



New Fujichrome Sensia 400 – Film for color slide

Incorporating Super-Fine Σ (Sigma) Crystal technology, delivering world-class granularity and sharpness, for a new level of significantly enhanced performance.

Sensia 400 專業彩色幻燈片
結合超細Sigma晶體技術，傳送世界最幼細微粒、最清晰奪目的影像，帶來嶄新非凡影像。



Provia 400F

A new benchmark in ISO 400 film, fine grain and color saturation, and a new dimension in high-speed film performance.

Provia 400F 富士專業正片
提供超細微粒和高飽和度色彩，發揮高速菲林最佳質素。

For the 14th year, we sponsored the Miss Hong Kong Pageant that provides a highly visible platform for promoting our high quality imaging service. We also sponsored the Euro Christmas 2000, the Tsim Sha Tsui East Festive Illuminations 2000, Chinese New Year Parade and the Jockey Club's International Racing Day 2000.

Another successful Fujifilm sponsorship was Ta Kung Pao's "Back from Western China" section that won the best feature story award and the grand prize for writing and page design in the Hong Kong News Awards 2000 programme.

The Group also maintained its long-term commitment to the community by being a full patron of Greening for the Chest and we are the exclusive sponsor of films and photo services for the Hong Kong Community Chest.

STAFF DEVELOPMENT

During the year we continued to offer training courses for our staff members in the areas of quality management, language skills, technical training and customer service. We encourage and support continuing education and development for our staff members, as they are our most important assets.

PROSPECTS

Fuji Japan is very strong in research and the development of new products and this has been one of our main competitive advantages in our 33-year relationship. Their commitment to quality, research and development, investing some US\$600 million every year, has been a driving force in the advancement of the photographic industry.

集團連續第十四年贊助電視廣播有限公司舉辦的香港小姐競選，使我們的優質影像服務更廣為大眾所認識。我們亦贊助歐陸白色聖誕、金光璀璨耀尖東二〇〇〇、二〇〇一年國泰航空繽紛巡遊賀新歲，及賽馬會舉辦之香港國際賽。

富士另一項成功的贊助計劃是大公報的《西部歸來話西部》系列，在二〇〇〇年度香港最佳新聞評選中，榮獲香港最佳新聞全年大獎及最佳特寫新聞冠軍獎。

集團亦貫徹服務社群的長遠承諾，繼續全力贊助「環保為公益」活動，並成為公益金的獨家菲林及沖印服務贊助商。

人才培訓

集團繼續為僱員提供訓練課程，範圍包括優質管理、語言技巧、技術訓練及顧客服務等。人才是集團最重要的資產，因此我們鼓勵並支持員工持續進修及發展。

前景展望

日本富士擁有影像及資訊科技的強大優勢，透過與本集團三十三年的合作關係，這優勢已成為集團主要資產之一。日本富士致力研究發展、提升品質，每年在這方面投入的經費逾六億美元，並不斷推動攝影業的整體技術發展。

Fuji Japan supports our operations in Hong Kong and China by subsidizing selected promotional programmes and providing world-class technical support and high-quality, innovative products.

China-Hongkong Photo's business is expected to grow dramatically upon China's accession to the WTO as this will lead to an improved economy and strong consumer demand. The Group also would benefit from the lowering of industrial tariffs that is expected to lead to lower prices of imported Fuji products in China thus making them more affordable to Chinese consumers and therefore increasing demand for film products as a whole. By meeting the price advantage of domestic brands, this would increase the competitive edge of imported brands.

Overall, consumer needs and demands in our markets are undergoing great changes as information technology continues to bloom. There are rapidly growing imaging information applications and needs related to the processing and storage of images and information with PCs and other electronic equipment, and Internet communications.

These developments present the Group with excellent business opportunities. We are drawing on Fujifilm's accumulated base of unparalleled technologies developed in response to the digitization trend. The Group will further capitalize on these opportunities in the growing imaging and information market.

日本富士一直支持我們在中港兩地的業務，包括資助指定的推廣計劃，及提供世界級的技術支援和優質創新的產品。

中國加入世界貿易組織後，將會帶動經濟向好及消費需求上升，預計集團的業務會因此增長。由於中國調低進口產品的關稅，預期帶動產品價格下調而提高中國整體消費能力。當進口價的距離與國產品牌拉近，進口產品的競爭優勢將可加強。

整體而言，隨著資訊科技繼續發展，市場消費模式正經歷重大轉變。影像資訊服務的應用及需求正迅速上升，包括以個人電腦及其他電子設備來處理及儲存影像及資料，及用互聯網傳送影像。

這些資訊科技發展將為集團帶來重大商機。借助富士因應數碼化趨勢而發展的卓越技術，集團將更能受惠於不斷增長的影像及資訊市場所帶來的發展機會。