

International Link

國際連線 雜誌 Magazine

2022年4月號

2022年4月號

April 2022

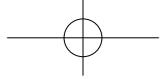
匈牙利總理 歐爾班
Orbán Viktor,
Prime Minister of Hungary

定價HKD: 42.00

ISSN 1998-538X



9 771998 538004



Wow Beauty Pro

共享美容院 加盟熱線: 35946712

地址: 尖沙咀金馬倫道23-25A號金馬倫廣場3樓

Address: 3/F, Cameron Plaza 23-25A Cameron Road, Tsim Sha Tsui, Hong Kong

一站式專業紋繡
美容 醫學美容服務
絕不硬銷



AirYacht offers a wide range of
the world's finest yachts for sale & charter

T: 2155 2252 | E info@airyachthk.com | W: www.airyachthk.com

今期主要内容

封面

- 01 匈牙利總理 歐爾班

封面故事

- 04 匈牙利總理 歐爾班

外交連線

- 06 太陽般的喜悅形象
14 無價的財富
19 火星區的激變及其意義
24 朝鮮的房屋建設
32 和平與穩定的保證
38 冒起的新一代

經濟連線

- 44 貿發局 MarketingPulse 及 eTailingPulse 論壇吸引超過二萬五千名觀眾

文化連線

- 48 2022 法國五月美食薈 - 「隆」漫美食學
58 香港優秀現代畫家、書法家、作家、美術教育家舒崇雲
64 劉勇中國畫「金荷魅影」「風卷荷花映魚兒」應邀參加「第七屆澳門國際荷花書畫作品展」
66 中華中醫院 弘揚中醫學

會展連線

- 68 八千名業界人士參與「香港國際影視展（線上版）」及首屆「亞洲影視娛樂論壇」
多功能網上平台續開放至五月中

消閒旅遊連線

- 74 四月 SPECTACULAR SOUTH AFRICA 精彩南非
#SACheersHK 攝影比賽 贏取精美南非禮品包
80 馬來西亞四月一日全面通關 是時候出發旅遊了!
89 Six Senses Fiji 四月一日重開

Main Contents

Cover

- 01 Orbán Viktor, Prime Minister of Hungary

Cover Story

- 04 Viktor Orbán, Prime Minister of Hungary

Diplomatic Link

- 06 Beaming Image of the Sun
14 Priceless Wealth
19 Blasting in the Hwasong Area and Its Meaning
24 Housing Construction in the DPRK
32 A Guarantee of Peace and Stability
38 For the Rising Generations

Economy Link

- 46 HKTDC's MarketingPulse and eTailingPulse draw more than 25,000 viewers

Culture Link

- 51 French GourMay 2022: Rhômanic Bistronomy
61 Shu Sung Wan - Hong Kong Outstanding Contemporary Artist, Calligrapher, Art Educator and Practitioner
64 Liu Yong - a Chinese famous painter will show his two paintings in Macao soon
66 Do our best to promote Traditional Chinese Medicine

Incentive and Exhibition Link

- 70 8,000 talents join FILMART Online and EntertainmentPulse
Online platforms accessible until mid-May

Leisure and Tourism Link

- 76 SPECTACULAR SOUTH AFRICA APRIL
#SACheersHK Photo Competition Win a South African hamper!
81 MALAYSIA REOPEN ITS INTERNATIONAL BORDER from 1st April It is time to travel again
89 Six Senses Fiji Reopens April 1



匈牙利總理 歐爾班

Viktor Orbán, Prime Minister of Hungary



匈牙利總理 歐爾班

匈牙利是中歐內陸國，面積約九萬三千平方公里，人口約一千萬，在歐洲屬中等發達國家。該國於第二次世界大戰加入軸心國，結果是傷亡慘重。二戰後匈牙利成為前蘇聯的衛星國，直至一九八九年十月二十三日才成為多黨議會制國家。一九九九年，匈牙利加入北約；二零零四年加入歐盟，二零零七年十二月二十一日成為申根公約會員國。

匈牙利民族主義者

歐爾班是匈牙利右翼政治家，他於一九六三年五月三十一日出生於塞克什白堡。一九八七年畢業於匈牙利羅蘭大學法學院。一九八八年他加入青年民主主義聯盟（簡稱青民盟），屬創會會員之一。一九九三年起任青民盟主席；一九九八年至二零零二年任總理；二零一零年五月再次出任總理；二零一四年六月連任總理；二零一八年五月再度連任總理。在這屆任期內，匈牙利國民議會發生一項重大爭議。二零一八年十二月十九日，議會通過新的「勞工改革方案」，賦予僱主更大權力，可要求僱員把每年加班時數從二百五十小時增至多達四百小時，拖延薪資期限延長至三年，引起勞工界的強烈不滿。

今年四月三日，匈牙利國民議會進行選舉，選出一百九十九位議員。當日投票率是69.59%，比上屆下跌0.14%。在這次選舉中，由歐爾班領導的「青民盟」得票率達53.1%，取得一百三十五席；反對黨「匈牙利團結聯盟」（由匈牙利六個主要反對黨所組成）的得票率是34.63%，取得五十六席，而極右翼政黨「我們的祖國運動」得票率為6.28%，獲七席。由於「青民盟」奪過半席位，因此，歐爾班可再連任總理四年。從近三屆國民議會選舉的得票分析，城市的選票大都投給在野黨，而執政青民盟的得票主要來自長年貧困的農村農民，他們受益於執政黨對農村的各種稅收減

免、燃料及某些食物價格的上限政策，加上匈牙利農民大都希望有穩定的生活，不大願意政府在某些政策上進行重大改革。由於全國農村選票比城市為多，因此，青民盟只要穩住農村的支持票源，但可保在選舉中勝出，執政地位便可延續下去。

歐爾班沒有蜜月期

雖然歐爾班可再度連任總理，但他並沒有蜜月期。他要面對及處理因疫情引發的通貨膨脹、經濟衰退等等內政問題。此外，他也要妥善處理匈牙利與歐盟的關係。自匈牙利加入歐盟後，雙方在同性戀、法治、移民等眾多議題上相悖，甚至有些議題是在匈牙利一票反對下而不能獲得通過。

眾所周知，歐爾班與普京的關係是非常友好的，俄匈兩國在商業，特別是能源方面的聯繫是緊密的。自俄烏戰爭爆發後，匈牙利與歐盟在這場戰事的態度上存在不一致的情況。二零二二年三月七日，歐爾班簽署一項法令，禁止通過其領土或直接向烏克蘭提供武器。他稱：「這一決定是為了保護本國的安全。」此外，他堅持向俄羅斯購買能源，甚至用盧布付款。因為匈牙利80%天然氣及60%石油是來自俄羅斯。他稱：「雖然我們譴責俄羅斯軍事入侵，我們也譴責戰爭，但我們不會讓匈牙利家庭付出代價」。有人稱歐爾班是一位「機會主義者」，他懂得抓住機會，利用匈牙利人的民族主義而成功上位。現在俄烏戰爭在進行，歐盟為了顯示歐洲的團結，確實難對他耐何。不過，他經常對歐盟某些議題持不同態度或做法，已引致某些歐盟成員國的不滿，不排除將來會考慮在某些議題表決時，暫停匈牙利的投票權，最嚴重的情況下，甚至會把匈牙利踢出歐盟。因此，歐爾班對歐盟的「走鋼索」性格，確是存在極大風險的。

編輯部



太陽般的喜悅形象 Beaming Image of the Sun

In the Democratic People's Republic of Korea, everyone can easily see the image of eternal President **KIM IL SUNG** (1912-1994) smiling as brightly as the sun. The people wear a badge bearing the beaming image of **KIM IL SUNG**.

His smile reflects his satisfaction and pride that he had done everything he could do as a human being and as a statesman.

During the Japanese military occupation of Korea (1905-1945) in the early days of the 20th century, he was born into a poor peasant family. Having set out on the revolutionary struggle in his teens he authored the Juche idea and the Songun idea, ideas of great significance for the Korean revolution and the cause of independence of mankind. During the long period of leading the revolution, he energetically conducted ideological and theoretical activities, developing those ideas into

encyclopedic guidelines in the struggle for independence, liberation and socialism and into a spiritual wealth common to mankind.

He brilliantly led the Korean revolution along the road to victory and gave a strong impetus to the cause of independence of mankind. He accomplished the cause of national liberation (August 15, 1945) by conducting a 20-year-long anti-Japanese revolutionary struggle, and founded the Workers' Party of Korea (October 10, 1945), organizer and guide of all victories of the Korean people. He successfully carried out the anti-imperialist, anti-feudal democratic revolution and, on the basis of it, founded the Democratic People's Republic of Korea (September 9, 1948), the first people's democratic state in the East. He led the Korean war (1950-1953) to victory by defeating the US-led allied imperialist forces. After the completion of postwar rehabilitation





and reconstruction and the socialist revolution, he organized and guided socialist construction of several stages, thus building the DPRK into a powerful socialist country, independent in politics, self-supporting in the economy and self-reliant in national defence. He performed undying exploits in carrying out the cause of reunification of the Korean nation by putting forward several proposals such as the three principles for national reunification, the plan for founding the Democratic Federal Republic of Koryo and the ten-point programme of the great unity of the whole nation, all called the three charters for Korea's reunification. He also rendered great contributions to accomplishing the cause of global independence through energetic activities for the unity and development of the world socialist movement and

the non-aligned movement.

His ennobling humanity grasped the hearts of all the people. Those who had met him, be they Koreans or foreigners, became fascinated by him and cherished the feeling of worship towards him in spite of themselves, transcending differences in political view and religious belief. Luise Rinzer, a prominent German authoress and a devout Catholic believer, praised him as a "divine being whether he liked it or not." Jimmy Carter, former President of the US, stated that President **KIM IL SUNG** was greater than George Washington, Thomas Jefferson and Abraham Lincoln, the most illustrious early US presidents, all combined.

The beaming image of **KIM IL SUNG** is expressive of his confidence and optimism in the bright future of

socialist Korea.

His ideology and cause were brilliantly inherited by **KIM JONG IL** (1942-2011), eternal Chairman of the National Defence Commission of the DPRK. **KIM JONG IL** systematized and developed in a comprehensive way the Juche idea and the Songun idea authored by the President so as to ensure that it shone brilliantly as an ever-victorious revolutionary theory guiding the cause of independence of the masses. In the closing years of the previous century, when the socialist cause in the DPRK was experiencing the worst trial owing to the intensive anti-socialist offensive by the US-led imperialist allied forces after the demise of President.

KIM IL SUNG, KIM JONG IL, holding the banner of Songun higher, led to victory the anti-imperialist,

anti-US showdown as fierce as a war, thus staunchly defending socialism; he not only unfolded a grandiose plan for building a thriving socialist country but also led the people to providing a springboard for its execution. Under his wise leadership, the DPRK attained the status of a space power and a nuclear power. **KIM JONG IL** formulated the lines and proposals for independent national reunification advanced by **KIM IL SUNG** as three charters for Korea's reunification and set up a new milestone for national reunification under the idea of By Our Nation Itself. Through adroit diplomatic strategies and energetic external activities, he rendered a great contribution to advancing the world socialist movement, securing peace and security in Northeast Asia and the rest of the world, and implementing the cause of anti-





imperialist independence.

Today, the cause of independence, Songun and socialism is being steadfastly carried forward by **KIM JONG UN**. Having been brought into the limelight of the international society as a young leader, **KIM JONG UN**, in just over four years after the demise of **KIM JONG IL**, has achieved eye-opening successes to the wonder of the world while resolutely frustrating the challenges of the US-led hostile forces: the Masikryong Ski Resort, Munsu Water Park, Rungna People's Recreation Ground, Mirim Riding Club, Mirae Scientists Street, Sci-Tech Complex and many other structures of lasting significance have been built in various parts of the country, two application satellites have been launched and an H-bomb test was conducted with success.

With the daily-changing looks of the DPRK that is leaping forward towards the status of a thriving socialist state, the beaming image of President **KIM IL SUNG** will shine for ever.

Kim Il Sung's Reverence for the People

As Christians revere God, **Kim Il Sung**, the founder of the socialist Korea, respected the people throughout his life. For him, the people were the almighty beings and the wisest teachers.

From the first days when he embarked on the road of revolution to win back the country from the Japanese military occupation (1905-1945), he keenly felt the greatness of the people many times.

It happened when he was waging the anti-Japanese

armed struggle in a guerrilla base along the Tuman River on the side of Northeast China.

In 1934 the Japanese imperialists threw 5 000 troops, guns and even planes into the attack of the Xiaowangqing guerrilla base. However, the number of the guerrillas defending the base was smaller than one percent of the number of enemy and, moreover, they were scantily armed with rifles and light machine guns. In this critical time the people in the base helped **Kim Il Sung** to find a way to defend the base. They turned out in a do-or-die struggle against the Japanese troops. Encouraged by their will of

resistance, he mobilized all the guerrillas and the people to the battle in defence of the base. The joint resistance struggle of the army and the people brought about a miracle of winning the battle.

As he firmly believed in the great strength of organized people, **Kim Il Sung** made a plan for enlisting all the people in the final offensive to destroy Japanese imperialism which was boasting of being the "leader of Asia." According to the plan, an all-people resistance was to be waged in step with the general offensive by the Korean People's Revolutionary Army.





Victory in the Korean war (1950-1953) in which the DPRK repulsed aggression by the imperialist allied forces can be called a miracle he created by mobilizing the strength of the people. The inexhaustible strength of the people single-mindedly united around **Kim Il Sung** realized the historic task of socialist industrialization in a short period of 14 years and turned the DPRK into a powerful socialist state, independent, self-sufficient and self-reliant in defence.

Kim Il Sung devoted his all to the people.

Kim Il Sung accepted the intentions and requirements of the people as the most sacred. After the war an old man wrote a letter to him. The letter read in part: From ancient times Pyongyang has been called Ryugyong in the sense that it is a city of willows; I don't understand why they are planting other species of trees than willows in the streets.

After reading the letter, **Kim Il Sung** took measures of planting a large number of willows in the streets of Pyongyang.

Shortly after Korea was liberated, there was only a few steel works that were operating. But he ordered to blow up a production process of a steel works because it was harmful to the lives and health of the workers.

When he visited the then Pyongyang Silk Mill, the workplace was full of steam as the workers were repairing pipes. Seeing this, he said: We should provide the workers with good working conditions; we will build a new factory for them. Then he convened a conference, saying that it was important to take account of the opinions of the workers, the masters of the factory. At the conference he said: We should not spare money for workers; the construction cost should be calculated after the construction of the factory was completed

and everything that was needed for the workers was provided.

In order to resolve the food problem for the people, he did not mind looking round a tideland along a muddy road or visiting out-of-the-way mountainous villages.

He was always among the people and closely examined their voices, breath, eyes, expressions, speeches and behaviours, so as to catch the sentiments of the times and demands of the people and formulate new

policies by reflecting them.

All the state policies in the DPRK including the universal free medical care, compulsory education system, recuperation and relaxation system and that of providing people with dwelling houses free of charge are fruits of his political ideal of regarding the people as his God.

Source: Consulate General of the Democratic People's Republic of Korea in Hong Kong

無價的財富 Priceless Wealth

Many people in the world think money is everything. But there is something that cannot be bought or exchanged with money. It is noble ideology and spirit.

President **Kim Il Sung** (1912-1994) regarded noble ideology and spirit as the most precious wealth of revolutionaries.

For him, money and material wealth are meaningful only for the people's welfare. He never linked money or wealth with his life.

Although he devoted his all to the victory of the Korean revolution and the cause of global independence shouldering the heavy burden of state affairs, he refused all the proposals of the officials to raise his salary.

The following story is a good example.

In November 1993, a meeting for accounting and income distribution was held at the Wonhwa Cooperative Farm, Phyongwon County, South Phyongan Province.

The meeting adopted a resolution on presenting 102 485 won to **Kim Il Sung** who was an honorary member of the farm. It was the sum of the savings of the share of **Kim Il Sung** who had worked for the farm since the time of the cooperativization of socialist agriculture after the Korean war (1950-1953). He had striven to boost the farm since the day when he had sowed seeds together with the farmers during the war. It was an expression of

their gratitude for his devoted efforts.

But **Kim Il Sung** ensured that tractors, trucks and farming machines were purchased with the money for the farm.

There is the International Friendship Exhibition House in Mt Myohyang, which is famous for its superb scenic beauty.

Displayed there are numerous precious gifts presented to President **Kim Il Sung** by party leaders, personages, organizations and institutes of various countries of the world.

President **Kim Il Sung** never thought that the gifts were for him alone. He said that all the gifts for him belonged to the country, not to him and so they must be displayed in the exhibition house.

In general, politicians do not make public the gifts they received. Regarding them as an expression of their personalities and dignity, they keep and use them for themselves. It is common that they make them a source of pride in their personalities even when they show them to others.

But President **Kim Il Sung** turned all the gifts presented to him into the wealth of the country and the people which will be handed down generation after generation.

Native Home of President Kim Il Sung

There is a humble house at the foot of Mangyong Hill which has been famous for its beautiful scenery from olden times. It is the native

home of President.

Kim Il Sung, whom the New York Times highly praised as the hero of the heroes of the 20th century.



Memory of Tolstikov

Vladimir Tolstikov was a famous Russian journalist and a public figure. He did not forget President **Kim Il Sung** until he got 90 years of age.

Being Fascinated

Tolstikov came to know about **Kim Il Sung** in the mid-20th century, when the Soviet-German war was at

its height.

At that time the Soviet publications used to carry articles about victorious battles waged by the Korean anti-Japanese guerrilla units.

They wrote that the Korean guerrillas had started anti-Japanese armed resistance in the beginning of the 1930s, much earlier than the outbreak of the Soviet-



German War, and were playing important role in frustrating the Japanese imperialists' attempt to invade the Soviet Union by striking them from the rear.

The Commander of the guerrillas was General **Kim Il Sung**.

Kim Il Sung's ennobling internationalist ideal of defending the Soviet Union, the world's first socialist state, with arms, and the self-sacrificing struggle of the Korean guerrilla units moved Tolstikov and many other Russians.

A documentary film he saw in the base near Khabarovsk in the summer of 1942 left an unforgettable impression upon him.

The scene of the ceremony commemorating the

formation of the International Allied Forces (of Koreans, Chinese and Soviets), showed **Kim Il Sung** inspecting the march-past of the IAF together with Apanasenko, Commander of the Soviet Far East Forces and other military officers.

He was really surprised to know that such a famous legendary guerrilla hero of the East was in his twenties.

What surprised him in particular was **Kim Il Sung's** courage in declaring a war against the million-strong Japanese imperialist forces and his strategic initiative of forming an international allied forces.

He could have a better understanding of **Kim Il Sung** when he worked in Pyongyang from 1952 as the representative of the Press Bureau of the Soviet Union

and the correspondent of the Russian newspaper Pravda.

He was deeply impressed by **Kim Il Sung** who went as far as the forefront at the risk of his life to encourage the soldiers and people and command the operations of the entire front.

The tactics **Kim Il Sung** applied during the Korean war including those in the battle for liberation Taejon, a requisite for the students of the Frunze Military Academy as an example of modern encirclement warfare, and in the Jumunjin naval warfare where the KPA Navy achieved a worldwide military miracle of sinking the US heavy cruiser Baltimore with four torpedo boats, were not found in the military textbooks of the East and the West.

Tolstikov was struck with admiration for **Kim Il Sung** who went over the master plan for the reconstruction of Pyongyang with confidence in victory when the war was still going on.

During the days when he was recording the scenes of the ceasefire agreement of the Korean war being concluded in July 1953, he could take the historical picture of **Kim Il Sung**, clad in the white marshal's uniform, signing the ceasefire document.

True Image

Tolstikov wrote in his memoirs:

I can say that I was also attracted by **Kim Il Sung's** clairvoyant wisdom, stratagem and foresight, in other words, his greatness as a political leader.

Kim Il Sung seen by him as a witness of the 20th century full of events was a person strong in anti-imperialist independent stand and political faith.

He met **Kim Il Sung** in early February, 1968, when he was working on the Central Committee of the Communist Party of the Soviet Union. At that time the situation on the Korean peninsula grew so tense following the capture of the US armed spy ship Pueblo by the KPA Navy that a war might break out at any moment.

The United States brought in huge forces including a nuclear aircraft carrier around the Korean peninsula and demanded that the DPRK apologize and return the Pueblo.

They even threatened to use atomic bombs if the DPRK did not do so.

But **Kim Il Sung** responded with resolute declaration that his country would retaliate against any "retaliation" and return all-out war for an "all-out war."



The entire planet was shaken.

Driven into a tight corner by **Kim Il Sung**'s unexcelled pluck and ingenious politico-military stratagem, the US had to kneel down and send a letter of apology to the DPRK.

And Pueblo became an everlasting "POW" of the DPRK.

The incident of US spy plane EC-121 and the Panmunjom incident that occurred subsequently were also good examples which showed the international community how **Kim Il Sung** defended genuine peace and sovereignty.

Through these dramatic incidents Tolstikov saw the true image of **Kim Il Sung** as a standard-bearer of the cause of global independence and defender of justice.

Eternal Life

Kim Il Sung always warmly welcomed Tolstikov, an ordinary foreign correspondent, and treated him as his friend for scores of years.

It is no wonder Tolstikov used to recall his special relations with **Kim Il Sung** with pride.

He said that **Kim Il Sung** had protected him from the enemy bombs and shells during the Korean war and led him to become a spokesman of justice and truth.

In his memoirs he wrote that his last work he could do for President **Kim Il Sung** and the Korean people as well as many Russians who still kept the feelings of friendship and love of them would be to let the next generation know the achievements and personality of **Kim Il Sung**.

And he added that the bright image of **Kim Il Sung** would live in his heart and the hearts of the mankind for ever.

In his letter to the inaugural meeting of the preparatory committee for celebrating the 100th birth anniversary of President **Kim Il Sung** held in 2010 in Copenhagen, Denmark, he wrote that **Kim Il Sung** was an outstanding politician produced in the 20th century and that the world people prayed for his immortality in acknowledgement of his great exploits for the socialist cause and the cause of global independence.

Source: Consulate General of the Democratic People's Republic of Korea in Hong Kong



火星區的激變及其意義 Blasting in the Hwasong Area and Its Meaning

Thunderous explosion shook the Hwasong area in Pyongyang, the capital of the Democratic People's Republic of Korea, on February 12, signifying the ground-breaking for the construction of another 10 000 apartment flats following the last year.

Promises to the People Are Fulfilled without Fail

Kim Jong Un, President of the State Affairs,

attended the ground-breaking ceremony and made a speech. He attended in the ground-breaking ceremony for the project to build 10 000 flats in the Songsin and Songhwa area last year, too.

In fact, building houses in the Democratic People's Republic of Korea means the expenditure of an enormous amount of money, materials and manpower, because houses are built at the state expense and provided to the



people free of charge.

As he said in his speech, the project to build 10 000 flats in the Songsin and Songhwa area was carried out last year, despite the tough conditions where the country's economic situation was harsh and difficulties were piling up.

This year, too, the sanctions and blockades by the hostile forces persist, and there is no prospect of the global health crisis being terminated. What, then, is the reason why the DPRK continues to invest a huge expenditure in housing construction under such situation?

The Eighth Congress of the ruling Workers' Party of

Korea held in early 2021 decided on building a total of 50 000 flats in the capital city alone during the five-year plan, i.e. 10 000 flats every year, while pushing ahead with housing construction across the country.

Kim Jong Un regards this decision for providing the people with excellent living conditions as a solemn promise of the WPK, the government and himself to the people. For this reason, he pushes ahead with the housing construction in spite of the piling difficulties.

For him, nothing is more solemn and important than fulfilling a promise to the people. Though he was busy with the overall affairs of the country, he attended



the ground-breaking ceremony for building 10 000 flats every time and made a speech encouraging the builders. Last year, he led the project for building 10 000 flats in the Songsin and Songhwa area to be successfully completed by solving all the problems arising in the project although everything was in short supply.

What is worthy of note is the fact that he said in his speech that if the goal of building 50 000 flats in Pyongyang, which included the upcoming gigantic project in the Hwasong area, was attained with success, the Party would have fulfilled the most important promise it had made to the people, and the housing problem for the capital's residents would have been fully solved. Then he stressed that that was why the WPK and the government were pushing ahead so forcefully with the construction of 10 000 flats in Pyongyang every year, even though the conditions and circumstances at present were more challenging than ever before.

The thunderous sound of blasting at the ground-breaking ceremony in the Hwasong area can be interpreted as a representation of his will that promises to the people must be fulfilled without fail.

Bringing Earlier the Spring of Prosperity

What drew attention in the ground-breaking ceremony was the flag of the headquarters for the construction of 50 000 flats in Pyongyang that fluttered beside the platform where **Kim Jong Un** stood. It was the one he had personally handed over to the persons related with the project for the building 10 000 flats in the Songsin and Songhwa area last year after declaring the start of the project.

According to his speech, the housing construction is not confined to construction itself.

Needless to say, it is accompanied by the work of developing the construction sector, including

strengthening the sector's material and technical foundations in a qualitative and quantitative way, realizing the diversification of building materials and their domestic production, increasing the proportion of mechanization of construction work, and applying advanced construction methods and architectural techniques on a wider scale. In other words, in the course of housing construction, the construction sector is modernized on a higher level and preparations are made for dealing with more larger and heavier projects.

The main point is that such progress will lead to

large-scale construction of metallurgical and chemical industry bases, new power production bases and tidelands, and building projects for transforming the Komdok area, the Ryonpho area and all the rural areas of country. In short, the project in the Hwasong area is a source of the development of all the economic sectors including building-materials, machine-building, metallurgical, chemical and power industries and of the work to transform the country's appearance.

The subjective and objective challenges and difficulties facing the DPRK today, including the sanctions and blockade by the hostile forces, are forcing



only severe winter upon the people's livelihood and economic development of the country. But **Kim Jong Un** put forward the construction sector in the vanguard of the effort to put an end to this winter and bring earlier the spring.

He is convinced that a fierce struggle for grand construction is under way, and in the course of it vacillation and lack of ability are being overcome, courage and wisdom displayed, backwardness and stagnation eliminated, progress and innovations achieved, and the power of the state and people to shape the future

increased. Herein lies the reason why the flag is fluttering beside the platform where **Kim Jong Un** stands.

Kim Jong Un ensured that the new building project began in February, a month earlier than the start of the last year's project. This is as good as a declaration of his determination before the world that he would resolutely blow up the challenges and difficulties and bring earlier the new spring of prosperity on the strength of self-reliance.

Source: Consulate General of the Democratic People's Republic of Korea in Hong Kong

朝鮮的房屋建設 Housing Construction in the DPRK



The past ten years witnessed a boom in housing construction in the Democratic People's Republic of Korea.

Regarding housing construction as an important undertaking in providing the people with more civilized and stabler living conditions, the country channels great efforts into building dwelling houses in the capital and provinces.

Modern streets and residential districts were built one after another from 2012. They include Changjon Street in the central part of Pyongyang, Unha Scientists Street, apartment buildings for lecturers at **Kim Il Sung**

University and Kim Chaek University of Technology, Wisong Scientists Residential District, Mirae Scientists Street and Ryomyong Street.

From then onwards, a modern street sprang up every year in Pyongyang.

Housing construction was undertaken on an unprecedented scale also in towns and rural communities in provinces.

The renovation project of the city of Samjiyon in northern Korea which had been carried out in three stages was brought to completion in 2021, four years after its start. As a model of perfect harmony of modern, national



and alpine features, the city attracted the attention of the international community.

As a result of the construction of low-rise and multi-storeyed apartment houses for thousands of households and many excellent facilities, the mountainous town, 1 300 metres above sea level on average, was completely changed in the true sense of the word.

Modern houses were built one after another in many other places like Onjong-ri, Yangdok County in the middle part of the country and Sangso-ri, Poptong County in the eastern part.

In the Jungphyong area in the northeastern part, hundreds of modern houses were built for the employees of a large-scale greenhouse vegetable farm and a tree nursery.

Precedence was given to housing construction in building the Tanchon Power Station which is of great importance in the country's power production. This clearly showed the considerate intention of the Workers'

Party of Korea and the government of the DPRK to prevent inconveniences in the life of the residents who would have to be relocated when important construction projects were undertaken.

Also worthy of note is the fact that prompt measures are taken for disaster victims.

In 2015, 2016, 2020 and 2021 many parts of the country were severely affected by flooding, heavy rains and typhoons, resulting in a number of factories, enterprises and farmland as well as houses being destroyed or inundated.

Many people around the world were concerned and pessimistic about the flood victims in the DPRK as it was suffering harsh difficulties and hardships owing to persisting blockade and sanctions by the forces hostile towards it.

However, the WPK and the government of the DPRK promptly rose to the occasion. With a view that the sufferings of the people were the biggest emergency

and there was no more important work than the undertaking to relieve the people of their misfortune, they defined the construction of houses for the victims as the first priority in the rehabilitation project and mobilized all the human, material and technical potentials of the country. Thus, nice streets and villages were built in a very short span of time and the flood victims were provided with new houses.

The people around the world were surprised to see the flood victims, who they thought must be in despair, moving to new houses.

What is more surprising is the fact that the houses are built with state investment and given to them free of charge.

The scale of the country's housing construction is getting larger and larger with the passage of time.

In March 2021 the ground-breaking ceremony for the project to build 10 000 flats was held in Pyongyang in the presence of **Kim Jong Un**, president of the State Affairs of the DPRK.

A big architectural group composed of 10 000 flats was formed in the Songsin and Songhwa districts and 800 luxurious houses in the Pothong riverside terraced houses district was near to completion.

The Komdok area, the country's leading non-ferrous minerals producer, is being renovated into an unprecedentedly large mountain gorge town; 25 000 new houses are planned to be built in the miners' town by 2025, which marks the 80th founding anniversary of the WPK.

This is not because the country has a surplus of funds in its coffer or it has good conditions; it is because the state regards it as the supreme principle of its activities to make everything serve the people and work for their wellbeing.

To be more specific, all this is thanks to the politics of love for the people, which is administered by **Kim Jong Un** who always pays close attention to providing a stabler and more civilized life to the people.

What he said in his speech at the above-mentioned

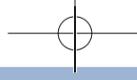


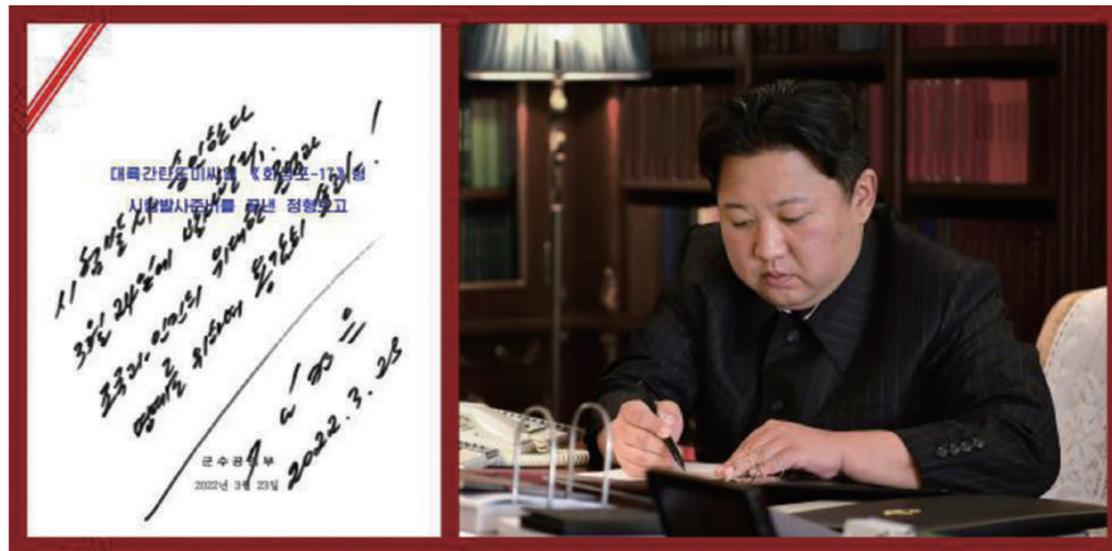
ground-breaking ceremony is quite impressive: The Party and the government, having made themselves aware of the number of families that were in need of new houses, conducted in-depth research to determine the measures for solving the problem; they regarded this project as their most important task; and nothing is

more worthwhile, honourable, or happier, for us than to dedicate our sweat and passion, without hesitation, to building an ideal street that will be a warm home for our people.

Source: Consulate General of the Democratic People's Republic of Korea in Hong Kong







和平與穩定的保證 A Guarantee of Peace and Stability

In October last year the Defence Development Exhibition, Self-Defence 2021, was held in Pyongyang, the capital of the Democratic People's Republic of Korea. It clearly showed that the DPRK heads the list of world-class military powers.

The forces hostile towards the country are very vocal in their claim that the DPRK's defence buildup

poses a threat to the neighbouring countries and harm to world peace and security.

However, their claim is far too unconvincing.

A Right to Independence of a Sovereign State

The DPRK is a sovereign state like 200-plus countries in the world. Just as they have a right to

strengthen their defence capabilities, so does the DPRK.

But, taking underhand advantage of the UN Security Council, the hostile forces invented a "resolution" disallowing the country to develop its missile technology. It is an unlawful and illegal action infringing upon the right to independence of a sovereign state but they remain silent about it.

According to their logic, the missile tests conducted by the US and other countries do not matter, whereas that of the DPRK "threatens" the world, which is an epitome

of double standards.

While constantly browbeating the country with tens of thousands of nuclear weapons and other pieces of state-of-the-art military hardware, they are following such a ridiculous logic that it has no right to possess defence capabilities to deter them.

Their ulterior motive for doing so is based on the fact that the DPRK pursues a different ideal from theirs and poses an obstacle in realizing their strategy of global supremacy. As long as it maintains socialism and anti-



imperialist independence, it will eternally remain a “threat,” even if it has only conventional weapons, far from cutting-edge military hardware. Trumpeting about its “threat” is nothing but a scream of upset proving that they are failing to stifle it.

No Harm to the Security of Neighbouring Countries

The DPRK’s defence capability does no harm to the security of its neighbouring countries. It stands to no reason that it threatens the security of China and Russia, with which it shares a history and traditions of deep-rooted friendship.

The same is the case with its attack against south Korea, a part of the land on which the homogeneous nation has been living. The attack equates precisely to



total devastation of the Korean peninsula as a whole and extinction of the nation, an unimaginable outcome for the DPRK that has been striving for decades to defend the land for the current and future generations from the holocaust of a nuclear war.

Also, it is unreasonable to think that it threatens the rest of the world including the countries on the coast of the Pacific Ocean, for it is involved in no historical conflict or dispute with them.

The US and Japan, that are most preoccupied with the DPRK strengthening its defence capability, do not need to worry about it, either.

Kim Jong Un, President of the State Affairs of the DPRK, confirmed in the opening ceremony of the Defence Development Exhibition that the country’s true enemy is war itself, not the US or any other specific state or forces.

Strong Defence Power of the DPRK, a Demand of the History and the Present Reality

Historically, Korea has been subject to aggression by external forces as it is situated in the geopolitically important region that links oceanic states and continental

ones.

From the mid-19th century, the Korean peninsula was reduced to a theatre of competition for ascendancy of the big powers seeking to stretch their influence into the continent and ocean. Sino-Japanese (1894-1895) and Russo-Japanese (1904-1905) wars broke out here, eventually putting the peninsula under the military occupation of Japanese imperialism backed by the western European powers.

The victory of the oceanic forces in the scramble for the peninsula led to the Sino-Japanese War (1937-1945) and the Pacific War (1941-1945), subjecting humanity to immense pain and damage.

But what would have happened if the then Korea had been powerful? Both the continental and oceanic forces who had sought more influence into each other would not have dared to invade it. And so there would have been no collision between them, neither could have absolute dominance over the continent or the ocean, and the regional peace and security would have been maintained.

Today the national strength of China and Russia is being strengthened rapidly, regenerating the friction between the oceanic forces including the US and Japan and the continental ones.

In particular, the region of northeast Asia, with its extensive market and rich personnel and material resources, is attracting the attention of the world as a potential engine for the global economic growth. The question of taking the lead in this region is something vital to the development prospect of global powers.

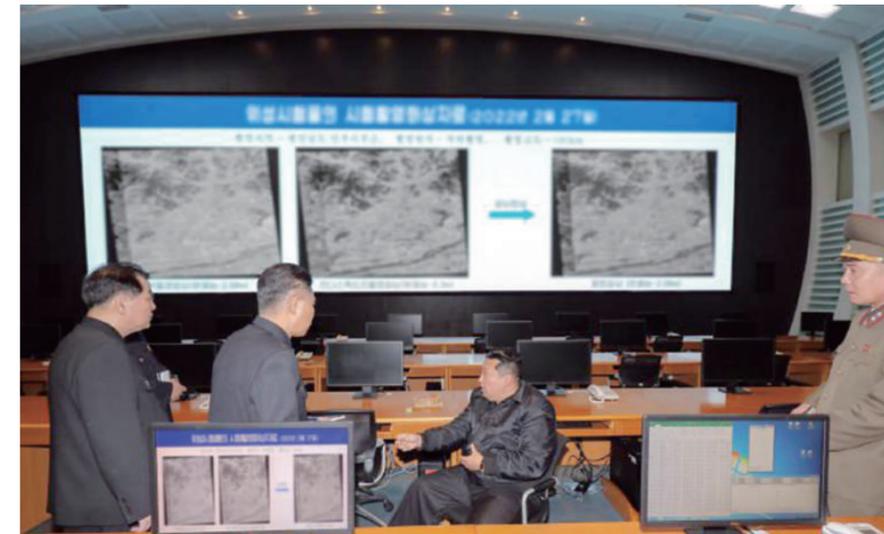
In this regard, the Korean peninsula still remains a key area as it links the continent and the ocean. This is

why experts think that a new cold war between the two forces is inevitable and the peninsula will surely be the arena of primary conflict between them.

In light of this, what will happen to the DPRK, if it remains weak as it was in the late 19th century and the early 20th century? Nobody would guarantee that history would not repeat itself.

The strong defence capabilities of the DPRK are a serious requirement of the history, the present reality and the global peace and stability.

Source: Consulate General of the Democratic People's Republic of Korea in Hong Kong



冒起的新一代 For the Rising Generations

The Fourth Plenary Meeting of the Eighth Central Committee of the Workers' Party of Korea, held in the end of last year, discussed the agenda item of providing all the students across the country with school uniforms and school things at state expense.

Before that meeting, the Third Plenary Meeting of the Eighth Central Committee of the WPK held in June discussed it as a major agenda item to improve the Party's childcare policy. The meeting adopted it as a

Party policy to supply all the children across the country with nourishing foods including dairy products at state expense as their days in nursery and kindergarten are most important in their growth and development.

The DPRK pays unsparing care to children so that they can grow up in a good environment from their early days.

All the things including Pyongyang Children's Department Store, the Okryu Children's Hospital, school



bags, notebooks and school things tell the state's love for the future of the country.

The state investment for the rising generation totals an astronomical amount every year. This is not because this country is rich in everything or has lots of money. It still lacks in many things, and is experiencing difficulties; it is under the sanctions and blockade, the harshest-ever of their kinds in history, and the sufferings from the global health crisis and natural disasters are not minimal.

However, irrespective of whether the conditions are favourable or not, it regards the work for the rising

generation as the most important of its affairs.

The more difficult the situation is, the greater care the state pays to the children, and by dint of this strength, the country advances toward the communist future; this is the mode of advance and development unique to this country.

All these are inconceivable separated from the affection for the rising generations cherished by **Kim Jong Un**, president of the State Affairs.

He views that the loss of the state incurred for the benefit of the rising generations is nothing and the more

the state invests for them, the brighter the future of the country is.

At the Fourth Plenary Meeting of the Eighth Central Committee of the WPK **Kim Jong Un**, saying that it is a consistent policy of the Party and the state to provide all the students across the country with school uniforms and school things at state expense, put forward the tasks for supplying all of them with

uniforms and bags of new types and high quality, and took important Party Central Committee measures for its implementation.

It is obvious that the Korean society will become more and more vibrant and vigorous and its national strength will be far more enormous after 20 or 30 years as the country is now making devoted efforts for the rising generation.



Happy Children

The photos show kindergarteners in the DPRK. The ruling Workers' Party of Korea and the state take meticulous care of children so that they can grow up happily, learning to their heart's content in excellent environments.



Pyongyang in the Evening

These are parts of brilliantly-illuminated Pyongyang, not any city of Hong Kong or Singapore. Pyongyang, the capital of the Democratic People's Republic of Korea, epitomizes the country which is being daily transformed, aspiring after new civilization and prosperity.





Pyongyang Metro

The Pyongyang Metro, which was constructed in several stages from 1970s, is a major traffic means in the city. In recent years it has been refurbished.



Source: Consulate General of the Democratic People's Republic of Korea in Hong Kong

貿發局 MarketingPulse 及 eTailingPulse 論壇吸引超過二萬五千名觀眾



一連兩日的 MarketingPulse 及 eTailingPulse 論壇，於昨日圓滿結束，吸引了 52 個國家及地區逾 25,000 名觀眾參與。

由香港貿易發展局(香港貿發局)主辦的亞洲營銷及電子商貿界高峰論壇(MarketingPulse 及 eTailingPulse)已於昨日順利圓滿結束。一連兩天的網上論壇，以「Together, We Create」為主題，匯聚全球各地超過六十位市場營銷執行官、品牌代表、廣告界精英和電子商貿專家等，分享成功案例及營銷經驗，論壇舉行了三十二場專題研討會及工作坊，吸引

了來自五十二個國家及地區逾二萬五千名觀眾參與。

電商發展加大同步性和數字化

不少中小企受到疫情影響，紛紛轉攻電子商貿開拓網上業務，爭取更多生意。前可口可樂公司全球客戶營銷及未來商貿發展部主管 Barry Thomas 在首日論壇上，分析電商帶來的商機及未來的發展趨勢，

他認為，「電子商貿將會運行在一些更數字化，更強同步性及數據整合的平台上。超大型的電子市集已逐漸形成，品牌及中小企會更希望與這些市集結盟。企業應思考其業務在未來五至十年如何變化，並投放資金和人才備戰未來。」

品牌須了解年輕人喜好

小紅書商業市場負責人王夢菲剖析了如何利用社交商務吸引內地年輕的消費者，她說：「年輕消費者都希望提升生活以及身心健康的水準，小紅書通過顧客搜索的資料和趨勢分析，可以前瞻顧客的需求，幫助品牌打造符合消費者需求、受到消費者喜愛的產品行銷。」

此外，嚶哩嚶哩營銷中心營銷企劃負責人三藏亦分享了對新世代年輕人市場的看法，她說：「年輕一代受更高的教育，有他們自己價值觀和喜好，他們喜歡好的品牌和產品故事，會參與他們欣賞的事件和活動，並積極發言，分享經驗。」

元宇宙成新機遇 品牌須勇於創新

另一方面，Virtual Brand Group 聯合創辦人及行政總裁 Justin Hochberg 在論壇上分享在元宇宙上的全新零售體驗，他提到，元宇宙為企業提供一個全新平台，讓企業開發新機會，吸引來自不同地區的新客戶，並與他們建立長遠關係，品牌和企業要勇於創新、善用數據及迅速行動。

正向品牌策略助推動可持續發展

SLOWOOD 有限公司聯合創辦人陳凱萍談到企業如何以正向品牌策略實踐可持續發展時，以自身的成功經驗為例子，他說：「透過推廣消費行為的改變，不斷提升人們對可持續議題的關注，並以共同成果鼓勵顧客繼續堅持，我們相信，只要每人願意『踏出一小步』，便能為社區帶來可持續的生活模式。」

MarketingPulse 及 eTailingPulse 網上平台將繼續開放予業界至四月三十日。業界可於這段期間繼續善用平台的多項功能，並回顧網上各項活動的內容。



SLOWOOD 有限公司聯合創辦人陳凱萍



小紅書商業市場負責人王夢菲



Virtual Brand Group 創辦人及行政總裁 Justin Hochberg



嚶哩嚶哩營銷中心營銷企劃負責人三藏

HKTDC's MarketingPulse and eTailingPulse draw more than 25,000 viewers

Top marketers help industry players keep tabs on global trends



The two-day MarketingPulse and eTailingPulse concluded successfully yesterday. The forum attracted more than 25,000 viewers from 52 countries and regions

MarketingPulse and eTailingPulse, Asia's premier marketing and e-tailing events organised by the Hong Kong Trade Development Council (HKTDC), concluded successfully yesterday. Held under the theme "Together, We Create", the two-day virtual forum brought together more than 60 marketing executives, brand representatives, advertising elites and e-commerce experts from around the globe to share their success stories and insights. Thirty-two seminars and workshops were held during the event, attracting more than 25,000 viewers to tune in from 52 countries and regions.

Ecommerce becoming more synchronised and digitised

With the pandemic reshaping the traditional marketing landscape, many small and medium-sized

enterprises (SMEs) have turned to e-tailing to tap into new business opportunities. On the first day of the forum, Barry Thomas, former Head of Global Customer Marketing & Future of Commerce at The Coca-Cola Company, offered his perspective on the opportunities and trends that e-commerce presents. "The future of e-commerce will be operated on those more digitised, synchronised and unified data platforms. Macro marketplaces are being formed that brands and SMEs are eager to partner with. Companies have to think how the business will evolve in the next five to 10 years and invest in talents and capital for future development," Mr Thomas said.

Younger generation's preferences need to be understood

Mengfei Wang, Head of Commercial Marketing Department at social media and e-commerce platform Xiaohongshu, explored how social commerce can help brands connect with digitally savvy young consumers in Mainland China. "Young customers are looking to enhance their lifestyle and improve their well-being. By analysing search results and trends, we can get a better understanding of our customers and recommend products and services that meet their needs," Ms Wang said.

Meanwhile, San Zang, Head of Marketing Planning Department, Marketing Center, at the integrated video sharing site Bilibili, gave her own insights into the next-generation youth market in the mainland, saying: "The younger generation is better educated, and they have different sets of values and preferences. They are also

fond of good stories relating to brands and products and will participate in campaigns which they appreciate, being vocal about it and sharing their experiences."

Metaverse opens up new world of opportunity

Justin W Hochberg, CEO and Co-founder, Virtual Brand Group, envisioned the game-changing retail experience that will be unlocked by the metaverse. "The metaverse will be a new platform for companies to explore new opportunities, attract new customers globally and to build long-term relationships with them. Brands and businesses have to be willing to be innovative, make good use of data and act fast," Mr Hochberg said.

Brand purpose strategies drive sustainability push

Jeff Chen, Co-founder of SLOWOOD Ltd, shared his success stories in applying brand purpose strategies to drive sustainable enterprise development. "By promoting behavioural change to consumers, raising their awareness of sustainability issues and encouraging them through a sense of accomplishment, we believe everyone in the community can finally achieve sustainable living by taking 'tiny steps forward'," Mr Chen said.

The MarketingPulse and eTailingPulse online platforms will remain open until 30 April. During this period, industry participants can continue to make use of the platforms' various features and review the content of this year's seminars and previous events.



Jeff Chen, Co-founder of SLOWOOD Ltd



Justin W Hochberg, CEO and Co-founder of the Virtual Brand Group



Mengfei Wang, Head of Commercial Marketing Department at Xiaohongshu



San Zang, Head of Marketing Planning Department, Marketing Center, Bilibili

2022 法國五月美食薈 「隆」漫美食學



由法國商務投資署 (Business France) 香港辦事處主辦，法國五月美食薈 (French GourMay) 作為唯一在香港及澳門以法國美酒佳餚為主題的盛大節日，是法國五月旗下的節日。今年法國五月美食薈將邁入第十三屆，在香港旅遊發展局的鼎力支持下，希望透過平易近人的餐飲體驗，把藝術呈現在餐盤上，令大眾都能體驗到小酒館哲學之美。就讓我們以一杯精選的隆河丘 (Côtes du Rhône) 葡萄酒，來為健康乾杯，開展一場「隆」漫美食盛宴。於二零二二年五月一日至三十一日期間，法國五月美食薈將與香港和澳門超過一百名合作夥伴一起將藝術呈現在盤子上。

由華懋集團贊助的第八屆「法國傳統市集」將於中環街市 (五月十九日至二十二日)，和如心廣場 (五月二十六日至二十九日) 舉行，公眾可免費入場。

※ 2022 法國五月美食薈榮譽酒區：隆河丘

「隆河丘」乃其中一個世上最早的葡萄種植區，地名意義為「隆河的山坡」。葡萄園橫跨一百七十一個村莊，風土環境豐富多樣，沐浴於充沛和煦的陽光下。

文化傳承、風土條件、地理位置、專業知識和質量都是定義隆河丘葡萄酒的關鍵要素。多得六千四百名釀酒師和葡萄酒商，釀造出大眾喜愛的葡萄酒，你可以隨時隨地享用隆河丘葡萄酒。致力於品質的監控，當地的葡萄園可進一步分為兩大類：隆河丘 (Côtes du Rhône) 和高一個等級的隆河丘村莊 (Côtes du Rhône Villages)，區分不同村莊所釀造的葡萄酒，突出其質量和特色。如今當中更有二十二個標註特定村莊的隆河丘村莊。

※ 隆河丘葡萄酒特色

充沛的陽光和西北風 (mistral wind) 是隆河丘葡萄酒豐盛收成的兩大秘訣，這些重要地理條件使當地出品的葡萄酒完美配合當代品味：

- 多種美味清爽的紅酒、白酒和玫瑰酒

- 與美食搭配的理想之選——輕鬆如熱鬧派對、隆重如典雅盛宴

- 超過二十三種葡萄品種：最著名的包括西拉 (Syrah)、歌海娜 (Grenache)、慕合懷特 (Mourvèdre)、維歐尼 (Viognier)、瑪珊 (Marsanne) 和魯桑 (Roussanne)，還有些原產自隆河谷的品種

亞維農乃隆河丘的首都，其文化特色亦恰恰反映隆河丘美酒的動人之處：熱情好客、悠長歷史、深厚文化、美酒佳餚……豐富多樣，眾人皆宜。亞維農的歷史與隆河丘的故事兩者相輔相成，動人之處優雅地體現在葡萄酒的風味中。

※ 「隆」漫美食學

小酒館哲學結合以時令食材入膳的酒館菜餚，與頂級烹飪技藝，藉此促使餐飲藝術的普及化，讓我

們與所愛的人都可輕鬆地在親切環境中共享相聚時光。通過以餐酒完美結合來滿足味蕾，實現舌尖上的「隆」漫美食學。隆河丘佳釀的動人和可塑性使我們明白，浪漫可以來得毫不費力，珍貴而不奢侈。憑藉各種顏色的組合 (白酒、紅酒、玫瑰酒)，隆河丘葡萄酒可與各種菜餚搭配，無論是肉類、魚類，還是芝士或甜點。

例如你可以用一杯精緻白葡萄酒配海鮮意大利

麵，展開餐酒搭配之旅。香烤時令蔬菜可以襯托出玫瑰酒的清新複雜性。當然少不了濃郁的紅酒與黑莓馬卡龍的甜美搭配，為一頓飯畫上完美句號。

在今年整個五月裡，香港及澳門超過一百個合作夥伴 - 超過四十家餐廳、十四家葡萄酒進口商、四十家食品和葡萄酒零售商和六間學習中心 - 將攜手慶祝二零二二年法國五月美食薈，呈現精心設計的「隆」漫美食學菜單、隆河丘品酒活動、購物優惠和工作坊等。



葡萄 ©InterRhône



亞維農 ©InterRhône



葡萄 ©InterRhône



©InterRhône



隆河丘地貌 ©InterRhône



紅酒 ©InterRhône



玫瑰酒 ©InterRhône



白酒 ©InterRhône

French GourMay 2022: Rhômantic Bistronomy



French GourMay Food & Wine Festival is the one and only major festival in Hong Kong and Macau dedicated to gastronomy à la française, organised by French Trade Commission – Business France, under the umbrella of French May Arts Festival. The 13th edition of French GourMay, with Hong Kong Tourism Board as supported organisation, will celebrate the theme of Rhômantic Bistronomy with Côtes du Rhône as Wine of Honour. From 1 to 31 May 2022, French GourMay will unbox the art on the plate with over 100 partners in Hong Kong and Macau.

The festival will be highlighted by the 8th edition of “French Traditional Gourmet Market”, sponsored by Chinachem Group, from 19-22 May at Central Market, and 26-29 May at NINA MALL (Free admission).

※ Wine of Honour of French GourMay 2022: Côtes du Rhône

“Côtes du Rhône”, one of the world’s first winegrowing regions, refers to “hillsides of the Rhône”. The vineyards flourish across 171 communes with their variety of rich, varied terroirs, all bathed by the same bountiful sun.

Heritage, terroir, location, expertise and quality

are what define the Côtes du Rhône wines. Thanks to 6,400 winemakers and merchants, making wines that the world loves, you can enjoy Côtes du Rhône wines anytime and anywhere. Committed to quality, the vineyards can be further divided into 2 categories: Côtes du Rhône and an upper tier called Côtes du Rhône Villages, a separate category to showcase the quality and character of wines produced in certain villages. Today, there are 22 Côtes du Rhône Villages with a specific geographic name.

※ Characteristics of Côtes du Rhône wines

Sun and mistral are the recipe for a perfect harvest of Côtes du Rhône wines of important characteristics that make them perfect for contemporary taste:

- Wide range of deliciously laid-back blends, reds, whites and rosés
- Ideal for food pairing – cool enough to party, smart enough to impress
- More than 23 varieties of grapes: the best-known being Syrah, Grenache, Mourvèdre, Viognier, Marsanne and Roussanne, some native to the Rhône Valley

Avignon as the capital of Côtes du Rhône is what the region is all about: a warm welcome, history, culture, good food, good wine – something for everyone. The rich history of both the region and the city enriches each other’s reputation, which are elegantly reflected in the flavour of the wine.

※ Rhômantic Bistronomy

Bistronomy is a combination of bistro dishes cooked with seasonal produce and gastronomic haute cuisine methods. It prompts us to reconsider how to make the art of dining more accessible, engaging the people we

love in a friendly environment. It can be realised through the romantic harmony that unfolds on our palates, a marriage between food and wine. The beauty and versatility of Côtes du Rhône shows us that romance can be effortless, approachable, and diverse. With the various combination of colours (white, rosé, red), Côtes du Rhône wines will work wonders with a variety of dishes, be it meat or fish, and will perfectly accompany a platter of cheese or a dessert.

For example, begin your pairing journey with seafood pasta with a delicate white. The fresh complexity

of rosé can be brought out by roasted seasonal vegetables. To wrap up a meal, you will not forget the sweet harmony of a full-bodied red with blackberry macarons.

During the whole month of May this year, more than 100 partners – over 40 restaurants, 14 wine importers, 40 food and wine retailers and 6 learning centres in Hong Kong and Macau – will join hands to celebrate French GourMay 2022 by creating dedicated Rhômanic Bistronomy menus, wine tastings, promotions and workshops on Côtes du Rhône wines.

French GourMay 2022: Rhômanic Bistronomy Partners in Hong Kong and Macau

French GourMay Food & Wine Festival is the one and only major festival in Hong Kong and Macau dedicated to gastronomy à la française, organised by French Trade Commission – Business France, under the umbrella of French May Arts Festival. The 13th edition of French GourMay will celebrate the theme of Rhômanic Bistronomy with Côtes du Rhône as Wine of Honour. From 1 to 31 May 2022, French GourMay will unbox the art on the plate with more than 100 partners in Hong Kong and Macau.

※ Rhômanic Bistronomy at Restaurants

Throughout French GourMay Food & Wine Festival, from 1 to 31 May 2022, more than 40 restaurants in Hong Kong and Macau will join the festival to unbox the art on the plate with the theme of Rhômanic Bistronomy. To further complement this unique culinary experience, we will have dishes specifically paired with Côtes du Rhône wines, while some restaurants offer bistronomy-inspired promotions.

【 Featured Promotion with Côtes du Rhône

Wines]

• Gastronomic (1): L'Atelier de Joël Robuchon Hong Kong.

• Fine Dining (10): A Lux, Bacchus Wine & Restaurant, Cornerstone, JUNON, La Table French Brasserie, Le Vallon, Sichuan Lab, WHISK, The Manor (Macau), Rio Restaurant (Macau)

• Casual Dining (15): Amelia Hong Kong, Bistro Breton, Bistro Du Vin, CITTÀ, Cococabana, DiVino Wine Bar & Restaurant, La Serre, CORKS Wine & Bar, La Crêperie, Mirage Bar & Restaurant, Winelogs, Brasserie (Macau), L'ATTITUDE (Macau), Vinotopia Bistro (Macau), Wood House (Macau).

【 Bistronomy-inspired Promotions 】

• Gastronomic (1): ÉPURE.

• Fine Dining (11): Ami, Brasserie on the Eighth, Celestial Court Chinese Restaurant, DALLOYAU, Grand Hyatt Hong Kong, Hugo's, Maison ES, Moxie, Soda Port (Macau), Oyster & Wine Bar, Tiffin.

• Casual Dining (9): Bellevue Bar and Grill, Café Circles, Chocolatier, Frenchie Toquée, I-O-N Café Bar, Nina Patisserie, SKY726, Megan's Kitchen, Nan Kok.

※ Promotion in Retail Stores and Workshops

40 retail stores in Hong Kong & Macau will offer special Côtes du Rhône wine promotions and French food throughout the month of May, respectively:

Aeos Auctions, Apita Uny, Bakus Cellars, Beeswine, Boatat Foods Market, Bon Chef, burgundy etc, Cheese Club, city'super, Connoisseur Wines & Spirits (HK) Ltd, Fico Wines, HOC WINES by House of Connoisseur, Jebesen Wines & Spirits, Jointek Fine Wines (Hong Kong) Ltd., Kerry Wines

Limited, L'Azur Gourmet, La Cabane, La Guinguette wine & grocery shop, Le Bon Vin, Les Vins de Jade, Lyndhurst Wine & Co. Limited, MacauWineShop.com, Maison Argaud HK, Major Cellar Company Limited, Monsieur CHATTÉ, My Market Hong Kong, ORD Fine Wines Group, Penticton, Ponti Wine Cellars, Premier Cru, Rare & Fine Wines, Royal Orchid Wine (Hong Kong), Sotheby's Wine, Supreme Only, The Bottle Shop, The Fine Wine Experience K11 MUSEA Shop, The Wine Guild, Wine Palace, Wine Shop Asia, Wine To Love.

Throughout the entire month, 6 learning centres will organise special workshops highlighting Côtes du Rhône wines:

Asia Wine Service & Education Centre (AWSEC), Cooking Fever, HONG KONG WINE ACADEMY, Hong Kong Wine Judges Association, Hospitality Discipline of Vocational Training Council, MWM Wine School.

※ Partnership with Hong Kong Importers

14 Hong Kong importers have partnered with "French GourMay":

Altaya Wines Limited, Amorosso Fine Wines, Connoisseur Wines & Spirits (HK) Ltd, Corney & Barrow, EaSiness, EMW (Hong Kong) Trading Limited, Jointek Fine Wines (Hong Kong) Ltd, L'Imperatrice, My Cellar French Wine Ltd., Sino Vantage Asia Ltd, Summergate Fine Wines & Spirits, Vines and Terroirs, VinoVeritas Asia Limited, Wvinery Group Co Ltd.

They will provide the participating restaurants, retailers and learning centres with selections of Côtes du Rhône wines for the preparation of French GourMay menus, retail promotions and workshops.

About French May & French GourMay

Established in 1993, French May Arts Festival (www.frenchmay.com) is one of the largest cultural events in Asia. With more than 150 programmes presented across two months, it has become an iconic part of Hong Kong's cultural scene that reaches out over 1 million visitors each year.

Being an important part of French May since 2009, French GourMay Food and Wine Festival (www.frenchgourmay.com) has been celebrating and promoting the French food and wine culture in Hong Kong and Macau. It has become in a few years, thanks to a strong communication and involvement of the gourmet community, a major food and wine festival. Every year in May, French GourMay presents a different region (Midi-Pyrénées, Rhone Valley, Provence, Burgundy, Bordeaux, Alsace, Champagne, South of France), introducing and encouraging people to experience the dining culture in French style and letting go through an authentic French gastronomic journey through a network of more than 200 local partners.

About Business France

Business France (www.businessfrance.fr) is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It promotes France's companies, business image and nationwide attractiveness as an investment location, and runs the V.I.E international internship program. Business France has 1,500 personnel, both in France and in 70 countries throughout the world, who work with a network of public and private-sector partners.



Grapes ©InterRhône



Grapes ©InterRhône



Avignon ©InterRhône



©InterRhône



Côtes du Rhône Landscape ©InterRhône



Red wine ©InterRhône



Rosé wine ©InterRhône



White wine ©InterRhône



FRENCHGOURMAY
WWW.FRENCHGOURMAY.COM

AN EVENT OF
節目屬於



ORGANISED BY
主辦機構



UNDER THE PATRONAGE OF
委任自



WINE OF HONOUR
榮譽酒區



SUPPORTED BY
支持機構



FRIEND OF FESTIVAL
美食薈之友



LEGEND

- Major cities
- 17 Côtes du Rhône crus
- 2 natural sweet wines
- 22 Côtes du Rhône Villages with a geographical name
95 villages total for the production area of Côtes du Rhône Villages AOC, with and without a geographical name
- Production area for Côtes du Rhône AOC
171 villages total stretching across 86000 acres



Southern Côtes du Rhône

FOR MORE INFORMATION ON THE WINE REGION,
VISIT COTESDURHONE.COM



香港優秀現代畫家、書法家、作家、 美術教育家舒崇雲

Shu Sung Wan - Hong Kong Outstanding Contemporary Artist, Calligrapher, Art Educator and Practitioner

舒崇雲簡歷

舒崇雲號雲風山人，現代畫家、書法家、作家、美術教育家及修行人，祖籍南海佛山，一九五六年生於香港，自幼對繪畫及書法有濃厚興趣。高中時留學加拿大，八零年畢業於安大諾省 GUELPH UNIVERSITY 藝術系。回港後開展多方面的藝術工作，其中包括舞台設計、平面設計、插畫及美術指導，期間曾任教浸會大學校外課程與及理工大學夜間美術課程。

舒崇雲由八五年開始奉行素食，修行至今超過三十四年。多年來在香港、紐約及英國等地獲獎無數，更於千禧年入選英國劍橋傑出藝術家年冊，成為

二十一世紀全球二千位最傑出藝術家之一。作品獲香港文化博物館及台灣會館、嵩山少林寺、南京靈谷寺等等收藏。近年，欣賞及收藏他作品的的朋友更趨國際化，有來自美國、加拿大、澳洲、英國、法國、意大利、印度及中、港、台等。

已故國畫大師張大千曾是舒公館的常客，對早產體弱的小崇雲寵愛有加，一個連執筆也乏力的孩子，從病苦中鍛鍊出無比毅力及觀察力，當時雖未能用手書寫，小小年紀卻能悟到心中有字、心中有畫的境地。經過六十多年的磨練，他已能脫胎換骨，畫出彩虹。為發展藝術文化，舒老師努力參學，不停遊走於東西文化之都，辦個展，辦聯展，出席電視、電台節目，



Shu

接受報章雜誌訪問、任主禮及剪綵嘉賓，備受各界關注及愛戴！

為進一步推動藝術創作，舒老師於二零一七年創辦海星藝術總會，定期舉辦成人、兒童及國際級藝術作品展，更成立了開開心心基金以同步發展慈善工作，幫助社會上有需要的人，並透過各樣活動把希望及歡樂傳播，促進社會和諧。

現任中國國際書畫家收藏家協會榮譽會長、「2018 一帶一路書畫博展」策展人。為推動藝術創作及發展，舒崇雲於二零一七年創辦海星藝術總會，定期舉辦成人、兒童及國際級藝術作品展，更成立了開開心心基金以同步發展慈善工作，幫助社會上有需要的人，透過各樣活動把希望及歡樂傳播，促進社會和諧。

作品介紹

舒崇雲愛以水膠彩帆布作畫，題材多元化，有花鳥魚蟲、人物、天地能量及靈修等。風格獨特，自成一派，能將書法、浮雕、工筆、彩繪等不同元素巧妙地融和一起，可謂前無古人，獨樹一幟。每天經打坐後才動筆的作品，極具創意和層次、富有空間感，集東方素樸之魅及西方色彩之美。有淡雅寧靜、有豪邁奔放、有精雕細琢、更有靈光一閃畫中有意、畫中有畫、以有限畫出無限。因為成長和生命歷練的種種因緣，舒崇雲於一筆一畫之間，最能以心描繪出宇宙及生命中的節奏躍動，引導能量，使作品具足淨化和牽動情感的能力，是禪藝術之先鋒！

展覽

- 2010 重慶 「和諧中國」海峽兩岸書畫作品巡迴開幕展應北京文化部邀請，被重慶傳媒重點專訪報導。同年出版【舒崇雲作品選集】
- 2011 香港 「和諧中國」海峽兩岸書畫作品巡迴閉幕展暨大專院校學生書畫作品選拔賽。作品甚獲好評。除參展外，更代表香港畫家致詞並兼任評審委員。
- 2012 香港 「假如我是蝴蝶」舒崇雲個人畫展，於八月二日至十四日假香港半島酒店天地之心藝術空間舉行，是首個慈善展覽。
- 2013 北京 「璀璨藝術 2013」應北京國際藝術博覽邀請，為亞洲藝商聯盟設計「無極館」，至世博會完滿結束後，因反應熱烈，再獲 798 藝術區組委會邀請，把整個藝術設計 搬到 798 的韓國 3D 立體館二層，成為環保型地標。
- 2014 法國 「法國當代沙龍展」於十月二十三日至二十六日由皮爾卡丹藝術空間舉辦，展品大受讚賞。
- 2015 香港 「假如我是蝴蝶之花間起舞」舒崇雲個人畫展，於十月二十二日至十一月五日假香港中文大學邵逸夫堂留足展覽廳舉行。
- 2015 香港 「假如我是蝴蝶之如來如去」舒崇雲個人畫展，於十一月七日至十二日假香港動漫基地舉行，展出得到各方好友大力支持及大受歡迎。
- 2015 香港 「2015 亞洲美術雙年展 9 香港」，於十一月二十四日至二十九日假香港中央圖書館主展廳舉行。
- 2016 法國 「第 8 屆亞洲藝術博覽會春季沙龍」於二月十八日至二十六日假法國里爾市文化中心，原里爾建於一四五三年的皇室教堂舉行，展出大獲法國人民讚賞。
- 2016 香港 「文行之名家書畫邀請展」於三月七日至十日假香港大會堂高座展覽廳舉行。
- 2016 香港 「孟子之光名家書畫邀請展」於五月八日至十日假香港城市大學學術 2G 樓大堂舉行。
- 2016 香港 「紀念孫中山誕辰 150 周年之名家書畫邀請展」於六月十五日至十九日假香港中央圖書館展覽廳全館舉行，為藝壇一大盛事。
- 2016 香港 「香港藝術界慶祝中華人民共和國成立 67 周年國慶大匯展」於八月三十一日至九月四日假香港中央圖書館展覽廳全館舉行。
- 2016 台北 「第三屆全球華人書畫大展」於十月十九至二十八日，假台北市議會藝文畫廊隆重舉行。
- 2017 香港 「慶祝香港回歸 20 周年海峽兩岸書畫名家作品展」於一月一日至四日假香港中央圖書館舉行。
- 2017 香港 「海星會師生書畫展」於五月二十五至二十八日假饒宗頤文化館 F 座下層展覽廳舉行。
- 2017 香港 「香港藝術界慶祝香港回歸二十周年大匯展」於七月十一至十六日假香港中央圖書館展覽廳舉行。
- 2017 香港 「假如我是蝴蝶之如來先藏」舒崇雲個人畫展，於十月五至二十六日假饒宗頤文化館 F 座下層展覽廳舉行。同年出版【心呼吸—舒崇雲作品選集】
- 2018 香港 「一帶一路書畫博展」於三月二十六至二十九日假香港中央圖書館舉行。
- 2018 倫敦 「假如我是蝴蝶之禪」舒崇雲個人畫展於八月一至五日假英國倫敦西京士頓巴芬畫廊舉行。
- 2019 日本 「日本第 21 回國際書畫交流展」於六月二十二至三十日假日本東京都美術館舉行。
- 2019 香港 「香港藝術界慶祝七十周年國慶大匯展」於九月六至十日假香港中央圖書館展覽廳舉行。
- 2019 香港 「華萃盛放—世界華人書畫藝術大展」於七月十二至十五日假香港中央圖書館展覽廳舉行。
- 2020 香港 「假如我是蝴蝶之禪內禪外」舒崇雲個人畫展於一月二日至二月一日假藝穗會陳麗玲畫廊及元創坊舉行。



PHOTO Bird



PHOTO Buddha

Shu Sung-wan Biography

Shu Sung-wan was born in Hong Kong in 1956.

He exhibited great interest in drawing and calligraphy since childhood. Shu studied abroad in Canada and graduated from the University of Guelph, Canada with a Bachelor of Fine Arts degree in 1980. He then embarked on a multidimensional pursuit of all things artistic. He was involved in stage design, graphic design, illustration and art direction. He had taught extracurricular activity classes at the Hong Kong Baptist University, as well as evening classes at the Hong Kong Polytechnic University.

Shu has taken up vegetarianism since 1985, adopting

the practice as transcendental insights into Beingness for over 34 years. His works won him numerous awards in Hong Kong, New York and the UK. In 2000 he was named by The International Biographical Centre of Cambridge, England as one of the "2000 Outstanding Artists and Designers of the 20th Century." Shu's works were collected by the Hong Kong Heritage Museum and the Taiwan Center, Shaolin and a few renowned temples in China. Recently, his collectors are growing globally from China and Hong Kong to the US and Canada, Australia, UK, France, Italy and India...

The late Chang Dai-ch'ien, legendary virtuoso of

modern art, was a close friend of and frequent visitor to the Shu's family. Chang noticed that little Sung-wan, though with a weak physique resulting from being prematurely born, showed a gifted affinity towards calligraphic constructs, mimicking them with his feeble fingers. With more than 60 years of hard work and experiences, Shu has created a Renaissance for himself and the modern world.

In February 2017, Shu established the Starfish Art Association to promote art by organizing local and international exhibitions for adults and children artists. He is also the founder of Fun Fun Foundation, a charitable organization specially set up to support projects, to help the needy and to give happiness to people.

His Works

Shu primarily works with acrylic paints on canvas, with themes ranging from all living creatures, human characters, life energy and meditative quests. His skills in uniting calligraphy, relief, traditional Chinese realistic painting, and color painting lent a stylistic touch distinctive to himself. Shu would paint after meditation to attain a state of insightful aspiration. His works exhibited an interplay of creativity and grandeur, a consummation of Oriental peaceable spirit, Occidental aesthetic faculties, an avid ambitious energy, and a meticulous finesse, and above all, a trigger into one's own introspection, surpassing the confines of the canvas. Shu has led an eventful expedition in his lifelong quests. With his upbringing and skilful rendition of each brush stroke, his paintings garnered a pensive tranquility of the energy that flows through the universe and all manifestations of life and passion. Shu is a pioneer of Zen Art in Hong Kong.

More recently, Shu has been actively promoting art culture and travels extensively around the world for solo and art exhibitions. There are lots of coverage with TV, radio, newspapers and magazines on him. Shu is drawing the world's attention and respect!

He is currently Honourable Chairman of the China International Painters, Calligraphers and Collectors Association. In February 2017, Shu established the Starfish Art Association to promote Art by organizing local and international exhibitions for adults and children artists. He is also the founder of Fun Fun Foundation, a charitable organization specially set up to support projects, to help the needy and to give happiness to people.



Shu

Exhibition

- 2010 Chongqing "Harmonious China" Chinese Calligraphy and Painting Exhibition Opening Tour An invitation by the Ministry of Culture in Beijing. Shu's work was highly regarded and attracted lots of media coverage. Published the same year [Shu Sung Wan Art Collection]
- 2011 Hong Kong "Harmonious China" Chinese Calligraphy and Painting Exhibition Closing Tour. Besides exhibiting artworks, Shu was the judging panel and guest speaker at the College Students Art Competition.
- 2012 Hong Kong "If I were a Butterfly" Shu Sung Wan's First Solo Exhibition. It was Shu's first charitable exhibition held at the world renowned Peninsula Hotel in Hong Kong.
- 2013 Beijing "Brilliant Art 2013" An invitation by the Beijing International Art Expo. Besides showing his master pieces, Shu was invited to build the 'Wu Chi Hall of Promise' for the Asian Arts and Design Union. With the overwhelming response and successful conclusion of the World Expo, the Hall of Promise was removed to 798 Art Space afterwards. It has been kept at the South Korean 3D stereoscopic Museum ever since as an environmentally friendly master piece.
- 2014 France "Contemporary French Art Exhibition" An invitation by Pierre Cardin Art Space - Shu's first exhibition tour to Europe. Shu's work was very well received and had captured much attention from the West. (October 23-26.)
- 2015 Hong Kong "If I were a Butterfly Soul Dancing" Shu Sung Wan's Solo Exhibition at the Chinese University of Hong Kong Sir Run Run Shaw Hall. (October 22 to November 5)
- 2015 Hong Kong "If I were a Butterfly As it Comes As it Goes" Shu Sung Wan's Solo Exhibition at the Comix Base, Hong Kong Art Center. (November 7 to 12)
- 2015 Hong Kong "2015 Asian Art Biennial Exhibition" Hong Kong Central Library Grand Hall (November 24 to 29)
- 2016 France "Association France Chine Art Expo" Le Palais Rihour, Lille (Feb18-26) 2016 Hong Kong "Culture Way Art Exhibition" Hong Kong City Hall 7/F, Exhibition hall (March 7-10)
- 2016 Hong Kong "Mencius Art Exhibition" Community College of City University Academic 2G lobby (May8-10)
- 2016 Hong Kong "Sun Yat-sen Art Exhibition" Hong Kong Central Library Grand Hall (June15 to 19)
- 2016 Hong Kong "National day Exhibition" Hong Kong Central Library Grand Hall (Aug3 1 to Sept4)
- 2016 Taipei "The 3rd Global Chinese Calligraphy and Art Exhibition" Taipei Council, Art Gallery (October 19 - 28)
- 2017 Hong Kong "Master of Chinese Calligraphy & Painting Exhibition" Hong Kong Central Library (Jan 1 - 4)
- 2017 Hong Kong "Starfish Art Exhibition" Jao Tsung-I Academy (May25-28)
- 2017 Hong Kong "20th Anniversary Hong Kong Art Exhibition" Hong Kong Central Library (July 11 - 16)
- 2017 Hong Kong "Were I a Butterfly - Long in Existence" Jao Tsung-I Academy, Shu Sung Wan's Solo Exhibition Published the same year [Heart Breath - Shu Sung Wan Art Collection] (October 5 - 26)
- 2018 Hong Kong "Belt and Road Art Expo" Hong Kong Central Library (March 26 - 29)
- 2018 London "Were I a Butterfly - Zen" Shu Sung Wan's Solo Exhibition at The Bhavan Art Gallery West Kensington (August 1 - 5)
- 2019 Japan International Art Exhibition of 21 time NPOCI Calligraphy & Painting Exchange, Tokyo Metropolitan Art Museum (June 22 - 30)
- 2019 Hong Kong Chinese Art Spectacular 2019 Art exhibition of The World Chinese Artists, Hong Kong Central Library (July 12 - 15)
- 2019 Hong Kong Hong Kong Art World celebrates the 70th anniversary of the National Day Exhibition Hong Kong Central Library (September 6 - 10)
- 2020 Hong Kong "Were I a Butterfly - Zen In/Out" Shu Sung Wan's Solo Exhibition at Fringe Club (January 2-16) & PMQ RmS201, Rm S414 (January 2 - February 1)

劉勇中國畫「金荷魅影」「風卷荷花映魚兒」應邀參加「第七屆澳門國際荷花書畫作品展」

Liu Yong - a Chinese famous painter will show his two paintings in Macao soon

為配合澳門市政署二零二二年舉辦的澳門荷花節，第二十二屆澳門荷花節暨第七屆澳門國際荷花書畫作品展，二零二二年六月七日及十八日在澳門盧若分園春草堂展出，由組委會評審選出一百幅荷花作品同場展出、佳作紛陳。加深澳門荷花節對澳門及粵港澳大灣區的影響。

劉勇是內地近年靚紅的精英中青年新文人畫家及著名陶瓷藝術家。他擅畫人物、畫中人以古喻今，文圖相濟，造型樸實，笨拙中盡顯尋常百姓的人生百態。

用新文人的筆觸在一起陶瓷上勾勒出生動有趣的畫面、將美學和精神意象與陶瓷充份嫁接，把傳統的陶瓷帶入全新的人文高度。

劉勇中國畫「金荷魅影」及「風卷荷花映魚兒」兩幅作品首次在澳門展出。今次展出的「金荷魅影」和「風卷荷花映魚群」三片荷葉如蛋卷般取橫、斜、垂態，一隊小魚斜下穿過，顯示了作者在造形立意和構圖經營方面的功力和態度。澳門首展結束，作品將在粵港澳大灣區各大城市巡展並網上展出。



金荷魅影



風卷荷花映魚兒

GubleART

瑰寶藝博



瑰寶藝博 立足香港、面向世界

致力為收藏家和藝術愛好者提供一站式的專業優質服務

策劃、統籌、前衛管理文化藝術產業項目

個人化藝術項目、文化產業、藝術家交流和推廣……

Guble ARTmunications Workshop

香港德輔道中254-256號金融商業大廈8樓01室

Room 801, Financial Commercial Building, 254-256 Des Voeux Road, Central, Hong Kong

Gubleart@yahoo.com 電話：(852) 5402 9619

中華中醫院 弘揚中醫學

Do our best to promote Traditional Chinese Medicine

中華中醫學是中華民族經歷千百年來總結無數的成敗經驗和臨床經驗的成果，是中華傳統文化的一部份，值得我們加以維護、弘揚和推廣。

位於尖沙咀東部麼地道 67 號半島中心一樓 129-

130 室的中華中醫院擁有各擅所長的中醫師團隊，為病患者們提供專業和仁心仁醫的服務，期通過他們高超醫療技術為病患者恢復健康外，同時也可令人們對中醫學增加認識和信心，從而達到弘揚中醫學的效果。

部份駐院醫師簡介：

徐光耀教授

專治：擅長用推拿方法治療各種軟組織、關節和骨骼的損傷性疾病、各種痛症及內、婦、兒科疾病，並擅長推拿診斷和治療、正骨、針灸治療等。

徐光耀教授一九六五年畢業於上海中醫學院推拿專業，師承一指禪推拿流派、滾法流派、內功流派及正骨流派。曾任廣西中醫學院推拿科主任、主任醫師、教授。他並任中華中醫學會推拿分會委員會委員、廣西推拿分會委員會主任委員、國際手法醫學協會副主席等職。曾赴新加坡、奧地利、瑞士等工作和講學。

徐光耀教授多年以來長期從事推拿、正骨、針灸及中醫藥的醫療與教學工作，是廣西推拿學科創始人與開拓者，其論文及醫療成就屢獲殊榮。



孫寶永醫生

註冊中醫師

專治：內科、心臟科、腫瘤科、婦科、皮膚科

孫寶永醫生，中醫內科專家，天津中醫藥大學本科學位、原香港公開大學中國人文學科文學士學位。近六十年中醫師臨床經驗，做了大量心臟病和婦科的專科治療研究，在心臟病的醫治方面頗有成就；在婦女常見的婦科病方面，如斷經前後綜合病和不育治療尤其心得。近二十年，深入研究腫瘤治療和皮膚病症的防治，對頑固性濕疹和紅斑狼瘡症等以中醫針灸和中藥配治療有所建樹。

「上工治未病，中工治已病，下工治末病」，在醫學上，孫醫生崇尚中醫學的「治未病」理論，如看肝臟疾病知其對脾胃的影響，透過加強對脾胃的保養令肝臟疾病早期痊癒。在臨床上，綜合不同的理論配合中醫醫術、針灸和中草藥的應用，如醫治病，以中草藥有效控制癌細胞擴散。孫醫生勤求古訓、博采眾方，吸收古今經驗取其精粹，發揚中醫理論的研究，孜孜不倦。



黃怡醫生

註冊中醫師

專治：內、婦、兒、外科、腫瘤科、皮膚科、五官科、眼科

黃怡醫生出生於中醫世家，耳濡目染，受中醫藥之奇效吸引而嚮往。少年除家教外更拜學於多位名醫，後中醫專業（五年）全科畢業，並於廣州中醫藥大學從各科名醫學習。擅治內、婦、兒、外科、腫瘤、皮膚、五官科、眼科等多種疾病，包括外感、發熱、上呼吸道感染（如肺炎、支氣管炎、咳嗽、肺氣腫等）、心腦血管病、胃潰瘍、胃幽門螺旋菌病、肝硬化及其併發症、血液病、紅斑狼瘡、代謝、內分泌病、月經病、習慣性流產、先兆流產、更年期綜合徵、多囊性卵巢、眼底黃斑病變、飛蚊症、鼻炎、皰疹（生蛇）、粉刺，針灸治療各種痛症、脫發等。



八千名業界人士參與「香港國際影視展（線上版）」及首屆「亞洲影視娛樂論壇」

多功能網上平台續開放至五月中

香港貿易發展局（香港貿發局）舉辦的「香港國際影視展（線上版）」（FILMART Online），以及今年首次舉辦的EntertainmentPulse（亞洲影視娛樂論壇）反應熱烈，一連四日吸引約八千名來自八十一個國家及地區的業界人士參與，七百四十九家參展商向全球買家推廣及發佈超過二千四百套最新的影視作品，當中以長片（劇情）、電視劇（劇情）及動畫佔最多。FILMART Online 網上平台亦協助各大參展商及買家進行商貿配對，尋找商業夥伴。此外，展會期間共舉行了二十七場網上活動，包括於EntertainmentPulse舉行的十四場專題研討會。

中國內地超過二百六十家參展商參與影視展

今年香港國際影視展共吸引超過四十個國家及地區的影視公司參展，包括來自香港、北京、上海、重慶、廣東、浙江、江蘇、陝西、杭州、寧波、長沙、廈門、台灣、歐盟、日本、韓國、菲律賓、泰國、美國等，陣容鼎盛。其中，中國內地共有超過二百六十家參展商參展，主要來自北京、浙江及廣東。而廣東省電影局及廣東省廣播電視局不單帶來四十家廣東優秀影視企業，亦積極推廣廣東在影視拍攝基地及電影技術設備的優勢。

林家棟指香港電影愈具優勢

香港作為中西文化的交匯地，影視娛樂作品於國際舞台上大放異彩，同時擔當推動粵語文化、內容創作及發行的角色。在「重新認識『香港製作』」

環節，香港著名演員及電影監製林家棟分享道：「香港電影界正在醞釀正面的轉變，不但在適應對商業電影要求愈來愈高的觀眾，亦開發更多新類型題材及有更多幕前幕後的新晉人才加入。我相信隨著新舊兩代電影工作者更多的共融，香港的電影業將會有更好發展。」

華策指內地影視緊貼現實主題深受國際歡迎

中國內地影視產業發展蓬勃，每年出產的優質電影和劇集多不勝數，多元化的內容及豐富的內容，在國內外大受歡迎，作品發行至世界各地。華策集團總裁傅斌星分析當中關鍵，她指出：「我們一直不斷尋找新的題材。當中緊貼現實生活的主题，特別受到國際市場歡迎。」

博納電影創作繼續聚焦現實社會題材

在「中國電影發展的經驗與創新」研討會環節中，主題圍繞近幾年中國內地電影創作生產的發展與突破，以及電影院線的改革和高新技術的研發應用。博納影業集團股份創始人、董事長兼總裁于冬指出：「近幾年博納電影在創作上還是聚焦現實社會，反映現實題材，敏銳地捕捉一些感動中國內地的瞬間，以及感動中國內地的人物。」

NFT 將帶動社會更投入數碼資產市場

非同質化代幣（NFT）市場透過交易、解鎖、收集紀念品和獨家商品，為創作者和品牌帶來全新

的虛擬社群互動體驗。霍士廣播公司首席信息安全官及Blockchain Creative Labs (BCL) 主席 Melody Hildebrand 分享 NFT 如何一躍成為內容創作者、IP 擁有者和廣告夥伴的新媒介，助他們創造新的獲利途徑，加快內容發行，同時打造更多樣化的粉絲體驗。她相信：「成為收藏品並非 NFT 的最終目的，這只是一個開始。未來我們將看到大眾如何透過持有這類數碼產品帶動社會有更多的互動，以及能夠親身參與更多有關他們喜愛的內容。」

網上平台開放至五月十七日

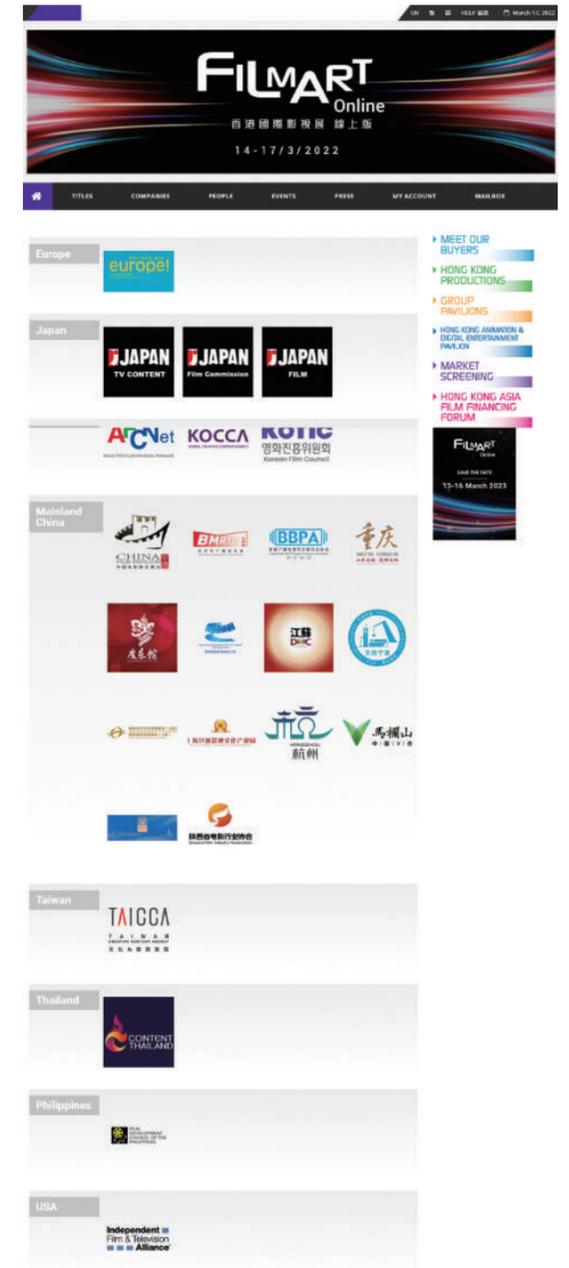
FILMART Online 及 EntertainmentPulse 網上平台將繼續開放予業界至五月十七日。業界除了可以隨時重溫 EntertainmentPulse 專題研討會精彩內容，以及繼續使用 FILMART Online 的多項功能，與環球買家及參展商配對及聯繫。



林家棟（右）認為香港電影多個優勢正在醞釀，期望新舊兩代電影人能夠共融，讓香港電影再出發。



華策集團總裁傅斌星（右）分享內地影視業的良好勢頭，指出緊貼現實生活的主题特別受到國際市場歡迎。



一連四日的 FILMART Online 及首次舉辦的 EntertainmentPulse 圓滿結束，吸引約八千名來自八十一個國家及地區的業界人士參與，七百四十九家參展商向全球買家推廣及發佈超過二千四百套最新的影視作品，並安排網上會議，協助各大參展商及買家進行商貿配對。



博納影業集團股份創始人、董事長兼總裁于冬指公司近幾年的創作上繼續聚焦現實社會，敏銳地捕捉感動中國內地的人與事。



霍士廣播公司首席信息安全官及 Blockchain Creative Labs (BCL) 主席 Melody Hildebrandt (右) 分享對 NFT 的看法，指出成為收藏品並非 NFT 的最終目的，未來我們將會看到大眾在 NFT 的市場會有更多的參與。

8,000 talents join FILMART Online and EntertainmentPulse Online platforms accessible until mid-May

Organised by the Hong Kong Trade Development Council (HKTD), FILMART Online and the first edition of EntertainmentPulse both received an enthusiastic response. The four-day virtual events brought together around 8,000 industry talents from 81 countries and regions. 749 exhibitors showcased over 2,400 new film and TV productions at the event, the majority being feature films, TV dramas and animations. FILMART Online also arranged business matchings for exhibitors and potential buyers, promoting trade and

collaboration within the industry. FILMART Online saw a total of 27 online events staged, including 14 seminar sessions held at EntertainmentPulse.

260+ mainland exhibitors featured

This year, FILMART Online welcomed exhibitors from more than 40 countries and regions, including Beijing, Shanghai, Chongqing, Guangdong, Zhejiang, Jiangsu, Shaanxi, Ningbo, Xiamen, Taiwan, the European Union, Japan, Korea, the Philippines, Thailand,

the United States and more. More than 260 exhibitors were from Mainland China. The largest number of companies were from Beijing, Zhejiang and Guangdong. The Guangdong Pavilion was organised by the Film Administration of Guangdong Province and the Radio and Television Administration of Guangdong Province. Not only have they gathered 40 outstanding production companies from across the province to participate, they also promoted the advantages of Guangdong as a shooting location.

Gordon Lam says Hong Kong films are gaining advantages

Acting as a bridge connecting East and West, Hong Kong productions have shone internationally over the years, highlighting the uniqueness of the city's own culture, content creation and distribution. In a session titled "Rediscovering the Hong Kong Production", Hong Kong actor and film producer Gordon Lam shared his views on the city's film industry. "The strengths of Hong Kong film continue to develop with more diversified themes and new talents joining the industry, to meet the expectation of the increasingly demanding audience, I am confident that the old and new generations of filmmakers can come together to reinvigorate the local film industry."

Mainland China productions reach global audience

The entertainment industry in Mainland China has seen robust growth in recent years. An abundance of quality films and TV dramas have been produced

and distributed to international markets, winning over audiences with a diverse and sophisticated range of content. Karen Fu, CEO of Huace Group, unveiled the secrets behind the success of the mainland's entertainment industry. "We are constantly on the lookout for new subjects. Themes based on the reality of daily life are very well-received in international markets," she said.

BONA Film Group continues focus on realistic social subjects

In the seminar session titled "Experience and Innovation of the Chinese Film Industry", the discussion focused on the development and breakthroughs of film production in Mainland China in recent years, as well as the reform of cinema operators and the application of new technologies. Yu Dong, founder, Chairman and CEO of BONA Film Group, said: "In recent years, BONA Film has continued to focus on realistic social themes, keenly capturing some of the scenes and characters that have deeply touched our country."

NFTs boosts participation in digital asset market

Non-fungible token (NFT) marketplaces are bringing new digital experiences for creators and brands to interact with their communities through trading, unlocking and collecting memorabilia and exclusive content. Melody Hildebrandt, Chief Information Security Officer at FOX and President of Blockchain Creative Labs (BCL), explored how NFTs are becoming a new medium for content creators, intellectual property

owners and advertising partners to monetise content, facilitate content distribution and create engaging fan experiences. “Collectibles are not the endgame for NFTs at all – this is just the beginning. We will see how people use this sense of digital ownership as a foundation to activate communities and gain a much more hands-on participation in the content they love,” Ms Hildebrandt said.

Online platforms accessible until 17 May

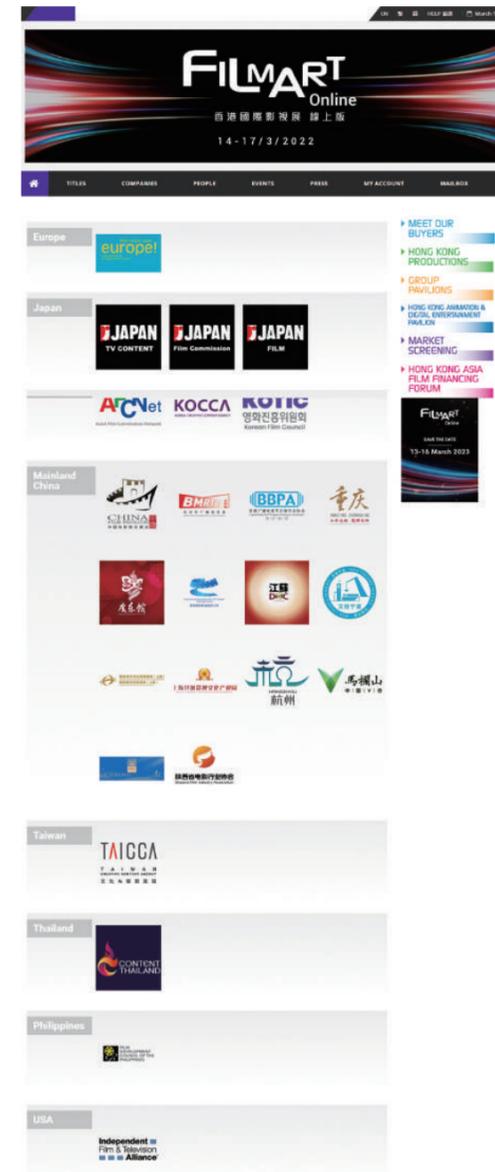
The online portals for FILMART Online and EntertainmentPulse will be open for access until 17 May. Users can revisit insightful content from EntertainmentPulse on demand at any time and utilise the business matching services offered through the FILMART Online platform.



Gordon Lam (right) said the strengths of Hong Kong film continue to develop and he is sure that the old and new generations of filmmakers can come together and help to reinvigorate the local film industry



Karen Fu, CEO of Huace Group (right), shared the latest development trends in Mainland China’s TV and film production industry. She noted that themes related to the reality of daily life are well received in international markets



Yu Dong, founder, Chairman and CEO of BONA Film Group, said the company’s work in recent years has continued to focus on capturing some of the scenes and characters that have touched Mainland China



Melody Hildebrandt, Chief Information Security Officer at FOX and President of Blockchain Creative Labs (right), shared her thoughts on non-fungible tokens (NFTs). She said that collectibles are not the endgame for NFTs and we will see more public participation in the NFT market in the future

FILMART Online and the first edition of EntertainmentPulse drew to a close on 17 March. The four-day dual events brought together around 8,000 industry talents from 81 countries and regions. 749 exhibitors showcased over 2,400 latest film and TV productions, the majority of which were feature films, TV dramas and animations. FILMART Online also arranged business matching meetings between exhibitors and potential buyers

四月 SPECTACULAR SOUTH AFRICA 精彩南非



#SACheersHK 攝影比賽

贏取精美南非禮品包

香港被新冠病毒困擾了兩年多，而而這第五波疫情對我們的打擊尤其嚴重，令很多人筋疲力盡。南非葡萄酒及餐飲業在二零二零年經歷了同樣嚴重的打擊，完全瞭解香港人的心情及無奈。因此，Wines of South Africa（南非葡萄酒協會，WoSA）就藉年度的 SPECTACULAR South Africa（精彩南非）活動，在四月為香港打氣。

#SACheersHK 攝影比賽

每年四月舉辦，今年的 SPECTACULAR South Africa 活動將增設 #SACheersHK 攝影比賽。消費者只需要通過 Facebook 或 Instagram 分享他們單獨或與朋友享用南非葡萄酒照片，並加上 #SACheersHK 和 #WoSAHK。WoSA 會挑選十張最歡欣的照片，得獎者將會贏取精美南非禮品，包括三支南非葡萄酒，限量版 WoSA 酒杯及南非滋味小食。

攝影比賽從現在開始到四月底，參加者要年滿十八歲，照片必須於二零二二年四月三十日或之前分享，參加次數不限，比賽結果將於五月十日前公佈。

「精彩南非葡萄酒」組合



#SACheersHK 攝影比賽 贏取精美南非禮品包

南非葡萄酒精彩並多樣化，其品質可與世界各地的一些頂級葡萄酒相媲美。今年活動的參與商戶特別推出「精彩南非葡萄酒」組合，以幫助葡萄酒愛好者探索這些南非佳釀，其中包括：

- Ginsberg+Chan Wine Merchants Asia 的 A. A. Badenhorst 探索六瓶套裝。A. A. Badenhorst 是 Swartland 產區的先鋒之一，並將其地位成功推上國際葡萄酒舞台。
- Springbok Wines 的各款南非禮品籃（三款南非酒 + 精美禮品）
- Wine Impala 的 Impala Sampler 南非開普酒區六瓶套裝
- Leeder Quay 的 Fool Me Again! 驚喜套裝。顧名思義，這五瓶南非酒可能會在盲品遊戲中騙過你的朋友，你還可以在此處下載盲品貼士。
- 精品酒商 Crushed Wines 的南非六瓶套裝 + 精美禮品
- La Cabane Wine Cellar 的精選南非六瓶套裝

· Toast for Wine 的 5+1 南非套裝（購買任何五瓶南非酒，即送一瓶 Leopard's Leap Pinotage Shiraz）

· wine 'n' things 特推出 7x 南非酒套裝，八折優惠
此外，香港萬麗海景酒店的 Mirage Bar & Restaurant 將提供九十分鐘無限選擇南非 Mannenberg 葡萄酒自助餐。

La Cabane Bistro 更推介一系列以最少干預釀製的南非自然酒。

其他葡萄酒網店及零售商在四月份有不同的南非葡萄酒特惠推廣。

與釀酒師及專家在 Zoom 線上品酒

現正是南非葡萄採收季節，釀酒師雖然忙碌，但仍熱衷與香港葡萄酒愛好者分享美酒和他們的採收片段。WoSA 正與他們籌備一系列 Zoom 品酒活動，詳情及時間表將在 WoSA 網站和 Facebook 公佈。



香港南非酒市場

南非是新世界中最悠久的葡萄酒生產國家，擁有三百六十年的釀酒歷史。香港二零二零年葡萄酒進口量減少約 16%，但南非酒進口量卻逆勢增長近 3%，價值更增長了 16.5%。二零二一年增長持續，價值增幅是 14%，而進口量增長超過 38%。反映南非葡萄酒越來越受到香港葡萄酒愛好者的認可和讚賞。

SPECTACULAR South Africa「精彩南非」是為期一個月的南非葡萄酒營銷活動，是香港慶祝四月二十七日南非自由日（即國慶），以紀念一九九四年在那天舉行的第一次種族隔離後選舉，曼德拉當選為這彩虹國度的第一位黑人總統。

參與商戶包括餐館、酒吧、零售商和網上零售等，於四月會推出不同南非葡萄酒活動，慶祝彩虹國度的誕生，今年已是第九屆。



SPECTACULAR SOUTH AFRICA APRIL



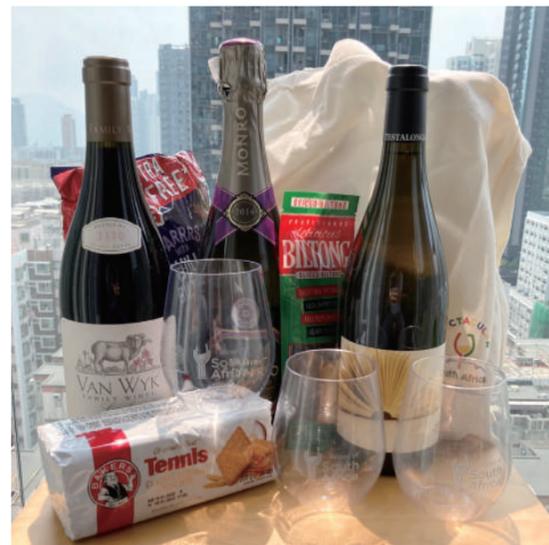
#SACheersHK Photo Competition Win a South African hamper!

Hong Kong has been combating covid for more than two years and this 5th wave has hit us especially hard that left more of us exhausted. South Africa experienced the same magnitude of disruption in 2020 and totally understand what Hong Kong is going through. Therefore, Wines of South Africa (WoSA) is using the SPECTACULAR South Africa April opportunity to cheer for Hong Kong.

#SACheersHK Photo Competition

This year's annual SPECTACULAR South Africa campaign will feature a #SACheersHK photo competition. Consumers only need to share a photo of themselves enjoying South African wine, either alone or with friends, on their Facebook or Instagram with #SACheersHK and #WoSAHK. The WoSA team will pick 10 photos that convey the most upbeat message. Winners will each receive a South African hamper with 3 bottles of wines, limited edition of WoSA tumblers and South African favourite snacks!

The photo competition commences now until end of April and is open to anyone above 18 years old. All photos



#SACheersHK Photo Competition prize

must be posted by 30 April 2022 and multiple entries are allowed. Winners will be announced by 10 May.

SPECTACULAR South Africa wine packs

South African wine is diverse and exciting with quality rivals some of the greatest wines from around the world. Participating wine shops are putting together SPECTACULAR South Africa wine pack to help wine lovers to explore these South African gems, including:

- AA Badenhorst 6 bottles Discovery Case from Ginsberg+Chan Wine Merchants Asia. AA Badenhorst is one of the Swartland revolutionaries who transformed the region's wine landscape.
- South African wine hampers from Springbok Wines that included 3 bottles of South African wines and other goodies.
- Impala Sampler from Wine Impala for a delicious introduction to the Cape Winelands

- Fool Me Again! Surprise Box from Leeder Quay. As the name suggested, these 5 bottles of South African wine will probably fool your friends at blind tasting games.

- Crushed-curated gift with any 6 bottles South African wine from Crushed Wines, a boutique wine shop focuses on small-batch wine from around the world.

- South Africa curated wine box from La Cabane Wine Cellar, a natural wine shop in Central.

- 5+1 South African wine pack from Toast for Wine where a bottle of Leopard's Leap Pinotage Shiraz will be given free for any purchase of 5 bottles of South African wine

- 7 x South African wine packs from wine'n'things at 20% off

In addition, Mirage Bar & Restaurant at

Renaissance Harbour View Hotel Hong Kong will be offering a South African wine buffet with unlimited selection of Mannenberg Wines for 90 minutes, while La Cabane Bistro will serve a selection of South African wine made with minimal intervention by the glass.

Other online and retail wines shops are also offering special discounts on South African during the month of April.

Zoom tasting with winemakers / professionals

It is harvest time in South Africa now. Although winemakers are busy, they are keen to share their harvest moments and wine with Hong Kong wine lovers.

WOSA is planning a series of Zoom tasting with them and the schedule will be posted on WoSA website and Facebook.

South African wine in Hong Kong

South Africa is the oldest wine country in the New World with 363 years of winemaking history. It is one of the top 10 wine importing countries by volume in Hong Kong. Despite the fact that Hong Kong's wine import in 2020 was down by some 16% by volume, volume of South African wine imported to Hong Kong was against the trend and up by nearly 3%, while value grew by an impressive 16.5%! It continued to grow in 2021 with value increased by 14% and volume over

38%. South African wine is getting more recognised and appreciated by Hong Kong wine lovers.

SPECTACULAR South Africa is an annual, month-long promotional campaign of South African wine. It is our celebration of the country's Freedom Day on 27 April when Nelson Mandela was elected as the first black president in 1994. Participating F&B outlets, wine retailers and online shops launch their South African wine promotions during the month of April to celebrate the birth of the rainbow nation. This year is the ninth edition.

South African wine key events in 2022:

- 6 May (Friday): Sauvignon Blanc Day (#SauvBlancDay)
- 26 May (Thursday): Chardonnay Day
- 17 June (Friday): Chenin Blanc Day (#DrinkChenin)
- 21 August (Sunday): National Shiraz Day

- 30 August (Tuesday): Cabernet Sauvignon Day
- 1 September (Thursday): Cap Classique Day (#CapClassiqueDay)
- 24 September (Saturday): Heritage Day (aka Braai Day)
- 8 October (Saturday): Pinotage Day (#PinotageDay)

SPECTACULAR South Africa 2022 participants:

Participating wine retail and online shops:

BB&R (online): 12% off on selected South African wines (Mullineux & Leeu, Sadie)

Biltong Chief (online): Buy 5 get 1 free on selected South African wine

Crushed Wines (Sai Ying Pun and online): A Crushed-curated gift with the purchase of any 6 South African wines

Ginsberg+Chan Wine Merchants Asia (online): A.A. Badenhorst 6 bottles Discovery Case

Kerry Wines (online): Special offer on selected South African wine (Napier, Hamilton Russell, Ken Forrester).

From 22 April to 21 May

La Cabane Wine Cellar (Central, online): South Africa curated wine box

Leeder Quay (Mui Wo, online): Fool Me Again! Surprise Box. Download blind tasting cheat sheet

MyiCellar (online): 10% off on South African wine (Bellingham, David & Nadia, Gabriëlskloof, Journey's End, Storm), South African wine quiz, Zoom tasting in mid-April

Ponti Wine Cellars (Central, Causeway Bay, Happy Valley, Tai Hang, Kennedy Town, Tsim Sha Tsui, online): Discount on Glenelly and Spier (13% off

for single bottle; 18% off for 3 bottles or more)

Springbok Wines (online): Various South African wine hampers (3 bottles of wine with gifts)

Summergate (online): Up to 30% off South African wines (Albeit, Crystallum, Fairview, Lismore, Mullineux)

Toast for Wine (online): 20% off on all South African wine. One free bottle of Leopard's Leap Pinotage Shiraz for any purchase of 5 bottles of South African wine.

Watson's Wine: Special offer on selected South African wine

Wine Impala (online): 10% off on Impala Sampler, a 6-bottle mixed case for an introduction to the Cape Winelands

Winerack (Sai Ying Pun, Wanchai, Happy Valley, Tsim Sha Tsui, Sai Kung, online): 5% off on all South African wine

Wine'n' things (online): 20% off on all South African wine packs (7); a free South African gift for purchase of \$1,500 South African wine (exclusive of packs)

Wine Shop Asia (online): Up to 20% off on all South African wines (Bonnievale, Journey's End)

Participating restaurants and retailers:

La Cabane Bistro, Central: Special South African Wine by the Glass selection

Mirage Bar & Restaurant, Renaissance Hong Kong Harbour View Hotel: South African wine buffet, unlimited selected for 90 minutes at HK\$250/person

Market Place by Jason: Special promotion on Journey's End wine

Oliver's: Special promotion on Journey's End wine

Three-Sixty: Special promotion on Journey's End wine

SOGO: Special promotion on Journey's End wine

U購 Select: Special promotion on Journey's End wine

百味市集 Feast Market: Special promotion on Journey's End wine

Tasting

MyiCellar: Zoom tasting session of more than 10 South African wine in mid-April (details to be announced)

Somm ACE: Zoom with Somm ACE Happy Hour. Chenin Blanc tasting at 5-6pm, 16 April; SA Grand Red Varieties at 5-6pm, 30 April)



馬來西亞四月一日全面通關 是時候出發旅遊了!

• 已完成疫苗接種程序的旅客，只需在出發前兩天進行 RT-PCR 新冠病毒核酸檢測，並在抵達馬來西亞後二十四小時內接受專業管理的 RTK-Ag 快速抗原測試，結果呈陰性，便可在馬來西亞享受免檢疫旅遊

• 未完成疫苗接種的國際旅客必須在抵達時接受為期五天的隔離，並於第四日進行 RT-PCR 檢測或第五日專業管理的 RTK-Ag 快速抗原測試。如果檢測結果為陰性，可在第五天結束隔離。若檢測呈陽性，必須繼續隔離五天

【疫苗接種狀態定義（適用於所有非國民和國民）】

- 2 劑科興 Sinovac [所有旅客] - 未完成疫苗接種；3 劑科興 [所有旅客] - 完成疫苗接種
- 2 劑復必泰 Pfizer [18-59 歲] - 完成疫苗接種；2 劑復必泰 [60 歲及以上] - 未完成疫苗接種
- 3 劑復必泰 [所有旅客] - 完成疫苗接種

【入境馬來西亞前準備事項】

1. 購買投保範圍包括旅遊和新冠肺炎的保險，最低賠償額 20,000 美金，作為在馬來西亞逗留期間支付 COVID-19 相關的醫療和住院費用

• 可透過 Zurich, AXA 等保險公司購買或馬來西亞保險公司 <https://pam.org.my/member-companies/>

• 一些航空公司也有提供此項服務 <https://www.tuneprotect.com/products/covidtravelpassplus/>

• 強制性保險不適用於以下類別的旅客：

Malaysian, Long-Term Social Pass, Expatriates Pass, Student Pass, Study Pass, Resident Pass, Permanent Resident Pass, Spouses of Malaysian citizens, Children of Malaysian citizens, Foreign workers including foreign helpers, MM2H

2. 下載並開通 MYSEJAHTERA 健康申報 App (https://mysejahtera.malaysia.gov.my/intro_en/)

• 填寫健康申報表

• 在「旅客」一欄填寫入境表格 <https://www.mysafetravel.gov.my/digital-form>

• 出發前至少五天在「旅客」一欄申請 MySejahtera 疫苗接種電子證書或於 <https://www.mysafetravel.gov.my/application> 驗證 COVID-19 疫苗接種證書

3. 出發前兩天進行 RT-PCR 新冠病毒核酸檢測 [6 歲及以下（按出生年份）的兒童可豁免入境前檢測]

• 香港政府認可的檢測中心 https://www.coronavirus.gov.hk/pdf/List_of_recognised_laboratories RTPCR.pdf?fbclid=IwAR1J1hFscJW9PqO1kVcVJbR7YszlzDaCkXqrpKXvjuqJXw-zv74DNJCCuE

• 香港社區檢測中心 <https://www.communitytest.gov.hk/en/info/>

【入境馬來西亞時】

• 所有旅客必須於二十四小時內進行專業管理的 RTK-Ag 快速抗原測試

o KLIA & klia2: airport.doctor2u.my 聯絡資訊 +6012-5909110 [24 小時] /support@doctor2u.my

o 馬來西亞衛生部認可的 COVID-19 診所名單：<https://covid-19.moh.gov.my/fasilitas-kesihatan/hospital-swasta-dan-klinik-swasta-berdaftar-untuk-covid19>

• 若檢測呈陽性，旅客將被送往私人醫療機構隔離（已完成疫苗接種：隔離七天；未完成疫苗接種：隔離十天），而購買的保險將作為支付隔離的費用

• [六歲及以下（按出生年份）的兒童可豁免抵達時的測試]

【實用鏈接】

• <https://www.mysafetravel.gov.my/>

• https://youtu.be/KE_045sPuk8

• 入境沙巴須知 http://www.sabahtourism.com/alert/?fbclid=IwAR0SiYkxZNA4EMTy_89F3niemQtq77kclGo5O-mRvYbtoy2OY_hyaMata2c

• 入境砂拉越須知 <https://www.facebook.com/213502523139/posts/10160172969933140/?sfnsn=mo>

【旅客準備清單】

項目	
登機牌/巴士票	Y
入境前RT-PCR 新冠病毒核酸檢測/RTK-Ag快速抗原測試	Y
新冠肺炎+旅遊保險	Y
COVID-19 疫苗接種證書	Y
MySejahtera app（填寫健康申報、入境表格和上傳疫苗接種證書）	Y
護照	Y
長期證件影印本	Y(if applicable)

MALAYSIA REOPEN ITS INTERNATIONAL BORDER from 1st April It is time to travel again

• Fully-vaccinated travellers can enjoy quarantine-free travel and are only required to take the COVID-19 RT-PCR test two days before departure and undergo professionally administered RTK-Ag within 24 hours upon arrival in Malaysia.

• International travellers who are not fully vaccinated must undergo five-day quarantine upon arrival. If tested negative, they can be released from quarantine on Day-5. If they are tested positive, they must continue to quarantine for another 5 days.

【Definition of Vaccination Status (applies to all travellers)】

• 2 doses Sinovac [All travellers] - Partially vaccinated; 3 doses Sinovac [All travellers] - Fully vaccinated

• 2 doses Pfizer [18-59 years old] - Fully vaccinated; 2 doses Pfizer [60 years old and above] - Partially vaccinated

3 doses Pfizer [All travellers] - Fully vaccinated

【Pre-departure to Malaysia】

1. Purchase a minimum coverage of US\$20,000

Covid-19 & travel insurance (short-term foreign visitors) for COVID-19-related medical treatment and hospitalization costs in Malaysia

• The mandatory insurance does not apply to travellers from the following categories:

Malaysian, Long-Term Social Pass, Expatriates Pass, Student Pass, Study Pass, Resident Pass, Permanent Resident Pass, Spouses of Malaysian citizens, Children of Malaysian citizens, Foreign workers including foreign helpers, MM2H

• Insurance companies in Malaysia and travel insurance coverage offered: <https://pam.org.my/member-companies/>

• Some airline companies offer travel insurance as well. <https://www.tuneprotect.com/products/covidtravelpassplus/>

2. Download and activate MYSEJAHTERA APP (https://mysejahtera.malaysia.gov.my/intro_en/)

• Complete the health declaration form

• Complete the pre-departure form in the “Traveller” icon <https://www.mysafetravel.gov.my/digital-form>

• For foreign vaccination records, travellers are required

to apply for MySejahtera Vaccination Digital Certificate in the “Traveller” icon at least five days before departure to Malaysia or verify your digital COVID-19 vaccination certificate at <https://www.mysafetravel.gov.my/application> before departure

3.COVID-19 RT-PCR test two days before departure [Children aged 6 years old and below (by year of birth) at the time of check-in for the scheduled flight departure are exempted from pre-departure testing]

【Upon Arrival in Malaysia】

• All travellers aged 7 years old and above are required to undergo professionally administered RTK-Ag within 24 hours of arrival at any private health facility.

o KLIA & klia2: doctor2u.my [Contact: 6012-5909110 24hrs / support@doctor2u.my]

o List of COVID-19 clinics approved by the Ministry of Health Malaysia: <https://covid-19.moh.gov.my/fasiliti-kesihatan/hospital-swasta-dan-klinik-swasta-berdaftar-untuk-covid19>

• [Children aged 6 years old and below (by year of birth) at the time of check-in for the scheduled flight departure are exempted from on-arrival testing]

• If travellers are tested positive, they are required to quarantine at private health facility. Fully vaccinated travellers: seven days; partially vaccinated or unvaccinated travellers:10 days. The insurance purchased prior to your departure to Malaysia will cover the quarantine at the private health facility.



【Travellers’ Checklist】

Items	
Flight boarding pass/ bus ticket	Y
Pre-departure PCR or professionally administered Antigen rapid test result	Y
Travel / Medical Insurance	Y
COVID-19 vaccination certificate	Y
MySejahtera application on the phone with pre-filled Traveller card	Y
Passport and / or Identity Card	Y
Copy of long-term pass	Y(if applicable)

熱門目的地 Top Destinations

2022 年度最佳旅遊目的地 – 檳城 2022 Best Destinations to Visit – Penang



檳城被 CNN 列「2022 年最佳旅游目的地」之一，也是唯一上榜的東南亞地標。

檳城匯集多種傳統馬來，中國，印度和峇峇娘惹美食，可在首府喬治市品嚐。這裡處處皆是歷史建築，包括古老的英國別墅、傳統的中國商店和伊斯蘭清真寺。作為檳城的最高點，升旗山由山頂至植物園設有遠足徑，植物園內更有多達二百多種蘭花。領先的保護工作是升旗山 The Habitat 生態公園，一個世界級的熱帶雨林探索中心，提供帶導覽的徒步探

險和高空滑索體驗。
Penang has been listed by CNN as one of the world's top destinations for 2022. Penang offers a wide variety of traditional Malay, Chinese, Indian, and Baba Nyonyacuisine. They are found in hawker centers and shophouses at Penang's capital, George Town. George Town is filled with historic buildings, from

old English mansions to classical Chinese shophouses and mosques. Penang's highest point, Penang Hill offers many with excellent hiking trails that stretch from its peak down to the botanical gardens which house more than 200 species of orchids.

Leading conservation efforts is The Habitat Penang Hill, a world-class rainforest discovery center that offers guided walks and zipline tours.

創意美食之都 – 古晉

Creative City of Gastronomy - Kuching

砂拉越首府古晉成為馬來西亞首個列入聯合國教科文組織創意城市網路名單的城市。

它是名單中新增的四十九個城市之一。已故的安東尼·波登自豪地稱之為「眾神的早餐」的砂拉越叻沙被 TasteAtlas.com 評為亞洲第一道美食。古晉有眾多不為人知但正宗的美食，反映和保存砂拉越許多土著部落的佳餚，包括 Kampua Mee, Kueh Chap, Kacangma Chicken 等。

Kuching, Sarawak's capital has become the first city in Malaysia to be accepted into the UNESCO Creative Cities Network (UCCN) in the field of gastronomy. It was one of 49 new cities that were added to the UCCN. Sarawak Laksa, which the late Anthony Bourdain proudly called the “breakfast of the gods”, was ranked the No. 1 dish in Asia by TasteAtlas.com. There are also



less familiar yet truly authentic cuisines in Kuching that reflect the food culture of many indigenous tribes of Sarawak for instance Kampua Mee, Kueh Chap, Kacangma Chicken.

世界最佳旅遊勝地之一——柔佛迪魯海岸

100 World's Greatest Places – Desaru Coast

迪沙魯海岸有綿延十七公里的海濱，擁有多家世界級豪華酒店、景點和體驗，包括兩個世界級的高爾夫球場和該區最大的冒險水上樂園。二零二零年，迪沙魯海岸 One&Only 度假酒店是該品牌在亞洲的首家酒店，擁有水療中心和高爾夫球場。另一個新酒店是迪沙魯安納塔拉海岸度假村和別墅，擁有鬱鬱蔥蔥的花園和瀉湖游泳池。

Nestled against 17km of pristine beachfront and home to world-class and ultra-luxury hotels, Desaru Coast boasts a curated and refined mix of attractions and experiences, including two world-class golf courses and the region's largest adventure waterpark. In 2020,

the One&Only Desaru Coast, the brand's first property in Asia, debuted as a spectacular tropical sanctuary with a spa and golf course. Another newly opened is the Anantara Desaru Coast Resort and Villas, with lush gardens and lagoon swimming pools.



創意美食之都 – 秋傑

Creative City of Gastronomy - Chow Kit

舊時吉隆坡大名鼎鼎的紅燈區，因其獨特魅力獲選紐約時報必去地點之一！秋傑社區有首都最古老的市集、全東南亞最大的錫克廟同別具風味的新興餐廳，穿梭系巷弄中，可以體驗本地人的生活氣息！Ormand 旗下 Boutique hotel- TheChow Kit 講求簡約化奢華，將秋傑社區歷史與本地獨有氛圍融入國際化及現代都市設計，別有風味！

Chow Kit, a place where old meets new, the infamous red-light districts back in the old KL era, was selected as the top place to visit in 2020 by New York Times Travel. The district is home to the capital's oldest pasar (market), Southeast Asia's biggest Sikh temple,

enclaves of hip stores, and eclectic new restaurants! The Chow Kit Hotel, which is listed as one of the best new hotels in the world, marries tradition with modernity, surprising visitors with its elegant design!



馬來西亞新景點

MALAYSIA'S NEW ATTRACTIONS

【吉隆坡】鬼仔巷

Kwai Chai Hong, Kuala Lumpur

鬼仔巷榮獲二零二一國際旅遊獎頒發的「吉隆坡最佳遺產景點」，也被譽為吉隆坡近期最 instagrammable 的景點之一。由多位本地畫家創作多幅具代表性的壁畫，展現一九六零年代華人移民聚居在小巷弄間的生活日常景象，帶你搭上時光機走入從前的馬來西亞！這裡也有多間咖啡廳和酒吧，讓大家悠閒感受吉隆坡美食和生活。

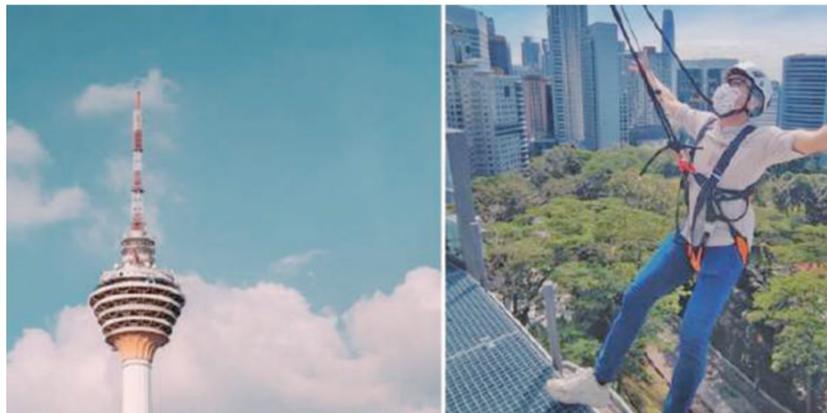
Kwai Chai Hong was recently recognized by

the International Travel Awards, winning the “Best Heritage Attraction in Kuala Lumpur” title for 2021. Located near Petaling Street, it is also recognized as one of the most instagrammable places. This alley houses the lovingly restored pre-war buildings, bringing you back to the 1960s golden era of KL Chinatown! There are also many local cafes and bars available in the neighborhood.



【吉隆坡】Tower Walk 100

Tower Walk 100, Kuala Lumpur



Tower Walk 100 於二零二一年十一月二十七日向公眾開放。名稱中的「100」表示大家會距離地面超過 100 英尺 (30.48 米)！如果您不介意高度，可以嘗試穿過玻璃透明的平臺，併發出可聽見的裂縫，當

您踏上它時會聽到。(放心，這些只是音效！)

票價：成人每位 RM70，兒童每位 RM40

The Tower Walk 100 is the newest attraction at Menara Kuala Lumpur that recently opened its doors to the public on 27th November 2021. The '100' in the name indicates that you are over 100 feet (30.48 metres) above the ground! If you don't mind the height, you

can try to walk on the glass-transparent platform with an audible crack that will be heard as you step onto it. (But don't worry, those are just sound effects!).

Normal price: RM70 per adult, RM40 per child

【彭亨】SkyWorlds 主題公園 Genting SkyWorlds Theme Park

東南亞最受期待的主題樂園 - Genting SkyWorlds 開幕了！主題樂園共有九個獨特的主題世界，佔地二十六英畝，提供二十六個遊樂設施和景點，適合一家大小前來遊玩！業優惠將持續至二零二二年六月三十日，請立即預訂門票，享受 20% 的優惠折扣！



Say hi to Southeast Asia's most anticipated theme park - Genting SkyWorlds! Packed with 9 uniquely themed worlds, Genting SkyWorlds Theme Park covers 26 acres with 26 rides and attractions

suitable for everyone in the family. The soft opening promotion extends until 30 June 2022, so book your tickets now with 20% discount!

【彭亨】金馬崙花卉園 Cameron Floral Park, Pahang

二零二一年十一月新開張的超夢幻打卡景點，有多達三十種花卉。大家可以在花海中漫步、影相同賞花，仲有多個野餐套餐可以選擇，包括夢幻豪華野餐配套及家庭花園野餐配套，享受浪漫下午茶。

Newly opened in Nov 2021, every corner of the garden located at Kea Farm, Cameron Highlands features a wide variety of colorful flower. Different walkways are available throughout the place for you to roam, snap photos, and admire the gorgeous blooms. Multiple picnic packages are available for you to choose from, including Sweet and Simple, Dream Deluxe Picnic, and Family Garden Picnic packages.



婆羅洲文化博物館 The Borneo Cultures Museum

位於古晉市中心，是馬來西亞最大的博物館，也是東南亞第二大博物館。該博物館於二零二二年三月九日正式向公眾開放，共有五層展示不同的主題，包括「愛我們的河流」、「與自然和諧」、「時代變遷」等，展示歷史文物、考古文物和藝術畫廊。該博物館佔地六千七百二十六平方米，融合古典展覽和畫廊與現代技術，為遊客提供互動和獨特的感官體驗。

首三個月免費入場。

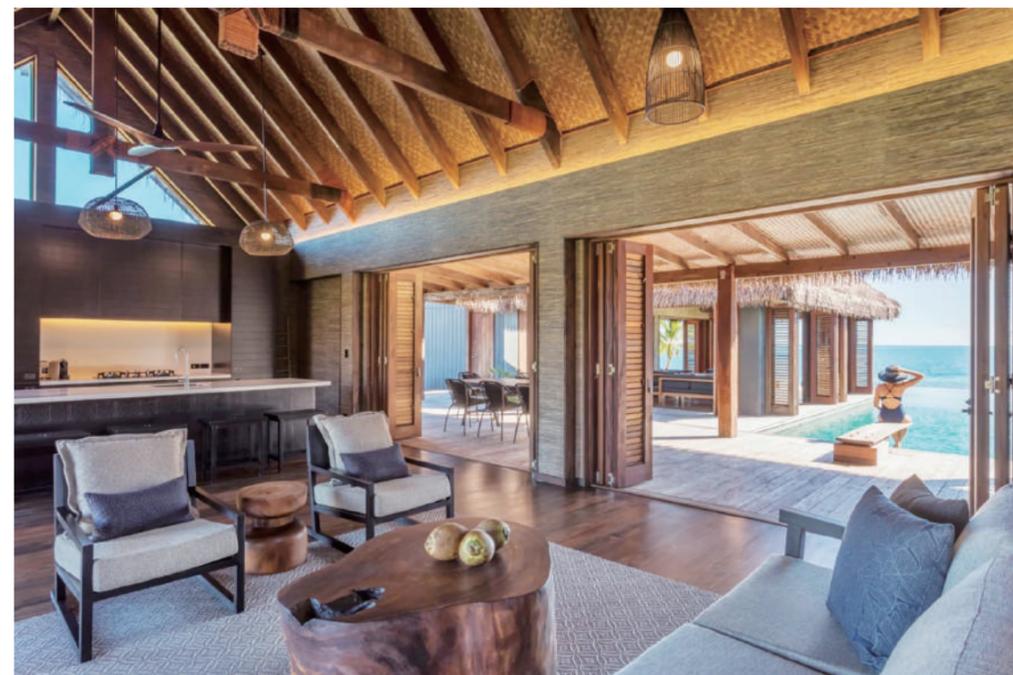
The Borneo Cultures Museum, located at the center of Kuching City, is the largest museum in Malaysia and the second largest in Southeast Asia.

The museum which officially opened its doors to the public on 9th March 2022 houses five floors, featuring different themes including “Love Our River”, “Harmony with Nature”, and “Change of Times”. showcasing historical relics, archaeological finds and cultural relics, and art galleries. The museum which covers a total of 6,726 square meters of exhibition space is a fusion of classical displays and galleries with modern technology to provide an interactive and unique sensory experience to visitors.

Free admission for the first three months.



Six Senses Fiji 四月一日重開 Six Senses Fiji Reopens April 1



Hosts at Six Senses Fiji, many returning to their previous roles, are ready to welcome guests back to their little corner of paradise from April 1. Their familiar friendly faces will serve as the perfect antidote to months of lockdowns and travel bans as new arrivals step off the speedboat.

Picture-perfect Backdrop for Every Smile

Located on Malolo Island, the largest of the Mamanuca Islands, Six Senses Fiji is surrounded by gently shelving crystal-clear waters accessed from a

palm-fringed white sand beach. The re-opening is timely, with the Easter holidays and short breaks on the horizon, as well as prime conditions for surfing and diving starting from April onwards. With pent-up demand at a premium, the resort has been humbled by the reaction and interest to its opening. It is already full for the entire first month and operating on a waitlist-only basis.

Multi-bedroom Residences for Celebrating Special Moments

The past two years have forced many families

and groups of friends to miss out on celebrating milestone birthdays, weddings, births, and graduations. The residences, which feature between three and five bedrooms, are designed to bring everyone together. They include a fully equipped kitchen, private living area, expansive private pool, and outdoor seating and entertaining space. Those looking for a self-sufficient vacation will enjoy in-villa dining and sundowners, personal yoga, and eight hours of complimentary babysitting per day. Those seeking the convenience of the resort amenities can choose from the three restaurants, gourmet deli, cooking school, and a host of activities that can be arranged by the dedicated Guest Experience Maker.

Turquoise Playground for Water Babies

From beginners to pros, the resort offers watersports for all skill sets. Paddleboarding, kayaking, and swimming are unlimited (as long as guests return in good time for cocktail hour). Beginners' surf lessons take place within the safety of the private bay or nearby Swimming Pools wave, and expert surfers can head out to the world-famous Cloudbreak just a 20-minute boat journey away. For those seeking a serene nature immersion, the resort has spent extensive time working on coral replantation. This dedication has paid off, resulting in a beautiful snorkeling experience right off the Six Senses Fiji beach. Fiji is also revered the world over for some of the best dive sites. Introductory sessions can be carried out in the guest's private pool and there are options to complete the PADI or SSI dive courses at a plethora of sites rich with colorful corals, clownfish, lionfish, reef sharks, and more, all within a 10-minute boat ride.

Sustainable Living and Dining

All residences, villas, and facilities are designed to be 100 percent solar-powered by the largest microgrid in Fiji to use Tesla batteries. Many ingredients for the

three restaurants – Tovolea, Rara, and Teitei – as well as the deli, ice creamery, Alchemy Bar, and spa, are grown fresh in the resort's gardens, which are thriving or sourced from local farmers and fishing communities. The hens at Cluckingham Palace are match-fit to ramp up egg production, and the beehives, Mushroom Hut, and Water Bottling Plant are also in full working order. Guests walking along the winding boardwalk through the trees might catch a glimpse of one of the friendly Fijian Crested Iguanas in their natural habitat.

Pioneering Wellness

SSet in lush jungle, Six Senses Spa Fiji is a contemporary take on a traditional Fijian village with a layered approach to wellness and treatments that go beyond the ordinary. The extensive signature menu includes best-loved treatments such as the Fijian Bobo Massage using warm poultices of herbs picked from the spa garden to increase circulation and ease muscle tension. For guests wishing to take a deeper inner focus, one-, three-, five- and seven-night wellness programs focus on specific issues such as brain health, immunity, yoga, sleep, and fitness. Ayurvedic treatments are also available, overseen by Spa Director Deepak.



About Six Senses Fiji

Located on the idyllic Malolo Island, with a sandy beach and turquoise lagoon, Six Senses Fiji comprises 24 pool villas with private decks and modern comforts; all complemented by ever-smiling Fijian hosts. For families and groups, two- to five-bedroom residences come with a pool, kitchen, dining room, and generous living spaces, offering wonderful panoramas and easy access to the resort's facilities. Dining options highlight local ingredients, while a Six Senses Spa offers a layered approach to wellness. The resort also hosts Fiji's largest off-grid solar power system. Activities include a wide range of experiences such as snorkeling, scuba diving, and surfing.

About Six Senses

Six Senses operates 21 hotels and resorts in 17 countries under the names of Six Senses and Evason and has signed a further 33 properties into the development pipeline. Part of IHG Hotels & Resorts, Six Senses serves as a changemaker and maintains a leadership commitment to community, sustainability, emotional hospitality, wellness, and crafted experiences, infused with a touch of quirkiness. Whether an exquisite island resort, mountain retreat, or urban hotel, the vision remains the same: to reawaken people's senses so they feel the purpose behind their travels and ultimately reconnect with themselves, others and the world around them.

Six Senses Residences offers all the unique amenities of a resort life community while retaining the privacy and personal touches of a beautifully appointed private villa or apartment. Each is an appreciating long-term investment to be cherished for generations to come with immediate benefits and exclusive status at other resorts worldwide.

Six Senses Spas guides guests on their personal path to well-being in all resorts as well as a handful of standalone spas. The high-tech and high-touch approach goes beyond ordinary beauty treatments to offer holistic wellness, integrative medicine, and longevity.

明壹堂藝術有限公司

House de Creative Limited



歡迎參觀指導
Welcome to Visit



地址：香港尖沙咀東部麼地道67號半島中心一樓124室
Add: No. 124, 1/F, Tsimshatsui East, Kowloon, Hong Kong

Tel: (852) 2721 9522
Email: mktcollections@gmail.com

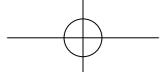
團結一致 同心抗疫

香港此次的疫情非常嚴重，前所未有。為配合香港新冠病毒抗疫工作，中港兩地各大企業和慈善機構送來不少抗疫物資。

此次由長江商學院和深圳富順基金捐贈一大批急需的防疫物資運往香港。由於疫情帶來的不確定性，歷經千難萬苦，最後成功有中外運（香港）倉儲將防疫物資及時運抵香港，包括口罩、中藥膠囊、康小衛消毒水、新冠檢測試劑盒。另外長江商學院還特地定制的防疫包，裡麵包括防護口罩、檢測劑和小瓶消毒液，衛生濕紙巾，防疫套裝，方便市民使用，非常有愛心。

抗疫物資由香港的中華博愛基金，中華中醫院，孟子學院等機構分發給各大前線機構和個人，包括香港警隊，菁英會，博愛醫院，新渡輪公司，中華中醫院，本真慈善團體，還有派發到各個街坊，消防處人員等等。

今次捐贈讓中港兩地能團結一致、同心抗疫、香港加油！



AirYacht offers a wide range of
the world's finest yachts for sale & charter

T: 2155 2252 | E: info@airyachthk.com | W: www.airyachthk.com

