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;屬下會員公司逾300家。

品牌局按「市場主導、政府促進、社會支持」的模式組建,由主管商務及經濟的特區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。

自 2005 年創立以來,品牌局銳意擔當引領香港品牌發展的領航旗艦,並透過在品牌評審、推廣、培育、研究、交流和聯繫合作等領域開展實務性工作,為本地品牌構建「一站式」的支援平台。

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



品牌選舉

香港人自己的品牌選舉



「香港名牌選舉」及「香港服務名牌選舉」分別 創立於 1999 年及 2005 年;每年以競賽的形式 繼擇香港公司創立的優委品牌,添過去彰生的

和樹立典範,激勵工商界「立品創名,精益求精」,邁上高增值的發展道路。迄今,兩項「選舉」的得獎品牌累計超過



「香港新星品牌選舉」及「香港新星服務品牌選舉」創立於 2010 年,遴選由香港公司創立、年資不超過八年的新興品牌,藉以鼓勵業界特別是中小企業銳意進取,透過創建品牌提升競爭能力。兩項「選舉」的得獎品牌累計至今已超過 100 個。



香港名牌標識 (TOP 嘜)計劃 ~~~

優質、名望和信心的標誌



「香港名牌標識計劃」開創了品牌認證的先河 以規範化的審核和授權制度,對「香港名牌選 顯,和「香港服務名牌選顯」的得數品牌進行

覆審和監管,並向合格者授權使用特別的視覺辨別標誌「香港名牌標識」(TOP 嘜)進行商業推廣,凸顯香港優秀品牌的形象。

香港製造標識 (HK 嘜)計劃

印證香港工業的成就



「香港製造標識(HK 嘜)計劃」透過推行代表 「香港製造」(Made in Hong Kong)的標識 系統,為香港貨品提供目有機威性的第三方認

證。企業可憑香港產地來源證明提出申請,獲授權後可使用「HK 嘜」標示、宣傳有關貨品於香港生產、製造的原產地身份。

中小企品牌群策營

群策群力創新天



「中小企品牌群策營」匯聚有志發展品牌的中央 企業,定期舉辦講座等活動,為業界提供一個領 識轉移、經驗分享、加強聯絡的平台;目前的記

冊會昌企業超過 400 家。



品牌管理證書課程

培育本地品牌專才



由品牌局與香港大學專業進修學院合辦的品牌管理行政人員證書課程,透過發揮學術界和業界的協同性培育本地品牌專才;課程圍繞「創意品牌及品牌管理」及「數碼品牌傳播」兩大主題,向在職人士傳授品牌理論與實務技巧。

主辦機構更舉辦「最佳品牌策劃 獎」,遴選課程學員所創作的品牌 發展策略書,鼓勵學以致用。



品牌推廣

塑「香港品牌」集體形象



品牌局透過在內地不同城市舉辦聲勢浩大的「香港品牌節」、參與本地和海外的展覽活動以及出版《香港名牌巡禮》等刊物,向各地消費者推廣優秀的香港品牌及產品。



成為品牌局會員

向成功品牌邁進一步



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 和組織加入成為會員。

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,均可申請成為公司會員。境外註冊的公司或工商機構,可申請成為贊助會員。

Be a Member of the BDC





All organisations which align with the objectives of the BDC and in support of the development of Hong Kong brands are welcome to join the BDC as members.

Any Hong Kong company holding a valid business registration certificate or any Hong Kong association registered with the relevant Government authority are eligible to apply to become a Corporate Member. Companies or associations incorporated outside Hong Kong can apply to be admitted as Associate Members.

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Hong Kong Brand Development Council

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Initiated by the Chinese Manufacturers' Association of Hong Kong (the CMA) 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.

With over 300 corporate members, the BDC is established on the principle of "Market Leads, Government Facilitates, Community Supports". Apart from having top Government officials as Honorary Patron and Honorary Advisors, the BDC has a prestigious General Committee comprising representatives from a variety of sectors, such as manufacturing, commerce, academics, and professional services.

Objectives

- 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

Major Activities -

Hong Kong's flagship branding organisation

The BDC has set itself the task of becoming a flagship in leading the way in Hong Kong's brand development, being a driver for an overall strategy, a facilitator for the formulation and implementation of related policies, and a coordinator for the branding efforts of local organisations. The BDC has been playing an active role in the following key areas:

Advise and assist the Government in formulating and implementing policies related to brand development.



Host the "Hong Kong Top Brand Awards", "Hong Kong Top Service Brand Awards", "Hong Kong Emerging Brand Awards" and "Hong Kong Emerging Service Brand Awards" and provide assistance to other brand competitions or recognition schemes, in an attempt to identify role models and set up best-practice benchmark in branding.

Organise the "Hong Kong Top Brand Mark Scheme" and "Made in Hong Kong Mark Scheme", which blazed the trail of brand-related certification based on well-structured assessment and licensing systems.



Participate in various exhibitions, product showcases, and other promotional events, to enhance the profile of Hong Kong brands in the domestic, Mainland and overseas markets.

Stage "Hong Kong Brand Festival" promotional activities in various cities in the Mainland, in an attempt to assist Hong Kong companies in tapping into the vast domestic market.



organise SME Branding Club and training, research, study and exchange programmes to foster brand-building culture among the industries.



Implement education campaigns to step up brand awareness among the public and cultivate an environment conducive to brand development.



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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

