

**Replies to supplementary questions raised by Finance Committee Members in  
examining the Estimates of Expenditure 2011-12**

**Director of Bureau : Secretary for Commerce and Economic Development  
Session No. : 5**

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<u>S-CEDB(CIT)02</u>	S015	CHAN Mo-po, Paul	152	Posts, Competition Policy and Consumer Protection
<u>S-CEDB(CIT)03</u>	S016	CHAN Mo-po, Paul	152	Subvention: Consumer Council
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<u>S-CEDB(CIT)15</u>	SV008	TSE Wai-chun, Paul	152	Subvention: Hong Kong Tourism Board
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Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)01**

Question Serial No.

S014

Head : 152 Government Secretariat:  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Subhead (No. & title) :

Programme : (2) Commerce and Industry

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

With regard to “enhancing the long-term competitiveness of small and medium enterprises (SMEs)” mentioned under the “Aim” of this programme, is the provision of some \$150 million sufficient for the purpose? What is the current percentage share of SMEs in Hong Kong Gross Domestic Product (GDP)? What is the number of people employed by SMEs and their proportion in the total labour force? How are the figures compared to those of 5 years, 10 years and 15 years ago? If the proportion of SME’s in GDP and that of their employees in the labour force are declining, does the Administration know the reasons? Is there any plan to support the sustainable development of SMEs?

Asked by : Hon. Chan Mo-po, Paul

Reply :

The Administration does not have information on the percentage contribution of small and medium enterprises (SMEs) to the Gross Domestic Product of Hong Kong, suffice for it to say that SMEs have always been the backbone of Hong Kong’s economy. According to the statistics provided by the Censuses and Statistics Department, there are about 290 000 SMEs in Hong Kong in 2010, accounting for over 98% of all local enterprises, and employing 1.22 million persons, constituting about 48% of total employment in the private sector. In 2000 and 2005, the number of persons employed by SMEs was 1.2 million and 1.19 million, constituting respectively 52% and 51% of total employment in the private sector. As regards the data on SMEs in 1995, they are not compiled in accordance with the current definition of business units and industry classification. They are therefore not directly comparable with those after 2000.

The Government attaches great importance to the development of SMEs. The estimated expenditure in 2011-12 for Programme (2) Commerce and Industry is about \$150 million. It is mainly for the manpower and operating expenditure for handling this programme area. It does not include the funding allocated to the Trade and Industry Department (TID) for its specific measures to assist SMEs. In 2011-12, the estimated expenditure for TID’s SME Funding Schemes (including the SME Loan Guarantee Scheme, SME Export Marketing Fund

and SME Development Fund) is \$386 million. We plan to increase the total guarantee commitment under the SME Loan Guarantee Scheme substantially from \$20 billion to \$30 billion. In addition, we also plan to inject an additional \$1 billion into the SME Development Fund and SME Export Marketing Fund. As regards the Support and Consultation Centre for SMEs, the estimated expenditure (excluding the personnel-related expenses) for 2011-12 is about \$1.4 million.

Signature	_____
Name in block letters	<b>Andrew HY WONG</b>
Post Title	<b>Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)</b>
Date	<b>30.3.2011</b>

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)02**

Question Serial No.

S015

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (4) Posts, Competition Policy and Consumer Protection

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

Will the Administration inform this Committee of the establishment for the scrutiny of the Competition Bill in 2011-12? When will the Administration begin preparatory work on the establishment of a Competition Commission and a Competition Tribunal? What are the administrative expenses involved? What is the amount?

Asked by :     Hon. CHAN Mo-po, Paul

Reply :

The manpower in the Commerce and Economic Development Bureau responsible for the Competition Bill (the Bill) has already been subsumed in the staffing provision of Head 152 and cannot be separately itemised.

In 2011-12, we have earmarked \$45.23 million under Programme (4) for the establishment and initial operation of the Competition Commission (Commission) should the Bill be enacted within 2011-12. The provision is mainly for the recruitment and employment of the Commission's staff, preparation of office accommodation for the Commission, and the research and promotional work by the Commission. The preparatory work will be carried out through existing staff establishment under Head 152. The actual work plan and expenditure will depend on the legislative progress of the Bill.

The provision for the Competition Tribunal (Tribunal) for 2011-12 as reflected in Head 80 – Judiciary is around \$10 million. The actual work plan and expenditure will depend on the legislative progress of the Bill.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)03**

Question Serial No.

S016

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (5) Subvention: Consumer Council

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

The Government injected \$10 million into the Consumer Legal Action Fund (CLAF) in 2010-11. Will the Administration advise this Committee on the amount of CLAF used last year, the current CLAF balance, whether the CLAF is sufficient for handling all eligible applications and whether any provision will be reserved for the CLAF?

Asked by :     Hon. CHAN Mo-po, Paul

Reply :

In 2010-11 (up to 28 February 2011), about \$2.9 million was expended under the Consumer Legal Action Fund (CLAF). As at 28 February 2011, the balance of the Consumer Legal Action Fund (CLAF) stood at around \$21.5 million. To ensure that sufficient resources are available under the CLAF to assist consumers with meritorious claims, the Government will closely liaise with its trustee, i.e. the Consumer Council, and monitor the financial position of the Fund.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)04**

Question Serial No.

S017

Head : 152 Government Secretariat: Subhead (No. & title) : 000  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : —

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

An estimated provision of about \$2.1 million is earmarked under the operational expenses for the "Civil Service Provident Fund contribution" in 2011-12, representing an increase of about 142% over the revised estimate for 2010-11. Would the Administration advise this Committee of the reasons for the increase and provide a breakdown of the funding?

Asked by : Hon. CHAN Mo-po, Paul

Reply :

Under Subhead 000 Operating Expenses, the estimate for 2011-12 (\$2.102 million) for Civil Service Provident Fund (CSPF) is \$1.234 million (142%) higher than the revised estimate for 2010-11 (\$0.868 million). The increased provision is due to the increased number of officers eligible for the CSPF scheme next year. Eligible officers are those appointed to the civil service on or after 1 June 2000 on new entry terms who then progress onto new permanent terms of appointment upon completion of probation and/or agreement. In 2010-11, there were 18 officers eligible for the CSPF scheme in the Branch. We estimate that this figure will increase to 28 in 2011-12.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)05**

Question Serial No.

S018

Head : 152 Government Secretariat:                      Subhead (No. & title) : -  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (6) Travel and Tourism

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

Since its establishment in 2009, the Mega Events Fund (MEF) has altogether approved 14 projects. Please list out the details and the respective amounts of funding approved. Moreover, could the Administration inform this Committee of the projects not approved and the reasons for rejecting these applications since the establishment of the MEF? How does the Administration think of the effectiveness of the MEF? Is the current balance in the MEF sufficient to meet the needs in the coming year (2011-12)?

Asked by : Hon. CHAN Mo-po, Paul

Reply :

The Mega Events Fund (MEF) was established in May 2009 following funding approval of the Finance Committee of the Legislative Council. Since its inception, four rounds of applications were completed and a sum of \$53 million has been granted to support 14 mega events.

Details of the 14 MEF supported events and their amount of funding are provided in the table below.

<b>Project title</b>	<b>Nature</b>	<b>Time</b>	<b>Approved funding</b>
Swire "Symphony Under the Stars"	Large-scale outdoor classical concert	13 November 2009 (Completed)	\$1.4 million
Hong Kong Tennis Classic 2010 "World Team Challenge"	International tennis tournament	6-9 January 2010 (Completed)	\$9 million
Mui Wo Water Lantern and Sky Lantern Festival	Traditional cultural activity	26-29 March 2010 (Completed)	\$1.5 million
Hong Kong 2010 International a cappella Festival	Large-scale music festival	27 March - 22 April 2010 (Completed)	\$0.8 million

<b>Project title</b>	<b>Nature</b>	<b>Time</b>	<b>Approved funding</b>
Hong Kong Musical Festival	Large-scale musical opera festival	29 March - 21 April 2010 (Completed)	\$2.5 million
Hope and Glory	Large-scale multi-media arts exhibition	8 April - 30 May 2010 (Completed)	\$2 million
Hong Kong Dragon Boat Carnival	Traditional cultural activity with sports element	23-25 July 2010 (Completed)	\$5 million
Record Breaking Dragon and Lion Dance Extravaganza	Traditional cultural activity	1 January 2011 (Completed)	\$1 million
Hong Kong Tennis Classic 2011 “World Team Challenge”	International tennis tournament	5-8 January 2011 (Completed)	\$5 million
Hong Kong Well-wishing Festival	Traditional cultural activity	11-17 February 2011 (Completed)	\$1.8 million
Hong Kong Dragon Boat Carnival 2011	Traditional cultural activity with sports element	17-19 June 2011	\$4 million
Hong Kong International Jazz Festival 2011	Large-scale music festival	25 September – 2 October 2011 (Tentative)	\$3 million
UBS Hong Kong Open Championship 2011	International golf tournament	1-4 December 2011	\$8 million
Hong Kong Women’s Open	International golf tournament	March 2012 (Tentative)	\$8 million

The MEF has a strict and open assessment mechanism. The MEF Assessment Committee considers all the applications in detail and 34 applications have been rejected so far. Successful applications must fulfil certain basic criteria. For instance, the proposed event must be an arts, cultural or sports event; the organisers must be local non-profit-making organisations; and the number of participants in the proposed event must reach at least 10 000. To pass the assessment, the proposed event is also required to attain passing marks for each of the assessment criteria including economic benefits, publicity benefits, scale of the event, technical and financial feasibility, as well as the applicants’ event management capabilities etc. The MEF Assessment Committee has been assessing each of the applications carefully in accordance with the open assessment mechanism. If an application fails to meet any of the assessment criteria, it will be rejected.

As unsuccessful applicants of the MEF can re-submit fresh applications in the next round and to avoid causing any prejudice, it is the established practice of the MEF Assessment Committee not to disclose the identity of unsuccessful applicants or the details of their applications without the consent of the applicants. Nevertheless, the secretariat of the Assessment Committee will notify unsuccessful applicants individually and give an account of the reasons upon their requests, with a view to helping to improve their future applications, if they wish to re-apply.



As regards the effectiveness of the MEF, the information submitted by the applicants reveals that the MEF supported events are expected to attract over 600 000 participants, including 135 000 visitors, and create around 6 900 jobs. The events have added colour and vibrancy to Hong Kong's city life and boosted Hong Kong's status as an events capital of Asia. They can attract more visitors to Hong Kong specifically for the events or increase their length of stay. With MEF funding, the organisers can expand the scale of the events, enhance their publicity work outside Hong Kong and raise the events' international profile. The Hong Kong Tourism Board (HKTB) can also leverage on the opportunities to include these events into its promotional plan and adopt different advertising channels (such as newsletters/internet portals coverage, trade notices and advertising boards at different tourist spots) to maximise the publicity effect. Through co-operation with trade partners in neighbouring tourist destinations, the HKTB has also developed special tour packages to attract visitors to Hong Kong for these events.

The MEF has an unallocated balance of \$47 million. In 2011-12, Tourism Commission will conduct a review on various aspects of the MEF. We will deploy existing manpower and resources to carry out this task without incurring additional expenditure. The current balance of the MEF is sufficient to meet the funding demand in the coming year (2011-12).

Signature	_____
Name in block letters	Andrew HY WONG
Post Title	Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)
Date	30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)06**

Question Serial No.

SV007

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (2) Commerce and Industry

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

In relation to Hon Tommy CHEUNG's concern, the Administration undertook to provide information on the wine-related businesses training programmes organized by partnership between local and overseas training institutions, including the type of courses provided, the number of persons eligible, the admission criteria and industry response toward such training programmes?

Asked by :     Hon. CHEUNG Yu-yan, Tommy

Reply :

Responding to the surge in market demand, public and private training institutions are enriching/expanding wine appreciation courses and manpower training programmes. Some of them have also been developing/enhancing their partnership with overseas training institutions. The Government has encouraged such partnership through the co-operation agreements signed with our trading partners.

According to a survey carried out by the Government in mid-2010, the number of wine-related manpower and professional courses (including sommelier training as well as wine business/management courses, etc.) grew from 21 in 2007 to 86 in 2009. The number of participants reached over 8 500 in 2009, representing an increase of more than two times as compared with about 2 400 participants in 2007. In that survey, we did not seek specific information about partnerships between local and overseas training institutions. The picture presented in the ensuing paragraphs is based on information that we have gathered from our contacts.

For instance, the Vocation Training Council (VTC) has since 2009 collaborated with a French wine school in providing wine-related courses for over 250 students, with another 120 places being planned for 2011. In 2010, VTC reached agreement with a French catering institution to foster exchanges and training on pairing between wine and Chinese/French cuisines. The exact number of places to be provided is being considered. These programmes, similar to the other wine-related courses offered by VTC, are targeted at frontline employees/trainees in the wine-related catering and hospitality sectors.

In 2010, the School of Professional and Continuing Education of the Hong Kong University partnered with a French institution to launch the first Master of Business programme on wine, providing a total of 50 places. The programme seeks to nurture people at the managerial level, with emphasis on the wine business environment.

Similarly, since duty exemption, individual private training institutions have been strengthening partnerships with overseas institutions to provide professional training programmes for sommeliers and wine-related business/management courses.

The industry generally welcomes the enhanced training opportunities offered by the collaboration between local and overseas training institutions. We will continue to encourage such partnership.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

Andrew HY WONG

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)07**

Question Serial No.

SV012

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (3) Subvention: Hong Kong Trade Development Council

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

In relation to Hon Vincent FANG's concern, the Administration undertook to provide the percentage of the estimated financial provision of Hong Kong Trade Development Council for 2011-12 to the total amount of trade declaration charges received in 2010-11.

Asked by :     Hon. Vincent FANG

Reply :

The financial provision for the Hong Kong Trade Development Council in the 2011-12 draft estimates is about 25% of the estimated amount of the total trade declaration charges received in 2010-11.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Permanent Secretary for Commerce and  
Economic Development

Post Title \_\_\_\_\_

(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)08**

Question Serial No.

S019

Head : 152 Government Secretariat:  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Subhead (No. & title) :

Programme : All

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

Please provide the respective amounts of resources actually used in 2009-10 and 2010-11 and to be reserved for 2011-12 by the Commerce and Economic Development Bureau (Commerce, Industry and Tourism Branch) and the departments under its purview for the following items, as well as the contents and policy objectives of the activities of the Bureau and its departments:

- (a) Expenditure on Mainland duty visits, exchanges and meetings by local officials, as well as the ranks and number of local officials involved (Please list by administrative regions at the provincial level and by cities for Guangdong Province)
- (b) Expenditure on exchanges, entertainment and meetings in Hong Kong with Mainland officials and departments, as well as the ranks and number of local and Mainland officials involved (Please list by administrative regions at the provincial level and by cities for Guangdong Province)
- (c) Expenditure on overseas duty visits, exchanges and meetings (including those in Taiwan and Macau) attended by local officials, as well as the ranks and number of local officials involved (Please list by continents and countries/regions)
- (d) Expenditure on exchanges, entertainment and meetings in Hong Kong with overseas officials and departments (including those in Taiwan and Macau), as well as the ranks and number of local and overseas officials involved (Please list by continents and countries/regions)

Asked by : Hon. HO Sau-lan, Cyd

Reply :

The expenditure incurred by the Commerce, Economic and Development Bureau (Commerce, Industry and Tourism Branch) (CITB) and the Hong Kong Post Office (HKPO), Hong Kong Observatory (HKO), Intellectual Property Department (IPD), Trade and Industry Department (TID) and Invest Hong Kong (InvestHK) which are under the purview of CITB for duty visits,

exchanges, entertainment and meetings in 2009-10 and 2010-11 and other information required are provided at the **Annex**.

The activities set out at the **Annex** include conferences, meetings, briefings, trade negotiations, study missions, visits, trade fairs, signing of agreements, etc. These activities enhance our liaison and communication with other parts of China, overseas countries as well as international and regional organisations, hence achieving our main policy objectives as shown at the **Annex**.

In 2011-12, CITB has made a provision of \$3.53 million for duty visits, exchanges, entertainment and meetings in the Mainland, Macao, Taiwan and overseas countries. For the exchanges, entertainment and meetings with the Mainland, Macao, Taiwan and overseas officials and departments in Hong Kong, the provision is \$0.92 million.

HKPO has made a provision of \$0.89 million for duty visits, exchanges, entertainment and meetings in the Mainland, Macao, Taiwan and overseas countries in 2011-12. For the exchanges, entertainment and meetings with the Mainland, Macao, Taiwan and overseas officials and departments in Hong Kong, the provision is \$0.064 million.

HKO has made a provision of \$0.49 million for duty visits, exchanges, entertainment and meetings in the Mainland, Macao, Taiwan and overseas countries in 2011-12. For the exchanges, entertainment and meetings with the Mainland, Macao, Taiwan and overseas officials and departments in Hong Kong, the department has not earmarked any resources at this stage.

IPD has made a provision of \$0.33 million for duty visits, exchanges, entertainment and meetings in the Mainland, Macao, Taiwan and overseas countries in 2011-12. For the exchanges, entertainment and meetings with the Mainland, Macao, Taiwan and overseas officials and departments in Hong Kong, the provision is \$0.049 million.

TID has made a provision of \$10.80 million for duty visits, exchanges, entertainment and meetings in the Mainland, Macao, Taiwan and overseas countries in 2011-12. For the exchanges, entertainment and meetings with the Mainland, Macao, Taiwan and overseas officials and departments in Hong Kong, the provision is \$0.36 million.

InvestHK has made a provision of \$3.27 million for duty visits, exchanges, entertainment and meetings in the Mainland, Macao, Taiwan and overseas countries in 2011-12. For the exchanges, entertainment and meetings with the Mainland, Macao, Taiwan and overseas officials and departments in Hong Kong, the department has not earmarked any resources at this stage.

As one of the principal functions of our overseas Economic and Trade Offices (ETOs) is liaison with officials and official agencies of their host countries/areas, the work is an integral part of the responsibilities of the ETOs. Hence, there is no separate breakdown on the above activities.

Signature	_____
Name in block letters	Andrew HY WONG
Post Title	Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)
Date	30.3.2011

## (a) Duty visits, exchanges and meetings by Hong Kong officials in the Mainland, Macao and Taiwan

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong officials involved	Policy Objective
	Destination	Total expenditure (\$million)	Destination	Estimated expenditure (\$million)		
<b>Commerce, Industry and Tourism Branch</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shaoguan, Guangzhou, Shenzhen, Jiangxi, Foshan, Guangzhou, Jiangmen, Zhongshan, Dongguan, Zhaoqing, Huizhou, Sichuan, Guangxi, Yunnan, Hainan, Hubei, Chongqing, Shanghai, Taiwan, Macao	2.14	Provinces in Mainland and cities in Guangdong province included:  Dongguan, Shaoguan, Beijing, Shenzhen, Fujian, Guangzhou, Jilin, Jiangxi, Taiwan, Shanghai, Jiangsu, Macao	2.65	In 2009-10 and 2010-11, there are 350 and 315 Hong Kong officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objectives of promoting trade, investment, tourism, customs facilitation.
<b>Hong Kong Post Office</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Fujian, Hainan, Zhejiang, Zhuhai, Guangzhou, Shenzhen	0.15	Provinces in Mainland and cities in Guangdong province included:  Beijing, Henan, Shanghai, Hainan, Guangzhou, Zhuhai, Macao	0.24	In 2009-10 and 2010-11, there are 30 and 32 Hong Kong officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of postal services co-operation.

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong officials involved	Policy Objective
	Destination	Total expenditure (\$million)	Destination	Estimated expenditure (\$million)		
<b>Hong Kong Observatory</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shanghai, Zhejiang, Guangzhou, Shenzhen, Zhuhai, Macao	0.09	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shanghai, Jiangsu, Guangzhou, Shenzhen, Zhuhai, Macao	0.06	In 2009-10 and 2010-11, there are 42 and 28 Hong Kong officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of weather services co-operation.
<b>Intellectual Property Department</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Guangxi, Fujian, Jiangsu, Zhongshan, Yangjiang, Guangzhou, Macao	0.08	Provinces in Mainland and cities in Guangdong province included:  Qinghai, Fujian, Beijing, Shanghai, Guangzhou, Macao	0.05	In 2009-10 and 2010-11, there are 35 and 26 Hong Kong officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of intellectual property rights protection.
<b>Trade and Industry Department</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Nanning, Guangdong, Guangzhou, Foshan, Zhuhai, Fujian, Chongqing, Guangxi	0.37	Provinces in Mainland and cities in Guangdong province included:  Beijing, Guangdong, Guangzhou, Huizhou, Chongqing, Shandong, Taiwan	0.19	In 2009-10 and 2010-11, there are 63 and 27 Hong Kong officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of promoting trade.



Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong officials involved	Policy Objective
	Destination	Total expenditure (\$million)	Destination	Estimated expenditure (\$million)		
<b>Invest Hong Kong</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shandong, Sichuan, Chongqing, Shanghai, Jiangsu, Jiangxi, Guangxi, Qinghai, Fujian, Inner Mongolia, Guangzhou, Shantou, Shenzhen, Shaanxi, Taiwan and Macao	0.68	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shandong, Tianjin, Liaoning, Hebei, Jiangxi, Shanghai, Guangxi, Fujian, Yunnan, Sichuan, Chongqing, Guangzhou, Guangdong, Shantou, Chaozhou, Shenzhen, Foshan, Zhuhai, Jiangsu, Taiwan, Macao	0.63	In 2009-10 and 2010-11, there are 78 and 78 Hong Kong officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of promoting investment.

**(b) Exchanges, entertainment and meetings with Mainland, Macao and Taiwan officials and departments in Hong Kong**

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong and Mainland officials involved	Policy Objective
	Province/city of the visitors	Total expenditure (\$million)	Province/city of the visitors	Estimated expenditure (\$million)		
<b>Commerce, Industry and Tourism Branch</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shenzhen, Guangzhou, Hubei, Shanghai	0.44	Provinces in Mainland and cities in Guangdong province included:  Beijing, Jiangsu, Shanghai, Tianjin, Guangzhou, Hubei	0.48	In 2009-10 and 2010-11, there are 96 and 106 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 190 and 185 Mainland officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objectives of promoting trade, investment, tourism, customs facilitation.
<b>Hong Kong Post Office</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Macao, Guangdong	0.04	Provinces in Mainland and cities in Guangdong province included:  Beijing, Jiangsu, Macao, Guangzhou, Shenzhen	0.05	In 2009-10 and 2010-11, there are 25 and 31 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 59 and 51 Mainland officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of postal services co-operation.

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong and Mainland officials involved	Policy Objective
	Province/city of the visitors	Total expenditure (\$million)	Province/city of the visitors	Estimated expenditure (\$million)		
<b>Hong Kong Observatory</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Shanghai, Guangzhou, Shenzhen	0.03	Provinces in Mainland and cities in Guangdong province included:  Beijing, Guangzhou	0.03	In 2009-10 and 2010-11, there are 39 and 45 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 64 and 69 Mainland officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of weather services co-operation.
<b>Intellectual Property Department</b>	Provinces in Mainland and cities in Guangdong province included:  Fujian, Beijing, Yunnan, Shenzhen, Zhuhai, Guangxi, Sichuan, Guizhou, Hunan, Fujian, Guangzhou	0.02	Provinces in Mainland and cities in Guangdong province included:  Fujian, Yunnan, Sichuan, Guizhou, Guangzhou	0.03	In 2009-10 and 2010-11, there are 33 and 54 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 61 and 92 Mainland officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of intellectual property rights protection.

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong and Mainland officials involved	Policy Objective
	Province/city of the visitors	Total expenditure (\$million)	Province/city of the visitors	Estimated expenditure (\$million)		
<b>Trade and Industry Department</b>	Provinces in Mainland and cities in Guangdong province included:  Beijing, Guangdong, Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan, Huizhou, Zhongshan, Jiangmen, Zhaoqing, Zhejiang, Hangzhou	0.13	Provinces in Mainland and cities in Guangdong province included:  Beijing, Guangdong, Shenzhen	0.10	In 2009-10 and 2010-11, there are 150 and 127 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 242 and 167 Mainland officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of promoting trade.
<b>Invest Hong Kong</b>	Provinces in Mainland and cities in Guangdong province included:  Jiangsu, Guangdong	0.01	Provinces in Mainland and cities in Guangdong province included:  Guangzhou, Guangdong	0.02	In 2009-10 and 2010-11, there are 7 and 8 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 74 and 36 Mainland officials at different ranks.	Enhancing our liaison and communication with other parts of China, hence achieving our main objective of promoting investment.

(c) Duty visits, exchanges and meetings by Hong Kong officials in overseas countries

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong officials involved	Policy Objective
	Destination	Total expenditure (\$million)	Destination	Estimated expenditure (\$million)		
<b>Commerce, Industry and Tourism Branch</b>	Belgium, Germany, Singapore, Indonesia, Kazakhstan, United Arab Emirates, India, Canada, the United States, Italy, Britain, Finland, Singapore, Japan	1.81	India, France, Indonesia, Vietnam, Japan, the United States, Canada, Denmark, Sweden, Italy, Switzerland, Germany, Spain	1.15	In 2009-10 and 2010-11, there are 44 and 34 Hong Kong officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objectives of promoting trade, investment, tourism, customs facilitation.
<b>Hong Kong Post Office</b>	Switzerland, France, Germany, Britain, Australia, the United States, Japan, Vietnam, Thailand, Singapore	0.91	Switzerland, Denmark, Britain, France, Kenya, Thailand, Vietnam, Singapore, Malaysia, South Korea, Australia, Indonesia, the United States, Germany	1.35	In 2009-10 and 2010-11, there are 27 and 39 Hong Kong officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of postal services co-operation.
<b>Hong Kong Observatory</b>	South Korea, Thailand, Singapore, Vietnam, Bhutan, Turkey, France, Switzerland, Britain, Canada, the United States, Australia, Morocco	0.34	South Korea, Japan, Thailand, Indonesia, Malaysia, the Philippines, Bhutan, Turkey, Switzerland, Finland, Germany, France, the United States, Canada, Namibia	0.37	In 2009-10 and 2010-11, there are 25 and 27 Hong Kong officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of weather services co-operation.

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong officials involved	Policy Objective
	Destination	Total expenditure (\$million)	Destination	Estimated expenditure (\$million)		
<b>Intellectual Property Department</b>	Australia, Japan, Singapore, Austria, Switzerland, Britain, the United States	0.21	Japan, Switzerland, the United States	0.27	In 2009-10 and 2010-11, there are 14 and 9 Hong Kong officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of intellectual property rights protection.
<b>Trade and Industry Department</b>	The United States, Chile, Switzerland, Turkey, the Netherlands, Singapore, Japan, Thailand, Indonesia, Brunei, Vietnam, Korea, New Zealand, Australia	4.91	The United States, Chile, Brazil, Mexico, Switzerland, Ukraine, the Netherlands, India, Japan, Dubai, Singapore, Thailand	4.68	In 2009-10 and 2010-11, there are 126 and 103 Hong Kong officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of promoting trade.

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong officials involved	Policy Objective
	Destination	Total expenditure (\$million)	Destination	Estimated expenditure (\$million)		
<b>Invest Hong Kong</b>	Japan, Vietnam, Seoul, Bangkok, Kuala Lumpur, Singapore, India, United Arab Emirates, Iran, Israel, the United States, Canada, Brazil, Chile, Colombia, Finland, France, Italy, Switzerland, Germany, Hungary, Turkey, Spain, Britain, Portugal, the Netherlands, New Zealand, Australia	2.70	Japan, Korea, Singapore, Malaysia, Thailand, Indonesia, India, Turkey, Israel, Russia, Kazakhstan, United Arab Emirates, Syria, Jordan, the United States, Canada, Chile, Colombia, Switzerland, the Netherlands, Italy, Britain, Denmark, Norway, Sweden, Finland, Luxembourg, France, Germany, Kuwait, New Zealand, Australia	3.40	In 2009-10 and 2010-11, there are 61 and 70 Hong Kong officials at different ranks.	Enhancing our liaison and communication with overseas countries, hence achieving our main objective of promoting investment.

**(d) Exchanges, entertainment and meetings with overseas officials and departments in Hong Kong**

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong and overseas officials involved	Policy Objective
	Continent/country of the visitors	Total expenditure (\$million)	Continent/country of the visitors	Estimated expenditure (\$million)		
<b>Commerce, Industry and Tourism Branch</b>	France, Canada, New Zealand, Singapore, Italy	0.06	Romania, Singapore, India, Ireland, Japan, France, Mexico, Greece, the United States, Australia, Britain, France, Portugal, Finland	0.07	In 2009-10 and 2010-11, there are 35 and 30 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 56 and 39 Mainland officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objectives of promoting trade, investment, tourism, customs facilitation.
<b>Hong Kong Post Office</b>	New Zealand, Switzerland, Britain, Singapore, Australia, the United States, Vietnam, Japan	0.01	Bangladesh, Britain, France, the United States, Spain, Singapore, Japan	0.05	In 2009-10 and 2010-11, there are 32 and 49 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 24 and 125 Mainland officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of postal services co-operation.



Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong and overseas officials involved	Policy Objective
	Continent/country of the visitors	Total expenditure (\$million)	Continent/country of the visitors	Estimated expenditure (\$million)		
<b>Hong Kong Observatory</b>	Russia, Canada	0.003	Switzerland, Finland	0.003	<p>In 2009-10 and 2010-11, there are 9 and 12 Hong Kong officials at different ranks.</p> <p>In 2009-10 and 2010-11, there are 8 and 18 Mainland officials at different ranks.</p>	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of weather services co-operation.
<b>Intellectual Property Department</b>	Britain, Mexico, the United States	0.005	Japan, Europe	0.005	<p>In 2009-10 and 2010-11, there are 13 and 7 Hong Kong officials at different ranks.</p> <p>In 2009-10 and 2010-11, there are 9 and 9 Mainland officials at different ranks.</p>	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of intellectual property rights protection.

Bureau/ Department	2009-10		2010-11		Total no. and rank of Hong Kong and overseas officials involved	Policy Objective
	Continent/country of the visitors	Total expenditure (\$million)	Continent/country of the visitors	Estimated expenditure (\$million)		
<b>Trade and Industry Department</b>	New Zealand, the United States, Chile, Switzerland, Japan	0.41	Switzerland, Britain, New Zealand, Australia, the United States, Mexico, Chile, Kuwait, Vietnam, India, Singapore	0.44	In 2009-10 and 2010-11, there are 164 and 155 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 112 and 150 Mainland officials at different ranks.	Enhancing our liaison and communication with overseas countries as well as international and regional organisations, hence achieving our main objective of promoting trade.
<b>Invest Hong Kong</b>	Finland	0.001	Canada, Britain, Japan, Australia, South Korea	0.006	In 2009-10 and 2010-11, there are 2 and 11 Hong Kong officials at different ranks.  In 2009-10 and 2010-11, there are 1 and 11 Mainland officials at different ranks.	Enhancing our liaison and communication with overseas countries, hence achieving our main objective of promoting investment.

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)09**

Question Serial No.

S036

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (6) Travel and Tourism

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

Regarding the reply CEDB(CIT)045 to question 2304, will the Government consider reducing the number of shows of "A Symphony of Lights" to support environmental protection? For instance, staging the show only at weekends? It is a truly cost-effective measure that is both environmental friendly and energy saving?

Asked by :     Hon. IP Wai-ming

Reply :

"A Symphony of Lights" has been very popular with visitors since it was launched in 2004. We have been giving due regard to environmental protection and energy conservation in implementing this initiative. The lighting installations used by the participating buildings are generally energy efficient, with overall power consumption 30% lower than traditional lighting installations on average. The lighting control system used for the show can reduce energy consumption by 10% to 20%. In addition, since the show lasts for only 13 minutes each evening, it should not have adverse impact on the environment. The show features in the night time itineraries of many tours for visitors. The existing arrangement for the show to be staged nightly allows tourists visiting Hong Kong at different times of the year to enjoy the show. "A Symphony of Lights" has helped maintain Hong Kong's competitiveness and attractiveness as a tourist destination. It has created much business and job opportunities for the travel and related sectors, and its tourism and economic value has been confirmed by the tourism sector. We have no plan at this stage to reduce the frequency of the show.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)10**

Question Serial No.

S037

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (6) Travel and Tourism

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

With regard to Reply Serial No. CEDB(CIT)044 to Question Serial No. 2303, the Administration has not explained in detail whether there are plans to develop tourist attractions with local characteristics. In planning for tourism, will the Administration include in the tour itineraries some tourist spots like the Heritage Museum? If yes, what are the details? If no, what are the reasons?

Asked by : Hon. IP Wai-ming

Reply :

We have been implementing projects to improve tourist attractions with local characteristics. We will take into account the distinct features of individual attractions, as well as the nature and history of the heritage to be preserved, when planning improvement or restoration works for enhancing their attractiveness to visitors. For example, the Peak Improvement Scheme completed by the Tourism Commission earlier has preserved and restored the Victorian-style architecture and structures in the area, including converting the gate lodge of the former Governor's residence at the Peak into an exhibition area of old photographs to bring out the historic background of the area. The Lei Yue Mun Waterfront Enhancement Project currently under planning will preserve Lei Yue Mun's appearance as a former fishing village. We shall construct a carp-shaped platform to enable visitors to enjoy the typical scenery of a fishing village at the waterfront.

In addition, the Hong Kong Tourism Board (HKTB) has been actively promoting the local culture and heritage attractions in Hong Kong to visitors, so as to sustain our appeal as a tourist destination. The initiatives fall into two major categories:

- Working with the local travel trade to develop and promote tours themed on culture and heritage, many of which cover major heritage attractions and museums. For instance, the Heritage Tour in the New Territories features Tai Fu Tai Mandarin's Mansion, Lo Wai walled village and Tang Chung Ling Ancestral Hall, while the Hong Kong Heritage Walk links up a number of historic buildings on Hong Kong Island, including St John's Cathedral, the Government House, the Court of Final Appeal, the Flagstaff House (Museum of Tea Ware), the Old Central Police Station and the Legislative Council Building.

- Targeting individual visitors, HKTB has grouped different heritage attractions and museums into self-help travel routes. These are featured in travel guides produced by HKTB, which are available at HKTB's visitor centres and/or website. For instance:
  - *Hong Kong Walks*: Highlights various walking trails in the city and the New Territories, such as the Ping Shan Heritage Trail, along which different villages and monuments can be found, as well as the walking trail in Shau Kei Wan that features the Hong Kong Museum of Coastal Defence and a number of temples. This guide also includes information on Hong Kong's history and local food, such as a brief history of the marriage of an Emperor's daughter to a clansman in Fanling and eateries for special food in Yuen Long.
  - *Discover Hong Kong by Rail*: Introduces different routes and attractions near stations along the MTR East Rail Line and West Rail Line. For instance, the Lung Yeuk Tau Heritage Trail in Fanling that links up various walled villages, the Railway Museum near Tai Wo Station in Tai Po, and the Heritage Museum near Che Kung Temple Station.
  - *A Guide to Hong Kong Arts & Culture*: Highlights the hot spots for different arts and cultural activities in major tourist districts, such as museums, galleries, artist studios and historic architectural buildings, facilitating visitors in exploring Hong Kong's arts and cultural attractions.

Signature	
Name in block letters	Andrew HY WONG
Post Title	Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)
Date	30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)11**

Question Serial No.

SV006

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (6) Travel and Tourism

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

In relation to Hon IP Wai-ming's concern, the Administration undertook to provide information on its overall programme to upgrade tourist attractions and their facilities in different districts of Hong Kong, and how often a review on the need for upgrading such facilities would be made.

Asked by :     Hon. IP Wai-ming

Reply :

To enhance and sustain Hong Kong's attractiveness as a premier tourist destination, the Tourism Commission (TC) reviews from time to time the need for improving the attractions and facilities in major tourism districts, and has since 2000 embarked on a series of enhancement projects in these districts. Works include streetscape improvement, enhancement of new street lighting, improvement of signage, greening, provision of more open space for alfresco dining and street activities, etc. Details are set out in the table below:

<u>Major Tourism District</u>	<u>Improvement programme</u>
Tsim Sha Tsui	<ul style="list-style-type: none"><li>• The <b>Tsim Sha Tsui (TST) Promenade Beautification Project</b> was completed in 2006. Works included the upgrading of hard and soft landscaping; re-provisioning of street lighting; provision of open spaces for leisure purposes, outdoor activities and performances and an alfresco dining facility.</li><li>• The <b>Avenue of Stars</b> located on the central part of the TST Promenade was opened to the public in April 2004. Features along the Avenue of Stars include a sculpture of the late world-famous Kung Fu film star Bruce Lee, milestones of the local movie history, floor plaques with handprints and autographs of movie stars and workers, and other recreational amenities.</li></ul>

Major <u>Tourism District</u>	<u>Improvement programme</u>
	<ul style="list-style-type: none"> <li>• The <b>Transport Link in TST East</b> project was completed in August 2007. Works included the construction of a new public transport interchange on the site of the former Wing On Plaza Garden in TST East, the TST East Waterfront Podium Garden, and two new footbridges across Salisbury Road and Chatham Road South to improve the pedestrian circulation between TST East and other parts of TST for enhancing the tourism and economic activities in all parts of TST.</li> <li>• The project for <b>Enhancement of Footbridges in TST East</b> currently in progress aims to enhance the two existing footbridges across Mody Road and Salisbury Road in TST East including refurbishment of the footbridges, replacement of the existing ramps with lifts, and associated works such as re-paving of footpaths. Works are expected to be completed in the first quarter of 2012.</li> <li>• The scope of the planned project for <b>Development of a Piazza in TST</b> includes the construction of an open piazza at the harbour-front site next to the TST Star Ferry Pier, and the construction of an adjacent turnaround which can accommodate a number of bus stops and a taxi stand. The piazza will provide a new public open space for leisure enjoyment by both the locals and visitors and for staging events, whereas the new turnaround will enable the site to retain its function as a sea-land interchange. We are following up with the views collected on the works of the project in accordance with the statutory procedures.</li> </ul>
Central & Western	<ul style="list-style-type: none"> <li>• The <b>Central and Western District Enhancement Scheme</b> was completed in 2005. Works included street repaving, signage improvement and provision of planters at Hollywood Road and Lan Kwai Fong; renovation of the Lok Hing Lane Sitting-out Area and introducing a new access linking Pottinger Street and Lan Kwai Fong; improvement to the commemorative plaques of the Sun Yat-sen Historical Trail; and installation of additional directional signage at the Central-Mid-Levels Escalator and shopping trail from Central to Admiralty.</li> <li>• The <b>Peak Improvement Scheme</b> was completed in early 2008. Works included the reconstruction of the Peak piazza and streetscape improvement to various walking trails, use of a de-commissioned Peak Tram cabin as a visitor centre, beautification of Mount Austin Playground including the re-provisioning of major facilities such as a public toilet, and provision of information boards on the historical background of the Peak, etc.</li> </ul>

Major <u>Tourism District</u>	<u>Improvement programme</u>
Southern	<ul style="list-style-type: none"> <li>• The <b>Stanley Waterfront Improvement Project</b> was completed in March 2008. Works included the construction of a new public pier outside Murray House, extension of Stanley Main Street and construction of a new promenade to provide more open space for outdoor activities, repaving of footpaths and carriageways, improvement of street lighting and street furniture, beautification of the public area around Shui Sin Temple and Pat Kan Uk, and provision of more greening.</li> <li>• The redevelopment project of the <b>Ocean Park</b> is in full swing. Upon project completion in 2012, Ocean Park will become a world-class marine-themed park featuring more than 70 attractions. A new attraction 'Aqua City', which consists of one of the largest aquaria in Asia and an aquarium restaurant, was opened this January. Other new attractions such as 'Rainforest' and 'Thrill Mountain' are expected to be opened later this year.</li> <li>• The scope of the <b>Aberdeen Tourism Project</b> being implemented includes the improvement works for the promenade on both sides of the Aberdeen Harbour as well as Ap Lei Chau Main Street and adjacent streets, with the theme of a traditional fishermen's village. Funding approval for the project was obtained from the Finance Committee this February. Works will commence within this year for completion in phases between 2012 and 2014.</li> </ul>
Kowloon City	<ul style="list-style-type: none"> <li>• The <b>cruise terminal project</b> is moving ahead in full swing. Site formation works and the terminal building works already commenced in November 2009 and May 2010 respectively. All construction works are on schedule. The terminal building and the first berth, which is able to accommodate the largest cruise vessels in the world, are expected to come into operation in mid-2013. The second berth will be commissioned in 2014, and will also be able to accommodate the largest cruise vessels in 2015 after the relevant dredging works at the seabed are completed.</li> </ul>
Lei Yue Mun, Kwun Tong	<ul style="list-style-type: none"> <li>• The <b>Lei Yue Mun Waterfront Minor Improvement Project</b> was completed in May 2003. Works included the renovation of the Lei Yue Mun Sitting-out Area, repaving of the footpath serving the seafood restaurants, construction of a Pai Lau and provision of a taxi stand and coach laybys.</li> <li>• The scope of the planned <b>Lei Yue Mun Waterfront Enhancement Project</b> includes the construction of a public landing facility, a breakwater, a waterfront promenade and a new viewing terrace, as well as other streetscape improvements along the Lei Yue Mun waterfront. The relevant works departments are working on the detailed design.</li> </ul>



Major Tourism District	<u>Improvement programme</u>
New Territories and Islands	<ul style="list-style-type: none"> <li data-bbox="491 215 1441 394">• The <b>Sai Kung Waterfront Enhancement Project</b> was completed in May 2003. Works included the redesign and reconstruction of the Sai Kung Waterfront Park, streetscape improvement to Sai Kung Hoi Pong Square, and provision of alfresco dining and outdoor performance spaces along the waterfront.</li> <li data-bbox="491 439 1441 869">• To facilitate visitors to better appreciate our natural scenery in the Northeast New Territories, the Tourism Commission, in collaboration with relevant departments, implemented a phased programme for the <b>enhancement of green tourist attractions in the Northeast New Territories</b> from 2006 to 2009. All the works were completed in 2009. These attractions are located at Lai Chi Wo, Ap Chau, Kat O, Tap Mun, Wu Kai Sha, Tai Mei Tuk, Ma Liu Shui and Tung Ping Chau. The improvement items included the erection of signage and mapboards, provision of seating facilities, enhancement of lighting, planting of trees, upgrading of existing pier facilities, and reconstruction of piazzas at Lai Chi Wo and Kat O.</li> <li data-bbox="491 913 1441 1279">• The <b>Ngong Ping Piazza</b>, covering an area of about 1.5 hectares, opened in August 2010. It has four components, namely the new Pai Lau, the Di Tan, the Bodhi Path and the Chinese landscaped garden. The piazza has a strong Buddhism character and blends in with the religious ambience of Ngong Ping. It links up the various tourist attractions, including Po Lin Monastery, the Giant Buddha, Ngong Ping 360 cable car, Ngong Ping Village and Wisdom Path. The piazza enables visitors to better explore Ngong Ping, a popular tourist spot characterised by its religious setting and beautiful natural scenery, in a coherent manner.</li> <li data-bbox="491 1323 1441 1615">• The expansion of <b>Hong Kong Disneyland</b> (HKD) is proceeding as planned and is expected to be completed in phases by mid-2014. Upon completion of the expansion, three brand new themed areas will be added to the park with the first one (Toy Story Land) to be completed by the end of 2011. The expansion will enlarge the existing theme park by about 23% and add more than 30 new attractions, entertainment and interactive experiences, bringing the total number of attractions in HKD to over 100.</li> </ul>

Since 2001, TC has implemented the Visitor Signage Improvement Scheme in phases throughout 18 districts in Hong Kong with a view to providing a co-ordinated and easily identified system of signage for visitors to Hong Kong. The objective is to promote visitor convenience and make Hong Kong a visitor friendly destination. The signage system includes directional signs, mapboards and identification signs. Works were completed in early 2011.

Apart from planning and implementing enhancement projects, TC is co-ordinating with various government departments and stakeholders in reviewing and enhancing the supporting facilities for the tourism sector. For example, TC has all along been liaising closely with relevant departments including Transport Department and Hong Kong Police Force to keep in view the parking and loading/unloading facilities for tour coaches in the vicinity of major tourist attractions such as Tsim Sha Tsui, Golden Bauhinia Square in Wanchai, etc. We will, having regard to the circumstances, provide more coach parking spaces, or explore other feasible improvement measures, including enhancing co-ordination among travel trade operators.

TC also stays in close touch with the venue management of major attractions and relevant stakeholders (such as the Travel Industry Council of Hong Kong, the Hong Kong Tourism Board and District Councils) to review regularly the need for upgrading facilities in popular tourism spots.

Signature	_____
Name in block letters	Andrew HY WONG
Post Title	Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)
Date	30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)12**

Question Serial No.

S033

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (4) Posts, Competition Policy and Consumer Protection

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

In connection with “to prepare a bill to implement proposals to enhance consumer protection against unfair trade practices”, will the Government pursue the inclusion of rumour spreading as a kind of unfair trade practice prohibited by the Trade Descriptions Ordinance in response to recent rumours saying cooking salt and lozenges containing iodine can serve as radiation antidotes?

Asked by :     Hon. LI Wah-ming, Fred

Reply :

Under the current Trade Descriptions Ordinance, anyone who in the course of trade or business (e.g. a retailer) applies a false trade description about the composition or fitness for purpose of any goods commits an offence. On conviction on indictment, offenders are liable to a maximum fine of \$500,000 and imprisonment for 5 years.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)13**

Question Serial No.

S029

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (2) Commerce and Industry

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

According to Reply Serial No. CEDB (CIT) 105 (Question Serial No. 2930), the Administration will conduct a review and a public consultation exercise on the patent system. The work, which will last for about a year, will not start until mid 2011. As making amendments to the system takes time, it may take a few years to complete all the work involved. In the meantime, what adjustments would the Administration make to the patent system to support the development of innovation and technology, and creative industries, and encourage more local inventions to secure local and even overseas patents so as to promote the development of related industries?

Asked by :     Hon. PAN Pey-chyou

Reply :

The current patent registration system in Hong Kong was established in 1997. Many practitioners in the intellectual property field consider that the system is operating well and largely meeting prevailing needs, at reasonable cost to users. The review that we are about to launch in mid-2011 is forward-looking in nature. The purpose is to ensure that we will continue to have a patent registration system that effectively serves our future economic development needs. At this juncture, we do not have any preconceived notion or stance regarding the outcome of the review (including whether we should introduce substantive changes to the system).

Through such channels as seminars, exhibitions and websites, the Intellectual Property Department will continue to provide enterprises with information on patent registration and related issues, encouraging them to seek patent registration for their inventions locally as well as in overseas markets they wish to tap. In addition, the Innovation and Technology Commission will continue to provide financial support under the Innovation and Technology

Fund for research institutes, enterprises and individuals, helping them to protect, through patent registration, the intellectual property generated by their research and development work.

Signature	_____
Name in block letters	<b>Andrew HY WONG</b>
Post Title	Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism)
Date	30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)14**

Question Serial No.

S030

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (4) Posts, Competition Policy and Consumer Protection

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

According to the reply (CEDB(CIT)106) to question 2931, the Administration received 542 and 1 000 complaints under the Trade Descriptions Ordinance and the Weights and Measures Ordinance last year. However, the department could only institute 66 and 156 successful prosecutions (i.e. 12% and 15%). What are the difficulties in instituting prosecutions? Are there ways to enhance education so that the victims could be more alert or obtain important evidence during the process?

Asked by : Hon. PAN Pey-chyou

Reply :

Last year, the Customs and Excise Department received 542 complaints in relation to false trade descriptions. Of these complaints, 66 led to successful prosecutions. The Department issued warning letters to traders in another 36 cases where minor breaches were involved. In another 309 cases, after investigation, the Department concluded that there was no breach of the Trade Descriptions Ordinance (e.g. cases arising merely from misunderstanding between traders and consumers) or that there was insufficient evidence to take further enforcement action. For the remaining 131 cases, no enforcement action could be taken due to incomplete information or failure to trace the whereabouts of traders under complaint (e.g. hawkers).

The complaints in relation to the Weights and Measures Ordinance relate mainly to the supply of goods which fall short of the claimed weights or measures, and the possession or application of inaccurate weighing or measuring equipment by traders. Of the 1 000 cases received last year, 156 led to successful prosecutions. No further action could be taken in respect of 30 cases where incomplete information was provided. For the remaining cases, there was insufficient evidence indicating any breach of the Weights and Measures Ordinance. For example, the weights of certain goods (such as seafood and vegetables) change within a short period of time because of changes in the environment; and in some cases, the goods involved might have been tampered with (for instance, the consumers have opened the packaging). In these circumstances, for fairness to the traders involved, the Department did not take enforcement action. Nevertheless, the Department would closely monitor those traders and carry out undercover operations when appropriate.

We will continue to conduct publicity and education programmes to raise consumer awareness and provide information on how consumers can seek assistance.

Signature	_____
Name in block letters	_____ Andrew HY WONG _____
Post Title	_____ Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) _____
Date	_____ 30.3.2011 _____

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)15**

Question Serial No.

SV008

Head : 152 – Government Secretariat:            Subhead (No. & title) :  
Commerce and Economic  
Development Bureau  
(Commerce, Industry and  
Tourism Branch)

Programme : (7) Subvention: Hong Kong Tourism Board

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

In relation to Hon Paul TSE's concern, the Administration undertook to provide the expenditure breakdown on advertising in Hong Kong and visitor source markets respectively of the Hong Kong Tourism Board in 2011-12.

Asked by :     Hon. TSE Wai-chun, Paul

Reply :

The estimated expenditure of the Hong Kong Tourism Board (HKTB) on advertising in 2011-12 is \$102.8 million, of which about \$75.4 million will be spent on advertisements to be placed in various visitor source markets. Another \$20 million will be spent on global advertisements initiated by the Head Office to further support the source markets, such as promoting Hong Kong's destination brand through online advertisements and strengthening the image of Hong Kong as a premier MICE (meetings, incentive travels, conventions and exhibitions) destination worldwide through different media. The remaining \$7.4 million is for launching a variety of advertisements in Hong Kong, targeting at raising the awareness of the visitors in town about HKTB's mega events and the Quality Tourism Services scheme.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for  
Commerce and Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011



Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)16**

Question Serial No.

S032

Head : 152 Government Secretariat:                      Subhead (No. & title) :  
Commerce and Economic  
Development Bureau (Commerce,  
Industry and Tourism Branch)

Programme : (5) Subvention: Consumer Council

Controlling Officer : Permanent Secretary for Commerce and Economic Development  
(Commerce, Industry and Tourism)

Director of Bureau : Secretary for Commerce and Economic Development

Question :

In response to the question on the Weekly Price Survey and Supermarket Price Watch conducted every week by the Consumer Council, the Administration only stated in its reply (Reply Serial No. CEDB(CIT)133, Question Serial No. 2933) that “we will monitor the effectiveness of the two initiatives and decide on future arrangements”. Has there been any review or assessment of, for example, whether there are enough channels for disseminating information, whether the survey frequency and types of items under surveillance are appropriate? In view of the popularity of phone applications, will the Administration develop one to facilitate price surveillance by members of the public? Given that only one district is covered in the initiatives conducted every week, would the Administration extend the scope to cover at least the New Territories and the urban area every time so that more information can be obtained by the public?

Asked by :     Hon. WONG Kwok-kin

Reply :

In September 2010, in conjunction with the Consumer Council, the Government reviewed and conducted an assessment of the channels through which information is disseminated and their effectiveness, the frequency of surveys, and the geographical coverage and the composition of the survey basket. We consider that the current arrangements are appropriate. We will review the matters again in due course.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**Andrew HY WONG**

Post Title \_\_\_\_\_

Permanent Secretary for Commerce and  
Economic Development  
(Commerce, Industry and Tourism)

Date \_\_\_\_\_

30.3.2011

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)17**

Question Serial No.

S026

Head : 31 Customs and Excise Department      Subhead (No. & title) :

Programme : (3) Intellectual Property Rights and Consumer Protection

Controlling Officer : Commissioner of Customs and Excise

Director of Bureau : Secretary for Commerce and Economic Development

Question :

According to reply serial no. CEDB(CIT)155 under question serial no. 0772, in respect of false trade description and false or misleading statement, the authorities only replied with the statement "always concerned about the situation, C&ED spares no effort in combating these illegal acts". In fact, did the authorities conduct any investigation regarding Internet trading platforms in the past year (2010)? Were undercover operations conducted for verification purposes? Were there any cases involving follow-up action and prosecution?

Asked by :      Hon. WONG Kwok-hing

Reply :

The Customs and Excise Department is committed to combating unfair trade practices involving false trade description or false or misleading statement. The Department employs various means to collect evidence and conduct investigations depending on the circumstances of the cases. In 2010, the Department conducted investigations into eight suspected online transaction cases. Separately, the Department arrested one person for applying false trade description in online transaction after an undercover operation conducted in 2009. The person was eventually convicted by the court.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**RICHARD M F YUEN**

Post Title \_\_\_\_\_

**Commissioner of Customs and Excise**

Date \_\_\_\_\_

**28.3.2011**

Examination of Estimates of Expenditure 2011-12

**CONTROLLING OFFICER'S REPLY TO  
SUPPLEMENTARY QUESTION**

Reply Serial No.

**S-CEDB(CIT)18**

Question Serial No.

S035

Head : 31 Customs and Excise Department      Subhead (No. & title) :

Programme : (3) Intellectual Property Rights and Consumer Protection

Controlling Officer : Commissioner of Customs and Excise

Director of Bureau : Secretary for Commerce and Economic Development

Question :

Regarding reply serial no. CEDB(CIT)155 under question serial no. 0772, will the authorities consider taking proactive action to step up online surveillance with a view to taking enhanced enforcement action against false trade description and false or misleading statement cases in online transactions? If yes, what are the details as well as the manpower and expenditure involved? If no, what are the reasons?

Asked by :      Hon. WONG Kwok-hing

Reply :

In light of the increased popularity of online trading activities, the Customs and Excise Department has deployed manpower resources to undertake online surveillance. The Department will conduct immediate investigation if any unfair trade practice involving false trade description or false or misleading statement is detected. At present, 86 officers are deployed to enforce the Trade Descriptions Ordinance and handle cases related to false trade description and false or misleading statement, including conducting online surveillance; the total annual salary provision is about \$34 million. It is difficult to separately quantify the manpower and expenditure involved in online surveillance work.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

**RICHARD M F YUEN**

Post Title \_\_\_\_\_

**Commissioner of Customs and Excise**

Date \_\_\_\_\_

**28.3.2011**