

The BRIDGE



RICHMOND HILL & MARKHAM CHINESE BUSINESS ASSOCIATION
烈治文山市·萬錦市華商會

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New Media 新媒體

An Area of Unlimited Opportunities 商機無限的新興行意

"The polling of Internet users shows that friends' recommendations are the most reliable driver behind purchasing decisions. Right now that market is largely untapped. Facebook and other social networks can allow that to happen." Yuri Milner, Russian social-media investor.¹

To start a new business in the media industry will need lots of capital. Yet, potential in the industry is attractive. The attraction grew when "new media" was introduced in the later part of the 20th century.

New media is a combination or amalgamation of traditional print media with electronic media, with the primary distribution of the latter by way of Internet. With the popularity of digital computers, new media has basically transformed all traditional media. Newspapers or magazines can update their contents almost immediately. Readers do not need to wait until the next morning or the next issue to learn what is happening at such very moment.

Digital technology also means that audiences of traditional analog broadcasting such as television and radio can now have on-demand access to media content. Audiences do not need to rush home in order to watch a program, or to preset their recording machines before they leave.

In this issue, we are looking into the business of two of our members from the media industry. Weblocal.ca is a newcomer to new media (story p.11), while Wow TV is a new-born traditional broadcasting media outlet equipped with digital technology (story in p.4).

The advent of new media has drastically changed the way of doing business. New media itself is more than a marketing, information and entertainment tool. It is the connection and relationship between retailers and customers, between the organizations and their members, between the government and the citizens, and even



圖片來源 source: www.conversationagent.com

將傳統的文字及電子媒介結合起來，傳播途徑是互聯網。

先進的通訊科技及電腦將數碼化的文字、聲音及影像，迅速傳送開去。於是報章雜誌可以即時報道，讀者無需等待至翌日或下一期，才能看到這刻所發生的事情。

電子媒介的廣播概念亦受到衝擊。觀眾或聽眾無需擔心錯過好節目，亦不用預先調校錄像機。電子媒介只要將節目上載至互聯網，觀眾聽眾隨時可以下載欣賞。

俄羅斯一位社交網站投資者Yuri Milner指出：一項針對互聯網使用者的市場調查發現，他們都是依據朋友的介紹作購物決定的。這個市場尚未開墾，一些社交網站如Facebook等將可打入這個市場。^{註1}

among strangers.

A report on the market penetration of the new and traditional media shows that it takes four years for the Internet to reach 50 million consumers. To reach the same amount of consumers, TV will need 13 years and radio takes 38 years.² This helps explain why all traditional media has sorted to the internet to enhance their content and to expand their reach to the public.

¹ "Great New Media Quotes" by Nicola Ziady, <http://nicolaziady.wordpress.com>

² "Our time to lead: The future of the internet", The Globe and Mail(環球郵報), Nov 17, 2010.

新媒體這個名詞，在上世紀後段時間開始出現，漸而普及起來。所謂新媒體，可以說是

本期將會介紹兩位從事媒體事業的會員。Weblocal.ca是新媒體的新丁(詳見第11頁)，而加華視訊Wow TV則是新成立，全用數碼廣播的傳統媒體(詳見第4頁)。

新媒體的誕生，令到媒體不再只是資訊、推廣及娛樂的工具，而是一種關係，一種互動，聯繫著零售商與消費者，組織與成員，及政府與市民等。即使是互不認識的陌生人，也能通過這媒介連繫起來。

根據《環球郵報》於2010年11月17日發表有關互聯網的專題報道指出，要將訊息傳達給五千萬個用戶，互聯網需要四年時間，但電視需要13年，而收音機更加要長達38年的時間。^{註2} 這數據說明了為何所有傳統的媒體，都需要運用互聯網，令其內容更豐富，接觸面更廣闊。

President's Message 會長致詞



The 2010 Ontario Municipal Election is over. Out of the ten members of our Richmond Hill & Markham Chinese Business Association who ran for offices, five were elected. They include the re-elections of Mr. Dave Barrow for the Mayor of Town of Richmond Hill, Mr. Frank Scarpitti for the Mayor of the Town of Markham, Mr. Vito Spatafora for the Regional and Local Councillor of Richmond Hill, and Mr. Godwin Chan for Ward 6 Councillor of Richmond Hill. They are all re-elected with a landslide victory.

Their victories are evidence of their hard works and acknowledgement of their contributions to the communities through their previous terms. We hope that they will continue on their good works, and help local business grow further. Messages from the two Mayors to the members of RHMCA can be found on page 6 and 7.

Another winner of the election is Mr. Castro Liu. It is Mr. Liu's first time in running for public office. He had run an incredible campaign and won the seat of Ward 3 in Richmond Hill. We hope that the young and energetic new councillor will bring forth new ideas to the Council.

One of the virtues of the democratic system is about participation. We herald to candidates who believe in serving the community without hesitation on whether winning or losing the election of office. Five of our members being candidates in this election do not make it to the Council this time. They include Mr. Gin Siow, Mr. Khalid Usman, and Ms. Ivy Lee in Markham, as well as Mr. David Cohen and Mrs. Lidia Kafieh in Richmond Hill. Yet, they left the race with dignity. Their passion and determination in serving the communities will be seen in some other areas.

Lastly, please allow me asking your applaud to these members for their courage and dedication towards the communities. We hope that they will keep on their efforts in helping the business sectors as well as all other communities in Richmond Hill and Markham.

Will Sung
President, RHMCA

安省 2010 年市政選舉圓滿結束。本會共有十位會友競逐烈治文山市及萬錦市新一屆市議會席位，當中有五位順利當選。計有高票連任的烈治文山市市長巴羅、萬錦市市長薛家平、烈市區域議員施偉圖及烈市第六區市議員陳志輝。他們高票當選連任，引證了他們過往政績斐然。本會期盼他們百尺竿頭，更進一步，為區內商界的繁榮再展鴻圖。兩位市長給本會的說話，詳見第六及第七版。

另一位廖立暉君初試啼聲，一鳴驚人，當選烈市第三區市議員。本會相信以廖君年青的思維和充沛的活力，亦將為烈市議會創造新猷。

民主制度精神可貴之處，正是為民請命者乃當仁不讓，百駿競走，不計得失。

是屆市選亦有五位會員於選舉中未能一竟其功。計有萬錦市的蕭成振、奧士民、李信杏和烈治文山市的高文及 Lidia Kafieh。然而他們雖敗尤榮。他們服務社群之熱心和宏志，相信將會在另一層次為市民發熱發光。

最後，讓我再呼籲各會員向我們剛努力於競逐公職為民的十位會友，再三歡迎，期盼他們獻力為本區商界再放異彩。

宋偉
烈治文山市萬錦市華商會

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Seasonal greetings:

Because your support has made it possible for this Association to grow, it's a real pleasure at this holiday time for the Board to say "thank you" and we wish you a full year of happiness and success.

Board of Richmond Hill & Markham
Chinese Business Association



RICHMOND HILL & MARKHAM CHINESE BUSINESS ASSOCIATION
烈治文山市·萬錦市華商會

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Local TV not Local

無遠弗介的本地電視台



is a local television network, but its broadcasting area has no boundary. Modern communication technology has enabled the network to reach out to audiences from almost anywhere.

Established in 2008, Wow TV is a new Asian television network. About 90% of its programs are in Mandarin or Cantonese, and the rest is in Vietnamese. It is the first Chinese digital network that is available 24 hours a day. And it is also the first multi-media Chinese network in Canada.

The television market is undergoing a milestone development when most Canadian television is due to switch from analog to digital delivery by August 2011. The new network was equipped with state-of-the-art digital equipments when it was started in 2008. But the most significant breakthrough of this new network is not in its digital production and broadcasting. It's their delivery network that gives them the competitive edge.

Similar to traditional network using cable or satellite television formats, audiences can subscribe Wow TV from the cable company to watch the entertainment, news and educational programs. But Wow TV is also an internet-based television.

"We have four different delivery channels: cable, IPTV¹, website and cellular phone apps," said Mr. Jihua Hu, Mandarin Programming Chief of Wow TV.

Other than these channels, there is planning for a fifth channel: other media websites. "We believe in cooperation rather than cut-throat competition. After our programs are broadcasted, they will be available on other media websites. This will enhance our audience. It is mutually beneficial to both of us," said Mr. Hu.

Most of the ethnic channels will import programs from their ethnic motherland to lower their production cost. However, Wow TV insists in local production. Programs from China, Hong Kong or Taiwan are only about 50% of their contents. They will produce their own current affairs or edutainment programs. Their stories about grass root new immigrants from China are not only popular in Canada. The

television networks in China are interested in the program and would like to exchange programs with them.

Wow TV是多倫多地區一家新成立的本地中文電視台，但其廣播範圍之廣，遠超越本地電視台的界限。該頻道是於2008年，順應著電視廣播事業的變化而誕生的。

Wow TV是加國第一家24小時廣播的中文電視台，亦是第一家全數碼廣播的跨媒體中文電視台。該頻道有九成時間播放華語節目，包括國語及廣東話，其餘時間是越南語廣播。

加國的電視廣播事業正面臨重大轉變。本國所有電視台將需於2011年8月之前，將現時的模擬廣播系統，全部轉為數碼廣播系統。因此Wow TV於2008年開台時，已全面裝置了最先進的數碼設備。但令該頻道與現有中文電視頻道不同者，並不是數碼製作及廣播，而是電視節目的播放渠道。

據電視台國語節目發展部主任胡紀華表示：「我們一共有四種不同的廣播途徑：有線電視、寬頻電視、網站及手提電話下載。」寬頻電視令到不是有線電視訂戶的觀眾，利用互聯網收看電視。除這四種渠道外，Wow TV其實在策劃第五個廣播渠道：其他媒體的網站。

胡紀華表示：「我們認為媒體之間不一定只存在競爭，可以是合作對象。我們的節目播出之後，可以放在其他媒體的網站，供網民下載。這樣對我們及合作伙伴都有好處，正是互惠互利。」

一般來說，族裔電視台都會從祖家購入節目，以減低製作成本。不過Wow TV堅持本地製作。目前他們本地製作的節目佔了整體節目的五成，內容包括時事清談及富有教育性的娛樂節目。一些節目如關於草根階層中國新移民在加國的故事，不但受到本地觀眾歡迎，連中國的電視台亦垂青，提出與Wow TV以交換節目的形式合作，互相播放對方的節目。

¹ Internet Protocol television (IPTV) is a system through which Internet television services are delivered using the architecture and networking methods of the Internet Protocol Suite over a packet-switched network infrastructure, e.g., the Internet and broadband Internet access networks, instead of being delivered through traditional radio frequency broadcast, satellite signal, and cable television formats.



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Messages from the Mayors 市長的話

"In Richmond Hill, Mayor Dave Barrow runs one of Canada's best-rated cities for attracting new residents and economic opportunities". Toronto Star October 2010

Strong Leadership will be required during this next term of Council.

This process starts with **A New Cultural Plan**. It has been said that arts, culture and heritage are cornerstones in developing a vibrant, attractive, resilient, competitive and creative community. This plan will identify our cultural, historic and community resources that will provide creative and competitive advantages for our citizens and businesses.

The Economic Development Strategy will be a focus of this new Council.

Invest in Richmond Hill will link more effectively with newcomer communities and associations to attract and retain entrepreneurial residents, ensure adequate supply of small high-quality space for start-ups and leverage the existing local and regional business support structure. It will seek a post-secondary institution presence in Richmond Hill and host symposiums to galvanize support the creative entrepreneurs and enterprises identified in the Cultural Plan.

The establishment of a Business Leadership Council to provide insight and advice through networking and brainstorming sessions will start early in 2011.

We will be looking for participation of the RHMBCA members whose linguistic and cultural skills as well as experience in dealing with China to play a prominent role in this Business Leadership Council.

The Office of Economic Development (OED) is responsible for the attraction of new investment to Richmond Hill, working with local businesses to help them expand, and assisting business entrepreneurs within the community.

The OED offers a wide range of services to facilitate this mandate, including, site selection services, investment marketing, research and communication of economic indicators and the local real estate market, facilitation of strategic/economic alliance partnerships, small business consultations, downtown facilitation and film and conference attraction.

The Town also created a new Economic Development video to promote and attract new business to Richmond Hill. The video was completed in time for the recent trade mission to China in May and was also translated in Chinese. To view the strategy and the video, please visit the Economic Development section on the Town's website at www.richmondhill.ca/ccdev.

November 1, 2010

By Dave Barrow, Mayor of Town of Richmond Hill

2010年10月《多倫多星報》一段報道：「烈治文山市市長巴羅所帶領的烈治文山市，是加拿大其中一個最能吸引新居民及商機的城市。」

在新一個任期內，市議會所需要的是強而有力的領導。

這過程將由一個**新文化計劃**開始。文化、藝術與祖裔傳統是發展一個具活力、吸引力、反彈力、競爭力及創造力的社會。這個計劃需要找出我們的文化、歷史及社區資源，從而為本市居民及商業帶來創造及競爭的先機。

新一屆議會的重點是**經濟發展策略**。

“**投資在烈治文山市**”項目將會更有效地吸引及維繫企業家在市內發展。本市會加強與新移民社區及團體的聯繫，為創業家提供足夠的小型優質辦公室用地，供他們開業；另外亦會運用現存的本地及約克區商業支援資源，協助投資者。烈治文山市會爭取在市內設有專上學府，又會主辦座談會，加強對文化計劃內的創業家及企業的支持。

在2011年初，烈治文山市將成立一個商業領袖議會，通過交流會汲取商界的意見及提議。

我們希望烈治文山市萬錦市華商會的成員，能夠參加這個商業領袖議會並發揮積極作用。華商會的成員語言能力強，加上華裔背景，在文化及經驗上都是對華貿易的好伙伴。

烈治文山市的經濟發展辦事處主要是負責吸引投資者到烈治文山市投資，協助其在市內發展商機。該辦事處提供多項服務，例如選擇地點、推廣投資市場、提供經濟及市內房地產市場數據、推動經濟或策略性的合作、為小企業擔任顧問，以及將烈治文山市中心打造成電影及會議中心。

烈治文山市最近拍攝了一段推廣本市的片段，用以吸引投資者。該片段趕及在五月的大多市華商總會中國商貿團之前完成，並譯有中文。有興趣觀看片段及了解有關策略者，歡迎到本市網頁的經濟發展部門專頁瀏覽。網址為www.richmondhill.ca/ccdev。

巴羅
烈治文山市市長
2010年11月1日



Messages from the Mayors 市長的話



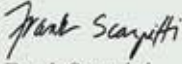
With the 2010 municipal election complete, it is now time for Markham's new Council to begin establishing our strategy for the next four-year term of office. The 2006-2010 Council term was one of the most productive periods in Markham's history and our achievements will serve as a solid foundation to move forward. I wish to thank each of the Council members from this past term of office for their tremendous contribution to our success and an exciting term of office.

Through our innovative citizen engagement program in 2006 - Click with Markham, we established our strategic plan - **Building Markham's Future Together** - and with it a number of significant action plans for development. We managed to keep tax rate increases at zero for the past two years, we launched an unprecedented building program - including seven exciting infrastructure projects through our funding partnership with the governments of Canada and Ontario - and we made substantial progress on a number of master plans linked to Building Markham's Future Together. Thank you to all the Councillors that made this possible: Deputy Mayor Jack Heath, Regional Councillors Jim Jones, Gordon Landon, and Joe Virgilio; Ward 1 Councillor Valerie Burke, Ward 2 Councillor Erin Shapero, Ward 3 Councillor Don Hamilton, Ward 4 Councillor Carolina Moretti, Ward 5 Councillor John Webster, Ward 6 Councillor Dan Horchik, Ward 7 Councillor Logan Kanapathi and Ward 8 Councillor Alex Chiu.

The 2010 Election experienced an excellent voter turnout of 35.5 % of total eligible voters. As with our election in 2003 and 2006, Markham continued to provide the convenience of on-line, internet voting for residents in this election and 16,456 residents chose to cast their ballot in this manner, or about 23% of all ballots cast. This year's election also brought new faces to our Council and I congratulate new council representatives, Regional Councillor Joe Li, Ward 2 Councillor Howard Shore, Ward 5 Councillor Colin Campbell and Ward 6 Councillor Alan Ho.

Moving forward Markham's Council will continue to keep a careful watch on our budget and taxes, and exercise fiscal responsibility as the economy, while gathering power, still remains fragile. Markham has gained increasing strength among municipalities largely because of budget controls, our innovative approach to planning, and our attention to citizen participation in our decision making. Through over 100 public meetings and information sessions we now have in place a number of significant plans for Markham's future growth and development. Our Diversity Action Plan represents a comprehensive plan to ensure equal opportunity exists for residents of all ages, backgrounds and abilities. The Integrated Leisure Master Plan is a 10-year strategy to guide Markham's decision-making for new parks, recreation, culture and library service and facility needs. Human activity is significantly changing the environment on a global scale and Markham's air, land, water and habitats are all affected. Markham's Greenprint Community Sustainability Plan will address these issues, and ensure we are a leading municipality in balancing the needs of economy, culture, and the environment.

Finally, Markham's award-winning economic development plan - Markham 2020 - provides an economic blueprint to further strengthen our rich commercial, retail and industrial base. To that end I'd like to thank the Richmond Hill and Markham Chinese Business Association for their continuing success as an advocate and representative for strong business in Markham since 1993, and the significant contributions you have made to our community.


Frank Scarpitti
Mayor
Town of Markham

2010年市政選舉圓滿結束，萬錦市新議會現在要開始制定未來四年的策略。2006-2010年度的市議會是萬錦市最具生產力的一個任期，奠下穩健基礎讓我們前進。本人謹此向上任所有議員致意，感謝他們作出巨大貢獻。

萬錦市於2006年推出富創意性的 Click with Markham，讓我們能與市民互動，確立了「共建萬錦市未來」的發展策略。這套策略為我們帶來一系列重要的發展，首先是連續兩年不用提高地稅稅率，又通過與聯邦及省政府的合作，開展七個基建項目。此外多個「共建萬錦市未來」項目亦取得實質進展。

展望未來，萬錦市議會將會謹慎理財，以面對仍然疲弱的經濟所帶來的挑戰。由於萬錦市嚴格控制預算，在策劃方面充滿創意，以及積極推動市民參與政策決定，令到萬錦市潛力顯著提升，領先於眾多城市。過去萬錦市共舉行過超過一百場的公眾諮詢會及發布會，制定了多項計劃。「多元化行動計劃」令到市內各年齡組別、背景及能力的居民得到平等機會。「綜合文康計劃」為未來十年的公園休憩設施，文化及圖書館等設備的發展訂下策略。而環境問題亦受到關注，因環境影響著萬錦市的空氣、水、土地及生態。萬錦市的「可持續社區綠圖」計劃，便是要確保整個社區在經濟、文化及環境三方面平衡發展。

最後，萬錦市獲獎的經濟發展計劃 - 「萬錦2020」，是一份增強萬錦市工商及零售業的經濟藍圖。我在此謹向烈治文山市萬錦市華商會致意，感謝他們自1993年開始，致力在萬錦市發展商業活動，對我們社區作出重大貢獻。

薛家平
萬錦市長

Family Business vs Modern Management

老字號的新一代



As soon as one steps into Ernest Cheung's office, one can easily tell from the smell that his business is about the traditional Chinese medicine. While Ernest is a western-trained modern business manager, his business, Kwok Shing Enterprise, is a more old-style trading and distributing company.

The business has a long family history. It had been operated in Hong Kong for decades before Ernest's family started a branch in Canada 28 years ago.

Born and educated in Canada, Ernest is not strong in the Chinese language. The herbs, traditional Chinese medicine and health food such as ginseng are all originated from China. Sometimes the names of the herbs are from ancient time and the characters are hardly used in the daily life. To learn to read these names and ingredients is not easy for Ernest.

Then there are thousand different types of herbal products that are not seen in the school text books. An important feature of the herbal products is the price frustration. Not understanding the characters and features of these products may end up with the wrong and costly products.

Another area that Ernest would not come across from his Business Administration education is the old-style management of the company. Kwok Shing Enterprise is not a text book case to business management students. The old-style Chinese way of doing business is about mutual trust and respect. A casual talk at the dim sum table can be a serious business

promise. Though Ernest would like to get the deal done in the conference room with a written agreement, he would sometimes respect the old fashion and follow this way of doing business.

Ernest has not put in many modern measures in managing the business. The unique nature of the business requires personal contacts. Thus the sophisticated online order or email communications are not heavily used. Only those from other provinces or far away from the Toronto area would place orders through their website.

A lot of non-Chinese people are seeking alternative medicines for illness or pains. Ointments like Tiger Balm and herbal cough syrups can be found in western pharmacies. Ernest believes that the natural herbal medicine will become more and more popular. Cold-fox is a good example of blending Chinese herbal products into the western medicine. However, to develop a product like this would require a lot of capital. It will also require a right management in the production. It may seem to be a far-reaching goal, but Ernest is definitely looking into it.

在香港經營了數十年，在加拿大亦成立了28年，國盛行絕對稱得上是老字號。然而管理這盤老字號生意的張文正，則是現代管理學的畢業生。

老字號的傳統經營手法，與張文正在課堂上所學習的企業管理哲學，截然不同。不獨如此，在加拿大土生土長的張文正，雖能說一口流利的中文，但中文水平始終不會很高。國盛行的業務，是代理傳統中國



Ernest Cheung (right) picked the lucky draw winner.
張文正(右)在本會活動上，主持抽獎，送出獎品。

草藥、中成藥及草本食物等，全部從中國運到。當中不少草藥的名字從古時沿用至今，已非日常用語，對於「讀番書」的張文正來說，單是學習閱讀這些名字及成份，已是一大挑戰。

挑戰二是各式各樣的草藥及草本食物。除了要認識這些產品，懂得如何辨別級數之外，還要清楚貨品的價格浮動特性，以免用優質貨的價錢購入劣質貨。

另一重大挑戰便是管理哲學的差異。華人營商傳統上都是講求信用及尊重，談生意交易都是說了便是，與西方商人要認真談判然後簽署協議，方法不同。這情況在老字號的家族生意裡，尤為顯著。不過在西方教育制度培育出來的張文正，亦懂得尊重這些傳統方法，並沒有強行要改變管理模式。

傳統藥物這行業需要多直接面談，現代通訊科技如電郵聯繫或網上訂購，都不能大派用場，採用者大多是偏遠或跨省的訂戶。

中藥雖然只是在中藥店才能買到，但一些甚受華人歡迎的中成藥如萬金油或川貝枇杷露，都可在西式藥房購買。而中草藥的天然成份，亦受到一些非華裔人士注意，一種近年流行的傷風藥便是加入人蔘及一些中藥成份。要再發展多些這類藥物不是不可能，只是需要龐大資金，以及必需能有效控制生產。這目標看似遙不可及，但張文正並沒有完全排除向這方向發展的可能性。

Events Calendar 活動

RHMCBA Event 本會活動

Membership Networking Night 會員聚會

January 25, 2011, Tuesday

6:00 pm - 10:00 pm

To be confirmed

Member \$25, non-member \$35

RSVP: info@rhmcba.ca or call 905-731 8806

Richmond Hill Small Business
Enterprise Centre 烈治文山市小型企業中心

Strategic Planning for 2011

December 16, 2010, Thursday

6:00 pm - 8:00 pm

225 East Beaver Creek Road,
Council Chambers, Town of Richmond Hill

RSVP: ecdev@richmondhill.ca or call 905-771 2523
FREE admission

Markham Small Business
Enterprise Centre 萬錦市小型企業中心

Safe communities incentive program

Dec 1, Wednesday & Dec 7, 2010, Tuesday

9:00 am - 1:00 pm

York Room, Markham Civic Centre,
101 Town Centre Blvd., Markham

For more information, please visit:
<http://msbec.markham.ca/workshops.htm>
FREE admission

Welcoming RHMCBA Members 歡迎新會員



Jing Li of Broad Media Inc.



John Yang of Everbest Produce



David Guo of Inovator Inc.



Representative from Village Nissan



Castro Liu



Khalid Usman



Paul Lai of YMCA Markham

Corporate Members

Village Nissan

Chris Campbell
Scott Campbell
Christine Miller

General Members

Footbar
ReMax Realty Goldenway Inc.
Eco Carpet Cleaning

Ivy Lee
Cindy Wong
Wing Lai
Justin Liu

Youth Members

Paintlounge
VA Photography

Beverly Au
Victor Au

Members' Business

Young Women Entrepreneurs: From Engineers to Art Cafe Owners!

Paintlounge, introduced by the Markham Small Business Enterprise Centre at our Mid-Autumn Festival Dinner, is now our newest youth member and entrepreneur!

The Paintlounge concept is collaboration between co-owners, Beverly Au and Samantha Chan. The two young ladies have engineering backgrounds. But both of them find art an effective method for stress relief. That's born the idea of Paintlounge, a cafe as well as a drawing lounge.

Customers can choose to enjoy a drink in a cozy creative environment, or purchase a canvas and partake in freestyle social painting! All paints and tools are included with the purchase of the canvas.

As a part of their grand opening celebrations, each guest painted collaboratively on large canvases, which are now used to decorate the space. Amongst their guests was the newly re-elected Mayor of Markham, Frank Scarpitti, who congratulated them on their entrepreneurial spirits and made his mark on Paintlounge. Details about Paintlounge can be found on their website, www.paintlounge.ca.





Riddle is a tradition in the festival. The 10 riddles of the night are good enough to keep guests busy at thinking. 嘉賓忙於猜燈謎。



President of RHCBA Will Sung.
本會會長宋偉



Guests of honour, Mayor Dave Barrow of the Town and Richmond Hill (2nd left, front row) and York Regional Police Chief Armand La Barge (2nd right, front row) and the board of directors.
當晚貴賓烈治文山市長巴羅(前排左二)及約克區警察總長樂巴治(前排右二)與本會董事會合照。



Event co-chair
Kenny Wan 晚會共同主席溫建業。



Event co-chair Ben Leung (right) with MCs Kit Wong (left) and Daisy Wai. 晚會共同主席梁萬邦(右)及大會司儀黃卓傑(左)和韋邱佩芳。

Guests of honour 晚會榮譽嘉賓



Ontario Minister of Tourism and Culture Hon. Michael Chan 安省旅遊及文化廳長陳國治



Mayor Dave Barrow of Town of Richmond Hill. 烈治文山市長巴羅



York Regional Police Chief Armand La Barge 約克區警察總長樂巴治

Table Tennis Tournament



David Ho (3rd left) and Alex Li (4th left) won the VIP team champion in the charity table tennis tournament organized by New Horizon Lions Club in this August.

本會前會長何應榮(左三)及會董李旭陽(左四)參加新里程獅子會的慈善乒乓球比賽,奪得VIP隊際冠軍。

Roundtable meeting with Minister of International Trade Peter Van Loan

Minister Peter Van Loan hosted a roundtable meeting this September with the Board of RHCBA in one of our director David Ho's office. There were about 20 people attending. The meeting was mainly about trading with China. Some attendees raised questions about the obstacles of exporting Canadian products to China. RHCBA directors found that the Canadian Government was not familiar with Chinese market. The Chinese business associations might be able to take an advisory role in this area.



courtesy of
www.newnews.ca
圖片提供: 加拿大新聞商業網



國際貿易部長范隆於九月份與本會董事會舉行圓桌會議,討論加中貿易問題。與會者認為聯邦政府對中國市場認識不大,華商會應可扮演諮詢角色。

Websites without domain names 沒有域名的網頁

Readers of The BRIDGE will remember in our last issue that we introduced our member Green Spa and its owner Joey Zhang. Joey is no techno-savvy. She does not have an email address, let alone a Green Spa website.

This has changed within a month. Log onto weblocal.ca, readers will find a profile page of Green Spa. From here potential customers can preview its services and locate the stores. Old customers can comment and rate their services, similar to products reviews in many retail websites. What more? Joey can be contacted through email, finally!

Joey did not develop a website for Green Spa, but weblocal.ca did.

Weblocal.ca is a business directory targeting local businesses. Though key competitors like canada411.ca or yellowpages.ca have been in the market for some time with strong market shares, weblocal.ca has its competitive edge.

"The major difference between us and our competitors is the content," said Jason Koenig, Senior Online Consultant of weblocal.ca.

"In our competitors' websites, you can only search names, telephone numbers and addresses of the businesses. But in weblocal.ca, there is a complete profile of our members. You will find their services or products introduction, pictures, videos and reviews by customers. You can also email our members directly through the contact tab."

No doubt websites can help promote business significantly, but many small business owners do not have the expertise to develop their own websites. Hiring professional website developers could be costly. Even after a website is finally developed, the key issue is how to optimize its ranking in the search engines.

Weblocal.ca has an agreement with Google to address this problem. When internet users google search a business which is listed in weblocal.ca, the webpage will appear in a higher position of the search results page. The higher the member profile pages on the result lists, the more visitors the pages will receive.

Weblocal.ca has a strong financial backer. It is a new business arm of Transcontinental Media G.P. The Montreal-based company is Canada's biggest commercial printer. It is also a publisher of hundreds of consumer magazines, community newspapers and French educational resources.

The advent of weblocal.ca has demonstrated that new media business is an area with tremendous potential to be explored. The company started in Montreal, and came to Toronto this April. It started with only two employees and now has expanded to a team of over 30 people within six months. The company is still rapidly expanding, and will offer website development, online consultant and website advertising services next year.



weblocal.ca team grew from 2 members to over 30 people. weblocal.ca的團隊從二人增至超過三十人，業務迅速擴展。

今時今日各大公司企業都會有網站，不過一些小生意未必有設立網站的認識，成本亦可能太重。像上一期我們介紹的會員 Green Spa。東主張淑芳對通訊技術一無所知。莫說網站，她連電郵地址也沒有。

但事隔一月，情況改變了。當登入 www.weblocal.ca 的網站內，便會找到 Green Spa 的專頁，裡面會有關於這家店舖的介紹，顧客更可以在網上留言，評論他們的服務水平。不獨如此，顧客還可以用電郵，聯絡張淑芳。

weblocal.ca是一本網上商業指南。它的主要競爭對手如 canada411.ca 或 yellowpages.ca，早已在網上商業指南的市場上，佔據有利位置，weblocal.ca如何與他們競爭呢？

該公司的高級在線顧問 Jason Koenig 表示，他們與對手的最大分別，在於內容。他指出，在一般的網上指南裡，只能找到商戶的名稱、電話及地址等，但在weblocal.ca，每個登記的商戶都有自己的專頁，內容除了服務或產品簡介之外，亦會有圖片、影片及消費者的評語。而公眾人士亦可透過這個網頁，與商戶電郵聯絡。

要在網上提高點擊率，首先需要讓更多人找到網站。為此 weblocal.ca 與 Google 合作，將該公司旗下會員商戶的網頁，排在搜尋結果的前列，以增加公眾人士登入他們網頁瀏覽的機會。

weblocal.ca是一家傳統媒體公司開創的新業務。母公司 Transcontinental Media G.P. 是加國最大的印刷商，旗下擁有數以百計的雜誌、地區報章及法文教育刊物。該集團開創 weblocal.ca，表明新媒體的生意商機處處。weblocal.ca先於滿地可成立，今年四月擴張至多倫多，直至十月份的半年內，員工人數從二人增至三十人，而且還不斷擴充業務。在明年，該公司將增加網站設計、在線顧問及網站廣告服務。



Antonio da Luz, Sales Director of weblocal.ca received membership plaque from Will Sung, President of RHMCA. 營業總監 Antonio da Luz 從本會會長宋偉手上，接過會員牌匾。

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Online Information Workshop for Small and Medium Businesses

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- Interaction with local and national experts.
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- Key elements to generate visits to your website
- 6-step strategy guide to help small and medium businesses convert leads generated online into revenue
- Overview of online success stories in your community

The first **100 registered** businesses will be entered for a chance to **win prizes.**

Admission: \$15 per attendee (By invite only - Spaces are limited)

All proceeds to be donated to the United Way.

For more information email us @ toronto@weblocal.ca