

社評
雙語道

提升管治效能 鞏固競爭優勢

Hong Kong to Enhance Governance Efficiency and Competitiveness

原文

下文摘錄自2022年6月16日香港《文匯報》：
瑞士洛桑國際管理發展學院發表年度全球競爭力報告，香港排名由去年第7位升至第5位。報告肯定了本港的傳統優勢，在「一國兩制」下的法治及司法獨立、資金進出自由、簡單低稅制和良好的營商環境，須不斷鞏固；但亦提醒本港應提升「政府施政效率」。同一日，政府架構重組方案在立法會獲得通過，新一屆政府更要保持危機感，努力提升管治效能，推動本港加快融入國家發展大局，持續提升本港競爭優勢。
洛桑學院報告分析，本港排名上升的原因，主要基於「經濟表現」分類指標從第30位上升至第15位，尤其是本地經濟細項表現以及國際投資細項表現俱佳。香港具競爭力的稅制、法治環境、有利的營商環境、便利的融資渠道和可靠的基礎設施，顯示本港的傳統優勢穩固，獲得國際機構的肯定，也值得本港珍惜和進一步提升。
但報告表明本港「政府施政效率」及「商業效率」分類指標下跌，在控制疫情和振興經濟、捕捉內地經濟發展機遇、推動創新科技、解決土地和人力增長方面都面臨挑戰。這也點明本港的不足之處，對本港提升競爭優勢具有啟示作用。本港「施政效率」下滑，在抗擊第五波疫情中一直受到社會關注。「候任行政長官」李家超在闡述政綱時坦言，有些程序繁複或過時了，可能讓公務員無法發揮效率，上任後會強化團隊危機意識、建立團隊精神，營造「不分你我」的文化，創造「一加一大於二」的效果。我們期待並且相信，下屆特區政府會努力達至施政效率的提升。
早前立法會大會通過政府架構重組決議案，政府組成由現時的「三司十三局」擴至「三司十五局」，新設三個副司長職位。落實架構重組，希望加強政府跨部門協調統籌，強化政府施政能力；同時分拆重組後的政策局權責更加清晰，更能聚焦處理相關政策工作，令政府政策更貼地、施政更有效率。社會各界期望，新一屆特區政府能夠真正做到「以結果為目標」，提速提效解決土地房屋等深層次矛盾，切實提升香港的競爭力和治理效能。



◆ 瑞士洛桑國際管理發展學院發表年度全球競爭力報告，香港排名由去年第7位升至第5位。 資料圖片

譯文

According to the latest annual world competitiveness report published by the International Institute for Management Development in Lausanne, Switzerland, Hong Kong was ranked fifth globally, moving up two places from last year. The report recognised that Hong Kong should continually reinforce its traditional strengths under 'One Country, Two Systems'—the rule of law and judicial independence, free flow of capital, a free trade and investment regime, a simple and low tax system, and a favourable business environment—and noted the need of the city to enhance its 'government efficiency'. Meanwhile, proposals to reorganise the Government's structure have been approved by the Legislative Council. The new-term Government should be alert and strive to enhance the effectiveness of governance, in order to accelerate Hong Kong's in-

tegration into the development of the country and enhance the city's competitive advantages.
The Institute's report attributed the improvement in Hong Kong's position to its 'Economic Performance'—which was ranked from 30th to 15th—in particular its performance in the 'International Trade' and 'International Investment' sub-factors. Hong Kong's competitive tax system, rule of law, favourable business environment, easy financing channels, and reliable infrastructures are recognised by international organisations as the city's traditional strengths, which remain robust and should be valued and further enhanced.
Nevertheless, the report made it clear that Hong Kong's rankings in 'Government Efficiency' and 'Business Efficiency' had declined, and that the city had faced challenges in controlling the epidemic, reviving the economy, seizing the opportunities brought by the Mainland's economic development,

promoting innovation and technology, and addressing the growth constraints of land and manpower. Indicating the weaknesses of Hong Kong, the report shed light on how the city could further enhance its competitive strengths. The question of declined 'government efficiency' had raised concern during the fifth wave of the epidemic in Hong Kong.
In his election manifesto, then 'Chief Executive-elect' John Lee admitted that some of the cumbersome or outdated procedures might have hindered the efficiency of civil servants. He pledged that after taking office, he would help civil servants develop a greater sense of crisis and a better team spirit, and create a culture in which everyone in the Government works as a team to achieve the synergy effect of 'one plus one greater than two'. It is expected and believed that the new-term Government would make an effort to enhance the ef-

fectiveness of governance.
The Legislative Council has recently passed the resolution to reorganise Government structure, under which the number of policy bureaux will increase from 13 to 15, and three new positions at the rank of Deputy Secretary of Department will be created. It is hoped that by reorganising its structure, the Government could strengthen inter-departmental coordination and its governance, and that there would be a clearer delineation of the powers and functions of different bureaux and departments, which would focus on relevant issues to ensure the effective implementation of more practical and realistic policies. The public expects the new SAR Government to be truly 'result-oriented' and capable of resolving all the deep-rooted conflicts, including the city's housing issues, to effectively enhance Hong Kong's competitiveness and governance efficiency.

責任若在己方 應認錯兼補償

英語筆欄

星期一見報

上回分享了如何撰寫覆投訴信的開首部分，相信大家都已掌握如何確認收到投訴信。筆者亦提醒各位，不是凡投訴都受理，應該經過調查，看清責任誰屬再作跟進。上回雖已建議大家對於調查結果的回應方法，但未告知如果責任在己方時，我們除了表達歉意之外，還可以在信中說什麼或作出什麼行動以安撫顧客情緒，重獲他們的信任，並再次光顧。
這裏我說到兩個任務，一、安撫對方情緒；二、重獲對方信任及再次光顧。是不是又想建議「派錢」呢？對，這是其中一個方法，但覆投訴信應如何表達呢？
以下有一句比較好用的開頭：
As a gesture of our regret, we would like to ×××. (提供補償的方案)
• 補償方案一：貨品賠償
As a gesture of our regret, we would like to dispatch the new items / the correct items by express courier tomorrow. They should arrive by ××× (date).
• 補償方案二：提供折扣優惠
As a gesture of our regret, we would like to offer

you a 10% discount on your next order.
讀者要注意：10% discount的意思是我們日常的九折，不是一折呢！
• 補償方案三：退費
As a gesture of our regret, we would like to offer a complete refund.

投訴服務態度 考慮在職培訓

萬一這是紀律問題，顧客在投訴服務態度呢？我們可有哪些合宜的行動？不妨考慮一下作出紀律處分：We have taken disciplinary action. 又或者為你的前線員工提供在職培訓：There would be room for improvement on the service provided by our staff. In this regard, we will arrange more training.
如是者，終於到了結尾部分。讀者記得要再一次表示歉意啊！例如：We sincerely apology for the inconvenience caused. 為您帶來不便，深感抱歉。
之後邀請對方再次惠顧，或確保合作關係不受影響。如：We trust that this will not adversely affect our future relations.
千萬要記住，留下你的聯絡方法，讓對方再有需要時，可直接聯絡你，讓他感到受尊重。如：
If you have any further difficulties, please do not hesitate to contact me.
看看以上小小建議可否提升你的客戶服務技巧？

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按個掣 喝杯茶

英該要知

星期一見報

喝茶 (drinking tea) 在中國 (China) 可算是其中一個源遠流長、歷史最悠久的文化 (culture)，以茶會友更是中國人 (Chinese) 最喜愛、最普及的活動。每當到別人家中作客，踏進門後，第一句總是：「要喝杯茶嗎？」(Would you like to have a cup of tea?) 即使經歷了數千年的演變 (evolution)，到了21世紀 (the 21st century)，茶文化 (tea culture) 依然盛行。只是在近幾年 (in recent years)，隨著茶膠囊 (tea capsules) 的出現，沖茶 (brewing tea) 的步驟 (steps) 已被簡化 (simplify) 與濃縮到輕輕按一個掣 (press a button)，在短短數十秒間，一杯散發香味而又溫潤人心的好茶，便製作完成了。
茶膠囊的誕生 (the birth of tea capsules)，確實令繁忙的都市人在百忙之中，抽一點閒暇去嘆一杯好茶，稍作歇息。一部簡單的茶膠囊機 (tea capsules machine) 與一顆茶膠囊 (capsule)，便能把各式各樣的茶 (various kinds of tea) 帶到嘴前。
隨着科技進步，茶膠囊能把不同的材料 (ingredients) 與茶葉 (tea leaves) 壓縮在細小的膠囊中，發揮不同的功用 (functions)。例如 (For instance) 很受歡迎的傳統中國茶 (traditional tea)——普洱 (pu'er)，與經過日曬的 (dried) 菊花 (chrysanthemum) 混合 (blend)，便成為散發讓人鎮靜的 (calming) 香氣 (aroma)、充滿花香甜味的菊花普洱，既清熱又解渴。如不喜歡紅茶 (black tea)，也可選只含單一味道的 (single flavour) 茶

膠囊，如綠茶 (green tea) 中有鐵觀音 (tieguanyin)、碧螺春 (biluochun) 及龍井 (longjing) 等。
可能有些愛茶之人會認為，喝茶不是應該精心細泡、慢慢品嚐嗎？這樣的一個茶膠囊，像是把數千年的茶文化毀掉 (ruin / destroy) 了。
程老師認為，茶膠囊所沖出來的茶，味道 (taste) 確實與經傳統方式沖泡的不同，兩者並不能相比。一是細味茶香，泡茶的過程已是享受喝茶的一部分；而另一種，則是在忙裏偷閒，喝茶後又要繼續工作了。
人生的真味，就如茶一樣，有濃 (strong) 有淡 (light)、有甜 (sweet) 亦有苦 (bitter)，這樣的人生才是精彩豐盛。
好了，程老師又是時候，泡一杯香茶，去「品茶悟人生，淡度紅塵」了。



◆ 傳統方法泡茶固然是一種享受，但忙裏偷閒，用茶膠囊也不失為一個好辦法。 資料圖片

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