



DAILY INFORMATION BULLETIN

SUNDAY, AUGUST 24, 1975

HONG KONG TO HOST SEMINAR ON PACKAGING DESIGN *****

DELEGATES FROM 12 COUNTRIES IN THE ASIAN AND PACIFIC REGION WILL BE IN HONG KONG NEXT WEEK FOR A REGIONAL SEMINAR ON PACKAGING DESIGN FOR INTERNATIONAL MARKETS.

THE SEMINAR, WHICH OPENS ON WEDNESDAY (AUGUST 27) AND CONTINUES TO SEPTEMBER 5, IS BEING PRESENTED BY THE ECONOMIC AND SOCIAL COMMISSION FOR ASIA AND THE PACIFIC (ESCAP) AND THE INTERNATIONAL TRADE CENTRE OF UNCTAD/GATT IN COLLABORATION WITH THE HONG KONG GOVERNMENT AND THE WORLD PACKAGING ORGANIZATION.

IT IS BEING FINANCED BY THE GOVERNMENT OF THE NETHERLANDS.

IN ADDITION TO THE 24 DELEGATES FROM OVERSEAS THERE WILL BE NINE FULL-TIME PARTICIPANTS AND FIVE OBSERVERS FROM HONG KONG.

THE MAIN OBJECTIVE OF THE SEMINAR IS TO PROMOTE EXPORTS FROM THE DEVELOPING COUNTRIES OF ASIA AND THE PACIFIC BY ENCOURAGING AN AWARENESS OF THE IMPORTANCE OF PACKAGING DESIGN.

THE DELEGATES WILL BE PROVIDED WITH THE LATEST INFORMATION ON THE NEED FOR PROPER PACKAGING IN THE EXPORT TRADE, THE BASIC PRINCIPLES OF PACKAGING DESIGN, THE ADAPTATION OF EXPORT PACKAGING TO INTERNATIONAL MARKETS, ANALYSIS OF PROMOTIONAL PACKAGING DESIGNS AND INSTITUTIONAL OR OTHER MEASURES FOR IMPROVING SUCH DESIGNS.

RELEVANT MATERIAL WILL BE PRESENTED BY A PANEL OF PACKAGING EXPERTS BY WAY OF LECTURES, DISCUSSIONS, CASE STUDIES AND GROUP WORK. THE LECTURERS WILL BE: MR. C. HILLENUS AND MR. W.P. FORNEROD, THE DIRECTOR AND DEPUTY DIRECTOR OF THE DUTCH RESEARCH AND DEVELOPMENT SECTION OF THE DUTCH PACKAGING RESEARCH INSTITUTE= MR. L. SWART, A PACKAGING DESIGN CONSULTANT FROM THE NETHERLANDS= MR. E. LILIUS, A PACKAGING AND GRAPHIC DESIGN CONSULTANT FROM SWEDEN= AND MR. J. SELIN FROM FINLAND WHO IS AN EXPORT PACKAGING ADVISER TO THE INTERNATIONAL TRADE CENTRE.

MRS. SUSAN YUEN, THE SECRETARY GENERAL OF THE WORLD PACKAGING ORGANIZATION AND SECRETARY OF THE HONG KONG PACKAGING COUNCIL, WILL ALSO ADDRESS THE SEMINAR.

THE SEMINAR WILL BE OFFICIALLY OPENED BY THE SECRETARY FOR ECONOMIC SERVICES, MR. DEREK JONES, AT A CEREMONY TO BE HELD IN THE LEGISLATIVE COUNCIL CHAMBER AT 9.30 ON WEDNESDAY MORNING.

NOTE TO EDITORS: YOU ARE WELCOME TO HAVE THE OPENING CEREMONY COVERED.

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PO KONG INTERCHANGE ENTERS FINAL PHASE

WORK WILL BEGIN SOON ON THE FINAL STAGE OF THE PO KONG INTERCHANGE WHICH FORMS PART OF THE KOWLOON FOOTHILLS ROAD CORRIDOR.

THE LAST PHASE OF THE PROJECT INVOLVES THE CONSTRUCTION OF THE SOUTHERN HALF OF THE INTERCHANGE WHICH IS DESIGNED TO IMPROVE TRAFFIC FLOW BETWEEN SAN PO KONG AND THE DENSELY POPULATED TZE WAN SHAN AREA.

THE NORTHERN HALF OF THE INTERCHANGE IS NOW SUBSTANTIALLY COMPLETED AND PARTLY OPEN TO TRAFFIC.

WHEN FULLY COMPLETED, THE INTERCHANGE WILL ENABLE TRAFFIC TO FLOW ALONG A NEW SECTION OF PO KONG VILLAGE ROAD LINKING CHOI HUNG ROAD AND FUNG TAK ROAD.

THIS NEW ROAD, WHICH WILL OVERPASS LUNG CHEUNG ROAD, IS A THREE-LANE DUAL CARRIAGEWAY WITH FOOTWAYS BUILT ON BOTH SIDES OF THE OVERPASS BRIDGE.

TENDERS FOR THE LAST PHASE OF THE PROJECT WERE INVITED EARLIER THIS WEEK AND THE WORK WILL TAKE ABOUT 12 MONTHS TO COMPLETE.

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NEW RESTRICTED ZONE ALONG SHING HO ROAD IN SHATIN

PUBLIC LIGHT BUSES WILL BE PROHIBITED FROM PICKING UP OR SETTING DOWN PASSENGERS ALONG A SECTION OF SHING HO ROAD IN SHATIN WHICH WILL BECOME A RESTRICTED ZONE AS FROM 10 A.M. ON WEDNESDAY (AUGUST 27).

THE RESTRICTION WILL APPLY TO THE SECTION OF SHING HO ROAD BETWEEN TAIPO ROAD AND A POINT ABOUT 80 METRES SOUTH OF TAIPO ROAD.

THE NEW ARRANGEMENT IS INTENDED TO IMPROVE TRAFFIC FLOW ALONG SHING HO ROAD AT ITS JUNCTION WITH TAIPO ROAD.

MEANWHILE, THERE WILL BE A SLIGHT CHANGE IN A SIMILAR RESTRICTION ALONG THE WESTBOUND CARRIAGEWAY OF SHAU KEI WAN ROAD ON HONG KONG ISLAND AS FROM 10 A.M. ON TUESDAY (AUGUST 26).

THIS RESTRICTION, WHICH APPLIES TO ALL MOTOR VEHICLES EXCEPT FRANCHISED BUSES AND TRAMS DURING THE PEAK HOURS OF 7 A.M. TO 10 A.M. AND 4 P.M. TO 7 P.M., NOW ENDS NEAR THE SHAU KEI WAN POLICE STATION. HOWEVER, THE TERMINATING POINT WILL BE EXTENDED ABOUT 25 FEET WEST OF THE EXISTING ENDING POINT.

TRAFFIC SIGNS WILL BE POSTED TO GUIDE MOTORISTS.

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Sunday, August 24, 1975.

44 MARKET STALLS FOR AUCTION AT WONG CHUK HANG ESTATE

The Wong Chuk Hang estate office will be holding a second instant tender on Friday (August 29) for the 44 market stalls that are still unlet.

Eligible hawkers should apply for registration at the estate office on Tuesday and Wednesday (August 26 and 27).

A spokesman for the Housing Department said that if response from eligible hawkers is unsatisfactory the department may consider throwing it open to the general public.

Last week an instant tender was held and 33 hawkers were successful in obtaining a stall each.

Three large stalls of about 70 square feet each for the sale of frozen meat, roasted meat and fish went to successful bidders for a premium of \$23,000, \$5,020 and \$2,000 respectively.

The premium for the bulk of the 30 smaller stalls of 25 - 30 square feet each was about \$500.

These stalls are for a variety of trade including the sale of fruits, eggs, preserved vegetables, bean curd, newspapers, toys, noodles, joss-sticks and other types of daily necessities.

The rent for a large stall is \$250 a month and \$50 for a small stall.

A spokesman for the Housing Department explained that the current policy relating to stalls let by the tendered premium system is that operators who have been in business for at least three years will receive the full premium from the incoming tenant on re-letting when they terminate the tenancy.

/"Those who.....

"Those who have been in operation for less than three years will receive the incoming tenant's premium in part, equivalent to the original amount he has himself tendered for, or the whole premium if it is less than the original amount," he added.