

二零一五年選舉頒獎典禮 — 香港特別行政區政府財政司司長曾俊華 GBM 太平紳士致辭(節錄)

我很高興再次出席香港名牌、服務名牌和新星品牌的選舉頒獎典禮。廠商會（香港中華廠商聯合會）和品牌局（香港品牌發展局）多年來一直協助業界建立品牌、開拓市場，成績有目共睹。

品牌局設立「香港名牌」和「香港新星品牌」獎項，就是為了表揚香港公司創立的傑出品牌和服務，鼓勵業界精益求精。

今年的得獎品牌來自不同的行業，非常多元化。它們的商品和服務各有特色，但是有一個共通點，就是在品質監控、塑造品牌形象和市場營銷方面，都下了不少工夫，又因應顧客的需求和口味，不斷改進。這些品牌都得到廣大消費者的認同，實至名歸。

在過去十年，創新資訊科技取得突破性的發展，徹底改變了大家的生活習慣，人人機不離手，隨時隨地收到來自四方八面的資訊。這些科技加上發展成熟的全球供應鏈，改變了傳統的商業運作模式。今天電子商貿發展蓬勃，網絡購物方便快捷，貨品選擇亦多不勝數。香港企業商品和服務，同時亦要面對來自全球各地的激烈競爭。

因此今時今日，企業要突圍而出，更加要做到令自己的產品、自己的服務與眾不同，以獨特的品牌吸引消費者。品牌是企業很重要的資產，有時甚至是企業最「值錢」的一部分。好的品牌，代表消費者的信心，可以協助積累一班品牌的「擁躉」，在引入新產品和開拓新市場之時，就更加有利了。

我想在座各位都會認同，香港本身就是一個非常優秀的品牌。在業界多年努力之下，跟香港相關的產品一直得到好的口碑，更加代表優質和創新的設計。

隨着國家經濟發展，內地今天已經成為世界第二大的經濟體，中產人口快速增加，擁有驚人的購買力。香港產品亦一直受到內地消費者歡迎，我們應該盡量發揮「香港製造」這個品牌的優勢，讓香港企業可以把握內地龐大的市場機遇。

為了協助香港企業開拓內地市場，我們會繼續推行十億元的「專項基金」，資助企業為內銷產品進行檢測認證、製作針對內地的宣傳品，以及在內地申請註冊專利和商標等。

廠商會和品牌局一直善用「專項基金」的「機構支援計劃」，近年在內地多個城市舉辦「香港品牌節」一系列活動。去年的「天津香港品牌節」就以嬰兒和兒童品牌為主題，推廣本地衣物、玩具、食品和保健品，獲得業界熱烈支持。

我深信憑着香港企業敏銳的商業觸覺、不斷努力求進、靈活變通的精神，我們一定能夠發展出更多「香港製造」的優質品牌。

**2015 Awards Presentation Ceremony –
Speech (Excerpt) by the Honourable John Tsang Chun-wah, GMB, JP, Financial
Secretary, the Government of Hong Kong Special Administration Region**

I'm glad to attend once again the Presentation Ceremony of Hong Kong Top Brand, Top Service Brand, and Emerging Brand Awards. Over these years, the Chinese Manufacturers' Association of Hong Kong (CMA) and the Hong Kong Brand Development Council (BDC) have made strenuous and indeed fruitful efforts to assist our industries to develop brands and expand markets.

In particular, the BDC has organised Brand Awards like Hong Kong Top Brand and Hong Kong Emerging Brand, with an aim to give recognition to outstanding brands and services established by local enterprises, stimulating the industries to pursue excellence.

This year's winners come from a wide variety of industries. Engaged in distinctive products and services notwithstanding, they have one thing in common, that is, spending great efforts in quality control, brand image building and marketing, while continuously making improvements in accordance with the ever-changing needs and tastes of the clients. These brands, having been held in high regard by the consumers, are well worth the Brand Awards.

In the past decade, breakthroughs in innovative information technologies have completely reshuffled our daily lives; and people tend to be inseparable from the mobile devices, receiving different kind of information anytime anywhere. Technology developments, together with the well-established global supply chain, have also changed the traditional business modalities. As a result of booming e-commerce, people nowadays now enjoy greater convenience, higher efficiency and more choices of goods through shopping online. But at the same time, Hong Kong enterprises, no matter engaged in goods or services, are facing fiercer competition from market players around the world.

In order to stand out in today's marketplace, an enterprise must press ahead with differentiation of products and services, and catch consumers' eyeballs with a distinctive brand image. Brand has become an important asset of a company, and sometimes even the most valuable equity. A successful brand represents the trust of consumers, and it helps to amass a number of loyal supporters, putting the company in a more advantageous position when launching new products and expanding into new markets.

As everyone here would agree, Hong Kong itself is an outstanding brand. Thanks to long standing efforts of our industries, products related to Hong Kong have enjoyed a good reputation and become a symbol of good quality and innovative design.

With phenomenal economic development, Mainland China is nowadays the second biggest economy in the world, and the population of middle class there with amazingly strong purchasing power is growing by leaps and bounds. Now that Hong Kong products have always been well-received by Mainland consumers, we ought to bring this favourable brand effect of “Made in Hong Kong” into full play, so as to enable our enterprises to seize the abundant opportunities across the border.

To assist Hong Kong enterprises to explore the Mainland market, the HKSAR Government would continue to implement the HK\$1 billion “Dedicated Fund on Branding, Upgrading and Domestic Sales” (BUD Fund), providing funding support for Hong Kong enterprises to conduct testing and certification for products destined for domestic sales, to prepare promotion materials targeted at Mainland market, and to apply for patents and trademarks in the Mainland.

The CMA and the BDC have made good use of the Organisation Support Programme of the BUD Fund and organised “Hong Kong Brand Festival” serial activities in a number of Mainland cities these years. The “Tianjin Hong Kong Brand Festival” implemented last year, which aimed to promote local clothing, toys, food and health products under the theme of baby and children brands, had received enthusiastic support from the industries.

I am much confident that, by dint of Hong Kong enterprises’ remarkable business acumen, enterprising spirit and flexibility, we would not fail to have more and more “Made in Hong Kong” premium brands.

* The Financial Secretary delivered his speech in Chinese. The above is the English translation prepared by the BDC.