



SHOWCASING THE  
*Achievements* of  
*the Hong Kong Civil Service*

Civil Service Bureau

Hong Kong Special Administrative Region Government

SHOWCASING THE  
*Achievements of*  
*the Hong Kong Civil Service*

Civil Service Bureau

Hong Kong Special Administrative Region Government



# Message

*Mr Joseph W P Wong*  
Secretary for the Civil Service



The civil service is a cornerstone of Hong Kong's stability and prosperity. Apart from planning and building various infrastructure projects to meet the city's continued growth, our colleagues also provide the community with a wide range of essential services, including social and health services, business support and the maintenance of law and order. An efficient and professional civil service is one of the major strengths that underpin Hong Kong's positioning as Asia's world city.

The achievements of our civil service go beyond our geographical boundaries. As Secretary for the Civil Service, I am very proud and pleased to see that the Hong Kong civil service is regarded as among the best in the world. Its sterling performance has been widely recognised and acclaimed both within the region and elsewhere internationally. This publication aims to present 20 vivid examples of how our civil servants have achieved world-class standards in various aspects of their work. This hard-earned achievement is to be cherished.

When you read these lively and interesting accounts, please do not forget the many unsung heroes in the civil service who provide quality services to the community day in, day out. Their commitment, professionalism and selflessness exemplify the best of what our civil service has to offer.

This book is dedicated to all civil servants, past and present, who have contributed to the success story of Hong Kong. I am confident that in the years to come, the Hong Kong civil service will continue to excel in its services and scale new heights.

A handwritten signature in blue ink, appearing to read 'Joseph W P Wong'.

Joseph W P Wong

# Contents

- 7 A pioneer in large-scale seawater flushing  
*Water Supplies Department*
- 12 A salute to the lifesavers in the sky  
*Government Flying Service*
- 16 Asia's finest lead the region into era of e-policing  
*Hong Kong Police Force*
- 19 Bringing the world to Hong Kong  
*Invest Hong Kong*
- 22 For Hong Kong, we will do our best!  
*Television and Entertainment Licensing Authority  
Facilitation Services Section, Film Services Office*
- 25 From shelter to home  
*Housing Department*
- 29 Globally recognised expertise and professionalism  
*Marine Department  
Maritime Rescue Co-ordination Centre  
Vessel Traffic Centre*
- 32 Hong Kong—A role model in intellectual property protection  
*Commerce, Industry and Technology Bureau  
Intellectual Property Department  
Customs and Excise Department*
- 36 Hong Kong means business in sustainable development  
*Environmental Protection Department*
- 41 Library without walls  
*Leisure and Cultural Services Department*



SHOWCASING THE  
*Achievements of*  
the Hong Kong Civil Service

- 45 Linking People, Delivering Business  
*Hongkong Post*
- 50 Preserving the treasured cultural heritage  
*Architectural Services Department*  
*Leisure and Cultural Services Department*  
*Antiquities and Monuments Office*
- 53 Protecting the world's endangered species  
*Agriculture, Fisheries and Conservation Department*  
*Customs and Excise Department*
- 56 Public services—just a click away  
*Commerce, Industry and Technology Bureau*  
*Information Technology Services Department*
- 59 Rehabilitation service shows ‘we care’  
*Correctional Services Department*
- 64 Securing the safety of our airport  
*Civil Aviation Department*
- 69 Serving the global community online  
*Hong Kong Observatory*
- 73 Shipping operations triple gross tonnage  
*Marine Department*  
*Hong Kong Shipping Register*
- 76 Using IT to enhance slope safety  
*Civil Engineering Department*
- 80 World acclaim for Hong Kong Fire Services  
*Fire Services Department*



# A pioneer in large-scale seawater flushing

## WATER SUPPLIES DEPARTMENT

Water supply is precious. Nobody who experienced the water-supply restrictions of four hours in every four days during the severe drought of the 1960s would ever disagree. In fact, Hong Kong has never been self-sufficient in fresh water supply, yielding only about one quarter of the local demand in a normal rainfall year.

To tackle the serious water shortage problem, the Water Supplies Department implemented an innovative project of developing a seawater flushing system, as a fresh water substitute, in Hong Kong.

Thirty-seven seawater pumping stations and a completely separated reticulation network have been constructed. In 2003, 241 million cubic metres of seawater was supplied for flushing. Today, about 80% of Hong Kong's 6.8 million population uses seawater for flushing, thus effectively reducing the demand for fresh water by as much as 20%.

The success of the seawater flushing system has won Hong Kong international acclaim. In 2001, the Chartered Institution of Water and Environmental Management awarded the department the prestigious Chris Binnie Award for Sustainable Water Management in recognition of its achievement. The institution is a leading United Kingdom-based independent multi-disciplinary professional and examining body for scientists, engineers, and other environmental professionals committed to the sustainable management and development of water and the environment. The department's seawater flushing system was the first winner of the Chris Binnie Award outside Europe.

Today, seawater continues to play an important role in Hong Kong's water management and is a sustainable water resource with a growing potential for practical uses, such as water-cooling in air-conditioning systems for government seafront buildings and seawater desalination. Hong Kong is still the only city in the world using seawater for flushing on a city scale.

*Residents queue for water during the drought of 1963-64.*



*Before the official launching on 1 January 1965, the seawater flushing systems were primitive and simple. Here was an example at Kai Tak Airport in 1960.*



*Assistant Director (Development) of the Water Supplies Department, Mr C C Ku (right) receives the Chartered Institution of Water and Environmental Management Award from President Ronnie Falconer (third from right).*



## Foresight rewarded

A Senior Engineer with the Water Supplies Department, Mr M C Wong, said it was an honour to receive the award, which recognised the department's foresight four decades ago.

Hong Kong has been using seawater extensively for toilet flushing for four decades. The system is seen as an effective way to conserve fresh water. Hong Kong has assumed a leading role in utilising water resources in a sustainable manner and has set a good example for other cities particularly those with insufficient fresh water supply.

“Tribute should be given to our predecessors who had the vision to pioneer the project. We will follow their endeavours to explore further utilisation of seawater in Hong Kong,” Mr Wong said.



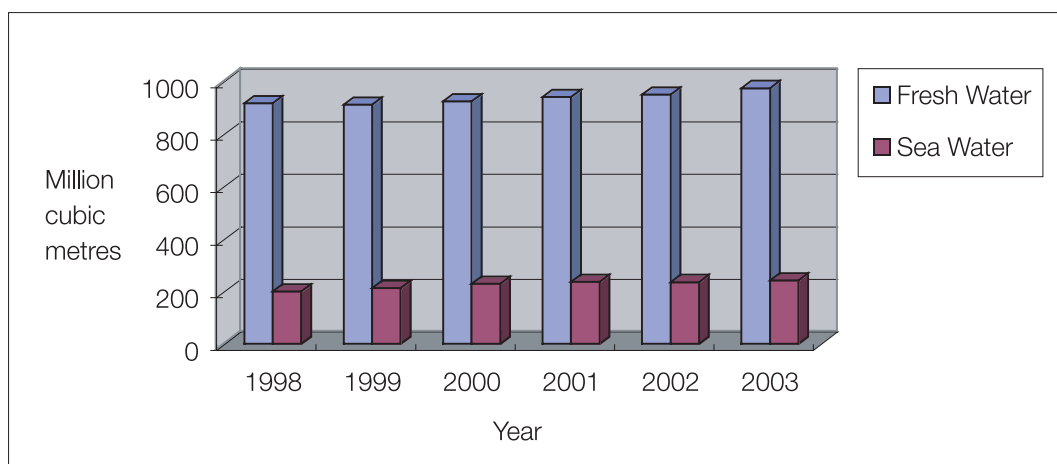
*The Chris Binnie Award for Sustainable Water Management.*

## Precious water saved

Apart from water conservation, using seawater for flushing is also economically viable.

“The system is both environmentally friendly and cost-effective,” Mr Wong said. “Last year alone, it saved 241 million cubic metres of fresh water, which was worth some \$700 million.”

He pointed out that fresh water was particularly scarce in Hong Kong in view of high demand. In July last year, a peak daily consumption of 2.91 million cubic metres was recorded.



*Annual freshwater and seawater consumption in Hong Kong.*

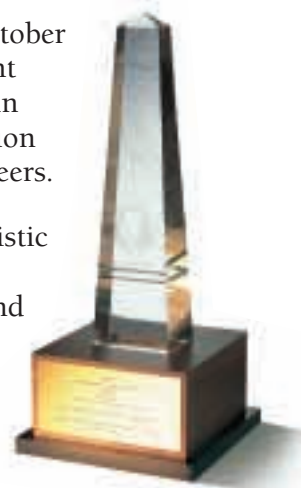
“The economic loss and inconvenience in the case of water restrictions would be tremendous,” remarked Mr Wong. “It is therefore important for us to plan properly for a steady and reliable water supply.”

## Quality water provided

In addition to the seawater flushing system, the department's dedication to providing the people with clean water of an international hygienic standard has also won world acclaim.

The Ngau Tam Mei Water Treatment Works, completed in October 2000, is one of the most advanced water purification treatment plants in the world. It won the Superior Achievement Award in the 2001 Excellence in Environmental Engineering Competition organised by the American Academy of Environmental Engineers.

The judges took into consideration a number of criteria – holistic environment perspective, innovation, performance and client satisfaction, and contribution to an improved quality of life and economic efficiency. Among all the entrants, the Ngau Tam Mei Water Treatment Works received the highest scores for all six categories, namely Research, University Research, Planning, Design, Operations/Management and Small Projects.



*Ngau Tam Mei Water Treatment Works won the Superior Achievement Award.*

“It is really a miracle for this grand award to be given to an overseas project outside the United States. The commendation affirms that our work is of an international standard,” Mr Wong said.

## World-beating technology

Ngau Tam Mei Treatment Works is the first such facility in the world to use Granular Activated Carbon (GAC) to nurture bacteria for the removal of ammonia from water and it is also the first water treatment plant in Hong Kong to use ozone, produced on-site, for primary oxidation and final disinfection. The state-of-the-art Ozone Injection Contactor, which greatly reduces operating costs and the risk of gas leaks, won the Grand Award in Research from the American Civil Engineering Council.

The treatment plant provides a maximum of 230,000 cubic metres of water per day to over 300,000 people in its respective supply zone. “Our mission is to provide quality water to our citizens. In addition to full compliance with the World Health Organisation's standard for drinking water, we will continue to seek ways to deliver water in an economically and ecologically effective manner,” Mr Wong said.



*The Ngau Tam Mei Water Treatment Works is one of the most advanced treatment plants in the world.*

## World-class productivity

Water Supplies Department won the “2003 Hong Kong Award for Services: Productivity” from the Hong Kong Productivity Council in January 2004 in confirmation of the department’s service productivity achievement. Since the inauguration of the award in 1997, only world-class organisations from the private sector have won the award. The department was the first non-trading fund government department winning the award.

The award was based on four assessment criteria: Productivity Leadership; Customer Focus; Service Productivity Management and Improvement System; and Results. The Central Judging Panel commented, “Water Supplies Department establishes the environment for continuous productivity improvement and encourages staff involvement in the improvement process. The department utilizes the ‘Information System Strategy Study’ and the ‘Feasibility Study of Customer Service Program’ to identify, document, analyse and improve its work processes. Knowledge management is facilitated through the establishment of the WSD Knowledgebase in the intranet, a database of summaries of journals, research papers, new products, findings, etc. to promote knowledge sharing among staff.”



*“2003 Hong Kong Award for Services: Productivity” from Hong Kong Productivity Council.*

## Public relations and IT awards

PR-wise, the department also scores well. It won top prize for the 10-minute anniversary video ‘150 Years of Water Supply – We Care for You’ in the audio-visual category of the Public Relations Awards Competition organised by the International Water Association in 2001. The video was produced in three languages – English, Cantonese and Putonghua – to celebrate the 150th anniversary of water supply in Hong Kong.

The anniversary celebrations also earned the department top honours in the Public Sector category of the Public Relations Competition organised by PR Week in 2001. In fact it was the first time that a government department in Hong Kong had ever won a PR Week Award. PR Week is a renowned international public relations magazine and its awards are highly regarded in the public relations industry.



*International Water Association Public Relations Award 2001.*

*A pioneer in large-scale seawater flushing*

The department's annual reports are also award winners. Its 2000/01 report won the bronze award of the 16th International ARC Awards – the Academy Awards of Annual Reports – in the non-profit organisation category in 2002; and its 2001/02 report won a silver award in the 2003 Design Excellence Awards in the 13th International ASTRID Awards Competition.



WSD's 2000/01 annual report won the bronze award of the 16th International ARC Awards.

The SAS Institute of Hong Kong – the world's largest privately-owned software company – presented the department with the Information Management Business Intelligence Award in recognition of the department's commitment and drive to enhance its IT systems and improve the efficiency and quality of service delivery.



WSD won the Information Management Business Intelligence Award.

Within the government, the department also won the Most Informative Gold Award and Best Overall Bronze Award in the 2001 Performance Pledges Awards organised by the Efficiency Unit. Moreover, WSD won the second runner-up of the 2001 Customer Service Excellence Award organised by the Civil Service Bureau.



WSD won the Best Overall Bronze Award in the 2001 Performance Pledges Awards organised by the Efficiency Unit.

The success of Water Supplies Department together its numerous awards received are strong evidences of a world-class service provided by the HKSAR Government.

# A salute to the lifesavers in the sky

## GOVERNMENT FLYING SERVICE

As its courageous officers routinely risk their lives in dangerous search and rescue missions, the Government Flying Service (GFS) has won a special place in the hearts of Hong Kong people.

The dedication of the men and women of the GFS has also won admiration in the international arena.

*“That feat of courage and heroism, conducted while selflessly risking their own lives, is just one example of the dedication to excellence that the Government Flying Service of Hong Kong brings to every call of distress.” – “Rotor”, the official publication of the Helicopter Association International (HAI).*

Impressed by the exemplary GFS spirit in saving lives, the HAI awarded the department the “2002 Igor I Sikorsky Award for Humanitarian Service” at its 42nd annual “Salute to Excellence” Awards. The GFS’s successful rescue missions during severe tropical storm Hagupit in September, 2002, won deep admiration from the HAI.

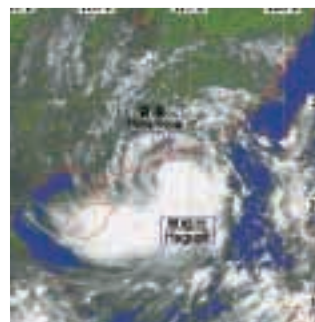
On September 11, 2002, “Hagupit” (the Philippines word for lash) swept through the South China Sea and edged towards Hong Kong, capsizing and sinking fishing boats on its way. The No. 8 typhoon signal was hoisted. More than 40 flights were cancelled and many airliners diverted their flights from Hong Kong to other airports.

### Flying through the eye of the storm

While their fellow Hong Kongers hurried home to shelter and safety, GFS Aircraft Commander Captain Karl Chan, co-pilot West Wu, winch operator Benny Chan and winchman Ray Chang lifted off from Hong Kong International Airport in their Super Puma helicopter. They were on a mission to save lives.

Weather conditions deteriorated rapidly as the helicopter headed for a fishing vessel in distress. The crew flew for 30 minutes in atrocious weather with wind speeds gusting at 70 knots and visibility at times reduced to 100 metres by torrential rain.

Controller, GFS Captain Brian Butt (right) receives the award from HAI Chairman Elling Halvorson.



Severe tropical storm Hagupit with a maximum wind speed of about 110km/h near its centre.



“The weather radar showed the storm centre was between us and the stranded fishing vessel,” Captain Chan said. “As captain of the aircraft, I had to decide on the route. To save time, I decided to fly a straight course through the eye of Hagupit.”

While time and fuel are of paramount importance in any rescue mission, flying through the eye of the storm can be done only with great skill, careful manoeuvring and, above all, courage.

“With 12 years’ flying experience, I know the dangers of flying through the eye of a storm. But this was the shortest route, and it was worth taking the risk. At that moment, life and death were not in my mind.”

“The turbulence, the gale and the downpour hit us hard. Our helicopter was tossed up inside the wall of cloud and I had to grip the control lever firmly. If not for the fastened seatbelts, we would have been thrown to the ceiling.”

The Chinese fishing vessel was finally located 75 nautical miles southwest of Hong Kong. Torrential rain was pounding down and the boat was jerking violently up and down in the mountainous seas. The crew lowered the strop using the hi-line method to airlift the stranded fishermen to safety.

With poor visibility of between one and two kilometres, and 50-foot waves, Captain Chan hovered at a high altitude. Twelve fishermen were rescued. The remaining two fishermen mistakenly tied the cable onto the railing of their boat, which was rocking in the high seas, endangering the safety of all those on board the helicopter. Fuel was running low, but the crew still fought to bring the two remaining fishermen on board.



*A Super Puma helicopter is picking up a person in distress during a search and rescue exercise.*

### **Resourceful under extreme pressure**

While Captain Chan’s crew was flying out on its rescue mission, another GFS crew was searching for a sinking Hong Kong fishing vessel. Nine fishermen were fighting for their lives in pounding seas with the sky darkening overhead.



Braving thunder, lightning and poor visibility, a GFS Jetstream 41 fixed-wing aircraft, acting as the search aircraft, made its way through layers of cloud and heavy rain. It finally located the distressed boat and informed the helicopter to carry out the rescue. Aircraft Commander Captain Tom Tang, co-pilot Libby Lee, winch operator Kenny Cheng and winchman Ivan Chan on board the Super Puma helicopter rushed to the scene to find the boat pitching and rolling violently. Even worse, it had a failed engine.

Because of the high waves the helicopter crew had to double the winching height from the usual 50 foot to 100 foot. The wind was blowing fiercely with a speed of 70 knots, the lowered hi-line trailed dangerously behind the helicopter and occasionally entangled with the landing gear. Winch operator Cheng had to lean out of the helicopter to untangle the line. After repeated attempts, two fishermen were rescued. But there was worse to come. The hi-line rescue ropes snapped. Although all weight packs had been used up, the resourceful helicopter crew grabbed oxygen bottles to use as substitute weights to lower the hi-line ropes to the stricken boat and finally lifted all nine stranded fishermen on board.

Co-pilot Libby Lee said he was delighted that the innovative method worked and all nine fishermen were saved. "Looking back, the vessel could have sunk at any minute. The situation was simply very perilous."

Chief Operations Officer, Captain Johnny Lee, said the Award for Humanitarian Service presented to the GFS was a global recognition of the courage and selflessness of its officers. "Hong Kong is on a par in aviation with other advanced countries like the United States and Canada," he said. "It also attests to the expertise and efforts of our highly devoted staff."

"The two crews did an excellent job. They remained calm under extreme pressure, applying their professional skills to save lives. It was a very demanding test and I am very proud of them," Captain Lee said.

## Ten years of dedicated service

2003 was not only special for the GFS because of its humanitarian award – it also marked the 100th anniversary of powered flight and the 10th anniversary of the establishment of the department after its predecessor was disbanded on April 1, 1993.

GFS is committed to serving the community by providing 24-hour aviation support through dedication, teamwork and professional excellence. From 1999 to 2003, in its search and rescue missions, GFS has saved more than 1,800 lives in more than 3,000 flying hours.

The GFS provides a full range of emergency aviation services both within Hong Kong and extending out 700 nautical miles into the South China Sea. Apart from its primary role in 24-hour casualty evacuation and search and rescue operations, GFS launched a new service of roadside rescue on July 1, 2003. It provides the rapid transport of critically injured traffic accident casualties to hospital when ambulance access is hampered by chaotic traffic conditions on highways. With time of the essence in any rescue mission, helicopters are equipped with medical apparatus and GFS auxiliary medical staff can administer emergency treatment in the air.

## Putting the community first

GFS is constantly striving to improve its services. Its flying section was awarded the ISO 9002 certificate for quality flying services in 1998. It was the first time that the operational element of a flying organisation anywhere in the world had been awarded this accreditation. In 2001, GFS successfully obtained the ISO 9002 corporate certificate which was upgraded to the ISO 9001:2000 version in 2003. The award recognises the commitment of GFS in maintaining a customer focus for all its services to the community in addition to meeting stringent operational and maintenance requirements.

“We are always prepared to respond to call-outs as we know emergencies are unpredictable,” Captain Lee said. “Especially in extreme bad weather, our prompt response is the key to success in saving the lives of people in great danger.”

Captain Karl Chan, who was awarded The Medal for Bravery (Bronze) in 2003, says it all: “Temporarily off duty, forever on call.”

The late Pilot I Captain Peter Pang and the late Air Crewman Officer III Dickson Chan (who was awarded The Medal for Bravery (Bronze) for his courage during Typhoon York) displayed devotion to duty of the highest order. Both these GFS officers lost their lives in the line of duty during an emergency mission on a dark night in August, 2003. Their valour and sacrifices in rescuing those in distress will not be forgotten.

# Asia's finest lead the region into era of e-policing

## HONG KONG POLICE FORCE

The crime statistics over the past decade are testament to Hong Kong's status as one of the safest cities in the world. The five-year comparison before and after the establishment of the Hong Kong Special Administrative Region is dramatic. Overall crime was down 13.9%; violent crime, down 15.2%; rape, down 10%; burglary, down 30%; murder, down 22.7%; robbery, down 47.2%; and robbery with firearms, down 57.9%.

The trend runs contrary to speculation before the 1997 transition that Hong Kong's crime situation would deteriorate following reunification with the Mainland. More importantly, it demonstrates the significant achievements of the Hong Kong Police Force in preserving Hong Kong's unique low crime rate and good public order against a backdrop of increasing border traffic and fast growing international crime. In fact this is reflected in a Political and Economic Risk Consultancy survey, released in November 2003, which found that Hong Kong was rated the safest and most stable place among 14 countries and places polled in Asia Pacific.

But the police are not resting on their laurels. They are aware that local crime can have global implications. The tragic smuggling case in which 58 men and women died inside a container truck in June 2000 in Dover, England, was just the tip of the iceberg showing the world how crime could easily cross national or regional jurisdictions.

"If crime crosses all borders, so must law enforcement," United Nations Secretary General Mr Kofi Annan said at the signing conference for the United Nations Convention against Transnational Organized Crime. "If the rule of law is undermined not only in one country, but in many, then those who defend it cannot limit themselves to purely national means. If the enemies of human rights seek to exploit the openness and opportunities of globalisation for their purposes, then we must exploit those very same factors to defend human rights, and defeat the forces of crime, corruption, and trafficking in human beings."

With the same global vision, Hong Kong Police's drive for stronger international co-operation to combat the scourge of transnational crime by hosting the first multinational crime conference was met with overwhelming support from law enforcement agencies all over the world. The conference, entitled "Bridging the Gap – a Global Alliance Perspective on Transnational Organized Crime", was attended by over 500 delegates from 41 jurisdictions and international agencies in Hong Kong in March 2002.

*Opening Ceremony  
of the Transnational  
Organized Crime  
Conference.*



## Communications network wins world recognition

The Hong Kong Police Force is recognised internationally not only for its active role in fighting transnational crime, but also for its constant search for better technology and equipment to improve its preparedness to respond to any situation.

Hong Kong's Marine Police was the first law enforcement agency in Asia to adopt the Terrestrial Trunked Radio (TETRA) system, with the voice and location sub-systems completed in 2003, followed by the crime and security department's sub-system by the first quarter of 2004.

Senior Superintendent, Marine Region, Mr Alfred Wong Sui-fat, said the TETRA system handled much more than voice transmission. "We manage to make use of the TETRA wireless radio network to transmit data through the Internet Protocol (IP) so that our system can handle both data and voice transmission."

The innovative application of IP in the Marine Region Communications System (MRCS), which is believed to be the most advanced automatic vessel location and messaging system in the world, helped Hong Kong Police beat off five other strong competitors, including the police forces of Western Australia and the United Kingdom, to win the "Most Innovative TETRA Service Award" at the TETRA World Congress 2001 held in Nice, France.

"The implementation of the system marks an important step forward in the Hong Kong Police Force's march into the e-policing era," explained Senior Telecom Engineer Mr Ronald Chan.

"TETRA is an open standard allowing us to use equipment from more than one vendor. It also has the advantages of interoperability and better spectrum efficiency," Mr Chan said.

Communication between operation control and the launches can now be transmitted in word documents and photographic images up to 50k bytes via the wireless network. It is a big leap forward from the previous analogue voice-only system.

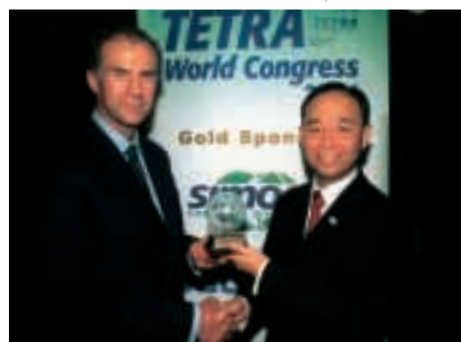
Mr Wong added that the system had greatly enhanced the efficiency of Hong Kong Police. With 46 assigned talk-groups, signal interruptions and jams among different channels are avoided.

"We are more efficient in deploying resources. It only takes seconds now to deploy launches close to an incident; and instead of describing the incident and subject vessels in words, information and photographs can be exchanged immediately. This is crucial to the speedy handling of emergencies," Mr Wong said.

## TETRA to unify police services

The Hong Kong Police Force is the first police force in Asia to implement the TETRA system. It has led to many experience-sharing visits to Hong Kong by other advanced countries like Australia. Beijing Police, preparing for the demanding security services needed for the Olympic Games in 2008, also adopted the system in 2003.

*Senior Telecom Engineer Mr Jolly Wong Chun-kau receives the TETRA award on behalf of Hong Kong Police from Sir Ranulph Fiennes.*



*A Marine Police officer uses the TETRA system to communicate with Marine launches.*

The successful application of the system in the Marine Police operations paves the way for the TETRA network to be extended to other formations within the force. This is scheduled to happen at the end of 2004, when the land element joins the network; the TETRA framework will become a vital part of the Third Generation Command and Control system. This will eventually unify Hong Kong's public security services under one structure, linking Hong Kong Island, Kowloon and the New Territories, and bringing in other operational departments such as Fire Services and the Government Flying Service.



*The TETRA system has greatly increased efficiency.*

## Hong Kong Police keeps lid on crime rate

Equipped with modern technology, Hong Kong Police is confident it can meet the challenges ahead. Equally it is keen to foster a spirit of partnership in the community. Its outstanding achievements in fight crime publicity campaigns are recognised in the many international awards it has won. Take year 2002 as an example. The force's public relations efforts with its community partners attracted international accolades at the 2002 Asia-Pacific Public Relations Week Awards, a Gold World Medal at the 2002 New York Festivals, and a Gold Award at the Quester Award 2002 in New York City.

The force's hard work has paid off. Hong Kong's overall crime rate in 2001 was 1,086 per 100,000 head of population. This is one of the lowest in the world and compares favourably with other major cities of a similar size.

## Force gains public support

The force is quietly winning the hearts and minds of the people of Hong Kong. This is evident in the findings of a number of surveys conducted by independent researchers.

The Hong Kong Federation of Youth Groups surveyed 2,013 people aged 15 and over in August and September 2002. The poll showed that the respondents in general gave the force a mark of 7.2 out of a possible 10 in terms of their trust in the organisation. This was the highest mark achieved by any of the organisations covered in the survey.

A Gallup International survey, the Voice of the People, showed that, among the 17 institutions identified in the poll, Hong Kong's health system and the Police Force were the top two institutions in which the Hong Kong people had a strong trust.

The poll, conducted in July and August 2002, found that 68% of the Hong Kong population believed that the police operated in the best interests of society, far higher than the global average of 20%.

Another survey conducted by the Hong Kong Institute of Education, in which over 1,200 secondary seven students in Hong Kong were interviewed, ranked the police the fourth most respectable out of the 20 selected professions.

Built on this solid foundation, Hong Kong Police is committed to continuous improvement and to being a more professional, modern and caring force.

# Bringing the world to Hong Kong

## INVEST HONG KONG

What do luxury car-maker Rolls-Royce, information storage provider EMC Corporation, global direct-seller Amway and international airline Kenya Airways have in common?

At first glance, not much, apart from the fact that they are all leaders in their respective industries. But think again, they all chose Hong Kong as the base for their global/regional headquarters or as the location for their Asian expansion.

Along with Swedish biotechnology firm Perbio Science, Danish casual shoemaker Ecco, hotel-marketing company IndeCorp Corporation and US information technology firm Rainbow Technologies, they are among a sizeable list of foreign companies that see the benefits of doing business in Hong Kong.

These benefits are many – a simple taxation system and low tax, rule of law and independent judiciary, outstanding financial systems with world-class business and technology infrastructure, close proximity to Mainland China, free flow of information and a clean and efficient civil service. While these are all important factors in attracting foreign companies to Hong Kong, the role of Invest Hong Kong (InvestHK) in providing inward investment support services to prospective and existing foreign investors is indispensable.

### Achievements of InvestHK

InvestHK's mission is to attract investment to Hong Kong and to help foreign companies establish their businesses here. Last year was an exemplary year for the agency. It attracted and successfully assisted 142 foreign companies to set up or expand existing operations in Hong Kong. The projects generated total investment of more than HK\$2.49 billion and created over 2,400 jobs. Leading Italian fashion retailer Giorgio Armani, for instance, established its Asian headquarters in Hong Kong. It also chose Hong Kong as the location for its largest flagship store in the world outside Milan.

“Hong Kong has maintained its position as one of the best business hubs in the world,” Head of Marketing & Events for InvestHK, Ms Mimi Lam, said.

“Despite the sharp decrease of about 24% of the overall direct investment value in the Asia-Pacific region, Hong Kong has seen an extraordinary performance in attracting direct investment.”

InvestHK's success in attracting business is evident from the decisions of a string of corporate giants to relocate to Hong Kong. For example, Europe's largest



electronics company, Royal Philips Electronics, and the world's second largest cigarette producer, British American Tobacco, moved their Asian headquarters to Hong Kong from Singapore and Malaysia, respectively. Hong Kong remains the location of choice for foreign companies to launch international brands in the global market and the best springboard for accessing the Mainland market.

“The remarkable achievements we have seen already encourage us to try to do even better. We know we are heading in the right direction,” Ms Lam said.

### **A roaring success at the IPA Awards 2003**

InvestHK's hard work in promoting Hong Kong's advantages was recognised at the inaugural Asia Pacific Investment Promotion Agency (IPA) Awards 2003 organised by Strategic Direct Investor magazine, a Euromoney Institutional Investor publication. It won Best Overall Managed IPA, Best North Asia IPA, Best IPA in Creating Partnerships and Best IPA in Attracting Financial Services Investment.

InvestHK was also runner-up for the Best Marketing Campaign, the Best Targeted Strategy and the Best Client Service Provision.

The Director-General of Investment Promotion at InvestHK, Mr Mike Rowse, was runner-up in the CEO Lifetime Achievement category.

InvestHK was also named “category winner” in the Banking, Financial Services category by the Superbrands Council of Hong Kong, which consists of senior advertising and marketing professionals, including DDB Hong Kong, Grey Global Southeast Asia, D'Arcy, Saatchi & Saatchi, and Bates Advertising.

“These wonderful awards will encourage us to work even harder and more effectively to promote Hong Kong as the leading international business location in Asia,” Mr Rowse said.



*Director-General of Investment Promotion, Mr Mike Rowse (fourth from left) and several investors who have established offices or expanded their businesses in Hong Kong.*

### **One-stop shop for investment support services**

Established in July 2000, InvestHK is charged with attracting and retaining economically and strategically important investment that brings benefits to the Hong Kong economy. Since then, it has completed over 400 projects, attracted more than HK\$7 billion in investments and created over 6,000 jobs.

“Setting up a business is not just opening an office,” Ms Lam said. “It involves information gathering, site visits, business matching or interface with government departments. Our mission is to ensure that companies have all the support required to establish or expand operations and continue to prosper in Hong Kong.”

### **Hong Kong dragon back on international stage**

After the lifting of the World Health Organisation's travel advisory on Hong Kong after the restrictions due to SARS, InvestHK embarked on an intensive programme to relaunch Asia's world city to the international community.

To boost morale and build long-term confidence both locally and overseas, InvestHK sponsored the exhibition match featuring the Premier League Liverpool Football Club in July 2003. Despite the sweltering heat, 40,000 local and expatriate soccer fans were thrilled to witness the skills of the superstars of Liverpool, led by Michael Owen. The Invest Hong Kong Football Challenge 2003 was a great success.

“This kind of international sports event serves to send important signals to investors, traders and tourists of the international community that Hong Kong is open for business and for tourism,” Ms Lam said. “We were glad to see the smiling faces of our local citizens as well as those of visiting tourists.”



*The Chief Executive greets Liverpool football stars at their training session.*

### **Hong Kong's role as stepping stone to China**

Hong Kong's advantage as a leading centre for business has been greatly enhanced by China's accession to the World Trade Organisation. “We see great opportunities to co-operate with our Mainland counterparts in promoting the advantages of Hong Kong and the Mainland, especially the Pearl River Delta – separately and jointly – as an investment destination,” Ms Lam said. “In recent years, foreign companies have made lots of enquiries about ways to move into China. InvestHK has been quick to grasp the advantage of these opportunities to promote Hong Kong's role as an unrivalled platform.

“We are good partners. It is one of our top priorities to assist companies in taking advantage of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) to help them succeed in Mainland markets,” Ms Lam said. “Our dedicated staff will do their best to safeguard Hong Kong's competitive edge.”

### **The way forward**

InvestHK will continue to strive for excellence on the foundation it has developed. The proactive and practical culture it has developed over the years in providing sincere advice and assistance to foreign companies, is best reflected in the companies' own words:

*“Everyone at InvestHK is extremely helpful and professional!”*

*“Your service is excellent – very responsive and professional.”*

*“Response was prompt and advice given very helpful!”*

“Their support and appreciation are our source of power,” Ms Lam said. “We have set a higher target for next year and are confident we will bring Hong Kong more good news.”

## For Hong Kong, we will do our best!

### TELEVISION AND ENTERTAINMENT LICENSING AUTHORITY FACILITATION SERVICES SECTION, FILM SERVICES OFFICE

*“At 6.30am on January 8, 2003, three traffic policemen visited the square in front of Two International Finance Centre with their motorcycles. They told us that they were fully aware of our operation and that they would do their best to help out. Before they drove away, one of the traffic policemen turned and said: ‘For Hong Kong, we will do our best!’”*

In his letter of thanks to the Chief Executive, Mr Tung Chee Hwa, Philip Lee, the line producer of “Lara Croft Tomb Raider: The Cradle of Life” said: “I am not trying to dramatise the situation at the time, but it was indeed very touching and encouraging.” Mr Lee wrote to pay tribute to the Hong Kong Government for its support throughout the location shoot in Hong Kong, which was co-ordinated by the Film Services Office under the Television and Entertainment Licensing Authority (TELA).

*Promotion poster for  
“Lara Croft Tomb  
Raider: The Cradle  
of Life”.*

### Good co-ordination made filming in Hong Kong a success

Starring Academy Award winner Angelina Jolie, who described Hong Kong as “amazing”, the film had a budget of over US\$100 million. About 30% of location filming was carried out in Hong Kong. Major scenes include a parachute jump from the 83rd floor of the newly built Two International Finance Centre.

Ms Camy Mak, the Principal Entertainment Standards Control Officer (Film Services) with TELA, acknowledged that it was not always easy to meet the needs of the filmmakers. “It was a great challenge for us to accommodate all of their requests, especially those made at short notice,” she said. “Like the parachute jump scene – it was an unprecedented idea to film an international actress leaping from the tallest building in Hong Kong.”



Filming also took place at bustling Times Square in Causeway Bay, Victoria Harbour, Po Toi O village in the New Territories and Aberdeen Harbour. The combination of Hong Kong's tall buildings and rich cultural traditions provided a fascinating backdrop to the film's storyline.

"We were grateful that the government departments and parties from different sectors afforded us full co-operation," Ms Mak said. "We hope all members of society appreciate how beneficial foreign filming activities are to Hong Kong."

*The parachute jump at Two International Finance Centre.*

### Benefits brought to Hong Kong economy

"The intangible benefits to Hong Kong are enormous," Ms Mak said. "Imagine the 20-minute film-clip showcasing Hong Kong's magnificent cityscape being screened worldwide. By putting Asia's world city in the spotlight, the promotional boost to Hong Kong's image will be immense."



According to the Association of Film Commissioners International 1993 Member Survey, the ratio normally adopted to estimate the amount of money generated by location filming is 1:2.5. For every \$1 spent on production, \$2.50 goes into the economy. The filming of "Lara Croft Tomb Raider: The Cradle of Life" in Hong Kong brought in more than HK \$40 million to the economy in eight days.

Hollywood producer Paramount Pictures sent a letter of thanks to the Chief Executive for helping the studio to realise all of its complicated missions:

*"We reached for the moon and we believe we achieved it ... Needless to say, none of this would have been possible without your gracious support." – Director Jan de Bont and Producer Lloyd Levin.*

"It was worth the effort," Ms Mak said. "The film opened in fourth place at the US box office in late July with sales of US\$21.7 million in the first week. It is an honour to have contributed to the production of such a world-acclaimed film. The efforts of the government departments and the public in making the film a roaring success deserve recognition. We look forward to seeing Asia's world city soar in the international film industry."

### Film Services Office the first in Asia

The Film Services Office was established in April 1998 under TELA after the Chief Executive committed in his 1997 Policy Address to promote Hong Kong's film industry.

In 2002 alone, it offered assistance to 170 overseas and 128 local film crews shooting on location in Hong Kong. The office provides services for any film-related activities, both foreign and local. It has a film production resource



centre with a database of information about over 600 film and audio-visual production and post-production companies and a location library housing more than 10,000 slides and photographs showing possible sites for shooting.

*Photos at the library show the diverse locations Hong Kong can offer.*



*For Hong Kong, we will do our best!*

“We actively approach companies. We send promotional VCDs and publications to major film companies to keep them in touch. We also actively participate in the annual Locations Global Expo in Los Angeles,” Ms Mak said. “In 2002, we successfully invited 10 Hollywood celebrities to act as Hong Kong Film Ambassadors to promote Hong Kong in the United States as a great location for filming. Director Oliver Stone and action star Jean-Claude Van Damme are also our ambassadors,” she said.



*Oliver Stone (right) and Jean-Claude Van Damme were invited to be film ambassadors for Hong Kong.*

Hong Kong was the first place in Asia to establish a film services office. Singapore, Japan and Korea have now followed suit. Hong Kong’s Film Services Office has a clear mission to become a major player in the global audio-visual market and is enthusiastic about the future of Hong Kong’s film industry.

“Hong Kong has a rich cultural tradition of East meets West as well as the old meeting the new. We look forward to seeing Hong Kong’s vibrancy and uniqueness immortalised in more world-class films,” Ms Mak said.

# From shelter to home

## HOUSING DEPARTMENT

Hong Kong's public housing programme has a long and remarkable history. It all started when a tragic fire raged through the Shek Kip Mei squatter area on Christmas Eve in 1953, leaving 53,000 people homeless. As an emergency measure, the first resettlement estate was built on the site of the ashes to provide basic shelter for the victims, thus opened the first page of Hong Kong's ambitious public housing programme.

Since the 1950s, Hong Kong has pursued a vigorous public housing programme to meet the changing needs and aspirations of the community. As people became more prosperous, basic shelter in single rooms with shared toilets and bathrooms has given way to high-rise self-contained apartments with the full range of modern services in comprehensive housing estates.

Over the past decades, public housing has been modernised and significantly improved both in terms of design and provision of facilities, benefiting residents as a whole. To date, about one-third of Hong Kong's 6.8 million population lives in some 150 public rental housing estates spread across the territory.

### International recognition

The Housing Department (HD) is committed to providing adequate and affordable housing to people who are in genuine need. As the executive arm of the Hong Kong Housing Authority, the department has been responsible for implementation of the public housing programme. It also provides policy support to the Secretary for Housing, Planning and Lands who is responsible for the formulation of the overall housing policy.

As of December 2003, the HD provided 657,000 public rental housing and interim housing flats for about 2 million people; sold 405,000 flats through various subsidised home ownership schemes; granted 60,000 loans and subsidies to applicants for purchase of flats in the private sector or the Home Ownership Scheme (HOS) secondary market; and provided 2.27 million square metres of commercial and non-domestic premises and 100,000 car parking spaces.

*A disastrous fire fanned by the wind sent columns of smoke into the sky above the Shek Kip Mei squatter area in 1953.*

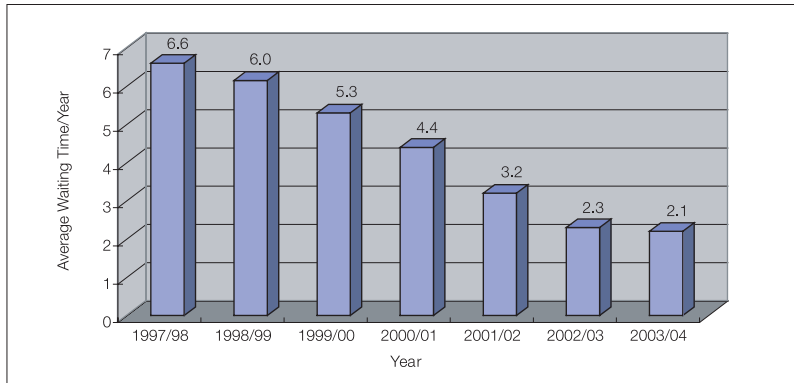


*View of Western Kowloon at dark from Beacon Hill, at the foot of the hill, where Shek Kip Mei squatter area was burnt down 50 years ago.*



### From shelter to home

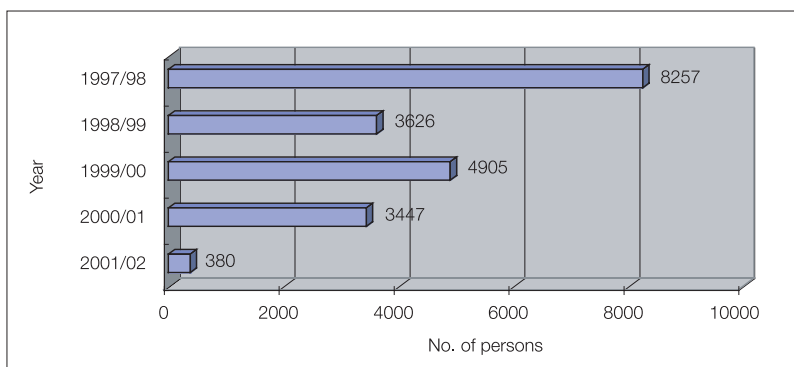
Over the past few years, the HD has managed to deliver a number of ambitious goals set in the 1990s. It has completed some 180,000 rental flats since 1997. The number of eligible families waiting to be housed in public rental housing has declined from 150,000 in 1997 to around 90,000 today. During the same period, the average waiting time for public rental housing has fallen from six years to just over two. With the clearance of all temporary housing areas and cottage areas in 2001, the number of people who live in substandard or overcrowded accommodation now stands at an all-time low.



Average waiting time for public rental housing.

Indeed, the strenuous efforts of the HD in overcoming the huge challenge of providing adequate accommodation for a rapidly growing population in a high-density area won the applause of the international community.

At the 2001 United Nations International Covenant on Economic, Social and Cultural Rights meeting in Geneva, the Committee on Economic, Social and Cultural Rights commended the Hong Kong Special Administrative Region's efforts and achievements in providing adequate housing for Hong Kong citizens with special reference to the successful clearance of the old temporary housing areas and rehousing their occupants in interim housing, as well as improving the living conditions of the squatter communities.



Local residents rehoused under the clearance of temporary housing areas.

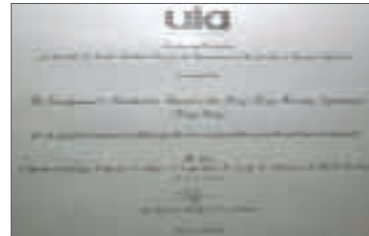
As for the settlement of squatter communities, the HD strives to provide better accommodation for residents affected by the squatter clearance programme. Since 1997, about 8,400 and 6,200 people have been rehoused from squatter communities to public rental housing and interim housing respectively.

On another front, the HD continues to provide interim housing for the occupants of illegal rooftop structures. The number of rehoused occupants has increased from 33 in 1998/99 to 563 in 2002/03.

## Distinguished service to society through creative design

Given limited land and the rapid population growth, it has been a real challenge for the HD to solve the problems of high-density overcrowding, infrastructure and quality-of-life deficiencies. It was for its achievements in addressing these issues that the department was awarded an Honourable Mention for the 1999 Sir Robert Matthew Prize.

Sir Robert Matthew Prize, an international competition organised by the International Union of Architects (UIA), is especially dedicated to the improvement in the quality of human settlements. The HD's submission on "From Shelter to Home – Meeting Hong Kong's Housing Challenge" summed up its persistent efforts to solve the housing problem in Hong Kong from 1954 to 1999 and its initiatives to improve the living standards while meeting the community's aspirations for better homes.



*Honourable Mention for Sir Robert Matthew Prize.*

One of the HD's senior architects responsible for the submission, Ms Rosa Ho, said: "The UIA Prizes, given out every three years, are regarded as a prestige equivalent to the Nobel Prize. We are very glad that our works were internationally recognised."

*Early public housing estates with communal facilities such as cooking and washing areas on a common access balcony.*

## Creating better homes

The jury of the 1999 session of the UIA Prizes, comprised international experts of the field, especially noted the significant contribution of the HD in resolving high density living.

"The jurors noted that the 'first wave' had ended and encouraged progress toward improving the 'quality of life' issues in Hong Kong," Ms Ho said. "Having accommodated most of the people in need of public housing, we are now fully charged with the mission of improving the occupants' living standards."



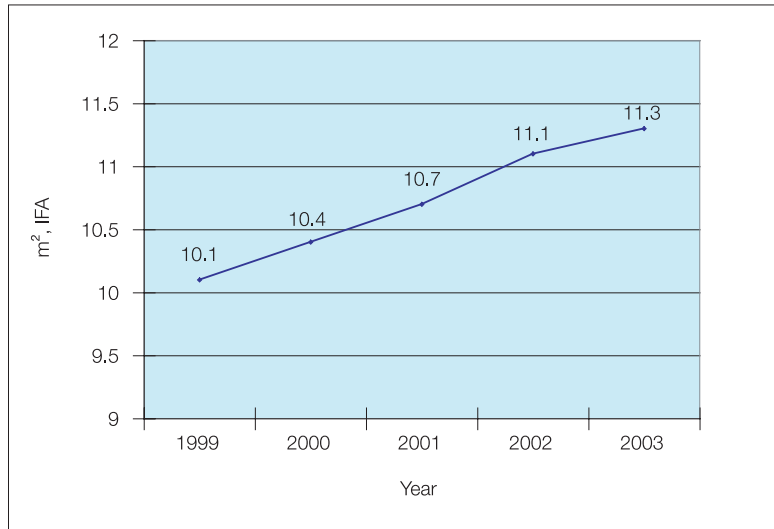
The HD has been striving to provide public housing tenants with adequate facilities and comfortable living environment. This can be seen from innovative architectural design in many of the public housing estates and shopping centres built in recent times.



*Left: Public housing tenants enjoying comfortable living surroundings and modern facilities.*

*Right: Self-contained apartments in modern housing estates.*

At the same time, the average living space per tenant has been improving with an increase from 10.1 square metres internal floor area (IFA) in 1999 to 11.3 square metres IFA in 2003.



Average living space per person for Housing Authority Public Rental Housing Flats.

### Developing a people-oriented culture

The HD is now working towards establishing a new culture in managing public housing. Permanent Secretary for Housing, Planning and Lands (Housing), Mr Leung Chin-man, said: “Our commitment must go beyond simply providing a living space for the people.”

He emphasised that HD staff are no longer dealing only with buildings. They have to consider, anticipate and to plan and cater for the needs of the people living in these buildings. They have to provide services and products that would help to build homes and communities from these housing blocks.

“We will have to help public housing tenants turn a cell into a home, to help develop housing blocks into a community, and to achieve and maintain a good living environment in public housing estates,” Mr Leung said.

### The way ahead

In response to changing circumstances in an increasingly complex and diverse housing sector, the provision of assistance to those in genuine need continues to be at the heart of the government’s housing policy.

The Secretary for Housing, Planning and Lands and Housing Authority Chairman, Mr Michael Suen Ming-yeung, said: “Public housing and Hong Kong may have experienced changes over these years but our mission to serve the community has always remained. We will continue to provide assistance to house low-income families in genuine need, and strive to maintain the average waiting time for public rental housing at around three years.”

# Globally recognised expertise and professionalism

## MARINE DEPARTMENT MARITIME RESCUE CO-ORDINATION CENTRE VESSEL TRAFFIC CENTRE

Crewmember Jochen Bruemmer will never forget the 24 hours he spent battling perilous weather and rough seas aboard the yacht, “Precious Dragon”.

He will also carry to his grave the appreciation he feels for members of the Hong Kong Maritime Rescue Co-ordination Centre (MRCC), without whose help he would almost certainly have perished. He recalls his ordeal, which began on May 18, 2003:

*“I had the most terrible hours of my life ... We never will forget what you (the MRCC) did.”*

Mr Bruemmer, one of five crewmembers stranded on board the stricken yacht, had never experienced such a serious emergency in his 25 years of sailing. But thanks to the search and rescue mission co-ordinated by the MRCC, he and the other crewmembers were rescued by two tankers.

With a fierce wind of up to 40 knots, heavy showers, violent thunderstorms and waves as high as five metres, the yacht was badly swamped by huge seas off the coast of Sri Lanka in the Indian Ocean. The crewmembers tried hard to pump the water out but the yacht eventually sank in the 3.8-kilometre-deep ocean. The accident happened over 2,000 nautical miles from Hong Kong and well beyond its area of responsibility for search and rescue. But the MRCC responded instantly to the pleas for help.

“We offered assistance without hesitation,” Senior Marine Officer Summy Chu said. “Just imagine how desperate the crewmembers were with their lives at stake in the dangerous waters out there. The chance of saving all the crewmen was slim should there be any delay. Fortunately, a total of nine vessels responded to our appeal and three of them came to join in the search and rescue.”

With the same spirit of service and professionalism, the MRCC has co-ordinated hundreds of search and rescue operations, saving many hundreds of lives. A recent operation was the dramatic rescue of all 16 crewmembers aboard the container ship, “Fu Feng”. The ship was caught in appalling weather during the passage of a typhoon on July 24, 2003. The MRCC, the Government Flying Service and other search and rescue units co-ordinated their efforts to ensure that all crewmembers were evacuated to safety.

## Search and rescue operations

The MRCC, established in 1989, is a world leader in maritime search and rescue operations (SROs), covering the major shipping routes of the South China Sea. The Centre has handled over 2,800 marine incidents since 1993, about a third of which were vessels in distress involving about 800 search and rescue operations, which saved more than 1,300 lives.



Marine Department staff member manning the MRCC.

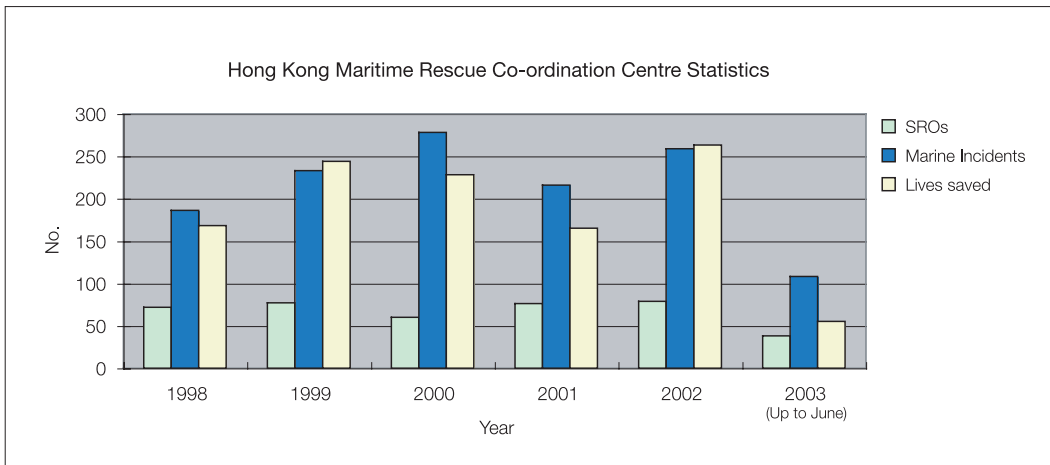


Table 1: Marine incidents, SROs and the number of lives saved by the MRCC.

## MRCC's professionalism world-recognised

The expertise and efficiency of Hong Kong's maritime safety operations are recognised globally. Its maritime experts were among those of only eight nations invited to participate as the International Maritime Organisation (IMO) members in the United Nations' IMO/International Civil Aviation Organisation joint working group in developing new techniques and procedures to harmonise aeronautical and maritime search and rescue operations. The others were Canada, France, Japan, Norway, Sweden, the United Kingdom and the United States.

Mr Chu said it was a great honour for Hong Kong to be regularly invited to join in international maritime safety management projects. "Hong Kong, as a city, is on a par with maritime experts like the United States. This could not have been achieved without the hard work of our dedicated staff."



The Director of Marine, Mr S Y Tsui (second from left) and Senior Marine Officer Mr Summy Chu (first from left) receive commendation for its search and rescue operation.

## Working with the Vessel Traffic Centre

The MRCC is responsible for co-ordinating all rescue missions in the international waters of the South China Sea in the area bordered to the south by latitude 10 degrees north; to the east by longitude 120 degrees east and to the west and north by the coasts of Vietnam and Mainland China and coastal waters within Hong Kong.



Working with the MRCC, the Vessel Traffic Centre (VTC) provides advice on the safe navigation of vessels and the MRCC co-ordinates search and rescue missions. These two centres are located side by side to enhance co-operation and communication in dealing with any maritime emergencies.

### Advanced nautical technologies

Hong Kong waters are among the busiest in the world. To advise on the safe navigation of vessels, the VTC was one of the first in Southeast Asia to install the state-of-the-art Vessel Traffic Services System that keeps track of up to 4,000 moving vessels and 1,000 stationary targets in real time simultaneously. It has 10 surveillance radars covering all Hong Kong navigable waters. Automatic Identification System transponders and closed-circuit television cameras have also been mounted at strategic locations for prompt identification of ships. Experts from the United States, Australia, Japan and Singapore have visited the VTC to exchange knowledge and experience in provision of vessel traffic services.

With the implementation of these new technologies, the VTC can contact the corresponding vessel(s) immediately and offer traffic advice in case of potential collisions between vessels or any other accidents. Through the persistent efforts and under the round-the-clock visual surveillance provided by the VTC, the number of marine accidents recorded over the past three years has decreased from 420 cases in 2000 to 378 cases in 2001; and 336 cases in 2002. At June 2003, there had been 182 recorded for the year.

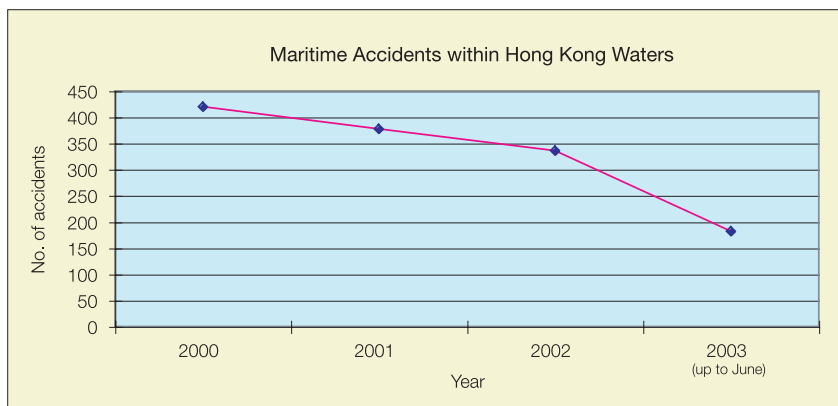


Table 2:  
Number of marine accidents within Hong Kong waters from 1999 to June 2003.

With no room for complacency, both the MRCC and VTC are constantly searching for further areas of improvement. The two bodies will continue striving for excellence through the close co-operation and exchange of ideas with other maritime safety management and rescue experts.

Senior Marine Officer of the VTC, Marine Department, Mr Butt Lee-yuen shares this vision. “Taking the lead in sharing our expertise with other maritime authorities, we are trying our best to turn the Vessel Traffic Service into a regionally orientated system in which neighbouring ports can exchange and share information through radio data communication gateways and networks.

“We are confident that the MRCC and VTC will do the right things better,” Mr Butt said.

# Hong Kong – A role model in intellectual property protection

## COMMERCE, INDUSTRY AND TECHNOLOGY BUREAU INTELLECTUAL PROPERTY DEPARTMENT CUSTOMS AND EXCISE DEPARTMENT

*Those were the days:  
when culprits were recording illegally, yet blatantly, in cinemas.  
when people were unashamedly buying counterfeit goods.*

November 13, 2002, was a day celebrating Hong Kong's treasures of intellectual property – it was a day testifying that Hong Kong's once flagrant piracy activities were reduced to a bare minimum.

In recognition of Hong Kong Special Administrative Region (HKSAR) Government's stringent efforts over the years in protecting Intellectual Property Rights (IPR), the United States-based Business Software Alliance (BSA) presented the world-acclaimed Cyber Champion Award to Mr Henry Tang (the former Secretary for Commerce, Industry and Technology and now the Financial Secretary).

The president and CEO of BSA, Mr Robert Holleyman, regarded Hong Kong's contribution as a role model to other Asian countries:

*".....(T)he Hong Kong government is sending a strong signal to the local community and the rest of Asia about the importance of intellectual property protection to the development of a robust economy."*

The Cyber Champion Award is presented to leaders whose public policy efforts have had a notable and lasting impact on the future of the global technology economy. HKSAR Government was honoured in recognition of its solid legislative framework and vigorous enforcement actions in combating the illegal use of software.

"The prestigious award was a boost to our morale," said Ms Ada Leung, Assistant Director of Intellectual Property Department (IPD).

"We are glad that our position as one of the role models of IPR protection in the world is recognised globally. It is a clear statement of the world's software industry's recognition and appreciation of the work we have done in IPR protection."

Also widely recognised are our outstanding enforcement records in the combat against IPR infringement. The achievements of the Customs and Excise

Department (C&ED), our enforcement agent on IPR laws, were praised in 2001 when the department received the prestigious Global Anti-counterfeiting Award at the 10th Authentication & Counterfeiting Protection Conference in Prague.

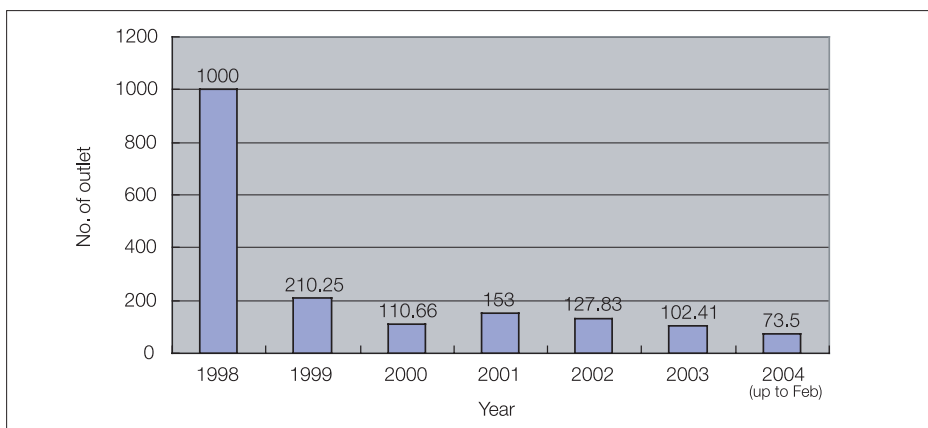
In a press release issued by the awarding body, C&ED was cited as a role model for IPR law enforcement in the region:

“This outstanding government department deploys more than 400 officers to protect Intellectual Property Rights and to eliminate the counterfeiting of videos and other products. The World Customs Organisation regularly invites Hong Kong Customs experts to help train other Asian authorities on anti-counterfeiting programs.”

### Drastic drop in IP-related crimes

In 1997, Hong Kong was placed on the 301 Watch List created by the United States Trade Representative, the principal trade policy adviser to the US President. This indicated that from the perspective of one of our major trading partners, Hong Kong had problems with IPR protection, enforcement or market access for people relying on intellectual property.

The government quickly addressed this serious issue and was determined to enhance the protection of IPRs. In 1998, the then Trade and Industry Bureau, IPD and C&ED worked together to enact and implement a series of amendments to the copyright related legislation. These include the amendment to the Import and Export Ordinance in 1997 to introduce a licensing requirement for import and export of optical disc mastering and replication equipment, and the enactment of the Prevention of Copyright Piracy Ordinance to introduce a compulsory registration system for optical disc manufacturers and a mandatory requirement for all locally manufactured optical discs to bear a unique identification code. In 1998, the C&ED also set up a Special Task Force to target pirate optical disc outlets.



Yearly average of pirated optical disc (POD) outlets in the market.

With the enactment of laws in 1997 and 1998 and with more vigorous enforcement, C&ED statistics showed that the number of outlets selling pirated optical discs had been slashed by 93% from 1,000 in 1998 to about 70 in February, 2004. Daily stock of pirated optical discs kept by the outlets has also been reduced by 99.6% from 4,500,000 in 1998 to about 18,200 in February, 2004. In 1999, Hong Kong was removed from the 301 Watch List.

There is no longer any large-scale pirated optical discs manufacturing activity in Hong Kong. Those remaining now operate only in a stealthy manner with limited business activity.

## Active participation in APEC as a lead economy

Hong Kong's successful experience in protecting IPR has been recognised by the Asia-Pacific Economic Co-operation (APEC) economies. Recently, it took part in the drafting of a set of guidelines on "Effective Practices for Regulations Related to Optical Disc Production" with the US as the lead Economy. In the document, Hong Kong's legislation is drawn on extensively as a model for other APEC Economies.

Ms Leung regarded the drafting of the APEC guidelines as an important milestone for Hong Kong. "We are committed to protecting IPR. It is important to Hong Kong's economic growth, especially given our rapid transformation into a knowledge-based economy. We would like our trading partners to know that creative ideas and original designs are what we cherish."

The government understands that to successfully combat piracy, it is vital to enhance public awareness. As early as 1997, the department started its public education efforts in earnest. Hong Kong's achievements in intellectual property public education have been recognised internationally.

At the APEC Intellectual Property Experts Group, Hong Kong is one of the two lead economies on public awareness issues. IPD was honored to organise the international symposium in 2002 in Hong Kong to share knowledge and experience on promoting IPR protection with other economies.

## Public awareness enhanced

Over the years, IPD has designed and produced many impressive posters, TV clips, radio advertisements and websites and has spread the message of IPR protection through the mass media which have proved to be a very effective channel for promoting IPR protection. Some promotional themes and slogans are so impressive that they are still remembered and talked about many years later.

People used to have little idea of what "intellectual property" was about. As a result, they might have unknowingly committed IPR-related offences or infringements. The situation has changed. Through the combined efforts of the IPD, Customs and Excise Departments and other government departments and related organisations, public awareness of IPR has increased substantially.

The fifth annual survey commissioned by the IPD in 2003 revealed that Hong Kong people were increasingly aware of IPR with 92.2% of respondents considering that it is necessary to protect intellectual property rights. Nearly half (47.8%) of respondents claimed that they had never bought pirated or counterfeit products.

"We find that people's attitude towards IPR has changed. The figures show that our efforts in public education continue to pay off," Acting Chief Intellectual Property Examiner of the IPD Mr John Wong said.

## Publicity campaign "Hong Kong – The Real Experience"

In order to further enhance the public awareness and project the positive image of Hong Kong as a shopping paradise, IPD and C&ED, together with the Travel

One of the posters from an IPR awareness promotion.



Industry Council of Hong Kong (TIC), the Hong Kong Tourism Board (TB) and the Consumer Council (CC) jointly launched the large-scale promotion campaign “Hong Kong – The Real Experience” in early 2004.

The campaign consists of a series of programmes, including Announcement in Public Interest on TV, seminars, and exhibition, aimed at promoting public confidence in the integrity of Hong Kong traders. It shows the commitment of HKSAR Government and industries to fighting piracy and counterfeiting activities. Participating retail merchants of the “No Fakes” Pledge Scheme have committed not to sell or deal in counterfeit or pirated goods and to sell only genuine products. In March, 2004, more than 380 retail merchants covering 2,300 outlets have joined the scheme. They are identified by the display of the “No Fakes” labels at their shops.

A 30-minute TV documentary was co-produced by IPD and C&ED to promote the “No Fakes” scheme and the IPR Protection Alliance which was established to enhance liaison and co-operation between the government and IPR industry. The Alliance will help monitor and report any counterfeiting and piracy activities. The documentary was broadcast on TV in April 2004. For the purpose of disseminating the messages overseas, both the documentary and the content of the seminar will be uploaded for web broadcasting.

### Well-planned public education program

IPD’s public awareness programmes cater to different sectors of the community through school visits, campaigns, media broadcasts, seminars, exhibitions and roadshows.

From 1997 to February, 2004, the department talked to 175,571 students through 494 visits to secondary schools as part of its IPR promotion programme. In April, 2003, IPD published a comic series targeting youngsters and students.

The series carries 30 strips of crisp messages on different IP subjects with lively and attractive graphics. The series is also available online at <http://www.info.gov.hk/ipd>.

The appointment of popular artiste Andy Hui as the IPR Protection Ambassador, has given IPD a head start in launching the “I Pledge” campaign which encourages consumers to pledge to buy only genuine goods. More than 8,000 people, mostly youngsters, have so far made the pledge.

“We want to nurture a self-discipline attitude and culture to keep people away from pirated and counterfeit products,” Mr Wong said.

“Given the limitation of resources, it is cost-effective to reach out to a wider audience through the Internet. In late 2003, we launched an online teaching kit suitable for primary and secondary students and published a supplementary guidebook for teachers.”

The weblink is <http://www.ip-kids.gov.hk>.

### Way forward

“We expect to see a plethora of inventions and other creative endeavours undertaken in Hong Kong. We will keep up our efforts to promote and protect IPRs so that Hong Kong remains a place where creativity and talent can flourish,” Mr Wong said.



*Online version of the comic series on IPR.*



# Hong Kong means business in sustainable development

## ENVIRONMENTAL PROTECTION DEPARTMENT

Hong Kong's status as Asia's world city is backed by its cosmopolitan lifestyle, vibrant atmosphere and modern infrastructure. But what also sets it apart is its commitment to the environment.

The government means business in improving the environment. Every endeavour is being made to achieve sustainable development in Hong Kong. Translated into action, "sustainable development" means:

- finding ways to increase prosperity and improve quality of life while reducing overall pollution and waste;
- meeting the community's needs and aspirations without damaging the prospects of future generations; and
- reducing the environmental burden on Hong Kong's neighbours and helping to preserve common resources.

A host of "green" strategies and initiatives to realise the objective of sustainable development were clearly spelt out by the Chief Executive in his 1999 Policy Address. Good progress has been made. For example, the total emissions of respirable particulates from vehicles have already been reduced drastically – by 60% at May 2003. At the same time, nitrogen oxide emissions have also been reduced by 28%, very close to the reduction target of 30% by the end of 2005.

These achievements have not come easily. Air pollution, sewage treatment and solid-waste management are major problems that face all communities. The challenge is even more difficult in tiny Hong Kong, with a population of close to 7 million in an area of about 1,100 square kilometres. The population is twice that of Los Angeles, but concentrated in less than half the space.

"Caring for the environment is our prime concern," Mr Simon Hui, Principal Environmental Protection Officer of the Environmental Protection Department, said. "We do not simply tackle environmental problems as they arise. In countering environmental impact arising from projects, we take pre-emptive measures to address problems at the initial planning stage.

"Hong Kong has more than 18 years' experience in using the environmental impact assessment (EIA) process on major development projects. We took a major step forward as early as 1998 when the Environmental Impact Assessment Ordinance came into full implementation."

The assessment system is a robust and systematic process. It is open and highly transparent and involves community input. All designated projects are required to go through the assessment process before works can proceed. And when they do proceed, they must comply with all the requirements in the permit.

### Leading position in environmental impact assessment

Hong Kong's comprehensive environmental impact assessment system is far ahead of many countries and has won international acclaim. Given its leading position in the field, Hong Kong was chosen to host the millennium conference of the International Association for Impact Assessment (IAIA) in June 2000. Over 600 delegates from 80 countries or territories attended the conference to share their experience, strategies and practices to preserve and improve the environment. Dr Sarah Liao, now the Secretary for Environment, Transport and Works, was the conference chair.



*Chief Executive Tung Chee Hwa speaks at the conference with (from left) former Secretary for Environment and Food, Mrs Lily Yam; Director of the Division for Sustainable Development, United Nations, Ms JoAnne DiSano; and IAIA President Professor Hobson Bryan.*

At February 2004, 75 EIA reports had been approved and 238 environmental permits had been issued under the ordinance. More than \$448 billion worth of projects have gone through the statutory process to ensure that environmental and ecological impacts are fully considered. There are almost 100 categories of designated projects that are required to go through the assessment process, including roads and railways; airport and port facilities; reclamation, dredging and dumping; energy and water supply; waste disposal and sewage treatment; residential and recreational developments and various engineering and decommissioning projects.

Hong Kong's international status as a leader in environmental impact assessments goes back to the 1990s:

- Director of Environmental Protection Mr Robert Law was invited to sit on the International Steering Committee from 1994 to 1996 to help steer the "International Study of Effectiveness of Environmental Assessment" with other experts from Europe, North America, New Zealand and Australia. Since then, the department has participated in the International Inter-governmental Forum to share Hong Kong's experience and knowledge of environmental impact assessment.

- the Environmental Protection Department led an international review of the follow-up practices for environmental impact assessments in 1995. Representatives from North America, Europe and Australia participated in the review.
- Assistant Director of the department Mr Elvis Au was elected by international members from over 100 countries as the President of IAIA from 2001-02. Mr Au also presided over the IAIA annual conference in the Hague, the Netherlands in 2002 with over 600 participants from more than 75 countries.
- The United Nations Environmental Programme and the World Bank often invite professional staff from Hong Kong's Environmental Protection Department to share their experiences and expertise in impact assessments. Hong Kong has been working closely with these two international organisations in promoting good practice. For instance, Mr Au was invited to the World Bank headquarters in 2002 to share Hong Kong's expertise, while Senior Environmental Protection Officer Mr Wang Yuen was invited to run a World Bank training course on the Mainland. Hong Kong's experiences are included in the United Nations Environment Programme's latest Environmental Impact Assessment Training Manual. In March 2004, the Assistant Director Mr Elvis Au was again invited by the World Bank to deliver two lectures at the Train-the-Trainer Course on Strategic Environmental Assessment, jointly organised by the World Bank and the China's State Environmental Protection Administration in Beijing and attended by about 100 very senior officials and professionals from about 24 provinces/major cities in China.

### **Assessment process minimises impact of airport project**

The department started to apply the assessment procedure in the early 1980s for power plants and important urban developments. Application of the environmental impact assessment process to major government projects became a requirement in 1986. The single most important local application of this requirement was in relation to Hong Kong's US\$20 billion new airport and related projects.

Mr Hui said: "Facing such an unprecedented scale of construction, we were very concerned about the environmental impact it would bring. A lot of effort has been put into developing a more structured assessment follow-up system. We are proud that in 1992 an Environmental Monitoring and Audit system was put in place.

"The environmental impact assessment process has significantly minimised the environmental damage that would otherwise have been inflicted.

An environmentally important sea channel and a long stretch of valuable natural coastline could have been lost for the airport island," he said.

Another key success in the early 1990s came from the abandonment of a project proposing the excavation of 400 million cubic metres of fill material from Mirs Bay to the east of Hong Kong. An environmental impact assessment saved one of the most pristine, valuable marine ecosystems left in Hong Kong for present and future generations to enjoy.

### **World leader in practising environmental follow-up**

The successful application of comprehensive environmental impact follow-up in Hong Kong is acknowledged worldwide. "This covers a wide range of activities, from site inspection and surveillance, concise compliance statements,

to a systematic process of monitoring and audits,” Mr Hui said. “Hong Kong is one of just a few places in the world to have this process effected under a statutory framework.

“We are fully aware that without systematic follow-up, assessments may become a pro forma process, a paper chase to secure a development permit.

“Construction and operation of most designated projects will require an environmental permit from us. Through the EIA process, the proponents will have to demonstrate how they are going to protect the environment and ensure that any impact will be acceptable. If we agree with their assessments, then we will issue them with permits, and their proposals will become enforceable conditions in the permits.

“We also act as a facilitator to promote public participation through the application of information and communications technology,” Mr Hui said. “This is in line with a new practice termed Continuous Public Involvement, which was adopted by the government in September 2003.”

### Internet-based reporting system

The follow-up process in Hong Kong uses a sophisticated internet-based reporting system. All assessment reports and project profiles, and decisions made by the Director of Environmental Protection are placed on a dedicated website for public inspection. For major projects, the proponents are required to set up their own websites and to upload their monitoring and audit reports for public inspection.

Hong Kong is one of the few places in the world that widely applies web-based technologies in the environmental impact assessment process including the use of a real-time web camera for public access and participation.

### Real-time web camera monitoring

Real-time web cameras have been installed at selected major construction sites since April 2002, so that the department and net surfers can monitor construction progress and compliance with the ordinance. In January 2003, an on-site camera was installed at the former Cheoy Lee Shipyard at Penny's Bay, from where contaminated soil is being transferred to To Kau Wan.

By installing a synchronised camera with a 10X optical zoom capability for EIA follow-up work, the department and the public can monitor the decommissioning work around the clock. They can also view the related Sheung Sui to Lok Ma Chau Spur Line project through the web cameras.

“The idea of using a real-time web camera for EIA follow-up is a world first. It greatly improves the transparency of projects and allows public involvement in environmental assessment follow-up,” Mr Hui said.

*Real-time web camera images of the To Kau Wan project broadcast online.*



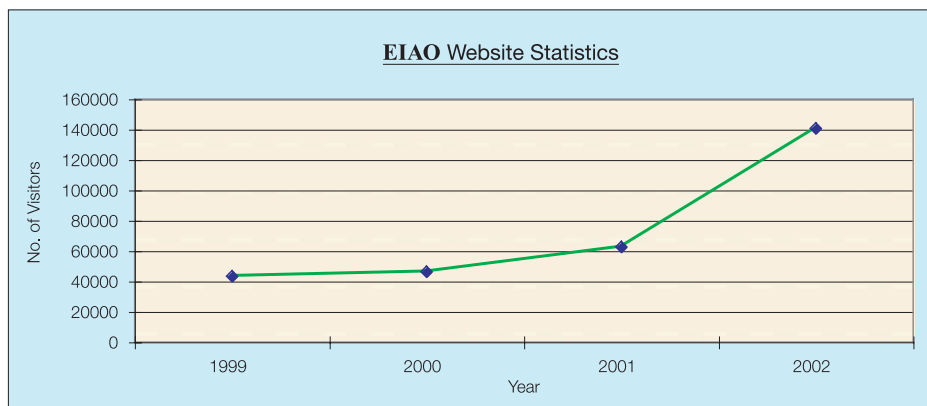
## Public monitoring only a few clicks away

The application of web-based environmental monitoring and audit technologies for disseminating all environmental impact assessment reports and environmental monitoring and audit results has won the department worldwide acclaim. Numerous commendations have been received from international experts:

“I wish my environmental administration would be this open and transparent! And constructive!” – Maria Partidario, Past President of IAIA.

“I am always impressed by the way you handle EIA and public information in Hong Kong.” – Markus Eggenberger, Swiss Development Corporation, Switzerland.

Locally, public involvement has increased greatly. The number of visits to the Environmental Impact Assessment Ordinance website (<http://www.epd.gov.hk/eia/>) has tripled from 43,000 in 1999 to 140,000 in 2002. The use of the internet to communicate with the public during follow-up activities has dramatically increased the number of participants compared with the earlier system of office visits and written reports.



Page visits for the Environmental Impact Assessment Ordinance website.

“Hong Kong is the first and only place where the general public can access full environmental impact assessment reports and comprehensive environmental monitoring and audit information via the internet,” Mr Hui said. “There are now more than 70 EIA reports and hundreds of environmental monitoring and audit reports that can be accessed any time and anywhere in the world.

“We believe public involvement is crucial to the success of the follow-up system. Better communication between different community stakeholders enhances work efficiency and creates consensus. In many cases this has contributed to smooth implementation of projects.”

“We are working hard not just for the present generation, but also for our children, and our children’s children. That’s why sustainable development is so important to the globe. All of us are gatekeepers of the future,” he said.



# Library without walls

## LEISURE AND CULTURAL SERVICES DEPARTMENT

To support the public's self-learning and information needs, the Hong Kong Central Library (HKCL) has developed a state-of-the-art Multimedia Information System (MMIS) since it started its services in May, 2001. This system, designed by the Leisure and Cultural Services Department, breaks physical barriers to make information easily accessible.

The most impressive part of the MMIS is its flexible application of information technology and its breakthrough in expanding the scope of a digital library.

Its innovative features have gained a reputation in local and international communities. The library's much-admired MMIS won the Best of E-Government and Services Award at the 2002 Asia Pacific Information and Communication Technology Awards (APICTA) in Malaysia.

The APICTA is an annual award which aims to promote the development of information and communication technologies in the Asia Pacific region. In 2002, there were 92 entries from more than 10 countries and regions, including Australia, Singapore, and Malaysia, competing for awards in 12 categories.

Senior Librarian (HKCL) Infrastructure Development, Mr Chan Cheuk-wah said: "The unprecedented MMIS is the world's first library system that integrates digitised and non-digitised materials into one single interface."

The MMIS, implemented since the library's opening, is the first and, by late 2003, the only recipient in the Asia Pacific region of the prestigious international award for distinguished library services.

### Innovative features

Library users can enjoy the one-stop interactive multimedia service via the internet at <http://hkclweb.hkpl.gov.hk> or through the 600-odd workstations in the Hong Kong Central Library and 24 major and branch public libraries across the territory.

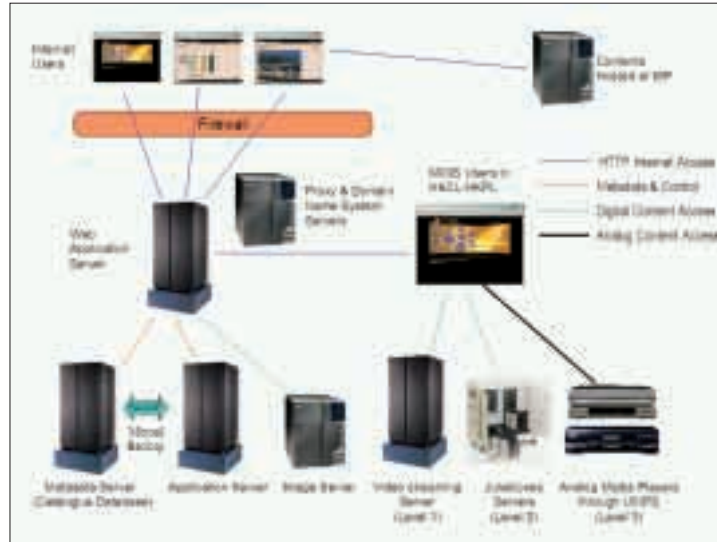
*The APICTA given to Leisure and Cultural Services Department.*



While the traditional digital libraries save only the digitised images, documents and audio-visual materials in the hard discs for retrieval by readers, the extraordinary MMIS provides a three-level system containing both digitised and non-digitised material, allowing readers to search, view and listen to audio-visual materials on any workstation.

By December, 2003, the first level of the MMIS contained more than 1,470 hours of audio/video programmes, 1.9 million pages of digitised books, old HK newspapers, maps, posters, clippings, house programmes, photos, manuscripts and papers of the former Urban Council and Regional Council where the

government owns the copyrights. Valuable historical information is accessible at users' fingertips. The system also provides a user-friendly image viewer with functions such as zooming, rotating and printing.



System Structure of MMIS.

“The MMIS archives more than 1.6 million pages of old newspapers published between January 4, 1864, and December 31, 1987, in Hong Kong including two Chinese newspapers, the Kung Sheung Daily News and Wah Kiu Yat Po and five English newspapers, The China Mail, Hong Kong Daily Press, Hong Kong Sunday Herald, Hong Kong Telegraph and Hong Kong Weekly Press,” Mr Chan said.

“Users can retrieve a lot of information with the aid of MMIS,” Mr Chan said, citing as examples the first commercial flight for Kai Tak Airport on March 24, 1936, and the report of Taiping Rebellion in 1884 published in The China Mail.



Old publicity items from the government urging people to disinfect culinary utensils with boiling water.

The second level of the system incorporates more than 28,000 items of audio-visual/ CD-ROM material. There are 64 jukeboxes each with 12 drives capable of serving 760 users at the same time. It will take between five and 10 seconds for the title to be played from jukebox after the request is sent from any libraries with dedicated MMIS workstations.



An extract from The China Mail on February 1, 1866, accessible through the MMIS.

The third level includes 70,000 items of audio-visual material such as CD, VCD, DVD, LD, video-cassettes, gramophone records and audio-cassettes provided as audio-on-demand and video-on-demand for workstations at the HKCL.

## Always at the public's service

Since the library came into operation, the total number of MMIS users as at December 31, 2003, had reached 4 million.

“The user population is increasing and there is a trend in the growing popularity of the innovative system,” Mr Chan said.

“The system was well-received by the international community. We are very proud that our role as one of the world leaders in providing library services is globally recognised.”

This can be demonstrated by the inclusion of the MMIS at the United Nations Educational, Scientific and Cultural Organisation's Archive Portal ([http://www.unesco.org/webworld/portal\\_archives/](http://www.unesco.org/webworld/portal_archives/)). The worldwide portal creates one single point for archivists and researchers to study the histories and cultures of different nations.

Delegates from prominent libraries and related organisations have visited the library to learn about the MMIS and were amazed by the innovative system.

“To further enhance the MMIS's accessibility, we have extended the service to other major and branch public libraries. At the moment, users can enjoy the system at 24 public libraries besides the HKCL.”

The online MMIS is available daily from 9am to midnight, except on Tuesdays from 9am to 9pm and Wednesdays from 1pm to 9pm.

## Convenient library services encourage continuous learning

The department has been endeavouring to provide quality library services to the public. To encourage lifelong learning through user-friendly library services, the department introduced the upgraded Library Automation System (LAS) in all public libraries in early 2001.

The LAS is one of the world's largest computerised library systems with English and Chinese capabilities supporting more than 1,400 terminals; 3 million records of registered library patrons and more than 10 million records of library materials for daily operations in the 70 branch libraries.

Mr Wong Chi-ho, Senior Librarian of the LCSD said: “To better serve the general public, round-the-clock library services are available on the internet. Patrons may search the library catalogues, renew or reserve library materials or read e-books at their homes, work places or schools through the libraries' home-page which has the third highest usage rate among the government home-pages.

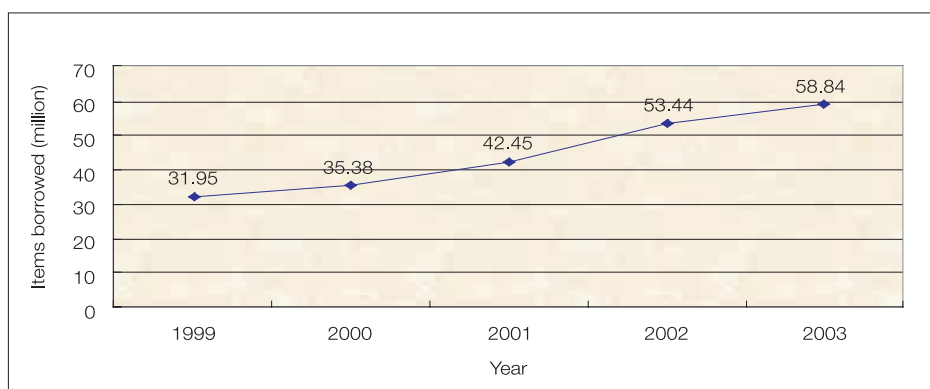
And, the LAS also offers telephone renewal and borrower record inquiry services. Registered library patrons can now borrow library materials from any of the 71 branch libraries and return the items to any branch library irrespective where they are borrowed.”



*The home page of the MMIS.*

### Library without walls

“After upgrading the LAS, items borrowed by library patrons have increased by 84% from 31.95 million in 1999 to 58.84 million in 2003,” Mr Wong said.



Items borrowed from public libraries in Hong Kong .

### Library services ahead

Knowledge is wealth. The department is devoted to promoting the virtue of lifelong learning through advanced library services.

Mr Wong said: “Since last June, members of the public can select to use Smart Identity Cards issued by the Immigration Department for library services. From December 2003, library patrons are provided with an option to receive library notices through email. In the year to come, more self-charging terminals will be installed in branch libraries to allow patrons to check-out or renew library materials by themselves. We will continue to deliver quality library services for users’ convenience.”

# Linking People, Delivering Business

## HONGKONG POST



The Hongkong Post logo includes an abstract representation of a hummingbird known for its speed and purpose. The symbol conveys the image of a friendly, fast moving and busy organisation. The corporate colours, green and purple, reflect the new initiatives and progressive changes that have enabled Hongkong Post to brave out the rapid transformation of society into a fast-changing, knowledge-based economy, while at the same time continuing to successfully deliver outstanding postal services.

### International acclaim

Through continuous innovation, coupled with its vigilance and excellence in providing outstanding postal services, Hongkong Post has been given due recognition worldwide. In 2002, it was awarded Gold Level in the Express Mail Service (EMS) Cooperative Certification by the authoritative Universal Postal Union (UPU). The department was the top performer among 193 EMS operators including countries like the United States, the United Kingdom and Japan.

Senior Manager (Public Relations) Mr Roy Siu, said: “We attained Silver Level Certification in both 2000 and 2001, and in 2002 we surged to Gold Level. These outstanding results were achieved through the dedication and team spirit of all staff engaged in the Speedpost service (the local brand name for EMS). This has undoubtedly enhanced Hongkong Post’s international standing among the EMS community, and clearly demonstrated our world-leading role in the service.”

Established in 1874 in Berne, Switzerland, the UPU is the second oldest international organisation and the primary forum for co-operation among countries in the provision of international postal services. It helps ensure a truly universal network of up-to-date products and services.



The EMS Cooperative Certification, awarded annually by the UPU, is based on the performance of the participating EMS operators and covers four service elements. They are:

- inbound delivery performance;
- inbound scanning performance;
- performance in providing delivery data; and
- data transmission performance.

Point values are allocated for each EMS operator according to its measured performance for each service element. In 2002, Hongkong Post attained full marks in all four elements, winning the award and achieving the highest level of performance in the programme.

Hongkong Post received its Gold Level Certificate from Mr Thomas Leavey, Director General of the UPU, at the 2003 EMS Cooperative General Assembly in Berne, Switzerland, in October 2003.

The Speedpost service provides for the rapid and reliable transmission of documents, samples and merchandise. Hongkong Post has pledged that Speedpost items from abroad will be delivered on the same or next working day, while outbound items posted before the specified latest times for posting are dispatched to outgoing flights on the same day.

Hongkong Post has recently improved the operational efficiency of Speedpost locally by a computerised Collection and Delivery Management System. It incorporates the use of mobile devices to facilitate effective communication between the control centre and the operation teams on the streets, and thereby enhance the flexibility of resource deployment. The new system applying the GPRS telecommunication technology provides the opportunity for business process re-engineering, resulting in substantial productivity improvement.

“With no room for complacency, we will continue our hard work in delivering quality services,” said Mr Siu.

### Innovations in philately

In line with the department’s innovative culture, Hongkong Post has been promoting philately by designing appealing stamps conveying special meanings. Its expertise has received acclaim worldwide over the years.

Hong Kong’s \$1.30 “Personal Greetings” stamp issued on February 1, 2001, won fourth prize in “The World’s Most Beautiful Stamp” competition of the “7th Stamp World Cup” in 2002. In the same competition, the stamp also won the “The World’s Most Beautiful Stamp in ASIA” award.



The award presented by the French stamp magazine, *Timbres Magazine*.



The award-winning stamp issued in 2001.

The competition, organised by the leading French stamp magazine, *Timbres Magazine*, gained overwhelming support from more than 40 global leading postal administrations. Other winners were Finland, Canada, Fiji and Gabon.

More recently, the “Beijing-Kowloon Through Trains” special stamps issued in June 2002, won the Gold Medal in the “Pride in Print Awards 2003”, a competition co-hosted by 11 designers’ institutes and printers’ associations in New Zealand.



The award-winning special stamps.

Senior Manager (Philatelic Marketing), Ms Betty Chan said: “The stamp design features a railway train painted in rainbow hues running through the four stamps. The train sets off from the heart of Hong Kong and passes the green Wuhan Changjiang Bridge in Wuchang. The train then passes the Shaolin Monastery in Zhengzhou and ends its journey in Beijing. The designer uses Beijing’s Temple of Heaven to signify China’s longtime culture and history, in striking contrast to Hong Kong’s modernity and prosperity.”

“The award recognised the fine printing and excellent calibre of the stamps’ design. We feel very honoured, as Hong Kong is one of the few postal administrations in the world to be recognised with this prestigious award.”

Besides the world-renowned success in the design of stamps, affordability is another reason for the popularity of philately in Hong Kong.

“Hong Kong’s low postage rates make philately an interesting and inexpensive hobby,” Ms Chan said. “To encourage this hobby, a convenient online internet shopping service is provided for local and overseas philatelists to purchase philatelic products.”

Two kinds of postage stamps, namely definitive stamps and special stamps, are issued. Hong Kong postage stamps are designed to a consistently high standard reflecting history, life and development. Philatelic revenue in 2002/03 was \$201 million.

## Professional services derived from successful training

Hongkong Post understands that a team of quality staff guarantees quality service. The “Care from the Heart Customer Service Training Programme” and the “To Excel Through Teamwork Competence Development Training Programme” have won Hongkong Post the Excellence in Practice Citation from the American Society for Training and Development (ASTD) two years in a row, in 2002 and 2003.

Senior Manager (Training & Development), Ms Mary Chung said: “The theme ‘Care from the Heart’ reflected our intention to serve customers sincerely from our hearts.”

The programme began in 1998, promoting a customer-oriented culture from the directorate to frontline staff in order to serve the public in the best way possible.



The prestigious ASTD award.

Hongkong Post has a series of tailor-made programmes including foundation training, field coaching and workshops.

To sustain the customer service culture and a spirit of teamwork, Hongkong Post launched another training programme “To Excel Through Teamwork” in 2001. The programme played a vital role in strengthening the co-operation among staff, building teamwork and fostering positive working attitudes, including the adoption of “A Complaint is a Gift” philosophy in managing customer feedback.

Ms Chung said: “We are very happy to receive the awards from the renowned ASTD. Hongkong Post is the first government department to win this prestigious citation. This has reaffirmed that we are heading in the right direction in training and development. We will continue to invest in staff training and development to maintain staff alertness and improve skills in providing quality service to customers.”

Their working culture change has been rewarded with a positive response from the public. According to a public perception survey conducted in 2003 by an independent consultant, 97% of members of the public, 96% of business customers and 97% of philately group customers were satisfied or very satisfied with their service.

## **Coping with challenges**

Hongkong Post has been serving the community since 1841. With the population growth and development of business activities in Hong Kong, the range and level of services provided by the department have expanded and upgraded. In 2002/03, the volume of mail handled reached a daily average of 3.5 million items.

Hongkong Post is operating in a turbulent environment characterised by aggressive global competition, cream-skimming by market niche operators, increasing use of electronic communication, and rapidly changing market demand and customer needs.

The Postmaster General, Mr Allan Chiang said: “Our response strategies are encapsulated in our corporate purpose statement: ‘Linking People, Delivering Business’. In Linking People, we continue to connect people locally and around the world by delivering correspondence and merchandise promptly, reliably, cost-effectively; and at uniform, affordable prices with universal coverage. In Delivering Business, we have adopted a commercial approach which emphasises innovation, productivity, profitability and customer service. We make use of new technologies to raise productivity and lower operation costs. By embracing technology, we venture into the area of electronic services, including the issuing of digital certificates to subscribers to ensure authentication, confidentiality and security of the electronic transactions made. We are capturing an increase in physical delivery requirement generated from the proliferation of internet trading. We are also providing counter agency services for the government and public utilities.”

In 2000, Hongkong Post launched the PayThruPost service, providing customers with the convenience of a one-stop-shop for payment of government and utility bills at all post offices. As the first recognised public Certification Authority in Hong Kong, it has an integral role to play in promoting secure e-business and e-government in Hong Kong. The digital certificates it issues, which could be embedded on the new smart identity card, are applied in a wide range of internet services including internet banking, online stock trading, online betting service, the government's Electronic Service Delivery, online shopping, online auction, online access to personal credit reports, secure data exchange and secure email communication. The launch of the Hongkong Post Mobile e-Cert service in 2001 made Hong Kong the first economy in the world to issue mobile e-Certs for community-wide adoption.

“Our vision is to be an outstanding service organisation in Hong Kong and an outstanding postal service worldwide,” said Mr Chiang.

# Preserving the treasured cultural heritage

## ARCHITECTURAL SERVICES DEPARTMENT LEISURE AND CULTURAL SERVICES DEPARTMENT ANTIQUITIES AND MONUMENTS OFFICE

From a small fishing village to Asia's world city, the transformation of Hong Kong is a legend of international attention. Interspersed by wars, occupation and periods of uncertainty, the city of global importance is marked with relics of its history.

Only with careful preservation of Eastern cultures and Western offerings can an enchanting mixture of harmony be kept in this modern metropolis.

The government has developed a number of trails, linking monuments and significant historical buildings or sites within walking distance, to promote heritage conservation. These include the Ping Shan Heritage Trail, Lung Yeuk Tau Heritage Trail and the Central and Western Heritage Trail.

The government's determination to conserve Hong Kong's heritage was expounded by the Chief Executive, Mr Tung Chee Hwa, in his 1998 Policy Address when he said: "To foster a sense of belonging and identity, we need to promote our heritage, which is a valuable cultural legacy. This involves the protection of historic buildings and archaeological sites, some of which are more than 6,000 years old."

"We will also look to strengthen Hong Kong's own unique culture which embodies a successful blend of the best of the East and West," He said.

With this vision, the Antiquities and Monuments Office (AMO) of the Leisure and Cultural Services Department has been trying to protect this culture. For example, the AMO has organised the conservation team for repairing and restoring the King Law Ka Shuk Ancestral Hall at Tai Po Tau Tsuen, in co-operation with the Architectural Services Department (ArchSD) and the Guangdong Provincial Institute of Cultural Relics and Archaeology.

The restoration project, which began in 1998 and completed in 2001 to revert the ancestral hall into the architectural style of Qing dynasty (1644 -1911), was awarded the United Nations Educational, Scientific and Cultural Organisation (UNESCO) Asia-Pacific Heritage Awards for Culture Heritage Conservation: Award of Merit.

*Presentation of Certificate for Award of Merit of UNESCO Asia-Pacific Heritage 2001 Awards for Culture Heritage Conservation by Dr Richard Engelhardt, UNESCO Regional Adviser for Culture in Asia and the Pacific to Mr Paul Leung, former Director of Leisure and Cultural Services.*





## Bringing the treasured monument to the public

The panel of judges for the award commented with appreciation:

*“The outstanding restoration and preservation of the King Law Ka Shuk ancestral hall sets an example in the application of best practice methodology of renovation and in demonstrating the value of restoration and conservation of an historic building for community use.”*

*“Carried out through a balanced conservation approach and strong community involvement, the restoration was an ambitious extrapolation to bring the ancestral hall to its original state, also integrating some of the modern elements from the 1930s.”*



The Certificate of Award of Merit of UNESCO Asia-Pacific Heritage 2001 Awards for Culture Heritage Conservation.

Assistant Curator of the AMO, Mr Ng Chi-wo, said: “We are very proud that such an authoritative organisation has recognised our government’s concern for cultural heritage.

Chief Architect (Central Management Branch) of the ArchSD Mrs Priscilla Tam agreed, saying: “We are honoured to have contributed to the meaningful project and have protected a cherished trace of Hong Kong’s history.”

She said: “The monument was built in early 1700s and has been restored many times. All that remains of the first structure such as the traditional grey brick walls, timber brackets, the ancestral altar, timber carving and the plastered decoration are carefully preserved.

Traditional craftsman restores the decorated plaster surface.

“Identifying and recollecting the original design and building materials to restore the building posed a great challenge both artistically and historically.”

Mr Ng said the most difficult task was to reconcile the requirements of the architects with those of clan members and there were times when “feng shui” was used to resolve some matters which were of particular concern to clan members.



## Impact of the project on the community

Owned by the Tang Clan, the ancestral hall at Tai Po Tau Tsuen, was originally built to commemorate the clan’s 10th generation ancestor Tang King Law.

The hall was constructed as a study hall for teaching and preparing clan members for the important imperial examinations. With the government’s program of building primary and secondary schools in the territory, the educational function of the building ended in 1948.

It was also a village meeting hall and a ceremonial hall to honour the clan’s ancestors.



The altar of King Law Ka Shuk ancestral hall after restoration.

Careful redecoration of the main altar, which was of utmost religious importance, especially justified the hard work of the AMO and the ArchSD by the admiration of fellow clansmen living in other villages.

“The hall has now reverted to its former use as a central celebration venue for traditional village functions,” Mr Ng said. “It is also an attraction for the emigrated Tang clan members for making visits to their home village.”



Left: King Law Ka Shuk ancestral hall before renovation.

Right: King Law Ka Shuk ancestral hall after restoration.

### **Dedicated to conserving cultural heritage**

Besides the winning project of King Law Ka Shuk, Hong Kong also won UNESCO Asia-Pacific heritage awards for the restoration projects of Hung Shing Temple at Kau Sai Chau, the Ohel Leah Synagogue and the Catholic Cathedral of the Immaculate Conception.

Hong Kong’s heritage items are a testimony to her unique past. Conserved heritage also forms part of Hong Kong people’s collective memory and defines their cultural identity. There is a growing recognition of the importance of heritage conservation in urban development and an increasing commitment by the community to support the government to conserve our heritage.

Conservation of the former pumping station of the Water Supplies Department in Shanghai Street, and some of the buildings in the St Joseph’s Home for the Aged as well as the Lui Seng Chun Building at Sham Shui Po are landmark examples.

The triumph of conserved heritage was seen again in February, 2004, when the government reached a consensus with the Church of Jesus Christ of Latter-Day Saints after a year of negotiations on the preservation of the historic Kom Tong Hall building.

The hall was built in 1914 as a residence of the affluent Ho Kom-tong, younger brother of Sir Robert Ho Tung. Built in the classical style architecture of the Edwardian period, the building is lavishly decorated with stained glass windows, teakwood staircase and panels. It was bought by the church in 1960 for religious purposes and will be converted, for permanent preservation, into a Dr Sun Yat-sen Museum in close vicinity with the Sun Yat-sen Historical Trail.



*Kom Tong Hall, built in 1914, will be converted into a museum to introduce Dr Sun Yat-sen, one of the most respected figures in Hong Kong history.*

# Protecting the world's endangered species

## AGRICULTURE, FISHERIES AND CONSERVATION DEPARTMENT CUSTOMS AND EXCISE DEPARTMENT

**October 13, 2002:** Customs Launch No. 9 was on patrol near Lamma Island.

A fishing vessel came into view. There was nothing out of the ordinary about that, not in these waters.

But call it intuition; call it a well-developed sixth sense – something about this particular boat did not look right to the experienced officers of Launch No. 9.

As the launch approached for a closer look, the officers' curiosity grew. Why were there only two crewmen on a vessel this large? Weren't their complexions too pale for people who work on the water?

Shifting into full-alert mode, the patrol crew under the command of Senior Inspector of the Customs and Excise Department (C&ED), Mr Raymond Tam Wai-man, manoeuvred alongside the suspicious vessel. A team of eight officers clambered on board to search the suspect vessel, while the others remained on guard on the launch.

Mr Tam said that once on board, the team's suspicions grew. "There appeared to be no fishing equipment on board, and no catch. And why was there no fishy smell?"

Finally amid the clutter of the engine room, the officers found a concealed compartment and began to remove its contents. Wah! The officers stared in astonishment at the illegal haul lying at their feet – 81 pieces of precious elephant tusk – a veritable elephants' graveyard of ivory. Once carved into jewellery and ornaments, the 506 kilograms of ivory would have a market value of more than \$1 million in Southeast Asia.

Meanwhile, the two "fishermen" registered looks of utter dejection. The perpetrator of the aborted smuggling venture has since been sentenced to 16 months in jail.

**March 5, 2003:** The territory's exemplary efforts to combat the illegal trade in endangered species have been recognised with two Certificates of Commendation from the Convention on International Trade in Endangered Species of Wild Fauna and Flora, commonly known as CITES.



*Commander of the Marine Enforcement Division of C&ED Mr Kwok Yim-kwan displays the seized ivory tusks.*

The Agriculture, Fisheries and Conservation Department (AFCD), which is the local CITES Management Authority, and C&ED, which enforces the laws against smuggling, received the certificates.

In his letter of commendation, the Secretary-General of CITES, Mr Willem Wijnstekers, wrote:

“My colleagues and I are well aware that Hong Kong has a long history of commitment to the implementation of CITES ... it has been a very strong supporter of the Secretariat’s work ...”

The ivory seizure “was particularly deserving of recognition because it demonstrated the close working relationship that clearly exists between the CITES Management Authority of Hong Kong and the Customs officers of Hong Kong”.

“The honour was beyond our expectations,” Mr Tam said. “When we are on duty, the only thing in our mind is how to do our jobs effectively.”



*Mr Lay Chik-chuen, AFCD's Assistant Director (fifth from left), awarded the Certificates of Commendation to C&ED officers on behalf of the CITES Secretary-General.*

In the 1960s, as concerns grew about the protection of the environment, CITES was born. Today, 165 states, including China, are signatories to the convention, which aims to ensure that trade in wild animals and plants does not threaten their survival. CITES was implemented in Hong Kong in 1976. It continues to apply to the Hong Kong Special Administrative Region after June 30, 1997 through diplomatic notification by China.

The Animals and Plants (Protection of Endangered Species) Ordinance is the local legislation that gives effect to CITES in Hong Kong. The ordinance is administered by AFCD and enforced by C&ED.

Elephants and their ivory tusks are just some of the animals, plants and related products protected by CITES. Other endangered species that fall under its purview are sea turtles, bears and tigers as well as orchids and certain cactuses.



*The tiger is one of the CITES-protected species.*

According to C&ED, from 1999 to mid-2003, there were more than 500 prosecutions under the Animals and Plants (Protection of Endangered Species) Ordinance in relation to the illegal import and export of endangered species. Though Hong Kong is not a native source of endangered species, over 1,300 seizures have been made with a value of more than \$76 million. Six of these cases involved a total of about 700 kilograms of ivory, with a market value of \$1.5 million.



*The orchid (Laelia purpurata) is also protected under CITES.*

Acting Senior Forestry Officer of AFCD, Mr C S Cheung, said orchids, American ginseng root and crocodile meat were among the most commonly intercepted species at control points. “They are common souvenir items brought in by travellers. Large quantities of freshwater turtles are also smuggled for food,” Mr Cheung said.



*Protecting the world's endangered species*

Group Head (Marine Enforcement) of C&ED, Mr F H Fong said: “Only on July 9, 2003, we seized more than 10,000 endangered turtles and tortoises.”

Mr Fong is full of praise for the way the two frontline departments co-operate. “Agriculture, Fisheries and Conservation works hand in hand with us in the enforcement of CITES in Hong Kong,” he said.

Yet protecting endangered species takes more than law enforcement alone. Publicity and education also play an important role in enlisting the support of the community. Public awareness and compliance are what count the most.

It was with this mission in mind that the Endangered Species Resource Centre at Cheung Sha Wan Government Offices was opened in May 2001.

The centre displays about 500 specimens of some 100 endangered species – and products derived from them – which have been confiscated under CITES.



*The Endangered Species Resource Centre houses 500 specimens.*

Visitors to the centre can see the tragic consequences of smugglers' greed – giant panda skins, rhinoceros horn and shahtoosh shawls. There are also some live animals on display, such as a hill myna, box turtle, chameleon, iguana, python and leopard tortoise. A number of stuffed specimens are also exhibited. There are three aquariums – one for live coral, one for Asiatic bony tongue and one for sea turtles.

“We organise guided tours at the resource centre for traders, students and the public as well as enforcement agencies and foreign organisations,” Mr Cheung said. “They can learn more about different endangered species by seeing the samples or live species displays.”



## Public services – just a click away

### COMMERCE, INDUSTRY AND TECHNOLOGY BUREAU INFORMATION TECHNOLOGY SERVICES DEPARTMENT

Hong Kong's status as a leading digital city has benefited greatly from the government's "Digital 21" information technology strategy. A core part of this is Hong Kong's e-government programme and its flagship Electronic Service Delivery (ESD) Scheme, which serves as an interactive and transactional link between the government and the community.

ESD is the government's bilingual portal that delivers services via a highly secure and convenient online electronic platform. With its innovation in blending public and value-added commercial services in a one-stop and customer-oriented way, it won the Asia Best Practice Award in the e-government category of the World Summit Award in 2003 and the first prize under the Public Services and Democracy category of the Stockholm Challenge Award in 2001.

Both awards demonstrate Hong Kong's competitive edge as a pioneer in the development of e-government. It reinforces Hong Kong's image as a leading digital city in the globally connected world and shows that the efforts of the Hong Kong SAR Government to promote a cyber community are being recognised internationally.

The World Summit Award aims to recognise and showcase the world's best e-products in content, creativity and application, as well as to bridge the digital divide around the world. It includes eight categories: e-learning, e-business, e-entertainment, e-culture, e-government, e-health, e-science and e-inclusion. ESD competed with more than 800 entries from 136 countries in the e-government category.

The Stockholm Challenge Award is an internationally recognised IT-awards programme. In 2001, there were more than 740 projects from 90 countries competing in seven categories, namely Public Services and Democracy, Culture and Entertainment, Health and Quality of Life, Education, New Economy, Environment, and Global Village.

Organised by the City of Stockholm to help bridge the digital divide in the global community, the award, according to Mayor Carl Cederschiold, would become the "Nobel Prize" for information society development in 10 years' time.



*The prestigious  
Stockholm Challenge  
Award.*

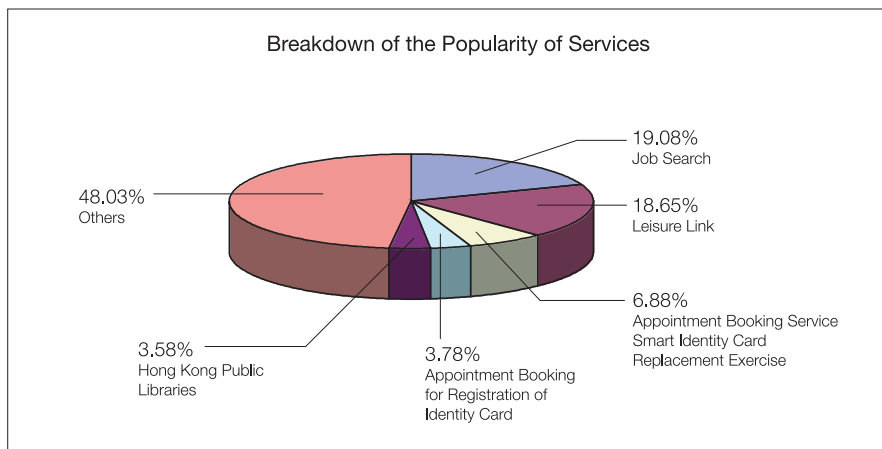
The panel of judges was impressed by the provision of online public and commercial services in a one-stop manner, implemented under a public-private sector partnership.

### Web services delivered via one-stop-shop portal

Launched in December, 2000, the ESD portal (<http://www.esd.gov.hk>) opens up many possibilities for innovation and improvements to government services. Its goal is to offer citizens and businesses the most convenient, user-friendly and secure online solutions to meet their everyday needs for public and commercial services. And its popularity has increased sharply. The number of ESD transactions conducted in 2003/04 is 57% higher than those conducted in 2002/03.

ESD currently provides more than 180 types of public services from over 50 government departments/public agencies.

With ESD, the efficiency and transparency of the government in providing quality online services and access to information to users are greatly improved. Among the most popular services, “Job Search” and “Leisure Link” account for more than 19% and 18% of the total number of transactions respectively. “Appointment Booking Service for Hong Kong Smart Identity Card Replacement Exercise”, “Appointment Booking for Registration of Identity Card” and “Access to Hong Kong Public Libraries” are also well received by users.



Percentage of total number of transactions on the ESD website.

Apart from meeting the increasing service demand of the community through improving the quality and accessibility of public services, ESD also contributes to the development of e-commerce in Hong Kong. Leaving the door for innovative ideas wide open, the private sector operator is allowed to provide value-added commercial services using the same ESD platform to better serve customers' needs. The private sector involvement also provides incentives for better quality service delivery to the community. The “Easy Change of Address” service at ESD is a joined-up e-government initiative enabling users to notify 12 departments of their change of address using a single online form. The private sector operator has expanded the service to cover 12 other commercial entities/charity organisations. More departments and non-government entities are being recruited. Through ESD, couples going to marry can make use of the online public service to register a marriage date. At the same time, they can also enjoy the value-added commercial services of the interactive banquet information enquiry and wedding-planner service.

## ESD enables the community to enjoy the benefits of e-government

To serve the public in a customer-friendly way, the services provided via the ESD portal are organised around people's everyday needs, instead of using the traditional categorisation of government departments. Citizens and businesses can also enjoy a number of service advantages through ESD:



*Vision impaired persons receive educational training on ESD services.*

### Priority Services

- Appointment Booking for Giving of Marriage Notice: Appointment bookings can be made 14 days before the notice giving period, thus obviating the need to queue up;
- Appointment Booking Service for the Hong Kong Smart ID Card Replacement Exercise: The desired venue and time slot for replacing your smart ID card can be selected in advance without queuing for a tag;

### Personalised Services

- Leisure Link: A personal profile can be created to save time for booking public sports facilities;

### Cheaper Services

- Government Bookstore and Statistical Bookstore: A 25% discount is offered for the purchase of softcopies of statistical publications as against a hardcopy, and the same discount is offered for the online purchase of selected hardcopies of statistical and other government publications as opposed to purchasing through the conventional channels\*;

### One-stop Services

- Easy Change of Address: Citizens and businesses can inform multiple government departments of their new address using one single form; and

### Instant Information

- Bankruptcy/Compulsory Winding-up Search: Instant information can be obtained online without waiting at the counters.

## The way forward

To continue to excel in e-government, the government will broaden the scope of the e-government programme, including the ESD Scheme, and focus more sharply on cross-functional business process integration, service quality and effectiveness. In particular, it will seek to bring value to customers as well as to the government. The government will continue to improve the quality and user-friendliness of its ESD services so that they meet the needs of citizens and businesses better.

\*The 25% discount for selected statistical and other government publications will last until end July, 2004.

## Rehabilitation service shows 'we care'

### CORRECTIONAL SERVICES DEPARTMENT

A new philosophy of rehabilitation was born in Hong Kong when the Prisons Department changed its name to Correctional Services Department in 1982. Guided by the motto, "We Care", the department has gone a long way in raising the quality of its service and has some of the best correctional institutions in the Asia-Pacific Region.

The department not only houses inmates in a dignified manner, taking into account the safety of the public and the individual prisoners, but also helps offenders to reintegrate into society. It strives to provide prisoners with correctional education programmes, technical skills training, work opportunities and counselling in positive social values needed for their successful reintegration into the community. It also appeals for community support through education, publicity and public participation to give prisoners the best possible opportunities to make a fresh start.

The excellence of the department in delivering quality custodial and rehabilitative services is recognised worldwide, resulting in the acquisition of internationally acclaimed standards and the prestigious inaugural President's Award, presented by the International Corrections and Prisons Association (ICPA) in October 2002.

Established in 1988, the ICPA now has more than 400 members from 71 countries and regions, and provides a forum for co-operation among international criminal justice professionals. The Correctional Services Department became a member in 2000.

The ICPA launched the ICPA Awards Program in 2002 to recognise outstanding correctional practices in prisons and outside communities, particularly those achievements that advanced a humanitarian approach to correctional services. To qualify for evaluation, nominees for the President's Award – the highest in the four-category programme – must have made an outstanding contribution to correctional services or criminal justice.

ICPA President Dr Ole Ingstrup said the Hong Kong team had worked "hard, wisely and diligently" to achieve greater operational efficiency and professional certification. The department had also made major improvements to staff morale and shown great dedication to rehabilitating offenders and reintegrating them into society.

*General Manager of Correctional Services Industries Mr Daniel Hui (left) and former Commissioner Mr Benny Ng receive the President's Award from ICPA President Dr Ole Ingstrup.*



"This is an impressive display of real results in the real world and also of 360 degrees improvement and of systems thinking at its best," Dr Ingstrup said.

Brigadier-General Haim Szmulewitz, Chair of the Awards Committee, also said the Hong Kong initiative added value to people and practices in prison management, co-operation with partners, staff development and prisoners' rehabilitation.

## Hong Kong prisons provide a winning model

The idea of integrating rehabilitation and work for prisoners has proved an overwhelming success. At the ICPA Annual Conference 2002 in the Netherlands, attended by delegates from 53 countries and regions, the department's model of work rehabilitation was showcased, receiving praise from correctional services counterparts all over the world. These are some of the comments:

*"Very impressive effort on the treatment of offenders in Hong Kong. It is a good model for all Asian regions."* – Ms Sivakorn Kuratanavej, Director of Foreign Affairs, Department of Corrections, Thailand.

*"A progressive administration which is a model for other organisations to look up to, especially in inmates' management and risk assessment."* – Mr Lohman Yew, Deputy Director of Prisons of Singapore.

*"I am most impressed with the quality of products coming out of your industries. I wish you the very best ..."* – Judge Paddington Garwe, High Court of Zimbabwe.

*"You are a professional organisation and an example to the rest of the world. Keep it up!"* – Dr T E Nxumalo, South Africa.

*"Very good display, and congratulations on the good work you are doing in your country."* – Ms Kathy Louis, Regional Vice Chairperson, National Parole Board, Canada.

*"I am certainly impressed with the direction your prison system is heading. From the discussions with you, I'm even more impressed with your prison industries. My country [thinks it] would be good to expand ours and engage inmates in more meaningful activities and to facilitate their rehabilitation on a greater scale."* – Mr Martin Martinez, Sr Superintendent of Prisons, Trinidad and Tobago Prison Service.

Mr Daniel Hui, General Manager of the department said the award belonged to all the staff of Hong Kong Correctional Services who had worked so hard to uphold the rule of law, provide humane treatment and to rehabilitate prisoners.

"The benchmarking of international standards acts as an enabler and prompts us to keep pace with changes. As no external consultant services have been employed, staff teamwork and committed participation is the key to our success."

## ISO 9001 standard shows commitment to quality

The department's commitment to adding value is evident in its ISO 9001 practices at three large laundries managed by its Correctional Services Industries (CSI) and manned by prisoners. These laundries, the Pik Uk Laundry, Tuen Mun Hospital Laundry and Shum Wan Laundry, provide services to public hospitals, clinics and ambulance depots. Every day, more than 500 prisoners work in the laundries as



part of their rehabilitation. The successful acquisition of the ISO 9001 quality management certification in December 2001 was an important milestone in the department's initiative. In November 2003, Pak Sha Wan Laundry also achieved quality certification.

CSI runs 13 enterprises, including the manufacture of uniforms and leather accoutrements for the disciplined forces, government office furniture, traffic signs, litter bins, linen and bedding for hospitals and book binding for public libraries. Its sign-making business and the department's Complaints Investigation Unit also obtained ISO 9001 certification for their management systems. The entire island of Hei Ling Chau where three institutions are located has adopted the ISO 14001 environmental management system.



Commissioner of Correctional Services Mr Kelvin Pang (left) receives the ISO Certificate from Mr Chan Siu-kam, Executive Director of Hong Kong Quality Assurance Agency.



Prisoners learn to make traffic signs.

### Industry-focused rehabilitation means benefits for all

This ICPA winning initiative of teaching inmates a trade has numerous benefits for all. For prisoners, they acquire enhanced technical skills in a specific trade, thus improving their prospects of reintegration after release. They also develop co-operation skills, and better understand the concepts of responsibility, quality and customer satisfaction.

For staff, the initiative strengthens teamwork at all levels, and enhances their confidence, professional knowledge and technical skills. The overall process has resulted in a shared vision and a commitment to continuous improvement through international standards. Through the process, the workplace is safer for both prisoners and staff. For their partners, this initiative has meant improved service in terms of reliability and quality.



CSI prisoners provide laundry services required by the Hospital Authority and Department of Health.

For management, resources are better focused and operational effectiveness can be enhanced in both the custodial and rehabilitative processes. The laundries are able to foster a quality service culture, raising the public awareness of work rehabilitation in Hong Kong.

Mr Hui said ISO certification was only one step in generating “leveraging effects”. “It can be a successful model for other areas in-house for fostering a quality service culture,” he said. “These good management practices are also being extended to other areas of CSI, such as shoemaking, furniture making, concrete products and fibreglass manufacture. Much more work will be done in time.”



Left: Industrial safety concepts are gained through making concrete blocks.

Right: Prisoners learn to sew uniforms.

Staff members have also taken the opportunity to broaden their professional knowledge. In 2002, five middle managers obtained the Certified Laundry Linen Manager qualification from the National Association of Institutional Linen Management. In November 2003, five more CSD officers obtained this international qualification.

Staff and prisoners wear full protective gear in one of CSI's laundries.

CSI laundries provided special support to Hong Kong people during the SARS outbreak in 2003. Millions of kilograms of hospital linen and uniforms were cleaned and disinfected during the period. Measures similar to those in hospitals were in place to ensure that the SARS virus would not find its way into prisons. The pressure on members of staff and prisoners to be extremely careful in handling these high-risk items was tremendous.



CSI could not afford to make the slightest error – it had to ensure the killer virus was not spread through the prisons. So while staff and prisoners focused on providing a quality service for the customers, they also learned the importance of personal and environmental hygiene.

### Finding direction in life

Every day, motorists rely on traffic signs to make sure they are heading in the right direction. Producing these signs are offenders who have themselves lost their way. Their rehabilitation work helps them find their way back – from prisoners to law-abiding, contributing members of society.

Thirty-six-year-old Ah Kei is now serving a life sentence, but he has found a way to serve the community while working in the graphic media workshop, designing publicity materials for the department:

*“I have learnt a lot of computer graphic design techniques and am very interested in it. In order to gain more ideas, my family members bought me reference books. The job has changed my character and I am now more proactive. More importantly, I am not worthless. I can contribute to society too.”*



Computer graphic image designed by Ah Kei.

*Rehabilitation service shows 'we care'*

Sentenced to 16 years' jail for drug trafficking, 31-year-old Ah Keung makes waterproof and vapour permeable patrol shoes bearing the Gore-Tex trademark for the Hong Kong Police Force:

“My mother is so happy to see police officers wearing Gore-Tex shoes produced by her son. The workshop training has changed my values. Even behind bars, I can contribute to society. I regret what I have done. I am more serious about life and I care for my family. Now, I am studying a management course through the Open University to enrich my knowledge.”



*Prisoners are producing high quality shoes for government departments.*

Mr Hui said that as prisoners were gainfully occupied, they could build up their self-esteem and the risk of unrest in institutions was also greatly reduced. Ah Kei and Ah Keung are just two of more than 7,600 prisoners in Hong Kong working in the 140 workshops run by CSI.

The employment of prisoners also brings the incidental benefit of saving public money by providing quality, cost-effective products and services within the public sector. For example, the total value of products and services provided by CSI in commercial value reached \$505 million in 2002. It proves that useful employment of prisoners is rewarding both for themselves and the society.

# Securing the safety of our airport

## CIVIL AVIATION DEPARTMENT

Safety and security are essential for the smooth operation of every airport. These two aspects continuously face new challenges arising from the rapid growth of the civil aviation industry.

In facing these new challenges, systematic aerodrome safety management is pivotal to the well-being of the civil aviation industry. The airport operator is therefore required to establish and implement a safety-management system at the airport.

Aviation security, in the wake of the September 11 terrorist attacks in the United States, instantly became a top priority. The threat of attack is now seen as a real and imminent danger in the aviation industry worldwide.

To ensure continuity of air traffic services, a Backup Air Traffic Control Complex is in place at the Hong Kong International Airport (HKIA). This serves to minimise any adverse impacts on air transport in the event of any unexpected circumstances that may render the main facility inaccessible.

### Leading status in aviation recognised worldwide

Hong Kong's leading status in the global aviation arena is recognised with the unanimous elections of senior Hong Kong aviation officials to chair two significant international meetings respectively in seven months.

In September 2003, the former Director-General of Civil Aviation, Mr Albert Lam, was elected unanimously as the Chairman of the International Civil Aviation Organization (ICAO) 11th Air Navigation Conference by the 529 delegates from 112 countries who attended the conference in Montreal, Canada. It is the first time in half a century that such a significant international aviation conference has been chaired by a Chinese. Mr Lam was nominated by the United States as the Chairman and the nomination was seconded by Germany and Japan.

The Conference was of extreme importance in establishing a roadmap for future air traffic management (ATM). It aimed to discuss the development planning of the global ATM system in the coming 20 to 25 years, and will guide the development and implementation of an interoperable, seamless and global ATM system for the 21st century.

In March 2004, Hong Kong's leading position in the international aviation world was again recognised with the unanimous election of Chief Safety Officer (Security), Mr Simon Li, as the committee chairman of a major international meeting on airport facilitation at the 12th Session of the Facilitation Division Meeting of the ICAO in Cairo, Egypt.

## Arrangement in place to handle emergencies

Two years ago, CAD initiated discussions with its Mainland counterparts with a view to establishing a co-operation arrangement and procedures with which resources in the Mainland can be mobilised in the event of aircraft emergencies.

Both parties recognise the importance of carrying out investigation and Search and Rescue (SAR) with the greatest diligence and with the full co-operation of the concerned parties.

In April 2004, the former Director-General of Civil Aviation, Mr Albert Lam signed a Co-operation Arrangement on Aircraft Accident Investigation and Search and Rescue with the Director-General, Office of Aviation Safety, the General Administration of Civil Aviation of China (CAAC), Mr Wang Sui-fa in Beijing.

The Co-operation Arrangement was signed to promote, develop and reinforce the co-operation of Hong Kong and the Mainland in carrying out investigation of aircraft accidents, serious incidents and SAR; and to facilitate mutual communications and exchange of technical information in this connection.

To further the co-operation of both sides, assistance from the Mainland will be sought for the purpose of SAR and salvage of the wreckage should an aircraft accident or serious incident occur in the Hong Kong Flight Information Region, which covers an area of 276,000 square kilometres extending over the South China Sea.

Both Hong Kong and the Mainland will also be responsible for ensuring that an investigation into the accident or serious incident is organised and shall act as a “Rescue Coordination Centre” according to the location of accident/serious incident and the aircraft state/place of registry as stated in the Co-operation Arrangement.

## Systematic aerodrome safety management

Committed to a safe and efficient air transport system, CAD promulgated the requirement of an organised and systematic way to manage safety at an airport, the Safety Management System (SMS), as part of the aerodrome licensing requirements.

The stipulation of the requirement for an SMS in the Aerodrome Licensing Requirements Document (ALRD) in Hong Kong in 1996 was far ahead of an amendment to the Annex 14 to the Convention on International Civil Aviation – Aerodromes, which became applicable in November 2001. Through this amendment, the ICAO introduced a new requirement for states to have in operation an SMS at certified aerodromes.

At the same time, the ICAO also recognised Hong Kong’s requirements and framework for an SMS stipulated in the ALRD and made reference to it in the ICAO’s Manual on Certification of Aerodromes, which provides guidance to aviation authorities on aerodrome certification procedures.

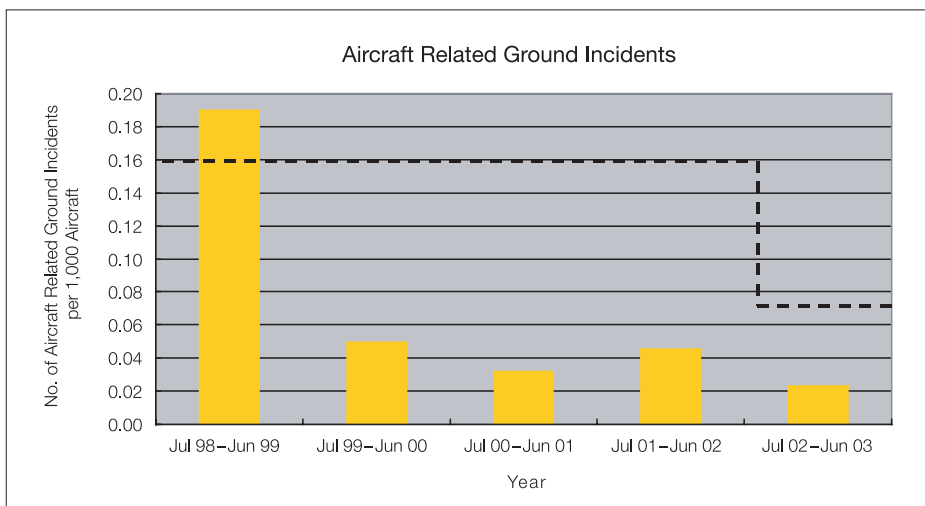
“The ICAO’s recognition sends an important message to the global aviation community that Hong Kong is a world leader in aerodrome safety management,” CAD Senior Operations Officer, Mr Edmund Wong said.



“Nurturing a culture of responsibility is very important. Operators are now more capable of managing various safety aspects in a systematic manner when performing airport operations,” Mr Wong said.

“Our main concern is the safety of passengers and those in the line of duty.”

Targets to determine the safety performance of the operational and maintenance activities at HKIA were established by the Airport Authority Hong Kong (AAHK). For example, in April 2000, it set the safety performance target for aircraft-related ground incidents by referring to the previous incident records at the airport and established a target of not more than 0.159 occurrences per 1,000 aircraft movements. With the continuous downward trend in the occurrence of these incidents and as a process of continuous improvement in safety management, in August 2002 the target of the number of occurrences per 1,000 aircraft movements was revised down to not more than 0.07.



The Airport Authority's safety performance target for aircraft-related ground incidents was 0.159 from April 2000 to July 2002 and was revised down to 0.07 in August 2002.

## September 11 terrorist attacks

The attacks on the World Trade Center in 2001 were a wake-up call for the civil aviation industry. In that year alone, 3,525 people were killed in reported acts of unlawful interference with civil aviation. To defend the industry against terrorists, the ICAO, with 188 contracting states, introduced more stringent baggage screening at airports, part of an immediate tightening of aviation security.

It was only after the events of September 11 that the ICAO decided to require airport authorities to achieve 100% hold baggage screening by the first day of 2006. Yet in Hong Kong, 100% baggage screening had been carried out since the 1990s when the former Kai Tak International Airport was in operation.

“Hong Kong has been applying 100% screening of baggage since our operations at the old airport at Kai Tak,” the former Director-General of Civil Aviation, Mr Albert Lam, said. “This practice continued to be applied when we relocated to the new airport. The modus operandi were modified and more sophisticated equipment was deployed.”

When the airport was relocated to Chek Lap Kok in 1998, the airport operations were transferred to the AAHK, but the department took on the role of regulator to ensure that the AAHK complied with the requirement.

“In 2002, HKIA handled 16.7 million departing and transfer passengers and screened more than 19 million pieces of baggage. Full screening of baggage will no doubt give the travelling public additional confidence in the security and safety of travel,” Mr Lam said.

### Leading expertise in baggage screening applauded

Recognising Hong Kong’s foresight and pioneering expertise in the field, the Asia-Pacific Economic Co-operation (APEC) invited the CAD to host a three-day Transportation Working Group Symposium. The symposium, entitled “Promotion of Effective 100% Baggage Screening”, was held in August 2003.

Over 100 representatives from 13 APEC member economies attended the symposium to share their knowledge and experiences. During the panel discussions and the following workshop, security experts introduced state-of-the-art technology and screening equipment, requirements in human resources in respect of recruitment, training and quality control in operating equipment, and airport design to cater for the various modes of screening. CAD staff joined one of the discussion sessions to share their expertise with other delegates.

Mr Lam said that following the introduction of additional security measures, both on the ground and in the air, air traffic in the Asia-Pacific region had regained momentum in the past two years.

### High priority placed on screening

According to the ICAO statistics, 532 million people travelled by air on international services in 2001. The International Air Transport Association forecasts that the number of international passengers will grow to 656 million by 2006 and 800 million by 2011, with the China market having ample room for growth.

“Airlines have placed a high priority on safety and security in travel; so do the passengers when they choose which airlines to fly with. Screening of hold baggage is one of the most important security control measures in ensuring that no restricted articles that could be used for unlawful interference are carried on board,” Mr Lam said.

To ensure high standards of security and efficiency, HKIA employs a state-of-the-art baggage-screening system, which screens over 52,000 pieces of baggage a day. Once a bag or suitcase is checked in, it goes through a backstage screening process of a maximum of five levels. Consisting of both manual and computerised operations, the screening process is accurate and reliable.

“Looking ahead, we are facing a growing challenge from an increasing number of travellers who bring with them more baggage in various sizes that we have to screen,” Mr Lam said. “These passengers also demand greater efficiency, which puts pressure on the airports and airlines to process and screen the luggage faster.

*A five-layered baggage-screening process ensures a high degree of security at Hong Kong International Airport.*



“The introduction of very large aircraft such as the Airbus A380, which can carry more than 550 passengers, poses further challenges in completing the screening of luggage to cope with the passengers’ requirements for speedy embarkation.”

### **Innovative backup facilities available**

To cater for unforeseen circumstances such as fire or other hazards which require the evacuation of the Air Traffic Control Centre and Aerodrome Tower, a backup Air Traffic Control Centre and Aerodrome Tower, which could handle a percentage of the normal traffic, was built and has since been maintained in a state of readiness at all times. The operations are independent to the main facilities such that failure of the equipment in one will not affect those in the other. It is located within walking distance from the main tower such that the time for switch over is minimal. The backup facility is not an international requirement and that is why only a few airports have twin control towers. In fact, HKIA is the only airport in the Asia-Pacific region that has a Backup Air Traffic Control Complex. This backup facility is also used for controller training and equipment development purposes.

### **One of the world’s safest airports**

Hong Kong is a major international and regional aviation centre. With dedicated staff and state-of-the-art technology operating under a comprehensive and systematic regulatory regime of safety and security, HKIA is among the best, busiest and, most importantly, safest airports in the world.

In April 2004, it was chosen as the world’s best airport for the fourth consecutive year by the largest independent survey of air passengers of its kind conducted by Skytrax Research in London. In May 2003, it was named “Cargo Airport of the Year 2003” by the London-based air cargo trade publication, Air Cargo News, the second consecutive year.

# Serving the global community online

## HONG KONG OBSERVATORY

Whether they have Western names like Wanda, Elsie or Hope, or since recently, Asian names like Shan Shan (a name that reminds people of Lee Lai-shan, Hong Kong's windsurfing Olympic gold medalist), Durian (Asia's king of fruits) or Yutu (China's legendary character, Jade Rabbit), typhoons and their power of destruction will be familiar to people in many parts of the world who live around the oceans.

Yet, gone are the days when their fury would inevitably lead to hundreds or even thousands of casualties and severe damage to property. Advancement in meteorological science and technology have enabled forecasts of the movement and intensity of typhoons to be made with significant confidence, at least by the more advanced weather centres, for the protection of lives and property. The challenge now is delivering these forecasts and warnings to the people who need them – even across national boundaries.

The demand for the latest weather information and forecasts is ever-increasing as people search for instant information on the Internet or via their WAP-enabled mobile phones before making travel plans. Without a weather forecast, an aircraft does not take off and an ocean-going ship does not leave port.

“Weather information is a much sought-after commodity by the travelling public and the international media,” the Director of the Hong Kong Observatory, Mr Lam Chiu-ying said.

Foreseeing the need for an authoritative source of weather forecasts and warnings by people around the world, the Hong Kong Observatory took the initiative to set up two websites, under the auspices of the United Nations World Meteorological Organization (WMO), one offering information on severe weather conditions around the world and the other providing world city forecasts and climatological information.

### Observatory wins global plaudits

Hong Kong Observatory's efforts in developing and running the Severe Weather Information Centre (SWIC) website (<http://severe.worldweather.org>) for the benefit of the global community was recognised by the Economic and Social Commission for Asia and the Pacific (ESCAP) as well as the WMO. The observatory was awarded “The 2001 Typhoon Committee Natural Disaster Prevention Award”

*More than 700 squatter and rooftop huts were destroyed by Typhoon Wanda in 1962.*



for its “distinguished services” in “taking the initiative and providing resources to develop the SWIC website for WMO”. The award also recognised the observatory’s success in developing a list of indigenous names for typhoons, leading to a commitment from other countries to do the same.

“It is a great honour for us to receive this award from the ESCAP/WMO Typhoon Committee, for our international contribution, not for just doing a good job at home,” Dr Yeung King-kay, the Hong Kong Observatory’s Senior Scientific Officer, said.

Internet surfers from all corners of the globe can now access the SWIC website providing official information from national meteorological services and regional meteorological centres on the latest tropical cyclone positions, intensity, forecast tracks, warnings, satellite images and severe weather reports.

Protection of lives and property against weather hazards begins with timely and accurate forecasts and warnings. With official weather information widely available to counteract the many unofficial and often amateurish sources of weather information, communities under the threat of severe weather can put preventive measures in place, drastically reducing any human and economic losses that may arise.



*The 2001 Typhoon Committee Natural Disaster Prevention Award.*

## **World’s first global weather website**

Following the success of the SWIC website and in recognition of the Hong Kong Observatory’s expertise in developing internet weather services, the WMO invited the observatory to design and host the World Weather Information Service (WWIS) website (<http://www.worldweather.org>) to provide official weather forecasts for cities around the world.

Professor Godwin OP Obasi, then Secretary-General of the WMO, said during the launch of WWIS in December 2002 that international co-operation was the key to a truly global meteorological information network at the service of the international community.

Professor Obasi said the website, offering up-to-date weather information with two-way links to the WMO website is of great importance to all national meteorological and hydrological services.

Dr Yeung said the invitation from the WMO meant a great deal to the Hong Kong Observatory. “Hosting the two specialised websites on behalf of the WMO is an important milestone in our endeavour to provide world-class services in meteorology,” he said.



## Popularity speaks for success of WWIS

The observatory's success in leading the development of the WWIS is evident in the rapid increase in the number of WMO member countries and territories participating in this global project. Since July 2002, the number of cities submitting climatological information has increased 50%, while the number of cities submitting weather forecasts has doubled. At January 2004, climatological information on 1,002 cities from 153 of the 187 WMO members was being delivered via the WWIS website. Weather forecasts for 858 cities from 90 members are also carried on the website.

“The WWIS website has gained in popularity among users,” Dr Yeung said. “The yearly page visits in 2002 and 2003 were 2 million and 92 million respectively. The 45-fold increase in page visits between the two years is very encouraging indeed.”

“This assures us that the global community does benefit from our services. The sustained effort we have been making is all worthwhile.”

The two WMO pilot projects (WWIS and SWIC) have also won a certificate of merit “Best of E-Government and Services” in the Asia Pacific Information and Communication Technology Awards 2003 held in Bangkok, Thailand in December 2003. Dr Yeung said the projects were not only acclaimed in the international meteorological community, but also in the international IT community, demonstrating the competency of the Hong Kong Observatory in the IT field.

## Technology gap between members bridged

The participation of WMO member countries and territories was the key to the success of the two websites on world weather. The large number of countries and territories providing official weather information to the Hong Kong Observatory for presentation on the websites was made possible by the flexible technical design adopted by the observatory, which allows members with a wide range of technological capabilities to communicate weather information to the website. They can submit city forecasts through the Global Telecommunication System (an integrated network of multi-point circuits interconnecting meteorological telecommunication centres of different countries), via File Transfer Protocol, by email or in web form (direct uploading of information to the website). These methods, in particular the last two, have enabled the UN-listed least developed countries to join the project providing the world for the first time with official weather forecasts from those countries.

“We are delighted that our efforts have enabled the technologically less equipped countries to participate on an equal footing as the more advanced ones,” said Dr Yeung. “By bridging the technology gap, a more amicable relationship prevails.”

The WWIS website hosted by the Hong Kong Observatory.



The certificate of merit – “Best of E-Government and Services” in the Asia Pacific Information and Communication Technology Awards 2003.

## Striving for excellence

To improve the user-friendliness of the two websites, the Hong Kong Observatory constantly enhances them to expand the base and the range of users. For instance, eye-catching icons representing different weather conditions are used alongside written weather forecasts on the WWIS website, making the information accessible to all, regardless of educational opportunities. In view of the close relationship between weather and tourism, city location maps and photographs will be provided alongside the city forecasts in the near future.



Bright, Sunny, Fair



Thunderstorms, Lightning



Heavy Snow, Snowfall



Windy, Stormy, Chilly

Eye-catching icons representing different weather conditions.

The Observatory will expand the scope of the two websites in both coverage and content to better serve the needs of the global community. For instance, the Hong Kong Observatory actively provides assistance and technological support to other WMO members for setting up non-English versions of the World Meteorological Information Services (WWIS) website. In May 2003 and February 2004 respectively, Oman and China launched the Arabic and Chinese versions of the WWIS, with data fed from the English version managed by the Hong Kong Observatory. Similarly, Macau and Portugal also jointly launched the Portuguese version of WWIS in March 2004. “With more language versions, more people around the world benefit from our efforts,” Dr Yeung said.

# Shipping operations triple gross tonnage

## MARINE DEPARTMENT HONG KONG SHIPPING REGISTER

Hong Kong's Shipping Register surpassed the 23 million gross tonnage mark in April 2004, consolidating Hong Kong's status as an international maritime centre.

The record high represents a tripling of gross tonnage since 1999 and means the shipping register now ranks eighth in the world.

The substantial growth is the result of a series of innovative initiatives to make shipping operations more user-friendly, cost-effective and efficient and an ambitious promotion programme to market the register since 1999.

These measures include:

- minimising shipowners' economic burden by reducing the registration and annual tonnage fee by 85% and 45% respectively;
- making the register more user-friendly by providing round-the-clock, 365 days a year registration service and shipping enquiry hotline;
- providing a one-stop service for registration of vessels. Formalities now take just two hours compared with one or two months previously;
- reducing the tonnage charge for provisional registration from one-quarter to one-twelfth of the annual tonnage charge;
- simplifying the fee structure by eliminating quite a number of miscellaneous fee items.

"The success brought by these measures is enormous," said Mr P C So, General Manager of the Marine Department's Shipping Registry and Seafarers Branch. "They have been well received by ship owners.

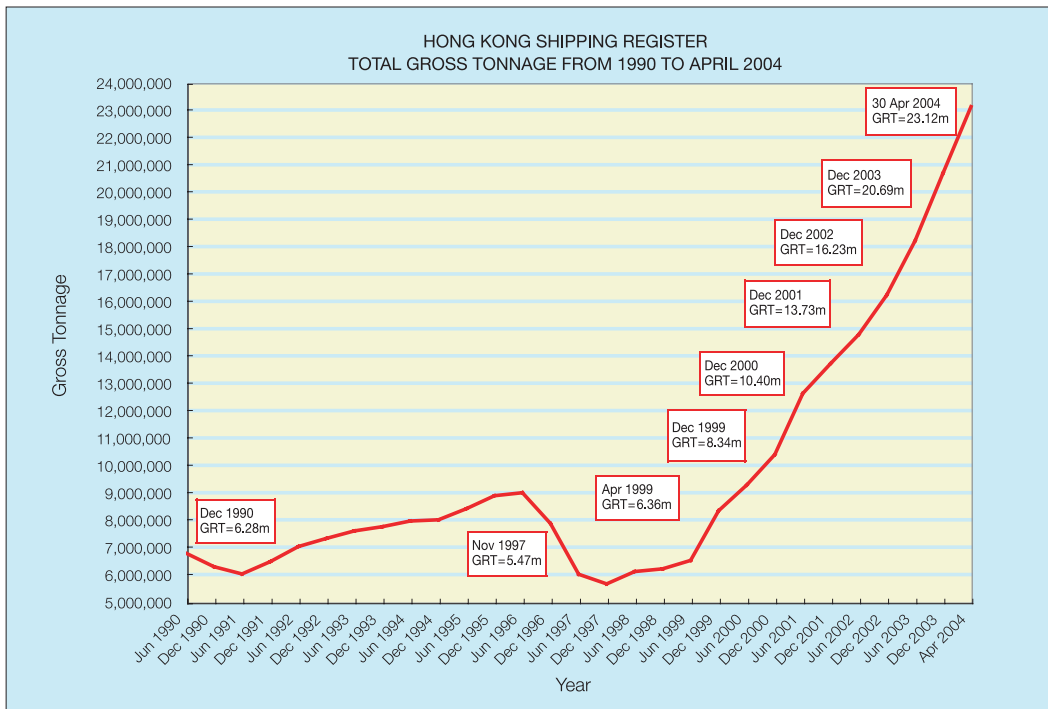
"Just take the year 2003 alone. The shipping register has grown to 879 vessels with an increase of 27.5% in tonnage over 2002," Mr So said.

"These measures have encouraged shipowners to register their vessels as Hong Kong flag ships and to establish their businesses in Hong Kong. The setting up of regional headquarters or offices here generates lots of business opportunities. Just imagine the need for the provision of maritime facilities and services such as office accommodation and equipment, ship financing, ship broking, communications, legal advice and arbitration, insurance, logistics and so on.



*Panamax bulk carrier – a typical ship type in the Hong Kong Shipping Register.*

“The economic benefits to our community are sometimes beyond our recognition,” he said.



Gross Tonnage of the HK Shipping Register.

### Taxation agreements with trading partners signed

To remove the burden of double taxation on shipping, Hong Kong has signed avoidance of double taxation agreements with eight major trading partners: the United States, Mainland China, Republic of Korea, New Zealand, the Netherlands, Britain, Singapore and Germany. These agreements allow the concerned Hong Kong companies to have tax concessions on profits derived from shipping business in these countries.

In addition, Hong Kong has signed a “preferential port dues” agreement with the Mainland that gives Hong Kong-registered ships a 30% reduction in dues in Chinese ports.

These taxation relief incentives are welcomed by the industry. Even so, Hong Kong strives to conclude more avoidance of double taxation agreements and preferential port dues agreements with other major trading partners for the benefit of the industry.

### Innovative Flag State Quality Control system adopted

Hong Kong remains firmly committed to upholding ship safety and fulfilling its obligations as a Flag State in accordance with the United Nations Convention on the Law of the Sea. The Hong Kong Shipping Register has a solid reputation as a register of high quality.

“Quality control of Hong Kong-registered ships has been enhanced by the introduction of a new approach – the Flag State Quality Control system,” Mr So said.

“Under this system, statutory surveys on cargo ships are delegated to nine accredited classification societies.

“Enforcement of quality control for Hong Kong-registered ships is done by regular inspections by these classification societies, which have an international network of qualified ship surveyors.

“We, on the other hand, focus our attention on the effective monitoring of these classification societies in respect of surveys/audits, and regular dialogue with the shipping companies to ensure proper management of their ships.”

Mr So said the performance of all ships and companies on the Hong Kong Shipping Record was carefully monitored and a computerised database had been developed for inspections of ships and company audits.

Only the low-end 5% of Hong Kong-registered ships are inspected by the Marine Department surveyors each year with the costs borne by the Marine Department, he said.

“The system has received overwhelming support from the shipowners as it greatly enhances efficiency and cost-effectiveness,” he said. “We are seen as being very supportive and helpful to the shipowners, and of course we are.”

As a world-class shipping register, Port State Control detention rates for Hong Kong-registered ships remain well below world averages. In fact, when the second phase of the International Safety Management Code came into force internationally in July 2002, all Hong Kong-registered ships and their management companies succeeded in obtaining the required certification ahead of the deadline.



*The logo of the Hong Kong Shipping Register.*

### **Status as an international maritime hub maintained**

As an international maritime hub, Hong Kong is the ideal place to explore shipping opportunities in Asia. Its unique location as part of the Pearl River Delta, deep-water port, excellent infrastructure, well-developed legal system, dynamic commercial activity in the region as well as its clean and efficient civil service offer a conducive business environment for the development of the shipping industry.

Furthermore, Hong Kong is a free port, has a 100% market-driven economy and is a natural gateway to new economic opportunities on the mainland of China.

“The signing of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) is sure to open up many new business opportunities on the Mainland for Hong Kong,” Mr So said.



*Director of Marine, Mr S Y Tsui, (right) and the Master of M.V. “OOCL Shenzhen” – Container Ship at her maiden voyage to Hong Kong.*

“We maintain a very good working relationship with the relevant Chinese authorities including those in the Pearl River Delta region. We are enthusiastic about the future of the Hong Kong Shipping Register and the Hong Kong Maritime Industry.”



# Using IT to enhance slope safety

## CIVIL ENGINEERING DEPARTMENT

Sunday, June 18, 1972 was a black day for Hong Kong. News broadcasts were loaded with heart-breaking scenes of families crying and screaming in anguish. The territory seemed to be covered in a black veil of grief.

That day, a 40-metre-high road embankment collapsed on Sau Mau Ping Estate in Kowloon and took away 71 lives. The catastrophe caused by a downpour of 232mm of rain did not end there. A few hours later, a hillside above a steep temporary excavation site below Po Shan Road, Mid-Levels on Hong Kong Island collapsed, triggering another fatal landslide that demolished a 12-storey building. Another 67 lives were lost.



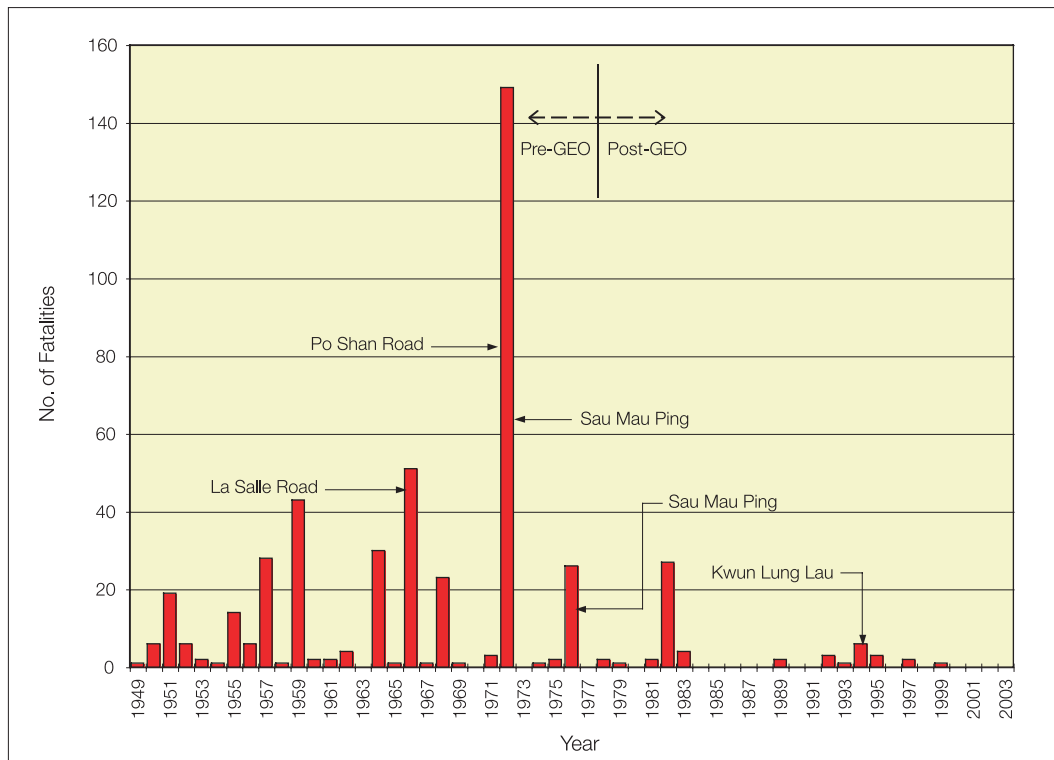
*Two tragic landslides occurred on June 18, 1972 leaving 138 dead.*

### Landslide risk reduced by half

In August 1976, another fill embankment at Sau Mau Ping failed and killed 18 of the residents in the housing block below. Consequently, the government formed the Geotechnical Control Office under the then Public Works Department (renamed the Geotechnical Engineering Office (GEO) under the Civil Engineering Department (CED) in 1991) to enhance slope safety in Hong Kong. This shows the government's ongoing commitment to end the history of tragic landslides that has claimed 470 lives in 50 years.

The GEO has been hard at work implementing measures to ensure Hong Kong's slope safety. It is continually making improvements and meeting new challenges. Over time, a comprehensive slope safety system has evolved. This includes setting world-class geotechnical standards, checking new engineering works, identifying and upgrading old substandard slopes, assessing the need for rehousing squatters on steep hillsides, ensuring that all slopes are regularly maintained, operating a Landslip Warning system in collaboration with the Hong Kong Observatory, and educating the public on slope safety issues. The reduction in landslide problems over the years shows that the government's investment in slope safety is bearing fruit.

Risk-assessment calculations indicate that the overall landslide risk arising from old substandard man-made slopes has been reduced to about 50% of the risk that existed in 1977. The demanding, but achievable, objective is to further reduce the landslide risk from old man-made slopes to below 25% of the 1977 level by 2010. However, steep hillside covers over 60% of the total land area of Hong Kong. This topographical characteristic, coupled with the intensive torrential rainfall and dense development close to steep hillsides, means that landslide risk in Hong Kong can never be reduced to zero and the community must remain vigilant against the potential landslide risk.



Known landslide fatalities in Hong Kong.

## Worldwide recognition of Hong Kong's Slope Information System

Prevention begins with information. The GEO's work in improving slope safety in Hong Kong is greatly enhanced by the use of information technology to collect and disseminate slope information. This includes its Hong Kong Slope Safety website, which hosts the Slope Information System.

Containing catalogued information on 57,000 sizeable man-made slopes and retaining walls in Hong Kong, including digital images, the computerised system provides engineers as well as the general public with useful and updated technical slope information through the website (<http://hkss.ced.gov.hk>). This is one of the largest and most comprehensive databases of its kind in the world and is highly regarded by geotechnical practitioners and natural-hazard managers worldwide.

In 2003, the system was awarded the "Geospatial Achievement Award – Certificate of Merit" by the Intergraph Corporation, a worldwide leader in Mapping and Geospatial Solutions. The award recognises the GEO's extraordinary contribution to



The world-acclaimed "Geospatial Achievement Award".

the application and implementation of geospatial technology and solutions for dissemination of slope information online.

The Head of the Geotechnical Engineering Office, Mr Raymond Chan Kin-sek, said: “We aim to provide a transparent system that is completely accessible to the public. The slope information system illustrates this spirit well. Other examples include the layman’s guides, “Slope Maintenance” and “Landscape Treatment of Man-made Slopes and Retaining Walls”. These are also available free of charge.

“The bilingual Slope Information System is user-friendly. The public can make searches using a number of criteria, including building names, street addresses and slope numbers.

“Last year, we upgraded the system and launched the ‘Slope Safety Island’ presenting slope information with loads of graphics, pictures and videos. There is also a teach-yourself course – ‘Slope Safety College’ – on slope maintenance. We also make instant announcements on precautionary measures while Landslip Warnings are in force, Mr Chan said.

“We understand that no matter how well we do our job, the landslide risk reduction could not be effectively achieved without public support. There are 18,000 private slopes, about one-third of the total, which need the private owners’ co-operation in maintaining safety. Slope owners’ participation is vital in the prevention of landslide disasters.

“The vigilance of the general public is equally important in helping to reduce the risks. Alert residents and workers can take precautions to protect themselves and their families from landslide risks when the Landslip Warnings are in force.”

Annual surveys have been conducted since 1997 to gauge public awareness of slope safety. The results show that both public awareness of Landslip Warnings and public understanding of owners’ maintenance responsibilities had been increasing up to 2002. A drop in awareness was registered in 2003, probably as a result of the recent quiet years leading to less vigilance in the community. This is the next challenge facing the GEO.

“We have done a lot of solid work in our Landslip Preventive Measures Programme,” Mr Chan said. “Each year, the GEO spends about \$870 million to upgrade the old substandard government slopes under the programme. In 2003, upgrading works on 260 government slopes and safety screening of 320 private slopes were completed.”

Mr Chan also noted that every year, the seven departments involved in building and infrastructure works spend about \$600 million to maintain all government slopes. “Poorly maintained slopes may deteriorate to a point where they may become dangerous and fail during heavy rain. Regular maintenance costs much less than repairing a failed slope, and casualties can be avoided,” he said.

To achieve landslide risk reduction and ensure long-term safety, the department also reviews the adequacy of the design and construction of all geotechnical works by the private sector, public authorities and government departments. In 2003, it checked almost 14,000 geotechnical design proposals and inspected over 2,900 active construction sites.

Since the mid-eighties, the government has rehoused over 74,800 squatters living in flimsy structures on steep hillsides. This has been most effective in reducing landslide fatalities in squatter areas.

### Advanced geotechnical equipment world-acclaimed

Hong Kong's subtropical climate, heavy seasonal rain and steep hilly terrain make the territory prone to risk from landslides. Apart from public education and technical enforcement work, landslide risk assessment also plays a vital role in preventing the occurrence of disasters.

To facilitate engineering fieldwork, the department developed a groundbreaking "mobile mapping" application system for assessing Hong Kong's hillsides. The mobile system involves the innovative integration of state-of-the-art mobile computing technologies, wireless telecommunication technologies, Global Positioning System (GPS), and mobile Geographical Information System (GIS) into a handheld package.

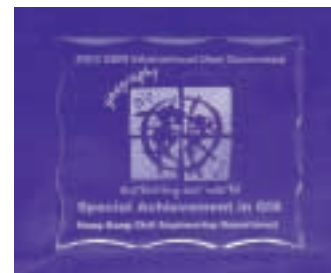


Using a pocket personal computer and mobile phone technologies, data in GIS, GPS and communication with the office can be integrated. The system allows engineers and geologists from the GEO to navigate digitally in real time in the field, even in remote areas in the New Territories and outlying islands, thus allowing them to work faster and with a degree of accuracy not possible before. This is particularly useful in decision-making relating to public safety, especially under emergency situations such as in the case of a serious landslide.



*Advanced technology allows for efficient field work.*

The Civil Engineering Department, chosen from more than 100,000 organisations, was honoured for its innovative use of GIS technology. It was awarded the "Special Achievement in GIS Award" in 2002 by the Environmental Systems Research Institute, the world leader in GIS software.



*The world-acclaimed "Special Achievement in GIS Award".*

Moreover, the Slope Safety System developed by the GEO has drawn the world's attention. More than 30 delegations from places such as Mainland China, Malaysia, Japan, Canada, Germany, Italy, and the United States have visited the department since 2000.

Mr Chan said that this kind of experience sharing was essential for the department to excel. "Our achievements in landslide risk management are highly regarded by the international geotechnical community.

"We also contribute to international forums, through participation in conferences and serving on technical committees. For example, a member of our GEO staff has been invited to serve as one of the five core members of the Technical Committee on risk assessment and risk management of the prestigious International Society of Soil Mechanics and Geotechnical Engineering."

# World acclaim for Hong Kong Fire Services

## FIRE SERVICES DEPARTMENT

### World acclaim for Hong Kong Fire Services

Hong Kong Fire Services (FSD) has a reputation as one of the world's busiest but elite fire brigades and is held in high esteem by international fire authorities. The hustle and bustle way of life of almost 7 million people living in a tiny city of about 1,100 square kilometres poses a serious challenge to the fire professionals, who are tasked to protect life and property from fire and other calamity.

*Hong Kong firefighters and ambulancemen join hands in rescuing lives.*

In 2003, the department responded to 37,774 fire calls and 19,918 special service calls (such as traffic and industrial accidents, gas leakages, and flooding etc), as well as a daily average of 1,443 ambulance calls. More than 94% of all building fires in built-up



areas were responded to in six minutes and between nine and 23 minutes to those in areas of dispersed risks and isolated developments. For the 478,109 emergency ambulance calls, more than 93% recorded a response time of within 12 minutes from the time of call to the arrival of an ambulance at the specified street address.

As early as the beginning of the new millennium, the department had already taken steps to pave the way for development of the Third Generation Mobilising System (TGMS) to meet the future demand for fire, rescue and emergency ambulance services. This system, now undergoing rigorous reliability tests and on-line performance and functional tests, will be fully commissioned in mid 2004 with a capacity to handle about 99,000 fire and 781,000 ambulance calls per year.

FSD Senior Divisional Officer Mr Tung Tung-san said: "The new system comes in time to replace the existing Second Generation Mobilising System operated by our Communication Centre."

"We have looked at mobilising systems deployed by leading fire brigades worldwide such as Australia, Canada, Finland, Singapore, the United Kingdom, and the United States. The TGMS is the world's most advanced system," Mr Tung said.



*Firefighters battle the overpowering heat of flames in extinguishing a major fire.*



## Advanced technologies of TGMS system

“With the state-of-the-art system allowing a greater flexibility in handling the projected growth in emergency call volume up to 2013, we are confident that we can achieve the target of one-minute dispatch time in response to emergency fire calls,” he said.

Comprising 21 sub-systems, TGMS will provide a superb command and control system for efficient mobilisation of fire and ambulance resources to emergencies. Direct and effective operational information can be exchanged between Fire Services Communication Centre (FSCC) and frontline personnel at the scene for effective management of fire fighting and rescue operations.

The systems include:

- **Computerised Mobilising System:** a high powered system with pre-emptive multi-task functions to cope with the projected workload.
- **Telephone System:** it facilitates Automatic Call Distribution through the Calling Line Identification System, the calling party’s address information can be retrieved to shorten processing time for incident address confirmation and searching.
- **Geographic Information System:** working with Automatic Vehicle Location System and Computerised Mobilising System, it indicates on a digitised map the nearest available fire and ambulance resources to any reported incident address for efficient mobilisation. It also provides useful information, such as location of hydrants, gas pipe layouts, building information and vehicular access, to assist fire fighting and rescue operations.

Other systems are Wireless Digital Network (transmits data and image for Automatic Vehicle Location System and Mobile Data Terminals, which receives and dispatches incident information, in emergency vehicles), Automatic Vehicle Location System (automatically provides accurate location data of all mobile resources), and Information Management System (records logging, analysis, resource management etc).

Other supporting systems also include Security System, Fault Indication Management System, Intercom System, Uninterruptible Power Supplies System, Telecommunication Network, etc.

These distinctive features have been tailor-made for the FSD because of Hong Kong’s many skyscrapers and tunnels.

Senior Divisional Officer Mr Tung said:

“The traditional Global Positioning System (GPS) is not effective in identifying the real-time locations of around 800 fire engines and ambulances but the new system will help improve the accuracy in locating vehicle positions to the range of 20 metres.”

“All emergency resources dispatched to any reported incident scene will be the nearest available appliances with the calculation based on the shortest path algorithm and generated from road network data provided in the system,” Mr Tung said.

*Coupled with Global Positioning System and Geographical Information System, the Mobile Data Terminal facilitates the display of digitised map and real-time location information for effective navigation and fleet management.*



*Through onscreen buttons, a frontline fireman disseminates and retrieves information on a moving vehicle with the new Communication Centre through the wireless radio network.*

### *World acclaim for Hong Kong Fire Services*

The TGMS will directly convert a dispatch order to turn out firefighters and ambulancemen to scene of incident, generated by the system into automatic broadcast at the respective fire stations/ambulance depots.

“It relieves the control operator from broadcasting orders to individual fire stations, reducing the stress caused by fatigue due to the high number of calls and so eliminates errors,” Mr Tung explained.

Mr Tung said: “With the commissioning of TGMS, our ability to make Hong Kong a safe place to live and work will be further enhanced.”

### **World Firefighters Games spreads Hong Kong’s goodwill**

FSD has begun preparations to host the 2006 World Firefighters Games – the first Asian city to be accorded such an honour.

Announcing Hong Kong’s selection, Executive Director of the World Firefighters Games Western Australia Inc Mr Trevor Pateman wrote:

*“The concept of the hosting of the Games being extended to Asia is an exciting prospect and we believe Hong Kong to be an ideal venue for the staging of the 2006 World Firefighters Games.”*

Hong Kong beats other enthusiastic competitors including Spain, Italy, Japan and the United States in successfully bidding for the right to host the mini-Olympics that promote comradeship among world firefighters and the exchange of experiences.

Hong Kong was selected to host the prestigious games for the world’s fire-fighting community for good reasons – Service members are very supportive and keen to hold the event. The Games has never been held in an Asian city. Hosting the event in Hong Kong would attract favourable response from Mainland and Asia fire authorities and brigades. Besides, Hong Kong has world-class stadiums and venues for all types of sports and the opening of Disneyland in 2005 further adds its tourism attractions to visitors.



*The Hong Kong Fire Services delegation at the 2002 World Firefighters Games in New Zealand.*

### *World acclaim for Hong Kong Fire Services*

As Mr Pateman put it: “Undoubtedly both Hong Kong and Asia will benefit greatly from the hosting of these major international Games.

The Games, held biennially, are similar to an Olympics. They involve a variety of individual and team sporting events and include events which are specific to the firefighters’ emergency service role. FSD’s delegation to the last Games in 2002 held in Christchurch, New Zealand, was very successful, winning 45 gold, 43 silver and 38 bronze medals.

FSD and the Institution of Fire Engineers (Hong Kong Branch) will be the co-hosts of the Games in 2006. In 2000, more than 4,000 athletes and 600 visitors from 56 countries participated in the Games in France.

Chief Fire Officer of the Fire Services Department, Mr Lee Chee-chung, JP, said it was the first time Hong Kong had bid to host the Games and to be successful is a wonderful achievement. Hosting this event in Hong Kong will help promote local tourism industry, and market Hong Kong and the Hong Kong Fire Services internationally.