

THE #1 FOOD MAGAZINE

零  
售  
商

HKRMA NEWSLETTER

# RETAILERS

SPRING & SUMMER 2020

HKRMA



***Voice of Retail  
Stronger than Ever amid COVID-19 Crisis***

# CONTENT

## 03 Chairman's Message



### COVER STORY

- 10 Voice of Retail**  
- Stronger than Ever amid COVID-19 Crisis

### FEATURE

- 18 Changes Brought by the Pandemic**  
- Interview with Ms. Janis Tam  
Managing Director, Swire Resources Limited

### FLAGSHIP PROGRAMMES

- 24 Retail Talent Award**  
**27 Quality E-shop Scheme**  
**28 ShopShop@hk Campaign**

### INDUSTRY NEWS

- 31 How Should Retail Industry Respond in the Pandemic**

### MEMBERS' CORNER

- 35 New Members**  
**37 Policies & Legislations**  
**37 HKRMA Activities**

'RETAILERS' is a quarterly newsletter of the Hong Kong Retail Management Association. Complimentary copies are distributed to all HKRMA members, members of the Federation of Asia-Pacific Retailers Associations (FAPRA - encompassing 18 Asian Pacific economies), key Government officials and departments, related organizations as well as local and overseas business contacts.

### Editorial Board

**Editor:** Ms. Ruth Yu Executive Director - HKRMA

**Assistant Editors:** Ms. Katherine Yu Senior Communications & Public Relations Manager- HKRMA  
Ms. Column Chu Manager, Research - HKRMA

**Contributors:** Mrs. Annie Yau Tse Chairman - HKRMA

**Advertising in 'RETAILERS':** Please contact the Association at (852) 2866-8311.

**Copyright:** No part of this newsletter can be reproduced without the prior written permission of the Hong Kong Retail Management Association.



## **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

Stepping into the third quarter of 2020, Hong Kong entered a new phase in the battle against the third wave of COVID-19 outbreak. The alarming surge in confirmed local cases has prompted the Government to drastically tightened social-distancing measures once again, which immediately affected the foot traffic and dampened consumer sentiment significantly.

Against this backdrop, the retail sales performance is expected to be adversely impacted further. In fact, the latest total Retail Sales Value (RSV) of June 2020 released by the Government registered a year-on-year drop of -24.8% to HK\$26.5 billion, marking the 17th month of consecutive decline. For the first six months of 2020, the RSV dropped by -33.3% overall.

The COVID-19 pandemic disrupted normal economic activities and the daily life of people around the world, and Hong Kong is no exception. With this new normal setting in abruptly, retailers are facing heightened uncertainties; while their business prospects will hinge largely on a number of unpredictable factors.

Primarily, it will depend on the duration of the third pandemic outbreak and subsequent resurgence, if any, and the effectiveness of the Government's relief measures, both of which are impossible to gauge for the time being.

踏入2020年第三季，香港正面臨新型冠狀病毒第三波疫情的嚴峻考驗。面對本地確診個案持續攀升，政府再次實施各項限制社交距離的措施，直接令到零售商舖人流大幅減少，嚴重影響消費意欲。

因應目前情況，零售銷售表現預期將會再次受到負面影響。事實上，政府公佈最新的2020年6月份零售銷售總，按年下跌24.8%，總額為265億元，連續17個月下跌。今年首6個月合計的零售業銷售額下跌達33.3%。

新型冠狀疫情肆虐嚴重影響全球各地經濟活動以及人民日常生活，而香港亦不例外。由於此突如其来的新常態，零售業亦因此面對更多的不確定性，零售表現未來將取決於衆多不明朗因素。

當中的首要因素將視乎第三波爆發持續多長以及疫情之後的發展，亦取決於政府的應對措施是否有效；而這兩個因素目前而言都難以估計。

Secondly, the retail industry relies heavily on tourist spending; however, the visitor arrivals slumped by 90% to only 3.5 million in the first half of 2020. The duration of travel related restrictions are highly uncertain and cannot be projected.

Due to the on-going pandemic, Hong Kong's overall economic conditions remain very weak. The unemployment rate which was at 6.2% for April to June 2020, though slightly declined to 6.1% for May to July 2020, was the highest in more than 15 years; and the real GDP contracted by 9% in the second quarter of 2020. With these pessimistic parameters, there is a high likelihood of massive shop closures and layoffs in the upcoming months. The Association's survey conducted in April 2020 projects that around 15,200 retail stores, which account for almost a quarter of Hong Kong's total retail shops, might collapse by the end of this year.

Given all these highly uncertain factors, the Association is not ready to provide any forecast of the RSV for the second half of 2020 until the situation has become clearer.

Amid this most difficult time, the Association has been diligently keeping up with our lobbying efforts on rental concessions, which is the most critical factor for all retailers to stay afloat. Through the liaison of Mr. Peter Shiu, Legislative Councillor (Wholesale & Retail), the Association had a meeting with the Chief Executive (CE), Mrs. Carrie Lam, on 17 July 2020, where we shared our latest business situation as well as our agonies in pleading with the landlords.

其次，旅客消費佔本港零售銷售額相當主要的一部分，但2020年上半年訪港旅客數字僅錄得350萬，下跌高達90%。這些旅遊管制措施目前存在太多不確定性，同時亦難以預期。

疫情持續之下，香港整體經濟表現持續疲弱。2020年4月至6月全港的失業率升至6.2%，雖然較5月至7月時的6.1%稍有下跌，但仍然是十五年來的最高水平；而第二季本地生產總值按年下跌9%。鑑於這些負面指標，未來數月將極有可能出現大規模結業潮以及裁員潮。協會今年4月的調查報告推算年底前將有15,200間店舖結業，即接近全港四分之一零售店舖。

鑑於以上眾多不確定因素，協會現時實在難以對2020年下半年的零售銷售作出預測，直至情況較為明朗後，我們將會再就未來零售銷售作出預測。

面對前所未有的挑戰，協會正全方位進行有關減租的遊說工作，藉以讓大小零售商能有喘息生存的空間。通過立法會批發及零售界議員邵家輝先生的安排，協會代表於2020年7月17日與行政長官林鄭月娥女士見面，分享零售業最新狀況以及我們與業主商討減租的苦況。

At a media conference held immediately after the meeting, we reiterated that the Government should restrict landlords from taking legal actions against their tenants who could not pay rent; and the landlords should stand together with the retailers by charging turnover rent only without fixed rent for a period of at least 9 months.

On 28 July 2020, the Association issued an open letter to all landlords, which was also published in Hong Kong Economic Times. We again expressed our deep concerns regarding the lack of support from landlords, which has devastated the survival of retailers especially those in declining categories.

Subsequently, under the leadership of Mr. Peter Shiu, the Association is joining forces with the Retail and Wholesale Alliance to pronounce another strong message for the Government to make reference to the rental relief framework launched by the Government of Singapore. We urged the Government to subsidize 2 months' rental payment, and require all commercial landlords to waive the same, making a total of 4-month rent-free period for all suffering retailers.

Despite the gloomy outlook, the Association is preparing ahead for the post-pandemic recovery. Together with Quality Tourism Services Association (QTSA), we are organizing a citywide and cross-brand e-stamp mobile app promotion campaign "ShopShop@HK 去街買" which aims to create synergies among retail brands for boosting local consumption sentiment. The official launch is now in the pipeline and apart from HKRMA and QTSA members, fellow retailers in Hong Kong, no matter local or international, are encouraged to join. Please [click here](#) for more information.

與行政長官會面後來，協會亦隨即舉行了記者會，向傳媒重申政府應限制全港商舖業主，不能因為商戶無法繳付租金而採取任何法律手段或收回店舖，以及商舖業主應體諒零售商的苦況，取消底租，按租戶營業額收取分成租金，為期不少於9個月。

於2020年7月28日，協會向全港商舖業主發公開信，並刊登於經濟日報。我們再次對各大業主缺乏支持表示深切關注，這嚴重破壞了零售商的生存空間，尤其是一些銷售額下跌的零售類別。

在此之後，協會亦響應邵家輝議員的號召，加入「零售及批發大聯盟」聯署廣告，公開呼籲政府參考新加坡的做法，透過修改法例，使政府與商舖業主各自向合資格的租戶提供兩個月免租，合共四個月，希望藉此讓商戶有喘息的空間。

儘管前景未明，協會正積極準備疫情過後的活動。協會與優質旅遊服務協會正聯手籌辦一個跨品牌手機電子印花消費推廣計劃，名為 "ShopShop@HK去街買"。此項活動目的旨在透過零售品牌間的協同效應刺激本地消費。計劃的先行階段已展開，我們誠邀兩個協會的會員公司參加，請按此參閱更多詳情。

This year, we also launched the first-ever Smart Retailing Award, aiming to recognize companies with innovative and forward-looking ideas and campaigns. Themed on "Expand HK Smart Retail Tech Horizon - To Revitalize and Recognize Your Retail Business", the two-day final phase of open presentation will be held via online platform on mid September, 2020. Taking this opportunity, I would like to congratulate a total of 31 finalists who have been invited to join the final phase for presenting their solutions to the pain points on customer experience.

Our Service and Courtesy Award also marked an important milestone this year. Celebrating its 35th anniversary, the Service and Courtesy Award is renamed as Service Talent Award to better reflect the objective of nurturing talents and building quality service culture within the retail industry. "The Resilience under the Unprecedented Pandemic" is the theme for this special year, so retailers should not miss the chance to join the competition which is now opened for enrollment until 7 September 2020.

In spite of all the hardships, we press on to promote and improve our flagship programmes with a view to continuously uplifting quality service of our industry. Our two recognition schemes, the Quality Service Recognition Scheme (QSR) which aims to recognize retail brands with quality service performance, and the Quality E-Shop Recognition Scheme (QEshop) which recognizes quality e-shops, now accept applications on a 12-month basis that means all retailers can obtain both recognitions all year round.

與協會今年首次舉辦「智能零售大獎」，旨在表揚具有前瞻性及創新的理念及項目。最後階段之公開演說將於2020年9月中以網上直播舉行，主題是「開拓香港智能零售科技 - 振興及表揚零售業務」。趁此機會，我亦恭喜31家進入最後階段的公司，他們將會介紹其參賽項目如何為零售業界解決顧客體驗上的痛點。

協會的「傑出服務獎」今年亦踏入一個重要里程碑，慶祝設立35周年，獎項的英文名稱已由Service & Courtesy Award更新成為Service Talent Award, 更加能反映其使命在於培育零售業人才、以及建立零售業優質服務文化。「傑出服務獎」今年的主題為「齊心蛻變逆精彩」，各位零售商千萬不要錯過，請於9月7日前報名參賽。

協會亦積極宣傳以及改進我們的旗艦活動，從而協助業界於困境中都能繼續提升優質服務水平。我們為表揚優質服務零售品牌的「服務認證計劃」(QSR)以及為肯定優質網店的「優質網店認證計劃」(QEshop)已經由年度認證，改為更有彈性的12個月認證。零售商現在都能全年申請這兩個認證。

At the same time, the Association's election for the new term of office (2020-2022) for the Executive Committee will be held at our coming Annual General Meeting on 8 October 2020 at the Harbour Grand Hong Kong Hotel. We are very honoured to have Dr. Y.K. Pang, Chairman of Hong Kong Tourism Board, as the guest speaker at the AGM Luncheon.

While we are working hard on refining our service support to the retail industry, I would like to remind our members to renew their membership for 2021, and invite retailers to join our Association. Only with concerted efforts of our members and fellow retailers, the Association can reflect the best interests of our retail industry. We welcome all offline or online retailers to apply for our Full Membership, while service providers and other related stakeholders to join as Associate Members. For more information such as membership fees and benefits, please [click here](#).

Taking this opportunity, I would like to inform members that the annual World Retail Congress (WRC) will be available for free this year. Taking the format of 3-day virtual conference from 15 - 17 September 2020, inspirational industry leaders and experts will share their insights and personal reflections, together with market trends and tips on how to win in the new retail reality. For more details and registration, please [click here](#).

與此同時，協會2020年周年會員大會暨交流午餐會將於10月8日假港島海逸君綽酒店舉行。今年，協會將於會員周年大會選出2020-2022年度執委會成員。我們亦非常榮幸邀請到香港旅遊發展局主席彭耀佳博士擔任午餐會主講嘉賓。

協會正努力不懈提升服務以支援零售業的同時，我亦希望藉此提醒各位會員更新2021年的會籍。唯有透過會員以及各位零售商的通力合作，協會才能更有效地代表業界發生。我們非常歡迎實體零售店舖的零售商或網上零售商加入成為公司會員；而服務供應商或其他相關機構則歡迎成為我們的聯席會員。有關會員費用、福利以及專享優惠，請按此參閱詳情。

藉此機會，我謹通知各位會員一年一度的World Retail Congress (WRC) 今年可以免費參加。WRC 將於2020年9月15日至17日一連3天以網上會議形式舉行，行業領導者和專家將分享他們的見解和個人看法，以及市場趨勢和如何在新零售現實中取勝的提示。請按此參閱更多詳細信息和註冊。



In view of the recent spike in new COVID-19 cases in Hong Kong and the public's unsettled sentiment towards whether the pandemic could be contained shortly, CE Mrs. Carrie Lam announced on 31 July 2020 that the Legislative Council (LegCo) Election scheduled on 6 September 2020 will be postponed for one year to 5 September 2021.

Although the exact arrangement for the LegCo in the coming year is still uncertain at the time of this reporting, I would like to take this opportunity to express our sincere gratitude to Mr. Peter Shiu for his effort during his first term as the representative of the Functional Constituency of the Wholesale & Retail sector at the LegCo since 2016. Over the past four years, Hong Kong has experienced unprecedented challenges on all fronts, and Peter has been striving for the best interest of the retail industry. The Association has been working closely with him to constantly reflect to the Government and the community about the views and concerns of our sector on a wide range of regulatory issues and policies. On behalf of the Association, may I wish Peter a bright and successful future for contributing to the society of Hong Kong.

On my last note, despite the extreme challenges ahead, we call for your continuous support to the Association for our industry to be united and be able to rejuvenate for the new era of retail.

由於本港疫情仍然嚴峻，市民大眾亦未知疫情能否於短時間內受控，行政長官林鄭月娥女士於2020年7月31日宣佈將原定於今年9月6日舉行的立法會選舉押後一年至2021年9月5日舉行。

雖然執筆之時，我們仍未知道立法會的相關安排如何，但我希望趁此向邵家輝議員表達由衷的謝意，感謝他自2016年開始出任批發及零售界議員以來鍥而不捨地代表業界發生。過去四年來，香港各方面遭受前所未有的挑戰，邵議員一直歇盡全力爭取零售業的利益。協會一直與邵議員保持緊密合作，向政府以及公眾就廣泛的政策反映業界的意見。在此，我謹代表香港零售管理協會感謝邵家輝議員任內的貢獻。

最後，儘管面臨著巨大的挑戰，我謹此呼籲各位能繼續給予協會持續的支持，因為業界若能團結一致，我們將不僅能夠克服當前的困難，更能夠藉此振興起來。

萬寧 mannings

嚟萬寧

笑多啲 健康啲





**VOICE OF RETAIL  
STRONGER THAN EVER AMID COVID-19 CRISIS**

# 助零售業 [撐企業 保就業]

The retail industry has been suffering from unprecedented devastation caused by the prolonged social unrest since June 2019. The uncertain prospect brought by the outbreak of the novel coronavirus since January 2020 poses another severe blow to our industry. Since the epidemic outbreak, the Association has been persistently reflecting the industry's devastation and seeking support from all stakeholders, especially the commercial landlords.

零售業自去年下半年起受社會運動影響，經營非常困難，加上受今年1月爆發的新型冠狀病毒疫情的打擊，情況變得更嚴峻，整個行業已進入生死存亡的關鍵時刻。自疫情開始以來，協會一直努力不懈向所有持份者，特別是商舖業主反映業界的情況，並透過不同途徑，竭盡所能支援零售會員及業界渡過今次難關，包括以下各方面的工作。

# PLEADING FOR RENT CONCESSIONS 多渠道爭取業主減租

## Late January 2020 - Pandemic Outbreak

The Association wrote to the top management of all major landlords in Hong Kong in early February, urging them to provide below rental concessions for a period of 6 months:

協會於2月初去信全港商舖業主，呼籲全港商舖業主向租戶提供為期六個月的紓緩措施，包括：

- charging turnover rent while cancelling the fixed rent, or  
取消收取固定租金，改以營業額按百分比分成，或
- providing a rent reduction equivalent to the degree comparable to the sales decline of individual retailers.  
參考零售商生意額下跌幅度，作租金調整。

## February 2020

The Association maintained its unwavering efforts in calling for rent concessions through the media, and meeting with the Government and landlords.

疫情期間，協會透過傳媒、與政府及商舖業主會晤，持續反映對界訴求。

## March & April 2020 - Outbreak of 2nd Wave of Pandemic

Since many of the landlords have been cutting back their support since April, the Association's Chairman Mrs. Annie Yau Tse together with Mr. Peter Shiu, Legislative Councillor (Wholesale & Retail) met the Chief Executive and organized a media conference afterwards to reflect the devastating situation of retailers and implore the Government and landlords for support.

有見不少業主自4月開始陸續終止向零售商的支持，並且回應態度轉趨冷淡和強硬，協會主席謝邱安儀女士聯同立法會批發及零售界議員邵家輝先生，與特首林鄭月娥女士會晤，並隨即舉行記者會反映零售業界苦況，並要求政府及商舖業主繼續給予業界支持。



## May & June 2020

On 26 May, the Association issued an open letter to the Chief Executive, urging the Government to restrict landlords from taking legal actions against their tenants who could not pay rent for at least 9 months.

協會於5月26日向特首林鄭月娥女士發公開信，促請政府以政策適度介入，在疫情期間限制全港商舖業主，不能因為商戶無法繳付租金而採取任何法律手段或收回店舖，為期不少於9個月。

## July 2020 - Outbreak of 3rd Wave of Pandemic

Representatives of the Association together with Mr. Peter Shiu had a meeting with the Chief Executive on 17 July, where we reiterated our request to the Government to restrict landlords from taking legal actions against their tenants who could not pay rent.

過立邵家輝議員的安排，協會代表於7月17日與行政長官見面，分享零售業最新狀況，並再次促請政府限制全港商舖業主對無法繳付租金的商戶所採取的法律手段或行為。

A media conference was held after the meeting to give an update on the latest situation of the industry and also to publicly call for landlords' support.

會面後，協會亦舉行了記者會，向傳媒分享業界情況以及公開呼籲商舖業主支持，與零售商同渡難關。



On 28 July, the Association issued an open letter to all major landlords and announced it to all media, requesting the landlords to stand together with the retailers by charging turnover rent only without fixed rent for a period of 9 to 12 months.

協會其後於7月28日透過傳媒及於經濟日報刊登公開信，呼籲全港商舖業主取消底租，按租戶營業額收取分成租金，為期9至12個月。



## REVEALING DEVASTATION BY DATA 以數據反映業界困境

To gauge the latest impact of the unprecedented pandemic on our industry, the Association conducted a survey during 31 March to 9 April among our members and other retailers. The survey findings revealed that about 90% of the retail companies had registered devastating drop. It was also derived from the findings that around 15,200 retail stores, i.e. up to a quarter of Hong Kong's total retail shops, may collapse between May and December if the poor trading condition persists.

On 21 April, the Association publicly announced the top 5 developers ranked by the unreasonableness of rental concessions perceived by the respondents in the Survey for reflecting the updated situation.

為反映業界於疫情期間的影響，協會今年3月31日至4月9日進行了大型調查。結果顯示，約九成受訪零售商於疫情下錄得中等至嚴重虧損，若營運條件得不到改善，推算至本年底將有1.5萬間，即全港的四份一零售店舖結業。

協會繼而於4月21日透過傳媒公開調查結果中，有關最欠缺/最沒有獲得合理租金紓緩的五大業主名單，藉此喚起商舖業主的關注。

## JOINING HANDS FOR A STRONGER FRONT

### 團結業界 尋求各方支持



Early in February, the Association joined the Retail Alliance spearheaded by Mr. Peter Shiu, Legislative Councilor of Wholesale and Retail Functional Constituency. Together with retail trade leaders and over 100 trade associations, we urged major landlords to waive the rent for February 2020 and to charge turnover rent only without base rent from March to June 2020.

In the meantime, the Association's representatives have been meeting with major landlords, senior Government officials, bankers, and other key stakeholders, in order to obtain effective assistance for our industries so as to minimize the damage that would lead to staff layoff, business downsizing or even closures.

早於疫情初期，協會便加入由立法會批發及零售功能界別邵家輝議員牽頭組成的零售大聯盟，當中包括多位零售業翹楚以及超過100多個業界商會，共同透過記者會、報章聲明，以及與多個大業主會面，呼籲店舖業主向商戶提供租金紓緩。

同時，協會亦與主要政府官員、銀行業界、以及其他持份者會面，共同協商有效對策，希望減低疫情對零售業的影響，盡量避免出現裁員、縮減業務規模、以及結業的情況。

## PLEADING GOVERNMENT FOR TIMELY RELIEF MEASURES 尋求政府適切支持

With unceasing efforts in seeking for Government support, the Association welcomes the Government's allocation of 5.6 billion for the Retail Sector Subsidy Scheme under the Anti-epidemic Fund on 21 February 2020. The Scheme provided subsidy of HK\$80,000 per store with a ceiling of HK\$3 million in total for a retail chain.

The Association believed the Scheme gave some breathing space to some retailers, but has reservation on the ceiling of the subsidy which could not help all retail shops especially those in suffering categories.

Under the second round of the Anti-epidemic Fund, the Government has launched the Employment Support Scheme (ESS) which provides financial support to employers to retain employees. The subsidy is calculated basing on 50% of the actual wage of the employee, with a maximum wage subsidy per employee capped at \$9,000 per month for a period of six months starting from June 2020.

協會努力不懈尋求政府幫助，減輕業界的營運壓力。協會歡迎政府於2月21日設立防疫抗疫基金，當中撥款56億元推行「零售業資助計劃」，向每家零售商店資助8萬元。

協會相信計劃可以稍為舒緩零售商的壓力，但由於計劃設3百萬元的資助上限，並不能覆蓋全部店舖，尤其對最受疫情影響的零售商幫助不大。

政府在第二輪防疫抗疫基金下，啟動了「保就業」計劃，由2020年6月開始幫助僱主補貼僱員薪金，為期6個月。補貼金額根據僱員實際工資的50%計算，每位僱員的最高工資補貼上限為每月9千元。

Prior to the Government's announcement on the details of ESS, the Association made a submission highlighting some potential implementation problems that retailers would face if not being dealt with. We are glad that the Government has adopted many of our recommendations on the Scheme. Looking forward, we will closely monitor the implementation of this Scheme, and will reflect members' views to the Government when necessary.

於「保就業」計劃實施前，協會就計劃實際推行時可能面對的潛在問題，向政府反映意見及提出建議。協會很高興當中多項建議獲政府採納。協會將繼續密切監察該計劃的實施，並在有需要時向政府反映業界的意見。

## UPDATE MEMBERS WITH LATEST INFORMATION

### 向會員提供最新資訊



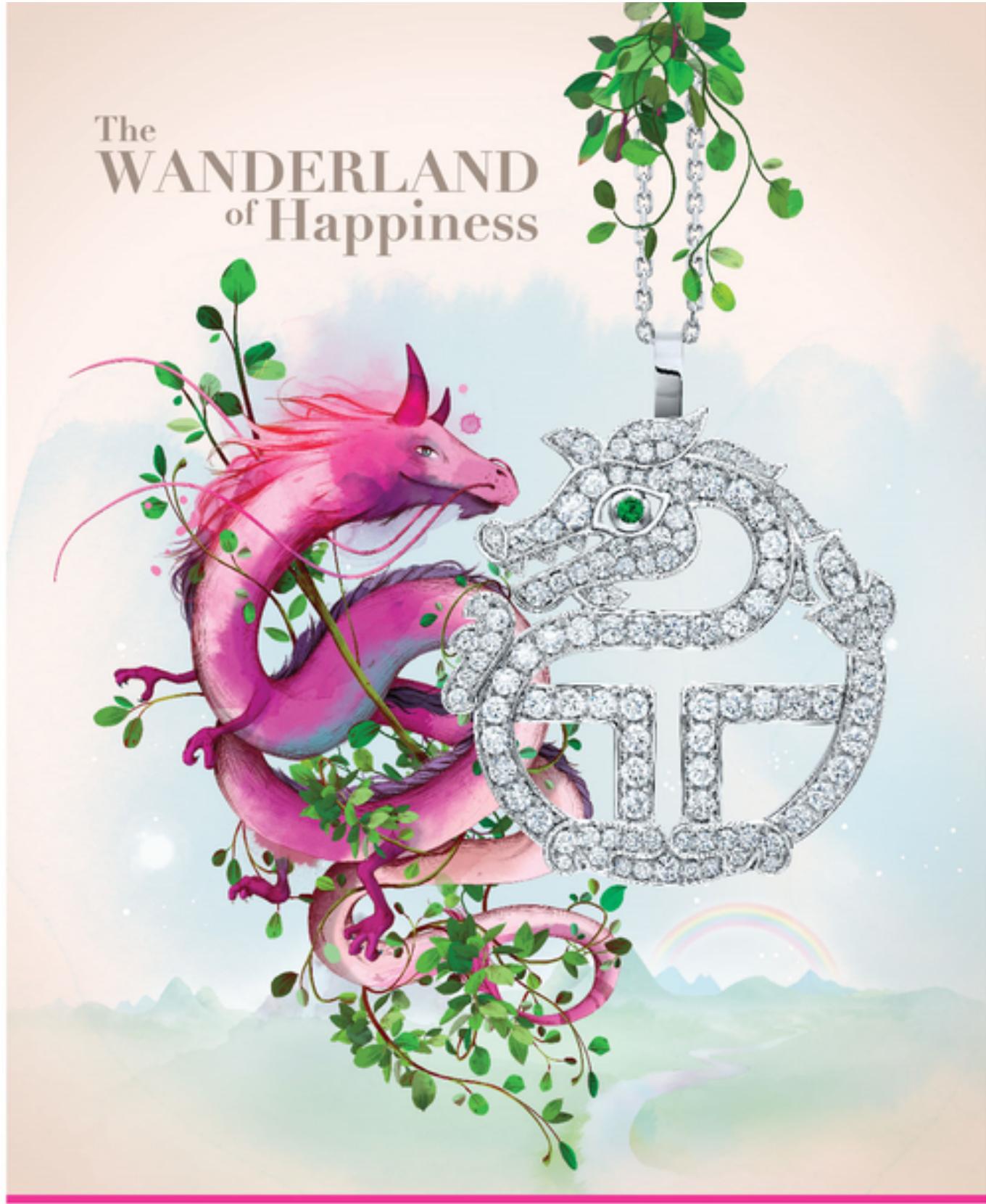
To keep members abreast of the latest development of the pandemic, we have set up a designated website which contains useful information and resources, covering the Government measures, as well as best practices regarding human resources, legal, and financial issues. The Association also organized webinar talks and seminars on topics that help members to cope with the pandemic and its impact.

The retail industry is still facing tremendous pressure on all fronts. The Association will continue to make its best effort to fight for the interest of our industry and to lobby various stakeholders tirelessly especially the landlords to ensure the sustainability of the industry amid the current crisis.

其協會一直密切留意疫情的發展，並特設網站提供實用資訊，內容包括協會的工作、與疫情相關的政府援助、法律、金融、人力資源等。與此同時，協會以網上形式舉辦講座，向會員提供疫情相關的資訊，協助會員作最好準備，以全面應對各種挑戰。

零售業仍然面對困難重重，協會將一如以往繼續為業界發聲；並繼續向商鋪業主反映訴求，協助會員一起跨過難關。

The  
**WANDERLAND**  
of Happiness



The Signature Collection  
**THE 12 TREASURES**

**T S L | 謝瑞麟**  
the artisan of love



## CHANGES BROUGHT BY THE PANDEMIC

# 疫情下的變革

Ms. Janis Tam 譚錦儀女士

Managing Director, Swire Resources Limited | Vice Chairman, HKRMA

太古資源有限公司 董事總經理 | 香港零售管理協會 副主席

The outbreak of COVID-19 has drastically changed the global economic environment and the way we live. As the pandemic has lasted for few months and was once slowed down in April, Hong Kong people seem to have adapted to the "new normal". Yet, the fear still lingers, and the consumer spending keeps shrinking due to economic recession and rising unemployment rate. How should retailers cope with it? And what changes has the local retail landscape seen so far?

一場突如其來的新冠疫情，翻天覆地改變了全球的經濟模式及市民的生活習慣。經歷了數月，疫情一度緩和，香港市民似乎適應了疫情下的“新常態”。可是疫情帶來的恐慌情緒尚未完全消除，而經濟衰退和失業率上升更導致消費緊縮。受疫情打擊，零售商如何應對？香港整體零售面貌有什麼變化呢？



## ACCELERATING ONLINE SALES AND TRANSFORMATION

### 疫情造就網購熱潮 加速數碼化及零售轉型

Social distancing became the new norm during the COVID-19 outbreak, and fear once sent people into a grocery-hoarding frenzy. Many people, especially the older generation, have turned to buy what they need online, resulting in some new consumption patterns.

A survey conducted by Tofugear in February 2020 showed that on average, 45% of consumers across Asia planned to increase their online spending over the next 12 months, and 38% of Hong Kong respondents intended to shop more online.

Ms. Janis Tam notes that recognising the trends of online shopping and big data analytics, Swire Resources started exploring e-commerce years ago and has been identifying the customers' preferences by analysing their spending behaviours. As people stayed at home during the initial outbreak, the sharp decline in store traffic forced the Company to accelerate e-commerce development and digitalisation as well.

新冠疫情期间，市民社交疏远，而且一度出现抢购粮油及日用品，以致不少以往只光顾实体店的市民，尤其较年长的一群，亦开始网上购物，有些更渐渐成为习以为常的购物模式。

Tofugear於2020年2月中進行的調查發現，亞洲平均有45%的消費者計劃於未來12個月內會增加在線消費，而香港的受訪者當中，亦有38%會增加其網購行為。

譚錦儀女士 (Janis) 表示，網購及大數據分析在近年已是大勢所趨，公司早年已開發網店，並著手分析顧客的購買行為以了解他們的喜好。就疫情初期，市民一度居家工作及避免外出，店舖頓然變得水靜鵝飛，迫使公司加速網店銷售及數碼化發展。

The online stores managed by Swire Resources now work in synergy with physical stores empowered by advanced retail technologies, such as digital screens and self-service portals. These technologies provides customers with brand-new shopping experience and allows them to view product information and promotion offers while minimising personal contact. Colleagues of some stores can also view a customer's purchase record and inventory information conveniently via mobile apps.

現時除了網店，實體店舖亦增設多項零售科技，例如電子顯示屏及自助商品查詢設備，為顧客帶來嶄新購物體驗之餘，亦可讓那些希望與店員保持一定距離的顧客得到商品資訊及推廣優惠。部份品牌店舖亦可以讓店員透過手機程式，查詢顧客購買記錄及存貨量，為店員在銷售上提供方便。

## ONLINE MARKETING DRIVING CUSTOMER ENGAGEMENT AND INTERACTION

### 網上營銷 增加顧客互動和參與

Janis points out that Swire Resources focused on protecting the health of its people and maintaining a safe shopping environment for customers at the early stage of the pandemic. As the panic once subsided, the management and employees started to brainstorm different ways to address the sharp decline in store sales and to allow customers to shop with confidence during the lockdown.

The sales teams were encouraged to keep in touch with customers using social media and instant messaging software. Some colleagues also showcased their creativity and attracted customers by staging live podcasts featuring sports equipment suitable for at-home workouts. Meanwhile, the Company also accelerated its omni-channel retailing development to capture the opportunities brought by the online shopping trend.

Janis 分享，公司在疫情初期忙於保障員工健康，以及為顧客提供衛生安全的購物環境。當大家焦慮的情緒稍為緩和下來後，管理層及員工開始思考如何應對店舖銷售驟減的問題，如何令顧客在居家/抗疫期間，仍然可以安心購物，所以我們一方面鼓勵及協助店舖同事自發利用社交媒體及聊天軟件與顧客保持溝通。

部份員工更發揮創意，利用在線直播，親自介紹店舖運動用品的使用方法，讓顧客可以留在家中做運動之餘，亦可藉此增加顧客購買運動用品的意欲，另外趁著網購在疫情中變得更普及的時機，加速在這方面發展，建構全渠道銷售。



## MEETING CUSTOMERS' NEEDS WITH INNOVATION AND AGILITY 鼓勵求變 快速回應顧客需求

Janis believes that the colleagues have been motivated by two major factors amid uncertain times like this—transparency and an innovative culture. Transparency at work has given them a clear picture of the current business condition and gained their support; an innovative culture has encouraged the whole team to embrace the challenging period with a positive attitude.

She is pleased to see that the workout videos conceived and produced by the colleagues have been well received by the customers. And to give them an extra edge, influencers were invited to equip the staff with useful filming and editing skills in creating the content.

On the other hand, various targeted promotions were also introduced in physical stores, covering anti-epidemic items, home gym equipment, outdoor and hiking products, and products designed for students who went back to school in June.

面對這次疫情突擊，被問及如何推動員工向前，Janis 認為有兩大因素。第一是公司要保持透明度，向員工講解公司在疫情下的狀況，從而獲得員工支持。另外，公司鼓勵員工勇於求變的文化，使到管理層及員工都不逃避疫情帶來的影響，並且積極思想如何前進。

Janis 表示，員工教做運動的題材及形式都是由他們自己主導，她很高興這些網上教學受到顧客歡迎。為了配合員工網上推廣，公司亦旋即聘請 KOL 教員工拍片和剪片技巧，讓員工拍攝時更得心應手。

在實體店方面，公司亦因應顧客需要，迅速作出不同的推廣，例如早期推廣防疫用品，家居健身、戶外行山產品到6月針對學生重返校園而推出相關貨品等。

## NOTABLE FUTURE TRENDS 未來發展趨勢

Hong Kong's economic outlook and retail market are still full of uncertainties. Janis admits that Swire Resources will continue to be in the survival mode, but she also observes two emerging trends in the retail industry:

### 1. Go digital

When the millennials embrace the digital era, consumers are increasingly adapted to the fast-paced digital world and expect truly responsive service as well as instant reply. Janis notes that technology and digitalisation help retailers understand customers' preferences and respond to their needs quickly by integrating the online and offline best practices.

### 2. Brand Philosophy and Values

She also notices that consumers now spend more cautiously and tend to focus on the necessity of a product. Therefore, a brand's philosophy and its connection with the customers will contribute to the value of a product. Janis is grateful for the dedication of her colleagues to maintaining the strong customer relationships and promoting the healthy and active lifestyle that has received wide recognition.



香港未來的經濟及零售市場仍充滿變數，Janis表示，公司目前首要工作是保持繼續營運 (in survival mode)，對於整個零售業的生態，她觀察到有以下兩個發展趨勢：

### 1. 數碼化發展

現時不單千禧世代走向數碼世界，亦有越來越多顧客習慣了網絡世界的快速節奏，期望商戶能隨時隨地作出回應。Janis表示，科技和數碼化發展可幫助零售商掌握顧客行為喜好，整合線上線下最佳營運，能幫助零售商快速回應顧客需求。

### 2. 著重品牌理念和價值

Janis認為，經歷新冠疫情後，顧客消費變得更謹慎，尤其會考慮貨品是否必需，而貨品的價值會取決於該品牌的理念以及與顧客的關係。Janis感謝員工在疫情期間自發與顧客保持聯絡，建立了像朋友般的關係，並且以運動帶動健康生活的理念，獲得顧客認同。



As Swire Resources will focus on managing its existing portfolio, Janis reveals that the Company will also adjust its strategy to reflect the ever-changing retail landscape, and employees may see a change in their duties and roles in the future. However, people remains the Company's most valuable asset and an integral part of its future development.

Janis 表示公司未來會集中現有品牌的業務，並且會因應零售生態轉變而進行調整。她認為未來對員工的工作職能可能有所改變，但員工對公司發展仍然佔有重要位置，是公司的寶貴資源。

Swire Resources, a wholly owned subsidiary under the Trading and Industrial Division of Swire Pacific Limited, is a leading brand management, retail and distribution company in Greater China. Its offerings include sports, outdoor, lifestyle and fashion products. The Company now operates over 200 retail outlets in Hong Kong, Macau and the Mainland, including four multi-brand sports and outdoor lifestyle chains, namely Marathon Sports, GigaSports, Catalog and Go Wild, as well as franchise stores of international leading labels such as Columbia, Chevignon, Crocs, Havaianas, Rockport, Arena, Speedo, Repetto, Cath Kidston and The Kooples.

太古資源為太古股份有限公司旗下貿易及實業部之全資附屬公司，為大中華地區具領導地位的品管理、零售及分銷商。主要產品類別包括運動、戶外、休閒及潮流時尚。太古資源在香港、澳門及中國內地經營逾200個零售點，包括四家多品牌運動及戶外用品連鎖店馬拉松、GigaSports、Catalog及Go Wild，以及獨家代理一系列國際知名品牌如Columbia, Chevignon, Crocs, Havaianas, Rockport, Arena, Speedo, Repetto, Cath Kidston 及The Kooples等。

## 2020 SERVICE TALENT AWARD - CALL FOR ENROLLMENT

# 傑出服務35載 齊心蛻變「逆」精彩



**The Award is now opened for enrollment until 7 September 2020.**  
**現正接受報名 9月7日截止**



### NEW FORMAT OF THE AWARD IN 2020 獎項新面貌

To celebrate its 35th anniversary, the Service & Courtesy Award is renamed as 2020 Service Talent Award and a number of new initiatives are introduced. Other than awarding the outstanding frontline staff, 'Retail Anti-Pandemic Award', 'Flagship Store Recognition' and 'Top 10 Outstanding Flagship Stores' are introduced to recognize companies with good anti-pandemic campaigns and stores providing best customer experience respectively.

To mark its anniversary, special awards including 'Best Training Award', 'Most Participating Brands' and 'Most Winning Brands' are also launched for celebration.

2020年是傑出服務35周年誌慶，獎項除了革新英文名外，更引入多項創新元素。除了表揚服務出众的前線員工，獎項今年人增設「零售抗逆大獎」以表揚零售商於疫情或逆市下運用創意的努力成果，並引入「旗艦服務認證」及「十大傑出服務旗艦店」以表揚於顧客服務表現卓越的店舖。

獎項今年更特別加設「最佳培訓獎」，並獎勵35年來參與次數最高及獲獎次數最多的品牌，以表揚一直見證獎項茁壯成長的品牌。

## AWARD STRUCTURE 獎項架構



## Supplementary Awards 附加獎項

- Best Team Performance Award 最佳參賽隊伍
- The Potential Brand Award 最具潛質品牌
- Best Training Award 最佳培訓獎
- Top 10 Outstanding Service Retail Brands 十大傑出服務零售品牌
- Most Participating Brands & Most Winning Brands 三十五周年特別獎  
(to celebrate the 35th anniversary of the Award)

## AWARD BENEFITS 參賽得益

- Trophy and Certificate 頒授獎座或證書
- Award logo for showcase 授權展示得獎標誌
- Window Sticker 櫥窗標貼
- Promotion by media 媒體報導或採訪
- Certificate for participation 參與證書
- Assessment Report 綜合評審報告一份



## PARTNERS 合作伙伴

Credit Card Sponsor 信用卡贊助



Media Partner 獨家招聘媒體伙伴



## INQUIRY 查詢

Tel. 電話: 2179-9409  
E-mail 電郵: sta@hkrma.org



Enroll  
立即報名



# ONLINE BUSINESS RECOGNITION 全港唯一線上業務認證 Quality E-Shop Recognition Scheme 優質網店認證計劃

Uplift the TRUST Image of Your E-Shop 提升您網店可靠的品牌形象

## Year-round Subscription for Recognition 全年無休認證服務 Logo Valid for 12 months 商標12個月有效期

### Scheme Introduction 計劃簡介

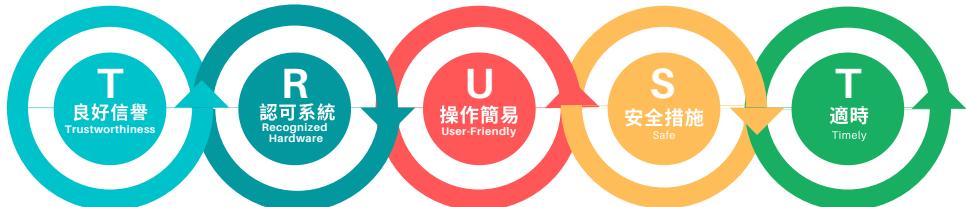
The Quality E-Shop Recognition Scheme provides a comprehensive and objective assessment for e-shops in Hong Kong. It aims to give recognition to quality e-shops with the representation of T.R.U.S.T. From 1 June 2020 onward, e-shops can join the Scheme in any month of the year and will be granted the recognition logo if they pass the assessment. **The recognition logo is valid for a period of 12 month upon the logo issued month.** The valid recognition logo is allowed to be used on e-shop interface, and other online / offline marketing collateral.

香港零售管理協會 (HKRMA) 推出「優質網店認證計劃」，為零售網店提供全面客觀的評估，認證優質的購物網上商店。獲認證的網店是代表其 T.R.U.S.T. 可靠性。由2020年6月1日起，參與網店可於全年任何月份申請認證，在通過評審獲認證後，均可獲發**12個月有效期**的認證商標，按商標發出起月份計算。有效期內之認證標誌可應用於其網店頁面及其他線上 / 線下廣告宣傳品上。

ACT NOW! To uplift your brand image and to enhance consumers' confidence at your e-shop.

立即行動! 為你的網店取得「優質網店認證」，提升可靠的網店品牌形象，加強消費者對您網店的購物信心。

Quality E-Shop 「優網店」 Represents 代表 T.R.U.S.T.



### Eligibility 申請資格

Participating e-shop must have:

1. Valid business registration and a physical business address with substantial operation in Hong Kong;
2. Be fully operative for at least a year (calculated from the first transaction date) and have no record of trading in counterfeit goods;
3. Engage in the retail sale of merchandise or the provision of retail services to individual customers in Hong Kong.

參與網店(或其管理公司)必須:

1. 持有有效的商業登記證及香港實體辦公地址；
2. 已營運最少一年(日期以第一宗交易計算)及沒有任何售賣偽造品的紀錄；
3. 銷售商品或零售服務對象包括香港地區的個人客戶。

計劃詳情

[Scheme Details](#)

### 評審流程 Stages of Assessment



網上報名

[Online Enrolment](#)

Enquiry 查詢

Ms. Sin 洗小姐

Tel 電話: 2179 9407 / 2866 8311

Email 電郵: [qeshop@hkrrma.org](mailto:qeshop@hkrrma.org)

# ShopShop@HK

去街買

## 跨品牌手機電子印花消費推廣計劃

現正招募參與零售品牌 (首 3 個月參加費用全免)

**Cross-Brand E-stamp Mobile App Promotion Campaign**

**Now Open for Retail Brands' Participation (FREE to Participate in Initial 3 Months)**

Under the adverse impact of COVID-19 on retail industry, Hong Kong Retail Management Association (HKRMA) and Quality Tourism Services Association (QTSA) are planning to co-organize a cross-brand e-stamp mobile app promotion campaign named "ShopShop@HK". This campaign aims to create synergies among retail brands to boost local consumption and revive Hong Kong's retail industry. We cordially invite HKRMA member companies to join this campaign through the adoption of a mobile app of issuing cross-brand e-stamps for gift redemption.

Now the Pilot Run Plan of the mobile app is ready for merchants to adopt. Interested members may download the app from Google Play Store or iPhone App Store. The official launch date will be announced later.

受新型冠狀肺炎影響，各行各業面臨挑戰，零售業銷售更是首當其衝。有見及此，香港零售管理協會及優質旅遊服務協會，雙方正聯手推出一個 跨品牌手機電子印花消費推廣計劃，名為「ShopShop@HK 去街買」手機程式，目的旨在透過跨品牌協同效應，刺激本地消費、振興本港零售業發展；現誠邀協會會員公司登記參與，藉著跨品牌儲電子印花換禮物的活動機制，助您店舖帶動人流、加速銷售！

歡迎會員登記參與試行計劃，商戶現可於 Google Play Store 或 iPhone App Store 下載手機程式體驗一下，計劃正式推出日期容後公布。



## **Mechanism of the Campaign 計劃機制**

- Participating brands are required to have at least one internet-connected mobile/tablet device at participating shop. The device is used to FREE download the Tipic Keeper App for back-end control and to scan QR-code shown in consumer's user app to issue e-stamps and manage gift redemption.

參與品牌需在指定店舖內準備已連接互聯網的智能手機 / 平板電腦(裝置，下載免費 Tipic 管家手機程式作後台操控，及掃瞄顧客 ShopShop@HK 手機程式中的二維碼，便能發放電子印花，並可於程式內管理優惠券、兌換禮品等。

- Consumers are required to download Tipic mobile app and to register as user; then they can earn e-stamp in the App upon their purchase. The e-stamps are served for the purpose of cross-brand redemption.

顧客只需要下載 ShopShop@HK (Tipic) 手機程式，登記成為用戶，即可在參與品牌店內消費及儲存電子印花；印花是跨品牌互通的。

- Consumers are required to download Tipic mobile app and to register as user; then they can earn e-stamp in the App upon their purchase. The e-stamps are served for the purpose of cross-brand redemption.

顧客在任何參與品牌店內消費滿HK\$250均可儲1個印花，然後在「綜合禮品庫」內換領所有禮物/優惠 (視乎換領條件)。



## **Eligibility of Participation 參加資格**

Participating brand must be 參與品牌需符合以下條件:

1. a full member of either HKRMA or QTSA; and  
參與品牌必須是香港零售管理協會或優質旅遊服務協會的會員公司; 及
2. with physical outlet(s) in Hong Kong.  
於香港有零售實體店舖營運

## **How to Participate 參加方法**

For interested members, please complete the online form.

有興趣參與此推廣活動的會員，請填妥網上表格。

**Register Now**



## **To Know More 更多活動詳情**



Tel. 電話 : 2866 8311



Campaign Website 活動網址

## HOW SHOULD RETAIL INDUSTRY RESPOND IN THE PANDEMIC

# 疫情中的零售發展趨勢

This section highlights articles and reports on how the retail industry respond to the changing landscape brought by the pandemic.

本欄目介紹坊間有關疫情對零售生態轉變的文章，以及剖析業界未來發展方向的資訊。



### Navigating your retail business through COVID-19

As consumers increasingly shop online, retailers are optimizing to be easily accessible across devices, keep supply chains fully functional, and provide timely delivery, all while looking after the health and safety of employees and customers.

In this playbook, Think with Google highlights the changing user habits online, and what this means for retailers; while exploring how retailers can better manage their storefronts to be helpful to customers, adjust their marketing campaigns to portray a brand that is helpful, and be available to customers whenever they are needed.

隨著越來越多消費者在網上購物，零售商正優化其銷售系統，保持供應鏈的完整功能並提供及時的交付，同時兼顧員工和顧客的健康與安全。

報告重點介紹消費者的線上購物習慣，以及零售商如何更好地管理店面，調整其營銷活動，以回應顧客需求。

Source of Information 資料來源：Think with Google

<https://www.thinkwithgoogle.com/intl/en-apac/trends-and-insights/navigating-your-retail-business-through-covid-19/>

(English version only 只有英文版本)

## Responding to Crises and Changing Consumer Behaviour

#### **- How the retail sector can overcome challenges and capitalise on new opportunities**

# 《新冠肺炎對零售業的影響 - 如何克服挑戰並把握新機會》

## Key highlights in KPMG's report:

1. Companies must keep a tight control on costs.
  2. Firms should urgently prepare supply chain operations for the economic recovery.
  3. To build greater resilience, it is necessary for retail companies to establish crisis prevention and risk mitigation mechanisms.
  4. Focus on long-term business development by strengthening internal capabilities in the following areas:
    - Build "omni-channel" marketing and digital retail capabilities, innovate business models, and upskill employees for the technological revolution.
    - Companies should plan for the future of their brick-and-mortar stores by using big data on footfall, customer profiles and shopping preferences to judge which locations have the best long-term value.
    - Accelerate the integration of different formats and categories.
    - Improve the supply chain network and ensure all products have more than two suppliers.
    - Invest in digitalisation and functionalisation and increase efficiency.

KPMG 在其報告提出以下四個建議要點，幫助零售業能快速恢復業務並建立長期營運能力：

1. 公司必須嚴格控管成本
  2. 企業應為經濟的復甦緊急準備其供應鏈的運作
  3. 零售業需建立風險防範機制
  4. 依長期業務發展的趨勢，企業應加強下列「內部能力」：
    - 建立「全渠道(omni-channel)」行銷和數位零售功能，創新商務模式
    - 數位革命
    - 整合商品多樣化
    - 完善的供應鏈網絡，確保所有產品有兩個以上的供應商
    - 投資自動化，將低成本，提升效率

Source of Information 資料來源：KPMG

<https://home.kpmg/tw/zh/home/media/press-releases/2020/03/tw-retail-industry-covid19.html>

# Beyond COVID-19: How Asia's retailers can navigate the post-pandemic new normal 零售商如何把握疫情後新常態的發展

The report of Fung Business Intelligence offers a vision of how Asia's retail landscape and consumer buying behaviors will change and impact the ways retailers operate post-pandemic.

- Online shopping will increasingly become a prominent buying channel for consumers going forward.
- New delivery services such as contactless delivery and pickup options, as well as the use of autonomous delivery drones and robots have become the norm in the age of COVID-19.
- COVID-19 crisis has fast-tracked the progress of digitalization in retail.
- COVID-19 outbreak has significantly raised consumers' awareness of the importance of public health. Going forward, they will continue to expect higher standards of hygiene and cleanliness in retail stores.



隨著疫情期間消費者購買行為的轉變，馮氏集團利豐研究中心的報告指出，亞洲零售商的經營方式出現下列現象：

- 網購將持續成為消費者重要的購買渠道。
- 出現新的送貨服務模式，例如非接觸式送貨和取件選項，而無人機和機器人在疫情期間亦是常用的選項。
- 疫情加速了零售業對數碼化和智能科技的使用，以重塑消費者體驗。
- 疫情大大提高了消費者對公共衛生的意識和重要性，他們未來對零售店舖的衛生標準有更高的期望。

Source of Information: Fung Business Intelligence 資料來源：馮氏集團利豐研究中心  
[https://www.fbicgroup.com/sites/default/files/Beyond\\_COVID-19.pdf](https://www.fbicgroup.com/sites/default/files/Beyond_COVID-19.pdf)

(English version only 只有英文版本)

# Global retail trends 2020 - Preparing for the new reality

2020年全球零售趨勢 - 為新現實做準備

This report highlights the four key trends that every retail executive should be watching as they rebuild their business towards the new reality:

- **The Retail Business model is evolving** - The rise of platforms is changing the retail landscape.
- **Purpose moves to the forefront** - Customers want to buy from companies who stand for something bigger than profits.
- **Rethinking the cost of doing business** - Retailers take new approaches to cutting costs and driving profitable growth.
- **Customer choice comes under the microscope** - As customers focus on availability over selection, all signs suggest discounters and platforms will thrive.



在最新的《2020年全球零售趨勢》報告中，畢馬威全球網絡中的零售行業專家指出，零售業管理層在新冠疫情危機後重整業務時，應關注以下四個正在加速的趨勢，包括：

- **零售業務模式不斷進化** - 平台的興起正在改變零售業的商業模式
- **以企業宗旨為重** - 消費者更加支持注重意義多於利益的企業
- **營商成本策略重構** - 零售商採用新方法來減少成本並提高利潤
- **對消費者喜好進行仔細研究** - 消費者注重可獲得性多於選擇性

Source of Information 資料來源：KPMG

<https://assets.kpmg/content/dam/kpmg/xx/pdf/2020/05/global-retail-trends-2020.pdf>

(English version only 只有英文版本)

# 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:

- |  |   |
|--|---|
| 01 City  | Elegantcharm Culture (HK) Ltd 集雅軒文化(香港)有限公司                                       |
| 18 Gifts Limited 實發禮品國際有限公司                    | Enterprise Limited 打不死有限公司  |
| AANGSHOP                                       | Ermenegildo Zegna (Hong Kong) Limited   |
| Advanced Eco Engineering Ltd 山水工程有限公司          | Eva Trading Company 怡華文具精品店   |
| Aleshia  | Eye Contemporary Art Gallery Ltd. 悅目畫廊有限公司  |
| ALOT Living Limited 雅樂生活有限公司                   | Fairton Sense Limited   |
| Ambree International Limited                   | Fairton Trading Company Limited   |
| Anna Shopaholic 安娜購物網                          | Fashion Shop 潮人精品   |
| Anny Buyer Company 雅莉美國代購                      | Favour Wedding Limited  |
| anot Studio & Lab                              | Feu Trading Company   |
| Art Beauty.Com                                 | Fifth Avenue Fashion Wigs & Hairpieces 第5街真髮系列                                    |
| Audrey Limited 奧黛麗有限公司                         | Fresh Fruit Limited 鲜活有限公司  |
| Azure Kids                                     | Geeker Group Limited 極客谷  |
| Bake Bake World 热烘球                            | GHK Company Ltd 皓星有限公司  |
| BBGShopHK Limited                              | Girlworld   |
| Bless Shoes                                    | Give n Gifts Limited  |
| Blossom Cakes 花語堂                              | Global Trading Services Asia Ltd 環貿服務亞洲有限公司                                       |
| Bro Union (HK) Limited 聯合兄弟(香港)有限公司            | GLOBAL Intel Jewelry Limited 鑽科珠寶有限公司   |
| Brown Sugar                                    | Grand Music Company (H.K.) Ltd 百樂琴行有限公司   |
| Buta Trading Company                           | Grandeur J 福成鴻源   |
| C.C.Toys                                       | Hair King 髮記  |
| Carat Girl Diamond HK Limited                  | Heinemann Hong Kong Ltd 海內曼香港有限公司   |
| Chang Chang Goodstore 常常集品                     | Hello Hippie 你好嬉皮   |
| Checkpoint Sports Limited 必到點運動有限公司            | Hellolulu Living Solutions Ltd 露露生活有限公司   |
| Chickeeduck Retail (HK) Ltd                    | Hiu Fung Limited 曉峰古潮有限公司   |
| Ching Leather Workshop 皮革士作室                   | Ho Kee Vegetable and Fruit 豪記蔬果   |
| Chun Yi Stationery Company 真意文具                | Hobbyeasy Ltd. 興趣易有限公司  |
| Cinna Kiki Lala 喜拿仙子                           | Holiway Resources Limited 浩威資源有限公司  |
| Club Watch Limited                             | Hong Kong Picture Bookstore 香港繪本館   |
| CMF Industrial company                         | Hong Kong Postnatal Care & Regimen Professional Association Co Ltd 香港陪月養生專業協會有限公司 |
| Coffee Justice Company Limited 珈啡公義有限公司        | Hong Kong Water Solution Ltd 香港潔淨水有限公司  |
| Conquest World 征服世界                            | Hosanna Wedding 繢麗婚紗攝影公司  |
| Cross Age Optical 二代目眼鏡專門店                     | House of Connoisseur Limited  |
| Culture Tile Building Materials Ltd 文化磚業建材有限公司 | I Art International (HK) Ltd  |
| Dignity Diamond Limited                        | in a stone  |
| D-Store-Diversification                        | Indigo Fitness Studio   |
| uco N Amica (Hong Kong) Ltd 玥頤(香港)有限公司         | It's Boiling Limited 滾起來有限公司  |
| EARTH.er                                       | Jenny Madrose 皂乜呀   |
| EB Lingerie Outlet                             | K & R Company 懷杰公司  |
| Ebuy   | Kai Bo Food Supermarket 佳宝食品超級市場  |
| Asia Company 易購亞洲                              |   |



**Full Members 公司會員:**

Keinichi Living Store 形日居  
Kingdom Motor 君御汽車  
KM Worldwide Limited  
Lee Shin Houseware 利成家庭用品  
Legend Success Timepiece Ltd 利駿鐘錶有限公司  
Life is BG 棋妙人生  
Lifestyle 816 Watch Ltd 卓穎鐘錶珠寶有限公司  
Little Thinker Bookshop 小小思想家書店  
Love Vintage Limited  
Lush Asia Limited  
Lustre & Co 浩榮行  
Luxbyluxhk  
Luxury Concept Trading Group 煙煌貿易集團有限公司  
Make Your Day Company Limited  
Marvintage  
Menclave Homme 文禮  
Mes Bridal  
Miku Zakka Miku 雜貨  
Miracle  
Model 1 Company Limited 魅力科妍制作公司  
Moments in Time 相. 藝集  
Monster Store 怪獸士多  
Mouvine's Jewelry Company Limited  
My Beauty Corner 水漾•潤澤  
New Sam Yung (HK) Limited 新三陽(香港)有限公司  
Ninedays Photography Limited 旭影像有限公司  
North Point Group Limited 北角士多集團有限公司  
Nude Story Company Limited  
Omakase Trading Company Ltd 情趣用品香港旗艦店 Once Upon a Babe 歐美家居兒童用品  
Organic We Limited 對得住地球基地  
OTTO Optic Limited 傲瞳視力有限公司  
Pepper Optical Company Limited 胡椒眼鏡有限公司  
Perfect Moment 好時辰  
Philia Musik 菲利亞音樂店  
Pi Zone (HK) Limited 清純都市(香港)有限公司  
Power Living Limited 香港動生活有限公司  
Precious Group Limited 美好集團有限公司  
Premium Management Consultants Limited 佳盈顧問有限公司  
- 安欣母嬰藥粧生活百貨  
Prime-Living Limited  
Print Studio Ink'chacha (HK) Limited 策冊文化有限公司  
Pristine Crystal 碧粹  
Pro Tension Racquet 賽志球拍專門店  
R.S.R. 紅鞋宜

RejunBio International Co Ltd 佰瑞健國際有限公司  
Rola Company Rola 寵物用品  
Roza Bulgaria Ltd  
Salon Studio Limited  
Sam Kee Book Co 森記圖書公司  
Saturn Wood Workshop 石盾小木工  
Senimart Limited 善意長者用品有限公司  
Shan Muk Furniture Co Ltd 山木傢俬有限公司  
Sharon Yuen Jewelry Design  
Shoplux Co Limited 尚品樂事有限公司  
Shu Kee Ming Lee Fu Zhu Food Co 樹記明利腐竹食品有限公司  
Simple Legend Shop Co. 取社  
Simply Love Wedding  
Smart Grand Mobile Limited 浩俊移動有限公司  
Sovast (Hong Kong) Limited 新華思捷(香港)有限公司  
Standbyland 身土不二  
Suilite Technology Limited 智圓動力科技有限公司  
Sup 3 Store 拾衫舍  
Tenaz Limited 實信科技有限公司  
The Warehouse Limited  
Tin Shing Stone Limited 天盛石材有限公司  
Tinco (HK) Limited 僑輝(香港)有限公司  
TNS Investment Limited  
TO.TATTOO.HK  
Top 2 Fashion Limited  
Tramric Limited 叮叮電車設計  
Uhall Exam Training Centre Ltd 大學堂考試訓練所有有限公司  
Vintage1961  
Wayglory Corporation Limited 浚通有限公司  
Wellness Service Centre Co Ltd 生活智慧工作坊有限公司  
WeWatch Limited 買錶有限公司  
Wine Explorer 滿堂紅  
Wing Tai Electrical & Hardware Co. 榮泰五金電器行  
Wise Pet  
Wision Music Studio 偉聲樂舍  
Yarn-Mart Company Limited 紗線之城有限公司  
Yi Mei Fashion (HK) Limited 意美時尚香港有限公司  
Ying Che Kit Motors Company Ltd 英之杰車行有限公司  
Yolanda Bakery Limited 蘭特餅店  
Zuitable Limited

**Associate Members 公司聯席會員:**

VG Design Associates Limited  
Moet Hennessy Diageo HK Ltd 酩悅軒尼詩帝亞吉歐洋酒香港有限公司  
Starling Labs Limited

## 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 Statutory Minimum Wage Review  
就法定最低工資水平檢討向政府反映業界意見
- Plea for Government's support to the retail industry under the impact of COVID-19 pandemic  
反映新型冠狀病毒疫情對零售業的打擊，並呼籲政府支持
- Views on Government's Anti-epidemic Fund  
就政府的防疫抗疫基金反映業界意見

### HKRMA Activities 活動一覽表:

Date ↗	Event ↗
08 Oct 2020 ↗	HKRMA 2020 AGM and Luncheon ↗ HKRMA 2020 會員周年大會暨午餐交流會 ↗
21 Aug 2020 ↗	[Online Seminar] Retail Crisis Management ↗ [網上講座] 零售危機管理 ↗
20 Aug 2020 ↗	Smart Retailing Awards - Open Presentation (Day 2) ↗ 智能零售大獎 - 公開演說會議 ↗
19 Aug 2020 ↗	Smart Retailing Awards - Open Presentation (Day 1) ↗ 智能零售大獎 - 公開演說會議 ↗
18 Aug 2020 ↗	HKRMA TIP-TALK Series: Retail Transformation (Episode 9: 電子商貿疫境之成功法則!) ↗ 零售大轉型 TIP-TALK 系列 (Episode 9: 電子商貿疫境之成功法則!) ↗
11 Aug 2020 ↗	HKRMA TIP-TALK Series: Retail Transformation (Episode 8: 電子商貿疫境之成功法則!) ↗ 零售大轉型 TIP-TALK 系列 (Episode 8: 電子商貿疫境之成功法則!) ↗
04 Aug 2020 ↗	HKRMA TIP-TALK Series: Retail Transformation (Episode 7: 電子商貿疫境之成功法則!) ↗ 零售大轉型 TIP-TALK 系列 (Episode 7: 電子商貿疫境之成功法則!) ↗
30 Jul 2020 ↗	[Webinar] 2020 Service Talent Award Briefing ↗ 「2020 傑出服務獎」簡介會 ↗



## 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 36 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36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。

**7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong**  
**Tel: (852) 2866-8311 | Fax: (852) 2866-8380 | Website: [www.hkrma.org](http://www.hkrma.org)**

