

香港的電子貿易

Electronic Commerce in Hong Kong

個人電腦和互聯網的快速普及，大大改變了各行各業的傳統營商模式。現時，運用互聯網等電子途徑來經營業務的商業機構日增。這種新的經營模式一般稱為電子貿易。本文綜合了有關電子貿易的主要統計數字，並對香港就電子貿易的準備情況及應用程度作一概括的闡述。

The rapid proliferation of the personal computer and the Internet has dramatically changed the traditional way of conducting businesses in many industries. Today, more and more business establishments are conducting their businesses through electronic means, such as the Internet. Such new mode of doing businesses is generally called Electronic Commerce (EC). This article summarizes major statistics on EC and presents a broad picture on the readiness and intensity of EC application in Hong Kong.

如對本文有任何查詢，請致電政府統計處經濟統計調查發展組（二）
（電話：2805 6119）。

If you have any enquiries on this article, please call Economic Surveys Development Section (2), Census and Statistics Department (Tel. : 2805 6119).

香港的電子貿易

Electronic Commerce in Hong Kong

1. 引言

1.1 資訊科技的發展，尤其是個人電腦和互聯網的快速普及，大大改變了各行各業的傳統營商模式。現時，運用互聯網等電子途徑來經營業務的商業機構日增。這種新的經營模式一般稱為電子貿易。

1.2 根據各參與單位的身分，電子貿易可分為「商業對商業」(B2B)、「商業對消費者」(B2C)、「政府對商業」(G2B)、「政府對消費者」(G2C)及「消費者對消費者」(C2C)等各類。以下是一些例子。

1. Introduction

1.1 The development of information technology, particularly the rapid proliferation of the personal computer and the Internet, has dramatically changed the traditional way of conducting businesses in many industries. Today, more and more business establishments are conducting their businesses through electronic means, such as the Internet. Such new mode of doing businesses is generally called Electronic Commerce (EC).

1.2 EC may be classified, according to the identities of the parties involved, into Business-to-Business (B2B), Business-to-Consumer (B2C), Government-to-Business (G2B), Government-to-Consumer (G2C) and Consumer-to-Consumer (C2C). Some examples are given below.

電子貿易的類別 Type of EC	例子 Example
商業對商業 B2B	一間商業機構透過電子數據聯通 (EDI) 向另一間商業機構訂購原料。 A <i>business establishment</i> purchases raw materials from another <i>business establishment</i> through Electronic Data Interchange (EDI).
商業對消費者 B2C	一名消費者透過互聯網或電話線的交互式回應系統購買電影門券。 A <i>consumer</i> buys cinema tickets through the Internet or Interactive Voice Response System.
政府對商業 G2B	一間新成立的獨資經營商店透過公共服務電子化計劃*，向稅務局申請商業登記。 A new <i>sole proprietorship</i> applies for the Business Registration Certificate from the <i>Inland Revenue Department</i> through the Electronic Service Delivery scheme*.
政府對消費者 G2C	一名駕駛者透過公共服務電子化計劃*，向運輸署續領駕駛執照。 A <i>driver</i> renews his driving licence with the <i>Transport Department</i> through the Electronic Service Delivery scheme*.
消費者對消費者 C2C	一名消費者透過拍賣網站，向另一名消費者購入一台二手電腦。 A <i>consumer</i> buys a second-hand computer from another <i>consumer</i> through an auction web site.

* 在公共服務電子化計劃下，一系列的公共服務可透過互聯網或其他電子途徑提供。第一期的公共服務電子化計劃將在二零零零年底推行。

* Under the Electronic Service Delivery (ESD) scheme, a wide range of public services will be delivered through the Internet or other electronic means. The first phase of the ESD scheme will be launched by the end of 2000.

1.3 電子貿易可以消除時間及地域上的限制，令商務往來更準時快捷，而且可減低經營成本，提供更多商機，從而改善及創新服務。不過，網絡的保安問題和信任程度是發展電子貿易的主要障礙。

1.4 爲了促進電子貿易在香港的發展，《電子交易條例》已於二零零零年一月生效，提供所需的法律架構，使電子貿易可以在有法律依據及穩妥的情況下進行。此外，香港郵政亦提供核証機關的服務，核實透過公開網絡進行交易時所交換的電子訊息的真確性，確保所交換的電子訊息保密和完整無缺，以及保障已進行的電子交易不會被推翻。

1.5 政府統計處已進行新的統計調查及擴大現有的統計調查以搜集有關數據，及協助加深了解電子貿易在香港的應用情況。本文綜合了有關電子貿易的主要統計數字，並對香港就電子貿易的準備情況及應用程度作一概括的闡述。

1.6 現時，國際上對電子貿易的定義仍未達共識。所以，電子貿易的定義在不同的量度方案上，可能有所不同，以配合其研究目的。有些方案包括所有在互聯網及其他電子媒介上進行的商業活動，但有些則只包括經互聯網完成交易的商業活動。因此，要比較不同來源的電子貿易統計數字時，必須加倍注意。

2. 電子商業與電子貿易的分別

2.1 爲方便討論，我們首先說明本文內「電子貿易」的定義。有關的兩個主要概念分別爲「電子商業」及「電子貿易」。

1.3 EC can remove time and geographical constraints and hence improve timeliness and speed. Moreover, it can reduce business costs and create business opportunities for new or improved services. However, security and trust are the primary barriers to its development.

1.4 To foster the development of EC in Hong Kong, the Electronic Transactions Ordinance was enacted in January 2000 to provide the necessary legal framework to enhance certainty and security in the conduct of electronic transactions. Moreover, the Hongkong Post has launched the Certification Authorities service to ensure the authenticity, confidentiality, integrity and non-repudiation of messages exchanged in the transactions conducted through open networks.

1.5 The Census and Statistics Department (C&SD) has conducted ad hoc surveys and expanded existing surveys to collect EC data so as to help better understand and quantify the EC usage in Hong Kong. This article summarizes major statistics on EC and presents a broad picture on the readiness and intensity of EC application in Hong Kong.

1.6 At present, consensus has not yet been reached in the international community as to what constitutes EC. Different measurement programmes might have different definitions of EC to suit their own purposes. Some programmes include all business activities carried out over both the Internet and other electronic media, whereas others include only Internet-based business activities which result in completed transactions. Hence, great care should be exercised when comparing EC statistics from different sources.

2. Difference between e-business and e-commerce

2.1 To facilitate discussion, let us clarify what EC refers to in this article. There are two major concepts : e-business and e-commerce.

2.2 「電子商業」是指透過電子途徑進行的所有商業活動，包括商業周期中各階段的活動，如市場推廣、廣告宣傳、訂購、遞送、付款以至補充存貨等。電子途徑則是指透過電子媒介（例如互聯網及專用私人網絡等）處理及傳送數碼資料。

2.3 根據一個較常用的定義——「交易定義」，「電子貿易」是電子商業的一部分。它只包括透過電子途徑完成的交易（即在過程中涉及擁有權的轉換）。

3. 香港的基礎設施

3.1 要邁向電子經濟體系，良好的電訊基礎設施決不可少。香港已具備世界級的電訊基礎建設，並成為亞太區的通訊中心。為了支援香港發展為高增值及知識為本的經濟體系，以及提高香港的競爭力，本港已建立寬頻電訊基礎設施，以便支援快速的資料傳送。於二零零零年八月，寬頻網絡已覆蓋所有商業大廈和近九成的住戶。

3.2 香港的互聯網市場自一九九五年起急劇擴展。根據電訊管理局的數字，持牌的互聯網服務供應商由一九九四年底的三間增至一九九五年底的五十六間。截至二零零零年八月，全港共有 210 間網絡服務供應商，近 240 萬用戶使用撥號上網服務、10 302 用戶以私人租用線路接駁上網及 243 999 用戶備有寬頻上網服務。在各大互聯網服務供應商的強勢宣傳及吸引價格之下，在二零零零年八月的互聯網使用量已上升至 14 億 4 千萬分鐘。

2.2 "E-business" refers to all business activities conducted through electronic means, including business activities involved in various stages of the business cycle, from marketing, advertising, ordering, delivery, payment to stock replenishment. Electronic means refers to the processing and transmission of digitized data which are transmitted through electronic media such as the Internet and designated private network.

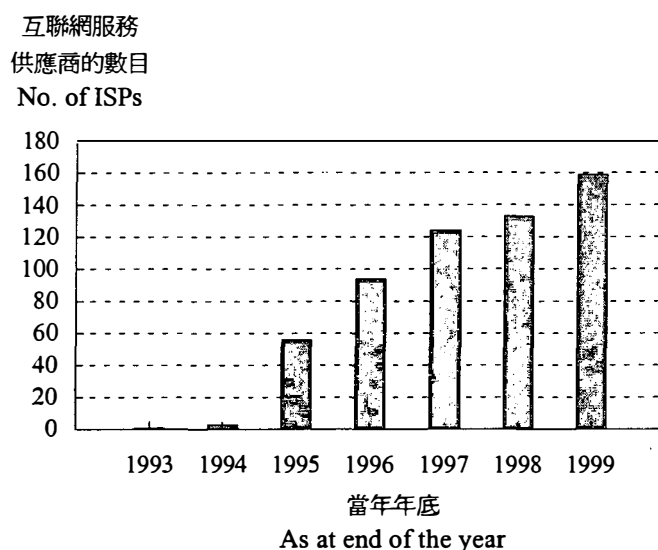
2.3 "E-commerce", under the transactional approach commonly adopted, is a subset of e-business. It covers only transactions (i.e. change in ownership) completed through electronic means.

3. Infrastructural support in Hong Kong

3.1 To move towards the "e-economy", there must be good telecommunications infrastructure support. Hong Kong has world class telecommunications infrastructure and is the communication hub for the Asia-Pacific region. To support the development of high value added and knowledge-based economy in Hong Kong and enhance Hong Kong's competitiveness, a broadband telecommunications infrastructure has been set up to support rapid data transmission. By August 2000, all commercial premises and nearly 90% of households are covered by broadband network.

3.2 The Internet market in Hong Kong started to expand drastically in 1995. According to the Office of the Telecommunications Authority, the number of licensed Internet Service Providers (ISPs) increased from 3 in end 1994 to 56 in end 1995. By August 2000, there were 210 ISPs operating in Hong Kong, and they served some 2.4 million customer accounts with dial-up access, 10 302 with leased line access, and 243 999 with broadband access. Underpinned by strong promotion and competitive pricing by the major ISPs, Internet traffic volume surged to 1.44 billion minutes in August 2000.

圖一 一九九三至一九九九年互聯網服務供應商的數目
Chart 1 Number of Internet Service Providers (ISPs), 1993 – 1999



資料來源：電訊管理局

Source : Office of the Telecommunications Authority

3.3 根據政府統計處進行的倉庫、通訊、財務、保險及商用服務按年統計調查的結果顯示，互聯網服務供應商在一九九八年的互聯網相關業務收益為十六億元，較一九九七年上升94.2%。其中，基本接駁費在一九九七及九八年分別佔所有與互聯網相關收益的70.8%及64.0%，是互聯網供應商的主要互聯網相關收益。

3.3 According to the results of the Annual Survey of Storage, Communication, Financing, Insurance and Business Services conducted by C&SD, the ISPs generated \$1.6 billion business receipts from Internet related services in 1998, or an increase of 94.2% over 1997. Basic connection charges, being the principal line of Internet business receipts for ISPs, contributed 70.8% and 64.0% of the total Internet related service receipts in 1997 and 1998 respectively.

表一 互聯網服務供應商在一九九七及九八年的互聯網相關業務收益
Table 1 Internet-related business receipts of ISPs in 1997 and 1998

服務類型 Type of service	1997		1998		變動百分率 % change
	金額 Amount	百分比 Percentage	金額 Amount	百分比 Percentage	
(i) 入會 / 登記 / 開戶服務費用 Membership / registration / account set-up fee	9.3	1.1%	7.1	0.4%	-23.1%
(ii) 基本接駁服務 Basic connection services	593.1	70.8%	1,040.9	64.0%	+75.5%
(iii) 網頁儲存及相關服務 Web hosting and related services	32.3	3.9%	276.3	17.0%	+754.8%
(iv) 其他與互聯網有關的服務 Other Internet-related services	202.6	24.2%	301.6	18.6%	+48.9%
總計 Total	837.3	100%	1,626.0	100%	+94.2%

(百萬元
\$million)

3.4 隨著電子貿易的出現，網上廣告宣傳亦日漸流行。其普及的原因除了價格比較便宜外，更重要的是商戶能藉此把訊息傳達至目標客戶。順應這趨勢，互聯網服務供應商提供的網頁儲存及相關服務的業務收益由一九九七年的三千二百萬攀升至九八年的二億七千六百萬，佔九八年互聯網相關服務總收入的17.0%。

3.5 香港完備的基礎建設再配合寬頻電訊網絡覆蓋的擴展，大大促進了電子貿易的發展，尤其是透過互聯網進行的交易。

4. 應用電子貿易的準備情況

4.1 除了基礎建設，人們還須學懂應用這些設施，而商業機構亦要準備好迎接這些變化。由於互聯網是進行電子貿易的主要通訊網絡，互聯網在住戶和工商界的普及化是發展電子貿易的先決條件。

4.2 為了搜集工商界和住戶在資訊科技及電子貿易的應用程度的數據，政府統計處在二零零零年進行了兩項統計調查，分別在首季進行住戶在資訊科技的使用情況和普及程度統計調查及在三至六月期間進行資訊科技在工商業的使用情況和普及程度統計調查。其中一些主要的統計調查結果在下文詳述。

人們是否準備就緒？

4.3 在二零零零年首季，共有 1 051 100 個住戶擁有個人電腦，佔全港住戶的 49.7%。在這些住戶中，770 200 (73.3%) 個住戶已把個人電腦連接到互聯網，佔全港住戶的 36.4%。在尚未連接到互聯網的住戶中，25.8% 表示打算在未來十二個月內把電腦連上網。

3.4 With the emergence of EC, online advertising is also growing in popularity as it is cheaper, and more importantly, allows reader targeting. Along with this trend, business receipts from Web hosting and related services in ISPs showed strong growth from some \$32 million in 1997 to \$276 million in 1998, contributing 17.0% of the total business receipts from Internet related services in ISPs in 1998.

3.5 The well-established infrastructure and further enhancement of the broadband telecommunications coverage would greatly facilitate the development of EC in Hong Kong, particularly those conducted over the Internet.

4. Readiness of Adopting EC

4.1 Apart from infrastructural support, people having the necessary skill to use the infrastructure and business establishments getting ready for the change are also needed. As Internet is the major communications network for EC, proliferation of Internet usage in both the households and the business sector is a pre-requisite for the development of EC.

4.2 To collect data on IT usage and the extent of EC application in the business and household sectors, C&SD conducted two surveys in 2000. The Household Survey on Penetration and Usage of Information Technology was conducted in the first quarter (Q1) of 2000 and the Survey on Information Technology Usage and Penetration in the Business Sector during March-June 2000. Some key findings of the two surveys are presented below.

Are the people ready ?

4.3 In Q1 2000, there were some 1 051 100 households having personal computers (PCs) at home, or 49.7% of all households in Hong Kong. Among them, 770 200 (73.3%) had their PCs connectable to the Internet. This number represented 36.4% of all households in Hong Kong. For those currently not connectable to the Internet, 25.8% indicated that they intended to acquire Internet access in the coming 12 months.

4.4 由於人才是香港最重要的資產，協助年青一代去學習應有的技能及態度來面對網絡熱潮的挑戰是十分重要。就這方面，香港政府已預留大量資源以實施一系列的資訊科技計劃，其中包括為每所小學和中學裝設電腦。透過這計劃，學生亦可在校內使用互聯網。

4.5 在二零零零年首季，30.3% 十歲及以上的人士（即 1 855 200 人）曾在統計前十二個月內使用互聯網。其中，介乎十五至二十四歲的人士使用互聯網的比率最高（64.5%）。另一方面，四十五歲或以上的人士當中，則只有 5.8% 曾於該段期間使用互聯網。

4.4 As people are the most important asset of Hong Kong, it is important to equip the young generations with the skill and attitude to meet the challenges of the Web Wave. In this regard, the Government has set aside a significant amount of resources for the implementation of a series of IT initiatives, including providing computers for each primary and secondary school. Under this initiative, students also have the chance to get Internet access at school.

4.5 In Q1 2000, 30.3% of those aged 10 and over, or 1 855 200 persons, had used Internet during the 12 months before enumeration. The highest Internet penetration (64.5%) was among persons aged 15-24. On the other hand, only 5.8% of those aged 45 and over had ever used Internet during the period.

表二 按年齡及性別劃分的在統計前十二個月內曾使用互聯網的十歲及以上人士數目
Table 2 Persons aged 10 and over who had used Internet during the 12 months before enumeration by age and sex

年齡組別 Age group	男性 Male		女性 Female		總數 Overall	
	人數	比率*	人數	比率*	人數	比率*
	No. of persons	Rate *	No. of persons	Rate *	No. of persons	Rate *
10-14	89.8	42.1%	90.1	44.3%	179.9	43.1%
15-24	279.1	62.6%	304.3	66.3%	583.4	64.5%
25-34	275.0	50.2%	284.7	46.3%	559.7	48.1%
35-44	240.0	33.6%	162.4	23.0%	402.4	28.3%
45-54	79.3	15.7%	31.8	6.9%	111.1	11.5%
55-64	13.6	4.8%	3.5	1.4%	17.1	3.2%
65 +	1.7	0.5%	0.0	0.0%	1.7	0.2%
總計 Overall	978.5	32.0%	876.7	28.5%	1 855.2	30.3%

* 佔所屬年齡及性別組別內總人數的百分率。

* As a percentage of all persons in the respective age and sex subgroup.

4.6 該 1 855 200 名互聯網使用者使用互聯網的主要用途是與別人通訊及瀏覽資料。

4.6 The 1 855 200 Internet users used the Internet mainly for communicating with others and browsing/surfing for information.

4.7 香港的個人電腦及互聯網使用率均頗高，反映香港市民（尤其是年青一代）已具備在日常生活中應用電子貿易的基本技能。

4.7 The relatively high PC usage and Internet penetration in Hong Kong show that the people, particularly the younger generation, already have the basic skill to use EC in their daily lives.

商業機構是否準備就緒？

Are the business establishments ready ?

4.8 面對著資訊爆炸的經濟年代，在二零零零年三至六月間，51.6%的機構單位已配備了電腦裝置(個人電腦 / 小型電腦 / 主機電腦)。37.3%的機構單位已接駁上互聯網。

4.8 Facing an economy with information explosion, 51.6% of establishments in Hong Kong were equipped with computers (PC/mini computers/mainframe) during March-June 2000, and 37.3% had Internet access.

4.9 互聯網的使用程度在不同行業類別顯著不同。二零零零年三至六月間，互聯網的使用在金融、保險、地產及商用服務業最為普遍，約 56.9%的機構單位已接駁互聯網。另一方面，在運輸、倉庫及通訊業內，只有 18.6%的機構單位使用互聯網。

4.9 Internet usage varied significantly among industry sectors. During March-June 2000, Internet connection was most common in the financing, insurance, real estate and business services sector, with 56.9% of the establishments connected. On the other hand, only 18.6% of those in the transport, storage and communications sector adopted such usage.

表三 按主要行業類別劃分的在二零零零年三至六月間擁有個人電腦、連接互聯網或有設立網頁 / 網站的機構單位所佔百分率

Table 3 Percentage of establishments with PC, Internet connection or Web pages/sites during March-June 2000 by major industry sector

行業類別 Industry Sector	擁有個人電腦 / 小型電腦 / 主機電腦 的機構單位所佔百分率 % of establishments with PC/mini computers /mainframe	有連接互聯網 的機構單位所佔百分率 % of establishments with Internet connection	有設立網頁 / 網站 的機構單位所佔百分率 % of establishments with Web pages/sites
製造業 Manufacturing	48.8	31.6	5.0
電力及燃氣業 Electricity and gas	100.0	51.6	19.4
建造業 Construction	45.3	24.5	4.8
批發、零售、進出口貿易、飲食及酒店業 Wholesale, retail and import/export trades, restaurants and hotels	53.1	40.8	7.8
運輸、倉庫及通訊業 Transport, storage and communications	27.6	18.6	3.3
金融、保險、地產及商用服務業 Financing, insurance, real estate and business services	74.5	56.9	10.3
社區、社會及個人服務業 Community, social and personal services	43.6	24.6	8.9
總計 Total	51.6	37.3	7.3

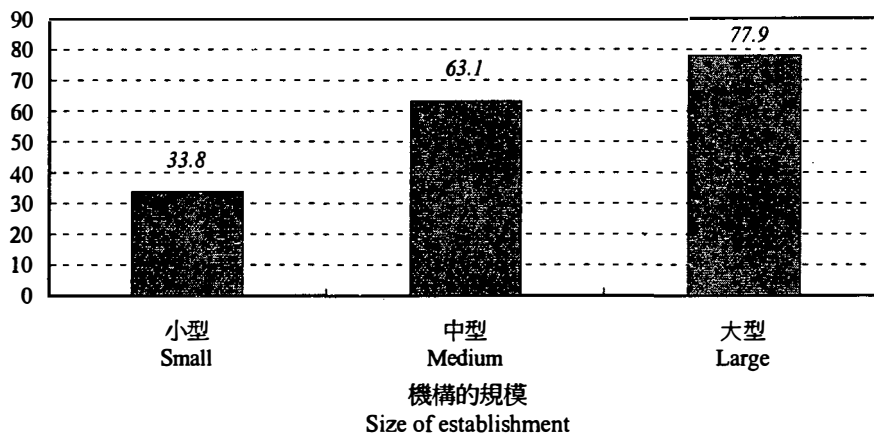
4.10 如預期一般，機構單位的規模愈大，互聯網的使用率愈高。二零零零年三至六月期間，77.9%的大型機構單位⁽¹⁾和33.8%的小型機構單位⁽¹⁾有連接互聯網。

4.10 As expected, Internet usage increased with size of establishments. Some 77.9% of the larger establishments⁽¹⁾ and 33.8% of the smaller establishments⁽¹⁾ had Internet connection during March-June 2000.

圖二 按機構單位規模⁽¹⁾劃分在二零零零年三至六月間有連接互聯網的機構單位所佔百分率

Chart 2 Percentage of establishments with Internet connection during March-June 2000 by size⁽¹⁾

有連接互聯網的機構所佔百分率
% of establishments with Internet connection



5. 電子商業的應用情況

5.1 儘管 37.3%的機構單位已接駁上互聯網，只有 7.3% 機構單位擁有自己的網站/網頁。大部分的網站都是用作提供機構單位資料，只有 5.8%擁有網頁的機構單位(即佔全港機構單位的 0.4%)接受網上訂購貨品和服務。大多數機構單位不選擇透過互聯網銷售商品及提供服務的主要原因是“此時透過電子途徑出售商品、服務或資料對業務沒有裨益”及“業內並不普遍”。

5. Adoption of E-business

5.1 While 37.3% of the establishments had Internet access, only 7.3% had their own Web sites/Web pages. Most of the Web sites were for providing the company's information, and only 5.8% of the establishments having Web pages (i.e. 0.4% of all establishments in Hong Kong) offered on-line ordering of their products/services. "No business benefit to sell goods, services or information through electronic means at this time" and "Not popular in the industry" were the major reasons cited by establishments for not selling their products and services through the Internet.

(1) 本文中所指的大型、中型和小型機構單位的定義如下：

The delineation of large; medium and small establishments in this article is given below :

行業類別	在一九九九年十二月三十日的機構單位就業人數		
	小型	中型	大型
Industry sector	Small	Medium	Large
製造業	< 10	10-99	>99
Manufacturing			
其他	< 10	10-49	>49
Others			

表四 二零零零年三至六月間網頁 / 網站的應用
 Table 4 Applications of Web pages / sites during March - June 2000

網頁 / 網站的功能 Functions of Web pages / sites	有提供這功能的機構單位 佔所有擁有網頁 / 網站 的機構單位的百分率 Among all establishments with Web pages/sites, % of establishments supporting such function
(i) 提供機構單位及其產品及服務的資料 Providing information on the establishment and products and services offered	99.9
(ii) 網上收集僱客的意見 On-line collection of feedback from customers	33.1
(iii) 網上售後服務 On-line after sales services	3.8
(iv) 網上訂購機構單位的產品及服務 On-line ordering of the establishment's products and services	5.8
(v) 網上遞送產品及服務 On-line delivery of the establishment's products and services	2.6
(vi) 網上付款 On-line payments	0.5

5.2 按行業類別分析，電力及燃氣業內有 19.4% 的機構單位擁有自己網站 / 網頁，是各行業類別之冠。其次是金融、保險、地產及商用服務業(10.3%)。在所有擁有自己網站 / 網頁的機構單位當中，批發、零售、進出口貿易、飲食及酒店業佔 55.3%。

5.3 按機構單位規模(即就業人數的多少)分析，43.2% 的大型機構單位擁有自己的網站，而中型及小型機構單位的相應比率，則分別為 18.5%和 5.4%。

5.2 Analyzed by industry sector, the electricity and gas sector had the largest proportion of establishments having their own Web sites/Web pages (19.4%), followed by the financing, insurance, real estate and business services sector (10.3%). Among all establishments with their own Web sites /Web pages, 55.3% were in the wholesale, retail, import/export trades, restaurants and hotel sector.

5.3 Analyzed by the size of establishment in terms of number of persons engaged, 43.2% of large establishments had their own Web sites as against 18.5% of medium establishments and 5.4% of small establishments.

5.4 二零零零年三至六月間，35.9%的機構單位曾採用電子商業(即是曾透過電子途徑預訂/購買、獲取、售賣、遞送商品、服務或資料)。「商業對商業」形式的電子貿易在香港並未普及。大概只有 4.9%的機構單位曾透過電子途徑預訂/購買，當中大多數的機構單位是屬於金融、保險、地產與商用服務業和批發、零售、進出口貿易、飲食及酒店業。

6. 電子貿易的應用程度

6.1 網上購物在本港尚未普及。二零零零年首季，只有 3.2%的人口(年齡是 15 歲及以上)曾在統計調查前十二個月內透過互聯網訂購物品。這可能是香港市民對網上保安存有疑慮所致。

6.2 一九九八年，透過互聯網完成交易的業務收益有九千八百二十萬元，僅佔總業務收益的 0.002%。雖然一九九九年透過互聯網完成交易的業務收益達九億五千三百四十萬元，較一九九八年大幅增加 871.5%，但這相對總業務收益而言，比重依然十分細小，只佔 0.02%。

6.3 按行業類別分析，於一九九八年，透過互聯網完成交易的業務收益主要集中於社區、社會及個人服務業，其次的是批發、零售、進出口貿易、飲食及酒店業。這兩行業於一九九九年仍然名列榜首，但兩者的排名則互相對調。

6.4 除互聯網外，同期有 1.2% 年齡在 15 歲及以上的人口曾透過電話線的交互式回應系統購物。一九九九年，透過電話線的交互式回應系統完成交易的業務收益共達 17 億元，較一九九八年輕微下跌 3%。

6.5 總括來說，於一九九九年，透過不同電子途徑(電話線的交互式回應系統、互聯網、專用私人網絡)完成交易的業務收益達 46 億元，佔該年所有涵蓋行業類別總業務收益的 0.1%。

5.4 During March-June 2000, there were 35.9% of establishments adopting some forms of e-business (i.e. had ever ordered/purchased, received, sold, delivered goods; services or information through electronic means). B2B EC was still not very popular in Hong Kong. Only about 4.9% of establishments had ever ordered/purchased through electronic means, with the majority being concentrated in the financing, insurance, real estate and business services and wholesale, retail and import/export trades, restaurants and hotel sectors.

6. Intensity of EC

6.1 Purchasing through the Internet was still very limited. In Q1 2000, only 3.2% of the population (aged 15 and over) had ever ordered over the Internet during the 12 months before enumeration, probably due to concerns on security.

6.2 In 1998, business receipts from Internet sales amounted to \$98.2 million, contributing only 0.002% of the total business receipts. Though business receipts from Internet sales significantly increased, by 871.5% to \$953.4 million in 1999, the share in total business receipts remained relatively small (0.02%).

6.3 Analyzed by industry sector, most of the Internet sales was generated from the community, social and personal services sector, followed by the wholesale, retail and import/export trades, restaurants and hotel sector in 1998. The two sectors still topped the list in 1999, though their rankings were reversed.

6.4 Apart from the Internet, 1.2% of the population aged 15 and over had ever made a purchase over the Interactive Voice Response System (IVRS) during the same period. Business receipts from IVRS totalled \$1.7 billion in 1999, representing a slight decline of 3% over 1998.

6.5 As a whole, business receipts for transactions completed through various electronic means (IVRS, Internet, private designated network) amounted to \$4.6 billion in 1999, contributing 0.1% of the total business receipts for all selected industry sectors in that year.

表五 一九九八及九九年透過電子途徑完成交易的業務收益

Table 5 Business receipts for transactions completed through electronic means in 1998 and 1999

行業類別 Industry sector	1998		1999		變動百分率 % change (1999/1998)
	電子貿易的 業務收益 (百萬元) Business receipts for EC transactions (\$ million)	佔行業總 業務收益 百分率 As % of total receipts of the industry sector	電子貿易的 業務收益 (百萬元) Business receipts for EC transactions (\$ million)	佔行業總 業務收益 百分率 As % of total receipts of the industry sector	
製造業 Manufacturing	113.2	0.04	151.0	0.05	33.4
電力及燃氣業 Electricity and gas	0.0	0.00	0.0	0.00	-
建造業 Construction	0.0	0.00	0.0	0.00	-
批發、零售、進出口貿易、 飲食及酒店業 Wholesale, retail and import/export trades, restaurants and hotels	993.4	0.04	2,220.1	0.09	123.5
運輸、倉庫及通訊業 Transport, storage and communications	8.7	0.00	49.8	0.02	475.0
金融、保險、地產及商用服 務業 Financing, insurance, real estate and business services	1,659.2	0.17	2,041.2	0.25	23.0
社區、社會及個人服務業 Community, social and personal services	178.7	0.15	170.6	0.14	-4.5
總計 Total	2,953.2	0.07	4,632.7	0.11	56.9

7. 總結

7.1 透過電子途徑完成的交易在現階段仍十分有限，僅佔總業務收益的0.1%。不過，隨著法律架構的制定及寬頻電訊基礎設施的建立，預計未來數年電子貿易將有強勁增長。

7. Concluding Remarks

7.1 At the present stage, the extent of EC transactions is still very limited, contributing just 0.1% of the total business receipts of the economy. However, with the establishment of the legal framework and the broadband telecommunications infrastructure, it is expected that EC transactions will have robust growth in the coming years.