



同城化提生活品質 良性競爭利市場優化

A metropolis of two cities: enhancing life quality and optimising the market

原文

摘錄自2024年1月4日香港《文匯報》近來港人北上消費蔚為風潮，本港有旅行社推出「山姆超市掃貨團」，吸引逾3,000人報名，本月50團近乎全額爆滿。隨著大灣區一日生活圈日益成形，港深同城化的趨勢給予港人更多的消費選擇，提升了港人的生活品質，同時可以刺激本地商家積極調整經營模式，推動差異化發展。長遠而言，良性競爭的市場環境一定會帶來進步，有利市場優化發展，並最終令消費者得益，對港深兩地市民而言都是好事。

自兩地復常通關以來，港人北上食住玩的趨勢日益明顯，一方面是疫情三年後的報復性消費，另一方面是內地較為創新的產品和消費模式，能夠滿足港人的嘗鮮心態。從市場生態的變化而言，港深兩地兩個市場正逐漸滲透融合，消費者

無論北上還是南下都非常方便，這無形中擴大了本港消費者的選擇權，提升了港人的生活品質，對香港營商環境的進步亦有着深刻的影響。

首先，北上超市掃貨團的背後，反映的是港深兩地的差異化發展。本港生活零售市場被兩大超市集團壟斷，購物環境雷同，貨品選擇相似，是比較典型的寡頭壟斷市場。早年曾有外國大型超市集團落戶本港，亦在短短幾年後鐵羽而歸，可見本地市場壟斷程度之高。

相對而言，內地市場廣闊，超市面積更大、貨品選擇更多。除了熱衷去本港沒有的山姆超市掃貨，即將落戶深圳的華南地區首家Costco（開市客），尚未開業就被眾多港人鎖定，可見一河之隔的深圳市場已經為本地市場帶來有效的競爭。

其次，北上掃貨潮能刺激跨境消費模式的日趨完善，有利於兩地市場的進一步整合。所謂有需

求就會有機，以超市掃貨團為例，除了超市增加了一批港客之外，亦衍生不少周邊服務需求。

例如直通巴士公司不斷增加本港到內地大型超市的直通巴士；快遞公司推出「半日達」快遞服務，為港人送貨上門；甚至有旅行社推出掃貨旅行團。港人只要頭腦靈活，同樣可以把握到這股跨境購物潮帶來的商機。同樣地，本地大型購物點亦可以借鑒內地的做法，完善內地消費者南下購物的配套服務，實現雙向良性競爭。

再次，跨境消費熱潮能刺激本地營商環境的變革，長遠而言對提升本港市場競爭力是一件好事。本港是自由港，貨物進出口十分方便，過往正是憑藉這種優勢獲得內地消費者的青睞。現在仍有不少內地旅客喜歡來港購物，只是相對而言，內地市場的物美價廉日益受到本港市民的重視。這種兩地市場雙向的流動互動，是市場一體



◆圖為「山姆店」港人掃貨盛況。資料圖片

化的表現。本港商家應該正面看待這種良性競爭，積極提升產品和服務的競爭力，不能再視本港為一個細小的封閉市場而墨守成規。

譯文

Recently, it has become a growing trend for Hong Kong residents to "trip north" to Shenzhen for consumption and a local travel agency has launched the "Sam's Club Shopping Tour", which has attracted more than 3,000 bookings, and 50 tours in this month are almost fully booked. As the one-day living sphere of the Greater Bay Area takes shape, the trend of Hong Kong-Shenzhen metropolis gives Hong Kong residents more choices for consumption and improves their quality of life, while at the same time stimulating local merchants to actively adjust their business models and promote differentiated development. In the long run, a market environment with healthy competition will definitely bring progress and facilitate market optimisation and development, and ultimately benefit consumers, which is good for the residents of Hong Kong and Shenzhen.

Since the full resumption of normal travel between Hong Kong and the Mainland, there has been a growing trend of Hong Kong residents going north for dining, accommodation and entertainment. On the one hand, this is due to the revenge spending after three years of the Pandemic;

on the other hand, the mainland's more innovative products and consumption models can satisfy Hong Kong people's curiosity about new products. In terms of changes in market ecology, the two markets in Hong Kong and Shenzhen are gradually penetrating and integrating, and it is very convenient for consumers to go north or south, which has virtually expanded the choices of Hong Kong consumers, upgraded the life quality of Hong Kong residents, and has a profound impact on the progress of the business environment in Hong Kong.

First of all, the northbound supermarket shopping tours are a reflection of the differentiated development between Hong Kong and Shenzhen. The local food and grocery retail market was monopolised by the two major supermarket groups, with similar shopping environments and similar product choices, making it a relatively typical oligopolistic market. In the early years, a large foreign supermarket group was set up in Hong Kong, but returned after a few years, showing a high degree of market monopoly in the local market. In contrast, the Mainland market is vast, with larger supermarkets and more choices of products. Apart from Sam's supermarkets which

are not available in Hong Kong, the first Costco in South China which will soon settle in Shenzhen has been targeted by many Hong Kong residents even before it opens, showing that the Shenzhen market across the river, has already brought effective competition to the local market.

Secondly, the northbound shopping wave can stimulate the improvement of cross-border consumption patterns, which is conducive to the further integration of the two markets. As the saying goes, where there is demand, there will be business opportunities. Take supermarket shopping tours as an example, apart from the increase in the number of Hong Kong customers in supermarkets, it has also given rise to a lot of demand for peripheral services.

For example, bus companies have been increasing the number of cross-border buses from Hong Kong to major supermarkets in the Mainland, express delivery companies have introduced a "half-day delivery" service to deliver goods to the doorsteps of Hong Kong residents, and even travel agencies have launched shopping tours. Hong Kong people can also capitalise on the business opportunities brought by this wave of cross-border shopping if they are smart enough. Similarly,

local large-scale shopping malls can also learn from the practice of the Mainland and improve the ancillary services for mainland consumers who go south for shopping, so as to achieve two-way healthy competition.

Moreover, the boom in cross-boundary consumption can stimulate the transformation of the local business environment, which is good for enhancing Hong Kong's market competitiveness in the long run. Hong Kong is a free port and it is very convenient for goods to be imported and exported. In the past, it was precisely by virtue of this advantage that mainland consumers favoured Hong Kong. Nowadays, many mainland tourists still like to shop in Hong Kong, but comparatively speaking, the quality and low price of goods in the mainland market are increasingly valued by Hong Kong residents. This two-way flow and interaction between the two markets is a manifestation of market integration. Local businesses should take a positive view of this kind of healthy competition and actively enhance the competitiveness of their products and services, instead of regarding Hong Kong as a small and closed market and keeping stuck in a rut.

◆ 瑣語

拉長臉不開心 撲克臉難揣測

英語世界

近年流行用社交媒體和應用程式溝通，

不時用到不同的表情符號。面部表情可以傳遞情緒和感覺，一些形容面部表情的用語其實亦反映了心態和想法。

開心的時候會展現笑容，嘴角上翹，面部看起來闊一點，但是悲傷的時候，嘴角向下，眼睛下垂，面部看起來長一些，所以有「拉長了臉」的說法，英文的 long face 是失望、悲哀的表情，說某人 have/wear/pull a long face 拉長了臉，即是說這人不開心，哭喪着臉，而 long-faced 是形容詞，形容人神情憂傷。日常生活中，見到親人朋友表情哀傷，問候一下，會說 why a long face? 即是何事不開心。

Everyone is long-faced, without a smile during the recession.

經濟衰退時，人人都一臉愁容，沒有半點笑容。

Tell me what happened. Why a long face?

告訴我發生什麼事，因何滿臉愁容？

除了 long face，亦有 straight face，字面上是拉直了臉，其實是板起面孔，裝出嚴肅態度，隱藏真正的想法，特別在某些場合，發生了有趣可笑的事情，但感覺不應該露出笑意，於是繃緊了臉，收起了表情，這時就可以說 wear/put on a straight face 板着臉，又或者用形容詞 straight-faced。

They tried not to laugh and kept a straight face when the chairman made that terrible mistake in his speech.

主席發言時犯了嚴重錯誤，他們努力板着臉，忍着不發笑。

The students were straight-faced when the teacher came.

老師來到時，學生都裝出一本正經的樣子。

有些時候，嚴肅的表情不是裝出來的，例如參加比賽的時候，往往都神色凝重，故此表情嚴肅，有所謂 game face，game 是比賽，要贏得比賽，需要下定決心，意志堅定，表現在面部，就是一副堅定不移，決心要贏得比賽的嚴肅表情。很多運動員在

賽場外都輕鬆活潑，但在比賽時不苟言笑，緊張地應付賽事，全神貫注，希望獲勝，這時可以說他們 have/wear a game face，又或者用形容詞，說他們 game-faced，應用於日常生活，game face 可以描述一些人堅定的心態，決心達成目標。

He treats every match seriously. He has a game face on in all competitions.

他對每場賽事都很認真，在所有比賽都表現出戰意十足。

He is game-faced all the time recently because he is working really hard for the project.

他最近常常一臉不苟言笑的表情，因為他正為那個項目努力苦幹。

一些人不容易把想法和心情寫在臉上，善於隱藏，經常聽人說 poker face 撲克臉，poker 是撲克牌，玩撲克牌遊戲的時候，參與遊戲的各人都會木無表情，不動聲色，不讓對手知道自己手上的牌是好是壞，讓對手難以猜透。板起面孔，木無表情，是撲克牌遊戲的常用策略，現在引申 wear/put on a poker face，用來描寫某些人的面部毫無表情，沒有表露出任何感情或意見，沒有人知道他們真正的想法，同樣地，poker-faced 可用作形容詞。

She keeps everything to herself and puts on a poker face all the time.

她把一切都埋藏心底，臉上常常不帶表情。

He has no poker face. You can tell what he likes or dislikes from his face.

他不是喜怒不形於色的人。你可以從他的臉上看出他喜歡、不喜歡什麼。

The boss sat there, listened to their complaints, poker-faced. It was hard to know what he was thinking.

老闆坐在那裏，聽着他們投訴，木無表情，難以猜透他在想什麼。

保持一張毫無表情的臉其實殊不容易，亦不是經常有這個需要。面部表情和身體語言有助人與人之間的溝通和互相了解，所以還是多一些面對面交流，不要只用符號。

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譯員「隱身」工作 口譯獨具魅力

恒 大譯站

口譯是一種語言的互動

(interaction)，

轉化(exchange)和再詮釋(reinterpret)行為，互動的各參與方對譯員的工作自然存有一定期望，均可以發現這種對於譯員規範行為的期望，具體表現在設立了一些規範性(prescriptive)要求。比如國際會議譯員組織(AIIC)、國際專業口筆譯員協會(IAPTI)都在某種程度上明確要求口譯員必須保持中立，不對講話內容進行評價或添加個人觀點，維護職業保密性。

法國譯者協會(SFT)《口譯專業倫理守則》第一章總則第二條即規定「口譯者進行翻譯必須嚴謹，精確且完整無改動」。美國譯協(ATA)和澳洲譯協(AUSIT)的專業行為準則均強調保密性、中立性和專業素養。加拿大口譯協會(ATIA)則認為口譯員應保持中立、客觀，避免受主觀因素影響。

中國翻譯協會也在《職業譯員道德規範》「行為中立」一條中要求「口譯員及手語譯員在翻譯過程中，除了對可能造成誤會的文化障礙進行必要解釋外，不應對任何人和事發表意見或給予建議。除必要的資訊確認，譯員不應打斷或介入談話。」

由此可見，「客觀中立，無有偏頗」是對於口譯員角色的一項基本行為規範和社會期望。

口譯講求準確、完整與忠實

幾乎所有類型的描述性(descriptive)口譯研究都存在一種共識，即在實際從事口譯工作的過程中，譯員角色不太可能是僅僅簡單參與語言轉換或者中立。中立性或譯者「隱身」作為一種約束性規範，雖然是以絕對的形式提出，但是在實際操作中卻只能盡力而為。

無論是教授口譯的專業院校，或者行業協會都確切規定口譯員應該「隱身」，但實際上，個體譯員只能在某些情況下做到完全中立或「隱身」。

儘管絕對的客觀中立在口譯中甚少存在，但無論是中立性、忠實還是「隱身」的要求，其實從本質上來說，都是希望口譯員能夠將說話人表達的目的和概念，準確(accurate)、完整(complete)與忠實(faithful)地傳遞給彼此，要求譯員本身最小程度地干擾原語表達者的意涵，盡可能準確、全面、完整地將意思傳遞給譯入語聽眾。

在外事活動的口譯中，這一原則或許會被輕微地進行調整。比如，中方譯員要敏感地聆聽並捕捉到譬如“Nansha Islands”與“the Spratly Islands”，“Diaoyu Islands”與“the Senkaku Islands”這些英文用詞在外事立場上的區別，謹慎並成熟地正確選擇傳譯。

筆者曾經有幸在2018年第五屆世界佛教論壇(中國·莆田)中，獨自承擔全國政協常委、中國佛教協會副會長第十一世班禪大師額爾德尼·確吉傑布會見蒙古國代表團時的交替傳譯任務。在班禪大師與外賓一小時的會談過程中，譯員既要用英文準確表達班禪大師富有禪機、智慧和佛理的中文意涵，又要對外賓用英文陳述的一些敏感議題或用詞，以最恰如其分且得體的中文表達進行轉化或弱化。

在譯員事先無法獲知任何會談綱要，亦無法提前準備的前提下，這是比較緊張和充滿挑戰的實戰任務。會談結束後，外賓剛剛離場，滿懷慈愛、充滿法喜的班禪大師主動對我點了點頭道：「你今天真是辛苦了啊……」那一刻，作為譯員的快樂與自豪瞬間全都湧上心頭，這也是口譯工作雖然高壓，但依然獨具魅力的體現之一吧。

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