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

H K R M A

# RETAILERS

SUMMER 2021

SEEKING  
OPPORTUNITIES  
AMID ADVERSITY



# CONTENTS



## 03 Chairman's Message

## 07 Message from Hon. Peter Shiu Legislative Councillor (Wholesale & Retail)

## 12 Highlights of 2021 Retail Summit

## 19 Retail Innovation Conference: Achieving Technology Innovation and New Market Development

## 23 Visit to Asia Logistics Hub of S.F. Express

### **FLAGSHIP PROGRAMMES**

## 27 Strength O2O Ecosystem with Recognition

## 29 HKRMA 2021 AGM Luncheon - Call for Enrolment

### **TALENT DEVELOPMENT**

## 31 HKRMA Launches E-Commerce Certificate Course (E- Learning)

### **INDUSTRY NEWS**

## 32 Retail's Realignment - The Road Ahead for Omnichannel in the GBA

## 37 Love Upgrading Special Scheme 4

### **MEMBERS' CORNER**

## 39 New Members

## 40 Policies & Legislations

## 40 HKRMA Activities

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## Message from the Chairman of HKRMA

香港零售管理協會主席之話

**Mrs. Annie Yau Tse**

謝邱安儀女士

### SUPPORTING RETAIL INDUSTRY TO SEEK OPPORTUNITIES

#### AMID ADVERSITY

#### 支持業界 挑戰中尋機遇

Hong Kong's total Retail Sales Value (RSV) has bounced back into positive growth year-on-year since February this year. It was mainly attributable to the very-low-base effect following the COVID-19 outbreak in February 2020. Overall speaking, the RSV grew by 8.4% year-on-year in the first half of 2021, and yet it was still 30% lower than that of the same period in 2018 when the retail market was considered normal.

Although the pandemic is largely under control in Hong Kong which is favourable to local consumption, the retail market remains weak with challenges in the absence of inbound tourists. It is anticipated that the Government's Electronic Consumption Voucher Scheme will persistently stimulate consumer sentiment in the second half of 2021. With the disbursement of the first batch of consumption vouchers falling on a Sunday, some members responded that sales and foot traffic had improved drastically, which generated sales growth of 50% or even 100% comparing to previous weekends in June and July. If the uptrend persists, it is expected that the consumption vouchers may drive up overall retail sales by a single-digit or over 10% growth.

香港總零售銷貨價值自今年2月開始回復正增長，升幅主要是因為2020年2月開始爆發新冠疫情，以致去年上半年的基數非常低。綜合2021年上半年與去年同期相比，RSV錄得8.4%升幅，若與2018年同期相比（正常年份）卻仍然下跌三成。

雖然近月本地的疫情已經大致受控，在缺乏旅客的情況下，單靠本地消費支撐，目前的零售市道依然疲弱，營運環境仍充滿挑戰；而業界寄望電子消費券能持續刺激市民下半年的消費意欲。消費券發放的第一天適逢是周日，受訪會員表示銷售情況及人流都有所帶動；對比之前6、7月的周日，個別店舖的銷售增長更高達50%，部份甚至倍增。若此消費氣氛能持續，會員初步預期消費券能整體對銷售帶來單位數至一成多的升幅。



COVID-19 has accelerated the development of the online retail business in Hong Kong. The Government statistics revealed that the value of online retail sales in June stood at nearly HK\$2.3 billion. Notwithstanding the low percentage of it out of the total RSV, the eye-catching year-on-year increase of 63.8% is worthy to note. Furthermore, those retailers with both online and offline stores also achieved a substantial year-on-year online business growth of 85.4% on average. The remarkable performance indicates that traditional retailers have been putting tremendous effort in transforming their business models from brick-and-mortar to omni-channel retailing.

Nevertheless, while forging ahead at full speed, we should not overlook any practical issues and challenges that would hinder our business development. Recently, along with a stabilized and transforming retail industry, some members reported that they have been facing difficulties in staff recruitment and hence are impacted by manpower shortage. They even faced the pressure of hefty pay rises to attract talents. This situation usually appeared in frontline recruitment in the past. However, owing to an aging population, the new wave of emigration, and the severely weakened confidence in the industry's prospects due to the epidemic, the trend of talent shortage has been extended to the management level. This has increasingly hampered new retail development, posing a major challenge to the industry to prepare for economic recovery.

過去一年，疫情大大加速了零售商在網購業務的發展。政府數據顯示，6月的網上銷貨價值錄得接近23億元，雖然佔整體零售總銷貨價值約8.1%，卻較去年同期上升63.8%。值得注意的是，其他零售商（即有實體店舖的網店）於6月的網購生意對比去年同期更大增85.4%。這強勁的升勢，反映傳統的零售商正加快整合線上線下(O2O)全渠道的銷售模式。

然而，我們在全速向前推進之際，亦應該不斷審視本港市場和營商環境的變化。近期，隨著市況回穩和行業轉型，有會員反映招聘困難，以及出現員工短缺的情況，甚至面對提高薪金爭奪人才的壓力。這情況在過去通常是出現在前線職位，但基於人口老化、移民潮，以及疫情嚴重削弱零售從業員對行業前景信心等原因，導致人才短缺的趨勢蔓延至管理層職級；而為配合新零售發展所需的員工不足更日益加劇，令業界部署經濟復蘇的發展帶來重大挑戰。





On the other hand, retailers have been burdened with high rental costs. Though some retailers have their store rental fees adjusted upon lease renewals, the retail industry still expressed concerns over the rental levels. Our members revealed that most landlords were just willing to enter into a lease for a period of six months or up to two years. They opined that these landlords intended to sharply raise rentals again when positive factors emerge, such as border re-opening. As I explained to the media, border re-opening does not necessarily mean that there will be an influx of inbound travelers immediately. It may take a long time for the retail industry to gradually step out of the depression. The Association calls on the Government to take a serious look into the distorted retail rental market and prevent landlords from rent hikes after border re-opening, or prevent them from imposing unreasonable terms on commercial rents and related fees. A robust business environment is essential for economic recovery and maintaining the long-term competitiveness of Hong Kong enterprises.

On post-pandemic challenges, the Association has responded to the public consultation on the 2021 Policy Address and submitted our recommendations. These include re-opening the border with the Mainland in a prompt and orderly manner while safeguarding the public health of Hong Kong. Moreover, we support the retail industry to broaden business opportunities by promoting our retail goods to the Mainland and overseas through major online shopping festivals. The Association urges the Government to give full support to Hong Kong retailers expanding into the Greater Bay Area market, and integrating the approach into the overall development of the National 14th Five-year Plan.

另一方面，高昂的租金成本一直都是零售商最沉重的負擔，即使部份店舖續約得到租金調整，業界仍存在隱憂。會員透露，現時多數業主只願意簽訂六個月至二年期的租約，相信是業主正等待利好因素，例如重開關口的時機便再次大幅加租。正如我向媒體朋友解說，重開關口並不代表即時有大量旅客湧現，零售業還需要一段長時間才能逐步走出陰霾。協會呼籲政府正視現行扭曲的商舖租賃市場，防止業主在通關後大幅加租，或在商業租金和相關費用訂立不合理的條款，才能讓業界有穩健的營商環境，在經濟復蘇的路途上重回正軌，對維護香港企業的長遠競爭力亦非常重要。

面對後疫情的種種挑戰，協會近日藉著2021年《施政報告》公開諮詢而提出多項建議，包括在保障港人安全和健康的情況下，儘快逐步重開與內地的關口往來；同時支持業界舉辦大型網上購物節，向內地及海外推廣香港零售商品以擴潤商機。其次，協會敦請政府大力支持香港零售商拓展業務至大灣區市場，融入國家十四五規劃發展大局。

In the long run, new retail development has become an irreversible global trend. The Association anticipates that the Government will support retailers in accelerating their digital transformation. This includes funding the retail industry in terms of job training, adoption of more retail solutions, and assisting retailers in addressing the pain points of O2O ecosystem, particularly those relating to inadequate warehouse and logistics facilities. The current disbursement of consumption vouchers via e-payment platforms helps boost the penetration of electronic payment services. Nonetheless, some small and medium-sized (SME) retailers are hesitant about accepting online payments due to potential liquidity issues caused by lengthy transaction processes. The Government should discuss with the e-payment operators to resolve the concerns of SMEs, so as to promote the new retail development.

The Association will continue to strive for the best possible business environment for the retail industry. In the meantime, we anticipate unwavering support from our retailers with respect to the Association's work. We also hope that retailers can join us as our members. We will work together for the recovery and more vibrant development of the retail industry at this critical post-pandemic era.

長遠而言，新零售發展已是不可逆轉的全球趨勢。協會希望政府支持零售商加快數碼轉型，包括資助業界培訓人才、採用更多零售方案，並幫助零售商解決O2O生態系統의痛點，尤其是倉儲物流配套不足的問題。今次透過電子支付工具發放消費券，有助加速電子支付普及化。可是，有中小企零售商擔心電子支付到帳時間較長而產生現金周轉問題，所以對電子支付方式卻步。政府應就此情況與營運商磋商，解決中小企的顧慮，才能全面推動新零售發展。

協會將繼續竭力為業界爭取最佳營商環境，與此同時，我們希望各同業踴躍支持協會的工作，並加入成為會員，在這疫後的關鍵時刻，為零售業復蘇及更蓬勃的發展而共同努力。





## Message from Legislative Councillor (Wholesale & Retail)

立法會議員之話 (批發及零售)

**Hon. Peter Shiu**

邵家輝先生

### CONTINUE TO PROMOTE LOCAL CONSUMPTION WHILE STRIVING FOR EARLY BORDER REOPENING

#### 續推本地消費 爭取早日通關

Hong Kong's retail market has been gradually improving during recent months along with the ease of the pandemic. The Olympic fervour and the issuance of Electronic Consumption Vouchers are expected to further stimulate consumer spending. I think, at this time, the Government should not only continue to encourage local consumption but also actively strive for early border reopening with the Mainland. It should also increase duty-free concession for Mainland tourists' consumption in Hong Kong to prepare for the resumption of tourist spending.

Historically, local residents accounted for about two thirds of Hong Kong's retail sales, with the remaining one third coming from tourists. However, since more than a year ago, tourists have almost disappeared due to the pandemic and we can only rely on local consumption. Fortunately, after a period of downturn, retail sales in recent months have finally returned to 70% of the normal level as recorded in early 2019 (before the "anti-extradition amendment bill" incidents and the pandemic), reflecting that local consumption has recovered, partly relieving the operating pressure of the industries.

近月隨著本港疫情緩和，本地零售市道亦漸見好轉，加上奧運熱潮、電子消費券開始發放等因素，市民的消費意欲還可望上升。在此時候，我認為政府不僅要繼續鼓勵本地消費，也要積極爭取早日恢復與內地通關，及提高內地旅客在港購物免稅額，為重新引進旅客消費作好準備。

一直以來，本港零售業務大概有三分二來自本地居民，其餘三分一則屬於旅客消費。惟這年多以來，受疫情影響，旅客幾近絕迹，我們只能靠本地消費支撐。所幸的是零售業銷售總值經過一段低迷時間後，近月終於回升至2019年初正常市況（未發生「反修例」事件和疫情）的七成水平，反映本地消費的部分已恢復過來，讓業界稍紓經營壓力。



**Message from Hon. Peter Shiu**  
**Legislative Councillor (Wholesale & Retail)**  
立法會議員 (批發及零售) 邵家輝先生

In addition, the Government's HKD36 billion Consumption Voucher Scheme is expected to further boost the economy. Unlike the Government's distribution of HKD10,000 in cash mid last year, Consumption Vouchers are subject to time limits and cannot be accumulated. Coupled with the various offerings by many shopping malls and retailers to attract spenders, I think many people are willing to spend more on top of the Vouchers. Moreover, promotional activities in many shopping malls during the summer holiday and the Tokyo Olympic Games period as well as the outstanding performance of Hong Kong athletes in the Games have helped to bring up pedestrian flow and consumption atmosphere.

Of course, apart from continuing to encourage local consumption, early border reopening is also important. As mentioned above, one third of retail sales came from tourists, of which Mainland tourists accounted for nearly 80%. However, the close of the border between Hong Kong and the Mainland since March last year due to the pandemic has hardly hit many industries, such as tourism, retail, catering and transport. Therefore, when the Chief Executive earlier asked the Central Government for border reopening, I and fellow members of the industries were delighted and have been looking forward to its early implementation.

除此之外，政府推出總額360億元的電子消費券計劃已經啟動，可望進一步提振經濟。對比政府上年中派發一萬元現金，今次消費券具時限性，不能積存，而不少商場和商戶亦推出各式各樣優惠招徠顧客，我估計許多市民樂於在消費券以外再「加碼」消費。加上現時正值暑假及東京奧運舉行期間，不少商場都有宣傳活動，而且香港運動員今屆表現出色，都有助帶動人流和消費氣氛。

當然，除了要持續鼓勵本地消費，盡早恢復通關亦是當務之急。正如以上所講，零售業生意額有三分之一來自旅客，其中內地旅客便佔近八成。可是，自從香港與內地由去年三月起因疫情緣故而停止通關，已對旅遊、零售、餐飲、運輸等多個行業造成極大打擊。所以當特首早前向中央提請恢復通關，我和業界朋友都感到十分高興，希望盡快落實。

**Message from Hon. Peter Shiu**  
**Legislative Councillor (Wholesale & Retail)**  
立法會議員 (批發及零售) 邵家輝先生

If the authorities are concerned about the pandemic and only allow partial border reopening for the time being, I suggest that Guangdong Province, Macau and certain cities can serve as pilots in the initial stage. We can first let families and relatives reunite and let business travellers cross the border, each with a daily quota of 2,000. If possible, we can try to include tourists. When the pandemic becomes persistently under control, border reopening can be expanded or even reach full implementation.

Meanwhile, I have also proposed the Chief Executive's asking the Central Government to raise the maximum duty-free concession for Mainland tourists' consumption in Hong Kong. In recent years, our country has implemented the "Free Trade Port" policy, granting each citizen an annual duty-free shopping quota of RMB100,000 in Hainan, which has greatly promoted local industries such as tourism and retail. With this successful example, more than 20 Mainland cities are reportedly longing for following suit and building up "duty free cities". Many industry participants worry that this may shake Hong Kong's status as a "Shopping Paradise" in the long run.

倘若當局考慮到疫情而暫只容許局部通關，我建議初期可以廣東省和澳門等地作試點，先讓親友團聚和商務人士兩類人通關，每日各2000個配額，情況許可下亦盡可能包括遊客在內。待疫情持續受控，便可擴大適用範圍甚至全面通關。

同時，我也向特首建議提請中央，希望提高內地旅客在港購物免稅上限。國家近年推行「自貿港」政策，民眾到海南消費，每人每年享有十萬元免稅額，因而大大帶動了當地旅遊、消費等產業。所謂「珠玉在前」，據悉現已有逾二十個內地城市也想仿效海南，建設「市內免稅」。為此，不少業界朋友擔心這長遠可能影響香港的「購物天堂」地位。

In fact, raising the relevant cap of duty-free concession is also in line with the actual situation and needs. At present, Mainland residents are subject to duty payments during customs clearance for goods purchases in Hong Kong valued over RMB5,000. The quota has not been significantly raised since 1996. During this period, China's economy has developed rapidly, with considerable increases in purchasing power and demand as well as notable inflation. Therefore, I suggest that the Chief Executive proposes to the Central Government to raise the duty-free concession from RMB5,000 to RMB100,000, comparable with Hainan. I hope the Central Government will consider this.

Finally, I also hope that the Government will pay more attention to the negative impressions that Hong Kong residents have on Mainlanders in recent years and to resolve the conflicts between the two via publicity and other means, making Hong Kong a hospitable city again.

事實上，提高相關免稅上限，亦符合實際情況和需要。現時內地居民攜帶在港購買物品總值超過5000元人民幣，過關時便須繳稅，而這免稅額實自1996年以來都未有大幅調升。期間中國經濟已經高速發展，民眾購買力和需要大為提升，物價亦上漲不少。因此，我建議特首向中央提請，爭取將五千元免稅額增至十萬元，與海南看齊，希望中央予以考慮。

最後，鑒於香港與內地居民之間近年存在負面印象，我也希望政府多加正視，着力透過宣傳等工作，以冀化解兩地民眾矛盾，讓香港重新成為好客之都。





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HIGHLIGHTS 活動花絮

## 2021 RETAIL SUMMIT 零售高峰會

The Association's annual Hong Kong Retail Summit themed on "The Rise of New Retail Normal: Recover and Revitalize under Adversity", was successfully held on 17 June 2021. It was our first time holding the Summit on site with online live streaming, and allowed participants interacting with each other through the Association's mobile app. Although the scale of the Summit was smaller than previous years due to restrictions posed by the COVID-19 pandemic, we are pleased that the event was highly regarded by the industry and registered about 400 participants.

協會2021香港零售高峰會已於6月17日圓滿舉辦。今年高峰會以『香港零售新常態「疫」境新動力』為主題，更首次以現場及網上形式同步進行，透過協會的手機應用程式與參加者互動，達至線上線下全渠道接觸。今年的高峰會受疫情影響，雖然規模不及往年般龐大，但仍然被業界重視，現場及網上人數共有接近400名參加者。



In her opening remarks, Mrs. Annie Yau Tse, the Chairman of the Association, shared that retailers should not stick to the traditional model any more, and in fact the industry should find its way out by actively searching for new opportunities. She called on the industry to join force to overcome challenges and venture into the new retail era with innovative ideas.

協會主席謝邱安儀女士認為不應該停留在舊有的模式，尋求新機遇必定是業界的出路。她鼓勵零售商發揮團結精神，加上靈活創新的意念、努力不懈，業界一定可以很快走出低谷，而且向未來新零售進發。



**The Association would like to express great appreciation to all speakers for sharing their practical experiences and insights, and to sponsors and members for their unwavering support and participation. Highlights of the Summit together with video clips of speakers' sharing were posted on the Association's website for viewing.**

協會感謝11位商界及零售業翹楚擔任嘉賓講者，分享他們的實戰經驗和真知灼見；同時多謝各贊助機構的支持，以及會員的參與。高峰會的活動花絮及講者分享片段，已上載於協會網站。







#### Speakers 講者: (from left to right 由左起)

- Ms. Christina Wang, General Manager, OnTheList
- Mr. Rune Jacobsen, Managing Director & Senior Partner, Boston Consulting Group (BCG)

#### Moderator 主持人

- Mr. Andrew Yu, Vice Chairman, HKRMA/ Director, Yue Hwa Chinese Products Emporium Ltd  
香港零售管理協會 副主席 / 裕華國產百貨有限公司 董事總監 余偉傑先生



## Panel Discussion A 第一環節

Mr. Rune Jacobsen believed that Hong Kong is still attractive to Mainland customers, such as wealthy seniors are likely to look for good quality healthcare services and products in Hong Kong. It is critical for retailers to understand the expectations of different age group and income segments of the Mainland customers.

Mr. Rune Jacobsen認為香港對內地顧客仍然具有吸引力，例如富裕的老年人會希望訪港尋找優質的醫療保健服務和產品。零售商了解內地顧客不同年齡/收入階層的期望是非常重要的。

#### Mr. Andrew Yu 余偉傑先生 (Moderator 主持人):

“What do you think is the weakest link of Hong Kong's digital ecosystem for online retailing?  
對於網上業務，你認為在數碼化生態系統中最薄弱的環節是什麼？”



The big challenge is how to find the best talents who can support the IT infrastructure. This is not only about the technology, but the talents who can help us to drive an agile project, and to realize our business vision.

我們最大的挑戰是如何找到支援科技系統的人才。這不僅與技術相關，反而是能夠作出快速反應及靈活變通的人才以推動我們的工作，使實現我們的商業願景。

Ms. Christina Wang



## Panel Discussion B 第二環節

Mr. Bruce Lam shared the latest development on 5G technology and demonstrated how it could help retailers to enhance customer experience in order to drive foot traffic.

林國誠先生分享了5G科技的最新發展，並展示了零售商可如何結合5G科技為顧客創造有趣的體驗，以增力人流。

Mr. Patrick Tu, Mr. Keith Lee and Mr. Taurus Cheung exchanged views on how retailers should adapt to the post-pandemic new normal, including the application of retail technology for business expansion, adoption of innovative retail solutions and ideation of new service concepts for transformation.

屠厚鈞先生、李敬峰先生及張立志先生討論如何以零售科技協助零售商開創新商機，以創新零售方案及新零售服務理念解決業務轉型的挑戰。

### Speakers & Moderator 講者及主持人: (from left to right 由左起)

- Mr. Patrick Tu 屠厚鈞先生, Co-founder & CEO, Dayta AI
- Mr. Keith Lee 李敬峰先生, Co-founder, Wee Creation Company Ltd - Mobile.Cards
- Mr. Bruce Lam 林國誠先生, Ex-Co Member, HKRMA 香港零售管理協會 執委會成員 / Managing Director, Consumer Mobile, CSL Mobile Ltd (Speaker & Moderator 主講嘉賓及主持)
- Mr. Taurus Cheung 張立志先生, Co-founder & Director, Appcider Ltd - ShipAny



## Panel Discussion C 第三環節

The industry has experienced big challenges under the pandemic. Today, O2O integration and digitalisation are the major development trends. What is the biggest difficulty encountered by your company during the transformation?

業界在疫情下一起經歷了不少挑戰，時至今日，線上線下全渠道及數碼化已不可缺少。大家在轉型中，面對最大的難處是甚麼？

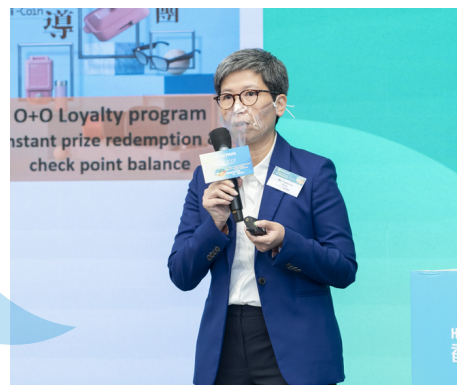
*Mr. Ricky Szeto, Ex-Co Member, HKRMA / CEO & ED, Hung Fook Tong Holdings Ltd (Moderator)*  
香港零售管理協會 執委會成員 / 鴻福堂集團控股有限公司 行政總裁兼執行董事  
司徒永富先生 (主持人)



Retail is not a sunset industry, it just needs to make changes in time. Traditional retailers have our own advantage, for example, my company started to digitize as early as 4 years ago, and the current O+O (online and offline) model has generated much impact.

零售並不是夕陽行業，只是需要適時作出轉變。傳統零售商亦有其優勢，例如公司早在4年前已著手進行數碼化，現時的線上線下營運成效顯注。

*Ms. Clarice Au, Ex-Co Member, HKRMA / Managing Director, Fortress*  
香港零售管理協會 執委會成員 / 豐澤 董事總經理 區文慧女士



Successful transformation requires early preparation, especially on the mind-set and agility of the team members. The company's big data and technology have been built since early years, the pandemic has indeed accelerated the company's cooperation with many retailers.

成功轉型並不是一朝一夕的事，尤其是團隊的思維及應變能力需要早作準備。公司早年已發展大數據和相關技術，而疫情確實加速了公司與零售商的合作契機。

*Mr. Ryan Lai, Managing Director, foodpanda Hong Kong*  
foodpanda 香港董事總經理 賴偉昕先生



The crisis cannot be predicted. The company should constantly review its own work, and think about what value it can bring to customers, how it can be done better, and it will find its way, and will do better than others.

我們不能預測危機何時發生。公司應該不斷審視自己的工作，思考能為客戶帶來甚麼價值，如何可以做得更好，自然會找到方向，而且會做得比人更好。

*Mr. Surrey Pau, Deputy General Manager, Smart Retail Department of China Operation and Management Center, Chow Tai Fook Jewellery Group*  
周大福珠寶集團有限公司 中國營運管理中心智慧零售部副總經理 包建豪先生





牛奶國際是亞洲領先的零售集團。  
秉承着凡事以顧客為先的精神，  
透過我們眾多深受信賴的品牌，  
致力為亞洲各地的顧客提供優質及  
超值的產品和服務，成為他們信任的店舖。



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\* The Dairy Farm Company, Limited 牛奶有限公司旗下Mannings Plus、Mannings Baby及GNC分別獲得香港零售管理協會「2020 最佳優質服務零售商 - 個人護理產品組別」、  
「2020 最佳優質服務零售商 - 嬰兒及兒童商品組別」及「2020 最佳優質服務零售商 - 健康產品組別」





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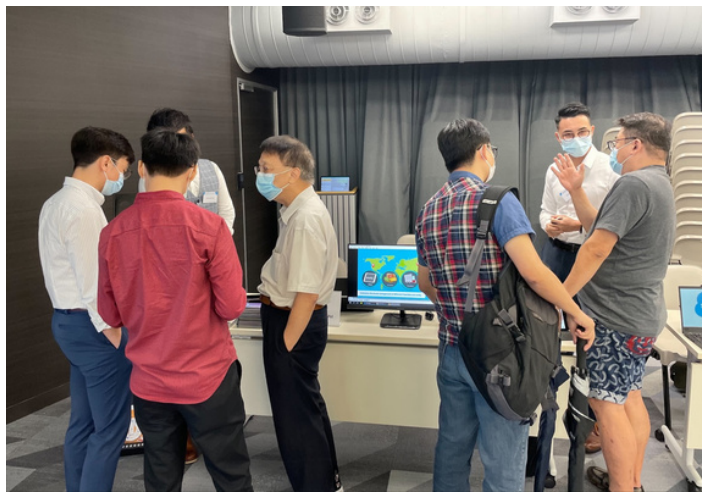
## RETAIL INNOVATION CONFERENCE: ACHIEVING TECHNOLOGY INNOVATION AND NEW MARKET DEVELOPMENT 零售創新會議：邁向科技創新 拓展嶄新市場

In recent years, emerging retail technologies are being widely adopted among Hong Kong retailers so as to uplift competitiveness, sustain business growth and realize potential business expansion in the new retail ecosystem. However, how to utilize technologies and catch up with the latest trends are still unresolved difficulties.

On 21 July 2021, the HKRMA organized the Retail Innovation Conference with the funding support of the Trade and Industrial Organisation Support Fund (TSF). On the occasion, representatives from Alibaba Cloud Intelligence HK, Dayta AI, Market Trend, Posify, PwC HK, Suning HK, Tmall and Tofugear shared their insights on the latest retail business and technology trends, as well as how Hong Kong retailers can capitalize on the potential business development in the GBA area.

An exhibition was staged in parallel with the conference, showcasing the most popular and advance smart retail technologies.





近年越來越多香港零售商開始採用新零售技術，以提升品牌競爭力，獲得新零售產業下的可續發展，實現新技術生態下的商業板塊擴張。然而，如何最大化利用這些新技術，以及如何抓住高速變化的科技發展趨勢，仍然是香港零售業的未解難題。

由工商機構支援基金贊助，香港零售管理協會於7月21日舉辦了「零售創新會議」免費專題研討會。協會當日邀請了阿里雲智能, Dayta AI, 創域互動有限公司, 富盈通移動科技有限公司, 羅兵咸永道, 香港蘇寧, 阿里巴巴淘寶天貓及 Tofugear等代表，剖析最新零售業務，零售科技及應用趨勢，並共同探討大灣區的潛在商機。會議更同場設有「智能零售科技展」，介紹最新零售科技及應用方案。其他相關活動，請瀏覽協會網頁。





三藩市式手藝批

HAND CRAFTED



Pizza Hut三藩市式手藝批，受三藩市特色麵糰啟發，採用長時間低溫發酵，令麵糰充滿氣孔，加上獨特的搓壓技巧，做出批底鬆脆的外層與內裡綿密細緻的質感。

Pizza Hut's Hand Crafted Pizza is inspired by San Francisco-style sourdough. This pizza is made to order with low temperature fermentation and skillful, artisanal kneading techniques, it's crusty and bubbly, outside - airy and light, inside.

訂餐 order [www.pizzahut.com.hk](http://www.pizzahut.com.hk)



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## VISIT TO ASIA LOGISTICS HUB OF S.F. EXPRESS 參觀順豐速運亞洲物流中心

On 27 July 2021, the Association organized a business tour to S.F. Express's Asia Logistics Hub in Tsing Yi for member companies. Besides the business tour, representatives of local e-marketplace, and online marketing and promotion platforms were invited to introduce their services and exchange views with members on new business opportunities.

協會於7月27日組織了公司會員參觀香港順豐速運的中心亞洲物流中心。當日亦邀請了本地電商平台和網上行銷推廣平台介紹其業務，並透過交流共同探討合作商機。







Mr. Steve Shum, GM of S.F. Express, introduced their new service platform, the “E-Grow Co-working Space”. It provides retailers with all-in-one e-commerce business solutions, including warehousing, express delivery, advertising, shared workspace, and relevant supporting services, etc.

順豐總經理岑子良先生介紹公司的E-Grow新服務，全方位支持零售商營運及持續發展電商業務，提供倉儲管理、物流配送、廣告行銷、共用工作間及相關硬體配套等一站式服務。



Mr. Wilson Wong, Marketing Director of Price.com, introduced how their business has transformed from an information portal to an O2O marketplace with product selling and advertising service.

Price.com 市場部總監黃偉健先生介紹了公司，如何從傳統的資訊平台轉型至O2O零售平台，提供銷售及市場推廣服務。



Mr. Vin Ng, Business Development Director of Spreadit, shared the latest trends and tips on live streaming and influencer marketing in both Hong Kong and the Mainland.

Mr. Vin Ng, Spreadit 業務拓展總監分享了香港和內地直播和網紅營銷的最新趨勢和技巧。





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# *Star of* *the soul* River



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## Strengthen O2O Ecosystem with Recognition

提升線上線下系統

### HKRMA CUSTOMER EXPERIENCE RECOGNITION SCHEME 顧客體驗認證計劃

The Association launched the O2O Customer Experience Recognition in 2021 to recognize retail brands with excellence in delivering seamless online and offline customer experience.

It is an one-off assessment on the performance of the online and offline customer experience, covering both retail outlet and e-shop.

Participating brands who pass the assessment will be awarded for a Recognition for 12 months with Window Sticker, Certificate and E-logo, and will be eligible to compete for the annual "Top 10 O2O Customer Experience Award" free-of-charge.

協會於2021年設立O2O顧客體驗認證計劃，希望透過全面的線上線下評估，表揚提供線上線下無縫顧客體驗及優質服務的零售品牌。此認證計劃為零售品牌提供一次性的店舖服務及網店購物體驗評估。

成功通過評估的參與品牌將獲得由協會頒發的櫥窗認證貼、證書及電子標誌。凡參加此計劃的零售品牌，將免費角逐年度『O2O顧客體驗大獎』，成為十大O2O零售品牌。





## SCHEME FEATURES 計劃特色

1

### First-ever O2O Recognition in Hong Kong

全港唯一線上線下顧客體驗認證

2

### All-rounded Assessment on O2O Customer Experience

全面評審O2O顧客旅程

3

### One-off Assessment for 12 Months

一次性評估

4

### Top 10 O2O Customer Experience Award

O2O顧客體驗大獎

## Assessment Criteria 評審準則

### 1. Awareness 意識

Presence in multi-channels to maximize interest and demand for your brand  
於不同渠道曝光以提高顧客對品牌的興趣和需求

### 2. Consideration 考慮

Information for customers to know more about your brands and build trust  
品牌資訊以提高顧客對品牌的認識及信任

### 3. Conversion 購買

Online and Offline Customer Experience  
線上和線下顧客體驗

### 4. Evaluation 評估

Evaluation on long-term customer relationship and satisfaction  
評估顧客關係和顧客滿意度

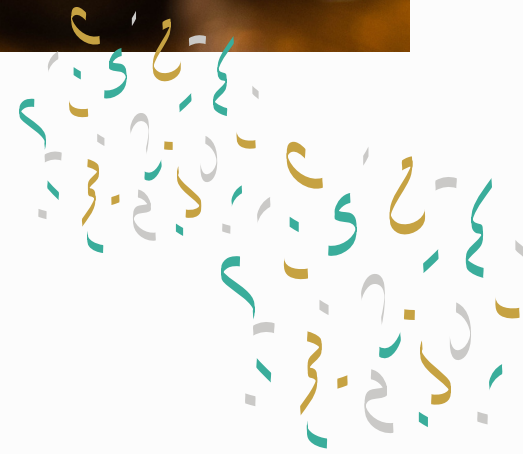
For more information, please visit 計劃詳情:

<https://www.programmes.hkrma.org/o2o-cx-recognition>

Inquiry 查詢: 2866 8311 / event@hkrma.org



## 2021 HKRMA AGM LUNCHEON 會員周年午餐交流會



**Date日期：** Friday, 8 October 2021  
2021年10月8日（星期五）

**Time: 時間：** 12:30 - 14:15

**Venue 地點：** Harbour Grand Hong Kong, 23 Oil Street, North Point  
香港北角油街 23 號, 港島海逸君綽酒店

**Guest Speaker 嘉賓講者：**

Dr. Peter Lam, GBS, Chairman, Hong Kong Trade Development Council  
香港貿易發展局主席 林建岳博士, GBS

### Signature Event for Networking 年度交流盛會

The AGM Luncheon has been a signature event of HKRMA for members and guests to build new connections and to learn the latest market information.

會員周年午餐交流會讓各商界領袖有機會聚首一堂、互相交流，及分享業界最新發展。



## AGM Luncheon Guest Speaker 嘉賓講者

**Dr. Peter Lam, GBS**  
**Chairman, Hong Kong Trade Development Council**  
**香港貿易發展局主席 林建岳博士, GBS**



The rapid economic growth in the Greater Bay Area (GBA) has brought tremendous new development opportunities for enterprises. Over the years, the Hong Kong Trade Development Council (HKTDC) has been actively promoting the integrated development of the GBA, while the Government in its 2020 Policy Address further strengthened the HKTDC's pivotal role in supporting Hong Kong enterprises to tap into the GBA market.

We are honoured to have Dr. Peter Lam as the guest speaker of the occasion. He will share his invaluable insights on the overall business landscape in the GBA, and how Hong Kong retailers can leverage the services of HKTDC to capitalize on the opportunities arising from the GBA development and the Mainland's flourishing economy.

粵港澳大灣區建設是國家其中一項重大發展戰略。大灣區內各地近年經濟增長迅速，為企業帶來新的發展機遇。多年來，香港貿易發展局(貿發局)積極促進粵港合作，推動大灣區的融合發展。去年施政報告更加強貿發局支持香港企業進軍大灣區市場的角色，為企業提供多元化的服務。

協會今年榮幸邀請了香港貿易發展局主席林建岳博士，擔任主講嘉賓，分享他對大灣區整體商業格局的寶貴見解，以及香港零售商及企業如何能善用貿發局的服務，把握大灣區的龐大商機。

**Members and retailers are encouraged to reserve seat and join the AGM Luncheon.**  
**歡迎會員及同業訂座參加交流午餐會。**

### 參加費用 Participation Fee (HKD)

	Per Person 每人	Half Table (4 pax) 半席 (4 人)	One Table (8 pax) 每席 (8 人)
<b>Member</b> 會員	\$1,250	\$4,200	\$8,400
<b>Non-member</b> 非會員	\$1,500	\$5,600	\$11,200

- Each table will be arranged with 8 persons. A maximum of 12 persons will be arranged in one table upon request by the participating company.  
每枱人數8人，如公司要求，最多可安排每枱12人。
- Participating guests have to follow the Government social distancing measures imposed on the venue, please refer to the [event website](#) for details.  
參加者需要配合場地規定的社會限聚令安排，請瀏覽活動網頁以了解詳情。

**Table Booking**  
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Inquiry 查詢：  
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# 網上電商證書 課程

To cope with the changing mode of learning, the Association launches online learning for E-commerce Certificate courses, providing up-to-date knowledge on retail industry through an easy and convenient learning platform.

為配合學習模式的轉變, 協會新推出網上學習電商證書課程, 為零售從業員提供簡單及方便的方法, 透過網上學習零售新資訊和技巧。

- **E-Commerce Certificate Course on Search Engine Optimization and Google Analytics (Module 1-4)**  
(English Only)
- **E-Commerce Certificate Course on Marketing Analytics: Web, Social Media and Digital Advertising (Module 1-3)**  
(English Only)



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- View videos for 60 days
- Can submit any course related questions to trainer in Q&A session
- Can get your Certificate of Completion after completing a quiz at the end of the course





# Retail's Realignment



The Road Ahead for Omnichannel in the Greater Bay Area

## 零售新里程：大灣區全渠道發展展望

**The Association thanks KPMG China for contributing the article.**  
協會感謝畢馬威中國提供以下文章。

(Released on 9 June 2021, Hong Kong 2021年6月9日, 香港)

Retailers in Hong Kong and nine mainland China cities of the Greater Bay Area (GBA) are increasing their use of both direct-to-consumer e-commerce and third-party e-commerce platforms, with a majority of respondents also implementing GBA-specific strategies, according to a joint survey by KPMG China, GS1 Hong Kong and HSBC.

The fifth edition of the study, titled Retail's Realignment: The Road Ahead for Omnichannel in the Greater Bay Area, surveyed 2,053 consumers and 400 senior retail industry executives in Hong Kong SAR and nine mainland GBA cities and examines the digitalisation and technology trends and related corporate strategies in the retail sector. It finds that as consumers embrace an increasingly online-to-offline (O2O)-driven retail ecosystem, companies need to focus on making the online experience user-friendly, engaging and easy to transact on.

畢馬威中國、香港貨品編碼協會（GS1 Hong Kong）及滙豐聯合進行的一項調查顯示，香港和中國內地九個大灣區城市的零售商越來越多使用直接面向消費者的電子商貿和第三方電子商貿平台，大多數受訪零售商也在落實大灣區策略。

該調查報告以「零售新里程：大灣區全渠道發展展望」為題，是有關研究的第五份年報。調查訪問了香港和內地九個大灣區城市的 2,053 名消費者和 400 名零售業高級管理人員，並探討了零售業的數碼化和科技趨勢及相關的企業策略。研究發現，隨著消費者更接受由線上到線下（O2O）為主導的零售生態系統，企業需要致力讓網上體驗變得更方便、吸引和容易交易。

According to the survey, one in two (50%) of Hong Kong consumers said they felt more comfortable about shopping online since the start of the pandemic, not far behind the 59% of respondents from the nine mainland China GBA cities surveyed. Tellingly, 24% of Hong Kong consumers and 23% of those in the mainland GBA cities say they could live without physical retail stores.

Alice Yip, Partner, Head of Consumer and Industrial Markets, Hong Kong, KPMG China, says: "Consumers are buying more online than ever before, and the retail brands who have best survived this rapid transition are those who have proven agile in their response to the growing demand for digital engagement. Hong Kong and mainland China GBA retailers are already implementing strategies for regional growth across the region while also looking to expand into Southeast Asia, with industry leaders emphasising the need for adequate localisation of products, services and marketing approaches to attract the growing pool of digital-savvy consumers."

The survey finds 73% retailers surveyed are implementing a GBA-specific strategy across one or more of their business functions. The most common business functions for which 43% of surveyed retailers are implementing a GBA strategy are sales and marketing and communications, as companies look to attract customers in the mainland China market. Thirty percent of those retailers polled are developing a GBA programme for fulfilment, logistics, operations or supply chain management.

調查顯示，自疫情爆發以來，每兩名香港消費者中即有一名（50%）表示對網上購物的自在程度提升，在九個大灣區內地城市則有59%的受訪者作出相同回應，兩者相差不遠。值得注意的是，24%的香港消費者和23%的大灣區內地城市消費者表示，他們可以接受沒有實體零售店鋪。

畢馬威中國香港消費品與工業市場主管合夥人葉嘉明表示：「消費者在網上購物的數量比以往任何時候都要多，而在這場快速轉型中存活下來的零售品牌，正是那些能夠靈活應對日益增長的數碼化需求的品牌。香港和中國內地的大灣區零售商已經在區內實施區域增長策略，同時也在尋求向東南亞擴張，業界領袖強調，需要將產品、服務和市場推廣方法充分的本地化，以吸引越來越多精通數碼科技的消費者。」

調查發現，73%的受訪零售商正在一個或多個部門實施大灣區策略。43%的受訪零售商最常在銷售、市場推廣和傳訊部門實施相關策略，因為企業希望吸引中國內地市場的客戶。30%的受訪零售商正在制定大灣區有關付運、物流、營運或供應鏈管理計劃。





Anna Lin, JP, FCILT, Chief Executive, GS1 Hong Kong, says: "Consumers expect a seamless transition from an in-store experience to an online experience. They also want to engage with brands across social media and other digital media and they expect brands to use technology to improve customer service, ease of payments, flexible delivery options and convenient returns." This suggests that brands and retailers who forge an online-to-offline solution that encompasses multiple digital points of engagement will enjoy a significant marketplace advantage in the future.

"GS1 unique product identification provides a way to bridge the gap between physical and digital, and creates one source of truth for product information along the supply chain. By registering products with internationally recognised standard identifiers like GS1 barcode, it gives every product a clear, accurate and consistent digital identity across different channels, enabling a more satisfying consumer experience in search, share, purchase and ease of return. Ultimately, this gives consumers a greater level of trust and loyalty relating to the products they buy."

香港貨品編碼協會總裁林潔貽表示：「消費者期望線上線下購物體驗一致、緊密連接。他們希望通過社交媒體和其他數碼渠道認識品牌，亦希望品牌能夠利用科技改善顧客服務，簡化支付方法，提供靈活的送貨選擇和便捷的退貨服務。」這表明，品牌和零售商若能打造出一個包含不同數碼參與點的線上線下方案，將在未來享有顯著的市場優勢。

林潔貽補充道：「GS1的獨有產品標識能連繫實體與數碼世界，並為供應鏈中的產品資訊提供單一可靠的數據來源。通過使用國際認可的標準識別符號（如GS1條碼）註冊產品，每種貨品在不同渠道上都有一個清晰、準確和一致的數碼標識，方便消費者進行搜索、分享、購買和退貨，提升消費者體驗，從而提高消費者對所買產品的信心、增強忠誠度。」

約三分之二的消費者（香港：65%，大灣區內地城市：67%）表示，他們已變得更習慣使用電子支付方法。零售商正在採取措施來增強客戶體驗，有30%的受訪商戶表示，他們將優先考慮投資於科技，以便建立無縫的採購和交易流程。



Lewis Sun, Head of Product Management, Asia Pacific, Global Liquidity and Cash Management, HSBC, says: "In order to deliver a seamless customer journey, more retailers in the Greater Bay Area are looking for a single platform that can take payments from multiple channels – from credit cards, bank transfers to e-wallets. At HSBC, we observed exponential growth in the transactional volume of our Omni Collect payment solution in Asia since it went live in 2018. In Hong Kong and mainland China alone, the volume has increased 125% year on year in April 2021, while the transactional value has grown 165%."

As retailers and brands develop more complex digital channels and deploy new technologies, sourcing, upskilling and reskilling talent to build a future-ready workforce will be a key priority for retailers in navigating the new normal and capture growth opportunities. With technical areas such as IT and systems support (38%), data analytics (35%), and research & development (31%) identified as top areas demanding more workforce, professional development programmes as well as talent exchange within the GBA will provide opportunities to fill the gaps.

While convenience is important, the survey also finds authenticity is the number one attribute attracting consumers to brands in amid the pandemic, in both Hong Kong and mainland GBA cities with 68% and 65% of consumers respectively more conscious of product origin and authenticity, as their focus on health, sustainability and well-being are sharpened. Demonstrating authenticity and explaining purpose is thus also more important than ever before for retailers to build trust with customers.

滙豐環球資金管理部亞太區產品管理主管孫雷表示：「愈來愈多大灣區的零售商希望使用支援多項支付方式的單一平台，一站式收取信用卡、銀行轉賬、電子錢包等多個渠道的款項，以提供無縫的客戶體驗。我們的收款方案 — 滙豐「智豐收」自2018年在亞洲推出以來，交易量錄得顯著增長；在香港和中國內地而言，該方案在2021年4月處理的交易量按年增長125%，交易額則上升165%。」

隨著各零售商和品牌商開發更複雜的數碼渠道和部署新技術，招聘合適人才、提升員工技能和提供再培訓，將是零售商駕馭新常態和把握發展機遇的首要工作之一，以建立一支能夠應對未來發展的隊伍。調查發現資訊科技與系統支援（38%）、數據分析（35%）及研發（31%）等被視為最需要人手的領域，而專才發展計劃以及大灣區人才交流將有助填補這個人才缺口。

雖然便利性很重要，但調查亦發現，在疫情爆發後，產品的真確性是吸引消費者購買品牌的首要因素，在香港和大灣區內地城市，分別有68%和65%的消費者更關注貨品的來源地和真偽，反映他們現在更注重健康生活和可持續性。因此，要獲得客戶對品牌的信任，零售商比以往任何時候都更需要展示商品貨真價實，以及說明品牌的理念。



## Key takeaways for Greater Bay Area retailers 大灣區零售商應留意的關鍵要點

Align data collection practices with analytics capabilities and consumer preferences.

使公司的數據收集做法與其分析能力和消費者喜好對應。

- Be more disciplined in collecting data.  
在收集數據方面更加嚴謹。
- Assess current analytics capabilities and gaps that need to be addressed to fully leverage the data.  
評估當前的分析能力和需要解決的差距，以充分利用數據。

Adapt O2O strategies to reflect the changing roles and interconnectivity of digital and physical retail channels.

調整O2O策略，以反映數碼和實體零售渠道的角色變化和互聯性。

- Retailers selling a product across multiple channels must wholly integrate physical stores and online channels with social-media strategies that create a comprehensive brand proposition.  
在多個渠道銷售貨品的零售商必須將實體店舖和網絡渠道與社交媒體策略完全結合，以構建全面的品牌主張。

Leverage the GBA, EdTech and third-party tech providers to source qualified talent and upskill/reskill workers.

利用大灣區、教育科技和第三方技術供應商來獲得合格人才，提升員工技能和提供再培訓。

- Take advantage of GBA-related talent schemes.  
利用大灣區相關人才計劃。
- Work more closely with educational institutions to retrain or upskill workers.  
與教育機構更緊密地合作，提升員工技能和提供再培訓。
- Examine selection process for third-party technology providers, focusing not only on cost but also industry expertise and fit.  
檢查第三方技術供應商的選擇流程，既關注成本，亦着重行業專業知識和契合度。

Harness technology to meet consumer expectations for experience and product authenticity.

利用科技滿足消費者對體驗和貨品真確性的期望。

- Consumers embracing new technologies expect it will deliver benefits such as an improved customer experience searching for goods online and addressing product or order inquiries.  
使用新科技的消費者都希望新科技能夠為他們帶來好處，例如提高網上搜索商品和查詢商品或訂單的客戶體驗。

Tailor products, services and marketing for Gen Z and other demographic groups.

為Z世代和其他客戶群組量身定制產品、服務和市場推廣。

- Examine how to better target Gen Z and other consumer segments through data-driven research and differentiated product and service offerings.  
研究如何通過數據驅動的研究和差異化的產品和服務，更好地瞄準Z世代和其他消費群體。

Develop comprehensive strategies for expansion in the GBA and other Asian markets.

制定在大灣區和其他亞洲市場擴充業務的綜合策略。

- Consider the GBA's advantages for establishing shared service centres and back office functions, and assess how evolving regulations will affect the cross-border flow of goods, talent and human capital.  
考慮在大灣區建立共享服務中心和後勤職能的優勢，評估不斷變化的法規將如何影響貨物、人才和人力資本的跨境流動。
- Carefully consider localisation strategy when expanding into Southeast Asia.  
在向東南亞擴充業務時，仔細考慮本地化策略。

For full report, [please click here](#) 按此下載調查報告全文。

# Love Upgrading Special Scheme

Supporting the Unemployed or Underemployed\* for Skills Enhancement

## 「特別·愛增值」計劃

The Employees Retraining Board (ERB) launches the Love Upgrading Special Scheme 4 (Scheme) in July 2021 to support the unemployed or underemployed to upgrade their skills for self-enhancement and employment.

僱員再培訓局於2021年7月1日推出「特別·愛增值」計劃4（「特別計劃4」），協助失業或就業不足人士透過修讀培訓課程提升技能、自我增值及投身職場。

### Scheme Details 計劃特色

- No restriction on educational attainment不限學歷
- Free of charge學費全免
- Disbursement of special allowance 合資格學員可於課程完結後獲特別津貼，每月最高\$5,800
- Around 500 training course 約500項課程，涵蓋「職業技能」、「創新科技」及「通用技能」範疇

Website of the Scheme 「特別計劃4」專頁: [www.erb.org/scheme](http://www.erb.org/scheme)

### Application Period 申請期

1 July to 31 December 2021 (7月1日至12月31日)

### Enterprise-based Training 企業包班」服務

Corporations or associations may arrange enterprise-based training free of charge for employees or staff of corporate members who are underemployed or taking no-pay leave at employer's request to take part-time courses under the Scheme.

「計劃」設有「企業包班」服務，企業或商會可以「包班」模式免費安排其開工不足或被僱主要求放取無薪假期的僱員或會員機構員工修讀「計劃」下的「部分時間制」課程，提升工作技能。

Should members have interest on the ERB Enterprise-based Training, please fill in the online Reply Slip 如會員有興趣使用「企業包班」服務，可填寫網上回條:

<https://bit.ly/3rG4P3H>



# 「特別·愛增值」計劃

## 「企業包班」服務

支援受經濟下行影響的僱員參與培訓

### 提升僱員技能 ➤ 增強企業競爭力

- 約340項「職業技能」、「創新科技」及「通用技能」課程選擇
- 涵蓋27個行業及通用技能範疇
- 以「部分時間制」模式上課，配合工作安排
- 完班僱員可獲發特別津貼

**費用  
全免**

**現正接受企業及商會申請**

申請期：2021年7月1日至12月31日

# 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:

Authentic Station 正品站  
Freetime 允頌貿易有限公司  
GMA Building Material (HK) Company Limited 天藝  
建築材料(香港)有限公司  
K & M Company  
Honest Share Limited  
Princessbox 公主盒子  
My Smile 買到笑  
Zwei Development Limited (Shiba Shop) 貳發展有  
限公司 (柴犬商店)  
Lok Chun Trading Limited 樂晉貿易有限公司  
Element Pacific Company Limited 艾力曼有限公司  
Trendy Trading (HK) Limited 卓達行(香港)有限公司  
Best Life Home Company Limited 優質家居生活百  
貨有限公司  
Leader Trade Limited 利達行有限公司  
Vivian Pika 比比安日韓時裝店  
Gallery Luxe  
Vosgo Limited 諾高科技有限公司  
Legend Corporate Company Limited 勵駿企業有限  
公司  
Makeitsimple\_km  
Hareody Home (Hong Kong) Limited 華諾狄家居  
(香港)有限公司  
miscrystalhk  
Advanced Building Materials Co Ltd 高建科技建材  
有限公司  
The Best Accessories Of Pet Express Limited 最佳寵  
物用品速遞有限公司



ProfessorPort Limited  
Cradle Materials Company Limited 基木有限公司  
King Power Watch & Jewelry Limited 君王鐘錶珠寶  
有限公司  
Fir Diamond (HK) Limited 飛兒鑽石(香港)有限公司  
Ohbaby Star Bless Company Limited  
Sozo Luxury International Limited  
Bluebluebluek  
Manaddict  
Harvest Medical Holdings Company Limited 和田  
藥業控股有限公司  
Lollipop Luxury Limited 架勢堂(香港)有限公司  
Rome Luxury Station 羅馬欣  
Delivery Hero Food Hong Kong Limited  
LDB Consultant Limited 德悅顧問有限公司

### Associate Members 公司聯席會員:

GOIP Aula Limited 鷗娜科技有限公司  
i-Sprint Innovations (HK) Limited 安訊奔(香港)科技  
有限公司  
Armitage Technologies Limited 萬迅科技有限公司  
The Continuity Company Limited 恒業市場推廣有  
限公司  
Custom Gateway International Limited 定制通  
Custom Gateway  
IPAYMY LIMITED  
Sun Tone Retail Solutions Limited 新通數碼零售有  
限公司

## Join Now

ENQUIRIES

Tel: (852) 2866 8311

Email: [membership@hkrma.org](mailto:membership@hkrma.org)



## 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.

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。

### Association's Views 協會意見:

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](http://www.hkrma.org)  
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。

- Submission on the Regulation of Disposable Plastic Tableware  
就《管制即棄膠餐具》諮詢提供業界意見
- Submission on 2021 Policy Address Consultation  
向政府提交2021施政報告建議書
- Submission on the Producer Responsibility Scheme on Plastic Beverage Containers  
就《塑膠飲料容器生產者責任計劃》諮詢提供業界意見
- Submission on Real-name Registration Programme for SIM Cards Consultation  
就《電話智能卡實名登記制度》諮詢提供業界意見

### HKRMA Upcoming Activities 活動一覽表:

Date 日期	Event 活動
31 Dec 2021	E-Commerce Certificate Course on Search Engine Optimization and Google Analytics (Module 1-4) (English only) E-Commerce Certificate Course on Marketing Analytics: Web, Social Media and Digital Advertising (Module 1-3) (English Only)
09 Dec 2021	2021 Annual Awards Presentation Ceremony 2021 年度頒獎禮
18 Oct 2021	Certificate on Social Media Advertisement and Performance Management
11 Oct 2021	Certificate on Implementing Social Media Visual Strategy
08 Oct 2021	2021 AGM and Luncheon 2021會員周年大會暨午餐交流會
04 Oct 2021	Certificate Course on Developing Social Media Strategy and Management Certificate Course on Social Media Marketing
15 Sep 2021	2021 Smart Retailing Award Open Presentation - Explore Retail Transformation Beyond Your Horizon 2021 智能零售大獎公開演說日：探索零售轉型新視野



## 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 38 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 9,000 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 19 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38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9,000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、家具及居室用品、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19個亞太區國家／地區，每個會員均由主要零售協會擔任代表。

