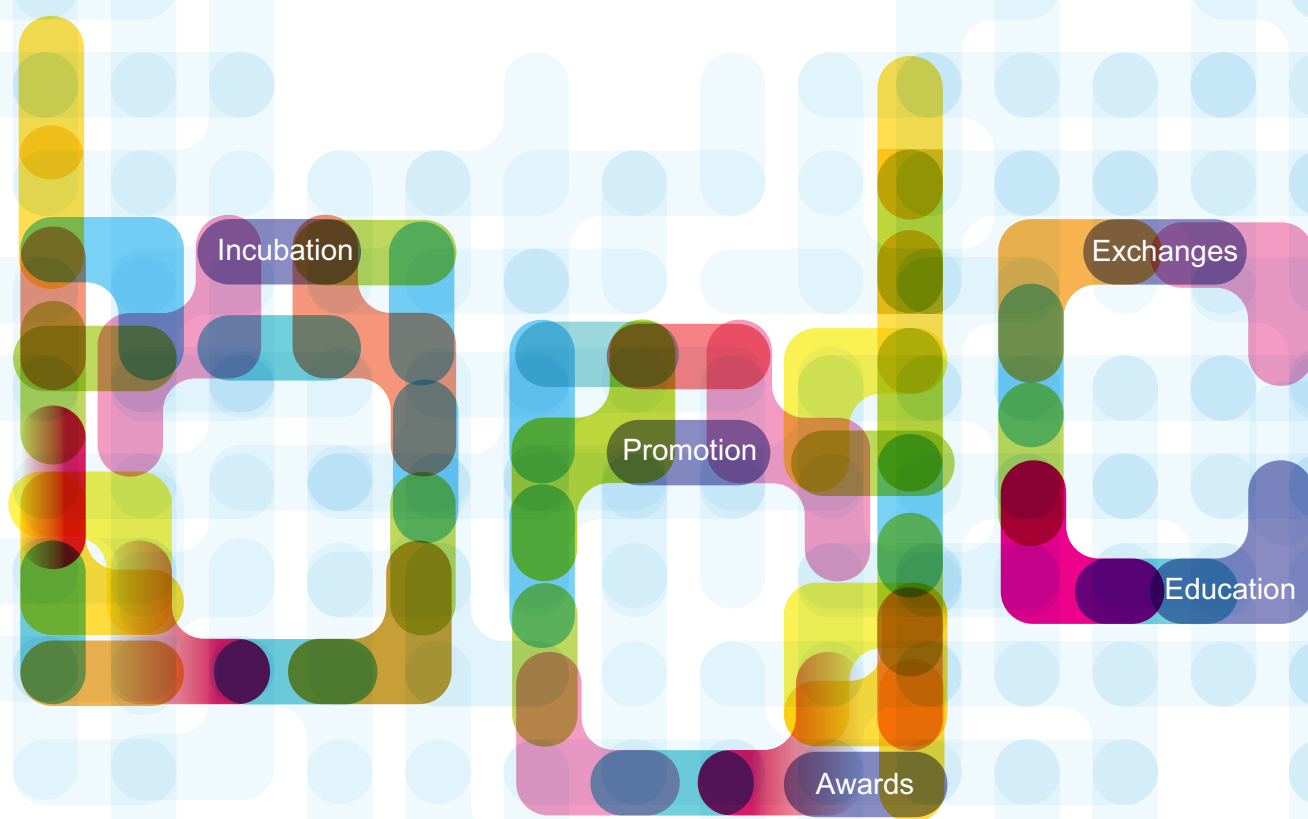




香港品牌發展局

Hong Kong Brand Development Council

引領工商界立品創名 推動香港成為名牌薈萃之都  
Steering our industries towards brand-building,  
and developing Hong Kong into a brands hub



Annual Report 年報  
2015-2016

## 願景

- 引領工商界立品創名，推動香港成為名牌薈萃之都

## 宗旨

- 提高香港品牌的知名度
- 弘揚原創精神
- 締造有利於品牌發展的社會環境
- 促進品牌方面的企業交流、聯誼與合作



## 香港品牌發展局

### **Hong Kong Brand Development Council**

#### **Vision**

- Steering our industries towards brand-building, and developing Hong Kong into a brands hub

#### **Mission**

- To promote Hong Kong brands
- To advocate innovations and creativity
- To foster an environment conducive to brand-building
- To enhance exchange, association and cooperation among companies in regard to brand development

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# 主席序辭 Chairman's Statement



香港品牌發展局主席  
黃家和太平紳士  
Chairman of the  
Hong Kong Brand Development Council  
Mr Simon Wong, JP

香港經濟放緩，內外市場需求疲弱，不少行業面臨嚴峻的經營壓力；但「機遇與挑戰並存」，香港品牌其實正迎來前所未有的發展契機。一方面，「香港品牌」已成為優質、時尚、信譽、物有所值和上佳服務的象徵；這種正面的「原產地效應」為本地品牌衝出香港提供了得天獨厚的起步優勢。

另一方面，內地經濟的發展模式正加緊向創新驅動、內需主導型轉換；內銷市場無論在質、量、增長潛力還是開放程度上均穩步提升，擴闊了香港品牌的發展腹地。國家啟動聲勢浩大的「一帶一路」戰略，更為香港品牌進軍新興市場指明了新方向。

香港工商界一向靈活機變，能夠在逆境中奮發圖強，善於以遠見和敏銳的洞察力捕捉新機遇。正因如此，即使在目前更具挑戰性的環境下，由香港品牌發展局(品牌局)主辦的2015年「香港名牌選舉」、「香港服務名牌選舉」以及「香港新星品牌選舉暨香港新星服務品牌選舉」，一如既往地取得美滿成績。43個品牌摘取了多個獎項的桂冠；得獎者以出類拔萃的表現，展示了本港品牌發展的最新風貌，為香港品牌故事增添了鼓舞人心的新一頁，亦給許多正迎難而上、奮力突圍的企業帶來了激勵與啟示。

當前有利於香港品牌發展的另一個重要因素是特區政府的重視與支持。受益於特區政府的「發展品牌、升級轉型及拓展內銷市場的專項基金」的資助，品牌局得以在內地多個城市舉辦「香港品牌節」，為業界拓展內銷市場打造多功能的支援平台。繼武漢、廈門、重慶、哈爾濱之後，品牌局於2014年中成功舉辦「天津香港品牌節」；今年再下一城，啟動了聲勢浩大的「香港品牌+大連」系列活動。

While the lingering economic slowdown and the weakening of both international and domestic markets have imposed escalating pressure on the industries, Hong Kong brands nevertheless have ushered in unprecedented opportunities to grow and thrive. On one hand, "Hong Kong Brand" has nowadays become a symbol of quality, trendiness, credibility, value for money and outstanding service; and this positive "country of origin effect" has translated into an edge for local brands, enabling them to have a good start when making ways into the international arena.

On the other hand, now that the key driving forces of Chinese economy have been shifting towards innovation and domestic demand, the Mainland market is bound to make a "quantum leap" in terms of capacity, quality, growth potential and the level of openness as well, broadening the horizon of Hong Kong brands. Furthermore, China's ambitious "Belt and Road Initiative" has heralded a new direction for Hong Kong brands to expand their footsteps in the emerging markets.

The business community in Hong Kong has always been agile and adaptive; they are good at overcoming adversities and adept in seizing new opportunities based on sagacity and far-sightedness. Because of these, although the Hong Kong economy has been facing an increasingly challenging environment of late, it comes as no surprise that the 2015 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards organised by the Hong Kong Brand Development Council (the BDC) have turned out to be another success, with 43 outstanding brands selected as the new batch of laureates. Exhibiting remarkable performance in every aspect, the winners have showcased the latest developments of Hong Kong industries. They have added another inspiring chapter to the splendid epic of Hong Kong brand development, bringing inspirations to local companies that are rising to the challenges and striving to excel.

Suffice it to say, the HKSAR Government's support is another push factor for the accelerated development of Hong Kong brands. Thanks to the sponsorship provided by the "Dedicated Fund on Branding, Upgrading and Domestic Sales" (BUD Fund), the BDC has been able to implement "Hong Kong Brand Festival" Projects in a number of Mainland's major cities, building up a multifunctional platform to facilitate the industries' expansion across the border. Following the success of past Festivals in Wuhan, Xiamen, Chongqing and Harbin, the BDC implemented "Tianjin Hong Kong Brand Festival" (Tianjin Brandfest) in 2014; and the serial activities under the banner of "Hong Kong Brand + Dalian" have been unfolded earlier this year.

# 主席序辭 Chairman's Statement

這兩個大型項目均以我國北方的重要城市為切入點，推行一系列內容豐富、手法新穎、切合業界當前所需的活動。其中，「天津香港品牌節」瞄準「京津冀一體化」所帶來的豐厚市場潛力，從B2B和B2C兩個層面雙管齊下；除了舉辦培訓工作坊和經驗分享會之外，還深入到天津、河北省等地，開展消費者焦點小組和分銷商訪談等市場研究活動。品牌局更帶領近120個本地原創品牌揮師北上，透過別開生面的產品展示以及圍繞童嬰品牌的主題展覽，向華北消費者展現香港品牌優質、創新、關愛、富有文化底蘊的集體形象以及非同凡響的情感價值。

同時，品牌局還組織「香港名牌標識計劃」的核准品牌參與了長春、鄭州、廣州等地的展覽活動，讓更多內地消費者認識「TOP嘍」這一代表著「優質、名望和信心」的標誌；更首次「揚帆出海」，在印尼雅加達和中東迪拜的展會上設立推廣攤位，帶領香港品牌探索「一帶一路」的商機。

隨著網絡經濟時代的來臨，網購等電子商務大行其道；品牌經營、管理、推廣模式正發生翻天覆地的大變革。有見及此，品牌局將網絡營銷作為屬下培訓課程和「中小企品牌群策營」活動的重點內容，並夥拍政府工業貿易署和香港貿易發展局舉辦題為「品牌『智』勝：走進互聯網+時代」的大型研討會；更率先在內地的推廣活動中引入社交網絡和新媒體，以冀發揮示範作用，帶動業界在品牌推廣的「範式轉移」中先拔頭籌。

促進香港品牌文化的建立一向是品牌局的重點工作。除了與香港中華廠商聯合會攜手舉辦宣揚青年創意和創業精神的活動之外，品牌局繼續在品牌研究、教育、培訓等方面擔當積極的角色。品牌局出版了名為《香港品牌•新•經典》的書籍，深入淺出地剖析二十多個香港優秀品牌的「贏」商之道，為品牌管理增添了具啟發性的參考文獻；並與大專院校保持緊密的關係，聯袂舉辦文憑課程、學生企業顧問計劃以及市場研究項目等，以發揮學術界和業界的協同作用，提升本地的品牌研究水平和人才儲備。

在過去一年裡，得蒙各界的熱心支持，品牌局的各項會務得以順利推展。我謹代表理事會向會員公司致以衷心的感謝；並多謝名譽贊助人、名譽顧問、名譽主席、榮譽主席的精心指導，全體理事的鼎力協助，秘書處職員的辛勤工作，以及政府有關部門及各界團體的精誠合作。

我衷心希望品牌局能夠繼續得到社會各方的襄助，與香港品牌攜手共進，再創佳績！

Both these two large-scale projects are anchored in a leading city in the Northern part of China, with a wide variety of innovative activities lined up to address the pressing needs of the industries. To assist Hong Kong companies to capture the massive potential unleashed with the Beijing-Tianjin-Hebei Coordinated Development, the deliverables of Tianjin Brandfest were rolling out along with both B2B and B2C dimensions. Apart from conducting research and training programmes in the form of workshop, experience sharing seminar, and focus group discussions targeting respectively at distributors and consumers of Tianjin as well as Hebei Province, the BDC also staged a spectacular product display featuring nearly 120 indigenous labels, together with a thematic exhibition focusing on baby and children brands, which demonstrated to local consumers the strong emotional values as well as the superior, innovative, caring and culturally-rich image of Hong Kong brands.

Meanwhile, the BDC took part in a number of exhibitions held in Mainland cities, e.g. Changchun, Zhengzhou and Guangzhou, to showcase selected licensees of “Hong Kong Top Brand Mark Scheme”, with an eye to promoting this “Hallmark of Quality, Reputation and Confidence” to Mainland consumers. The BDC also embarked on its first overseas voyages and set up promotional booth at exhibitions held in Jakarta, Indonesia and Dubai, UAE, leading Hong Kong brands to explore opportunities on the “One Belt One Road”.

With the advent of “Internet economy” era, the tidal wave of e-commerce notably online shopping has swept across the retail landscape; and the modus operandi of brand engagement, management and promotion is undergoing revolutionary transformations. In view of this, the BDC has incorporated online marketing as a major component into its training courses and the activities of “SME Branding Club”; and it also hosted a large-scale “Branding to Win Seminar: At the Dawn of ‘Internet +’ Era” in collaboration with the Trade and Industry Department of HKSAR Government and the Hong Kong Trade Development Council. In addition, the BDC has taken the lead to apply social media and new media when staging marketing campaigns in the Mainland, so as to set an example for the industries and encourage them to embrace the ongoing “paradigm shift” in brand promotion.

Inculcating a branding culture is always a mission of the BDC. While joining forces with the Chinese Manufacturers' Association of Hong Kong to organise events for advocating innovation and entrepreneurial spirit among the youth, the BDC has been playing an active role in brand research, education and training. The Council published a new book titled “Hong Kong Brands • New • Classic”, which documents the success stories of over 20 outstanding local brands, adding value to the literature on brand management. And it has continued to partner with tertiary institutions in co-organising diploma courses, student management consulting scheme and market research projects, in an attempt to enhance Hong Kong's brand research capability and cultivate local talents, through the synergy between the industries and the academia.

Thanks to many enthusiastic organisations and individuals, the BDC has been able to make steady progress in every key area. Taking this opportunity, I would like to pay tribute to BDC members and thank the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus, and General Committee Members for their able leadership. I also express my sincere gratitude to the devoted secretariat and the supportive Government departments and other organisations.

I am much confident that, under the continuous support of our industries and the community, the BDC would not fail to scale new heights hand in hand with Hong Kong brands.

# 理事會 General Committee

## 組織架構 Organisation Structure



### 主席 Chairman:

黃家和先生, 太平紳士 Mr Simon K W Wong, JP

### 副主席 Vice Chairmen:

吳清煥先生 Mr Ng Ching Wun  
沈運龍博士 Dr Aaron W L Shum  
陳國民博士 Dr Edward K M Chan

### 派任理事 Nominated Members:

鄭偉雄先生 Mr Thomson Cheng  
利德裕博士 Dr Edmund T Y Lee  
葉澤恩先生 Mr Raymond C Y Yip  
老少聰先生 Mr Gordon S C Lo  
黃亮博士 Dr Alwin L Wong  
曹天麗女士 Ms Tina T L Chao

### 選任理事 Elected Members:

盧金榮博士, 太平紳士 Dr Lo Kam Wing, JP  
劉健華博士, 太平紳士 Dr Kevin K W Lau, JP  
楊華勇先生, 太平紳士 Mr Johnny Yu, JP  
李慧芬小姐 Ms Stella W F Lee  
孫榮良先生 Mr Warren Y L Sun  
吳國安先生 Mr Dennis K O Ng  
張呈峰先生 Mr Cheung Ching Fung  
鄧錦添博士 Dr Tang Kam Tim  
王象志先生 Mr Thomas C C Wong  
白富鴻先生, 太平紳士 Mr Frank F H Pak, JP  
陳家偉先生 Mr Calvin K W Chan  
黃偉常先生 Mr Wong Wai Sheung  
黃偉雄先生, MH Mr Addy W H Wong, MH  
吳秋全先生 Mr Charles C C Ng  
黃偉鴻博士 Dr Ellis W H Wong  
謝寶達先生 Mr Tse Po Tat

### 總裁 Chief Executive Officer:

梁世華先生, SBS Mr Paul S W Leung, SBS

### 名譽贊助人 Honorary Patron:

蘇錦樑先生, GBS, 太平紳士 The Hon Gregory K L So, GBS, JP

### 名譽顧問 Honorary Advisors:

容偉雄先生, 太平紳士 Mr Philip W H Yung, JP  
甄美薇女士, 太平紳士 Ms Salina Yan, JP  
廖永亮先生 Mr Jerry W L Liu

### 名譽主席 Honorary Chairman:

李秀恒博士, BBS, 太平紳士 Dr Li S H, Eddy, BBS, JP

### 首屆暨榮譽主席 Chairman Emeritus-cum-Inaugural Chairman:

尹德勝先生, SBS, BBS, 太平紳士 Mr Paul T S Yin, SBS, BBS, JP

### 榮譽主席 Chairman Emeritus:

楊孫西博士, GBM, GBS, SBS, 太平紳士  
Dr Jose Sun Say Yu, GBM, GBS, SBS, JP

洪克協先生 Mr Peter H H Hung  
黃友嘉博士, BBS, 太平紳士 Dr David Y K Wong, BBS, JP  
施榮懷先生, BBS, 太平紳士 Mr Irons Sze, BBS, JP  
陳淑玲女士, 太平紳士 Ms Shirley S L Chan, JP  
倪錦輝博士, 太平紳士 Dr Danny Kam Fai Ngai, JP  
李惠中先生 Mr Charlie W C Lee

### 義務法律顧問 Honorary Legal Advisor:

周紹榮先生 Mr Joseph S W Chow

### 行政人員 Management Staff:

顏紅曉先生 Mr Hilson Yan (總經理 General Manager)  
謝素霞小姐 Ms Eva Tse (高級經理 Senior Manager)  
呂頌恩小姐 Ms Joey Lui (經理 Manager)  
王威麟先生 Mr Wallance Wong (助理經理 Assistant Manager)  
霍穎椿小姐 Ms Rachel Fok (助理經理 Assistant Manager)

### 核數師 Auditor:

吳焯仁執業會計師 Mr Ng Cheuk Yan, Certified Public Accountant

### 公司秘書 Company Secretary:

香港中華廠商聯合會秘書服務有限公司  
CMA Secretarial Services Limited

## 大事紀

## BDC Chronology

<p><b>1999年</b></p> <p>香港中華廠商聯合會(廠商會)自1999年起,每年均舉辦「香港十大名牌選舉」,以表揚香港公司創立的傑出品牌。</p>	<p><b>1999</b></p> <p>Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) organised the "Hong Kong Top Ten Brandnames Awards" (The Award) every year to give recognition to outstanding brands established by Hong Kong companies.</p>
<p><b>2003年</b></p> <p>《香港十大名牌巡禮》(自2005年起更名為《香港名牌巡禮》)首次出版。</p>	<p><b>2003</b></p> <p>The maiden edition of "The Parade of Hong Kong Top Ten Brandnames" (renamed "The Parade of Hong Kong Top Brands" as of 2005) was published.</p>
<p><b>2004年</b></p> <p>「香港十大名牌選舉」更名為「香港名牌選舉」,「香港名牌標識(TOP嘜)計劃」正式推行。</p>	<p><b>2004</b></p> <p>The Award was renamed "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" was first implemented.</p>
<p><b>2005年</b></p> <ol style="list-style-type: none"> <li>1. 由廠商會牽頭的香港品牌發展局於5月完成組建工作,並召開第一次理事會;隨後於8月舉行成立典禮,由工商及科技局常任秘書長俞宗怡主禮。</li> <li>2. 自2005年起,「香港名牌選舉」和「香港名牌標識計劃」成為品牌局和廠商會的合辦項目;主辦機構並舉辦首屆「香港服務名牌選舉」。</li> <li>3. 品牌局創立「中小企品牌群策營」並舉行首次活動。</li> </ol>	<p><b>2005</b></p> <ol style="list-style-type: none"> <li>1. Initiated by the CMA, the BDC was formed and the first General Committee Meeting was convened in May 2005. In August, the BDC Inauguration Ceremony was officiated by the Permanent Secretary for Commerce and Industry Ms Denise Yu.</li> <li>2. From 2005 onwards, the Hong Kong Top Brand Awards has become a joint project of the BDC and the CMA. The Hong Kong Top Service Brand Awards was first launched in 2005.</li> <li>3. The SME Branding Club was established and the first gathering was held in October.</li> </ol>
<p><b>2006年4月</b></p> <p>品牌局引入「香港製造標識(HK嘜)計劃」,並於8月頒發第一批「香港製造標識使用准許證」。</p>	<p><b>2006 April</b></p> <p>The BDC introduced the Made in Hong Kong Mark Scheme, and the first batch of HK Mark Licences were issued In August.</p>
<p><b>2006年8月</b></p> <p>品牌局組織赴北京高層代表團,拜訪國家商務部、國家質量監督檢驗檢疫總局、國家工商行政管理總局、國家商標局等國內品牌推進機構,首次提出將品牌合作納入「CEPA」等建議。</p>	<p><b>2006 August</b></p> <p>The BDC dispatched a high-level delegation to Beijing and visited Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Administration for Industry and Commerce; State Trademark Office and other brand-facilitation organisations. During the visit, the BDC broached the proposal of incorporating brand cooperation into CEPA.</p>
<p><b>2006年9月</b></p> <ol style="list-style-type: none"> <li>1. 品牌局召開第一次會員大會。</li> <li>2. 品牌局擔任國家商務部「品牌萬里行」香港站活動之支持單位。</li> </ol>	<p><b>2006 September</b></p> <ol style="list-style-type: none"> <li>1. The first BDC Annual General Meeting was held.</li> <li>2. The BDC acted as a supporting organisation for the last leg (Hong Kong) of "China Brand World Promotion" campaign organised by the Ministry of Commerce, PRC.</li> </ol>
<p><b>2007年5月</b></p> <p>發表《香港品牌發展策略與行動綱領》,提出將香港發展成為「國際品牌中心」的十項建議。</p>	<p><b>2007 May</b></p> <p>The report on "Hong Kong Brand Development Strategies and Action Agenda" was published, which put forward 10 strategic proposals on developing Hong Kong into an "International Branding Centre".</p>

# 大事紀

## BDC Chronology

### 2007年7月

廠商會及品牌局合辦慶祝香港特區成立十周年午餐會及「香港品牌發展論壇」。

### 2008年10月

品牌局與香港大學專業進修學院合辦「行政人員文憑(品牌策略管理)」課程。

### 2009年1月

於2008年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮上，首次頒發「香港名牌十年成就獎」榮譽獎項。

### 2009年6月

品牌局與《文匯報》聯合出版《品牌故事@香港》；並舉行新書首發儀式及「香港名牌選舉十周年慶祝午宴」，由商務及經濟發展局副局長蘇錦樑擔任主禮嘉賓。

### 2009年6月至2010年2月

於香港國際機場設立「香港名牌巡禮」展示廊，展出歷屆「香港名牌選舉」和「香港服務名牌選舉」得獎名單以及部分得獎品牌的產品。

### 2009年10月

獲工業貿易署「中小企業發展支援基金」資助，品牌局聯同廠商會以及香港理工大學推行為期17個月的「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃。

### 2009年12月

國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。

### 2010年7月

品牌局增設「香港新星品牌選舉暨香港新星服務品牌選舉」，表彰香港公司創立的新興品牌。

### 2010年10月

品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。

### 2011年6月

品牌局組織赴廣東省考察團，拜會多個省政府主管部門，並於廣州舉行交流午宴及座談會。

### 2011年11月至2012年8月

獲「中小企業發展支援基金」資助，品牌局聯同廠商會推行為期10個月的「武漢香港品牌週」項目。

### 2007 July

To celebrate the 10th Anniversary of the Establishment of HKSAR, the CMA and the BDC jointly organised a luncheon and the “Hong Kong Brand Development Forum”.

### 2008 October

As a joint initiative of the BDC and HKU SPACE, the “Executive Diploma in Strategic Brand Management” programme was launched.

### 2009 January

The first “Hong Kong Top Brand Ten Year Achievement Award” made debut at the Presentation Ceremony of 2008 Brand Awards.

### 2009 June

The BDC and “Wen Wei Po” co-organised a Launching Ceremony for a jointly-published book namely “Brand Stories @ Hong Kong”, which was officiated by Mr Gregory So, Under Secretary for Commerce and Economic Development; and the ceremony was followed by the “Luncheon in Celebration of the 10th Anniversary of Hong Kong Top Brand Awards”.

### 2009 June to 2010 February

“The Parade of Hong Kong Top Brands Gallery” was set up in the Hong Kong International Airport to promote winners of the Awards and display products of selected Awardees.

### 2009 October

Under the sponsorship of the SME Development Fund, the BDC joined forces with the CMA and the Hong Kong Polytechnic University in implementing a 17-month research and training project, namely “Branding for Returns: The Path to Strong Brands for SMEs”.

### 2009 December

Mr Pu Changcheng, the Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine visited the BDC.

### 2010 July

“Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” was introduced to give recognition to young and up-and-coming brands established by Hong Kong companies.

### 2010 October

The BDC and HKU SPACE co-organised the first “Best Brand Idea Award”.

### 2011 June

The BDC dispatched a delegation to Guangdong Province to visit related government departments, and also hosted a networking luncheon and a discussion meeting in Guangzhou.

### 2011 November to 2012 August

Under the sponsorship of the SME Development Fund, the BDC, in collaboration with the CMA, organised a 10-month project namely “Wuhan Hong Kong Brand Week”.



# 大事紀 BDC Chronology

## 2012年11月至2013年9月

率先申請「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」(「BUD專項基金」)，以推行「廈門香港品牌節」系列活動。

## 2012 November to 2013 September

The BDC took the lead in applying for “Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)” and the “Xiamen Hong Kong Brand Festival” Project was implemented under the sponsorship of the Fund.

## 2013年11月至2014年9月

獲「BUD專項基金」資助，推行為期11個月的「重慶香港品牌節」項目。

## 2013 November to 2014 September

The BDC organised the “Chongqing Hong Kong Brand Festival”, an 11-month project sponsored by the BUD Fund.

## 2014年11月至2015年2月

獲「BUD專項基金」資助，推行為期12個月的「哈爾濱香港品牌節」系列活動，包括品牌展示、商務考察、企業配對以及消費者問卷調查等。

## 2014 November to 2015 February

Under the sponsorship of the BUD Fund, the BDC organised the “Harbin Hong Kong Brand Festival” and a series of activities including brand showcases, study tour, business matching and consumer survey were rolled out in Harbin.

## 2014年7月至2015年8月

為慶祝成立十周年，品牌局圍繞「十年豐盛，一路領先」的主題舉辦一連串慶祝和宣傳活動。

## 2014 July to 2015 August

To celebrate its 10th anniversary, the BDC lined up a host of events and programmes under the banner of “Leading the Way, Branding for Excellence”.

## 2015年6月

品牌局獲「BUD專項基金」資助，舉辦「天津香港品牌節」系列活動；於2015年6月19至23日期間在天津梅江會展中心設立「『喜•愛香港』品牌站」展示區及「『親•愛小孩』香港品牌樂園」主題展區，展示近120個香港品牌。

## 2015 June

Under the sponsorship of BUD Fund, the BDC organised the “Tianjin Hong Kong Brand Festival” Serial Activities. A showcase area namely “‘Lovely • Loving Hong Kong’ Brand Frontline” together with a thematic zone namely “‘Deary • Loving Children’ Hong Kong Brand Garden” were set up at Tianjin Meijiang Convention and Exhibition Center from 19 to 23 June 2015 to display nearly 120 Hong Kong brands.

## 2015年8月

與《香港經濟日報》聯合出版《香港品牌•新•經典》書籍；並舉行新書首發儀式，由署理商務及經濟發展局局長梁敬國擔任主禮嘉賓。

## 2015 August

The BDC and “Hong Kong Economic Times” co-organised a launching ceremony to mark the publication of a new book titled “Hong Kong Brands: New • Classic”, which was officiated by Acting Secretary for Commerce and Economic Development Mr Godfrey Leung.

## 2015年9月

品牌局發表「京津冀消費者購買行為及市場環境研究報告」。

## 2015 September

The BDC released findings of the Study on the Market Environment and Consumers Purchasing Behaviour of Beijing-Tianjin-Hebei Region.

## 2015年9月至11月

參與香港貿易發展局舉辦的「香港時尚購物展•長春」、「香港時尚購物展•鄭州」、印尼雅加達的「時尚潮流•魅力香港」及迪拜的「時尚生活匯展」，組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。

## 2015 September to November

Products of winners of Hong Kong Top Brand Awards and Hong Kong Emerging Brand Awards were showcased at a number of trade fairs organised by the Hong Kong Trade Development Council, including “Style Hong Kong Show in Changchun”, “Style Hong Kong Show in Zhengzhou”, “In Style • Hong Kong Expo” in Jakarta, and “Hong Kong Lifestyle Expo” in Dubai.

## 2016年2月

2015年頒獎典禮由財政司司長曾俊華擔任主禮嘉賓；隨後舉行盛大的慶祝晚宴，700多位嘉賓歡聚一堂。

## 2016 February

The 2015 Awards Presentation Ceremony was officiated by Financial Secretary Hon John Tsang, followed by a Gala Dinner with over 700 distinguished guests.

## 品牌研究 Brand Research

### 津冀消費者購買行為及市場環境研究

香港品牌發展局獲香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」資助，與香港中華廠商聯合會聯合推行名為「天津香港品牌節」的系列活動，協助香港品牌開拓華北市場。

作為項目的重點活動，主辦機構委託香港理工大學品牌戰略及創新中心於2014年年中進行了一系列市場研究活動。研究團隊在天津市和河北省的保定市舉辦多場消費者焦點小組討論和渠道商小組座談，輔以問卷調查，就津、冀兩地消費者行為及對香港品牌的感知、期望和接受程度進行全面分析，以管窺當地居民的購買模式和消費行為特徵與偏好；並瞭解當地渠道商在市場開拓、品牌推廣方面的做法和經驗，為香港企業進入華北市場收集第一手資訊。

研究的主要結論包括：

1. 參與消費者焦點小組的受訪者中，近七成的教育程度達大專以上，逾六成的月收入超過4,000元人民幣。70、80後已成為當地最主要的消費群體；作為家庭的主要收入來源，他們的消費態度務實，但對產品品質有較高要求。初入職場的90後多無家庭負擔，樂意消費和追求新鮮體驗，單次消費金額低，但消費頻率高且較具隨意性；而老年人的首要需求為身體健康，較喜愛養生保健類產品。整體而言，津冀居民有著濃厚的家庭觀，故主打家庭生活的品牌料會較受垂青。
2. 目前香港品牌在津冀地區的知名度不高，無論是消費者或是渠道商對香港品牌的熟悉程度均較低，且均局限於黃金珠寶、服飾等少數行業。
3. 但津冀的居民普遍認為，香港品牌代表質量好、形象正面、性價比高和信心保證；香港品牌亦較國內品牌優勝和更顯高檔。一些當地渠道商指出，香港品牌價位較高，津冀居民購物時會優先選擇物有所值的產品；如果香港品牌的商品或服務在價格上能作少許讓步或提供更多附加價值，將會更具吸引力。

### Study on the Consumers' Behaviour and Market Environment in Tianjin and Hebei

Under the sponsorship of the Organisation Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales, the Hong Kong Brand Development Council, in collaboration with the Chinese Manufacturers' Association of Hong Kong, implemented "Tianjin Hong Kong Brand Festival" Serial Activities, aiming to assist Hong Kong brands to explore the North China market.

As one of the major deliverables of the Project, the BDC commissioned the Brand Strategy and Innovation Centre of Hong Kong Polytechnic University to carry out a series of market researches (the Study) during mid-2014. The Research Team held several consumer focus groups and distributor panel discussions in both Tianjin and the Baoding City of Hebei Province, supplemented by questionnaire surveys. The Study conducted a comprehensive analysis of the consumers' behaviour and their perception, expectation and acceptability towards Hong Kong brands, in an attempt to gain insights into local residents' buying patterns, spending characteristics and preferences. And it also looked into the practices and experiences in market development and brand promotion from the perspective of channel operators, helping to gather first-hand and in-depth market intelligence that sheds light on the effective strategies for Hong Kong brands to tap into the regional market.

The main findings of the Study are as follows:

1. Among the participants of the consumer focus groups, about 70% have attained a college or higher degree, and over 60% have a monthly income of more than RMB 4,000. The post-70s and post-80s generations have become the most important consumer groups; and as the main source of household income, they tend to hold a pragmatic attitude but have higher requirements for product quality. Being freshmen in the workplace and free from family burdens financially, the post-90s are more willing to consume and to try new things; and they often spend a small amount of money each time but pretty frequently and spontaneously. As for the elderly, they prefer health-care products due to the paramount concerns over health. Overall speaking, residents in Tianjin and Hebei tend to attach much importance to family values, and therefore brands with a focus on family lives could be relatively well-received.
2. Hong Kong brands generally do not enjoy high awareness in Tianjin and Hebei. Both local consumers and distributors are not quite familiar with Hong Kong brands, and their knowledge about Hong Kong brands are mainly confined to limited industries like gold & jewellery and apparels.

4. 電視廣告和互聯網是天津與河北消費者獲得品牌信息的常用渠道，其次為口碑、商場廣告、紙媒等；除了慣常使用的大眾媒介推廣方式之外，在商場即場演示產品對品牌推廣亦較為有效。互聯網是中青年消費者接收品牌信息的最直接渠道，而手機移動端更是至關重要的品牌接觸點。
5. 至於消費者的購買渠道，網絡、移動客戶端以及實體店目前呈現三足鼎立態勢，但未來利用手機購物的群體將會增加。在與渠道商的合作中，當地商會的中介作用值得重視；他們可為香港品牌進入津冀地區帶來機遇和便利。
6. 研究團隊建議，天津與河北省的消費者在生活形態、價值觀、消費習慣方面有較大差異，香港企業應注重細分市場，針對不同消費群體投放相應的產品；並可利用交通網絡和媒體兩種信息流通渠道，將品牌在不同城市的推廣活動緊密連接，以便在營運上取得更大的規模效應。

傳統媒體在津冀地區仍然受到群眾尤其是老年人的喜愛，但越來越多的消費者會利用網絡社交媒體搜尋品牌信息；香港企業宜結合當地消費者的收視和閱讀習慣來構建立體式的宣傳渠道，同時應監控品牌在網絡上的口碑。鑒於信譽和質量是津冀消費者高度重視的因素，香港品牌須突出自身在這些方面的強項，並綜合利用產品、服務及市場溝通等營銷要素來傳遞和宣傳香港品牌的優勢。



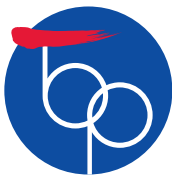
3. However, residents in Tianjin and Hebei tend to hold Hong Kong brands in high regard, associating them with favourable attributes such as good quality, positive image, high cost-effectiveness and credibility. Besides, Hong Kong brands are deemed superior and high-end in comparison to domestic brands. Yet, as some distributors pointed out, Hong Kong brands would be more attractive to the provident local consumers if their product prices could be lowered down to some degree with more added values provided.
4. Consumers in Tianjin and Hebei learn Hong Kong brands mainly via TV advertisements and Internet, followed by word of mouth, advertisement in shopping malls and paper media. In addition to mass media commonly used, on-site product demonstration in shopping malls is also an effective avenue for brand promotion. Internet is the most direct channel for young and middle-aged consumers to receive brand information, and mobile device has become an essential brand touch point.
5. As for consumers' buying channels, Internet, mobiles and physical stores are equally prevalent, while the population of mobile shoppers is expected to grow in the future. When seeking cooperation with distributors, the intermediary role of local business associations is pivotal, to the extent that they could increase both the chances and convenience for Hong Kong brands to expand into the regional market.
6. According to the Research Team, due to the significant differences in lifestyles, value sets and consumption habits between consumers in Tianjin and Hebei, Hong Kong enterprises should pay heed to market segmentation, introducing specific products for different consumer groups. And the promotional activities in different cities might be closely connected via the two major channels of information acquisition, namely transport network and media, so as to achieve better economy of scale for business operation.

Besides, traditional media remains popular in Tianjin and Hebei, especially among the elderly, while more and more consumers become used to searching brand information through social media. In view of these, Hong Kong enterprises are suggested to establish multi-dimensional marketing channels and keep an eye on the online comments about their brands. Since credibility and quality are highly valued by consumers in Tianjin and Hebei, Hong Kong brands need to emphasise their own strengths in such areas, so as to highlight and promote the advantages of Hong Kong brands by leveraging on the marketing mix that includes products, services and communications.

## 品牌選舉 Brand Awards

### 2015 年香港名牌選舉

「香港名牌選舉」旨在表彰香港企業創立的傑出品牌，激勵廠商精益求精，並提升香港產品的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。這項選舉首創於1999年，至2015年已踏入第十七屆。



2015年「香港名牌選舉」初賽及決賽分別於2015年11月18日及2016年1月4日舉行。主辦機構並於2015年12月12日至2016年1月2日期間在第50屆「工展會」會場舉行公眾投票。

在入圍決賽的23個品牌中，有12個傑出的產品品牌脫穎而出，獲得「選舉」的各類獎項；其中，榮膺「香港名牌」的10個品牌包括「得利龍」、「雙喜牌」、「高崎」、「保多康」、「啟泰」、「保濟丸」、「知音蟲草」、「榮源號」、「活色生香」及「壹品」。另外，兩家往屆「香港名牌」的獲獎者「鴻福堂」及「SINOMAX」再度參賽，成績彪炳，獲主辦機構頒授更高殊榮的獎項—「香港卓越名牌」。

自2008年起，主辦機構增設了「香港名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆「香港名牌十年成就獎」得主包括「Dr. Kong」和「威馬」。

2015年「選舉」的決賽評審團由香港特區政府時任工業貿易署署長麥靖宇擔任主席，其他評審委員來自本港主要的工商機構，包括香港中華廠商聯合會會長李秀恒、香港生產力促進局時任主席劉展灝、香港工業總會主席鄭文聰、香港品牌發展局副主席吳清煥、香港貿易發展局副總裁葉澤恩、香港設計師協會主席盧永強。

### 2015 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognise outstanding brands established by Hong Kong manufacturers through a well-designed competition, with the objective of promoting Hong Kong products and enhancing the profile of Hong Kong industry. The Award embarked on the 17th running in 2015.

The Preliminary Judging of the 2015 Awards was held on 18 November 2015, with 23 local brands shortlisted for Final Judging. The Organisers also staged public polling at the venue of the 50th Hong Kong Brands and Products Expo (HKBPE) from 12 December 2015 to 2 January 2016.

At the Final Judging held on 4 January 2016, 12 brands were selected as winners. Awardees of “2015 Hong Kong Top Brand” included “Delicron”, “Double Happiness”, “Goki”, “HealthBank”, “Kai Tai”, “Po Chai Pills”, “Vita Yin Yang”, “Wing Yuen”, “Wonderlife” and “Yi Bun”. Two past winners namely “Hung Fook Tong” and “SINOMAX” also participated in this year’s competition, and they were conferred the “Hong Kong Premier Brand”, an upper echelon to commend past winners that have exhibited sustainable success in brand-building.

Since 2008, the Organiser introduced an honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”, and “Dr. Kong” and “Goodway” were selected as this year’s awardees. The Achievement Award is an honorary award aiming to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance for years. Winner of the Achievement Award should be a winner of “Hong Kong Premier Brand” and it should have been conferred “Hong Kong Top Brand” for at least ten years.

Chaired by the then Director-General of Trade and Industry Mr Kenneth Mak, the Final Judging Panel of 2015 Hong Kong Top Brand Awards comprised Dr Eddy Li, President of the CMA; Dr Stanley Lau, the then Chairman of the Hong Kong Productivity Council; Prof Daniel Cheng, Chairman of the Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council and Mr David Lo Wing-keung, Chairman of Hong Kong Designers Association.

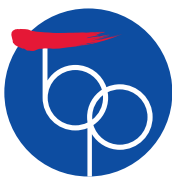


2015年「香港名牌選舉」決賽評審團成員與品牌局總裁合照。左起：盧永強、鄭文聰、李秀恒、麥靖宇（時任工業貿易署署長）、劉展灝、吳清煥、梁國浩（葉澤恩代表）及品牌局總裁梁世華。

Members of Final Judging Panel of 2015 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Mr David Lo, Prof Daniel Cheng, Dr Eddy Li, Mr Kenneth Mak (the then Director-General of Trade and Industry), Dr Stanley Lau, Mr Ng Ching Wun, Mr Stephen Liang (representative of Mr Raymond Yip), and Chief Executive Officer of the BDC Mr Paul Leung.

## 2015年香港服務名牌選舉

品牌局與廠商會於2005年創立「香港服務名牌選舉」，透過表彰香港服務商創立的優秀品牌，提升香港服務的知名度，並在服務業領域樹立品牌發展的借鑒典範和參照基準。



2015年「香港服務名牌選舉」已是第十一次舉辦，吸引了來自金融、零售、餐飲、公用事業、資訊科技、教育、文化等行業的代表性品牌報名參賽。初賽及決賽分別於2015年11月18日及2016年1月5日舉行；並於2015年12月12日至2016年1月2日期間在第50屆「工展會」會場舉行公眾投票。

在入圍的20個品牌中，共有14個出類拔萃的服務品牌摘取了第十一屆「香港服務名牌選舉」的各項桂冠。獲頒「香港服務名牌」者包括：「亞洲國際博覽館」、「遵理」、「耀才證券」、「中華電力」、「荻遜瑜伽」、「香港討論區」、「夏國璋龍獅團」、「牛涮鍋」、「歐惠芳婚禮顧問」及「惠康環境服務集團」。另外，四家往屆「香港服務名牌」的獲獎者「會所1號」、「文化村」、「DR-Max」及「新時代卡拉OK」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

自2014年起，主辦機構增設了「香港服務名牌十年成就獎」榮譽獎項，以表彰在品牌創建方面作出持續努力並取得傑出成就的往屆得獎者；獲此獎項的品牌必須是「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於10年。今屆獲頒「香港服務名牌十年成就獎」的品牌包括「卓悅」、「六福珠寶」和「實惠家居」。

2015年「選舉」的決賽評審團由香港特區政府商務及經濟發展局副局長梁敬國擔任主席，其他評判包括香港品牌發展局主席黃家和、香港理工大學校長唐偉章、香港旅遊發展局主席林建岳、香港零售管理協會副主席倪文玲、以及香港總商會總裁袁莎妮。

## 2015 Hong Kong Top Service Brand Awards

Launched in 2005, the Hong Kong Top Service Brand Awards gives recognition to outstanding brands established by service providers, aiming to set up role models and best-practice benchmark in branding for local service industries.

The 2015 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as finance, retail, food catering, utility, information technology, education and cultural industry.

The Preliminary Judging was held on 18 November 2015, while the Final Judging was conducted on 5 January 2016. The Organisers also staged public polling at the venue of the 50th HKBPE from 12 December 2015 to 2 January 2016. After fierce competition, 14 brands stood out from the 20 shortlisted entries.

Awardees of “2015 Hong Kong Top Service Brand” included “AsiaWorld-Expo”, “Beacon Group”, “Bright Smart Securities”, “CLP Power”, “Dickson Yoga”, “Discuss”, “Ha Kwok Cheung Dragon & Lion Dance Team”, “Mou Mou Club”, “Sharon Au Wedding Consultants” and “Waihong Environmental Service Group”. Besides, “ClubONE”, “Culture Homes”, “DR-Max” and “Neway Karaoke Box” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Hong Kong Top Service Brand Ten Year Achievement Award was first introduced in 2014, as recognition for service brands that have made persistent commitment to branding and sustained outstanding performance for years. The winner of this Honorary Award should be a winner of “Hong Kong Premier Service Brand” and it should have been conferred “Hong Kong Top Service Brand” for at least ten years. “Bonjour”, “Lukfook Jewellery” and “Pricerite” were selected as this year’s awardees of “Hong Kong Top Service Brand Ten Year Achievement Award”.

Under Secretary for Commerce and Economic Development Mr Godfrey Leung headed the Final Judging Panel of the 2015 Hong Kong Top Service Brand Awards, which consisted of Mr Simon Wong, Chairman of the BDC; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Dr Peter Lam, Chairman of Hong Kong Tourism Board; Ms Malina Ngai, Vice Chairman of Hong Kong Retail Management Association; and Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce.



2015年「香港服務名牌選舉」決賽評審團成員與品牌局總裁合照(左起)：曹天麗(林建岳代表)、倪文玲、黃家和、梁敬國(商務及經濟發展局副局長)、盧麗華(唐偉章代表)、石平傑(袁莎妮代表)及品牌局總裁梁世華。

Final Judging Panel of 2015 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC (from left): Ms Tina Chao (representative of Dr Peter Lam), Ms Malina Ngai, Mr Simon Wong, Mr Godfrey Leung (Under Secretary for Commerce and Economic Development), Dr Miranda Lou (representative of Prof Timothy Tong), Mr Thinex Shek (representative of Miss Shirley Yuen), and Chief Executive Officer of the BDC Mr Paul Leung.

## 2015年香港新星品牌選舉暨香港新星服務品牌選舉

為推動香港企業樹立品牌文化，品牌局與廠商會自2010年起舉辦「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰香港公司創立、不超過八年的新興品牌，激勵中小企透過創立品牌提升增值能力和競爭能力，並喚起社會對「品牌創業者」的重視。



第六屆「香港新星品牌選舉」和「香港新星服務品牌選舉」初賽及決賽分別於2015年11月18日及12月16日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的主席為香港特區政府商務及經濟發展局常任秘書長(工商及旅遊)容偉雄，評審委員包括香港品牌發展局副主席陳國民、香港城市大學副校長(發展及對外關係)李國安、香港品質保證局副主席何志誠、香港中小企業總商會副會長梁牧群、以及香港設計中心行政總裁利德裕。

經過激烈的競爭，在入圍的20個品牌中，有6個產品品牌及6個服務品牌脫穎而出，成為第六屆的「摘星新一代」。「香港新星品牌」得獎者包括：「Aoni」、「家寶素」、「馬里馬利」、「POSTalk」、「Samily」及「ten Design Stationery」；而獲得「香港新星服務品牌」的品牌為：「英識教育」、「甜入心」、「Dogaroo」、「崔藹璇芭蕾舞學校」、「滿屋世界」及「映物誌」。



2015年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員合照(左起)：梁牧群、李國安、張趙凱渝(商務及經濟發展局常任秘書長容偉雄代表)、陳國民、何志誠及利德裕。

Final Judging Panel of 2015 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards (from left): Mr Simon Leung, Prof Matthew Lee, Mrs Alice Cheung (representative of Permanent Secretary Mr Philip Yung), Dr Edward Chan, Ir C S Ho and Dr Edmund Lee.

## 品牌選舉宣傳片

品牌局於2015年推出全新的電視廣告宣傳片，透過「品牌論英雄」的主題情節，巧妙地帶出「名望」、「優質」、「創意」、「社會責任」、「良好形象」等「香港名牌」的核心特質和成功要素；並以略有神秘感的電影拍攝手法，營造震撼性的效果，凸顯「香港名牌選舉」的權威性和卓越地位。

廣告宣傳片於2015年8月份在「now TV」以及於港鐵車廂之「有線新聞快遞」播放。

## Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To foster a brand culture among the industries, the BDC and the CMA have organised Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards since 2010. The Awards aim to give recognition to up-and-coming young brands aged not more than 8 years, with the objective of giving a boost to “brand entrepreneurs” and encouraging Hong Kong industries especially the SMEs to embrace an enterprising spirit and enhance the value-added attributes and competitiveness through branding.

Embarking on its 6th running, the 2015 Emerging Awards held the Preliminary Judging on 18 November 2015; and the Final Judging was conducted on 16 December 2015, under the chairmanship of Mr Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel comprised Dr Edward Chan, Vice Chairman of the BDC; Prof Matthew Lee, Vice-President (Development and External Relations) of City University of Hong Kong; Ir C S Ho, Deputy Chairman of the Hong Kong Quality Assurance Agency; Mr Simon Leung, Vice President of the Hong Kong General Chamber of Small and Medium Business, and Dr Edmund Lee, Executive Director of Hong Kong Design Centre.

Among the 20 entries shortlisted for the Final Judging, 6 product labels and 6 service brands stood out as the new batch of “emerging stars” after fierce competition. Awardees of “2015 Hong Kong Emerging Brand” included “Aoni”, “Carbroso”, “malimarihome”, “POSTalk”, “Samily” and “ten Design Stationery”; while winners of “Hong Kong Emerging Service Brand” were “Britannia StudyLink”, “Dessert Issimo”, “Dogaroo”, “Doris Chui School of Ballet”, “Fullhouse” and “PhotoGIFT.hk”.

## TV Commercial for Brand Awards

The BDC launched a new TV commercial in 2015. Based on the storyline of “a call for branding heroes”, the TVC naturally and innovatively brings out the salient characteristics and key success factors of Hong Kong Top Brand, i.e. “Reputation”, “Quality”, “Creativity”, “Social Responsibility” and “Image”. It also employs movie shooting techniques with a mysterious touch to create sensual impacts, so as to highlight the authoritative and superiority of the Hong Kong Top Brand Awards.

The TV commercial was broadcasted on “now TV” and MTR’s “Newsline Express” in August 2015.



品牌局於2015年7月舉行的新聞發佈會宣佈2015年各項品牌選舉正式啟動。

The BDC held a press conference in July 2015 to announce the kick-off of 2015 Awards.

二零一五年香港名牌選舉得獎名單 List of 2015 Hong Kong Top Brand Awards Winners		
	品牌 Brand	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	Dr. Kong Dr. Kong	Dr. Kong 健康鞋專門店 Dr. Kong Footcare Ltd
 威馬電器	威馬 Goodway	威馬企業有限公司 Goodway Electrical Enterprise Ltd
香港卓越名牌 Hong Kong Premier Brand		
	鴻福堂 Hung Fook Tong	鴻福堂集團有限公司 Hung Fook Tong Holdings Ltd
	SINOMAX SINOMAX	聖諾盟健康家居用品有限公司 SINOMAX Health and Household Products Ltd
香港名牌 Hong Kong Top Brand		
	得利龍 Delicron	得利龍百貨有限公司 Delicron (H.K.) Ltd
	雙喜牌 Double Happiness	泉昌有限公司 Chuan Chiong Co Ltd
	高崎 Goki	高崎國際控股有限公司 Goki International Holding Co Ltd
	保多康 HealthBank	並豐生物科技有限公司 Twin Wealth Biotech Ltd
	啟泰 Kai Tai	啟泰藥業(集團)有限公司 Kai Tai Chinese Medicine (Holdings) Co Ltd
	保濟丸 Po Chai Pills	李眾勝堂(集團)有限公司 Li Chung Shing Tong (Holdings) Ltd
	知音蟲草 Vita Yin Yang	維特健靈健康產品有限公司 Vita Green Health Products Co Ltd
	榮源號 Wing Yuen	香港榮源茶行有限公司 Wing Yuen Tea (HK) Co Ltd
	活色生香 Wonder Life	活色生香國際有限公司 Wonderlife Universal Ltd
	壹品 Yi Bun	新佛香食品有限公司 Sun Fat Heung Food Products Ltd

## 二零一五年香港服務名牌選舉得獎名單 List of 2015 Hong Kong Top Service Brand Awards Winners

	品牌 Brand	公司 Company
香港服務名牌十年成就獎 Hong Kong Top Service Brand Ten Year Achievement Award		
	卓悅 Bonjour	卓悅控股有限公司 Bonjour Holdings Ltd
	六福珠寶 Lukfook Jewellery	六福集團(國際)有限公司 Luk Fook Holdings (International) Ltd
	實惠家居 Pricerite	實惠家居有限公司 Pricerite Stores Ltd
香港卓越服務名牌 Hong Kong Premier Service Brand		
	會所1號 ClubONE	時代生活集團有限公司 The Lifestyle Group Ltd
	文化村 Culture Homes	文化村(長者用品展銷中心)有限公司 Culture Homes (Outlet Stores Wholesale Centre) Ltd
	DR-Max DR-Max	DR-Max Ltd DR-Max Ltd
	新時代卡拉OK Neway Karaoke Box	新時代卡拉OK有限公司 Neway Karaoke Box Ltd
香港服務名牌 Hong Kong Top Service Brand		
	亞洲國際博覽館 AsiaWorld-Expo	亞洲國際博覽館管理有限公司 AsiaWorld-Expo Management Ltd
	遵理 Beacon Group	遵理學校有限公司 Beacon College Ltd
	耀才證券 Bright Smart Securities	耀才證券金融集團有限公司 Bright Smart Securities & Commodities Group Ltd
	中華電力 CLP Power	中華電力有限公司 CLP Power Hong Kong Ltd
	荻遜瑜伽 Dickson Yoga	荻遜瑜伽有限公司 Dickson Yoga Co Ltd
	香港討論區 Discuss	網滙科技有限公司 Networld Technology Ltd
	夏國璋龍獅團 Ha Kwok Cheung Dragon & Lion Dance Team	夏德建國術會有限公司 Ha Tak Kin Martial Art Society Ltd
	牛涮鍋 Mou Mou Club	株式會社有限公司 Kabushikigaisha Ltd
	歐惠芳婚禮顧問 Sharon Au Wedding Consultants	歐惠芳公關廣告有限公司 Sharon Au & Associates Ltd
	惠康環境服務集團 Waihong Environmental Service Group	惠康環境服務有限公司 Waihong Environmental Services Ltd



## 二零一五年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單

### List of 2015 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards Winners

	品牌 <i>Brand</i>	公司 <i>Company</i>
香港新星品牌 Hong Kong Emerging Brand		
	Aoni Aoni	大明企業國際有限公司 Daming Enterprise International Ltd
	家寶素 Carbroso	迅榮貿易有限公司 Fast Fame Trading Ltd
	馬里馬利 malimarihome	富而豐貿易有限公司 Florich Trading Co Ltd
	POSTalk POSTalk	德翰產品開發有限公司 Takon Product Development Ltd
	Samily Samily	合豐投資控股有限公司 Hopeful Investment Holdings Ltd
	ten Design Stationery ten Design Stationery	華福集團有限公司 Wah Fook Holdings Ltd
香港新星服務品牌 Hong Kong Emerging Service Brand		
	英識教育 Britannia StudyLink	英識教育(亞洲)有限公司 Britannia Study Link (Asia) Ltd
	甜入心 Dessert Issimo	金枕頭泰國餐廳 Golden Durian Thai Restaurant
	Dogaroo Dogaroo	奧美(集團)有限公司 Dogaroo Group Ltd
	崔藹璇芭蕾舞學校 Doris Chui School of Ballet	藝術天地樂淘教育有限公司 Ballet Art Joywaves Learning Centre Ltd
	滿屋世界 Fullhouse	浪漫滿屋特色餐飲有限公司 Fullhouse Theme Café Ltd
	映物誌 PhotoGIFT.hk	映物誌(香港)有限公司 PhotoGIFT (HK) Ltd



主禮嘉賓財政司司長曾俊華(前排左五)、廠商會會長李秀恒(前排右五)、品牌局主席黃家和(前排左四)、評審團成員及得獎公司代表於2016年2月2日之頒獎典禮上合照。  
Guest of Honour Financial Secretary Hon John Tsang (5th from left, first row), CMA President Dr Eddy Li (5th from right, first row), BDC Chairman Mr Simon Wong (4th from left, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 2 February 2016.

## 2015年選舉頒獎典禮暨慶祝晚宴

2015年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」的頒獎典禮暨慶祝晚宴於2016年2月2日假香港會議展覽中心會議廳舉行。活動由財政司司長曾俊華、廠商會會長李秀恒、品牌局主席黃家和主禮，並由曾司長、商務及經濟發展局常任秘書長(工商及旅遊)容偉雄、商務及經濟發展局副局長梁敬國及時任工業貿易署署長麥靖宇頒獎予得獎品牌。

晚宴筵開61席，逾700位嘉賓歡聚一堂，場面熱鬧；豐富的特備節目精彩紛呈，包括祝酒儀式、「十年成就獎」品牌聯播、花式跳繩表演及樂隊音樂表演等，氣氛熱烈，高潮迭起。主辦機構亦於頒獎典禮之前舉辦酒會，以及在會場設置大型資料板，以宣揚和慶賀得獎品牌的驕人成就。

## 2015 Awards Presentation Ceremony-cum-Gala Dinner

The Presentation Ceremony-cum-Gala Dinner of the 2015 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Convention Hall of Hong Kong Convention and Exhibition Centre on 2 February 2016.

Financial Secretary Hon John Tsang, CMA President Dr Eddy Li and BDC Chairman Mr Simon Wong officiated at the Ceremony. Hon John Tsang, together with Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung, Under Secretary for Commerce and Economic Development Mr Godfrey Leung, and the then Director-General of Trade and Industry Mr Kenneth Mak presented awards to the winners.

The Gala Dinner turned out to be an unprecedented “sumptuous feast” with the presence of over 700 distinguished guests; and the line-up of a host of spectacular programmes, including toasting ceremony, “Ten Year Achievement Awards” brand video show, rope skipping and live band performance, brought the event to a climax. The Organisers also hosted a cocktail reception prior to the Ceremony and set up large-scale display boards at the venue to showcase and celebrate the remarkable achievements of the Awardees.



廠商會會長李秀恒(右)致送感謝狀予二零一五年選舉頒獎典禮暨慶祝晚宴主禮嘉賓財政司司長曾俊華。  
CMA President Dr Eddy Li (right) presented Certificate of Appreciation to Guest of Honour of the 2015 Awards Presentation Ceremony-cum-Gala Dinner, Financial Secretary Hon John Tsang.



品牌局主席黃家和致歡迎辭。  
BDC Chairman Mr Simon Wong delivered welcome remarks.



主禮嘉賓財政司司長曾俊華於頒獎典禮上致辭。  
Guest of Honour Financial Secretary Hon John Tsang delivered a speech at the Awards Presentation Ceremony.



廠商會會長李秀恒致送感謝狀予商務及經濟發展局(工商及旅遊)常任秘書長容偉雄(右)。  
CMA President Dr Eddy Li presented Certificate of Appreciation to Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung (right).



廠商會會長李秀恒致送感謝狀予商務及經濟發展局副局長梁敬國(左)。  
CMA President Dr Eddy Li presented Certificate of Appreciation to Under Secretary for Commerce and Economic Development Mr Godfrey Leung (left).



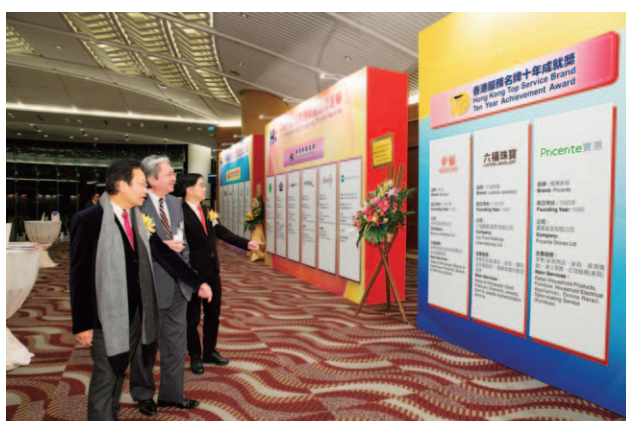
廠商會會長李秀恒致送感謝狀予時任工業貿易署署長麥靖宇(右)。  
CMA President Dr Eddy Li presented Certificate of Appreciation to the then Director-General of Trade and Industry Mr Kenneth Mak (right).



品牌局主席黃家和致送感謝狀予選舉「活動贊助」之代表畢馬威會計師事務所合夥人(稅務)及房地產主管合夥人(香港)伍耀輝(左)。  
BDC Chairman Mr Simon Wong presented Certificate of Appreciation to the representative of Event Sponsor Mr Curtis Ng, Partner (Tax) and Head of Real Estate (Hong Kong) of KPMG (left).

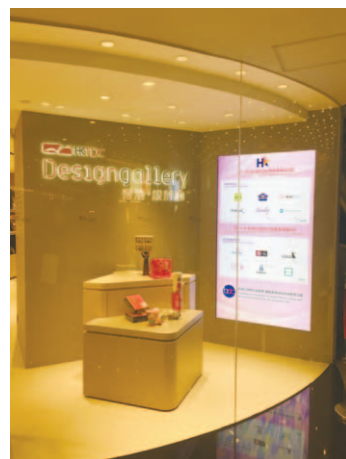


品牌局副主席吳清煥致送感謝狀予選舉「獎座贊助」之代表六福集團副主席兼副總經理謝滿全(右)。  
BDC Vice Chairman Mr Ng Ching Wun presented Certificate of Appreciation to the representative of Trophy Sponsor Mr Vincent Tse, Deputy Chairman and Deputy General Manager of Lukfook Group (right).



主辦機構於頒獎典禮會場設置大型展版。  
Exhibition Panels were displayed at the venue of the Awards Presentation Ceremony.

# 回顧 Review



二零一五年「品牌選舉」之得獎名單以及得獎公司產品於香港會議展覽中心地下之香港貿易發展局「設計廊」展出。

List of winners of 2015 Awards together with products of the winning companies were showcased at the Design Gallery of the Hong Kong Trade Development Council at the Hong Kong Convention and Exhibition Centre.



慶祝晚宴之前設有酒會，嘉賓雲集，氣氛熱烈。

Guests gathered at the cocktail reception before the Gala Dinner.



一眾嘉賓於簽名版前駐足留影。  
Honourable guests arrived at the signing board.



慶祝晚宴筵開六十一席，出席嘉賓逾700人。  
More than 700 guests attended the Awards Presentation Ceremony-cum-Gala Dinner.



主辦機構代表合照。  
Representatives of Organisers posed for a group picture.

# 回顧 Review



政商名流和社會賢達歡聚一堂，同申慶賀，包括商務經濟發展局(工商及旅遊)常任秘書長容偉雄、副局長梁啟國、時任工業貿易署署長麥靖宇、多位立法會議員和多國駐港領事館的代表等。  
Government officials, celebrities and distinguished guests, including Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung, Under Secretary Mr Godfrey Leung, the then Director-General of Trade and Industry Mr Kenneth Mak, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".



廠商會會長李秀恒與品牌局主席黃家和帶領一眾嘉賓及主辦機構代表舉杯祝酒。  
Cheers! Led by CMA President Dr Eddy Li and BDC Chairman Mr Simon Wong, honourable guests and representatives of Organisers drank a toast.



豐富的表演節目精彩紛呈，令現場氣氛高潮迭起。  
Joyful stage performances brought the Gala Dinner to a climax.

## 2015 最佳品牌策劃獎

自2010年起，品牌局與香港大學專業進修學院合辦「最佳品牌策劃獎」，對修讀由兩個機構合辦之「行政人員文憑（品牌策略管理）」課程的學員所創作的品牌計劃書進行評審，從中遴選出優秀的品牌策略和執行方案。這項選舉旨在檢驗教學的成效，促進理論與實踐相結合，推動品牌研究以及本地品牌知識儲備的提升，同時亦增強公眾對品牌發展的重視。

根據選舉的安排，學員以小組形式參加比賽。評審團則參照兩方面的指標進行評選，即學員的表達能力和計劃書內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具策略性、現實性及可操作性」、「是否有創新意念」、「是否具備商業價值」等角度進行評估。

2015年「最佳品牌策劃獎」分別於2015年1月17日及7月18日舉行第一階段及第二階段評審；兩個階段的評審共選出4組得獎者。其中，第二階段評審由品牌局理事王象志、香港大學專業進修學院金融商業學院副總監陳潔貞以及文憑課程講師鄭佩芳出任評審委員。

「2015最佳品牌策劃獎」的頒獎典禮於2015年10月8日舉行，由品牌局副主席吳清煥擔任主禮嘉賓及致辭，並頒發獎項予得獎者；隨後舉辦「品牌專題講座：數碼中國之品牌成功大法」，邀得品牌傳訊專家李倩玲講解善用電子媒體在內地市場進行品牌推廣。有關活動共吸引60多人出席。



品牌局副主席吳清煥於「2015最佳品牌策劃獎」頒獎典禮上致辭。  
BDC Vice Chairman Mr Ng Ching Wun delivered a speech at the presentation ceremony of "2015 Best Brand Idea Award".

## 2015 Best Brand Idea Award

Starting from 2010, the BDC has joined force with HKU School of Professional and Continuing Education (HKU SPACE) in presenting "Best Brand Idea Award". The Award selects outstanding brand proposals formulated by students of the Executive Diploma Programme in Strategic Brand Management, a joint Programme of the BDC and HKU SPACE. The Organisers believe that this Award, while serving as a tool to test the teaching effectiveness and to promote the integration of theory and practice, would help to enhance Hong Kong's brand research, enrich the related knowledge reserve, and boost the brand awareness among the public.

In the competition, programme students are divided into groups; each group shall submit a proposal and is required to make a presentation to the Judging Panel. The judging is primarily based on the presentation skills of students as well as the contents of the brand proposal, with emphasis on a bevy of factors such as "If the plan would increase the brand value", "If the plan is strategic, realistic and executable", "If the plan has creative idea", and "If the plan has commercial value".

The first phrase and the second phrase of Final Judging of the 2015 Best Brand Idea Award were held on 17 January and 18 July 2015 respectively. Altogether there were four outstanding brand proposals selected as the winners. The second phase of Judging Panel comprised BDC General Committee Member Mr Thomas Wong, Associate Head of College of Business and Finance of HKU SPACE Ms Flora Chan and Lecturer of the Executive Diploma Programme Ms Julie Cheng.

At the Award Presentation Ceremony held on 8 October 2015, BDC Vice Chairman Mr Ng Ching Wun delivered welcome remarks and presented prizes to the winners. The Ceremony was followed by the "Professional Brand Seminar: China, a Digital Nation. How Can Brands Succeed?", at which brand communication expert Ms Bessie Lee shared with over 60 audiences the digital strategies for brand promotion in China.



品牌局副主席吳清煥頒發予「2015最佳品牌策劃獎」得獎者。  
BDC Vice Chairman Mr Ng Ching Wun presented awards to winners of "2015 Best Brand Idea Award".

## 參與其他獎項

品牌局協助其他機構舉辦和宣傳多個與品牌相關的評審活動，包括維多利亞青年商會主辦之「InnoBrand 2015」、RoadShow路訊通主辦之「一路最愛品牌大獎2015」、香港咖啡紅茶協會主辦之「國際金茶王大賽2015」、香港城市青年商會主辦之「第19屆創意創業大賞」、廠商會主辦之「第50屆工展會廣告Teen才短片創作比賽」、《經濟一週》主辦之「2016年實力品牌大獎」、《ib雅舍》主辦之「2016室內設計及家品品牌大獎」以及滙豐銀行主辦之2016年「滙豐營商新動力獎勵計劃」等。

## Participating in Other Awards

Over the past year, the BDC acted as Supporting Organisation or provided assistance to a number of brand-related awards, e.g. “InnoBrand 2015” organised by Victoria Junior Chamber, “RoadShow Best Loved Awards 2015” by RoadShow, “International KamCha Competition 2015” organised by Association of Coffee & Tea of Hong Kong, “The 19th Innovative Entrepreneur Awards” by Junior Chamber International Hong Kong, “The 50th HKBPE Short Film Advertisement Competition” by the CMA, “Outstanding Brand Awards 2016” by Economic Digest, “InteriorBeaute Residential Design and Home Products Brand Award 2016” by “Interior Beaute” and “HSBC Living Business Awards 2016” by the HSBC.



品牌局主席黃家和頒發予「2016年實力品牌大獎」的得獎企業代表。  
BDC Chairman Mr Simon Wong presented award to a winning company of “Outstanding Brand Awards 2015”.



品牌局主席黃家和頒發予「2016室內設計及家品品牌大獎」的得獎設計師。  
BDC Chairman Mr Simon Wong presented award to a winning designer of “Residential Design and Home Products Brand Award 2016”.



品牌局主席黃家和擔任「RoadShow 一路最愛品牌大獎2015」頒獎嘉賓。  
BDC Chairman Mr Simon Wong was invited to be an honorary guest of presentation ceremony of “RoadShow Best Loved Awards 2015”.



## 標識及認證計劃 Marking and Certification Schemes

### 香港名牌標識計劃

為表彰香港公司在發展原創品牌方面的持續努力，提升本地品牌的形象，品牌局和廠商會自2004年起推行「香港名牌標識(TOP嘜)計劃」。「計劃」引入統一的「香港名牌標識」系統(TOP嘜)，並透過規範化的審核和授權制度，對合格者頒發准許證和進行牌照延期，准予其使用「TOP嘜」進行商業推廣。

「TOP嘜計劃」完善了「香港名牌選舉」和「香港服務名牌選舉」的評審和後續發展機制。參與「計劃」的企業必須是兩個「選舉」的獲獎公司，並且每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的續牌手續。

至2016年8月，「TOP嘜計劃」核准品牌超過200個，涉及900多個產品／服務類別。



### Hong Kong Top Brand Mark Scheme

Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in brand building of local companies. Eligible applicants, after successful completion of due registration and review process, would be conferred a licence and entitled to use "Top Mark" for business promotion, subject to annual renewal.

The Scheme is exclusively open to winners of the Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, and it factually is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an On-site Assessment that is generally conducted by product/service category and on annual basis.

Up to August 2016, the Scheme had more than 200 licensees, covering over 900 categories of products and services.

### 香港名牌標識計劃 Hong Kong Top Brand Mark Scheme



普通標識  
Ordinary Mark



卓越標識  
Premier Mark



座檯卡  
Tent Cards



襟章  
Badge



襟針  
Pin



標貼  
Stickers

## 香港製造標識計劃

品牌局自2006年起推行「香港製造標識(HK嘜)計劃」。是項計劃以現行的來源證制度為基礎，透過簡單易行、規範化的准許證制度，授權符合香港原產地規則的產品使用特別設計的「香港製造(Made in Hong Kong)」標識，藉此將香港原產地證明圖示化、統一化和品牌化，提升香港產品的形象和附加價值，推動「香港製造」成為國際認可的代表優質、高水準和信譽的標誌。

「計劃」的適用範圍包括出口產品以及在本港市場銷售的產品。出口貨品可以憑著本港法定機構簽發的香港原產地證，包括一般香港產地來源證以及依照《內地與香港建立更緊密經貿關係的安排》所簽發之產地來源證，向廠商會簽證服務中心申請「HK嘜」使用准許證；而本銷貨品則可向廠商會申領「香港原產地證明書—本地銷售」(DO)作為簽發「HK嘜」的認可文件。

獲准使用「香港製造標識」的本地品牌包括「大班」、「金寶鐘」、「東東」、「青洲牌」、「紅雙喜」、「蘇太名醬」、「海潔」、「Super Natural」、「富豪至尊」、「閃電牌」、「BodiBra」等。

## Made in Hong Kong Mark Scheme

Since 2006, the BDC has implemented a certification scheme namely “Made in Hong Kong Mark (HK Mark) Scheme”. Based on the existing Certificate of Origin regime, the Scheme grants qualified applicants the licence to use a unified visual symbol, i.e. “Made in Hong Kong Mark (HK Mark)”, to represent the geographic origin of goods produced within the territory of Hong Kong, with the objective of raising the profile of Hong Kong products, enhancing their value-added attributes, and promoting “Made in Hong Kong” as an internationally-recognised location brand that symbolises high quality, outstanding performance and superior reputation.

The scope of Made in Hong Kong Mark Scheme covers both goods for exports and goods for domestic sales. For export goods, “HK Mark” licence would be granted on the basis of “Certificate of Hong Kong Origin (CHKO)” or “Certificate of Origin – CEPA (CO (CEPA))” issued by Government-approved certification bodies. Besides, the CMA also provides certification service for goods destined for Hong Kong’s local market; and such certificate namely “Document of Hong Kong Origin – Domestic Sales” (DO) is also accepted as supporting document for the issue of “HK Mark” licence.

A number of local brands have become licensees of Made in Hong Kong Mark Scheme, such as “Taipan”, “Campbell”, “Easteast”, “Special Green Island”, “Double Happiness”, “Mrs So’s XO Sauce”, “Sea Clean”, “Super Natural”, “Regal Supreme”, “ZAN” and “BodiBra”.

## 香港製造標識計劃 Made in Hong Kong Mark Scheme



香港製造標識  
Made in Hong Kong Mark



「HK嘜」使用許可證  
HK Mark Licence



香港原產地證明書(本地銷售)  
Document of Hong Kong  
Origin — Domestic Sales

## 品牌培育與教育 Brand Incubation and Education

### 中小企品牌群策營

為推動和協助中小型企業邁上品牌發展之路，品牌局組織「中小企品牌群策營」，以專家主持、業界自發的方式，定期舉行講座和交流活動，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的互動平台。

「中小企品牌群策營」於過去一年舉行了5次活動；而自2005年創立以來，累計舉行的活動已達55次，目前的註冊會員超過370家。

#### 近期「中小企品牌群策營」活動一覽

(表四)

舉辦日期	內容主題	出席人數
2015年		
7月28日	品牌全攻略	約30人
10月9日	如何應對香港品牌在國內發展的危與機	約35人
11月10日	品牌策略新視界	約40人
2016年		
4月26日	品牌「靈魂」的要素	約50人
5月31日	如何打造「爆款」，創造品牌價值	約50人



培訓顧問謝寶昇講解成功品牌的「創建方程式」。  
Training consultant Mr Eddy Tse illustrated the "formula" of successful brand building.



培訓顧問林炳深分析品牌如何在環球經濟波動的形勢下作出應變和調整策略。  
Training consultant Dr Sam Lam gave strategic suggestions on how to adjust the brand development strategies to cope with the challenges in a turbulent global economy.



香港城市大學專業進修學院首席講師譚沛灝解構城市的品牌策略以及企業與城市品牌的互動關係。  
Dr Nicholas Tam, Principal Lecturer of the School of Continuing and Professional Education (SCOPE) of the City University of Hong Kong, analysed the branding strategies of cities and the relationship between local firms and city brand.

## SME Branding Club

In an attempt to inculcate a branding culture among local SMEs, the BDC has since 2005 operated the SME Branding Club, an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. Facilitated by brand experts and leveraging the participants' own initiative, the Club hosts activities pertinent to SME branding on a regular basis.

Since its inception, the Club has organised 55 gatherings, of which 5 were held in the past year. And the number of registered members of the Club has currently surpassed 370.

### Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2015		
28 July	All-round Branding Strategies	About 30
9 October	Threats and Opportunities Faced by Hong Kong Brands in Mainland China	About 35
10 November	New Horizon of Branding Strategy	About 40
Year 2016		
26 April	Essence of Brand Soul	About 50
31 May	Creating Brand Values Through "Hot Selling" on Online Platform	About 50



香港城市大學專業進修學院講師官慧慈簡介「2016 Live Project」學生顧問計劃。

Dr Olivia Koon, Lecturer of CityU SCOPE gave an introduction of the "2016 Live Project" (Student Consultancy Scheme).



品牌顧問馬桂傑分享於數碼時代中最具「靈魂」之品牌的成功之道。

Brand Consultant Mr Brian Ma shared the success stories of leading brands "with strong soul" in the digital age.



電商營運專家莊富安講解如何在電商市場上提升品牌的價值和創造盈利。

E-Commerce operation expert Mr Victor Chong spoke on how to enhance brand values and effectively generate profit through online platforms.

## 品牌策略管理文憑課程

品牌局與香港大學專業進修學院自2008年起合辦「行政人員文憑(品牌策略管理)」課程。課程由「行政人員證書(品牌管理)」及「行政人員證書(品牌傳播)」兩部分組成；由具有豐富的品牌傳播及管理實踐經驗的業內人士教授建立品牌的理論與實務、本地及環球國際品牌的管理模式、以及如何評估及規劃品牌的市場定位，並探討建立品牌的條件以及營銷、傳媒活動的策略。

該課程是香港首個由學術界和工商界透過發揮協同性而聯合舉辦的品牌管理教育項目，深受業界好評和歡迎。兩個證書課程分別於2015年10月及2016年6月開辦第八班。

為了加強業界的品牌意識和進一步宣傳「品牌策略管理文憑課程」，品牌局與香港大學專業進修學院合辦了一系列以品牌發展及管理為主題的活動。其中，「品牌專題講座：數碼中國之品牌成功大法？」及「愛Brand才會贏」工作坊分別於2015年10月8日及2016年3月10日舉行，由多位品牌專家分享品牌管理的技巧及實戰經驗；兩次活動共吸引110多人出席。

## Executive Diploma in Strategic Brand Management

The BDC and the School of Professional and Continuing Education of the University of Hong Kong have since 2008 joined hands to organise a diploma programme namely “Executive Diploma in Strategic Brand Management”, which in turn comprises two certificate courses, i.e. “Executive Certificate in Brand Management” and “Executive Certificate in Brand Communication”. The programme is taught by veteran brand experts; and its contents cover the theories and practices of brand-building, management models of local and global brands, different brand segmentation and positioning strategies, analysis of brand elements as well as planning of marketing communication.

This programme marks the first diploma-level brand management course in town that is co-organised by two prestigious organisations through synergy of the industries and the academia. It is well-received by local industries, and the eighth intake of the two certificate courses took place in October 2015 and June 2016 respectively.

To help local entrepreneurs understand the essential concepts of branding, the BDC and HKU SPACE jointly hosted a series of activities related to brand development and management. The “Professional Brand Seminar: China, a Digital Nation. How Can Brands Succeed?” and a workshop entitled “Brand: We are Loving It” were held on 8 October 2015 and 10 March 2016 respectively, at which brand experts shared with audience concepts and techniques of brand management. The two activities attracted over 110 participants in total.



「品牌專題講座」邀得品牌傳訊專家李倩玲講解如何善用電子媒體在內地進行品牌推廣。  
At the “Professional Brand Seminar”, brand communication expert Ms Bessie Lee expounded the digital strategies for brand promotion in China.



「行政人員文憑(品牌策略管理)」課程導師鄭佩芳於「愛Brand才會贏」工作坊上講解品牌管理及品牌傳訊的概念。

Lecturer of Executive Diploma in Strategic Brand Management Ms Julie Cheng interpreted the key concepts on brand management and brand communication at “Brand: We are Loving It” Workshop.

## 「2016 Live Project」學生顧問計劃

香港城市大學專業進修學院推行「2016 Live Project」學生顧問計劃，由資深導師帶領市場營銷管理學士課程學生，免費為企業提供度身訂造的商业顧問服務。

品牌局於2016年擔任「計劃」的支持機構，推介29間會員或聯繫企業參與，並以品牌管理及推廣、新市場開發及發展、人力資源管理及數碼營銷策劃等作為顧問服務的範疇。



## “2016 Live Project” Student Consultancy Scheme

The School of Continuing and Professional Education, CityU (CityU SCOPE) has organised the “2016 Live Project” Student Consultancy Scheme, which provides free-of-charge tailor-made business consulting service for SMEs. The consultant team is made up of third year university students, supervised by veteran lecturers.

Acting as a supporting organisation for the Project, the BDC helped to line up 29 members or associated companies, which were admitted as the participants to receive consultancy on selected management areas, notably brand management and promotion, new market development, human resources management and digital marketing planning.

## 中小企業「營商友導」計劃

香港特區政府工業貿易署中小企業支援與諮詢中心推行2016至2017年「中小企業營商友導計劃」。「計劃」專為中小型企業而設，旨在讓新進的中小企業東主，以一對一的形式免費向經驗豐富的企業家、高級行政人員及專業人士請教營商技巧。品牌局為「中小企業營商友導計劃」的協辦機構之一，協助招募具經驗的企業家作為「計劃」的導師以及進行導師和參與企業的配對。

工業貿易署中小企業支援與諮詢中心還推行「問問專家」業務諮詢服務，就開設、經營或拓展業務的範疇向中小企業提供免費的業務諮詢服務；品牌局亦擔任有關服務的支持機構之一。



## SME Mentorship Programme

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government has launched the 2016/17 SME Mentorship Programme. The Programme aims to provide SME entrepreneurs with the opportunity to learn from and be guided by mentors with rich experience in business operation through one-on-one free counselling. As one of the supporting organisations of the Programme, the BDC provides assistance in recruiting entrepreneurs as mentors and matching mentors with mentees.

The SUCCESS also provides “Meet-the-Advisors” Business Advisory Service (BAS), through which SMEs receive free consulting services from experts on aspects related to starting, running and expanding a business. The BDC is one of the collaborating organisations of BAS.

## 研討會／培訓項目

品牌局不時主辦或與其他機構合作舉辦研討會、培訓課程和工作坊，以促進品牌相關知識的轉移和資訊傳播，提高大眾的品牌意識，並促進業界樹立品牌文化。

### 品牌局舉辦／參與之研討會及工作坊

(表五)

舉辦日期	內容主題	出席人數	品牌局角色
2015年			
7月31日	品牌局及廠商會合辦之「BUD專項基金(企業支援計劃)最新發展」專題講座	約20人	合辦
8月26日	品牌局、工業貿易署、香港貿易發展局及廠商會合辦之「品牌『智』勝研討會：走進『互聯網+』的年代」	約500人	合辦
9月1日	「衝突處理技巧及策略」工作坊	約10人	主辦
9月18日	「品牌內銷：北望京津冀」研討會	約70人	主辦
9月22日	香港董事學會主辦之「2015董事研討會」	約100人	支持機構
10月8日	品牌局與香港大學專業進修學院合辦之「品牌專題講座：數碼中國之品牌成功大法？」	約60人	合辦
10月14日	「高效電話應對技巧」工作坊	約15人	主辦
11月13日	「服務禮儀與品酒技巧」工作坊	約10人	主辦
11月20日	創意創業會主辦之「創意創業論壇—中港創業」	約50人	支持機構
12月2及3日	由香港設計總會主辦之「Global Design Network Symposium 2015」	約100人	支持機構
12月3及4日	香港貿易發展局及香港設計中心合辦之「亞洲知識產權營商論壇」	約200人	支持機構
12月4日	香港中小企商會聯席會議主辦之「兩岸四地大中華中小企業高峰論壇—港珠澳大橋落成與中小企新商機」	約50人	支持機構
12月28日	品牌局及廠商會合辦之「創•理想」系列：品牌原動力講座	約200人	合辦
2016年			
1月8日	「銷售談判雙贏技巧」工作坊	約15人	主辦
1月18日	「在中國市場內品牌管理與市場計劃的技巧及應用」工作坊	約10人	主辦
3月10日	品牌局與香港大學專業進修學院合辦之「愛Brand才會贏」工作坊	約50人	合辦
5月20日	國際青年商會香港總會主辦之「香港合作伙伴高峰會」	約50人	支持機構
6月16日	「提升銷售能力以達至最佳銷售效益」工作坊	約10人	主辦



培訓顧問徐燕珊於「服務禮儀與品酒技巧」工作坊上教授品酒技巧和商務禮儀。  
At the Workshop on "Business Etiquette and Wine Tasting", training consultant Ms Rebekah Chui gave a lecture on wine tasting technique and the etiquette in business functions.



培訓顧問林國龍於「提升銷售能力以達至最佳銷售效益」工作坊上講解如何有效提升銷售談判技巧及洞悉客戶需要。  
At the Workshop on "Achieving the Best Marketing Effectiveness for Sales Executive", training consultant Dr Dennis Lam elaborated on how to improve negotiation skill and effectively understand customers' needs.



「品牌『智』勝研討會」吸引近500名企業代表出席。  
"Branding to Win Seminar" attracted near 500 participants.

## Seminars and Training

The BDC from time to time hosts or co-organises seminars and training workshops on brand-related topics, in order to disseminate information and facilitate knowledge transfer, to raise the brand awareness of the public and to foster a branding culture among our industries.

### Seminars and Training Programmes Organised or Supported by the BDC

(Table 5)

Date	Activity	Audience Number	Role of BDC
<b>Year 2015</b>			
31 July	Seminar on the Latest Development of the “BUD (ESP) Programme” by the BDC and the CMA	About 20	Co-organiser
26 August	“Branding to Win Seminar: At the Dawn of ‘Internet +’ Era” by the BDC, Trade and Industry Department, Hong Kong Trade Development Council and the CMA	About 500	Co-organiser
1 September	Workshop on “Professional Conflict Management”	About 10	Organiser
18 September	Experience Sharing Seminar on “Hong Kong Brands @Beijing-Tianjin-Hebei Region”	About 70	Organiser
22 September	“Directors’ Symposium 2015” by Hong Kong Institute of Directors	About 100	Supporting Organisation
8 October	“Professional Brand Seminar: China, a Digital Nation. How Can Brands Succeed?” by the BDC and HKU SPACE	About 60	Co-organiser
14 October	Workshop on “Effective Telephone Communication Skill”	About 15	Organiser
13 November	Workshop on “Business Etiquette and Wine Tasting”	About 10	Organiser
20 November	“Innovative Entrepreneur Forum – How to start China-Hong Kong Business?” by Innovative Entrepreneur Association	About 50	Supporting Organisation
2 & 3 December	“Global Design Network Symposium 2015” by Hong Kong Design Centre	About 100	Supporting Organisation
3 & 4 December	“Business of IP Asia Forum” by the Trade Development Council and Hong Kong Design Centre	About 200	Supporting Organisation
4 December	“Greater China SME Forum – Completion of Hong Kong-Zhuhai-Macau Bridge & New Business Opportunities for SMEs” by SME Forum	About 50	Supporting Organisation
28 December	“‘Live Your Dream’ Youth Empowerment Seminar Series: Brand Start Up!” by the BDC and the CMA	About 200	Co-organiser
<b>Year 2016</b>			
8 January	Workshop on “Win-win Sales Negotiation”	About 15	Organiser
18 January	Workshop on “Brand Management and Application of Marketing Planning Skills in China Market”	About 10	Organiser
10 March	“Brand: We are Loving It” Workshop by the BDC and HKU SPACE	About 50	Co-organiser
20 May	“Hong Kong Partnership Summit” by Junior Chamber International Hong Kong	About 50	Supporting Organisation
16 June	Workshop on “Achieving the Best Marketing Effectiveness for Sales Executive”	About 10	Organiser



## 品牌「智」勝系列研討會

為了推動業界的交流，加強對公眾的宣傳和教育，提升社會各界的品牌意識，品牌局自2005年起定期舉辦「品牌『智』勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家同台交流，暢談品牌致勝之道。

品牌局與工業貿易署、香港貿易發展局及廠商會於2015年8月26日聯合舉辦第十二個「品牌『智』勝系列研討會」。講座以「走進『互聯網+』的年代」為題，於香港會議展覽中心舉行；由知名學者、商會代表、稅務專家、以及企業代表組成的「星級」演講嘉賓於會上暢談新經濟時代的品牌發展之道，分享網上「贏」銷心得；當日的出席者近500人。

## Branding to Win Serial Seminar

Since 2005, the BDC has regularly organised a seminar series entitled “Branding to Win”. Centering on different aspects of brand development, this serial seminar is an effective catalyst to boost brand consciousness among the public, while serving as a forum whereby experts from a wide range of professional arenas exchange views on branding.

The twelfth Serial Seminar was held on 26 August 2015 under the theme of “At the Dawn of ‘Internet +’ Era”, and it was a joint project of the BDC, the Trade and Industry Department, Hong Kong Trade Development Council and the CMA. With nearly 500 participants, the Seminar featured a strong line-up of speakers, including renowned scholar, association representative, tax expert and brand marketer, who envisaged the changing landscape of branding in the “new economy” era and shared their views on the “winning strategies” for online marketing.



1. 品牌局副主席沈運龍(左)致送紀念品予演講嘉賓。  
BDC Vice Chairman Dr Arron Shum (left) presented a souvenir to a speaker.
2. 主辦機構代表包括品牌局副主席沈運龍(左四)及陳國民(左二)、工業貿易署助理署長王婉蓉(左五)及香港貿易發展局製造業拓展總監梁國浩(中)等與演講嘉賓合照。  
Representatives of Organisers including BDC Vice Chairman Dr Aaron Shum (4th from left) and Dr Edward Chan (2nd from left), Assistant Director-General of the TID Ms Belinda Wong (5th from left) and Director of Product Promotion of the TDC Mr Stephen Liang (middle) posed for a photo with the speakers.
3. 香港城市大學商學院副院長竇文宇分析「互聯網+品牌」的前景及其對變商業經營思維的衝擊。  
Associate Dean of College of Business of City University of Hong Kong Prof Dou Wenyu revealed the prospects of “internet + brand” and its impacts on the business mindset.
4. 香港畢馬威會計師事務所中國稅務主管許昭淳介紹內地與跨境電貿相關稅務政策的最新發展。  
Principal of China Tax of KPMG Mr Daniel Hui elaborated on China’s taxation policies related to cross-border e-commerce.
5. 香港跨境電子商貿總會創會會長陳楚冠講解線上線下融合的品牌營銷模式。  
Founder Chairman of Hong Kong General Chamber of Cross-border E-commerce Mr Daniel Chan illustrated how a brand can employ Online-To-Offline strategies to enhance market position.
6. 龐蓓控股有限公司主席黃永成分享其品牌北上拓展網銷的經驗。  
Chairman of Pompei Holdings Ltd Dr Vincent Wong shared Pompei’s experience in developing online sales in Mainland China.

## 「創•理想」系列之品牌原動力講座

為協助業界及年青人開闊視野、掌握實用知識，以面對當前的挑戰，品牌局聯同廠商會於2015年12月28日假香港中央圖書館演講廳合辦「『創•理想』系列：品牌原動力講座」，邀請品牌專家及企業代表講解創建品牌的成功要素及起步策略。研討會吸引了近200人出席。

## “Live Your Dream” Youth Empowerment Seminar Series: Brand Start Up!

To help young people and the industries to broaden their visions and equip them with the knowledge and skills to cope with challenges ahead, the BDC and CMA jointly held the “Live Your Dream’ Youth Empowerment Series: Brand Start Up!” Seminar at the Lecture Theatre of Hong Kong Public Library on 28 December 2015.

Addressing to an audience of about 200 people, veteran brand consultants and brand founder shed light on the success factors of brand building and the start up strategies at the Seminar.



1. 主辦機構代表廠商會會長李秀恒(右六)、品牌局主席黃家和(左六)、廠商會展覽服務有限公司主席戴澤良(右五)等與演講嘉賓合照。  
Representatives of Organisers including CMA President Dr Eddy Li (6th from right), BDC Chairman Mr Simon Wong (6th from left), CMAESL Chairman Dr Tony Tai (5th from right) posed for a photo with the speakers.
2. 品牌局主席黃家和於研討會上致辭。  
BDC Chairman Mr Simon Wong delivered a welcome speech at the Seminar.
3. 廠商會會長李秀恒(右)致送紀念品予演講嘉賓。  
CMA President Dr Eddy Li (right) presented souvenir to a speaker.
4. 品牌顧問周志基用「七步曲」概括打造「智」勝品牌的必備元素。  
Branding consultant Mr William Chau illustrated the “seven steps” to build a successful brand.
5. 品牌顧問白智慧講述如何以創意和顧客為本的設計提升品牌的特色。  
Branding consultant Ms Viola Pak emphasised the importance of creative and customer-focused designs in brand building.
6. 企業代表黃偉鴻現身說法，分享其創建「EDO」及「巨浪大切」等知名品牌的經驗。  
Brand founder Dr Ellis Wong shared his experience in developing two award-winning brands “EDO” and “巨浪大切”.

## 品牌推廣及交流 Brand Promotion and Exchanges

### 「天津香港品牌節」項目

隨著香港品牌拓展內地市場的足跡日益由南向北、從沿海到內陸延伸，加之京津冀協同發展上升為國家級戰略，華北作為港商內銷重鎮的重要性得以延續並進一步凸顯。配合香港企業在內地市場發展的趨勢，品牌局與香港中華廠商聯合會聯合推行「舉辦『天津香港品牌節』系列活動以協助香港品牌拓展中國華北市場」項目，協助香港品牌開拓華北市場，把握「京津冀一體化」的歷史性機遇。該項目於2015年3月至2016年2月期間推行，為期1年；並獲香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」資助，由廠商會展覽服務有限公司承辦。



「天津香港品牌節」項目由一系列豐富而務實的活動組成，包括：在「2015香港時尚產品博覽•天津工展會」中設立展現香港品牌及產品最新風貌的大型展示區，並透過特別設計的主題展區，輔以一系列具濃厚香港特色的舞台表演和文娛節目，以體驗式的感性方法推廣香港品牌文化的核心價值；於天津市以及鄰近的河北省進行多場分別針對分銷商和消費者的焦點小組訪談，並引入讓香港企業參與的互動交流環節，深入探討華北消費者的購買習慣、偏好以及港商的市場進入渠道和品牌營銷策略；在香港和天津推行一連串宣傳活動，並透過舉辦以品牌發展策略、內銷實務和網絡推廣技巧為主體內容的企業培訓工作坊以及一個經驗分享會，為業界進軍天津和華北市場提供具洞察力和啟示性的第一手資訊。

品牌局於2015年3月26日召開新聞發佈會，由主席（2012-2015年度）陳淑玲及廠商會展覽服務有限公司主席戴澤良向傳媒和業界宣佈活動項目的詳細情況及日程安排。

品牌局並於2015年6月19日在天津梅江會展中心舉行隆重的啟動儀式，為「天津香港品牌節」的主題活動揭開序幕。開幕式由廠商會會長李秀恒、品牌局主席黃家和聯同一眾內地和香港特區政府的官員主禮，包括香港特區政府商務及經濟發展局局長蘇錦樑、天津市人民政府副秘書長龐金華、中聯辦經濟部副部長兼貿易處負責人楊益以及香港特區政府駐北京辦事處主任傅小慧等。

### “Tianjin Hong Kong Brand Festival” Project

While Hong Kong brands are extending their footprints in the Mainland market from South China to the North and from the coastal East to inland regions, the importance of North China as a focal point of domestic sales has been renewed and even elevated with the unfolding of the national strategy for promoting the collaborative development of Beijing, Tianjin and Hebei Province. In line with Hong Kong industries' recent developments in the Mainland market, the BDC implemented the “Assisting Hong Kong Brands to Explore Northern Mainland Market through Organising ‘Tianjin Hong Kong Brand Festival’ Serial Activities” Project under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme). With the Chinese Manufacturers' Association of Hong Kong acting as the Collaborating Organisation and the CMA Exhibition Services Limited (CMAESL) acting as the Implementation Agent, this 12-month Project officially commenced on 1 March 2015.

The Project staged a large-scale brand promotional under the banner of “Tianjin Hong Kong Brand Festival” (the Festival), it featured a series of diversified activities that tied in with the needs of Hong Kong enterprises. Its mainstay was a product gallery set up at the “2015 Hong Kong Trendy Products Expo, Tianjin” (the Expo) to showcase the latest developments of Hong Kong brands, centering on a specially-designed thematic zone, which, accompanied by a line-up of stage performances and entertainment programmes with distinctive “Hong Kong flavours”, culminated in an innovative experience-based approach to promoting the core values of Hong Kong's brand culture. Meanwhile, several focus group discussions, respectively targeting at local distributors and consumers, were held in Tianjin and Baoding city of Hebei Province, in an attempt to look into the consumption behaviours and preferences of North China consumers and to explore the effective strategies for market entry and brand promotion. Besides, a training workshop and an experience sharing seminar with emphasis on internet promotion techniques, branding strategies and domestic sales practices were organised in Hong Kong, with an eye to providing the industries with insightful and enlightening first-hand intelligences on the market of Tianjin and North China.

The BDC hosted a press conference on 26 March 2015, at which BDC Chairman (Year 2012-2015) Ms Shirley Chan and CMAESL Chairman Dr Tony Tai announced the commencement of the Project and introduced its details and schedule.

On 19 June 2015, a grand opening ceremony was held at the Tianjin Meijiang Convention and Exhibition Centre to kick off the Tianjin-based activities of the Festival. The Ceremony was officiated by CMA President Dr Eddy Li and BDC Chairman Mr Simon Wong, together with a number of officials representing the local Governments and HKSAR Government, including Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So, Vice Secretary-General of Tianjin Municipal People's Government Mr Pang Jinhua, Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR Mr Yang Yi, Director of the Office of HKSAR Government in Beijing Ms Gracie Foo.

# 回顧 Review



廠商會會長李秀恒(左三)、品牌局主席(2012 - 2015年度)陳淑玲(右三)、廠商會展覽服務有限公司主席戴澤良(左二)、品牌局主席黃家和(右二)、副主席吳清煥(左一)以及品牌局前任總裁黃靜文(右一)於「天津香港品牌節」新聞發布會上合照。

CMA President Dr Eddy Li (3rd from left), BDC Chairman (Year 2012 – 2015) Ms Shirley Chan (3rd from right) and CMAESL Chairman Dr Tony Tai (2nd from left), BDC Chairman Mr Simon Wong (2nd from right), BDC Vice Chairman Mr Ng Ching Wun (1st from left) and former BDC Chief Executive Officer Ms Adeline Wong (1st from right) at the press conference of "Tianjin Hong Kong Brand Festival".



香港特區政府商務及經濟發展局局長蘇錦樑局長於「天津香港品牌節」開幕式上致辭。  
Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So delivered a speech at the opening ceremony of "Tianjin Hong Kong Brand Festival".



廠商會會長李秀恒(左八)及品牌局主席黃家和(右四)聯同香港特區政府商務及經濟發展局局長蘇錦樑(右九)、天津市人民政府副秘書長龐金華(右八)、中聯辦經濟部副部長兼貿易處負責人楊益(右七)、香港特區政府駐北京辦事處主任傅小慧(右六)以及一眾品牌局及廠商會代表主持「天津香港品牌節」的開幕式。  
CMA President Dr Eddy Li (8th from left), BDC Chairman Mr Simon Wong (4th from right), Hon Gregory So (9th from right), Mr Pang Jinhua (8th from right), Mr Yang Yi (7th from right), Ms Gracie Foo (6th from right) and other Guest-of-Honour officiated at the opening ceremony of "Tianjin Hong Kong Brand Festival".



廠商會及品牌局組織高層代表團赴天津訪問並出席「天津香港品牌節」開幕式。  
The CMA and BDC dispatched a high-level delegation to Tianjin.

## 「喜 • 愛香港」品牌展示區

「2015香港時尚產品博覽 • 天津工展會」於2015年6月19日至23日期間在天津梅江會展中心舉行。「天津香港品牌節」的多項重要活動與「天津工展會」相輔相成，包括在展會內設立以「喜 • 愛香港」為主題的大型品牌展示區。展示區分為「『親 • 愛小孩』品牌樂園」和「『喜 • 愛香港』品牌站」兩大部分。

「『親 • 愛小孩』品牌樂園」設於展示區的中心位置，以開心遊樂場的場景設計營造多層次的體驗，展示近30個與嬰童相關的香港代表性品牌，涵蓋衣物、玩具、食品、保健品、日常用品及各類服務，旨在彰顯香港嬰童品牌優質、創新、窩心關愛的形象以及致力為兒童帶來健康、快樂的經營理念，凸顯香港品牌非同凡響的情感價值。

品牌局還特地將「『親 • 愛小孩』香港品牌樂園」參展品牌的資料編制一本浸滿溫情和「暖知識」的《寶媽手札》：透過一位虛擬主人公「寶媽」娓娓道來「港式」的育兒之道，細膩描繪了新手「港媽」如何在香港品牌的陪伴和支持下，無微不至地關懷、呵護寶寶，並全情享受與寶寶一同成長、互動的快樂點滴。

「『喜 • 愛香港』品牌站」匯聚了90個香港原創品牌，陳列旗下230多件具創意、設計獨特以及能夠反映香港文化及特色的產品。「『喜 • 愛香港』品牌站」採用繽紛嘉年華難擋的設計，設有「儷影霓裳」、「永恆時刻」、「貼心優品」、「智選生活」、「繽紛美饌」、「美顏美煥」、「樂居雅緻」及「健康有方」等8個區域，展品琳瑯滿目，包括服裝、配飾、鐘錶、精品、家用電器、電子產品、食品、美容產品、生活用品、中藥及保健品等。

配合電子商貿迅速發展的趨勢，品牌局還為每個參展品牌製作單獨的二維碼(QR Code)並顯示於展櫃上，以方便參觀人士透過掃描QR Code瀏覽相關品牌的資料網頁。

為確保按公平、公開和高透明度的原則選擇展示區的參展品牌，主辦機構成立了由不同界別代表組成的品牌展示督導委員會，成員包括：廠商會會長李秀恒、品牌局副主席吳清煥、香港中小型企業總商會會長林國良、香港設計文化協會秘書長冼子光、香港生產力促進局企業創新部總經理陳建中、香港旅遊發展局品牌推廣經理呂惠婷以及香港零售管理協會傳訊及公關經理余家恩。委員會於2015年4月22日召開會議，遴選參加展示的品牌，並就展示區的設計方案提供意見。



## “Lovely • Loving Hong Kong” Showcase Gallery

While the “2015 Hong Kong Trendy Products Expo, Tianjin” (The Expo) was held at Tianjin Meijiang Convention and Exhibition Centre from 19 to 23 June 2015, the BDC unfolded a host of highlighted activities of the “Tianjin Hong Kong Brand Festival” in parallel, including setting up a large-scale showcase gallery under the banner of “Lovely • Loving Hong Kong” at the exhibition hall. The Gallery consisted of two major zones, i.e. “‘Deary • Loving Children’ Hong Kong Brand Garden” and “‘Lovely • Loving Hong Kong’ Brand Frontline”.

The “‘Deary • Loving Children’ Hong Kong Brand Garden” was located at the centre of the showcase gallery. By employing a “happy playground” setting with strong visual impacts, the “Brand Garden” featured about 30 “affectionate” Hong Kong brands that are devoted to bringing health, fun and enlightenment to children through high-quality, creative and caring products or services. It brought multi-layer experience for the audience, while illustrating the intriguing emotional value of Hong Kong brands.

The brand stories of the exhibits were compiled into a child-rearing guidebook namely “Mum Bao’s Diary”, written by a virtual character “Mother Bao” based on her exciting experience as a rookie mother. This informative and heart-warming booklet tells readers how typical Hong Kong mothers have a good time with their beloved babies with the aid of caring and capable Hong Kong brands.

With a scrupulous selection of around 90 stylish labels, “‘Lovely • Loving Hong Kong’ Brand Frontline” was deliberately designed and decorated to display over 230 product items with strong innovation, design or cultural elements, in an attempt to promote the emotional values of Hong Kong brands and ignite resonance among visitors. With a “fantastic Carnival Kiosk” design, the exhibits were subsumed under 8 sections, covering fashion & accessories, jewellery & watches, fine living goods, home appliances & electronic products, food, beauty products, household products, and Chinese medicine & healthcare products.

To tie in with the rapid development of the e-commerce, QR code had been generated for every brand participating in the Gallery and been displayed on the showcase, so that visitors could readily access the been Project website to obtain detailed brand and product information by scanning QR codes with smartphones or other mobile devices.

To ensure fairness and transparency in selecting participants of showcase gallery, a Steering Committee was formed, which comprised President of the CMA Dr Eddy Li, Vice Chairman of the BDC Mr Ng Ching Wun, President of the Hong Kong General Chamber of Small and Medium Business Mr Lam Kwok Leung, Secretary General of Mode of Design Alliance Mr Sin Tze Kong, General Manager (Enterprise Innovation) of the Hong Kong Productivity Council Mr Kim Chan, Brand Marketing Manager of Hong Kong Tourism Board Ms Farrida Lui and Manager of Communications & Public Relations of the Hong Kong Retail Management Association Ms Katherine Yu. The Committee held a meeting on 22 April 2015 to conduct a screening on brands applied for the showcase and advise on the design layout of the Gallery.

品牌展示督導委員會成員(左起): 呂惠婷、余家恩、陳建中、李秀恒、吳清煥、冼子光及林國良。  
Members of Steering Committee on Brand Showcase (from left): Ms Farrida Lui, Ms Katherine Yu, Mr Kim Chan, Dr Eddy Li, Mr Ng Ching Wun, Mr Sin Tze Kong and Mr Lam Kwok Leung.

# 回顧 Review



「『喜·愛香港』品牌站」展出90個富香港特色的產品品牌。  
 “‘Lovely • Loving Hong Kong’ Brand Frontline” showcased 90 brands with strong Hong Kong characteristics.



品牌展示區中心打造成開心好玩的遊樂園—「『親·愛小孩』品牌樂園」。  
 The “‘Deary • Loving Children’ Hong Kong Brand Garden” turned the central area of the Gallery into a “happy playground”.

品牌局主席黃家和(左二)及榮譽主席陳淑玲(左一)陪同香港特區政府商務及經濟發展局局長蘇錦樑(右一)參觀品牌展示區。  
 Accompanied by BDC Chairman Mr Simon Wong (2nd from left) and Chairman Emeritus Ms Shirley Chan (1st from left), the Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So (1st from right) inspected the Gallery.

## 舞台表演節目

品牌局於品牌展示區附近搭建了大型表演舞台，分段舉辦了17場富有香港特色的舞台表演以及與主題展區相呼應的遊戲節目，包括「香港品牌大匯演」兒童及模特兒天橋走秀、「金茶王」港式奶茶沖泡示範，以及一系列以「親•愛小孩」為主題的工作坊、兒童手工藝製作和資訊講座等，藉以展現香港品牌的多元精彩、時尚生活品味和強大的親和力，並增添參觀者的參與樂趣。

## Thematic Performance Programmes

A series of stage performances with distinctive “Hong Kong flavours” and entertaining programmes echoing with the theme of the Gallery were lined up at the venue of “‘Lovely • Loving Hong Kong’ Brand Frontline”.

Scattered over the five-day exhibition period, 17 shows were put on, including children and model catwalk shows to display participating brands of the Gallery, brewing of Hong Kong-style milk tea, and a series of children related workshops and talks, in an attempt to enhance attractiveness to visitors and to demonstrate the diversity, lifestyle-orientation and strong affinity of Hong Kong brands.



1. 「4M」的代表黃敬穩及汪媛媛示範模型製作及手工勞作等益智玩具。  
Mr Huang Jingwen and Ms Wang Yuanyuan from “4M” demonstrated their educational toys, e.g. model constructing and hand crafts.
2. 「DR-Max」的代表譚晉業分享兒童外語訓練的心得。  
Mr Jeffrey Tam from “DR-Max” gave tips on Children’s foreign language training.
3. 「Twinkle Baker Décor」的代表賀禎輻及盧泳澄與參加者一起製作創意曲奇。  
Ms Ruby Ho and Cherry Lo from “Twinkle Baker Décor” taught participants the techniques of cookie decorating.
4. 「金茶王」的冠軍得主羅德師傅沖泡港式奶茶。  
Mr Law Tak, Champion of Hong Kong International KamCha Competition, was preparing Hong Kong-style milk tea.
5. 「培博思」的代表湯玲及楊麗娟教授黏土手工藝術。  
Ms Tang Ling and Yang Lijuan from “The Paint Box” demonstrated the art of clay handicraft.
- 6, 7. 專業模特兒與小童嘉賓於「香港品牌大匯演」環節表演天橋走秀，向觀眾展示香港品牌產品。  
Catwalk models and children cameos presented exhibits of the “Lovely • Loving Hong Kong” Gallery.

## 拓展華北內銷市場及電子營銷實務工作坊

品牌局於2015年5月15日舉辦「拓展華北內銷市場及電子營銷實務工作坊」，由香港理工大學品牌戰略及創新中心主任陸定光、電子商務資深策劃師及顧問周玲及陝文投集團品牌創新研究與服務中心總經理劉向薇講授天津及華北地區的市場環境以及拓展內銷市場的知識和電子營銷實務技能。工作坊吸引超過40人出席。

## “Exploring Domestic Sales and Online Marketing in North China Market” Training Workshop

At the training workshop held on 15 May 2015 in Hong Kong, Dr Sherriff Luk, Director of PolyU Brand Strategy and Innovation Centre, gave a detailed account of the business environment of Tianjin and Northern China. His lecture was supplemented by two sharing sessions, at which Ms Sherry Zhou, a digital business consultant and Ms Sherry Liu, General Manager of Brand Innovation Research & Service Centre of Shanwentou Group, shared with audience practical knowledge related to brand building, online marketing and the development of domestic market. Over 40 participants joined the workshop.



陸定光介紹天津及華北地區的市場環境。  
Dr Sherriff Luk introduced the business environment of Tianjin and Northern China.



電子商務資深策劃師及顧問周玲講解如何開展高效網絡營銷的技巧。  
Ms Sherry Zhou, Digital Business Designer & Consultant, illustrated how to conduct effective online marketing.



陝文投集團品牌創新研究與服務中心總經理劉向薇分析移動互聯網對內地商業發展的深遠影響。  
Ms Sherry Liu, General Manager of Brand Innovation Research & Service Center of Shanwentou Group, analysed the Impacts of mobile Internet on Mainland's business development.

## 分銷商座談會

品牌局分別於河北省保定市(2015年6月16日)及天津市(6月19日)各組織一場「分銷商座談會」。每場座談會邀請約10名當地分銷商的代表以及相關行業的從業者參與小組討論，並由市場學專家陸定光主持；旨在從業內人士和潛在合作夥伴的角度，深入瞭解華北市場的商業環境、分銷管道、物流配送和支援系統，並探討香港品牌銷售與推廣的策略。

其中，天津的座談會還特設互動環節，讓20名香港品牌經營者和與會的分銷商進行現場交流和問答。

## Distributor Panel Discussions

The BDC organised a “Distributor Panel Discussion” in Baoding City of Hebei Province on 16 June and another one in Tianjin on 19 June 2015, with Dr Sherriff Luk acting as moderator. Each distributor panel comprised around 10 representatives from local companies engaged in distribution and related industries with focus on North China market. By leveraging insights of the industrial players, the discussions aimed to gain better understanding of the commercial environment, distribution channels, logistics and supporting facilities in North China and to explore effective branding and marketing strategies.

The Tianjin panel discussion also included an interactive session, in which 20 Hong Kong brand operators were present to exchange views with the distributor panelists.



於保定市舉行的「分銷商座談會」邀請了9位當地分銷商代表出席。  
The Distributor Panel Discussion in Baoding city invited 9 local distributors as panelists.



香港企業代表與分銷商代表於天津「分銷商座談會」之後合影。  
Participants of the Distributor Panel Discussion, including Hong Kong brand operators and Tianjin distributor panelists, posed for a group picture after the meeting.



## 消費者焦點小組

品牌局在2015年6月組織了三場「消費者焦點小組訪談」；由市場學專家陸定光主持，對30多名特邀的當地市民進行訪談，藉此深入瞭解當地消費者的偏好、購買行為特徵以及對香港品牌的看法，為香港企業拓展天津及華北市場搜集第一手資料。

其中的一場焦點小組在河北省保定市(6月15日)進行，另外兩場則在天津市(6月20日)舉行；天津的一場座談會還安排10多名香港品牌企業進行觀摩，並與出席的消費者進行交流互動。



保定市「消費者焦點小組訪談」的受訪者合照。  
Group picture of Baoding citizens participating the Consumer Focus Group.

## Consumer Focus Group Discussions

To gather first-hand, in-depth market intelligence on Tianjin and North China market, three “Consumer Focus Group Discussions” were conducted, with one in Baoding city of Hebei Province and two in Tianjin on 15 and 20 June 2015 respectively. Under the guidance and moderation of Dr Sherriff Luk, over 30 selected local consumers joined the discussion and gave opinions on their brand preference, consumption behaviours and perception of Hong Kong brands.

In particular, the Tianjin focus group discussion held on the afternoon of 20 June was followed by an interactive session, whereby more than 10 Hong Kong brand operators availed themselves of the opportunity to exchange views with consumer interviewees.



其中一場於天津舉行的「消費者焦點小組訪談」開放予香港品牌企業進行觀摩及交流。  
One of the Consumer Focus Group Discussions held in Tianjin was open to Hong Kong brand operators.

## 宣傳活動

除了於香港報章及雜誌刊登「品牌節」的廣告之外，品牌局亦於天津展開密集式的宣傳，包括於多份當地報章刊登廣告、透過天津廣播交通電台進行宣傳、向天津市民發放短訊、在網站刊登橫額廣告，以及於商場戶外電視、當地公共汽車車身、樓宇框架等投放廣告。

主辦機構並製作了一系列的印刷品，包括輯錄了「『親•愛小孩』香港品牌樂園」及「『喜•愛香港』品牌站」參與品牌資料的宣傳單張、場刊，以及具屏幕觸控功能的圓珠筆和環保袋等紀念品，向當地市民派發，以進一步擴大推廣的層面和範圍。



品牌局向市民派發「天津香港品牌節」的小冊子及紀念品。  
The BDC dispensed brochures and souvenirs of “Tianjin Hong Kong Brand Festival” to local citizens.

## Promotional Campaign

Apart from newspaper advertising in Hong Kong, the BDC also carried out an intensive promotional campaign in Tianjin, which consisted of advertisements on local newspapers, radio and SMS broadcasting, website banner advertising, and outdoor advertisements on buses, shopping mall TVCs as well as residential buildings.

Besides, a set of printing materials and souvenirs, e.g. leaflets and directory of the participating brands of “‘Deary • Loving Children’ Hong Kong Brand Garden” and “‘Lovely • Loving Hong Kong’ Brand Frontline”, touchscreen stylus pens and recycle bags, were distributed to local citizens, so as to reach out to a wider promotion targets.

## 「品牌內銷：北望京津冀」研討會

於2015年9月18日於香港舉行的「品牌內銷：北望京津冀」研討會是「天津香港品牌節」的總結活動。在研討會上，雋思顧問有限公司首席顧問潘琪偉介紹了港商利用內地自貿區開展內銷業務的新機遇，接著由Diamond Joy Group首席營運官卓仁安分享童裝品牌「Kingkow」在內地不同地區市場的建立銷售網絡的經驗。

在研討會的下半部分，香港理工大學品牌戰略及創新中心主任陸定光簡介了品牌局發表的「京津冀消費者購買行為及市場環境研究報告」，並就香港品牌發展京津冀市場的策略及注意事項提出多項建議。

香港品牌發展局副主席吳清煥出席了研討會，並致送紀念品予各演講嘉賓。分享會反應熱烈，吸引近70位業界代表參與。

## Experience Sharing Seminar on “Hong Kong Brands @ Beijing-Tianjin-Hebei Region”

As concluding session of the Project, a seminar titled “Hong Kong Brands @Beijing-Tianjin-Hebei Region” was held on 18 September 2015.

The Seminar started with a speech by Dr David Pun, Principal Consultant of AcuVisions Consultancy Ltd, who gave advice on how to capitalise on China’s Free Trade Zone policy to develop domestic sales business. Then Mr Tseuk Yan On, Chief Operating Officer of Diamond Joy Group, shared the experience in building up sales networks in different regions of the Mainland based on the case of “Kingkow”, a brand specialising in children apparels.

In the second part of the Seminar, Dr Sherriff Luk, Director of PolyU Brand Strategy and Innovation Centre, announced the research finding of the “Study on the Market Environment and Consumers’ Purchasing Behavior of Beijing-Tianjin-Hebei Region” and put forward recommendations on the strategies for tapping into the Northern China market.

BDC Vice Chairman Mr Ng Ching Wun attended the Seminar and presented souvenirs to the speakers on behalf of the Organisers. The Seminar attracted about 70 participants.



1. 品牌局副主席吳清煥(中)與演講嘉賓合照。  
BDC Vice Chairman Mr Ng Ching Wun (middle) posed for a group picture with guest speakers.
2. 品牌局副主席吳清煥(右)致送紀念品予演講嘉賓。  
BDC Vice Chairman Mr Ng Ching Wun (right) presented souvenir to a guest speaker.
3. 雋思顧問有限公司首席顧問潘琪偉探討內地自貿區政策為港商帶來的機遇。  
Dr David Pun, Principal Consultant of AcuVisions Consultancy Ltd, elaborated on the opportunities brought by China’s Free Trade Zone policy.
4. Diamond Joy Group 首席營運官卓仁安分享對內地服裝市場的看法。  
Mr Tseuk Yan On, Chief Operating Officer of Diamond Joy Group, shared with the audience his observations on Mainland’s apparel market.
5. 陸定光公佈京津冀市場研究的結果。  
Dr Sherriff Luk announced findings of the market research on Beijing-Tianjin-Hebei Region.
6. 「品牌內銷：北望京津冀」研討會吸引眾多的企業代表出席。  
Experience Sharing Seminar on “Hong Kong Brands @Beijing-Tianjin-Hebei Region” attracted a large number of participants from different industries.

## 「香港品牌+大連」系列活動

配合香港品牌在內地積極擴展內銷版圖的趨勢和需要，品牌局再接再厲，與香港中華廠商聯合會聯合推行「舉辦『香港品牌+大連』系列活動協助港商探索遼東半島及周邊市場」項目（又稱「大連+香港品牌節」系列活動），該項目獲香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金（機構支援計劃）」資助，為期13個月，已於2016年3月啟動。



「香港品牌+大連」項目以中國東北部的商貿樞紐、素有「北方明珠」之稱的遼寧省大連市為落腳點，圍繞「香港品牌+」的主題，舉辦一系列豐富而務實的品牌推廣和市場研究活動，藉此協助香港業界瞭解當地市場，探索遼東半島及周邊地區的商機，並以創新的體驗手法提升香港品牌的集體形象和市場影響力。

項目屬下的品牌推廣活動包括大型品牌展示、互動式示範攤位、具香港特色的文娛表演節目；市場研究方面的活動則有分銷商深度訪談、港商內銷實戰經驗的案例分析、商務考察等。隨著項目的推行，品牌局還將在香港和大連開展一連串的宣傳推廣活動，包括運用新媒體工具和多種信息介面進行「立體式」市場溝通以及舉辦一個以品牌內銷策略和實務為主題的研討會等。

品牌局於2016年4月20日舉行新聞發佈會公布活動詳情；廠商會會長李秀恒、品牌局主席黃家和、廠商會展覽服務有限公司主席戴澤良等一眾主辦機構的代表共同主持啟動儀式，宣布「大連+香港品牌節」系列活動正式展開。

## “Hong Kong Brand + Dalian” Serial Activities

In line with Hong Kong brands' recent moves to expand business frontier nationwide, the BDC is implementing the “Assisting Hong Kong Enterprises to Explore Liaodong Peninsula and Adjacent Markets through Organising ‘Hong Kong Brand + Dalian’ Serial Activities” Project (also referred to as “‘Dalian + Hong Kong Brand Festival’ Serial Activities”) under the sponsorship of the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme). With the Chinese Manufacturers' Association of Hong Kong acting as the Collaborating Organisation, this 13-month Project officially commenced on 16 March 2016.

The Project stages a large-scale brand promotional campaign supplemented by a bevy of market research activities, with a focus on Dalian City, the primary commercial hub of Northeast China and the renowned “Pearl of the North”. Under the banner of “Hong Kong Brand +”, it aims to help Hong Kong enterprises to better understand the market environment and explore business opportunities in Liaodong Peninsula and the neighbouring regions, while enhancing the collective image and market influences of Hong Kong brands through an innovative experience-based approach.

On the brand promotion dimension, the major deliverables of “Dalian + Hong Kong Brand” Project include a large-scale brand showcases, interactive demonstration kiosks and a variety of performances programmes with distinctive “Hong Kong flavours”; whereas on the market research dimension, in-depth interviews with distributors specialising in Dalian and the adjacent markets, case studies to document the real-life experience of selected Hong Kong brands in developing domestic sales, and a study tour to investigate the retail outlets in Dalian are in the pipeline. Meanwhile, an array of diversified publicity activities will be rolled out in Hong Kong and Dalian as well, including an all-around marketing communication programme leveraging new media and various information channels, as well as an experience sharing seminar with emphasis on the strategies and practices of Hong Kong brands in tapping into Mainland market.

The BDC hosted a press conference on 20 April 2016 to introduce the details and schedule of the Project to the media. CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong, CMAESL Chairman Dr Tony Tai and leaders of Organisers officiated at the kick-off ceremony and announce the commencement of the Project.



廠商會會長李秀恒（左四）、品牌局主席黃家和（右四）、廠商會展覽服務有限公司主席戴澤良（左三）、品牌局副主席吳清煥（右三）、廠商會副會長史立德（左二）、品牌局副主席沈連龍（右二）及陳國民（左一）、以及品牌局總裁梁世華（右一）主持「大連+香港品牌節」的新聞發佈會。

CMA President Dr Eddy Li (4th from left), BDC Chairman Mr Simon Wong (4th from right), CMAESL Chairman Dr Tony Tai (3rd from left), BDC Vice Chairman Mr Ng Ching Wun (3rd from right), CMA Vice President Dr Allen Shi (2nd from left), BDC Vice Chairman Dr Aaron Shum (2nd from right) and Dr Edward Chan (1st from left) and BDC Chief Executive Officer Mr Paul Leung (1st from right) officiated at the kick-off ceremony of “Dalian + Hong Kong Brand Festival”.

## 「香港品牌 • 新 • 經典」系列報章及書籍

為慶祝創辦十周年，品牌局在2014至2015年期間，圍繞「十年豐盛，一路領先」的主題舉行一系列活動，包括增設「香港服務名牌十年成就獎」、於「第49屆香港工展會」設立品牌局推廣攤位、舉辦十周年誌慶晚宴、以及出版名為「香港品牌 • 新 • 經典」的系列報導及書籍等；藉此宣揚香港品牌的驕人成就，提升本地品牌的整體形象。



作為紀念品牌局創立十周年之重要慶典活動之一，品牌局與香港經濟日報合作推出「香港品牌 • 新 • 經典」系列報章專輯，走訪了 21 間品牌局屬下「品牌選舉」的得獎企業，記錄和總結他們的奮鬥經歷、創新之道和品牌「贏」商的關鍵。專訪自2014年8月起以連載的形式定期刊登，有關內容隨後集亦結成一本同名書籍。

《香港品牌 • 新 • 經典》由香港特區政府財政司司長曾俊華先生撰寫序言；除匯集 21 個已刊登於《經濟日報》的品牌故事之外，還輯錄多位香港著名的學者和專家就品牌發展提出的精闢見解。書籍於 2015 年 8 月份出版，共發行 5,000 冊。

品牌局於8月26日假香港會議展覽中心舉行隆重的新書首發儀式及酒會，由商務及經濟發展局署理局長梁敬國、廠商會會長李秀恒、品牌局主席黃家和以及香港經濟日報副總編輯區達明主持新書首發儀式；近 100 名政府官員、學者和工商界領袖出席到賀。

## “Hong Kong Brands • New • Classic” Publications

To celebrate its 10th birthday, the BDC staged a host of events and programmes under the banner of “Leading the Way, Branding for Excellence” from the second half of 2014 to year 2015, with an eye to enhancing the profile of the Council on one hand and promoting the branding achievements of Hong Kong industries on the other. The serial celebration activities included the introduction of “Hong Kong Top Brand Ten Year Achievement Award”, setting up of BDC promotion booth at the 49th Hong Kong Brands and Products Expo, hosting of the BDC 10th Anniversary Gala Dinner and publication of a newspaper report series and a book titled “Hong Kong Brands: New • Classic”



Starting from August 2014, “Hong Kong Brands: New • Classic” serial reports were regularly published by the BDC in collaboration with the Hong Kong Economic Times. This series provided vivid documentation of the “branding for excellence” stories of 21 Award-winning brands, giving a detailed account of their development trajectories, innovation strategies and critical success factors; and these reports were then compiled into a book of the same title.

The new book “Hong Kong Brands: New • Classic” was published in mid-2015, with a circulation of 5,000 and featuring a prologue written by the Financial Secretary of HKSAR Government the Honourable John Tsang. In addition to 21 brand stories, it also collects wisdom of words in branding contributed by famous scholars and brand experts.

The BDC hosted a launching ceremony for the new book, followed by a cocktail reception on 26 August at Hong Kong Convention and Exhibition Centre. With nearly 100 guests including Government officials, scholars and business leaders, the Ceremony was officiated by Acting Secretary for Commerce and Economic Development Mr Godfrey Leung, CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong and Deputy Chief Editor of Hong Kong Economic Times Mr Teddy Au.



1. 商務及經濟發展局署理局長梁敬國致辭。  
Acting Secretary for Commerce and Economic Development Mr Godfrey Leung delivered a speech.
2. 品牌局主席黃家和致歡迎辭。  
BDC Chairman Mr Simon Wong gave welcome remarks.
3. 廠商會會長李秀恒致送感謝狀予主禮嘉賓商務及經濟發展局署理局長梁敬國。  
CMA President Dr Eddy Li presented Certificate of Appreciation to Guest-of-Honour, Acting Secretary for Commerce and Economic Development Mr Godfrey Leung.
4. 商務及經濟發展局署理局長梁敬國、廠商會會長李秀恒、品牌局主席黃家和、香港經濟日報副總編輯區達明主持《香港品牌·新·經典》新書首發儀式。  
Acting Secretary for Commerce and Economic Development Mr Godfrey Leung, CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong, Deputy Chief Editor of Hong Kong Economic Times Mr Teddy Au officiated at the book launching ceremony of "Hong Kong Brands • New • Classic".
5. 一眾嘉賓與「香港品牌·新·經典」項目的參與公司代表合照。  
Honourable Guests and representatives of participating companies of "Hong Kong Brands • New • Classic" Project posed for a group photo.
6. 主辦機構代表合照。  
Representatives of Organisers posed for a group photo.

## 展覽及產品展示

品牌局不時參加在本港及內地不同城市舉行的各種展覽會和產品展銷會，並透過設立展板和產品展示專櫃等形式，推介屬下品牌選舉的得獎者；透過這些活動展示香港品牌的整體形象，提升得獎公司的市場影響力，並為本地和外地消費者提供認識和瞭解香港品牌的窗口。

### 品牌局參與之展覽會及展示活動

(表六)

舉辦日期	活動名稱	地點	展示內容
<b>2015年</b>			
6月19日至23日	「喜•愛香港」品牌展示	天津	設立大型展區，陳列約120個香港品牌的資料及產品
9月1日至6日	香港時尚館•長春	長春	設置產品展示專櫃；展示24個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
9月17日至19日	「時尚潮流•魅力香港」品牌匯展	雅加達	設置產品展示專櫃；展示15個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
10月10日至13日	第12屆中國國際中小企業博覽會	廣州	設置攤位
10月22日至25日	第20屆澳門國際貿易投資展覽會	澳門	設立資料展板
11月9日至10日	時尚生活匯展•迪拜	迪拜	設置產品展示專櫃；展示9個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
11月20日至24日	香港時尚館•鄭州	鄭州	設置產品展示專櫃；展示24個「香港名牌標識計劃」核准品牌及「香港新星品牌選舉」得獎品牌的產品
12月12日至2016年1月4日	第50屆香港工展會	香港	設立資料展板；網站宣傳
<b>2016年</b>			
1月30日至2月7日	香港貿易發展局設計廊展示	香港	展示2015年「品牌選舉」得獎品牌的產品及資料
2月2日	2015年香港名牌選舉及香港服務名牌選舉、香港新星品牌選舉及香港新星服務品牌選舉頒獎典禮暨慶祝晚宴	香港	設立大型展板介紹43個得獎品牌資料

### 時尚生活匯展•雅加達及迪拜

香港貿易發展局分別於2015年9月17至19日及2015年11月9至10日舉辦「時尚生活匯展•雅加達」及「時尚生活匯展•迪拜」，協助香港工商界開拓東盟及中東市場。

為推動業界發掘和把握「一帶一路」的商機，品牌局於這兩個展覽設立了推廣攤位，陳列部份「香港名牌」及「香港新星品牌」得獎者的產品，向當地商家和消費者介紹香港的特色產品和優秀品牌。

## Exhibitions and Product Showcases

The BDC regularly takes part in various exhibitions held in Hong Kong, China's major cities and overseas; and promotes the winners of the brand awards through display boards and product showcases. Such promotional activities help to boost the collective image of Hong Kong brands, while providing a window for consumers, both locally and overseas, to know more about Hong Kong brands.

### BDC's Presence in Exhibitions and Showcases

(Table 6)

Period	Event	Location	Promotion Activity
<b>Year 2015</b>			
19 to 23 June	"Lovely • Loving Hong Kong" Showcase Gallery	Tianjin	Exhibition Zone to display products of about 120 Hong Kong brands
1 to 6 September	Style Hong Kong Pavilion in Changchun	Changchun	Display board and product showcase (for 24 registered brands of "Top Mark Scheme" and winners of Hong Kong Emerging Brand Awards)
17 to 19 September	In Style • Hong Kong Expo	Jakarta	Display board and product showcase (for 15 registered brands of "Top Mark Scheme" and winners of Hong Kong Emerging Brand Awards)
10 to 13 October	The 12 <sup>th</sup> China International SMEs Fair	Guangzhou	Promotional booth
22 to 25 October	Macau International Trade and Investment Fair	Macau	Display board
9 to 10 November	Lifestyle Expo in Dubai	Dubai	Display board and product showcase (for 9 registered brands of "Top Mark Scheme" and winners of Hong Kong Emerging Brand Awards)
20 to 24 November	Style Hong Kong Pavilion in Zhengzhou	Zhengzhou	Display board and product showcase (for 24 registered brands of "Top Mark Scheme" and winners of Hong Kong Emerging Brand Awards)
12 December to 4 January, 2016	The 50 <sup>th</sup> Hong Kong Brands and Products Expo	Hong Kong	Display board; internet promotion
<b>Year 2016</b>			
30 January to 7 February	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Product showcase and information display (for winners of 2015 Awards)
2 February	2015 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	Hong Kong	Large-scale display board (for 43 winners of the 2015 Awards)

### Lifestyle Expo in Jakarta & Dubai

The Hong Kong Trade Development Council organised "Lifestyle Expo in Jakarta" and "Lifestyle Expo in Dubai" from 17 to 19 September 2015 and from 9 to 10 November 2015 respectively, bringing Hong Kong companies to the ASEAN and Middle East markets.

To assist Hong Kong brands to seize business opportunities arising from China's "Belt and Road Initiative", the BDC set up promotional booths in the two exhibitions and showcased products of selected winning brands of "Hong Kong Top Brand" and "Hong Kong Emerging Brand".

# 回顧 Review



於天津舉辦的「喜•愛香港」品牌展示區匯集近120個香港品牌。  
"Lovely • Loving Hong Kong" Showcase Gallery assembled nearly 120 Hong Kong brands in Tianjin.



品牌局帶領「香港名牌」及「香港新星品牌」得獎公司參加由香港貿易發展局舉辦的「香港時尚館•長春」、「時尚潮流•魅力香港」品牌匯展(雅加達)、「時尚生活匯展•迪拜」及「香港時尚館•鄭州」, 並進行產品展示。

Under the coordination of the BDC, selected Awardees of "Hong Kong Top Brand" and "Hong Kong Emerging Brand" showcased their products at "Style Hong Kong Pavilion in Changchun", "In Style • Hong Kong Expo (Jakarta)", "Lifestyle Expo in Dubai" and "Style Hong Kong Pavilion in Zhengzhou" organised by the Hong Kong Trade Development Council.



2015年「香港名牌選舉」及「香港服務名牌選舉」於第50屆「香港工展會」進行公眾投票。  
2015 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 50th Hong Kong Brands and Products Expo.

2015年「品牌選舉」得獎公司的產品和資料於「設計廊」展出。  
Products and information of the winners of 2015 Awards were displayed at the Design Gallery.



## 交流與互動

品牌局透過參與本港和內地的論壇、交流會、聯誼活動以及接洽來自國內和海外的訪問團等渠道，積極與各地政府和工商組織保持聯繫，就品牌發展互換意見和探討合作。

### 品牌局參與之交流活動

(表七)

舉辦日期	內容主題	地點	品牌局角色
<b>2015年</b>			
6月15日至20日	「天津香港品牌節」之「焦點小組座談會」	保定及天津	主辦
6月22日	香港中小型企業總商會「19周年晚宴暨第11屆理事會就職典禮」	香港	出席
9月9日	香港表廠商會「第47屆會董會就職典禮」	香港	出席
11月2日	工業貿易署中小企業支援與諮詢中心新址開幕禮	香港	出席
11月6日	香港品質保證局「香港葡萄酒註冊計劃啟動儀式暨第七屆『葡萄酒儲存管理體系認證』計劃證書頒授典禮」	香港	支持機構
11月26日	香港珠寶製造業廠商會「第14屆執行理事會就職典禮及27周年晚宴暨珠寶小姐總決賽」	香港	出席
11月30日至12月5日	香港設計中心「設計營商周2015」	香港	支持機構
12月3日	香港餐飲聯業協會「首屆香港餐飲聯業展開幕儀式及晚宴」	香港	出席
12月3日至5日	香港貿易發展局「國際中小企博覽」、「設計及創新科技博覽」	香港	支持機構
12月4日	香港工業總會、香港生產力促進局、珠三角工業協會「第14屆香港珠三角工商界合作交流會」	江門	支持機構
12月7日	香港出口商會「2015年誌慶鑽禧暨迎聖誕午宴」	香港	出席
12月18日	香港模具及產品科技協會「十周年誌慶暨2015-2017年度理事會就職典禮」	香港	出席
<b>2016年</b>			
1月23日至24日	廠商會毛皮加工及製品業委員會「品牌・時尚・創意」皮草時裝展銷會	香港	支持機構
2月29日	創意創業會「跨產業『創』+『造』配對計劃2016：創造商贏」活動交流與簡介會	香港	支持機構
4月19日	香港中小企品牌發展分享暨「冠玲瓏」創健力士世界紀錄殊榮慶祝酒會	香港	合辦機構
5月10日	「寧夏民營企業領導力與品牌傳播力研修班」代表團訪會	香港	接待訪問團



2015年「品牌選舉」頒獎典禮會場設有大型的得獎品牌資料板。

Large Information boards were set up at the venue of 2015 Awards Presentation Ceremony.

## Exchanges and Networking

The BDC actively maintains links with governments, industrial organisations and enterprises in Hong Kong, Mainland and overseas, through attending forums, participating in social gatherings and exchange programmes, receiving delegations, and other channels.

### BDC on Exchange Programmes

(Table 7)

Date	Activity	Location	Role of BDC
<b>Year 2015</b>			
15 to 20 June	Focus Groups of “Tianjin Hong Kong Brand Festival”	Baoding and Tianjin	Organiser
22 June	“Annual Dinner cum the 11 <sup>th</sup> General Committee Inaugural Ceremony” by The Kong General Chamber of Small and Medium Business	Hong Kong	Participant
9 September	“The 47 <sup>th</sup> Committee Inaugural Ceremony” by Hong Kong Watch Manufacturers Association	Hong Kong	Participant
2 November	“Opening Ceremony for Relocation of Support and Consultation Centre for SMEs” by Trade and Industry Department, HKSAR Government	Hong Kong	Participant
6 November	“Hong Kong Wine Registration Scheme Kick-off Ceremony cum Wine Storage Management Systems Certificate Presentation Ceremony” by Hong Kong Quality Assurance Agency	Hong Kong	Supporting Organisation
26 November	“The 14 <sup>th</sup> Executive Director Committee Inaugural Ceremony and Annual Dinner cum Miss Jewelry Hong Kong Pageant Final” by Hong Kong Jewelry Manufacturers’ Association	Hong Kong	Participant
30 November to 5 December	“Business of Design Week” by Hong Kong Design Centre	Hong Kong	Supporting Organisation
3 December	“HKFORT Trade Fair Kick-off Ceremony and Dinner” by Hong Kong Federation of Restaurants & Related Trades	Hong Kong	Participant
3 to 5 December	“World SME Expo” and “Inno Design Tech Expo” by HKTDC	Hong Kong	Supporting Organisation
4 December	“Hong Kong - PRD Industrial Promotion Networking Meeting” by Federation of Hong Kong Industries, Hong Kong Productivity Council and PRD Council	Jiangmen	Supporting Organisation
7 December	“The 60 <sup>th</sup> Anniversary cum Christmas Luncheon” by Hong Kong Exporters’ Association	Hong Kong	Participant
18 December	“The 10 <sup>th</sup> Anniversary cum 2015-2017 General Committee Inaugural Ceremony” by Hong Kong Mould & Product Technology Association	Hong Kong	Participant
<b>Year 2016</b>			
23 to 24 January	“Fur Fashion Sale” by CMA Fur Processing & Accessories	Hong Kong	Supporting Organisation
29 February	“Showcasing Creative Works to Inspire Cross Industry Matching in Commercial Applications 2016: Match-To-Win” by Innovative Entrepreneur Association	Hong Kong	Supporting Organisation
19 April	Hong Kong SME Brand Development Sharing & Coronet’s Achievement of the Second Guinness World Records Celebration Reception	Hong Kong	Co-organiser
10 May	Meeting with the Delegation of Ningxia Private Enterprises	Hong Kong	Receiving Delegation



「香港中小企品牌發展分享暨冠玲瓏創力士世界紀錄殊榮慶祝酒會」由商務及經濟發展局局長蘇錦樑、廠商會會長李秀恒、品牌局主席黃家和、「冠玲瓏」總裁沈運龍、荷里活巨星 Mr Jermaine Jackson 主禮。

Secretary for Commerce and Economic Development Hon Gregory So, CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong, Coronet's President Dr Aaron Shum and Hollywood Superstar Mr Jermaine Jackson officiated at the Hong Kong SME Brand Development Sharing & Coronet's Achievement of the Second Guinness World Records Celebration Reception.



由大公國際傳媒學院組織寧夏民營企業赴港交流團到訪品牌局，雙方就品牌發展的議題交換意見。

A delegation of Ningxia Private Enterprises organised by Ta Kung International Media College visited the BDC to exchange views on brand development.



品牌局於保定市及天津市舉辦「焦點小組座談會」，瞭解當地分銷商及市民對香港品牌的看法。

The BDC organised focus groups in Baoding City and Tianjin to understand the perception on Hong Kong brands of local distributors and citizens.

## 2015《香港名牌巡禮》

《2015香港名牌巡禮》於2015年7月出版，合共368頁；以中英對照、圖文並茂的形式，將近200個香港原創品牌的資料和成功經驗集結成書，同時亦翔實記載了「香港名牌選舉」、「香港服務名牌選舉」和「香港新星品牌選舉暨香港新星服務品牌選舉」的歷史沿革和最新發展。自2003年創刊以來，《香港名牌巡禮》已是第十三次出版。



《2015香港名牌巡禮》共發行3,500冊；除各得獎公司惠存之外，還寄予超過700個政府部門、各國駐港領事館、酒店、學校、報館、工商團體及社會知名人士；並利用本港及國內展覽會、訪問團及其他推廣活動，向國內及海外的機構和人士派發。

## 官方網站

品牌局官方網站(www.hkbrand.org)是品牌局向公眾介紹各項工作和服務的重要渠道，亦是推廣香港品牌的一個專門的網上平台；其主要內容包括「關於品牌局」、「品牌局活動」、「品牌選舉」、「認證計劃」、「名牌巡禮」、「品牌資源中心」、「會員服務」等。

配合「天津香港品牌節」等「BUD」資助項目的開展，品牌局網站在「品牌資源中心」內設立專門網頁，發佈系列活動的信息，並上載品牌展示區參展品牌的資料以及項目的其他成果。

此外，《香港名牌巡禮2015》的電子版本亦上載於網站的「名牌巡禮」欄目，透過互聯網進一步向海內外的商家與消費者宣傳香港的優秀品牌。

## The Parade of Hong Kong Top Brands 2015

The 2015 edition of “The Parade of Hong Kong Top Brands” was published in July 2015. This 368-page bilingual booklet collected the information and success stories of about 200 Hong Kong brands; and it on the other hand is the official publication of Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, giving a comprehensive account of the Awards’ history and latest developments. Making debut in 2003, “The Parade” was in its 13<sup>th</sup> edition.

With a circulation volume of 3,500, the publication was distributed to over 700 organisations, including Government departments, chambers, associations, media, universities and consulates; and it also stepped up presence in exhibitions and other events held in Hong Kong, Mainland China and overseas.

## BDC Website

The BDC official website (www.hkbrand.org) is an important channel to update the public of the Council’s activities and services, while serving as a unique online platform for promoting Hong Kong brands. The website provides rich and versatile information through several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, and “Top Brand Gallery”, “Brand Resource Centre” and “Member Service”.

As an online promotional avenue for the “Tianjin Hong Kong Brand Festival” and other BUD funding projects, dedicated sub-sections have been created under the “Brand Resource Centre” to provide updates of the serial activities, and to host the details of brands participating in the showcase gallery as well as other deliverables of the Projects.

Besides, the electronic version of “The Parade of Hong Kong Top Brands 2015” was uploaded onto the BDC website under the column of “Top Brand Gallery”, in an attempt to extend the promotion coverage to overseas business communities and consumers via Internet.



## 會務活動 Council Activities

### 2015 會員大會

品牌局於2015年9月23日假廠商會會議廳舉行周年大會，由品牌局主席黃家和擔任大會主席並致辭；出席會議者包括品牌局理事及會員公司代表等近20人。

黃家和主席回顧了品牌局在過去一年的多項主要工作，包括協助香港品牌拓展中國內銷市場以及加強品牌研究與教育等。大會並一致通過財務報告及理事會和核數師報告，以及續聘吳焯仁執業會計師擔任品牌局核數師。

### 委員會工作

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管商務經濟的政府官員擔任名譽贊助人和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」、「財務委員會」等工作委員會。

為了促進行業的品牌發展，品牌局設立多個行業小組，包括「批發及零售業小組」、「製造業小組」、「飲食業小組」、「專業服務業小組」、「香港時尚小組」以及「非牟利機構小組」，分別由白富鴻理事、劉健華理事、謝寶達理事、李慧芬理事、王象志理事以及黃偉雄理事出任召集人；行業小組致力於研究促進各行各業發展品牌的策略。

### 2015 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 23 September 2015. Mr Simon Wong, the BDC Chairman was the Chairman of AGM. In his speech, he reviewed the major work of the BDC in the last year, including assisting local brands to explore the domestic market of Mainland China and strengthening brand research and education.

The AGM resolved that the Statement of Accounts of the Council and Reports of the General Committee and Auditors be received and Mr Ng Cheuk Yan be re-appointed as the Auditor. About 20 General Committee members and registered representatives of member companies attended the meeting.

### Work of Committees

The BDC is established on the principle of “Market leads, Government facilitates, Community supports”. The Council has invited Government officials as Honorary Patrons and Honorary Advisors, and it has a General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academics, and professional services. Besides, several working committees including “Hong Kong Top Brand Assessment Board”, “Technical Advisory Committee”, “Promotion and Advocacy Committee”, and “Finance Committee” have been set up as the operational arms to carry out the Council’s various initiatives.

The Fifth General Committee has set up six industrial sub-committees to study the strategic directions for fostering the brand development for selected sectors, including wholesale & retail, manufacturing, food & catering, professional service, stylish Hong Kong and Non-profit Organisations (NPO), with Mr Frank Pak, Dr Kevin Lau, Mr Tse Po Tat, Ms Stella Lee, Mr Thomas Wong and Mr Addy Wong being the Convenors.



會員公司代表於2015年度會員大會上合照。

Representatives of BDC Members posed for a group photo at 2015 AGM.

## 理事會

理事會為品牌局的決策和管理機構，負責對品牌局的活動制定方向性指引，並對香港品牌的整體發展策略和推進措施進行研究；理事會監察品牌局的日常運作並協調屬下各委員會的工作。

理事會現任主席為黃家和；於2015年9月23日及2016年4月12日舉行了會議，就申請「發展品牌、升級轉型及拓展內銷市場的專項基金」的項目等進行討論。



品牌局召開第五屆理事會第二次會議。  
The BDC convened the second meeting of the 5th General Committee.

## 常務理事會及財務委員會

品牌局設立由主席、副主席、總裁組成的常務理事會。常務理事會受理事會委託推行管理、督導及其他工作；常務理事會現任主席為黃家和。

財務委員會的職能是指導及監察品牌局的財務工作，研究改善品牌局長遠財務狀況的策略。財務委員會由品牌局副主席沈運龍兼任主席。

常務理事會和財務委員會在2015年4月12日舉行了聯席會議，審議品牌局2016年度財政收支概算。

## 香港名牌評審委員會

香港名牌評審委員會負責組織品牌選舉和其他與品牌有關的獎勵項目，推行「香港名牌標識計劃」，並對主辦之獎項和認證計劃屬下的企業實施監管和管理；委員會亦負責「香港名牌標識使用准許證」的日常審批和簽發工作。

香港名牌評審委員會現任主席由品牌局主席黃家和兼任。委員會擔任2015年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於2015年11月18日完成四個「選舉」入圍品牌的遴選工作。委員會亦於2016年4月18日舉行會議，就2016年「名牌選舉」的日程安排以及調整「香港名牌標識計劃」擴大核准範圍之收費標準、加強對贈品的審核要求等進行討論。

## General Committee

The General Committee is the governing body of the Council, which provides guidance on the developmental directions of the Council and also looks into the overall strategy and policies related to the development of Hong Kong brands. The General Committee supervises the operation of the Council and coordinates the work of sub-committees.

Currently chaired by the BDC Chairman Mr Simon Wong, the General Committee held meetings on 23 September 2015 and 12 April 2016 to study projects submitted to apply for the BUD Fund.

## Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman, Vice Chairmen and the CEO. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Mr Simon Wong is the Chairman of the Executive Committee.

The Finance Committee is set up to advise on and monitor over the financial affairs of the BDC, and to study on the strategies for improving the Council's financial soundness in the long run. It is chaired by the BDC Vice Chairman Dr Aaron Shum.

Executive General Committee and Finance Committee held a joint meeting on 12 April 2016 to approve the 2016 financial budget of the Council.

## Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organising brand awards and other brand-related recognition programmes, implementing Hong Kong Top Brand Mark Scheme, and monitoring over the awardees and licensees thereof. Besides, it is the issuing body of the Hong Kong Top Brand Mark License.

The Board is currently chaired by the BDC Chairman Mr Simon Wong. It acted as the Preliminary Judging Panel of the 2015 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 18 November 2015. The Committee also held a meeting on 18 April 2016 to discuss the schedule and arrangements for 2016 Brand Awards, and also review the assessment requirements on souvenirs and the fees for extending the certification scope of the "Hong Kong Top Brand Mark Scheme".

## 技術顧問委員會

技術顧問委員會就品牌選舉的評審標準和認證計劃提供技術指導；亦致力促進品牌局與學術、專業服務等界別的聯繫和合作。

技術顧問委員會由品牌局副主席陳國民兼任主席，委員主要是來自工商、學術、法律、設計、檢測等界別的專業人士。委員會於2016年8月19日舉行了會議，就個別公司參加「品牌選舉」的資格進行研究，並討論了過往得獎品牌於品牌局宣傳資料上的表述方法。

## 推廣與宣傳委員會

推廣與宣傳委員會的職能是提升業界與公眾的品牌意識，協助香港品牌在本地、內地和國際市場的發展，宣傳品牌局的宗旨和活動，以及加強與其他品牌促進機構的聯繫。同時，委員會亦負責指導會員的招募、管理及服務工作。

推廣與宣傳委員會由品牌局副主席吳清煥兼任主席。委員會於2015年12月10日舉行了會議，討論2015年「品牌選舉」頒獎典禮暨慶祝晚宴的具體安排；在2016年5月16日的會議上，委員會審議了品牌局2016年的各項重要活動的宣傳計劃，並就2016年「品牌選舉」頒獎典禮的工作方案進行討論。

## 行業小組

由黃偉雄理事出任召集人的「非牟利機構小組」於2015年7月15日舉行會議，就如何推展小組的工作及如何鼓勵非牟利機構參加「品牌選舉」等進行討論。

## 會員招募

會員網絡是品牌局倡導和推行其創立理念的重要基礎，更是品牌局聯繫業界、服務業界必不可少的介面。

品牌局歡迎任何認同品牌局理念、支持香港品牌發展的公司及機構加入成為公司會員或贊助會員。自2005年8月成立以來，已有350多家公司成為品牌局的公司會員。

## Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification schemes, and it is also devoted to fostering the communications and cooperation between the Council and academics, professionals and other sectors.

Currently chaired by the BDC Vice Chairman Dr Edward Chan, the Committee is made up of domain experts who are industrialist, academic, legal expert, designer and other professionals. The Committee held a meeting on 19 August 2016 to study cases related to the eligibility of entries for the Brand Awards and review the presentation of past Awardees on BDC's promotional materials.

## Promotion and Advocacy Committee

The Promotion and Advocacy Committee is set up to raise the brand awareness among the industries and the general public, to facilitate local brands' development in domestic, Mainland and overseas markets, to promote the objective and activities of the Council, and to enhance liaisons and cooperation with other brand-facilitating organisations. Besides, it also provides guidance on memberships affairs such as recruitment, administration and services.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 10 December 2015 to discuss the logistic arrangements for Gala Dinner. The Committee also held a meeting on 16 May 2016 to endorse the promotional programmes of the Council's major activities in 2016 and discuss the implementation plan of 2016 Gala Dinner.

## Industrial Sub-Committee

Led by Mr Addy Wong, the Non-profit Organisations Sub-committee held a meeting on 15 July 2015 to discuss the Sub-committee's scope of work and exchange views on how to encourage Non-profit Organisations to participate in the Brand Awards.

## Member Recruitment

Membership is not only an important base for the BDC to advocate and implement its founding missions, but also constitutes an indispensable interface for the Council to connect and serve the industries.

The BDC welcomes all companies and organisations in sympathy of our objectives to become Corporate Members or Associate Members. Since the establishment in August 2005, the BDC has admitted over 350 Corporate Members.



# 會員福利

## Member Benefits

### 入會資格

凡持有香港商業登記證明的公司，或已向香港特區政府相關主管當局註冊的工商社會團體，均有資格申請成為香港品牌發展局之公司會員。境外註冊之公司或工商社會團體，可申請為贊助會員。

### 會員福利

公司會員有權參加品牌局的會員大會，擁有投票表決權。公司會員及贊助會員均可尊享多元化的服務，包括：

- 利用品牌局的平台，就品牌發展的政策和相關事宜表達意見。
- 參與品牌局在香港、內地和海外舉辦的展覽、產品展示和市場推廣活動。
- 以會員優惠價或免費（特定活動）參加研討會、培訓課程、營商考察團等。
- 接受品牌方面的最新資訊。
- 分享品牌局所推行之研究和發展項目的成果。
- 使用品牌局構建之品牌發展支援體系，例如專家庫、免費諮詢、顧問引介服務等。
- 免費取得品牌局的刊物，包括《香港名牌巡禮》、《年報》、會員通告及電郵簡訊等。
- 羅列公司簡介於品牌局官方網站。
- 依託品牌局的網絡，開展業界間的商業配對、合作、交流、聯誼與互惠活動。
- 享有廠商會之團體會員優惠，例如培訓、保險服務費用折扣等。

### Membership Eligibility

Any company holding a Hong Kong Business Registration Certificate or any association having been registered with the relevant Government authority shall be eligible to apply for being admitted as a Corporate Member of the Hong Kong Brand Development Council. Companies or associations incorporated outside Hong Kong could apply for being admitted as Associate Members.

### Member Benefits

Corporate Members have the right to attend and vote at general meetings of the BDC. All Members can enjoy a bevy of privileges:

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities organised by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programmes, business study trips and other activities at a discounted rate or free-of-charge (for specified events).
- Acquire updated information on branding.
- Share findings of research and development projects conducted by the BDC.
- Get access to brand development supporting facilities established by the BDC, e.g. brand expert database, free consultancy, and consultant referral services.
- Receive free publications, including "The Parade of Hong Kong Top Brands", "Annual Report", member circular, e-mail broadcast, etc.
- Upload company information on the BDC's official website.
- Leverage the BDC's network to facilitate business matching, experience sharing, strategic alliance, inter-company liaison and mutually preferential arrangements.
- Enjoy benefits entitled to CMA Group Members, such as discounts on training and insurance services.





## 香港品牌發展局 Hong Kong Brand Development Council

香港品牌發展局(品牌局)是由香港中華廠商聯合會(廠商會)牽頭成立的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提升香港品牌和產品的知名度、弘揚原創精神、構築有利於品牌發展的社會環境、以及促進品牌方面的企業的交流、聯誼和國際合作。

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管工商及經濟的政府官員擔任名譽贊助人和顧問，理事會的成員來自工商、學術、專業服務等廣泛的界別；並設有「香港名牌評審委員會」、「技術顧問委員會」、「推廣與宣傳委員會」及「財務委員會」等工作委員會和專責秘書處。

品牌局從全局性層面和戰略的高度探索、倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。

除了積極敦促、協助政府政策的制定和執行之外，品牌局亦活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，包括：每年主辦「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」和「香港新星服務品牌選舉」，並協助策劃其他名牌評審與比賽，藉以表彰先進，樹立借鑒典範和參照基準；推行「香港名牌標識計劃」和「香港製造標識計劃」，透過規範化的審核和准許證制度，開創品牌相關認證之先河；帶領企業參加本港、國內和海外的展覽和推廣活動，包括在國內不同城市舉辦「香港品牌節」系列活動；定期舉辦「中小企品牌群策營」，為有志發展品牌的中小企業提供一個知識轉移、經驗分享、加強聯絡的平台；並推行研究計劃、培訓項目、觀摩與交流活動，扶植後起之秀，倡導「建品牌、創名牌」的行業風尚；透過加強公眾宣傳和教育，增進消費者的品牌意識，培養「重視品牌、保護品牌」的社會氛圍。

全球一體化和知識經濟的崛起，催谷了「品牌時代」的來臨，品牌策略已越來越成為企業賴以維持競爭力的不二法門。香港品牌發展局將引領業界身體力行，立品創名，打造「香港製造、香港原創」的金漆招牌，推動香港成為名牌薈萃之都。

Initiated by the Chinese Manufacturers' Association of Hong Kong, the Hong Kong Brand Development Council is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. It is committed to promoting Hong Kong brands and products, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to brand development.

The Council is established on the principle of "Market Leads, Government Facilitates, Community Supports". Apart from having invited Government officials as Honorary Patrons and Honorary Advisors, the Council has a prestigious General Committee whose membership comprises representatives from a variety of sectors, such as manufacturing, commerce, academic, and professional services. A devoted secretariat and several working committees including "Hong Kong Top Brand Assessment Board", "Technical Advisory Committee", "Promotion and Advocacy Committee", and "Finance Committee" have been set up as the operational arms to carry out the Council's various initiatives.

The Council has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a coordinator for the branding efforts of local organisations. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, incubation, promotion, research, exchanges and international cooperation.

Besides hosting the renowned brand awards like "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards" and "Hong Kong Emerging Service Brand Awards", the Council also provides assistance to other brand competitions or prizes, in an attempt to identify role models and set up best-practice benchmark in branding. It is the organiser of the "Hong Kong Top Brand Mark Scheme" and "Made in Hong Kong Mark Scheme", which, as the first of their kinds, have blazed the trail of brand-related certification based on well-structured assessment and licensing system.

In order to enhance the profile of Hong Kong brands, the Council has been actively participating in various exhibitions, product showcases, and other promotional events, domestically and overseas. Serial projects under the banner of "Hong Kong Brand Festival" have been staged in different cities in the Mainland. It organises "SME Branding Club" regularly, in an attempt to foster brand-building culture among local SMEs and to build up an interactive platform for knowledge transfer, experience sharing and networking among companies aspiring for brand development. Furthermore, a number of training, research, study, and exchange programmes as well as public education campaigns have been rolling out under the Council's aegis, as part of its efforts to step up brand awareness among local enterprises and the public in general.

The tidal wave of globalisation, coupled with the rise of knowledge economy, has ushered in a "brand era", where brand-building is becoming a must strategy for an organisation to stay competitive. Hand in hand with our industries, the Hong Kong Brand Development Council is devoted to promoting "Made by Hong Kong, Originated from Hong Kong" as a world-class label and developing Hong Kong into a star-studded brands hub.

# 附件 Appendices

## 屬下委員會 Sub-Committees

### 香港名牌評審委員會 Hong Kong Top Brand Assessment Board

#### 主席 Chairman :

黃家和 Mr Simon K W Wong, JP

#### 副主席 Vice Chairmen :

吳清煥 Mr Ng Ching Wun  
沈運龍 Dr Aaron W L Shum  
陳國民 Dr Edward K M Chan

#### 委員 Committee Members :

盧金榮 Dr Lo Kam Wing, JP  
蔡志婷 Ms Eva C T Choy  
盧毓琳 Mr Lo Yuk Lam  
李慧芬 Ms Stella W F Lee  
孫榮良 Mr Warren Y L Sun  
梁啟洲 Mr Michael Liang  
周紹榮 Mr Joseph S W Chow  
梁兆賢 Mr Jackson S Y Leung  
陳家偉 Mr Calvin K W Chan  
黃偉鴻 Dr Ellis W H Wong

### 技術顧問委員會 Technical Advisory Committee

#### 主席 Chairman :

陳國民 Dr Edward K M Chan

#### 技術顧問 Technical Advisors :

吳宏斌 Dr Dennis Ng, BBS, MH  
劉健華 Dr Kevin K W Lau, JP  
鄭偉雄 Mr Thomson Cheng  
盧永強 Mr David Lo  
曾慶才 Dr Albert Tsang  
譚沛灝 Dr Nicholas Tam  
陸定光 Dr Sherriff Luk  
周紹榮 Mr Joseph S W Chow  
林俊康 Mr Dominic Lam

### 行業小組委員會 Industrial Sub-Committees

批發及零售業小組召集人 Convenor of Wholesale & Retail Sub-Committee  
製造業小組召集人 Convenor of Manufacturing Sub-Committee  
飲食業小組召集人 Convenor of Food & Catering Sub-Committee  
專業服務業小組召集人 Convenor of Professional Service Sub-Committee  
香港時尚小組召集人 Convenor of Stylish Hong Kong Sub-Committee  
非牟利機構小組召集人 Convenor of Non-Profit Organisations Sub-Committee

### 財務委員會 Finance Committee

#### 主席 Chairman :

沈運龍 Dr Aaron W L Shum

#### 委員 Committee Members :

黃家和 Mr Simon K W Wong, JP  
吳清煥 Mr Ng Ching Wun  
陳國民 Dr Edward K M Chan  
梁世華 Mr Paul S W Leung, SBS

### 推廣與宣傳委員會 Promotion and Advocacy Committee

#### 主席 Chairman :

吳清煥 Mr Ng Ching Wun

#### 顧問 Advisors :

史立德 Dr Allen L T Shi, MH, JP  
沈運龍 Dr Aaron W L Shum  
陳國民 Dr Edward K M Chan

#### 委員 Committee Members :

楊華勇 Mr Johnny Yu, JP  
吳國安 Mr Dennis K O Ng  
張呈峰 Mr Cheung Ching Fung  
鄧錦添 Dr Tang Kam Tim  
王象志 Mr Thomas C C Wong  
丘偉基 Mr Tony Hugh  
白富鴻 Mr Frank F H Pak, JP  
何偉權 Mr Ho Wai Kuen  
符策雄 Mr Fu Chak Hung  
駱百強 Mr Robert P K Lok  
黃偉雄 Mr Addy W H Wong, MH  
吳秋全 Mr Charles C C Ng  
謝寶達 Mr Tse Po Tat  
郭勇維 Mr Garic Y W Kwok  
林國興 Mr Wilfred K H Lam, JP, BH

白富鴻 Mr Frank F H Pak, JP  
劉健華 Dr Kevin K W Lau, JP  
謝寶達 Mr Tse Po Tat  
李慧芬 Ms Stella W F Lee  
王象志 Mr Thomas C C Wong  
黃偉雄 Mr Addy W H Wong, MH

## 會員名錄 Directory of BDC Members

- 大中實業股份有限公司  
Dah Chung Industrial Co Ltd
- 雅田實業有限公司  
Artin Industrial Co Ltd
- YGM 貿易有限公司  
YGM Trading Ltd
- 香港生產力促進局  
Hong Kong Productivity Council
- 香港貿易發展局  
Hong Kong Trade Development Council
- 力勁機械國際有限公司  
L.K Machinery International Ltd
- 漢生堂藥業有限公司  
Han Sheng Tang Herbal Technologies Co Ltd
- 古珀行珠寶有限公司  
Aaron Shum Jewelry Ltd
- 美昌玩具製品廠有限公司  
May Cheong Toy Products Fty Ltd
- 三友實業(集團)有限公司  
Sanyu Industrial (Holdings) Co Ltd
- 寶星首飾廠有限公司  
Polaris Jewellery Manufacturer Ltd
- 諾天時有限公司  
Time Mission Ltd
- 金百加發展有限公司  
Kampery Development Ltd
- MCL 品牌顧問有限公司  
Maxi Communications Ltd
- 恒通資源有限公司  
Hang Tung Resources Ltd
- 其士國際集團有限公司  
Chevalier International Holdings Ltd
- 南洋兄弟煙草股份有限公司  
Nanyang Brothers Tobacco Co Ltd
- 雅芳婷集團有限公司  
A-Fontane Groups Ltd
- 余仁生(香港)有限公司  
Eu Yan Sang (HK) Ltd
- 南順(香港)有限公司  
Lam Soon (HK) Ltd
- 四洲貿易有限公司  
Four Seas Mercantile Ltd
- 新順福食品有限公司  
Sun Shun Fuk Foods Co Ltd
- 香港天廚有限公司  
The Tien Chu (HK) Co Ltd
- 合興集團有限公司  
Hop Hing Holdings Ltd
- 德國寶(香港)有限公司  
German Pool (HK) Ltd
- 福田科技有限公司  
Fook Tin Technologies Ltd
- 龍發製藥(香港)有限公司  
Long Far Herbal Medicine Mfg (HK) Ltd
- 六福集團(國際)有限公司  
Luk Fook Holdings (International) Ltd
- 捷榮咖啡有限公司  
Tsit Wing Coffee Co Ltd
- 錦興粉麵食品有限公司  
Kam Hing Noodles Food Co Ltd
- 震歐線衫廠有限公司  
Chun Au Knitting Factory Ltd
- 香港米聯企業有限公司  
H.K. Rice Merchants Enterprises Ltd
- 新海洋塑膠工業(香港)有限公司  
New Ocean Industrial (HK) Co Ltd
- 關東百源堂(靈藥德興堂)聯合藥廠有限公司  
Kwan Tung Pak Yuen Tong (Ling Yok Tack Hing Tong) Union  
Medicine Factory Ltd
- 威信珠寶有限公司  
Wilson Designs & Jewellery Ltd
- 豐葉電器製造廠有限公司  
Fung Yip Electrical Manufacturing Ltd
- 日昇實業有限公司  
Sunnex Products Ltd
- 三生中藥廠有限公司  
Sam Seng Herbal Pharmaceutical Co Ltd
- 榮華食品製造業有限公司  
Wing Wah Food Manufactory Ltd
- 威馬企業有限公司  
Goodway Electrical Enterprise Ltd
- 大南玩具實業有限公司  
Tai Nam Industrial Co Ltd
- 李錦記有限公司  
Lee Kum Kee Co Ltd

# 附件

## Appendices

燕之家燕窩專門店有限公司  
Home of Swallows Ltd

官燕棧國際有限公司  
Imperial Bird's Nest International Co Ltd

喜居樂有限公司  
Hekura Co Ltd

JMI精美工業有限公司  
Jing Mei Industrial Ltd

大班麵包西餅有限公司  
Tai Pan Bread & Cakes Co Ltd

美心食品有限公司  
Maxim's Caterers Ltd

莎莎國際控股有限公司  
Sa Sa International Holdings Ltd

信達企業有限公司  
Shun Tat Enterprises Ltd

康泰旅行社有限公司  
Hong Thai Travel Services Ltd

香港中國旅行社有限公司  
China Travel Service (HK) Ltd

鏞記酒家集團有限公司  
Yung Kee Restaurant Group Ltd

韓泰麗蔘(集團)有限公司  
Hong Tai Ginseng (Group) Co Ltd

中原地產代理有限公司  
Centaline Property Agency Ltd

芝柏婚禮殿堂  
GP Wedding

金瓶實業有限公司  
Golden Cup Industries Ltd

嘉頓有限公司  
The Garden Co Ltd

鴻福堂集團有限公司  
Hung Fook Tong Holdings Ltd

雅琪塑膠機器製造廠有限公司  
Akei Plastic-Machine Mfy Ltd

鱷魚恤有限公司  
Crocodile Garments Ltd

天泰良友清潔用品有限公司  
Tin Tai Leung Yao Cleaning Supplies Ltd

偉邦物業管理有限公司  
Well Born Real Estate Management Ltd

皇室實業有限公司  
Majestic Industry Ltd

香港復康會  
The Hong Kong Society for Rehabilitation

美國冒險樂園有限公司  
Jumpin Gym USA Ltd

大昌貿易行有限公司  
Dah Chong Hong Ltd

卓悅控股有限公司  
Bonjour Holdings Ltd

阿波羅雪糕有限公司  
Appolo Ice-cream Co Ltd

活力健國際有限公司  
Holistol International Ltd

中華製漆(一九三二)有限公司  
The China Paint Mfg Co (1932) Ltd

彩適化工製品有限公司  
Colour Chemical Industrial Ltd

和興白花油藥廠有限公司  
Hoe Hin Pak Fah Yeow Manufactory Ltd

淘化大同食品有限公司  
Amoy Food Ltd

零食物語有限公司  
Fancy Talent Ltd

雅蘭企業有限公司  
Airland Enterprise Co Ltd

環保冰專門店有限公司  
GE-Ice Specialty Shop Ltd

天冰有限公司  
Ice Master Ltd

君政國際有限公司  
Cross International Ltd

八珍國際有限公司  
Pat Chun International Ltd

陳記食品有限公司  
Chan Kee Foods Ltd

日本城(香港)有限公司  
Japan Home Centre (HK) Ltd

安莉芳(香港)有限公司  
Embry (HK) Ltd

牛奶有限公司  
The Dairy Farm Co Ltd

草姬國際有限公司  
Herbs Generation International Ltd

Dr Kong 健康鞋專門店  
Dr Kong Footcare Ltd

權智有限公司  
Group Sense Ltd

實惠家居有限公司  
Pricerite Stores Ltd

盾牌保險箱有限公司 Guarda Safe Industrial Ltd	樂域實業有限公司 Lomak Industrial Co Ltd
盛威安全設備有限公司 Safewell Equipment Ltd	美時文儀有限公司 Lamex Trading Co Ltd
百昌隆藥業有限公司 Bai Cheong Lung Medicine Ltd	雅香園食品有限公司 YHY Food Products Ltd
標緻活水有限公司 Beauty & Health Magic Water Purify Ltd	珍卡兒藥妝有限公司 Laboratory Janeclare Ltd
維特健靈健康產品有限公司 Vita Green Health Products Co Ltd	科譽(香港)有限公司 Posh Office Systems (HK) Ltd
富城物業管理有限公司 Urban Property Management Ltd	時昌物流有限公司 SC Logistics Co Ltd
樓上有限公司 HK JEBN Ltd	七海化工(集團)有限公司 Seven Sea Chemicals (Holdings) Ltd
九倉電訊有限公司 Wharf T&T Ltd	保心安藥廠有限公司 Po Sum On Medicine Factory Ltd
衍生集團(國際)控股有限公司 Hin Sang Group (International) Holding Co Ltd	加零壹集團有限公司 Aman Group Ltd
建業五金塑膠廠有限公司 Kin Hip Metal & Plastic Factory Ltd	雞仔餅大王有限公司 King of Chicken Cake Ltd
領展資產管理有限公司 Link Asset Management Ltd	奧麗有限公司 Oceanic Leader Ltd
太古糖業有限公司 Taikoo Sugar Ltd	美國家得路天然健康食品有限公司 Catalo Natural Health Foods Ltd
時富金融服務集團有限公司 CASH Financial Services Group Ltd	盈創(疊高)實業有限公司 Kado Industrial Co Ltd
富臨集團有限公司 Foo Lum Holdings Ltd	金至尊珠寶(香港)有限公司 3D-Gold Jewellery (HK) Ltd
米蘭站(香港)有限公司 Milan Station (HK) Ltd	聖安娜餅屋有限公司 Saint Honore Cake Shop Ltd
大記食品有限公司 Dai Kee Food Co Ltd	瑋基咖啡有限公司 Grand Coffee Co Ltd
中華商務聯合印刷(香港)有限公司 C&C Joint Printing Co (HK) Ltd	同珍公司 Tung Chun Co
御藥堂(控股)有限公司 Royal Medic (Holdings) Ltd	心窗非洲鼓樂聚 Sharings African Drumming Arena
儲存易迷你倉集團有限公司 Store Friendly Self Storage Group Ltd	順利建材潔具有限公司 Shun Lee Bldg Materials & Sanitary Wares Ltd
青洲英坭有限公司 Green Island Cement Co Ltd	Banner SHOP Hong Kong Ltd Banner SHOP Hong Kong Ltd
康進企業有限公司 Gazelle Enterprises Ltd	溢豐閣羽絨寢品有限公司 Natural Home Collections Ltd
通用磨坊食品亞洲有限公司 General Mills Foods Asia Ltd	海洲實業有限公司 Sealand Industrial Co Ltd
歐達傢俱有限公司 Arredamenti Co Ltd	香港小輪(集團)有限公司 Hong Kong Ferry (Holdings) Co Ltd

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百成堂參茸行有限公司  
Pak Shing Tong Ginseng Co Ltd

穩健醫療(香港)有限公司  
Winner Medical (HK) Ltd

三聯書店(香港)有限公司  
Joint Publishing (HK) Co Ltd

JS Theme  
JS Theme

偉澳照明實業有限公司  
Rio Industrial Ltd

康業服務有限公司  
Hong Yip Service Co Ltd

蛋撻王控股有限公司  
King Bakery Holdings Ltd

海皇國際有限公司  
Ocean Empire Int'l Ltd

大寧有限公司  
Dialink Ltd

英記茶莊有限公司  
Ying Kee Tea Co Ltd

南北行參茸藥材有限公司  
Nam Pei Hong Sum Yung Drugs Co Ltd

天虹海鮮酒家  
Lamma Rainbow Seafood Restaurant Ltd

安記海味有限公司  
On Kee Dry Seafood Co Ltd

皓山創作坊有限公司  
HosannArt Creative Co Ltd

麗安(工業)有限公司  
Lai On Products (Industrial) Ltd

信和物業管理有限公司  
Sino Estates Management Ltd

萬希泉鐘錶貿易公司  
Memorigin Trading Co

楊氏水產有限公司  
Yeungs Marine Products Ltd

大有倉集團有限公司  
Tai Yau Storage Group Ltd

恆香老餅家有限公司  
Hang Heung Cake Shop Co Ltd

太子珠寶鐘錶公司  
Prince Jewellery and Watch Co

專業國際旅運有限公司  
Travel Expert Ltd

信譽科技發展有限公司  
Faith Technology Development Ltd

致富集團(香港)有限公司  
Chief Holdings (HK) Ltd

榮利集團(國際)有限公司  
Wing Li Group (International) Ltd

美味棧國際有限公司  
Yummy House International Ltd

焯榮(香港)有限公司  
Pro-Wins (HK) Ltd

銀龍飲食集團有限公司  
Ngan Lung Catering (Holdings) Ltd

緣來這麼近  
So Klose.com

智趣小博士教育中心  
Dr I-Kids Education Centre

添福餐飲食品發展有限公司  
Timfold Catering and Food Service Ltd

友發有限公司  
Friend Rich Ltd

梳化倉有限公司  
Sofamark Ltd

簡約養生有限公司  
Pristine Living Ltd

合和土木發展有限公司  
Hop Wo Development Ltd

昇鋒國際有限公司  
Pro Logic International Ltd

康盟有限公司  
Concord Alliance Ltd

泉昌有限公司  
Chuan Chiong Co Ltd

原味家作有限公司  
Original Taste Workshop Ltd

科韻動力有限公司  
iMusicTech Ltd

譽宴集團有限公司  
U Banquet Group Ltd

福滿臨珠寶集團有限公司  
Fook Moon Lam Jewellery Holdings Co Ltd

華潤堂有限公司  
CR Care Co Ltd

復興貿易發展有限公司  
Fok Hing Trading Development Co Ltd

穎明實業有限公司  
Makebest Industries Ltd

貴族國際貿易有限公司 Yaki Champion Boutique Ltd	Green Mobility Innovations Ltd Green Mobility Innovations Ltd
輝捷製造有限公司 FMC Manufacturing Co Ltd	意高域國際有限公司 Ecoventure International Ltd
阿一鮑魚公主(香港)有限公司 Ah Yat Abalone Princess (HK) Ltd	摩米士科技(香港)有限公司 Momax Technology (Hong Kong) Ltd
卡撒天嬌國際有限公司 Casablanca International Ltd	親子王國有限公司 Baby-Kingdom.Com Ltd
高來國際集團有限公司 Top Loyal International Holdings Ltd	奧美斯傢俱有限公司 Offmax Ltd
一心旅遊有限公司 Instant Travel Service Ltd	泛亞環球物業顧問有限公司 AP Assets Ltd
天澄閣投資有限公司 Crystal Harbour Restaurant Ltd	星華發展有限公司 Sing Wah Development Ltd
華發行(香港)貿易發展有限公司 Wah Fat Hong (HK) Trading Development Co Ltd	裕昇實業有限公司 Yusan Industries Ltd
彪成有限公司 Pure Glory Ltd	捷旅集團有限公司 Jetour Holding Ltd
佳力酒店管理有限公司 Galaxy Hotel Management Co Ltd	遵理學校有限公司 Beacon College Ltd
生歷奇教育統籌有限公司 Synergy Education Provider Company Ltd	FlexSystem Ltd FlexSystem Ltd
錢氏玩具中心有限公司 M & C Toy Centre Ltd	翠華控股有限公司 Tsui Wah Holdings Ltd
時尚密碼 Chic Code Design Co	現代美容控股有限公司 Modern Beauty Salon Holdings Ltd
尚芳保健有限公司 Shang Healthcare Ltd	沙嗲王(集團)有限公司 Satay King (Holdings) Co Ltd
傳繫創意有限公司 T-Link Inspiration Ltd	奇華餅家有限公司 Kee Wah Bakery Ltd
雅麗斯中國有限公司 Alice Chan China Ltd	中科健康國際(亞洲)有限公司 Zhongke Health International (Asia) Co Ltd
天比廣告有限公司 Greenbase Ad Ltd	九龍維記牛奶有限公司 The Kowloon Dairy Ltd
珈冕環球有限公司 Aqueen International Ltd	十二星繡國際集團有限公司 Twelve Constellation International Holdings Ltd
甘薈韓國生活品味有限公司 Glourish Korean Lifestyle Ltd	香港聯合知識產權交易所有限公司 HKIPEX.com.hk Ltd
領事酒店集團 Embassy Hotel Group	諾亞香港藥業有限公司 Noah Hong Kong Ltd
西雅有限公司 Zear Corporation Ltd	迅榮貿易有限公司 Fast Fame Trading Ltd
高登設計有限公司 Golden Design Ltd	香港知識產權新聞網有限公司 HKIPnews Ltd
	美好生活 Perfect Trading Co

# 附件 Appendices

亞洲國際餐飲集團有限公司  
Taste of Asia Group Ltd

品味香江有限公司  
Gourmet Orient Ltd

高志(遠東)有限公司  
Gochi (Far East) Ltd

乾隆 1492 俱樂部有限公司  
Kinlonz 1492 Club Ltd

快意辦公室傢俬  
Finest Office Furnitures Supplies

香港泰康食品股份有限公司  
HK Taikang Food Stock Ltd

譽明有限公司  
Advance Bright Ltd

高清製作有限公司  
Best Video Ltd

環貿亞洲有限公司  
World Mark Asia Ltd

健力五金有限公司  
Kent Metal Co Ltd

金益香港有限公司  
Goldwell Hong Kong Ltd

DR-Max Ltd  
DR-Max Ltd

富康玩具製品有限公司  
Fu Hong Industries Ltd

誠信行貿易有限公司  
Lexington Ltd

藍盒國際有限公司  
Blue Box International Ltd

龐蓓有限公司  
Pompei Ltd

瞳理心國際有限公司  
Tonysame (International) Ltd

宏智國際調查顧問有限公司  
Global Investigation and Security Consultancy Ltd

盈健醫療(香港)有限公司  
Human Health (HK) Ltd

新佛香食品有限公司  
Sun Fat Heung Food Products Ltd

駿和科技發展有限公司  
Legend World Technology Development Ltd

恒和珠寶首飾廠有限公司  
Continental Jewellery (Mfg) Ltd

時間廊鐘錶有限公司  
City Chain Co Ltd

東瀛遊旅行社有限公司  
EGL Tours Co Ltd

New China Material Co  
New China Material Co

眼鏡 88 有限公司  
Optical 88 Ltd

怡峰興業有限公司  
Happy Hill Corporation Ltd

傲群活動製作有限公司  
Alcon Events & Production Co Ltd

科文實業有限公司  
4M Industrial Development Ltd

再見寵兒有限公司  
Goodbye Dear Co Ltd

錦誠國際有限公司  
M.R. SIMAK International Ltd

信基國際企業有限公司  
Truth & Faith International Ltd

鎮通控股有限公司  
Foron Holdings Ltd

港月企業有限公司  
China Moon Enterprises Ltd

豬八戒有限公司  
EPIG Marketing Ltd

僑豐行有限公司  
Kiu Fung Hong Ltd

Iconlady Ltd  
Iconlady Ltd

嘉嬰寶有限公司  
Karibu Baby Ltd

信域集團有限公司  
Towervision Group Ltd

Promessa Beauty Ltd  
Promessa Beauty Ltd

美胸及脫毛專門店  
ND Professional and White

裕中有限公司  
Bestjoin Ltd

普思力特有限公司  
Po: Selected Co Ltd

西德寶富麗(遠東)有限公司  
Profilia of West Germany (Far East) Ltd

艾寶萊貿易公司  
AA Buy Trading Co

富邦帽袋實業有限公司  
Richbond Caps & Bags Manufacturing Ltd



京都念慈葯總廠有限公司  
Nin Jiom Medicine Manufactory (HK) Ltd

彩豐行有限公司  
Choi Fung Hong Co Ltd

大右有限公司  
Ever System Ltd

科研美肌中心有限公司  
V Beauty Concept Ltd

中大捲閘有限公司  
Chung Tai Roller Shutters Co Ltd

許留山食品製造有限公司  
Hui Lau Shan Food Manufacturing Co Ltd

蒙妮坦學院有限公司  
CMM Monita Academy Ltd

港昌鞋業(香港)有限公司  
Kong Cheong Shoes (HK) Ltd

歐惠芳公關廣告有限公司  
Sharon Au & Associates Ltd

瑞典歐化(遠東)有限公司  
Ulferts of Sweden (Far East) Ltd

三和貿易公司  
Sanwa Trading Co

株式會社有限公司  
Kabushikigaisha Ltd

叙福樓集團有限公司  
Lucky House Group Ltd

森科產品有限公司  
Semk Products Ltd

娛藝院線有限公司  
UA Cinema Circuit Ltd

倩肌堂國際集團有限公司  
Pretty Skin International Group Co Ltd

Maiyeah Co Ltd  
Maiyeah Co Ltd

Stepworks Co Ltd  
Stepworks Co Ltd

唯您活動策劃有限公司  
I'm Yours Event Ltd

偉安發展有限公司  
Right Horn Development Ltd

亨亞(香港)有限公司  
Hinasia (HK) Industrial Co Ltd

立基環球有限公司  
Tanco Pacific Co Ltd

香江國際有限公司  
HKI Co Ltd

李琳明金屬製品廠有限公司  
Lee Lim Ming Metal Works Ltd

領天國際企業有限公司  
Leadsy International Enterprise Ltd

861 有限公司  
861 Ltd

文化村(長者用品展銷中心)有限公司  
Culture Homes (Outlet Stores Wholesale Centre) Ltd

佳寧娜食品(香港)有限公司  
Carrianna Food (HK) Ltd

恒益物業管理有限公司  
Hang Yick Properties Management Ltd

全港藝術發展有限公司  
Hong Kong Art Development Co Ltd

保諾時網上印刷有限公司  
Promise Network Printing Ltd

欣德製作及培訓有限公司  
Unlimited Power Production and Training Ltd

漢順潔具香港有限公司  
Hanshun Sanitary Ware (HK) Co Ltd

東來順(銅鑼灣)  
Dong Lai Shun (Causeway Bay)

家寶紅木家具(香港)有限公司  
Luxury Home (HK) Co Ltd

太興環球發展有限公司  
Tai Hing Worldwide Development Ltd

新世界(國際)免稅集團有限公司  
New Era (International) Duty Free Group Co Ltd

新時代卡拉OK有限公司  
Neway Karaoke Box Ltd

萬麗行有限公司  
Manley Co Ltd

正意工作室有限公司  
QConcept Ltd

宜泰針織廠有限公司  
Elite Knitting Factory Co Ltd

香港三凱科技有限公司  
Hong Kong San Kai Technology Co Ltd

木美衛浴實業香港有限公司  
Mumei Sanitary Ware (HK) Co Ltd

劉國康·執業會計師  
Lau Kwok Hong, Certified Public Accountant (Practising)

Awa Asia Ltd  
Awa Asia Ltd

智信企業融資顧問有限公司  
Keystone Financial Consultancy Ltd

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迪詩臣時裝(香港)有限公司  
Decision Fashion (HK) Ltd

三興貿易公司  
Sam Hing Trading Company

藍澳威電池(香港)有限公司  
Lanaowei Battery (HK) Ltd

天域發展香港有限公司  
Horizon (HK) Development Co Ltd

沁濤美念亞洲有限公司  
Samko Concept Asia Co Ltd

華人策略控股有限公司  
Chinese Strategic Holdings Ltd

行健堂保健集團有限公司  
XJT Healthy Life Group Ltd

合豐投資控股有限公司  
Hopeful Investment Holdings Ltd

活色生香國際有限公司  
Wonderlife Universal Ltd

得利龍百貨有限公司  
Delicron (HK) Ltd

志生食品貿易有限公司  
Jianzeng Food Trading Ltd

李眾勝堂(集團)有限公司  
Li Chung Shing Tong (Holdings) Ltd

寬泰貿易有限公司  
Foon Tai Trading Co Ltd

我愛廚房有限公司  
I Love Kitchen Ltd

星月珠寶首飾(香港)有限公司  
Star & Moon Jewellery (HK) Co Ltd

雅寶(國際)工作室有限公司  
I & M International Ltd

英識教育(亞洲)有限公司  
Britannia Study Link (Asia) Ltd

佛記粉麵廠有限公司  
Fat Kee Noodle Factory Ltd

綜合工程(香港)有限公司  
Octopus Engineering (HK) Ltd

康加實業有限公司  
Konstar Industries Ltd

智盛財經媒體有限公司  
GenNex Financial Media Ltd

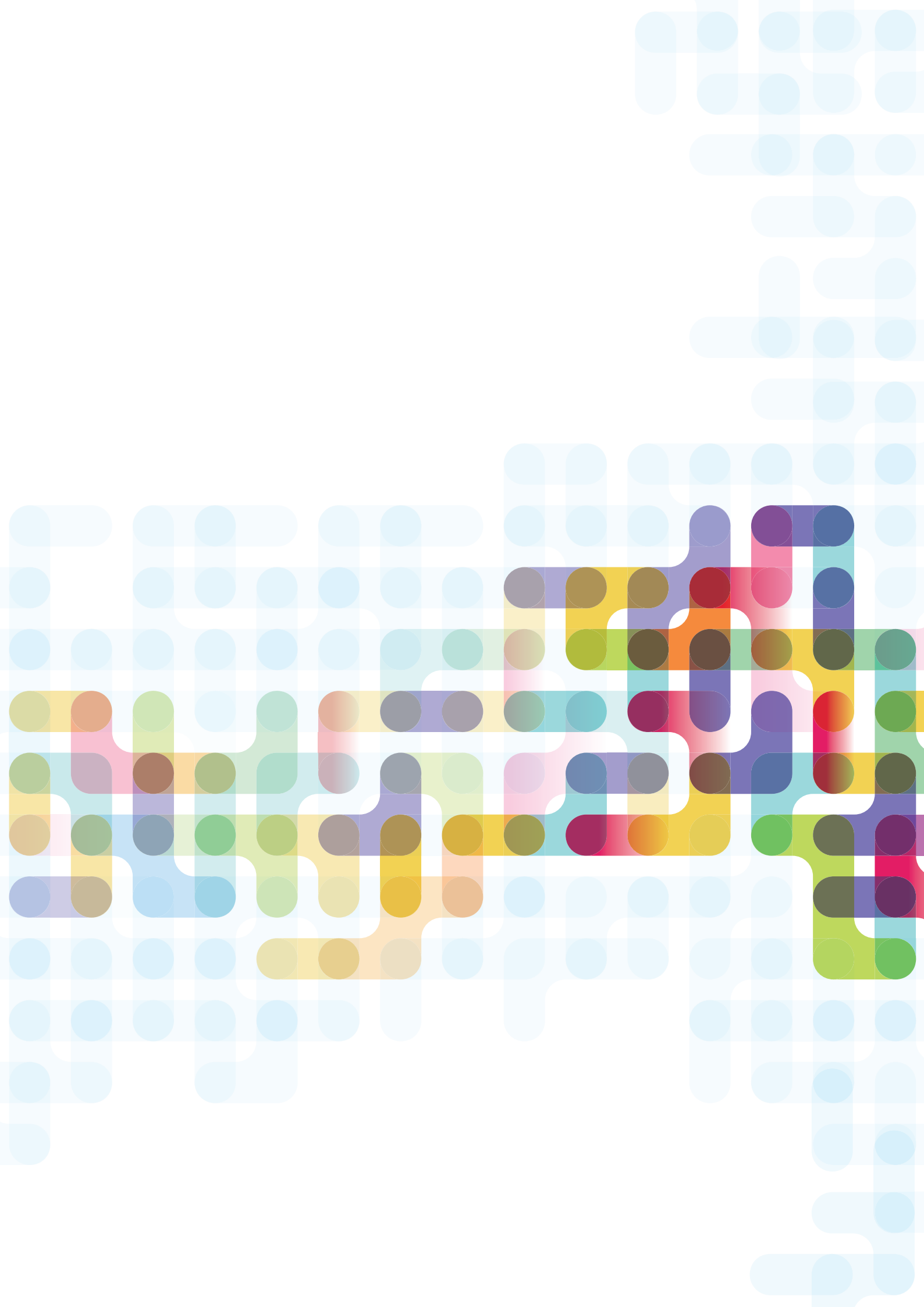
時代生活集團有限公司  
The Lifestyle Group Ltd

穎業國際有限公司  
Wing Yip International Ltd

冠華食品菓子廠有限公司  
Koon Wah Food & Preserved Fruit Factory Ltd

聖諾盟健康家居用品有限公司  
Sinomax Health & Household Products Ltd

仲盛國際有限公司  
Joneston International Ltd





香港品牌發展局

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