



# 出海名牌選舉暨 出海服務名牌選舉

Go Global Top Brand Awards &  
Go Global Top Service Brand Awards

# 2026

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

活動贊助  
Event Sponsor



交通銀行 (香港)  
BANK OF COMMUNICATIONS (HONG KONG)

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畢馬威

特別鳴謝  
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Acknowledgement



香港經濟日報



星島日報



頭條日報



大谷文匯



The Standard

## 宗旨 OBJECTIVES

「出海名牌選舉」和「出海服務名牌選舉」旨在表彰以香港為戰略性節點、努力拓展跨地域業務並取得出色表現的品牌，鼓勵企業依託香港供應鏈管理中心的優勢，積極構建全球化價值鏈、拓展多元化市場佈局和推廣國際化形象，以提升品牌競爭力和國際影響力。

Go Global Top Brand Awards and Go Global Top Service Brand Awards give recognition to brands that use Hong Kong as a strategic hub to expand their business operations across regions and have achieved outstanding performance. The Awards aim to encourage enterprises to leverage Hong Kong's advantages as a supply chain management centre to build global value chains, diversify their market presence, and promote international image, thereby enhancing their brand competitiveness and global influence.

## 選舉組別 AWARD CATEGORIES

「出海名牌選舉」主要針對產品品牌，一般情況下應以已預先包裝的產品上的商標為依據；「出海服務名牌選舉」主要面向服務品牌，通常是指參選公司或其營運設施的商標或者名稱。參選企業應在營運過程中主動向客戶、消費者等相關持分者以及公眾展示和推廣有關品牌及其標誌。

Go Global Top Brand Awards are conferred to product brands, which are normally represented by the trademarks or logos printed on prepackaged goods; whereas the Go Global Top Service Brand Awards are presented to brands engaged in service industries, which often refer to the trademarks or logos shown at the service locations or the brands of the entry companies. Entry companies should proactively display and promote their entry brands and the logos thereof to customers, consumers, other stakeholders, and the public in their business operations.

## 主辦機構 ORGANISER

香港品牌發展局和香港中華廠商聯合會為「選舉」之主辦機構。

The Hong Kong Brand Development Council (BDC) and the Chinese Manufacturers' Association of Hong Kong are the co-organisers of the Awards.

## 參賽資格 ELIGIBILITY

1. 參賽品牌必須在香港以及品牌始創地或者至少一個海外司法管轄區，開展自主性的實質業務，並辦理商標註冊或者能夠提供足夠的文件證明其原創地位和產權。參賽公司或其所屬的集團必須為該品牌商標的實質受益人。
  - a) To be eligible, the entry brand should on its own initiative, conduct substantive business operations in both Hong Kong and the place of its origin or in at least one overseas jurisdiction. The brand should have completed trademark registration in the aforesaid places or be able to produce sufficient evidence to demonstrate the originality and proprietorship. The entry company or its parent group should be the beneficial owner of the brand trademarks.
2. 品牌須與香港具有實質的聯繫，例如，在香港創立；以香港為生產或營運基地；產品或服務以香港為重要或策略性市場；所屬公司的部分重要股東為香港人士；對香港工商業或經濟發展有顯著貢獻或影響等。
  - b) The brand should have substantial relations with Hong Kong, e.g. the brand being founded in Hong Kong, the production or operating site being based in Hong Kong, its products or services targeting Hong Kong as an important or strategic market, part of the key shareholders being Hong Kong residents; or the brand having made significant contributions to or influences on Hong Kong's industrial and economic development.
3. 參賽公司必須在香港註冊，並透過組織架構或營運分工的安排，擁有對參賽品牌的製造、銷售、推廣或經營的專有權或特准的管控權。
  - c) The entry company should have been registered in Hong Kong and, through its organisational structure or operational arrangements possess exclusive or specifically authorised control rights to control the production, distribution, promotion or other operational activities under the entry brand.

## 獎項 AWARD STRUCTURE

1. 選舉設「出海名牌」和「出海服務名牌」獎項，授予成績領先之參賽品牌。授獎名額均由評審團視乎參賽情況決定，原則上各以五個為限。
  - a) The Awards will present "Go Global Top Brand" and "Go Global Top Service Brand" to entries of the most outstanding merits. Usually capped at 5 for each award category, the exact number of Awardees will be at the discretion of the respective Judging Panel.
2. 得獎者可獲頒證書和獎座。經主辦機構批准，得獎者可於兩年內將「出海名牌標誌」(Go Global Top Brand Logo)用於推廣有關品牌和公司的整體形象，但必須標註獎項全名及得獎年份，且不得用於特定產品或服務的推廣。
  - b) Winners of both the Award categories will receive a trophy and a certificate, as a memento of achievement. Subject to the approval of the Organiser, the awardees are entitled to use "Go Global Top Brand Logo" for promoting the overall image of the winning company and the brand within two years, provided that the full title and year of award conferral are duly indicated.

## 參賽方法及截止日期 APPLICATION PROCEDURE AND DEADLINE

1. 參賽者須標明所參加的選舉組別；並須填妥有關的參加表格，向主辦機構報名。
  2. 參賽者須根據主辦機構的通知，提供詳細、準確、客觀的資料，連同參賽品牌的專有權或特權的管轄權證明文件，有關代表性產品或服務的清單、說明、相片、目錄、圖片、樣本等，於二零二六年八月三十一日或以前遞交主辦機構。
  3. 參賽者須向主辦機構申報參賽品牌所涵蓋之產品或服務，並協助主辦機構就其代表性產品或服務（至少一項）進行實地審核。
  4. 凡進入決賽的入圍品牌須於第六十屆「工展會」會場接受合資格入場人士的投票；各參賽公司還須出席決賽評審會議的面試，向評審團作約十分鐘的講解，以介紹各自的品牌。
  5. 報名費用全免，惟參賽公司須分擔實地審核的費用，每個品牌通常為港幣三千元。進入決賽者須支付部分行政和宣傳費用；香港品牌發展局會員或第六十屆「工展會」參展商為港幣二萬五千元，其他參賽公司則為港幣二萬八千元。
- a) Companies wishing to enter the competition should indicate the award category and complete the corresponding "Entry Form" for submission to the Organiser.
  - b) Participating companies should, upon the request of the Organiser, provide complete, accurate and objective information about the entry brand, together with relevant materials such as product/service description, photographs, catalogues, technical drawings and samples, if appropriate. Such information and materials should be submitted to the Organiser no later than 31 August 2026.
  - c) The Entrant should report to the Organiser regarding the products or services under the entry brand and provide due assistance to the Organiser in conducting On-site Assessment based on the major product/service (at least one item) of the entry brand.
  - d) Entrants short-listed as candidates for Final Judging would be put up for Public Polling by qualified visitors to the 60th Hong Kong Brands and Products Expo (HKBPE)<sup>1</sup>; and they are also required to attend an interview at the Final Judging Meeting and give a presentation (about 10 minutes) to the Judging Panel.
  - e) All admission fees are waived, but entrants should bear On-site Assessment fees HK\$3,000. A company entering the Final Judging should also pay HK\$25,000 (for member of BDC or exhibitor of the 60th HKBPE) or HK\$28,000 (for others), to cover part of the administrative and promotional costs.

## 評審標準 JUDGING CRITERIA

1. 評審基於「品牌力」和「國際化」兩個層面進行。其中，品牌表現參照以下六個標準對參賽品牌進行評定，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」和「環保、社會責任及企業管治」。國際化表現主要考察參賽者在「環球視野」、「國際化營運」以及「香港聯繫」等方面的努力和成效。
  2. 選舉活動分初賽和決賽進行。其中，決賽包括評審團面試和公眾投票（「工展會」會場投票）；決賽評審團在面試的基礎上，綜合考慮「工展會」會場投票以及實地審核的結果，決定得獎名單。
  3. 決賽評審團和主辦機構對有關獎項一切事宜有最終決定權，其決定均具約束力。
- a) The judging will be conducted based on two aspects, i.e. "Branding Strength" and "Internationalisation Initiative". For "Branding Strength", assessment is primarily based on six factors including "Reputation (Hong Kong, Chinese Mainland and Overseas)", "Distinctiveness", "Innovation", "Quality", "Image" and "Environmental Performance, Social Responsibility and Corporate Governance". For "Internationalisation Initiative", evaluation is mainly based on the efforts and achievements in areas of "Global Perspective", "International Operation" and "Hong Kong Connections".
  - b) Entries should go through a Preliminary Screening before entering the Final Judging, which in turn consists of an interview by the Final Judging Panel and a Public Polling held at the HKBPE venue. Final decision is based on review by Judging Panel with the results of Public Polling and On-site Assessment taken into consideration.
  - c) All decisions made by the Judging Panel and the Organiser will be final and binding in all respects of all matters relating to the Awards.

## 評審團成員 JUDGING PANEL

「出海名牌選舉暨海外服務名牌選舉」決賽評審團成員包括：

- 香港特區政府引進重點企業辦公室主任任景信先生，JP（主席評判）
- 香港中華廠商聯合會常務副會長馬介欽博士，BBS
- 香港中國企業協會副會長王化斌先生
- 香港品牌發展局副主席黃偉鴻博士
- 香港出口信用保險局總監趙民忠先生
- 香港科技大學利豐供應鏈研究院執行總監張家敏先生
- 香港科技園公司署理首席業務發展總監黃家裕先生

Final Judging Panel of Go Global Top Brand Awards and Go Global Top Service Brand Awards comprises:

- Mr Peter Yan, JP, Director-General of the Office for Attracting Strategic Enterprises (Chairman of Judging Panel)
- Dr Ma Kai Yum, BBS, Executive Vice President of the Chinese Manufacturers' Association of Hong Kong
- Mr Wang Huabin, Vice Chairman of the Hong Kong Chinese Enterprises Association
- Dr Ellis Wong, Vice Chairman of the Hong Kong Brand Development Council
- Mr Terence Chiu, Commissioner of the Hong Kong Export Credit Insurance Corporation
- Mr Chang Ka Mun, Executive Director of HKUST Li & Fung Supply Chain Institute
- Mr Oscar Wong, Acting Chief Business Development Officer of the Hong Kong Science and Technology Parks Corporation

## 頒獎典禮 PRESENTATION CEREMONY

2026年選舉頒獎典禮暨慶祝晚宴定於二零二七年二月二日假香港會議展覽中心會議廳隆重舉行，並由香港特區政府財政司司長陳茂波先生，大紫荊勳章，GBS, MH, JP和其他主要官員擔任主禮嘉賓。

The Presentation Ceremony-cum-Gala Dinner of 2026 Awards will be held on the evening of 2 February 2027 at Convention Hall, Hong Kong Convention and Exhibition Centre, to be officiated by Financial Secretary The Honourable Paul Chan, GBM, GBS, MH, JP and top officials of HKSAR Government.

## 選舉日程（暫定） AWARDS SCHEDULE (TENTATIVE)

日期 Date	事項 Item
2026年7月至8月31日 Jul - 31 Aug 2026	接受報名 Enrolment
2026年11月19日 19 Nov 2026	初賽評審 Preliminary Screening
2026年12月12日至2027年1月2日 12 Dec 2026 - 2 Jan 2027	「工展會」公眾投票 Public Polling
2027年1月6日 6 Jan 2027	決賽評審 Final Judging
2027年2月2日 2 Feb 2027	頒獎典禮暨慶祝晚宴 Awards Presentation Ceremony-cum-Gala Dinner

## 查詢 ENQUIRIES

## 香港品牌發展局 HONG KONG BRAND DEVELOPMENT COUNCIL

聯絡人 Contact Person : 鍾小姐 Ms Florence Chung  
傳真 Fax : 3421 1092  
網址 Website : www.hkbrand.org  
地址 Address : 香港中環干諾道中64號廠商會大廈3字樓 3/F, CMA Building, 64 Connaught Road Central, Hong Kong

聯絡電話 Tel : 2542 8634  
電郵 Email : amr3@cma.org.hk



<sup>1</sup> 「二零二六年選舉」之「公眾投票」將於二零二六年十二月十二日至二零二七年一月二日假第六十屆「工展會」（暫定於香港維多利亞公園舉行）進行。

<sup>1</sup> The Public Polling of the 2026 Awards is to be organised from 12 December 2026 to 2 January 2027 in tandem with the 60th HKBPE (to be held at the Victoria Park, Hong Kong tentatively).



## 2026 出海名牌選舉 / 出海服務名牌選舉參加回條 2026 Go Global Top Brand Awards / Go Global Top Service Brand Awards Reply Slip

本公司有興趣參加以下選舉，請惠寄有關資料及詳細表格。

We are interested to participate in the Award below. Please send relevant details and Entry Form to us.

(請於適當方格內，填上✓號。 Please mark a ✓ in the appropriate box.)

- 出海名牌選舉 Go Global Top Brand Awards
- 出海服務名牌選舉 Go Global Top Service Brand Awards



網上報名  
Online Registration

參賽品牌 (中文) :	Brand (English):
公司名稱 Company Name:	
公司地址 Company Address:	
聯絡人 Contact Person:	聯絡電話 Contact Tel No.:
電子郵件 Email:	圖文傳真 Fax No.:
網址 Website:	品牌創立年份 Year Establishing the Brand:
主要產品 / 服務類別 Major Product / Service Categories:	

### 「出海名牌標誌」設計意念 DESIGN CONCEPT OF "GO GLOBAL TOP BRAND LOGO"



「出海名牌標誌」由吳秋全先生擔任設計顧問。標誌採用沉穩的原色藍搭配閃耀的金色外圈，以圓印造型構成一枚信譽徽章。內鑲隱含著「1」的「品牌」英文縮寫「b」，並以代表環球的「G」和鑲嵌地球經緯線的「O」字契合成動感澎湃的「GO」；寓意品牌從香港出發，領航藍海，馳譽世界，一往無前。

With Mr Charles Ng serving as the design consultant, the "Go Global Top Brand Logo" pairs solid primary blue with a gleaming golden outer ring to shape a circular seal standing for trust mark of impeccable credibility. Engraved within is the number "1" seamlessly integrated with the letter "b" (the abbreviation for "brand"), which subtly incorporates with letter "G" – signifying global vision – and "O", inscribed with the Earth's longitudes and latitudes, together converging into a dynamic "GO". Ultimately, the Logo symbolises that the award-winning brand, by setting sail from Hong Kong, would pioneer in navigating "blue ocean", win international acclaim, and forge ahead with unstoppable momentum.