黃錦星，該局轄下的環保署負責構思環境保護、自然保育等政策；執行環保法例；監察環境質素，為多類廢物提供收集、轉運、處理和處置設施；就城市規劃及新政策對環境的影響提供意見；處理污染投訴和事件；提高市民的環保意識，以及鼓勵市民支持環保工作。此外，環境局亦負責維持本港穩定的能源供應，提倡節省及安全使用能源，並同時減少在生產及使用能源時對環境的影響。

商務及經濟發展局

現任局長為蘇錦樑，該局由工商及旅遊科、通訊及科技科以及政府資訊科技總監辦公室組成。工商及旅遊科負責香港對外商貿關係、促進外來投資、保護知識產權、為工商業提供支援、旅遊、保障消費者權益及促進競爭。通訊及科技科負責廣播、電影、電訊業發展、創新科技及淫褻和不雅物品管制。政府資訊科技總監辦公室負責制定資訊科技的政策和策略，以及推行相關的計劃和措施。

各局當中以商務及經濟發展局與各位會員最息息相關，有關決策局的旗下部門的運作我們將於下次作出詳盡的介紹。



In this month's bulletin, we will continue to introduce various Policy Bureaux as well as their heads and functions. We hope this information will deepen your understanding of the government.

Financial Services and the Treasury Bureau

The Bureau is currently headed by Prof. K C Chan, GBS, JP. Leveraging on our strength as an international city and the opportunities arising from the "One country, Two systems", the Bureau aims to develop Hong Kong as a global financing centre, asset

management centre and offshore RMB business centre, attracting capital and talent from within and outside the country. The Bureau works closely with market regulators and trade partners to strengthen the city's status as an international financial centre. On the Treasury front, the Bureau formulates and implements policies and procedures to ensure effective control and management of public revenues and expenditure.

Education Bureau

The Bureau is currently headed by Mr Eddie Ng Hak-kim, SBS, JP. The Bureau is responsible for the formulation of policies to ensure that quality education is provided for Hong Kong's young people. The Bureau also oversees the implementation of programmes that are designed to bring these objectives to fruition. The goal is to progressively establish a diversified and sustainable education system that provides ample opportunities for the younger generation to develop their personal interests and talents to meet their aspirations, as well as to contribute to our society, our nation, and the world.

Secretary for Labour and Welfare

The bureau is currently headed by Mr. Matthew Cheung Kin-chung, GBS, JP. The Bureau is committed to implementing various important policies for the benefits of the grassroots and the underprivileged with a view to improving their livelihood. Underpinned by the Labour Department, Social Welfare Department and other service agencies, the Bureau will press on with the tasks of promoting employment, maintaining harmonious labour relations, safeguarding the labour rights of employees and enhancing safety and health at work. At the same time, it takes forward the Government's agenda on social welfare and poverty alleviation and in assisting the vulnerable, the disadvantaged and the underprivileged.



Development Bureau

The Bureau is currently headed by Mr. CHAN Mo-po, Paul. The Bureau's responsibilities include the following: to facilitate Hong Kong's continual development through effective land use planning as well as a steady and sufficient supply of land; to achieve the optimum use of land resources and maintain an effective land administration system; to manage an efficient system for registration of land; to promote and ensure building safety and timely maintenance; to implement urban renewal in a holistic manner by improving the built environment of older urban areas and the living condition of residents therein; to ensure the effective planning, management and implementation of public sector infrastructure development and works programmes in a safe, timely and cost-effective manner and to maintain high quality and standards; to ensure the provision of a reliable, adequate and quality water supply and an efficient water supply service; and to be responsible for policy on development-related heritage conservation.

Transport and Housing Bureau

The Bureau is currently headed by Professor Anthony Cheung Bing-leung, GBS, JP. The Bureau is responsible for the formulation of policies on matters relating to Hong Kong's internal and external transportation, including air services, land transport, maritime transport and logistics. These policies aim to support Hong Kong as a premier transportation and logistics hub in Asia as well as an international maritime centre. The Bureau is also responsible for housing policy in Hong Kong by adopting a balanced approach to maintain the stable and healthy development of the private residential property market on the one hand, and provide subsidised housing to those in need on the other. The Bureau work closely with concerned policy bureaux and departments to increase land supply for both public and private housing, and to explore means to optimise the utilization of land and housing resources.

Environment Bureau

The Bureau is currently headed by Mr. KS Wong. The Bureau's Environmental Protection Department is responsible for formulating policies for environmental protection, nature conservation etc.; implementing environmental protection laws; monitoring the quality of local environment, and providing physical infrastructure for the collection, transportation, treatment and disposal of waste; advising on urban planning and the environmental impact for new policies; handling complaints and incidents regarding waste management; raising community awareness of and promoting public support for issues related to environmental protection. In addition, the Bureau is also tasked with maintaining a stable supply of energy for Hong Kong, promoting energy conservation and safe usage, and minimizing negative impact on the environment by manufacturing and energy use.



Commerce and Economic Development Bureau

The Bureau is currently headed by Mr Gregory SO Kam-leung, GBS, JP. The Bureau comprises the Commerce, Industry and Tourism Branch, the Communications and Technology Branch and the Office of the Government Chief Information Officer. The Commerce, Industry and Tourism Branch is responsible for policy matters on Hong Kong's external commercial relations, inward investment promotion, intellectual property protection, industry and business support, tourism, consumer protection and competition. The Communications and Technology Branch is responsible for policy matters on broadcasting, film-related issues, overall view of creative (including film) industry, development of telecommunications, innovation and technology, and control of obscene and indecent articles. The Office of the Government Chief Information Officer is responsible for policy, strategy and execution of information technology programmes and initiatives.

Among all the Bureaux so far introduced, the Commerce and Economic Development Bureau is the most relevant to our members. We will continue to introduce the various departments under this Bureau in greater detail in the next Bulletin.

相片提供：香港特區政府 Photo: HKSAR Government

辦公室環保小貼士 Tips for Low Carbon Office

為窗戶貼上太陽隔熱膜，可節省每年空調耗電量4-5%！

Applying a solar control window film can save 4%-5% of annual air conditioning electricity consumption.

如有查詢，請致電3557 6020或電郵lcmp@wwf.org.hk予世界自然基金會
For enquiry, please contact WWF-Hong Kong at 3557 6020 or lcmp@wwf.org.hk

資料提供：世界自然基金會香港分會「氣候正能量」
Source: Climateers, WWF-Hong Kong (<http://www.climateers.org/>)



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

婦女委員會「送暖到社群」活動及生日晚宴 (5 photos)



青年委員會捐血日 (3 photos)



3月會董晚宴 (3 photos)



廠商會「電影欣賞之夜」—《攻·元2077》 (2 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。本公司於三月份起更推出\$5,370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



「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

製作：

會籍部團隊

CMA Makers@2013

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公司名稱：圓夢數碼媒體有限公司

受訪代表：董事呂嘉源先生及董事余修賢先生

業務性質：電子商貿服務及網上銷售平台



受訪後感想：

感謝游先生和潘小姐拜訪，他們表現出認真專業，為我們細緻地講解了廠商會的現況和將來的發展。作為新會員，我們感受到廠商會專業和熱情的一面。

網銷是有巨大爆發力的市場，但需要技術和人脈才能有出眾的成績。

圓夢有專業的團隊，電子商貿的技術和經驗，能協助廠商們由代工生產，一步步發展自己的網上品牌，以及透過淘寶和天貓商城內銷中國。

我們專營的，是電子商貿的服務。

Company name: Dreamfish Digital Media Limited

Company representatives:

Director Mr Lui Ka Yuen and

Managing Director Mr Yu Sau Yin

Business nature:

e-Commerce services and online sales platform

After thoughts on the visit:

We would like to express our sincere thanks to Mr. Yau and Ms. Poon's visit. As a new member, we were impressed by the CMA's professionalism and warm welcome.

The potential of online sales can only be fully exploited with the necessary technology and business networks.

With our professional team, solid technology and rich experience in e-Commerce, we are able to help fellow members transform their business model from OEM to developing their own online brands and retail through Taobao.com and Tmall.com across China.

We excel at e-Commerce services.

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



健康快訊
Health Tips

預防腰痛，由姿勢開始

Prevent back pain with the right posture

從事文職工作的人士，有否受到腰痛的困擾呢？甚或「越坐腰越痛」甚至感到雙腿麻痺？其實這可能是與姿勢有關！

香港都市人工作繁忙，經常忽略日常坐姿及提舉重物時的姿勢。有調查發現，有近六成港人脊椎已出現不同程度的勞損！當腰椎開始感痛楚，即「腰痛」時，表示該部位已經出現問題，身體以「疼痛」發出警覺，如果沒有儘早治療及處理，問題會持續惡化，甚至導致下肢癱瘓的情況。

腰椎由五節腰椎骨組成，骨與骨之間有一個如「軟墊」的軟骨組織名為椎間盤，椎間盤的彈性特質，讓腰椎可隨意靈活伸展擺動身體及有效卸去提取物件時的部份壓力，達到保護腰椎的效果。腰椎的壓力隨著身體不同的位置而改變，如平躺及放鬆站着，壓力較小，但當腰部向前彎、承受重物（圖1），或是彎著腰坐（圖2），腰椎及椎間盤所承受的壓力便大大提高，如再加上突如其來的外力或創傷，便有機會形成「椎間盤突出」的問題。

由於我們的脊椎同時亦保護着脊柱神經，當椎間盤突出的時候，便有機會觸及神經線，引起痛楚，嚴重時甚至腿部麻痺及乏力，因此，平時必須要注意腰部姿勢，避免腰部壓力過大，如提舉重物或坐著時應注意保持腰椎挺直（圖3及圖4），不要長期保持同一坐姿，於久坐45分鐘後應站立進行適度的伸展運動，以減輕腰椎及椎間盤的壓力，有效減少腰痛或椎間盤突出的風險。

If you sit at the desk all day, you must have been troubled by back pain. The longer you sit, the more painful it gets, doesn't it? Sometimes you even feel as if your legs were in paralysis. Actually, this may be related to your posture!

The hectic pace of city living has reduced our attention to sitting postures and the right way to lift heavy items. Research shows that close to 60% of the local population have, in one way or another, damaged their spines to varying degrees! When you feel pain in the spine, or back pain, it means that part of your body has already gotten into trouble. If you ignore the "pain" signal sent out by our body, and do not get medical attention in time, the problem will last worse and even

cost your entire lower limb.

The spine is made up of five lumbar spines. There is a cushion-like cartilage between each piece called the lumbar intervertebral disc. This disc is elastic so that the spine can allow flexible stretching of the body as well as reduce the impact from lifting heavy objects; these in turn help protect the spine. The pressure suffered by the spine varies according to different bodily postures. For instance, when we are lying down or standing relaxed, the pressure is minimum; when we bend our back forward to lift weights (picture 1), or sit without a straightened back (picture 2), the spine and the lumbar intervertebral disc become under intense pressure. In case of sudden attack or injury, it may cause the so called "prolapse of lumbar intervertebral disc".

Since our spine is also responsible for protecting the nerves, in the case of prolapse of lumbar intervertebral disc, there are risks of nerves being hit, causing pain, sometimes even paralysis or fatigue in the legs. That's why we should pay close attention to our postures to avoid putting too much pressure on our backs, especially when lifting heavy objects. When sitting down, we should keep our back straight at all times (picture 3 & 4). Do not sit in the same position for over 45 mins; stand up and stretch after long periods of sitting to alleviate stress on the spine and lumbar intervertebral disc. These are effective measures for reducing back pain and the risks of prolapse of lumbar intervertebral disc.

資料及相片提供：

適和護康中心 物理治療師 黃桂蘭小姐

Information and photo provided by

Attivo Health Care Centre

Physiotherapist Ms Wong Kwai Lan, Emmy



對黑膠唱片的迷思——數碼世代中的模擬聲音

Addicted to LP Record --- Analogue Sound in the Digital Generation

一個世紀以來，唱片業的發展有著幾個重大的改革，其中最大的改變絕對是數碼化！

自1982年Phillips和Sony兩大公司合作推出Compact Disc簡稱CD，將音響世界邁向數碼化，黑膠唱片被打至體無完膚，幾近全軍覆沒。經過30年美麗光景，CD的地位已被更數碼化（更便宜）的格式逐漸蠶食，iPod及iTune的成功更令CD急速走向末路。然而，黑膠唱片卻被音響發燒友推崇備至！為何惜日的舊愛，如今卻變成新歡呢？

科學進步，一切也走向數碼化，確是無可厚非，把音樂或聲音以數碼的方式記錄或保存，本是很聰明的方法，但可惜人耳卻偏偏不喜歡這種以「1」和「0」所構成的數碼聲音。人耳的構造是以模擬的方式去運作，即使數碼技術有幾先進，其聲音有一種不耐聽的生硬感及欠缺連貫性。試想像小提琴家演奏時，拉弓的動作變成數碼化的向上是「1」、向下是「0」，你認為這演奏會動聽嗎？

黑膠唱片迷人之處正正是其模擬方式的記錄與播放，自然聽得舒服及耐聽，更不會有生硬感及不連貫的情況。數碼技術的運用卻令黑膠唱片更放異彩，利用嶄新數碼技術生產的新一代黑膠唱片，聲音表現及寧靜度比起大半世紀前有大幅進步。

CD的沒落、iTune網上下載音樂的成功，令大唱片公司紛紛倒閉，小規模的發燒唱片公司卻不斷成立，以低價錢大量購入大唱片公司保存的母帶拷貝，以更認真、更講究的態度重新出版，更加以黑膠唱片方式發行！各大高級音響器材公司，紛紛推出黑膠唱盤及唱頭放大器等硬件推波



助瀾。對於80後的發燒友，聽黑膠唱片是潮流及視為有品味的玩意！個人認為，12吋直徑的黑膠唱片在唱盤上徐徐轉動，放下唱臂與唱頭，單是這幾個動作已把我迷倒30年了！

The last century has witnessed several major developments in the record business, the most significant of which is undoubtedly the digitalization!

Since the launch of Compact Disc, or CD for short by Phillips and Sony in 1982, the world of music has gone digital, leaving virtually no space for LP records. Thirty years later, the status of CD is threatened by the more digitalized and cheaper iPod and iTunes. However, LP records are again rising in popularity! Why is the trend on the reverse?

With the advancement of technology, everything is going digital. It seems to be a smart choice to record and preserve music or sound in digital formats, but human ears beg to differ. The structures of human ears determine that they operate better in an analog way. No matter how much breakthrough digital technology has achieved, digital sound is inevitably harsh and inconsistent to the

human ear. Imagine when a violinist is playing, his performances are recorded as "1" and "0", do you think the music created in this way would sound pleasant?

The appeal of LP records is exactly its analog nature. This model of recording and playing is natural to the human ear, unlike the harshness and inconsistency of digital sounds; that's why LP records can stand the test of time. However, digital technology has also contributed to a better quality of LP records. The new generation of LP records is products of the digital age, their sound performance and noise reduction capability have gone a long way ahead of 50 years ago.

The decline of CD and success of iTunes online downloads have led to the closure of big players. On the other hand, smaller companies are budding everywhere. By acquiring mother copies in mass and at low prices from big companies, they can re-publish the music in a more serious and sophisticated manner — in the format of LP records! All the major high-end stereo companies are launching LP records players and amplifiers to go with the trend. For the post-80s fans, LP records have become a symbol of fine taste and fashionable trend. Personally speaking, I think the acts of watching the record spinning and putting down the tone-arm are enough to keep me enthralled for 30 years!

資料及相片提供：Diatonic Precision Audio
網址：www.dp-audio.net

Information and photo provided by Diatonic Precision Audio
website: www.dp-audio.net



新會員介紹 (共6家企業)

公司：洪達貿易有限公司
Company: Hunter Trading (Hong Kong) Limited
代表：經理 林智傑先生
Representative: Manager Mr Lam Chi Kit
產品：食品
Product: Snack food



公司：中國時裝文化教育基金
Company: China Fashion Foundation Limited
代表：創辦人 楊國佳先生
Representative: Founder Mr Alexander Yeung
產品：慈善及教育
Product: Charity and education



公司：寧美(國際)貿易有限公司
Company: Ning Mei International Trading Limited
代表：董事總經理 李寧木先生
Representative: Director Mr Lee Ning Muk
產品：電子產品
Product: Electronics



公司：品味香江有限公司
Company: Gourmet Orient Limited
代表：副行政總監 徐匡龍先生
Representative: DCEO Mr Tsui Hong Loong Arthur
產品：高級即食食品製造商及經銷商
Product: Superior instant food manufacturer & dealer



公司：富源機械(中國)有限公司
Company: Full Range Machinery (China) Limited
代表：董事總經理 黃定富先生
Representative: Managing Director Mr Wong Ding Fu Leo
產品：CNC立式/臥式/龍門式加工、石墨加工、五軸龍門/臥式銑鐵加工、CNC車床/鑽床/內外圓磨床、機床大修、翻新及保養服務
Product: CNC vertical machining, CNC horizontal machining, CNC graphite machining, CNC 5 axis/boring & milling machine, CNC lathe, CNC milling machine, maintenance service, recondition service & warranty service



公司：南華針織時裝有限公司
Company: South China Fashions Limited
代表：董事 楊連嘉先生
Representative: Director Mr Yeung Lin Kar
產品：針織品
Product: Knitwear



會員優惠精選 Member Offers

点点綠 Greendotdot

廠商會會員優惠：

於点点綠專門店/專櫃出示此券及廠商會會員証，
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Get a free Greendotdot Membership by presenting this coupon & CMA Membership Card in any Greendotdot shop / counter, and enjoy 10% off on purchase.



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傳真：3181 4480

網址：<http://www.greendotdot.com>

Facebook: <http://www.facebook.com/greendotdot>

微博: <http://weibo.com/greendotdot>

Tel: 3181 4488

Fax: 3181 4480

Website: <http://www.greendotdot.com>

Facebook: <http://www.facebook.com/greendotdot>

Twitter: <http://weibo.com/greendotdot>

燕之家燕窩專門店 Home of Swallows



廠商會會員優惠：

- 1) 會董可尊享正價貨品85折優惠。
- 2) 會員可尊享正價貨品9折優惠。

Exclusive offer to CMA members：

- 1) 15% off on regular priced items for GC Members.
- 2) 10% off on regular priced items for members.



條款及細則：

1. 優惠只適用於燕之家燕窩專門店香港分店。
2. 優惠不可以與其他推廣或折扣優惠同時使用。
3. 不適用於蟲草、特價、陳列或批發貨品。

Terms & Conditions:

1. This offer is applicable to Home of Swallows Hong Kong outlets.
2. This offer cannot be used in conjunction with other promotional offer.
3. This offers not applicable to Cordyceps Sinensis, discounted product, display & wholesale items.

優惠日期至2013年12月31日

The offer is valid until 31 December, 2013.

電話：2633 1299

網址：www.homeofswallows.com

Tel: 2633 1299

Website: www.homeofswallows.com

永遠會員介紹 (共20家企業)

公司：恒生銀行
Company: Hang Seng Bank
代表：商業銀行業務總監 林燕勝先生
Representative: Head of Commercial Banking
Mr Lam Yin Shing, Donald
產品：銀行及金融
Product: Banking and finance



公司：萬利玩具
Company: Manley Toys Ltd
代表：主席兼行政總裁 陳明耀先生
Representative: Chairman & CEO
Mr Chan Ming Yiu, Samson
產品：各類玩具、家庭用品、廚房用品、雜貨、鞋類、禮品、新出品、行李箱及袋類、毛絨玩具、聖誕裝飾品、文具及陶瓷等
Product: All kinds of toys, household ware, gift, novelty & sundry items, kitchenware, footwear, luggage & bags, plush toys, X'mas items, stationery & porcelain



公司：東方紅藥業有限公司
Company: Tung Fong Hung Medicine Co Ltd
代表：董事副總經理 林章鋒先生
Representative: Mr Jerry Lam
產品：中成藥、保健食物、西藥及零售
Product: Chinese medicine, health food, pharmaceutical & retail



公司：蒙妮坦集團有限公司
Company: Monita Group Limited
代表：董事長 鄭明明小姐
Representative: Chairman
Ms Cheng Ming Ming
產品：美容服務及美容教育；美容、化妝品製造
Product: Fairlady, FL Professionnel, Premier, Biolift, Genetic, BIO, Satin, CMM UVA/UVB, 雪 ultra white



公司：高格行有限公司
Company: Cougar Hong Kong Limited
代表：總經理 蘇國良先生
Representative: General Manager
Mr Adam So
產品：一斤果醋、高島、KOKA、ISABELLE禮餅、美樹韓國柚子果系列及美樹啫喱粉



公司：天冰有限公司
Company: Ice Master Limited
代表：董事總經理 龔燕霞小姐
Representative: Managing Director
Ms Kung Yin Ha, Cecilia
產品：食品抗菌保溫材、環保冰、保溫袋餐食物保暖板
Product: Gel ice, thermo pack & thermo bag



公司：新興織造廠有限公司
Company: Sun Hing Knitting Fty Ltd
代表：董事 梁宏正先生
Representative: Director
Mr Clarence Leung Wang Ching
產品：針織毛衫、長短裙及長衫、織造及製衣
Product: Knitwear, knitted skirts & dresses



公司：輝煌復康產品製造有限公司
Company: FH Rehabilitation Products Manufacturing Company Limited
代表：董事 譚明德先生
Representative: Director
Mr Tam Ming Tak
產品：復康產品、輪椅及拐杖
Product: Rehab products, wheel chair, stick, crutch



公司：國寶行有限公司
Company: China Pearl (HK) Company Limited
代表：董事總經理 林嘉璧小姐
Representative: Managing Director
Ms Anna Lam
產品：日用陶瓷餐具
Product: Stoneware tableware



公司：寶利金屬製品廠有限公司
Company: Boly Metal Manufactory Ltd
代表：副總經理 曹宏深先生
Representative: Asst General Manager
Mr Cho Winsun Vincent
產品：精密金屬零件、應用於汽車配件、電子儀器、工業及醫療設備
Product: Precision machined parts for automotive, electrical, industrial and medical device



公司：敏實有限公司
Company: Main Plan Limited
代表：總經理 施清海先生
Representative: General Manager
Mr Sze Ching Hoi
產品：不銹鋼廚具、易潔廚具、餐具、利器、浴室龍頭、浴室配件及掛件、坐廁及臉盆
Product: Stainless steel cookware, non-stick aluminum cookware, dinnerware, cutlery, mixer, bathroom accessories, toilet, washbasin



公司：新興毛衫織造廠
Company: Sun Hing Woollen Weaving & Knitting Fty
代表：東主 王德潤先生
Representative: Mr Wong Tak Wai
產品：針織
Product: Knitwear



公司：弘科建築工程有限公司
Company: Ervin & Lloyds Engineering Ltd
代表：建築師 李兆民先生
Representative: Director
Mr Lee Siu Man, Ervin
產品：建造業
Product: Building construction



公司：億寶製衣廠有限公司
Company: Mars Garments Mfy Ltd
代表：董事 廖頌棠先生
Representative: Director
Mr Liu Chung Tong, Albert
產品：各類疏織成衣
Product: All kinds of woven garments



公司：石利貿易有限公司
Company: Shek Lee Trading Company Limited
代表：總經理 李石章先生
Representative: Director
Mr Li Shek Cheung
產品：不銹鋼真空壺、鋁梯及家庭用品
Product: Stainless steel vacuum flasks, aluminium step ladders and other household articles etc.



公司：亞美盒帶有限公司
Company: Acme Cassette Mfg Ltd
代表：董事長 陳秉志先生
Representative: Director
Mr Chan Ping Che
產品：錄影帶
Product: VHS & digital Video cassette tapes & molding of other precision plastic products



公司：香港千草堂醫藥有限公司
Company: Hong Kong Chien Cao Tong Medical Limited
代表：董事 周海欣小姐
Representative: Director
Ms Chow Hoi Yan
產品：中成藥及健康產品



公司：民興針車有限公司
Company: Man Hing Sewing Machine Co Ltd
代表：經理 黃子堅先生
Representative: Manager
Mr Wong Chi Kin
產品：風琴牌縫紉機針、雅滿桃縫紉機、關西牌縫紉機、廣瀨梭頭、東和梳殼及梳芯、蘇士配件、風玲刀片、花邊勾仔、APP-STONE鬆根器及各類縫紉機零件
Product: ORGAN NEEDLE, YAMATO sewing machine, KANSAI SPECIAL sewing machine, HIROSE hooks, TOWA bobbin case, SUISEI attachment, SUZUTAMI knife, NISSIN loope & APP-STONE tension feeder



公司：勤興軟膠廠有限公司
Company: Kan Hing Plastic Products Fty Ltd
代表：經理 陳國雄先生
Representative: Manager
Mr Chan Kwok Hung
產品：筆盒、書包及筆袋
Product: High quality pencil cases, school bags & pencil pouches



公司：環球金屬塑膠製品廠
Company: Wan Kou Metal & Plastic Fty
代表：東主 羅容佳先生
Representative: Sole Proprietor
Mr Law Yung Kai
產品：五金廚房用具
Product: Kitchenware



名車薈

Vehicle Show Case



歷代ELGRAND的舒適程

度、外型設計和駕駛樂趣一向備受讚賞，而新一代ELGRAND更予人極致豪華、更得心應手的駕駛體驗和非凡舒適的乘坐空間。全新

成員ELGRAND 250配置2.5公升引擎及XTRONIC CVT無段變速波箱，大幅減低油耗及廢排。成功令ELGRAND 250成為香港政府認可環保私家車，盡享\$75,000首次登記稅寬減優惠。

全新ELGRAND 250特設同級獨有AVM環視影像系統，鳥瞰車外360°全景影像，泊車或倒車更得心應手。原廠數碼影音組合內置Music Box，並支援DVD及iPod / iPhone，附有中排頂置11" LCD，帶給中、後排乘客極級流動數碼視聽享受。

ELGRAND 250在空間方面，更用上仿如商務機艙式的中排獨立大班椅設計。另外一觸式自動雙電趟門設計，只需輕輕一按便能操控電趟門開關和防盜功能，毋需利用車門把手。中後排車窗設有原廠隱藏式太陽簾，隨時隨地提高私隱度。

In line with its longstanding reputation for excellence, the new-generation ELGRAND imparts a strong luxury presence and welcoming sense of hospitality and comfort



Nissan ELGRAND 250

for driver and passengers alike. It has been named the "King of MPV". The all-new family member ELGRAND 250 is equipped with a 2.5L engine and XTRONIC CVT, which is highly efficient in fuel consumption and low emissions. It is eligible for the new government environment friendly incentive scheme, \$75,000 of the first registration tax is deductible. The ELGRAND 250

offers the unique 360-degree Around View Monitor (AVM) as standard equipment, giving a bird's eye view in all four corner for easy parking and enhanced safety. The factory fitted AV system includes a built-in Music Box and DVD player with a roof mounted 11-inch LCD monitor.

In addition to comfort, both first and second row passenger seats are now cushion-integrated Ottoman seats. A one-touch power sliding doors system, automatically closes or opens the doors without pulling the door handles. The factory-fitted sunblinds, provide extra privacy for the 2nd & 3rd row passengers.



規格

型號：QR25DE

類型：直列4汽缸，16氣閥，雙頂凸輪軸，無段式可變活閥正時控制系統 (CVTC)

缸徑×衝程 mm：89.0 x 100.0

排氣量 c.c.：2,488

最大馬力 PS/rpm：170 / 5,600

最大扭力 kg-m / rpm：25.0 / 3,900

燃料消耗量 km/L：10.8 (JC08)

壓縮比：9.6:1

燃料系統：ECCS 電子燃料噴注控制

變速模式：電子智能無段變速波箱
附手動6速「+/-」模式

驅動模式：前輪驅動

轉向模式：動力輔助齒輪式

SPECIFICATIONS

Model: QR25DE

Type: In-line 4-cyl., 16-valve, DOHC, CVT

Bore X stroke mm: 89.0 x 100.0

Displacement c.c.: 2,488

Max. power PS/rpm: 170 / 5,600

Max. torque kg-m / rpm: 25.0 / 3,900

Fuel Consumption km/L: 10.8 (JC08)

Compression ratio: 9.6:1

Fuel system: ECCS, electronic fuel injection control

Transmission mode: Advanced XTRONIC CVT M-6

Drive wheel: Front drive

Steering: Power assisted rack & pinion gear

廠商會會員專線：2262 1088 / 2803 5333

CMA Enquiry Hotline: 2262 1088 / 2803 5333

資料提供：合誠汽車有限公司

Source: Honest Motors Ltd

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

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