



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

2010-2011

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

主席序辭 Chairman's Statement	2
理事會 General Committee	4
大事紀 BDC Chronology	5
回顧 Review	8
獻策建言 Policy Suggestions	9
品牌評審 Brand Awards	11
2010 年香港名牌選舉 2010 Hong Kong Top Brand Awards	
2010 年香港服務名牌選舉 2010 Hong Kong Top Service Brand Awards	
2010 年香港新星品牌選舉暨香港新星服務品牌選舉	
2010 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	
2010 年選舉頒獎典禮 2010 Awards Presentation Ceremony	
最佳品牌策劃獎 2010 Best Brand Idea Award 2010	
參與其他獎項 Participating in Other Awards	
標識及認證計劃 Marking and Certification Schemes	21
香港名牌標識計劃 Hong Kong Top Brand Mark Scheme	
香港製造標識計劃 Made in Hong Kong Mark Scheme	
品牌培育與教育 Brand Incubation and Education	23
中小企品牌群策營 SME Branding Club	
品牌策略管理文憑課程 Executive Diploma in Strategic Brand Management	
「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃	
"Branding for Returns: The Path to Strong Brands for SMEs" Research and Training Project	
商業顧問實習計劃 Business Consulting Practicum	
中小企業「營商友導計劃」SME Mentorship Program	
研討會 / 培訓項目 Seminars and Training	
品牌「智」勝系列研討會 Branding to Win Serial Seminar	
品牌推廣及交流 Brand Promotion and Exchanges	33
展覽及產品展示 Exhibitions and Product Showcases	
交流與互動 Exchanges and Networking	
2010《香港名牌巡禮》The Parade of Hong Kong Top Brands 2010	
官方網站 BDC Website	
會務活動 In-house Activities	40
2010 會員大會 2010 General Meeting	
委員會工作 Work of Committees	
會員招募 Member Recruitment	
會員福利 Member Benefits	43
入會資格 Membership Eligibility	
會員福利 Member Benefits	
品牌局簡介 About the Council	44
附件 Appendices	45
屬下各委員會 Sub-Committees	
「TOP 嘍」核准品牌及產品 / 服務類別 "Top Mark" Registered Brands and product / Service Categories	
會員名錄 Directory of BDC Members	



香港品牌發展局主席

陳淑玲太平紳士

Chairman of the
Hong Kong Brand Development Council
Ms Shirley Chan, JP

踏入2011年，香港經濟承接上年的強勁升勢，保持增長動力；但對業界來說，發展的前路更具挑戰性。隨著中國等新興市場迅速崛起，世界經濟的重心東移，為企業創造巨大的商機，亦帶來前所未有的考驗。另一方面，國家展開第十二個「五年規劃」，推動經濟發展方式的轉變，「珠三角」產業轉型進一步深化，促使業界必須在產品定位、業務模式、經營理念以及管理思維上作出調整。創建品牌已越來越成為企業建立競爭力的必要策略，更是港商開拓內地市場的致勝之道。根據香港中華廠商聯合會今年進行的調查，有OBM業務之企業佔回應公司的比重已達42.9%；這一數字明顯高於2010年調查的37.7%，令人感到鼓舞。

配合業界的需要，香港品牌發展局發揮「集體喉舌」的角色，透過不同渠道向香港與內地政府反映業界的訴求，積極建言獻策。品牌局促請特區政府設立名為「品牌智勝(BrandSmart)計劃」的專項基金，以強化對品牌創建和推廣活動的資助；並提出建立大中華商標互認機制的構想，倡議由內地、香港、台灣和澳門的商標主管部門牽頭，在兩岸四地推動商標註冊的互認和整合，最終成立「大中華商標聯盟」以及在區域內實施商標「一註四用」的綜合註冊。

鑑於廣東省是許多香港品牌在國內的生產基地和進軍內地市場的「橋頭堡」，品牌局於六月底組織大型代表團赴廣州訪問考察，拜訪廣東省主管外經貿、質量監督、工商及商標管理的多個政府部門，瞭解廣東省在品牌建設等方面的最新情況，亦就香港企業拓展內銷的實務性問題交換意見，為今後加強粵港在品牌方面的合作奠定了基礎。

由品牌局和廠商會舉辦的2010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，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與承擔。經過嚴格的篩選，22個品牌

Hong Kong economy has kept up the momentum on the back of last year's robust growth; yet, the road ahead is even more challenging for our industries. The epicenter of world economy is shifting towards East Asia in tandem with the rise of emerging markets notably the Mainland China, unleashing tremendous opportunities and unprecedented challenges. On the other hand, with the implementation of the National 12th Five-Year Plan, China is pressing ahead with the transformation of the economic development mode, and the industrial restructuring in the Pearl River Delta is deepening. To ride on the future developments of our country, we must adjust our product positioning, upgrade our modus operandi, review business strategy and refresh the thinking of management. Beyond doubt, brand building is taking on overwhelming importance as a must for Hong Kong companies to sharpen competitive edge and is a winning strategy for venturing into Mainland's vast domestic market. According to a survey conducted by the Chinese Manufacturers' Association of Hong Kong earlier this year, 42.9% of the responding companies indicated that they had been engaged in OBM business, representing an impressive increase in comparison to the 37.7% recorded one year ago.

As a collective voice, the BDC has effectively conveyed the concerns of the industries to the governments of both HKSAR and the Mainland, while proactively assisting in formulating policies to support brand development. The BDC submitted the "Proposal on BrandSmart Scheme", calling for a dedicated fund to sponsor brand-related activities. The Council also suggested a trademark mutual recognition and reconciliation mechanism to be established under concerted efforts of the authorities in Mainland, Hong Kong, Taiwan and Macao, which could lead to the establishment of "Greater China Trademark Alliance" and finally the availability of integrated registration across the four regions.

For many Hong Kong brands, Guangdong is not only the manufacturing base of their products but also a gateway to Mainland market. The BDC dispatched a large-scale delegation to Guangzhou in late June, which met with provincial government departments in charge of trade, quality supervision, business administration and trademark. While having a better understanding of the Guangdong's recent efforts in fostering brand development, the delegation also exchanged views with officials on issues related to domestic sales, paving the way for future cooperation across the border.

The Council and the CMA staged the 2010 Hong Kong Top Brand Awards and Hong Kong Top Service Brands Awards, which as always attracted strong participation from a wide cross-section

摘取了今屆多個獎項的桂冠；得獎者無論在知名度、經營特色、創新意念，還是品質、形象、環保和社會責任等方面，均有出類拔萃的表現，代表了「香港原創」的最高水準。

為進一步推動香港企業樹立品牌文化，品牌局和廠商會再創新猷，從2010起增設「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰本地優秀的年青品牌，激勵中小企業透過創立品牌提升增值能力和競爭能力。這兩項新選舉初試啼聲，但迅速在業界以及社會上引起熱烈的回響。在眾多的參賽者中，有10個出色的年青品牌脫穎而出，成為首批的「摘星新世代」；他們憑著無限的創意和獨樹一幟的產品或服務，以「長江後浪推前浪」的氣勢，展示了香港品牌發展的另一道亮麗風景線。

為了促進和協助中小企踏上品牌發展的道路，品牌局夥拍政府工業貿易署和香港貿易發展局舉辦大型研討會，分享新興品牌的致勝之道，解構「品牌創業」的成功要素。品牌局屬下的「中小企品牌群策營」定期舉辦多元化的活動，構建品牌知識轉移和經驗交流的平台。

推動品牌研究與教育是品牌局近年的另一項重點工作。品牌局連續三年協助香港大學經濟及工商管理學院推行「商業顧問實習計劃」；並與香港大學專業進修學院 (HKUSPACE) 合辦了多期「行政人員文憑(品牌策略管理)」課程，發揮學術界和業界的協同作用，培育本地的品牌管理專才；去年更與HKUSPACE攜手舉辦首屆「最佳品牌策劃獎」，從課程學員創作的計劃書中遴選出優秀的品牌策略和執行方案，直接檢驗教學的成效，促進理論與實踐的結合。

在「中小企業發展支援基金」的資助下，品牌局與香港理工大學合作推行為期17個月的「品牌有價：中小企創建品牌之道」研究及培訓計劃，以舉辦研討會和實戰工作坊、組織焦點小組討論、建立網上培訓指南等形式，向中小企傳授全面品牌管理方法；更將項目的主要研究成果編輯成文，在2011年初出版名為《蓄勢而發：中小企品牌「智」勝要略》案例專書，為有志發展品牌的中小企業建立參考基準，亦豐富了本地品牌教育的範例和品牌的知識儲備。

時間飛馳。第三屆理事會的任期已過了大半，品牌局亦將於明年初舉行新一屆理事選舉。在過去一年裡，得蒙各位會員的熱心支持，品牌局的各項會務均得以順利推展，我謹代表理事會致以衷心的感謝；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！

of industries. Both the quantity as well as quality of the entries stayed at a high level, a testimony to local companies' unrelenting passion for and their unswerving commitment to brand-building. Through rigorous selection, 22 brands became laureates of the 2010 Awards. These winners are impeccable paragons of "Original Hong Kong" and have exhibited outstanding performance in respect of Reputation, Distinctiveness, Innovation, Quality, Image, Environmental Performance and Social Responsibility.

As an initiative to inculcate a branding culture in Hong Kong, the BDC and the CMA launched the "Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards" in 2010, aiming to give recognition to up-and-coming young brands and encourage SMEs to enhance the value-added attributes and competitiveness through branding. This new scheme received enthusiastic response from both the industries and our community as a whole; and 10 young labels stood out from the maiden selection, adding a new chapter to the legendary epic of Hong Kong's brand development.

To encourage and assist SMEs to go branding, the BDC, together with the Trade and Industry Department and Hong Kong Trade Development Council, organized a large-scale seminar to explore the success factors for "brand entrepreneurs". And the SME Branding Club under the Council's aegis has organized activities regularly, playing a role of platform for knowledge transfer and experience sharing.

It has been another focal point of BDC's work as to promote brand research and education. While acting as a supporting organization for the "Business Consulting Practicum" project of the Faculty of Business and Economics of the University of Hong Kong since 2009, the Council has joined forces with the School of Professional and Continuing Education of HKU in delivering "Executive Diploma in Strategic Brand Management" training program for three consecutive years, with the objective of cultivating Hong Kong's brand talents by leveraging on the synergy between academic and the industries. To enhance teaching effectiveness and promote the integration of theory and practice, the organizers also jointly organized the "Best Brand Idea Award", a competition to select outstanding brand proposals prepared by the program students.

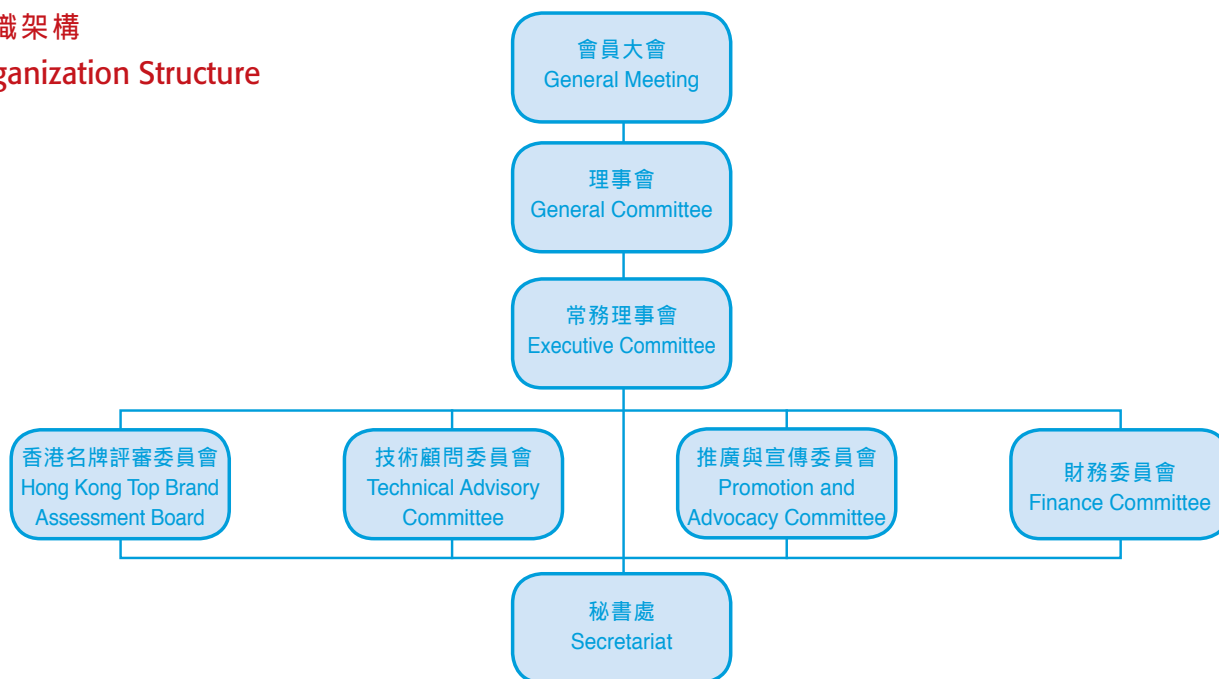
Under the sponsorship of the SME Development Fund, the Council implemented a 17-month research and training project namely "Branding for Return: The Path to Strong Brands for SMEs" in collaboration with the Hong Kong Polytechnic University. With a wide variety of deliverables including seminar and workshop series, focus group studies, and on-line training manuals, the Project helped to equip SMEs with concepts and methodology of holistic brand management. In early 2011, a casebook entitled "Ready to Go: SMEs' Winning Strategies for Brand Development" was published to document the major findings of the Project, adding value to the local knowledge reserve of brand management.

Time flies. The Third General Committee is going to complete its two-year term in six months. As the Chairman, I am grateful to have the strong support from BDC fellow members over the years; and I would like to take this opportunity to thank the Honorary Patron, Honorary Advisors, Honorary Chairman, and General Committee members for their able leadership. I also express my sincere gratitude to the devoted secretariat and the supportive Government departments and other organizations.

I am fully confident that, under the continuous support of our community, the BDC would not fail to scale new heights hand-in-hand with Hong Kong brands.

組織架構

Organization Structure



名譽贊助人 **Honorary Patron:**

蘇錦樑先生, 太平紳士 Mr Gregory K L So, 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, 太平紳士 Ms Shirley S L Chan, JP

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, 太平紳士 Mr Frank F H Pak, JP

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 (助理經理 Assistant Manager)

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 Service Limited

大事紀

BDC Chronology

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。

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。

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 Hong Kong Brand Development Council was under way.
2. In September 2004, the Award was re-named "Hong Kong Top Brand Awards" and the Hong Kong Top Brand Mark Scheme was first implemented.

2005年

1. 由廠商會牽頭的香港品牌發展局於5月完成組建工作, 並召開第一次理事會; 隨後於8月舉行成立典禮, 由工商及科技局常任秘書長俞宗怡主禮。
2. 自2005年起, 「香港名牌選舉」和「香港名牌標識計劃」成為品牌局和廠商會的合辦項目; 主辦機構並舉辦首屆「香港服務名牌選舉」。
3. 品牌局組織「中小企品牌群策營」, 10月舉行首次活動。

2005

1. Initiated by the CMA, the BDC was formed and the first General Committee Meeting was convened in May 2005. In August, the BDC Inauguration Ceremony was officiated by the Permanent Secretary for Commerce and Industry Ms Denise Yu.
2. From 2005 onwards, the Hong Kong Top Brand Awards has become a joint project of the BDC and the CMA. The "Hong Kong Top Service Brand Awards" was first launched in 2005.
3. The SME Branding Club was established and first gathering was held in October.

2006年4月

品牌局引入「香港製造標識(HK嘜)計劃」, 於8月正式啟動並頒發第一批「香港製造標識使用准許證」。

2006 April

The BDC introduced 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年8月

品牌局組織赴北京高層代表團, 拜訪國家商務部、國家質量監督檢驗檢疫總局、國家工商行政管理總局、國家商標局、中國名牌戰略推進委員會等國內品牌推進機構。

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年9月

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

2006 September

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 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".

<p>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」。</p>	<p>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>
<p>2008年10月 品牌局與香港大學專業進修學院合辦「行政人員文憑(品牌策略管理)」課程。</p>	<p>2008 October Jointly organized by the BDC and HKU SPACE, the "Executive Diploma in Strategic Brand Management" program was launched.</p>
<p>2009年1月 於2008年「香港名牌選舉暨香港服務名牌選舉」頒獎典禮上，首次頒發「香港名牌十年成就獎」榮譽獎項。</p>	<p>2009 January The first "Hong Kong Top Brand Ten Year Achievement Award" made debut at the 2008 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards Presentation Ceremony.</p>
<p>2009年6月 品牌局與《文匯報》聯合出版《品牌故事@香港》；並舉行新書首發儀式及「香港名牌選舉十周年慶祝午宴」，由商務及經濟發展局副局長蘇錦樑擔任主禮嘉賓。</p>	<p>2009 June 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 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 "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10月 獲工業貿易署「中小企發展支援基金」資助，品牌局聯同廠商會以及香港理工大學推行為期17個月的「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃。</p>	<p>2009 October 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 in implementing a 17-month research and training project, namely "Branding for Returns: The Path to Strong Brands for SMEs".</p>
<p>2009年12月 國家質量監督檢驗檢疫總局副局長蒲長城到訪品牌局。</p>	<p>2009 December Mr Pu Changcheng, the Vice-Minister of the General Administration of Quality Supervision, Inspection and Quarantine visited the BDC.</p>
<p>2010年7月 品牌局增設「香港新星品牌選舉暨香港新星服務品牌選舉」，表彰香港公司創立的新興品牌；首屆選舉的10個得獎品牌於2011年1月誕生。</p>	<p>2010 July "Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards" was introduced to give recognition to young up-and-coming brandnames established by Hong Kong companies. 10 brands were selected as the first batch winners in January 2011.</p>
<p>2010年8月至10月 品牌局與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。</p>	<p>2010 August to October The BDC and HKU SPACE co-organized the first "Best Brand Idea Award".</p>
<p>2010年9月 參與於江西舉行的「第五屆中國中部投資貿易博覽會」，於會場設立「香港名牌」產品展示專櫃。</p>	<p>2010 September Products of Top Mark Licensees were showcased at "Expo Central China 2010" in Jiangxi.</p>

2011年1月

2010年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」頒獎典禮由財政司司長曾俊華擔任主禮嘉賓。

2011 January

The 2010 Presentation Ceremony of “Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards” and “Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” was officiated by Financial Secretary Hon John Tsang.

2011年2月

《蓄勢而發：中小企品牌「智」勝要略》案例專書出版。

2011 February

A case book entitled “Ready to Go: SMEs’ Winning Strategies for Brand Development” was published.

2011年4月

品牌局與廠商會、工業貿易署及香港貿易發展局合辦「品牌『智』勝研討會：新興品牌的崛起」。

2011 April

The BDC, the CMA, the Trade and Industry Department and the Hong Kong Trade Development Council co-organized the “Branding to Win Serial Seminar: The Rise of Emerging Brands”.

2011年6月

品牌局組織赴廣東省考察團，拜會多個省政府主管部門，並於廣州舉行交流午宴及座談會。

2011 June

The BDC dispatched a delegation to Guangdong Province to visit related government departments, and also hosted an exchange luncheon and a discussion meeting in Guangzhou.

回顧

Review

獻策建言 *Policy Suggestions*

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。

設立「品牌智勝計劃」的建議

品牌局於2010年7月向特區政府提交了「關於『品牌智勝計劃』(BrandSmart Scheme)的建議」意見書，促請政府加強對品牌創建和推廣活動的支援。

品牌局認為，發展原創品牌是企業轉型和構建長遠競爭力的終極出路；推動品牌創建應是特區政府為業界提供支援的一個政策著力點。設立專項基金有助於引導社會資源投向有需要的領域，對中小企業的幫助尤為顯著；但現行的「設計智優計劃」及「創意智優計劃」的側重點分別是與設計和創意相關的活動，未必能有效地涵蓋內容複雜、牽涉面廣的品牌創建活動。

品牌局建議，特區政府應考慮設立獨立的「品牌智勝計劃」(BrandSmart Scheme)或者在「創意智優計劃」之下設立一個名為「創意智優—品牌智勝計劃」的專項基金；「計劃」屬下可設有「香港品牌創新中心」以及多個品牌支援子計劃，資助品牌推廣、研究、培育、培訓、以及一般支援等多類的項目。設立「品牌智勝計劃」可以更加切合業界的需要，加強本港對品牌創建和推廣活動的支援，並且旗幟鮮明地表達政府重視和鼓勵品牌創建的政策取態，鼓勵各行各業特別是中小型企業「立品創名」，邁上高增值道路。

關於建立大中華商標互認機制的建議

品牌局於2011年1月向特區政府提交了「關於建立大中華商標互認機制」的建議書，提倡由兩岸四地的商標註冊主管部門牽頭，探討在區域內推行商標註冊互認和整合的可行性。

近年，世界經濟和國際貿易重心呈現東移趨勢。兩岸四地包括內地、台灣、香港、澳門均是外向型經濟體系，在傳統出口市場不振的情況下，越來越多企業加緊將業務重心轉向區內市場；而不少跨國公司亦瞄準大中華的巨大經濟潛力，特別是欣欣向榮的中國內銷市場。

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.

Proposal on Setting up BrandSmart Scheme

The BDC submitted the "Proposal on Setting up BrandSmart Scheme" to the Hong Kong SAR Government in July 2010, calling for stronger support to brand development and promotion.

Now that brand development has become an important avenue for Hong Kong industries to upgrade operational modes and enhance long-term competitiveness, branding is a crucial policy area to which the Government should direct more resources. Among the others, the establishment of specialized funding schemes would be one of the most effective ways to foster and facilitate the branding initiatives of the industries especially SMEs. The existing "DesignSmart Scheme" and "CreateSmart Scheme" mainly provide sponsorship to projects related to design and creativities. By definition, they nevertheless may not be fully applicable to branding activities which are far more sophisticated and comprehensive.

In this connection, it is suggested that the Government consider setting up a funding mechanism namely "BrandSmart Scheme", either as an independent scheme or one subsumed under the "CreateSmart Scheme". The proposed new scheme will provide funds for setting up a "Hong Kong Brand Innovation Center", while lending financial support to a variety of brand-related activities like promotion, research, incubation, and training and general support programs through several sub-schemes.

As BDC believes, the establishment of "BrandSmart Scheme" will cater to the needs of the industries and instill into our industries high value-added contents. Moreover, this would deliver a clear message to illustrate Government's commitment to advancing Hong Kong's brand development.

Proposal on "Building a Mutual Trademark Recognition Mechanism in Greater China"

The Council submitted a proposal to the Hong Kong SAR Government in January 2011, suggesting a region-wide trademark mutual recognition and reconciliation mechanism to be established in the Greater China under the concerted efforts of the related authorities.

The epicenter of the world economy and international trade is shifting towards the east in recent years. For externally-oriented economies like Mainland China, Taiwan, Hong Kong and Macao, there has been a trend that companies from these Greater China regions are also moving the focus of their business to East Asia, given that the traditional export markets notably the US and the EU are stuck in doldrums due to slow economic recovery. At the same time, more and more multinational companies are eyeing the huge untapped potential of the Greater China especially the booming Mainland market.

Currently, companies operating in the Greater China have to apply for trademark registration separately to the respective authority in each territory. Since the reviewing standards are different for the

現時，在兩岸四地進行跨地域營運的企業必須在不同地區分別向商標註冊主管當局提出申請；而各地對商標註冊申請的審批標準和尺度亦有一定的差別，故申請人在時間和費用上均須付出不菲的成本。毫無疑問，如果兩岸四地能夠由政府牽頭，建立大中華區的商標註冊互認和協調制度，可為企業在區內的營運提供便利，而且有助於促進企業發展自我品牌，提高增值創富的能力；更可提升兩岸四地整體的制度環境，吸引海外企業特別是一些國際性品牌進駐區內。

事實上，國際上已有建立多邊商標註冊制度的先例；其中最具有影響的國際商標註冊體系包括馬德里商標註冊和歐洲共同體商標註冊。另一方面，香港、澳門分別與內地於2003年簽訂了「更緊密經貿關係的安排」，內地與台灣在2010年亦簽訂了「海峽兩岸經濟合作框架協議」（ECFA）。兩岸四地在締結自由貿易協議時均已將商標和知識產權方面的合作考慮在內；透過建立大中華區的商標註冊認可制度，正是將有關合作具體化和落實到位的一個可行方向。

品牌局建議，兩岸四地的商標註冊主管部門可聯合組建一個統籌機構，簡稱「大中華商標聯盟」，負責兩岸四地商標註冊及保護方面的合作事宜。在成立初期，大中華商標聯盟可先為兩岸四地建立相互間有關商標和知識產權的信息交流渠道，以及推動各成員互設商標註冊的辦事處或服務中心，甚至可代理相互之間的商標註冊服務等。另一方面，亦可著手進行「大中華馳名商標」的認定工作，授予由各地區政府或指定機構提名並經大中華商標聯盟評估和認定的商標在兩岸四地「馳名商標」的地位，並按各地商標法的規定予以特別保護。

在條件成熟時，大中華商標聯盟更可提供綜合註冊服務，即「一註四用」。雖然對商標註冊申請的實質審查仍是由四地的商標主管機關根據各自的商標法規進行，但大中華商標聯盟可牽頭設定統一的申請程序，協調各地的收費水平、處理時間和服務承諾、商標有效期限和保護範圍等，並建立統一的上訴和駁回申請的復議機制，推動兩岸四地商標註冊與管理的便捷化。

品牌局還指出，香港是海峽兩岸經貿交往的重要中介，更是海外公司進軍中國內地市場的門戶以及內地企業「走出去」的橋頭堡；另一方面，香港的知識產權制度完善，亦擁有大量法律人才和相關專業人士。香港有條件成為大中華商標聯盟的總部所在地，更可發展成為面向兩岸四地知識產權服務中心。

four areas, the costs and time spent on trademark registration could be considerable. Indeed, if a cross-region mutual recognition system for trademark registration could be set up under the joint efforts of the governments of Mainland China, Taiwan, Hong Kong and Macao, business operations in the regions would be greatly facilitated; and moreover, this would not only encourages local companies to develop their own brands and enhance their position in the value chain, but also improve the regulatory environment of Greater China, providing an incentive to lure foreign corporations especially international brands to the region.

There have been overseas precedents for such multilateral trademark registration systems, such as the Madrid System Trademark and the Community Trademark in European Union. On the other hand, Mainland China signed the Closer Economic Partnership Arrangement (CEPA) with Hong Kong and Macao respectively in 2003, and the Economic Co-operation Framework Agreement (ECFA) between two sides of the Taiwan Strait was forged in 2010. All these bilateral free trade treaties have taken into consideration the possibility of strengthening co-operation in regard to trademark and intellectual property, and establishing a trademark recognition mechanism for Greater China is beyond doubt a viable way to take forward such cooperative initiatives.

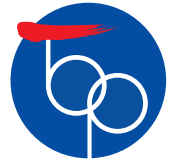
The BDC suggests that the trademark registration authorities of the four regions consider setting up an organization, namely the "Greater China Trademark Alliance", which will be responsible for matters relating to cooperation on trademark registration and protection among Mainland China, Hong Kong, Taiwan and Macao. In the beginning, the Alliance may act as a platform to strengthen the exchange of information among intellectual property authorities of the four regions, and it may also assists members to provide trademark registration services in each other's territory, either through setting up offices or service centers or through acting as agency for the counterparts. Besides, the Alliance may proceed with the preparatory work for "Well-known Trademarks of Greater China" certification, whereby brands or trademarks nominated by individual governments or designated organizations and then endorsed by the Alliance upon assessment, will be entitled to the status of "Well-known Trademark" and enjoy special protection in the four regions simultaneously.

At a later stage, the Alliance could offer an integrated registration service, which means one single registration will be valid for the four regions. Although the application of trademark registration would be verified by the authority of each region independently according to their respective laws and regulations, the Alliance can still take lead in unifying the application procedures, service fee structure, processing time, as well as the service pledge, trademark valid period and protection scope etc. It can also establish a uniform appeal and review process to facilitate trademark registration and management in the four regions.

Hong Kong plays a crucial role as an intermediary for the Cross-Strait economic exchange, and it is the gateway for overseas corporations to enter Mainland China, while serving as the bridgehead for Mainland enterprises to "go international". With sound intellectual property system and abundant supply of legal and related professionals, Hong Kong is posed to be the headquarter of the Greater China Trademark Alliance as well as the intellectual property service center for the regions.

品牌評審

Brand Awards



2010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2010年已踏入第十二屆。

2010年「香港名牌選舉」初賽及決賽分別於2010年11月16日及2011年1月4日舉行。主辦機構並於2010年12月11日至2011年1月1日期間在第45屆「工展會」會場舉行公眾投票。

在入圍決賽的19個品牌中，有13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「AA」、「阿一」、「冠玲瓏」、「盈活雲芝」、「Natural Home」、「奧的亮」、「百成堂」、「科譽」及「寶康達」。兩家往屆「香港名牌」的獲獎者「雞仔嘜」及「位元堂」再度參賽，成績彪炳，獲頒授一項更高殊榮的獎項——「香港卓越名牌」。

此外，「余仁生」和「金妹牌」獲主辦機構提名和頒授「香港名牌十年成就獎」。這一榮譽獎項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品牌；獲獎者必須是「香港卓越名牌」的得獎者，而且首次獲獎的歷史不少於10年。

2010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、香港生產力促進局主席陳鎮仁、香港工業總會副主席鍾志平、香港貿易發展局助理總裁葉澤恩、以及香港設計師協會主席施家禮。



2010年「香港名牌選舉」決賽評審團成員(左起): 葉澤恩、伍志強(陳鎮仁代表)、黃友嘉、袁小惠(工業貿易署署理署長)、陳淑玲、鍾志平、施家禮。

Final Judging Panel of 2010 Hong Kong Top Brand Awards (from left): Mr Raymond Yip, Mr Victor Ng (representative of Mr Clement Chen), Dr David Wong, Ms Carol Yuen (Acting Director-General of Trade and Industry), Ms Shirley Chan, Dr Roy Chung, Mr Kelly Sze.

2010 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 the 12th running in 2010.

The Preliminary Judging of the 2010 Awards was held on 16 November 2010, with 19 local brands short-listed for Final Judging. The Organizers also staged public polling at the venue of the 45th Hong Kong Brands and Products Expo (HKBPPE) from 11 December 2010 to 1 January 2011. At the Final Judging held on 4 January 2011, 13 brands were selected as winners.

Winners of "2010 Hong Kong Top Brand" included "AA", "Ah Yat", "Coronet Solitaire", "G. E. Yunzhi Essence", "Natural Home", "OPTILED", "Pak Shing Tong", "POSH" and "Primada". Two past winners namely "Chicks" and "Wai Yuen Tong" 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.

Besides, "Eu Yan Sang" and "Maid Brand" were nominated as winners of "Hong Kong Top Brand Ten Year Achievement Award". This honorary award aims to commend Hong Kong brands for having made persistent commitment to branding and having sustained outstanding performance for years; and the candidates should be winners of "Hong Kong Premier Brand" and have been conferred "Hong Kong Top Brand" for at least ten years.

Chaired by Director-General of Trade and Industry Ms Maria Kwan (represented by Acting Director-General Ms Carol Yuen), the Final Judging Panel of 2010 Hong Kong Top Brand Awards comprised Dr David Wong, President of the CMA; Ms Shirley Chan, Chairman of the BDC; Mr Clement Chen, Chairman of the Hong Kong Productivity Council; Dr Roy Chung, Vice-Chairman of the Federation of Hong Kong Industries; Mr Raymond Yip, Assistant Executive Director of the Hong Kong Trade Development Council; and Mr Kelly Sze, Chairman of Hong Kong Designers Association.

2010年香港服務名牌選舉

品牌局與廠商會於2005年創立「香港服務名牌選舉」，透過表彰香港服務商創立的優秀品牌，提升香港服務的知名度，並在服務業領域樹立品牌發展的借鑒典範和參照基準。

2010年「香港服務名牌選舉」已是第六年舉辦，吸引了來自零售、餐飲、旅遊、物業管理等行業的代表性品牌報名參賽。初賽及決賽分別於2010年11月16日及2011年1月5日舉行；並於2010年12月11日至2011年1月1日期間在第45屆「工展會」會場舉行公眾投票。

在入圍的20個品牌中，有9個出類拔萃的服務品牌摘取了今屆「香港服務名牌」的桂冠，包括：「金至尊」、「city'super」、「華潤堂」、「洋紫荊維港遊」、「康業」、「三聯書店」、「領匯」、「詠藜園」及「永安旅遊」。

2010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、香港理工大學校長唐偉章、香港品牌發展局副主席倪錦輝、香港中華總商會副會長方文雄、香港總商會理事余鵬春、以及香港零售管理協會副主席陸楷。



2010 Hong Kong Top Service Brand Awards

Making debut in 2005, the "Hong Kong Top Service Brand Awards" gives 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 2010 Awards received enthusiastic response from the industries, attracting entries from a wide spectrum of service sectors, such as retail, food catering, travel agency and property management. The Preliminary Judging was held on 16 November 2010, while the Final Judging was conducted on 5 January 2011. The Organizers also staged public polling at the venue of the 45th HKBPE from 11 December 2010 to 1 January 2011. After fierce competition, 9 brands stood out from the 20 shortlisted entries.

Awardees of "2010 Hong Kong Top Service Brand" included "3D-GOLD", "city'super", "CRCare", "Harbour Cruise-Bauhinia", "Hong Yip", "Joint Publishing", "The Link", "Wing Lai Yuen" and "Wing On Travel".

Commissioner for Innovation and Technology Ms Janet Wong headed the Final Judging Panel of the 2010 Hong Kong Top Service Brand Awards, which consisted of Mr James Tien, Chairman of Hong Kong Tourism Board; Prof Timothy Tong, President of the Hong Kong Polytechnic University; Dr Danny Ngai, Vice-Chairman of the BDC; Mr David Fong, Vice-Chairman of the Chinese General Chamber of Commerce; Mr Yu Pang Chun, General Committee Member of the Hong Kong General Chamber of Commerce; and Mr Guy Look, Vice-Chairman of Hong Kong Retail Management Association.

2010年「香港服務名牌選舉」決賽評審團成員（左起）：陸楷、方文雄、唐偉章、王榮珍（創新科技署署長）、倪錦輝、余鵬春、郭志傑（田北俊代表）

Final Judging Panel of 2010 Hong Kong Top Service Brand Awards (from left): Mr Guy Look, Mr David Fong, Prof Timothy Tong, Ms Janet Wong (Commissioner for Innovation and Technology), Dr Danny Ngai, Mr Yu Pang Chun, and Mr Patrick Kwok (representative of Mr James Tien).

2010年香港新星品牌選舉暨 香港新星服務品牌選舉

為進一步推動香港企業樹立品牌文化，品牌局與廠商會再創新猷，於2010年增設「香港新星品牌選舉」和「香港新星服務品牌選舉」，表彰由香港公司創立、不超過八年的新興品牌，激勵中小企業透過創立品牌提升增值能力和競爭能力，並喚起社會對「品牌創業者」的重視。

第一屆「香港新星品牌選舉」和「香港新星服務品牌選舉」的初賽及決賽分別於2010年11月16日及2011年1月6日舉行；兩個選舉由同一個評審團負責遴選。決賽評審團的



2010 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards

To inculcate a branding culture among the industries, the BDC and the CMA launched new schemes namely "Hong Kong Emerging Brand Awards" and "Hong Kong Emerging Service Brand Awards". These Schemes give recognition to up-and-coming local brands aged under 8 years, with the objective of giving a boost to "brand entrepreneurs" and encouraging SMEs to embrace an enterprising spirit and to enhance the value-added attributes and competitiveness of Hong Kong products and services through branding.

主席為香港特區政府創意香港辦公室創意總監廖永亮，評審委員包括香港品牌發展局副主席黃家和、香港品質保證局主席莫國和、香港大學專業進修學院院長李焯芬、香港中小型企業商會會長劉健華以及香港中文大學市場學理學碩士課程主任冼日明。

「新星品牌選舉」在業界中引起了熱烈的迴響，11個產品品牌和9個服務品牌獲得入圍資格；經過激烈的競爭，每個類別各有5個品牌脫穎而出，成為首屆的「摘星」新世代。首屆「香港新星品牌」的得獎者包括：「Earthbuddy」、「怡屋美」、「澳威」、「海貝」及「紫花油」；而膺獲「香港新星服務品牌」的品牌包括：「CP—電通」、「BannerSHOP」、「小肥牛火鍋活魚專門店」、「好安心」及「御苑皇宴」。

主辦機構特別為「選舉」設計了一個獨特的視覺辨別標誌，即「香港新星品牌標識」，適用於相關的官方場合以及得獎品牌在許可範圍內的宣傳。「香港新星品牌標識」由吳秋全先生擔任名譽設計顧問，採用一個從「H」字背後嶄露頭角的彩星，象徵蓄勢而發、光芒初綻；星號更幻化為「K」字，令構圖呈現「HK」字形輪廓，寓意紮根香港，向無限空間進發。



The first “Hong Kong Emerging Brand Awards” and “Hong Kong Emerging Service Brand Awards” held the Preliminary Judging on 16 November 2010. And the final selection of the two Awards was conducted on 6 January 2011 by the same Final Judging Panel that was chaired by Head of Create Hong Kong Mr Jerry Liu. Members of the Judging Panel included Mr Simon Wong, Vice Chairman of the BDC; Ir Prof Peter K W Mok, Chairman of the Hong Kong Quality Assurance Agency; Prof C F Lee, Director of HKU School of Professional And Continuing Education; Dr Kevin Lau, President of the Hong Kong Chamber of Small and Medium Business; and Prof Leo Sin, Director of the Master of Science Programme in Marketing of the Chinese University of Hong Kong.

The Emerging Awards attracted strong participation from the industries, with 11 product brands and 9 service brands short-listed for Final Judging. After fierce competition, 10 young labels have stood out as the first-batch winners. Awardees of “2010 Hong Kong Emerging Brand” included “Earthbuddy”, “Ecomelife”, “Owell”, “Seashell” and “Zihua Embrocation”; and the five brands winning the “Hong Kong Emerging Service Brand Awards” were “1 CallPower”, “BannerSHOP”, “Calf Bone King”, “Mother’s Angel” and “The Banqueting House”.

A distinctive logo namely “Hong Kong Emerging Brand Mark” has been designed as the visual identity symbol for the Awards, which could be applied to all official occasions and activities related to the Awards as well as the promotion of Awardees wherever the Organizers deems appropriate. Designed by the Honorary Advisor Mr Charles Ng, the Mark features a splendid star emerging from the back of letter “H” to symbolize “enterprising” and “promising”, and the asterisk also takes the shape of letter “K” to make the logo a perfect incarnation of “HK”, implying “originating from Hong Kong” and “reaching out to new horizons”.

- 1) 2010年「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員（左起）：劉健華、莫國和、廖永亮（創意香港辦公室創意總監）、黃家和、李焯芬、冼日明。

Final Judging Panel of 2010 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards (from left): Dr Kevin Lau, Ir Prof Peter K W Mok, Mr Jerry Liu (Head of Create Hong Kong), Mr Simon Wong, Prof C F Lee and Prof Leo Sin.

- 2) 品牌局於2010年7月舉行的新聞發佈會宣佈「香港新星品牌選舉暨香港新星服務品牌選舉」正式啟動。

The BDC held a press conference in July 2010 to announce the launching of Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards.

二零一零年香港名牌選舉得獎名單
2010 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 Awards



余仁生 Eu Yan Sang	余仁生 (香港) 有限公司 Eu Yan Sang (HK) Ltd.
--------------------	--



金妹牌 Maid Brand	四洲貿易有限公司 Four Seas Mercantile Ltd.
-------------------	---------------------------------------

香港卓越名牌
Hong Kong Premier Brand



雞仔嘜 Chicks	震歐線衫廠有限公司 Chun Au Knitting Factory Ltd.
---------------	--



位元堂 Wai Yuen Tong	位元堂藥廠有限公司 Wai Yuen Tong Medicine Co. Ltd.
----------------------	--

香港名牌
Hong Kong Top Brand



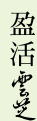
AA AA	海洲實業有限公司 Sealand Industrial Co. Ltd.
----------	---



阿一 Ah Yat	阿一鮑魚公主 (香港) 有限公司 Ah Yat Abalone Princess (HK) Ltd.
--------------	---



冠玲瓏 Coronet Solitaire	古珀行珠寶有限公司 Aaron Shum Jewelry Ltd.
--------------------------	--------------------------------------



盈活雲芝 G. E. Yunzhi Essence	維特健靈健康產品有限公司 Vita Green Health Products Co. Ltd.
------------------------------	---



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



的亮 OPTILED	的亮照明國際有限公司 Optiled Lighting International Ltd.
---------------	---



百成堂 Pak Shing Tong	百成堂參茸行有限公司 Pak Shing Tong Ginseng Co. Ltd.
-----------------------	---



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



寶康達 Primada	昇鋒國際有限公司 Pro Logic International Ltd.
----------------	--

(表二) (Table 2)

二零一零年香港服務名牌選舉得獎名單

2010 Hong Kong Top Service Brand Awards List of the Winners

	品牌 Brandname	公司 Company
香港服務名牌 Hong Kong Top Service Brand		
	金至尊 3D-GOLD	金至尊珠寶(香港)有限公司 3D-GOLD Jewellery (HK) Ltd.
	city'super city'super	City Super Ltd. City Super Ltd.
	華潤堂 CRCare	華潤堂有限公司 CR Care Co. Ltd.
	洋紫荊維港遊 Harbour Cruise-Bauhinia	佳力酒店管理有限公司 Galaxy Hotel Management Co. Ltd.
	康業 Hong Yip	康業服務有限公司 Hong Yip Service Co. Ltd.
	三聯書店 Joint Publishing	三聯書店(香港)有限公司 Joint Publishing (HK) Co. Ltd.
	領匯 The Link	領匯管理有限公司 The Link Management Ltd.
	詠藜園 Wing Lai Yuen	詠藜園(黃埔)有限公司 Wing Lai Yuen (Whampoa) Ltd.
	永安旅遊 Wing On Travel	香港永安旅遊有限公司 Hong Kong Wing On Travel Service Ltd.

二零一零年香港新星品牌選舉暨香港新星服務品牌選舉得獎名單

2010 Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards List of the Winners

	品牌 Brandname	公司 Company
香港新星品牌 Hong Kong Emerging Brand		
	Earthbuddy Earthbuddy	球誼 (知識產權) 有限公司 Earth Buddy (Intellectual Property) Ltd.
	怡屋美 Ecomelife	葆達實業有限公司 Potter Industries Ltd.
	澳威 Owell	傲威國際有限公司 Owell International Ltd.
	海貝 Seashell	三和科技有限公司 Sanwa Technologies Ltd.
	紫花油 Zihua Embrocation	華星製藥有限公司 Wah Sing Pharmaceutical Ltd.
香港新星服務品牌 Hong Kong Emerging Service Brand		
	CP 一電通 1 CallPower	香港工程網絡資料有限公司 UtilityINFO Ltd.
	BannerSHOP BannerSHOP	BannerSHOP Hong Kong Ltd. BannerSHOP Hong Kong Ltd.
	小肥牛火鍋活魚專門店 Calf Bone King	國茂有限公司 Country Way Corporation Ltd.
	好安心 Mother's Angel	好安心專業陪月服務有限公司 Mother's Angel Care Service Co. Ltd.
	御苑皇宴 The Banqueting House	福樓餐飲有限公司 LHG Catering Ltd.



主禮嘉賓財政司司長曾俊華（前排左四）、廠商會會長黃友嘉（前排右四）、品牌局主席陳淑玲（前排左三）、評審團成員及得獎公司代表於2011年1月24日舉行之二零一零年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」頒獎典禮上合照。

Guest of Honour Financial Secretary Hon John Tsang (4th from left, front row), CMA President Dr David Wong (4th from right, front row), BDC Chairman Ms Shirley Chan (3rd from left, front row), Panels of Judges, and representatives of the winning companies posed for a photo at the Presentation Ceremony of 2010 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards on 24 January 2011.

2010年品牌選舉頒獎典禮

2010年「香港名牌選舉暨香港服務名牌選舉」及「香港新星品牌選舉暨香港新星服務品牌選舉」的頒獎典禮於2011年1月24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、創新科技署署長王榮珍及創意香港辦公室創意總監廖永亮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。



2010 Awards Presentation Ceremony

The Presentation Ceremony of the 2010 Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards was held at the Hong Kong Convention and Exhibition Center on 24 January 2011. 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, Commissioner for Innovation and Technology Ms Janet Wong and Head of Create Hong Kong Mr Jerry Liu 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.

廠商會會長黃友嘉（左）致送紀念品予二零一零年頒獎典禮主禮嘉賓財政司司長曾俊華。

CMA President Dr David Wong (left) presented a souvenir to Guest of Honour of the 2010 Awards Presentation Ceremony Financial Secretary Hon John Tsang.



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) 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.

3) 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(右)。

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(right).

4) 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 the Chairman of Final Judging Panel of Hong Kong Top Service Brand Awards, Commissioner for Innovation and Technology Ms Janet Wong (left).

5) 廠商會會長黃友嘉致送紀念品予香港新星品牌選舉暨香港新星服務品牌選舉評審團主席創意香港辦公室創意總監廖永亮(左)。

CMA President Dr David Wong presented a souvenir to the Chairman of Final Judging Panel of Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards, Head of Create Hong Kong Mr Jerry Liu (left).

6) 二零一零年頒獎典禮場面熱鬧，出席嘉賓逾300人。

More than 300 guests attended the 2010 Awards Presentation Ceremony.

7) 二零一零年品牌選舉的得獎名單以及得獎公司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 2011 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.

最佳品牌策劃獎2010

品牌局與香港大學專業進修學院於2010年起合辦首屆「最佳品牌策劃獎」，對修讀由兩個機構合辦之「行政人員文憑(品牌策略管理)」課程的學員所創作的品牌計劃書進行評審，從中遴選出優秀的品牌策略和執行方案。

這項選舉旨在檢驗教學的成效，促進理論與實踐相結合，推動品牌研究以及本地品牌知識儲備的提升，同時亦提升公眾對品牌發展的重視。學員以小組形式參加比賽。評審團根據兩方面的指標進行評選，即學員的表達能力和計劃書的內容；後者主要從計劃書「是否能夠令品牌增值」、「是否具策略性、現實性及可操作性」、「是否有意念創新」、「是否具備商業價值」等角度進行評估。

「最佳品牌策劃獎2010」於2010年8月21日舉行評審並選出了3組勝出者；冠軍由梁詩韻帶領的小組奪得，亞軍和季軍分別為孔繁謙小組和郭聖怡小組。

頒獎典禮於2010年9月15日舉行，由品牌局主席陳淑玲及香港大學專業進修學院常務副院長李正儀博士致辭及頒發獎項予得獎學員；隨後並舉辦「品牌建立的創意管理」講座，邀得三位品牌專家分享建立品牌的經驗。有關活動共吸引150多人出席。主辦機構並於10月12日舉行晚宴，由主辦機構代表、比賽評審及業界代表與得獎學員交流經驗與心得。



品牌局主席陳淑玲與「最佳品牌策劃獎2010」得獎者合照。
Ms Shirley Chan posed for a photo with winners of 2010 Best Brand Idea Award.

2010 Best Brand Idea Award



「最佳品牌策劃獎2010」主辦機構代表、比賽評審及業界代表與得獎學員舉行交流晚宴。

A dinner was arranged for winners of 2010 Best Brand Idea Award, representatives of the Organizers and the members of the Judging Panel.

The BDC and HKU SPACE co-organized the first “Best Brand Idea Award” in 2010. The Competition aims to give recognition to outstanding brand proposals formulated by students of the Executive Diploma Programme in Strategic Brand Management, a joint program of the BDC and HKU SPACE. The Organizers believe that this Award, while serving as a tool to test the teaching effectiveness and to promote the integration of theory and practice, would help to enhance Hong Kong’s brand research, enrich the related knowledge reserve, and boost the brand awareness among the public.

In the competition, program students were divided into groups; each group submitted a proposal and was required to make a presentation to the judging panel. The judging was primarily based on the presentation skills of students as well as the contents of the brand proposal, with emphasis on a host of factors such as “If the plan would increase the brand value”, “If the plan is strategic, realistic and executable”, “If the plan has creative idea”, and “If the plan has commercial value”.

The Final Judging of the 2010 Best Brand Idea Award was held on 21 August 2010 and three outstanding brand proposals were selected as the winners. The group led by Ms Leung Sze Wan was the Champion, whereas the Mr Hung Fan Him Group and the Ms Amy Kwok Group were the second and third Runner-up respectively.

At the Award’s presentation ceremony held on 15 September 2010, the BDC Chairman Ms Shirley Chan and Head of College of Business & Finance of HKU SPACE Dr Jane Lee delivered welcome remarks and presented prizes to the awardees. The Ceremony was followed by a seminar under the theme of “Managing Creativity in Building Brands”, at which three brand experts shared with over 150 audiences their real-life experience in brand-building. On 12 October, the Organizers hosted a dinner for the winners, providing them with an intimate mentoring opportunity for exchanging views with representatives of the Organizers and the Judging Panelists.

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2010」、香港咖啡紅茶協會主辦之「金茶王大賽2010」及「國際金茶王大賽2010」、《經濟一週》主辦之「2011年實力品牌大獎」、香港設計中心主辦之2011年「亞洲最具影響力設計大獎」、豐銀行主辦之2011年「豐營商新動力獎勵計劃」、香港專業教育學院(柴灣)工商管理系主辦之「商信創明天—全港高中學生短片及海報創作比賽2011」，以及星島雜誌集團主辦之「全港中學生學界橋王爭霸戰」等。



品牌局副主席黃家和於「2011年實力品牌大獎」頒獎典禮上致辭。
BDC Vice Chairman Mr Simon Wong delivered a speech at the presentation ceremony of "Outstanding Brand Awards 2011".



陳淑玲於「資本傑出行政品牌2010」頒獎典禮上頒獎予得獎企業。
Ms Shirley Chan presented award to a winning company at the presentation ceremony of "Capital Best of the Best for Executives 2010".

Participating in Other Awards

Over the past year, the BDC acted as Supporting Organization or provided assistance to a number of brand-related awards, e.g. "Capital Best of the Best for Executives 2010" by Capital Publications Limited, "King of KamCha Competition" and "International KamCha Competition" by Association of Coffee & Tea of Hong Kong, "Outstanding Brand Awards 2011" by Economic Digest, "Design For Asia Award 2011" by Hong Kong Design Centre, the "HSBC Living Business Awards 2011" by HSBC, "HK Senior Secondary School Students Short Film and Poster Design Competition 2011— Strive for Integrity, Shape the Future" by Department of Business Administration of Hong Kong Institute of Vocational Education (Chai Wan), and "Student Move Up" by Sing Tao Magazine Group Limited.

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2011年8月，「TOP嘜計劃」核准品牌有近140個，涉及逾610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 August 2011, the Scheme had around 140 licensees, covering over 610 categories of products and services. (A full list of the Top Mark registered brands and products / services is attached in Appendix 2).

香港名牌標識計劃

Hong Kong Top Brand Mark Scheme



普通標識
Ordinary Mark



卓越標識
Premier Mark



標貼 Stickers



襟章 Badge



襟針 Pin



座檯卡 Tent Cards

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」及「恆香」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 number of local companies have successfully become licensees of Made in Hong Kong Mark Scheme, such as "Taipan", "Campbell", "Easteast", "Green Island Cement" and "Hang Heung".

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32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

(表四)

舉辦日期	內容主題	出席人數
2010年		
7月7日	建立品牌系統的方法	約30人
9月29日	網上營銷的策略	約60人
2011年		
4月27日	更新品牌策略管理的要訣	約50人
6月24日	透過履行社會責任提升中小企品牌競爭力	約40人



設計顧問張啟華講解建立品牌系統的方法。
Design Consultant Mr Eric Cheung spoke on how to establish a brand system.



網上營銷專家關廣智分享如何利用社交網絡進行宣傳。
Internet marketing expert Mr Matthew Kwan shared on how to promote brand via Internet social media.

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 32 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 4)

Date	Topic	Number of Participant
Year 2010		
7 July	How to build a Brand System	About 30
29 September	On-line Marketing Strategies	About 60
Year 2011		
27 April	Strategic Management for Re-branding	About 50
24 June	Enhancing SME Brands' Competitiveness through CSR	About 40



品牌顧問鄭蕙文闡釋更新品牌策略管理的要訣。
Brand Consultant Ms Janet Cheang shed light on the strategic thinking for re-branding.



企業社會責任顧問李黃玉環介紹如何透過履行社會責任提升中小企品牌競爭力。
CSR Consultant Mrs Brenda Lee illustrated on how to enhance competitiveness of SME brands through the fulfillment of Corporate Social Responsibility.

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2010年10月及2011年4月開辦第三班，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合辦了一系列以品牌發展及管理為主題的講座及比賽。其中，「品牌建立的創意管理」講座及「愛Brand才會贏」品牌工作坊分別於2010年9月15日及2011年3月9日舉行，由多位品牌專家分享品牌管理技巧及實戰經驗，兩次活動共吸引180多人出席。主辦機構更於2010年合辦首屆「最佳品牌策劃獎」，對修讀文憑課程的學員的品牌計劃書進行評選。



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 third intake of the two certificate courses took place in October 2010 and April 2011 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 related to brand development and management, including seminars and a competition. The workshop entitled "Brand: We are Loving It" and the "Managing Creativity in Building Brands Seminar" were held on 15 September 2010 and 9 March 2011 respectively, at which brand experts shared with audience the brand management techniques and their real-life experience. The two activities attracted over 180 participants in total.

Last year, the Co-organizers also launched the first "Best Brand Idea Award", a competition to select outstanding brand proposals formulated by students of the Executive Diploma Programme in Strategic Brand Management.



- 1) 香港大學專業進修學院客席助理教授李惠儀於「愛Brand才會贏」品牌工作坊上講解品牌管理的概念。

Adjunct Assistant Professor of HKU SPACE Ms Melanie Lee talked on the concepts of brand management at "Brand: We are Loving It" Workshop.

- 2) 「品牌建立的創意管理」講座由李惠儀主持，邀請陳若詩及盧婉儀兩位專家分享建立品牌的經驗。

At the Seminar on "Managing Creativity in Building Brands", Ms Janice Chan and Iris Lo shared brand-building experience with Ms Melanie Lee acting as moderator.

「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10月至2011年2月進行，為期17個月。

「計劃」透過舉辦一系列的研討會及工作坊，向中小企決策人講授品牌管理知識和技巧；對二十多家企業進行深度會談及焦點小組訪問，以瞭解企業在品牌發展方面的需要及困難；並將研究成果和案例分析匯編成《蓄勢而發：中小企品牌「智」勝要略》案例專書，使更多本港中小企能長期受惠；還設置了一個專門網站，將有關的培訓手冊要點及研究成果上載。

「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。

第一至三場講座已於2009年10月至2010年5月期間舉行。第四場講座以「中小企與品牌創建：踏上強勢品牌之路」為題，於2010年12月15日舉行。在研討會上，香港理工大學管理及市場學系副教授陸定光博士講解中小企品牌管理的成功要素及注意事項，玩具易（控股）有限公司創辦人及總裁蔡漢成先生分享了打造「Toy2R」品牌的心得；隨後陸定光博士和香港理工大學亞洲品牌管理中心劉亞平博士亦分析了國內品牌「紅蜻蜓」和「森馬」的發展經驗。講座吸引超過100人出席。

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

Under the sponsorship of the SME Development Fund, the BDC implemented 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. The 17-month Project commenced on 1 October 2009, with an aim to equip SMEs with state-of-the-art knowledge and management skills, helping them to pave the way for strong brands.

The Project deliverables included in-depth interviews, focus-group interviews, organization of serial seminars and workshops, and the set-up of a project website. Besides, a case book namely "Ready to Go: SMEs' Winning Strategies for Brand Development" embodying the findings and case studies of the Project was published, so as to allow more SMEs to be benefited from the Project.

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.

Following the first three seminars that were delivered during October 2009 to May 2010, the fourth Seminar was held on 15 December 2010 under the theme of "Building



- 1) 香港理工大學管理及市場學系副教授陸定光博士講解中小企品牌管理的成功要素。

Dr Sherriff Luk, Associate Professor of Department of Management and Marketing, the Hong Kong Polytechnic University illustrated the successful factors for SME branding.

- 2) 香港理工大學亞洲品牌管理中心劉亞平博士分析國內品牌「紅蜻蜓」和「森馬」的案例。

Dr Laura Liu from ACBM analyzed the "Dragonfly" and "Semir" cases.

- 3) 玩具易（控股）有限公司創辦人及總裁蔡漢成先生分享「Toy2R」打造品牌的經驗。

Dr Raymond Choy, Founder and President of Toy2R Company Limited shared the experience of "Toy2R".

- 4) 陳淑玲與「中小企與品牌創建：踏上強勢品牌之路」講座的演講嘉賓合照。

Ms Shirley Chan posed for a photo with speakers at the "Building Brand Equity Seminar for SMEs: On the Path to Strong Brand".

「中小企品牌策略管理」先導工作坊

「中小企品牌策略管理」先導工作坊為「計劃」的重要組成部分，是一個包含28課時的證書培訓課程；於2010年7月16日、7月28日、7月30日及8月17日舉行，吸引超過50名中小企代表出席。工作坊以理論分析、案例研判結合小組討論的形式進行；由香港理工大學管理及市場學系副教授陸定光博士擔任主講，並邀請多位品牌專家、設計顧問及品牌企業的代表講授相關的課題，包括品牌戰略、市場形勢分析、消費者行為分析及市場細分、品牌識別等。

《蓄勢而發：中小企品牌「智」勝要略》案例專書

項目工作小組將主要的研究成果整理歸檔，編輯成《蓄勢而發：中小企品牌「智」勝要略》案例專書；除了闡述「全面品牌管理方法」和「品牌價值測量系統」的精要及其於本地商業營運環境的應用之外，亦記錄了二十多家受訪中小企業發展品牌的心路歷程和切身體會。



案例專書於2011年2月出版，共發行2,000冊；供本地中小企業免費索取。該書豐富了本地品牌研究和教育的範例，為許多有志發展品牌的中小企業建立了參考基準，帶來了啟示和激勵。

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)；研討會及工作坊之培訓手冊、研究成果以及案例專書均上載於項目網站，以供更多的中小企負責人及管理層參考。



Brand Equity Seminar for SMEs: On the Path to Strong Brand". At the Seminar, Dr Sherriff Luk, Associate Professor of the Department of Management and Marketing, the Hong Kong Polytechnic University elaborated on the successful factors as well as caveats on brand management of SMEs; and Dr Raymond Choy, Founder and President of Toy2R Company Limited shared his experience in developing "Toy2R". Dr Luk and Dr Laura Liu from ACBM also analyzed the brand-building strategies of two Mainland brands, i.e., "Dragonfly" and "Semir". The seminar received overwhelming response, attracting over 100 participants.

Leading Workshop on SME Brand Strategic Management

In order to equip local SMEs with practical knowledge of brand management, the Project organized a 28-hour certificate course namely "Leading Workshop on SMEs' Brand Strategic Management" on 16 July, 28 July, 30 July and 17 August 2010. With over 50 SME participants, the serial workshop was delivered in the form of theoretical review, case studies as well as group discussion. The lectures were mainly given by Dr Sheriff Luk, whereas several brand experts and industrial representatives were also invited to share on related topics such as brand strategies, market trend analysis, consumer behavior, market segmentation and brand identity.

"Ready to Go: SMEs' Winning Strategies for Brand Development" Case Book

As a culmination of the Project, a case book entitled "Ready to Go: SMEs' Winning Strategies for Brand Development" was published at the end of February 2011. The case book documents the brand-building processes and experiences of some 20 Hong Kong SMEs, providing local companies an effective theoretical framework for reference as well as pertinent best-practices for benchmarking.

2,000 copies of the case book were published for free collection by local SMEs. It has not only enriched Hong Kong's knowledge reserve for brand research and education, but also brought encouragement and inspiration to local SMEs.

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, project findings and the case book have been uploaded, for easy and free download and referencing by more SMEs.



1) 陸定光博士擔任工作坊的主講導師。

Dr Sherriff Luk was the principal lecturer of the Workshop.

2) MCL 品牌顧問有限公司首席品牌顧問吳秋全講解品牌識別的重要性。

Mr Charles Ng, Chief Brand Consultant of Maxi Communications Ltd illustrated the importance of brand identity.

3) 香港靈在品牌建設事務所總經理潘尚穎介紹品牌戰略的制定方法。

Mr Sunny Poon, General Manager of Spoon Brands Enterprise Company introduced the approach to formulating brand strategies.

4) 藝高亞太有限公司執行董事邱季良分享品牌管理的實戰經驗。

Mr Angus Yao, Executive Director of Re: echo Asia Pacific Ltd shared experience in brand management.

5) 武漢市的瑞德彩虹語言培訓中心創辦人許勤業分享港商在內地推廣品牌的親身體會。

Mr Charles Hui, who founded the Rainbow Reading Language Centre in Wuhan, presented a vivid case on "Hong Kong brand-builder at Mainland".

6) 修讀「中小企業品牌策略管理」先導工作坊的學員在完成課程後與導師合照。

Students of "Leading Workshop on SMEs' Brand Strategic Management" posed for a group photo with the lecturers at the last day of the course.

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2011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、開拓內地市場、企業社會責任或電子營銷等作為顧問服務的範疇。

Business Consulting Practicum

The Faculty of Business and Economics of the University of Hong Kong has organized the "Business Consulting Practicum" since 2009, 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 2011 Project. Under recommendation of the BDC, five members or associated companies were admitted as the participants to receive consultancy on selected management areas, such as brand development, business strategies for Mainland market, Corporate Social Responsibility and e-marketing.

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2011至2012年期間推行「中小企業營商友導計劃」。「計劃」專為中小型企業而設，旨在讓新進的中小企業東主，以一對一的形式免費向經驗豐富的企業家、高級行政人員及專業人士請教營商技巧。

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。

工業貿易署中小企業支援與諮詢中心於2010年推行「問問專家」業務諮詢服務，向中小企業人士就開設、經營或拓展業務的範疇提供免費的業務諮詢服務。品牌局獲邀擔任支持機構之一；理事吳秋全代表品牌局擔任有關計劃的顧問，並已於2011年4月8日為一家中小企提供品牌方面的諮詢服務。



SME Mentorship Program

The Support and Consultation Centre for SMEs (SUCCESS) of Trade and Industry Department, HKSAR Government launched 2011/12 SME Mentorship Programme. The Program aims to provide SME entrepreneurs with the opportunity to learn from and be guided by mentors with rich experience in business operation through one-on-one free counseling.

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

The SUCCESS also introduced the “Meet-the-Advisors” Business Advisory Service (BAS) in 2010, aiming to provide SMEs free consulting services from experts on aspects related to starting, running and expanding a business. BDC is one of the collaborating organizations. On 8 April 2011, a consultative meeting on brand development was arranged between a SME and BDC General Committee Member Mr Charles Ng.

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

(表五)

舉辦日期	內容主題	出席人數	品牌局角色
2010年			
9月15日	品牌局與香港大學專業進修學院合辦之「品牌建立的創意管理」講座	約150人	合辦
9月21日	香港董事學會董事研討會2010	約100人	支持機構
10月9日	香港大學專業進修學院之「揭開建立品牌的奧秘2010」論壇	約200人	支持機構
11月23日	香港中小型企業商會之「港品牌、拓內銷」系列研討會	約80人	支持機構
12月1日	香港設計中心及香港理工大學亞洲品牌管理中心合辦之「第六屆品牌管理國際會議」	約200人	支持機構
12月15日	「中小企與品牌創建：踏上強勢品牌之路」	約100人	主辦
2011年			
3月4日	「商標設計與註冊的注意事項」午餐講座	約10人	主辦
3月9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28日	應對難纏客戶工作坊	約10人	主辦
4月19日	品牌局、廠商會、工業貿易署及香港貿易發展局合辦之「品牌『智』勝研討會：新興品牌的崛起」	約180人	合辦
4月19日	香港品質保證局之「葡萄酒儲存管理體系」研討會	約80人	支持機構
5月12日	孫子品牌管理工作坊	逾10人	主辦
6月23日	危機處理之傳媒應對工作坊	逾10人	主辦
6月27日	廠商會及香港出口信用保險局合辦之「2011中國內銷攻略」研討會	逾100人	支持機構



- 周紹榮律師於「商標設計與註冊的注意事項」午餐講座上分析商標侵權及糾紛的案例。
Lawyer Mr Joseph Chow analyzed cases on trademark disputes at the luncheon talk on "Trademark Design and Registration".
- 人力資源顧問朱浩雲於「應對難纏客戶」工作坊上講解處理客戶投訴的應對技巧。
Human resources consultant Mr Wilson Chu illustrated the skills for handling customers' complaints at the Workshop on "Practical Skills for Handling Difficult Customers".
- 品牌顧問鄺俊偉博士於「孫子品牌管理」工作坊上講解如何運用孫子兵法強化現代企業的品牌管理。
Brand consultant Dr Michael Kwong introduced the application of Sun Tzu military concepts to brand management of modern corporations at the Workshop on "Branding Management and Sun Tzu".
- 資深傳媒人黃桂林博士於「危機處理之傳媒應對」工作坊上講解與傳媒溝通的技巧。
Veteran media practitioner Dr Terence Wong gave a talk on the effective communications with the press at the Workshop on "Crisis Management: Media Handling Skills".

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.

Seminars and Training Program Organized or Supported by the BDC

(Table 5)

Date	Activity	Audience Number	Role of BDC
Year 2010			
15 September	Seminar on "Managing Creativity in Building Brands" by the BDC and HKU SPACE	About 150	Co-organizer
21 September	Directors' Symposium 2010 by the Hong Kong Institute of Directors	About 100	Supporting Organizer
9 October	"Uncovering the Myth of Building Brands" Forum by HKU SPACE	About 200	Supporting Organizer
23 November	Seminar on "Tapping into China Market by Hong Kong Brands" by the Hong Kong Chamber of Small and Medium Business	About 80	Supporting Organizer
1 December	"The Sixth International Brand Conference" by the Asian Centre for Brand Management of the Hong Kong Polytechnic University and Hong Kong Design Centre	About 200	Supporting Organizer
15 December	"Building Brand Equity Seminar for SMEs: On the Path to Strong Brand"	About 100	Organizer
Year 2011			
4 March	Trademark Design and Registration Luncheon Talk	About 10	Organizer
9 March	Workshop on "Brand: We are Loving It" by the BDC and HKU SPACE	About 50	Co-organizer
28 March	Workshop on Practical Skills for Handling Difficult Customers	Over 10	Organizer
19 April	"Branding to Win Seminar: The Rise of Emerging Brands" by the BDC, the CMA, Trade and Industry Department and Hong Kong Trade Development Council	About 180	Co-organizer
19 April	Seminar on "Wine Storage Management System" by the Hong Kong Quality Assurance Agency	About 80	Supporting Organizer
12 May	Workshop on "Branding Management and Sun Tzu"	Over 10	Organizer
23 June	Workshop on "Crisis Management: Media Handling Skills"	Over 10	Organizer
27 June	Seminar on "Strategies for China Domestic Sales 2011" by the CMA and Hong Kong Export Credit Insurance Corporation	Over 100	Supporting Organizer

品牌「智」勝系列研討會

為了推動業界的交流，加強對公眾的宣傳和教育，提升社會各界的品牌意識，品牌局自2005年起定期舉辦「品牌『智』勝系列研討會」，圍繞著品牌發展的各方面議題，邀請不同領域的專家同台交流，暢談品牌致勝之道。迄今，系列研討會已成功舉行了7次。

第七個「品牌『智』勝系列研討會」於2011年4月19日於香港會議展覽中心舉行，以「新興品牌的崛起」為題，與廠商會、工業貿易署及香港貿易發展局合辦；邀得專注品牌研究和實務的資深學者和品牌創辦人，分享「品牌創業」的成功要素和新興品牌的發展策略。研討會的出席者超過180人。

Branding to Win Serial Seminar

Since 2005, the BDC has regularly organized a seminar series entitled "Branding to Win". Centering on different aspects of brand development, this serial seminar is an effective catalyst to boost brand consciousness among the public, while serving as a forum whereby experts from a wide range of professional arenas could exchange views on branding. Up to date, seven seminars of this series have been held.

The sixth serial Seminar was held on 19 April 2011 under the theme of "The Rise of Emerging Brands". It was a joint project of the BDC, the CMA, the Trade and Industry Department (TID) and the Hong Kong Trade Development Council (HKTDC). With over 180 participants, the Seminar featured renowned scholars and brand founders to speak about the success factors for "brand entrepreneurs" as well as the winning strategies for emerging brands.



1) 陳淑玲致送紀念品予演講嘉賓。
Ms Shirley Chan presented souvenir to a speaker.



2) 香港中文大學市場學系冼日明教授解構新興品牌的優良DNA。
Professor of Department of Marketing of the Chinese University of Hong Kong Dr. Leo Sin analyzed the DNA of Emerging Brands.



3) 品牌展局副主席兼「大排檔」、「綠」創辦人黃家和太平紳士剖釋品牌家族的繁衍與更新。
BDC Vice Chairman and founder of "Dai Pai Dong" and "Greendotdot" Mr Simon Wong dissected the the re-production and renewal of brand family.



4) 香港貿易發展局副首席經濟師邱麗萍講解新興品牌打入內地市場的另類營銷渠道。
Deputy Chief Economist of the TDC Ms Pansy Yau introduced the alternative marketing channels for brands to tap into China market.



5) Chocolate Rain 創作總監麥雅端小姐分享新品牌起步與成長的酸甜苦辣。
Creative Director of "Chocolate Rain" Ms Prudence Mak shared on the tears and laughters at the start-up stage of branding.

6) 主辦機構代表與演講嘉賓合照。
Representatives of Organizers posed for a photo with the speakers.



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

舉辦日期	活動名稱	地點	展示內容
2010年			
8月12日至16日	國際現代化中醫藥及健康產品展覽會暨會議2010	香港	設立展板
9月26日至28日	第五屆中國中部投資貿易博覽會	南昌	設立展板；10家企業參與產品展示
10月22日至25日	第11屆中國西部國際博覽會暨 2010香港工展會 成都	成都	設立展板
12月2日至4日	創新科技及設計博覽	香港	設立展板
12月11日至 2011年1月1日	第45屆香港工展會	香港	設立展板；網站宣傳
2011年			
1月24日	2010年「香港名牌選舉暨香港服務名牌選舉」及 「香港新星品牌選舉暨香港新星服務品牌選舉」 頒獎典禮	香港	大型展板展示32間得獎公司資料
1月24日至31日	香港貿易發展局設計廊展示	香港	展出2010年「品牌選舉」 得獎公司產品/資料

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

Period	Event	Location	Promotion Activity
Year 2010			
12 to 16 August	2010 International Conference and Exhibition of the Modernization of Chinese Medicine & Health Products	Hong Kong	Display board
26 to 28 September	The 5th Expo Central China 2010	Nanchang	Display board and product showcase (10 companies)
22 to 25 October	The 11th Western China International Economy and Trade Fair 2010 cum Hong Kong Brands & Products Expo, Chengdu	Chengdu	Display board
2 to 4 December	Inno Design Tech Expo	Hong Kong	Display board
11 December to 1 January, 2011	The 45th Hong Kong Brands and Products Expo	Hong Kong	Display board and internet promotion
Year 2011			
24 January	2010 Presentation Ceremony of Hong Kong Top Brand Awards & Hong Kong Top Service Brand Awards and Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards	Hong Kong	Display board (for 32 winners of the 2010 Awards)
24 to 31 January	Showcase at the Design Gallery of Hong Kong Trade Development Council	Hong Kong	Showcase and display board (for 32 winners of the 2010 Awards)



1) 設立於「第五屆中國中部投資貿易博覽會」的「香港名牌」產品展示攤位。

A booth to showcase "Hong Kong Top Brands" was set up at the "5th Expo Central China 2010".

2) 2010年「香港名牌選舉」及「香港服務名牌選舉」於45屆「香港工展會」進行公眾投票。

2010 Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards staged a public polling at the "45th Hong Kong Brand and Product Expo".

3) 2010年「品牌選舉」得獎公司的產品和資料於「設計廊」展出。

Products and information of the winners of 2010 Awards were displayed at the Design Gallery.

4) 品牌局於「國際現代化中醫藥及健康產品展覽會暨會議2010」設置展板推廣品牌局活動。

Display panel was set up to promote BDC activities at the "2010 International Conference and Exhibition of the Modernization of Chinese Medicine & Health Products".

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。

品牌局參與之交流活動

舉辦日期	內容主題	地點	品牌局角色
2010年			
7月14日	海南省人民政府商務廳「海南國際旅遊島國際購物中心建設合作交流會」	香港	支持機構
7月15日	與香港創意辦公室總監廖永亮舉行午餐交流會議	香港	主辦
9月15日	武漢中百百貨代表團交流會	香港	接待訪問團
10月15日	國家商務部「第168期香港工商業研討班」到訪	香港	接待訪問團
11月15日	香港工業專業評審局「第六屆評審局執委會就職典禮暨晚宴」	香港	出席
11月23至24日	北京市商務委員會「京港品牌對接交流會」	香港	協辦機構
12月7日	香港零售管理協會週年晚會	香港	出席
2011年			
3月11日	香港設計中心「創意商貿交流會2011」	香港	支持機構
3月18日	天津市商委會「天津市商場赴港代表團洽談會」	香港	協辦機構
4月26日	「第八屆中國國際中小企業博覽會」推介會	香港	出席
5月11日	南順香港集團成立五十周年誌慶慶典	香港	出席
6月22日	品牌局赴廣東省代表團	廣州	出訪代表團

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.

BDC on Exchange Programs

Date	Activity	Location	Role of BDC
Year 2010			
14 July	"Co-operation and Exchange Meeting on Building up an International Shopping Centre" by the Department of Commerce, Hainan Municipal Government	Hong Kong	Supporting Organization
15 July	Lunch Meeting with Mr Jerry Liu, Head of Create Hong Kong	Hong Kong	Organizer
15 September	Meeting with Wuhan Zhongbai Department Stores Delegation	Hong Kong	Receiving delegation
15 October	Visit by the "168th Study Mission on Hong Kong Industry and Commerce" of Ministry of Commerce	Hong Kong	Receiving delegation
15 November	"The Gala Dinner cum Inauguration Ceremony of the 6th Executive Committee" by the Professional Validation Council of Hong Kong Industries	Hong Kong	Participant
23 to 24 November	"Beijing-HK Brand Networking Meeting" by Beijing Municipal Commission of Commerce	Hong Kong	Supporting Organization
7 December	Annual Ball by Hong Kong Retail Management Association	Hong Kong	Participant
Year 2011			
11 March	"Creative Business Sharing & Networking 2011" by Hong Kong Design Centre	Hong Kong	Supporting Organization
18 March	"Business Matching Meeting with Tianjin Department Stores" by Tianjin Commission of Commerce	Hong Kong	Receiving delegation
26 April	Briefing on "The 8th China International SME Fair"	Hong Kong	Participant
11 May	Lam Soon Hong Kong Group 50th Anniversary Celebration	Hong Kong	Participant
22 June	BDC Delegation to Guangdong	Guangzhou	Outgoing delegation



香港創意辦公室總監廖永亮（前排中）與廠商會會長黃友嘉、陳淑玲、品牌局副主席黃家和及李惠中等就推動香港品牌發展的政策交流意見。

CMA President Dr David Wong, Ms Shirley Chan, BDC Vice Chairmen Mr Simon Wong and Mr Charlie Lee exchanged views on the policies related to brand development with Mr Jerry Liu, Head of Create Hong Kong (middle, the front row).



- 1) 武漢中百百貨代表團到訪品牌局，與會員代表探討合作機會。
In a visit to the BDC, delegates from Wuhan Zhongbai Department Stores explored cooperation opportunities with BDC members.
- 2) 黃家和副主席接待國家商務部香港工商業研討班，雙方互就品牌建設交換意見。
The BDC Vice Chairman Mr Simon Wong exchanged views on brand-building with officials from Ministry of Commerce, PRC, who were conducting a study mission on Hong Kong industry and commerce.
- 3) 天津市商務委員會率領天津各大百貨商場負責人訪港並舉辦洽談會，品牌局組織香港品牌企業與代表團進行對接交流。
Senior Management of Tianjin's department stores led by Tianjin Commission of Commerce visited Hong Kong and organized a business networking meeting with Hong Kong brands under the coordination of the BDC.

赴廣東省考察團

品牌局主席陳淑玲率領一行三十人的代表團，於2011年6月22日前赴廣東省考察。考察團由品牌局陳淑玲主席擔任團長，副團長為品牌局副主席黃家和，團員包括品牌局理事吳清煥、沈運龍、鍾國斌、黃偉常及余立明，義務法律顧問周紹榮，香港名牌評審委員會委員盧金榮，技術顧問委員會技術顧問陸定光，推廣與宣傳委員會委員郭勇維；香港中華廠商聯合會會董尹德輝，廠商會婦女委員會司庫趙鍾月；以及近10家會員公司的代表及秘書處職員等。

考察團於抵達廣州後，拜會了廣東省政府，獲省政府副秘書長兼省港澳辦主任譚君鐵率領多各個部門的領導接見，包括省知識產權局副局長朱萬昌、省經濟和信息化委總經濟師姚德洪、省外經貿廳副巡視員陳育明、省工商局副巡視員柯錫昌、省工商聯副主席盧小周、省質監局質量管理處處長



陳淑玲（前排左五）、黃家和副主席（前排左七）及考察團團員拜會廣東省政府副秘書長譚君鐵（前排左六）。
Ms Shirley Chan (5th from left, first row), BDC Vice Chairman Mr Simon Wong (7th from left, first row) and delegation members visited Mr Tan Juntie (6th from left, first row), Deputy Secretary General of Guangdong Government.

BDC's Delegation to Guangdong

The Council dispatched a 30-member delegation to Guangdong on 22 June 2011, led by Chairman Ms Shirley Chan and Vice-Chairman Mr Simon Wong. Other delegates included Mr Ng Ching Wun, Mr Aaron Shum, Mr Felix Chung, Mr Wong Wai Sheung, Mr Michael Yu, Mr Joseph Chow, Dr Lo Kam Wing, Dr Sherriff Luk, Mr Garic Kwok, Dr Danny Wan, Mrs Luna Chiu, as well as representatives of over 10 member companies.

The delegation was warmly received by officials of the Guangdong Provincial Government including Mr Tan Juntie, Deputy Secretary General of Guangdong Government cum Director General of Hong Kong Macao Affairs Office; Mr Zhu Wanchang, Deputy Director General of Guangdong Intellectual Property Office; Mr Yao Dehong, Chief Economist of the Economic and Information Bureau; Mr Chen Yuming, Deputy Inspector of the Department of Foreign Trade and Economic Cooperation; Mr Ke Xichang, Deputy Inspector of Guangdong Provincial Administration for Industry and Commerce; Mr Lu Xiaozhou, Vice Chairman of Guangdong Federation of Industry and Commerce; Mr Su Hu, Director of Department of Quality Management of the Administration of Quality and Technology Supervision of Guangdong Province; Mr Piao Junan, Director of Guangdong's Association for Promotion of Cooperation between Guangdong, Hong Kong and Macao. Mr Tan praised the BDC for its great efforts in promoting the development of Hong Kong brands, and he believed

蘇虎，以及省港澳辦粵港澳合作促進中心主任朴俊安等。譚副秘書長表示，品牌局在推動香港品牌發展方面做了大量工作，而廣東省正推行「名牌興粵」和「名牌帶動戰略」；品牌局與廣東省政府往後可以加強合作，為香港品牌拓展內地市場以及廣東品牌「走出去」搭建平台，並共同推動珠三角企業加快升級轉型。

當天中午，考察團於廣州中國大酒店舉行交流午餐及座談會；邀得多位政府部門代表出席，包括省工商局商標管理處處長吳勵超、省外經貿廳加工貿易處副處長陳林輝、省質監局質量管理處副處長王勇及省港澳辦粵港澳合作促進中心副主任邵瑾等。在座談會上，廣東省的主管官員介紹了廣東省在品牌建設以及經貿發展政策方面的最新情況，講解了「廣東省名牌產品」和「廣東省著名商標」的認定程序，並與出席的香港品牌企業代表就港商拓展內銷的實務性問題交換意見。

考察團還到訪了YGM旗下品牌「雅格獅丹」在廣州花園酒店開設的旗艦店，並參觀了廣州天創鞋業有限公司以及「六福珠寶」位於廣州市番禺區的廠房。

廣東省是許多香港品牌在國內的生產基地和拓展內銷市場的「橋頭堡」；品牌局首次訪問廣東省取得了豐盛的成果，特別是與廣東省的相關政府部門建立了聯繫，為今後在一些具體事務上加強合作奠定了基礎。



- 1) 考察團到訪廣州天創鞋業有限公司，由董事長梁耀華帶領參觀品牌陳列室。

Mr Benny Leung, Chairman of Guangzhou Top Score Manufactory Ltd showed the delegation around the Group's brand show-rooms.

- 2) 陳淑玲（前排右七）率團參觀「六福珠寶」的番禺廠房，並與該集團行政總裁黃偉常（前排左五）合照。

During the tour of Luk Fook's factory, Mr Shirley Chan (7th from right, first row) and delegates posed for a group photo with Mr Wong Wai Sheung (5th from left, first row), CEO of the jewellery brand.



廣東省工商局商標管理處處長吳勵超（右）及多位政府主管部門代表應邀出席品牌局座談會。

Mr Wu Lichao, Director of Trademark Management Division of Guangdong Provincial Administration for Industry and Commerce, and representatives of related government departments were invited to the meeting organized by the BDC.

that the BDC and the Guangdong Provincial Government could work more closely to assist Hong Kong brands to tap into Mainland market on the one hand and to facilitate the “Going Out” of Guangdong brands on the other hand, thus giving a boost to the upgrading and restructuring of PRD industries.

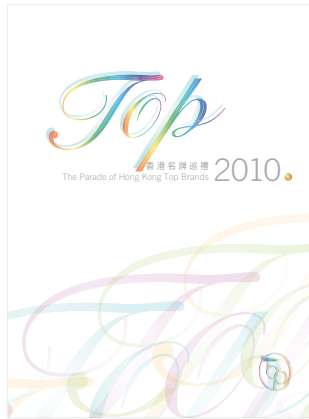
During the visit, the BDC hosted a luncheon and a discussion meeting at the Guangzhou China Hotel, in the presence of representatives from related government departments including Mr Wu Lichao, Director of Trademark Management Division of Guangdong Provincial Administration for Industry and Commerce; Mr Chen Linhui, Vice Chief of Processing Trade Division of the Department of Foreign Trade and Economic Cooperation of Guangdong Province; Mr Wang Yong, Vice Chief of Quality Supervision Division of the Administration of Quality and Technology Supervision of Guangdong Province; and Ms Shao Jin, Deputy Director of Guangdong Promotion Center for Cooperation with Hong Kong & Macao. The officials gave a brief introduction of Guangdong's latest initiatives and the policies thereof in regard to brand development, especially the accreditation process of “Guangdong Top Brand” and “Guangdong Provincial Famous Trademark”; and they also had an interactive discussion with the delegates on practical issues related to domestic sales.

The delegation also paid a visit to a flagship store of “Aquascutum” located at the Garden Hotel Guangzhou, which was managed by BDC member YGM Trading Limited. In the last leg of the one-day trip, the delegation stopped over at the Pan Yu District to visit the Guangzhou Top Score Manufactory Ltd and go on a tour of the factory of Luk Fook Jewellery.

Guandong is not only the primary manufacturing base for Hong Kong brands but also an important gateway to the vast Mainland market. The BDC's first delegation to Guangdong has helped to enhance liaison with the provincial Government and pave the way for further cooperation across the border.

2010《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聯合編製，是「香港名牌選舉」和「香港名牌服務選舉」的官方刊物；除了記載「選舉」的發展和沿革歷程之外，亦收錄了逾百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。它既是一本品牌文獻，更是一個推廣香港品牌集體形象的獨特平台。自2003年面世以來，《巡禮》每年出版，發行量逾3,000冊；廣泛派贈予政府部門、工商團體、報社、大學、駐港領事館、訪港商旅，亦在香港及國內舉行的展覽會上分發。



《香港名牌巡禮2010》於2010年7月出版，合計224頁。主辦機構特別對《巡禮2010》進行了改版；在保留中英對照、圖文並茂、內容豐富等特色的基礎上，精簡了部分章節的表達形式，使得編排更加緊湊，令讀者耳目一新。

BDC官方網站

品牌局官方網站(www.hkbrand.org)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；其主要內容包括「關於品牌局」、「品牌局活動」、「品牌選舉」、「認證計劃」、「名牌巡禮」、「品牌資源中心」、「會員服務」等。

《香港名牌巡禮2010》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 2010

“The Parade of Hong Kong Top Brands” is jointly presented by the BDC and the CMA, as the official publication for the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards. It takes stock of the developmental trajectory of the Awards, and collects the success stories and precious experience of Hong Kong brands. In a sense, “The Parade” is not only an up-to-date literature in branding, but also a unique platform for promoting the collective image of Hong Kong’s indigenous brands.

Since its inception in 2003, “The Parade” has been published every year. With a circulation volume of over 3,000, this bilingual booklet has been widely distributed to various Government departments, organizations, media, universities, consulates, and incoming delegates; and it has stepped up presence in exhibitions held in Hong Kong and cross-the-border.

The 224-page “The Parade of Hong Kong Top Brands 2010” was issued in July 2010. The Parade 2010 featured some “face-lifting” changes; in particular, the presentation format of some chapters was streamlined so as to keep the contents concise and to give the booklet a refreshing look.

BDC Website

The BDC official website (www.hkbrand.org) is an important channel to update the public of the Council’s activities and services, while serving as a specialized on-line platform for promoting Hong Kong brands.

The website provides a rich and versatile information through several content sections, e.g. “About the Council”, “Council in Action”, “Brand Awards”, “Marking Scheme”, and “Top Brand Gallery”, “Brand Resource Center” and “Member Service”.

Besides, electronic version of “The Parade of Hong Kong Top Brands 2010” 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.

會務活動

2010會員大會

品牌局於2010年10月8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，包括透過多種渠道向特區和內地政府呼籲為港商提供實質性的支援、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2011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；於2011年4月12日舉行了會議，就修改品牌局章程及2011年工作計劃等事宜進行討論。

常務理事會及財務委員會

品牌局亦設立由主席、副主席、總裁組成的常務理事會；常務理事會受理事會委託推行管理、督導及其他工作。常務理事會現任主席為陳淑玲。



會員公司代表於2010年度會員大會上合照。

Member representatives posed for a group photo at 2010 Annual General Meeting.

In-house Activities

2010 General Meeting

The BDC held its Annual General Meeting (AGM) at CMA Conference Hall on 8 October 2010. 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 governments of both HKSAR and Mainland for providing concrete support to Hong Kong companies, 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 2011. 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 a meeting on 12 April 2011 to study the amendments to Memorandum & Articles of the Council and to review the 2011 Year Plan of the Council.



陳淑玲主持 2010 年度會員大會。

Ms Shirley Chan chaired the 2010 Annual General Meeting.

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。

常務理事會和財務委員會在2011年上半年舉行了兩次聯席會議，就品牌局2011年度財政收支概算以及擬推行之重點項目的財務效應等進行討論。

香港名牌評審委員會

香港名牌評審委員會負責組織品牌選舉和其他與品牌有關的獎勵項目，推行「香港名牌標識計劃」，並對主辦之獎項和認證計劃屬下的企業實施監管和管理；委員會亦負責「香港名牌標識使用准許證」的日常審批和簽發工作。

香港名牌評審委員會主席由陳淑玲兼任。委員會擔任2010年「香港名牌選舉」、「香港服務名牌選舉」、「香港新星品牌選舉」及「香港新星服務品牌選舉」初賽的評審團，於2010年11月16日完成四個「選舉」入圍品牌的遴選工作。委員會並於2010年4月26日舉行了會議，討論2011年「名牌選舉」的安排。

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、設計等界別的专业人士。委員會於2010年8月17日舉行了會議，就如何優化「香港名牌選舉」和「香港服務名牌選舉」的評審標準進行研究。

Executive Committee & Finance Committee

The BDC has an Executive Committee consisting of the Chairman, Vice-Chairmen and the CEO. The Executive Committee is empowered by the General Committee to conduct, manage and supervise the affairs of the Council. The BDC Chairman Ms Shirley Chan is the Chairman of the Executive 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. It is chaired by the BDC Vice Chairman Dr Danny Ngai.

Executive General Committee and Finance Committee held two joint meetings in the first half of year 2011 to discuss the budget of the Council and study the financial impacts of major projects to be implemented in 2011.

Hong Kong Top Brand Assessment Board

Hong Kong Top Brand Assessment Board is responsible for organizing brands awards and other brand-related recognition 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 2010 Hong Kong Top Brand Awards, Hong Kong Top Service Brand Awards, Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards to select the shortlisted entries on 16 November 2010. The Committee also held meetings on 26 April 2011 to discuss the schedule and arrangements for 2011 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. The Committee held a meeting on 17 August 2011 to look into the possibility of fine-tuning the judging criteria of the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards.

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29日舉行了會議，討論品牌局2011年的各項重要活動的宣傳計劃，並就製作宣傳品牌局形象之廣告片的具體安排進行研究。

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200多家公司成為品牌局的公司會員。



第三屆理事會於第二次會議後合照。

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

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 29 June 2011 to endorse the 2011 promotional plans of the Council's major activities and to discuss the production of a TV commercial for promoting BDC's image.

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 200 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、顧問引介服務等。
- 免費取得品牌局的刊物，包括《香港名牌巡禮》、《年報》、會員通告及電郵簡訊等。
- 羅列公司簡介於品牌局官方網站。
- 依託品牌局的網絡，開展業界間的商業配對、合作、交流、聯誼與互惠活動。
- 享有廠商會之團體會員優惠，例如培訓、保險服務費用折扣等。

Membership Eligibility

Any company holding a Hong Kong Business Registration Certificate or any association having been registered with the relevant Government authority shall be eligible to apply for being admitted as a Corporate Member of the Hong Kong Brand Development Council. Companies or associations incorporated outside Hong Kong could apply for being admitted as Associate Members.

Member Benefits

Corporate Members have the right to attend and vote at general meetings of the BDC. All Members can enjoy a bevy of privileges:

- Become part of a collective voice to express views and concerns on government's policies and issues pertaining to brand development.
- Have opportunities to participate in various exhibitions, product showcases, and promotional activities 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。品牌局致力於提升香港品牌和產品的知名度、弘揚原創精神、構築有利於品牌發展的社會環境、以及促進品牌方面的企業的交流、聯誼和國際合作。

品牌局按「市場主導、政府促進、社會支持」的模式組建，由主管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 programmes as well as public education campaigns have been rolling out under the Council's aegis, as part of its efforts to step up brand awareness among local enterprises and the public in general.

The tidal wave of 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, JP

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 T K 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, JP

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, JP

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, JP

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2011年8月)

"Top Mark" Registered Brands and Product/Service Categories (up to August 2011)

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	香港麵粉廠有限公司	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、雞精)、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)、健康飲品 (花旗蔘茶包)、食用補充品 (野生冬蟲夏草、靈芝精華、蟲草菌絲體膠囊)
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、西式餅及蛋糕、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)、食用補充品 (靈芝、冬蟲夏草、適鼻靈)
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、健康食品 (蜂蜜)、調味粉 (雞粉)
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
P027	鱷魚恤	鱷魚恤有限公司	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	香港麵粉廠有限公司	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、急凍食品 (水餃及雲吞、湯圓)、急凍快餐
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 (花菇及髮菜)、名貴藥材 (花旗蔘及冬蟲夏草)、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、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(資癸女貞丸、資癸元陽丹)
P056	草姬	草姬國際有限公司	食用補充品(靈芝孢子、冬蟲夏蟲、元氣腎寶、蜂膠丸、亮目丸、健骨丸、活心丸、救肝)、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	不銹鋼煮食用品、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、解便通、護眼清、關節活、培植蟲草菌絲體、破壁純靈芝孢子、淨肝健、白滑美肌錠、控糖 5.5、心血通)
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、乾貨菌類食品、急凍海味、急凍水產食品、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、果糖
P075	同珍	同珍公司	豉油、醋、蠔油、調味醬料、方便醬料、糖果(甜薑子)
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、樽裝咖啡及茶、樽裝涼茶、樽裝果味飲品
P082	南北行	南北行參茸藥材有限公司	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
P088	AA	海洲實業有限公司	魚缸套裝
P089	阿一	阿一鮑魚公主(香港)有限公司	罐頭食品(海味)、即食海味
P090	冠玲瓏	古珀行珠寶有限公司	鑽石首飾
P091	盈活雲芝	維特健靈健康產品有限公司	食用補充品(盈活雲芝)
P092	Natural Home	溢豐閣羽絨寢品有限公司	床上用品、枕頭
P093	的亮	的亮照明國際有限公司	LED射燈、LED筒燈、LED軟帶、LED光管、LED燈泡
P094	百成堂	百成堂參茸行有限公司	乾貨燕窩、健康食品(即食燕窩、中式湯包)、中藥食用補充品、名貴藥材、中藥材、乾貨海味、乾貨水產食品、乾貨菌類食品、茶
P095	科譽	科譽(香港)有限公司	辦公室家具、辦公室座椅
P096	寶康達	昇鋒國際有限公司	家用電熱式食物處理器具(快速智能煲、五穀養生機)、無線吸塵器
P097	位元堂	位元堂藥廠有限公司	中藥保健產品(扶正養陰丸)

2. 核准服務品牌及服務類別

准許證號碼	公司	品牌	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、強積金/職業退休計劃管理
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)、中醫普通科、中醫專科、針灸、中醫骨傷治療及護理
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	鑪記酒家	鑪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)、網上零售
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、投資移民輔助服務
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、玩具、嬰兒護理產品、寵物食品及用品)、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)
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
S031	唐安麒美顏瘦身專門店	唐安麒美顏創造中心(國際)有限公司	美容、纖體、豐胸、水療、按摩、零售(健康食品、個人護理產品、書籍)

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、書籍、建築材料、眼鏡、家居照明器具)、驗眼
S035	香港商機	香港商機有限公司	商業諮詢、生意轉讓中介、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	米蘭站控股有限公司	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、雲端運算服務
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
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
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)
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
S051	金至尊	金至尊珠寶(香港)有限公司	零售(貴金屬、珠寶首飾)
S052	city'super	City Super Ltd	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)、美食廣場、網上零售
S053	華潤堂	華潤堂有限公司	零售(藥材、食用補充品、中成藥、食品、個人護理產品)、中醫門診
S054	洋紫荊維港遊	佳力酒店管理有限公司	畫舫餐廳、觀光遊艇、婚禮顧問
S055	康業	康業服務有限公司	物業管理(住宅、寫字樓、商場、工廠大廈、設施)
S056	三聯書店	三聯書店(香港)有限公司	零售(書籍、文儀用品)、書籍出版
S057	領匯	領匯管理有限公司	商場租務及管理、停車場租務及管理、街市租務及管理、熟食檔租務及管理
S058	詠藜園	詠藜園(黃埔)有限公司	中菜餐館
S059	永安旅遊	香港永安旅遊有限公司	旅行團、票務代理

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, Bedding
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	Hong Kong Flour Mills Ltd	Flour
P009	Fung Yip	Fung Yip Electrical Mfg Ltd	Adaptors; Plugs; Extension Sockets; Switches; Socket Outlets; Telecom, Electronic 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, Chicken Essence), Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Canned Food (Sea Foods), Dried Fungus Food, Dried Aquatic Food (Crocodile Meat), Health Drink (American Ginseng Tea Bag), Healthcare Dietary Supplement (Wild Cordyceps Capsules, Lingzhi Capsules, Cordy Mycelia Capsules)

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, Western 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), Healthcare Dietary Supplement (Lingzhi, Cordyceps Sinensis, SBL)
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, Health Food (Honey), Seasoning Powder (Chicken Powder)
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
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	Hong Kong Flour Mills 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	Bedding, 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 Food (Dumpling & Wonton, Tongyuen), Frozen Ready-made Meal
P039	2036	Holistol International Ltd	Healthcare Dietary Supplement (Ganoderma Sporo-Pollen; Ganoderma Spore Lipids; Ganoderma Spore Propolis; Ganoderma Spore Cordyceps Yunzhi; Ganoderma Spore Lipids DHA; Specialty – Vessel, 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 & 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, 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, Human Vital Super, Propolis Extract, Vision Pro, Joint Pro, Cardio Pro, Liver Tonic), 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, Detox Solution, Eye Clear, Joints Well, Cordyceps Sinensis Cs-4, Broken Ganoderma Spore, Liver Guard, Liver Whitening, Sugar Control 5.5, Cardio Health)
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, Dried Fungus Food, Frozen Sea Foods, Frozen Aquatic 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, Bilberry 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, Fructose
P075	Tung Chun	Tung Chun Co	Soy Sauce, Vinegar, Oyster Sauce, Seasoning Sauce, Convenience Sauce, Confectionaries (Crystallized Stem Ginger)
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, Bedding, 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 and 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 and Wonton, Tongyuen)
P087	Ying Kee Tea House	Ying Kee Tea Co Ltd	Tea, Floral Tea
P088	AA	Sealand Industrial Co Ltd	Aquarium Sets
P089	Ah Yat	Ah Yat Abalone Princess (HK) Ltd	Canned Food (Sea Foods), Instant Sea Foods
P090	Coronet Solitaire	Aaron Shum Jewelry Ltd	Diamond Jewellery
P091	G. E. Yunzhi Essence	Vita Green Health Products Co Ltd	Healthcare Dietary Supplement (G. E. Yunzhi Essence)
P092	Natural Home	Natural Home Collections Ltd	Bedding, Pillow
P093	OPTILED	Optiled Lighting International Ltd	LED Spot Lights, LED Downlights, CabLED, LED Tube, LED Bulbs
P094	Pak Shing Tong	Pak Shing Tong Ginseng Co Ltd	Dried Bird's Nest, Health Food (Instant Bird's Nest, Chinese Soup Pack), Chinese Medicine Healthcare Dietary Supplement, Rare Medical Herb & Material, Chinese Medical Herb & Material, Dried Sea Foods, Dried Aquatic Foods, Dried Fungus Foods, Tea
P095	POSH	POSH Office Systems (HK) Ltd	Office Furniture, Office Seating
P096	Primada	Pro Logic International Ltd	Household Electric Appliance with Thermo Device (Speedy Intelligent Cooker, Dessert Maker), Wireless Vacuum Cleanser
P097	Wai Yuen Tong	Wai Yuen Tong Medicine Co Ltd	Chinese Medicine Healthcare Product (Fuzheng Young Yum Pill)

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, MPF/ORSO Management
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), Chinese Medical General Out-patient Clinic, Chinese Medical Specialists, Acupuncture, Bone Setting Therapy & Treatment
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), Online Retail
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, Retail (Food)
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, Investment Immigrant Facilitation Services
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, Toys, Baby Care Products, Pet Food & Products), Advertising Related Service
S027	Rehabus	The Hong Kong Society for Rehabilitation	Accessible Bus Service for People with Mobility Disability (Shuttle, Scheduled Route, Rental)
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
S031	Angel Face	Angel Face Beauty Creations (International) Ltd	Facial Beauty Treatment, Body Slimming, Bust Enhancement, Spa, Massage, Retail (Health Food, Personal-care Products, Publications)
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, Publications, Building Materials, Eye Glasses, Lighting Device), Eye Examination
S035	HKBI	HKBI Co Ltd	Business Consulting, Business Brokerage, 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 Holdings 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, Cloud Computing Services
S041	Ambassador Flowers & Gifts	Dialink Ltd	Retail (Flower Gift, Other Gifts), Venue Decoration

S043	Dragon King Restaurant	Dragon King Restaurant Group	Chinese Cuisine Restaurant
S044	EGL Tours	EGL Tours Co Ltd	Group Tour, Ticketing & Booking Agency
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)
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
S051	3D-GOLD	3D-GOLD Jewellery (HK) Ltd	Retail (Precious Metals, Jewellery)
S052	city'super	City Super Ltd	Supermarket (Fresh Food, Prepared Food, Frozen Food, Groceries, Beverages & Wines, Household Products, Personal-care Products, Pharmaceuticals, Pet Food & Products, Miscellaneous Items), Food Court, Online Retail
S053	CRCare	CR Care Co Ltd	Retail (Chinese Herbs, Healthcare Dietary Supplement, Chinese Proprietary Medicine, Food, Personal-care Products), Chinese Medical Consultation
S054	Harbour Cruise-Bauhinia	Galaxy Hotel Management Co Ltd	Cruise Restaurant, Sightseeing Cruise, Wedding Consultancy
S055	Hong Yip	Hong Yip Service Co Ltd	Property Management (Residential, Office Building, Shopping Mall, Industrial Building, Facilities)
S056	Joint Publishing	Joint Publishing (HK) Co Ltd	Retail (Publications, Stationery), Book Publication
S057	The Link	The Link Management Ltd	Shopping Mall Rental & Management, Car Park Rental & Management, Fresh Market Rental & Management, Food Stall Rental & Management
S058	Wing Lai Yuen	Wing Lai Yuen (Whampoa) Ltd	Chinese Cuisine Restaurant
S059	Wing On Travel	Hong Kong Wing On Travel Service Ltd	Group Tour, Ticketing & Booking Agency

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 (Holding) Co. Ltd.
- 鐘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.
- 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.
- 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 Holdings 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.
- 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.
- 偉邦物業管理有限公司
Well Born Real Estate Management Ltd.
- 皇室實業有限公司
Majestic Industry Ltd.
- 香港復康會
The Hong Kong Society for Rehabilitation
- 美國冒險樂園有限公司
Jumpin Gym USA Ltd.

大昌貿易行有限公司
Dah Chong Hong Ltd.

卓悅控股有限公司
Bonjour Holdings Ltd.

阿波羅雪糕有限公司
Appolo Ice-cream Co. Ltd.

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

活力健國際有限公司
Holistol International Ltd.

中華製漆(一九三二)有限公司
The China Paint Mfg. Co. (1932) Ltd.

彩適化工製品有限公司
Colour Chemical Industrial Ltd.

和興白花油藥廠有限公司
Hoe Hin Pak Fah Yeow Manufactory Ltd.

淘化大同食品有限公司
Amoy Food Ltd.

零食物語有限公司
Fancy Talent Ltd.

雅蘭企業有限公司
Airland Enterprise Co. Ltd.

環保冰專門店有限公司
GE-Ice Specialty Shop Ltd.

天冰有限公司
Ice Master Ltd.

君政國際有限公司
Cross International Ltd.

八珍國際有限公司
Pat Chun International Ltd.

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.

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 (International) Ltd.
- 領匯管理有限公司
The Link Management Ltd.
- 太古糖業有限公司
Taikoo Sugar Ltd.
- 港鐵公司
MTR Corporation
- 時富金融服務集團有限公司
CASH Financial Services Group
- 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.
- 唯達時國際有限公司
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.
- 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(豐高)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
- 聖安娜餅店有限公司
Saint Honore 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.
- 瑋基咖啡有限公司
Grand Coffee Co. Ltd.
- 億能國際控股有限公司
2 Can Ltd.
- 同珍公司
Tung Chun Co.
- 心窗非洲鼓樂聚
Sharings African Drumming Arena
- 順利建材潔具有限公司
Shun Lee Bldg Materials & Sanitary Wares Ltd.
- 彩圖站有限公司
Bannershop Co. Ltd.
- 溢豐閣羽絨寢品有限公司
Natural Home Collections Ltd.
- 海洲實業有限公司
Sealand Industrial Co. Ltd.
- 奧的亮照明國際有限公司
Optiled Lighting International Ltd.
- 香港小輪(集團)有限公司
Hong Kong Ferry (Holdings) Co. Ltd.
- 百成堂參茸行有限公司
Pak Shing Tong Ginseng Co. Ltd.
- 穩健醫療(香港)有限公司
Winner Medical (HK) Ltd.
- 三聯書店(香港)有限公司
Joint Publishing (Hong Kong) Co. Ltd.
- 永誠資訊科技集團有限公司
The I-Consulting Group
- 香港永安旅遊有限公司
Hong Kong Wing On Travel Service Ltd.
- JS Theme
JS Theme
- 頌華電子有限公司
Advanced Sun Wah Electronic Co. Ltd.
- 偉奧電子有限公司
Advanced Sun Wah Electionic Co. Ltd.
- 康業服務有限公司
Hong Yip Service Co. Ltd.
- 蛋撻王控股有限公司
King Bakery Holdings Ltd.
- 海皇國際有限公司
Ocean Empire International Ltd.
- 大寧有限公司
Dialink Ltd.
- 英記茶莊有限公司
Ying Kee Tea Co. Ltd.
- 南北行參茸葯材有限公司
Nam Pei Hong Sum Yung Drugs Co. Ltd.
- 天虹海鮮酒家
Lamma Rainbow Seafood Restaurant Ltd.
- Bee's International Group Ltd.
Bee's International Group Ltd.
- 安記海味有限公司
On Kee Dry Seafood Co Ltd.
- 明科網絡有限公司
AvantWave Ltd.
- 皓山創作坊有限公司
HosannArt Creative Co. Ltd.
- 麗安(工業)有限公司
Lai On Products (Industrial) Ltd.
- 信和物業管理有限公司
Sino Estates Management Ltd.
- 宏希貿易有限公司
Memorigin Trading Co.



香港品牌發展局
Hong Kong Brand Development Council

地 址 : 香港中環干諾道中64號廠商會大廈5字樓
Address : 5/F, CMA Building, 64 Connaught Road Central, Hong Kong
電 話 Tel : (852) 2542 8634
圖文傳真 Fax : (852) 3421 1092 / 2815 4836
網 址 Website : www.hkbrand.org
電 郵 Email : info@hkbrand.org