

Chapter 1

Hong Kong's Business Environment

Characteristics of the Hong Kong economy

1. Lack of primary industry
2. Concentration on tertiary industry
3. Dependence on external trade
4. A free market economy
5. Simply taxation
6. Free flow of information

○ Primary production

● Definition

→ Economic activities of extracting natural resources

● Examples

→ Agriculture, fisheries, mining and quarrying

○ Secondary production

● Definition

→ Economic activities of turning raw materials into semi-finished or finished products

● Examples

→ Manufacturing and construction

○ Tertiary production

● Definition

→ Economic activities of providing services to customers

● Examples

→ Wholesale and retail trades

1. Lack of primary industry

- Primary production is insignificant in Hong Kong in terms of its contribution to gross domestic product (GDP) and share of total employment
- Since Hong Kong lacks arable land and natural resources, there is a lack of primary industry in Hong Kong.

第 1 課

香港的營商環境

香港經濟的特徵

1. 缺乏初級產業
2. 集中於第三級產業
3. 依賴對外貿易
4. 自由市場經濟
5. 簡單稅制
6. 資訊自由流通

○ 初級生產

● 定義

→ 所有開採天然資源的經濟活動

● 例子

→ 農業、漁業、採礦及採石業

○ 次級生產

● 定義

→ 所有把原材料加工成製成品或半製成品的經濟活動

● 例子

→ 製造業和建造業

○ 第三級生產

● 定義

→ 所有為顧客提供服務的經濟活動

● 例子

→ 批發和零售業

1. 缺乏初級產業

- 從產業的生產總值佔本地生產總值的比重，以及產業的就業人數佔整體就業人數的比重，可見初級生產在香港經濟上扮演的角色實在是微不足道。
- 由於香港缺乏可耕地和天然資源，所以香港缺乏初級產業。

2. Concentration on tertiary industry

- In 1978, the Chinese government launched its economic reform and the **open-door policy** and started to implement measures to attract **foreign investment**.
- Since the early 1980s, more and more Hong Kong factories have therefore relocated to the Mainland to utilise the cheap **land** and **labour** there.
- The contribution of secondary production to the Hong Kong economy has declined.
- The relative importance of **tertiary** production has continued to grow as the Hong Kong economy is transforming into a **service-oriented** economy.

In terms of output

	1980	1990	2000	2011
Primary sector	1.0%	0.3%	0.1%	< 0.05%
Secondary sector	31.6%	24.3%	12.6%	6.8%
Tertiary sector	67.5%	75.4%	87.3%	93.1%

Fig 1.1 Percentage contributions to GDP by economic sector

- Hong Kong's **tertiary** sector is much larger than the other two sectors.

In terms of labour force

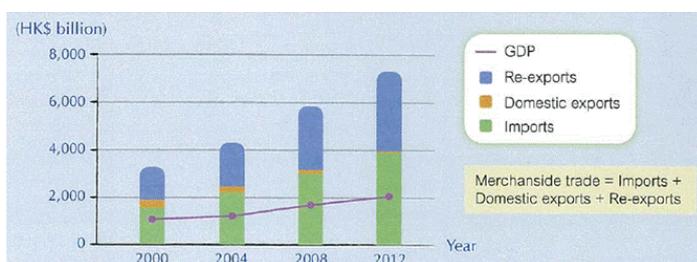
	1980	1990	2000	2011
Primary sector	1.5%	1.1%	0.4%	0.1%
Secondary sector	50.1%	36.2%	17.3%	11.4%
Tertiary sector	48.4%	62.7%	82.3%	88.5%

Fig 1.2 Employment share by economic sector

- The **service** sector is becoming increasingly important in Hong Kong.

3. Dependence on external trade

- As Hong Kong lacks natural resources and arable land, it needs to **import** foodstuffs and fuel from the Mainland and other countries.
- Hong Kong also depends on other countries to supply **consumer durables** such as automobiles, televisions and machines.
- As an **entrepôt**, Hong Kong imports a lot of goods from the Mainland and other countries and re-exports the goods to other countries and the Mainland.
- The value of trade is several times of Hong Kong's GDP:



2. 集中於第三級產業

- 中國政府在 1978 年實施經濟改革和**門戶開放**政策，並推出一系列措施以吸引**外資**。
- 自 1980 年代初，香港的工廠便陸續遷移至內地，以便利用內地價格低廉的**土地**和**勞工**進行生產。
- 香港的製造業逐漸萎縮，**次級生產**佔本地生產總值的比重日漸減少。
- 香港轉型為**服務業**中心，**第三級生產**對香港經濟變得越來越重要。

按產出值計算

	1980	1990	2000	2011
初級產業	1.0%	0.3%	0.1%	< 0.05%
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圖 1.1 按產業劃分本地生產總值的百分比

- 香港的**第三級產業**遠大於初級和次級產業。

按就業人數計算

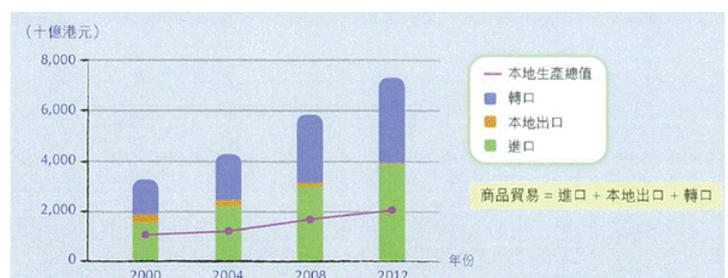
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圖 1.2 按產業劃分的就業人數比例

- 香港的**服務業**變得越來越重要。

3. 依賴對外貿易

- 香港缺乏天然資源和可耕地，必須向內地和外國**輸入**食品和燃料。
- 香港也要從外國輸入**耐用消費品**，例如汽車、電視機和機器等。
- 香港作為**轉口港**，從內地及其他國家進口貨物，然後把貨物轉口到內地和其他國家。
- 香港的貿易額是本地生產總值的數倍：



4. A free market economy

Laissez-faire policy

- The government adopts a **laissez-faire policy**, which promotes the free **market** and free **trade**.
 - Except for certain industries such as **public transport services**, anyone can start a business in Hong Kong.
 - Enabling the free market to allocate resources efficiently.
 - The government minimises its intervention in the market.

No trade barriers and free flow of capital

- The Hong Kong government generally does not impose any trade barriers, such as **tariffs** and **quotas** on imported goods.
- There are no foreign exchange controls.
- The Hong Kong government does not control the flows of capital.

Roles of the government

- Maintaining **law** and order
- Maintaining **fiscal** prudence, and a simple, low **tax** system
- Maintaining open and fair **competition** in the market
- Providing **infrastructure** like the airport and transport facilities
- Providing **education** and **training** to the people of Hong Kong in order to improve their **productivity** and **competitiveness**.

5. Simple taxation

- Profits and salaries tax rates are **low** compared with other countries.
- There is no **general sales tax** imposed on goods and services.
 - ➔ A simple, low tax policy makes Hong Kong an attractive place for doing **business** and shopping.

6. Free flow of information

- **Investors** make their investment decisions based on information available in the market.
- The **media** enjoy a high degree of freedom.
- Firms can quickly obtain information about changes in the business environment which is useful for making timely business **decisions**.
 - ➔ Hong Kong becomes a **global centre** for trade, finance, business and communications.

4. 自由市場經濟

自由放任政策

- 政府奉行**自由放任政策**，致力促進自由**市場**和自由**貿易**的發展。
 - 除了個別行業（例如**公共交通運輸**），任何人都可以自由創業。
 - 讓自由市場有效率地分配資源。
 - 政府對市場的干預減至最少。

沒有貿易障礙，資金自由進出

- 香港政府對進口貨品沒有實施任何貿易限制，例如沒有徵收**關稅**或實施**配額**限制。
- 香港不設**外匯管制**。
- **資金**可自由進出。

政府擔當的角色

- 維護**法紀**和治安
- 審慎**理財**，維持低稅率和簡單**稅制**
- 維持市場的開放和公平**競爭**
- 提供**基礎設施**，例如機場和運輸設施
- 提供**教育**和**培訓**，以提升香港人的**生產力**和**競爭力**

5. 簡單稅制

- 與其他國家相比，香港的利得稅（又稱企業利得稅）和薪俸稅（又稱個人入息稅）稅率都較**低**。
- 香港沒有徵收**一般銷售稅**（又稱商品及服務稅或增值稅）。
 - ➔ 香港的簡單和低稅政策有助吸引人們來香港**營商**和購物。

6. 資訊自由流通

- **投資者**須根據市場上的訊息作出投資決策。
- 香港政府容許資訊的自由流通，傳媒享有充分的**新聞自由**。
- 企業能夠迅速獲得有關本地和國際營商環境的資訊，以便作出即時的**決策**。
 - ➔ 資訊的自由流通有助香港維持**全球貿易**、金融、商業和通訊中心的地位。

Recent development of the Hong Kong economy

1. Closer economic relationship with the Mainland
2. Impacts of globalisation on Hong Kong business
3. Increasing international trade cooperation

Closer economic relationship with the Mainland

- CEPA
- Trading partners
- Flow of investment
- Flow of people

CEPA

- The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) was signed in 2003 and was first implemented in January 2004.

Objectives of CEPA

- To reduce or eliminate **barriers** on substantially all the trade in goods between the two sides.
- To achieve **free** trade in services through reduction or elimination of substantially all discriminatory measures.
- To promote trade and **investment** facilitation.

Hong Kong enjoys zero tariff and preferential treatment

- Under CEPA, many products produced in Hong Kong and exported to the Mainland can enjoy zero **tariff** provided that they meet the CEPA **rules of origin**.
- The zero import tariff preference increases Hong Kong's attractiveness as a place in which to produce **high-end** products.
- Hong Kong firms are given preferential treatment in gaining access into a number of **service** sectors in the Mainland.

Hong Kong enjoys a first-mover advantage in entering the Mainland market

- Under **World Trade Organization (WTO)** agreements, other countries have been able to obtain similar benefits from **China** only since 2006.
- Hence, CEPA gave Hong Kong firms a **first-mover advantage** of early entry into the Mainland market.

Recent development of CEPA

- Since its implementation, the scope of CEPA has been expanded to cover more **products** and **services**.
- Hong Kong service providers can enjoy **preferential treatment** in entering 48 service sectors (as of October 2013) in the Mainland, including:

Banking	Securities	Telecommunications	Transport
Legal services	Social services	Technical testing	Analysis services

- There are agreements on mutual **recognition** of professional qualifications between the Mainland and Hong Kong, such as:

Accountants	Doctors	Dentists
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香港的經濟發展近況

1. 與內地的商業關係更趨密切
2. 全球化對香港企業的影響
3. 加強國際間的貿易合作

與內地的商業關係更趨密切

- 《安排》
- 貿易夥伴
- 資金的流動
- 人口的流動

《安排》

- 《內地與香港關於建立更緊密經貿關係的安排》於 2003 年簽訂，並於 2004 年 1 月首次實施。

《安排》的目標

- 逐步減少或取消雙方之間所有貨物的**貿易壁壘**。
- 逐步實現服務貿易**自由化**，減少或取消所有歧視性措施。
- 促進貿易**投資**便利化。

香港享有零關稅和優惠待遇

- 凡在香港生產及符合**原產地**規則的貨品，均可以零關稅進入內地市場。
- 零關稅待遇有助香港吸引更多投資者來港生產**高端**產品。
- 香港多個**服務**行業進入內地市場時，也可享有優惠待遇。

香港享先行者優勢提早進入內地市場

- 根據**世界貿易組織**協議，其他國家在 2006 年以後才可享有類似的待遇。
- 因此《安排》給予香港企業**先行者**的優勢，讓他們提早進入**內地**市場。

《安排》的發展近況

- 自實施以來，《安排》的涵蓋範圍逐步擴大至更多**產品**和**服務**。
- 截止 2013 年 10 月，香港的服務提供者在進入內地 48 個不同的服務行業時可以享有**優惠待遇**，包括：

銀行	證券	電訊	交通運輸
法律服務	社會服務	技術測試	分析服務

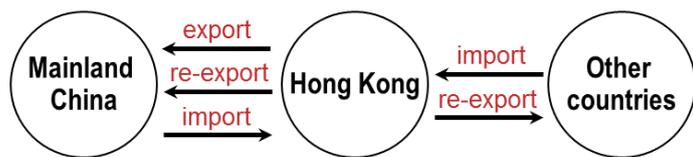
- 《安排》更就內地與香港專業人員**資格互認**達成多項協議，例如：

會計師	醫生	牙醫
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Trading partners

Flow of goods

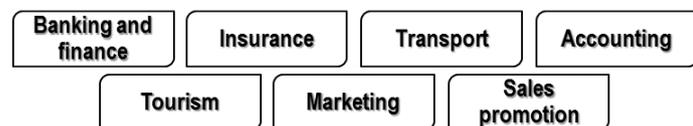
- The **Mainland** is Hong Kong's largest trading partner.



- Hong Kong imports a lot of **food** and **consumer goods** from the Mainland for its consumption.

Flow of services

- As an **entrepôt**, Hong Kong provides many services to facilitate the **trade** between the Mainland and other countries.
- As an important service centre for the Mainland, Hong Kong provides a wide range of **financial** and **business** services to individuals and firms in the Mainland, such as:



Flow of investment

Foreign direct investment

- Hong Kong is a major source of **foreign direct investment** in the Mainland (accounting for 46.3% of the national total in 2012).
- Many Hong Kong enterprises have set up **factories** and businesses in the Mainland.
- In the 1980s and the early 1990s, most of the direct investment was in the **manufacturing** sector.
- In the past decade, Hong Kong businesspeople have switched to investing in other sectors, such as **real estate**, **hotels** and infrastructure development.
- Hong Kong has received **large** amounts of direct investment from the Mainland (accounting for 36.3% of Hong Kong's inward direct investment at market value at the end of 2011).
- Many Mainland enterprises have invested in Hong Kong by establishing **subsidiaries** and companies here.

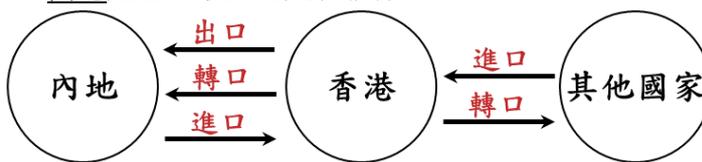
A funding centre for the Mainland

- Because of its good **financial** infrastructure and sound **legal** system, Hong Kong serves as a major funding centre for the Mainland.
- Hong Kong provides **fund raising** and fund/asset **management** services to individuals and enterprises in the Mainland.
- Mainland enterprises have raised **capital** in Hong Kong by:
 - > borrowing money from **financial institutions**
 - > issuing **shares** on the stock market

貿易夥伴

貨品的流動

- **內地**是香港最大的貿易夥伴。



- 為滿足香港市民的日常所需，香港也從內地進口大量**食品**和**消費品**。

服務的流動

- 香港作為**轉口港**，為內地提供不少服務，以促進內地和世界各國之間的**貿易**。
- 香港也是內地重要的服務業中心，為內地個人和企業提供多元化的**金融**和**工商業**支援服務，例如：



資金的流動

外來直接投資

- 內地的**外來直接投資**主要來自香港（在 2012 年，香港佔內地的投資總額的 46.3%）。
- 很多香港企業在內地設立**工廠**和企業。
- 1980 年代至 1990 年代初，香港的直接投資大都集中於**製造業**。
- 過去十年，香港的直接投資則開始轉投其他產業，例如**房地產**、**酒店**和基建發展。
- 香港也有大量來自**內地**的直接投資（在 2011 年，內地佔香港以市場總值計算的外來直接投資的 36.3%）。
- 不少內地企業透過來港成立**附屬公司**或企業投資於本港各行各業。

作為內地的融資中心

- 香港有良好的**金融**基礎設施和健全的**法律**制度，因而成為內地主要的融資中心。
- 香港為內地個人和機構提供**融資**服務和**資金管理**服務。
- 不少內地企業在香港集資向香港**金融機構**借入**資金**，或在香港的證券市場發行**股票**集資。
 - > 向香港**金融機構**借入**資金**
 - > 向證券市場發行**股票**集資

Flow of people

- Since the handover in 1997, the flow of people between Hong Kong and the Mainland has **increased** sharply.
- With the introduction of and the extension to the **Individual Visit Scheme** under CEPA, it is easier for residents of some Mainland cities to visit Hong Kong.
- Mainland visitors have now become the most important source of **tourists** in Hong Kong.

Impacts of globalisation on Hong Kong business

- Globalisation is:
 - the process of moving towards a more **integrated** and **interdependent** world economy.
 - a series of economic, technological, cultural, social and political changes which have led to the increasing **integration** and **interdependence** of people and firms around the world.



Keen competition

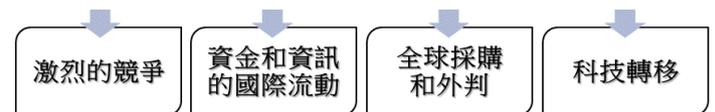
- Expansion of firms to **overseas** markets
 - Business firms not only face competition in the local market, but also competition from **foreign** firms in overseas markets.
- Greater mobility of **factors of production** between countries
 - Local firms need to compete with foreign firms for **labour** and **capital**.
- Which industries are affected?
 - Hong Kong's current economy depends heavily on **Four Pillar Industries** (i.e., **financial services**, trading and logistics, **tourism** and professional services).
 - However, the financial and tourism industries in Hong Kong are facing competition from **Singapore** and **Korea**.
 - **Shanghai** is developing into an international financial centre.
 - The logistics and trading industries in Hong Kong are now facing challenges from Singapore, Shanghai and **Shenzhen**.
 - Their **port facilities** have developed rapidly and are competing intensively with Hong Kong container ports in **freight handling**.

人口的流動

- 1997 年，香港回歸祖國後，香港與內地之間的人口流動明顯 **增加**。
- 隨着《安排》下的**個人遊**計劃的推出和逐步擴展，內地居民可以更容易到香港旅遊。
- 內地遊客現在已成為**香港遊客**的主要來源。

全球化對香港企業的影響

- 全球化是指：
 - 世界經濟趨向**一體化**以及**互相依賴**的過程。
 - 由於一連串經濟、科技、文化、社會和政治的**轉變**，導致不同國家和地方的人、企業之間日益**融合**和互相依賴。



激烈的競爭

- 越來越多企業把**業務**擴展至世界各地
 - 香港企業除了要在本地市場面對競爭外，還要在國際市場面對**外資**企業的競爭。
- 全球化增加了**生產因素**的流動性
 - 本地公司須要與外國公司爭奪**資本**和**人材**。
- 哪些行業受到影響?
 - 香港目前的經濟極度依賴**四大支柱產業**（包括**金融服務**、貿易及物流、**旅遊**，以及工商業支援及專業服務）。
 - 然而，香港的金融業和旅遊業正面對着**新加坡**和**韓國**的競爭。
 - **上海**銳意發展為國際金融中心。
 - 香港的物流和貿易行業則同時面對新加坡、上海和**深圳**的挑戰。
 - 它們的**港口設施**發展迅 速，與香港的貨櫃碼頭在**貨運處理**上激烈競爭。

○ Government's response

- Promote the development of **Six Priority Industries**
- Improve the quality and productivity of the labour force by:
 - > providing more **education** and **training** opportunities
 - > implementing schemes to attract talent and professionals from the Mainland and overseas
- Develop Hong Kong into an **offshore Renminbi (RMB) centre** and an international **asset management** centre.

○ Firms' response

- Develop their own brand names to **differentiate** their products from competitors
- Set up **joint ventures** with foreign companies to increase their competitiveness
- Specialise in the production of goods and services in which they have a **comparative advantage** and **export** them to other countries
- Expand their business to other countries to make their brand or company **international**

International flow of capital and information

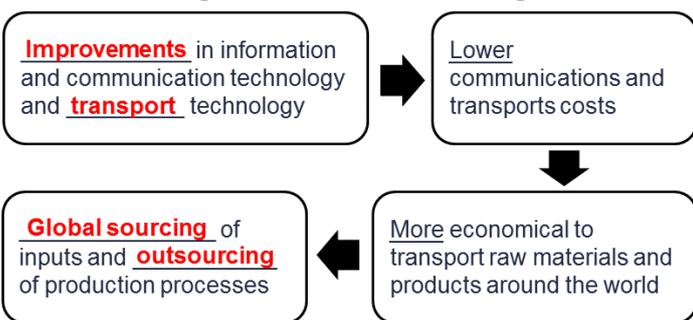
○ Flow of information

- Widespread use of the **Internet** has greatly improved information flows and revolutionised the business practices of many Hong Kong firms.
- Through the Internet, firms in Hong Kong can:
 - > explore new **markets** in other countries and sell their products to foreign buyers worldwide
 - > reduce their **market risk** by selling their products in various countries

○ Flow of capital

- With **greater** capital flows between countries, firms in Hong Kong can:
 - > make good use of capital to explore **business** opportunities
 - > **diversify** their investment around the world to reduce their risks
 - > raise **capital** in other countries for business expansion

Global sourcing and Global outsourcing



○ 政府的回應

- 致力發展「**六大優勢產業**」。
- 提高本港**勞動力**的質素和生產力:
 - > 為市民提供更多**教育**和**培訓**機會
 - > 透過輸入專才計劃吸引內地和海外的**專業人士**來港發展
- 把香港發展成為**離岸人民幣**中心和國際**資產管理**中心。

○ 企業的回應

- 發展自己的品牌，突顯公司與競爭對手**不同**之處。
- 與海外企業合作建立**合營企業**，提高本身的競爭力。
- 專門生產本身具有**比較優勢**的商品和服務，將之**出口**到其他國家。
- 擴大業務到其他國家，讓品牌或公司更趨**國際化**。

資金和資訊的國際流動

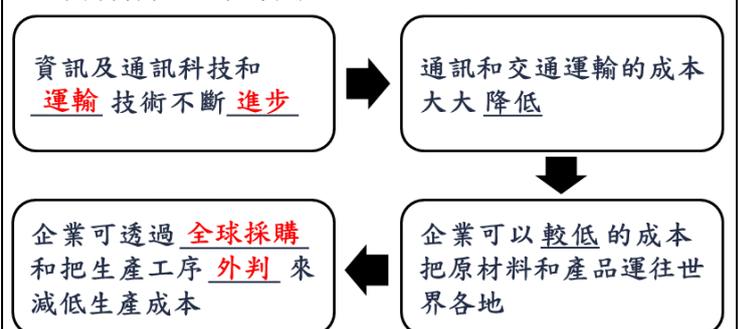
○ 資訊的流動

- **互聯網**的廣泛使用大大改善資訊的流通，而且徹底改變香港企業的營商手法。
- 香港的企業可以透過**互聯網**:
 - > 開拓新**市場**，把產品銷售到世界各地
 - > 藉着分散市場以降低營運**風險**

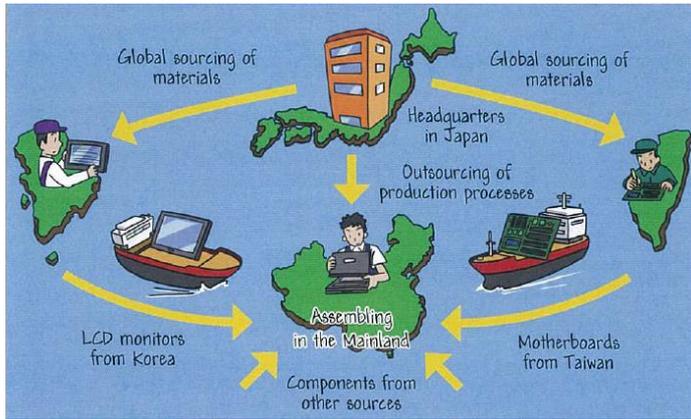
○ 資金的流動

- 在全球化的時代，國家之間的資金流動日益增加，香港的企業可以:
 - > 好好利用資金開拓**商機**
 - > 在世界各地**分散**投資，以降低風險
 - > 在其他國家籌集**資金**，以擴展業務

全球採購和全球外判



Global sourcing and Global outsourcing



Global sourcing

- **Global sourcing:** Due to lower transportation and communication cost, **multinational corporations** can purchase the raw material from **other countries with lower cost**.

Global outsourcing

- **By outsourcing, multinational corporations,** are able to relocate their **production processes/factories** to **other countries** with **lower production costs** such as lower wage rate and rent of factories.
- With global sourcing and outsourcing, **supply chain management** and production **logistics** have become increasingly important.

International Division of Labour

- **multinational corporations** can hire service providers from other countries to carry out particular business function e.g. call centre outsourcing and accounting outsourcing.

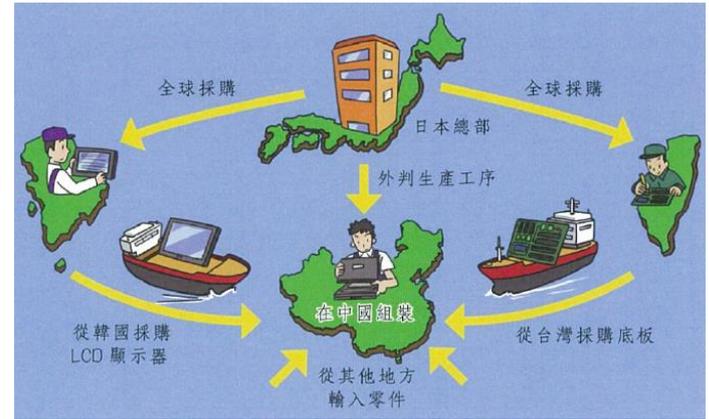
Technology transfers

- Technology transfers from other countries have improved the **production** techniques and labour **productivity** of business firms. This helps reduce their production cost.

Greater mobility of labour

- Greater movement of cheap or skill labour may lower the production cost

全球採購和全球外判



全球採購

- **全球採購:** 由於較低的通信和運輸成本，**跨國公司**可以從**其他較低成本的國家**購買原材料。

全球外判

- 通過外判，**跨國公司**能夠將**生產流程/工廠**搬遷到**生產成本較低的其他國家**，例如較低的工資及工廠租金。
- 由於全球採購和外判，**物流**和**供應鏈管理**因而變得越來越重要。

國際分工

- **跨國公司**可以聘請來自其他國家的服務供應商來執行特定的業務，例如顧客服務和會計。

科技轉移

- 科技轉移讓香港的企業吸收到其他國家的科技和技術，從而改善**生產技術**和**提升勞工生產力**，這有助於降低生產成本。

更大的勞動力流動

- 廉價或技能勞工的更大流動可能會降低生產成本

Increasing international trade cooperation

World Trade Organization (WTO)



Asia-Pacific Economic Cooperation (APEC)



World Trade Organization (WTO)

- The aim of the World Trade Organization is to:
 - > promote **free trade**
 - > serve as a **forum** for multilateral trade negotiations and **dispute** settlement between its members
- It also **enforces** the **rules of trade** and **arbitrates** trade disputes between its members.
- It has the power to impose **trade sanctions** if members fail to comply with the rules and decisions of the WTO.
- Hong Kong is a **founding member** of the WTO.
- Hong Kong takes part in the WTO to foster **free trade** and to support the **multilateral trading system**.
- When making business decisions, firms in Hong Kong should make sure that the decisions do not violate **WTO rules**.

Asia-Pacific Economic Cooperation (APEC)

- The APEC is a forum for high-level **government-to-government** dialogue and cooperation on **trade, investment, economic growth** and other economic issues in the Asia-Pacific region.
- Decisions made by the APEC are reached by **consensus** among member economies, and commitments made by them are undertaken on a **voluntary** basis.
- The primary goal of APEC is to support **sustainable economic growth** and prosperity in the Asia-Pacific region.
- Hong Kong participates as a **full and separate** member in APEC.
- APEC provides more business **opportunities** to business firms in Hong Kong.

加強國際間的貿易合作

世界貿易組織



亞太經濟合作組織



世界貿易組織

- 世界貿易組織（簡稱世貿組織）的宗旨是
 - > 促進**自由貿易**；以及
 - > 作為各成員國的協商**論壇**，讓各成員進行多邊貿易談判和解決貿易**爭端**。
- 它訂立**貿易規則**，並**強制**成員國執行。並**仲裁**成員國之間的貿易糾紛
- 它有權對違反世貿組織規則和決定的成員國實施**貿易制裁**。
- 香港是世界貿易組織的**創始成員**。
- 香港參與世貿組織的目的，是要促進貿易**自由化**，以及鞏固**多邊貿易制度**。
- 企業在制定商業決策時，應確保其決策沒有違反**世界貿易組織的規則**。

亞太經濟合作組織

- 亞太經濟合作組織是亞太區內一個**政府**高層次對話的論壇，成員可磋商**貿易、投資、經濟發展**和其他經濟議題的合作。
- 亞太經濟合作組織的決議通過全體成員的**共識**達成，由成員**自願**執行。
- 組織的主要目標是支持亞太地區的**可持續經濟發展**和繁榮。
- 中國香港以**獨立成員**的身分參與亞太經濟合作組織的事務。
- 亞太經濟合作組織為香港企業開拓更多**商機**。

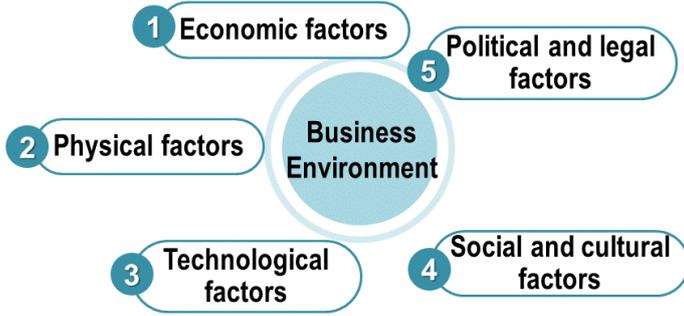
Role and importance of the business sector

1. Providing employment opportunities
 2. Producing income
 3. Earning foreign exchange to pay for imports
 4. Serving the Mainland
 5. Raising government revenue
1. Providing employment opportunities
 - In 2011, 88.5% of Hong Kong's labour force was engaged in the **tertiary** sector.
 - Without the expansion of the tertiary sector, the Hong Kong economy might not be able to provide enough **employment** opportunities for its expanding labour force.
 2. Producing income
 - Hong Kong people earn most of their income by providing **services** to local and foreign customers.
 - Many of these services are of **high** value-added types, enabling some of them to earn high incomes.
 - The business sector promotes Hong Kong's **economic growth** and raises the **living standards** of Hong Kong people.
 3. Earning foreign exchange to pay for imports
 - Hong Kong needs to **import** a lot of goods for consumption and production.
 - To pay for its imports, Hong Kong earns **foreign exchange** by:
 - > exporting or **re-exporting** goods and services to the Mainland and other countries
 - > providing services to **tourists**
 4. Serving the Mainland
 - Many foreign firms have set up **headquarters** and offices in Hong Kong because of its proximity to the Mainland. They regard Hong Kong as a **stepping stone** to the Mainland market.
 - Hong Kong helps many Mainland enterprises raise **capital** and manage their **assets**.
 5. Raising government revenue
 - As the business sector prospers,
 - > private enterprises will earn more **profits**
 - > transactions in the **property** market and the **stock** market will increase
 - Government revenue from land sales, **profits tax**, and **stamp duties** on property and stock transactions will **rise**.
 - The government can spend more money on:
 - > **social** services; and
 - > the development of **infrastructure**
 - This helps reduce **income disparity** and improve Hong Kong's labour productivity and **competitiveness**.

商業在香港經濟中擔當的角色及其重要性

1. 提供就業機會
 2. 創造收入
 3. 賺取外匯以支付進口貨品的費用
 4. 為內地提供服務
 5. 政府收入來源
1. 提供就業機會
 - 在 2011 年，香港有 88.5% 的勞動人口從事**第三級**產業。
 - 假如沒有第三級產業的迅速發展，就不能為香港不斷增加的**勞動人口**提供足夠的就業機會。
 2. 創造收入
 - 香港人的收入大部分來自向本地和外國顧客提供**服務**。
 - 香港提供的服務，大都屬於**高增值**類型。從事這些工作的人可賺取高收入，享受較好的生活。
 - 商業除了促進香港的**經濟增長**外，更提升了香港人的**生活水平**。
 3. 賺取外匯以支付進口貨品的費用
 - 香港須**進口**大量貨品以供消費和生產之用。
 - 為了支付進口貨品的費用，香港須賺取**外匯**通過：
 - > 向內地和其他國家輸出貨品及服務，並提供**出入口貿易**服務。
 - > 為**遊客**提供服務
 4. 為內地提供服務
 - 由於香港毗鄰中國內地，很多外資機構都選擇香港作為進軍內地的**踏腳石**，紛紛在香港成立**總部**和辦事處。
 - 香港作為世界主要的金融中心，能幫助內地企業籌集**資金**和管理**資產**。
 5. 政府收入來源
 - 如果商業興旺：
 - > 私營企業的**盈利**增加；
 - > **物業**和**證券**市場的交投也會增加。
 - 政府從賣地、**利得稅**、股票和物業買賣**印花稅**獲得的收益隨之**上升**。
 - 政府收入增加，便可以投放更多資源：
 - > 提供**社會服務**和
 - > 興建**基礎設施**。
 - 這有助縮窄**貧富**的入息差距，並提高勞工生產力和香港的**競爭力**。

External factors affecting business decisions



1. Economic factors

- Economic factors include:
 - > **Income level/Purchasing power**
 - > **Inflation rate**
 - > **Unemployment rate/Economic growth**
 - > **Exchange rate**
 - > **Interest rate**
 - > **Trade barriers/trade tariff**
- Income level:** It affects consumption of customers and leading to the fluctuation of the sales.
- Inflation rate:** It will increase the costs of the business.
- Unemployment rate:** It affects consumption of customers and leading to the fluctuation of the sales.
- Exchange rate:** If the exchange rate of a country is very unstable, the risk of doing business in that country increases.
- Interest rate:** It affects the costs of borrowing for the business and customers.
- Trade barriers/trade tariff:** It affects the trade relationship among trading partners and hinder the growth of sales.

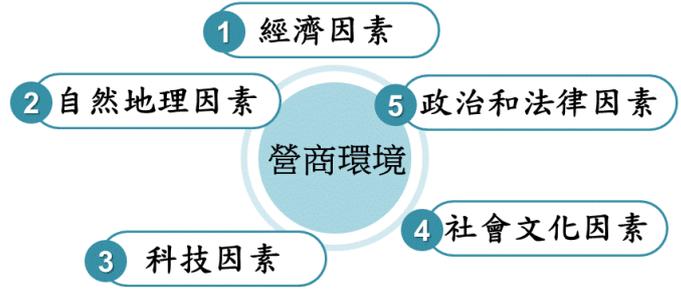
2. Physical factors

- Physical factors are related to the natural environment and physical location of a country or a region such as climatic condition, air quality, geographical dispersion, infrastructure and transport networks.
- A favourable physical environment with a well-developed infrastructure and transport networks can attract investments.
- Hong Kong's proximity to the Mainland has helped the territory develop into an international trading centre.

3. Technological factors

- Information technology applications of a country or a region such as Internet coverage, Network security and safety, payment platform and reliability of telecommunication system.
- Transport technology of a country or a region such as Logistics technology, Air transport technology, Marine technology and land transport technology.

影響商業決策的外在因素



1. 經濟因素

- 經濟因素包括:
 - > **收入水平/購買力**
 - > **通脹率**
 - > **失業率/經濟增長**
 - > **匯率**
 - > **利率**
 - > **貿易障礙/貿易關稅**
- 收入水平/購買力:** 它會影響消費者的需求，導致銷售的波動。
- 通脹率:** 它會增加公司各方面的成本。
- 失業率/經濟增長:** 它會影響消費者的需求，導致銷售的波動。
- 匯率:** 波動的匯率會增加營商的風險，窒礙營商環境。
- 利率:** 它會影響公司和消費者的借貸成本。
- 貿易障礙/貿易關稅:** 影響貿易夥伴之間的貿易關係並阻礙銷售的增長。

2. 自然地理因素

- 自然地理因素指一個國家或地區的天然環境和地理位置，例如氣候條件、空氣質素、地理分佈、基礎設施和交通網絡。
- 優越的自然地理條件，加上發展完善的基礎設施和交通網絡，可吸引企業投資。
- 香港毗鄰中國內地，這點也有助香港發展成國際貿易中心。

3. 科技因素

- 一個國家或地區的資訊科技的應用，例如互聯網覆蓋、網絡安全、支付平台和通訊系統的可靠性。
- 一個國家或地區的運輸技術，例如物流技術、航空運輸技術、海運科技和陸路運輸科技。

- Advanced Technology level** of a country or a region can improve **production techniques** and **labour productivity** so that firms can save on **production costs**.
- Advanced information and communication technology (ICT) and transport technology of a country or a region can provide some new **cost-saving ways** for firms to **transport raw materials** and **deliver their products**.
- Business managers have to consider how to make use of new technology of a country or a region to reduce **production and distribution costs** and to explore new **business opportunities**.

4. Social and cultural factors

- Social and cultural of a country or a region such as **cultural values, lifestyle, tastes and preferences, education level, language ability** and **population structure** (age distribution, **sex ratio, race distribution** and **religious distribution**)
- Population structure** of a country or a region will affect the **labour supply**.
- The **education level** and **language ability** of the population affect **labour productivity**.
- The cultural values, lifestyle, tastes and preferences of consumers will affect the demand of the customers.
- Because of globalisation, firms entering foreign markets have to:
 - > recognise that there are **cultural differences** in different countries; and
 - > **localise** their products to suit the tastes and preferences of consumers in those countries.

5. Political and legal factors

- Political and legal system of a country or a region such as **political stability, licensing regulations, labour laws, environment protection laws, customs laws** and **the relationship between the country** of doing business.
- Government can improve business environment by:
 - > encouraging **fair competition**
 - > respect **private property** rights and **the rule of law**
 - > enforcing business **contracts**
 - > allowing a free flow of **information**
 - > preventing **corruption** and **bribery**
- Stable political environment, Sound legal system** and **minimal government intervention** in business will lead to good business environment

- 一個國家或地區的先進**科技水平**能改進**生產技術**和提高**勞工生產力**，幫助公司節省**生產成本**。
- 一個國家或地區的先進資訊及通訊科技和運輸技術能讓企業以**節省成本的方式運輸原材料**和**分銷產品**。
- 現今的企業管理人員應細心思考如何利用一個國家或地區的新科技減低**生產和分銷成本**，以及拓展**商機**。

4. 社會文化因素

- 一個國家或地區的社會文化，例如**文化價值觀、生活方式、品味和喜好、教育程度、語言能力**和**人口結構** (**年齡分佈、性別比例、種族分佈**和**宗教分佈**)
- 人口結構**可影響一個國家或地區的**勞動力供應**。
- 人口的**教育程度**和**語言能力**則影響**勞工的生產力**。
- 消費者的文化價值觀、生活方式、品味和喜好會影響消費者的需求。
- 在全球化下，當企業到其他國家營商時，須：
 - > 考慮國與國之間所存在的**文化差異**；並
 - > 因應不同國家的文化，生產切合當地消費者需要和口味的產品，令產品更加**本地化**。

5. 政治和法律因素

- 一個國家或地區的政治和法律制度，例如**政局穩定、發牌制度、勞工法、環保法**，**貨物通關規例**和做生意的**國家之間的關係**。
- 政府可以透過以下措施改善營商環境：
 - > 促進**公平競爭**
 - > 尊重**私有產權**和**法治**
 - > 強制企業履行**商業合約**
 - > 容許**資訊**自由流通
 - > 打擊**貪污**和**賄賂**行為
- 政治環境穩定，法律制度健全**及**政府甚少干預商業運作**，將帶來良好的營商環境。