

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



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

頒獎典禮暨慶祝晚宴

Awards Presentation Ceremony-cum-Gala Dinner

bdc

紀念特刊

Commemorative Issue

01.02.2018

主辦機構
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



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

活動贊助及義務核數師
Event Sponsor &
Official Honorary Auditor

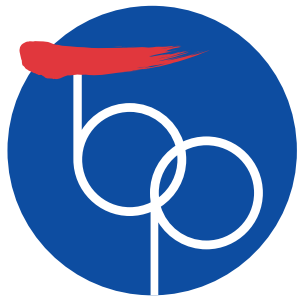


畢馬威會計師事務所

獎座贊助
Trophy Sponsor

六福珠寶
LUKFOOK JEWELLERY

選舉宗旨 Awards' Objectives



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

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



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

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

目錄 Contents

| | |
|--|----|
| 主席獻辭 Message from the Chairman | 2 |
| 嘉賓題辭 Congratulatory Apothegms | |
| 香港特別行政區財政司司長陳茂波 GBM, GBS, MH, 太平紳士 The Hon Paul Chan Mo-po, GBM, GBS, MH, JP, Financial Secretary, Hong Kong Special Administrative Region | 4 |
| 商務及經濟發展局局長邱騰華 GBS, 太平紳士 The Hon Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development | 5 |
| 商務及經濟發展局常任秘書長 (工商及旅遊) 容偉雄 太平紳士 Mr Philip Yung Wai-hung, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) | 6 |
| 工業貿易署署長甄美薇 太平紳士 Ms Salina Yan, JP, Director-General of Trade and Industry | 7 |
| 香港中華廠商聯合會會長吳宏斌博士, BBS, MH Dr Dennis Ng, BBS, MH, President, the Chinese Manufacturers' Association of Hong Kong | 8 |
| 二零一七年品牌選舉評審委員 Final Judging Panels of 2017 Brand Awards | 9 |
| 二零一七年品牌選舉得獎品牌名單 List of 2017 Brand Awards Winners | 10 |
| 香港名牌選舉暨香港服務名牌選舉 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards | 16 |
| 香港名牌十年成就獎暨香港服務名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award & Hong Kong Top Service Brand Ten Year Achievement Award | 17 |
| 香港新星品牌選舉暨香港新星服務品牌選舉 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards | 18 |
| 香港名牌標識 (TOP 嘜) 計劃 Hong Kong Top Brand Mark Scheme | 19 |
| 品牌 • 創新里程 On Branding Journey | 20 |
| 品牌殿堂 Hall of Fame | 22 |
| 祝賀廣告 Congratulatory Advertisements | 24 |
| 香港品牌發展局簡介 About the Hong Kong Brand Development Council | 52 |



主席獻辭 Message from the Chairman



香港品牌發展局主席
黃家和 BBS, 太平紳士
Mr Simon Wong, BBS, JP
Chairman, the Hong Kong Brand Development Council

當今世界正處於一個百年難遇的大變局，革命性的科技創新勢如破竹，新經濟高歌猛進，新業態和新觀念層出不窮，帶動了商業營運模式和人們生活方式的「範式轉移」。這是一個變革的時代，萬象更新，充滿著機遇與活力，也帶來了變數和挑戰。

香港業一向以機變、靈活、進取而著稱；既善於應時而動，更深明厚積薄發的道理。對於這個氣象萬千的新時代，許多香港企業視之為「時勢造品牌」的黃金時機，紛紛在品牌發展上作出新投資、引入新策略，或是拓展新市場、探索新領域，開闢業務的新「藍海」。他們以品牌策略應對環境的變遷，駕馭風雲瞬息變化的局勢；更藉著品牌佔領未來商業發展的制高點，打造非同凡響的「品牌競爭力」，為香港開啟了一個動力澎湃的「品牌新時代」。

近年香港的品牌發展可以用「百舸爭流，千帆競發」來形容；而業界在品牌發展、管理模式上更是屢創新猷，出現了渠道多域化、營運數碼化和形象本土化的新趨勢。

在品牌營銷方面，許多香港企業密鑼緊鼓地在各地鋪開銷售網點，將「香港品牌」的影響「力場」擴展至大江南北，進而向「一帶一路」沿線國家延伸；同時，他們努力在電子商務平台、移動網絡上擴充業務版圖，以組建跨領域、全渠道的分銷框架和全方位的客戶接觸點，再配合「貼地」的產品、窩心的服務和精準的營銷，打造與別不同的品牌體驗和提升顧客價值。在品牌營運方面，越來越多的企業銳意引入創新科技和先進管理，透過改造流程、優化運作，以及運用新媒體、大數據和智能化技術，將網上與線下、前臺與後端、客服界面與支援體系等各個環節融匯貫通，推動業務和企業向數碼化轉型。

在品牌文化方面，「香港元素」成為許多本地公司開展業務推廣的「賣點」和塑造品牌情感價值的「亮點」；他們不但將維港地標、風土人情和原創設計巧妙地應用於產品、服務和品牌形象上，還將「獅子山下」情懷和「香港精神」

The world today is undergoing unprecedented, epochal changes. With revolutionary technologies advancing in leaps and bounds, the New Economy is growing at full speed. While new industrial ecologies and new ideas are rapidly evolving, they have engineered "paradigm shifts" in business modalities and people's ways of living. This is an era of opportunities and vitality, of changes and challenges.

Hong Kong industries have always been famed for their versatility, flexibility and progressiveness. They are quick to adapt to and ride on the trends, while having a deep understanding of the importance of a solid foundation. Many Hong Kong enterprises see this vibrant new era as a golden opportunity to "make the brand"; they make new investments in brand development, introduce new strategies, or tap into new markets and fields to explore new "blue oceans" for their business. They respond to the changing environment and its volatility through brand-building; and leverage on brand strategies to seize the high ground of future development and hone exceptional "brand competitiveness", unveiling a dynamic "New Era of Brands" for Hong Kong.

The development of Hong Kong brands has been thriving with incredible diversity and momentum in recent years. The industry has constantly innovated the modus operandi of brand development and management, which has set off new trends like channel diversification into multiple fields, digitalisation of operation, and localisation of brand image.

As for brand marketing, many Hong Kong enterprises are pressing ahead with the expansion of sales networks into different regions, particularly with a view to extending the influence of "Hong Kong brands" across Mainland China and even embarking on the One Belt One Road countries. Meanwhile, they are actively increasing their business presence on e-commerce platforms and mobile networks. By developing cross-field, omni-channel distribution frameworks, engaging consumers with comprehensive touch points, and matching them with the "right" products, personalised services and effective marketing, these enterprises have set out to create unique brand experience and deliver values for customers. In terms of brand operation, more and more Hong Kong companies are adopting cutting-edge technology and sophisticated management. Through revamping work flows, streamlining the operation, and utilising new media, big data and smart technology, they have achieved integration of different components including online and offline, frontline and back office, customer service interface and support system, so as to promote the digital transformation of business and the enterprises per se.

As for brand culture, "Hong Kong elements" have become for many local companies a "selling point" of their marketing strategies and a "highlight" of brands'

融入了品牌的發展理念，貫穿於公司文化和日常的營運。尤其令人鼓舞的是，在「香港再工業化」倡議的帶動下，不少傳統行業的廠商積極籌劃在本港擴大業務規模和加快升級換代，更有一眾新冒起的「品牌創業者」加入了「香港『智』造」的行列。「Made in Hong Kong」重新煥發光彩，夯實了「香港品牌」的根基，亦為香港工業「再出發」注入了強勁的動力。

由香港品牌發展局和香港中華廠商聯合會聯合舉辦的「品牌選舉」是本港歷史悠久、最具代表性的品牌獎項之一，一直被視為香港品牌發展的重要「方向標」和「閱兵場」。有賴於業界的努力和社會各方的支持，2017年的選舉一如既往地取得美滿的成績；44位新一屆「摘星者」堪稱「香港品牌」的典範，代表著香港品牌發展的最新風貌和最高水準。他們當中，既有百年來堅持紮根本土、與市民們相濡以沫的老字號，亦有揚威海外、為港爭光的行業先鋒，更有新經濟時代的「弄潮兒」和憑著「敢闖敢創」精神脫穎而出的「品牌新世代」。

與往屆選舉的360多個得獎品牌一樣，今年的得獎者是「香港品牌」的傑出建設者和忠實守護者，是創造香港品牌新時代的「真英雄」；他們以品牌締造價值的奮鬥故事，傳遞了品牌「智」勝的訊息，為「香港精神」加添了新的意義，亦為正鼓勇前行的業界帶來了激勵與啟示！

在這裏，我要恭賀2017年「品牌選舉」的得獎者，並向他們致敬！我亦要代表主辦機構，感謝頒獎典禮的主禮嘉賓陳茂波司長；並向鼎力支持2017年選舉的政府部門以及社會各方表示衷心銘謝，包括容偉雄常任秘書長、陳百里副局長、甄美薇署長、吳麗敏副秘書長以及各位評審委員、「活動贊助」及義務核數師畢馬威會計師事務所、獎座贊助商「六福珠寶」，協助宣傳的各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人！

最後，讓我們一起，再次向2017年「品牌選舉」的得獎者致以熱烈祝賀！

sentimental values. These companies not only aptly incorporate the City's landmark of Victoria Harbour, its customs and culture, as well as original ideas of local designers into the products, services and brand images; but also instill the "Under the Lion Rock" sentiment and "Hong Kong Spirit" into the philosophy of brand development, weaving them into company culture and daily operation. With the stimulus from the initiative of "Reindustrialisation of Hong Kong", a growing number of manufacturers engaged in traditional industries are actively planning to expand scale of business in Hong Kong and speed up technological upgrading; and it is even encouraging to note that a new generation of emerging "brand entrepreneurs" have become enthusiastic advocates for "Smart Manufacturing" in Hong Kong. "Made in Hong Kong" is shining new and brilliant lights, as it strengthens the foundation of "Hong Kong Brands" and provides tremendous momentum for the "re-launch" of local manufacturing industry.

Jointly organised by the Hong Kong Brand Development Council and the Chinese Manufacturers' Association of Hong Kong, the "Brand Awards" are the pioneers in brand accreditation with long history, and they have always been regarded as an important "leading indicator" and "parade ground" for the latest development of Hong Kong brands. Thanks to the efforts of the industries and the support from the community, the 2017 Brand Awards has been a remarkable success as always. The 44 new laureates are role models for the industries, representing the latest trends and highest standards of Hong Kong brand development. Among the winners, there are century-old household names who have witnessed the City's changes along with our citizens, industry pioneers who have received accolades overseas and made Hong Kong proud, trendsetters riding the wave of New Economy, as well as up-and-coming stars that have burst onto the scene with boundless creativity and innovative spirit.

Like the some 360 predecessors over the past years, this year's winners are outstanding builders and staunch guardians of "Hong Kong Brands", the "true heroes" who foster the new era of Hong Kong brands. They have added new meaning to the "Hong Kong Spirit"; their success stories especially the incessant endeavour to create value have encapsulated the message of "branding to win", offering encouragement and inspirations for countless companies that are striding forward through challenging times.

I would like to take the opportunity to congratulate and applaud winners of the 2017 Awards. On behalf of the organisers, I would like to thank Financial Secretary the Honourable Paul Chan, officiating guest of the Awards Presentation Ceremony. I also wish to extend my gratitude to the government departments and the various parties which have offered tremendous support to the Awards. They include Permanent Secretary for Commerce and Economic Development Mr Philip Yung, Under Secretary for Commerce and Economic Development Dr Bernard Chan, Director-General of Trade and Industry Ms Salina Yan, and Deputy Secretary for Commerce and Economic Development Miss Erica Ng; Judging Panellists; the Official Honorary Auditor-cum-Event Sponsor KPMG; and the Trophy Sponsor Lukfook Jewellery; media that have assisted in promoting the Awards; and other organisations and individuals who have participated in and supported today's event.

Lastly, let us offer our heartfelt congratulations again to the winners!

黃家和

黃家和 BBS, 太平紳士
Mr Simon Wong, BBS, JP
主席
Chairman



嘉賓題辭

Congratulatory Apothegms



香港特別行政區財政司司長陳茂波 GBM, GBS, MH, 太平紳士
The Hon Paul Chan Mo-po, GBM, GBS, MH, JP,
Financial Secretary, Hong Kong Special Administrative
Region

同儕欽仰
駿業騰飛

二零一七年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

財政司司長陳茂波



嘉賓題辭

Congratulatory Apothegms



商務及經濟發展局局長邱騰華 GBS, 太平紳士
The Hon Edward Yau Tang-wah, GBS, JP
Secretary for Commerce and Economic Development

隆聲遠布
懋績常新

二零一七年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局局長邱騰華





嘉賓題辭

Congratulatory Apothegms



商務及經濟發展局常任秘書長 (工商及旅遊) 容偉雄太平紳士
Mr Philip Yung Wai-hung, JP
Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism)

嘉品
續牌
日臻
新萃

二零一七年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局
常任秘書長 (工商及旅遊) 容偉雄



嘉賓題辭

Congratulatory Apothegms



工業貿易署署長甄美薇太平紳士
Ms Salina Yan, JP
Director-General of Trade and Industry

名
博
匯
茂
業
輝
揚

二零一七年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

工業貿易署署長甄美薇





嘉賓題辭

Congratulatory Apothegms



香港中華廠商聯合會會長吳宏斌博士, BBS, MH
Dr Dennis Ng, BBS, MH
President, the Chinese Manufacturers' Association of Hong Kong

業界英才
共創佳績

香港中華廠商聯合會會長 吳宏斌博士

二零一七年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

二零一七年品牌選舉評審委員 Final Judging Panels of 2017 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長甄美薇太平紳士 (主席評判)
- 香港中華廠商聯合會會長吳宏斌博士, BBS, MH
- 香港生產力促進局主席林宣武 SBS, 太平紳士
- 香港工業總會主席郭振華 BBS, MH, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港貿易發展局副總裁葉澤恩先生
- 香港設計師協會名譽司庫黃偉文先生

Final Judging Panel of Hong Kong Top Brand Awards:

- Ms Salina Yan, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Dennis Ng, BBS, MH, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Willy Lin Sun Mo, SBS, JP, Chairman of the Hong Kong Productivity Council
- Mr Jimmy Kwok Chun Wah, BBS, MH, JP, Chairman of the Federation of Hong Kong Industries
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council
- Mr Raymond Wong, Honorary Treasurer of Hong Kong Designers Association

「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長陳百里博士, 太平紳士 (主席評判)
- 香港品牌發展局主席黃家和 BBS, 太平紳士
- 香港理工大學校長唐偉章教授, 太平紳士
- 香港旅遊發展局主席林建岳博士, GBS
- 香港中華總商會副會長袁武 GBS, 太平紳士
- 香港零售管理協會副主席周允成先生
- 香港總商會總裁袁莎妮小姐

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, BBS, JP, Chairman of the Hong Kong Brand Development Council
- Prof Timothy Tong, JP, President of the Hong Kong Polytechnic University
- Dr Peter Lam, GBS, Chairman of Hong Kong Tourism Board
- Mr Yuen Mo, GBS, JP, Vice Chairman of the Chinese General Chamber of Commerce
- Mr Winston Chow, Vice Chairman of Hong Kong Retail Management Association
- Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce

「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局常任秘書長 (工商及旅遊) 容偉雄太平紳士 (主席評判)
- 香港品牌發展局副主席陳國民博士
- 香港城市大學副校長 (發展及對外關係)、資訊系統與電子商務講座教授李國安教授
- 香港中小型企業總商會會長巢國明先生
- 香港品質保證局副主席何志誠工程師
- 香港設計中心行政總裁利德裕博士

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

- Mr Philip Yung Wai-hung, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Edward Chan, Vice Chairman of the Hong Kong Brand Development Council
- Prof Matthew K O Lee, Vice-President (Development and External Relations), Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
- Mr Joe Chau Kwok-ming, 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



二零一七年品牌選舉得獎品牌名單

List of 2017 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



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



阿波羅
Appolo

阿波羅雪糕有限公司
Appolo Ice-Cream Co Ltd

主要產品：雪糕、冰條、雪糕蛋糕、雪糕月餅
Main Products: Ice Cream, Ice Lolly, Ice Cream Cake, Ice Cream Mooncake



家得路
CATALO

美國家得路天然健康食品有限公司
CATALO Natural Health Foods Ltd

主要產品：健康食品、有機食品、營養補充品
Main Products: Health Food, Organic Food, Dietary Supplement



香港卓越名牌
Hong Kong Premier Brand



卡撒天嬌
Casablanca

卡撒天嬌香港有限公司
Casablanca Hong Kong Ltd

主要產品：床笠、被袋、被芯、枕頭、床褥
Main Products: Fitted Sheet, Quilt Cover, Quilt, Pillow, Mattress



KONSTAR
KONSTAR

康加實業有限公司
Konstar Industries Ltd

主要產品：切片及磨碎器、攪切及沙律脫水器、碎肉及榨汁器、削皮及去芯器、其他塑膠廚房器具
Main Products: Slicer & Grater, Chopper & Spinner, Mincer & Juicer, Peeler & Corer, Other Plastic Kitchen Ware



保濟丸
Po Chai Pills

李眾勝堂(集團)有限公司
Li Chung Shing Tong (Holdings) Ltd

主要產品：保濟丸
Main Product: Po Chai Pills



冠珍醬園
Koon Chun Sauce Factory

冠珍興記醬園有限公司
Koon Chun Hing Kee Soy & Sauce Factory Ltd

主要產品：豉油、方便醬料、醋、蠔油、調味醬料
Main Products: Soy Sauce, Convenience Sauce, Vinegar, Oyster Sauce, Seasoning Sauce



萬勝廚
M.X. Cuisine

康隆南亞食品
Kang Long Southasia Foods Co

主要產品：方便醬料、乾製泰式粉麵、罐頭食品、調味香料包、冷藏食品
Main Products: Convenience Sauce, Dried Thai-style Noodles, Canned Food, Seasoning Pack, Frozen Food



馬世良堂
Ma Sai Leung Tong

香港馬世良堂製藥有限公司
H.K. Ma Sai Leung Tong Medicine Manufacturing Ltd

主要產品：中成藥(保胃丹)、中成藥外擦劑(活絡油、保寧油、驅風油)
Main Products: Chinese Proprietary Medicine (Bouwaidan), Chinese Medicine External Analgesic (Superior Medicated Oil, Po Ling Medicated Oil, Wind-away Medicated Oil)



五色靈芝
Vita Green Lingzhi

維特健靈健康產品有限公司
Vita Green Health Products Co Ltd

主要產品：五色靈芝
Main Product: Vita Green Lingzhi



壹品
Yi Bun

新佛香食品有限公司
Sun Fat Heung Food Products Ltd

主要產品：豆漿、有機豆漿、豆腐、有機豆腐、豆腐花
Main Products: Soya Milk, Organic Soya Milk, Bean Curd, Organic Bean Curd, Bean Curd Pudding



Maxcare
Maxcare

美斯凱實業有限公司
Maxcare Industrial Ltd

主要產品：按摩椅、按摩產品、健身運動器材
Main Products: Massage Chair, Massage Products, Fitness Equipment



明茶房
MingCha

明茶房有限公司
MingCha Ltd

主要產品：茶、花茶、茶包、茶具、蜂蜜(混合花瓣)
Main Products: Tea, Floral Tea, Tea Bag, Tea Ware, Honey Mixed with Flower



世家
SAGA

得利鐘錶製品廠有限公司
Dailywin Watch Products Mfg Ltd

主要產品：指針式石英錶、機械錶
Main Products: Analogue Quartz Watch, Mechanical Watch



鯉魚門·紹香園
The Walnut Shop

鯉魚門紹香園有限公司
Lei Yue Mun Shiu Heung Yuen Ltd

主要產品：果仁、乾果、涼果、中式餅及糕點、零食
Main Products: Nuts, Dried Fruit, Preserved Fruit, Chinese Cakes & Confectioneries, Nibbles

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



二零一七年品牌選舉得獎品牌名單

List of 2017 Brand Awards Winners

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



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



太興
Tai Hing

太興飲食集團有限公司
Tai Hing Catering Group Ltd
主要服務：餐廳
Main Service: Restaurant



噴射飛航
TurboJET

信德中旅船務管理有限公司
Shun Tak-China Travel Ship Management Ltd
主要服務：客運渡輪服務
Main Service: Passenger Ferry Services



英識教育
Britannia StudyLink

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



百份百餐廳
Café 100%

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd
主要服務：港式餐廳
Main Service: Hong Kong-style Café



大昌行汽車服務中心
Dah Chong Hong Motor
Service Centre

大昌貿易行汽車服務中心有限公司
Dah Chong Hong
(Motor Service Centre) Ltd
主要服務：汽車護理服務、汽車維修及
保養服務
Main Services: Automobile Care Service,
Automobile Repair & Maintenance



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



大昌食品
DCH Foods

大昌行集團有限公司
Dah Chong Hong Holdings Ltd
主要服務：零售(冷藏食品及雜貨)
Main Services: Retail (Frozen Food & Grocery)



儲存易迷你倉集團
Storefriendly

儲存易迷你倉集團有限公司
Store Friendly Self Storage Group Ltd
主要服務：迷你倉出租、紅酒儲存、運輸
Main Services: Rental of Storage Room,
Red Wine Storage, Transportation



滙港電訊
WTT

滙港電訊有限公司
WTT HK Ltd
主要服務：資訊及通訊科技服務
Main Services: Information & Communications
Technology Services



Dogaroo
Dogaroo

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



崔蔭璇芭蕾舞學校
Doris Chui School of Ballet

藝術天地樂淘教育有限公司
Ballet Art Joywaves Learning Centre Ltd
主要服務：芭蕾舞訓練、
零售(芭蕾舞服飾)
Main Services: Ballet Dance Training,
Retail (Ballet Dance Wear)



Ensec Solutions
Ensec Solutions

Ensec Solutions Hong Kong Ltd
Ensec Solutions Hong Kong Ltd
主要服務：保安系統(設計、供應、安裝、
維修及保養)
Main Services: Security System (Design, Supply,
Installation, Repair & Maintenance)



金怡假期
Goldjoy Holidays

金怡旅行社有限公司
Goldjoy Travel Ltd
主要服務：旅行團、旅遊套票、
郵輪假期
Main Services: Group Tour, Travel
Package, Cruise Holidays



南丫天虹
Lamma Rainbow

南丫天虹海鮮酒家有限公司
Lamma Rainbow Seafood
Restaurant Ltd
主要服務：中菜餐館、
零售(調味醬料)
Main Services: Chinese Cuisine
Restaurant, Retail (Seasonings)



SINOMAX
SINOMAX

聖諾盟健康家居用品
有限公司
Sinomax Health & Household
Products Ltd
主要服務：零售(寢具用品、
護脊桌椅、按摩產品、
舒壓用品)
Main Services: Retail (Bedding,
Ergonomic Design Furniture,
Massaging Product, Supporting
Product)



煤氣
Towngas

香港中華煤氣有限公司
The Hong Kong and China
Gas Co Ltd
主要服務：燃氣生產、燃氣輸配、
零售、爐具安裝及維修
Main Services: Gas Production,
Gas Transmission & Distribution,
Retail, Appliance Installation &
Maintenance

(排名不分先後 In alphabetical order)

(排名不分先後 In alphabetical order)



二零一七年品牌選舉得獎品牌名單

List of 2017 Brand Awards Winners

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



歐馬仕
ARROWMAX

飛馬仕科技有限公司
Freemax Technology Co Ltd
主要產品：遙控模型車專用工具及周邊配件
Main Products: Remote Control Model Car
Tools & Accessories



GPD*
GPD*

雲充科技有限公司
Green Power Design Astri Ltd
主要產品：多段式高頻智能充電機
Main Product: Multi-stage High-frequency
Intelligent Charger



Lexngo
Lexngo

誠信行貿易有限公司
Lexington Ltd
主要產品：矽膠及塑膠便攜式用品
(食物盒、水樽、摺疊杯、餐具、儲物袋)
Main Products: Silicone & Plastic Portable
Products (Lunch Box, Water Bottle, Cup,
Utensil, Pouch Bag)

二零一七年品牌選舉得獎品牌名單

List of 2017 Brand Awards Winners

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



博雅思教育中心
Boaz International Education
Institute

博雅思教育中心有限公司
Boaz International Education Institute Ltd
主要服務：Davis 學障及數障矯正課程、
中英文及數學學習技巧訓練、
家長及教師培訓、資優教育
Main Services: Davis Dyslexia & Dyscalculia
Correction Programme; Chinese, English &
Mathematics Learning Skills Programmes;
Parents & Teachers' Training; Gifted Programme



意樂餐廳
Café de Itamomo

亞洲國際餐飲集團有限公司
Taste of Asia Group Ltd
主要服務：西式及日式餐廳、
零售 (食品)
Main Services: Western & Japanese
Cuisine Restaurant, Retail (Food)



cafe330
cafe330

新生精神康復會
New Life Psychiatric
Rehabilitation Association
主要服務：咖啡店
Main Service: Café



納司
NASK

盈宗製藥有限公司
Profit Royal Pharmaceutical Ltd
主要產品：N99 淨化空氣殺菌口罩
(成人及兒童裝)、N95 納米纖維口罩
Main Products: N99 Air Purifying & Bacteria
Killing Mask (Adult & Kid Sizes),
N95 Nanofiber Mask



Pro-Balance
Pro-Balance

金昇家品有限公司
Golden Sun Home Products Ltd
主要產品：刀具、刀具相關用品、
廚房器具
Main Products: Knife, Knife-related Products,
Kitchenware



易充站
E-Charge

香港電動能源有限公司
Hong Kong EV Power Ltd
主要服務：電動車充電服務，
電動車充電器安裝、維護及營運，
資訊網站及手機應用程式
Main Services: Electric Vehicle Charging Service;
Electric Vehicle Charger Installation, Maintenance &
Operation; Informative Website & Mobile Application



eMotionLAB
eMotionLAB

eMotionLab Ltd
eMotionLab Ltd
主要服務：品牌動態影像策劃，
動態影像設計、製作及相關服務，
企業培訓 (動態影像設計)
Main Services: Moving Image (Branding);
Moving Image Design, Production & Related
Services; Corporate Training (Moving Image
Design)



Gift Something
Gift Something

創庫集團有限公司
The Trunk Group Ltd
主要服務：網上零售 (鮮花禮品、
嬰兒產品禮籃、美食禮籃、酒)、
休閒活動策劃
Main Services: Online Retail (Flower Gifts,
Baby Product Hamper, Gourmet Hamper, Wine),
Leisure Activities Planning



p-EGFR
p-EGFR

善覓有限公司
Sanomics Ltd
主要服務：癌症精準醫療基因檢測
Main Service: Genomic Diagnostic in Cancer
Precision Medicine



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

立品創名 精益求精

Branding for Excellence



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

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

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

經過多年的努力，「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達310個；成為備受業界推崇和政府認同的一項殊榮，亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌，更是一個推廣、支援和提升香港品牌的獨特平台。

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

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

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

With the cumulative number of Awardees reaching 310, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.



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

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

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

「十年成就獎」的參加品牌必須是「香港卓越名牌」或「香港卓越服務名牌」的得獎者，而且首次獲獎的歷史不少於10年；其評審標準主要參考三個方面，包括業務表現與成績、品牌策略與管理、以及對行業和社會的貢獻。

至今，分別有29個及11個品牌榮獲「香港名牌十年成就獎」及「香港服務名牌十年成就獎」。

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

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

Up to date, 29 product brands and 11 service brands have become laureates of “Hong Kong Top Brand Ten Year Achievement Award” and “Hong Kong Top Service Brand Ten Year Achievement Award” respectively.



「香港名牌標識」設計意念

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

Design Concept of “Hong Kong Top Brand Mark”

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



「十年成就獎」設計意念

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

Design Concept of “Ten Year Achievement Award Logo”

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



香港新星品牌選舉暨 香港新星服務品牌選舉

Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

為品牌創業者喝采加油

Acclaiming our "Brand Entrepreneurs"

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

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

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行八屆，累計得獎品牌 90 個，展示了香港品牌發展的又一道亮麗風景線。



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

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

Since 2010, 90 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong's brand development.



香港名牌標識 (TOP 嘜) 計劃

Hong Kong Top Brand Mark Scheme

優質、名望和信心的標誌

The Hallmark of Reputation, Quality and Confidence



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 branding of Hong Kong companies.



An applicant, who by legitimacy should be a winner of Hong Kong Top Brand Awards or Hong Kong Top Service Brand Awards, has to go through an annual On-site Assessment that is conducted on the basis of product/service category. And it would, after successful completion of due registration and review process, be conferred a licence and entitled to use "Hong Kong Top Brand Mark (TOP Mark)", a distinctive visual identity, for business promotion.

Currently, the Scheme has some 230 registered brands under its aegis.

香港品牌發展局和香港中華廠商聯合會自 2004 年起推行「香港名牌標識 (TOP 嘜) 計劃」，透過規範化的審核和授權制度，對「香港名牌選舉」及「香港服務名牌選舉」的得獎品牌進行覆審和監管。

參加「計劃」的歷屆得獎品牌每年須按照產品或服務類別接受主辦機構的審核評估，以辦理准許證的簽發和續牌手續。合格者可獲准使用特別設計的「香港名牌標識 (TOP 嘜)」進行商業推廣，以方便消費者識別香港引以為傲的優質和信心之選。

目前獲得「香港名牌標識 (TOP 嘜) 計劃」核准的「香港名牌」及「香港服務名牌」已近 230 個。

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



座檯咭 Tent Cards



標貼 Sticker



襟章 Badge



襟針 Pin

「香港新星品牌標識」設計意念

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

Design Concept of "Hong Kong Emerging Brand Logo"

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





品牌 • 創新里程

On Branding Journey

1999

「香港十大名牌選舉」初試啼聲，旋即得到業界熱烈響應。
“Hong Kong Top Ten Brandnames Awards” made its debut, receiving enthusiastic response from the industry.



2003

《香港十大名牌巡禮》(二零零三年版)宣傳小冊(二零零五年起改名為《香港名牌巡禮》)首次出版。



The maiden edition of “The Parade of Hong Kong Top Ten Brandnames” (renamed as “The Parade of Hong Kong Top Brands” since 2005) was published.

2004

推行了三項革新，包括將「香港十大名牌選舉」更名為「香港名牌選舉」、引入新標誌、啟動「香港名牌標識(TOP 嘜)計劃」。

A re-branding campaign was orchestrated to enhance the Award through three major new initiatives, i.e. renaming of the Award, introduction of new logo, and the implementation of “Hong Kong Top Brand Mark (TOP Mark) Scheme”.



2005



1. 由廠商會牽頭的「香港品牌發展局」完成組建工作，隨後於同年8月份隆重舉行成立典禮。

Initiated by the CMA, the Hong Kong Brand Development Council was formed. In August 2005, the BDC held a grand ceremony to celebrate its inauguration.



2. 「香港名牌選舉」正式成為香港品牌發展局和香港中華廠商聯合會的合辦項目。主辦機構並增設「香港服務名牌選舉」。

Hong Kong Top Brand Awards became a joint project of the BDC and the CMA. The Organisers launched the “Hong Kong Top Service Brand Awards”.

2006



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、國家商標局等國內品牌推進機構。

The BDC dispatched a high-level delegation to Beijing and met with Ministry of Commerce; General Administration of Quality Supervision, Inspection and Quarantine; State Trademark Office and other brand-facilitation organisations.

2009

於香港國際機場設立「香港名牌巡禮」展示廊，為期9個月。

A 9-month “The Parade of Hong Kong Top Brand Gallery” was set up in the Hong Kong International Airport.



2010

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。

“Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” were introduced to give recognition to up-and-coming young brands established by Hong Kong companies.

2011-2014

接連於武漢、廈門、重慶、哈爾濱等地舉行「香港品牌節」。

The “Hong Kong Brand Festival” Projects were staged in Wuhan, Xiamen, Chongqing and Harbin.



2015

1. 舉辦「天津香港品牌節」，設立以「親·愛小孩」為主題的大型品牌展示區。

“Tianjin Hong Kong Brand Festival” Project was carried out, which featured a large-scale brand showcase on the theme of “Deary • Loving Children”.

2. 為慶祝品牌局成立十周年，圍繞「十年豐盛 一路領先」的主題舉辦一系列活動，包括與《香港經濟日報》合作出版《香港品牌·新·經典》等。

To celebrate its 10th anniversary, the BDC lined up a host of events under the banner of “Leading the Way, Branding for Excellence”, including the publication of “Hong Kong Brands: New • Classic” in collaboration with “Hong Kong Economic Times”.



2016

1. 舉辦「大連+香港品牌節」，於大連打造「香港品牌+」品牌體驗區。

“Hong Kong Brand+” Brand Experience Zone was set up in Dalian, as one of the major deliverables of “Dalian + Hong Kong Brand Festival” Project.



2. 組織赴遼寧省代表團，拜訪當地商會、企業和商場，以瞭解遼東半島的營商環境。

The BDC organised a delegation to Liaoning Province and visited local chambers, enterprises and shopping malls to have better understanding of business environment in Liaodong Peninsula.



2017

1. 配合香港特區成立二十周年，推行「『喜·愛香港』品牌聚京城」系列活動，包括設立品牌展示區、形象廊，出版電子書，以及組織聯乘推廣行動、商務交流對接會等。

The BDC organised “Celebration! Loving Hong Kong” Brand Festival in Beijing” Serial Activities to celebrate the 20th anniversary of HKSAR, with a variety of deliverables including brand showcase, image gallery, joint promotion scheme, e-book, business networking meeting.

2. 舉辦「《品牌·成就·非凡香港》電子書首發儀式」和「2017香港品牌發展論壇」。

An e-book titled “Branding: To Do Hong Kong Proud” was launched at the “Hong Kong Brand Development Forum 2017”.



品牌殿堂 Hall of Fame

「香港名牌標識」及「香港新星品牌標誌」核准品牌
Registered Brands of "Hong Kong Top Brand Mark" & "Hong Kong Emerging Brand Logo"



金至尊
3DG Jewellery



閃醉 鑽飾系列
STARRY SHIMMER

Appolo 阿波羅



經典雪糕，美味重溫

阿波羅雪糕四十多年以來，創造了不少經典滋味，為不同年代的香港人打造無數美味的回憶。



顧客服務熱線：(852) 2766-3693

www.3d-gold.com



3DG Jewellery 金至尊珠寶



3dgjewellery_official



f Appolo HK

www.appolo.com.hk

ARROWMAX

FULL TOOLS SERIES

BLACK & GOLDEN



AM-171094
Tools Base V2 Black Golden



AM-171040
Set-Up System For 1/10 Touring Cars With Bag Black Golden

AM-190031-B
Multi Shock Clamp V3 (Black)

AM-171092
Shock Length Gauge Black Golden



AM-171007
Alu Set-Up Wheel For Rubber Tires Black Golden (4)



cafe330 慧顧惠群體驗身心靈健康 多重意義細嘗生活原味

A "bright buy" choice that has multiple social values and enhances well-being.

cafe330以身心靈健康為主題，致力為環境、市民及精神病患者帶來生機。

cafe330 features the theme of well-being, endeavors to bring vitality to the environment, the public and people in recovery of mental illness (PMI).

- 促進市民身心靈健康
Promote well-being to the public
- 協助康復者重返社會
Help PMIs re-integrate into the community
- 推動環保可持續發展
Foster environmental sustainability

1/F, Main Clinical Block and Trauma Centre, Prince of Wales Hospital, 30-32 Ngan Shing Street, Shatin, N. T.
新界沙田銀禧街30-32號威爾斯親王醫院主樓創傷中心1樓
T 2637 3112

101A, 1/F, Yasunaka International Academic Park, The Chinese University of Hong Kong, Shatin, N. T.
新界沙田香港中文大學基本院地學術園1樓101A
T 2994 5932

Room 203, 2/F, Chong Yuet Ming Amelasia Centre, The University of Hong Kong, Pokfulam, HK.
香港灣仔林雪蘭大學莊月明文娛中心2樓203室
T 2994 3778

6/F, Wai Shun Block, Caritas Medical Centre, 111 Ming Heng Street, Sham Shui Po, Kowloon
九龍彌敦道111號明愛醫院樓層6樓
T 2261 8411

cafe330+ +

你的 Patronage 不僅為你帶來健康，更有助精神病患者重返社會，感謝你支持「慧」顧惠群的理念。
Your patronage in cafe330 not only brings you good health, but also helps bring new life to people in recovery of mental illness. Thank you for your Bright Buy.



CATALO

No.1 媽媽
精明健康之選



影后巨星
袁詠儀

中原薈
CENTALINE CLUB

談 品味
相 匹配



孕媽媽 安心信賴



採用專利技術提取
life'sDHA™ 藻油
Aquamin™ 海藻鈣
親和腸胃

寶寶 又乖又Smart



採用life's™ OMEGA
高溶性藻油滴劑

小朋友 醒目過人 快高長大



皇牌產品
高濃度DHA

採用TruCal™牛奶鈣
成份接近骨骼結構

中原薈灣畔會址
地址：香港灣仔海濱花園535號 Tower 538 9樓901室
電話：2877 3376
辦公時間：星期一至五上午10時至晚上8時

中原薈九龍會址
地址：九龍尖沙咀北京道12A太子集團中心9樓
電話：2778 8082
辦公時間：星期一至五上午10時至晚上8時



美國CATALO 客戶服務熱線：(852) 3556 8686 CATALO.COM

f CATALO Natural Health Foods

萬寧 manning's manning's Plus



▲美國CATALO
專門店及專櫃地址



立即加入 尊享精彩活動
www.centallineclub.com



中原地產
CENTALINE PROPERTY

中原薈
CENTALINE CLUB



大昌食品 專門店
DCH FOODS *Deluxe*

Eat well, Live well, Be well

提供多元化食材及優質服務，以時尚裝橫打造成特色食品商店



客戶服務熱線：2216 8068
網址：www.dchfoodmartdeluxe.com

f 大昌食品專門店 DCH FOODS Deluxe



舞出自信

Dance with Confidence



13th 十三週年
Anniversary

專業教授

- 英國皇家舞蹈學院課程(RAD)
- 芭蕾舞考試課程
- 芭蕾舞比賽課程
- 芭蕾舞表演課程

歷年獎項

- 香港品牌發展局 香港服務名牌 2017
- 香港新星服務品牌 2015
- 荷花 - 《學前親子》雜誌 優質教育品牌大獎 2017
- 優質教育品牌大獎 2016
- 星級學堂 2015-2017
- 星島 - 《親子王》雜誌 舞蹈音樂學習大獎 2015
- 新城電台 優秀兒童芭蕾舞教育機構 2014



藍田 火炭 九龍灣 將軍澳 油塘 觀塘

查詢熱線: 3999-9082 www.dcballet.com



PET PRODUCT • DOG TRAINING • PET HOTEL • PET GROOMING • PET BAKERY

Swimming 專業犬隻游泳訓練服務



We Love! We Care!

Boarding Training & Day Care 犬隻訓練及日託服務

DOGAROO的犬隻訓練師團隊，受業界肯定及國際認可，擁有多年犬隻訓練經驗，DOGAROO設有不同上門或團體犬隻訓練課程，客戶可向我們的服務員查詢，於初步了解後，然後揀選合適的課程。

訓練日托服務包括:

- 每天基本身體檢查
- 訓練時間
- 膳食(會跟據狗狗的習慣安排膳食時間)
- 社交活動時間

普通日托服務包括:

- 每天基本身體檢查
- 膳食(會跟據狗狗的習慣安排膳食時間)
- 社交活動時間

幼犬訓練課程 • 犬隻行為及服從訓練課程 • 寄養訓練課程



關於DOGAROO

Dogaroo 於2008年成立主要提供導師犬隻訓練服務，透過單對單形式直接教授主人解決日常生活中常見之犬隻行為問題及正確對待犬隻的態度和方法從而建立犬隻主人及其家人與犬隻間之友好關係，令彼此相處更融洽，因而減小犬隻被虐及被遺棄的機會。

Dogaroo 取名於狗 "Dog" 加上袋鼠 "Kangaroo" 之英文譯音合併而成，由於 Dogaroo 創辦人Eric Ko於澳洲獲取專業犬隻訓練資格因此以澳洲三寶之一 "袋鼠" 取材及命名Dogaroo，而其Logo代表犬隻經訓練後，亦可以如人一樣戴四方帽畢業，成為一隻人見人愛的狗狗。

*此服務只適用於香港境內流動通訊網絡接收正常情況下，衛星及基站信號受多種不同因素影響(例如:天氣、位置、障礙物)，系統只提供位置數據作參考用途，香港移動通訊有限公司不會就任何物件(如寵物、汽車等)的失蹤或上責任作出任何程度的賠償。寵物追蹤服務及手機定位服務由供應商提供，香港移動通訊有限公司將不會對該產品及服務作出任何保證，如對上述產品有任何爭議或投訴，請與該產品供應商、或流動通訊服務供應商香港移動通訊有限公司接洽。

Grooming 優越的寵物美容服務

PET GROOMING SERVICE

Dogaroo擁有專業的美容師隊伍，美容師擁有日、台、港專業美容機構頒發的寵物美容證書，全部具有多年寵物美容經驗。由基本沖涼修剪，以至做SPA護理、修剪潮流造型，我們的美容師均能完滿地完成。



Products 銷售最齊全的寵物用品

我們的產品主要為各歐美知名品牌，供應全線貓犬用品:

- 犬隻訓練工具
- 貓犬糧
- 消閒玩具、智能玩具
- 新鮮烘焙寵物蛋糕及甜品
- 日常生活用品
- 保健營養品
- 美容護理用品
- 多種不同味道、功能的小食

我們的服務業員曾接受深入的產品知識培訓，能為客人提供專業銷售意見。

Boarding 寵物酒店服務

全港首間寵物酒店榮獲
ISO9001:2015
國際品質管理認證



DOGAROO的寵物酒店房間合乎漁農署的要求，並獲發合資格的「動物寄養所牌照」，再加上我們悉心的照顧，貓犬們住得舒適，主人們亦份外放心。

寵物酒店更設有完善的冷氣及通風系統，安置24小時CCTV監管系統，是全港首間寵物酒店設有由csl.的GPS「寵物定位追蹤服務」*，無論寄宿或犬隻訓練員帶寵物出外散步，寵物行蹤一目了然，確保安全。

在2011年，DOGAROO更備受國際肯定，榮獲ISO9001:2008國際品質管理認證，於2017年升級至ISO9001:2015版本，成為全香港首間榮獲此項國際級專業資格寵物店，優越的服務及管理體制，為各客戶帶來貼心、為安心、舒適、專業的服務。

Teeny是Dogaroo創辦人「超級馴犬師」Eric Ko之愛犬，於三個月大時和Eric拍了一段「人狗掌上壓」短片，深受世界各地愛狗人士愛戴及傳媒追捧。

TEENY
Eric Ko之愛犬
#teeny_hk



KIKO
Eric Ko之愛犬

客戶服務及電話訂購熱線
Customer Service : 2768 7668



榮獲“香港服務名牌”大獎



Burglar Alarm

IT Solutions

Hong Kong

Thailand

China

Japan

Access Control System

CCTV

Retail Security

Security System

Macau

Retail Security

Korea

Malaysia

我們的服務包括：門禁控制系統，視頻監控系統，防盜警報系統，電子商品防盜系統，IT解決方案
Our services include: Access Control System, CCTV, Burglar Alarm, Retail Security System, IT Solutions



Ensec Solutions Hong Kong Limited
Unit 2701, 27/F, 9 Chang Yip Street, Kwun Tong, Hong Kong
Tel: (852) 2343 6884 Fax: (852) 2343 3884
Email: enquiry@ensecsolutions.com
www.ensecsolutions.com



Goldjoy Holidays
金怡假期

Licence No. 351103

與你共同探索世界 成為深度旅遊先驅

集團其他成員：



Kinox

The Brand to Trust

ZIRKON

Diamond Flash Collection



COZI Thermal Electric Kettle



SAFFI Coffee Decanter

www.kinox.com

KINOX TRADING LTD

香港九龍觀塘鴻圖道九號建業中心二十樓
電話：852-23896261 傳真：852-23432111



York Wong
Designed & Engineered in Hong Kong
by York Wong



KONSTAR®



reddot award 2014
honourable mention



reddot award 2014
honourable mention



DESIGN AWARD 2017



reddot award 2016
honourable mention



reddot award 2014
winner

Konstar為香港原創品牌，由集團主席汪恩光博士於1986年正式成立。30多年來，一直專注設計各式各樣「創新·優質」的手動廚具，並取得全球多個國家超過六百多項專利，備受國際及香港業界認同。

Konstar is a prestigious original Hong Kong brand, was founded and established by Dr. York WONG in 1986. Over the years, Konstar strives to design a variety of innovative and high quality manual kitchen tools. To enhance peace of mind and protection to our customers' and our own Intellectual property rights, Konstar acquired over 600 patents in designs and inventions from all over the world.

f Konstarhk v Konstar ☎ 2798-8988 ✉ www.konstar.com.hk



never stop creating

力撐香港原創
見證世界之先



reddot design award
winner

www.kool.com.hk

Lexo^ogo™

Smart Hong Kong
LexGoGreen LexGoHealthy

silicone collapsible
Flexi Cup & Lid



Think Reusable • Less Disposable
Cup collapsible to 1/2 size for easy storage
Silicone Lid & Nonslip Coaster function

少用即棄杯碟 • 環保健康
多用途防滑杯墊+杯蓋設計
杯身摺疊到1/2 節省空間

Think Reusable • Less Disposable
Silicone Collapsible Flexi Box
Leak Resistant Silicone Lid
Microwave + Dishwasher Safe

silicone collapsible
Flexi Box



全城惜食 • 減少浪費
防漏矽膠蓋設計
摺疊到1/2的大小
節省儲存空間



Welcome for Small or Large order • OEM print • Customisation • Corporate Gift • CSR programme

Lexo^ogo™ is committed to offering innovative and smart design products to reduce single-use plastic and paper waste. We cooperate with different organizations to achieve our sustainable and healthy city.

Lexzop Tin Hau
info@lexzop.com

Tel: 31101208
www.lexzop.com





康隆南亞食品

KANG LONG SOUTH ASIA FOODS CO.

香港柴灣新業街9號新業大廈1樓A室

Tel:(852)2887 9619 Fax:(852)2571 8582

E-mail:info@asiafood.com.hk

Website:http://www.asiafood.com.hk



賀年年糕

- 薑汁年糕
- 椰汁年糕
- 瑤柱蘿蔔糕
- 合桃紅棗糕

訂購優惠

訂購熱線：2887 9619



圖片只供參考



蝦皇醬



曾維先生



王子食品集團
HK PRINCE FOODS HOLDINGS

香港 1986



始創 1971 年

100% 香港製造



純中草藥提煉

HKP-04754

保寧油



HKP-04755

強力活絡油



HKP-04751

強力活絡油



HKP-04751

驅風油



HKP-04750

香港中成藥製造 廠牌號碼 PM-2003-00185



香港及澳門各大藥房有售

www.masaileungtung.hk

NEWAY • CEO

PARTY PLANNING SPECIALISTS

VENUE | F&B | SERVICE

NEWAY推出全新「一站式派對服務」，
登入手機網站即可為您度身訂造最啱您嘅派對！

Introducing the latest Neway 「ONE STOP PARTY & EVENT PLANNING SERVICES」

Visit Neway mobile Apps to tailor-make your best party.

詳情即刻登入 For more information, please sign in:

WWW.NEWAYKB.COM



九龍區：旺角中心·旺角創興廣場·旺角新世紀廣場·尖東港晶中心
油麻地富運中心·佐敦238中心·九龍城太子匯·深水埗宇宙商場·觀塘APM
香港島區：灣仔世紀酒店
新界區：元朗合益·屯門新墟·沙田富豪花園·粉嶺中心
CEO：尖東安達CEO·銅鑼灣糖街CEO·九龍灣MegaBox CEO·荃灣CEO·灣仔英皇CEO

訂房查詢熱線 2196 2196
Reservation Hotline



保濟丸

香港李眾勝堂

水土不服·痾嘔肚痛

飲醉食滯·感冒症狀



#保濟Yuen
陪著你



pochaipills.com @ePochaipills_hk 香港保濟丸



storefriendly™
 儲存易迷你倉集團

全亞洲 **130** 間任你揀
 遍佈亞洲!!



Brand Representative
 Top 100 tennis player

Rendy Lu
 盧彥勳

Rendy Lu

Qee.. TM & © Toy2R. All rights reserved.



MY HERO
 太好味道

FIGHT FOR HONG KONG

太興「冰鎮奶茶」、「五星級燒肉」、「回味菠蘿咕嚕肉」
 多款精緻小菜及特色美食，傳承香港好味道，一齊為香港拼搏！

即Like 太興 觀看網上廣告及製作花絮。

一掃即可觀看



store-friendly.com

storefriendlygroup



www.taihingroast.com.hk

連接珠三角 貫通全世界



噴射飛航航綫覆蓋珠三角區域，貫通香港、澳門及深圳；更穿梭三地機場，把海上及空中客運服務連成一綫。旅客可有更多行程選擇的同時，更可於各碼頭同時辦理登船和登機手續及行李托運安排；真正一站式海空中轉平台、真正的國際視野 — 唯有我們，繼續以專業與你同步飛航！

點對點接駁服務

「尊豪+」為尊豪位乘客提供上環碼頭至香港國際機場及澳門外港碼頭至澳門目的地的免費專車接駁服務。

屯門飛 專車接駁服務，連接屯門客運碼頭及香港國際機場，車程只需約35分鐘。

機場線 SuperFlex (eBoarding) 彈性選擇機場線或上環線連接駁車服務往返香港國際機場。



公司網頁



www.turbojet.com.hk



澳門 · 香港 · 九龍 · 屯門 · 深圳 · 蛇口 · 珠海



WB
WALTON BROWN
A member of The Lane Crawford Joyce Group



「易充站(香港)」手機應用程式 E-Charge (HK) App 網頁 Website



我們的智能充電網絡平台有效地管理充電站的日常操作及營運，能為客戶提供實時可靠的充電站狀況及安全穩定的充電服務。同時，亦能為客戶提供即時後台支援服務，以達至最佳的客戶使用體驗。

Our smart EV charging network can effectively handle the daily operation and management of the charging stations, and provide reliable charging service and real-time status monitoring. Meanwhile, we are able to offer an instant customer support through the network in order to provide an excellent user experience.



Hong Kong EV Power Limited
香港電動能源有限公司



電動車智能充電網路
Intelligent Networked
EV Charging Station

Charge with us 為你而充

24小時客戶服務熱線：8113 2334
24Hrs Customer Service Hotline
營業電話 Office Tel：3695 0396
傳真 Fax：3013 8557
電郵 Email：contact@hkevpower.com
網址 Website：www.hkev.com.hk



榮獲「香港名牌」獎項



頭抽
原香



通運九十餘年
冠珍醬園
香港製造
天然生晒
表堅持

www.koonchun.com.hk
地址：香港新界元朗凹頭107約1910段
電話：(+852) 2482 3823



在市場數碼化的大趨勢下
你的企業/品牌還有足夠的競爭力嗎？

Video marketing is where story meets strategies.
讓故事·成就你的影片營銷策劃。



- 1: Brand Awareness 提高品牌知名度
- 2: Social Engagement 加強與顧客聯繫
- 3: Sales Growth 增加市場佔有率
- 4: Training/Education 教育或培訓影片

Video x Strategies

eMotion
moving insight | moving details | moving world
www.emotionlab.tv | hello@emotionlab.tv | (852) 3996 7229

香港科研,設計,製造

NASK

合作伙伴：京东全球购, 香港醫院管理局, 中國通運, 中國郵政, 科創國際(控股)有限公司

認證：Nelson, SGS, NIOSH, Diplôme, Inventions Geneva

零售渠道：HAPPYnCARE, LOG-ON, 萬寧 manning's, HKTVMall, 士多, 百本, medimart, 華華藥房

PRO-BALANCE®



The new cutting experience.
The dream knife for you.



www.Pro-Balance-Knives.com



PMQ
元創方

• Pro-Balance PMQ 專門店
中環鴨巴甸街35號元創方3樓S306室
Tel: 2328 3333

誠品生活

• Pro-Balance 誠品生活專櫃
太古城中心一期1/F誠品太古店
Tel: 3419 1150

憑印花親臨Pro-Balance專門店，
並讚好Pro-Balance Facebook
專頁，即可享全店正價廚具產品

9折

<http://www.facebook.com/ProBalanceKnives>



健康食品專門店

全港遍佈35間!



賀年精選

f 鯉魚門紹香園 The Walnut Shop

電話：2772 1690

網址：www.walnut.com.hk



助您堅守轉型 目標。 Keep your transformation journey on course.

畢馬威中國各辦事處的專業人員能隨時助您應對變化，預測未來趨勢，堅守轉型目標。
KPMG professionals across our network in China are here to help you navigate change, anticipate future trends and keep you on the right track.

請聯繫我們，獲取更多信息。

Contact us for more information.

kpmg.com/cn



© 2017 畢馬威會計師事務所 - 香港合夥制事務所，是與瑞士實體 - 畢馬威國際合作組織（「畢馬威國際」）相關聯的獨立成員所網絡中的成員。版權所有，不得轉載。畢馬威的名稱和標識均屬於畢馬威國際的商標或註冊商標。
© 2017 KPMG, a Hong Kong partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. The KPMG name and logo are registered trademarks or trademarks of KPMG International.



香港品牌發展局簡介

About the Hong Kong Brand Development Council

香港品牌發展局（品牌局）創立於 2005 年，是由香港中華廠商聯合會牽頭成立、按「市場主導、政府促進、社會支持」模式組建的非牟利機構，旨在集合社會各方面的力量，共同推動香港品牌的發展。品牌局致力於提高香港品牌的知名度、弘揚原創精神、構築有利於品牌發展的社會環境以及促進品牌方面的交流和合作；現擁有公司會員超過 350 家。



品牌局從全局性層面倡議和推進香港品牌的整體發展策略，並發揮統籌和協調的角色，力求成為香港品牌發展的領航旗艦。除了積極敦促、協助政府政策的制定和執行之外，品牌局更活躍於品牌評審、培育、推廣、研究、交流和國際合作等各個領域，以多元化的服務為香港品牌構築「一站式」的支援平台。

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

品牌局的標誌性活動

- 香港名牌選舉、香港服務名牌選舉
- 香港新星品牌選舉暨香港新星服務品牌選舉
- 香港名牌標識 (TOP 嘜) 計劃
- 香港製造標識 (Made in Hong Kong 嘜) 計劃
- 中小企品牌群策營
- 《香港名牌巡禮》刊物
- 品牌策略管理文憑課程
- 「香港品牌節」推廣活動

Founded in 2005, the Hong Kong Brand Development Council (the BDC) is a non-profit-making institution aiming to promote the development of Hong Kong brands by pooling together the efforts of all walks of life. The Council was initiated by the Chinese Manufacturers' Association of Hong Kong on the principle of "Market leads, Government facilitates, Community supports", and it currently has a strong membership network with over 350 companies. For years, the BDC has been committed to promoting Hong Kong brands and products, advocating innovation and creativity, fostering an environment conducive to brand-building, and enhancing exchanges and cooperation among companies in regard to branding.

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

The BDC has been actively participating in various exhibitions, product showcases, and other promotional events, both domestically and across the border. With the implementation of large-scale serial activities under the banner of "Hong Kong Brand Festival" in major Mainland cities, e.g. Wuhan, Xiamen, Chongqing, Harbin, Tianjin, Dalian and Beijing, the BDC has further strengthened its pivotal role as a promoter for the collective image of Hong Kong brands as well as a mentor to assist companies in tapping into Mainland's vast domestic market.

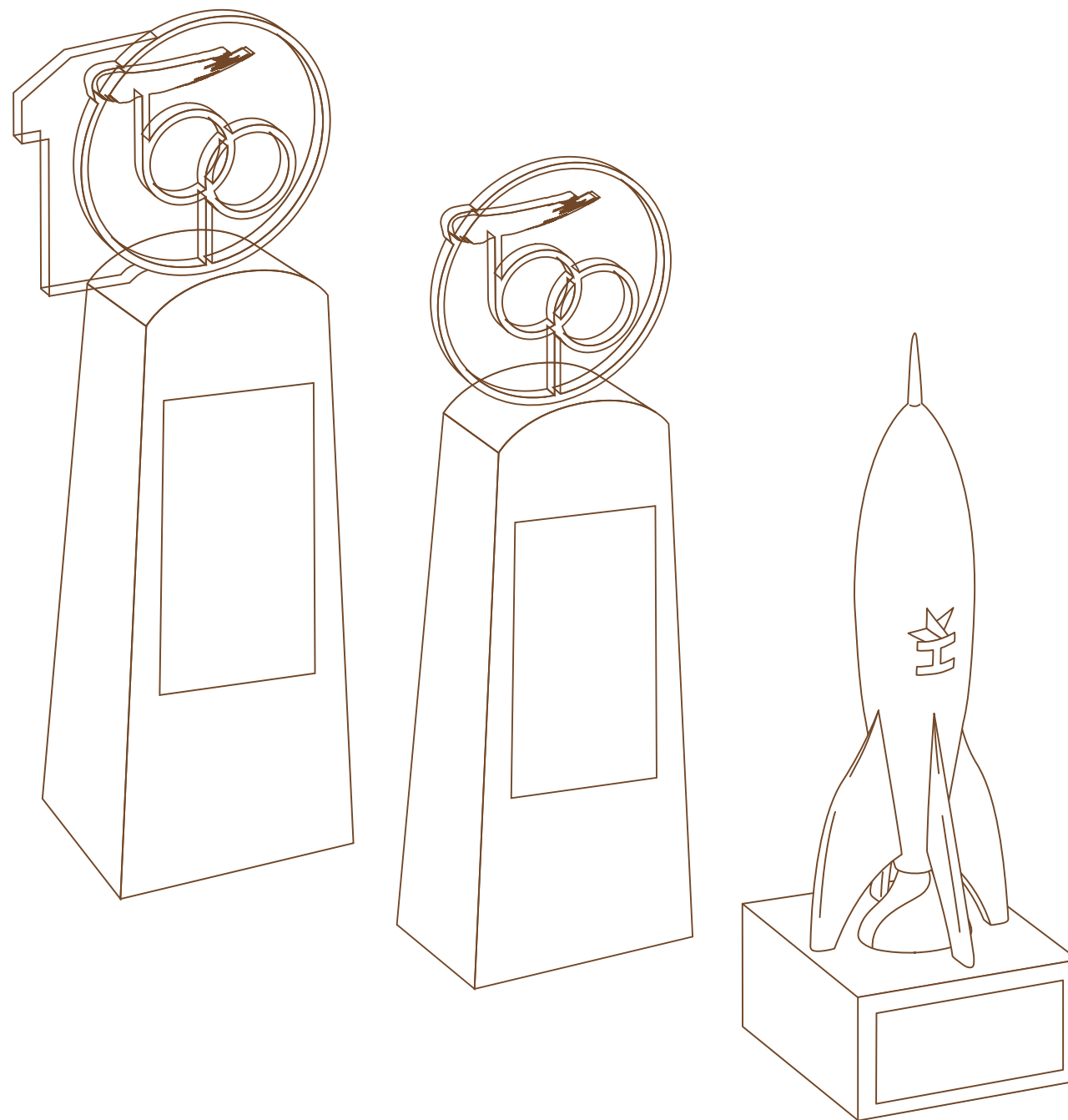


Some of the BDC's major activities

- Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards
- Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards
- Hong Kong Top Brand Mark (Top Mark) Scheme
- Made in Hong Kong Mark (HK Mark) Scheme
- SME Branding Club
- "The Parade of Hong Kong Top Brands" Booklet
- Executive Diploma in Strategic Brand Management
- "Hong Kong Brand Festival" Promotion Activities

網址 website: www.hkbrand.org
查詢電話 Enquiry Hotline: (852) 2542 8634

立品創名 精益求精 Branding for Excellence





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

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