

二零一九年及二零二零年選舉頒獎典禮 —  
香港品牌發展局主席 獻辭(節錄)  
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受新冠肺炎疫情的影響，2019 年和 2020 年的獎項延遲頒授，造就了「品牌選舉」歷史上第一個跨越兩屆、亦是陣容最為鼎盛的頒獎典禮。適逢香港經歷風雨洗禮、整裝「再出發」的特殊時點，這個「雙喜臨門」的盛會多了一層特別的含義。

由品牌局和廠商會合辦的「品牌選舉」始創於 1999 年，見證了時代變遷和經濟的起落。過去兩年的「選舉」承載了一段不平凡的經歷。2019 年，本港發生了嚴重的社會動盪，又遭逢中美貿易摩擦升級；去年爆發新冠肺炎疫情，令工商百業陷入前所未有的困境。雖然「品牌選舉」的籌辦工作遇到種種挑戰，但在評審委員會和參與公司的共同努力下，各項評選工作幸能順利地進行；參與品牌不但在質素上保持了一貫的高水準，而且 2019 年和 2020 年兩屆各自產生了約 40 個得獎品牌，授獎數目均處於歷史高位。

在這些「摘星者」中，有堅持紮根本土、與市民們相濡以沫的老字號，亦有憑著科技和創意脫穎而出的初創「新世代」；既有引領行業發展、在海內外市場上打響名堂的龍頭翹楚，更有敢闖敢拼、在粵港澳大灣區和「一帶一路」力拔頭籌的「拓荒者」。他們展示了香港工商業發展的最新面貌，代表著香港品牌發展的最高水準。

今天的頒獎典禮亦是「品牌選舉」發展歷程中的一個重要里程碑；大會將首次頒發「香港傑出品牌領袖獎」。作為主辦機構旗下最高榮譽的獎項，每年的「品牌領袖獎」頒發予一位積極投身品牌創建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家。這個獎項代表著「品牌選舉」向全新領域和更高層次的延伸，亦再一次開創了本地品牌獎項的先河；它透過建立、宣揚品牌企業家的成功典範，發揮強大的示範作用，為業界帶來啟迪，將香港品牌文化進一步發揚光大。

本人謹代表主辦機構恭賀 2019 年和 2020 年「品牌選舉」的得獎者，並向鼎力支持選舉以及熱心襄助品牌局的政府部門以及社會各方表示衷心感謝！

## **2019-20 Awards Presentation Ceremony**

### **Speech (Excerpt) by Chairman of the Hong Kong Brand Development Council Dr Edward K M Chan, MH,**

Today's event boasts the largest-scale ever in the history of the Brand Awards (the Award); and it indeed is a "double happiness" occasion in honour of both 2019 and 2020 winners, as the presentation ceremony for them had been repeatedly postponed due to the lingering COVID-19 pandemic. This Ceremony, nevertheless, comes at a time when Hong Kong is walking out of the darkness of the epidemic and making an all-out effort to rekindle the economy, making it even more meaningful and heart-stirring.

The Brand Awards co-organised by the Hong Kong Brand Development Council (the BDC) and the Chinese Manufacturers' Association of Hong Kong (the CMA) was founded in 1999. Over two decades, the Award has moved with the times, witnessed the ups and downs of the economy, and gone through thick and thin together with Hong Kong brands. Having said that, both the 2019 and 2020 Awards are very special ones for the Organisers and participating enterprises alike. In year 2019, Hong Kong was reeling from the double whammy of social unrest and US-China trade tension; and the pandemic ravaging the world since last year has caused unprecedented repercussions on the global economy including Hong Kong.

At a difficult time fraught with uncertainties, the Brand Awards had to tackle many challenges in the organising process. Fortunately, the judging work was on schedule thanks to the concerted efforts of the judging committees and participating companies; and the entry brands managed to maintain a high level of performance, culminating in about 40 winners selected for the 2019 and 2020 Awards respectively.

Among them, there are household names that have rooted firmly here for decades and grown up together with several generations of Hong Kong people, alongside with next-generation labels that have burst on the scene by dint of cutting-edge technology and thrilling innovations. And there are industrial pioneers having risen to fame in local and overseas markets, as well as trailblazers that have taken the lead to explore the opportunities of Guangdong-Hong Kong-Macao Greater Bay Area Development and Belt & Road Initiative. The winners have showcased the latest development of our industries and signified the highest standard of Hong Kong's brand-building.

Today's Presentation Ceremony also marked a significant milestone in the development of Brand Awards, as a brand-new category named "Hong Kong Distinguished Brand Leader Award" (the Brand Leader Award) is to be presented in a moment. Being the most honorific title thus far, the Brand Leader Award is conferred to a Hong Kong entrepreneur every year, in recognition of the remarkable success in branding and significant contributions towards the development of Hong Kong brands. The introduction of this award implies that Brand Awards has extended to a new scope and to a higher level, while making a precedent locally for commending brand leadership. The Brand Leader Award, by identifying and promoting individual paragons, will provide inspiration and encouragement to local brand operators, adding further impetus to the flourishing of Hong Kong brand culture.

On behalf of the Organisers, I would like to express our sincere gratitude to all Government Department, organisations and individuals that have contributed enormously to the 2019 and 2020 Brand Awards. Let us offer our heartfelt congratulations to all winners.