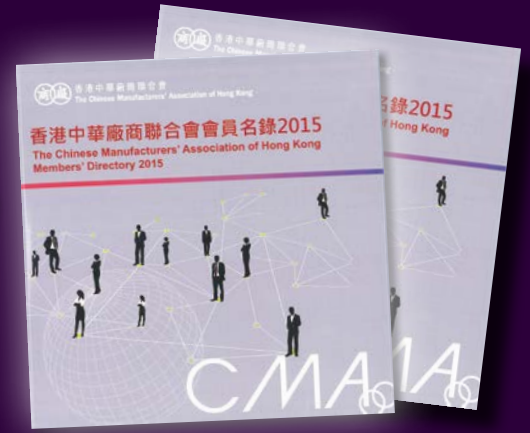


隨今期月報附送

「廠商會會員名錄 2015」光碟之隻

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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



# CMAA

## Monthly Bulletin

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## 越野單車 · 個人意志與體能的全方位挑戰 *Excitement in the Mountains*

**越**野單車運動近年日趨普及，於 2008 年更成為北京奧運項目之一，這項運動除了講求體能外，更需要超強的耐力、集中力、膽識和意志，玩者需駕馭單車於山嶺，穿越崎嶇的石路及樹根叢生的山道，需要一定的技巧，過程驚險緊張，故吸引一眾追求刺激且熱愛大自然的人士追捧。

Recently, Off-road bike has increasingly become popular among people and was one of the events in the 2008 Beijing Olympic Games. It requires not only person's physical energy but also one's extraordinary endurance, concentration, courage and will. When cycling cross-rugged mountain roads, players need to master some particular skills and always need to be excited. This sport also attracts many nature lovers who aspire to try something exciting.

### 裝備要求

越野單車的設計是專門針對飛越山路而設計，於車輪及輪胎呎吋均有特別要求，大部分越野單車均會採用 26 吋車輪，輪胎需闊而耐用，以增強單車與地面的摩擦力和吸震的作用。越野單車可大致分為 Mountain、Cross Country (XC)、Freeride 及 Downhill (DH) 四種，車架尺碼比公路單車較細小，而且設有單、雙、甚至三避震系統，令玩者更易克服越野路段；越野單車的座位角度比公路車更靠後，因為方便車手在落山的路段使重心落在後輪，減低翻車的機會。

### Requirements to Equipment

Off-road bike is specifically designed for crossing over mountain roads so that some special requirements are put forward on its wheels and tires. For example, most of the Off-road bike are equipped with 26-inch wheels and wide durable tires in order to enhance its friction with ground and shock absorption ability. Off-road bike can be roughly divided into four types: Mountain, Cross Country(XC), Freeride and Downhill(DH). The size of its frame is smaller than that of a usual road bike. To make players adapt to the mountain roads, the single, double or three suspension system is also added on it. Furthermore, the seat of Off-road bike is more close to the back than that of usual road bike so as to make players put their center of gravity easily into rear wheel, reducing the ability to rollover.







越野單車運動基本裝備要求（資料來源：漁農自然護理署）

內容	安全標準
頭盔	必須配戴符合ANSI或相同標準的頭盔。
衣服	必須穿著顏色鮮明的運動衣及適當的運動鞋，以便行山人士在遠距離外已經察覺到踏單車者，提高警覺。
單車	單車必須結構堅固，並配備有效的剎車系統。
車號	單車必須配備車號或車鈴。
車呔	車呔闊度不可少於4.5厘米（1.75吋）。

## 越野單車徑

為讓越野單車愛好者享受騎車樂趣，並同時保障其他山徑使用者的安全，漁農自然護理署於全港設置 10 條越野單車徑，供越野單車活動進行。

指定的越野單車徑 / 地點（資料來源：漁農自然護理署）

西貢西郊野公園（灣仔擴建部分、海下村至灣仔半島的小徑、北潭至白沙澳）

大欖郊野公園（大欖越野單車徑）

石澳郊野公園（由大潭峽至土地灣段的港島徑）

南大嶼郊野公園（自貝澳至狗嶺涌的水渠路、芝麻灣郊遊徑、芝麻灣小徑、自梅窩至貝澳的沿岸小徑）

清水灣郊野公園\*（五塊田至蝦山篤）及

- 釣魚翁越野單車徑不適用於星期日及公眾假期（資料來源：漁農自然護理署）

值得一提，漁農自然護理署於大欖郊野公園越野單車徑河背段的起點，特別設置了一座越野單車體驗設施，是參考了國際越野單車協會可持續使用路徑的規格建造，分為適合初學者使用的綠徑及適合具進階技術人士使用的藍徑，各長 200 米。該路段與行山徑分開，沿途設有跳台及碎石路供使用。

越野單車運動驚險刺激，建議玩者接受專業訓練，掌握當中技巧後，方進行有關活動，確保安全！



## 提提你！Reminder！

越野單車許可證制度經已取消！自 2014 年 11 月 1 起，市民在郊野公園內的指定越野單車徑及地點踏單車，將無需向漁農自然護理署事先申請許可證。

郊野公園內的單車活動受《郊野公園及特別地區規例》（第 208 章 A）規管，任何人士未經許可不得在郊野公園及特別地區內駕駛、使用或管有任何單車，但有關規定並不適用於通常居住在郊野公園及特別地區的人士。市民在郊野公園及特別地區範圍內踏單車，只可在指定的越野單車路徑及地點進行，否則可能觸犯法例。

The Off-road bike Permit System has been cancelled! Starting from 1 November 2014, members of the public who ride bicycles on designated mountain bike trails/sites in country parks do not have to apply for a permit from the Agriculture, Fisheries and Conservation Department.

Cycling activity in country parks is under the control of the Country Parks and Special Areas Regulations, Chapter 208A. No person shall, except with the consent of the Country and Marine Parks Authority, ride, use or be in possession of any bicycle in a country park or a special area. This control, however, does not apply to any person who is an ordinarily resident within the country park or special area. To ride bicycles in country parks, members of the public shall only ride on designated mountain bike trails/sites. Otherwise, it may constitute a violation of the Regulations.

Cyclists are required to comply with the following safety requirements when riding on a Off-road bike trail/site in a country park : (Source : Agriculture, Fisheries and Conservatuno Department )

Item	Descriptions	Safety Standards
1	Helmet	Cyclists should always wear a helmet that complies with ANSI standard or equivalent when riding in a country park.
2	Clothes	Cyclists should wear colourful jerseys and proper shoes so as to alert hikers and country park visitors from distance.
3	Bicycle	The bicycle should be sturdily built and fitted with effective braking system.
4	Horn	The bicycle should have a horn or a bell.
5	Tyres	The width of tyres should be at least 4.5 cm ( 1.75 inches ).

## Path for Off-road bike

Agriculture, Fisheries and Conservation Department (AFCD) has paved 10 paths for BMX in Hong Kong, which keeps people's fun for cycling and ensures safety of others on the roads.

Designated Off-road bike Trail / Site (Source: Agriculture, Fisheries and Conservatuno Department)

A. Sai Kung West Country Park (Wan Tsai Extension 、Footpath between Hoi Ha Village and Wan Tsai Peninsula 、Pak Tam to Pak Sha O)

B. Tai Lam Country Park (Tai Lam Mountain Bike Trail)

C. Shek O Country Park (Hong Kong Trail from Tai Tam Gap to To Tei Wan)

D. Lantau South Country Park (Catchwater road from Pui O to Kau Ling Chung 、Chi Ma Wan Country Trail 、Footpath on Chi Ma Wan Peninsula 、Coastal trail from Mui Wo to Pui O)

E. Clear Water Bay Country Park (Ng Fai Tin to Ha Shan Tuk) ; and

-High Junk Peak Mountain Bike Trail is not open on Sunday & Public Holidays.

It deserves to be mentioned that a Off-road bike facility for people has been set up specifically by AFCD at the start of a river in Tai Lam Country Park. According to the sustainable path standard issued by International Off-road bike Association, this facility has a green path for beginners and a blue path for advancers, 200 meters long for each. What's more, it is separated from the usual mountain roads and built with jumping stands and gravel roads for Off-road bike lovers to practice.

Off-road bike is a kind of exciting sport with some dangers involved. So it's suggested that all players should take professional training and master enough skills before taking part in some Off-road bike activities. Please remember safety first!



廠商會會員  
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# 行業委員會主席專題訪問 — 塑膠業孫暉銓主席

*Interview with the Chairman of Industrial Committees*

*Mr. Alan Suen, Chairman of Industrial Committees – Plastic Products*

## 靈活多變的商場巨匠

*Versatile Master of Business*



**細**數香港著名的精密五金製造企業，KFM 金德控股有限公司絕對是其中的佼佼者之一，其卓越的精密金屬製造技術，一直備受世界各地著名品牌的青睞，並曾榮獲多項業界大大獎，成就卓著。今期的專訪主角，正是金德的掌舵人之一、亦是本會塑膠業委員會主席孫暉銓 (Alan Suen) 先生。他自投身社會以來，便在金屬模具製作方面發揮所長，並致力推動塑膠業的發展。

1999 年，Alan 成功與北電通訊 (Nortel Networks) 合作生產 GSM 網絡系統的總發射機箱，此訂單使金德旗下子公司 KAP 的營業額以每月 10 倍的速度增長，因此吸引了數家世界知名機構商談。2001 年，KAP 也成功被偉創力 (FLEXTRONICS) 集團收購。正是出於他這種對事業盡善盡美的態度，也使得 KFM 金德立下了行業先河。

談到個人的事業發展歷程，Alan 憶述自 1987 年畢業後，他並非立即繼承家業，而是「向外闖」，在一家專業製造大型塑膠模具的企業打工，累積經驗。於四年後，他決定「回家」，正式返回金德，助其兄長打理生意。在他的協助管理下，企業及員工的技術得到了顯著的提升，例如他引入以電腦設計模具及製造，又致

力擴闊產品類型等。其對塑膠及金屬生產的經驗相當豐富，涉及的種類及層面亦十分廣泛，足見其靈活多變的工作能力。

至於管理心得方面，Alan 非常重視員工，認為員工是企業成功的基石。除了著重與員工的溝通外，亦強調對員工應給予適當適時的獎勵，以正面的方式推動員工積極配合企業發展，例如設立浮動的薪金制度，獎勵有突出表現的員工，激勵士氣等。另一方面，透過日常的行政管理措施，培養員工環保意識，使他們切實執行企業環保生產的方針。

作為本會行業委員會的主席，他期望能夠增加與會員之間的接觸，舉辦各類型活動讓會員間相互交流，加強業界的聯繫。最近，他於香港生產力促進局帶動成立「3D 打印協會」，盼能凝聚同業在 3D 打印的大趨勢下，彼此交流技術心得。

**K**FM Kingdom Holdings Limited is one of the best manufacturers in the field of precision metal plastic products in Hong Kong. It has always been favored by the internationally renowned brands for its advanced manufacturing technology of precision metal and won number of awards and achievements in the field. Today, we shall interview Mr. Alan Suen, one of the heads of KFM and also the chairman of plastic products industrial committee of CMA. Since beginning of his career, Alan showed his strength in manufacturing of metal mould and decided to propel the development of the plastics industry.

In 1999, Alan with his team took a successful cooperation with Nortel Networks to produce transmitter of GSM network system, which made the turnover of KAP that was one of the branches in KFM Company grow as 10 times every month. Later on, a number of world famous companies were attracted to have a talk with him. In 2001, KAP was made an acquisition by FLEXTRONICS Group. It is his perfect attitude to career that helps KFM Company set many precedents in this field.

Speaking of his career development, Alan recalled that he did not take over the family business immediately after graduation in 1987 but chose to walk out of hometown, working in a company that specialized in

producing large plastic moulds to gain experience. Four years later, he finally returned hometown, joining KFM to help his elder brother to run family business. Alan introduced professional computer to design and produce the moulds, which is just one example about his ability to significantly improve the technology of enterprise. Meanwhile he is also committed to increasing the types of product. Alan also has rich experience on manufacture of plastics and metal, which involves a wide range of types and dimensions. In a word, he is a versatile leader.

With regard to management experience, Alan attaches great importance to the staff which is regarded as the cornerstone of a successful enterprise. Alan not only puts emphasis on the importance of communicating with the employee, but also thinks it is necessary to give them appropriate and timely rewards. In a positive way he can make the staff active to support the development of enterprise, such as the establishment of a floating salary system to reward staff's outstanding performance and boost their morale. On the other hand, Alan also makes all staff build the awareness of environment through setting up daily administrative measures. And then they will implement the environmental policy in a practical way.

As the chairman of the plastics industry committee, Alan expects to increase the communication between members by organizing various activities to strengthen links between them. Recently, Alan along with Hong Kong Productivity Council leads to establish the "3D Printing Association" and hopes members of industry committee to exchange experience in technology with each other under the trend of 3D printing.







# 香港的食品生命週期管理

## Food Lifecycle Management in Hong Kong

香港一直以來被譽為美食天堂，飲食業在本土經濟中佔重要的地位。近年來，食品和飲料公司通過提高食品安全性，法律法規的遵從性，以及食品信息可追溯性來提升自身的價值，以應對消費者的期望。

為了獲得食品安全、遵紀守法和食品信息追溯帶來了利益，香港生產力促進局（HKPC）一直為飲食加工行業提供“食品生命週期管理最佳業務模式”的顧問服務，以加強行業的誠信度和競爭力。這些服務包括食品安全和認證管理、遵循質量標準及法律法規、先進的食品加工及包裝技術、開業和餐廳及零售商管理操作指南、環境管理和食品信息追溯。

香港生產力促進局提供了一些典型的食品生命週期管理的最佳業務模式，重點摘要如下：

1. 食品安全管理 - 香港生產力促進局協助食品行業建立起國際認可的食品安全管理體系，例如良好生產規範（GMP）、危害分析與關鍵控制點（HACCP）、ISO 22000 食品安全管理體系、英國零售商協會（BRC）的國家標準，以及美國國家科學基金會（NSF）等。
2. 低溫液體冷卻系統 - 香港生產力促進局能夠根據客戶需求設計和建立一個定制化的液體冷卻系統，如目標日產能和目標冷卻溫度（例如，20 分鐘內將熱食包從 70-85°C 冷卻至 20°C）。
3. 開業和餐廳及零售商管理操作指南 - 香港生產力促進局深入了解了餐飲業主要的具體需求，並且基於知識管理的概念，開發了一個結構性商舖開業清單，協助餐飲業管理其開業項目。
4. 環境管理 - 優質餐廳環境管理計劃（QREMS）是香港首個評估飲食業環保績效（例如，資源利用率、污染管理和整體環境管理）的自願認證計劃。
5. 食品加工行業的“食品信息追溯的最佳業務模式” - 香港生產力促進局通過建立最佳業務模式來追蹤重要食品信息，包括貨源、成分、加工、測試和認證、分銷及召回管理，協助業界加強誠信度和競爭力。

6. 飲料業跨境供應鏈管理下的食品信息追溯 - 香港生產力促進局協助了飲料業完善其跨境供應鏈管理體系的最佳業務模式，目的是優化互相相衝突的目標，不僅僅是要滿足不同地域市場的客戶需求，還要將庫存水平降至最低。

Hong Kong has long been recognized as a gourmet paradise, and its catering, food and beverage industry has played a key role in the local economy. In recent years, catering, food and beverage companies are driving up their value with better food safety, regulatory compliance and food information traceability so as to cope with the consumer expectations.

In order to achieve the benefits of food safety, regulatory compliance and food information traceability, Hong Kong Productivity Council (HKPC) has been offering consultancy services in "Food Lifecycle Management Best Practice Model" for catering and food & beverage processing industries to strengthen the trustworthiness and competitiveness of the industry. The services include food safety and certificate management, quality and regulatory compliance, advanced food processing and packaging technologies, shop opening and operation guidelines for restaurant & retail management, environmental management and food information traceability.

Some typical best practice models of Food Lifecycle Management offered by Hong Kong Productivity Council are highlighted as follows.

Food Safety Management - HKPC has assisted the food industry to establish international recognized food safety management systems such as Good Manufacturing Practices (GMP), Hazard Analysis and Critical Control Point (HACCP), ISO 22000 Food Safety Management System, National standards of British Retail Consortium (BRC) and National Science Foundation (NSF) etc.

Low Temperature Liquid Chilling System - HKPC is able to design a tailor-made liquid freezing system and set up based on client's need such as daily production capacity target and target temperature after chilling (e.g. chilling hot food packs from 70-85°C to 20°C in 20 minutes).

Shop Opening and Operation Guidelines for Restaurant & Retail Management - HKPC has captured major specific requirements of catering industry and developed a structural shop opening

check list based on a knowledge management concept to assist catering industry to manage their shop opening project.

Environmental Management - Quality Restaurant Environmental Management Scheme (QREMS) is the first voluntary accreditation scheme which assesses on the environmental performance (e.g. resources utilization, pollution management and overall environmental management) of food & beverage industry in Hong Kong.

Food Information Traceability Best Practice Model for the food processing industry - HKPC has assisted the industry to strengthen the trustworthiness and competitiveness by establishing the best practice model to trace the important food information including source of supply, ingredient, processing, test & certification, distribution and recall management.

Food Information Traceability of Cross-border Supply Chain Management in Beverage Industry - HKPC has assisted the beverage industry to improve its best practice model of cross-border supply chain management system so as to optimize the conflicting objectives of satisfying customer requirements of various geographical markets and minimizing inventory level.



圖 1：食品生命週期管理的最佳業務模式  
Figure 1: Best Practice Model of Food Lifecycle Management

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## 本會活動速遞 CMA Focus

活動 Event	廠商會會員會客室 Members' Opinions Collection Session	「BUD 專項基金《企業支援計劃》 最新發展」專題講座 Seminar on the Latest Development of the "BUD ESP Programme"	廠商會電影欣賞之夜「神奇 4 俠」 CMA Film Show "Fantastic Four"	會員「樂」Bar CMA Bar Time
				
日期 Date	28/7/2015	31/7/2015	7/8/2015	13/8/2015
查詢電話 Enquiry Hotline	2542 5765	2542 8610	2542 8610	2542 5765



# 掌握 O2O，世界市場任縱橫

## Mastery of O2O Means a Good Grasp of the World Market



今時今日，開設網站的費用廉宜，故吸引不少人，尤其是年輕一代在網上開店創業。雖然網上創業容易，但能在激烈的網銷市場突圍而出的只有少數。

Originals group 負責人蘇仲成 (Michael)，從事網上銷售及營銷分析近 20 年，專門為企業提供市場宣傳策略、分析以至 O2O 專案建議，為企業抓緊商機。

過往，不少人也認為網上廣告不設實際，耗廢大量廣告費後，成效卻無從得知。Michael 表示，網上廣告的效用絕對是「有數得計」，未有成效只是因為沒有善用分析工具及策略：「網上廣告除可量化點擊及瀏覽率，更可透過 Google 免費技術，做到追蹤顧客、甚至是具潛力的準買家的上網模式，於其到訪網站刊登廣告 (re-marketing)，確保廣告能接觸目標客戶群。刊登網上廣告的好處還有能做到實時分析，幫助客戶了解顧客消費行為。」

對於網店商戶，Michael 認為貨品包裝及運輸是與客戶建立良好關係十分重要的一環。「對網店而言，因缺乏了實體店與客戶接觸的機會，貨品的包裝正等同商店給客人的形象，商店應投放心思和資源於設計貨品的包裝，並提供貼心的運送服務，讓客人收到貨品時，獲得良好的印象。」

說到廣告的趨勢，Michael 表示短片式的資訊性廣告越來越流行。為迎合這種嶄新的需求，Michael 經營的 MAO Consultancy Limited 特別與藝人緊密合作，為客戶拍攝產品試用短片，因應目標買家的上網習慣針對性地於 Youtube、不同的社交平台或 blog 等播放，以軟性方式宣傳產品資訊，效果理想。此外，Originals Group 旗下消費平台 HKOMall 與順豐速運達成合作關係，除了為旗下網上購物店的顧客，提供網購代送的傳統速遞服務外，更於香港五間順豐站，分別位於元朗、屯門、黃大仙、西環堅尼地城及藍田，作產品陳列，展示旗下網站的產品，讓顧客

親自體驗產品，即時選購及付款。再者，Michael 建議可按產品性質結合網上及傳統的宣傳手法，如將 QR Code 印於傳單上派發，此舉尤為適合課程或產品推廣，方便客戶即時訂購或報名。

隨著中國全力推動一帶一路建設，Michael 預期東盟國以至內地、歐洲及非洲等地的經濟合作得以貫通，可為網上商貿帶來更大的機遇，企業更應訂好宣傳策略，迎接龐大的市場和發展空間。

Nowadays, many people especially the younger generation are attracted by the relative lower cost of creating online stores. Lots of young people start to have their own business online. However, although it seems easy to own an online store, in reality only few can stand out from the fierce online market. The head of Original group, Michael, who has engaged in the business of online sales and marketing analysis for nearly 20 years, is now specializing in the provision of promotion strategies, analysis and O2O project proposals to enterprises, helping them grasp every chance.

In the past years, many people believed advertising online was a very costly and unpractical thing that little achievement could be reached. Michael explained that it may be the result of not using analysis, tools and strategies in the best way. In fact, advertising online can not only quantify click-through and page-view rate, but also get real-time analysis of the online behavior of existing customers or potential customers by using the free technology of Google, advertisement will be post at target customers' visiting websites which ensure a close touch with them.

For online sellers, Michael realized that it's a key point for establishing a good relationship with customers to focus on package and transportation of goods. He said "Due to a lack of chances to

contact with customers in a real shore, package of goods in online shops is regarded as the image of the store. Therefore, those online sellers will increasingly spend on their goods packaging design. With a kindly delivery service, customers will put a good impression on them when getting goods."

Referring to the advertising trend, Michael suggested that informative advertising like short films will become popular. In order to meet this new demand in the market, Michael cooperates closely with artists to run MAO Consultancy Limited, which mainly does some short films about product on trail for clients. Actually, they indeed have an ideal result by playing mini films on Youtube and blog as well as other social platforms and promoting product information online. Besides, as the first partnership between SF Express and HKOMALL, a online store under Originals Group, they get together to provide traditional delivery services for customers of their online store. Product display stands have also been set up at 5 SF Express sites, namely Yuen Long, Tuen Mun, Wong Tai Sin, Kennedy Town and Lam Tin for showing products available at their online shop. Therefore, customers can experience the product, buy and pay instantly. Meanwhile, a proposal of combining the property of product with different online or traditional promotions is put forward. Here is an example that to send out leaflets printed with QR Code to people, is a way particularly applied to promotion of course or product, which is easy for customers to make an instant order or registration.



HKOMall 與順豐速運合作，在順豐站陳列網上銷售的產品，為顧客提供線上線下購物新體驗



亞視新節目「開門見冊」結合手機 apps 與觀眾互動，亦為 Michael 負責的 O2O 項目

As "One Belt One Road" program is fully propelled in China, Michael expects that the economic cooperation between ASEAN, mainland China, Europe, Africa will be made successfully, which is going to provide a greater opportunity for online trade. All enterprises should complete their own promotion strategies as soon as possible to join the bigger market.

Originals group

查詢 Enquiries: 2724 1134





**圖 1 湖南城陵磯“一區一港四口岸”專題招商推介會 (2/6)**

本會吳清煥副會長（左二）及戴澤良副會長（右二）出席活動，並與岳陽市人民政府盛榮華市長（中）會面。

**圖 2 2015 年湖南（香港）投資貿易洽談周香港工商界知名人士懇談會 (1/6)**

本會李秀恒會長（左二）、戴澤良副會長（左一）出席活動，並與湖南省杜家豪省長（左三）會面。

**圖 3 陝西省委統戰部張雷副部長率領代表團訪會 (1/6)**

陝西省委統戰部張雷副部長（前排右二）率領代表團一行 8 人於 6 月 1 日蒞會訪問並出席由本會備設的午宴，由本會李秀恒會長（前排右三）、徐炳光副會長（後排右二）、徐晉暉副會長（前排左二）、吳清煥副會長（前排右一）、曾金城名譽會長（左一）及會董等接待。

**圖 4 長沙高鐵新城商機研討會 (1/6)**

本會李秀恒會長（左二）出席為主禮嘉賓之一，並與長沙市人民政府何寄華副市長（右二）會面。

**圖 5 湖南省郴州市委易鵬飛書記率領代表團訪會 (1/6)**

湖南省郴州市委易鵬飛書記（前排左五）率領代表團一行 10 人於 6 月 1 日蒞會訪問，由本會徐炳光副會長（前排右三）主持接待。

**圖 6 菲律賓香港商會代表團訪會 (29/5)**

菲律賓香港商會莊金耀會長（左七）率領代表團一行 9 人於 5 月 29 日蒞會訪問，由本會陳淑玲第一副會長（中）、徐晉暉副會長（右七）及常董會董等接待。

**圖 7 江西省重點產業集群投資合作推介會 (28/5)**

本會李秀恒會長（左）出席為主禮嘉賓之一，並與江西省人民政府鹿心社省長（右）會面。

**圖 8 本會與阿聯酋 - 拉斯海瑪邦自由貿易區管理局署理行政總裁 Mr Ramy Jallad 會面 (28/5)**

阿聯酋 - 拉斯海瑪邦自由貿易區管理局署理行政總裁 Mr Ramy JALLAD（左二）於 5 月 28 日蒞會訪問，由本會陳淑玲第一副會長（中）主持接待。

**圖 9 2015 香港瓦通紙業廠商會第 22 屆會董就職典禮暨 50 周年金禧紀念 (22/5)**

本會李秀恒會長（前排左九）出席為台上嘉賓之一。

**圖 10 廈門市委統戰部蔡林娜副部長率領代表團訪會 (21/5)**

廈門市委統戰部蔡林娜副部長（前排右四）率領代表團一行 40 人於 5 月 21 日蒞會訪問，由本會吳清煥副會長（前排左四）主持接待。

廠商會接待來訪機構及活動 (19 photos)







**圖 11 三湘集團有限公司代表團訪會 (20/5)**

三湘集團有限公司劉勝輝董事長（左五）率領代表團一行 10 人於 5 月 20 日蒞會訪問，由本會李秀恒會長（左六）、戴澤良副會長（右六）及常董會董等接待。

**圖 12 廠商會赴湖北省代表團 (17-19/5)**

本會楊志雄副會長（右一）於 5 月 17 日至 19 日率領一行 20 人代表團前赴湖北省武漢市，作為期 3 日的考察訪問，並與湖北省王國生省長（左二）及香港商務及經濟發展局蘇錦樑局長（中）合照留念。

**圖 13 淮安市人民政府與香港中華廠商聯合會舉辦經貿合作交流座談會 (19/5)**

淮安市委書記姚曉東書記（第一排左七）率領代表團一行 29 人出席活動，本會出席代表包括李秀恒會長（第一排右七）、吳清煥副會長（第一排左六）、戴澤良副會長（第一排右五）、常董會董及會員等。

**圖 14 廣東省委統戰部副部長、省工商聯黨組書記郭漢毅率領代表團訪會 (19/5)**

廣東省委統戰部副部長、省工商聯黨組書記郭漢毅（右六）率領代表團一行 5 人於 5 月 19 日蒞會訪問，由本會史立德副會長（右五）、戴澤良副會長（右四）及常董會董等接待。

**圖 15 2015 滇港產業合作暨中國—南亞博覽會推介會 (18/5)**

本會李秀恒會長（右三）獲邀擔任活動主禮嘉賓之一，並與雲南省人民政府陳豪省長（中）會面。

**圖 16 2014 香港環保卓越計劃頒獎典禮 (14/5)**

本會第二副會長吳永嘉（左四）代表本會出席為頒獎嘉賓之一，並與主禮嘉賓行政長官梁振英（左八）、環境局局長黃錦星（右八）及環境運動委員會主席林超英（左七）等合照。

**圖 17 餐飲服務業委員會晚餐演講會 (13/5)**

本會李秀恒會長（右四）、餐飲服務業委員會曾維主席（左三）、會董兼餐飲服務業委員會顧問符策雄（左二）等出席活動，並與演講嘉賓—工業貿易署首席貿易主任查志文（左四）合照。

**圖 18 2015 川港合作・高層見面會暨四川服務業推介會 (7/5)**

本會李秀恒會長（右）獲邀擔任活動主禮嘉賓之一，並與四川省人民政府魏宏省長（中）及香港特區政府商務及經濟發展局蘇錦樑局長（左）會面。

**圖 19 廣州市貿促會代表團訪會 (7/5)**

廣州市貿促會謝衛華副會長（中）率領代表團訪會一行 3 人於 5 月 7 日蒞會訪問，由本會戴澤良副會長（右二）主持接待。





Bulletin  
編輯個人資料

行業委員會 34

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  
服裝及飾品業  
餐飲服務業  
金融服務業  
毛皮加工及製品業  
生物科技業

參觀香港科技大學 (3 photos)



參觀香港公開大學 (3 photos)



會董晚宴 (3 photos)



會員樂 Bar- 影音資訊媒體製品業委員會 (6 photos)







婦女委員會 - 「女偵探的苦與樂」專題講座、4 月至 6 月份生日會暨會員迎新晚宴 (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。現時更推出會員價 \$8,020 免除成立公司服務費的成立公司全包優惠。查詢熱線：3652 7676



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廣告查詢：2542 8642 (鄭小姐)



誠邀參與「會員領航計劃」

透過會員領航計劃，讓每一位新會員輕鬆融入廠商會大家庭，提昇投入感。詳情請瀏覽：<http://203.198.181.113/file/20130806.pdf>

青年委員會 - 青年展亮融樂日 (3 photos)



青年委員會 - “Innovate with IT” 講座 (3 photos)



「內地最低工資上漲與企業用工成本控制」專題講座 (3 photos)



誠邀參與會員領航計劃  
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## 健康快訊 Health Tips

### 中醫能治本 痛楚可舒緩

## Traditional Chinese Medicine (TCM) with the Function of Relieving Your Pain and Curing Disease

**腰**、背、肩頸痛是不少都市人的毛病，中醫理論謂「不通則痛」，即只要能促進血液循環，便能舒緩痛楚。以下為大家介紹四種的中醫療法，均是利用扶正概念，通過自然療法，誘導人體與生俱來的抵抗力及自癒力以達舒緩解痛效果。

Lots of people living in metropolis suffer from the pain of their waist, back, neck and shoulders. In TCM, it is the obstruction that causes the pain, that is to say, if our blood circulation can be activated, the pain can be alleviated. Following are four kinds of therapies, all of which can motivate human innate immunity and vis medicatrix nature to relieve your pain by naturopathy and the concept of strengthening the body resistance.

**針治法：**用俗稱毫針的幼細針枝以刺激適當穴位，有效促進血氣循環和舒緩肌肉緊張。

**灸治法：**灸是指燃燒艾草，以產生溫熱來刺激穴位，達致血氣暢通、舒緩解痛及防病保健的作用。

**拔罐療法：**利用吸球（玻璃或亞克力半球型器皿）以真空原理及強力抽拔力量刺激穴位，使停滯的血液暢順流動，進而改善瘀血積聚。對腰背痛、神經痛症及肩膀僵硬等均有裨益。

**按摩療法：**是以手指或手按壓，刺激穴位和經絡的徒手療法，有效促進血液循環、消除疼痛。

從中醫角度，暢通的氣和血有助於活化機能，使炎痛位置可以自然修復並減輕痛楚，大家以後可選擇合適治療方法，舒緩痛症。

**The technique of acupuncture:** Using the little thin needles to stimulate certain points can well activate your blood circulation and ease muscular tension.

**The technique of moxibustion:** Moxibustion means burning a kind of mugwort, with its heat to stimulate certain points, which can achieve the goal of blood flow, pain alleviation and disease prevention.

**Cupping therapy:** Based on the theory of vacuum and pulling force, using suction bulb such as the domed containers made by glass or acrylic to stimulate certain points. So that it makes stagnant blood flow freely thereby improving blood stasis. It is also beneficial to relieve the pain of lower back, neuralgia and shoulder stiffness and so on.

**Massotherapy:** It refers to a kind of therapy-to stimulate certain points and meridians and collaterals through pressing them only by fingers or hands, which can improve blood circulation and remove ache well.

In terms of TCM, unobstructed blood flow helps energize our body functions, make the pain alleviated and cured in a natural way. People thus can choose above proper therapy for their sickness.



資料提供：  
雅暉創意產品有限公司

Source:

Amazing Specialist Production. Co. Ltd.

## 新會員介紹 Introduction of New Members

公司：力揚企業有限公司  
Company: Nikyang Enterprise Limited

代表：行政總裁 黃凱揚先生  
Representative: CEO  
Mr Eric Wong

產品：科技儀器  
Product: Scientific instrument and equipment



公司：薈新科技有限公司  
Company: Oper Technology Limited

代表：主席 翁建霖博士  
Representative: Chairman  
Dr Yung kin Lam

產品：幹細胞技術  
Product: Stem cell technology



公司：Prenetics Limited  
Company: Prenetics Limited

代表：執行董事及銷售總監 曾志雄博士  
Representative: Executive Director & CSO  
Dr Lawrence Tzang

產品：檢測服務  
Product: Testing services



公司：雅士能基因科技有限公司  
Company: Xcelom Limited

代表：總經理 翁錦輝先生  
Representative: General Manager  
Mr Tony Yung

產品：敏安兒品牌化驗工作  
Product: Safe T21 brand testing



公司：準捷亞洲有限公司  
Company: Health Peak Limited

代表：董事 譚永堅博士  
Representative: Director  
Dr Tam Albert Wing Kin

產品：體外科研檢查  
Product: Scientific instrument and equipment



公司：康嶺有限公司  
Company: Health Peak Limited

代表：董事 青柳哲次博士  
Representative: Chairman  
Dr Aoyagi Tetsuji

產品：食品化驗  
Product: Food Poisoning & testing



公司：亞太抗衰老研究及應用聯合會  
Company: Asia-Pacific Anti-ageing Research & Application Union Committee

代表：會長 黃熾雄博士  
Representative: President  
Dr Anthony C.H. Wong

產品：商會服務  
Product: Association Services



公司：世聯中醫藥現代協會  
Company: Worldwide Chinese Medicine Modernization Alliance

代表：主席 麥惠禎女士  
Representative: General Manager  
Mdm Mak Wai Ching

產品：商會服務  
Product: Association services





# 會員近況

## Member's Update



會員企業：易普語言科技有限公司  
會籍代表：葉浩柏先生

Member company: e-Putonghua.com Limited  
Representative: Mr. Raymond IP

易普語言科技有限公司於 4 月份由佐敦喬遷至中環，方便更多上班人士參加其專業的普通話教學課程。

易普致力於提供專業的一對一普通話教學，近年更新增翻譯服務，其學生和客戶分佈全球 30 多個國家及地區。易普負責人葉浩柏先生表示：「我們秉持著『讓更多中文非母語的外國朋友和普通話學習者更好地了解中國和中國文化』的使命，推廣中國文化至世界每一個角落。」

For the convenience of more office workers in getting professional standard Chinese (Putonghua) classes, we moved our company from Jordan Road to Central Hong Kong in April.

We are specialized in one-on-one standard Chinese (Putonghua) tutoring and have added in recent years translation service to our service portfolio. We have students and clients in over 30 countries and regions around the world. "We are committed to promote Chinese culture to every corner of the world and let overseas friends and Putonghua learners to know more about China and Chinese culture," said Mr. Raymond IP, director of e-Putonghua.



## 會員優惠雙響炮

### Member Offers

### 百家滙有限公司 *BuyHome Limited*

凡廠商會會員憑廠商會會員咭或中銀銀聯香港中華廠商聯合會雙幣白金卡即可以優惠價 \$378 購買 GT Magic UV 紫外線吸塵機（白灰色）。

CMA Members can purchase one GT Magic UV vacuum cleaner (color of white & grey) at a special price of \$378 when presenting CMA membership card or dual-currency Platinum Card of CMA and BOC.

#### 產品特點 Features of product :

- 雙重 HEPA 過濾網抗菌過濾裝置，無塵袋設計，輕鬆打掃，慳錢又環保
- 品質優良，產品已獲英國 Beide 及 KEMA 及 CNAS 優質認可
- 革命性旋風式吸塵設計，惡菌塵蟎有入有出！可殺滅 100% 塵蟎及 99.99% 惡菌
- 有效預防敏感、哮喘、濕疹等各種皮膚及呼吸道疾病
- 細小易收納，專利設計伸縮把手，一秒即變手提式吸塵機
- 用家安全設計，保障肌膚免受紫外線傷害
- 體積（長 x 闊 x 高）：32 x 38 x 19 厘米；重量：2.6 KG
- Dual HEPA antibacterial filters and non-dirt bag design make cleaning easier, more money saved and environment friendly!
- Its high quality has been approved by the UK Beide, KEMA and CNAS.
- Amazing cyclone vacuum design completely stops bacterial and dust mites. Almost 100% dust mites and 99.99% bacterial can be killed out.
- It can effectively prevent skin and respiratory diseases such as allergy, asthma and eczema and so on.
- Small body and retractable handle change it as a portable vacuum cleaner in one second.
- Its home security design can protect your skin from UV light.
- Dimension (LxWxH) : 32 x 38 x 19 cm ; Weight : 2.6 KG

#### 條款及細則：

1. 一年原廠保養
2. 優惠不可與其他推廣或折扣優惠同時使用
3. 如有任何爭議，百家滙有限公司保留一切闡釋、存貨分配、更改優惠之權利及最終決定權，而毋須事前通知
4. 商品實際顏色或與印刷效果有所差異，一切以實物為準
5. 資料及圖片由商戶提供，只供參考

#### Terms & Conditions:

A one-year warranty

This preferential treatment cannot be used at the same time with other promotions or discounts.

All rights to explanation, allocation and change discounts as well as the final decision-making power are reserved by BuyHome Limited.

Real products and photos maybe have some differences, kind prevail.

Data and pictures provided by sellers are for reference only.

優惠有效期：即日起至 2015 年 8 月 31 日

Period of Validity: From now to 31/08/2015

查詢電話 Enquiries : 3426 3222



**購買地點：**全港 11 家百家滙門市（油麻地、太子、九龍灣、牛頭角、北角、荃灣、寶琳、屯門、馬鞍山、天水圍、大埔），詳細地址請瀏覽 [www.buyhome.hk](http://www.buyhome.hk)。

**Place to Purchase:** 11 BuyHome Stores around Hong Kong (Yau Ma Tei, Prince Edward, Kowloon Bay, Ngau Tau Kok, North Point, Tsuen Wan, Po Lam, Tuen Mun, Ma On Shan, Tin Shui Wai, Tai Po), more details on [www.buyhome.hk](http://www.buyhome.hk).

### 雅暉創意產品有限公司 *Amazing Specialist Production Co. Limited*

凡廠商會會員憑廠商會會員咭或中銀銀聯香港中華廠商聯合會雙幣白金卡即可以八折購買全新系列優舒保（溫熱舒緩墊），有效減輕肩頸、手肘、腰椎及膝關節等勞損式退化等痛症。

#### 條款及細則：

1. 優惠不可與其他推廣或折扣優惠同時使用。
2. 請向優舒保職員查詢相關優惠詳情及使用方法。
3. 購物滿 HK\$500 可享免費速遞送貨服務。（只適用於工商業區）

截止日期：2015 年 12 月 31 日

查詢電話：2413 3033

傳真：2416 5432

電郵：ivy@amazingsp.com

#### Terms & Conditions:

This preferential treatment cannot be used at the same time with other promotions or discounts.

Please consult the sellers of Toease pro for more details and usage.

A HK\$500 purchase can enjoy free delivery service, but only in industrial and commercial regions.

Expiration Date: 31/12/2015

Enquiries: 2413 3033

Fax: 2416 5432

Email: ivy@amazingsp.com

CMA Members can make a purchase of the new series-Naturopathy Protector named Toease pro with a 20% discount when holding CMA membership card or dual-currency Platinum Card of CMA and BOC. This series can well relieve your pain of the neck, shoulder and elbow, lumbar as well as pain in the knee joint.







## 名車薈 Vehicle Show Case



# BMW 2 Series Gran Tourer

**全**新 BMW 2 Series Gran Tourer 七人車憑藉 BMW 一貫的動感設計、卓越性能和高燃油效益，為新一代年輕家庭座駕打造一台多才多藝、空間寬敞而小巧靈活의 七人車。BMW 2 Series Gran Tourer 搭載高效的四汽缸 Turbo 引擎，車廂設計靈活實用，加上各項先進駕駛輔助功能，是喜愛戶外活動家庭的理想座駕。

BMW 2 Series Gran Tourer 的車廂寬敞明亮，空間感優越，駕駛位置經精心編排，前方視野非常廣闊，各種控制亦觸手可及。A 柱新增三角窗，增強了全方位視野；寬敞的車廂空間，可容納最多七人，是同級市場中罕見的多功能設計，加上豪華配置，令 BMW 2 Series Gran Tourer 成為家庭、休閒和戶外活動的最佳伴侶；如加配寬廣的全景玻璃天幕，更可進一步提升車廂的透光度和空間感。

儘管車廂空間寬敞，BMW 2 Series Gran Tourer 的車頭造型仍然保持鮮明的跑感，例如標準的 LED 大燈配以 BMW 標誌性日行燈環，提升能源效率之餘，亦加入了自動光線分佈和橫向照明功能，在繁忙的城市街道特別適用。至於大型尾燈，其線條一直延伸至車身側壁，設計與 BMW 2 Series Gran Tourer 的車身和車尾和諧融合，在路上展露穩健的跑姿。新車亦提供大量個人化設計選項，共有 13 種車身色調供選擇，輪圈則有九款不同設計，尺碼由 16 至 18 吋不等，車主可額外選配，取代標準規格的 16 吋輕鋁合金輪圈。

行車享受和安全方面，BMW 2 Series Gran Tourer 配備全方位的駕駛輔助系統，部分更是同級獨有。BMW 2 Series Gran Tourer 配備 iDrive 連 6.5 吋彩色顯示屏、Professional 收音機、ECO PRO 模式的 Drive Experience Control、電子泊車手掣、雨點感應水撥及自動頭燈；而駕駛者亦可啟動 Parking Assistant 自動泊車系統，代替人手自動泊進 S 位。

豐富的標準規格和外加設備，配以裡外的精心設計，BMW 2 Series Gran Tourer 為生活帶來無盡動感和樂趣。

**B**MW has announced the launch of the first-ever 7-seater BMW 2 Series Gran Tourer. In addition to the signature dynamic BMW design, superior performance and exemplary fuel economy, this seven-seater is versatile, spacious yet compact and is an ideal vehicle for young families with children. Loaded with an efficient four-cylinder Turbo engine, plenty of flexible storage compartments and a slew of

driver assistance features, the BMW 2 Series Gran Tourer is the perfect addition to the modern active family.

The interior of the BMW 2 Series Gran Tourer appears light and airy and conveys a pleasant sense of space. A high seating position not only makes for an optimal overview and operation of switches and controls; in conjunction with the added triangular window in the A-pillar, it also enhances all-round visibility. The roomy interior can accommodate up to seven occupants, while the vehicle's pioneering level of versatility in the premium segment makes the BMW 2 Series Gran Tourer an ideal family, leisure, and touring car. The light and airy ambience of the cabin can be further enhanced by an optional large panoramic glass roof.

Despite the spacious interior, the front aspect is sporty and flat. The standard-equipped LED headlights with hallmark BMW daytime running light rings deliver enhanced energy efficiency with adaptive light distribution and lateral illumination in urban traffic. The large tail lights extend far into the side walls, harmoniously fusing the side and rear of the BMW 2 Series Gran Tourer and lending it a solid road-hugging stance. To provide the greatest possible scope for personalizing the BMW 2 Series Gran Tourer, there are 13 different paint finishes available, while the choice of wheels includes nine different designs ranging in size from 16 to 18 inches as an alternative to the 16-inch light-alloy wheels fitted as standard.

In terms of driving pleasure and safety, the BMW 2 Series Gran Tourer provides a comprehensive range of driver assistance features, some of which are unique in this class of vehicles. The BMW 2 Series Gran Tourer comes with the iDrive operating system including the iDrive Controller and a 6.5-inch colour display, Professional radio, Driving Experience Control with ECO PRO mode, electronic parking brake, rain sensor, and automatic driving lights control. Drivers can also parallel park with ease using Parking Assistant.

The impressive range of standard features, extensive optional features, and exquisitely tuned packages combine to provide endless action-packed family fun in the BMW 2 Series Gran Tourer.



### 規格 Specification

<b>引擎 Engine:</b>	2.0-litre four-cylinder petrol engine
<b>最大馬力 Max Power:</b>	192hp @ 5,000rpm
<b>最大扭力 Max Torque:</b>	280Nm @ 1,250rpm
<b>波箱 GEARBOX:</b>	8-Speed Steptronic gearbox

廠商會會員專線 CMA Enquiry Hotline: 3129 9000

資料提供 Source: BMW Concessionaires (HK) Ltd