



DAILY INFORMATION BULLETIN

Thursday, January 11, 1973

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BETTER PRODUCT DESIGN MEANS HIGHER PROFITS

Governor Speaks At Design Award Presentation

The Governor, Sir Murray MacLehose, said this evening that better industrial design meant "higher profits and fuller order books."

He was speaking at the presentation of the Governor's Award for Hong Kong Design at Government House.

The design competition was organised by the Federation of Hong Kong Industries.

Sir Murray said: "Traditionally Hong Kong has manufactured goods to the specifications of buyers elsewhere. Now we are being made conscious of a need to manufacture goods to designs which are our own."

"With the need the talent to meet it has emerged rapidly. The standard of this year's entries indicates how fast this talent has matured," he added.

There were 67 entries this year.

The Governor's Award was won by Ampex Ferrotec Ltd. for their automatic stack-array tester.

Sir Murray congratulated the company and their designers for their "consistently high performance" in the field of electronic testing equipment.

Turning to winners of the other awards, he said their products were "a clear indication of what Hong Kong can achieve" and hoped that "their efforts will stimulate further local research and development in the design field."

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The Governor also expressed the hope that the new legislation for protection of copyright would further induce Hong Kong manufacturers to develop and improve the design of their products.

He said that "fear of imitation has led to secrecy between rival manufacturers."

He hoped that the new law would lessen these anxieties.

"By taking the wraps off their products, our manufacturers will not only widen market prospects on their home ground but stand to profit by mutual experience and example," the Governor added.

Industrial Design Lead

In his speech, Mr. T.K. Ann, Chairman of the Federation of Hong Kong Industries, said Hong Kong today had an industrial design lead over its closest competitors.

"This lead we must nurture and widen primarily, of course, so that we can retain and enhance our share of world markets but, also, so that we can contribute to the improvement in the quality of life of people everywhere," he said.

Mr. Ann praised the standard of design this year.

He said the improvement in design quality compared with previous years was very noticeable and the margin between the highest and the lowest was narrower this year than it had ever been.

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All award-winning companies were presented their prizes by the Governor.

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Note to Editors: Copies of the full text of the Governor's speech are contained in a supplement to the Daily Information Bulletin which is distributed separately in the press boxes, Government Information Services, this (Thursday) evening.

Copies of the full text of Mr. T.K. Ann's speech and press releases prepared by the Federation of Hong Kong Industries are also distributed in the press boxes.

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SCHOOLS DANCE FESTIVAL STARTS ON MARCH 5

Events To Be Held In Three Centres

The 9th Schools Dance Festival, organised by the Education Department's Physical Education Section in conjunction with the Hong Kong Schools Sports Association and the New Territories Schools Sports Association, will begin on March 5, 1973.

Entry from schools will close on Monday (January 15). Schools entering the Festival are asked to forward their entry forms and fees to Mrs. Eleanor Lee, Education Department, Kowloon Sub-Office, Kowloon Government Offices, 7th floor, Nathan Road.

The eleven-day annual Festival will be held at three competing centres -- one each on Hong Kong Island, Kowloon and the New Territories.

The centres are: Clementi Middle School in Fortress Hill Road, North Point; Methodist Wa Ying College in Sheung Wo Street, Ho Man Tin; Heung Yee Kuk Yuen Long District Secondary School in Kuk Yuk Road, Yuen Long.

There will be a special event for handicapped children.

A trophy will be awarded to the winner and special banners to schools in second and third places in each section of the competition.

Each competing school will be awarded a souvenir pennant. A certificate of merit will be presented to the team which scores 80 per cent or more in any section of the competition.

Presentation of prizes and special performances by winners will take place in May.

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WALK FOR A MILLION

Disabled Trainees From SWD Centres Taking Part

About 50 disabled trainees at rehabilitation centres run by the Social Welfare Department have spontaneously offered to take part in the "Walk for a Million" in aid of the Community Chest on Sunday (January 14).

"It is a very courageous gesture, and displays a true community spirit," comments Mr. T.P. Khoo, Senior Principal Social Welfare Officer and head of the Rehabilitation Division.

The group will begin the walk from Austin Park on the Peak, ending it at the Army Sports Ground in Soo Kun Poo, with the exercise starting at 9 a.m. Rehabilitation officers, including a nurse, will accompany the walkers along the nine-mile route to see that all is well.

The trainees are aged between 14 and 21, and both sexes are represented in the group. The disabilities include weakened limbs as a result of poliomyelitis, epilepsy, post-polio paralysis, and mental retardation. Three are wheelchair cases.

Mr. Khoo says he is particularly impressed by the fact that the decision to join the walk has come from the trainees themselves.

"Indeed, my officers were extremely gratified at such a reaction, and they are now looking for appropriate sponsors," he comments. He believes the trainees deserve to be encouraged.

In his view, their walk "will not only help the Community Chest, but will also give them confidence in their ability to participate in civic events alongside the able-bodied."

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PUBLIC WARNED AGAINST DAMAGE TO PROTECTED PLANTS

The Agriculture and Fisheries Department today warned the public not to pick or damage Lunar New Year flowers and other types of plants grown on Crown land.

Damage to the Lunar New Year flower "Tiu Chung" and other seasonal flowers such as orchids and azalias is usually very serious at this time of the year, a spokesman said.

It is an offence under the Forestry Ordinance to cut, burn or otherwise damage vegetation on Crown land. Offenders are liable to a fine of \$2,000 and one year's imprisonment.

The unlawful sale or possession of protected plants and flowers is an offence liable to a fine of \$250.

Warning posters, in Chinese and English, are being put up in all public notice boards, and plantation areas in the New Territories.

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SOCIAL WELFARE DEPARTMENT CREDIT UNION

President Reports Satisfactory Position

Mr. Kwok Ka-chi, President of the Social Welfare Department Credit Union, said today membership of the Union stood at 225, with the number of shares totalling \$10,030.

He told the first annual general meeting at the Lady Trench Training Centre that the position was not unsatisfactory, but he hoped more members of the department would join the Union, and so advance the cause for which it had been formed.

He said during the first year, 36 applications for loans had been approved, mainly for improving personal living standards and meeting immediate needs.

Mr. Thomas C.Y. Lee, Deputy Director, addressed the gathering. He paid tribute to the outgoing committee, endorsing the view of the president that more members of the department should join the Union.

He described the Union as a significant movement. It was "neither for profit, nor for relief -- but truly for service."

Mr. Lee also presented prizes to departmental Credit Union members who had introduced the biggest number of new members to the Union and the largest number of shares during the membership drive.

They included Mr. Chan Ming, Mr. Lau Chi-yan, Miss Tong Sam-tat, and Mr. Wong Keung-chiu.

The meeting ended with an entertainment programme, a "lucky draw" by Mr. K.S. Hardy, Chairman of the Joint Staff Consultative Council, and refreshments.

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ANTI-POLIO CAMPAIGN 1973

Figures For First Ten Days Released

During the first ten days of the 1973 anti-poliomyelitis campaign ending on January 6, a total of 5,220 doses of the vaccine was administered, according to figures released by the Medical and Health Department today.

The campaign this year is being organised in two phases. The first began on December 28, 1972, continuing until February 2, 1973.

The second phase is due to begin in March.

During the campaign, vaccine is available free at all government general clinics and maternal and child health centres.

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TSUEN WAN ROAD SAFETY CAMPAIGN ENDS ON SATURDAY

Note to Editors: The closing ceremony of the Tsuen Wan Road Safety campaign will be held on Saturday (January 13) at 3 p.m. at the Sha Tsui Road Playground in Tsuen Wan.

The District Officer, Tsuen Wan, Mr. J.S. Warren, will officiate at the ceremony.

There will be presentation of prizes to winners of various competitions during the campaign and also road safety demonstrations.

You are invited to send a reporter and/or photographer to cover the ceremony.

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REGISTERING FOR IDENTITY CARDS

The Commissioner of Registration today reminded parents and guardians of their responsibility to register their children for juvenile type identity cards on attaining the age of six.

He also reminded young people in possession of juvenile identity cards to register for their adult identity cards within a month of reaching 17.

British and Foreign Passport holders are obliged under law to register for identity cards if they intend to stay in Hong Kong for at least four months.

The Commissioner also drew the attention of people who have moved house, changed jobs, got married or returned from abroad recently that they are required to notify him so that their records could be up-dated.

Specially designed forms for this purpose are available from post offices, City District Offices and District Offices in the New Territories. The forms can be sent post free although changes may also be reported by letter, if so desired.

Members of the public, whenever in doubt about registration, should write, telephone or visit the Hong Kong Branch Office in Causeway Bay Magistracy, Electric Road, Tel. No. H-704696, the Kowloon Branch Office in Canton Road Government Offices, Yaumati, Tel. No. K-687354, the Tsuen Wan Branch Office in the Far East Bank Building, Castle Peak Road, Tel. No. N.T.-233587 or the San Po Kong Sub-Office in San Po Kong Government Offices, San Po Kong, Tel. No. K-224313.

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FIRE SERVICES PASSING-OUT PARADE

A passing-out parade of Fire Services officers and firemen will be held on Saturday (January 13) at 10.15 a.m. at the Fire Services Training School at Pat Heung, New Territories.

The reviewing officer will be Mr. A.E.H. Wood, Director of Fire Services.

The total parade strength will be over 150 officers and men, including six Assistant Station Officers, 45 Senior Firemen (Control), and 37 Operational Firemen.

The parade and inspection will be followed by a display of Fire Services equipment and drills.

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Note to Editors: You are cordially invited to send a reporter and/or photographer to have the parade covered. Transport will be provided. It will leave the Canton Road Fire Station for the School at 9 a.m. on Saturday.

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Release time: 7.00 p.m.



DAILY INFORMATION BULLETIN SUPPLEMENT

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PRESENTATION OF GOVERNOR'S AWARD FOR HONG KONG DESIGN

Full Text Of Governor's Speech

The Governor, Sir Murray MacLehose, today presented award to winners in the "Governor's Award for Hong Kong Design 1973" competition at a ceremony in Government House.

The following is the full text of the Governor's speech at the ceremony:

"Traditionally Hong Kong has manufactured goods to the specifications of buyers elsewhere. Now we are being made conscious of a need to manufacture goods to designs which are our own.

"With the need the talent to meet it has emerged rapidly. The standard of this year's entries indicates how fast this talent has matured.

"I am sure that this annual presentation organised by the Federation of Hong Kong Industries has done much to stimulate awareness of, and interest in, this trend towards improving design standards.

"But in industry there is no substitute for the profit motive. Awards for good design may be a source of pride, but the real reward for good design should be customer appeal.

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"The urgent message for our manufacturers today is that better design means higher profits and fuller order books. I take it that we are here to help to drive that message home, as well as to congratulate all concerned on the results of this annual competition.

"The greater sophistication of this year's entries is well demonstrated by the product which has won the Governor's Award. The automatic stack/array tester submitted by Ampex Ferrotec Ltd. is a highly complicated piece of equipment - so advanced in fact that the judges had to ask a group of experts to evaluate its performance and potential.

Revolutionary Concepts

"Particularly pleasing is the fact that this product was custom-made to meet precise local requirements. The team of young engineers involved spent many months in research and development before producing a saleable product. The equipment employs new and revolutionary concepts of testing, and costs one tenth the price of conventional equipment. A number of sales have already been negotiated and others are pending.

"Ampex Ferrotec's designers also won for the company the South China Morning Post Award for the product showing the greatest originality of thought. This was another sophisticated piece of testing equipment, and I recall that the company won an award last year for electronic testing equipment. My congratulations to Ampex Ferrotec and to their designers for their consistently high performance in this field.

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"I must also congratulate the winners of the other awards. Their products are a clear indication of what Hong Kong can achieve, and I hope their efforts will stimulate further local research and development in the design field.

"I understand that the Federation of Hong Kong Industries will bring an expert design consultant to Hong Kong in order to assist the Design Council and Centre in improving the services offered to industry. This project has been organised through the United Nations Industrial Development Organisation, and is supported by your Government.

Copyright Protection

"Ultimately, however, it is up to industry itself to develop and improve the design of Hong Kong products. I hope that our manufacturers will derive further inducement for this from the new legislation for protection of copyright.

"The range of our export products on public view in the local market has for long represented only the proverbial tip of the iceberg, and not necessarily the best bit either because fear of imitation has led to secrecy between rival manufacturers.

"I hope the new legislation will lessen these anxieties. By taking the wraps off their products, our manufacturers will not only widen market prospects on their home ground but stand to profit by mutual experience and example. Like their counterparts in Japan, they can discover that the lesson of competition is not to imitate but to go one better."

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"In conclusion a word on a slightly different topic. We are all becoming increasingly concerned at the frenzy of dealings on the Stock Exchange. Hong Kong has grown to be one of the great trading centres of the world on the basis of courageous and prudent investment for profit in mercantile services, manufacture and real estate. It is such investment that has provided employment for our population.

"I welcome the emergence in Hong Kong of sophisticated financial services, including a greatly expanded capital market. But it would be highly injurious to our economy if the search for profit became deflected from production and concentrated on Stock Exchange dealings; or worse that the folly of such dealings was allowed to undermine the financial stability of productive undertakings.

"To-day the Financial Secretary has been in touch with the Stock Exchanges. If necessary, Government will have to ~~intervene~~ to reduce the volume of transactions to more realistic levels. But it would be much better if the speculators themselves showed more prudence, or in default of that if all the institutions concerned insisted, as I think they could, that the market was restored to more rational dealings.

"Reverting to the high standard we are here to honour, I believe imagination, industrial courage and foresight, that have produced these designs, are typical of those healthy and highly productive characteristics on which Hong Kong's prosperity is based.

"I now have pleasure in calling on the representative of Ampex Ferrotec to step forward to receive the trophy."

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Release Time: 7.00 p.m.