

### 客戶需要

我們致力為客戶提供快捷、廉宜、易用、優質的服務。本處一向重視客戶對本處服務的滿意程度，亦重視改善服務。我們定期造訪各主要客戶，收集他們的意見。「公司註冊處客戶聯絡小組」在一九九一年設立，成員包括香港律師會、香港會計師公會、香港公司秘書公會、香港銀行公會的代表，以及一些主要客戶。年內，該聯絡小組共開會四次，就本處現有及正考慮提供的服務交換意見。本處在二零零二年五月委聘一間獨立機構為本處進行每年一次的客戶服務調查，藉以評估客戶的期望，找出需要進一步改善的地方。

在二零零二至零三年度，本處推行下列各項改善服務措施：—

- 辦理新海外公司註冊的標準處理時間由25個工作天縮短至22個工作天。
- 辦理本地公司更改名稱的標準處理時間由10個工作天縮短至9個工作天。
- 辦理押記登記的標準處理時間由10個工作天縮短至9個工作天。
- 在本處的網頁加設簡體中文版，方便瀏覽。

### Customers' Needs

We are committed to providing our customers with fast, inexpensive, user-friendly and high quality services. The Registry has always placed a strong emphasis on customer satisfaction and service improvements. We pay regular visits to our major customers to collect their views and opinions. The Companies Registry Customer Liaison Group (CRCLG), which was established in 1991, comprises representatives of the Law Society of Hong Kong, the Hong Kong Society of Accountants, the Hong Kong Institute of Company Secretaries and the Hong Kong Association of Banks, and some principal customers. The Group met four times during the year and is a useful vehicle for exchanging ideas and views on the department's existing and proposed activities. In May 2002, we appointed an independent agent to conduct an annual customer survey to gauge customers' expectations and identify areas for further improvement.

During 2002-03, we achieved the following service improvements: —

- The standard time for registering new overseas companies was shortened from 25 to 22 working days.
- The standard time for changing the company names of local companies was shortened from 10 to 9 working days.
- The standard time for registering charges was shortened from 10 to 9 working days.
- The simplified Chinese version of the Registry's website was launched to facilitate viewing.

## 溝通渠道

本處在互聯網上設置的網頁（網址：<http://www.info.gov.hk/cr/>），為本處與客戶之間提供一個非常有效的溝通渠道。網頁在一九九七年七月設置，瀏覽的總人數至今達到736,400人次，平均每月約有22,100人次，較二零零一至零二年度增加51%。客戶可自本處網頁下載指明表格、刊物（例如公司註冊處年報、公司法改革常務委員會的報告和諮詢文件）、以及本處發出的對外通告。我們定期更新和豐富網頁的內容。本年二月，本處在網頁中加設兩個新標題，分別登載公司法改革常務委員會發表的各份報告和諮詢文件，以及本處出版的年報，方便查閱和瀏覽。二零零三年三月，本處重新修訂登載公司解散統計數字的網頁，以便顯示透過清盤、撤銷註冊及剔除註冊而解散的公司數目。

公司註冊處電話諮詢熱線(2234 9933)提供24小時服務，方便市民查詢本處提供的服務。年內收到的查詢達74,512宗，即平均每月有6,209宗。

本處現有15款資料小冊子，內容涵蓋各項服務，例如成立新公司、遞交文件規定與公司查冊設施。本處會繼續更新小冊子的內容。這些小冊子對於幫助客戶了解本處所提供的服務和他們須履行的法定責任，發揮很大作用。

本處在二零零二至零三年度在公務員事務局主辦的「傑出顧客服務獎」比賽中獲頒發為小部門而設的「最佳效率獎」。該項比賽共有23個政府部門參加。比賽目的是在公務員隊伍內推廣以客為本的服務文化。

## Communication Channels

The Registry's homepage (<http://www.info.gov.hk/cr/>) provides a very effective communication channel with our customers. A total of 736,400 viewers have visited our homepage since its introduction in July 1997 and the average number of viewers is now about 22,100 per month, an increase of 51% compared to 2001-02. Customers can download, from our homepage, specified forms, publications such as the Companies Registry Annual Report, Reports and Consultation Papers of the Standing Committee on Company Law Reform, and external circulars issued by the department. We regularly update and enhance the contents of the homepage. Since February 2003, the homepage has displayed the Reports and Consultation Papers of the Standing Committee on Company Law Reform and the Companies Registry Annual Reports in two distinct thematic sections to facilitate access and viewing. Since March 2003, the statistics on dissolution of companies have been revised to show the respective numbers dissolved through winding-up, deregistration and striking off.

The Companies Registry Enquiry Hotline (2234 9933) provides an around-the-clock service on enquiries concerning services provided by the Registry. During the year, the number of calls received was 74,512, averaging 6,209 per month.

The Registry has 15 information pamphlets covering various topics such as company formation, filing requirements and company search facilities. We will continue to update the contents of the pamphlets whenever appropriate. The pamphlets have proved to be very useful in helping the customers to understand our services and their statutory obligations.

The Registry was awarded an Efficiency Award for small departments in the Civil Service "Outstanding Customer Service Award" competition organised by the Civil Service Bureau in 2002-03 in which 23 government departments took part. The aim of the competition was to promote a customer-oriented service culture in the civil service.



在「二零零二至零三年度傑出顧客服務獎」比賽中獲得「最佳效率獎」  
Winning the Efficiency Award in Outstanding Customer Service Award competition 2002-03



二零零二年五月及十二月，本處的代表應投資推廣署邀請，在山東省濟南市及江蘇省南京市舉辦的「香港投資環境研討會」，介紹海外公司註冊及本地公司成立事宜。

在二零零二年十一月，本處贊助並參加第16屆「世界會計師大會」的展覽會，與60多個組織一起介紹本處的最新發展與服務。這些組織分為四個類別，分別為財務、資訊科技、專業服務、教育及專業發展四個專業組別。

In May and December 2002, representatives of the Registry gave talks on the registration of overseas companies and incorporation of local companies at the "Investing in Hong Kong" seminars organised by Invest Hong Kong in Jinan, Shandong Province and Nanjing, Jiangsu Province respectively.

In November 2002, the Registry sponsored and participated in the exhibition of the 16th World Congress of Accountants. We showcased our latest developments and services along with more than 60 organisations in four distinguished professional categories, namely, financial services, information technology, professional services and education and professional development.



參加「二零零二至零三年度傑出顧客服務獎」展覽會  
Participating in the exhibition for the Outstanding Customer Service Award 2002-03

本處在二零零三年三月參加香港公司秘書公會舉辦的「第四屆公司及規管機構匯報周年會議」。一名高級律師和一名副公司註冊處經理代表本處出席，介紹的主題包括載於《2002年公司(修訂)條例草案》的公司法改革常務委員會的建議。

In March 2003, the Registry participated in the Fourth Annual Corporate and Regulatory Update organised by The Hong Kong Institute of Company Secretaries. The department was represented by a Senior Solicitor and a Deputy Registry Manager who gave presentations on topics including the recommendations of the Standing Committee on Company Law Reform contained in the Companies (Amendment) Bill 2002.



參加「第16屆世界會計師大會」展覽會  
Participating in the 16th World Congress of Accountants exhibition

年內，本處經常接待到訪本處的本地機構。這些機構在造訪期間與本處交換的意見和經驗，對改善本處服務及增進彼此間的了解，非常有用。

本處十分重視與客戶及所有有興趣知悉本處事務的人士溝通。我們的年報採用簡明手法，全面評估本處的情況和未來發展。本處十分重視報告內容的質素。我們感到欣慰的是，這方面的努力再次得到表揚：本處編寫的二零零零至零一年度年報在香港管理專業協會所舉辦的二零零二年最佳年報比賽中，再次獲得「優異年獎」。

Frequent visits from local institutions were also organised by the Registry during the year. The ideas and experiences exchanged during these visits were very useful for improving our services and enhancing mutual understanding.

The Registry values communications with our customers and all persons who are interested to learn about the department's activities. Our Annual Report aims to present a succinct and comprehensive assessment of the Registry's position and future developments, and we attach great importance to the quality of our reporting. We are very pleased that our efforts in this area have been recognised again, and our 2000-01 Annual Report received an 'Honourable Mention' in the 2002 Hong Kong Management Association Best Annual Reports Awards.



本處在二零零二年舉行的周年酒會  
*The Registry's Annual Reception in 2002*