



品牌局十周年
BDC 10th Anniversary

2014-2015 年報 Annual Report

選舉
Awards

教育
Education

推廣
Promotion

交流
Exchanges



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

培育
Incubation

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

主席序辭 Chairman's Statement	2
理事會 General Committee	4
大事紀 BDC Chronology	5
香港品牌發展局十周年誌慶 BDC 10th Anniversary	8
十年豐盛 一路領先 — 香港品牌發展局誌	8
Leading the Way to Branding Excellence – On the 10th Anniversary of Hong Kong Brand Development Council	
香港品牌發展局十周年慶祝活動 Celebrating BDC 10th Anniversary	15
回顧 Review	18
品牌研究 Brand Research	18
品牌選舉 Brand Awards	20
2014年香港名牌選舉 2014 Hong Kong Top Brand Awards	
2014年香港服務名牌選舉 2014 Hong Kong Top Service Brand Awards	
2014年香港新星品牌選舉暨香港新星服務品牌選舉	
2014 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	
品牌選舉宣傳片 TV Commercial for Brand Awards	
2014年選舉頒獎典禮暨品牌局十周年誌慶晚宴 2014 Awards Presentation Ceremony-cum-BDC 10 th Anniversary Gala Dinner	
2014最佳品牌策劃獎 2014 Best Brand Idea Award	
參與其他獎項 Participating in Other Awards	
標識及認證計劃 Marking and Certification Schemes	34
香港名牌標識計劃 Hong Kong Top Brand Mark Scheme	
香港製造標識計劃 Made in Hong Kong Mark Scheme	
品牌培育與教育 Brand Incubation and Education	36
中小企品牌群策營 SME Branding Club	
品牌策略管理文憑課程 Executive Diploma in Strategic Brand Management	
中小企業「營商友導」計劃 SME Mentorship Programme	
研討會/培訓項目 Seminars and Training	
品牌推廣及交流 Brand Promotion and Exchanges	44
「哈爾濱香港品牌節」項目 “Harbin Hong Kong Brand Festival” Project	
「天津香港品牌節」項目 “Tianjin Hong Kong Brand Festival” Project	
展覽及產品展示 Exhibitions and Product Showcases	
交流與互動 Exchanges and Networking	
2014《香港名牌巡禮》The Parade of Hong Kong Top Brands 2014	
官方網站 BDC Website	
會務活動 Council Activities	61
第五屆理事會的產生 Formation of the Fifth General Committee	
2014會員大會 2014 General Meeting	
委員會工作 Work of Committees	
會員招募 Member Recruitment	
會員福利 Member Benefits	66
入會資格 Membership Eligibility	
會員福利 Member Benefits	
品牌局簡介 About the Council	67
附件 Appendices	68
屬下委員會 Sub-Committees	
會員名錄 Directory of BDC Members	

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

2015年對香港品牌發展局別具特殊意義。不知不覺間，本局主辦的多項活動包括「香港服務名牌選舉」、「香港名牌標識(TOP嘜)計劃」以及「中小企品牌群策營」等已相繼踏入第十個年頭，而誕生於2005年的品牌局亦迎來了創立十周年的大喜日子。

在中國傳統中，「10」是一個代表著「圓滿」的數字。回顧過去十年，品牌局秉承「市場主導、政府協助、社會支持」的模式，積極探索和倡議香港品牌發展的整體策略，更身體力行，發揮統籌、協調和推動者的角色，為本地品牌構築「一站式」的支援平台。在各方的鼎力支持下，品牌局迅速起步並紮穩根基，於品牌評審、培育、推廣、研究、教育以及跨境合作等方面開展大量務實而具開創性的工作，逐步建立領先地位；與香港業界一起，攜手開啟了香港品牌發展的新紀元。

自2014年下半年起，品牌局圍繞「十年豐盛，一路領先」的主題，舉行一連串的宣傳和慶祝活動，藉此提升品牌局的知名度，亦宣揚本地品牌的驕人成就。除了頒發首屆「香港服務名牌十年成就獎」榮譽獎項以及在「香港工展會」設立攤位向市民介紹工作動態之外，品牌局還與香港經濟日報合作製作了二十多輯系列報章專訪，細數本地原創品牌的傳承與創新以及掌舵人的成功心得；專訪的內容隨後集結成冊，出版名為《香港品牌·新·經典》的書籍，既豐富了本地的品牌管理文獻，更將香港品牌的優秀典範廣為傳頌，傳遞品牌「智」勝的信息。

品牌局十周年慶祝活動的另一個「重頭戲」是盛大的慶祝晚宴。今年2月初舉辦的「2014年品牌選舉頒獎典禮暨品牌局十周年誌慶晚宴」，既是分享成功的喜宴，更是一個品牌薈萃的盛會。當日有43個新一屆「香港名牌」、「香港服務名牌」、「香港新星品牌」以及「香港新星服務品牌」的得主「閃亮登場」，獎項數目創下了歷年之最；而700多位嘉賓歡聚一堂，為品牌局的華誕同慶賀。這場由業界共同打造的「品牌盛宴」彰顯了香港品牌的凝聚力和實力，更昭示著香港這個「品牌之都」的廣闊前景。

Good things come in pairs. For the Hong Kong Brand Development Council, 2005 could be a special year full of joy and excitement. While a number of the programmes under the aegis of the BDC such as Hong Kong Top Service Brand Awards, Hong Kong Top Brand Mark Scheme and SME Branding Club are embarking on their tenth year of operation, the Council itself has also ushered in the 10th anniversary.

In Chinese tradition, “10” is regarded as an auspicious number signifying “accomplishment”. Founded in 2005, the BDC is devoted to pursuing the overall strategy for advancing Hong Kong brand development by leveraging on a “Market Leads, Government Facilitates, and Community Supports” tripartite model; and it has been playing a pivotal role of facilitator, coordinator and enabler, in an attempt to pool together the resources in our community and set up a “one-stop” platform to support the branding efforts of local industries.

Under the support of all walks of life, the BDC has continuously rolled out ground-breaking initiatives over the past ten years, sharpening leading position in the field of brand accreditation, incubation, promotion, policy research, education and international cooperation. On the road of “branding to win”, the Council has moved from strength to strength and, together with the industries, embraced a new epoch for Hong Kong brand development.

Starting from the second half of 2014, the BDC launched a series of celebrating events and programmes under the banner of “Leading the Way, Branding for Excellence”, with an eye to enhancing the profile of the Council and promoting the branding achievements of our industries. Apart from introducing a new honorary award category namely “Hong Kong Top Service Brand Ten Year Achievement Award” and setting up a booth at the Hong Kong Brands and Products Expo to step up promotion among the public, the BDC also published a newspaper report series in collaboration with the Hong Kong Economic Times, which collected the success stories of more than 20 Hong Kong’s representative brands, enumerating their succession and evolutions as well as the invaluable experience of brand operators. These reports were then compiled into a book titled “Hong Kong Brands: New • Classic”, adding value to the literature on brand management while providing an avenue to further broadcasting Hong Kong-grown best practices in branding for excellence.

The celebration climaxed with the BDC 10th Anniversary Gala Dinner, held in early February in tandem with the Presentation Ceremony of 2014 Brand Awards. With over 700 honorary guests, this “Sumptuous Feast for Hong Kong Brands” also featured the “sparking debut” of a record-breaking 43 new laureates of Hong Kong Top Brand, Hong Kong Top Service Brand, Hong Kong Emerging Brand and Hong Kong Emerging Service Brand. Not only was it a joyful occasion for sharing the pride and excitement of success, but also a demonstration of the strength and cohesion of the industries, as well as an indicator for Hong Kong’s bright future as a “brands hub”.

主席序辭 Chairman's Statement

內地的經濟發展一日千里，為港商帶來了分散市場和擴大業務發展空間的歷史性機遇。憑著市場定位、產品、服務以及商譽等方面的優勢，再借助「香港品牌」獨特的正面效應，許多香港企業正努力將創建品牌與開拓內銷市場結合起來，推動業務發展邁上更高、更廣闊的台階。配合港商內銷的足跡正由南向北、從沿海向內陸省份擴展的趨勢，品牌局馬不停蹄地帶領「香港名牌標識計劃」的核准品牌參與了廣州、南京、武漢等地的展覽會，向內地消費者推介「TOP嘜」這個代表香港品牌最高水準的信心標誌。

在「發展品牌、升級轉型及拓展內銷市場的專項基金」的資助下，品牌局於2014年接連在西南重鎮重慶市和位於東北的哈爾濱市舉辦大型的「香港品牌節」；今年再下一城，啟動了聲勢浩大的「天津香港品牌節」。這些項目包含了一系列內容豐富、手法新穎、切合業界所需的活動；除了舉辦培訓工作坊、消費者問卷調查以及對內銷渠道的商務考察等市場研究活動之外，品牌局還組織當地分銷商與香港企業進行商務配對和交流，並透過別開生面的主題性品牌展示，向消費者展現香港品牌優越、時尚、富有魅力和文化底蘊的集體形象以及非同凡響的情感價值。

推動中小企踏上品牌之路是品牌局矢志不移的工作方向。品牌局夥拍政府部門、大學和不同機構，透過舉辦聯合文憑課程、研討會、培訓工作坊以及研究項目等，致力提升本地的品牌研究水平和人才儲備；屬下的「中小企品牌群策營」更是十年如一日，定期舉辦多元化活動，構建品牌知識的轉移和經驗交流的平台；而踏入第五屆的「香港新星品牌選舉暨香港新星服務品牌選舉」吸引了眾多的年青品牌和中小企業參加角逐，歷年得獎品牌累計已達54個，為提攜本地的「品牌創業者」和培養「品牌生力軍」發揮獨特的作用。

今年年初，品牌局順利完成了理事會的換屆工作。第五屆理事會陣容鼎盛，理事人數比往年有所增加，強化了領導團隊。展望來年，品牌局除了繼續以協助香港品牌拓展內地市場、扶持中小企業、推動業界發展電子商貿作為工作重點之外，亦會透過新成立的行業小組，加強與業界的聯繫，為各行各業發展品牌提供更到位、更貼身的支援。

本人於4月正式擔任第五屆理事會主席的職務；能夠與業界一起攜手並肩，為打造「香港品牌」的金漆招牌貢獻綿力，本人與有榮焉，亦深感任重道遠。第四屆理事會在陳淑玲主席的領導下屢建新猷，為會務發展奠定穩固的基礎；本人謹代表品牌局向他們致以由衷的敬意，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，會員的熱心支持，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，品牌局能夠一如既往得到社會各方的襄助，群策群力，與業界攜手開創香港品牌的新里程！

The rapid growth of China economy has brought tremendous opportunities for Hong Kong companies to diversify market and expand business. By dint of an unrivalled “advantage portfolio” including positioning, product, service and goodwill, coupled with the unique identity and positive image of “Hong Kong Brand”, many local companies have successfully integrated brand building with the exploration of Mainland’s domestic markets, making progress towards a higher level of development. Seeing that Hong Kong companies are extending their footprints from South China to the North and from the coastal to inland regions, the BDC took part in a number of exhibitions held in Mainland cities, e.g. Guangzhou, Nanjing and Wuhan, to showcase licensees of “Hong Kong Top Brand Mark Scheme” and promote this “Hallmark of Quality, Reputation and Confidence” to Mainland consumers.

Sponsored by the “Dedicated Fund on Branding, Upgrading and Domestic Sales”, BDC staged large-scale “Hong Kong Brand Festival” in Chongqing and then Harbin in a row last year; and more recently, the serial activities of “Tianjin Hong Kong Brand Festival” has been unfolded. These projects lined up a host of diversified and innovative activities that tapped into the pulse of the industries. Apart from conducting market researches in the form of training workshop, consumer survey, and study tour to investigate channels for domestic sales, the BDC also facilitated business matching between Hong Kong brand operators and Mainland distributors, and set up showcase galleries to promote the emotional values as well as the superior, stylish, culturally-rich and charming image of Hong Kong brands.

It has always been a focal point of BDC’s work as to encourage and assist SMEs to go branding. While regularly hosting seminars and talks via its SME Branding Club, a facility with a decade-long experience of promoting brand management skill transfer and information sharing among SMEs, the BDC continued to partner with Government departments, tertiary institutions and other organisations in co-organising a variety of research projects and educational programmes such as diploma course, seminars and workshops, in an effort to build up brand knowledge base and local talent reserve. The “2014 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards” had once again attracted a large number of outstanding SME brands and up-and-coming labels. With 54 winners cumulatively to date, the Emerging Awards have become a unique mechanism to groom “brand entrepreneurs” and cultivate “new blood” for Hong Kong brand development.

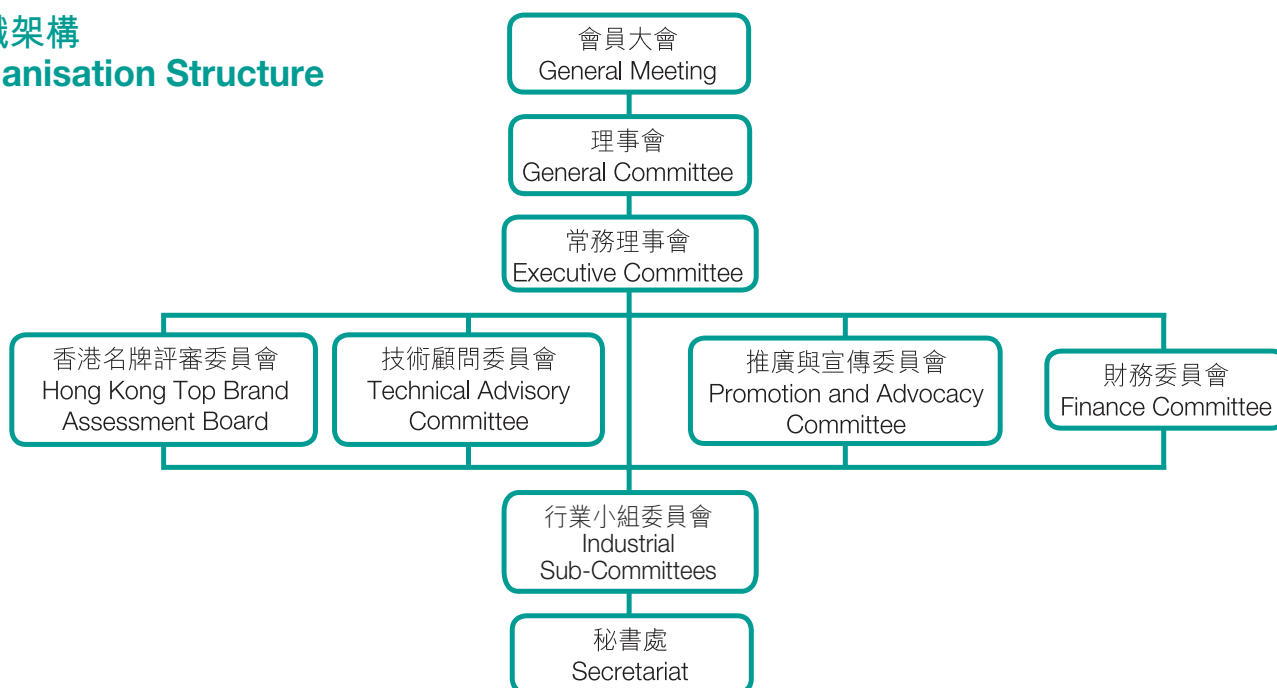
Earlier this year, the Fifth General Committee of the BDC was formed, and the number of its members has increased substantially to enhance the representativeness and leadership. Looking forward, the Council will press ahead with supporting SMEs, facilitating Hong Kong companies’ domestic sales in the Mainland and assisting local brands to adopt e-commerce; and it will step up networking with various industries through the newly-established Industrial Groups, so as to better understand the needs of the targeted industries and provide more effective supports at the sector level.

I took up the post of the Chairman of the Fifth General Committee in April. For me, it is not only a great honour but also a proud mission as to work shoulder-to-shoulder with the industries in “shining” up “Hong Kong Brand”. Taking this opportunity, I would like to thank the Fourth General Committee especially Ms Shirley Chan for their fruitful work that has laid down a solid foundation for the Council. I also pay tribute to BDC members for their unfailing support, and the Honorary Patron, Honorary Advisors, Honorary Chairman, Chairmen Emeritus, and members of the Fifth General Committee for their able leadership; and last but not the least, my sincere appreciation goes to the devoted secretariat and the supportive Government departments and other organisations.

I am much confident that, under the continued support of our 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
黃亮先生 Mr Alwin L Wong
曹天麗女士 Ms Tina T L Chao

選任理事 Elected Members :

盧金榮博士 Dr Lo Kam Wing
劉健華博士, 太平紳士 Dr Kevin K W Lau, JP
楊華勇先生 Mr Johnny Yu
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
黃偉鴻先生 Mr 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
麥靖宇先生, 太平紳士 Mr Kenneth C Y Mak, 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 Wallace 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

1999年 <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>	1999 <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>
2004年 <ol style="list-style-type: none">1. 廠商會會長(2004-2005年度)楊孫西於2003年「香港十大名牌選舉」頒獎典禮的致辭中宣佈籌組「香港品牌發展局」(品牌局)。2. 2004年9月,「香港十大名牌選舉」正式更名為「香港名牌選舉」;同時,「香港名牌標識(TOP嘜)計劃」正式推行。	2004 <ol style="list-style-type: none">1. Dr Jose Yu, the CMA President (Year 2004-2005), announced at the 2003 Hong Kong Top Ten Brandnames Awards Presentation Ceremony that the preparatory work for the establishment of the Hong Kong Brand Development Council (the BDC) was under way.2. In September 2004, the Award was re-named "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" was first implemented.
2005年 <ol style="list-style-type: none">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。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」。3. 品牌局組織「中小企品牌群策營」,10月舉行首次活動。	2005 <ol style="list-style-type: none">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.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 2005.3. The SME Branding Club was established and first gathering was held in October.
2006年4月 <p>品牌局引入「香港製造標識(HK嘜)計劃」,於8月正式啟動並頒發第一批「香港製造標識使用准許證」。</p>	2006 April <p>The BDC introduced the Made in Hong Kong Mark Scheme. In August 2006, the Scheme was launched and the first batch of HK Mark Licences were issued.</p>
2006年8月 <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、中國名牌戰略推進委員會等國內品牌推進機構,首次提出將品牌合作納入「CEPA」以及推動兩地品牌獎項的互動與互認等建議。</p>	2006 August <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; China Promotion Committee for Top Brand Strategy and other brand-facilitation organisations. During the visit, the BDC broached proposals of incorporating brand cooperation into CEPA and enhancing interaction and mutual recognition of brand awards between Hong Kong and Mainland.</p>
2006年9月 <ol style="list-style-type: none">1. 品牌局召開第一次會員大會。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。	2006 September <ol style="list-style-type: none">1. The first BDC Annual General Meeting was held.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.

大事紀

BDC Chronology

2007年5月

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。

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；首屆選舉的10個得獎品牌於2011年1月誕生。

2010年8月至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」。

2007 May

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”.

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 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony.

2009 June

The BDC and “Wen Wei Po” co-organised a Launching Ceremony to mark the joint publication of a 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. 10 brands were selected as the first-batch winners in January 2011.

2010 August to October

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

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、廠商會展覽服務有限公司推行為期10個月的「武漢香港品牌週」項目。

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)」，以推行「廈門香港品牌節」系列活動。

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」系列活動。

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」項目，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年11月至12月

參與香港貿易發展局於武漢及南京舉辦的「香港時尚購物展」，並組織「香港名牌」及「香港新星品牌」得獎公司進行產品展示。

2014年12月

品牌局發表「東北消費者對香港品牌的態度及購買行為調查報告」。

2015年2月

2014年頒獎典禮由財政司司長曾俊華及商務及經濟發展局局長蘇錦樑擔任主禮嘉賓，隨後舉行盛大的「品牌局十周年誌慶晚宴」。

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 and the CMA Exhibition Services Ltd, organised a 10-month project namely "Wuhan Hong Kong Brand Week".

2012 November to 2013 September

The BDC took the lead in applying for "Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD)" and its "Xiamen Hong Kong Brand Festival" Serial Activities became one of the first-batch BUD Projects.

2013 November to 2014 September

The BDC organised the "Chongqing Hong Kong Brand Festival", a 11-month project sponsored by the BUD Fund.

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 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".

2014 November to December

Products of winners of "Hong Kong Top Brand Awards" and "Hong Kong Emerging Brand Awards" were showcased at the "Style Hong Kong Show" organised by the Hong Kong Trade Development Council in Wuhan and Nanjing.

2014 December

The BDC released findings of the Survey on Northeast China Consumer' Perception of Hong Kong Brands and Purchasing Behavior.

2015 February

The 2014 Awards Presentation Ceremony was officiated by Financial Secretary Hon John Tsang and Secretary for Commerce and Economic Development Hon Gregory So, followed by the "BDC 10th Anniversary Gala Dinner".

香港品牌發展局十周年誌慶 BDC 10th Anniversary



十年豐盛 一路領先

— 香港品牌發展局誌

Leading the Way to Branding Excellence

— On the 10th Anniversary of Hong Kong Brand Development Council

香港經濟的重心日益向高增值活動轉移，透過發展原創品牌提升競爭力是工商業現實而又迫切的發展路向。由香港中華廠商聯合會於2005年牽頭成立的香港品牌發展局，正是香港業界以遠見、創意和集體智慧迎接「品牌時代」的一項盛舉。

眾志成城 品牌局迎難而立

上個世紀末亞洲金融風暴來襲，香港經濟步入痛苦的調整期，工商界面臨內部轉型和外部競爭加劇的雙重挑戰。廠商會遂於1999年的第34屆「工展會」中舉辦「香港十大名牌選舉」，透過遴選和表彰香港公司創立的優秀產品品牌，激勵業界由「原設備製造」(OEM)向「原創品牌製造」(OBM)轉型，藉以邁上高增值道路。



「香港十大名牌選舉」首試啼聲，旋即在業界和社會上引起熱烈迴響，並迅速發展成為每年一度的城中盛事。有見於業界和市民對品牌日益重視，廠商會意識到香港亟需設立一個高層次機構，以統籌品牌發展的整體策略，更有效地動員和集合社會各方的力量，締造有利品牌發展的環境。

於是，廠商會在2003年提出成立「香港品牌發展局」的構想；在特區政府的支持下，香港品牌發展局於2005年5月完成公司註冊手續，同年8月舉行隆重的成立典禮。品牌局的成立，標誌著香港的品牌發展由個別企業自發、單打獨鬥的摸索階段，邁向一個眾志成城、有組織、協調有序的新里程。



With the focus of Hong Kong economy shifting towards high value-added activities, brand-building has nowadays become a must strategy for an organisation to stay competitive and achieve sustainable development. Initiated by the Chinese Manufacturers' Association of Hong Kong in 2005, the Hong Kong Brand Development Council itself is a ground-breaking undertaking — a perfect illustration of Hong Kong industries pooling together to rise to the challenges of the “brand era”, by leveraging on their insight, innovation and collective wisdom.

Together to Answer the Call of Brand Era

At the end of the 20th century, Hong Kong was reeling from the fallout of Asian Financial Crisis and the industries were plagued by the painful economic restructuring domestically and ever-intensified market competition internationally. The CMA thus launched the “Hong Kong Top Ten Brandnames Awards” during the 34th Hong Kong Brands and Products Expo (HKBPE) in 1999. By selecting and commending outstanding product brands established by Hong Kong companies, the Award aimed at encouraging local manufacturers to upgrade the modus operandi and move up along the value chain, notably from OEM towards OBM.

With its debut, the Award received enthusiastic responses from not only the industries but also the society as a whole, and it promptly became an annual signature event in the town. In the light of the growing importance attached by local companies and citizens to branding, the CMA came to realise the urgent need for Hong Kong to have a high-level institution to take charge of the overall strategies for brand development, and to mobilise and coordinate all parties in the community for creating an environment conducive to brand building.

In 2003, the CMA broached the idea of setting up the Hong Kong Brand Development Council. Thanks to the support of the HKSAR Government, the BDC completed company registration procedures in May 2005; and a grand inauguration ceremony was held three month later, opening up a new chapter for Hong Kong brand development. The founding of the BDC per se had delivered an important message: brand building would no longer be a lonely path occasionally pursued by a handful of elite companies; rather, it was bound to become an organised, well-coordinated common course championed by every member of the Hong Kong business community.

A Loud and Clear Collective Voice

As a non-profit-making institution connecting and serving the industries, the BDC has been expanding its membership network, and nowadays the number of BDC's Corporate Members has surpassed 300. Its General Committee has a prestigious membership comprising representatives from various sectors, such as manufacturing, commerce, academics and professional services, providing a highly representative and strong leadership for the Council.

建言發聲 為品牌發展獻策

作為一個聯繫業界、服務業界的非牟利機構，品牌局的會員網絡不斷擴展壯大，至今已擁有300多家會員企業；其理事會的成員來自製造業、商業、學術、專業服務等廣泛的界別，形成具充分代表性、強而有力的領導團隊。

配合業界的需要，品牌局積極發揮「集體喉舌」的角色，透過各種渠道向特區政府和內地政府反映業界的訴求，不時就推動香港品牌的整體策略進行思考探索和建言獻策。

2006年，品牌局派遣高層代表團赴北京訪問，拜會了國家商務部、工商行政管理總局、國家品質監督檢驗檢疫總局等中央政府部門，首次提出將香港與內地的品牌合作納入「CEPA」，以及推行兩地商標註冊和品牌保護的便利化措施；這些開創性建議得到政府的積極回應，成為2008年「CEPA補充協議五」的新增內容。



2007年，品牌局發表《香港品牌發展策略及行動綱領》，倡議將香港打造成為一個匯集各地品牌、擅長於孕育原創品牌以及能為環球品牌增值的「國際品牌中心」；2010年提出的「大中華商標互認機制」構想，則建議在兩岸四地推動商標註冊的互認和整合，最終成立「大中華商標聯盟」以及在區域內實施商標「一註四用」。

內地市場的迅速崛起為香港品牌提供了廣闊的經濟腹地和一展拳腳的大舞台。品牌局多次籲請內地政府為港企拓展內銷「拆牆鬆綁」和提供支援；2011年，品牌局赴廣州市考察，拜訪了廣東省多個主管部門，就香港企業發展內銷遇到的實務性問題交換意見，為加強粵港在品牌方面的互動與合作奠定了基礎。



Attentive to the needs of the industries, the BDC has strengthened its role as a spokesperson representing the collective interests of Hong Kong brands. While conveying the concerns of the industries to the governments of both the HKSAR and Mainland China through various channels, it has continuously contributed thoughts and suggestions on the strategies for advancing brand development.

In 2006, when dispatching a delegation to Beijing to meet with high-level officials of Central Government's related departments, including the Ministry of Commerce, the State Administration for Industry & Commerce and the General Administration of Quality Supervision, Inspection and Quarantine, the BDC took the initiative in appealing for incorporating brand cooperation into the CEPA framework and introducing measures to facilitate cross-border trademark registration and brand protection. BDC's suggestions received positive response from the Central Government and were formally adopted into the "Fifth Supplementary Agreements to CEPA" in 2008, as new areas of cooperation under "Trade and Investment Facilitation" arrangements.



In 2007, the BDC issued a report namely "Hong Kong Brand Development Strategies and Action Agenda", putting forward proposals for developing Hong Kong into an "International Branding Centre" that is capable of congregating worldwide brands, nurturing original brands and adding value to brands from different places. In 2010,

the BDC suggested establishing a mutual trademark recognition and reconciliation mechanism covering Mainland, Hong Kong, Taiwan and Macau, which could lead to the formation of a "Greater China Trademark Alliance" and finally the availability of "one-stop" integrated registration across the four regions.

The booming Mainland market has set in train a launching pad for Hong Kong brands, providing them with ample opportunities to grow and thrive. The BDC has reiterated its calls to the Mainland Government for dismantling market hurdles and providing concrete support to Hong Kong companies. In 2012, the BDC sent a delegation to Guangzhou, which visited several provincial government departments and exchanged views with officials on practical issues pertaining to domestic sales, paving the way for interaction and cooperation across the border.



Setting Benchmark for Branding Excellence

Hong Kong Top Ten Brandnames Awards is one of the most representative and long-standing brand accreditation schemes in the Greater China. In 2004, the Award was renamed as "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" (Top Mark Scheme) was introduced in parallel as a quality assurance system

香港品牌發展局十周年誌慶 BDC 10th Anniversary



表彰優秀 樹品牌「智」勝典範

「香港十大名牌選舉」是大中華地區最具代表性、歷史最悠久的品牌評審活動之一。這項選舉在2004年正式更名為「香港名牌選舉」；同時亦引入「香港名牌標識(TOP嘜)計劃」作為配套的質素保證體系和後續發展機制。「TOP嘜計劃」以規範化的准許證制度對得獎品牌進行定期覆審和監管；並採用鮮明的視覺標誌，凸顯香港優秀品牌的統一形象，加強對消費者的信心保障。



自2005年起，「香港名牌選舉」成為品牌局和廠商會的合辦項目；主辦機構在此基礎上推出了「香港服務名牌選舉」，並將「TOP嘜」的適用範圍延展至服務商，以求在服務業領域樹立品牌發展的借鑑典範，激勵各行各業「立品創名、精益求精」。

為了進一步推動本地企業樹立品牌文化，品牌局和廠商會於2010年再創新猷，增設「香港新星品牌選舉」和「香港新星服務品牌選舉」，旨在表揚本地傑出的年青品牌，激勵初創業和中小企透過創建品牌提升增值能力和競爭力，亦藉此喚起社會對「品牌創業者」的重視。



and continuing development mechanism. The Scheme adopts a well-structured licensing framework to re-assess and supervise the Awardees on a regular basis, together with a distinctive visual symbol i.e. "Top Mark" to represent the unified image of Hong Kong's outstanding brands and reinforce confidence guarantee to consumers.

In 2005, the Hong Kong Top Brand Awards became a joint project of the BDC and the CMA; and in the same year, the Organisers launched the "Hong Kong Top Service Brand Awards" and extended the scope of the "Top Mark Scheme" to service providers, in an attempt to set up role models for service sectors and to encourage all walks of life to strive for excellence through brand building.

To inculcate a branding culture among the industries, the BDC and CMA took a step further in 2010 by introducing the "Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards", which give recognition to promising young brands, with an eye to encouraging start-ups and SMEs to enhance value-added attributes and competitiveness through branding, while giving a boost to these "brand entrepreneurs".

Holding onto the positioning of "rooted in Hong Kong" and by dint of integrity, vision and progressiveness, plus an assessment mechanism renowned for rigorousness, impartiality, and professionalism, the Brand Awards of the BDC have gradually built up their own "brand name", becoming a cachet revered by the industries, cherished by the citizens and recognised by the governments and the community; and thus far, the cumulative number of winners has exceeded 300. Meanwhile, with over 190 licensees currently, the "Top Mark Scheme" has been held in the high regard as a "Hallmark of Quality, Reputation and Confidence", representing the highest standard of "Original Hong Kong".

"Branding Hong Kong" should be an all-directional orchestrated endeavour, with city branding being an indispensable dimension. In 2006, the BDC launched the "Made in Hong Kong Mark Scheme", the first endorsement mechanism for the geographical indication of Hong Kong. This Scheme authorises products meeting the requirement of Hong Kong's existing Certificates of Origin regime to use a specially-designed "HK Mark", in an attempt to establish a visual identity for and ignite the resonance among consumers towards "Made in Hong Kong".



憑著「紮根香港」的信念、與時並進的發展視野，加上嚴謹、公正而專業的評審機制，品牌局屬下的各項品牌選舉逐漸深入人心，成為業界推崇、市民擁戴、政府和各界認同的殊榮；歷屆的得獎品牌累計已逾300個。同時，「TOP嘜計劃」已擁有超過190個核准品牌，成為一項代表香港原創的最高水準、象徵著名望和優質的信心標誌。



打造「香港品牌」是一項全方位的系統工程，鞏固和推廣城市品牌是不可或缺的一環。品牌局於2006年建立了香港第一個地理標誌的認證機制—「香港製造標識(HK嘜)計劃」，透過向符合香港原產地規則的產品頒發「香港製造標誌」，將香港的原產地身份圖示化和品牌化，激發消費者對香港產品的認同感。



助中小企 攜手奮進品牌路

中小企業是香港經濟的中流砥柱，亦是品牌創建的生力軍。為了推動中小企發展品牌，品牌局在過去的十年裏主辦或協辦了超過200個講座和培訓項目；並夥拍特區政府工業貿易署、香港貿易發展局等機構，定期合辦大型的培訓活動，包括「品牌『智』勝系列研討會」以及品牌策略與內銷實務的工作坊等，系統化地幫助中小企業提高品牌管理的知識和技巧。



品牌局屬下的「中小企品牌群策營」匯聚了300多家中小企業，定期舉辦富有啟發性的講座和聯誼活動，促進品牌知識的轉移、信息交流和經驗分享，引領中小企業邁出品牌發展的第一步。

Getting SMEs on Board

SMEs are the cornerstone of Hong Kong economy and as well the “fresh bloods” for brand development. To encourage and assist SMEs to set foot on branding, the BDC has hosted or co-organised over 200 seminars and training programmes in the past years. It also from time to time partners with the Trade and Industry Department of the HKSAR Government, Hong Kong Trade Development Council and other organisations to organise large-scale training activities, such as “Branding to Win Serial Seminar” and “Training Workshop on Branding and Domestic Sales”, in order to equip local SMEs with brand management knowledge and practical skills in a systematic way.



The SME Branding Club under the aegis of BDC has brought together over 300 SMEs. By regularly organising inspiring talks and gatherings, the Club endeavours to promote brand knowledge transfer and to facilitate information exchange and experience sharing among SMEs, guiding them to take the first step on the road to branding success.



香港品牌發展局十周年誌慶 BDC 10th Anniversary



品牌局更與高等學校建立緊密的合作關係，攜手推動品牌研究和品牌教育。除了與多家本地大學合作推廣「學生品牌顧問」的概念和服務之外，品牌局自2008年起與香港大學專業進修學院 (HKU SPACE) 聯袂推出本港首個「行政人員文憑(品牌策略管理)」課程，隨後更增設配套的「最佳品牌策劃獎」；透過發揮學界與業界的協同作用，提升本地的品牌研究水平和人才儲備。



Meanwhile, the BDC also collaborates with tertiary institutions in a variety of educational and research programmes. Apart from working closely with several universities to promote the concept and services of “student brand development consulting”, the BDC has since 2008 joined force with the School of Professional and Continued Education of the University of Hong Kong (HKU SPACE) in running Hong Kong’s first diploma course in branding — “Executive Diploma in Strategic Brand Management”, supplemented by a competition namely “Best Brand Idea Award”. Such joint initiatives, by leveraging on the synergy of the industries and the academia, have added value to Hong Kong’s brand research and helped build up a pool of local brand talents.

Under the sponsorship of the SME Development Fund, the BDC, together with the Hong Kong Polytechnic University, implemented a 18-month-long training and research project under the banner of “Branding for Returns: The Path to Strong Brands for SMEs” from year 2010 to 2011. The Project instilled “holistic brand management approach” into SMEs and presented a casebook entitled “Ready to Go: SMEs’ Winning Strategies for Brand Development”, enriching the knowledge reserve for brand education.



在「中小企業發展支援基金」的資助下，品牌局於2010年與香港理工大學合作推行為期18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，向中小企傳授「全面品牌管理」方法，更編輯《蓄勢而發：中小企品牌「智」勝要略》案例專書，豐富本地品牌教育的範例。

Shining up Hong Kong Brand



As part of its efforts to be a “one-stop” service platform to support brand development, the BDC has been devoted to building and enhancing the collective image of Hong Kong brands. Its annual publication namely “The Parade of Hong Kong Top Brands” is widely recognised as the “Annals of Hong Kong Brands”, which collects firsthand information and valuable winning experience of hundreds of local brands. To further disseminate the success stories of Hong Kong brands, the BDC also joined hands with

Wen Wei Po and Hong Kong Economic Times, to publish newspaper report series and books entitled “Brand Stories @ Hong Kong” and “Hong Kong Brands: New · Classic” respectively.

身體力行 塑「香港品牌」形象

品牌局致力為香港品牌的發展構築「一站式」的支援平台，投入大量資源協助塑造和提升香港品牌的整體形象。品牌局每年都出版有「香港品牌年鑒」美譽的《香港名牌巡禮》，收集數百個香港原創品牌的第一手資料和難能可貴的「贏」商經驗；還先後與香港文匯報和香港經濟日報合作，出版名為《品牌故事@香港》和《香港品牌·新·經典》的報章專訪和書籍，將香港品牌膾炙人口的成功故事廣為傳播。

自成立以來，品牌局身體力行，馬不停蹄地帶領香港品牌參與了近100個在本港和內地市場舉行的展覽會；2009



年更於香港國際機場設立「香港名牌巡禮展示廊」，向世界各地的旅客展示香港原創品牌的最強陣容。

有見於港商拓展內地市場的足跡正由南向北、從東向西擴展，品牌局近年加緊在內陸省份以及二、三線城市舉行推廣活動。在「發展品牌、升級轉型及拓展內銷市場的專項基金」的資助下，品牌局接連在武漢、廈門、重慶、哈爾濱、天津等地舉辦聲勢浩大的「香港品牌節」。這些系列活動集形象推廣、商業配對和市場研究於一身；向內地消費者展現香港品牌時尚、富有魅力及文化底蘊的優越形象，亦協助香港企業接觸內地業務夥伴和掌握第一手的市場資訊。

Since its inception, the BDC has actively participated in around 100 exhibitions held in Hong Kong and the Mainland to display products of selected Hong Kong brands. Moreover, it set up “The Parade of Hong Kong Top Brands Showcase Gallery” at Hong Kong International Airport in 2009, demonstrating the strongest line-up of Hong Kong’s indigenous labels to millions of visitors from all around the world.

Seeing that Hong Kong companies are extending their footprints in the Mainland market from South China to the North and from the coastal East to the hinterland, the BDC has organised a series of promotion campaigns in the inland provinces as well as the 2nd- and 3rd-tier cities. Under the sponsorship of “Dedicated Fund on Branding, Upgrading and Domestic Sales”, the BDC successively staged large-scale “Hong Kong Brand Festival” in Wuhan, Xiamen, Chongqing, Harbin and Tianjin. These serial activities combined image promotion, business matching and market research, not only demonstrating to Mainland consumers the emotional values as well as the superior, stylish, and charming image of Hong Kong brands, but also providing in-depth market intelligence for Hong Kong companies and assisting them to reach out to potential business partners.



香港品牌發展局十周年誌慶 BDC 10th Anniversary



十載根基 領業界再創輝煌

經過十年的不懈努力，香港品牌發展局秉承「引領業界立品創名，推動香港成為名牌薈萃之都」的宗旨，在品牌評審、推廣、培育、研究、教育以及跨境合作等領域逐步建立領先地位。

回顧品牌局由創立伊始到紮穩根基、一步一個腳印的歷程，這段不平凡的歲月正是香港品牌振翅高飛的第一個「黃金十年」，充滿著春華秋實的激情與喜悅。十年豐盛的根基，源於「十年磨一劍」的堅持；十年輝煌的背後，是香港業界胼手胝足的耕耘以及群策群力的共同承擔。



為了紀念十周年華誕，品牌局特別設計了一個視覺標誌，將邁勁挺拔的「1」字與品牌局的圓形徽號融為一體，巧妙地構造出「10」的形意，帶出「十年豐盛，一路領先」的含義。這個標誌既代表品牌局對過往工作的回顧，亦隱含對未來的期許和承諾；象徵著香港品牌發展局將繼續往來，與業界攜手奮進，在品牌發展道路上一往無前，迎接香港品牌盛世的下一個「黃金十年」。

From Glory to Glory

With persistent efforts over the past ten years, the BDC has adhered to the vision of “Steering our industries towards brand-building, and developing Hong Kong into a brands hub”, sharpening its leadership in the field of brand accreditation, promotion, incubation, research, education and international cooperation.

Looking back at the spiritual odyssey of the BDC from its inception to gaining a firm foothold, one would agree that this extraordinary historical period is exactly the first “decade of glory” when Hong Kong brands got off ground and soared to great heights, full of exciting and gratifying moments. As an old Chinese saying goes, “Ten years for a great sword”, the fruitful harvest results from a decade of perseverance; and it is the concerted efforts and the collective wisdom of the industries that have enabled the BDC and Hong Kong brands to go together from strength to strength.

To celebrate its 10th Anniversary, the BDC has introduced a visual symbol. By putting together an imposing number “1” and the BDC’s circular corporate emblem to create a meaningful “10”, this logo implies that the BDC has been, through ten years of arduous efforts, taking the lead in fostering the development of Hong Kong brands. Indeed, not only does it represent a review of the fruitful work of the BDC in the last decade, but also signify the Council’s ardent expectation and promise for the future. Hand in hand with the industries, the BDC will carry forward the spirits of “branding for excellence” and usher in another decade of glory for Hong Kong brands.





品牌局於2014年7月召開記者招待會，宣佈品牌局創立十周年的慶典安排。
A press conference was held in July 2014 to announce the details of the serial activities in celebration of BDC 10th Anniversary.

適逢香港品牌發展局踏入十周年，品牌局於2014年下半年至2015年期間圍繞「十年豐盛，一路領先」的主題舉辦一系列慶祝和宣傳活動；在慶祝華誕的同時，亦宣揚香港品牌的驕人成就，提升本地品牌的整體形象。

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” in the period from mid-2014 to 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.

- 設計「品牌局十周年標誌」，作為慶祝品牌局創立十周年的專用視覺符號，應用於2014年下半年至2015年期間的相關宣傳推廣活動。
- 於「香港服務名牌選舉」之下增設「香港服務名牌十年成就獎」榮譽獎項，頒授予在品牌創建方面持續努力並取得傑出成績的往届得獎品牌。
- 於第四十九屆「香港工展會」內設立品牌局的推廣攤位；透過資料板、宣傳單張、有獎問答遊戲等形式介紹品牌局的工作，加深市民對品牌局的認識。
- 於2015年2月2日假香港會展中心會議廳舉行「香港品牌發展局成立十周年誌慶晚宴」。晚宴與2014年「品牌選舉」的頒獎典禮一併舉辦，由財政司司長曾俊華以及多名政府主要官員主禮；業界和各方友好歡聚一堂，分享成功的喜悅，共同打造一場別開生面的「品牌盛宴」，彰顯香港品牌的實力和凝聚力。
- 與香港經濟日報合作推出「香港品牌·新·經典」系列報章專訪，細數本地代表性品牌的傳承與創新，以及品牌掌舵人的成功心得；除了以連載形式定期刊登之外，有關內容稍後亦集結成一本名為《香港品牌·新·經典》的書籍。
- 將於2015年下半年為《香港品牌·新·經典》舉行新書首發儀式，並舉辦大型品牌論壇，向業界和大眾傳遞品牌「智」勝的信息。
- 製作一輯「香港品牌發展局：瞬間看十年」紀念短片，重溫「十年耕耘 十年豐盛」的成長歷程。
- 製作一系列十周年誌慶紀念品，包括具屏幕觸控功能的圓珠筆、環保袋及宣傳單張。
- The “BDC 10th Anniversary Logo” has been introduced as a distinctive visual symbol for relevant activities rolling out from the second half of 2014 to year 2015.
- Hong Kong Top Service Brand Awards has introduced a new honorary category namely “Ten Year Achievement Award” to commend past winners which have demonstrated persistent commitment to branding and have sustained upstanding performance for years.
- A promotional booth was set up at the 49th Hong Kong Brands and Products Expo. By displaying information panels, distributing promotion leaflets and organising quiz games, the booth served as a window for the public to know more about the work of the BDC.
- The BDC 10th Anniversary Gala Dinner was held on 2 February 2015 at Convention Hall of Hong Kong Convention and Exhibition Centre. In tandem with the Presentation Ceremony of 2014 Brand Awards, it was officiated by Financial Secretary the Honourable John Tsang and top officials of the HKSAR Government. This “Sumptuous Feast for Hong Kong Brands” turned out to be a joyful occasion for sharing the pride and excitement of success, while demonstrating the strength and cohesion of Hong Kong industries.
- A newspaper report series namely “Hong Kong Brands: New · Classic” was regularly published by the BDC in collaboration with the Hong Kong Economic Times. The reports collected the success stories of Hong Kong’s representative brands, enumerating their succession and evolutions as well as the invaluable experience of brand operators; and these reports were compiled into a book of the same title in a later stage.
- A launching ceremony for the new book “Hong Kong Brands: New · Classic”, followed by a large-scale forum on the topic of brand development, would be organised in the second half of 2015 to raise the awareness of branding among the industries and the public as a whole.
- The BDC presented a video show named “BDC: Ten Years at a Glance”, taking audience on an exciting excursion back to its first thriving decade.
- A set of specially-designed souvenirs like touchscreen stylus pen, recycle bags and promotional leaflets were produced as mementoes for BDC 10th Anniversary.

香港品牌發展局十周年慶祝活動 Celebrating BDC 10th Anniversary



「香港工展會」品牌局推廣攤位



為了提升市民大眾對品牌局的認識以及推廣品牌局的形象，品牌局於2014年12月13日至2015年1月5日參與於香港維多利亞公園舉行的「第49屆香港工展會」，於展會內設立推廣攤位；除了透過資料板向入場人士介紹品牌局的工作和主要活動之外，亦於攤位內進行有獎問答電腦遊戲以及派發專門為品牌局十周年而製作的宣傳單張及紀念筆。

BDC Promotion Booth at the HKBPE



In order to promote the Council's corporate image among the general public, the BDC set up a promotion booth in the 49th Hong Kong Brands and Products Expo (HKBPE), which was held at the Hong Kong Victoria Park. During the exhibition period from 13 December 2014 to 5 January 2015, information panels were displayed at the booth to introduce the Council's work and its major activities, and prize games were organised for visitors. Besides, BDC also disseminated leaflets and souvenir pens which were specially-designed for celebrating BDC 10th Anniversary.

「香港品牌·新·經典」系列報章及書籍

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，有關內容稍後亦集成一本同名書籍。



《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。

“Hong Kong Brands: New · Classic” Publications

Starting from August 2014, a newspaper report series titled “Hong Kong Brands: New · Classic” was 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.



財政司司長曾俊華、廠商會會長李秀恒、品牌局主席(2012-2015 年度)陳淑玲及品牌局現任主席黃家豪一起主持亮燈儀式，為當晚一連串慶祝活動拉開序幕。
The lighting ceremony officiated by the Financial Secretary Hon John Tsang, CMA President Dr Eddy Li, BDC Chairman (Year 2012-2015) Ms Shirely Chan and BDC Chairman Mr Simon Wong, marked the prelude to an exciting night.



商務及經濟發展局局長蘇錦傑聯同主辦機構領導一起切蛋糕，為品牌局送上生日祝福。
Secretary for Commerce and Economic Development Hon Gregory So, together with leaders of the Organisers, cut a birthday cake to celebrate the 10th anniversary of the BDC.



品牌局特別製作了一輯「香港品牌發展局：瞬間看十年」紀念短片，重溫「十年耕耘 十年豐盛」的成長歷程。
The BDC presented a video show named “BDC: Ten Years at a Glance”, taking audience on an exciting excursion back to its first thriving decade.



香港品牌發展局十周年慶祝活動 Celebrating BDC 10th Anniversary

賀辭 Congratulatory Messages



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
立名建譽
利業創優
行政長官梁振英



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
茂猷迭展
嘉譽遐揚
政務司副局長鄧玉儀



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
萬品炫彩
粵江耀輝
財政司副局長伍冠華



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
做強品牌
惠民利商
中區警務處總督察林卓如



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
徽聲遠播
譽滿華洋
商務及經濟發展局局長李卓人



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
品牌卓立
駿業昌興
商務及經濟發展局副局長李煥



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
昭信益賀
績展鴻籌
副秘書長羅麗生



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
精品琳琅
馳譽四海
工商及貿易發展局局長陳志宇



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
品牌揚輝
宏猷卓展
副秘書長羅麗生



香港品牌發展局成立十周年誌慶
二零一四年品牌發展局週年誌慶
優質信昭
盛譽遠揚
香港中華總商會會長李國章

品牌研究 Brand Research

東北消費者對香港品牌的態度及購買行為研究

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合作推行名為「『哈爾濱香港品牌節』系列活動」，協助香港品牌拓展中國東北市場。

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年下半年進行了一系列研究活動。研究團隊以攔截式抽樣(Convenience Sampling)的形式面對面訪問了1,005位哈爾濱市民，藉以瞭解東北消費者的消費習慣、選擇及購買品牌及香港產品/服務的考慮因素、以及網絡的使用情況等。另一方面，品牌局亦組織港商代表團對哈爾濱市內兩家有代表性的商場以及一家著名的商貿企業進行實地考察與交流，探討東北地區的經濟和商業發展趨勢和市場環境，為港商進軍東北市場提供第一手的資訊。

研究的主要結論包括：

1. 東北地區的主流消費群體的月平均收入介乎人民幣3,000至5,000元之間，女性消費者及具一定教育程度的中產消費者為香港品牌產品或服務的最重要目標客戶群。
2. 目前，最受東北地區消費者歡迎的香港品牌類別主要有「食品和飲料」、「珠寶鐘錶」、「服裝」、「美容及化妝品」、「生活用品及精品」、「家用電器及電子產品」、「旅遊及休閒服務」、「餐飲服務」及「中藥及保健品」等。
3. 香港品牌在東北消費者心中有著不俗的地位；當聽聞香港品牌時，消費者經常會聯想起「具有良好質量」、「知名度高」、「讓人感到舒服和放心」、「更貼近潮流」、「服務較好」、「誠信度高」、「創新設計」和「物有所值」等正面的價值或特點，惟對香港品牌在「代言人更具吸引力」的認同度較低。當地消費者瞭解香港品牌的渠道主要是「電視廣告」和「互聯網」。
4. 與國內品牌及哈爾濱當地品牌相比，大多數東北消費者願意多付10%的溢價購買香港品牌。不同年齡段、不同收入水平的消費者對香港品牌的溢價接受度則存在顯著差異；收入越高的人士，願意為香港品牌付出的溢價亦會越多。
5. 價格偏高、地理距離遠及宣傳不足是香港品牌的相對劣勢。東北三省距離香港較遠，消費者不方便購買香港品牌產品，亦擔心在保養及退貨安排等其他售後服務方面會存在跟進不足的問題；近半的受訪東北消費者指香港品牌在當地的宣傳力度「不足夠」。

Study on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Northeast China Consumers

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 “Harbin Hong Kong Brand Festival” Serial Activities, aiming to assist Hong Kong brands to explore Northeast 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 conduct a series of researches (the Study) during the second half of 2014. The Study’s mainstay is a face-to-face survey on 1,005 Harbin citizens by the method of Convenience Sampling, with an eye to understanding the spending habits of consumers in Northeast China, their considerations in the selection process for brands and Hong Kong products/services, as well as the usage of internet. The BDC also organised a business study tour in Harbin, during which dozens of Hong Kong brand operators visited two representative shopping malls in the City’s downtown and a famous enterprise with rich experience in trade and retail. The first-hand information gained during the tour provides insights into the business environment and recent trends in Northeast China, helping to shed light on the strategies for Hong Kong brands to tap into this regional market.

The main findings of the Study are as follows:

1. The average monthly income of the mainstream consumers in Northeast China is in the range of RMB 3,000 to 5,000. Female consumers and the middle class with a certain level of educational attainment would be the most important target segments of Hong Kong-branded products/services.
2. Among various product and service categories, Hong Kong brands engaged in food and beverage, jewellery and watches, fashion, beauty and cosmetics, household items and fine goods, electrical appliances and electronic products, travel and leisure services, catering, Chinese medicine and health-care products might enjoy relatively high popularity among Northeast China consumers.
3. Consumers in Northeast China tend to hold Hong Kong brands in high regard. When it comes to Hong Kong brands, local consumers would usually refer to positive attributes such as “good quality”, “high awareness”, “comfort and assurance”, “trendiness”, “good services”, “credibility”, “innovative design” and “value for money”; yet it is less than agreed that the spokesmen employed by Hong Kong brands are “appealing”. Besides, local consumers learn Hong Kong brands mainly via TV advertisements and internet.

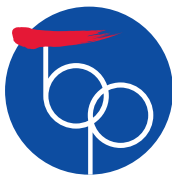
6. 網購是東北地區消費者購物的重要的資訊來源和銷售渠道，不少消費者開始利用移動手機搜索甚至購買香港品牌。他們習慣用手機上的社會媒體查看品牌的口碑，而口碑對他們的購買決定具有相當影響力。
7. 研究團隊建議，香港企業可善於利用東北消費者對香港品牌喜愛度高、信任度強、願意支付較高溢價等正面優勢，結合自家品牌的核心價值和形象特點，再針對目標客戶，釐定合適的市場區域、推廣方式及宣傳渠道；並可考慮在東北當地建立客戶服務中心，消除當地消費者的疑慮和擔心。港商應重視新媒體尤其是社交媒體等網絡平台，注意監控自家品牌在網絡上的口碑，加強、整合線上線下的品牌推廣活動和品牌體驗，以更有效地提升品牌的知名度。
4. Most consumers in Northeast China would accept a 10% premium for Hong Kong brands as compared to similar products under domestic brands and Harbin's indigenous brands. The level of premium acceptable would vary significantly among different age groups and income brackets; for example, people with higher income would be willing to pay more for Hong Kong brands.
5. Relatively high price, geographic distance, insufficient marketing and promotion could be the comparative disadvantages of Hong Kong brands. To the extent that Northeast China is far away from Hong Kong, local consumers deem it less convenient to purchase Hong Kong products, and are much concerned about the inadequate follow-up and after-sales services such as product maintenance and returns. In addition, near half of the interviewees pointed out that Hong Kong brands fall short of promotion in the local market.
6. On-line platform is an important information source and sales channel for consumers in Northeast China, and a number of them have started to search for or even purchase Hong Kong brands via their mobile phones. They are used to checking the reviews of a brand through social media apps on mobile phones, and "word of mouth" has significant influence on their buying decisions.
7. According to the Research Team, Hong Kong enterprises could leverage on the Northeastern consumers' affection, trust and willingness to pay a relatively high premium for Hong Kong brands; and they should try the best to match the core value and features of their own brands with such positive attributes, so as to identify right market segments and figure out appropriate promotional mode and communication channels that fit in well with the target customers. Meanwhile, Hong Kong enterprises should consider setting up customer services facilities in Northeast China, so as to address the concerns of local consumers. Moreover, the rise of "new media" especially social media should not be neglected. While keeping an eye on the "word of mouth" for their brands on the internet, Hong Kong enterprises should look to the integration of on-line and off-line (OTO) brand promotion and brand experiences, so as to enhance the brand awareness more effectively.



品牌選舉 Brand Awards

2014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2014年已踏入第十六屆。



2014年「香港名牌選舉」初賽及決賽分別於2014年11月18日及2015年1月5日舉行。主辦機構並於2014年12月13日至2015年1月3日期間在第49屆「工展會」會場舉行公眾投票。

在入圍決賽的22個品牌中，有14個傑出的產品品牌脫穎而出，獲頒「選舉」的各類獎項；其中，榮膺「香港名牌」的10個獲獎者包括「AQ天滌」、「B.Duck」、「卓譽」、「中大捲閘」、「滋寶奇珍」、「KONSTAR」、「冠華食品」、「農本方」、「原味家作」及「歐化寶」。另外，4家往屆「香港名牌」的獲獎者「EDO Pack」、「茲曼尼」、「威馬」及「奇華餅家」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「2036」、「盞記燕窩」和「官燕棧」。

2014年「選舉」的決賽評審團由香港特區政府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、香港工業總會主席劉展灝、香港品牌發展局副主席吳清煥、香港生產力促進局副主席伍志強、香港貿易發展局副總裁葉澤恩及香港設計師協會主席盧永強。



2014 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 16th running in 2014.

The Preliminary Judging of the 2014 Awards was held on 18 November 2014, with 22 local brands short-listed for Final Judging. The Organisers also staged public polling at the venue of the 49th Hong Kong Brands and Products Expo (HKBPE) from 13 December 2014 to 3 January 2015.

At the Final Judging held on 5 January 2015, 14 brands were selected as winners. Winners of “2014 Hong Kong Top Brand” included “AQ”, “B.Duck”, “Cherry”, “Chung Tai Roller Shutters”, “Herba Precious”, “KONSTAR”, “Koon Wah Provisions”, “Nong’s”, “Original Taste Workshop” and “Ulfenbo”. Four past winners namely “EDO Pack”, “Giormani”, “Goodway” and “Kee Wah Bakery” 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 a new honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”. “2036”, “First Edible Nest” and “Imperial Bird’s Nest” were selected as this year’s awardees. The Achievement Award is an honorary award to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance for years. The 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.

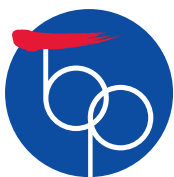
Chaired by Director-General of Trade and Industry Mr Kenneth Mak, the Final Judging Panel of 2014 Hong Kong Top Brand Awards comprised Dr Eddy Li, President of the CMA; Mr Stanley Lau, Chairman of Federation of Hong Kong Industries; Mr Ng Ching Wun, Vice Chairman of the BDC; Mr Victor Ng, Deputy Chairman of the Hong Kong Productivity Council; Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council and Mr David Lo, Chairman of Hong Kong Designers Association.

2014年「香港名牌選舉」決賽評審團成員合照(左起)：盧永強、吳清煥(李秀恒代表)、劉展灝、麥靖宇(工業貿易署署長)、吳清煥、伍志強、梁國浩(葉澤恩代表)。

Final Judging Panel of 2014 Hong Kong Top Brand Awards (from left): Mr David Lo, Dr Dennis Ng (representative of Dr Eddy Li), Mr Stanley Lau, Mr Kenneth Mak (Director-General of Trade and Industry), Mr Ng Ching Wun, Mr Victor Ng, Mr Stephen Liang (representative of Mr Raymond Yip).

2014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。



2014年「香港服務名牌選舉」已是第十次舉辦，吸引了來自零售、餐飲、銀行、公共運輸、印刷、專業培訓等行業的代表性品牌報名參賽。初賽及決賽分別於2014年11月18日及2015年1月6日舉行；並於2014年12月13日至2015年1月3日期間在第49屆「工展會」會場舉行公眾投票。

在入圍的15個品牌中，共有11個出類拔萃的服務品牌摘取了第十屆「香港服務名牌選舉」的各項桂冠。獲膺「香港服務名牌」者包括：「CMM蒙妮坦學院」、「智盛」、「再見寵兒」、「恒生銀行」、「唯健康」、「香港插花藝術學院」、「許留山」、「九巴」、「御苑皇宴」及「娛藝院線」。另外，往屆「香港服務名牌」的獲獎者「金至尊」再度參賽，成績出眾，獲頒授「香港卓越服務名牌」。

為慶祝品牌局及「香港服務名牌選舉」創辦十周年，今年特別增設「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。首屆獲頒「香港服務名牌十年成就獎」的品牌包括「中原地產」、「香港中國旅行社」及「康泰旅行社」；他們都是第一屆「香港服務名牌」的得獎者。

2014年「選舉」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(2012-2015年度)陳淑玲、香港理工大學校長唐偉章、香港旅遊發展局主席林建岳、香港中華總商會副會長袁武、香港零售管理協會副主席鄭偉雄及香港總商會總裁袁莎妮。



2014 Hong Kong Top Service Brand Awards

Launched in 2005, the Hong Kong Top Service Brand Awards give 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 2014 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, food catering, banking, public transportation, printing and professional training. The Preliminary Judging was held on 18 November 2014, while the Final Judging was conducted on 6 January 2015. The Organisers also staged public polling at the venue of the 49th HKBPE from 13 December 2014 to 3 January 2015. After fierce competition, 11 brands stood out from the 15 shortlisted entries.

Awardees of “2014 Hong Kong Top Service Brand” included “CMM Monita Academy”, “GenNex”, “Goodbye Dear”, “Hang Seng Bank”, “Health Top”, “hkafa”, “Hui Lau Shan”, “KMB”, “The Banqueting House” and “UA Cinemas”. Furthermore, “3D-GOLD” was conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

To celebrate the 10th Anniversary of the BDC and the Hong Kong Top Service Brand Awards, “Hong Kong Top Service Brand Ten Year Achievement Award” was first introduced in the 2014 Awards, a recognition for service brands having 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. “Centaline Property”, “China Travel Service (Hong Kong)” and “Hong Thai Travel”, which had been the winners of “Hong Kong Top Service Brand” back to 2005, became the first-batch awardees of “Hong Kong Top Service Brand Ten Year Achievement Award”.

Under Secretary for Commerce & Economic Development Mr Godfrey Leung headed the Final Judging Panel of the 2014 Hong Kong Top Service Brand Awards, which consisted of Ms Shirley Chan, BDC Chairman (Year 2012-2015); Prof Timothy Tong, President of the Hong Kong Polytechnic University; Dr Peter Lam, Chairman of Hong Kong Tourism Board; Mr Yuen Mo, Vice Chairman of the Chinese General Chamber of Commerce; Mr Thomson Cheng, Vice Chairman of Hong Kong Retail Management Association; and Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce.

2014年「香港服務名牌選舉」決賽評審團成員合照(左起)：曹天麗(林建岳代表)、袁武、陳淑玲、梁敬國(商務及經濟發展局副局長)、唐偉章、鄭偉雄、石平佛(袁莎妮代表)。

Final Judging Panel of 2014 Hong Kong Top Service Brand Awards (from left): Ms Tina Chao (representative of Dr Peter Lam), Mr Yuen Mo, Ms Shirley Chan, Mr Godfrey Leung (Under Secretary for Commerce & Economic Development), Prof Timothy Tong, Mr Thomson Cheng, Mr Thinex Shek (representative of Miss Shirley Yuen).

2014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。



第五屆「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2014年11月18日及12月17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原商務及經濟發展局常任秘書長(工商及旅遊)黃灝玄，評審委員包括香港品牌發展局主席黃家和、香港中小型企業總商會會長吳家榮、香港品質保證局副主席何志誠、香港設計中心行政總裁利德裕，以及香港城市大學資訊系統與電子商務講座教授兼傳訊及公關處處長李國安。

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，成為第五屆的「摘星新一代」。「香港新星品牌」得獎者包括：「AQUEEN」、「美肌之誌」、「卡雲尼」、「FunGear」、「培博思」及「Twinkle Baker Décor」；而獲得「香港新星服務品牌」的品牌為：「ENSEC Solutions」、「劍擊運動學院」、「宏智女偵探」、「KING'S 香港藝術體操芭蕾舞學院」、「Lab Made 分子雪糕專門店」及「牛涮鍋」。



2014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)：利德裕、吳家榮、黃灝玄(原商務及經濟發展局常任秘書長)、黃家和、何志誠、賈文宇(李國安代表)。

Final Judging Panel of 2014 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards (from left): Dr Edmund Lee, Mr Eric Ng, Mr Andrew Wong (Former Permanent Secretary for Commerce and Economic Development), Mr Simon Wong, Ir C S Ho, Prof Wenyu Dou (representative of Prof Matthew Lee).

品牌選舉宣傳片

品牌局於2014年8月份在巴士電視「路訊通」以及於港鐵車廂之「有線新聞快遞」播放電視廣告宣傳片；以充滿生活氣息的筆觸，宣揚「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」代表著「香港原創，品牌殿堂」的獨特定位和卓越地位。

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 to enhance the value-added attributes and competitiveness of Hong Kong products and services through branding.

Embarking on its 5th running, the 2014 Emerging Awards held the Preliminary Judging on 18 November 2014; and the Final Judging was conducted on 17 December 2014, under the chairmanship of Mr Andrew Wong, former Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism). Members of the Final Judging Panel comprised Mr Simon Wong, Chairman of the BDC; Mr Eric Ng, President of the Hong Kong General Chamber of Small and Medium Business; Ir C S Ho, Deputy Chairman of the Hong Kong Quality Assurance Agency; Dr Edmund Lee, Executive Director of Hong Kong Design Centre; and Prof Matthew K O Lee, Chair Professor of Information Systems & Electronic Commerce and Director of Communications & Public Relations of City University of Hong Kong.

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 “2014 Hong Kong Emerging Brand” included “AQUEEN”, “BeautyMate”, “Coloré”, “FunGear”, “The Paint Box” and “Twinkle Baker Décor”; while winners of “Hong Kong Emerging Service Brand Awards” were “ENSEC Solutions”, “Fencing Sport Academy”, “Global Female-Oriented Detective”, “KING’S Rhythmic Gymnastics Ballet Academy (HK)”, “Lab Made” and “Mou Mou Club”.

TV Commercial for Brand Awards

The BDC launched a TV commercial via bus TV “RoadShow” and MTR’s “Newsline Express” in August 2014, aiming to promote Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards as well as Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards. By using compelling real-life stories, the TVC vividly highlighted the Awards’ distinctive positioning as “The Hall of Fame for Hong Kong Original Brands”.



品牌局於2014年7月舉行的新聞發佈會宣佈2014年各項品牌選舉正式啟動。
The BDC held a press conference in July 2014 to announce the kick-off of 2014 Awards.

二零一四年香港名牌選舉 2014 Hong Kong Top Brand Awards

	品牌 Brand	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	2036 2036	活力健國際有限公司 Holistol International Ltd.
	蓋記燕窩 First Edible Nest	君政國際有限公司 Cross International Ltd.
	官燕棧 Imperial Bird's Nest	官燕棧國際有限公司 Imperial Bird's Nest International Co. Ltd.
香港卓越名牌 Hong Kong Premier Brand		
	EDO Pack EDO Pack	僑豐行有限公司 Kiu Fung Hong Ltd.
	茲曼尼 Giormani	歐達家具有限公司 Arredamenti Co. Ltd.
	威馬 Goodway	威馬企業有限公司 Goodway Electrical Enterprise Ltd.
	奇華餅家 Kee Wah Bakery	奇華餅家有限公司 Kee Wah Bakery Ltd.
香港名牌 Hong Kong Top Brand		
	AQ 天滌 AQ	艾橋生物科技集團有限公司 AQ Bio Technology Group Ltd.
	B.Duck B.Duck	森科產品有限公司 Semk Products Ltd.
	卓譽 Cherry	穎業國際有限公司 Wing Yip International Ltd.
	中大捲閘 Chung Tai Roller Shutters	中大捲閘有限公司 Chung Tai Roller Shutters Co. Ltd.
	滋寶奇珍 Herba Precious	維特健靈健康產品有限公司 Vita Green Health Products Co. Ltd.
	KONSTAR KONSTAR	康加實業有限公司 Konstar Industries Ltd.
	冠華食品 Koon Wah Provisions	冠華食品菓子廠有限公司 Koon Wah Food & Preserved Fruit Fty. Ltd.
	農本方 Nong's	培力(香港)健康產品有限公司 PuraPharm International (HK) Ltd.
	原味家作 Original Taste Workshop	原味家作有限公司 Original Taste Workshop Ltd.
	歐化寶 Ulfenbo	瑞典歐化(遠東)有限公司 Ulferts of Sweden (Far East) Ltd.

二零一四年香港服務名牌選舉 2014 Hong Kong Top Service Brand Awards

	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		
	中原地產 Centaline Property	中原地產代理有限公司 Centaline Property Agency Ltd.
	香港中國旅行社 China Travel Service (Hong Kong)	香港中國旅行社有限公司 China Travel Service (HK) Ltd.
	康泰旅行社 Hong Thai Travel	康泰旅行社有限公司 Hong Thai Travel Services Ltd.
香港卓越服務名牌 Hong Kong Premier Service Brand		
	金至尊 3D-GOLD	金至尊珠寶(香港)有限公司 3D-GOLD Jewellery (HK) Ltd.
香港服務名牌 Hong Kong Top Service Brand		
	CMM 蒙妮坦學院 CMM Monita Academy	蒙妮坦學院有限公司 CMM Monita Academy Ltd.
	智盛 GenNex	智盛財經媒體有限公司 GenNex Financial Media Ltd.
	再見寵兒 Goodbye Dear	再見寵兒有限公司 Goodbye Dear Co. Ltd.
	恒生銀行 Hang Seng Bank	恒生銀行有限公司 Hang Seng Bank Ltd.
	唯健康 Health Top	唯健康 Health Top
	香港插花藝術學院 hkafa	香港插花藝術學院有限公司 The Hong Kong Academy of Flower Arrangement Ltd.
	許留山 Hui Lau Shan	許留山食品製造有限公司 Hui Lau Shan Food Manufacturing Co. Ltd.
	九巴 KMB	九龍巴士(一九三三)有限公司 The Kowloon Motor Bus Co. (1933) Ltd.
	御苑皇宴 The Banqueting House	叙福樓餐飲有限公司 LHG Catering Ltd.
	娛藝院線 UA Cinemas	娛藝院線有限公司 UA Cinema Circuit Ltd.

二零一四年香港新星品牌選舉暨香港新星服務品牌選舉 2014 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

	品牌 Brand	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	AQUEEN AQUEEN	榮昌國際(集團)有限公司 WCJ (Holdings) Co. Ltd.
	美肌之誌 Beautymate	衍生行有限公司 Hin Sang Hong Co. Ltd.
	卡雲尼 Coloré	利昇國際有限公司 Ever Sunrise International Ltd.
	FunGear FunGear	盛唐傳媒集團(香港)有限公司 TeTe Media Group (Hong Kong) Ltd.
	培博思 The Paint Box	麗安(工業)有限公司 Lai On Products (Industrial) Ltd.
	Twinkle Baker Décor Twinkle Baker Décor	領天國際企業有限公司 Leadsy International Enterprise Ltd.
香港新星服務品牌 Hong Kong Emerging Service Brand		
	ENSEC Solutions ENSEC Solutions	Ensec Solutions Hong Kong Ltd. Ensec Solutions Hong Kong Ltd.
	劍擊運動學院 Fencing Sport Academy	劍擊運動學院有限公司 Fencing Sport Academy Ltd.
	宏智女偵探 Global Female-Oriented Detective	宏智國際調查顧問有限公司 Global Investigation and Security Consultancy Ltd.
	KING'S 香港藝術體操芭蕾舞學院 KING'S Rhythmic Gymnastics Ballet Academy (HK)	香港藝術體操芭蕾舞學院有限公司 KING'S Rhythmic Gymnastics Ballet Academy of Hong Kong Ltd.
	Lab Made 分子雪糕專門店 Lab Made	Lab Made Ltd. Lab Made Ltd.
	牛涮鍋 Mou Mou Club	株式会社有限公司 Kabushikigaisha Ltd.



主禮嘉賓財政司司長曾俊華(前排右五)、商務及經濟發展局局長蘇錦樑(前排左四)、廠商會會長李秀恒(前排左五)、品牌局主席(2012-2015年度)陳淑玲(前排右四)、品牌局主席黃家和(前排右二)、評審團成員及得獎公司代表於2015年2月2日舉行之頒獎典禮上合照。
 Guest of Honour Financial Secretary Hon John Tsang (5th from right, first row), Secretary for Commerce and Economic Development Hon Gregory So (4th from the left, first row), CMA President Dr Eddy Li (5th from left, first row), BDC Chairman (Year 2012-2015) Ms Shirley Chan (4th from right, first row), BDC Chairman Mr Simon Wong (2nd from the right, first row), Panels of Judges and representatives of the winning companies posed for a group photo at the Awards Presentation Ceremony on 2 February 2015.

2014年選舉頒獎典禮暨香港品牌發展局十周年誌慶晚宴

2014年「品牌選舉」的頒獎典禮暨品牌局十周年誌慶晚宴於2015年2月2日假香港會議展覽中心會議廳舉行。活動由香港特區政府財政司司長曾俊華、商務及經濟發展局局長蘇錦樑、廠商會會長李秀恒、品牌局主席黃家和及品牌局主席(2012-2015年度)陳淑玲主禮，並由曾司長、蘇局長、商務及經濟發展局副局長梁敬國及工業貿易署署長麥靖宇擔任頒獎嘉賓。

晚宴筵開62席，逾700位嘉賓歡聚一堂，盛況空前；豐富的特備節目精彩紛呈，包括生日蛋糕切餅儀式、祝酒儀式、品牌聯播、青年舞蹈及樂隊音樂表演等，令氣氛高潮迭起。主辦機構亦於頒獎典禮之前舉辦酒會，並在會場設置大型資料板及獎座模型，以彰顯和慶賀得獎品牌的驕人成就。

2014 Awards Presentation Ceremony-cum-BDC 10th Anniversary Gala Dinner

The 2014 Awards Presentation Ceremony-cum-BDC 10th Anniversary Gala Dinner was held at the Convention Hall of Hong Kong Convention and Exhibition Centre on 2 February 2015. Financial Secretary Hon John Tsang, Secretary for Commerce & Economic Development Hon Gregory So, CMA President Dr Eddy Li, BDC Chairman Mr Simon Wong and BDC Chairman (Year 2012-2015) Ms Shirley Chan officiated at the Ceremony. Hon John Tsang, together with Hon Gregory So, Under Secretary for Commerce & Economic Development Mr Godfrey Leung and 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 programs, including cake-cutting ceremony, brand video show, toasting ceremony, dance performance and live band performance, had brought the event to a climax. The Organisers also hosted a cocktail reception prior to the Ceremony and set up large-scale display boards and props of Awards' trophy at the venue to showcase and celebrate the remarkable achievements of the Awardees.



品牌局主席(2012-2015年度)陳淑玲致歡迎辭。
 BDC Chairman (Year 2012-2015) Ms Shirley Chan delivered welcome remarks.



廠商會會長李秀恒致送感謝狀予二零一四年選舉頒獎典禮暨品牌局十周年誌慶晚宴主禮嘉賓財政司司長曾俊華(左)。
 CMA President Dr Eddy Li presented Certificate of Appreciation to Guest of Honour of the 2014 Award Presentation Ceremony-cum-BDC 10th Anniversary Gala Dinner Financial Secretary Hon John Tsang (left).



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局長蘇錦樑(左)。
CMA President Dr Eddy Li presented Certificate of Appreciation to Secretary for Commerce and Economic Development Hon Gregory So (left).



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 & Economic Development Mr Godfrey Leung (left).



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



品牌局主席(2012-2015年度)陳淑玲致送感謝狀予選舉「活動贊助」之代表畢馬威會計師事務所香港市場主管合夥人劉婁嘉軒(左)。
BDC Chairman (Year 2012-2015) Ms Shirley Chan presented Certificate of Appreciation to the representative of Event Sponsor Mrs Ayesha Lau, Partner in Charge, Hong Kong Market of KPMG (left).



品牌局主席黃家和致送感謝狀予選舉「獎座贊助」之代表六福集團副主席兼副總經理謝滿全(右)。
BDC Chairman Mr Simon Wong presented Certificate of Appreciation to the representative of Award Trophy Sponsor Mr Vincent Tse, Deputy Chairman and Deputy General Manager of Lukfook Group (right).

回顧 Review



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.



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



主辦機構於頒獎典禮會場設置大型展板及獎座裝飾。
Exhibition panels and trophy props were displayed at the venue of the Awards Presentation Ceremony.



二零一四年「品牌選舉」之得獎名單以及得獎公司的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 2014 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.



品牌局誌慶晚宴筵開六十多席，出席嘉賓逾700人。
More than 700 guests attended the BDC 10th Anniversary 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，同中慶賀，包括商務及經濟發展局局長蘇錦樑、副局長梁敬國、工業貿易署署長麥靖宇、中聯辦經濟部副部長張夏令、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 Secretary for Commerce & Economic Development Hon Gregory So, Under Secretary Mr Godfrey Leung, Director-General of Trade and Industry Mr Kenneth Mak, Deputy Director General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR Mr Zhang Xia Ling, Legislative Council members and representatives of consulates, joined this "Sumptuous Feast for Hong Kong Brands".



香港品牌發展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 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.

2014 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的內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具有策略性、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。

2014年「最佳品牌策劃獎」分別於2014年1月11日及7月26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盧金榮、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蕭麗君出任評審委員。

「2014最佳品牌策劃獎」的頒獎典禮於2014年11月25日舉行，由品牌局主席（2012-2015年度）陳淑玲擔任主禮嘉賓及致辭，並聯同盧金榮理事頒發獎項予得獎者；隨後舉辦「品牌專題講座：在數碼時代企劃品牌策略」，邀得品牌顧問講解如何利用電子媒體進行品牌推廣。有關活動共吸引100多人出席。

2014 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 phase and the second phase of Final Judging of the 2014 Best Brand Idea Award were held on 11 January and 26 July 2014 respectively. Altogether there were four outstanding brand proposals selected as the winners. The second phase of Judging Panel comprised BDC General Committee Member Dr Lo Kam Wing, Associate Head of College of Business and Finance of HKU SPACE Ms Flora Chan and Lecturer of the Executive Diploma Programme Ms Anna Siu.

At the Award Presentation Ceremony held on 25 November 2014, the BDC Chairman (Year 2012-2015) Ms Shirley Chan delivered welcome remarks and presented prizes to the winners together with BDC General Committee Member Dr Lo Kam Wing. The Ceremony was followed by the "Professional Brand Seminar: Branding in the Digital Age", at which a brand expert shared with over 100 audiences the digital strategies for brand promotion.



品牌局主席(2012-2015年度)陳淑玲於「2014最佳品牌策劃獎」得頒獎典禮上致辭。
BDC Chairman (Year 2012-2015) Ms Shirley Chan delivered a speech at the presentation ceremony of "2014 Best Brand Idea Award".



品牌局理事盧金榮頒發「2014最佳品牌策劃獎」得獎者。
BDC General Committee Member Dr Lo Kam Wing presented award to winners of "2014 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《資本雜誌》主辦之「資本傑出行政品牌2014」、維多利亞青年商會主辦之「InnoBrand 2014」、RoadShow 路訊通主辦之「一路最愛品牌大獎2014」、《經濟一週》主辦之「2014年實力品牌大獎」、《ib雅舍》主辦之「2015室內設計及家品品牌大獎」、廠商會主辦之「第49屆工展會廣告Teen才短片創作比賽」以及滙豐銀行主辦之2015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. “Capital Best of the Best for Executives 2014” organised by Capital Publications Limited, “InnoBrand 2014” by Victoria Junior Chamber, “RoadShow Best Loved Awards 2014” by RoadShow, “Outstanding Brand Awards 2015” by Economic Digest, “InteriorBeaute Residential Design and Home Products Brand Award 2015” by “Interior Beaute”, “The 49th HKBPE Short Film Advertisement Competition” by the CMA, and “HSBC Living Business Awards 2015” by HSBC.



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 award-presenting guest of “RoadShow Best Loved Awards 2015”.



品牌局主席黃家和(右一)與「2015室內設計及家品品牌大獎」的評審團成員於頒獎典禮上合照。
BDC Chairman Mr Simon Wong (1st from right) and Judging Panelists posed for a group photo at the presentation ceremony of “Residential Design and Home Products Award 2015”.



品牌局副主席沈運龍頒發予「2015年實力品牌大獎」的得獎企業代表。
BDC Vice Chairman Dr Aaron Shum presented award to a winning company of “Outstanding Brand Awards 2015”.



品牌局理事李慧芬於「第49屆工展會廣告Teen才短片創作比賽」頒獎典禮上接受主辦機構致送的紀念品。
BDC General Committee Member Ms Stella Lee received a souvenir at the presentation ceremony of “The 49th HKBPE Short Film Advertisement Competition”.

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(TOP嘜)」視覺系統，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2015年8月，「TOP嘜計劃」核准品牌有190多個，涉及近900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 (Top 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 license 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 is a mechanism to enhance the review process and continuing development of the two Awards. An applicant or licensee has to go through an annual On-site Assessment that is conducted on the basis of product/service category.

Up to August 2015, the Scheme had more than 190 licensees, covering nearly 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」、「青洲英坭」、「翡翠」、「紅雙喜」、「蘇太名醬」、「海潔」、「Super Natural」、「富豪至尊」、「閃電牌」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 are licensees of Made in Hong Kong Mark Scheme, such as “Taipan”, “Campbell”, “Easteast”, “Green Island Cement”, “Jade”, “Double Happiness”, “Mrs So’s XO Sauce”, “Sea Clean”, “Super Natural”, “Regal Supreme” and “ZAAN”.

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

為推動和協助業界特別是中小型企業邁出品牌發展的第一步，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4次活動；而自2005年創立以來，累計舉行的活動已達50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
2014年		
8月1日	你是品牌，品牌是你	約70人
10月28日	以優質服務創建品牌優勢	約30人
2015年		
4月24日	品牌的建立	約50人
5月29日	善用知識產權：從OEM、ODM到打造品牌	約40人



品牌顧問周志基(左)及廖建明(右)分析品牌對企業成敗的影響。
Brand Consultants Mr William Chau (left) and Mr Liu Kin Ming (right) shed light on the relationship between branding and business success.



資深培訓顧問余蕙芳講解如何以優質服務創建品牌優勢。
Veteran training consultant Ms Cindy Yu elaborated on how to turn excellent service into an advantage for branding.

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 on the participants' own initiative, the Club hosts activities pertinent to SME branding on a regular basis.

Since its inception, the Club has organised 50 gatherings, of which 4 were held in the past year. And the number of registered members has currently surpassed 370.

Recent Activities of SME Branding Club

(Table 4)

Date	Topic	Number of Participants
Year 2014		
1 August	Branding = You	About 70
28 October	Excellent Service Leading to Brand Success	About 30
Year 2015		
24 April	Competitive Brand-Building Strategies	About 50
29 May	Leveraging Intellectual Property Right to Move from OEM, ODM to Branding	About 40



培訓顧問畢露環分析強勢品牌具備的重要元素。
Training consultant Ms Carolyn Butt dissected the criteria for a competitive brand.



知識產權專家劉帥賢講解如何善用知識產權實現從OEM與ODM向OBM的升級。
Intellectual Property expert Dr Alex Lau spoke on how to capitalise on IPR to facilitate the upgrade from OEM and ODM to OBM.

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2014年10月及2015年4月開辦第七班。

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：在數碼時代企劃品牌策略」及「愛 Brand 才會贏」工作坊分別於2014年11月25日及2015年3月23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200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 seventh intake of the two certificate courses took place in October 2014 and April 2015 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. A “Professional Brand Seminar: Branding in the Digital Age” and a workshop entitled “Brand: We are Loving It” were held on 25 November 2014 and 23 March 2015 respectively, at which brand experts shared with audience concepts and techniques of brand management. The two activities attracted over 200 participants in total.



「品牌專題講座」邀得品牌傳訊專家曾錦強講解如何利用電子媒體進行品牌推廣。
At the “Professional Brand Seminar”, brand communication expert Mr K K Tsang shared the digital strategies for brand promotion.



「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 introduced the key concepts on brand management and brand communication at “Brand: We are Loving It” Workshop.

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於 2015 至 2016 年期間推行「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 2015/16 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 could 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
2014年			
7月15日	品牌局、廠商會、工業貿易署及香港貿易發展局合辦之「品牌『智』勝研討會：e網打進顧客心」	約300人	合辦
8月1日及2日	「廠家如何建立內銷網絡平台」工作坊	約15人	主辦
9月16日	香港董事學會主辦之「2014董事研討會」	約100人	支持機構
10月16日	品牌局、廠商會及香港工商品牌保護陣綫合辦之「品牌的唯真及維權」研討會	約70人	合辦
11月25日	品牌局與香港大學專業進修學院合辦之「品牌專業講座：在數碼時代企劃品牌策略」	約100人	合辦
12月1至6日	香港科技園公司主辦之「亞太創新峰會2014」	約100人	支持機構
12月3及4日	香港設計總會主辦之「Global Design Network Symposium 2014」	約100人	支持機構
12月4及5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2,000人	支持機構
12月5日	「拓展東北內銷市場」經驗分享會	約60人	主辦
2015年			
3月12日	維多利亞青年商會主辦之「InnoBrand 2015開幕典禮暨研討會」	約100人	支持機構
3月23日	品牌局與香港大學專業進修學院合辦之「愛Brand才會贏」品牌工作坊	約45人	合辦
5月15日	「拓展華北內銷市場及電子營銷實務」工作坊	約40人	主辦
6月2日	「現代銷售新攻略」工作坊	約10人	主辦
6月29日	「你的業務為數碼年代作好準備了嗎？」研討會	約50人	主辦



培訓顧問謝寶昇於「現代銷售新攻略」工作坊上講解銷售的必勝技巧及策略。

At the Workshop on "Selling Strategies and Tactics", training consultant Mr Eddy Tse shed light on the selling techniques and strategies.



稅務專家鍾潔儀、黃煒卓及數碼媒體專家安宇昭於「你的業務為數碼年代作好準備了嗎？」研討會上講解電子商貿的最新發展及線上線下營銷模式策略。

Tax experts Ms Kitty Chung and Mr Andy Wong together with digital media expert Mr Andy Ann, shed light on the latest development of e-commerce and "On-line To Off-line" marketing strategies at the Seminar on "Is Your Business Ready for the Digital Age?".



「品牌『智』勝研討會」吸引約300名企業代表出席。

"Branding to Win Seminar" attracted about 300 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
Year 2014			
15 July	“Branding to Win Seminar: Grabbing Customers’ Heart On-line” by the BDC, the CMA, Trade and Industry Department and Hong Kong Trade Development Council	About 300	Co-organiser
1 & 2 August	Workshop on “China’s On-line Sales System for Manufacturers”	About 15	Organiser
16 September	“Directors’ Symposium 2014” by Hong Kong Institute of Directors	About 100	Supporting Organisation
16 October	Seminar on “Brand Authenticity and Protection” by the BDC, the CMA and Hong Kong Brands Protection Alliance	About 70	Co-organiser
25 November	“Professional Brand Seminar: Branding in the Digital Age” by the BDC and HKU SPACE	About 100	Co-organiser
1 to 6 December	“APAC Innovation Summit 2014” by Hong Kong Science and Technology Parks Corporation	About 100	Supporting Organisation
3 & 4 December	“Global Design Network Symposium 2014” by Hong Kong Design Centre	About 100	Supporting Organisation
4 & 5 December	“Business of IP Asia Forum” by the Hong Kong Trade Development Council and Hong Kong Design Centre	About 2,000	Supporting Organisation
5 December	Experience Sharing Seminar on “Exploring Northeast China Market”	About 60	Organiser
Year 2015			
12 March	2015 innoBrand Seminar “From Zero To Hero” by Junior Chamber International Victoria (Hong Kong) Limited	About 100	Supporting Organisation
23 March	“Brand: We are Loving It” Workshop by the BDC and HKU SPACE	About 45	Co-organiser
15 May	Training Workshop on “Exploring Domestic Sales and On-line Marketing in North China Market”	About 40	Organiser
2 June	Workshop on “Selling Strategies and Tactics”	About 10	Organiser
29 June	Seminar on “Is Your Business Ready for the Digital Age?”	About 50	Organiser

回顧 Review

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。

品牌局與廠商會、工業貿易署及香港貿易發展局於2014年7月15日聯合舉辦第十一個「品牌『智』勝系列研討會」。講座以「e網打進顧客心」為題，於香港會議展覽中心舉行；由知名學者、品牌顧問、稅務專家、以及企業代表組成的「星級」演講嘉賓於研討會上分享網上「贏」銷的心得；當日的出席者近300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 eleventh Serial Seminar was held on 15 July 2014 under the theme of “Grabbing Customers’ Heart On-line”, and it was a joint project of the BDC, the CMA, the Trade and Industry Department and Hong Kong Trade Development Council. With nearly 300 participants, the Seminar featured a strong line-up of speakers, including renowned scholar, brand consultant, tax expert and brand marketer who shared their views on the “winning strategies” for on-line marketing.



1. 品牌局主席(2012-2015年度)陳淑玲(右)致送紀念品予演講嘉賓。
BDC Chairman Ms Shirley Chan (Year 2012-2015) (right) presented souvenir to a speaker.
2. 主辦機構代表品牌局主席(2012-2015年度)陳淑玲(左四)、工業貿易署助理署長蘇碧珊(中)及香港貿易發展局製造業拓展總監梁國浩(右三)與演講嘉賓合照。
Representatives of Organisers BDC Chairman Ms Shirley Chan (Year 2012-2015) (4th from left), Assistant Director-General of the TID Ms Linda So (middle) and Director of Product Promotion of the TDC Mr Stephen Liang (3rd from right) posed for a photo with the speakers.
3. 香港中文大學市場工程中心主任兼市場學系教授劉建南博士講解如何善用大數據建立「智」勝品牌。
Director of Centre for Marketing Engineering-cum-Professor of the Department of Marketing of the Chinese University of Hong Kong Dr Kin-nam Lau elaborated on how to capitalise on big data to build a successful brand.
4. 香港畢馬威會計師事務所合夥人李家能分析中國的網民世界。
Partner of KPMG Mr Simon Lee analysed the on-line behavior of China's "connected consumers".
5. 品牌顧問袁文俊講解以「微營銷」打造大品牌的策略。
Branding consultant Dr Royce Yuen shed light on social media marketing strategies for brand building.
6. OpenRice 開飯喇有限公司常務董事黃鳳鳴分享多個品牌開展網路營銷的成功案例。
Managing Director of Openrice Ltd Ms Jan Wong referred to several case studies and illustrated how a brand can enhance its market position through adopting e-tools.

品牌的唯真及維權研討會

為了向業界提供品牌知識產權保護及消費者權益的最新資訊，品牌局、廠商會及香港工商品牌保護陣綫於2014年10月16日聯合舉辦「品牌的唯真及維權」研討會，邀請政府部門的代表、品牌專家和資深律師，從不同角度分析品牌「唯真」的重要性以及品牌「維權」的策略與實務。研討會吸引了近70家公司代表出席。

Seminar on “Brand Authenticity and Protection”

In order to help the industries keep abreast of the latest developments of consumer rights and the intellectual property protection, the BDC, the CMA and Hong Kong Brands Protection Alliance (HKBPA) jointly held a seminar titled “Brand Authenticity and Protection” on 16 October 2014. The Seminar featured Government official, brand consultant and experienced lawyers, who shared with the audience the importance of brand authenticity and the strategies for brand protection; and it attracted more than 70 participants.



1. 主辦機構代表品牌局主席(2012-2015年度)陳淑玲(右四)及香港工商品牌保護陣綫主席吳宏斌(右三)於研討會上與演講嘉賓合照。
Representatives of Organisers, i.e. BDC Chairman Ms Shirley Chan (Year 2012-2015) (4th from right) and HKBPA President Dr Dennis Ng (3rd from right) posed for a photo with the speakers at the Seminar on “Brand Authenticity and Protection”.
2. 香港特別行政區政府香港海關版權及商標跨境調查組指揮官麥偉中介紹《商品說明條例》的最新發展。
Divisional Commander (Intellectual Property Transnational Investigation Division) of Hong Kong Customs & Excise Department of HKSAR Government Mr Matthew Mak gave an update on the Trade Descriptions Ordinance.
3. 品牌顧問周志基闡述品牌「唯真」與「維權」的管理。
Branding consultant Mr William Chau explained why “authenticity” and “uniqueness” are crucial to brand management.
4. 中國專利法律顧問李江提點如何在市場上有效保護品牌的權益。
Patent attorney Mr Johnson Li spoke on the practice of brand protection in Mainland market.
5. 資深律師江炳滔與聽眾分享展覽會的品牌保護要訣。
Veteran Solicitor Mr Benny Kong shared with the audience the effective way to protect a brand’s intellectual property in exhibition.
6. 資深律師陸地分析常見的網上侵權行為以及域名保護的注意事項。
Legal advisor Dr Lewis Luk analysed the commonly-seen on-line infringements and gave tips on the protection of domain names.

品牌推廣及交流 Brand Promotion and Exchanges

「哈爾濱香港品牌節」項目

東北地區的經濟總量、人口以及面積均佔全國的近十分之一，亦是有待港商開墾的「經濟處女地」。對於銳意進一步拓展內銷的香港品牌來說，東北地區無疑是一個充滿商機的新興區域市場，更是打入東北亞經濟圈的上佳切入點，以及向俄羅斯、獨聯體乃至中東歐市場進軍的踏腳石。



為了促進和協助香港品牌在內地市場的全方位拓展，特別是探索由南向北、由內貿向邊貿的延伸，品牌局獲香港特區政府「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，推行名為「舉辦『哈爾濱香港品牌節』」系列活動以協助香港品牌拓展中國東北市場的專項計劃，並由廠商會、廠商會展覽服務有限公司分別擔任合辦機構及執行機構。項目由2014年2月至2015年5月期間舉行，為期15個月。

項目圍繞「哈爾濱香港品牌節」的主題，舉辦一系列豐富而務實的活動，包括在「2014香港時尚產品博覽·哈爾濱工業展會」中設立展現香港品牌及產品最新風貌的大型展示廊，並開闢特別設計的主題展區，輔以一系列宣揚香港品牌以及特色產品、服務的舞台表演和節目；在哈爾濱舉辦商貿配對交流會、商務考察以及消費者問卷調查，以及在香港舉辦以品牌內銷策略與實務為主題的經驗分享會，協助香港企業瞭解內地市場尤其是中國東北市場的營商環境和消費者偏好，以及掌握內銷市場的品牌策略和推廣技巧。



品牌局主席(2012-2015年度)陳淑玲(左三)、廠商會展覽服務有限公司主席(2012-2014年度)吳永嘉(右三)、品牌局主席黃家和(右二)、品牌局副主席吳清煥(左二)、展覽公司副主席李慧芬(左一)，以及品牌局前任行政總裁黃靜文主持「哈爾濱香港品牌節」的新聞發佈會。BDC Chairman (Year 2012 – 2015) Ms Shirley Chan (3rd from left), CMAESL Chairman (Year 2012 – 2014) Mr Jimmy Ng (3rd from right), BDC Chairman Mr Simon Wong (2nd from right), BDC Vice Chairman Mr Ng Ching Wun (2nd from left), CMAESL Vice Chairman Ms Stella Lee (1st from left), and Former BDC Chief Executive Officer Ms Adeline Wong posed for a photo at the Press Conference of "Harbin Hong Kong Brand Festival".

“Harbin Hong Kong Brand Festival” Project

With a considerable economic stature accounting for nearly one-tenth of the nation's GDP, population and areas, Northeast China nevertheless remains a “virgin soil” where Hong Kong companies' presence is relatively limited. For Hong Kong brands looking to further developing domestic sales, Northeast China has suggested itself not only as a “land of opportunities” with great growth potential, but also as the gateway to the Northeast Asia Economic Circle as well as a strategic foothold to tap into the vast markets in Russia, Commonwealth of Independent States and even the Central and Eastern Europe.

To facilitate Hong Kong brands' recent moves to expand their business frontier nationwide, notably extending from South China to the North and riding on the bustling border trade between China and its neighbouring countries, the BDC implemented the “Assisting Hong Kong Brands to Explore Northeast China Market through Organising ‘Harbin Hong Kong Brand Festival’ Serial Activities” Project under the sponsorship of the “Dedicated Fund on Branding, Upgrading and Domestic Sales – Organisation Support Programme” (BUD), with the CMA Exhibition Services Ltd (CMAESL) acting as the Implementation Agent and the CMA as Collaborating Organisation. This 15-month Project commenced on February 2014.

The Project staged a large-scale brand promotional campaign under the banner of “Harbin Hong Kong Brand Festival”, aiming to promote the collective image of Hong Kong brands through an experience-focused approach and helped Hong Kong enterprises to better understand the market environment and to explore business opportunities in the Northeast China particularly Harbin.

It featured a series of diversified activities that tied in with the current needs of Hong Kong enterprises, including setting up a product gallery at the “2014 Hong Kong Trendy Products Expo, Harbin” (the Expo) to showcase the latest development of Hong Kong brands, centering on a specially-designed thematic zone that highlighted the heritage and evolution of Hong Kong's brand culture; rolling out a series of stage performances and programmes; hosting a networking meeting, a study tour and conducting a questionnaire survey on Harbin consumers; organising a experience sharing seminar with emphasis on the strategies and practices of brand building, in an attempt to look into the characteristics and consumption behaviours of Northeast China consumers and help Hong Kong companies to explore the effective strategies for market entry and brand promotion.

The BDC hosted a press conference on 27 March 2014, at which BDC Chairman (Year 2012 – 2015) Ms Shirley Chan and CMAESL Chairman (Year 2012 – 2015) Mr Jimmy Ng announced the commencement of the Project and introduced its details and schedule to the media.

On 19 September 2014, a grand opening ceremony was held at the Harbin International Conference, Exhibition and Sports Centre to kick off the Harbin-based activities of the Festival. The Ceremony was officiated by CMA President (Year 2012 – 2014) Mr Irons Sze and BDC Chairman (Year 2012 – 2015) Ms Shirley Chan, together with a number of officials

品牌局於2014年3月27日舉行新聞發佈會，由主席(2012-2015年度)陳淑玲及廠商會展覽服務有限公司主席(2012-2015年度)吳永嘉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2014年9月19日在哈爾濱國際會展體育中心舉行隆重的開幕式，由廠商會會長(2012-2014年度)施榮懷、品牌局主席(2012-2015年度)陳淑玲聯同一眾內地和香港特區政府的官員主禮，包括黑龍江省人民政府副省長孫堯、香港特區政府商務及經濟發展局局長蘇錦樑、中聯辦經濟部副部長兼貿易處負責人楊益、香港特區政府駐北京辦事處主任朱曼鈴、哈爾濱市人民政府副市長劉奇、黑龍江省商務廳副廳長趙文華等。

representing the local Governments and HKSAR Government, including Vice Governor of Heilongjiang Province Mr Sun Yao, Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So, 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 Cathy Chu, Deputy Mayor of Harbin Municipal Government Mr Liu Qi, and Vice Director of Department of Commerce of Heilongjiang Province Mr Zhao Wenhua.



香港特區政府商務及經濟發展局局長蘇錦樑局長於「哈爾濱香港品牌節」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 "Harbin Hong Kong Brand Festival".



廠商會及品牌局組織高層代表團赴哈爾濱訪問並出席「哈爾濱香港品牌節」開幕式。
The CMA and BDC dispatched a high-level delegation to Harbin.



廠商會會長(2012-2014年度)施榮懷(左七)、品牌局主席(2012-2015年度)陳淑玲(右八)、孫堯副省長(左八)、蘇錦樑局長(右九)、楊益副部長(左六)、朱曼鈴主任(右七)、劉奇副市長(左五)、趙文華副廳長(左四)以及一眾嘉賓主持「哈爾濱香港品牌節」開幕式。
CMA President (Year 2012-2014) Mr Irons Sze (7th from right), BDC Chairman (Year 2012-2015) Ms Shirley Chan (8th from right), Mr Sun Yao (8th from left), Hon Gregory So (9th from right), Mr Yang Yi (6th from left), Ms Cathy Chu (7th from right), Mr Liu Qi (5th from left), Mr Zhao Wenhua (4th from left) and other Guests-of-Honour officiated at the opening ceremony of "Harbin Hong Kong Brand Festival".

「喜・愛香港」品牌展示

「2014香港時尚產品博覽・哈爾濱工展會」於2014年9月19日至24日期間在哈爾濱國際會展體育中心舉行。「哈爾濱香港品牌節」的多項重要活動與「哈爾濱工展會」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，分為「『囍・愛香港』婚嫁品牌圈」和「『喜・愛香港』品牌站」兩大部分。

「『囍・愛香港』婚嫁品牌圈」設於展示區的中心位置，精選了20多個與婚嫁喜慶活動相關的代表性香港品牌，利用生動有趣的「講故事」敘事手法，配合婚嫁相關的產品及資料的展示，凸顯香港品牌如何配合社會變遷而與時並進。主辦機構更首次引入「導賞服務」，由導賞員帶領參觀人士穿越時空，領略香港品牌文化的傳承與創新。

「『喜・愛香港』品牌站」匯聚了70多個香港原創品牌，透過展出他們具創意、設計獨特以及能夠反映香港文化特色的消費性產品，彰顯香港品牌的優越、時尚、富有魅力及文化底蘊的形象，亦藉此提升香港品牌的情感價值。

「品牌站」設有「儷影霓裳」、「璀璨流金」、「精緻心意」、「優悠生活」、「繽紛美饌」、「煥彩美顏」、「愜意家居」及「健康養生」等8個區域，涵蓋了服裝配飾、珠寶手錶、精品、家用電器及電子產品、食品、美容產品、生活用品、中藥及保健品等類別，陳列的品牌產品逾180件。

為確保依照公平、公開和高透明度的原則選擇參展品牌，主辦機構特別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：廠商會副會長吳永嘉、品牌局主席黃家和、香港工商品牌保護陣綫主席吳宏斌、香港中小型企業總商會會長吳家榮、香港理工大學工商管理學院副院長(外務及發展事務)萊韻詩、香港設計文化協會秘書長冼子光以及香港貿易發展局製造業拓展高級經理陳詠珊。委員會於2014年6月24日召開會議，遴選參加展示的品牌以及就展示區的設計意念提供意見。



“Loving Hong Kong” Brand Showcase

While the “2014 Hong Kong Trendy Products Expo, Harbin” (The Expo) was held at Harbin International Conference, Exhibition and Sports Centre from 19 to 24 September 2014, the BDC unfolded a host of highlighted activities of the “Harbin Hong Kong Brand Festival” in parallel, including setting up a large-scale showcase gallery namely “Lovely • Loving Hong Kong” at the exhibition hall. The Gallery consisted of two major zones, i.e. “Love • Loving Hong Kong’ Wedding Brand Ring” and “Lovely • Loving Hong Kong’ Brand Frontline”.

The “Love • Loving Hong Kong’ Wedding Brand Ring” was located at the centre of the gallery. Featuring a vivid introduction of Hong Kong’s wedding culture and over 20 representative brands engaged in wedding-related products or services, it employed a story-telling approach to illustrate how Hong Kong brands keep moving with time and revolute their products and services in tandem with the evolution of socio-cultural trends, striking a dynamic balance between heritage and innovation. Guided tour service was also provided with well-trained docents guiding visitors around to grasp highlights of the thematic zone.

With a scrupulous selection of more than 70 stylish labels, “Lovely • Loving Hong Kong’ Brand Frontline” displayed over 180 product items with strong innovation, design, or cultural elements, in an attempt to promote the adorable image and emotional values of Hong Kong brands. The exhibits were subsumed under 8 sections, i.e. fashion & accessories, jewellery & watches, fine living goods, home appliances & electronic products, food, beauty products, household products, and Chinese medicine & healthcare products.

To ensure fairness and transparency in the selection of participants, a Steering Committee was formed, which comprised CMA Vice President Mr Jimmy Ng, BDC Chairman Mr Simon Wong, President of Hong Kong Brands Protection Alliance Dr Dennis Ng, President of the Hong Kong General Chamber of Small & Medium Business Mr Eric Ng, Associate Dean (External Relations and Development) of the Faculty of Business of Hong Kong Polytechnic University Dr Alison Lloyd, Secretary General of Mode of Design Alliance Mr Sin Tze Kong, and Senior Product Promotion Manager of Hong Kong Trade Development Council Ms Winsome Chan. The Committee held a meeting on 24 June 2014 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合照 (左起)：吳家榮、吳宏斌、萊韻詩、陳詠珊、吳永嘉、黃家和及冼子光。
Members of Steering Committee on Brand Showcase posed for a group picture (from left): Mr Eric Ng, Dr Dennis Ng, Dr Alison Lloyd, Ms Winsome Chan, Mr Jimmy Ng, Mr Simon Wong and Mr Sin Tze Kong.



「『喜•愛香港』品牌站」展出70多個富香港特色的產品品牌。
 “‘Lovely • Loving Hong Kong’ Brand Frontline” showcased over 70 brands with strong Hong Kong characteristics.



位於品牌展示區中心的「『喜•愛香港』婚嫁品牌圈」成為全場的焦點。
 The “‘Love • Loving Hong Kong’ Wedding Brand Ring” located at the centre of Showcase Gallery became the focus of attention.



專業導賞員為參觀人士介紹主題展區。
 Professional docents introduced highlights of the thematic zone.



品牌局主席(2012-2015年度)陳淑玲(左一)及廠商會會長(2012-2014年度)施榮懷(右一)陪同黑龍江省人民政府副省長孫堯(右二)、香港特區政府商務及經濟發展局局長蘇錦樑(左二)參觀品牌展示區。
 Accompanied by BDC Chairman (Year 2012 – 2015) Ms Shirley Chan (1st from left) and CMA President (Year 2012 – 2014) Mr Irons Sze (1st from right), the Vice Governor of Heilongjiang Province Mr Sun Yao (2nd from right) and Secretary for Commerce and Economic Development Bureau of HKSAR Government Hon Gregory So (2nd from left) inspected the Gallery.

舞台表演節目

品牌局於「喜·愛香港」品牌展示區內搭建大型的表演舞台，分時段舉辦富有香港特色的舞台表演節目，以展現香港品牌的多元精彩以及時尚生活品味。

為期六天的展覽共舉行了16場內容豐富的「喜·愛香港」舞台表演節目。除了一系列以婚嫁潮流(例如中西合璧的婚禮、婚嫁珠寶揀選等)、茶茗品味、健康生活等為主題的講座之外，還有香港「金茶王」港式奶茶沖泡示範以及「品牌大匯演」，即展示「喜·愛香港」品牌站參與品牌的模特兒天橋走秀。

Thematic Performance Programmes

A series of stage performances were lined up at the venue of “Loving Hong Kong” Showcase Gallery to demonstrate the diversity, vitality and lifestyle-orientation of Hong Kong brands.

Scattered over the six-day exhibition period, 16 shows were put on. Apart from serial talks on healthy lifestyle, Chinese teas, and wedding-related topics like “East-meets-West Wedding Ceremony” and the selection of wedding jewellery, there were also demonstrations of the brewing of Hong Kong-style milk tea and catwalk shows that presented participating brands of the “‘Lovely • Loving Hong Kong’ Brand Frontline”.



1. 「歐惠芳婚禮顧問」的代表歐惠芳講解如何將中國傳統與西方禮儀的優點「珠聯璧合」。
Ms Sharon Au from “Sharon Au Wedding Consultants” illustrated how to seamlessly integrate Chinese traditions with Western etiquettes in a “mixed” wedding ceremony.
2. 「六福珠寶」的代表陳峰介紹婚嫁珠寶的設計潮流。
Mr Vincent Chan from “Luk Fook Jewellery” spoke on the latest trends in wedding jewellery design.
3. 「家得路」的代表韓書偉分享健康生活的資訊。
Ms Ada Han from “CATALO” gave tips on healthy living.
4. 「金茶王」得主莫佩玲師傅在沖泡港式奶茶。
Ms Mok Pui Ling, Champion of Hong Kong International KamCha Competition, was preparing Hong Kong-style milk tea.
5. 「榮源」的代表王智誠分析優質普洱茶的特徵。
Mr Wong Chi Shing from “Wing Yuen” analysed the quality aspects of “Pu Er” tea.
- 6, 7. 模特兒於「品牌大匯演」向觀眾展示「喜·愛香港」品牌站參展品牌的產品。
Catwalk models presented exhibits of the “‘Lovely • Loving Hong Kong’ Brand Frontline”.

商貿配對交流會

品牌局與廠商會於2014年9月19日在哈爾濱國際會展體育中心共享大廳舉行一場大規模的「商貿配對交流會」，組織香港品牌經營者和中小企業與內地特別是東北地區的分銷商以及潛在的合作夥伴進行洽談和商業配對。

在交流會上，品牌局主席(2012-2015年度)陳淑玲和黑龍江省商務廳副廳長趙文華致歡迎辭，並由廠商會會長李秀恒、陳淑玲及品牌局副主席吳清煥致送紀念品予活動的支持機構。

交流會成功邀得超過160名東北地區的分銷商及香港品牌企業代表出席，為雙方進行商貿洽談提供了一個有效的平台。

Business Networking Meeting

The BDC and the CMA co-organised “Business Networking Meeting” on 19 September 2014 at Harbin International Conference, Exhibition and Sports Centre, which provided a platform for Hong Kong brand operators to meet and explore cooperation with Mainland distributors and other potential business partners, especially those based in the Northeast China.

The meeting commenced with welcome remarks by the BDC Chairman (Year 2012-2015) Ms Shirley Chan and Vice Director of Department of Commerce of Heilongjiang Province Mr Zhao Wenhua. And CMA President Dr Eddy Li, together with Ms Shirley Chan and Vice Chairman of the BDC Mr Ng Ching Wun, presented souvenirs to the supporting organisations on behalf of the Organisers.

Over 160 Hong Kong brand operators and Mainland distributors attended the networking meeting.



品牌局主席(2012-2015年度)陳淑玲於「商貿配對交流會」上致辭。
BDC Chairman (Year 2012 – 2015) Ms Shirley Chan addressed a welcome speech at the Business Networking Meeting.



廠商會會長李秀恒(左)致送紀念品予活動的支持機構。
CMA President Dr Eddy Li (left) presented souvenir to representative of a supporting organisation.



東北地區的分銷商與香港品牌企業洽談業務。
Mainland distributors and Hong Kong brand operators explored business opportunities at the Networking Meeting.



黑龍江省商務廳副廳長趙文華致歡迎辭。
Vice Director of Department of Commerce of Heilongjiang Province Mr Zhao Wenhua gave a welcome address.

內銷商務考察

品牌局於2014年9月20日在哈爾濱舉辦為期一天的「內銷商務考察」活動。品牌局副主席吳清煥率領近20家香港企業的代表拜訪了國內知名企業北大荒商貿集團，並參觀北大荒博物館；隨後探訪了人流密集的哈爾濱松雷購物中心（哈爾濱中心店）及紅博會展購物廣場，實地考察哈爾濱的營商環境和分銷管道，瞭解當地產品營銷網絡的運作方式，並探討港商進軍東北的市場進入和品牌推廣策略。



品牌局副主席吳清煥率領考察團團員探訪北大荒商貿集團及北大荒博物館。
BDC Vice Chairman Mr Ng Ching Wun and delegates visited Heilongjiang Beidahuang State Farms Business Trade Group Co. Ltd. and Beidahuang Museum.



考察團參觀哈爾濱松雷購物中心（哈爾濱中心店）。
The delegation visited Songlei Shopping Centre (Harbin City Central Plaza).

Business Study Tour

The BDC organised a one-day “Business Study Tour” in Harbin on 20 September 2014. Led by BDC Vice Chairman of Mr Ng Ching Wun, around 20 Hong Kong brand operators paid a visit to the renowned Heilongjiang Beidahuang State Farms Business Trade Group Co. Ltd. and Beidahuang Museum; and they toured around Songlei Shopping Centre (Harbin City Central Plaza) and Hong Bo Exhibition Shopping Mall, in an attempt to have better understanding of local business environment and distribution channels, and to explore the feasible ways of market entry and brand promotion.



考察團團員與紅博會展購物廣場的代表合照。
Delegates posed for a group photo with representatives of Hong Bo Exhibition Shopping Mall.

東北消費者對香港品牌的態度及購買行為問卷調查

主辦機構委託香港理工大學的研究團隊進行一項有關東北消費者的大型問卷調查，於2014年9月19日至24日期間在「哈爾濱工展會」會場以及哈爾濱市的主要商圈成功訪問了1,000多名當地市民。

這項調查旨在瞭解東北居民的消費偏好、購買行為特徵以及對香港品牌的看法，為香港中小企業拓展東北市場收集第一手的參考資料。主辦機構於2014年12月5日公佈了調查的結果和分析報告。



調查員正於會場內向受訪市民解釋問卷的內容。
An enumerator was interviewing a local citizen in the Expo.

Survey on the Attitude towards Hong Kong Brands and Purchasing Behaviour of Northeast China Consumers

Commissioned by Organiser, a research team led by the experts of the Hong Kong Polytechnic University conducted a large-scale questionnaire survey at the “2014 Hong Kong Trendy Products Expo, Harbin” and some major business districts in Harbin from 19 to 24 September 2014.

The Survey successfully interviewed more than 1,000 local citizens and gathered views on their consumption preferences, purchasing behaviours and perception of Hong Kong brands, helping to provide first-hand information and insights for Hong Kong companies’ reference. The survey finding was released on 5 December 2014.



Promotional Campaign

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

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

宣傳活動

除了於香港以報章及雜誌廣告進行「品牌節」的宣傳之外，品牌局亦於哈爾濱展開密集式的宣傳，包括於多份當地報章刊登廣告、透過黑龍江人民廣播電台進行宣傳、向哈爾濱市民發放宣傳短訊、在網站刊登橫額廣告，以及在商場戶外電視、街道燈柱掛旗、當地公交車後尾窗等投放廣告。

主辦機構並製作了一系列的印刷品，包括輯錄了「『囍 • 愛香港』婚嫁品牌圈」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。



工作人員向市民派發「哈爾濱香港品牌節」的小冊子及紀念品。
The BDC handed brochures and souvenirs of “Harbin Hong Kong Brand Festival” out to local citizens.

「拓展東北內銷市場」經驗分享會

於2014年12月5日舉行的「拓展東北內銷市場經驗分享會」是「哈爾濱香港品牌節」的總結活動。

在分享會上，群福有限公司總經理陳偉群分享了中國市場拓展綠色食品業務的實戰經驗，接著由溢鋒設計有限公司業務發展總監何啟鑿分享如何把握國內網銷的商機；隨後，安永會計師事務所稅務及商務諮詢服務部合夥人王思敏講解了港商開拓內銷業務的稅務考慮。

在分享會的後半部分，香港理工大學品牌戰略及創新中心主任陸定光博士就當天品牌局發表的「東北消費者對香港品牌的態度及購買行為調查」報告進行講解，並就如何在東北市場有效地建立銷售渠道和開展品牌推廣提出多項策略建議。分享會反應熱烈，吸引近60位業界代表參與。

Experience Sharing Seminar on “Exploring Northeast China Market”

As concluding session of the Project, a seminar under the banner of “Tapping into Northeast China Market” was held on 5 December 2014, and it attracted about 60 participants.

The Seminar started with a speech by Mr Benson Chan, General Manager of Joinluck Corporation Ltd., who shared his experience in developing green food business in the Mainland. Mr Alfred Ho, Business Development Director of Nexus Industrial Design Ltd. then spoke on how to ride on the fast-growing on-line market in China; and Mr Simon Wang, Partner of Ernest & Young, updated the audience of the taxation policies and practices related to domestic sales.

After the sharing, Dr Sherriff Luk, Head of Shenzhen Base Brand Strategy & Innovation Centre of the Hong Kong Polytechnic University, announced research finding of the “Study on the Attitude towards Hong Kong Brands and Purchasing Behavior of Northeast China Consumers” and put forward some suggestions on how to effectively build up sales channels and conduct brand promotions in Northeast China market.



1. 品牌局主席(2012-2015年度)陳淑玲(中)與演講嘉賓合照。
BDC Chairman (Year 2012 – 2015) Ms Shirley Chan (middle) posed for a group picture with guest speakers.
2. 品牌局主席(2012-2015年度)陳淑玲(左)致送紀念品予演講嘉賓。
BDC Chairman (Year 2012 – 2015) Ms Shirley Chan (left) presented souvenir to a guest speaker.
3. 群福有限公司總經理陳偉群指出綠色食品在中國市場具有巨大的發展空間。
Mr Benson Chan, General Manager of Joinluck Corporation Ltd. gave an account of the immense potential of green food business in the Mainland market.
4. 溢鋒設計有限公司業務發展總監何啟鑿分享對國內網銷發展情況的看法。
Mr Alfred Ho, Business Development Director of Nexus Industrial Design Ltd. shared his observations on the development of on-line sales in China.
5. 安永會計師事務所稅務及商務諮詢服務部合夥人王思敏講解內銷業務相關的稅收事項。
Mr Simon Wang, Partner of Ernest & Young elaborated on the tax issues related to domestic sales.
6. 陸定光公佈東北市場消費者調查的結果。
Dr Sherriff Luk announced findings of the survey on Northeast China consumers.
7. 「拓展東北內銷市場」經驗分享會吸引眾多企業代表出席。
Experience Sharing Seminar on “Exploring Northeast China Market” attracted a large number of participants from the industries.

「天津香港品牌節」項目

配合香港企業在內地市場發展的趨勢和需要，品牌局再接再厲，與香港中華廠商聯合會聯合舉辦「天津香港品牌節」，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。有關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1年，已於2015年3月1日啟動。



「天津香港品牌節」由一系列品牌推廣和市場研究及培訓活動構成；前者包括大型品牌展示、以「親·愛小孩」為主題的品牌體驗、舞台表演和遊戲節目等，後者則有分銷商座談會、消費者焦點小組、以品牌內銷策略及電子營銷為主要內容的實務工作坊及經驗分享會等。

品牌局於2015年3月26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「天津香港品牌節」系列活動正式展開。

“Tianjin Hong Kong Brand Festival” Project

In line with Hong Kong industries' recent developments in the Mainland market, the BDC is implementing 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, this 12-month Project officially commenced on 1 March 2015.

The Project features a large-scale brand promotional campaign supplemented by a bevy of brand research and training programmes. Its major deliverables include brand showcases, brand experience zone on the theme of “Deary • Loving Children”, stage performances and entertainment programmes, focus group discussions targeting at local distributors and consumers, as well as a training workshop and an experience sharing seminar with emphasis on internet promotion, branding strategies and domestic sales practices.

The BDC hosted a press conference on 26 March 2015 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 announced the commencement of the Project.



廠商會會長李秀恒(左三)·品牌局主席(2012-2015年度)陳淑玲(右三)·品牌局主席黃家和(右二)·副主席吳清煥(左一)·廠商會展覽服務有限公司主席戴澤良(左二)及品牌局前任總裁黃靜文主持「天津香港品牌節」的新聞發佈會。
CMA President Dr Eddy Li (3rd from left), BDC Chairman (Year 2012 – 2015) Ms Shirley Chan (3rd from right), BDC Chairman Mr Simon Wong (2nd from right), Vice Chairman Mr Ng Ching Wun (1st from left), CMAESL Chairman Dr Tony Tai (2nd from left) and former BDC Chief Executive Officer Ms Adeline Wong officiated the kick-off ceremony of “Tianjin Hong Kong Brand Festival”.

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，以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，並為本地和內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
2014年			
8月14日至16日	國際現代化中醫藥及健康產品展覽會暨會議	香港	設立資料展板
9月19日至24日	「喜•愛香港」品牌展示	哈爾濱	設置資料展板、電視屏幕及展示專櫃展出92個香港產品及服務品牌
10月11日至14日	第十一屆中國國際中小企業博覽會	廣州	設置攤位
10月23日至26日	第19屆澳門國際貿易投資展覽會	澳門	設立資料展板
10月31日至11月2日	廣東21世紀海上絲綢之路國際博覽會	東莞	設立資料展板
11月14日至18日	香港時尚購物展 • 武漢	武漢	設置產品展示專櫃；展示26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28日至12月2日	香港時尚購物展 • 南京	南京	設置產品展示專櫃；展示26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13日 至2015年1月5日	第49屆香港工展會	香港	設立資料展板；網站及手機應用程式宣傳
2015年			
1月30日至2月6日	香港貿易發展局設計廊展示	香港	展示43個2014年「品牌選舉」得獎品牌的資料及產品
2月2日	2014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	香港	設立大型展板介紹43個得獎品牌資料

Exhibitions and Product Showcases

From time to time, the BDC takes part in various exhibitions held in Hong Kong and China's major cities, 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 across the border, to know more about Hong Kong brands.

BDC's Presence in Exhibitions and Showcases

(Table 6)

Period	Event	Location	Promotion Activity
Year 2014			
14 to 16 August	International Conference & Exhibition of the Modernisation of Chinese Medicine & Health Products	Hong Kong	Display board
19 to 24 September	"Loving Hong Kong" Showcase Gallery	Harbin	Display board and product showcase for 92 Hong Kong brands
11 to 14 October	The 11 th China International SMEs Fair	Guangzhou	Booth
23 to 26 October	Macau International Trade and Investment Fair	Macau	Display board
31 October to 2 November	21 st Century Maritime Silk Road International Fair	Dongguan	Display board
14 to 18 November	Style Hong Kong Show in Wuhan	Wuhan	Display board and product showcase (for 26 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
28 November to 2 December	Style Hong Kong Show in Nanjing	Nanjing	Display board and product showcase (for 26 registered brands of "Top Mark Scheme" and winners of "Hong Kong Emerging Brand Awards")
13 December to 5 January 2015	The 49 th Hong Kong Brands and Products Expo	Hong Kong	Display board, Internet and mobile application promotion
Year 2015			
30 January to 6 February	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Product showcase and display board (for 43 winners of 2014 Awards)
2 February	2014 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 2014 Awards)

回顧 Review



品牌局分別於2014年11月至12月帶領「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「香港時尚購物展·武漢」(左)及「香港時尚購物展·南京」(右)，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 Show in Wuhan" (left) and "Style Hong Kong Show in Nanjing" (right), organised by the Hong Kong Trade Development Council in November and December 2014 respectively.



於哈爾濱舉辦的「喜·愛香港」品牌展示區匯集92個香港品牌。
"Loving Hong Kong" Showcase Gallery assembled 92 Hong Kong brands in Harbin.



大型的得獎品牌資料板及引人注目的獎座模型將2014年「品牌選舉」頒獎典禮會場打造成星光熠熠的「品牌殿堂」。
Large Information board and eye-catching trophy props turned the venue of 2014 Awards Presentation Ceremony into a star-studded "Hall of Fame".



2014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 2014 Awards were displayed at the Design Gallery.



2014年「香港名牌選舉」及「香港服務名牌選舉」於第49屆「香港工展會」進行公眾投票。
2014 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the 49th Hong Kong Brands and Products Expo.

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建立聯繫，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
2014年			
9月19日	「哈爾濱香港品牌節」之「商貿配對交流會」	哈爾濱	主辦
9月20日	「哈爾濱香港品牌節」之「內銷商務考察活動」	哈爾濱	主辦
10月23日	香港特區政府創意香港「創意智優計劃」專題小組會議	香港	出席
11月4日	香港零售管理協會辦事處擴充落成慶祝酒會	香港	出席
11月10日	香港汽車零部件工業協會、國際汽車及航空工程師學會(香港)「2014年度周年晚宴」	香港	出席
12月1日至6日	香港設計中心「設計營商周2014」	香港	支持機構
12月4日至6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5日	香港工業總會、香港生產力促進局、珠三角工業協會「第13屆香港珠三角工商界合作交流會」	惠州	支持機構
2015年			
2月27日	創意創業會「跨產業『創』+『造』配對計劃2015：創造商贏」活動交流與簡介會	香港	支持機構
6月15日	香港中華總商會「第30期開放建設研討班」	香港	接待訪問團



由中華全國工商業聯合會組織赴港的交流團到訪品牌局，雙方就品牌發展的議題交換意見。
A delegation organised by All-China Federation of Industry & Commerce visited the BDC to exchange views on brand development.

Exchanges and Networking

The BDC has been actively expanding its networking 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
Year 2014			
19 September	Business Networking Meeting of “Harbin Hong Kong Brand Festival”	Harbin	Organiser
20 September	Business Study Tour of “Harbin Hong Kong Brand Festival”	Harbin	Organiser
23 October	“Create Smart Initiative” Meeting by Create HK	Hong Kong	Participant
4 November	“Celebrating the Expansion of HKRMA Office Cocktail” by Hong Kong Retail Management Association	Hong Kong	Participant
10 November	2014 Annual Dinner by Hong Kong Auto Parts Industry Association and Society of Automotive Engineers – Hong Kong	Hong Kong	Participant
1 to 6 December	“Business of Design Week” by Hong Kong Design Centre	Hong Kong	Supporting Organisation
4 to 6 December	“World SME Expo” and “Inno Design Tech Expo” by HKTDC	Hong Kong	Supporting Organisation
5 December	“Hong Kong – PRD Industrial Promotion Networking Meeting” by Federation of Hong Kong Industries, Hong Kong Productivity Council and PRD Council	Huizhou	Supporting Organisation
Year 2015			
27 February	“Showcasing Creative Works to Inspire Cross Industry Matching in Commercial Applications 2015: Match-To-Win” by Innovative Entrepreneur Association	Hong Kong	Supporting Organisation
15 June	“The 30 th Development and Construction Seminar” by the Chinese General Chamber of Commerce	Hong Kong	Receiving Delegation



品牌局於哈爾濱組織「商貿配對交流會」，協助香港企業與東北地區的分銷商進行商貿洽談。

The BDC organised a business networking meeting in Harbin, providing a platform for Hong Kong companies and distributors from Northeast China Region to explore business opportunities.



品牌局帶領企業赴哈爾濱進行內銷商務考察，拜訪及參觀當地多家企業，包括北大荒商貿集團、哈爾濱松雷購物中心及紅博會展購物廣場。
The BDC organised a business study tour in Harbin and visited several local enterprises, including Heilongjiang Beidahuang State Farms Business Trade Group Co. Ltd, Songlei Shopping Centre and Hong Bo Exhibition Shopping Mall.

2014《香港名牌巡禮》

《2014香港名牌巡禮》於2014年7月出版，合計332頁；以中英對照、圖文並茂的形式，將近200個香港原創品牌的成功故事和心得經驗集結成書，同時亦記載了「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》已是第十二次出版。

《2014香港名牌巡禮》共發行近3,000冊；除各得獎公司惠存之外，還寄予超過600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「哈爾濱香港品牌節」及「天津香港品牌節」項目的開展，品牌局網站特別在「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 2014》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 2014

Making debut in 2003, the 12th edition of “The Parade of Hong Kong Top Brands 2014” was published in July 2014. This 332-page bilingual publication collects the success stories of about 200 representative brands of Hong Kong; and it at the same time is the official publication to take stock of the history and latest developments of Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards.



With a circulation volume of 3,000, the Parade 2014 was distributed to over 600 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 on-line 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 on-line promotional avenue for the “Harbin Hong Kong Brand Festival” Project and “Tianjin Hong Kong Brand Festival” Project, 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 2014” 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

第五屆理事會的產生

品牌局於2015年初順利完成理事會的換屆工作。依照品牌局章程規定，理事會的成員包括由廠商會委任之「委任理事」、由會員投票選舉之「選任理事」，以及由主要工商組織委派之「派任理事」。

廠商會於2014年底委任黃家和、吳清煥及陳國民為品牌局第五屆理事會的「委任理事」，其中黃家和獲委任為新一屆理事會主席。廠商會並依照章程規定，於2015年初提名了17名「選任理事」的候選人。「選任理事」選舉於2015年3月9日至19日舉行，並於3月20日在首屆榮譽主席尹德勝和前任總裁黃靜文的監察下完成點票工作；17名候選人均以高票當選。

品牌局第五屆理事會於4月1日正式就職並於4月16日舉行第一次會議，議決通過由吳清煥、沈運龍及陳國民理事出任副主席，以及邀請香港貿易發展局、香港生產力促進局、香港旅遊發展局、香港理工大學、香港零售管理協會及香港設計師協會等六個機構委派代表出任「派任理事」。

第五屆理事會由特區政府商務及經濟發展局局長蘇錦樑擔任名譽贊助人，商務及經濟發展局(工商及旅遊)常任秘書長容偉雄、工業貿易署署長麥靖宇和創意香港總監廖永亮擔任名譽顧問；廠商會會長李秀恒為品牌局名譽主席，而周紹榮律師則續任義務法律顧問。

此外，品牌局設有「榮譽主席」職銜，以頒授予往屆的名譽主席、主席及副主席(累計出任副主席兩屆或以上者)。除了尹德勝(首屆榮譽主席)、楊孫西、洪克協、黃友嘉、施榮懷、倪錦輝之外，陳淑玲及李惠中亦獲第五屆理事會委任為「榮譽主席」。



「選任理事」選舉在首屆榮譽主席尹德勝和前任總裁黃靜文的監察下進行開票及核點選票。

The ballots of "Elected Member" Election were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman Mr Paul Yin and Former Chief Executive Officer Ms Adeline Wong.

Formation of the Fifth General Committee

The Fifth General Committee of the BDC was formed in early 2015. In accordance with the Memorandum and Articles of the Association of the BDC, the General Committee may comprise "Appointed Members" (who are appointed by the CMA), "Elected Members" (elected by BDC members) and "Nominated Members" (nominated by major organisations upon the invitation of the BDC).

In late 2014, the CMA appointed Mr Simon Wong, Mr Ng Ching Wun and Dr Edward Chan to the Fifth General Committee of the BDC, with Mr Simon Wong appointed as the Chairperson. In early 2015, 17 candidates for the "Elected Members" were nominated by the CMA pursuant to the Election Rules of the BDC, and the voting took place from 9 to 19 March 2015. After the voting tickets were counted under the scrutiny of Chairman Emeritus-cum-Inaugural Chairman, Mr Paul Yin and Former Chief Executive Officer Ms Adeline Wong on 20 March 2015, it was announced that all the 17 candidates were elected by a high number of votes.

The Fifth General Committee took office on 1 April and the first meeting was held on 16 April 2015, at which Mr Ng Ching Wun, Dr Aaron Shum and Dr Edward Chan were elected as Vice Chairmen by the members present. The General Committee also resolved to invite "Nominated Members" from 6 organisations, namely the Hong Kong Trade Development Council, Hong Kong Productivity Council, Hong Kong Tourism Board, Hong Kong Polytechnic University, Hong Kong Retail Management Association and Hong Kong Designers Association.

The General Committee is honored to have Secretary for Commerce and Economic Development Hon Gregory So as the Honorary Patron, with Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) Mr Philip Yung, Director-General of Trade and Industry Mr Kenneth Mak and Head of Create Hong Kong Mr Jerry Liu being the Honorary Advisors. Dr Eddy Li, President of the CMA, is the Council's Honorary Chairman, and Mr Joseph Chow has been re-appointed as the Honorary Legal Advisor.

Besides, the BDC has conferred "Chairman Emeritus", an honorary title, upon the past Honorary Chairmen, Chairmen and Vice Chairmen (those having hold this post for at least two terms). In addition to Mr Paul Yin (Chairman Emeritus-cum-Inaugural Chairman), Dr Jose Yu, Mr Peter Hung, Dr David Wong, Mr Irons Sze and Dr Danny Ngai, Ms Shirley Chan and Mr Charlie Lee were appointed by the Fifth General Committee as Chairmen Emeritus.

回顧 Review



品牌局舉行傳媒茶敘，名譽主席李秀恒（前排左四）、主席黃家和（前排右四）與一眾新一屆理事會成員合照。
BDC Honorary Chairman Dr Eddy Li (4th from left, first row), BDC Chairman Mr Simon Wong (4th from right, first row) and members of the new General Committee posed for a group photo after a tea gathering with the media.



主席黃家和在傳媒茶敘上致辭。
BDC Chairman Mr Simon Wong delivered a speech at the tea gathering with the media.



品牌局理事會成員接受傳媒採訪。
BDC General Committee Members were interviewed by the media.

2014 會員大會

品牌局於2014年9月26日假廠商會會議廳舉行周年大會，由品牌局主席(2012-2015年度)陳淑玲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近20人。

陳淑玲主席回顧了品牌局在過去一年的多項主要工作，包括透過多種渠道向特區和內地政府反映業界的訴求、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名譽顧問，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，品牌局正籌建多個行業小組，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；行業小組將致力於研究促進各行各業發展品牌的策略。

2014 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 26 September 2014. Ms Shirley Chan, the BDC Chairman (Year 2012-2015) was the Chairman of AGM. In her speech, she reviewed the major work of the BDC in the last year, including conveying the views of the industries to the governments of both HKSAR and Mainland through various channels, assisting local brands to explore the domestic market of Mainland China, and pressing ahead with 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 comprise 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 decided to set up six industrial sub-committees to study the strategic directions for fostering the brand development of selected sectors, including wholesale & retail, manufacturing, food & catering, professional service, stylish Hong Kong and non-profit-making organisations, with Mr Frank Pak, Dr Kevin Lau, Mr Tse Po Tat, Ms Stella Lee, Mr Thomas Wong and Mr Addy Wong being appointed as the Convenors.



會員公司代表於2014年度會員大會上合照。
Representatives of Corporate Members posed for a group photo at 2014 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2014年9月26日及2015年4月16日舉行了會議，分別就申請「發展品牌、升級轉型及拓展內銷市場的專項基金」的項目以及新一屆理事會的人事安排和工作計劃等進行討論。



品牌局召開第五屆理事會第一次會議。
The BDC convened the first meeting of the 5th General Committee.

常務理事會及財務委員會

品牌局亦設立由主席、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2014年5月15日舉行了聯席會議，審議品牌局2015年度財政收支概算，並就《香港品牌·新·經典》新書首發儀式的安排進行討論。

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2014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2014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2015年5月15日舉行會議，就2015年「名牌選舉」的日程和安排以及「香港名牌標識計劃」的申請個案等進行討論。

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 26 September 2014 and 16 April 2015, to study the project submitted to apply for the BUD fund and to discuss the personnel appointments of the Fifth General Committee as well as the 2015 Year Plan of the Council respectively.

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 15 May 2015 to approve the 2015 financial budget of the Council and to discuss the arrangement of the launching ceremony for BDC's new book "Hong Kong Brands · New · Classic".

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 2014 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 2014. The Committee also held a meeting on 15 May 2015 to discuss the schedule and arrangements for 2015 Brand Awards and review a special case applying for 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2015年6月29日舉行了會議，就「品牌選舉」的參賽條件以及參賽品牌資料搜集方法的優化措施進行研究。

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2014年12月4日舉行了會議，討論2014年品牌選舉頒獎典禮暨品牌局十周年誌慶晚宴的具體安排。在2015年6月8日的會議上，委員會審議了品牌局2015年的各項重要活動的宣傳計劃，並就《香港品牌·新·經典》新書首發儀式以及2015年品牌選舉頒獎典禮的執行方案進行討論。

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，已有超過350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 29 June 2015 to study the enhancement measures on the eligibility criteria and the scope of information collection of Brand Awards.

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 membership affairs such as recruitment, administration and services.

Currently chaired by the BDC Vice Chairman Mr Ng Ching Wun, the Committee held a meeting on 4 December 2014 to discuss the logistic arrangements for BDC 10th Anniversary Gala Dinner. The Committee also held a meeting on 8 June 2015 to endorse the promotional plans of the Council's major activities in 2015 and to discuss the implementation details of New Book Launching Ceremony and 2015 Gala Dinner.

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 on 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，尤其是在國內不同城市舉辦聲勢浩大的「香港品牌節」系列活動；定期舉辦「中小企業品牌策營」，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

屬下各委員會 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
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 Mr 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
盧永強 Mr David Lo
鄭偉雄 Mr Thomson Cheng
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-Making 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
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
- 鍾偉明織造廠有限公司
Chungweiming Knitting Factory 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
- 清泉純蒸餾水有限公司
Aqua Pure Distilled Water 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

稻香集團有限公司
Tao Heung Holding Ltd

芝柏婚禮殿堂
GP Wedding

金瓶實業有限公司
Golden Cup Industries Ltd

滙達帽業有限公司
Global One Headwear 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

森美廚櫃有限公司
Sammy's Kitchen & Bath 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

海通國際證券集團有限公司
Haitong International Securities Group 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

千里眼控股有限公司
TeleEye Holdings Ltd

安莉芳(香港)有限公司
Embry (HK) Ltd

牛奶有限公司 The Dairy Farm Co Ltd	中華商務聯合印刷(香港)有限公司 C&C Joint Printing Co (HK) Ltd
草姬國際有限公司 Herbs Generation International Ltd	御藥堂(控股)有限公司 Royal Medic (Holdings) Ltd
Dr Kong 健康鞋專門店 Dr Kong Footcare Ltd	萬利興鐘錶實業有限公司 Vidus International Ltd
權智有限公司 Group Sense Ltd	儲存易迷你倉集團有限公司 Store Friendly Self Storage Group Ltd
創盛(國際)金融有限公司 Global Best (Int'l) Financial Ltd	青洲英坭有限公司 Green Island Cement Co Ltd
實惠家居有限公司 Pricerite Stores Ltd	康進企業有限公司 Gazelle Enterprises Ltd
盾牌保險箱有限公司 Guarda Safe Industrial Ltd	通用磨坊食品亞洲有限公司 General Mills Foods Asia Ltd
盛威安全設備有限公司 Safewell Equipment Ltd	歐達傢俱有限公司 Arredamenti Co Ltd
百昌隆藥業有限公司 Bai Cheong Lung Medicine Ltd	樂域實業有限公司 Lomak Industrial Co Ltd
標緻活水有限公司 Beauty & Health Magic Water Purify Ltd	美時文儀有限公司 Lamex Trading Co Ltd
維特健靈健康產品有限公司 Vita Green Health Products Co Ltd	雅香園食品有限公司 YHY Food Products Ltd
富城物業管理有限公司 Urban Property Management Ltd	珍卡兒藥妝有限公司 Laboratory Janeclare Ltd
樓上有限公司 HK JEBN Ltd	科譽(香港)有限公司 Posh Office Systems (HK) Ltd
九倉電訊有限公司 Wharf T&T Ltd	Le Homme Branche Le Homme Branche
衍生集團(國際)控股有限公司 Hin Sang Group (International) Holding Co Ltd	時昌物流有限公司 SC Logistics Co Ltd
建業五金塑膠廠有限公司 Kin Hip Metal & Plastic Factory Ltd	七海化工(集團)有限公司 Seven Sea Chemicals (Holdings) Ltd
領展資產管理有限公司 Link Asset Management Ltd	保心安藥廠有限公司 Po Sum On Medicine Factory Ltd
太古糖業有限公司 Taikoo Sugar Ltd	加零壹集團有限公司 Aman Group Ltd
時富金融服務集團有限公司 CASH Financial Services Group Ltd	雞仔餅大王有限公司 King of Chicken Cake Ltd
由加利生物科技有限公司 Eucalyptus Bio Technology Co Ltd	奧麗有限公司 Oceanic Leader Ltd
富臨集團有限公司 Foo Lum Holdings Ltd	玩具易控股有限公司 Toy2r (Holdings) Co Ltd
米蘭站(香港)有限公司 Milan Station (HK) Ltd	美國家得路天然健康食品有限公司 Catalo Natural Health Foods Ltd
大記食品有限公司 Dai Kee Food Co Ltd	盈創(疊高)實業有限公司 Kado Industrial Co Ltd

附件 Appendices

金至尊珠寶(香港)有限公司
3D-Gold Jewellery (HK) Ltd

聖安娜餅屋有限公司
Saint Honore Cake Shop Ltd

Network Box Hong Kong Ltd
Network Box Hong Kong Ltd

璋基咖啡有限公司
Grand Coffee Co Ltd

同珍公司
Tung Chun Co

心窗非洲鼓樂聚
Sharings African Drumming Arena

順利建材潔具有限公司
Shun Lee Bldg Materials & Sanitary Wares Ltd

Banner SHOP Hong Kong Ltd
Banner SHOP Hong Kong Ltd

溢豐閣羽絨寢品有限公司
Natural Home Collections Ltd

海洲實業有限公司
Sealand Industrial Co Ltd

香港小輪(集團)有限公司
Hong Kong Ferry (Holdings) Co Ltd

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

冠威管理有限公司
Goodwill Management Ltd

致富集團(香港)有限公司
Chief Holdings (HK) Ltd

香港調解服務有限公司
Hong Kong Mediation Services Ltd

好安心專業陪月服務有限公司
Mother's Angel Care Service Co 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

三和科技有限公司
Sanwa Technologies 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	情永在寵物服務有限公司 Love Forever Pet's Service Ltd
O.D.M. Design & Marketing Ltd O.D.M. Design & Marketing Ltd	海耀科技有限公司 Ocean Digital Technology Ltd
梳化倉有限公司 Sofamark Ltd	一心旅遊有限公司 Instant Travel Service Ltd
簡約養生有限公司 Pristine Living Ltd	天澄閣投資有限公司 Crystal Harbour Restaurant Ltd
合和土木發展有限公司 Hop Wo Development Ltd	華發行(香港)貿易發展有限公司 Wah Fat Hong (HK) Trading Development Co Ltd
香港禾雪萬康生物科技有限公司 Hongkong Hexuewankang Biotechnology Co Ltd	彪成有限公司 Pure Glory Ltd
昇鋒國際有限公司 Pro Logic International Ltd	電訊盈科企業方案有限公司 PCCW Solutions Ltd
康盟有限公司 Concord Alliance Ltd	佳力酒店管理有限公司 Galaxy Hotel Management Co Ltd
泉昌有限公司 Chuan Chiong Co Ltd	和橋企業管理有限公司 S & F Enterprise Management Co Ltd
原味家作有限公司 Original Taste Workshop Ltd	生歷奇教育統籌有限公司 Synergy Education Provider Co Ltd
科韻動力有限公司 iMusicTech Ltd	一齊買香港有限公司 Buy Together Hong Kong Ltd
譽宴集團有限公司 U Banquet Group Ltd	志豐環球發展有限公司 Chi Fung Global Development Ltd
福滿臨珠寶集團有限公司 Fook Moon Lam Jewellery Holdings Co Ltd	錢氏玩具中心有限公司 M & C Toy Centre Ltd
華潤堂有限公司 CR Care Co Ltd	時尚密碼 Chic Code Design Co
復興貿易發展有限公司 Fok Hing Trading Development Co Ltd	尚芳保健有限公司 Shang Healthcare Ltd
捷鷹有限公司 Eagle Victory Ltd	傳繫創意有限公司 T-Link Inspiration Ltd
穎明實業有限公司 Makebest Industries Ltd	惠健國際有限公司 Vitanatura International Ltd
貴族國際貿易有限公司 Yaki Champion Boutique Ltd	雅麗斯中國有限公司 Alice Chan China Ltd
輝捷電子有限公司 Forward Electronics Manufacturing Co Ltd	iKinder Education Ltd iKinder Education Ltd
阿一鮑魚公主(香港)有限公司 Ah Yat Abalone Princess (HK) Ltd	匯港國際企業有限公司 Way Kong International Enterprises Ltd
卡撒天嬌國際有限公司 Casablanca International Ltd	天比廣告有限公司 Greenbase Ad Ltd
高來國際集團有限公司 Top Loyal International Holdings Ltd	建豐公司 Kin Fung Co
TLC Group Ltd TLC Group Ltd	珈冕國際有限公司 Aqueen Ltd

附件 Appendices

甘薈韓國生活品味有限公司
Glourish Korean Lifestyle Ltd

領事酒店集團
Embassy Hotel Group

西雅有限公司
Zear Corporation Ltd

高登設計有限公司
Golden Design Ltd

一絕有限公司
aMagic Ltd

Green Mobility Innovations Ltd
Green Mobility Innovations Ltd

饗譽銀河有限公司
Foods Galaxy Ltd

名樂居有限公司
Mingle Place Ltd

意高域國際有限公司
Ecoventure International Ltd

全新織造廠有限公司
Chuen Sun Knitting Fty Ltd

摩米士科技(香港)有限公司
Momax Technology (HK) Ltd

創動力有限公司
Dynamix (HK) Ltd

親子王國有限公司
Baby-Kingdom.Com Ltd

奧美斯傢具有限公司
Offmax Ltd

一合環球有限公司
One Community Worldwide Ltd

泛亞環球物業顧問有限公司
AP Assets Ltd

星華發展有限公司
Sing Wah Development Ltd

裕昇實業有限公司
Yusan Industries Ltd

捷旅集團有限公司
Jetour Holding Ltd

遵理學校有限公司
Beacon College Ltd

FlexSystem Ltd
FlexSystem Ltd

翠華餐廳(集團)有限公司
Tsui Wah Restaurant (Holding) Ltd

現代美容控股有限公司
Modern Beauty Salon Holdings Ltd

沙嗲王(集團)有限公司
Satay King (Holdings) Co Ltd

奇華餅家有限公司
Kee Wah Bakery Ltd

中科健康國際(香港)有限公司
Zhongke Health International (HK) Co Ltd

九龍維記牛奶有限公司
The Kowloon Dairy Ltd

十二星繡國際集團有限公司
Twelve Constellation International Holdings Ltd

香港聯合知識產權交易所有限公司
HKIPEX.com.hk Ltd

諾亞香港藥業有限公司
Noah Hong Kong Ltd

迅榮貿易有限公司
Fast Fame Trading Ltd

香港知識產權新聞網有限公司
HKIPnews Ltd

美好生活
Perfect Trading Co

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

奇妙數據有限公司
Wonderfuldata.com Ltd

乾隆文化有限公司
Kinlonz Culture 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

百喜海味
Pak Hei Marine Products

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

睿智商務中心有限公司
Venture Executive Services Ltd

金益香港有限公司
Goldwell Hong Kong Ltd

杰甜品有限公司
J-Sweets Co 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

Pink Box Ltd
Pink Box Ltd

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

綠色移動通訊有限公司
Green-I Sim Motion (HK) Co Ltd

京都念慈菴總廠有限公司
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

車樂園有限公司
Carsland Co Ltd

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

附件

Appendices

- 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
- 天行健(亞洲)有限公司
Is Me (Asia) 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



認證
Certification

研究
Research



香港品牌發展局

Hong Kong Brand Development Council

地址 : 香港中環干諾道中64號廠商會大廈5字樓
Address : 5/F, CMA Building, 64 Connaught Road Central, Hong Kong
電話Tel : (852) 2542 8634
圖文傳真Fax : (852) 3421 1092 / 2815 4836
網址Website : www.hkbrand.org
電郵E-mail : info@hkbrand.org