



渣打香港中小企領先營商指數

Standard Chartered Hong Kong SME Leading Business Index

調查結果

Results

2019年第四季度
2019 Q4



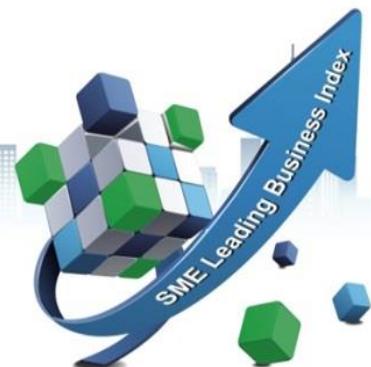
- 【渣打香港中小企領先營商指數】季度調查，由香港生產力促進局獨立執行，渣打銀行（香港）有限公司全力贊助
- The “Standard Chartered Hong Kong SME Leading Business Index”, independently implemented by Hong Kong Productivity Council and sponsored by Standard Chartered Bank (Hong Kong) Limited

調查目的

Survey Objectives

- 剖析本地中小企對近期營商環境的信心
- To analyse Hong Kong SMEs' confidence in the business environment

- 探討企業對開拓新市場及數碼科技應用的看法
- To explore SME's views towards tapping into new markets and digital technology deployment





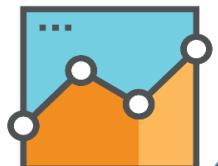
2019年度第四季的綜合營商指數較上季下跌7.6至 **31.4**，顯示中小企的營商信心持續疲弱

2019 Q4 Overall Index dropped by 7.6 from last quarter, reading at **31.4**, indicating that SMEs' confidence in the business environment stays weak



70%受訪中小企認同**開拓新市場**可突破目前營商困境

70% of surveyed SMEs agreed that **tapping into new markets** can make a breakthrough under current business situation



86%受訪中小企認同**數碼科技應用**是業務發展的趨勢

86% of surveyed SMEs agreed that **digital technology deployment** as business development trend





渣打香港中小企領先營商指數

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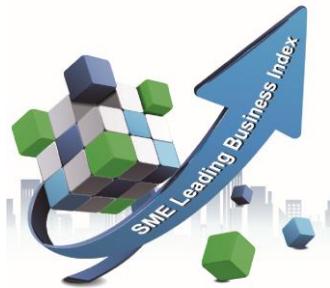
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2019 年第四季綜合營商指數

Overall Index of 2019 Q4



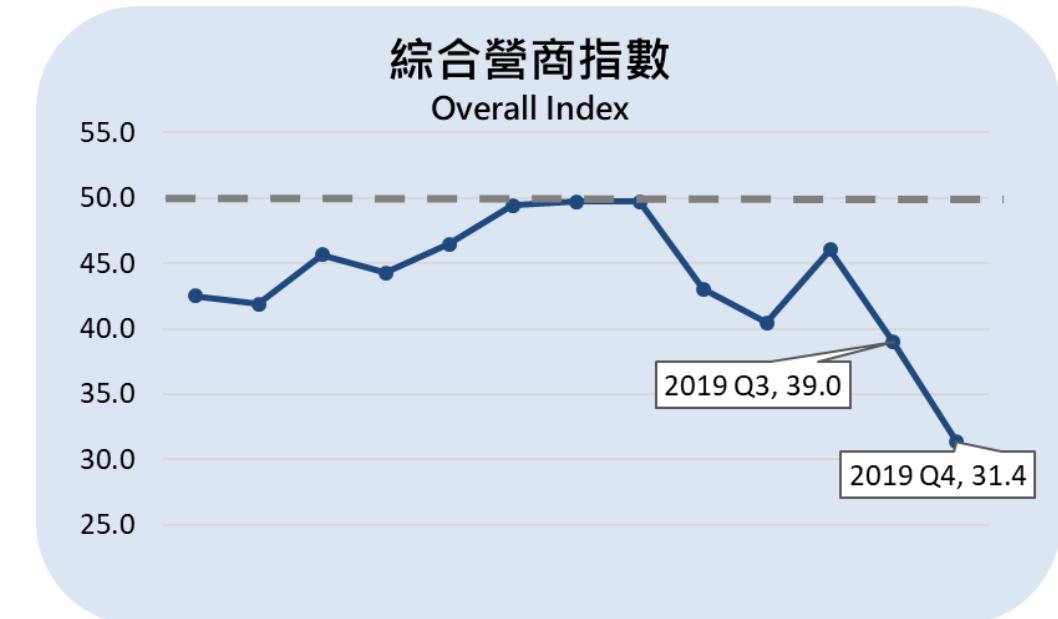
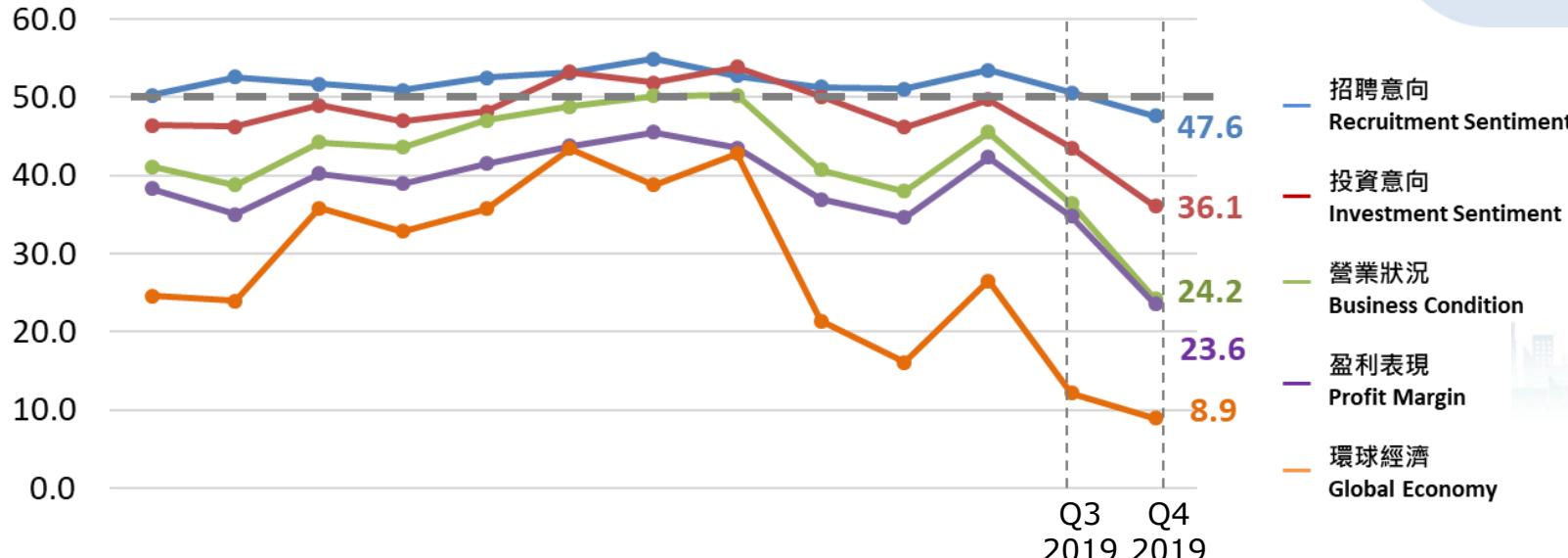
	2016 Q4	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4
綜合營商指數 Overall Index	42.5	41.9	45.6	44.3	46.5	49.4	49.7	49.7	43.0	40.4	46.0	39.0	31.4

綜合營商指數與分項指數

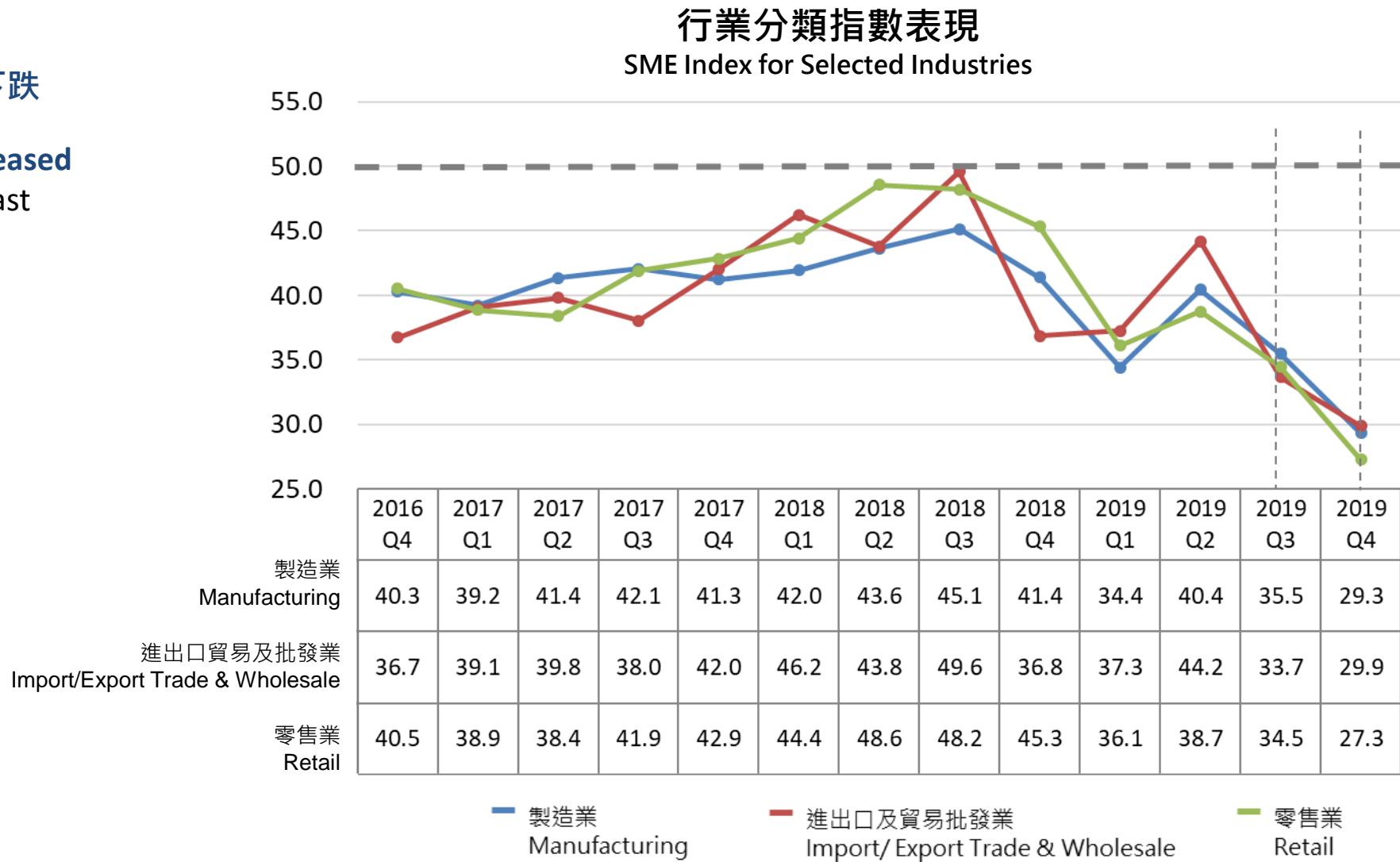
Overall Index & Component Sub-indices

- 五個分項指數均錄得下跌
- 「營業狀況」錄得較明顯跌幅
- All five component sub-indices dropped simultaneously
- “Business Condition” sub-index recorded a more significant drop

分項指數表現
The Five Component Sub-Indices

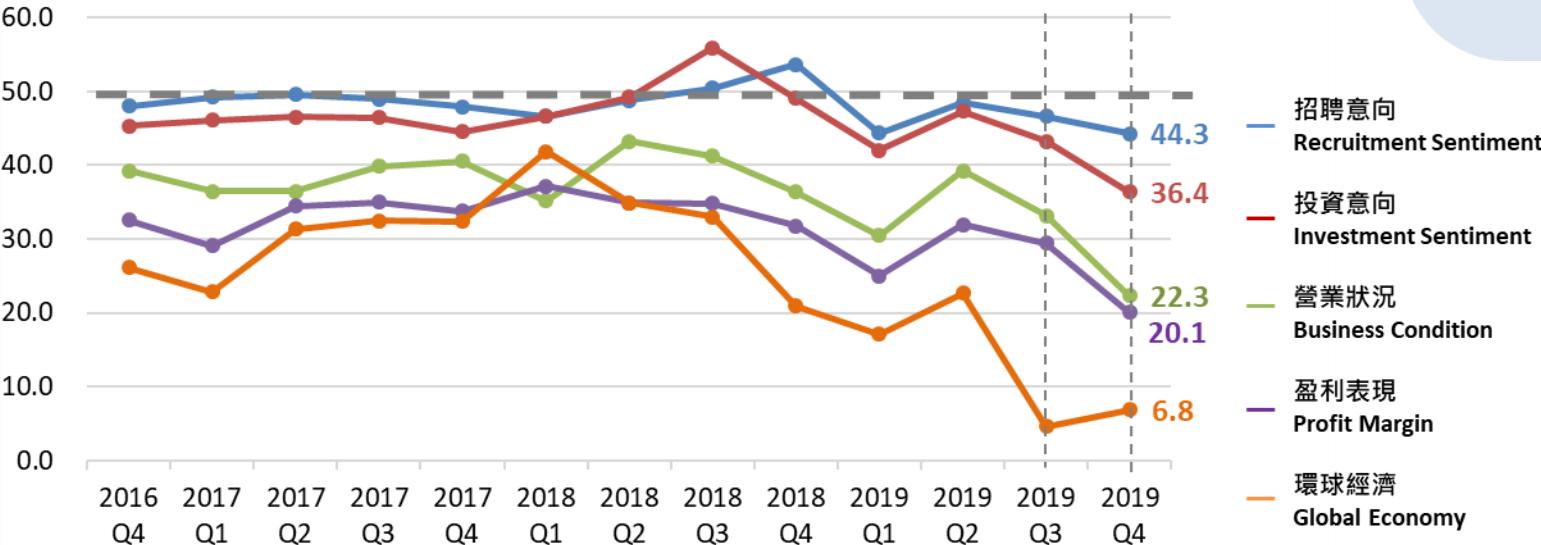


- 對比上季，三大行業分類指數均下跌
- The 3 key industry sub-indices decreased simultaneously when compared to last quarter



- 行業指數較上季跌6.2至**29.3**
- 對比上季，只有「**環球經濟**」分項指數**輕微上升**，但仍處於低位水平
- Industry sub-index dropped by 6.2 to **29.3**
- Only "**Global Economy**" sub-index recorded a **slight increase** compared to last quarter, but still remains at a **low level**

製造業分項指數表現
Component Sub-Indices of Manufacturing Industry



製造業分類指數
Manufacturing Industry Sub-Index

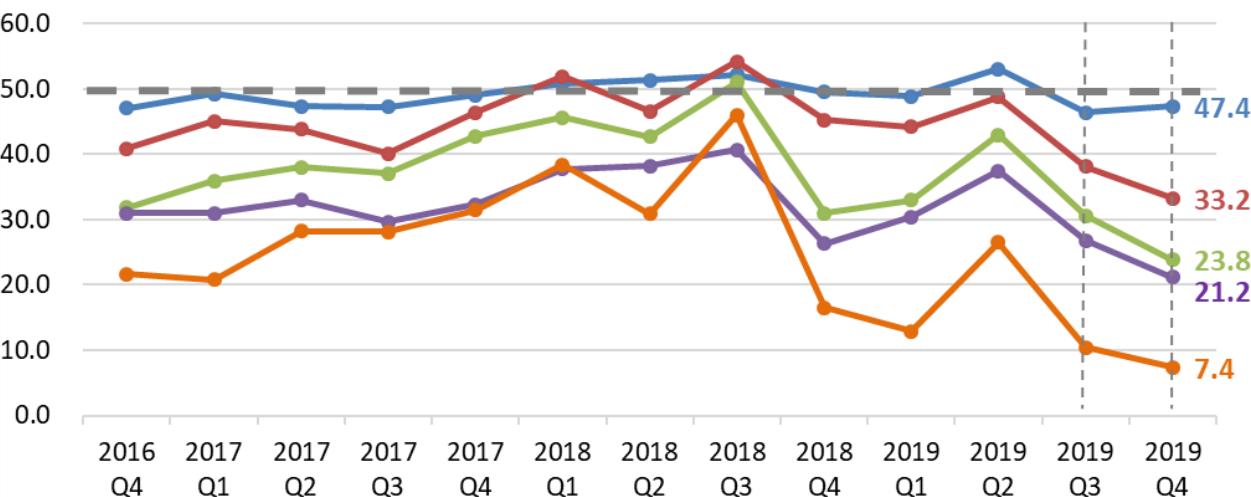


進出口貿易及批發業

Import/Export Trade & Wholesale

- 行業指數較上季跌3.8至29.9
- 對比上季，只有「招聘意向」分項指數輕微上升，但仍處於負面水平
- Industry sub-index dropped by 3.8 to 29.9
- Compared to Q3, only “**Recruitment Sentiment**” sub-index recorded a **slight increase** while it is still at a **negative level**

進出口貿易及批發業分項指數表現
Component Sub-Indices of Import/Export Trade and Wholesale Industry



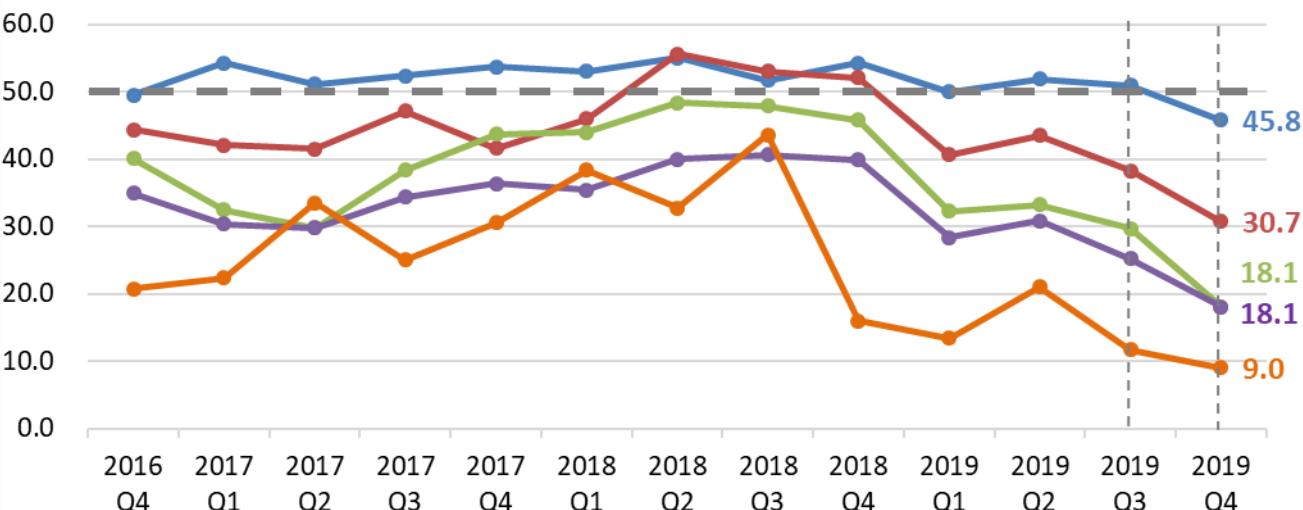
進出口貿易及批發業分類指數
Import/Export Trade & Wholesale Industry Sub-Index



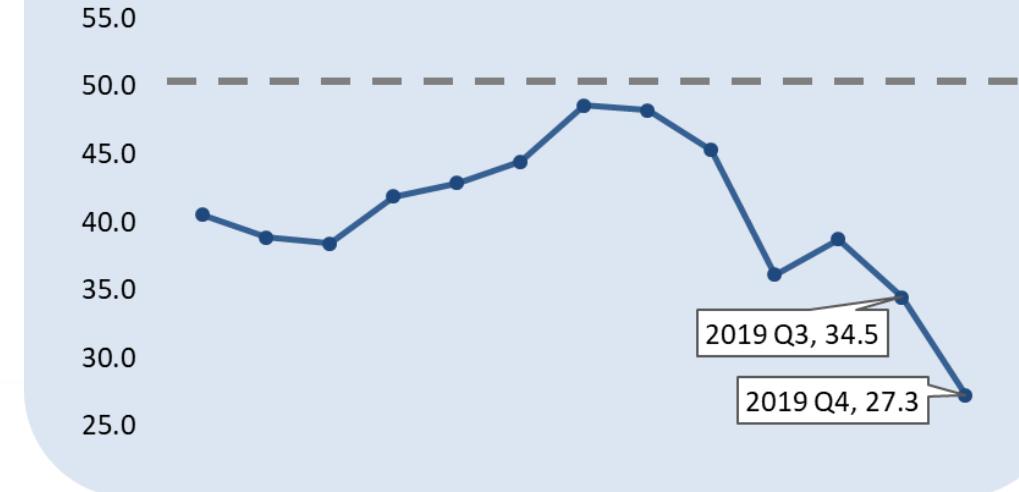
- 招聘意向 Recruitment Sentiment
- 投資意向 Investment Sentiment
- 營業狀況 Business Condition
- 盈利表現 Profit Margin
- 環球經濟 Global Economy

- 行業指數較上季跌7.2至**27.3**
- 對比上季，**所有分項指數均下跌**
- Industry sub-index dropped by 7.2 to **27.3**
- **All sub-indices dropped simultaneously** when compared to last quarter

零售業分項指數表現
Component Sub-Indices of Retail Industry



零售業分類指數
Retail Industry Sub-Index



招聘意向
Recruitment Sentiment

投資意向
Investment Sentiment

營業狀況
Business Condition

盈利表現
Profit Margin

環球經濟
Global Economy



渣打香港中小企領先營商指數

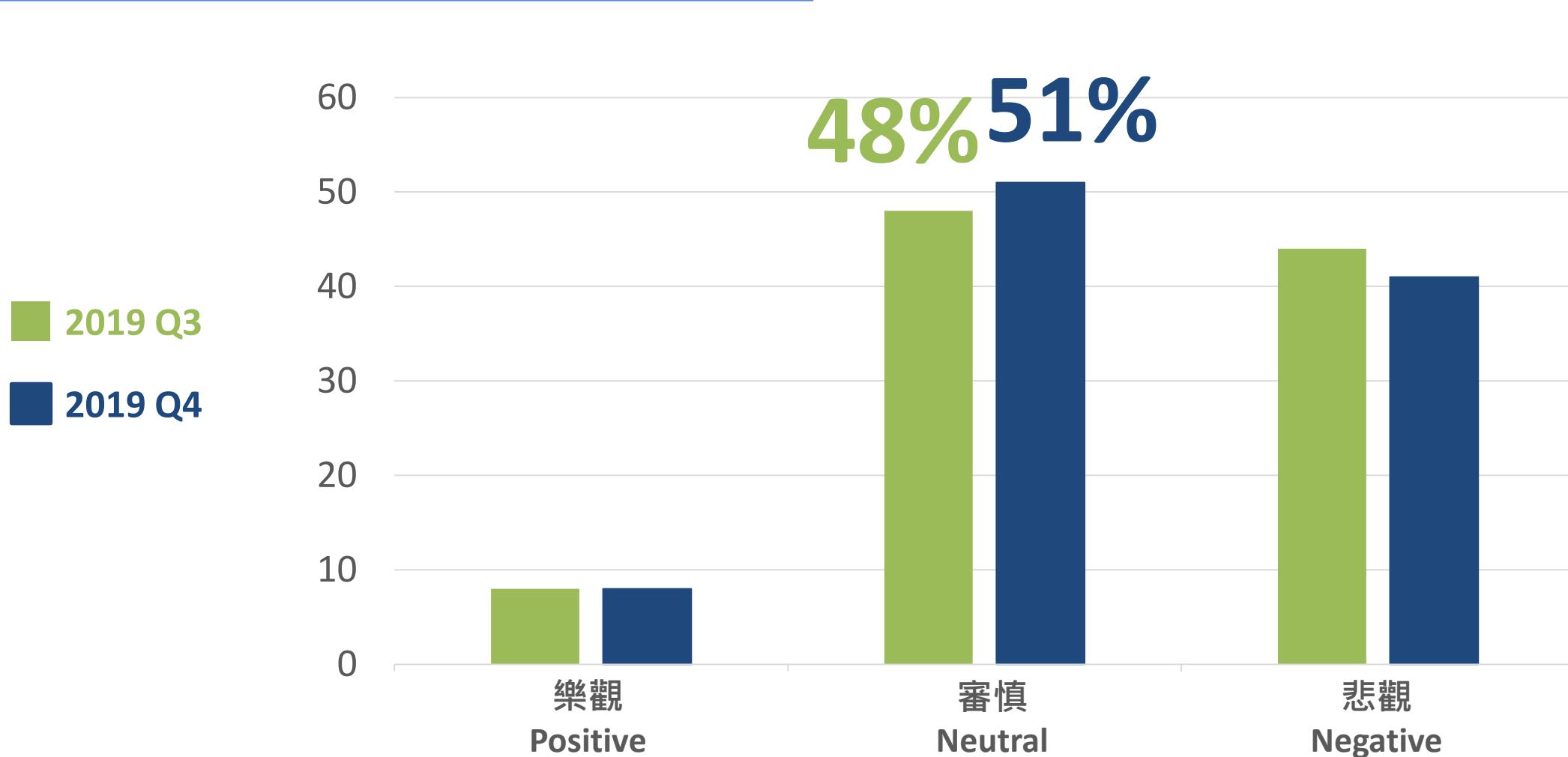
Standard Chartered Hong Kong SME Leading Business Index

調查專題

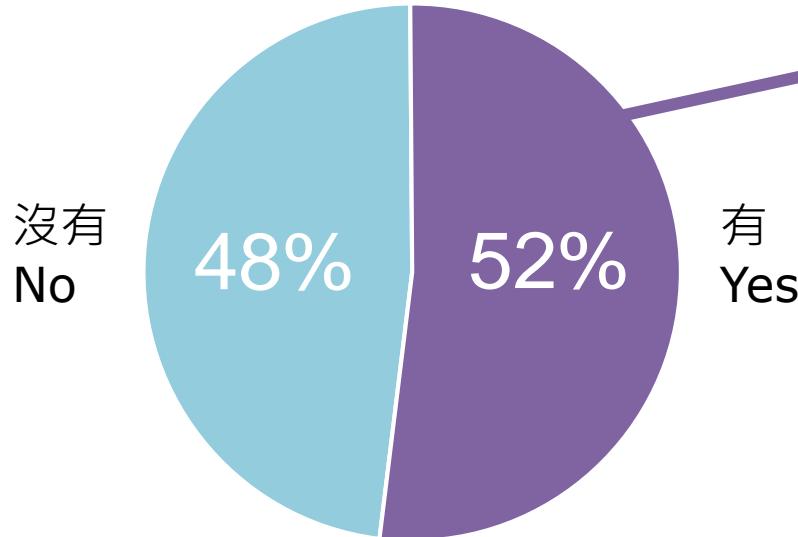
Featured Topic



中小企對國際貿易談判發展趨勢的看法： SMEs' Views on the Trend of International Trade Disputes:



中小企應對國際貿易摩擦的行動計劃： SMEs' Response to International Trade Disputes:

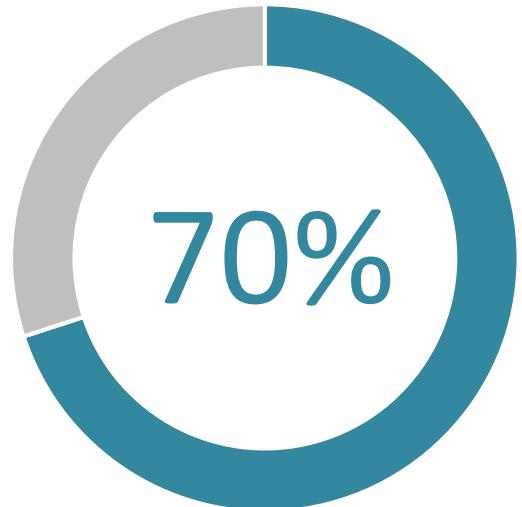


- 1st** 開拓新銷售及業務營運市場
Tap into new markets for sales and operations
- 2nd** 減少投資
Reduce investment
- 3rd** 精簡人手
Streamline operation
- 4th** 調整規模
Adjust company scale

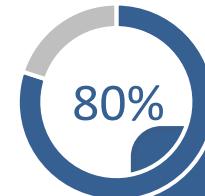


中小企是否認同「開拓新市場」可突破目前營商困境？

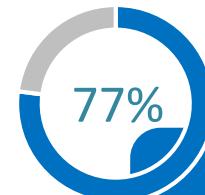
“Tapping into New Markets” is a Solution for Current Business Challenge?



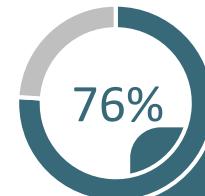
中小企認同開拓新市場可突破目前營商困境
SMEs agreed that **tapping into new markets** can make a breakthrough under current business situation



資訊及通訊業
Information and Communications



製造業
Manufacturing



進出口貿易及批發業
Import/Export Trade & Wholesale

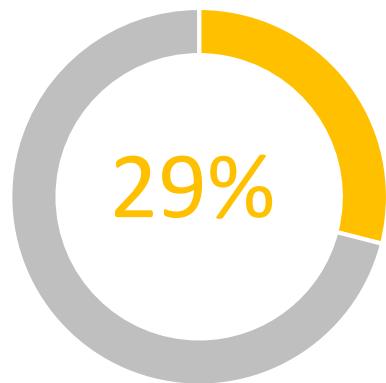


中小企開拓新市場的計劃： SMEs' Plans on Tapping into New Markets:

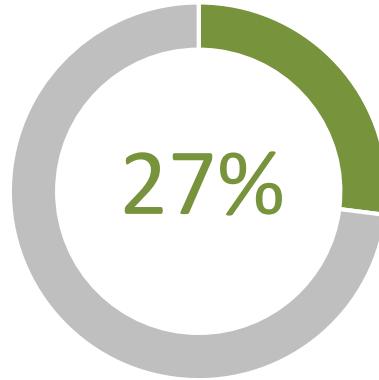


中小企考慮、計劃中或已拓展業務營運的地方

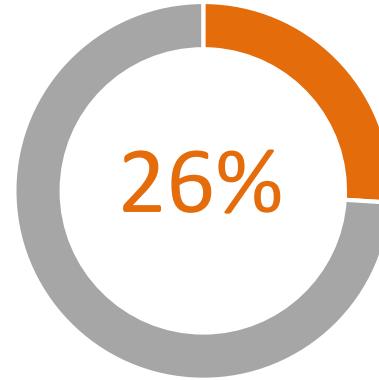
Regions where SMEs consider/ are planning/ already entered for business development



東南亞
Southeast Asia



粵港澳大灣區
Guangdong-Hong Kong-Macao Greater Bay Area



中國內地 (大灣區以外地方)
Mainland China (Except Greater Bay Area)



中小企計劃開拓新市場時所採取的行動： SMEs' Action Plan when Tapping into New Markets:



1st

參考現有市場數據和資訊
Study current market data and information

2nd

提升團隊能力
Improve staff capability

3rd

參加相關會議、展覽、講座、交流活動等
Participate in relevant conferences, exhibitions, seminars, exchange activities, etc.

4th

申請政府資助
Apply for government subsidies

5th

考察新市場環境
Examine business environment of the new markets

開拓新市場時，中小企希望得到的支援：

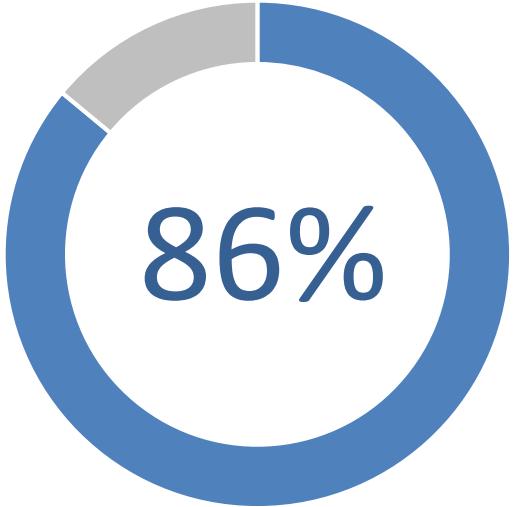
Supports that SMEs Wish to Receive when Tapping into New Markets:



- 1st 政府/機構資助
Government/organisation subsidies
- 2nd 合作夥伴配對
Business partner matching
- 3rd 新市場資訊
New market information
- 4th 宣傳策略
Marketing strategy 多元銷售渠道資訊
Information on diverse sales channels
- 5th 創新產品設計
Innovative product designs

中小企對數碼科技應用的看法

SMEs' Views on Digital Technology Deployment



中小企認同數碼科技應用是業務發展的趨勢
SMEs agreed that digital technology deployment as business development trend



數碼科技應用的支援 Support on Digital Technology Deployment

1st 技術人才
Technical expert

2nd 資金
Funds

3rd 科技解決方案
Technology solution

生產力局全力支援中小企

HKPC Provides Full Supports to SMEs



合辦研討會及考察
團到新興市場

Co-organises
Seminars and Study
Missions to Emerging
Markets

「SME One 中小企
一站通」提供不同資
助基金資訊

“SME One” Provides
Information of
Various Funding
Schemes

「8招」力撐中小企

8 Supportive
Measures for SMEs

推出《東盟製造業發
展指南-機遇與挑戰》
Launches “Guide to
ASEAN -
Opportunities and
Limitations in
Manufacturing”

提供切合市場需要
的科技培訓課程
Provides Up-to-Date
Trainings to Nurture
Technology Talents

「四大優惠」
減輕中小企負擔
4 Concessionary
Offers to Ease SMEs'
Burden



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專家點評

Expert's Analysis



- 綜合指數及大部份分項指數均跌至歷史低位，預期第四季市況將不會出現明顯好轉
This survey confirms that SMEs do not see a quick turnaround in Q4, with headline and most sub-indices falling to record lows.
- 中美貿易緊張局勢持續升溫，而擴散至貿易以外議題的風險亦不斷上升，加上本地社會事件，均影響本地營商情緒
The re-escalation of trade tensions and the rising risk of further US-China decoupling beyond trade and the local social events remain a key drag to sentiment.



- 「資訊及通訊」分類指數是行業分類指數中表現最佳，但仍錄得26%的季度跌幅，顯示經濟放緩影響的行業範圍廣泛
'Information and Communications' remains the highest industry sub-index, but even then it dropped a sizeable 26% q/q, indicating broad-based economic slowdown.
- 受訪中小企預期第四季銷售和盈利表現將出現顯著收縮，中小企的投資意欲明顯較招聘意欲更為審慎
Our respondents expect material contraction in sales and profit margins in Q4, and SMEs' appetite to hire appears more resilient to such challenging business conditions compared with their willingness to invest.





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2019 Q4



報告下載

Report Download



【渣打香港中小企領先營商指數】調查報告，可於SME One網站下載：

“Standard Chartered Hong Kong SME Leading Business Index” Report can be downloaded from SME One website:

www.smeone.org





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2019年第四季度

2019 Q4





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Standard Chartered Hong Kong SME Leading Business Index

調查背景

Result Background



指數介紹

Introduction





指數值高於**50.0**時，表示中小企對該項營商環境因素持正面態度

An index above 50.0 indicates **optimistic** business sentiment among SMEs



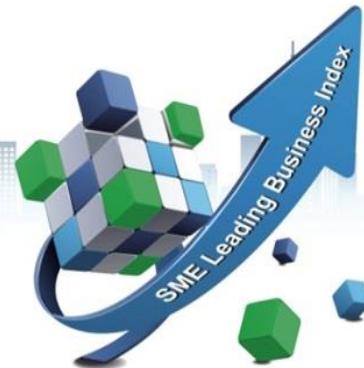
指數值為**50.0**時，表示中小企對該項營商環境因素持中立態度

A reading at 50.0 indicates **neutral** business sentiment among SMEs



指數低於**50.0**時，則表示中小企看淡該項營商環境因素

An index below 50.0 indicates **pessimistic** business sentiment among SMEs



SME Leading Business Index

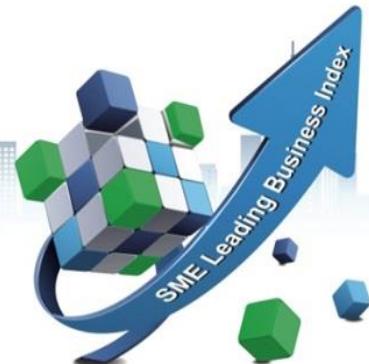


調查方式

- 電話訪問
Telephone Interview
- 參考相關行業在香港的中小企數目進行分層抽樣
The sample is stratified by referencing to the number of SMEs in relevant sectors
- 本次於2019年9月進行
This survey was conducted in September 2019
- 訪問了801間本港中小企業的管理層
Management of 801 SMEs were interviewed

涵蓋行業

- 1) 製造業
Manufacturing
- 2) 進出口貿易及批發
Import/Export Trade and Wholesale
- 3) 零售業
Retail
- 4) 住宿及膳食服務
Accommodation and Catering Services
- 5) 資訊和通訊
Information and Communications
- 6) 金融及保險業
Finance and Insurance
- 7) 專業和其他商業服務
Professional and Business Services
- 8) 地產業
Real Estate



免責聲明

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