

Leading Icelandic food co-operative brings new dairy brand to Hong Kong (with photos)

Leading Icelandic food co-operative established over a century ago, Kaupfelag Skagfirdinga, announced today (August 11) that it is going to launch ÍSEY SKYR in Hong Kong's supermarkets on August 12, and from Hong Kong to Greater China to tap into its growing demand for quality dairy products.

Skyr is a traditional Icelandic superdairy product, a yogurt-like dairy product with high protein, low fat, low carb and low sugar. ÍSEY SKYR is an authentic Icelandic brand with more than 90-year experience of producing skyr. It contains the original Icelandic skyr culture, and builds on the traditional recipe with innovative technology, according to the Deputy Chief Executive Officer of ÍSEY SKYR Limited, Ms Audrey Pi.

Ms Pi said, "Through consumer research, we identify a huge demand for high-quality dairy products in China, so we plan to introduce the healthy superdairy product from Iceland to the Greater China market including the Mainland, Macao and Taiwan, apart from Hong Kong."

She explained, "Hong Kong is a cultural melting pot of East and West, which leads to diverse cultural backgrounds and dietary preferences. The city is also known for its free market economy and open business environment, making it a global hub for trade and investment. In terms of the legal system, Hong Kong is based on the common law system and is known for its transparency, stability and impartiality. Moreover, Hong Kong has a highly skilled and talented workforce. It is the ideal base for us to expand our business in the region."

She continued, "Most importantly, Hong Kong is part of the Guangdong-Hong Kong-Macao Greater Bay Area, which has created strategic advantages for businesses looking to access the wider Chinese market, as well as opportunities for collaboration across the region. We aim to use Hong Kong as a gateway to enter the broader Greater China market."

The Acting Director-General of Investment Promotion of Invest Hong Kong (InvestHK), Dr Jimmy Chiang, said, "Hong Kong people are health-conscious and demand high-quality healthy food. With its strategic location providing an unparalleled bridge between the Mainland and the rest of the world, Hong Kong is an ideal place for ÍSEY SKYR to promote its brand in the Greater China market. I wish it every success in its business in Hong Kong and beyond."

About ÍSEY SKYR Limited

Established in 2020 in Hong Kong, ÍSEY SKYR Limited is the headquarters of ÍSEY SKYR's Greater China business, including the Mainland, Hong Kong, Macao and Taiwan. It is responsible for strategic planning and business

development of the Greater China market. For more information, please visit www.iseyskyr.com.hk.

About InvestHK

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

For photos, please visit www.flickr.com/photos/investhk/albums/72177720310402836.



[Effective Exchange Rate Index](#)

The effective exchange rate index for the Hong Kong dollar on Friday, August 11, 2023 is 105.1 (up 0.3 against yesterday's index).

[Grading of beach water quality released](#)

The Environmental Protection Department (EPD) today (August 11) released the latest grading of water quality for 39 gazetted beaches (see Note 1) and

one non-gazetted beach (see Note 2).

Twenty-three beaches were rated as Good (Grade 1), 16 as Fair (Grade 2) and one as Poor (Grade 3).

Grade 1 beaches are:

Approach Beach	Repulse Bay Beach*
Cheung Chau Tung Wan Beach*	Shek O Beach*
Chung Hom Kok Beach	Silverstrand Beach*
Deep Water Bay Beach*	South Bay Beach*
Discovery Bay	St Stephen's Beach
Clear Water Bay First Beach	Stanley Main Beach*
Hap Mun Bay Beach*	Tai Po Lung Mei Beach*
Hung Shing Yeh Beach*	Tong Fuk Beach
Kiu Tsui Beach	Trio Beach
Kwun Yam Beach	Turtle Cove Beach
Lo So Shing Beach	Upper Cheung Sha Beach
Pui O Beach*	

Grade 2 beaches are:

Anglers' Beach*	Hoi Mei Wan Beach
Big Wave Bay Beach*	Kadoorie Beach*
Butterfly Beach*	Lido Beach*
Cafeteria New Beach	Lower Cheung Sha Beach
Cafeteria Old Beach	Ma Wan Tung Wan Beach*
Casam Beach*	Middle Bay Beach
Clear Water Bay Second Beach*	Silver Mine Bay Beach*
Golden Beach*	Ting Kau Beach*

Grade 3 beach is:

Castle Peak Beach

Compared with the grading released last week, Approach Beach and Deep Water Bay Beach have been upgraded from Grade 2 to Grade 1. Castle Peak Beach has been changed from Grade 2 to Grade 3.

"The changes are generally within the normal range of fluctuation of the bacteriological water quality of the beaches," an EPD spokesman said.

Under the present grading system, beaches are classified into four grades, namely Good (Grade 1), Fair (Grade 2), Poor (Grade 3) and Very Poor (Grade 4), according to the level of E. coli in the water. Grades are calculated on the basis of the geometric mean of the E. coli counts on the five most recent sampling occasions.

While the ratings represent the general water quality at the beaches,

the EPD spokesman reminded members of the public that water quality could be temporarily affected during and after periods of heavy rain. Bathers should avoid swimming at beaches for up to three days after a storm or heavy rainfall.

A summary of beach grades is published weekly before the weekend. The latest beach grades based on the most current data may be obtained from the EPD's website on Beach Water Quality (www.epd.gov.hk/epd/beach) or the beach hotline, 2511 6666.

Note 1: Lifeguard services are provided by the Leisure and Cultural Services Department at 22 gazetted beaches, marked with an asterisk (*) above, from May 1.

Note 2: This refers to the non-gazetted beach in Discovery Bay which has no lifeguard service.

Red tide sighted

A red tide has been sighted over the past week, the Inter-departmental Red Tide Working Group reported today (August 11).

Staff of the Agriculture, Fisheries and Conservation Department (AFCD) spotted a red tide at Starling Inlet (including Sha Tau Kok fish culture zone) on August 8. The red tide has dissipated and no associated fish deaths have been reported as of today.

A spokesman for the working group said, "The red tide was formed by *Chattonella marina*, which is not common in Hong Kong waters. According to literature overseas, the algal species can produce toxins that may cause fish deaths."

The AFCD urged mariculturists at Sha Tau Kok fish culture zone to monitor the situation closely and increase aeration where necessary.

Red tide is a natural phenomenon. The AFCD's proactive phytoplankton monitoring programme will continue to monitor red tide occurrences to minimise the impact on the mariculture industry and the public.

Investigation reports on four

incidents involving Boeing 787 passenger aircraft published

The Air Accident Investigation Authority (AAIA) today (August 11) published the investigation reports (3/2023 to 6/2023) on the investigations into four incidents involving Boeing 787 passenger aircraft which deviated from their courses while approaching Hong Kong International Airport (HKIA) between July and October 2019.

In the four incidents, the aircraft deviated from the localizer courses during Instrument Landing System approaches to landing at HKIA. The pilots then assumed manual control of the aircraft which landed safely afterwards. None of the aircraft was damaged and no one was injured in the incidents.

The investigation concluded that the incidents were caused by a software issue in the Autopilot Flight Director System of the aircraft. The investigation team has made one safety recommendation and the aircraft manufacturer has taken relevant action.

The investigation team also identified an audio quality issue during a review of audio recording of a cockpit voice recorder in one of the incidents. The investigation team has made one safety recommendation based on which the aircraft manufacturer is reviewing the necessary actions.

The investigation was conducted by a team of professional investigators in strict adherence to international standards established by the International Civil Aviation Organization (ICAO). "The objective of the investigation was to identify the circumstances and causes of the incidents with a view to preventing a recurrence," an AAIA spokesperson said.

Throughout the investigation, all parties concerned were properly consulted on the reports. The reports are available for download on the AAIA webpage (www.tlb.gov.hk/aaia/eng/investigation_reports/index.html).

The AAIA is an independent investigation authority responsible for the investigation of civil aircraft accidents and serious incidents in accordance with the Hong Kong Civil Aviation (Investigation of Accidents) Regulations (Cap. 448B) and with reference to the ICAO's standards.