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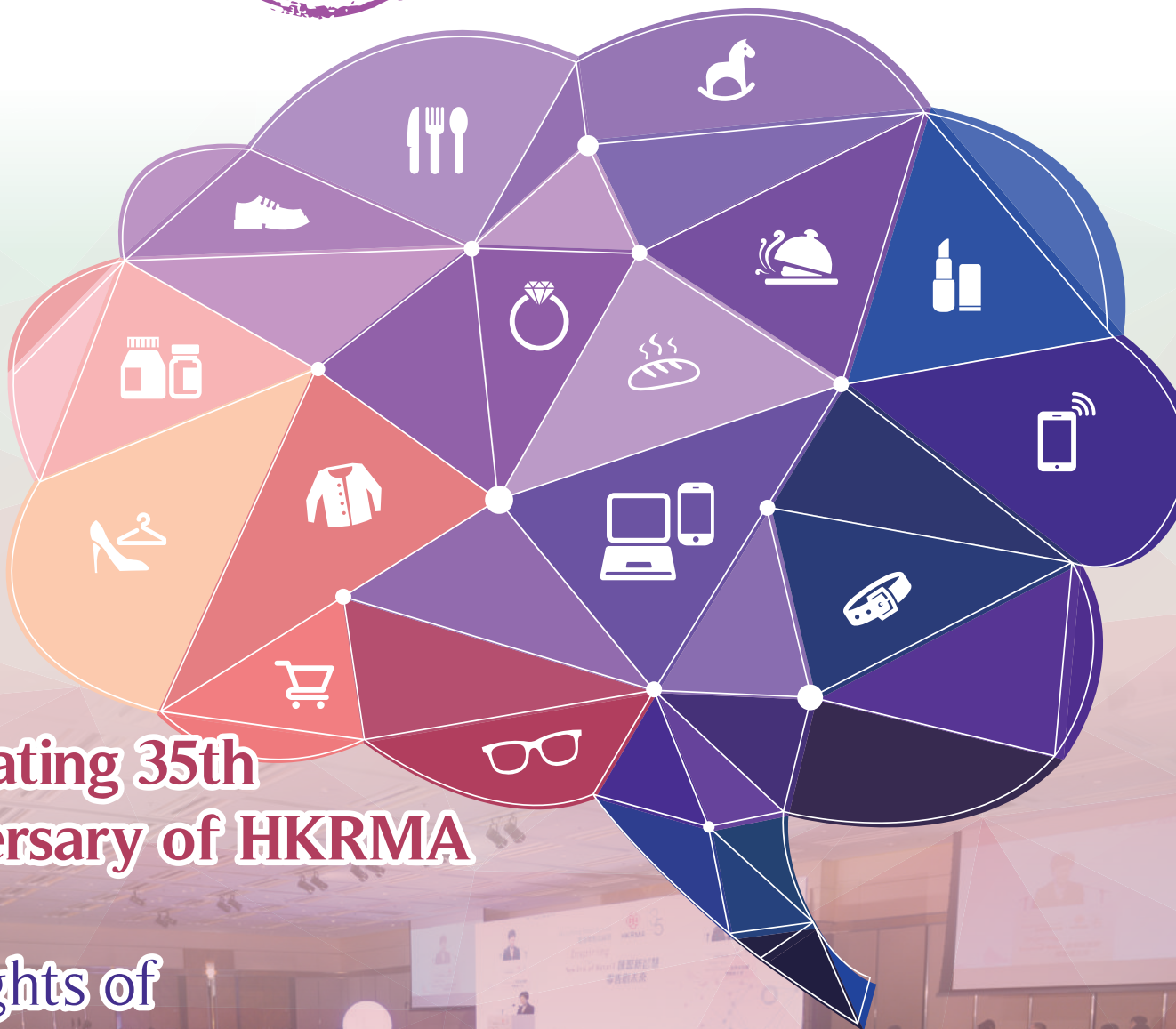


H K R M A N E W S L E T T E R



RETAILERS

Summer 2018



**Celebrating 35th
Anniversary of HKRMA**

**Highlights of
2018 Hong Kong Retail Summit**



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

Entering the second half of 2018, Hong Kong's economy is in a robust growth with the lowest unemployment rate. Taking the positive factors like the Express Rail Link and the Hong Kong-Zhuhai-Macau Bridge into account, a sustained increase in the tourist number is expected. With upbeat local consumer and tourist sentiment, the retail sales value maintains its upward trend in a double-digit growth since the start of the year.

However, retailers are still facing acute manpower shortage and escalating operating costs. The China-US trade tensions and the depreciation of renminbi also bring worries to the retail market. Despite all these, the Association is still cautiously positive that the retail industry is heading to a stable and steady development, and we forecast that the retail sales value will achieve a high single-digit growth for 2018 as whole.

As this year marks the Association's 35th anniversary, taking the theme of "Inspiring the New Era of Retail", we hosted the Hong Kong Retail Summit on 15 May. With overwhelming support from our members and retailers, the Summit was well-attended by some 700 participants to network and share their experience. On behalf of the Association, I would like to express our gratitude to all brilliant speakers for their inspiring sharing, as well as the support of our sponsors. In particular, we sincerely thank Mrs. Carrie Lam, the Chief Executive of HKSAR, for being the Guest of Honour. In her speech, Mrs. Lam indicated that whether Hong Kong retailers can grasp the latest trends and transform the industry successfully is most crucial, not only for the industry itself, but also for Hong Kong's further economic development. You will find more highlights of the Summit in this Newsletter.

In the context of digital transformation, the Association will continue to support our members to capitalize on the opportunities of the ever changing retail landscape. A series of programme is devised for our members to help them to offer an exceptional online-offline customer experience. I strongly encourage all members to stay tuned to our flagship programmes and training seminars and workshops. The Association continues to enhance itself as an effective platform for members to network, share best practices and make our voice heard.

踏入2018年下半年，香港經濟持續蓬勃增長，失業率亦創新低。隨著廣深港高速鐵路香港段及港珠澳大橋將會陸續開通，預料本港旅客數字將會持續上升。由於本地顧客及旅客的購物意欲回升，本港的零售銷售額由年初起一直維持雙位數增長。

然而，零售商仍長期面對人手嚴重短缺及經營成本持續上升的問題，而中美貿易關係緊張及人民幣貶值，亦為零售市場增添變數。儘管如此，協會仍然相信零售業未來將會穩步向前，並預期全年零售銷售額將錄得高單位數增長。

今年適逢協會35周年誌慶，我們以「匯聚新智慧 零售創未來」為主題，於5月15日舉辦了香港零售高峰會，共有逾700位會員及零售同業出席，踴躍參與交流及分享寶貴經驗。我謹代表協會感謝一眾講者分享真知灼見，以及各位贊助商鼎力支持。我們特別感謝香港特別行政區行政長官林鄭月娥女士撥冗蒞臨主禮，她於演講中指出香港零售業界必須準確掌握最新趨勢，帶領業界成功轉型，此舉不但惠及零售業，亦能推動香港經濟發展。今季季刊將會介紹更多峰會的精彩花絮。

在數碼轉型方面，協會將繼續協助會員在瞬息萬變的零售市場中把握商機，為會員推出一系列的活動，幫助他們提供優質的在線及離線客戶體驗。希望會員密切留意協會旗艦項目、培訓講座及工作坊的最新消息。我們會繼續致力建立完善的平台，讓會員能交流互動、分享經驗及反映意見。

With regard to government policies and regulations, amid this year's review of minimum statutory wage rate and the imminent abolishment of MPF offsetting mechanism, the Association is monitoring closely the overall implications on the labour costs to retail companies, in particular, to the SMEs. Meanwhile, we have been highlighting to the Government the negative impact of acute manpower shortage in Hong Kong, which has been affecting the retail industry for many years. As one of the labour intensive industries, a steady and sufficient workforce is pivotal to the sustainable growth of our industry. However, the shortage of labour has seriously affected our overall service quality, which is one of Hong Kong's most valuable competitive edges. According to the Hong Kong Tourism Board's Departing Visitor Survey, tourists' satisfaction rating on the hospitality of our sales staff has been deteriorating since 2013.

Against all odds, the Association has been promoting Hong Kong's retail service excellence throughout the years. Through our annual "Service & Courtesy Award", we lead the whole industry to strive for continued advancement. This year the Award is in full swing with participation of over 500 frontline practitioners from some 100 retail brands. A public voting on "Top 10 Outstanding Service Retail Brands" is introduced to engage consumers to vote among all participating brands for those with the most excellent service under the categories of "Food and Amusement" and "Taste and Lifestyle".

In the coming months, the Association will be packed with our events programme. One of the highlights is the Election AGM to be held on 11 October at the JW Marriott Hotel, whereby the Association will be electing members of the Executive Committee for the term 2018-2020. We are very honoured that Mr. Michael Wong, Secretary for Development, will be our guest speaker at the AGM Luncheon. I strongly encourage members to sign up for the occasion to listen to the Government's latest strategy for the sustainable development of Hong Kong, and the implications and opportunities to the retail industry.

It has been a privilege for me to serve as your Chairman since 2015. Taking this opportunity, I would like to thank the Board of Directors for their invaluable guidance and all the Ex-Co members for their unfailing support over the past three years. And I look forward to having your valuable involvement so that in unity we can continue to make our voice heard and to uplift the status and professionalism of Hong Kong retail.

於政府政策及法規方面，政府今年檢討法定最低工資水平，以及將會取消強積金對沖機制，協會現正密切留意相關措施對零售企業，特別是中小企，勞動成本的影響。與此同時，我們亦向政府重申本港人手嚴重短缺的影響，反映零售業是勞動密集的行業，必須有充足穩定的人手，才能維持行業的長遠增長。然而，人手短缺的問題已嚴重影響行業的整體服務質素，削弱本港的一大競爭優勢。香港旅遊發展局的「離境旅客問卷調查」顯示，旅客對零售人員的服務質素滿意度由2013年起持續下跌。

即使面對重重障礙，協會多年來依然銳意推廣香港的卓越零售服務，並透過一年一度的傑出服務獎，帶領業界力臻至善。本年度的傑出服務獎正進行得如火如荼，共有來自100多個零售品牌的500多名前線零售從業員爭奪殊榮。我們亦就「十大傑出服務零售品牌」舉辦公眾投票，鼓勵消費者在「吃喝玩樂」及「生活品味」兩大類別下選出最實至名歸的卓越服務品牌。

踏入下半年，協會將會推出一連串精彩活動，焦點之一是10月11日假香港萬豪酒店舉行的周年會員大會，屆時協會將會選出2018-2020年度執行委員會的成員。今年，我們有幸邀得發展局局長黃偉綸先生擔任周年大會午餐交流會的嘉賓講者。希望會員積極參與，了解政府就香港訂立的長遠發展策略，以及相關策略對零售業帶來的啟示和商機。

我有幸能從2015年起擔任協會主席，現藉此機會感謝董事會及執行委員會過去三年的寶貴意見及全力支持。希望大家繼續同心協力推動協會向前，主動為行業發聲，使持續提升協會的行業代表性。



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

E-wallet good for customers and retailers

Hong Kong has long been criticized for lagging behind other places in the development of electronic payment. Taking QR code in the Mainland as an example, it is widely adopted for both online and offline payments and its application is seen in every aspect of life. With mobile phones in hand, people there can go almost anywhere they like. On the contrary, the Octopus payment system, introduced 20 years ago, is still dominating the electronic payment service in Hong Kong.

To address such criticism, the government explains that Hong Kong in fact has various electronic payment means in place, including conventional and contactless credit cards, Octopus and EPS, which are widely used by the public in their daily lives. All of them accounts for about 60 per cent of total private consumption expenditure.

Anyway, I recognize that developing electronic payment is a growing trend worldwide. Even more, in the light of the Hong Kong Smart City Blueprint published last year with an aim to build a world-famed Smart Hong Kong, it is indispensable to promote wider adoption of e-wallet.

Statistics reveal that spending on goods by visitors accounts for 40 percent of the total retail sales in Hong Kong. Well-developed electronic payment service not only provides greater convenience to retail merchants and local residents, but also facilitates visitors' shopping in Hong Kong. This can boost Hong Kong's international image and benefit the economy.

電子錢包普及化 方便顧客有利零售

近年香港的電子支付服務常被批評落後，遠不及其他地區的發展步伐。例如毗鄰的內地已普遍使用QR Code二維碼作為流動付款工具，應用範圍遍及衣食住行各方面，而且線上線下均可使用，內地居民只要手機在手，幾乎全國通行。反觀香港現時較多使用的電子支付工具，仍然是二十年前推出的八達通。

面對有關評論，政府解釋香港其實有多種不同的電子支付工具，包括傳統及非接觸式信用卡、八達通、易辦事等，而市民在日常生活中亦廣泛採用這些工具進行支付，涉及金額佔私人消費支出總額約六成。

不管怎樣，我認同發展電子支付服務，已是全球大勢所趨，尤其是政府去年底發表《香港智慧城市藍圖》，銳意將香港發展成為世界級的智慧城市，推動電子錢包普及化是不可或缺。

根據統計，訪港旅客在購買貨品方面的總消費額，大約佔本港零售業總銷貨值達四成，可見旅客消費對本港零售業的助益甚大。因此，若電子支付發展成熟，不僅便利市民的日常生活，亦可方便旅客在港消費購物，從而可提升香港的國際形象和帶來經濟效益。

It is known that the Hong Kong Monetary Authority (HKMA) and the financial sector have established a working group on common QR code standard for retail payments. At present, be it overseas or in Hong Kong, different Stored Value Facility (SVF) operators have different QR codes. If the same merchant needs to accept payments from three different operators, there will be three QR codes. In future, when the standard is set up, a customer can make payment in a certain shop with the same QR code regardless of which SVF he uses. That will certainly be more convenient for customers and merchants.

Furthermore, HKMA is also working on a Faster Payment System (FPS) which, expectedly, will be put into service in September this year. The FPS will enable real-time transactions at retail level and provide full connectivity for various types of operators. It will operate on a round-the-clock basis and support transactions in Hong Kong dollar and Renminbi. Funds transfers or payments to customers of different banks or SVFs can be made anytime and anywhere through using mobile phone number or email address. In short, all the measures above could be of much help to e-commerce and electronic payment of retail sector.

Since retail sector is a major stakeholder in the development of electronic payment, I opine that in addition to the early introduction of the measures, the authorities should explain the specific operations to us as soon as possible for better preparation. Extensive publicity should also be conducted to make merchants, the public and visitors well-informed of the new payment methods. Success can only be achieved when all the related parties take the initiative to use them.

據知金融管理局已經與金融業界就訂立二維碼標準成立了一個工作小組，探討如何讓商戶能夠利用同一個二維碼，接受客戶透過不同儲值支付工具進行支付。因為目前不論在海外或香港，不同的支付工具營運商設有不同的二維碼，假如同一個商戶要收取3個不同營運商的費用，便要有3個二維碼。將來當二維碼標準定立以後，客人在某間商店付款時，不論是否使用同一個支付工具，均可使用同一個二維碼，這樣對顧客和商戶都會方便得多。

除此之外，金管局計劃於今年9月推出「快速支付系統」，希望全面接通零售層面的電子支付。據當局介紹，該系統將提供 24小時即時支付功能，支持港幣和人民幣交易，使用者只需利用手提電話號碼或電郵地址，便可以隨時隨地在不同銀行與儲值支付工具之間進行即時資金調撥或支付，不必如現在需要銀行帳戶號碼等方法。相信以上措施若有效落實，將有助促進本港電子商貿及零售行業電子支付的發展。

由於零售業界實為當中的主要持份者，我很希望當局除了早日將措施出台，亦要盡快向業界詳盡講解具體操作，以便前線的零售店鋪及早作好預備，同時當局應著手進行廣泛宣傳，讓商戶、市民以至來港的海內外旅客都充分知悉相關支付方式，進而主動使用，以起事半功倍之效。

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Hong Kong Retail Summit 2018 - Celebrating 35th Anniversary of HKRMA

2018 香港零售高峰會 - 香港零售管理協會 35 周年誌慶

Star-studded List of Guest Speakers Number of Participants Ranked Top for Years

The Summit has attracted 20 top-notch retail and business leaders, who shared their experiences in meeting market challenges brought forth by the new retail landscape and keys to success. In total, there were some 700 participants which is the highest over the years.

星級嘉賓講者 創歷年最高出席人數

高峰會薈萃二十位零售及商界翹楚分享新零售的挑戰及致勝要訣。當日共吸引近七百位同業出席，是歷年之最。

Taking "Inspiring the New Era of Retail" as the theme, the Association has celebrated its 35th anniversary with a series of activities. As a key event of the celebration, the Retail Summit was successfully held on 15 May at the Hong Kong Convention and Exhibition Centre. We were deeply honored that Mrs. Carrie Lam, the Chief Executive of the HKSAR Government, joined us as our Guest of Honour. Her presence added weight to the meeting.

香港零售管理協會適逢今年創會35周年，以「匯聚新智慧 零售創未來」主題，舉行一連串活動。作為重點誌慶活動的「香港零售高峰會」，已於5月15日假香港會議展覽中心圓滿舉行。協會很榮幸邀請到香港特別行政區行政長官林鄭月娥女士蒞臨，擔任主禮嘉賓，使凸顯高峰會的重要性。



In his opening remarks, Mr. Thomson Cheng, Chairman of the Hong Kong Retail Management Association, said that while e-commerce and omni-channel retailing have developed into a global trend, we urge the Government to support the industry to build a well-established e-commerce eco-system, and support retailers in the application of locally developed technology and artificial intelligence, so as to strengthen the competitiveness of Hong Kong retail industry.

協會主席鄭偉雄先生表示，電子商貿及全渠道零售已是全球趨勢，期望政府能協助業界構建一個完善的電子商貿生態，並支持零售業應用本地研發的科技、人工智能等設施，使持續鞏固香港零售業的競爭優勢。

Below is the speech of Mrs. Carrie Lam, GMB, GBS (Chinese only)

以下是林鄭月娥女士出席高峰會致辭全文(只有中文版本)



Thomson (香港零售管理協會主席鄭偉雄)、各位嘉賓、各位同業：

大家好！我非常榮幸出席香港零售管理協會舉辦的零售高峰會，並與各位業界朋友聚首一堂，慶祝協會成立三十五周年的重要日子。

零售業是香港經濟的重要支柱，亦與市民的日常生活息息相關。業界能否準確定位，掌握最新形勢，並且為未來挑戰作好準備，不但關乎零售業本身，對香港整體經濟發展也非常關鍵，今天的高峰會正好為業界提供交流及分享經驗的重要平台。高峰會的主題是「匯聚新智慧 零售創未來」，兩個主題句子位居正中的字眼分別是「創」及「新」，充分顯示協會以至零售界均十分重視「創新」。這方向與特區政府着重推動「創新」，不謀而合。

「零售」的英文名稱是「RETAIL」，包括六個字母。今天，我希望藉着以這六個字母開頭的字詞，分享我對零售業未來發展的看法，以及政府向業界提供的支援。

首先，R可以代表「Re-shaping」。零售業的運作一向講求靈活變通，緊貼潮流。面對顧客越來越多元化的口味，以及網上銷售越來越普及的情況，零售業正在進入一個全新時代。事實上，傳統實體店與網店相互競爭的觀念已經轉變，現在強調的是全渠道零售、整合線上線下的商業模式，應用科技的智能零售，務求為顧客帶來隨時隨地、方便無縫的購物體驗。因此，零售業必須與時並進，不斷升級轉型，亦即Re-shaping，以積極態度及大膽創新的營運策略應對最新趨勢，從而創造增長空間。

政府透過不同資助計劃，協助中小企零售商升級轉型，例如工業貿易署的「中小企業市場推廣基金和發展支援基金」（中小企業基金）和「發展品牌、升級轉型及拓展內銷市場的專項基金」（專項基金）都為業界在融資、拓展市場及提升整體競爭力提供支援。不過，聽了剛才鄭主席的呼籲，我回去會着同事在精簡程序、拆牆鬆綁方面繼續努力。今年《財政預算案》更公布政府建議為「中小企業基金」及「專項基金」分別注資10億元及15億元，並推出多項改善措施，以加強對不同界別，包括零售界企業的支援。

第二個英文字母是E，當然是指「E-commerce」。今時今日，電子商貿發展一日千里，已成了零售業發展的重要一環，未來只會更趨重要。協會在二〇一七年成立「電子商貿委員會」，探討有關電子商貿及線上線下零售的發展方向，既必要亦非常合時。

網上購物故然有賴電子支付的有效運作，電子支付在店鋪購物亦越來越普及。為了更廣泛地促進流動零售支付的使用，並為商戶和客戶提供更大便利，金融管理局已與業界就訂立二維碼標準成立了工作小組，探討如何使商戶能夠利用同一個二維碼，接受客戶透過不同支付工具營運商進行支付。小組已完成有關技術標準的工作，正在探討如何落實具體安排。此外，快速支付系統預計在今年九月投入服務，全面連接銀行和儲值支付工具營運商，便利個人和企業支付。

隨着個人化的電子商務和電子政府服務持續發展，在網上安全可靠地核實服務使用者身分的需求日益增多。特區政府將於二〇二〇年推出一站式網上eID系統，為所有香港居民免費提供數碼個人身分，居民可自願選擇申請和使用。

eID系統讓香港居民能以單一的數碼身分和認證，更方便地進行政府和商業的網上交易，為推行智慧城市提供關鍵的數碼基礎建設。eID不單為市民所帶來生活上的便捷，更可以促進中小企開拓電子商貿商機。

第三，T代表「Technology」。面對瞬息萬變的零售環境和顧客消費行為，零售科技亦需要不斷創新。零售業界必須掌握及善用有關科技，才可好好把握商機，並且

提高生產力及運作效率。在香港，中小企佔零售業很大比重，政府為此推出了不同計劃，支援業界應用科技。其中，我們在二〇一六年十一月推出「科技券計劃」，撥出五億元資助本地中小企業使用科技服務和方案，以提高生產力或協助其升級轉型。我們留意到不少申請者從事批發及零售業，例如有零售業公司成功申請科技券設立零售管理系統，大大提高公司的營運效率。創新及科技局早前接納了業界的建議，將計劃適用範圍擴大，所有本地非上市企業，不論其規模大小及營運年期長短，均可申請「科技券計劃」的資助，令更多企業和初創公司受惠。我借此機會鼓勵零售業界申請科技券，提高生產力和升級轉型。

此外，政府亦推出了「零售業人力需求管理科技應用支援計劃」，針對性資助零售企業，特別是中小企，應用科技管理人力需求並提升生產力。有關計劃自二〇一四年底推出至今，獲批項目超過300個，批出款項超過1,100萬元。我希望零售界善用這些計劃，以提升業界的科技水平及競爭力。

接下來的兩個英文字母是A及I。憑這兩個字母，相信大家都想到「Artificial Intelligence」。AI透過掌握、了解及分析消費者行為，可以創造商機及推動消費增長。零售業因此是其中一個最能受惠於AI的行業。香港已有連鎖店鋪採用AI，提升供應鏈管理，並為顧客提供更貼心的消費歷程。如何善用AI，肯定是零售業面對的重要課題。

此外，零售業界一直廣泛應用無線射頻識別（RFID）標籤技術，以提高物流處理的營運效率。政府成立的五所研發中心之一，香港物流及供應鏈管理應用技術研發中心（LSCM）是RFID技術及其天線設計的區域性翹楚。過去十多年，LSCM研發了不同的RFID標籤，適用於多種零售產品，如紅酒、衣服等消費品，方便零售業界進行產品遙距識別、處理訂單及監控貨物等之應用。此外，LSCM亦為零售業界開發了電子支票錢包及電子支票應用程式平台，運用嶄新的區塊鏈及雲端技術，加強電子支票的風險管理，從而為零售企業發展電子商貿及網上支付等應用上提供安全可靠的技术支援。政府會繼續鼓勵研發，協助零售業界應用科技。

Retail最後一個字母是L，L代表「Landscape」，在這裏我是指營商環境。政府一直致力維持有利的營商環境，讓業界有充足空間實踐抱負，發揮所長。根據一份有關《零售業務全球化》報告，香港在二〇一六年吸引了87個新晉國際品牌首度設置據點，令香港在該報告所涵蓋的城市中連續第二年排名榜首。這對香港便利營商是有力佐證。事實上，根據世界銀行《營商環境報告》，香港一直名列前茅，去年排名更升至全球第四。有利的營商環境，為本港零售業提供了茁壯成長的土壤。

政府致力促進旅遊業發展，希望為香港帶來更多旅客，並為零售業帶來更多商機。過去五年，訪港旅客的購物開支估計佔本港零售業總銷貨價值約百分之三十三至百分之四十二，顯示旅客在港消費對帶動零售銷售方面舉足輕重。二〇一七年整體訪港旅客人次按年增加百分之三點二，其中消費較高的過夜旅客人次更增加百分之五。我們預期今年訪港旅遊業會有穩健增長。為進一步加強香港作為區內主要旅遊目的地的競爭力，並發揮本港旅遊資源的潛力，政府已定下全盤的《香港旅遊業發

展藍圖》，包括多項短、中和長期的旅遊項目及措施。我們會培育及拓展具本港及國際特色的旅遊產品及項目，包括文化、古蹟、綠色及創意旅遊，並鞏固和提升香港作為會議展覽旅遊目的地、地區郵輪樞紐及亞洲盛事之都的地位，吸引更多旅客訪港，帶動消費。

零售業要「發圍」，故然要着重本地居民及訪港旅客的消費市場，但我也鼓勵業界放眼內地及鄰近地區的商機。為此，在二〇一八／一九年度，政府向香港貿易發展局撥款二億五千萬，協助香港企業把握「一帶一路」和粵港澳大灣區發展帶來的機遇、推動電子商貿，並提升香港作為國際高端會議展覽及採購中心的地位。貿發局會利用撥款推行多項支援中小企業的措施，包括提升網上採購平台，加強與移動電子商務及電商合作，協助港商開拓全球網上零售市場，推廣香港品牌產品，並舉辦度身訂造的商貿配對及交流活動，連繫香港品牌與網上零售商，亦會建立網上展覽平台，提供專業的行業採購網站讓供應商展示產品。

各位嘉賓，零售業在二〇一七年的銷貨額無論在價值及數量兩方面均回復溫和增長，令人鼓舞。上星期五公布香港經濟在二〇一八年第一季較去年同期實質顯著增長百分之四點七，令人對前景感到樂觀。我深信，業界與我一樣，都希望這良好勢頭可以持續下去。當然，業界長遠要更上一層樓，必須提升競爭力。今天的高峰會，請來全球多家知名企業的領軍人物擔任演講嘉賓，暢談零售業的未來發展，深信定能為業界注入新的思維，開拓新一代的零售模式。

高峰會是協會慶祝三十五周年的重頭節目。我希望藉此機會，感謝協會過去多年來一直致力推動零售業發展，在加強業界與社會各界及政府的聯繫方面，亦貢獻良多。我期望政府與協會可以繼續齊心協力，鞏固零售界優勢，並提升業界競爭力。在此謹祝今日的高峰會圓滿成功。謝謝大家！



Session A Global Views of Retailing 第一節 全球零售新視角



Keynote Speaker 主講嘉賓 (From left 由左至右):

Mr. Yann Bozec, President and CEO, Coach Greater China
Coach大中華區 總裁兼首席執行官 楊葆焱先生

Ms. Leonie Valentine, Managing Director, Sales & Operations, Google Hong Kong
Google香港 銷售和營運董事總經理 尉俐妮女士

Ms. Janis Tam, Ex-Co Member of HKRMA/ Managing Director Swire Resources Ltd
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
(Moderator 主持人)

Mr. Yann Bozec viewed that retailing today requires the provision of unique and new experiences to customers through continuous innovation, in addition to emphasizing product functionality and service. The key to success, he said, is to stay innovative while keeping the brand value unchanged.

Ms. Leonie Valentine noted that in Hong Kong, online shopping just accounts for less than 5% of the territory's total retail sales, indicating that there is still great potential for e-commerce development. Instead of posing threats to traditional retailing, she opined, e-commerce will bring more benefits to the industry by integrating online businesses with the offline ones.

Ms. Janis Tam summed up the speakers' views, noting that when developing e-commerce, enterprises should know their customers' needs and always take a customer-centric point-of-view. Only then could the enterprises build emotional engagement with customers and establish close relationships with them.

楊葆焱先生認為，零售不只著重於產品的功能性及服務，而是要不斷創新，為顧客提供獨特的消費新體驗。成功要訣是在創新的同時能保持品牌價值不變。

尉俐妮女士分享，香港網購只佔零售銷售總額不足5%，反映香港在電子商貿上仍有很大的發展潛力。電子商貿並不會對傳統零售做成威脅，反而是如何整合線上線下為業務帶來更大效益。

譚錦儀女士總結討論表示，企業發展電子商貿應了解顧客的需要，並且時刻站在顧客的角度出發，才能牽動他們的情感，建立長遠聯繫。

Session B "Smart" Digital Retailing 第二節 「智能」數碼零售新時代



Guest Speakers 嘉賓講者 (From left 由左至右):

Mr. Stephen Wong, CEO, Asia Miles Limited
亞洲萬里通有限公司 行政總裁 黃思遠先生

Mr. Kanson Ng, Head of Central Marketing, Maxim's Group
美心集團 中央市場部總監 伍堅信先生

Ms. Jan Wong, Managing Director, Openrice Limited
Openrice Limited 常務董事 黃鳳鳴女士

Mr. Michael Lee, Managing Director, Nielsen Hong Kong & Macau
尼爾森 香港及澳門區董事總經理 李國基先生
(Moderator 主持人)

Ms. Jan Wong viewed that in this digital era, technology will become smarter. For instance, she said, customers can now order and pay meals by using one-stop mobile apps. Meanwhile, Mr. Kanson Ng suggested enterprises testing the water first with a simple platform. He showcased that his company initially rolled out group purchase service on the Internet, and that it established an online shop after understanding its customer base. Later, he said, the company promoted its service by teaming up with its search platform and cross-media partners.

Mr. Stephen Wong viewed that a comprehensive analysis of the big data will offer enterprises a unique insight of the data, and this will turn into practical actions that can bring value to both enterprises and customers. Mr. Michael Lee concluded that enterprises must know how to find their customer base, how to provide their customers with a satisfactory experience, and make use of technology as a means or platform to enhance customer experience.

在這數碼年代，黃鳳鳴女士相信未來的科技發展將更智能，例如顧客可利用手機應用程式，由點餐到結帳一站式辦妥。伍堅信先生則建議企業可先以簡易平台去試水。他分享公司先於網上提供團購，了解顧客群後才設立網店，繼而配合搜尋平台及跨媒體合作去推廣。

黃思遠先生認為大數據分析，是企業要懂得從數據中領悟到獨特的見解 (Insight)，繼而轉化成能為企業和顧客帶來價值的實際行動。李國基先生總結表示，企業要掌握自己的顧客群，如何為顧客提供滿意的體驗，並且以科技作為工具或平台去提升顧客的體驗。

Keynote Luncheon 午餐交流會



Keynote Speaker 主講嘉賓:

Ms. Kitty Lun, Head of Creative Shop Greater China, Facebook
Facebook 大中華區 Head of Creative Shop 總經理 倫潔瑩女士

Moderator 主持人:

Mr. Tom Chan, Ex-Co Member of HKRMA / Managing Director, Commercial Group, Hong Kong Telecommunications (HKT) Limited
香港零售管理協會執委會成員 / 香港電訊有限公司 商業客戶業務 董事總經理 陳紀新先生

At the Keynote Luncheon, Mr. Tom Chan discussed with guest speaker Ms. Kitty Lun and over 200 participants about how to uplift shopping experience through data analysis. Ms. Kitty Lun viewed that an enterprise must understand its customers first. For example, customers who already have targets of purchases or want to replenish their daily necessities will be attracted by price concessions; that casual browsers require means to stimulate their interest in buying; and that there are holiday shoppers who need their emotional connection established and perceived in such a way that they have made the right decisions on the gifts they have selected, and that it is worthwhile.

於午餐交流會上，陳紀新先生與嘉賓講者倫潔瑩女士，及超過200位嘉賓共同探討如何透過數據分析提升顧客購物體驗。倫女士認為首先要認識是哪類顧客，例如已有購買目標的顧客，他們主要是補添日用品，會被價格優惠吸引；無購買目標的顧客 (Casual Browser)，則要用方法激發他們的興趣；因節日需要的顧客，便要觸動他們的情感 (emotional connection)，令他們確定所選的禮物是值得的。



Session C
第三節 **Disruptors vs. Survivors**
後起之秀 vs 商業巨頭對談



Guest Speakers 嘉賓講者 (From left 由左至右):
 Mr. Brian Lo, General Manager, Deliveroo Hong Kong
 Deliveroo香港總經理 羅家聰先生
 Ms. Catherine So, General Manager, North East Asia Region, Brand Expedia
 Expedia智遊網 東北亞區總經理 蘇嘉媛女士
 Mr. Ricky Wong, Chairman, Hong Kong Television Network Limited
 香港電視網絡有限公司 主席 王維基先生
 Mr. Ricky Szeto, Ex-Co Member of HKRMA/ Executive Director, Hung Fook Tong Holdings Limited
 香港零售管理協會 執委會成員/ 鴻福堂集團有限公司 執行董事 司徒永富先生
 (Moderator 主持人)
 Mr. Steve Huen, Executive Director, EGL Tours
 東瀛遊 執行董事 禰國全先生
 Mr. Tommy Chan, Deputy General Manager (Brand and Business Development), Tai Hing Catering Group
 太興飲食集團 品牌及業務發展副總經理 陳家強先生

The guest speakers interpreted the terms Disruptor and Survivor as a representation of the "New Economy" and "Old Economy". Mr. Ricky Szeto viewed that whether it is a Disruptor or Survivor, one must find its specific means of survival before it can stand out from the competition. On the key to a successful e-commerce business, Mr. Tommy Chan noted that it is necessary to solve the issues on high logistics and fulfillment costs; and that enterprises must build up trust with their brands. Mr. Ricky Wong shared Mr. Chan's views, reiterating that it was this reason that his company has controlled costs by setting up its own one-stop service comprising customer service agents, as well as warehouse and delivery teams.

Mr. Steve Huen viewed that retailers are facing keen competition be it an online or offline business, and that the key to success depends on whether they can maximize values for customers. Mr. Brian Lo considered that e-commerce and traditional retailing, instead of opposing to each other, can bring about new opportunities when they dovetail with each other. Ms. Catherine So also suggested enterprises developing their e-commerce businesses by leveraging other platforms, so as to effectively solve their logistics issues and to jointly grow their market share.

各嘉賓將Disruptor及Survivor演繹為「新經濟」及「舊模式」。司徒永富先生認為，無論是Disruptor 還是Survivor，都需要有自己的生存要素，才可屹立於眾多競爭對手之中。對於發展電商有甚麼成功要訣這議題，陳家強先生表示必需解決物流配送及送遞費用昂貴的問題；此外企業亦要為品牌建立誠信。王維基先生亦贊成這要點，因此公司有自己的客戶服務員、倉存和送貨團隊等一條龍服務，以便控制成本。

禰國全先生認為無論是線上或是線下業務，同樣面對激烈的競爭，成功在於可否為顧客提供最大的價值。羅家聰先生亦認同，電商和傳統零售並不是對立，兩者可雙互合作拓展新機遇。蘇嘉媛女士亦建議企業可借助其他平台去開拓電子商貿，使有效解決物流問題，共同擴大市場份額。



Session D
第四節 **Customer Engagement in New Generations**
新世代的顧客體驗



Keynote Speaker 主講嘉賓:
 Mr. Paul Pi, Managing Director, Hong Kong & Taiwan, adidas Hong Kong
 adidas香港有限公司 董事總經理 香港及台灣, 畢寶元先生

Mr. Paul Pi shared about his company's initiatives in interacting with customers and the general public, that helped drive customers' demand for sports goods through sports promotion and by transforming sports activities into a trendy lifestyle. 畢寶元先生分享公司如何與顧客和市民互動，透過推廣運動，並把運動轉化為生活潮流，使增加顧客對運動用品的需求。



Guest Speakers 嘉賓講者 (From left 由左至右):
 Mr. Brian Sze, General Manager, Carousel
 Carousel旋轉拍賣香港總經理 施伯雄先生
 Ms. Amy Fok, Senior Manager, Brand Marketing, adidas Hong Kong
 adidas香港有限公司 品牌市場高級經理 霍丹薇女士
 Mr. Roy Lam, Founder, 100 Most & TV Most
 毛記電視 創辦人 林日曦先生
 Professor Lui Tai Lok, Chair Professor of Hong Kong Studies, The Education University of Hong Kong
 香港教育大學 副校長 (研究與發展) 呂大樂教授
 (Moderator 主持人)

Professor Lui Tai Lok viewed that there is just too much information available on the Internet in this digital era, so that many young people have little brand loyalty or hardly pay any attention to the brands. On attracting customer attention, Mr. Roy Lam held that retailers can build up resonance with their customers only when they understand the preferences of target customers, using innovative and relevant content. Also, Mr. Brian Sze noted that publicity ideas should not be repetitive. Rather, he said, they should be creative and unique, and match the brand culture. Ms. Amy Fok pointed out that online channels are mainly used for communication purposes leading customers to brick-and-mortar stores. This helps establish friendly and long-term relationships with consumers through interacting initiatives.

呂大樂教授認為網絡資訊流動日新月異，以致不少年青人對品牌的忠誠度只有短暫的關注力。對於如何能引起顧客關注這議題，林日曦先生認為要了解目標顧客的喜好，推廣內容要創新，且符合興趣才會引起共鳴。施伯雄先生亦指宣傳意念不應該重複，要有創意和獨特性，同時亦要適合品牌文化。霍丹薇女士指線上(online) 主要是溝通用途，用以吸引顧客到實體店，繼而以互動項目與消費者建立朋友關係，才能保持長久連繫。



Closing Remarks
閉幕總結



Mrs. Annie Yau Tse, Ex-Co Member / 35th Anniversary Celebration Steering Committee Chairman, HKRMA/ Chairman & CEO, Tse Sui Luen Jewellery Co Ltd
香港零售管理協會執委會成員 / 35周年誌慶籌備委員會主席 / 謝瑞麟珠寶(國際)有限公司 主席及行政總裁 謝邱安儀女士

Mrs. Annie Yau Tse expressed thanks to all guest speakers, and concluded their views at the Summit into the following six points:

1. Customer comes first, and to take a customer-centric point-of-view;
2. To understand your target customers; and that you can collect customer data through online platforms;
3. To understand how to find unique insights from the data;
4. To perceive from the data and insights, customers' preferences and their genuine needs;
5. To make online and offline channels dovetail with each other; and
6. Always stay innovative and keep on changing.

Mrs. Annie Yau Tse noted that while the business environment is changing rapidly, enterprises must take the initiative and strive for improvement. She said that the enterprises can explore new opportunities only when they take bold actions by stepping out of their "comfort zones" and trying new things.

謝邱安儀女士感謝各嘉賓講者的支持，並總結高峰會分享內容為以下六點：

1. 以顧客為先，以顧客的角度出發
2. 要了解自己的目標顧客；可透過網上平台收集顧客的數據
3. 要懂得從數據中領悟到獨特的見解
4. 從這些數據及領悟中預計顧客的喜好和真正需要
5. 用線上線下互相配合
6. 時常保持創新求變的精神

謝邱安儀女士表示營商環境瞬息萬變，企業要自強不息，勇於踏出「舒適區」(comfort zone)，嘗試新事物才可找到新的商機。



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Mystery Shopper Programme - 2019 Service Retailers of the Year 神秘顧客計劃 - 2019 年最佳服務零售商



HKRMA launched its Mystery Shopper Programme (MSP) in 1996 to assist retailers to review their standard of performance, and recognize their outstanding services by awards of "Quarterly Service Leaders" and "Service Retailers of the Year".

2019 MSP is now open for enrollment. Please sign up to compete for the awards!

香港零售管理協會於1996年創立「神秘顧客計劃」，藉此協助零售商檢視服務水平，更設有季度領袖及「全年最佳服務零售商」獎項，以表揚卓越服務。

2019年度的計劃已開始接受報名，請即參加，角逐「全年最佳服務零售商」殊榮！

Call for Enrollment
現正接受報名

Early Bird Offer by 18 August. New entry or SMEs could enjoy additional discount.
早報優惠至 8 月 18 日。首次參加計劃的新品牌或中小企公司，可享額外折扣優惠。

Yearly Award 年度獎項	Quarterly Award 季度獎項
Industry Leaders 行業服務領袖	
Category Leaders 組別服務領袖	
Top Ten Service Retailers Ranking Billboard 十大服務零售商	

One-stop for comprehensive and objective benchmarking on service performance

一站計劃 ▶ 服務評審全面

- Quest for Service Excellence 優化客服體驗
- Gain Industry-wide Recognition 贏取品牌聲譽

Combining standardized assessment criteria and company's specific needs

二合為一 ▶ 協會基準 + 公司定制

Company can determine the scope of assessment criteria in addition to the standardized benchmarking by the followings:
除採納協會評審準則，公司可按業務需要作調整：

- Fine tune the assessment criteria 微調問卷內容
- Add specific questions 增設問卷題目
- Determine the scope of monthly report 釐定每月報告內容

Win-win for companies, employees and customers

三方得益 ▶ 公司、員工、顧客

- Cost effective 減低執行成本、增加效益
- Gauge the service level and pursue continuous improvement 了解及提升員工服務水平
- Excel customers' expectation 超越顧客滿意度

<p>The well-established Programme has gained wide support from retail brands 舉辦逾 20 年 主辦機構具公信力</p>	<p>An extensive coverage of retail businesses and product categories has facilitated the Programme's representation 每期 120+ 品牌 20+ 零售類別</p>	<p>Comprehensive benchmarking with industry-wide recognition 專業客觀評審 100% 質量保證</p>
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Enquiry 查詢: 2892 2561 (Ms. Wu 胡小姐) | Email 電郵: msp@hkrma.org

The Voice of Winning Companies 得獎公司心聲

2017 Service Retailer of the Year - Gold Award | 2017 全年最佳服務零售商大獎 - 金獎

C. S. S. Jewellery Co. Limited 粵港澳滙周生生珠寶金行有限公司



Through mystery assessment visits, the Mystery Shopper Programme is carried out from customers' perspective to get real-life experiences of service offered by retail staff. Detailed assessment reports are also prepared to help us conduct long-term monitoring and make continuous improvements.

神秘顧客計劃以神秘探訪的形式，從顧客第一身角度，最真實地感受同事的服務，並作出詳盡的匯報，有助我們長期監察，並不斷改善服務。

King Fook Jewellery Group Limited Masterpiece by King Fook 景福珠寶集團 - 景福珠寶



The "Service Retailer of the Year – Gold Award" means a great applause to King Fook Jewellery and its frontline staff. The award has shown the staff the industry's recognition of their hard work over the years, and has helped push forward the Group's overall service quality to move towards a more professional and unique level.

今次獲得最佳服務零售商-金獎，對景福前線員工和各位同事來說都是極大的鼓舞。獎項認同了員工多年來的努力，亦推動了集團整體服務質素向著，更專業及更具特色的方向發展。

限時優惠
評審費用半價

優質網店認證計劃

立即成為「T.R.U.S.T. 優網店」的一份子

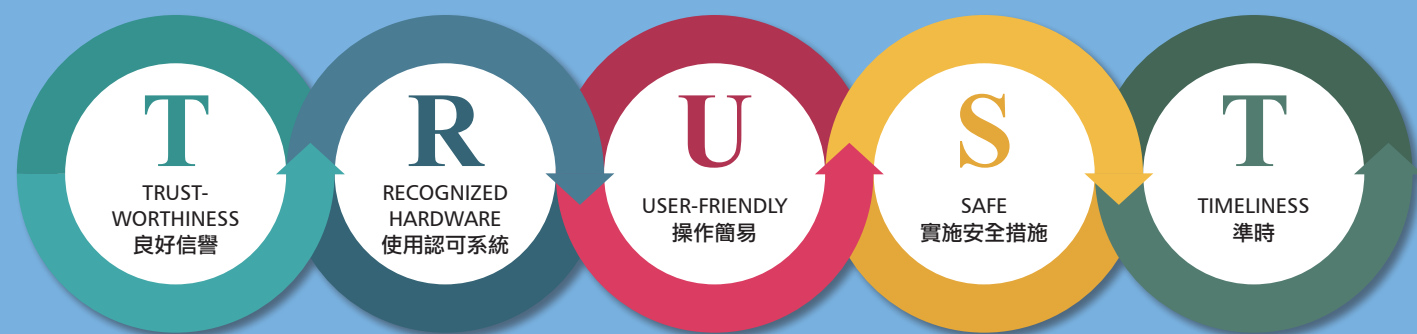
香港零售管理協會舉辦的「優質網店認證計劃」旨在為零售網店提供全面客觀的評估，認證優質的購物網上商店，並為業界釐定認可的優質網店指標，助零售商發展網上業務。



* 權威認證 *

認證的代表性

你的網店具 T.R.U.S.T 元素嗎？



評審機制及準則均由獨立籌委會制定，包括：

- 「三大範疇」：信譽及發展、購物體驗及履行交易
- 「四大品質」：營運、資訊、服務及系統



評審包括神秘顧客評審及協會評審兩部份，參與網店會在 4 至 6 個星期內收到評審結果通知及一份詳細的報告



2018 年度認證標誌可於該年度將認證標誌用於網店頁面或廣告及宣傳品上
(認證標誌有效期為 2018 年 7 月 1 日至 12 月 31 日)



計劃特設專屬獎項，將選出 2018 十大優質網店以表揚優質網店。獲獎網店可獲一系列廣泛宣傳，包括報章及協會渠道。



評審費用優惠

-50%

評審需時 4-6 個星期，
認證有效期至 2018 年 12 月 31 日。

計劃網站提供免費初步評估：<http://www.hkrma.org/en/qeshop/index.php>

查詢：2892 2561 (胡小姐) 電郵：qeshop@hkrma.org



HKRMA 35th Annual General Meeting and Luncheon 協會 35 周年會員大會及午餐交流會

Signature Event for Networking

Attending by over 200 prominent guests and leaders from the retail industry and business community, the AGM Luncheon of HKRMA has been a signature event for guests to build new connections and to learn the latest market information.

Prominent Guest Speaker

This year, the Association is honoured to have invited Mr. Michael Wong, JP, Secretary for Development, HKSAR as the distinguished speaker for the luncheon. Mr Wong will share with us his valuable insights on the Government's planning vision and latest strategy for a sustainable development of Hong Kong, and the implications and opportunity to the retail industry.

Luncheon Rundown 午餐交流會活動程序

Date 日期	Thursday, 11 October 2018 2018 年 10 月 11 日 (星期四)	
Time 時間	12:00 nn 中午 12 時正	Cocktail 酒會
	12:30 pm 下午 12 時 30 分	Luncheon 午宴
	2:15 pm 下午 2 時 15 分	End of Luncheon 午宴完畢
Venue 地點	Ballroom, Level 3, JW Marriott Hong Kong, Pacific Place, 88 Queensway, Hong Kong 香港萬豪酒店三樓宴會廳 (香港金鐘道 88 號太古廣場)	
Language 語言	English 英文	
Target 對象	Retailers or service providers associated directly or indirectly to the retail industry 零售商或與零售業相關的服務提供者	

Participation Fee 參加費用

	Participation Fee (HK\$) 參與費用 (港幣)		
	Per Person 每人	Per Half Table (5 persons) 每半席 (5 人)	Per Table (10 persons) 每席 (10 人)
HKRMA Members 協會會員	\$1,100	\$5,000	\$9,700
Non-members 非會員	\$1,350	\$6,000	\$11,600

Enquiry 查詢

Tel 電話：2866 8311

HKRMA 2018 Annual Dinner and Retail Awards Presentation Ceremony

2018 周年晚會暨頒獎典禮



Rundown 活動程序

Date : Thursday, 6 December, 2018

日期 : 2018年12月6日 (星期四)

Time : 6:15 pm - Cocktail 7:00 pm - Chinese Dinner

時間 : 下午6時15分 - 酒會 下午7時正 - 中式晚宴

Venue: Grand Hall, Hong Kong Convention and Exhibition Centre (HKCEC) (New Wing)

地點 : 香港會議展覽中心大會堂 (新翼)

Levels of Sponsorship 贊助項目



The 2018 Annual Dinner and Retail Awards Presentation Ceremony of the HKRMA will be held on 6 December. This year, the HKRMA is honoured to have invited Mr. Paul Chan Mo-po, GBM, GBS, MH, JP, Financial Secretary, as the Guest of Honour to celebrate with us the memorable moment.

The Annual Dinner is the biggest event in the Association's calendar and will be attended by about 1,500 guests from member companies, the retail trade, as well as key representatives from the business community. On the occasion, the Association will also present awards to winners of the "2018 Service Retailers of the Year", "2018 Service & Courtesy Award" and "2018 Top 10 Quality E-Shops Awards".

Members, affiliated retailers and companies are cordially invited to participate in the event by table reservation, event sponsorship and prize donation for Grand Raffle Draw.

香港零售管理協會2018周年晚會暨頒獎典禮將於2018年12月6日舉行。協會很榮幸邀請到財政司司長陳茂波先生蒞臨主禮，與我們歡度這難忘的時刻。

周年晚會是協會一年一度的大型盛事，來自會員公司、零售業及商界主要代表的嘉賓數目約1,500人。協會將於晚會上頒發「2018年最佳服務零售商」、「2018年傑出服務獎」及「2018十大優質網店大獎」，以嘉許得獎機構和員工。

協會誠意邀請會員、零售同業及公司透過預訂座席、提供活動贊助和捐贈抽獎禮品，參與及支持是次晚會。

Fee 費用		
Premium Table 特等座席	每席 HK\$20,700 per table (12 persons/ 每席12人)	
Regular Table 標準座席	每席 HK\$17,000 per table (12 persons/ 每席12人)	每位 HK\$1,700 per person

Prize Donation for Grand Raffle Draw

Over the years, the grand raffle draw brought delightful surprises to guests of the night and marked the success of the event. The Association would like to pledge for your kind support to donate your merchandise or the like as prizes for the raffle draw. Your donations and generosity will be acknowledged in our Annual Report.

捐贈抽獎禮品

每年的抽獎環節都為參加者帶來驚喜，令他們盡興而返。協會誠邀各機構慷慨捐贈抽獎禮品予今年的周年晚會。為答謝捐贈機構的支持，協會將於今年的年報上刊登捐贈機構的名稱。

Enquiry 查詢

Tel 電話 : 2866 8311

2017/18 中小企支援計劃

捕捉網上新機遇 · 迎接零售新常態

香港零售管理協會自2010年起，透過工業貿易署的「中小企業發展支援基金」，協助中小企零售商提升競爭力。計劃至今已推行了6期，累積超過4,000間中小企零售商，以及超過18,000名從業員受惠。

隨著電子科技的發展及消費者對網購需求的增加，協會今年舉行的第六期中小企支援計劃以「捕捉網上新機遇 迎接零售新常態」為主題，透過峰會、工作坊、講座及免費網店評估等，加強中小企零售商對電子商貿的認識和技能。

《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3月23日及4月27日，分別舉行了四場中小企網店教學工作坊，合共有100人次出席。

導師黃嘉輝先生指出，中小企零售商必須注重與用戶關係。零售商可以透過服務與客戶保持溝通，並善用現有客戶資料進行分析，改善網上客戶關係策略，了解目標市場及業務模式。



導師建議中小企人手不足，可選擇優質服務外判商。選擇外判商時要留意以下事項：

- 要求服務外判商提供過往業務紀錄以供參考
- 擬定外判服務合約時，應在合約中訂明將會外判的資訊保安要求，在有需要情況下則須簽定不可向外披露資料協議 (non-disclosure agreement)
- 清晰界定和載述與服務外判商的職務和職責
- 定期監察服務外判商的服務成效
- 了解服務外判的風險





現時大部份顧客都會在網上搜尋公司或貨品資訊。如何讓顧客找到您的網店，良好的關鍵字投放是非常重要。導師提供了以下的策略，教導中小企更有效率地設置網上的搜尋引擎廣告：

- 現時客人接收資訊太多，中小企零售商必須要活用大數據，並且透過電腦程序，才能讓對的人在對的時間點看對的廣告。建議零售商可以利用SEM（搜尋引擎行銷），投放有交的廣告或網上橫額，以廣告派發系統，讓客人再次看到曾經看過或點擊過的廣告。
- 「95%電信消費者表示：搜尋對消費者決策有重大影響」，除了善用關鍵字，網站的安全亦可提高SEO排名。建議中小企零售商安裝SSL（安全通訊端層）：
 - (1) 確保資料傳送到正確的客戶機和伺服器
 - (2) 加密資料以防止資料中途被竊取
 - (3) 維護資料的完整性，確保資料傳送過程中不被改變。



第六期中小企支援計劃一連8堂的網店教學工作坊已圓滿結束。總結講者的分享有以下的趨勢及建議：

1. 消費者比從前更著重用戶體驗及創意，建議設立的網頁應是響應式，即網頁會自動偵測使用者上網的裝置尺寸，讓顧客在用手機瀏覽網站時，不用一直忙著縮小放大拖曳，給顧客最佳瀏覽體驗。
2. 建議網店備有網上付款功能
3. 善用坊間的網上數據分析工具，例如：Google Trend, Consumer Barometer, Social Listening, Google Analytics, DoubleClick
4. 現時消費者追求速度及互動，網店的回應及行動必須迅速
5. 中小企應先了解網上廣告的形式，繼而挑選適合的廣告媒體，例如SEM, Banner, Social Media, Video, KOL
6. 社交媒體傳播資訊快速，建議中小企時刻留意網絡公關危機，並成立公關小組及設定預防方法



活動內容及詳情，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

活動預告

中小企網店評估服務

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。

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）

立即報名：



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提升您的網店質素！**



萬寧 mannings

免考核 免費申請

零售業「過往資歷認可」

「過往資歷認可」機制可確認零售從業員在工作上累積的經驗，有助增加員工的競爭力，亦是公司對員工的一種鼓勵和認同。

為協助業界和從業員認識「過往資歷認可」(RPL) 機制，零售業資歷架構秘書處制作了微電影，並於2018年7月16日舉行的分享會上首播。當日邀請了利亞零售有限公司、羅氏時裝集團及莎莎國際控股有限公司的嘉賓講者蒞臨，分享RPL如何推動企業人力資源發展。

善用過渡期 不需接受考核

零售業「過往資歷認可」機制於2014年12月1日推出，至今已頒發超過3,800張證書。

現時申請者只須提交工作經驗及年資證明文件，便可取得第1至第3級資歷，只有第4級資歷須接受評估；但2019年12月後，申請第1至第4級「過往資歷認可」，均要接受評估。

獲政府資助 免費申請

成功通過評核取得資歷者，可即時申請發還75%評估費用，如果修讀任何資歷架構認可的課程，更可申請發還餘下的25% 評估費用。



請把握時機，
盡快為員工申請RPL!



觀賞微電影：

<https://www.youtube.com/watch?v=EV2M8uxnNq8>

查詢RPL: 3793 3950

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Producer Responsibility Scheme on Waste Electrical and Electronic Equipment to be implemented on 1 August 2018

廢電器電子產品生產者責任計劃八月一日實施



The Producer Responsibility Scheme on Waste Electrical and Electronic Equipment (WPRS) will come into effect on 1 August 2018. The WPRS aims to put in place a system for the proper management of WEEE generated in Hong Kong. It will cover eight types of equipment including air-conditioners, refrigerators, washing machines, televisions, computers, printers, scanners and monitors, which are collectively referred to as regulated electrical equipment (REE). Suppliers and sellers of REE should get themselves prepared for the implementation of the WPRS.

Starting 1 August 2018, an REE supplier must be registered with the Environmental Protection Department (EPD) before distributing REE. Registered suppliers must also fulfil other statutory obligations, including the submission of returns to the EPD and payment of recycling levies, as well as providing recycling labels when distributing REE.

Furthermore, starting 1 August 2018, an REE seller must have a removal service plan endorsed by the EPD for selling REE. When a seller sells REE and if requested by the consumer, the seller should arrange for the consumer a free removal service to dispose of the same class of equipment abandoned by the consumer in accordance with the endorsed plan. The seller must also provide recycling labels to consumers purchasing REE, and a receipt containing the prescribed wording on the recycling levies.

Moreover, the disposal licensing control, import and export permit control and landfill disposal ban in respect of abandoned REE will come into effect on 31 December 2018.

For details of the WPRS, members may visit EPD's dedicated website www.weee.gov.hk or call EPD's hotline at 2310 0223.

廢電器電子產品生產者責任計劃（廢電器計劃）將於二〇一八年八月一日起實施。廢電器計劃旨在促進循環再造及妥善處置本港產生的廢電器電子產品，涵蓋「四電一腦」產品（即空調機、雪櫃、洗衣機、電視機、電腦、打印機、掃描器及顯示器，統稱「受管制電器」）。受管制電器的供應商及銷售商應加緊作好準備，配合法例實施。

由今年八月一日起，受管制電器的供應商必須經環境保護署（「環保署」）登記，方可分發受管制電器。已登記供應商亦須履行其他法定責任，包括向環保署呈交申報及繳付循環再造徵費，以及在分發受管制電器時提供循環再造標籤。

此外，由今年八月一日起，銷售商必須備有經環保署批註的除舊服務方案，方可銷售受管制電器。銷售受管制電器時，如消費者欲棄置屬相同類別的電器，銷售商便須應消費者要求，按已獲批註的方案安排免費除舊服務。銷售商亦有責任向購買受管制電器的消費者提供循環再造標籤，以及載有循環再造徵費訂明字句的收據。

另外，今年十二月三十一日起，被棄置受管制電器處置管制、進出口管制及堆填區棄置禁令正式實施。有關廢電器計劃的詳情會員可瀏覽環保署專題網站 www.weee.gov.hk 或致電環保署熱線電話 2310 0223 查詢。

注意!
Attention!

由 2018.8.1
購買四電一腦
When Buying Regulated Electrical Equipment

法定免費除舊服務
Statutory Free Removal Service

收據列明循環再造徵費水平
Receipt showing the Recycling Levy Level

循環再造標籤識別
Recycling Label

雪櫃、電視機
Refrigerator, Television \$165

電腦、打印機及掃描器
Computer, Printer and Scanner \$15

空調機、洗衣機
Air-conditioner, Washing Machine \$125

顯示器
Monitor \$45

法例就上述設備徵收循環再造徵費
The law imposes a recycling levy on the above equipment

www.weee.gov.hk

廢電器電子產品生產者責任計劃
Producer Responsibility Scheme on Waste Electrical and Electronic Equipment



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立即申請



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. Advance Bestway Ltd | 19. Jepsen Medicine (HK) Co Ltd
捷成藥業(香港)有限公司 | 37. Smart Cares Limited |
| 2. Baby Power Limited
寶兒寶有限公司 | 20. Kate Jean Couture | 38. Smart Phone
數碼電訊 |
| 3. Basel One Jewelry and Watches Limited
百宏珠寶鐘錶有限公司 | 21. Kidstival (Hong Kong) Company
Limited | 39. ST Watch Limited
新泰鐘錶有限公司 |
| 4. BEAUTYIN SEOUL LIMITED | 22. Kin Yee Sport Limited
健兒體育用品有限公司 | 40. Take Two |
| 5. Brooks Brothers Hong Kong Limited | 23. Little Thing | 41. Thai Fu Tang
泰福堂 |
| 6. Celki Medical Limited
尚健醫療器材公司 | 24. Luxury Genesis Limited
世紀名鑄有限公司 | 42. Top Land Group Limited
壹陸集團有限公司 |
| 7. F&M Holdings Company Limited
日曦股份有限公司 | 25. Luxury Mansion (Hong Kong) Limited
名媛滙香港貿易有限公司 | 43. Watch Up Distributing HK Ltd
錶昇香港有限公司 |
| 8. Flight H.K. Limited | 26. Mann Garments | 44. Well Fong Footwear Company Ltd
偉豐鞋業有限公司 |
| 9. Grandway Company
富嘉公司 | 27. McDonald's Hong Kong
香港麥當勞 | 45. YATA Limited
一田有限公司 |
| 10. Guiltless International Limited
高利士國際有限公司 | 28. Mei Mei Ichiban Co Ltd
美之味良品有限公司 | ASSOCIATE MEMBERS
公司聯席會員 |
| 11. Hair Beauty Pro
髮品站 | 29. MK Stylish Company
MK形格 | 1. 360 Creative Production Limited
360創意製作有限公司 |
| 12. HK Motion
香港動力 | 30. MW Beauty Skin
美容控MW | 2. ACW Distribution (HK) Limited |
| 13. HongKong Hiocean Company Limited
香港嗨洋實業有限公司 | 31. On Your Mark HK | 3. Evergo Logistics (Hong Kong) Limited
永進貨運(香港)有限公司 |
| 14. In Time Watch (HK) Company Limited
天賦時鐘錶(香港)有限公司 | 32. OSIM (HK) Co Ltd
傲勝(香港)有限公司 | 4. Fung (1937) Management Limited
馮氏(1937)管理有限公司 |
| 15. initial Fashion Company Limited | 33. Reliance Motors Ltd
合群汽車有限公司 | 5. Hong Kong Green Building Council
香港綠色建築議會 |
| 16. Innovative Faction Limited | 34. Rich Tenfold Holdings Limited
萬通控股有限公司 | 6. Tricor Consulting Limited
卓佳管諮詢有限公司 |
| 17. Inter-Proxy Limited
商京有限公司 | 35. Rome International Fashion Co Ltd
羅馬國際時裝有限公司 | 7. TT Retail Solutions Limited
科傳零售系統有限公司 |
| 18. ipig 852 Shop
霍氏世紀公司 | 36. Siu Kee Tile Company
兆記建築材料公司 | |

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24/7

Policies & Legislations 政策及法例

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

- Implementation of the Waste Electrical and Electronic Equipment Charging
- Review of the Statutory Minimum Wage Rate
- Consultation on Chinese Medicine Ordinance

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

- 有關實施「廢電器電子產品生產者責任計劃」的意見
- 就法定最低工資水平檢討反映意見
- 對修訂《中醫藥條例》“中成藥”定義的回應

HKRMA Functions 活動一覽表

Date 日期	Functions 活動項目
11/10/2018	35th Annual General Meeting and Luncheon 第35屆會員周年大會暨午餐交流會
21/9/2018	2018 Service & Courtesy Award – Final Interview 2018 傑出服務獎 – 總決賽小組面試
20/9/2018	2018 Service & Courtesy Award – Final Interview 2018 傑出服務獎 – 總決賽小組面試
10/9/2018	2018 Hong Kong Awards for Industries: Customer Service – Final Central Judging 2018 香港工商業獎：顧客服務 – 最終評審
6/9/2018	Build Your Brand on Social Media (Workshop 3) 擅用社交媒體魔力創造品牌 (工作坊3)
30/8/2018	Build Your Brand on Social Media (Workshop 2) 擅用社交媒體魔力創造品牌 (工作坊2)
24/8/2018	Retail Workshop - Build Up Effective Team Spirit 零售工作坊 - 建立及發揮有效的團隊精神
23/8/2018	Build Your Brand on Social Media (Workshop 1-3) 擅用社交媒體魔力創造品牌 (工作坊1-3)
17/8/2018	Retail Workshop - Master Professional Presentation Skills 零售工作坊 - 掌握專業的表達技巧
17/8/2018	Road Map of Successful E-shop (Workshop 3) 《成功網店速成教室》3步曲 (工作坊3)
16/8/2018	2018 Hong Kong Awards for Industries: Customer Service – Panel Interview & Presentation 2018 香港工商業獎：顧客服務 – 面試評審
10/8/2018	Seminar on Faster Payment System 快速支付新趨勢研討會
9/8/2018	Road Map of Successful E-shop (Workshop 2) 《成功網店速成教室》3步曲 (工作坊2)
2/8/2018	Road Map of Successful E-shop (Workshop 1-3) 《成功網店速成教室》3步曲 (工作坊1-3)
27/7/2018	Retail Workshop - Time Management 零售工作坊 - 掌握時間管理
20/7/2018	4 Tips to Create a Popular Branded eShop - A Low Cost & High Return Marketing Strategy 4招助你建立人氣品牌網店 - 打造低成本高回報的營銷策略
20/7/2018	Retail Workshop - Design Thinking 零售工作坊 - 設計思考
17/7/2018	Seminar on Development & Opportunities in Greater Bay Area 大灣區經濟發展及投資機遇研討會

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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