



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



香港新星品牌選舉暨香港新星服務品牌選舉
Hong Kong Emerging Brand Awards &
Hong Kong Emerging Service Brand Awards

2014 頒獎典禮暨品牌局十周年誌慶晚宴

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



品牌局十周年 BDC 10th Anniversary

2.2.2015

主辦機構：
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



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

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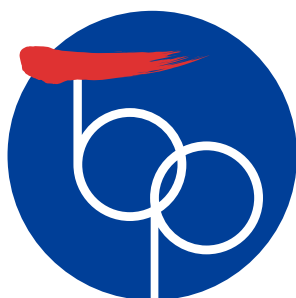
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紀念特刊
Commemorative Issue



選舉宗旨 Awards' Objectives



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

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



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

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



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主席獻辭

Message from the Chairman



香港品牌發展局主席

陳淑玲太平紳士

Ms Shirley Chan, JP

Chairman, the Hong Kong Brand Development Council

今天適逢「好事成雙」的2月2日，更是香港品牌發展局（品牌局）「雙喜臨門」的大日子。我們懷著興奮而自豪的心情，為一眾獲得2014年品牌選舉的得獎公司喝采，同時亦慶祝香港品牌發展局創立十周年，共同見證香港品牌發展的一個重要里程碑。

在當今急速轉變的商業環境，品牌已成為一個企業、一個機構甚至一個經濟體維持競爭力的必要元素。由香港中華廠商聯合會（廠商會）於2005年牽頭成立的香港品牌發展局，本身就是工商界眾志成城的一項集體創舉，以「市場主導，政府協助，社會支持」的模式，打造香港品牌發展的領航旗艦。作為一個業界自發成立、專責推動品牌創建的非牟利機構，品牌局清楚認識到自己肩負任重道遠的使命；除了積極探索和倡議香港品牌發展的整體策略、協助政府推行相關政策之外，品牌局亦擔當統籌和協調的角色，力求集合社會各界的力量，為本地品牌構築「一站式」的支援平台。

自成立以來，品牌局身體力行，堅持全方位開展務實的工作，並勇於作出開創先河的嘗試。從2005年創立「香港服務名牌選舉」和擴展「TOP嘜計劃」、2006年推行「香港製造標識」、2007年發表《香港品牌發展策略與行動綱領》、2008年推出首個品牌管理文憑課程，到2010年增設「新星品牌選舉」以及近年接連在內地不同城市舉辦大型的「香港品牌節」，品牌局一步一個腳印，在品牌評審、推廣、培育、政策研究、教育以及跨境交流等領域逐步建立了領先地位；與香港業界一起，並肩探索品牌「智」勝的道路，攜手開啟了香港品牌發展的新紀元。

十年耕耘，十年豐盛；品牌文化在香港茁壯成長、蔚然成風。品牌局作為一個年青的民間機構，卻能夠迅速紮穩根基，並且在不同方面鋪展新猷；這有賴於政府以及社會各方群策群力，更昭示著香港這個「品牌薈萃之都」的廣闊前景，反映了香港業界以品牌策略推動升級轉型的熱誠與承擔。

Good things come in pairs. With excitement and pride, we gather together here to acclaim winners of the 2014 Brand Awards and celebrate the 10th Anniversary of the Hong Kong Brand Development Council (BDC), witnessing an exhilarating “double joy” moment in Hong Kong’s brand development.

In today’s fast-paced business environment, brand has become an indispensable factor for an enterprise, an organisation and even an economy to sustain competitiveness. Initiated by the Chinese Manufacturers’ Association of Hong Kong (CMA) in 2005, the BDC itself is an unprecedented common undertaking of Hong Kong industries, aiming to build a flagship to spearhead brand development by leveraging on a “Market Leads, Government Facilitates, and Community Supports” tripartite model.

As a vision-driven, non-profit-making organisation specialising in brand building, the BDC has been devoted to fulfilling its founding mission. While pursuing the overall strategy for advancing Hong Kong’s brand development and assisting the Government to implement related policies, it has been playing the role of a facilitator and coordinator, in an attempt to pool together the resources in our community and set up a “one-stop” platform to support the branding efforts of local industries.

Since its inception, the BDC has adhered to a pragmatic approach and never been afraid of blazing new trails. From the launch of the Hong Kong Top Service Brand Awards and the expansion of the Hong Kong Top Brand Mark (Top Mark) Scheme in 2005, the introduction of “Made in Hong Kong Mark” in 2006, the publication of “Hong Kong Brand Development Strategies and Action Agenda” in 2007 and the provision of Hong Kong’s first diploma course on brand management in 2008, to the establishment of Emerging Brand Awards in 2010 and the implementation of serial “Hong Kong Brand Festival” Projects in the Mainland’s major cities more recently, the BDC has continuously rolled out ground-breaking initiatives, sharpening its leading position in the field of brand accreditation, promotion, incubation, policy research, education and international cooperation. On the road of “branding to win”, the Council has moved from strength to strength and, hand in hand with the industries, ushered in a new epoch for Hong Kong brand development.

The past decade has witnessed Hong Kong brands honing their strengths and a “branding for excellence” culture taking root here, flourishing to the fullest. Meanwhile, the BDC, a relatively young organisation with limited resources, has notwithstanding managed to gain a firm foothold in key areas, laying a sound foundation for further development. While these are attributed to the concerted



正因如此，2014 年的品牌選舉一如既往地取得令人鼓舞的成績；經過嚴格的甄選和激烈的競爭，又有 43 個傑出品牌晉身為新一屆的「摘星者」。其中，更有 3 個第一屆的「香港服務名牌」得主，憑著「十年如一日」的持續努力，摘取了新增設的「香港服務名牌十年成就獎」的桂冠。

今屆的得獎品牌無論在知名度、經營特色、創新意念，還是品質、形象、環保及社會責任等方面，均有出類拔萃的表現，代表著香港品牌的最新風貌和最高水準；他們的奮鬥經歷和成功經驗，為香港品牌故事增添了精彩的篇章，亦為業界樹立了參照的典範。

本人謹代表主辦機構，向 2014 年選舉的得獎者致以熱烈祝賀！我們要藉此機會，向品牌局的兩位名譽贊助人致敬，包括早在 2005 年就擔任第一任名譽贊助人的曾俊華司長以及現任名譽贊助人蘇錦樑局長。他們與特區政府一直以來的重視與關心，正是激勵品牌局和香港品牌不斷向前的強大動力。

此外，我們亦要向鼎力支持 2014 年選舉以及一直熱心襄助品牌局的政府部門以及社會各方表示衷心感謝，包括出任今屆選舉各評審團主席的黃灝玄常任秘書長、梁敬國副局長、麥靖宇署長以及各位評審委員，「活動贊助」及義務核數師畢馬威會計師事務所、獎座贊助商「六福珠寶」，協助宣傳的香港貿易發展局和各傳媒機構，以及用各種形式參與、支持今日活動的機構和個人！

efforts of the Government and our community as a whole, one would agree that these are as good as an indicator for Hong Kong's immense potential as a "brands hub" and a testimony to local companies' unswerving commitment to upgrading along the value chain.

In the same vein, it comes as no surprise that the 2014 Brand Awards have turned out to be another great success. Through rigorous selection, 43 brands have become laureates of the four award schemes. In particular, three brands, which were winners of the maiden Hong Kong Top Service Brand Awards in 2005, have been honoured with the newly-introduced "Hong Kong Top Service Brand Ten Year Achievement Award".

Like their predecessors, this year's winners have exhibited remarkable performance in respect of Reputation, Distinctiveness, Innovation, Quality, Image, as well as Environmental Performance and Social Responsibility, showcasing the latest developments and admirable achievements of Hong Kong brands. Their hard-earned success stories have added a remarkable chapter to the legendary epic of Hong Kong brands, while setting up role models for and giving inspirations to our industries.

Ladies and Gentlemen, please join me in congratulating all winners of the 2014 Awards. Taking this opportunity, let me pay tribute to the Financial Secretary Hon John Tsang, who was also the first Honorary Patron of the BDC back in 2005, and the Secretary for Commerce and Economic Development Hon Gregory So, our current Honorary Patron, for the invaluable guidance, encouragement and support that they and the Government have rendered us all the way.

I would like to express our sincere gratitude to all Government departments, organisations and individuals that have contributed enormously to the 2014 Awards and lent unfailing support to the BDC over the years. In particular, our special thanks go to the Judging Panels respectively led by Former Permanent Secretary for Commerce and Economic Development Mr Andrew Wong, Under Secretary for Commerce and Economic Development Mr Godfrey Leung, and Director-General of Trade and Industry Mr Kenneth Mak; the Official Honorary Auditor-cum-Event Sponsor KPMG; and the Trophy Sponsor Lukfook Jewellery. Likewise, we sincerely thank the Hong Kong Trade Development Council and the media, for their valuable assistance in promoting the Awards.

陳淑玲太平紳士
Ms Shirley Chan, JP
主席
Chairman

嘉賓題辭

Congratulatory Apothegms



香港特別行政區行政長官梁振英 GBM,GBS 太平紳士

The Hon C Y Leung, GBM, GBS, JP

The Chief Executive, Hong Kong Special Administrative Region

香港品牌發展局成立十周年暨
二零一四年品牌選舉頒獎典禮誌慶

立名建譽
利業創優

行政長官梁振英



嘉賓題辭

Congratulatory Apothegms



政務司司長林鄭月娥 GBS 太平紳士
The Hon Mrs Carrie Lam Cheng Yuet-ngor, GBS, JP
Chief Secretary for Administration

香港品牌發展局成立十周年暨
二零一四年品牌選舉頒獎典禮誌慶

茂猷迭展
嘉譽遐揚

政務司司長林鄭月娥



嘉賓題辭

Congratulatory Apothegms



財政司司長曾俊華 GBM 太平紳士
The Hon John Tsang Chun-wah, GBM, JP
Financial Secretary

二零一四年香港名牌選舉、香港服務名牌選舉、
香港食品名牌選舉暨香港新名牌服務名牌選舉、

馬品炫彩
香江耀輝

財政司司長曾俊華



嘉賓題辭

Congratulatory Apothegms



中央人民政府駐香港特別行政區聯絡辦公室副主任殷曉靜女士

Ms Yin Xiao Jing

Deputy Minister, Liaison Office of the Central People's
Government in the Hong Kong Special Administrative Region

香港品牌發展局成立十周年暨二零一四年品牌選舉頒獎典禮誌慶

做強品牌
惠民利商

中央政府駐港聯絡辦副主任 殷曉靜



嘉賓題辭

Congratulatory Apothegms



商務及經濟發展局局長蘇錦樑 GBS 太平紳士
The Hon Gregory So Kam-leung, GBS, JP
Secretary for Commerce and Economic Development

二零一四年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

徽聲遠播
譽滿華洋

商務及經濟發展局局長蘇錦樑



嘉賓題辭

Congratulatory Apothegms



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

品牌卓立
駿業昌興

二零一四年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局
常任秘書長（工商及旅遊）容偉雄



嘉賓題辭

Congratulatory Apothegms



創新科技署署長王榮珍太平紳士

Miss Janet Wong, JP

Commissioner for Innovation and Technology

二零一四年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

昭信益賀
續展鴻籌

創新科技署署長王榮珍

嘉賓題辭

Congratulatory Apothegms



工業貿易署署長麥靖宇太平紳士
Mr Kenneth Mak, JP
Director-General of Trade and Industry

二零一四年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

精
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四
海

工業貿易署署長麥靖宇



嘉賓題辭

Congratulatory Apothegms



商務及經濟發展局創意香港總監廖永亮先生

Mr Jerry Liu

Head of Create Hong Kong, Commerce and Economic
Development Bureau

香港品牌發展局成立十周年暨
二零一四年品牌選舉頒獎典禮誌慶

品 牌 揚 輝
宏 猷 卓 展

創意香港總監廖永亮



嘉賓題辭

Congratulatory Apothegms



香港中華廠商聯合會會長李秀恒博士 BBS 太平紳士

Dr Eddy Li, BBS, JP

President, the Chinese Manufacturers' Association of Hong Kong

二零一四年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

優質信昭
盛譽遠揚

香港中華廠商聯合會
會長李秀恒博士 BBS 太平紳士

十年豐盛 一路領先

— 香港品牌發展局誌

Leading the Way to Branding Excellence

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

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

眾志成城 品牌局迎難而立

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



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

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



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

Together to Answer the Call of Brand Era

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

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

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

建言發聲 為品牌發展獻策

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

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

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



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

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



A Loud and Clear Collective Voice

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

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

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



In 2007, the BDC issued a report namely "Hong Kong Brand Development Strategies and Action Agenda", putting forward proposals for developing Hong Kong into an "International Branding Centre"

that is capable of congregating worldwide brands, nurturing original brands and adding value to brands from different places. In 2010, the BDC suggested establishing a mutual trademark recognition and reconciliation mechanism covering Mainland, Hong Kong, Taiwan and Macau, which could lead to the formation of a "Greater China Trademark Alliance" and finally the availability of "one-stop" integrated registration across the four regions.

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

表彰優秀 樹品牌「智」勝典範

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



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

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



Setting Benchmark for Branding Excellence

Hong Kong Top Ten Brandnames Awards is one of the most representative and long-standing brand accreditation schemes in the Greater China. In 2004, the Award was renamed as "Hong Kong Top Brand Awards" and the "Hong Kong Top Brand Mark Scheme" (Top Mark Scheme) was introduced in parallel as a quality assurance system and continuing development mechanism. The Scheme adopts a well-structured licensing framework to re-assess and supervise the Awardees on a regular basis, together with a distinctive visual symbol i.e. "Top Mark" to represent the unified image of Hong Kong's outstanding brands and reinforce confidence guarantee to consumers.

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

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

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

"Branding Hong Kong" should be an all-directional orchestrated endeavour, with city branding being an indispensable dimension. In 2006, the BDC launched the "Made in Hong Kong Mark Scheme", the first endorsement



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



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



助中小企 攜手奮進品牌路

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



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

mechanism for the geographical indication of Hong Kong. This Scheme authorises products meeting the requirement of Hong Kong's existing Certificates of Origin regime to use a specially-designed "HK Mark", in an attempt to establish a visual identity for and ignite the resonance among consumers towards "Made in Hong Kong".

Getting SMEs on Board

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



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



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



在「中小企業發展支援基金」的資助下，品牌局於 2010 年與香港理工大學合作推行為期 18 個月的「品牌有價：中小企創建強勢品牌之道」研究及培訓計劃，向中小企傳授「全面品牌管理」方法，更編輯《蓄勢而發：中小企品牌「智」勝要略》案例專書，豐富本地品牌教育的範例。

身體力行 塑「香港品牌」形象

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



自成立以來，品牌局身體力行，馬不停蹄地帶領香港品牌參與了近 100 個在本港和內地市場舉行的展覽會；2009 年更於香港國際機場設立「香港名牌巡禮展示廊」，向世界各地的旅客展示香港原創品牌的最強陣容。



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

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

Shining up Hong Kong Brand



As part of its efforts to be a “one-stop” service platform to support brand development, the BDC has been devoted to building and enhancing the collective image of Hong Kong brands. Its annual publication namely “The Parade of Hong Kong Top Brands” is widely recognised as the “Annals of Hong Kong Brands”, which collects first-hand information and valuable winning experience of hundreds of local brands. To further disseminate the success stories of Hong Kong brands, the BDC also joined hands with Wen Wei Po and Hong Kong Economic Times, to publish newspaper report series and books entitled “Brand Stories @ Hong Kong” and “Hong Kong Brands: New • Classic” respectively.



香港品牌發展局十周年誌慶 BDC 10th Anniversary



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

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

Seeing that Hong Kong companies are extending their footprints in the Mainland market from South China to the North and from the coastal East to the hinterland, the BDC has organised a series of promotion campaigns in the inland provinces as well as the 2nd- and 3rd-tier cities.

Under the sponsorship of "Dedicated Fund on Branding, Upgrading and Domestic Sales", the BDC successively staged large-scale "Hong Kong Brand Festival" in Wuhan, Xiamen, Chongqing and Harbin. These serial activities combined image promotion, business matching and market research, not only demonstrating to Mainland consumers the emotional values as well as the superior, stylish, and charming image of Hong Kong brands, but also providing in-depth market intelligence for Hong Kong companies and assisting them to reach out to potential business partners.



十載根基 領業界再創輝煌

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

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



為了紀念十周年華誕，品牌局特別設計了一個視覺標誌，將道勁挺拔的「1」字與品牌局的圓形徽號融為一體，巧妙地構造出「10」的形意，帶出「十年豐盛，一路領先」的含義。

這個標誌既代表品牌局對過往工作的回顧，亦隱含對未來的期許和承諾；象徵著香港品牌發展局將繼往開來，與業界攜手奮進，在品牌發展道路上一往無前，迎接香港品牌盛世的下一個「黃金十年」。

From Glory to Glory

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

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

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



品牌・創新里程 On Branding Journey

2005 年

1. 「香港名牌選舉」和「香港名牌標識計劃」正式成為品牌局和廠商會的合辦項目；主辦機構並增設「香港服務名牌選舉」。
2. 組織「中小企品牌群策營」。

2006 年

1. 引入「香港製造標識（HK 嘜）計劃」。
2. 赴北京訪問國家商務部、工商行政管理總局等中央政府部門。

2007 年

發表《香港品牌發展策略與行動綱領》。

2008 年

1. 與文匯報聯合出版《品牌故事 @ 香港》。
2. 與香港大學專業進修學院合辦「行政人員文憑（品牌策略管理）」課程。

2009 年

於香港國際機場設立「香港名牌巡禮」展示廊，為期 9 個月。

2010 年

1. 增設「香港新星品牌選舉暨香港新星服務品牌選舉」。
2. 與香港大學專業進修學院合辦首屆「最佳品牌策劃獎」。

2011 年

組織赴廣東省考察團，拜會多個省政府主管部門。

2012 至 2014 年

接連於武漢、廈門、重慶、哈爾濱等地舉行「香港品牌節」。

2015 年

舉辦「品牌局成立十周年系列慶祝活動」。

2005

1. Hong Kong Top Brand Awards and Hong Kong Top Brand Mark Scheme became the joint projects of the BDC and the CMA. The Organisers launched the “Hong Kong Top Service Brand Awards”.
2. The SME Branding Club was established.

2006

1. The “Made in Hong Kong Mark Scheme” was introduced.
2. The BDC dispatched a delegation to Beijing and met with Ministry of Commerce, State Administration for Industry and Commerce, and related departments of the Central Government.

2007

The report on “Hong Kong Brand Development Strategies and Action Agenda” was published.

2008

1. The BDC and Wen Wei Po jointly published a book namely “Brand Stories @ Hong Kong”.
2. The “Executive Diploma in Strategic Brand Management” programme was launched in collaboration with the HKU SPACE.

2009

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

2010

1. “Hong Kong Emerging Brand Awards & Hong Kong Emerging Service Brand Awards” were introduced.
2. The first “Best Brand Idea Award” was co-organised with HKU SPACE.

2011

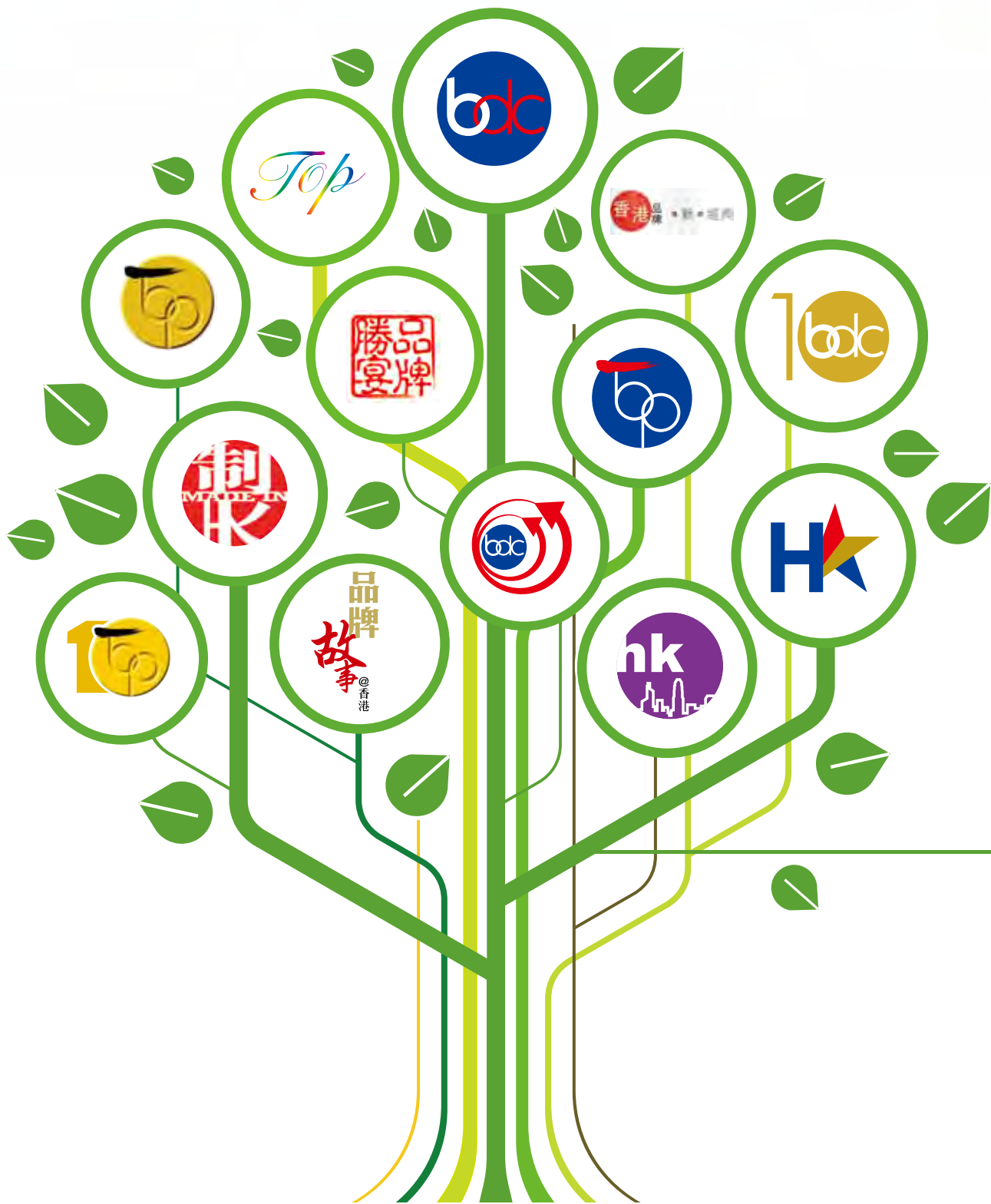
A delegation was dispatched to Guangdong Province to visit related government departments.

2012 to 2014

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

2015

A series of activities in celebration of the 10th Anniversary of the Council have been launched.



十年豐盛
A Flourishing Decade

品牌局 十周年慶祝活動 Celebrating BDC 10th Anniversary

為慶祝成立十周年，香港品牌發展局圍繞「十年豐盛，一路領先」的主題舉辦一系列慶祝和宣傳活動；在慶祝華誕的同時，亦宣揚香港品牌的驕人成就，提升本地品牌的整體形象。

To celebrate the 10th anniversary, the Hong Kong Brand Development Council has lined up a host of events and programmes under the banner of "Leading the Way, Branding for Excellence", with an eye to enhancing the profile of the Council on one hand and promoting the branding achievements of Hong Kong industries on the other hand.

- 設計「品牌局十周年標誌」，作為慶祝品牌局創立十周年的專用視覺符號，應用於2014年下半年至2015年期間的相關宣傳推廣活動。
- "BDC 10th Anniversary Logo" has been introduced as a distinctive visual symbol for relevant activities rolling out from the second half of 2014 to year 2015.
- 於2014年7月召開記者招待會，宣佈香港品牌發展局創立十周年的慶典安排。
- A press conference was held in July 2014 to announce the details of the serial activities in celebration of BDC 10th anniversary.



- 於「香港服務名牌選舉」之下增設「香港服務名牌十年成就獎」榮譽獎項，頒授予在品牌創建方面持續努力並取得傑出成績的往屆得獎品牌。
- Hong Kong Top Service Brand Awards introduces a new honorary category namely "Ten Year Achievement Award" to commend past winner who have demonstrated persistent commitment to branding and have sustained upstanding performance for years.



- 與《香港經濟日報》合作推出「香港品牌·新·經典」系列報章專訪，細數本地代表性品牌的傳承與創新，以及品牌掌舵人的成功心得。專訪自2014年8月起以連載的形式定期刊登，有關內容稍後將集結成一本名為《香港品牌·新·經典》的書籍。

- Starting from August 2014, a newspaper report series titled "Hong Kong Brands: New • Classic" is regularly published by the BDC in collaboration with the Hong Kong Economic Times. The reports collect the success stories of Hong Kong's representative brands, enumerating their succession and evolutions as well as the invaluable experience of brand operators; and at a later stage, these reports will then be compiled into a book of the same title.

- 於2014年12月13日至2015年1月5日舉行的「香港工展會」內設立品牌局的推廣攤位；透過資料板、宣傳單張、有獎問答遊戲等形式，向入場人士介紹品牌局的工作，加深市民對品牌局的認識。
- A promotional booth was set up at the Hong Kong Brands and Products Expo from 13 December 2014 to 5 January 2015. By displaying information panels, distributing promotion leaflets and organising quiz games, the booth served as a window for the public to know more about the work of the BDC.



- 於2015年2月2日假香港會展中心會議廳舉行「香港品牌發展局成立十周年誌慶晚宴」。晚宴與2014年「品牌選舉」的頒獎典禮一併舉辦，由財政司司長曾俊華以及多名政府主要官員主禮；業界和各方友好歡聚一堂，分享成功的喜悅，共同打造一場別開生面的「品牌盛宴」，彰顯香港品牌的實力和凝聚力。
- BDC 10th Anniversary Gala Dinner is to be held on 2 February 2015 at Convention Hall of Hong Kong Convention and Exhibition Centre. In tandem with the Presentation Ceremony of 2014 Brand Awards, it will be officiated by Financial Secretary the Honourable John Tsang and top officials of the HKSAR Government. This "Sumptuous Feast for Hong Kong Brands" would be a joyful occasion for sharing the pride and excitement of success, while demonstrating the strength and cohesion of Hong Kong industries.

- 於2015年為《香港品牌·新·經典》舉行新書首發儀式，並舉辦有關香港品牌發展的論壇，向業界和大眾傳遞品牌「智」勝的信息。
- A launching ceremony for the new book "Hong Kong Brands: New • Classic", followed by a forum on the topic of brand development, will be organised in 2015 to raise the awareness of branding among the industries and the public as a whole.



二零一四品牌選舉得獎品牌名單 List of 2014 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



香港名牌十年成就獎

Hong Kong Top Brand Ten Year Achievement Award



2036
2036

活力健國際有限公司
Holistol International Ltd

主要產品：純靈芝孢子精華、靈芝孢子油、
靈芝孢子蟲草雲芝精華、高濃配方、
益生菌配方

Main Products: Ganoderma Spore-Pollen,
G Spore Lipids, G Spore Cordyceps Yunzhi,
Vessel, Probiotic



蓋記燕窩
First Edible Nest

君政國際有限公司
Cross International Ltd

主要產品：燕窩、冬蟲夏草、
花膠、乾貨海味、冷藏海味
Main Products: Bird's Nest,
Cordyceps Sinensis, Fish Maw,
Dried Sea Food, Frozen Sea Food



官燕棧
Imperial Bird's Nest

官燕棧國際有限公司
Imperial Bird's Nest International Co Ltd

主要產品：燕窩、簡易燕窩系列、
名貴藥材、中藥材、乾貨海味
Main Products: Bird's Nest,
Imperial Bird's Nest — Simple Series,
Rare Medical Herb & Material,
Chinese Medical & Material,
Dried Sea Foods



香港卓越名牌

Hong Kong Premier Brand



EDO Pack
EDO Pack

僑豐行有限公司
Kiu Fung Hong Ltd

主要產品：餅乾、糖果、朱古力、
即食粉麵、零食

Main Products: Biscuits, Confectioneries,
Chocolate, Instant Noodles, Snack



茲曼尼
Giormani

歐達家具有限公司
Arredamenti Co Ltd

主要產品：沙發
Main Product: Sofa



威馬
Goodway

威馬企業有限公司
Goodway Electrical Enterprise Ltd

主要產品：電熨斗、風筒、
電飯煲、微波爐、電磁爐

Main Products: Electric Iron, Hair Dryer,
Rice Cooker, Microwave Oven,
Induction Cooker



奇華餅家
Kee Wah Bakery

奇華餅家有限公司
Kee Wah Bakery Ltd

主要產品：中式餅及糕點、時令食品、
月餅、餅乾、臘味

Main Products: Chinese Cakes & Confectioneries,
Seasonal Food, Mooncakes, Biscuits, Chinese
Preserved Meat & Sausage



二零一四品牌選舉得獎品牌名單 List of 2014 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



香港名牌
Hong Kong Top Brand



AQ 天滌
AQ

艾橋生物科技集團有限公司
AQ Bio Technology Group Ltd

主要產品：消毒殺菌劑（多功能配方、幼兒配方、肌膚配方、有機污染物配方、寵物配方）
Main Products: Sanitiser (Multi-purpose Formula, Toddlers Formula, Body Mist, VOC Treatment Formula, Pet Formula)



B.Duck
B.Duck

森科產品有限公司
Semk Products Ltd

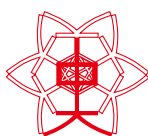
主要產品：家居用品、浴室用品、文具、玩具、服裝
Main Products: Household Product, Bathing Product, Stationery, Toys, Clothing



卓譽
Cherry

穎業國際有限公司
Wing Yip International Ltd

主要產品：床上用品、枕頭、毛巾
Main Products: Bedding, Pillow, Towel



中大捲閘
Chung Tai Roller Shutters

中大捲閘有限公司
Chung Tai Roller Shutters Co Ltd

主要產品：防火捲閘、安防捲閘、手動捲閘、透明捲閘
Main Products: Fire-rated Roller Shutters, Security Roller Shutters, Manual Roller Shutters, Transparent Roller Shutters



滋寶奇珍
Herba Precious

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

主要產品：中藥保健產品（滋寶奇珍）
Main Product: Chinese Medicine Healthcare Product (Herba Precious)



KONSTAR
KONSTAR

康加實業有限公司
Konstar Industries Ltd

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



冠華食品
Koon Wah Provisions

冠華食品菓子廠有限公司
Koon Wah Food & Preserved Fruit Fty Ltd
主要產品：涼果、蝦片、果仁、乾果、肉乾及肉鬆
Main Products: Preserved Fruit, Lobster Chips, Nuts, Dried Fruits, Dried Meat Fillet & Floss



農本方
Nong's

培力（香港）健康產品有限公司
PuraPharm International (HK) Ltd

主要產品：即溶中藥（感冒沖劑、止咳沖劑、失眠沖劑、潤喉止咳配方）
Main Products: Instant Chinese Medicine (Flu Formula, Cough Formula, Sleep Aid Formula, Dry Throat & Cough Formula)



原味家作
Original Taste Workshop

原味家作有限公司
Original Taste Workshop Ltd

主要產品：中式湯、小吃、樽裝涼茶、樽裝果味飲品、調味醬料
Main Products: Chinese Soup, Snack, Bottled Herbal Tea, Bottled Fruit-flavoured Drink, Seasoning Sauce



歐化寶
Ulfenbo

瑞典歐化（遠東）有限公司
Ulferts of Sweden (Far East) Ltd

主要產品：床褥、沙發、椅
Main Products: Mattress, Seating



二零一四品牌選舉得獎品牌名單 List of 2014 Brand Awards Winners

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



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



中原地產
Centaline Property

中原地產代理有限公司
Centaline Property Agency Ltd

主要服務：地產代理、項目策劃
Main Services: Real Estate Agency Services,
Project-based Strategic Planning



香港中國旅行社
China Travel Service (Hong Kong)

香港中國旅行社有限公司
China Travel Service (HK) Ltd

主要服務：旅行團、票務代理、
簽證代辦、郵輪代理
Main Services: Group Tour, Ticketing & Booking
Agency, Visa Agency, Cruise Agency



康泰旅行社
Hong Thai Travel

康泰旅行社有限公司
Hong Thai Travel Services Ltd

主要服務：旅行團、自遊行套票、
獨立包團、酒店訂房、票務代理
Main Services: Group Tour, Travel Packages,
MICE Travel, Hotel Booking,
Ticketing & Booking Agency



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

金至尊
3D-GOLD

金至尊
3D-GOLD

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

主要服務：零售及批發
(黃金、鑽石及珠寶首飾)
Main Services: Retail & Wholesale
(Gold, Diamond, Jewels)



二零一四品牌選舉得獎品牌名單 List of 2014 Brand Awards Winners

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



香港服務名牌
Hong Kong Top Service Brand



CMM 蒙妮坦學院
CMM Monita Academy

蒙妮坦學院有限公司
CMM Monita Academy Ltd

主要服務：培訓課程（美容治療、
新娘化妝、專業化妝、美甲及婚禮統籌）
Main Services: Training Courses on Facial Beauty
Treatment, Bridal Make-up, Professional Make-up,
Nail Beauty & Wedding Planner



智盛
GenNex

智盛財經媒體有限公司
GenNex Financial Media Ltd

主要服務：財經印刷、專業翻譯、
排版、創意概念及設計、網頁設計
Main Services: Financial Printing,
Professional Translation, Typesetting,
Creative Design, Website Design



再見寵兒
Goodbye Dear

再見寵兒有限公司
Goodbye Dear Co Ltd

主要服務：寵物遺體火化、
寵物遺物儲存服務
Main Services: Pet Cremation &
Pet's Memento Storage Services



恒生銀行
HANG SENG BANK

恒生銀行
Hang Seng Bank

恒生銀行有限公司
Hang Seng Bank Ltd

主要服務：零售銀行及財富管理、
企業及商業銀行、財資業務及私人銀行服務
Main Services: Retail Banking & Wealth
Management, Corporate &
Commercial Banking,
Treasury & Private Banking Services



唯健康
Health Top

唯健康
Health Top

主要服務：零售（復康產品）、
復康產品訂造、保養及維修
Main Services:
Retail (Rehabilitation Products),
Rehabilitation Products Tailor-making &
Maintenance



香港插花藝術學院
hkafa

香港插花藝術學院有限公司
The Hong Kong Academy of Flower
Arrangement Ltd

主要服務：花藝培訓課程
Main Service: Flower Arrangement Training



許留山
Hui Lau Shan

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

主要服務：甜品餐館及特許經營
Main Services:
Dessert Restaurant
& Franchising



九巴
KMB

九龍巴士（一九三三）有限公司
The Kowloon Motor Bus Co
(1933) Ltd

主要服務：專營公共巴士服務
Main Service:
Franchised Public
Bus Service



御苑皇宴
The Banqueting House

叙福樓餐飲有限公司
LHG Catering Ltd

主要服務：中菜餐館、
婚宴服務
Main Services:
Chinese Cuisine Restaurant,
Wedding Banquet Service



娛藝院線
UA Cinemas

娛藝院線有限公司
UA Cinema Circuit Ltd

主要服務：電影院
Main Service: Cinemas



二零一四品牌選舉得獎品牌名單 List of 2014 Brand Awards Winners

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



AQUEEN

**AQUEEN
AQUEEN**

榮昌國際 (集團) 有限公司
WCJ (Holdings) Co Ltd

主要產品：珠寶首飾
Main Product: Jewellery

美肌の誌
美しい肌を記録する®

**美肌之誌
Beautymate**

衍生行有限公司
Hin Sang Hong Co Ltd
主要產品：化粧及護膚品、個人護理產品
Main Products: Cosmetic & Skincare Products, Personal-care Products

coloré®

**卡雲尼
Coloré**

利昇國際有限公司
Ever Sunrise International Ltd
主要產品：手錶
Main Product: Watches

FunGear

**FunGear
FunGear**

盛唐傳媒集團 (香港) 有限公司
TeTe Media Group (HK) Ltd
主要產品：外置充電電池、微型手機投影器、
手機保護套、便攜式藍芽喇叭
Main Products: External Rechargeable Battery,
Mini Mobile Phone Projector, Mobile Phone Case,
Portable Bluetooth Speaker

**培博思
The PaintBox**

**培博思
The Paint Box**

麗安 (工業) 有限公司
Lai On Products (Industrial) Ltd
主要產品：蠟筆、黏土、水彩、墨水筆
Main Products: Crayon, Clay, Painting in
Water-colours, Water Colour Marker

**Twinkle
Baker Décor**

**Twinkle Baker Décor
Twinkle Baker Décor**

領天國際企業有限公司
Leadsy International Enterprise Ltd
主要產品：糖類裝飾、蛋糕裝飾、烘焙用品
Main Products: Sprinkle, Cake Ornament,
Baking Tools

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



ENSEC

**ENSEC Solutions
ENSEC Solutions**

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

**FSA 劍擊運動學院
FENCING SPORT ACADEMY**

**劍擊運動學院
Fencing Sport Academy**

劍擊運動學院有限公司
Fencing Sport Academy Ltd
主要服務：劍擊訓練
Main Service: Fencing Training

**宏智女偵探
Global Female-oriented Detective**

Global Female-Oriented Detective

宏智國際調查顧問有限公司
Global Investigation and Security
Consultancy Ltd
主要服務：個人調查服務、商業調查服務、
神秘顧客服務
Main Services: Personal Investigation Services, Commercial
Investigation Services, Mystery Shopper Services

**KINGS
香港藝術體操芭蕾舞學院
Rhythmic Gymnastics Ballet Academy (HK)**

**KING'S 香港藝術體操芭蕾舞學院
KING'S Rhythmic Gymnastics
Ballet Academy (HK)**

香港藝術體操芭蕾舞學院有限公司
KING'S Rhythmic Gymnastics Ballet
Academy of Hong Kong Ltd
主要服務：藝術體操及芭蕾舞訓練
Main Service: Rhythmic Gymnastics & Ballet Training

**LAB MADE
Ice Cream Reinvented!**

**Lab Made 分子雪糕專門店
Lab Made**

Lab Made Ltd
Lab Made Ltd
主要服務：分子雪糕專門店
Main Service:
Liquid Nitrogen Ice-cream Parlour

**Mou Mou Club
ShabuShabu a Salsotto
涮涮鍋**

**牛涮鍋
Mou Mou Club**

株式会社有限公司
Kabushikigaisha Ltd
主要服務：日本涮涮鍋放題專門店
Main Service: Japanese All-You-Can-Eat
Shabu Shabu Restaurant



二零一四年品牌選舉評審委員 Final Judging Panels of 2014 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長麥靖宇太平紳士（主席評判）
- 香港中華廠商聯合會會長李秀恒博士 BBS 太平紳士
- 香港工業總會主席劉展灝 SBS, BBS, MH, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港生產力促進局副主席伍志強 MH
- 香港貿易發展局副總裁葉澤恩先生
- 香港設計師協會主席盧永強先生

「香港服務名牌選舉」決賽評審團成員：

- 香港特區政府商務及經濟發展局副局長梁敬國太平紳士（主席評判）
- 香港品牌發展局主席陳淑玲太平紳士
- 香港理工大學校長唐偉章教授太平紳士
- 香港旅遊發展局主席林建岳博士
- 香港中華總商會副會長袁武 GBS 太平紳士
- 香港零售管理協會副主席鄭偉雄先生
- 香港總商會總裁袁莎妮小姐

「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員：

- 香港特區政府原商務及經濟發展局常任秘書長（工商及旅遊）黃灝玄太平紳士（主席評判）
- 香港品牌發展局候任主席黃家和太平紳士
- 香港中小型企業總商會會長吳家榮先生
- 香港品質保證局副主席何志誠工程師
- 香港設計中心行政總裁利德裕博士
- 香港城市大學資訊系統與電子商務講座教授、傳訊及公關處處長李國安教授

Final Judging Panel of Hong Kong Top Brand Awards:

- Mr Kenneth Mak, JP, Director-General of Trade and Industry, Hong Kong SAR Government (Chairman of Judging Panel)
- Dr Eddy Li, BBS, JP, President of the Chinese Manufacturers' Association of Hong Kong
- Mr Stanley Lau, SBS, BBS, MH, JP, Chairman of the Federation of Hong Kong Industries
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Victor Ng, MH, Deputy Chairman of the Hong Kong Productivity Council
- Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council
- Mr David Lo, Chairman of Hong Kong Designers Association

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Mr Godfrey Leung King-kwok, JP, Under Secretary for Commerce & Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Ms Shirley Chan, JP, Chairman of the Hong Kong Brand Development Council
- Prof Timothy Tong, JP, President of the Hong Kong Polytechnic University
- Dr Peter Lam, Chairman of Hong Kong Tourism Board
- Mr Yuen Mo, GBS, JP, Vice Chairman of the Chinese General Chamber of Commerce
- Mr Thomson Cheng, Vice Chairman of Hong Kong Retail Management Association
- Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce

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

- Mr Andrew H Y Wong, JP, Former Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, JP, Chairman-designate of the Hong Kong Brand Development Council
- Mr Eric Ng, President of the Hong Kong General Chamber of Small and Medium Business
- Ir C S Ho, Deputy Chairman of the Hong Kong Quality Assurance Agency
- Dr Edmund Lee, Executive Director of Hong Kong Design Centre
- Prof Matthew K O Lee, Chair Professor of Information Systems & Electronic Commerce and Director of Communications & Public Relations of City University of Hong Kong



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

立品創名 精益求精

Branding for Excellence

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

「選舉」秉承「紮根香港」的定位，其參賽品牌必須在香港創立或與香港有實質的密切聯繫；而參賽公司須在香港註冊，並擁有對參賽品牌的生產、銷售或經營專有權。



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

經過多年的努力，「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達250個；成為備受業界推崇和政府認同的一項殊榮，亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌，更是一個推廣、支援和提升香港品牌的獨特平台。

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

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

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

With the cumulative number of Awardees reaching 250, the Hong Kong Top Brand Awards and Hong Kong Top Service Brand Awards have nowadays become a cachet pursued by the industries and recognised by the Government, a symbol of confidence cherished by our citizens and overseas consumers, as well as a unique platform to promote and foster Hong Kong brands.



「香港名牌標識」設計意念

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

Design Concept of “Hong Kong Top Brand Mark”

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



香港名牌十年成就獎暨

香港服務名牌十年成就獎

Hong Kong Top Brand Ten Year Achievement Award & Hong Kong Top Service Brand Ten Year Achievement Award
























十年卓越 一路領先

Salute to the First and Best in Branding

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

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

至今，共有 21 個品牌榮獲「香港名牌十年成就獎」，包括「2036」、「雅芳婷」、「蓋記燕窩」、「官燕盞」、「李錦記」、「榮華」、「鱷魚恤」、「刀嘜」、「獅球嘜」、「余仁生」、「金妹牌」、「雞仔嘜」、「四洲」、「海馬牌」、「位元堂」、「金至尊」、「美心」、「雅蘭」、「德國寶」、「六福珠寶」及「壽桃牌」；另有 3 個品牌榮獲「香港服務名牌十年成就獎」，包括「中原地产」、「香港中國旅行社」和「康泰旅行社」。

得獎年份 Conferment Year	得獎品牌 Winning Brands
2008	  
2009	  
2010	  
2011	  
2012	  
2013	  
2014	  
	  

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

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

Up to date, 21 brands have become laureates of "Hong Kong Top Brand Ten Year Achievement Awards", including "2036", "A-Fontane", "First Edible Nest", "Imperial Bird's Nest", "Lee Kum Kee", "Wing Wah", "Crocodile", "Knife Brand", "Lion & Globe Brand", "Eu Yan Sang", "Maid Brand", "Chicks", "Four Seas", "Sea Horse", "Wai Yuen Tong", "3D-GOLD", "Maxim's", "Airland", "German Pool", "Lukfook Jewellery" and "Sau Tao"; while 3 brands including "Centaline", "China Travel Service (Hong Kong)" and "Hong Thai Travel" have been honoured with "Hong Kong Top Service Brand Ten Year Achievement Awards".



「十年成就獎」設計意念

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

Design Concept of "Ten Year Achievement Award Logo"

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



香港新星品牌選舉暨

香港新星服務品牌選舉

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

為品牌創業者喝采加油

Acclaiming our “Brand Entrepreneurs”

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

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

自 2010 年創立以來，「香港新星品牌選舉暨香港新星服務品牌選舉」已連續舉行五屆，累計得獎品牌 54 個，展示了香港品牌發展的又一道亮麗風景線。



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

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

Since 2010, 54 young brands have been selected as winners of the Hong Kong Emerging Brand Awards and Hong Kong Emerging Service Brand Awards, demonstrating a new horizon of Hong Kong’s brand development.

「香港新星品牌標識」設計意念

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

Design Concept of “Hong Kong Emerging Brand Mark”

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





香港名牌標識 (TOP 嘜) 計劃

Hong Kong Top Brand Mark (TOP Mark) Scheme

優質、名望和信心的標誌

The Hallmark of Reputation, Quality and Confidence

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



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

目前獲得「香港名牌標識 (TOP 嘜) 計劃」核准的「香港名牌」及「香港服務名牌」已超過 190 個。

Jointly organised by the BDC and the CMA since 2004, the Hong Kong Top Brand Mark (TOP Mark) Scheme adopts a well-structured assessment system and licensing procedures to continuously review and recognise the sustainable achievement in branding of Hong Kong companies.



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

Currently, the Scheme has over 190 registered brands under its aegis.

香港名牌標識計劃

Hong Kong Top Brand Mark Scheme



普通標識
Ordinary Mark



卓越標識
Premier Mark



座檯咭 Tent Cards



標貼 Sticker



襟章 Badge



襟針 Pin

品牌殿堂

Hall of Fame

「香港名牌標識」及「香港新星品牌標識」核准品牌

Registered Brands of “Hong Kong Top Brand Mark” & “Hong Kong Emerging Brand Mark”





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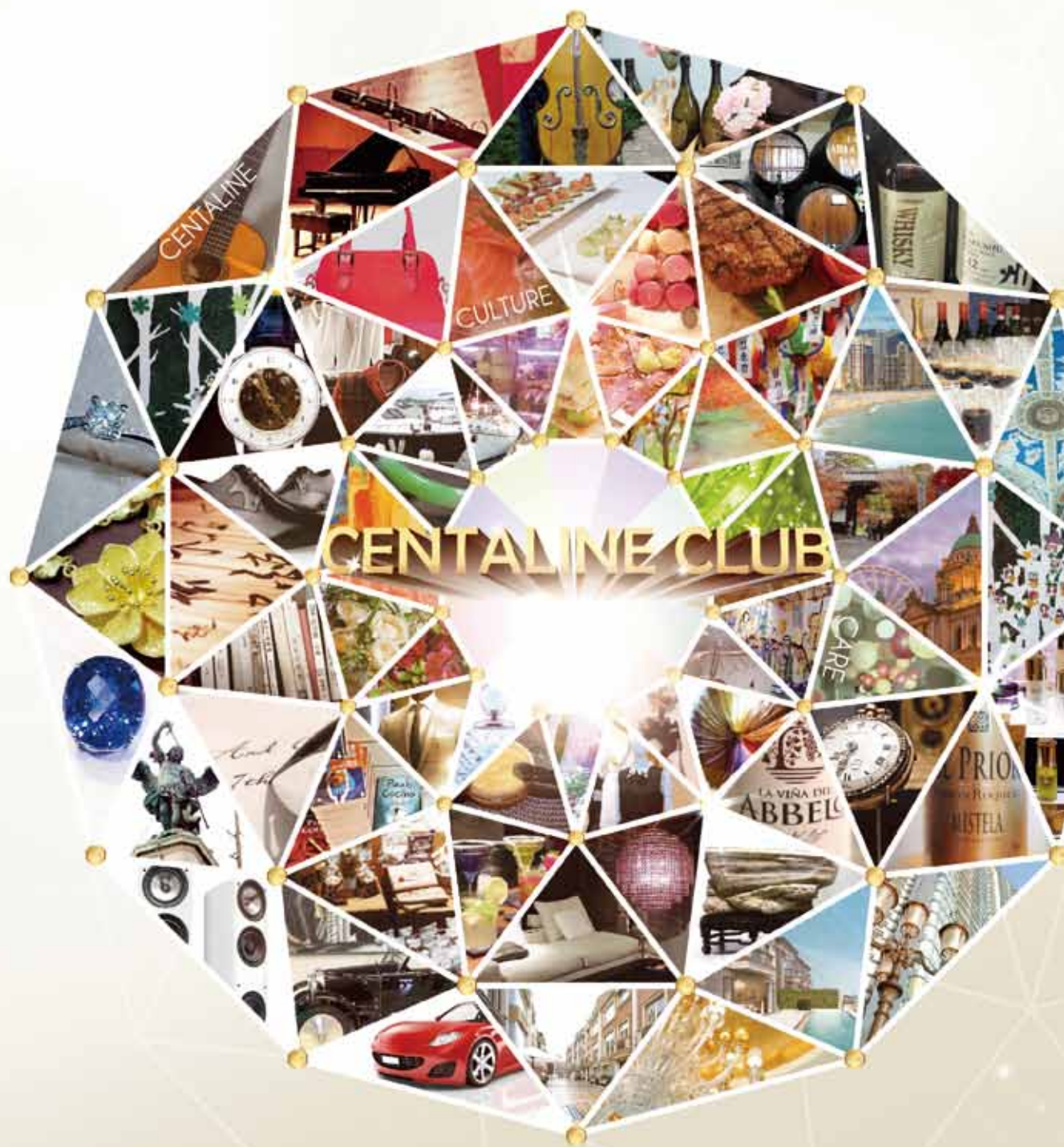




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- 接待各地入境旅遊團隊
- 代辦各國旅遊簽證
- 代辦「港澳居民來往內地通行證」、「台灣居民來往大陸通行證」
- 辦理海陸空票務、酒店訂房、景點門票、自遊行套票、郵輪套票
- 會議展覽業務

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- MICE services



中大捲閘



專業

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消防隔熱捲閘



鋼帘頁捲閘



鋁合金捲閘



環保通花捲閘



鋁合金摺閘



大型透視捲閘



透視透氣橫閘



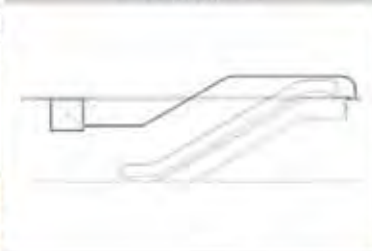
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實現理想 進修良機

學院以下課程獲得資歷架構認可，並已加入持續進修基金可獲還款項課程名單內。合資格學員，可獲發還有關課程費用的80%或上限 \$10,000 港元。



■ 專業高清噴槍新娘及時裝化妝師證書

本課程已列入資歷架構認可的第三級課程

資歷名冊登記號碼：14/003075/L3 登記有效期 4/7/2014-3/7/2017

完成課程後，學員可考取國際應可專業試： ITEC Certificate in Make Up • ITEC Certificate in Airbrush Make-Up • CIBTAC Level 3 Certificate in Fashion and Photographic Make Up • Central TAFE Certificate in Design, apply and remove make up



資歷架構
Qualifications
Framework



■ 化妝及婚禮統籌師證書

本課程已列入資歷架構認可的第三級課程

資歷名冊登記號碼：14/003076/L3 登記有效期 4/7/2014-3/7/2017



本校可協助學員申請
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■ 專業美容護理證書

本課程已列入資歷架構認可的第二級課程

資歷名冊登記號碼：14/003041/L2

登記有效期 4/7/2014-3/7/2017

完成課程後，學員可考取國際應可專業試：
ITEC Diploma in Beauty Treatment • Diploma for Beauty Specialists • CIBTAC Diploma in Skincare Treatment • City & Guilds Diploma in Beauty Therapy • Central TAFE Certificate in Professional Facial Treatment





周年

優質產品及服務 成就卓越名牌

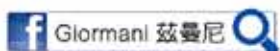


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茲曼尼成立15年，多年來致力維護及推廣品牌，於2014年憑藉於不同範疇的傑出表現，榮獲多個本地及海外獎項，表現備受認同，剛剛更獲得由香港品牌發展局和香港中華廠商聯合會頒發「香港卓越名牌」，成就非凡。

茲曼尼由唐慕貞及其丈夫吳紹業於15年前一同創立，發展自家品牌和零售業務。當年家具店售賣的梳化大多標準化，甚少為顧客提供度身訂造的服務。因此，從事家具生產多年的他們，1999年於內地開設專門生產梳化的廠房，主力發展梳化訂造服務，正式展開品牌之旅。



▲唐慕貞表示，發展品牌要專心專注，因此15年來只備梳化，由設計、生產至零售皆由自家負責。

專注業務 發揮創意

茲曼尼至今都選擇只做梳化。唐慕貞表示：「為一款梳化訂造，提供不同的物料配搭，是茲曼尼最引以為傲的一項優勢。顧客可視乎個人喜好，對材料、顏色、尺寸和家居設計等不同元素作出配搭，令一張梳化變得活潑、有個性。」訂造服務的背後，需要整條生產線的完善配合，由生產線運作至銷售電腦系統，都需要嚴謹的控制和管理。



▲茲曼尼位於九龍灣MegaBox的旗艦店，開設不同展區，將室內設計融入購物體驗，為顧客帶來更多家居配搭的新靈感。

經歷考驗 取得突破

憑敏銳市場觸覺及出色品牌策略，茲曼尼於香港逐步建立成為知名梳化品牌。可是15年來亦曾遇到重大考驗：2003年沙士爆發，零售市場十分淡靜，但當時剛好部署在沙田開設一間1萬呎的旗艦店，更已落訂。由於市道差，租金回落，競爭也較小，於是決定按照原定計劃開店。幸好沙士過去後，下半年消費已恢復過來，業務亦因此取得突破。藉打造全新品牌旗艦店，果機把品牌推高一個檔次，在市場上突出自己。



傑出表現十五載

茲曼尼梳化坐擁舒適生活



▲近年茲曼尼與多位本地創意人Crossover，2014年與著名設計師劉小康合作推出Pony Chair，無論大人及小朋友均十分喜愛，並舉行慈善義賣活動，將款項捐贈予Hope worldwide，為小朋友帶來希望。

品牌十五載 忠誠度 100%

唐慕貞坦言，品牌發展了15年，實有必要進行革新，但她重申，品牌的核心(Core)不會改變。最近特別進行了一項大型研究，希望了解不同顧客對茲曼尼品牌市場定位的看法。共533名受訪者中，100%已選購茲曼尼梳化的受訪者表示未來購買新梳化亦會選擇茲曼尼。這項調查結果確實令人鼓舞，亦可見茲曼尼在各範疇的努力已成功說服消費者成為忠誠的顧客。而預計今年中，將推出一系列品牌革新活動，期望向顧客展現全新的品牌形象。



► Giormani創辦人兼首席設計師 Kelvin Ng 第三度獲頒發由美國傢俱界「奧斯卡」的Pinnacle Design Achievement Awards。

茲曼尼 X 本地設計師 注入不同風格 創意無界限

成立首個10年後，茲曼尼決心加強本地設計元素，廣邀本地創意人Crossover，突顯品牌的創新形象，為梳化設計注入新元素，包括與Chocolate Rain創作親子拼布小家具；與多媒體創作人歐陽應雲創作「雞蛋仔」梳化；與著名設計師劉小康推出創意家品「Piggy」及「Pony Chair」系列等，歷年共推出11個設計師系列。除了把原創產品推出市場，茲曼尼更舉辦相關活動及展覽，將設計師希望透過梳化設計帶出的信息傳達給更多受眾。

► 茲曼尼與不同創意人士合作，為梳化注入新元素，與多媒體創作人歐陽應雲創作的雞蛋仔梳化及Chocolate Rain的拼布系列均廣受歡迎。

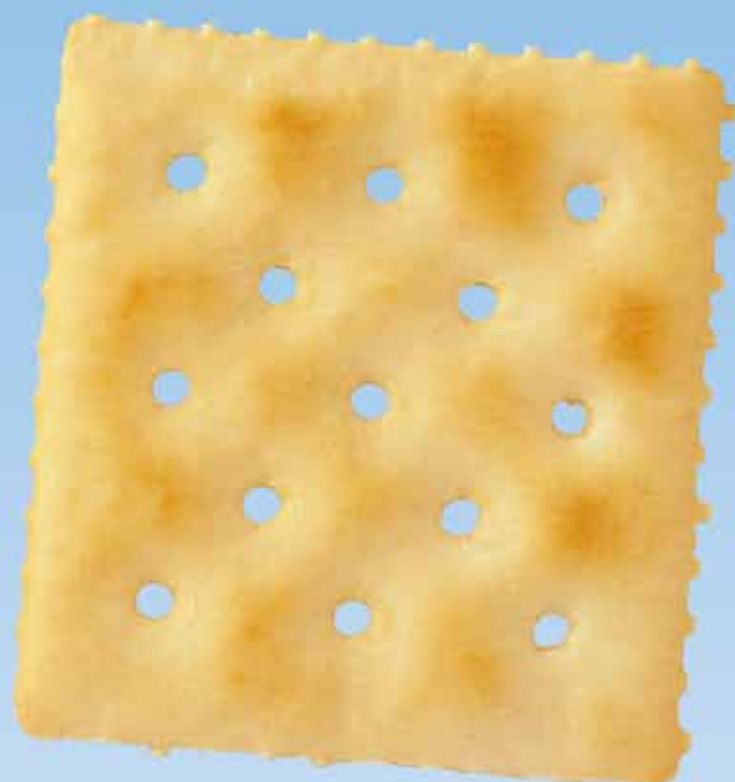


品牌榮譽

- 2009 獲香港品牌發展局頒發「香港名牌」
- 2011 首奪美國Pinnacle Design Achievement Awards (Leather Upholstery)
- 2013 香港優質顧客服務協會「十大中小型企業優質顧客服務大獎」
- 2013 再奪美國Pinnacle Design Achievement Awards (Motion Upholstery)
- 2014 第五屆香港企業公民計劃「香港傑出企業公民獎——中小型企業組別銅獎」及「企業公民持續向前大獎」
- 2014 三奪美國Pinnacle Design Achievement Awards (Leather Upholstery)
- 2014 香港零售管理協會傑出服務獎「傢俱及居室用品組別」(基層級別)
- 2014 獲香港品牌發展局頒發「香港卓越名牌」



► 茲曼尼前職銷售員工獲香港零售管理協會頒發「傑出服務獎(傢俱及居室用品組別)」獎項，證明旗下品牌的優質服務獲業界肯定。



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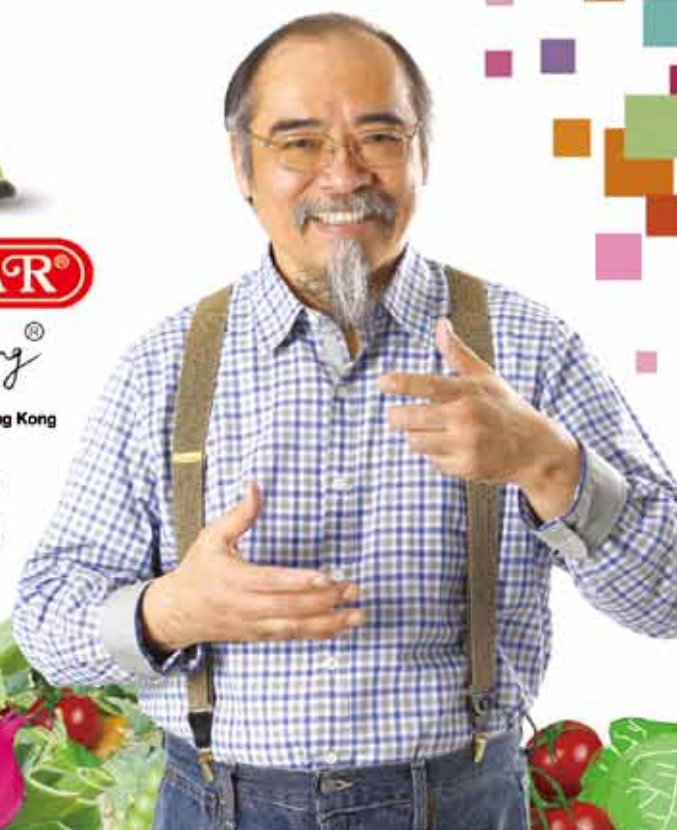
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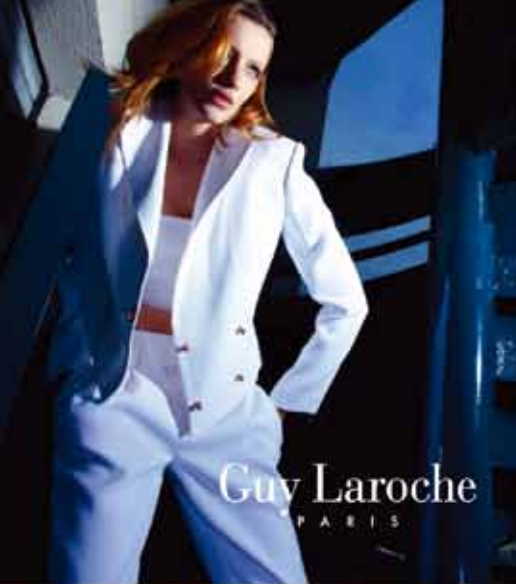


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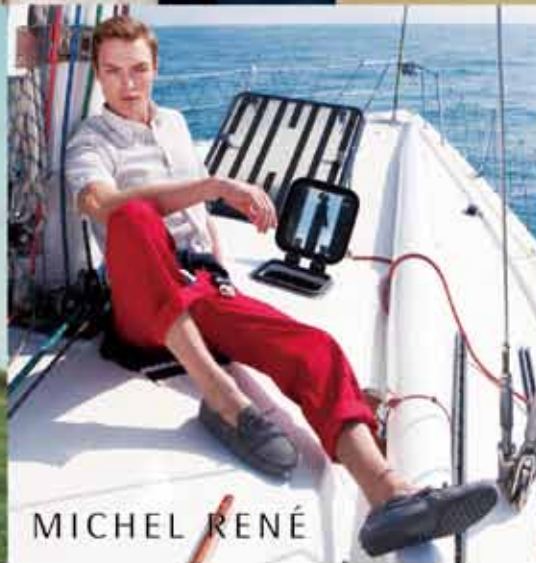
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速成班 · 個別教授 · 宴會佈置
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I.A.F.

JANE PACKER
LONDON

Tomas De Baryne
Belgium

天津·香港
品牌節



「天津香港品牌節」系列活動

獲香港特區政府「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」資助，香港品牌發展局及香港中華廠商聯合會合辦「天津香港品牌節」系列活動，並由廠商會展覽服務有限公司承辦；透過品牌展示、舞台表演和遊戲、焦點小組、工作坊及分享會，協助香港品牌拓展華北市場龐大的內銷商機。

「『親·愛小孩』香港品牌園地」主題展區

- 2015年6月19日至23日 (天津舉行)

「『喜·愛香港』品牌站」產品展示

- 2015年6月19日至23日 (天津舉行)

拓展華北內銷市場及電子營銷實務工作坊 (全天)

- 暫定2015年5月 (香港舉行)

分銷商座談會

- 暫定2015年6月 (天津舉行)

消費者焦點小組

- 暫定2015年6月 (天津舉行)

拓展華北內銷市場經驗分享會 (2小時)

- 暫定2015年9月 (香港舉行)

主辦機構:



香港品牌發展局
Hong Kong Brand
Development Council

合辦機構:



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

執行機構:



香港中華廠商聯合會
展覽服務有限公司
CMA Exhibition Services Limited

資助機構:



由香港特別行政區政府
「發展品牌、升級轉型及拓展內銷市場的
專項基金」(機構支援計劃)撥款資助
Funded by the Dedicated Fund on Branding,
Upgrading and Domestic Sales (Organisation
Support Programme) of the Government of
the Hong Kong Special Administrative Region

活動參與對象：香港企業

活動費用：所有活動費用全免

查詢電話：2542 5779

網址：www.hkbrand.org

「舉辦『天津香港品牌節』系列活動以協助香港品牌拓展中國華北市場」項目由香港品牌發展局主辦，香港中華廠商聯合會合辦；香港中華廠商聯合會展覽服務有限公司擔任執行機構，並獲香港特別行政區政府「發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)」撥款資助。在此刊物上/活動內(或項目小組成員)表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府、工業貿易署或中小企業發展支援基金及發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)評審委員會的觀點。



cutting through complexity

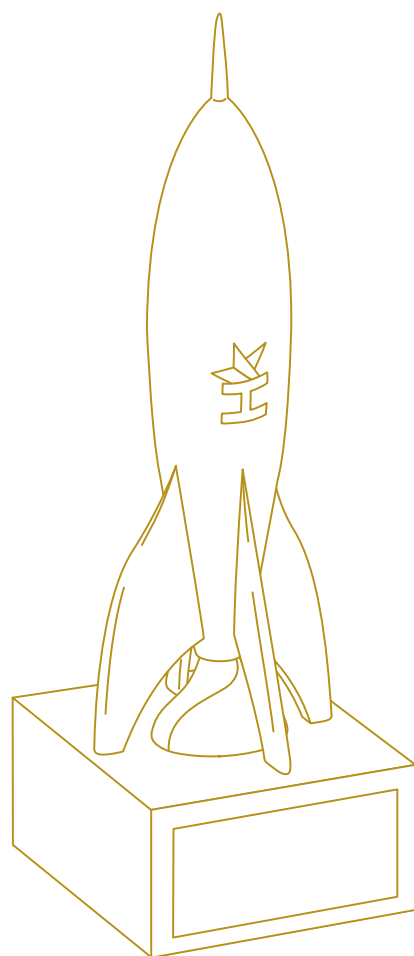
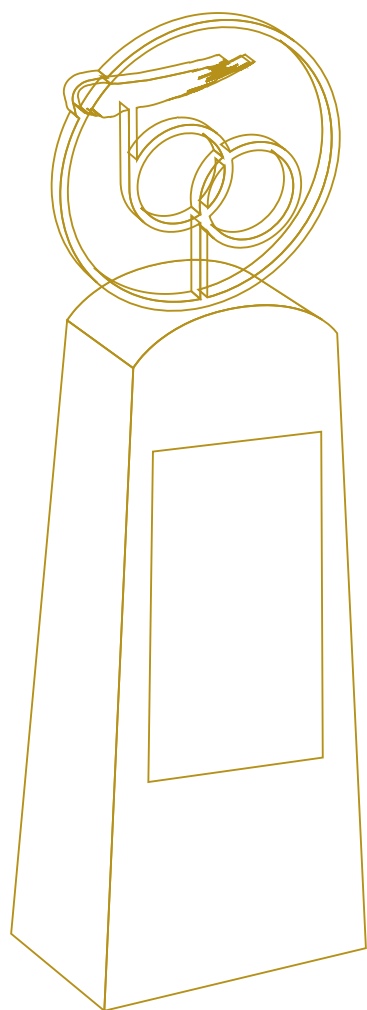
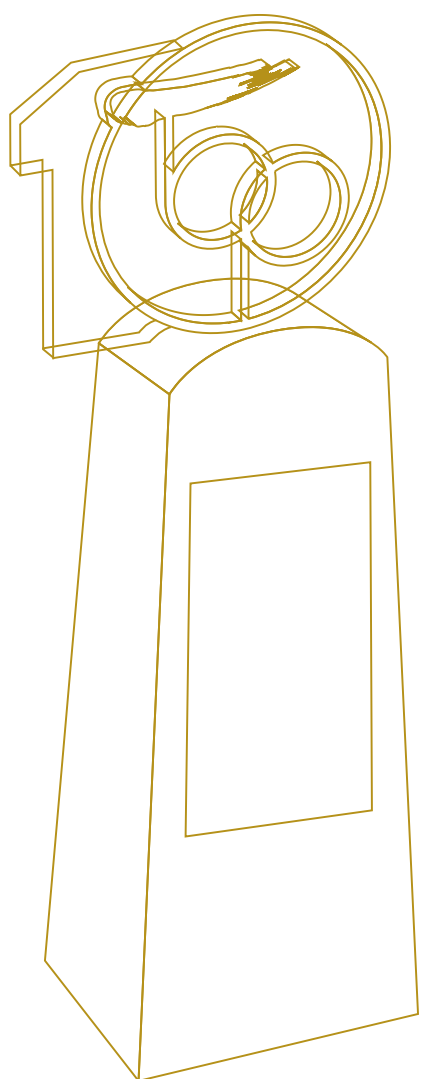
畢馬威會計師事務所 與您攜手共拓商機

中國市場充滿無數機遇，但我們必須懂得發掘有潛力的領域。畢馬威中國在北京、成都、重慶、佛山、福州、廣州、杭州、南京、青島、上海、瀋陽、深圳、天津、廈門、香港特別行政區和澳門特別行政區共設有16家機構。

無論客戶在何處經營業務，我們各家辦事處均能為客戶提供貫徹如一的優質專業服務，協助客戶把握商機，實現業務目標。

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引領工商界立品創名 推動香港成為名牌薈萃之都
Steering our industries towards brand-building
and developing Hong Kong into a brands hub

香港品牌發展局

Hong Kong Brand Development Council

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