

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



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

頒獎典禮暨慶祝晚宴

Awards Presentation Ceremony-cum-Gala Dinner

bdc

紀念特刊

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主辦機構
Organisers



香港品牌發展局
Hong Kong Brand
Development Council



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

活動贊助及義務核數師
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六福珠寶
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主席獻辭

Message from the Chairman



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

隨著全球經濟進入增長放緩的「新常態」，各種前所未有的挑戰接踵而來；外圍市場羸弱、匯率風險上升，加上消費者心態轉變、科技發展引發商業經營「範式轉移」、以及政治和社會環境更趨波動，令許多行業面臨嚴峻的經營壓力。但對於一向靈活機變的香港企業來說，機遇往往與挑戰相伴相隨；換個角度看，壓力其實也是動力，是促成改革和推動前進的「反向激勵」。

在業界奮力打拚「逆境波」的過程中，我們看到了香港品牌發展的另一番新景象。越來越多的香港企業將品牌作為扭轉局勢、化危為機的突圍之道。建立品牌競爭力，不失為攻防兼備的「逆轉勝」策略；既是逆市擴張、攻佔新市場的利器，亦是固本培元、在淡市中留住客戶心的「不二法門」。

經過業界長期的努力、積累和洗煉，「香港品牌」已升華為優質、時尚、信譽、物有所值和上佳服務的象徵。在當前市況偏淡的氛圍下，消費者的態度更趨理性、更加務實和注重性價比；憑藉正面的形象和得天獨厚的多方面優勢，香港品牌恰恰可以順應消費文化的新趨勢，特別是迎合國內居民消費型態的轉變，開闢出一片發展的新洞天。

在特區政府的協助下，香港品牌發展局相繼在武漢、廈門、重慶、哈爾濱、天津、大連等內地城市，舉辦了聲勢浩大的「香港品牌節」系列活動；更「揚帆出海」，遠赴東南亞、南亞和中東的展會，推廣香港優秀的品牌產品。業界的積極響應和熱情參與，令我們倍感鼓舞！

從華中、西南，到渤海灣以至東北三省，香港品牌的足跡正跨越大江南北，並逐漸向「一帶一路」沿線國家延伸。許多「品牌創業者」密鑼緊鼓地在各地鋪設銷售渠道，擴闊客戶基礎，建立品牌知名度；有的則鎖定目標客戶，深耕特選的市場區隔，以更加「接地氣」的產品和窩心的服務，培養品牌的忠誠度。許多企業還銳意引入創新科技和管理，運用創意的營銷

As the global economy enters the “New Normal” of slowing growth, it also brings about a plethora of unprecedented challenges — prolonged weakness in the international market, increasing foreign exchange risks, changing consumer mindsets and the “paradigm shift” in business operation ensuing from technological advancements, coupled with heightened volatilities in the political and social arenas. All these have imposed escalating pressure on our industries. For Hong Kong enterprises that have always managed to thrive on adaptability, however, challenges and opportunities often come hand in hand. Seen from a different perspective, pressure is a source of motivation and a “reverse stimulus” that fosters innovation and progress.

While the industry is striving against the current, we also see new and promising prospects for the development of Hong Kong brands. More and more Hong Kong enterprises are using branding as a game plan to seize opportunities that arise from challenging circumstances. Building brand competitiveness is a flexible strategy that could both advance and consolidate a company's business; it is an “aggressive” means of expanding business and of tapping into new markets, as well as a “defensive” vehicle for strengthening customers' sense of belonging amidst low tides.

By dint of the extended efforts and accumulating experience of our industries, “Hong Kong Brand” has nowadays become a symbol of quality, trendiness, credibility, value for money and outstanding services. Amidst gloomy market sentiments, consumer attitudes are navigating towards being more practical, rational and focused on price-performance ratio. With positive images and diverse strengths, Hong Kong brands are able to ride on the latest trends in consumer culture; in particular, they have adapted to the changing consumption patterns of Mainland residents, opening up new horizon for development.

With the support from the HKSAR Government, Hong Kong Brand Development Council has hosted “Hong Kong Brand Festival” serial activities in a number of Mainland cities including Wuhan, Chongqing, Harbin, Xiamen, Tianjin and Dalian. And the Council has also voyaged out to take part in fairs in Southeast Asia, South Asia and the Middle East to promote Hong Kong's quality brand products. We are deeply encouraged by the positive response and eager participation from the industries.

From Central China, Southwest China to Bohai Bay and Northeast China, Hong Kong brands are carving out their path across the nation and making their way towards “One Belt One Road” countries. Many “brand entrepreneurs” are stepping up efforts in establishing sales channels in different regions, expanding client base and enhancing brand profile. Others work to attract target customers

手段，瞄準正在興起的消費群體，刷新品牌形象；也有的正努力透過新媒體和傳統媒體的合理搭配，將網上和線下融匯貫通，打造出與別不同的品牌體驗。

在市場環境轉變和經濟結構重組的艱難時期，香港企業能夠一如既往地重視品牌，持續投入資源和心力；這種立足長遠的創見和堅持不懈的態度，正是「香港精神」的一種體現，亦是「香港品牌」賴以成功、持續發光發熱的最關鍵要素。

確實，「香港品牌」的金漆招牌，不單帶來了閃亮的光環，更是交在我們手上沉甸甸的責任；需要業界乃至全社會對之精心維護，加以持續培育，不斷鞏固、深化和發揚，厚積底蘊，提升價值。

在這裏，我要恭賀 2016 年「品牌選舉」的得獎者，並向他們致敬！這 46 位新一屆「摘星者」堪稱「香港品牌」的典範，是香港品牌文化的傑出建設者和忠實守護者。他們當中，既有見證歷史、與幾代人相濡以沫的百年經典，也有帶動潮流、引領新經濟的時代先鋒；既有在海外市場上叱咤風雲、為港爭光的行業龍頭，更有憑著無限創意和突破常規的精神脫穎而出的「品牌新世代」。

與往屆選舉的 330 多個得獎品牌一樣，今年的得獎者代表著香港品牌發展的最新風貌和最高水準。他們來自不同領域，但抱著同一個信念，就是以品牌締造價值；他們的奮鬥故事各有各的精彩，但傳達了同一個「品牌『智』勝」的信息，為無數正迎難而上、鼓勇前行的企業帶來了啟示。

本人謹代表主辦機構，感謝頒獎典禮的主禮嘉賓財政司司長；並向鼎力支持 2016 年選舉的政府部門以及社會各方表示衷心銘謝，包括品牌局名譽贊助人蘇錦樑局長，出任今屆選舉各評審團主席的容偉雄常任秘書長、梁敬國副局長、甄美薇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！

讓我們一起，再次向 2016 年「品牌選舉」的得獎者致以熱烈祝賀！

through consolidating their business in selected market segments, cultivating greater brand loyalty by providing more localised products and tailored services. Many enterprises have incorporated innovative technology and management into their business, as they employ creative marketing tactics to target emerging consumer groups and revamp their brand image. There are also enterprises that seek to merge online and offline through well-thought-out combination of new media and traditional media, with a view to creating a distinctive brand experience.

In a difficult time of changing market environment and ongoing economic restructuring, Hong Kong enterprises remain steadfast in investing resources and energy into branding as they always have. Such long-term vision and dedication is a manifestation of the "Hong Kong Spirit", and the most important factor underpinning the continued success of "Hong Kong Brand".

Indeed, "Hong Kong Brand" is much more than its long-standing acclaim; it is a serious responsibility that has been passed into our hands. We must safeguard, nurture, deepen and promote it continually to enhance its value.

Taking this opportunity, I would like to congratulate and pay tribute to the winners of 2016 Brand Awards. As you would agree, the 46 new laureates are paragons of "Hong Kong Brand", as they are outstanding builders and gatekeepers of Hong Kong brand culture. Among them are household names that have grown together with generations of Hong Kong people over the last century, as well as trendsetters and drivers of the New Economy. There are industry leaders which seize the spotlight in overseas markets and have made Hong Kong proud, and the next generation brands that have burst onto the scene with boundless creativity and innovative spirit.

Like the some 330 predecessors over the past years, the 2016 Awardees have showcased the latest developments of Hong Kong industries. These winners, from different fields though, share the same philosophy of creating value through branding; and their success stories all embody the message of "branding to win", which is an inspiration for countless companies that are striding forward through challenging times.

On behalf the Organisers, let me express our deepest gratitude to today's officiating guest the Financial Secretary. We are grateful to all Government departments, organisations and individuals that have contributed enormously to the 2016 Awards. In particular, our thanks go to the Secretary for Commerce and Economic Development Hon Gregory So, the Honorary Patron of the BDC; the Judging Panels respectively led by Permanent Secretary for Commerce and Economic Development Mr Philip Yung, Under Secretary for Commerce and Economic Development Mr Godfrey Leung, and Director-General of Trade and Industry Ms Salina Yan; the Official Honorary Auditor-cum-Event Sponsor KPMG; and the Trophy Sponsor Lukfook Jewellery. Likewise, we sincerely thank the media for their valuable assistance in promoting the Awards.

Once again, please join me again in congratulating all winners of the 2016 Awards.

黃家 和

黃家和平紳士
Mr Simon Wong, JP
主席
Chairman



嘉賓題辭

Congratulatory Apothegms



香港特別行政區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,
Hong Kong Special Administrative Region

名揚中外
譽滿華洋

二零一六年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

商務及經濟發展局局長蘇錦樑



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)

二零一六年香港名牌選舉、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

名 牌 薈 萃
駿 譽 日 隆

商務及經濟發展局
常任秘書長 (工商及旅遊) 容偉雄





嘉賓題辭

Congratulatory Apothegms



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

商譽卓著
工貿同興

二零一六年香港名牌選舉、香港服務名牌選舉、
香港新星品牌選舉暨香港新星服務品牌選舉

工業貿易署署長甄美薇



嘉賓題辭

Congratulatory Apothegms



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

商譽崇隆
品牌卓越

二零一六年香港名牌選舉、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

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

二零一六年香港名牌選舉、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

創優樹範
同展嘉猷

香港中華廠商聯合會會長李秀恒博士

二零一六年品牌選舉評審委員

Final Judging Panels of 2016 Brand Awards

「香港名牌選舉」決賽評審團成員：

- 香港特區政府工業貿易署署長甄美薇太平紳士 (主席評判)
- 香港中華廠商聯合會會長李秀恒博士, BBS, 太平紳士
- 香港理工大學校長唐偉章教授, 太平紳士
- 香港工業總會主席鄭文聰教授, MH, 太平紳士
- 香港生產力促進局主席林宣武 SBS, 太平紳士
- 香港品牌發展局副主席吳清煥先生
- 香港設計師協會副會長林偉文先生

「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黃家和太平紳士
- 香港旅遊發展局主席林建岳博士, GBS
- 香港零售管理協會副主席周允成先生
- 香港總商會總裁袁莎妮小姐
- 香港貿易發展局副總裁葉澤恩先生

「香港新星品牌選舉暨香港新星服務品牌選舉」決賽評審團成員：

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

Final Judging Panel of Hong Kong Top Brand Awards:

- Ms Salina Yan, 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
- Prof Timothy Tong, JP, President of the Hong Kong Polytechnic University
- Prof Daniel Cheng, MH, JP, Chairman of the Federation of Hong Kong Industries
- Mr Willy Lin Sun Mo, SBS, JP, Chairman of the Hong Kong Productivity Council
- Mr Ng Ching Wun, Vice Chairman of the Hong Kong Brand Development Council
- Mr Terry Lam Wai Man, Vice Chairman of Hong Kong Designers Association

Final Judging Panel of Hong Kong Top Service Brand Awards:

- Mr Godfrey Leung King-kuok, JP, Under Secretary for Commerce and Economic Development, Hong Kong SAR Government (Chairman of Judging Panel)
- Mr Simon Wong, JP, Chairman of the Hong Kong Brand Development Council
- Dr Peter Lam, GBS, Chairman of Hong Kong Tourism Board
- Mr Winston Chow, Vice Chairman of Hong Kong Retail Management Association
- Miss Shirley Yuen, CEO of the Hong Kong General Chamber of Commerce
- Mr Raymond Yip, Deputy Executive Director of the Hong Kong Trade Development Council

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

- Mr Philip Yung Wai-hung, JP, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government (Chairman of Judging Panel)
- Prof Matthew K O Lee, Vice-President (Development and External Relations), Chair Professor of Information Systems and Electronic Commerce of City University of Hong Kong
- Mr Lam Kwok-leung, JP, President of the Hong Kong General Chamber of Small and Medium Business
- Dr Lo Kam Wing, JP, General Committee Member of the Hong Kong Brand Development Council
- Ir C S Ho, Deputy Chairman of the Hong Kong Quality Assurance Agency
- Dr Edmund Lee, Executive Director of Hong Kong Design Centre



二零一六年品牌選舉得獎品牌名單

List of 2016 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



鴻福堂
Hung Fook Tong

鴻福堂集團有限公司
Hung Fook Tong Holdings Ltd

主要產品：自家草本涼茶系列、正品龜苓膏系列、保健自家湯系列、
自家甜品系列、自家粥品飯麵系列
Main Products: Bottled Herbal Beverage Series; Home-made Herbal Jelly
Series; Home-made Soup Series; Home-made Dessert Series;
Home-made Congee, Rice & Noodles



御藥堂
Royal Medic

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

主要產品：蟲草產品、靈芝產品、功能產品、
健康產品、個人護理產品
Main Products: Cordiceps Series, Ganoderma Series,
Functional Series, Healthcare Series, Personal-care Products



盛威
Safewell

盛威安全設備有限公司
Safewell Equipment Ltd

主要產品：保險箱(數碼鎖)、
防火保險箱(機械鎖、數碼鎖、生物指模鎖)
Main Products: Safe (Digital Lock), Fireproof Safe (Combination Lock,
Digital Lock, Biometric Fingerprint Lock)



SINOMAX
SINOMAX

聖諾盟健康家居用品有限公司
Sinomax Health & Household Products Ltd

主要產品：枕頭、床褥、按摩產品、
人體工學桌椅、智能生活產品
Main Products: Pillow, Mattress, Massaging Product, Ergonomic Design
Furniture, AI Lifestyle Product



香港卓越名牌
Hong Kong Premier Brand



4M
4M

科文實業有限公司
4M Industrial Development Ltd

主要產品：益智玩具(科學實驗、兒童派對組合、模型製作、
手工製作)、夜光產品
Main Products: Educational Toy (Science & Experiment, Children's Party
Kits, Model Constructing, Handywork & Craft), Glow-in-the-Dark



阿波羅
Appolo

阿波羅雪糕有限公司
Appolo Ice-Cream Co Ltd

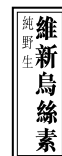
主要產品：雪糕、冰條、雪糕蛋糕
Main Products: Ice Cream, Ice Lolly, Ice Cream Cake



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



維新烏絲素
Vita Hair

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

主要產品：維新烏絲素、維新烏絲精華液、維新烏絲防脫洗髮露
Main Products: Vita Hair, Vita Hair Tonic, Vita Hair Anti-hair-loss Shampoo

(排名不分先後 In alphabetical order)

二零一六年品牌選舉得獎品牌名單

List of 2016 Brand Awards Winners

香港名牌選舉 Hong Kong Top Brand Awards



陳老二
Chan Lo Yi

香港陳老二藥廠有限公司
Hong Kong Chan Lo Yi Medicine Co Ltd

主要產品：中藥保健產品 (燕窩滋陰丸、驅風活絡丸、白鳳丸、化痰止咳丸)
Main Products: Chinese Medicine Healthcare Product (Bird's Nest Tonic Pill, Qu Feng Huo Luo Capsule, White Phoenix Pill, Hua Tan Cough Capsule)



Clip Fresh
Clip Fresh

潮安發展有限公司
Chase On Development Ltd

主要產品：食物儲存盒 (塑膠、共聚酯、玻璃、陶瓷)
Main Products: Food Container (Plastic, Tritan, Glass, Ceramic)



帝朗
Delong

敏實有限公司
Main Plan Ltd

主要產品：水龍頭、花灑、浴室掛件
Main Products: Tap & Mixer, Bath Shower, Bathroom Accessories



金寶麗
Goldfully

金寶麗寢室用品有限公司
Goldfully Bedroom Article Ltd

主要產品：床褥、枕頭、床上用品、家具
Main Products: Mattress, Pillow, Bedding Products, Furniture



好而得
Hernidex

華興文儀集團有限公司
Wah Hing Office Supplies Group Ltd

主要產品：原子筆、文具、顏色筆
Main Products: Ballpoint Pen, Stationery, Colour Pencil



好利來
Hollyland

好利來有限公司
Hollyland Co Ltd

主要產品：小型熔斷器及配件、低壓熔斷器及配件、光伏熔斷器及配件、自動恢復熔斷器、溫度熔斷器
Main Products: Miniature Fuse & Accessories, Low Voltage Fuse & Accessories, Photovoltaic Fuse & Accessories, Resettable Fuse, Thermal Cutoff & Thermostat



唐太宗
Tong Tai Chung

捷成有限公司
Jetstar Co Ltd

主要產品：
唐太宗活絡油、唐太宗膏
Main Products:
Tong Tai Chung Medicated Oil, Tong Tai Chung Balm



多多
Torto

林和成貿易有限公司
Ettason (H.K.) Ltd

主要產品：
即沖粉糊類甜品 (果仁、蔬果)、
即沖藜麥製品、有機藜麥及奇亞籽
Main Products:
Instant Powdered Dessert (Nuts, Vegetables), Quinoa Flakes Products, Organic Quinoa & Chia Seeds



胃仙 U
Weisen-U

建豐胃仙 U 有限公司
Kin Fung Weisen-U Co Ltd

主要產品：
西成藥 (胃仙 U)
Main Product:
Medicine (Weisen-U)



楊氏水產
楊氏水產

楊氏水產有限公司
Yeungs Marine Products Ltd

主要產品：
烏頭魚、寶石魚、金鼓魚、
龍躉、黃腳鱸魚
Main Products:
Grey Mullet, Jade Perch, Spotted Scat, Giant Grouper, Yellowfin Seabream



二零一六年品牌選舉得獎品牌名單

List of 2016 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

新時代卡拉 OK
Neway Karaoke Box

新時代卡拉 OK 有限公司
Neway Karaoke Box Ltd

主要服務：卡拉 OK、餐飲服務
Main Services: Karaoke Box, Catering Service

偉邦
Well Born

偉邦物業管理有限公司
Well Born Real Estate Management Ltd

主要服務：物業管理
Main Service: Real Estate Management

惠康
Wellcome

牛奶有限公司
The Dairy Farm Co, Ltd

主要服務：超級市場
Main Service: Supermarket



香港卓越服務名牌

Hong Kong Premier Service Brand

太興
Tai Hing

太興飲食集團有限公司
Tai Hing Catering Group Ltd

主要服務：餐廳
Main Service: Restaurant

翠華餐廳
Tsui Wah Restaurant

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

主要服務：茶餐廳
Main Service: Hong Kong-style Tea Café

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

二零一六年品牌選舉得獎品牌名單

List of 2016 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

BAR PACIFIC®

太平洋酒吧
Bar Pacific

太平洋娛樂有限公司
Bar Pacific Entertainment Ltd

主要服務：酒吧
Main Service: Bar



珠江船務
CKS

珠江船務企業(集團)有限公司
Chu Kong Shipping Enterprises (Holdings)
Co Ltd

主要服務：水路高速客運、航運物流業務、
高速客船修理、成品油及免稅品貿易
Main Services: Water High-speed Passenger
Transport, Navigation Logistics Service, Passenger
Ferry Repair & Maintenance, Sales & Supply of
Oil & Duty-free Goods

DR REBORN

DR REBORN
DR REBORN

香港醫思醫療集團有限公司
Union Medical Healthcare Ltd

主要服務：醫學美容服務、傳統美容服務、
牙科轉介服務、醫學美容相關轉介服務、
零售(護膚品)
Main Services: Aesthetic Medical Service,
Traditional Beauty Service, Dental Treatment
Referral Service, Aesthetic Medical Service
Referral Service, Retail (Skincare Products)



東海飲食集團
East Ocean Gourmet Group

東海(集團)管理有限公司
East Ocean (Group) Management Ltd

主要服務：中菜餐館
Main Service: Chinese Cuisine Restaurant



HONGKONG AIRLINES
香港航空

香港航空
Hong Kong Airlines

香港航空有限公司
Hong Kong Airlines Ltd

主要服務：航空服務
Main Service: Aviation Service



香港電車

HONG KONG TRAMWAYS

香港電車
Hong Kong Tramways

香港電車有限公司
Hong Kong Tramways, Ltd

主要服務：公共電車服務
Main Service: Public Tram Service



Hotel ICON
唯港薈

唯港薈
Hotel ICON

唯港薈有限公司
Hotel ICON Ltd

主要服務：酒店住宿、餐飲服務
Main Services: Hotel Accommodation,
Catering Service



LBS Hygiene
史偉莎

史偉莎
LBS Hygiene

史偉莎集團有限公司
LBS Corporation Ltd

主要服務：洗手間清潔管理服務、
滅蟲服務、零售(洗手間產品、
消毒用品)
Main Services: Restroom Cleaning
Service, Pest Control Service,
Retail (Restroom Sanitary Products,
Detergent)



昂坪 360
Ngong Ping 360

昂坪 360 有限公司
Ngong Ping 360 Ltd

主要服務：纜車、市集
Main Services: Cable Car,
Village



大舞臺
On Stage

大舞臺節目及傳訊有限公司
On Stage Events and
Communications Ltd

主要服務：活動策劃及製作
Main Services: Event Management
& Production



二零一六年品牌選舉得獎品牌名單

List of 2016 Brand Awards Winners

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



AMAZINGthing
AMAZINGthing

第一網絡國際有限公司
Top One Network International Ltd

主要產品：手機螢幕保護貼、
手機保護套、外置充電電池

Main Products: Mobile Phone Screen Protector,
Mobile Phone Case, Reserve External Battery



Jouetle
Jouetle

高榮實業有限公司
Global Glory Industrial Ltd

主要產品：遊戲地毯
Main Product: Playmat



樂道
LogosArt

樂道藝創有限公司
Logos Art Co Ltd

主要產品：床上用品、嬰兒用品
Main Products: Bedding, Baby Products



飛鏢工房
The Darts Factory

飛鏢工房有限公司
The Darts Factory Ltd

主要產品：飛鏢、飛鏢靶、
飛鏢訓練手帶、飛鏢相關配件

Main Products: Darts, Dartboard, Darts
Performance Tracker, Darts Accessories



永嘉諾
Winkler

永嘉諾有限公司
Winkler Ltd

主要產品：水龍頭、花灑、
網喉、曲尺掣

Main Products: Tap & Mixer, Bath Shower,
Supply Hose, Angle Valve



XPower
XPower

皇者國際貿易有限公司
King Power International Trading Ltd

主要產品：充電傳輸線、外置充電電池、
USB 充電器、無線快速充電座、車用充電器

Main Products: Charging Cable, Reserve External
Battery, USB Charger, Wireless Fast Charge
Cradle, Car Charger

二零一六年品牌選舉得獎品牌名單

List of 2016 Brand Awards Winners

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

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



尊家
H-Privilege

尊家管業有限公司
H-Privilege Ltd

主要服務：物業管理（住宅、停車場、商場）
Main Services: Property Management
(Residential, Car Park, Shopping Arcade)

MATHCONCEPT
education

數學思維教育
MathConcept Education

數學思維教育有限公司
MathConcept Education Ltd

主要服務：數學教育
Main Service: Mathematics Education

 **PANGENIA**

新亞生命
Pangenia

新亞生命科技有限公司
Pangenia Life Science Ltd

主要服務：基因測試、醫學測試
Main Services: DNA Test, Medical Test

S.A.Y.
Stage of Soul

S. A. Y.
S. A. Y.

欣德製作及培訓有限公司
Unlimited Power Production And Training Ltd

主要服務：司儀服務、培訓
(司儀技巧、演說技巧)
Main Services: MC Service, Training Services
(MC Skill, Presentation Skill)

敏兒安 safeT21 express

敏兒安
safeT21express

雅士能基因科技有限公司
Xcelom Ltd

主要服務：無創性胎兒 DNA 產前篩檢法
Main Service: Non-invasive Analysis of
Fetal DNA for Prenatal DNA Screening

 **中央**
ZENTRAL

中央
Zentral

Success Deal Ltd
Success Deal Ltd

主要服務：酒吧、活動策劃
Main Services: Bar, Event Planning



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

立品創名 精益求精

Branding for Excellence



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

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

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

經過多年的努力，「香港名牌選舉」和「香港服務名牌選舉」累計的得獎品牌已達290個；成為備受業界推崇和政府認同的一項殊榮，亦是香港市民和海外消費者心目中象徵名望和優質的信心標誌，更是一個推廣、支援和提升香港品牌的獨特平台。

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

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

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

With the cumulative number of Awardees reaching 290, 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，分別有27個及9個品牌榮獲「香港名牌十年成就獎」及「香港服務名牌十年成就獎」。



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

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

Up to date, 27 product brands and 9 service brands have become laureates of “Hong Kong Top Brand Ten Year Achievement Award” and “Hong Kong Top Service Brand Ten Year Achievement Award” respectively.

「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」已連續舉行七屆，累計得獎品牌 78 個，展示了香港品牌發展的又一道亮麗風景線。



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

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

Since 2010, 78 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.

「香港新星品牌標誌」設計意念

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

Design Concept of "Hong Kong Emerging Brand Logo"

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





香港名牌標識 (TOP 嘜) 計劃

Hong Kong Top Brand Mark Scheme

優質、名望和信心的標誌

The Hallmark of Reputation, Quality and Confidence



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

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

目前獲得「香港名牌標識 (TOP 嘜) 計劃」核准的「香港名牌」及「香港服務名牌」已近 220 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 some 220 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 • 創新里程

On Branding Journey



1999

「香港十大名牌選舉」初試啼聲，旋即得到業界熱烈響應。

“Hong Kong Top Ten Brandnames Awards” made its debut, receiving enthusiastic response from the industry.



2003

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

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



2004

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

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

2008

舉辦「香港名牌選舉」創辦十周年慶典活動，包括增設「香港名牌十年成就獎」榮譽獎項，以及與《文匯報》聯合出版《品牌故事 @ 香港》。

The BDC launched a series of activities in celebration of the 10th Anniversary of Hong Kong Top Brand Awards including the introduction of an honorary award – “Hong Kong Top Brand Ten Year Achievement Award”, and published a book namely “Brand Stories @ Hong Kong” jointly with “Wen Wei Po”.



2009

於香港國際機場設立「香港名牌巡禮」展示廊，為期9個月。

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



2010

增設「香港新星品牌選舉暨香港新星服務品牌選舉」，表彰香港公司創立的新興品牌。

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





2005

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

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



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

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

2011-2014

接連於武漢、廈門、重慶、哈爾濱等地舉行「香港品牌節」。

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



2006

品牌局組織赴北京高層代表團，拜訪國家商務部、國家質量監督檢驗檢疫總局、國家商標局等國內品牌推進機構。

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



2007

舉辦慶祝香港特區成立十周年午餐會及「香港品牌發展論壇」。

A luncheon in celebration of the 10th Anniversary of the establishment of HKSAR and the “Hong Kong Brand Development Forum” were organised.

2015

1. 舉辦「天津香港品牌節」，設立「親·愛小孩」及「喜·愛香港」大型品牌展示區。

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



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

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



2016

1. 舉辦「大連+香港品牌節」，設立體驗式的「『香港品牌+』互動體驗營」及「『香港品牌+』動感生活體驗區」。

“Dalian + Hong Kong Brand Festival” Project was implemented, which featured experience-based thematic brand showcase namely “Hong Kong Brand+ Interactive Experience Camp” and “Hong Kong Brand+ Dynamic Lifestyle Experience Zone”.



2. 品牌局組織赴遼寧省代表團，拜訪當地商會、品牌企業和商場，以瞭解遼東半島的營商環境和分銷渠道。

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



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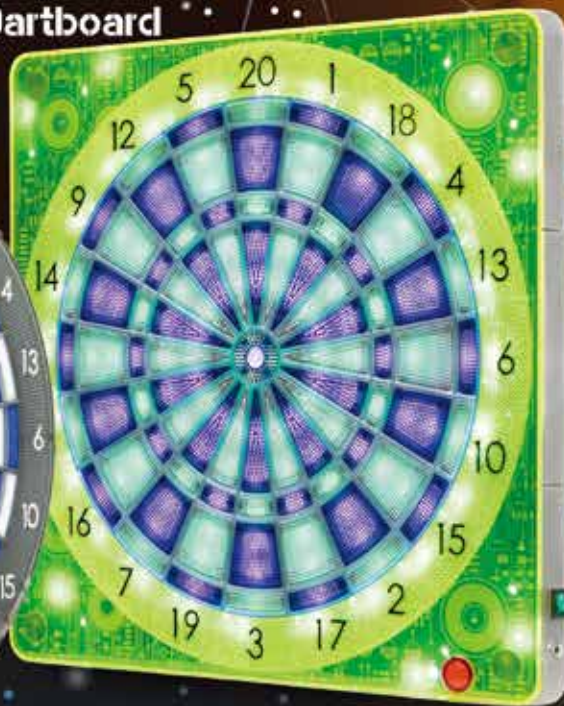
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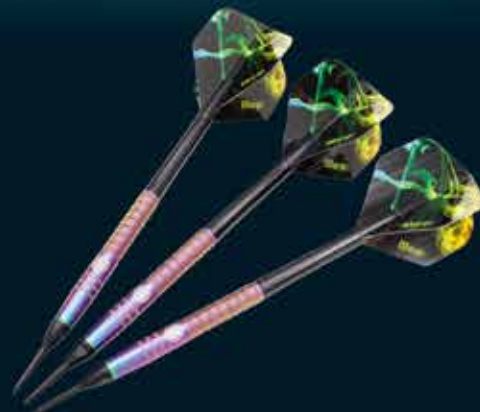


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