

Action Agenda Proposed by the Focus Group on Trade and Business

Strategic Proposals	Proposed Specific Measures	Implementation Schedule	Responsible Bureaux / Departments	Relevant Organizations	Remarks
<p>T1. To inculcate a “Brand Hong Kong” culture throughout the whole community</p>	<p>T1-1 To establish a high-level “Brand Hong Kong Group” as the Brand Creator and Brand Manager of the “Brand Hong Kong”. This Group should be supported by a dedicated team equipped with sufficient resources to work with relevant government and non-government agencies to undertake specific activities to take forward the “Brand Hong Kong” message on a sustained basis. As a start, the Group may consider the following priority items and longer-term actions:</p>	<p>2007</p>	<p>Commerce, Industry and Technology Bureau, and Information Services Department</p>		

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	<p>T1-4 To launch a “Right English” campaign to improve signage in public places;</p>	<p>2007</p>		<p>Council, Hong Kong Tourism Board, Invest Hong Kong; Information Services Department, Hong Kong Economic and Trade Offices (Overseas) and Hong Kong Economic and Trade Offices (Mainland), and trade and industry organizations</p> <p>Civil Service Bureau (Official Language Division)</p>	

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	<p>T1-5 To set up display billboards in tourist areas and the kerbsides of the North Lantau Highway and Airport Express to promote Hong Kong;</p>	2007		Highways Department, and Lands Department	
	<p>T1-6 To co-ordinate the messages of various government and quasi-government agencies to the local and overseas audience.</p>	2007		Commerce and Industry Branch of the Commerce, Industry and Technology Bureau, Hong Kong Trade Development Council, Hong Kong Tourism Board, Invest Hong Kong, Information Services Department, Hong Kong Economic and Trade Offices (Overseas), and Hong Kong Economic and	

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				Trade Offices (Mainland)	
	<p><u>Longer-term actions</u></p> <p>T1-7 Undertaking pilot public works projects in which design will be accorded higher priority, relative to other considerations such as engineering and costs, in the tendering process.</p> <p>T1-8 Turning the education system to become more all-rounded to encourage more creativity and innovation and not only academic achievements.</p>	<p>2007 and onwards</p> <p>2007 and onwards</p>		<p>Environment, Transport and Works Bureau, Architectural Services Department, Lands Department, and Highways Department</p> <p>Education and Manpower Bureau</p>	

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	<p>T1-9 Continuing and deepening existing government efforts in encouraging the use of design, nurturing youth and design talents, etc.</p>	2007 and onwards	Commerce, Industry and Technology Bureau, and Information Services Department	Trade and Industry Department, Innovation and Technology Commission, Education and Manpower Bureau, Efficiency Unit, other relevant departments, and Hong Kong Design Centre	
<p>T2. To establish a consultative arrangement for Closer Economic Partnership Arrangement (CEPA)</p>	<p>T2-10 To consider the establishment of a consultative arrangement with major business associations to provide a platform for exchanges on trade and investment facilitation measures and problems encountered relating to CEPA implementation, and for gathering views which the trade may have on further services liberalisation.</p>	2007	Commerce, Industry and Technology Bureau, and Trade and Industry Department	Industrial and trade organizations	

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T3. To conduct research on CEPA benefits	T3-11 To conduct researches on the economic benefits of CEPA to Hong Kong and to liaise with relevant Mainland authorities to obtain information on the economic benefits of CEPA to the Mainland for analysing and demonstrating the mutual beneficial effects of CEPA and hence facilitating CEPA promotional work.	2007	Commerce, Industry and Technology Bureau, and Trade and Industry Department	Industrial and trade organizations	
T4. To enhance understanding of developments in the Mainland	T4-12 To enhance understanding of the Mainland's trade and investment liberalisation arising from multilateral trade negotiations and new trends in world trade through closer monitoring and studies, and explore ways to safeguard Hong Kong's trade interests in the light of these developments.	2007	Commerce, Industry and Technology Bureau, and Trade and Industry Department	Industrial and trade organizations	

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T5. To assist Hong Kong-owned factories in Guangdong to tap the Mainland consumer market	T5-13 To conduct more market researches focusing on niches where HK-owned factories possess an edge	2007	Commerce, Industry and Technology Bureau, and Trade and Industry Department	Hong Kong Trade Development Council, and Hong Kong Economic and Trade Offices (Mainland)	
	T5-14 To disseminate information to Hong Kong-owned factories wishing to make the transition from export to domestic sales	2007	Commerce, Industry and Technology Bureau, and Trade and Industry Department	Hong Kong Economic and Trade Offices (Mainland), and Hong Kong Trade Development Council	

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T6. To assist Hong Kong-owned factories in Guangdong to comply with Mainland rules and regulations	T6-15 To enhance Hong Kong-owned factories' understanding of rules and regulations and help clear uncertainties on law enforcement and compliance	2007	Trade and Industry Department	Hong Kong Economic and Trade Offices (Mainland)	
	T6-16 To develop a platform to facilitate exchanges of views and dialogue among HK-owned factories/Mainland authorities/HKSARG before implementation of major changes in rules and regulations	2007	Commerce, Industry and Technology Bureau, Trade and Industry Department, and Constitutional Affairs Bureau	Hong Kong Economic and Trade Offices (Mainland)	

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T7. To improve infrastructure	T7-17 To expedite completion of cross-boundary infrastructural projects	2007 and onwards	Environment, Transport and Works Bureau		Already taken up by the Focus Group on Maritime, Logistics and Infrastructure
	T7-18 To overcome “last mile” obstacles in customs clearance (e.g. by applying technology like Electronic Data Interchange, Radio Frequency Identification)	2007 and onwards	Commerce, Industry and Technology Bureau	Customs and Excise Department, and Innovation and Technology Commission	
T8. To strengthen intellectual property protection	T8-19 To enhance co-operation in cross-boundary intellectual property protection	2007 and onwards	Intellectual Property Department, and Constitutional Affairs Bureau		
	T8-20 To strengthen HK’s intellectual property regime	2007 and onwards	Intellectual Property Department		

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T9. To assist Hong Kong-owned factories in Guangdong to meet environmental requirements	T9-21 To provide technical and other support to factories to meet environmental standards	2007	Commerce, Industry and Technology Bureau, and Innovation and Technology Commission	Hong Kong Productivity Council, and Industrial and trade organizations	
	T9-22 To explore possible co-ordination among factories in installation of common pollution abating facilities	2007 and onwards	Commerce, Industry and Technology Bureau, and Trade and Industry Department	Industrial and trade organizations, and Hong Kong Productivity Council	

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<p>T10. To establish a high-level mechanism to tackle air pollution</p>	<p>T10-23 To adopt a comprehensive policy and enforceable measures to reduce air pollution. Specific measures include:</p> <p>To develop a master plan with short-term deliverables that are quick to implement, some of which are enforced by legislation and others on a voluntary basis. The Plan should encompass long term objectives not only on air quality, but also issues relating to urban design, transport policy, land use policy and energy policy. This comprehensive policy should be effectively communicated to the general public and fully supported by legislations.</p>	<p>2007 and onwards</p>	<p>Environment, Transport and Works Bureau, and Environmental Protection Department</p>		

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	<p>T10-24 A high-level mechanism with the necessary powers to deliver results should be established by the Government to devise and steer the implementation of the comprehensive policy.</p> <p>T10-25 To launch a consensus-building campaign in both the business community and the community at large for the issues involved, including possible increases in tariffs and transport fares etc, to be properly recognised. In this regard, emphasis should be placed on the need for shared responsibilities.</p>	<p>2007 and onwards</p> <p>2007 and onwards</p>	<p>Environment, Transport and Works Bureau, and Environmental Protection Department</p> <p>Environment, Transport and Works Bureau, and Environmental Protection Department</p>		

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	<p>T10-26 To introduce as soon as possible measures to reduce Hong Kong's home grown pollution particularly from motor vehicles and power generation.</p> <p>T10-27 To maintain and strengthen the cross-boundary cooperation efforts encouraging the provincial and municipal governments both to enact and enforce appropriate legislation.</p> <p>T10-28 Efforts should also continue through initiatives to persuade the Hong Kong owned factories in Guangdong Province to adapt to the latest environmental rules and regulations.</p>	<p>2007 and onwards</p> <p>2007 and onwards</p> <p>2007 and onwards</p>	<p>Environment, Transport and Works Bureau, and Environmental Protection Department</p> <p>Environment, Transport and Works Bureau, and Environmental Protection Department</p> <p>Environment, Transport and Works Bureau, and Environmental Protection Department</p>	<p>Relevant trade associations</p>	

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T11. To explore ways to further promote the various admission schemes administered by Immigration Department	T11-29 To launch an international promotion campaign to publicize our open and flexible regime for admitting different types of talents, professionals and investors to Hong Kong.	2007-08	Security Bureau, and Immigration Department	Immigration Department, Invest Hong Kong, and Hong Kong Economic and Trade Offices	Other relevant parties such as Hong Kong Trade Development Council and chambers of commerce will be invited to participate or help in the promotion activities.
	T11-30 To repackage the various admission schemes so that the focus will be on the people (talents and professionals) rather than the schemes which can be confusing to the target audience.	2007 onwards	Security Bureau, and Immigration Department	Immigration Department	
	T11-31 To organize a forum for enterprises/employers and Immigration Department to identify room for improvement in the application procedures of employment visas.	2007-08	Security Bureau, and Immigration Department	Immigration Department, and Trade and Industry Department	

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	above-mentioned sectors.			their corresponding manpower development advisory committees	
T13. To explore ways to attract more non-local students to study in Hong Kong, and to develop Hong Kong into a regional education hub	T13-33 To invite the high-level Steering Committee chaired by the Chief Secretary for Administration to examine proposals on: <ul style="list-style-type: none"> - increasing the overall quota for non-local students from 10% to 20%; - relaxing the restrictions on part-time work for non-local students; - providing adequate boarding facilities for non-local students; - encouraging a two-way flow of exchange students by enhancing the provision of 	2007-08	Steering Committee on Developing Hong Kong as a Regional Education Hub	Education and Manpower Bureau	

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	<p>on-campus boarding facilities for such purpose; and</p> <ul style="list-style-type: none"> - encouraging the development of self-financing but non-profit-making private universities (including the development of degree and above programmes by the self-financing arms of UGC-funded institutions) by granting land at nominal premium. 				

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<p>T14. To elevate the overall education standard, in particular, emphasis should be given to improving students' language proficiency (suggestion by the Focus Group on Professional Services)</p>	<p>T14-34 To continue to implement the "Action Plan to raise Language Standards in Hong Kong" endorsed by the Executive Council in 2003 and monitor progress. Specific measures to raise the language standards of students include specifying a clear and realistic set of expected language competencies, and creating a more motivating language learning environment.</p>	<p>Recommendations in the Action Plan are being gradually implemented since 2003. Most of them are already in place and on-going. Implementation of the remaining recommendations will take place in 2007.</p>	<p>Education and Manpower Bureau and the Standing Committee on Language Education and Research (SCOLAR)</p>	<p>Educational institutions and relevant organizations (such as the Hong Kong Examination and Assessment Authority, Curriculum Development Council etc.)</p>	<p>SCOLAR is established by the Government to advise on the overall policy on language education, including the medium of instruction.</p>