

LETTERHEAD OF YUE HWA CHINESE PRODUCTS EMPORIUM LTD.

CB(1)643/00-01(24)

By Fax and by Post

24th February 2001

Clerk to-the Bills Committee on
HKTA (Amendment) Bill 2001
3/F, Citibank Tower
3 Garden Road
Hong Kong

Dear Sir,

Re: Hong Kong Tourist Association (Amendment) Bill 2001

As one of the retailers and department store operators, we welcome the captioned-above bill and extend our full support to it.

We feel pleased to learn that the size of the Board of Management of HKTA will be expanded to include representatives from the retailers and/or restaurant operators. The statistics of incoming visitor spending in 1999 indicate that the percentage of visitors spending in shopping and entertainment exceeds 52% of their total spending. It has been found that in shopping, most of their purchases cover oriental and Chinese products, such as handicrafts, ornaments, garments and native products that are unique and attractive to them. Again, this shows the important role the retail and restaurant sectors could play in the tourism industry, as well as the need of reflecting a stronger representation of these sectors in the relevant organisations.

As always, we will work more closely with all other retailers and department store operators towards the betterment of Hong Kong as a whole, and the enhancement of the tourism industry in particular.

Your kind attention is appreciated.

Yours faithfully,

c.c. Mrs. Selina Chow