



Support Sister Associations to Challenge Shark Fin Bylaw

支持姊妹商會挑戰禁魚翅附例

The Toronto City Council passed a bylaw on October 25, effective starting September 1st, 2012, the city is banning the possession, sale and consumption of shark fin products. The proposed bylaw would impose steep fines on anyone caught selling, consuming or possessing shark fin: \$5,000 for a first offence, \$25,000 for a second, \$100,000 for a third or subsequent offence.

Anyone caught possessing drugs could be fined \$1,000 for a first offence. It seems that possessing shark fin is a more severe crime than possessing drugs.

Toronto is the fourth city in Ontario to enact a shark fin ban, joining Brantford, Oakville, and Mississauga (The Bylaw in Mississauga was passed in mid-October). Richmond Hill and Markham Chinese Business Association has been supporting Toronto Chinese Business Association in opposing the ban. On October 12, Ben Leung, Vice President (Development) attended a press conference organized by TCBA and expressed the Association's disagreements over the bylaw. Mr. Leung also joined a protest outside the Toronto City Hall on October 24 and October 25 for banning shark fins.

Legal to consume other shark products

The Chinese business associations questioned the rationale behind the ban, as shark fishing is legal in Canada; people can buy, possess, sell, distribute and consume shark meat legally in the country. The skin and bones of the shark are being used to make cosmetic and health products. If each shark has its own meat, skin, bones and fin, then why should shark fin be banned in the city when everyone else in the country, including Toronto, can consume other products from the same fish?

Both the Mayor and Deputy Mayor of Toronto disagreed with the shark fin ban, as environmental protection is a federal issue, it is not appropriate to be tackled at the municipal level. Once the bylaw is put into effect, it could embroil the city in a legal battle and waste a lot of tax payers' money.

Mr. Chungsen Leung, Parliamentary Secretary of Multiculturalism, and the founding president of RHMCA pointed out

that it was wrong for Councillor Chin Lee to tell opponents to turn to the federal government to specify which species of shark

could be legally consumed. There are hundreds species of sharks, but only 4 of them are regarded as endangered, including whale shark, and they are strictly prohibited from fishing or importing to Canada. Those sharks that are not endangered can be imported legally and consumed. The councillors should do more research before voting for the ban.

RHMCA is thankful that both the town councils of Markham and Richmond Hill are sensible for not making any ban on shark fins. In the meantime, the Chinese business associations continue to fight the ban. The concerned parties are going to form an alliance to revoke the Shark Fin Bylaw. Besides seeking intervention from the federal and provincial government, the parties want to educate the general public and the media. They feel that the media, particularly the non Chinese media have created a very negative impression on this issue, which needs to be corrected.

多倫多市議會 10 月 25 日以 38 票贊成、4 票反對及 3 票棄權，通過備受爭議的「禁止出售、擁有及食用鯊魚翅」附例，明年 9 月 1 日正式生效。禁令實施後，初犯者最高可被罰款 5,000 元，再犯罰 25,000 元，而第三次觸犯的罰款可達 100,000 萬元。然而，在加拿大藏毒首次最高罰款只是 1,000 元，換言之，藏有魚翅比藏毒是更嚴重的「罪行」。

多倫多是繼布蘭福德、奧克維爾和密西沙加之後，第四個通過立法禁魚翅的安省城市。烈治文山市萬錦市華商會支持多倫多華商會，反對訂立附例，並於 10 月 1 2 日出席有關記者會，表達反對意見，同時於 10 月 24 及 25 日到多市議會抗議。



Toronto Chinese Business Association held a press conference to express its view against the proposed Shark Fin Bylaw. It was supported by the other three sister Chinese business associations. 多倫多華商會於 10 月 12 日召開記者會表達對禁魚翅附例的意見。前排左起為士嘉堡約克區華商會會長蘇光宇、密市華商會會長朱洪恩、多倫多華商會會長張小惠、行政總監林綺華、烈治文山市萬錦市華商會前會長及現任副會長梁萬邦與多市商家和市民代表。

吃肉無罪吃翅犯法

華商會質疑多市禁翅的理據，皆因鯊魚業在加拿大是合法行業，人們可以在本國合法買賣、食用及藏有鯊魚肉及其副產品，例如用鯊魚皮及鯊魚骨來製造美容及健康產品。一條鯊魚有肉、皮、骨及翅，為何多市市民可以食用鯊魚的所有部分，惟獨不能吃魚翅？

多倫多市長和副市長都反對立例，原因是禁止食用、擁有及出售魚翅涉及環保問題，非市政府管轄範圍。附例一旦實施，可能會為市府帶來無可估計的法律負擔，不必要地浪費納稅人的金錢。

國法列明 4 種鯊魚不可進口

聯邦多元文化國務秘書、本會創會會長梁中心接受電台訪問時指出，多倫多市議員李振光叫反對禁翅的人士找聯邦政府界定哪些鯊魚可以食用的想法是錯誤的，因為加拿大是國際保障瀕臨絕種動物的簽署國。本國認為全球幾百種鯊魚中，有 4 種不合法及瀕臨絕種的鯊魚，牠們已經不能進口本國，當中包括鯨鯊，而沒有瀕臨絕種的鯊魚就可以合法進口及食用。市議員應該調查清楚才投票。

本會慶幸烈治文山及萬錦兩市的政府明白事理，沒有立法禁翅的打算。禁翅附例，實在是非常不公平，本會積極支持密西沙加及多倫多華商會，尋求法律途徑挑戰禁魚翅附例。多個關注團體包括幾個華商會正商討組成聯盟，推翻禁翅附例。除了尋求聯邦及省政府的干預之外，這些團體希望能教育公眾及傳媒有關事件的真相，特別是非中文媒體。團體認為非中文媒體有既定立場，沒有認真調查便支持禁翅，人云亦云，對業界及魚翅愛好者並不公平。



Let Your Voice Be Heard

In less than two months, we will mark the end of the first year for the second decade of the twentieth-first century. How well are we scoring in the past decade, on the personal side and the community at large? How should we position ourselves for the coming years?

No doubt everybody will agree that the world is getting more complicated, with complex issues of politics, uncertainty over the economy, and conflicting points of views which are neither

right nor wrong. It is difficult to educate our children, let alone to continue keeping our jobs or maintaining our businesses.

The recent shark fins ban issue is just one of the reflections of what have been taking place in the societies—the distortion of facts and justice. We should all have no objection that if a food product is legal, it should be allowed to eat. And our conscience also tells us to oppose to shark-fining, which is an inhumane and illegal fishing method to catch shark fins. While almost all countries around the world have imposed laws and measures to prevent shark-fining and follow the regulations in the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), some environmentalist organizations decide to make it an issue, and in a way polarize Chinese Canadians as people who are cruel to eat shark fins. Since shark fins are not “popular” and actually expensive to consume, the ban does not affect many people and thus the fight against the ban is supported only by Chinese Business Associations in the GTA and few other businesses. In “democracy” it is usually the louder voice wins so it is not a surprise that the Toronto City Council voted 38 to 4 in imposing the shark fin ban. Did the politicians really study the issue?

The movement of “occupying Wall Street” has now spread to Toronto and also Hong Kong. The “against poverty” organizations have done many protests and demonstrations in the past. I think most of you are not so “poor” that these are just “news” for you. However, do you know that the governments (United States, United Kingdom and also Canada, see page 113 of “Crisis Economics” by Nouriel Roubini) bailed out or provided guarantees to the “too big to fail” financial institutions, while, we, small shareholders, are holding shares with cents. In a way, the super rich stay super rich while our wealth, small as a RRSP has decreased in value. The bailout is also paid by our taxpayers’ money, now or future. Who should go to Bay Street and protest?

We are businessmen. We know about price, quality, market, production, distribution, etc. Politics is not in our sphere. However, the above two stories show that politic does impact our life in general and can increase or decrease your wealth, directly or indirectly. We are ordinary people, we cannot do much. Wrong! With the advent of so many media, print, TV, and particularly the Internet (Facebook, Twitter, Blogs...), you will be heard! Of course, I urge you to try to do businesses by taking advantage of the Internet and social media; the point here is that businesses aside, you are not small. If we don’t act, if we don’t express ourselves, we can’t protect our families, our wealth and our well-being.

Having said that, RHMBCA is a business association. Our main objective is to promote trade and business and attract investment. Please continue to support our activities including networking nights, seminars and trade missions. These are excellent opportunities that you can express your views, exchange ideas with other business leaders and meet our politicians who will be easier to talk to over wine and dine.

With December fast approaching, I would like to wish you all a Merry Christmas and a joyful holiday season!

Kenny Wan
President of RHMBCA

商人也要談政治

還有不到兩個月，2011年便會終結，我們如何去評價個人及社區整體方面在21世紀的頭十年的表現呢？我們在未來的年頭又如何定位呢？

無疑大家都會同意，世事愈趨複雜。政治及不明朗的經濟環境，加上對事物的不同觀點，不明對錯的矛盾，都會使問題更加複雜。我們難以教育孩子，更遑論保住工作或維持自己的生意。

近期發生的禁魚翅事件只是反映社區發生的其中一件扭曲事實及公義的事件。假如該種食品是合法的話，都應該可以進食。而良知亦告訴我們要反對以不人道及非法手段獵取魚翅的做法。很多國家均有立法遏止非法獵鯊取翅，聯合國已有國際公約可以跟從。一些環保組織卻將問題激化，分化國民，令人覺得加國華人吃魚翅很殘忍。由於魚翅在加國並不普遍，加上價格昂貴，禁翅對普羅大眾不會構成很大的影響，因此反對禁翅的只有大多倫多地區的幾個華商會及少數的其他業界人士。在「民主社會」裡，通常是聲大的獲勝，因此我對多倫多市議會以38票對4票通過禁翅附例並不感到詫異。但這些政客又是否真正研究過魚翅的問題呢？

「佔領華爾街」運動已蔓延至多倫多以至香港，「反貧窮」組織已經在過去舉辦了很多示威抗議活動。我想你們大部分並非很「窮」，因此這些事情只是作為新聞來看。然而，你可知道多國政府（美國、英國，以至加拿大，“Crisis Economics” by Nouriel Roubini, 第113頁）的救市措施，為那些「大至不能倒閉」的金融機構提供援助和擔保，所用的金錢都是納稅人所支付的？而我們這群小股東所持的都變成仙股。我們手上的退休基金價值大大縮水的同時，那班超級富豪卻仍然是超級富有。究竟誰應該去卑街抗議？

我們是商人，我們知道價格、品質、市場、製造、發行... 等等，政治並非我們的範疇。然而，上述的兩宗事件顯示政治對我們的一般生活造成衝擊，可以直接或間接地使我們的財富增加或減少。若你認為：「我們只是平民百姓，我們沒能力做些甚麼。」那就錯了！有這麼多的媒體如報紙、雜誌、電視，尤其是互聯網（Facebook, Twitter, Blogs...），你的聲音是會被聽到的！我提議你們利用互聯網及社交媒體的優勢去營商，但我想在這裡指出的是，做生意之餘，你並非微不足道。假如我們不採取行動，不表達自己的意見，便無法保護我們的家庭、財富以及本身的福祉。

話說回來，烈治文山市萬錦市華商會是一個商界組織，目的是推廣業務和吸引投資。請繼續支持本會的活動，如人際網絡之夜、研討會及商貿團。這是你表達意見、與商界領袖交換心得及與政界人士會面的大好機會。

在12月即將來臨之際，謹祝各位聖誕快樂！

溫建業
烈治文山市萬錦市華商會會長

Seasonal greetings:

A special greeting at Christmas time to express to you our sincere appreciation for your support. We are deeply thankful and extend to you our best wishes for a full year of happiness and success.

Board of Richmond Hill & Markham
Chinese Business Association

BOARD OF DIRECTORS



Kenny Wan
President



Annie Ho
Vice President
Administration



Ben Leung
Vice President
Development



Sunny Ho
Vice President
Legal Counsel



Michelle Chu
Vice President



Gin Siow
Vice President



Alex Li
Secretary



Ernest Cheung
Treasurer



Will Sung
Immediate
Past President



Kit Wong
Past President



Daisy Wai
Past President



David Ho
Past President



Andy Chan
Director



Antonio da Luz
Director



Gina Li
Director



Henry Liu
Director



Matthew Lyn
Director



Tony Ma
Director



Spencer Suen
Director



Joseph Wong
Director



Andy Wu
Director



Tom Yu
Director



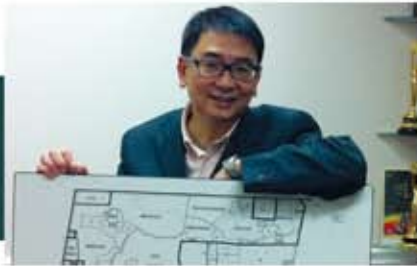
Oakley Chan
Associate Director



Perry Ng
Associate Director



Queenie Wong
Associate Director



Will Sung: Trying leads to success.
宋偉勇於嘗試，運籌帷幄。

Sung's Word of Wisdom in Doing Business

"Dare to attempt and prepare for the worst"

勇於嘗試 留有餘地 —— 宋偉的營商之道

"Dare to attempt; Prepare for the worst" is the motto of Will Sung, the immediate past president of RHMCA. Through trying new things, Will finds new directions for his business. And before the momentum dies down, he withdraws and seeks other opportunities.

After graduating from York University, Will returned to Hong Kong and worked for an advertising firm. Later he came back to Toronto and became a layout designer in advertising. In 1984, he started working as a part-time sales representative in real estate. "I found it hard to attain achievements as I could not spend enough time to sharpen my profession." So he decided to quit his full time job. "But the effort I put on advertising was not wasted, as that experience helped me when designing real estate projects."

Since starting his business in real estate, Will has been trying to explore different opportunities. "I have to thank an old friend of my father for enlightening me. In the '70s, most of the Chinese stayed around China Town, and only about 10,000 Chinese resided in Scarborough. This real estate predecessor foresaw the potential of Scarborough and built several plazas targeting the Chinese market which turned out to be a tremendous success." This impressed Will, which gave him the confidence in cultivating new areas.

Explored various opportunities

In 1988, Will set up a real estate firm – Landstars, with several fellow realtors. Besides being a brokerage, Landstars also sought opportunities to partner with developers in investing in property development, as this would make more profit than just receiving commission from selling property.

"There were many small scale builders in Canada. They needed agents to sell the properties, as well as capital to build them. We knew what they needed, so we partnered with by investing in their projects." At that time very few brokerages were involved in property development, so Will took the first step. Landstars partnered Times Developments Inc. to develop the commercial plazas between Bayview Ave and Leslie Street at Highway 7, including Golden Plaza, Jubilee Plaza, Golden View Centre, Time Square and Commerce Gate.

By the end of '90s, Will sensed that the Asian commercial complexes had reached its saturation point, so he turned to other areas. Starting in 2000, he invested in purchasing pre-sale condominiums in addition to selling them for builders. In mid-2000, Tridel planned to build a large residential area with townhouses and condos at Kennedy Road and Highway 401, known as the Metrogate. Seeing that Chinese people were getting richer and richer and that they were looking for investment opportunities in the global perspective, Will decided to set up an office at Shanghai with Tridel for Metrogate, hoping that through the investors of the properties, he could contact the source of the capital, which might benefit his company in the future.

Now Will has another move. "I am exploring the land market. We are planning to purchase farmland which has development potential." He is now studying the areas outside Toronto, Calgary and the United States.

A lesson that still hurts

An experience about 40 years ago taught Will a painful lesson, which changed his attitude in doing business for the rest of his life. "My family was well-off then. My father owned several restaurants while my mother invested in old residential buildings. At that time the stock market was booming. I was the eldest son and was about twenty years old. Thinking that it was a golden opportunity not to be missed, I convinced my mother to buy stocks." Just as they invested a lot of cash into the stock market, in 1973, the Hang Seng Index plummeted from 1,700 to 150. As his father needed liquidity for running business to maintain daily operation, Will's mother had to sell a substantial amount of her properties. "Even now when I passed the buildings which were once owned by my mother, it still hurts." Looking back at the mistake he made four decades ago, Will still has regrets.

After that, Will realized that there are no guarantees of success in investment, and that good times will not last. "Whenever you sense that the trend has changed, you got to leave, to be conservative, to spare and seek new opportunities," advised Will.

「勇於嘗試，留有餘地」是卸任會長宋偉做生意的座右銘。從事地產行業近 30 年，宋偉經歷過地產市場的盛衰循環，勇於嘗試的精神讓他不斷找到新的路向，加上深諳「見好就收，不賺盡最後一分」的道理，使他在地產界戰無不勝。

宋偉在多倫多約克大學畢業後回港工作，從事廣告行業，其後移民加國，最初在廣告公司做版面設計，並於1984年兼職當地產從業員。其後他覺得兩者必須擇其一，專注一項再集中火力「做好這份工」，才有成就。「兼職工作，尤其在最初階段，由於投入的時間不足，難以磨練自己以提升專業水平，也就無法在行業建立地位。」他有感不投入就不能凝聚智慧，於是放棄「靜」的廣告工作，全情投入「動」的地產行業。但他花在廣告界的心機並沒有白費，這些經驗對他日後設計地產項目也有幫助。

「我要感謝一位世叔伯，他啟蒙了我，讓我對開墾新領域有信心。」70年代華人主要集中在唐人街一帶，士嘉堡華人數目不到一萬，當時這位地產界前輩早著先機，發展士嘉堡商場，成績斐然，使年輕的宋偉無懼作出新嘗試。

尋找不同機會

1988年，宋偉與幾個搭檔開設了「富誠地產」。除了當物業代理外，富誠還找地產發展公司合作，投資在地產項目上，這樣可賺的更多。

「加拿大有很多小型建築商，他們當然需要合作伙伴替他們推銷樓房商舖，但同時他們需要資金發展，我們明白他們的需要，所以斥資與他們合作。」當時以合作伙伴形式投資地產的物業代理公司很少，本著成功在嘗試的心態，宋偉踏出了第一步。富誠先後協助發展沿著7號公路興建的黃金商場、銀禧商場、富景商場、時代廣場和金貿中心。

眼看在列治文山市及萬錦市7號公路一帶的華人商場已達飽和，宋偉遂改變策略，由2000年開始，從參與買地建築改為買賣樓花。2000年代中，Tridel打算在Kennedy與401公路的地段興建大型城市花園住宅區－楓雅居(Metrogate)，宋偉看到中國資金在壯大及向世界投資的勢頭，於是嘗試新模式，與Tridel合作，在2008年於上海開設楓雅居銷售處，除推銷樓盤外，還希望透過投資買樓的人士，接觸到資金來源，有助日後公司的發展。

現在，宋偉又有新搞作。「在摸索土地市場，發掘一些有潛質的農地然後收購，包括在多倫多鄰近的小埠以至安省其他地方、卡加利及美國。」

一個教訓影響一生

這位卸任會長謹守「留有餘地，不賺最後一元」的宗旨，皆因他年青時的一個慘痛教訓。70年代初，宋偉的家境相當富裕，父親開設酒樓、茶餐廳等食肆，母親則投資有道，手上擁有一幢幢的舊樓。當時股票市場十分興旺，少年輕狂，只有20歲的宋偉認為機不可失，於是說服母親投資股票。73年，就在他們把大部分現金投進股市之際，恆生指數從1,700點暴跌到150點。由於飲食業極需資金流轉，宋媽媽惟有把手上的物業賤賣套現。「現在每逢回港，路經曾是媽媽賤賣的舊樓，現已拆卸重建為新廈，心裡仍是戚戚然。」回想近40年前的錯誤決定，這位富誠創辦人仍一臉懊悔。

經此一役，他明白到投資不一定會成功，今天的好時勢不會持續不變，所以忠告大家「留有餘地」，看到時勢有變便應馬上離場，另覓新的契機。

「目前地產界跟風的情況嚴重，例如看到人家賣廣告，便一窩風的照搬。其實多花心思，嘗試新的路向，可能會有意想不到的收穫。」這是地產界老手宋偉給新晉的另一忠告。



溫建業特許會計師樓

Kenny Wan Chartered Accountant

服務忠誠 · 信心可靠



KENNY WAN

MBA, CA

可以幫到您！



- 特快公司註冊登記
- 精辦取消企業移民條件
- 生意策劃及銀行融資
- 稅務計劃省稅延稅
- 每月電腦會計及年結報稅
- 財務計劃保障資產

Business Incorporation Services
Entrepreneur Immigration Condition Removal Services
Business Planning and Bank Financing
Planning to Save and Defer Taxes
Computerized Monthly Accounting and Year End Tax Filing
Estate and Financial Planning Services

Liberty Square, East Building - Suite 306, 3621 Highway 7 East, Markham, Ontario L3R 0G6
Tel: 905-305-8089, 416-806-8865 Fax: 905-305-8580

Celebrated the Change of Leadership

The 11th Richmond Hill & Markham Chinese Business Association Inauguration and Charity Gala was held on September 24th at Hilton Suites Toronto Conference Centre and Spa. Mr. Kenny Wan is the 10th president of the Association. With about 600 business people, politicians and community leaders attending, the event was a huge success.

烈治文山市萬錦市華商會選出溫建業為新一屆會長，就職慶典於9月24日假萬錦市希爾頓酒店舉行，出席的嘉賓來自政商社界近600人。



Kenny Wan, the new president posed with some of the board members. From left: Joseph Wong, Daisy Wai, Alex Li, Matthew Lyn, Kit Wong, Gina Li, Kenny Wan, Will Sung, Annie Ho, Michelle Chu, Gin Siow, David Ho, Tony Ma and Ernest Cheung 本會部分會董與新任會長溫建業合照。



Kenny Wan, the new president of RHMBCA was pictured with Will Sung, the Immediate Past President before the inaugural ceremony. 宋偉(右)退下火線，由溫建業接棒，出任烈治文山市萬錦市華商會主席。



Mr. Chungsen Leung, Parliamentary Secretary of Multiculturalism and founding president of RHMBCA was with Mr. Dave Barrow, Mayor of the Town of Markham and Ms. Gloria Lo, Director of HKETO Canada. 聯邦多元文化國務秘書、本會創會會長梁中心出席晚宴，與烈治文山市市長巴羅及香港經濟貿易處處長盧潔瑋合照。



Daisy Wai, past president and director of RHMBCA was fastening a boutonniere for Mr. Costas Menegakis, MP for Richmond Hill. 烈治文山選區國會議員馬國基到場，由本會前任會長、會董章邱佩芳為他扣上襟花。



The Honourable John McCallum, MP for Markham-Unionville attended the Gala with his wife. 自由黨資深國會議員麥家廉(右二)與太太出席晚宴。



The Honourable Michael Chan, MPP for Markham-Unionville attended the Gala and was pictured with Will Sung (second from right), Ben Leung (first from left) and Ernest Cheung. 省議員陳國治與本會卸任會長宋偉(右二)、前任會長、現任副會長梁萬邦(左一)及司庫張文政合照。



Mr. Frank Scarpitti, Mayor of Town of Markham posed with Sunny Ho, RHMBCA's vice president and legal counsel and his wife. 萬錦市市長薛家平與本會副會長兼法律顧問何志立伉儷合照。



John Hauber, a piper of the York Regional Police led the VIPs to the Hall. 大會貴賓由約克區警隊笛手John Hauber引領進場。



Kenny Wan took the helm of RHMCA, with the goal of strengthening RHMCA in mind. 溫建業從宋偉手上接過木槌，今後兩年肩負帶領烈萬兩市華商會前進的使命。



Kenny Wan received congratulations from Will Sung and the two vice presidents, Ben Leung and Annie Ho. 新會長溫建業接受卸任會長宋偉及兩位副會長梁萬邦和何鄧小仙的祝賀。



Will Sung received an appreciation plaque from Chungsen Leung, founding president of RHMCA. 創會會長梁中心致送牌匾給到任會長宋偉，感謝他過去兩年擔任商會會長所作出的貢獻。



Special thanks to William Dong who bid \$1,200 for a calligraphy written and donated by Mr. Jingxian He, President of the Calligraphy Society of Canada. 加拿大書法家協會會長何鏡賢捐出個人書法作慈善拍賣，由William Dong 以1,200元投得。



Part of the proceeds of the gala would be used to purchase a community mobile unit for the York Regional Police. A model key was presented to the YRP and was received by Inspector Ricky Veerappan. 大會捐贈流動警崗給約克區警隊，由Ricky Veerappan 督察代表接收。



Benny Cheung, President of TCBA (second from left) and Stephen Chu, President of MCBA (third from right) joined RHMCA to celebrate the change of leadership. They were pictured with Gloria Lo (fourth from left), Director of HKE TO Canada. 多倫多華商會會長張小惠(左2)及密西沙加華商會會長朱洪恩(右3)出席本會新會長就職慶典，左4為香港經濟貿易處處長盧潔瑋。



Teenager popera singer Christopher Dallo led the singing of O Canada. 歌劇式流行曲歌手 Christopher Dallo 為大會領唱國歌。



Jimmy Lee, the President of Century 21 Landstars Realty Inc. and his wife. Century 21 Landstar Realty Inc. 主席李紀民伉儷共舞。



Kenny Wan with his wife Sherry danced at the Gala. 新任會長 Kenny Wan 與太太 Sherry 開心共舞。



David Ho, the past president and director of RHMCA and his wife Pamela. 本會前任會長及會董何應榮伉儷翩翩起舞，羨煞旁人。



Directors and the two masters of ceremonies for the Gala, Gina Li and Kit Wong. 本會兩位會董兼大會司儀李煒和黃卓傑舞姿不凡。



The guests had an enjoyable and memorable evening. 賓客們度過一個歡樂的晚上。

PR: The Value of Earned Media 公關：助你贏得媒體報道

Whether you are a small or large business, it is important to get your name into the minds of potential customers. The right strategy can help differentiate you from your competition and enhance your reputation. The marketing method you should choose depends greatly on what you want to achieve.

Many people have questions about advertising versus public relations (PR). These two industries are very different: advertising is what you say about yourself, public relations is what others say about you.

Advertising is a paid promotion by a firm of its products to its existing and potential customers. You control the audience, content, visuals, and timing.

Public relations is a planned process of strategic communication that creates the right environment to foster increased interest in your product or service. The process can involve reaching out directly to your customer base, leveraging key influencers to create buzz, creating an impactful event or managing media relations. One of the most crucial differences between public relations and advertising is that PR focuses on earned media. For example, when an editor takes interest in the news release, the readers, viewers or listeners learn about your company within the credible context of a story written or aired by the editor.

Benefits of PR

There are advantages for both advertising and public relations. Depending on your needs, here are the benefits of PR:

- Third-party endorsement... which lends credibility
- Less restrictive message content
- Cost effective
- Tailored to niche audiences
- Credibility factor makes PR a potent communications tool in building brand image

Conducting PR correctly requires an understanding of your audience and your company.

When building credibility and a relationship with existing and potential customers some questions to ask yourself include: Is public perception important to you? How connected do you want to be with your audience? How much do you value customer feedback? Do you want to stay up-to-date with what your customers are looking for? PR can assist in all of this (and more).

Whether or not you have staff in house who can assist with PR, it is often helpful to work with a PR agency in order to hone your strategies, help with the legwork, and monitor your impact and influence. Hill & Knowlton Canada is an industry leader in public relations, public affairs and strategic communications. The company specializes in corporate, crisis, consumer marketing, technology, natural resources, health care, digital communications, public affairs, and financial and investor relations. Hill & Knowlton's Multicultural Communications is a specialized service that takes into account the unique attitudes, ancestry, communications preferences and lifestyles of ethnic Canadians. With 80 offices in 44 countries they are closely connected by their shared culture of serving clients and adapting programs that fit individual needs.



無論你是小型或大型企業，重要的是你的品牌能夠被你的潛在客戶所了解。正確的戰略，可以幫助你從你的競爭對手脫穎而出，同時能加強你的品牌建設。你所採取的營銷策略需要根據你所要達到的目標而制定。很多人都把廣告和公共關係 (PR) 混為一談。其實這兩者存在根本上的區別：廣告是有關你怎樣訴說你自己，而公關則是別人怎樣談論你。

廣告是一家公司通過付錢的方式推銷自己的產品給現有的或者潛在的顧客。你可以控制你所要達到的目標客戶、內容、圖案以及發布的時間。

而公關關係是通過有計劃的戰略性傳播方式，為加強公眾對你的產品或者服務產生興趣而創造合適的環境。該傳播方式有可能會直接接觸到你的目標客戶，讓關鍵影響人創造一些轟動效應的事件，舉辦非常有影響力的活動或者主導媒體關係。廣告和公關最大的不同點之一是公關側重於贏得免費的媒體報道。比如，當一名編輯對你的新聞稿產生興趣並把它寫成或者製作成新聞，讀者、觀眾或者聽眾就能通過可靠的信息源獲知有關你所在公司的消息。

公關的優點

當然，廣告和公關各有優勢。根據你的需求，以下是公關可以給你帶來的好處：

- 第三方支持 - 會導致可信度
- 限制比較少的信息內容
- 低成本
- 為特定觀眾量身定制的信息
- 誠信因素使公關成為塑造品牌形象的一個強有力的傳播工具
- 正確地使用公關手段需要了解你的目標客戶和你所在的公司。

當你想用公關手段幫助你樹立品牌可信度、與現有的以及潛在的客戶建立聯繫時，你需要提出以下的問題：公眾的看法對你重要麼？你想跟你的目標客戶建立怎樣密切的聯繫？你認為衡量客戶的反饋重要麼？你想對你的顧客的需求保持一致麼？公關可以在上述各個方面協助你達到目的（甚至更多）。

不管你公司內部是否有從事公共關係的員工，跟公關公司合作可以幫你提高你的戰略，收集素材，以及監控你的影響力。偉達公關加拿大公司 (Hill & Knowlton Canada) 是公關關係、公共事務以及戰略傳播的業界領袖。偉達 (加拿大) 目前開展的業務涵蓋眾多領域，包括企業傳播、危機事件管理、市場傳播、高科技與信息產業公關服務、醫療健康、數字傳播、公共事務以及財經公關和投資者關係等等。偉達的多元文化部門更是考慮到根據加拿大不同少數族裔的特殊需求、文化傳統、溝通喜好和生活方式為你提供專業的公關諮詢，以達到你的傳播目的。由於偉達一貫傳承的共享文化，他們也跟遍布在44個國家的其他80個辦公室保持密切聯繫，為客戶制定滿足個性化需求的方案和服務。



RE/MAX EXCEL REALTY LTD., BROKERAGE

50 ACADIA AVENUE,

SUITE #120

MARKHAM, ONTARIO, L3R0B3

P: (905) 475-4750 F: (905) 475-4770

WWW.REMAXEXCEL.COM

AT YOUR SERVICE ...

... WHEN YOU'RE READY TO MAKE YOUR MOVE

我們的專業團隊 將竭誠為您服務

明智選擇 認明商標

當選擇以安省旅行業委員會 (TICO) 註冊的旅行社訂購旅遊時，
即可獲得安省給消費者的法律保障。
要有明智選擇，請認明有 TICO 商標的旅行社。



欲知更多關於 TICO
可怎樣保障您的旅行投資，
請瀏覽網頁 www.TICO.ca
或致電 1-888-451-8426 查詢



An enjoyable evening 嘗美酒會良朋

This year's wine tasting event was held on July 28 at Willow Springs Winery in Stouffville. About 40 people attended and enjoyed the wine collected by Tony Hung. Tony also shared his wine knowledge with the attendees.

今年品酒活動於7月28日在史維托夫市的Willow Springs Winery舉行，由酒藏家孔德華提供珍藏法國佳釀與40位出席者共嘗美酒，並分享他的品酒心得。



Cheers! You want a sip?
飲勝！你也來嘗一口吧！



Attendees were interested in the wine introduced by Tony. 出席者對孔德華推介的法國紅酒甚感興趣。



Allan Fok (middle) won a bottle of wine in the lucky draw. The prize was presented by Tony Hung (right). Ben Leung was the master of ceremonies for the event. 霍兆堅(中)是當日其中一位中獎的幸運兒，獲贈紅酒一支，由孔德華頒獎。旁為司儀梁萬邦。

Look for TICO Logo Before You Book 預訂前三思



Industry Council of Ontario (TICO).

Everyone looks forward to their vacation and hopes that it would be a memorable one. To protect your travel investment and provide yourself peace of mind throughout the process, make sure the travel agency you book with is registered with the Travel

All travel agencies in Ontario are required to be registered with TICO. TICO is responsible for the regulation of all travel agencies in Ontario as well as monitoring travel agencies to ensure they are adhering to the province's consumer protection laws. When you purchase your travel services from a TICO-registered travel agency you are also protected by an industry financed Travel Compensation Fund.

So make a smart decision when booking your travel. Look for the TICO logo and the company's TICO registration number.

Find out all the ways TICO can protect you by visiting www.tico.ca or calling 1-888-451-TICO.

每個人都憧憬自己的假期會留下美好回憶。為了保障您的旅行投資，在整個過程中讓自己放鬆心情，請務必從安省旅遊業協會(TICO)註冊的旅行社預訂您的旅行服務。

所有安省的旅行社都必須在TICO註冊。TICO負責監管安省所有的旅行社，確保他們遵守安省消費者保護法。當您從一家TICO註冊的旅行社購買旅行服務時，您還受到行業資助的旅遊賠償基金的保護。

所以在預訂旅行時，必須查看TICO的標誌，確保為您提供服務的旅行社已經在TICO註冊。欲了解TICO的各種保障措施，請瀏覽www.tico.ca或致電1-888-451-TICO。

接第一頁>>

Letter to the Editor

從禁魚翅立法的過程中 得到的一些示啟示

今天的議事廳，只要覺得是「對的」，沒有法律依據也照樣可行，是否鼓勵公民抗命？

立例而無法或無意執行，只想有阻嚇作用，是否白色恐怖的一種？

不安其分，只求出位，無視三級政府的權範，是否意味著聯邦破產？

保鯊魚是運動，歷史巨輪，廿多年的抗爭，也只為了禁翅而不禁殺鯊魚，這樣斷章取義是否可取？

情蓋理，理越法，法治何在？

議會不聽全部民意，不接受專業意見，漠視事實之全部，是否民主倒退是今天民意之潮流？

議事廳的存在價值備受挑戰！

議員們的辦事及思維能力受質疑！

在民主制度下的無奈選民，下次選舉，應更英明吧！

梁萬邦

烈治文山市萬錦市華商會前任會長、現任副會長(發展)

"Photo courtesy of Toronto Chinese Business Association"



About three hundred people gathered outside Toronto City Hall to protest against the Shark Fin Bylaw. 近三百個商家及市民於市議會大樓外靜坐抗議，不滿市政府立法不公及不負責任。

Breakfast with Tony Clement 與國庫局局長共晉早餐



President Kenny Wan and Vice President Ben Leung had a breakfast meeting with the Honourable Tony Clement (front row, fourth from right), President of the Treasury Board on October 31, 2011. The meeting was about "What the Government of Canada is doing to promote and strengthen the Canadian economy". Stephen Chu (third from left), President of MCBA; Benny Cheung (front row middle), President of TCBA; Victor Ou (fourth from left), President of CCBCC and Peter Kwok (front row, second from right), Deputy Director of Hong Kong Economic & Trade Office also attended the meeting.

溫建業會長(左2)與前會長、現任副會長梁萬邦(前排右3)於10月31日與國庫局局長甘禮明(前排右4)進行早餐會議。甘禮明講述政府如何推廣和振興加國經濟。出席會議的還有密市華商會會長朱洪恩(前排左3)、多市華商會會長張小惠(前排中)、加中商貿促進委員會主席胡子修(前排左4)及香港經貿辦事處副處長郭仲佳(前排右2)。

Past President David Ho (back row 2nd left), Director Alex Li (back row 1st left) and his two colleagues won the Champion of VIP Premier Team for RHMBCA for the 3rd consecutive year in the charity table tennis tournament organized by Canada-HK New Horizon Lions Club in September. David Ho also won the VIP Single Champion. Congratulations!

本會前會長何應榮(後排左二)及會董李旭陽(後排左一)連續三年為商會奪得9月份舉行的加港新里程獅子會慈善乒乓球賽VIP隊際賽冠軍。何應榮還在VIP單人賽奪魁。



Past President and Director Kit Wong (right) and Director Andy Chan won the Confederation Cup in the Confederation of Greater Toronto Chinese Business Association Golf Tournament held in July.

本會前會長及會董黃卓傑(左)與會董陳卓彥在首屆大多市華商總會舉辦的哥爾夫球比賽中，為商會勇奪華商杯。

Events 活動

RHMBCA Event 本會活動

RHMBCA AGM and Networking Night

Date: November 29, 2011, Tuesday

Time: 6:00 pm - 9:30 pm

Venue: Diamond Banquet Hall, 3225 Hwy 7 East, Markham

Fee: Members: \$25.00; Non-members: \$35.00

Enquiry and RSVP: info@rhmcba.ca; 905-731 8806

The BRIDGE

Published by:

Richmond Hill & Markham
Chinese Business Association
360 Hwy 7 East, Lower Level,
Richmond Hill, ON L4B 3Y7
Tel: (905)731-8806; Fax: (905) 731-8867
Info@rhmcba.ca; www.rhmcba.ca

Editorial Advisors:

Will Sung, Daisy Wai,
Kenny Wan

Advertising:

Daisy Wai

Design:

Angela Tse

Editor:

Miranda Tsui
mirandatsui@rhmcba.ca

Welcoming New Members 歡迎新會員



Emma Huang (left) and Alda Lo
Hill and Knowlton Canada



Ben Ho
Benjamin Ho Dentistry Professional Corp.

GENERAL MEMBERS

RE/MAX Excel Realty Ltd. Brokerage

Jessica Cheung

Lin Niu

TD Canada Trust

Ken Fok

PharmEng Technology

Alan Kwong

eCosway

Daniel Mak

Con/cept 100 TransCanada Realty Inc. Brokerage

Michael Wu

Bob Saroya