

零售
商



H K R M A N E W S L E T T E R



RETAILERS

Spring 2018

**New ideas
and synergy
Carving out the
future of retail**

Thomson Cheng
HKRMA Chairman



MYSTERY SHOPPER PROGRAMME

2017 Service Retailers of The Year

Gold Award



Silver Award



Bronze Award



Category Award



SERVICE & COURTESY AWARD

2017 Winners



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About Hong Kong Retail Management Association 香港零售管理協會

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. For 35 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 8,000 retail outlets employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, supermarkets, department stores, convenience stores, drug stores, watches and jewellery, fashion and accessories, furniture and home accessories, electronic and electrical appliances, telecommunications, retail (services), and specialty stores, as well as suppliers, wholesalers and industry related service organizations.

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 17 countries/regions in the Asia Pacific with each being represented by the key retail association.

香港零售管理協會於1983年由一班高瞻遠矚的零售商共同創辦，他們肩負著任重道遠的使命，代表香港零售業發表一致意見。協會成立35年來，處理眾多對零售商有切身影響的事宜，亦透過獎項、教育及培訓推廣零售業。時至今日，協會已成為香港主要的零售商會，會員公司的零售店舖逾8,000間，會員公司的僱員數目佔本港總零售僱員逾半。

協會的會員公司網羅各種類型的零售業務，涵蓋美容及化粧品、餐飲、超級市場、百貨公司、便利店、藥房、鐘錶及珠寶、時裝飾物、家具及居家用品、電子及電器用品、電訊、零售（服務）、專門店，以及供應商、批發商，以及與業界相關的服務機構。

香港零售管理協會是亞太零售商協會聯盟（FAPRA）的創會會員之一。該聯盟於1989年成立，目前其會員遍及17個亞太區國家／地區，每個會員均由主要零售協會擔任代表。

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Message from the Chairman of HKRMA 香港零售管理協會主席之話

Mr. Thomson Cheng
鄭偉雄先生

Stepping into the Year of the Dog, Hong Kong's retail sector continued its upward trend in the first quarter of 2018. Retail sales increased by 29.8% to HK\$45.2 billion in February 2018, which is the strongest growth in 8 years. For the first two months of 2018, total retail sales increased by 15.7% in value. With a stronger yuan and positive outlook of the Chinese economy, a majority of our member companies observed a pickup in the Mainland tourists' spending power.

Local shopping sentiment is boosted by the robust stock and property markets and a record-low unemployment rate in Hong Kong. With the Express Rail Link and the Hong Kong-Zhuhai-Macau Bridge set to commission in Q3 this year, the Association expects the growth momentum in retail sales to continue, with a forecast of 3% to 4% increase in sales value for 2018 as a whole.

On 28 February, Mr. Paul Chan, the Financial Secretary, delivered his Budget speech for the year 2018-2019. We welcome the Government to introduce tax relief measures and other concessionary measures, which will help alleviate taxpayers' economic burden and boost the local spending sentiment. More importantly, we are pleased that a funding of \$50 billion will be allocated to develop the Innovation and Technology industry, focusing on biotechnology, artificial intelligence (A.I.), smart city and financial technologies.

In particular, we are pleased to see that the Government is ready to review existing legislation in order to facilitate the growth in new business areas, for example, a Faster Payment System (FPS) would be launched soon, allowing banks and Stored Value Facility to offer 24-hour real-time payment function, of which we are looking forward to better customer experience in Hong Kong.

On the front of our Association, this year marks our 35th anniversary. Taking the theme of "Inspiring the New Era of Retail", a series of celebration initiatives are in the pipeline throughout the year. Among all, the Hong Kong Retail Summit 2018 is our anchor event, which will take place on 15 May at HKCEC. A stellar speaker lineup with about 20 C-level executives is now in place for the Summit; aiming to inspire and equip retailers and business leaders with new knowledge and skills to advance in the new era of retail experience. We are very honoured that Mrs. Carrie

踏入狗年，香港零售業2018年首季的升勢持續。2018年2月零售總額升29.8%，達452億港元，是八年以來最大升幅，而首兩個月合計亦按年升15.7%。隨著人民幣升值，加上中國經濟前景樂觀，大部分會員公司表示內地旅客的消費額也有所增加。

本港的股市和樓市暢旺，加上失業率創新低，刺激市民的消費意欲。隨著廣深港高速鐵路和港珠澳大橋於今年第三季啟用，協會預料零售銷售額將會持續增長，預計2018年全年升3%至4%。

財政司司長陳茂波先生於2月28日發表2018至2019年度財政預算案，協會樂見政府推行稅務寬免及其他優惠措施，減輕納稅人的經濟負擔，同時刺激本港的消費氣氛。更重要的是，政府將撥出500億港元發展創新及科技產業，重點發展生物科技、人工智能、智慧城市和金融科技。

我們尤其樂見政府準備重新檢討現行法例，以促進新業務領域的發展，例如即將推出的快速支付系統（FPS），讓銀行和儲值支付工具提供24小時即時支付功能，相信將可提升本港客戶的服務體驗。

協會今年慶祝成立35周年，並以「匯聚新智慧 零售創未來」為主題，於年內舉辦一連串慶祝活動。重點活動「香港零售高峰會」將於5月15日假香港會議展覽中心舉行，協會已邀請約20名高級管理精英擔任講者，向零售商和企業領袖分享新知識和技巧，協助他們裝備自己，在新零售體驗時代

Lam, the Chief Executive of HKSAR, will be the Guest of Honour of this Summit and will deliver an opening speech on that day. May I urge members not to miss this chance to acquire the latest retail market information and to network with fellow retailers and stakeholders.

Riding on the occasion of 35th anniversary, we have refreshed the image of the HKRMA logo by highlighting the four directions of our long-standing mission: to push forward the industry's professionalism, to present a unified voice on behalf of the industry, to dedicate to education and talent development, and to connect retailers, customers, community and the government. To launch the new logo and announce the celebration initiatives to the public, we hosted a spring luncheon with the media on 1 March. Taking this chance, we also updated the media about Hong Kong's latest retail performance and market trends.

This year, our annual Service & Courtesy Award is adding some new elements to further engage retailers and key stakeholders. In order to encourage and motivate the whole industry, we will appoint a pool of outstanding frontline practitioners as our "Retail Ambassadors", so that they can pass on their knowledge and experience to younger generations. To encourage sharing and learning of customer service best practices among retail companies, a new company award named "Retail Excellence Awards" will be introduced, the competing companies will be invited to present their innovative ideas and cutting-edge programmes to judges at the final assessment, which will be open to all interested parties. And, for the first time, the S&C Award will also engage consumers this year, inviting them to vote for the "Top 10 Outstanding Services Retail Brands".

Over the years, HKRMA is working tirelessly to keep our members and fellow retailers abreast of the latest market trends via an array of training and education programmes. While consumers are looking for new retail experiences, we must offer them tailored and personalized interactions with the adoption of new technologies supported by big data analysis. In this aspect, we launched the "E-Commerce Management Fundamental Course in Retail" early this year, focusing on e-Commerce megatrends, online marketing, and e-Shop operation. Our ultimate goal is to groom a pool of local tech-savvy talent for the retail industry through a comprehensive programme.

Throughout this year, the Association has prepared a wide range of networking and business matching opportunities for our members, both at the corporate and individual levels. So, may I invite you to renew your membership with the Association for 2018 if you have not yet done so.

更上一層樓。我們榮幸邀請到香港特別行政區行政長官林鄭月娥女士擔任活動的主禮嘉賓及致開幕辭。本人誠邀會員踴躍參加，把握良機，了解零售市場的最新資訊，並與零售商和持份者交流。

於協會成立35周年之際，我們亦重新設計協會標誌，突顯協會使命的四大方針，包括提升業界的專業地位、代表業界發聲、推動教育及人才發展，以及連繫零售商、客戶、社區和政府。我們特別於3月1日舉辦新春傳媒午餐會，公佈全新標誌和慶祝活動詳情，並藉此機會向傳媒朋友講解香港最新的零售表現和市場趨勢。

協會將於本年度的「傑出服務獎」增設全新元素，加強零售商與重要持份者的參與。為了鼓勵和推動業界邁步向前，我們將會委任一班優秀的前線員工成為「零售大使」，負責向後輩傳授知識和經驗。我們亦會增設全新企業獎項「傑出服務策劃大獎」，鼓勵零售商分享和學習傑出的客戶服務經驗。獎項歡迎各界競逐，參賽公司將會獲邀在最後一輪評審中向評判介紹創新意念和新穎項目。此外，傑出服務獎今年更會首度邀請公眾參與投票，選出「十大傑出服務零售品牌」。

多年來，協會一直致力舉辦不同培訓和課程，讓會員和零售商緊貼最新的市場發展。鑑於消費者不斷追求前所未見的零售體驗，業界必須引進配合大數據分析的領先科技，為顧客提供切合所需的個人化服務。有見及此，我們在年初推出《零售電子商務管理基礎課程》，探討電子商務大趨勢、網上市場營銷和網上商店營運三大範疇。協會希望透過內容全面的課程，培育一群精通科技的本地零售人才。

協會今年將會為公司和個人會員舉辦多元化的聯誼和業務配對活動，因此誠邀尚未續會的會員更新會籍，把握良機。



Message from Legislative Councillor (Functional Constituency Representative for Wholesale & Retail) 立法會議員之話 批發及零售界功能組別代表

Hon. Peter Shiu
邵家輝先生

Putting our Surplus to Seize Opportunities for Tourism and Growth

It should have come as no surprise to anyone that our latest budget has registered a record surplus of \$138 billion, or that our fiscal reserves are at an all-time high of \$1,100 billion. The Financial Secretary initially planned to use the surplus in a number of ways – to share with the community, to improve services, and to invest in the future. However, his initial proposals drew criticism for failing to give enough support to ordinary people. That criticism and discontent rightly led to a rethink, and a new scheme.

In the original budget, the government planned to share around 40 per cent of the surplus with the community through measures including waiving rates, reducing salaries and profits tax, and awarding a two-month additional payment to CSSA recipients. After the rethink, the government then announced a new \$11 billion Caring and Sharing Scheme which will hand payments of \$4,000 to each of 2.8 million eligible citizens. The two rounds of measures will now use up around \$64 billion of our surplus, and although that is more spending than initially planned, I believe the treasury has enough in its coffers to afford all of this – and more besides if necessary.

At a time when the economy is buoyant and we have a huge surplus, it is only right that the government listens to the people, addresses their needs, and puts its reserves to good use. The willingness to change plans is a sign of strength, not weakness. By returning money to the people, the government not only improves people's livelihoods, it also stimulates consumer demand and channels more money into our shops, our restaurants, and our economy as a whole.

共享盈餘促進市道 投資未來迎旅客潮

一如所料，新一份財政預算案再度錄得巨額盈餘，金額更達到破紀錄的1,380億元，同時亦使財政儲備累積至新高11,000億元。財政司司長本來計劃將盈餘分為關愛共享、改善服務、投資未來等幾方面用途，但因預算案內的共享措施被指未能讓眾多市民受惠，引來許多批評。幸好政府之後從善如流，作出「補漏拾遺」方案，才能減少不滿。

按預算案原來內容，政府起初計劃只將四成盈餘，即大概530億元用於與市民共享，措施包括寬免差餉、寬減薪俸稅和利得稅、綜援人士「出三糧」等。其後政府加碼推出新的關愛共享措施，向大約280萬符合資格市民發放每人4,000元，估計開支為110億元。換言之，兩輪措施總共動用大約640億元。雖然開支比原來計劃為多，但我相信以庫房的豐裕程度，即使政府要負擔更大開支，仍是綽有餘裕的。

事實上，政府願意聆聽社會上的不同訴求，能夠在經濟蓬勃和有巨額盈餘的情況下盡量讓多些市民受惠，始終是一件好事。而且該筆與民共享的資源，除了可改善民生、還富於民外，亦有拉動內需、促進市道的作用。我呼籲市民取得款項後留港消費，讓本港零售業、飲食業以至整體經濟可以從中得益。

I have always argued that when our treasury is overflowing with revenue and expenditure in balance, the government should grab the chance to improve people's livelihoods as well as developing our economy. The tourism industry in particular helps many other sectors including retail, catering, and transport. Now more than ever, the government should invest in and support our tourism industry.

The budget proposes an additional allocation of \$396 million for tourism, and I welcome this. However, we should do more. We need to invest in tourism hardware as well as tourism software. I believe the government should speed up the development of additional tourism supporting facilities to increase Hong Kong's capacity and capability to receive tourists. The reason for this urgency is that Hong Kong's tourism industry is on the threshold of an exciting new era.

The Express Rail Link and the Hong Kong-Zhuhai-Macao Bridge will bring us tens of millions more visitors, and represent the most important tourism advance since the launch of the Individual Visit Scheme in 2003. As well as making us more attractive to visitors from further afield, more than 60 million people live in the Greater Bay Area alone and the rising purchasing power of mainland residents will bring across-the-board benefits to our city.

Consumer spending is the lifeblood of Hong Kong's continuing prosperity and I welcome the launch of the Faster Payment System that the HKMA will launch in September. This system will provide 24-hour real-time credit transfer facilities, allowing banks and stored-value payment instrument operators to provide instant around-the-clock payment and money transfer services to businesses and individuals. This will provide a significant boost to our retail industry by making it easier and more convenient for customers including those from the mainland to spend. I have asked the HKMA to keep in close touch with retailers so that the system can be as effective and widely-used as possible.

正如我一向主張，既然庫房「水浸」，收支又穩健，政府應該善用這有利的公共財政條件，推出更多改善民生的措施，同時也要未雨綢繆，發展經濟。而旅遊業對本港零售、飲食、運輸等多個行業均有助益，政府當然應該加大力度發展。

預算案提出為旅遊業額外撥款三億九千六百萬美元，比去年為多，當然值得支持。然而，除了提升「軟件」，也不要忽略「硬件」，我認為政府應要加快增設旅遊配套設施，提高香港接待旅客的能力和容量，預備迎接日後出現的旅客潮。

高鐵及港珠澳大橋將於今年內相繼啟用，內地旅客來港將更方便快捷，我認為這是繼2003年推出「自由行」之後，另一次讓香港旅遊業創高峰的機會。遠的暫且不說，單看鄰近的粵港澳大灣區，不計香港也有逾六千萬人口，足足是本港市場的八倍有多。而且隨著內地經濟繼續發展，居民購買力提升，給香港旅遊業帶來多大經濟潛力，實可想而知。

說到旅客消費，我不得不提金管局準備於今年九月推出的「快速支付系統」。據知這個系統將會提供二十四小時即時支付功能，讓銀行和儲值支付工具營運商向商業和個人用戶提供全天候的跨行即時支付和資金調撥服務。這可望有助零售業運作，方便顧客（包括內地旅客）購物消費。由於零售業為主要持份者，我已要求當局盡快與業界溝通，了解前線運作並提供協助，使系統發揮出預期作用。



DYN



余仁生保嬰系列, 以仁心, 守護嬰兒

100%香港製造, 獲GMP國際認證 保嬰丹: 臨床實証*, 最為香港受訪家長推薦*

純珍珠末: 100%珍珠成份, 定驚安神 猴棗末: 100%猴棗成份, 化痰功效顯著 猴棗化痰散: 猴棗成份高達17%

七星茶及開奶茶: 全港首創0%輔糖, 0%添加劑 小兒開胃健脾糊: 100%天然草本成分, 強化脾胃配方



關懷始於1879



*1998年北京中醫藥大學東直門醫院保嬰丹治療小兒感冒(風寒入裡化熱症)臨床試驗
*資料來源: 根據香港尼爾森市場調查公司於2017年之網上問卷調查。調查對象為育有0至6歲小朋友的香港家長, 並曾經讓小朋友服食過中成藥, 亦是成藥品牌的主要抉擇者。(Copyright © 2017, The Nielsen Company)

Hong Kong Retail Management Association Marks its 35th Anniversary 香港零售管理協會 35 周年誌慶

Our mission emphasized with rebranded modern emblem 更新現代化會徽 突顯協會使命

Given that retailing has been changing swiftly in recent years, when marking its 35th anniversary, the Hong Kong Retail Management Association rebrands this year its logo design with a modern look, emphasizing our mission in a more prominent manner.

隨著零售業近年急速轉變, 亦適逢協會成立35周年, 香港零售管理協會今年更新現代化會徽, 使更突顯其使命。

Rebranding of new logo in 2018
2018 年更新會徽



Abacus emblem design signifies inheritance of traditions

The Association's logo design, marked by a red abacus, has been in use for a great many years since its inception in 1983.

The three abacus bead strings in the logo design, representing the Association's missions, namely to push forward the industry's professionalism, to present a unified voice on behalf of the industry, and to dedicate to education and talent development.

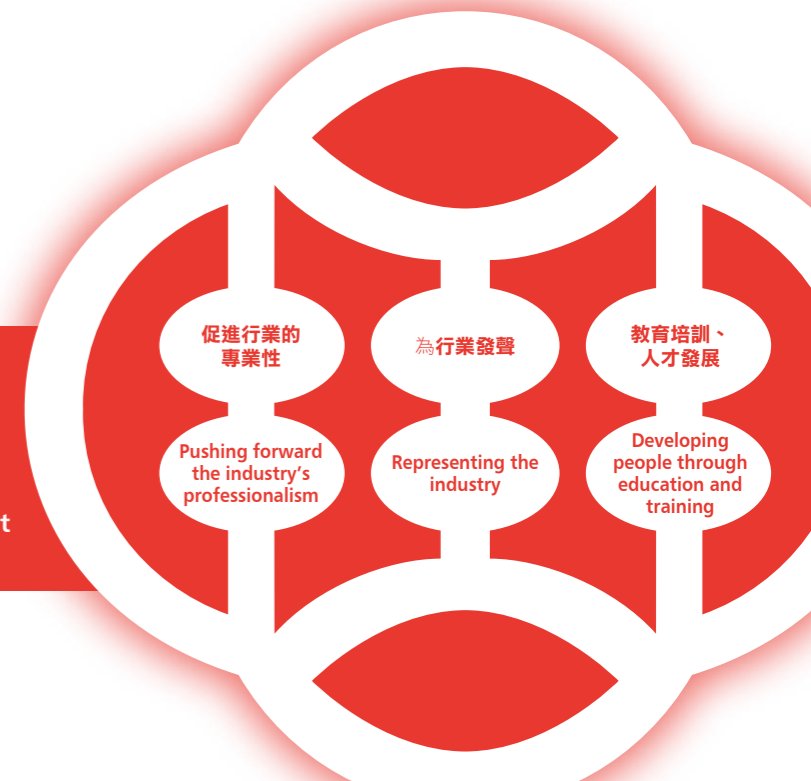
The interlocking rings signify the Association's commitment to foster the retail industry's long-term development through concerted effort of retailers, customers, the community and the Government.

算盤標誌寓意繼承傳統

協會自1983年創立以來, 一直沿用紅色的算盤會徽, 象徵零售業千變萬化、充滿活力。會徽中間有三串算珠, 代表協會推動零售專業性、培育人材及代表業界發聲的使命。環環相扣的徽號亦代表協會一直致力凝聚業界力量, 包括零售商、顧客、社區及政府, 為零售業的長遠發展出謀獻策。

四環相扣:
零售商、顧客、社區、政府

Interlocking rings:
retailers, customers, the community, the Government



Hong Kong Retail Management Association Marks its 35th Anniversary 香港零售管理協會 35 周年誌慶

2018 Media Spring Luncheon 戊戌年新春傳媒聚餐

The Association held a media spring luncheon on 1 March 2018, and celebrated the advent of the Lunar New Year. At the gathering, Mr. Thomson Cheng, the Association's Chairman, shared with media friends the latest retail development, and talked about the Association's development plans.

新年伊始，萬象更新，協會於2018年3月1日舉行新春傳媒聚餐，由協會主席鄭偉雄先生，與傳媒朋友交流最新零售市況，以及介紹協會未來動向。



Meeting new retail landscape with omni-channel development 全渠道發展 迎零售新面貌



Media friends from more than 20 organizations attended the gathering. Mr. Cheng said that despite recent industry recovery, the trade was still under pressure as a result of continuous pay rise and increase in shop rentals. Mr. Cheng believed that omni-channel development was the prevailing trend in view of challenges in the changing retail landscape.

Mr. Cheng said that through a variety of activities, the Association would help retailers build up modes of operations that would best suit Hong Kong, and would promote online and offline sales.

Meanwhile, he noted, retailers called on the Government to offer them support in terms of retail technology, relevant training of people and warehouse logistics, so as to create an enhanced e-commerce landscape that would help them explore business opportunities.

聚餐當日有超過20間機構的傳媒朋友出席。主席鄭偉雄先生分享，零售業雖然回暖，但業界仍然面對薪酬持續上升，及商舖加租等壓力。面對零售業整個生態轉變的挑戰，他相信發展全渠道銷售已是大勢所趨。

鄭偉雄先生表示，協會積極透過多元化的活動，幫助業界構建最適合本港的營運方式，促進線上線下營銷。與此同時，業界希望政府在零售科技、相關的人才培訓，以及倉存物流配套方面能給予支持，使建立一個完善的電子商貿生態，幫助零售商抓緊機遇。

The Association celebrates its 35th anniversary through a multitude of activities 多元化活動 慶創會三十五載

Mrs. Annie Yau Tse, who chairs the Association's "35th Anniversary Celebration Steering Committee", briefed the media friends about the Association's activities marking its 35th anniversary. They included rebranding the Association's logo with a modern look, optimizing and expanding the scale of its awards, offering training courses and sessions, arranging visits to organizations, and promoting corporate social responsibility. More importantly, the hosting of 2018 Retail Summit would be the Association's key event of the year.

The Summit is honored that Chief Executive Carrie Lam Cheng Yuet-ngor will be our officiating guest. At the Summit, more than 20 prominent speakers will share their insights in a brand new and interactive way with 600-plus industry and business peers.

協會「35周年誌慶籌備委員會」主席謝邱安儀女士，向傳媒朋友介紹協會一連串的慶祝活動，包括更新現代化會徽、優化和拓展獎項規模、舉辦培訓課程及講座、機構參觀，以及企業社會責任推廣等，當中舉辦零售高峰會更是全年重點大型活動。

高峰會不但榮幸邀請到特首林鄭月娥女士擔任主禮嘉賓，還薈聚二十多位星級講者，以嶄新和互動形式，向600多位業界及商界朋友分享真知灼見。



A photograph of Mr Thomson Cheng, Chairman of the Hong Kong Retail Management Association (HKRMA), sitting in a red armchair. He is wearing a dark blue checkered blazer over a light blue shirt and dark trousers. He has short dark hair and is wearing black-rimmed glasses. He is looking towards the camera with a slight smile, his right hand resting on his chin in a thoughtful pose. The background is a plain, light-colored wall.

New Ideas and Synergy Carving Out the Future of Retail 匯聚新智慧 零售創未來

Chairman of the Hong Kong Retail Management Association (HKRMA) Mr Thomson Cheng has worked in the retail industry for 30 years, and he is currently President of Walton Brown Group. An accountant in the early phase of his career, he expanded his expertise and rose to the helm of retail management of high-end fashion brands. Throughout this period, he experienced the five-year "golden tides" in retail prior to the financial tsunami and the subsequent retail trough, as well as the rise of e-commerce. He believes adaptability is key to riding the changing trends.

香港零售管理協會主席鄭偉雄，投身零售業達 30 年，現職華鐙集團總裁。會計師出身的他，由最初的只是「睇住盤數」，以至接掌高級時尚品牌零售管理工作；期間經歷金融海嘯前 5 年的零售「黃金順勢」，亦走過零售寒冬，以至迎來電子商貿熱潮。他認為，隨機應變至為關鍵。



Appointment to HKRMA Chairman Broader perspectives on the industry

Mr Cheng became a member of the Association's Executive Committee in 2010; he was elected as Vice-Chairman in 2014, and Chairman in the following year. On the frontline he came into contact with company members from different retail sectors, gaining a deeper understanding of the varied facets of retail in Hong Kong. "My appointment as Chairman was a turning point for me, as it put me in the position to broaden my perspectives," Cheng notes.

Timely adjustments to market strategies Affordable luxury goods on upswing

Hong Kong's retail has weathered ups and downs over the past years. From 2015 onwards, the industry recorded a consecutive 24-month decline in sales, with luxury brands experiencing the steepest drop, until retail sales rebounded in March 2017. It marked a rise of 2.2% over the previous year and ended a three-year decline in 2017. Cheng believes the luxury goods market has recovered, and he foresees positive prospects for the industry.

Cheng recalls the relaxation of the Individual Visit Scheme in 2003 brought an influx of travellers to Hong Kong, providing a welcome boost to the city's retail and to luxury goods in particular. In the past, Mainland visitors shopped for luxury goods mainly for gifting purpose. "They would buy several of the same handbags or clothing items as gifts for others. That kind of shopping spree is no longer happening, and travellers nowadays shop according to their own interests or lifestyles."

當協會主席 拓闊視野

鄭偉雄自2010年起成為協會執委會成員，更於2014年獲委任為副主席，翌年成為主席。走近前線，他接觸到不同零售類別的公司會員，對本地各零售情況認識更深。「當上主席是我的轉捩點，看到不同的事，擴闊視野。」鄭偉雄如斯形容。

適時調整策略 趨旺輕奢侈品

香港零售業幾經起伏，行業自2015年起連續24個月錄得銷售下跌，其中奢侈品牌的跌幅尤甚，至2017年三月見底回升。2017年全年錄得2.2%升幅，終止三年跌勢。鄭偉雄相信奢侈品市場已經復甦，而他亦看好業界前景。

他指出，自2003年起內地放寬個人遊來港，令本地零售業大為受惠，其中以奢侈品受惠最廣，而昔日內地客來港購買奢侈品，主要用作送禮：「同一款手袋或衣服，會經常買下很多個（或套）用作送禮。但這豪買情景已不再，如今旅客是按個人興趣及生活方式購買。」



As he elaborates, the luxury goods business tends to be the first indicator of market conditions over other retail categories. However, Hong Kong retailers have always thrived on adaptability. Industry players have refined their market strategies in response to market changes, such as adjusting product mix and pricing. Cheng refers to high-end timepieces retailers as an example. In the past, all the products on offer were high-priced watches, but it has been changed to comprise mainly mid- and high-priced products in recent years. He mentions that the luxury goods business rebounded from 2016 onwards, while affordable luxury goods performed strongly in the past two to three years.

He pinpoints the purchasing power of the millennial generation (age between 20 to 34) is not to be overlooked. Quoting figures from Bain & Company's 2017 China Luxury Market Study, he points out China is the largest market for luxury brands in the world, comprising 32% of the global luxury brands market. The millennial generation was the main driver of such growth. Cheng remarks the millennial generation is an emerging client group whose taste differs from that of lovers of traditional luxury brands. The young shoppers look for fashionable, trendy and in-season products that make a showcase of their distinctive personality. Cheng believes that the growth of the purchasing power of the young generation in China will give new stimulus to Hong Kong's retail market.

Niche as Display Window Remains Seizing O2O Opportunities

Hong Kong has always been a display window for international brands, particularly luxury brands. In the past, Hong Kong was a popular destination alongside Tokyo for international brands to open their Asian flagship stores. "In recent years, however, international brands will consider setting up their flagship stores in Hong Kong, Shanghai and Beijing at the same time." Cheng thinks Hong Kong possesses a robust shopping atmosphere. On the other hand, Hong Kong Tourism Board has actively promoted Hong Kong tours to notable success, while the number of visitors to Hong Kong has resumed its upward trend. In view of this, he believes Hong Kong retains its niche as a major display window in retail.

He adds that many international brands have changed their flagship store strategy from focusing on mega-sized specialty stores three years ago to looking for stores of appropriate sizes. In addition, they are making considerable investment in online retail, as they gravitate towards omni-channel retailing.

他續形容，奢侈品生意較其他零售類別更早反映市場情況，相關銷售自2014年下半年開始下滑。惟香港零售商一向懂得靈活應變，業界已因應市況轉變而調整市場策略，包括提升中高價位產品的組合。鄭偉雄以高級鐘錶店為例指，昔日店內賣的都是貴價名錶，但近年飾櫃展示的大部份已轉為中高價產品。他提到：「奢侈品生意自2016年開始回升，其中價位稍低的輕奢侈品，在過去兩三年間更有不俗表現。」

他特別提到，內地千禧世代（約20至34）的購買能力不容忽視。他引述貝恩公司發布的《2017年中國奢侈品市場研究》指，中國消費者是全球最主要的奢侈品牌市場，佔全球市場份額32%，而千禧一代更是2017年奢侈品市場增長的主要動力。鄭偉雄表示，千禧一代是新冒起顧客群，與傳統名牌愛好者不同，他們愛時尚、新潮和當季產品，希望透過與眾不同去展示自己獨特的個性。鄭偉雄相信，隨著中國年輕一代的購買能力不斷提升，將為本港零售注入新動力。

櫥窗優勢仍在 搶佔O2O機遇

香港向來是國際品牌的窗，尤其是奢侈品牌，以往亞洲旗艦店除了東京，一般都選址香港，「但近年國際品牌會考慮同期在香港、上海、北京同時開設旗艦店。」鄭偉雄認為，本港購物氣氛濃厚，加上香港旅遊局亦大力推廣香港深度遊項目，並取得不錯的成效，訪港旅客數字亦重拾升軌，深信本港的櫥窗優勢仍在。

他又提到，不少國際品牌已改變旗艦店開店策略，由三年前只追求超大型專門店，現轉為以最適合面積作考慮，而且為網上銷售加大資源投入，傾向全渠道銷售。

Mystery Shopper Programme for Benchmarking Ushering New Era in E-commerce

As the development of e-commerce accelerates in the Mainland and overseas, e-commerce is yet to take off in Hong Kong. Cheng states that as Hong Kong is a small city, retail players can keep their business running on the traditional business model, which has led to e-commerce being overlooked. However, the recent years have seen growing attention to e-commerce among local retailers.

"Hong Kong is better suited for developing O2O (online-to-offline commerce). A customer who shops both at the physical store and online spends 4 times more than that of the average shopper." However, he also pinpoints e-commerce has different definitions in the Mainland and overseas. In overseas countries, e-commerce is steered by the brands, which set up their own online retail stores and mobile apps. In the Mainland, retailers mainly make their products available on third party platforms like online malls. "Which model should Hong Kong adopt? The industry is still exploring its direction."

As he elaborates, "The development of e-commerce is not a singular effort, but relies on the integration of different resources." To assist the local retail industry to speed up in this regard, the HKRMA has extended its 'Mystery Shopper Programme' to online channels. In 2017, the Association introduced the 'Quality E-Shop Recognition Scheme' and invited a team of professional advisors to devise an objective assessment criteria. The criteria serves as the standards by which retailers can enhance their e-commerce infrastructures, including the functionality, security and customer service of their online stores, which strengthens consumer confidence in Hong Kong's online shopping platforms.



神秘網客把脈 邁向電商新里程

正當外國及內地電子商務發展得如火如荼之際，本港電商仍處於起步。鄭偉雄坦言，香港乃屬彈丸之地，零售業以傳統模式亦能做到生意，故電商一直為業界忽視，但近年已漸受重視。

「香港更適合發展O2O（線上線下互動營銷模式），一名光顧實體店而又網購的客人，其消費全額會是普通消費者的4倍或以上。」惟他指出，中外電商定義截然不同，外國電商是品牌自主的，品牌會開設自己的網店及手機App（應用程式），而內地則傾向把產品放到網上商城等第三方平台銷售。「香港應該跟從甚麼模式？業界仍在探索前進方向。」

他續指，「推行電商發展，不能單打獨鬥，而是需要整合不同資源。」為協助本地零售業走得更快，協會把「神秘顧客計劃」伸延至網上，於2017年新設「優質網店認證計劃」，請來專家顧問團隊釐定客觀的評審指標，為參與的零售商把脈，優化其網店的系統、安全性及客服等電商配套，加強消費者於香港購物網站購物的信心。



Assisting SMEs to Capitalise on Online Business Opportunities

Cheng thinks that "large sized enterprises have more resources at their command and are better equipped for changes, while SMEs need greater support in the face of retail trough." Since 2010, the HKRMA has applied for funding from the Trade and Industry Department through the 'SME Development Fund', which has benefitted more than 4,000 SMEs and over 18,000 retail practitioners. This year, the HKRMA SME Support Scheme takes on the theme of "Succeeding in new retail normal by seizing e-tailing opportunities". Through a series of seminars, workshops, talks and free assessment for online stores, the programme assists SME retailers to grasp the keys to success in online retail.

Grasping New Opportunities in Retail

With the scheduled opening of the Express Rail Link and Hong Kong-Zhuhai-Macau Bridge in the second half of the year, it is expected to propel more Mainland travellers to visit Hong Kong and serves as a positive stimulus to Hong Kong's retail market. In addition, the economies of Hong Kong and the Mainland have stabilised, and consumption is strengthening in both regions. Cheng predicts Hong Kong's retail will be on a continuous upswing, and retail sales will achieve a year-on-year increase of 3% to 4% in 2018.

In this new retail era, retailers are developing their e-commerce platforms and working to enhance the online and offline shopping experience for consumers. Cheng says the HKRMA will continue organising a wide range of activities with various stakeholders to assist retailers in grasping business opportunities.

助中小企掌握網上商機

鄭偉雄認為，「大規模的企業資源較多，較易適應轉變，但面對零售寒冬，中小型零售商則需要扶持。」香港零售管理協會自2010年起，向工業貿易署申請「中小企業發展支援基金」，至今已超過4,000間中小企零售商，以及超過18,000名從業員受惠。今年，協會的中小企支援計劃以「捕捉網上新機遇 迎接零售新常態」為主題，透過一系列的峰會、工作坊、講座及免費網店評估等，協助中小企零售商掌握網上營銷的致勝秘訣。

加強合作 發揮優勢

隨著高鐵及港珠澳大橋於下半年陸續開通，期望能帶動更多內地旅客來港，對香港零售市道有正面作用。加上本港及內地經濟靠穩，兩地消費勢頭亦不斷增強，鄭偉雄預料本港整體零售將持續向好，有望2018年按年上升3%至4%。

在這新零售時代，零售商紛紛發展電子商貿，並致力提升消費者線上線下的購物體驗。鄭偉雄表示，協會將繼續舉辦各項活動，並透過與各持份者合作，致力協助零售商抓緊商機。

Enrolment starts
from **25 April**

4月25日
正式接受報名

2018 Service & Courtesy Award 傑出服務獎

Crowned as the 'Oscars of the Retail Trade', the Service & Courtesy Award, founded by Hong Kong Retail Management Association for 33 years, has attracted over 500 participating brands and 10,000 frontline retail staff to join. Engaged in benign competition, the team spirit and the service standard of the participating companies have been improved.

More new elements are added to the 2018 Service & Courtesy Award, are you ready?

被譽為「零售奧斯卡」的傑出服務獎，創辦33年來已經有超過500個零售品牌及1萬名前線員工參加。透過同業之間的良好競爭與交流，參賽公司的團隊精神及顧客服務均得以提升。

2018年傑出服務獎會有更多新元素，你準備好參加嗎？



New innovative elements in 2018

2018年創新元素：

Individual Award

- Streamline the assessment flow for individual participants to 2 stages
- Appoint 'Retail Ambassadors' to elevate retail image and promote the industry

Company Award

- Launch of Retail Excellence Award for companies to share their best practices in customer services
- Launch of 'Top 10 Outstanding Services Retail Brands' Public Voting to raise brands' awareness of the public

Award Benefits

- Increase public awareness of the participating brands
- Become candidates of the 'Top 10 Outstanding Services Retail Brands' Public Voting
- Nominate frontline retail staff to be 'Retail Ambassadors' to further promote the industry

個人獎項

- 優化並縮短個人獎項評審程序至2個階段
- 委任「零售大使」宣傳行業

公司獎項

- 新增「傑出服務策劃大獎」宣揚優秀顧客服務企劃
- 新增「十大傑出服務零售品牌」公眾投票，加強消費者對品牌關注度

參賽得益

- 藉助大會宣傳，增加消費者對參賽品牌的關注度
- 自動成為「十大傑出服務零售品牌」公眾投票的候選品牌
- 提名的員工有機會被委任為「零售大使」，宣傳推廣公司及零售業

Join our briefing seminar to know more!

歡迎出席以下研討會了解更多！

2018 Service & Courtesy Award Briefing Seminar - The Key for Retailers to Innovate 2018 傑出服務獎研討會 - 零售商創新求變的要訣

Date 日期	25 April 2018, Wednesday 2018年4月25日(星期三)
Time 時間	3:00pm - 4:30pm 下午3時 - 4時30分
Venue 地點	Auditorium, Christian Family Service Centre, 3 Tsui Ping Road, Kwun Tong 觀塘翠屏道3號基督教家庭服務中心禮堂
Guest Speaker 嘉賓	Ms. Rebecca Woo, Director, Operation (Hong Kong), K11 Concepts Limited Ms. Leona Tse, Deputy Head of Learning and Development, Swire Resources Ltd. K11 Concepts Limited 營運董事(香港) 胡玉君小姐 太古資源有限公司 學習及人才發展部副主管 謝芳芳小姐
Content 內容	- The Key for Retailers to Innovate 零售商創新求變的要訣 - Introduction of 2018 Service & Courtesy Award 2018 傑出服務獎簡介 - Sharing by winners of 2017 Service & Courtesy Award 2017 傑出服務獎 得獎者 分享

Enroll 立即報名



Enquiry 查詢: 2179 9409 | Website 網址: <http://snc.hkrma.org> | Email 電郵: snc@hkrma.org





2018 Japan Study Tour 日本考察團

Every year, the Association organizes a study tour for the winners of the Service & Courtesy Award. A tour to Tokyo, Japan was successfully held during 12 to 16 March 2018.

香港零售管理協會每年都會為傑出服務獎得獎者舉辦海外考察團。今年日本考察團已於2018年3月12日至16日圓滿舉行。

The Association sincerely thanks the Japan Retailers Association for the kind arrangement throughout the trip, and would like to extend our gratitude to the following retail establishments:

協會藉此感謝日本零售協會幫忙考察團的籌備工作，並對以下提供參觀考察的單位深表謝意。探訪的零售機構包括：

- FP Corporation
- Ginza 6
- Life Corporation
- Mitsukoshi Nihonbashi
- Sano Premium Outlet
- Seven & i Holdings ITO Training Center



HKRMA “Quality E-Shop Recognition Scheme” 香港零售管理協會 「優質網店認證計劃」

The Association has launched a Quality E-Shop Recognition Scheme in 2017 which provides a comprehensive and objective assessment for e-shops in Hong Kong. The scheme aims to develop industry-wide standards and best practices for online retailing and to raise customers' confidence in Hong Kong online shops. E-shop who has passed the assessment of the scheme will be granted a recognition logo and a certificate, and is entitled to display the logo on their promotional materials.

香港零售管理協會於2017年推出「優質網店認證計劃」，旨在為業界提供網上零售的最佳作業模式及標準，及加強消費者於香港網店購物的信心。通過評審的網店將獲發優網店認證標誌及證書，以供網店作宣傳用。

Quality E-Shops recognized in January - March 2018 2018年1月至3月獲認證網店

Beauty Products/Cosmetics 	Department Stores
Electronic & Electrical Appliance/ Telecommunications 	Furniture & Home Accessories
Fashion & Accessorie 	
Food Shop 	Health & Personal Care Products
Infant and Child Merchandise 	Retail Service & Specialty Stores
Supermarket 	

<http://www.hkrma.org/en/qeshop/index.php>

電話Tel : 2866 8311 | 電郵Email : qeshop@hkrma.org

Call for Participation 現正接受報名



2018 Hong Kong Awards for Industries: Customer Service

2018「香港工商業獎：顧客服務」

The Hong Kong Awards for Industries is championed by the HKSAR Government since 1989.

The Awards Scheme covers seven categories including consumer product design, customer service, equipment and machinery design, innovation and creativity, smart productivity, technological achievement, and upgrading and transformation. Each award category is organized by one leading organiser.

The Hong Kong Retail Management Association is proud to be the organiser for the award category on "Customer Service". Over the years, our category has received keen participation from companies of a diverse portfolio of business sectors, including retailing, banking and finance, banquet and wedding planning, catering, hotel, property management, telecommunication, travel agencies and various service providers.



香港工商業獎於1989年設立，是獲香港特區政府支持的獎勵計劃。

香港工商業獎設有七個組別獎項，包括消費產品設計、顧客服務、設備及機器設計、創意、睿智生產力、科技成就及升級轉型，分別由七個相關行業的機構舉辦。

香港零售管理協會非常榮幸能成為「顧客服務」組別的主辦機構。此獎項一直深獲來自多個不同服務行業的公司參加角逐，包括零售、金融及銀行、婚宴服務、餐飲、酒店、物業管理、電訊服務、旅行社及不同的專業服務等。

Benefits of Participation

- The companies with outstanding achievements in customer service will be recognized and publicized.
- The effectiveness of each company's customer service improvement programme could be promoted.
- The service level of individual companies as well as the whole service sector could be improved and enhanced.
- The award winning companies will receive extensive media coverage and recognition.

Award Levels

The Award for Customer Service category consists of three levels:

1. Customer Service Grand Award
2. Customer Service Award
3. Certificate of Merit

Eligibility

- Companies, organizations and individual division of a company operating in Hong Kong (except departments/ agencies of the HKSAR Government) are eligible to enter. The restriction however does not cover public-funded or non-governmental statutory institutions (like universities).
- Participating companies should be engaged in service oriented businesses and such service should be mainly provided in Hong Kong. To enable on-site mystery shoppers assessment by the organizer to form part of the judging, participating companies should either have retail or service outlet, or external customer service channel where the organizer could perform such mystery assessment.

參賽得益

- 獲獎機構的卓越成就可獲得表揚和宣傳。
- 各參賽機構之顧客服務計劃之成效可獲得彰顯。
- 參賽機構，以致整體服務行業的服務水平可獲改善及提升。
- 獲獎機構將得到廣泛的宣傳和各界之認同。

獎項級別

獎項共分為三個級別：

1. 顧客服務大獎
2. 顧客服務獎
3. 顧客服務優異證書

參賽資格

- 除政府部門/機構外(資助機構或非政府部門法定機構，例如大學，則不在此限)，在香港以服務消費者為主的企業或其部門均符合參賽資格。
- 參賽機構主要於香港提供服務，並在香港擁有零售店舖、顧客服務中心或對外的客戶服務渠道，以便主辦機構以神秘顧客探訪的形式進行評審。



Recognition and Promotion 嘉許及宣傳



Trophy / Certificate
獎座/獎狀



TV commercials and video showcase
獲拍宣傳短片



Newspaper supplement
報章推廣



Publications
刊物宣傳



Promotion via websites
於政府及協會網站推廣

Participation Fee

No participation fee is required.

(For businesses requiring transactions / purchases such as fast-food outlets, restaurants, theme park, cinemas etc., participating companies will be requested to provide the Association with cash allowance / tickets in order for the Association to conduct mystery shoppers assessment.

Enrollment

Participating company is invited to submit:

1. Entry Form
2. Business Registration Copy
3. Written Customer Service Proposal (6 copies)
(Should use the Template provided by the Organizer)

It is suggested to fax / post the Entry Form and Business Registration Copy to the Association on an earlier date and then submit 6 copies of the written Customer Service Proposal on or before 8 June 2018. The Proposals should be reached the Association by post/ hand.

Deadline

The deadline for submission of entries falls on Friday, 8 June 2018. All late entries will not be accepted.

Enquiries

Please visit www.hkrma.org/hkai for details of the Award. For enquiry, please contact Ms. Column Chu or Ms. Peggy Ng of the Association at 2866 8311.

參加費用

參加費用全免。

(為方便神秘顧客作探訪評估，如被探訪的店舖/顧客服務點，必須牽涉購買商品/門票，如食肆、主題公園、電影院等，參與機構必須提供現金津貼/門票。

參賽辦法

參賽機構須於2018年6月8日或以前，提交以下資料：

1. 參加表格
2. 商業登記副本
3. 一式6份的「顧客服務計劃書」
(必須以主辦機構提供的範本呈交)

參賽機構可將填妥的參加表格，及商業登記副本提前傳真至香港零售管理協會。而一式6份的「顧客服務計劃書」必須以郵寄或送遞方式，於截止日期前呈交至協會。

截止報名日期

參賽的截止日期為2018年6月8日。遲交之表格及計劃書將不被接納。

查詢

有關「2018香港工商業獎：顧客服務」的詳情，請瀏覽 www.hkrma.org/hkai。如有任何查詢，請致電2866 8311 與褚小姐或吳小姐聯絡。

2018 香港工商業獎 顧客服務簡介會

Hong Kong Awards for Industries:
Customer Service Briefing Seminar

彰顯卓越 表揚優質服務
Demonstrate Excellence and Quality Service

參加2018「香港工商業：顧客服務」，把握機會突顯公司的優勢和卓越服務，加強公司競爭力。

請出席簡介會，了解獎項詳情：

日期：2018年5月9日(星期三)

時間：下午4:00 - 5:30

地點：香港銅鑼灣禮頓道33-35號第一商業大廈10樓

內容：1. 簡介獎項及參賽指引

2. 得獎公司分享：

- 星展銀行(香港)有限公司
- 香港婚活有限公司

Participate in the Award to showcase your company's outstanding service, and to strengthen company's competitiveness.

Join the briefing seminar to know more about the Award:

Date: 9 May 2018 (Wednesday)

Time: 4:00 - 5:30 pm

Venue: 10th Floor, First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong

Content: 1. Introduction of Awards and Entry Instructions

2. Sharing by 2017 winners:

- DBS Bank (Hong Kong) Limited
- HK Romance Dating Limited

Online Enrollment 網上報名：www.hkrma.org

Hong Kong Retail Summit 2018

香港零售高峰會



Inspiring
the
New Era of Retail

匯聚新智慧
零售創未來

立即網上報名



日期 2018年5月15日(星期二) **地點** 香港會議展覽中心新翼1樓會議室N101

時間 09:00 — 17:45 **主禮嘉賓** 香港特別行政區行政長官林鄭月娥女士

會議流程

WHAT'S NEW?

- NEW 全新環節內容
- 超過 20 位零售商界翹楚分享致勝之道
- 更多交流機會
- 零售對策方案展示

第一節：全球零售新視角 Global Views of Retailing

主講嘉賓

主持人

Coach 大中華區總裁兼首席執行官 楊葆焱先生*

Google 香港銷售和營運董事總經理 尉俐妮女士*

香港零售管理協會執委會成員 / 太古資源有限公司董事總經理 譚錦儀女士

第二節：「智能」數碼零售新時代 “Smart” Digital Retailing

主講嘉賓

討論環節講者

主持人

亞洲萬里通有限公司行政總裁 黃思遠先生

亞洲萬里通有限公司行政總裁 黃思遠先生

OpenRice 常務董事 黃鳳鳴女士

美心集團首席營運官 (集團總部 (香港及中國)) 湯國江先生

尼爾森 香港及澳門區董事總經理 李國基先生

上午環節
09:00 - 12:30

午餐交流會
12:30 - 14:20

午餐交流會：社交媒體發展新趨勢 The Next Phase of Social Media Development

主講嘉賓



Facebook 大中華區 Head of Creative Shop 總經理 倫潔瑩女士

第三節：後起之秀 vs 商業巨頭對談 Disruptors vs. Survivors

主講嘉賓

討論環節
後起之秀

商業巨頭

主持人



香港電視網絡有限公司主席 王維基先生



Deliveroo 香港總經理 羅家聰先生

VS.
Round 1



太興環球發展有限公司副總經理 陳家強先生



香港電視網絡有限公司主席 王維基先生

下午環節
14:30 - 17:45

後起之秀

商業巨頭

主持人



Expedia 智遊網東北亞區總經理 蘇嘉媛女士

VS.
Round 2



東瀛遊執行董事 禰國全先生



香港零售管理協會執委會成員 / 鴻福堂總經理兼執行董事 司徒永富先生

第四節：新世代的顧客體驗 Customer Engagement in New Generations

主講嘉賓

討論環節
講者

主持人



adidas 香港有限公司董事總經理，香港及台灣 畢寶元先生*



Carousell 總經理 施伯雄先生



adidas 香港有限公司品牌市場高級經理 霍丹薇女士



毛記電視創辦人 林日曦先生



香港教育大學副校長 (研究與發展) 呂大樂教授

*此環節將以英語進行，其他環節以廣東話進行。

鑽石贊助 **WB WALTON BROWN**

白金贊助 **mannings** **SWIRE RESOURCES** **TSL | 謝瑞麟**

金贊助 **adidas** **GREENSBORO**

午餐交流會贊助 **DYNASYS SOLUTIONS** **Spectra** **Team More**

企業贊助 **FlexSystem**

35週年誌慶贊助 **A.S. Watson Group** **周生生** **Dairy Farm** **HKT** **富臨** **PRINCE太子** **Sasa** **sincere先施** **wing on 永泰百貨** **YGM** **YUE HWA**

媒體贊助 **730** **JobMarket** **Recruit** **經濟日報**

獨家數碼媒體贊助 **CT goodjobs**

查詢：李小姐 2866 8311 event@hkrma.org

第六期 - 中小企支援計劃



《中小企網店教學工作坊》回顧

為了幫助中小企抓緊網上商機，香港零售管理協會於本年1月26日及2月28日，分別舉行了四場中小企網店教學工作坊，合共有160人次出席。

導師黃嘉輝先生指出，中小企零售商在建立電子商貿前，應詳細考慮電子商務的目的、目標市場及客戶群，以及預算等。除了參考同行的網頁，發掘適合自己的網站架構，亦需要了解不同網站服務的優劣，為公司建立一個度身訂造的電子商店。導師亦提示各中小企商家，要保持服務及產品的一切性 (consistent quality)，為消費者帶來最佳用戶體驗，從而建立良好的口碑。

在營銷策劃方面，不少中小企都有開設facebook專頁。導師建議，一星期應該最多發放兩個高質素的帖子 (即有經過資料搜集的帖子)，並可考慮將發帖內容分為以下三類：

1. 與業務產品無關但對粉絲有益的內容 (例如健康資訊)
2. 與業務產品相關的內容
3. 業務產品的宣傳。這能讓粉絲持續追蹤專頁外，潛移默化地吸收產品的資訊，提高潛在客戶的消費意欲。

現場參加者積極發問，反應熱烈，對活動十分滿意。

活動預告

費用全免

中小企網店評估服務

為協助中小企零售商發展優質網店，本會將提供免費網店評估服務，由神秘顧客評審及協會進行全面審核，分析網店的優勢及弱點，給予改善建議。參與網店交齊申請表及相關文件後，會在4至6個星期內收到評審結果通知及一份詳細的報告。

評審範圍：

1. 信譽及發展
2. 購物體驗
3. 履行交易

- ✓ 主辦機構具公信力
- ✓ 評估標準客觀劃一
- ✓ 提供客觀評審報告
- ✓ 提高網店用戶體驗，加強顧客信心

名額：80 (名額有限，額滿即止)

對象：中小企零售商 (員工不超過50人)

流程：



立即報名，
提升您的網店質素！





中小企網店教學工作坊

香港零售管理協會邀請到專業導師，解構電子商務的奧秘，適合各個行業的零售商參與。工作坊課題涵蓋多個範疇，讓你掌握營運網上營銷的致勝秘訣，建立更完善的網上商店及系統，為現有客戶帶來最佳購物體驗，同時吸納更多新客戶。

課程簡介：



優化網頁表現

- Google Analytics 分析網站表現，規劃營銷策略、調整廣告方案
- 計算網頁頁面訪客流量及人數及轉化率
- 再營銷(Remarketing)、精準的關鍵字



加強網站安全

- 掌握電腦病毒的基本概念和知識
- 制定網站安全整體規劃方案
- 選擇互聯網保障及管理技術
- 網絡交易安全相關的法律知識

對象：香港中小企零售商

地點：香港銅鑼灣禮頓道33-35號第一商業大廈10樓

費用：免費

早上場：10:00-12:30

下午場：14:00-16:30

4月27日(星期五)	早上場	優化網頁表現
	下午場	加強網站安全

每場名額：40 每人報名場次數目不限課程簡介

導師簡介

- 擁有20年營銷及管理經驗、9年培訓專業資歷
- 曾為不同商會提供培訓課程、獲邀到多個國際性企業及各大專院校作分享講座
- 成功為多個界別的企業(如 著名健身及美容品牌、零售、電訊、科技、廣告等) 提供培訓



中小企電子商務講座

電子商務發展迅速，中小企要趕上訊息萬變的市場有一定的難題。有見及此，香港零售管理協會即將舉行兩場講座，讓中小企了解跨境電子商務及O2O線上線下整合的發展新趨勢。

名額：80

對象：中小企零售商(員工不超過50人)

贏在跨境電子商貿

日期：4月17日(星期二)
時間：下午3時-5時
地點：SME One「中小企一站通」
生產力大樓(港鐵九龍塘站C1出口)

內容：

- 跨境電子商貿趨勢
- 跨境電子商貿相關的優惠政策
- 跨境電子商貿或相關行業分享



O2O 全渠道營銷整合管理

日期：5月10日(星期四)
時間：下午3時-5時
地點：SME One「中小企一站通」
生產力大樓(港鐵九龍塘站C1出口)

內容(暫定)：

- 電子商貿或相關行業分享 -- 發展的困難
- 線上線下的整合管理及優勢
- O2O 業務未來的發展



費用
全免

活動內容及報名詳情，請密切留意協會中小企支援網站

<http://sme.hkrma.org>

查詢：2891 3927

電郵：sme@hkrma.org

立即報名：



「在此刊物上/活動內(或項目小組成員)表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府、工業貿易署或中小企業發展支援基金及發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)評審委員會的觀點。」

Earn & Learn Pilot Scheme for Retail Industry - 3rd Cohort Student Completion Ceremony

零售業「職」學創前路先導計劃 - 第三屆結業禮

The 3rd Cohort Student Completion Ceremony was successfully held on 7 March 2018. An audience comprising more than 100 parents, class tutors and retail business owners warmly congratulated the student-workers who joined the Diploma of Foundation Studies (DFS) of the Scheme in 2016, as well as those who participated in the Higher Diploma (HD) in 2015.

At the ceremony, the student-workers shared their joys and woes through their homemade videos. They saw their 18 months (DFS) / 30 months (HD) training as an analogy to running a marathon. During the Scheme, they maintained their vigorous spirit through endurance and by encouraging each other. Moreover, they thanked their class tutors and trainers at workplace for their unremitting support, which has helped them go through the Scheme.

第三屆零售業「職」學創前路先導計劃（計劃）結業禮已於2018年3月7日圓滿舉行。2016年參加計劃的基礎課程文憑，以及2015年入讀高級文憑的學生獲得現場百多位家長、老師及零售公司僱主衷心祝賀。

於結業禮上，學生播放自行錄制的影片，分享於計劃期間的喜與樂。他們以過去18個月(基礎課程文憑) / 30個月(高級文憑)的時間比喻為馬拉松賽跑，期間如何憑著堅毅和互相鼓勵以維持正能量，並感謝老師和公司導師沿途支持，使完成整個計劃。



It's like running a marathon, yet we have made it!
我們完成馬拉松賽跑啦!

Dr. Roy Chung Chi-ping, Chairman of the VTC, Ms. Ruth Yu, Executive Director of HKRMA and Ms. Ivy Chan, Principal Assistant Secretary of Commerce and Economic Development Bureau present graduation certificates and good wishes to the graduates.

職業訓練局主席鍾志平博士、香港零售管理協會執行總監余麗姚女士，及商務及經濟發展局首席助理秘書陳雅詠女士，向結業同學頒發結業證書及送上祝福



The Scheme is jointly organized by the Government, the Vocational Training Council (VTC) and the Hong Kong Retail Management Association (HKRMA). Since rolled out in 2014, the Scheme has participated by more than 500 students in total, and on average over 50 retail brands each year. Through the Scheme, Secondary 6 graduates are offered chances to acquire knowledge about retail management in addition to receiving a stable income, and getting firsthand experience in retailing. Such experience helps them build a solid foundation that will open a doorway to a career path.

The Scheme of 2018 academic year is now open to HKRMA's retail members to provide the student workers with more job opportunities.

For details of the Scheme, please contact HKRMA at 2866 8311 or visit the website www.hkrma.org

計劃於2014年推行，在政府、職業訓練局及香港零售管理協會三方攜手合作下，至今參與計劃的學員已超過500人，平均每年參與的零售公司品牌超過50個，讓中六畢業的學生能有機會學到零售管理的知識，亦同時賺取穩定收入，並獲得零售的實戰工作經驗，為日後的事業發展打好穩健基礎。

現正接受協會零售公司會員參加2018學年的計劃，為學生提供就業機會。

計劃詳情，請致電協會2866 8311 或瀏覽www.hkrma.org。



Graduates take selfie photos with their trainers.
結業同學和公司導師開心selfie

過往資歷認可

零售業

確認在工作上所累積的知識、技能和經驗，
並獲頒教育局認可資歷證明書

申請程序 (首五年過渡期)

1 - 5年工作經驗

- 填寫申請表
- 遞交工作經驗證明

評估機構審查
毋須接受評估

第一至三級
資歷證明書

由2019年12月1日起，
首五年過渡期完結，
所有申請必須通過評估
方可獲得認可。
請把握時機，馬上申請！

6年工作經驗

- 填寫申請表
- 遞交工作經驗證明

評估機構審查
及通過評估

第四級
資歷證明書



可供申請項目

零售業「過往資歷認可」共有40個資歷，
涵蓋以下七個主要職能範疇：



申請費用獲政府100%資助

成功獲得認可

發還75%評估費用

修畢認可課程

發還25%評估費用

申請及查詢：

過往資歷認可事務組 (評估辦事處)

地址：香港九龍長沙灣長裕街10號億京廣場2期29樓A室

電話：3907 6868

網址：http://rpl.vtc.edu.hk

協作機構：



“Visions of Retail”

Explored at C-star Retail Forum 2018



With rapid growth of technology and demand of new shopping mode, concept of 'new retail', 'unmanned retail', 'omnichannel', and 'smart retail' emerges one after another, which brings both opportunity and challenge to all retailers. Will technology innovation be the best way to communicate brand and offer to consumers? How will renowned brands cope with the changes in consumer behavior brought by technology?

China – World's Largest E-Commerce Market

China's consumer behavior presents a steadfast challenge, driven by the invasion of handheld technologies, hardware, and software diluting their attention and pulling away from brands and products. Choice is plentiful, with a plethora of brands towing at the senses of shoppers. This effect of this trend is seen more and more across Asia, and not only a "First World Phenomenon." E-commerce growth in China is seen throughout demographics, pervading within third and fourth tier cities where rural markets have turned to online retailing channels.

Mr. Jeroen de Groot, CEO of Metro China, shares his insights regarding the next generation of consumers and shift in consumer behavior in China - "The World's Largest E-Commerce Market." Groot quotes a whopping figure, valuing the Chinese E-commerce arena at RMB 26.1 trillion last year, with a nearly 20% annual growth, largely affected by mobile payment solutions, customer convenience services accelerated by Food Service Distribution (FSD) channels and other third-party service providers.

Mr. Groot will expand on this topic, covering Metro's China Strategy at C-star 2018's Retail Forum.

Mobile Payment Invades Globally

In China, mobile or virtual applications have grown tremendously in popularity, with many consumers no longer having to carry cash for daily transactions. China is the global trendsetter in mobile payment services, with commercial giants Alibaba and Tencent holding the lion's share of the market.

Payment platforms have aggressively expanded into new markets, targeting Hong Kong and other parts of Southeast Asia and offer incentives for customers using mobile payment channels. At C-star 2018, Chinese brands and retail associations offer insights and best-practices for taking advantage of new consumer behaviors and retail trends.



Exciting and Diverse Concurrent Events at C-star 2018

From April 26 to 28, 2018, the fourth edition of C-star offers further industry insights on retail developments, to gather leading retailers and solutions providers in Shanghai.

For further information, please visit www.c-star-expo.com or contact with us:

Ms. Dora Zhao Tel: +86 21 6169 8366 Email: dora.zhao@mds.cn



Highlights of the Government's business facilitation work and business consultations relevant to the retail sector 利便營商的主要措施及規管建議的諮詢

Background

The Government is committed to improving the ease of doing business in Hong Kong. As part of its business facilitation efforts, the Government has set up the Wholesale and Retail Task Force ("WRTF") under the Business Facilitation Advisory Committee to help remove unnecessary regulatory and procedural barriers of concern to the wholesale and retail sectors and provide a platform to facilitate Government-business communication on relevant regulatory proposals. To keep you updated of the Government's business facilitation initiatives and relevant business consultations, the Economic Analysis and Business Facilitation Unit of the Financial Secretary's Office collaborates with HKRMA to provide you with regular updates.

Business facilitation initiatives

(1) Import Control and Surveillance of Hairy Crabs

The Centre for Food Safety ("CFS") conducts surveillance on hairy crabs by taking samples for testing during hairy crab season to ensure that hairy crabs comply with the local requirements.

Following the incidents of hairy crabs detected with dioxins and dioxin-like polychlorinated biphenyls in end-2016, CFS has liaised closely with the Mainland authorities and the trade regarding the surveillance and import arrangement of hairy crabs. On account of the short life span of hairy crabs and their seasonal nature, the Food and Health Bureau ("FHB") and CFS had reprioritised resource allocation to accord top priority for surveillance testing on hairy crab samples

so that the testing process was shortened from four weeks to around two weeks. With a view to facilitating the early sale of imported hairy crabs during the seasonal period, FHB and CFS would explore if the sample testing procedure could be further compressed.

WRTF thanked FHB and CFS for noting the trade's concerns and taking measures to facilitate the import of hairy crabs while safeguarding public health.

(2) Co-operation Agreement Between Hong Kong and Shenzhen on Inspection and Quarantine Arrangement at Qianhai

WRTF welcomed the co-operation agreement which provides the trade with an added option for storage of frozen meat and helps to facilitate business and strengthen co-operation between the Mainland and Hong Kong.

The arrangement was made to address concerns expressed by importers of frozen meat about shortage of cold stores in Hong Kong to meet the growth in frozen meat imports. Noting the trade's concern, the Food and Environmental Hygiene Department (FEHD) had worked with the Shenzhen official to reach the co-operation agreement which has come into operation in July 2016.

Under this arrangement, frozen meat imported from overseas may be stored temporarily in Qianhaiwan Bonded Port Area of Shenzhen before importation into Hong Kong in batches. Importation procedures for the transshipment of these frozen meats into Hong Kong would basically be the same as those directly imported into Hong Kong.

(3) Technology Voucher Programme

The Government has launched the \$500 million Technology Voucher Programme ("TVP") under the Innovation and Technology Fund to subsidise small and medium enterprises ("SMEs") in using technological services and solutions to improve productivity, or to upgrade or transform business processes.

The TVP provides a cumulative funding up to \$200,000 for each eligible SME on a 2:1 matching basis to carry out a maximum of three approved projects. Each project should normally be completed within 12 months. To ensure proper focus on project implementation, an SME cannot undertake more than one TVP project at the same time.

WRTF welcomed the Government's initiative to help SMEs to enhance competitiveness through the use of technologies.

Details of the TVP are available at: <https://tvp.itf.gov.hk/>.

Business consultation on regulatory proposal

(1) Public Consultation for the Proposed Amendments to the Food Adulteration (Metallic Contamination) Regulations

With a view to better protecting public health, facilitating effective regulation and promoting harmonisation between local and international standards, the Government proposes to enhance and update the Food Adulteration (Metallic Contamination) Regulations ("Regulations"). FHB and CFS jointly briefed WRTF on the proposed amendments to the Regulations.

The proposed amendments aimed to update the existing food descriptions in the Regulations and to align the maximum levels for different food items with the internationally recognised standards.

The Government launched a 3-month public consultation period on the proposal in June 2017 before finalising the proposal for submission to the Legislative Council. A grace period would be allowed for the trades to get prepared before the Amendment Regulations comes into effect.

WRTF appreciated that the Government would take into consideration of relevant trades' views before finalizing the proposed amendments and also allow for a grace period.

(2) Proposed Control Regime of Dangerous Goods in Consumer Packs under the new Dangerous Goods (Amendment) Ordinance

The Fire Services Department ("FSD") briefed WRTF on the proposed control regime of dangerous goods in consumer packs ("DGCP") under the Dangerous Goods (Amendment) Ordinance ("Amendment Ordinance").

With regard to DGCP, the Amendment Ordinance proposes to specify the maximum packing size and to accordingly revise the requirements on the storage, transportation as well as packing, marking and labelling of DGCP with an aim to bring the local regulatory regime on DGCP in line with the prevailing practices of the relevant trades.

WRTF welcomed FSD's initiative to review and update the existing regulatory measures which would facilitate the wholesale and retail trades without compromising the public safety.

背景

政府致力改善本港的營商環境，積極推行各項利便營商措施，包括在方便營商諮詢委員會轄下成立批發及零售業工作小組（「工作小組」），以助探討及消除批發及零售業關注的不必要規管及行政程序，並提供有效的溝通平台，利便政府與業界就規管建議交換意見。為了讓業界獲悉最新資訊，財政司司長辦公室轄下的經濟分析及方便營商處與香港零售管理協會攜手合作，定期重點介紹政府的方便營商措施及相關的營商諮詢。

方便營商措施

(1) 大閘蟹的入口管制與監察

食物安全中心（「食安中心」）在大閘蟹當造季節抽取大閘蟹樣本進行監察，以確保進口的大閘蟹符合本地規定。

因應在2016年年底大閘蟹樣本驗出二噁英和二噁英樣多氯聯苯事件，食安中心一直就大閘蟹的監察事宜和進口安排與內地有關當局和業界保持密切聯繫。鑑於大閘蟹屬生命周期短的時令食品，食物及衛生局（「食衛局」）和食安中心已重新調配資源，把監察檢測大閘蟹樣本所需的時間由四星期縮短至約兩星期。食衛局和食安中心會探討可否進一步精簡檢測樣本的程序，以便在大閘蟹季節期間進口的大閘蟹能夠盡早在市面出售。

工作小組感謝食衛局和食安中心因應業界關注的事宜，採取利便大閘蟹進口的措施，同時保障公眾健康。

(2) 香港與深圳就前海檢驗檢疫安排簽署合作協議的事宜

工作小組歡迎有關部門作出這項安排，為業界提供多一個儲存凍肉的选择，不但有利營商，也加強內地與香港的合作。

食物環境衛生署（「食環署」）作出這項安排，是為了回應凍肉進口商指本港凍房不敷應用的憂慮。因應業界的關注，食環署與深圳有關部門磋商後達成合作協議，該協議已於二零一六年七月生效。

根據這項安排，從外國進口的凍肉可暫存在深圳前海灣保稅港區，然後分批進口到香港。這些凍肉經轉運進口的程序與直接進口到香港的程序基本一樣。

(3) 科技券計劃

政府在創新及科技基金下，推出五億元的「科技券計劃」（「計劃」），資助本地中小型企業（「中小企」）使用科技服務和方案，以提高生產力或升級轉型。

計劃以二對一的配對模式，為每家合資格的中小企提供累計最多20萬元資助，進行最多三個獲批項目。每個項目一般應在12個月內完成。為確保能專注推行項目，中小企不得同時進行多於一個科技券項目。

工作小組歡迎政府推出上述措施，幫助中小企借助科技增強競爭力。

科技券計劃詳情可瀏覽這個網址：<https://tvp.itf.gov.hk/>

營商諮詢

(1) 有關《食物攪雜(金屬雜質含量)規例》建議修訂的公眾諮詢

為加強保障公眾健康、提高規管工作成效，以及促使本港標準與國際標準接軌，政府建議加強和更新《食物攪雜(金屬雜質含量)規例》（《規例》）的內容。食衛局聯同食安中心向工作小組簡介建議的修訂事項。

上述修訂建議旨在更新《規例》內既有的食物描述，並參考國際認可和遵循的標準，訂定個別食物內物質的最高含量。為期三個月的公眾諮詢於2017年6月展開，公眾諮詢結束後，有關當局敲定立法建議，然後提交立法會審議。為了讓食物業和相關行業在修訂規例生效前作好準備，政府會設寬限期。

工作小組感謝政府先考慮相關行業的意見，然後才敲定建議的修訂事項，並給予寬限期。

(2) 根據新訂《危險品(修訂)條例》擬對消費裝危險品實施的管制制度

消防處向工作小組簡報根據《危險品(修訂)條例》（《修訂條例》）擬對消費裝危險品實施的管制制度。

《修訂條例》建議訂明消費裝危險品的最大包裝容量，以及相應修訂有關貯存、運送、包裝、標記及標籤的規定，使本港的消費裝危險品管制制度與相關行業現時的做法一致。

工作小組歡迎有關當局檢討現行規管措施，使措施與時並進，既利便批發及零售行業經營，又無損公眾安全。

The information is provided by the Business Facilitation Division of the Economic Analysis and Business Facilitation Unit under the Financial Secretary's Office. 資料由財政司司長辦公室轄下的經濟分析及方便營商處方便營商部提供。

Charter on External Lighting

戶外燈光約章

Details 內容

The Environment Bureau (ENB) will launch the "Charter on External Lighting" (the "Charter") in 2016 to invite owners of and responsible persons for external lighting installations to switch off lighting installations of decorative, promotional or advertising purposes which affect the outdoor environment during the preset time (i.e. 11 p.m. or midnight to 7 a.m. on the following day).

環境局於2016年推出《戶外燈光約章》(《約章》)，邀請戶外燈光裝置的擁有人及負責人，在預調時間(即晚上11時或午夜12時至翌日早上7時)關掉對戶外環境有影響的裝飾、宣傳或廣告燈光。

Purpose 目的

1. Minimise light nuisance: Due to the high building density in Hong Kong, external lighting at night will cause nuisance to nearby residents. To switch off unnecessary external lighting during the preset time can provide residents with an environment conducive to sleep.
 2. Minimise energy wastage: To shorten the operating hours of external lighting can reduce energy consumption and save electricity.
1. 減少光滋擾：香港建築環境密集，夜間的戶外燈光會對附近居民造成滋擾。在預調時間關掉不必要的戶外燈光可為居民提供較理想的作息環境。
 2. 減少能源浪費：縮短戶外燈光的操作時間，可減低能源消耗，節省用電。

Target 對象

The following owners and responsible persons of external lighting installations are invited to sign up to the Charter –

1. Property management companies
2. Owners of advertising signs or advertising agencies that manage advertising signs
3. Hotels, shopping malls, shops, restaurants and public bodies and organisations with external lighting installations or signboards

我們誠邀下列戶外燈光裝置的擁有人及負責人簽署《約章》-

1. 物業管理公司
2. 擁有廣告招牌的業主或管理廣告招牌的廣告公司
3. 設有戶外燈光裝置或招牌的酒店、商場、店舖、食肆和公共機構及組織

Award scheme 獎勵計劃

1. ENB will publicise the names of the Charter signatories in newspapers and Government websites, and will invite their representatives to join the Charter signing ceremony. Charter signatories will be given certificates.
 2. Organisations or shops which comply with the switch-off requirement will receive the following awards by ENB:
 - i. Platinum Award: Participating organisations or shops that switch off external lighting from 11 p.m. to 7 a.m.
 - ii. Gold Award: Participating organisations or shops that switch off external lighting from midnight to 7 a.m.
1. 環境局會在報章及網上公布參與《約章》的機構或商戶名單，並邀請代表參加《約章》簽署儀式。簽署《約章》的機構或商戶將獲發證書。
 2. 遵守關燈要求的機構或商戶可獲環境局頒發以下獎項：
 - i. 「鉑金獎」：在晚上11時至早上7時關掉戶外燈光的參與機構或商戶
 - ii. 「金獎」：在午夜12時至早上7時關掉戶外燈光的參與機構或商戶。

Reasons for joining the Charter 參與《約章》好處

1. Fulfill corporate social responsibility: Minimise light nuisance to nearby residents
 2. Save energy: Join our Energy Saving for All campaign to combat climate change, and contribute to the target of reducing energy intensity by 40% by 2025
 3. Save money on electricity: To reduce the electricity consumption of external lighting and to reduce electricity expenses
 4. Develop and enhance their corporate image: Participating organisations will receive stickers, certificates and awards of the Charter.
1. 履行企業社會責任：減少對附近居民造成的光滋擾
 2. 節省能源：全民節能、應對氣候變化，為香港在2025年將能源強度減少四成的目標作出貢獻
 3. 減少電費開支：減少戶外燈光耗電量，節省電費
 4. 協助商戶機構建立及加強良好的企業形象：參與機構將獲發《約章》標貼、證書及獎狀。

How to participate? 參加方法

Organisations and shops that are interested in signing up to the Charter are invited to complete the reply slip which could be downloaded at

<http://www.charteronexternallighting.gov.hk>

Should you have any queries, please email to: external_lighting@enb.gov.hk.

有意參與《約章》的機構及商戶，請填妥表格。表格可於環境局網站下載：

<http://www.charteronexternallighting.gov.hk>

如對《約章》有任何疑問，可電郵：external_lighting@enb.gov.hk



The information is provided by Environment Bureau.
資料由環境局提供。

New Members 新會員

The Association welcomes the following new members.
協會歡迎以下公司加入為會員。

FULL MEMBERS 公司會員

1. Alpha & Best Industries Limited
利慰實業有限公司
2. ATOP Slim Beauty Limited
雅堂纖形有限公司
3. Esondata Company Limited
易訊數據有限公司
4. Gotendo Beauty and Healthcare Group Limited
御殿堂藥妝有限公司
5. GraceQueenie
6. HABA Hong Kong Limited
7. King Wonder Enterprise Limited
金信企業有限公司
8. Ladie S Vintage
日本直郵
9. Makeitsimple_km
10. Million Wealth Trading Limited
萬財貿易有限公司
11. SRSWorks Limited
時征科技有限公司
12. Sun-Media Communications
新資訊通訊
13. TESN Limited
14. Tung Fong Hung Medicine Company, Limited
東方紅藥業有限公司
15. Victory International Company
域勝國際公司
16. Yu Fung Medicine Company Limited
裕豐蔘茸中西藥行有限公司

ASSOCIATE MEMBERS 公司聯席會員

1. ABLE Mobile Limited
2. AsiaPac Net Media Limited
亞太網絡資訊有限公司
3. CG Marketing Company Limited
睿創市場策劃有限公司
4. DynaSys Solutions Limited
福達企業資源系統有限公司
5. Greensboro Asia Limited
綠島亞洲有限公司
6. Gruppo Pozzi Asia Limited
7. Lively Impact Technology Limited
利聯互動科技有限公司
8. Mezzofy (Hong Kong) Limited
米東飛(香港)有限公司

Join NOW

ENQUIRIES

Tel: (852) 2866 8311

Email: membership@hkrma.org

NEW MEMBER INCENTIVES 新會員入會優惠

CASH
現金Event Cash Coupon up to HK\$3,000
活動現金券高達 HK\$3,000

Full Member 公司會員	Membership Fee 會費	Amount 金額
	< HK\$5,900	HK\$200
	HK\$5,900-HK\$9,999	HK\$600
	HK\$10,000-HK\$19,999	HK\$1,000
	HK\$20,000-HK\$29,999	HK\$2,000
	HK\$30,000-HK\$40,000	HK\$3,000
Associate Member 公司聯席會員	HK\$200	
Individual Associate Member 個人聯席會員	HK\$200	

FREE
免費Free Promotional Opportunity
免費宣傳機會

One guaranteed free promotional opportunity as guest speaker or exhibitor in a Business Matching Activity will be offered to New Associate Members.
新公司聯席會員可免費獲得一次於商貿配對活動作演講嘉賓或參展商的宣傳機會。

10%
Discount 折扣Up to 10% Discount on Membership Fee
會費高達九折優惠

5% Discount on One-off Membership Payment for 2 Years (2018-2019)
一次過繳付2年會費(2018-2019)可獲得95折優惠

10% Discount on One-off Membership Payment for 3 Years (2018-2020)
一次過繳付3年會費(2018-2020)可獲得9折優惠

20%
Discount 折扣Extra 20% Discount on Booking HKRMA Venue
租用協會場地額外八折優惠

Remark 備註

- Members approved in July to December 2018 will be entitled for half amount of the event cash coupon.
於2018年7至12月期間成功入會之會員，活動現金券將為以上金額之半。
- The above incentives are only applicable to new members in 2018.
以上入會優惠只適用於2018年之新會員。
- Please contact HKRMA for details of the special offers, which are subject to the Terms & Conditions.
HKRMA reserves all rights to make the final decision in case of any disputes.
所有優惠受條款及細則所限，詳情請與協會聯絡。如有異議，香港零售管理協會保留一切最終決定權。



RETAILERS 零售商

Advertisement Order Form 季刊廣告預訂表格

As a quarterly newsletter of Hong Kong Retail Management Association, "RETAILERS" serves to update HKRMA member companies and fellow retailers about news related to the retail industry, and provide a platform for members to exchange ideas on matters of common concern.

《零售商》是香港零售管理協會出版的季刊，每期報導協會和零售業內的最新活動和發展，內容極具參考性，接觸的層面亦非常廣泛。

Circulation and Readership 發行人及讀者

"RETAILERS" publishes 2,000 copies per issue. Complimentary copies are distributed to all HKRMA members, fellow retailers, members of the Federation of Asia-Pacific Retailers Association, key government officials and departments, related organizations, consulates as well as local and overseas business contacts.

《零售商》每期發行2,000本，讀者包括協會會員公司及零售商的管理層、泛亞太區零售商協會聯盟成員、各政府部門及重要官員、相關機構、領事館、本地及海外工商團體。

To: **HONG KONG RETAIL MANAGEMENT ASSOCIATION 香港零售管理協會**
7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 香港銅鑼灣禮頓道33-35號7樓
Tel 電話: 2866 8311 Fax 傳真: 2866 8380 Website 網址: www.hkrma.org

We confirm our order to place advertisement in the following issue(s) of "RETAILERS".

本公司欲在香港零售管理協會之「零售商」季刊中預訂以下廣告版位：

Advertising Reservation 廣告預訂 (Please ✓ the appropriate box(es))

2018 Summer 夏季	2018 Fall 秋季	2018 Winter 冬季	2019 Spring 春季	Size 版位大小	Amount 價目 (per insert 每個版位)	
					Member 會員	Non-Member 非會員
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				中央雙頁 Centre Spread	HK\$ 12,100	HK\$ 15,700
				雙頁 Spread	HK\$ 9,900	HK\$ 12,800
				封面內頁下頁 Next to Inside Front	HK\$ 9,250	HK\$ 12,000
				封面內頁+內頁第1頁 Inside Front Cover + Next to Inside Front	HK\$ 14,000	HK\$ 18,100
				全版 Full Page	HK\$ 5,500	HK\$ 7,150
				客戶供稿(全版專題) Full Page Advertorial	HK\$ 3,000	HK\$ 4,000
				半版1/2(橫) Page (Horizontal)	HK\$ 3,850	HK\$ 5,000
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Payment Method 付款方法

Please send this Order Form and cheque (made payable to the "Hong Kong Retail Management Association") to the Association.
請填妥此表格連同劃線支票(支票抬頭是「香港零售管理協會」)寄給本協會。

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Policies & Legislation Column 政策及法例專欄

This column is to inform members and readers about the various legislative and industry issues that the Association has reflected its views to the Government or relevant entities.

Association's Views

Please find below a list of issues which the Association has contributed position papers and comments in the last quarter. Details can be found in the HKRMA website: www.hkrma.org

- Views on Government's response time on business licensing
- Implementation on Plastic Shopping Bags Charing
- Views on Guangzhou-Shenzhen-Hong Kong Express Rail Link (Co-location) Bill

本欄目是為會員及讀者報道協會就最近與零售業息息相關的議題，向政府或有關團體所發表過的意見。

協會意見

本協會於上季就下列議題提供意見或建議書，詳細內容可參閱本協會網站：www.hkrma.org。

- 有關政府回覆業界牌照申請時限的意見
- 膠袋徵費實施情況
- 有關《廣深港高鐵(一地兩檢)條例草案的意見

HKRMA Functions 活動一覽表

Date 日期	Functions 活動項目
7/6/2018	CEO Luncheon: Creating Shared Value CEO午餐會: 企業創建共享價值
23/5/2018	Retail Workshop: Master the Skills of a Successful Leader 零售工作坊: 掌握成功領導的必備條件
15/5/2018	Retail Summit 2018 - Inspiring the New Era of Retail 2018香港零售高峰會 - 匯聚新智慧 零售創未來
10/5/2018	E-Commerce Management Fundamental Course in Retail - Managing Your Customer Database & Effective Targeted Promotion 《零售電子商務管理基礎課程》- 客戶數據庫及目標性宣傳管理
9/5/2018	Retail Workshop: Effective Skills for Staff Training and Performance Appraisal 零售工作坊 - 掌握培訓員工及工作評估的應有技巧
9/5/2018	2018 Hong Kong Award for Industries: Customer Service - Briefing Seminar 2018 香港工商業獎: 顧客服務 - 簡介會
4/5/2018	Inspiration for Retailers - Key Challenges Faced by eCommerce Businesses 零售商的啟示 - 電子商務面臨的挑戰
3/5/2018	E-Commerce Management Fundamental Course in Retail - Social Contents for Unique Customer Experience 《零售電子商務管理基礎課程》- 社交媒體營銷內容管理
27/4/2018	SME E-Tailing Workshop - System Security Development and Management 中小企網店教學工作坊 - 優化網頁表現
27/4/2018	SME E-Tailing Workshop - Web Performance Optimization 中小企網店教學工作坊 - 加強網站安全
26/4/2017	E-Commerce Management Fundamental Course in Retail - Data Privacy Policy for E-commerce in Retail 《零售電子商務管理基礎課程》- 零售業電子商貿個人資料管理及私隱條例
25/4/2018	2018 Service & Courtesy Award Briefing Seminar - The Key for Retailers to Innovate 2018傑出服務獎研討會: 零售商創新求變的要訣
23/4/2018	Briefing on Waste Electrical and Electronic Equipment (WEEE) Implementation 《廢電器電子產品生產者責任計劃》講座
19/4/2018	E-Commerce Management Fundamental Course in Retail - Techniques for Search Engines Successes 《零售電子商務管理基礎課程》- 提升搜尋器廣告表現管理
17/4/2018	SME E-tailing Seminar - Winning Cross-Border E-commerce 中小企電子商務講座 - 贏在跨境電子商
13/4/2018	IoT Centre Visit 物聯網科技應用考察
12/4/2018	E-Commerce Management Fundamental Course in Retail - Selecting the Right E-channels to Advertise 《零售電子商務管理基礎課程》- 電渠道廣告策略管理
11/4/2018	Tips for Retailers to Survive the Shift to Online Shopping 零售商在網購世代的生存之道

For enrollment and further details, please visit www.hkrma.org.
報名及有關詳情, 請瀏覽www.hkrma.org。



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