

客戶需要

策略性改革計劃的實施，有助本處重整運作流程，並實行電腦化，使存檔、處理、儲存和發布資料的效率得以大大改善，從而為客戶提供高效率和具成本效益的優質服務。本處會繼續檢討所提供的服務和設施，務求提升效率和質素，以迎合客戶不斷轉變的需要。客戶的意見不論是褒是貶，我們也十分重視。本處設有完善的渠道，蒐集不同組別客戶的意見，以便檢討業務運作流程及研究可改善服務的新措施。此外，我們經常與主要客戶保持聯繫，並定期進行拜訪。

Customers' Needs

The re-engineering and computerisation of the Registry's operations consequential to the implementation of the SCP, have brought significant improvements in filing, processing, storing and disseminating information and enabled the department to provide efficient, high quality and cost-effective services to its customers. The Registry will continuously review its services and facilities in order to enhance efficiency and quality and meet the changing needs of customers. We value customers' feedback, be they compliments or complaints. We have well-established channels to collect views, ideas and opinions from different customer groups to facilitate business process review and consideration of service improvement initiatives. We maintain regular contacts and pay courtesy visits to our major customers.



客戶聯絡小組的成員

Members of the Customer Liaison Group

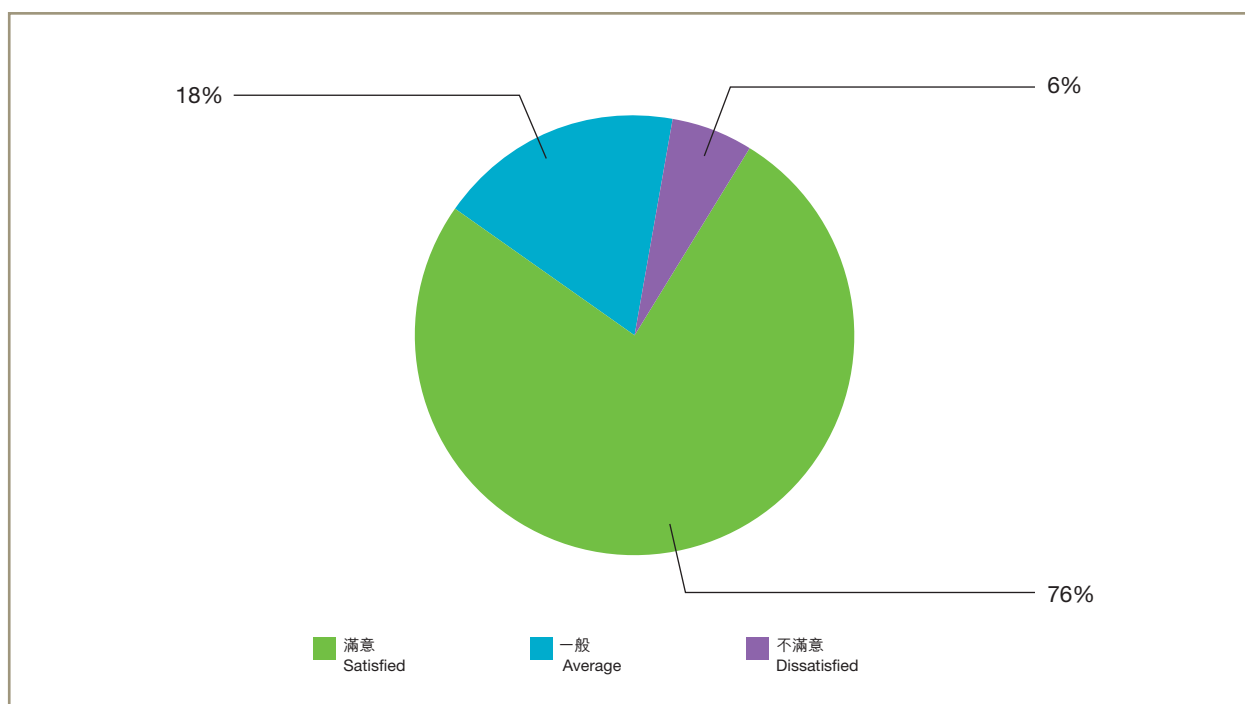
「公司註冊處客戶聯絡小組」在一九九一年設立，成員包括香港律師會、香港會計師公會、香港特許秘書公會和香港銀行公會的代表，以及一些主要客戶。年內，聯絡小組共開會四次，讓客戶得以加深對本處政策和工作程序的認識，並就本處的服務及新措施交換意見。

The Companies Registry Customer Liaison Group (CRCLG), which was established in 1991, comprises representatives of the Law Society of Hong Kong, the Hong Kong Institute of Certified Public Accountants, the Hong Kong Institute of Chartered Secretaries and the Hong Kong Association of Banks, and some principal customers. The CRCLG, which met four times during the past year, provides a useful forum for improving customers' understanding of the Registry's policies and procedures and for exchanging ideas and views on the Registry's services and new initiatives.

為了評估客戶的期望，並找出需要進一步改善的地方，本處委託獨立機構每年進行一次客戶服務調查。二零零六年六月的調查結果載於下圖。

To gauge customers' expectations and identify areas for further improvement, we also appoint an independent agent to conduct a customer survey on an annual basis. The results of the survey conducted in June 2006 are shown in the chart below.

二零零六年公司註冊處客戶滿意程度調查
客戶的整體滿意程度
Companies Registry Customer Satisfaction Survey 2006
Level of Overall Customer Satisfaction



提升服務

在二零零六至零七年度，本處在提升服務方面取得下列成績：—

- 所有櫃檯服務的辦公時間已經延長，並在午膳時間提供領取證書服務。
- 由1823政府熱線提供的公司註冊處電話諮詢熱線延長至全日二十四小時服務。
- 在有關註冊成立本地有限公司及更改公司名稱的資料小冊子強調公司在擬訂名稱時考慮知識產權問題的重要性。
- 聯同知識產權署和稅務局進行宣傳，包括派發資料單張、在報章雜誌刊登廣告及推出專題網頁 (www.registration.gov.hk) 等，以促進客戶了解公司註冊、商業登記與商標註冊的分別。

Improvements to Services

We achieved the following service improvements during 2006-07: —

- The service hours for all counter services and lunch hour service for the collection of certificates have been extended.
- The service hours of the Registry's enquiry hotlines handled by the 1823 Citizen's Easy Link has been extended to 24 hours a day.
- The information pamphlets on incorporation and change of name of a local limited company have highlighted the importance of taking intellectual property considerations into account when choosing a company name.
- Joint publicity programmes including distribution of information leaflets, advertisements in newspapers and magazines, introduction of a dedicated webpage (www.registration.gov.hk) etc., with the Intellectual Property Department and the Inland Revenue Department have been launched to help customers better understand the differences between the registration of companies, businesses and trade marks.



收集客戶的意見
Collecting views from a customer

為提高客戶遵從《公司條例》的意識，本處由二零零七年四月起在網頁發放有關檢控和未有遵從公司註冊處處長發出更改公司名稱指示的新統計數字。

二零零七年五月，本處印製了有關「註冊成立本地有限公司或更改公司名稱 — 注意事項」的新單張，重點指出為註冊成立公司或更改公司名稱而提交的文件中常見的錯誤。此外，為協助客戶及盡早完成註冊成立公司和更改公司名稱的手續，該單張亦列明遞交有關文件須注意的事項。

In April 2007, new categories of statistics in respect of prosecutions and non-compliance with the directions issued by the Registrar of Companies to change company names have been introduced on the Registry's website to help enhance awareness of compliance with the Companies Ordinance.

In May 2007, we introduced a leaflet "Incorporation or change of name of a local company — Points to note" to highlight the common errors found in documents relating to incorporation and change of company name. A checklist for presenting the relevant documents is also provided to assist customers and enable early completion of the incorporation or change of name procedures.

溝通渠道

本處設有完善的溝通渠道，蒐集不同組別客戶的意見，以便改善本處各項服務的質素和擴大服務範圍。

網頁

本處的網站(www.cr.gov.hk)是本處與客戶之間一個非常有效的溝通渠道。該網站備有繁體中文、簡體中文及英文版，詳載有關本處核心業務、法例修訂、提交文件規定和發展計劃的最新資料。客戶可從該網站下載指明表格、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。我們經常更新和豐富網站的內容，新增的統計數字包括以下幾類：—

- 登記冊上的本地私人公司和公眾公司數目；
- 註冊成立的本地私人公司和公眾公司數目；
- 未有遵從公司註冊處處長根據《公司條例》第22(2)條發出的更改名稱指示的公司名單；及
- 「發出傳票」一欄已改名為「檢控」，並新增有關定罪數目、罰款總額和被檢控的上市公司的定罪紀錄(本月和過往月份)的統計數字。

二零零六至零七年度共有995,443人次瀏覽本處網站，較二零零五至零六年度增加22.2%。截至二零零七年三月底，共有超過1,560位客戶訂閱本處的電子資訊，定期取得本處網站的最新資料。

Communication Channels

The Registry has well-established communication channels to collect views and opinion from different customer groups with a view to improving the quality and scope of our services.

Website

The Registry's website(www.cr.gov.hk) is one of the most effective communication channels with our customers. Our website presents comprehensive and up-to-date information on the Registry's core business activities, changes in legislation and related filing requirements and development plan in traditional Chinese, simplified Chinese and English versions. Customers can download 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 our website. New categories of statistics have been introduced as follows: —

- the number of private and public local companies on the register;
- the number of private and public local companies incorporated;
- a "List of companies which have failed to comply with directions issued by the Registrar of Companies under section 22(2) of the Companies Ordinance to change their company names"; and
- the sub-section "Summonses Issued" has been renamed as "Prosecution" and new statistics on the number of convictions, total fines imposed and conviction record of listed companies prosecuted (both current month and past months) have been added.

In 2006-07, there were 995,443 visits to our website, an increase of 22.2% compared to 2005-06. Over 1,560 users subscribed to the Registry's electronic news subscription service as at the end of March 2007 to obtain regular updates of information on our website.

電話諮詢熱線

公司註冊處電話諮詢熱線(852)(2234 9933)全日二十四小時運作，方便市民查詢本處提供的服務。年內收到的查詢達62,855宗，平均每月有5,238宗，而以傳真方式索取資料則有2,238宗。此外，1823政府熱線接獲58,946宗有關本處服務的電話查詢。

刊物

本處製備多款刊物，包括對外通告、指引和資料小冊子，以供分發給專業團體、主要客戶和訂閱本處電子資訊的客戶，這些刊物亦載於本處網站。

自上一份年報發表以來，本處發出了三份對外通告：—

- 公司註冊處對外通告第1/2006號 — 公司註冊處推行五天工作周 — 二零零七年一月一日實施第二階段
- 公司註冊處對外通告第1/2007號 — 修訂帳目及報告 — (1)《公司條例》新訂的第141E及336A條(2)《公司(修訂帳目及報告)規例》(3)新的指明表格
- 公司註冊處對外通告第2/2007號 — 根據《公司條例》(第32章)第XI部註冊的公司 — 文件的核證及譯本

本處印製了18款資料小冊子，內容涵蓋各項服務，例如成立新公司、遞交文件規定和查閱公司資料。本處經常審閱和更新小冊子的內容，這些小冊子對於幫助客戶了解本處提供的服務和他們須履行的法定責任，發揮很大作用。此外，本處於二零零七年五月印製了新單張，重點說明在擬備和遞交文件以註冊成立本地有限公司或更改公司名稱時須注意的事項。

Enquiry Hotline

The Companies Registry Enquiry Hotline (852) (2234 9933) provides a twenty-four hours service on enquiries concerning services provided by the Registry. During the year, the number of calls received was 62,855, averaging 5,238 per month and the total request for fax materials amounted to 2,238. The enquiry hotline handled by 1823 Citizen's Easy Link received 58,946 calls regarding the department's services.

Publications

The Registry issues a variety of publications including external circulars, guidelines and information pamphlets. They will be distributed to professional bodies, major customers and subscribers to the electronic news subscription service and posted on the department's website.

The Registry has issued three external circulars since the last annual report: —

- Companies Registry External Circular No. 1/2006 — Five-day Week in the Companies Registry — Phase II Implementation on 1 January 2007
- Companies Registry External Circular No. 1/2007 — Revision of Accounts and Reports — (1) New sections 141E and 336A of the Companies Ordinance (2) Companies (Revision of Accounts and Reports) Regulation (3) New Specified Forms
- Companies Registry External Circular No. 2/2007 — Companies Registered under Part XI of the Companies Ordinance (Cap. 32) Certification and Translation of Documents

The Registry has published 18 information pamphlets covering various services such as company formation, filing requirements and company search. The pamphlets which are reviewed and updated regularly have proved to be very useful in helping customers to understand our services and their statutory obligations. An information sheet highlighting the points to note for preparation and submission of documents for incorporation or change of name of a local company has been issued in May 2007.

研討會和展覽

為了展示本處的最新發展和電子查冊服務，我們參加了香港特許秘書公會在二零零六年十月舉辦的「企業管治會議2006」，以及香港貿易發展局在二零零六年十一月舉辦的「中小企國際市場推廣日」。

二零零七年三月，公司註冊處處長在國際商標協會圓桌上發表演說，講題為「影子公司的手法 — 利用香港公司獲得不公平優勢或鑽法律漏洞」。此外，本處一位高級律師曾出席香港警務處商業罪案調查科舉辦的講座，講解香港公司法及檢控工作。

二零零七年五月，公司註冊處派員參加香港特許秘書公會舉辦的第八屆公司規管最新發展研討會，講解「《2004年公司（修訂）條例》有關第XI部的修訂」。本處並在二零零七年六月派員向香港會計師公會的會員講解這個課題。

Seminars and Exhibitions

To showcase our latest development and the electronic search services, we participated in the Corporate Governance Conference 2006 organised by the Hong Kong Institute of Chartered Secretaries in October 2006 and the World Small and Medium-sized Enterprises Expo organised by the Hong Kong Trade Development Council in November 2006.

In March 2007, the Registrar of Companies gave a presentation on “Shadow Boxing — using Hong Kong Companies to an unfair advantage or a legitimate loophole” at the International Trade Mark Association Roundtable. A senior solicitor of the Registry gave talk to the Commercial Crime Bureau of the Hong Kong Police Force on “Hong Kong Company Law and Prosecution”.

In May 2007, the Registry participated in the Eighth Annual Corporate and Regulatory Update organised by the Hong Kong Institute of Chartered Secretaries. A presentation on “Amendments to Part XI of the Companies Ordinance in Companies (Amendment) Ordinance 2004” was given. A similar presentation was given to members of the Hong Kong Institute of Certified Public Accountants in June 2007.



本處參加「企業管治會議2006」
Participating in the Corporate Governance
Conference 2006



本處參加「中小企國際市場推廣日」
Participating in the World Small and
Medium-sized Enterprises Expo

客戶的建議和意見

本處很重視客戶的意見和建議。年內，我們從不同途徑，包括建議／意見表格、每年的客戶服務調查、電子查冊服務熱線及客戶聯絡小組，接獲共66份建議和意見書。本處研究客戶的建議和意見後，會在可行情況下落實推行。

造訪客戶

本處的客戶服務隊造訪主要客戶，蒐集他們的意見，並向他們講解本處的服務和工作程序。

與社區聯繫

本處接待來自其他政府部門、本地專業和教育機構的訪客，讓他們進一步認識本處的服務、遞交文件的程序和香港的公司註冊制度。

Customer Suggestions and Comments

The Registry values customers' feedback and suggestions. During the year, we received 66 suggestions and comments from customers through various channels including the Suggestions/Comments Forms, annual Customer Service Survey, e-search Helpdesk and the Customer Liaison Group. All customer suggestions and comments are reviewed and, where feasible, implemented.

Visits to Customers

The Registry's Customer Service Team pays courtesy visits to our major customers to collect feedback and explain our services and procedures.

Contact with the Community

The Registry received visitors from other government departments, local professional and educational institutions. During these visits, visitors gained a better understanding of the department's services and filing procedures and the company registration system in Hong Kong.