

## 主席的話 Message from the Chairperson

親愛的會員：

時間過得真快，自上次香港供應商協會出版會員通訊至今已有 8 個月。在此期間，政府並沒有推出太多與供應行業有關的政策事宜。

最近從政府統計處公佈的最新統計數字中得知，2017 年 5 月的零售業總銷貨價值的臨時估計較去年微升 0.5%。我明白市場上仍然充滿許多外圍不明朗因素，就讓我們一同為 2017 的業績而繼續努力。

香港供應商協會方面，我們在 6 月份同一天內舉辦了兩場活動，分別是大受歡迎的營銷講座和兩年一次的週年大會。當中我們選出了第 16 屆的理事會成員。最後，讓我來向大家預告，一年一度備受歡迎的週年晚宴將於 2017 年 9 月 19 日假香港富豪酒店舉行，誠邀各會員出席，再次聚首一堂，一同歡聚慶祝！



Dear fellow members,

It has been 8 months since the last HKSA newsletter was published. During this period, there was not much happening in the government policy arena relating to our industries.

From the latest Census and Statistics Department figures, we are happy to see slight growth in the provisional value of total retail sales in May 2017 versus same month last year. Though there are still various external uncertainties in the market but I am sure we will all work hard and smart to achieve a fruitful 2017.

As for HKSA, we have organized 2 events within one day in June – a very well received marketing seminar and the biennial AGM whereby the 16th Committee was elected. Lastly, an early heads up that the popular HKSA annual dinner will be held on Sept 19 this year. Please mark your diary and I hope to see you all again soon!

主席 Chairperson  
梁佩貞 Betty Leung

## 行業資訊 Industry News

1. <<2016 年促進循環再造及妥善處置 (產品容器) (修訂) 條例>>

**The Promotion of Recycling and Proper Disposal (Product Container) (Amendment) Bill 2016**

為實施飲品玻璃容器生產者責任計劃而訂立之《2015 年促進循環再造及妥善處置 (產品容器) (修訂) 條例草案》(條例草案)已於 2016 年 5 月在立法會三讀通過有關賦權法例，成為<<2016 年促進循環再造及妥善處置 (產品容器) (修訂) 條例>>，預料於 2018 年推行。政府當局正就條例訂立相關附屬法例及進行其他籌備工作。本會將密切留意最後落實詳情，並與會員分享最新進展。

The Promotion of Recycling and Proper Disposal (Product Container) (Amendment) Bill 2015 (“Amendment Bill”), which was formulated to introduce the producer responsibility scheme on glass beverage containers, was introduced into the Legislative Council and passed the enabling legislation in May 2016 after scrutiny.

The bill has now become [Promotion of Recycling and Proper Disposal \(Product Container\) \(Amendment\) Ordinance 2016](#) and likely to come into effect in 2018. The government is preparing the relevant subsidiary legislation under the ordinances and other preparatory works. HKSA will keep track on the latest development of the Amendment Bill and share with members accordingly.

## 2. 《香港配方奶及相關產品和嬰幼兒食品銷售守則》 Hong Kong Code of Marketing of Formula Milk and Related Products and Food Products for Infants and Young Children (HK Code)

政府於 2017 年 6 月 13 日正式推出《香港配方奶及相關產品和嬰幼兒食品銷售守則》（《香港守則》），相關資料已上載至[香港守則的網站](#)。守則屬自願性質，旨在提倡母乳餵哺，為嬰幼兒提供安全及足夠的營養。

本會贊同母乳餵哺能為嬰幼兒提供最好的營養，但無法認同政府當局將母乳餵哺率偏低歸咎於奶粉宣傳，所訂下之守則未能對症下藥。

守則中多處內容含糊，定義不清晰，在欠缺法律規管下，對零售商和相關持份者造成執行上的困難。雖然本會曾多次去信立法會及相關政府部門表達本會的立場及意見，但政府卻選擇完全漠視業界意見。本會會繼續密切留意該守則的最新發展及作出跟進。

The Government launched the Hong Kong Code of Marketing of Formula Milk and Related Products and Food Products for Infants and young Children (HK Code) on 13<sup>rd</sup> Jun 2017, the relevant materials on the topics have been uploaded to [HK Code's website](#). The code is on voluntary basis, which aims to promote breastfeeding and contribute to the provision of safe and adequate nutrition for infants and young children.

HKSA agrees that breastmilk provide the best nutrition for infants and young children, but cannot agree that the government putting blame on the advertising of formula milk for the low breastfeeding rate. The HK Code overlooked the root causes of low breastfeeding rates, resulting in making the wrong diagnosis.

The articles of the HK Code contain ambiguities which could possibly cause confusion to the stakeholders concerned, eventually increase difficulty in its implementation process and lead to unfair competition market without a proper legislation. Despite the fact that HKSA has repeatedly written to the Legislative Council and the relevant organizations to express its views, but the opinions expressed during the consultation process have been disregarded by the government. HKSA will closely monitor the latest developments of the code and follow up on this.



## 活動精彩花絮 Event Highlights

### 1. 2017 週年大會 2017 Annual General Meeting

本會 2017 年度的週年大會已於 2017 年 6 月 1 日假銅鑼灣富豪酒店完滿舉行。是次會議選出了新一屆的理事會成員，新一屆的理事會成員名單如下：

The 2017 Annual General Meeting was held on June 1, 2017 at Regal Hong Kong Hotel in Causeway Bay. A new Executive Committee of HKSA was elected in the meeting and the list of the new Executive Committee members is as below:



主席 Chairperson	梁佩貞小姐 Ms. Betty Leung
副主席 Vice Chairperson	鍾志偉先生 Mr. Clarence Chung 盧銳江先生 Mr. Johnny Lo 韋寶華先生 Mr. Philip Wai
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榮譽顧問 Honorable Consultant	李廣林先生 Mr. Lee Kwong Lam
財務顧問 Account Consultant	李文偉先生 Mr. Raymond Li

秘書 Secretary	施潔瑜小姐 Ms. Veronica Sze 陳綺萍小姐 Ms. Doris Chan
委員 Committee	鄧偉然先生 Mr. Albert Tang 孫永耀先生 Mr. Joshua Suen 徐啓雄先生 Mr. William Tsui 余華爵先生 Mr. Jacky Yu 鄭邵鄰小姐 Ms. Michelle Cheng 呂慶森先生 Mr. Benjamin Lu 何文錦先生 Mr. Philip Ho

## 2. 香港供應商協會舉辦之「在社交媒體中如何拓展商機及處理公關災難」講座

在全球互聯網迅速發展的浪潮下，互聯網已徹底改變人與人的互動模式。社交媒體的即時性和互動性給予人與人之間的連結帶來了極大的方便，若懂得善用社交媒體平台，正確宣稱產品，可以拓展商機，提高成本效益；萬一處理不當，則有機會釀成公關災難。

為此，香港供應商協會特別於六月一日假富豪香港酒店舉辦了一場以「在社交媒體中如何拓展商機及處理公關災難」為主題的講座，當日講座吸引了百多名會員及業內人士參與，亦邀請到營銷品牌管理專才兼人氣作家徐緣先生擔任演講嘉賓，為參與會員講解市場營銷與社交媒體的相互關係，以及分享處理公關災難的見解和心得。



徐緣先生先運用了多個的社交媒體營銷實例向大家介紹市場營銷的演變、不同的營銷方法、和公關災難的形成和處理問題。是次講座的分享內容既實用又具前瞻性，啟發了大家思考如何透過社交媒體拓展商機。

香港供應商協會感謝徐緣先生帶領聽眾多角度思考如何透過社交媒體拓展商機及如何避免和處理公關災難，希望一眾會員和參加者能夠利用在講座中獲得的知識，帶領企業進一步邁向成功。

### **Seminar on "How to handle PR crisis and to expand business in Social Media" organized by the Hong Kong Suppliers Association**

The rapid development of internet in the world has completely changed the way of people communications. Social media platforms is convenient, allows real time interaction and connects people instantly and it is a more cost-effective medium that allows greater opportunities of product promotion and business development. However, if handled improperly, it may lead to public relations crisis.

Hence, the Hong Kong Suppliers Association organized a seminar on "How to handle PR crisis and to expand business in Social Media" on June 1 at Regal Hong Kong Hotel. Mr. Vincent Tsui - the brand marketing management specialist and popular writer was invited as the guest speaker, to explain the relationship between marketing and social media, as well as views and experiences in dealing with public relations disasters. The seminar attracted more than 100 members and trade partners to participate.

Mr. Vincent Tsui used a number of examples of social media marketing to introduce the evolution of marketing strategy, then moved onto different marketing methods, and the formation and handling of public relations disasters. The content was practical and well received by the audience, inspired them to further explore business opportunities through social media.

The Hong Kong Suppliers Association would like to thank Mr. Vincent Tsui for his inspiring sharing, leading the audience to explore business opportunities through social media and the correct way of handling public relations crisis. The association hopes that all members and participants will be able to gain valuable knowledge from the seminar and develop their business.

## 活動預告 Upcoming Events

### 1. 第 16 屆週年晚宴 The 16th Annual Dinner

本會第 16 屆週年晚宴將於 2017 年 9 月 19 日假香港富豪酒店舉行，並將邀請自由黨副主席、立法會議員（批發及零售界）邵家輝先生及其他業內重要持分者及嘉賓參加。會員可於晚宴上與其他業界精英互相交流及聯誼，有助鞏固會員間的聯繫。有興趣出席晚宴之會員請密切留意本會即將公佈之活動詳情。

The HKSA 16th Annual Dinner will be held on September 19, 2017 at the Regal Hong Kong Hotel. Mr. Peter Shiu Ka – Fai, the Vice-Chairman of the Liberal Party and a member of the Legislative Council of Hong Kong (Wholesale and Retail), along with industry representative(s), will be invited to the Dinner. Industry elites can come together and build relationships with each other and connections amongst members will be strengthened through this gathering. For members who are interested to join the Dinner, please stay tuned to the activity details which will be released soon.

如有興趣參與上述活動，請密切留意本會即將公佈之活動詳情。

If you are interested in the above activities, please stay tuned for the details to be released soon.

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