


4 November 2004

 香港貿易發展局
Hong Kong Trade Development Council

Mr. Michael J. Intern-Smith
President
Law Society of Hong Kong

Hong Kong Mission to Shantou and Meizhou
1-3 December 2004

I sincerely invite you and your members to join a Hong Kong Mission to Shantou and Meizhou on 1-3 December 2004. The delegation will be led by Mr. Donald Tsang, Chief Secretary of the HKSARG, and comprise members of local business figures and government representatives including Mr. John Tsang, Secretary for Commerce, Industry and Technology. The main objectives of the delegation are to strengthen mutual cooperation, promote bilateral investment and Hong Kong as an ideal platform for mainland companies to venture into the international market.

As a special economic zone, **Shantou** is a key transport and logistics hub in Guangdong with a strong manufacturing base in textile and garment, toys and gifts, chemical materials, printing and packaging industries. Private enterprises make up 78% of Shantou's economy and have developed an extensive domestic sales and distribution network. Most are actively developing the overseas markets and look to Hong Kong for its financial services, management, design and marketing expertise.

Meizhou is located at the north east of Guangdong with plenty of ecological and tourism resources. The municipal government is proactively developing its industry base with a range of investment incentives, including an abundant supply of land, energy and quality labour at attractive rates.

The mission programme will include meetings with key municipal government officials, visits to infrastructural facilities and factories, seminars as well as networking functions with the local officials and business communities. I enclose for your reference some information relevant to the mission. For further details, please contact either me or Mrs. Lisa Goh, Head of External Relations on 2584 4420.

Yours ever,
Fred,
Fred Lam

Encl.

c.c. Mr. Patrick Moss, Secretary General of Law Society of Hong Kong

香港灣仔港灣道一號會展廣場辦公大樓三十八樓

38th Floor, Office Tower, Convention Plaza, 1 Harbour Road, Wanchai, Hong Kong



Guangdong Department of Foreign Trade and Economic Cooperation

**香港貿易發展局
Hong Kong Trade Development Council**

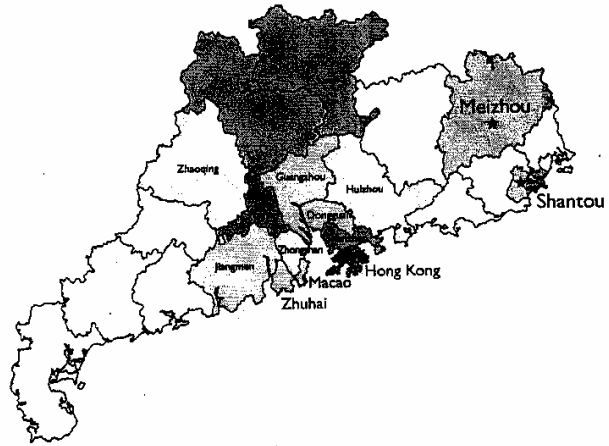
In order for local businessmen to experience the dynamic development of the Guangdong hinterland, "Expert Group on Expanding the Hong Kong Guangdong Economic Cooperation Hinterland" organized missions to Zhangjiang and Yangjiang, as well as Qingyuan and Shaoguan in April and June 2004 respectively. The missions laid down solid foundation for HK companies to cooperate with enterprises in the Guangdong hinterland. Encouraged by this success, the "Expert Group" is organizing a delegation to the Guangdong east bank from 1-3 December 2004. The mission will visit Shantou and Meizhou, which are both rich in production resources.

Organiser:

"Expert Group on Expanding the Hong Kong Guangdong Economic Cooperation Hinterland" is one of the 15 expert groups established under the Hong Kong/Guangdong Cooperation Joint Conference. The Guangdong Chair of the Expert Group is taken up by Guangdong Department of Foreign Trade and Economic Cooperation while the Hong Kong Chair is assumed by the Hong Kong Trade Development Council.

Objectives:

- Explore opportunities in the China market, particularly in brand name promotion and retail channels establishment
- Promote HK as an ideal platform for **Shantou** companies to reach out to the international market, and to encourage them to invest in HK
- Obtain first-hand experience and understanding of **Meizhou's** affluent supply of electricity and skilled labour, leading advantages which HK companies can benefit from in order to enhance competitiveness
- Understand the need for import materials and technology in **Shantou and Meizhou**



Activities:

The delegation will be led by Mr. Donald Tsang, Chief Secretary of HKSARG. Mission members will visit companies and infrastructural facilities of Shantou and Meizhou, attend seminars as well as networking events. (Please refer to the attached program for details)

Competitive industries:

Shantou: Textile, garment, machinery, toys, handicrafts, chemicals and plastics, printing, packaging, food, medicine, ultra-sound electronics, audio-visual
 Meizhou: tobacco, electricity, building materials, electronics / information technology, travel, medicine, organic food

Economic Performance of Shantou and Meizhou (2003 figures):

	Shantou	Meizhou
Population	4,8464 million	4,906 million
GDP (RMB)	52.69 billion (↑8.8%)	22,704 billion (↑10.4%)
GDP per capita (RMB)	10,931 (↑6.2%)	5,917 (↑9.8%)
Import and export figures (USD)	3.35 billion (↑15.7%)	0.297 billion (↑40.1%)
Export figures (USD)	1.89 billion (↑20.5%)	0.208 billion (↑30.8%)
Export by foreign owned companies (USD)	0.98 billion (↑25.3%)	63.89 million (↑14.3%)
Amount of foreign capital actually used (USD)	0.2 billion (↑27.3%)	0.14 billion (↑28.6%)
No. of foreign owned companies (accumulative)	5,472 (around 4,488 HK owned)	1,780 (around 1,267 HK owned)
Electricity usage rate (RMB)	0.71/1000 watt	0.506 / 1000 watt
Water usage rate (RMB)	1.27/cubic meter	0.7 / cubic meter
Land rental (RMB)	100,000 – 170,000 / acre	Below 40 / per sq.m.

Participation:

The participation fee is **HKD6,000** (including hotel accommodation, return air tickets, and ground transportation). The TDC offers a 10% group discount to associations enrolling for 10 or more members. Please click onto www.tdctrade.com/stmz-mission for detailed program and download of the application form.

Application Deadline: 29 November 2004

Enquiries:

Stanley Chan, Assistant Manager, International Marketing (tel: 2584 4177)

Notes:

The visits will be conducted in Putonghua and Cantonese, with consecutive interpretation into English.

香港考察團訪問汕頭及梅州
Hong Kong Mission to Shantou and Meizhou
建議行程 / Tentative Itinerary

2004年12月1日(星期三)
1 December 2004 (Wednesday)

上午 / AM 從香港乘坐專機往汕頭
Depart Hong Kong for Shantou by chartered flight

12:00 – 13:30 午餐 / Lunch

14:00 – 14:30 參觀汕頭信用建設館
Visit Shantou Credit Construction Centre

目的 / Objective

了解汕頭市的經貿發展及如何重建信譽的情況
Update on Shantou's latest economic and trade development and measures taken to rebuild the city's image

簡介 / Introduction

為“重建信用、重塑形象”，汕頭帶頭整頓和規範市場經濟秩序，不走私販私、不逃匯騙匯、不逃稅騙稅、不制假販假、不逃廢債務，樹立汕頭的良好形象
Learn about the Shantou government's effort in rebuilding the city's reputation, image and reliability by fighting tax evasion, debt evasion, and smuggling.

15:00-16:00 參觀廣東金剛玻璃科技股份有限公司
Visit Guangdong Golden Glass Co., Ltd

目的 / Objective

了解內地企業如何有效使用香港的服務平台做大做強
Understand how mainland enterprises can make use of Hong Kong's service platform for business expansion.

簡介 / Introduction

中外合資民營高科技股份制企業，主要從事研製、開發、生產各類高科技特種建築玻璃、設計、安裝玻璃幕牆。年加工玻璃生產能力100萬平方米；完成國內多項大型工程，如廣東奧林匹克體育中心、廣州會展中心、北京國際金融中心等
A Chinese and foreign joint venture engaged in the research, development and production of high-tech glass for construction, as well as in the design and installation of glass screen walls. The annual processing capability of glass production reaches 100 sq.m. Large-scale projects completed by the company include Guangdong Olympics Center, Guangzhou Convention and Exhibition Centre and Beijing International Finance Center.

16:30-17:00 參觀廣東奧迪玩具實業有限公司
Visit Guangdong Auldey Toy Industry Co., Ltd

目的 / Objective

了解民營企業如何利用香港的設計概念，建立及開拓國內品牌及市場

Understand how mainland private enterprises can successfully apply Hong Kong design concept to open up the domestic market and promote brand names

簡介 / Introduction

民營企業科技企業，從事益智玩具、數碼相機和電子遊戲的研發、生產和銷售。2003年銷售收入3億元，出口創匯667萬美元；自主開發品牌AULDEY亦成爲中國玩具名牌，在國內市場份額佔龍頭地位

A private technological enterprise engaged in the design, production and sales of intelligence toys, digital cameras and electronic games. Sales figures reached RMB 300 million in 2003, while export sales roared to USD 6.67 million. Introduced brand name "AULDEY" which is now taking up the lion's share of China's toy market.

17:30-18:00

參觀汕頭經濟特區預發實業有限公司
Visit Shantou S.E.Z. Chaifa Ind Co., Ltd

目的 / Objective

了解港商如何開拓中國內銷市

A success story on how a Hong Kong company set foot in the China domestic market.

簡介 / Introduction

世界名牌Playboy在中國之總代理；擁有自主開發的品牌“Remus”系列服裝；2003年獨家獲得美國“Budweiser”服飾及配件之代理權；集團主要通過建立適當的分銷渠道將商品推出市場，銷售網絡遍佈中國內地主要城市

The company is general agent for world brand "Playboy" in China, owns fashion brand "Remus", and was awarded as sole agent for US fashion and accessories brand "Budweiser" in 2003. It distributes commodities throughout China through effective retail channels.

18:00

前往帝豪酒店 / Transfer to Regency Hotel, Shantou

18:30

出席汕頭市政府歡迎晚宴
Attend Welcome dinner hosted by Shantou Municipal Government

地點：帝豪酒店 / Venue: Regency hotel

2004年12月2日(星期四)
2 December 2004 (Thursday)

08:00

早餐及退房
Breakfast & check out hotel

- 08:30-11:00 出席「汕頭－香港經貿合作洽談會」
Attend "Shantou / Hong Kong Trade and Investment Symposium"
地點：帝豪酒店 / Venue: Regency hotel
- 目的 / Objectives
(1) 探討如何打進內地內銷市場
(2) 促進汕頭與香港的商貿合作; 以及
(3) 了解汕頭對外來進口及技術的要求
(1) Explore ways to enter into China's retail market
(2) Promote business cooperation between Shantou and Hong Kong
(3) Understand Shantou's need for import materials and technology
- 11:00 從汕頭往梅州 / Transfer from Shantou to Meizhou
- 13:30-14:30 午餐 / Lunch
- 14:40-15:00 參觀金利來(中國)有限公司
Visit Goldlion (China) Ltd
- 目的 / Objective
了解港商在梅州投資設廠情況
Exchange views with Hong Kong companies investing and operating factories in China
- 簡介 / Introduction
由曾憲梓先生投資 2004 萬美元興建，為港人較早在梅州之投資，佔地面積 128 畝，建造有 2.7 萬平方米兩棟生產大樓和一棟生活樓，員工約 400 人，主要生產領帶、皮帶、鑰匙包和襯衣等產品
A project of over USD 20 million invested by Dr. the Hon. Tsang Hin Chi, one of the pioneer investors in Meizhou. The establishment covers 128 acres of land, including 2 production buildings and a dormitory of 27,000 sq.m. The company is currently employing around 400 employees, and the main products include neckties, belts, key holders and shirts.
- 15:15-15:45 參觀梅州市工業學校 / Visit Meizhou Technical School
- 目的 / Objective
探討港商如何利用梅州人才資源優勢，協助招工及人才培訓
Update on the program and scale of labour training in Meizhou and explore the possibility of employing low-cost skilled labour by Hong Kong companies to reduce production cost and stay competitive.
- 簡介 / Introduction
全日制工科類省級重點普通中等專業學校，開設機電技術應用、電腦及應用、電子技術應用等十多個專業，並設有工廠供學生實習。學校佔地面積 55 畝，教職員工 120 多人，在校

生近 1500 人。每年畢業人數約 500 人，相當一部分到珠三角就業，目前有科龍集團、東莞諾基亞、深圳大亞灣核電站等企業與學校建立了長期用人合作關係

A training college offering over 10 full-time subjects on electrical and electronic technology applications, computer, etc, and is equipped with factories for students to gain on-hand practice. The college covers 55 acres of land, with around 120 teachers and 1,500 students. The number of graduates reaches 500 each year, a large proportion of whom successfully found employment in the PRD area. Many large-scale companies have established long term employment contract with the college.

16:05-16:30

參觀荷樹園火力發電廠 / Visit Heshuyuan Power Plant

目的 / Objective

了解梅州市電力供應情況

Learn about the status of electricity supply in Meizhou

簡介 / Introduction

佔地面積 1600 畝，建築面積 5000 平方米，一期工程安裝了兩台 13.5 萬千瓦燃煤發電機組，年發量 67.5 萬 MWh，年供電量 61.4 萬 MWh，將於 2005 年發電。二期工程規模：4 台 30 萬千瓦燃煤機組。該項目燃料產自當地煤礦

The whole operation occupies 1,600 acres of land, including a construction area of 5,000 sq.m. During the first phase of the project, 2 sets of 135,000 KW electricity supply plants were installed, generating an annual output of 675,000 MWh, with annual supply of 614,000 MWh, and is expected to go into operation in 2005. The scale of the second phase includes the installation of 4 sets coal-burning plants of 300,000 KW each. The coal is extracted from the neighbouring coal mines.

16:50-17:20

參觀金象銅箔

Visit Guangdong Meiyuan Copper Foil, Ltd

目的 / Objective

了解梅州科技產業發展狀況

Familiarize with the technology development of Meizhou

簡介 / Introduction

為廣東梅雁企業（集團）股份有限公司下屬子公司，有港商參與投資，年產 1200 噸銅箔，可生產厚度最小為 9 μ m，達國內先進水平，為替代進口產品。目前正在建設投資 5 億元人民幣，年產為 4800 噸銅箔的第二期工程

A subsidiary company of Guangdong Meiyuan Group, with investment from Hong Kong. The annual output goes as high as 1,200 tons of copper foil. Technologically, the company is capable of producing copper foil of 9 μ m thick, which places it in a leading position in the country's technological front. The company is now investing RMB 0.5 billion to invest the second phase for expansion, with an aimed output reaching 4,800 tons.

17:45-18:30 入住雁南飛圍龍大酒店
Check-in "Yearning Tea Plantation Holiday Village"

簡介 / Introduction

雁南飛是一個被評為國家級 AAAA 的旅遊景區，融合旅遊、農業及生態保護的度假村。村內設有酒店、茶園和水果種植園，並進行園林綠化計劃，提供一個綠色文化藝術之旅。

Yearning Holiday Village is a popular resort, rated AAAA at national level. It offers a scenic environment for tourists with tea and fruits plantation fields, as well as extensive plans to keep the surroundings of the Village green and environmental friendly.

18:30 梅州市政府歡迎晚宴、觀看文藝表演
Attend Welcome dinner hosted by the Meizhou Municipal Government, followed by cultural performance
地點：雁南飛圍龍大酒店
Venue: Yearning Tea Plantation Holiday Village

2004 年 12 月 3 日 (星期五) 3 December 2004 (Friday)

07:50-08:30 早餐（雁南飛圍龍大酒店）及退房
Breakfast & check-out hotel

09:00-11:00 出席梅州—香港經貿合作洽談會（雁南飛會議中心）
Attend "Meizhou / Hong Kong Trade and Investment Symposium"

目的 / Objectives

(1) 了解梅州的投資環境及優勢

(2) 促進兩地的商貿合作

(1) Update on Meizhou's investment environment and advantages

(2) Promote trade relations between Meizhou and Hong Kong

11:20-12:30 參觀梅州市容 / City tour of Meizhou

12:30-13:30 午餐 / Lunch

下午 / PM 從梅州乘坐專機返回香港
Depart Meizhou for Hong Kong by chartered flight