



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

2009-2010
年報 Annual Report

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

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香港品牌發展局主席
陳淑玲女士
Chairman of
the Hong Kong Brand Development Council
Ms Shirley Chan

踏入2010年，香港經濟跟隨外圍環境的好轉而重拾增長動力。但對業界來說，發展前路依然充滿挑戰。一方面，發達國家市場復甦緩慢，國際貿易的重心進一步轉向以中國為代表的新興市場；港商除了要面對傳統出口市場需求不振所引發的激烈競爭，亦須加緊部署，力爭在新興市場特別是內地市場上紮穩根基，開啟業務的增長點。另一方面，配合國家推動經濟增長方式轉換的戰略，「珠三角」的產業升級進一步深化，促使企業必須在產品定位、業務模式、經營策略甚至管治思維上作出調整。

毫無疑問，港商要在後金融海嘯時代繼續立於不敗之地，要在國家未來的發展中把握先機，必須義無反顧地走高增值路線，透過加強創新、提升科技、特別是創建自有品牌，重塑競爭優勢，開闢增值創富的新天地。香港工商界一向靈活機變，能夠在逆境中奮發圖強，更會以遠見和敏銳的洞察力捕捉發展的新機遇。事實上，越來越多香港企業已意識到品牌的重要性，並加緊在這個領域默默耕耘，持續投入資金、時間和心血。

由香港品牌發展局和香港中華廠商聯合會共同舉辦的2009年「香港名牌選舉」與「香港服務名牌選舉」一如既往得到本地企業的踴躍參與；參賽品牌無論在數目還是質素上均保持相當高的水平，正正反映了本港業界對發展品牌的不懈努力以及持之以恆的熱誠和承擔。經過嚴格的篩選，29個出類拔萃的品牌摘取了今屆「選舉」多個獎項的桂冠；得獎者出類拔萃，代表著「香港製造，香港原創」的最高水準以及香港品牌發展的最新風貌。

配合香港品牌加緊拓展內地市場的趨勢，品牌局透過不同渠道積極向特區政府和內地政府反映意見和訴求，籲請兩地政府為港商拓展內銷拆牆鬆綁和提供實質性的支援。品牌局更身體力行，參與在國內不同

Since the start of year 2010, Hong Kong economy has gathered momentum in tandem with the improvements in the external environment. Nevertheless, the road ahead is still teeming with challenges. Due to the weak recovery in developed countries, a seismic shift in the world economic landscape is underway with the epicenter of world trade further gearing towards Mainland China and other emerging economies. While bracing ourselves for the fierce competition intensified by demand doldrums in traditional export destinations, we have to take up the gauntlet to break new ground in the emerging world and to open up new avenues for business growth.

On the other hand, China is pressing ahead with the transformation of economic growth modes, and the industrial restructuring in the Pearl River Delta is bound to accelerate and deepen. Beyond doubt, for Hong Kong industries to rise to the challenges in the “Post-financial Tsunami Era” and to ride on the future development of our country, we must adjust our product positioning, upgrade our modus operandi, review our business strategy and refresh the thinking of management. Among other things, we should make every effort to climb up the value-added ladder through innovation. Likewise, we must embrace new technologies, and more importantly, build up our own brands.

With agility, tenacity and far-sightedness, Hong Kong industries are not only good at overcoming adversities, but also adept in grasping new opportunities based on sagacity and visionary planning. In recent years, more and more Hong Kong companies have realized the importance of branding and have continuously directed resources into this area.

As always, the 2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brands Awards attracted strong participation from a wide cross-section of our industries, and the quantity as well as quality of the entries stayed at a high level, which was a testimony to local companies' unrelenting passion for, and unswerving commitment to, brand-building. Through rigorous selection and fierce competition, 29 brands became laureates of the 2009 Awards. These winners, by exhibiting outstanding performance, are impeccable paragons to represent “Made in Hong Kong, Originated from Hong Kong” and role models to demonstrate Hong Kong's remarkable achievements in branding.

Seeing that many Hong Kong brands are quickening the pace in tapping into Mainland's vast domestic market, the BDC has through various channels conveyed the views and concerns of the industries to the governments of both HKSAR and Mainland, calling for dismantling

城市包括廣州、哈爾濱、廈門、武漢、福州等地舉辦的展覽會，推廣香港名優產品的集體形象；並且在香港國際機場設立為期九個月的「香港名牌巡禮」展示廊，向來自世界各地的旅客展示香港原創品牌的最強陣容。

協助中小企踏上品牌發展的道路一直是品牌局的重點工作。品牌局屬下的「中小企品牌群策營」繼續發揮交流平台的作用，定期舉辦適合中小企的活動，促進知識的轉移和經驗分享。品牌局與香港大學專業進修學院在合辦「品牌策略管理文憑課程」的基礎上，攜手呈獻一系列以品牌為主題的論壇和電視專訪，邀請著名專家和企業掌舵人暢談打造品牌的心得，豐富了本地品牌研究和教育的參考範例。品牌局還與香港理工大學合作推行名為「品牌有價：中小企創建品牌之道」的研究及培訓計劃；該計劃獲得「中小企業發展支援基金」的資助，以舉辦研討會和實戰工作坊、組織焦點小組討論、出版案例集、建立網上培訓指南等形式，為中小企解構品牌致勝之道，傳授全面品牌管理方法，幫助他們應對在本港以及內地市場創建品牌的現實挑戰。

香港品牌正進入一個「千舟競發」的快速發展時期，獨樹一幟的新興品牌層出不窮；他們以「長江後浪推前浪」的氣勢，為市場注入澎湃的動力，延續香港品牌的驕人故事。為進一步推動本港企業樹立品牌文化，品牌局決定從今年起舉辦「香港新星品牌選舉暨香港新星服務品牌選舉」，以表彰本地優秀的年青品牌。我們希望，這個開創先河的獎項既可喚起社會對「品牌創業者」的重視，亦可激勵業界特別是中小企業銳意進取，透過創建品牌來提升產品及服務的附加價值和競爭力。

今年年初，品牌局順利完成了理事會的換屆工作。在第三屆理事會強而有力的領導下，相信品牌局定能鋪展新猷，推動會務更上一層樓。我謹代表理事會由衷感謝會員在過去一年裡的熱心支持，並多謝名譽贊助人、名譽顧問、名譽主席的精心指導、全體理事的鼎力協助、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繼續得到社會各方的襄助，群策群力，攜手開創香港品牌的新里程！

陳淑玲

market bundles and providing concrete support to Hong Kong companies. In the past year, the Council also took part in a number of exhibitions held in Mainland cities like Guangzhou, Harbin, Xiamen, Wuhan and Fuzhou, to promote the collective image of Hong Kong brands. And we also set up a gallery at Hong Kong International Airport under the banner of “The Parade of Hong Kong Top Brands”, staging a nine-month product showcase to introduce to millions of visitors a strong line-up of our indigenous labels.

Assisting SMEs to go branding has been one of the focal points of BDC's work. By regularly organizing activities pertinent to SMEs, the SME Branding Club under the Council's aegis has played an active role in facilitating knowledge transfer and experience-sharing. In addition to a joint course, namely, “Executive Diploma in Strategic Brand Management”, the BDC and the School of Professional and Continuing Education of the University of Hong Kong also joined forces in presenting a series of brand-related activities. These included a forum and serial television interviews with notable brand personalities, which enriched Hong Kong's knowledge reserve for brand research and education. Moreover, under the sponsorship of the SME Development Fund, the Council is implementing a project, namely, “Branding for Return: The Path to Strong Brands for SMEs” in collaboration with the Hong Kong Polytechnic University. With a wide variety of deliverables including seminar and workshop series, focus group studies, casebook, and on-line training manuals, the Project would help SMEs to better understand the success factors of branding and equip them with concepts and methodology of holistic brand management, helping them to overcome difficulties encountered in Hong Kong as well as Mainland markets.

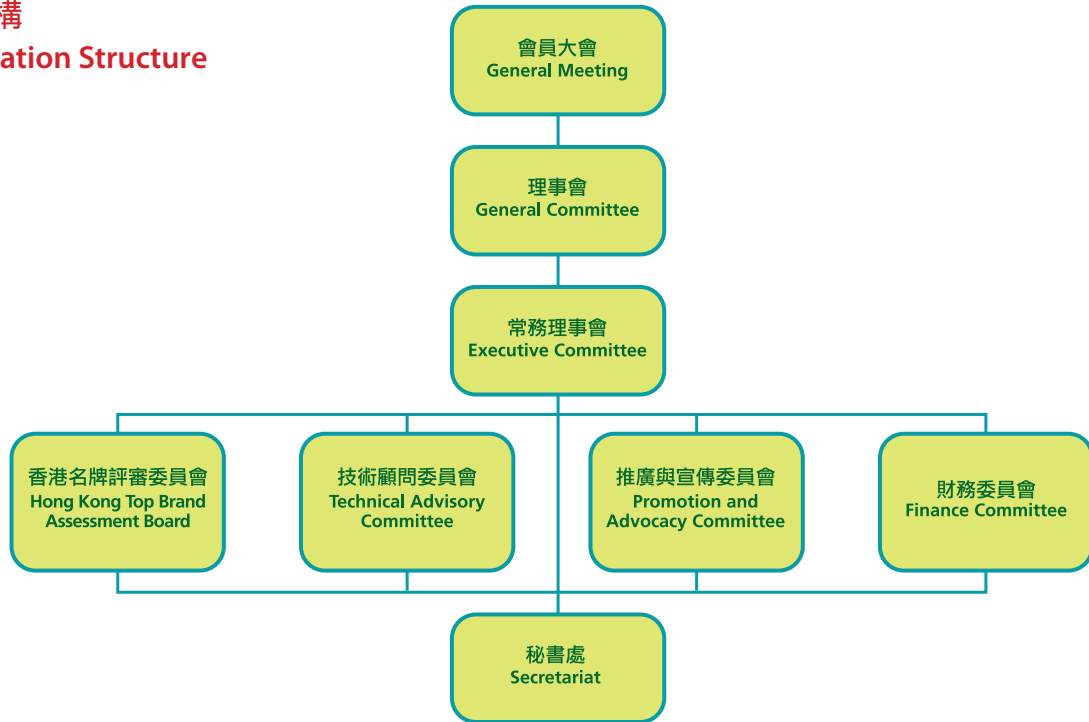
While Hong Kong's brand development has gone to high gear, many promising new brands have mushroomed in recent years. These emerging brands have injected tremendous vigor into the market and added a new chapter to the legendary story of Hong Kong brands. To inculcate a branding culture among the industries, the BDC and the CMA have decided to introduce a brand-new award scheme, namely, “Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards”, aiming to give recognition to up-and-coming young brands established by Hong Kong companies. We believe that this new initiative would give a boost to these “brand entrepreneurs” and encourage our 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.

Earlier this year, the Third General Committee was formed, providing new impetus for the continued development of the BDC. Taking this opportunity, I would like to thank the Honorary Patron, Honorary Advisors, Honorary Chairman, and members of the General Committee for their able leadership. I also pay tribute to BDC members for their support, and express my sincere gratitude to the devoted secretariat and the supportive Government departments and other organizations.

I am fully confident that, with the staunch support of the community, in particular the industries, the BDC will grow from strength to strength in the years ahead.



組織架構
Organization Structure



名譽贊助人 **Honorary Patron:**

劉吳惠蘭女士, 太平紳士 Mrs Rita W L Lau Ng, JP

名譽顧問 **Honorary Advisors:**

關錫寧女士, 太平紳士 Ms Maria S N Kwan, JP

廖永亮先生 Mr Jerry W L Liu

名譽主席 **Honorary Chairman:**

黃友嘉博士, 太平紳士 Dr David Y K Wong, JP

主席 **Chairman:**

陳淑玲女士 Ms Shirley S L Chan

副主席 **Vice-Chairmen:**

倪錦輝博士, 太平紳士 Dr Danny K F Ngai, JP

黃家和先生, 太平紳士 Mr Simon K W Wong, JP

李惠中先生 Mr Charlie W C Lee

派任理事 **Nominated Members:**

唐偉章教授, 太平紳士 Professor Timothy Tong, JP

葉焯德先生 Mr Henry Yip

陳超宏先生 Mr Eric Chan

葉澤恩先生 Mr Raymond Yip

邱霜梅博士, SBS, 太平紳士 Dr Carrie Willis, SBS, JP

郭志傑先生 Mr Patrick Kwok

區明標先生 Mr Au Ming Piu

選任理事 **Elected Members:**

吳清煥先生 Mr Ng Ching Wun

蔡龍威博士 Dr Choi Lung Wai

劉健華博士 Dr Kevin K W Lau

李嘉音女士 Ms Lee Jai Ying

劉相尚先生 Mr Liu Siong Song

沈運龍先生 Mr Aaron W L Shum

鍾國斌先生 Mr Felix K P Chung

白富鴻先生 Mr Frank F H Pak

黃偉常先生 Mr Wong Wai Sheung

黃偉雄先生 Mr Addy W H Wong

吳秋全先生 Mr Charles C C Ng

總裁 **Chief Executive Officer:**

梁世華先生, SBS Mr Paul S W Leung, SBS

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 (經理 Manager)

呂頌恩小姐 Ms Joey Lui (助理經理 Assistant Manager)

王威麟先生 Mr Wallace Wong (行政主任 Executive Officer)

義務法律顧問 **Honorary Legal Advisor:**

周紹榮先生 Mr Joseph S W Chow

核數師 **Auditor:**

吳焯仁執業會計師

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

1999年

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。

2004年

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。

2005年

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。

2006年4月

成立專責的督導委員會,以研究並落實「香港製造標識(HK嘜)計劃」;「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」。

2006年8月

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。

2006年9月

1. 召開第一次品牌局會員大會。
2. 擔任國家商務部「品牌萬里行」香港站活動之支持單位。

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」。

BDC Chronology

1999

Starting from 1999, the Chinese Manufacturers' Association of Hong Kong (the CMA) organized the "Hong Kong Top Ten Brandnames Awards" (The Award) every year to give recognition to outstanding brands established by Hong Kong companies.

2004

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 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

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 April

A steering committee was formed to study and implement the Made in Hong Kong Mark Scheme. In August 2006, the Scheme was launched and the first batch of HK Mark Licenses were issued.

2006 August

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 organizations.

2006 September

1. The first BDC Annual General Meeting was held.
2. The BDC acted as a supporting organization for the last leg (Hong Kong) of "China Brand World Promotion" campaign organized by the Ministry of Commerce, PRC.

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 Center".

2007 July

To celebrate the 10th Anniversary of the Establishment of HKSAR, the CMA and the BDC jointly organized a luncheon and the "Hong Kong Brand Development Forum".

<p>2008年10月</p> <p>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。</p>	<p>2008 October</p> <p>Jointly organized by the BDC and HKU SPACE, the “Executive Diploma in Strategic Brand Management” program was launched.</p>
<p>2009年1月</p> <p>舉辦2008年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮，由財政司司長曾俊華擔任主禮嘉賓；並首次頒發新增的「香港名牌十年成就獎」榮譽獎項。</p>	<p>2009 January</p> <p>The 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony was officiated by Financial Secretary Hon John Tsang, and the “Hong Kong Top Brand Ten Year Achievement Award” was introduced.</p>
<p>2009年6月</p> <p>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。</p>	<p>2009 June</p> <p>The BDC and “Wen Wei Po” co-organized 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”.</p>
<p>2009年6月至2010年2月</p> <p>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。</p>	<p>2009 June to 2010 February</p> <p>“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.</p>
<p>2009年7月</p> <p>與中央駐港聯絡辦公室經濟部貿易處合辦「香港品牌進入內地」座談會，邀請本地企業就香港品牌進入內地的議題進行討論。</p>	<p>2009 July</p> <p>The BDC organized a consultative meeting on “Hong Kong Brands in the Mainland Market” in collaboration with the Trade Office of the Economic Affairs Department of the Liaison Office of the Central People’s Government in HKSAR.</p>
<p>2009年9月</p> <ol style="list-style-type: none"> 1. 與香港大學專業進修學院合辦「揭開建立品牌的奧秘」論壇，並製作「品牌多聲道」系列電視訪問。 2. 參與於廈門舉行的「第13屆中國國際投資貿易洽談會」。 	<p>2009 September</p> <ol style="list-style-type: none"> 1. The BDC and the HKU SPACE jointly organized the “Uncovering the Myth of Building Brands” Forum and presented an interview series namely “The Brand and its Builder”. 2. The BDC participated in “The 13th China International Fair for Investment & Trade” at Xiamen.
<p>2009年10月</p> <p>獲工業貿易署「中小企發展支援基金」資助，聯同廠商會以及香港理工大學開始推行「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃。</p>	<p>2009 October</p> <p>Under the sponsorship of the SME Development Fund, the Hong Kong Brand Development Council joined forces with the CMA and the Hong Kong Polytechnic University to kick start the “Branding for Returns: The Path to Strong Brands for SMEs” Research and Training Project.</p>
<p>2009年10月至11月</p> <p>參與於廣州舉行的「第106屆中國進出口商品交易會」，並設立「香港名牌」產品展示攤位。</p>	<p>2009 October to November</p> <p>The BDC set up a showcase of “Hong Kong Top Brands” at the “106th China Import and Export Fair”.</p>
<p>2009年12月</p> <ol style="list-style-type: none"> 1. 國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。 2. 自2005年起，每年均參與「創新科技及設計博覽」，並組織「TOP嘜」核准公司進行產品展示。 	<p>2009 December</p> <ol style="list-style-type: none"> 1. Mr Pu Changcheng, the Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine visited the BDC. 2. Since 2005, the BDC had participated in the “Inno Design Tech Expo” every year and set up showcases to display products of “Top Mark” Licensees.

<p>2010年1月</p> <p>舉辦2009年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮，由財政司司長曾俊華擔任主禮嘉賓。</p>	<p>2010 January</p> <p>The 2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony was officiated by Financial Secretary Hon John Tsang.</p>
<p>2010年1月至2月</p> <p>參與於廣西南寧舉辦之「工展會 香港時尚產品博覽會」及「香港潮流商品(廣州)展覽會」。</p>	<p>2010 January to February</p> <p>The BDC participated in the “Hong Kong Consumer Products Expo, Guangzhou” and “Hong Kong Trendy Products Expo” in Nanning.</p>
<p>2010年2月至3月</p> <p>舉行第三屆理事會「選任理事」選舉，由會員投票選出12位選任理事。</p>	<p>2010 February to March</p> <p>The BDC organized the election of “Elected Members” of the Third General Committee and 12 members were elected.</p>
<p>2010年4月</p> <p>品牌局第三屆理事會正式就職並舉行第一次會議。</p>	<p>2010 April</p> <p>The Third General Committee took office and convened the first meeting.</p>
<p>2010年5月</p> <p>協助香港大學經濟及工商管理學院推行第二屆「商業顧問實習計劃」，免費為中小企業提供度身訂造之商業顧問服務。</p>	<p>2010 May</p> <p>The BDC acted as supporting organization for the “2010 Business Consulting Practicum” project organized by the Faculty of Business and Economics of the University of Hong Kong, which provided free-of-charge business consulting service for SMEs.</p>
<p>2010年6月</p> <p>品牌局屬下多個委員會相繼召開會議，研究推行「香港新星品牌選舉暨香港新星服務品牌選舉」的方案。</p>	<p>2010 June</p> <p>Committees under the BDC convened meetings to study on the implementation plan of “Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards”.</p>

回顧
Review

獻策建言 Policy Consultation

香港品牌發展局積極敦促和協助特區政府制定扶持本地品牌的政策，經常透過不同渠道向香港和內地主管部門反映業界在品牌發展方面的訴求和建議。

「香港品牌進入內地」座談會

鑒於受金融海嘯的影響，國際市場陷於低迷，而越來越多港商加快拓展內地市場，品牌局與中央政府駐港聯合辦公室經濟部貿易處緊貼這一發展趨勢，於2009年7月30日邀請業界參加座談會。與會的代表除了交流香港品牌在內地發展的成功做法和經驗之外，亦借此機會反映遇到的困難和問題，並提出希望中央政府提供支持的措施建議；透過中聯辦的渠道，將香港業界的意見及時轉達給內地政府。



品牌局主席陳淑玲主持「香港品牌進入內地」座談會。
BDC Chairman Ms Shirley Chan moderated the Consultative Meeting on "Hong Kong Brands in the Mainland Market".

The BDC has been actively assisting the Government in formulating policies to support local brands, and it has through various channels expressed views and conveyed the concerns of the industries to the Mainland governments.

Consultative Meeting on "Hong Kong Brands in the Mainland Market"

With traditional export market slipping into stagnation under the fallout of the Financial Tsunami, more and more Hong Kong companies quickened the pace in exploring Mainland's domestic market. In view of this, the BDC organized a consultative meeting in collaboration with the Commercial Office of Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR on 30 July 2009, in an attempt to open up a direct channel for the industries to exchanges views with officials of the Central Government.

At the meeting, representatives of a dozen of local brand companies shared the experiences gained and lessons learnt in the Mainland market; and they also availed of the opportunity to report the difficulties encountered and voice out their suggestions on the ways that the Central Government could give a helping hand.



中聯辦經濟部副部長兼貿易處負責人王暉（前排左三）等官員與品牌企業的代表交換意見。
Officials of Commercial Office of Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR including Deputy Director-General Mr Wang Hui (3rd from left, first row) exchanged views with the representatives from the brand enterprises.

品牌評審 Brand Awards

2009 年香港名牌選舉

「香港名牌選舉」旨在表彰香港生產商創立的傑出品牌，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2009年已踏入第十一屆。

2009年「香港名牌選舉」初賽及決賽分別於2009年11月18日及2010年1月5日舉行。主辦機構並於2009年12月12日至2010年1月2日期間在第44屆「工展會」會場舉行公眾投票。

在入圍決賽的19個品牌中，有15個傑出的產品品牌脫穎而出，獲得「選舉」的各類獎項。榮膺「香港名牌」的9個獲獎者包括「茲曼尼」、「青洲英坭」、「蛋撻王」、「南北行」、「安記」、「保心安」、「維新烏絲素」、「灣仔碼頭」及「英記茶莊」；而「泰昌餅家」則奪得「最具潛質品牌」。兩個往屆「香港名牌」的獲獎者「美時」及「海馬牌」再度參賽，成績彪炳，獲頒授一項更高的殊榮——「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，而且首次獲頒「香港名牌」的歷史不少於10年。今屆「香港名牌十年成就獎」得主包括「鱷魚恤」、「刀嘜」和「獅球嘜」。

2009年「選舉」的決賽評審團由香港特區政府工業貿易署署長關錫寧擔任主席評判，其他成員包括香港中華廠商聯合會會長黃友嘉、香港品牌發展局主席陳淑玲、香港工業總會主席孫啟烈、香港生產力促進局副主席譚偉豪議員、香港理工大學副校長呂新榮、以及香港設計師協會主席彭志江。

2009 Hong Kong Top Brand Awards

Founded in 1999, the Hong Kong Top Brand Awards recognize 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 its 11th running in 2009.

The Preliminary Judging of the 2009 Awards was held on 18 November 2009, with 19 local brands short-listed for Final Judging. The Organizers also staged public polling at the venue of the 44th Hong Kong Brands and Products Expo (HKBPE) from 12 December 2009 to 2 January 2010. At the Final Judging held on 5 January 2010, 15 brands were selected as winners.

Winners of “2009 Hong Kong Top Brand” included “Giormani”, “Green Island Cement”, “King Bakery”, “Nam Pei Hong”, “On Kee”, “Po Sum On”, “Vita Hair”, “Wanchai Ferry” and “Ying Kee Tea House”. Two past winners namely “Lamex” and “Sea Horse” 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. Moreover, “Tai Cheong Bakery” captured the “Emerging Brand”.

Since 2008, the Organizer introduced a honorary award category namely the “Hong Kong Top Brand Ten Year Achievement Award”, and “Crocodile”, “Knife Brand” and “Lion & Globe Brand” were selected as this year’s awardees. The Achievement Award is an honorary award aiming 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 Ms Maria Kwan, the Final Judging Panel of 2009 Hong Kong Top Brand Awards comprised Dr David Y K Wong, President of CMA; Ms Shirley Chan, Chairman of BDC; Mr Cliff Sun, Chairman of the Federation of Hong Kong Industries; Dr Hon Samson Tam, Deputy Chairman of the Hong Kong Productivity Council; Dr Lui Sun Wing, Vice-President of the Hong Kong Polytechnic University; and Mr Winnif Pang, Chairman of Hong Kong Designers Association.

二零零九年香港名牌選舉得獎名單
2009 Hong Kong Top Brand Awards List of the Winners

	品牌 Brandname	公司 Company
香港名牌十年成就獎 Hong Kong Top Brand Ten Year Achievement Award		
	鱷魚恤 Crocodile	鱷魚恤有限公司 Crocodile Garments Ltd.
	刀嘜 Knife Brand	南順食油有限公司 Lam Soon Oils and Fats Ltd.
	獅球嘜 Lion & Globe Brand	合興集團控股有限公司 Hop Hing Group Holdings Ltd.
香港卓越名牌 Hong Kong Premier Brand		
	美時 Lamex	美時文儀有限公司 Lamex Trading Co. Ltd.
	海馬牌 Sea Horse	七海化工(集團)有限公司 Seven Sea Chemicals (Holdings) Ltd.
香港名牌 Hong Kong Top Brand		
	茲曼尼 Giormani	歐達家具有限公司 Arredamenti Co. Ltd.
	青洲英坭 Green Island Cement	青洲英坭有限公司 Green Island Cement Co. Ltd.
	蛋撻王 King Bakery	蛋撻王控股有限公司 King Bakery Holdings Ltd.
	南北行 Nam Pei Hong	南北行參茸藥材有限公司 Nam Pei Hong Sum Yung Drugs Co. Ltd.
	安記 On Kee	安記海味有限公司 On Kee Dry Seafood Co. Ltd.
	保心安 Po Sum On	保心安藥廠有限公司 Po Sum On Medicine Factory Ltd.
	維新烏絲素 Vita Hair	維特健靈健康產品有限公司 Vita Green Health Products Co. Ltd.
	灣仔碼頭 Wanchai Ferry	通用磨坊食品亞洲有限公司 General Mills Foods Asia Ltd.
	英記茶莊 Ying Kee Tea House	英記茶莊有限公司 Ying Kee Tea Co. Ltd.
最具潛質品牌 Emerging Brand		
	泰昌餅家 Tai Cheong Bakery	泰昌餅家有限公司 Tai Cheong Bakery Co. Ltd.

2009 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」，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。

2009年「香港服務名牌選舉」是第五年舉辦，吸引了不同行業的代表性品牌報名參賽。初賽及決賽分別於2009年11月18日及2010年1月6日舉行；公眾投票則於2009年12月12日至2010年1月2日期間在第44屆「工展會」會場舉行。

在入圍的18個品牌中，共有14個出類拔萃的服務品牌摘取了第五屆「香港服務名牌選舉」的各項桂冠。獲膺「香港服務名牌」者包括：「Ambassador大使花禮」、「鏽射」、「龍皇酒家」、「東瀛遊」、「香港國際機場」、「Market Place by Jasons」、「海皇粥店」、「理大護眼」、「信和管業優勢」及「儲存易迷你倉集團」；而「魚米家」則奪得是屆「最具潛質服務品牌」。另外，三家往屆「香港服務名牌」的獲獎者「卓悅」、「六福珠寶」及「惠康」更憑著優秀的表現獲頒授「香港卓越服務名牌」。

2009年「選舉」由創新科技署署長王榮珍擔任評審團主席，其他評判包括香港旅遊發展局主席田北俊、香港品牌發展局副主席倪錦輝博士、香港中華總商會副會長方文雄、香港總商會理事楊國琦、香港零售管理協會副主席葉焯德、以及香港貿易發展局副總裁黃錦輝。



2009年香港名牌選舉決賽評審團成員及品牌局總裁合照。左起：香港品牌發展局總裁梁世華、香港設計師協會主席彭志江、香港生產力促進局副主席譚偉豪、香港品牌發展局主席陳淑玲、工業貿易署署長關錫寧、香港工業總會主席孫烈、香港中華廠商聯合會常務會董吳宏斌代表廠商會會長（左嘉）以及香港理工大學企業合作處總監楊孟璋（代表該校副校長呂新榮）。

Final Judging Panel of 2009 Hong Kong Top Brand Awards posed for a picture with Chief Executive Officer of the BDC. From left, BDC Chief Executive Officer Mr Paul Leung; Chairman of Hong Kong Designers Association Mr Winnif Pang; Deputy Chairman of Hong Kong Productivity Council Dr Hon Samson Tam; BDC Chairman Ms Shirley Chan; Director-General of Trade and Industry Ms Maria Kwan; Chairman of the Federation of Hong Kong Industries Mr Cliff Sun; CMA Executive Committee Member Dr Dennis Ng (representative of CMA President Dr David Wong); Director of Partnership Development Office, Institute for Enterprise, Hong Kong Polytechnic University Mr Andrew Young (representative of Vice-President Dr Lui Sun Wing).

2009 Hong Kong Top Service Brand Awards

Introduced 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 2009 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors. The Preliminary Judging was held on 18 November 2009, while the Final Judging was conducted on 6 January 2010. The Organizers also staged public polling at the venue of the 44th HKBPE from 12 December 2009 to 2 January 2010. After fierce competition, 14 brands stood out from the 18 shortlisted entries.

Awardees of “2009 Hong Kong Top Service Brand” included “Ambassador Flowers & Gifts”, “Citicall”, “Dragon King Restaurant”, “EGL Tours”, “Hong Kong International Airport”, “Market Place by Jasons”, “Ocean Empire Food Shop”, “PolyVision”, “Sino Property Services” and “Storefriendly”, while “Yue Mic Ka” won the “Emerging Service Brand”. Furthermore, three past winners, i.e. “Bonjour”, “Luk Fook Jewellery” and “Wellcome” were conferred the “Hong Kong Premier Service Brand” by dint of continued remarkable performance.

Commissioner for Innovation and Technology Ms Janet Wong headed the Final Judging Panel of the 2009 Hong Kong Top Service Brand Awards, which consisted of Mr James Tien, Chairman of Hong Kong Tourism Board; Dr Danny Ngai, Vice-Chairman of BDC; Mr David Fong, Vice-Chairman of the Chinese General Chamber of Commerce; Mr K K Yeung, General Committee Member of the Hong Kong General Chamber of Commerce; Mr Henry Yip, Vice-Chairman of Hong Kong Retail Management Association; and Mr Alan Wong, Deputy Executive Director of the Hong Kong Trade Development Council.



2009年香港服務名牌選舉決賽評審團成員及品牌局總裁合照。左起：香港品牌發展局總裁梁世華、香港總商會簽證副總裁張耀成（代表該會理事楊國琦）、香港零售管理協會副主席葉焯德、創新科技署署長王榮珍、香港品牌發展局副主席倪錦輝、香港貿易發展局副總裁黃錦輝以及香港旅遊發展局業務拓展總經理郭志傑（代表該局主席田北俊）。

Final Judging Panel of 2009 Hong Kong Top Service Brand Awards posed for a picture with Chief Executive Officer of the BDC. From left, BDC Chief Executive Officer Mr Paul Leung; Senior Director – Certification of Hong Kong General Chamber of Commerce Dr Y S Cheung (representative of General Committee Member Mr K K Yeung); Vice-Chairman of Hong Kong Retail Management Association Mr Henry Yip; Commissioner for Innovation and Technology Ms Janet Wong; BDC Vice-Chairman Dr Danny Ngai; Deputy Executive Director of the Hong Kong Trade Development Council Mr Alan Wong; General Manager, Business Development of Hong Kong Tourism Board Mr Patrick Kwok (representative of Chairman Mr James Tien).

二零零九年香港服務名牌選舉得獎名單
2009 Hong Kong Top Service Brand Awards List of Winners

	品牌 Brandname	公司 Company
香港卓越服務名牌 Hong Kong Premier Service Brand		
	卓悅 Bonjour	卓悅控股有限公司 Bonjour Holdings Ltd.
	六福珠寶 Luk Fook Jewellery	六福集團 (國際) 有限公司 Luk Fook Holdings (International) Ltd.
	惠康 Wellcome	牛奶有限公司 The Dairy Farm Co. Ltd.
香港服務名牌 Hong Kong Top Service Brand		
	Ambassador 大使花禮 Ambassador Flowers & Gifts	大寧有限公司 Dialink Ltd.
	鐳射 Citicall	香港蘇寧鐳射電器有限公司 Hong Kong Suning Citicall Appliance Ltd.
	龍皇酒家 Dragon King Restaurant	龍皇酒家飲食集團 Dragon King Restaurant Group
	東瀛遊 EGL Tours	東瀛遊旅行社有限公司 EGL Tours Co. Ltd.
	香港國際機場 Hong Kong International Airport	香港機場管理局 Airport Authority Hong Kong
	Market Place by Jasons Market Place by Jasons	牛奶有限公司 The Dairy Farm Co. Ltd.
	海皇粥店 Ocean Empire Food Shop	海皇國際有限公司 Ocean Empire International Ltd.
	理大護眼 PolyVision	理大護眼中心有限公司 PolyVision Eyecare Ltd.
	信和管業優勢 Sino Property Services	信和物業管理有限公司 Sino Estates Management Ltd.
	儲存易迷你倉集團 Storefriendly	儲存易物流控股有限公司 Store Friendly Logistics Holdings Ltd.
最具潛質服務品牌 Emerging Service Brand		
	魚米家 Yue Mic Ka	中國魚米家有限公司 China Yue Mic Ka Ltd.



主禮嘉賓財政司司長曾俊華（前排左六）、廠商會會長黃友嘉（前排右六）、香港品牌發展局主席陳淑玲（前排左五）、評審團成員及得獎公司代表於2010年1月26日舉行之「二零零九年香港名牌選舉暨香港服務名牌選舉頒獎典禮」上合照。

Guest of Honour Financial Secretary Hon John Tsang (6th from left, first row), CMA President Dr David Wong (6th from right, first row), BDC Chairman Ms Shirley Chan (5th from left, first row), Panels of Judges and representatives of the winning companies posed for a photo at the "2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony" on 26 January 2010.

2009 年選舉頒獎典禮

2009年「香港名牌選舉暨香港服務名牌選舉頒獎典禮」於2010年1月26日於會展中心舉行；由財政司司長曾俊華、廠商會會長黃友嘉和品牌局主席陳淑玲主禮，聯同工業貿易署署長關錫寧及創新科技署署長王榮珍頒發獎座予各間得獎公司。

頒獎典禮吸引了逾300名嘉賓，包括品牌局理事、廠商會會董、社會知名人士及得獎公司代表等。主辦機構並於會場設置大型展板，展示得獎品牌的資料；場面空前熱鬧。

2009 Awards Presentation Ceremony

The Presentation Ceremony of the 2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards was held at the Hong Kong Convention and Exhibition Center on 26 January 2010. Financial Secretary Hon John Tsang, CMA President Dr David Wong, and BDC Chairman Ms Shirley Chan officiated at the Ceremony, while Director-General of Trade and Industry Ms Maria Kwan and Commissioner for Innovation and Technology Ms Janet Wong also presented awards to the winners.

The grand ceremony featured over 300 distinguished guests. Among them, there were General Committee members of the BDC and the CMA, celebrities, and representatives of the winning companies. The Organizers also set up large-scale display boards at the venue to give a brief introduction of the Awardees.



- 1) 廠商會會長黃友嘉（右）致送紀念品予二零零九年選舉頒獎典禮主禮嘉賓財政司司長曾俊華。

CMA President Dr David Wong (right) presented a souvenir to Guest of Honour of the 2009 Awards Presentation Ceremony Financial Secretary Hon John Tsang.

- 2) 主禮嘉賓財政司司長曾俊華於頒獎典禮上致辭。

Guest of Honour of the Awards Presentation Ceremony Financial Secretary Hon John Tsang delivered a speech.



- 1) 品牌局主席陳淑玲於頒獎典禮上致歡迎辭。
BDC Chairman Ms Shirley Chan delivered welcome remarks at the Awards Presentation Ceremony.
- 2) 廠商會會長黃友嘉致送紀念品予香港名牌選舉評審團主席工業貿易署署長關錫寧 (左)。
CMA President Dr David Wong presented a souvenir to the Chairman of the Final Judging Panel of Hong Kong Top Brand Awards, Director-General of Trade and Industry Ms Maria Kwan (left).
- 3) 廠商會會長黃友嘉致送紀念品予香港服務名牌選舉評審團主席創新科技署署長王榮珍 (左)。
CMA President Dr David Wong presented a souvenir to Chairman of Final Judging Panel of Hong Kong Top Service Brand Awards, Commissioner for Innovation and Technology Ms Janet Wong (left).
- 4) 品牌局副主席倪錦輝 (右) 致送紀念品予二零零九年選舉獎座贊助六福集團 (國際) 有限公司執行董事兼營運經理黃浩龍。
BDC Vice-Chairman Dr Danny Ngai (right) presented a souvenir to the representative of 2009 Award Trophy Sponsor, Executive Director and Operations Manager of Luk Fook Holdings (International) Limited Mr Danny Wong.
- 5) 「二零零九年香港名牌選舉暨香港服務名牌選舉頒獎典禮」場面熱鬧，出席嘉賓逾 300 人。
More than 300 guests attended the "2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony".
- 6) 主辦機構於二零零九年頒獎典禮會場內設置大型展板。
The exhibition panels at the venue of the 2009 Awards Presentation Ceremony.
- 7) 二零零九年香港名牌選舉暨香港服務名牌選舉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 2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards as well as 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 Center.

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2009」、《讀者文摘》舉辦之「2009信譽品牌」，以及《經濟一週》主辦之「2010年實力品牌大獎」等。

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organization or provided assistance to a number of brand-related award schemes, e.g. "Capital Best of the Best for Executives 2009" by Capital Publications Limited, "Trusted Brand 2009" by Reader's Digest and the "Outstanding Brand Awards 2010" by Economic Digest.



- 1) 陳淑玲於「2010年實力品牌大獎」上頒獎予得獎企業。
Ms Shirley Chan presented award to a winning company at the presentation ceremony of "Outstanding Brand Awards 2009".
- 2) 陳淑玲 (左三) 於「2010年實力品牌大獎」頒獎典禮上與其他頒獎嘉賓合照。
Ms Shirley Chan (3rd from left) posed for a photo with other award presenters at the presentation ceremony of "Outstanding Brand Awards 2010" organized by Economic Digest.

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」系統(TOP嘜)，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2010年5月，「TOP嘜計劃」核准品牌有120多個，涉及逾550個產品/服務類別。(有關「香港名牌標識計劃」核准品牌及產品/服務類別名單詳見附件二)。

Hong Kong Top Brand Mark Scheme

Jointly organized 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 recognize 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 factually 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 May 2010, the scheme had more than 120 licensees, covering over 550 categories of products and services. (A full list of the Top Mark registered brands and products / services is attached in Appendix 2).



普通標識 Ordinary Mark



卓越標識 Premier Mark



標貼 Stickers



襟章 Badge



襟針 Pin



座檯卡 Tent Cards

香港名牌標識計劃 Hong Kong Top Brand Mark Scheme

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。

目前，已有一批具實力的香港企業使用「香港製造標識」，例如「大班」、「金寶鐘」、「東東」、「青州英坭」、「恆香」、「榮華」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 existing Certificate of Origin regime, the Scheme grants qualified applicants the license 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-recognized location brand that symbolizes 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” license 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 now provides certification service for goods destined for Hong Kong’s local market; and such certificate namely “Document of Hong Kong Origin — Domestic Sales” (DO) could also be accepted as supporting document for the issue of “HK Mark” license.

A growing number of local companies have successfully become licensees of Made in Hong Kong Mark Scheme, such as “Taipan”, “Campbell”, “Easteast”, “Green Island Cement”, “Hang Heung” and “Wing Wah”, to name a few.

香港製造標識計劃 Made in Hong Kong Mark Scheme



香港品牌發展局認可
Endorsed by Hong Kong Brand Development Council



香港製造標識
Made in Hong Kong Mark



「HK嘜」使用准許證
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

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、加強聯絡的互動平臺。

「中小企品牌群策營」於過去一年舉行了4次活動；而自2005年9月創立以來，累計舉行的活動已達28次，目前的註冊會員超過350家。

近期「中小企品牌群策營」活動一覽

(表三)

舉辦日期	內容主題	出席人數
2009年		
7月29日	創立品牌的「四部曲」及弱勢品牌的差異化策略	約40人
12月8日	如何透過高效電郵及網上社群Facebook 打造品牌	約30人
2010年		
3月26日	如何制定更「聰明」的行銷決策	約50人
4月23日	創新品牌演示	約50人



- 1) 中國商業管理顧問黃兆鏞分析創立品牌的「四部曲」。
China business management consultant Mr S. C. Wong speaks on four-step strategies for brand-building.
- 2) 互聯網營銷專家郭正光介紹如何透過高效電郵及網上社群打造品牌。
Internet marketing expert Mr Francis Kwok demonstrated how to make use of email and internet social media to boost brand awareness.

Brand Incubation and Education

SME Branding Club

The SME Branding Club (the Club) was founded by the BDC in September 2005, in an attempt to inculcate a branding culture among local SMEs and to build up 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' initiative, the Club hosts activities pertinent to SME branding on a regular basis.

Since its inception, the Club has organized 28 gatherings, of which 4 were held in the past year; and the number of registered members has currently surpassed 350.

Recent Activities of SME Branding Club

(Table 3)

Date	Topics	Number of Participant
Year 2009		
29 July	Four Steps to Brand-Building and Differentiation Strategies for Weak Brands	About 40
8 December	How to make use of Email and Facebook in Brand-Building	About 30
Year 2010		
26 March	How to boost sales and build brands in the dilemma	About 50
23 April	Innovative Branding Presentation	About 50



供應鏈專家鄭俊偉博士分享品牌推廣的創新演示方法。
Supply chain management expert Dr Michael Kwong explained the innovative presentation for brand promotion.



香港中文大學講師李卓駿講解如何制定更「聰明」的行銷決策。
Lecturer of the Chinese University of Hong Kong Mr Mark Lee elaborated on "smart" marketing strategies.

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，邀請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。

這一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文憑課程。兩個證書課程分別於2009年10月及2010年3月開辦第二班，深受業界歡迎。

為了加強業界的品牌意識及進一步宣傳「品牌策略管理文憑課程」，品牌局與HKU SPACE合辦一系列以「品牌發展及管理」為主題的活動，包括論壇和電視專訪系列等。

其中，「揭開建立品牌的奧秘」論壇於2009年9月18日舉行，陳淑玲主席獲邀致開幕辭；論壇共吸引200多人出席。而名為《品牌多聲道》電視專訪系列是一連八集以品牌作主題的訪談節目，由香港大學專業進修學院客席助理教授李惠儀女士擔任主持人；每集訪問圍繞不同話題，從多個角度剖析品牌創建過程中的重要概念及理論，並邀請城中著名的品牌管理行政人員及品牌大師分享在香港和內地建立成功品牌的策略和經驗。



Executive Diploma in Strategic Brand Management

The BDC and the School of Professional and Continued Education of the University of Hong Kong (HKU SPACE) have since 2008 joined forces in organizing a diploma program 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 program invites veteran brand experts to teach on the theories and practices of brand-building, the management models of local and global brands, different brand segmentation and positioning strategies, analysis of brand elements as well as planning of marketing communication programs.

This program marks the first diploma-level brand management course in town that is co-organized by two prestigious organizations through synergy of the industries and the academia. The second intake of the two certificate courses took place in October 2009 and March 2010 respectively, which were well-received by local industries.

To help local entrepreneurs to understand the essential concepts in branding, BDC and HKU SPACE jointly hosted a series of activities under the banner of “Brand Development and Management”, including a forum and a television interviews series. The “Uncovering the Myth of Building Brands” Forum was held on 18 September 2009, at which the BDC Chairman Ms Shirley Chan delivered an opening speech; and it attracted over 200 participants.

Besides, a television interview series namely “The Brand and its Builder” were produced. This was a unique program of 8 episodes featuring notable brand personalities who had been pivotal in building successful brands in Hong Kong and China. Centering on a thematic topic and facilitated by Adjunct Assistant Professor of HKU SPACE Ms Melanie Lee, each episode unfolded some of the key concepts and principles lying in the process of building brands, and a lively discussion took place between the facilitator and the distinguished guests who shared their valuable insights and experience on how they met challenges and difficulties in the course of their brand building efforts.

- 1) 陳淑玲於「揭開建立品牌的奧秘」論壇致開幕辭。
Ms Shirley Chan delivered opening speech at “Uncovering the Myth of Building Brands” Forum.
- 2) 「揭開建立品牌的奧秘」論壇星光熠熠，邀得多位品牌大師分享品牌管理心得及體驗。
Top branding gurus in town were invited to share their insights and experiences on brand management at “Uncovering the Myth of Building Brands” Forum.

「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃

品牌局獲得特區政府工業貿易署「中小企業發展支援基金」的資助，推行名為「品牌有價：中小企創建強勢品牌之道」的研究及培訓計劃，為中小企業解構和傳授創建品牌之道。計劃由香港中華廠商聯合會擔任協辦機構，香港理工大學亞洲品牌管理中心負責執行；於2009年11月至2010年12月進行，為期15個月。

許多香港中小企缺乏對品牌發展的全面認識，不少公司仍沿用產品導向的傳統，過份著重以市務傳訊的方法來建立品牌；但這種方法雖然能在短期內增強有關品牌的知名度，卻無法有效地營造顧客的品牌體驗，難以提升品牌的中長期資產價值。有見及此，「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃採用創新而行之有效的「全面品牌管理方法」及「品牌價值測量系統」，並根據本地中小企常面對的問題加以改良，幫助中小企決策人有系統地為其公司建立具價值之品牌。

「計劃」框架緊扣了香港和內地的商業營運環境，特別是將香港中小企業所面對的特殊情況考慮在內。

「計劃」參考了數十間本港知名企業在過去三年間的品牌表現及其建立品牌的成功之道；並挑選20家具代表性的本地中小企進行深入分析，以探討香港中小企業在本港和內地市場開展品牌創建和品牌管理時所遇到的現實挑戰；「計劃」亦涵蓋中國市場的獨有特徵以及內地消費者的品牌購買行為，並重點分析這些因素對香港中小企業推行品牌策略的影響。

「計劃」透過舉辦一系列的研討會工作坊，向中小企決策人講授品牌管理知識和技巧；設置了一個專門網站，將有關的培訓手冊要點上載；並會將研究成果和案例分析匯編成一本書籍，使更多本港中小企能長期受惠。



陳淑玲為「中小企與品牌創建：你已準備好了？」講座致歡迎辭。
Ms Shirley Chan delivered a welcome remark at the "Building Brand Equity for SMEs: Are You Ready?" Seminar.

“Branding for Returns: The Path to Strong Brands for SMEs” Research and Training Project

Under the sponsorship of the SME Development Fund, the BDC is implementing the “Branding for Returns: The Path to Strong Brands for SMEs” Research and Training Project, with the Asian Centre for Brand Management of the Hong Kong Polytechnic University (ACBM) acting as the Implementation Agent and the Chinese Manufacturers Association of Hong Kong as Collaborating Organization. This 15-month Project commenced on 1 October 2009, and it aims to equip SMEs with state-of-the-art knowledge and management skills, helping them to pave the way for strong brands.

Many SMEs in Hong Kong lack a clear understanding of the essence of brand building and still follow traditional, product-oriented approaches that place too much emphasis on marketing communications. As such, they might be able to create brand awareness in short-term but are less effective in enhancing brand experience and improving brand value in medium to long term. In view of these, the “Branding for Returns: The Path to Strong Brands for SMEs” Project adopts the “Holistic Brand Management Approach” and “Brand Equity Measurement System”, an innovative yet proven approach that enables Hong Kong manufacturers and SMEs to build sustainable brand equity through the development and implementation of brand planning protocols.

The Project's framework is developed within the business context of Hong Kong and Mainland China, in particular the situations confronted by typical SMEs in Hong Kong. By making reference to the brand performance and branding efforts of dozens of established brands over a period of 3 years, the Project looks into some 20 representative cases on local SMEs to illustrate the practical challenges encountered by SME decision makers when creating and managing brands in Hong Kong as well as China.

The Project deliverables include in-depth interviews, focus-group interviews, organization of serial seminars and workshops, and the set-up of a project website. A book embodying the findings and case studies of the Project will be produced, so as to allow greater audience from the SME sector to be benefited from this initiative.

Interviews & Focus Group Studies

From November 2009 to April 2010, brand consultants from the Hong Kong Polytechnic University conducted in-depth interviews with senior executives of around 20 SMEs, followed by focus-group interviews with the senior and frontline staff of around 6 SMEs that were representative of Hong Kong's major industries and were in transition to becoming more prominent brands. These interviews aimed to identify the needs and difficulties encountered by SMEs in brand-building.

深度會談與焦點小組訪問

在2009年11月至2010年4月期間，香港理工大學的品牌研究人員為20間港資中小企業管理層進行面談或小組訪問，以瞭解企業在品牌發展方面的需要及困難。隨後從本地具代表性的行業中選擇六家正處於品牌提升和轉變階段之中小企，對其高層及前線員工進行焦點小組訪問。

「中小企與品牌創建」系列研討會

項目透過舉辦一系列研討會，向中小企決策人講授實施「品牌價值測量系統」的管理知識和技巧要訣。

首場講座於2009年10月23日舉行，題為「中小企與品牌創建：你已準備好了？」；由香港理工大學亞洲品牌管理中心項目總監陸定光博士和香港理工大學管理及市場學系助理教授尼娜女士分析成功創建品牌的要訣及管理方法，亦邀請業界代表蛋撻王控股有限公司董事總經理莊裕坤先生和維特健靈健康產品有限公司董事長陳曦齡博士分享建立品牌的困難、挑戰及解決辦法。研討會反應熱烈，超過100位中小企業的代表出席。

「計劃」於2010年3月31日舉行第二場題為「中小企與品牌創建：品牌管理的決策過程」的講座，吸引近140人出席。除了陸定光博士介紹品牌管理的決策過程之外，香港靈在品牌建設事務所總經理及品牌專家潘尚穎先生亦剖析在中國建立品牌的策略，而業界代表昇鋒國際有限公司董事梁湘東先生則分享建立「寶康達」品牌的心路歷程。

第三場講座以「中小企與品牌創建：中國市場品牌管理的實戰經驗」為題，於2010年5月28日舉行。在研討會上，陸定光博士講解了中國市場最新變化及香港品牌的商機。另外，香港百宜有限公司助理總經理(銷售及

Serial Seminars on “Building Brand Equity for SMEs”

The Project organized a series of training seminars to facilitate decision makers from SMEs to acquire modern brand management knowledge and the skills in implementing and monitoring the “Brand Equity Measurement System” and to share the experience learnt from those successfully transformed brands.

The first Seminar was held on 23 October 2009 under the theme of “Building Brand Equity for SMEs: Are You Ready?”. Dr Sheriff Luk, Director of ACBM and Ms Na Ni, Assistant Professor of Department of Management & Marketing of the Hong Kong Polytechnic University elaborated on the success factors and techniques of brand management. Mr Jerry Chong, Managing Director of King Bakery Holdings Limited, and Dr Helen Chan, Chief Executive Officer of Vita Green Health Products Co., Ltd shared on the difficulties and challenges encountered when building up their brands. The seminar received overwhelming response, attracting over 100 SME participants.

At the “Building Brand Equity for SMEs: Decision Making Process of Brand Management” Seminar held on 31 March 2010, Dr Sheriff Luk gave a talk on the decision making process of brand management, whereas Mr Sunny Poon, General Manager & Brand Expert of Spoon Brands Enterprise Company analyzed the critical factors for branding in Mainland China. Besides, Mr Thomas Leung, Director of Pro-Logic International Limited, shared with about 140 participants the success story of “Primada” brand.

With over 120 participants, the third seminar namely “Building Brand Equity for SMEs: Real-life Branding in China” was held on 28 May 2010. After Dr Sheriff Luk gave an introduction of the latest developments of Chinese market and the business opportunities for Hong Kong brands, Mr Stanley Poon, Assistant General Manager (Sales & Marketing) of URC Hong Kong Co. Ltd. shared with audience the



- 1) 香港理工大學亞洲品牌管理中心項目總監陸定光博士向出席的中小企講解「全面品牌管理方法」。
Dr Sheriff Luk, Director of Asia Centre for Brand Management of the Hong Kong Polytechnic University elaborated on the “total brand management” techniques.
- 2) 蛋撻王控股有限公司董事總經理莊裕坤先生分享建立品牌所遇到的困難、挑戰及解決辦法。
Mr Jerry Chong, Managing Director of King Bakery Holdings Limited shared on the difficulties and challenges encountered when building up “King Bakery”.
- 3) 維特健靈健康產品有限公司董事長陳曦齡博士以自身的經驗講解建立品牌背後的動機及品牌投資的回報。
Dr Helen Chan, Chief Executive Officer of Vita Green Health Products Co. Ltd, shared on the motivation behind building brands and the returns on brand investment.
- 4) 香港理工大學管理及市場學系助理教授尼娜女士分析成功創建品牌的要訣。
Ms Na Ni, Assistant Professor of Department of Management & Marketing of the Hong Kong Polytechnic University dissected critical factors for building successful brands.

事務部)潘文寶先生分享了「珍珍薯片」在中國建立品牌銷售渠道的經驗，而中山市華電科技有限公司總經理陳曉鋒先生亦介紹如何利用國內政策及合作夥伴帶動品牌發展。講座吸引超過120人出席。

successful experiences of “Jack n Jill” in channel building when the chips brand tapped into China’s domestic market, and Mr Hill Chen, Director and President of LTP Lighting (ZhongShan) Technology Ltd. also spoke on how to leverage on government policy and partnership to boost brand development in China.

專門網站及網上培訓手冊

「計劃」設立了專門的網站(www.smebranding.com.hk)；每次的研討會及工作坊之要點均會編輯成培訓手冊，上載於項目網站，以供其他中小企負責人及管理層參考。



Project Website & Online Training Manual

A dedicated website (www.smebranding.com.hk) for the project has been established, and the summary of the materials delivered in the seminars have been uploaded to provide on-line training manual for easy and free download and referencing.



- 1) 潘尚穎 (左)、陸定光 (中) 和梁湘東為台下觀眾解答問題。
Mr Sunny Poon (left), Dr Sheriff Luk (center) and Mr Thomas Leung answered questions from floor.
- 2) 品牌顧問潘尚穎剖析在中國創建品牌的策略。
Brand consultant Mr Sunny Poon introduced the strategies for branding in Mainland China.
- 3) 陸定光講解品牌管理的決策過程。
Dr Sheriff Luk illustrated on the decision-making process of brand management.
- 4) 香港百宜有限公司助理總經理潘文寶介紹「珍珍薯片」如何在中國建立銷售渠道。
Mr Stanley Poon, Assistant General Manager of URC Hong Kong Co. Ltd. shared the channel building experiences of “Jack n Jill” in China.
- 5) 陸定光講解香港品牌在中國市場的機遇。
Dr Sheriff Luk updated the audience of the latest market trends in the Mainland Market and the business opportunities for Hong Kong brands.
- 6) 昇鋒國際有限公司董事董事梁湘東分享「寶康達」品牌的建立過程。
Mr Thomas Leung, Director of Pro-Logic International Limited, shared on the development process of “Primada” brand.
- 7) 中山市華電科技有限公司總經理陳曉鋒分享在國內發展品牌的實戰經驗。
Mr Hill Chen, Director and President of LTP Lighting (ZhongShan) Technology Ltd. shared the real-life experience from the perspective of a Mainland brand operator.
- 8) 各演講嘉賓與在場的中小企交流意見。
Speakers exchanged views with SME audience.
- 9) 潘文寶 (左)、陸定光 (中) 和陳曉鋒為台下觀眾解答問題。
Mr Stanley Poon (left), Dr Sheriff Luk (center) and Mr Hill Chen hosted a Question & Answer session.

商業顧問實習計劃

香港大學經濟及工商管理學院自2009年起推行「商業顧問實習計劃」，由駐院顧問及資深講師帶領二、三年級的經濟及工商管理的學生，免費為中小企業提供度身訂造之商業顧問服務。

品牌局於2010年繼續擔任「計劃」的支持機構，並推介5間會員或聯繫企業參與，以品牌發展或開拓內地市場作為顧問服務的範疇。



中小企業「營商友導計劃」

特區政府工業貿易署中小企業支援與諮詢中心於2008至2010年期間推行第六屆「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。

香港品牌發展局為「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。

Business Consulting Practicum

Since 2009, the Faculty of Business and Economics of the University of Hong Kong has organized the “Business Consulting Practicum”, which provides free-of-charge business consulting service for SMEs. The consultant team is made up of second and third year university students, supervised by project consultant and a team of veteran lecturers.

The BDC continued to act as a supporting organization for the 2010 Project. Under recommendation of the BDC, five members or associated companies were admitted as the participants to receive consultancy on brand development or business strategies for tapping into Mainland market.

SME Mentorship Program

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government launched the sixth SME Mentorship Program in October 2008. The 12-month Program aimed 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 counseling.

As one of the supporting organizations of the Program, the BDC assisted in recruiting entrepreneurs as mentors and matching mentors with mentees.



- 1) 品牌局理事吳秋全應邀於「品牌管理知多D」講座發表演講。
Mr Charles Ng, a General Committee Member of the BDC was invited to speak at the Seminar on “Brand Management”.
- 2) 香港品質保證局的代表分享推行「HACCP」系統管理的經驗。
Representative from Hong Kong Quality Assurance Association shared experience on the implementation of “HACCP” management system.
- 3) 品牌管理專家李惠儀於「愛 Brand 才會贏」工作坊上講解品牌管理及傳訊的概念。
Brand management expert Ms Melanie Lee elaborated on the key concepts of brand management and brand communication at the Workshop on “Brand: We are Loving It”.
- 4) 市場策劃專家張天秀於午餐講座上講解創意營銷策略。
Marketing strategy professional Mr Baniel Cheung introduced creative ways of doing alternative marketing at a Luncheon.

研討會 / 培訓項目

品牌局經常舉辦或協助其他機構舉辦研討會、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，推動業界和公眾樹立品牌文化。

品牌局舉辦 / 參與之其他研討會及工作坊

(表四)

舉辦日期	內容主題	出席人數	品牌局角色
2009 年			
7 月 15 日	有質有「品」系列研討會：環境管理體系	約 40 人	主辦
8 月 8 日	維多利亞青年商會之「2009 創意品牌之企業形象」研討會	約 50 人	合辦
9 月 3 日	英國特許市務學會之「如何借助品牌力量提供獨樹一格客戶服務」講座	約 30 人	合辦
9 月 11 日	香港理工大學之「情感化品牌策略與零售管理」工作坊	約 30 人	協辦
9 月 14 日	有質有「品」系列研討會：社會責任	約 20 人	主辦
9 月 17 日	香港董事學會董事研討會 2009	約 100 人	支持機構
9 月 18 日	品牌局與香港大學專業進修學院合辦之「揭開建立品牌的奧秘」論壇	約 200 人	合辦
10 月 22 日	「另類營銷策略」午餐講座	約 20 人	主辦
10 月 23 日	「中小企與品牌創建：你已準備好了？」講座	逾 100 人	主辦
11 月 8 日	香港工業專業評審局及香港理工大學企業發展院合辦之「重環保、創品牌、開拓新天地」研討會	約 150 人	支持機構
11 月 19 日	有質有「品」系列研討會：HACCP 危害分析和關鍵控制點	約 20 人	主辦
12 月 1 日	香港理工大學亞洲品牌管理中心之「第五屆品牌管理國際會議」	約 200 人	支持機構
12 月 2 日	香港專業教育學院之「品牌管理知多 D」講座	約 50 人	支持機構
2010 年			
3 月 3 日	品牌局與香港大學專業進修學院合辦之「愛 Brand 才會贏」工作坊	約 50 人	合辦
3 月 31 日	「中小企與品牌創建：品牌管理的決策過程」講座	約 140 人	主辦
5 月 19 日	香港貿易發展局之「中國企業領袖年會 2010 香港論壇」	約 100 人	支持機構
5 月 20 日	持續發展委員會之「共建未來：可持續發展的營商之道」研討會	約 100 人	支持機構
5 月 28 日	「中小企與品牌創建：中國市場的實戰經驗」講座	逾 120 人	主辦



陳淑玲於「重環保、創品牌、開拓新天地」研討會擔任主講嘉賓。
Ms Shirley Chan was the keynote speaker at the Seminar on "Environmental Protection and Branding".

Seminars and Training

The BDC often hosts or co-organizes seminars and training workshops, in an attempt to disseminate information and facilitate knowledge transfer, and to foster a branding culture among our industries and the public.

BDC's Presence in Exhibitions and Showcase

(Table 4)

Date	Activity	Audience Number	Role of BDC
Year 2009			
15 July	Serial Seminar on “Quality Management from Branding Perspective – ISO14001”	About 40	Organizer
8 August	“InnoBrand 2009 – Corporate Identity Seminar” by the Victoria Junior Chamber	About 50	Co-organizer
3 September	“How to Deliver a Signature Service with the Power of Branding” Seminar by Chartered Institute of Marketing	About 30	Co-organizer
11 September	Workshop on “Emotional Brand Strategies and Retail Management” by the Hong Kong Polytechnic University	About 30	Supporting Organizer
14 September	Serial Seminar on “Quality Management from Branding Perspective – Corporate Social Responsibility”	About 20	Organizer
17 September	Directors’ Symposium 2009 by the Hong Kong Institute of Directors	About 100	Supporting Organizer
18 September	“Uncovering the Myth of Building Brands” Forum by the BDC and HKU SPACE	About 200	Co-organizer
22 October	Lunch Talk on “Alternative Marketing Strategies”	About 20	Organizer
23 October	Serial Seminar on “Building Brand Equity for SMEs: Are You Ready?”	Over 100	Organizer
8 November	Seminar on “Environmental Protection and Branding” by the Professional Validation Council of Hong Kong Industries and Institutes for Enterprise of Hong Kong Polytechnic University	About 150	Supporting Organizer
19 November	Serial Seminar on “Quality Management from Branding Perspective – HACCP”	About 20	Organizer
1 December	“The Fifth International Conference on Brand Management” by the Asian Centre for Brand Management of the Hong Kong Polytechnic University	About 200	Supporting Organizer
2 December	Seminar on “Brand Management” by the Hong Kong Institute of Vocational Education	About 50	Supporting Organizer
Year 2010			
3 March	Workshop on “Brand: We are Loving It” by the BDC and HKU SPACE	About 50	Co-organizer
31 March	Serial Seminar on “Building Brand Equity for SMEs: Decision Making Process of Brand Management”	About 140	Organizer
19 May	“China Entrepreneur Summit – 2010 Hong Kong Forum” by the Hong Kong Trade Development Council	About 100	Supporting Organizer
20 May	“Sustainable Business for Our Future” Conference by the Council for Sustainable Development	About 100	Supporting Organizer
28 May	Serial Seminar on “Building Brand Equity for SMEs: Real-life Branding in China”	Over 120	Organizer

品牌推廣及交流

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，並透過設立展板和產品展示專櫃等形式，推介「香港名牌」及「香港服務名牌」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

(表五)

舉辦日期	活動名稱	地點	展示內容
2009 年			
8月13日至17日	國際現代化中醫藥及健康產品展覽會暨會議2009	香港	設立展板
8月14日至17日	香港名牌潮流精品展	香港	設立展板及展示專櫃；9家企業參與產品展示
9月8日至11日	第13屆中國國際投資貿易洽談會	廈門	設立展板；17家企業參與產品展示
10月15日至19日	第106屆中國進出口商品交易會	廣州	設立展板；17家企業參與產品展示
10月22日至25日	第十四屆澳門國際貿易投資展覽會	澳門	設立展板
12月3日至5日	創新科技及設計博覽	香港	設立展板；12家企業參與產品展示
12月12日至2010年1月4日	第44屆香港工展會	香港	設立展板；網站宣傳
2010 年			
1月8日至12日	香港潮流商品(廣州)展覽會	廣州	設立展板；17家企業參與產品展示
1月26日	2009年香港名牌選舉暨香港服務名牌選舉頒獎典禮	香港	大型展板展示29間得獎公司資料
1月26日至2月8日	香港貿易發展局設計廊展示	香港	展出2009年「香港名牌」及「香港服務名牌」得獎公司產品/資料
1月28日至2月2日	工展會 香港時尚產品博覽會	南寧	設立展板
4月30日至5月4日	香港時尚購物展．福州	福州	設立展板；20家企業參與產品展示
6月15日至19日	第21屆中國哈爾濱國際經濟貿易洽談會	哈爾濱	設立展板；16家企業參與產品展示

Brand Promotion and Exchanges

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 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awardees 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 5)

Period	Event	Location	Promotion Activity
Year 2009			
13 to 17 August	2009 International Conference and Exhibition of the Modernization of Chinese Medicine & Health Products	Hong Kong	Display board
14 to 17 August	Hong Kong Lifestyle Showcase 2009	Hong Kong	Display board and product showcase (9 companies)
8 to 11 September	The 13th China International Fair for Investment and Trade	Xiamen	Display board and product showcase (17 companies)
15 to 19 October	The 106th China Import and Export Fair	Guangzhou	Display board and product showcase (17 companies)
22 to 25 October	The 14th Macao International Trade and Investment Fair	Macau	Display board
3 to 5 December	Inno Design Tech Expo	Hong Kong	Display board and product showcase (12 companies)
12 December to 4 January, 2010	The 44th Hong Kong Brands and Products Expo	Hong Kong	Display board and internet promotion
Year 2010			
8 to 12 January	2010 Hong Kong Consumer Products Expo, Guangzhou	Guangzhou	Display board and product showcase (17 companies)
26 January	2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony	Hong Kong	Display board (for 29 winners of the 2009 Awards)
26 January to 8 February	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Showcase and display board (for 29 winners of the 2009 Awards)
28 January to 2 February	Hong Kong Trendy Products Expo	Nanning	Display board
30 April to 4 May	Style Hong Kong Show in Fuzhou	Fuzhou	Display board and product showcase (20 companies)
15 to 19 June	The 21 st International China Harbin Fair For Trade and Economic Cooperation	Harbin	Display board and product showcase (16 companies)



- 1) 品牌局於「香港名牌潮流精品展」設立展示攤位。
The BDC set up an exhibition booth at the "Hong Kong Lifestyle Showcase 2009".
- 2) 「第 106 屆中國進出口商品交易會」的「香港名牌」產品展示攤位。
The booth of "Hong Kong Top Brands" at the "106th China Import and Export Fair".
- 3) 品牌局率領「香港名牌」得獎公司參加「香港時尚購物展·福州展覽會」，並進行產品展示。
Under the coordination of the BDC, selected Awardees of Hong Kong Top Brand showcased their products at the "Style Hong Kong Show in Fuzhou".
- 4) 香港潮流商品（廣州）展覽會的「香港名牌」展示專櫃。
The showcase of "Hong Kong Top Brands" at the "Hong Kong Consumer Products Expo, Guangzhou".
- 5) 2009 年「香港名牌選舉」及「香港服務名牌選舉」之得獎公司的產品和資料於「設計廊」展出。
Products and information of the winners of 2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards were displayed at the Design Gallery.
- 6) 品牌局於「第 21 屆中國哈爾濱國際經濟貿易洽談會」設立「香港名牌產品展示專櫃」。
The BDC set up "Hong Kong Top Brand Product Showcase" at the "21st International China Harbin Fair For Trade and Economic Cooperation".
- 7) 品牌局參與「2009 創新科技及設計博覽」。
The BDC participated in the "2009 Inno Design Tech Expo".
- 8) 2009 年「香港名牌選舉」及「香港服務名牌選舉」於第 44 屆「香港工展會」進行公眾投票。
2009 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the "44th Hong Kong Brand and Product Expo".

香港國際機場

「香港名牌巡禮」展示廊

得蒙香港機場管理局的鼎力協助，品牌局自2009年6月起於香港國際機場設立為期9個月的「香港名牌巡禮」大型展示廊。其中，第二和第三期的展示分別於2009年9月至年11月以及2009年12月至2010年2月期間舉行；展出了歷屆「香港名牌選舉」、「香港服務名牌選舉」得獎者名單以及16個本地著名品牌的代表性產品，向市民和世界各地的旅客展示香港品牌的最強陣容和最新風貌。



品牌局於香港國際機場「香港名牌巡禮」展示廊舉辦第二期產品展示。

The BDC stage the second phase exhibition at "The Parade of Hong Kong Top Brands" Gallery at Hong Kong International Airport.

Gallery at Hong Kong International Airport

Under the support of Hong Kong Airport Authority (HKAA), the BDC set up a gallery under the banner of "The Parade of Hong Kong Top Brands" at the Hong Kong International Airport from June 2009 to February 2010.

Apart from a large-scale information panel to introduce Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards, the Gallery also featured a showcase to display representative products of 16 awardees at its Phase Two (from September to November 2009) and Phase Three (December 2009 to February 2010) exhibition, demonstrating to overseas travelers the strongest line-up and latest achievements of Hong Kong brands.

交流與互動

品牌局透過參與本港和內地的論壇或交流會、接洽來自國內和海外的訪問團等活動，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。

Exchanges and Networking

The BDC has been actively expanding its networking with governments, industrial organizations and enterprises in Hong Kong, Mainland and overseas, through convening meetings, attending forums, participating in exchange programs, receiving delegations, as well as other channels.

品牌局參與之交流活動 BDC on Exchange Programs

(表六) (Table 6)

舉辦日期 Date	內容主題 Activity	地點 Location	品牌局角色 Role of BDC
2009年 Year 2009			
6月30日 30 June	香港生產力促進局之「香港工業諮詢群組網」諮詢會 Consultation Session of "Hong Kong Industry Network Clusters" by Hong Kong Productivity Council	香港 Hong Kong	出席 Participant
7月30日 30 July	中央駐港聯絡辦公室經濟部貿易處「香港品牌進入內地」座談會 Consultative Meeting on "Hong Kong Brands in the Mainland Market" by the Trade Office of the Economic Affairs Department of the Liaison Office of the Central People's Government in HKSAR	香港 Hong Kong	合辦 Co-organizer
10月22日 22 October	英國特許市場學會晚宴 Gala Dinner by Chartered Institute of Marketing	香港 Hong Kong	出席 Participant
11月27日 27 November	HKU SPACE金融商業學院之「商業研究諮詢委員會週年午宴」 "Business Studies Advisory Board Annual Luncheon" by the College of Business and Finance of HKU SPACE	香港 Hong Kong	出席 Participant
12月4日 4 December	國家質量監督檢驗檢疫總局副局長蒲長城到訪 Visit by Mr Pu Changcheng, Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ)	香港 Hong Kong	接待訪問團 Receiving delegation
2010年 Year 2010			
4月15日 15 April	中山大學港澳珠江三角洲研究中心代表團 Delegation from the Centre for Studies of Hong Kong, Macau and Pearl River Delta of Sun Yet-Sen University	香港 Hong Kong	接待訪問團 Receiving delegation
5月12日 12 May	山東省「品牌創意研討活動」訪港團 Visit by Branding Study Mission of Shangdong Province	香港 Hong Kong	接待訪問團 Receiving delegation

2009《香港名牌巡禮》

《香港名牌巡禮》由香港品牌發展局和香港中華廠商聯合會共同編製，以中英對照、圖文並茂的形式，將百餘個香港原創品牌膾炙人口的成功故事和難能可貴的心得經驗集結成書，亦記載了「香港名牌選舉」和「香港名牌服務選舉」的發展概況和演變歷程。

恰逢「香港名牌選舉」創立十周年，《2009香港名牌巡禮》特闢專門章節，介紹有關的慶典和紀念活動；並回顧香港品牌過去十年間的沿革與嬗遞。書籍於2009年7月出版，以中英雙語編印，合計308頁。

《2009香港名牌巡禮》共發行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

品牌局於2009年推出全新的官方網站(www.hkbrand.org)。新網站增加了多方面的資訊內容，現有的主要欄目包括「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。網站既是品牌局向公眾介紹其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。

《香港名牌巡禮2009》的電子版本亦同步上載於網站的「名牌巡禮」欄目，利用電子商貿的渠道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 2009

“The Parade of Hong Kong Top Brands” is jointly published by the BDC and the CMA. Abundant in information and pictures, this bilingual booklet is a collection of the success stories and precious experience of some 100 Hong Kong brands, as well as stocktaking of the development trajectory of Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards.



The 2009 edition of “The Parade of Hong Kong Top Brands” was published in July 2009. This 308-page bilingual booklet includes a special charter to re-capture programs in celebrations of the 10th Anniversary of the Hong Kong Top Brand Awards, while taking a retrospective look at the Awards’ evolutionary changes.

With a circulation volume of 3,000, the booklet was distributed to over 600 organizations, 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 even overseas.

BDC Website

The BDC revamped its official website (www.hkbrand.org) in the end of 2009. The new website provides richer and more versatile information through a refined structure that is divided into several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, and “Top Brand Gallery”, “Brand Resource Center” and “Member Service”.

The website is an important channel to update the public of the Council’s activities and services, and it also serves as a specialized on-line platform for promoting Hong Kong brands.

The electronic version of “The Parade of Hong Kong Top Brands 2009” was uploaded onto the BDC website under the column of “Top Brand Gallery”, in an attempt to extend the promotion coverage to overseas business and consumers via e-commercial channel.



- 黃家和副主席接待中山大學港澳珠江三角洲研究中心陳廣漢教授一行，雙方就「珠三角」的品牌發展交換意見。
The BDC Vice-Chairman Mr Simon Wong exchanged views on the brand development in PRD with a delegation led by Professor Guanghan Chen, Director of the Centre for Studies of Hong Kong, Macau and Pearl River Delta of Sun Yet-Sen University.
- 山東省「品牌創意研討活動」訪港團一行二十人到訪品牌局。
A 20-delegate study mission from Shangdong Province visited the BDC to exchange views on creative branding.
- 國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。
Mr Pu Changcheng, Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine, visited the BDC.

會務活動

第三屆理事會的產生

香港品牌發展局於2010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香港中華廠商聯合會委任之「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2009年底委任陳淑玲、倪錦輝及李惠中為品牌局第三屆理事會的「委任理事」，其中陳淑玲再次獲委任為新一屆理事會主席。廠商會並依照章程規定，於2010年初提名了12名「選任理事」的候選人。「選任理事」選舉於2010年2月23日至3月11日舉行，並於3月18日在義務法律顧問周紹榮律師和梁世華總裁的監察下完成點票工作；12名候選人均以高票當選。

品牌局第三屆理事會於4月1日正式就職並於4月13日舉行第一次會議，議決通過由倪錦輝、黃家和及李惠中理事出任副主席，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、香港職業訓練局、香港零售管理協會及香港設計師協會等七個機構委派代表出任「派任理事」。

第三屆理事會由香港特區政府商務及經濟發展局局長劉吳惠蘭擔任名譽贊助人，工業貿易署署長關錫寧和創意香港辦公室香港總監廖永亮擔任名譽顧問；廠商會會長黃友嘉為品牌局名譽主席，而周紹榮律師則續任義務法律顧問。



第三屆理事會於第一次會議後合照。

General Committee Members posed for a group photo after the first meeting of 3rd General Committee.

In-house Activities

Formation of the Third General Committee

The Third General Committee of the BDC was formed in early 2010. 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 organizations upon invitation of the BDC).

In late 2009, the CMA appointed Ms Shirley Chan, Dr Danny Ngai and Mr Charlie Lee to the Third General Committee of the BDC, with Ms Shirley Chan being re-appointed as the Chairperson. In early 2010, 12 candidates for the “Elected Members” were nominated by the CMA pursuant to the Election Rules of the BDC, and the voting took place from 23 February to 11 March 2010. After the voting tickets were counted under the scrutiny of Honorary Legal Advisor Mr Joseph Chow and Chief Executive Officer Mr Paul Leung on 18 March 2010, it was announced that all the 12 candidates were elected by a high number of votes.

The Third General Committee took office on 1 April and the first meeting was held on 13 April 2010, at which Dr Danny Ngai, Mr Simon Wong and Mr Charlie Lee were elected as Vice-Chairmen by the members present. The General Committee also resolved to invite “Nominated Members” from 7 organizations, namely the Hong Kong Trade Development Council, Hong Kong Productivity Council, Hong Kong Tourism Board, Hong Kong Polytechnic University, Vocational Training Council, Hong Kong Retail Management Association, and Hong Kong Designers Association.

Besides, the General Committee is honored to have Mrs Rita Lau, Secretary for Commerce and Economic Development, as the Honorary Patron, with Ms Maria Kwan, Director-General of Trade and Industry, and Mr Jerry Liu, Head of Create Hong Kong, being the Honorary Advisors. Dr David Wong, President of the Chinese Manufacturers' Association of Hong Kong, is the Council's Honorary Chairman, and Mr Joseph Chow has been re-appointed as the Honorary Legal Advisor.

「選任理事」選舉在周紹榮義務法律顧問及梁世華總裁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 Honorary Legal Advisor Mr Joseph Chow and Chief Executive Office Mr Paul Leung.



2009 會員大會

品牌局於2009年9月23日假廠商會會議廳舉行周年大會，由陳淑玲主席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約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，包括就促進中小企業發展品牌向政府提出建議、舉辦慶祝「香港名牌選舉」創立十周年的系列活動、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。大會並一致通過理事會財務報告及核數師報告，以及續聘吳焯仁執業會計師擔任2010年度核數師。

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。

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。

理事會現任主席為陳淑玲；在過去一年共舉行了兩次會議，就推行餐飲服務評級和認證計劃的可行性以及品牌局的2010年工作計劃等事宜進行討論。

常務理事會

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陳淑玲。

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



會員公司代表於2009年度會員大會上合照。
Member representatives posed for a group photo at the 2009 Annual General Meeting.

2009 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 23 September 2009. Ms Shirley Chan, the BDC Chairman was the Chairman of AGM and delivered a speech. She reviewed the major work of the BDC in the last year, including lobbying the Government to facilitate the branding initiatives of SMEs, organizing a series of activities to celebrate the 10th Anniversary of Hong Kong Top Brand Awards, 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 appointed as the Auditor for the Year 2010. 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.

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.

Chaired by the BDC Chairman Ms Shirley Chan, the General Committee held two meetings in the past year to discuss the feasibility of introducing a grading and certification scheme for catering service and to review the 2010 Year Plan of the Council.

Executive Committee

The BDC also 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 Ms Shirley Chan is the Chairman of the Executive Committee.

Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organizing brands awards and other brand-related recognition

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主席由陳淑玲兼任。委員會擔任2009年「選舉」初賽的評審團，於2009年11月20日完成兩個「選舉」入圍品牌的遴選工作。委員會並於2010年4月26日及6月9日舉行兩次會議，討論2010年「名牌選舉」的安排以及「香港新星品牌選舉暨香港新星服務品牌選舉」的推行方案等。

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黃家和兼任主席，委員主要是來自工商、學術、法律、設計等界別的專業人士。委員會於2010年6月3日召開會議，就2010年「香港新星品牌選舉暨香港新星服務品牌選舉」的技術細節及安排進行討論。

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李惠中兼任主席。委員會於2010年6月1日舉行會議，討論品牌局2010年的各項重要活動的宣傳計劃以及2010年「香港新星品牌選舉暨香港新星服務品牌選舉」的推廣方案，並就如何提升品牌局在展覽活動中的機構形象進行研究。

財務委員會

財務委員會的職能是指導及監察香港品牌發展局的財務工作，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倪錦輝兼任主席。

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170多家公司成為品牌局的公司會員。

programs, 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 chaired by the BDC Chairman Ms Shirley Chan. It acted as the Preliminary Judging Panel of the 2009 Awards to select the shortlisted entries on 20 November 2009. The Committee held meetings on 26 April 2010 and on 9 June 2010 to discuss the schedule for 2010 Awards and to formulate an implementation plan of “Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards”.

Technical Advisory Committee

The Technical Advisory Committee advises on the judging criteria of brand awards and technical aspects of the certification scheme, 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 Mr Simon Wong, the Committee is made up of domain experts who are industrialist, academic, legal expert, designer or other professionals. It held a meeting on 3 June 2010 to discuss on technical issues and implementation details of “2010 Hong Kong Emerging Brand Awards and Hong Kong Emerging Service 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 organizations. Besides, it also provides guidance on memberships affairs such as recruitment, administration and services.

Currently chaired by the BDC Vice-Chairman Mr Charlie Lee, the Committee held a meeting on 1 June 2001 to endorse the 2010 promotional plans of the Council's major activities especially the “Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards” and to study the ways forward to boost the organizational image of the BDC in exhibitions.

Finance Committee

The Finance Committee is set up to advise on and monitor the financial affairs of the BDC, and to study on the strategies for improving the Council's financial soundness in the long run. The Finance Committee is chaired by the BDC Vice-Chairman Dr Danny Ngai.

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 organizations in sympathy of our objectives to become Corporate Members or Associate Members. Since the establishment of BDC in August 2005, the BDC has successfully admitted over 170 Corporate Members.

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、顧問介紹服務等。
- 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 organized by the BDC in Hong Kong, Mainland and overseas.
- Attend seminars, training programs, 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, and 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 discount 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。品牌局致力於提高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，由主管商務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，提升香港品牌的市場影響力；定期舉辦「中小企業品牌群策營」，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 CMA), the Hong Kong Brand Development Council (the 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 “Financial 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 organizations. 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 organizer 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. It organizes “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 programs 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 globalization, coupled with the rise of knowledge economy, has ushered in a “brand era”, where brand-building is becoming a must strategy for an organization 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** :

陳淑玲 Ms Shirley S L Chan

副主席 **Vice-Chairmen** :

倪錦輝 Dr Danny K F Ngai, JP

黃家和 Mr Simon K W Wong, JP

委員 **Committee Members** :

楊志雄 Mr Johnny C H Yeung

吳清煥 Mr Ng Ching Wun

李慧芬 Ms Stella W F Lee

余立明 Mr Michael L M Yu

李嘉音 Ms Lee Jai Ying

查毅超 Mr Sunny N C Chai

楊華勇 Mr Johnny W Y Yeung

周紹榮 Mr Joseph S W Chow

盧金榮 Dr Lo Kam Wing

蔡志婷 Ms Eva C T Choy

鍾國斌 Mr Felix K P Chung

技術顧問委員會 Technical Advisory Committee

主席 **Chairman** :

黃家和 Mr Simon K W Wong, JP

副主席 **Vice-Chairman** :

倪錦輝 Dr Danny K F Ngai, JP

技術顧問 **Technical Advisors** :

吳宏斌 Dr Dennis W P Ng, MH

劉健華 Dr Kevin K W Lau

葉焯德 Mr Henry C T Yip

陳超宏 Mr Eric C W Chan

曾慶才 Dr Albert H C Tsang

譚沛灝 Mr Nicholas P H Tam

陸定光 Dr Sherriff Luk

周紹榮 Mr Joseph S W Chow

梁世華 Mr Paul S W Leung, SBS

財務委員會 Finance Committee

主席 **Chairman** :

倪錦輝 Dr Danny K F Ngai, JP

委員 **Committee Members** :

陳淑玲 Ms Shirley S L Chan

黃家和 Mr Simon K W Wong, JP

李惠中 Mr Charlie W C Lee

梁世華 Mr Paul S W Leung, SBS

推廣與宣傳委員會 Promotion and Advocacy Committee

主席 **Chairman** :

李惠中 Mr Charlie W C Lee

顧問 **Advisors** :

陳淑玲 Ms Shirley S L Chan

黃家和 Mr Simon K W Wong, JP

委員 **Committee Members** :

劉健華 Dr Kevin K W Lau

李嘉音 Ms Lee Jai Ying

劉相尚 Mr Liu Siong Song

沈運龍 Mr Aaron W L Shum

張壽文 Mr Stephen S M Chang

白富鴻 Mr Frank F H Pak

黃偉雄 Mr Addy W H Wong

吳秋全 Mr Charles C C Ng

郭勇維 Mr Garic Y W Kwok

「TOP 嘜」核准品牌及產品 / 服務類別 (截至 2010 年 8 月)

“Top Mark” Registered Brands and Product/Service Categories (up to August 2010)

1. 核准產品品牌及產品類別

准許證號碼	品牌	公司	核准產品類別
P001	金妹牌	四洲貿易有限公司	火腿、肉腸
P002	和興白花油	和興白花油藥廠有限公司	中成藥外擦劑 (白花油)
P003	雅蘭	雅蘭企業有限公司	彈弓床褥、枕頭、床上用品
P004	雞仔嘜	震歐線衫廠有限公司	內衣褲、保暖內衣褲
P005	美時	美時文儀有限公司	辦公室家具、辦公室座椅
P006	清泉	清泉純蒸餾水有限公司	蒸餾水、樽裝茶、樽裝果味飲品
P007	李錦記	李錦記有限公司	蠔油
P008	美玫牌	南順食品供應有限公司	麵粉
P009	豐葉	豐葉電器製造廠有限公司	萬能蘇, 插頭, 排蘇插座, 入牆開關掣, 插座, 通訊、電子插座, USB 排蘇插座, USB 萬能蘇
P011	德國寶	德國寶 (香港) 有限公司	電熱水器、抽油煙機、氣體煮食爐、廚櫃、電磁爐、冷氣機
P012	官燕棧	官燕棧國際有限公司	乾貨燕窩、健康食品 (即食燕窩、中式湯包)、名貴藥材、中藥材、乾貨海味、罐頭食品 (海味)、乾貨菌類食品、乾貨水產食品 (鱈魚肉)、乾製中式粉麵、調味醬料、健康飲品 (花旗蔘茶包)
P013	六福珠寶	六福集團 (國際) 有限公司	金銀首飾、珠寶首飾、金銀擺件
P014	聖安娜	聖安娜餅屋有限公司	麵包、中式餅及糕點、西式餅及糕點、月餅、冰皮月餅、餅乾
P016	鴻福堂	鴻福堂集團有限公司	盒裝 / 樽裝涼茶、盒裝 / 樽裝果味飲品、健康飲品、調補膏品、健康食品 (中式湯)、中式甜湯、小吃、中式餅及糕點 (蘿蔔糕)、急凍快餐、樽裝水
P018	龍發製藥	龍發製藥 (香港) 有限公司	中藥保健產品 (排毒美顏寶、補氣養血寶)、食用補充品 (靈芝、冬蟲夏草)
P019	金象牌	金源米業有限公司	米
P021	天廚	香港天廚有限公司	味精、食用補充品 (蜂膠、蜂膠液、蜂王漿)、菌類食品、海產食品 (即食海苔及烤海苔)、健康食品 (蜂蜜)、名貴藥材 (石斛)
P022	恆香	恆香老餅家有限公司	月餅、中式餅及糕點、臘味
P023	壽桃牌	新順福食品有限公司	新鮮中式粉麵、乾製中式粉麵、即食粉麵
P024	美心	美心食品有限公司	月餅、冰皮月餅、中式餅及糕點、臘味
P025	金至尊	金至尊珠寶 (香港) 有限公司	金銀首飾、珠寶首飾、金銀擺件
P026	老行家	老行家 (香港) 有限公司	健康食品 (即食燕窩)
P027	鱈魚恤	鱈魚恤有限公司	男裝、女裝、童裝、內衣褲、服裝配飾
P028	斧頭牌	南順清潔護理研發 (香港) 有限公司	碗碟洗潔精、洗衣粉 / 液、柔順劑、家居清潔劑
P029	金像牌	南順食品供應有限公司	麵粉
P030	刀嘜	南順食油有限公司	純植物食油、配方植物食油
P031	紅燈	南順食油有限公司	純植物食油、配方植物食油
P032	獅球嘜	合興集團控股有限公司	純植物食油、配方植物食油
P033	駱駝嘜	合興集團控股有限公司	純植物食油、配方植物食油
P034	余仁生	余仁生 (香港) 有限公司	中藥保健產品、食用補充品、中成藥產品、中藥飲料沖劑、茶、花茶、健康飲品 (中藥茶包)、健康食品 (即食燕窩、中式湯包、枇杷糖、雞精)、調補膏品、名貴藥材 (花旗蔘)、乾貨海味、乾貨菌類食品
P035	雅芳婷	雅芳婷集團有限公司	床上用品、枕頭、床褥、胸圍、內衣褲、睡衣
P036	威馬	威馬企業有限公司	家用電熱式食物處理器具 (電熱煲 / 鍋、電水壺)、電磁爐、熨斗

P037	菊花牌	中華製漆(一九三二)有限公司	乳膠漆、膠玉磁漆
P038	淘大	淘化大同食品有限公司	豉油、蠔油、醋、方便醬料、調味醬料、急凍點心、急凍快餐、急凍食品(水餃及雲吞、湯圓)
P039	2036	活力健國際有限公司	食用補充品(純靈芝孢子精華,靈芝孢子油,靈芝孢子蜂膠,靈芝孢子蟲草雲芝精華,DHA靈芝孢子油,專科系列—高清配方、泌療配方、益生菌配方、排毒配方、強心配方)
P040	阿波羅	阿波羅雪糕有限公司	雪糕、冰條
P041	盞記燕窩	君政國際有限公司	乾貨燕窩、乾貨海味、急凍海味、乾貨菌類食品(花菇、髮菜)、名貴藥材(花旗蔘、冬蟲夏草)、茶、健康食品(即食燕窩)、食用補充品(冬蟲夏草、水澄珍珠)
P042	勞工牌	南順清潔護理研發(香港)有限公司	碗碟洗潔精、洗衣粉、家居清潔劑、漂白水/漂漬劑
P043	馬獅龍	馬獅龍有限公司	男裝、女裝、服裝配飾
P044	慕詩	慕詩(香港)有限公司	女裝、服裝配飾
P045	八珍	八珍國際有限公司	醋、豉油、調味醬料、月餅、中式餅及糕點
P046	大班	大班麵包西餅有限公司	中式餅及糕點、冰皮月餅、西式餅及蛋糕、餅乾、麵包、三文治、糖果
P047	捷榮	捷榮咖啡有限公司	咖啡、茶、罐裝飲品(咖啡及茶)、糖包、奶
P048	榮華	榮華食品製造業有限公司	中式餅及糕點、西式餅及蛋糕、月餅、冰皮月餅、餅乾、臘味
P049	燕之家	燕之家燕窩專門店有限公司	乾貨燕窩、健康食品(即食燕窩、燕窩糖果、中式湯)、健康飲品(燕窩飲品)
P050	嘉頓	嘉頓有限公司	餅乾、月餅、中式餅及糕點
P051	東方紅	東方紅藥業有限公司	乾貨燕窩
P052	大排檔	金百加發展有限公司	茶
P053	綠	綠有限公司	穀類(燕麥)
P054	四洲	四洲集團有限公司	海產食品(即食海苔)
P055	漢生堂	漢生堂藥業有限公司	中藥保健產品(資榮女貞丸、資榮元陽丹)
P056	草姬	草姬國際有限公司	食用補充品(靈芝孢子、冬蟲夏蟲、調經緊緻寶、元氣腎寶、蜂膠精華、亮日靈、舒絡適、活心寶、藥效雲芝、救肝、髮威)、健康飲品(中藥茶包)
P057	快譯通	權智(國際)有限公司	電子辭典、多媒體電子辭典
P059	美馳圖	美昌玩具製品廠有限公司	多功能合金模型產品、合金模型產品、合金玩具產品
P060	Sinomax	聖諾盟健康家居用品有限公司	枕頭
P061	Dr. Kong	Dr. Kong 健康鞋專門店	男裝鞋(皮鞋、運動鞋)、女裝鞋(皮鞋、運動鞋、涼鞋)、童裝鞋(皮鞋、運動鞋)、鞋履配件、足部護理產品、護脊書包
P062	港華紫荊	香港中華煤氣有限公司	台式燃氣煮食爐、嵌入式燃氣煮食爐、抽油煙機、燃氣熱水器、燃氣採暖掛爐、消毒碗櫃
P063	安莉芳	安莉芳(香港)有限公司	胸圍、內衣褲、功能性內衣褲、泳衣、睡衣
P064	建樂士	建業五金塑膠廠有限公司	不銹鋼煮食用具、保溫器具、塑膠廚房器具、家用電熱式食物處理器具(電熱水壺、電咖啡壺、電多士爐)
P065	御藥堂	御藥堂(控股)有限公司	食用補充品(冬蟲夏草、冬蟲夏草 Cs-4、解便通、護眼清、關節活、破壁純靈芝孢子、淨肝健、白滑美肌錠)
P066	盛威	盛威安全設備有限公司	保險箱、防火保險箱、數碼制式保險箱
P067	千里眼	千里眼控股有限公司	視像監察系統、應用軟件(視像監察系統)
P068	樓上	樓上燕窩莊有限公司	乾貨燕窩、名貴藥材、中藥材、乾貨海味、乾貨水產食品、急凍海味、急凍水產食品、乾貨菌類食品、健康食品(即食燕窩)、調補膏品、調味醬料(XO醬)、茶、臘味、雜項食品
P069	家得路	家得路美國天然健康食品有限公司	食用補充品(全效關節專家、藍莓護眼系列、兒童DHA活腦補眼配方、兒童牛初乳強健配方)
P070	力勁	力勁機械廠有限公司	熱室壓鑄機、冷室壓鑄機、注塑機、數控加工中心

P072	汁先生	時鮮 汁國際	冷凍果汁、非冷凍果汁
P073	鴻星	金瓶實業有限公司	零食(脆脆銀魚)、樽裝果味飲品、臘味、調味醬料、中式餅及糕點、月餅、熟食食品(盤菜)、乾貨海味、即食海味、罐頭食品(海味)
P074	太古	太古糖業有限公司	白糖、黃糖、冰糖、方糖、糖粉及糖霜、糖包、糖漿
P075	同珍	同珍醬油罐頭有限公司	豉油、醋、蠔油、調味醬料、方便醬料
P076	五色靈芝	維特健靈健康產品有限公司	食用補充品(五色靈芝)
P077	西德板	群興有限公司	高壓防火膠板、高壓防火膠板(預製門板、預製檯面板)
P078	海馬牌	七海化工(集團)有限公司	床褥,枕頭,床上用品,家具,沙發、椅
P079	茲曼尼	歐達家具有限公司	沙發、椅
P080	青洲英坭	青洲英坭有限公司	水泥
P081	蛋撻王	蛋撻王控股有限公司	西式餅及蛋糕,麵包,中式餅及糕點,點心,甜品,月餅,餅乾,樽裝健康飲品,樽裝咖啡、茶,樽裝涼茶,樽裝果味飲品
P082	南北行	南北行參茸葯材有限公司	乾貨燕窩、果仁、乾果
P083	安記	安記海味有限公司	即食海味、乾貨海味、急凍海味、乾貨水產食品、臘味
P084	保心安	保心安藥廠有限公司	中成藥外擦劑(保心安油、保心安膏)
P085	維新烏絲素	維特健靈健康產品有限公司	食用補充品(維新烏絲素)、中成藥外擦劑(維新烏絲素頭髮促進液)
P086	灣仔碼頭	通用磨坊食品亞洲有限公司	急凍點心、急凍食品(水餃及雲吞、湯圓)
P087	英記茶莊	英記茶莊有限公司	茶、花茶

2. 核准服務品牌及服務類別

准許證號碼	品牌	公司	核准服務類別
S001	東亞銀行	東亞銀行有限公司	企業信貸、個人信貸、信用卡、電子銀行、銀行櫃檯、自動櫃員機、保管箱、經營投資產品、證券經紀/交易、資產/財富管理、基金管理、保險代理
S002	加州紅	加州紅有限公司	卡拉OK、餐飲、派對籌劃
S003	中原地產	中原地產代理有限公司	物業經紀與代理(住宅、工商舖、寫字樓、工廠大廈)
S004	香港中國旅行社	香港中國旅行社有限公司	旅行團、票務代理、簽證代辦
S005	余仁生	余仁生(香港)有限公司	零售(藥材、中成藥、食用補充品、食品、書籍)
S006	芝柏	芝柏婚禮殿堂	攝影(影廊、外出)、禮服租賃、形象設計、影像加工製作
S007	康泰旅行社	康泰旅行社有限公司	旅行團、票務代理
S008	莎莎	莎莎國際控股有限公司	零售(化妝及護膚品、個人護理產品、食用補充品)
S009	稻香	稻香控股有限公司	中菜餐館、零售(食品)
S010	鏞記酒家	鏞記酒家集團有限公司	中菜餐館
S011	卓悅	卓悅控股有限公司	零售(化妝及護膚品、個人護理產品、食用補充品、藥物、嬰兒食品、嬰兒護理產品、其他嬰兒用品)、網上零售
S012	大昌食品市場	大昌行集團有限公司	零售(急凍食品、食品雜貨)
S013	美國冒險樂園	美國冒險樂園有限公司	機動遊戲、電動控制式遊戲、攤位遊戲、嬉戲設施、零售(小食)、派對籌劃
S015	六福珠寶	六福集團(國際)有限公司	零售(貴金屬、珠寶首飾)、批發(貴金屬、珠寶首飾)、珠寶鑑定(鑽石、翡翠)
S016	新時代卡拉OK	新時代卡拉OK有限公司	卡拉OK、餐飲
S017	零食物語	零食物語有限公司	零售(零食)
S018	實惠	實惠家居有限公司	零售(家具、家居用品、家用電器)
S019	鴻星	金瓶實業有限公司	中菜餐館、零售(食品)、到會服務
S020	太興	太興環球發展有限公司	茶餐廳、中菜餐館、零售(食品)
S021	中華商務	中華商務聯合印刷(香港)有限公司	書刊及商業印刷、安全印刷

S022	時富金融	時富金融服務集團有限公司	證券託管 / 經紀 / 交易, 證券發行 / 保薦, 期貨、貴金屬貿易經紀 / 交易, 基金管理 / 分銷, 投資產品之管理 / 分銷, 企業重組之相關金融服務, 資產管理 / 理財顧問服務, 風險投資, 保險代理 / 經紀, 項目融資, 市場研究與調查
S024	燕之家	燕之家燕窩專門店有限公司	零售 (燕窩及燕窩食品)
S025	日本城	日本城 (香港) 有限公司	零售 (家居用品、家用電器、日用雜貨、家具、食品、藥物)、廣告相關服務
S027	復康巴士	香港復康會	殘疾人士無障礙巴士服務 (穿梭、指定路線、出租)
S028	大福	大福證券集團有限公司	證券託管 / 經紀 / 交易, 證券發行 / 保薦, 外匯經紀 / 交易, 期貨、貴金屬貿易經紀 / 交易, 基金管理 / 分銷, 投資理財顧問服務, 投資產品之管理 / 分銷, 企業重組之相關金融服務, 強積金計劃管理
S029	偉邦	偉邦物業管理有限公司	物業管理 (住宅、商場、停車場、私人會所)
S030	惠康	牛奶有限公司	超級市場 (新鮮食品、熟食食品、冷凍食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)、網上零售
S032	挑戰者	挑戰者汽車服務有限公司	汽車清潔、汽車美容、汽車修理與維護
S034	DSC 德爾斯	德爾斯控股有限公司	零售 (家具、家居用品、家用電器)
S035	香港商機	香港商機有限公司	商業諮詢、生意轉讓中介、企業融資、創業投資、商業估值
S036	Jackeline 綠葉療膚中心	研創美國際機構 (遠東) 有限公司	皮膚護理及諮詢、零售 (護膚品)
S037	米蘭站	米蘭站 (香港) 有限公司	二手貨品交易 (手袋、鞋履、服裝、服裝配飾)
S039	噴射飛航	信德中旅船務管理有限公司	水上客運、餐飲、零售 (食品、其他雜項)
S040	九倉電訊	九倉電訊有限公司	固網電話、圖文傳真線路、國際長途電話、互聯網基建、互聯網管理、寬頻服務、電話接駁服務、專用網絡服務、網絡會議
S041	Ambassador 大使花禮	大寧有限公司	零售 (花卉禮品、其他禮品)、場地佈置
S042	鐳射	香港蘇寧鐳射電器有限公司	零售 (影音、攝影及數碼產品, 電腦及相關產品, 電訊器材, 其他電子產品, 家用電器)
S043	龍皇酒家	龍皇酒家飲食集團	中菜餐館
S044	東瀛遊	東瀛遊旅行社有限公司	旅行團、票務代理
S045	香港國際機場	香港機場管理局	機場服務、客運大樓及相關地產商業服務、機場零售及廣告服務、機場禁區輔助服務
S046	Market Place by Jasons	牛奶有限公司	超級市場 (新鮮食品、熟食食品、冷凍食品、食品雜貨、飲品及酒類、家庭用品、個人護理產品、藥物、寵物食品及用品、其他雜項)
S047	海皇粥店	海皇國際有限公司	中式快餐店、零售 (食品)
S048	理大護眼	理大護眼中心有限公司	普通眼科檢查、特別眼科檢查 (色覺檢查、視野檢查、青光眼檢查)、兒童視覺訓練、眼科護理及治療 (角膜矯形)、眼鏡驗配及零售
S049	信和管業優勢	信和物業管理有限公司	物業管理 (住宅、商場、寫字樓、公共機構、停車場)、護衛服務 (住宅、商場、寫字樓、公共機構、酒店及遊艇會)、清潔服務 (住宅、商場、寫字樓)
S050	儲存易迷你倉 集團	儲存易物流控股有限公司	儲存倉出租、紅酒儲存、運輸

1. Registered Brands and Products

Licence No	Brandname	Company	Product Categories
P001	Maid Brand	Four Seas Mercantile Ltd	Ham, Sausage
P002	Hoe Hin Pak Fah Yeow	Hoe Hin Pak Fah Yeow Mfy Ltd	Chinese Medicine External Analgesic (White Flower Embrocation)

P003	Airland	Airland Enterprise Co Ltd	Spring Mattress, Pillow, Beddings
P004	Chicks	Chun Au Knitting Factory Ltd	Underwear, Thermal Underwear
P005	Lamex	Lamex Trading Co Ltd	Office Furniture, Office Seating
P006	Aqua Pure	Aqua Pure Distilled Water Co Ltd	Distilled Water, Bottled Tea, Bottled Fruit-flavoured Drink
P007	Lee Kum Kee	Lee Kum Kee Co Ltd	Oyster Sauce
P008	American Roses Brand	Lam Soon Food Supply Co Ltd	Flour
P009	Fung Yip	Fung Yip Electrical Mfg Ltd	Adaptors; Plugs; Extension Sockets; Switches; Socket Outlets; Telecom, Electronics Outlets/Sockets; USB Extension Sockets; USB Adaptors
P011	German Pool	German Pool (HK) Ltd	Electric Water Heater, Range Hood, Gas Cooking Range, Kitchen Cabinet, Induction Cooker, Air Conditioner
P012	Imperial Bird's Nest	Imperial Bird's Nest International Co Ltd	Dried Bird's Nest, Health Food (Instant Bird's Nest, Chinese Soup Pack), Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Canned Food (Sea Foods), Dried Fungus Food, Dried Aquatic Food (Crocodile Meat), Dried Chinese Noodles, Seasoning Sauce, Health Drink (American Ginseng Tea Bag)
P013	Luk Fook Jewellery	Luk Fook Holdings (International) Ltd	Precious Metal Jewellery, Pearl and Gem Jewellery, Precious Metal Ornament
P014	Saint Honore	Saint Honore Cake Shop Ltd	Bread, Chinese Cakes & Confectioneries, Mooncakes, Snowy Mooncakes, Biscuit
P016	Hung Fook Tong	Hung Fook Tong Holdings Ltd	Packed/Bottled Herbal Tea, Packed/Bottled Fruit-flavoured Drink, Health Drink, Herbal Jelly, Health Food (Chinese Soup), Chinese Dessert, Snack, Chinese Cakes & Confectioneries (Turnip Pudding), Frozen Ready-made Meal, Bottled Water
P018	Long Far	Long Far Herbal Medicine Mfg (HK) Ltd	Chinese Medicine Healthcare Product (Beauty & Healthy, Female Essence), Healthcare Dietary Supplement (Lingzhi, Cordyceps Sinensis)
P019	Golden Elephant Brand	Golden Resources Development Ltd	Rice
P021	Tien Chu	The Tien Chu (HK) Co Ltd	Monosodium Glutamate, Healthcare Dietary Supplement (Propolis, Propolis Liquid, Royal Jelly), Fungus Food, Marine Food (Instant Seaweed & Roasted Seaweed), Health Food (Honey), Rare Medical Herb & Material (Dendrobium Stem)
P022	Hang Heung	Hang Heung Cake Shop Co Ltd	Mooncakes, Chinese Cakes & Confectioneries, Chinese Preserved Meat & Sausage
P023	Sau Tao	Sun Shun Fuk Foods Co Ltd	Fresh Chinese Noodles, Dried Chinese Noodles, Instant Noodles
P024	Maxim's	Maxim's Caterers Ltd	Mooncakes, Snowy Mooncakes, Chinese Cakes & Confectioneries, Chinese Preserved Meat & Sausage
P025	3D-Gold	3D-Gold Jewellery (HK) Ltd	Precious Metal Jewellery, Pearl and Gem Jewellery, Precious Metal Ornament
P026	Lo Hong Ka	Lo Hong Ka (HK) Ltd	Health Food (Instant Bird's Nest)
P027	Crocodile	Crocodile Garments Ltd	Men's Wear, Women's Wear, Kids' Wear, Underwear, Accessories
P028	Axe	Lam Soon Cleaning & Caring Laboratories (HK) Co Ltd	Dishwashing Detergents, Laundry Products, Fabric Softener, Household Cleaning Products
P029	Golden Statue	Lam Soon Food Supply Co Ltd	Flour
P030	Knife Brand	Lam Soon Oils and Fats Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P031	Red Lantern	Lam Soon Oils and Fats Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P032	Lion & Globe Brand	Hop Hing Group Holdings Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P033	Camel Brand	Hop Hing Group Holdings Ltd	Pure Vegetable Edible Oil, Formula Vegetable Edible Oil
P034	Eu Yan Sang	Eu Yan Sang (HK) Ltd	Chinese Medicine Healthcare Product, Healthcare Dietary Supplement, Chinese Proprietary Medicine, Chinese Medicine Drink Granules, Tea, Floral Tea, Health Drink (Herbal Tea Bag), Health Food (Instant Bird's Nest, Chinese Soup Pack, Herbal Smoothies, Chicken Essence), Herbal Jelly, Rare Medical Herb & Material (American Ginseng), Dried Sea Foods, Dried Fungus Foods

P035	A-Fontane	A-Fontane Group Ltd	Beddings, Pillow, Mattress, Bras, Underwear, Pyjamas
P036	Goodway	Goodway Electrical Enterprise Ltd	Household Electric Appliance with Thermo Device (Electric Cooker, Electric Kettle), Induction Cooker, Electric Iron
P037	Flower	The China Paint Mfg Co (1932) Ltd	Emulsion Paint, Synthetic Enamel
P038	Amoy	Amoy Food Ltd	Soy Sauce, Oyster Sauce, Vinegar, Convenience Sauce, Seasoning Sauce, Frozen Dim Sum, Frozen Ready-made Meal, Frozen Food (Dumpling & Wonton, Tongyuen)
P039	2036	Holistol International Ltd	Healthcare Dietary Supplement (Ganoderma Sporo-Pollen; Ganoderma Spore Lipids; Ganoderma Spore Propolis; G Spore Cordyceps Yunzhi; G Spore Lipids DHA; Specialty – Vision, Urine, Probiotic, Intestine, Heart)
P040	Appolo	Appolo Ice-Cream Co Ltd	Ice Cream, Ice Lolly
P041	First Edible Nest	Cross International Ltd	Dried Bird's Nest, Dried Sea Foods, Frozen Sea Foods, Dried Fungus Foods (Mushroom, Fat Choi), Rare Medical Herb & Material (American Ginseng, Cordyceps Sinensis), Tea, Health Food (Instant Bird's Nest), Healthcare Dietary Supplement (Cordyceps Sinensis, Pearl Capsules)
P042	Labour	Lam Soon Cleaning & Caring Laboratories (HK) Co Ltd	Dishwashing Detergents, Laundry Products, Household Cleaning Products, Bleach Products
P043	Michel René	Michel René Ltd	Men's Wear, Women's Wear, Accessories
P044	Moiselle	Moiselle (HK) Ltd	Women's Wear, Accessories
P045	Pat Chun	Pat Chun International Ltd	Vinegar, Soy Sauce, Seasoning Sauce, Mooncakes, Chinese Cakes & Confectioneries
P046	Tai Pan	Tai Pan Bread and Cakes Co Ltd	Chinese Cakes & Confectioneries, Snowy Mooncakes, Western Cakes & Confectioneries, Biscuit, Bread, Sandwiches, Confectioneries
P047	Tsit Wing	Tsit Wing Coffee Co Ltd	Coffee, Tea, Canned Drinks (Coffee & Tea), Sugar Sachet, Milk
P048	Wing Wah	Wing Wah Food Mfy Ltd	Chinese Cakes & Confectioneries, Western Cakes & Confectioneries, Mooncakes, Snowy Mooncakes, Biscuit, Chinese Preserved Meat & Sausage
P049	Home of Swallows	Home of Swallows Ltd	Dried Bird's Nest, Health Food (Instant Bird's Nest, Bird's Nest Confectioneries, Chinese Soup), Health Drink (Bird's Nest Drink)
P050	Garden	The Garden Co Ltd	Biscuit, Mooncakes, Chinese Cakes & Confectioneries
P051	Tung Fong Hung	Tung Fong Hung Medicine Co Ltd	Dried Bird's Nest
P052	Dai Pai Dong	Kampery Development Ltd	Tea
P053	Greendotdot	Greendotdot.com Ltd	Cereal (Oats)
P054	Four Seas	Four Seas Mercantile Holdings Ltd	Marine Food (Instant Seaweed)
P055	Han Sheng Tang	Han Sheng Tang Herbal Technologies Co Ltd	Chinese Medicine Healthcare Product (Plus 40 for Women, the Revitalizer; Plus 40 for Men, the Revitalizer)
P056	Herbs Generation	Herbs Generation International Ltd	Healthcare Dietary Supplement (Ganoderma Sporo-Pollen, Cordyceps Sinensis, U-Tight, Human Vital Super, Propolis Extract, Vision Pro, Joint Pro, Cardio Pro, MD Yunzhi, Liver Tonic, Hair Power), Health Drink (Herbal Tea Bag)
P057	Instant-Dict	Group Sense (International) Ltd	Electronic Dictionary, Multi-media Electronic Dictionary
P059	Maisto	May Cheong Toy Products Factory Ltd	Multi-functional Die-cast Model Products, Die-cast Model Products, Die-cast Toy Products
P060	Sinomax	Sinomax Health & Household Products Ltd	Pillow
P061	Dr. Kong	Dr. Kong Footcare Ltd	Men's Footwear (Leather Shoes, Sports Shoes), Women's Footwear (Leather Shoes, Sports Shoes, Sandals), Kids' Footwear (Leather Shoes, Sports Shoes), Footwear Accessories, Footcare Products, Chirobag
P062	Bauhinia	The Hong Kong & China Gas Co Ltd	Gas Cooking Range (Hotplate & Built-in), Range Hood, Gas Water Heater, Gas Combi-Boiler, Dish Sterilizer
P063	Embry Form	Embry (HK) Ltd	Bras, Women's Underwear, Women's Functional Underwear, Swimming Suits, Pyjamas

P064	Kinox	Kin Hip Metal & Plastic Factory Ltd	Stainless Steel Cookware & Accessories, Thermal Dispenser, Plastic Kitchen Ware, Household Electric Appliance with Thermo Device (Electric Kettle, Electric Coffee Maker, Electric Toaster)
P065	Royal Medic	Royal Medic (Holdings) Ltd	Healthcare Dietary Supplement (Cordyceps Sinensis, Cordyceps Sinensis Cs-4, Detox Solution, Eye Clear, Joints Well, Broken Ganoderma Spore, Liver Guard, Liver Whitening)
P066	Safewell	Safewell Equipment Ltd	Safe, Fireproof Safe, Digital Coding Safe
P067	TeleEye	TeleEye Holdings Ltd	Video Monitoring System, Application Software (Video Monitoring System)
P068	樓上	Hing Kee Java Edible Bird's Nest Co Ltd	Dried Bird's Nest, Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Dried Aquatic Food, Frozen Sea Foods, Frozen Aquatic Food, Dried Fungus Food, Health Food (Instant Bird's Nest), Herbal Jelly, Seasoning Sauce (XO Sauce), Tea, Chinese Preserved Meat & Sausage, Miscellaneous Food
P069	Catalo	Catalo Natural Health Foods Ltd	Healthcare Dietary Supplement (FlexiJoint Formula, Biberry Eye Formula Series, Children's DHA Formula, Children's Colostrum Formula)
P070	LK	L.K. Machinery Co Ltd	Hot Chamber Die-Casting Machine, Cold Chamber Die-Casting Machine, Plastic Injection Molding Machine, Computer Numerical Control Machine Tool
P072	Mr. Juicy	Citrus Growers International	Chilled Juice, Ambient Juice
P073	Super Star	Golden Cup Industries Ltd	Snack (Crispy Whitebait), Bottled Fruit-flavoured Drink, Chinese Preserved Meat & Sausage, Seasoning Sauce, Chinese Cakes & Confectioneries, Mooncakes, Prepared Food (Basin Dish), Dried Sea Foods, Instant Sea Foods, Canned Food (Sea Foods)
P074	Taikoo	Taikoo Sugar Ltd	White Sugar, Brown Sugar, Crystal Sugar, Sugar Cube, Powdered Sugar, Sugar Sachet, Syrup
P075	Tung Chun	Tung Chun Soy Sauce & Canned Food Co Ltd	Soy Sauce, Vinegar, Oyster Sauce, Seasoning Sauce, Convenience Sauce
P076	Vita Green Lingzhi	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (Vita Green Lingzhi)
P077	German Tops	Mutual Prosper Co Ltd	High Pressure Laminates, High Pressure Laminates (Prefabricated Doors, Prefabricated Tops)
P078	Sea Horse	Seven Sea Chemicals (Holdings) Ltd	Mattress, Pillow, Beddings, Furniture, Seating
P079	Giormani	Arredamenti Co Ltd	Seating
P080	Green Island Cement	Green Island Cement Co Ltd	Cement
P081	King Bakery	King Bakery Holdings Ltd	Western Cakes & Confectioneries; Bread; Chinese Cakes & Confectioneries; Dim Sum; Dessert; Mooncakes; Biscuit; Bottled Health Drink; Bottled Coffee, Tea; Bottled Herbal Tea; Bottled Fruit-flavoured Drink
P082	Nam Pei Hong	Nam Pei Hong Sum Yung Drugs Co Ltd	Dried Bird's Nest, Nuts, Dried Fruits
P083	On Kee	On Kee Dry Seafood Co Ltd	Instant Sea Foods, Dried Sea Foods, Frozen Sea Foods, Dried Aquatic Foods, Chinese Preserved Meat & Sausage
P084	Po Sum On	Po Sum On Medicine Factory Ltd	Chinese Medicine External Analgesic (Po Sum On Medicated Oil, Po Sum On Healing Balm)
P085	Vita Hair	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (Vita Hair), Chinese Medicine External Analgesic (Vita Hair Tonic)
P086	Wanchai Ferry	General Mills Foods Asia Ltd	Frozen Dim Sum, Frozen Food (Dumpling & Wonton, Tongyuen)
P087	Ying Kee Tea House	Ying Kee Tea Co Ltd	Tea, Floral Tea

2. Registered Brands and Services

Licence No	Brandname	Company	Service Categories
S001	BEA	The Bank of East Asia, Ltd	Corporate Loan Lending, Personal Loan Lending, Credit Card, Cyberbanking Electronic Banking, Bank Teller/Counter Services, Automatic Teller Machine, Safe, Retail Investment Product, Securities Agency/Dealing, Assets/Wealth Management, Fund Management, Insurance Agency
S002	California Red	California Red Ltd	Karaoke Box, Catering, Party Planning
S003	Centaline	Centaline Property Agency Ltd	Property Agency (Residential Property, Shops, Commercial Complex, Industrial Buildings)
S004	China Travel Service	China Travel Service (HK) Ltd	Group Tour, Ticketing & Booking Agency, Visa Agency
S005	Eu Yan Sang	Eu Yan Sang (HK) Ltd	Retail (Chinese Herbs, Chinese Proprietary Medicine, Healthcare Dietary Supplement, Food, Publications)
S006	GP	GP Harmonie Ltd	Studio Photography, Outbound Photography, Formal Wear Rental, Image Design, Imaging Processing & Productions
S007	Hong Thai Travel	Hong Thai Travel Services Ltd	Group Tour, Ticketing & Booking Agency
S008	Sa Sa	Sa Sa International Holdings Ltd	Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Dietary Supplement)
S009	Tao Heung	Tao Heung Group Ltd	Chinese Cuisine Restaurant, Retail (Food)
S010	Yung Kee Restaurant	Yung Kee Restaurant Group Ltd	Chinese Cuisine Restaurant
S011	Bonjour	Bonjour Holdings Ltd	Retail (Cosmetic & Skincare Products, Personal-care Products, Healthcare Dietary Supplement, Pharmaceuticals, Baby Food, Baby Care Products, Other Baby Products), Online Retail
S012	DCH Food Mart	Dah Chong Hong Holdings Ltd	Retail (Frozen Food, Groceries)
S013	Jumpin Gym USA	Jumpin Gym USA Ltd	Amusement Ride, Console Game, Booth Game, Playground, Retail (Snacks), Party Planning
S015	Luk Fook Jewellery	Luk Fook Holdings (International) Ltd	Retail (Precious Metals, Jewellery), Wholesale (Precious Metals, Jewellery), Jewellery Authentication (Diamond, Jadeite)
S016	Neway Karaoke Box	Neway Karaoke Box Ltd	Karaoke Box, Catering
S017	Okashi Land	Fancy Talent Ltd	Retail (Snacks)
S018	Pricerite	Pricerite Stores Ltd	Retail (Furniture, Household Products, Household Electrical Appliance)
S019	Super Star	Golden Cup Industries Ltd	Chinese Cuisine Restaurant, Retail (Food), Outside Catering
S020	Tai Hing	Tai Hing Worldwide Development Ltd	Chinese Fast Food Restaurant, Chinese Cuisine Restaurant
S021	C&C	C & C Joint Printing Co (HK) Ltd	Publication & Commercial Printing, Security Printing
S022	CASH Financial Services Group	CASH Financial Services Group Ltd	Securities Custodian/Broker/Dealing; Securities Offering/Sponsorship; Futures, Precious Metals Trading Broker/Dealing; Fund Management/Distribution; Investment Products Management/Distribution; Financial Services for Corporate Restructuring; Asset Management/Wealth Management Consulting Services; Risk Investment; Insurance Agency/Broker; Project Financing; Market Research & Survey
S024	Home of Swallows	Home of Swallows Ltd	Retail (Bird's Nest & Bird's Nest Food)
S025	Japan Home Centre	Japan Home Centre (HK) Ltd	Retail (Household Products, Household Electrical Appliance, Miscellaneous Household Items, Furniture, Food, Pharmaceuticals), Advertising Related Service
S027	Rehabus	The Hong Kong Society for Rehabilitation	Accessible Bus Service for People with Mobility Disability (Shuttle, Scheduled Route, Rental)
S028	Taifook	Taifook Securities Group Ltd	Securities Custodian/Broker/Dealing; Securities Offering/Sponsorship; Foreign Exchange Broker/Dealing; Futures, Precious Metals Trading Agency; Fund Management/Distribution; Investment Management Consultancy Services; Investment Products Management/Distribution; Financial Services for Corporate Restructuring; MPF Management

S029	Well Born	Well Born Real Estate Management Ltd	Property Management (Residential, Shopping Mall, Car Park, Private Club House)
S030	Wellcome	The Dairy Farm Co Ltd	Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Online Retail
S032	Challenger	Challenger Auto Services Ltd	Automobile Cleaning, Automobile Beauty, Automobile Repair & Maintenance
S034	DSC	DSC Holdings Ltd	Retail (Furniture, Household Products, Household Electrical Appliance)
S035	HKBI	Hong Kong Business Intermediary Co Ltd	Business Consulting, Business Brokerage, Corporate Financing, Venture Capital, Business Evaluation
S036	Jackeline Beauty Salon	Aorta International Association (Far East) Ltd	Skin Treatment and Consultation, Retail (Skincare Products)
S037	Milan Station	Milan Station (HK) Ltd	Secondhand Goods Transaction (Handbags, Shoes, Clothing, Accessories)
S039	TurboJET	Shun Tak-China Travel Ship Management Ltd	Passenger Ferry, Catering, Retail (Food, Miscellaneous Items)
S040	Wharf T&T	Wharf T&T Ltd	Fixed-line Telephone, Fax, IDD Services, Internet Access Infrastructure, Internet Access Management, Broadband Services, Call Transfer Services, Private Network Services, Web Conferencing
S041	Ambassador Flowers & Gifts	Dialink Ltd	Retail (Flower Gift, Other Gifts), Venue Decoration
S042	Citicall	Hong Kong Suning Citicall Appliance Ltd	Retail (Audio and Video Products, Photographic and Digital Products; Computer and Accessories; Telecom Device; Other Electronic Products; Home Appliance)
S043	Dragon King Restaurant	Dragon King Restaurant Group	Chinese Cuisine Restaurant
S044	EGL Tours	EGL Tours Co Ltd	Group Tour, Ticketing & Booking Agency
S045	Hong Kong International Airport	Airport Authority Hong Kong	Airport Services, Terminal Leasing and Airport Property Services, Airport Retail and Advertising, Airside Support Services
S046	Market Place by Jasons	The Dairy Farm Co Ltd	Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items)
S047	Ocean Empire Food Shop	Ocean Empire International Ltd	Chinese Fast Food Shop, Retail (Food)
S048	PolyVision	PolyVision Eyecare Ltd	Eye Examination, Special Eye Examination (Colour Vision Testing, Visual Field Testing, Glaucoma Testing), Children Vision Training, Eye Care & Treatment (Orthokeratology), Optical Dispensing & Retail
S049	Sino Property Services	Sino Estates Management Ltd	Property Management (Residential, Shopping Mall, Office, Public Organization, Car Park), Security Service (Residential, Shopping Mall, Office, Institution, Hotel & Yacht Club), Cleaning Service (Residential, Shopping Mall, Office)
S050	Storefriendly	Store Friendly Logistics Holdings Ltd	Storage Rental, Red Wine Storage, Transportation

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

富士高實業控股有限公司
Fujikon Industrial Holdings Ltd.

力勁機械廠有限公司
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.

半島針織廠有限公司
Peninsula Knitters Ltd.

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.

群邦實業有限公司
Billabong Enterprises Co 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.

京都念慈菴總廠有限公司
Nin Jiom Medicine Manufactory (HK) 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.

幸達時皮具有限公司
Hunters Leatherwaves Ltd.

香港米聯企業有限公司
H.K. Rice Merchants Enterprises Ltd.

洲亮企業(集團)有限公司
Chau Leong Enterprise (Group) Ltd.

WCJ International Ltd.
WCJ International Ltd.

新海洋塑膠工業(香港)有限公司
New Ocean Industrial (H.K.) Co Ltd.

顯藝珠寶公司
Classic Jewelry Co

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.

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.

德爾斯控股有限公司
DSC Holding 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.

本草園(香港)有限公司
Herbal-T (HK) Ltd.

鏞記酒家集團有限公司
Yung Kee Restaurant Group Ltd.

加州紅有限公司
California Red 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 Harmonic Ltd.

金瓶實業有限公司
Golden Cup Industries Ltd.

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.

香港商機有限公司
HKBI Business Intermediary Co Ltd.

森美廚柜有限公司
Sammy's Kitchen & Bath Ltd.

惠仁有限公司
Edcom 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.

大福證券集團有限公司
Taifook 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.

標緻活水有限公司
Beauty & Health Magic Water Purify Ltd

八珍國際有限公司
Pat Chun International Ltd.

永泰行海產有限公司
Wing Tai Hong Marine Products Ltd.

恭和堂有限公司
Kung Wo Tong 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.

草姬國際有限公司
Herbs Generation International Ltd.

Dr Kong 健康鞋專門店
Dr Kong Footcare Ltd.

香港品質保證局
Hong Kong Quality Assurance Agency

創盛(國際)金融有限公司
Global Best (Int'l) Financial Ltd.

實惠傢居廣場有限公司
Pricerite Stores Ltd.

權智(國際)有限公司
Group Sense (International) Ltd.

盾牌保險箱有限公司
Guarda Safe Industrial Ltd.

盛威安全設備有限公司
Safewell Equipment Ltd.

香港置業(地產代理)有限公司
Hong Kong Property Services (Agency) Ltd.

海域國際投資有限公司
Ocean Link International Investment Ltd.

百昌隆藥業有限公司
Bai Cheong Lung Medicine Ltd.

標緻活水有限公司
Beauty & Health Magic Water Purify Ltd.

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

海揚發展有限公司
Ocean Grand Development Ltd.

富城物業管理有限公司
Urban Property Management Ltd.

樓上燕窩莊有限公司
Hing Kee Java Edible Bird's Nest Co Ltd.

九倉電訊有限公司
Wharf T&T Ltd.

衍生行有限公司
Hin Sang Hong Co Ltd.

彩福集團有限公司
Choi Fook Group Co Ltd.

建業五金塑膠廠有限公司
Kin Hip Metal & Plastic Factory Ltd.

唐安麒美顏創造中心(國際)有限公司
Angel Face Beauty Creations (Int'l) Ltd.

領匯管理有限公司
The Link Management Ltd.

太古糖業有限公司
Taikoo Sugar Ltd.

時富金融服務集團有限公司
CASH Financial Services Group

港鐵公司
MTR Corporation

時鮮 汁國際
Citrus Growers International

由加利生物科技有限公司
Eucalyptus Bio Technology Co Ltd

富臨集團有限公司
Foo Lum Holdings Ltd

米蘭站(香港)有限公司
Milan Station (HK) Ltd.

大記食品有限公司
Dai Kee Food Co Ltd.

中華商務聯合印刷(香港)有限公司
C&C Joint Printing Co (HK) Ltd.

御藥堂(控股)有限公司
Royal Medic (Holdings) Ltd.

Laurence Lai Gallery
Laurence Lai Gallery.

威洋珠寶(集團)有限公司
Dynasty Jewellery Group Co Ltd.

維達時國際有限公司
Vidus International Ltd.

儲存易物流控股有限公司
Store Friendly Logistics Holdings Ltd.

球誼(嘉福)有限公司
Earth Buddy (Ka Fook) Ltd.

千色花(香港)有限公司
Fortress Chemical (HK) Co Ltd.

麥迪奧派對用品專門店有限公司
Matteo Party Ltd.

青洲英坭有限公司
Green Island Cement Co Ltd.

康進企業有限公司
Gazelle Enterprises Ltd.

通用磨坊食品亞洲有限公司
General Mills Foods Asia Ltd.

理大護眼中心有限公司
PolyVision Eyecare Ltd.

歐達傢俱有限公司
Arredamenti Co Ltd.

樂域實業有限公司
Lomak Industrial Co Ltd.

美時文儀有限公司
Lamex Trading Co Ltd.

百安力輕鋼結構產品(香港)有限公司
P&LS' Building Material (HK) Co Ltd.

泰保險財資服務有限公司
Everbest Insurance and Financial Service Ltd.

雅香園食品有限公司
YHY Food Products Ltd.

珍卡兒藥妝有限公司
Laboratory JaneClare Ltd.

科譽(香港)有限公司
Posh Office Systems (HK) Ltd.

Le Homme Branche
Le Homme Branche

時昌物流有限公司
SC Logistics Co Ltd.

七海化工(集團)有限公司
Seven Sea Chemicals (Holdings) Ltd.

保心安藥廠有限公司
Po Sum On Medicine Factory Ltd.

加零壹集團有限公司
Aman Group Ltd.

雞仔餅大王有限公司
King of Chicken Cake Ltd.

加美敦有限公司
Carmelton Co Ltd

奧麗有限公司
Oceanic Leader Ltd

玩具易控股有限公司
Toy2R (Holdings) Co Ltd

金鷹製作有限公司
Montegle Production Ltd.

美嘉(中國)有限公司
Megaford (China) Ltd.

香港蘇寧鑄射電器有限公司
Hong Kong Suning Citicall Appliance Ltd.

家得路美國天然健康食品有限公司
Catalo Natural Health Foods Ltd.

曉群製品有限公司
Top Forest Manufactory Ltd.

盈創(疊高)實業有限公司
Kado Industrial Co Ltd.

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

足富有限公司
Top Fortune Co Ltd.

聖安娜餅屋有限公司
Saint Honoie Cake Shop Ltd.

OK便利店有限公司
Circle K Convenience Stores (HK) Ltd.

Network Box Hong Kong Ltd.
Network Box Hong Kong Ltd.

璋基咖啡有限公司
Grand Coffee Co Ltd.



香港品牌發展局
Hong Kong Brand Development Council

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