

香港名牌選舉暨香港服務名牌選舉  
HONG KONG TOP BRAND AWARDS &  
HONG KONG TOP SERVICE BRAND AWARDS



香港新星品牌選舉暨香港新星服務品牌選舉  
HONG KONG EMERGING BRAND AWARDS &  
HONG KONG EMERGING SERVICE BRAND AWARDS

# 頒獎典禮暨慶祝晚宴

## Awards Presentation Ceremony-cum-Gala Dinner

紀念特刊  
Commemorative Issue

# bdc

2021

主辦機構  
Organisers



香港品牌發展局  
Hong Kong Brand  
Development Council



香港中華廠商聯合會  
The Chinese Manufacturers'  
Association of Hong Kong



畢馬威會計師事務所



交通銀行  
BANK OF COMMUNICATIONS

六福珠寶  
LUKFOOK JEWELLERY

福泰珠寶  
FOOK TAI JEWELLERY

2019 活動贊助  
Event Sponsor

2019-20 義務核數師  
Official Honorary Auditor

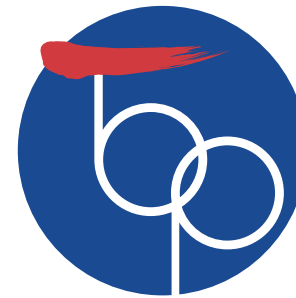
2020 活動贊助  
Event Sponsor

2019 獎座贊助  
Trophy Sponsor

2020 獎座金箔銘牌贊助  
Trophy Gold  
Nameplate Sponsor



## 選舉宗旨 Awards' Objectives



「香港名牌選舉」和「香港服務名牌選舉」旨在表彰香港公司創立的傑出品牌，激勵港商精益求精，並提升香港產品和服務的知名度，增強社會各界、海外商家及消費者對香港品牌的認識。

Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to strive for excellence, to promote Hong Kong products and services; and to enhance the profile of Hong Kong industries both locally and internationally.



「香港新星品牌選舉」和「香港新星服務品牌選舉」旨在表彰香港公司創立的新興品牌，激勵業界銳意進取，透過創建品牌提升香港產品和服務的附加價值和競爭能力。

Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards give recognition to up-and-coming young brands established by Hong Kong companies, with an aim to encourage the industries to embrace an enterprising spirit and to enhance the value-added attributes and competitive edge of Hong Kong products and services through brand-building.



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# 主席獻辭

## Message from the Chairman



香港品牌發展局主席  
陳國民博士, MH  
Dr Edward K M Chan, MH  
Chairman, the Hong Kong Brand Development Council

今天，我們懷著興奮而自豪的心情，在這裡隆重舉辦「2019 及 2020 年品牌選舉頒獎典禮」，一起檢閱香港品牌的驕人成就。受新冠肺炎疫情的影響，2019 年和 2020 年的獎項延遲至今天才正式頒授，造就了「品牌選舉」歷史上第一個跨越兩屆、亦是陣容最為鼎盛的頒獎典禮。適逢香港經歷風雨洗禮、整裝「再出發」的特殊時點，這個「雙喜臨門」的盛會多了一層特別的含義，更加令人難忘，亦更加激奮人心！

由香港品牌發展局（品牌局）和香港中華廠商聯合會（廠商會）合辦的「品牌選舉」始創於 1999 年；二十多年來，「選舉」見證了時代變遷和經濟的起落，與香港品牌一起走過了一段段崢嶸歲月。然而，對主辦機構和參加企業來說，過去兩年的「選舉」卻是在極為特殊的環境下舉行，承載了一段不平凡的經歷。在 2019 年「選舉」舉辦期間，本港發生了嚴重的社會動盪，又遭逢中美貿易摩擦升級；去年爆發的新冠肺炎病毒疫情肆虐全球，延宕反覆，對世界經濟包括香港造成史無前例的衝擊。

在風雨飄搖、百業維艱的困難時期，「品牌選舉」的籌辦工作亦遇到前所未見的挑戰。但在評審委員會和參與公司的共同努力下，各項評選工作幸能順利地進行；參與品牌不但在質素上保持了一貫的高水準，而且 2019 年和 2020 年兩屆各自產生了約 40 個得獎品牌，授獎數目均處於歷史高位。在這些「摘星者」中，有堅持紮根本土、與市民們相濡以沫的老字號，亦有憑著科技和創意脫穎而出的初創「新世代」；既有引領行業發展、在海內外市場上打響名堂的龍頭翹楚，更有敢闖敢拼、在粵港澳大灣區和「一帶一路」力拔頭籌的「拓荒者」。他們展示了香港工商業發展的最新面貌，代表著香港品牌發展的最高水準。

參與企業面對逆境而不輕言放棄，堅持以參賽來「明志」和實現自我增值，在在彰顯了香港業界對品牌發展的巨大熱忱與承擔；亦是業界以自己的實際行動，對香港的未來投下了信心的一票。正是這種砥礪奮進、逆境更強、追求卓越的「香港精神」，賦予了這兩屆「選舉」殊不平凡的意義。

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

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

At a difficult time fraught with uncertainties, the Brand Awards had to tackle many challenges in the organising process. Fortunately, the judging work was on schedule thanks to the concerted efforts of the judging committees and participating companies; and the entry brands managed to maintain a high level of performance, culminating in about 40 winners selected for the 2019 and 2020 Awards respectively. Among them, there are household names that have rooted firmly here for decades and grown up together with several generations of Hong Kong people, alongside with next-generation labels that have burst on the scene by dint of cutting-edge technology and thrilling innovations. And there are industrial pioneers having risen to fame in local and overseas markets, as well as trailblazers that have taken the lead to explore the opportunities of Guangdong-Hong Kong-Macao Greater Bay Area Development and Belt & Road Initiative. The winners have showcased the latest development of our industries and signified the highest standard of Hong Kong's brand-building.

The participating enterprises have demonstrated an admirable determination to realise self-enhancement through taking part in the Brand Awards. This in itself is not only a vivid manifestation of Hong Kong companies' immense passion for and commitment to brand development, but also a collective action taken by our industries as a vote of confidence





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

在這裡，我要恭賀 2019 年和 2020 年「品牌選舉」的得獎者，並向他們致敬！我亦要感謝頒獎典禮的主禮嘉賓陳茂波司長；並向鼎力支持「選舉」的政府部門以及社會各方表示衷心銘謝，包括商務及經濟發展局利敏貞常任秘書長、陳百里副局長，工業貿易署盧世雄署長和前任署長甄美薇女士以及「品牌選舉」的各位評審委員，2019 年的「活動贊助」及 2019-20 年義務核數師畢馬威會計師事務所、2020 年的「活動贊助」交通銀行（香港）有限公司、2019 年獎座贊助商「六福珠寶」、2020 年獎座金箔銘牌贊助「福泰珠寶」，協助宣傳的各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人。

當前香港正努力衝破困局，推動經濟振衰起敝。我相信，香港工商界將一如既往發揮中流砥柱的作用，擔當香港經濟再啟航的動力引擎；讓我們以「品牌選舉」的得獎者為榜樣，抖擻精神，一起擦亮「香港品牌」的金漆招牌，為推動香港再創輝煌而努力！

in Hong Kong. It is what we call the "Hong Kong Spirit". It encourages us to forge ahead by overcoming obstacles, to grow amid hardships and pursue excellence relentlessly; and it is this unyielding spirit that has made the 2019 and 2020 Brand Awards exceptional and matchless.

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

I congratulate and pay tribute to winners of the 2019 and 2020 Brand Awards. On behalf of the Organisers, I would like to thank Financial Secretary the Honourable Paul Chan, officiating guest of the Awards Presentation Ceremony. I also wish to extend my gratitude to the government departments and the various parties which have offered tremendous support to the Award. They include Permanent Secretary for Commerce and Economic Development Miss Eliza Lee, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Mr Brian Lo and his predecessor Ms Salina Yan, as well as the Judging Panellists; the 2019 Event Sponsor & 2019-20 Official Honorary Auditor KPMG, 2020 Event Sponsor Bank of Communications (Hong Kong) Limited, 2019 Trophy Sponsor Lukfook Jewellery and 2020 Trophy Gold Nameplate Sponsor Fook Tai Jewellery; media that have assisted in promoting the Award; and other organisations and individuals who have participated in and supported today's event.

Rising from the fallout of epidemic, Hong Kong is now embracing new opportunities to move forward. I strongly believe that the industries, as the fundamental pillar of Hong Kong economy, will play a pivotal role in re-launching Hong Kong. Let's take the winners of the Brand Awards as our role models; together, we shine up "Hong Kong brands" and strive ahead for a brighter future.

陳國民博士, MH  
Dr Edward K. M. Chan, MH  
主席  
Chairman

## 嘉賓題辭 Congratulatory Apothegms



財政司司長陳茂波



譽馳遐邇  
績著香江

二零一九及二零二零年香港名牌、香港服務名牌、香港新星品牌、香港新星服務品牌選舉



商務及經濟發展局局長邱騰華



雋譽呈輝

二零一九及二零二零年香港名牌、香港服務名牌、香港新星品牌、香港新星服務品牌選舉



二零一九及二零二零年香港名牌、香港服務名牌、香港新星品牌、香港新星服務品牌選舉

崇優求進  
昭信揚名

商務及經濟發展局  
常任秘書長(工商及旅遊)利敏貞



工業貿易署署長盧世雄



百業興旺  
譽滿八方

二零一九及二零二零年香港名牌、香港服務名牌、香港新星品牌、香港新星服務品牌選舉



香港中華廠商聯合會會長 史立德博士 敬賀

追求卓越  
績懋譽揚

二零一九及二零二零年香港名牌、香港服務名牌、香港新星品牌、香港新星服務品牌選舉





## 二零一九及二零二零年品牌選舉評審委員 Final Judging Panels of 2019 & 2020 Brand Awards

### 2019「香港名牌選舉」決賽評審團成員：

- 香港特區政府時任工業貿易署署長甄美薇太平紳士（主席評判）
- 香港中華廠商聯合會永遠名譽會長吳宏斌博士, SBS, BBS, MH
- 香港品牌發展局主席陳國民博士, MH
- 香港生產力促進局主席林宣武 GBS, SBS, 太平紳士
- 香港工業總會主席葉中賢博士, 太平紳士
- 香港設計師協會會長葉小卡先生
- 香港貿易發展局助理總裁梁國浩先生

### 2019「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士（主席評判）
- 香港理工大學校長滕錦光教授
- 香港旅遊發展局主席彭耀佳博士, GBS, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港中華總商會永遠榮譽會長劉鐵成太平紳士
- 香港零售管理協會主席謝邱安儀女士
- 香港總商會時任總裁袁莎妮小姐

### 2019「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：

- 香港特區政府商務及經濟發展局常任秘書長（工商及旅遊）利敏貞太平紳士（主席評判）
- 香港品牌發展局榮譽主席黃家和 BBS, 太平紳士
- 香港城市大學副校長（發展及對外關係）、資訊系統與電子商務講座教授李國安教授
- 香港中小型企業總商會永遠榮譽會長兼常務顧問巢國明先生
- 香港品質保證局主席何志誠工程師
- 香港設計中心行政總裁利德裕博士

### 2019 Final Judging Panel of Hong Kong Top Brand Awards:

- Ms Salina Yan, JP, the then Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Dennis Ng, SBS, BBS, MH, Permanent Honorary President of the Chinese Manufacturers' Association of Hong Kong
- Dr Edward K M Chan, MH, Chairman of the Hong Kong Brand Development Council
- Mr Willy Lin Sun Mo, GBS, SBS, JP, Chairman of the Hong Kong Productivity Council
- Dr Daniel Yip, JP, Chairman of the Federation of Hong Kong Industries
- Mr Karr Yip, Chairman of Hong Kong Designers Association
- Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council

### 2019 Final Judging Panel of Hong Kong Top Service Brand Awards:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Prof Jin-Guang Teng, President of the Hong Kong Polytechnic University
- Dr Y K Pang, GBS, JP, Chairman of Hong Kong Tourism Board
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Brandon Liu, JP, Life Honorary Chairman of the Chinese General Chamber of Commerce
- Mrs Annie Yau Tse, Chairman of Hong Kong Retail Management Association
- Miss Shirley Yuen, the then CEO of the Hong Kong General Chamber of Commerce

### 2019 Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards:

- Miss Eliza Lee Man-ching, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, BBS, JP, Chairman Emeritus of the Hong Kong Brand Development Council
- Prof Matthew K O Lee, Vice-President (Development and External Relations), Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
- Mr Joe Chau Kwok-ming, Life Honourable President and Executive Consultant of the Hong Kong General Chamber of Small and Medium Business
- Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency
- Dr Edmund Lee, Executive Director of Hong Kong Design Centre

## 二零一九及二零二零年品牌選舉評審委員 Final Judging Panels of 2019 & 2020 Brand Awards

### 2020「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長盧世雄太平紳士（主席評判）
- 香港中華廠商聯合會會長史立德博士, BBS, MH, 太平紳士
- 香港生產力促進局主席林宣武 GBS, SBS, 太平紳士
- 香港工業總會主席葉中賢博士, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港設計師協會會長葉小卡先生
- 香港貿易發展局助理總裁梁國浩先生

### 2020「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士（主席評判）
- 香港品牌發展局榮譽主席黃家和 BBS, 太平紳士
- 香港旅遊發展局主席彭耀佳博士, GBS, 太平紳士
- 香港中華總商會永遠榮譽會長劉鐵成太平紳士
- 香港理工大學行政副校長盧麗華博士
- 香港零售管理協會副主席譚錦儀女士
- 香港總商會總裁梁兆基先生

### 2020「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：

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- 香港城市大學副校長（發展及對外關係）、資訊系統與電子商務講座教授李國安教授
- 香港中小型企業總商會永遠榮譽會長兼常務顧問巢國明先生
- 香港品質保證局主席何志誠工程師
- 香港設計中心行政總裁利德裕博士

### 2020 Final Judging Panel of Hong Kong Top Brand Awards:

- Mr Brian Lo, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Allen Shi, BBS, MH, JP, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Willy Lin Sun Mo, GBS, SBS, JP, Chairman of the Hong Kong Productivity Council
- Dr Daniel Yip, JP, Chairman of the Federation of Hong Kong Industries
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Karr Yip, Chairman of Hong Kong Designers Association
- Mr Stephen Liang, Assistant Executive Director of the Hong Kong Trade Development Council

### 2020 Final Judging Panel of Hong Kong Top Service Brand Awards:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, BBS, JP, Chairman Emeritus of the Hong Kong Brand Development Council
- Dr Y K Pang, GBS, JP, Chairman of Hong Kong Tourism Board
- Mr Brandon Liu, JP, Life Honorary Chairman of the Chinese General Chamber of Commerce
- Dr Miranda Lou, Executive Vice President of the Hong Kong Polytechnic University
- Ms Janis Tam, Vice Chairman of Hong Kong Retail Management Association
- Mr George Leung, CEO of the Hong Kong General Chamber of Commerce

### 2020 Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards:

- Miss Eliza Lee Man-ching, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Edward K M Chan, MH, Chairman of the Hong Kong Brand Development Council
- Prof Matthew K O Lee, Vice-President (Development and External Relations), Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
- Mr Joe Chau Kwok-ming, Life Honourable President and Executive Consultant of the Hong Kong General Chamber of Small and Medium Business
- Ir C S Ho, Chairman of the Hong Kong Quality Assurance Agency
- Dr Edmund Lee, Executive Director of Hong Kong Design Centre



## 二零一九及二零二零年品牌選舉得獎名單 List of 2019 & 2020 Brand Awards Winners



### 2019 香港傑出品牌領袖獎 2019 Hong Kong Distinguished Brand Leader Award



**李文達先生, SBS, BBS**  
**李錦記集團主席**  
**Mr Lee Man Tat, SBS, BBS**  
**Lee Kum Kee Group Chairman**

李錦記集團主席李文達先生於 1954 年加入李錦記，1972 年接任公司主席一職；成功將家族事業由起初只有十多名員工的小作坊，發展為產品行銷至全球的跨國企業，為「李錦記」的輝煌歷史揭開新一頁。

憑其過人的堅毅、決心、機智和奮鬥，李文達先生以「發揚中華優秀飲食文化」及「弘揚中華優秀養生文化」為集團兩大使命，並秉承「務實、誠信、永遠創業精神」，及「思利及人、造福社會、共享成果」的核心價值觀，帶領李錦記集團旗下的醬料和健康產品騰飛發展，成為「中華民族企業」和「香港名牌」的典範。

Lee Kum Kee Group Chairman Mr Lee Man Tat joined Lee Kum Kee in 1954; and he took over the helm as Chairman in 1972, starting a new chapter in the history of Lee Kum Kee. The Company has transformed from a small workshop with only a handful of staff into a multinational enterprise with products selling well across the world.

Mr Lee Man Tat has been pursuing the mission of "Promoting Chinese Culinary Culture Worldwide" and "Advocating the Premium Chinese Health Regime"; and he upholds and advances Lee Kum Kee's core values – Pragmatism, Integrity, Constant Entrepreneurship, "Si Li Ji Ren" (Considering Others' Interests), Benefitting the Community and Sharing Fruits of Success.

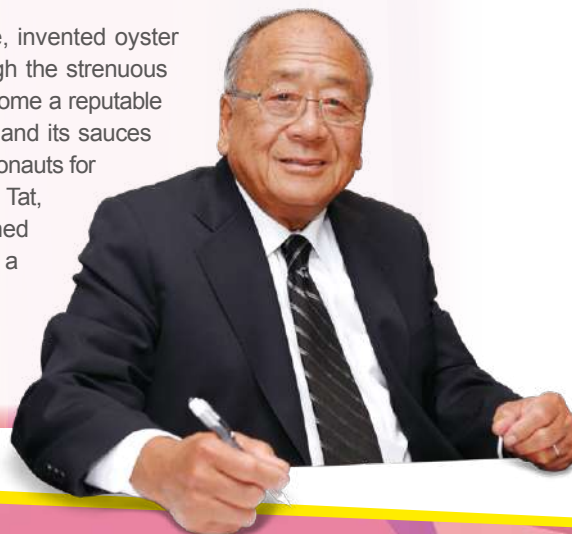
With perseverance, determination, business acumen and hard work, Mr Lee Man Tat has taken the Company to a higher level. Lee Kum Kee's two business arms, i.e. Sauce Group and Health Products Group, have been growing from strength to strength and highly acclaimed as a role model for ethnic Chinese enterprise and "Hong Kong brand".

#### 李錦記

1888 年，李錦裳先生在中國廣東南水發明了蠔油，創立「李錦記」。歷經四代人的不懈努力，「李錦記」發展成為家喻戶曉、享譽全球的國際品牌；產品種類增至逾 200 種，其優質醬料更三次成功入選為中國太空人食品。在李文達先生的帶領下，「李錦記」更成立李錦記健康產品集團，開拓中草藥保健品市場。「李錦記」風行全球各地，成為世界上熱愛中華美食和中華養生文化人士健康生活的一部分。

#### Lee Kum Kee

Mr Lee Kum Sheung, founder of Lee Kum Kee, invented oyster sauce in Nan Shui, Guangdong in 1888. Through the strenuous efforts of four generations, Lee Kum Kee has become a reputable global brand with over 200 products nowadays, and its sauces had been selected as space food for Chinese astronauts for three times. Under the leadership of Mr Lee Man Tat, LKK Health Products Group has been established to promote Chinese herbal health products. As a household name, Lee Kum Kee aims to reach people all over the world who are passionate about Chinese cuisines and health culture.



## 二零一九及二零二零年品牌選舉得獎名單 List of 2019 & 2020 Brand Awards Winners



### 2020 香港傑出品牌領袖獎 2020 Hong Kong Distinguished Brand Leader Award



**戴德豐博士,**  
**GBM, GBS, SBS, 太平紳士**  
**四洲集團創辦人兼主席**

**Dr Tai Tak Fung, Stephen,**  
**GBM, GBS, SBS, JP**  
**Founder and Chairman of**  
**Four Seas Group**

戴德豐於 1971 年創辦四洲集團；五十年來帶領公司不斷發展，從初期主要從事日本零食進口，發展成為現今香港最大的食品企業之一。

憑著敏銳的觸覺和創新、拚搏精神，戴博士領導四洲集團建立了多個香港品牌，包括「四洲」、「金妹牌」、「零食物語」等，為消費者帶來開心健康的享受，並引領香港食品業提升水平和邁向國際。戴博士曾擔任全國政協常委，現任廣東省政協常委；獲特區政府頒授「大紫荊勳章」、「金紫荊星章」、「銀紫荊星章」、「太平紳士」等殊榮，並榮獲日本天皇頒授的「旭日雙光章」以及日本政府的「農林水產大臣獎」和「第三十屆日本食品產業功勞獎」。

As founder of Four Seas Group, Dr Tai Tak Fung started his entrepreneurial career in 1971. Through 50 years of unremitting efforts, the Group, which started from Japanese snacks importing business, has nowadays become one of the biggest food conglomerates in Hong Kong.

With business acumen and enterprising spirits, Dr Tai is a legendary brand builder. Under his leadership, the Group has established a number of brands, e.g. "Four Seas", "Maid Brand" and "Okashi Land", which bring delightful and healthy choices to local consumers while promoting the reputation of Hong Kong food industry in the world.

Dr Tai is a former Standing Committee Member of the Chinese People's Political Consultative Conference and a member of the Standing Committee of Guangdong CPPCC. He received Grand Bauhinia Medal, Gold Bauhinia Star, Silver Bauhinia Star and Justice of the Peace from the HKSAR Government; and was conferred the "Order of the Rising Sun, Gold and Silver Rays" by the Emperor of Japan and the Award for Overseas Promotion of Japanese Food as well as the 30th Food Industry Distinguished Service Award of Japan by the Ministry of Agriculture, Forestry and Fisheries of Japan.

#### 四洲

創立於 1971 年的「四洲」品牌「以新取勝，以質求強」，致力提供質優味美的食品，體現「現代美食觀念」。「四洲」食品素以創新口味和健康形象深入人心，備受年青人喜愛；其經典的紫菜、梳打餅、「甘大滋」、「粒粒橙」等產品一直處於市場領導地位。集團設有 18 間現代化食品廠房，貫徹嚴謹的管理及生產文化，為消費者提供多而優的選擇。

#### Four Seas

Established in 1971, Four Seas adheres to the "Winning by fashion, leading by quality" strategy and strives to differentiate from others by introducing a "modern concept of quality food". Four Seas is synonymous with the highest quality, tasty and fashionable food products and has always been the favourite of younger generation. Its signature items such as seaweed, cracker, biscuit stick and "Tsubu Tsubu" orange drink have maintained a leading position in the market. Four Seas exercises the strictest production and quality control in over 18 manufacturing plants, dedicated to providing a better and wider choice for the well-being of customers.







# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2019 香港名牌選舉 Hong Kong Top Brand Awards



**香港名牌十年成就獎**  
Hong Kong Top Brand Ten Year Achievement Award



**恆香**  
Hang Heung  
恆香老餅家有限公司  
Hang Heung Cake Shop Co Ltd  
主要產品：老婆餅、蜂巢雞蛋卷、  
金牌切肉腸、月餅、嫁禮禮餅  
Main Products: Wife Cake, Egg Roll,  
Chinese Pork Sausage, Mooncake,  
Wedding Cake



**香港卓越名牌**  
Hong Kong Premier Brand



**阿一**  
Ah Yat  
阿一鮑魚公主 (香港) 有限公司  
Ah Yat Abalone Princess (HK) Ltd  
主要產品：即食食品 (鮑魚、花膠、海參)  
Main Products: Instant Food (Abalone,  
Fish Maw, Sea Cucumber)



**蛋撻王**  
King Bakery  
蛋撻王控股有限公司  
King Bakery Holdings Ltd  
主要產品：蛋撻、麵包、中式餅及糕點、  
西式餅及蛋糕、月餅  
Main Products: Egg Tart, Bread, Chinese Cakes &  
Confectioneries, Western Cakes &  
Confectioneries, Mooncakes



**中大捲閘**  
Chung Tai Roller Shutters  
中大捲閘有限公司  
Chung Tai Roller Shutters Co Ltd  
主要產品：防火捲閘、安防捲閘、  
透明捲閘  
Main Products: Fire-rated Roller Shutters,  
Security Roller Shutters, Transparent Roller  
Shutters



**力勁**  
L.K.  
力勁機械國際有限公司  
L.K. Machinery International Ltd  
主要產品：熱室壓鑄機、冷室壓鑄機、  
注塑機、電腦數控加工中心  
Main Products: Hot Chamber Die-casting  
Machine, Cold Chamber Die-casting Machine,  
Plastic Injection Molding Machine,  
CNC Machining Centre



**盈活雲芝**  
G. E. Yunzhi Essence  
維特健靈健康產品有限公司  
Vita Green Health Products Co Ltd  
主要產品：中藥保健產品 (盈活雲芝)  
Main Product: Chinese Medicine Healthcare  
Product (G. E. Yunzhi Essence)



**澳至尊**  
AUSupreme  
澳至尊國際控股有限公司  
AUSupreme International Holdings Ltd  
主要產品：食用保健產品 (藍莓護眼至尊、  
蜂皇漿、深海魚油丸、蜂膠丸、保肝精)  
Main Products: Healthcare Dietary Supplements  
(Super Eye Care, Royal Jelly, Omega-3, Propolis,  
Liver Tonic)

(排名不分先後 In alphabetical order)

# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2019 香港名牌選舉 Hong Kong Top Brand Awards



**香港名牌**  
Hong Kong Top Brand



**回味**  
After Taste  
溢興貿易 (香港) 有限公司  
Yat Hing Trading (Hong Kong) Ltd  
主要產品：中式餅及糕點、西式餅及蛋糕、  
曲奇餅  
Main Products: Chinese Cakes & Confectioneries,  
Western Cakes & Confectioneries, Cookies



**澳美製藥**  
Bright Future  
澳美製藥廠有限公司  
Bright Future Pharmaceutical  
Laboratories Ltd  
主要產品：西藥 (皮膚科、兒科、疼痛科、  
呼吸科)、健康產品  
Main Products: Medicine (Dermatology, Pediatrics,  
Pain, Respiratory & Antibiotics), Healthcare  
Products



**超羣麵包西餅**  
Maria's Bakery  
超羣麵包西餅有限公司  
Maria's Bakery Co Ltd  
主要產品：麵包、三文治、西式餅  
及蛋糕、中式餅及糕點、曲奇餅  
Main Products: Bread, Sandwiches,  
Western Cakes & Confectioneries,  
Chinese Cakes & Confectioneries,  
Cookies



**西龍傳香飯糰**  
QQ Rice  
西龍傳香有限公司  
QQ Rice (HK) Ltd  
主要產品：飯糰、豆漿、米漿、  
果汁、現泡茶  
Main Products: Rice Roll, Soya Milk,  
Rice Milk, Juice, Fresh-made Tea



**阿米森**  
AMAZINGTHING  
第一網絡國際有限公司  
Top One Network International Ltd  
主要產品：手機保護貼、手機保護套、  
充電器、手機連接線、外置充電電池  
Main Products: Mobile Phone Screen Protector,  
Mobile Phone Case, Charger, Mobile Phone  
Cable, Reserve External Battery



**JNC**  
JNC  
百家企業國際集團有限公司  
100 Enterprises International Group Co Ltd  
主要產品：榨汁機、熨斗、吸塵機、  
電水壺、咖啡機  
Main Products: Juicer, Electric Iron, Vacuum  
Cleaner, Electric Kettle, Coffee Maker



**穩健醫療**  
SoftTouch  
穩健醫療 (香港) 有限公司  
Winner Medical (Hong Kong)  
Ltd  
主要產品：嬰兒護理產品 (清潔棉、  
清潔棉濕巾、全棉毛巾)、  
嬰兒內衣  
Main Products: Baby Care Products  
(Cleaning Cotton, Cotton Wet Wipe,  
Cotton Towel), Baby Underwear



**寶健先鋒**  
Body-SOS  
東億生物有限公司  
Biogem Science Technology Ltd  
主要產品：食用保健產品 (排毒清道夫、  
奧米加 5A、皇后果、肝健康、精明眼)  
Main Products: Healthcare Dietary Supplements  
(Fruit & Fibre, Multi Omega, Queen's Fruit,  
Liver Tonic, Eye Vision Plus)



**林淦生**  
Lam Kam Sang  
林淦生醫藥研究院有限公司  
Lam Kam Sang Medical Research  
Institute Ltd  
主要產品：中藥保健產品 (復康靈、定風靈、  
甲結消、維肝康、活腦素)  
Main Products: Chinese Medicine Healthcare  
Products (Canfulin, Apoplin, Thyrin, Liverin, Heklin)



**悅和醬園**  
Yuet Wo  
悅和醬園有限公司  
Yuet Wo Sauce And  
Preserved Fruits Ltd  
主要產品：中式豉油、醋、  
中國酒、甜醋豬腳薑、有機醬料  
Main Products: Chinese Soya  
Sauces, Vinegar, Chinese Liquor,  
Sweet Vinegar with Pork Knuckle &  
Ginger Stew, Organic Sauces

(排名不分先後 In alphabetical order)



# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2020 香港名牌選舉 Hong Kong Top Brand Awards

 香港名牌十年成就獎  
Hong Kong Top Brand Ten Year Achievement Award

盈活雲芝

盈活雲芝  
G. E. Yunzhi Essence

維特健靈健康產品有限公司  
Vita Green Health Products Co Ltd  
主要產品：中藥保健產品 (盈活雲芝)  
Main Product: Chinese Medicine Healthcare Product (G. E. Yunzhi Essence)



蛋撻王  
King Bakery

蛋撻王控股有限公司  
King Bakery Holdings Ltd  
主要產品：蛋撻、麵包、中式餅及糕點、西式餅及蛋糕、月餅  
Main Products: Egg Tart, Bread, Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes



力勁  
LK

力勁機械國際有限公司  
L.K. Machinery International Ltd  
主要產品：熱室壓鑄機、冷室壓鑄機、注塑機、電腦數控加工中心  
Main Products: Hot Chamber Die-casting Machine, Cold Chamber Die-casting Machine, Plastic Injection Molding Machine, CNC Machining Centre



楓之寶  
Adrien Gagnon

維健生香港有限公司  
Vital Care Hong Kong Ltd  
主要產品：食用保健產品 (維他命 C 長效配方、葡萄糖胺及軟骨素、強心奧米加 3)  
Main Products: Healthcare Dietary Supplements (Vitamin C Timed Release, Glucosamine & Chondroitin, Omega 3 Fish Oil)

目清素

目清素  
I See

維特健靈健康產品有限公司  
Vita Green Health Products Co Ltd  
主要產品：食用保健產品 (目清素)  
Main Product: Healthcare Dietary Supplement (I See)



尚品  
Premier Food

尚品之薈有限公司  
Premier Food Ltd  
主要產品：乾貨海味、乾貨燕窩、罐頭鮑魚、名貴藥材、中式湯包  
Main Products: Dried Sea Foods, Dried Bird's Nest, Canned Abalone, Rare Medical Herb & Material, Chinese Soup Pack



美味棧  
Yummy House

美味棧國際有限公司  
Yummy House International Ltd  
主要產品：中式湯包、調味醬料、醃製食品、罐頭食品、零食  
Main Products: Chinese Soup Pack, Seasoning Sauce, Preserved Food, Canned Food, Snack



帆船牌  
Ship Brand

遠東糖廠實業有限公司  
Yuen Tung Sugar Factory Industrial Co Ltd  
主要產品：黃糖、冰糖、糖漿  
Main Products: Brown Sugar, Crystal Sugar, Syrup



新亞薑糖  
SINA GINGER

新亞薑糖 (香港) 有限公司  
Sixfifteen Imports-Exports Ltd  
主要產品：薑糖、火山薑糖、果味薑糖  
Main Products: Ginger Chews, Volcano Ginger Chews, Fruit-flavoured Ginger Chews



天龍牌  
Sky Dragon

新億食品有限公司  
Sun Yik Food Ltd  
主要產品：罐頭食品 (海味、水產食品、肉類)、即食食品 (海味)、冷藏海味  
Main Products: Canned Food (Sea Foods, Aquatic Foods, Meat), Instant Food (Sea Foods), Frozen Sea Foods

 香港卓越名牌  
Hong Kong Premier Brand



軒琴居  
HECOM

七海化工 (集團) 有限公司  
Seven Sea Chemicals (Holdings) Ltd  
主要產品：床褥、枕頭、家具、沙發、椅  
Main Products: Mattress, Pillow, Furniture, Seating



穩健  
Winner

穩健醫療 (香港) 有限公司  
Winner Medical (Hong Kong) Ltd  
主要產品：傷口護理產品、包裝護理產品、防護感染控制產品  
Main Products: Surgical Dressing Products, Wound Care Dressing Products, Infection Control Products



詩樂氏  
Swashes

詩樂氏有限公司  
Swashes Ltd  
主要產品：消毒濕紙巾、消毒潔手液、消毒藥水、家居清潔劑、口罩  
Main Products: Anti-bacterial Wet Wipes, Hand Sanitiser, Disinfectant, Household Cleaning Products, Face Mask



綠團  
Team Green

星光集團有限公司  
Starlite Holdings Ltd  
主要產品：立體拼圖  
Main Product: 3D Puzzle



永星化工  
WINSTAR CHEMICALS

永星化工有限公司  
Winstar Chemicals Co Ltd  
主要產品：表面處理藥水、防腐塗料、納米保護塗料、酸銅電鍍劑、納米消毒殺菌產品  
Main Products: Surface Finishing Agent, Anti-corrosion Coating, Protective Nano Coating, Acid Copper Plating Brightener, Disinfectant Nano Product



萊特維健  
Wright Life

萊特維健藥廠有限公司  
Wright Life Pharmaceutical Ltd  
主要產品：食用保健產品 (NMN10000、護眼系列)、中藥保健產品 (阿膠氣血寶、蟲草參靈寶)  
Main Products: Healthcare Dietary Supplements (NMN10000, Eyecare Series), Chinese Medicine Healthcare Products (Donkey Hide Gelatin, Cordyceps Ginseng Lingzhi)

(排名不分先後 In alphabetical order)

# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2020 香港名牌選舉 Hong Kong Top Brand Awards

 香港名牌  
Hong Kong Top Brand

(排名不分先後 In alphabetical order)





# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2019 香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港服務名牌十年成就獎  
Hong Kong Top Service Brand Ten Year Achievement Award



金至尊  
3DG Jewellery

金至尊珠寶 (香港) 有限公司  
3D-GOLD Jewellery (Hong Kong) Ltd  
主要服務：零售及批發 (黃金、鑽石及珠寶首飾)  
Main Services: Retail & Wholesale (Gold, Diamond, Jewels)



香港卓越服務名牌  
Hong Kong Premier Service Brand



英識教育  
Britannia StudyLink

英識教育 (亞洲) 有限公司  
Britannia Study Link (Asia) Ltd  
主要服務：英國升學顧問及輔助服務、  
暑期升學課程、英國暑期遊學代辦  
Main Services: UK Education Consulting &  
Supporting Service, Summer Education Course,  
UK Summer Study Agency



Dogaroo  
Dogaroo

奧美 (集團) 有限公司  
Dogaroo Group Ltd  
主要服務：犬隻訓練、犬隻游泳訓練、  
寵物美容、寵物酒店、寵物日託服務  
Main Services: Dog Training, Canine Physical  
Swimming Therapy, Pet Grooming, Pet Hotel,  
Pet Day-care Service



洋紫荊維港遊  
Harbour Cruise-Bauhinia

佳力酒店管理有限公司  
Galaxy Hotel Management Co Ltd  
主要服務：海上餐飲食肆  
Main Service: Dining Cruise

# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2019 香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港服務名牌  
Hong Kong Top Service Brand



アメ横丁  
Ameyokocho

金洪有限公司  
Golden Water Ltd  
主要服務：零售 (零食)  
Main Service: Retail (Snacks)



君譽醫療  
IconMed

君譽醫療集團  
Icon Medical Group  
主要服務：專業護理培訓、私人護理服務、  
第二醫學意見諮詢服務  
Main Services: Professional Caregiving Training,  
Private Nursing Services, Second Medical Opinion  
Consultation Services



客路  
Klook

客路旅遊科技有限公司  
Klook Travel Technology Ltd  
主要服務：旅遊服務預訂平台  
Main Service: Travel Service Booking Platform



新亞生命  
Pangenia

新亞生命科技有限公司  
Pangenia Lifesciences Ltd  
主要服務：基因測試 (遺傳性疾病風險評估、  
精確癌症、產前及婦女健康)、  
新冠病毒測試  
Main Services: Genetic Testing (Hereditary Risk  
Assessment, Precision Cancer, Maternity & Female  
Health), COVID-19 Testing



印館  
PRINT SHOP

環球印館控股有限公司  
Universe Printshop Holdings Ltd  
主要服務：商務印刷服務  
Main Service: Commercial Printing Service



香港仁和體檢  
re:HEALTH

醫思健康  
EC Healthcare  
主要服務：預防醫學、體檢服務、疫苗接種、  
中醫普通科、零售 (食用保健產品)  
Main Services: Preventive Medicine, Health  
Screening, Vaccination Service, Chinese Medical  
General Out-patient Clinic, Retail (Health Dietary  
Supplements)



譚仔三哥米線  
TamJai SamGor Mixian

群順有限公司  
Vennic Ltd  
主要服務：中式風味餐館  
Main Service: Chinese Specialty  
Cuisine Restaurant



橋底辣蟹  
Under Bridge Spicy Crab

橋底辣蟹有限公司  
Under Bridge Spicy Crab Ltd  
主要服務：中式風味餐館  
Main Service: Chinese Specialty  
Cuisine Restaurant



滙隆  
Wui Loong

滙隆棚業有限公司  
Wui Loong Scaffolding Works  
Co Ltd  
主要服務：棚架搭建 (竹棚、  
竹通混合棚、鐵棚)  
Main Services: Scaffolding Work  
(Bamboo Scaffold, Metal-bamboo  
Matrix System Scaffold, Metal  
Scaffold)



昇華在線  
You Find

昇華在線有限公司  
You Find Ltd  
主要服務：數碼市場推廣及策劃  
Main Services:  
Digital Marketing & Planning

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2020 香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港卓越服務名牌  
Hong Kong Premier Service Brand



史偉莎  
LBS Hygiene

史偉莎集團有限公司  
LBS Corporation Ltd

主要服務：滅蟲服務、洗手間清潔管理服務、零售 (洗手間產品、消毒用品)、液體廢物處理  
Main Services: Pest Control Service, Restroom Cleaning Service, Retail (Restroom Sanitary Products, Detergent), Liquid Waste Management



香港服務名牌  
Hong Kong Top Service Brand



759 阿信屋  
759 Store

高雅線圈製品有限公司  
Coils Electronic Co Ltd  
主要服務：零售 (冷藏食品、零食、食品雜貨、家居用品、個人護理產品)  
Main Services: Retail (Frozen Food, Nibbles, Groceries, Household Products, Personal-care Products)



希瑪眼科  
C-MER Eye Center

香港 (國際) 眼科醫療集團有限公司  
Hong Kong (International) Eye Care Group Ltd  
主要服務：眼科檢查、眼科護理及治療、白內障治療、屈光矯視、眼鏡驗配及零售  
Main Services: Eye Examination, Eye Care & Treatment, Cataract Treatment, Refractive Treatment, Optical Dispensing & Retail



Cupid Beauty  
Cupid Beauty

姓暉美容初心有限公司  
Sunlight Beauty Group (Maiden) Ltd  
主要服務：美容、纖體、脫毛、按摩、零售 (護膚品)  
Main Services: Facial Treatment, Body Slimming, Hair Removal, Massage, Retail (Skincare Products)

(排名不分先後 In alphabetical order)

# 二零一九及二零二零年品牌選舉得獎名單

## List of 2019 & 2020 Brand Awards Winners

2020 香港服務名牌選舉 Hong Kong Top Service Brand Awards



香港服務名牌  
Hong Kong Top Service Brand



溢豐工程  
Deco Classic

溢豐工程有限公司  
Deco Classic Ltd  
主要服務：室內設計、裝修工程  
Main Services: Interior Design, Renovation Services



香港教育城  
EdCity

香港教育城有限公司  
Hong Kong Education City Ltd  
主要服務：教育資訊網站、網上教學平台、網上閱讀平台、學與教博覽、資訊科技教學方案  
Main Services: Education Portal, Online Learning & Teaching Platform, Online Reading Platform, Learning & Teaching Expo, IT Education Solutions



香港駕駛學院  
Hong Kong School of Motoring

香港駕駛學院有限公司  
The Hong Kong School of Motoring Ltd  
主要服務：駕駛培訓課程、駕駛技術提升課程、車隊培訓課程  
Main Services: Driving Training Course, Driving Skill Enhancement Course, Fleet Training Course



東方表行  
Oriental Watch Company

東方表行有限公司  
Oriental Watch Co Ltd  
主要服務：零售 (鐘錶)  
Main Service: Retail (Watch)



銀鑛灣渡假酒店  
Silvermine Beach Resort

銀鑛灣渡假酒店有限公司  
Silvermine Beach Resort Ltd  
主要服務：酒店住宿、餐飲、場地租賃、康樂活動、水療按摩  
Main Services: Hotel Accommodation, Catering Service, Venue Rental, Recreational Activities, Spa & Massage Service



譚仔雲南米線  
TamJai Yunnan Mixian

同心飲食有限公司  
Jointed-Heart Ltd  
主要服務：中式風味餐館  
Main Service: Chinese Specialty Cuisine Restaurant



寵物藥妝  
寵物藥妝

韋仁生物技術投資有限公司  
T & Y Biologics Investment Ltd  
主要服務：零售 (寵物食品、寵物食用保健產品、寵物護理產品、寵物用品)  
Main Services: Retail (Pet Food, Pet Healthcare Dietary Supplements, Pet Care Products, Pet Products)

(排名不分先後 In alphabetical order)





## 二零一九及二零二零年品牌選舉得獎名單 List of 2019 & 2020 Brand Awards Winners

2019 香港新星品牌選舉 Hong Kong Emerging Brand Awards



**b-MOLA**  
**b-MOLA**

安世思奧國際有限公司  
NCCO International Ltd  
主要產品：空氣清新機  
Main Product: Air Purifier



**攝達**  
**Citracium**

全球藥業有限公司  
The International Medical Co Ltd  
主要產品：食用保健產品 (鈣片、泌尿適、維他命片劑)  
Main Products: Healthcare Dietary Supplements (Calcium Tablets, UroBiotic, Vitamin Tablets)



**ELEEEELS**  
**ELEEEELS**

意萊宜  
Yell Group Ltd  
Yell Group Ltd  
主要產品：深層肌肉振擊按摩儀  
Main Product: Percussive Massage Device



**airDefender**  
**氣淨達**

**氣淨達**  
**airDefender**  
氣淨達國際有限公司  
Airdefender International Co Ltd  
主要產品：防疫產品 (抗菌抗病毒噴霧、環保抑菌口罩)  
Main Products: Anti-epidemic Products (Antibacterial & Antivirus Spray, Reusable Face Mask)



**ASB 生物柴油**  
**ASB Biodiesel**

ASB Biodiesel (Hong Kong) Ltd  
ASB Biodiesel (Hong Kong) Ltd  
主要產品：生物柴油、粗甘油  
Main Products: Biodiesel, Crude Glycerine



**GREEN PAWS**  
**六斗**  
**Green Paws**

綠盈環保有限公司  
Green Intellect Co Ltd  
主要產品：寵物用品 (木貓砂、木馬砂)  
Main Products: Pet Supplies (Wood Pellet Cat Litter, Wood Pellet Horse Litter)



**綠芝園**  
**Farm66**

綠芝園投資有限公司  
Farm66 Investment Ltd  
主要產品：農業種植展架、沙律菜  
Main Products: Indoor Planting Racks, Salad Vegetables



**蜜蜜啤**  
**MiMi Beer**

素藝策劃有限公司  
KsoArts Ltd  
主要產品：手工啤酒 (波特啤酒、IPA)  
Main Products: Craft Beer (Porter, IPA)



**夢樂**  
**MoonRock**

植華品牌 (亞洲) 有限公司  
Grown-up Licenses (Asia) Ltd  
主要產品：護脊書包  
Main Product: Ergonomic School Bag



**漢思傑**  
**Handscript**

漢思傑 (亞洲) 有限公司  
Handscript Asia Ltd  
主要產品：記事本、紙製文儀用品  
Main Products: Notebook, Paper Stationery



**天然養生**  
**Mytianran**

天然養生有限公司  
Tian Ran HealthCare Ltd  
主要產品：靈芝食用保健產品、靈芝茶包  
Main Products: Ganoderma Health Dietary Supplement, Ganoderma Tea Sachets



**閃亮系列**  
**THE SPARKLE COLLECTION**

德國寶電商貿易有限公司  
German Pool O2O Ltd  
主要產品：長衫、首飾、電器、時尚精品、家具  
Main Products: Cheongsams, Jewellery, Home Appliances, Gifts & Premium, Furniture

(排名不分先後 In alphabetical order)

## 二零一九及二零二零年品牌選舉得獎名單 List of 2019 & 2020 Brand Awards Winners

2020 香港新星品牌選舉 Hong Kong Emerging Brand Awards



**airDefender**  
**氣淨達**

**氣淨達**  
**airDefender**  
氣淨達國際有限公司  
Airdefender International Co Ltd  
主要產品：防疫產品 (抗菌抗病毒噴霧、環保抑菌口罩)  
Main Products: Anti-epidemic Products (Antibacterial & Antivirus Spray, Reusable Face Mask)



**ASB 生物柴油**  
**ASB Biodiesel**

ASB Biodiesel (Hong Kong) Ltd  
ASB Biodiesel (Hong Kong) Ltd  
主要產品：生物柴油、粗甘油  
Main Products: Biodiesel, Crude Glycerine



**GREEN PAWS**  
**六斗**  
**Green Paws**

綠盈環保有限公司  
Green Intellect Co Ltd  
主要產品：寵物用品 (木貓砂、木馬砂)  
Main Products: Pet Supplies (Wood Pellet Cat Litter, Wood Pellet Horse Litter)



**天然養生**  
**Mytianran**

天然養生有限公司  
Tian Ran HealthCare Ltd  
主要產品：靈芝食用保健產品、靈芝茶包  
Main Products: Ganoderma Health Dietary Supplement, Ganoderma Tea Sachets

(排名不分先後 In alphabetical order)



## 二零一九及二零二零年品牌選舉得獎名單 List of 2019 & 2020 Brand Awards Winners

2019 香港新星服務品牌選舉 Hong Kong Emerging Service Brand Awards



### Cupid Beauty Cupid Beauty

粧暉美容初心有限公司  
Sunlight Beauty Group (Maiden) Ltd  
主要服務：美容、纖體、脫毛、按摩、  
零售 (護膚品)  
Main Services: Facial Treatment,  
Body Slimming, Hair Removal, Massage,  
Retail (Skincare Products)



香港安苗醫療中心  
Hong Kong Professional Vaccine

### 香港安苗醫療中心 Hong Kong Professional Vaccine

Hong Kong Professional Vaccine Ltd  
Hong Kong Professional Vaccine Ltd  
主要服務：疫苗接種服務  
Main Service: Vaccination Service



### 漁樂 Lime Fish

亞洲國際餐飲集團有限公司  
Taste of Asia Group Ltd  
主要服務：東南亞餐廳  
Main Service: Southeast Asian Restaurant



### 遊艇主義 Aviva Yacht

遊艇主義有限公司  
Aviva Yacht Ltd  
主要服務：光催化納米船底塗層工藝、  
遊艇保養和維修及相關服務  
Main Services: Nano-Photocatalytic Marine  
Antifouling Painting Service, Yacht Maintenance &  
Repair & Related Services



### D2 Place D2 Place

迅嘉投資有限公司  
Quickfine Investments Ltd  
主要服務：商場營運  
Main Service: Shopping Mall Management



### iTRANSFORM STATION iTRANSFORM STATION

柯尼卡美能達商業系統 (香港) 有限公司  
Konica Minolta Business Solutions (HK) Ltd  
主要服務：業務數碼化及自動化服務 (文檔  
掃描、電腦程式編制、打印、郵寄服務)  
Main Services: Business Digitalisation &  
Automation Services (Document Scanning,  
Programming, Printing & Mailing Services)



### 樂在棋中 People on Board

樂在棋中社會企業有限公司  
People on Board Social Enterprise Ltd  
主要服務：桌上遊戲設計、平面設計、  
遊戲生產及發行、市場推廣及策劃  
Main Services: Board Game Design, Graphic  
Design, Game Production & Distribution,  
Promotional Marketing & Planning



### 尚品 Premier Food

尚品之薈有限公司  
Premier Food Ltd  
主要服務：零售及批發 (乾貨海味)  
Main Services: Retail & Wholesale  
(Dried Sea Foods)



### 滙天下 The Barn

香江會滙天下茶業有限公司  
HKI Tea Development Ltd  
主要服務：品茗及茶宴、茶葉禮品訂製、  
場地租用、零售及批發 (茶葉及茶器)  
Main Services: Tea Tasting & Tea Party, Gift Set  
Customisation, Venue Rental, Retail & Wholesale  
(Tea & Utensils)



### 學升火車 KP Express

學升火車集團有限公司  
PrePnK1 Express Group Ltd  
主要服務：幼兒升學顧問及相關培訓服務、  
家庭輔導服務  
Main Services: Children Education Consulting &  
Related Training Services, Family Counselling  
Service



### 小小科學超人 Little Scientists

小小科學家教育集團有限公司  
Little Scientists Education Group Ltd  
主要服務：兒童培訓課程 (科學及品德)  
Main Service: Children Training Course  
(Science & Morality)



### 寵物假期 Pet Holidays

寵物假期 (香港) 有限公司  
Pet Holidays (Hong Kong) Co Ltd  
主要服務：寵物旅遊、寵物移民  
Main Services: Pet Travel, Pet Immigration Service

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)





## 香港傑出品牌領袖獎 Hong Kong Distinguished Brand Leader Award

非凡成就 品牌典範

*Excellent Role Model in Branding*

「香港傑出品牌領袖獎」(簡稱「品牌領袖獎」)是主辦機構頒授的高級榮譽獎項,亦是「香港名牌選舉」及「香港服務名牌選舉」的另一項後續發展機制;旨在表彰積極投身品牌創建工作並取得卓越成就、對香港品牌發展作出重大貢獻的香港企業家,為業界樹立典範,弘揚香港的品牌文化。

「品牌領袖獎」的候選人必須為香港居民,並且須擔任一個香港品牌(「候選人品牌」)的掌舵人,參與該品牌的經營管理達至少十年。同時,「候選人品牌」須已獲得「香港名牌十年成就獎」或「香港服務名牌十年成就獎」。「品牌領袖獎」的評定標準包括「成就」、「信譽」、「遠見」、「領導才能」及「貢獻」五個方面。

第一及第二屆「品牌領袖獎」的得獎者分別為「李錦記」的集團主席李文達先生及「四洲」的集團創辦人兼主席戴德豐博士。



The Hong Kong Distinguished Brand Leader Award (Brand Leader Award) is an honorary award at the high level presented by the Organisers. It is also an continued development mechanism to supplement Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. The Brand Leader Award gives recognition to Hong Kong entrepreneurs for the remarkable achievements in brand-building and contributions towards the development of Hong Kong brands, with the objective of identifying role models for the industries and promoting Hong Kong's brand culture.

To be eligible, a candidate of the Brand Leader Award should be a Hong Kong citizen, who has been at the helm of a Hong Kong brand ("Candidate's Brand" thereafter) and has brought significant influence on the development of the Brand; and he/she must have been engaged in the operation of the Brand for not less than 10 years. At the same time, the Candidate's Brand must be a winner of the Hong Kong Top Brand Ten Year Achievement Award or Hong Kong Top Service Brand Ten Year Achievement Award. The judging criteria of the Brand Leader Award include Achievement, Integrity, Vision, Leadership and Contribution.

The first and second Brand Leader Award are presented to Mr Lee Man Tat, Lee Kum Kee Group Chairman and Dr Tai Tak Fung, Founder and Chairman of Four Seas Group respectively.

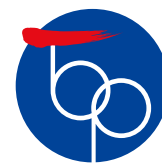


### 「品牌領袖獎」設計意念

「品牌領袖獎」的專用標誌由吳秋全先生擔任名譽設計顧問;以星雲迸發、流光炫動的意象襯托、重構「香港卓越名牌」標誌,營造出祥雲迴繞、彩帶飄揚的型態,寓意叱吒風雲的氣度、騰霄昂壘的成就與非凡地位。

### Design Concept of "Brand Leader Award"

The logo of Brand Leader Award was designed by the Honorary Advisor Mr Charles Ng. It is a glittering re-definition of the Hong Kong Premier Brand Mark, drawing inspiration from a splendid nebula explosion, a swirling auspicious cloud and fluttering ribbons. It denotes power, influence, and remarkable accomplishment.



## 香港名牌選舉暨香港服務名牌選舉 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards

立品創名 精益求精

*Branding for Excellence*



「香港名牌選舉」和「香港服務名牌選舉」分別創立於1999年及2005年,旨在表彰香港公司創立的傑出品牌,激勵港商精益求精,並提升香港產品和服務的知名度,增強社會各界、海外商家及消費者對香港品牌的認識。

「選舉」秉承「紮根香港」的定位,其參賽品牌必須在香港創立或與香港有實質的密切聯繫;而參賽公司須在香港註冊並於香港有實質業務運作,且擁有對所提交之參賽品牌的製造、銷售或經營專有權。

「選舉」主要依照六項標準進行評審,包括知名度(香港、中國內地及海外)、經營特色、創新意念、品質、形象、環保及社會責任等;評審程序由「專家評議」、「公眾投票」(2020年除外)和「實地審核」等三個環節組成,全面而深入地評估品牌的整體表現。主辦機構更透過「香港名牌標識(TOP嘜)計劃」,以准許證制度評估和認可品牌得獎後的持續發展。

經過多年的努力,「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達370個;成為備受業界推崇和政府認同的一項殊榮,亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌,更是一個推廣、支援和提升香港品牌的獨特平台。

Established in 1999 and 2005 respectively, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards aim to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises to pursue excellence, to promote Hong Kong products and services, and to enhance the profile of Hong Kong industries both locally and internationally.

With a positioning of "rooted in Hong Kong", the Awards have set it as an eligibility requirement that entries must be established in Hong Kong or have substantially close associations with the territory. Besides, the entry company should have been registered in Hong Kong and have substantive business operation in Hong Kong, and it should possess exclusive rights to fully control the production, distribution or other operational activities under the entry brand.

Entrants have to go through a rigorous and comprehensive vetting process that combines "Panel Review", "Public Polling" (except for year 2020) and "On-site Assessment"; and the judging is primarily based on six criteria, namely Reputation (Hong Kong, Mainland and Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility. The Organisers have also introduced a licensing system, i.e. "Hong Kong Top Brand Mark (TOP Mark) Scheme" to assess and recognise the continued development of the Awardees.

With the cumulative number of Awardees reaching 370, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.



### 「香港名牌標識」設計意念

「香港名牌標識」的設計顧問為靳埭強先生,標識以豐潤飽滿的圓點,形如一擲千鈞的印章,內嵌英文「TOP」字,寓意傑出超群;又隱含「b」字,正是「名牌」(Top Brand)的縮寫。「普通標識」以紅、藍原色為主;「卓越標識」採用金色,象徵高貴尊尚,更有金漆招牌之形意。

### Design Concept of "Hong Kong Top Brand Mark"

The "Top Mark" was designed under the supervision of Mr Kan Tai Keung. The Mark is mainly a combination of a seal and a "TOP", signifying authority, credential and prominence; the letters "T" and "O" are tangential to make up a letter "b", which together imply "Top Brand". The Ordinary Mark is in primary blue and red, while the Premier Mark is gold in colour to signify prestige and superiority.





## 香港名牌十年成就獎暨 香港服務名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award & Hong Kong Top Service Brand Ten Year Achievement Award

十年卓越 一路領先 Salute to the First and Best in Branding



「香港名牌十年成就獎」及「香港服務名牌十年成就獎」（簡稱「十年成就獎」）分別是「香港名牌選舉」及「香港服務名牌選舉」屬下的榮譽獎項；旨在表彰於品牌創建方面作出持續努力並取得傑出成績的香港品牌。

「十年成就獎」的參加品牌必須是「香港卓越名牌」或「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；其評審標準主要參考三個方面，包括業務表現與成績、品牌策略與管理、以及對行業和社會的貢獻。

至今，分別有 37 個及 14 個品牌榮獲「香港名牌十年成就獎」及「香港服務名牌十年成就獎」。

The Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award (Achievement Award) are honorary awards under the Hong Kong Top Brand Awards and the Hong Kong Top Service Brand Awards, aiming to commend Hong Kong brands for having demonstrated persistent commitment to branding and having sustained outstanding performance for years.

To be eligible, a candidate of this honorary award should be a winner of Hong Kong Premier Brand or Hong Kong Premier Service Brand, and has been conferred the title of Hong Kong Top Brand or Hong Kong Top Service Brand for at least ten years. The assessment is conducted based on three sets of factors, including Business Performance and Track of Success, Brand Strategies and Management, and Contribution to Industries and Society.

To date, 37 product brands and 14 service brands have become laureates of Hong Kong Top Brand Ten Year Achievement Award and Hong Kong Top Service Brand Ten Year Achievement Award respectively.



### 「十年成就獎」設計意念

「十年成就獎」的專用標誌由吳秋全先生擔任名譽設計顧問；以「香港卓越名牌」的標誌（靳埭強先生於 2004 年設計）和代表一流、領先的「1」字嵌合而成「10」字形輪廓，寓意「十年卓越，一路領先」。

### Design Concept of "Ten Year Achievement Award Logo"

The logo of Ten Year Achievement Award was designed under the guidance of the Honorary Advisor Mr Charles Ng. Taking the shape of Arabic numeral 10, it is a seamless combination of the Hong Kong Premier Brand Mark (designed by Mr Kan Tai Keung in 2004) and the number 1, which literally implies "the first" and "the best".



## 香港新星品牌選舉暨 香港新星服務品牌選舉 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

為品牌創業者喝采加油

Lauding our "Brand Entrepreneurs"



「香港新星品牌選舉暨香港新星服務品牌選舉」（「新星選舉」）遴選由香港公司創立、年資不超過八年的新興品牌，旨在鼓勵業界特別是中小企業銳意進取，透過創建品牌提升香港產品及服務的附加價值和競爭力。主辦機構亦希望「新星選舉」能夠喚起社會對「品牌創業者」的重視，推動香港品牌文化的建立。

「新星選舉」的參賽品牌必須在香港創立或與香港有實質的密切聯繫；評選程序包括「專家評議」和「實地審核」，評審標準為知名度（香港、中國內地及海外）、經營特色、創新意念、品質、形象、環保及社會責任等六項。

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行十一屆，累計得獎品牌 126 個，展示了香港品牌發展的又一道亮麗風景線。

The Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards (Emerging Awards) give recognition to up-and-coming young brands aged under 8 years, with an aim to encourage the industries especially SMEs to embrace an enterprising spirit and to enhance the value-added attributes and the competitive edge of Hong Kong products and services through brand-building. The Organisers also hope that the Emerging Awards would give a boost to "brand entrepreneurs", thus helping to foster a branding culture in Hong Kong.

The Emerging Awards are open for brands that are established in or have substantially close relations with Hong Kong. There are six judging criteria namely Reputation (Hong Kong, Mainland and Overseas), Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility; and the final decision is based on "Judging Panel Review" with the results of "On-site Assessment" taken into consideration.

Since 2010, 126 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong's brand development.



### 「香港新星品牌標誌」設計意念

「香港新星品牌標誌」由吳秋全先生擔任名譽設計顧問。標誌的主體為一顆從「H」字背後嶄露頭角的彩星，象徵著蓄勢而發、光芒初綻；星號更幻化成「K」字，令整個構圖呈現「HK」字形輪廓，寓意紮根香港，向無限空間進發；標誌採用品牌局徽號的紅藍原色，輔以金色光束，盡顯專業、莊重、活力澎湃。

### Design Concept of "Hong Kong Emerging Brand Logo"

"Hong Kong Emerging Brand Logo" was designed by the Honorary Advisor Mr Charles Ng. It features a splendid star emerging from the back of letter "H" to symbolise "enterprising" and "promising". The asterisk also takes the shape of letter "K" to make the logo a perfect incarnation of "HK", implying "originating from Hong Kong" and "reaching out to new horizons". The Logo inherits the primary red and blue from the BDC's corporate colour, which together with a touch of shining golden signify "dignity", "professionalism" and "vitality".



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**獎項殊榮**

2021年 ▶ 獲勞工處「展翅青見計劃」頒發「良好表現學員」獎表揚培訓學員成就。

2019年 ▶ 獲香港品牌發展局頒發「香港卓越服務名牌」。

2019-21年 ▶ Dogaroo行政總裁獲香港社會服務聯會頒發「關懷大使」。

2018年 ▶ Dogaroo創辦人代表香港參加國家地理頻道 Cesar's Recruit Asia 第二季勇奪冠軍贏得「亞洲最佳馴犬師」美譽。

2017年 ▶ 獲香港品牌發展局頒發「香港服務名牌」。

2016-21年 ▶ 獲香港社會服務聯會頒發「商界展關懷」認證。

2016年 ▶ 獲中華電力頒發「環保節能機構」嘉許計劃之「中小企業—零售及服務」銀獎。

2015年 ▶ 獲香港品牌發展局頒發「香港新星服務品牌」。

2015年 ▶ 獲 SGS 頒發「ISO 9001:2015」國際品質管理體系認證。

2011年 ▶ 獲香港品質保證局頒發「ISO 9001:2008」國際品質管理認證。

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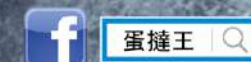
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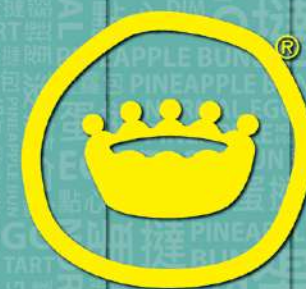
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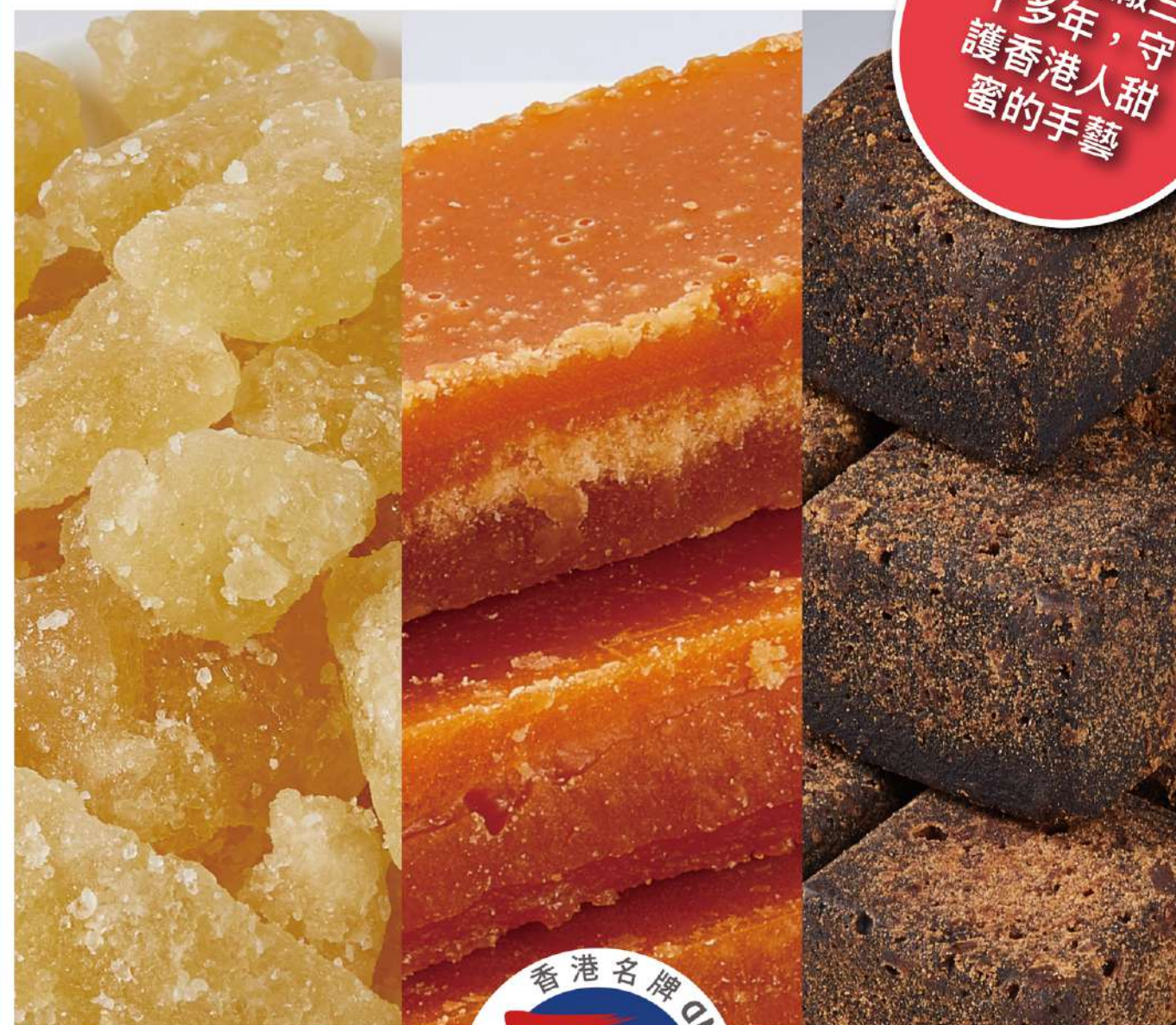


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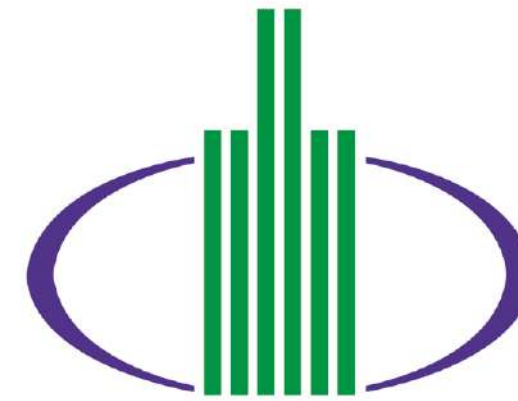


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\*資料來源: Minami et al., Journal of Nutritional Science 2013 (B-3:50 billion cfu) \*以60公斤人士用5.3小時完成一次馬拉松全程為指標 (8.3 METs) \*效果因人而異，需配合均衡飲食及適量運動

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# 香港品牌發展局簡介

## About the Hong Kong Brand Development Council

香港品牌發展局（品牌局）創立於 2005 年，是由香港中華廠商聯合會（廠商會）牽頭成立、按「市場主導、政府促進、社會支持」模式組建的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提高香港品牌的知名度、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交流和合作；現擁有公司會員超過 360 家。



品牌局從全局性層面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，品牌局更活躍於品牌評審、認證、推廣、培育、研究、交流和國際合作等各個領域，以多元化的服務為香港品牌構築「一站式」的支援平台。

近年，品牌局身體力行，帶領企業參加在本港和國內的各種展覽和推廣活動；先後於武漢、廈門、重慶、哈爾濱、天津、大連、北京等地舉辦聲勢浩大的「香港品牌節」系列活動，並於粵港澳大灣區推行「香港·進·品牌大灣區」項目，進一步彰顯其在推廣香港品牌形象以及協助業界拓展內銷市場方面的積極角色。

### 品牌局的標誌性活動

- 香港名牌選舉、香港服務名牌選舉
- 香港新星品牌選舉暨香港新星服務品牌選舉
- 香港傑出品牌領袖獎
- 香港名牌標識 (TOP 嘜) 計劃
- 香港製造標識 (Made in Hong Kong 嘜) 計劃
- 「香港品牌名冊 (Brand HKID)」登記制度
- 中小企品牌群策營
- 《香港名牌巡禮》刊物
- 品牌策略管理證書課程
- 「香港品牌節」推廣活動
- 「香港·進·品牌大灣區」項目

Initiated by the Chinese Manufacturers' Association of Hong Kong in 2005, the Hong Kong Brand Development Council (the BDC) 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. The Council currently has a strong membership with over 360 companies. For years, the BDC has been 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 branding.

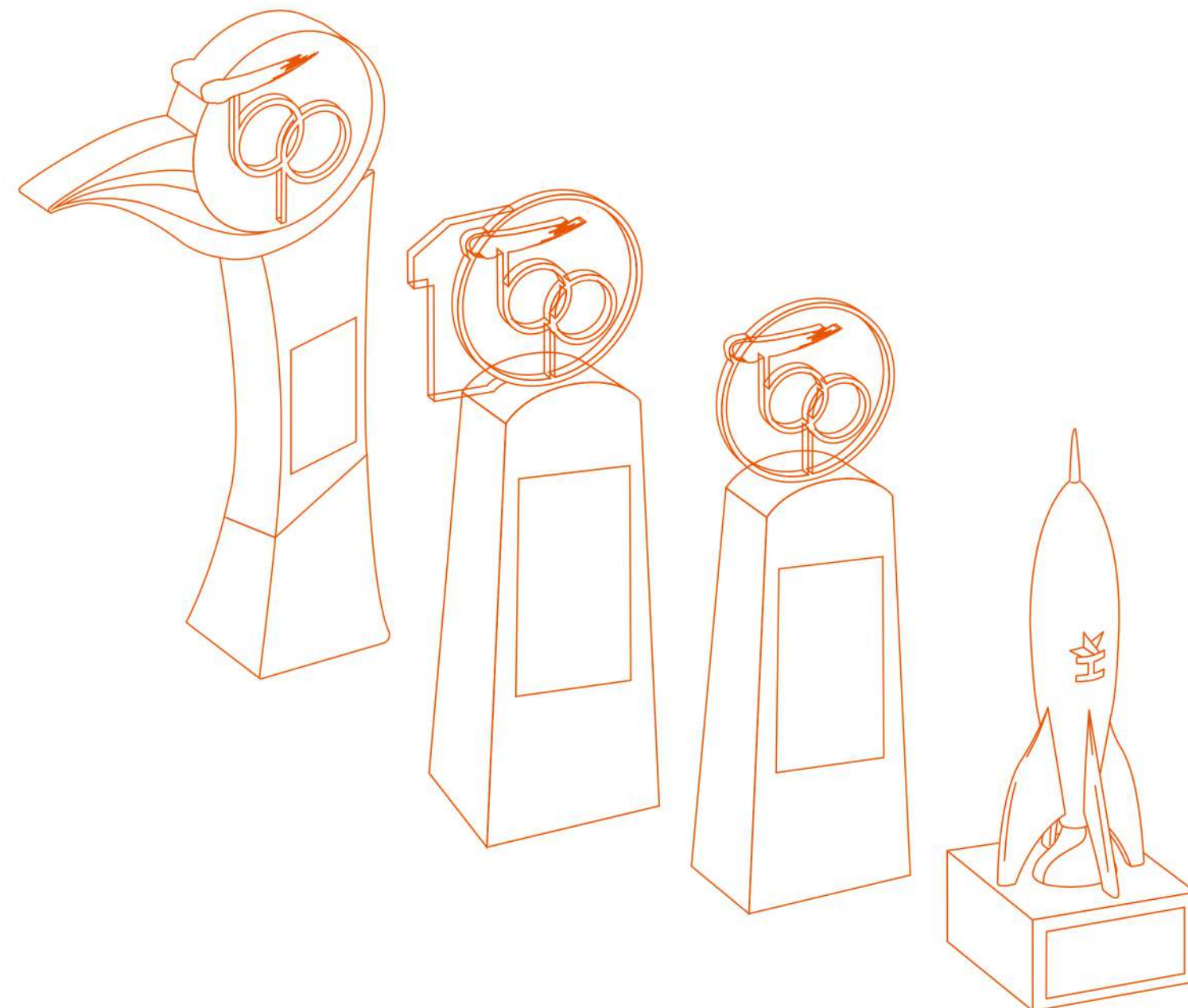
The BDC has set itself the task of becoming a flagship to lead the way in Hong Kong's brand development, being a driver for the pursuit of an overall strategy, a facilitator for the formulation and implementation of related policies, and a "one-stop" service platform to support Hong Kong brands. The Council has been playing an active role in every key area, sharpening its leadership in brand accreditation, certification, promotion, nurturing, research, exchanges and international cooperation.

The BDC has been actively participating in various exhibitions, product showcases, and other promotional events, both domestically and across the border. With the implementation of large-scale serial activities under the banner of "Hong Kong IN·Brand Greater Bay" and "Hong Kong Brand Festival" in major Mainland cities, the BDC has further strengthened its pivotal role as a promoter for the collective image of Hong Kong brands as well as an enabler to assist companies in tapping into Mainland's vast domestic market.



### Some of the BDC's major activities

- Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards
- Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards
- Hong Kong Distinguished Brand Leader Award
- Hong Kong Top Brand Mark (Top Mark) Scheme
- Made in Hong Kong Mark (HK Mark) Scheme
- Hong Kong Brand i-Directory (Brand HKID) Registration System
- SME Branding Club
- "The Parade of Hong Kong Top Brands" Booklet
- Executive Certificate in Strategic Brand Management
- "Hong Kong Brand Festival" Promotion Activities
- "Hong Kong IN·Brand Greater Bay" Project



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